**Social Commerce Surpasses $30 Billion In The US**

In 2021, US social commerce sales will rise by 35.8% to $36.62 billion. That’s only a slight deceleration in growth from social commerce’s blowout 2020, when sales surged by 38.9%, thanks mainly to the pandemic-driven boom in ecommerce and increased social media consumption.

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[*https://www.emarketer.com/content/social-commerce-surpasses-30-billion-us?ecid=NL1014*](https://www.emarketer.com/content/social-commerce-surpasses-30-billion-us?ecid=NL1014)

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