

RETAIL

## 98pc of consumers will make purchases on social media in 2022

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Consumers continue flocking to social media apps to shop. Image credit: Getty

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By KATIE TAMOLA

Consumers are continuing to flock to social commerce in droves, according to new data from software company Sprout Social.

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According to new [research](#) from Sprout, 98 percent of consumers plan to make a purchase on social media in 2022. The findings indicate that there is a social commerce avenue for every consumer, with certain age groups gravitating towards certain apps, with two-thirds of consumers stating they have already purchased directly from social media.

"Our survey findings make it clear the opportunity has never been greater for brands to leverage the social storefront to create powerful, frictionless connections with customers," said Jamie Gilpin chief marketing officer of Sprout Social, in a statement.

"As the majority of consumers have already made a purchase on social media or plan to do so this year, brands that embrace social commerce as a key part of their omnichannel strategy will more effectively pique the interest of consumers, help drive revenue and outpace the competition in 2022 and beyond."

Sprout Social surveyed almost 1,000 U.S. consumers in determining how they plan to shop on social media in 2022.

### Embracing social commerce

Social commerce is a surging opportunity for brands and retailers to increase revenue.

The report cited Bloomberg research that forecasts social shopping is set to become a \$1.2 trillion channel by 2025. With this kind of projected revenue, luxury brands and retailers cannot afford to neglect the ample opportunities.

## Most impactful reasons consumers purchase on social



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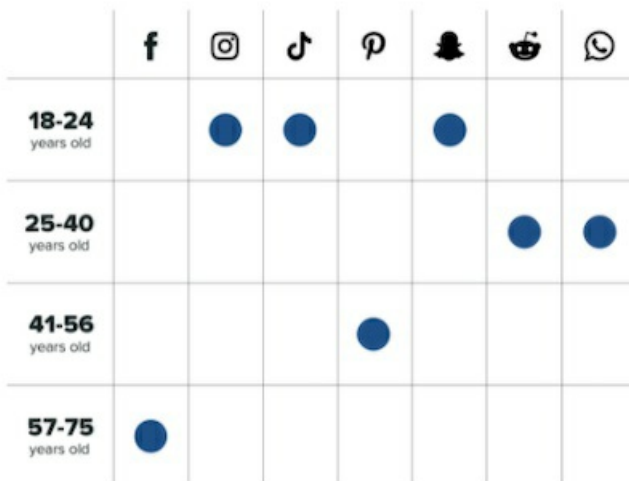
Some of the most popular reasons consumers make purchases on social media apps. Image credit: Sprout Social

The world of social media apps is vast, and consumers are driven to purchase due to disparate factors. Recommendations from friends prove crucial, as recommendations from this group rank high in impact across all groups, also serving as the primary source of influence for consumers ages 18-40 as well as baby boomers.

Consumers continue to seek value transparency from brands on social media as well. Sixty percent of shoppers said they are more likely to buy from brands that highlight inclusivity in their content.

Inclusivity ranks especially important to Gen Z and millennial shoppers, with 73 percent and 72 percent respectively indicating this as a purchase factor.

## Social platforms consumers anticipate using to make online purchases in 2022



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Some consumers are gravitating towards different apps based on their ages. Image credit: Sprout Social

There is a social media app for all age groups' disparate needs and priorities, as Gen Z shoppers ages 18-24 gravitate towards visual-driven social networks like Instagram, TikTok and Snapchat to make purchases, while Gen X consumers ages 41-56 and baby boomers ages 57-75 plan to increase their purchases through Pinterest and Facebook.

The metaverse remains a hot topic, as consumers continue to crave futuristic and immersive features, also

including virtual reality (VR) and augmented reality (AR).

More than 85 percent of consumers who currently use VR and AR have already started social shopping, with Gen Z and millennial consumers leading the charge at 32 percent and 30 percent, respectively.

Social commerce evolves

Social media apps are becoming more cognizant of the role of shopping on their platforms, fostering disparate events and collaborations with influencers and brands.

Luxury retailer Saks is taking its talents to short-form video sharing platform TikTok.

With its new account, @saks, the platform is aiming to curate and boost a collection of diverse creators, voices and industry insiders to extend an intimate invitation into the world of luxury fashion. With the launch, Saks is collaborating with several content creators including Larsen Thompson, Everett Williams, Chanel McKinsie and Maddie White while launching its first content series on the platform ([see story](#)).

Platforms including TikTok and Pinterest have recently expanded their social commerce offerings for brands.

For instance, TikTok Shopping will allow merchants to manage a full ecommerce experience, from uploading products to handling shipping, point-of-sale, shipping and fulfillment ([see story](#)).

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