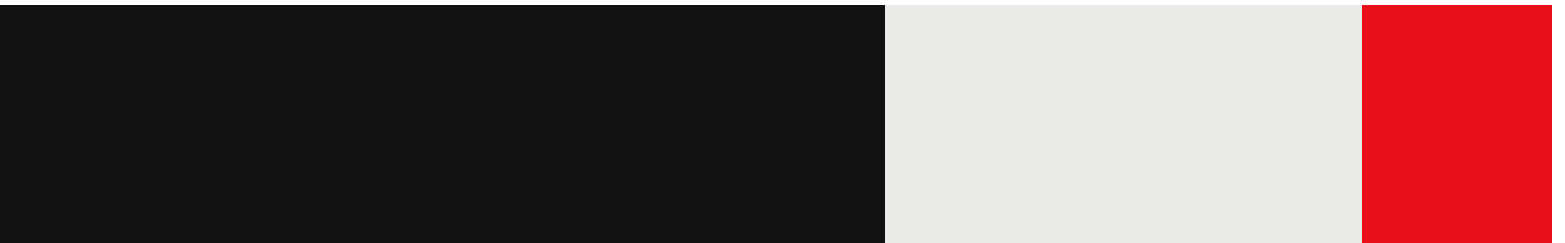


Reimagining Retail: Facebook, Instagram, TikTok, and the future of social commerce

Audio



On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss the total market for US retail social commerce sales, whether Instagram is in trouble when it comes to

social commerce, and what kind of a threat TikTok poses. Then for "Red-Hot Retail," our analysts give us four of their very specific—and potentially risky—predictions about the future of TikTok's US retail strategy. Join our analyst Sara Lebow as she hosts analysts Sky Canaves and Jasmine Enberg.



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