

What are TikTokers' other favorite social networks in the US?

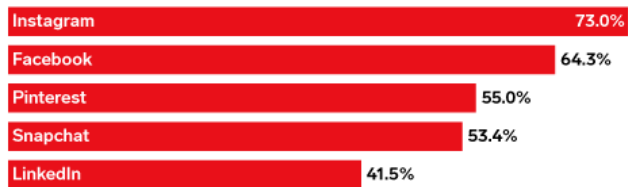
Article

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Nearly three-quarters of US TikTok users will also use Instagram this year, making it the most popular alternative to the social video app, per our forecast. That's good news for Instagram Reels, which is positioning itself as a viable successor in the event of a US TikTok ban.

Share of US TikTok Users Who Also Use...

% of TikTok users, 2023



Note: TikTok users of any age who access each social network via any device at least once per month

Source: eMarketer, Dec 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: Instagram has more US users than TikTok, at 133.5 million this year compared with the 102.4 million of the ByteDance-owned app, according to our estimates. If a TikTok ban does occur, Meta's challenge will be getting displaced users to bring the same monetizable habits they had on TikTok, like ample screen time and in-app buying.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, historical trends and demographic adoption trends.