



## Social Commerce - US - 2023

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### This report looks at the following areas:

- Social media platforms used and purchasing participation
- Shopping behaviors on social media
- Motivations and barriers to purchasing
- Attitudes toward social commerce
- Platform attribute associations
- Consumers' attitudes and behaviors toward livestreaming

Nearly half (47%) of consumers have made a purchase on social media, showing the importance of – and growing future for – social commerce. Millennials lead the way when it comes to purchasing items via social media, while Gen Z shows the most promise – they have the highest interest levels in social purchasing. Social commerce is growing, albeit slowly, but it will comprise a more significant portion of ecommerce sales in the coming years, meaning brands should be investing in and offering shoppable options as part of their social media strategies in order to meet changing consumer expectations.

Inflation continues to be a concern for consumers. While inflation is starting to decline ever-so-slowly, consumers have spent the last year or so adding to their debt levels as they dealt with higher rent, food and energy costs. It will take them time to recover from the impact of inflation and to feel confident spending more freely again. Consumers will still be looking to cut back on costs where they can and lean on brands' social media presence to provide them with deals, discounts and exclusive opportunities to get the most out of each dollar.

One of the biggest threats to the growth of social commerce is lack of trust from consumers. Consumers have confidence and trust in the overall online shopping process such as purchasing from a brand or retailer website; but, as with all emerging ways of shopping, consumers are going to need time to adapt to an unfamiliar way of shopping. Brands and social platforms alike will



"Social commerce is growing, albeit at a much slower pace in the US compared to the rest of the globe. This, however, does not mean that brands should ignore this emerging shopping option. Nearly half of consumers have made a purchase via social media, showcasing that this avenue is not going to go away."

- **Katie Hansen, Senior Analyst, Retail & eCommerce**

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need to show consumers any and all security measures that are in place and educate them as to how shopping on social media isn't so different from purchasing on a website.

Furthermore, a major opportunity for brands/retailers to boost social commerce is to lend a voice to consumers and make them part of the design or marketing process. Consumers are increasingly looking for brands that represent their values in addition to their styles and preferences. Brands can leverage their social media pages to ask consumers what they want to see next or how they want a brand to give back. Then, they can provide these products/opportunities exclusively on social media, driving a greater interest in sales.

### What's included

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