



# DIGITAL 2025

## GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we  
are  
social

<O> Meltwater

# CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

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# GLOBAL HEADLINES

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# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



we  
are  
social

**8.20**  
BILLION

URBANISATION

**58.1%**

UNIQUE MOBILE  
PHONE SUBSCRIBERS



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**5.78**  
BILLION

vs. POPULATION

**70.5%**

INDIVIDUALS USING  
THE INTERNET



KEPIOS

**5.56**  
BILLION

vs. POPULATION

**67.9%**

SOCIAL MEDIA  
USER IDENTITIES



**5.24**  
BILLION

vs. POPULATION

**63.9%**

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# DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL  
POPULATION



**+0.9%**

YEAR-ON-YEAR CHANGE  
**+70 MILLION**

UNIQUE MOBILE  
PHONE SUBSCRIBERS



**+2.0%**

YEAR-ON-YEAR CHANGE  
**+112 MILLION**

INDIVIDUALS USING  
THE INTERNET



**+2.5%**

YEAR-ON-YEAR CHANGE  
**+136 MILLION**

SOCIAL MEDIA  
USER IDENTITIES



**+4.1%**

YEAR-ON-YEAR CHANGE  
**+206 MILLION**



# POPULATION ESSENTIALS

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# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL  
POPULATION



**8.20**  
BILLION

FEMALE  
POPULATION



we  
are  
social

**49.7%**

MALE  
POPULATION



**50.3%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**+0.9%**  
**+70 MILLION**

MEDIAN AGE OF  
THE POPULATION



**30.9**

URBAN  
POPULATION



**58.1%**

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**63.1**

OVERALL LITERACY  
(ADULTS AGED 15+)



we  
are  
social

**87.4%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**84.1%**

MALE LITERACY  
(ADULTS AGED 15+)



**90.6%**



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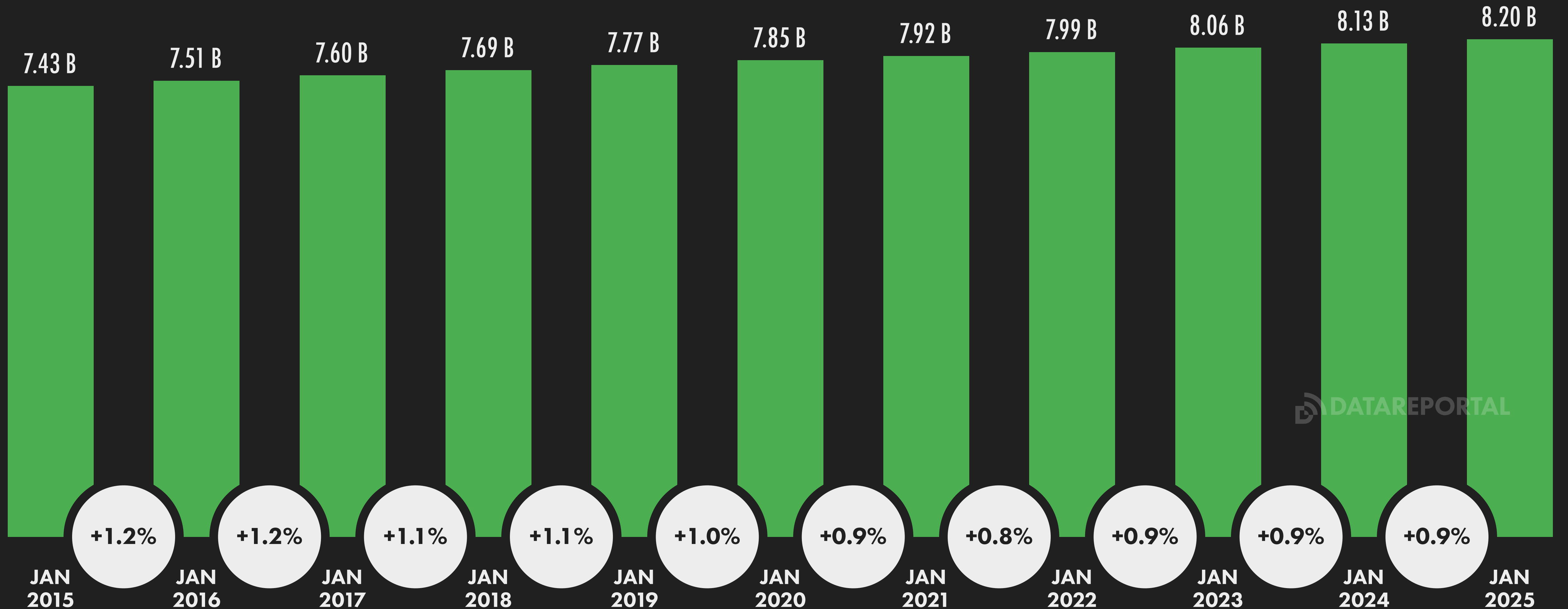
# GLOBAL POPULATION OVER TIME

THE GLOBAL POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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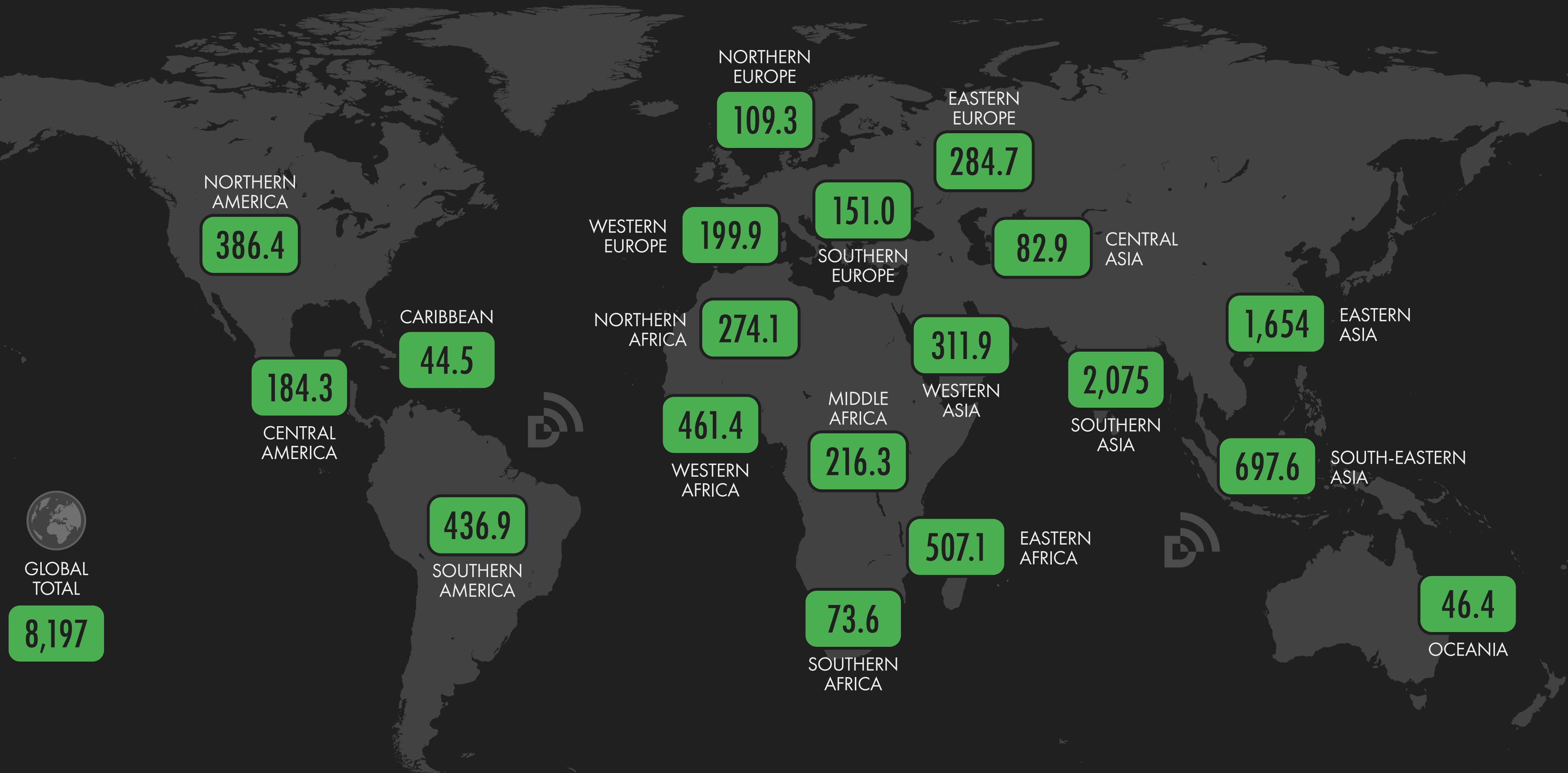
# POPULATION BY GEOGRAPHIC REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW



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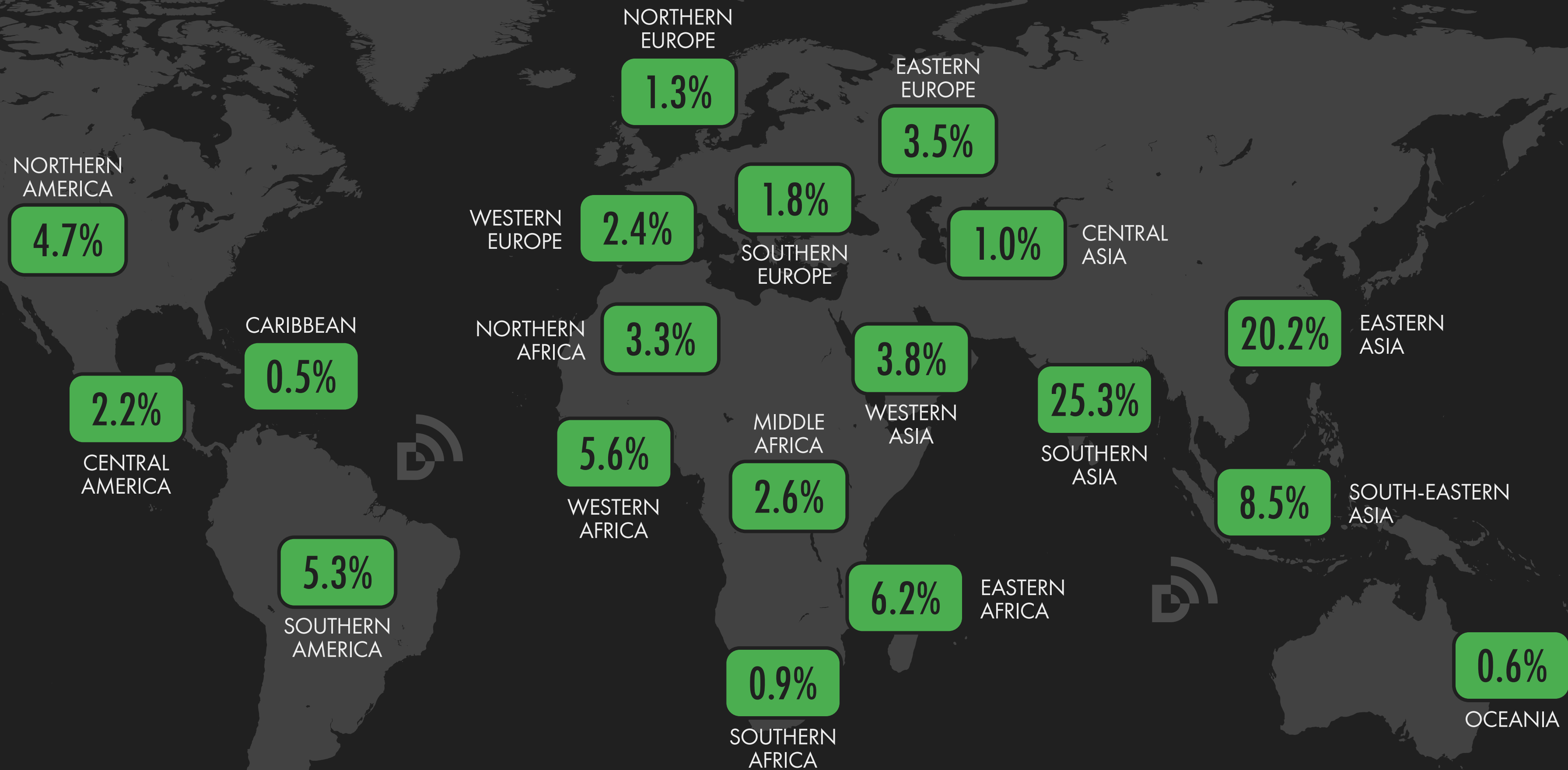
# SHARE OF THE GLOBAL POPULATION BY REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION

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GLOBAL OVERVIEW



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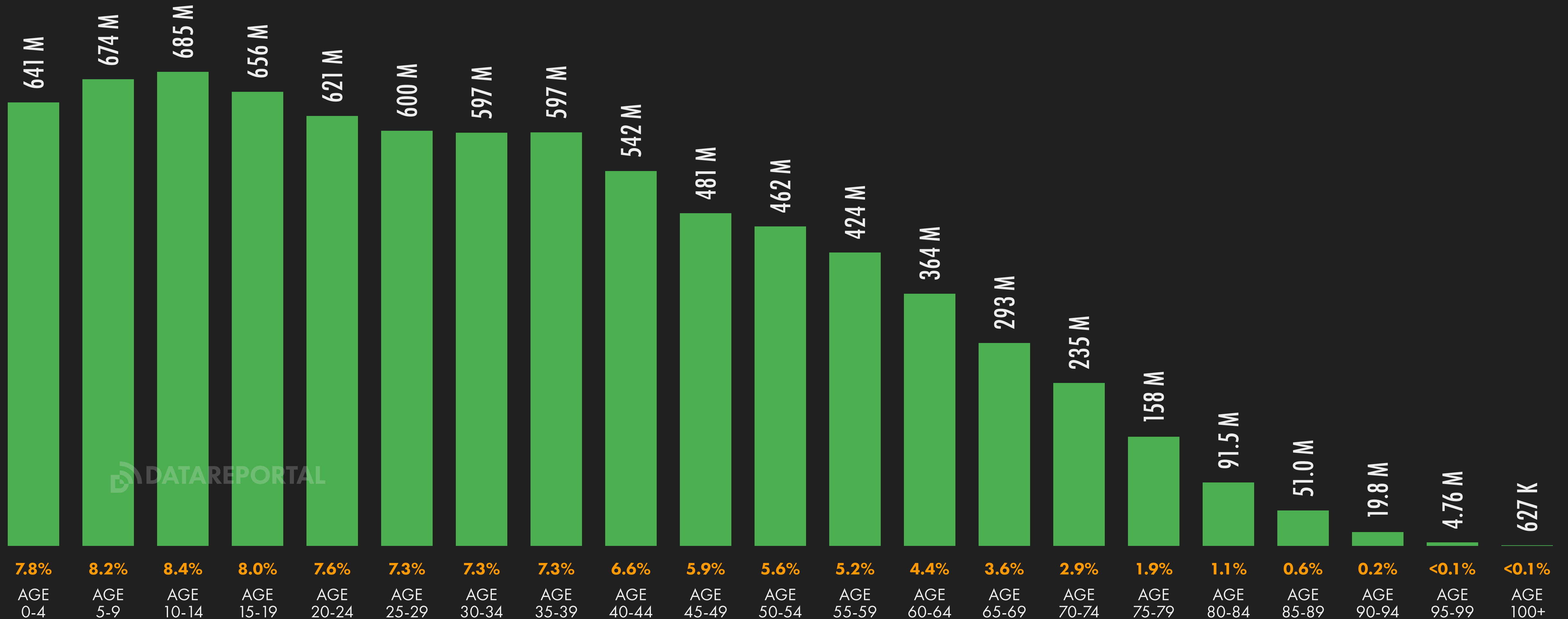
# AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE GLOBAL POPULATION

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL GLOBAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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# COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
01	INDIA	1,457,435,000	+0.90%	17.78%
02	CHINA	1,417,734,000	-0.22%	17.30%
03	UNITED STATES OF AMERICA	346,374,000	+0.55%	4.23%
04	INDONESIA	284,622,000	+0.80%	3.47%
05	PAKISTAN	253,203,000	+1.55%	3.09%
06	NIGERIA	235,088,000	+2.09%	2.87%
07	BRAZIL	212,423,000	+0.40%	2.59%
08	BANGLADESH	174,617,000	+1.22%	2.13%
09	RUSSIAN FEDERATION	144,435,000	-0.53%	1.76%
10	ETHIOPIA	133,765,000	+2.62%	1.63%

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
11	MEXICO	131,414,000	+0.85%	1.60%
12	JAPAN	123,435,000	-0.51%	1.51%
13	EGYPT	117,498,000	+1.66%	1.43%
14	PHILIPPINES	116,316,000	+0.82%	1.42%
15	DEM. REP. OF THE CONGO	111,036,000	+3.27%	1.35%
16	VIETNAM	101,300,000	+0.62%	1.24%
17	IRAN	92,021,000	+0.99%	1.12%
18	TURKEY	87,576,000	+0.23%	1.07%
19	GERMANY	84,409,000	-0.34%	1.03%
20	THAILAND	71,647,000	-0.06%	0.87%

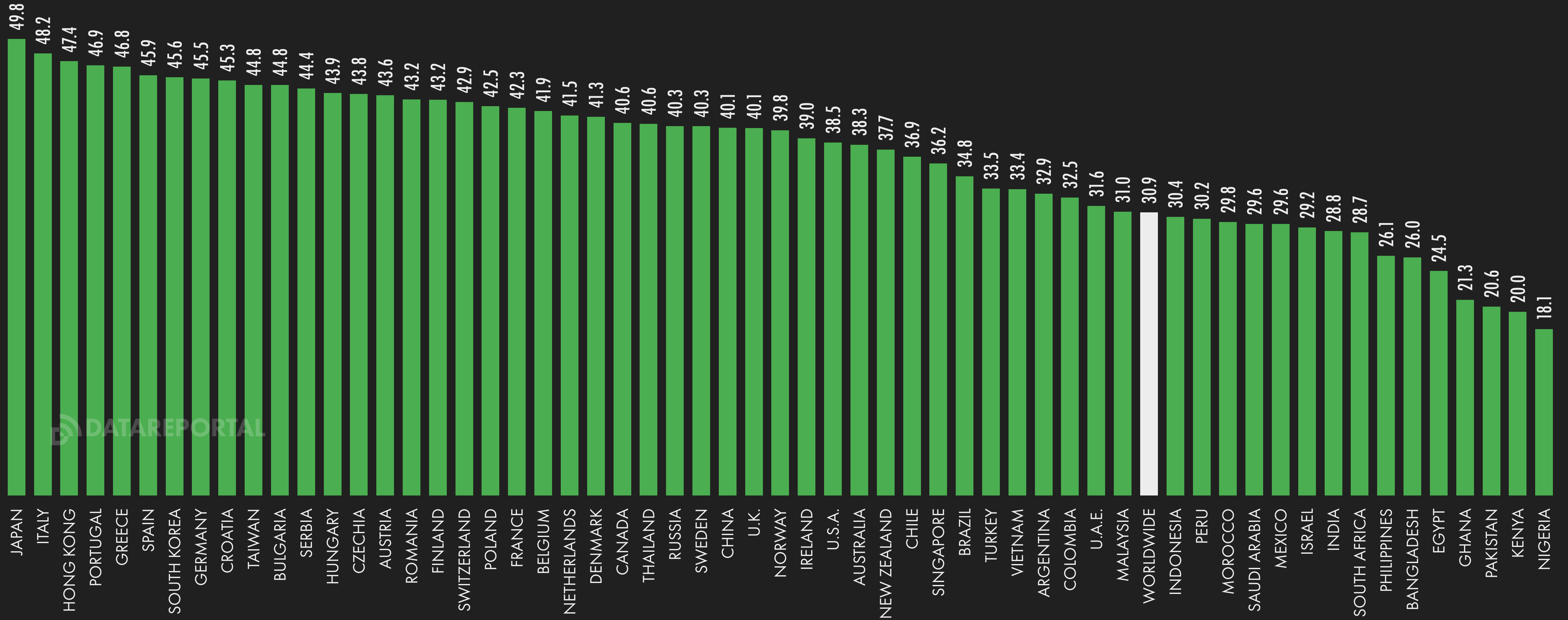
# MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW



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# MEDIAN AGE OF THE POPULATION

THE COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST MEDIAN AGE OF THE POPULATION

**NOTE:** THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW

## COUNTRIES WITH THE HIGHEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
01	THE VATICAN	57.4
02	MONACO	53.6
03	ST. HELENA	50.9
04	JAPAN	49.8
05	MARTINIQUE	49.7
06	SAN MARINO	48.6
07	ITALY	48.2
08	HONG KONG	47.4
09	ST. PIERRE & MIQUELON	47.2
10	GUADELOUPE	47.2

## COUNTRIES WITH THE LOWEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
237	CENTRAL AFRICAN REPUBLIC	14.5
236	NIGER	15.6
235	SOMALIA	15.6
234	MALI	15.7
233	CHAD	15.8
232	DEM. REP. OF THE CONGO	15.8
231	BURUNDI	16.4
230	MOZAMBIQUE	16.5
229	ANGOLA	16.6
228	UGANDA	16.9

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# LITERACY RATES BY REGION AND GENDER

PERCENTAGE OF THE POPULATION AGED 15+ THAT CAN READ AND WRITE



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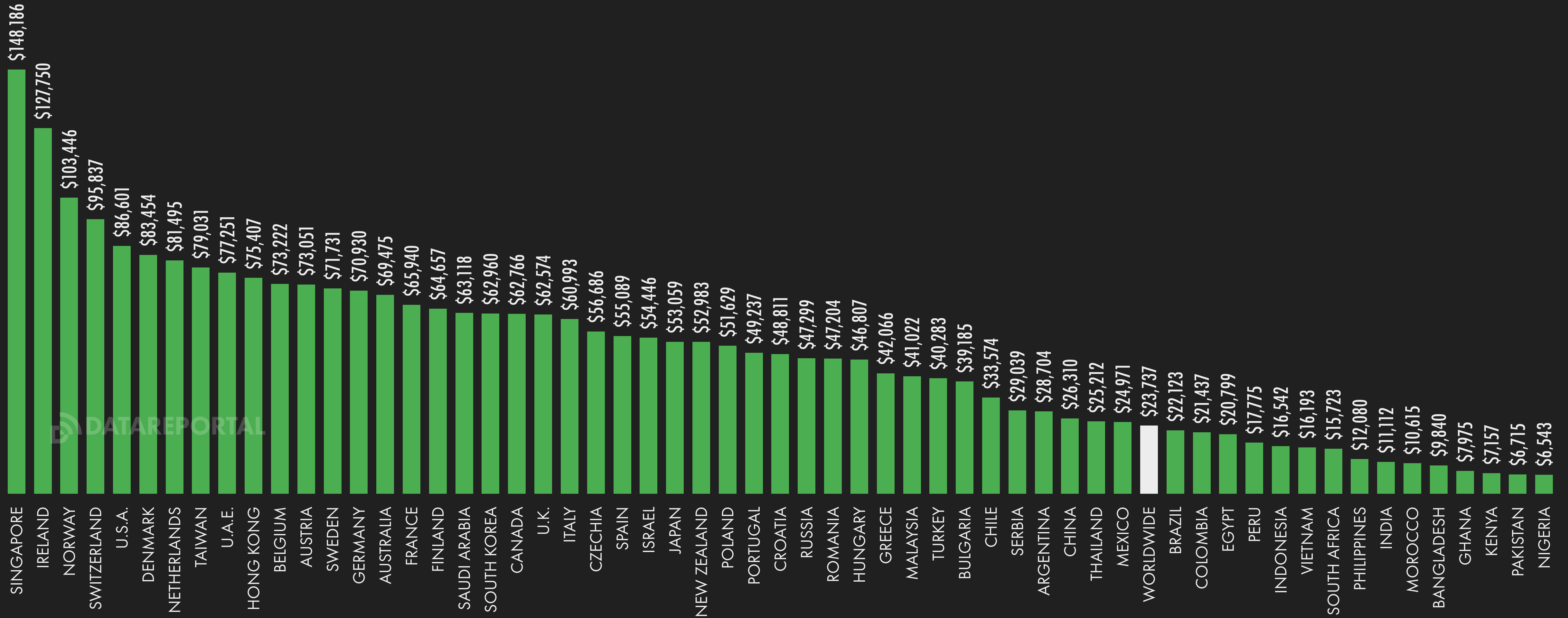
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# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS



GLOBAL OVERVIEW



**SOURCES:** IMF (FIGURES FOR 2024 OR MOST RECENT YEAR PRIOR TO 2024); KEPIOS ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. VALUE FOR "WORLDWIDE" COMPARES THE LATEST AVAILABLE VALUE FOR GLOBAL GDP (PPP, INTERNATIONAL DOLLARS) WITH THE LATEST AVAILABLE VALUE FOR WORLDWIDE POPULATION. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES AT THE TIME OF REPORT PRODUCTION; DATA MAY NOT ALL BE FROM THE SAME YEAR.

# GDP PER CAPITA (PPP) RANKINGS

RANKING OF COUNTRIES AND TERRITORIES BY GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)



## HIGHEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL \$)	GDP PER CAPITA (CURRENT US\$)
01	LUXEMBOURG	\$151,146	\$135,321
02	SINGAPORE	\$148,186	\$89,370
03	MACAU	\$130,417	\$77,186
04	IRELAND	\$127,750	\$103,500
05	QATAR	\$115,075	\$71,568
06	NORWAY	\$103,446	\$90,434
07	SWITZERLAND	\$95,837	\$106,098
08	BRUNEI	\$91,046	\$34,872
09	UNITED STATES OF AMERICA	\$86,601	\$86,601
10	DENMARK	\$83,454	\$69,273

## LOWEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL \$)	GDP PER CAPITA (CURRENT US\$)
195	SOUTH SUDAN	\$763	\$341
194	BURUNDI	\$986	\$321
193	CENTRAL AFRICAN REPUBLIC	\$1,296	\$529
192	MALAWI	\$1,714	\$464
191	MOZAMBIQUE	\$1,730	\$645
190	ERITREA	\$1,821	\$567
189	DEM. REP. OF THE CONGO	\$1,842	\$702
188	SOMALIA	\$1,844	\$771
187	LIBERIA	\$1,902	\$855
186	NIGER	\$1,978	\$698

**SOURCES:** IMF (FIGURES FOR 2024 OR MOST RECENT YEAR PRIOR TO 2024); KEPIOS ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR.



# **MEDIA & DEVICES**

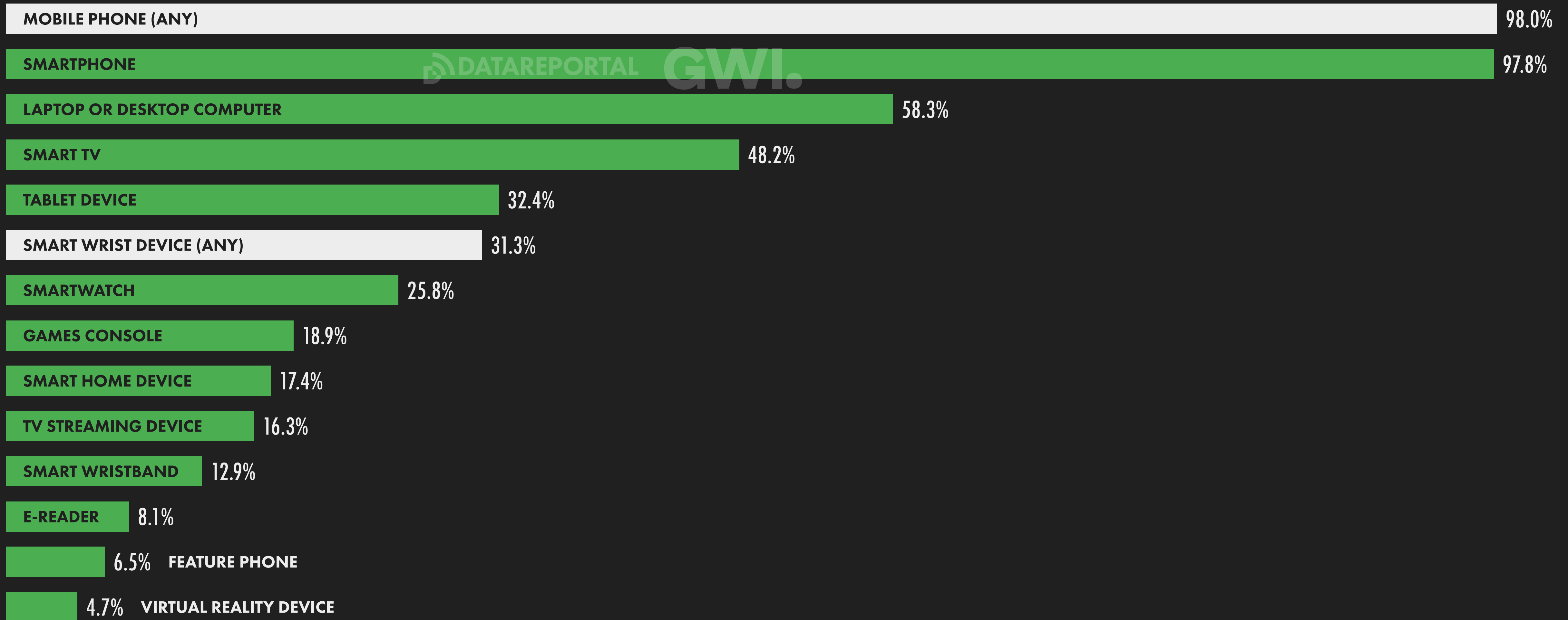
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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE



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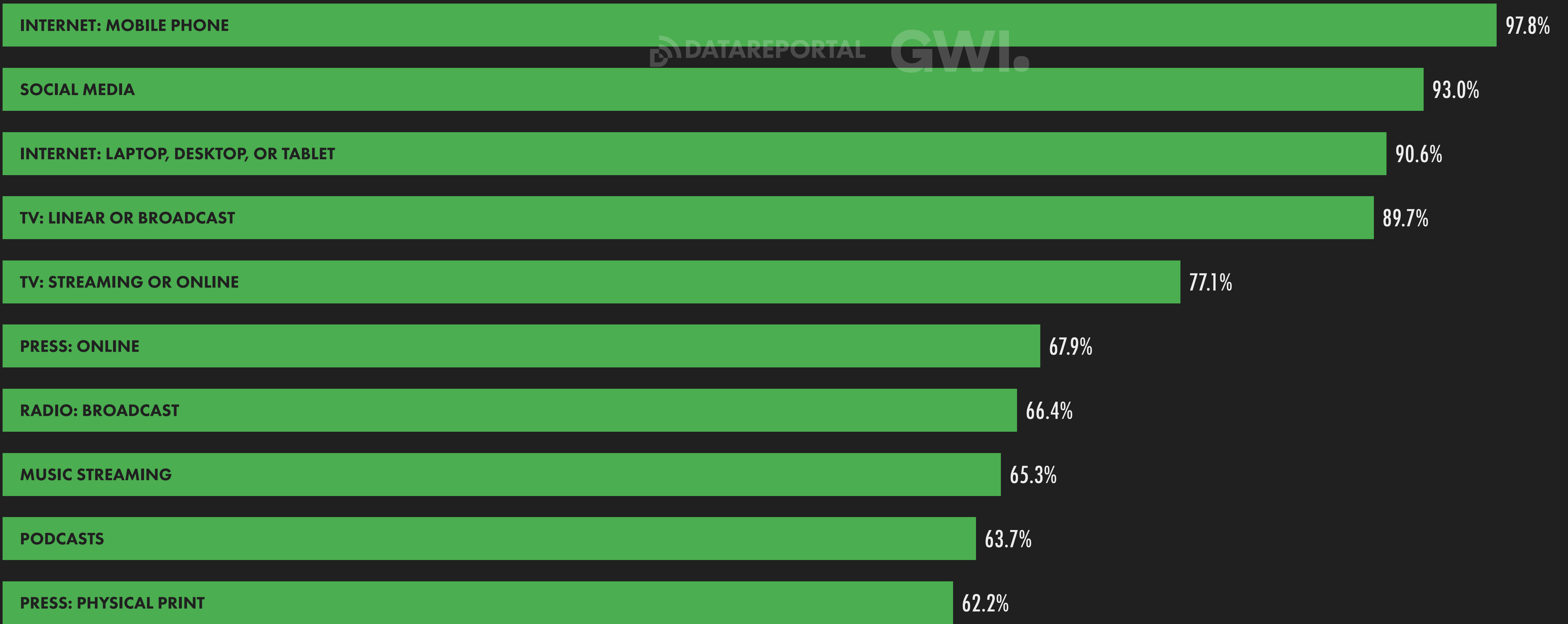
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# MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE



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DATA REPORTAL GWI.

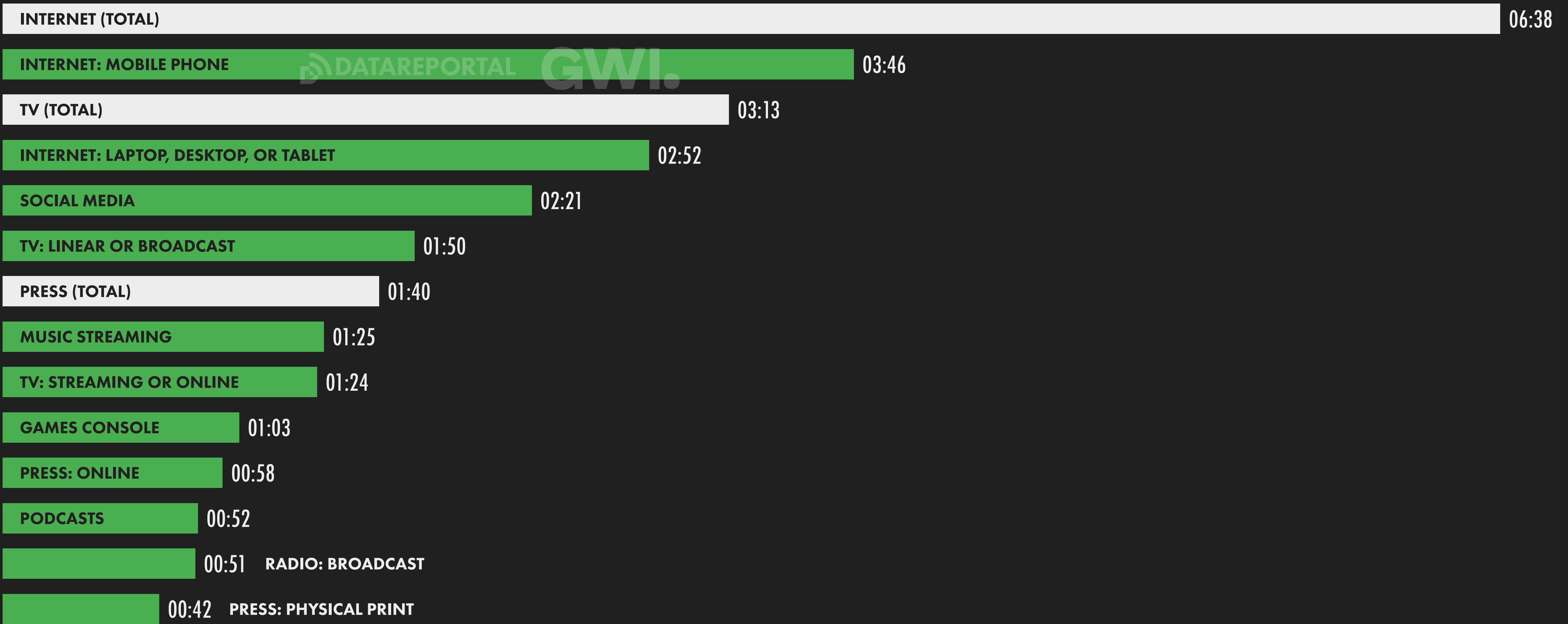
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# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH DAY



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**SOURCE:** GWI (Q3 2024). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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# MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



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NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS  
(ANY TYPE OF HANDSET)



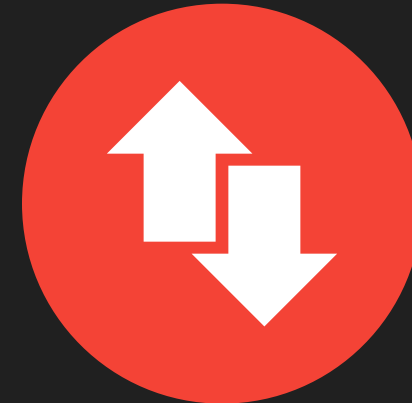
**5.78**  
**BILLION**

UNIQUE MOBILE  
SUBSCRIBERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**70.5%**

ANNUAL CHANGE IN  
THE NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS



**+2.0%**  
**+112 MILLION**

CELLULAR MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



**8.78**  
**BILLION**

ANNUAL CHANGE IN THE  
NUMBER OF CELLULAR  
CONNECTIONS (EX. IOT)



**+2.2%**  
**+190 MILLION**

NUMBER OF  
UNIQUE CELLULAR  
DATA SUBSCRIBERS



**4.74**  
**BILLION**

ANNUAL CHANGE IN  
THE NUMBER OF UNIQUE  
CELLULAR DATA SUBSCRIBERS



**+2.5%**  
**+114 MILLION**

TOTAL NUMBER OF  
BROADBAND MOBILE  
CONNECTIONS



**8.31**  
**BILLION**

NUMBER OF BROADBAND MOBILE  
CONNECTIONS AS A PERCENTAGE  
OF TOTAL MOBILE CONNECTIONS



**94.6%**

AVERAGE NUMBER OF  
MOBILE CONNECTIONS PER  
UNIQUE MOBILE SUBSCRIBER



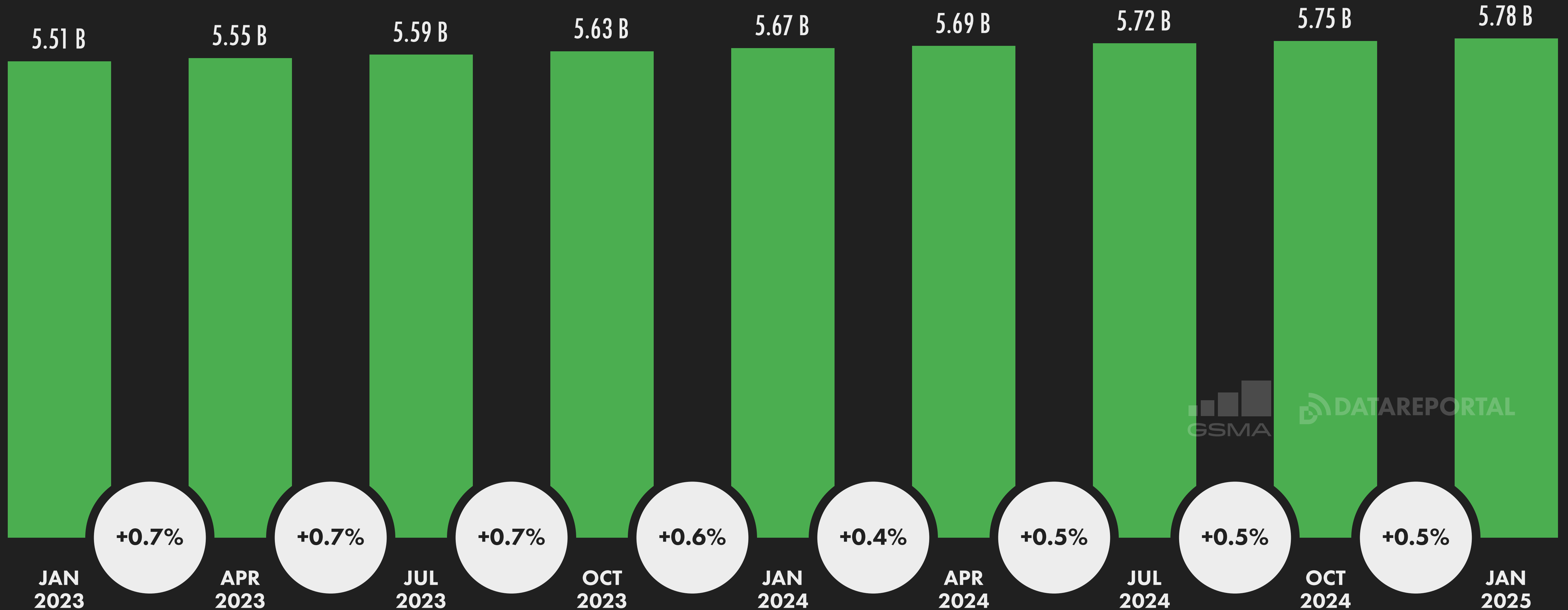
**1.52**

**SOURCE:** GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. **COMPARABILITY:** REGULAR BASE REVISIONS. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** FIGURES FOR "UNIQUE CELLULAR DATA SUBSCRIBERS" MAY NOT MATCH FIGURES FOR MOBILE INTERNET USE SHOWN ELSEWHERE IN THIS REPORT, DUE TO FACTORS SUCH AS THE USE OF WIFI NETWORKS ON MOBILE DEVICES, MULTIPLE CELLULAR DATA SUBSCRIPTIONS PER PERSON, AND THE SHARING OF INDIVIDUAL CELLULAR DATA SUBSCRIPTIONS.

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# UNIQUE MOBILE SUBSCRIBERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS SUBSCRIBING TO MOBILE CELLULAR PLANS





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# MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES



GLOBAL OVERVIEW

## GSMA INTELLIGENCE DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**5.78**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.78**  
BILLION



## ERICSSON DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**6.74**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



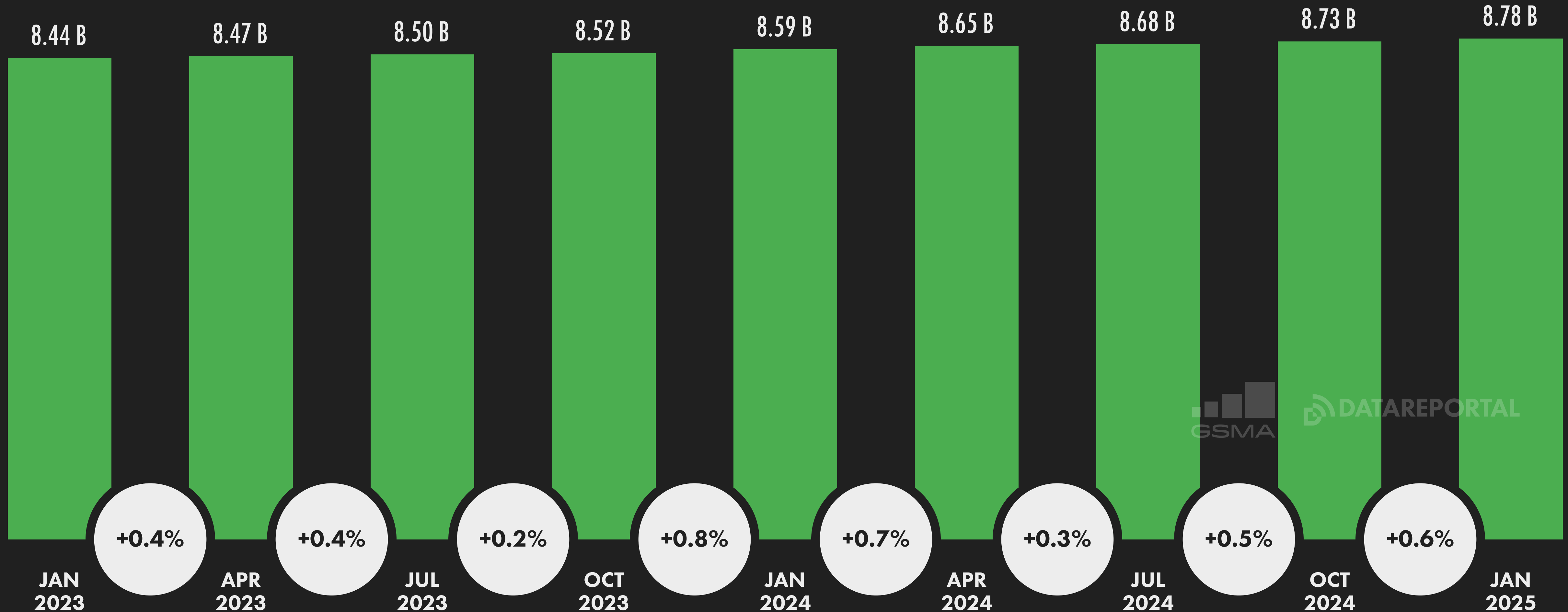
**8.86**  
BILLION



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# CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



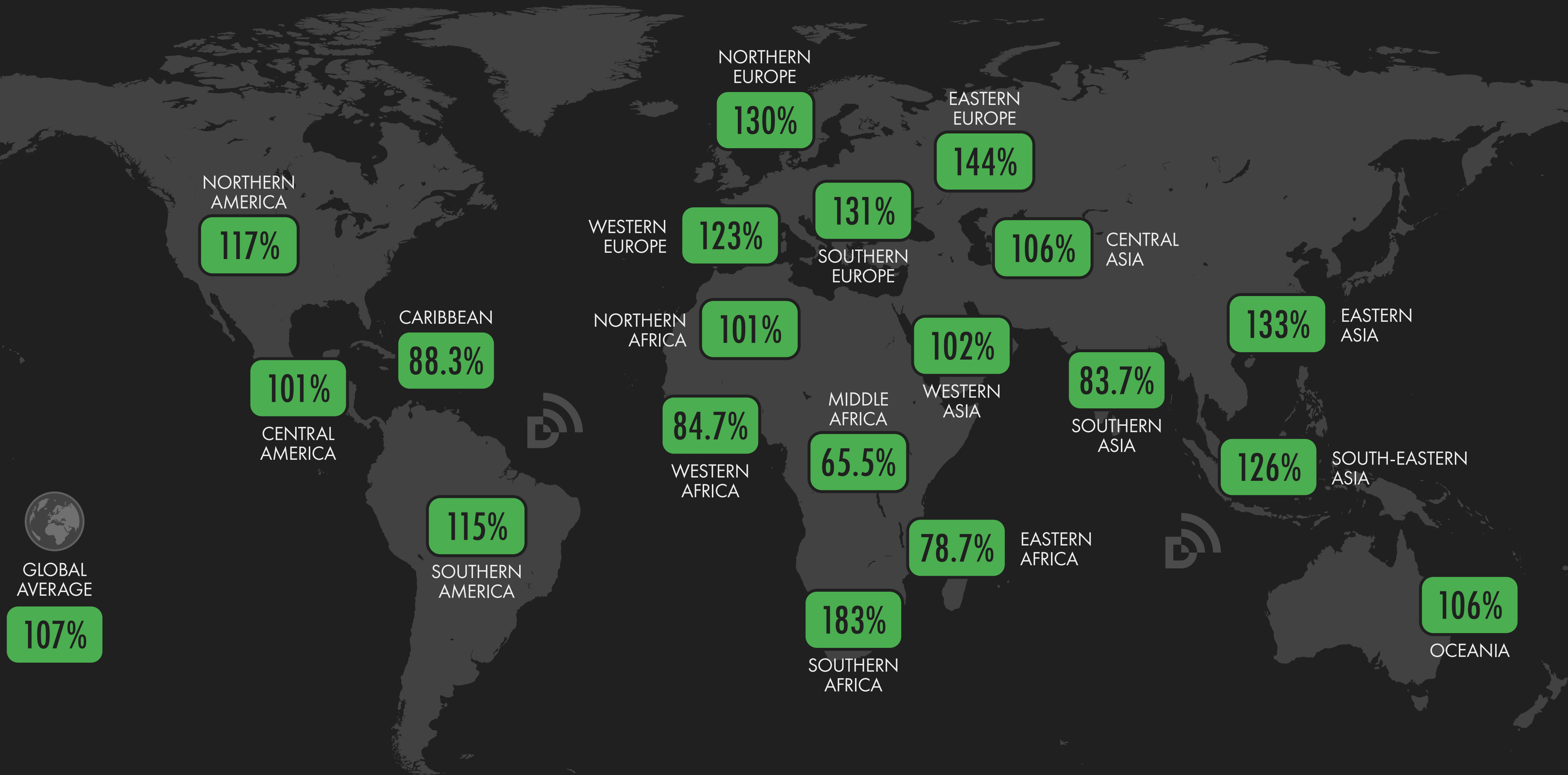
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# MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



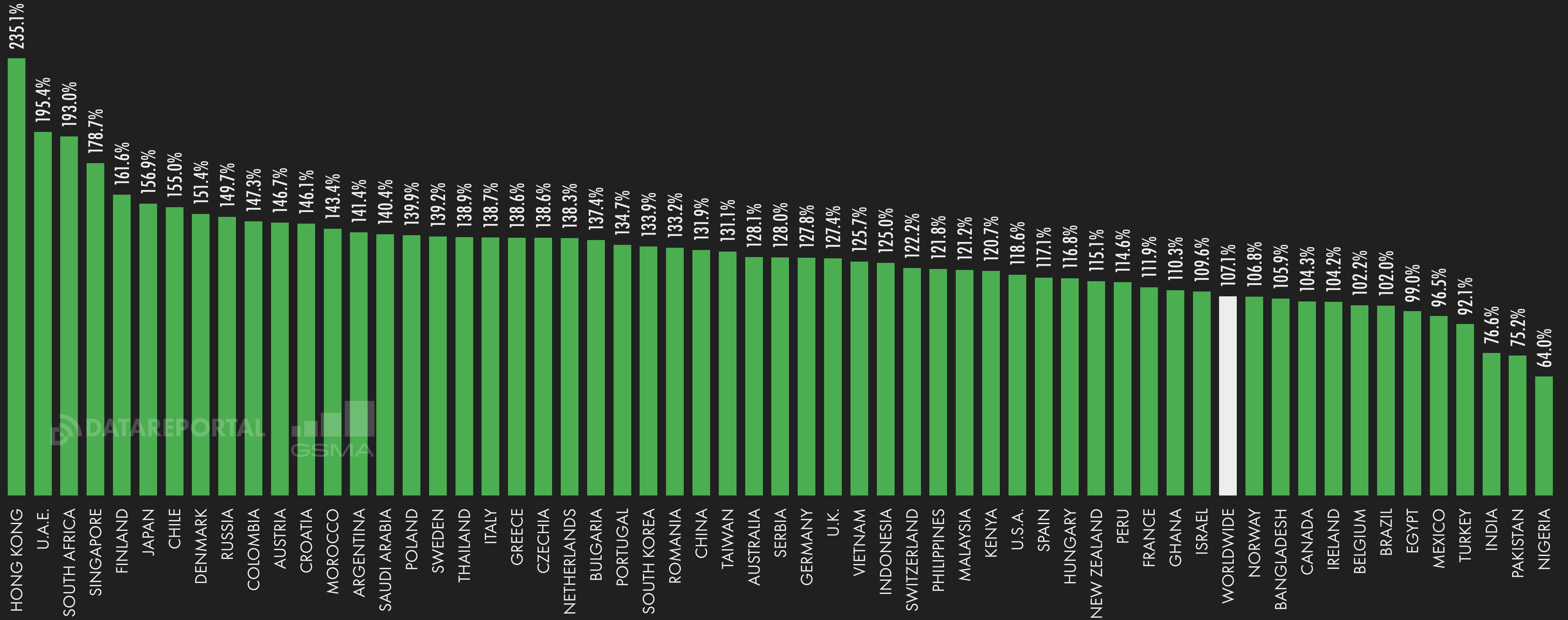
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# MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



DATA REPORTAL  
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# MOBILE CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY



## HIGHEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	U.S. VIRGIN ISLANDS	250.0%	211,000
02	HONG KONG	235.1%	17,390,000
03	MONTENEGRO	224.5%	1,431,000
04	ANTIGUA & BARBUDA	215.3%	202,000
05	URUGUAY	211.9%	7,175,000
06	ST. MAARTEN	204.3%	89,000
07	GUADELOUPE	200.9%	752,000
08	LIBYA	196.9%	14,610,000
09	UNITED ARAB EMIRATES	195.4%	21,913,000
10	MACAU	194.6%	1,404,000

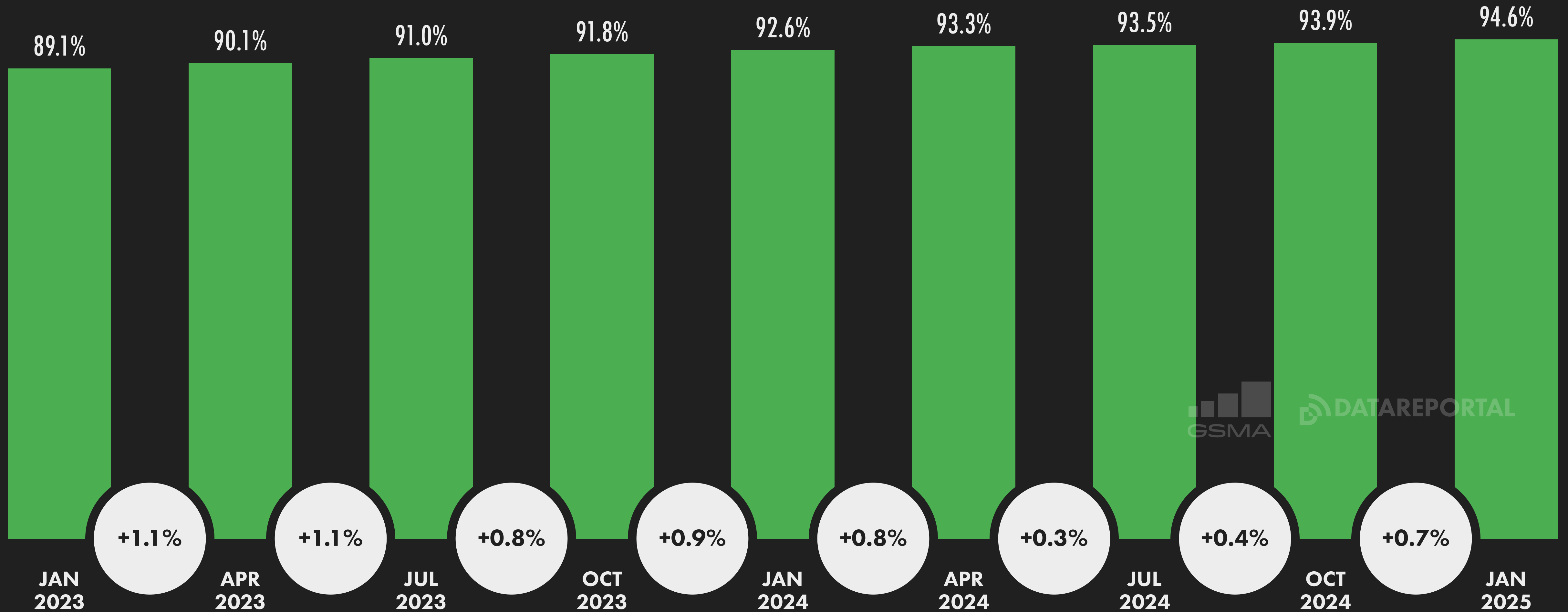
## LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
228	ERITREA	22.2%	793,000
227	FED. STATES OF MICRONESIA	26.7%	30,000
226	NORTH KOREA	29.6%	7,859,000
225	SOUTH SUDAN	37.1%	4,473,000
224	CENTRAL AFRICAN REPUBLIC	38.1%	2,067,000
223	SUDAN	42.4%	21,563,000
222	EQUATORIAL GUINEA	45.5%	872,000
221	PAPUA NEW GUINEA	47.2%	5,031,000
220	MOZAMBIQUE	50.4%	17,708,000
219	AFGHANISTAN	51.6%	22,322,000

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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



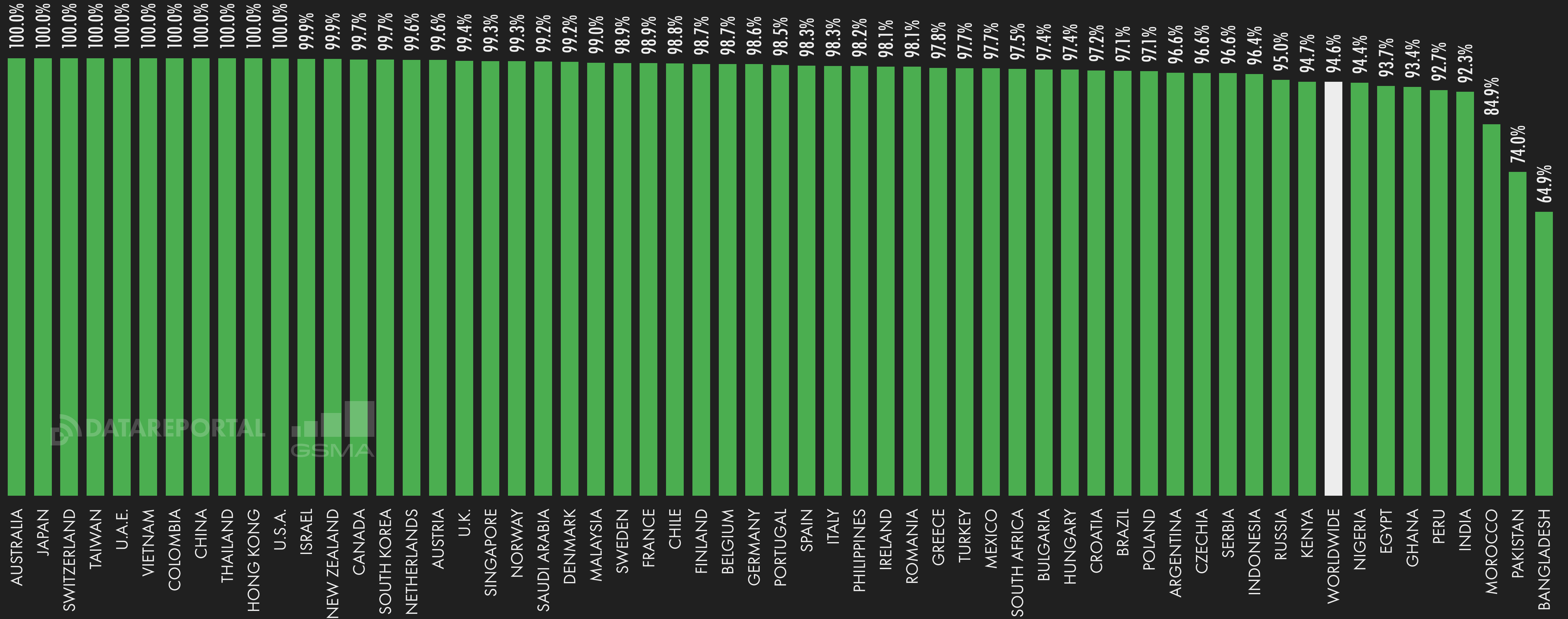
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



GLOBAL OVERVIEW



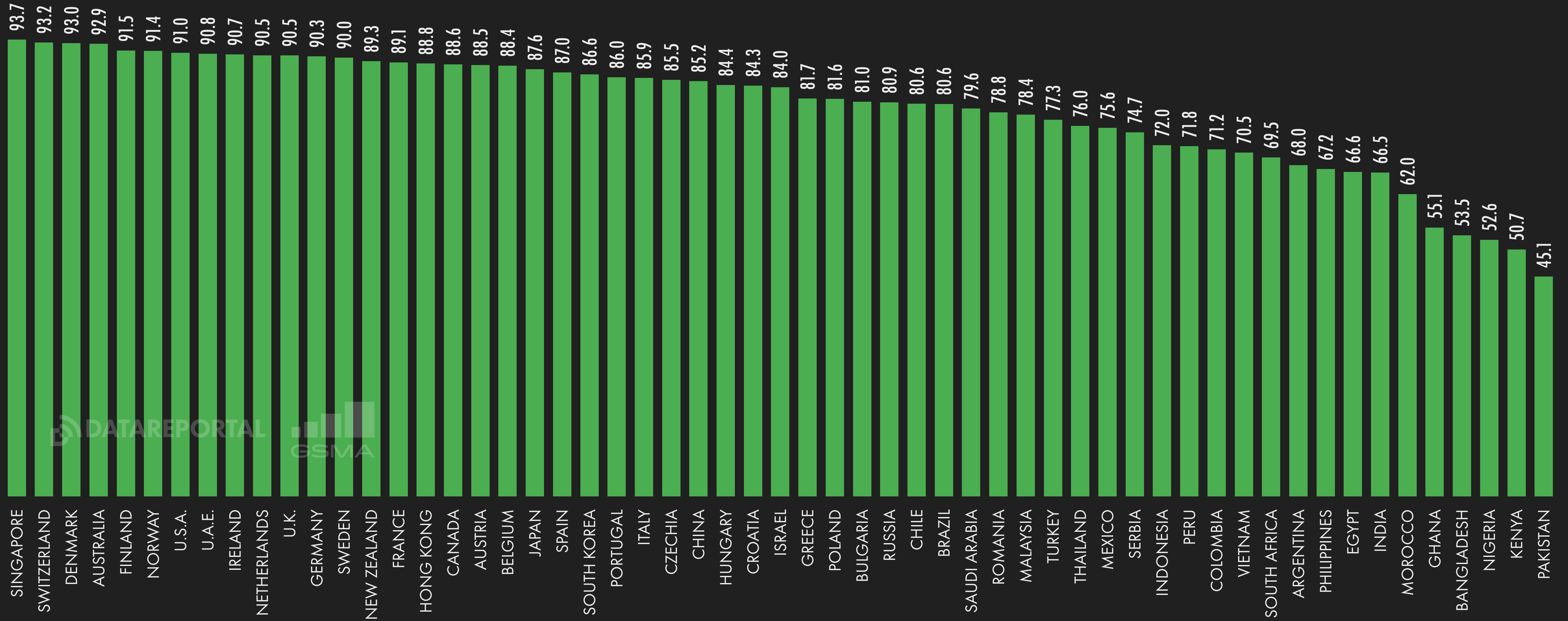
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# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



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# CONNECTED DEVICES

NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES



FIXED  
PHONES



**770**  
MILLION

SHARE OF CONNECTIONS

**2.3%**

MOBILE PHONES  
(ANY TYPE)



**8.65**  
BILLION

SHARE OF CONNECTIONS

**25.8%**

PCS, LAPTOPS  
AND TABLETS



**1.73**  
BILLION

SHARE OF CONNECTIONS

**5.2%**

SHORT-RANGE  
IOT DEVICES



**17.4**  
BILLION

SHARE OF CONNECTIONS

**51.9%**

WIDE-AREA  
IOT DEVICES



SHARE OF CONNECTIONS

**14.7%**

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# USE OF MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)



SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



we  
are  
social

83.7%

7.42 BILLION CONNECTIONS

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



Meltwater

12.6%

1.11 BILLION CONNECTIONS

SHARE OF CONNECTIONS  
ASSOCIATED WITH ROUTERS,  
TABLETS, AND MOBILE PCS



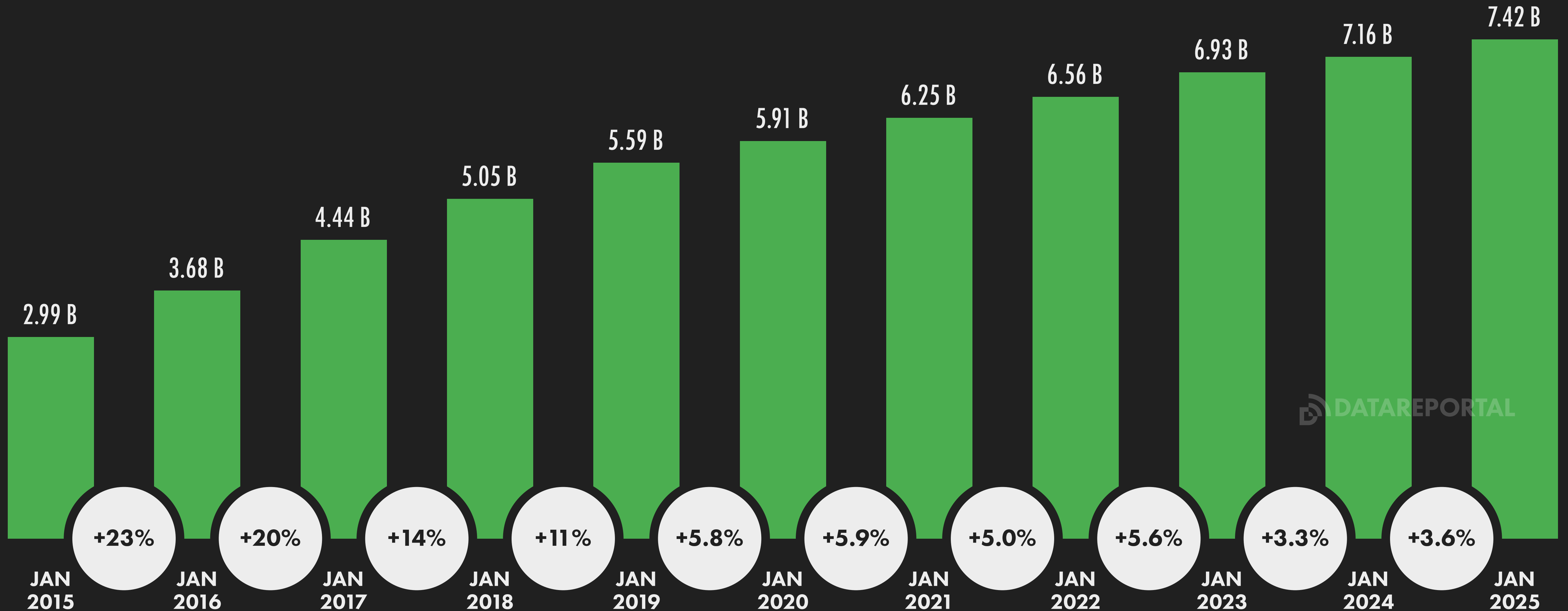
3.7%

329 MILLION CONNECTIONS

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# NUMBER OF SMARTPHONES IN USE

NUMBER OF SMARTPHONE HANDSETS IN USE AROUND THE WORLD



**SOURCE:** ERICSSON MOBILITY VISUALIZER (NOV 2024). **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE OFFER DIFFERENT FIGURES FOR THE USE OF MOBILE DEVICES, SO FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR MOBILE CONNECTIVITY SHOWN ELSEWHERE IN THIS REPORT. FIGURES MAY EXCEED VALUES FOR UNIQUE MOBILE SUBSCRIBERS DUE TO THE SAME INDIVIDUAL USING MULTIPLE SMARTPHONE HANDSETS (E.G. ONE FOR WORK AND ONE FOR PERSONAL USE).

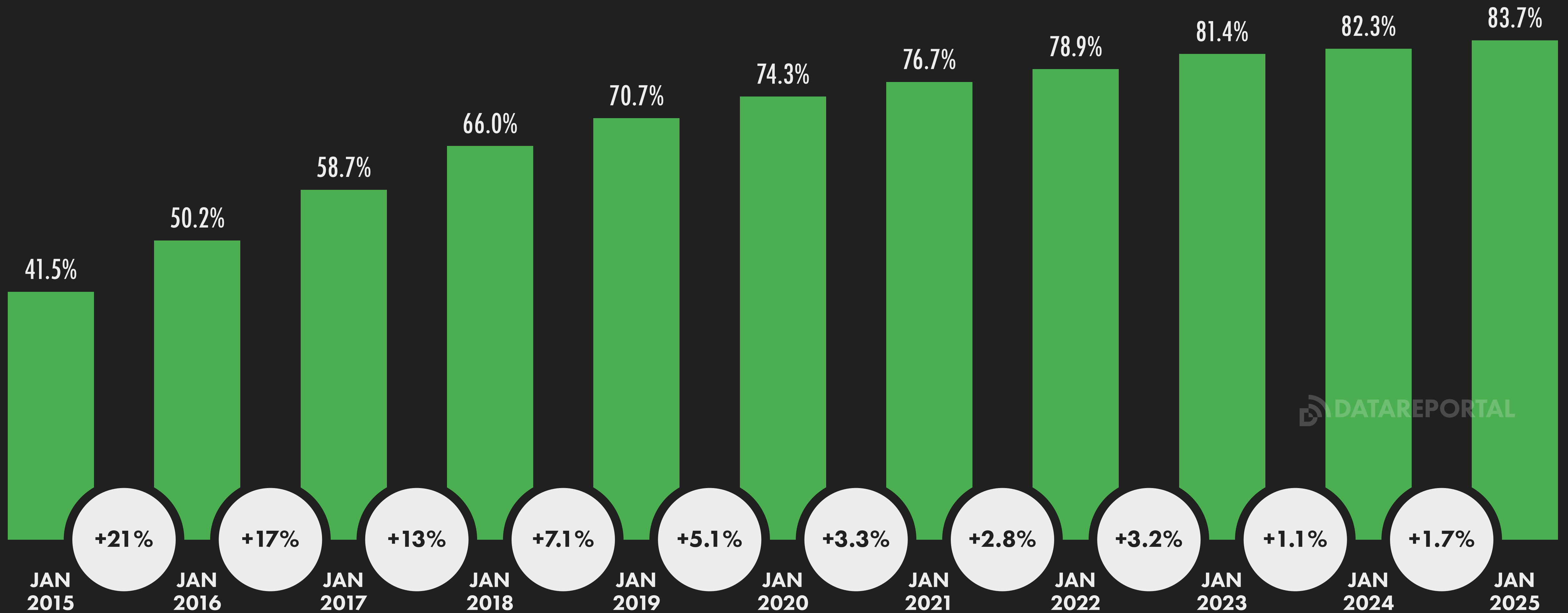
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# SMARTPHONES' SHARE OF MOBILE CONNECTIONS

NUMBER OF MOBILE CONNECTIONS ASSOCIATED WITH SMARTPHONES, AS A PERCENTAGE OF THE TOTAL NUMBER OF MOBILE CONNECTIONS



GLOBAL OVERVIEW



DATA REPORTAL



**INTERNET USE**

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS  
USING THE  
INTERNET



**5.56**  
BILLION



INDIVIDUALS USING THE  
INTERNET AS A PERCENTAGE  
OF TOTAL POPULATION



**67.9%**  
YOY: +1.6% (+109 BPS)



YEAR-ON-YEAR CHANGE IN  
THE NUMBER OF INDIVIDUALS  
USING THE INTERNET



**+2.5%**  
+136 MILLION



PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



**65.7%**  
YOY: +3.7% (+232 BPS)



PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



**70.0%**  
YOY: +2.7% (+181 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



**6H 38M**  
YOY: -0.4% (-2 MINS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES



**96.3%**  
YOY: -0.2% (-20 BPS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA LAPTOPS AND DESKTOPS



**61.5%**  
YOY: -0.5% (-30 BPS)



PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



**82.7%**  
YOY: +3.6% (+289 BPS)



PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



**47.4%**  
YOY: +2.8% (+130 BPS)

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM [GWI](#) (Q3 2024). **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

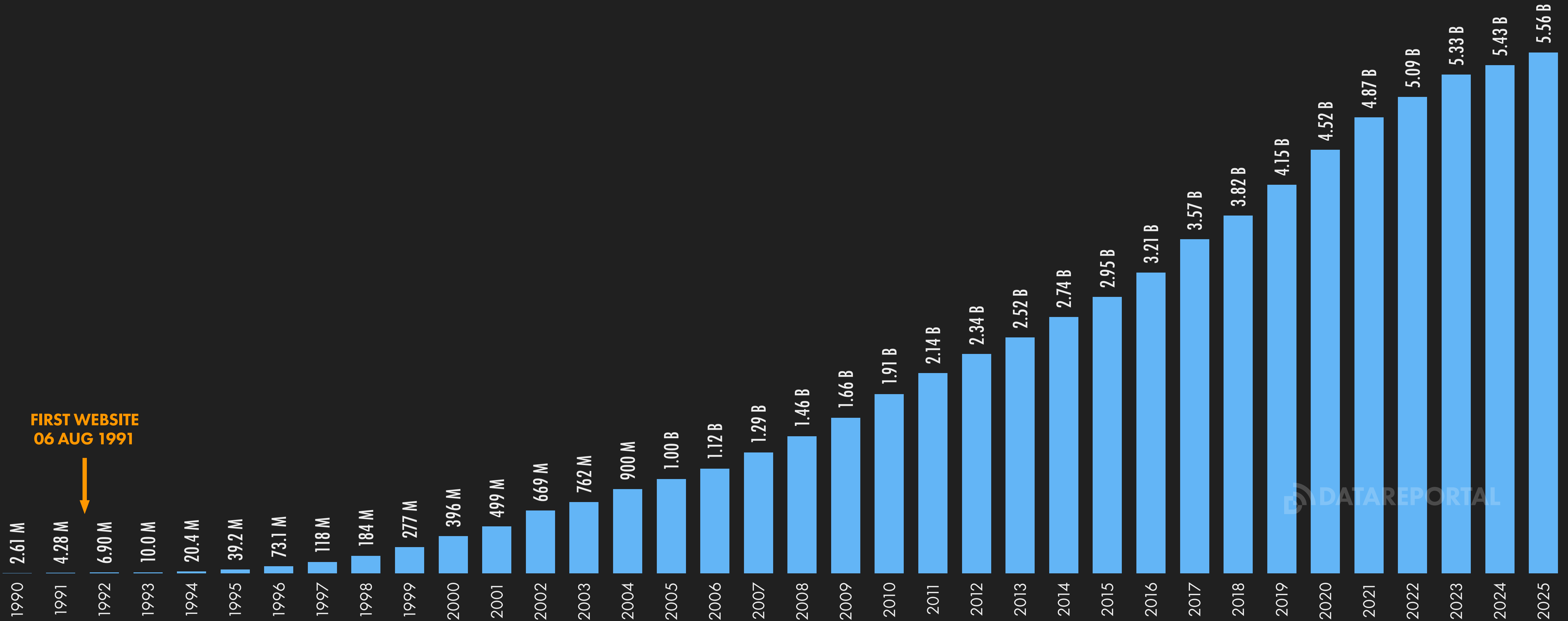
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# INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME



GLOBAL OVERVIEW



FIRST WEBSITE  
06 AUG 1991

DATA REPORTAL

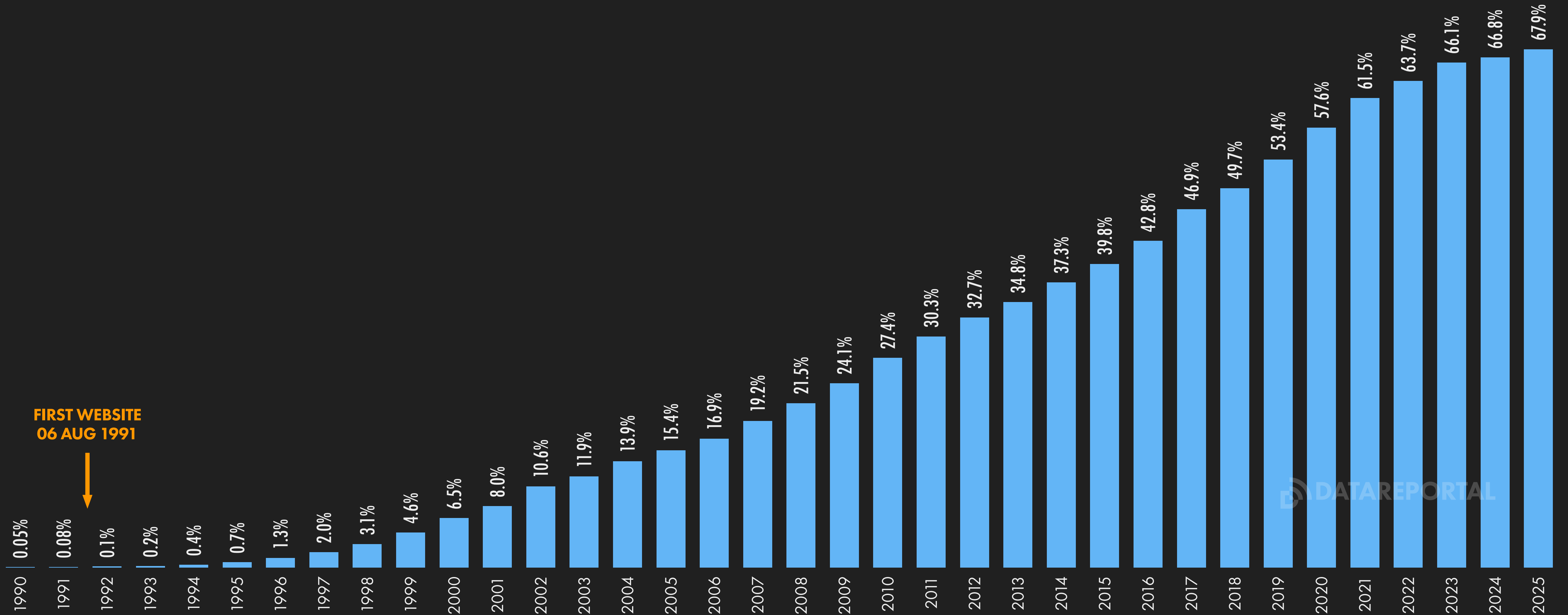
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# INTERNET ADOPTION TIMELINE

PERCENTAGE OF THE TOTAL POPULATION USING THE INTERNET OVER TIME



GLOBAL OVERVIEW



FIRST WEBSITE  
06 AUG 1991



DATAREPORTAL



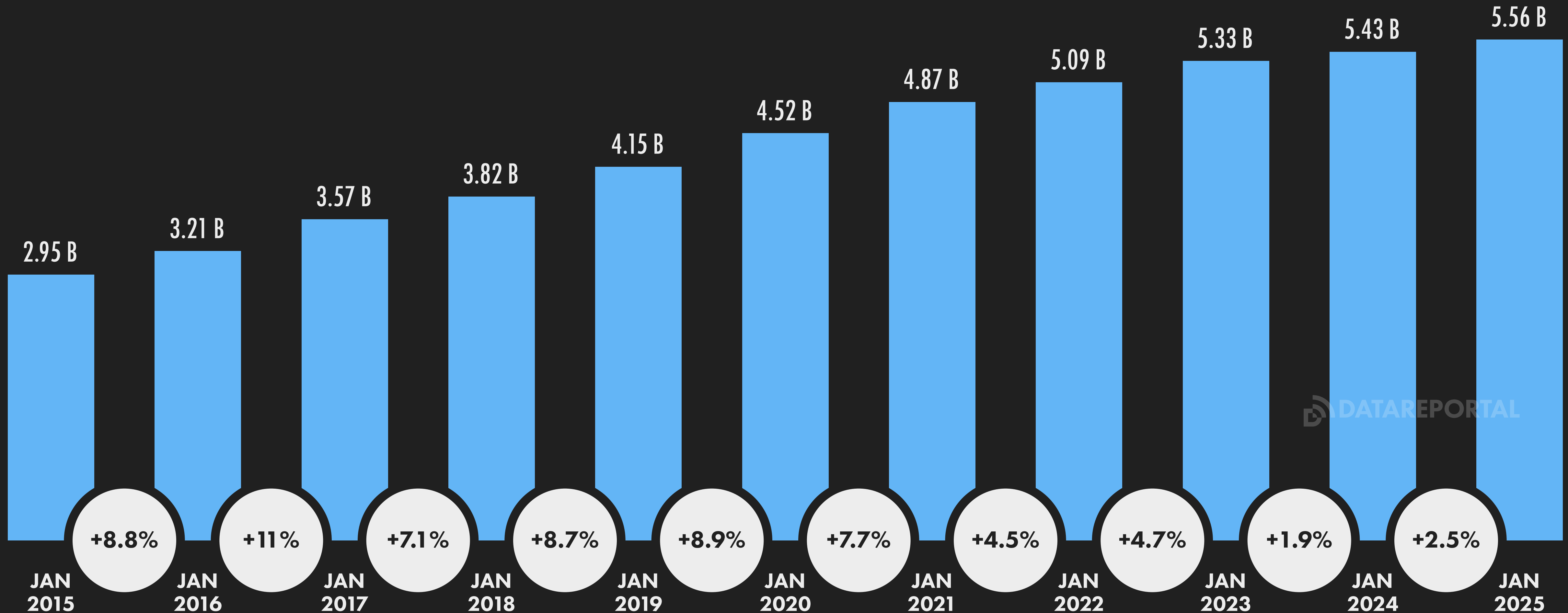
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# INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



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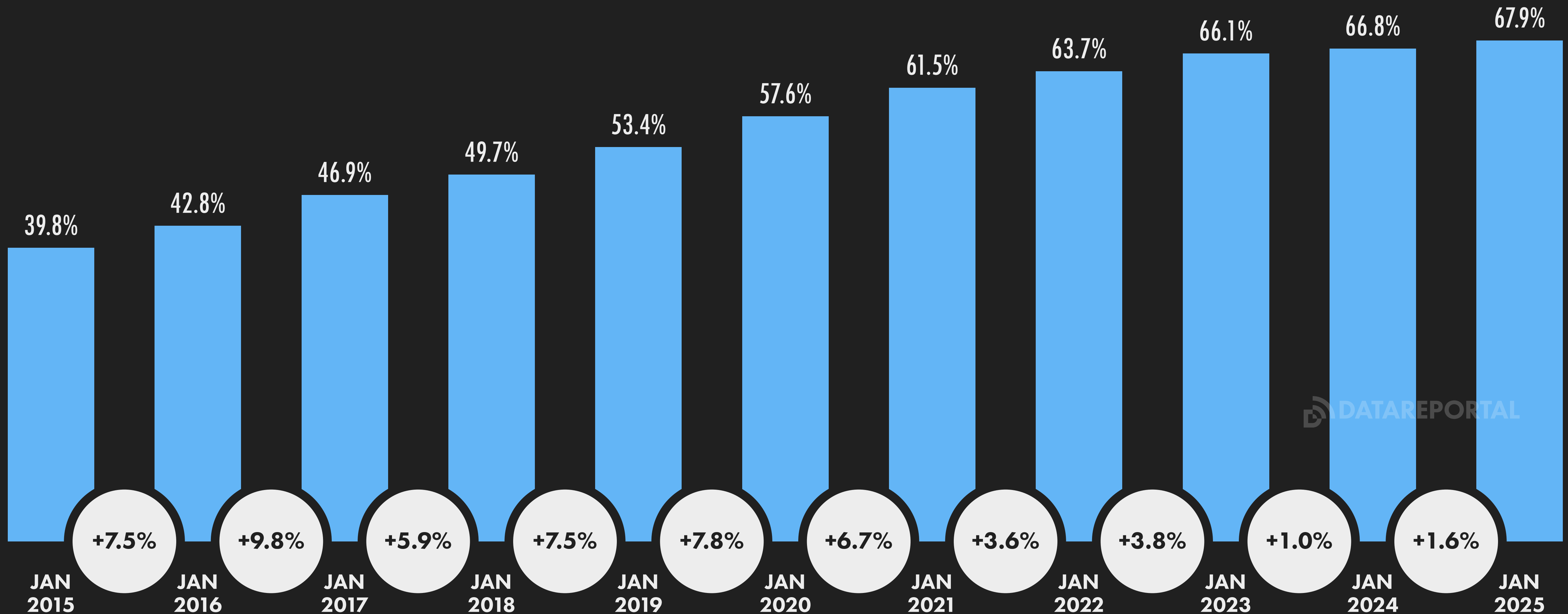
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# INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



GLOBAL OVERVIEW



DATAREPORTAL

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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# ALTERNATIVE PERSPECTIVES ON INTERNET USE

FIGURES FOR INTERNET USE PUBLISHED BY DIFFERENT SOURCES



INDIVIDUALS USING THE  
INTERNET: KEPIOS



**5.56**  
**BILLION**

vs. POPULATION

**67.9%**

INDIVIDUALS USING THE  
INTERNET: ITU



**5.54**  
**BILLION**

vs. POPULATION

**67.6%**

INDIVIDUALS USING THE  
INTERNET: WORLD BANK



**5.52**  
**BILLION**

vs. POPULATION

**67.4%**

INDIVIDUALS USING THE  
INTERNET: CIA WORLD FACTBOOK



**5.41**  
**BILLION**

vs. POPULATION

**66.0%**

**SOURCES:** AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), VALUES SHOWN HERE COMPARE PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

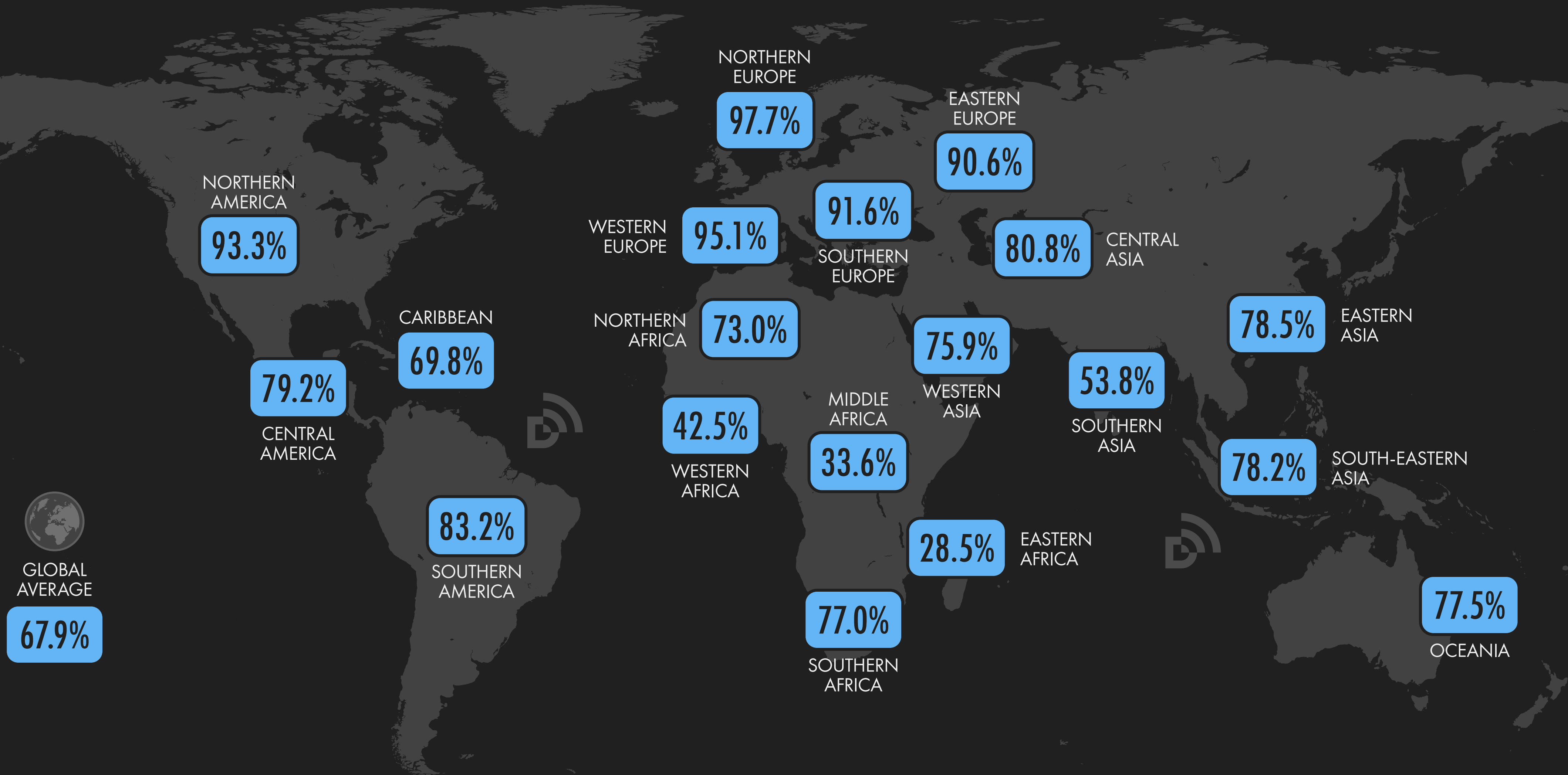
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# INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



GLOBAL  
AVERAGE

67.9%

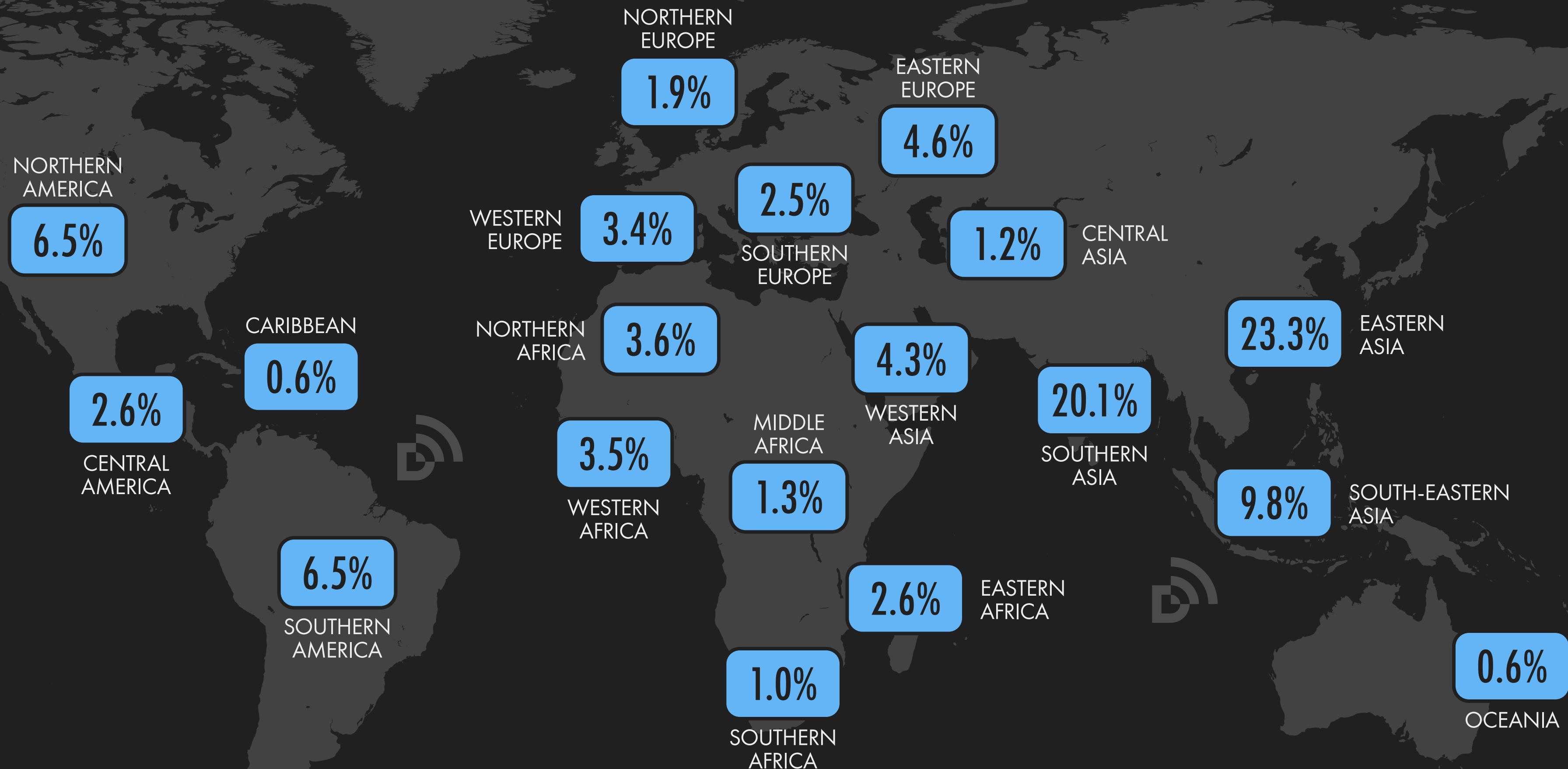
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# SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD



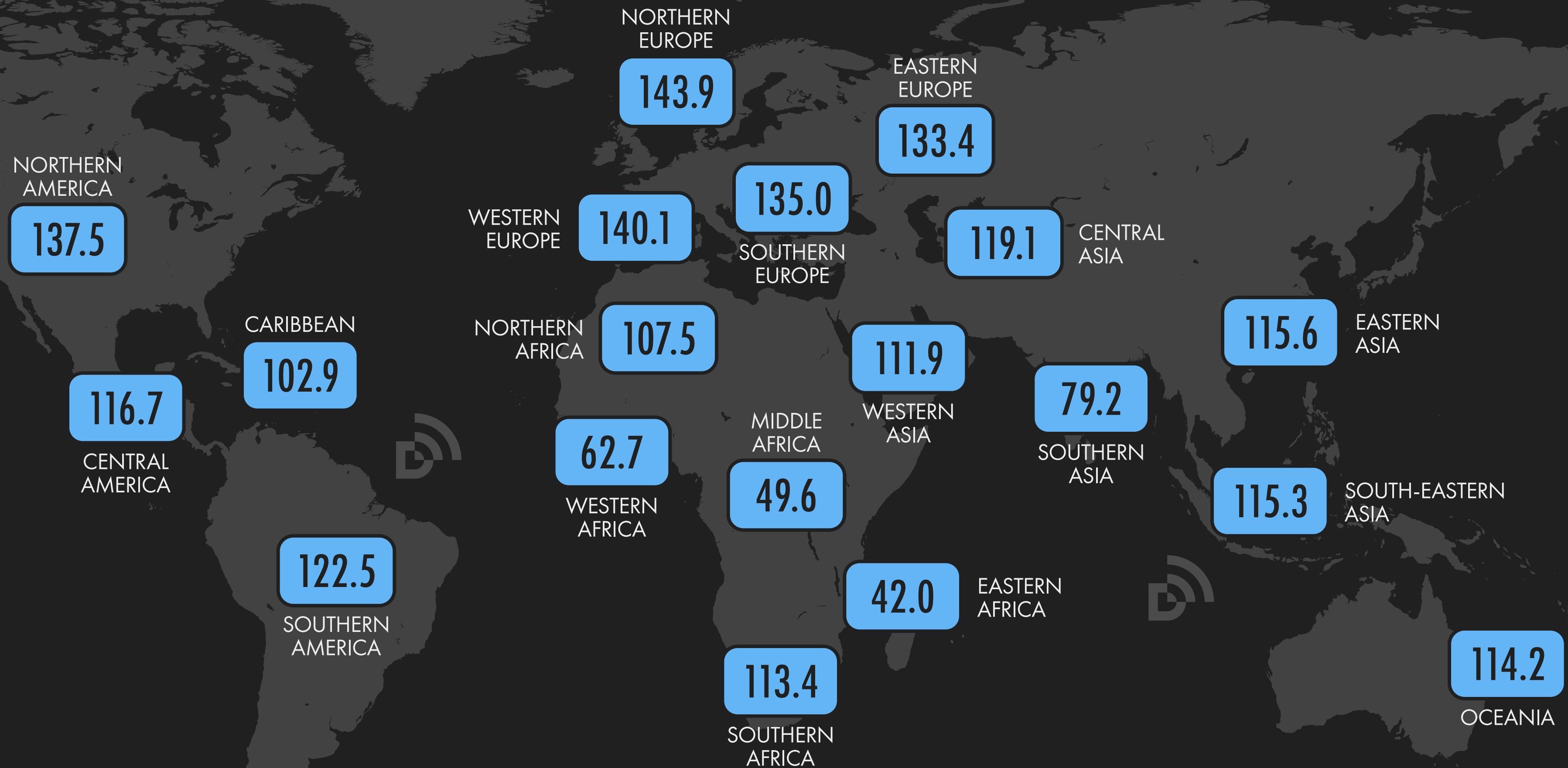
GLOBAL OVERVIEW



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# INDEXED SHARE OF GLOBAL INTERNET USERS

EACH REGION'S SHARE OF TOTAL INTERNET USERS COMPARED WITH ITS SHARE OF THE GLOBAL POPULATION



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **GUIDANCE:** A VALUE OF 100 MEANS THAT THE SHARE OF TOTAL USERS EQUALS THE SHARE OF GLOBAL POPULATION. A VALUE **BELOW** 100 MEANS THAT THE SHARE OF TOTAL USERS IS BELOW THE SHARE OF GLOBAL POPULATION. A VALUE **ABOVE** 100 MEANS THE SHARE OF TOTAL USERS IS ABOVE THE SHARE OF GLOBAL POPULATION. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. SEE [NOTES ON DATA](#).

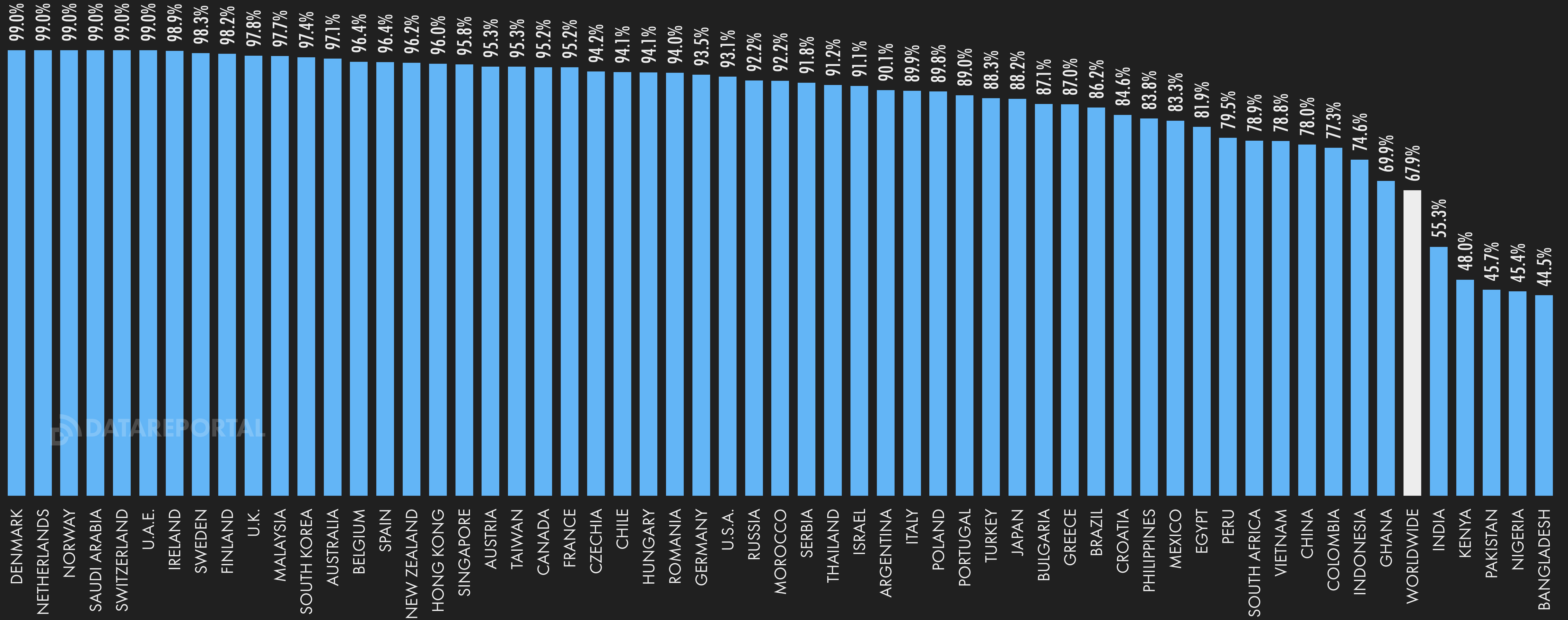
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# INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



DATA REPORTAL

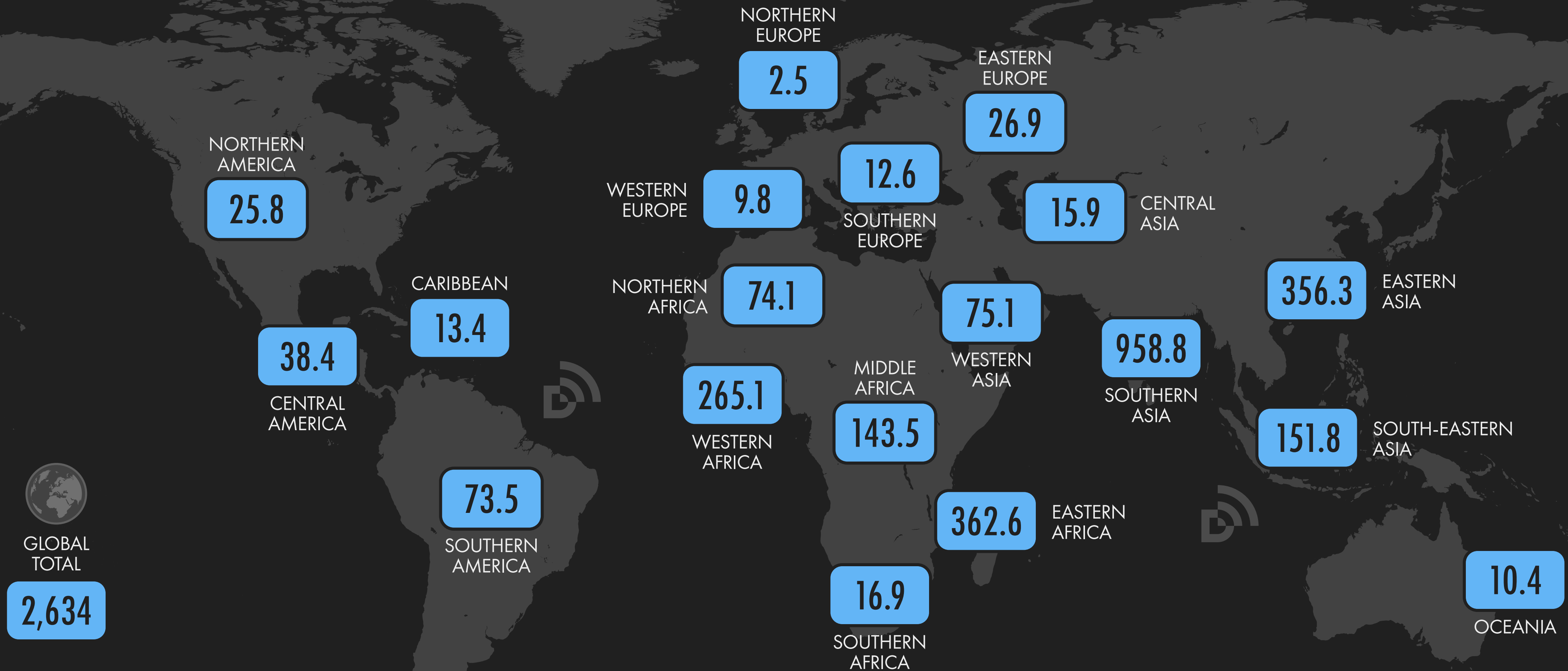
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# UNCONNECTED POPULATIONS

NUMBER OF INDIVIDUALS (IN MILLIONS) WHO DO NOT USE THE INTERNET



GLOBAL OVERVIEW





# UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



## ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	651,619,000	44.7%
02	CHINA	311,901,000	22.0%
03	PAKISTAN	137,453,000	54.3%
04	NIGERIA	128,323,000	54.6%
05	ETHIOPIA	105,209,000	78.7%
06	BANGLADESH	96,908,000	55.5%
07	DEM. REP. OF THE CONGO	77,059,000	69.4%
08	INDONESIA	72,172,000	25.4%
09	TANZANIA	49,305,000	70.9%
10	UGANDA	36,514,000	72.0%

## RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
01	NORTH KOREA <sup>1</sup>	>99%	[BLOCKED]
02	BURUNDI	87.5%	12,441,000
03	CHAD	86.8%	17,992,000
04	CENTRAL AFRICAN REPUBLIC	84.5%	4,582,000
05	SOUTH SUDAN	84.3%	10,167,000
06	YEMEN	82.3%	33,893,000
07	MALAWI	82.0%	17,986,000
08	MOZAMBIQUE	80.2%	28,177,000
09	ERITREA	80.0%	2,856,000
10	MADAGASCAR	79.6%	25,752,000

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

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# LOW LEVELS OF INTERNET ADOPTION IN CONTEXT

COMPARING LEVELS OF INTERNET ADOPTION WITH VARIOUS KEY METRICS AND INDICATORS



GLOBAL OVERVIEW

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA <sup>1</sup>	<1%	36.5	54.7%	93.9%	84.8%
BURUNDI	12.5%	16.4	10.3%	62.4%	45.7%
CHAD	13.2%	15.8	11.7%	52.0%	12.9%
CENTRAL AFRICAN REPUBLIC	15.5%	14.5	15.7%	36.3%	13.8%
SOUTH SUDAN	15.7%	18.7	8.4%	41.2%	16.1%
YEMEN	17.7%	18.4	76.0%	61.8%	54.8%
MALAWI	18.0%	18.1	14.0%	71.9%	49.2%
MOZAMBIQUE	19.8%	16.5	33.2%	63.2%	37.4%
ERITREA	20.0%	19.2	55.4%	51.8%	11.9%
MADAGASCAR	20.4%	19.2	36.1%	53.5%	14.8%

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
SIERRA LEONE	20.7%	19.7	29.4%	65.3%	22.9%
ETHIOPIA	21.3%	19.1	55.0%	51.5%	9.3%
NIGER	23.2%	15.6	19.5%	48.9%	16.4%
PAPUA NEW GUINEA	24.1%	22.8	19.0%	50.2%	19.3%
BURKINA FASO	24.2%	17.7	19.5%	49.5%	24.8%
GUINEA	26.5%	18.3	47.7%	71.5%	31.3%
UGANDA	28.0%	16.9	47.1%	59.3%	21.0%
SUDAN	28.7%	18.5	63.2%	64.9%	36.9%
TANZANIA	29.1%	17.5	45.8%	60.8%	30.6%
AFGHANISTAN	30.5%	17.3	85.3%	82.2%	56.0%

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS.

**DEFINITIONS:** "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION SERVICES": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **NOTE:** (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.

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# WHERE INTERNET ACCESS IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE INTERNET CONNECTIVITY IS THE **LEAST** AFFORDABLE



GLOBAL OVERVIEW

#	LOCATION	CHEAPEST INTERNET ACCESS PLAN vs. GNI PER CAPITA	INTERNET ADOPTION RATE	#	LOCATION	CHEAPEST INTERNET ACCESS PLAN vs. GNI PER CAPITA	INTERNET ADOPTION RATE
01	CENTRAL AFRICAN REPUBLIC	26.7%	15.5%	11	DEM. REP. OF THE CONGO	9.1%	30.6%
02	VENEZUELA	20.6%	61.6%	12	MALAWI	8.8%	18.0%
03	CUBA	18.6%	71.3%	13	FED. STATES OF MICRONESIA	8.7%	40.5%
04	SOUTH SUDAN	13.2%	15.7%	14	GUINEA-BISSAU	8.5%	32.5%
05	PAPUA NEW GUINEA	11.8%	24.1%	15	AFGHANISTAN	8.4%	30.5%
06	SYRIA	10.7%	35.8%	16	CHAD	8.4%	13.2%
07	BURUNDI	10.4%	12.5%	17	NIGER	8.3%	23.2%
08	EQUATORIAL GUINEA	10.3%	60.4%	18	LIBERIA	8.2%	32.4%
09	SOLOMON ISLANDS	9.9%	42.5%	19	HONDURAS	7.1%	65.8%
10	MALI	9.2%	35.1%	20	YEMEN	6.5%	17.7%

**SOURCE:** ITU; KEIOS ANALYSIS. **NOTES:** "GNI PER CAPITA" IS GROSS NATIONAL INCOME PER CAPITA, AND REPRESENTS TYPICAL INCOME PER PERSON. VALUES IN THE "CHEAPEST ACCESS PLAN" COLUMNS REPRESENT THE PRICE OF THE CHEAPEST MOBILE BROADBAND PLAN PROVIDING AT LEAST 2 GB OF MONTHLY DATA USING AT LEAST 3G TECHNOLOGY. ALL VALUES USE LATEST AVAILABLE PUBLISHED DATA.

# WHERE FIXED BROADBAND IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE **FIXED** INTERNET CONNECTIVITY IS THE **LEAST** AFFORDABLE



## LOCATIONS WHERE THE **CHEAPEST BROADBAND PACKAGE** IS LEAST AFFORDABLE

#	LOCATION	COST OF CHEAPEST PACKAGE vs. AVE. MONTHLY INCOME	PRICE OF CHEAPEST FIXED BROADBAND PACKAGE (USD)
01	DEM. REP. OF THE CONGO	318.6%	\$89.98
02	BURUNDI	296.5%	\$38.52
03	MADAGASCAR	156.3%	\$56.31
04	MOZAMBIQUE	143.7%	\$43.86
05	TIMOR-LESTE	137.7%	\$49.00
06	NIGER	93.8%	\$44.91
07	THE GAMBIA	84.8%	\$43.05
08	SOMALIA	80.4%	\$24.17
09	YEMEN	76.2%	\$42.27
10	SIERRA LEONE	74.4%	\$25.41

## LOCATIONS WHERE **BROADBAND BANDWIDTH** IS LEAST AFFORDABLE

#	LOCATION	AVE. COST PER MBPS PER MONTH vs. AVE. MONTHLY INCOME	AVE. PRICE PER MBPS PER MONTH OF FIXED DATA (USD)
01	BURUNDI	897.9%	\$116.66
02	ERITREA	894.3%	\$338.15
03	SOLOMON ISLANDS	163.5%	\$289.75
04	SOMALIA	141.1%	\$42.42
05	NIGER	108.7%	\$52.05
06	AFGHANISTAN	55.8%	\$15.80
07	TIMOR-LESTE	55.6%	\$19.80
08	YEMEN	53.9%	\$29.92
09	COMOROS	51.8%	\$62.46
10	MOZAMBIQUE	46.2%	\$14.10

**SOURCE:** CABLE.CO.UK; WORLD BANK; KEPIOS ANALYSIS. **NOTES:** COMPARISONS WITH AVERAGE MONTHLY INCOME USE LATEST REPORTED WORLD BANK FIGURES FOR "ADJUSTED NET NATIONAL INCOME PER CAPITA (CURRENT US\$)". FIGURES FOR "AVE. PRICE PER MBPS PER MONTH OF FIXED DATA (USD)" REPRESENT THE MEDIAN PRICE OF FIXED BROADBAND BANDWIDTH PER MBPS (MEGABIT PER SECOND) PER MONTH. PRICES SHOWN IN U.S. DOLLARS; CURRENCY CONVERSION AS PER CABLE.CO.UK'S METHODOLOGY AND CALCULATIONS. PLEASE REFER TO DETAILED SOURCE NOTES [HERE](#). **ADVISORY:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

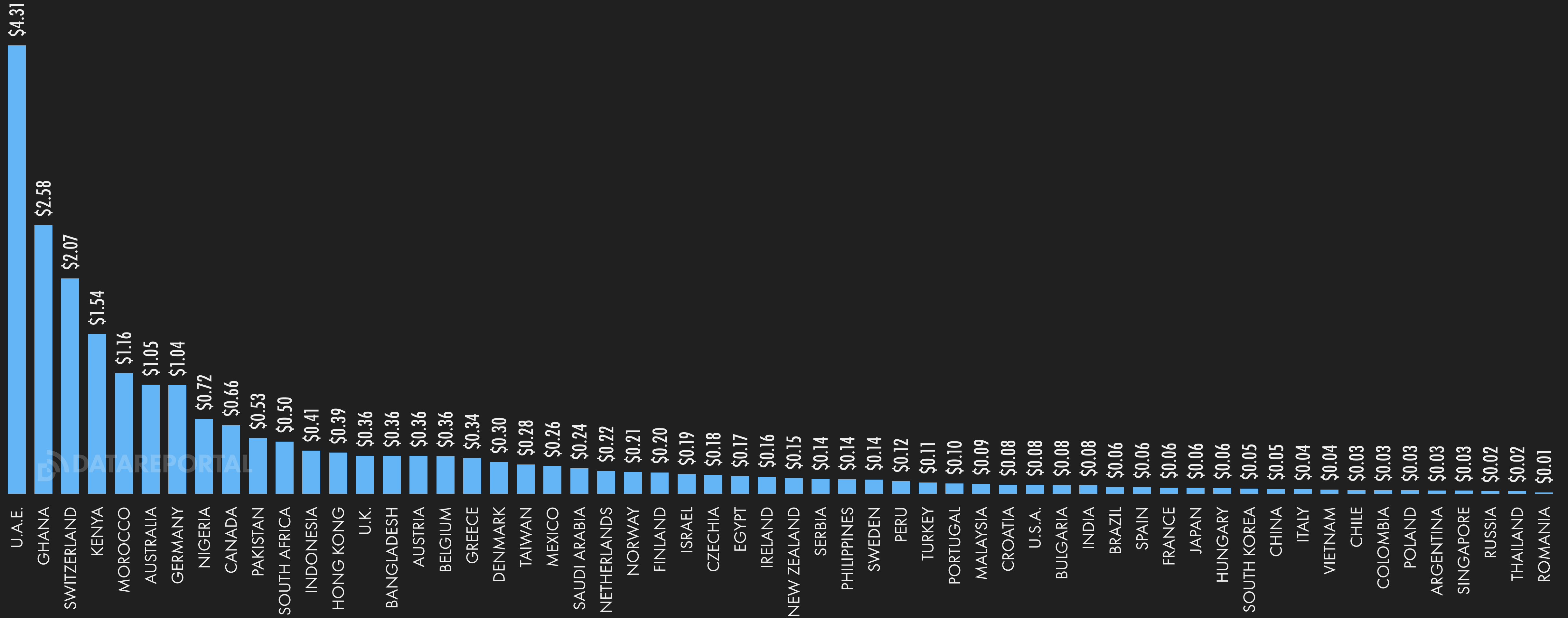
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# COST OF FIXED DATA: AVERAGE PRICE PER MBPS

MEDIAN PRICE (IN U.S. DOLLARS) PER MEGABIT PER SECOND OF FIXED BROADBAND BANDWIDTH



GLOBAL OVERVIEW



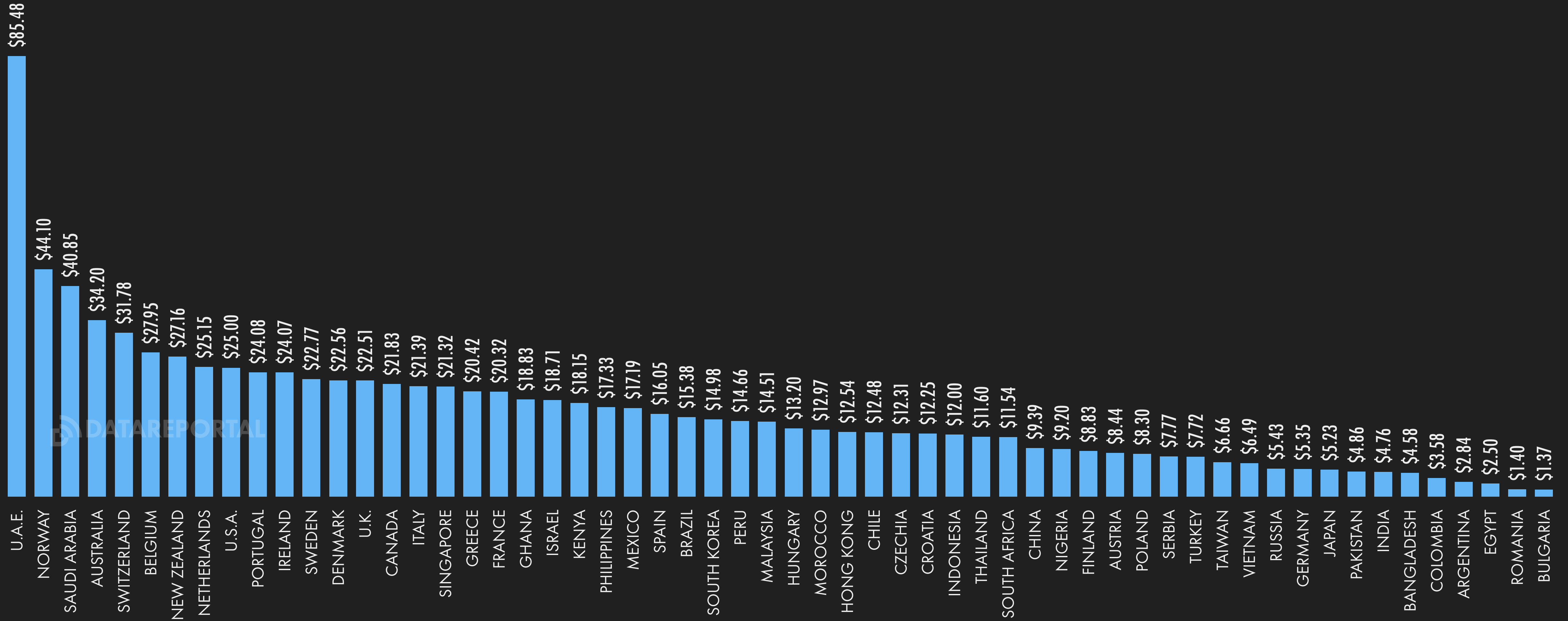
FEB  
2025

# COST OF FIXED DATA: CHEAPEST PACKAGE

CHEAPEST PRICE (IN U.S. DOLLARS) FOR A FIXED BROADBAND INTERNET PACKAGE



GLOBAL OVERVIEW



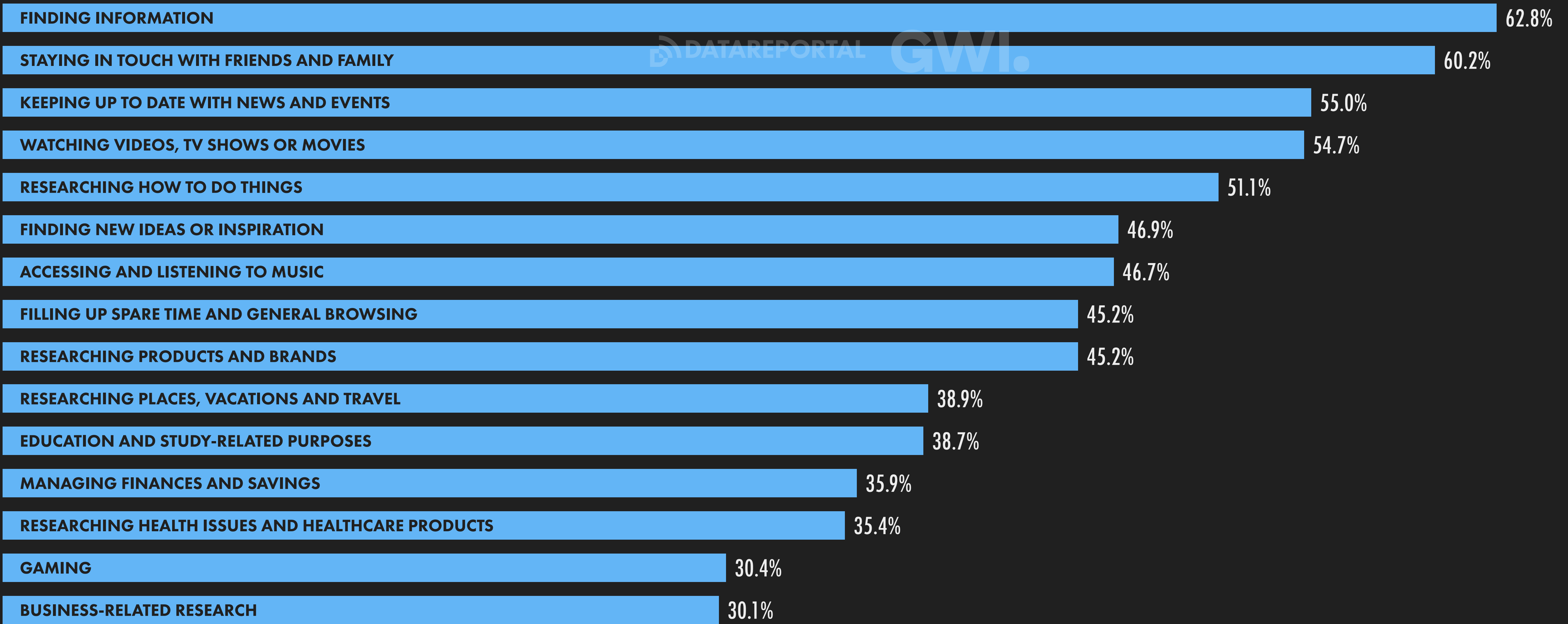
FEB  
2025

# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



GLOBAL OVERVIEW

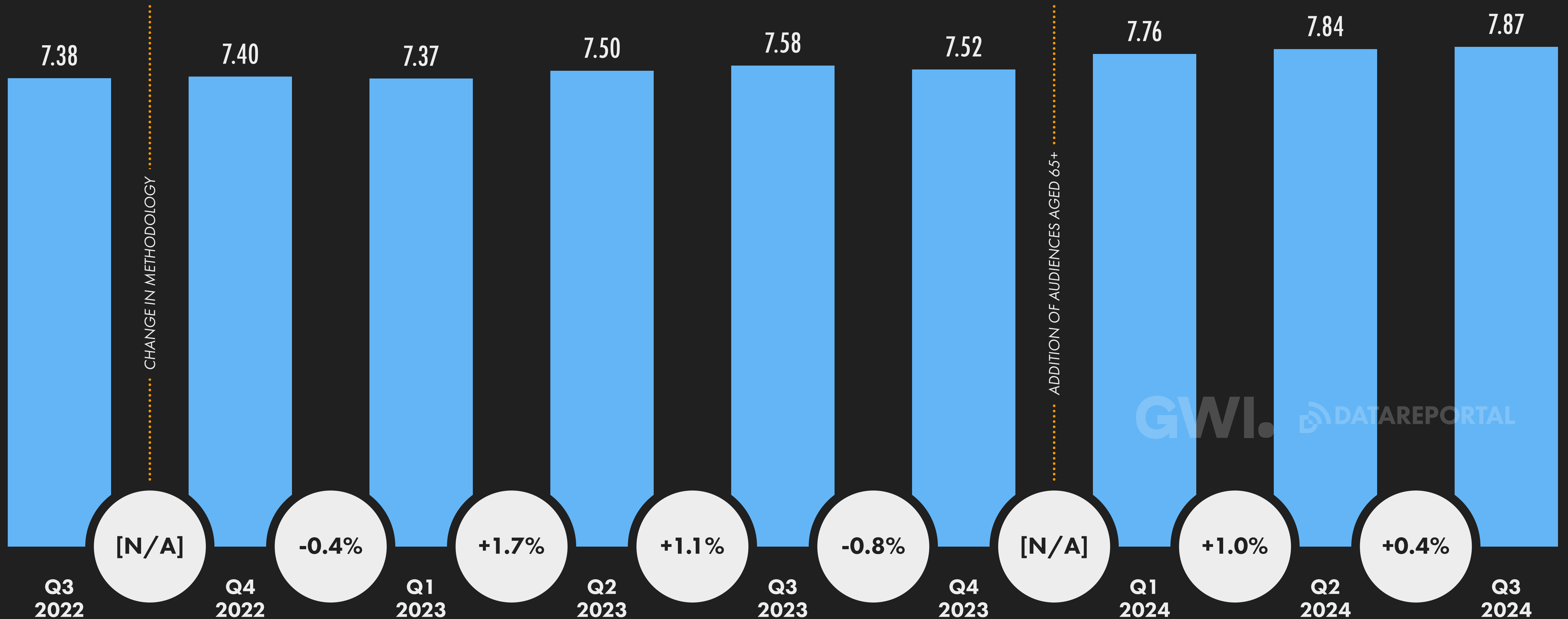


DATA REPORTAL GWI.

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# NUMBER OF REASONS FOR USING THE INTERNET

AVERAGE NUMBER OF REASONS CITED BY INTERNET USERS AGED 16+ AS PRIMARY MOTIVATIONS FOR USING THE INTERNET



GWI. DATAREPORTAL



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# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
CONTACT FRIENDS & FAMILY 62.1%	CONTACT FRIENDS & FAMILY 58.7%	FIND INFORMATION 62.1%	FIND INFORMATION 65.2%	FIND INFORMATION 68.1%	FIND INFORMATION 81.7%
FIND INFORMATION 61.1%	FIND INFORMATION 58.5%	CONTACT FRIENDS & FAMILY 59.7%	CONTACT FRIENDS & FAMILY 59.3%	FOLLOW NEWS & EVENTS 61.2%	FOLLOW NEWS & EVENTS 66.9%
WATCH VIDEOS & SHOWS 59.3%	WATCH VIDEOS & SHOWS 56.2%	FOLLOW NEWS & EVENTS 56.3%	FOLLOW NEWS & EVENTS 58.9%	CONTACT FRIENDS & FAMILY 61.1%	CONTACT FRIENDS & FAMILY 62.7%
LISTEN TO MUSIC 55.3%	FOLLOW NEWS & EVENTS 51.5%	WATCH VIDEOS & SHOWS 55.1%	WATCH VIDEOS & SHOWS 53.6%	LEARN HOW TO DO THINGS 53.2%	LEARN HOW TO DO THINGS 60.9%
EDUCATION & STUDY 52.4%	LEARN HOW TO DO THINGS 48.6%	LEARN HOW TO DO THINGS 50.0%	LEARN HOW TO DO THINGS 51.8%	WATCH VIDEOS & SHOWS 49.3%	RESEARCH BRANDS 57.0%
LEARN HOW TO DO THINGS 51.7%	FIND NEW IDEAS 48.4%	FIND NEW IDEAS 48.0%	RESEARCH BRANDS 47.4%	RESEARCH BRANDS 47.5%	RESEARCH PLACES & TRAVEL 50.7%
FIND NEW IDEAS 50.5%	LISTEN TO MUSIC 47.8%	RESEARCH BRANDS 46.1%	FIND NEW IDEAS 45.7%	FILL SPARE TIME & BROWSING 44.8%	RESEARCH HEALTH 46.9%
FOLLOW NEWS & EVENTS 49.5%	FILL SPARE TIME & BROWSING 44.1%	LISTEN TO MUSIC 45.4%	FILL SPARE TIME & BROWSING 44.4%	RESEARCH PLACES & TRAVEL 41.7%	MANAGE FINANCES 42.3%
FILL SPARE TIME & BROWSING 49.3%	RESEARCH BRANDS 43.4%	FILL SPARE TIME & BROWSING 43.6%	LISTEN TO MUSIC 43.1%	FIND NEW IDEAS 41.5%	FILL SPARE TIME & BROWSING 40.9%
GAMING 42.8%	EDUCATION & STUDY 39.5%	RESEARCH PLACES & TRAVEL 39.5%	RESEARCH PLACES & TRAVEL 40.5%	RESEARCH HEALTH 40.5%	WATCH VIDEOS & SHOWS 35.6%

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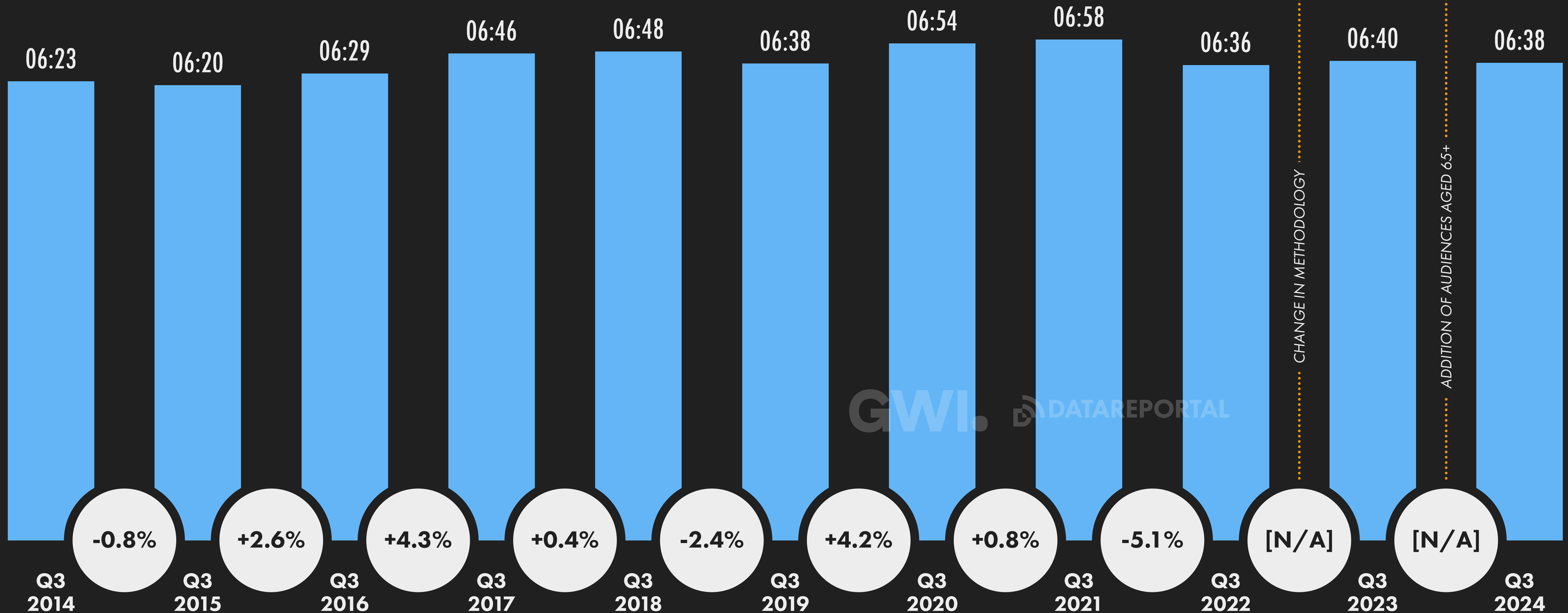
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2025

# DAILY TIME SPENT USING THE INTERNET (YOY)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



GLOBAL OVERVIEW



GWIDATAREPORTAL

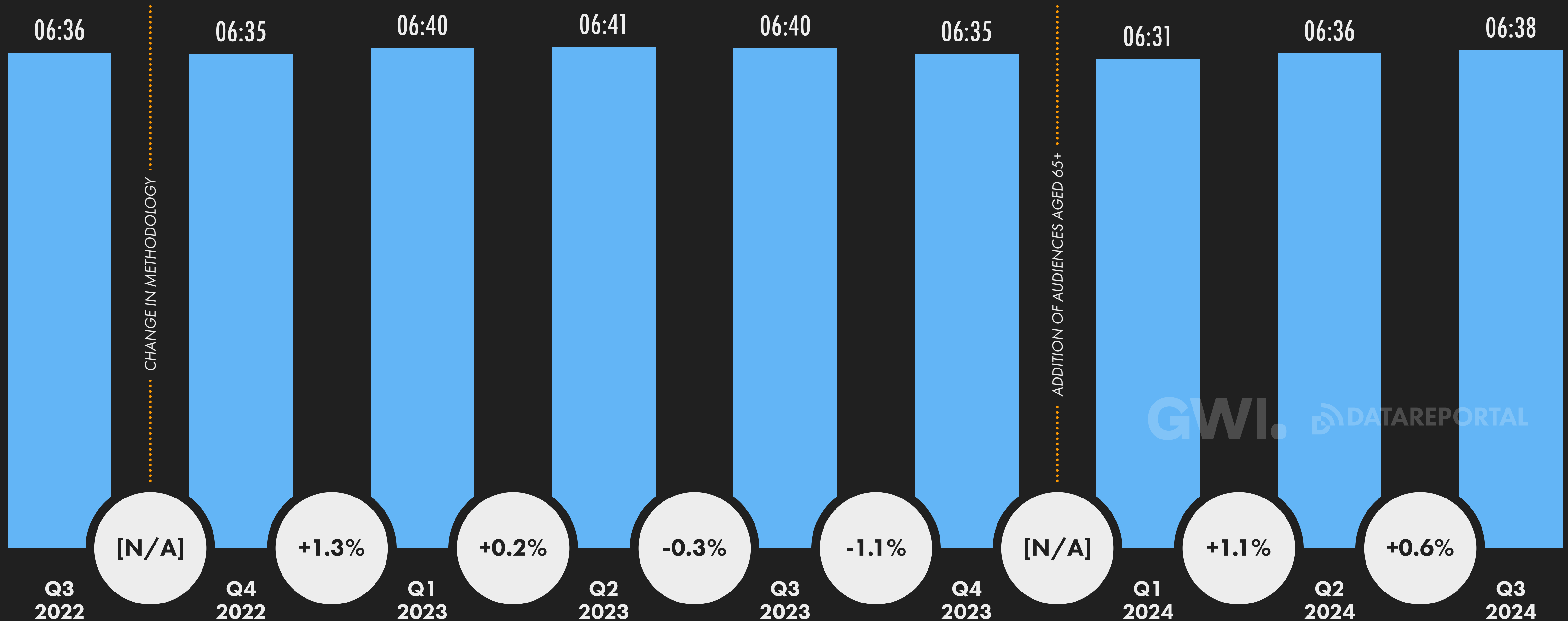
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2025

# DAILY TIME SPENT USING THE INTERNET (QOQ)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



GLOBAL OVERVIEW



GWIDATAREPORTAL

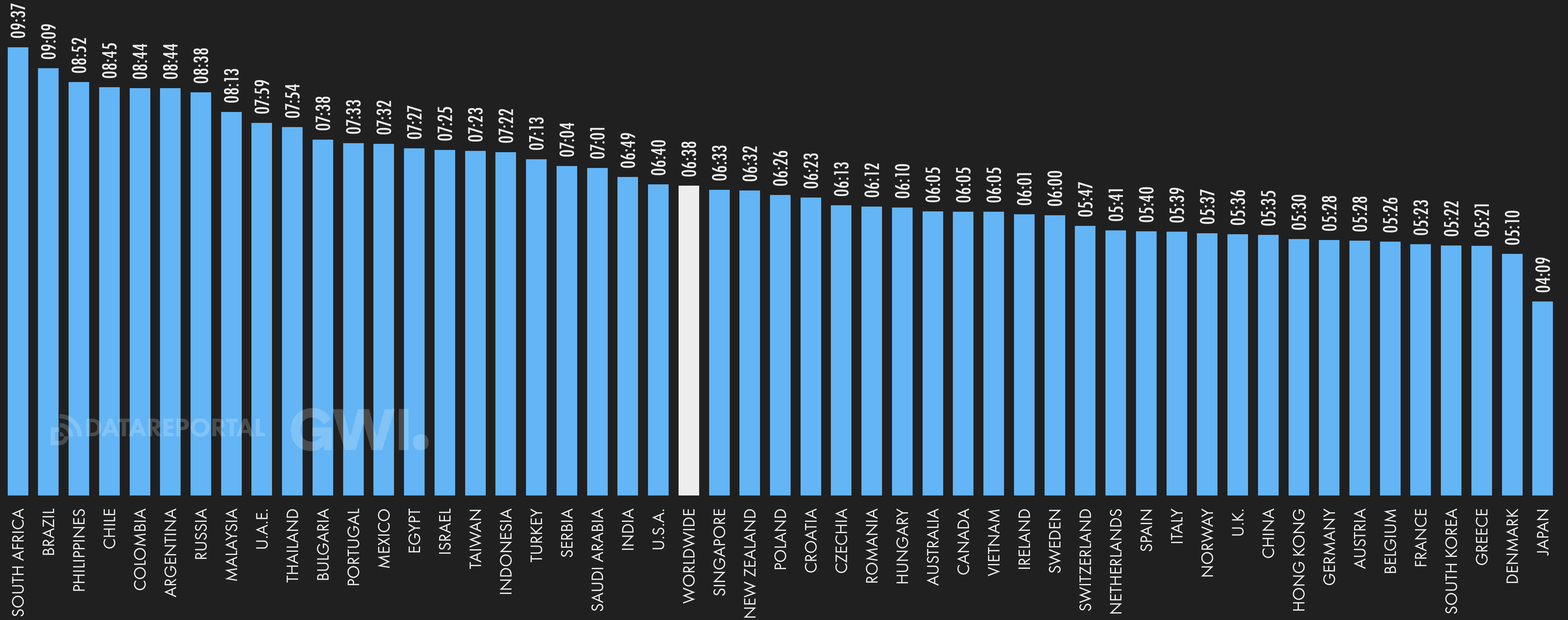
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# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



GLOBAL OVERVIEW

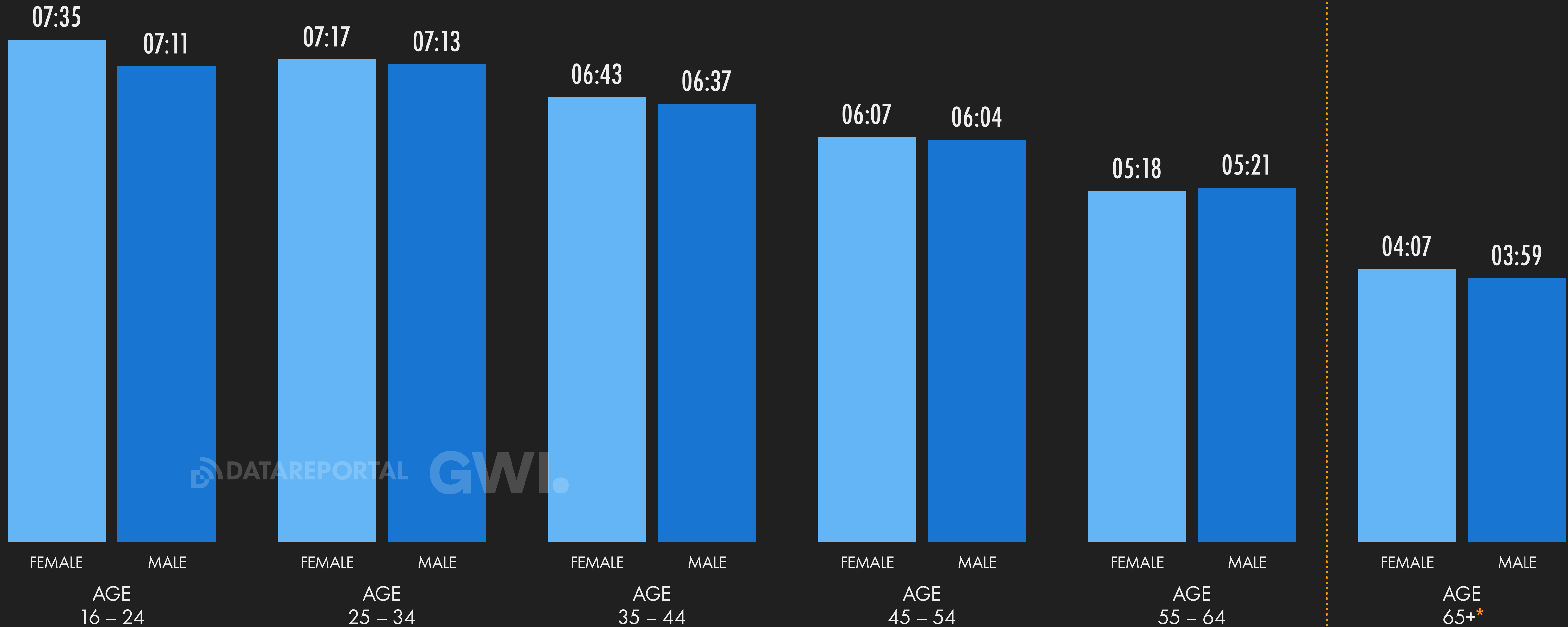


DATA REPORTAL GWI.

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# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

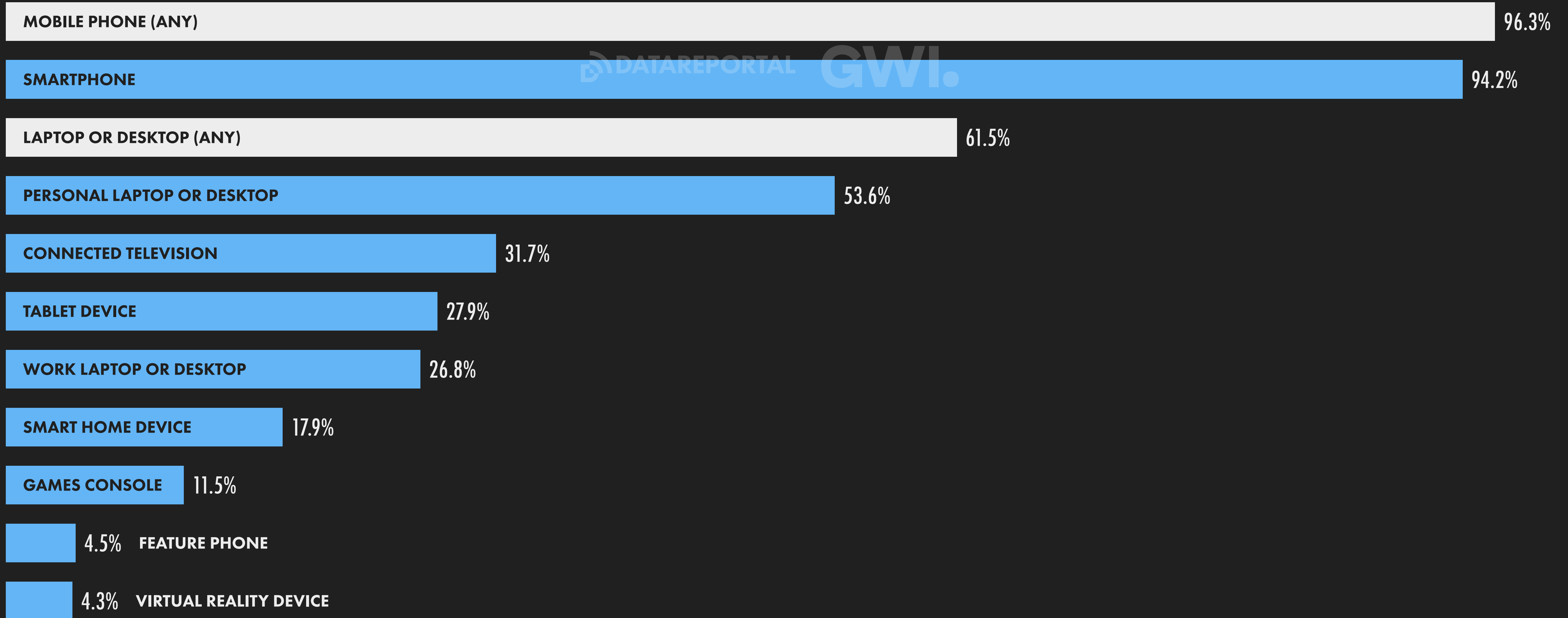


DATA REPORTAL GWI

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2025

# DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



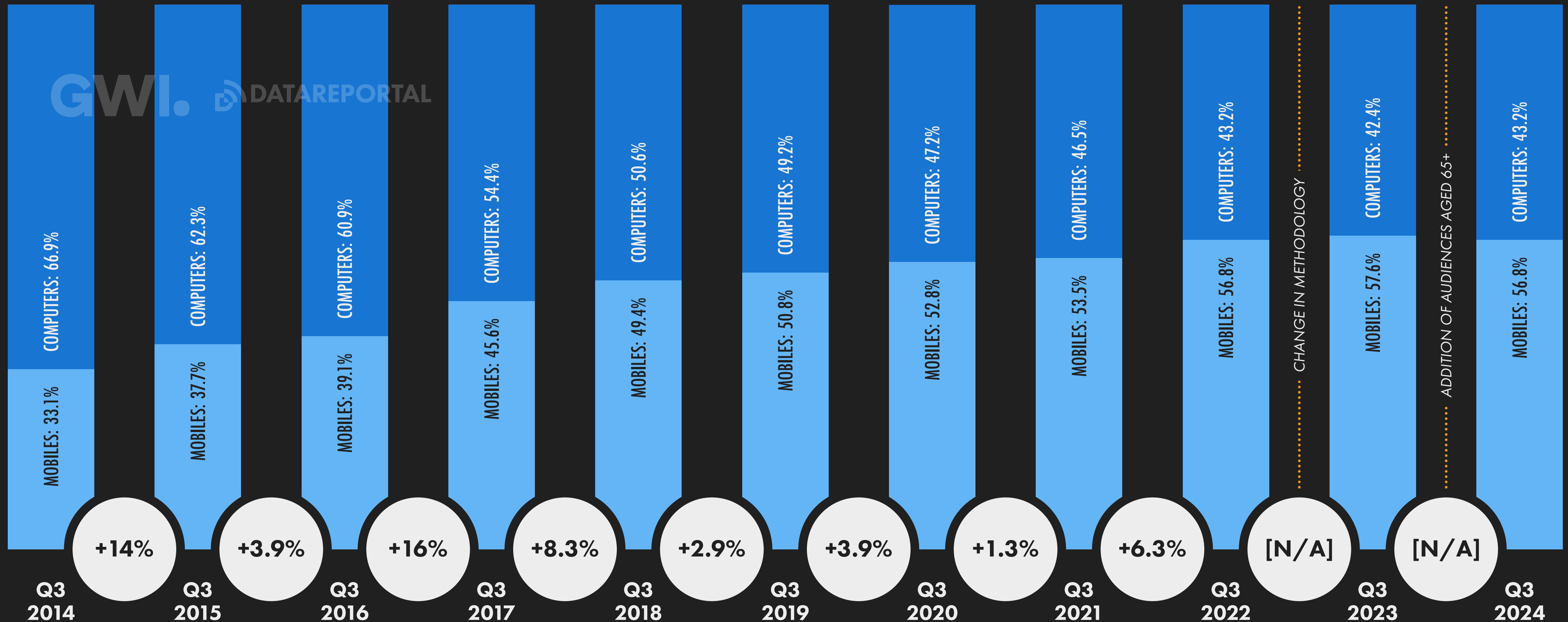
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# SHARE OF DAILY INTERNET TIME BY DEVICE (YOY)

DAILY TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

**COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

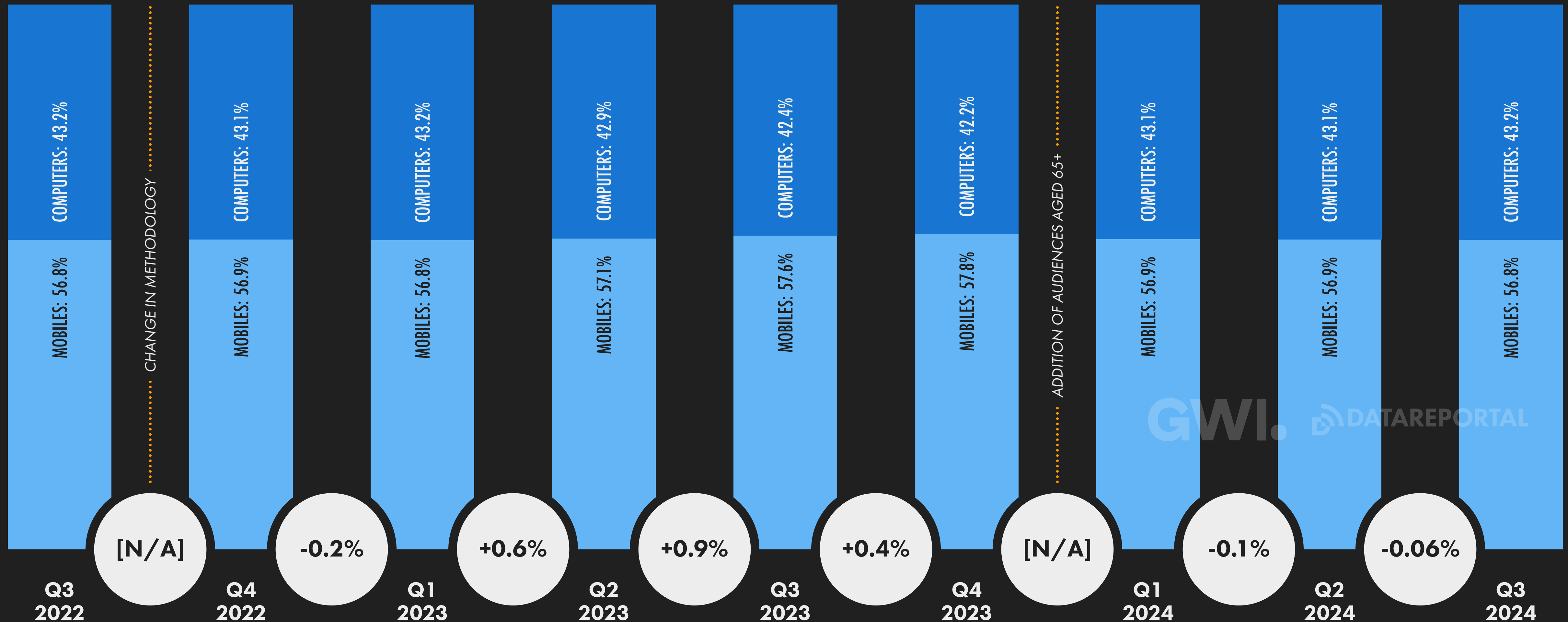
FEB  
2025

# SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

DAILY TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



GWI. DATAREPORTAL

**SOURCE:** GWI (Q3 2024). **NOTES:** "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).



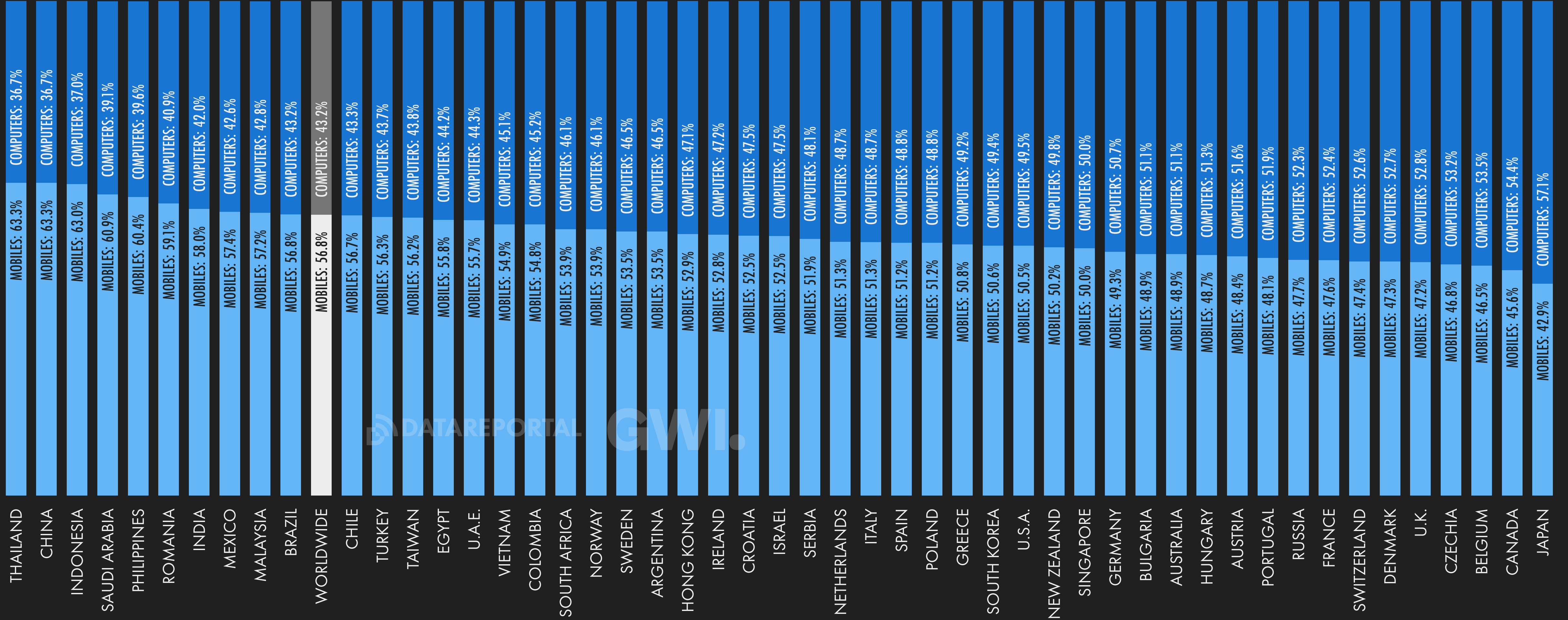
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# SHARE OF DAILY INTERNET TIME BY DEVICE

DAILY TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



DATA REPORTAL GWI

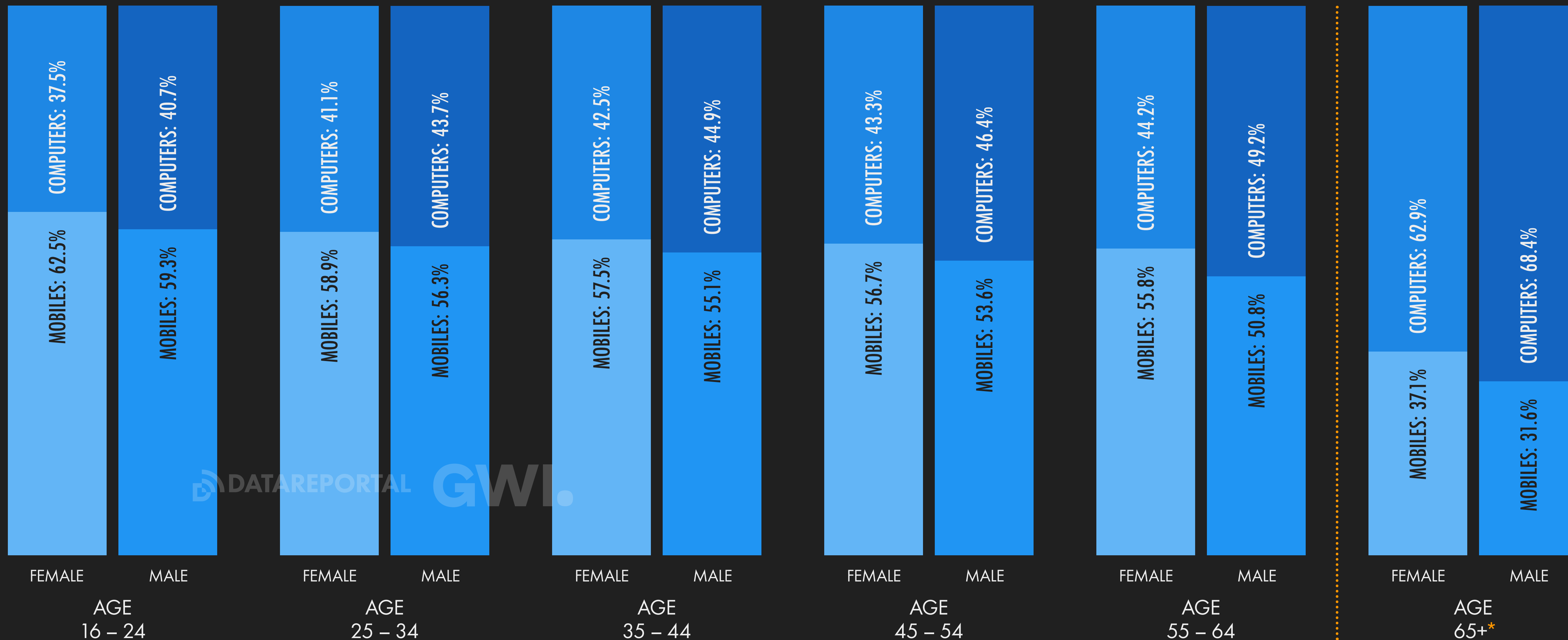
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2025

# SHARE OF DAILY INTERNET TIME BY DEVICE

DAILY TIME THAT **INTERNET USERS** SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



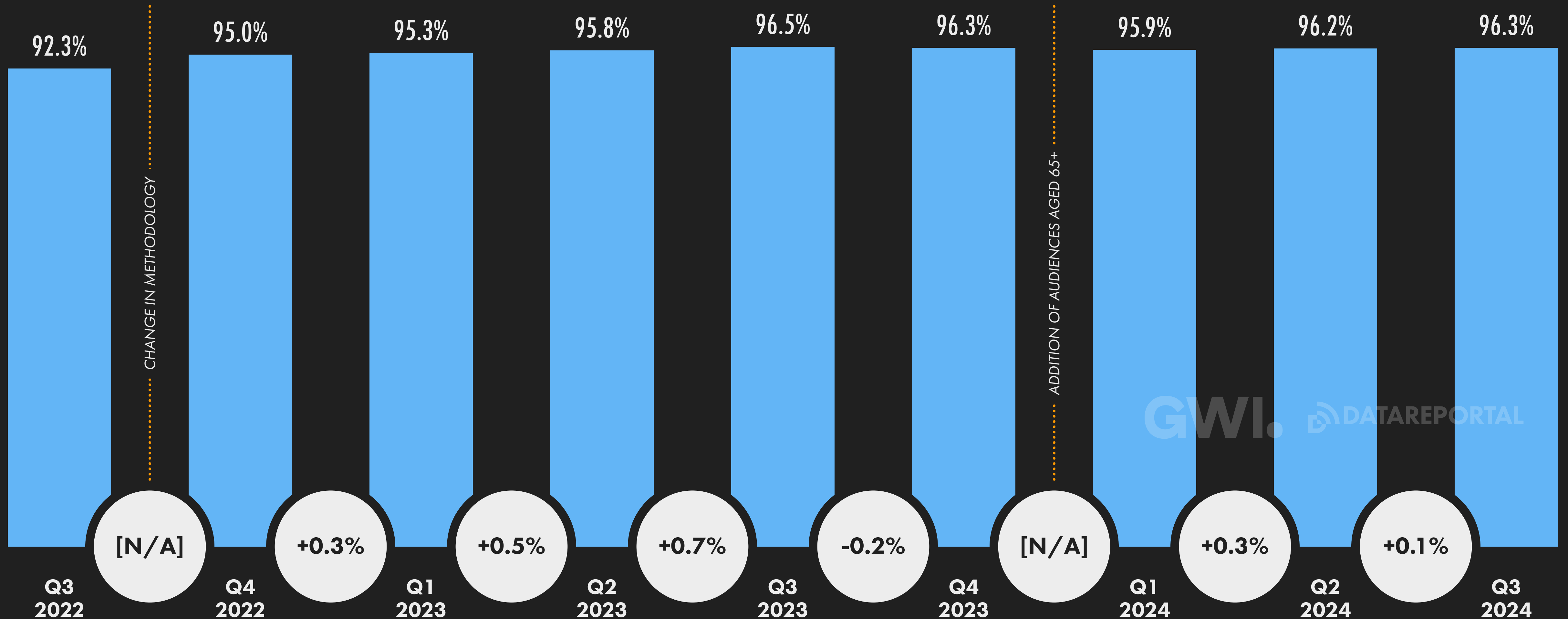
DATA REPORTAL GWI

SOURCE: GWI (Q3 2024). \*NOTE: DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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# USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET



SOURCE: GWI (Q3 2024). NOTES: "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

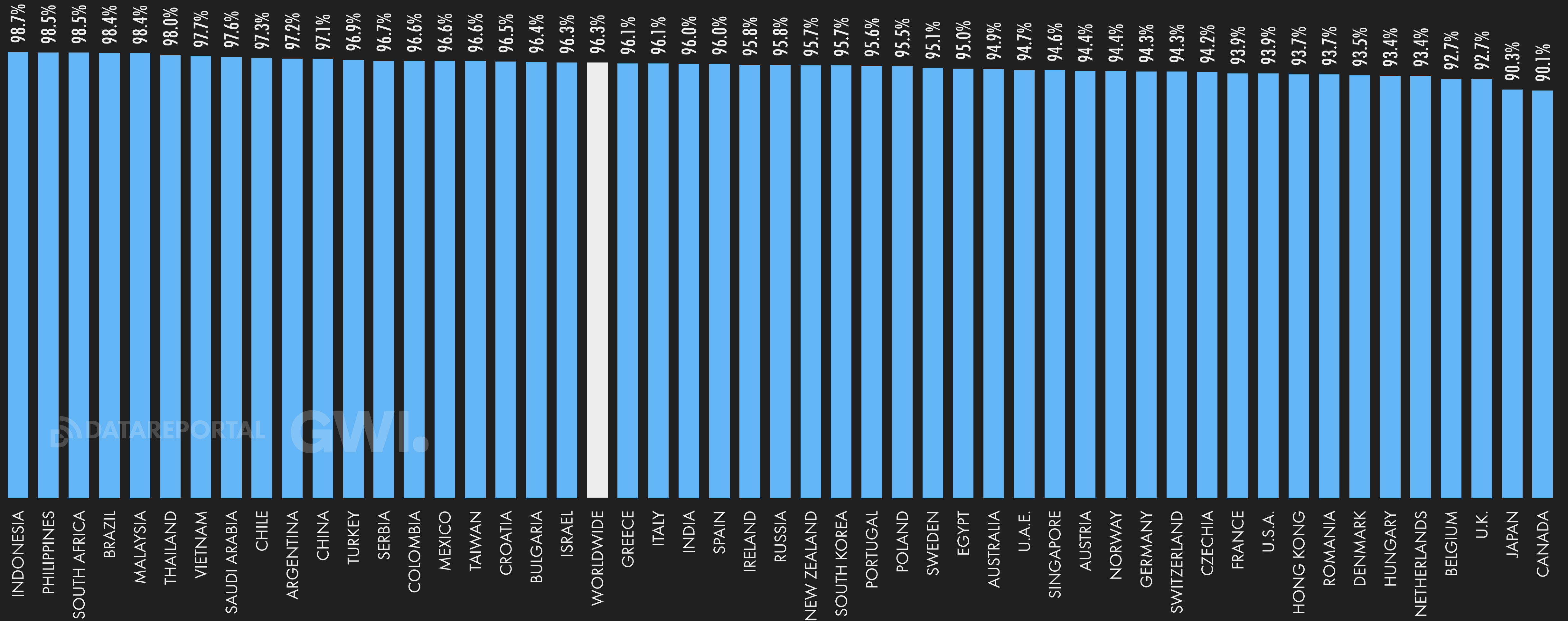
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# USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET



GLOBAL OVERVIEW



DATAREPORTAL GWI.

