

# The Social Commerce Wars Heat Up

## AUDIO |

### eMarketer Editors

eMarketer junior analyst Blake Droesch, research analyst Daniel Keyes, principal analyst Andrew Lipsman and senior forecasting analyst at Insider Intelligence Cindy Liu discuss Pinterest's latest social commerce moves. They then talk about May retail sales, an app that makes you the model, Shopify's latest deal with Walmart and a Brandless relaunch.

#### How Interested Are US Adults in Social Media Shopping?

% of respondents, by demographic, April 2020

##### Gender

###### Female



###### Male



##### Age

###### 18-34



###### 35-54



###### 55+



##### Total



- Use it regularly
- Have used before, but not regularly
- Have not used, but very interested
- Have not used, but somewhat interested
- Have not used and not interested
- Don't know what this is

Note: numbers may not add up to 100% due to rounding  
 Source: "The eMarketer Ecommerce Survey" conducted in April 2020 by Bizrate Insights, April 8, 2020

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