
MARKET FACTS!

MARKET FACT #48

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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4,4M

Minutes per Day is the consumption mark of Tik Tok in 2023 while just 3,9M minutes per day on Instagram (among the US adult population)

DATE: September 20, 2023

COMMENT: This shows that Tik Tok is more than a Trend, it's a social network here to stay. With youngsters using it also as a main Search Engine, Tik Tok projects to surpass even Facebook by 2025 with over 5,1M minutes per day. From the source: **"Both TikTok's and Facebook's total minute figure will round out to an average of 19 minutes per adult per day in 2025**, according to our forecast" – SOURCE: [Insider Intelligence](#). Every US adult (over 18) will be spending at least 20 minutes a day on Tik Tok. That's a lot of time and eye balls.

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