

IN ASSOCIATION WITH



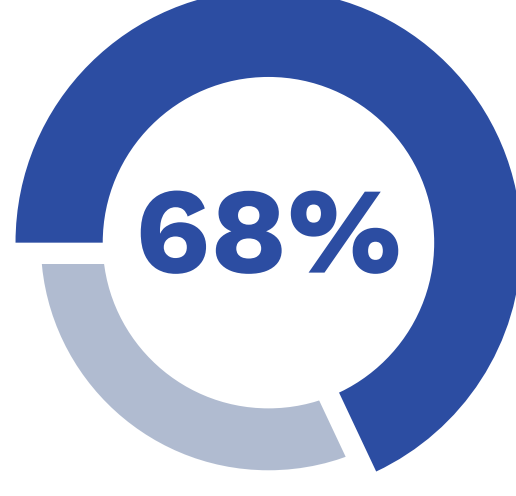
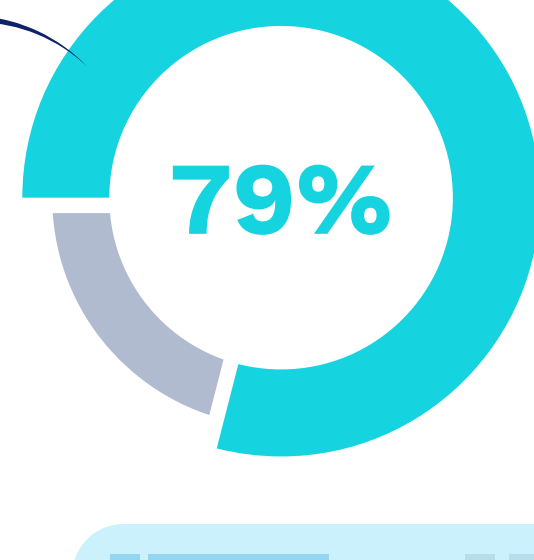
# The State Of Social Commerce 2024



For most, shopping starts on social



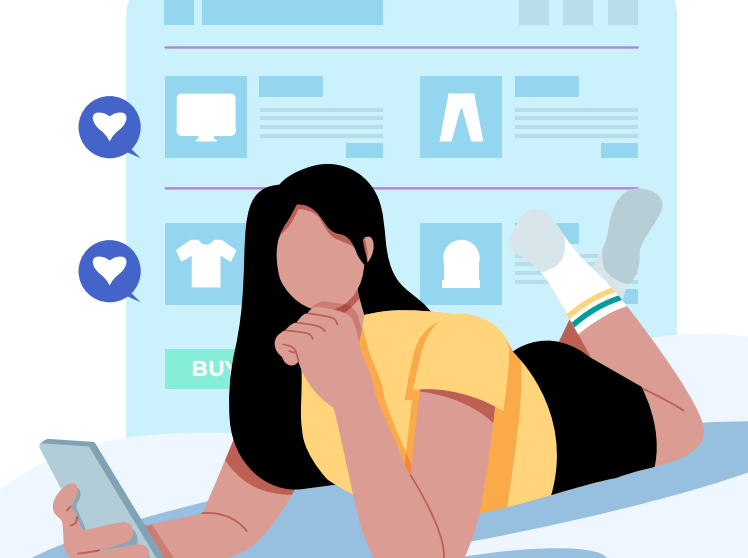
79% of US online shoppers use social media for shopping



68% of use social every week for shopping



Over one quarter use social for shopping every day, rising to 40% for Generation Z (age 18-25)

