eMarketer: Pinterest Overtakes Snapchat in Total U.S. Users

|
2 mins ago

Are more people in the U.S. Pinning than Snapping? Research firm eMarketer believes so.

eMarketer—which uses its own methodology to arrive at its forecasts and estimates, explaining why its user totals differ from those released by the social platforms themselves—said this week that Pinterest edged Snapchat for the No. 3 spot on the list of social media applications by U.S. users, trailing Facebook and Instagram.

According to eMarketer, Pinterest finished 2019 with 82.4 million U.S. users, up from 75.5 million at the end of 2018, while Snapchat ended the year with 80.2 million users, up from 75.8 million. The research firm added that Pinterest posted growth of 9.1% in 2019, more than doubling its estimate of 4.3%.

eMarketer projects that Pinterest will have 86 million users at the end of 2020, while Snapchat will come in at 83.1 million, adding that the gap between the two platforms will continue expanding through 2023.

Junior forecasting analyst Nazmul Islam said in a blog post, “While Snapchat has a young core audience that it caters to, Pinterest has a more universal appeal, and it’s made significant gains in a wide range of age groups.”

eMarketer’s data backed up that point, showing Pinterest users in the U.S. more evenly represented across all age groups, while Snapchat skewed younger.

The company said Pinterest users will make up 41.1% of all U.S. social network users in 2020, while Snapchat tallies 39.7%. It expects Snapchat to remain flat in 2021 while Pinterest experiences a slight gain.

https://www.adweek.com/digital/emarketer-pinterest-overtakes-snapchat-in-total-u-s-users/