

Social Commerce

2023



China leads the way

With x3 the social sales of the USA, and massive investment in social commerce tech. (4)



Younger demographic. 18–34 year olds 50% more likely to buy on social (4)

Also parents of kids under 18 years.(5)



56% Increase in Global Sales from the previous year (5)



Influencers are Important.

Platforms provide tools to
leverage social selling
(4)



Rapid Growth of Social

Social will grow x3 faster than
other e-commerce. (3)

* Sources at end of blog post:

Social Commerce: Your Gateway to Sales Growth and
Customer Interaction