

In China, social media is becoming a social marketplace

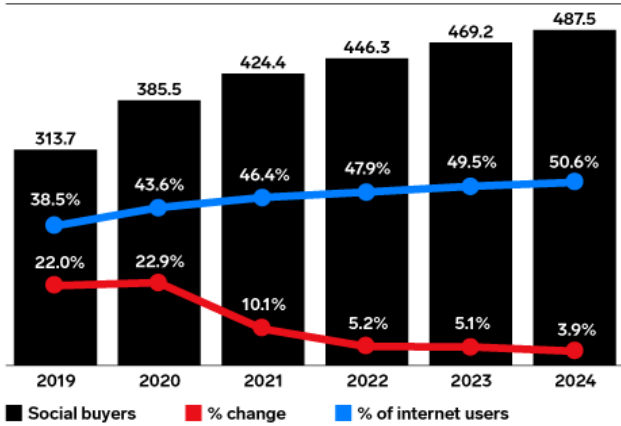
Article

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About **44%** of internet users in China used social networks like **WeChat** and **Douyin** (sister app of **TikTok**) to purchase goods or services in 2020. That figure will surpass **50%** by the end of 2024, as consumers and social media platforms alike reimagine online shopping.

Social Buyers in China, 2019-2024

millions, % change, and % of internet users



Note: includes products or services ordered via social networks (such as Facebook, Instagram, Pinterest, WeChat, Line, VK, and others) regardless of the method of payment or fulfillment; excludes 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

Source: eMarketer, May 2021

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