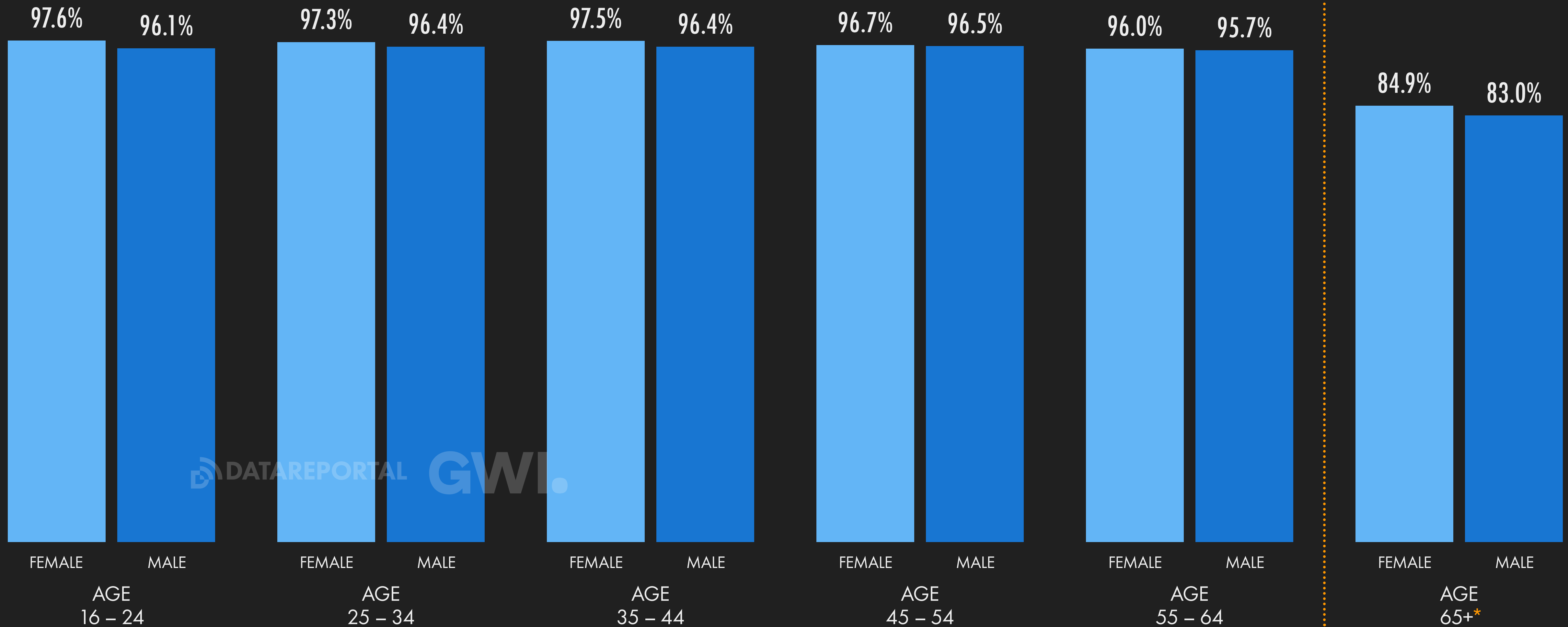
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# USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET



GLOBAL OVERVIEW



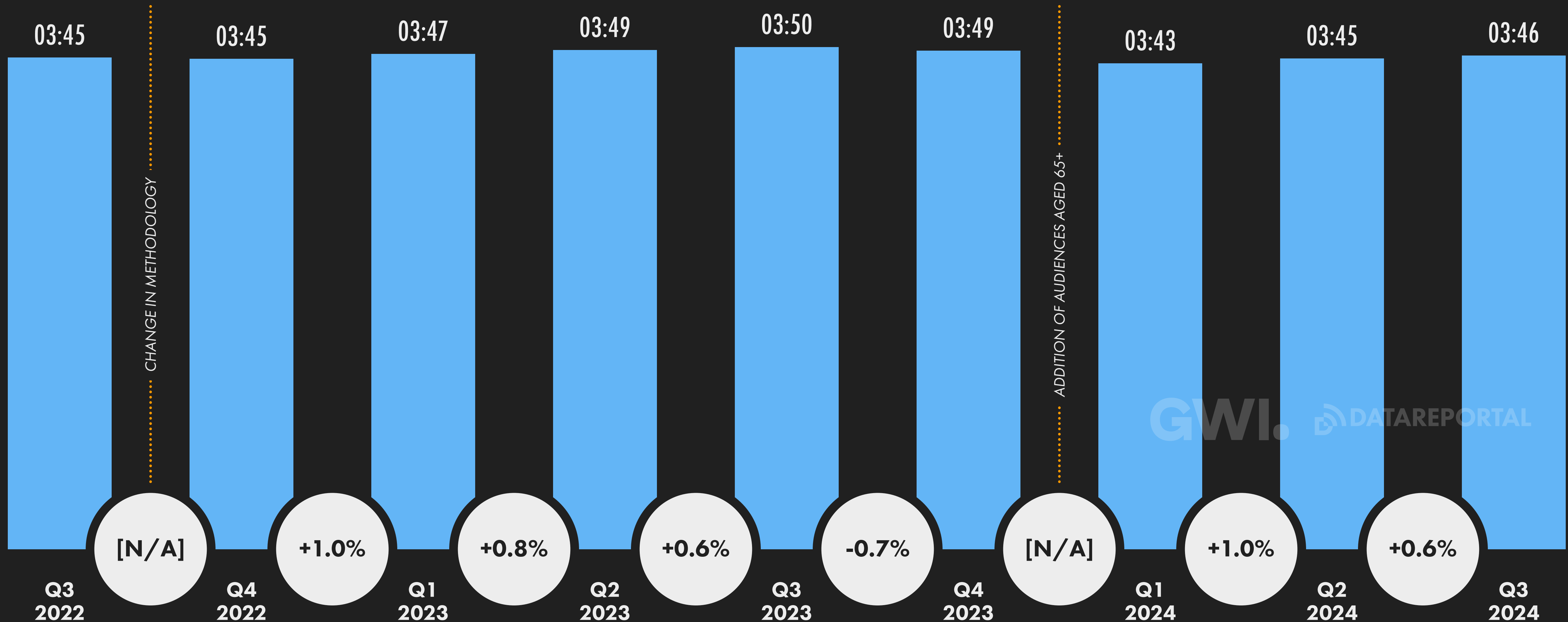
DATA REPORTAL GWI

SOURCE: GWI (Q3 2024). NOTES: "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON MOBILE PHONES



GWIDATAREPORTAL

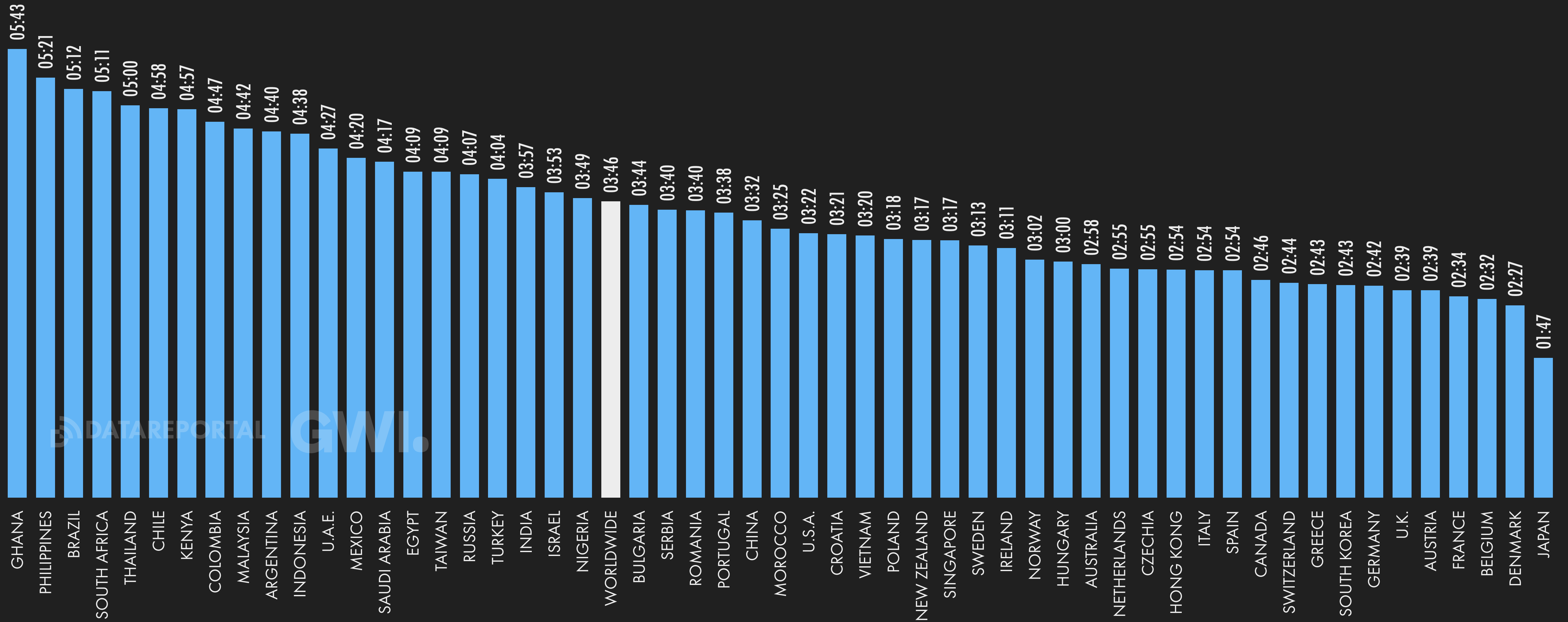
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# TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON MOBILE PHONES



GLOBAL OVERVIEW

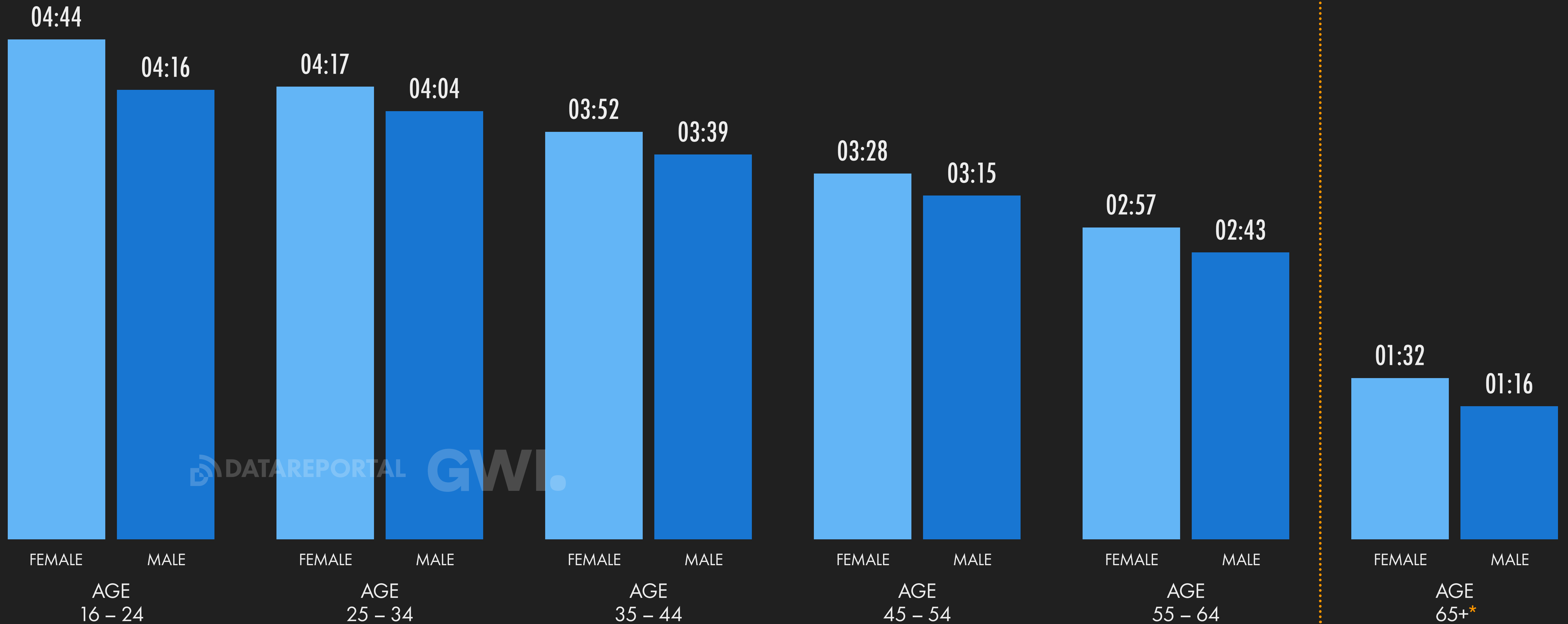


DATA REPORTAL GWI.

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2025

# TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS SPEND USING THE INTERNET ON MOBILE PHONES



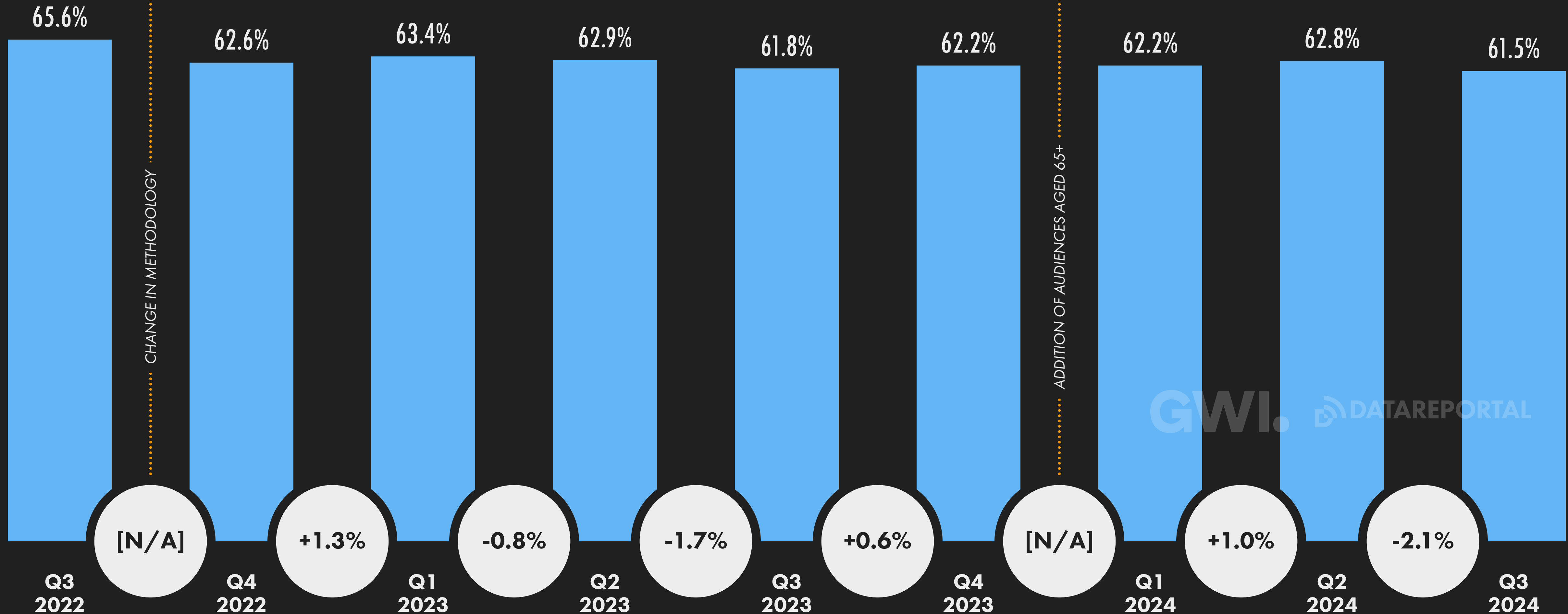
DATA REPORTAL GWI



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# USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET



GW | DATAREPORTAL

**SOURCE:** GWI (Q3 2024). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

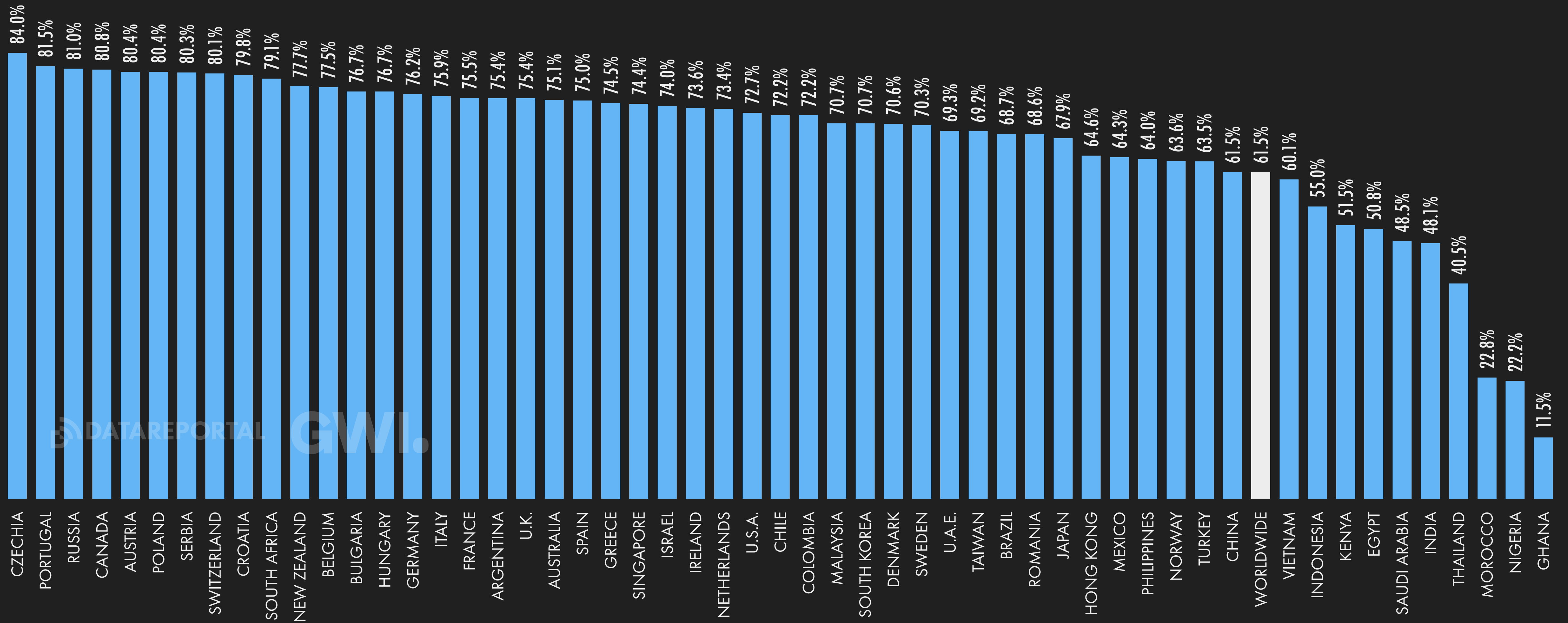
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# USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL GWI.

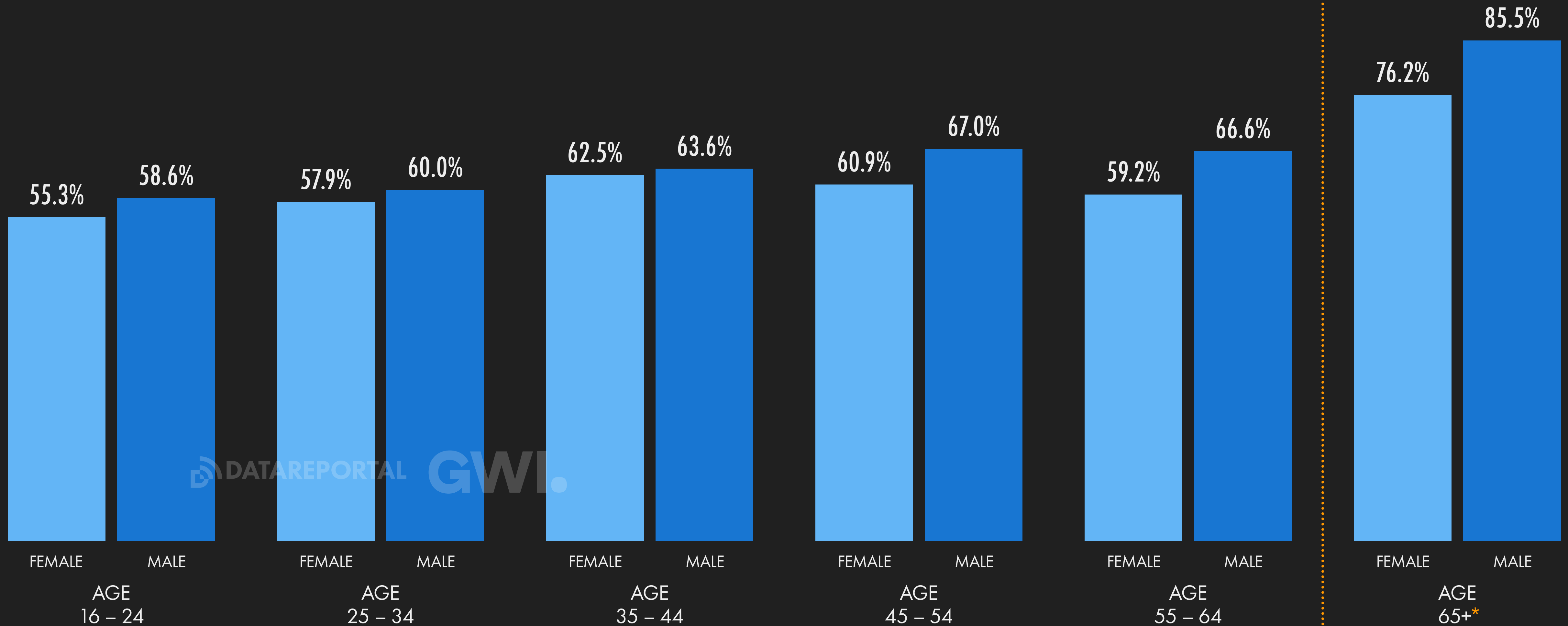
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# USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET



GLOBAL OVERVIEW



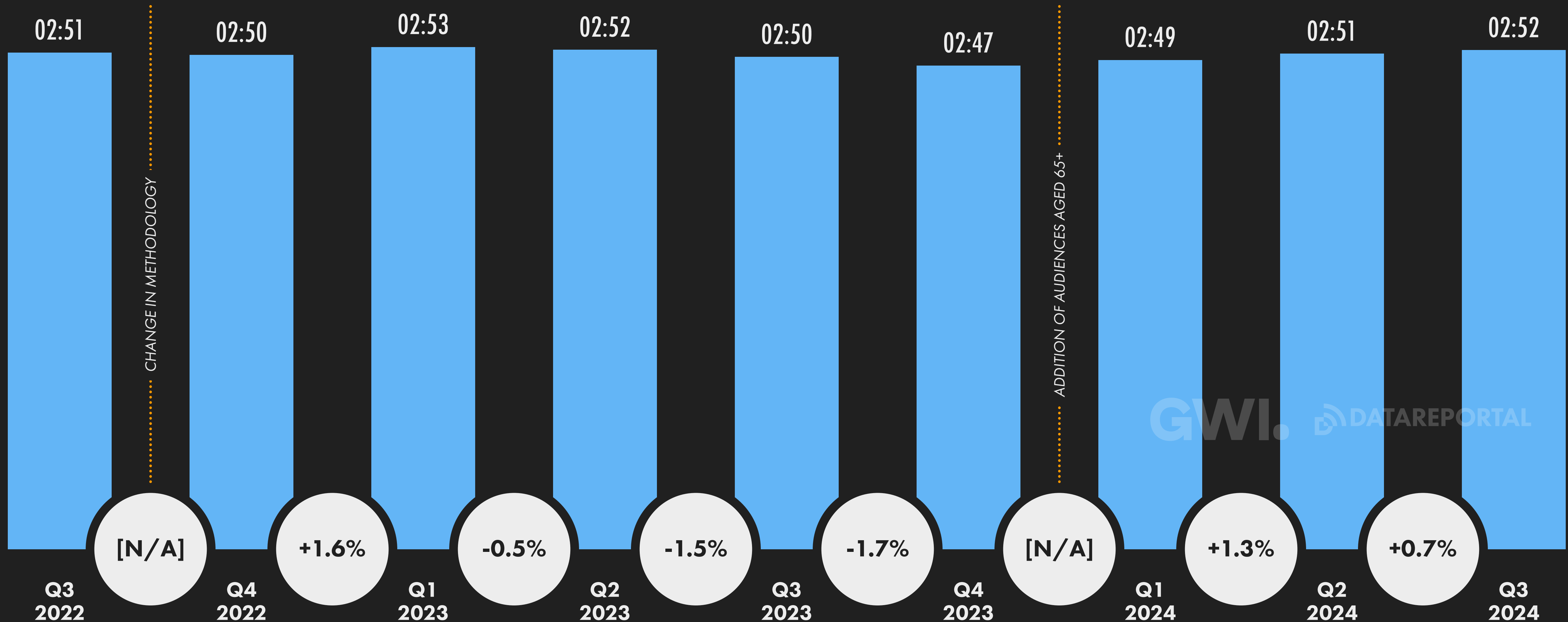
DATA REPORTAL GWI

SOURCE: GWI (Q3 2024). NOTES: INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS



CHANGE IN METHODOLOGY

ADDITION OF AUDIENCES AGED 65+

GWIDATAREPORTAL

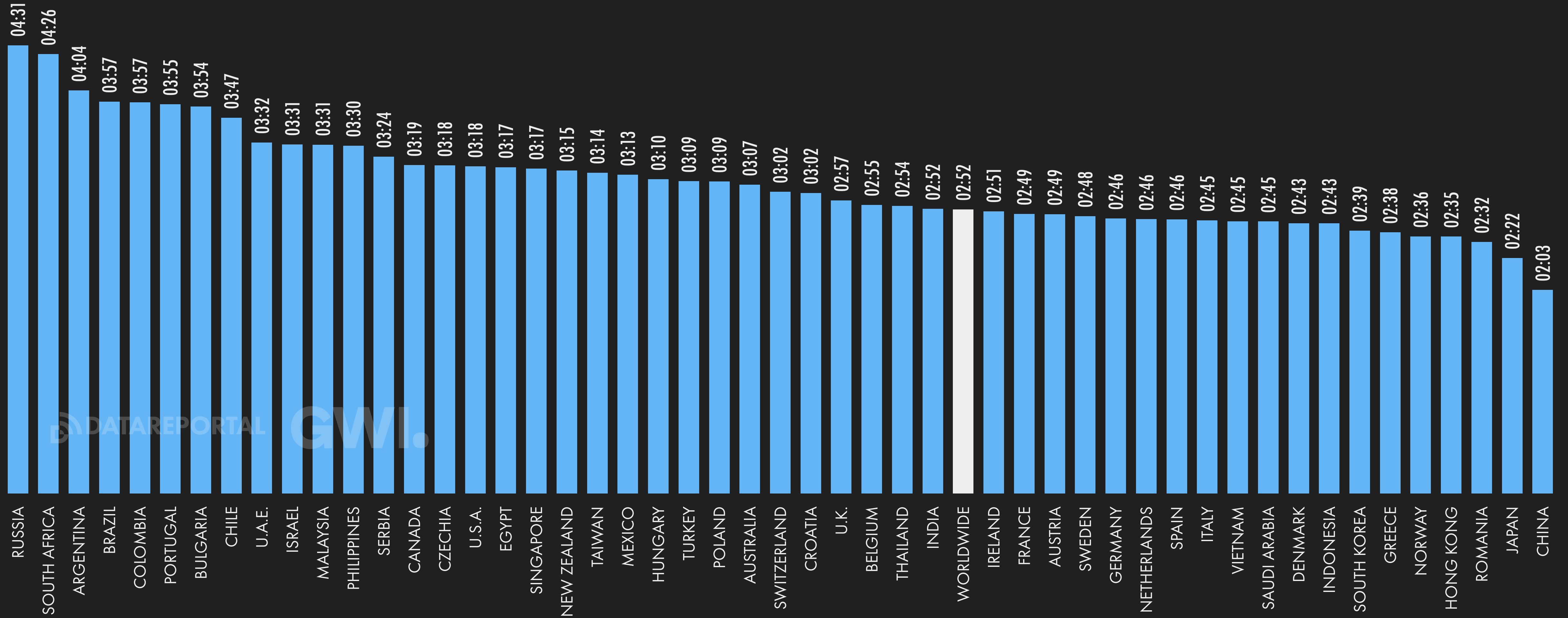
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# TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

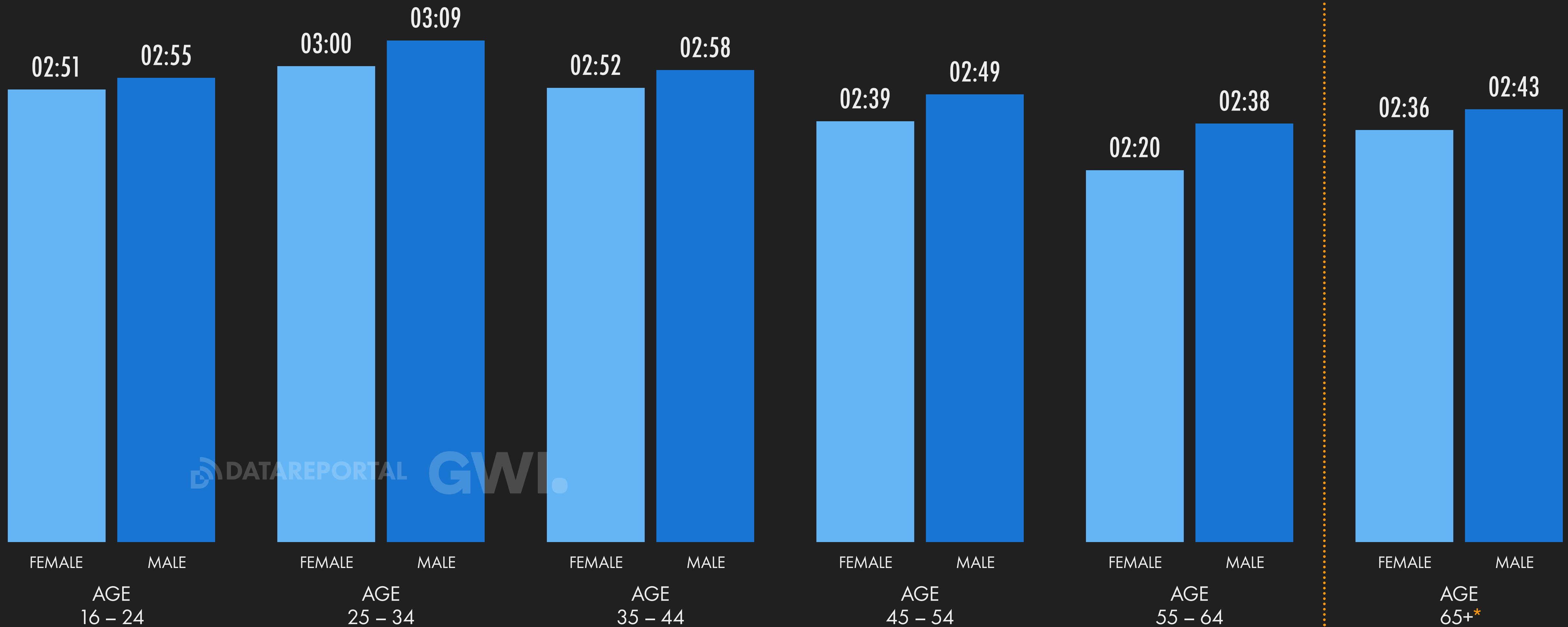
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2025

# TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

DOWNLOAD (MBPS)

61.52

UPLOAD (MBPS)

11.62

LATENCY (MS)

26

YEAR-ON-YEAR CHANGE IN  
MEDIAN SPEED OF MOBILE  
INTERNET CONNECTIONS



OOKLA

▲ DOWNLOAD

+26.1%

▲ UPLOAD

+4.7%

▲ LATENCY

-3.7%

MEDIAN SPEED OF  
FIXED INTERNET  
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

95.10

UPLOAD (MBPS)

51.49

LATENCY (MS)

9

YEAR-ON-YEAR CHANGE IN  
MEDIAN SPEED OF FIXED  
INTERNET CONNECTIONS



▲ DOWNLOAD

+5.8%

▲ UPLOAD

+24.8%

▲ LATENCY

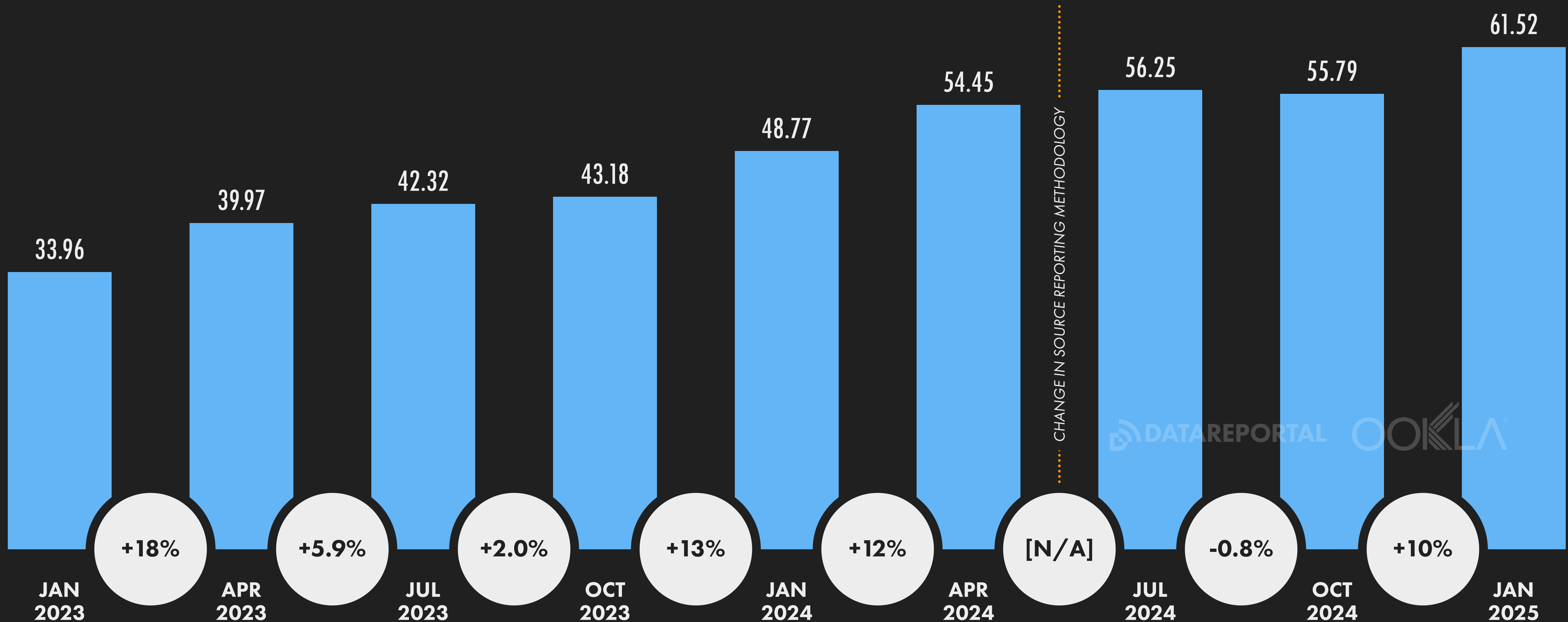
0%

**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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# MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



CHANGE IN SOURCE REPORTING METHODOLOGY

DATAREPORTAL OOKLA

SOURCE: OOKLA. NOTES: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. COMPARABILITY: STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.



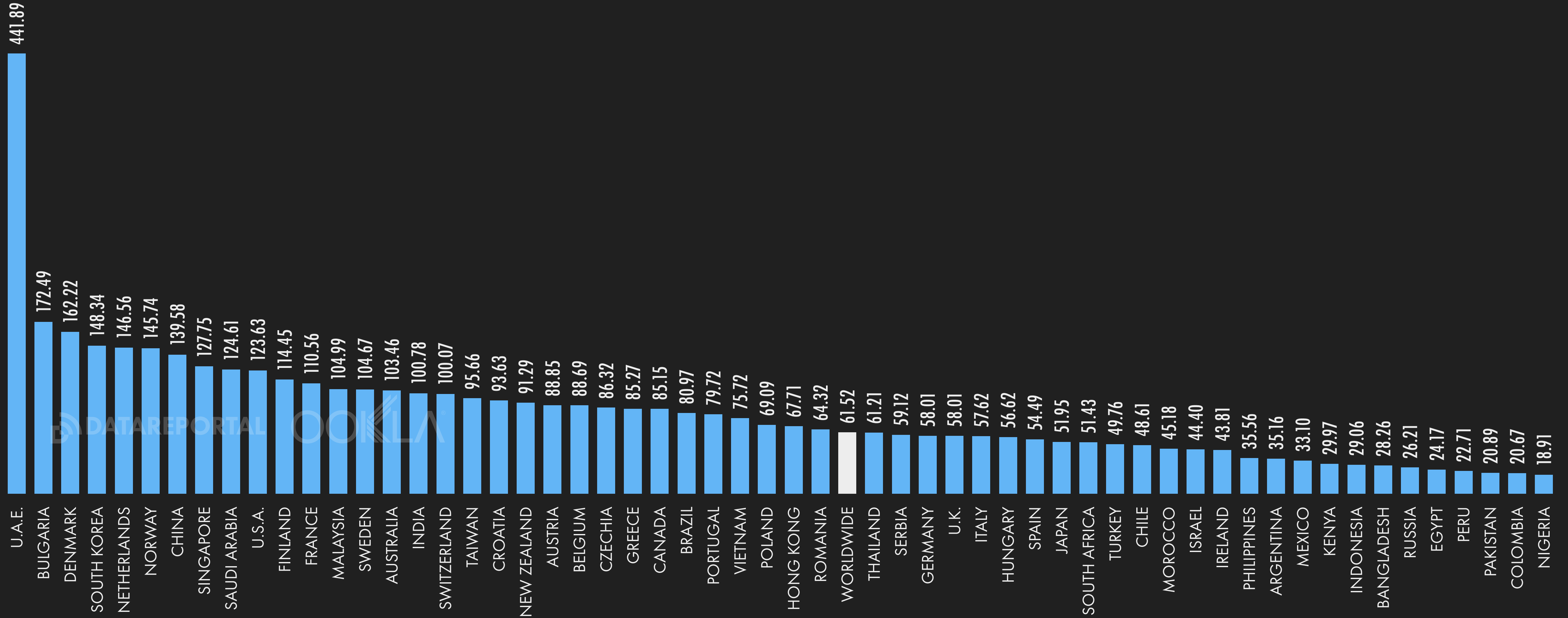
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# MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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# MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **MOBILE CONNECTIONS**



## FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	441.89	+50.7%	30.62	19
02	QATAR	358.27	+46.9%	27.09	19
03	KUWAIT	263.59	+39.4%	24.20	17
04	BULGARIA	172.49	+82.4%	22.76	19
05	DENMARK	162.22	+10.3%	20.23	19
06	SOUTH KOREA	148.34	+8.8%	16.33	49
07	NETHERLANDS	146.56	+19.2%	20.01	20
08	NORWAY	145.74	-4.9%	20.12	25
09	CHINA	139.58	-13.6%	23.02	34
10	LUXEMBOURG	134.14	+47.6%	13.74	20

## SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
111	MYANMAR	5.09	-78.16%	2.63	19
110	AFGHANISTAN	8.13	+69.02%	3.58	31
109	BOLIVIA	10.75	+4.67%	9.09	24
108	MOZAMBIQUE	12.60	-36.30%	9.68	33
107	SYRIA	12.68	+7.28%	4.04	34
106	BELARUS	13.42	+12.40%	7.62	27
105	VENEZUELA	14.70	+31.84%	6.40	34
104	LIBYA	16.88	+11.64%	6.70	26
103	ECUADOR	18.73	-13.05%	11.06	30
102	NIGERIA	18.91	-28.59%	10.40	31

**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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# CELLULAR DATA TRAFFIC

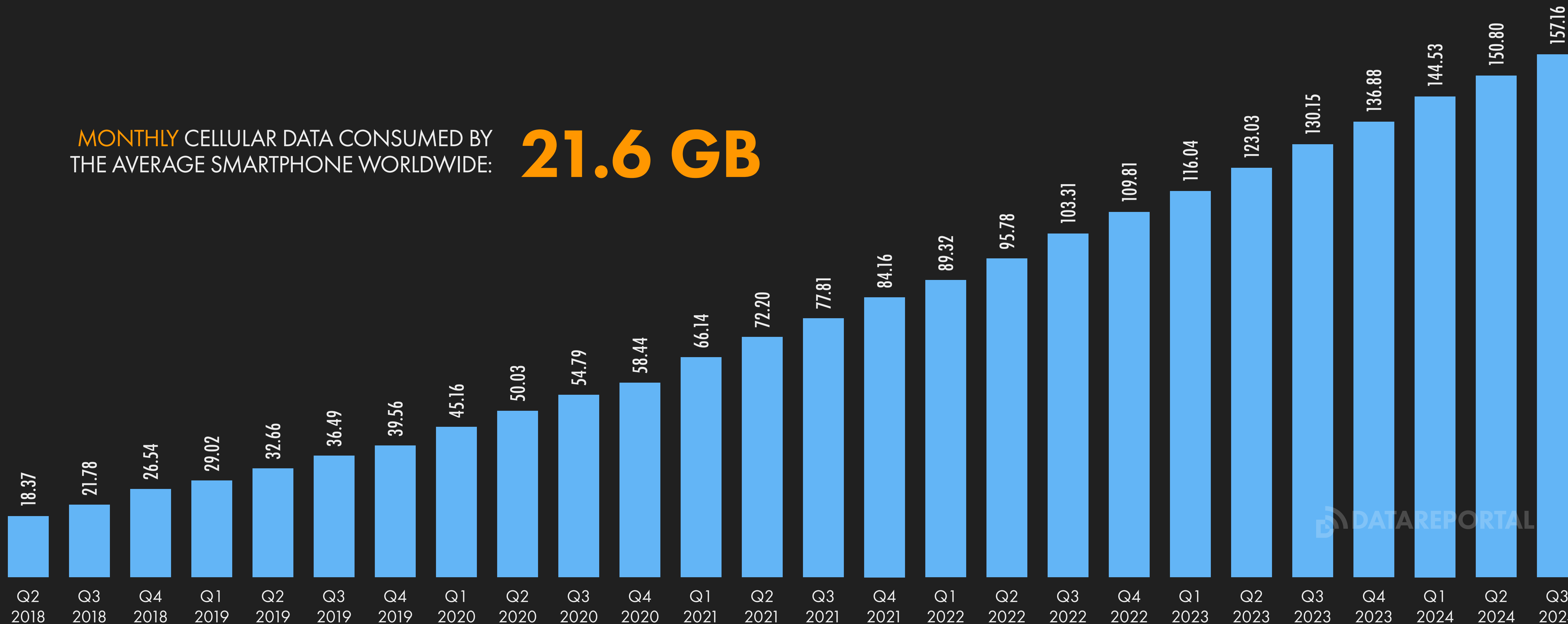
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE:

21.6 GB



DATA REPORTAL

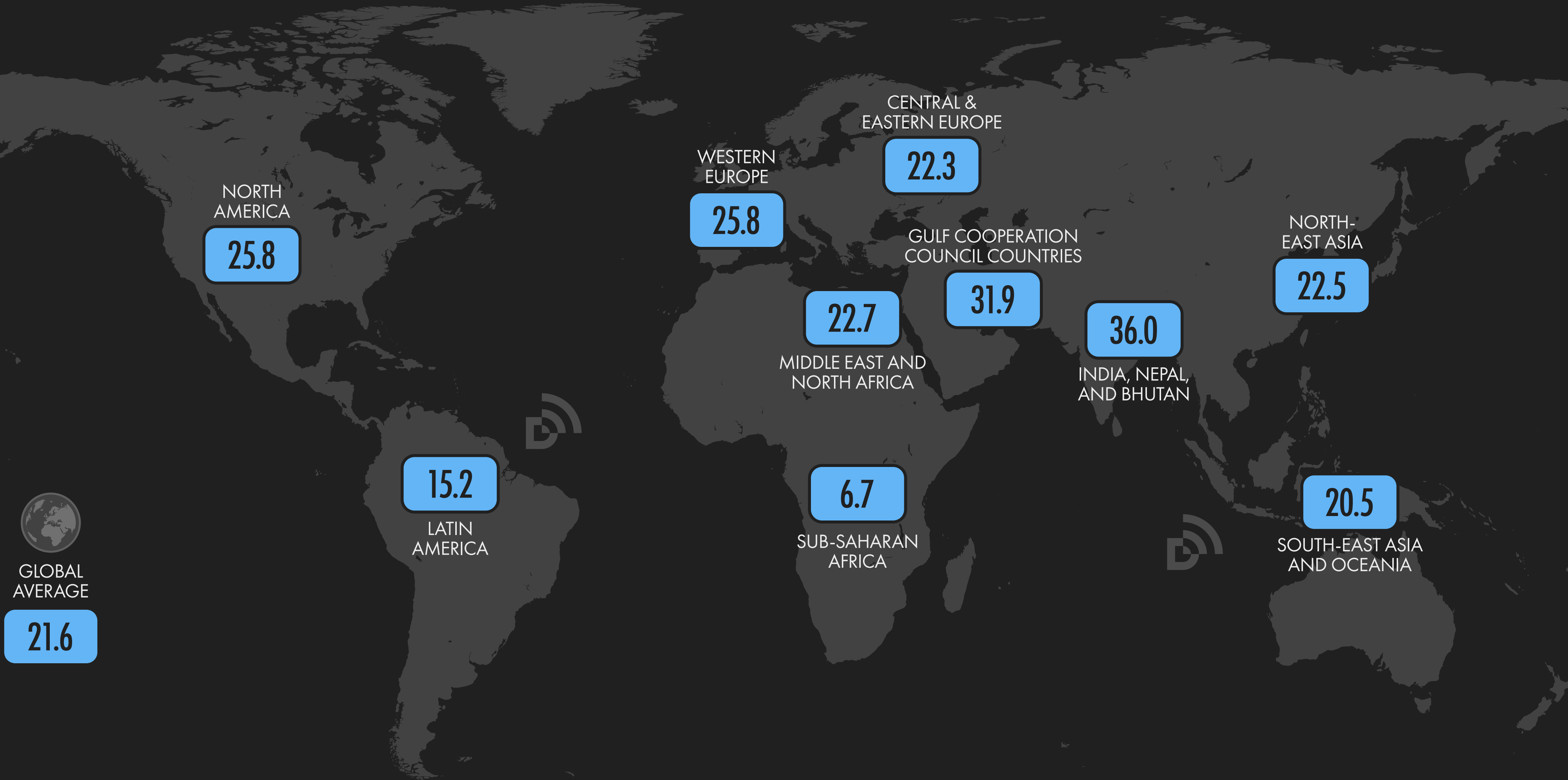
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2025

# MONTHLY CELLULAR DATA PER SMARTPHONE

AVERAGE MONTHLY CELLULAR MOBILE DATA CONSUMPTION PER SMARTPHONE (GIGABYTES PER MONTH)



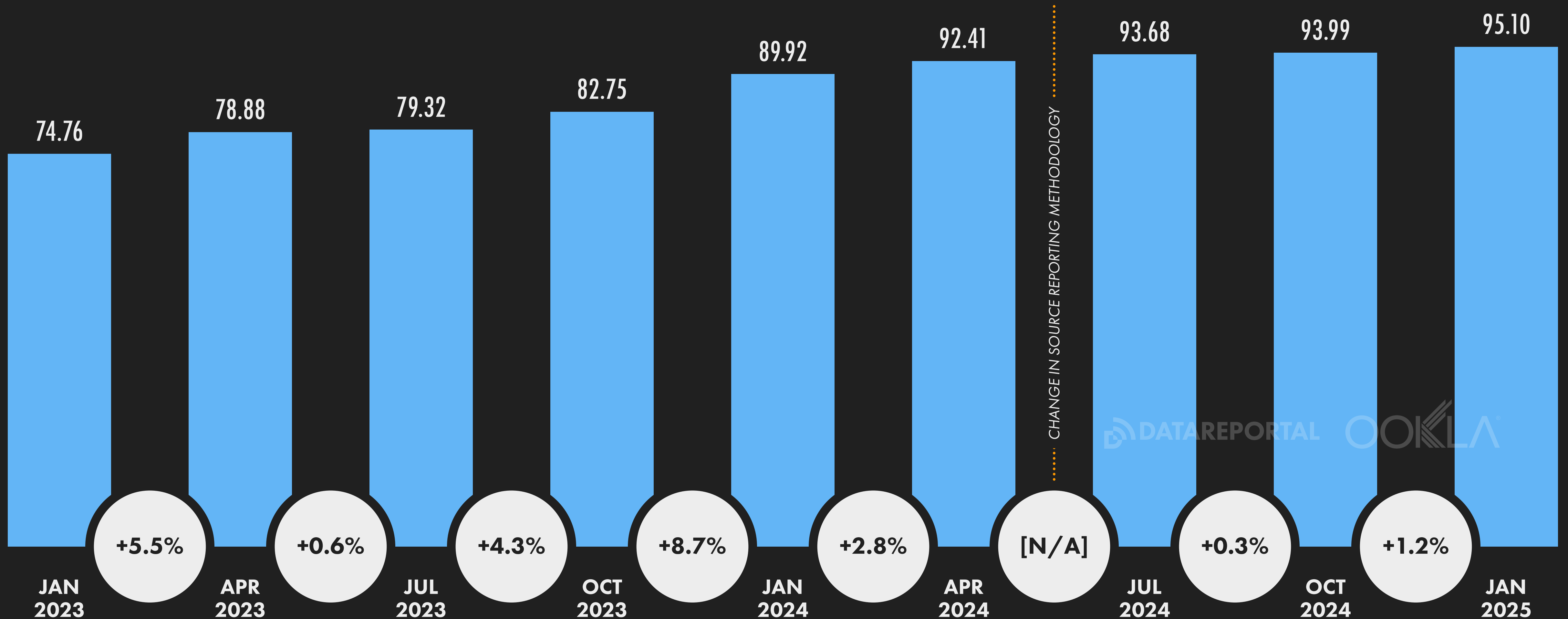
GLOBAL OVERVIEW



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# FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



CHANGE IN SOURCE REPORTING METHODOLOGY

DATAREPORTAL OOKLA

SOURCE: OOKLA. NOTES: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. COMPARABILITY: STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

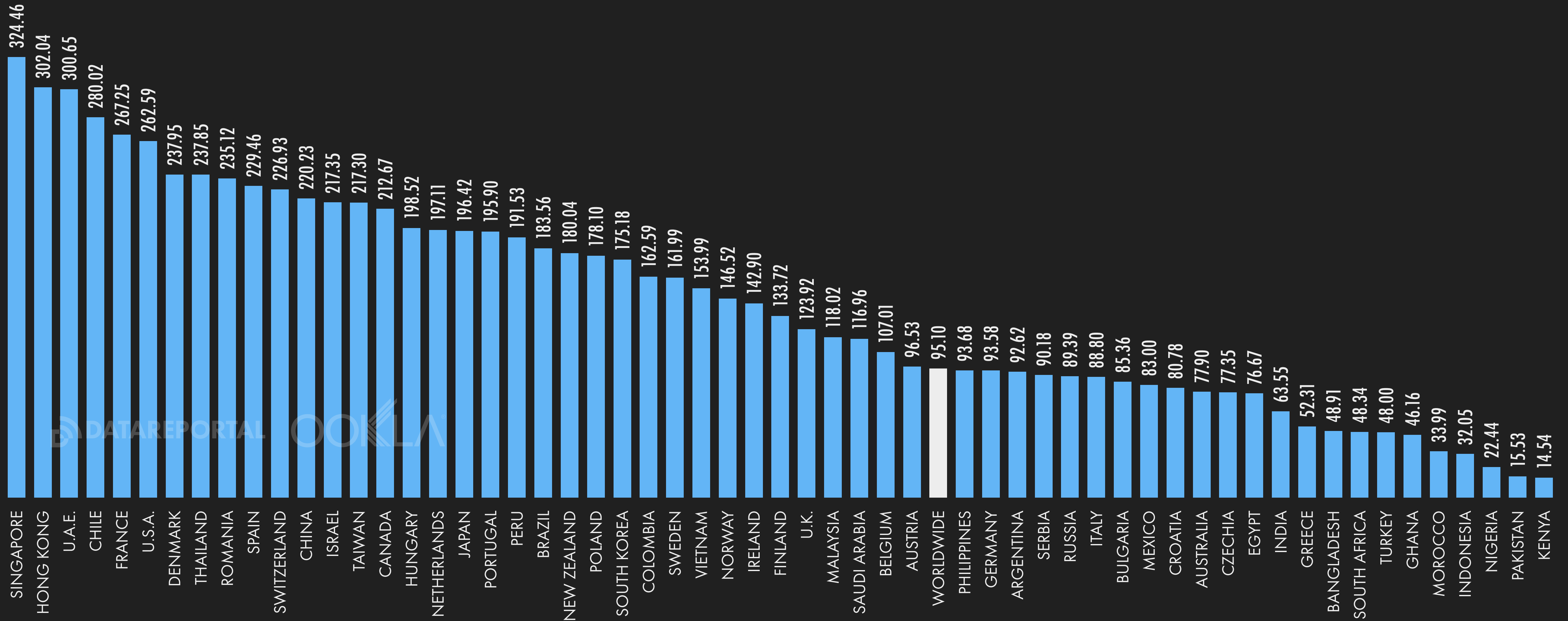
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2025

# FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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# FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST **MEDIAN** INTERNET DOWNLOAD SPEEDS VIA **FIXED CONNECTIONS**



## FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	324.46	+23.1%	269.20	4
02	HONG KONG	302.04	+16.6%	228.46	4
03	UNITED ARAB EMIRATES	300.65	+25.6%	152.16	5
04	CHILE	280.02	+14.2%	197.28	5
05	FRANCE	267.25	+28.9%	200.18	9
06	UNITED STATES OF AMERICA	262.59	+19.5%	39.39	13
07	ICELAND	241.45	+6.8%	221.75	3
08	DENMARK	237.95	+13.6%	146.81	7
09	THAILAND	237.85	+10.0%	205.64	6
10	ROMANIA	235.12	+15.0%	155.69	5

## SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
156	CUBA	2.93	+38.9%	0.92	108
155	SYRIA	3.40	-16.0%	3.29	27
154	AFGHANISTAN	3.58	+14.7%	2.86	30
153	TURKMENISTAN	3.60	-31.4%	1.97	105
152	ETHIOPIA	9.01	+16.7%	9.74	8
151	CAMEROON	9.48	-8.3%	4.09	142
150	GUINEA	9.50	-4.9%	4.71	12
149	YEMEN	9.68	+62.7%	4.69	56
148	LIBYA	10.93	+16.8%	6.02	26
147	BOTSWANA	11.43	+45.6%	6.74	34

**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

# COMPARING MOBILE AND FIXED INTERNET SPEEDS

COUNTRIES AND TERRITORIES WITH THE GREATEST DIFFERENCES BETWEEN MEDIAN DOWNLOAD SPEEDS FOR MOBILE AND FIXED CONNECTIONS



## LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

#	LOCATION	MOBILE ↓ DL SPEED	FIXED ↓ DL SPEED	RATIO
01	MALDIVES	95.58 MBPS	12.98 MBPS	7.4:1
02	SYRIA	12.68 MBPS	3.40 MBPS	3.7:1
03	SURINAME	46.18 MBPS	16.11 MBPS	2.9:1
04	GEORGIA	111.17 MBPS	41.65 MBPS	2.7:1
05	IRAN	38.88 MBPS	16.03 MBPS	2.4:1
06	NORTH MACEDONIA	112.56 MBPS	47.56 MBPS	2.4:1
07	LEBANON	30.20 MBPS	12.78 MBPS	2.4:1
08	TUNISIA	26.56 MBPS	11.55 MBPS	2.3:1
09	AFGHANISTAN	8.13 MBPS	3.58 MBPS	2.3:1
10	KENYA	29.97 MBPS	14.54 MBPS	2.1:1

## LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

#	LOCATION	FIXED ↓ DL SPEED	MOBILE ↓ DL SPEED	RATIO
01	PERU	191.53 MBPS	22.71 MBPS	8.4:1
02	COLOMBIA	162.59 MBPS	20.67 MBPS	7.9:1
03	PANAMA	161.48 MBPS	27.23 MBPS	5.9:1
04	CHILE	280.02 MBPS	48.61 MBPS	5.8:1
05	BELARUS	75.58 MBPS	13.42 MBPS	5.6:1
06	JORDAN	160.88 MBPS	30.51 MBPS	5.3:1
07	ECUADOR	98.68 MBPS	18.73 MBPS	5.3:1
08	MYANMAR	25.83 MBPS	5.09 MBPS	5.1:1
09	VENEZUELA	72.41 MBPS	14.70 MBPS	4.9:1
10	ISRAEL	217.35 MBPS	44.40 MBPS	4.9:1

**SOURCE:** OOKLA. **NOTES:** "↓ DL SPEED" FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. "RATIO" FIGURES OFFER A COMPARISON BETWEEN THE TWO DOWNLOAD SPEEDS. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.



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# SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE  
PHONES



**63.05%**

YEAR-ON-YEAR CHANGE

**+8.8%**

**+511 BPS**

LAPTOP AND  
DESKTOP COMPUTERS



**35.06%**

YEAR-ON-YEAR CHANGE

**-12.5%**

**-500 BPS**

TABLET  
DEVICES



**1.86%**

YEAR-ON-YEAR CHANGE

**-4.6%**

**-9 BPS**

OTHER  
DEVICES



**0.03%**

YEAR-ON-YEAR CHANGE

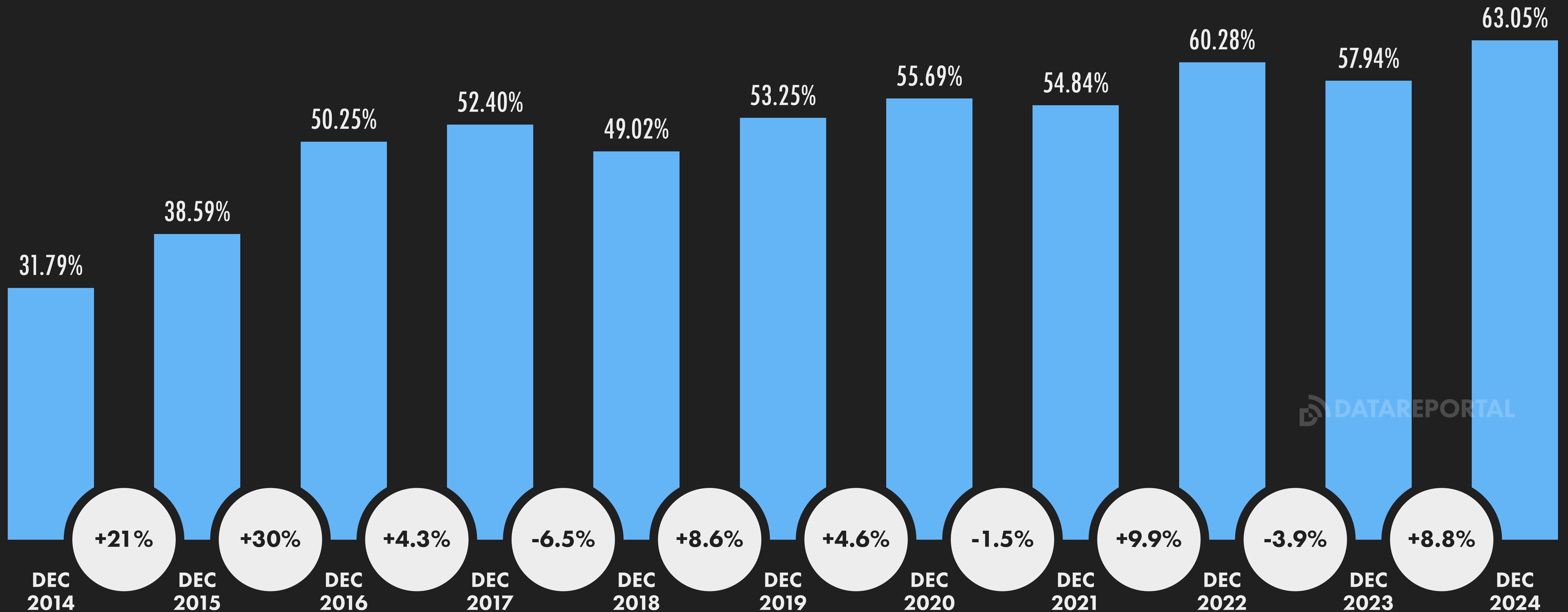
**-50.0%**

**-3 BPS**

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# MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES



DATAREPORTAL

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

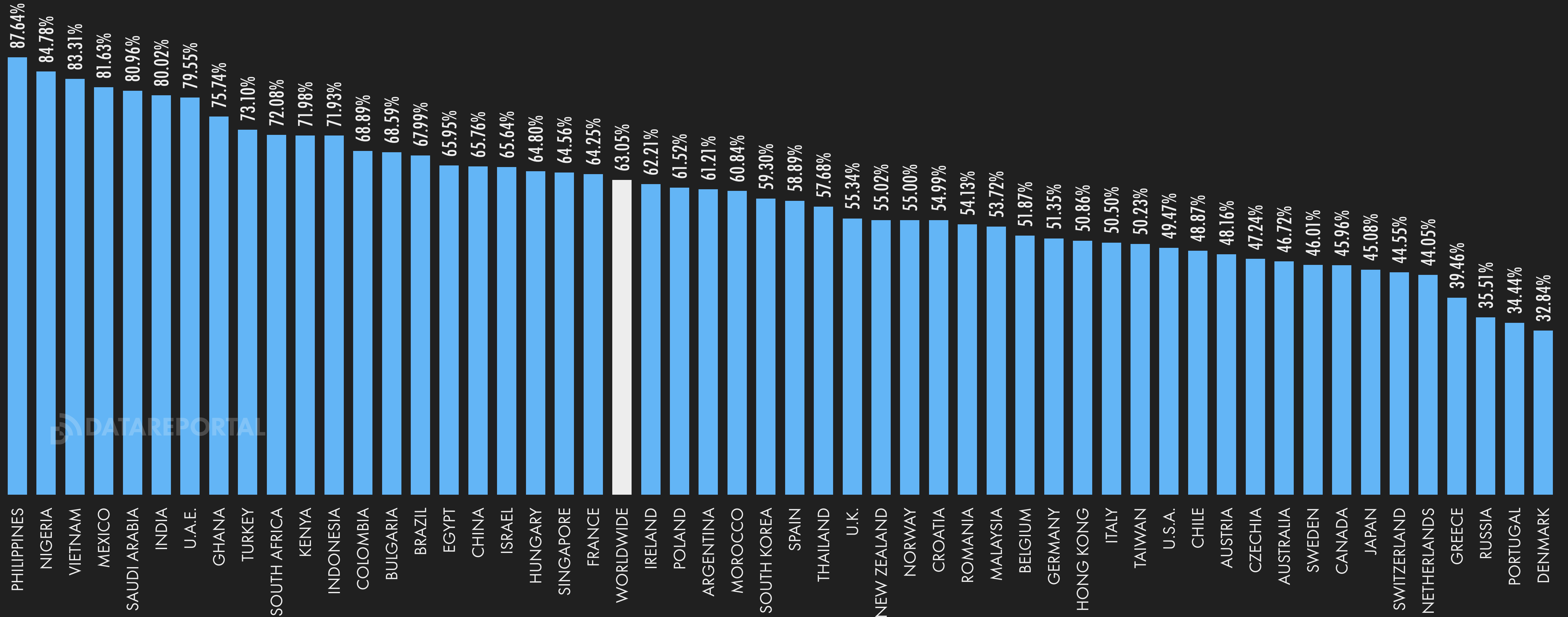
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# MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES



GLOBAL OVERVIEW



DATA REPORTAL

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# SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2024



GLOBAL OVERVIEW

ANDROID 73.49%

IOS 26.04%

0.31% SAMSUNG

0.03% KAIOS

0.01% LINUX

0.01% WINDOWS

0.11% OTHERS

DATA REPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2024. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

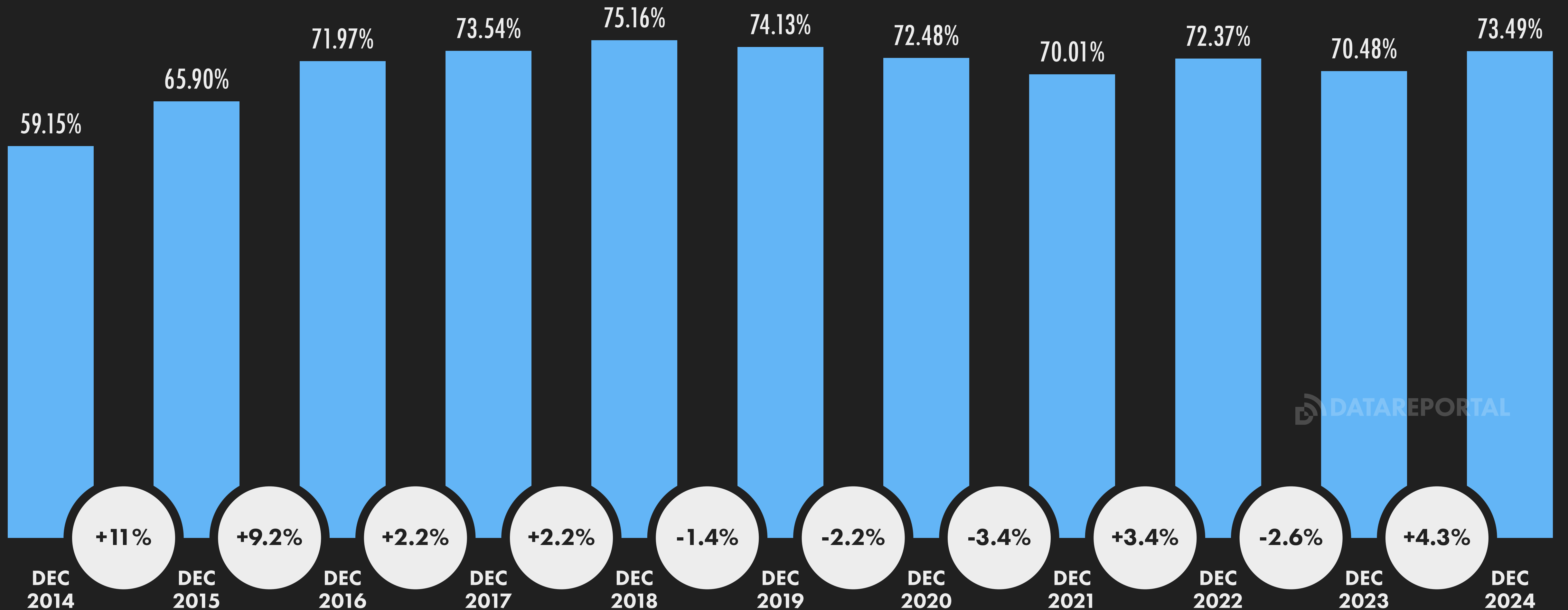
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# ANDROID'S SHARE OF MOBILE WEB TRAFFIC (YOY)

WEB PAGE REQUESTS ORIGINATING FROM ANDROID PHONES AS A PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM ALL MOBILE PHONES



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

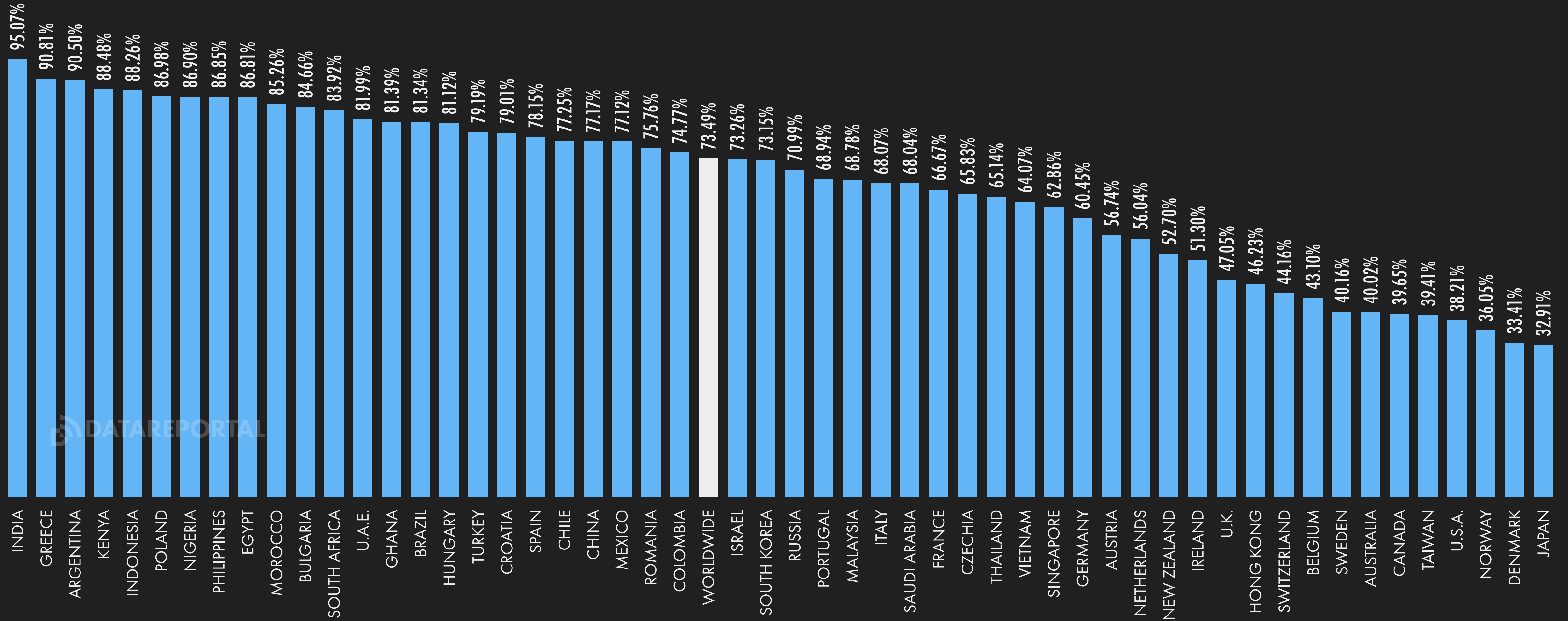
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# ANDROID'S SHARE OF MOBILE WEB TRAFFIC

WEB PAGE REQUESTS ORIGINATING FROM **ANDROID** PHONES AS A PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM ALL MOBILE PHONES



GLOBAL OVERVIEW



DATA REPORTAL

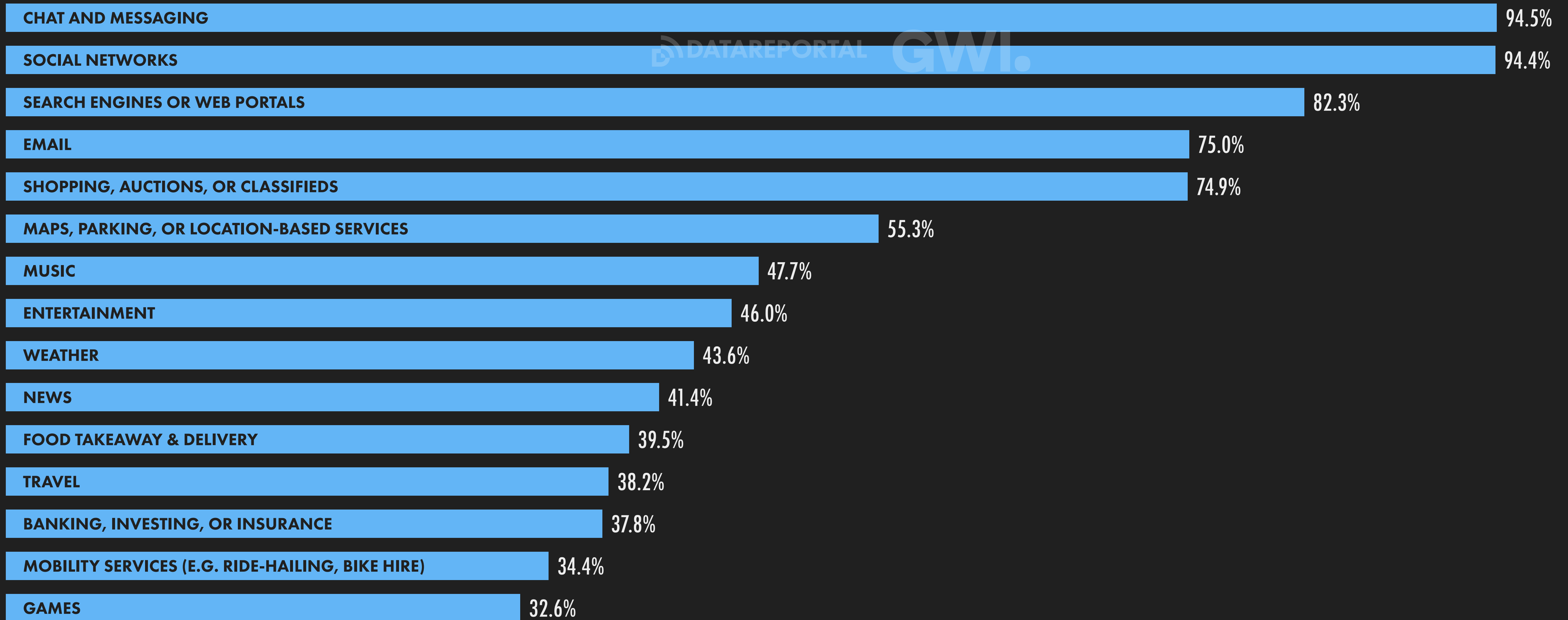
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# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



GLOBAL OVERVIEW



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# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF **INTERNET USERS** WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE **PAST MONTH**



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
SOCIAL NETWORKS 97.3%	SOCIAL NETWORKS 96.7%	CHAT & MESSAGING 95.8%	CHAT & MESSAGING 94.3%	CHAT & MESSAGING 91.2%	SEARCH ENGINES & PORTALS 85.7%
CHAT & MESSAGING 96.5%	CHAT & MESSAGING 96.3%	SOCIAL NETWORKS 95.5%	SOCIAL NETWORKS 93.2%	SOCIAL NETWORKS 89.5%	EMAIL 84.9%
SEARCH ENGINES & PORTALS 83.5%	SEARCH ENGINES & PORTALS 82.6%	SEARCH ENGINES & PORTALS 82.2%	SEARCH ENGINES & PORTALS 81.4%	SEARCH ENGINES & PORTALS 79.7%	SHOPPING 77.0%
EMAIL 76.2%	SHOPPING 75.7%	SHOPPING 77.1%	SHOPPING 74.6%	EMAIL 73.2%	SOCIAL NETWORKS 74.0%
SHOPPING 73.4%	EMAIL 74.2%	EMAIL 74.8%	EMAIL 74.3%	SHOPPING 71.9%	CHAT & MESSAGING 72.8%
MAPS, PARKING & LOCATION 56.4%	MAPS, PARKING & LOCATION 55.1%	MAPS, PARKING & LOCATION 55.4%	MAPS, PARKING & LOCATION 55.2%	MAPS, PARKING & LOCATION 53.4%	WEATHER 68.1%
MUSIC 55.7%	MUSIC 51.0%	MUSIC 47.4%	NEWS 48.6%	WEATHER 53.4%	NEWS 55.3%
ENTERTAINMENT 53.7%	ENTERTAINMENT 49.6%	ENTERTAINMENT 46.4%	WEATHER 48.4%	NEWS 52.6%	MAPS, PARKING & LOCATION 55.0%
GAMES 44.3%	FOOD TAKEAWAY & DELIVERY 45.4%	NEWS 44.4%	MUSIC 44.0%	MUSIC 38.3%	BANKING & FINANCE 44.6%
FOOD TAKEAWAY & DELIVERY 41.1%	TRAVEL 40.7%	WEATHER 44.0%	ENTERTAINMENT 42.4%	BANKING & FINANCE 38.2%	TRAVEL 31.0%

GWI.

GWI.

GWI.

GWI.

GWI.

GWI.



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# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	83.0 B	3.17 B	10M 52S	8.18
02	YOUTUBE.COM	28.5 B	1.73 B	20M 07S	10.90
03	FACEBOOK.COM	12.3 B	1.04 B	10M 53S	11.66
04	INSTAGRAM.COM	5.88 B	931 M	8M 38S	11.60
05	WHATSAPP.COM	4.55 B	596 M	15M 10S	8.27
06	X.COM	4.44 B	448 M	12M 17S	12.20
07	WIKIPEDIA.ORG	3.93 B	908 M	3M 19S	3.11
08	CHATGPT.COM	3.53 B	310 M	6M 12S	3.67
09	REDDIT.COM	3.50 B	642 M	6M 02S	4.60
10	YAHOO.COM	3.45 B	403 M	8M 04S	5.23



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.CO.JP	3.22 B	142 M	9M 11S	7.49
12	YANDEX.RU	2.80 B	180 M	8M 51S	8.37
13	AMAZON.COM	2.69 B	515 M	6M 16S	9.13
14	BAIDU.COM	2.40 B	138 M	5M 38S	8.36
15	TIKTOK.COM	2.20 B	743 M	3M 49S	4.95
16	NETFLIX.COM	1.83 B	252 M	6M 57S	3.75
17	MICROSOFTONLINE.COM	1.82 B	286 M	2M 17S	2.65
18	BING.COM	1.78 B	218 M	6M 51S	5.13
19	PORNHUB.COM	1.73 B	284 M	8M 00S	7.61
20	LINKEDIN.COM	1.70 B	318 M	8M 17S	7.78



**SOURCE:** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

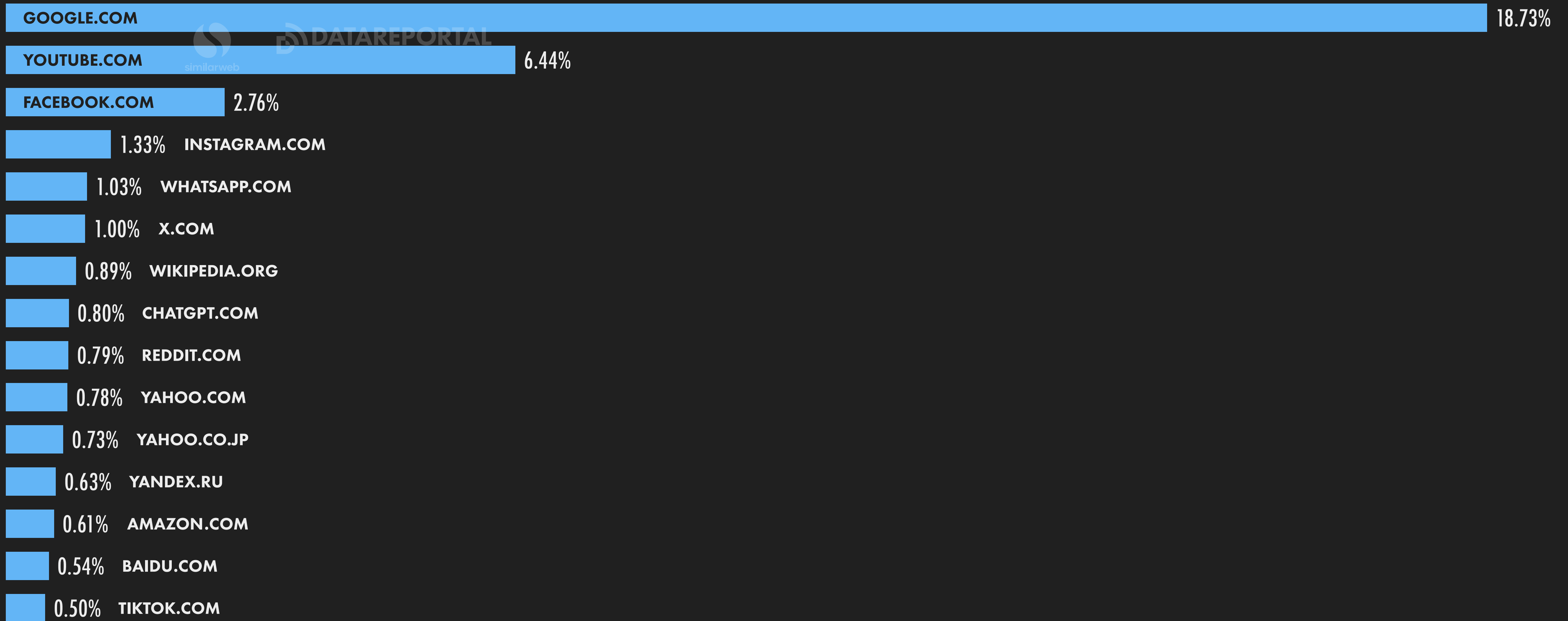
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# SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



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# TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN NOVEMBER 2024



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	136 B	6.25 B	12M 53S	4.59
02	YOUTUBE.COM	72.8 B	3.64 B	24M 15S	7.36
03	FACEBOOK.COM	12.7 B	2.00 B	14M 55S	7.05
04	WIKIPEDIA.ORG	6.88 B	1.54 B	8M 50S	2.49
05	INSTAGRAM.COM	6.76 B	1.50 B	13M 28S	8.28
06	REDDIT.COM	5.97 B	1.03 B	12M 27S	2.66
07	PORNHUB.COM	5.25 B	928 M	10M 20S	7.79
08	BING.COM	5.20 B	679 M	10M 21S	4.18
09	CHATGPT.COM	4.75 B	566 M	9M 07S	2.63
10	X.COM	4.29 B	842 M	15M 26S	6.53

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YANDEX.RU	4.01 B	376 M	10M 35S	4.34
12	WHATSAPP.COM	3.96 B	585 M	31M 17S	3.76
13	AMAZON.COM	3.63 B	795 M	11M 32S	7.03
14	YAHOO.COM	3.47 B	437 M	12M 13S	3.77
15	XVIDEOS.COM	3.47 B	613 M	12M 35S	9.50
16	DUCKDUCKGO.COM	3.08 B	172 M	10M 33S	2.42
17	TWITTER.COM	2.70 B	817 M	9M 08S	2.03
18	MSN.COM	2.59 B	226 M	18M 09S	3.83
19	NETFLIX.COM	2.56 B	418 M	13M 43S	3.26
20	TIKTOK.COM	2.49 B	927 M	8M 57S	5.00

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN NOVEMBER 2024. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD **AVOID VISITING UNKNOWN DOMAINS.** **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.


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# MOST VIEWED WIKIPEDIA PAGES IN 2024

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2024



GLOBAL OVERVIEW

#	PAGE	VIEWS	EDITS
01	DEATHS IN 2024	49,860,251	[N/A]
02	YOUTUBE	42,160,485	561
03	2024 U.S. PRESIDENTIAL ELECTION 	30,764,941	5,735
04	KAMALA HARRIS	29,333,445	1,249
05	DONALD TRUMP	27,137,994	4,337
06	INDIAN PREMIER LEAGUE	24,735,040	438
07	DEADPOOL & WOLVERINE	22,399,669	3,072
08	PROJECT 2025	20,195,355	2,258
09	CHATGPT	18,785,473	573
10	2024 INDIAN GENERAL ELECTION	18,433,674	2,836

#	PAGE	VIEWS	EDITS
11	ELON MUSK	18,374,329	1,211
12	TAYLOR SWIFT 	18,185,355	1,530
13	2020 U.S. PRESIDENTIAL ELECTION	17,318,101	245
14	UNITED STATES	16,463,778	1,771
15	LYLE AND ERIK MENENDEZ	16,144,629	3
16	2024 SUMMER OLYMPICS	16,083,996	3,916
17	FACEBOOK	15,786,994	164
18	UEFA EURO 2024	15,649,928	1,638
19	JOE BIDEN	15,272,693	1,219
20	KALKI 2898 AD	15,044,013	1,994

**SOURCE:** WM.CLOUD. **NOTES:** VIEWS REPRESENT TOTAL (CUMULATIVE) PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2024. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000; FIGURES FOR EDITS ARE SHOWN AS IS. AS PER GUIDANCE FROM THE WIKIMEDIA FOUNDATION, THIS RANKING EXCLUDES PAGES WITH HIGH VOLUMES OF SUSPECTED AUTOMATED TRAFFIC (I.E. WHERE MOBILE PAGE VIEWS ACCOUNT FOR LESS THAN 5% OR MORE THAN 95% OF TOTAL PAGE VIEWS).



**MOBILE APPS**

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# SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL



SHARE OF SMARTPHONE  
TIME: SOCIAL MEDIA APPS



35.1%



SHARE OF SMARTPHONE  
TIME: ENTERTAINMENT APPS



32.7%



SHARE OF SMARTPHONE  
TIME: UTILITY & PRODUCTIVITY



13.6%



SHARE OF SMARTPHONE TIME:  
MOBILE GAMES (ALL GENRES)



9.7%



SHARE OF SMARTPHONE  
TIME: BUSINESS APPS



1.6%

SHARE OF SMARTPHONE  
TIME: SHOPPING APPS



1.5%



SHARE OF SMARTPHONE  
TIME: FINANCE APPS



1.0%



SHARE OF SMARTPHONE TIME:  
NEWS & MAGAZINE APPS



0.3%



SHARE OF SMARTPHONE  
TIME: ALL OTHER APPS



4.4%



SHARE OF SMARTPHONE TIME:  
BROWSERS & SEARCH ENGINES\*



5.8%

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# CELLULAR DATA BY MOBILE APP CATEGORY

MONTHLY CELLULAR DATA BY MOBILE APPLICATION CATEGORY (IN EXABYTES)



TOTAL MONTHLY CELLULAR DATA  
(ALL MOBILE APP CATEGORIES)



146.92 EB

YEAR-ON-YEAR CHANGE

YOY: +17.9% (+22.34 EB)

MONTHLY CELLULAR DATA:  
VIDEO APPLICATIONS



111.45 EB

YEAR-ON-YEAR CHANGE

YOY: +20.3% (+18.79 EB)

MONTHLY CELLULAR DATA:  
SOCIAL NETWORKING



11.52 EB

YEAR-ON-YEAR CHANGE

YOY: +12.8% (+1.30 EB)

MONTHLY CELLULAR DATA:  
SOFTWARE UPDATES



4.01 EB

YEAR-ON-YEAR CHANGE

YOY: +10.6% (+0.38 EB)

MONTHLY CELLULAR DATA:  
WEB BROWSING



2.09 EB

YEAR-ON-YEAR CHANGE

YOY: +0.2% (+5 PB)

MONTHLY CELLULAR DATA:  
AUDIO APPLICATIONS

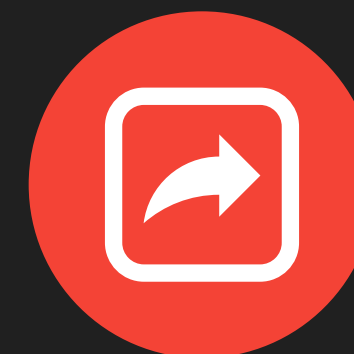


1.76 EB

YEAR-ON-YEAR CHANGE

YOY: +10.5% (+0.17 EB)

MONTHLY CELLULAR DATA:  
FILE SHARING



0.69 EB

YEAR-ON-YEAR CHANGE

YOY: +10.1% (+0.06 EB)

MONTHLY CELLULAR DATA:  
OTHER KINDS OF APPLICATIONS



15.40 EB

YEAR-ON-YEAR CHANGE

YOY: +11.8% (+1.63 EB)

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# SHARE OF CELLULAR DATA BY APP CATEGORY

EACH APPLICATION CATEGORY'S SHARE OF MOBILE CELLULAR DATA



AVERAGE MONTHLY CELLULAR  
DATA TRAFFIC PER SMARTPHONE



**21.6 GB**

YEAR-ON-YEAR CHANGE  
**YOY: +12.5% (+2.4 GB)**

SHARE OF CELLULAR DATA:  
VIDEO APPLICATIONS



**75.9%**

YEAR-ON-YEAR CHANGE  
**YOY: +2.0% (+148 BPS)**

SHARE OF CELLULAR DATA:  
SOCIAL NETWORKING



**7.8%**

YEAR-ON-YEAR CHANGE  
**YOY: -4.4% (-36 BPS)**

SHARE OF CELLULAR DATA:  
SOFTWARE UPDATES



**2.7%**

YEAR-ON-YEAR CHANGE  
**YOY: -6.2% (-18 BPS)**

SHARE OF CELLULAR DATA:  
WEB BROWSING



**1.4%**

YEAR-ON-YEAR CHANGE  
**YOY: -15.0% (-25 BPS)**

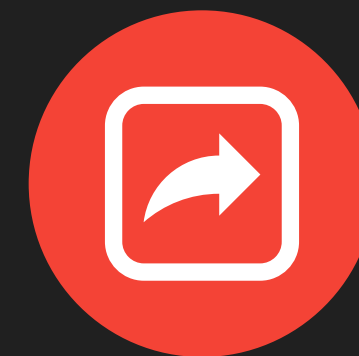
SHARE OF CELLULAR DATA:  
AUDIO APPLICATIONS



**1.2%**

YEAR-ON-YEAR CHANGE  
**YOY: -6.3% (-8 BPS)**

SHARE OF CELLULAR DATA:  
FILE SHARING



**0.5%**

YEAR-ON-YEAR CHANGE  
**YOY: -6.7% (-3 BPS)**

SHARE OF CELLULAR DATA:  
OTHER KINDS OF APPS



**10.5%**

YEAR-ON-YEAR CHANGE  
**YOY: -5.2% (-57 BPS)**

**SOURCE:** ERICSSON MOBILITY VISUALIZER. **NOTES:** VALUES REFLECT SHARE OF CELLULAR DATA ASSOCIATED WITH MOBILE DEVICES ONLY, AND MAY NOT CORRELATE WITH TOTAL MONTHLY CELLULAR DATA TRAFFIC VALUES SHOWN ELSEWHERE IN THIS REPORT. YEAR-ON-YEAR PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** BASE CHANGES. VALUES MAY NOT CORRELATE WITH DATA SHOWN IN PREVIOUS REPORTS.



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# MOBILE APP MARKET OVERVIEW (QUARTERLY)

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024, EXCLUDING THIRD-PARTY APP STORES



NUMBER OF  
MOBILE APP  
DOWNLOADS



**35.23**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN MOBILE  
APP DOWNLOADS



**-6.0%**  
**-2.25 BILLION**

CONSUMER  
SPEND ON  
MOBILE APPS (USD)



**\$35.82**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN  
CONSUMER APP SPEND



**+4.0%**  
**+\$1.37 BILLION**

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** FIGURES DO NOT INCLUDE VALUES FOR THIRD-PARTY APP STORES IN CHINA. FIGURE FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

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# TOP MOBILE APP CATEGORIES: DOWNLOADS

APP CATEGORIES WITH THE MOST DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	TYPE	CATEGORY	VOLUME	▲QOQ
01	GAME	ARCADE & ACTION	3.60 B	-12.4%
02	GAME	BRAIN & PUZZLE	3.44 B	-5.7%
03	APP	TOOLS	3.33 B	-3.8%
04	APP	SOCIAL	2.43 B	-4.8%
05	GAME	SIMULATION	1.98 B	-8.6%
06	APP	ENTERTAINMENT	1.90 B	-8.0%
07	APP	FINANCE	1.85 B	-2.0%
08	APP	PHOTO & VIDEO	1.81 B	-4.5%
09	GAME	ROLE PLAYING & STRATEGY	1.57 B	-12.7%
10	APP	SHOPPING	1.56 B	+0.5%

#	TYPE	CATEGORY	VOLUME	▲QOQ
11	APP	PRODUCTIVITY	1.56 B	+4.8%
12	APP	LIFESTYLE	1.16 B	-4.2%
13	APP	TRAVEL & NAVIGATION	1.14 B	-11.1%
14	APP	EDUCATION	923 M	+9.0%
15	APP	MUSIC	901 M	-2.4%
16	GAME	RACING	888 M	-12.0%
17	APP	KIDS & FAMILY: AGES 6-8	858 M	-11.5%
18	APP	KIDS & FAMILY: AGES 5 & UNDER	782 M	-8.7%
19	APP	BUSINESS	743 M	-2.6%
20	APP	KIDS & FAMILY: AGES 9 & UP	685 M	-11.2%

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** CATEGORY NAMES REPRESENT DATA.AI'S "UNIFIED CATEGORIES", WHICH MATCH APP CATEGORIES ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE TO PROVIDE A CONSISTENT BASIS FOR COMPARISON. RANKINGS BASED ON COMBINED DOWNLOADS ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. DOES NOT INCLUDE FIGURES FOR THIRD-PARTY ANDROID APP STORES. VALUES IN THE "▲QOQ" COLUMN REPRESENT QUARTER-ON-QUARTER CHANGE VERSUS THE PREVIOUS 3 MONTHS.

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# MOBILE APPS: DOWNLOADS

COUNTRIES AND TERRITORIES WITH THE MOST MOBILE APP DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	LOCATION	VOLUME	▲QOQ	vs. 🌐
01	INDIA	5.67 B	-4.3%	16.1%
02	UNITED STATES	3.00 B	-7.7%	8.5%
03	BRAZIL	2.40 B	-3.5%	6.8%
04	CHINA	1.78 B	-6.8%	5.0%
05	INDONESIA	1.70 B	-6.5%	4.8%
06	RUSSIA	1.29 B	-2.7%	3.7%
07	MEXICO	1.22 B	-7.7%	3.5%
08	PAKISTAN	866 M	-9.4%	2.5%
09	TURKEY	850 M	-10.0%	2.4%
10	PHILIPPINES	811 M	-5.7%	2.3%

#	LOCATION	VOLUME	▲QOQ	vs. 🌐
11	VIETNAM	721 M	-16.2%	2.0%
12	GERMANY	620 M	-1.8%	1.8%
13	JAPAN	600 M	-6.0%	1.7%
14	UNITED KINGDOM	588 M	-2.6%	1.7%
15	EGYPT	558 M	-9.5%	1.6%
16	FRANCE	534 M	-4.6%	1.5%
17	THAILAND	519 M	-0.3%	1.5%
18	IRAQ	471 M	-18.3%	1.3%
19	SOUTH KOREA	463 M	-6.7%	1.3%
20	SAUDI ARABIA	440 M	-10.2%	1.2%

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** INCLUDES DATA FOR MOBILE GAMES. RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES IN CHINA BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. FIGURES IN "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN TOTAL DOWNLOADS COMPARED WITH THE PREVIOUS 3 MONTHS.

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# TOP MOBILE APPS

RANKING OF MOBILE APPS BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	YOUTUBE GOOGLE	YOUTUBE GOOGLE	TIKTOK <sup>1</sup> BYTEDANCE	TIKTOK <sup>1</sup> BYTEDANCE
02	CHROME BROWSER GOOGLE	TIKTOK BYTEDANCE	INSTAGRAM INSTAGRAM	YOUTUBE GOOGLE
03	GOOGLE GOOGLE	FACEBOOK META	WHATSAPP MESSENGER WHATSAPP	DISNEY+ DISNEY
04	WHATSAPP MESSENGER WHATSAPP	WHATSAPP MESSENGER WHATSAPP	FACEBOOK META	TINDER MATCH GROUP
05	FACEBOOK META	INSTAGRAM INSTAGRAM	THREADS INSTAGRAM	GOOGLE ONE GOOGLE
06	GOOGLE PLAY SERVICES GOOGLE	CHROME BROWSER GOOGLE	TEMU TEMU	MAX: STREAM HBO, TV, & MOVIES WARNER BROS. DISCOVERY
07	INSTAGRAM INSTAGRAM	PHONE BY GOOGLE GOOGLE	CAPCUT BYTEDANCE	LINE MANGA LINE
08	GOOGLE MAPS GOOGLE	SAMSUNG TOUCHWIZ HOME SAMSUNG ELECTRONICS	CHATGPT OPENAI	LINKEDIN LINKEDIN
09	GMAIL GOOGLE	FACEBOOK MESSENGER META	TELEGRAM TELEGRAM	PICCOMA KAKAO PICCOMA CORP
10	GOOGLE PHOTOS GOOGLE	TELEGRAM TELEGRAM	SNAPCHAT SNAP	BUMBLE APP BUMBLE

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** MOBILE GAMES APPEAR SEPARATELY IN THE "VIDEO GAMES" SECTION OF THIS REPORT. RANKINGS REFLECT ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" MAY INCLUDE ACTIVITY FOR DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

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# BREAKOUT MOBILE APPS

RANKING OF MOBILE APPS WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	THREADS INSTAGRAM	TIKTOK BYTEDANCE	CHATGPT OPENAI	TIKTOK <sup>1</sup> BYTEDANCE
02	GOOGLE MESSENGER GOOGLE	WHATSAPP MESSENGER WHATSAPP	THREADS INSTAGRAM	YOUTUBE GOOGLE
03	CHATGPT OPENAI	PHONE BY GOOGLE GOOGLE	GAUTHMATH GAUTHTECH	CHATGPT OPENAI
04	TIKTOK BYTEDANCE	SMARTCALLER-INTELLIGENCE CALLER TRANSSION	BLUESKY SOCIAL BLUESKY PBLIC	PEACOCK TV PEACOCK TV
05	INSTAGRAM INSTAGRAM	CHATGPT OPENAI	GOOGLE GEMINI GOOGLE	CAPCUT BYTEDANCE
06	PERSONAL SAFETY GOOGLE	TELEGRAM TELEGRAM	GENIUS: AI PHOTO GENERATOR APERO VISION LAB	DISNEY+ DISNEY
07	TEMU TEMU	CHAI - CHAT WITH AI BOTS CHAI RESEARCH CORP.	FACEMAGIC - AI FACE EDITOR APERO VISION LAB	MAX: STREAM HBO, TV, & MOVIES WARNER BROS. DISCOVERY
08	PHONE BY GOOGLE GOOGLE	FLIPKART FLIPKART	HEALTH SENSE: BLOOD SUGAR HUB HEALTH APPLINES	AUDIBLE AUDIBLE
09	GAUTHMATH GAUTHTECH	POLY.AI - CREATE AI CHAT BOT CLOUD WHALE INTERACTIVE TECHNOLOGY LLC.	FILE RECOVERY, PHOTO RECOVERY EASY TO USE (ONETAP)	AMAZON AMAZON
10	CANVA CANVA	JIOCINEMA VIACOM18	PDF VIEWER & SCANNER BROAD WANG	GOOGLE ONE GOOGLE

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** MOBILE GAMES APPEAR SEPARATELY IN THE "VIDEO GAMES" SECTION OF THIS REPORT. RANKINGS COMPARE THE 3 MONTHS FROM 01 SEPTEMBER 2024 TO 30 NOVEMBER 2024 WITH THE PREVIOUS 3 MONTHS. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" MAY INCLUDE DOUYIN, WHICH WE REPORT SEPARATELY ELSEWHERE IN THIS REPORT.

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# TOP MOBILE APP CATEGORIES: CONSUMER SPEND

APP CATEGORIES WITH THE HIGHEST CONSUMER SPEND BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	TYPE	CATEGORY	SPEND	▲QOQ	#	TYPE	CATEGORY	SPEND	▲QOQ
01	GAME	ROLE PLAYING & STRATEGY	\$8.77 B	-2.6%	11	APP	PRODUCTIVITY	\$1.18 B	+11.8%
02	GAME	ARCADE & ACTION	\$6.01 B	-1.6%	12	APP	BOOKS & REFERENCE	\$1.08 B	+8.5%
03	APP	ENTERTAINMENT	\$4.19 B	+13.6%	13	GAME	BOARD	\$921 M	-8.3%
04	GAME	BRAIN & PUZZLE	\$3.94 B	+6.2%	14	APP	HEALTH & FITNESS	\$792 M	-2.5%
05	GAME	CARDS & CASINO	\$3.75 B	+6.4%	15	GAME	SPORTS	\$787 M	+0.1%
06	GAME	SIMULATION	\$2.32 B	-2.3%	16	APP	MUSIC	\$771 M	+8.2%
07	GAME	ADVENTURE	\$2.29 B	-3.2%	17	APP	EDUCATION	\$766 M	+4.1%
08	APP	SOCIAL	\$1.86 B	+6.8%	18	APP	SPORTS	\$504 M	+7.2%
09	APP	PHOTO & VIDEO	\$1.79 B	+6.5%	19	APP	TOOLS	\$488 M	+7.9%
10	APP	LIFESTYLE	\$1.37 B	+2.8%	20	APP	BUSINESS	\$465 M	+4.1%

**SOURCE:** DATA.AI INTELLIGENCE. **NOTES:** ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA MOBILE APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. CATEGORY NAMES REPRESENT DATA.AI'S "UNIFIED CATEGORIES", WHICH MATCH APP CATEGORIES ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE TO PROVIDE A CONSISTENT BASIS FOR COMPARISON. RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. DOES NOT INCLUDE FIGURES FOR THIRD-PARTY ANDROID APP STORES. VALUES IN THE "▲QOQ" COLUMN REPRESENT QUARTER-ON-QUARTER CHANGE VERSUS THE PREVIOUS 3 MONTHS.

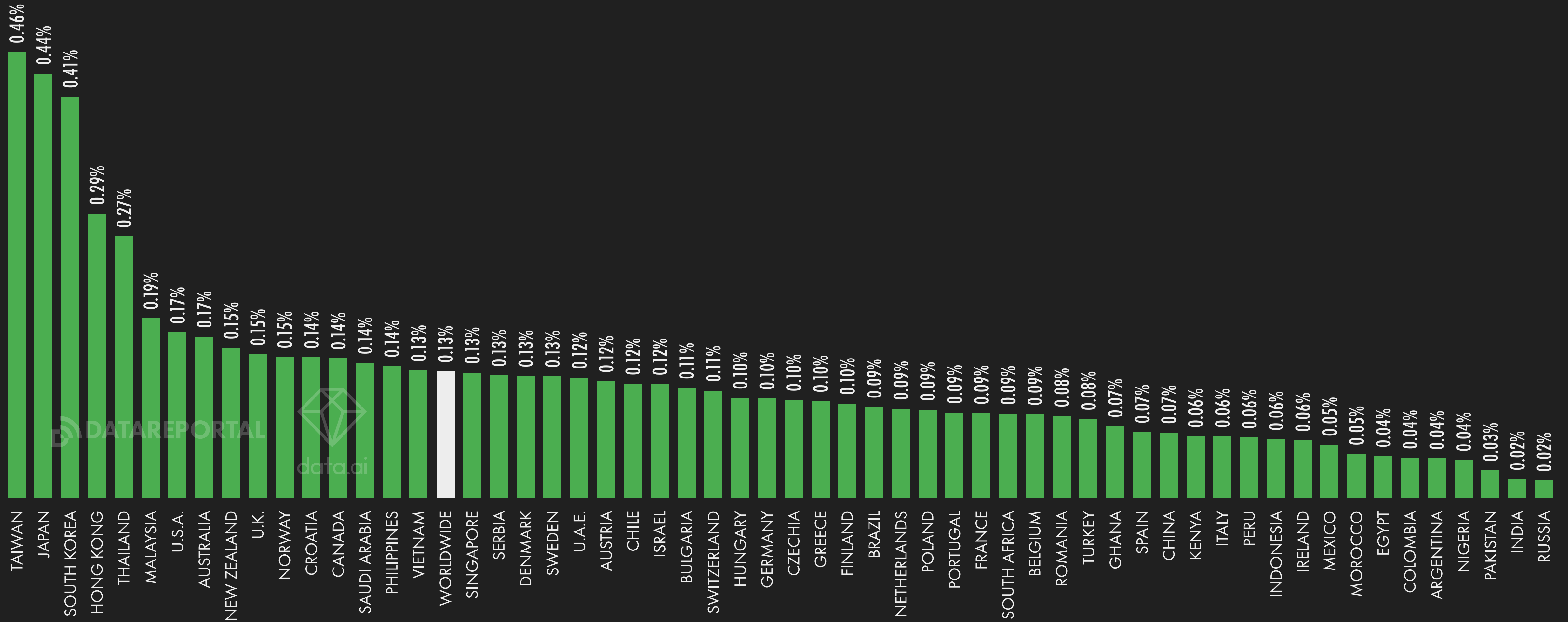
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# CONSUMER SPEND ON MOBILE APPS vs. GDP

CONSUMER SPEND ON MOBILE APPS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024 AS A PERCENTAGE OF QUARTERLY EQUIVALENT GDP



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; [DATA.AI](#) INTELLIGENCE; IMF. **NOTES:** FIGURES BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024, DIVIDED BY ONE-QUARTER OF THE LATEST VALUES FOR GDP (CURRENT USD VALUES; UP TO 2024) PUBLISHED BY THE IMF. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.





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# MOBILE APPS: CONSUMER SPEND

COUNTRIES AND TERRITORIES WITH THE HIGHEST CONSUMER SPEND ON MOBILE APPS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	LOCATION		SPEND	▲QOQ	vs. 🌐	#	LOCATION		SPEND	▲QOQ	vs. 🌐
01	UNITED STATES		\$12.4 B	+5.5%	34.7%	11	BRAZIL		\$511 M	-1.7%	1.4%
02	JAPAN		\$4.45 B	-1.6%	12.4%	12	SAUDI ARABIA		\$382 M	-1.9%	1.1%
03	CHINA		\$3.06 B	+8.5%	8.5%	13	ITALY		\$375 M	-1.7%	1.0%
04	SOUTH KOREA		\$1.93 B	+9.9%	5.4%	14	THAILAND		\$356 M	+11.1%	1.0%
05	UNITED KINGDOM		\$1.32 B	+3.6%	3.7%	15	HONG KONG		\$294 M	-2.8%	0.8%
06	GERMANY		\$1.20 B	+10.3%	3.4%	16	SPAIN		\$293 M	+1.3%	0.8%
07	TAIWAN		\$890 M	-0.7%	2.5%	17	NETHERLANDS		\$279 M	-1.6%	0.8%
08	CANADA		\$795 M	+4.8%	2.2%	18	TURKEY		\$272 M	+5.0%	0.8%
09	AUSTRALIA		\$748 M	+1.2%	2.1%	19	SWITZERLAND		\$260 M	+4.4%	0.7%
10	FRANCE		\$691 M	-0.8%	1.9%	20	MEXICO		\$251 M	-6.0%	0.7%

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** INCLUDES DATA FOR MOBILE GAMES. RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES IN CHINA BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. FIGURES IN "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN TOTAL CONSUMER SPEND COMPARED WITH THE PREVIOUS 3 MONTHS. FIGURES IN THE "TOTAL SPEND" COLUMN ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.





**ONLINE NAVIGATION**

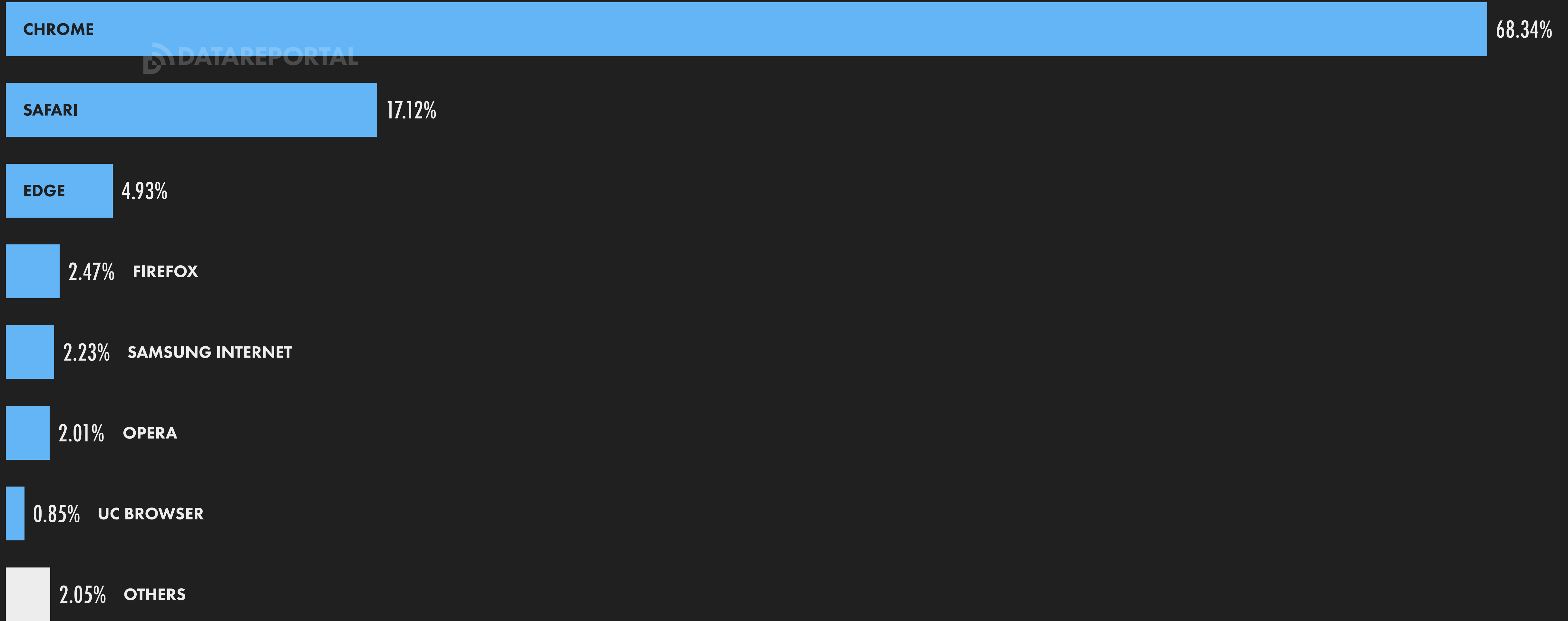
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# SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2024. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

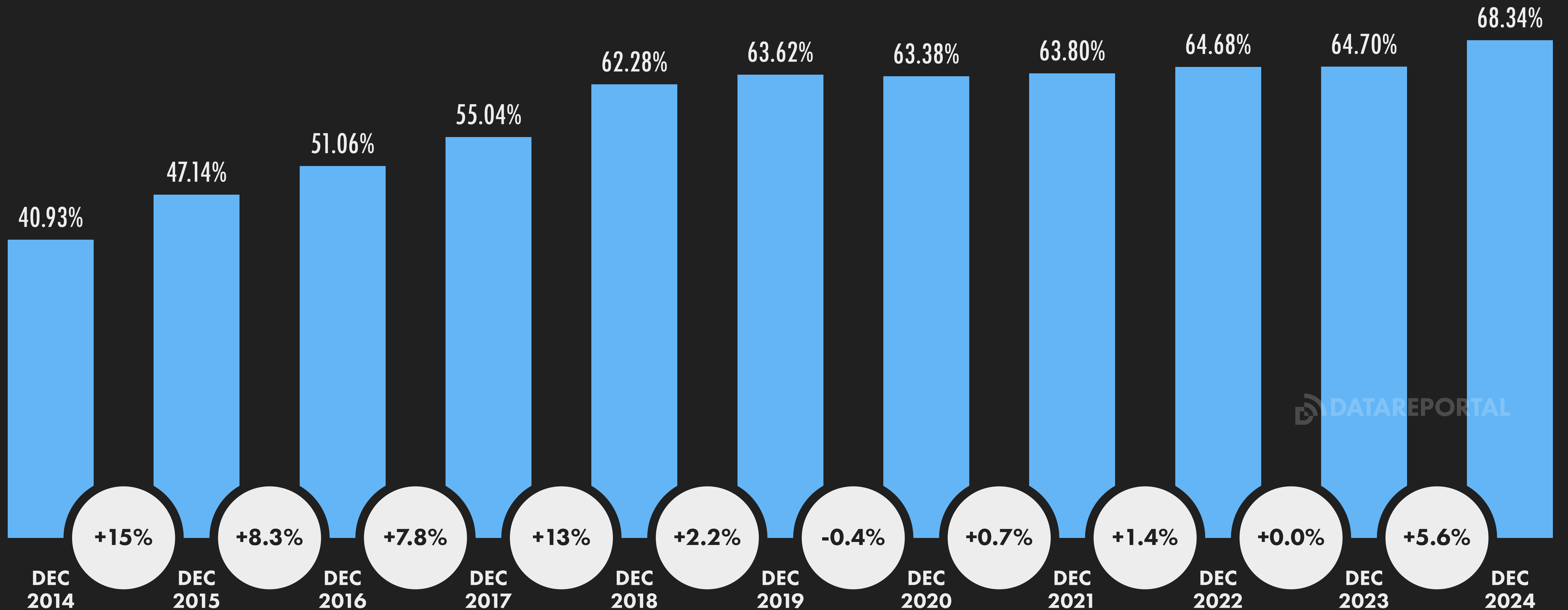
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# GOOGLE CHROME'S SHARE OF WEB TRAFFIC (YOY)

NUMBER OF WEB PAGES SERVED TO **GOOGLE CHROME** AS A PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS (ANY DEVICE)



GLOBAL OVERVIEW



DATAREPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

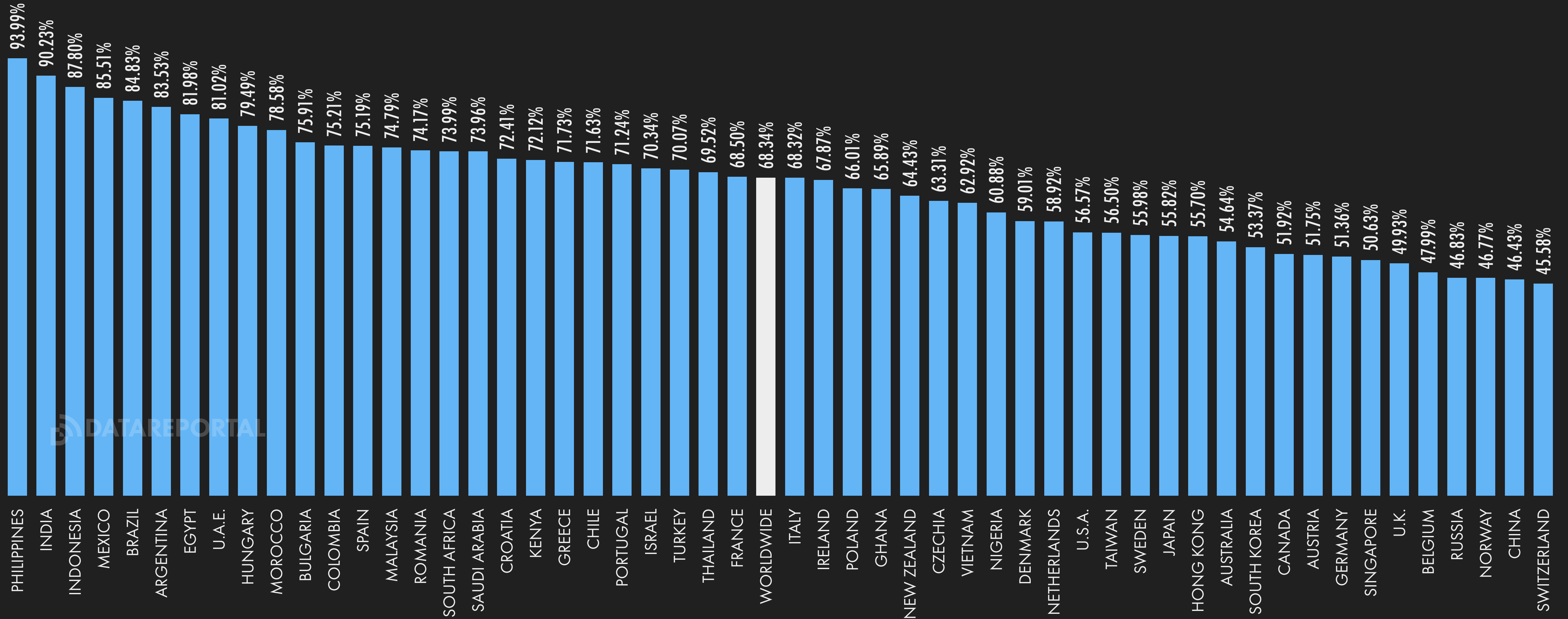
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# GOOGLE CHROME'S SHARE OF WEB TRAFFIC

NUMBER OF WEB PAGES SERVED TO **GOOGLE CHROME** AS A PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS (ANY DEVICE)



GLOBAL OVERVIEW

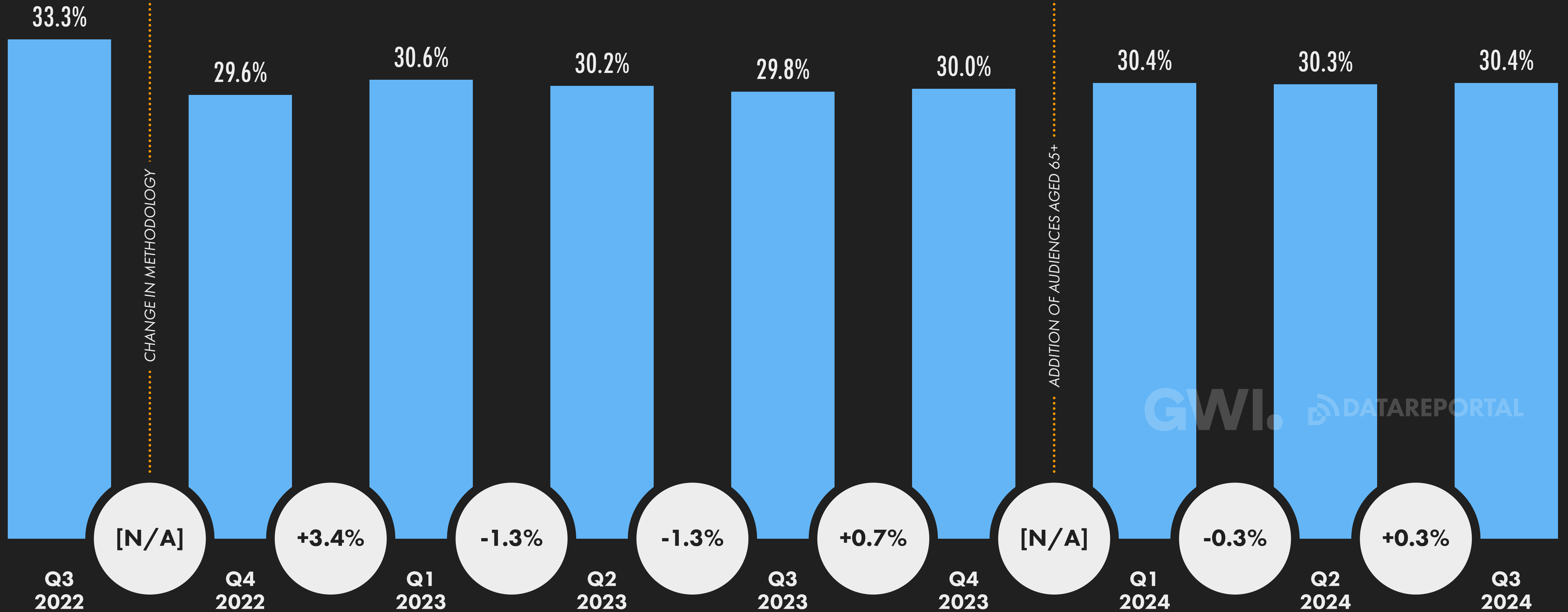


DATA REPORTAL

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# USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK



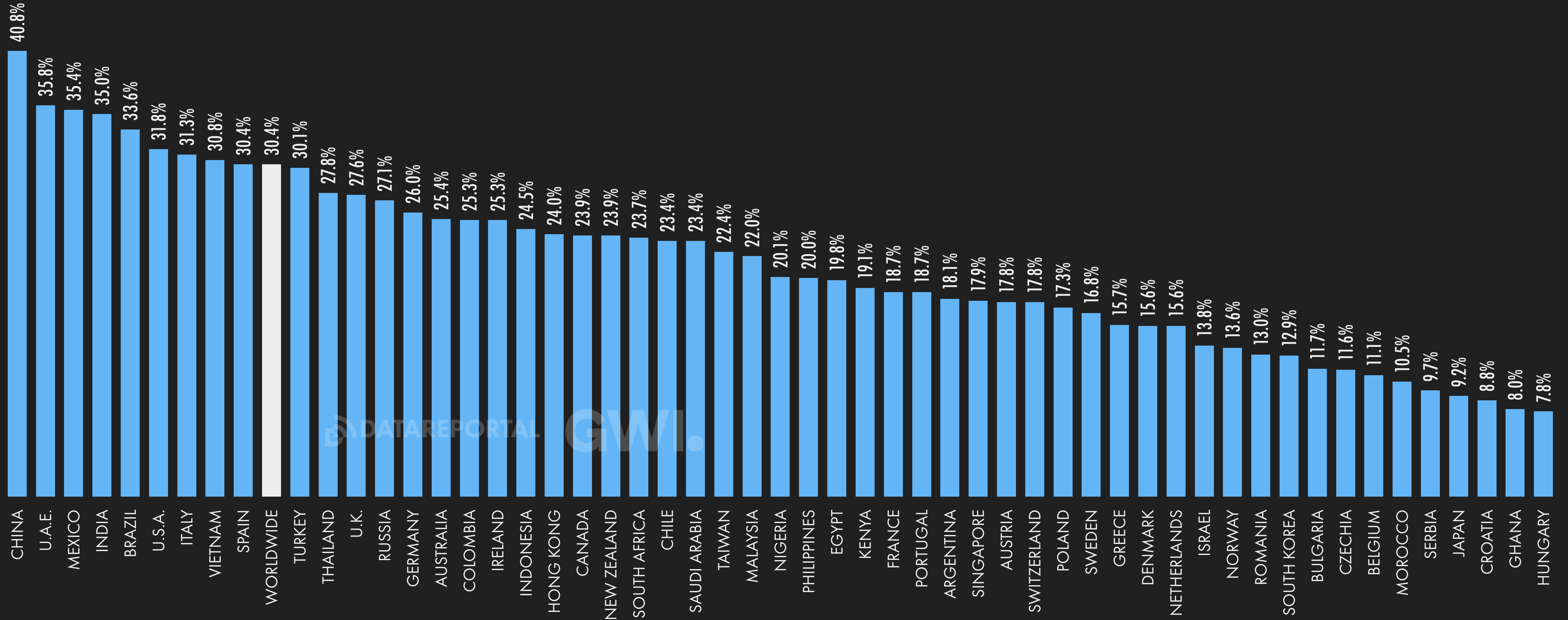
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# USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK



GLOBAL OVERVIEW



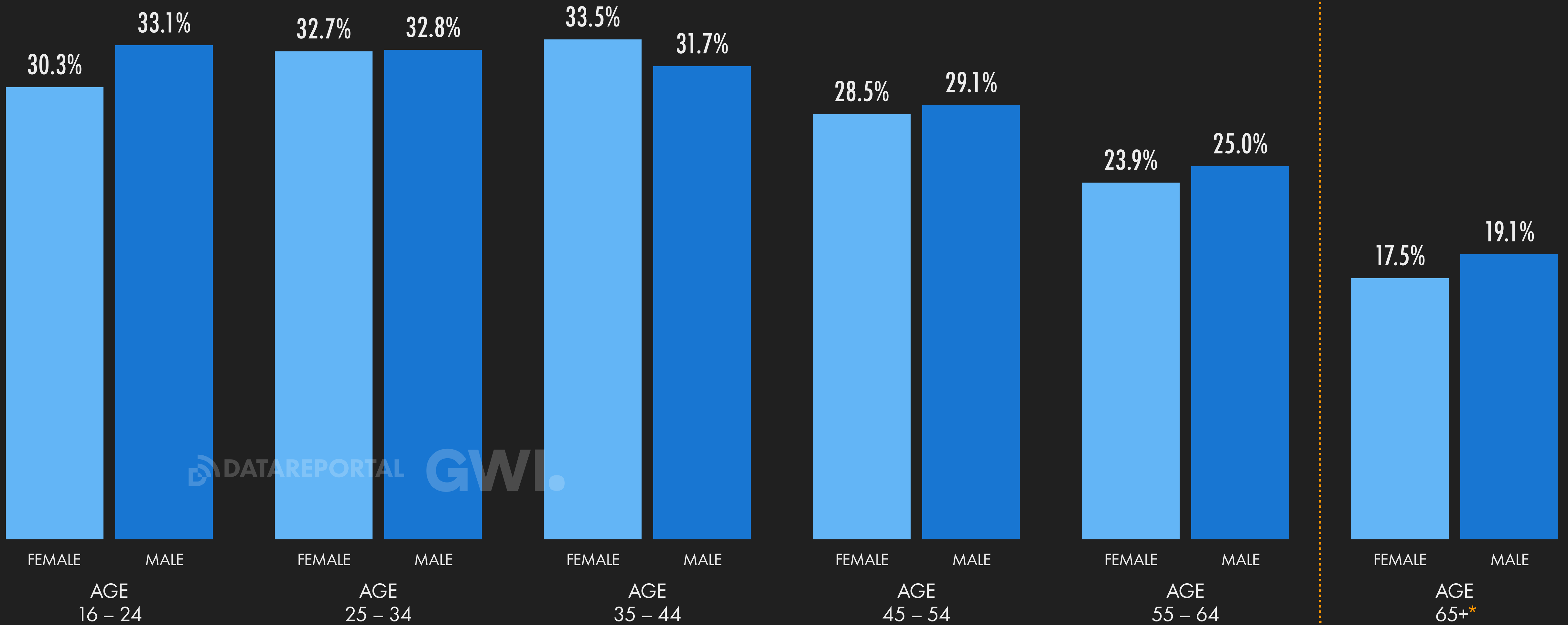
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# USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK



GLOBAL OVERVIEW

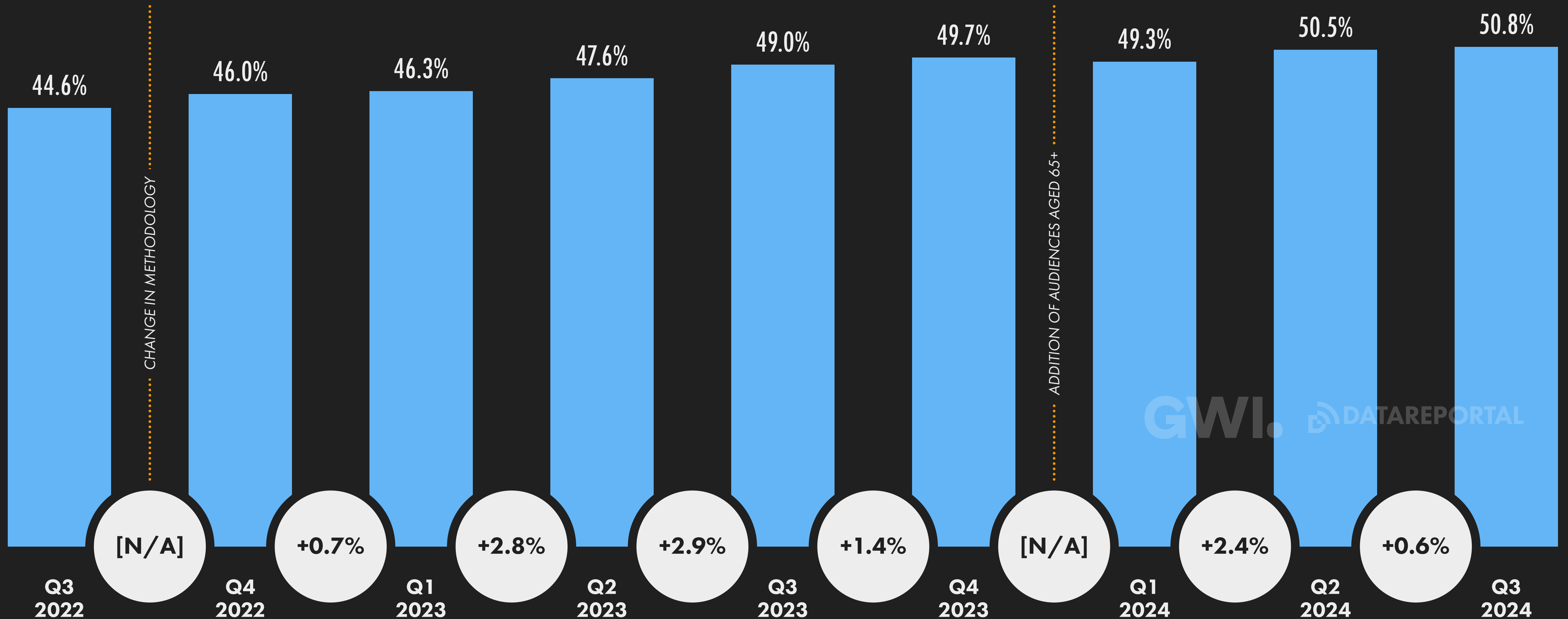


DATA REPORTAL GWI

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# USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH



GWIDATAREPORTAL



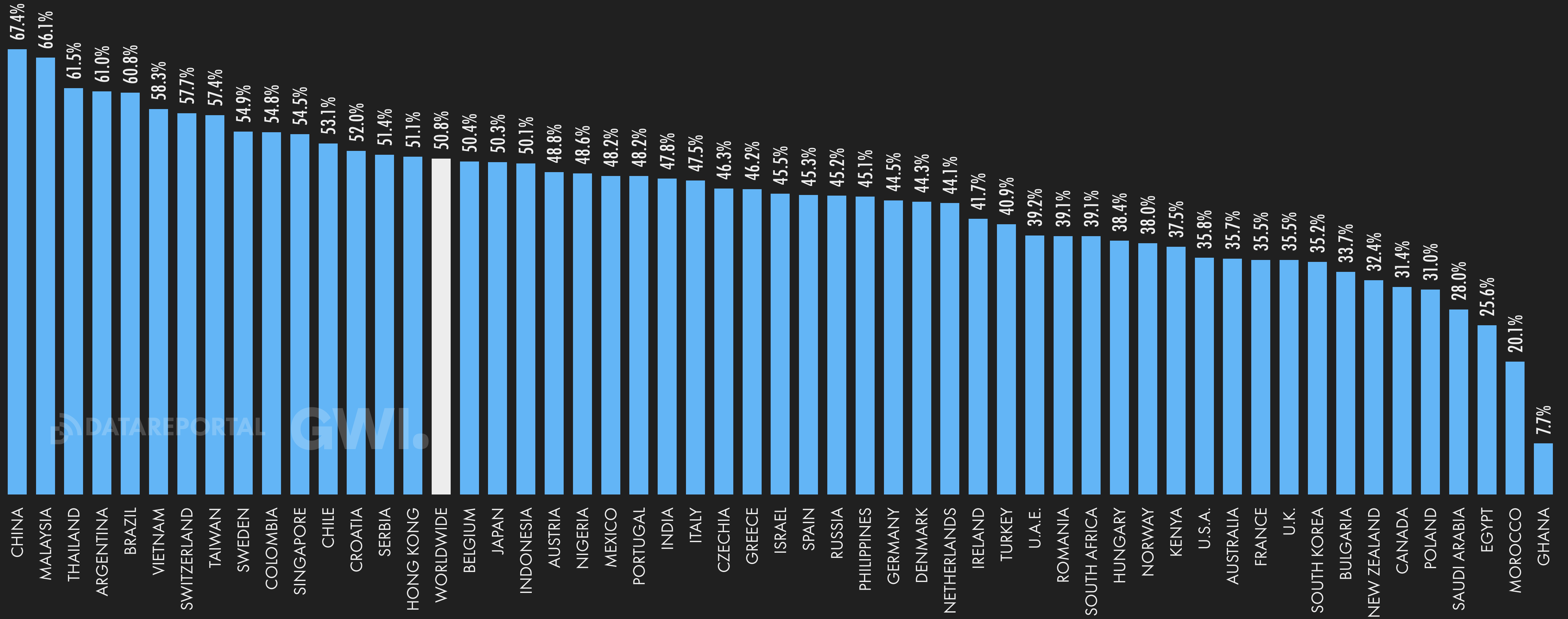
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# USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

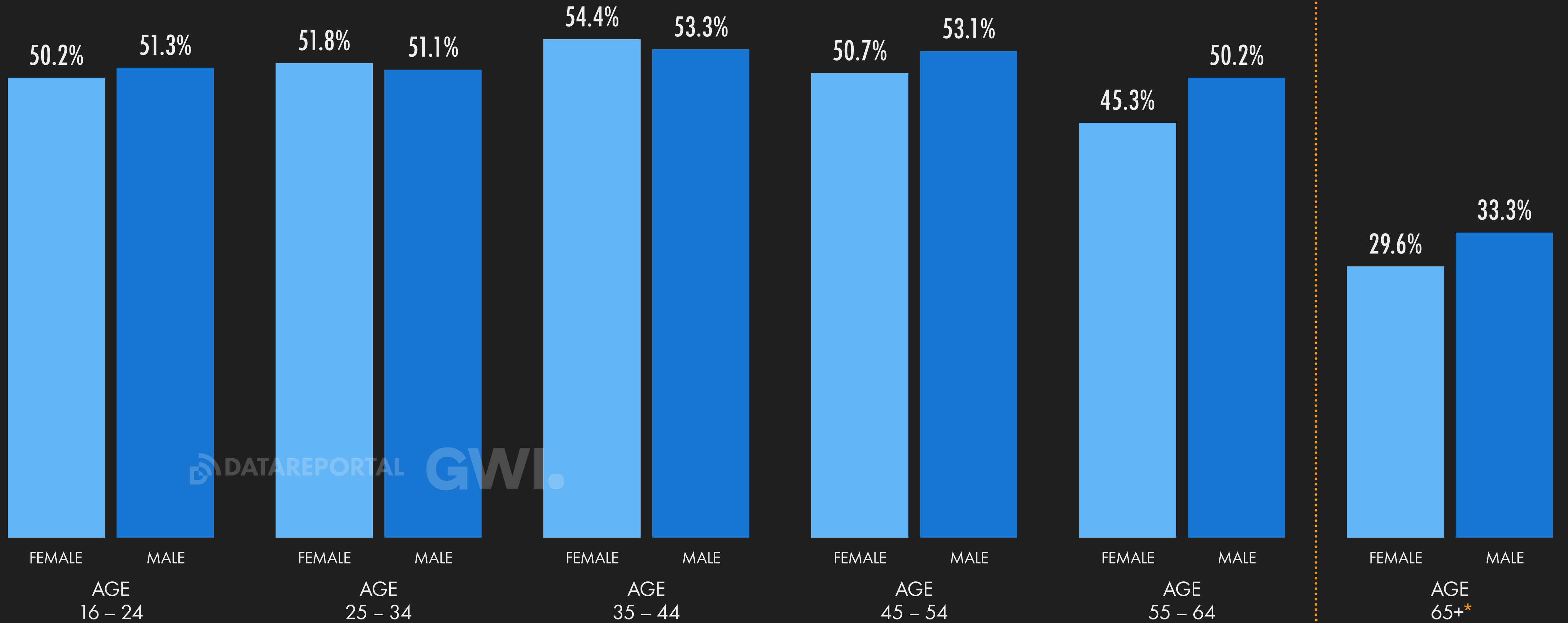
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# USE OF QR CODES

PERCENTAGE OF INTERNET USERS WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI



**ONLINE SEARCH**

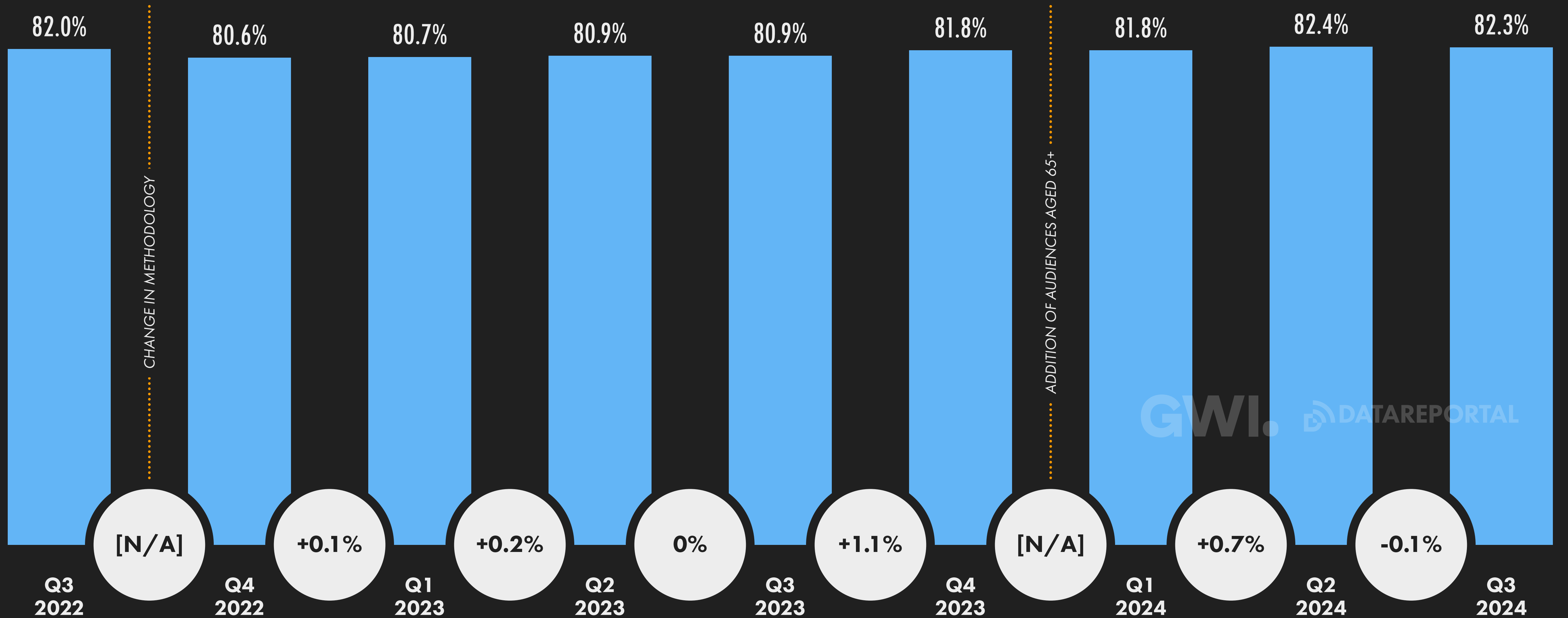
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# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW



GWIDATAREPORTAL

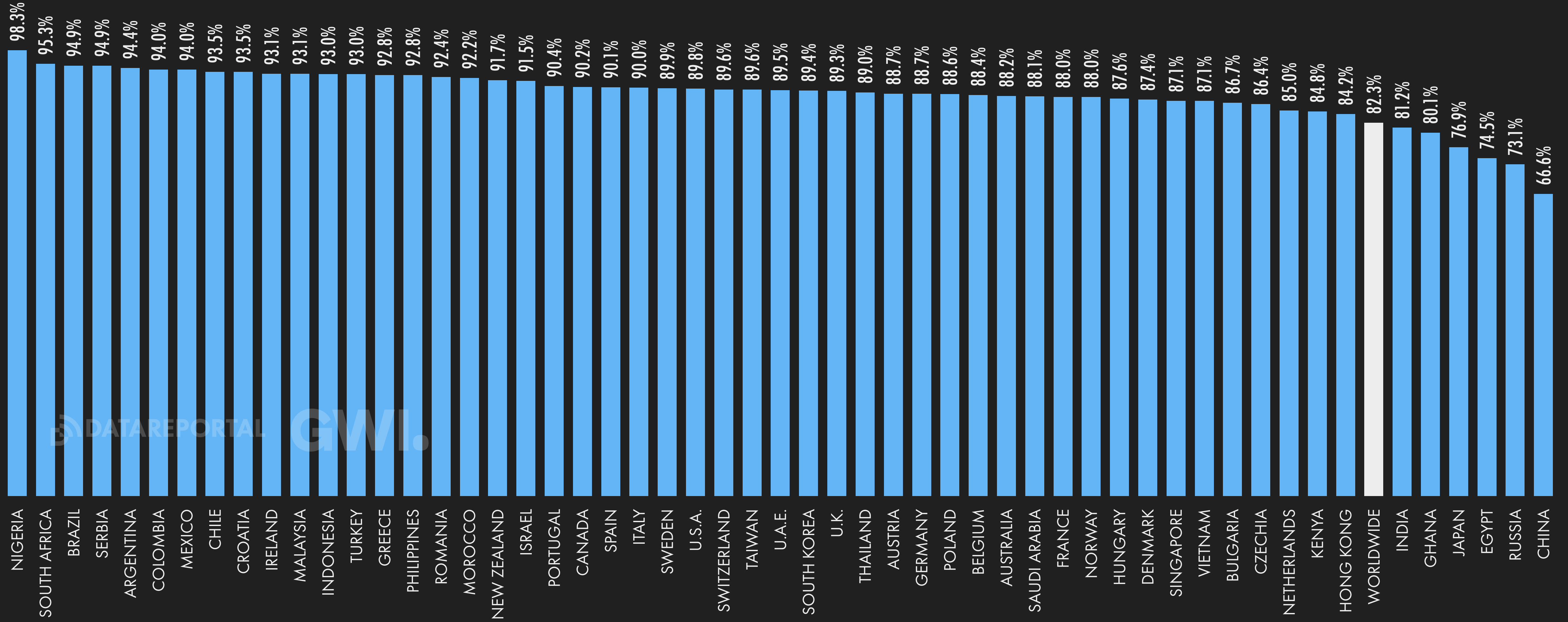
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# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

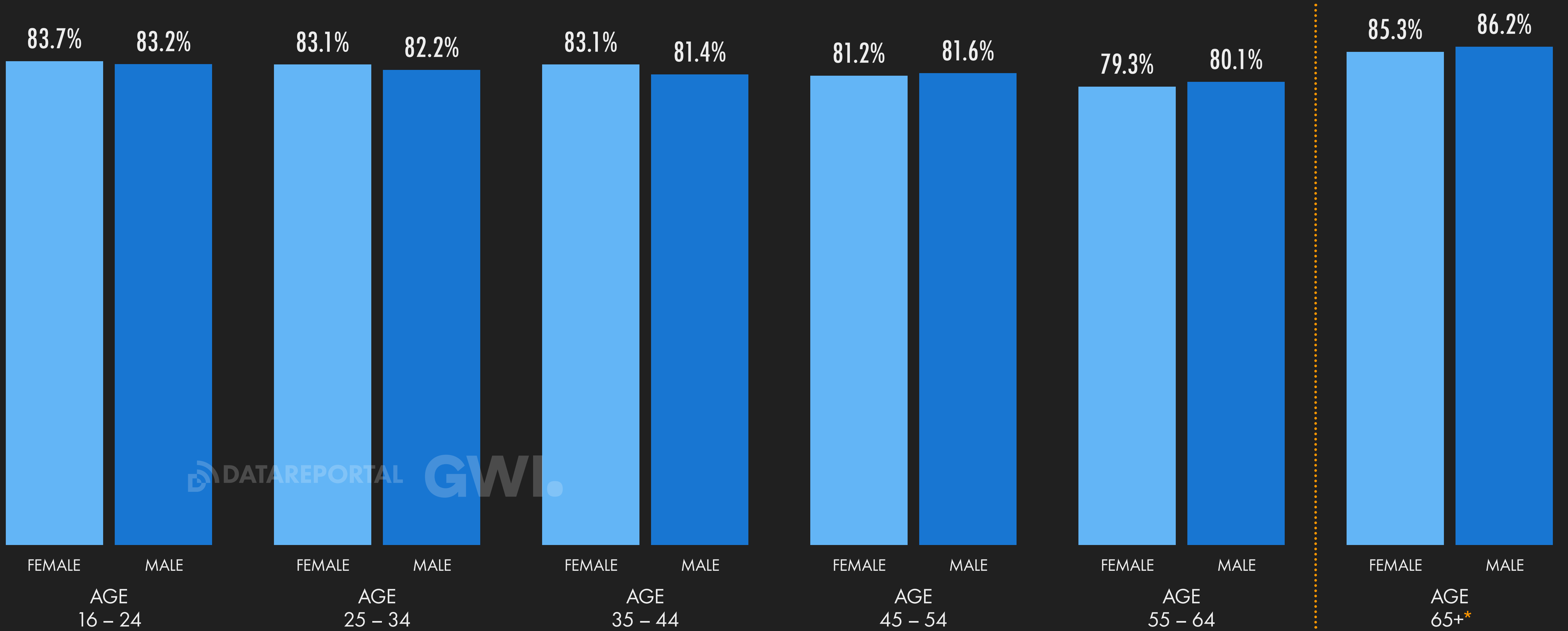
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# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

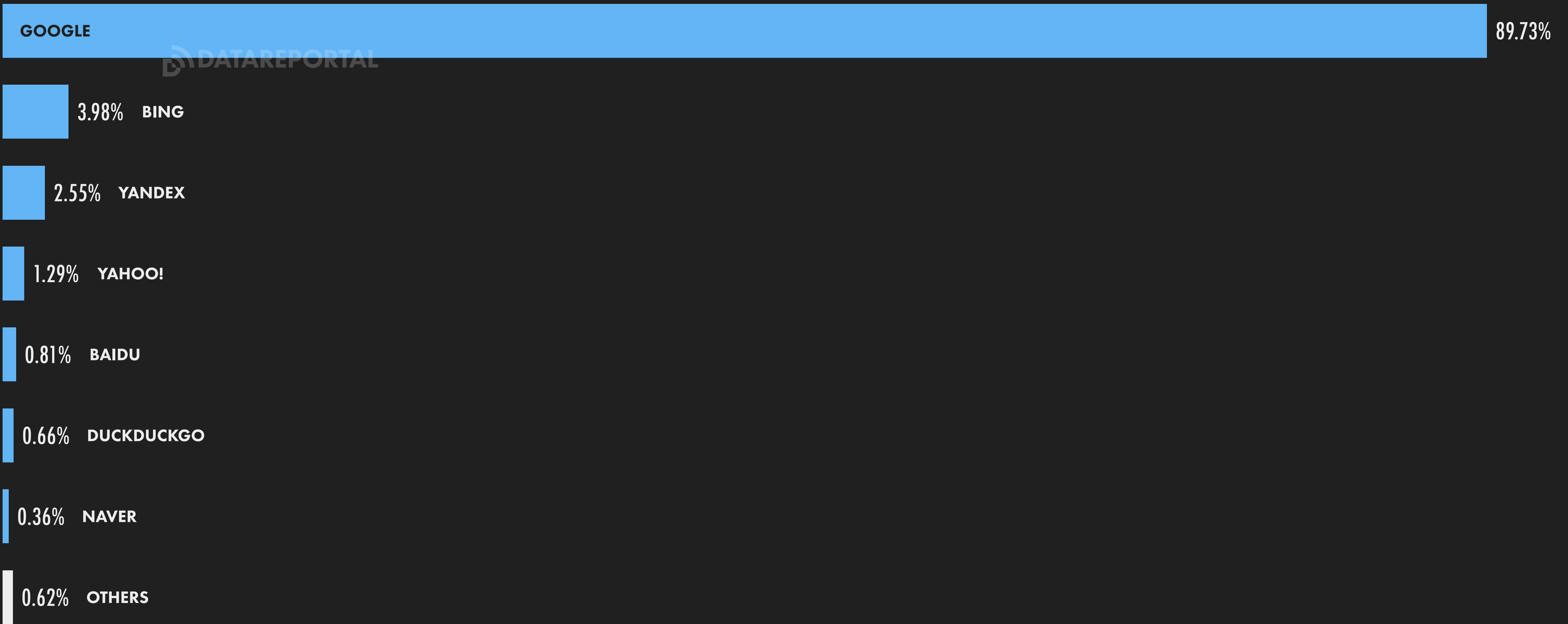
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# SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



GLOBAL OVERVIEW



DATA REPORTAL

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2024. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

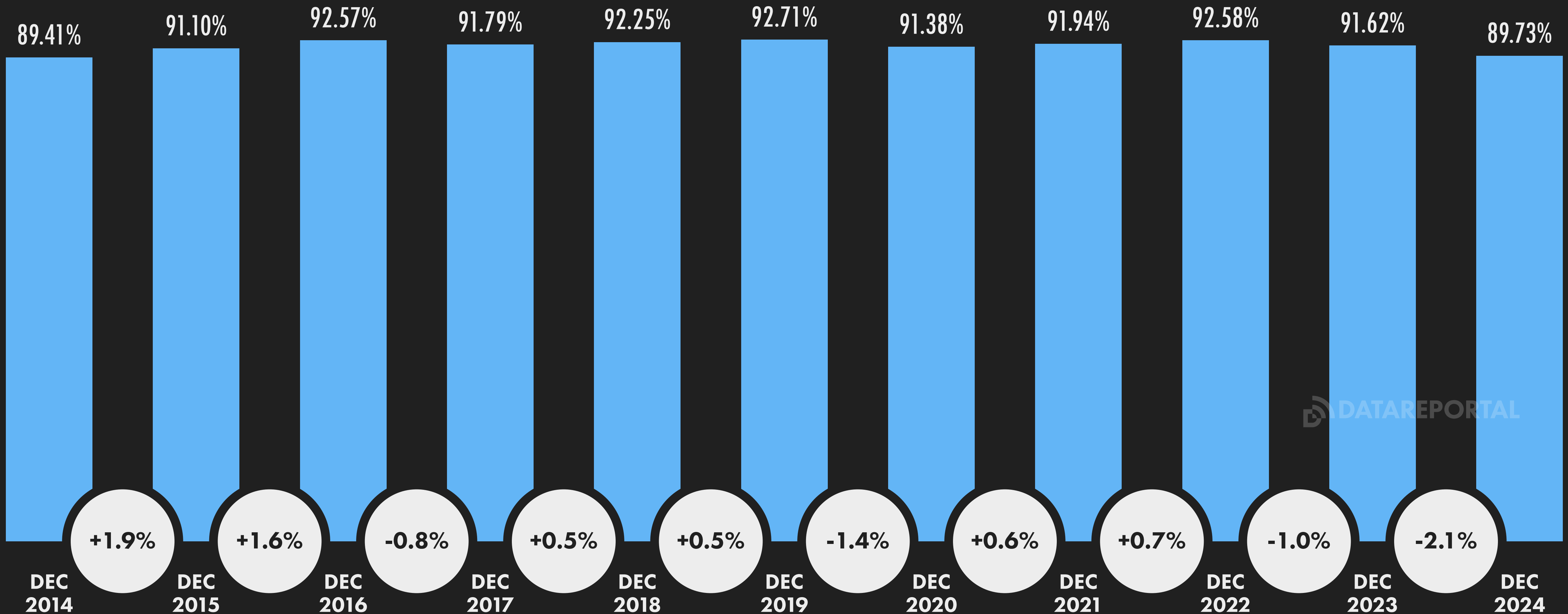
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# GOOGLE'S SHARE OF SEARCH REFERRALS (YOY)

WEB TRAFFIC REFERRED BY **GOOGLE** AS A PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES (ANY DEVICE)



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).



