

# Consumers trust YouTube most for finding, purchasing products

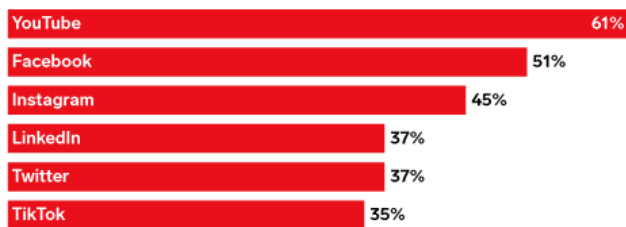
Article

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YouTube is the most trusted US platform for social commerce. Almost **two-thirds** of US consumers find YouTube somewhat or very trustworthy for finding and purchasing products. Facebook comes in second with a **51%** share, followed by Instagram at **45%**.

## Most Trusted Social Media Platforms for Finding and Purchasing Products According to US Consumers, May 2022

% of respondents



Note: responses of "very" or "somewhat trustworthy"

Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

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**Beyond the chart:** That trust goes farther on YouTube in terms of driving sales. Some **45%** of consumers are at least somewhat likely to shell out for a product via the video platform, **2 percentage points** higher than for Facebook.

And with YouTube's growing base of users, brands would be smart to invest in its ad and shopping tools. We forecast that YouTube will have **230.6 million** monthly US users this year, well ahead of Facebook's **178.3 million** and Instagram's **128.3 million**.

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