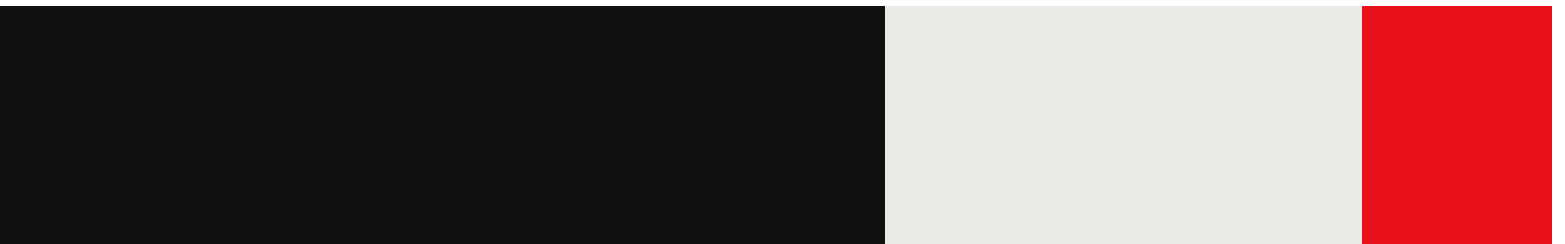


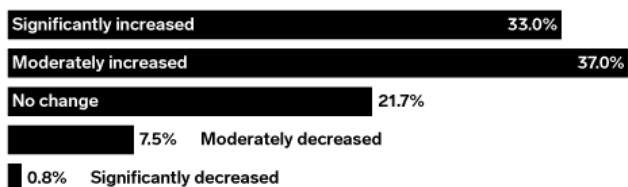
More than two-thirds of TikTokers have increased usage despite shopping content changes

Article



Change in TikTok Usage* by US TikTok Users Who Have Noticed Shopping-Related Content Changes on the Platform, March 2024

% of respondents



Note: n=373; *in the past 6 months
Source: EMARKETER Survey, "US Social Commerce," April 2024

285291



Key stat: Only 8.3% of users who noticed shopping-related content changes said their TikTok usage decreased, the same report found, according to our April 2024 "US Social Commerce" survey.

Beyond the chart:

- More than 11% of US households have [purchased items from TikTok Shop](#) since its launch in September 2023, per data from Earnest Analytics.
- TikTok's user growth has slowed at the same time as its aggressive ecommerce push, including its US launch of TikTok Shop in November 2022.
- A potential TikTok ban would change things. Some 60% of TikTok users said that if the app was banned, they would use Instagram Reels regularly, per a March 2024 report by MGH.

Use this chart:

- Anticipate the effect of TikTok content changes to user engagement.
- Understand TikTok's user loyalty ahead of a potential ban.

More like this:

- [TikTok leads time spent on social for most US adults](#)
- [60% of TikTok users would jump to Reels following a ban](#)
- [What a TikTok ban would mean for ecommerce brands](#)
- [Guide to TikTok for social media marketing and commerce](#)

Methodology: Data is from the June 2024 EMARKETER survey titled "US Social Commerce." 1,207 social media users in the US were surveyed between March 1 and March 14, 2024. The survey aimed to gauge the shopping behavior of social media users across leading platforms and uncover their responses to shopping-related, sponsored, and creator/influencer content. Survey respondents were social media monthly users who either made online purchases via social media platforms or had been inspired by or discovered products on these platforms. They were selected to align with the US population on the criteria of age (among ages 15 to 77), gender, household income, and race/ethnicity. The survey was fielded by a third-party sample provider. Data has a margin of error of +/-2.8 percentage points at the 95% confidence interval.