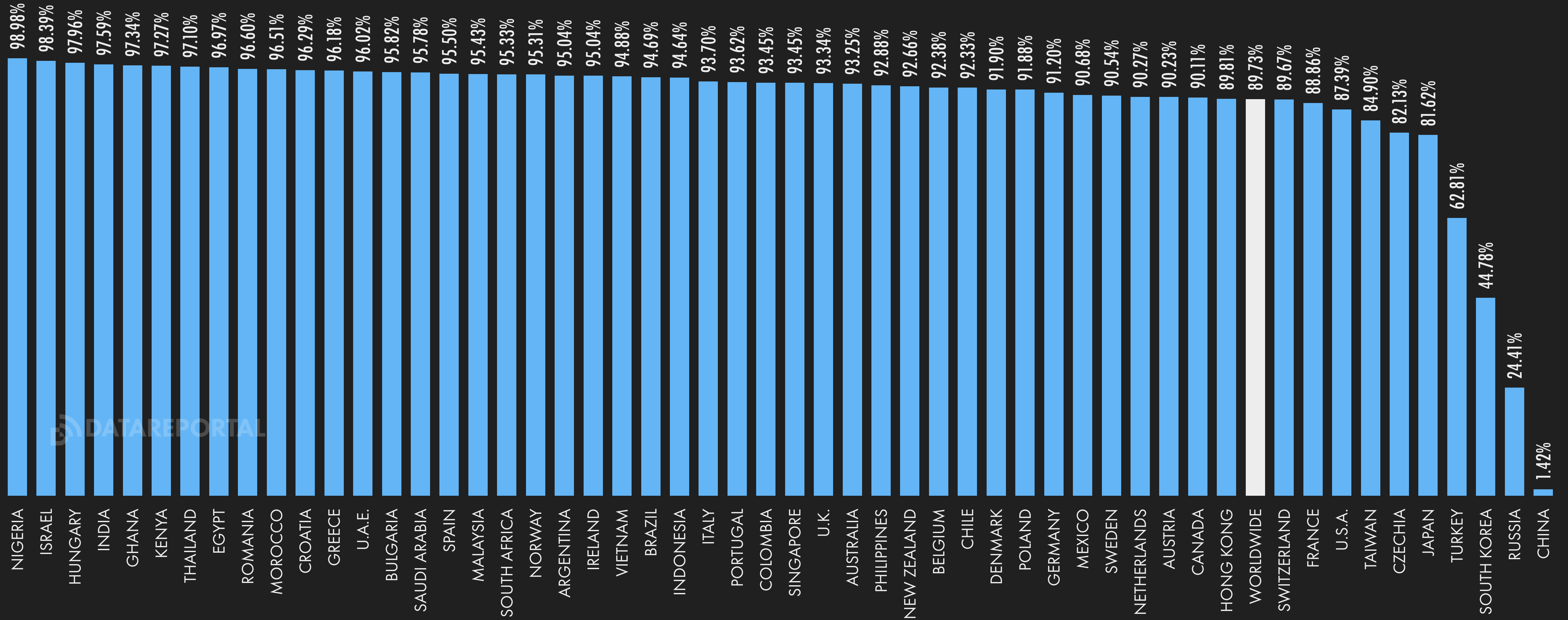
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# GOOGLE'S SHARE OF SEARCH REFERRALS

WEB TRAFFIC REFERRED BY GOOGLE AS A PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES (ANY DEVICE)



GLOBAL OVERVIEW



DATA REPORTAL

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# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	YOUTUBE	88
03	YOU	87
04	WEATHER	63
05	WHATSAPP	52
06	FACEBOOK	52
07	TRANSLATE	49
08	WEB WHATSAPP	40
09	AMAZON	37
10	NEWS	35

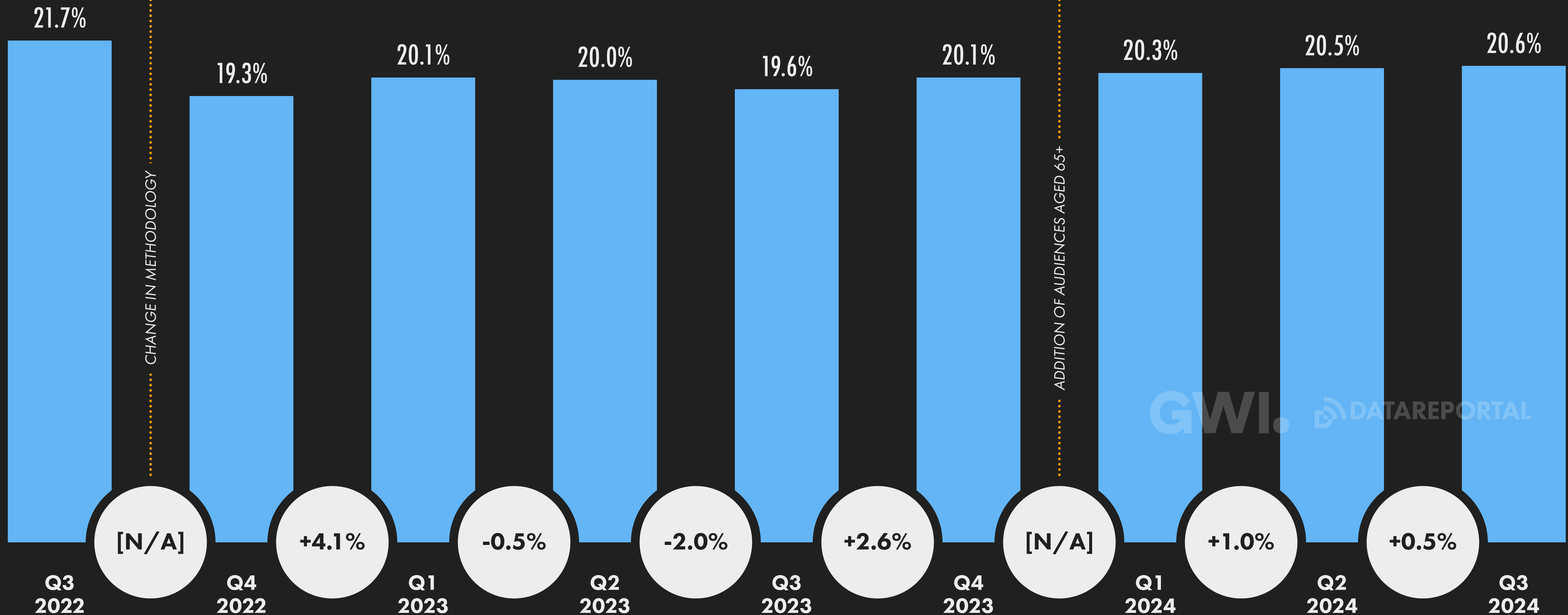
#	SEARCH QUERY	INDEX vs. TOP QUERY
11	INSTAGRAM	34
12	GMAIL	27
13	AS	24
14	TIEMPO	23
15	CLIMA	21
16	ПОГОДА	20
17	REDDIT	19
18	APPLE	19
19	MAPS	19
20	GOOGLE TRANSLATE	17

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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# USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



GWIDATAREPORTAL

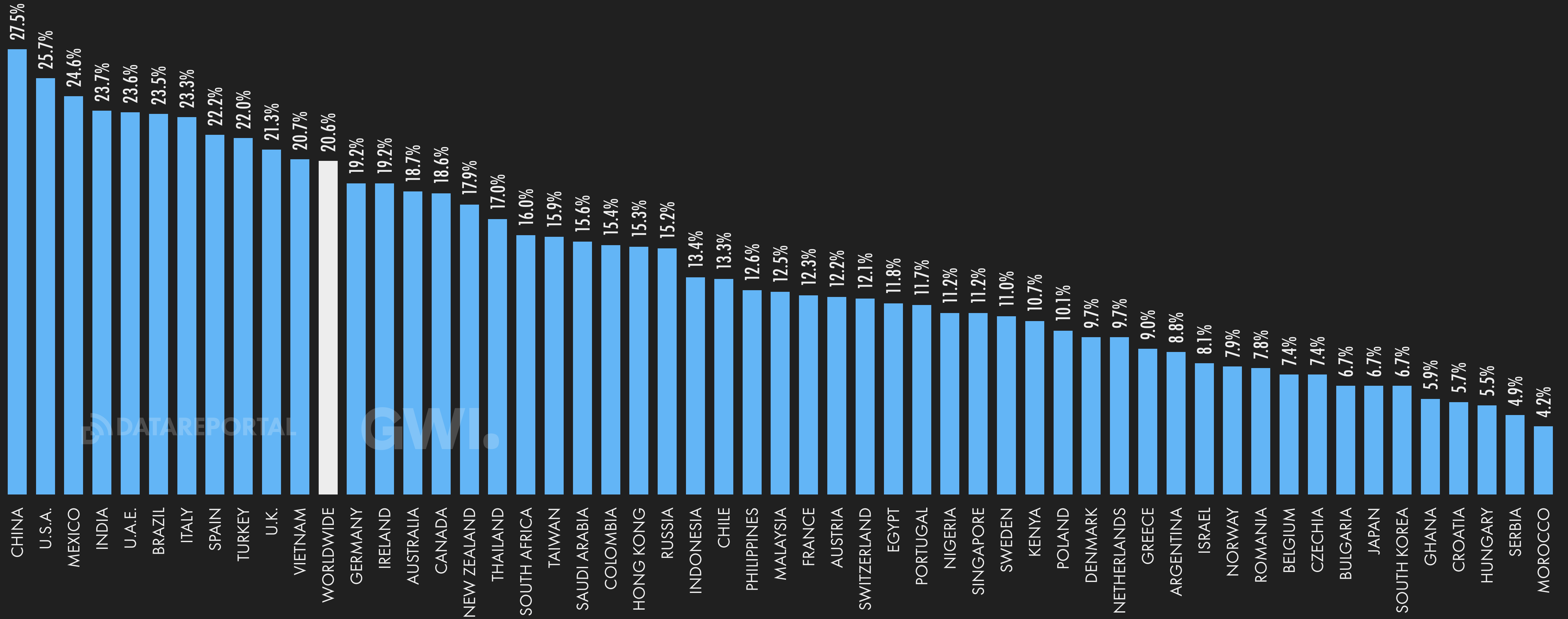
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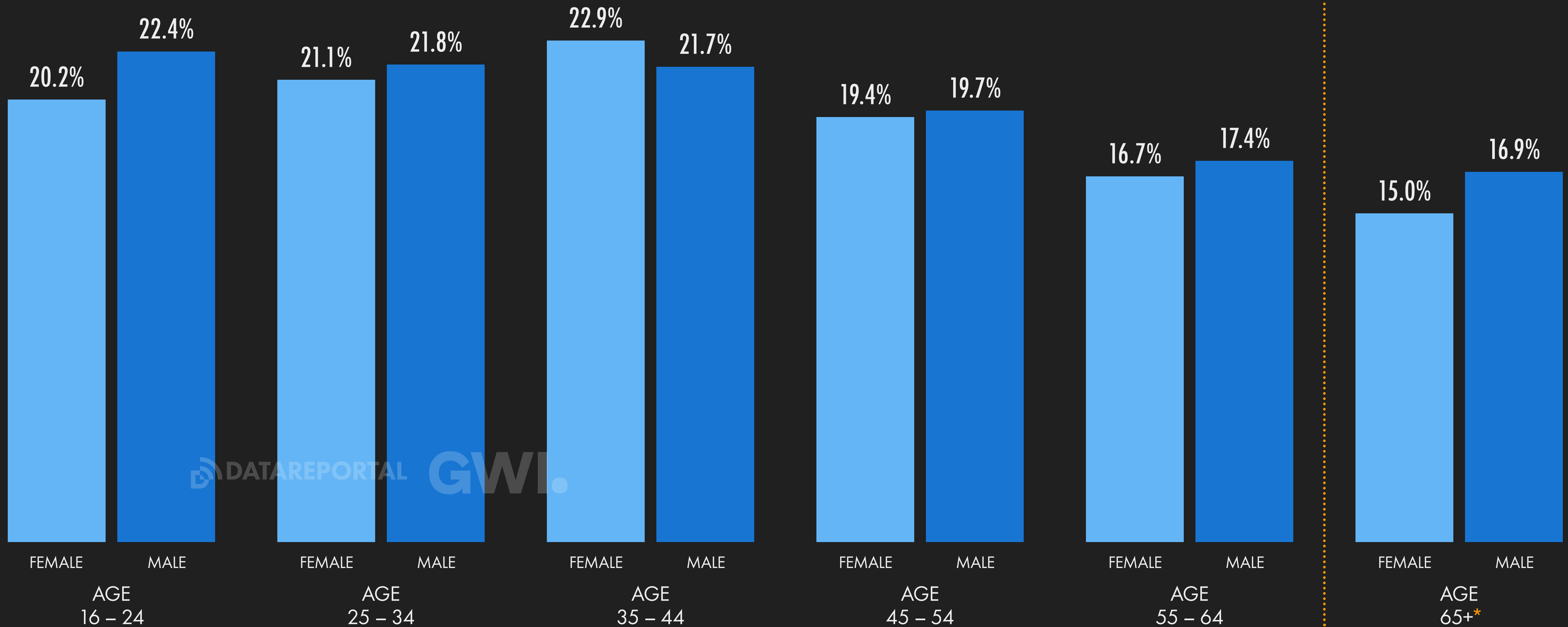
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GLOBAL OVERVIEW

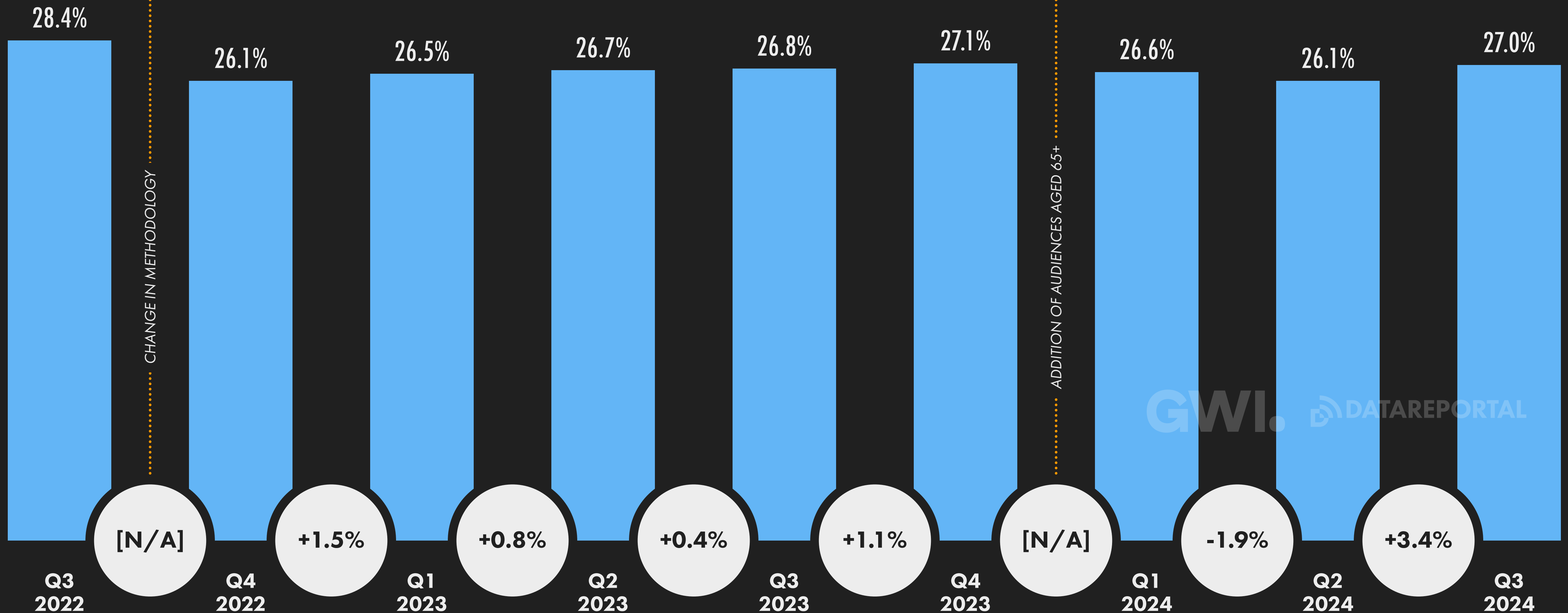


DATA REPORTAL GWI

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# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



GWIDATAREPORTAL

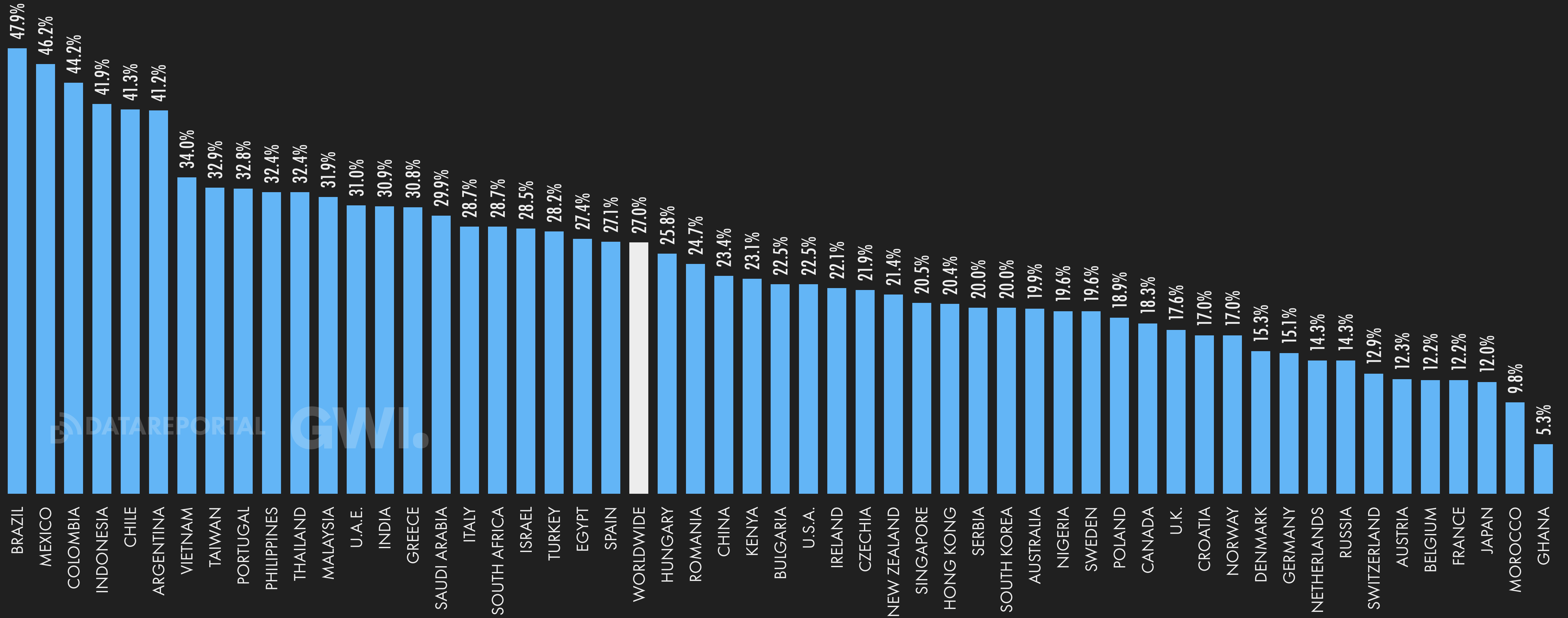
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GLOBAL OVERVIEW



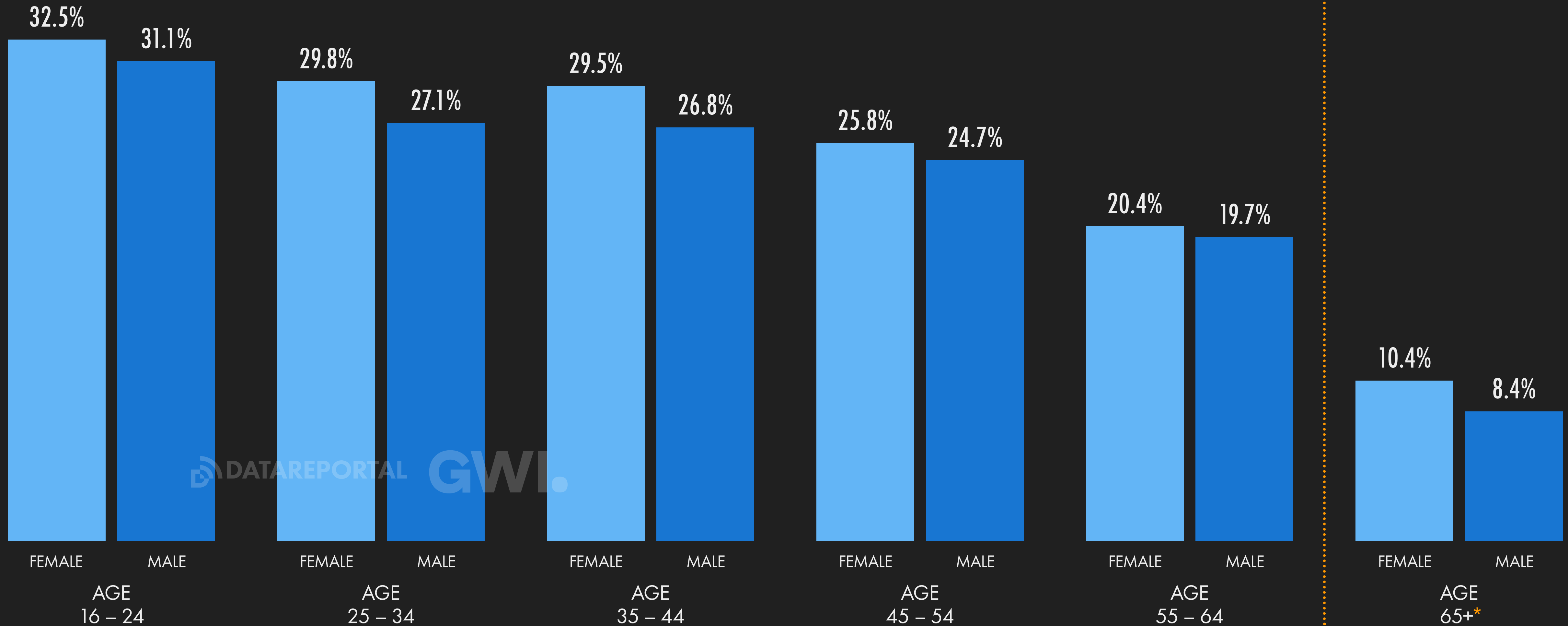
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GLOBAL OVERVIEW



DATA REPORTAL GWI



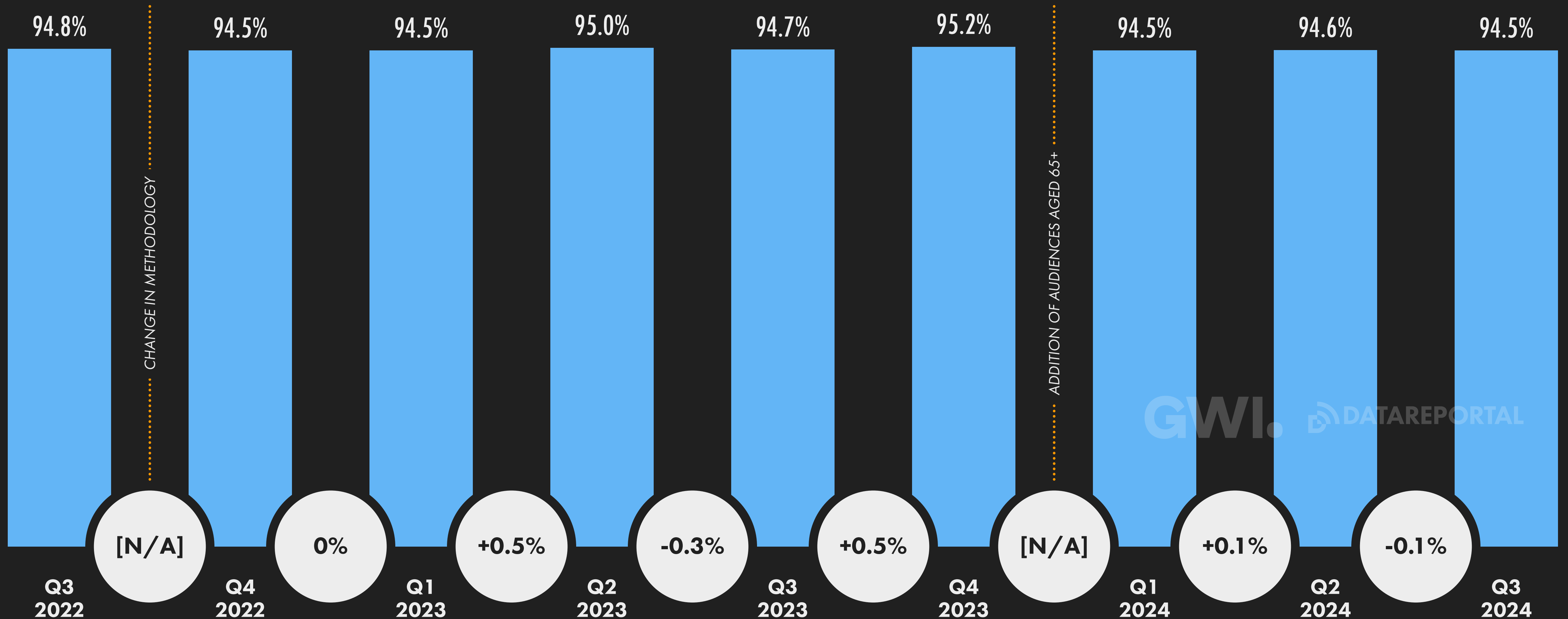


**DIGITAL COMMUNICATION**

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# USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH



SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

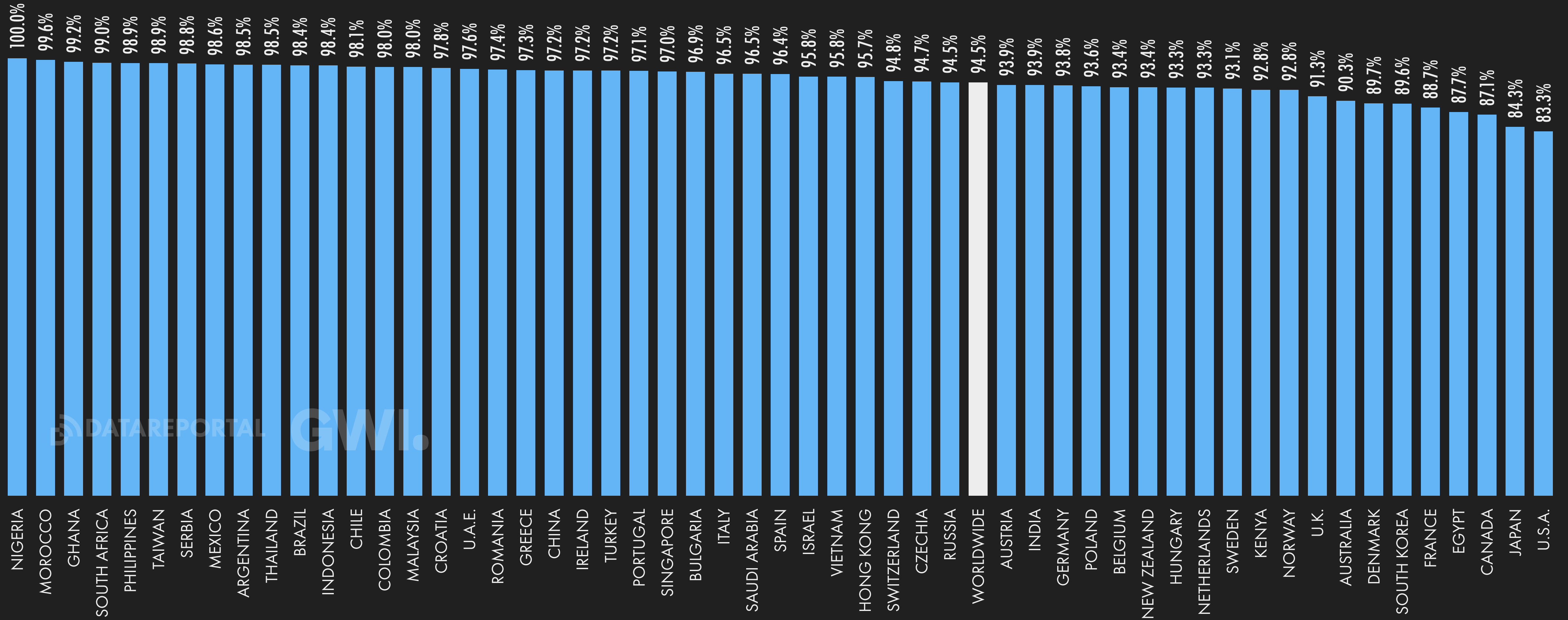
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GLOBAL OVERVIEW



DATA REPORTAL GWI.

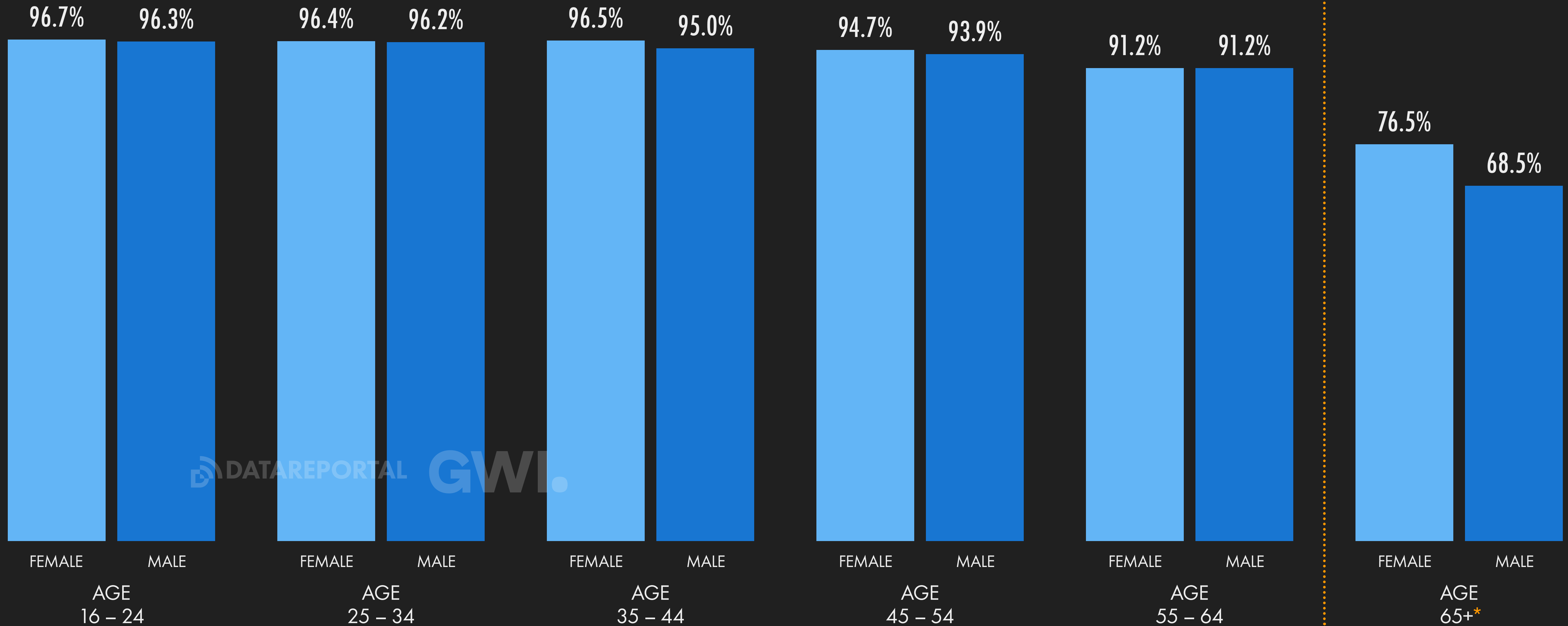
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# USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

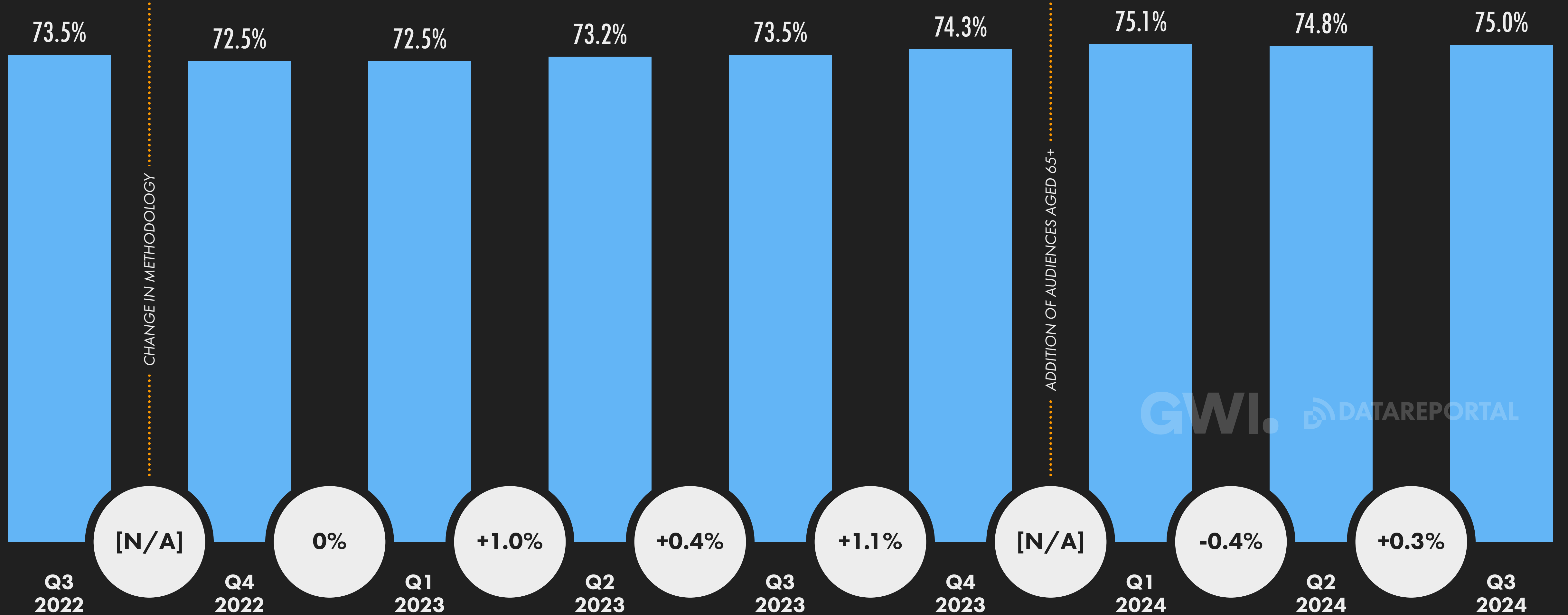
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# USE OF EMAIL

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EMAIL SERVICES EACH MONTH



GLOBAL OVERVIEW



GWIDATAREPORTAL

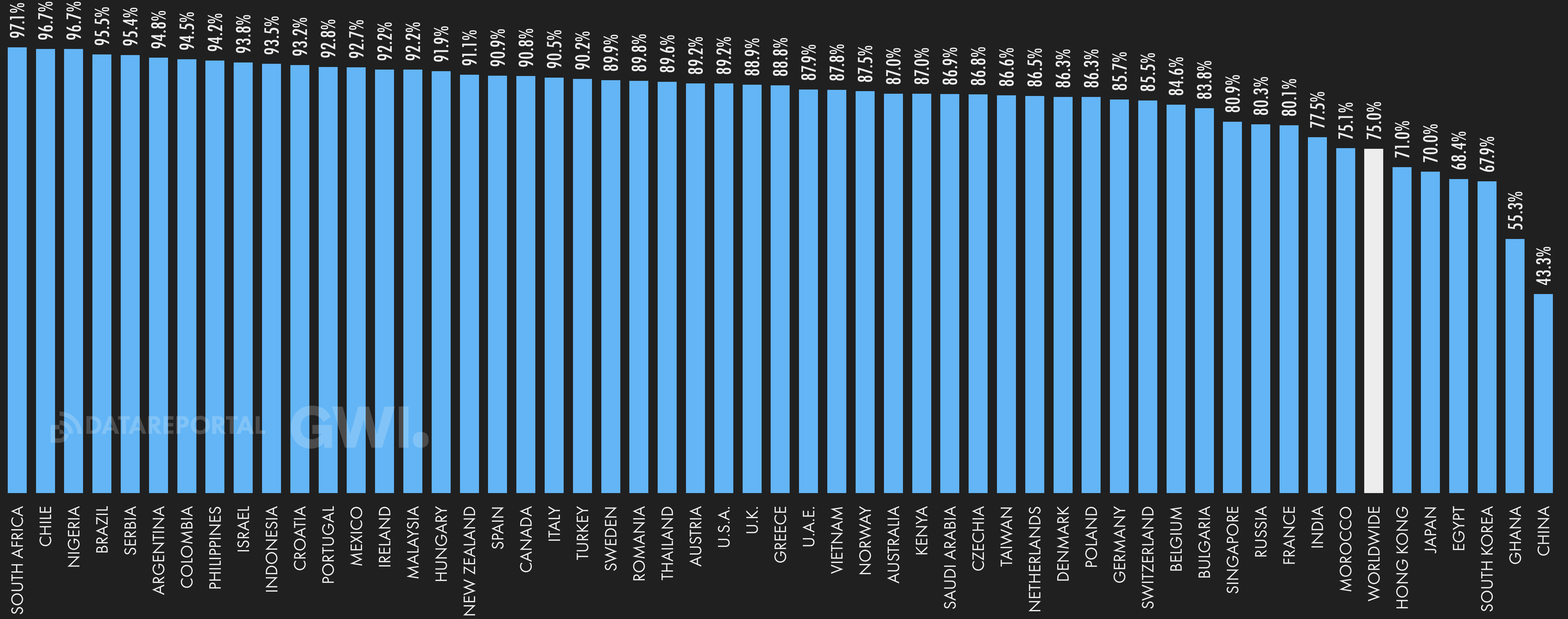
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GLOBAL OVERVIEW



DATA REPORTAL GWI.

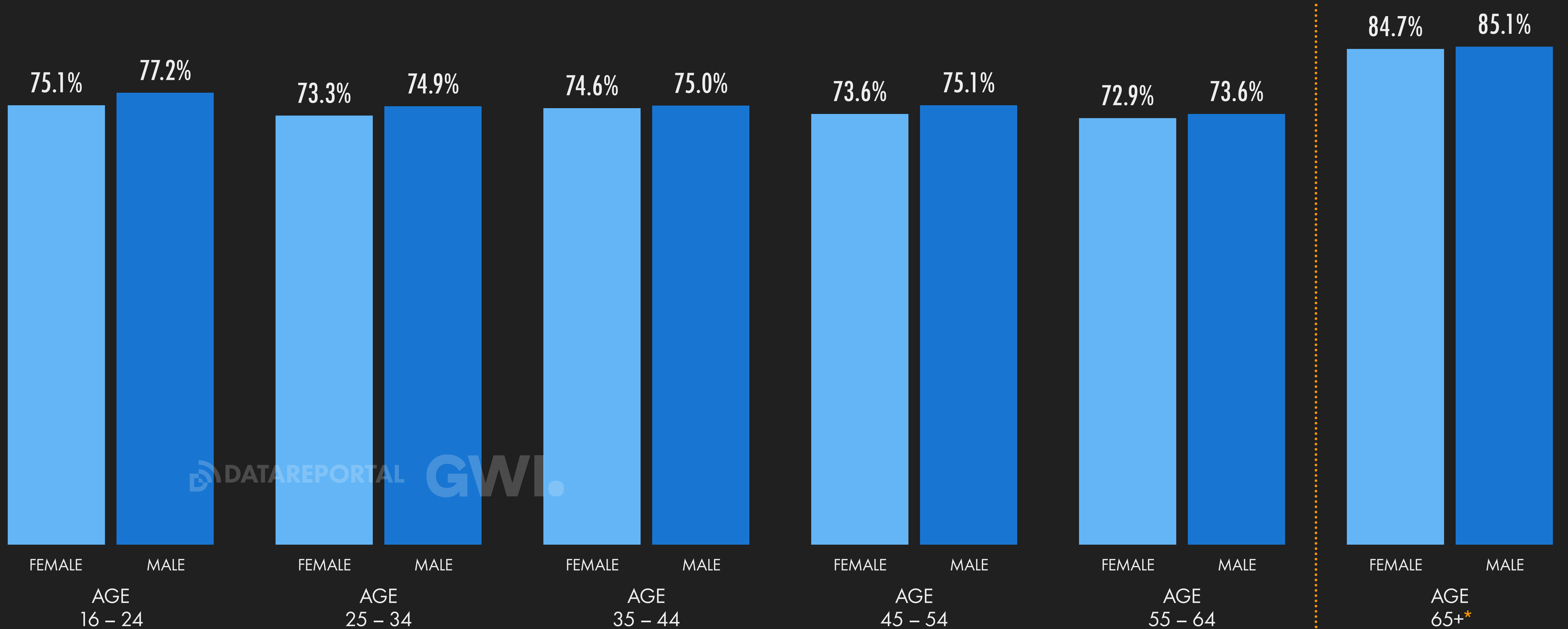
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2025

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PERCENTAGE OF INTERNET USERS WHO USE EMAIL SERVICES EACH MONTH



GLOBAL OVERVIEW

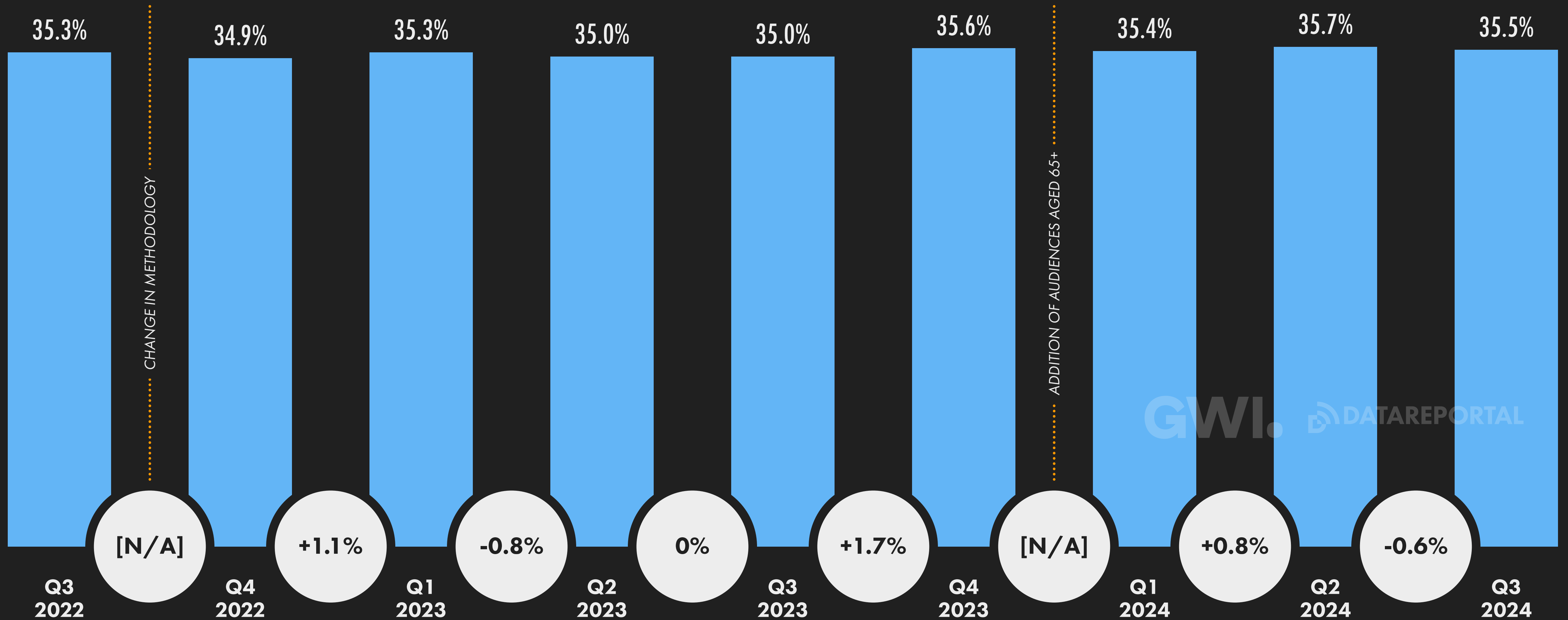


DATA REPORTAL GWI

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# MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



GWI. DATAREPORTAL



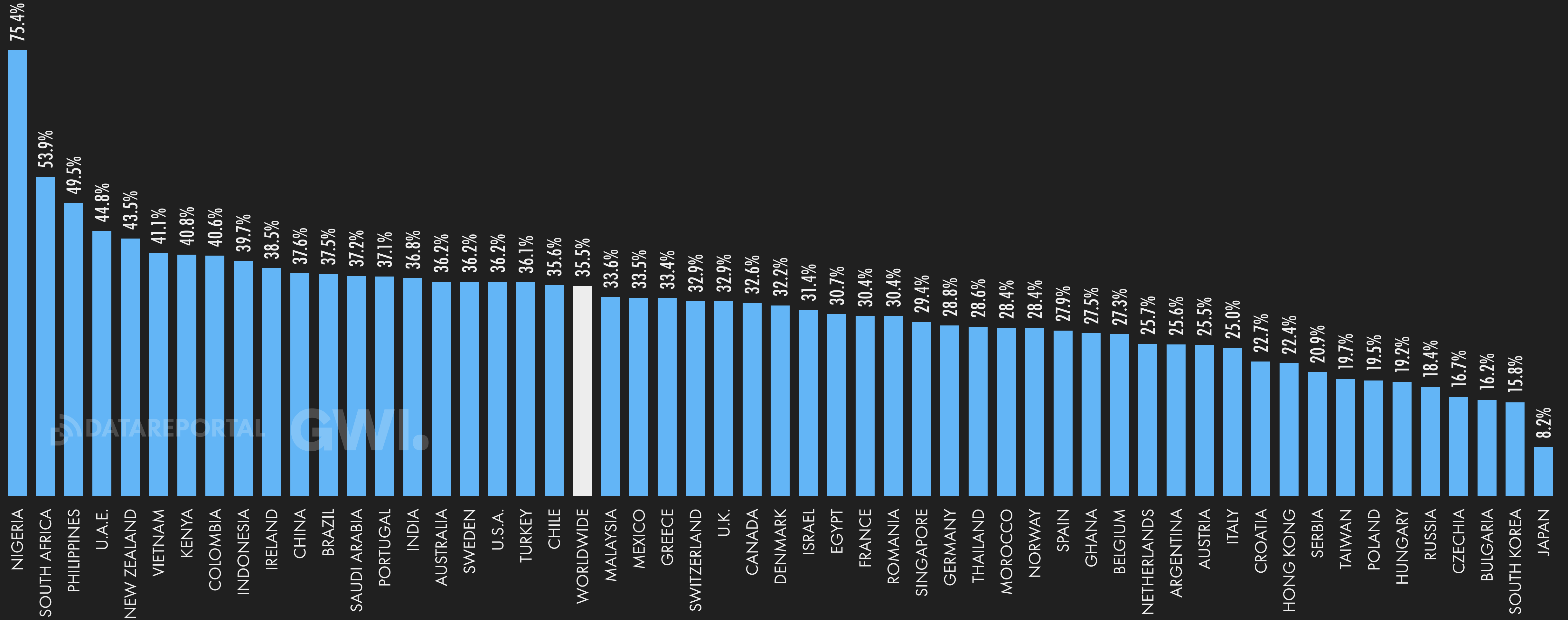
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GLOBAL OVERVIEW



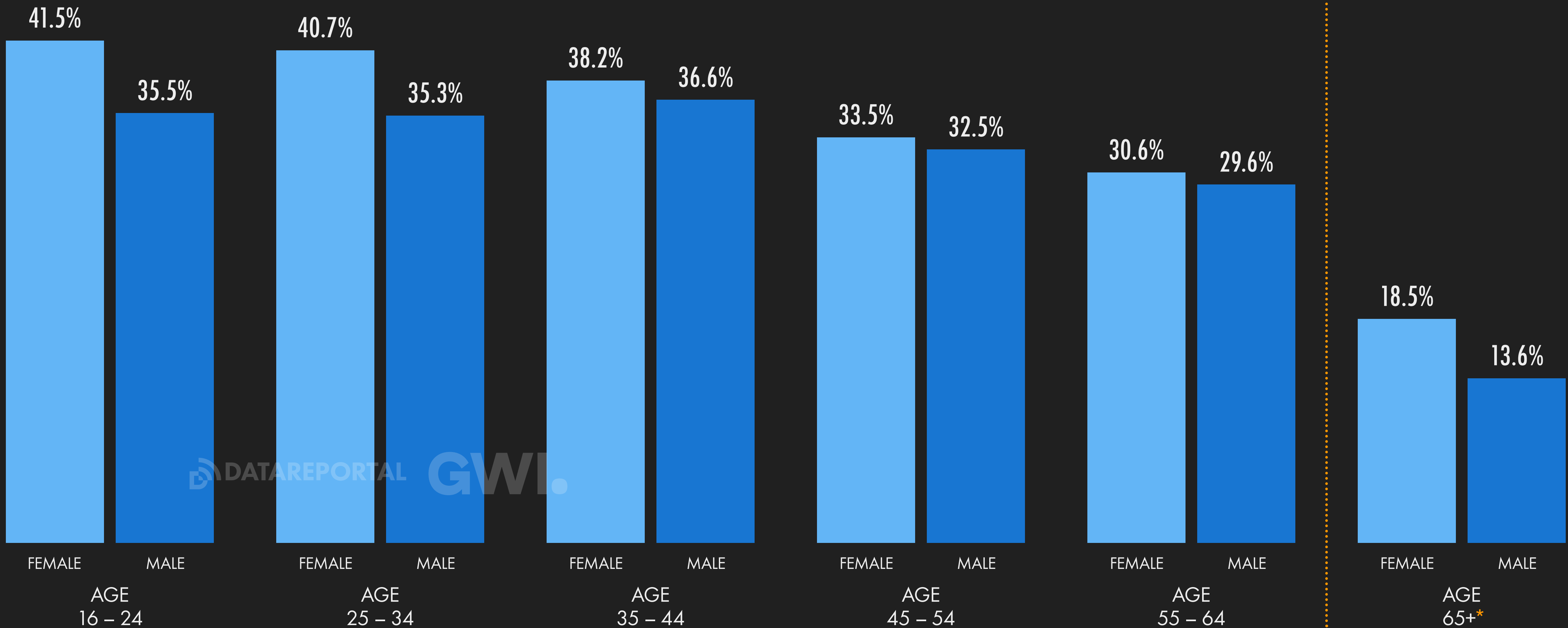
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GLOBAL OVERVIEW

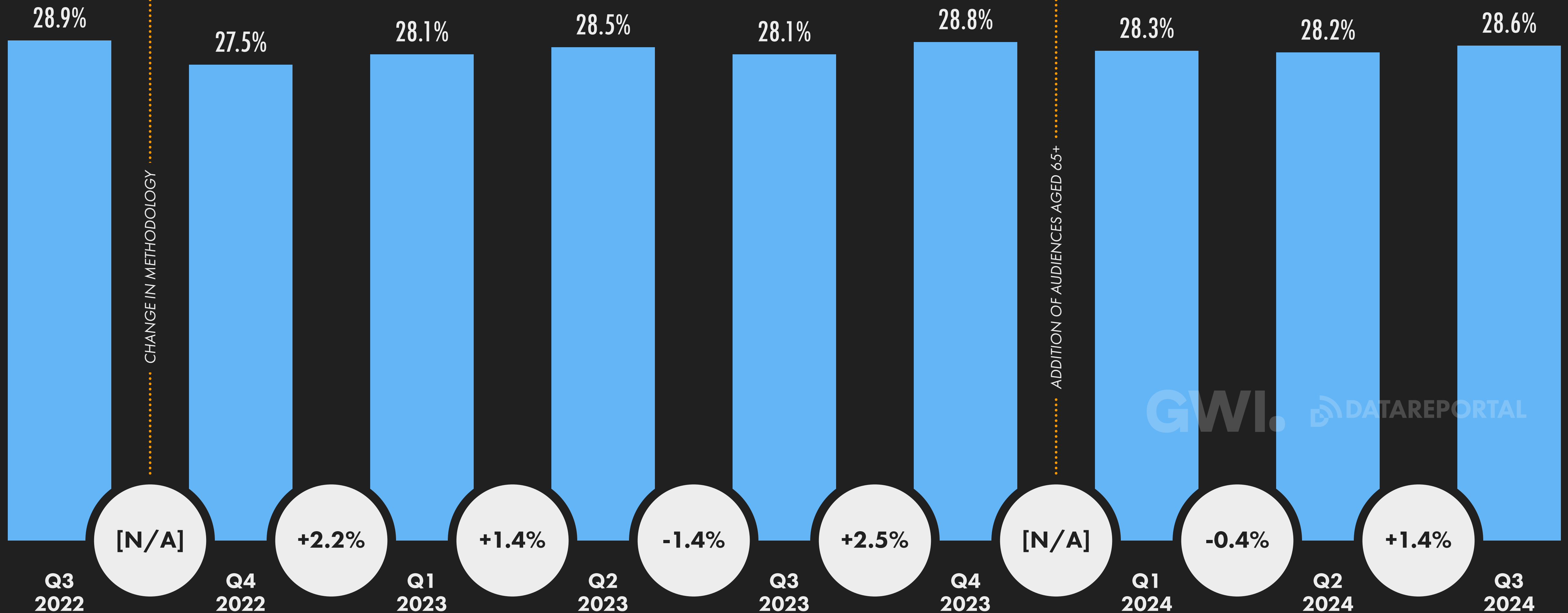


DATA REPORTAL GWI

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# USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



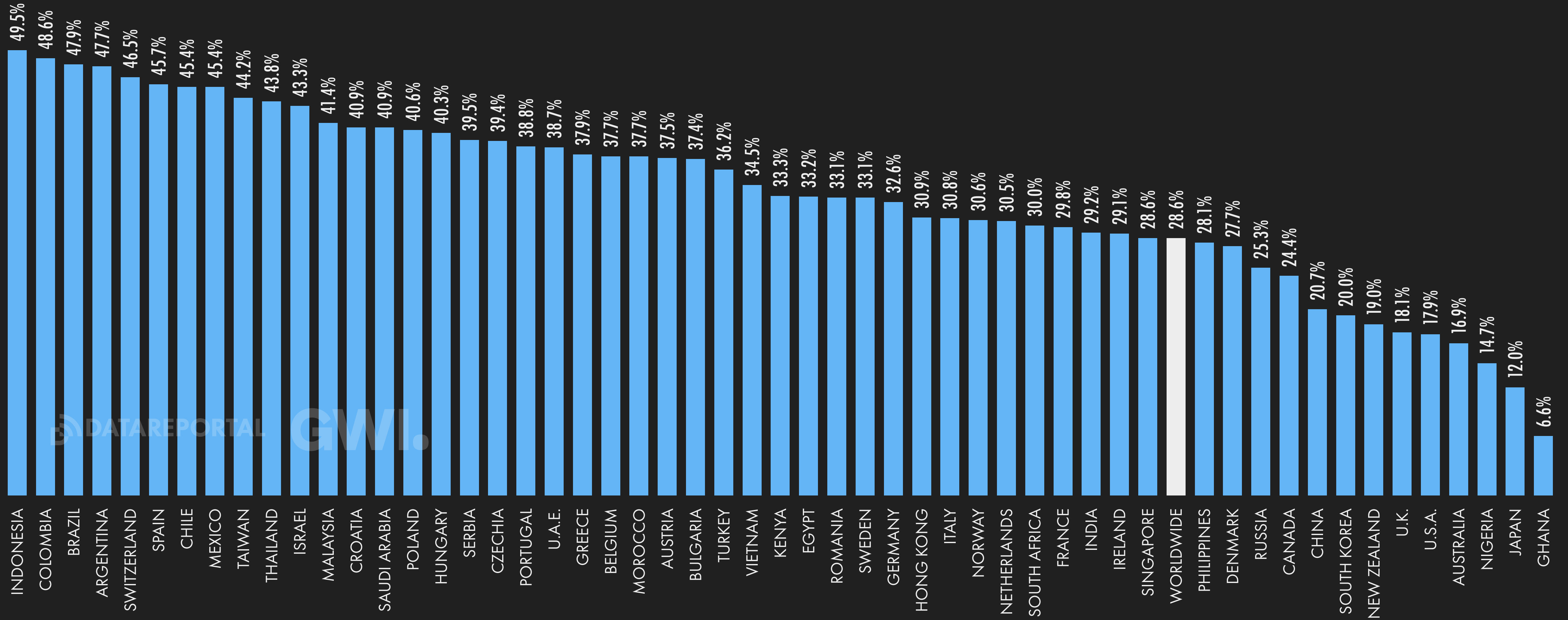
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GLOBAL OVERVIEW



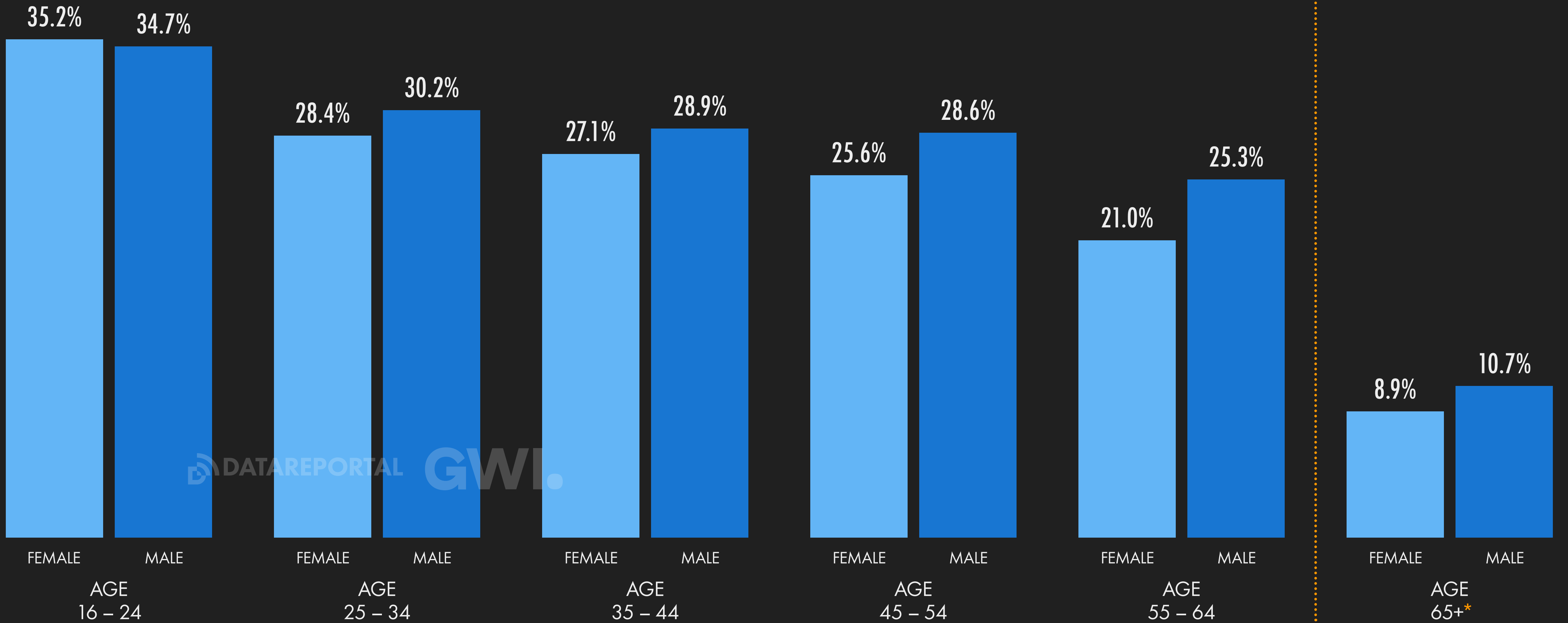
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PERCENTAGE OF INTERNET USERS WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# MOST COMMON LANGUAGES FOR WEB CONTENT

SHARE OF WEB PAGES THAT FEATURE CONTENT IN EACH LANGUAGE, COMPARED WITH SHARE OF GLOBAL POPULATION THAT SPEAKS EACH LANGUAGE



#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION	#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	49.4%	18.5%	12	PERSIAN	1.2%	1.0%
02	SPANISH	6.0%	6.8%	13	CHINESE	1.2%	18.8%
03	GERMAN	5.6%	1.6%	14	VIETNAMESE	1.1%	1.1%
04	JAPANESE	5.0%	1.5%	15	INDONESIAN	1.1%	2.4%
05	FRENCH	4.4%	3.8%	16	CZECH	1.0%	0.2%
06	RUSSIAN	3.9%	3.1%	17	KOREAN	0.8%	1.0%
07	PORTUGUESE	3.8%	3.2%	18	UKRAINIAN	0.6%	0.5%
08	ITALIAN	2.7%	0.8%	19	HUNGARIAN	0.6%	0.2%
09	DUTCH, FLEMISH	2.1%	0.3%	20	ROMANIAN	0.5%	0.3%
10	POLISH	1.8%	0.5%	21	ARABIC	0.5%	9.3%
11	TURKISH	1.8%	1.1%	22	SWEDISH	0.5%	0.2%

**SOURCES:** W3TECHS; ETHNOLOGUE; U.N; KEPIOS ANALYSIS. **NOTES:** WEBSITE LANGUAGES AS DEFINED BY W3TECHS. LANGUAGES INCLUDE SUB-LANGUAGES (E.G. "CHINESE" INCLUDES MANDARIN, YUE, ETC.). FIGURES IN THE "SHARE OF WEBSITES" COLUMN ARE BASED ON W3TECH'S ANALYSIS OF TRAFFIC FOR THE TOP 10 MILLION WEBSITES, AS RANKED BY ALEXA INTERNET. FIGURES IN THE "SHARE OF POPULATION" COLUMN COMPARE THE TOTAL NUMBER OF FIRST-AND SECOND-LANGUAGE SPEAKERS OF EACH LANGUAGE (INCLUDING SUB-LANGUAGES) TO THE TOTAL GLOBAL POPULATION.



**ONLINE SHOPPING**

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# WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



GLOBAL OVERVIEW

PURCHASED A PRODUCT  
OR SERVICE ONLINE



GWI.

55.8%

ORDERED GROCERIES  
VIA AN ONLINE STORE



Meltwater

27.3%

BOUGHT A SECOND-HAND  
ITEM VIA AN ONLINE STORE



we  
are  
social

10.8%

USED AN ONLINE PRICE  
COMPARISON SERVICE



GWI.

19.9%

USED A BUY NOW,  
PAY LATER SERVICE



15.3%



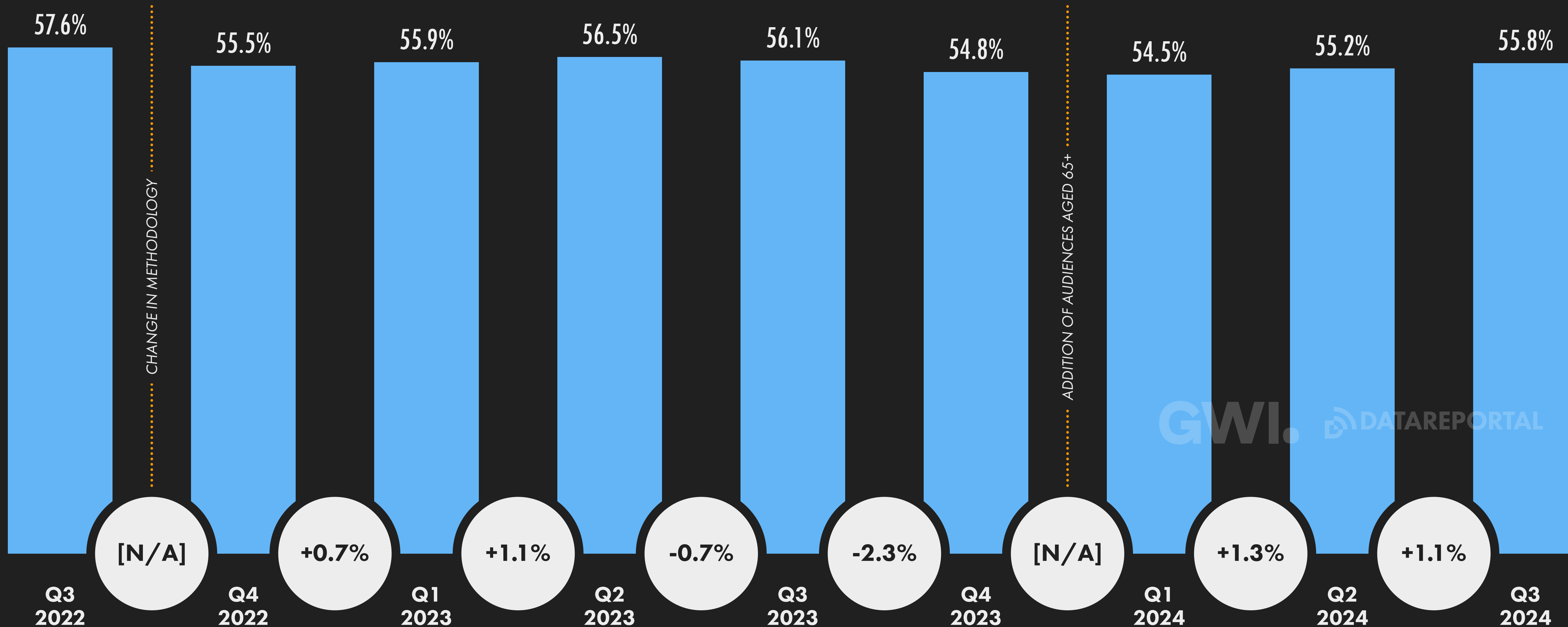
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



GWIDATAREPORTAL

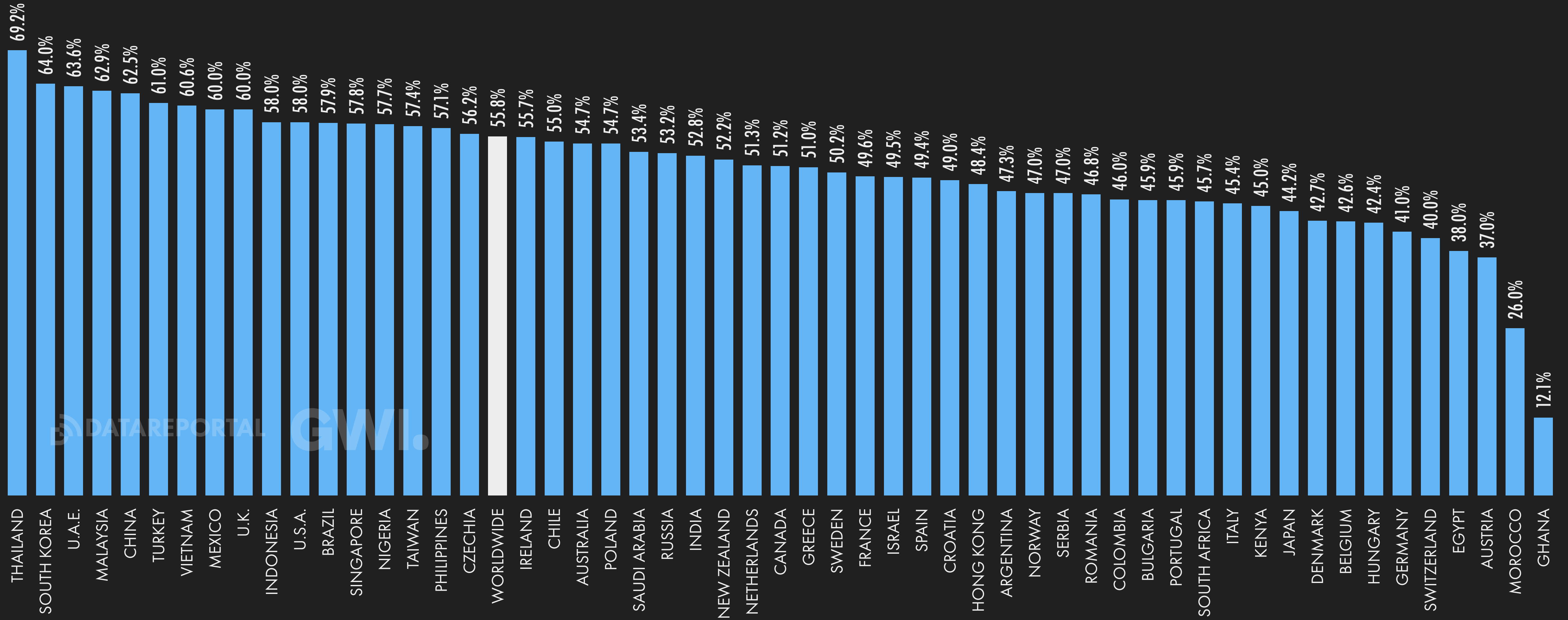
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GLOBAL OVERVIEW



DATA REPORTAL GWI.

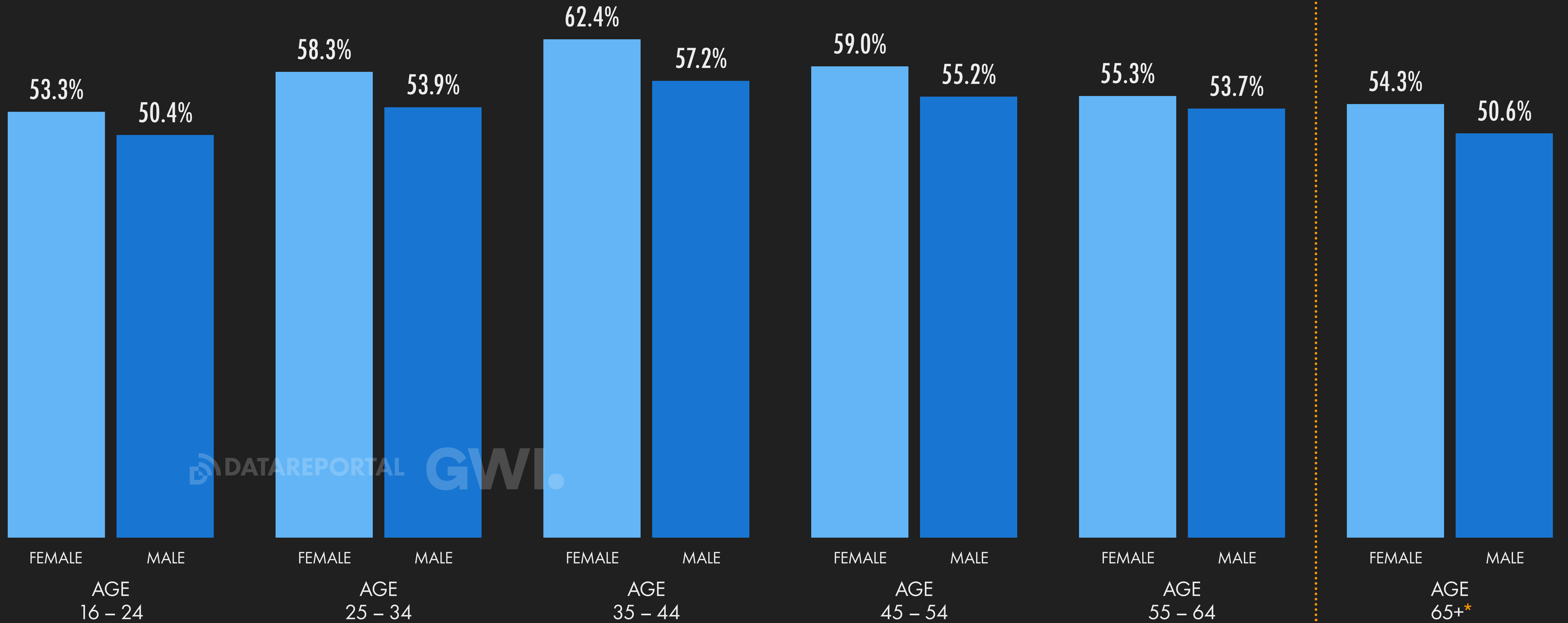
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GLOBAL OVERVIEW

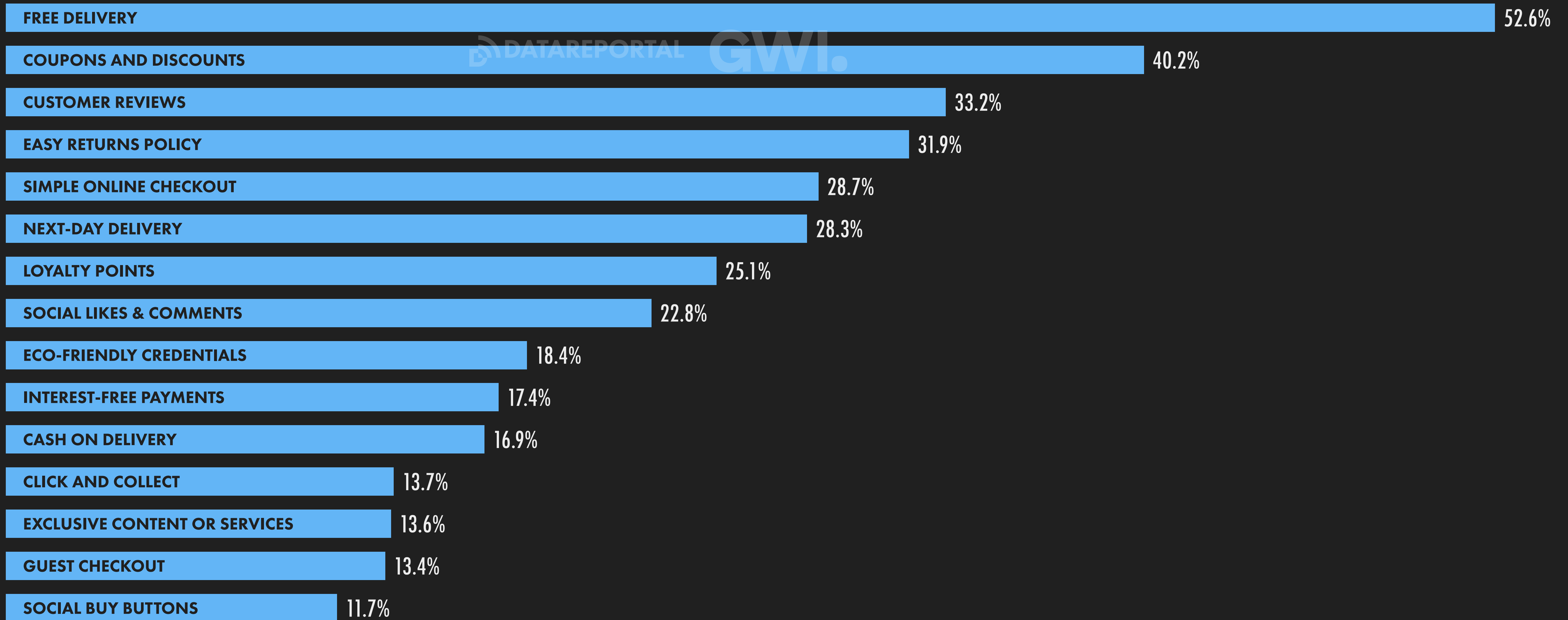


DATA REPORTAL GWI

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# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



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# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
FREE DELIVERY 49.8%	FREE DELIVERY 48.2%	FREE DELIVERY 50.7%	FREE DELIVERY 55.6%	FREE DELIVERY 59.6%	FREE DELIVERY 76.7%
COUPONS AND DISCOUNTS 39.7%	COUPONS AND DISCOUNTS 37.7%	COUPONS AND DISCOUNTS 39.5%	COUPONS AND DISCOUNTS 41.8%	COUPONS AND DISCOUNTS 41.6%	COUPONS AND DISCOUNTS 53.4%
CUSTOMER REVIEWS 33.9%	CUSTOMER REVIEWS 31.7%	CUSTOMER REVIEWS 32.9%	EASY RETURNS POLICY 33.2%	EASY RETURNS POLICY 37.3%	EASY RETURNS POLICY 41.7%
EASY RETURNS POLICY 30.0%	EASY RETURNS POLICY 29.9%	EASY RETURNS POLICY 30.7%	CUSTOMER REVIEWS 33.1%	CUSTOMER REVIEWS 34.4%	CUSTOMER REVIEWS 37.0%
NEXT-DAY DELIVERY 29.7%	NEXT-DAY DELIVERY 29.1%	SIMPLE ONLINE CHECKOUT 29.1%	SIMPLE ONLINE CHECKOUT 29.5%	SIMPLE ONLINE CHECKOUT 31.5%	SIMPLE ONLINE CHECKOUT 29.2%
SIMPLE ONLINE CHECKOUT 27.0%	SIMPLE ONLINE CHECKOUT 27.9%	NEXT-DAY DELIVERY 28.6%	NEXT-DAY DELIVERY 27.3%	NEXT-DAY DELIVERY 26.0%	LOYALTY POINTS 27.9%
SOCIAL LIKES & COMMENTS 26.2%	SOCIAL LIKES & COMMENTS 23.6%	LOYALTY POINTS 25.9%	LOYALTY POINTS 26.5%	LOYALTY POINTS 25.6%	NEXT-DAY DELIVERY 23.1%
LOYALTY POINTS 24.2%	LOYALTY POINTS 23.5%	SOCIAL LIKES & COMMENTS 23.8%	SOCIAL LIKES & COMMENTS 21.6%	SOCIAL LIKES & COMMENTS 19.0%	GUEST CHECKOUT 16.1%
CASH ON DELIVERY 19.6%	ECO-FRIENDLY CREDENTIALS 18.8%	ECO-FRIENDLY CREDENTIALS 18.7%	INTEREST-FREE PAYMENTS 18.5%	ECO-FRIENDLY CREDENTIALS 18.0%	ECO-FRIENDLY CREDENTIALS 12.3%
ECO-FRIENDLY CREDENTIALS 18.9%	INTEREST-FREE PAYMENTS 18.2%	INTEREST-FREE PAYMENTS 18.4%	ECO-FRIENDLY CREDENTIALS 18.5%	INTEREST-FREE PAYMENTS 16.7%	INTEREST-FREE PAYMENTS 10.4%

GWI.

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# MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE SHOPPING APPS, BASED ON GLOBAL MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	SHOPPING APP	COMPANY	#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON	11	EBAY	EBAY
02	SHOPEE	SEA	12	WILDBERRIES	WILDBERRIES
03	FLIPKART	WALMART	13	SHOPSY	WALMART
04	TEMU	PDD HOLDINGS	14	OZON	OZON
05	SHEIN	SHEIN	15	TOKOPEDIA	GOTO GROUP
06	MEESHO	MEESHO	16	LIDL PLUS	SCHWARZ GRUPPE
07	ALIEXPRESS	ALIBABA GROUP	17	WALMART	WALMART
08	MERCADOLIBRE	MERCADOLIBRE	18	AVITO	KISMET CAPITAL GROUP
09	LAZADA	ALIBABA GROUP	19	AJIO SHOPPING APP	RELIANCE INDUSTRIES
10	MYNTRA	WALMART	20	ALIEXPRESS RUSSIA	ALIBABA GROUP



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# TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	IPHONE	100
02	SAMSUNG	88
03	NIKE	84
04	AMAZON	52
05	ADIDAS	46
06	APPLE	30
07	LEGO	28
08	REDMI	28
09	IPHONE 15	25
10	XIAOMI	24

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	LAPTOP	21
12	IPHONE 13	20
13	WALMART	18
14	PUMA	17
15	PS5	17
16	GOOGLE	17
17	TABLET	16
18	IPHONE 14	16
19	NEW BALANCE	14
20	IPAD	14

**SOURCE:** GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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# OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



GLOBAL OVERVIEW

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA ONLINE  
CHANNELS IN 2024



2.54  
BILLION

YEAR-ON-YEAR CHANGE

+8.5% (+200 MILLION)

ESTIMATED TOTAL  
ANNUAL SPEND ON  
ONLINE CONSUMER GOODS  
PURCHASES (USD, 2024)



\$4.12  
TRILLION

YEAR-ON-YEAR CHANGE

+14.6% (+\$525 BILLION)

AVERAGE ANNUAL  
REVENUE PER CONSUMER  
GOODS ECOMMERCE  
USER (USD, 2024)

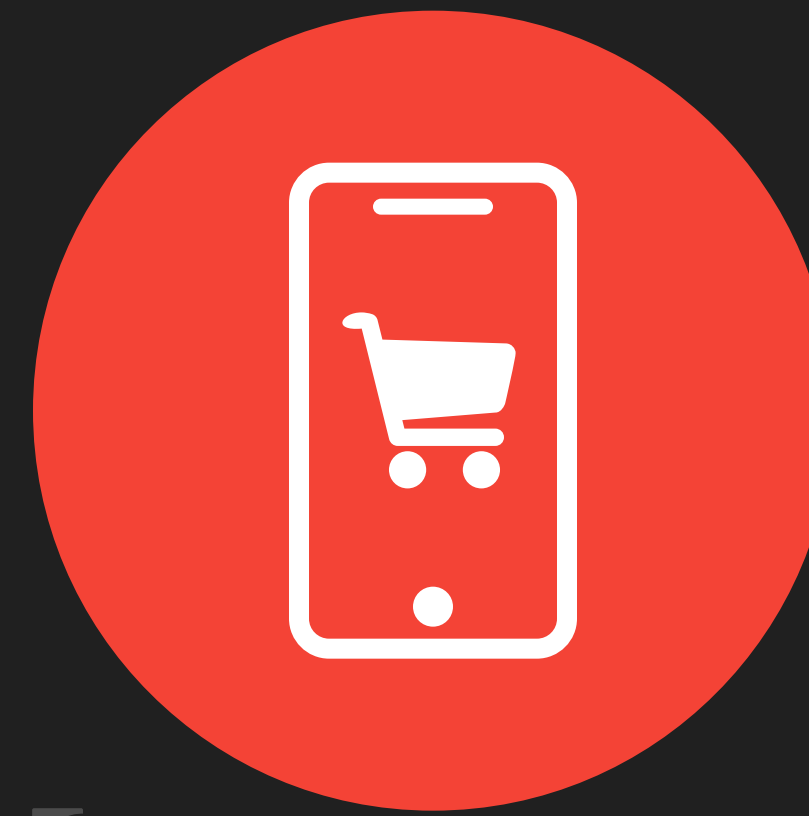


\$1,620

YEAR-ON-YEAR CHANGE

+5.4% (+\$83.00)

SHARE OF 2024 CONSUMER  
GOODS ECOMMERCE SPEND  
ATTRIBUTABLE TO PURCHASES  
MADE VIA MOBILE PHONES



51.4%

YEAR-ON-YEAR CHANGE

+5.1% (+247 BPS)

2024 ONLINE PURCHASES vs.  
TOTAL CONSUMER GOODS  
PURCHASE VALUE ACROSS  
ALL RETAIL CHANNELS



17.3%

YEAR-ON-YEAR CHANGE

+8.3% (+133 BPS)

statista



statista



**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; LUXURY GOODS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



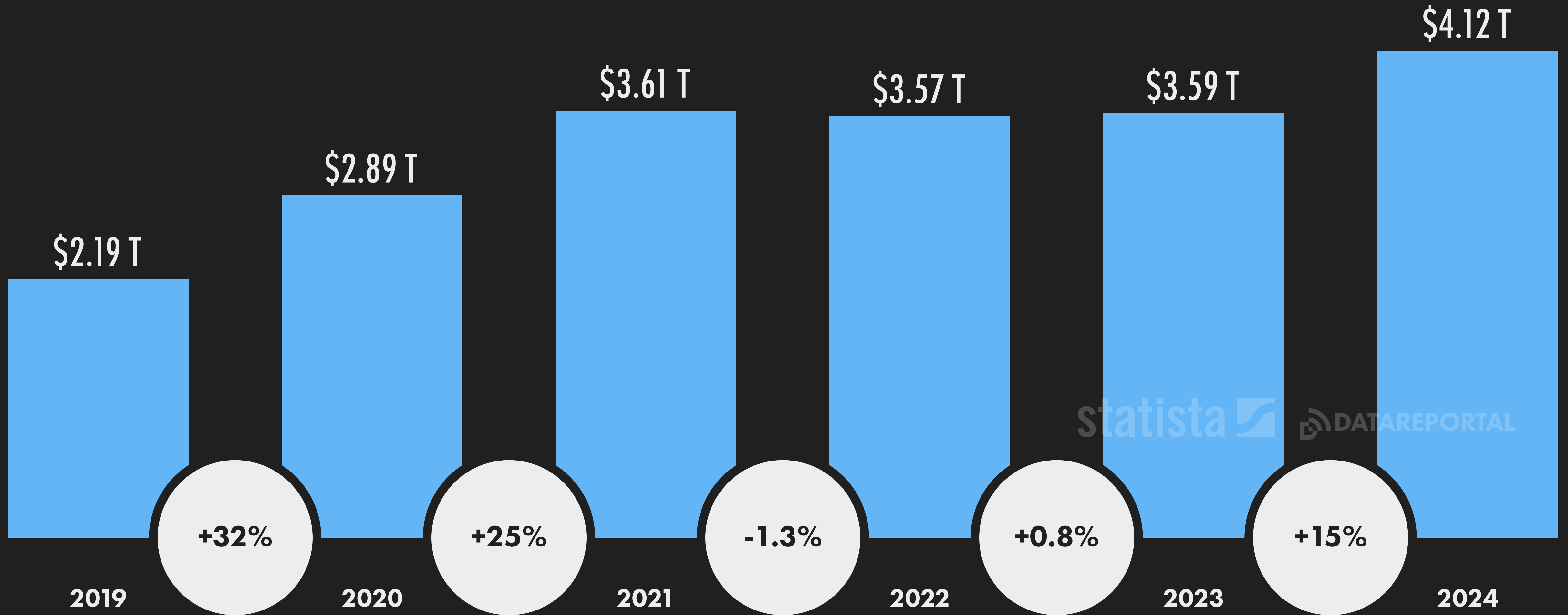
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# ECOMMERCE: CONSUMER GOODS SPEND

ESTIMATED ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (B2C ONLY, U.S. DOLLARS)



GLOBAL OVERVIEW

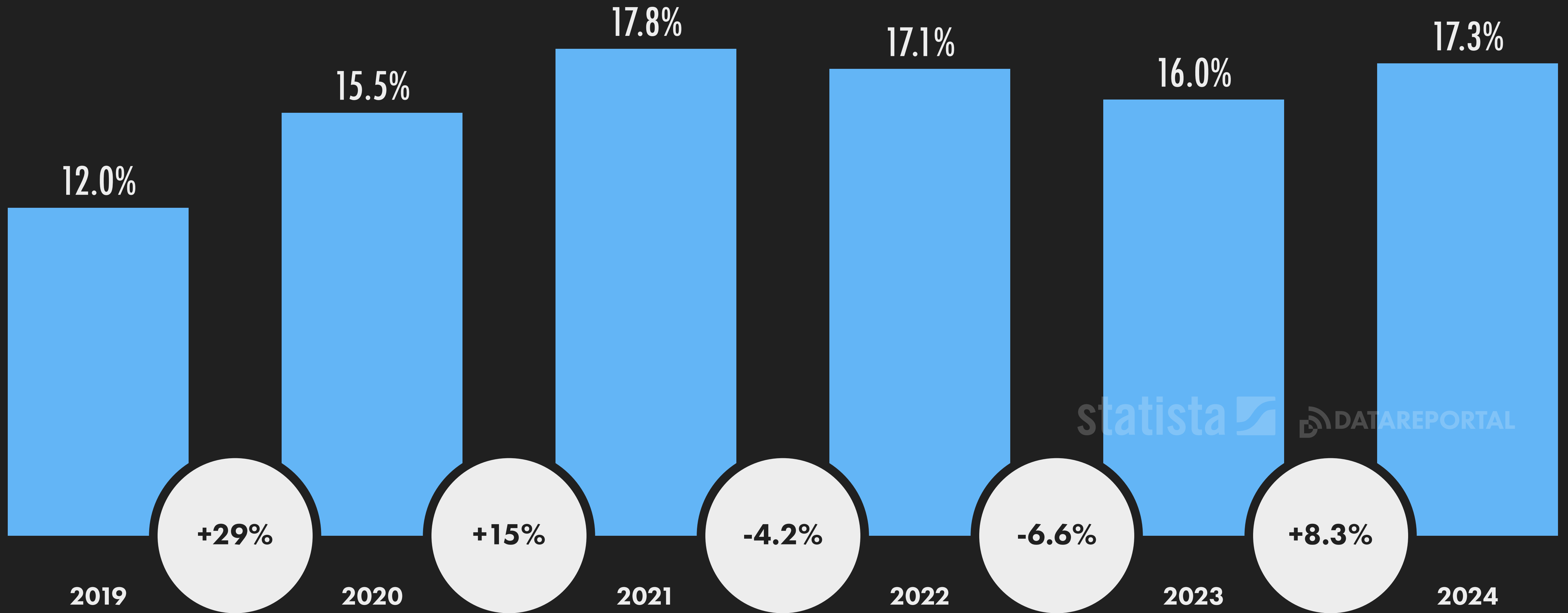


**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND ON B2C CONSUMER GOODS PURCHASES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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2025

# ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED **ONLINE** SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND (B2C ONLY)



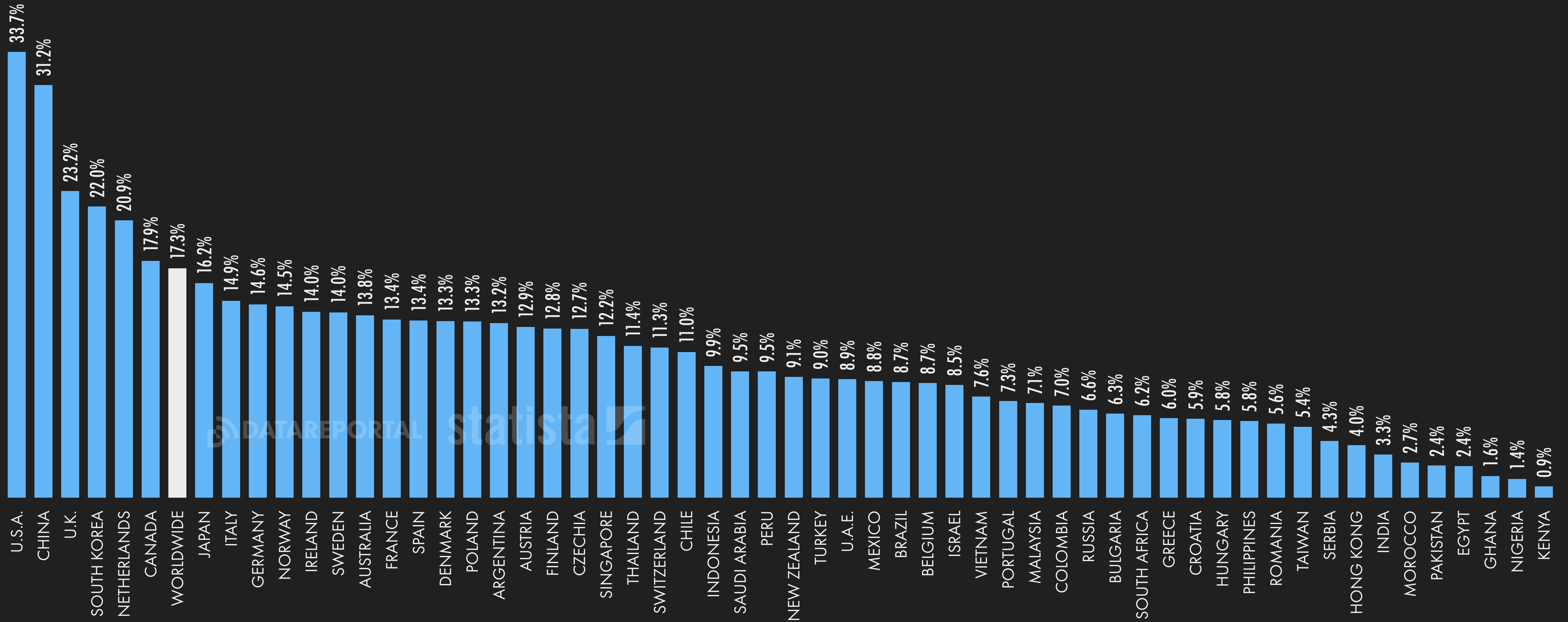
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# ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND IN 2024 (B2C ONLY)



GLOBAL OVERVIEW



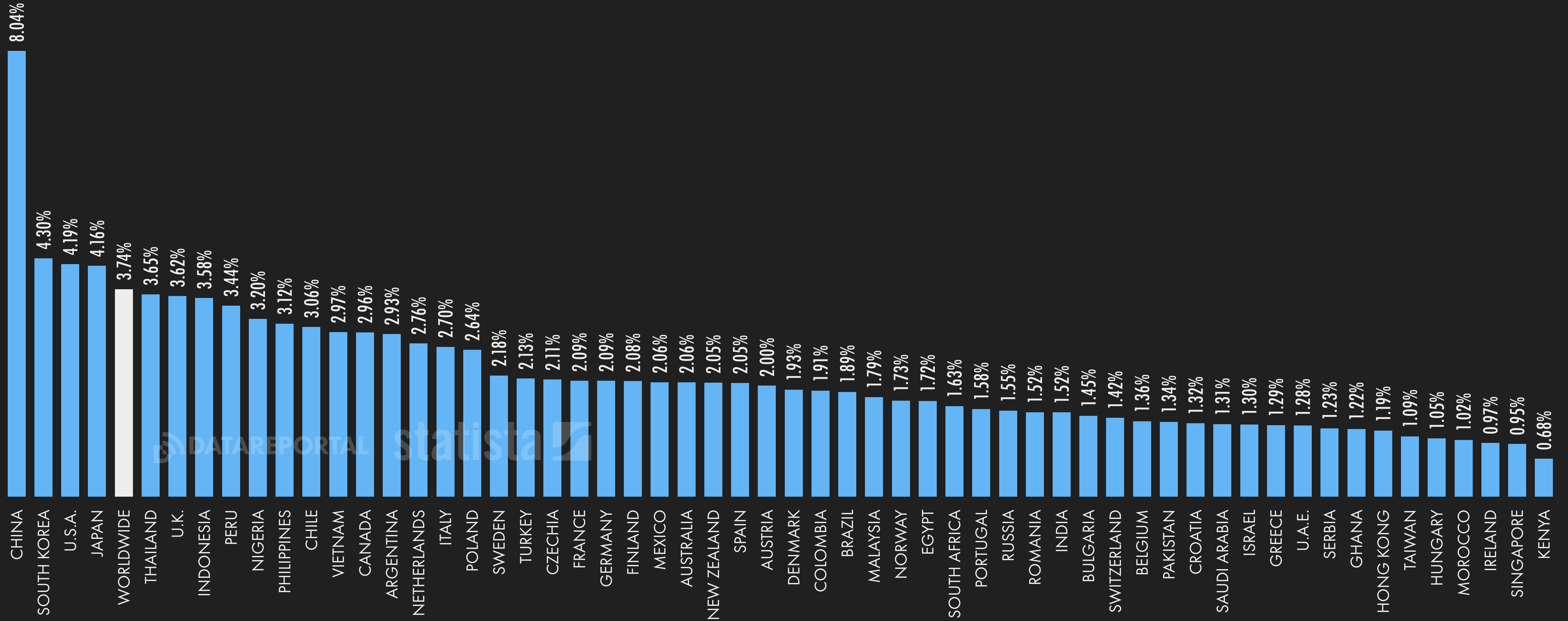
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# ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2024 **ONLINE** SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF GDP (CURRENT USD)



GLOBAL OVERVIEW



**SOURCES:** STATISTA ECOMMERCE MARKET; IMF. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF TOTAL FULL-YEAR SPEND ON ONLINE CONSUMER GOODS PURCHASES FOR 2024 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; LUXURY GOODS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

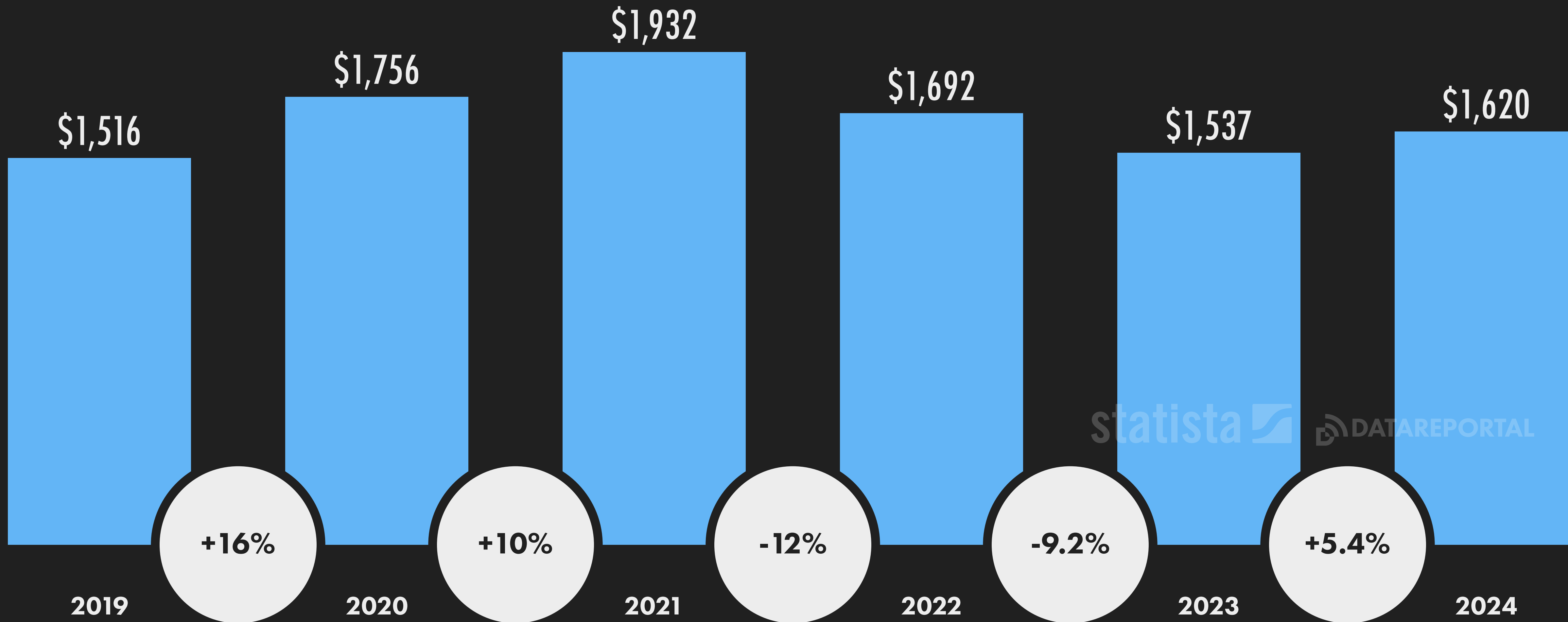
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# CONSUMER GOODS ECOMMERCE ARPU

AVERAGE FULL-YEAR ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS; GLOBAL AVERAGE)



GLOBAL OVERVIEW



**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2024 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

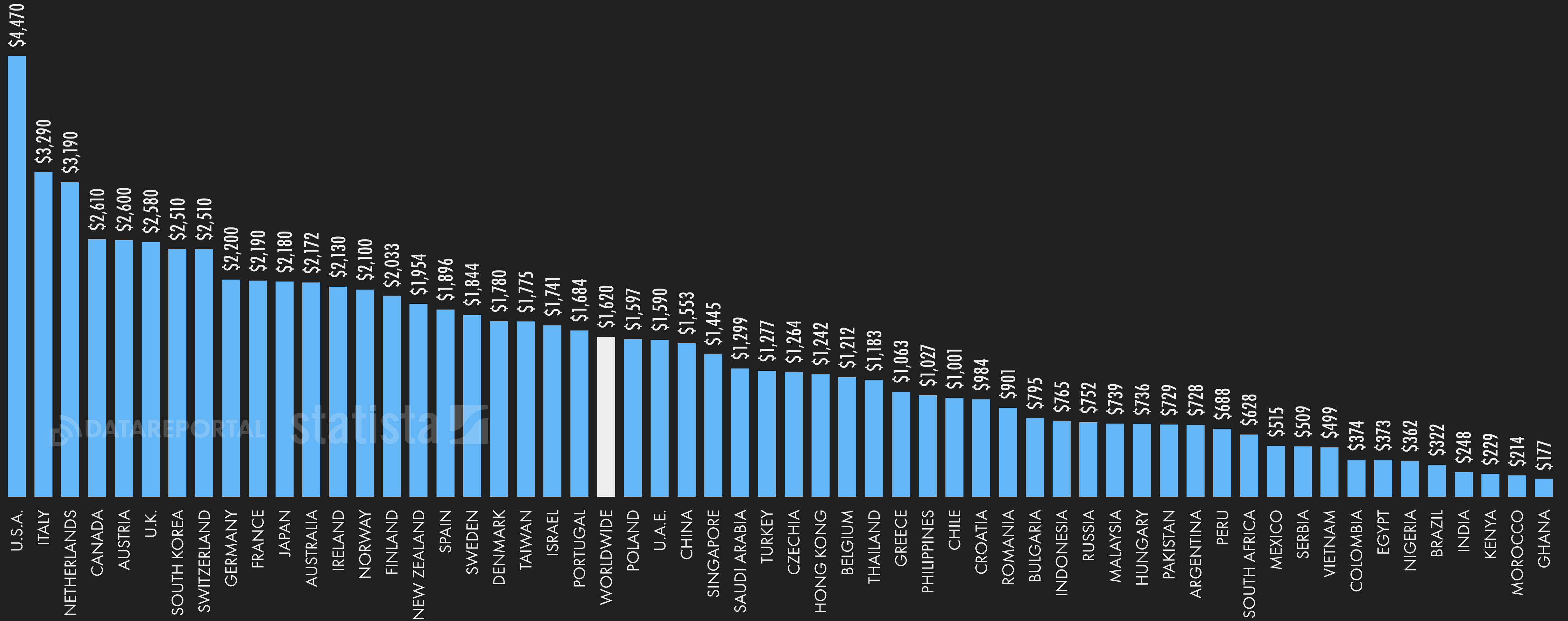
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# CONSUMER GOODS ECOMMERCE ARPU

AVERAGE FULL-YEAR 2024 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2024 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

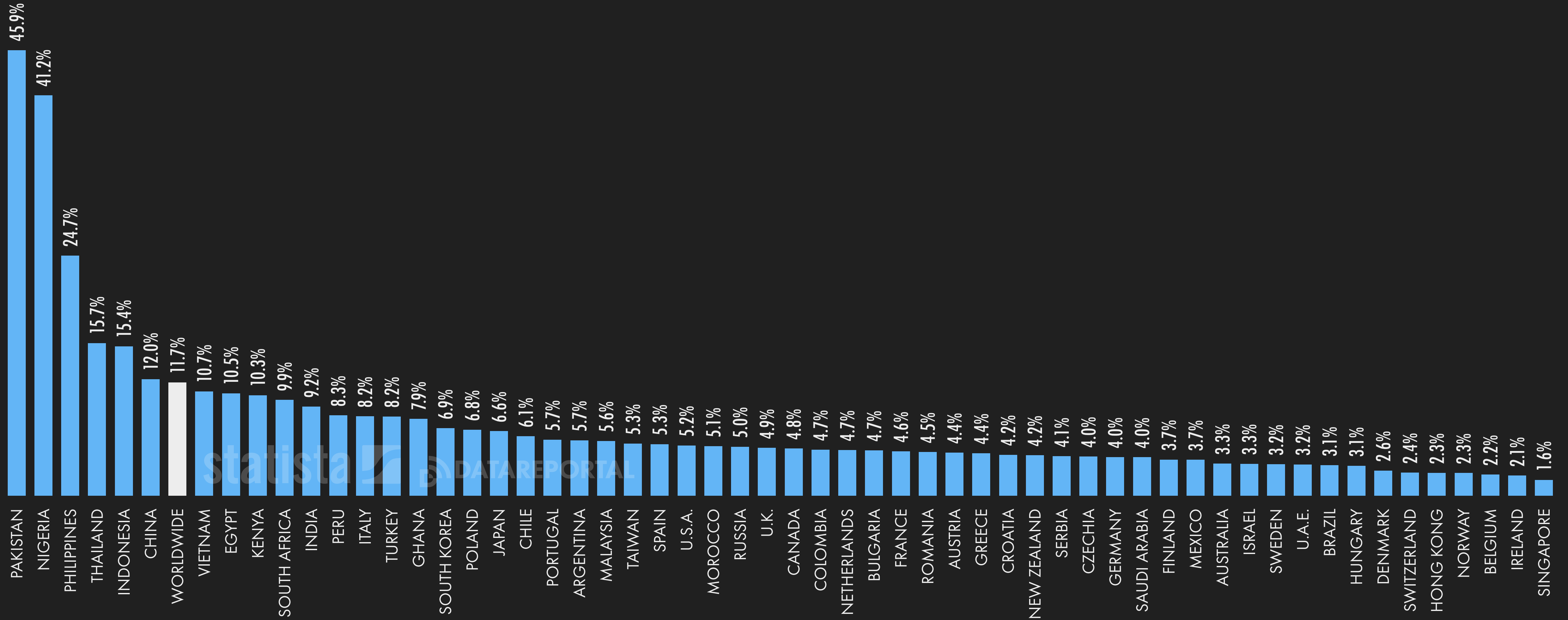
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# CONSUMER GOODS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2024 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)



GLOBAL OVERVIEW



**SOURCES:** STATISTA ECOMMERCE MARKET; IMF. **GUIDANCE:** ECOMMERCE ACTIVITY IN DEVELOPING ECONOMIES MAY BE LIMITED TO WEALTHIER INDIVIDUALS, WHICH MAY DISTORT COMPARISONS BETWEEN ECOMMERCE ARPU AND GDP PER CAPITA. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2024 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# PAYMENT METHODS USED FOR ECOMMERCE

SHARE B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO EACH TYPE OF PAYMENT METHOD



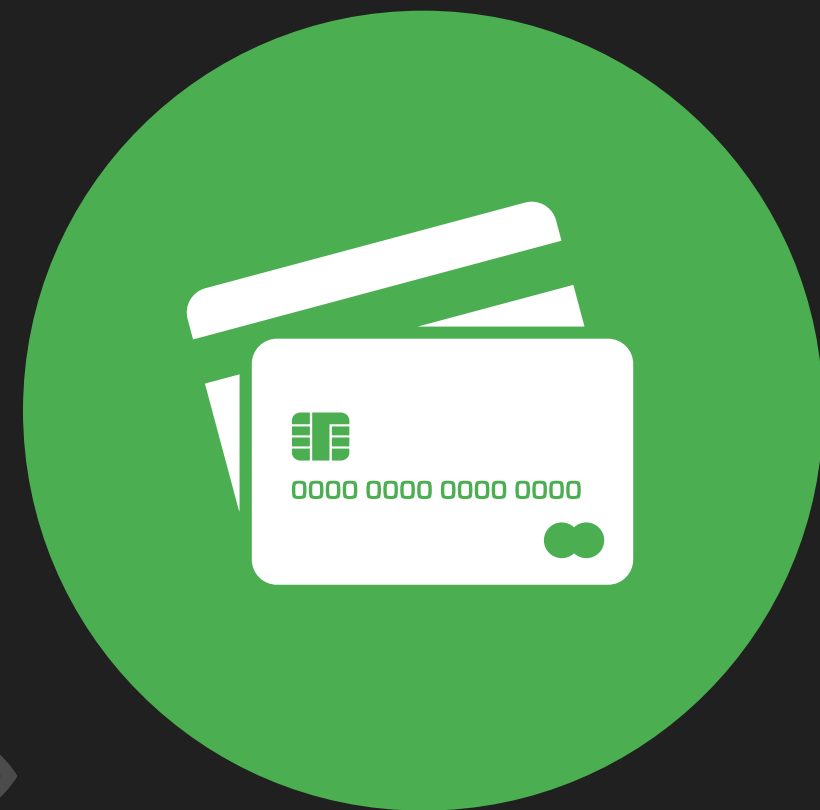
SHARE OF B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO DIGITAL AND DIGITAL WALLETS



Meltwater

50%

SHARE OF B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO DEBIT AND CREDIT CARDS



KEPIOS

34%

SHARE OF B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO ACCOUNT-TO-ACCOUNT TRANSFERS



we are social

7%

SHARE OF B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO "BUY NOW, PAY LATER" SERVICES



we are social

5%

SHARE OF B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO OTHER PAYMENT METHODS



4%



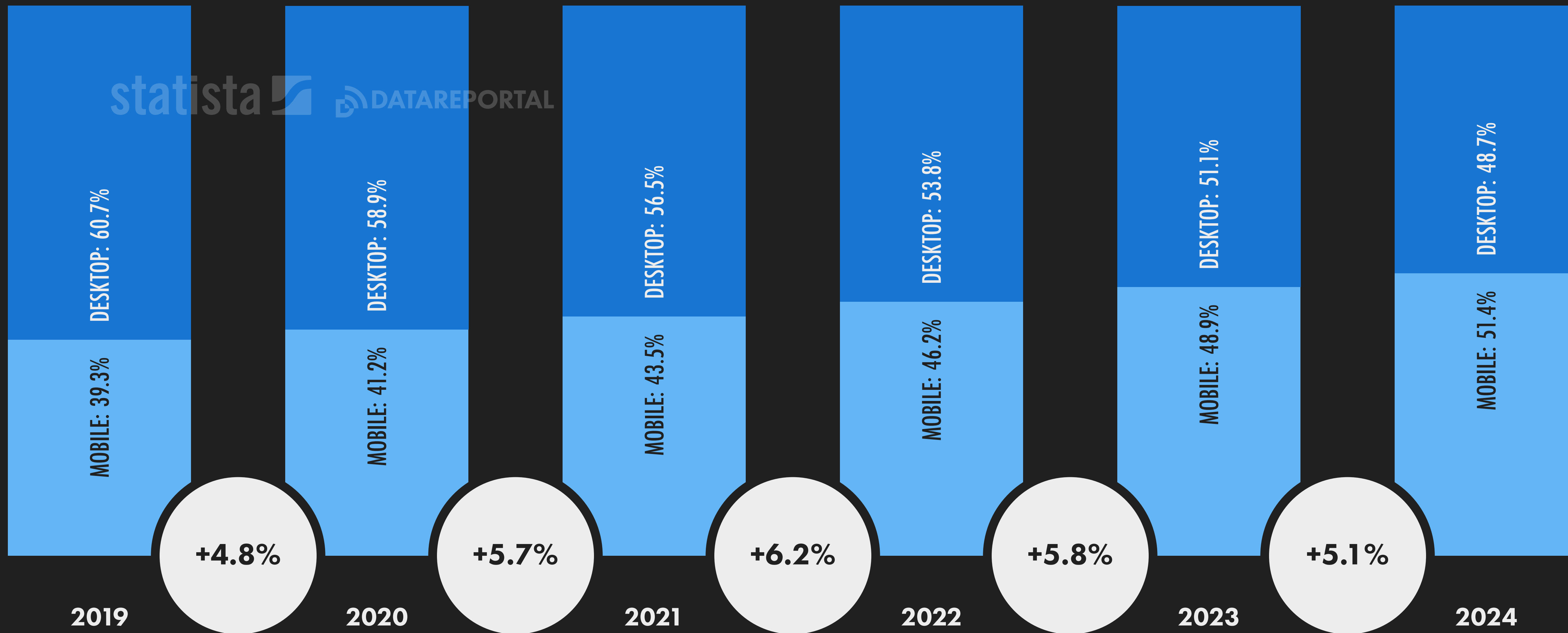
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# SHARE OF ECOMMERCE PURCHASES BY DEVICE

PERCENTAGE OF ONLINE CONSUMER GOODS PURCHASES ATTRIBUTABLE TO ECOMMERCE ACTIVITY ON EACH DEVICE (B2C ONLY)



GLOBAL OVERVIEW



**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF EACH DEVICE'S SHARE OF FULL-YEAR ONLINE CONSUMER GOODS ACTIVITY. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

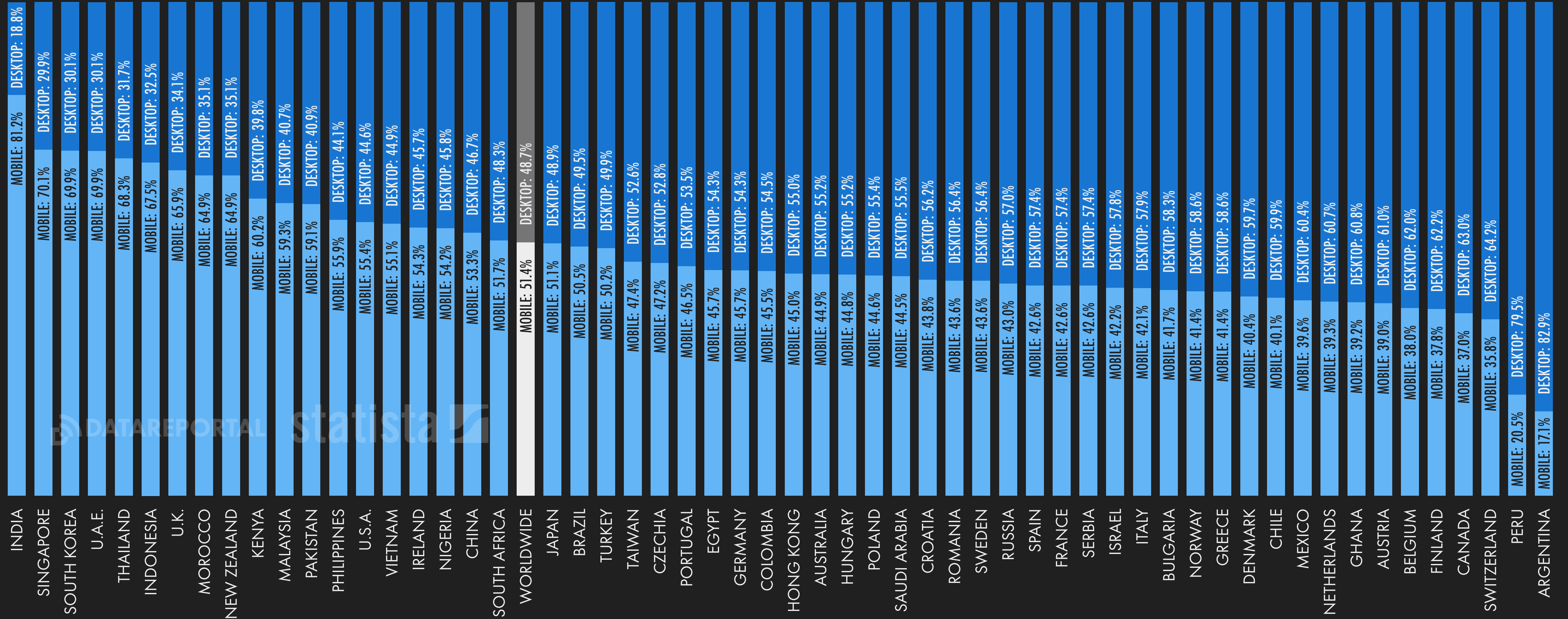
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# SHARE OF ECOMMERCE PURCHASES BY DEVICE

PERCENTAGE OF ONLINE CONSUMER GOODS PURCHASES ATTRIBUTABLE TO ECOMMERCE ACTIVITY ON EACH DEVICE (B2C ONLY)



GLOBAL OVERVIEW



**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF EACH DEVICE'S SHARE OF FULL-YEAR ONLINE CONSUMER GOODS ACTIVITY IN 2024. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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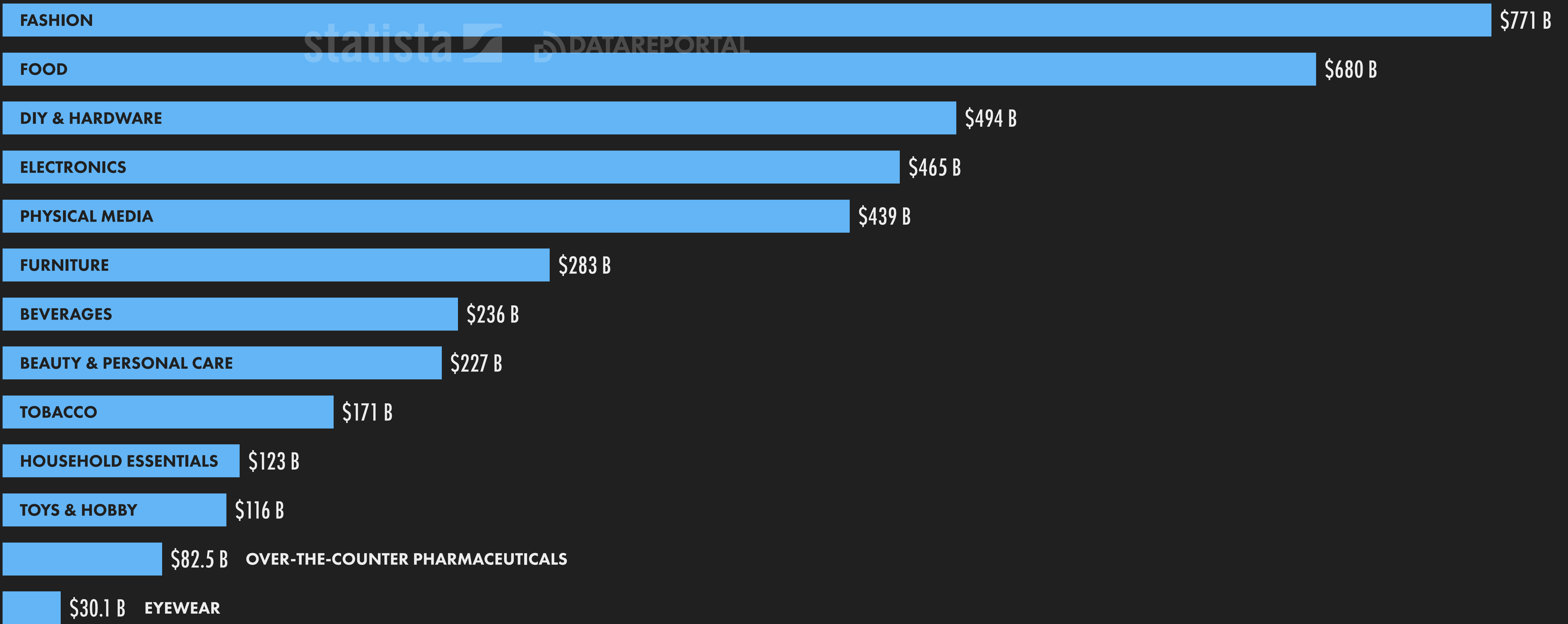
# ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)



GLOBAL OVERVIEW

statista DATA REPORTAL

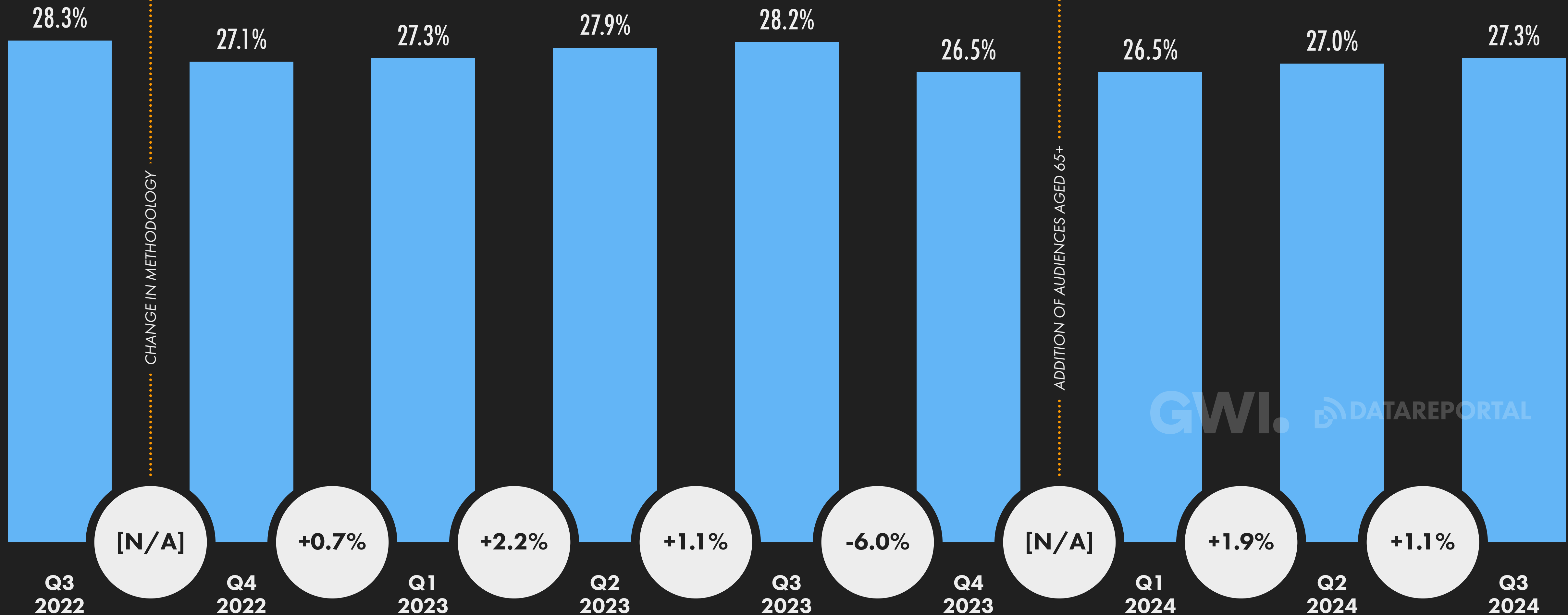


**SOURCE:** STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY GROCERIES ONLINE EACH WEEK



CHANGE IN METHODOLOGY

ADDITION OF AUDIENCES AGED 65+

GWI. DATAREPORTAL

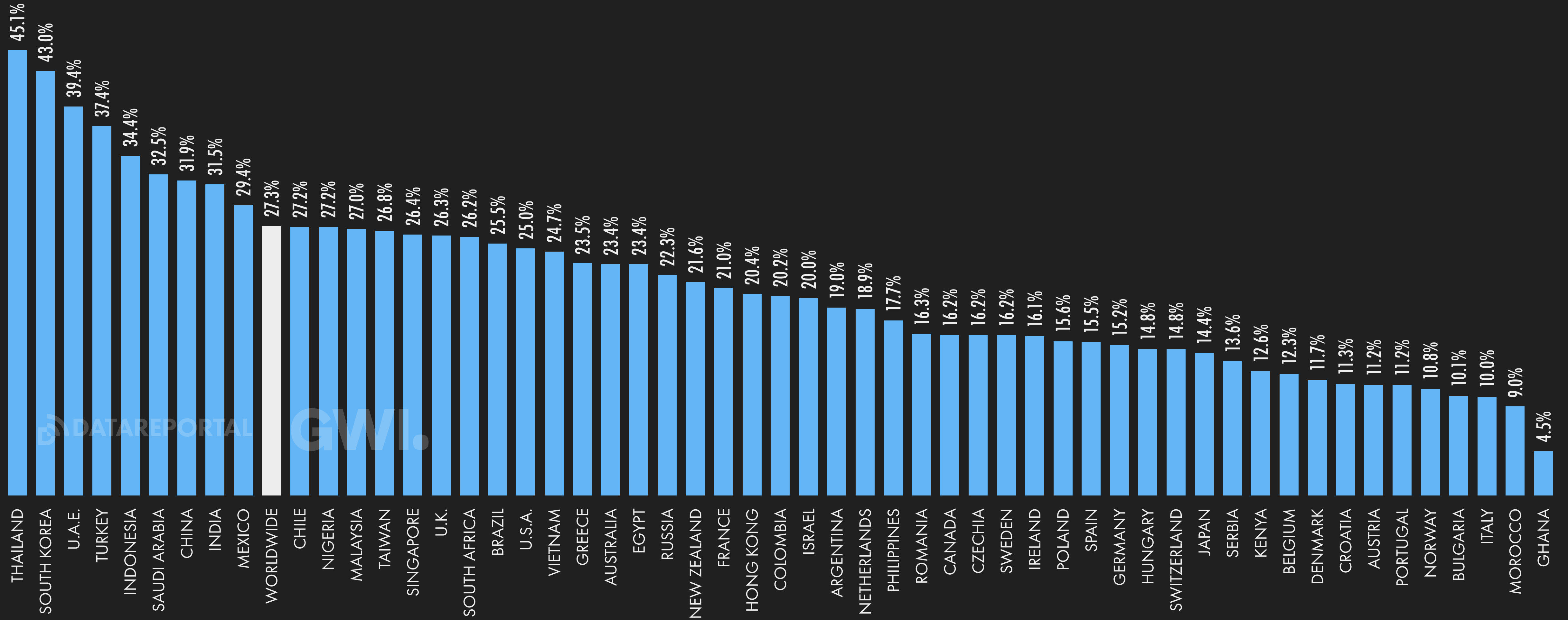
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# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



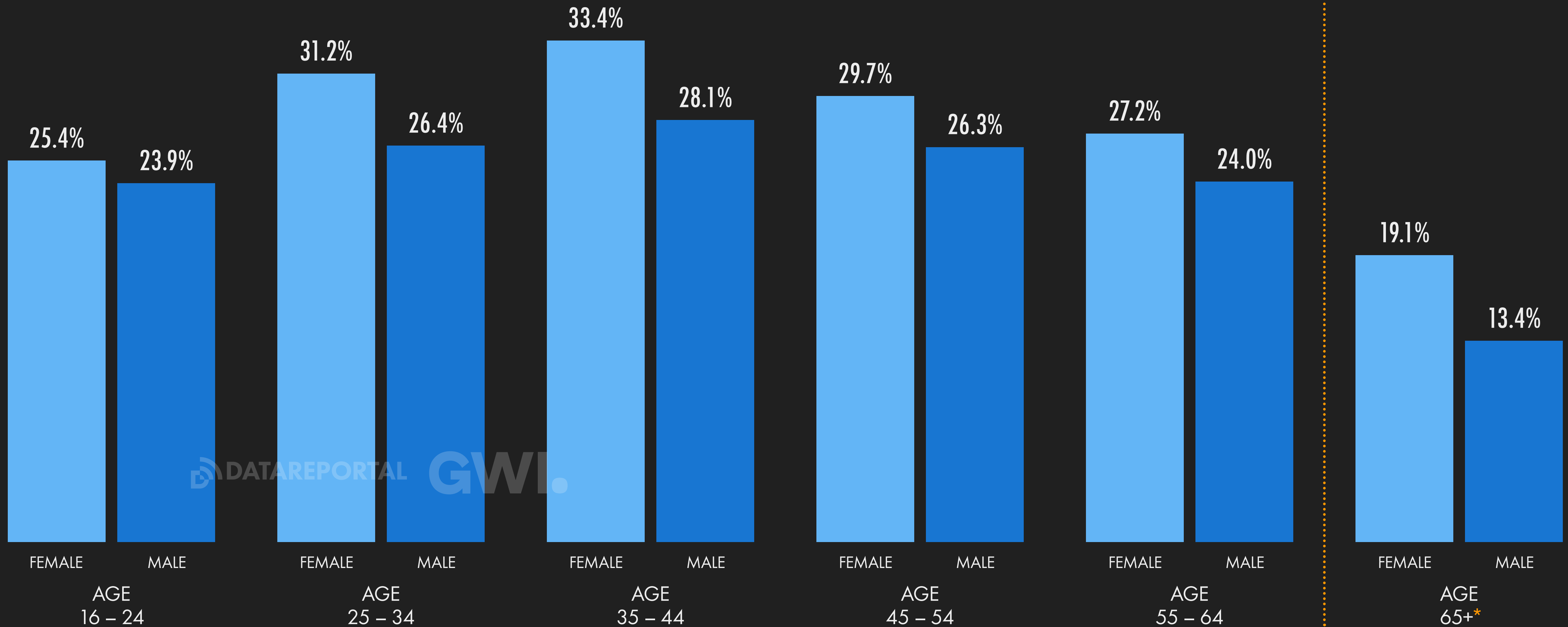
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# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS



statista

**1.73**  
BILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE BUYING GROCERIES ONLINE



we are social

**+12.1%**  
**+187 MILLION**

TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2024)



Meltwater

**\$785.6**  
BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE GROCERY ORDERS



statista

**+22.2%**  
**+\$143 BILLION**

AVERAGE ANNUAL SPEND PER USER: ONLINE GROCERY ORDERS (USD, 2024)



**\$450**  
YOY: **+7.1%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

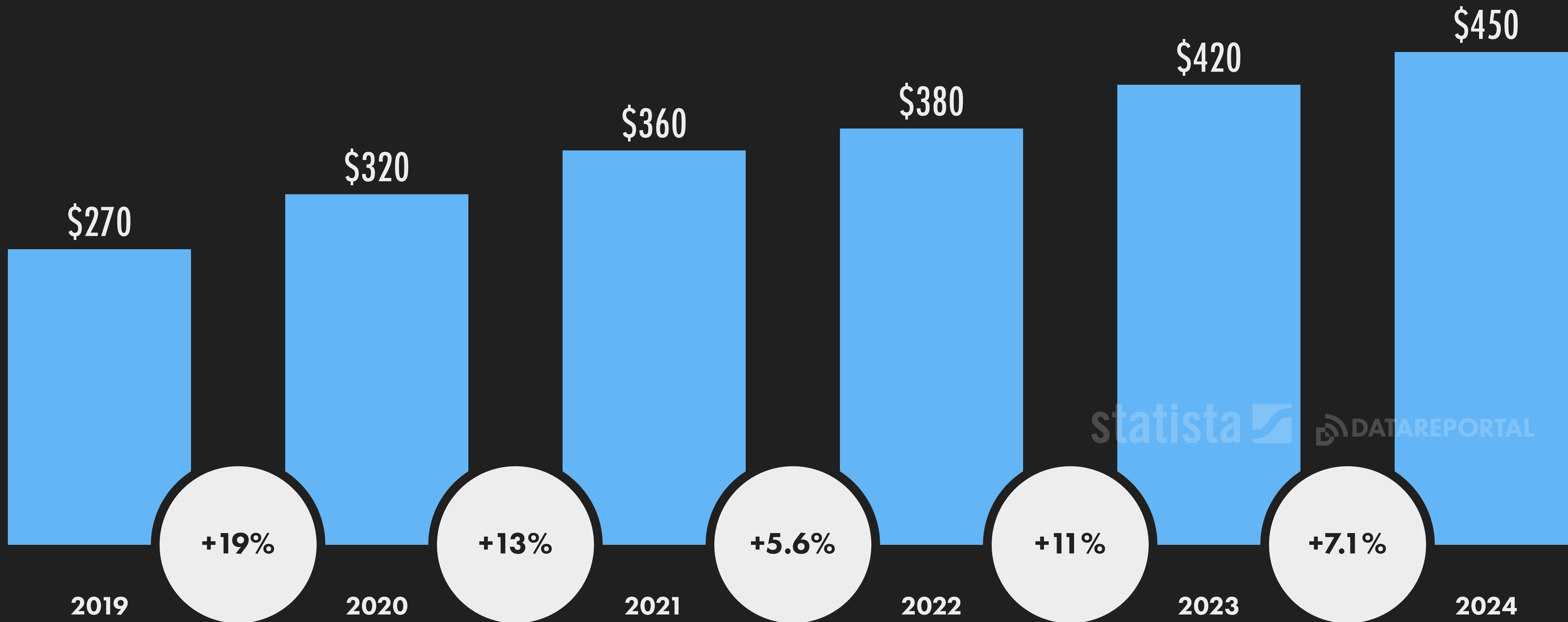
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# ONLINE GROCERY SHOPPING ARPU

AVERAGE FULL-YEAR REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



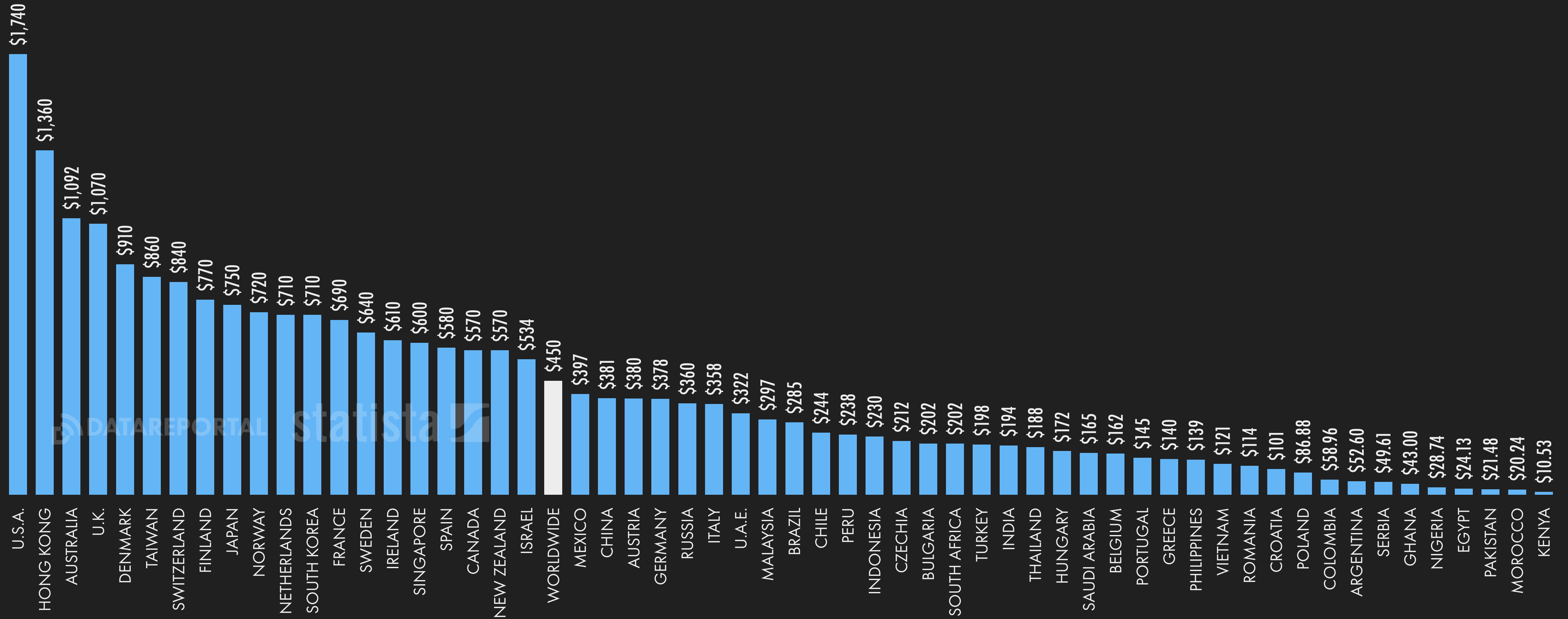
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# ONLINE GROCERY SHOPPING ARPU

AVERAGE FULL-YEAR 2024 REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW

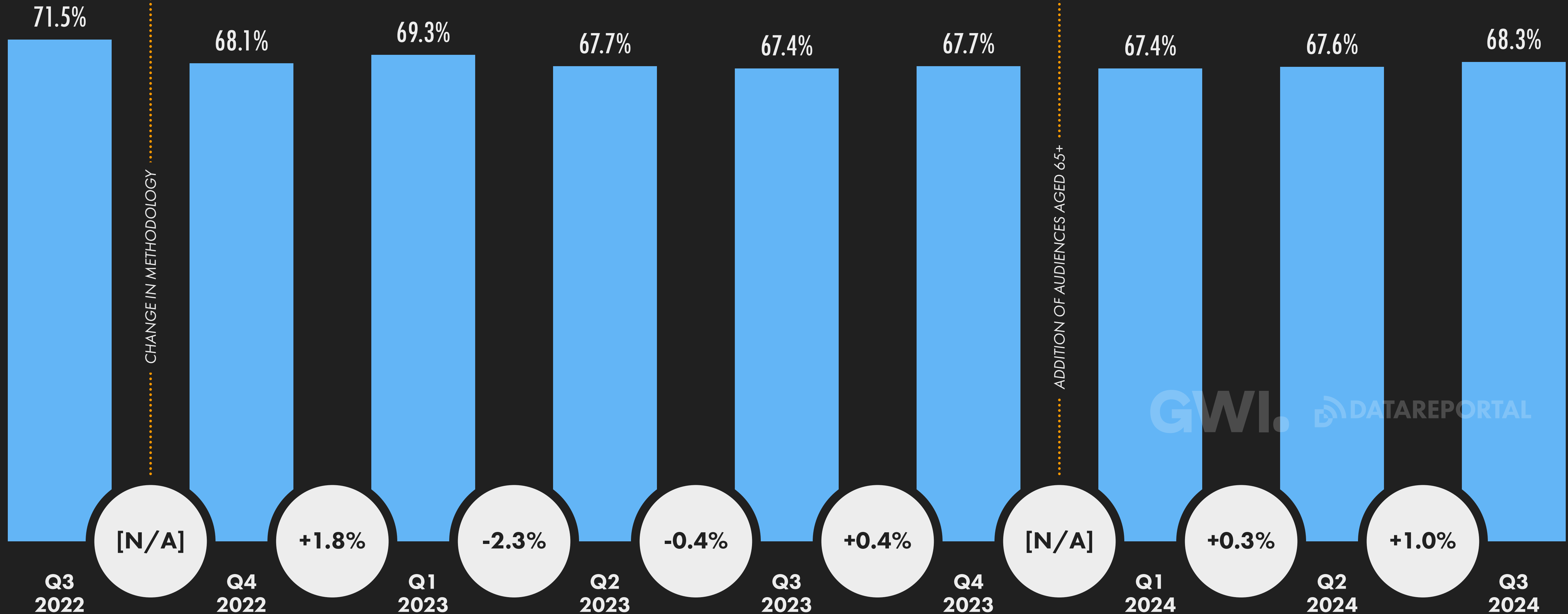


**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024 IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



**SOURCE:** GWI (Q3 2024). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT **RELATIVE** CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

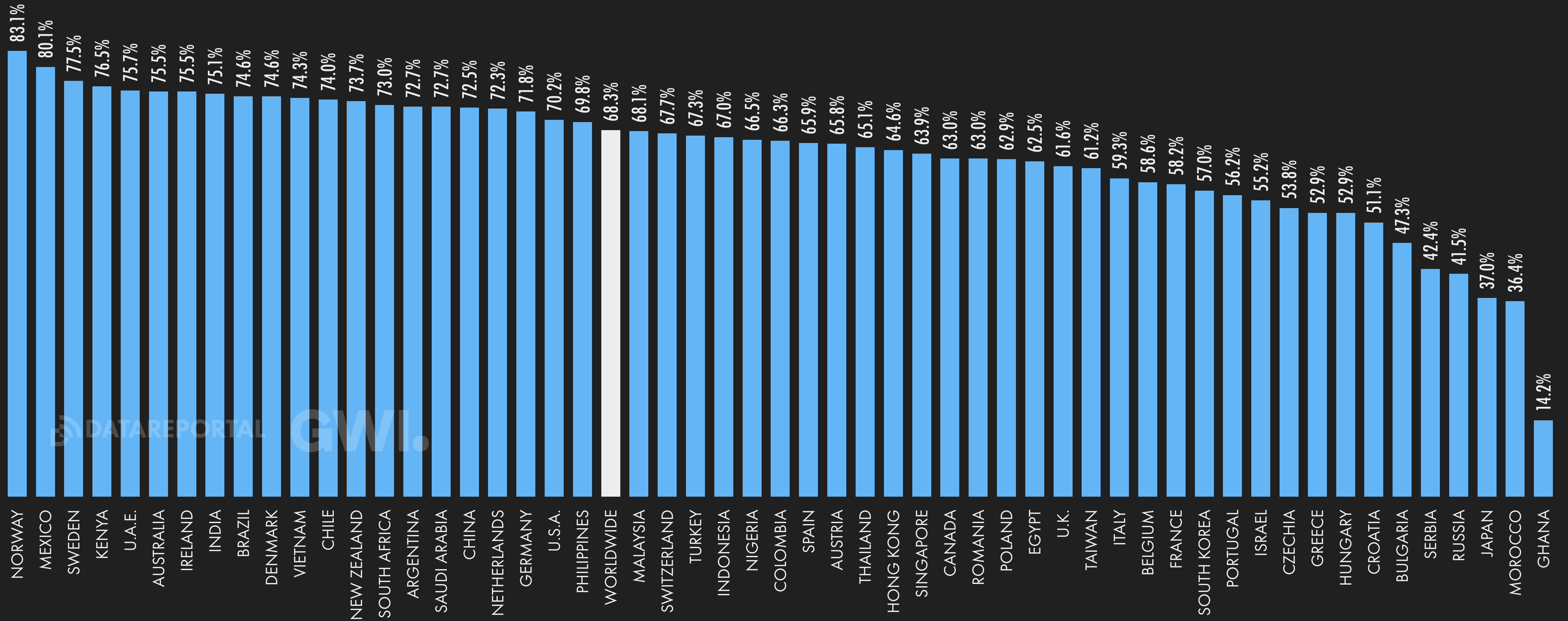
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

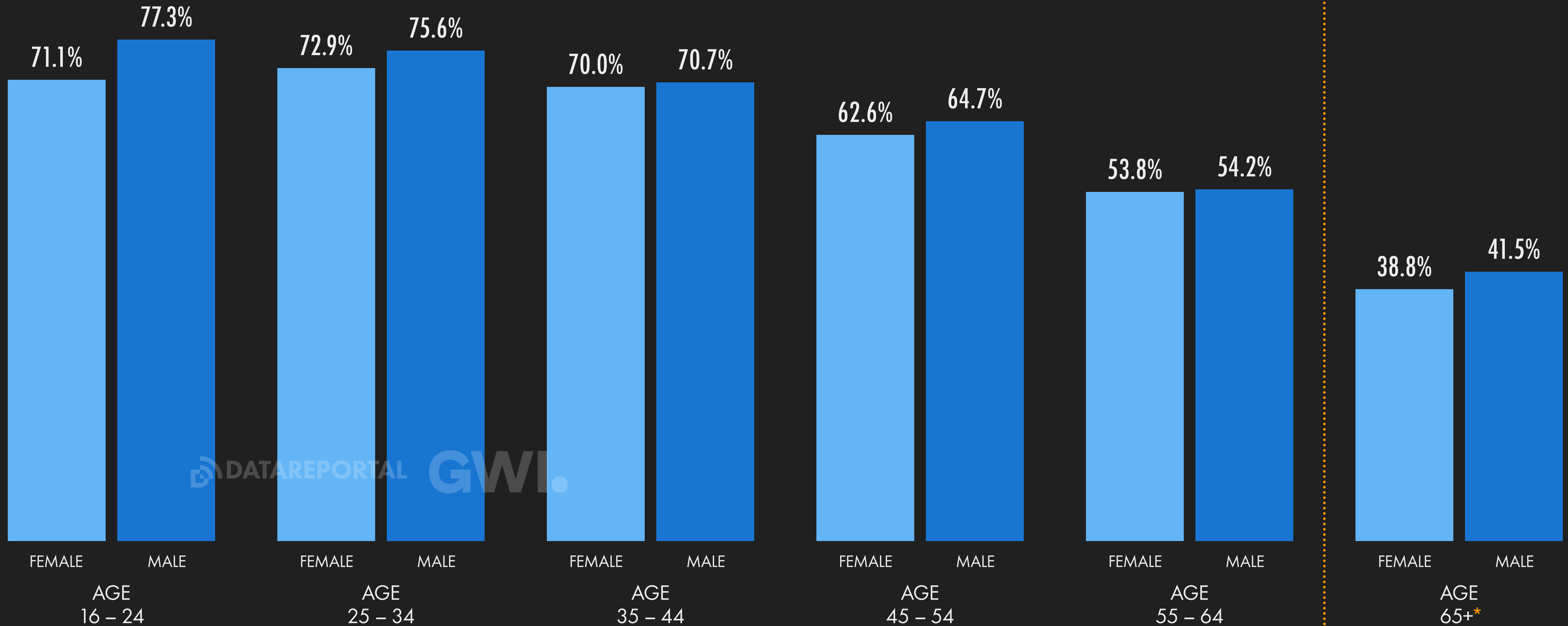
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2024). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

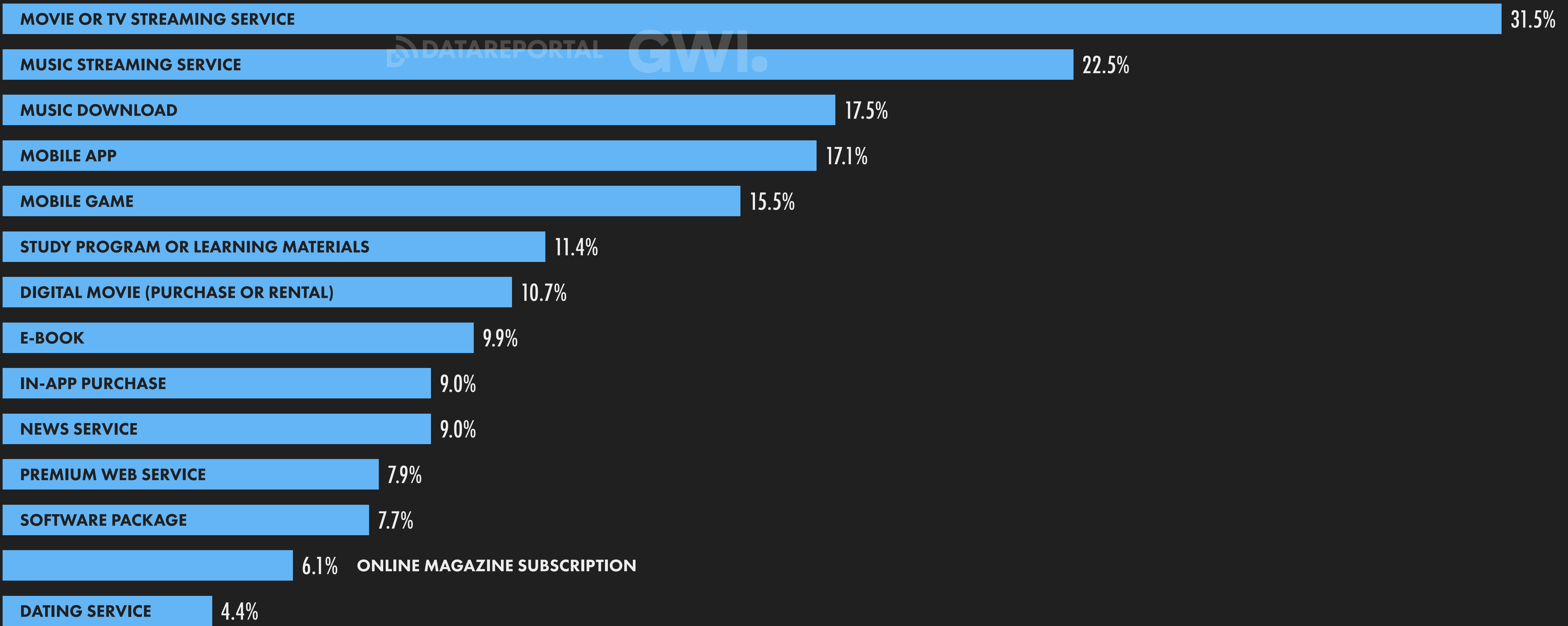
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
MOVIE OR TV STREAMING 29.0%	MOVIE OR TV STREAMING 33.6%	MOVIE OR TV STREAMING 33.7%	MOVIE OR TV STREAMING 32.2%	MOVIE OR TV STREAMING 28.1%	MOVIE OR TV STREAMING 26.0%
MUSIC STREAMING 25.6%	MUSIC STREAMING 26.8%	MUSIC STREAMING 22.7%	MUSIC STREAMING 19.6%	MUSIC STREAMING 14.2%	MUSIC STREAMING 10.4%
MOBILE GAME 21.0%	MUSIC DOWNLOAD 20.7%	MUSIC DOWNLOAD 18.6%	MOBILE APP 14.6%	MOBILE APP 10.8%	E-BOOK 6.1%
MUSIC DOWNLOAD 21.0%	MOBILE APP 20.6%	MOBILE APP 18.1%	MUSIC DOWNLOAD 14.2%	MUSIC DOWNLOAD 10.4%	DIGITAL MOVIE (BUY OR RENT) 3.7%
MOBILE APP 19.4%	MOBILE GAME 19.1%	MOBILE GAME 15.9%	MOBILE GAME 11.3%	DIGITAL MOVIE (BUY OR RENT) 8.2%	PREMIUM WEB SERVICE 3.6%
EDUCATIONAL CONTENT 15.3%	EDUCATIONAL CONTENT 12.3%	EDUCATIONAL CONTENT 12.2%	DIGITAL MOVIE (BUY OR RENT) 10.5%	NEWS SERVICE 7.5%	NEWS SERVICE 3.5%
IN-APP PURCHASES 10.9%	DIGITAL MOVIE (BUY OR RENT) 12.0%	DIGITAL MOVIE (BUY OR RENT) 12.1%	EDUCATIONAL CONTENT 9.2%	E-BOOK 7.4%	MOBILE APP 3.2%
E-BOOK 10.7%	E-BOOK 11.3%	E-BOOK 10.2%	E-BOOK 8.8%	MOBILE GAME 6.7%	SOFTWARE PACKAGE 2.9%
DIGITAL MOVIE (BUY OR RENT) 10.2%	IN-APP PURCHASES 10.9%	NEWS SERVICE 10.0%	NEWS SERVICE 8.6%	EDUCATIONAL CONTENT 6.3%	MUSIC DOWNLOAD 2.8%
NEWS SERVICE 8.4%	NEWS SERVICE 10.3%	IN-APP PURCHASES 9.1%	IN-APP PURCHASES 7.8%	PREMIUM WEB SERVICE 5.4%	IN-APP PURCHASES 2.7%

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# DIGITAL MEDIA SPEND

FULL-YEAR 2024 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



statista

**\$560.7**  
BILLION

YEAR-ON-YEAR CHANGE  
**+12.5% (+\$62 BILLION)**

VIDEO GAMES



we  
are  
social

**\$282.3**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13.1% (+\$33 BILLION)**

VIDEO-ON-DEMAND

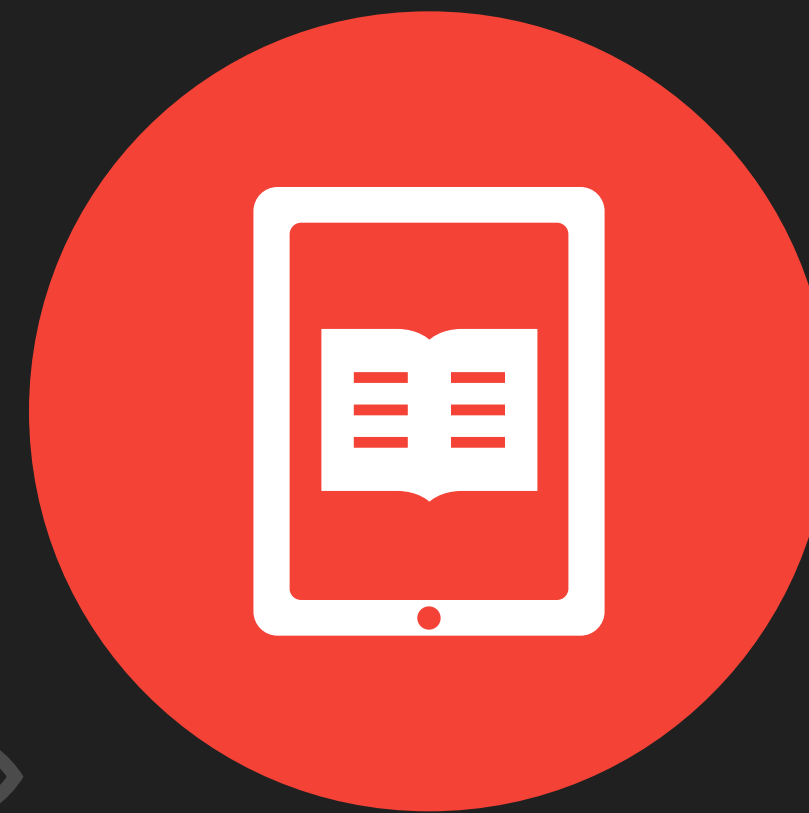


Meltwater

**\$182.4**  
BILLION

YEAR-ON-YEAR CHANGE  
**+14.1% (+\$23 BILLION)**

EPUBLISHING



statista

**\$54.87**  
BILLION

YEAR-ON-YEAR CHANGE  
**+4.0% (+\$2.1 BILLION)**

DIGITAL MUSIC



statista

**\$41.09**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13.2% (+\$4.8 BILLION)**

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# DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



TOTAL



statista

**\$189**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+7.1% (+\$12.60)**

VIDEO GAMES



we  
are  
social

**\$215**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+5.3% (+\$10.80)**

VIDEO-ON-DEMAND



Meltwater

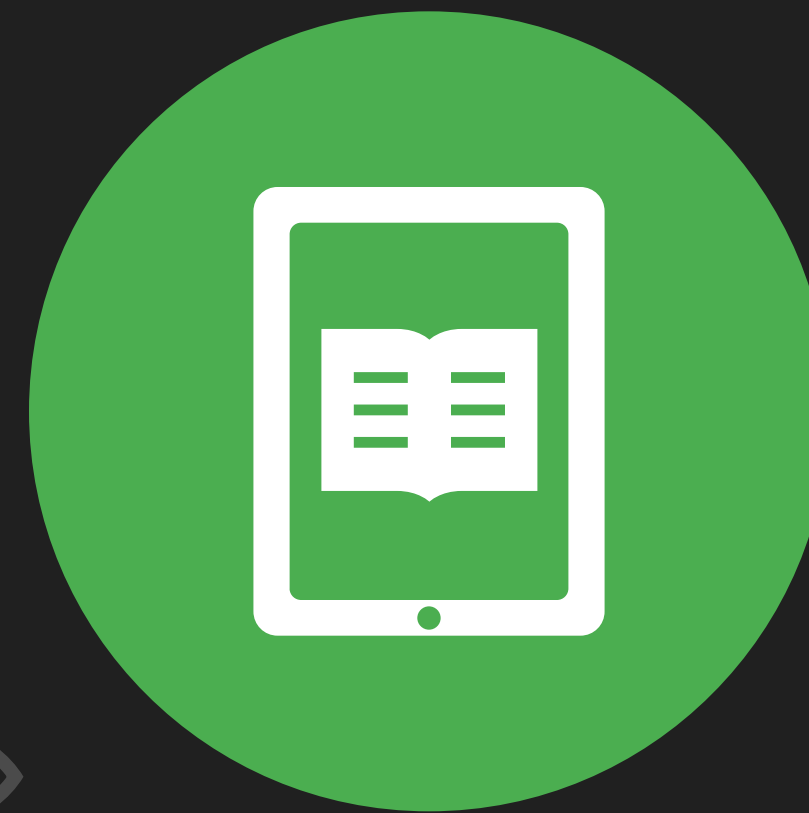
**\$61.50**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+8.7% (+\$4.94)**

EPUBLISHING



statista

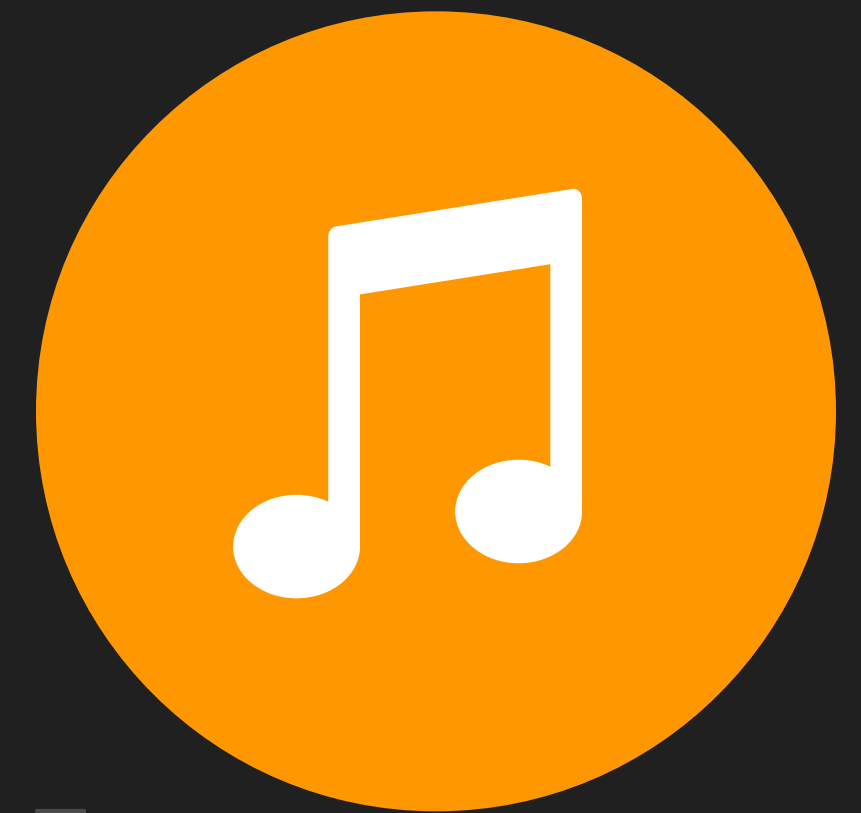
**\$37.49**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**-0.5% (-\$0.18)**

DIGITAL MUSIC



statista

**\$29.34**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+7.9% (+\$2.15)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** ACROSS EACH FORMAT. BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



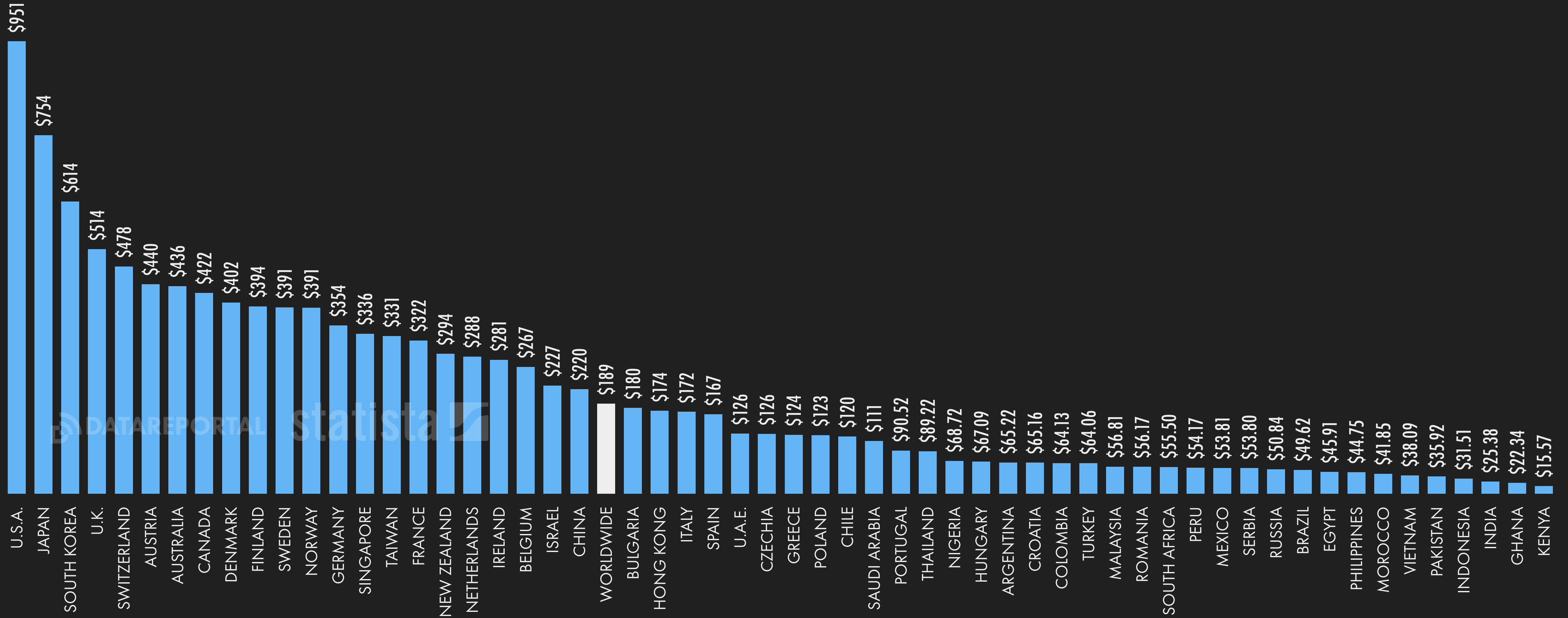
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# DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND PER USER (IN U.S. DOLLARS) ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



GLOBAL OVERVIEW



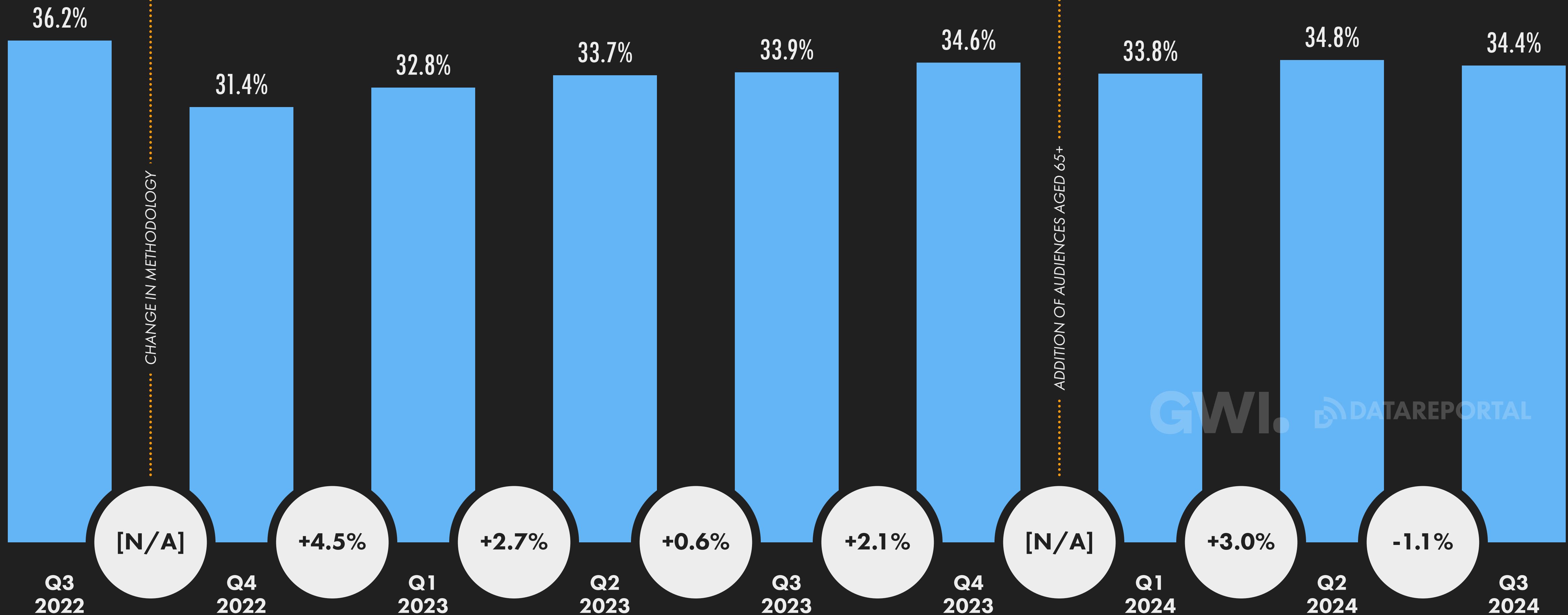


**DIGITAL MOBILITY**

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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GWIDATAREPORTAL

SOURCE: GWI (Q3 2024). NOTES: IN THIS CONTEXT, "ONLINE MOBILITY SERVICES" INCLUDE APPS, WEBSITES, AND SOFTWARE THAT ENABLE USERS TO BOOK TAXIS, RIDE-HAILING, OR RIDE-SHARE SERVICES, OR TO RENT BIKES OR SCOOTERS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

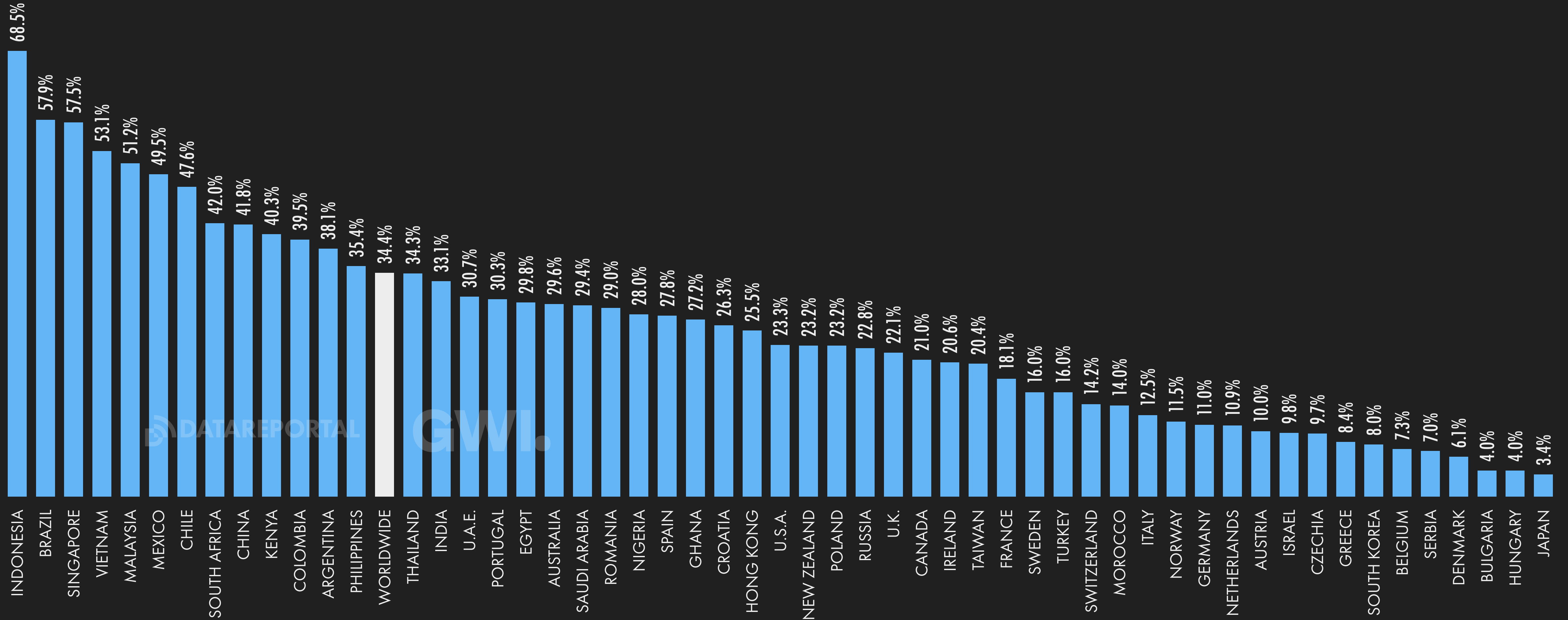
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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

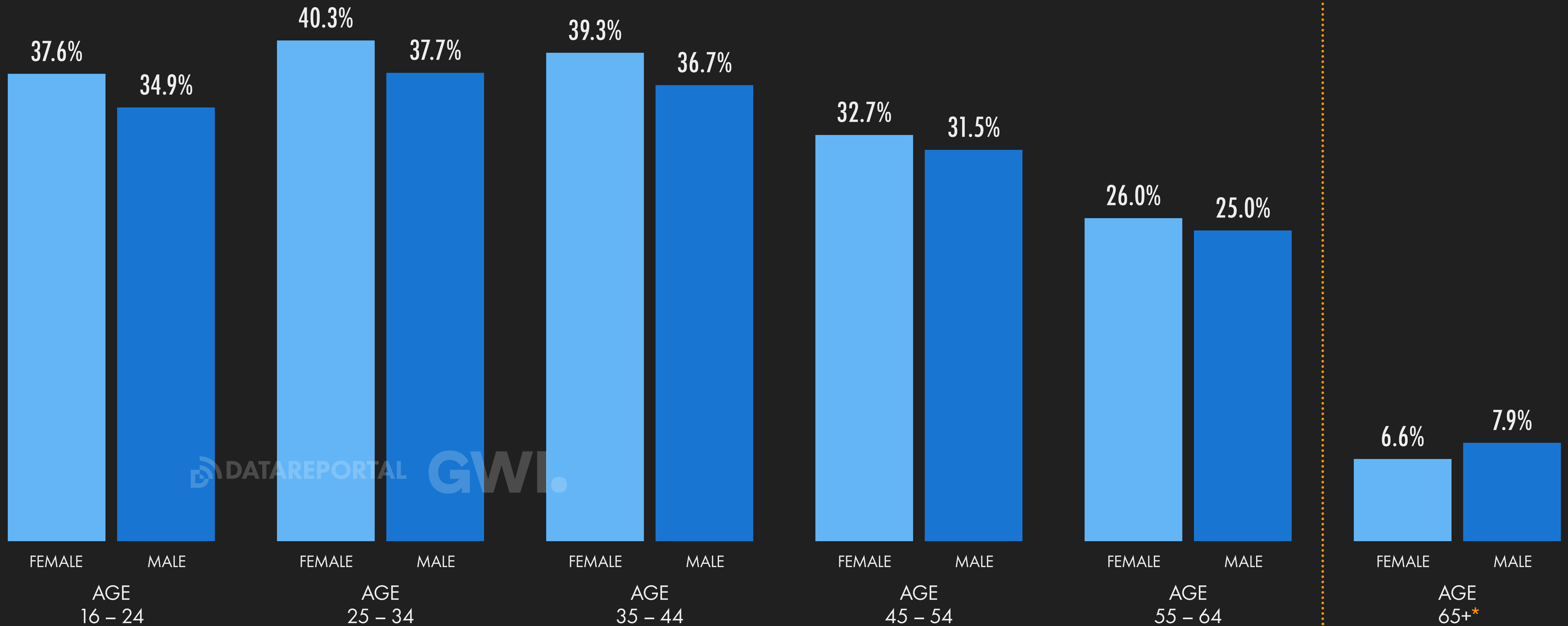
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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)



FLIGHTS



**\$526.5  
BILLION**

YEAR-ON-YEAR CHANGE  
**+8.1% (+\$39 BILLION)**

statista

TRAINS



**\$93.33  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.7% (+\$5.9 BILLION)**



CAR RENTALS



**\$71.88  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.5% (+\$4.4 BILLION)**

statista

LONG-DISTANCE BUSES



**\$12.22  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.1% (+\$704 MILLION)**

HOTELS



**\$328.3  
BILLION**

YEAR-ON-YEAR CHANGE  
**+5.6% (+\$17 BILLION)**

we  
are  
social

PACKAGE HOLIDAYS



**\$206.0  
BILLION**

YEAR-ON-YEAR CHANGE  
**+7.0% (+\$13 BILLION)**

statista

VACATION RENTALS



**\$72.03  
BILLION**

YEAR-ON-YEAR CHANGE  
**+7.7% (+\$5.2 BILLION)**

Meltwater

CRUISES



**\$9.41  
BILLION**

YEAR-ON-YEAR CHANGE  
**+9.6% (+\$821 MILLION)**

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# ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



NUMBER OF PEOPLE  
USING ONLINE RIDE-  
HAILING SERVICES



statista

**1.79**  
BILLION

YEAR-ON-YEAR CHANGE IN  
THE NUMBER OF ONLINE  
RIDE-HAILING SERVICE USERS



we  
are  
social

**+5.9%**  
**+100 MILLION**

TOTAL ANNUAL VALUE OF  
ONLINE RIDE-HAILING  
BOOKINGS (USD, 2024)



Meltwater

**\$167.6**  
BILLION

YEAR-ON-YEAR CHANGE IN  
MARKET VALUE: ONLINE RIDE-  
HAILING BOOKINGS



statista

**+5.5%**  
**+\$8.7 BILLION**

AVERAGE ANNUAL VALUE PER  
USER: ONLINE RIDE-HAILING  
BOOKINGS (USD, 2024)



**\$93.59**  
YOY: **-52%**

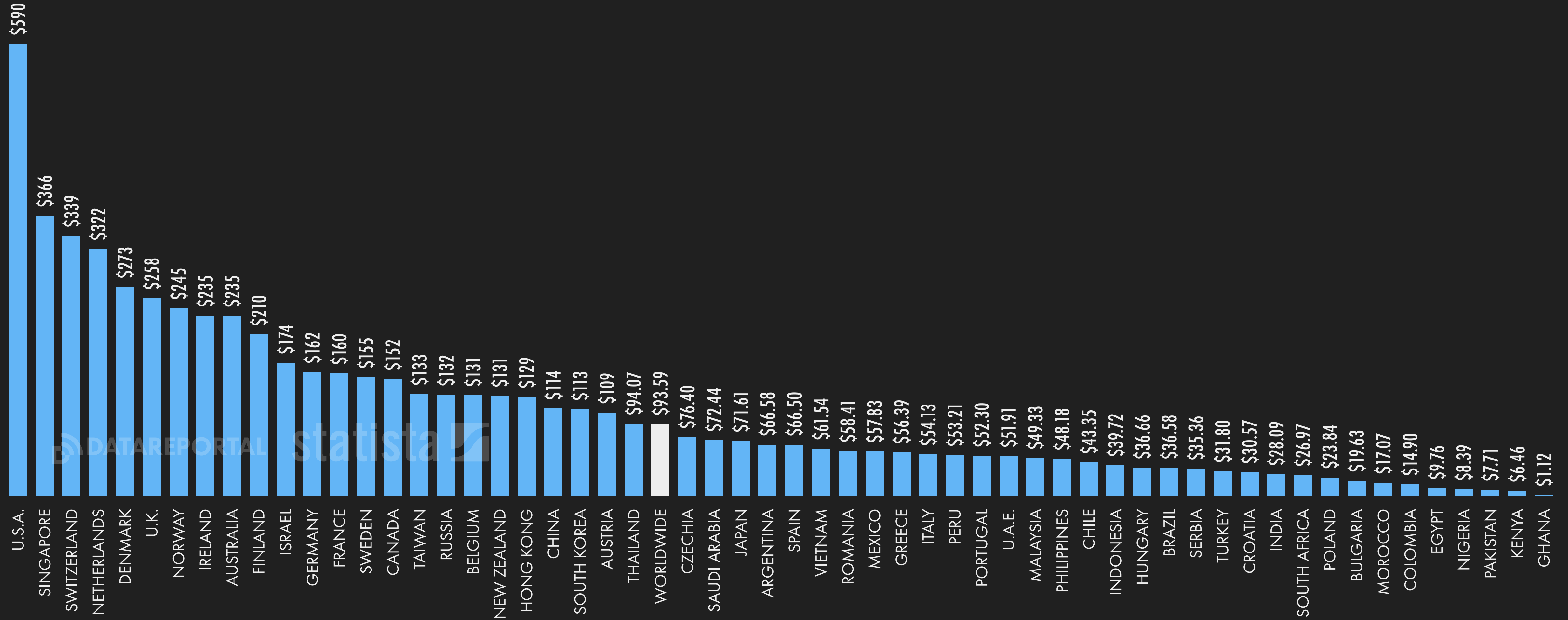
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# ONLINE RIDE-HAILING ARPUs

AVERAGE FULL-YEAR 2024 REVENUE PER USER OF ONLINE RIDE-HAILING SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA MOBILITY MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES OF THE AVERAGE ANNUAL SPEND FOR USERS OF ONLINE RIDE-HAILING SERVICES FOR FULL-YEAR 2024. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.





