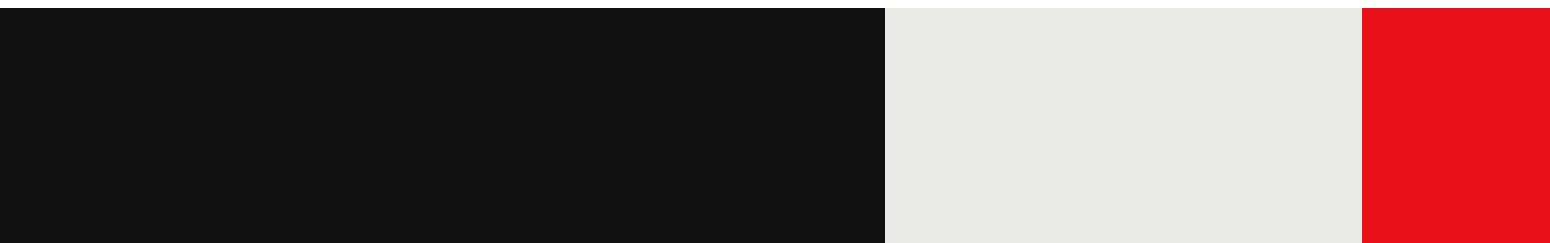



Social commerce sales are rising faster than the number of social buyers

Article

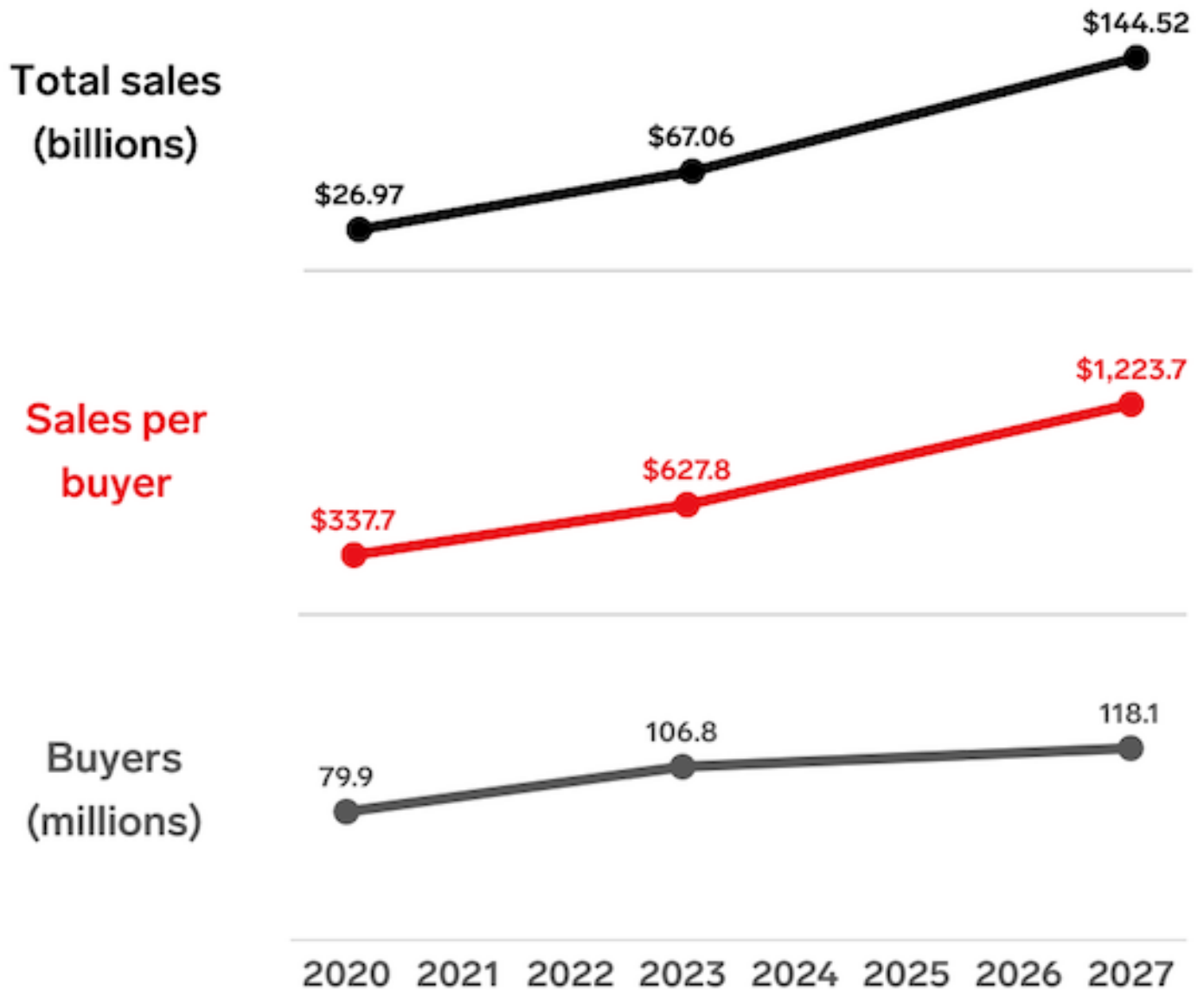


For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Social Commerce Sales Are Primarily Driven by

Increasing Spend per Buyer

US social commerce sales, sales per buyer, and number of buyers, 2020-2027



Note: includes products or services ordered via social and messaging apps, regardless of the method of payment or fulfillment; excludes cash transactions, travel and event tickets, tips, subscriptions, payments, food and drink sales, gambling and other vice goods sales

Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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Insider Intelligence | eMarketer

Key stat: US annual social commerce sales per buyer will nearly double from \$627.8 in 2023 to \$1,223.7 in 2027, according to our forecast.

Beyond the chart:

- Sales growth is being driven by a rise in dollars spent per buyer, rather than by new buyers, according to our [Social Commerce Forecast 2023](#) report.
- Most people aren't browsing social media with the intent to buy, which means Meta and TikTok need to turn browsers into buyers.
- TikTok Shop sales are on the rise, and social platforms are capturing an increasing share of total retail ecommerce sales, according to the report.

Use this chart:

- Focus social commerce efforts between customer acquisition and increasing sales per buyer.
- Plan social commerce strategies.

More like this:

- [YouTube makes it easier for viewers to buy creators' products](#)
- [Pinterest's director of strategy on how consumers use its platform to discover and buy products](#)
- [Social media is top channel for shoppers worldwide to discover, buy products](#)
- [What retailers need to know about 2024 \(and beyond\) in 5 charts](#)