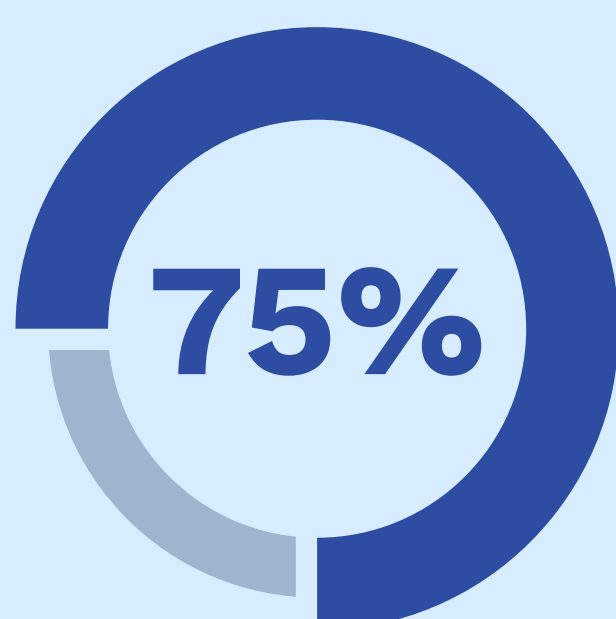


But most shoppers **don't want to buy** on social channels



74%

prefer to buy directly from a brand or retailer.



Consumer preferences for purchasing from brands and retailers has been consistently stable at about 75% over the last three years.



Three **big shopping problems** when buying on social channels

## Different Prices and Availability

### PROBLEM

Product, promotions and inventory are not synchronized in real time.

### IMPACT

Products are cheaper and more available on the brand or retailer's own website

## Drives impulse purchases

### PROBLEM

Instant buy type CTA's drive impulse purchases, not consideration.

### IMPACT

55% of shoppers regret a recent impulse purchase made on social.

## Product Returns experiences

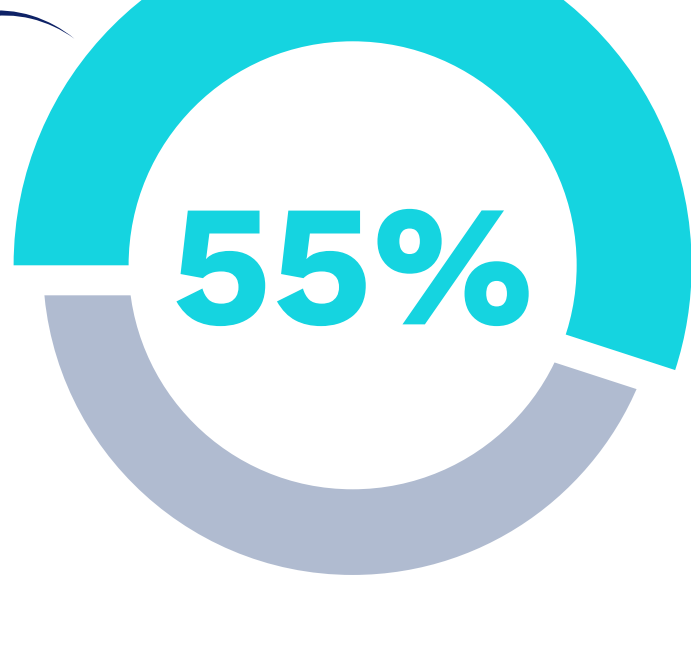
### PROBLEM

Unclear to shoppers how to return products leading to bad experiences.

### IMPACT

Only 13% of consumers would be willing to buy again on social after a returns experience.

regret impulse purchases on social.



would be willing to buy again on social.

Social is a **great place to discover** new products



62%

think that social is a great place to discover new products.

### Which best describes how you use social media for shopping?



Influencers - **valued for reviews** & showing products in use



50%

find influencer product reviews the most useful.

### What do you find most useful about social media influencers?



**BUT** a small minority are **scathing** about influencers

9%

think influencers deliver no value.

*They are all WORTHLESS. I do NOT follow ANY social media influencers - what a waste of my time, they are a bunch of idiots!*



only 8%

think influencers are always transparent about remuneration.

Influencers have a trust problem

only 11%

of online shoppers completely trust influencers product recommendations



57%

compared with 57% for content from other customers.

Showing products in use



60%

trust influencers to show them how to use or style products.

### What best describes how and why you trust social media influencers?



Download the full State of Social Commerce report at [simplicitydx.com](https://simplicitydx.com)