**DIGITAL FINANCE**

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# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



GLOBAL OVERVIEW

ACCOUNT WITH A  
FINANCIAL INSTITUTION



74.0%

FEMALE 71.9%  
MALE 76.0%

CREDIT CARD  
OWNERSHIP



24.5%

FEMALE 23.6%  
MALE 25.4%

DEBIT CARD  
OWNERSHIP



52.8%

FEMALE 49.1%  
MALE 56.4%

MOBILE MONEY ACCOUNT  
(E.G. MPESA, GCASH)



10.2%

FEMALE 8.4%  
MALE 12.1%

MADE A DIGITAL  
PAYMENT (PAST YEAR)



58.8%

FEMALE 55.2%  
MALE 62.4%

MADE A PURCHASE USING A MOBILE  
PHONE OR THE INTERNET (PAST YEAR)



39.0%

FEMALE 38.1%  
MALE 39.9%

USED A MOBILE PHONE OR THE  
INTERNET TO SEND MONEY (PAST YEAR)



35.2%

FEMALE 31.7%  
MALE 38.6%

USED A MOBILE PHONE OR THE  
INTERNET TO PAY BILLS (PAST YEAR)



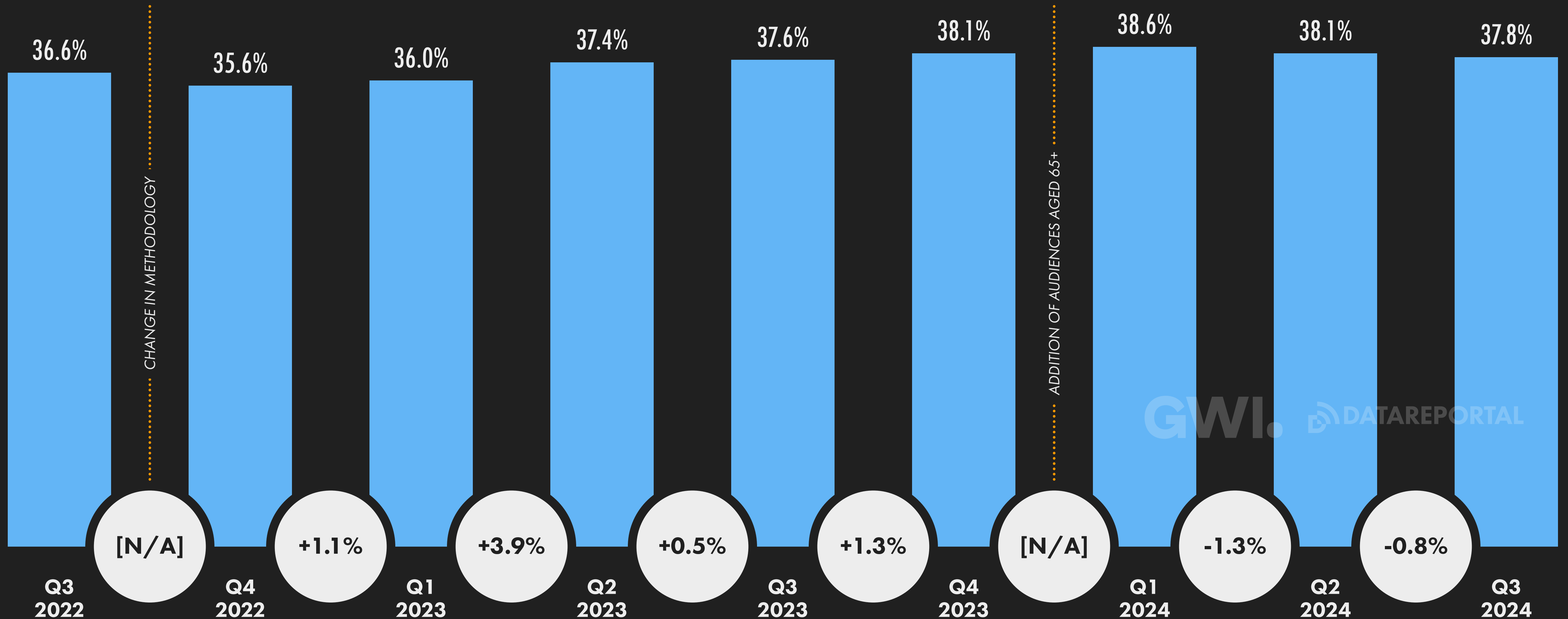
34.5%

FEMALE 31.8%  
MALE 37.0%

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# REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH



GWIDATAREPORTAL

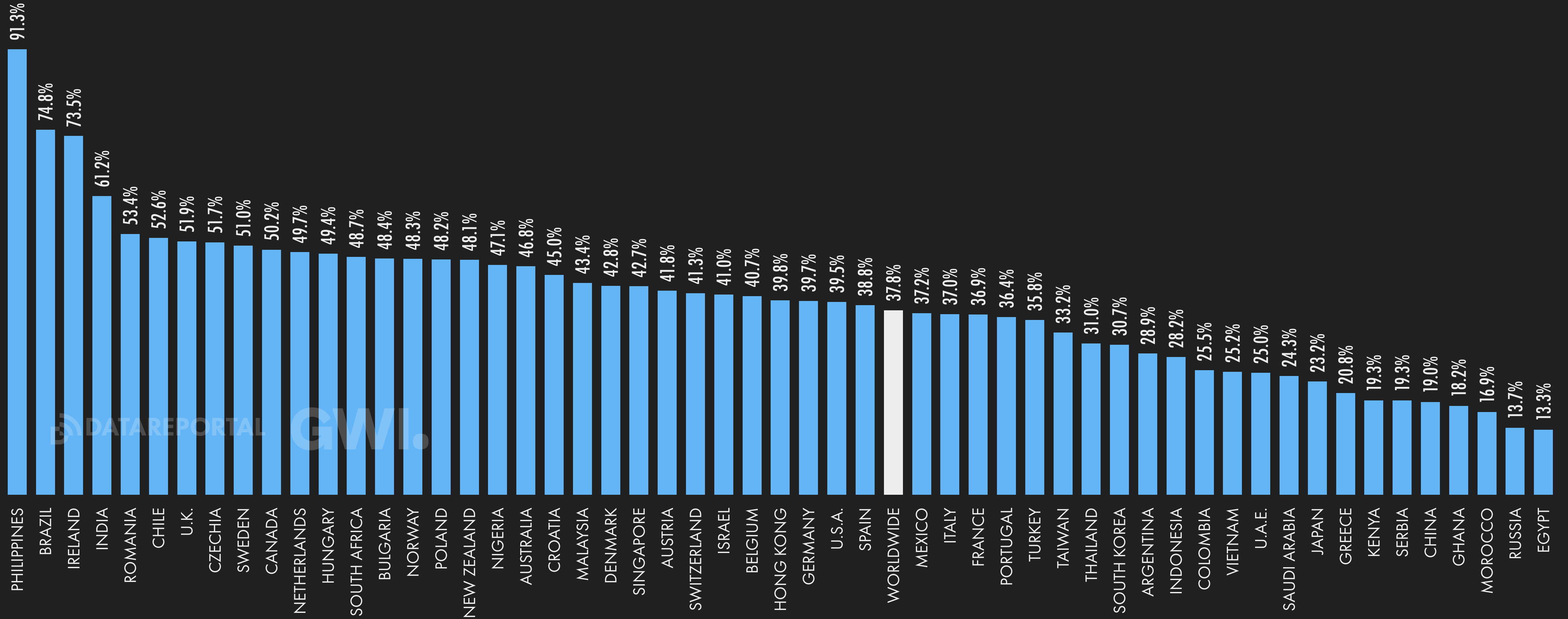
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# REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH



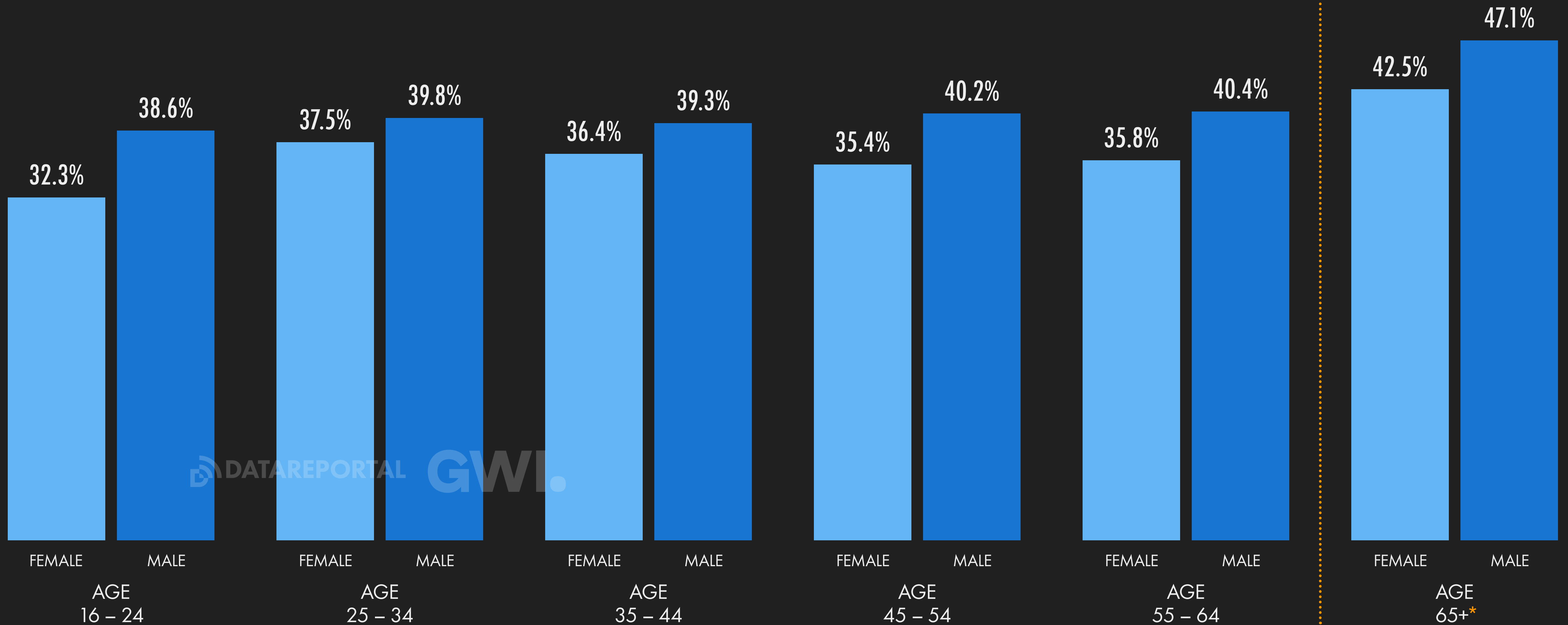
GLOBAL OVERVIEW



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2025

# REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

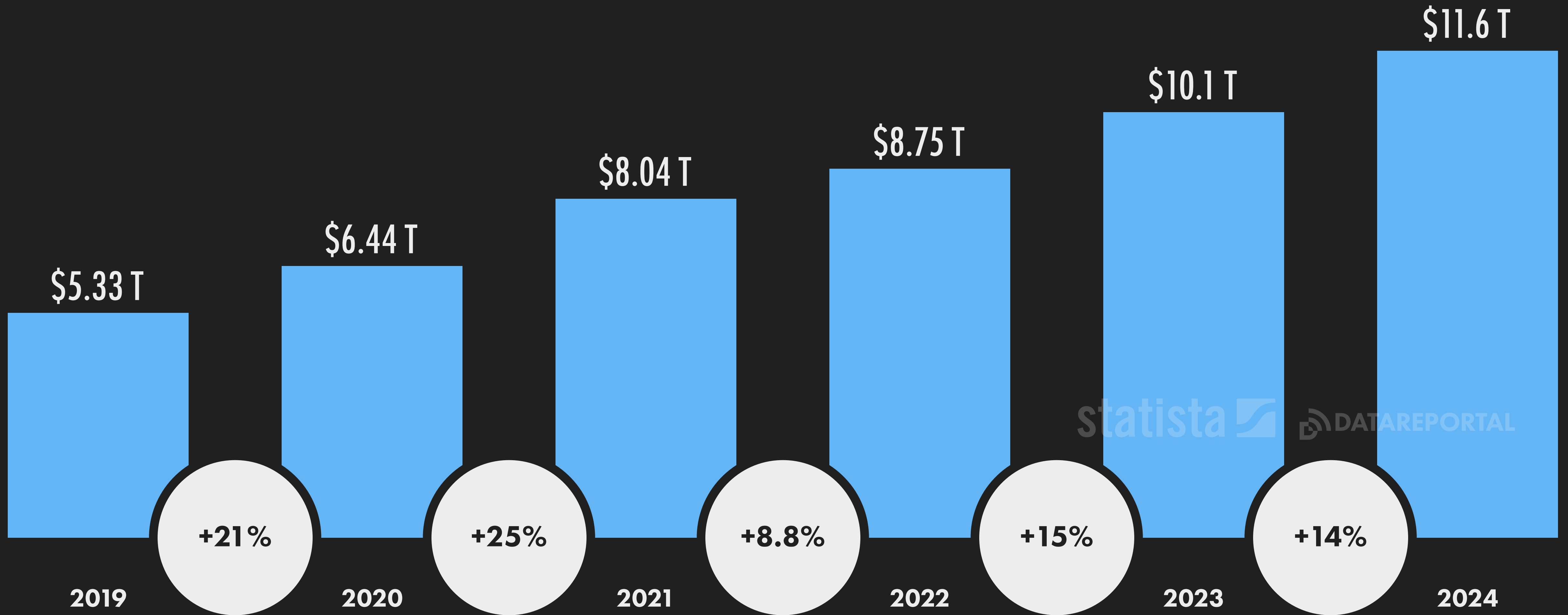


DATA REPORTAL GWI

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# DIGITAL PAYMENTS TRANSACTION VALUE

TOTAL CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE BY YEAR



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



NUMBER OF  
PEOPLE MAKING  
DIGITAL PAYMENTS



statista

**3.57**  
BILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF PEOPLE  
MAKING DIGITAL PAYMENTS



Meltwater

**+10.1%**  
**+328 MILLION**

TOTAL ANNUAL VALUE  
OF DIGITAL PAYMENT  
TRANSACTIONS (USD, 2024)



statista

**\$11.55**  
TRILLION

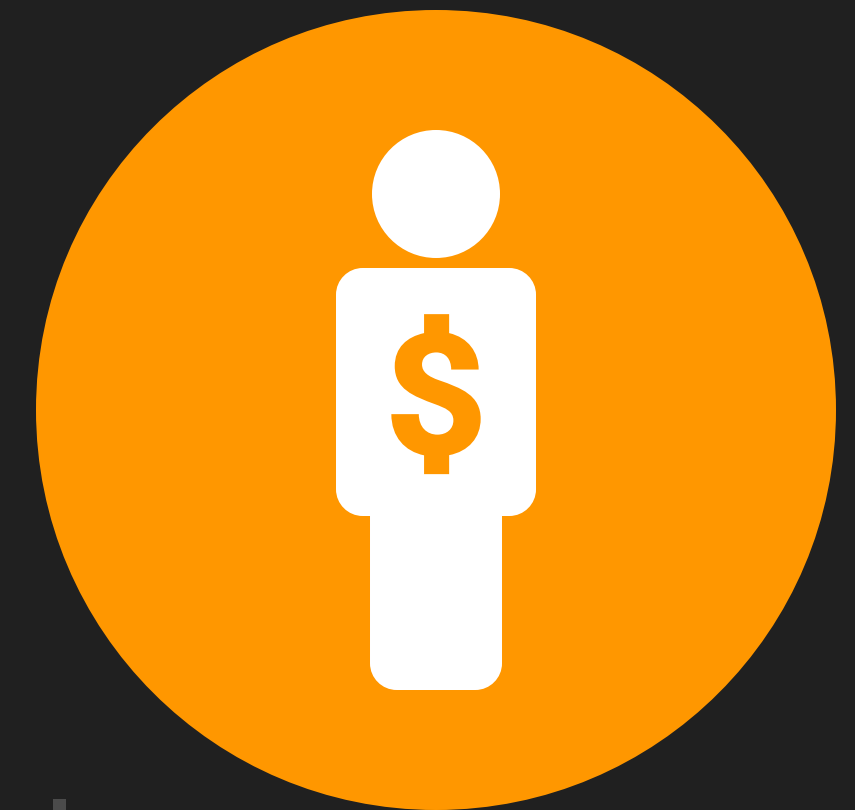
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF DIGITAL  
PAYMENT TRANSACTIONS



we  
are  
social

**+14.5%**  
**+\$1.5 TRILLION**

AVERAGE ANNUAL VALUE  
OF DIGITAL PAYMENTS  
PER USER (USD, 2024)



**\$3,240**  
YOY: **+3.8%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

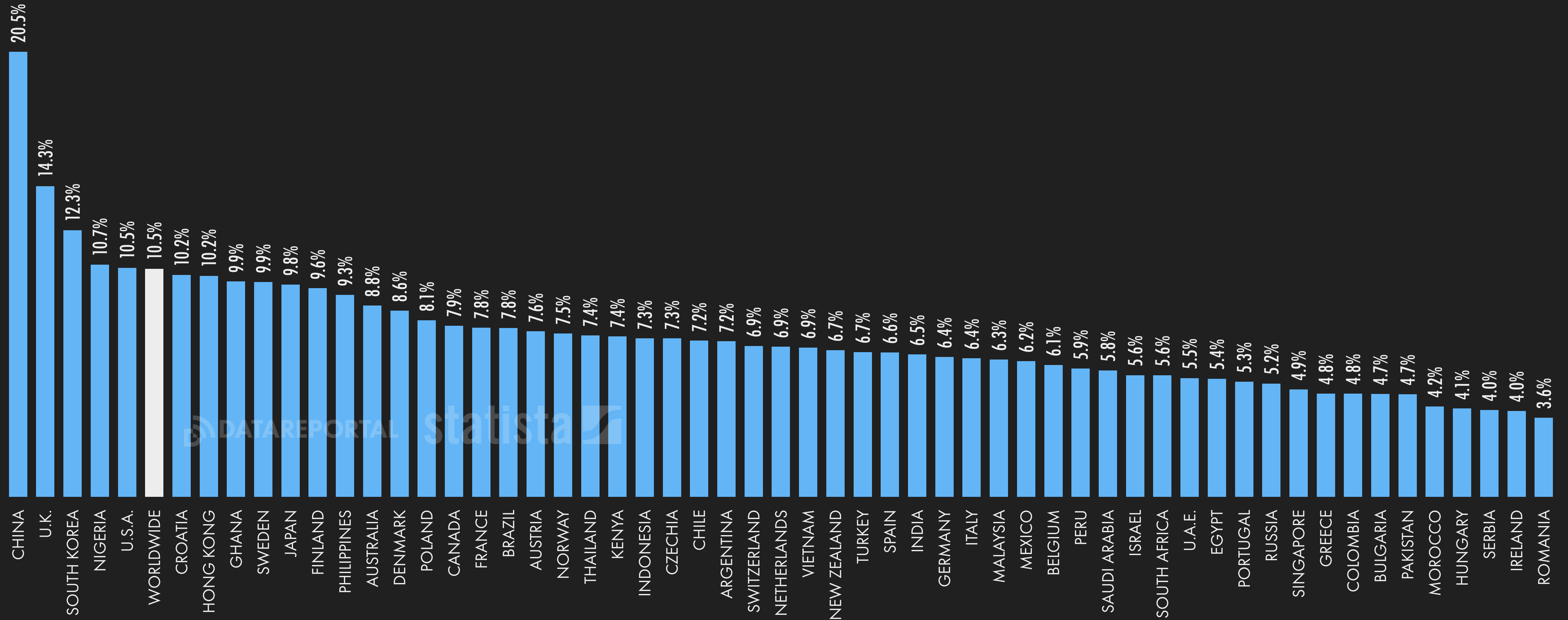
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# DIGITAL PAYMENTS TRANSACTION VALUE vs. GDP

TOTAL FULL-YEAR 2024 CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE AS A PERCENTAGE OF GDP (CURRENT USD)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN 2024 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



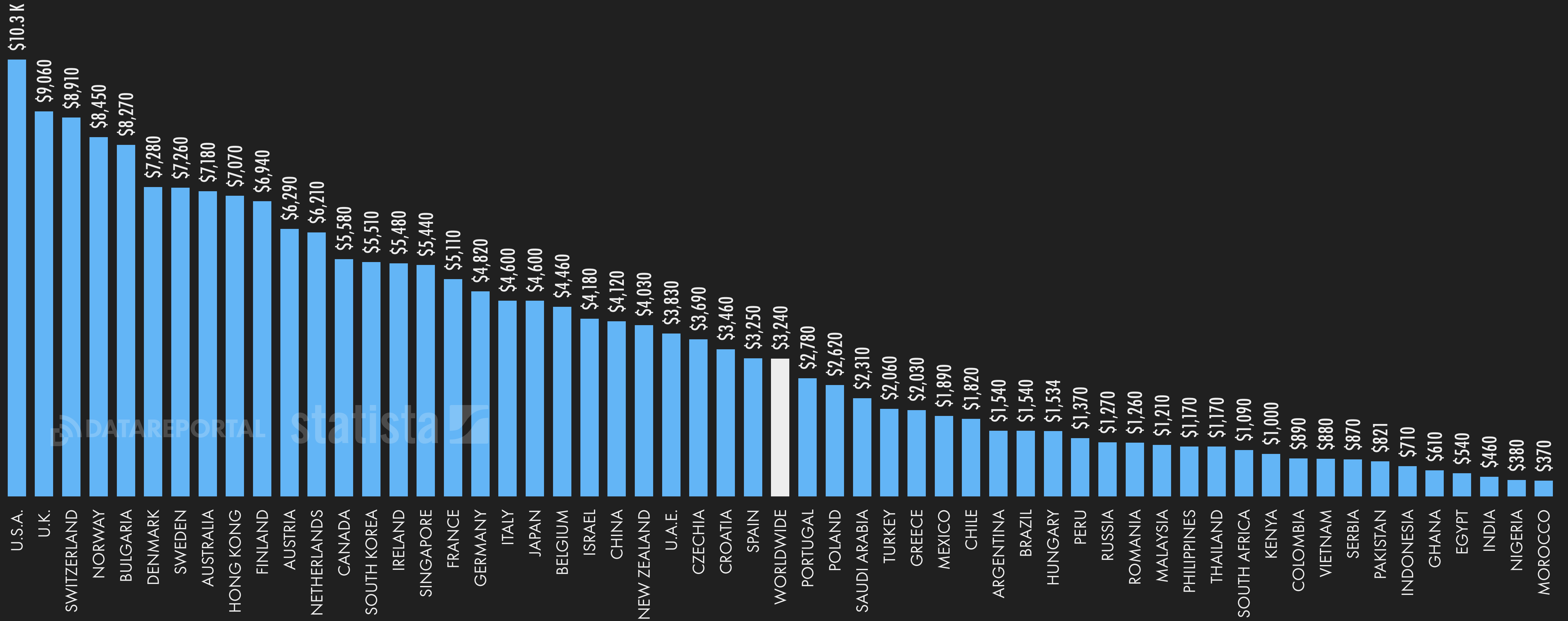
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# DIGITAL PAYMENTS ARPU

AVERAGE FULL-YEAR 2024 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF DIGITAL PAYMENTS MADE BY EACH USER OF DIGITAL PAYMENTS FOR FULL-YEAR 2024 IN U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. DOES NOT INCLUDE B2B PAYMENTS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

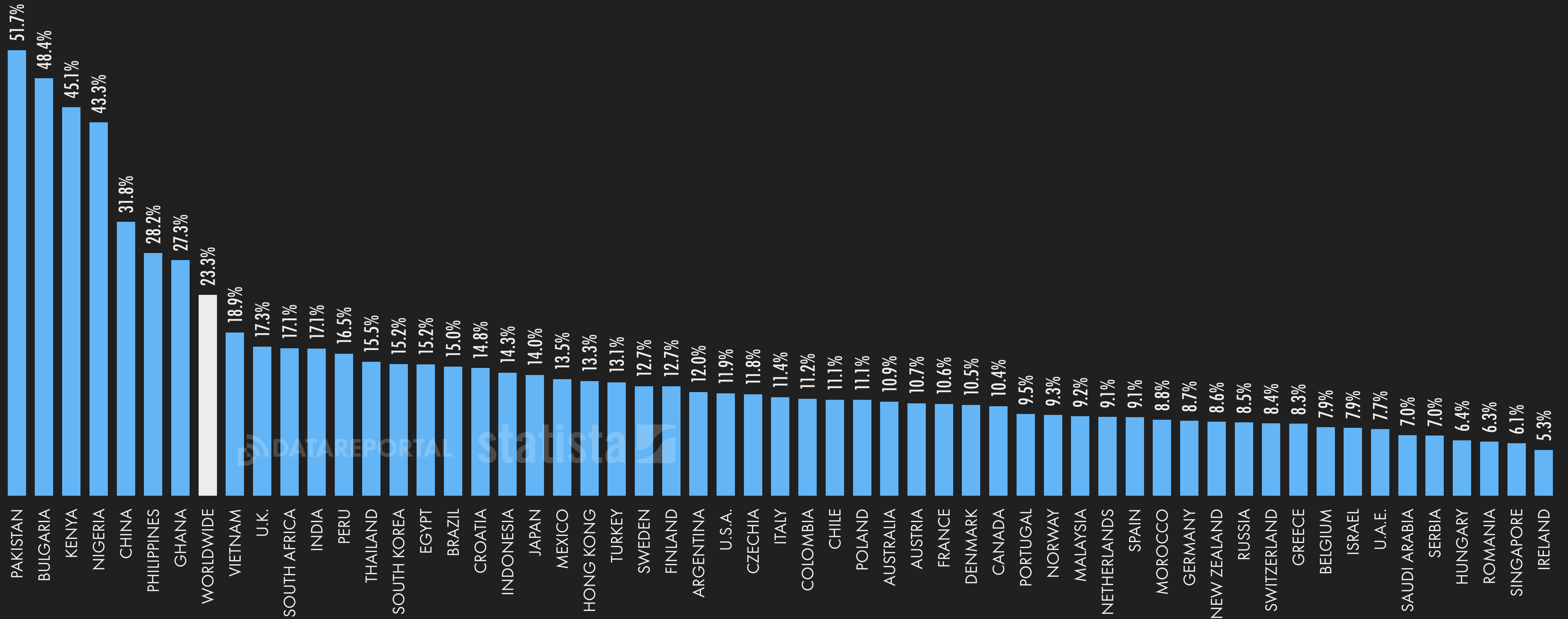
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# DIGITAL PAYMENTS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2024 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER, AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD VALUES)



GLOBAL OVERVIEW

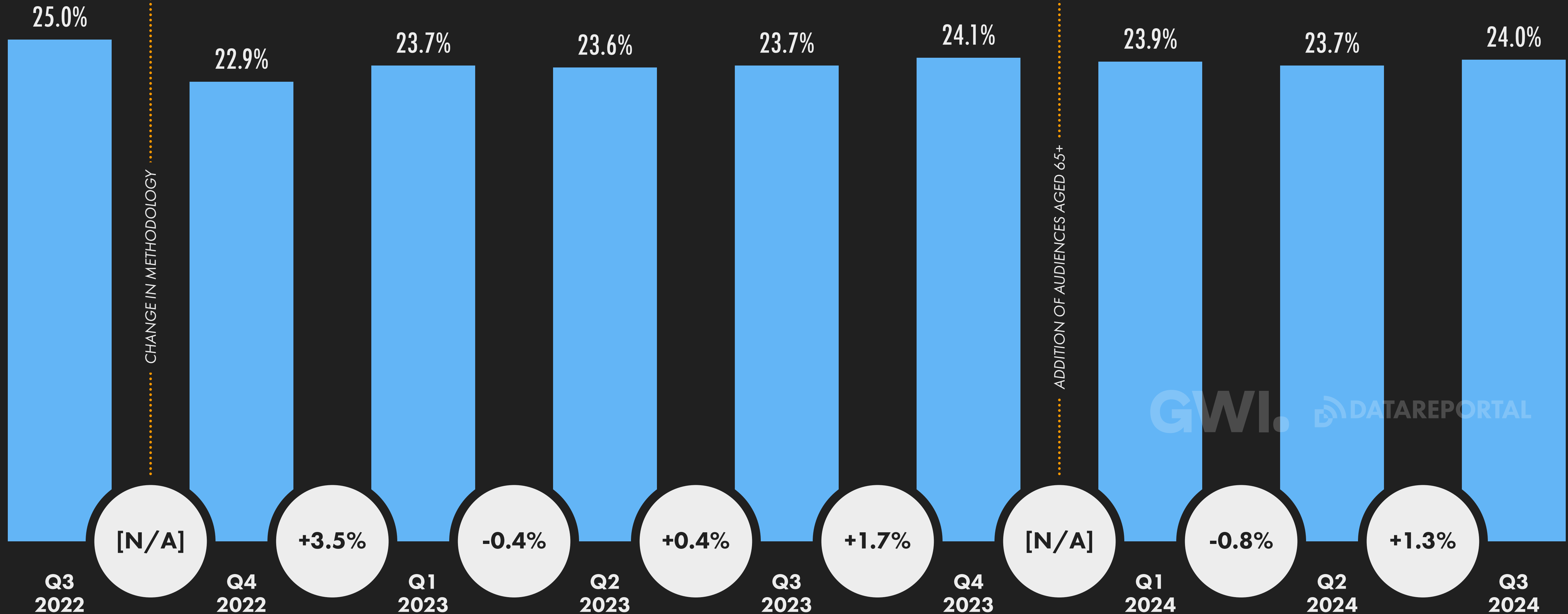


**SOURCES:** STATISTA; IMF. **GUIDANCE:** DIGITAL PAYMENTS IN DEVELOPING ECONOMIES MAY BE LIMITED TO WEALTHIER INDIVIDUALS, WHICH MAY RESULT IN HIGHER COMPARATIVE FIGURES vs. GDP PER CAPITA. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE TOTAL ANNUAL TRANSACTION VALUE OF DIGITAL PAYMENTS PER USER OF DIGITAL PAYMENTS IN 2024 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



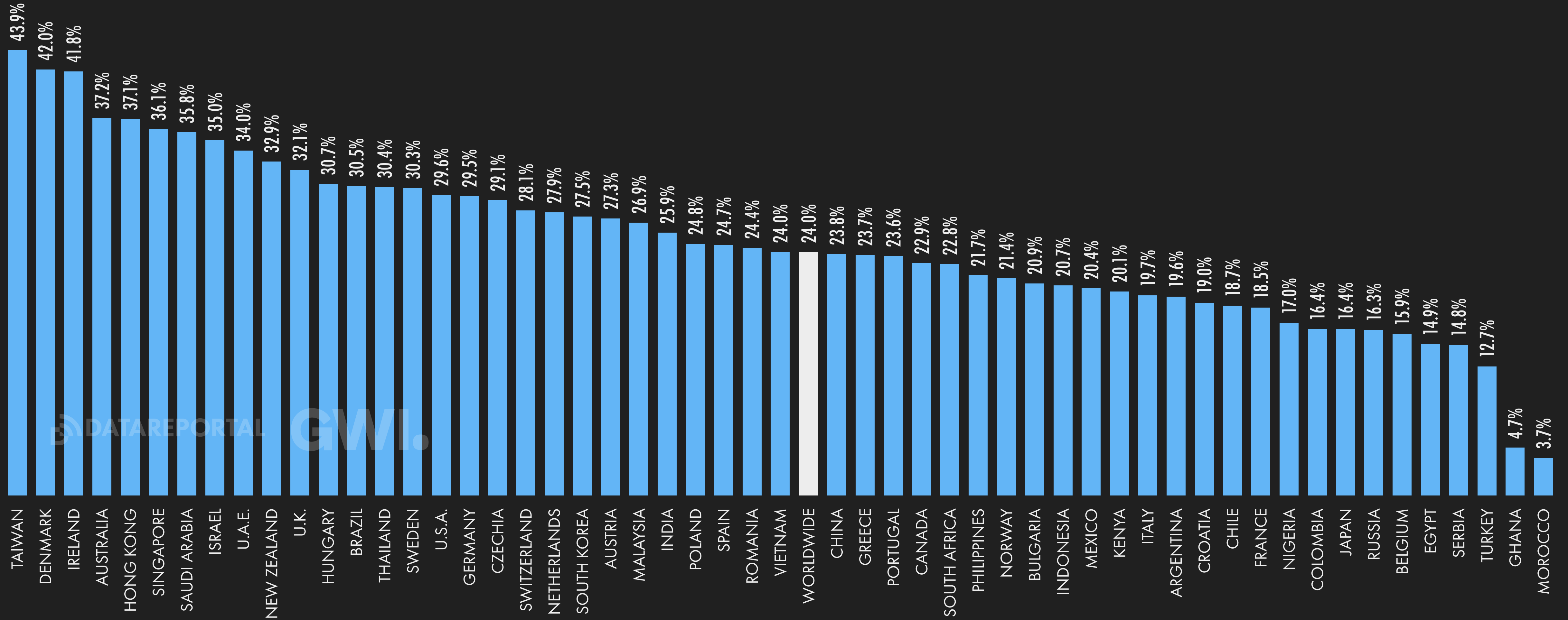
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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GLOBAL OVERVIEW



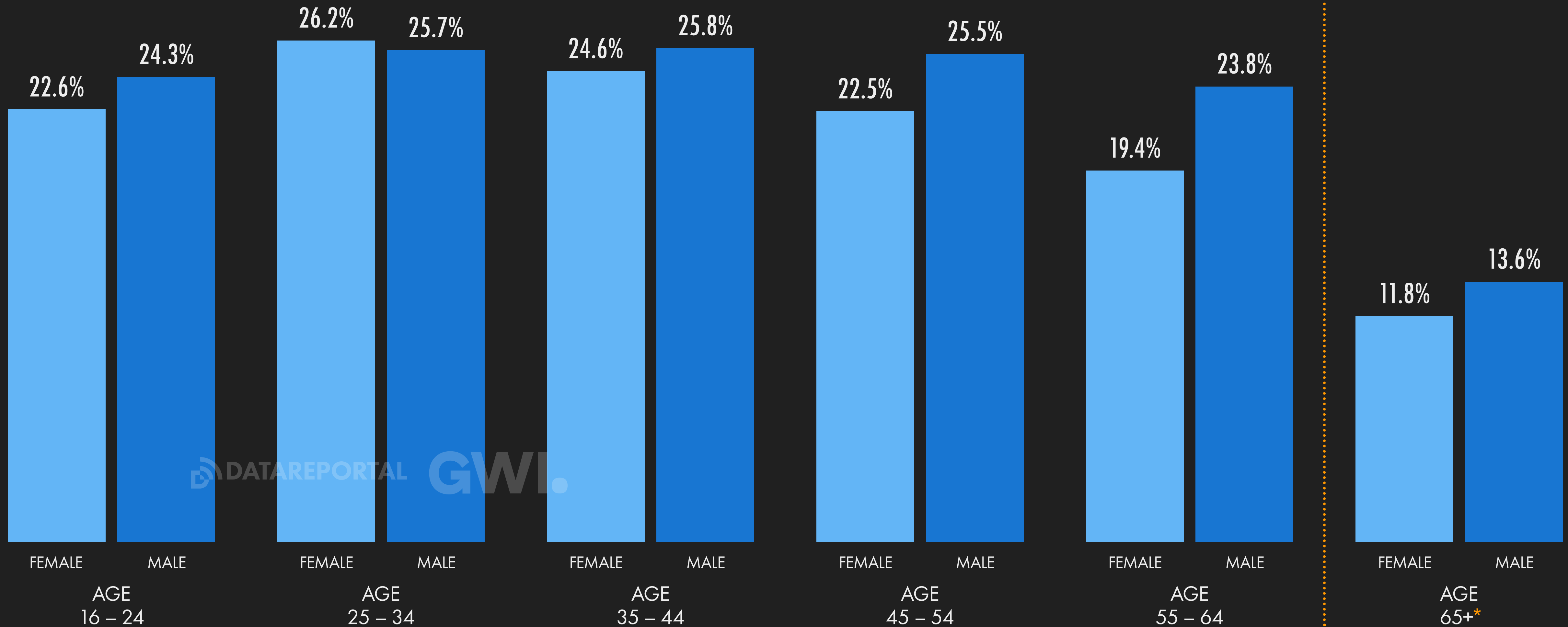
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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

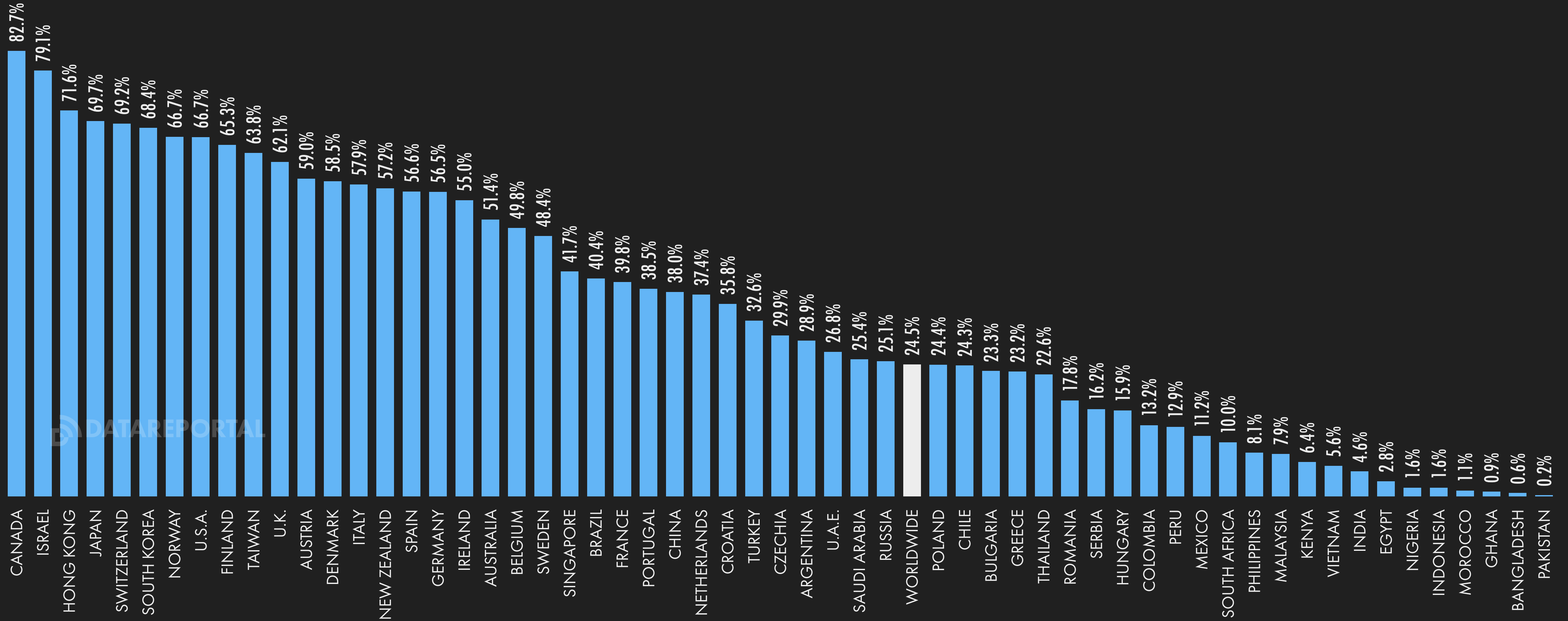
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# CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A CREDIT CARD



GLOBAL OVERVIEW



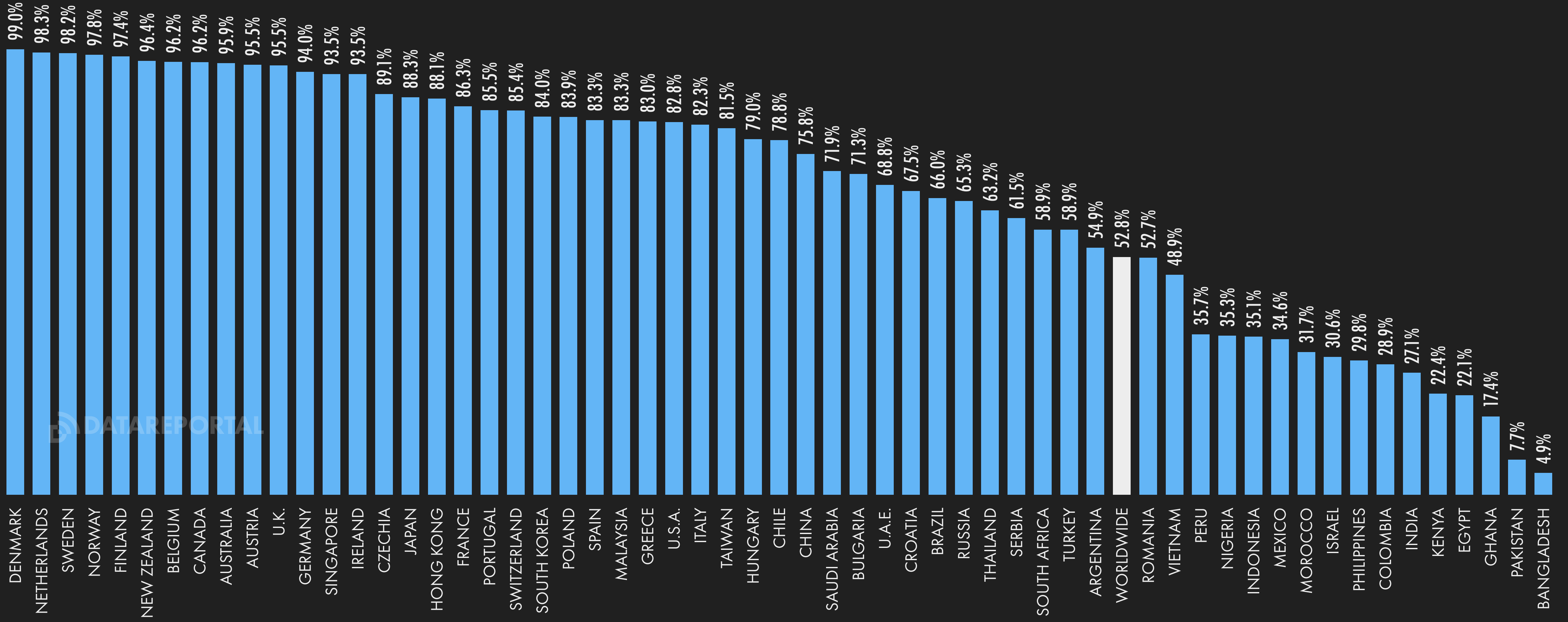
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# DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A DEBIT CARD



GLOBAL OVERVIEW



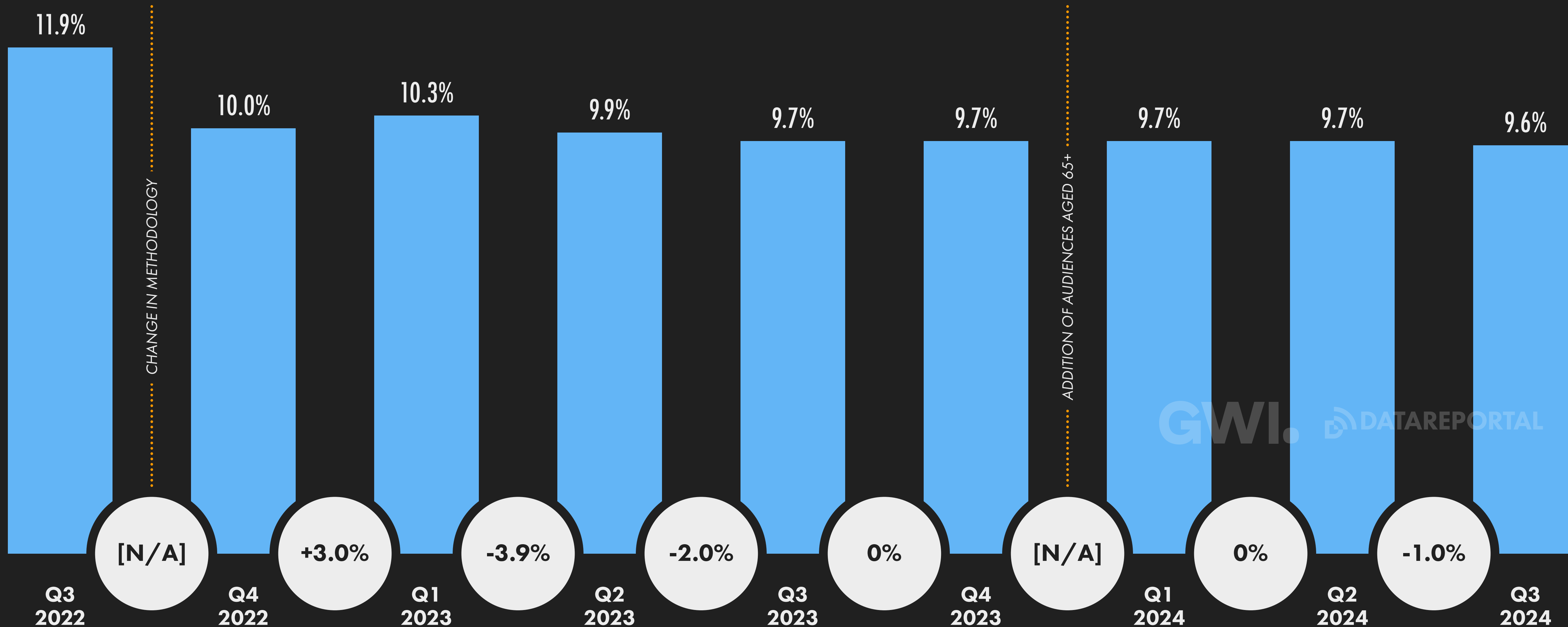
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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY



GLOBAL OVERVIEW



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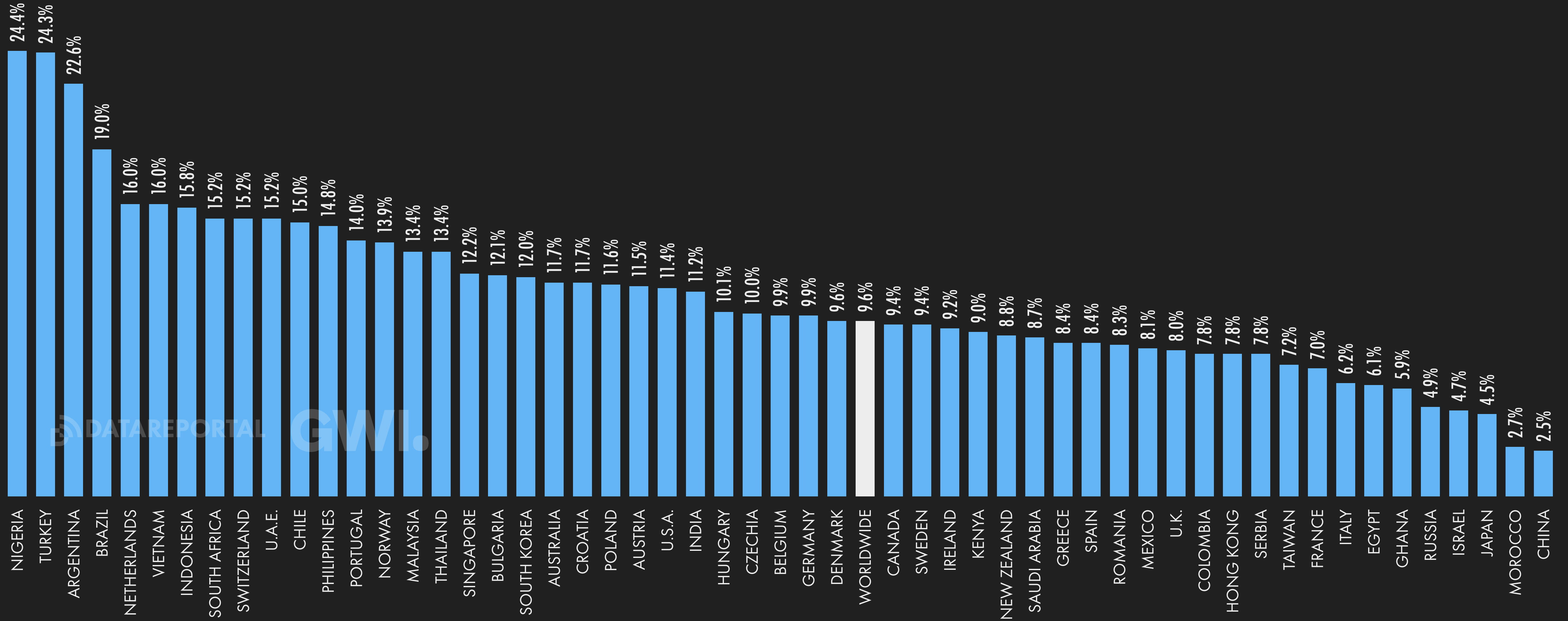
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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY



GLOBAL OVERVIEW



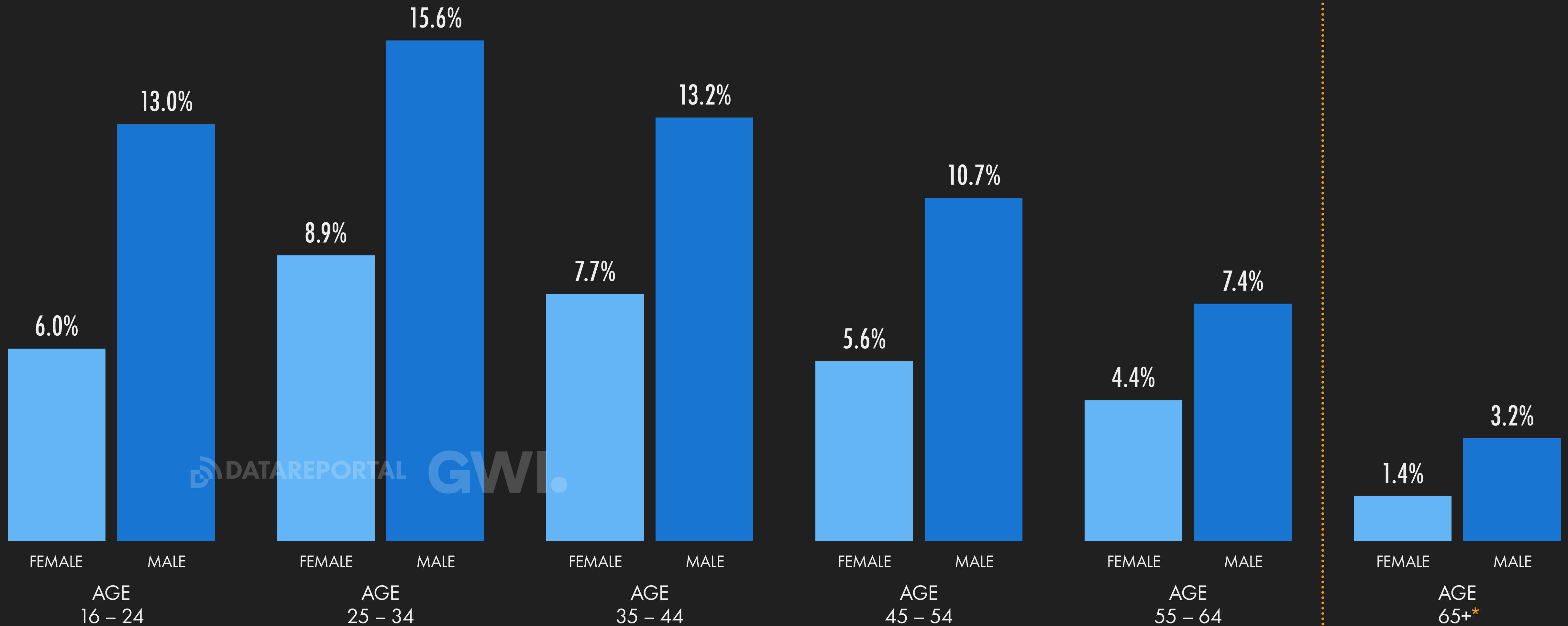
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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY



GLOBAL OVERVIEW



DATA REPORTAL GWI

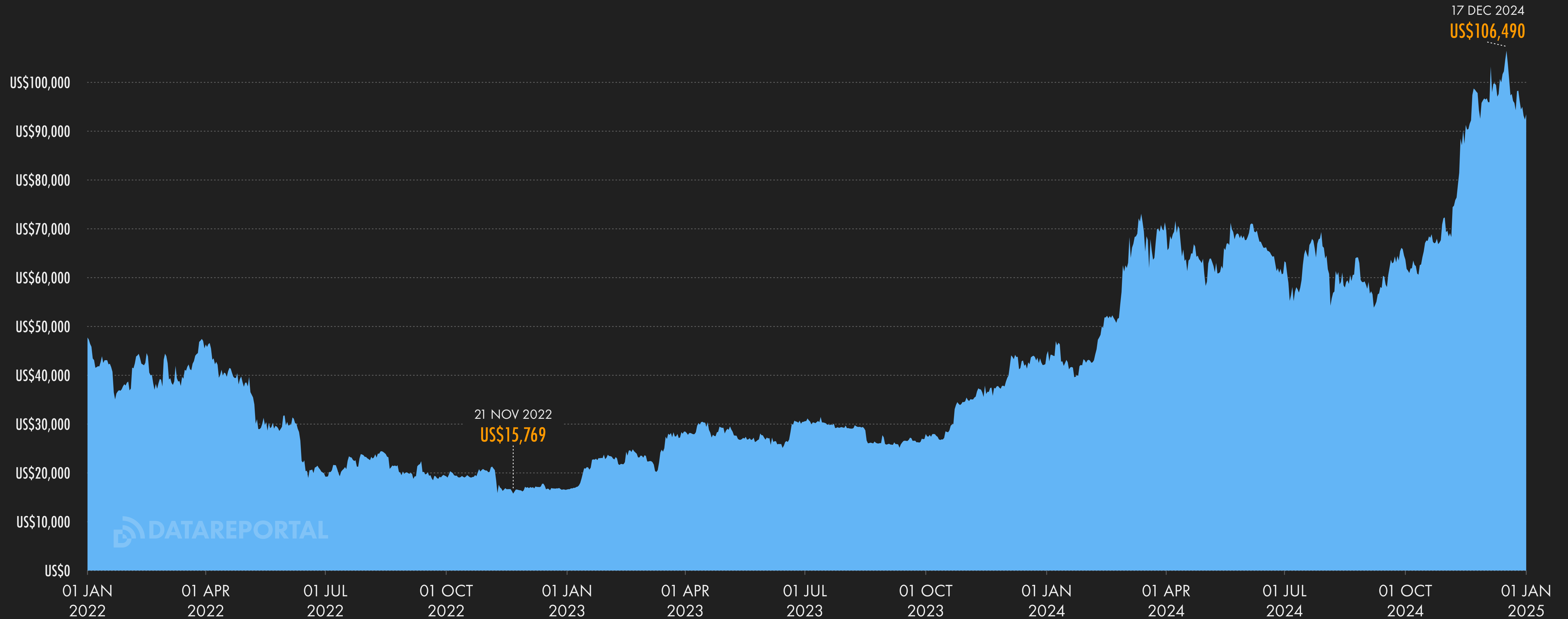
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# EQUIVALENT VALUE OF BITCOIN IN USD

THE EXCHANGE RATE BETWEEN **BITCOIN** AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE. **NO RECOMMENDATION OR ADVICE:** NONE OF THE INFORMATION SHOWN HERE CONSTITUTES AN OFFER (OR SOLICITATION OF AN OFFER) TO BUY OR SELL ANY CURRENCY, PRODUCT OR FINANCIAL INSTRUMENT, TO MAKE ANY INVESTMENT, OR TO PARTICIPATE IN ANY PARTICULAR TRADING STRATEGY. THE INFORMATION IS NOT INTENDED TO BE AND DOES NOT CONSTITUTE FINANCIAL ADVICE, INVESTMENT ADVICE, TRADING ADVICE, OR ANY OTHER ADVICE OR RECOMMENDATION OF ANY SORT.

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# EQUIVALENT VALUE OF ETHER IN USD

THE EXCHANGE RATE BETWEEN ETHER AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN ETHER AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE. **NO RECOMMENDATION OR ADVICE:** NONE OF THE INFORMATION SHOWN HERE CONSTITUTES AN OFFER (OR SOLICITATION OF AN OFFER) TO BUY OR SELL ANY CURRENCY, PRODUCT OR FINANCIAL INSTRUMENT, TO MAKE ANY INVESTMENT, OR TO PARTICIPATE IN ANY PARTICULAR TRADING STRATEGY. THE INFORMATION IS NOT INTENDED TO BE AND DOES NOT CONSTITUTE FINANCIAL ADVICE, INVESTMENT ADVICE, TRADING ADVICE, OR ANY OTHER ADVICE OR RECOMMENDATION OF ANY SORT.

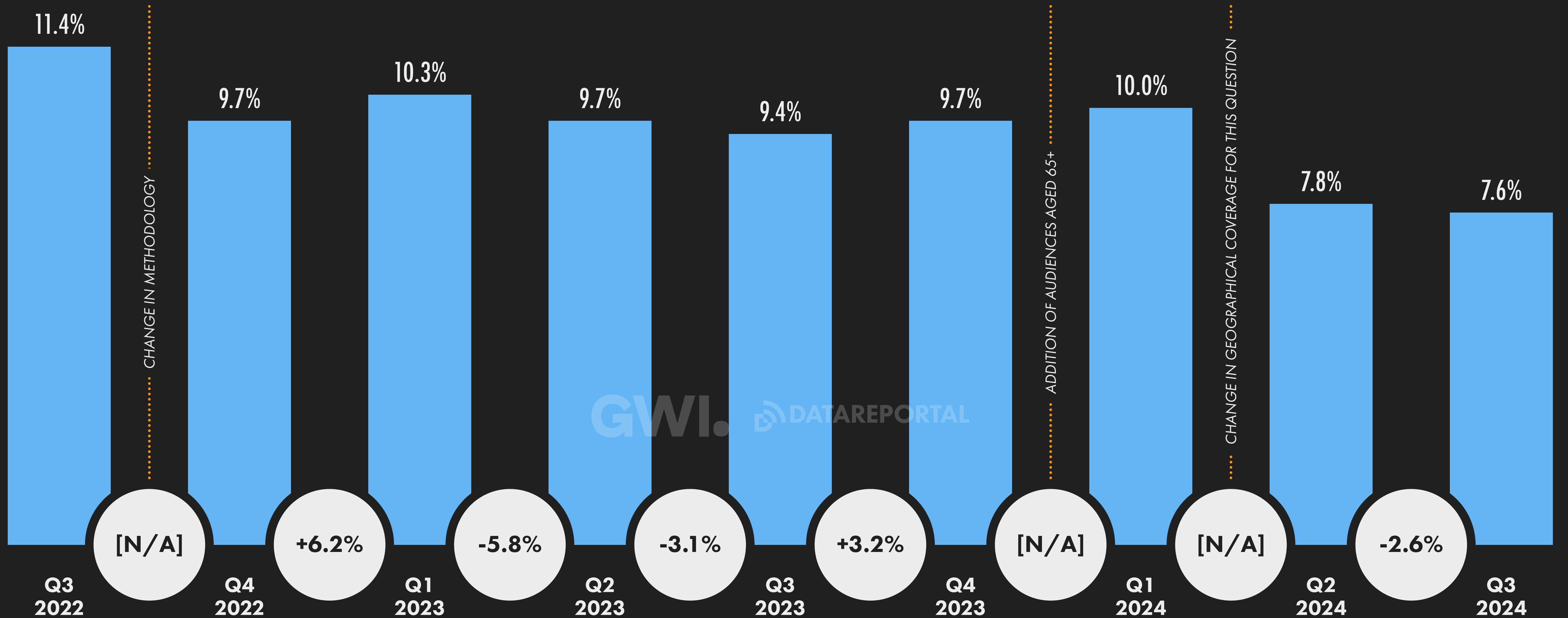
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# ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH



GLOBAL OVERVIEW



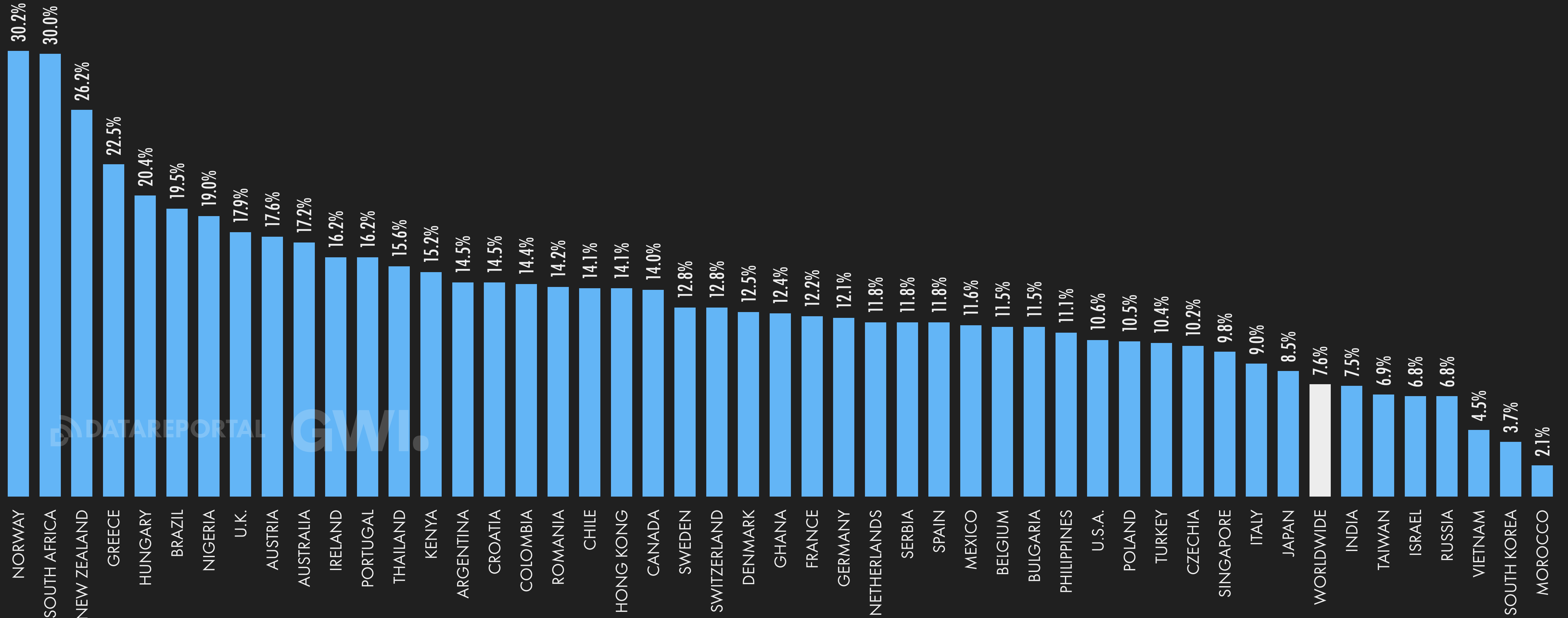
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PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH



GLOBAL OVERVIEW



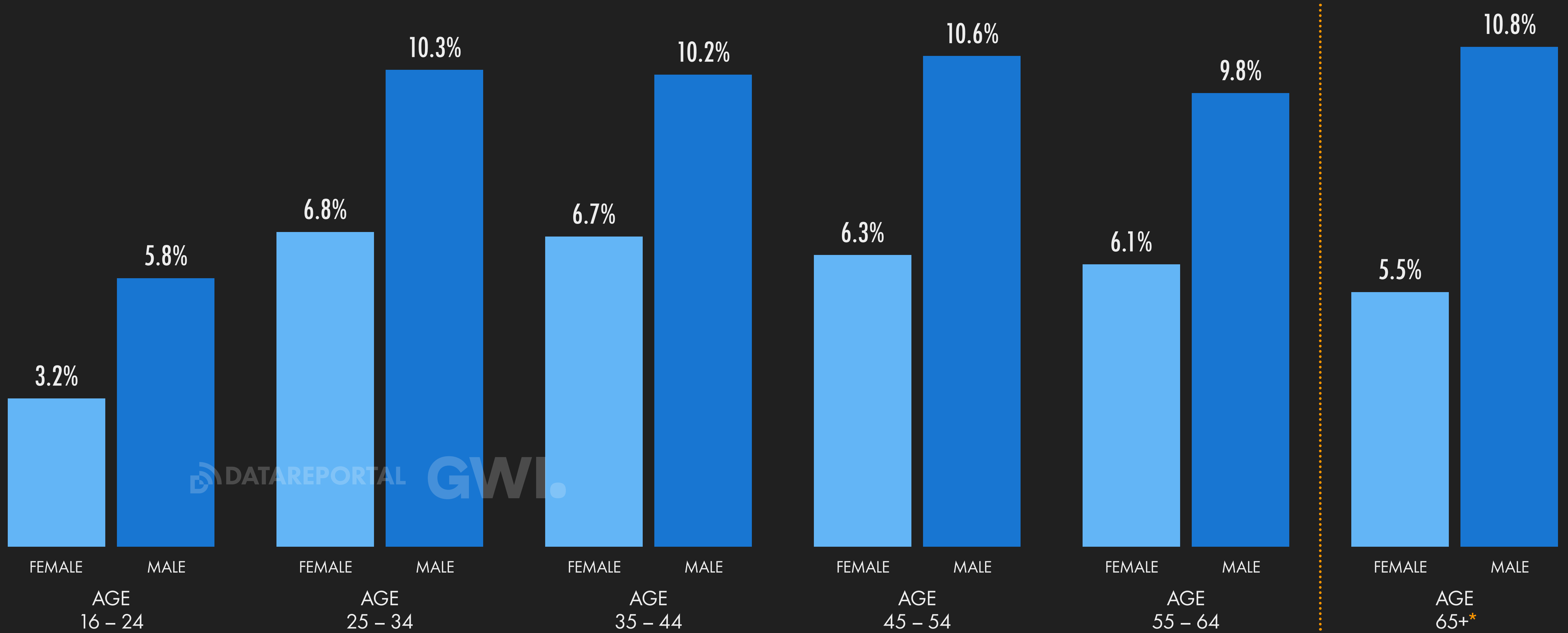
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# ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

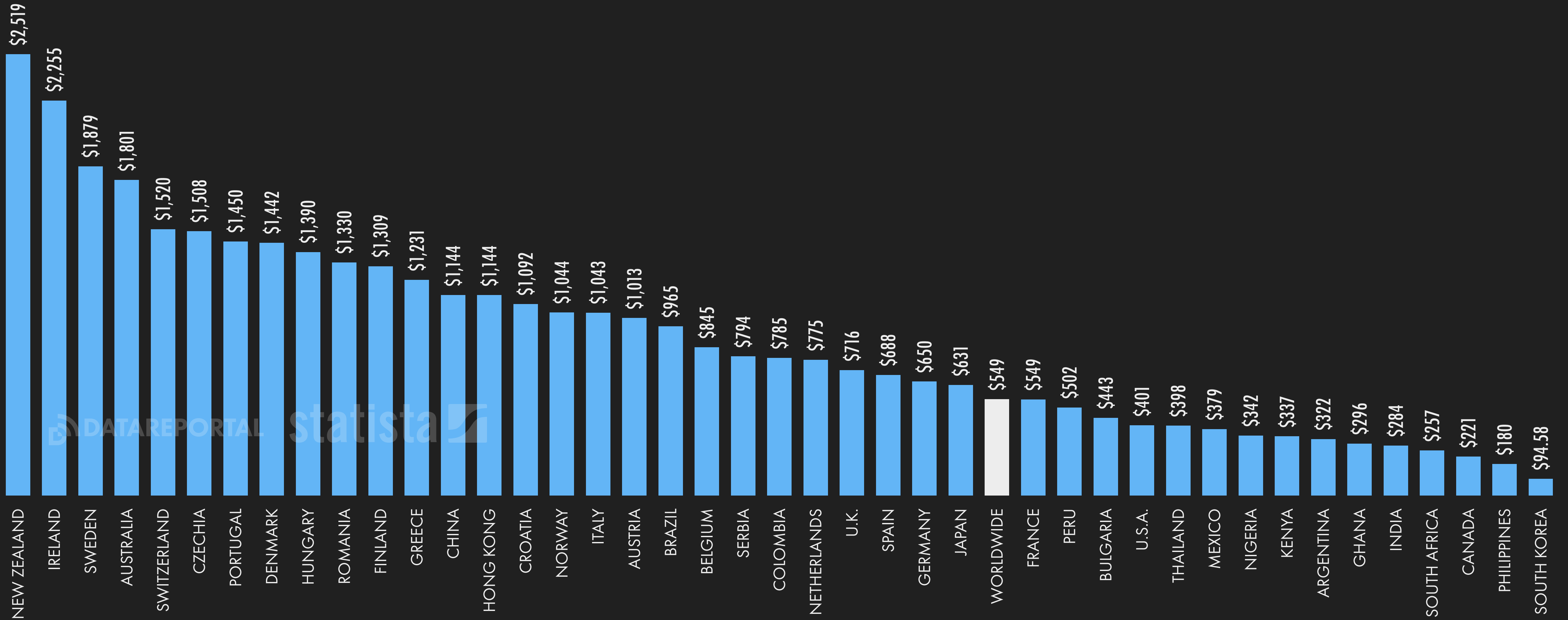
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# ONLINE GAMBLING: ARPU

AVERAGE TOTAL ANNUAL VALUE STAKED PER USER OF ONLINE GAMBLING (VALUES IN U.S. DOLLARS)



GLOBAL OVERVIEW





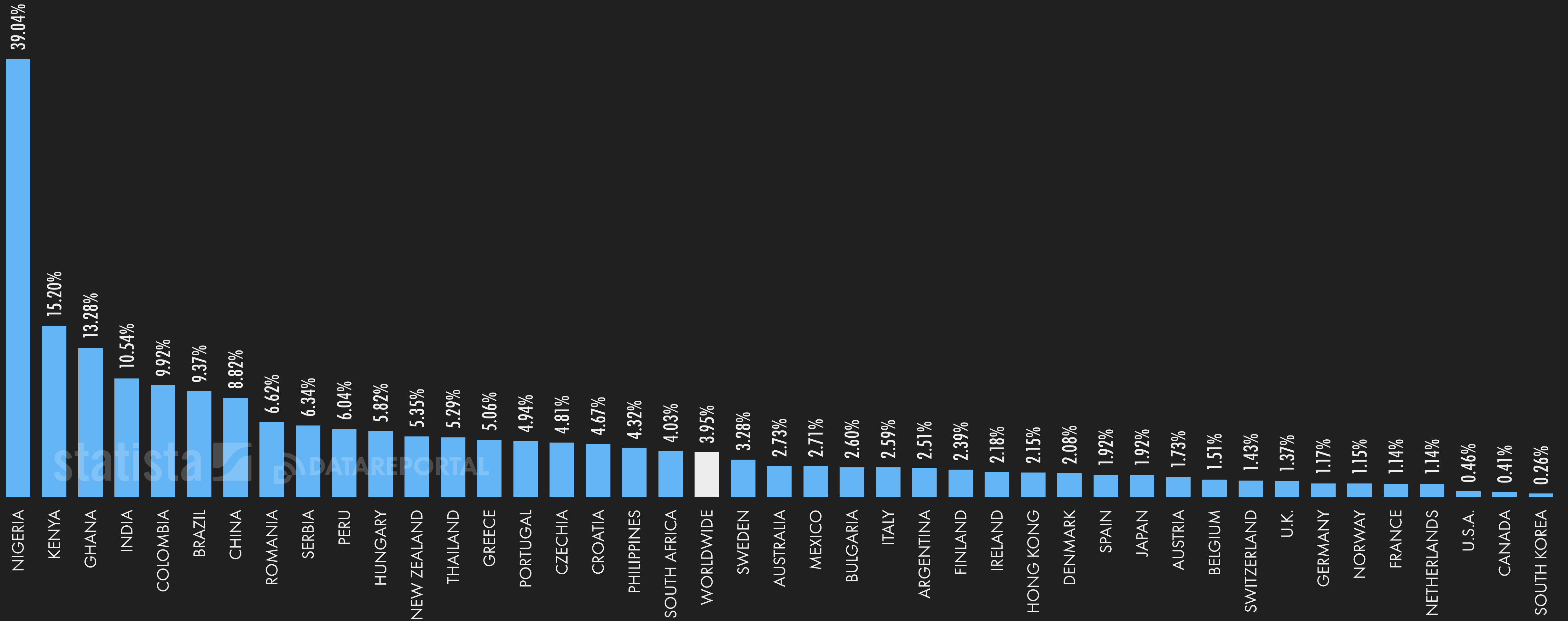
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# ONLINE GAMBLING: ARPU vs. GDP PER CAPITA

AVERAGE TOTAL ANNUAL VALUE STAKED PER USER OF ONLINE GAMBLING, COMPARED WITH GDP PER CAPITA



GLOBAL OVERVIEW



**SOURCE:** KEIOS ANALYSIS OF DATA FROM STATISTA DIGITAL MARKET OUTLOOK (SEE [STATISTA.COM](https://www.statista.com)) AND THE IMF. **NOTES:** VALUES REFLECT ESTIMATES OF THE AVERAGE TOTAL (CUMULATIVE) AMOUNT STAKED ACROSS ALL ONLINE GAMBLING ACTIVITIES PER USER OF ONLINE GAMBLING SERVICES IN 2024, CONVERTED TO UNITED STATES DOLLARS (CONVERSION RATES AS PER STATISTA'S METHODOLOGY), AND COMPARED WITH THE LATEST PUBLISHED VALUES FOR GDP PER CAPITA (PPP, CURRENT U.S. DOLLARS) AS REPORTED BY THE IMF. IN THIS CONTEXT, WHERE PERMITTED BY LOCAL REGULATION, "ONLINE GAMBLING" INCLUDES: ONLINE SPORTS BETTING, ONLINE CASINO GAMES, AND ONLINE LOTTERY GAMES. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

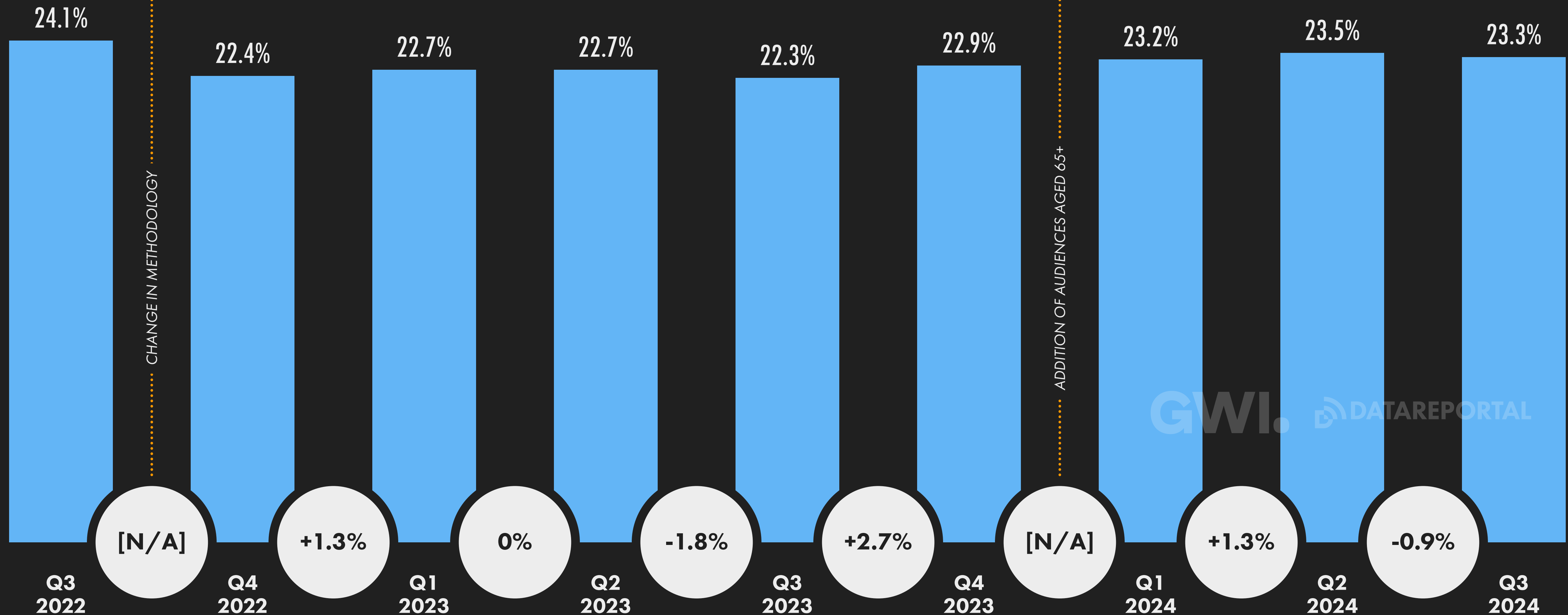


**ONLINE HEALTH & FITNESS**

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# USE OF DIGITAL HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH



GWIDATAREPORTAL

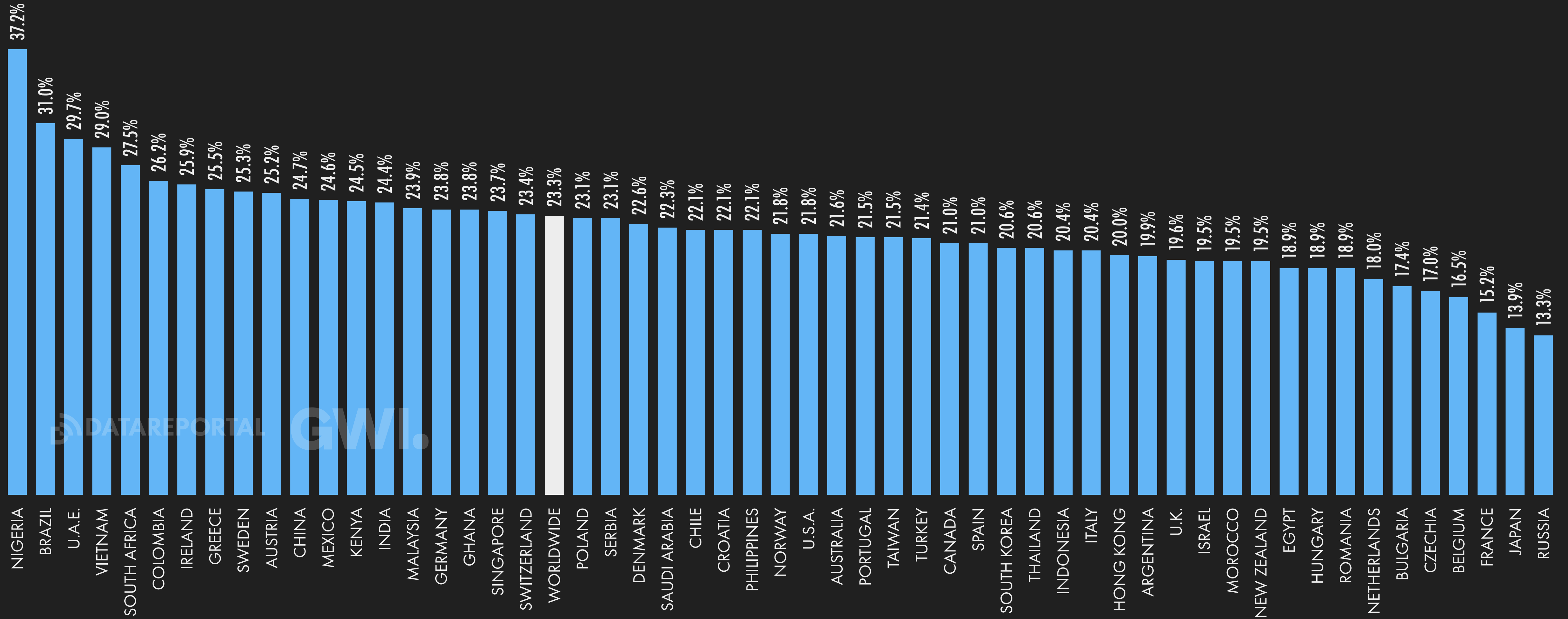
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# USE OF DIGITAL HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH



GLOBAL OVERVIEW



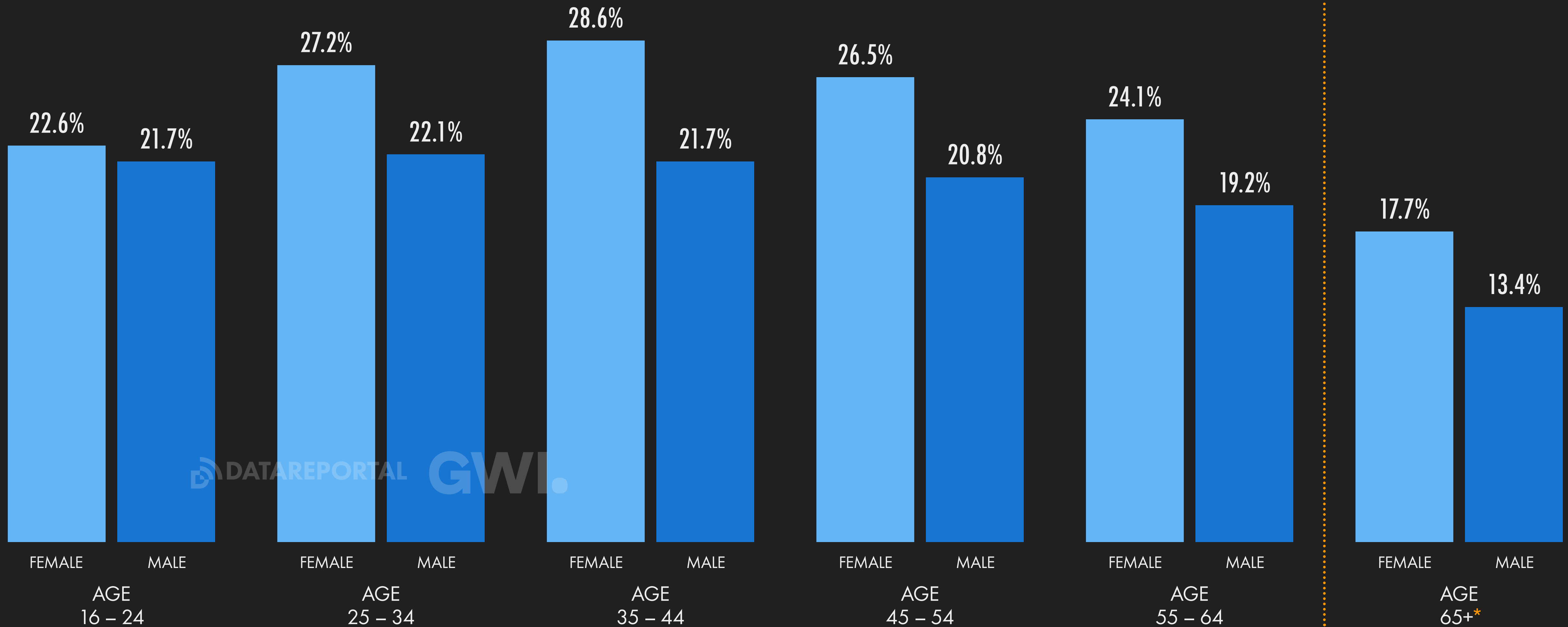
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# USE OF DIGITAL HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS WHO USE A HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

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2025

# DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



NUMBER OF PEOPLE  
USING DIGITAL HEALTH  
TREATMENT & CARE



statista

**1.33**  
BILLION

YEAR-ON-YEAR CHANGE  
IN USERS OF DIGITAL  
TREATMENT & CARE



Meltwater

**+11.0%**  
**+131 MILLION**

TOTAL ANNUAL VALUE OF  
THE DIGITAL TREATMENT &  
CARE MARKET (USD, 2024)



statista

**\$103.8**  
BILLION

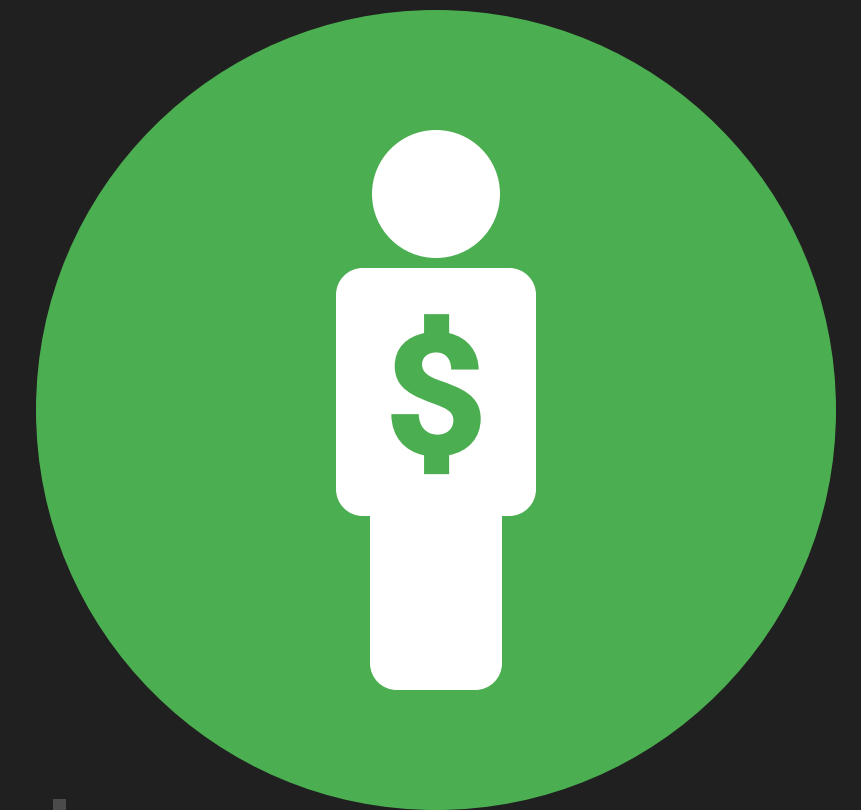
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: DIGITAL  
TREATMENT & CARE MARKET



we  
are  
social

**+16.1%**  
**+\$14 BILLION**

AVERAGE ANNUAL VALUE PER  
USER: DIGITAL TREATMENT &  
CARE (USD, 2024)



**\$78.16**  
YOY: **+4.6%**

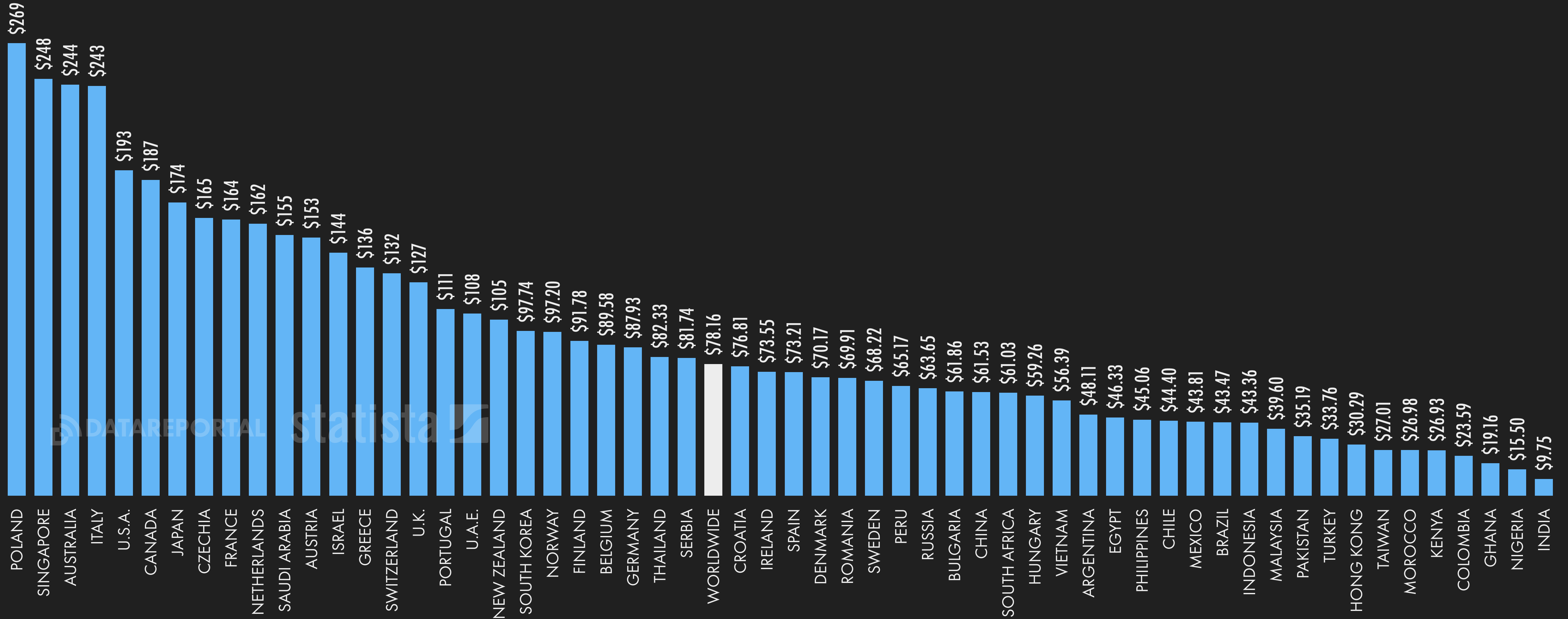
FEB  
2025

# DIGITAL HEALTH TREATMENT & CARE ARPUs

AVERAGE FULL-YEAR 2024 REVENUE PER USER OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE (U.S. DOLLARS)



GLOBAL OVERVIEW



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2025

# ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



NUMBER OF PEOPLE  
USING ONLINE DOCTOR  
CONSULTATION SERVICES



statista

**122.4**  
MILLION

YEAR-ON-YEAR CHANGE IN  
USERS OF ONLINE DOCTOR  
CONSULTATION SERVICES



Meltwater

**+5.4%**  
**+6.3 MILLION**

TOTAL ANNUAL VALUE  
OF ONLINE DOCTOR  
CONSULTATIONS (USD, 2024)



statista

**\$9.46**  
BILLION

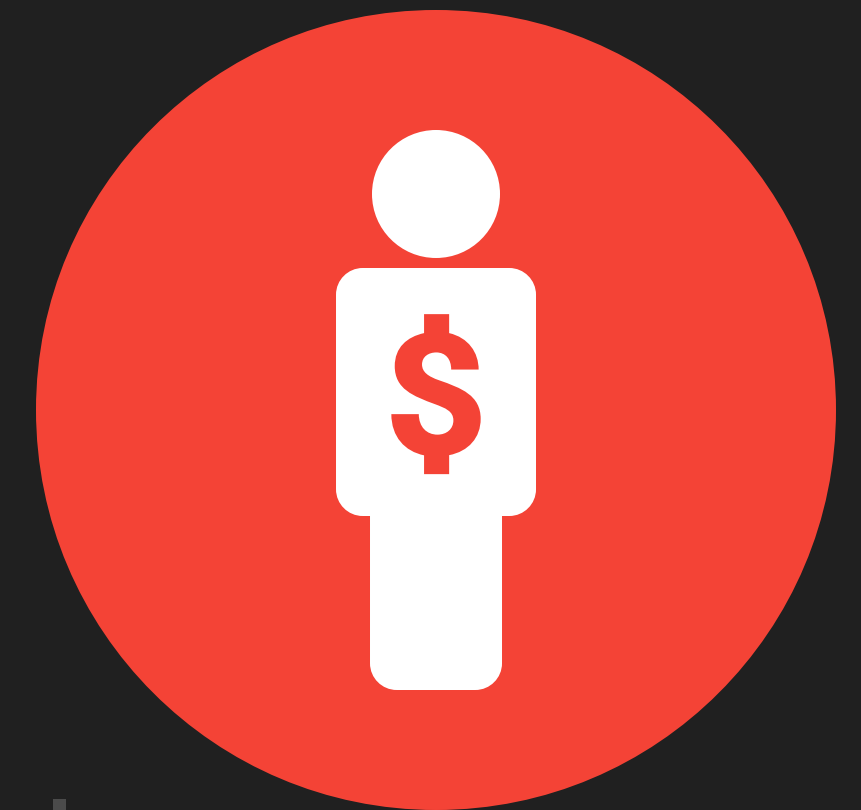
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: ONLINE  
DOCTOR CONSULTATIONS



we  
are  
social

**+10.5%**  
**+\$900 MILLION**

AVERAGE ANNUAL VALUE  
PER USER: ONLINE DOCTOR  
CONSULTATIONS (USD, 2024)



**\$77.32**  
YOY: **+4.8%**



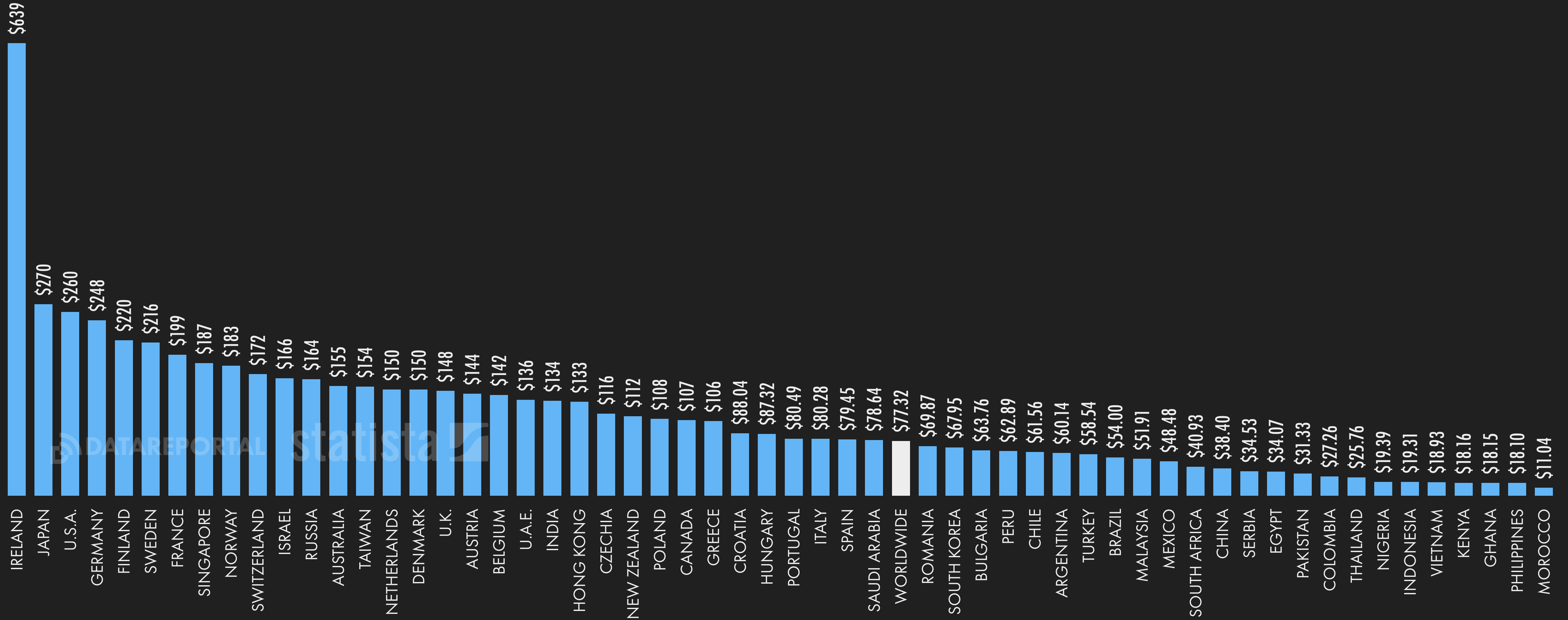
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2025

# ONLINE DOCTOR CONSULTATIONS ARPU

AVERAGE FULL-YEAR 2024 REVENUE PER USER OF ONLINE DOCTOR CONSULTATION SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



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2025

# DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



GLOBAL OVERVIEW

NUMBER OF PEOPLE USING  
DIGITAL FITNESS & WELL-  
BEING DEVICES AND SERVICES



statista

**1.62**  
BILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF DIGITAL  
FITNESS & WELL-BEING USERS



Meltwater

**+13.5%**  
**+193 MILLION**

TOTAL ANNUAL VALUE OF  
THE DIGITAL FITNESS & WELL-  
BEING MARKET (USD, 2024)



statista

**\$58.64**  
BILLION

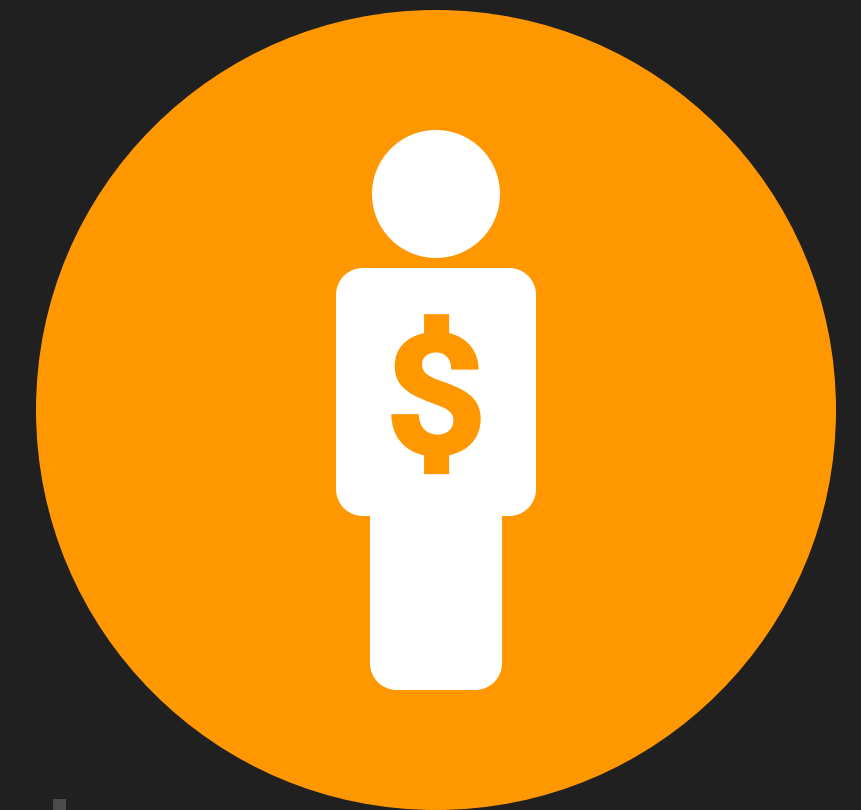
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: DIGITAL  
FITNESS & WELL-BEING MARKET



we  
are  
social

**+17.3%**  
**+\$8.6 BILLION**

AVERAGE ANNUAL VALUE  
PER USER: DIGITAL FITNESS &  
WELL-BEING (USD, 2024)



**\$36.11**  
YOY: **+3.3%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

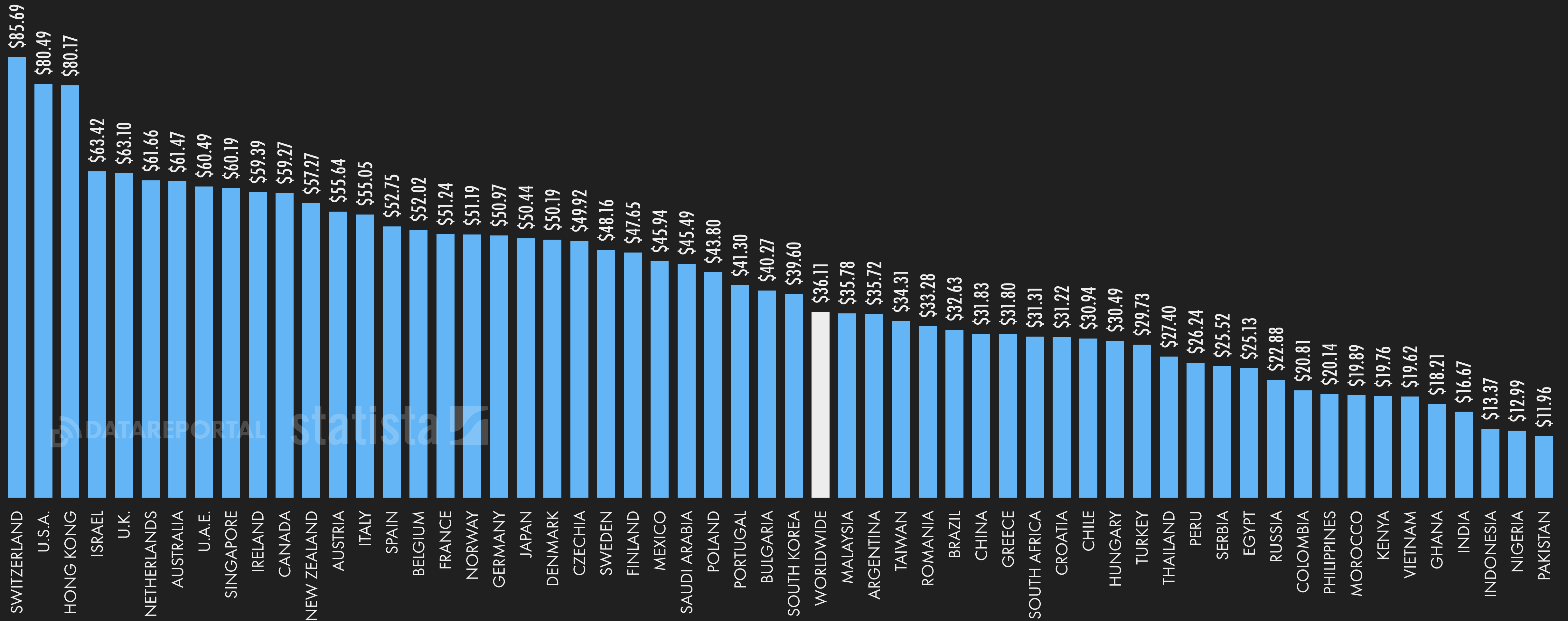
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2025

# DIGITAL FITNESS & WELL-BEING ARPU

AVERAGE FULL-YEAR 2024 REVENUE PER USER OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW

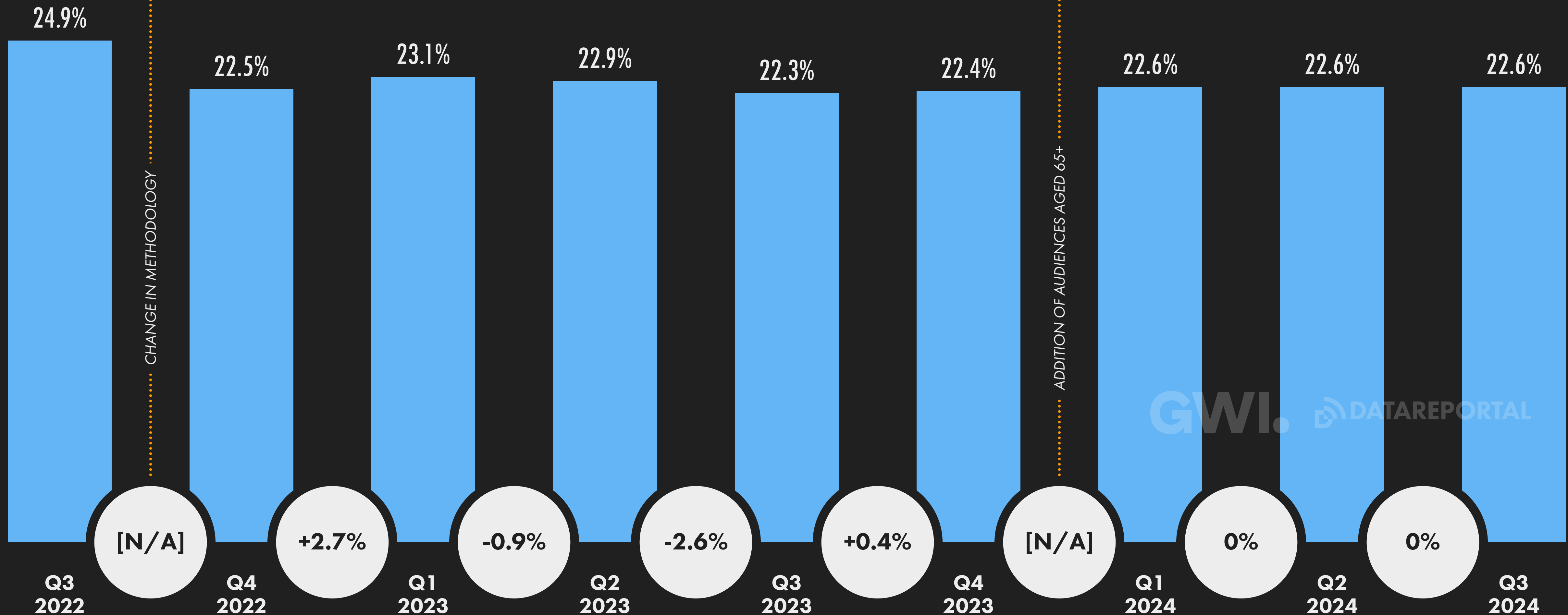


**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF DIGITAL FITNESS AND WELL-BEING DEVICES AND SERVICES FOR FULL-YEAR 2024 IN U.S. DOLLARS.

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2025

# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GWIDATAREPORTAL

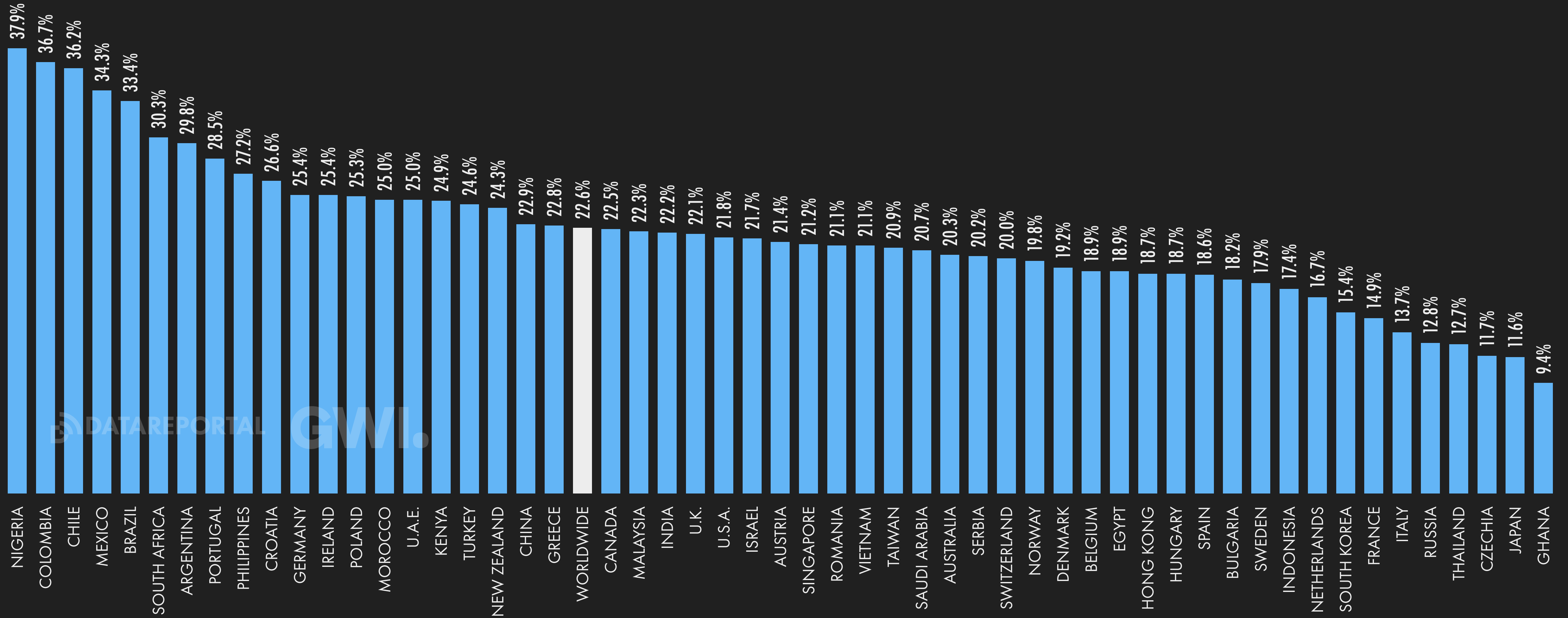
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2025

# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GLOBAL OVERVIEW



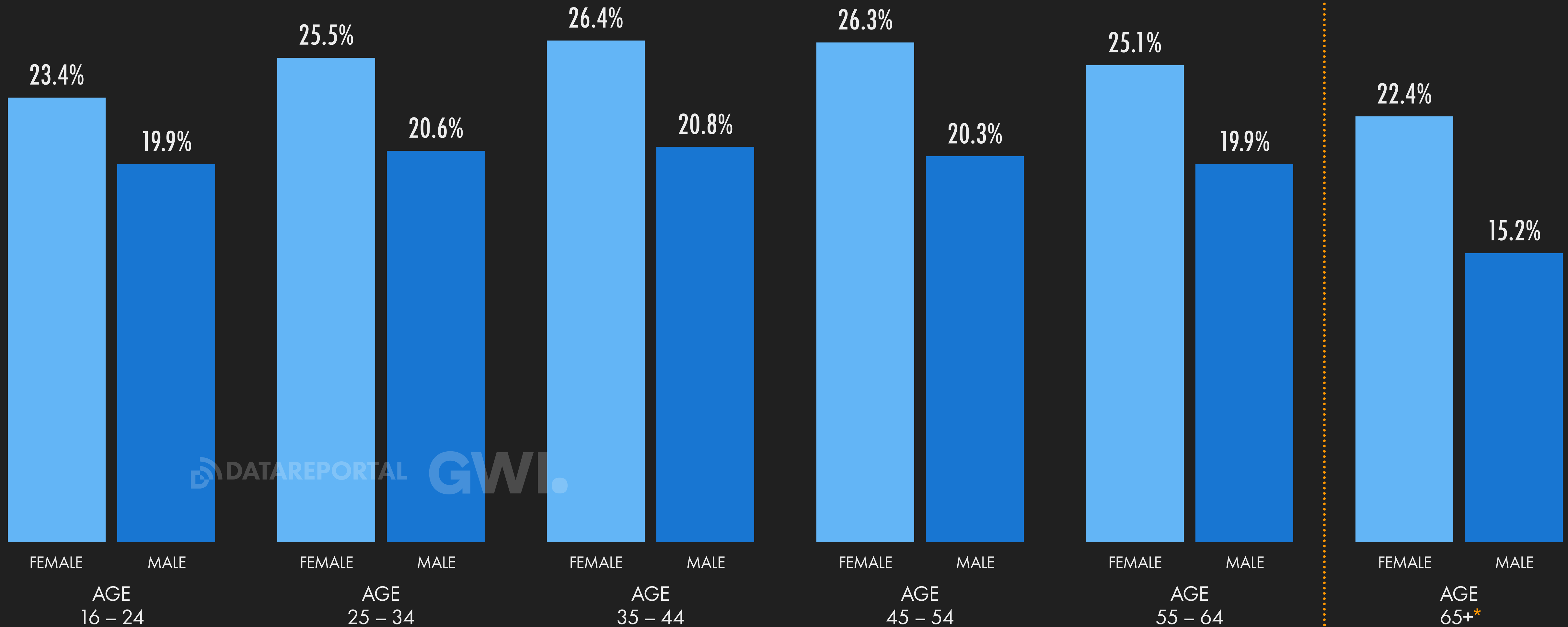
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2025

# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

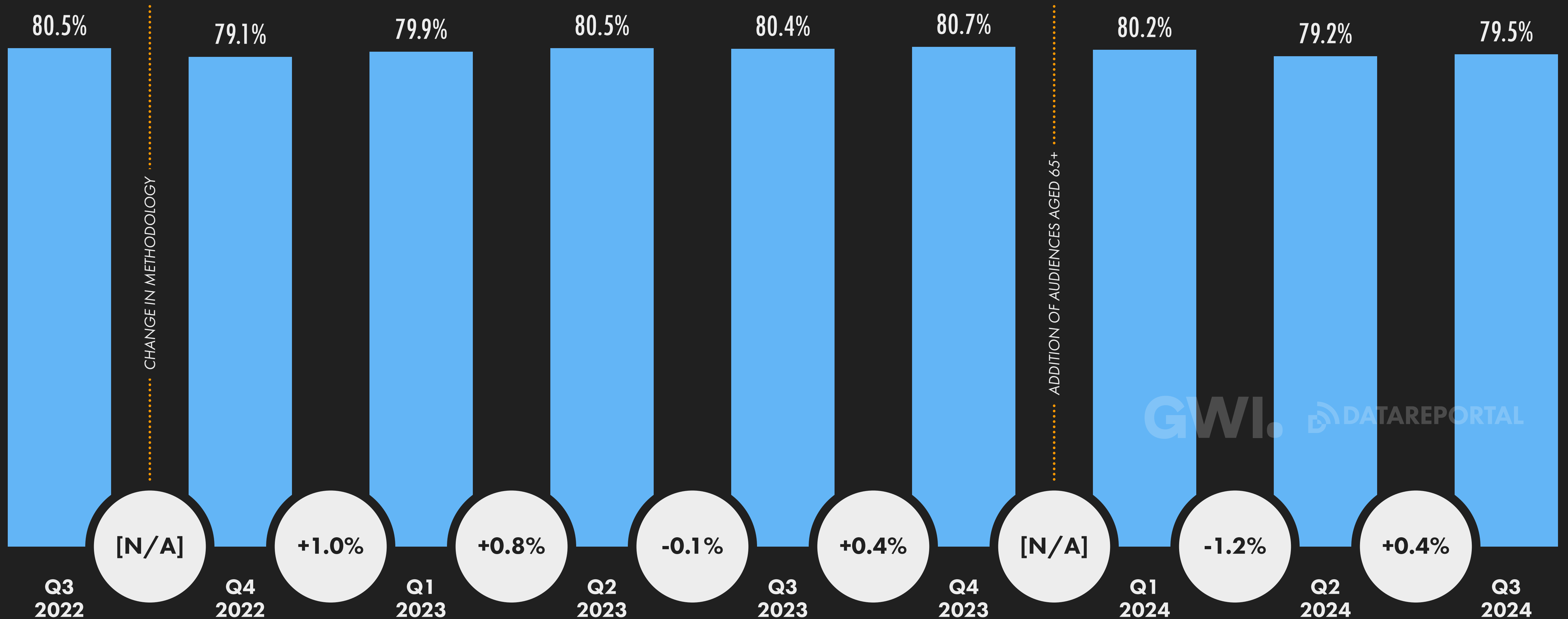
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2025

# DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** VALUES REPRESENT THE PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THAT INFORMATION OR RECOMMENDATIONS FOUND ONLINE ARE EITHER "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT" WHEN CHOOSING MEDICINES OR DRUGS FOR EVERYDAY AILMENTS SUCH AS COLDS AND HEADACHES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

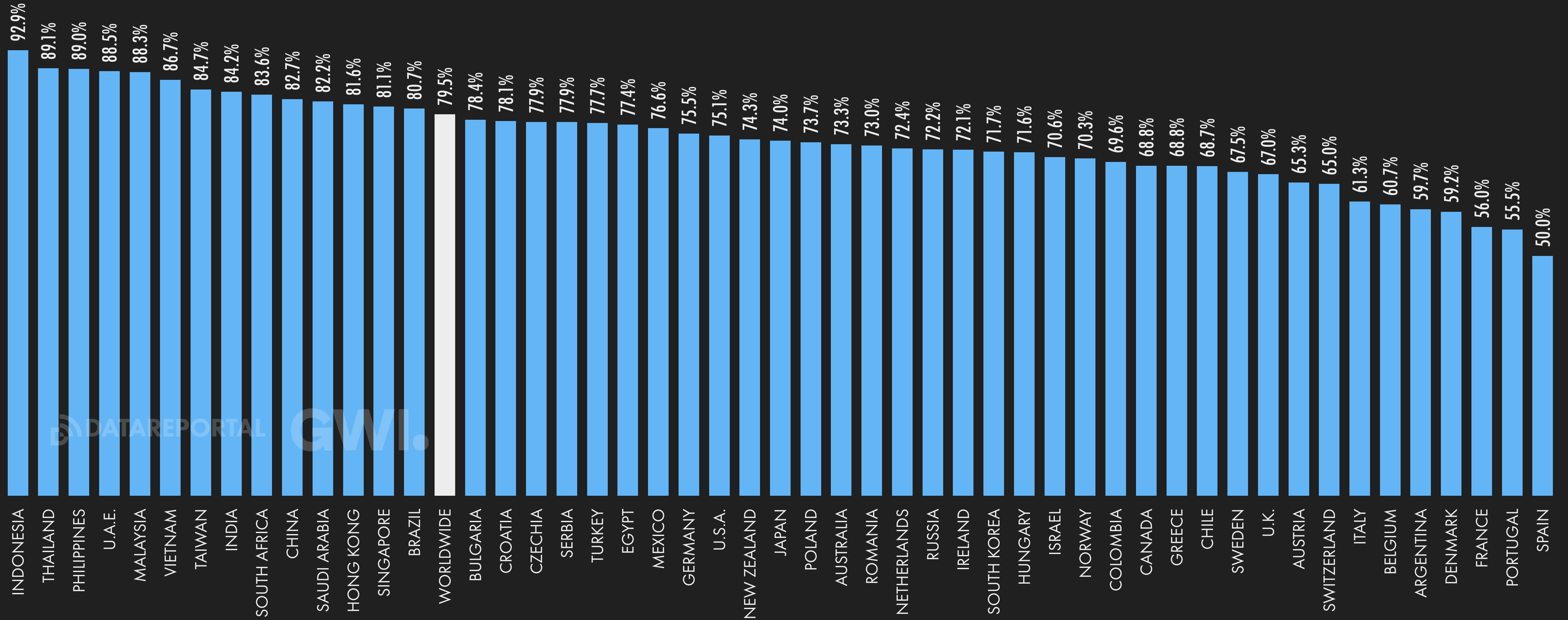
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# DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.



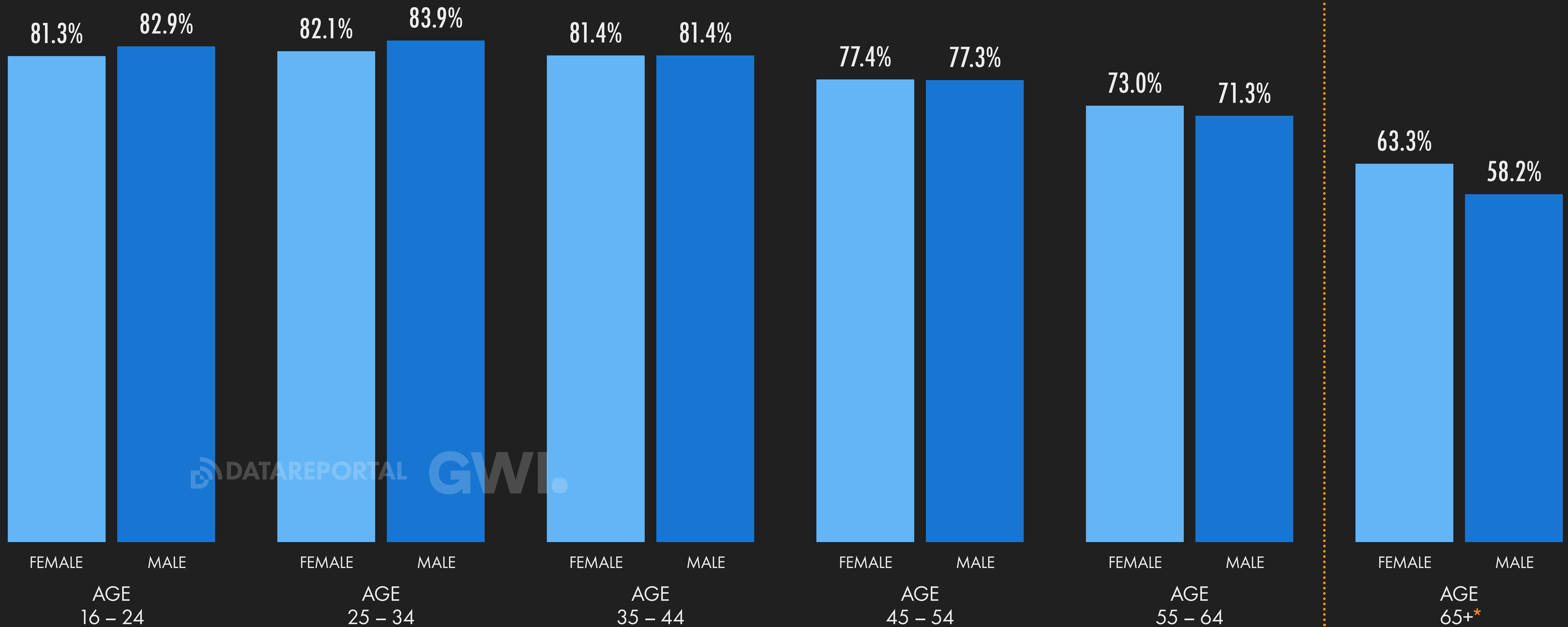
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2025

# DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2024). **NOTES:** VALUES REPRESENT THE PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THAT INFORMATION OR RECOMMENDATIONS FOUND ONLINE ARE EITHER "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT" WHEN CHOOSING MEDICINES OR DRUGS FOR EVERYDAY AILMENTS SUCH AS COLDS AND HEADACHES. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).



**WEARABLES & IOT**

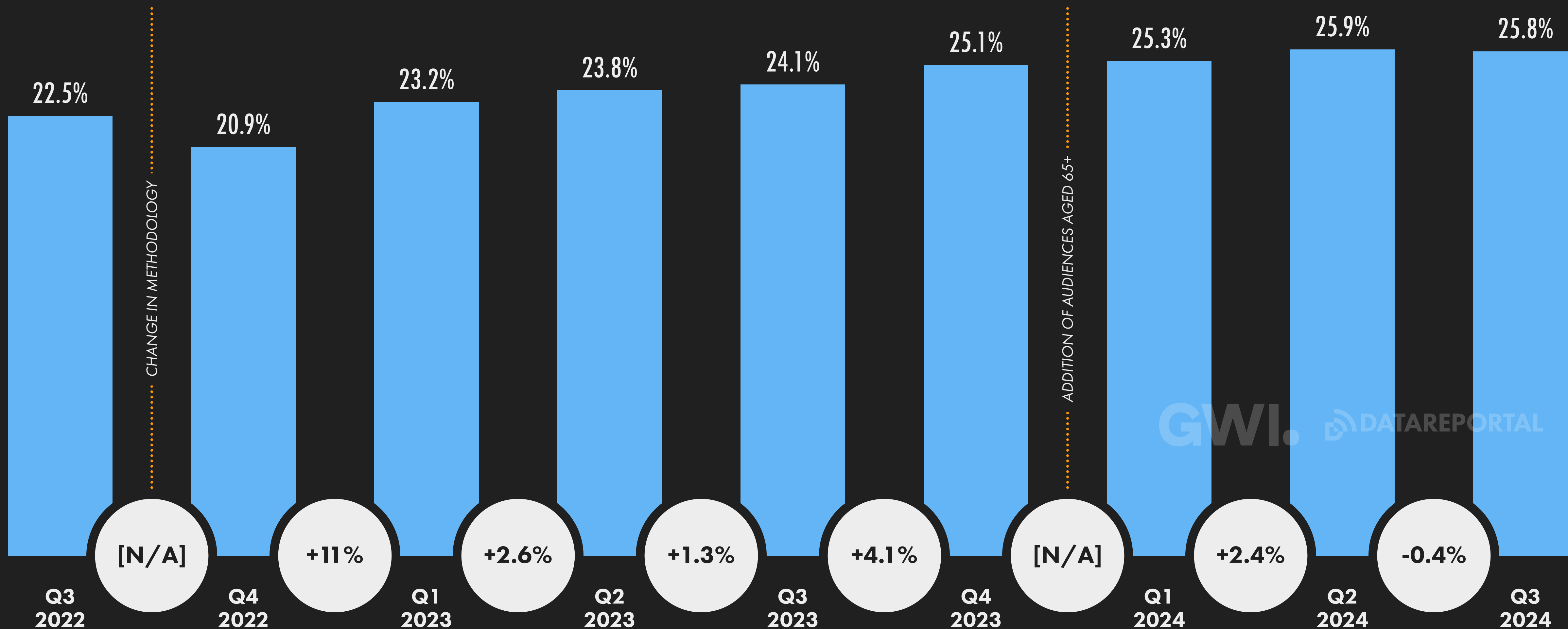
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2025

# OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



GWIDATAREPORTAL

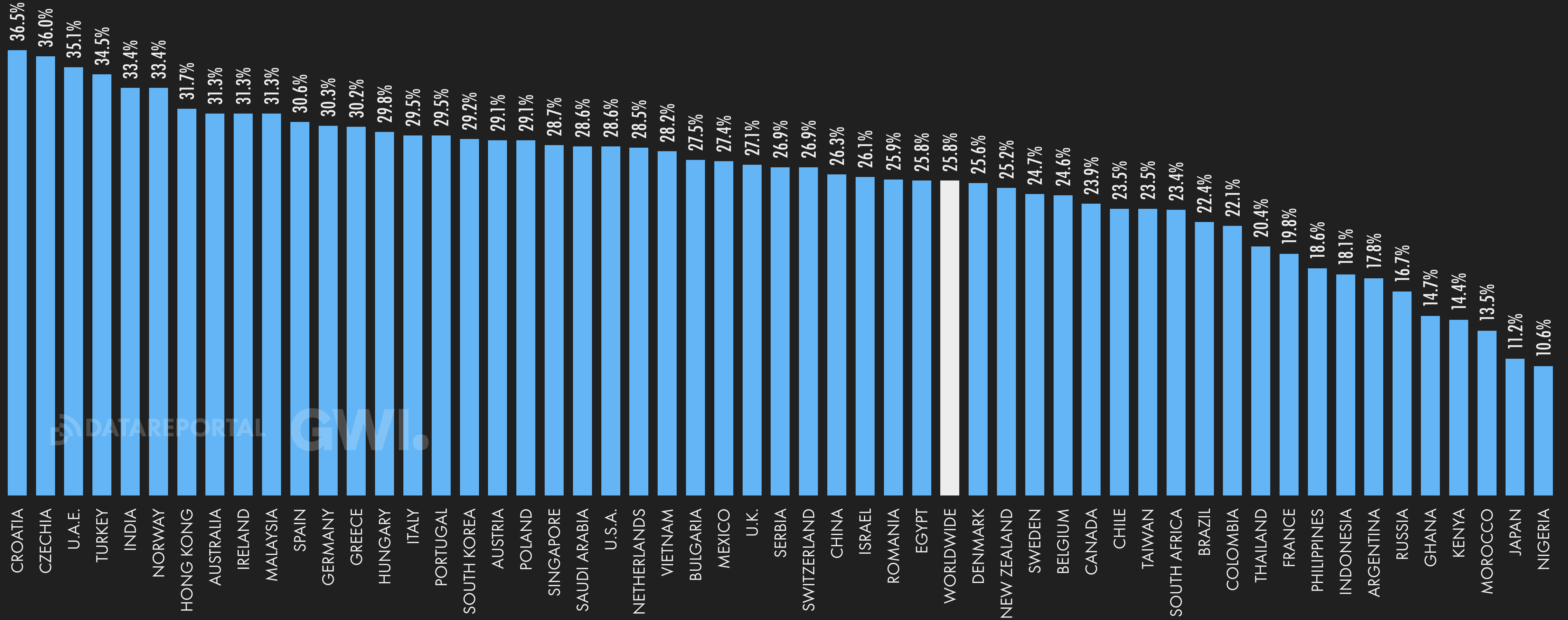
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# OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



DATA REPORTAL GWI.

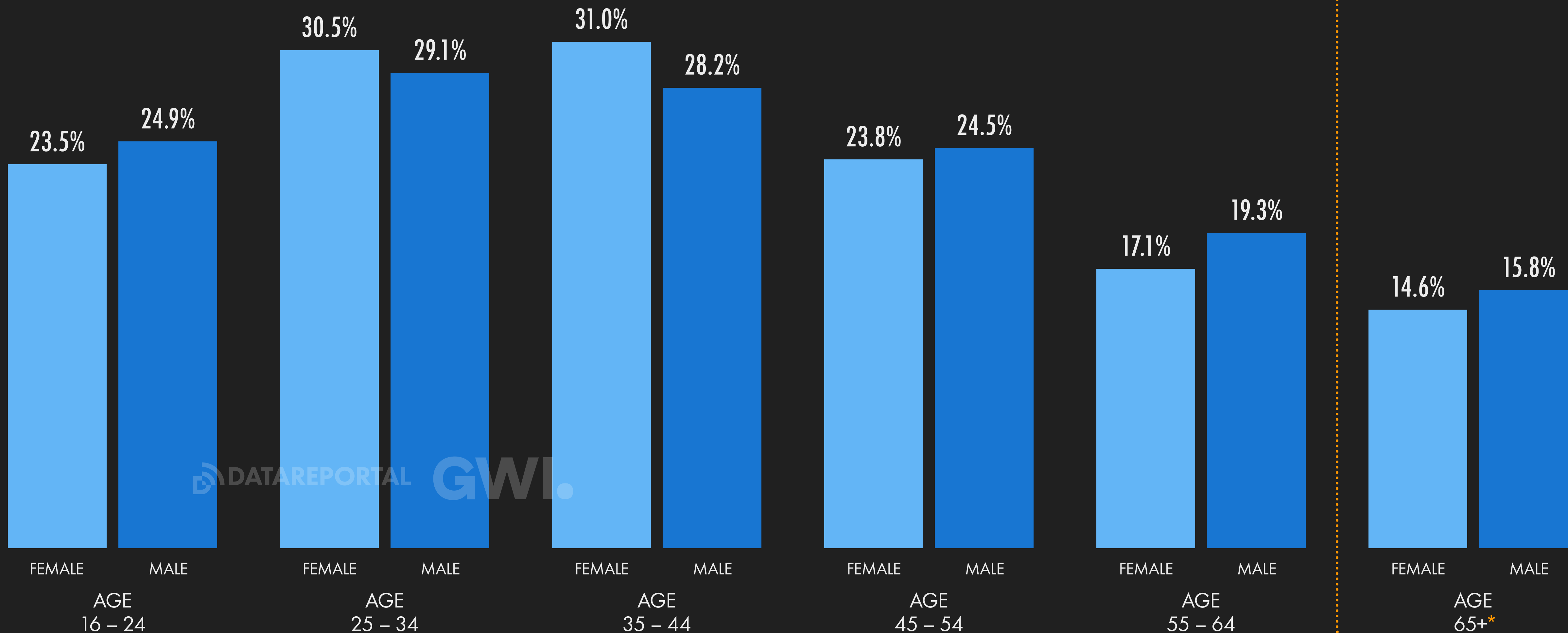
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2025

# OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



DATA REPORTAL GWI

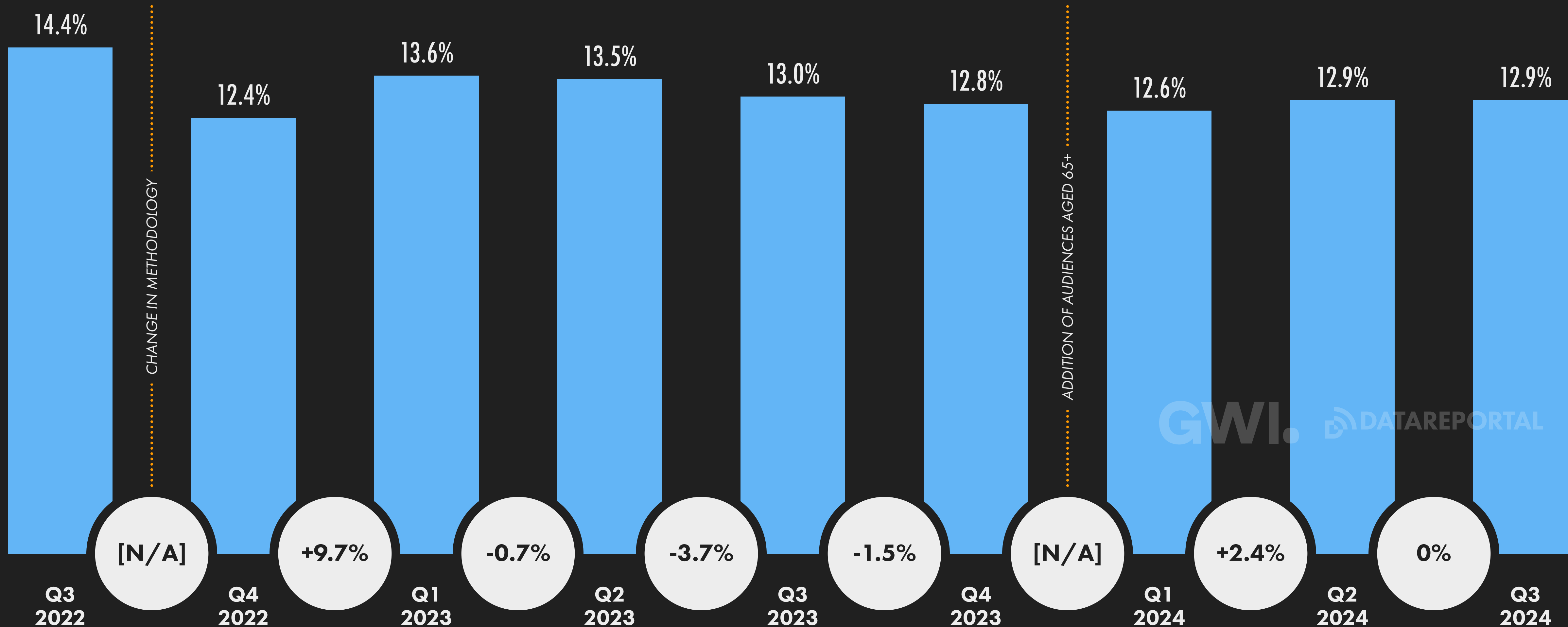
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2025

# OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)



GLOBAL OVERVIEW



SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

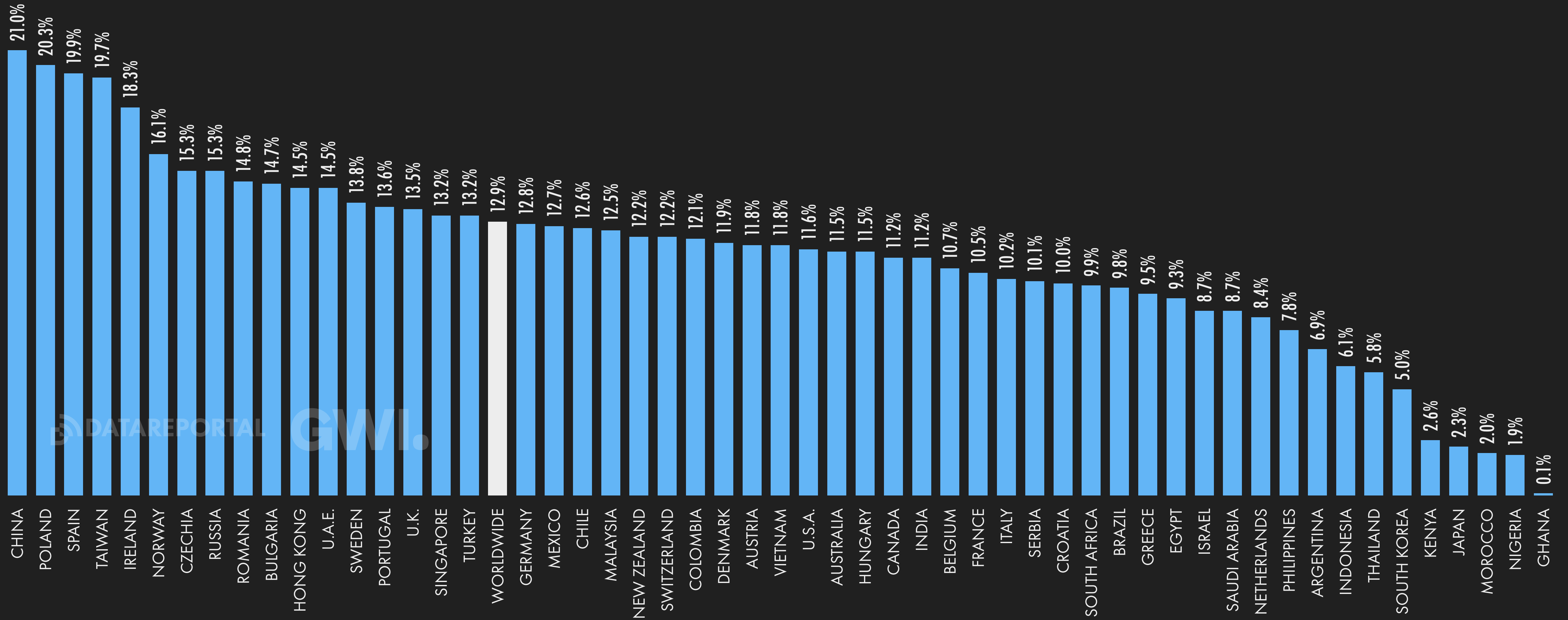
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2025

# OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)



GLOBAL OVERVIEW



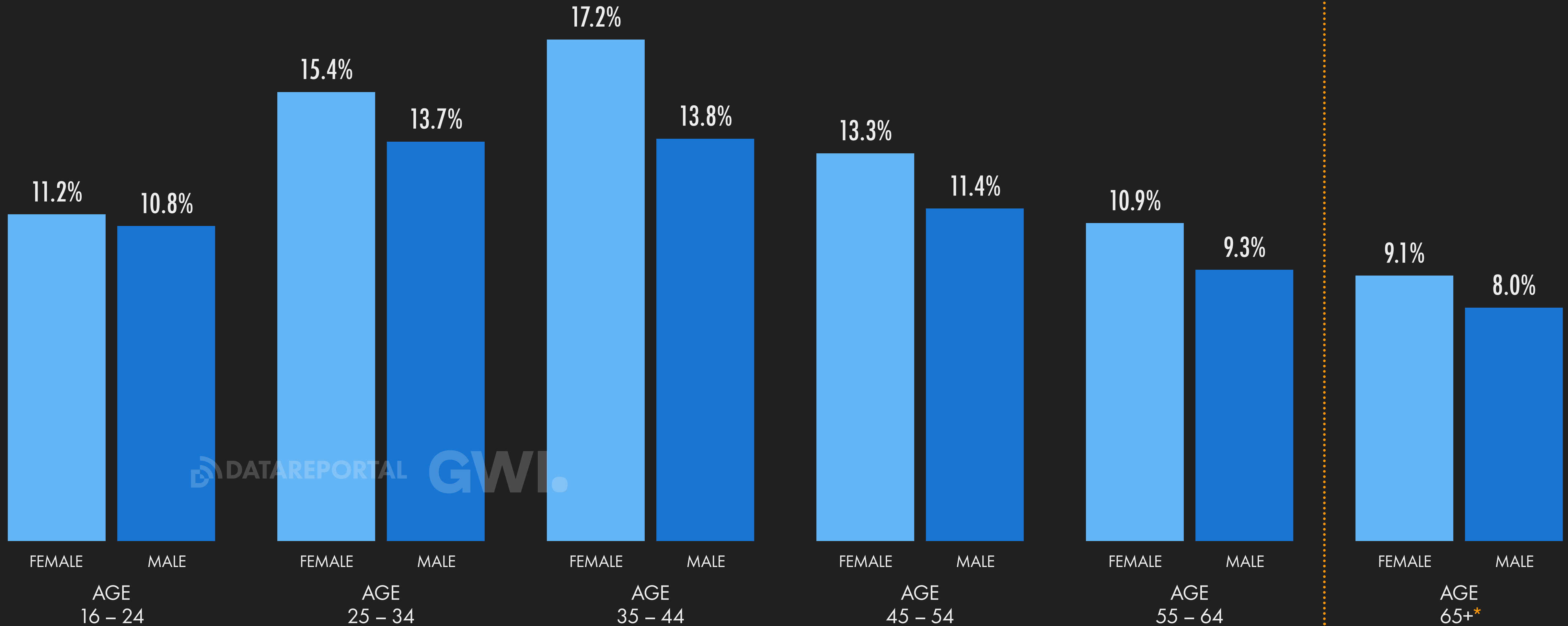
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# OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)



GLOBAL OVERVIEW



DATA REPORTAL GWI



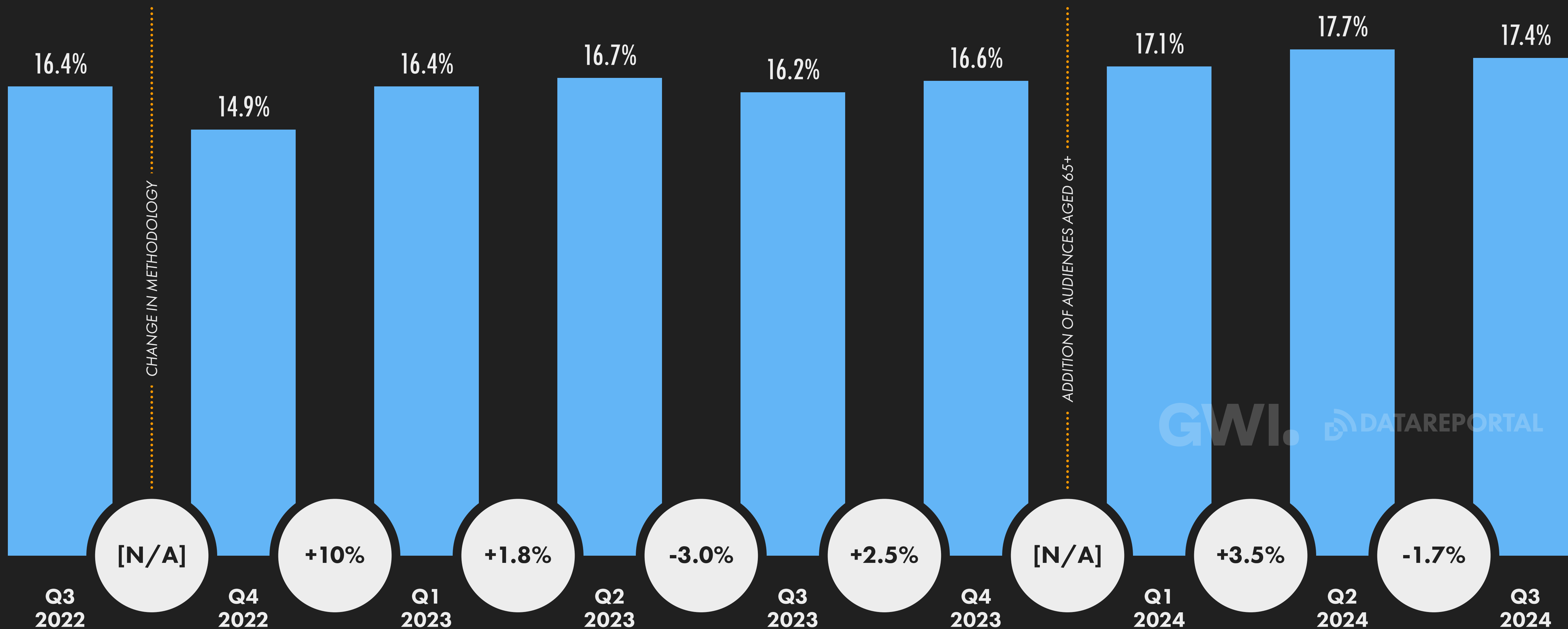
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# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF SMART HOME DEVICE



GLOBAL OVERVIEW



GWI. DATAREPORTAL

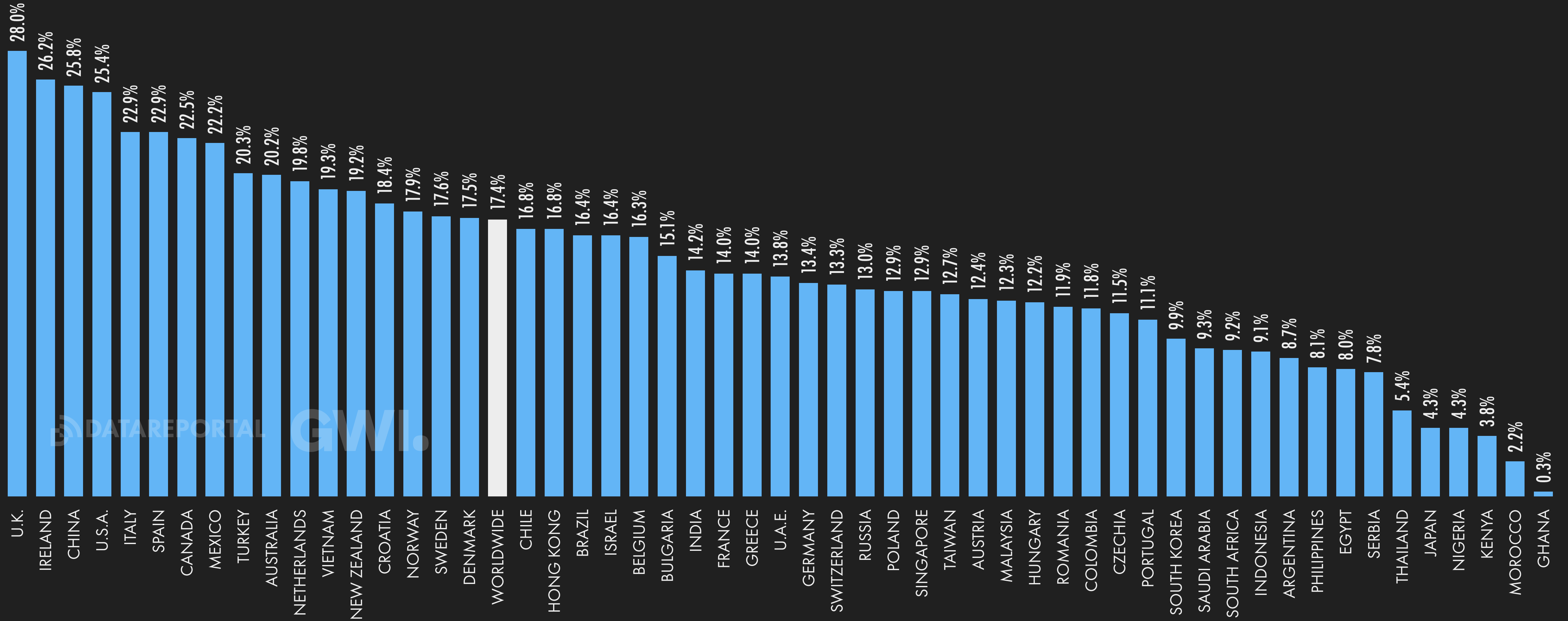
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2025

# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF SMART HOME DEVICE



GLOBAL OVERVIEW



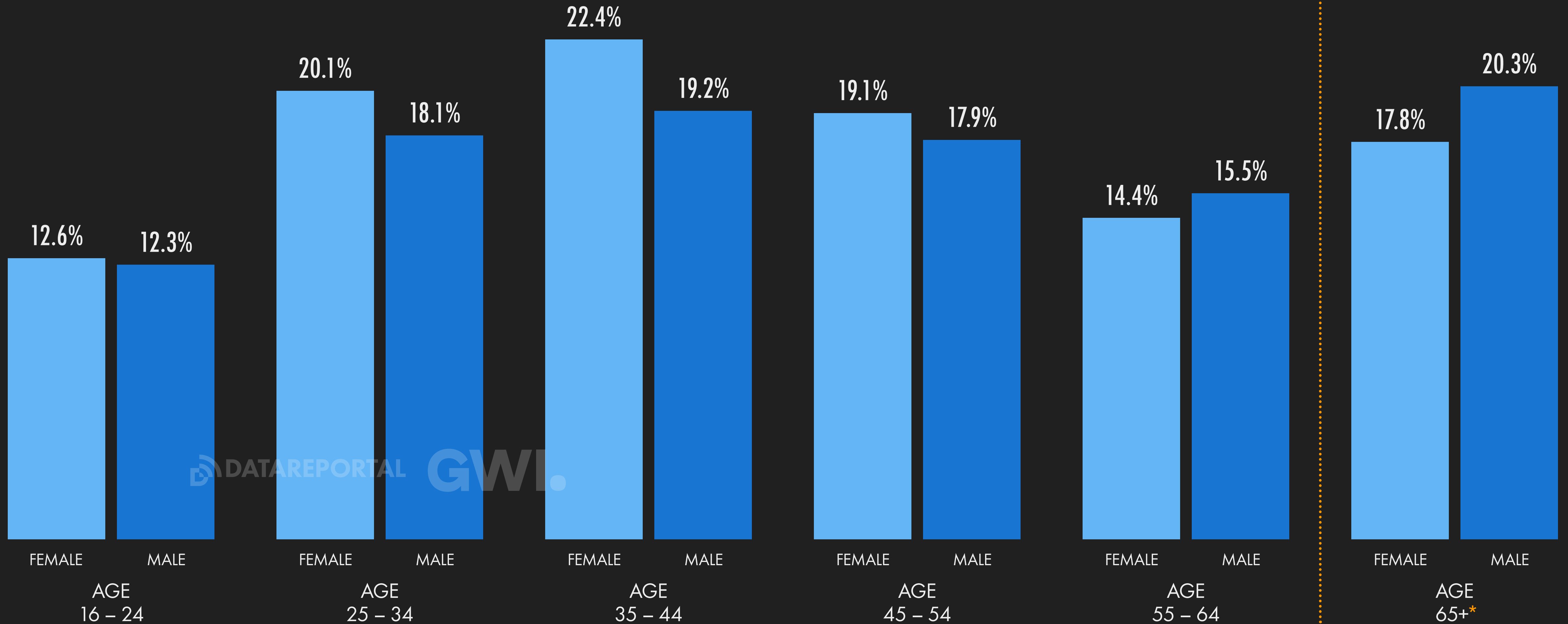
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# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF SMART HOME DEVICE



GLOBAL OVERVIEW



DATA REPORTAL GWI

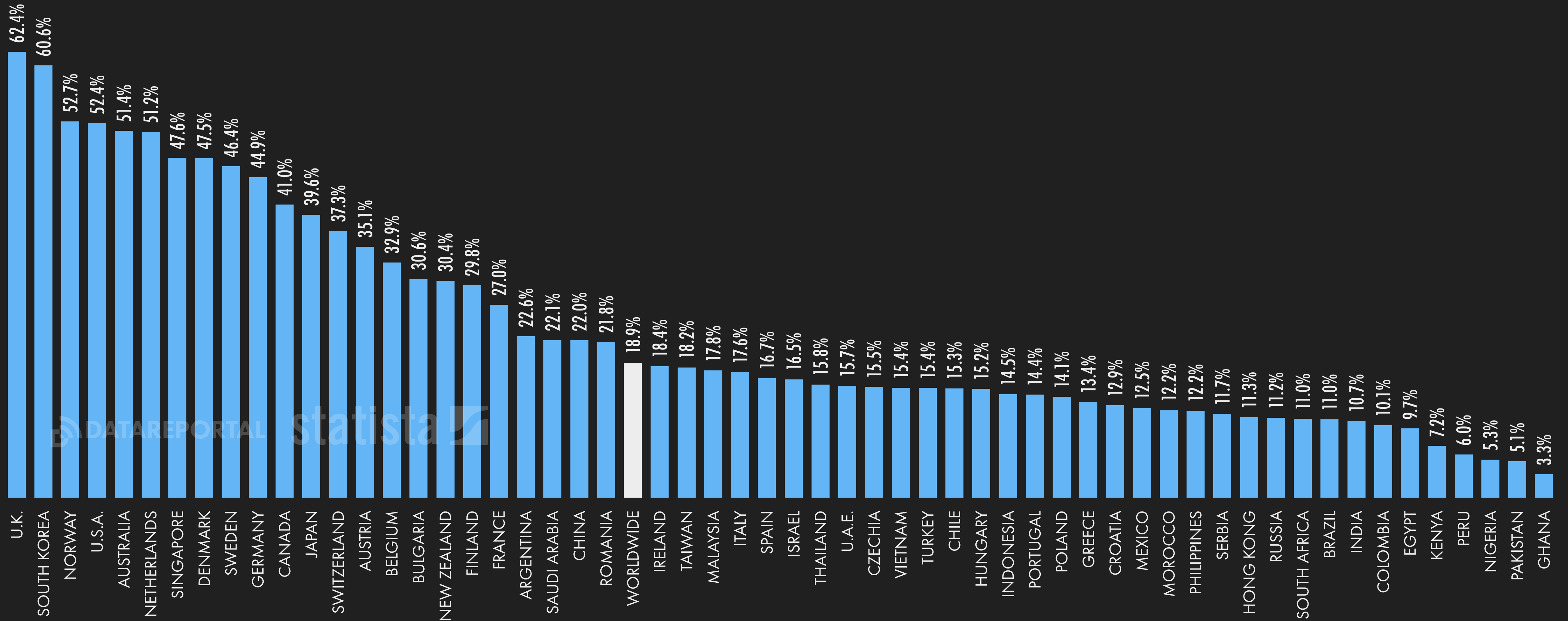
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2025

# HOMES CONTAINING SMART HOME DEVICES

PERCENTAGE OF HOUSEHOLDS THAT CONTAIN AT LEAST ONE SMART HOME DEVICE



GLOBAL OVERVIEW



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2025

# SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



NUMBER OF HOMES WITH  
SMART HOME DEVICES



statista

**422.2  
MILLION**

YEAR-ON-YEAR CHANGE  
**+17.1% (+62 MILLION)**

TOTAL ANNUAL VALUE OF THE  
SMART HOME DEVICES MARKET



KEPIOS

**\$154.4  
BILLION**

YEAR-ON-YEAR CHANGE  
**+14.5% (+\$20 BILLION)**

VALUE OF SMART HOME  
APPLIANCES MARKET



statista

**\$60.65  
BILLION**

YEAR-ON-YEAR CHANGE  
**+15.4% (+\$8.1 BILLION)**

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET



**\$32.09  
BILLION**

YEAR-ON-YEAR CHANGE  
**+15.7% (+\$4.4 BILLION)**

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



we  
are  
social

**\$23.68  
BILLION**

YEAR-ON-YEAR CHANGE  
**+15.0% (+\$3.1 BILLION)**

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



statista

**\$14.63  
BILLION**

YEAR-ON-YEAR CHANGE  
**+8.1% (+\$1.1 BILLION)**

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



Meltwater

**\$13.32  
BILLION**

YEAR-ON-YEAR CHANGE  
**+14.9% (+\$1.7 BILLION)**

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$10.01  
BILLION**

YEAR-ON-YEAR CHANGE  
**+13.6% (+\$1.2 BILLION)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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# AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



GLOBAL OVERVIEW

PENETRATION OF  
SMART HOME DEVICES



18.9%

YEAR-ON-YEAR CHANGE  
**+15.3% (+251 BPS)**

statista

ARPU: SPEND ON ALL  
SMART HOME DEVICES



\$365.60

YEAR-ON-YEAR CHANGE  
**-2.2% (-\$8.20)**

Meltwater

ARPU: SMART  
HOME APPLIANCES



\$300.80

YEAR-ON-YEAR CHANGE  
**-11.2% (-\$38.00)**

statista

ARPU: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$133.40

YEAR-ON-YEAR CHANGE  
**-9.2% (-\$13.50)**

ARPU: SMART HOME  
SECURITY DEVICES

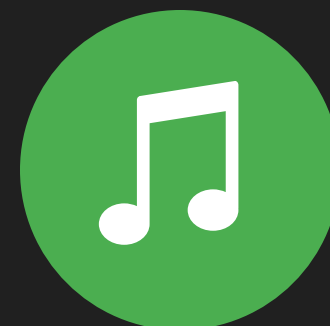


\$103.90

YEAR-ON-YEAR CHANGE  
**-10.6% (-\$12.30)**

KEPIOS

ARPU: SMART HOME  
ENTERTAINMENT DEVICES



\$73.13

YEAR-ON-YEAR CHANGE  
**-14.4% (-\$12.31)**

statista

ARPU: SMART HOME  
COMFORT & LIGHTING

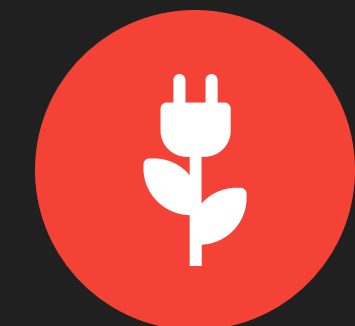


\$56.45

YEAR-ON-YEAR CHANGE  
**-10.5% (-\$6.61)**

we  
are  
social

ARPU: SMART HOME  
ENERGY MANAGEMENT



\$49.88

YEAR-ON-YEAR CHANGE  
**-13.4% (-\$7.75)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

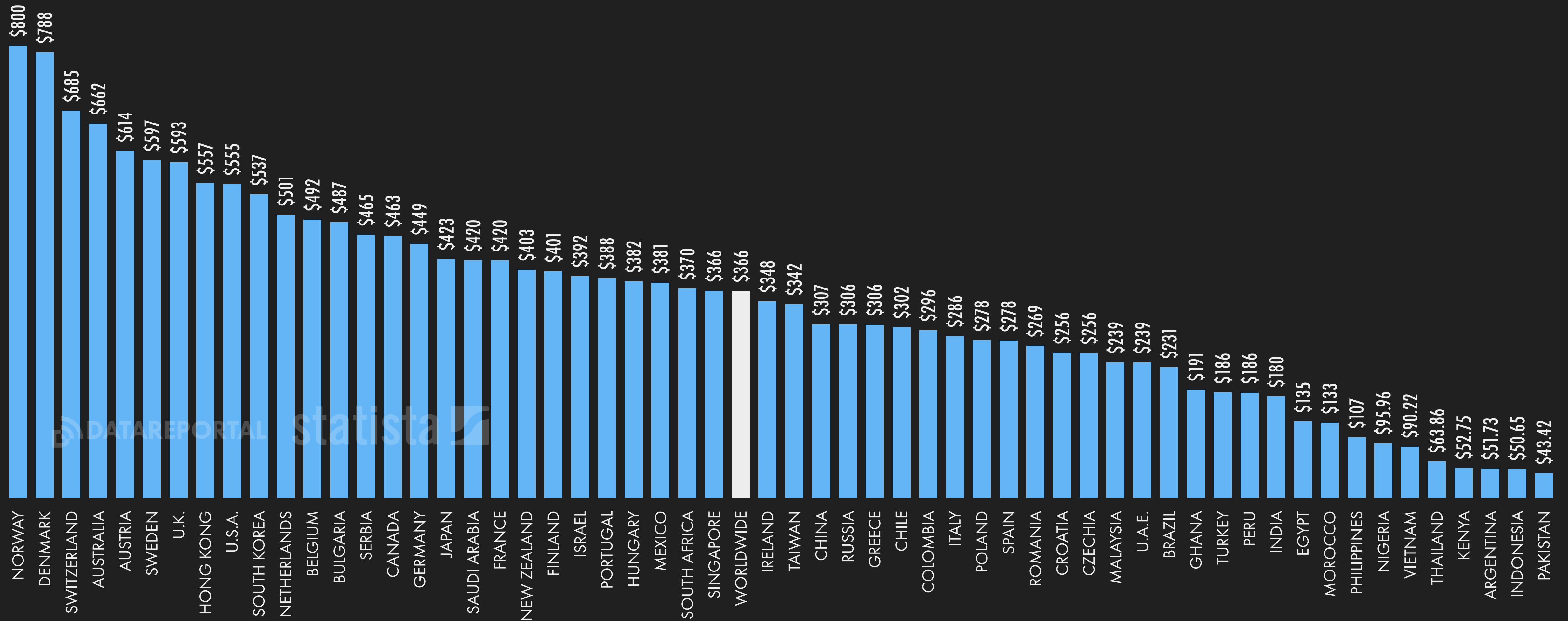
FEB  
2025

# AVERAGE REVENUE PER SMART HOME

AVERAGE ANNUAL **HOUSEHOLD** SPEND ON SMART HOME DEVICES BY HOUSEHOLDS WITH AT LEAST ONE SMART HOME DEVICE (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT THE AVERAGE ANNUAL AMOUNT SPENT ON SMART HOME DEVICES (IN U.S. DOLLARS) BY HOMES WITH AT LEAST ONE SMART HOME DEVICE. "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER. DOES NOT INCLUDE SMART TVS. FIGURES REPRESENT ESTIMATES FOR 2024. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).



