

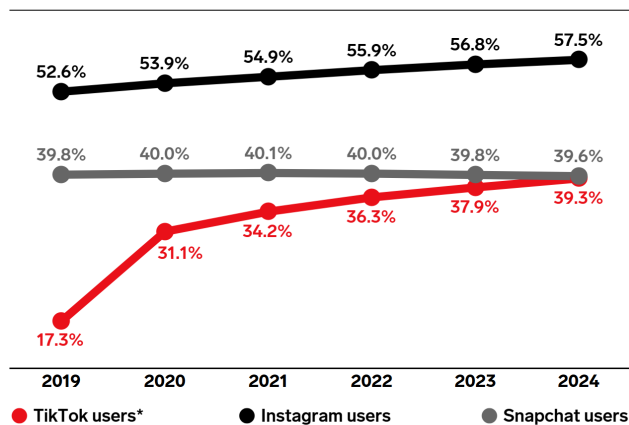
# Snapchat stagnates and TikTok's on its tail

## ARTICLE

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### Instagram, Snapchat, and TikTok User Penetration in the US, 2019-2024

% of social network users



Note: mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month, and internet users of any age who access their TikTok or Instagram account via any device at least once per month;  
\*Aug 2020 forecast

Source: eMarketer, October 2020

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eMarketer | InsiderIntelligence.com

TikTok's growth is dancing along, as US social network users are increasingly deciding that the app's "For You" page is for them. We estimate that 34.2% of US social network users will sing, skate, and sea-shanty on TikTok in 2021, putting TikTok on track to become as coveted as **Snapchat** by 2024—though we don't expect either platform to come close to Instagram's popularity

Read more:

- Social platforms are starting to resemble each other
- TikTok's corporate focus on Latin America is paying off
- Social networks will experience a pandemic-driven boost in 2020—but not equally

*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, **subscribe to Chart of the Day**.*