**Can TikTok Remain Dominant In Ecommerce?**

While 150 million people user TikTok and eMarketer predicts a 350% increase in TikTok Shop buyers by 2027, a potential ban and general ecommerce headwinds may cause problems for the platform. Experts predict that members of Generation Z, who prioritize convenience and worry less about tracking, will significantly boost ecommerce in years to come.

***Adweek 4.2.24***

[*https://www.adweek.com/social-marketing/social-commerce-platforms-headwinds/*](https://www.adweek.com/social-marketing/social-commerce-platforms-headwinds/)