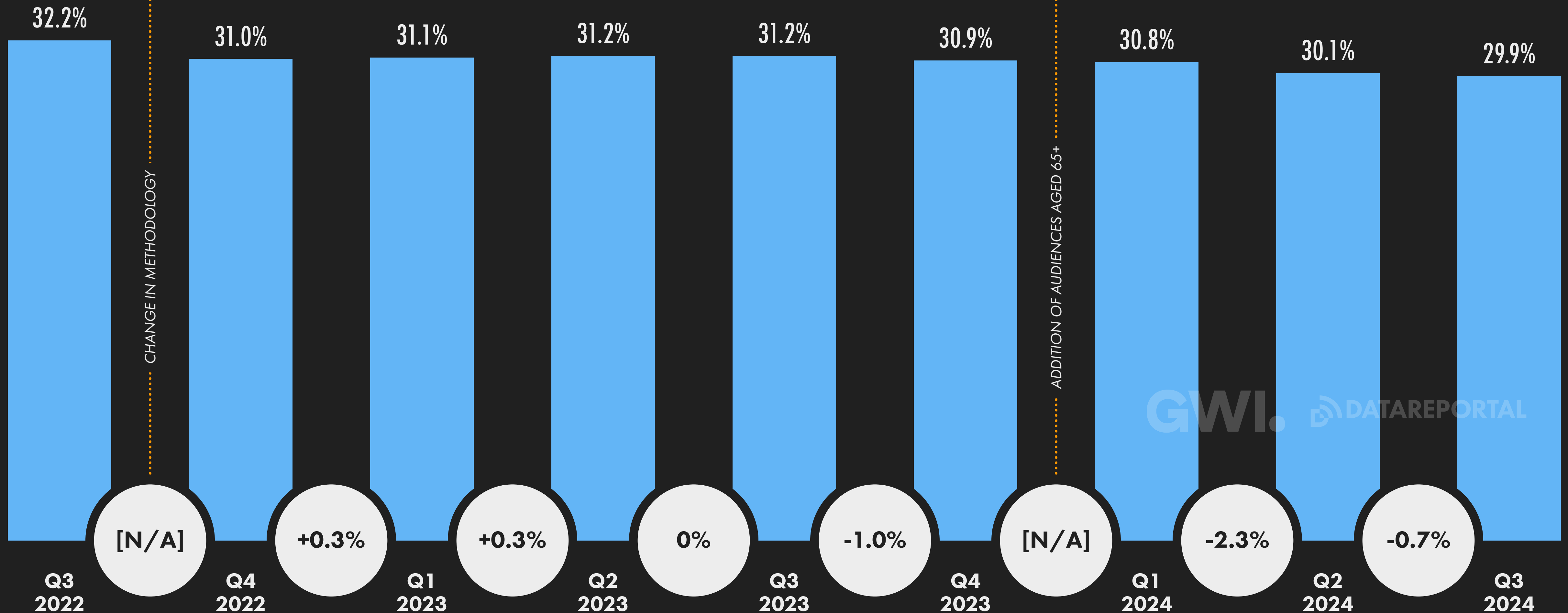
**ONLINE PRIVACY**



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2025

# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GWI. DATAREPORTAL

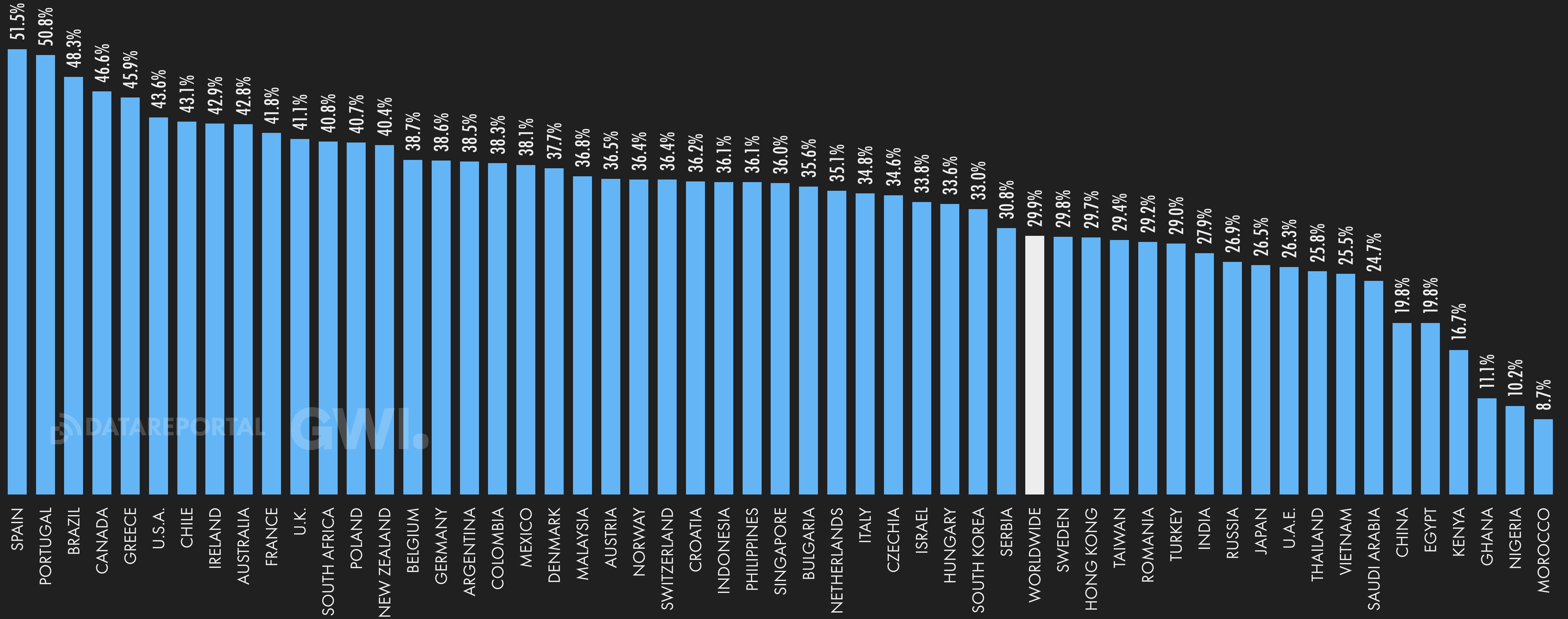
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2025

# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GLOBAL OVERVIEW



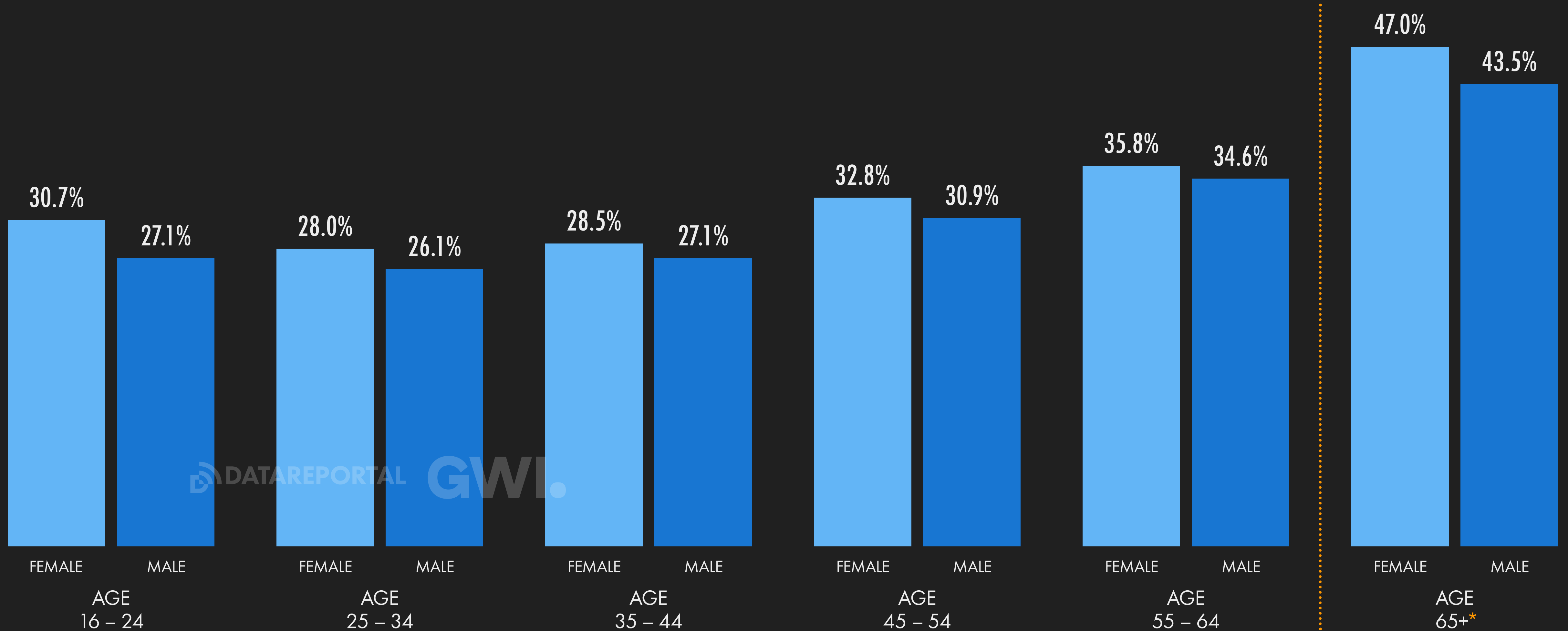
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2025

# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GLOBAL OVERVIEW



DATA REPORTAL GWI

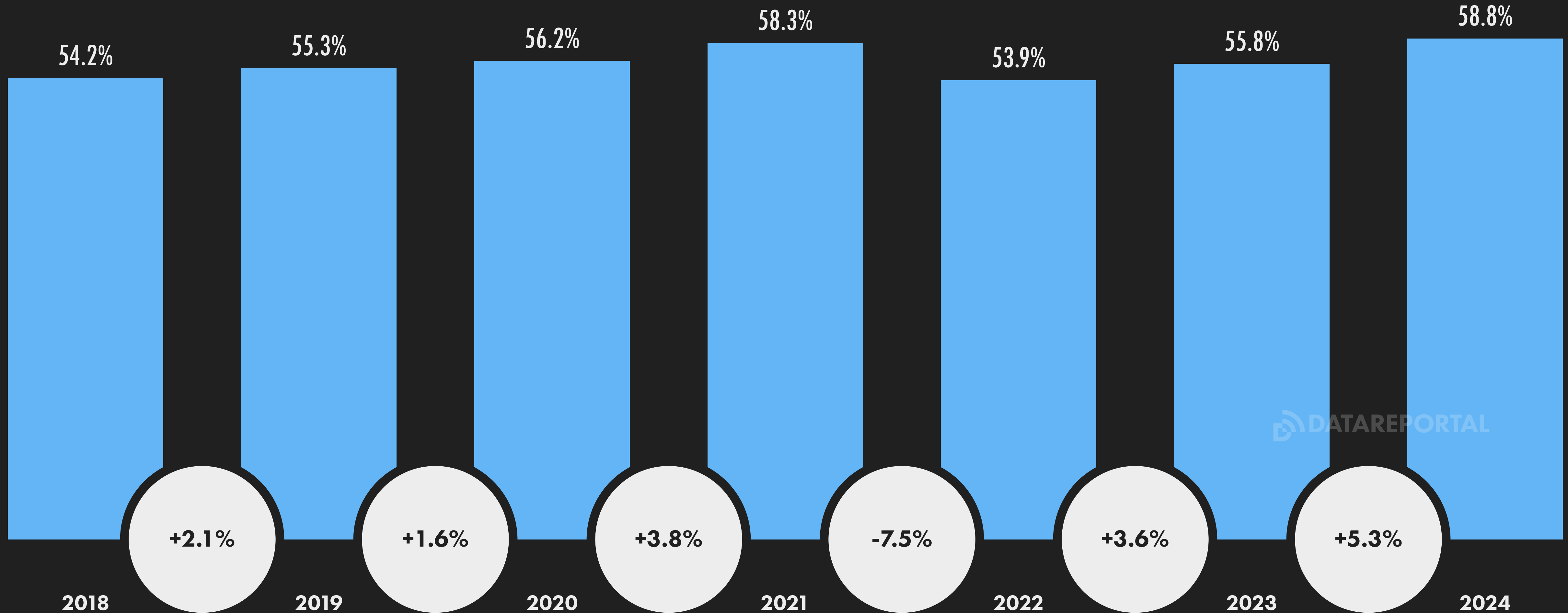
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2025

# CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL

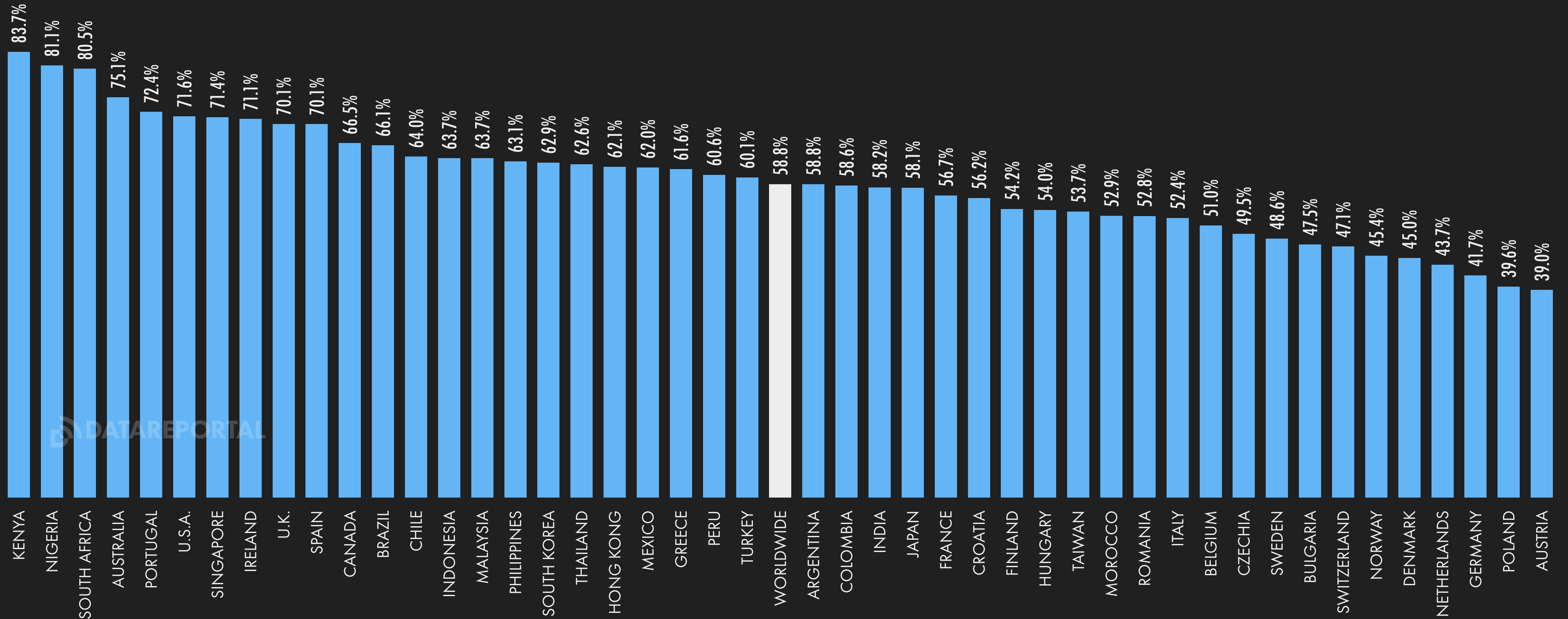
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2025

# CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL

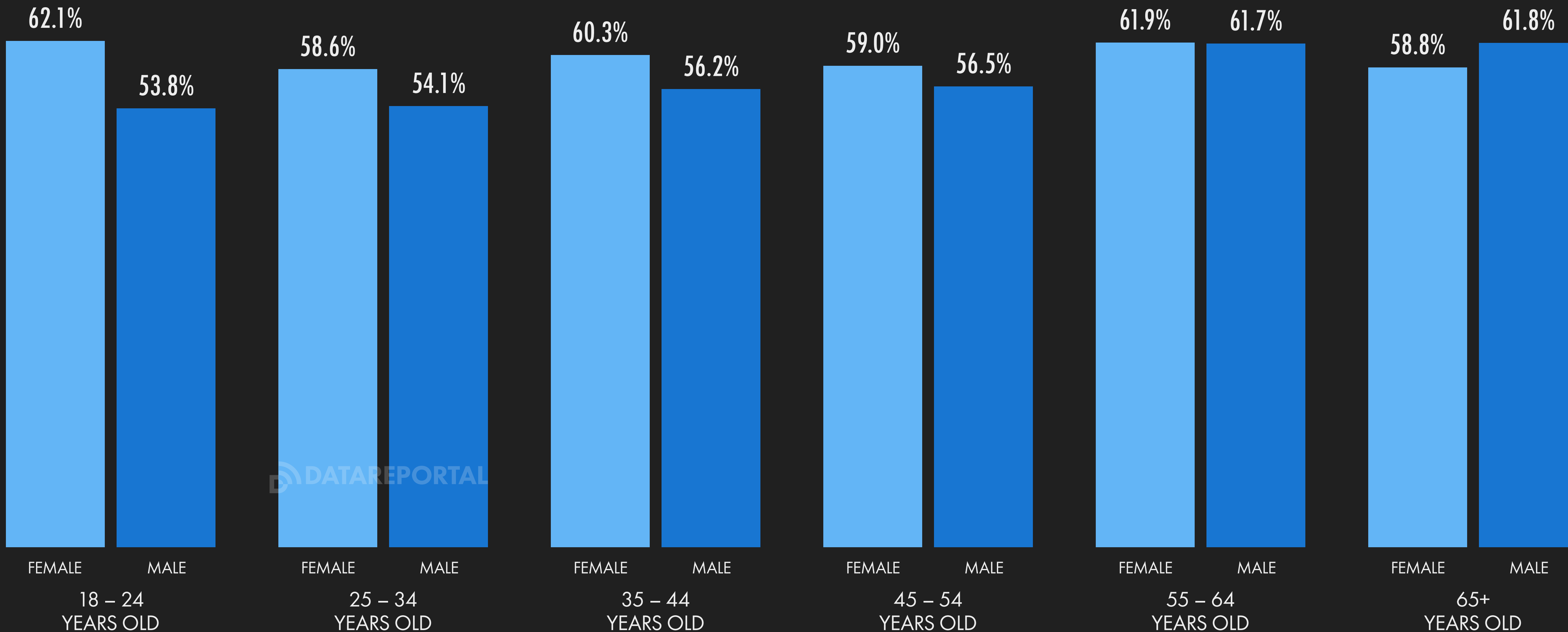
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2025

# CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL

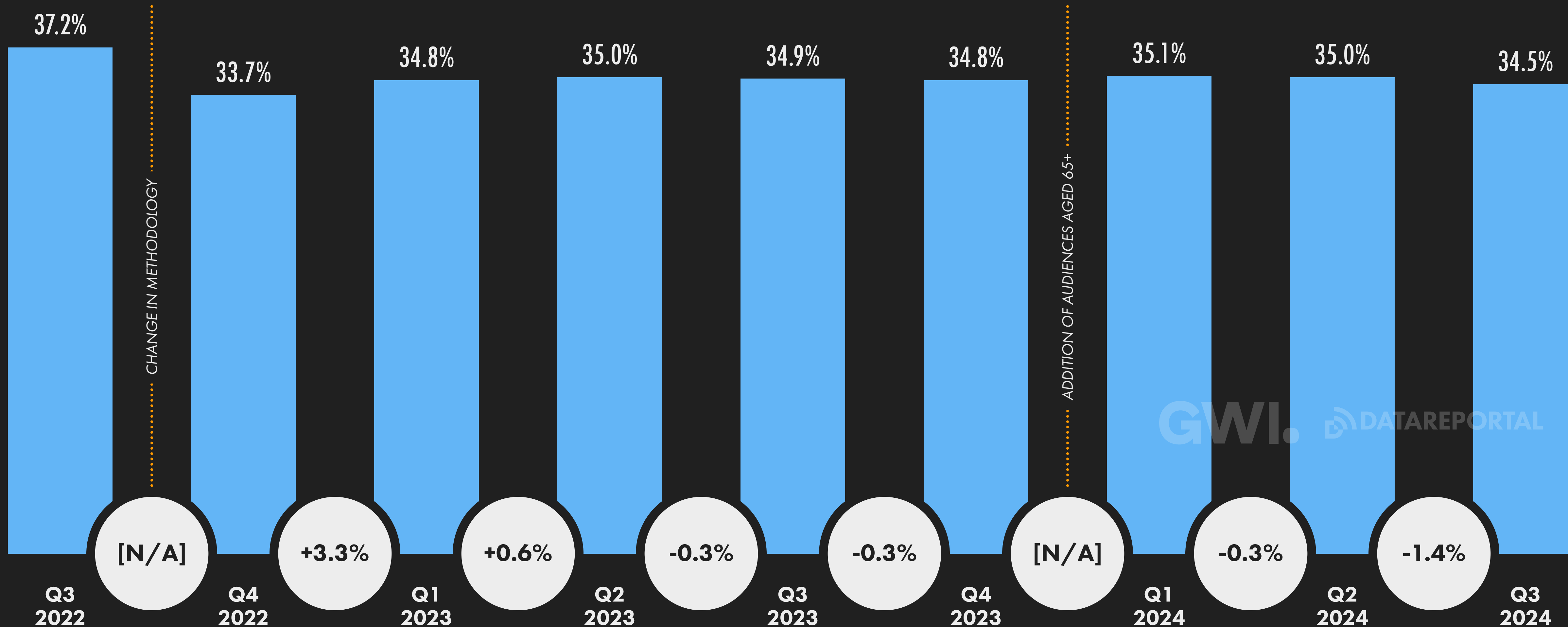
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2025

# DECLINE COOKIES ON WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW



GWIDATAREPORTAL

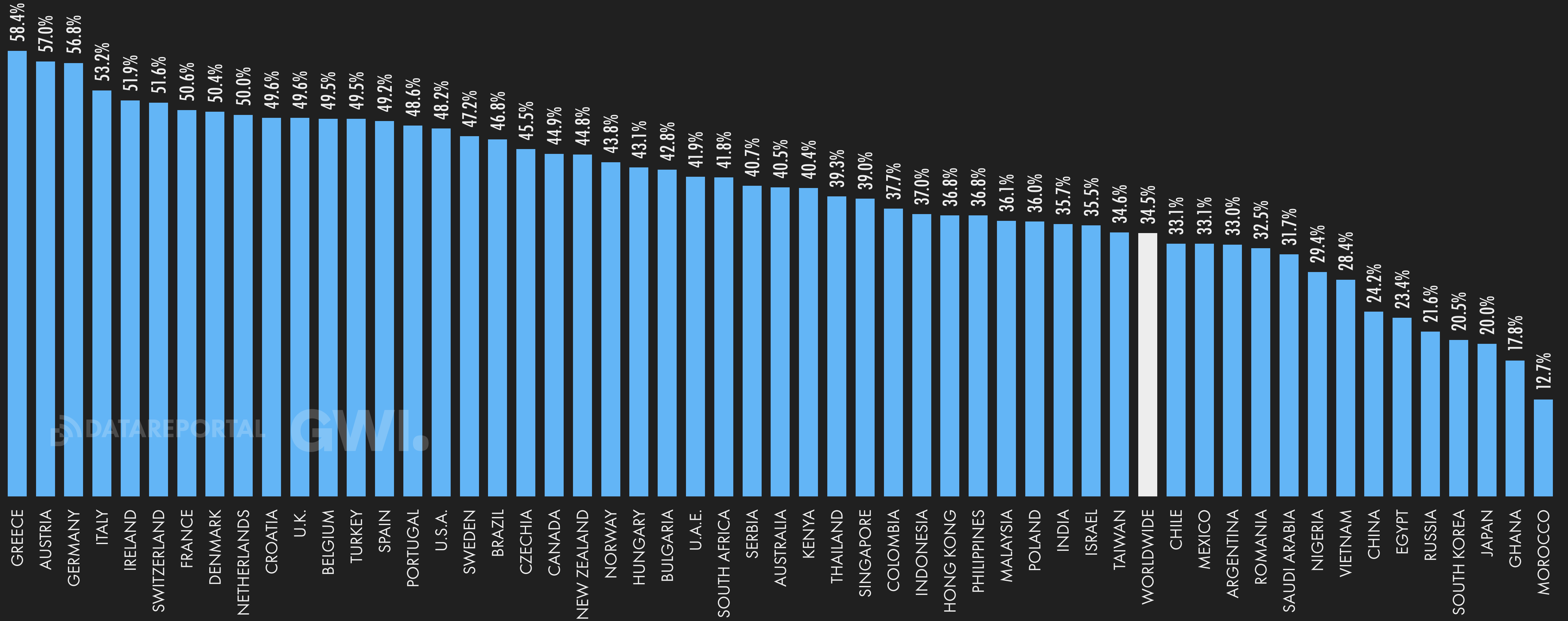
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2025

# DECLINE COOKIES ON WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW





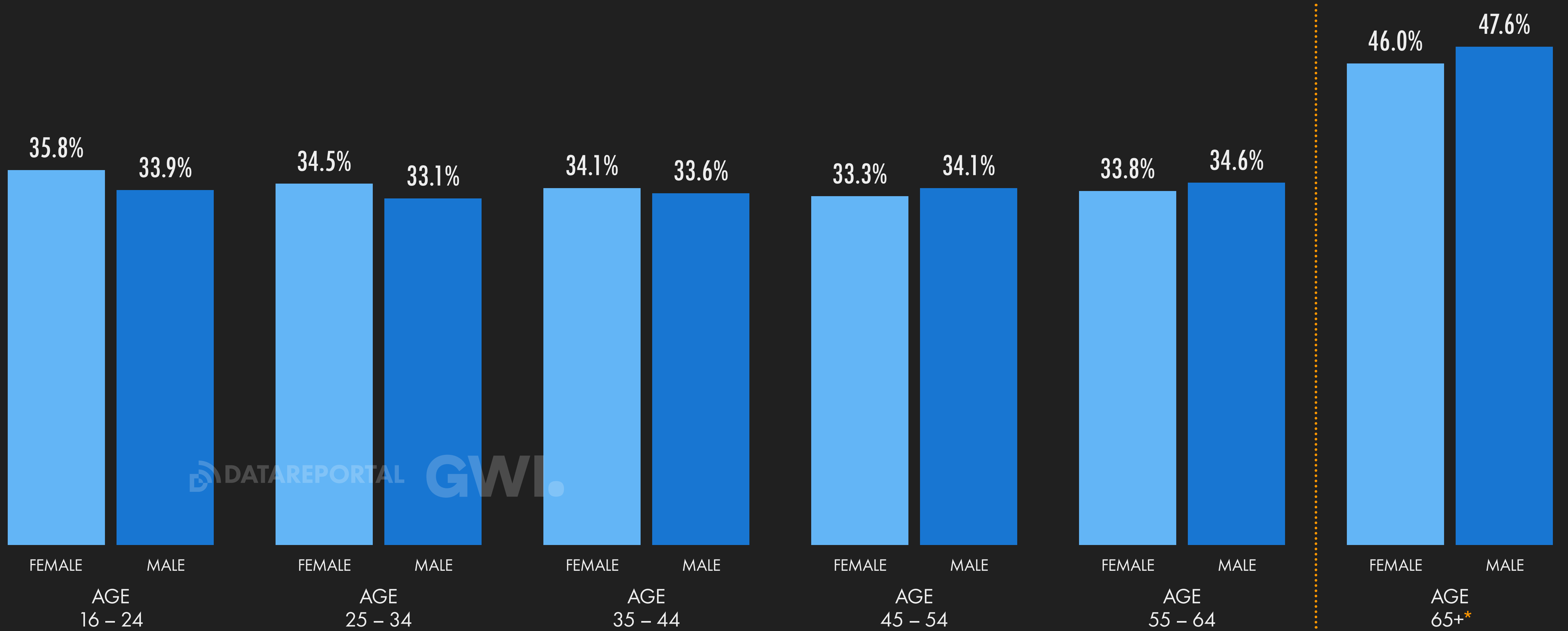
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2025

# DECLINE COOKIES ON WEBSITES

PERCENTAGE OF INTERNET USERS WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW

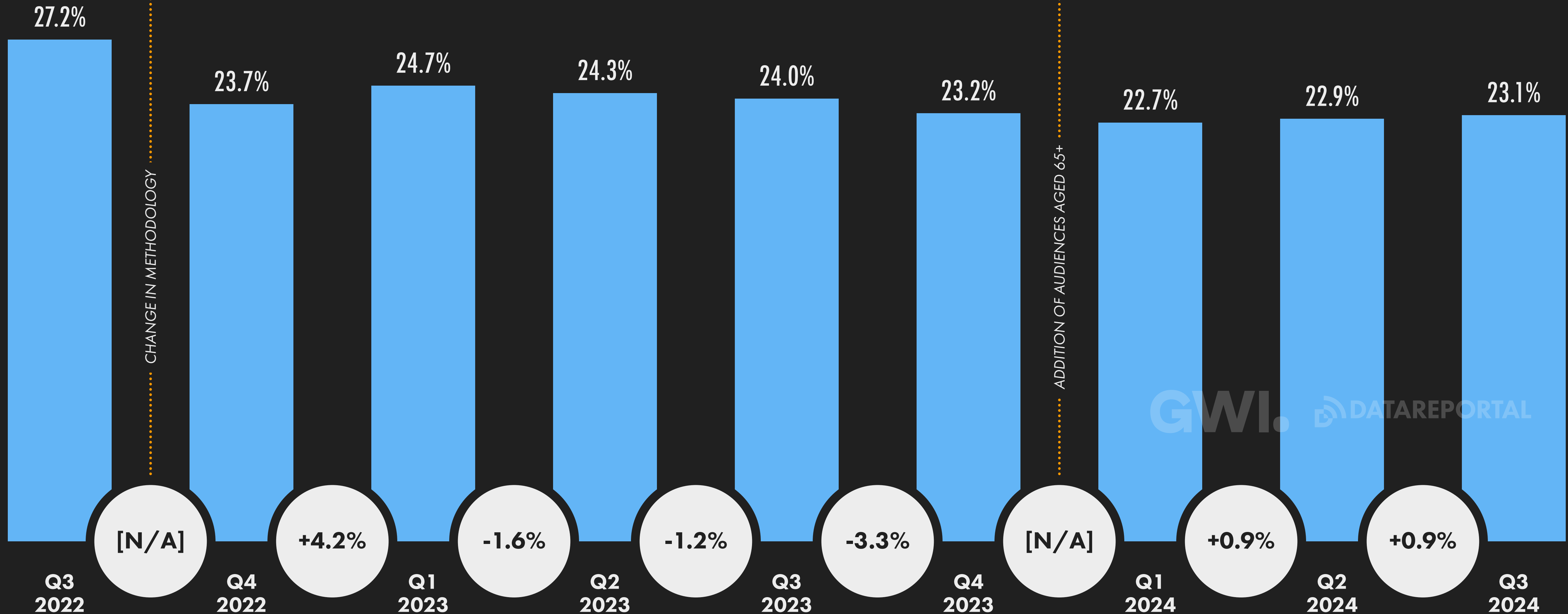


DATA REPORTAL GWI

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# USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



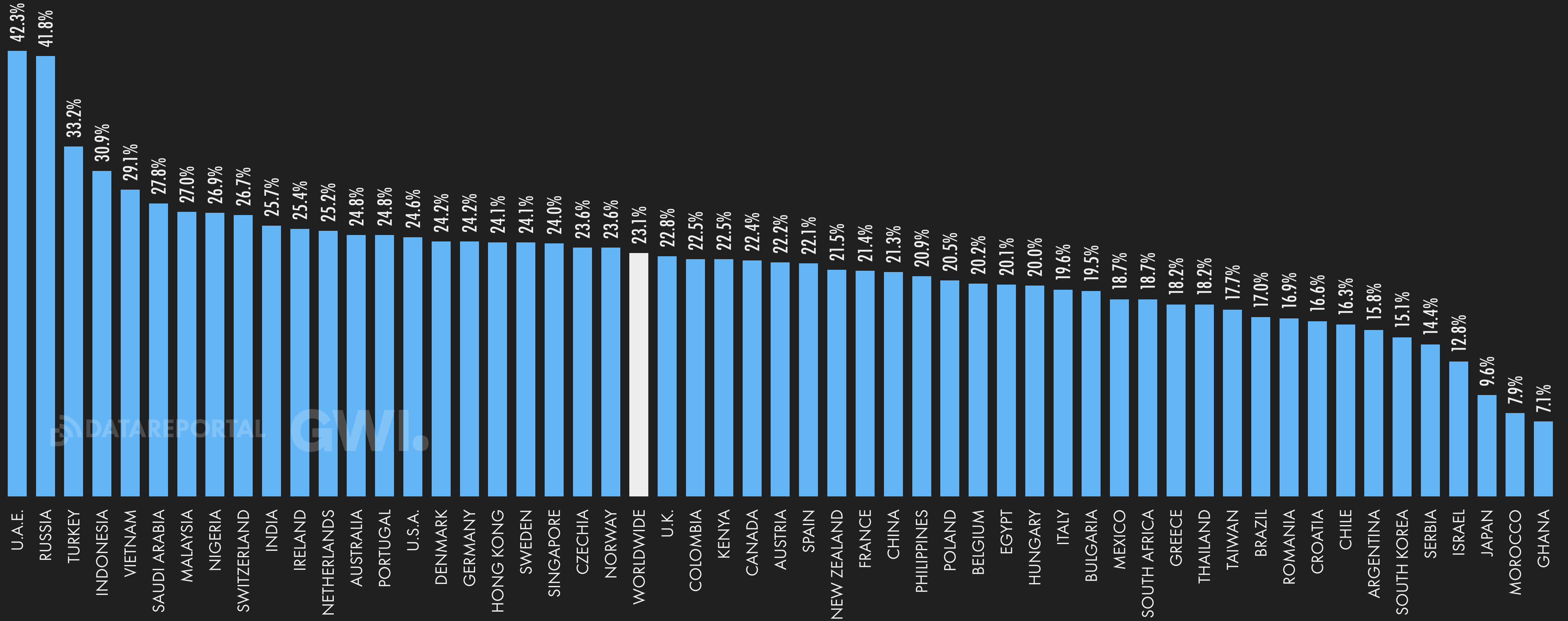
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# USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



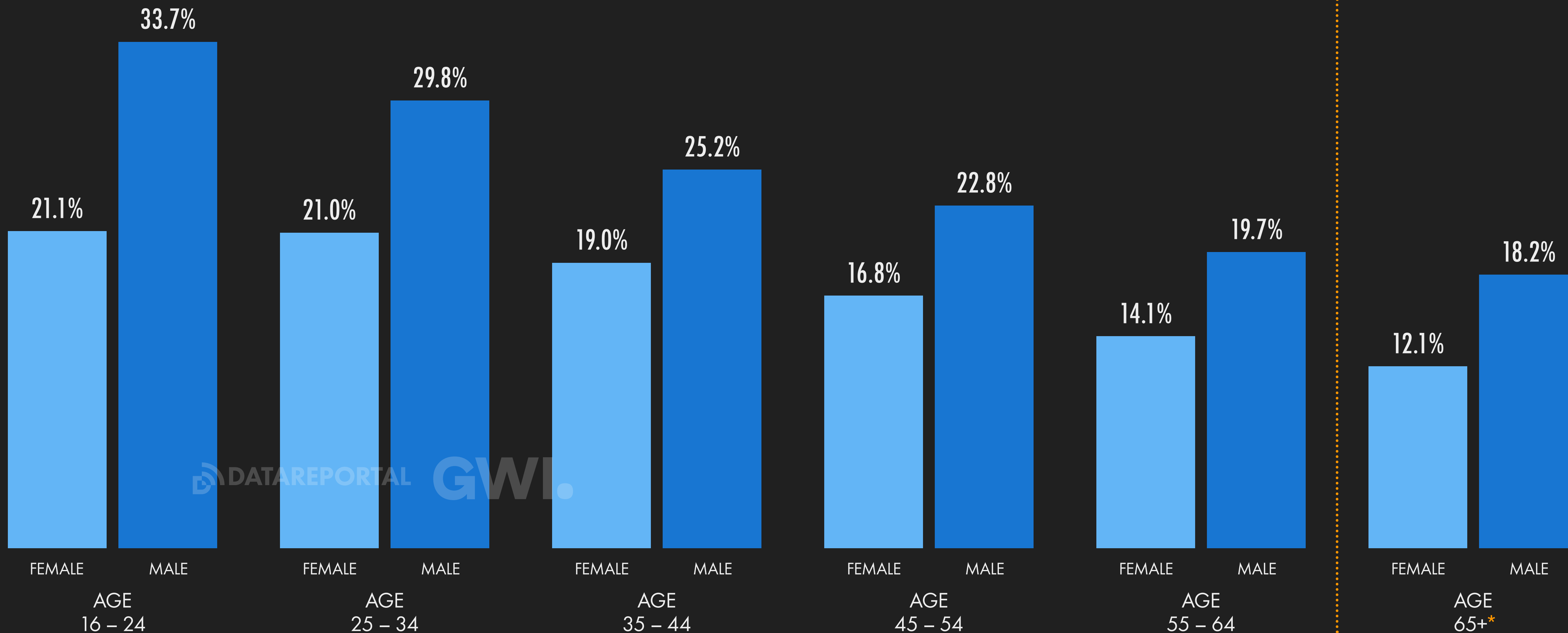
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# USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



DATA REPORTAL GWI



**TELEVISION**

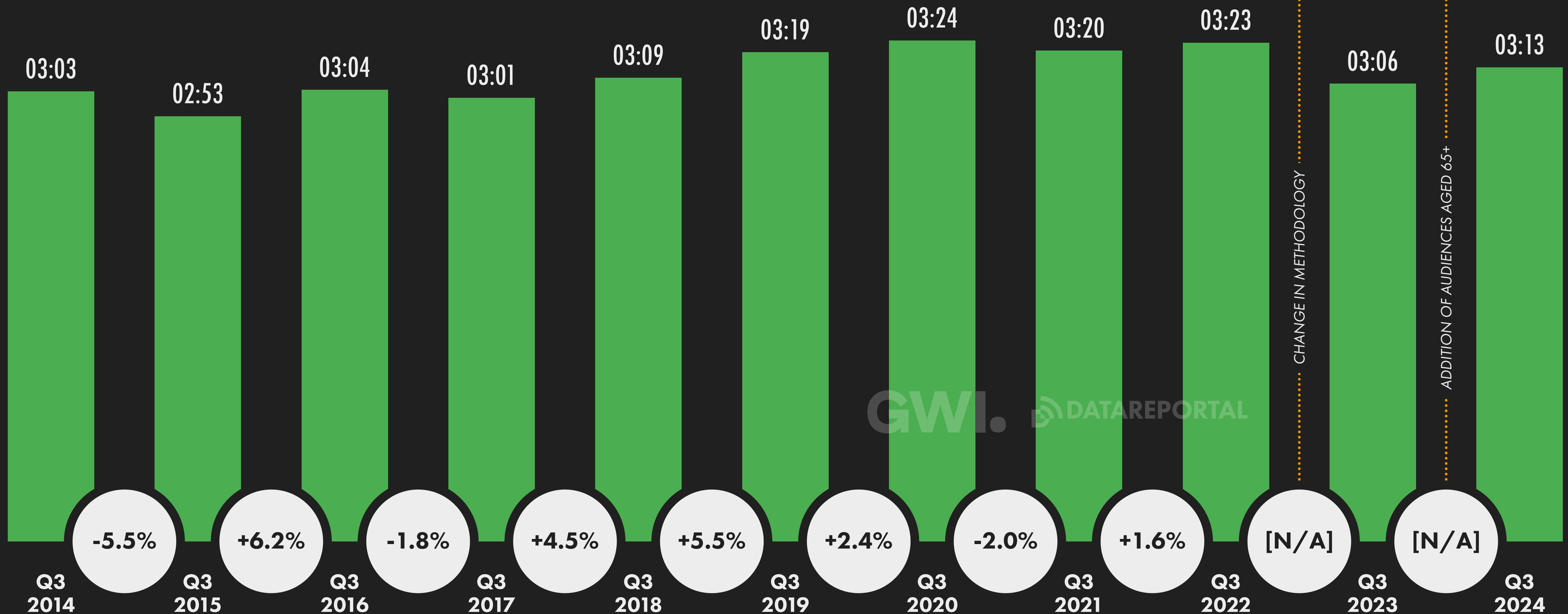
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# DAILY TIME SPENT WATCHING TELEVISION (YOY)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



GW. DATAREPORTAL

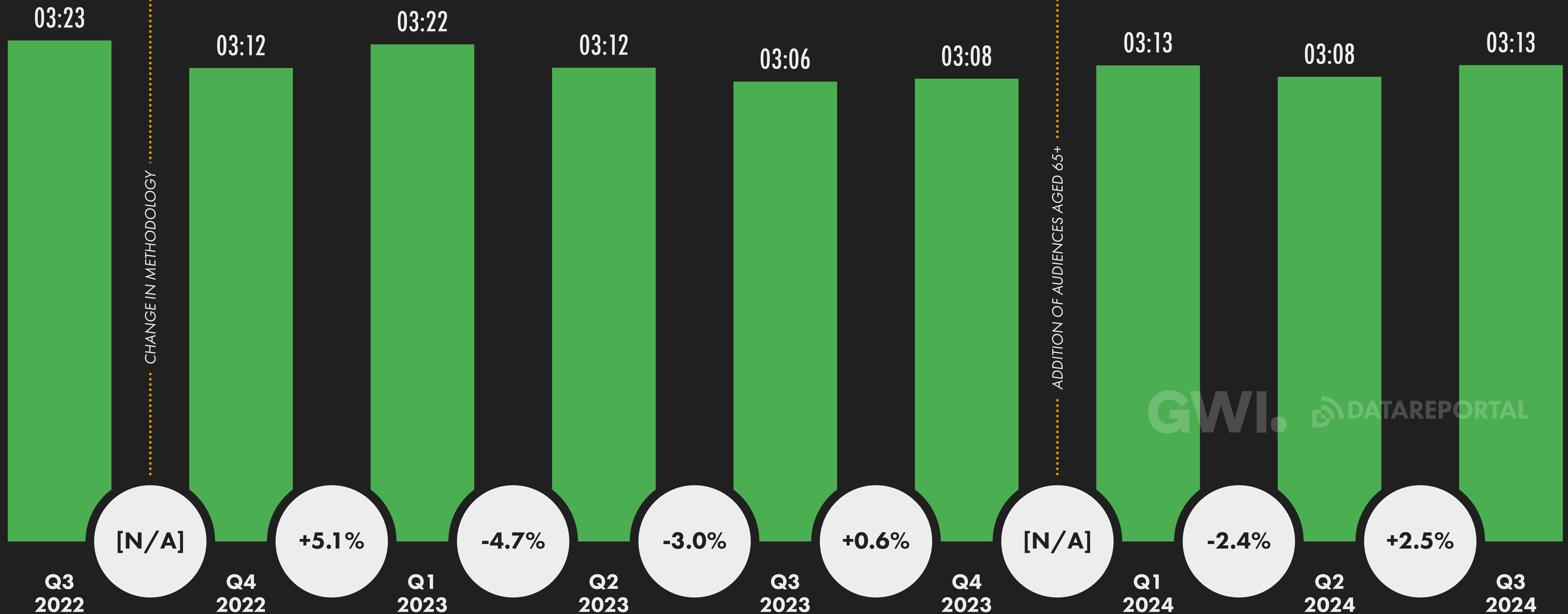
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# DAILY TIME SPENT WATCHING TELEVISION (QOQ)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



GWI. DATAREPORTAL

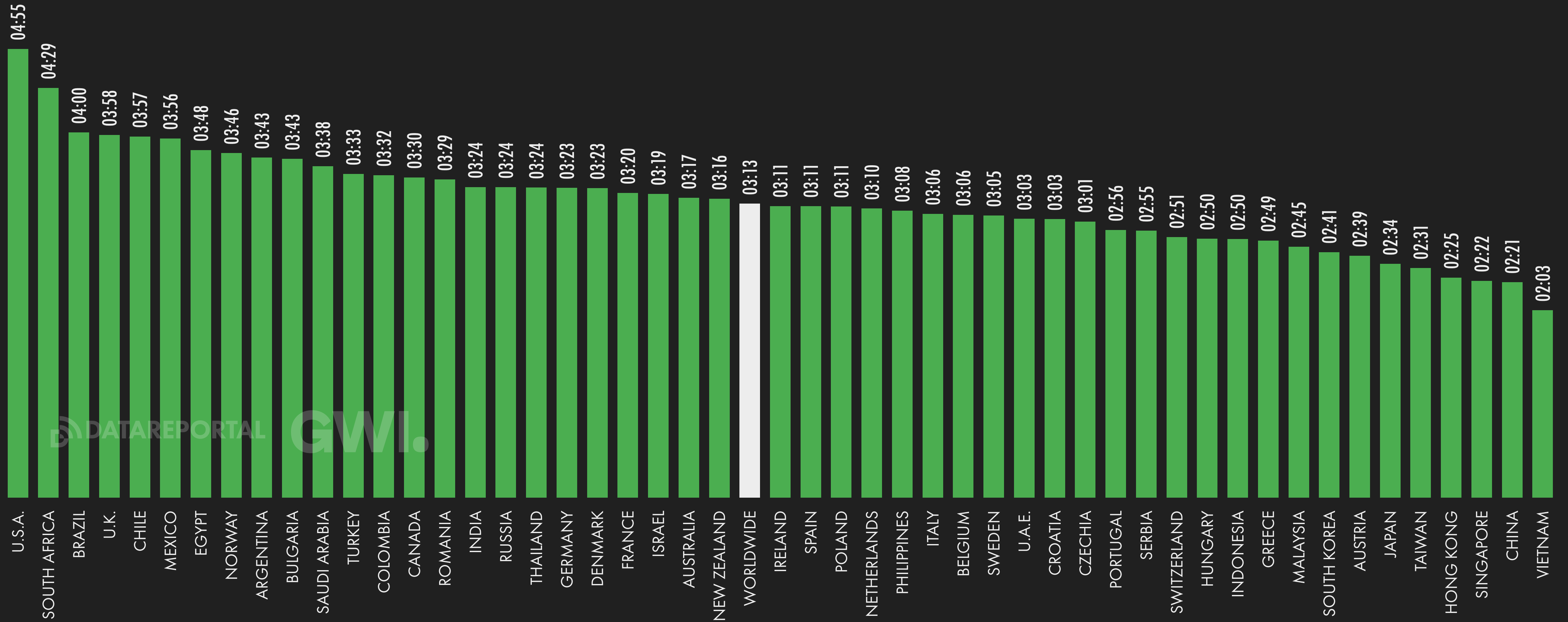
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# DAILY TIME SPENT WATCHING TELEVISION

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI.



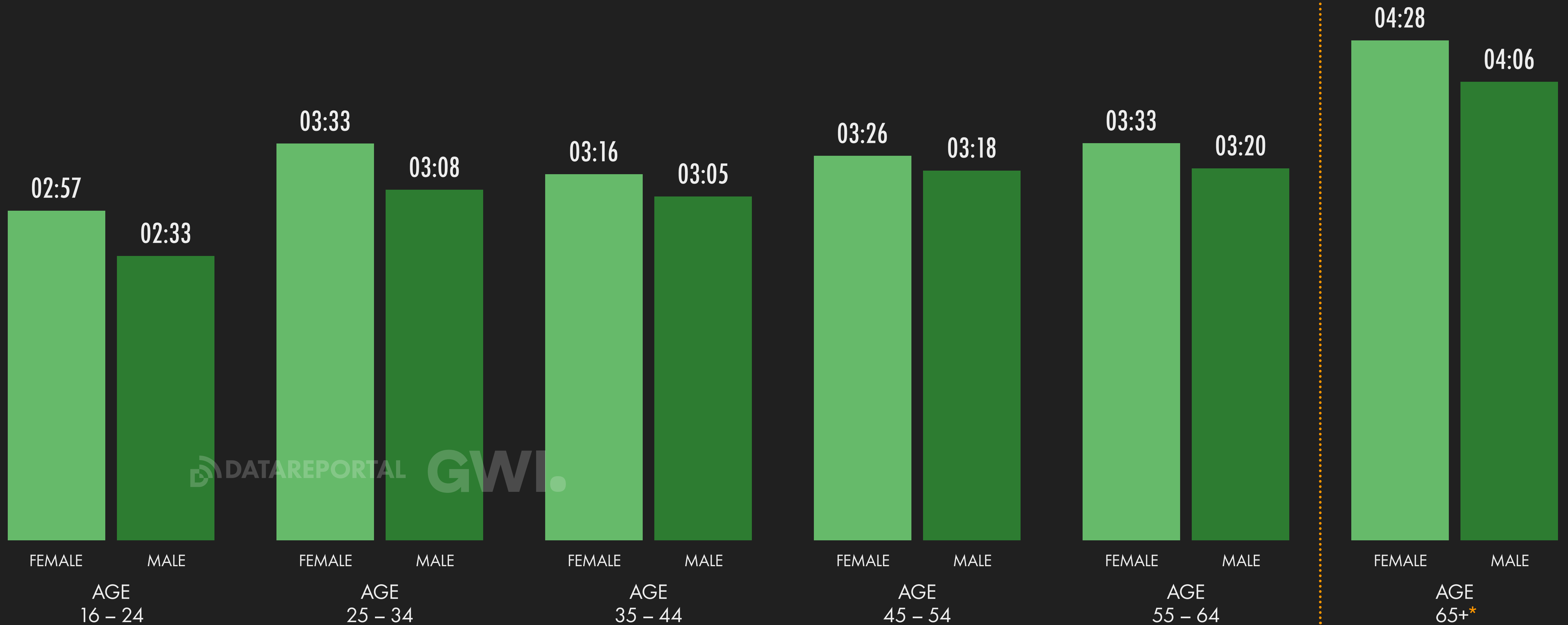
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# DAILY TIME SPENT WATCHING TELEVISION

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# HOW INTERNET USERS WATCH TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH TV VIA EACH MEANS OF CONTENT DELIVERY EACH MONTH



WATCH ANY KIND OF TV  
CONTENT VIA ANY MEANS  
OF CONTENT DELIVERY



GWI.

97.5%

WATCH LIVE OR "LINEAR"  
TV PROGRAMMING (E.G.  
BROADCAST OR CABLE TV)



GWI.

87.8%

WATCH TV CONTENT VIA AN  
ON-DEMAND SERVICE (E.G.  
A STREAMING PLATFORM)



GWI.

91.9%

WATCH TV CONTENT  
SAVED TO A RECORDING  
DEVICE (E.G. A DVR)



GWI.

22.9%

DO NOT WATCH  
ANY KIND OF  
TV CONTENT



2.5%

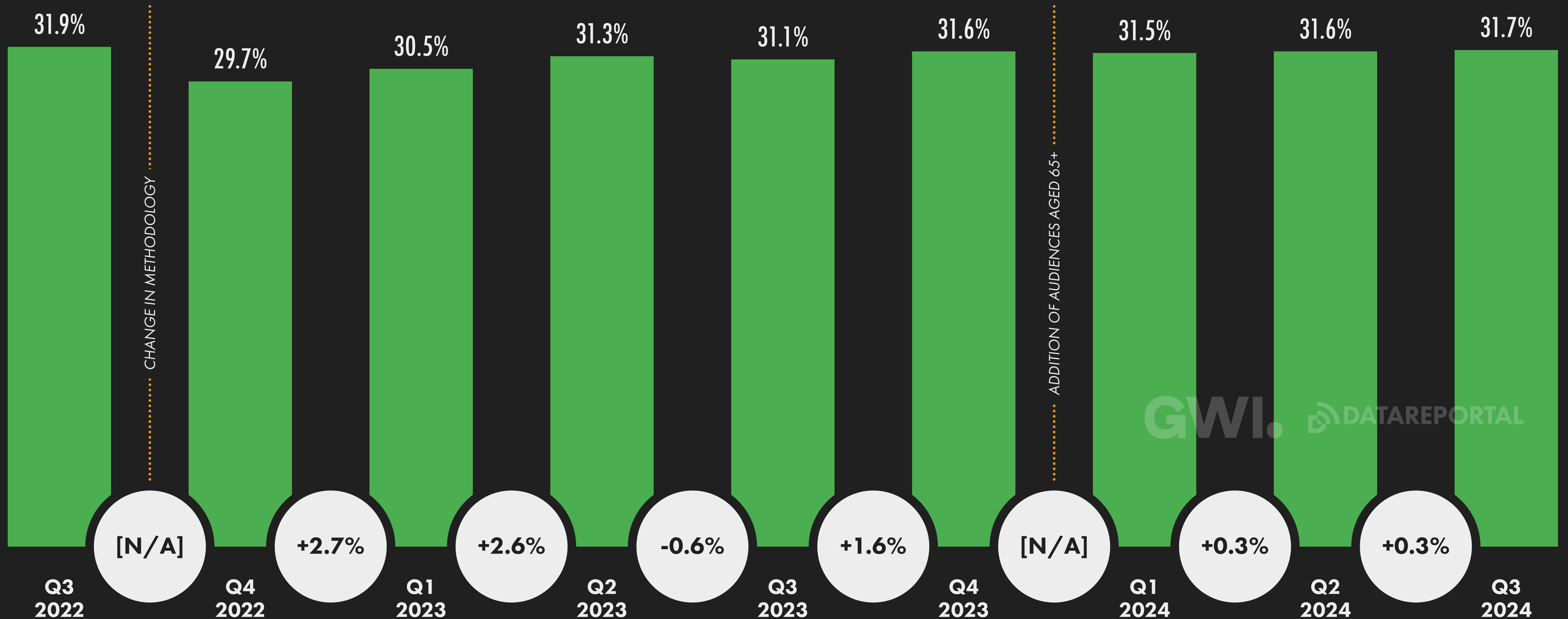
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# ACCESSING DIGITAL CONTENT ON A TELEVISION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ACCESS INTERNET CONTENT VIA A TELEVISION EACH MONTH



GLOBAL OVERVIEW



GW. DATAREPORTAL

SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

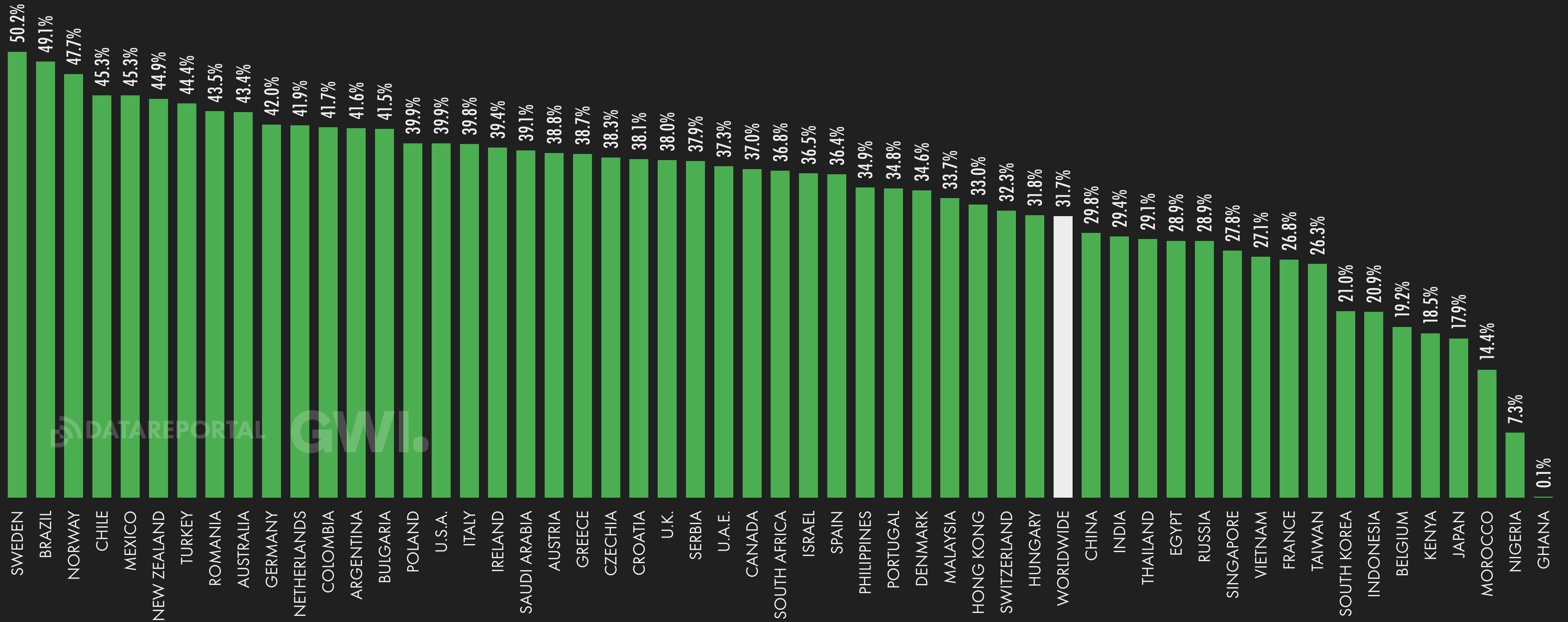
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# ACCESSING DIGITAL CONTENT ON A TELEVISION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ACCESS INTERNET CONTENT VIA A TELEVISION EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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PERCENTAGE OF INTERNET USERS WHO ACCESS INTERNET CONTENT VIA A TELEVISION EACH MONTH



GLOBAL OVERVIEW

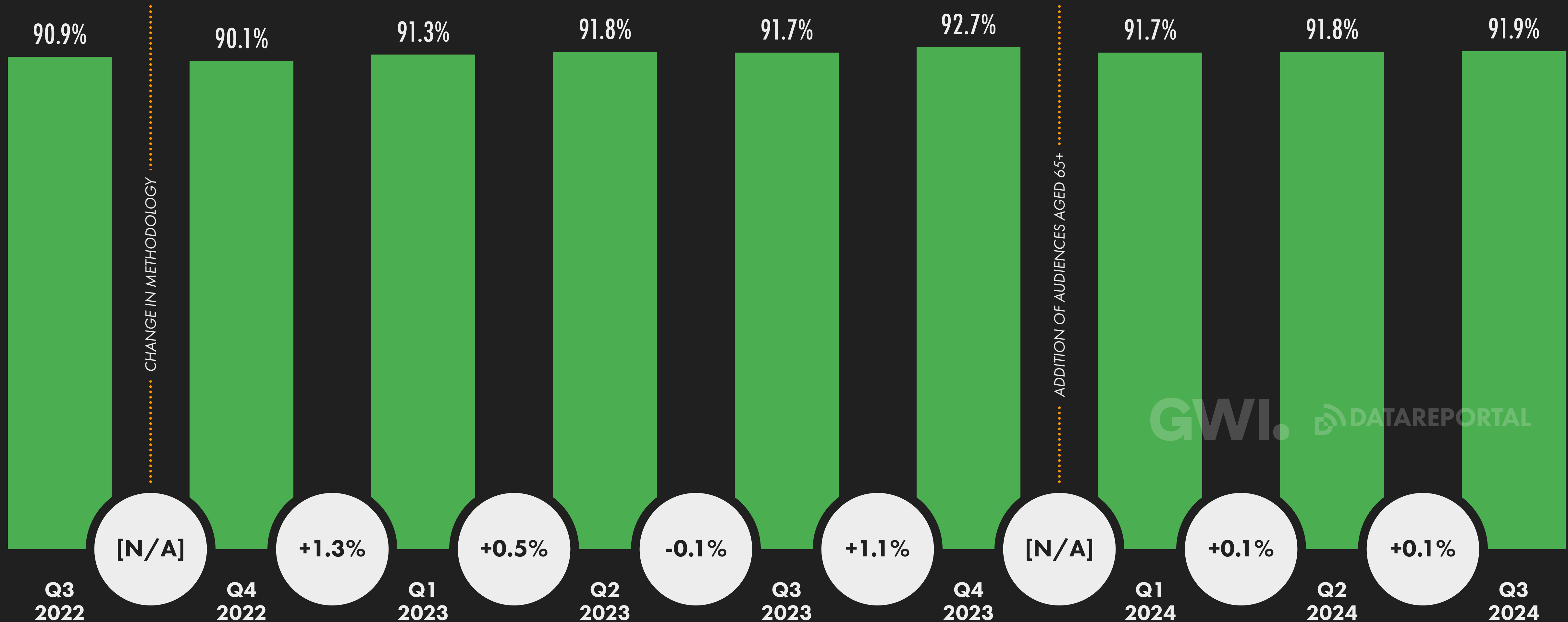


DATA REPORTAL GWI

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# STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



GWIDATAREPORTAL

SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

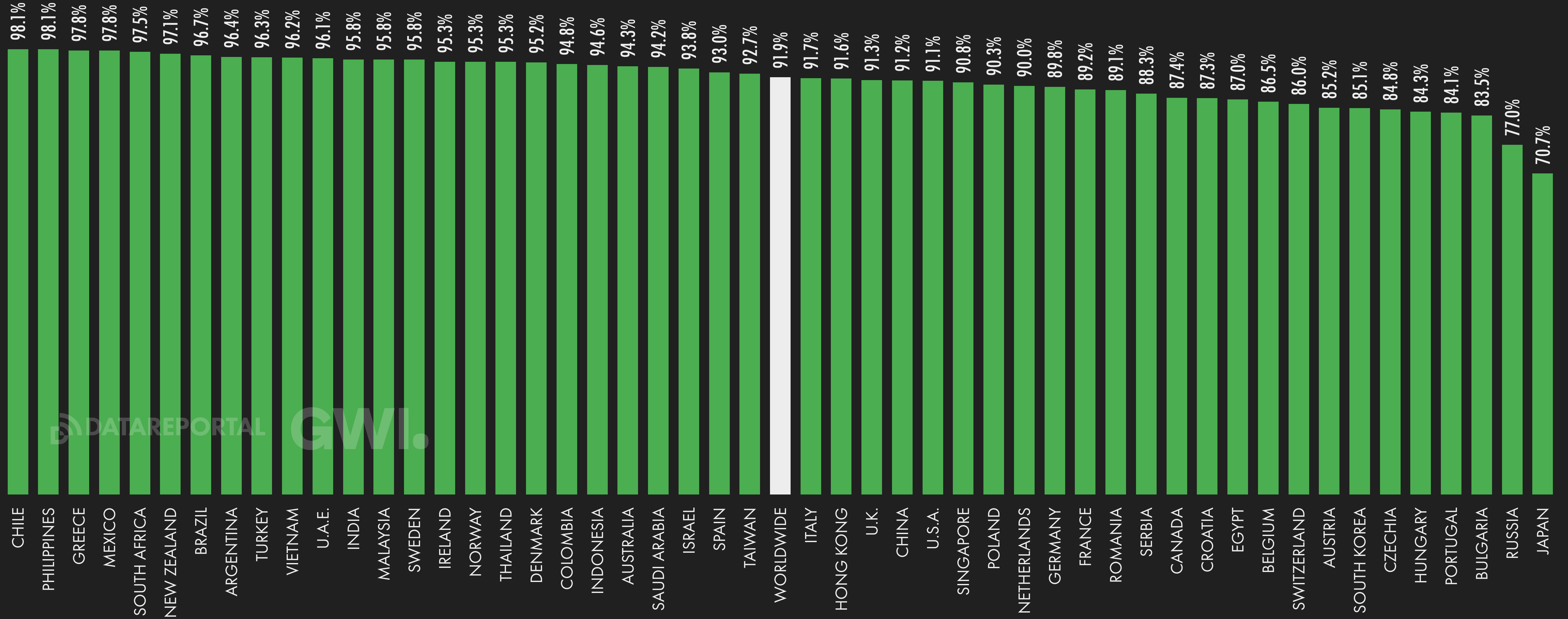
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# STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL

GW.I.

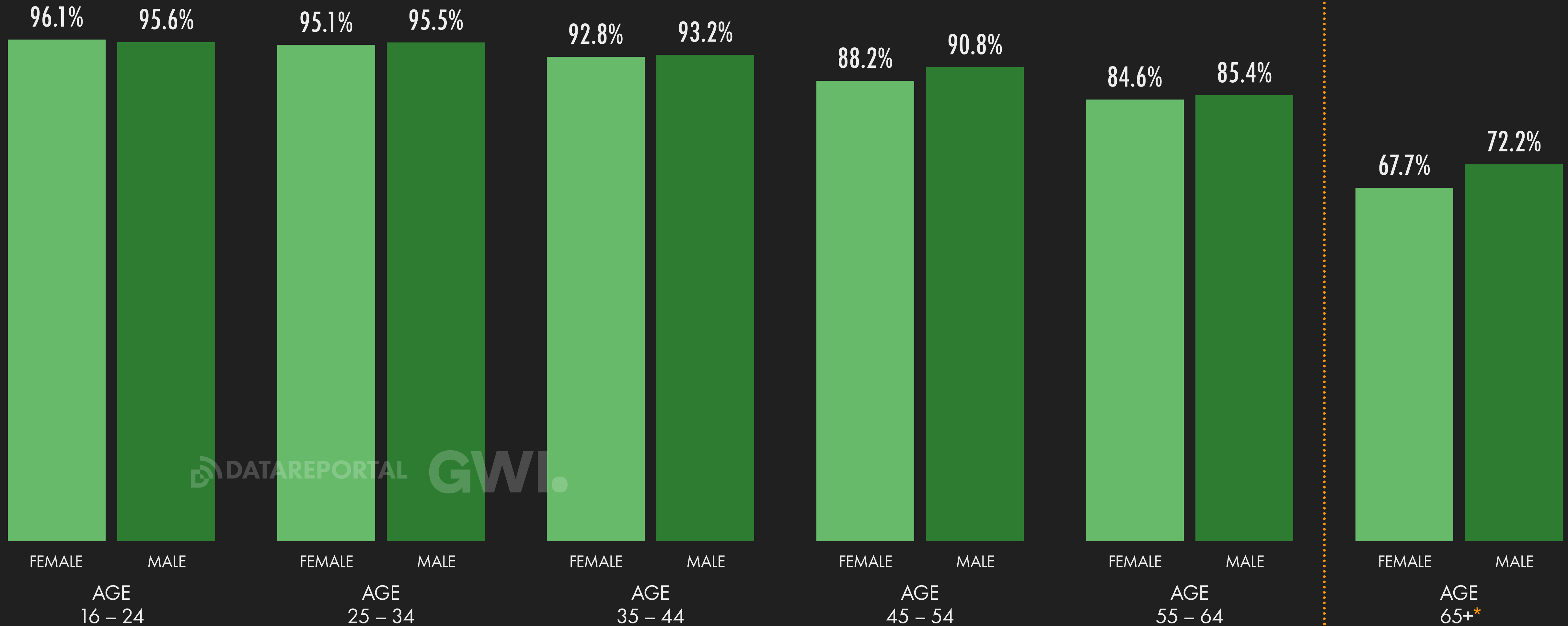
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# STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI



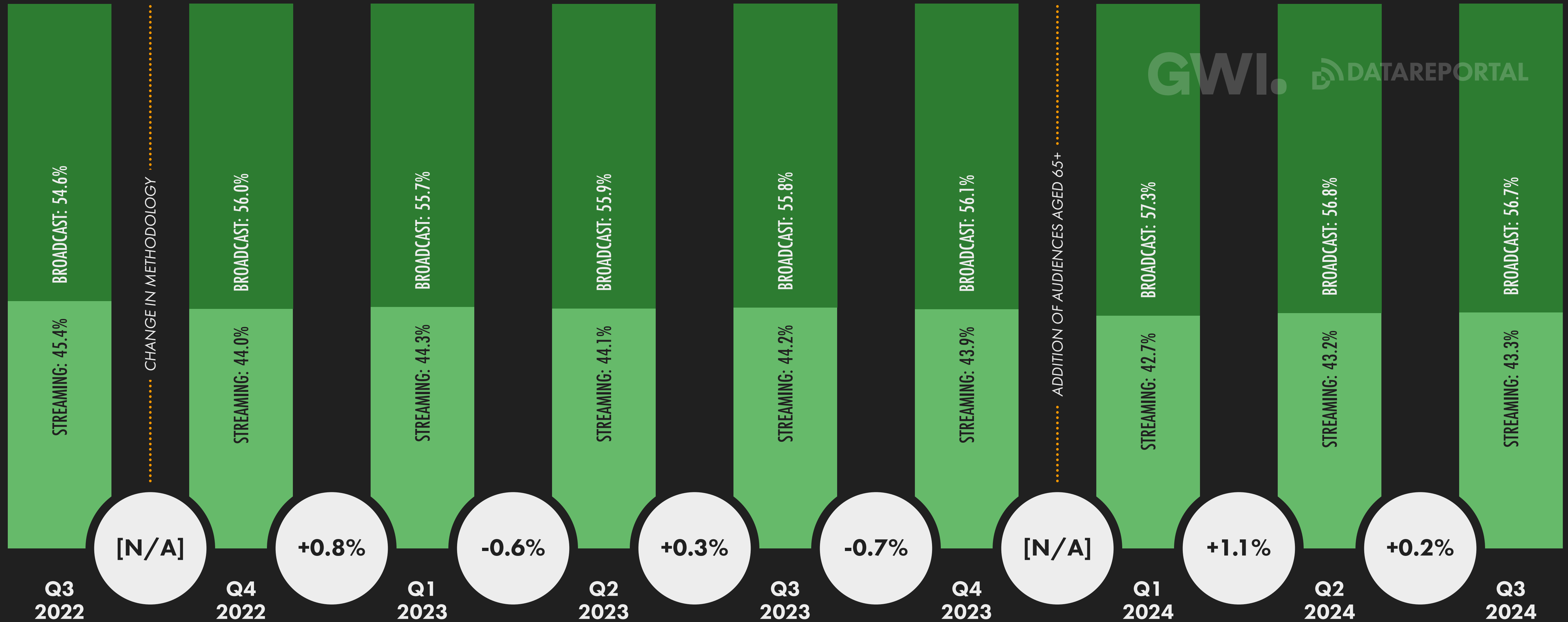
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# SHARE OF TOTAL TV TIME (QOQ)

TIME SPENT WATCHING EACH TYPE OF TV DELIVERY AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16+ SPEND WATCHING TV



GLOBAL OVERVIEW



GWI. DATAREPORTAL

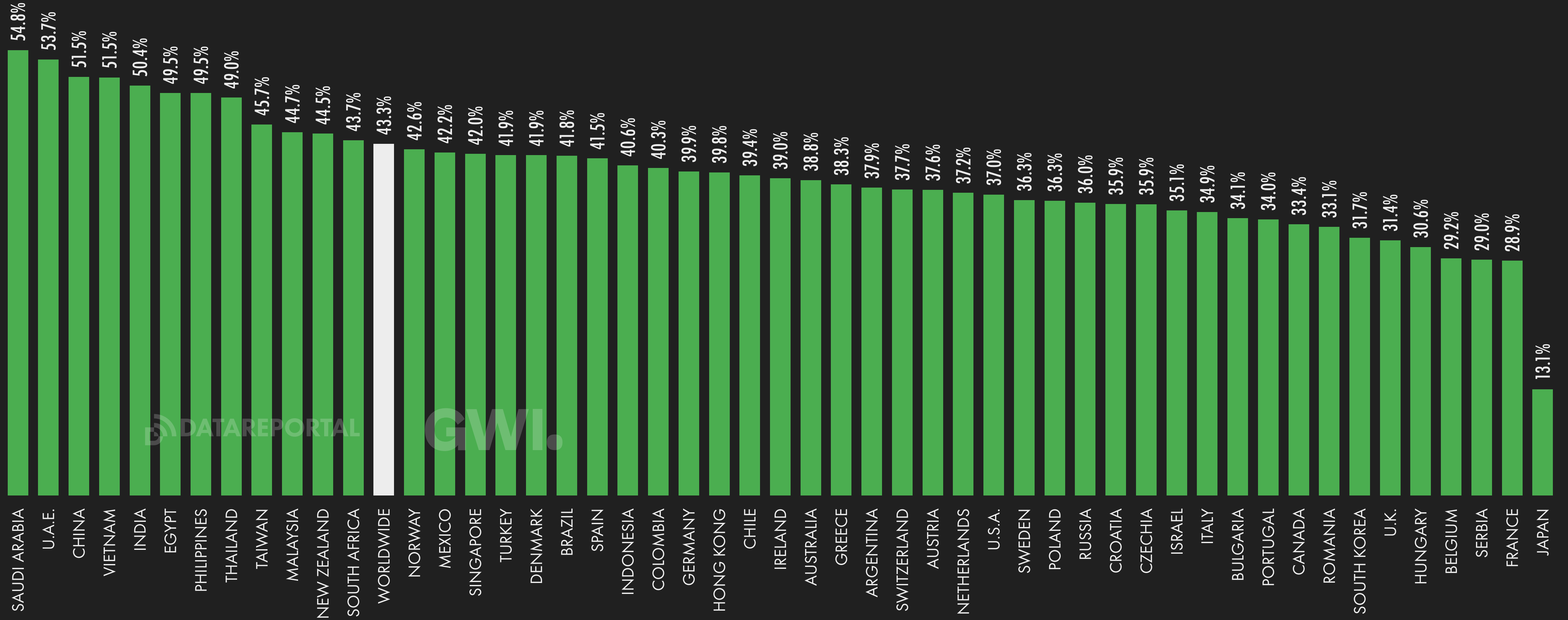
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# STREAMING'S SHARE OF TOTAL TV TIME

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16+ SPEND WATCHING TV



GLOBAL OVERVIEW



DATA REPORTAL

GWI.

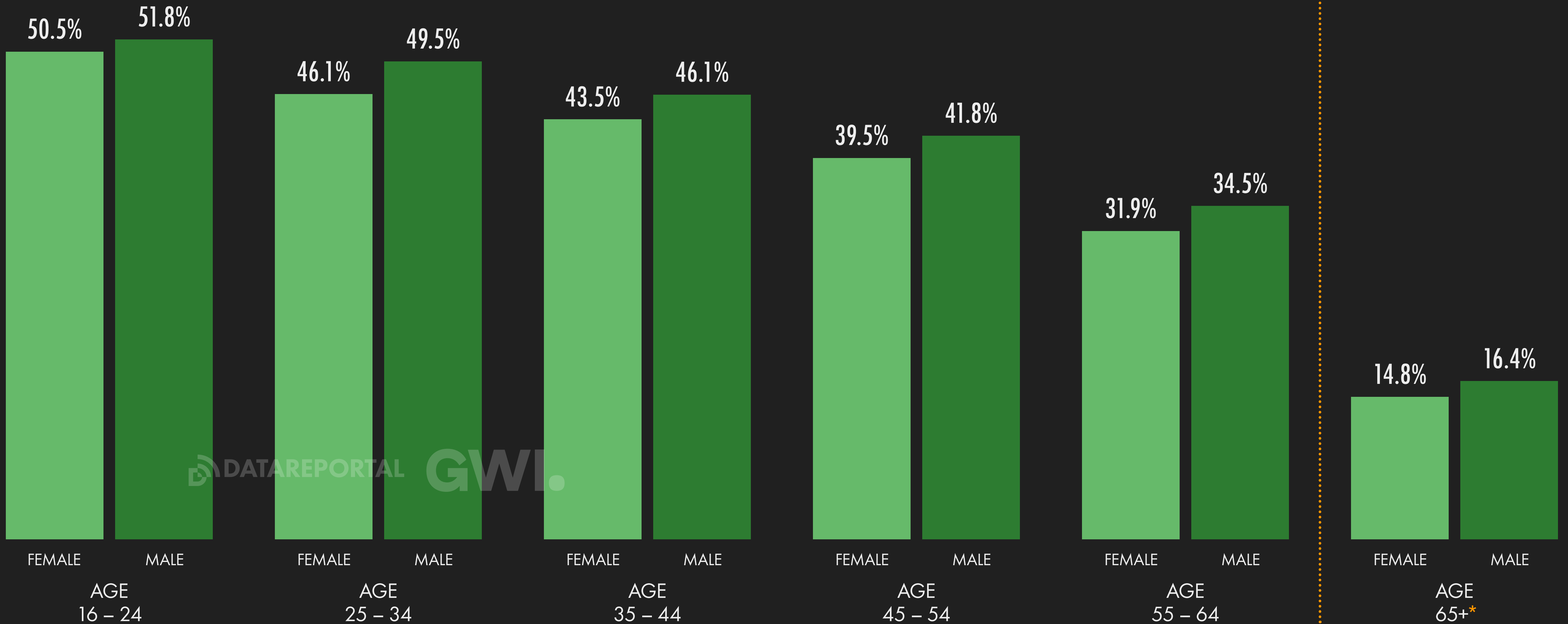
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# STREAMING'S SHARE OF TOTAL TV TIME

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS SPEND WATCHING TV



GLOBAL OVERVIEW



DATA REPORTAL GWI

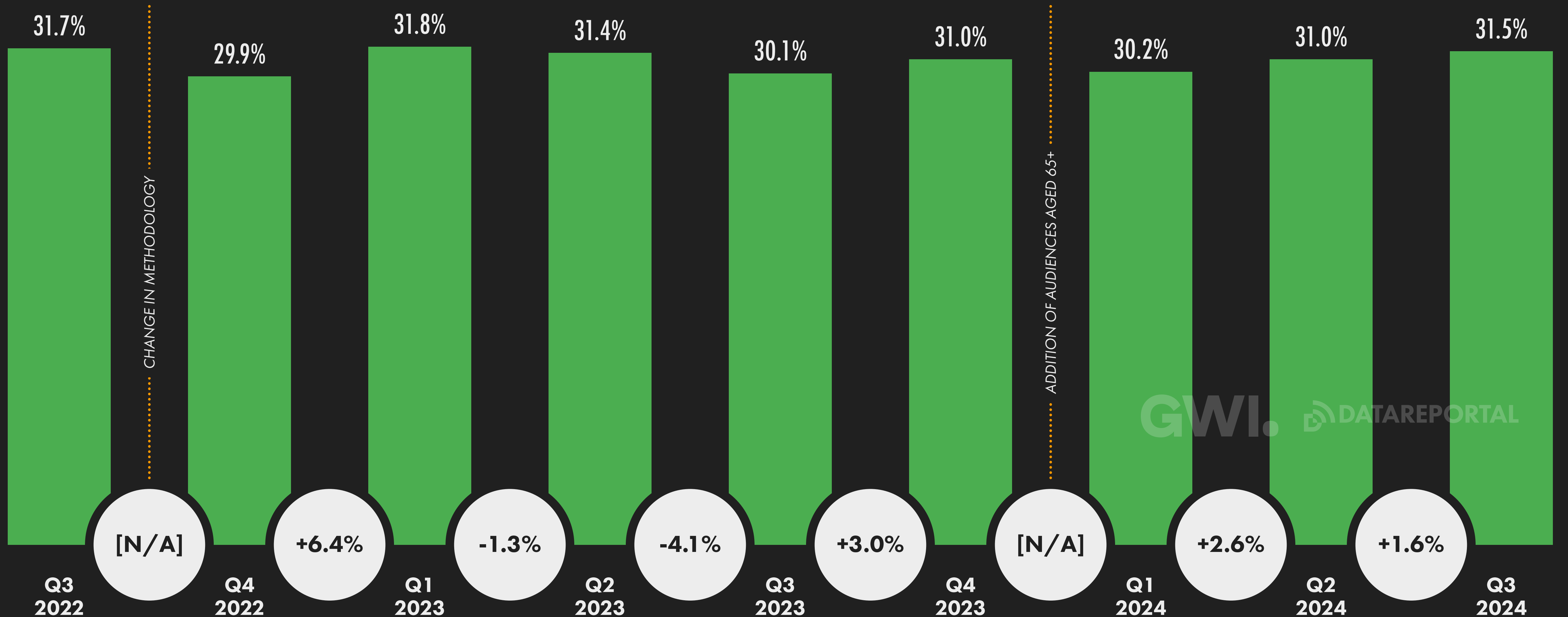
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# PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH



GLOBAL OVERVIEW



GWIDATAREPORTAL

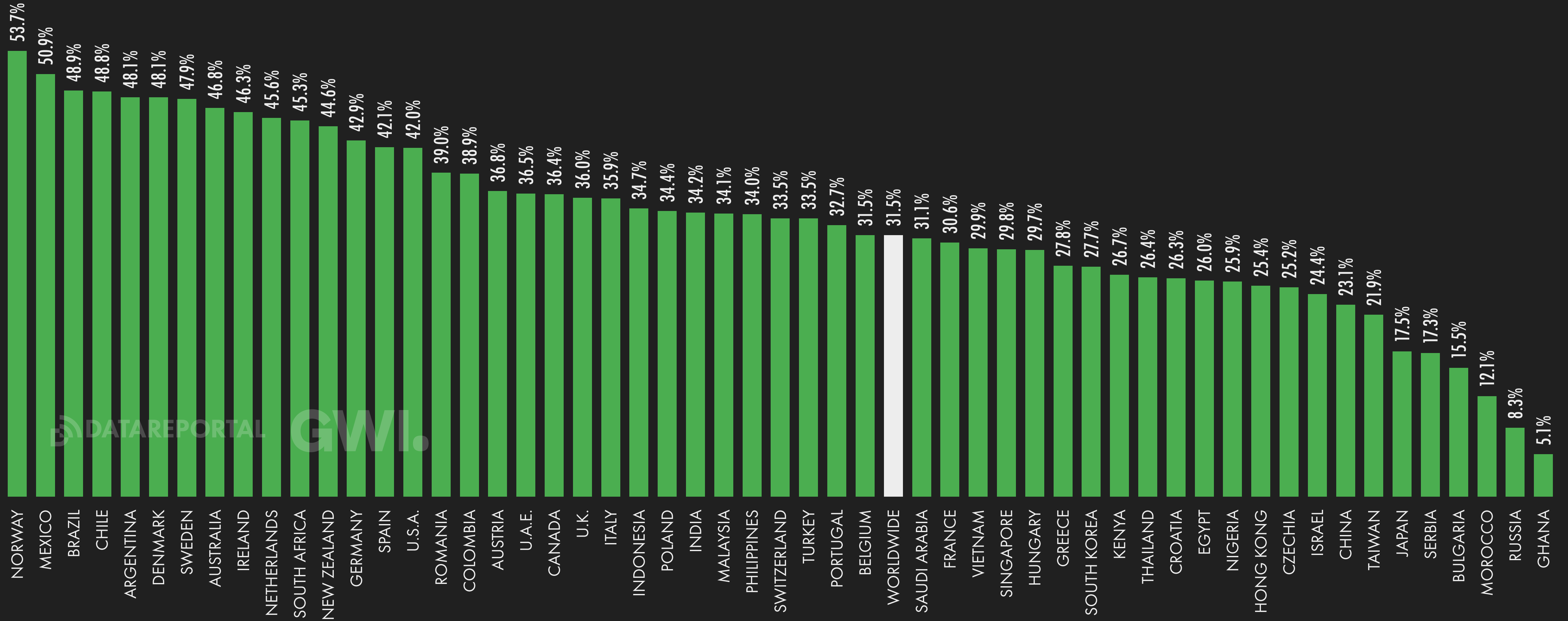
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# PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN BETWEEN 01 JANUARY AND 31 DECEMBER 2024



GLOBAL OVERVIEW

#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
		INDEX		INDEX		INDEX		INDEX
01	BRIDGERTON	100	GREY'S ANATOMY	100	THE LORD OF THE RINGS: THE RINGS OF POWER	100	HOUSE OF THE DRAGON	100
02	THE GENTLEMEN	80	MODERN FAMILY	84	REACHER	95	THE PENGUIN	62
03	EMILY IN PARIS	78	BLUEY	83	THE BOYS	84	TRUE DETECTIVE	59
04	BABY REINDEER	75	THE SIMPSONS	67	FALLOUT	73	TOKYO VICE	43
05	FOOL ME ONCE	69	FAMILY GUY	46	MARRY MY HUSBAND	59	GAME OF THRONES	42
06	MONSTERS	56	HOW I MET YOUR MOTHER	41	MAXTON HALL - THE WORLD BETWEEN US	43	THE REGIME	40
07	AVATAR THE LAST AIRBENDER	53	CRIMINAL MINDS	37	MR. & MRS. SMITH	42	RICK AND MORTY	39
08	GRISELDA	52	DESPERATE HOUSEWIVES	32	YO SOY BETTY LA FEA	34	DUNE: PROPHECY	35
09	3 BODY PROBLEM	52	MALCOLM IN THE MIDDLE	26	INVINCIBLE	32	LA PROMESA	34
10	THE PERFECT COUPLE	50	SHŌGUN	20	CLARKSON'S FARM	26	THE LAST OF US	33

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# TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS BETWEEN 01 JANUARY AND 31 DECEMBER 2024



#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
	#	INDEX	#	INDEX	#	INDEX	#	INDEX
01	MINIONS: THE RISE OF GRU	100	MOANA	100	THE IDEA OF YOU	100	BARBIE	100
02	DAMSEL	82	INSIDE OUT	79	UPGRADED	96	WONKA	84
03	UNDER PARIS	78	ELEMENTAL	59	CULPA MÍA	90	AQUAMAN AND THE LOST KINGDOM	77
04	THE UNION	78	FROZEN	44	ROAD HOUSE	90	DUNE: PART TWO	73
05	LIFT	77	CARS	37	SALTBURN	51	DUNE	59
06	REBEL RIDGE	74	ENCANTO	34	THE MINISTRY OF UNGENTLEMANLY WARFARE	45	GODZILLA X KONG: THE NEW EMPIRE	59
07	SOCIETY OF THE SNOW	73	COCO	28	RICKY STANICKY	41	BLUE BEETLE	57
08	THE GRINCH	70	WISH	24	APOCALYPSE Z: THE BEGINNING OF THE END	40	FURIOSA: A MAD MAX SAGA	52
09	DESPICABLE ME 3	68	KINGDOM OF THE PLANET OF THE APES	21	MY SPY THE ETERNAL CITY	40	HARRY POTTER AND THE PHILOSOPHER'S STONE	48
10	CARRY-ON	66	INSIDE OUT 2	21	JACKPOT!	37	NO HARD FEELINGS	43



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# ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)



## MOST POPULAR TV SHOWS (ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	WEDNESDAY (SEASON 1)	252,100,000
02	STRANGER THINGS 4	140,700,000
03	DAHMER (MONSTER: THE JEFFREY DAHMER STORY)	115,600,000
04	BRIDGERTON (SEASON 1)	113,300,000
05	THE QUEEN'S GAMBIT (LIMITED SERIES)	112,800,000
06	BRIDGERTON (SEASON 3)	106,000,000
07	THE NIGHT AGENT (SEASON 1)	98,200,000
08	FOOL ME ONCE (LIMITED SERIES)	98,200,000
09	STRANGER THINGS 3	94,800,000
10	BRIDGERTON (SEASON 2)	93,800,000

## MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	RED NOTICE	230,900,000
02	DON'T LOOK UP	171,400,000
03	THE ADAM PROJECT	157,600,000
04	BIRD BOX	157,400,000
05	LEAVE THE WORLD BEHIND	143,400,000
06	THE GRAY MAN	139,300,000
07	DAMSEL	138,000,000
08	WE CAN BE HEROES	137,300,000
09	THE MOTHER	136,400,000
10	GLASS ONION: A KNIVES OUT MYSTERY	136,300,000

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# ALL-TIME NETFLIX CHARTS (NON-ENGLISH)

NON-ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)



GLOBAL OVERVIEW

## MOST POPULAR TV SHOWS (NON-ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	SQUID GAME (SEASON 1)	265,200,000
02	MONEY HEIST (PART 4)	106,000,000
03	LUPIN (PART 1)	99,500,000
04	MONEY HEIST (PART 5)	99,200,000
05	MONEY HEIST (PART 3)	80,000,000
06	LUPIN (PART 2)	68,400,000
07	WHO KILLED SARA? (SEASON 1)	58,400,000
08	BERLIN (SEASON 1)	56,700,000
09	ALL OF US ARE DEAD (SEASON 1)	55,500,000
10	DEAR CHILD (LIMITED SERIES)	50,900,000

## MOST POPULAR MOVIES (NON-ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	TROLL	103,000,000
02	UNDER PARIS	102,300,000
03	SOCIETY OF THE SNOW	98,500,000
04	NOWHERE	85,700,000
05	THE PLATFORM	82,800,000
06	THROUGH MY WINDOW	61,100,000
07	AKA	60,900,000
08	BLOOD RED SKY	60,900,000
09	MY NAME IS VENDETTA	56,400,000
10	BLACK CRAB	53,900,000

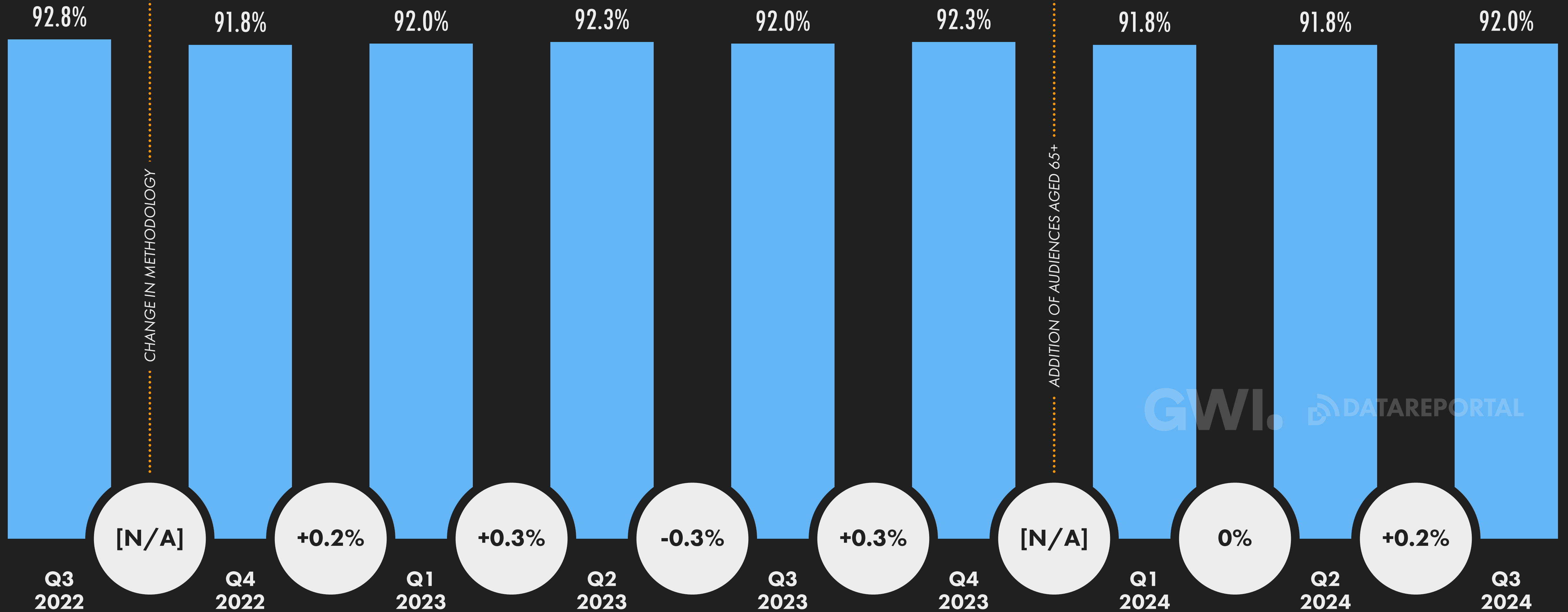


**ONLINE VIDEO**

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# WATCHING ONLINE VIDEO CONTENT (QOQ)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK



GWI. DATAREPORTAL

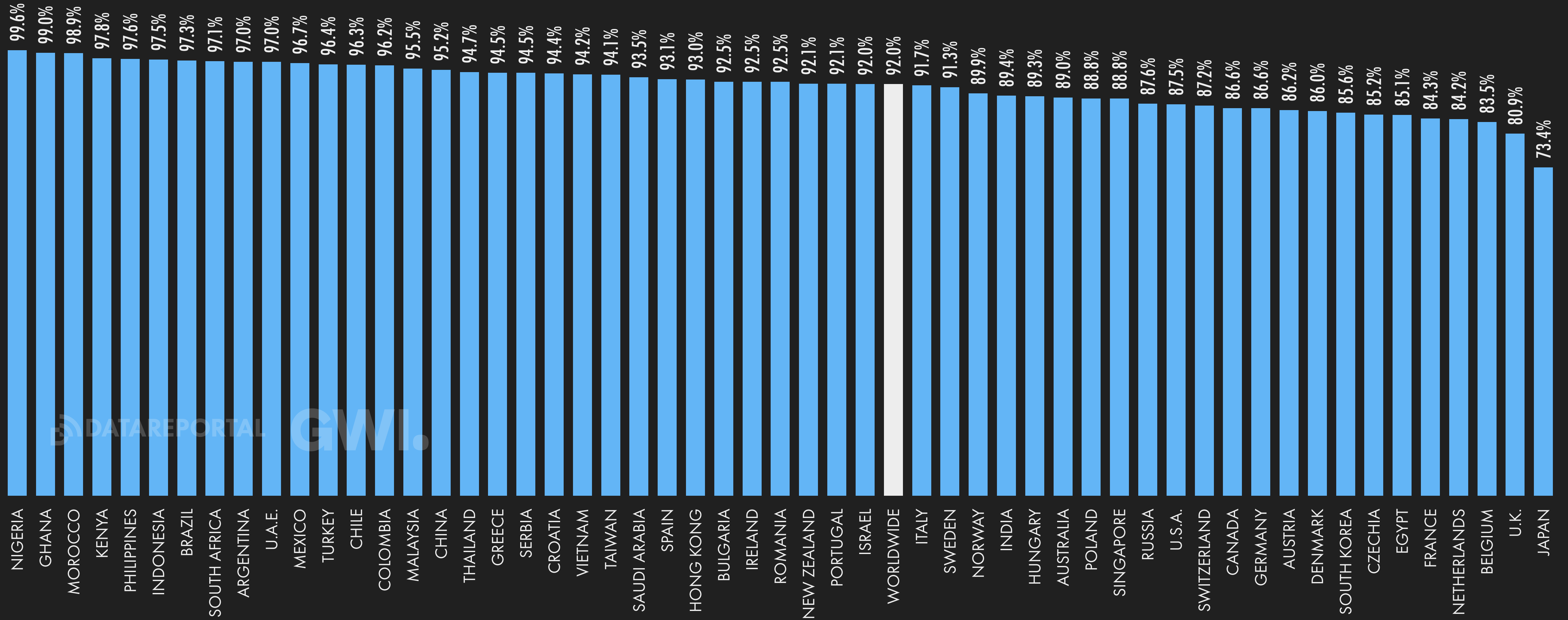
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# WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

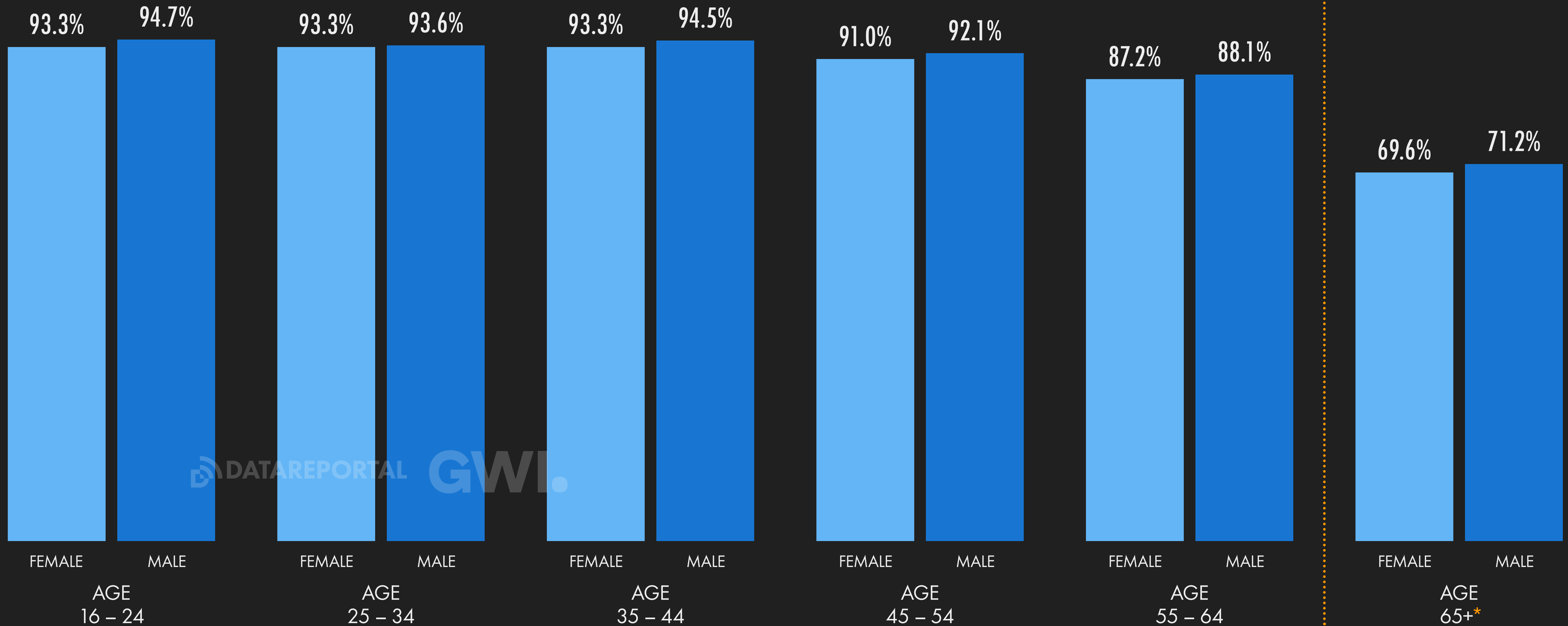
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# WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



GLOBAL OVERVIEW

DATA REPORTAL GWI.

MUSIC VIDEO

48.8%

COMEDY, MEME, OR VIRAL VIDEO

35.2%

VIDEO LIVESTREAM

28.4%

SPORTS CLIP OR HIGHLIGHTS VIDEO

27.0%

PRODUCT REVIEW VIDEO

25.9%

EDUCATIONAL VIDEO

25.8%

TUTORIAL OR HOW-TO VIDEO

25.6%

SPORTS MATCH OR COMMENTARY

25.3%

INFLUENCER VIDEOS AND VLOGS

23.3%

GAMING VIDEO

22.8%

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# VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



## TOP VIDEO ENTERTAINMENT APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	INSTAGRAM	META
03	TIKTOK	BYTEDANCE
04	NETFLIX	NETFLIX
05	MX PLAYER	AMAZON
06	AMAZON PRIME VIDEO	AMAZON
07	JIOCINEMA	VIACOM18
08	MI VIDEO - VIDEO PLAYER	MI VIDEO
09	HOTSTAR	DISNEY
10	GOOGLE PLAY MOVIES AND TV	GOOGLE

## TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	INSTAGRAM	META
04	NETFLIX	NETFLIX
05	MX PLAYER	AMAZON
06	KWAI	KUAISHOU
07	VK	VK
08	HOTSTAR	DISNEY
09	JIOCINEMA	VIACOM18
10	PLAYIT	PLAYIT

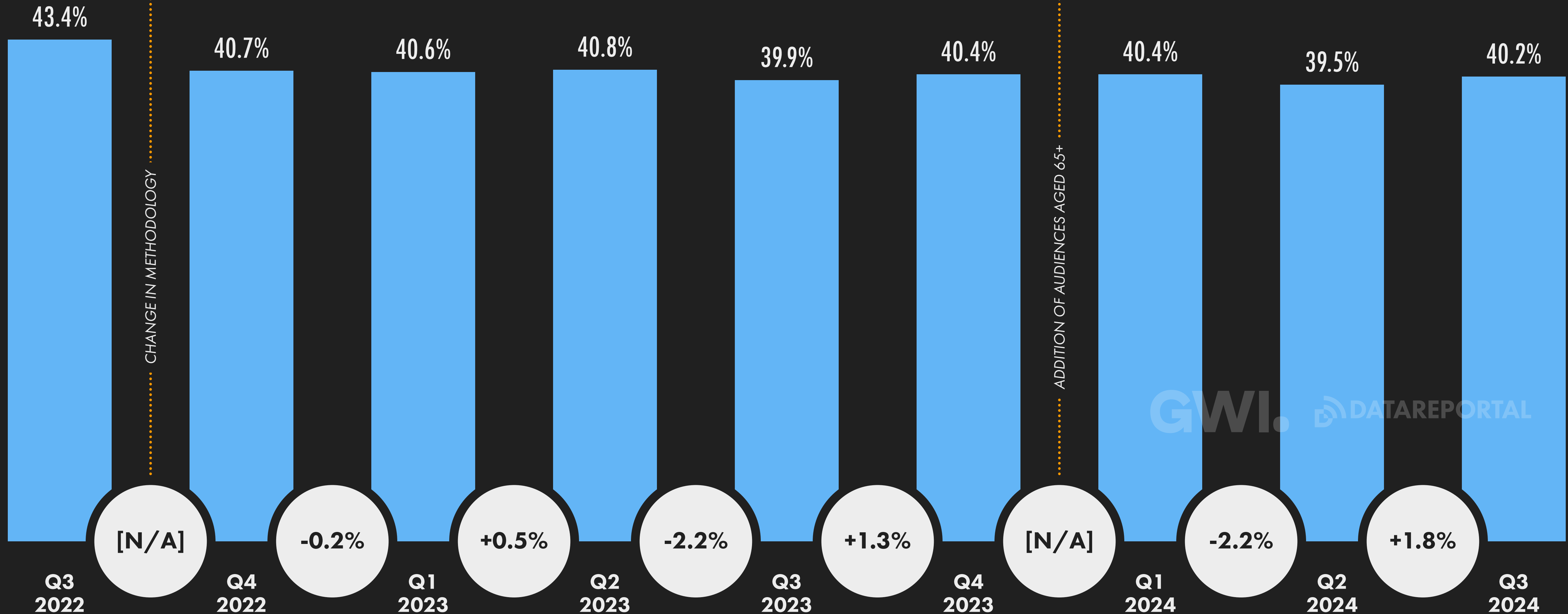
**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024, FOR APPS WITH A PRIMARY OR SECONDARY DATA.AI APP IQ CATEGORISATION OF "VIDEO SHARING", "SHORT VIDEOS", "OTT", "MEDIA PLAYER", OR "LIVE STREAMING" WITHIN THE "ENTERTAINMENT" CATEGORY. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY. DOES NOT INCLUDE USERS ACCESSING SERVICES VIA DEVICES OTHER THAN MOBILE PHONES.



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# ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



GWI. DATAREPORTAL

SOURCE: GWI (Q3 2024). NOTES: VALUES REPRESENT INTERNET USERS WHO SAY THAT THEY WATCH ANY ONE OF THE FOLLOWING KINDS OF ONLINE CONTENT EACH WEEK: HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

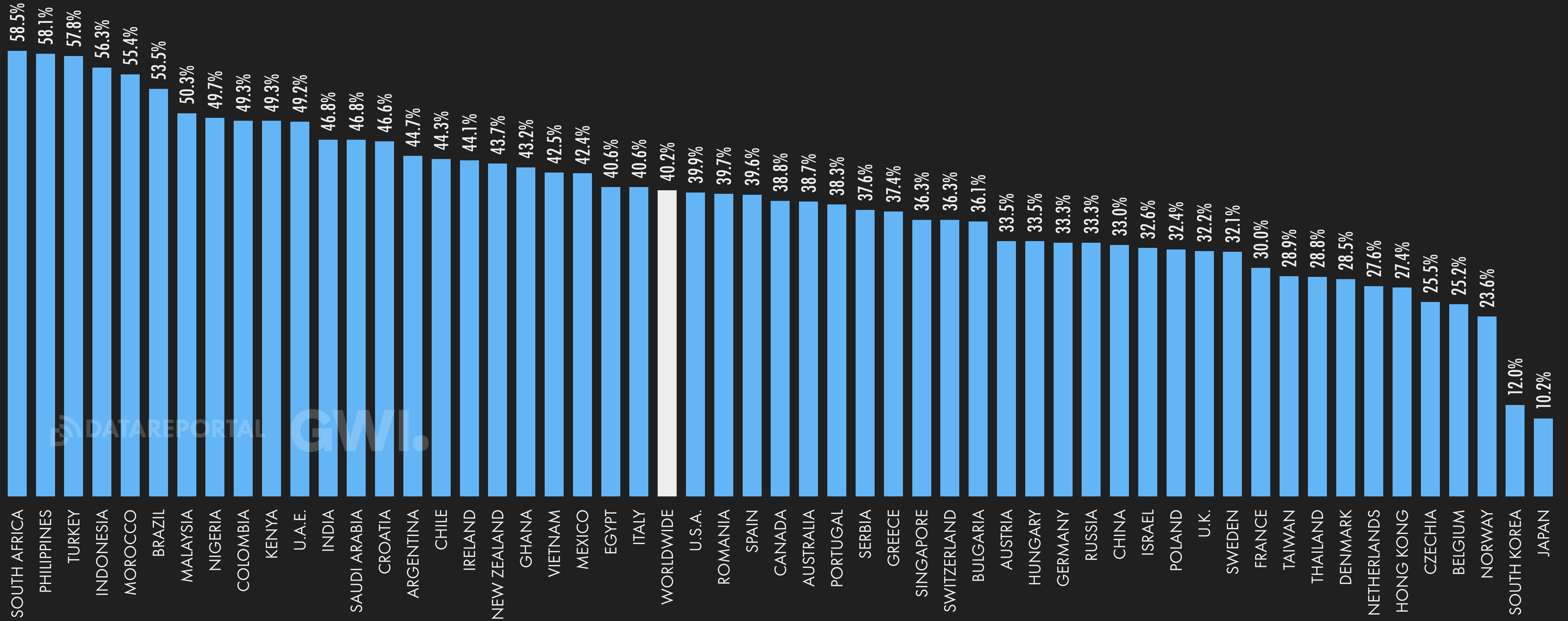
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GLOBAL OVERVIEW



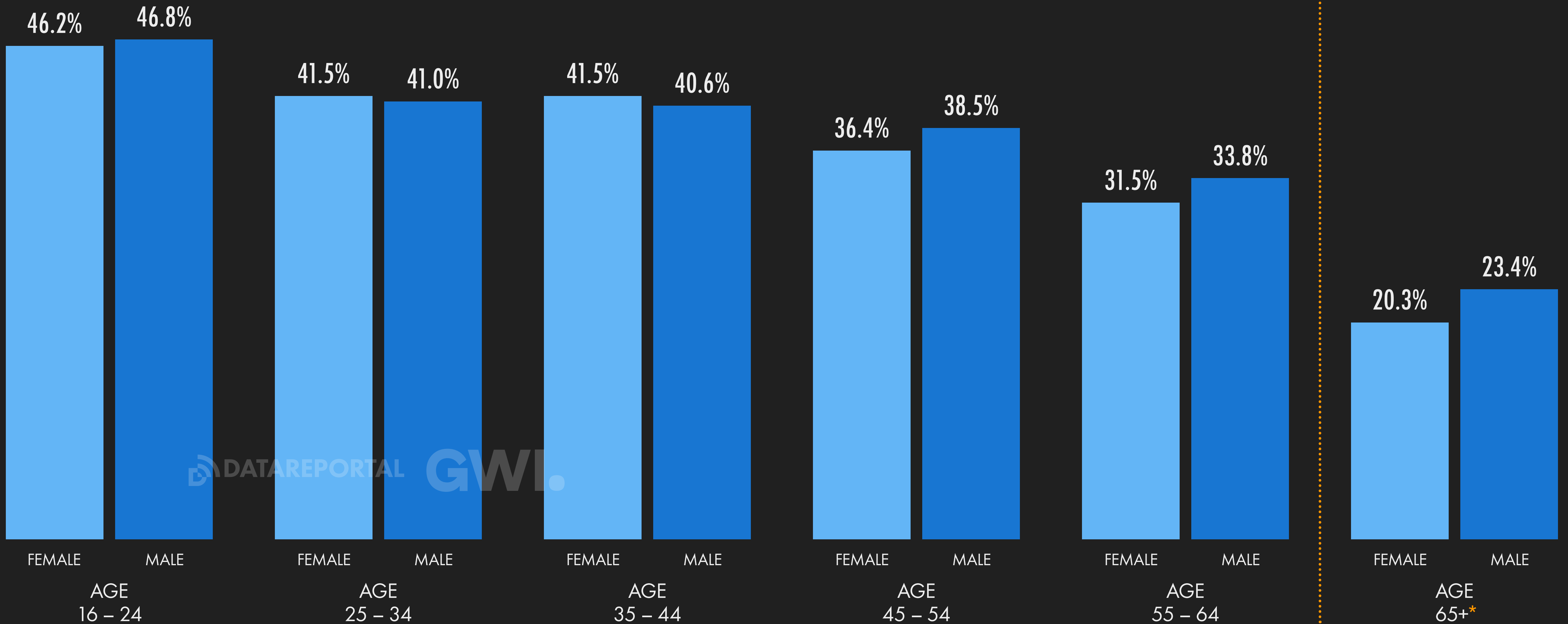
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PERCENTAGE OF INTERNET USERS WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



GLOBAL OVERVIEW



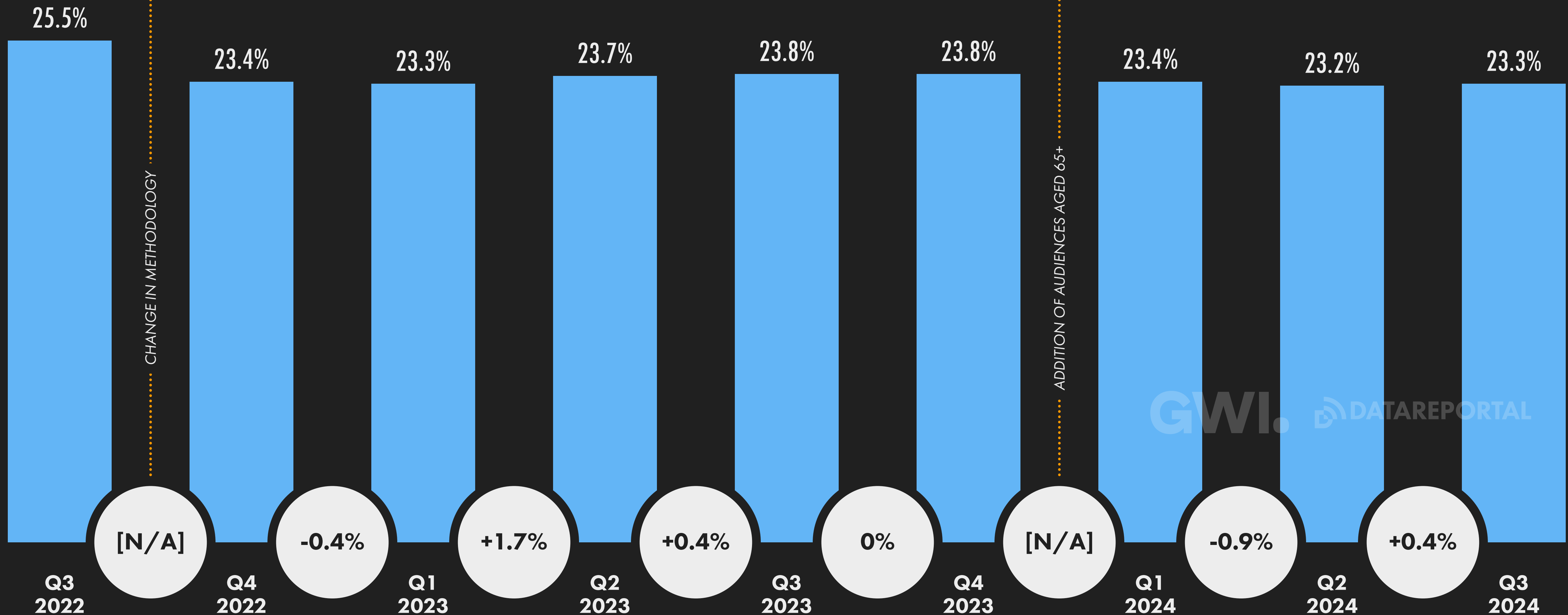
DATAREPORTAL GWI

SOURCE: GWI (Q3 2024). NOTES: VALUES REPRESENT INTERNET USERS WHO SAY THAT THEY WATCH ANY ONE OF THE FOLLOWING KINDS OF ONLINE CONTENT EACH WEEK: HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



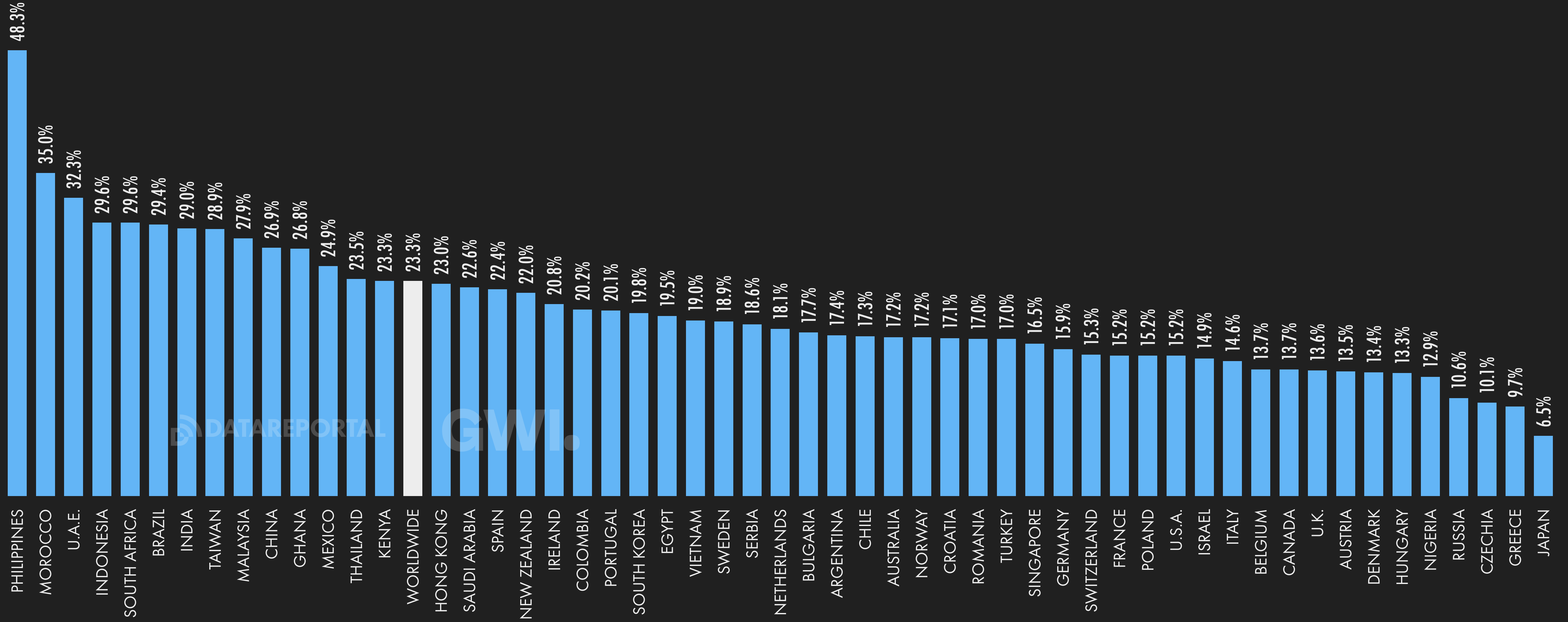
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# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL

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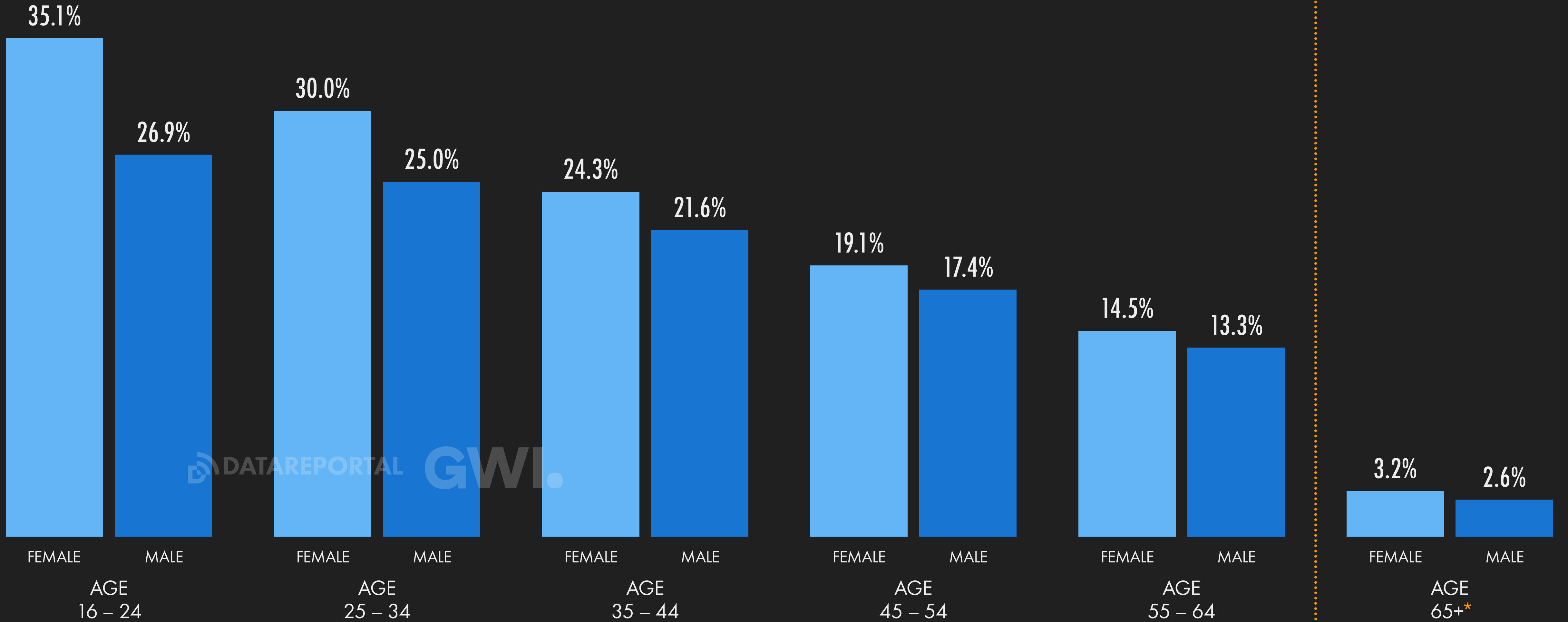
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# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI



**DIGITAL AUDIO**

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# ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



WATCH OR LISTEN TO  
ONLINE MUSIC VIDEOS



48.8%

GWI.

LISTEN TO MUSIC  
STREAMING SERVICES



38.2%



LISTEN TO ONLINE RADIO  
SHOWS OR STATIONS



17.4%

GWI.

LISTEN TO  
PODCASTS



22.1%



LISTEN TO  
AUDIO BOOKS



17.0%



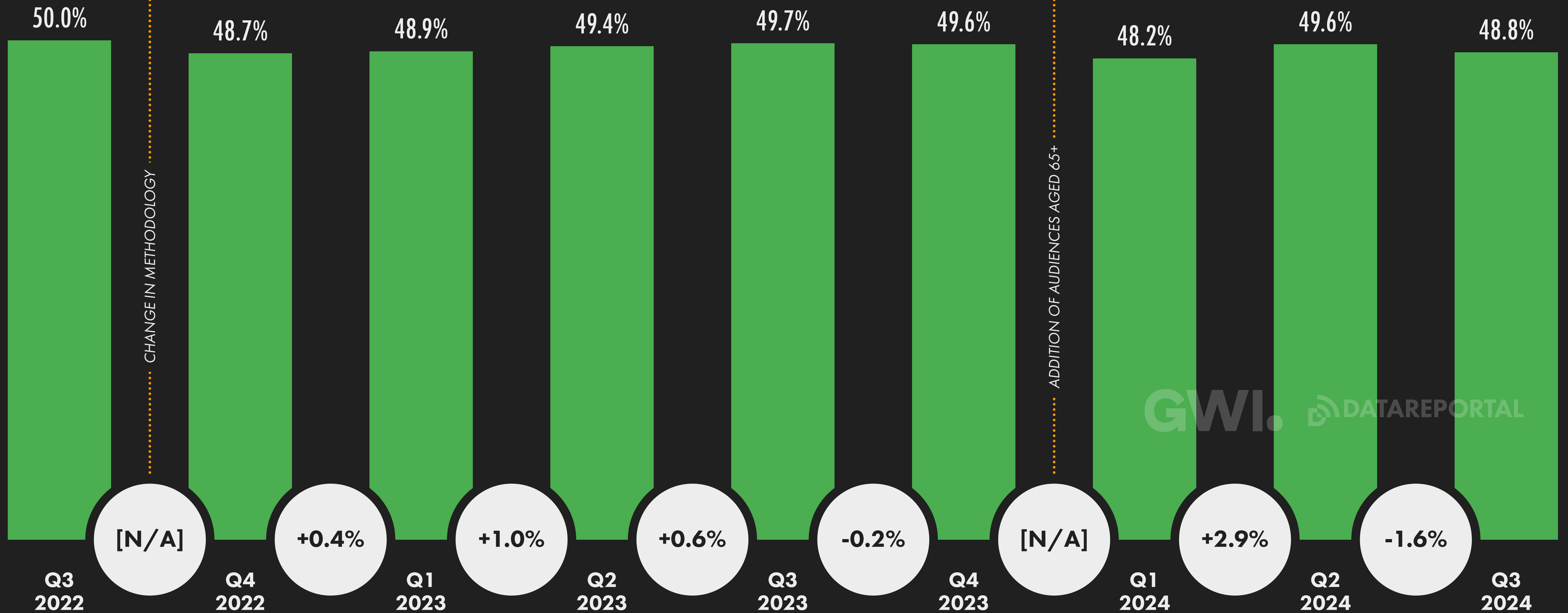
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW



GWI. DATAREPORTAL

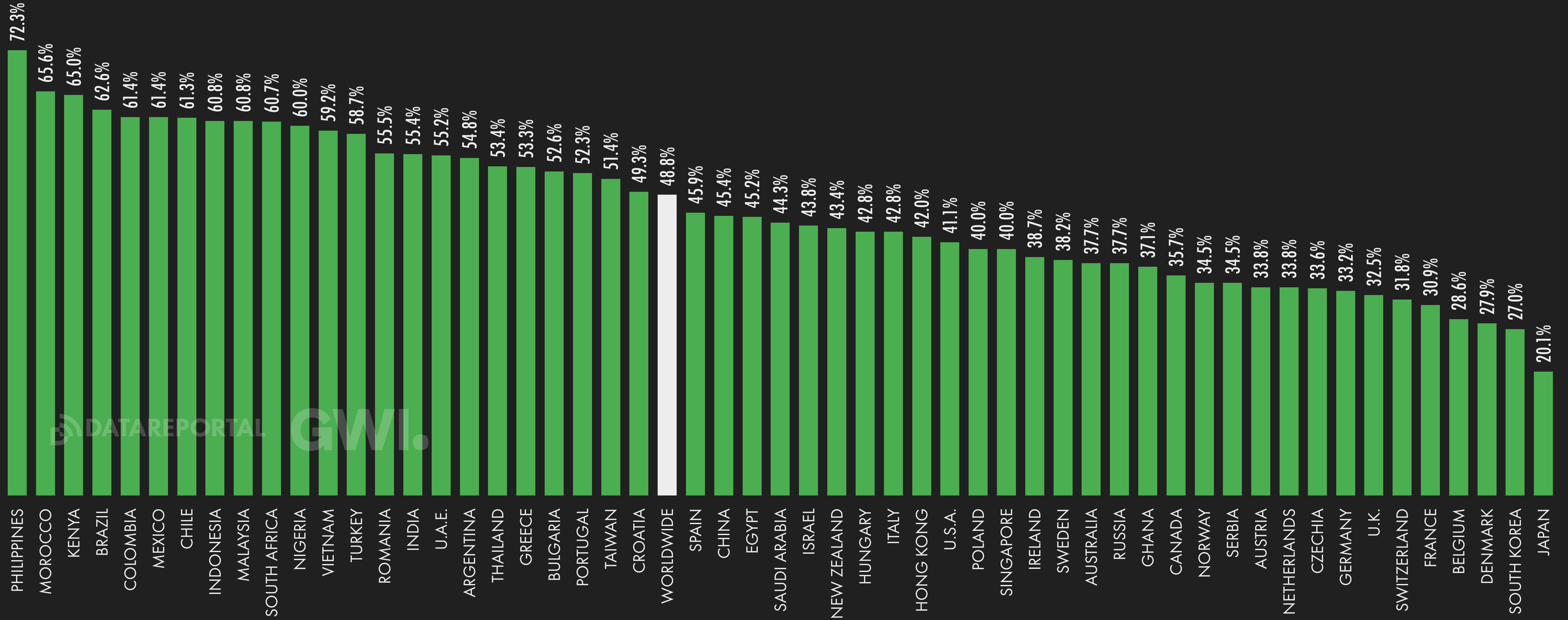
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

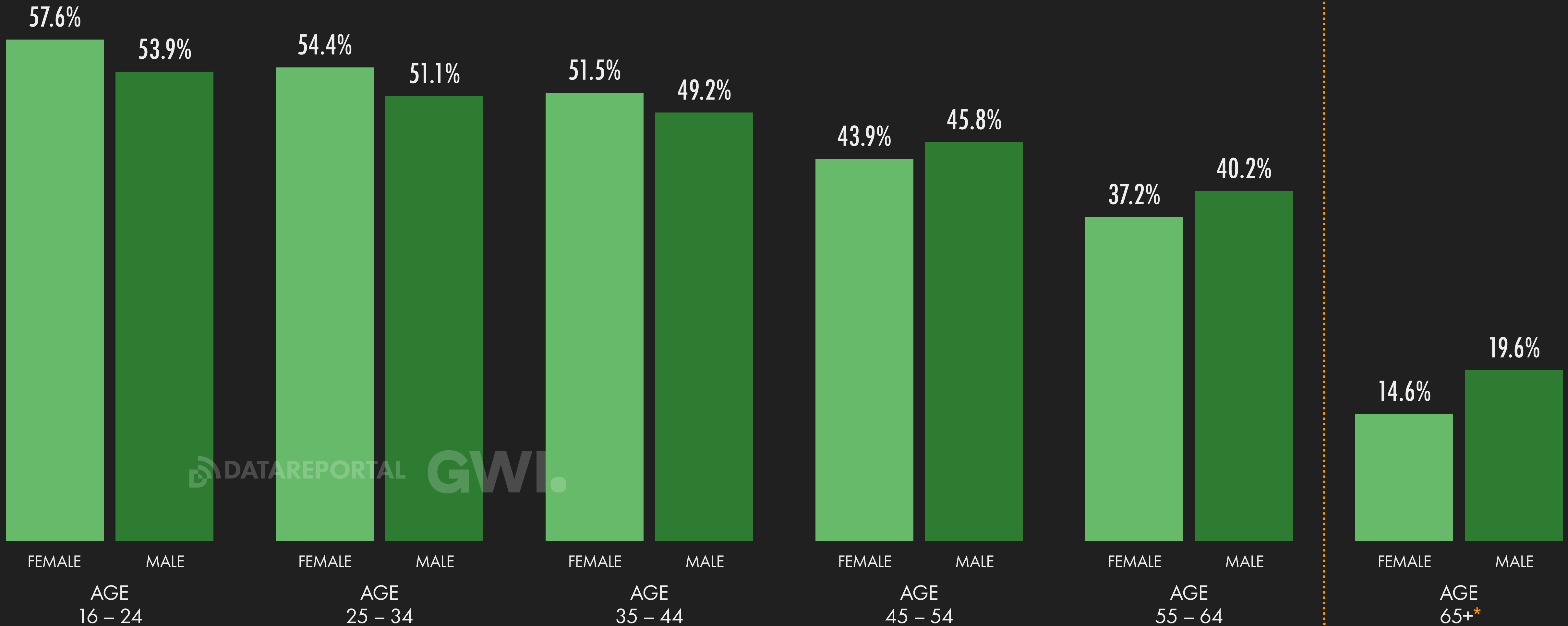
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

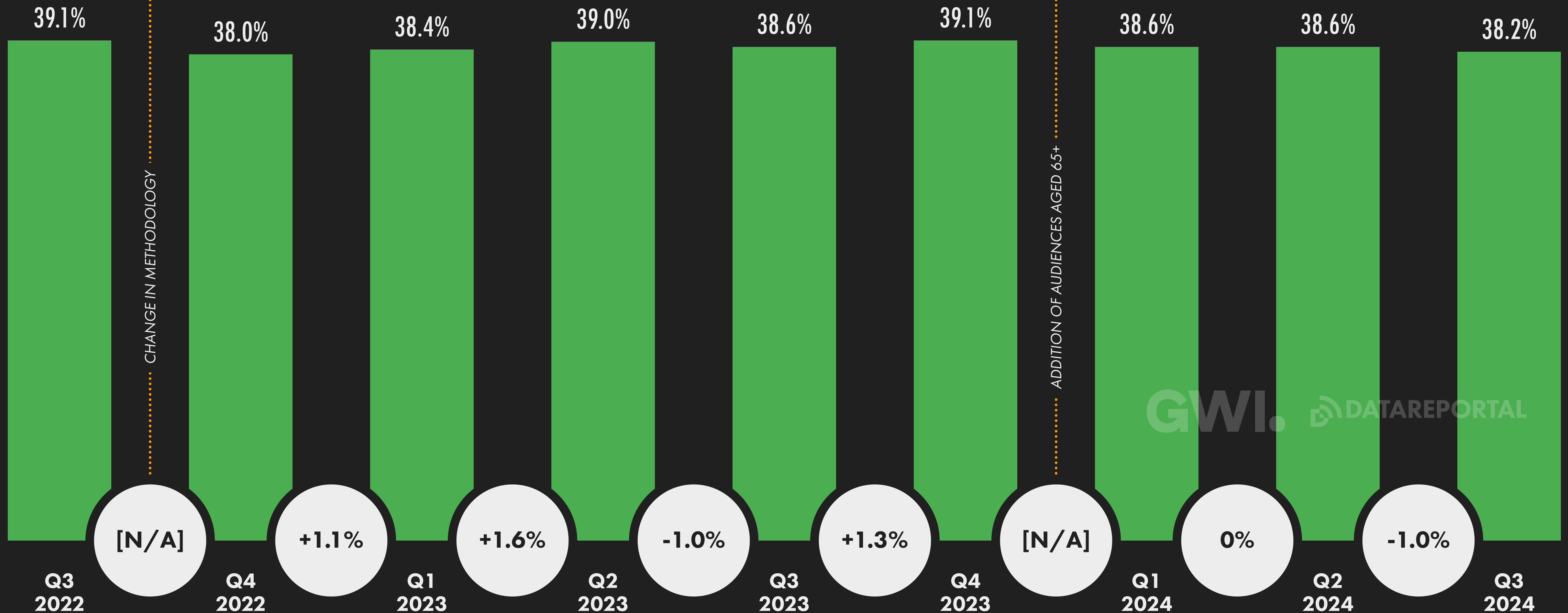
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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



GLOBAL OVERVIEW



GWI. DATAREPORTAL

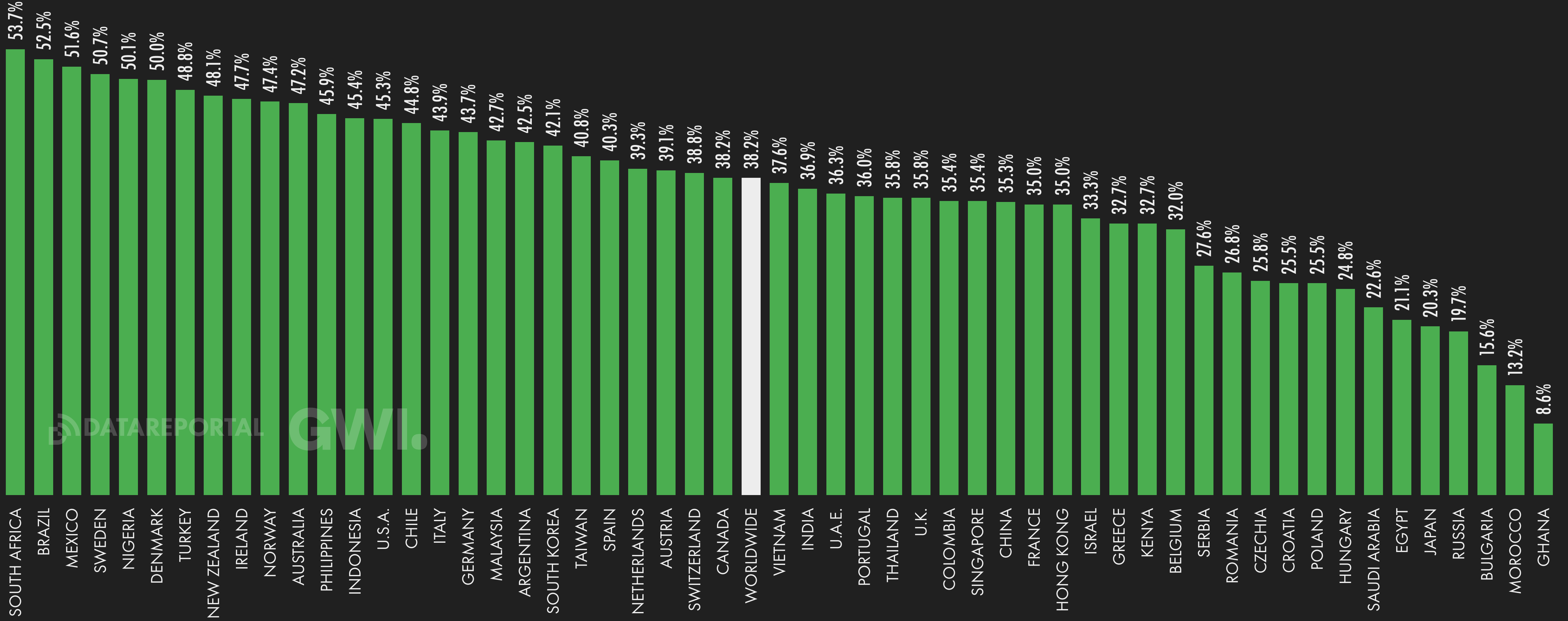
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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

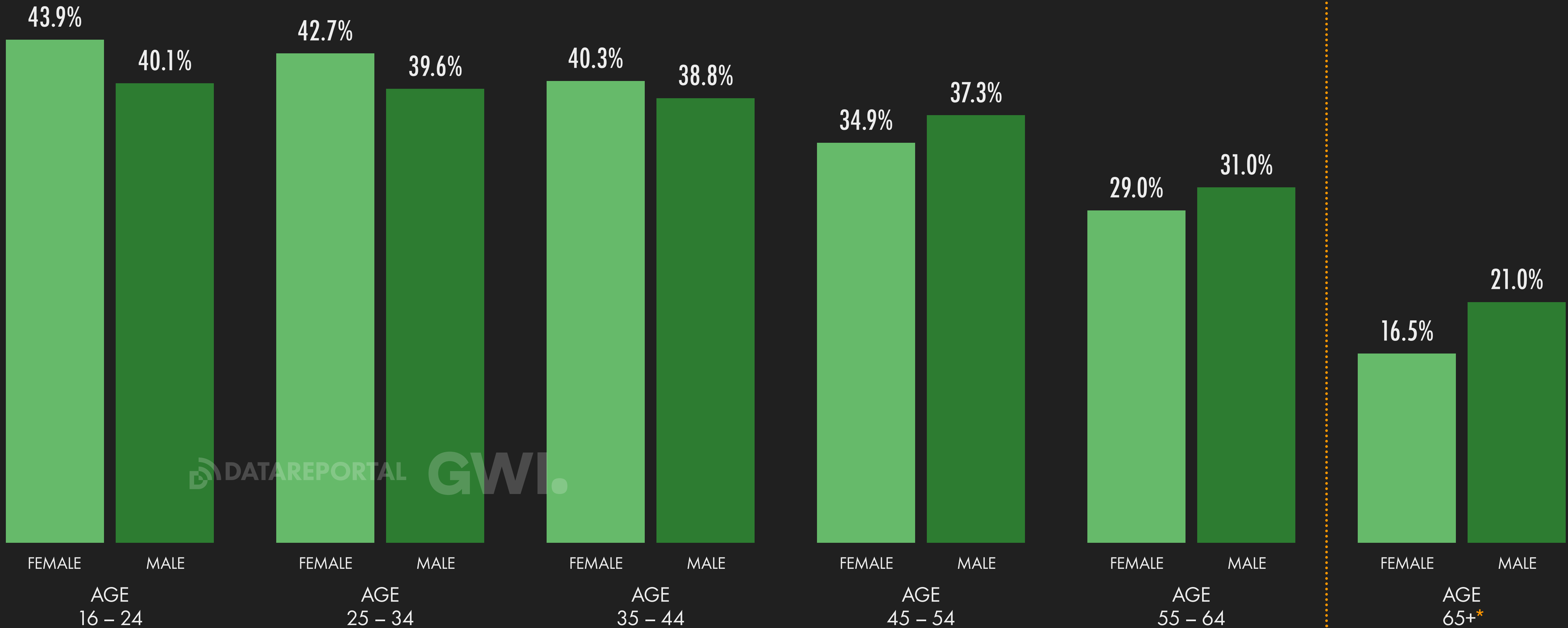
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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



GLOBAL OVERVIEW

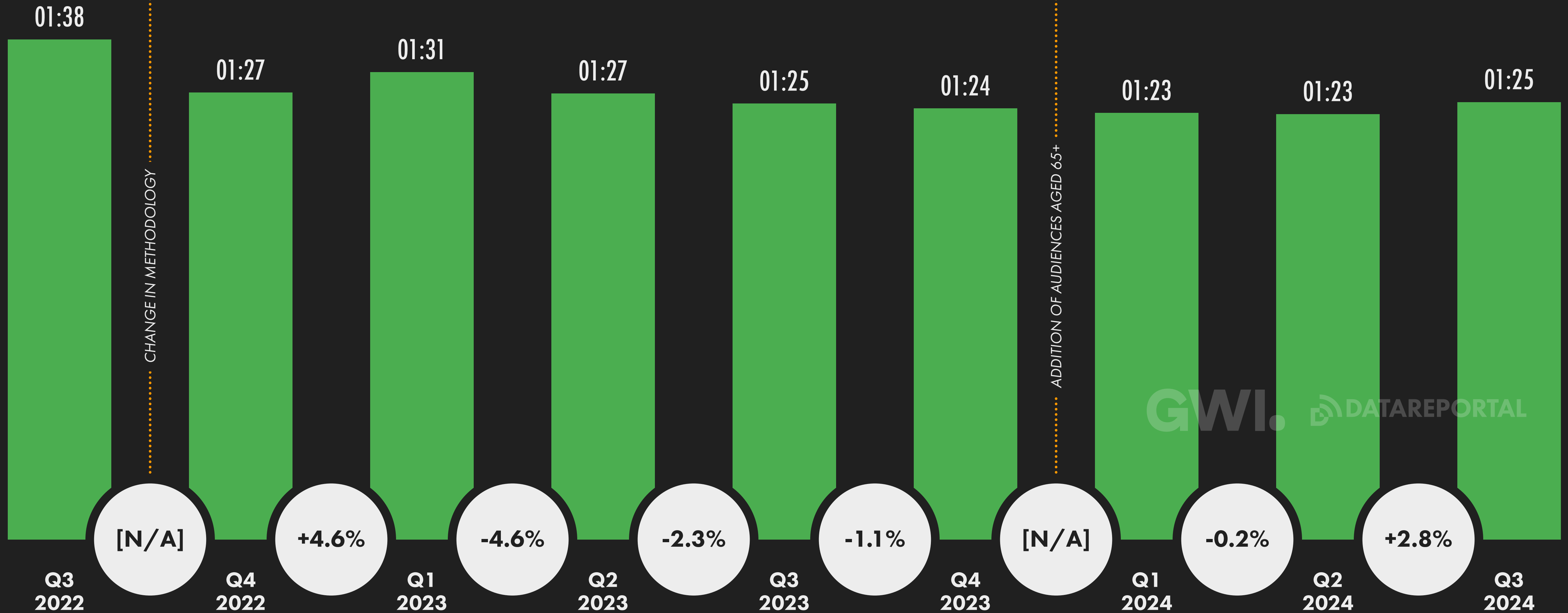


DATA REPORTAL GWI

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# TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO MUSIC STREAMING SERVICES



CHANGE IN METHODOLOGY

ADDITION OF AUDIENCES AGED 65+

GWIDATAREPORTAL

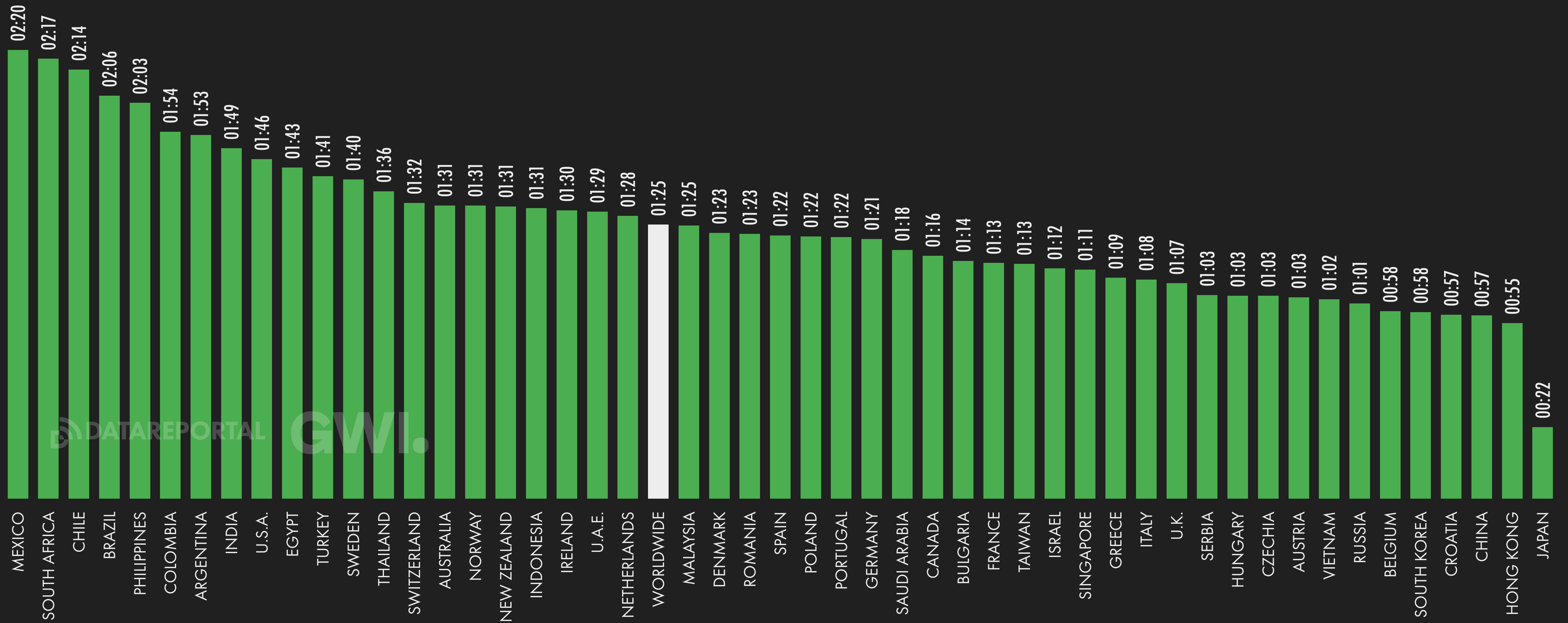
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# TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO MUSIC STREAMING SERVICES



GLOBAL OVERVIEW



DATA REPORTAL

GW.I.



