
MARKET FACTS!

MARKET FACT #262

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480M

users are on PINTEREST and more than half of them are on the social network to shop.

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COMMENT: A good news for those in Marketing / Advertising. Many Pinterest users are mostly on the social network with the intent to BUY something. That's rare. A social network where people think first about shopping is not usual. Furthermore, here's something key to observe : "I think Pinterest is unique in that we pride ourselves on being a positive corner of the internet. Gen Z makes up over 42% of our total audience base, and they tell us they're on Pinterest because they're looking for a positive, safe haven on the internet that is really about themselves and building your own self-identity". – SOURCE: [Retail Brew](#). Although is true that Gen Z is not "loaded" financially, they move the economy.

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