



# The Growing Influence of Social Commerce

## Social Media as a Shopping Platform

### Social Commerce Growth

Sales expected to grow by **35.8%** in 2023, reaching **\$36.62** billion.



### Market Influence

Social commerce to account for **3.4%** of total e-commerce sales



### Youth Engagement

Popular among younger consumers on platforms like Instagram, TikTok, Facebook, and Pinterest.



### Shopping Features

Direct shopping from posts and stories, influenced by influencers and live streams



Social media marketplaces are pivotal in shaping holiday shopping behaviors, offering a blend of convenience, personalization, and accessibility that traditional retail channels might struggle to match.

### Retailer Response

Utilizing social media for product showcasing, engagement, content creation, and driving conversions.



Social media platforms are becoming more than just a source of inspiration and information for consumers. They are also becoming a destination for shopping and transactions. Retailers should leverage social commerce to showcase their products, engage with their audience, create viral content, and drive conversions.

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