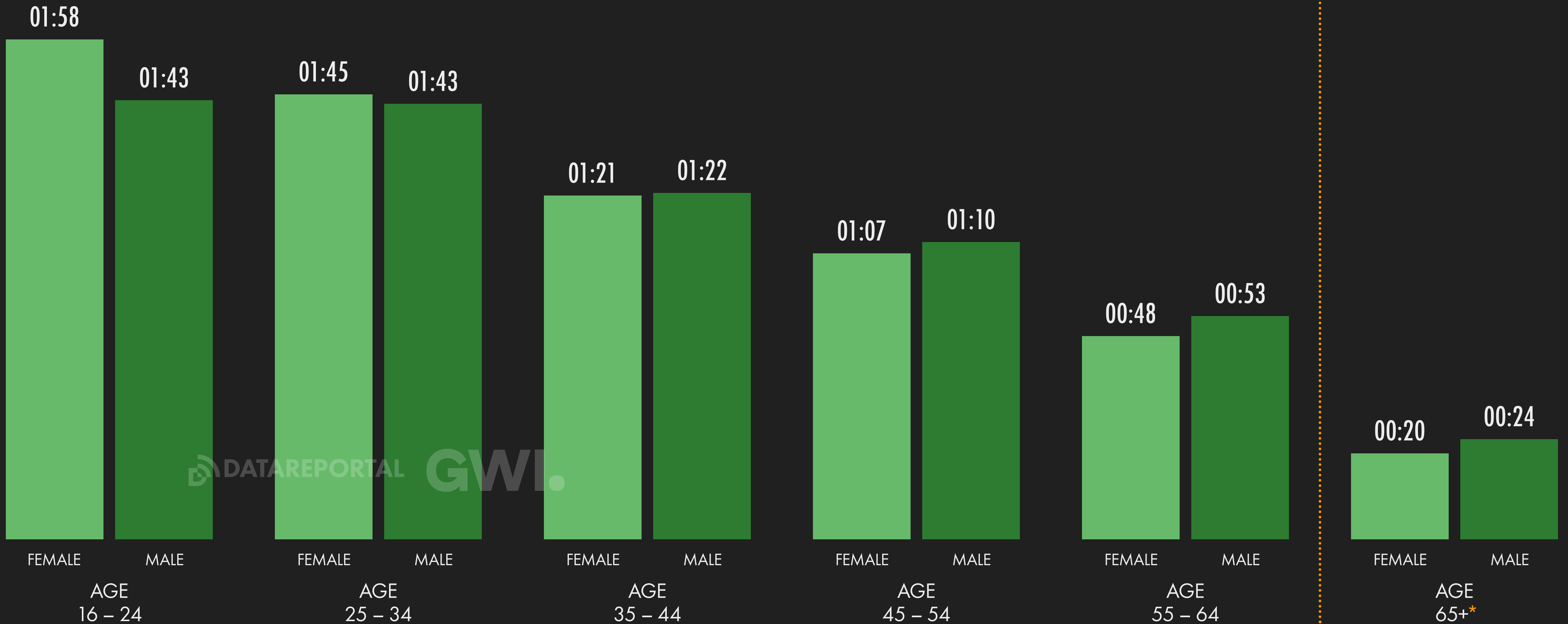
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# TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND LISTENING TO MUSIC STREAMING SERVICES



GLOBAL OVERVIEW



DATAREPORTAL GWI

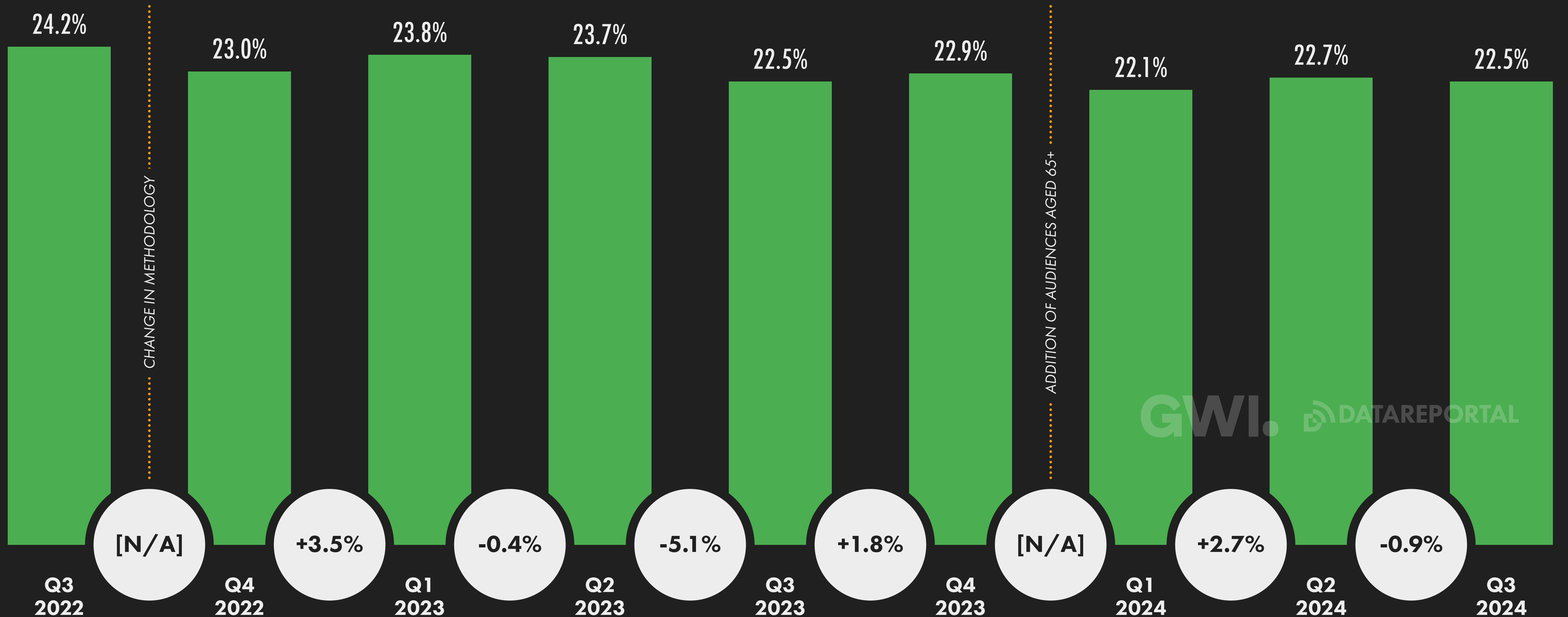
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# PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH



GLOBAL OVERVIEW



GWIDATAREPORTAL

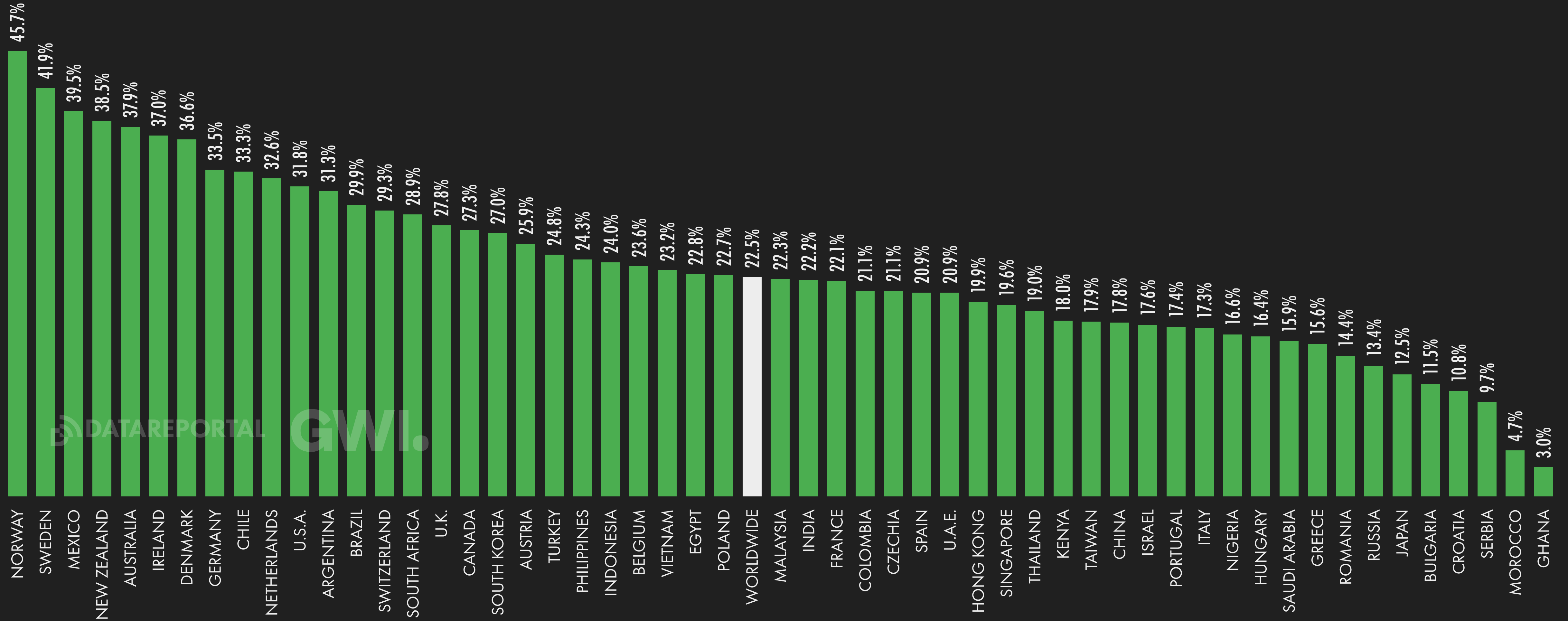
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# PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

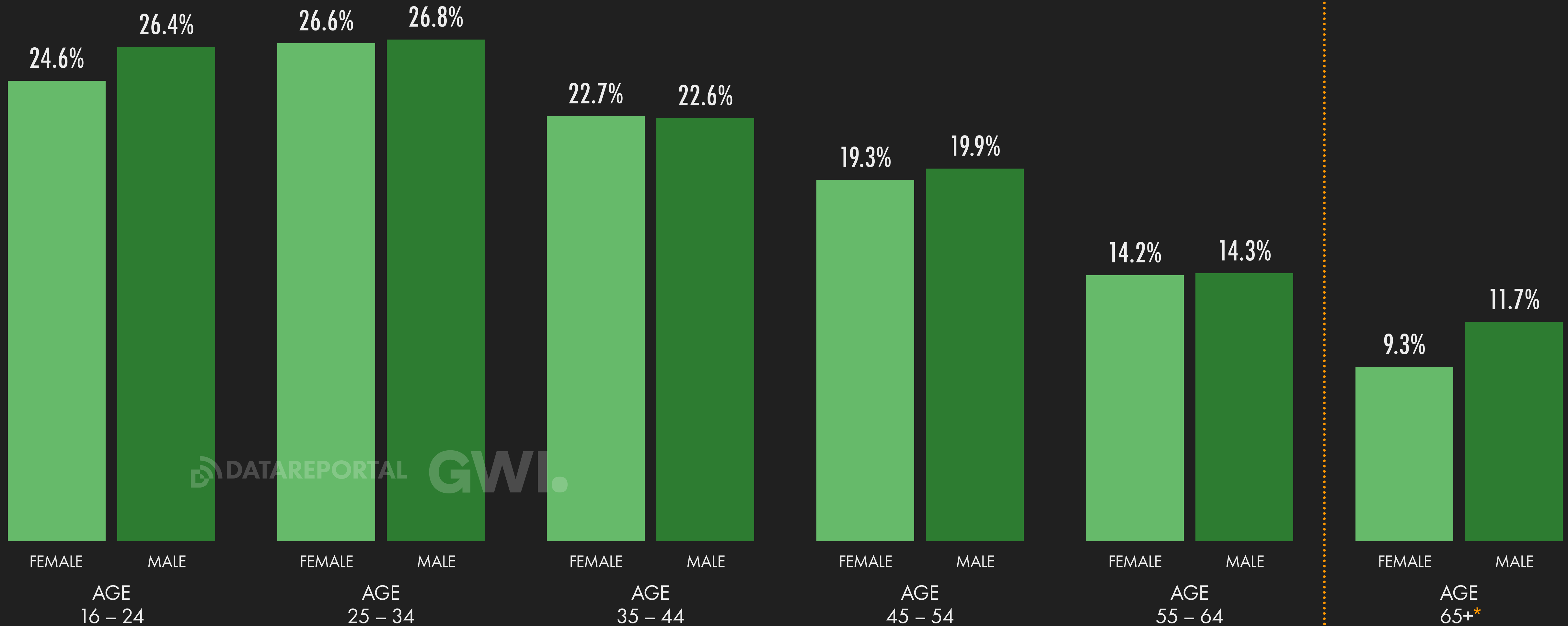
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# PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

## TOP MUSIC-RELATED MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	MX PLAYER	AMAZON
04	SHAZAM	APPLE
05	MI MUSIC	XIAOMI
06	JIOSAAVN	RELIANCE INDUSTRIES
07	AMAZON MUSIC	AMAZON
08	WYNK	BHARTI AIRTEL
09	SOUNDCLOUD	SOUNDCLOUD
10	SAMSUNG MUSIC	SAMSUNG GROUP

## TOP MUSIC-RELATED MOBILE APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	MX PLAYER	AMAZON
02	SPOTIFY	SPOTIFY
03	YOUTUBE MUSIC	GOOGLE
04	MI MUSIC	XIAOMI
05	POCKET FM	POCKET FM
06	GOTUBE - BLOCK ALL ADS	GOTUBE STUDIO
07	LARK PLAYER	DYWX
08	SAMSUNG MUSIC	SAMSUNG GROUP
09	YANDEX MUSIC	YANDEX
10	AMAZON MUSIC	AMAZON

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024, FOR APPS WITH A PRIMARY OR SECONDARY DATA.AI APP IQ CATEGORISATION OF "MUSIC & AUDIO" OR "RADIO". **EXCLUDES** SOCIAL NETWORKS. DATA ARE CURRENTLY UNAVAILABLE FOR APPLE MUSIC, SO IT WILL **NOT** APPEAR IN THESE RANKINGS. ACTIVE USER RANKING REFLECTS WORLDWIDE ACTIVITY ON IPHONES AND ANDROID PHONES, **EXCLUDING** CHINA. RANKING BY TOTAL TIME REFLECTS ACTIVITY ON ANDROID PHONES ONLY. **COMPARABILITY:** PREVIOUS VERSIONS OF THIS CHART EXCLUDED VIDEO-CENTRIC MEDIA PLAYERS, BUT THESE ARE NOW INCLUDED, SO RANKINGS MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

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# SPOTIFY'S MOST STREAMED SONGS OF 2024

RANKING OF THE MOST STREAMED SONGS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2024



GLOBAL OVERVIEW

## # ARTIST – "SONG TITLE"

- 01 SABRINA CARPENTER – "ESPRESSO"
- 02 BENSON BOONE – "BEAUTIFUL THINGS"
- 03 BILLIE EILISH – "BIRDS OF A FEATHER" 
- 04 FLYYMENOR & CRIS MJ – "GATA ONLY"
- 05 TEDDY SWIMS – "LOSE CONTROL"
- 06 DJO – "END OF BEGINNING"
- 07 HOZIER – "TOO SWEET"
- 08 THE WEEKND WITH JENNIE & LILY-ROSE DEPP – "ONE OF THE GIRLS"
- 09 TAYLOR SWIFT – "CRUEL SUMMER"
- 10 LADY GAGA & BRUNO MARS – "DIE WITH A SMILE"

## # ARTIST – "SONG TITLE"

- 11 ARETEMAS – "I LIKE THE WAY YOU KISS ME"
- 12 ARIANA GRANDE – "WE CAN'T BE FRIENDS (WAIT FOR YOUR LOVE)"
- 13 SABRINA CARPENTER – "PLEASE PLEASE PLEASE" 
- 14 CHAPPELL ROAN – "GOOD LUCK, BABE!"
- 15 TATE MCRAE – "GREEDY"
- 16 TOMMY RICHMAN – "MILLION DOLLAR BABY"
- 17 JIMIN – "WHO"
- 18 SHABOOZEY – "A BAR SONG (TIPSY)"
- 19 FEID & ATL JACOB – "LUNA"
- 20 KENDRICK LAMAR – "NOT LIKE US"

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# SPOTIFY'S MOST STREAMED ARTISTS OF 2024

RANKING OF THE MOST STREAMED ARTISTS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2024



GLOBAL OVERVIEW

#	ARTIST	#	ARTIST	#	ARTIST	#	ARTIST
01	TAYLOR SWIFT	11	ARIJIT SINGH	21	JUNIOR H	31	PRITAM
02	THE WEEKND	12	EMINEM	22	SZA	32	JUSTIN BIEBER
03	BAD BUNNY	13	KENDRICK LAMAR	23	RIHANNA	33	OLIVER RODRIGO
04	DRAKE	14	LANA DEL REY	24	ZACH BRYAN	34	DAVID GUETTA
05	BILLIE EILISH	15	FUTURE	25	21 SAVAGE	35	DUA LIPA
06	TRAVIS SCOTT	16	KAROL G	26	COLDPLAY	36	LINKIN PARK
07	PESO PLUMA	17	METRO BOOMIN	27	RAUW ALEJANDRO	37	LADY GAGA
08	KANYE WEST	18	BRUNO MARS	28	MORGAN WALLEN	38	MYKE TOWERS
09	ARIANA GRANDE	19	SABRINA CARPENTER	29	NATANAEL CANO	39	IMAGINE DRAGONS
10	FEID	20	POST MALONE	30	FUERZA REGIDA	40	ED SHEERAN

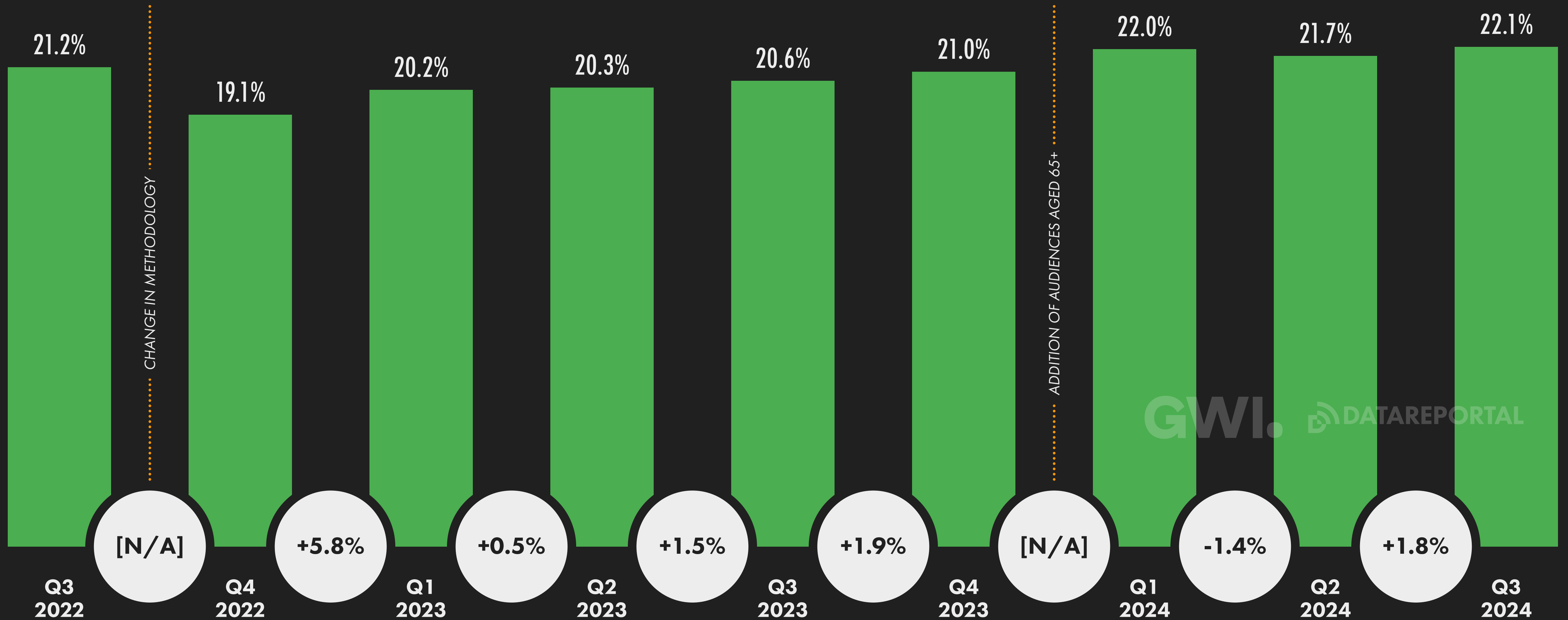
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW



GWIDATAREPORTAL



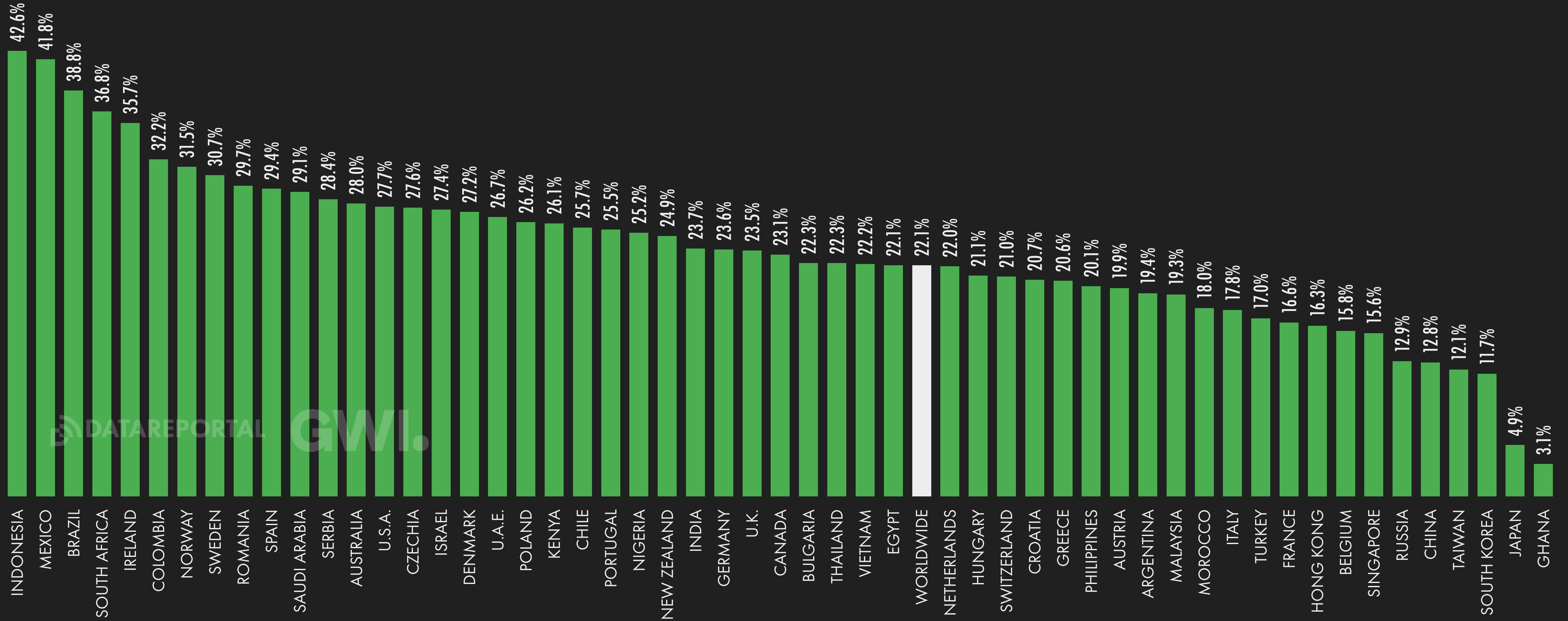
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

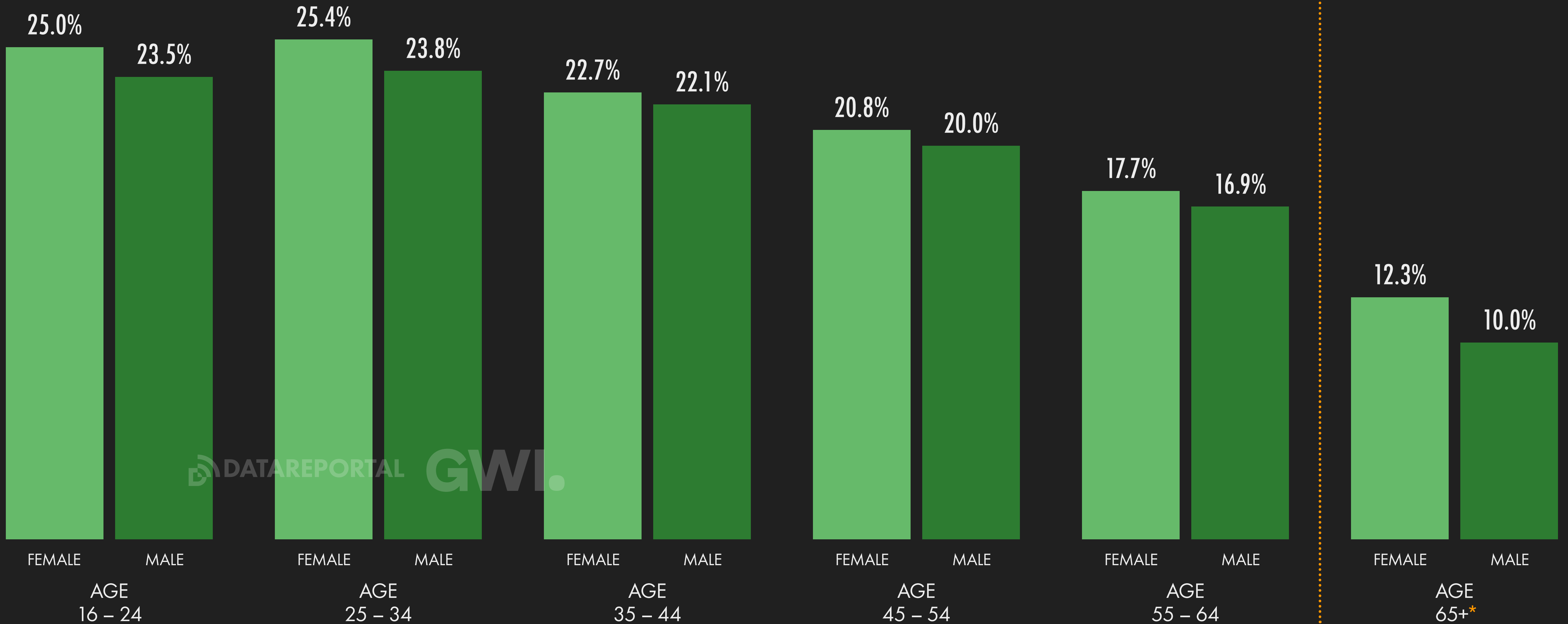
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW

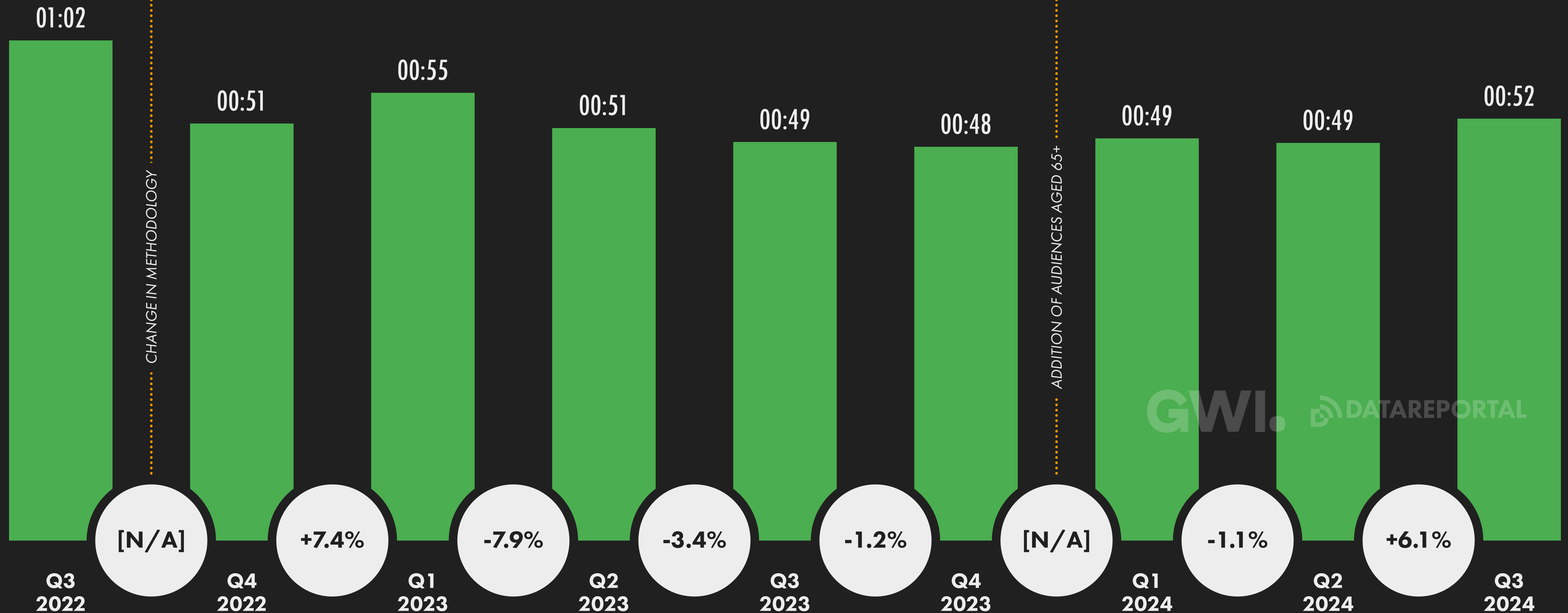


DATA REPORTAL GWI

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# TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO PODCASTS



GWIDATAREPORTAL

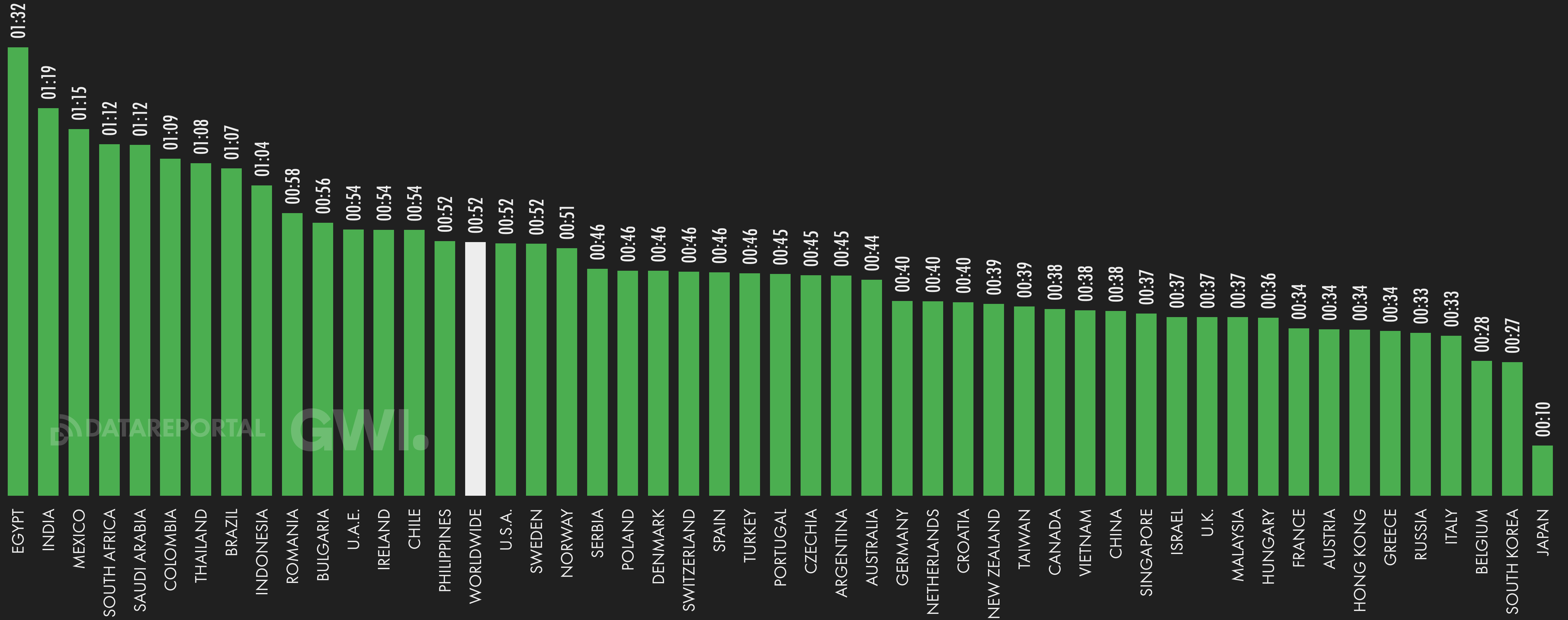
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# TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO PODCASTS



GLOBAL OVERVIEW



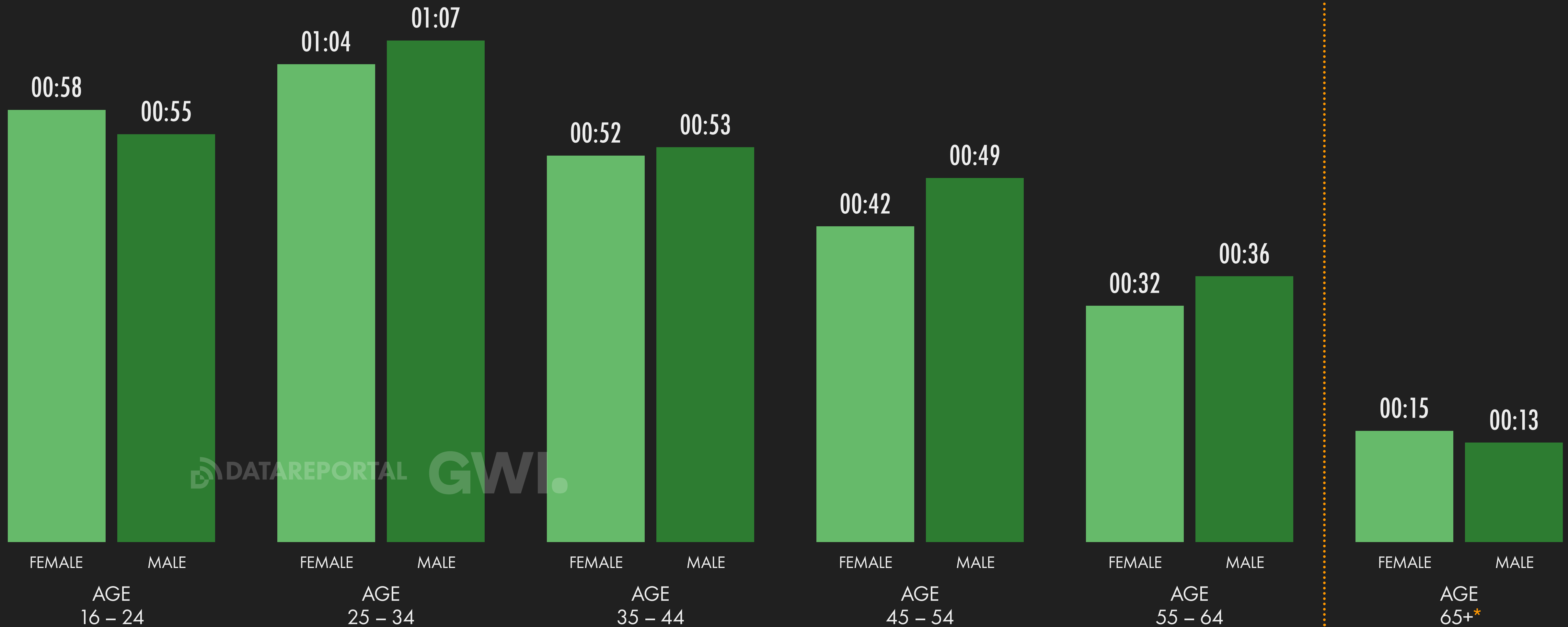
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# TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND LISTENING TO PODCASTS



GLOBAL OVERVIEW



DATAREPORTAL GWI


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# SPOTIFY'S MOST STREAMED PODCASTS OF 2024

RANKING OF THE MOST STREAMED PODCASTS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2024



GLOBAL OVERVIEW

#	PODCAST TITLE
01	THE JOE ROGAN EXPERIENCE
02	CALL HER DADDY
03	HUBERMAN LAB 
04	THIS PAST WEEKEND WITH THEO VON
05	THE DIARY OF A CEO WITH STEVEN BARTLETT
06	SERIAL KILLERS
07	RELATOS DE LA NOCHE
08	CRIME JUNKIE
09	CAFÉ COM DEUS PAI   PODCAST OFICIAL
10	EL PODCAST DE MIRIAM ROJAS ESTAPÉ

#	PODCAST TITLE
11	THE DAILY
12	THE MEL ROBBINS PODCAST
13	SMOSH READS REDDIT STORIES 
14	LEX FRIDMAN PODCAST
15	ROTTEN MANGO VIDEO
16	LA COTORRISA
17	THE TUCKER CARLSON SHOW
18	ANYTHING GOES WITH EMMA CHAMBERLAIN
19	GEMISCHTES HACK
20	ON PURPOSE WITH JAY SHETTY

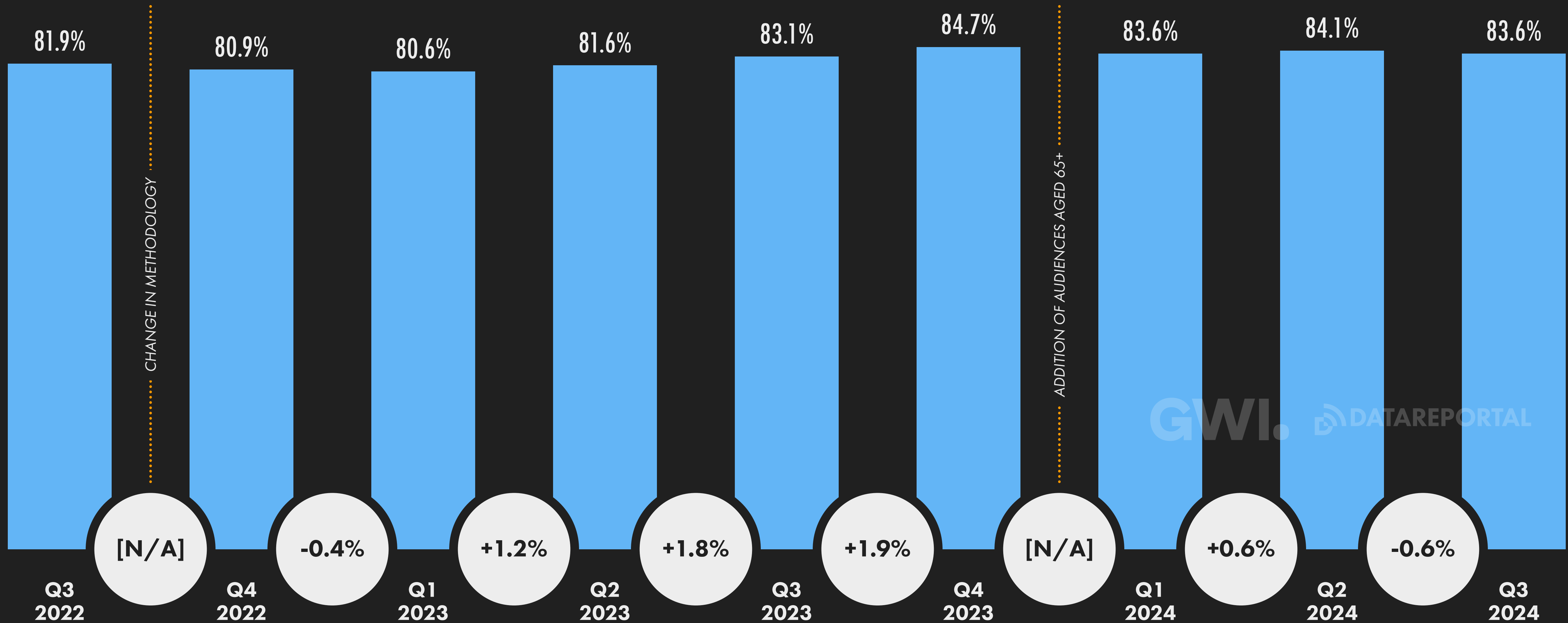


**VIDEO GAMES**

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# PLAYING VIDEO GAMES (QOQ)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON ANY DEVICE



GWI. DATAREPORTAL

SOURCE: GWI (Q3 2024). NOTES: NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.



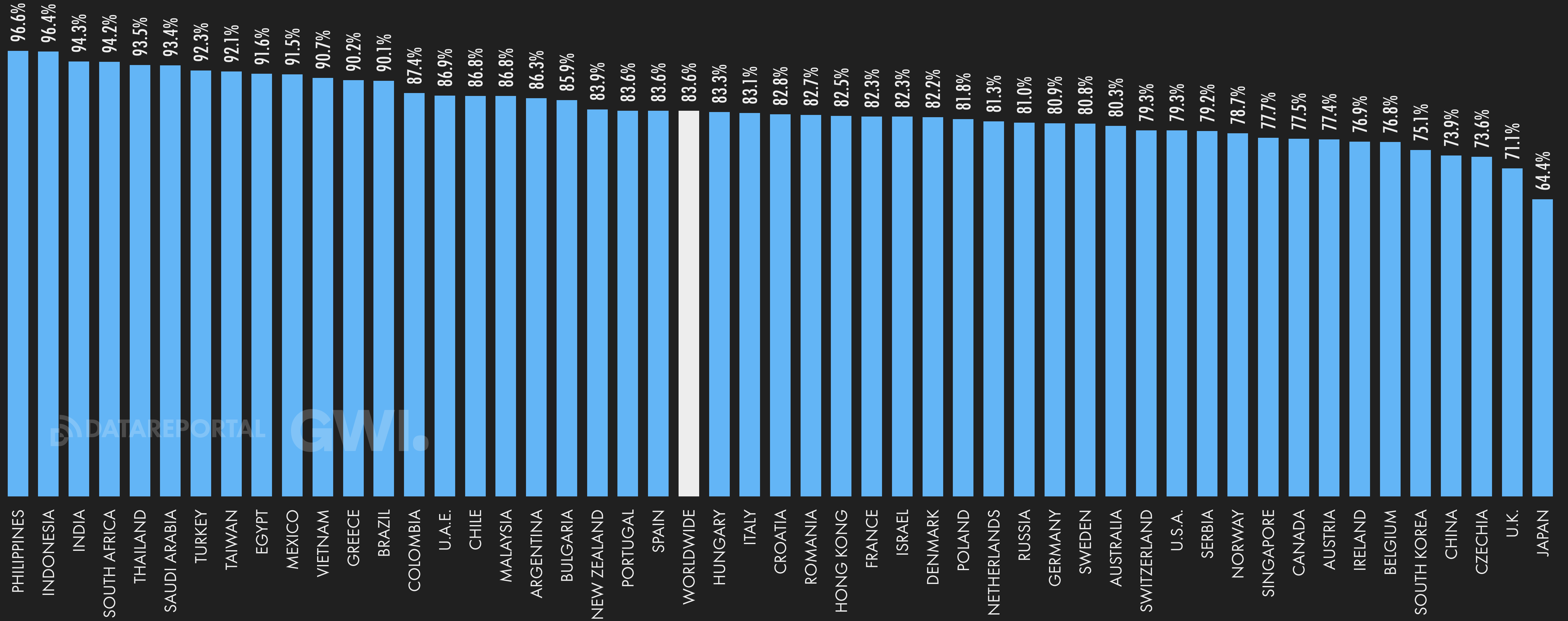
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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON ANY DEVICE



GLOBAL OVERVIEW



DATA REPORTAL GWI.

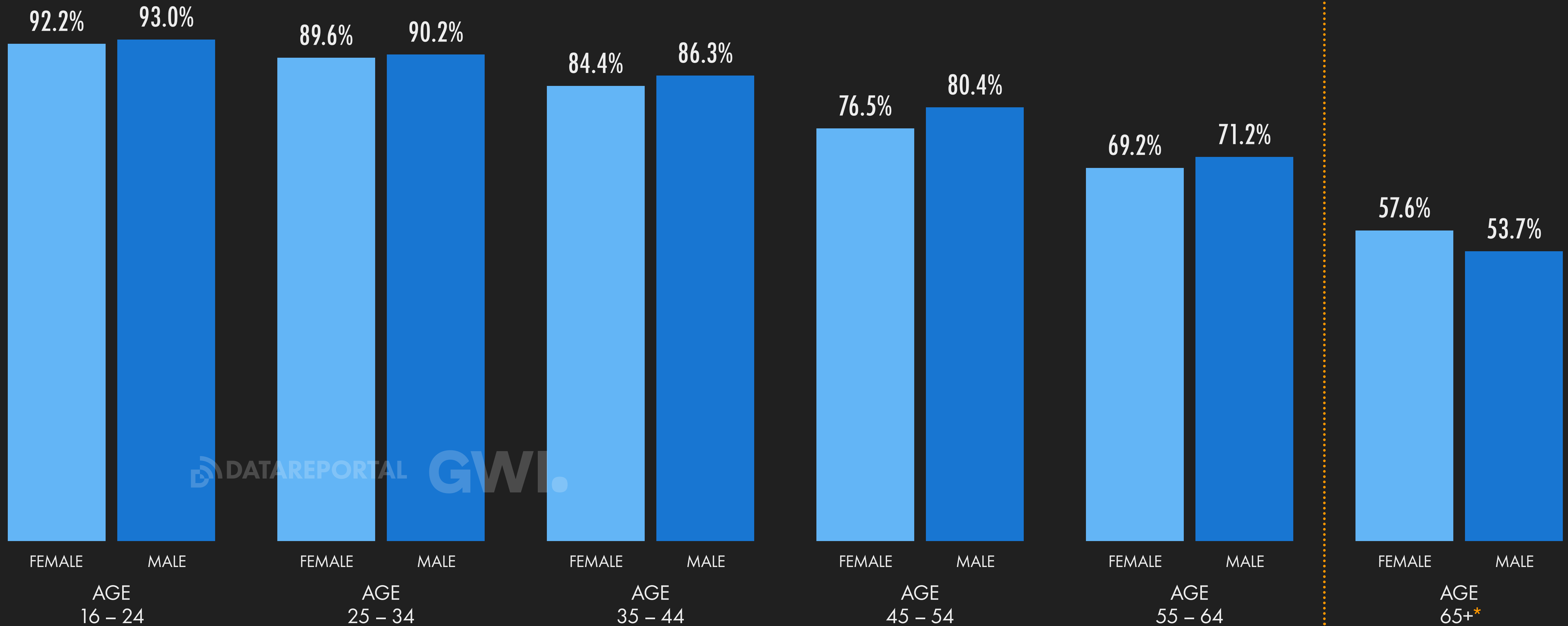
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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



GLOBAL OVERVIEW



DATA REPORTAL GWI

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# DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



GLOBAL OVERVIEW

DATA REPORTAL  
GWI.

SMARTPHONE

67.6%

LAPTOP OR DESKTOP

34.7%

GAMES CONSOLE

23.7%

TABLET

17.6%

10.9% HAND-HELD GAMING DEVICE

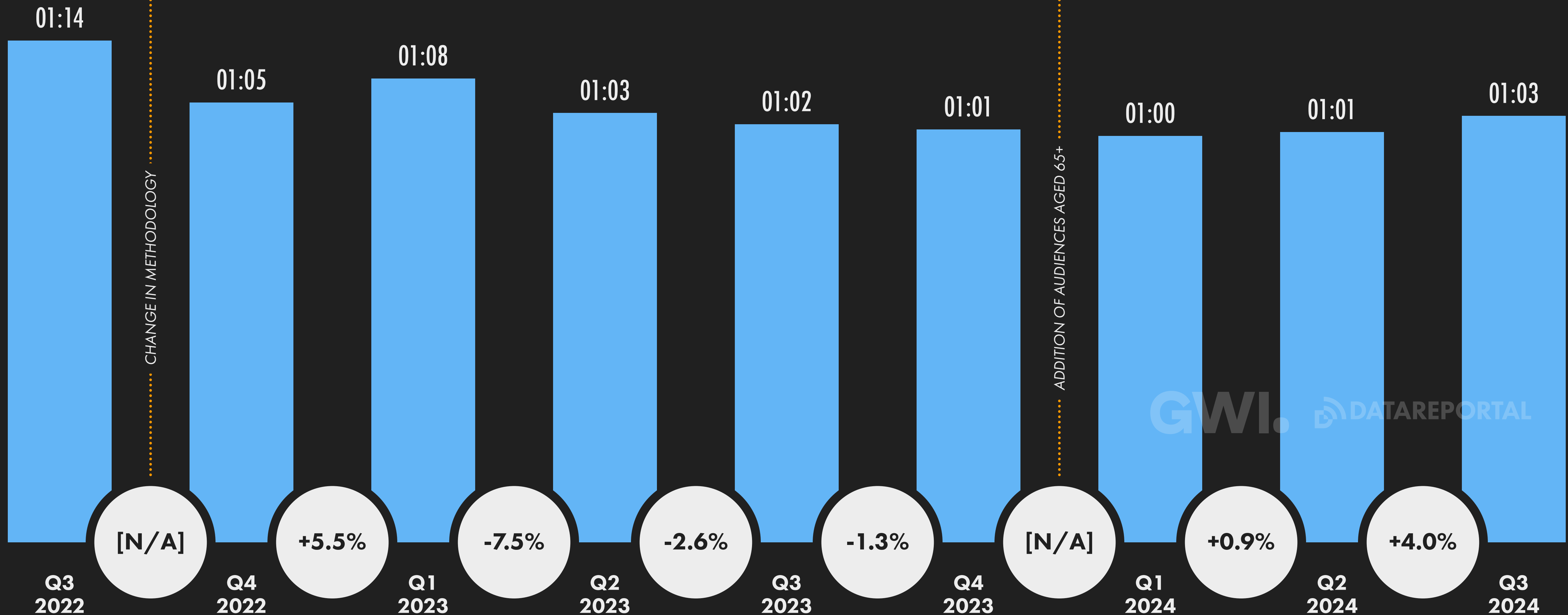
7.7% MEDIA STREAMING DEVICE

6.3% VIRTUAL REALITY HEADSET

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# DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING A GAMES CONSOLE EACH DAY



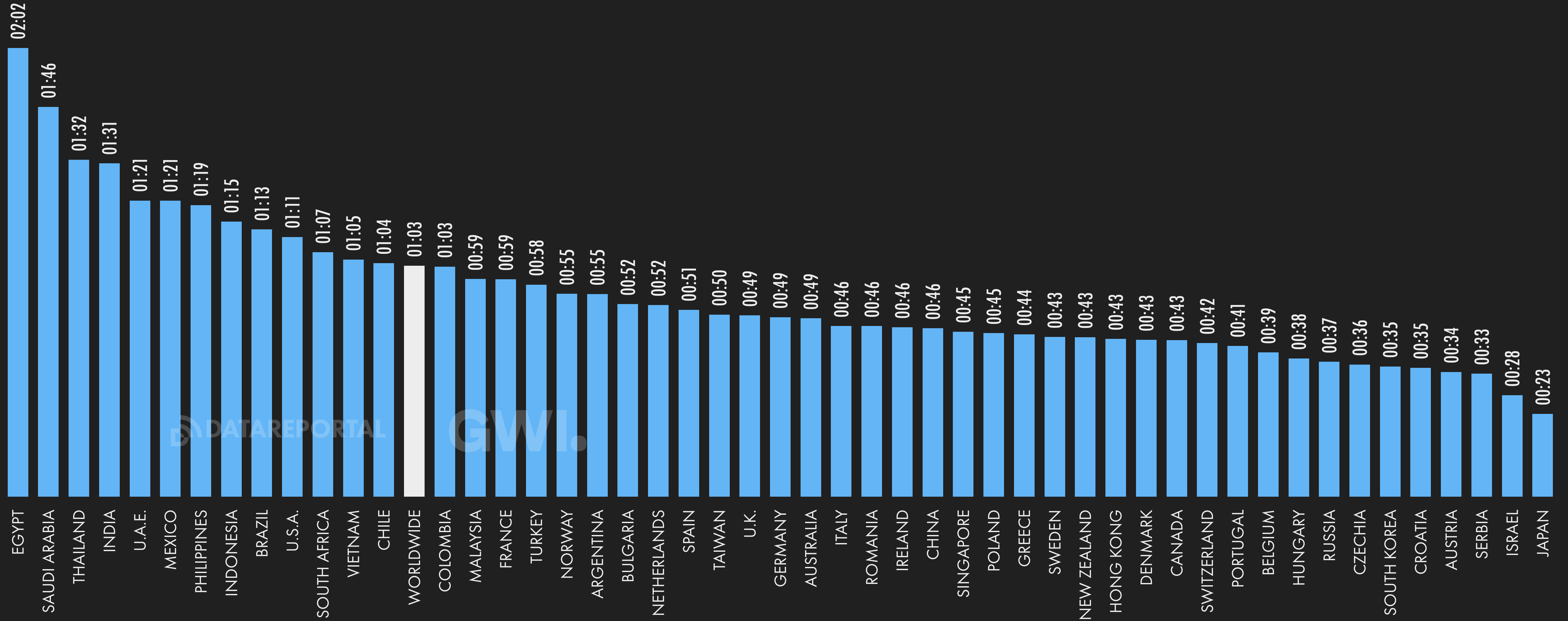
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# DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING A GAMES CONSOLE EACH DAY



GLOBAL OVERVIEW



DATA REPORTAL

GW.

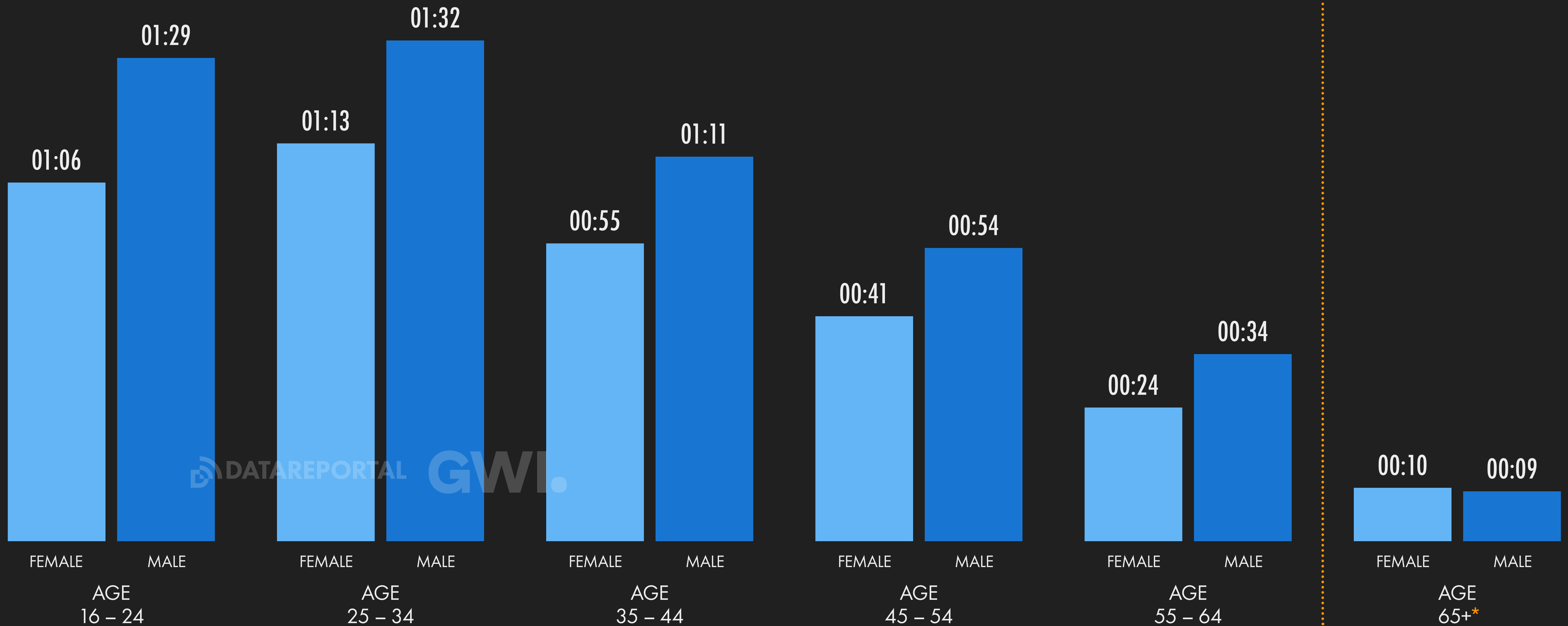
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# DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING A GAMES CONSOLE EACH DAY



GLOBAL OVERVIEW



DATA REPORTAL GWI

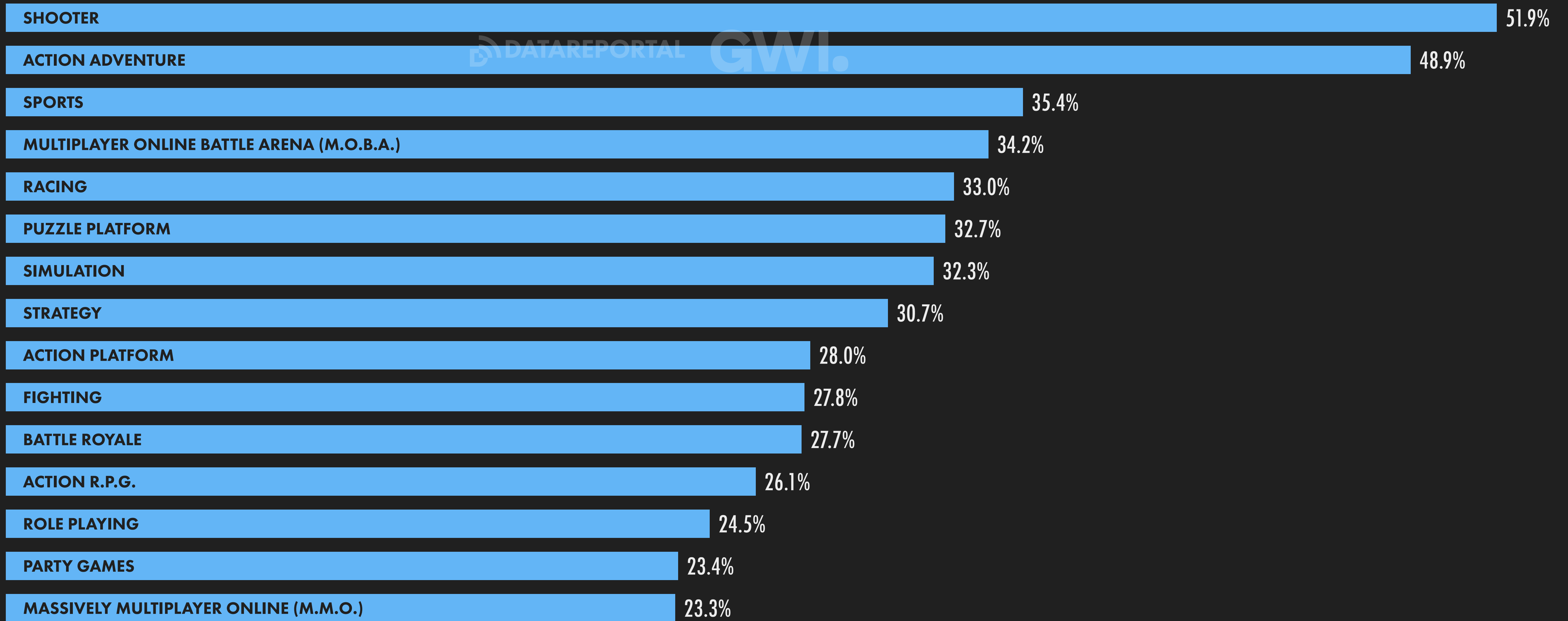
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# MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES EACH MONTH WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



GLOBAL OVERVIEW



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# MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES EACH MONTH WHO ALSO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SHOOTER	63.0%	SHOOTER	59.6%	SHOOTER	53.1%	SHOOTER	41.4%	ACTION ADVENTURE	29.9%	PUZZLE PLATFORM	19.0%
ACTION ADVENTURE	58.9%	ACTION ADVENTURE	54.6%	ACTION ADVENTURE	49.9%	ACTION ADVENTURE	40.5%	SHOOTER	29.1%	FREE-TO-PLAY CASINO	18.7%
M.O.B.A.	40.9%	M.O.B.A.	41.9%	SPORTS	37.7%	PUZZLE PLATFORM	30.5%	PUZZLE PLATFORM	28.0%	ONLINE BOARD GAMES	12.0%
SIMULATION	39.3%	SPORTS	41.0%	RACING	36.0%	SPORTS	30.4%	SPORTS	22.3%	ACTION ADVENTURE	8.5%
SPORTS	38.5%	RACING	37.6%	M.O.B.A.	35.4%	RACING	29.4%	RACING	20.4%	SHOOTER	7.4%
BATTLE ROYALE	37.7%	SIMULATION	37.1%	PUZZLE PLATFORM	35.1%	STRATEGY	26.8%	STRATEGY	19.7%	SPORTS	6.0%
RACING	35.6%	PUZZLE PLATFORM	35.3%	STRATEGY	32.8%	SIMULATION	25.9%	SIMULATION	19.2%	SIMULATION	5.9%
STRATEGY	33.8%	STRATEGY	34.7%	SIMULATION	32.3%	M.O.B.A.	25.2%	ACTION PLATFORM	17.6%	ACTION PLATFORM	5.5%
PUZZLE PLATFORM	32.0%	ACTION PLATFORM	32.3%	ACTION PLATFORM	31.0%	ACTION PLATFORM	24.6%	M.O.B.A.	16.8%	RACING	4.2%
FIGHTING	31.6%	FIGHTING	32.2%	FIGHTING	30.7%	FIGHTING	22.7%	ONLINE BOARD GAMES	16.5%	ROLE PLAYING	4.2%

GWI.

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# TOP MOBILE GAMES

RANKINGS OF **MOBILE GAMES** BY VARIOUS METRICS, BASED ON ACTIVITY BETWEEN **01 SEPTEMBER 2024** AND **30 NOVEMBER 2024**



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX <i>ROBLOX</i>	ROBLOX <i>ROBLOX</i>	FREE FIRE <i>GARENA ONLINE</i>	LAST WAR: SURVIVAL GAME <i>ONEFUN</i>
02	FREE FIRE <i>GARENA ONLINE</i>	FREE FIRE <i>GARENA ONLINE</i>	BLOCK BLAST ADVENTURE MASTER <i>HUNGRY STUDIO</i>	ROYAL MATCH <i>DREAM GAMES</i>
03	BRAWL STARS <i>SUPERCELL</i>	MOBILE LEGENDS: BANG BANG <i>MOONTON</i>	MY SUPERSTORE SIMULATOR <i>PLAYSPARE</i>	ROBLOX <i>ROBLOX</i>
04	CANDY CRUSH SAGA <i>KING</i>	BRAWL STARS <i>SUPERCELL</i>	ROBLOX <i>ROBLOX</i>	WHITEOUT SURVIVAL <i>CENTURY GAMES</i>
05	SUBWAY SURFERS <i>SYBO</i>	CANDY CRUSH SAGA <i>KING</i>	SUBWAY SURFERS <i>SYBO</i>	CANDY CRUSH SAGA <i>KING</i>
06	MINECRAFT POCKET EDITION <i>MOJANG</i>	MINECRAFT POCKET EDITION <i>MOJANG</i>	MINI GAMES: CALM & RELAX <i>ONESOFT</i>	MONOPOLY GO! <i>SCOPELY</i>
07	MOBILE LEGENDS: BANG BANG <i>MOONTON</i>	PUBG MOBILE <i>TENCENT</i>	OFFLINE GAMES - NO WIFI GAMES <i>JINDOBLU</i>	BRAWL STARS <i>SUPERCELL</i>
08	BLOCK BLAST ADVENTURE MASTER <i>HUNGRY STUDIO</i>	BATTLEGROUNDS MOBILE INDIA <i>KRAFTON</i>	PIZZA READY <i>SUPERCENT</i>	COIN MASTER <i>MOON ACTIVE</i>
09	LUDO KING <i>GAMETION</i>	EA SPORTS FC™ MOBILE 24 SOCCER <i>ELECTRONIC ARTS</i>	LUDO KING <i>GAMETION</i>	HONOR OF KINGS <i>TENCENT</i>
10	GEOMETRY DASH <i>ROBTOP</i>	ROYAL MATCH <i>DREAM GAMES</i>	POKÉMON TCG POCKET <i>POKEMON</i>	POKÉMON TCG POCKET <i>POKEMON</i>

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.

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# BREAKOUT MOBILE GAMES

RANKING OF MOBILE GAMES WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	BLOCK BLAST ADVENTURE MASTER HUNGRY STUDIO	BLOCK BLAST ADVENTURE MASTER HUNGRY STUDIO	MINI GAMES: CALM & RELAX ONESOFT	POKÉMON TCG POCKET POKEMON
02	POKÉMON TCG POCKET POKEMON	VITA MAHJONG VITA STUDIO.	MY SUPERSTORE SIMULATOR PLAYSPARE	LAST WAR: SURVIVAL GAME ONEFUN
03	MY SUPERSTORE SIMULATOR PLAYSPARE	POKÉMON TCG POCKET POKEMON	POKÉMON TCG POCKET POKEMON	WHITEOUT SURVIVAL CENTURY GAMES
04	MINI GAMES: CALM & RELAX ONESOFT	GENSHIN IMPACT MIHOYO	PERFECT TIDY ONESOFT	ROYAL MATCH DREAM GAMES
05	HORROR SPRANKY BEATS YOB	THE BATTLE CATS PONOS	TIK TAP CHALLENGE XGAME	CAPYBARA GO! HABBY
06	呪術廻戦 ファントムパレード SUMZAP	PLANTS VS. ZOMBIES 2 ELECTRONIC ARTS	BUS OUT DINO STUDIO	HONOR OF KINGS TENCENT
07	PERFECT TIDY ONESOFT	PLANTS VS. ZOMBIES ELECTRONIC ARTS	呪術廻戦 ファントムパレード SUMZAP	GOSSIP HARBOR MICROFUN
08	PLANTS VS. ZOMBIES ELECTRONIC ARTS	MY SUPERSTORE SIMULATOR PLAYSPARE	SATISROOM: PERFECTLY ORGANIZE ONESOFT	GAME FOR PEACE TENCENT
09	PLANTS VS. ZOMBIES 2 ELECTRONIC ARTS	EFOOTBALL 2024 KONAMI	BUS FRENZY : STATION SHUFFLE CRAZY LABS	CANDY CRUSH SAGA KING
10	THE SUPERHERO LEAGUE 2 LION STUDIOS	ROBLOX - VNG VNG	SHAWARMA LEGEND PATATES GAMES	TOWNSHIP PLAYRIX



**SOCIAL MEDIA USE**

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# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USER IDENTITIES



**5.24**  
BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+0.5%**  
**+24 MILLION**

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+4.1%**  
**+206 MILLION**

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



**2H 21M**  
**YOY: -1.3% (-2 MINS)**

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



**6.8**  
**YOY: +2.3% (+0.2)**

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



**63.9%**

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



**86.6%**

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



**94.2%**

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



**45.4%**

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



**54.6%**

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

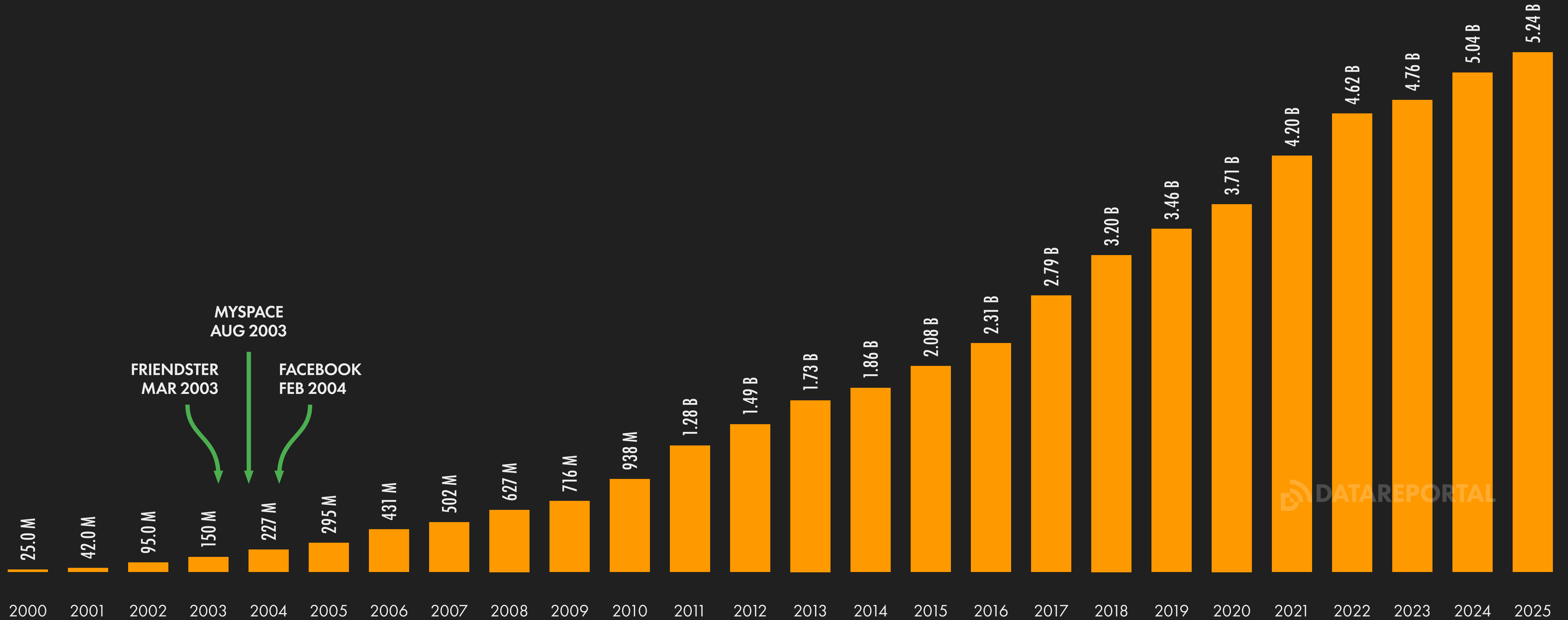
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# SOCIAL MEDIA TIMELINE: USER IDENTITIES

NUMBER OF SOCIAL MEDIA USER IDENTITIES OVER TIME



GLOBAL OVERVIEW



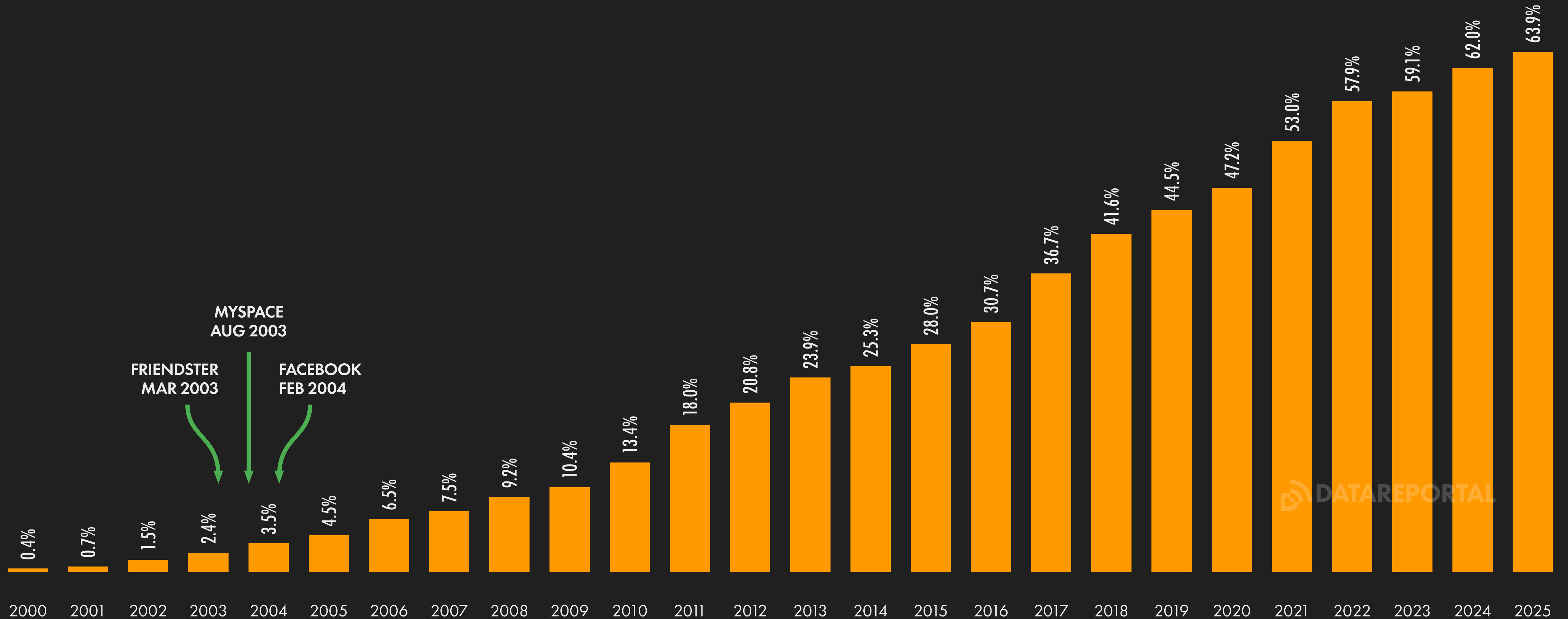
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# SOCIAL MEDIA TIMELINE: ADOPTION

NUMBER OF SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL GLOBAL POPULATION



GLOBAL OVERVIEW

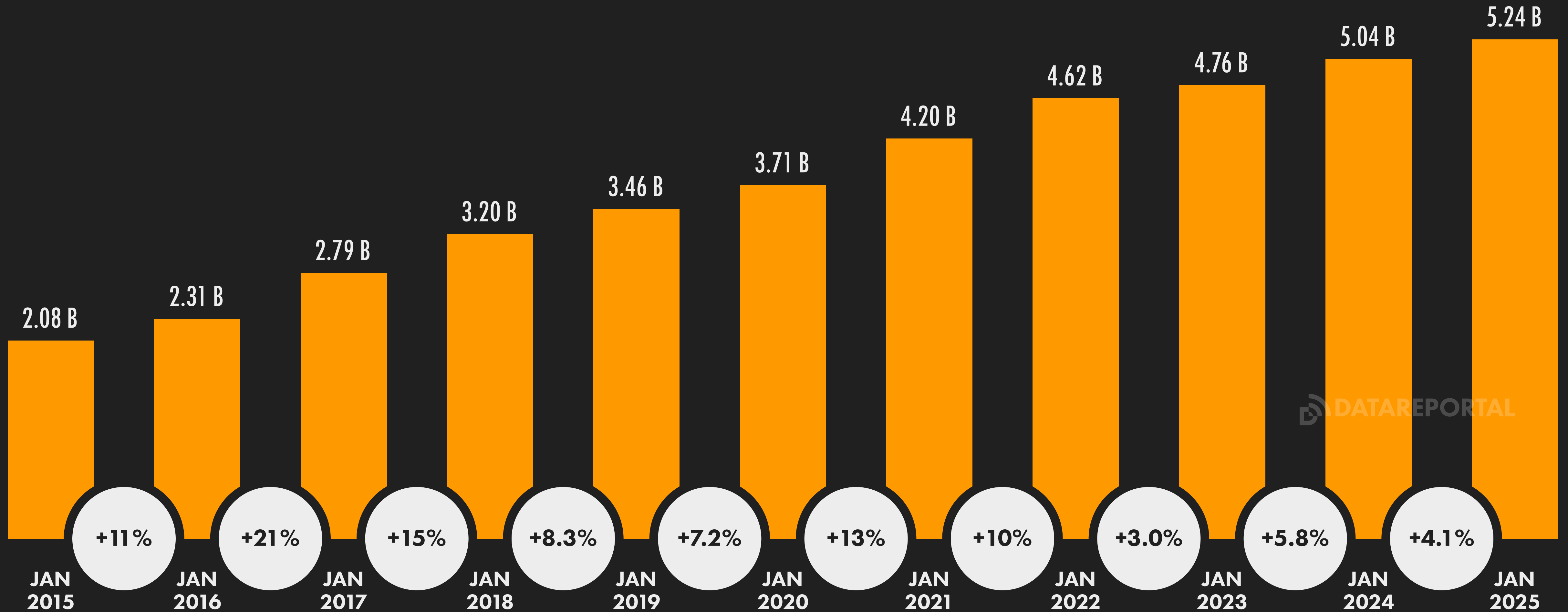


**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR.  
**NOTES:** BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY AT THE START OF EACH YEAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO VALUES DO NOT REPRESENT SOCIAL MEDIA "PENETRATION". **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA USE OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND ANNUAL RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR.  
**NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

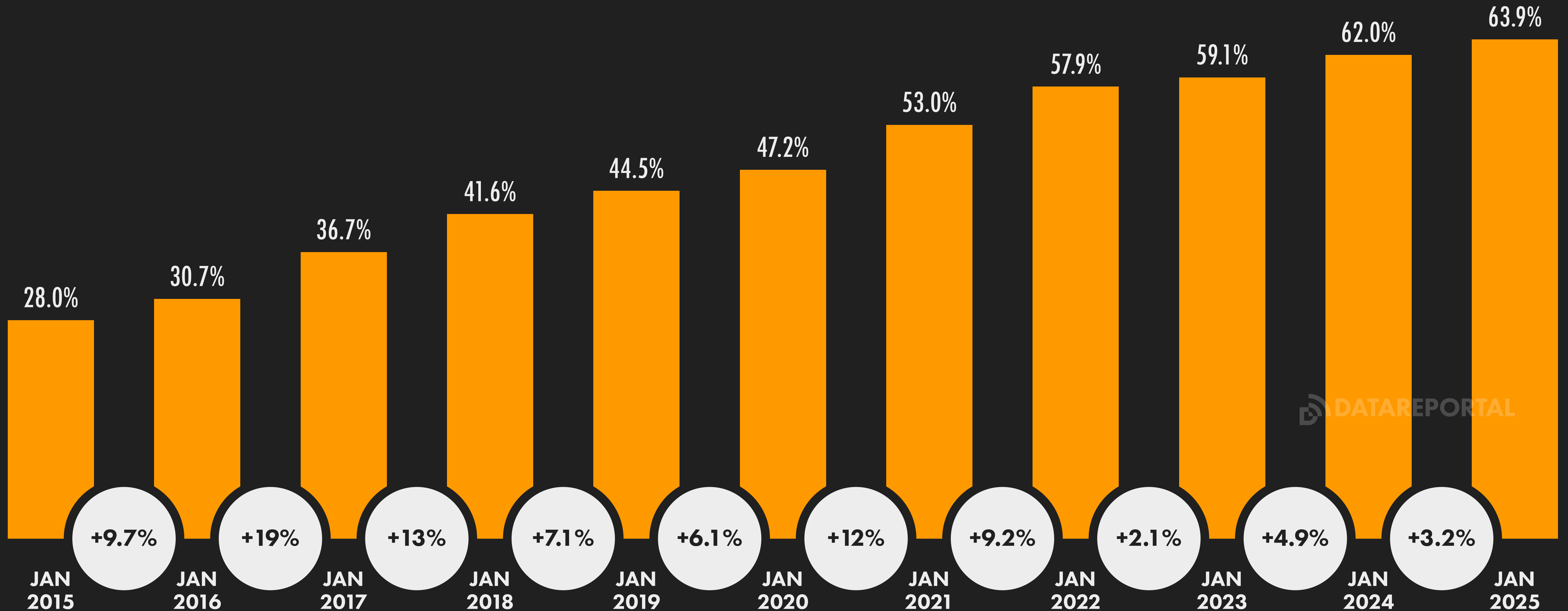
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# SOCIAL MEDIA ADOPTION RATE OVER TIME (YOY)

NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES COMPARED WITH TOTAL POPULATION (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



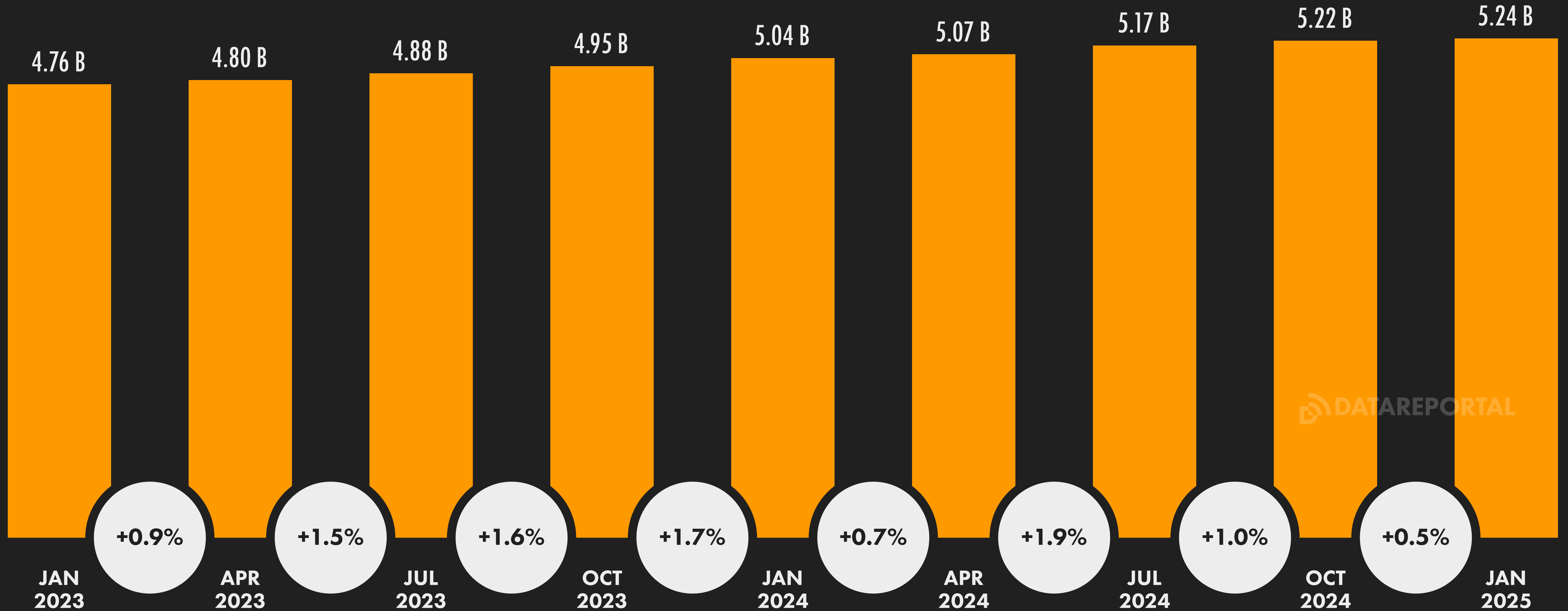
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# SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

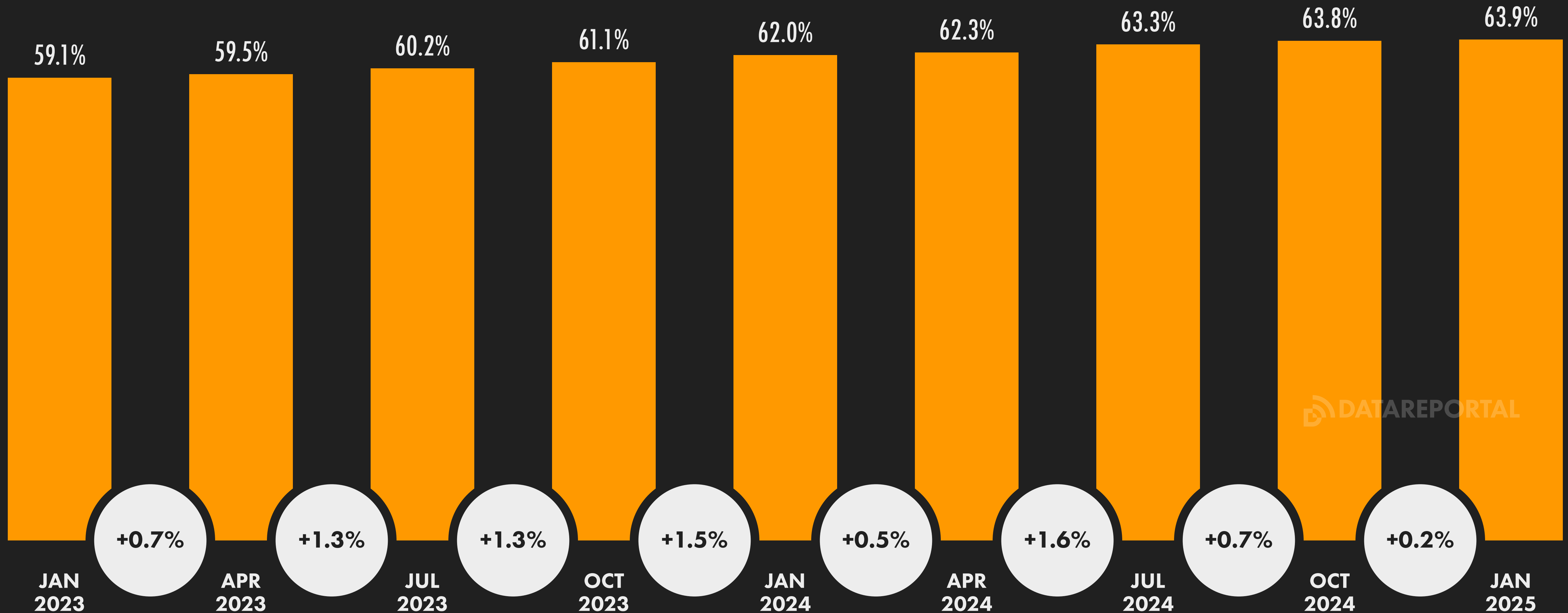
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# SOCIAL MEDIA ADOPTION RATE OVER TIME (QOQ)

NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES COMPARED WITH TOTAL POPULATION (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

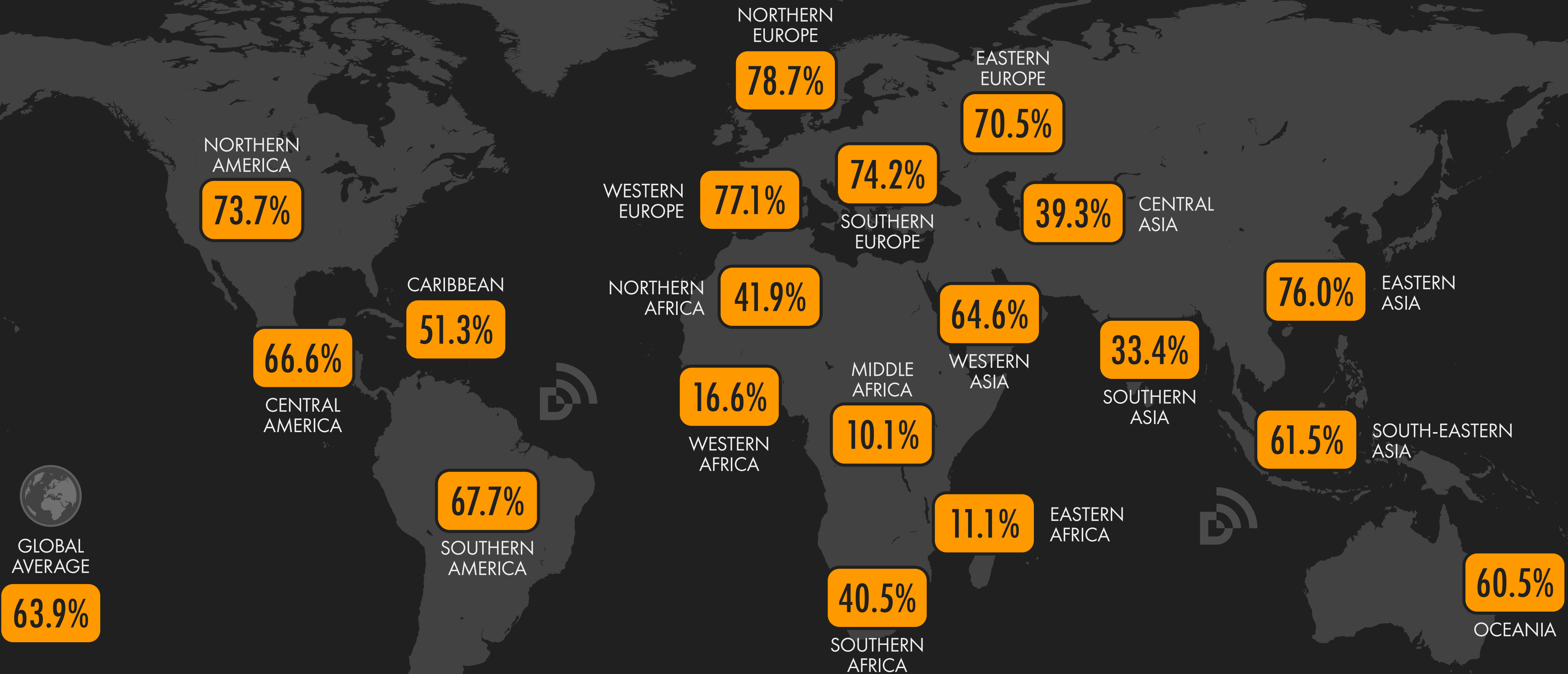


DATA REPORTAL

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# SOCIAL MEDIA USE vs. TOTAL POPULATION

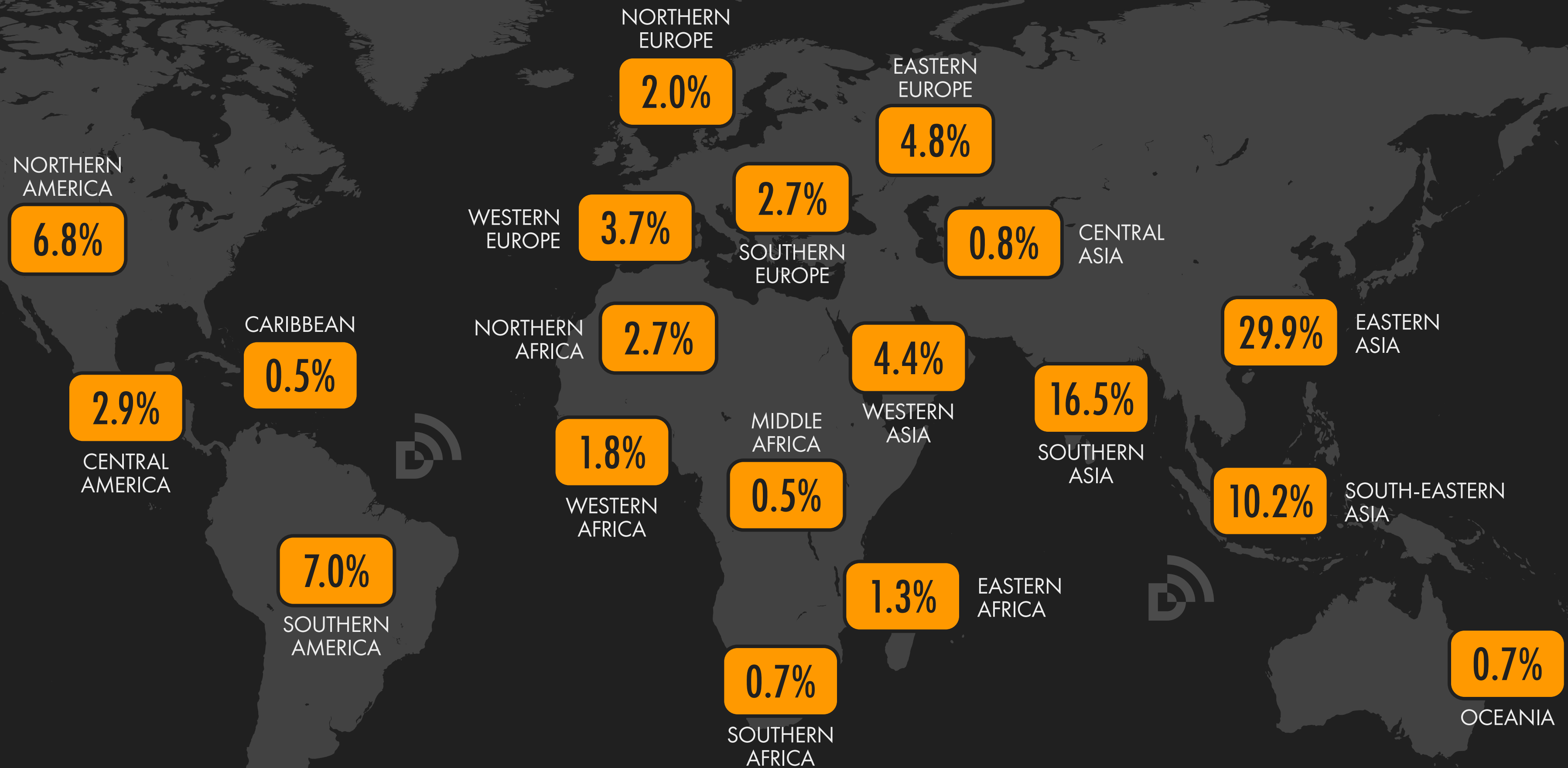
SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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# SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES



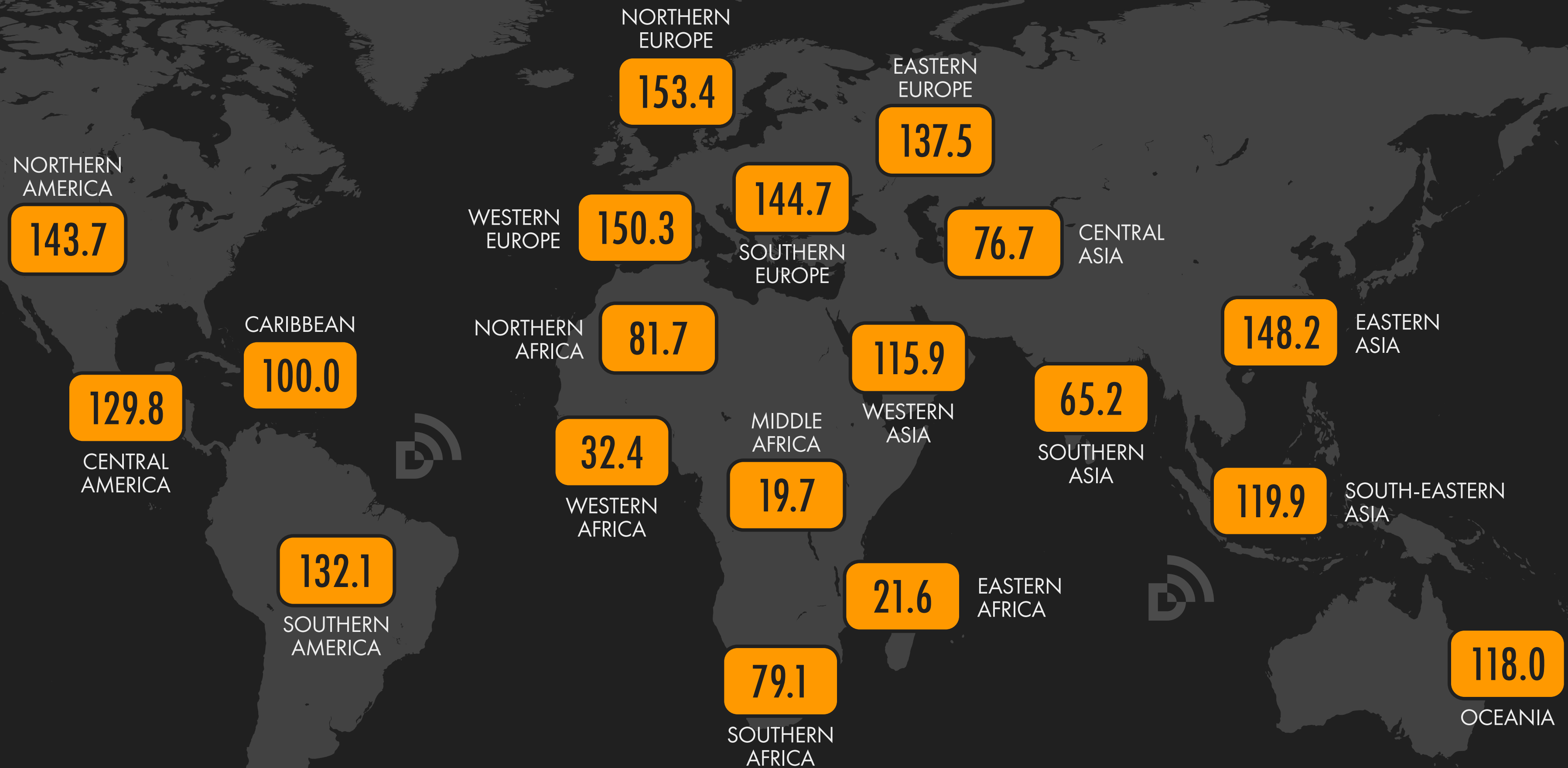
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# INDEXED SHARE OF SOCIAL MEDIA USER IDENTITIES

EACH REGION'S SHARE OF TOTAL SOCIAL MEDIA USER IDENTITIES COMPARED WITH ITS SHARE OF THE GLOBAL POPULATION



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **GUIDANCE:** A VALUE OF 100 MEANS THAT THE SHARE OF TOTAL USERS EQUALS THE SHARE OF GLOBAL POPULATION. A VALUE **BELOW** 100 MEANS THAT THE SHARE OF TOTAL USERS IS BELOW THE SHARE OF GLOBAL POPULATION. A VALUE **ABOVE** 100 MEANS THE SHARE OF TOTAL USERS IS ABOVE THE SHARE OF GLOBAL POPULATION. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USER IDENTITIES



FEMALE GLOBAL AVERAGE: 45.4%  
 MALE GLOBAL AVERAGE: 54.6%

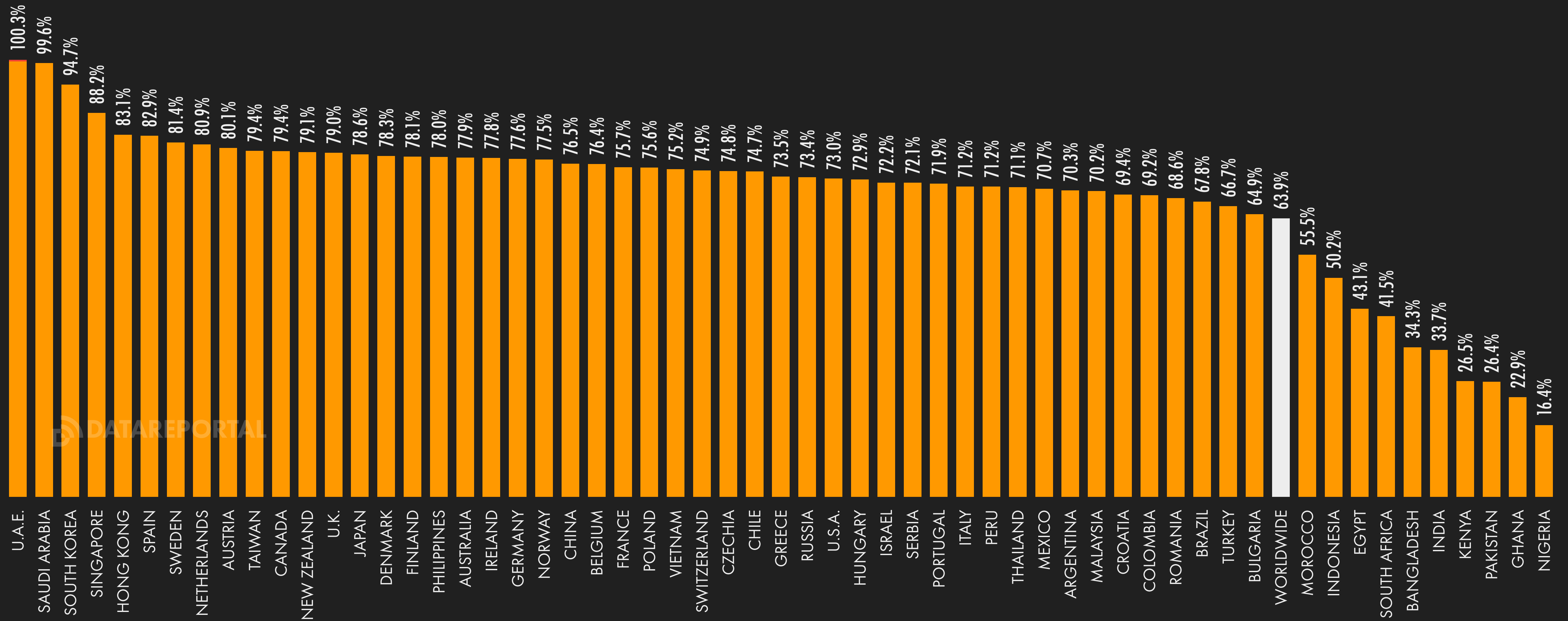
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# SOCIAL MEDIA USE vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA USE vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST OVERALL LEVELS OF SOCIAL MEDIA USE



GLOBAL OVERVIEW

## HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
01	UNITED ARAB EMIRATES	100.3%*	11,252,500
02	SAUDI ARABIA	99.6%	34,116,500
03	SOUTH KOREA	94.7%	48,933,000
04	SINGAPORE	88.2%	5,160,000
05	LIBYA	86.3%	6,400,000
06	PALAU	85.1%	15,100
07	QATAR	84.0%	2,591,500
08	HONG KONG	83.1%	6,150,000
09	SPAIN	82.9%	39,700,000
10	SWEDEN	81.4%	8,650,000

## LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
230	NORTH KOREA <sup>1</sup>	<1%	[BLOCKED]
229	ERITREA	0.4%	14,300
228	NIGER	2.4%	669,200
227	TURKMENISTAN	3.2%	242,000
226	CENTRAL AFRICAN REPUBLIC	3.4%	182,200
225	UGANDA	4.7%	2,400,000
224	ETHIOPIA	6.2%	8,300,000
223	DEM. REP. OF THE CONGO	6.6%	7,350,000
222	SOUTH SUDAN	7.2%	867,800
221	SUDAN	7.2%	3,678,500

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS CANNOT ACCESS SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).



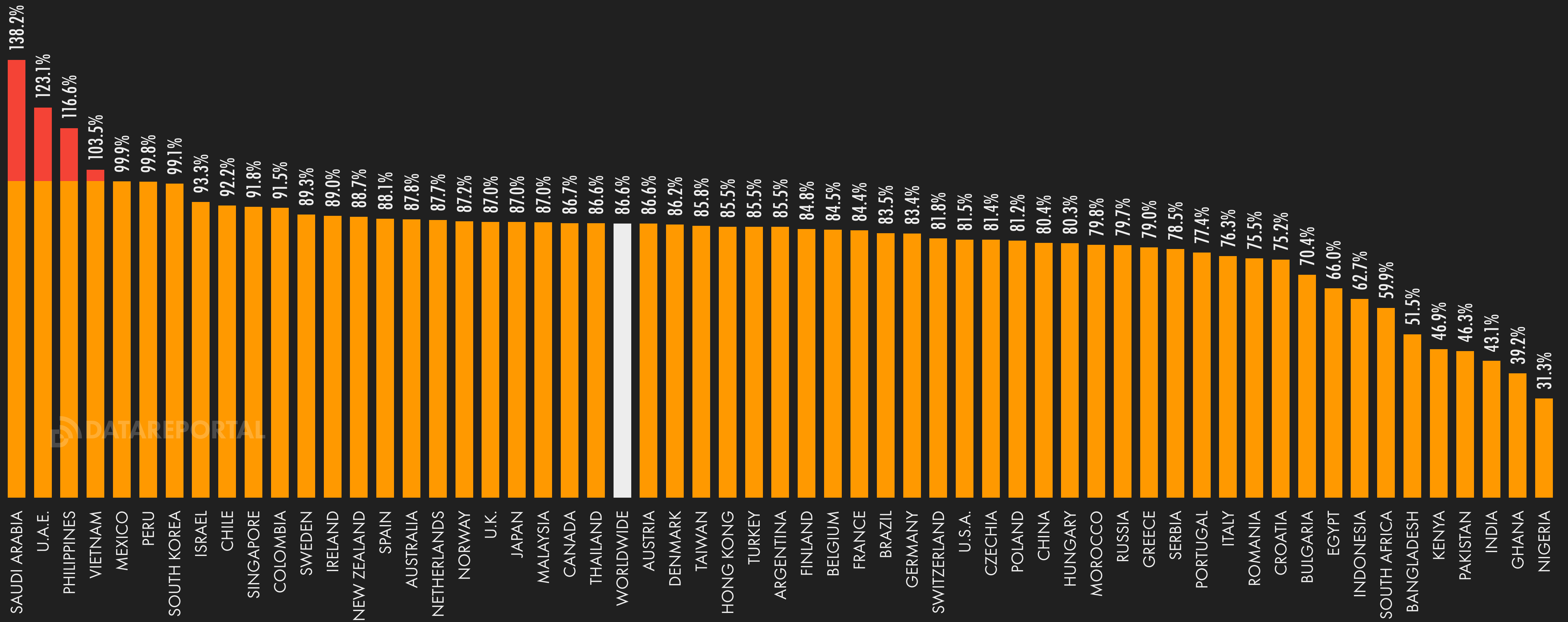
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# SOCIAL MEDIA USE vs. POPULATION AGE 18+

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF POPULATION AGE 18+ (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA USE vs. POPULATION: AGE 18+

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE AMONGST ADULTS AGE 18+



GLOBAL OVERVIEW

## HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	HIGHEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
01	SAUDI ARABIA	138.2%*	34,116,500
02	IRAQ	128.3%*	34,324,000
03	LIBYA	127.6%*	6,400,000
04	UNITED ARAB EMIRATES	123.1%*	11,252,500
05	MONGOLIA	118.1%*	2,600,000
06	PHILIPPINES	116.6%*	90,750,000
07	KAZAKHSTAN	115.1%*	15,678,500
08	CAMBODIA	111.6%*	12,850,000
09	TONGA	110.2%*	66,600
10	PALAU	109.2%*	15,100

## LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	LOWEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
226	NORTH KOREA <sup>1</sup>	<1%	[BLOCKED]
225	ERITREA	0.7%	14,100
224	TURKMENISTAN	4.8%	231,200
223	NIGER	5.2%	667,600
222	CENTRAL AFRICAN REPUBLIC	7.7%	182,200
221	UGANDA	9.5%	2,400,000
220	ETHIOPIA	11.4%	8,300,000
219	SOUTH SUDAN	13.3%	867,200
218	SUDAN	13.6%	3,678,500
217	EQUATORIAL GUINEA	13.7%	149,500

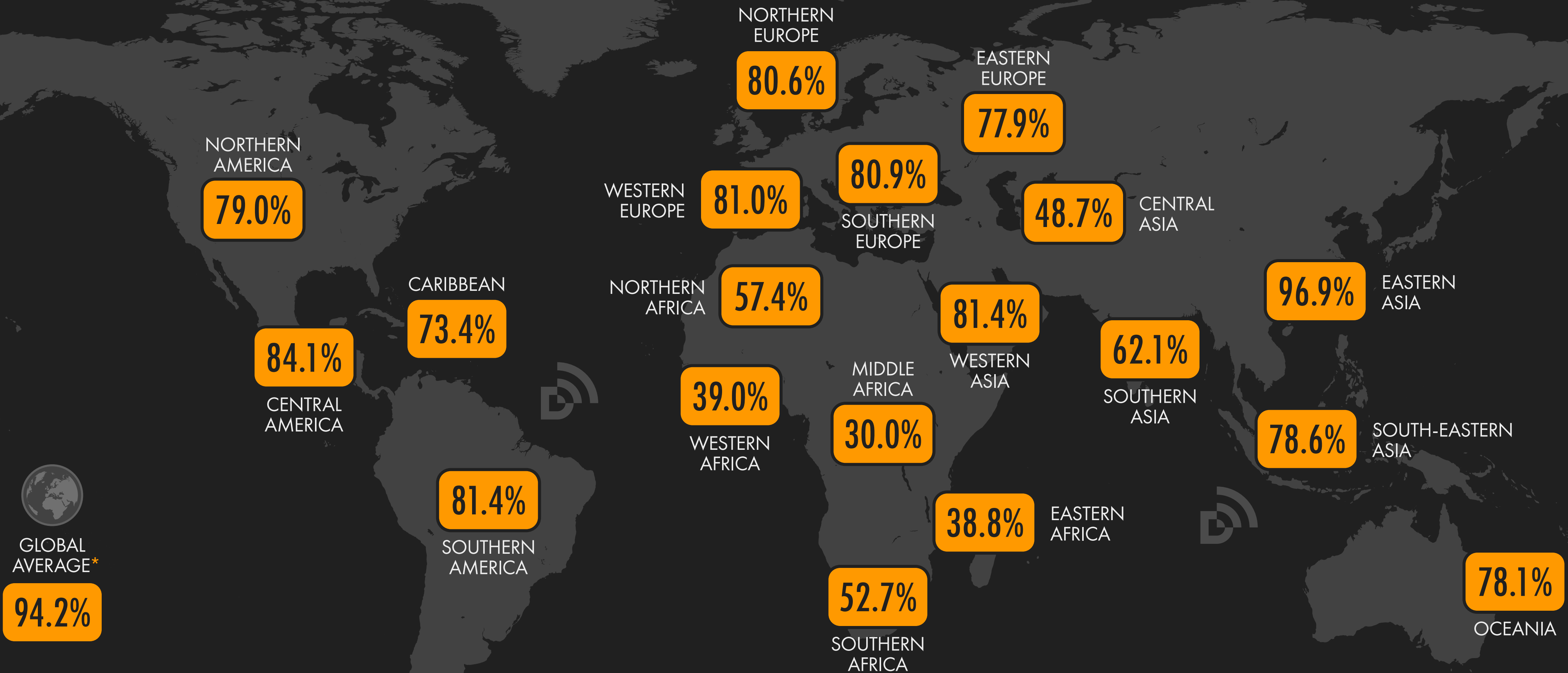
**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES. **ADVISORY:** (\*) FIGURE FOR "WORLDWIDE" REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO MAY NOT BE DIRECTLY COMPARABLE. SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES, SO COMPARISONS WILL NOT CORRELATE. SEE [NOTES ON DATA](#).

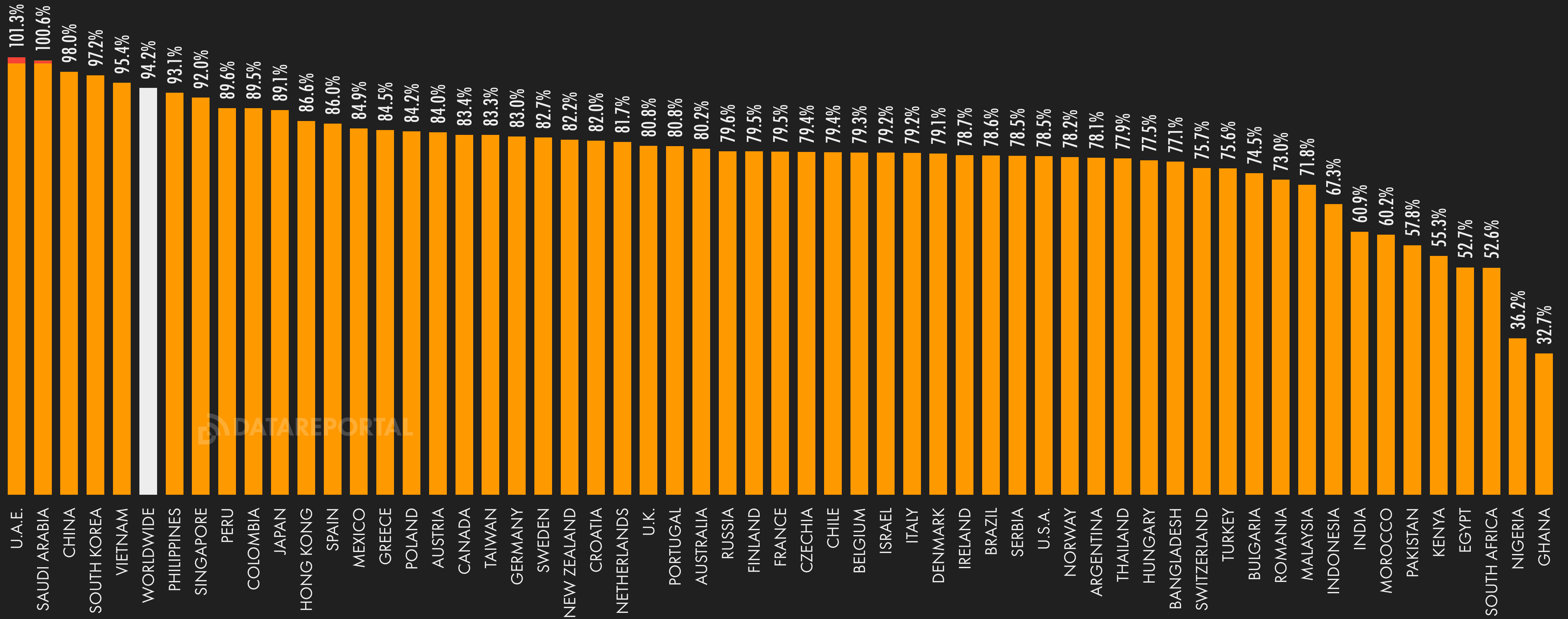
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# SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; EUROSTAT; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** FIGURE FOR "WORLDWIDE" REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO MAY NOT BE DIRECTLY COMPARABLE. SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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# SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE COMPARED WITH REPORTED INTERNET ADOPTION



## HIGHEST RATES OF SOCIAL MEDIA USE vs. INTERNET ADOPTION

#	HIGHEST ADOPTION	vs. INTERNET	vs. POPULATION
01	AMERICAN SAMOA	169.9%*	63.3%
02	PALAU	147.9%*	85.1%
03	COOK ISLANDS	130.4%*	70.4%
04	TURKS & CAICOS IS.	129.5%*	73.7%
05	BONAIRE, ST. EUSTATIUS & SABA	124.4%*	65.3%
06	TIMOR-LESTE	121.1%*	41.8%
07	CAMBODIA	119.3%*	72.4%
08	NORTHERN MARIANA IS.	117.6%*	70.2%
09	ST. BARTHÉLEMY	112.8%*	50.7%
10	TONGA	109.5%*	64.1%

## LOWEST RATES OF SOCIAL MEDIA USE vs. INTERNET ADOPTION

#	LOWEST ADOPTION	vs. INTERNET	vs. POPULATION
229	ERITREA	2.0%	0.4%
228	TURKMENISTAN	9.2%	3.2%
227	NIGER	10.5%	2.4%
226	EQUATORIAL GUINEA	12.9%	7.8%
225	UGANDA	16.9%	4.7%
224	DEM. REP. OF THE CONGO	21.6%	6.6%
223	CENTRAL AFRICAN REPUBLIC	21.7%	3.4%
222	SUDAN	25.2%	7.2%
221	MALI	25.2%	8.9%
220	TOGO	26.2%	9.7%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND STATEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; LOCAL GOVERNMENT AUTHORITIES **NOTES:** SOCIAL MEDIA ADOPTION RATE BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. **ADVISORY:** USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) COMPARISONS WITH INTERNET ADOPTION AND POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE SOCIAL MEDIA ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

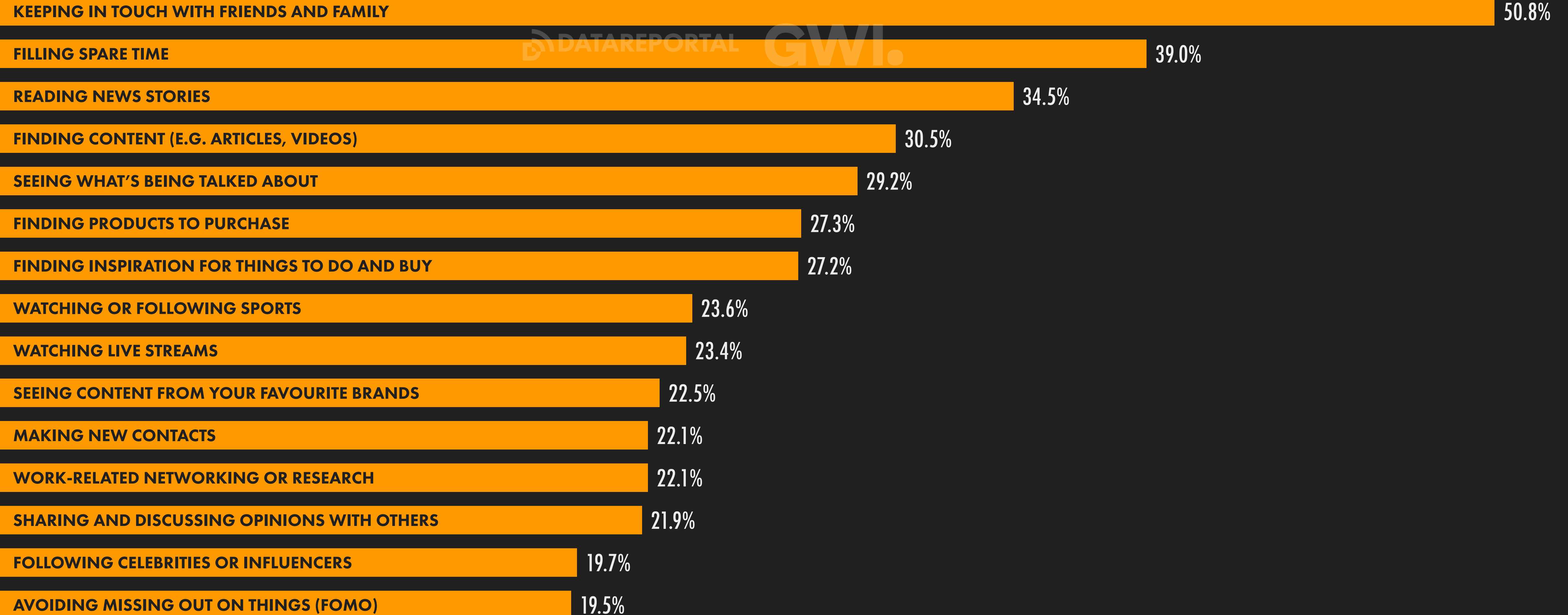
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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



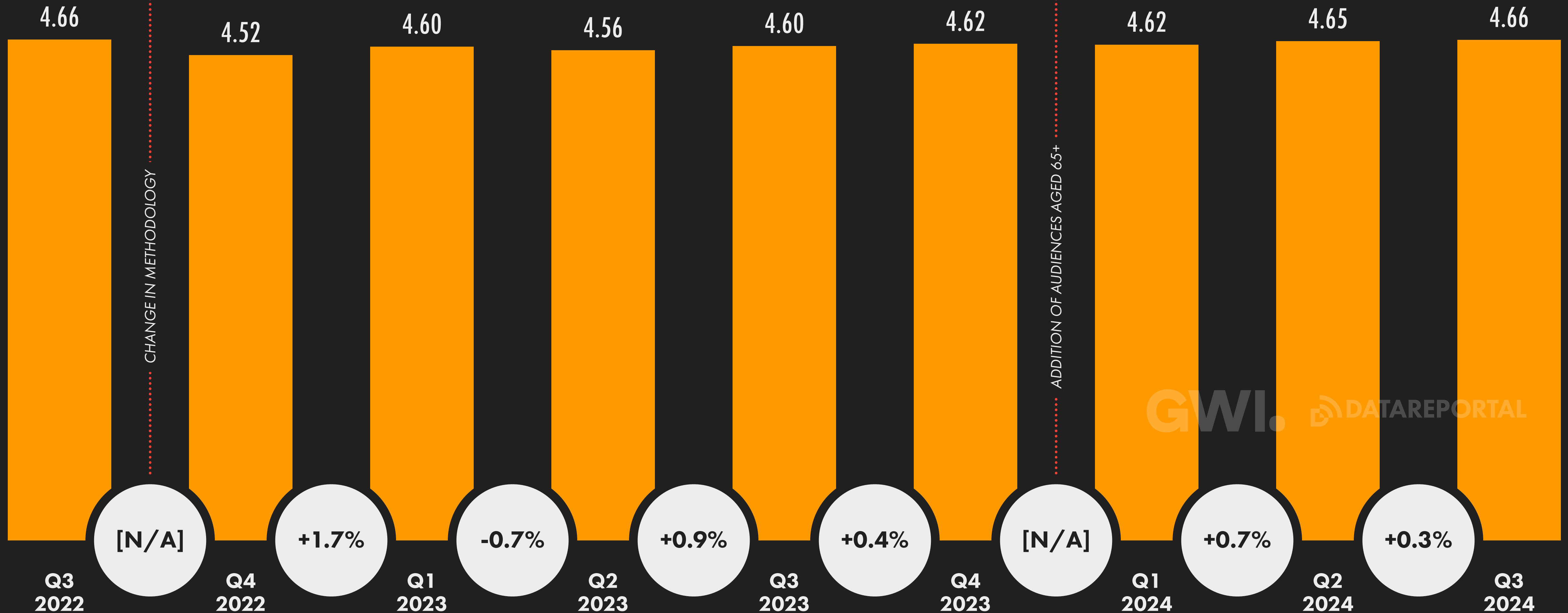
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# NUMBER OF REASONS FOR USING SOCIAL MEDIA

AVERAGE NUMBER OF REASONS CITED BY SOCIAL MEDIA USERS AGED 16+ AS PRIMARY MOTIVATIONS FOR USING SOCIAL MEDIA PLATFORMS



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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
FRIENDS & FAMILY 48.3%	FRIENDS & FAMILY 48.1%	FRIENDS & FAMILY 50.8%	FRIENDS & FAMILY 53.1%	FRIENDS & FAMILY 56.2%	FRIENDS & FAMILY 58.1%
FILL UP SPARE TIME 44.3%	FILL UP SPARE TIME 39.5%	FILL UP SPARE TIME 37.9%	READ NEWS STORIES 38.2%	READ NEWS STORIES 40.6%	READ NEWS STORIES 27.1%
FIND CONTENT (E.G. VIDEOS) 33.9%	READ NEWS STORIES 33.2%	READ NEWS STORIES 36.4%	FILL UP SPARE TIME 37.0%	FILL UP SPARE TIME 35.8%	FILL UP SPARE TIME 25.8%
SEE TRENDING TOPICS 32.2%	FIND CONTENT (E.G. VIDEOS) 31.7%	FIND CONTENT (E.G. VIDEOS) 30.8%	FIND CONTENT (E.G. VIDEOS) 29.4%	FIND PRODUCTS TO BUY 26.7%	FIND CONTENT (E.G. VIDEOS) 14.0%
READ NEWS STORIES 29.1%	SEE TRENDING TOPICS 30.9%	SEE TRENDING TOPICS 30.3%	FIND PRODUCTS TO BUY 28.7%	FIND CONTENT (E.G. VIDEOS) 26.1%	SEE TRENDING TOPICS 14.0%
IDEAS: THINGS TO DO & BUY 28.6%	IDEAS: THINGS TO DO & BUY 28.2%	FIND PRODUCTS TO BUY 29.4%	SEE TRENDING TOPICS 27.2%	IDEAS: THINGS TO DO & BUY 24.4%	FIND LIKE-MINDED PEOPLE 13.5%
FIND PRODUCTS TO BUY 26.1%	FIND PRODUCTS TO BUY 27.7%	IDEAS: THINGS TO DO & BUY 28.2%	IDEAS: THINGS TO DO & BUY 26.8%	SEE TRENDING TOPICS 24.3%	IDEAS: THINGS TO DO & BUY 12.9%
WATCH OR FOLLOW SPORTS 24.9%	WATCH LIVE STREAMS 25.3%	WATCH LIVE STREAMS 25.6%	ACTIVITIES FOR WORK 22.9%	SHARE & DISCUSS OPINIONS 21.9%	FIND PRODUCTS TO BUY 12.9%
AVOID MISSING OUT 24.7%	WATCH OR FOLLOW SPORTS 25.2%	ACTIVITIES FOR WORK 25.6%	WATCH OR FOLLOW SPORTS 22.7%	WATCH OR FOLLOW SPORTS 20.1%	SHARE & DISCUSS OPINIONS 12.1%
INFLUENCERS & CELEBRITIES 24.3%	SEE CONTENT FROM BRANDS 24.2%	WATCH OR FOLLOW SPORTS 24.7%	WATCH LIVE STREAMS 22.5%	WATCH LIVE STREAMS 19.8%	POST ABOUT YOUR LIFE 10.6%

GWI.

GWI.

GWI.

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GWI.

SOURCE: GWI (Q3 2024). NOTES: FIGURES REPRESENT THE SHARE OF INTERNET USERS IN EACH AGE GROUP WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.



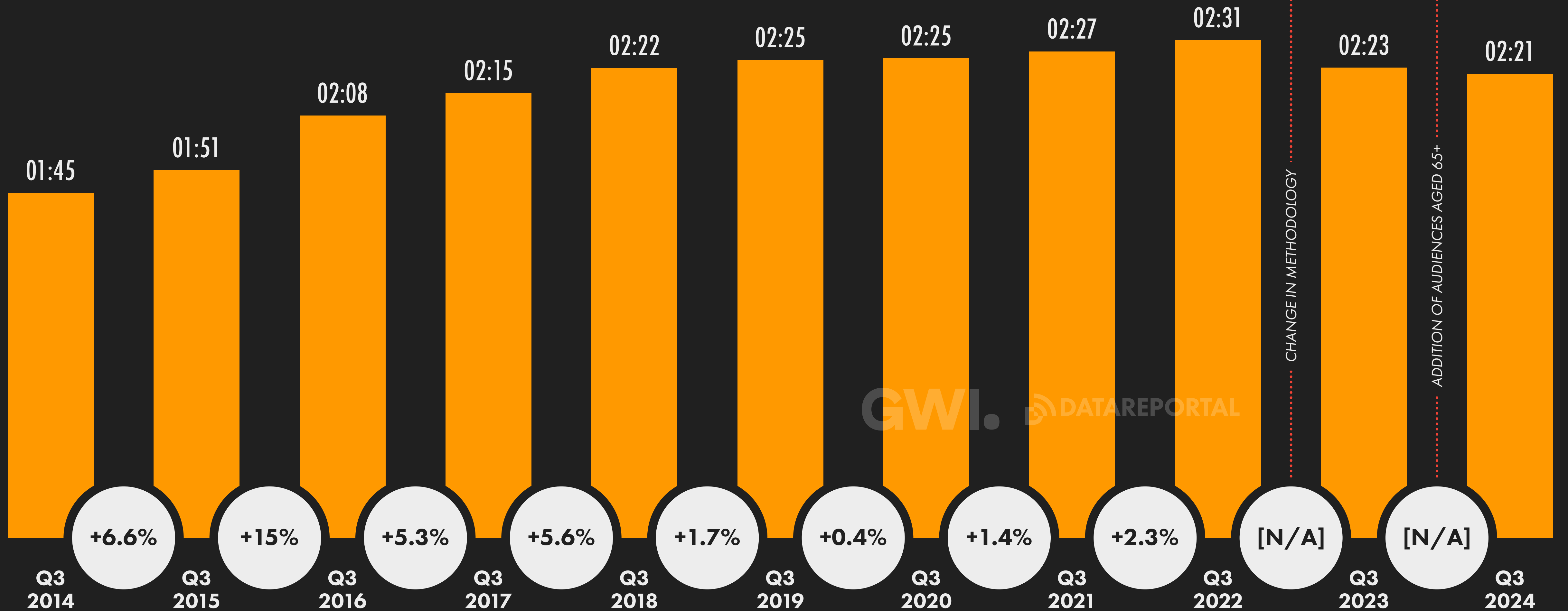
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# DAILY TIME SPENT USING SOCIAL MEDIA (YOY)

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW



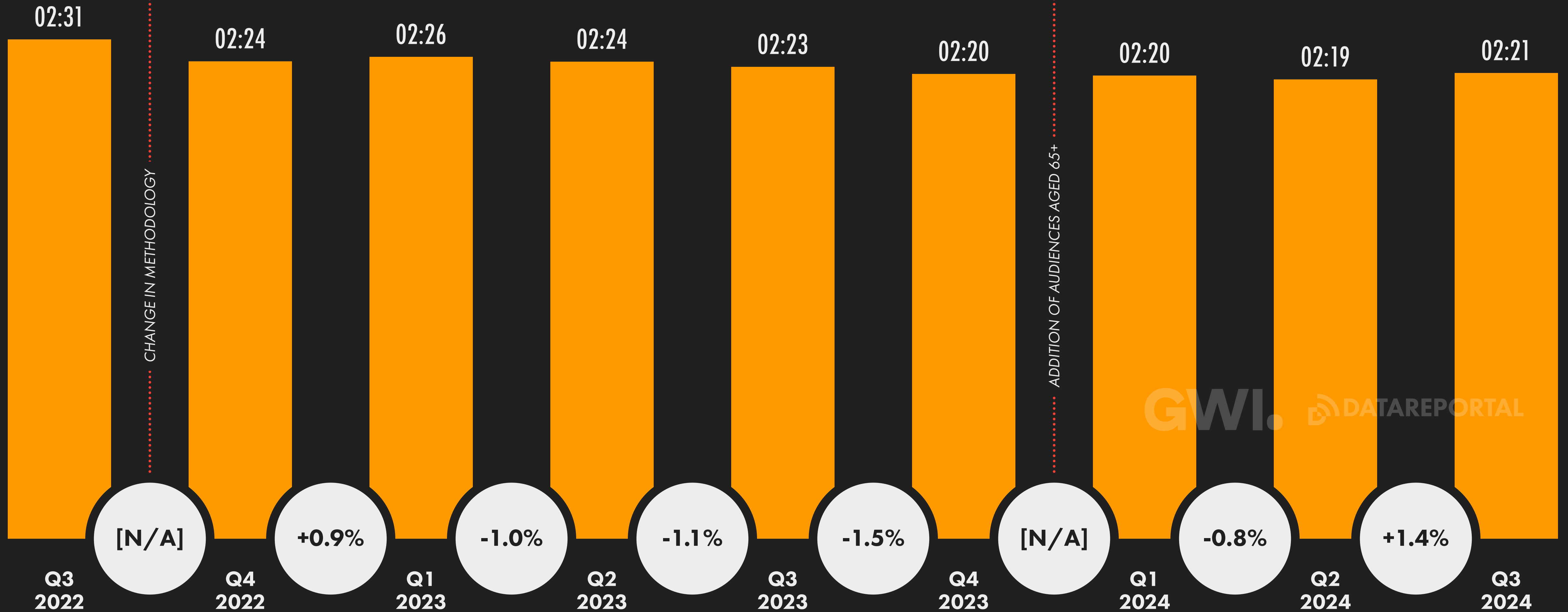
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# DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW



CHANGE IN METHODOLOGY

ADDITION OF AUDIENCES AGED 65+

GWIDATAREPORTAL

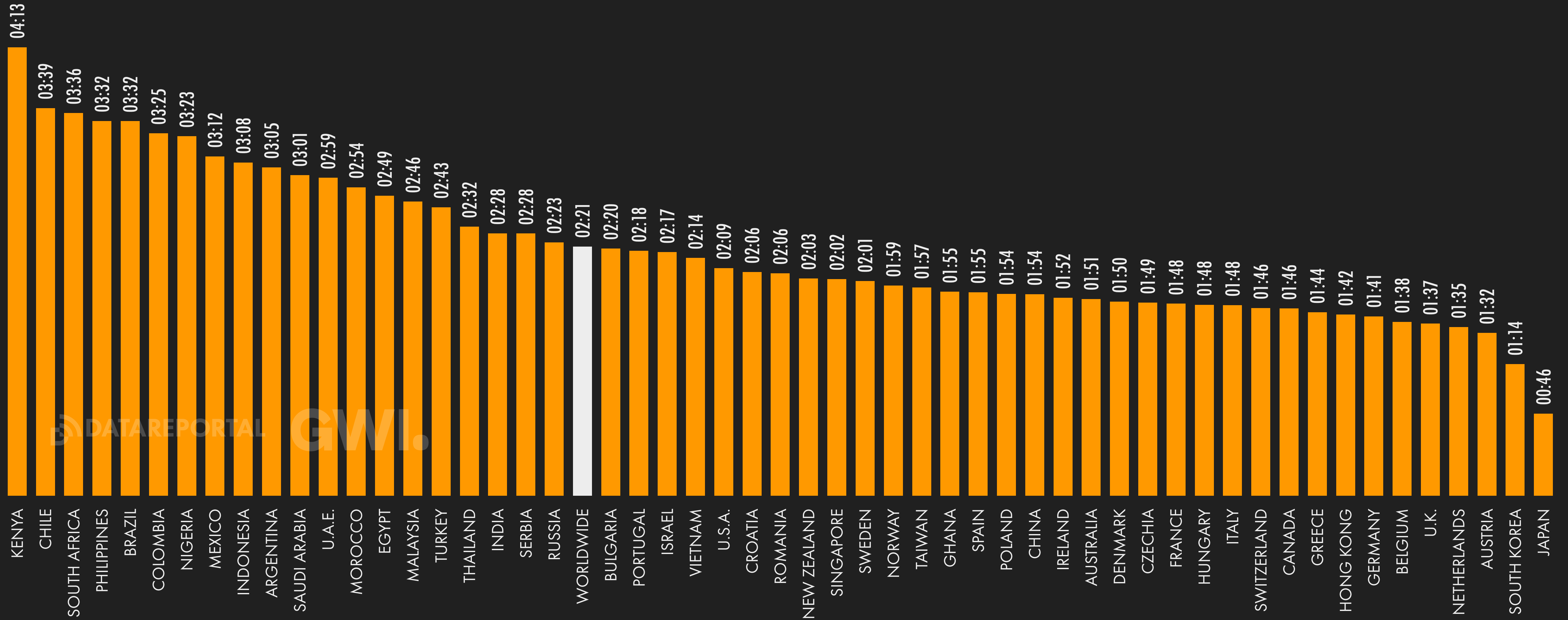
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# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW



DATA REPORTAL GWI.

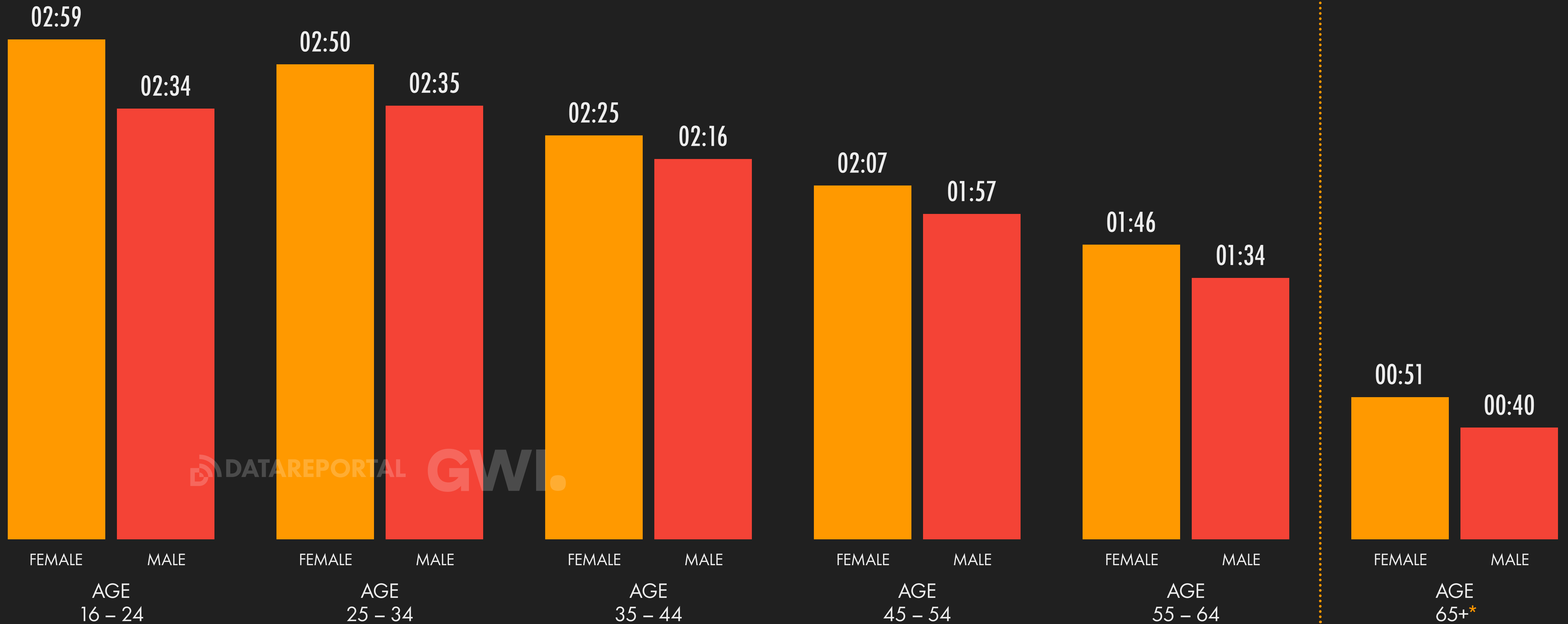
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# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW



DATA REPORTAL GWI

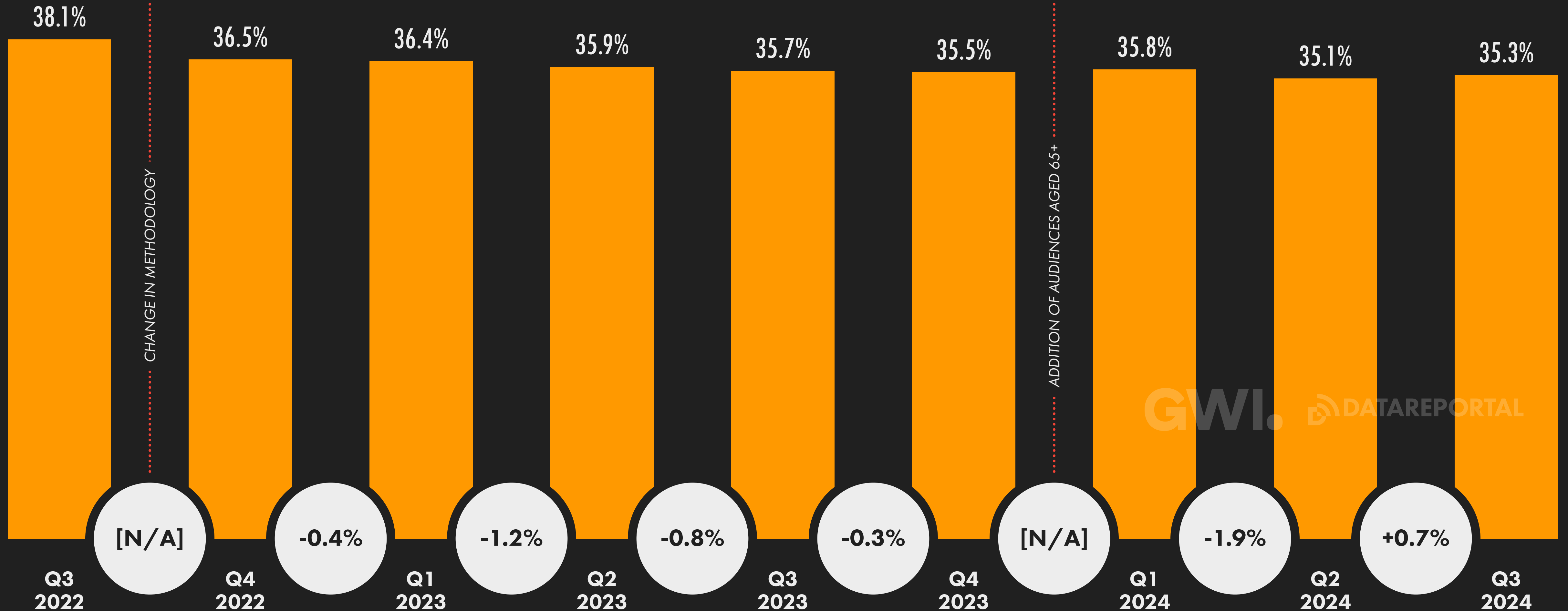
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME (QOQ)

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16+



GLOBAL OVERVIEW



GWIDATAREPORTAL

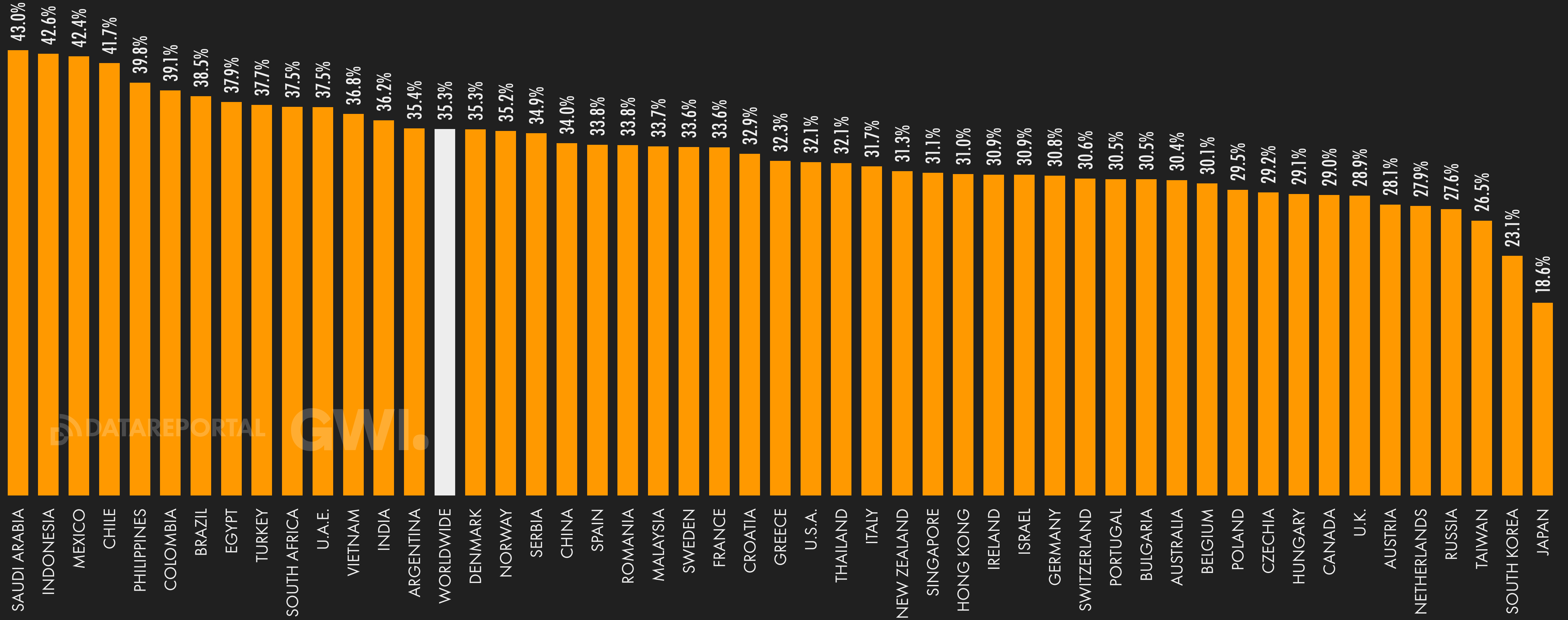
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16+



GLOBAL OVERVIEW



DATAREPORTAL GWI.

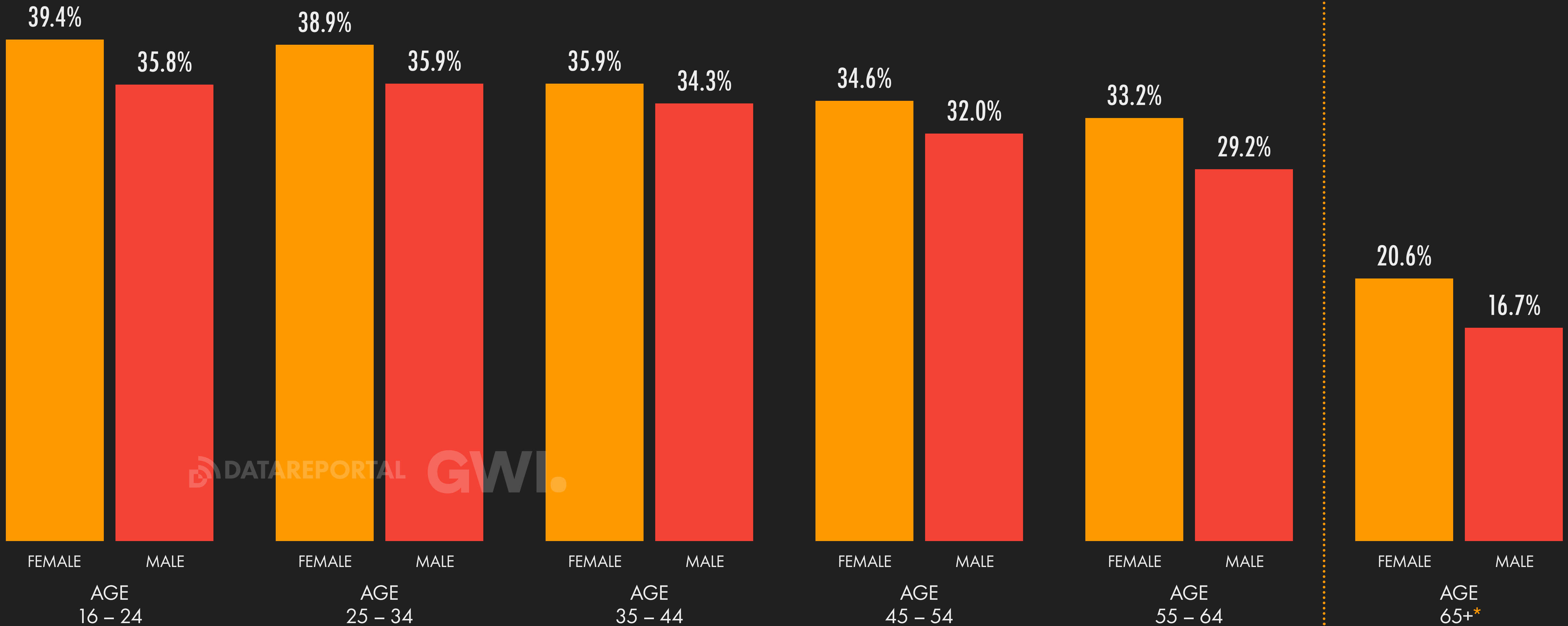
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET



GLOBAL OVERVIEW

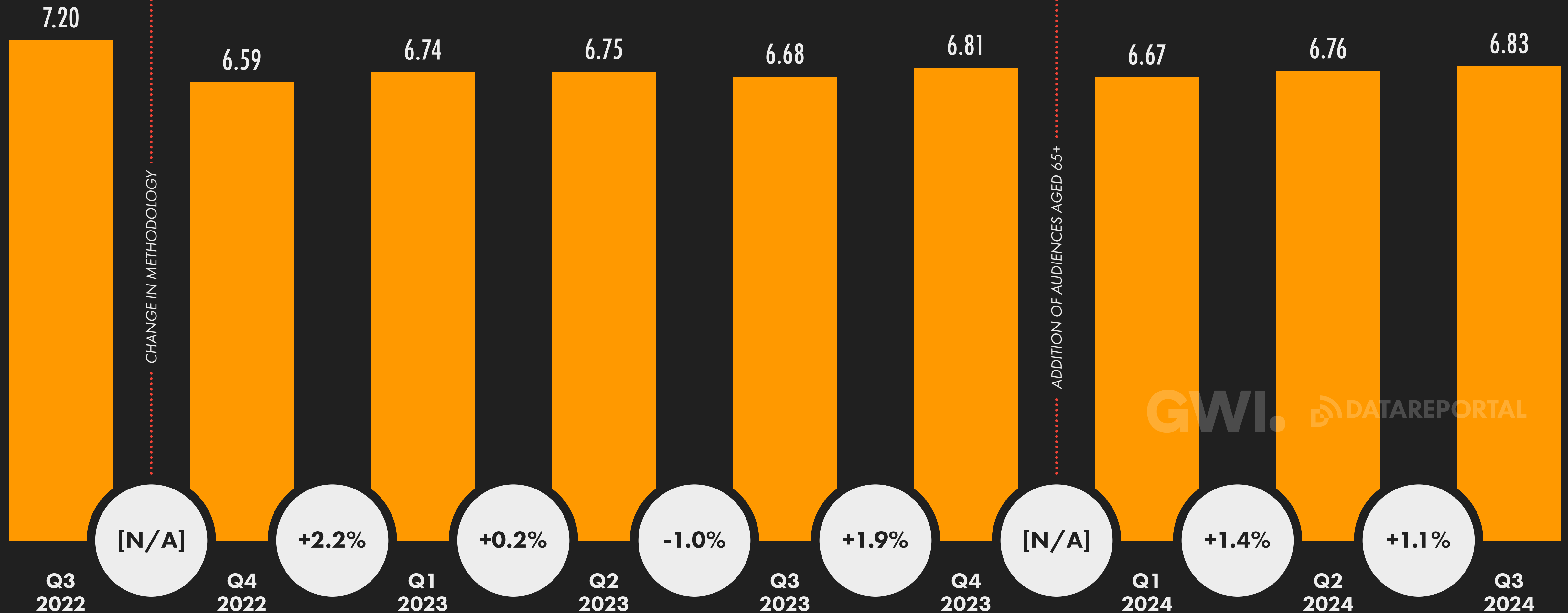


DATA REPORTAL GWI

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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16+ USE ACTIVELY EACH MONTH



CHANGE IN METHODOLOGY

ADDITION OF AUDIENCES AGED 65+

GWIDATAREPORTAL



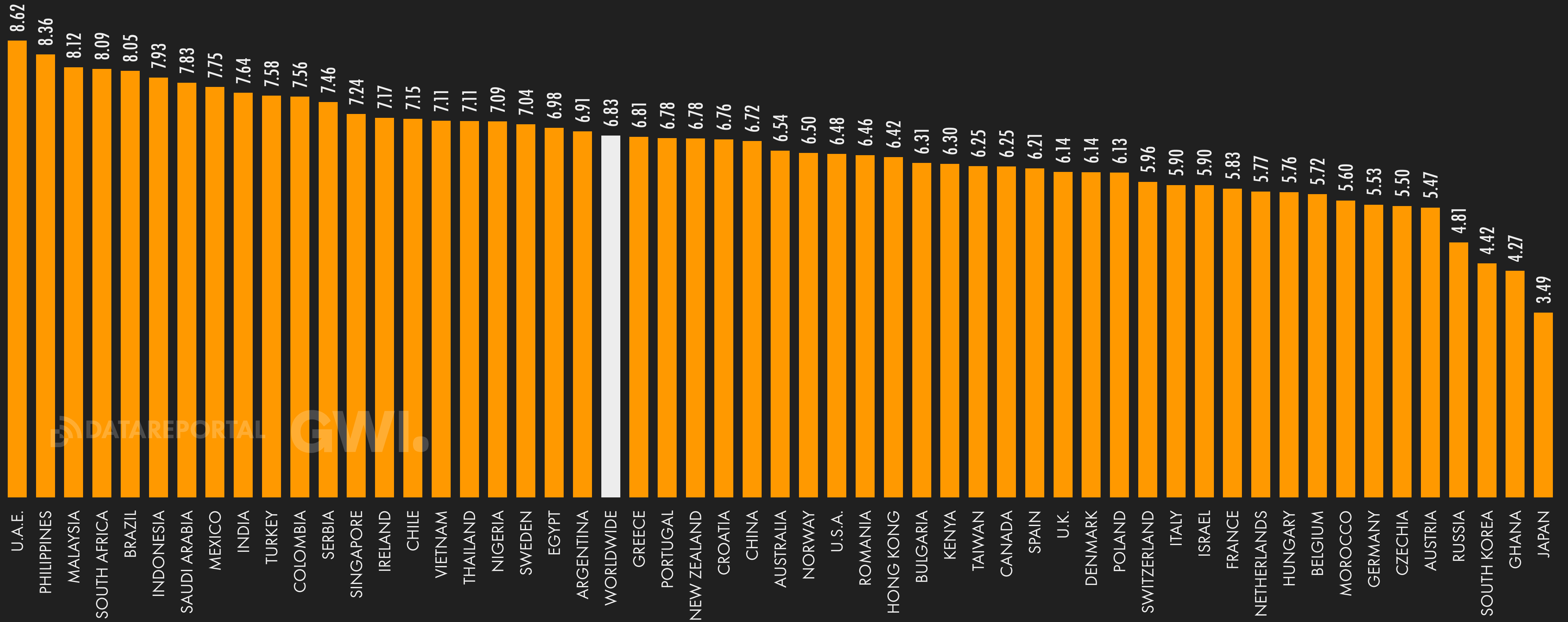
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16+ USE ACTIVELY EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

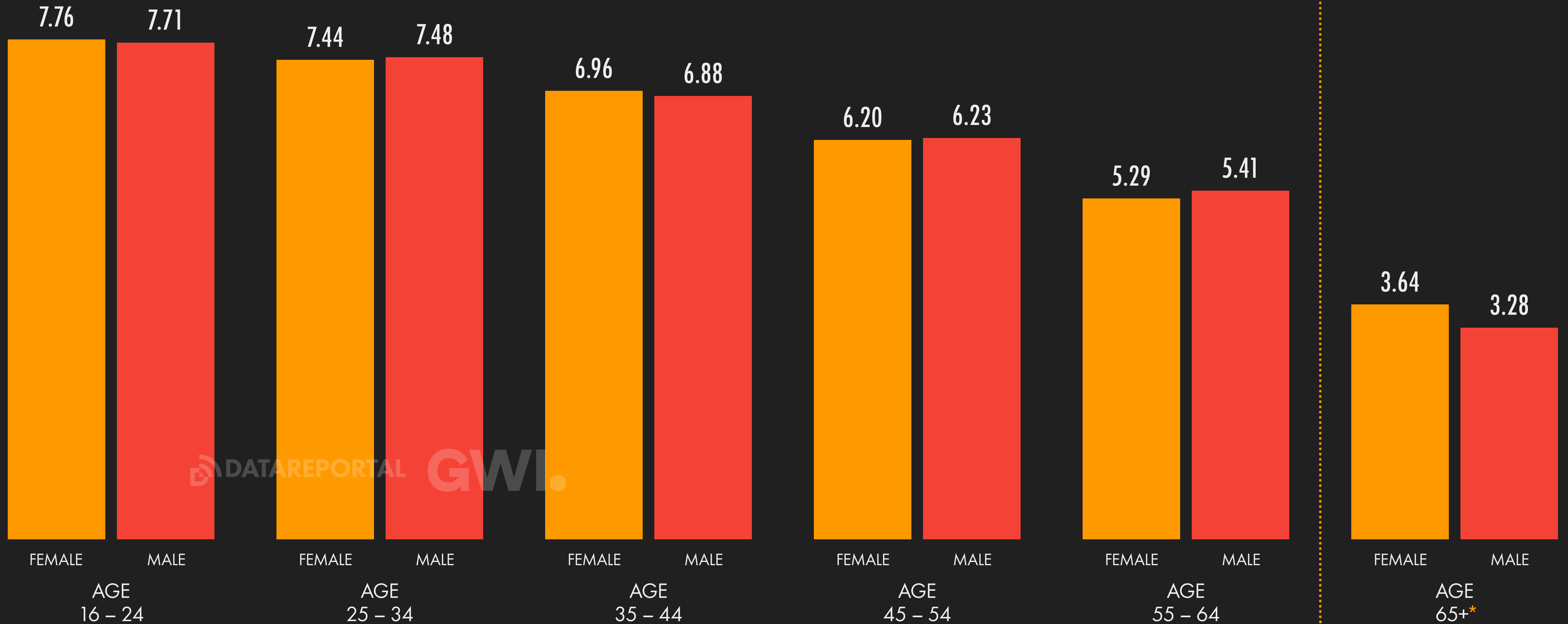
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

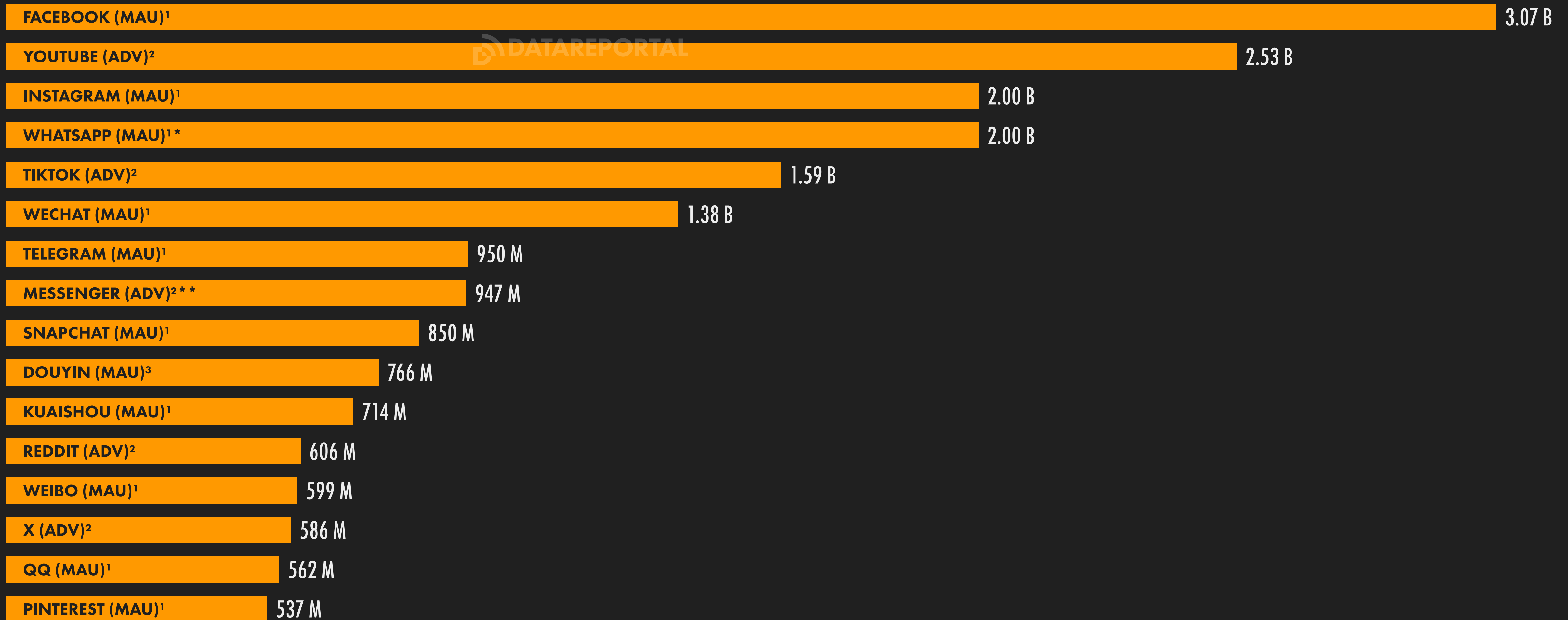
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# PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS OF (1) COMPANY STATEMENTS; (2) COMPANY ADVERTISING RESOURCES; (3) DATA FROM IIMEDIA. **NOTES:** A CONSISTENT METRIC IS NOT AVAILABLE FOR ALL PLATFORMS. "ADV" INDICATES POTENTIAL AD REACH, MEASURED IN MONTHLY ACTIVE ACCOUNTS. "MAU" INDICATES MONTHLY ACTIVE USERS. **ADVISORY:** VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND ARE NOT DIRECTLY COMPARABLE DUE TO DIFFERING METRICS. (\*) WHATSAPP HAS NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS. (\*\*) SOME AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, SO VALUE SHOWN HERE MAY UNDER-REPRESENT MESSENGER USE. **COMPARABILITY:** METRIC AND SOURCE CHANGES. SEE [NOTES ON DATA](#).

