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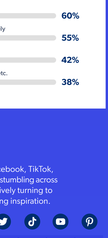
From scrolling to shopping:

A look at social commerce in 2022

With the average global user spending over two hours a day on social media, there's no denying people turn to these platforms for more than just status updates[1]. Social has become an entry point for all online behavior—including shopping—making it a powerful tool for brand discovery.

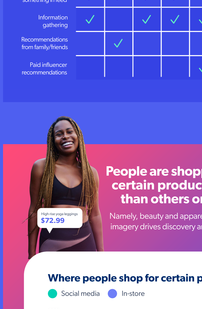
But how are consumers using social media to shop? What are they shopping for?

We surveyed 14,000 global consumers to find out how they like to shop on social, so you can adapt your social commerce strategy and give your followers the confidence they need to buy.



76% of people are influenced to shop via social media[2]

How people are using social media to shop



Shopping habits by social platform[2]

Most shopping on Instagram, Facebook, TikTok, and Twitter is spontaneous—when stumbling across something—while people are actively turning to YouTube and Pinterest for shopping inspiration.

	Instagram	Facebook	Twitter	TikTok	YouTube	Pinterest
Shopping inspiration	✓	✓	✓	✓	✓	✓
Stumbling across something in feed	✓	✓	✓	✓		✓
Information gathering	✓		✓	✓	✓	✓
Recommendations from family/friends		✓				
Paid influencer recommendations					✓	



People are shopping for certain products more than others on social[2]

Namely, beauty and apparel—as lifestyle imagery drives discovery and inspiration

Where people shop for certain products:





How are shoppers responding to influencers on social?[2]

Shoppers are most influenced on social by:

- SUBJECT MATTER EXPERTS 35%
- FAMILY AND FRIENDS 25%
- SOCIAL MEDIA STARS 23%
- 5% – CELEBRITIES

69% of people say they *sometimes* shop from influencers on social media

People are open to trying new shopping experiences on social[2]

Top shopping trends people have tried include:

Low adoption of AR and VR is not due to lack of interest

Shoppers said they're eager to try:

But sellers are failing to deliver these experiences

1% of retailers say they use AR or VR[3]

Giving shoppers what they want on social

To turn scrolling into shopping, brands and retailers need to rely more on word-of-mouth from everyday social users and continue to test interactive experiences that drive shopper discovery and inspiration.

> *"Social commerce is in a fast-moving test-and-learn phase for both brands and platforms, favoring those who are willing to experiment."* — WARC

Looking for ways to reimagine your social shopping strategy?

Read our new e-book, "Driving sales in beauty, beverages, and everything in between."

Read e-book

Sources:
1. Statista Digital Economy Compass, 2021
2. Bazaarvoice survey of the Influenster community January 2022, n= 13+ 14,000+, Global
3. Mobile Marketer, 2019
4. WARC, 2021

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