

TikTok to surpass YouTube in US—and come after other apps in the process

Article

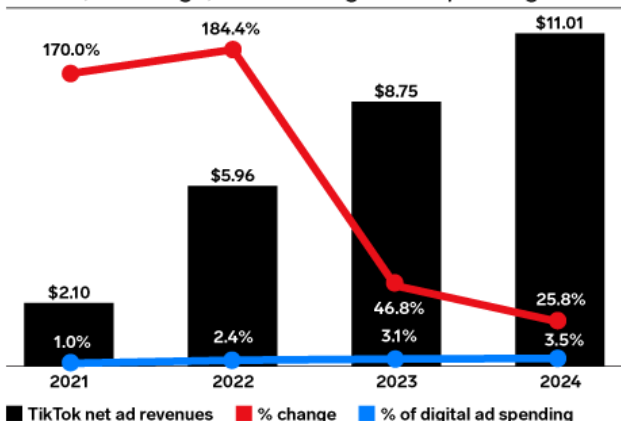
The forecast: US TikTok users will spend more time with the social media platform this year than YouTube users will spend on YouTube. This difference will be just about a fraction of a

minute but will expand in years to come.

Dive deeper:

- **Time spent scrolling through TikTok has been growing fast, and the app is notorious for pulling users in.** In 2020, the platform shot past Facebook and Instagram, with users spending 38.6 minutes on TikTok, 4 minutes more than Facebook's 34.6 minutes, despite the social network seeing peek use.
- Time spent with Facebook is now decreasing, and TikTok is targeting YouTube. The ByteDance-owned app rolled out 3-minute videos last year, then 5-minute videos a few months later. And in February, **the app took a clear step toward long-form content** with the introduction of 10-minute videos.
- **Over 40% of Gen Z spends more than 3 hours a day on TikTok**, per Joy Ventures and getWizer. While that figure may sound incredible, around the same proportion of Gen Z spends more than 3 hours with YouTube, meaning social media addiction is not just a TikTok-specific problem.
- **Platforms are copying TikTok. TikTok is copying back.** Instagram and YouTube are trying to take on TikTok's short-form dominance with Reels and Shorts, respectively. Meanwhile, TikTok is looking to other competitors, including Twitter with the introduction of a Repost function, Snapchat and Instagram with Stories, and Twitch with desktop livestreaming software.

US TikTok Net Ad Revenues, 2021-2024
billions, % change, and % of digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, March 2022

274196

eMarketer | InsiderIntelligence.com

Looking ahead: While TikTok's time spent will be tip top this year, the app's US ad revenues won't surpass YouTube's just yet. Per our forecasts, **that'll happen in 2024**, when TikTok nets \$11.01 billion in US ad revenues, topping YouTube's \$10.71 billion.