

TikTok's uncertain future, an influencer gets in trouble, and 2021 social media trends

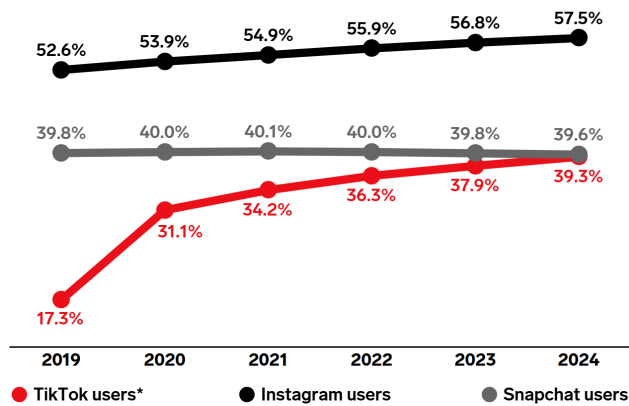
AUDIO

Debra Aho Williamson

eMarketer principal analyst at Insider Intelligence Debra Aho Williamson discusses TikTok's future: Can it keep operating in the US? If so, what will user growth and engagement look like going forward? She then talks about marketers' attitudes toward influencer marketing, major social media trends of 2021, and the prospects of live shopping on social media in the US.

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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