

# Nearly 1 in 3 US Facebook users will buy via the platform this year

Article

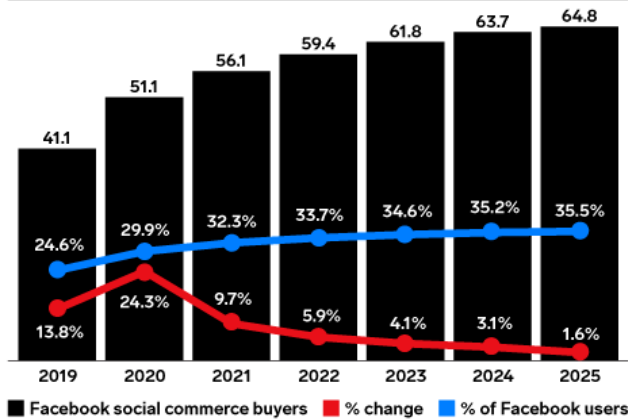
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By the end of 2021, nearly **one-third** of US Facebook users ages 14 and older will have made a purchase through the social network in the past 12 months, part of a greater trend of increased social buying. That figure will increase over the coming years, as the platform

continues to transform from a marketplace of ideas to a marketplace for products and services as well.

### US Facebook Social Commerce Buyers, 2019-2025

millions, % change, and % of Facebook users



Note: ages 14+; social network users who have made at least one purchase via the Facebook platform, including links and transactions on the platform itself, during the calendar year; Includes online, mobile, and tablet purchases  
Source: eMarketer, May 2021

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