

TikTok will surpass Snapchat by 2023

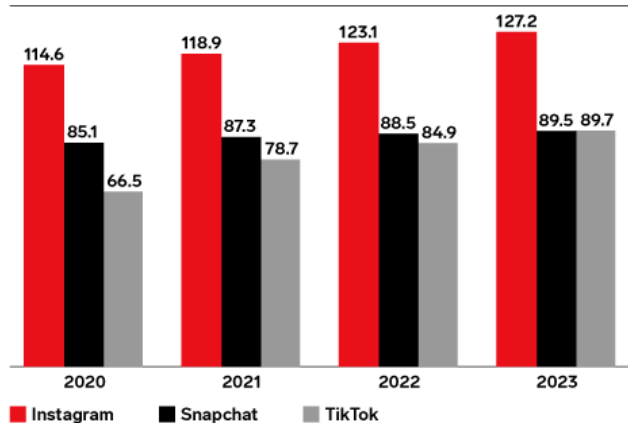
Article

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TikTok will overtake **Snapchat** in total US users by 2023, per our projections. Still, as both apps approach **90 million** US users, neither platform will rival **Instagram's** overwhelming influence.

US Instagram, Snapchat, and TikTok Users, 2020-2023

millions



Note: users of any age who access their account at least once per month

Source: eMarketer, May 2021

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