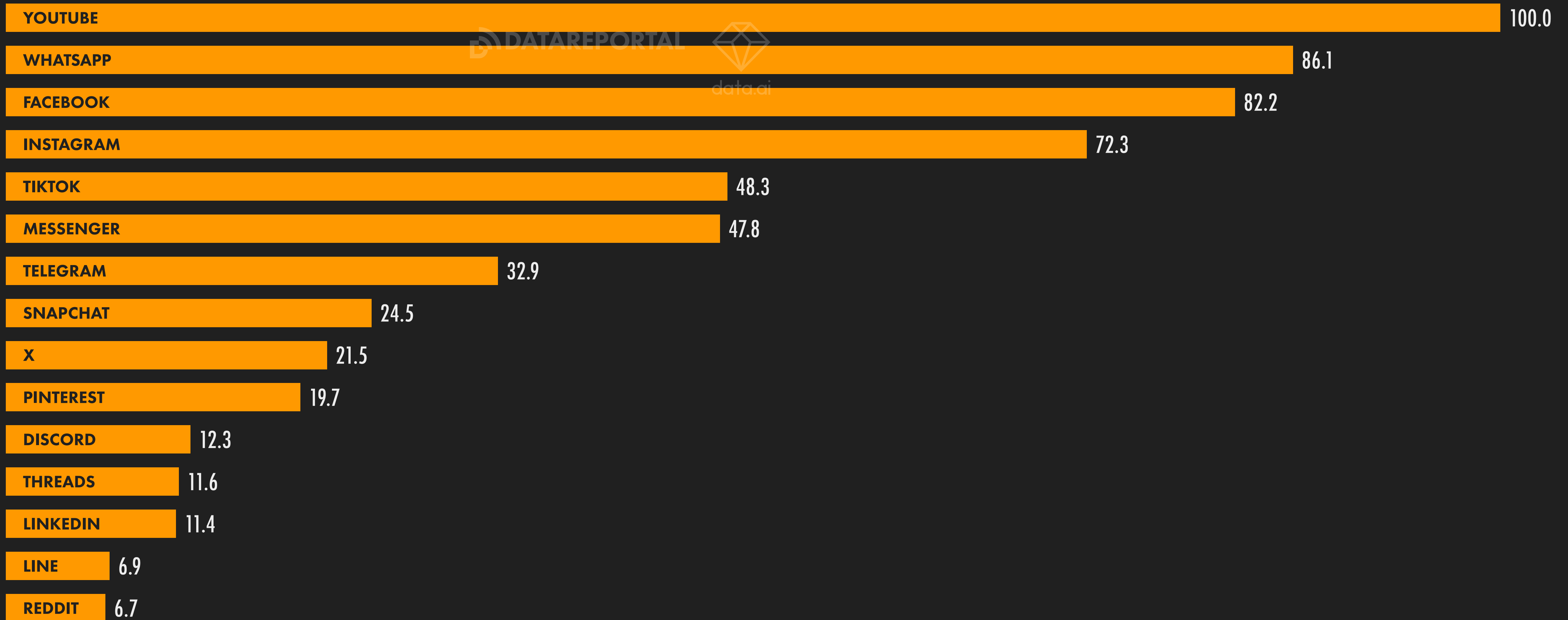
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# SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN NOVEMBER 2024



GLOBAL OVERVIEW



**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** BASED ON A SELECTION OF APPS ONLY. DATA IS NOT AVAILABLE FOR APPLE IMESSAGE. FIGURES BASED ON MONTHLY AVERAGE NUMBER OF IPHONE AND ANDROID PHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN NOVEMBER 2024. VALUES ARE AN INDEX OF EACH PLATFORM'S AVERAGE MONTHLY ACTIVE USERS FOR THE STATED PERIOD COMPARED WITH USERS OF THE TOP APP DURING THE SAME PERIOD. DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

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# SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16+ OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING YOUTUBE	USING FACEBOOK	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X	USING REDDIT	USING PINTEREST	USING DISCORD	USING LINKEDIN	USING LINE
YOUTUBE USERS	1.1%	100%	75.3%	71.4%	77.0%	48.4%	49.9%	30.0%	43.5%	17.8%	37.8%	16.0%	33.0%	11.9%
FACEBOOK USERS	0.7%	73.6%	100%	73.6%	77.9%	54.0%	47.3%	30.8%	41.2%	14.9%	34.2%	12.5%	31.9%	9.2%
WHATSAPP USERS	0.7%	75.3%	77.9%	100%	79.2%	50.7%	54.4%	32.9%	41.1%	14.0%	36.7%	13.0%	32.9%	5.7%
INSTAGRAM USERS	0.2%	76.9%	80.3%	77.1%	100%	54.3%	51.3%	34.9%	45.8%	16.2%	39.2%	14.6%	32.9%	10.2%
TIKTOK USERS	0.1%	77.3%	82.1%	72.9%	80.2%	100%	51.3%	33.7%	48.8%	16.4%	39.8%	15.6%	30.1%	12.4%
TELEGRAM USERS	0.1%	81.0%	78.6%	85.4%	82.8%	56.0%	100%	38.0%	50.3%	16.6%	40.6%	17.5%	37.2%	8.1%
SNAPCHAT USERS	0.1%	80.5%	80.8%	81.5%	88.8%	58.1%	60.1%	100%	49.6%	23.3%	48.2%	18.7%	40.5%	7.9%
X USERS	0.1%	80.8%	80.6%	75.9%	86.9%	62.8%	59.1%	37.0%	100%	24.4%	42.5%	22.2%	41.4%	14.6%
REDDIT USERS	0.1%	82.8%	79.1%	70.1%	83.6%	57.3%	53.3%	47.2%	66.4%	100%	60.9%	40.5%	54.3%	9.9%
PINTEREST USERS	0.1%	79.5%	78.1%	79.0%	86.8%	59.7%	55.7%	41.9%	49.6%	26.1%	100%	20.8%	44.3%	9.8%
DISCORD USERS	<0.1%	85.9%	76.4%	75.1%	86.6%	62.7%	64.3%	43.5%	69.3%	46.5%	55.7%	100%	46.7%	13.9%
LINKEDIN USERS	0.2%	78.7%	85.4%	83.4%	85.6%	53.0%	60.0%	41.3%	56.7%	27.4%	52.0%	20.5%	100%	9.3%
LINE USERS	4.6%	76.6%	65.2%	38.3%	70.3%	58.1%	34.7%	21.5%	52.9%	13.2%	30.4%	16.1%	24.5%	100%

**SOURCE:** GWI (Q3 2024). **NOTES:** ONLY INCLUDES USERS AGED 16+. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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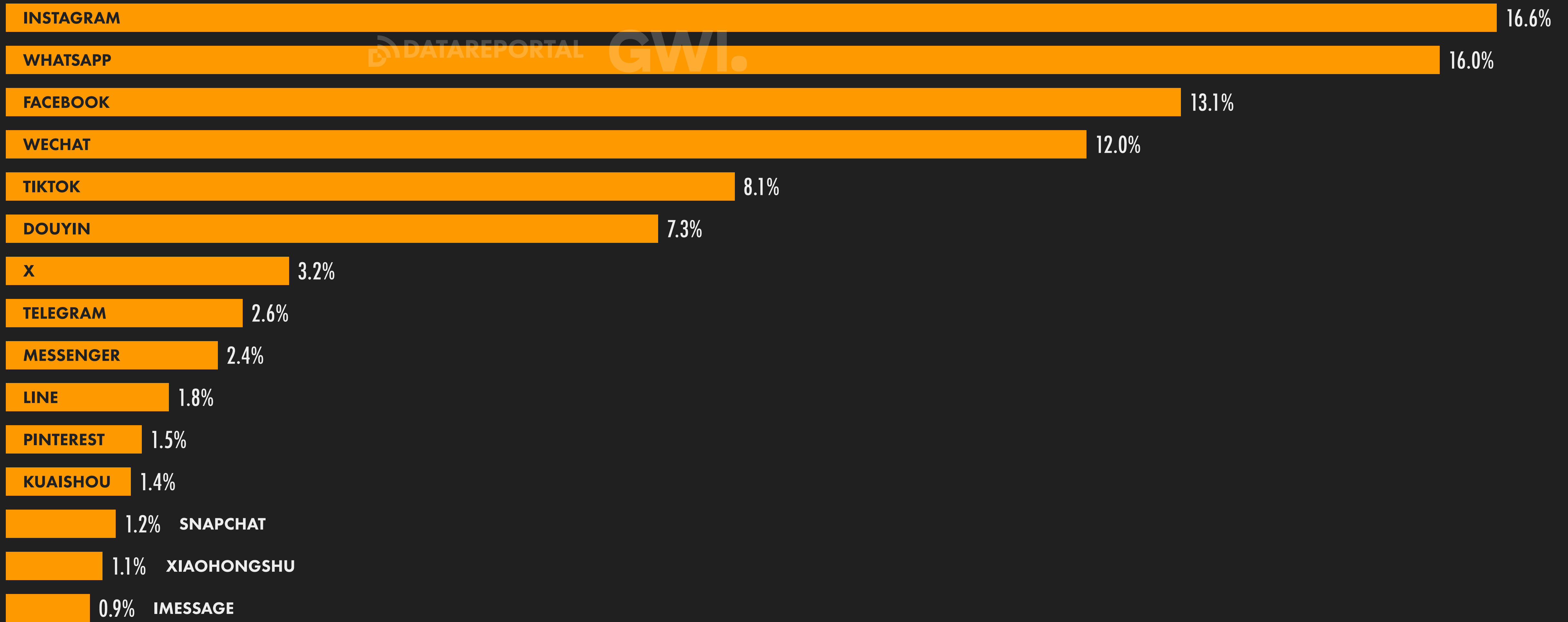
# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

**NOTE:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

**NOTE:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



GLOBAL OVERVIEW

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	<b>24.8%</b>	<b>20.8%</b>	<b>16.0%</b>	13.9%	10.2%
WHATSAPP	12.7%	14.3%	15.4%	<b>17.3%</b>	<b>21.1%</b>
FACEBOOK	5.9%	10.6%	13.2%	14.9%	17.1%
WECHAT	8.2%	11.7%	15.5%	13.6%	12.0%
TIKTOK	15.5%	11.3%	7.8%	6.9%	5.0%
DOUYIN	6.6%	8.1%	9.8%	6.4%	5.4%
X	3.1%	2.1%	1.8%	1.6%	1.7%
TELEGRAM	2.6%	2.1%	2.0%	2.1%	2.2%
MESSENGER	1.7%	2.5%	2.5%	2.7%	3.0%
LINE	0.5%	0.8%	1.2%	2.6%	3.5%

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	<b>26.6%</b>	<b>18.4%</b>	11.7%	9.4%	6.1%
WHATSAPP	14.1%	14.7%	<b>17.3%</b>	<b>19.5%</b>	<b>21.9%</b>
FACEBOOK	7.8%	13.5%	14.7%	16.4%	17.5%
WECHAT	8.2%	11.8%	16.0%	14.4%	14.4%
TIKTOK	9.6%	7.1%	5.7%	5.3%	4.3%
DOUYIN	6.5%	8.5%	8.2%	6.8%	6.6%
X	4.2%	4.6%	4.0%	3.8%	3.3%
TELEGRAM	4.0%	3.2%	3.2%	2.6%	2.5%
MESSENGER	1.8%	2.4%	2.2%	2.4%	2.3%
LINE	0.7%	1.0%	1.2%	2.4%	2.9%

**SOURCE:** GWI (Q3 2024). **NOTES:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE FOR THE RESPECTIVE AGE GROUP. DATA ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

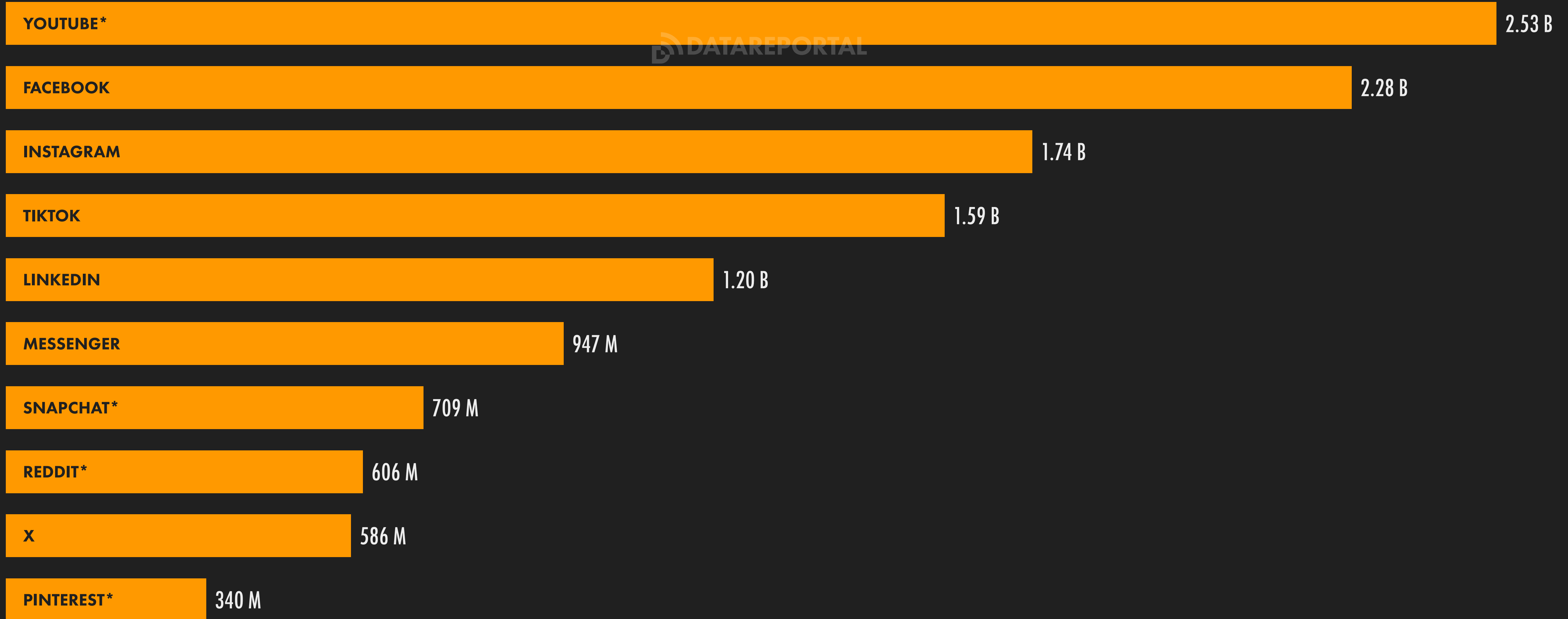
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# SOCIAL MEDIA AD AUDIENCES: TOTAL REPORTED

POTENTIAL ADVERTISING REACH REPORTED BY TOP SOCIAL PLATFORMS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW





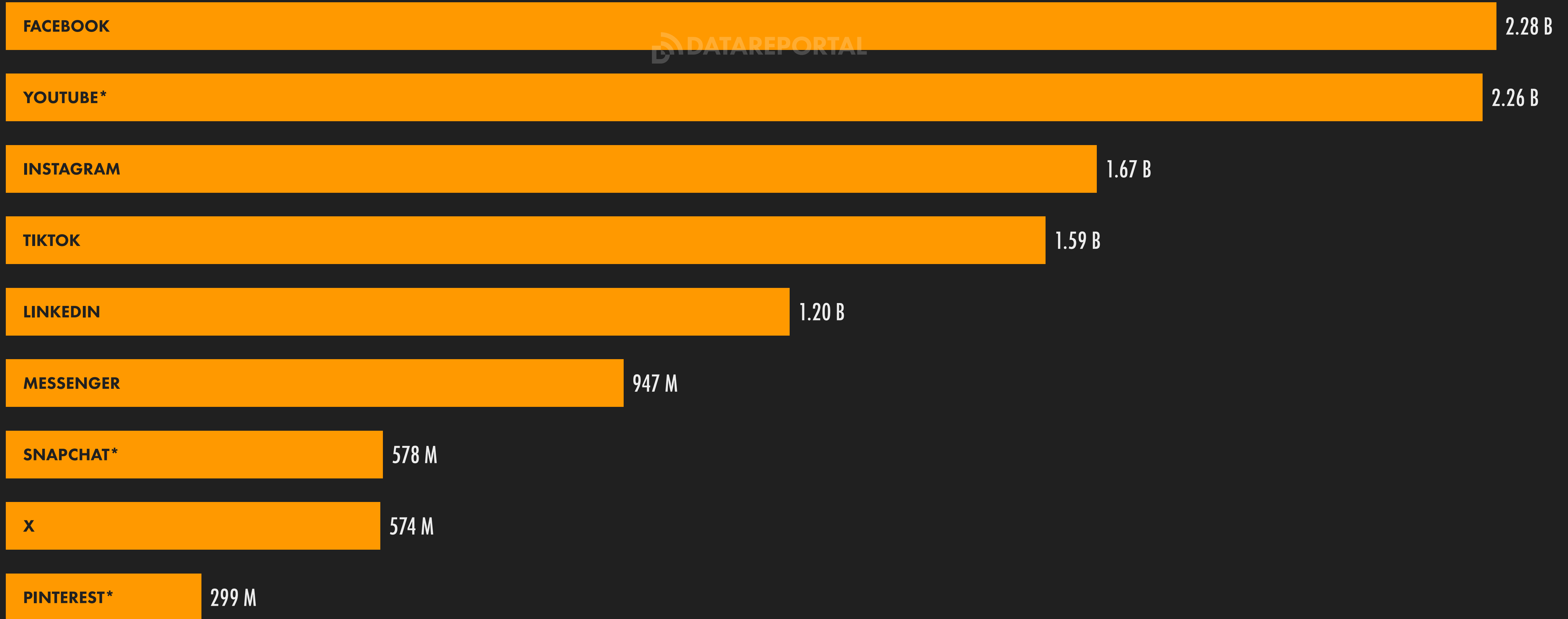
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# SOCIAL MEDIA AD AUDIENCES: ADULTS AGED 18+

POTENTIAL AD REACH AMONGST **USERS AGED 18+** REPORTED BY TOP SOCIAL PLATFORMS (**NOTE:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



DATA REPORTAL

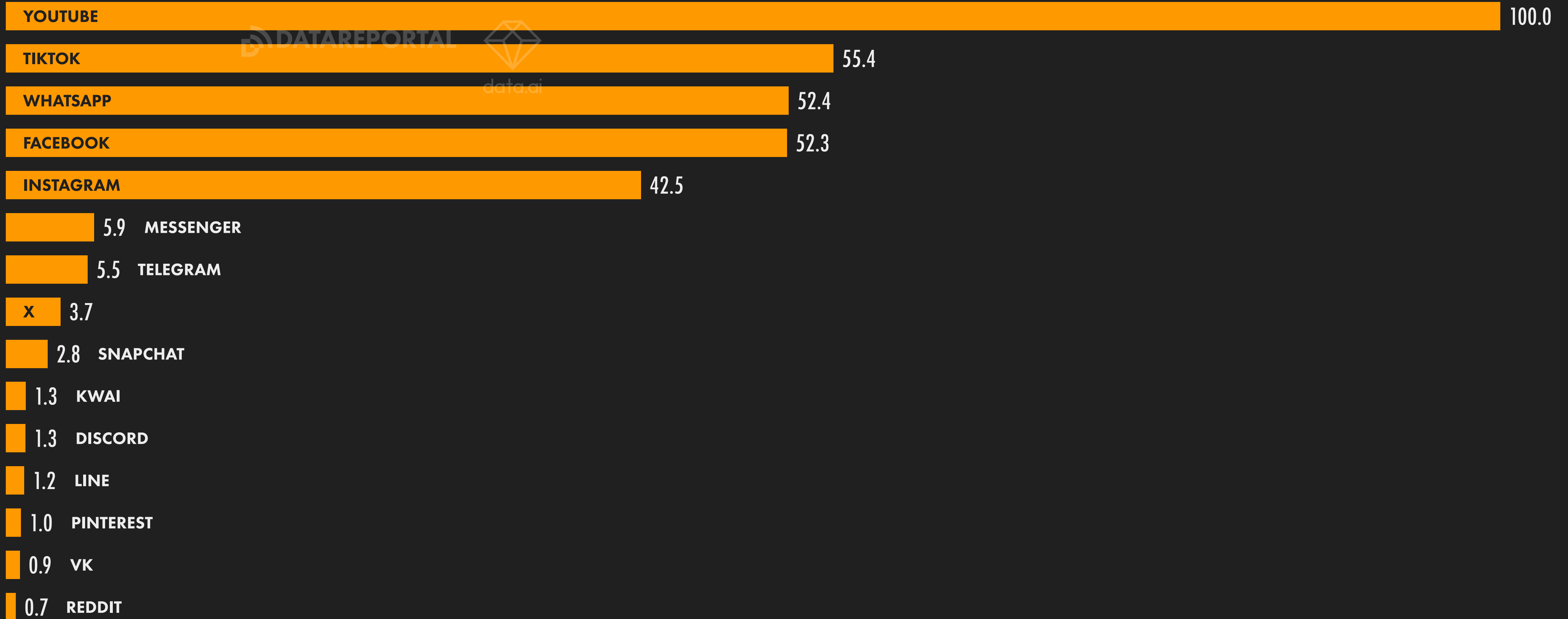
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# SOCIAL MEDIA APPS: TOTAL USER TIME INDEX

INDEX OF THE TOTAL, CUMULATIVE TIME SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



GLOBAL OVERVIEW



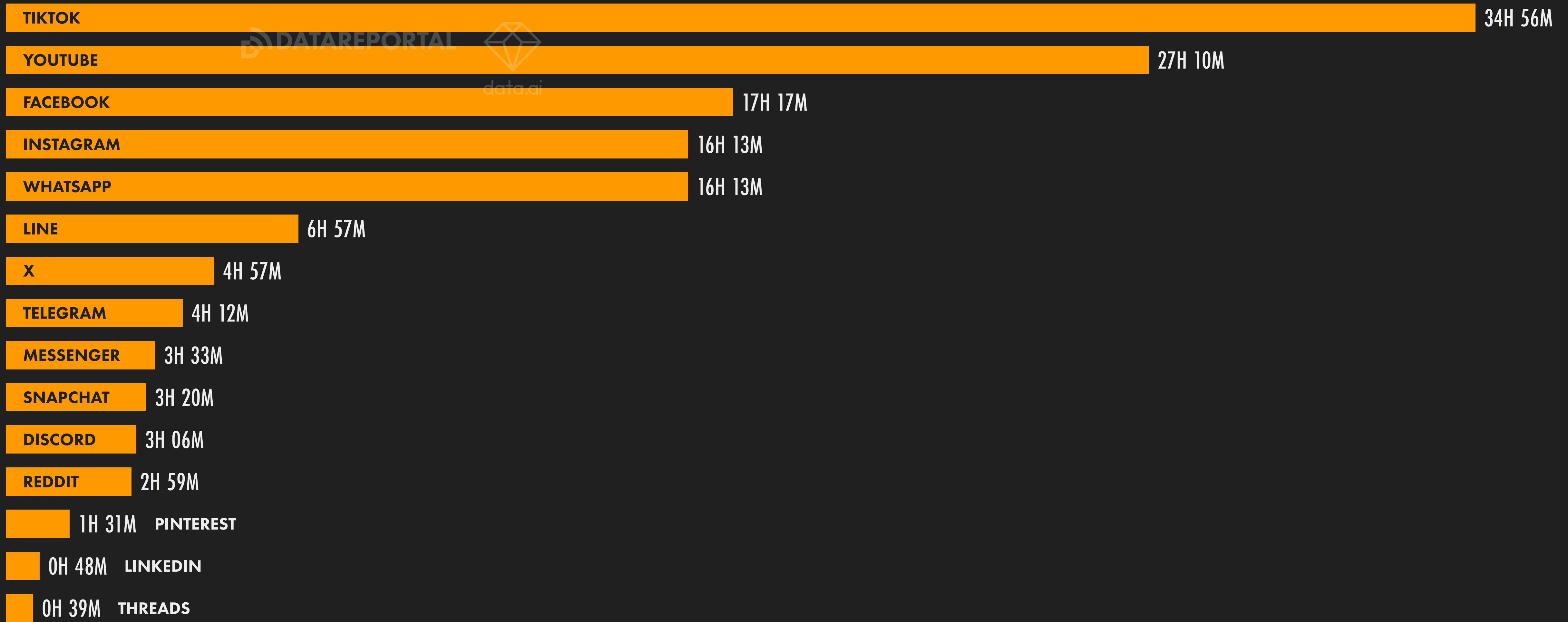
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# SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



GLOBAL OVERVIEW



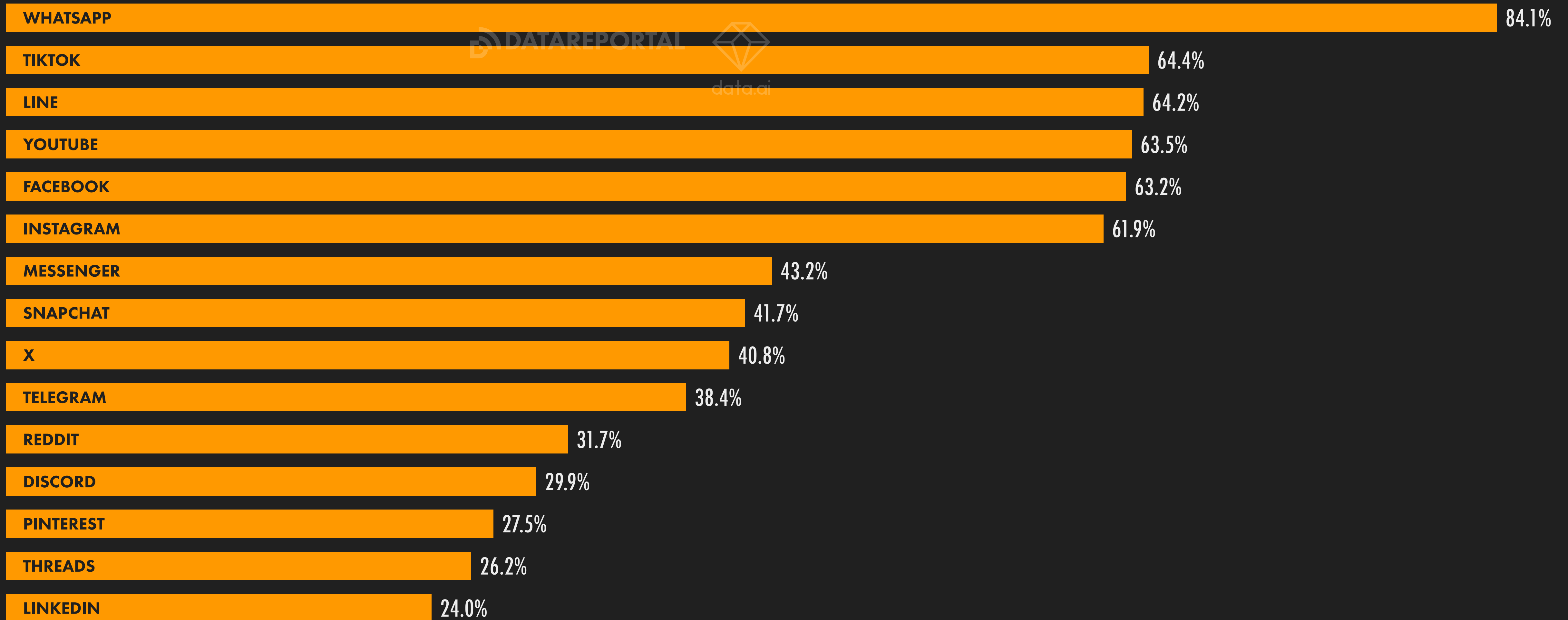
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# SOCIAL MEDIA APPS: DAILY OPEN RATE

PERCENTAGE OF DAYS IN NOVEMBER 2024 THAT ACTIVE USERS OF THE RESPECTIVE ANDROID APP OPENED THAT APP



GLOBAL OVERVIEW



**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. VALUES REFLECT THE AVERAGE NUMBER OF ACTIVE DAYS PER MONTH AMONGST USERS WHO OPENED THE RESPECTIVE PLATFORM'S ANDROID APP AT LEAST ONCE DURING THE RESPECTIVE CALENDAR MONTH. DATA REPRESENT MONTHLY AVERAGES FOR THE PERIOD IN NOVEMBER 2024. FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** WORLDWIDE, ROUGHLY 70% OF CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

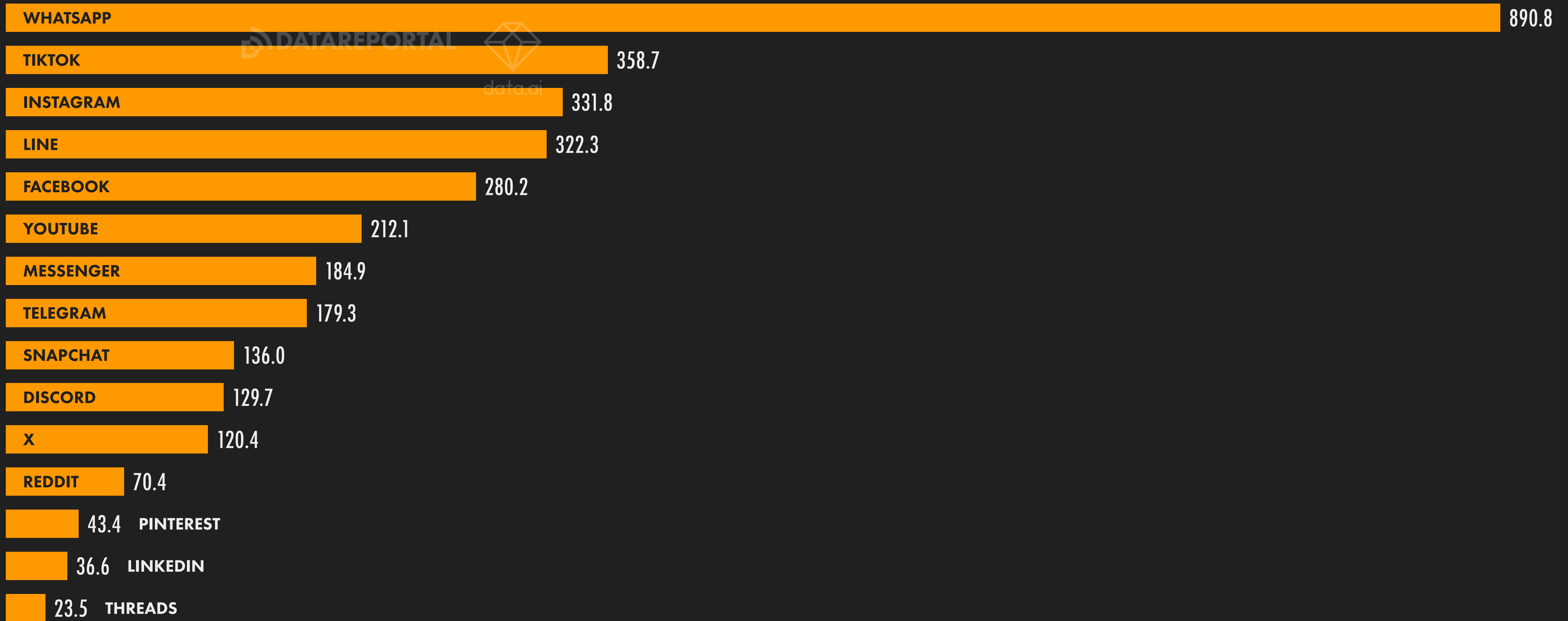
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# SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



GLOBAL OVERVIEW



**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** ONLY INCLUDES DATA FOR THE TOP 15 APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH IN NOVEMBER 2024. FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** WORLDWIDE, ROUGHLY 70% OF CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

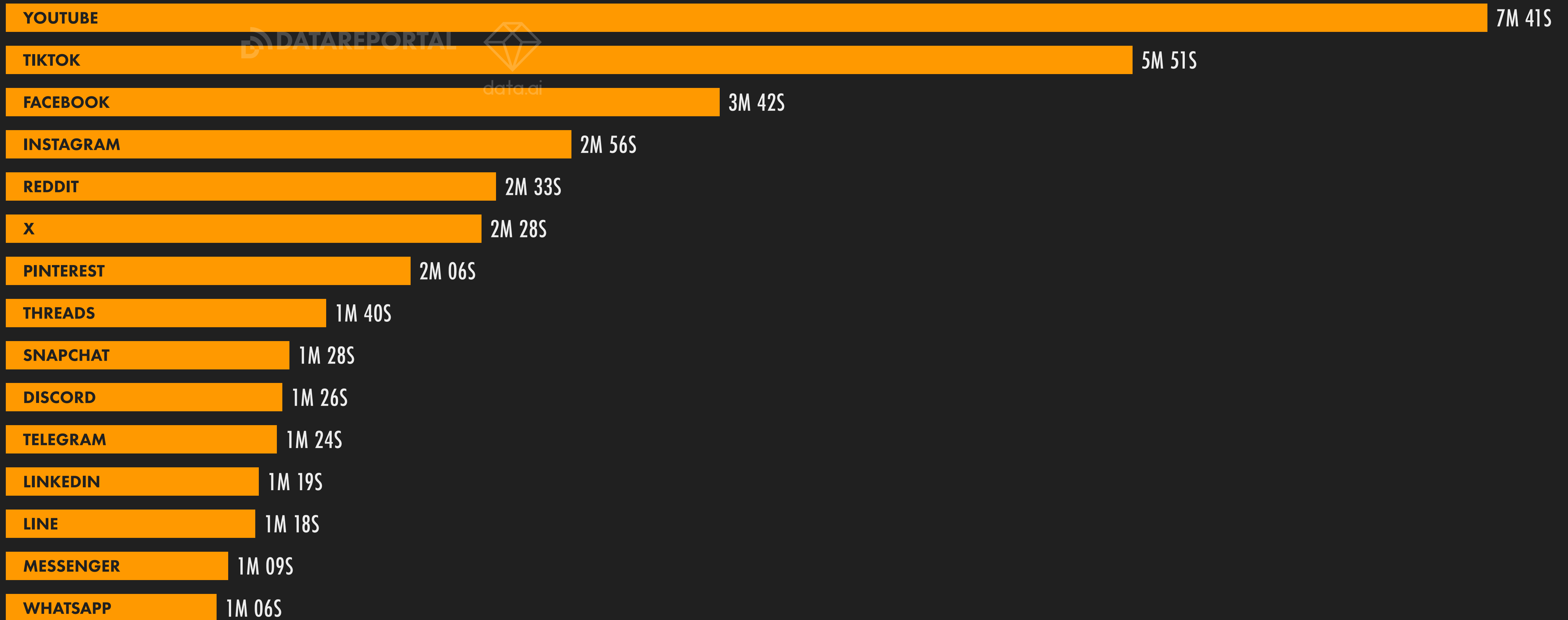
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# SOCIAL MEDIA APPS: AVERAGE SESSION DURATION

AVERAGE SESSION DURATION (IN MINUTES AND SECONDS) EACH TIME A USER OPENS THE RESPECTIVE PLATFORM'S ANDROID APP



GLOBAL OVERVIEW



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# SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16+ WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	55.3%	52.5%	57.3%	<b>72.1%</b>	62.6%
INSTAGRAM	66.7%	62.3%	54.7%	60.4%	<b>70.2%</b>
	GWI.		GWI.		
TIKTOK	<b>79.6%</b>	51.1%	43.7%	21.7%	42.3%
LINKEDIN	11.6%	24.9%	<b>28.7%</b>	13.0%	15.9%
SNAPCHAT	36.7%	25.8%	24.3%	40.9%	<b>44.4%</b>
	GWI.		GWI.		
X	35.8%	37.8%	<b>60.5%</b>	18.1%	28.2%
REDDIT	29.7%	<b>30.9%</b>	30.7%	7.7%	12.4%
PINTEREST	20.8%	<b>36.4%</b>	14.1%	6.9%	15.3%

**SOURCE:** GWI (Q3 2024). **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

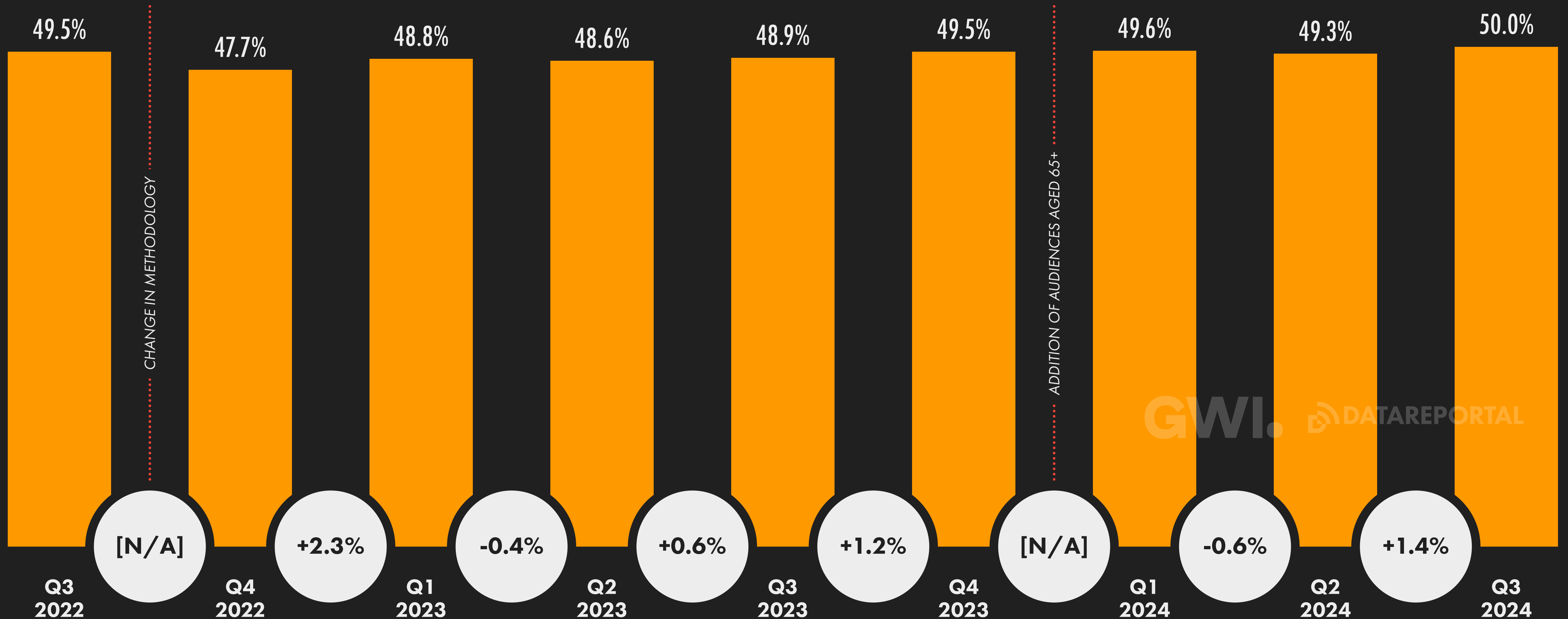
FEB  
2025

# SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).



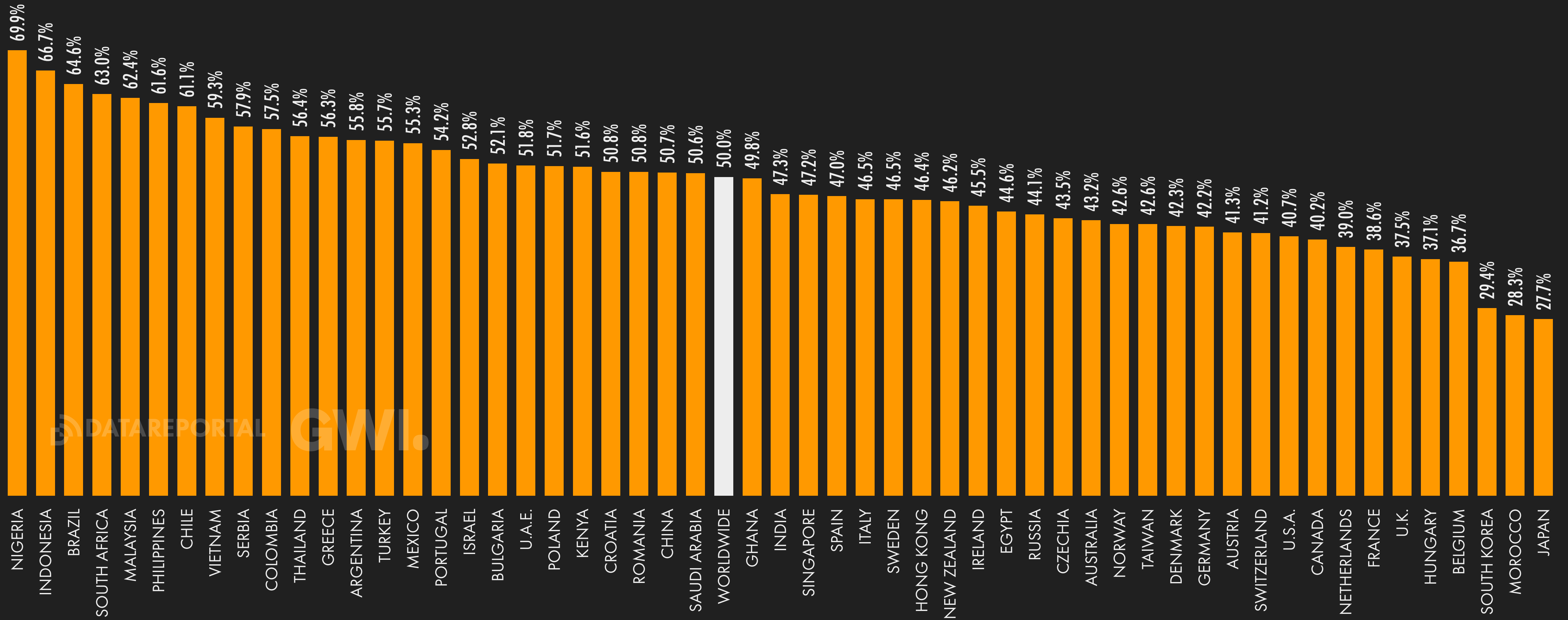
FEB  
2025

# SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI.

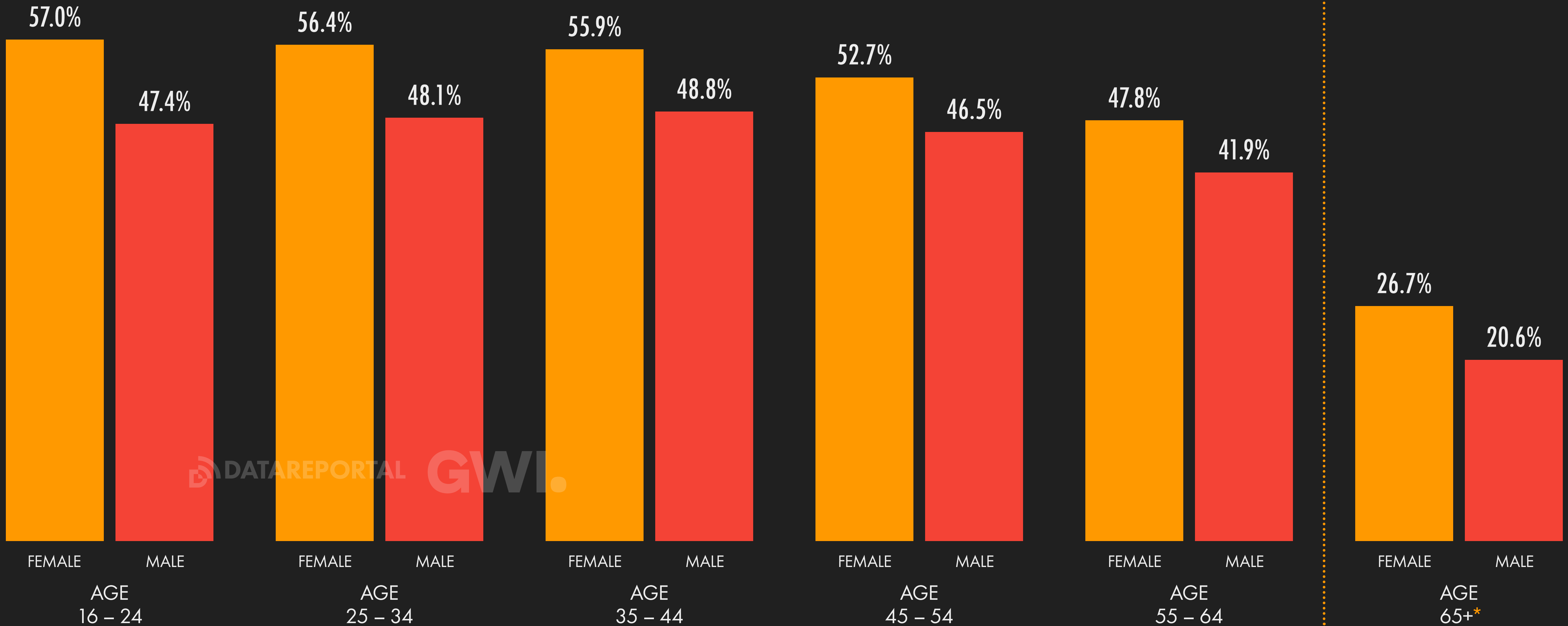
FEB  
2025

# SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2024). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

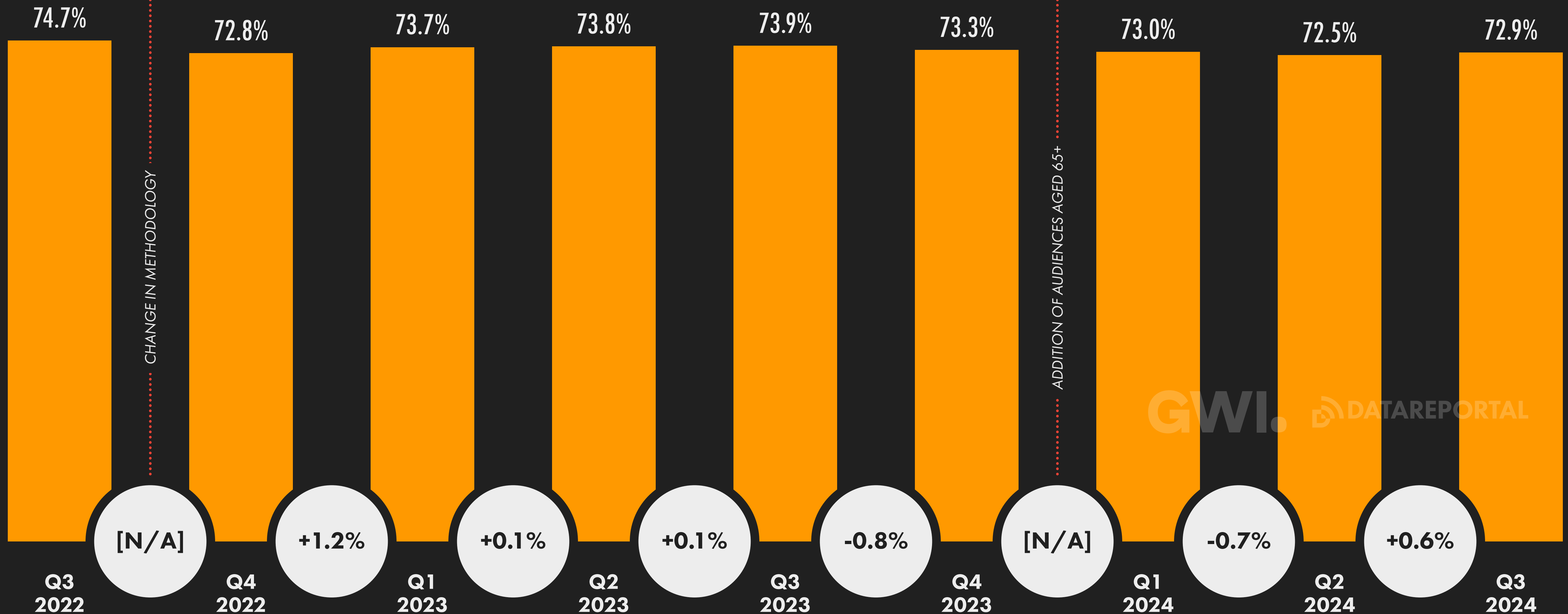
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2025

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH POTENTIAL PURCHASES ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, Q&A SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X / TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

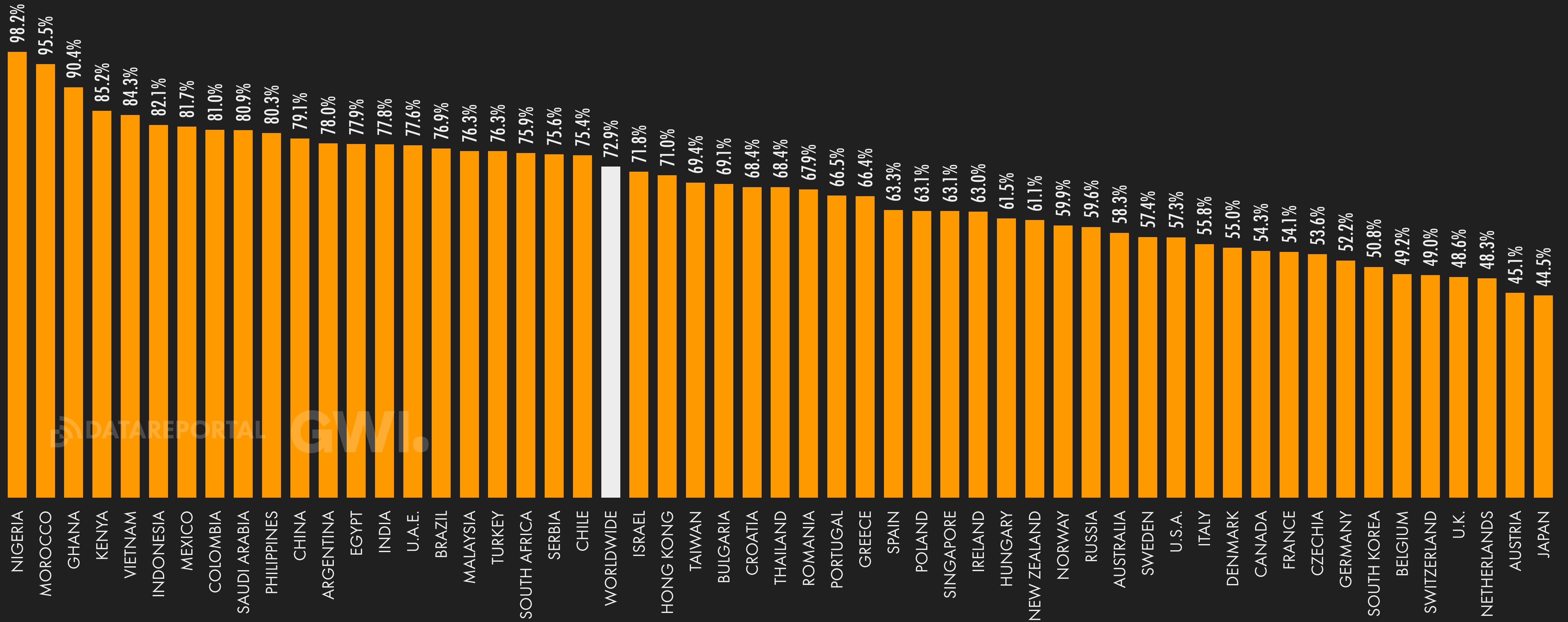
FEB  
2025

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



GLOBAL OVERVIEW



DATA REPORTAL GWI.

**SOURCE:** GWI (Q3 2024). **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X / TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).



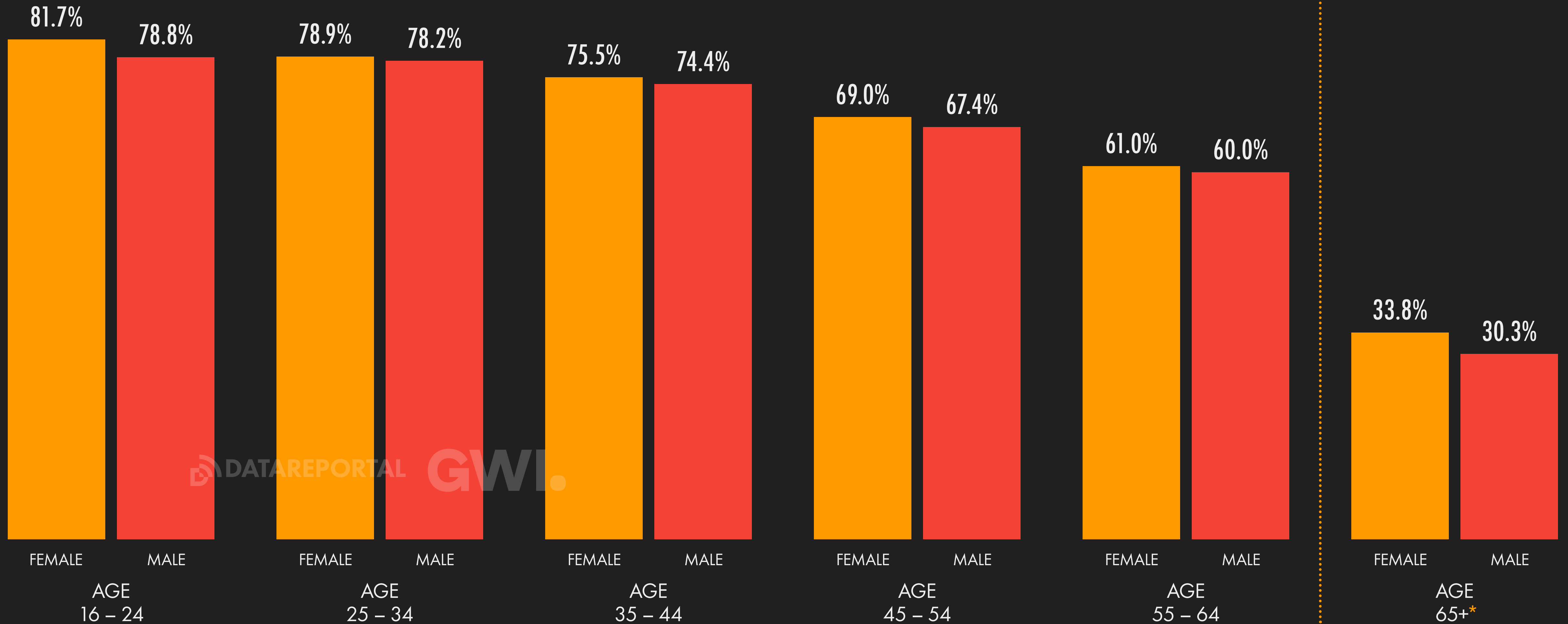
FEB  
2025

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2024). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X / TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

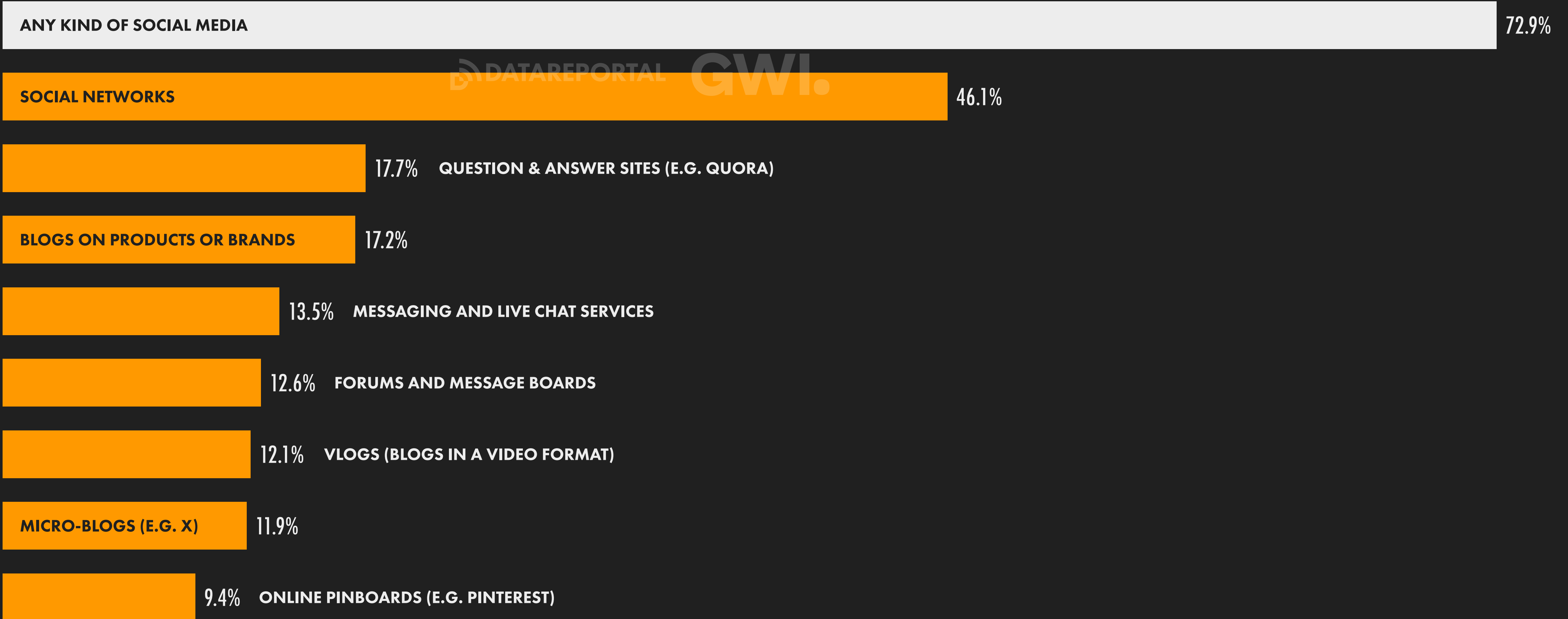
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# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



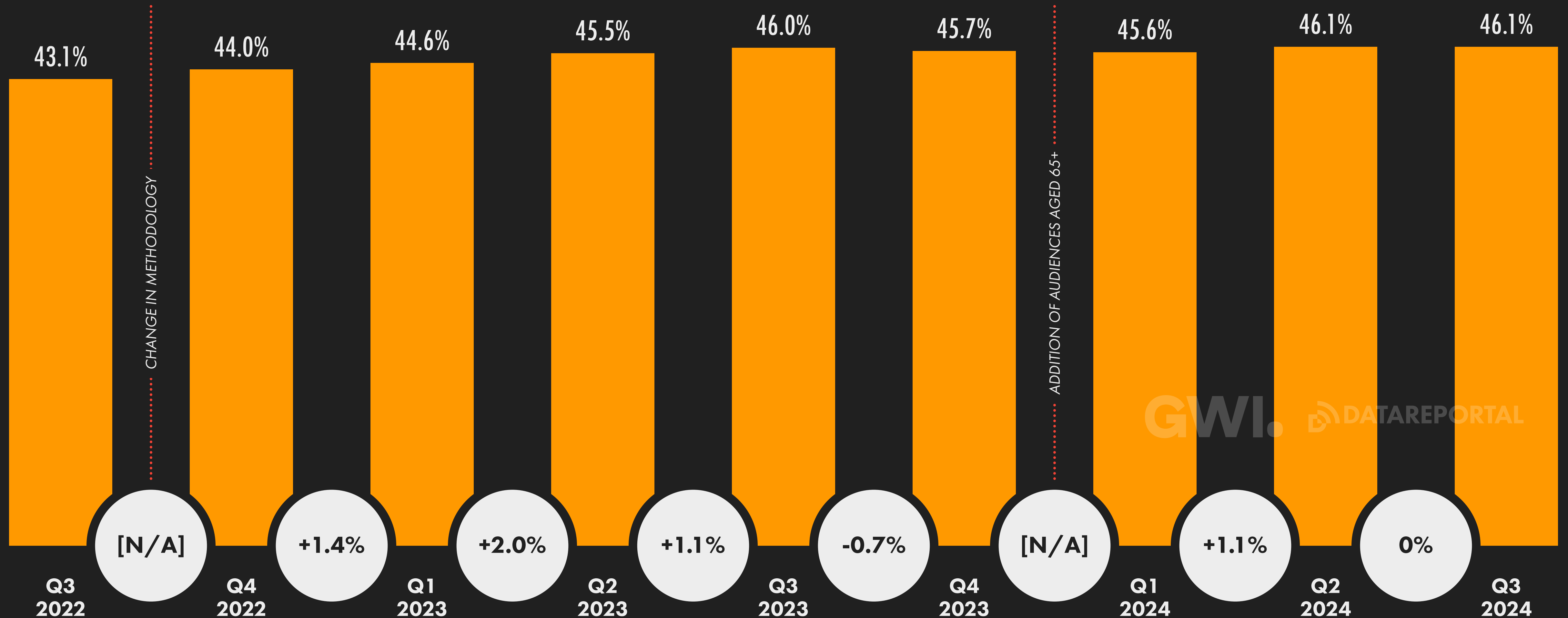
GLOBAL OVERVIEW



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2025

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



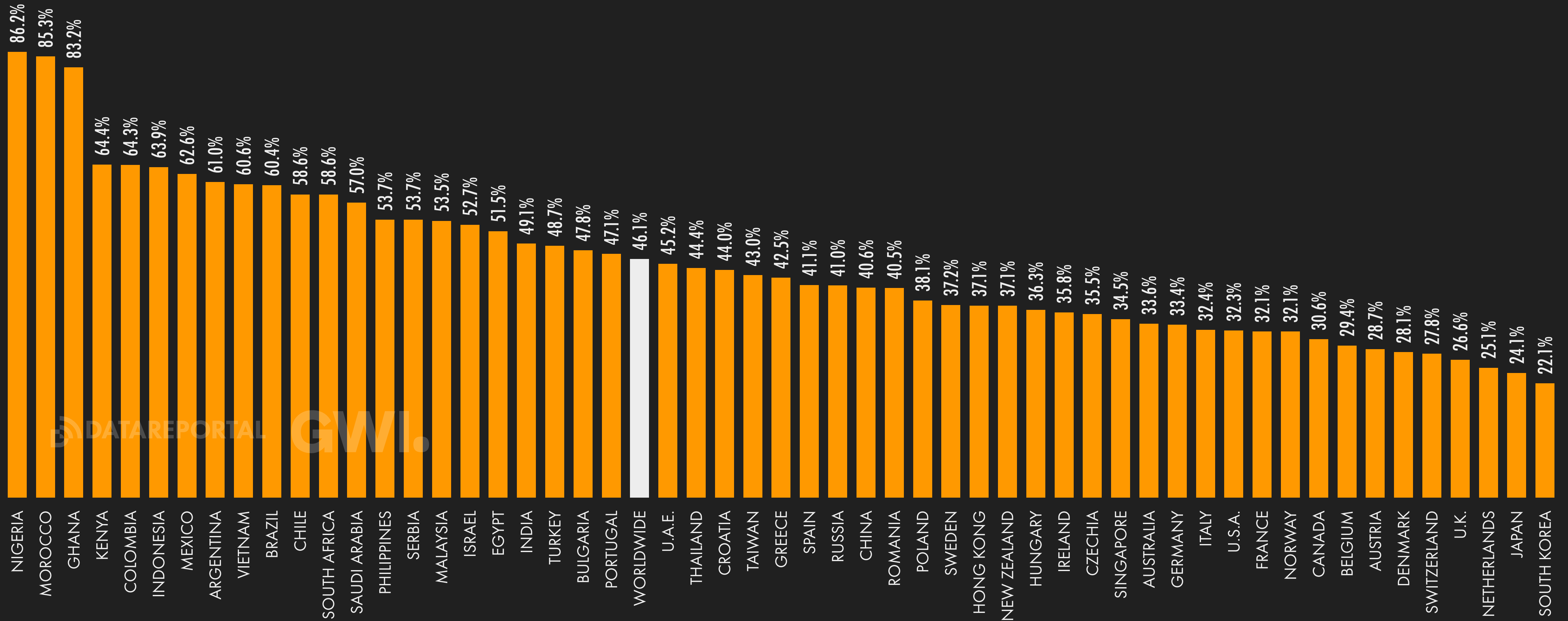
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2025

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



GLOBAL OVERVIEW



DATA REPORTAL GWI.



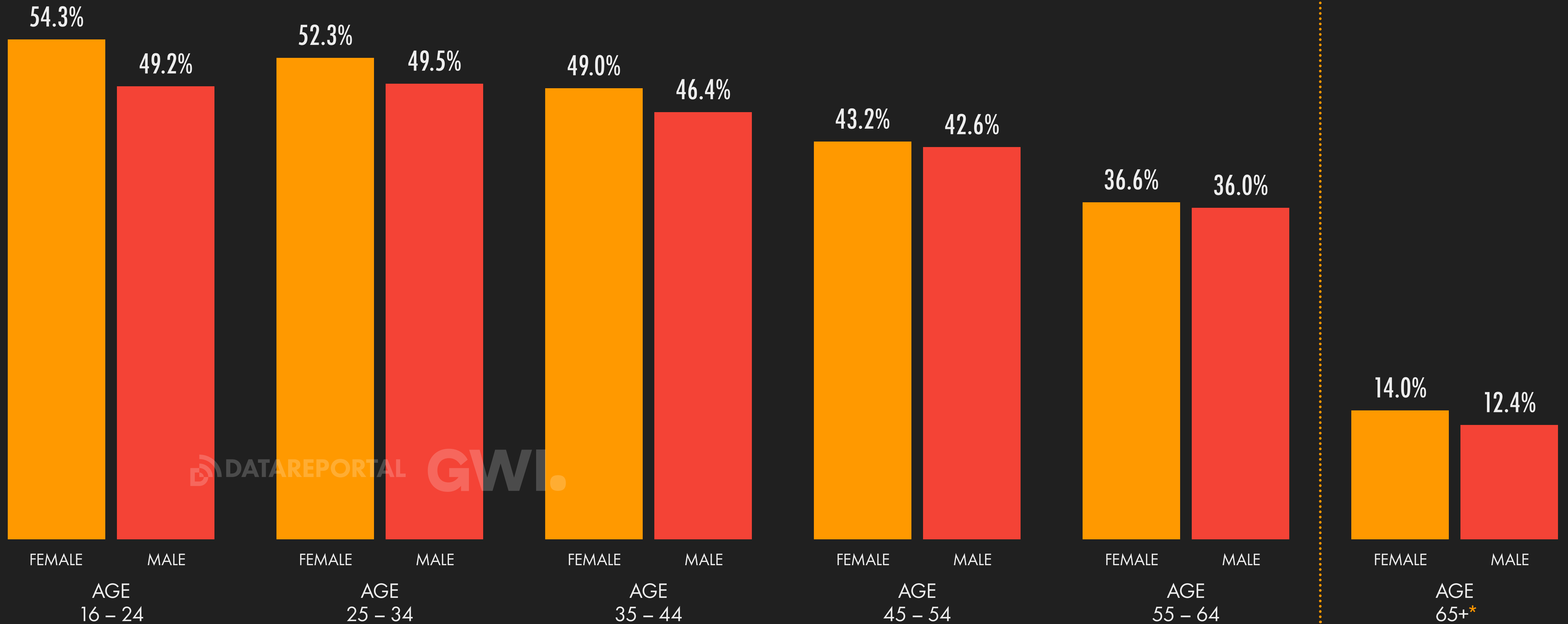
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2025

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



GLOBAL OVERVIEW



DATA REPORTAL GWI

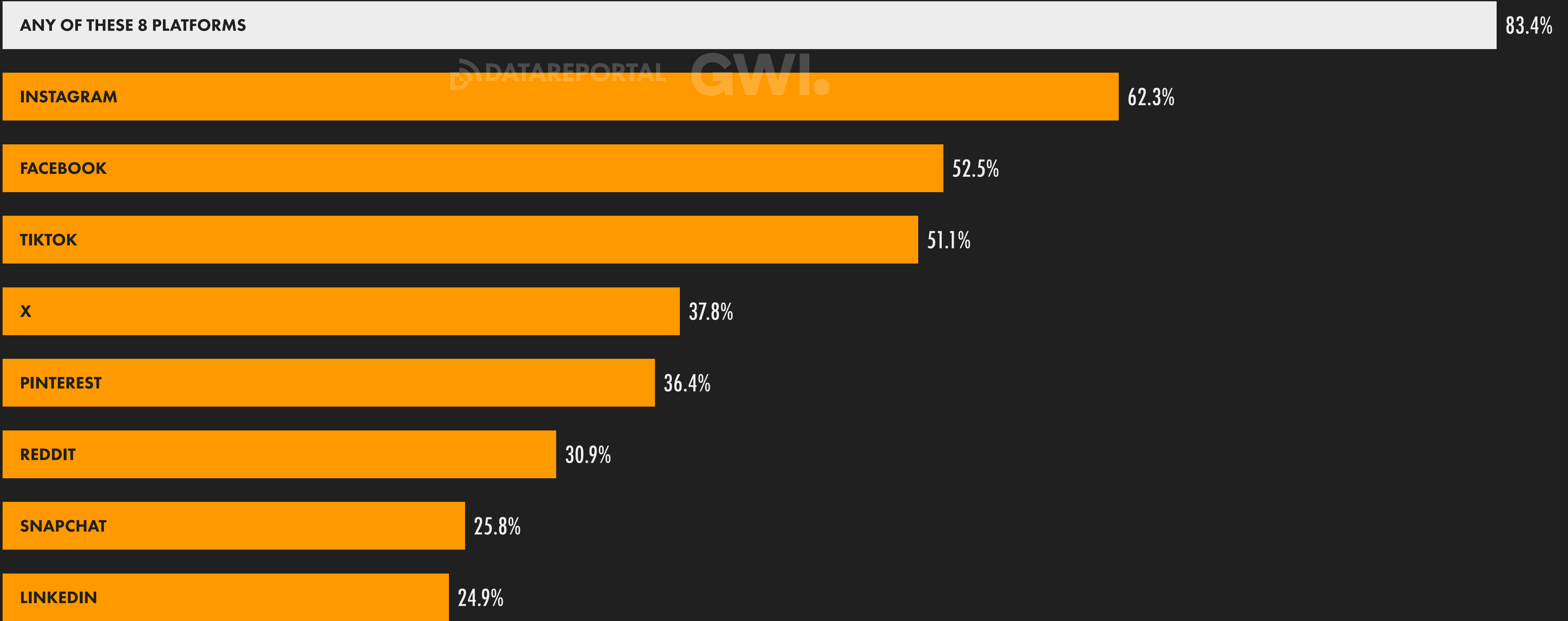
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# BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16+ WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS



GLOBAL OVERVIEW



FEB  
2025

# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



GLOBAL OVERVIEW

FACEBOOK 63.90%



INSTAGRAM 13.00%

PINTEREST 9.40%

X 6.96%

YOUTUBE 4.93%

1.06% REDDIT

0.39% LINKEDIN

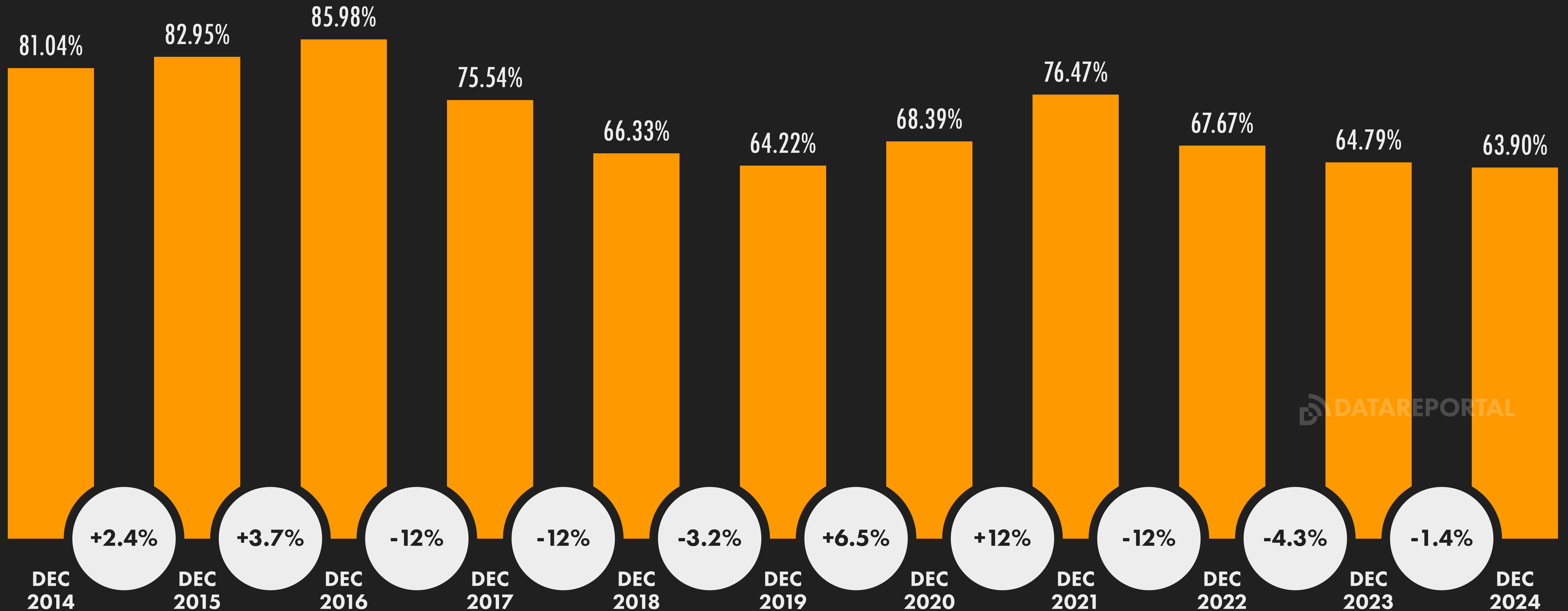
0.36% OTHERS

**SOURCE:** STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN **DECEMBER 2024**. PERCENTAGE CHANGE VALUES REPRESENT **RELATIVE** YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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# FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



DATA REPORTAL

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN DECEMBER 2024.

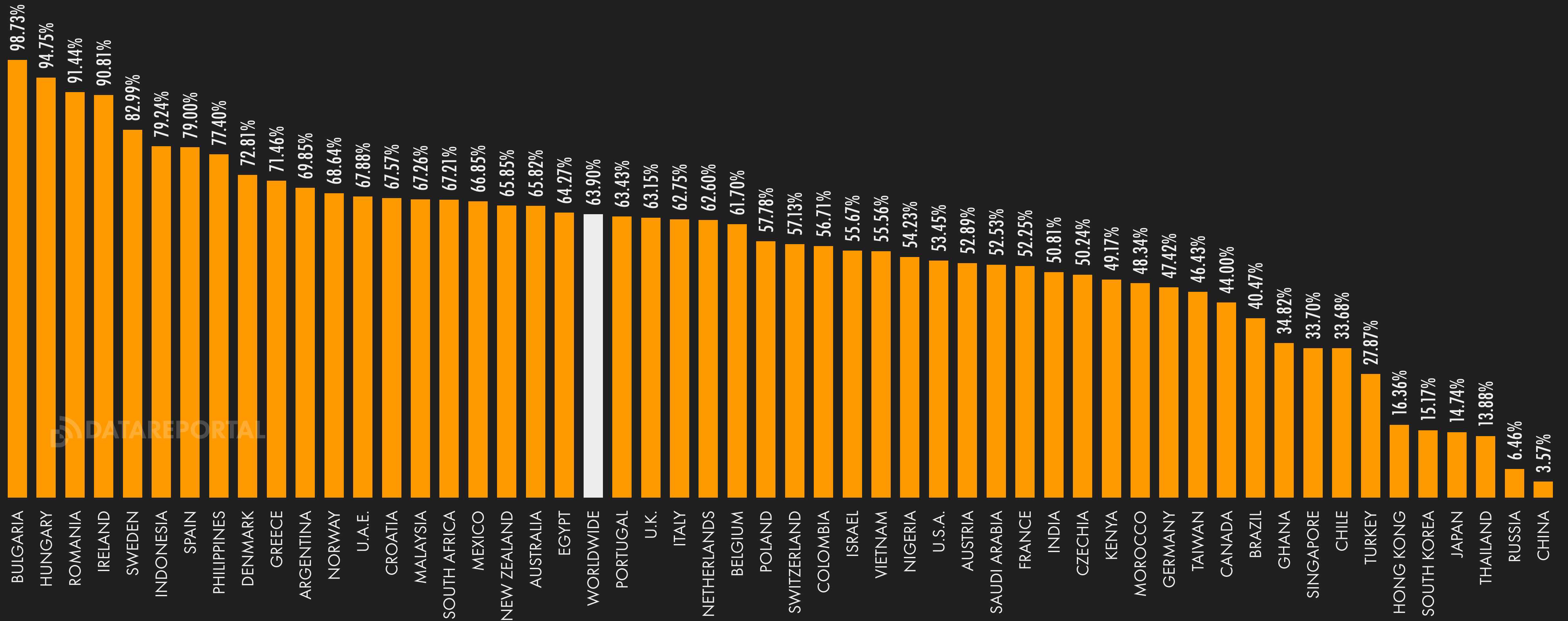
FEB  
2025

# FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



GLOBAL OVERVIEW



DATA REPORTAL

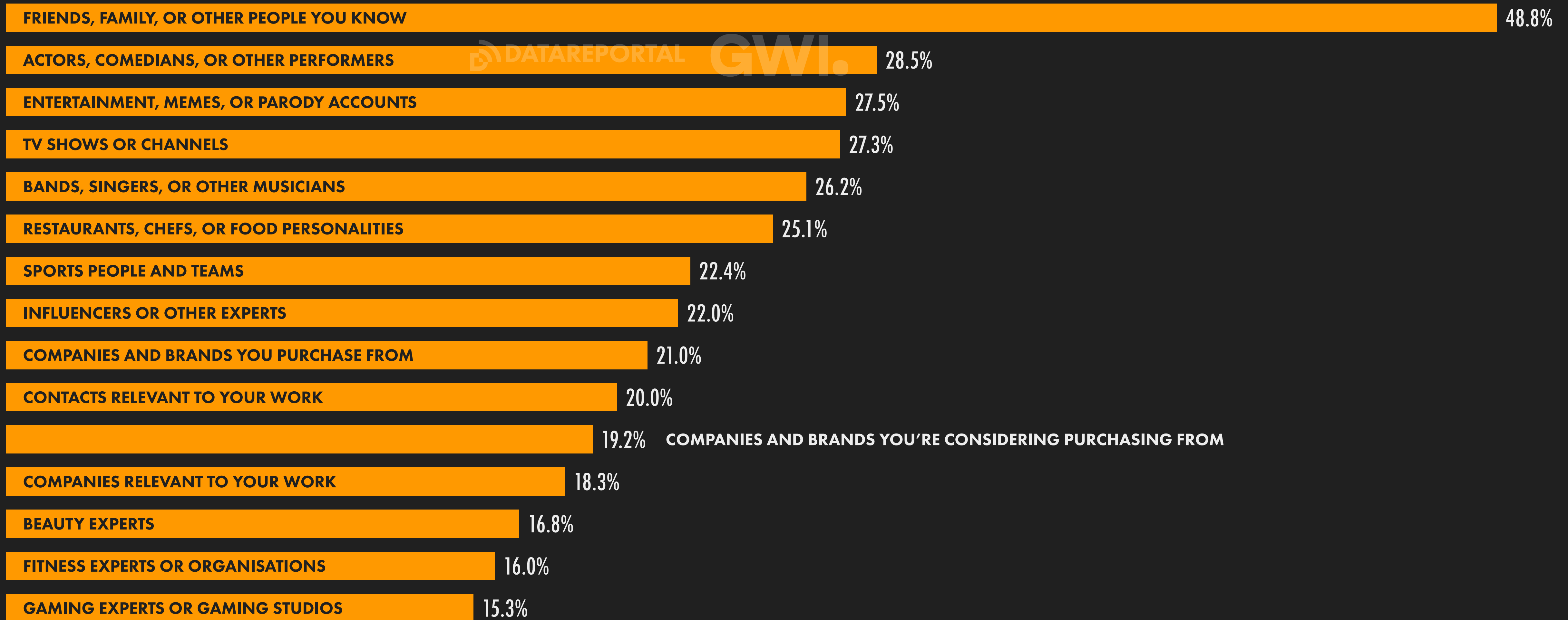
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# SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



GLOBAL OVERVIEW



**FEB  
2025**

# SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS IN EACH AGE GROUP WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 48.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 46.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 48.6%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 49.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 51.0%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 51.3%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS 37.4%	ACTORS, COMEDIANS, OR OTHER PERFORMERS 32.8%	TV SHOWS OR CHANNELS 29.3%	TV SHOWS OR CHANNELS 27.1%	TV SHOWS OR CHANNELS 25.5%	TV SHOWS OR CHANNELS 16.5%
ACTORS, COMEDIANS, OR OTHER PERFORMERS 35.5%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS 31.8%	ACTORS, COMEDIANS, OR OTHER PERFORMERS 28.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 24.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 21.0%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 12.5%
BANDS, SINGERS, OR OTHER MUSICIANS 32.2%	TV SHOWS OR CHANNELS 29.1%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 27.5%	ACTORS, COMEDIANS, OR OTHER PERFORMERS 23.9%	COMPANIES AND BRANDS YOU PURCHASE FROM 19.3%	SPORTS PEOPLE AND TEAMS 11.9%
INFLUENCERS OR OTHER EXPERTS 28.3%	BANDS, SINGERS, OR OTHER MUSICIANS 28.4%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS 26.1%	BANDS, SINGERS, OR OTHER MUSICIANS 23.2%	BANDS, SINGERS, OR OTHER MUSICIANS 18.7%	COMPANIES AND BRANDS YOU PURCHASE FROM 11.8%
SPORTS PEOPLE AND TEAMS 26.7%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 28.1%	BANDS, SINGERS, OR OTHER MUSICIANS 25.7%	CONTACTS RELEVANT TO YOUR WORK 22.3%	CONTACTS RELEVANT TO YOUR WORK 18.0%	BANDS, SINGERS, OR OTHER MUSICIANS 10.6%
TV SHOWS OR CHANNELS 25.8%	INFLUENCERS OR OTHER EXPERTS 25.0%	COMPANIES AND BRANDS YOU PURCHASE FROM 23.6%	COMPANIES AND BRANDS YOU PURCHASE FROM 22.0%	ACTORS, COMEDIANS, OR OTHER PERFORMERS 17.4%	JOURNALISTS OR NEWS COMPANIES 9.7%
GAMING EXPERTS OR GAMING STUDIOS 24.7%	SPORTS PEOPLE AND TEAMS 24.5%	CONTACTS RELEVANT TO YOUR WORK 23.4%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS 21.6%	COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM 16.2%	ACTORS, COMEDIANS, OR OTHER PERFORMERS 8.9%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 23.5%	COMPANIES AND BRANDS YOU PURCHASE FROM 21.8%	SPORTS PEOPLE AND TEAMS 22.9%	COMPANIES RELEVANT TO YOUR WORK 19.7%	JOURNALISTS OR NEWS COMPANIES 15.3%	EVENTS YOU'RE ATTENDING 8.9%
BEAUTY EXPERTS 20.0%	CONTACTS RELEVANT TO YOUR WORK 21.1%	COMPANIES RELEVANT TO YOUR WORK 22.5%	SPORTS PEOPLE AND TEAMS 19.5%	SPORTS PEOPLE AND TEAMS 15.0%	COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM 8.6%

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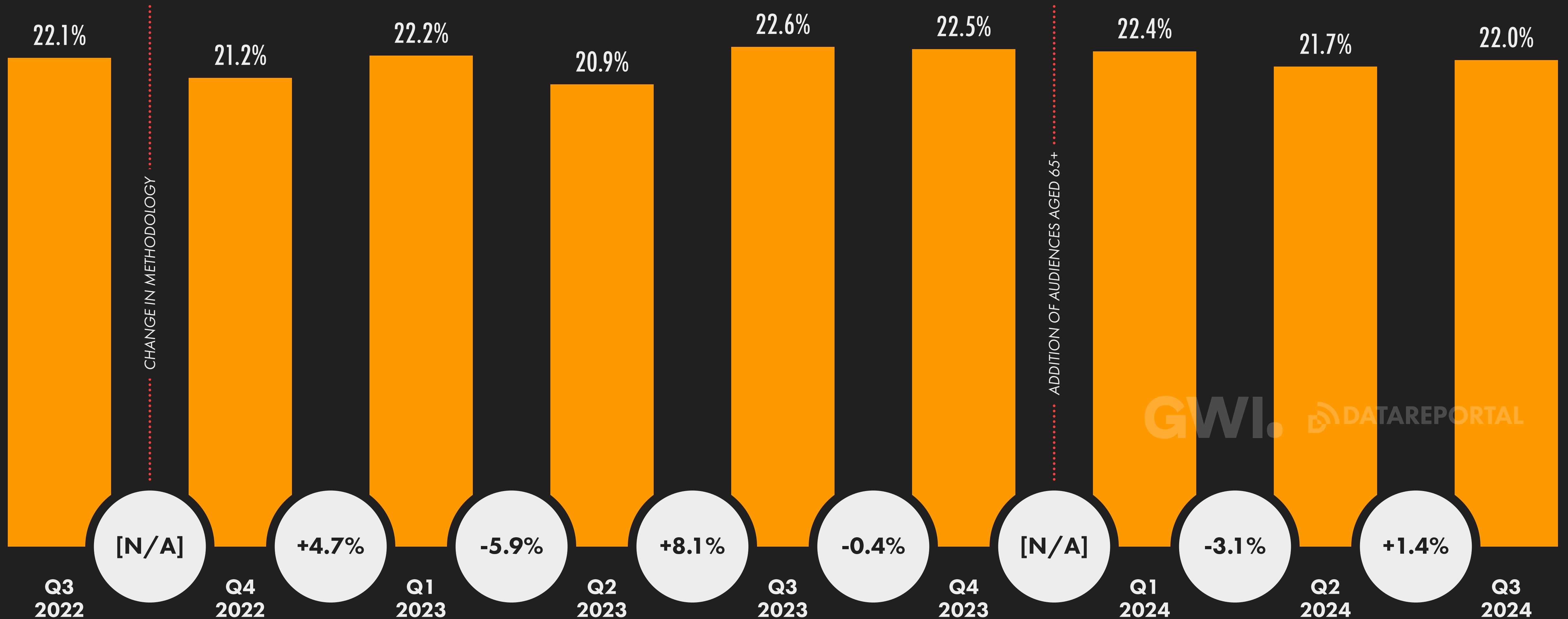
GW.

SOURCE: GWI (Q3 2024). NOTES: ONLY INCLUDES INTERNET USERS IN EACH AGE GROUP WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



GWIDATAREPORTAL

SOURCE: GWI (Q3 2024). NOTES: ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.



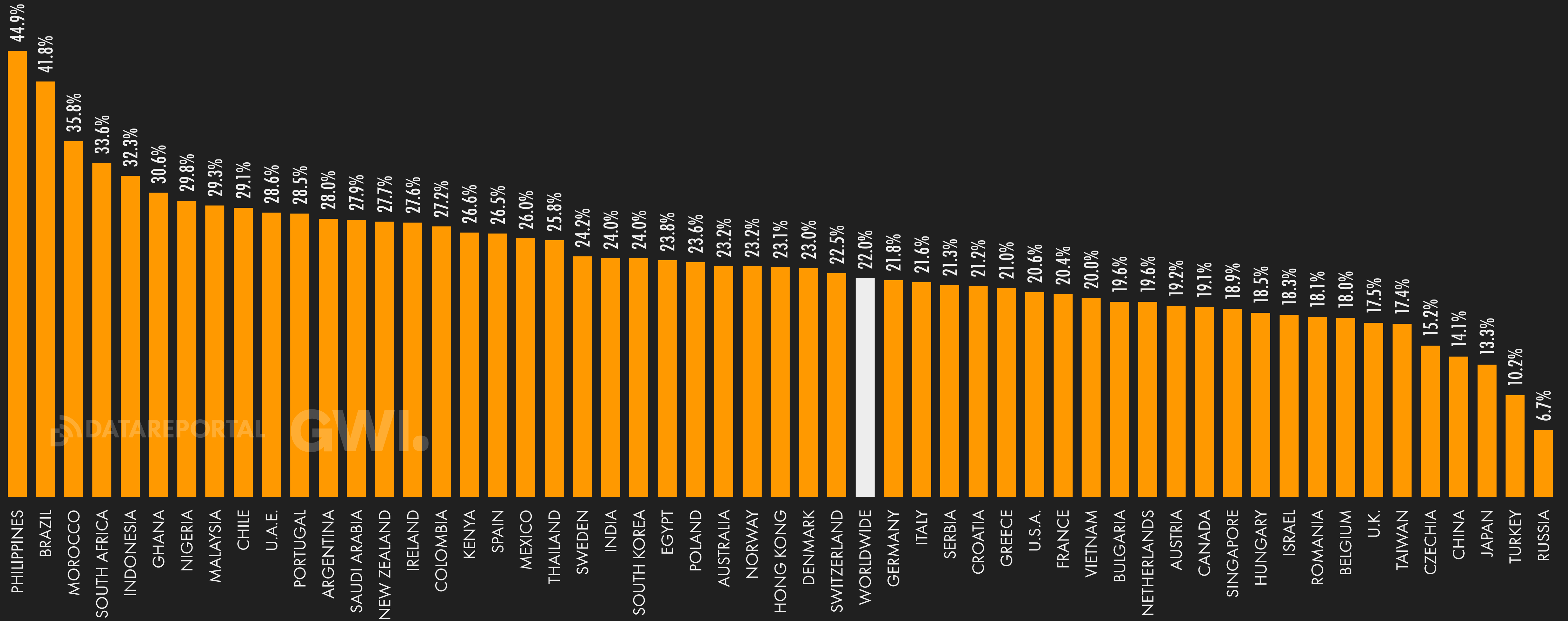
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2025

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PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



GLOBAL OVERVIEW



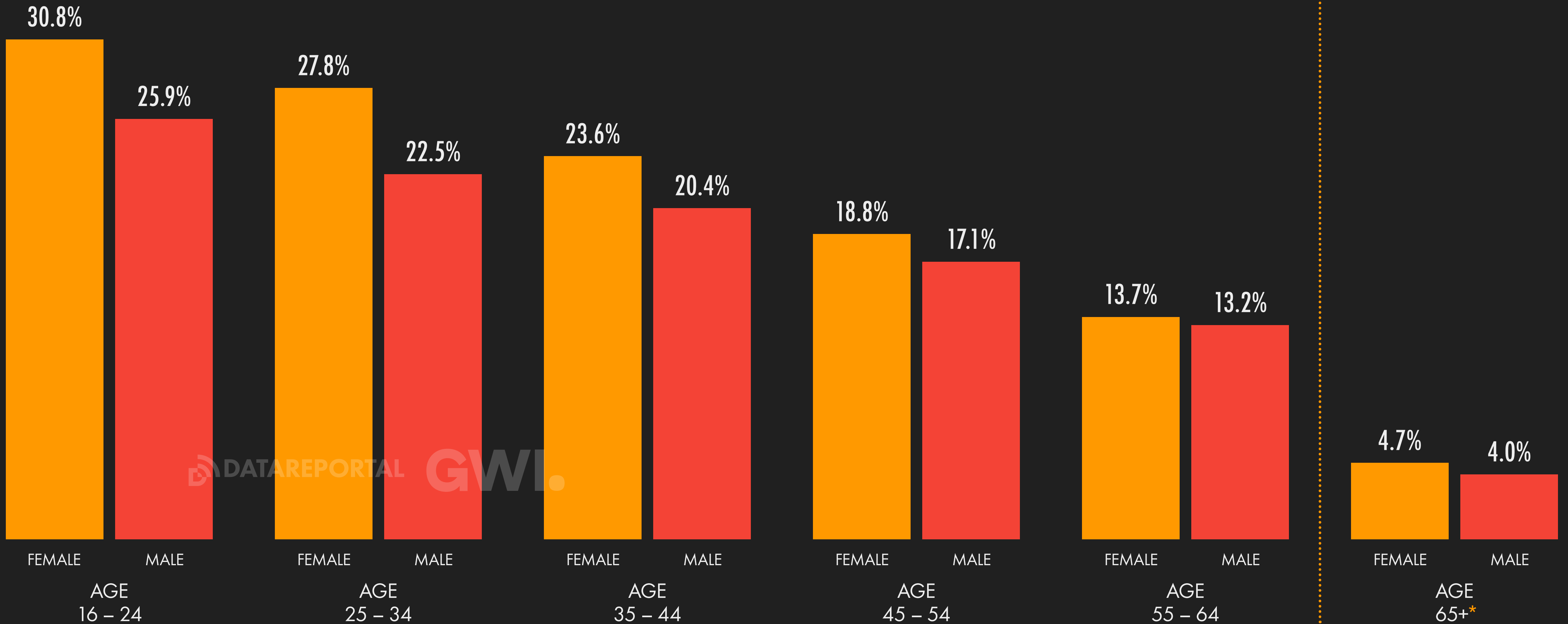
FEB  
2025

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



GLOBAL OVERVIEW



DATA REPORTAL GWI

SOURCE: GWI (Q3 2024). NOTES: ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (\*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

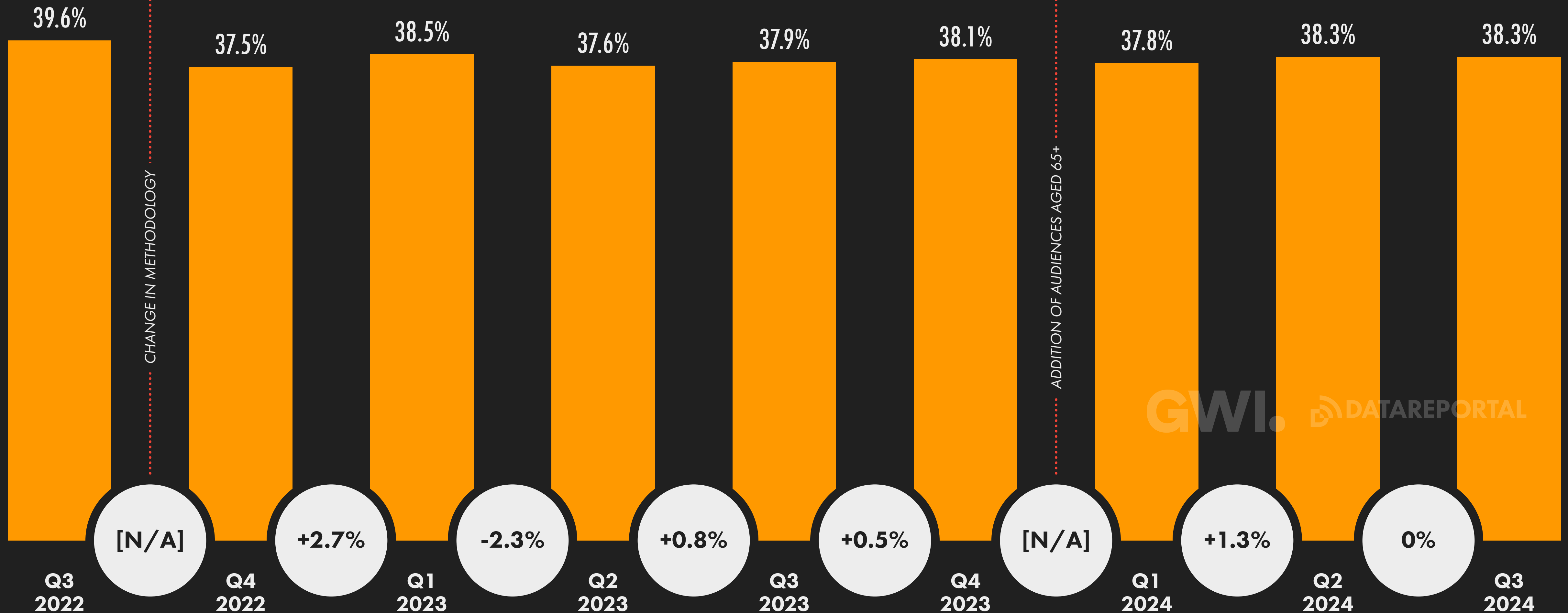
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2025

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2024). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

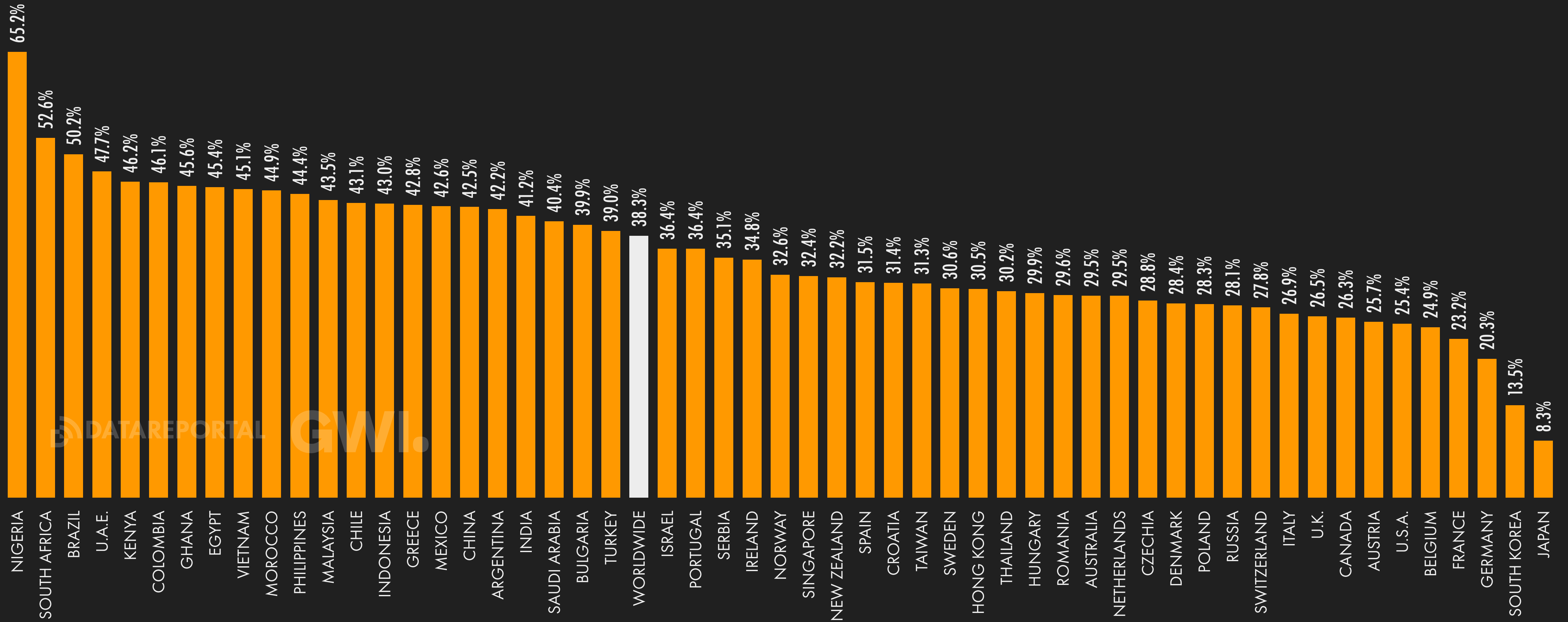
FEB  
2025

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GLOBAL OVERVIEW



DATA REPORTAL GWI

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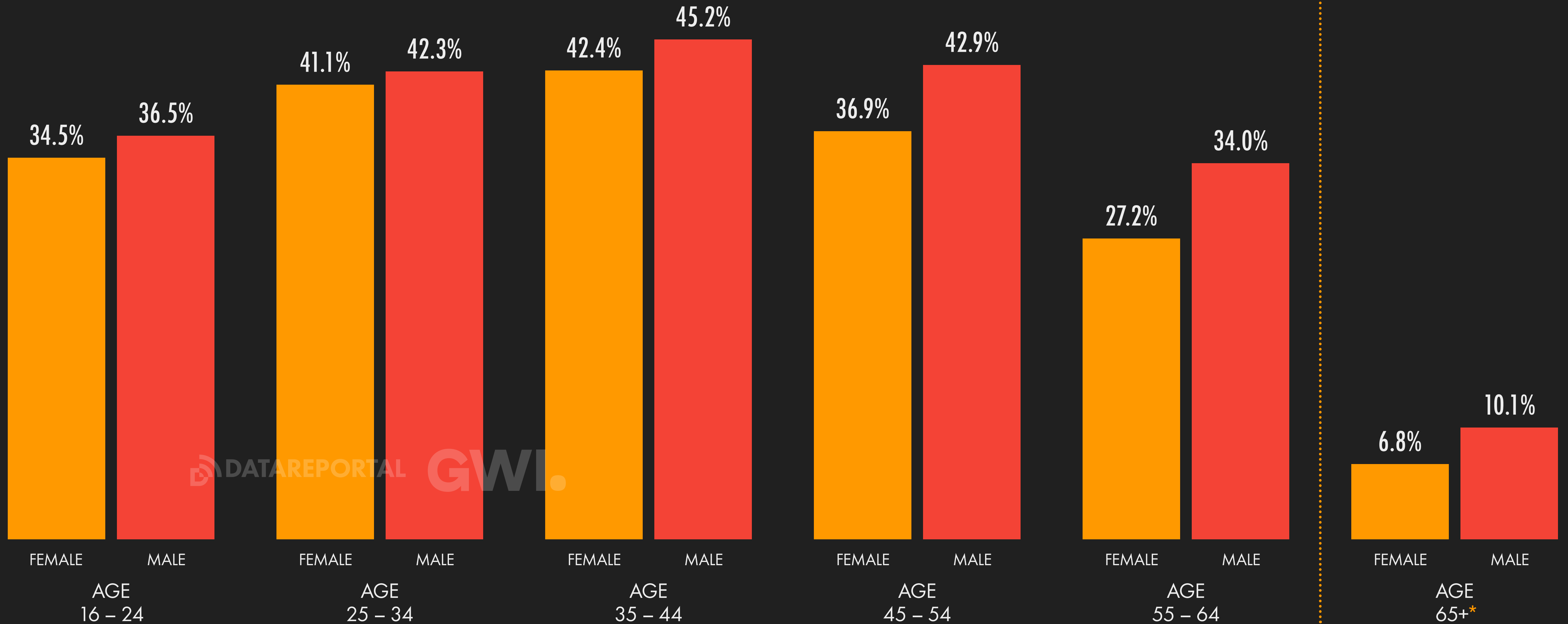
FEB  
2025

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GLOBAL OVERVIEW

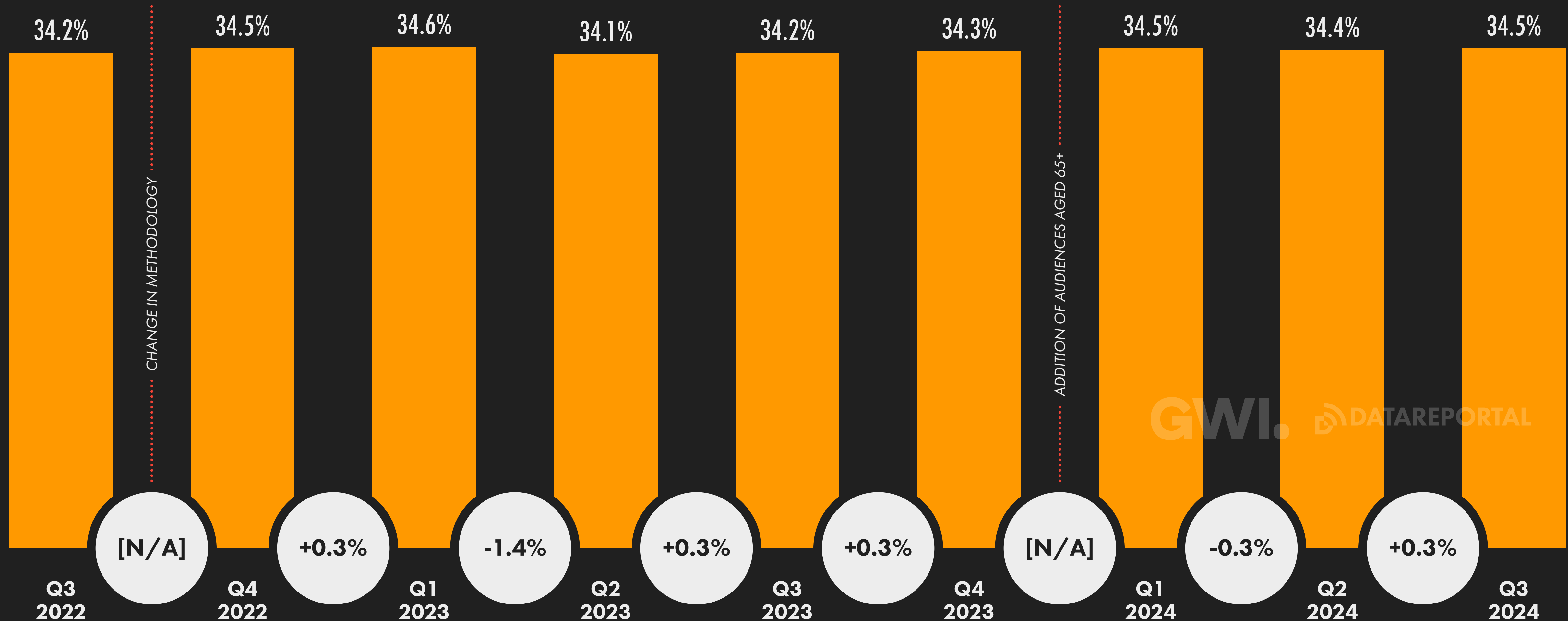


DATA REPORTAL GWI

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2025

# SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA



GWIDATAREPORTAL

SOURCE: GWI (Q3 2024). NOTES: ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

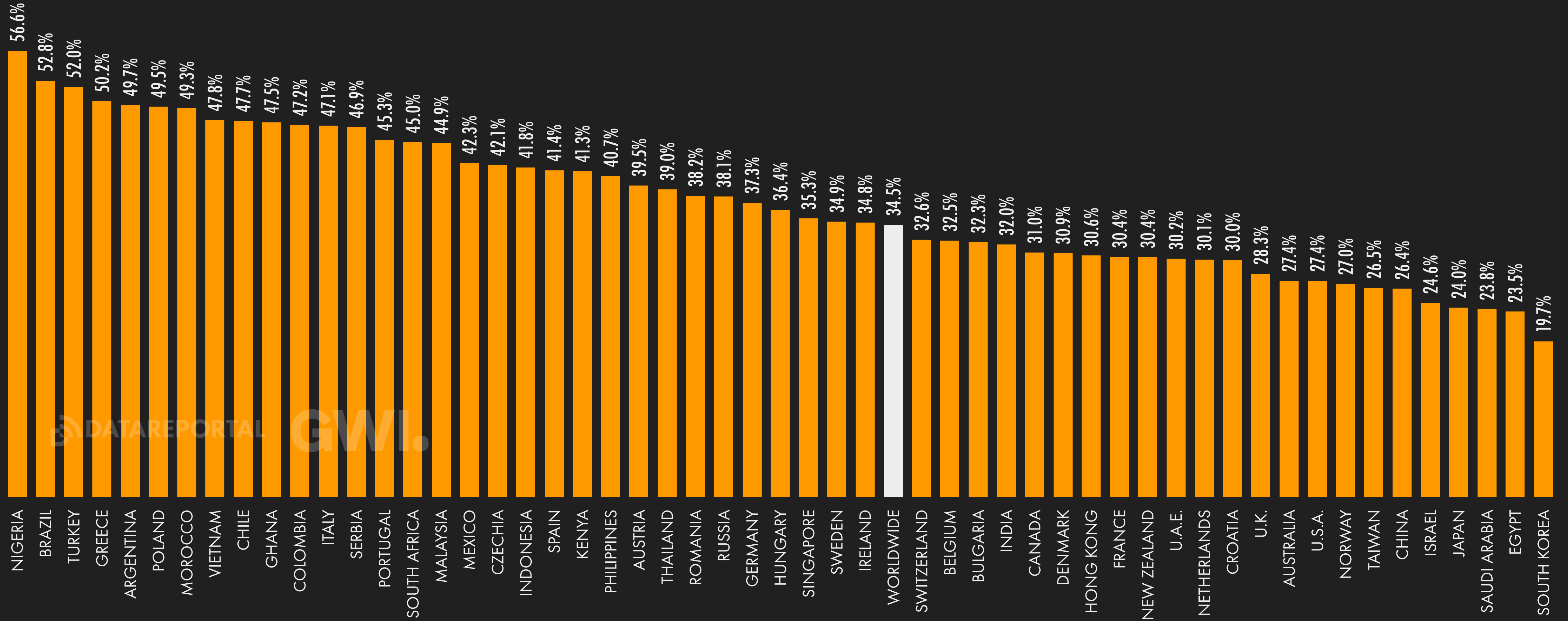
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2025

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GLOBAL OVERVIEW



DATA REPORTAL GWI.

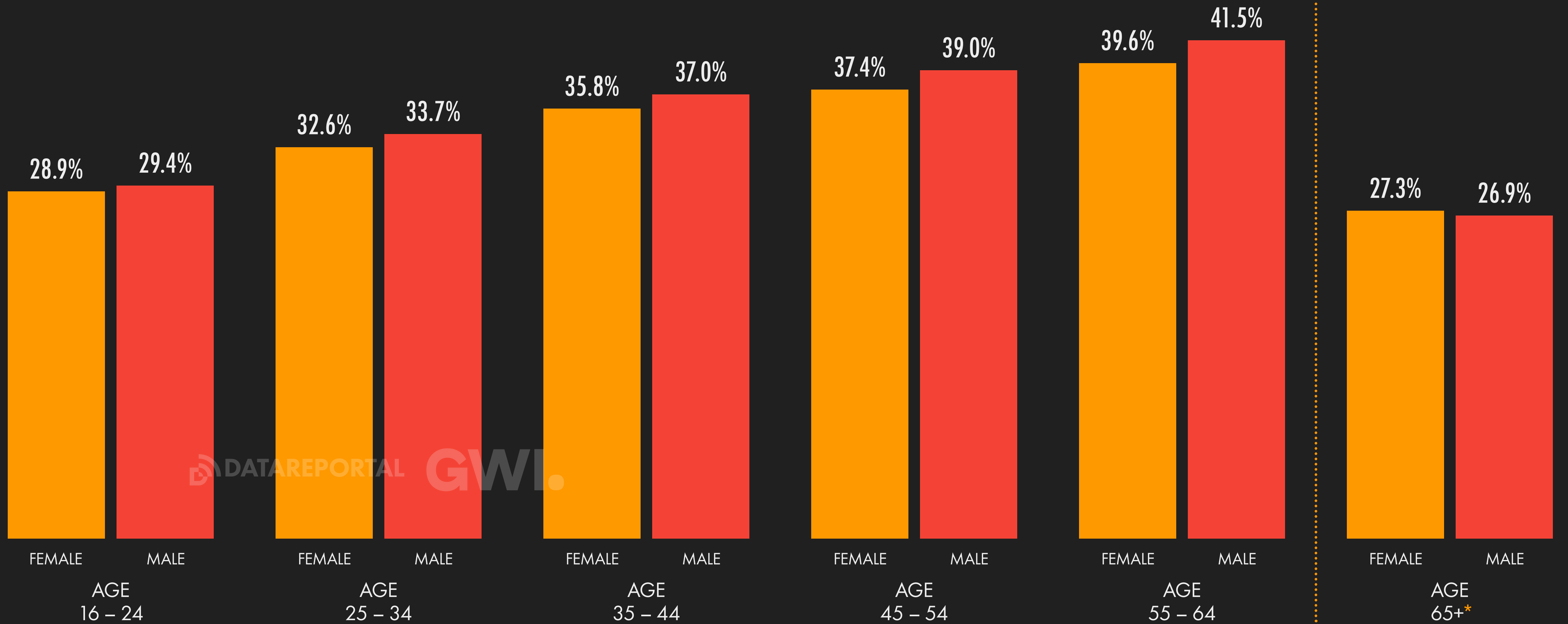
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2025

# SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA



GLOBAL OVERVIEW



DATA REPORTAL GWI





**YOUTUBE**

FEB  
2025

# YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON YOUTUBE



**2.53**  
BILLION

YOUTUBE AD REACH  
vs. TOTAL POPULATION



**30.9%**

YOUTUBE AD REACH  
vs. TOTAL INTERNET USERS



**45.5%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED YOUTUBE AD REACH



**0%**  
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN  
REPORTED YOUTUBE AD REACH



**+1.6%**  
**+40 MILLION**

**SHARE:** FEMALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



**46.0%**

**SHARE:** MALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



**54.0%**

**ADOPTION:** OVERALL YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



**39.0%**

**ADOPTION:** FEMALE YOUTUBE  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



**35.7%**

**ADOPTION:** MALE YOUTUBE  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



**42.4%**

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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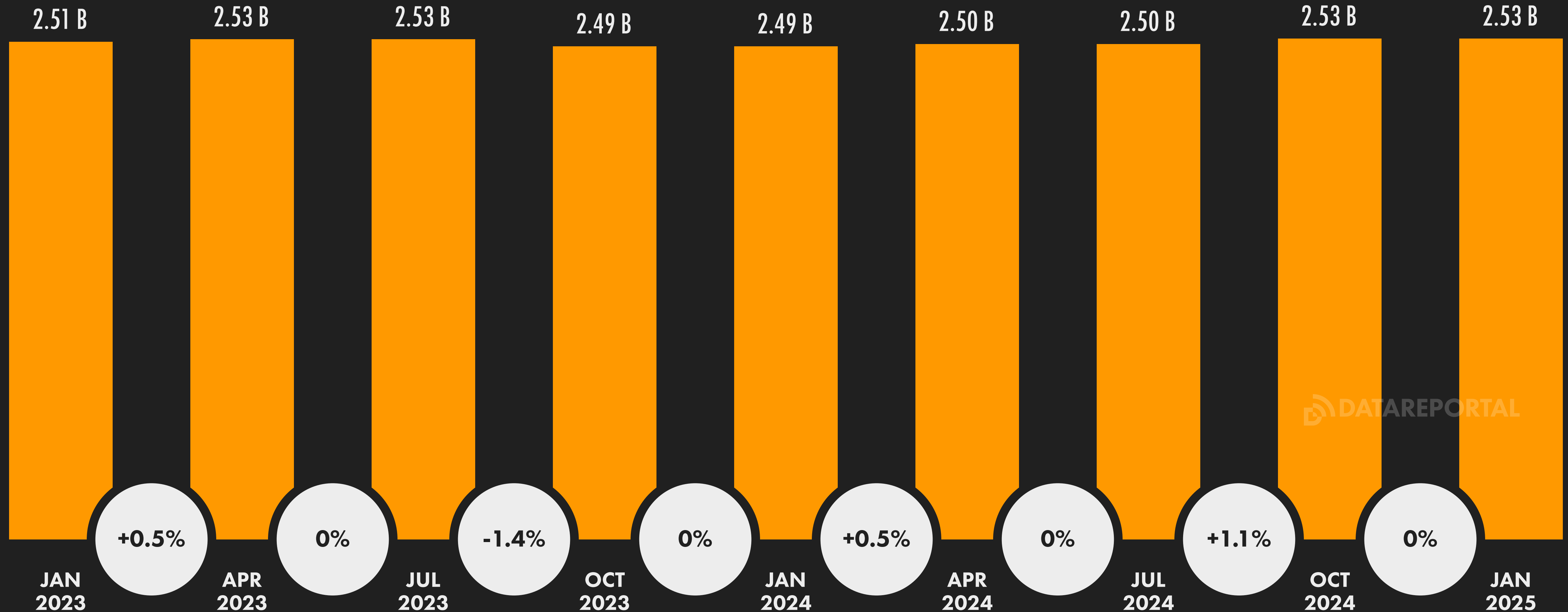
# YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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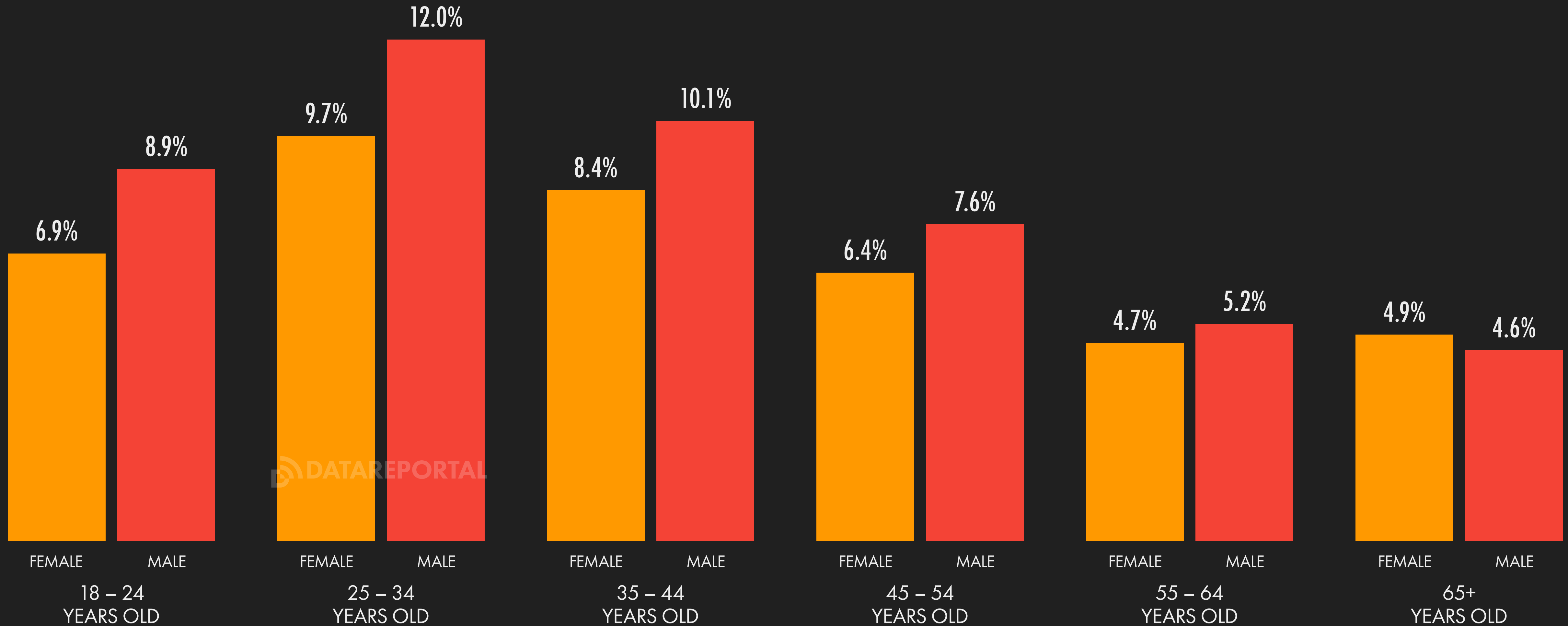
# YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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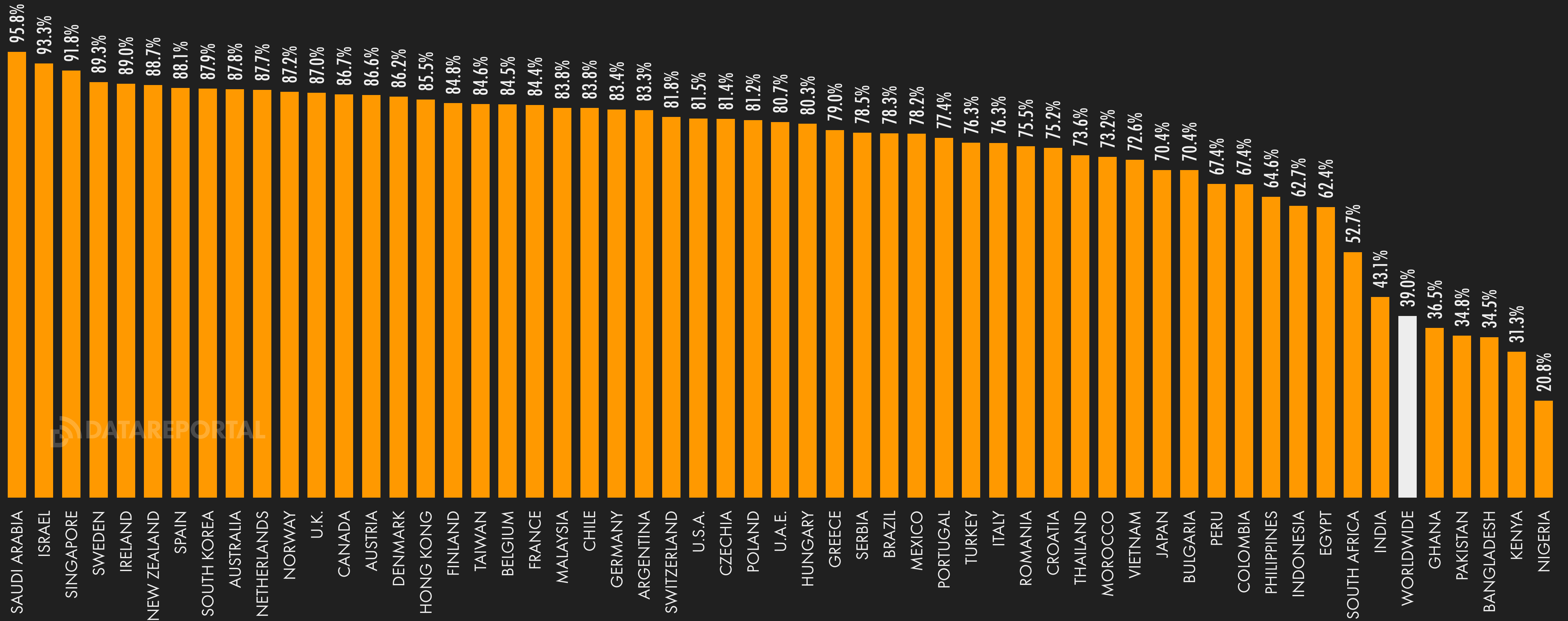
# YOUTUBE ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF YOUTUBE ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

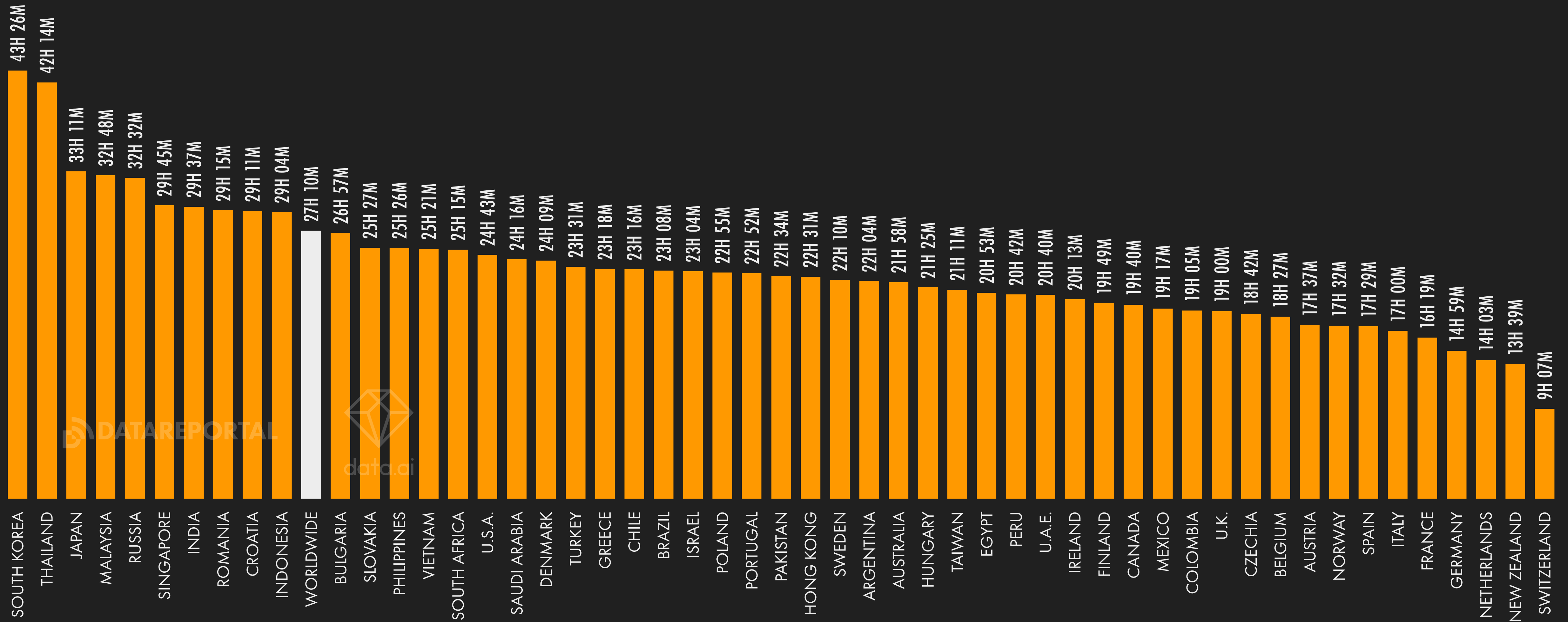
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# YOUTUBE: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE YOUTUBE USER SPENDS USING THE YOUTUBE APP ON ANDROID PHONES



GLOBAL OVERVIEW



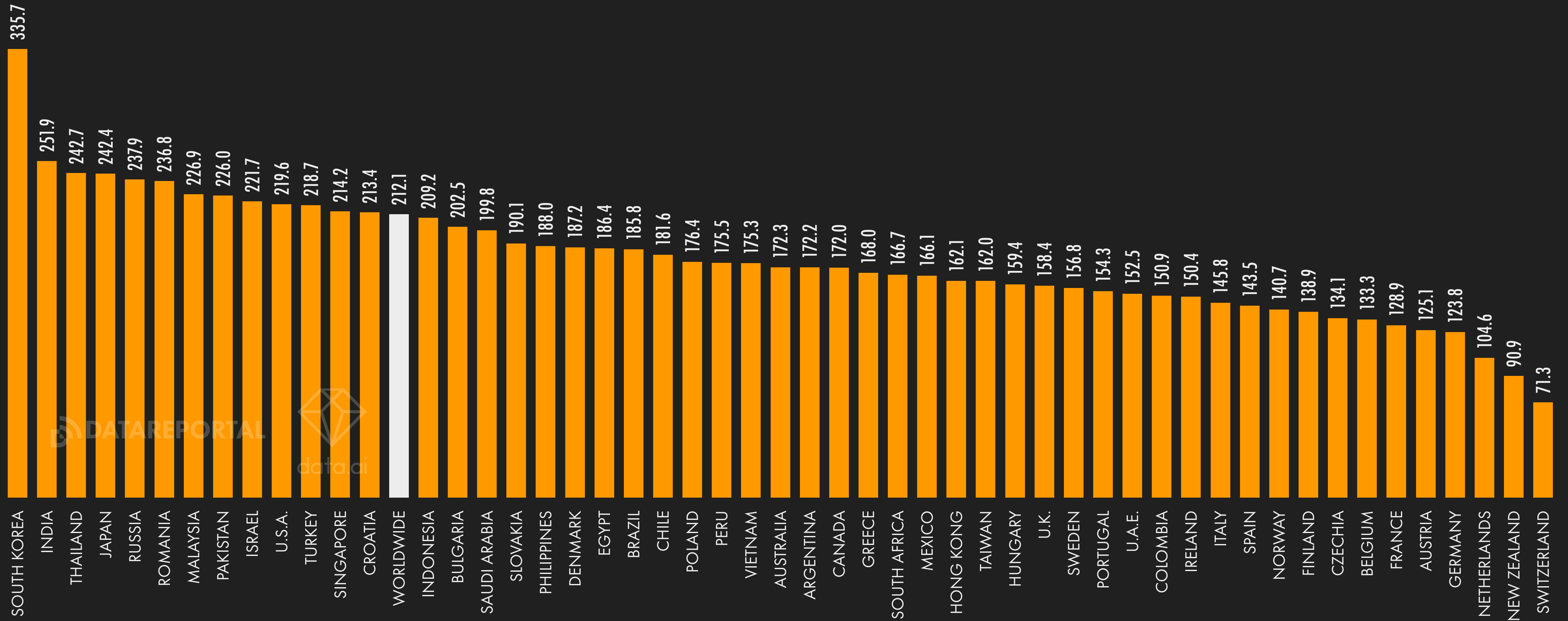
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# YOUTUBE: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE YOUTUBE USER OPENS THE YOUTUBE APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	491,000,000	[UNCHANGED]	11	PAKISTAN	55,900,000	[UNCHANGED]
02	UNITED STATES OF AMERICA	253,000,000	[UNCHANGED]	12	UNITED KINGDOM	54,800,000	[UNCHANGED]
03	BRAZIL	144,000,000	[UNCHANGED]	13	EGYPT	50,700,000	[UNCHANGED]
04	INDONESIA	143,000,000	[UNCHANGED]	14	FRANCE	50,400,000	[UNCHANGED]
05	MEXICO	83,600,000	[UNCHANGED]	15	THAILAND	47,600,000	[UNCHANGED]
06	JAPAN	78,700,000	[UNCHANGED]	16	BANGLADESH	44,600,000	[UNCHANGED]
07	GERMANY	65,500,000	[UNCHANGED]	17	SOUTH KOREA	43,400,000	[UNCHANGED]
08	VIETNAM	62,300,000	[UNCHANGED]	18	ITALY	42,200,000	[UNCHANGED]
09	PHILIPPINES	57,700,000	[UNCHANGED]	19	SPAIN	39,700,000	[UNCHANGED]
10	TURKEY	57,500,000	[UNCHANGED]	20	ARGENTINA	32,200,000	[UNCHANGED]

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** YOUTUBE HAD NOT UPDATED ITS REPORTED AD REACH WITHIN THE PAST 90 DAYS AT THE TIME OF REPORT PRODUCTION, SO ALL VALUES IN THE "▲QOQ" COLUMN WILL APPEAR AS "[UNCHANGED]". ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



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# YOUTUBE ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SAUDI ARABIA	95.8%	23,660,000	11	NETHERLANDS	87.7%	13,120,000
02	ISRAEL	93.3%	5,990,000	12	NORWAY	87.2%	3,930,000
03	SINGAPORE	91.8%	4,600,000	13	URUGUAY	87.1%	2,300,000
04	SWEDEN	89.3%	7,570,000	14	UNITED KINGDOM	87.0%	47,900,000
05	IRELAND	89.0%	3,650,000	15	CANADA	86.7%	28,300,000
06	NEW ZEALAND	88.7%	3,630,000	16	AUSTRIA	86.6%	6,550,000
07	SPAIN	88.1%	35,500,000	17	COSTA RICA	86.4%	3,440,000
08	ICELAND	88.0%	274,000	18	DENMARK	86.2%	4,180,000
09	SOUTH KOREA	87.9%	39,600,000	19	HONG KONG	85.5%	5,530,000
10	AUSTRALIA	87.8%	18,530,000	20	FINLAND	84.8%	3,920,000

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	63
03	VIDEO	42
04	SONGS	34
05	DJ	23
06	MINECRAFT	20
07	CARTOON CARTOON	18
08	CARTOON	18
09	FILM	17
10	KARAOKE	16

#	SEARCH QUERY	INDEX
11	GANA	16
12	MUSIC	16
13	DANCE	15
14	NEWS	14
15	MOVIES	14
16	BABY	13
17	NEW SONG	12
18	HINDI MOVIE	11
19	VIDEOS	11
20	TIKTOK	11

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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# TOP YOUTUBE CHANNELS BY SUBSCRIBERS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
01	MRBEAST @MRBEAST	341.0 M 68.6 B
02	T-SERIES @TSERIES	283.0 M 279.8 B
03	COCOMELON - NURSERY... @COCOMELON	187.0 M 194.4 B
04	SET INDIA @SETINDIA	180.0 M 173.3 B
05	VLAD AND NIKI @VLADANDNIKI	131.0 M 100.3 B
06	🌸 KIDS DIANA SHOW @KIDSDIANASHOW	129.0 M 109.7 B
07	LIKE NASTYA @LIKENASTYAOFFICIAL	124.0 M 108.7 B
08	ZEE MUSIC @ZEEMUSICCOMPANY	113.0 M 72.8 B
09	PEWDIEPIE @PEWDIEPIE	110.0 M 29.5 B
10	STOKES TWINS @STOKESTWINS	107.0 M 17.0 B

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
11	WWE @WWE	106.0 M 90.6 B
12	GOLDMINES @GOLDMINESTELEFILMS	102.0 M 30.1 B
13	SONY SAB @SONYSAB	98.3 M 124.0 B
14	BLACKPINK @BLACKPINK	95.5 M 37.5 B
15	CHUCHU TV NURSERY... @CHUCHUTV	94.6 M 53.5 B
16	ZEE TV @ZEETV	86.7 M 98.2 B
17	5-MINUTE CRAFTS @5MINUTECRAFTSYOUTUBE	81.1 M 27.9 B
18	PINKFONG @PINKFONG	79.7 M 48.0 B
19	BANGTANTV @BTS	79.6 M 24.2 B
20	김프로KIMPRO @KIMPRO828	78.2 M 59.4 B

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
21	COLORS TV @COLORSTV	77.9 M 76.8 B
22	HYBE LABELS @HYBELABELS	76.3 M 37.5 B
23	JUSTIN BIEBER @JUSTINBIEBER	74.6 M 33.6 B
24	T-SERIES BHAKTI SAGAR @TSERIESBHAKTISAGAR	73.1 M 37.5 B
25	ALAN CHIKIN CHOW @ALANCHIKINCHOW	72.8 M 49.6 B
26	A4 @A4A4A4A4	72.7 M 31.7 B
27	UR · CRISTIANO @CRISTIANO	72.7 M 0.8 B
28	TIPS OFFICIAL @TIPSOFFICIAL	71.5 M 43.7 B
29	ZAMZAM ELECTRONICS... @ZAMZAMELECTRONICSTRADINGLLC	70.8 M 35.1 B
30	SHEMAROO FILMI GAANE @FILMIGAANE	70.5 M 31.2 B

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
31	TOYS AND COLORS @TOYSANDCOLORS	69.5 M 84.0 B
32	AAJ TAK @AAJTAK	69.1 M 35.9 B
33	CANAL KONZILLA @KONZILLA	67.5 M 37.9 B
34	INFOBELLS - HINDI @INFOBELLSHINDIRHYMES	67.5 M 40.1 B
35	EL REINO INFANTIL @ELREINOINFANTIL	67.3 M 64.4 B
36	KL BRO BIJU RITHVIK @KLBROBIJURITHVIK1	64.2 M 55.9 B
37	WAVE MUSIC @WAVEMUSICINDIA	63.9 M 44.1 B
38	EMINEM MUSIC @EMINEM	63.6 M 32.6 B
39	HAR PAL GEO @HARPALGEOOFFICIAL	63.5 M 64.9 B
40	SONY MUSIC INDIA @SONYMUSICINDIA	63.2 M 32.8 B

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** SUBSCRIBER NUMBERS ROUNDED AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "SUBSCRIBERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** SUBSCRIBER AND VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# TOP YOUTUBE CHANNELS BY TOTAL VIDEO VIEWS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF CUMULATIVE VIDEO VIEWS



GLOBAL OVERVIEW

#	CHANNEL	TOTAL VIEWS	VIEWS PER VIDEO
01	T-SERIES @T SERIES	279.8 B	12.5 M
02	COCOMELON - NURSERY... @COCOMELON	194.4 B	139.7 M
03	SET INDIA @SETINDIA	173.3 B	1.2 M
04	SONY SAB @SONYSAB	124.0 B	1.3 M
05	🌸 KIDS DIANA SHOW @KIDSDIANASHOW	109.7 B	85.0 M
06	LIKE NASTYA @LIKENASTYAOFFICIAL	108.7 B	117.9 M
07	VLAD AND NIKI @VLADANDNIKI	100.3 B	122.2 M
08	ZEE TV @ZEETV	98.2 B	0.5 M
09	WWE @WWE	90.6 B	1.1 M
10	TOYS AND COLORS @TOYSANDCOLORS	84.0 B	59.4 M

#	CHANNEL	TOTAL VIEWS	VIEWS PER VIDEO
11	COLORS TV @COLORSTV	76.8 B	0.4 M
12	ZEE MUSIC @ZEEMUSICCOMPANY	72.8 B	5.6 M
13	MRBEAST @MRBEAST	68.6 B	81.7 M
14	HAR PAL GEO @HARPALGEOOFFICIAL	64.9 B	0.4 M
15	EL REINO INFANTIL @ELREINOINFANTIL	64.4 B	37.8 M
16	MOVIECLIPS @MOVIECLIPS	64.4 B	1.5 M
17	ARY DIGITAL HD @ARYDIGITALASIA	59.9 B	0.4 M
18	RYAN'S WORLD @RYANSWORLD	59.4 B	19.1 M
19	김프로KIMPRO @KIMPRO828	59.4 B	16.4 M
20	ABS-CBN ENTERTAINMENT @ABSCBNENTERTAINMENT	56.4 B	0.2 M

#	CHANNEL	TOTAL VIEWS	VIEWS PER VIDEO
21	STARPLUS @STARPLUS	55.9 B	0.5 M
22	KL BRO BIJU RITHVIK @KLBROBIJURITHVIK1	55.9 B	19.2 M
23	NETD MÜZIK @NETDMUZIK	55.3 B	2.6 M
24	SUPER SIMPLE SONGS @SUPERSIMPLESONGS	54.3 B	65.9 M
25	CHUCHU TV NURSERY... @CHUCHUTV	53.5 B	63.5 M
26	ALAN CHIKIN CHOW @ALANCHIKINCHOW	49.6 B	34.7 M
27	VIJAY TELEVISION @VIJAYTELEVISION	48.2 B	0.4 M
28	PINKFONG @PINKFONG	48.0 B	14.0 M
29	ANAYA KANDHAL @ANAYAKANDHAL	46.3 B	23.1 M
30	YRF @YRF	45.1 B	10.4 M

#	CHANNEL	TOTAL VIEWS	VIEWS PER VIDEO
31	LANKYBOX @LANKYBOX	44.2 B	3.6 M
32	WAVE MUSIC @WAVEMUSICINDIA	44.1 B	2.2 M
33	TIPS OFFICIAL @TIPSOFFICIAL	43.7 B	6.3 M
34	D BILLIONS @DBILLIONS	42.9 B	30.2 M
35	TSURIKI SHOW @TSURIKISHOW	42.0 B	9.1 M
36	LEONATA FAMILY @LEONATAFAMILY	42.0 B	10.6 M
37	LITTLE BABY BUM - NURSERY... @LITTLEBABYBUM	41.3 B	14.5 M
38	ALFREDO LARIN @ALFREDOLARIN	40.8 B	22.3 M
39	INFOBELLS - HINDI @INFOBELLSHINDIRHYMES	40.1 B	54.5 M
40	WORKPOINTOFFICIAL @WORKPOINTOFFICIAL	40.1 B	0.4 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "TOTAL VIEWS" COLUMN, "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – “VIDEO TITLE”	VIEWS	UPLOADED	LIKES
01	PINK FONG – “BABY SHARK DANCE”	15,474,700,000	18 JUN 2016	44,000,000
02	LUIS FONSI FEAT. DADDY YANKEE – “DESPACITO”	8,625,400,000	13 JAN 2017	54,000,000
03	LOOLOO KIDS – “JOHNY JOHNY YES PAPA”	6,998,600,000	8 OCT 2016	19,000,000
04	COCOMELON - NURSERY RHYMES – “BATH SONG”	6,960,800,000	2 MAY 2018	17,000,000
05	COCOMELON - NURSERY RHYMES – “WHEELS ON THE BUS”	6,945,800,000	24 MAY 2018	18,000,000
06	WIZ KHALIFA FEAT. CHARLIE PUTH – “SEE YOU AGAIN”	6,521,900,000	7 APR 2015	44,000,000
07	ED SHEERAN – “SHAPE OF YOU”	6,391,900,000	30 JAN 2017	33,000,000
08	CHUCHU TV NURSERY RHYMES & KIDS SONGS – “PHONICS SONG WITH TWO WORDS”	6,205,200,000	7 MAR 2014	[N/A]
09	MARK RONSON FEAT. BRUNO MARS – “UPTOWN FUNK”	5,441,400,000	19 NOV 2014	22,000,000
10	PSY – “GANGNAM STYLE”	5,412,600,000	15 JUL 2012	29,000,000



**FACEBOOK**

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# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON FACEBOOK



**2.28**  
BILLION

FACEBOOK AD REACH  
vs. TOTAL POPULATION



**27.9%**

FACEBOOK AD REACH  
vs. TOTAL INTERNET USERS



**41.1%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED FACEBOOK AD REACH



**+2.8%**  
**+62 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED FACEBOOK AD REACH



**+4.3%**  
**+93 MILLION**

**SHARE:** FEMALE FACEBOOK  
AD REACH vs. OVERALL  
FACEBOOK AD REACH



**43.3%**

**SHARE:** MALE FACEBOOK  
AD REACH vs. OVERALL  
FACEBOOK AD REACH



**56.7%**

**ADOPTION:** OVERALL FACEBOOK  
AD REACH **AGED 18+** vs. OVERALL  
POPULATION **AGED 18+**



**39.4%**

**ADOPTION:** FEMALE FACEBOOK  
AD REACH **AGED 18+** vs. FEMALE  
POPULATION **AGED 18+**



**33.8%**

**ADOPTION:** MALE FACEBOOK  
AD REACH **AGED 18+** vs. MALE  
POPULATION **AGED 18+**



**44.7%**

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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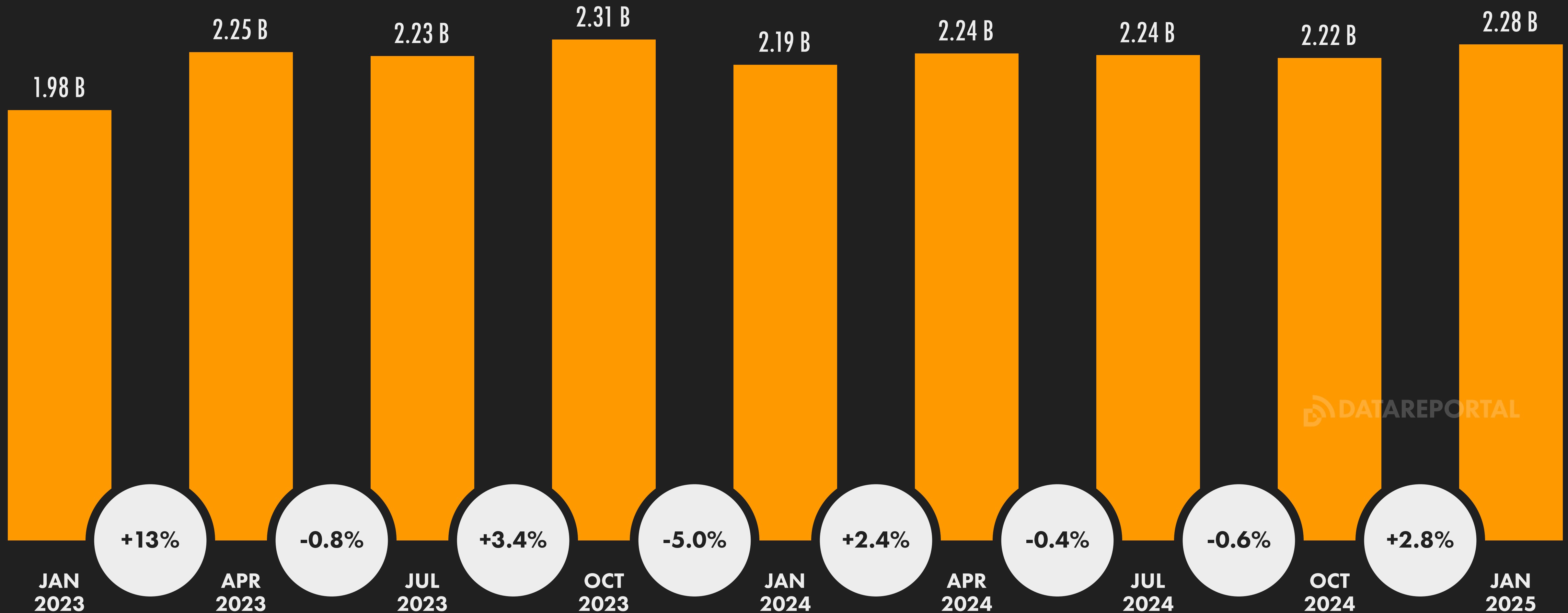
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GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).



