


Is Lemon8 worth the squeeze for brand marketers?

Article



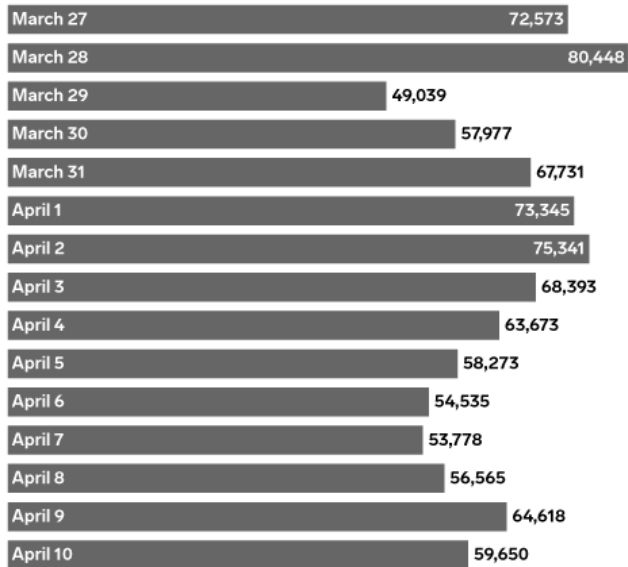
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Social media newcomer Lemon8 racked up about 64,000 US downloads per day, on average, in recent weeks, according to Apptopia. The platform, which comes from TikTok owner



ByteDance, capitalizes on the shopability of photos and short videos with its **Pinterest-meets-Instagram** format.

Daily US Downloads of Lemon8, March 27-April 10, 2023



Source: Apptopia, April 11, 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: TikTok’s wild popularity—and legal troubles—in the US has sent marketers and creators racing to get in on the ground floor of the next potential social media sensation. Users flocked to BeReal last year, and now Lemon8.

But Lemon8 is a long way off from matching TikTok’s success. The embattled app was downloaded 99 million times in the US last year, according to Apptopia, or about 271,000 times on an average day. This new platform may be just a passing craze, but it doesn’t hurt for brands to experiment on it now, in case it takes off.

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