

# Facebook will stay atop the US social commerce ladder

Article

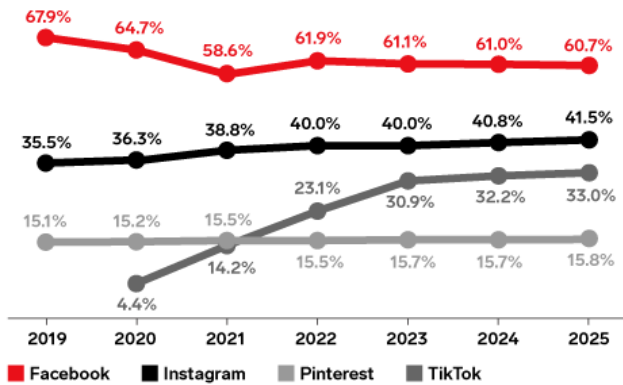
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Facebook is still the king of social commerce in the US. More than **60%** of US social media users ages 14 and older will make a purchase via the platform this year, and about **40%** will do

so via its sister app Instagram. TikTok will grow the fastest in this regard, drawing nearly **one-quarter** of social buyers in that age group.

### US Social Commerce Buyer Share, by Platform, 2019-2025

% of total US social commerce buyers



Note: ages 14+; social network users who have made at least one purchase via the platform, including links and transactions on the platform itself, during the calendar year; including online, mobile, and tablet purchases

Source: eMarketer, July 2022

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** TikTok will remain the No. 3 social commerce destination for the next few years, but it could climb the rankings as Instagram's focus switches to advertising.

In addition to its new shopping ads, TikTok also benefits from its direct line to Douyin, its Chinese counterpart, which flourishes in a country with more than **460 million** social buyers, versus the nearly **100 million** in the US.

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*Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from major online retailers and social network companies, consumer online buying trends and macro-level economic conditions.*

