

# Instagram adds shopping feature in Reels with product tags

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Instagram launched today a feature that allows shopping in Reels.

Businesses and creators can now tag products when they create reels. The new feature also allows creators to add a Branded Content tag to their reels to provide transparency.

If users view a reel with product tags, they can tap "View Products" to buy, save, or learn more about products.

This update adds to the other ways Instagram users can shop through the app's video formats, including content in Feed, Stories, IGTV and Live.

Instagram launched Reels in August, mimicking TikTok's format of short-form, 15-second video clips set to music.

The Facebook-owned app also redesigned its [home page](#) in November, adding the Shop and Reels tab.

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