

# TikTok Shop propels social commerce growth in 2024

Article



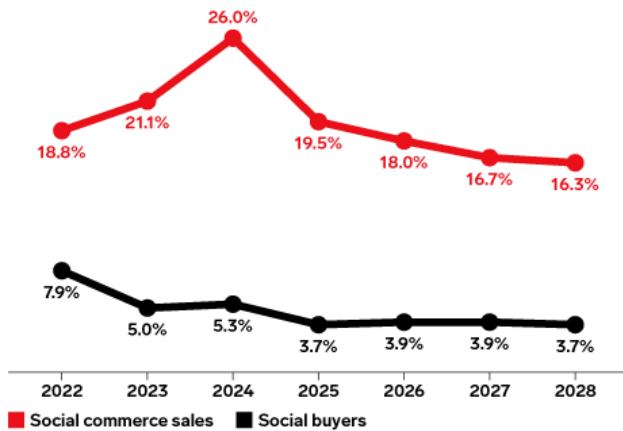
Sales and buyer growth will both tick up temporarily

**There will be over 100 million social buyers in the US in 2024, according to our forecast.** TikTok Shop, which launched in the US in September 2023, will be the single largest contributor to buyer and sales growth this year.



## US Social Commerce Sales and Buyer Growth Will Tick Up in 2024 Thanks Largely to TikTok Shop

% change in US social commerce sales and social buyers, 2022-2028



Note: social commerce includes products or services ordered via social networks (e.g., Facebook, Instagram, Line, Pinterest, VK, WeChat), regardless of the method of payment or fulfillment; excludes Twitch and YouTube; excludes cash transactions, travel and event tickets, tips, subscriptions, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; social buyers are ages 14+; social network users who have made at least one purchase via any social channel (e.g., Facebook, Instagram, Pinterest, Line, WeChat, VK), including links and transactions on the platform itself, during the calendar year; includes desktop/laptop, mobile, and tablet purchases  
Source: EMARKETER Forecast, Nov 2024

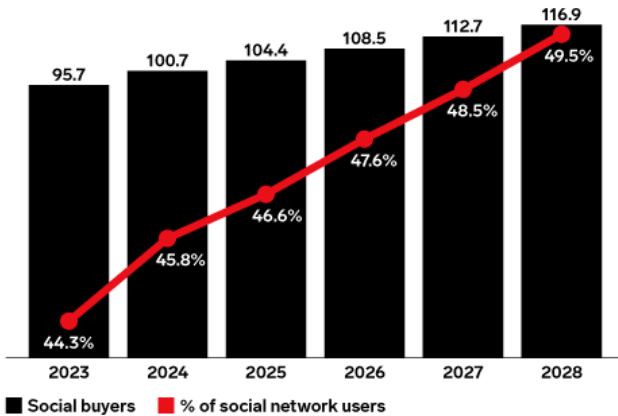
288212

EM | EMARKETER

**TikTok will gain 11.9 million more US buyers in 2024.** TikTok Shop has flooded users' feeds with shoppable content, prompting more people to shop and buy on the platform. Meanwhile, Instagram will add 3.9 million more buyers this year, compared with 2.6 million for Facebook and 1.1 million for Pinterest. Together, that will push the number of US social buyers to 100.7 million this year.

## US Social Buyers Will Surpass 100 Million for the First Time in 2024

millions of US social buyers and % of social network users, 2023-2028



Note: ages 14+; social network users who have made at least one purchase via any social channel (e.g., Facebook, Instagram, Pinterest, Line, WeChat, VK), including links and transactions on the platform itself, during the calendar year; includes desktop/laptop, mobile, and tablet purchases  
Source: EMARKETER Forecast, Oct 2024

288367

EM | EMARKETER

US social commerce sales will see an even stronger boost, reaching \$71.62 billion in 2024. Most social commerce purchases are of [low-ticket items](#), particularly on TikTok. But the influx of new buyers to the platform, combined with the high frequency with which TikTok shoppers make purchases, will cause sales growth to spike to 26.0% in 2024 before returning to pre-TikTok Shop levels next year.

## TikTok Shoppers Are the Heaviest Buyers, With Roughly Half Buying at Least Monthly

% of US social shoppers, by platform, March 2024

Q: How often do you make a purchase via the referenced platform?

	Facebook	Instagram	Pinterest	TikTok
Less than once per month	62.7%	52.2%	58.3%	50.3%
Once per month	19.9%	23.4%	21.5%	<b>23.1%</b>
2-3 times per month	13.1%	16.2%	11.7%	<b>15.9%</b>
Once per week	1.9%	5.1%	4.3%	<b>5.1%</b>
2 or more times per week	2.4%	3.1%	4.3%	<b>5.6%</b>

Note: ages 15-77 who made a purchase or were inspired to make a purchase after discovering a product/service on each platform; select platforms shown; numbers may not add up to 100% due to rounding  
Source: EMARKETER Survey, "US Social Commerce," March 2024

288291

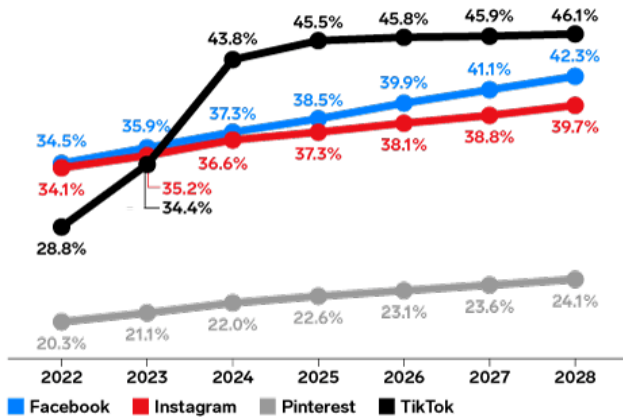
EM | EMARKETER

Buyer growth will slow significantly in 2025, even on TikTok. In 2024, TikTok will have a higher share of users who are buyers than any other platform. But as the novelty and

excitement of TikTok Shop starts to wear off, it will be harder to convert users into buyers. Buyer's remorse could also deter some users from shopping: Over half (55%) of social shoppers regret impulse purchases made on social, per a July 2024 SimplicityDX report.

### TikTok Will Convert Over 40% of US Users Into Buyers in 2024, Ahead of Facebook and Instagram

% of US users of each social network who make a purchase on the platform, 2022-2028



Note: ages 14+; social network users who have made at least one purchase via the referenced platform, including links and transactions on the platform itself, during the calendar year; includes desktop/laptop, mobile, and tablet purchases  
Source: EMARKETER Forecast, Nov 2024

288209



## Definitions and Notes

**Social commerce sales** include products and services ordered by buying directly on a social platform or through clicking links that lead to a retailer's product page with an immediate purchase option, regardless of the method of payment or fulfillment.

It also includes transactions that were agreed on social platforms initially, but payment took place elsewhere (e.g., PayPal, C2C transactions on Facebook Marketplace).

It excludes YouTube and Twitch, cash transactions, travel and event tickets, tips, subscriptions, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling, and other vice goods sales.

**Social buyers** are social network users ages 14+ who have made at least one purchase via any social channel, including through links and in-app transactions, during the calendar year. It excludes YouTube and Twitch.

Our forecast assumes that TikTok will continue to operate in the US in 2025 and beyond.

Read the full report, [US Social Commerce Forecast 2024](#).

Report by Jasmine Enberg Dec 02, 2024

# US Social Commerce Forecast 2024

