**Pinterest Surpassed Snapchat as No. 3 Social Media App in the US**

In 2018, Snapchat edged Pinterest out slightly with 75.8 million users compared with Pinterest’s 75.5 million, despite the former having lost users due to a major redesign. The messaging app rebounded in 2019 with 80.2 million users after rolling out a successful Android app and introducing new virtual reality filters. But, in 2019, it was still surpassed by Pinterest, with 82.4 million users, after the visual platform had a successful year and IPO in April.

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[***https://www.emarketer.com/content/pinterest-to-surpass-snapchat-as-no-3-social-media-app-in-the-us-and-will-stay-ahead?ecid=NL1001***](https://www.emarketer.com/content/pinterest-to-surpass-snapchat-as-no-3-social-media-app-in-the-us-and-will-stay-ahead?ecid=NL1001)