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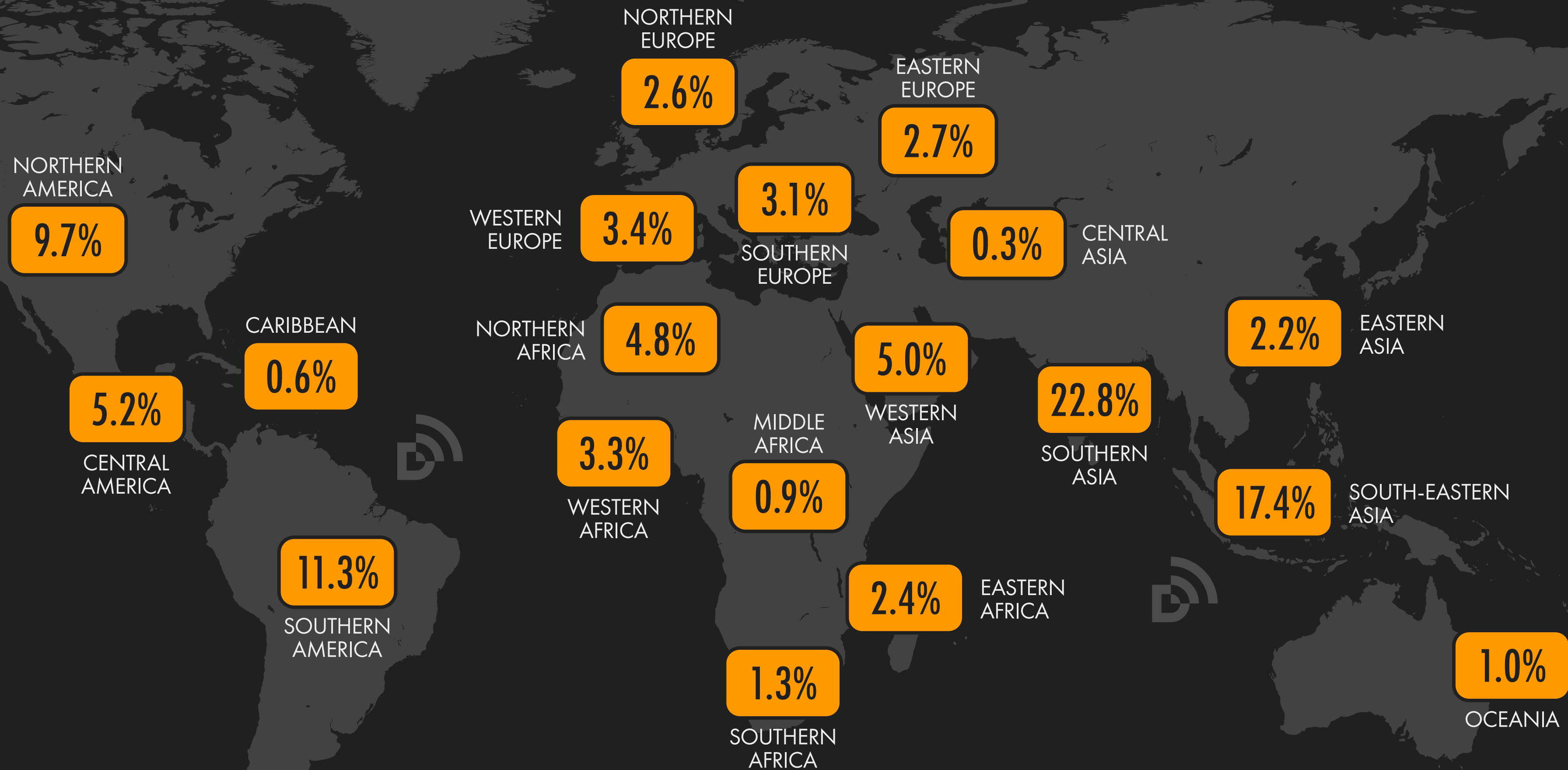
# SHARE OF FACEBOOK ADVERTISING AUDIENCE

POTENTIAL FACEBOOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL FACEBOOK ADVERTISING REACH

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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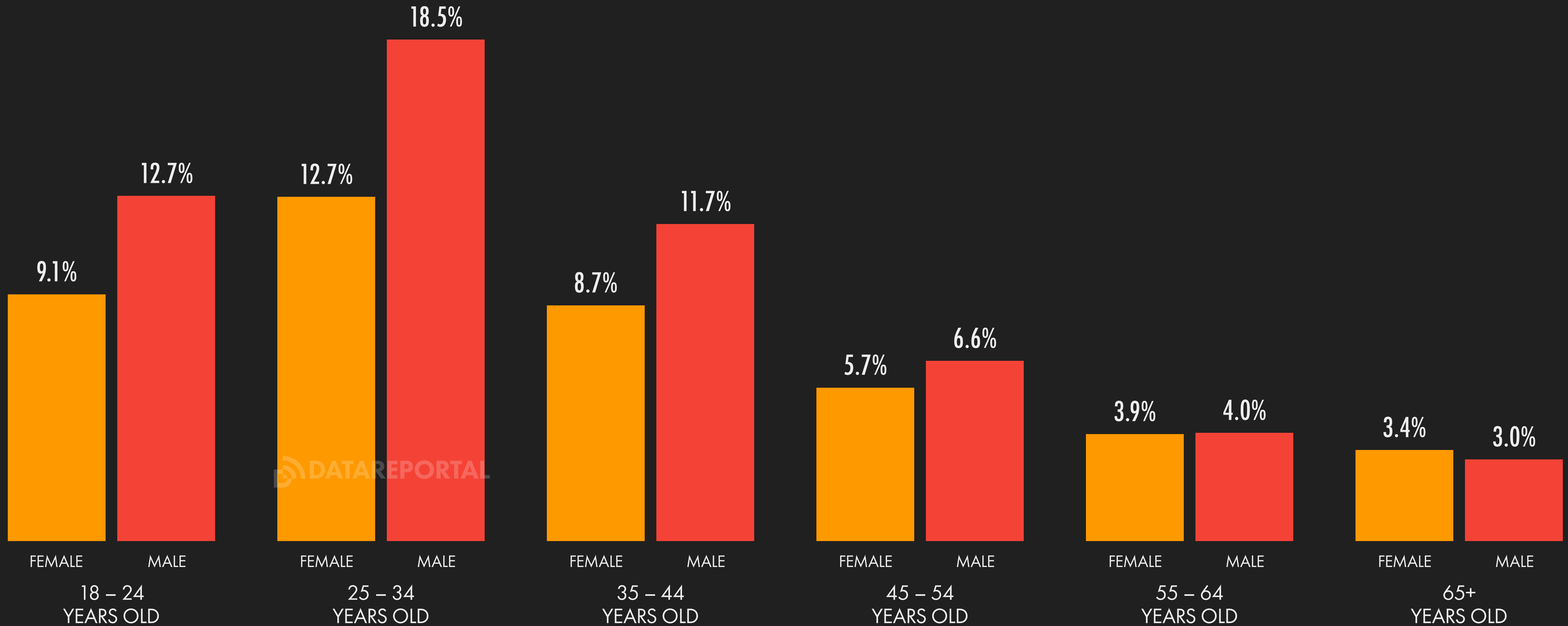
# FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** META'S TOOLS ALSO PUBLISH REACH DATA FOR AUDIENCES AGED 13 TO 17, BUT THE DATA FOR THAT AGE RANGE NO LONGER SHOWS SPLITS BY GENDER. AS A RESULT, FIGURES SHOWN HERE MAY NOT SUM TO 100%. SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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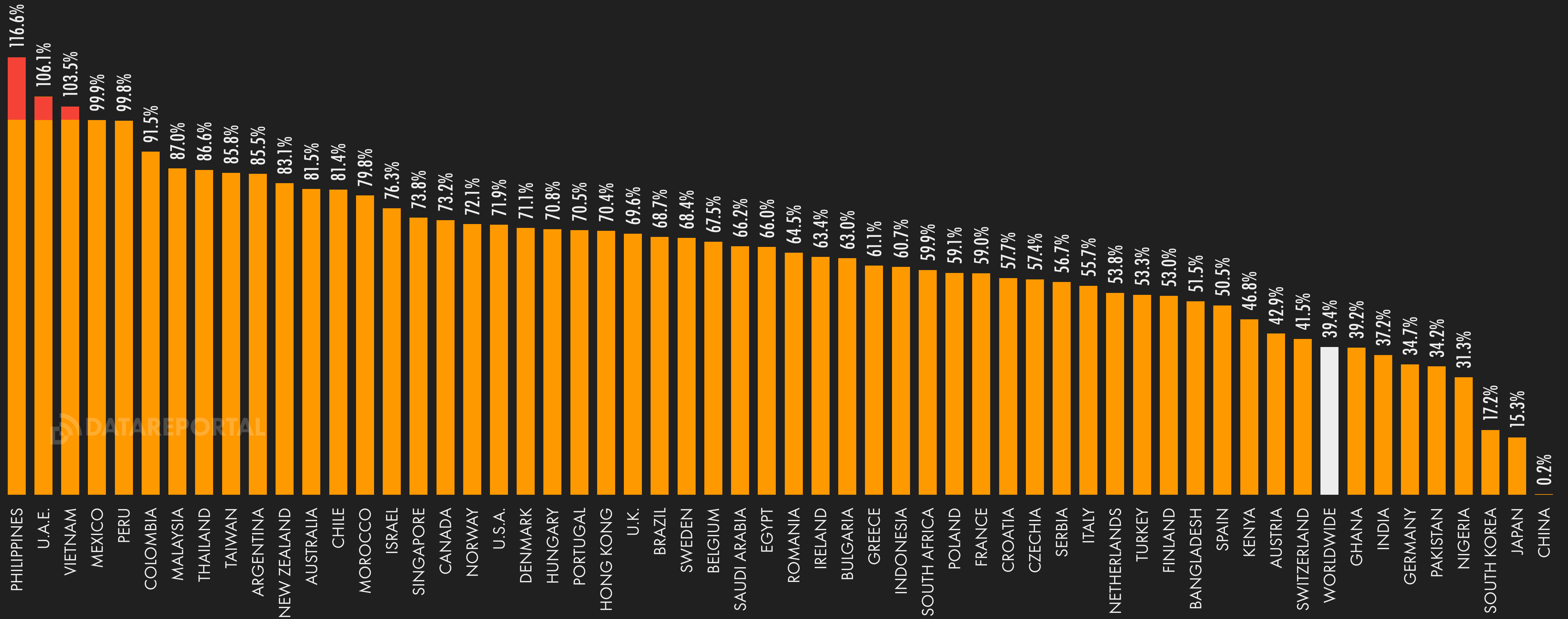
# FACEBOOK ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF FACEBOOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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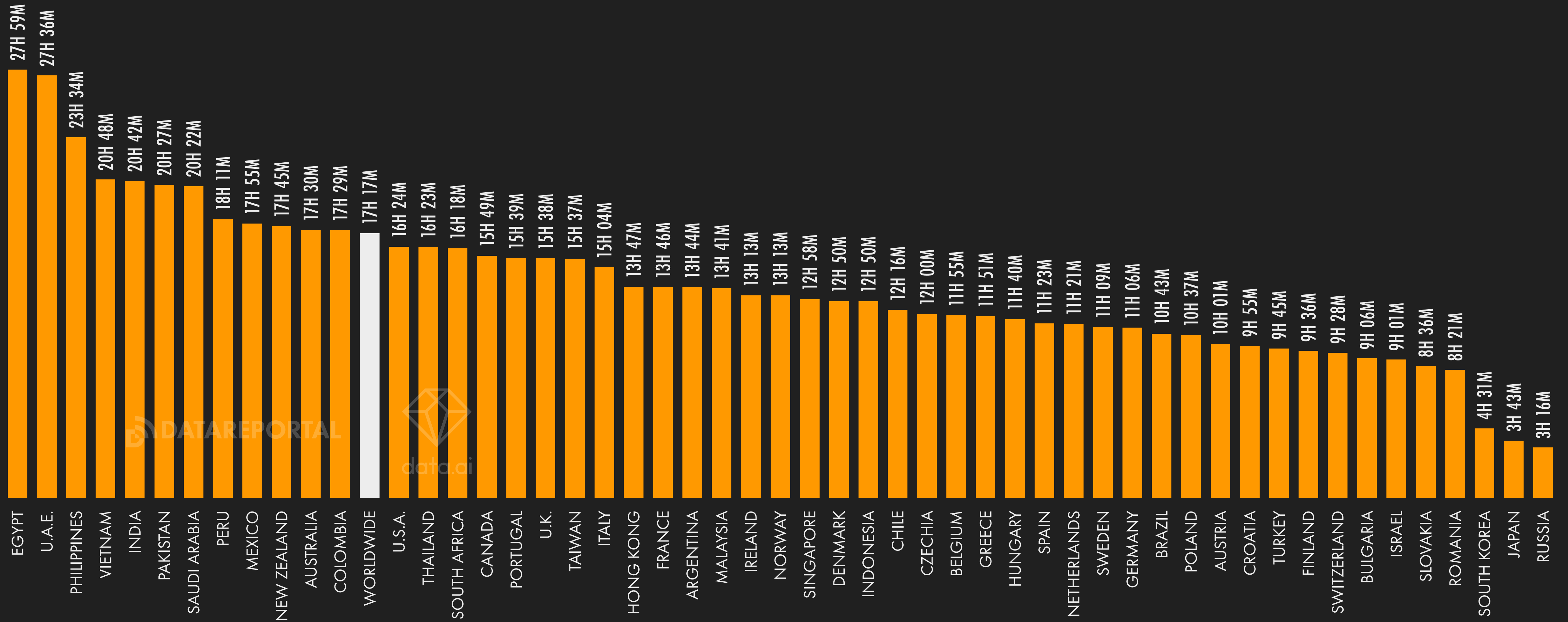
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# FACEBOOK: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE FACEBOOK USER SPENDS USING THE FACEBOOK APP ON ANDROID PHONES



GLOBAL OVERVIEW



DATA REPORTAL



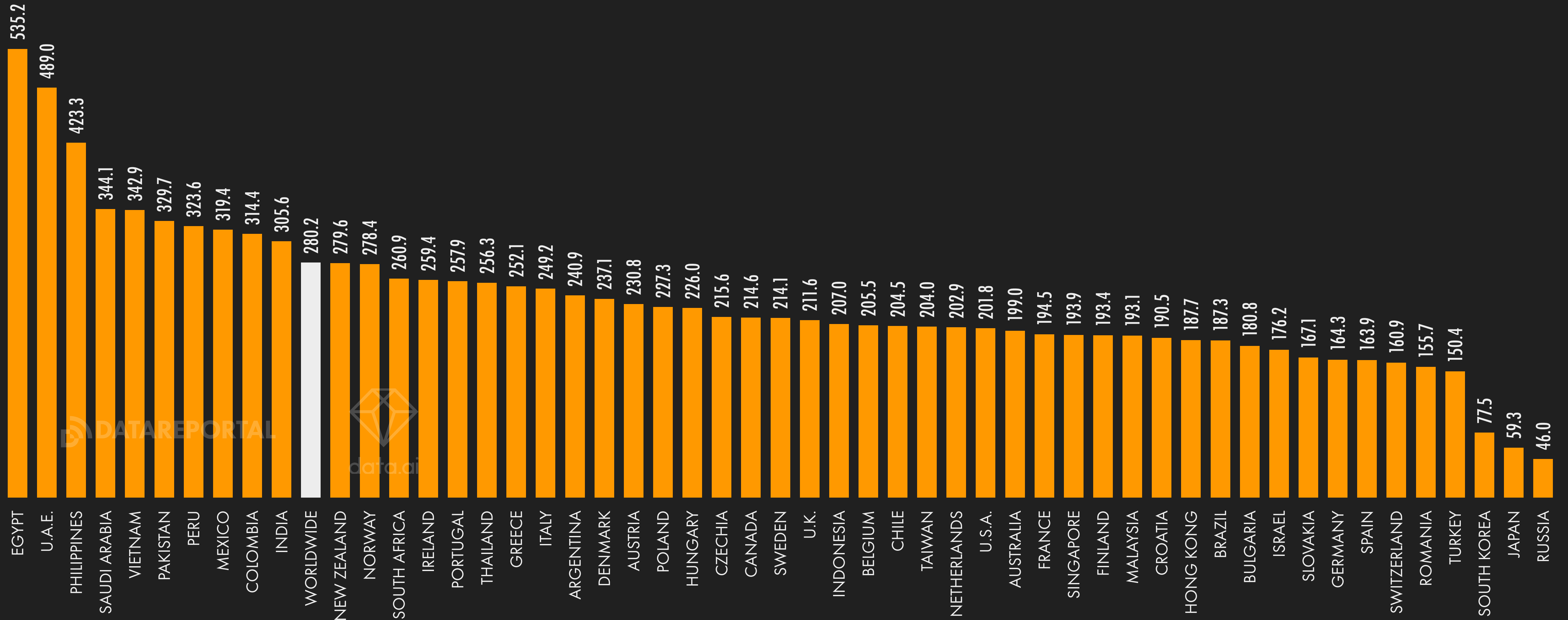
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# FACEBOOK: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE FACEBOOK USER OPENS THE FACEBOOK APP ON ANDROID PHONES



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# FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	383,500,000	+2.8%	11	EGYPT	48,650,000	+4.4%
02	UNITED STATES OF AMERICA	196,900,000	+2.2%	12	NIGERIA	38,650,000	+8.9%
03	INDONESIA	122,300,000	+4.2%	13	UNITED KINGDOM	38,300,000	+1.5%
04	BRAZIL	111,650,000	+0.9%	14	COLOMBIA	36,800,000	+1.9%
05	MEXICO	92,950,000	+2.7%	15	TURKEY	34,800,000	+1.3%
06	PHILIPPINES	90,750,000	+4.5%	16	FRANCE	31,450,000	-4.0%
07	VIETNAM	76,200,000	+3.4%	17	ARGENTINA	29,050,000	+1.4%
08	BANGLADESH	59,950,000	+8.0%	18	ITALY	28,200,000	-3.4%
09	THAILAND	50,950,000	+3.7%	19	SOUTH AFRICA	26,700,000	+5.7%
10	PAKISTAN	49,400,000	+7.9%	20	ALGERIA	25,550,000	+2.6%

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# FACEBOOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	WESTERN SAHARA	130.6%*	566,000	11	VIETNAM	103.5%*	76,150,000
02	LIBYA	127.6%*	6,400,000	12	MEXICO	99.9%	92,950,000
03	MONGOLIA	118.1%*	2,600,000	13	PERU	99.8%	24,500,000
04	PHILIPPINES	116.6%*	90,750,000	14	COOK ISLANDS	99.7%	10,000
05	CAMBODIA	111.6%*	12,850,000	15	ECUADOR	97.7%	12,600,000
06	TONGA	110.2%*	67,000	16	ARUBA	97.0%	84,000
07	PALAU	109.2%*	15,000	17	GUYANA	96.5%	528,000
08	UNITED ARAB EMIRATES	106.1%*	9,700,000	18	NORTHERN MARIANA IS.	95.7%	31,000
09	MARSHALL ISLANDS	105.7%*	23,000	19	QATAR	94.1%	2,400,000
10	GEORGIA	104.5%*	3,000,000	20	BOLIVIA	93.8%	7,600,000

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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GLOBAL OVERVIEW

## CITIES WITH THE LARGEST FACEBOOK AD AUDIENCES

#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	29,950,000	36,350,000
02	DELHI	26,550,000	46,150,000
03	HO CHI MINH CITY	17,700,000	24,700,000
04	BANGKOK	14,600,000	24,600,000
05	CAIRO	13,500,000	22,850,000
06	KOLKATA	13,050,000	19,850,000
07	MEXICO CITY	11,550,000	20,800,000
08	JAKARTA	11,200,000	27,400,000
09	LIMA	10,900,000	12,250,000
10	MUMBAI	10,550,000	22,550,000

## BROADER METRO AREAS WITH THE LARGEST FACEBOOK AD AUDIENCES

#	BROADER METRO AREA	CITY +40KM	CITY ONLY
01	DELHI	46,150,000	26,550,000
02	DHAKA	36,350,000	29,950,000
03	MANILA	31,900,000	4,100,000
04	QUEZON CITY	30,450,000	6,550,000
05	BEKASI	27,450,000	3,600,000
06	JAKARTA	27,400,000	11,200,000
07	TANGERANG	26,550,000	2,600,000
08	HO CHI MINH CITY	24,700,000	17,700,000
09	BANGKOK	24,600,000	14,600,000
10	CAIRO	22,850,000	13,500,000



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# FACEBOOK USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

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GLOBAL OVERVIEW

#	LANGUAGE	AUDIENCE	SHARE	#	LANGUAGE	AUDIENCE	SHARE
01	ENGLISH	1,260,500,000	54.5%	11	THAI	53,650,000	2.3%
02	SPANISH	332,800,000	14.4%	12	URDU	42,100,000	1.8%
03	HINDI	204,150,000	8.8%	13	JAVANESE	37,450,000	1.6%
04	ARABIC	165,400,000	7.2%	14	TURKISH	37,000,000	1.6%
05	PORTUGUESE	132,050,000	5.7%	15	CHINESE*	31,000,000	1.3%
06	INDONESIAN	127,650,000	5.5%	16	ITALIAN	29,800,000	1.3%
07	FRENCH	125,150,000	5.4%	17	GERMAN	27,450,000	1.2%
08	BENGALI	100,100,000	4.3%	18	RUSSIAN	23,650,000	1.0%
09	VIETNAMESE	80,500,000	3.5%	19	POLISH	20,300,000	0.9%
10	FILIPINO	56,700,000	2.5%	20	SWAHILI	18,700,000	0.8%

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# SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

POSTS OF EACH TYPE AS A PERCENTAGE OF ALL POSTS MADE BY FACEBOOK PAGES, AS REPORTED BY LOCOWISE



AVERAGE NUMBER OF  
PAGE POSTS PER DAY



locowise

1.73

PHOTO POSTS' SHARE  
OF TOTAL PAGE POSTS



Meltwater

37.3%

VIDEO POSTS' SHARE  
OF TOTAL PAGE POSTS



locowise

19.1%

LINK POSTS' SHARE  
OF TOTAL PAGE POSTS



we  
are  
social

39.5%

STATUS POSTS' SHARE  
OF TOTAL PAGE POSTS



4.2%

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# FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



AVERAGE FACEBOOK PAGE  
POST ENGAGEMENTS vs.  
PAGE FANS: **ALL POST TYPES**



locowise

0.05%

AVERAGE FACEBOOK PAGE  
POST ENGAGEMENTS vs.  
PAGE FANS: **PHOTO POSTS**



we  
are  
social

0.07%

AVERAGE FACEBOOK PAGE  
POST ENGAGEMENTS vs.  
PAGE FANS: **VIDEO POSTS**



locowise

0.06%

AVERAGE FACEBOOK PAGE  
POST ENGAGEMENTS vs.  
PAGE FANS: **LINK POSTS**



Meltwater

0.02%

AVERAGE FACEBOOK PAGE  
POST ENGAGEMENTS vs.  
PAGE FANS: **STATUS POSTS**



0.04%

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# FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: REELS POSTS



0.15%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: PHOTO POSTS



0.15%



FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: VIDEO POSTS



0.15%

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: ALBUM POSTS



0.20%



FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: STATUS POSTS



0.15%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: LINK POSTS



0.05%

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# FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: REELS POSTS



0.95%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: PHOTO POSTS



1.65%



FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: VIDEO POSTS



2.30%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: ALBUM POSTS



1.80%



FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: STATUS POSTS



0.70%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: LINK POSTS



2.45%

**SOURCE:** SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF SIGNIFICANT OUTLIERS. PRIOR TO THIS DATE, VALUES WERE NOT ADJUSTED.

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# FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH FEWER THAN 10,000 FANS



0.15%



AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH 10,000 TO 100,000 FANS



0.17%



AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH MORE THAN 100,000 FANS



0.05%

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# FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER



AVERAGE FACEBOOK PAGE  
POST ENGAGEMENT RATE:  
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. PAGE FOLLOWERS

0.15%

ENGAGEMENTS vs. POST REACH

1.90%

AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH FEWER THAN 10,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.30%

ENGAGEMENTS vs. POST REACH

1.15%

AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH 10,000 TO 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.15%

ENGAGEMENTS vs. POST REACH

1.55%

AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE: PAGES  
WITH MORE THAN 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.08%

ENGAGEMENTS vs. POST REACH

2.20%

**SOURCE:** SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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# MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS
01	CRISTIANO RONALDO	170 M
02	SAMSUNG	162 M
03	FACEBOOK APP	150 M
04	MR. BEAN	141 M
05	5-MINUTE CRAFTS	129 M
06	REAL MADRID C.F.	126 M
07	CGTN	124 M
08	SHAKIRA	123 M
09	LIONEL MESSI	117 M
10	CHINA DAILY	116 M

#	FACEBOOK PAGE	FOLLOWERS
11=	FC BARCELONA	115 M
11=	WILL SMITH	115 M
13	COCA-COLA	109 M
14	YOUTUBE	108 M
15	VIN DIESEL	105 M
16=	RIHANNA	104 M
16=	TASTY	104 M
18	CHINA XINHUA NEWS	97 M
19	EMINEM	94 M
20	NETFLIX	93 M

#	FACEBOOK PAGE	FOLLOWERS
21	NEYMAR JR.	91 M
22=	JUSTIN BIEBER	90 M
22=	UEFA CHAMPION'S LEAGUE	90 M
24	SELENA GOMEZ	88 M
25	WWE	86 M
26	LA LIGA	85 M
27=	MANCHESTER UNITED	84 M
27=	PEOPLE'S DAILY, CHINA	84 M
29	MCDONALD'S	82 M
30	TAYLOR SWIFT	80 M

#	FACEBOOK PAGE	FOLLOWERS
31	GLOBAL TIMES	77 M
32=	BLOSSOM	73 M
32=	JASON STATHAM	73 M
34	KATIE PERRY	71 M
35	成龍 JACKIE CHAN	70 M
36=	ADELE	69 M
36=	HARRY POTTER	69 M
36=	MICHAEL JACKSON	69 M
39	INSTAGRAM	68 M
40	CANDY CRUSH SAGA	67 M

**SOURCE:** KEPIOS ANALYSIS OF DATA PUBLISHED ON FACEBOOK.COM. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FACEBOOK ROUNDS REPORTED VALUES FOR PAGE FOLLOWERS TO THE NEAREST MILLION. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.





**INSTAGRAM**

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# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



1.74  
BILLION

INSTAGRAM AD REACH  
vs. TOTAL POPULATION



21.3%

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



31.3%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED INSTAGRAM AD REACH



+3.2%  
+54 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED INSTAGRAM AD REACH



+5.5%  
+91 MILLION

**SHARE:** FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



47.3%

**SHARE:** MALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



52.7%

**ADOPTION:** OVERALL INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



28.8%

**ADOPTION:** FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



27.0%

**ADOPTION:** MALE INSTAGRAM  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



30.3%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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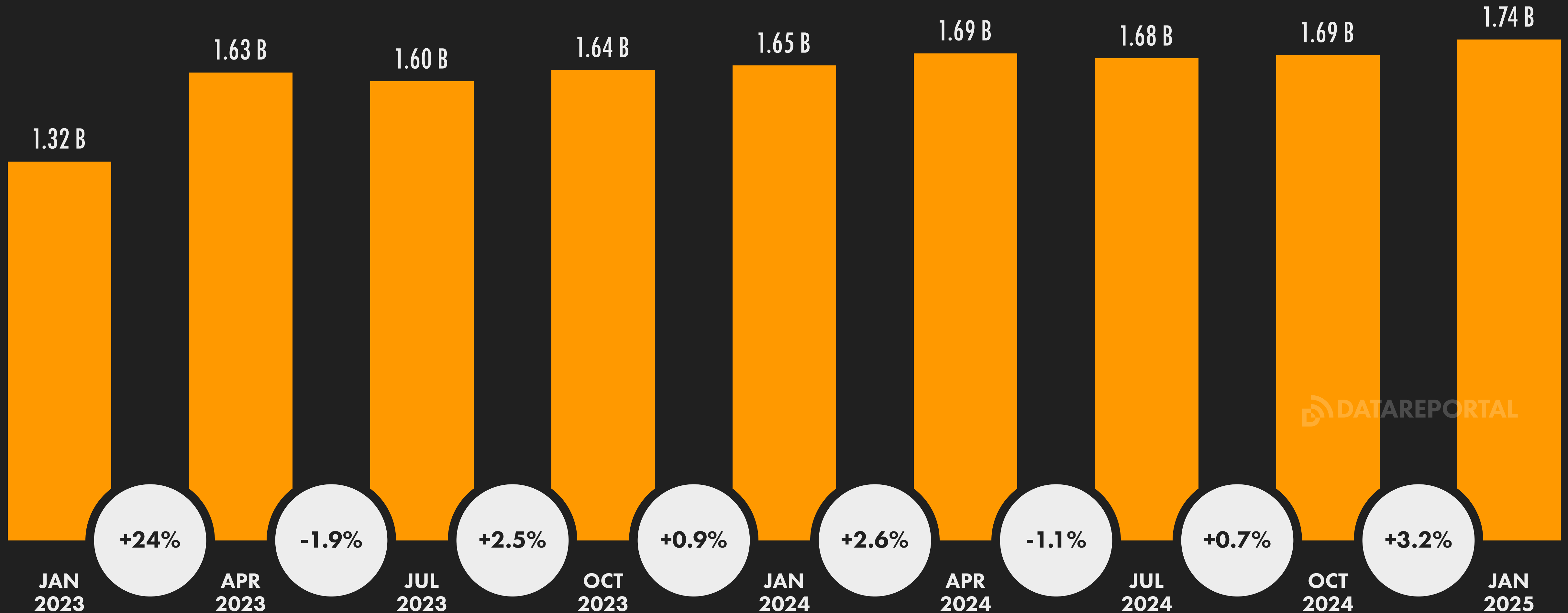
# INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

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GLOBAL OVERVIEW



DATA REPORTAL

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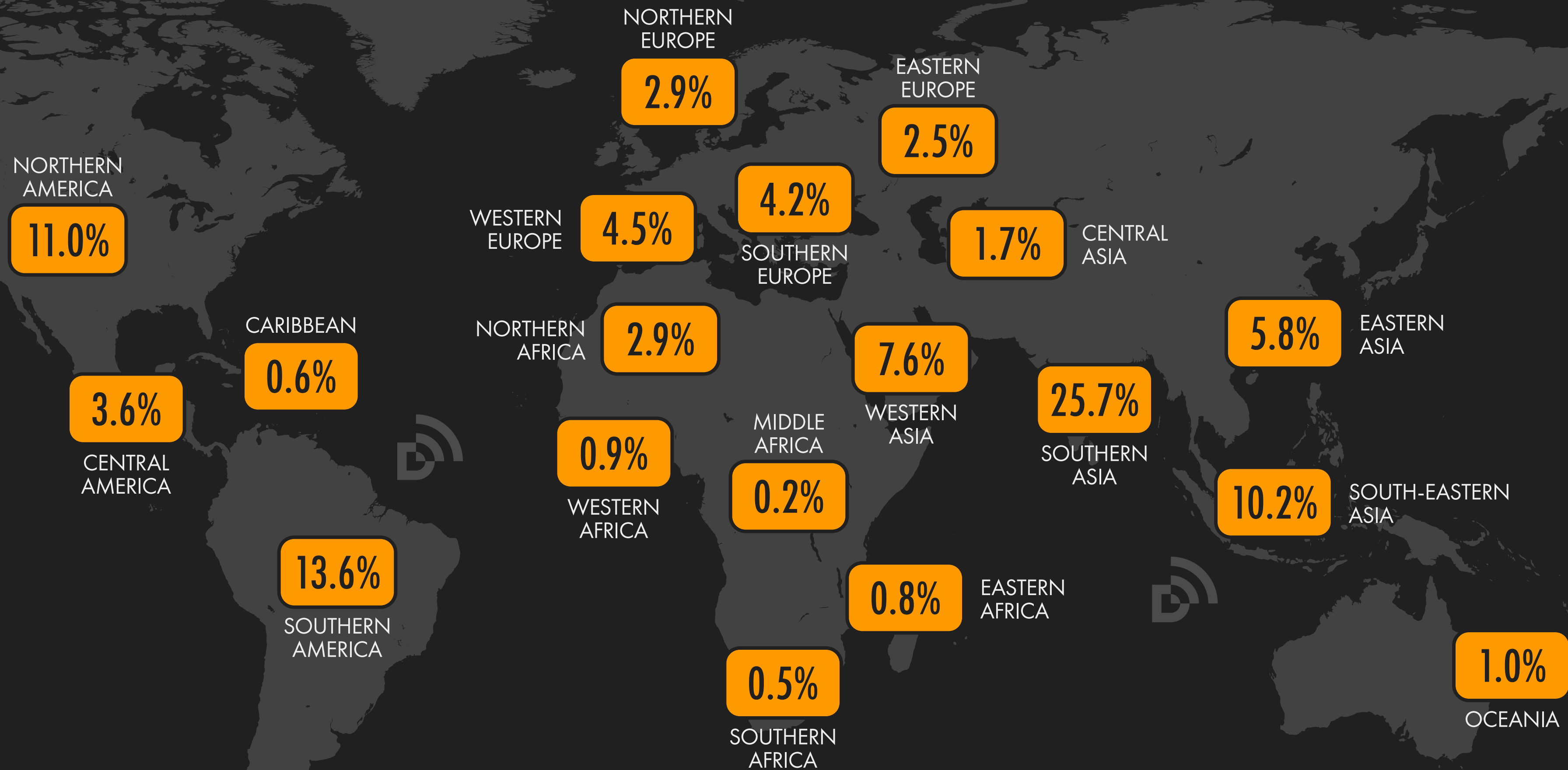
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POTENTIAL INSTAGRAM ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL INSTAGRAM ADVERTISING REACH

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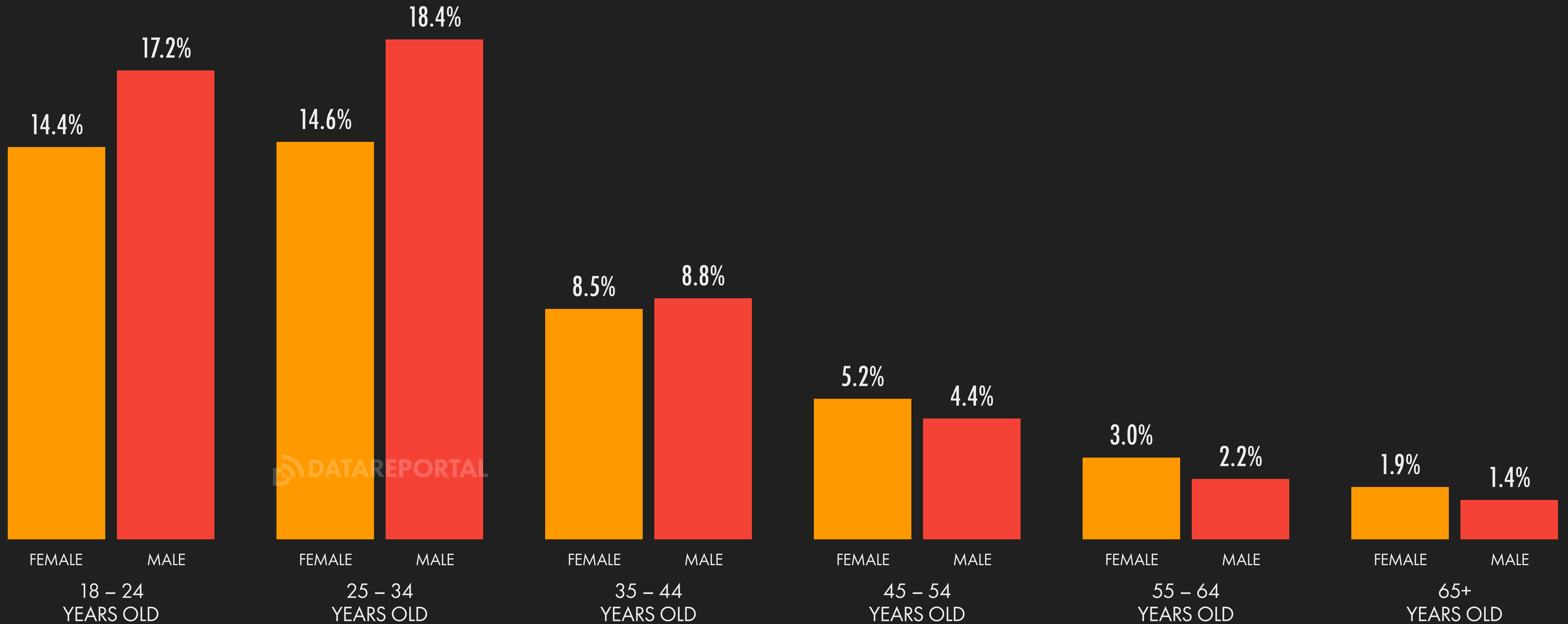
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SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

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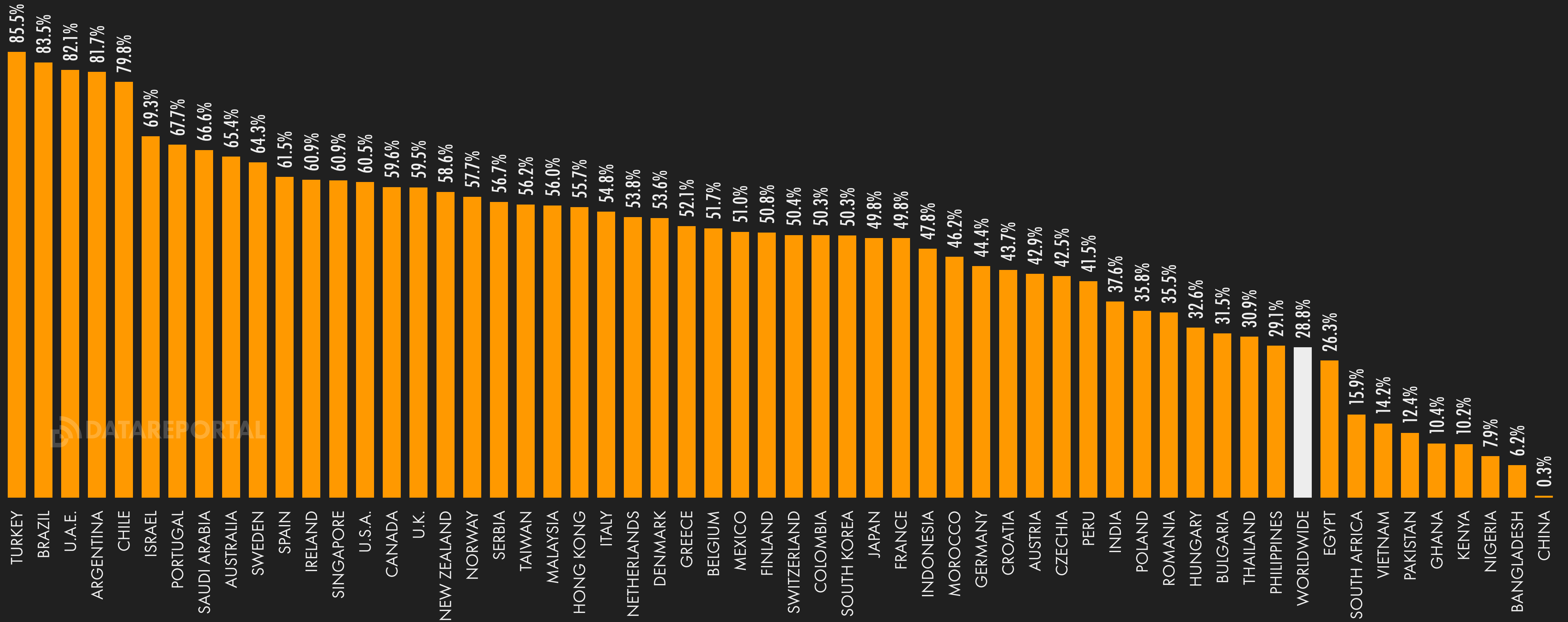
# INSTAGRAM ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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GLOBAL OVERVIEW



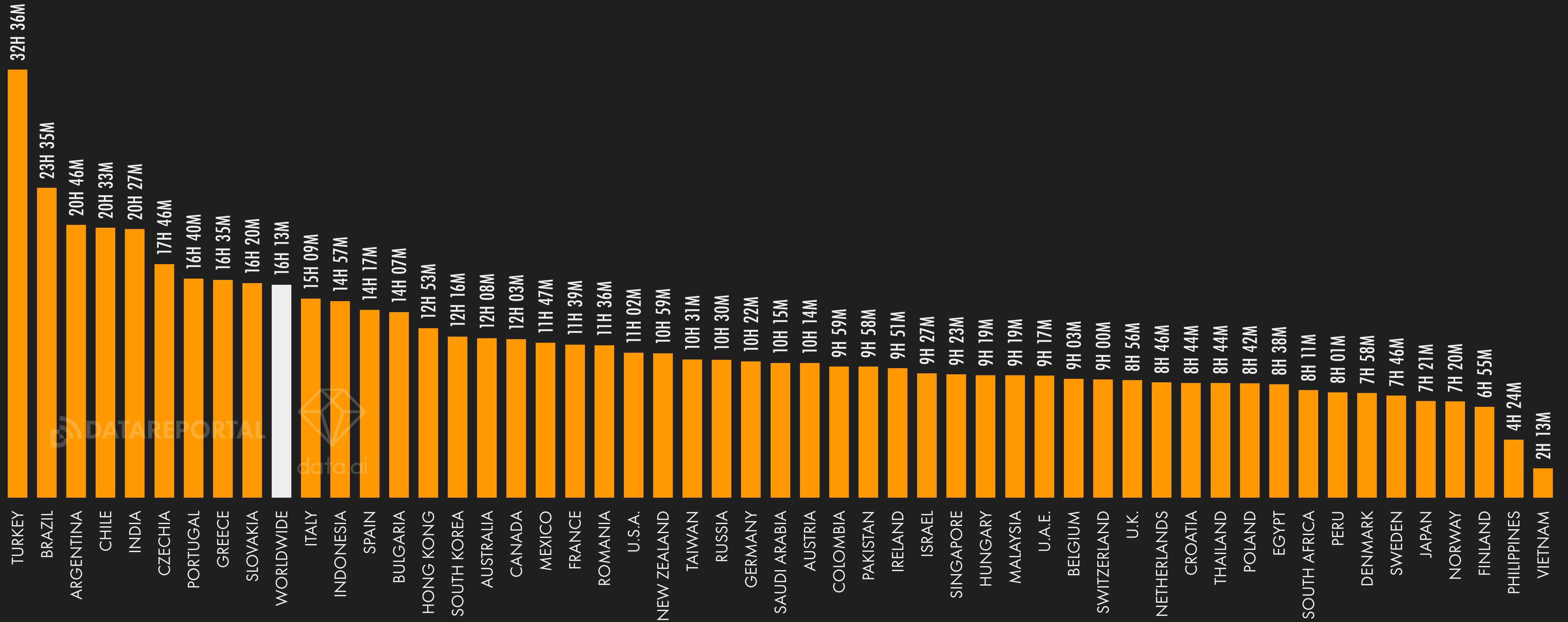
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# INSTAGRAM: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE INSTAGRAM USER SPENDS USING THE INSTAGRAM APP ON ANDROID PHONES



GLOBAL OVERVIEW



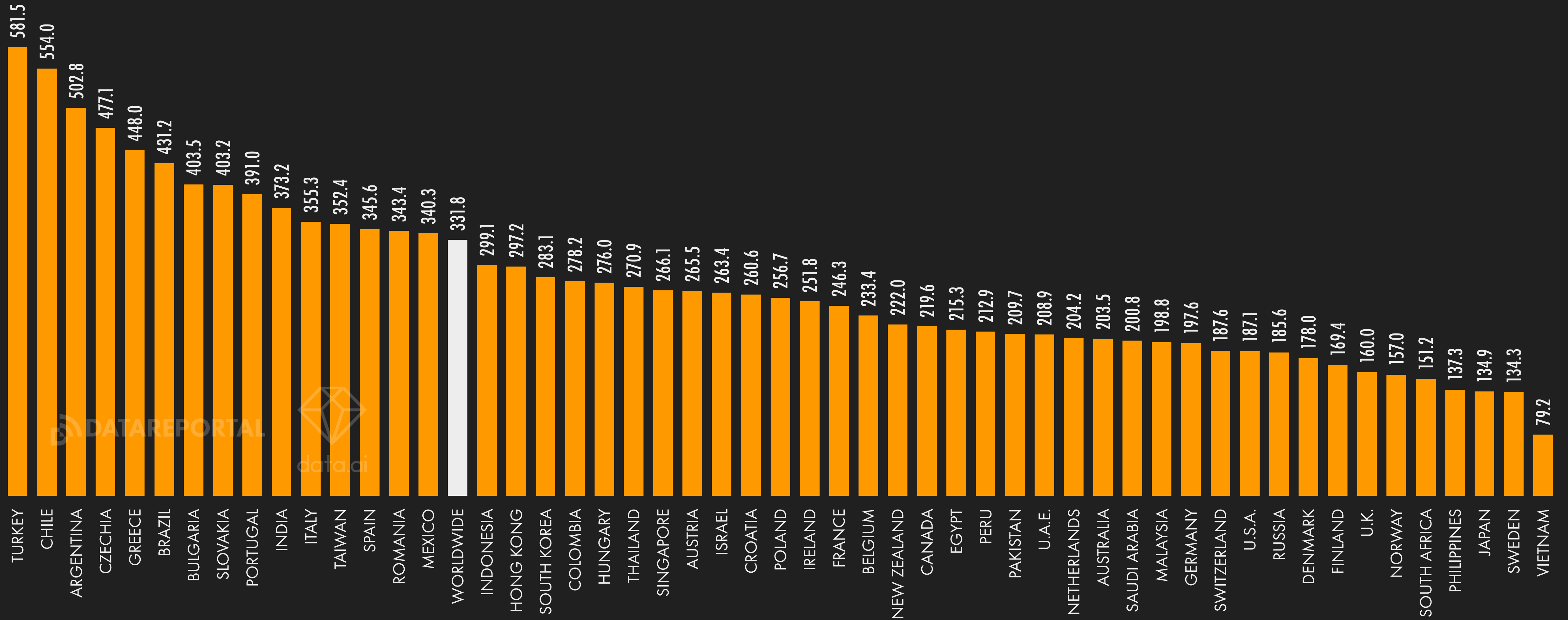
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# INSTAGRAM: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE INSTAGRAM USER OPENS THE INSTAGRAM APP ON ANDROID PHONES



GLOBAL OVERVIEW





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# INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	413,850,000	+5.8%	11	ITALY	27,750,000	-3.1%
02	UNITED STATES OF AMERICA	171,700,000	+3.6%	12	FRANCE	26,550,000	-3.1%
03	BRAZIL	140,700,000	+3.3%	13	SPAIN	24,800,000	-2.7%
04	INDONESIA	103,400,000	+3.5%	14	SOUTH KOREA	23,600,000	+4.4%
05	TURKEY	58,450,000	+3.5%	15	PHILIPPINES	22,850,000	+6.0%
06	JAPAN	57,450,000	+0.8%	16	COLOMBIA	20,400,000	+2.0%
07	MEXICO	48,750,000	+3.5%	17	EGYPT	20,050,000	+5.5%
08	UNITED KINGDOM	33,400,000	+2.9%	18	CANADA	19,800,000	+4.5%
09	GERMANY	31,250,000	-2.3%	19	IRAQ	18,950,000	+1.6%
10	ARGENTINA	28,900,000	+2.3%	20	PAKISTAN	18,800,000	+3.3%

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# INSTAGRAM ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	KAZAKHSTAN	86.2%	11,750,000	11	CAYMAN ISLANDS	78.7%	48,000
02	TURKEY	85.5%	55,850,000	12	BARBADOS	78.6%	176,000
03	BRAZIL	83.5%	135,700,000	13	PANAMA	77.9%	2,500,000
04	URUGUAY	83.3%	2,200,000	14	GUAM	77.2%	91,000
05	UNITED ARAB EMIRATES	82.1%	7,500,000	15	CYPRUS	74.9%	828,000
06	ARGENTINA	81.7%	27,750,000	16	ST. KITTS & NEVIS	70.5%	26,000
07	BRUNEI	81.3%	285,000	17	KUWAIT	70.3%	2,750,000
08	BAHRAIN	81.3%	1,035,000	18	ARUBA	70.0%	60,000
09	MONTENEGRO	80.6%	402,000	19	ISRAEL	69.3%	4,450,000
10	CHILE	79.8%	12,600,000	20	IRAQ	68.8%	18,400,000

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS



AVERAGE MONTHLY  
GROWTH IN  
ACCOUNT FOLLOWERS



locowise

**+0.86%**

AVERAGE NUMBER  
OF MAIN FEED  
POSTS PER DAY



we  
are  
social

**1.70**

PHOTO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



locowise

**37.5%**

VIDEO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



Meltwater

**41.6%**

CAROUSEL POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**20.8%**

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# INSTAGRAM ENGAGEMENT RATES: LOCOWISE

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY LOCOWISE



AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR ALL POST TYPES



0.49%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR PHOTO POSTS



0.44%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR VIDEO POSTS



0.47%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



0.64%

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# INSTAGRAM ENGAGEMENT RATES: LOCOWISE

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY LOCOWISE



AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS



0.60%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS



0.59%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS



0.47%



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# INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **ALL POST TYPES**



socialinsider

ENGAGEMENTS vs. FOLLOWERS

**0.45%**

ENGAGEMENTS vs. POST REACH

**2.60%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **IMAGE POSTS**



ENGAGEMENTS vs. FOLLOWERS

**0.35%**

ENGAGEMENTS vs. POST REACH

**2.25%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **REELS POSTS**



ENGAGEMENTS vs. FOLLOWERS

**0.45%**

ENGAGEMENTS vs. POST REACH

**2.85%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **CAROUSEL POSTS**



ENGAGEMENTS vs. FOLLOWERS

**0.50%**

ENGAGEMENTS vs. POST REACH

**2.60%**

**SOURCE:** SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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# INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



AVERAGE INSTAGRAM POST  
ENGAGEMENT RATE: **OVERALL**  
AVERAGE FOR BUSINESS ACCOUNTS



socialinsider

ENGAGEMENTS vs. FOLLOWERS

**0.45%**

ENGAGEMENTS vs. POST REACH

**2.60%**

AVERAGE INSTAGRAM ENGAGEMENT  
RATE: BUSINESS ACCOUNTS WITH  
**FEWER THAN 10,000** FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

**0.60%**

ENGAGEMENTS vs. POST REACH

**3.00%**

AVERAGE INSTAGRAM ENGAGEMENT  
RATE: BUSINESS ACCOUNTS WITH  
**10,000 TO 100,000** FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

**0.40%**

ENGAGEMENTS vs. POST REACH

**2.60%**

AVERAGE INSTAGRAM ENGAGEMENT  
RATE: BUSINESS ACCOUNTS WITH  
**MORE THAN 100,000** FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

**0.35%**

ENGAGEMENTS vs. POST REACH

**2.25%**

**SOURCE:** SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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# MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	INSTAGRAM <small>@INSTAGRAM</small>	684.7 M
02	CRISTIANO RONALDO <small>@CRISTIANO</small>	646.8 M
03	LIONEL MESSI <small>@LEOMESSI</small>	504.9 M
04	SELENA GOMEZ <small>@SELENAGOMEZ</small>	423.1 M
05	KYLIE JENNER <small>@KYLIEJENNER</small>	395.2 M
06	DWAYNE JOHNSON <small>@THEROCK</small>	394.9 M
07	ARIANA GRANDE <small>@ARIANAGRANDE</small>	376.7 M
08	KIM KARDASHIAN <small>@KIMKARDASHIAN</small>	358.9 M
09	BEYONCÉ <small>@BEYONCE</small>	313.6 M
10	KHLOÉ KARDASHIAN <small>@KHLOEKARDASHIAN</small>	305.0 M

#	ACCOUNT	FOLLOWERS
11	NIKE <small>@NIKE</small>	302.9 M
12	JUSTIN BIEBER <small>@JUSTINBIEBER</small>	295.2 M
13	KENDALL JENNER <small>@KENDALLJENNER</small>	290.1 M
14	TAYLOR SWIFT <small>@TAYLORSWIFT</small>	283.2 M
15	NATIONAL GEOGRAPHIC <small>@NATGEO</small>	280.2 M
16	VIRAT KOHLI <small>@VIRAT.KOHLI</small>	270.8 M
17	JENNIFER LOPEZ <small>@JLO</small>	249.9 M
18	NEYMAR <small>@NEYMARJR</small>	227.3 M
19	NICKI MINAJ <small>@NICKIMINAJ</small>	227.0 M
20	KOURTNEY KARDASHIAN <small>@KOURTNEYKARDASH</small>	220.5 M

#	ACCOUNT	FOLLOWERS
21	MILEY CYRUS <small>@MILEYCYRUS</small>	213.8 M
22	KATY PERRY <small>@KATYPERRY</small>	205.2 M
23	ZENDAYA <small>@ZENDAYA</small>	180.6 M
24	KEVIN HART <small>@KEVINHART4REAL</small>	177.9 M
25	REAL MADRID CF <small>@REALMADRID</small>	170.9 M
26	CARDI B <small>@IAMCARDIB</small>	164.6 M
27	LEBRON JAMES <small>@KINGJAMES</small>	159.6 M
28	DEMI LOVATO <small>@DDLOVATO</small>	154.3 M
29	RIHANNA <small>@BADGALRIRI</small>	150.4 M
30	CHRIS BROWN <small>@CHRISBROWNOFFICIAL</small>	144.8 M

#	ACCOUNT	FOLLOWERS
31	DRAKE <small>@CHAMPAGNEPAPI</small>	143.8 M
32	ELLEN DEGENERES <small>@ELLEDEGENERES</small>	137.3 M
33	FC BARCELONA <small>@FCBARCELONA</small>	133.5 M
34	KYLIAN MBAPPÉ <small>@K.MBAPPE</small>	122.9 M
35	BILLIE EILISH <small>@BILLIEEILISH</small>	121.8 M
36	UEFA CHAMPIONS LEAGUE <small>@CHAMPIONSLEAGUE</small>	118.3 M
37	GAL GADOT <small>@GAL_GADOT</small>	108.7 M
38	LISA <small>@LALALALISA_M</small>	105.3 M
39	VIN DIESEL <small>@VINDIESEL</small>	103.1 M
40	NASA <small>@NASA</small>	97.0 M

**SOURCE:** KEIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



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# MOST USED INSTAGRAM HASHTAGS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	POSTS
01	#LOVE	2.15 B
02	#INSTAGOOD	1.91 B
03	#INSTAGRAM	1.47 B
04	#FASHION	1.20 B
05	#PHOTOGRAPHY	1.12 B
06	#ART	1.10 B
07	#PHOTOOFTHEDAY	1.09 B
08	#REELS	954.9 M
09	#VIRAL	868.6 M
10	#BEAUTIFUL	853.7 M

#	HASHTAG	POSTS
11	#NATURE	836.2 M
12	#TRAVEL	764.6 M
13	#TRENDING	755.6 M
14	#EXPLORE	750.2 M
15	#FOLLOW	748.1 M
16	#PICOFTHE DAY	737.3 M
17	#INSTADAILY	731.7 M
18	#HAPPY	726.8 M
19	#CUTE	687.0 M
20	#STYLE	682.2 M

#	HASHTAG	POSTS
21	#TBT	589.8 M
22	#INSTALIKE	574.7 M
23	#REPOST	570.2 M
24	#SUMMER	570.2 M
25	#BEAUTY	565.0 M
26	#FITNESS	558.0 M
27	#FOLLOWME	557.0 M
28	#EXPLOREPAGE	547.7 M
29	#FOOD	536.9 M
30	#PHOTO	521.9 M

#	HASHTAG	POSTS
31	#MUSIC	489.0 M
32	#LIKE4LIKE	476.2 M
33	#LIFE	470.2 M
34	#FAMILY	461.4 M
35	#ME	460.0 M
36	#FRIENDS	458.8 M
37	#FUN	454.0 M
38	#SELFIE	450.0 M
39	#SMILE	446.6 M
40	#GIRL	432.7 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "POSTS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**TIKTOK**

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# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON TIKTOK



1.59  
BILLION

TIKTOK AD REACH  
vs. TOTAL POPULATION



19.4%

TIKTOK AD REACH  
vs. TOTAL INTERNET USERS



28.6%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED TIKTOK AD REACH



-5.7%  
-96 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED TIKTOK AD REACH



+2.0%  
+31 MILLION

SHARE: FEMALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



44.3%

SHARE: MALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



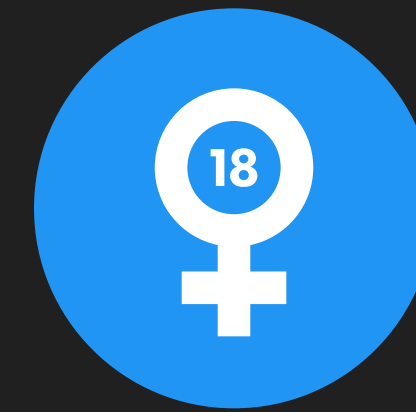
55.7%

ADOPTION: OVERALL TIKTOK  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



27.5%

ADOPTION: FEMALE TIKTOK  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



24.3%

ADOPTION: MALE TIKTOK  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



30.8%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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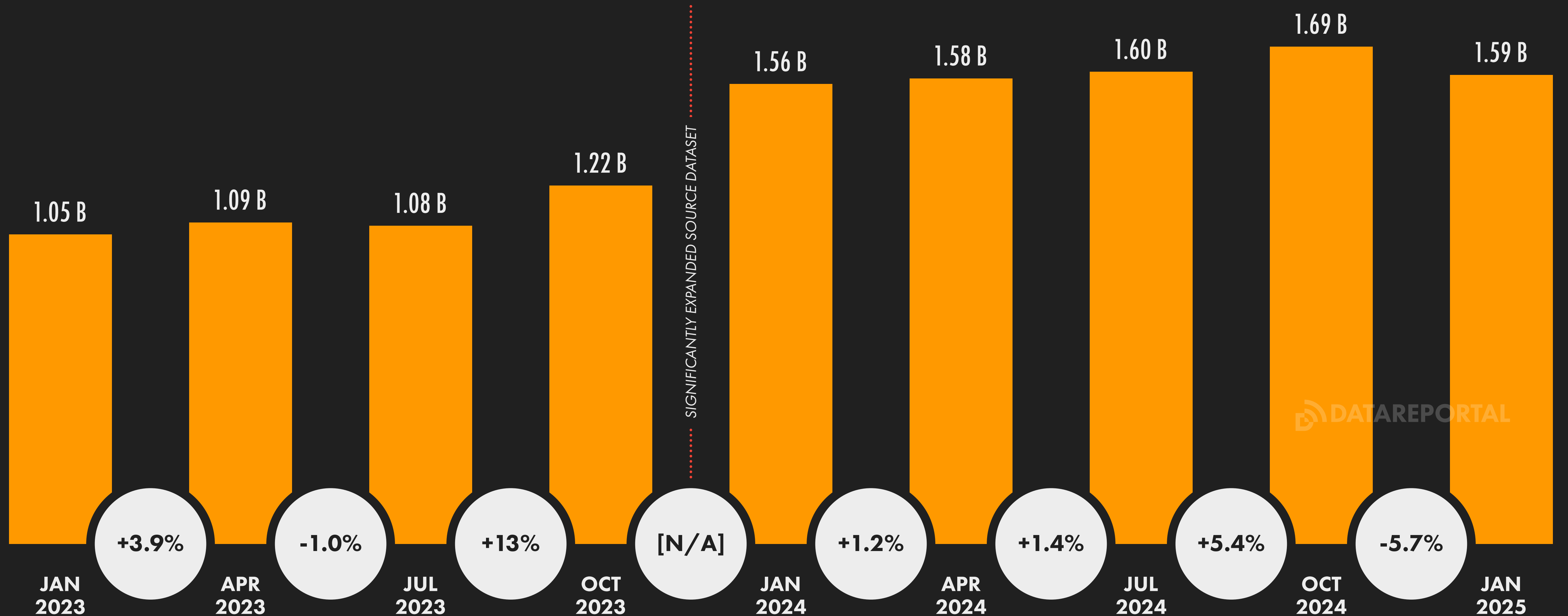
# TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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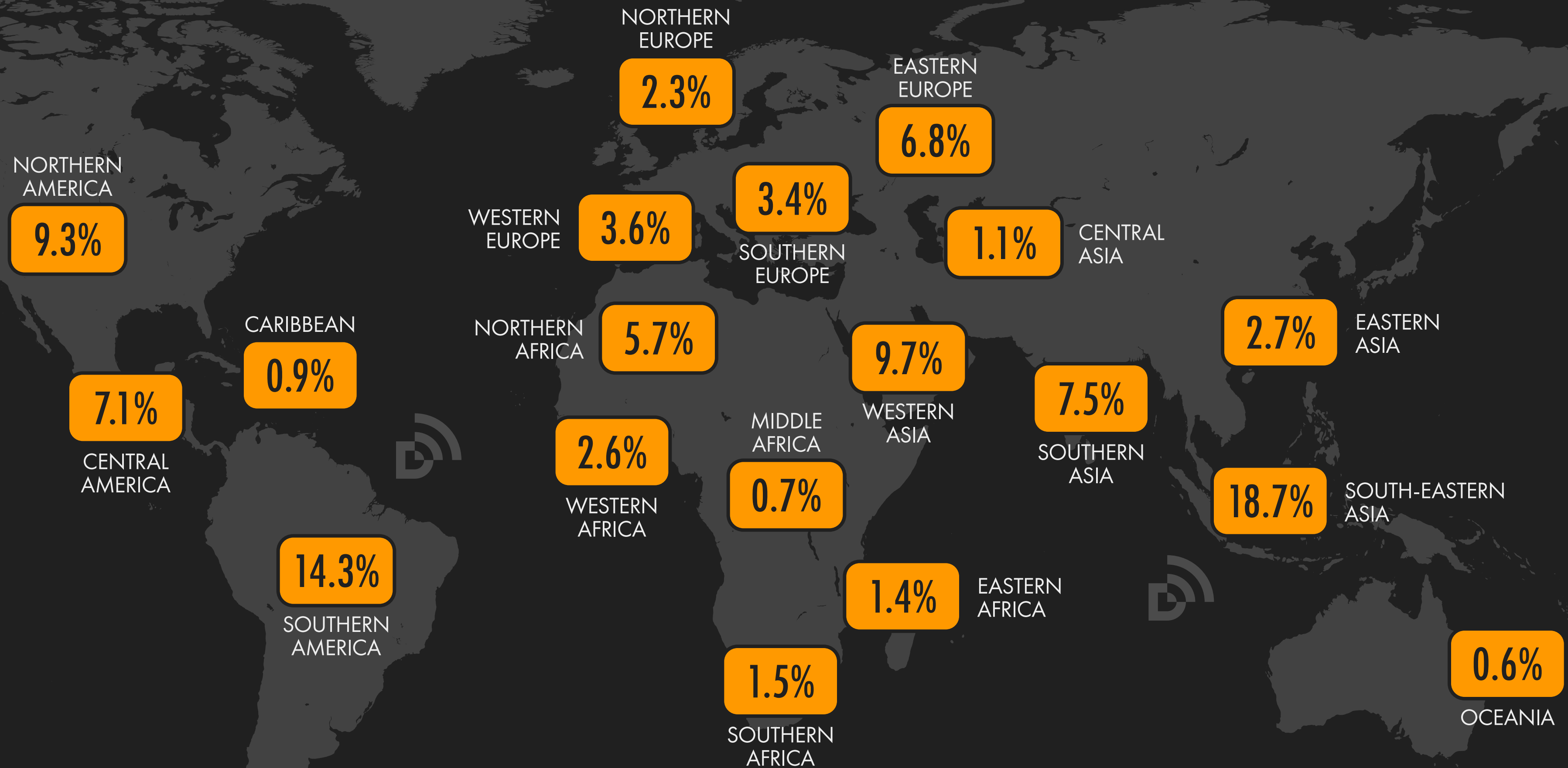
# SHARE OF TIKTOK ADVERTISING AUDIENCE

POTENTIAL TIKTOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL TIKTOK ADVERTISING REACH

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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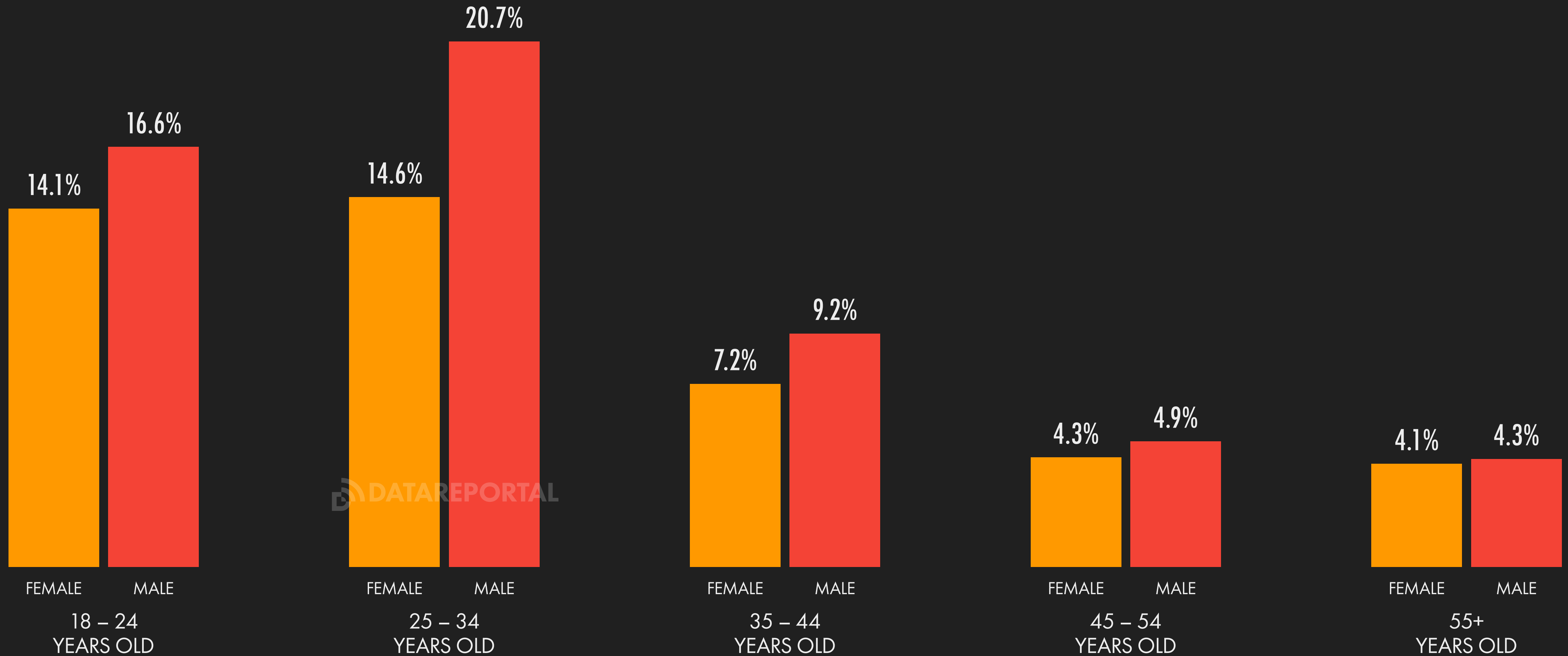
# TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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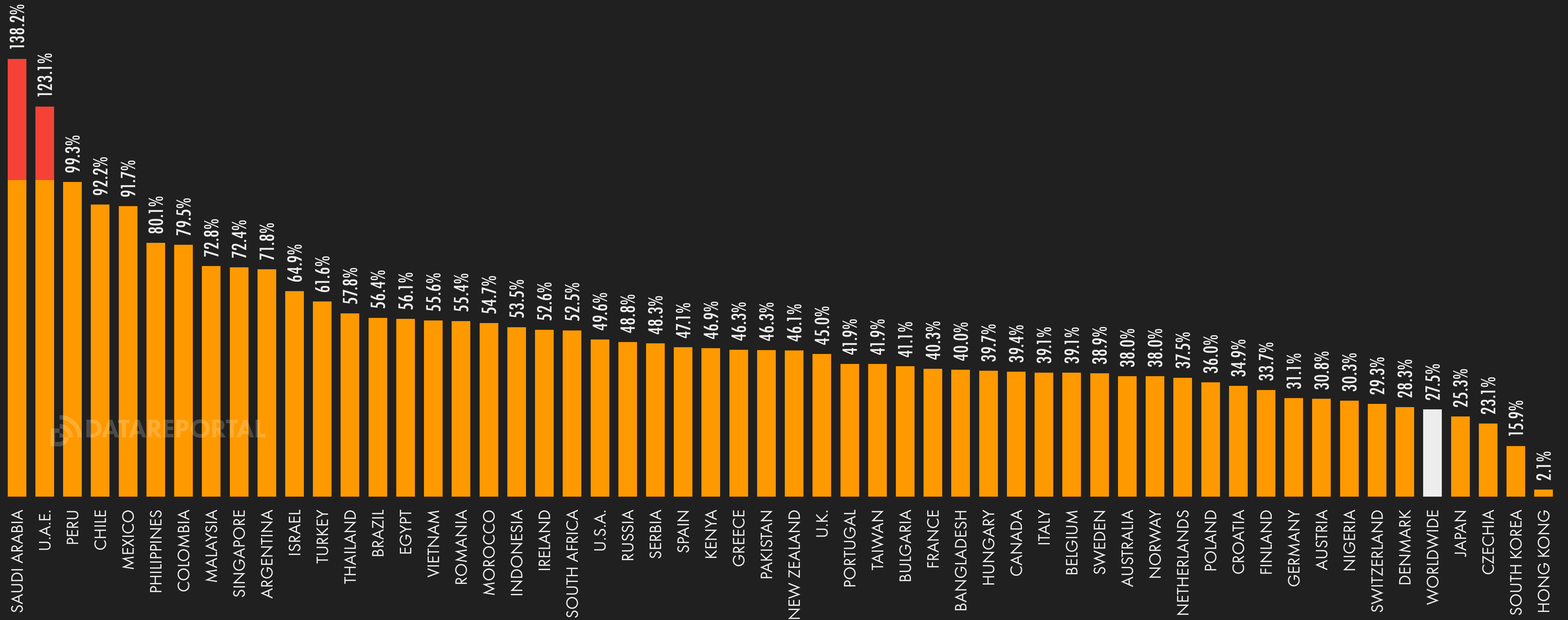
# TIKTOK ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF TIKTOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



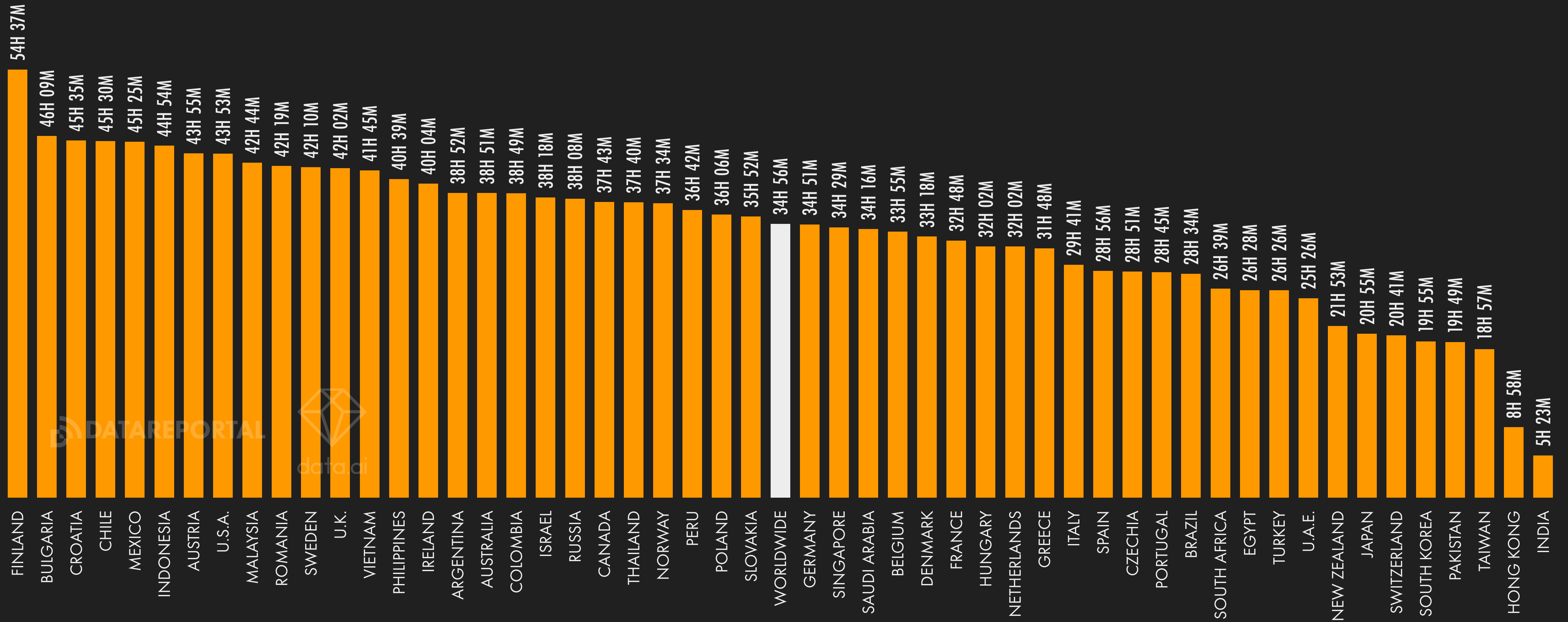
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# TIKTOK: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE TIKTOK USER SPENDS USING THE TIKTOK APP ON ANDROID PHONES



GLOBAL OVERVIEW





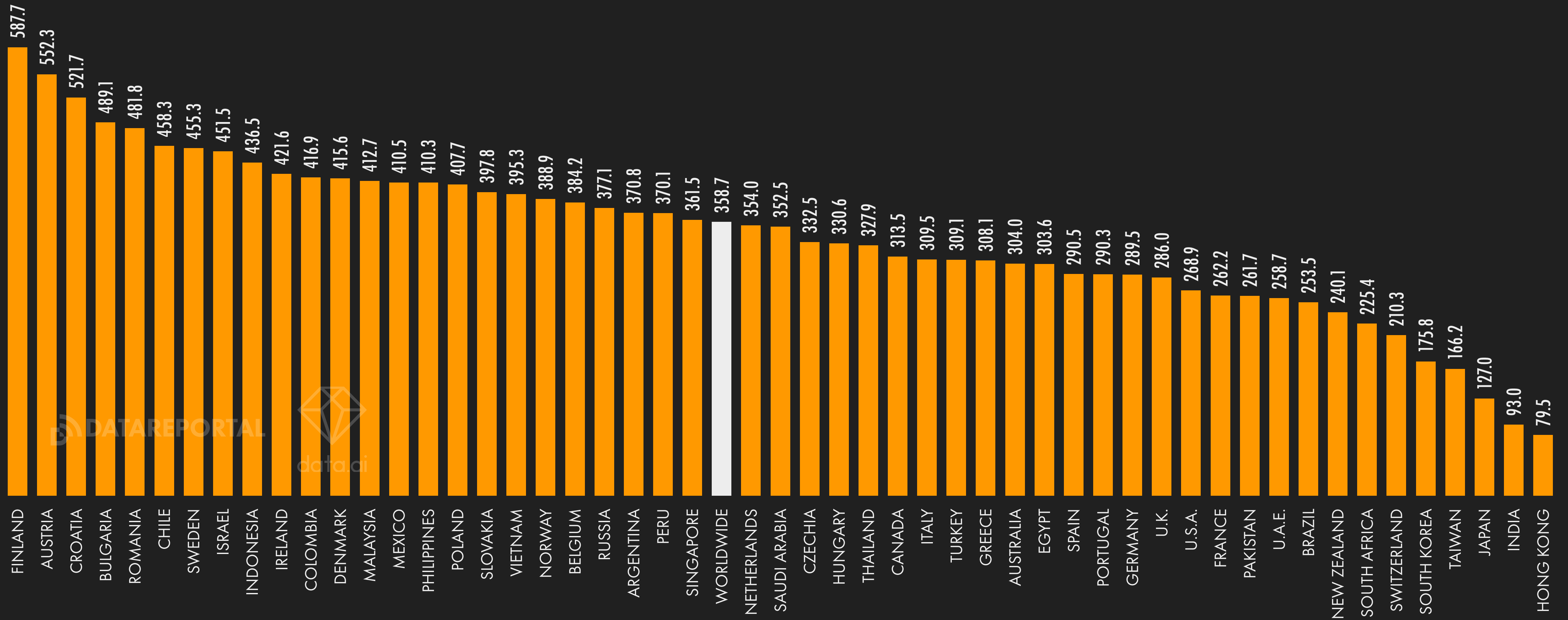
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# TIKTOK: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE TIKTOK USER OPENS THE TIKTOK APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	135,787,000	-1.5%	11	TURKEY	40,216,000	+2.9%
02	INDONESIA	107,688,000	-34.8%	12	NIGERIA	37,380,000	+12.1%
03	BRAZIL	91,747,000	-17.5%	13	IRAQ	34,324,000	+0.1%
04	MEXICO	85,358,000	+5.3%	14	SAUDI ARABIA	34,117,000	+4.1%
05	PAKISTAN	66,873,000	+4.6%	15	THAILAND	34,009,000	-36.6%
06	PHILIPPINES	62,345,000	+6.9%	16	COLOMBIA	31,989,000	+6.0%
07	RUSSIAN FEDERATION	55,981,000	-1.0%	17	JAPAN	26,857,000	+2.7%
08	BANGLADESH	46,511,000	+5.1%	18	UNITED KINGDOM	24,786,000	+4.1%
09	EGYPT	41,296,000	+6.0%	19	PERU	24,398,000	+5.8%
10	VIETNAM	40,866,000	-40.9%	20	ARGENTINA	24,392,000	+4.6%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. TIKTOK'S TOOLS ONLY PUBLISH AD REACH DATA FOR USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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# TIKTOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	TURKS & CAICOS IS.	2,734.3%*	1,030,000**	11	LIBYA	100.4%*	5,034,000
02	MONACO	584.7%*	189,000**	12	LEBANON	100.1%*	4,016,000
03	SAUDI ARABIA	138.2%*	34,117,000	13	PERU	99.3%	24,398,000
04	ANGUILLA	137.1%*	16,000	14	BOLIVIA	94.2%	7,633,000
05	IRAQ	128.3%*	34,324,000	15	BAHRAIN	93.5%	1,191,000
06	UNITED ARAB EMIRATES	123.1%*	11,253,000	16	CAMBODIA	92.9%	10,695,000
07	KAZAKHSTAN	115.1%*	15,679,000	17	CHILE	92.2%	14,566,000
08	ECUADOR	104.5%*	13,481,000	18	DOMINICAN REPUBLIC	91.8%	7,221,000
09	KUWAIT	102.1%*	3,991,000	19	MEXICO	91.7%	85,358,000
10	QATAR	101.6%*	2,592,000	20	ARUBA	89.4%	77,000

**SOURCES:** TIKTOK'S AD RESOURCES; U.N.; KEPIOS ANALYSIS. DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE FOR WHICH DATA ARE AVAILABLE. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. (\*\*) VALUES SHOWN AS REPORTED, DESPITE IMPLAUSIBILITY. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# TIKTOK ENGAGEMENT RATES: SOCIALINSIDER

MEDIAN ENGAGEMENT RATES FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



MEDIAN ENGAGEMENT RATE FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS (ENGAGEMENTS vs. VIEWS)



3.70%

socialinsider

MEDIAN NUMBER OF POST LIKES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



3.00%



MEDIAN NUMBER OF COMMENTS vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.05%



MEDIAN NUMBER OF POST SHARES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.06%

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# MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	KHABANE LAME <small>@KHABY.LAME</small>	162.4 M
02	CHARLI D'AMELIO <small>@CHARLIDAMELIO</small>	155.6 M
03	MRBEAST <small>@MRBEAST</small>	107.2 M
04	BELLA POARCH <small>@BELLAPOARCH</small>	94.2 M
05	ADDISON RAE <small>@ADDISONRE</small>	88.5 M
06	TIKTOK <small>@TIKTOK</small>	83.8 M
07	KIMBERLY LOAIZA <small>@KIMBERLY.LOAIZA</small>	83.1 M
08	ZACH KING <small>@ZACHKING</small>	82.1 M
09	DOMINIK LIPA <small>@DOMELIPA</small>	76.7 M
10	THE ROCK <small>@THEROCK</small>	75.4 M
11=	BURAK ÖZDEMİR <small>@CZNBURAK</small>	75.0 M

#	ACCOUNT	FOLLOWERS
11=	WILL SMITH <small>@WILLSMITH</small>	75.0 M
13	BTS <small>@BTS_OFFICIAL_BIGHIT</small>	71.2 M
14	BILLIE EILISH <small>@BILLIEEILISH</small>	69.4 M
15	JASON DERULO <small>@JASONDERULO</small>	65.2 M
16	WILLIE SALIM <small>@WILLIESALIM</small>	63.8 M
17	SELENA GOMEZ <small>@SELENAGOMEZ</small>	58.1 M
18	KYLIE JENNER <small>@KYLIEJENNER</small>	56.8 M
19	YOUNES ZAROU <small>@YOUNESZAROU</small>	56.3 M
20=	BAYASHI <small>@BAYASHI.TIKTOK</small>	55.4 M
20=	DIXIE D'AMELIO <small>@DIXIEDAMELIO</small>	55.4 M
20=	VILMEI <small>@VILMEIJUGA</small>	55.4 M

#	ACCOUNT	FOLLOWERS
23=	KAROL G <small>@KAROLG</small>	55.0 M
23=	SPENCER POLANCO KNIGHT <small>@SPENCERX</small>	55.0 M
25	LOREN GRAY <small>@LORENGRAY</small>	53.5 M
26	REAL MADRID C.F. <small>@REALMADRID</small>	53.3 M
27	HOMA <small>@HOMM9K</small>	53.0 M
28	MICHAEL LE <small>@JUSTMAIKO</small>	51.0 M
29	KRIS COLLINS <small>@KALLMEKRIS</small>	50.8 M
30	ROSÉ <small>@ROSES_ARE_ROSIE</small>	49.9 M
31	ESPN <small>@ESPN</small>	49.5 M
32	BLACKPINK <small>@BP_TIKTOK</small>	49.3 M
33	BRENT RIVERA <small>@BRENTRIVERA</small>	48.6 M

#	ACCOUNT	FOLLOWERS
34	CARLOS FERIA <small>@CARLOSFERIAG</small>	46.8 M
35	RIA RICIS <small>@RIARICIS</small>	46.1 M
36	CHAMPIONS LEAGUE <small>@CHAMPIONSLEAGUE</small>	45.9 M
37	JOJO SIWA <small>@ITSJOJOSIWA</small>	45.8 M
38	PONGÁMOSLO A PRUEBA <small>@PONGAMOSLO_A_PRUEBA</small>	45.7 M
39=	JOE ALBANESE <small>@JOEALBANESE</small>	44.2 M
39=	JUNYA GOU <small>@JUNYA1GOU</small>	44.2 M
39=	NETFLIX <small>@NETFLIX</small>	44.2 M
42	NIANA GUERRERO <small>@NIANAGUERRERO</small>	44.1 M
43	ALIEV OMAR <small>@OMARI.TO</small>	43.6 M
44	F.C. BARCELONA <small>@FCBARCELONA</small>	43.0 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK.COM. **NOTE:** TIKTOK ROUNDS FOLLOWER COUNTS AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# MOST VIEWED TIKTOKS

TIKTOK VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



#	CREATOR – “TIKTOK DESCRIPTION”	POSTED	VIEWS	LIKES	COMMENTS	SAVES	SHARES
01	ZACH KING – “MAGIC BROOMSTICK RIDE”	10 DEC 2019	2.30 B	25.6 M	700 K	1.20 M	1.10 M
02	JAMES CHARLES – “SISTERS CHRISTMAS PARTY 2019”	09 DEC 2019	1.70 B	9.50 M	110 K	292 K	138 K
03	ZACH KING – “BEST HIDING SPOT EVER”	04 DEC 2019	1.10 B	9.60 M	17.1 K	122 K	57.7 K
04	LEAH HALTON – “SUMMER FUN LIP SYNC”	06 FEB 2024	998 M	58.4 M	2.00 M	5.00 M	1.80 M
05	ZACH KING – “GLASS HALF FULL OR HALF EMPTY?”	19 OCT 2019	967 M	13.3 M	71.5 K	207 K	493 K
06	BELLA POARCH – “M TO THE B LIP SYNC”	18 AUG 2020	853 M	68.9 M	2.50 M	4.20 M	42.5 M
07	ZACH KING – “CAUTION: WET PAINT”	09 OCT 2019	661 M	11.3 M	68.9 K	217 K	244 K
08	NYADOLLIE – “BEAUTY TUTORIAL”	09 MAR 2023	515 M	38.1 M	685 K	1.90 M	1.70 M
09	JAMIE BIG SORREL HORSE – “DANCING TO “SAY IT RIGHT””	28 JAN 2022	457 M	53.8 M	747 K	4.10 M	1.80 M
10	NEEP FAM – “LAUGHING BABY”	06 FEB 2024	402 M	35.4 M	428 K	1.10 M	1.60 M

**SOURCE:** DEXERTO; KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** MOST TIKTOKS DO NOT HAVE ACTUAL “TITLES”; VALUES SHOWN IN THE “TIKTOK DESCRIPTION” COLUMN REPRESENT A SUBJECTIVE DESCRIPTION OF THE TIKTOK’S CONTENT AND ELEMENTS INCLUDED IN THE TIKTOK’S DESCRIPTION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, “K” DENOTES THOUSANDS (E.G. “123 K” = 123,000), “M” DENOTES MILLIONS (E.G. “1.23 M” = 1,230,000), AND “B” DENOTES BILLIONS (E.G. “1.23 B” = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. ALL VALUES ROUNDED AT SOURCE. **COMPARABILITY:** ALL METRICS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# TOP TIKTOK HASHTAGS: POSTS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF POSTS ON TIKTOK (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	TIKTOKS
01	#CAPCUT	7.20 B
02	#FYP	6.60 B
03	#FORYOU	4.80 B
04	#FORYOUPAGE	3.50 B
05	#DUET	3.20 B
06	#FYPシ	2.70 B
07	#VIRAL	2.60 B
08	#TIKTOK	1.60 B
09	#TRENDING	1.10 B
10	#FYPシVIRAL	999.9 M

#	HASHTAG	TIKTOKS
11	#COMEDY	914.4 M
12	#PARATI	907.5 M
13	#VIRALVIDEO	868.8 M
14	#PEK	644.1 M
15	#FY	590.6 M
16	#GREENSCREEN	468.9 M
17	#FYPPPPPPPPPPPPPPPPPPPPPPPP	456.0 M
18	#TIKTOKINDIA	409.5 M
19	#LOVE	390.7 M
20	#VIRALTIKTOK	373.6 M

#	HASHTAG	TIKTOKS
21	#TREND	362.9 M
22	#XYZBCA	344.1 M
23	#FYPAGE	327.0 M
24	#РЕКОМЕНДАЦИИ	304.9 M
25	#XUHUONG	296.6 M
26	#LIKE	280.8 M
27	#FUNNY	279.3 M
28	#VIDEO	236.4 M
29	#POURTOI	197.2 M
30	#TIKTOKLOVER	192.6 M

#	HASHTAG	TIKTOKS
31	#اكسبلور	181.1 M
32	#GOVIRAL	180.3 M
33	#FOLLOW	177.6 M
34	#HUMOR	160.7 M
35	#EDIT	143.4 M
36	#EXPLORE	141.9 M
37	#ANIME	140.6 M
38	#MEME	129.4 M
39	#TIK_TOK	124.3 M
40	#DANCE	123.3 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** THE SAME TIKTOK MAY INCLUDE MULTIPLE HASHTAGS, SO ONE TIKTOK MAY REGISTER IN THE TIKTOKS COUNT FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. POST COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# TOP TIKTOK HASHTAGS: VIEWS

HASHTAGS THAT HAVE ATTRACTED THE GREATEST NUMBER OF VIEWS ON TIKTOK (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	VIEWS
01	#FYP	79.54 T
02	#FORYOU	43.69 T
03	#VIRAL	31.97 T
04	#FYPシ	26.88 T
05	#FORYOUPAGE	26.75 T
06	#PARATI	11.70 T
07	#CAPCUT	10.89 T
08	#TIKTOK	10.86 T
09	#TRENDING	8.36 T
10	#FY	8.29 T

#	HASHTAG	VIEWS
11	#FYPシVIRAL	6.52 T
12	#FUNNY	5.86 T
13	#XYZBCA	5.36 T
14	#VIRALVIDEO	5.24 T
15	#XUHUONG	3.93 T
16	#DUET	3.83 T
17	#TREND	3.82 T
18	#HUMOR	3.60 T
19	#FYPAGE	3.57 T
20	#اكسيلور	3.40 T

#	HASHTAG	VIEWS
21	#РЕКОМЕНДАЦИИ	2.88 T
22	#FYPPPPPPPPPPPPPPPPPPPPPPPPPPPPPP	2.73 T
23	#EXPLORE	2.58 T
24	#COMEDY	2.45 T
25	#PEK	2.45 T
26	#VIRALTIKTOK	2.41 T
27	#LOVE	2.38 T
28	#POURTOI	2.31 T
29	#EDIT	2.14 T
30	#MEME	2.07 T

#	HASHTAG	VIEWS
31	#ANIME	2.05 T
32	#GREENSCREEN	2.02 T
33	#POV	1.70 T
34	#ASMR	1.68 T
35	#FOOTBALL	1.65 T
36	#COMEDIA	1.54 T
37	#FUNNYVIDEOS	1.53 T
38	#MUSIC	1.42 T
39	#GOVIRAL	1.36 T
40	#STITCH	1.35 T

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON TIKTOKS THAT INCLUDE THE RELEVANT HASHTAG. TIKTOKS MAY INCLUDE MULTIPLE HASHTAGS, SO ONE VIEW MAY REGISTER IN THE VIEW COUNTS FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. POST VIEW COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.





**LINKEDIN**

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# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN



1.20  
BILLION

LINKEDIN AD REACH  
vs. TOTAL POPULATION



14.7%

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



21.6%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED LINKEDIN AD REACH



+4.1%  
+47 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED LINKEDIN AD REACH



+17.1%  
+176 MILLION

**SHARE:** FEMALE LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
LINKEDIN AD REACH AGED 18+



43.1%

**SHARE:** MALE LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
LINKEDIN AD REACH AGED 18+



56.9%

**ADOPTION:** OVERALL LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



20.7%

**ADOPTION:** FEMALE LINKEDIN  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



12.7%

**ADOPTION:** MALE LINKEDIN  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



17.0%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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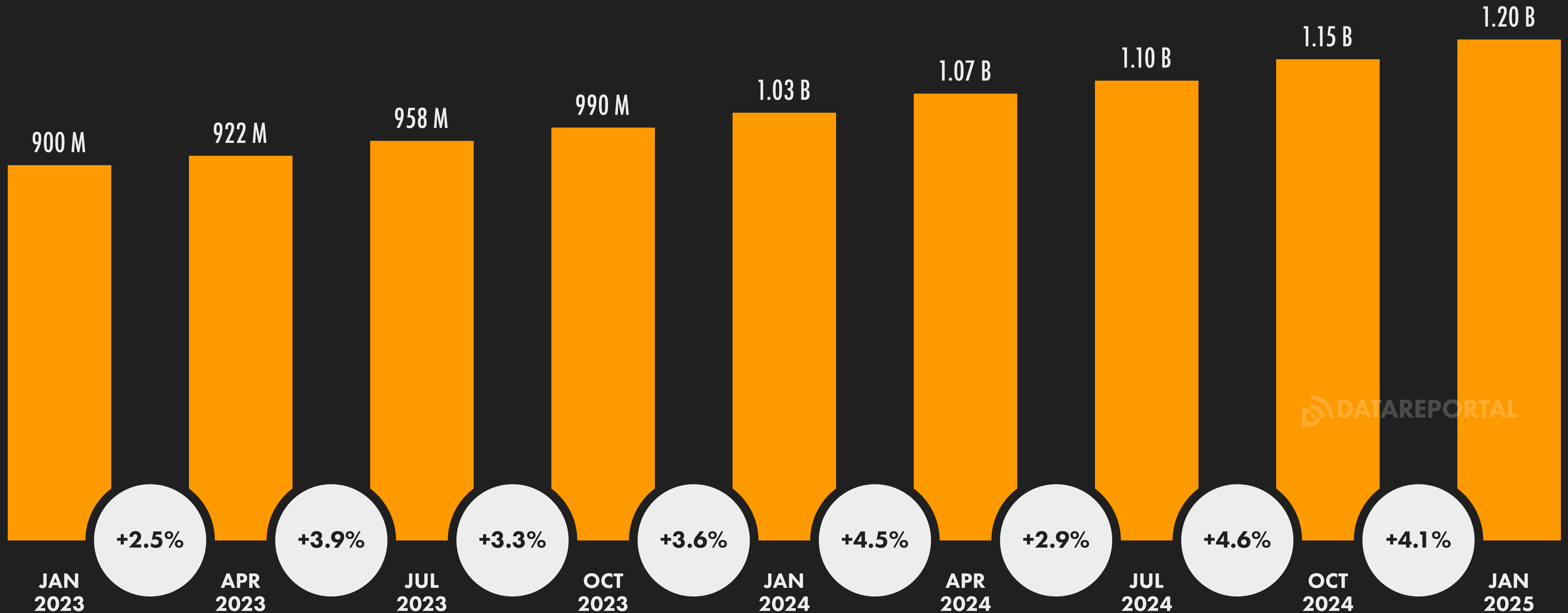
# LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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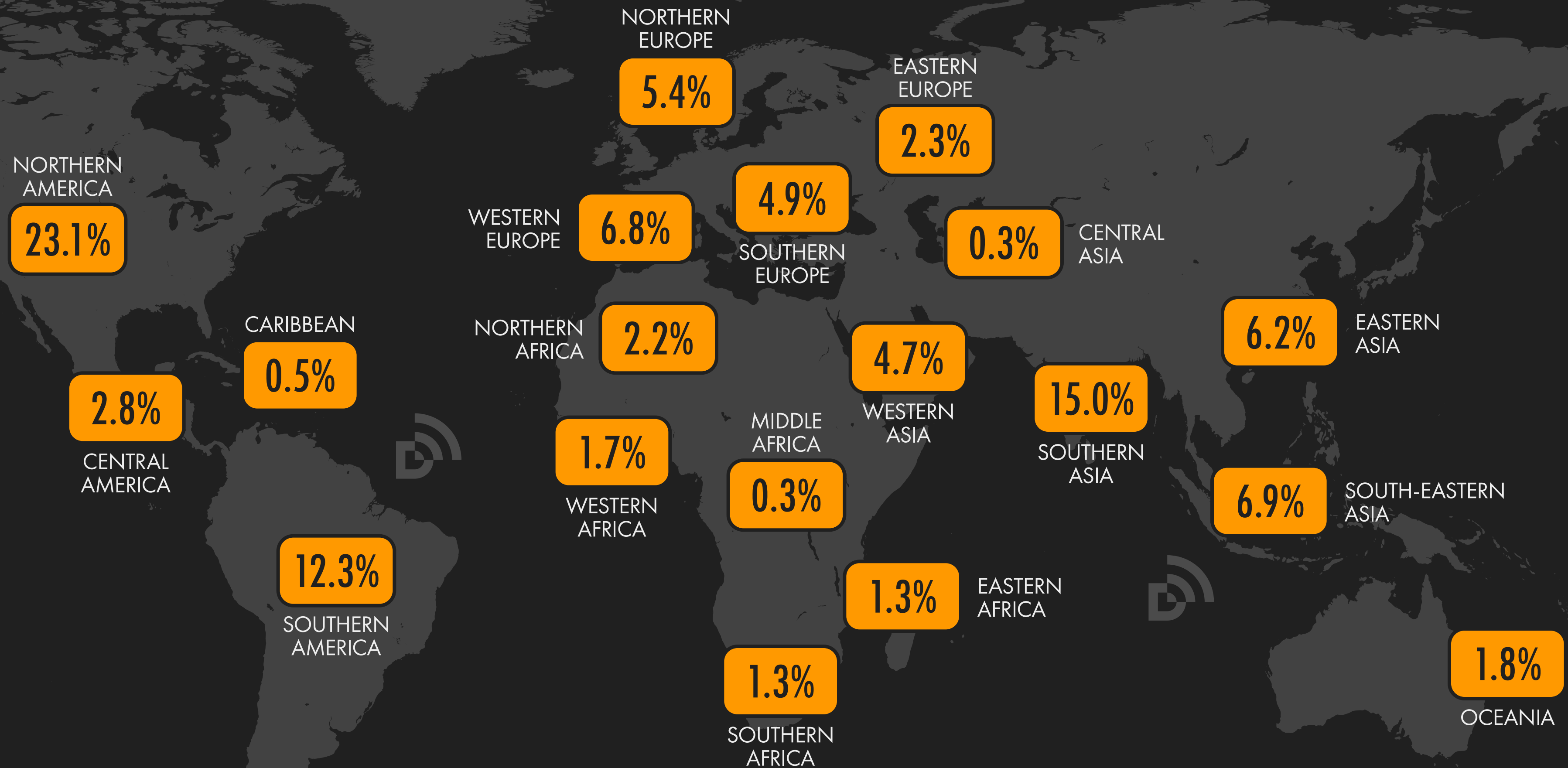
# SHARE OF LINKEDIN ADVERTISING AUDIENCE

POTENTIAL LINKEDIN ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL LINKEDIN ADVERTISING REACH

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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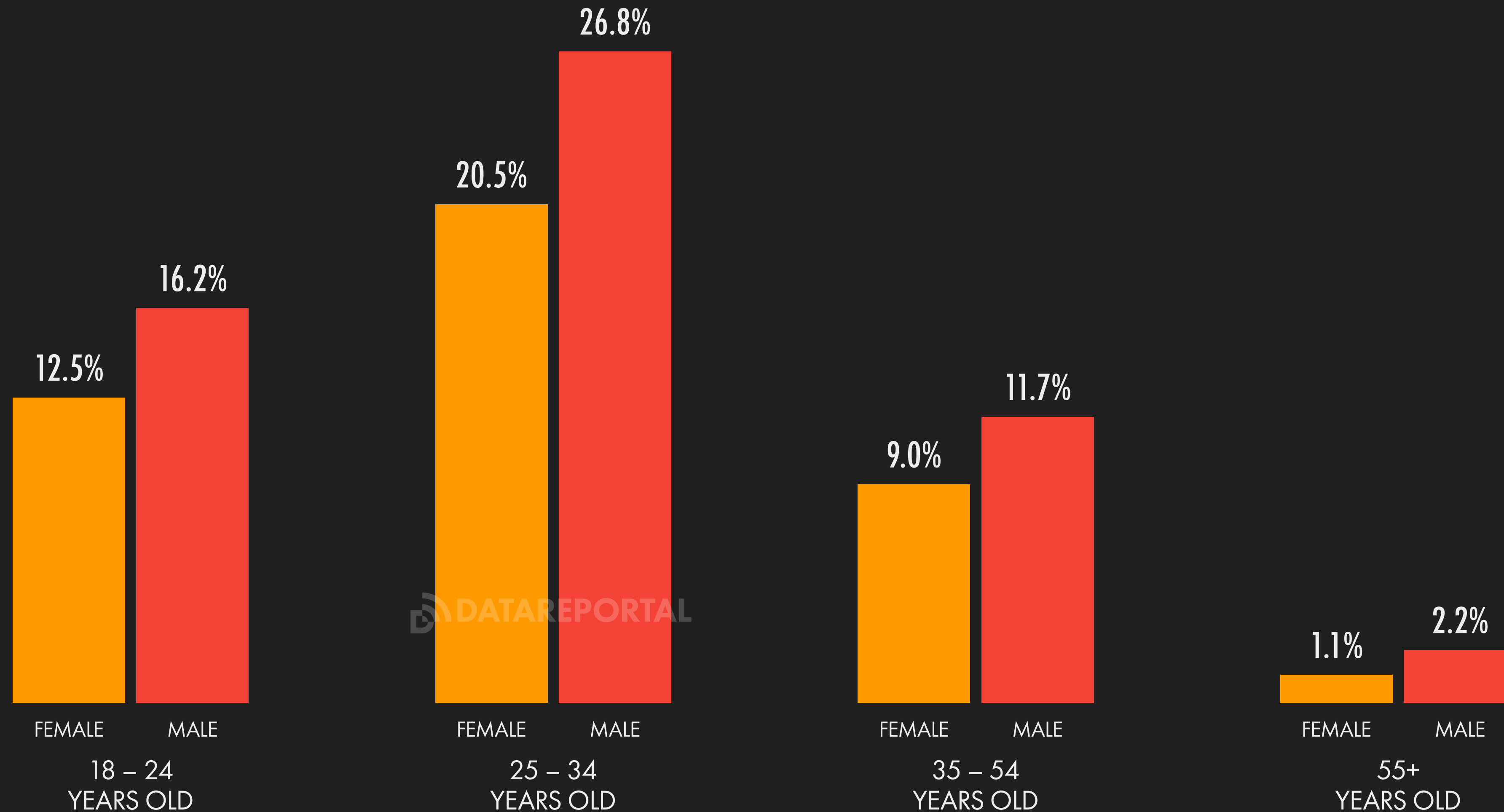
# LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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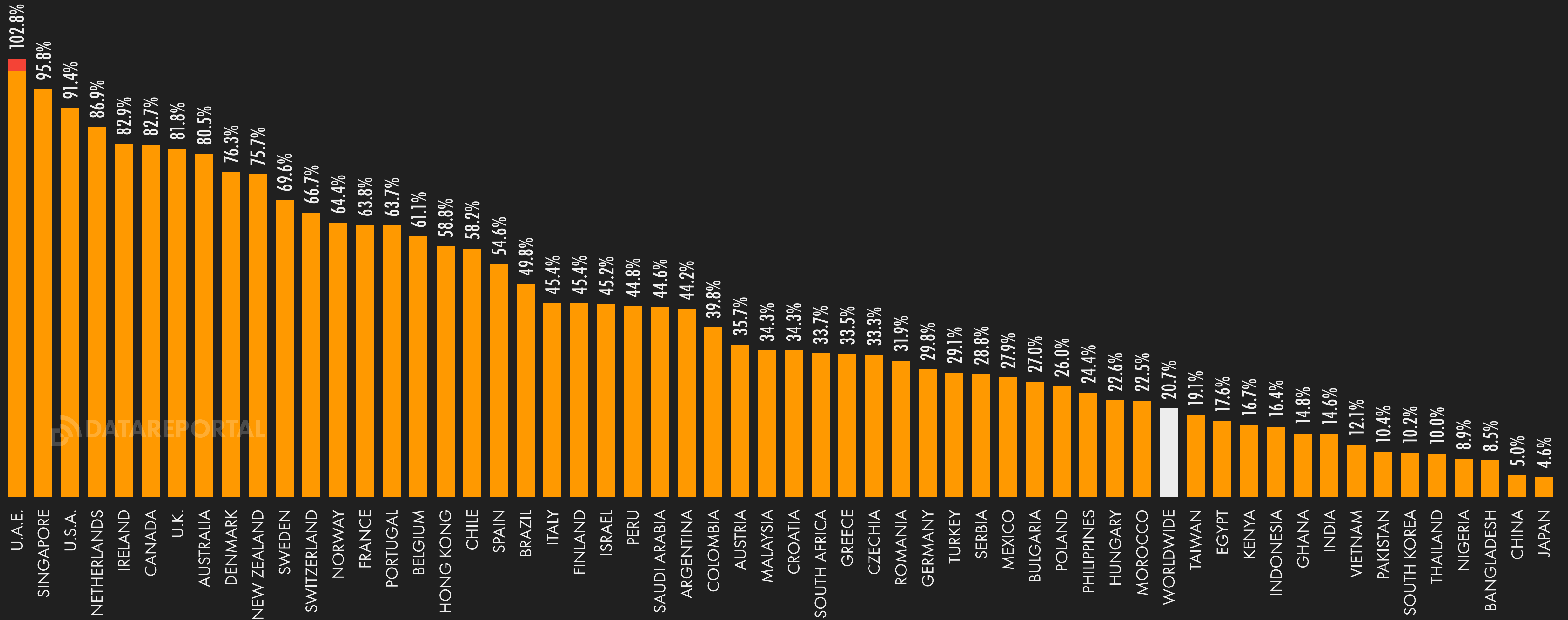
# LINKEDIN ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF LINKEDIN ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



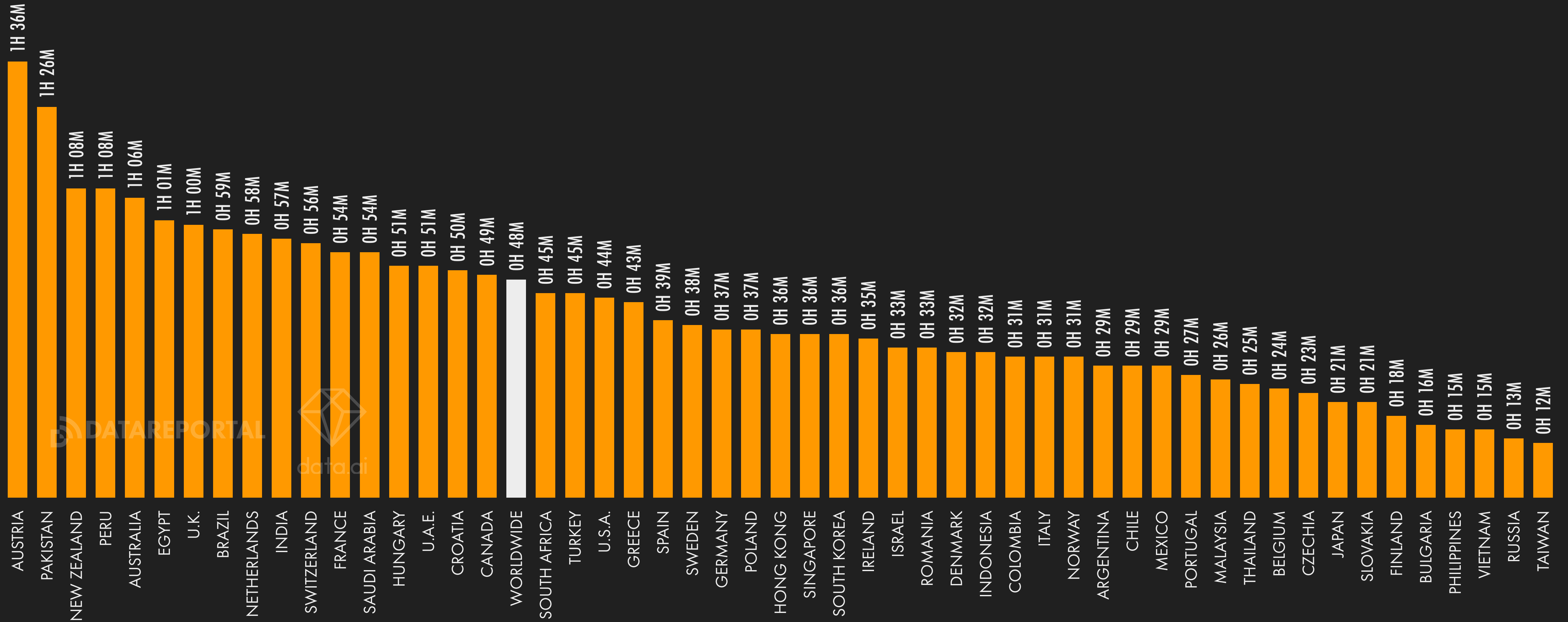
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# LINKEDIN: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE LINKEDIN USER SPENDS USING THE LINKEDIN APP ON ANDROID PHONES



GLOBAL OVERVIEW



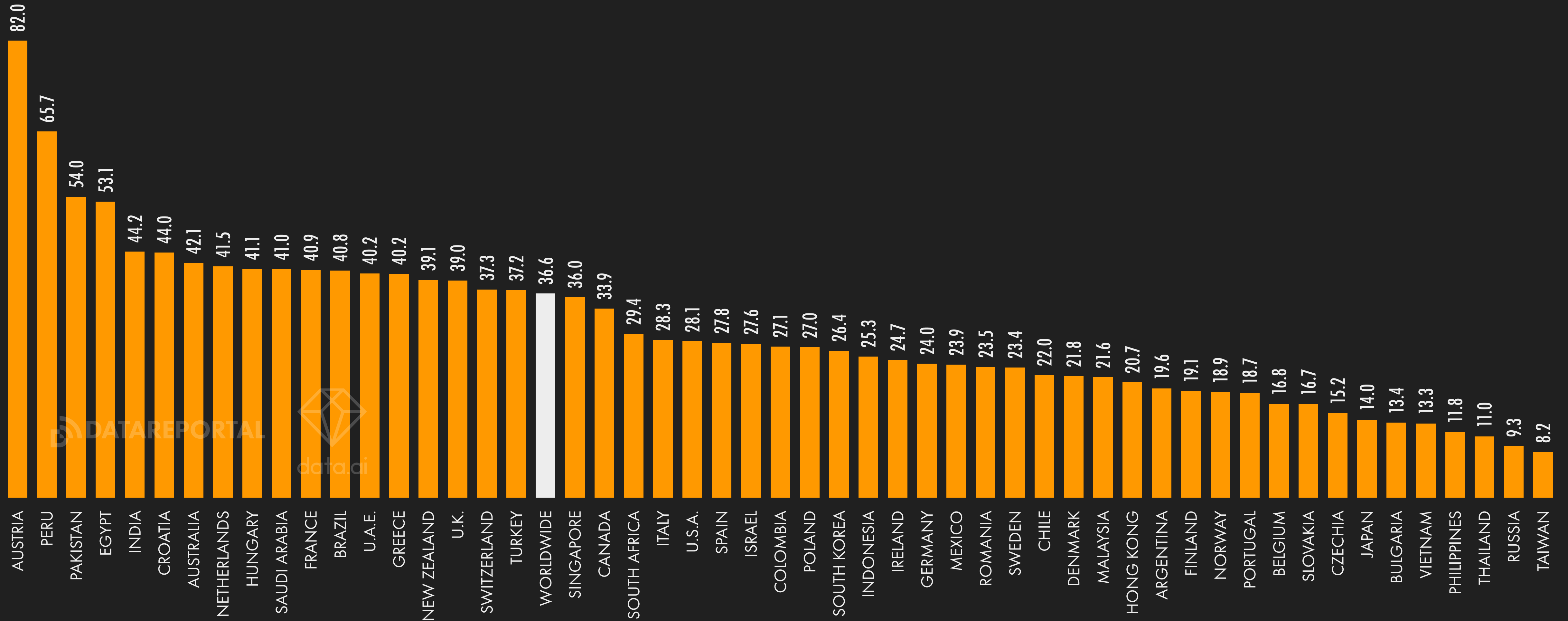
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# LINKEDIN: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE LINKEDIN USER OPENS THE LINKEDIN APP ON ANDROID PHONES



GLOBAL OVERVIEW





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# LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	250,000,000	+4.2%
02	INDIA	150,000,000	+7.1%
03	BRAZIL	81,000,000	+3.8%
04	CHINA	57,000,000	-1.7%
05	UNITED KINGDOM	45,000,000	+4.7%
06	FRANCE	34,000,000	+3.0%
07	INDONESIA	33,000,000	+3.1%
08	CANADA	27,000,000	+3.8%
09	MEXICO	26,000,000	+4.0%
10	ITALY	23,000,000	+4.5%
11	SPAIN	22,000,000	+4.8%
12	GERMANY	21,000,000	+5.0%
13=	PHILIPPINES	19,000,000	[UNCHANGED]

#	LOCATION	TOTAL REACH	▲QOQ
13=	TURKEY	19,000,000	+5.6%
15	AUSTRALIA	17,000,000	+6.3%
16	COLOMBIA	16,000,000	+6.7%
17=	ARGENTINA	15,000,000	[UNCHANGED]
17=	PAKISTAN	15,000,000	+7.1%
17=	SOUTH AFRICA	15,000,000	+7.1%
20=	EGYPT	13,000,000	+8.3%
20=	NETHERLANDS	13,000,000	[UNCHANGED]
22=	NIGERIA	11,000,000	[UNCHANGED]
22=	PERU	11,000,000	+10.0%
22=	SAUDI ARABIA	11,000,000	[UNCHANGED]
25	BANGLADESH	9,900,000	+6.5%
26	UNITED ARAB EMIRATES	9,400,000	+4.4%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. LINKEDIN RESTRICTS USE OF ITS PLATFORM TO USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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# LINKEDIN ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	AMERICAN SAMOA	510.8%*	160,000	11	SINGAPORE	95.8%	4,800,000
02	MONACO	173.7%*	56,000	12	ICELAND	93.1%	290,000
03	ANGUILLA	171.4%*	20,000	13	UNITED STATES OF AMERICA	91.4%	250,000,000
04	U.S. VIRGIN ISLANDS	124.3%*	84,000	14	NETHERLANDS	86.9%	13,000,000
05	CAYMAN ISLANDS	118.7%*	72,000	15	IRELAND	82.9%	3,400,000
06	BERMUDA	116.9%*	63,000	16	CANADA	82.7%	27,000,000
07	GIBRALTAR	105.4%*	33,000	17	UNITED KINGDOM	81.8%	45,000,000
08	UNITED ARAB EMIRATES	102.8%*	9,400,000	18	MALTA	80.7%	370,000
09	COOK ISLANDS	101.8%*	10,000	19	AUSTRALIA	80.5%	17,000,000
10	ANDORRA	98.3%	69,000	20	BRITISH VIRGIN ISLANDS	80.2%	26,000

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# MOST FOLLOWED PAGES ON LINKEDIN

LINKEDIN PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	COMPANY PAGE	FOLLOWERS
01	GOOGLE	35.4 M
02	AMAZON	33.2 M
03	LINKEDIN	29.4 M
04	MICROSOFT	24.4 M
05	TED CONFERENCES	24.3 M
06	UNILEVER	19.6 M
07	FORBES	18.0 M
08	IBM	17.7 M
09	APPLE	17.7 M
10	DELOITTE	17.5 M

#	COMPANY PAGE	FOLLOWERS
11	LINKEDIN NEWS	17.4 M
12	TATA CONSULTANCY SERVICES	16.6 M
13	NESTLÉ	15.9 M
14	HARVARD BUSINESS REVIEW	14.5 M
15	THE ECONOMIST	13.0 M
16	ACCENTURE	12.8 M
17	TESLA	12.1 M
18	INSIDER BUSINESS	10.9 M
19	META	10.7 M
20	NETFLIX	10.7 M

#	COMPANY PAGE	FOLLOWERS
21	WIPRO	10.3 M
22	ORACLE	10.0 M
23	THE WALL STREET JOURNAL	9.9 M
24	AMAZON WEB SERVICES (AWS)	9.8 M
25	INFOSYS	9.6 M
26	EY	9.6 M
27	JOHNSON & JOHNSON	9.2 M
28	WAY2FRESHER	9.0 M
29	PEPSICO	8.5 M
30	PROCTER & GAMBLE	8.1 M

#	COMPANY PAGE	FOLLOWERS
31	BBC NEWS	8.0 M
32	THE COCA-COLA COMPANY	7.8 M
33	COGNIZANT	7.8 M
34	LINKEDIN NEWS INDIA	7.8 M
35	FINANCIAL TIMES	7.4 M
36	SIEMENS	7.4 M
37	CAPGEMINI	7.3 M
38	HCL TECH	7.0 M
39	THE NEW YORK TIMES	6.8 M
40	SHELL	6.8 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **COMPARABILITY:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



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# MOST FOLLOWED PROFILES ON LINKEDIN

LINKEDIN PERSONAL PROFILES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	PROFILE	FOLLOWERS
01	BILL GATES	36.9 M
02	RICHARD BRANSON	18.7 M
03	SATYA NADELLA	11.1 M
04	JEFF WEINER	10.4 M
05	ARIANA HUFFINGTON	9.6 M
06	SIMON SINEK	8.3 M
07	MARK CUBAN	7.9 M
08	TONY ROBBINS	7.3 M
09	JACK WELCH	6.9 M
10	MELINDA GATES	6.6 M

#	PROFILE	FOLLOWERS
11	DANIEL GOLEMAN	5.8 M
12	GARY VAYNERCHUK	5.7 M
13	DEEPAK CHOPRA	5.6 M
14	JUSTIN TRUDEAU	5.5 M
15	ADAM GRANT	5.5 M
16	BRENÉ BROWN	4.6 M
17	NARENDRA MODI	4.5 M
18	KEVIN O'LEARY	4.3 M
19	MARIO SERGIO CORTELLA	4.1 M
20	ANTHONY J. JAMES	3.7 M

#	PROFILE	FOLLOWERS
21	IAN BREMMER	3.7 M
22	RYAN REYNOLDS	3.5 M
23	JAMES CAAN	3.3 M
24	HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM	3.2 M
25	BARACK OBAMA	3.2 M
26	RICARDO AMORIM	3.0 M
27	LIZ RYAN	3.0 M
28	GUY KAWASAKI	3.0 M
29	EMMANUEL MACRON	2.9 M
30	GRETCHEN RUBIN	2.9 M

#	PROFILE	FOLLOWERS
31	CHRISTINE LAGARDE	2.7 M
32	DAYMOND JOHN	2.7 M
33	RAY DALIO	2.7 M
34	MIKE BLOOMBERG	2.7 M
35	REID HOFFMAN	2.7 M
36	NAOMI SIMSON B.COMM	2.7 M
37	SALLIE KRAWCHECK	2.7 M
38	STEVEN BARTLETT	2.7 M
39	DR. TRAVIS BRADBERRY	2.6 M
40	MOHAMED EL-ERIAN	2.6 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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# MOST FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN



GLOBAL OVERVIEW

#	HASHTAG	FOLLOWERS
01	#INDIA	66.8 M
02	#INNOVATION	38.3 M
03	#MANAGEMENT	35.4 M
04	#HUMANRESOURCES	32.8 M
05	#DIGITALMARKETING	27.0 M
06	#TECHNOLOGY	26.1 M
07	#CREATIVITY	24.8 M
08	#FUTURE	24.2 M
09	#FUTURISM	23.1 M
10	#ENTREPRENEURSHIP	22.4 M

#	HASHTAG	FOLLOWERS
11	#CAREERS	22.2 M
12	#MARKETS	21.9 M
13	#STARTUPS	20.9 M
14	#MARKETING	20.1 M
15	#SOCIALMEDIA	19.4 M
16	#VENTURECAPITAL	19.0 M
17	#SOCIALNETWORKING	18.7 M
18	#LEANSTARTUPS	18.7 M
19	#ECONOMY	18.4 M
20	#ECONOMICS	17.8 M

#	HASHTAG	FOLLOWERS
21	#BRANDING	17.8 M
22	#PROFESSIONALWOMEN	17.6 M
23	#ADVERTISINGANDMARKETING	16.9 M
24	#GENDER	16.4 M
25	#WOMENINSCIENCE	16.3 M
26	#FEMINISM	16.0 M
27=	#MOTIVATION	14.5 M
27=	#PERSONALDEVELOPMENT	14.5 M
29	#INVESTING	14.2 M
30	#JOBINTERVIEWS	14.1 M

#	HASHTAG	FOLLOWERS
31	#MONEY	13.9 M
32	#BANKINGINDUSTRY	13.4 M
33	#SUSTAINABILITY	13.1 M
34	#ALTERNATIVEENERGY	12.6 M
35	#PERSONALBRANDING	10.3 M
36	#HIRINGANDPROMOTION	9.9 M
37	#HEALTHCARE	9.6 M
38	#EDUCATION	9.5 M
39	#CUSTOMERRELATIONS	8.5 M
40	#PRODUCTIVITY	8.3 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**MESSENGER**

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# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON MESSENGER



946.9  
MILLION

MESSENGER AD REACH  
vs. TOTAL POPULATION



11.6%

MESSENGER AD REACH  
vs. TOTAL INTERNET USERS



17.0%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED MESSENGER AD REACH



+1.0%  
+9 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED MESSENGER AD REACH



-3.3%  
-33 MILLION

**SHARE:** FEMALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



44.4%

**SHARE:** MALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



55.6%

**ADOPTION:** OVERALL MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



16.3%

**ADOPTION:** FEMALE MESSENGER  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



14.4%

**ADOPTION:** MALE MESSENGER  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



18.2%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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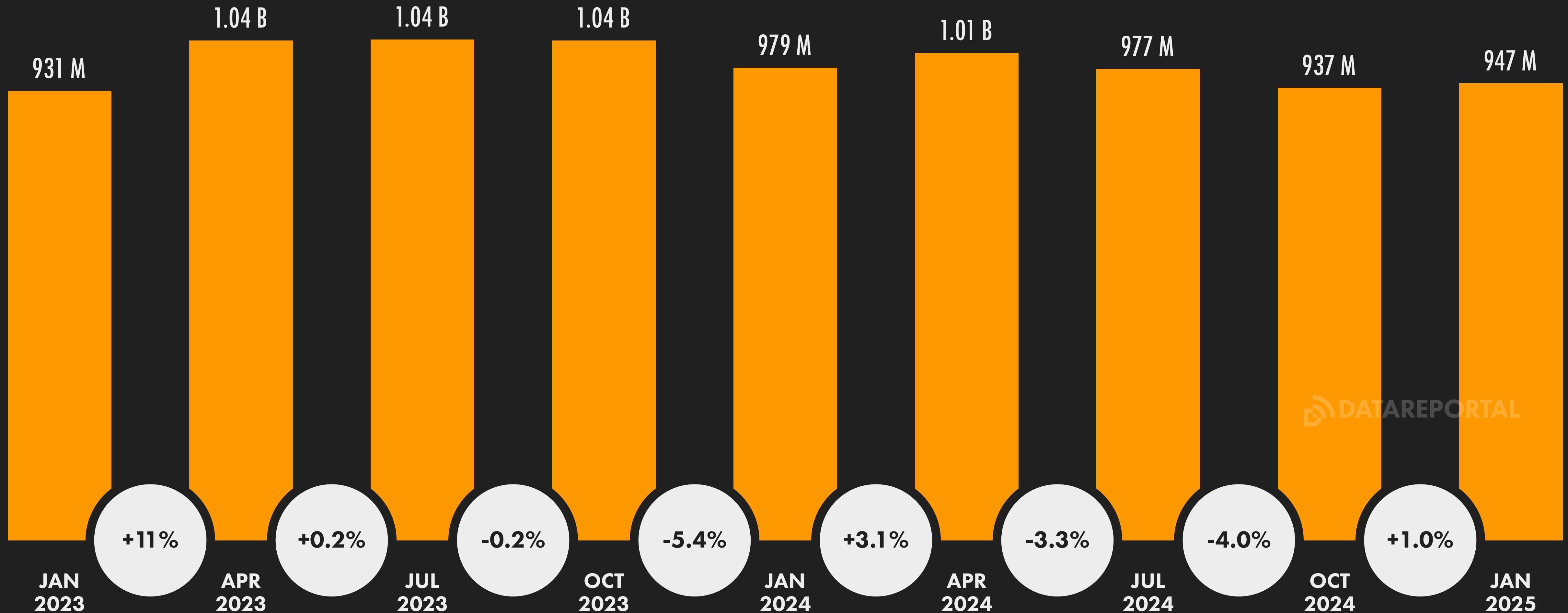
# MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).



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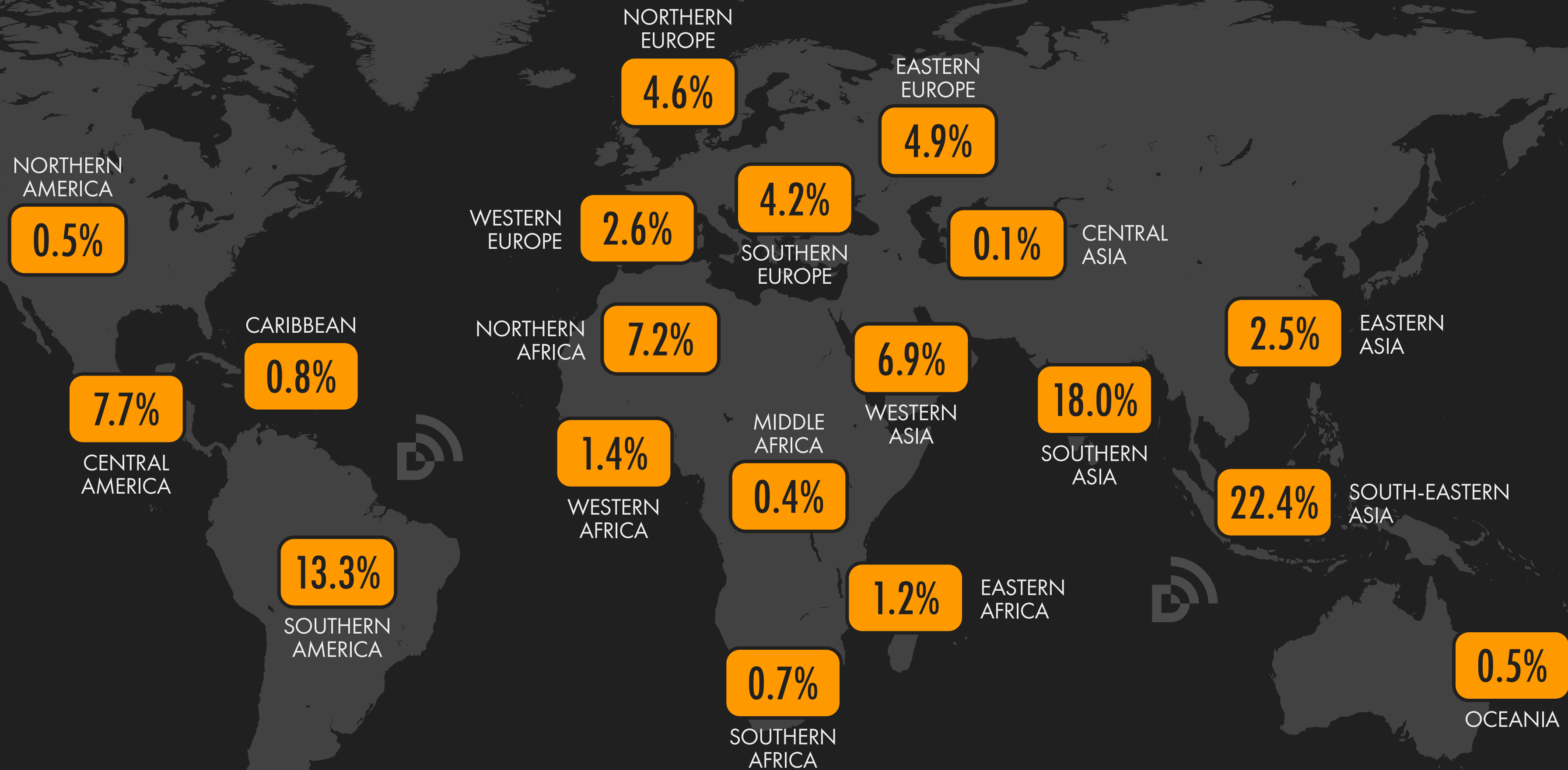
# SHARE OF MESSENGER ADVERTISING AUDIENCE

POTENTIAL MESSENGER ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL MESSENGER ADVERTISING REACH

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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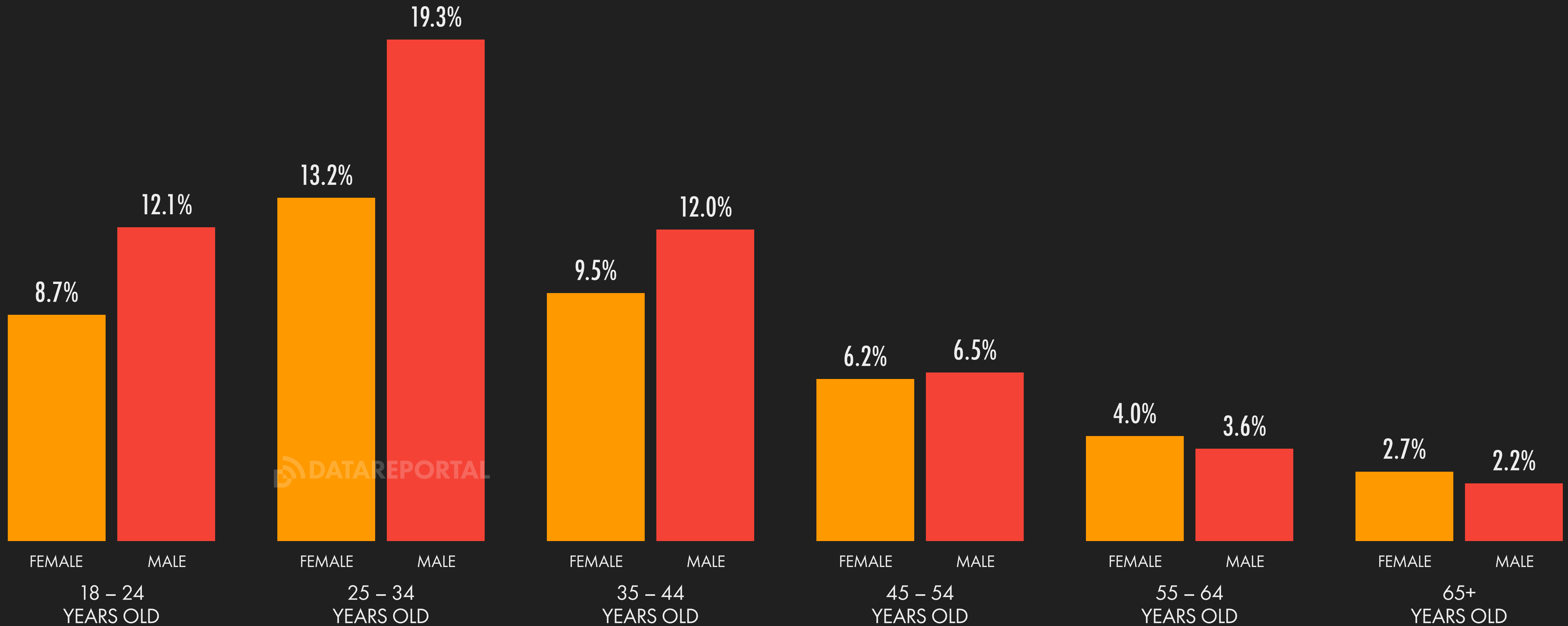
# MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** META'S TOOLS ALSO PUBLISH REACH DATA FOR AUDIENCES AGED 13 TO 17, BUT THE DATA FOR THAT AGE RANGE NO LONGER SHOWS SPLITS BY GENDER. AS A RESULT, FIGURES SHOWN HERE MAY NOT SUM TO 100%. SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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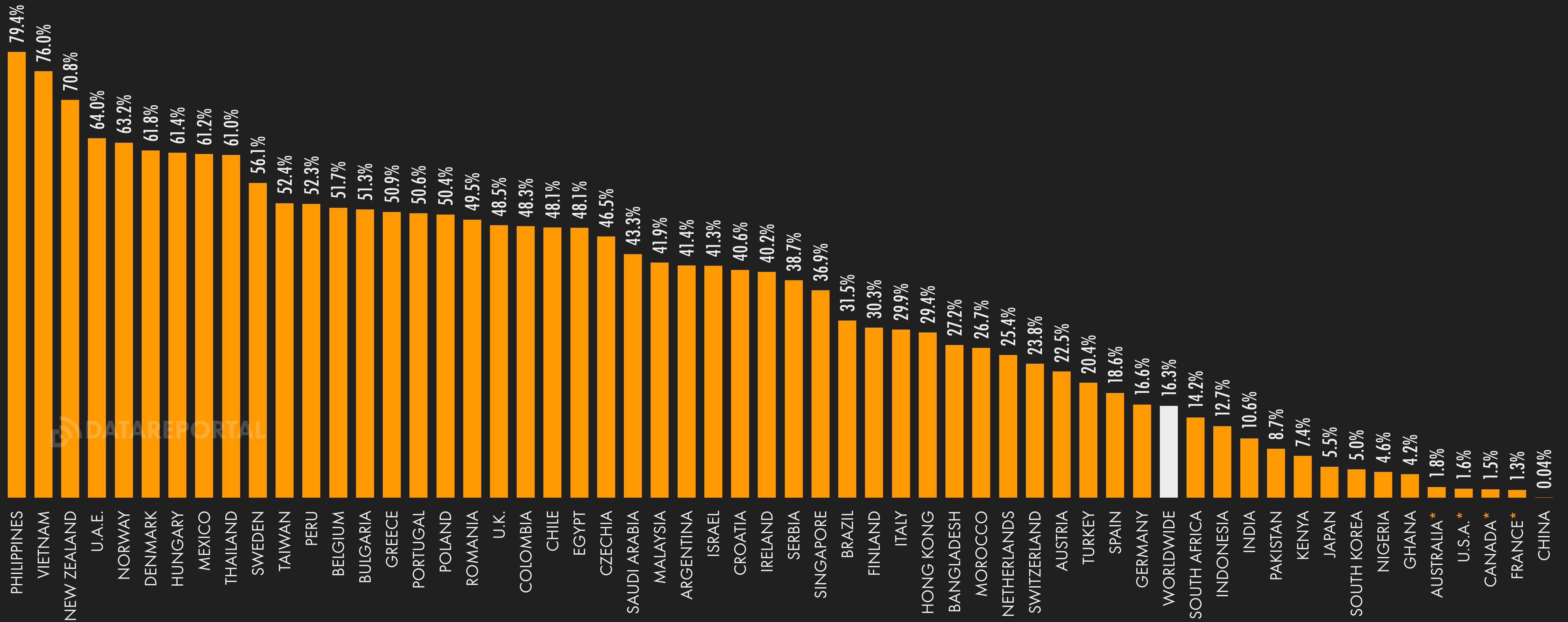
# MESSENGER ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF MESSENGER ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



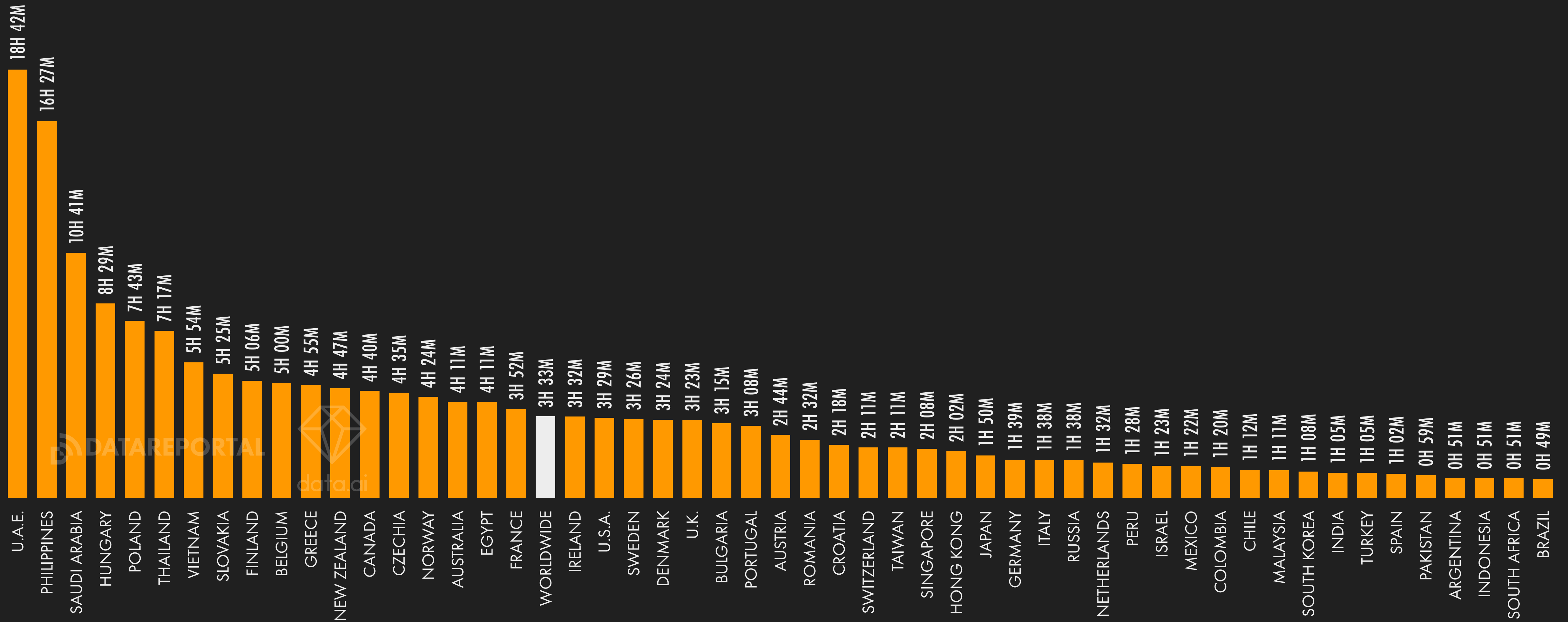
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# MESSENGER: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE MESSENGER USER SPENDS USING THE APP ON ANDROID PHONES



GLOBAL OVERVIEW



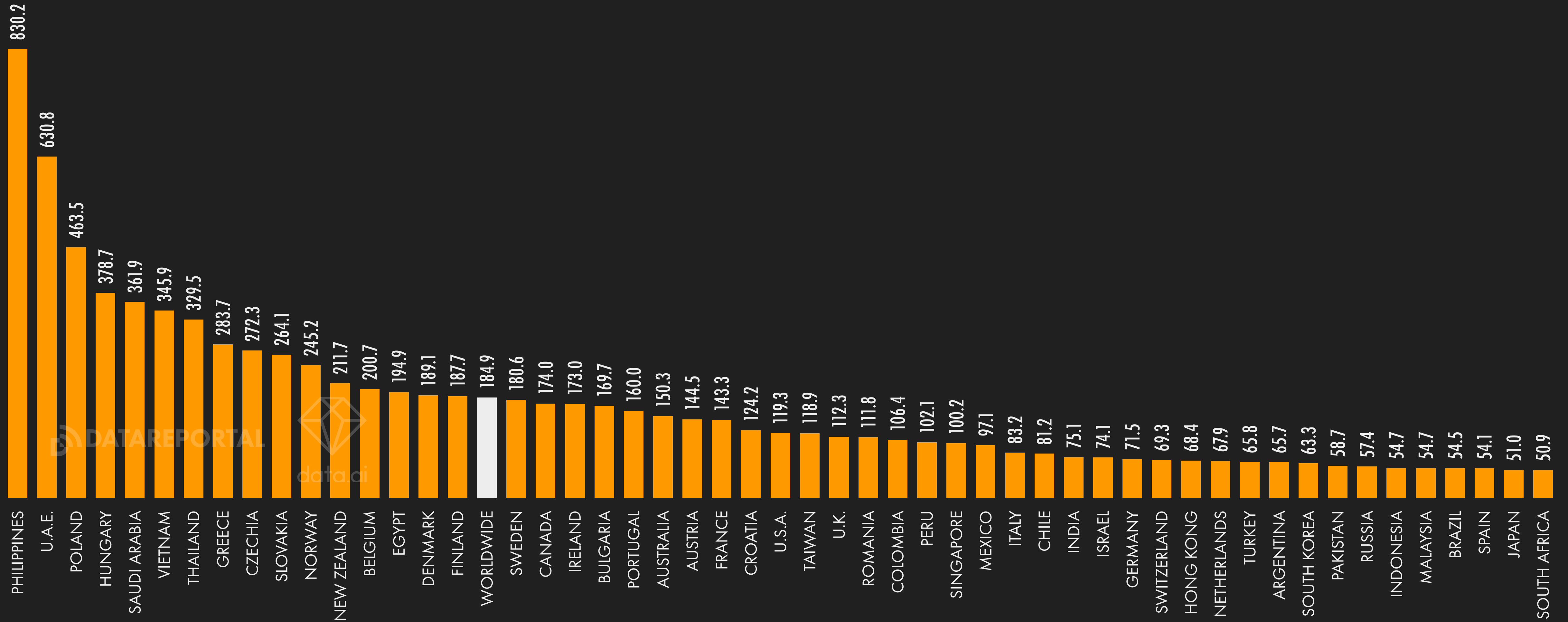
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# MESSENGER: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE MESSENGER USER OPENS THE APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST MESSENGER ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	108,600,000	+0.9%	11	COLOMBIA	19,450,000	+1.0%
02	PHILIPPINES	61,800,000	+2.7%	12	POLAND	15,900,000	-3.9%
03	MEXICO	56,950,000	+5.6%	13	ALGERIA	15,800,000	+0.3%
04	VIETNAM	55,900,000	+1.9%	14	ITALY	15,150,000	-4.7%
05	BRAZIL	51,250,000	+3.7%	15	IRAQ	14,950,000	[UNCHANGED]
06	THAILAND	35,900,000	+1.0%	16	ARGENTINA	14,050,000	+3.3%
07	EGYPT	35,400,000	+1.4%	17	TURKEY	13,350,000	+0.8%
08	BANGLADESH	31,600,000	+3.3%	18	PERU	12,850,000	[UNCHANGED]
09	UNITED KINGDOM	26,700,000	-0.2%	19	PAKISTAN	12,600,000	+2.4%
10	INDONESIA	25,600,000	+2.6%	20	GERMANY	11,650,000	-3.7%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT THEIR RESPECTIVE RANKING. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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# MESSENGER ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	MONGOLIA	102.2%*	2,250,000	11	FAROE ISLANDS	79.4%	34,000
02	PALAU	101.9%*	14,000	12	AMERICAN SAMOA	78.2%	25,000
03	COOK ISLANDS	99.2%	9,000	13	VIETNAM	76.0%	55,900,000
04	LIBYA	92.7%	4,650,000	14	CAMBODIA	74.7%	8,600,000
05	MARSHALL ISLANDS	89.1%	19,000	15	FIJI	73.5%	464,000
06	GEORGIA	87.0%	2,500,000	16	ICELAND	72.7%	226,000
07	TONGA	86.1%	52,000	17	SAMOA	72.4%	88,000
08	GREENLAND	82.8%	35,000	18	NEW ZEALAND	70.8%	2,900,000
09	NAURU	80.7%	5,000	19	FRENCH POLYNESIA	70.2%	152,000
10	PHILIPPINES	79.4%	61,800,000	20	GUAM	69.3%	81,000

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT RANKINGS. VALUES USE MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).



**SNAPCHAT**



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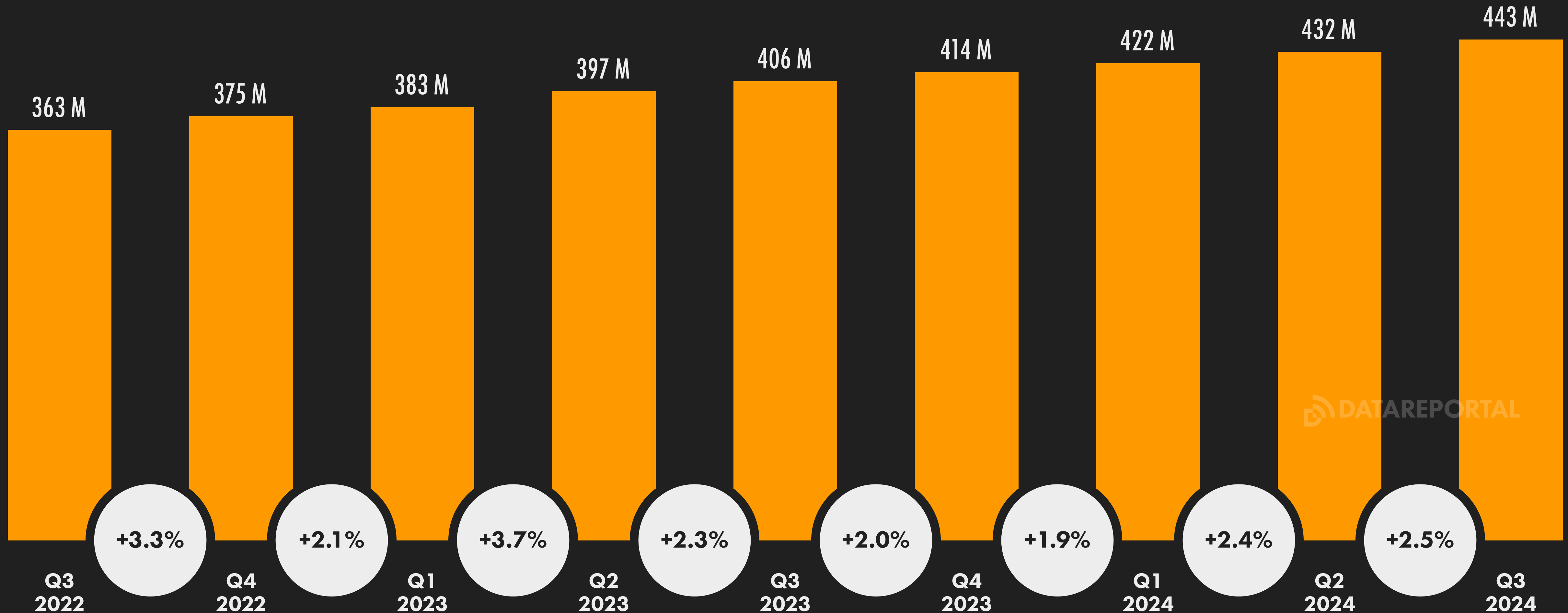
# SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

SOURCE: SNAP COMPANY ANNOUNCEMENTS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SNAP'S EARNINGS ANNOUNCEMENTS REPORT DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES BASED ON MONTHLY ACTIVE USERS.

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# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON SNAPCHAT



708.7  
MILLION

SNAPCHAT AD REACH  
vs. TOTAL POPULATION



8.6%

SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS



12.7%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED SNAPCHAT AD REACH



+0.4%  
+3 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED SNAPCHAT AD REACH



+4.6%  
+31 MILLION

**SHARE:** FEMALE SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
SNAPCHAT AD REACH AGED 18+



48.4%

**SHARE:** MALE SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
SNAPCHAT AD REACH AGED 18+



50.7%

**ADOPTION:** OVERALL SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



10.0%

**ADOPTION:** FEMALE SNAPCHAT  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



9.6%

**ADOPTION:** MALE SNAPCHAT  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



10.1%

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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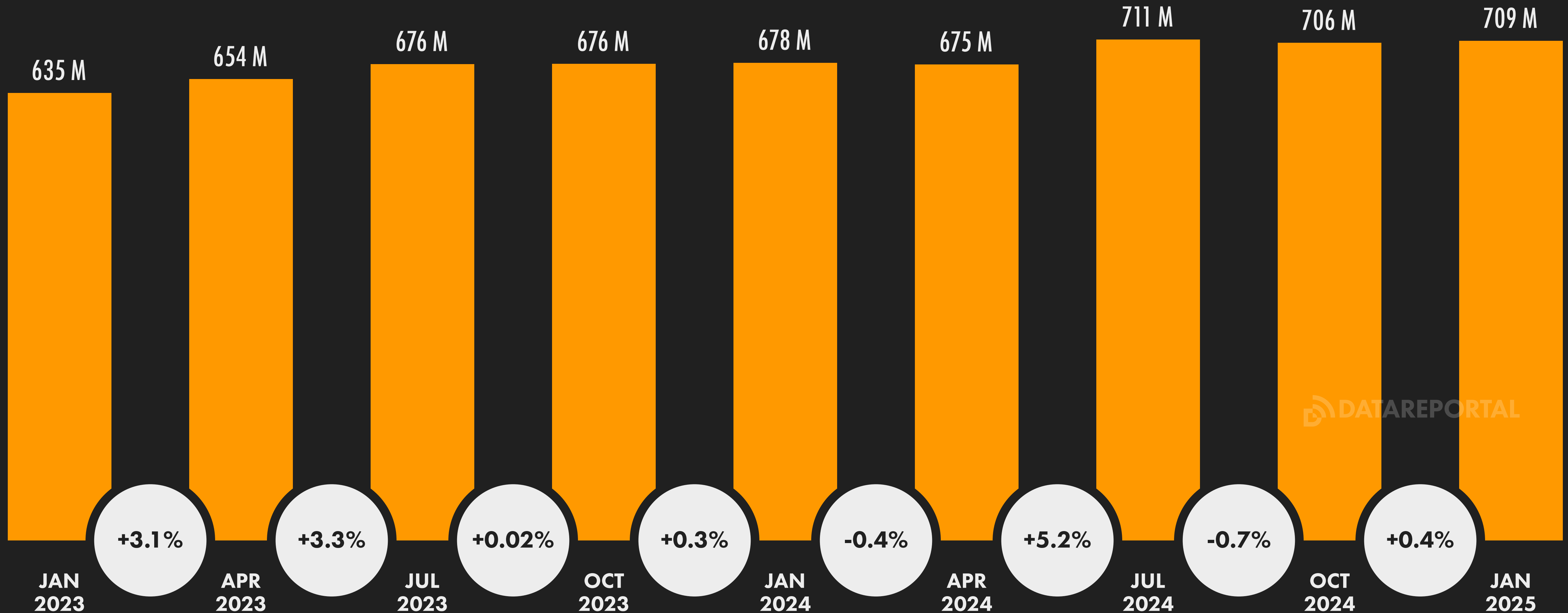
# SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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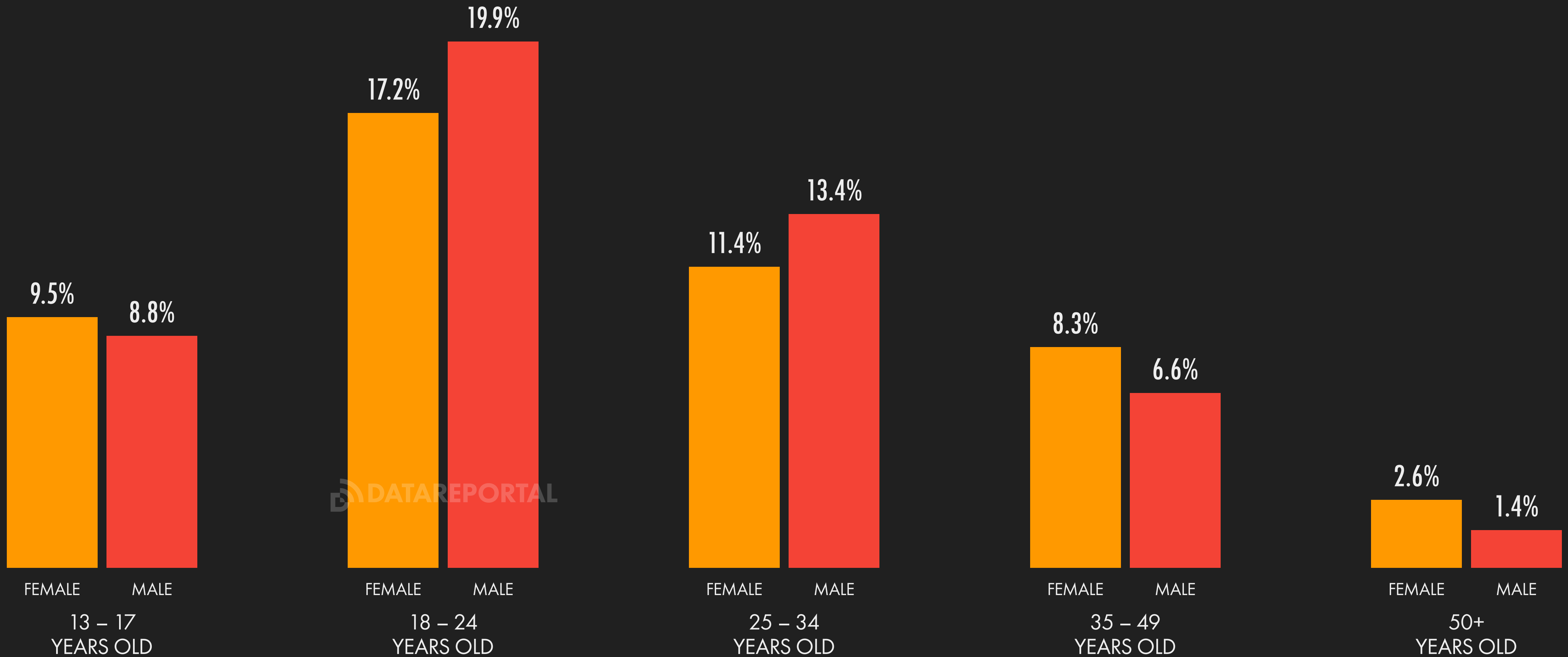
# SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL, SO VALUES WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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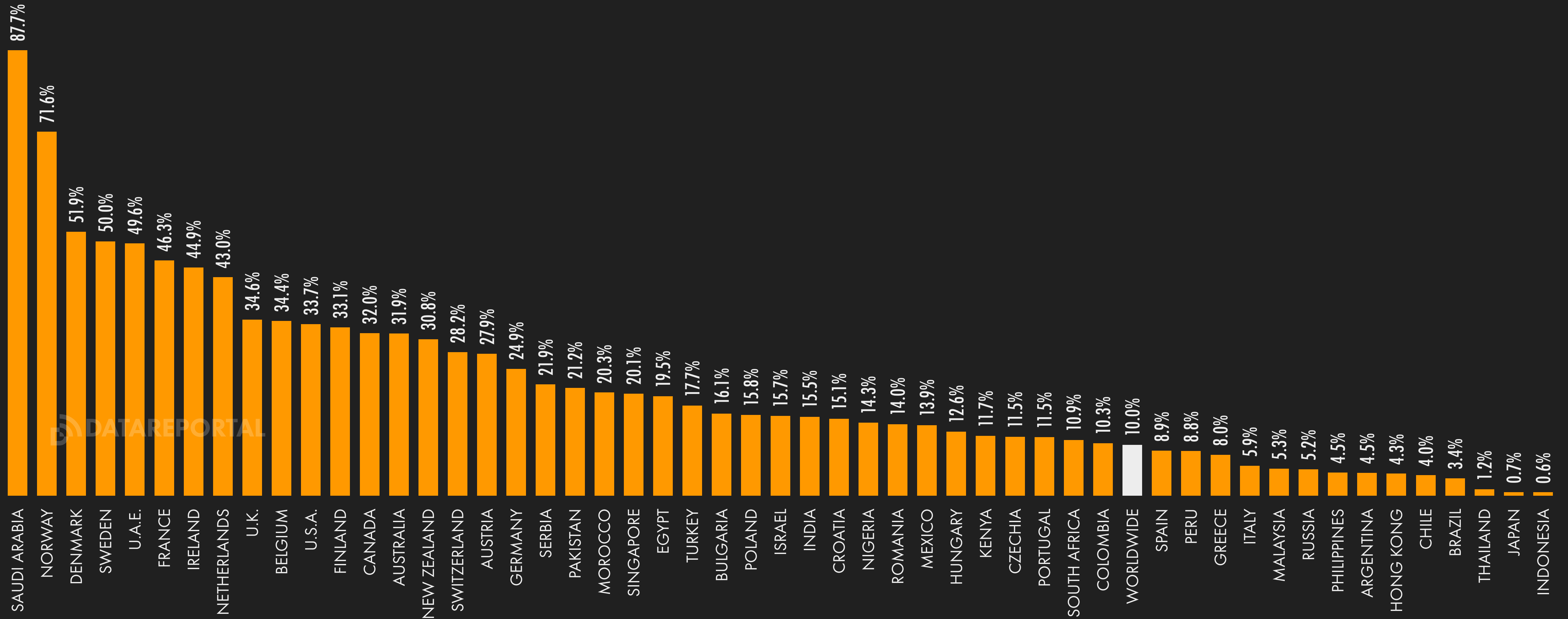
# SNAPCHAT ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



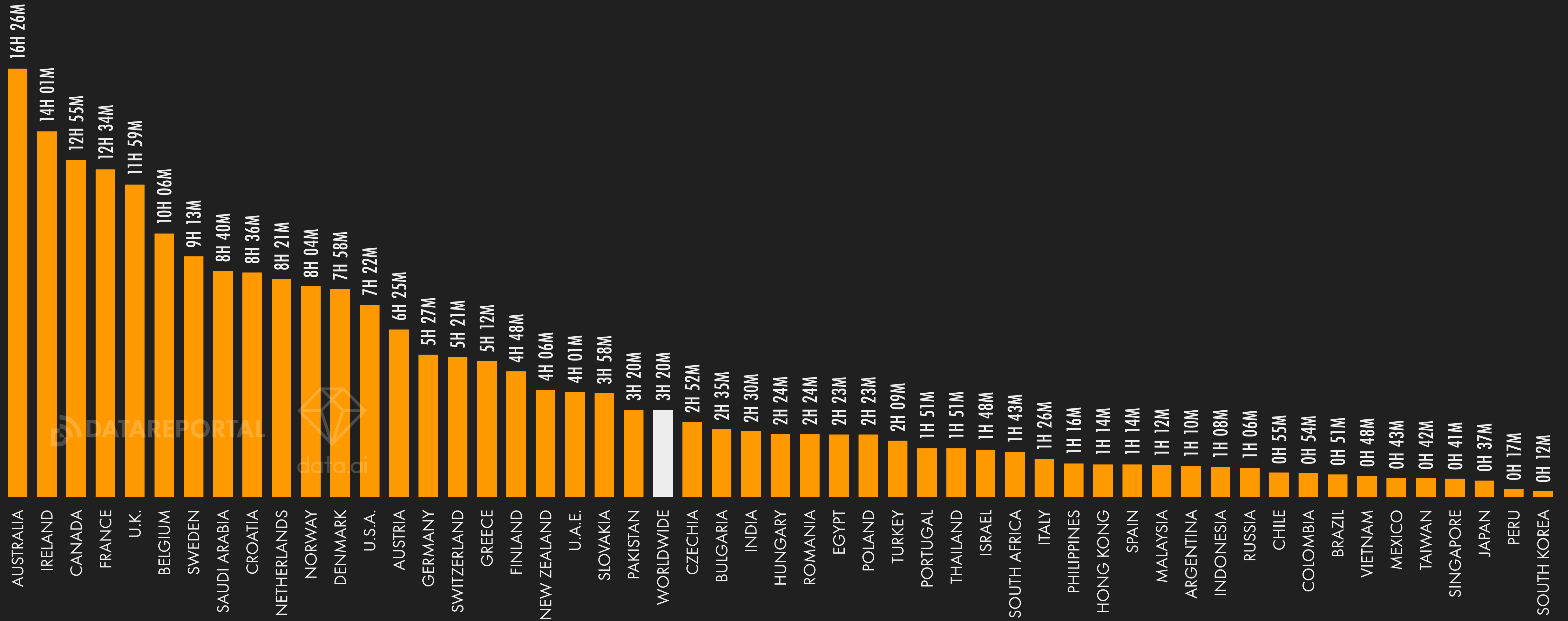
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# SNAPCHAT: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE SNAPCHAT USER SPENDS USING THE SNAPCHAT APP ON ANDROID PHONES



GLOBAL OVERVIEW



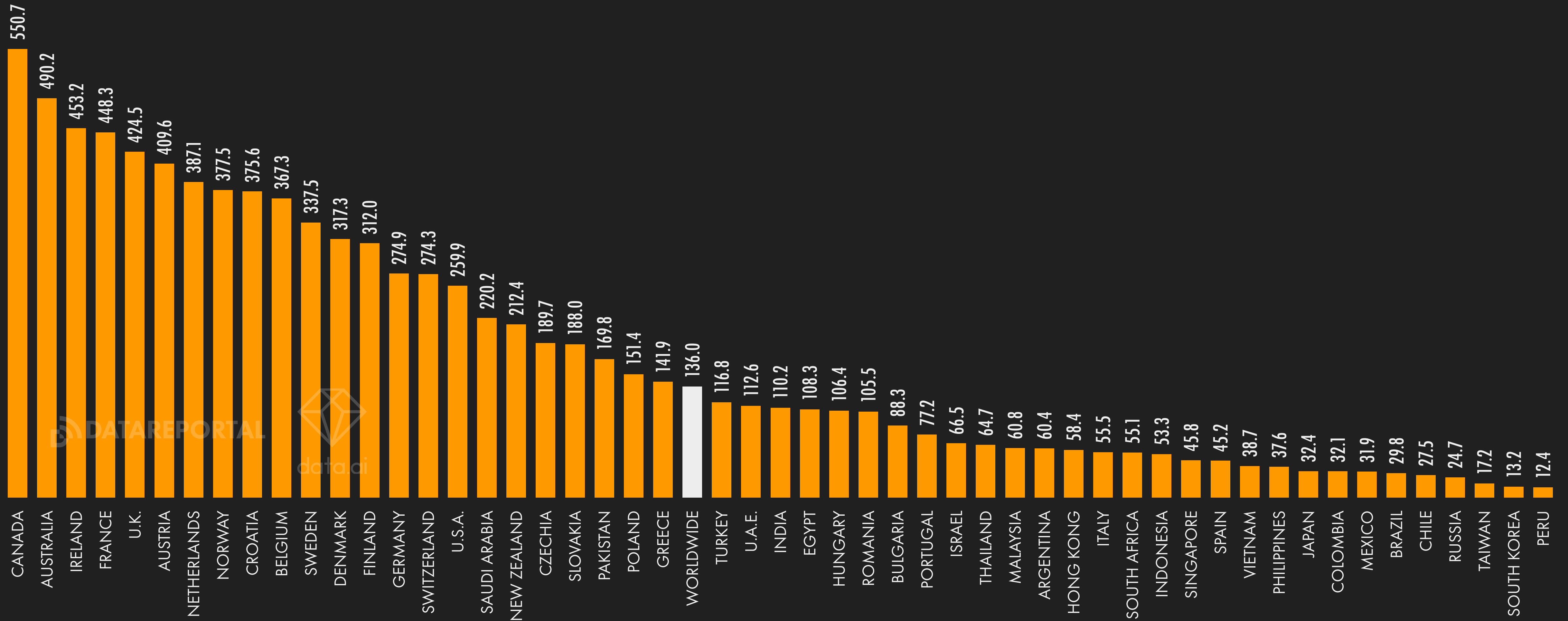
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# SNAPCHAT: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE SNAPCHAT USER OPENS THE SNAPCHAT APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	208,040,000	+1.8%	11	TURKEY	15,725,000	-4.3%
02	UNITED STATES OF AMERICA	106,030,000	-0.4%	12	MEXICO	15,125,000	-0.5%
03	PAKISTAN	37,460,000	+5.2%	13	CANADA	12,770,000	+0.8%
04	FRANCE	27,835,000	-1.9%	14	ALGERIA	9,105,000	[UNCHANGED]
05	SAUDI ARABIA	24,690,000	+1.6%	15	AUSTRALIA	8,265,000	+3.6%
06	UNITED KINGDOM	23,885,000	+1.4%	16	RUSSIAN FEDERATION	8,055,000	+4.1%
07	GERMANY	21,740,000	-2.3%	17	NETHERLANDS	7,435,000	-2.8%
08	EGYPT	19,690,000	+2.2%	18	BRAZIL	6,720,000	-1.4%
09	NIGERIA	19,590,000	+11.0%	19	MOROCCO	6,715,000	-3.1%
10	IRAQ	18,470,000	-3.2%	20	SOUTH AFRICA	5,925,000	+5.8%

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



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# SNAPCHAT ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	MONACO	143.5%*	46,000	11	OMAN	48.6%	1,888,000
02	SAUDI ARABIA	87.7%	21,640,000	12	FRANCE	46.3%	24,665,000
03	BAHRAIN	81.6%	1,039,000	13	IRELAND	44.9%	1,843,000
04	NORWAY	71.6%	3,228,000	14	JORDAN	44.9%	3,300,000
05	LUXEMBOURG	63.4%	348,000	15	NETHERLANDS	43.0%	6,430,000
06	IRAQ	56.0%	14,985,000	16	QATAR	40.4%	1,031,000
07	KUWAIT	53.8%	2,103,000	17	PALESTINE	38.7%	1,200,000
08	DENMARK	51.9%	2,518,000	18	UNITED KINGDOM	34.6%	19,065,000
09	SWEDEN	50.0%	4,240,000	19	BELGIUM	34.4%	3,260,000
10	UNITED ARAB EMIRATES	49.6%	4,535,000	20	UNITED STATES OF AMERICA	33.7%	92,275,000

**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).



**REDDIT**

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# REDDIT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON REDDIT

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

POTENTIAL REACH  
OF ADS ON REDDIT



**606.0**  
MILLION

REDDIT AD REACH vs.  
TOTAL POPULATION



**7.4%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED REDDIT AD REACH



**+129%**  
**+342 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED REDDIT AD REACH



**[N/A]**  
**[NEW DATASET]**

REDDIT AD REACH vs.  
TOTAL INTERNET USERS



**10.9%**

REDDIT AD REACH vs.  
POPULATION AGED 13+



**9.4%**

FEMALE REDDIT USERS AS A  
PERCENTAGE OF TOTAL USERS



**39.1%**

MALE REDDIT USERS AS A  
PERCENTAGE OF TOTAL USERS



**59.8%**

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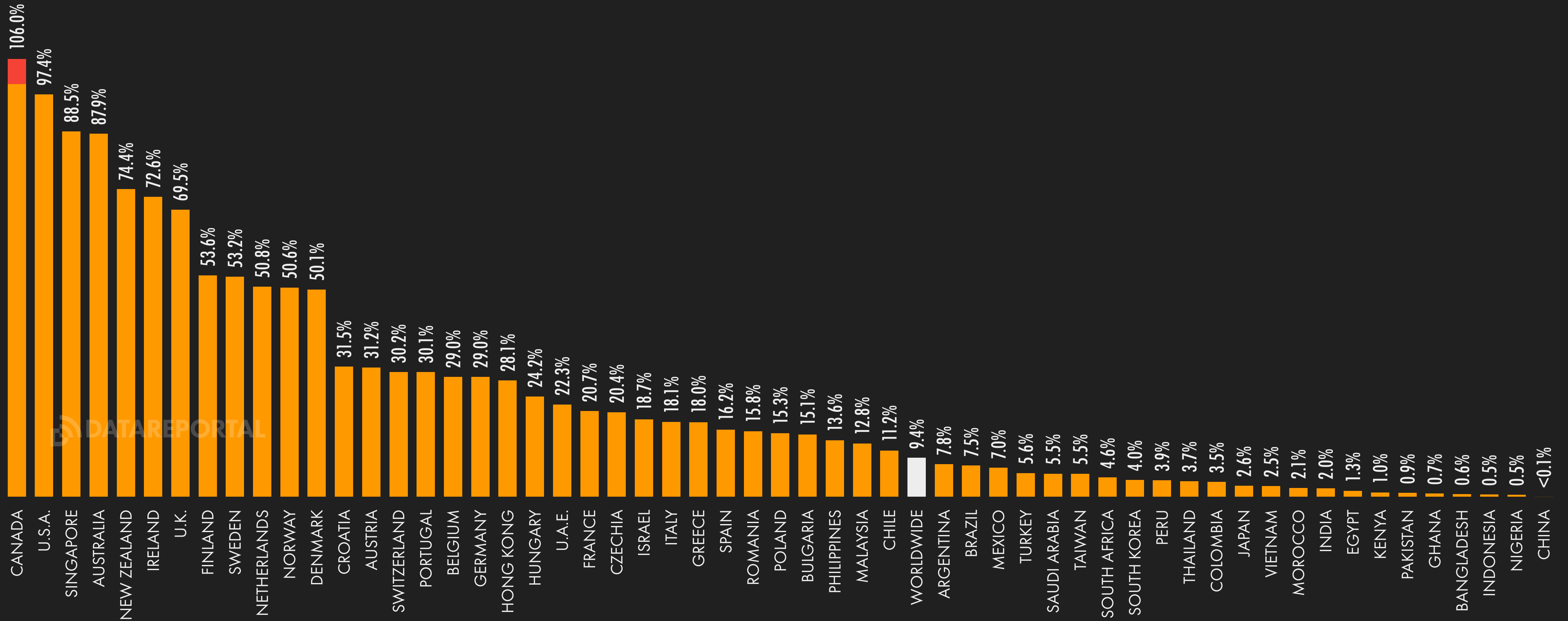
# REDDIT ADVERTISING: ELIGIBLE REACH RATE

POTENTIAL REACH OF REDDIT ADS AMONGST USERS AGED 13+ COMPARED WITH POPULATION AGED 13+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



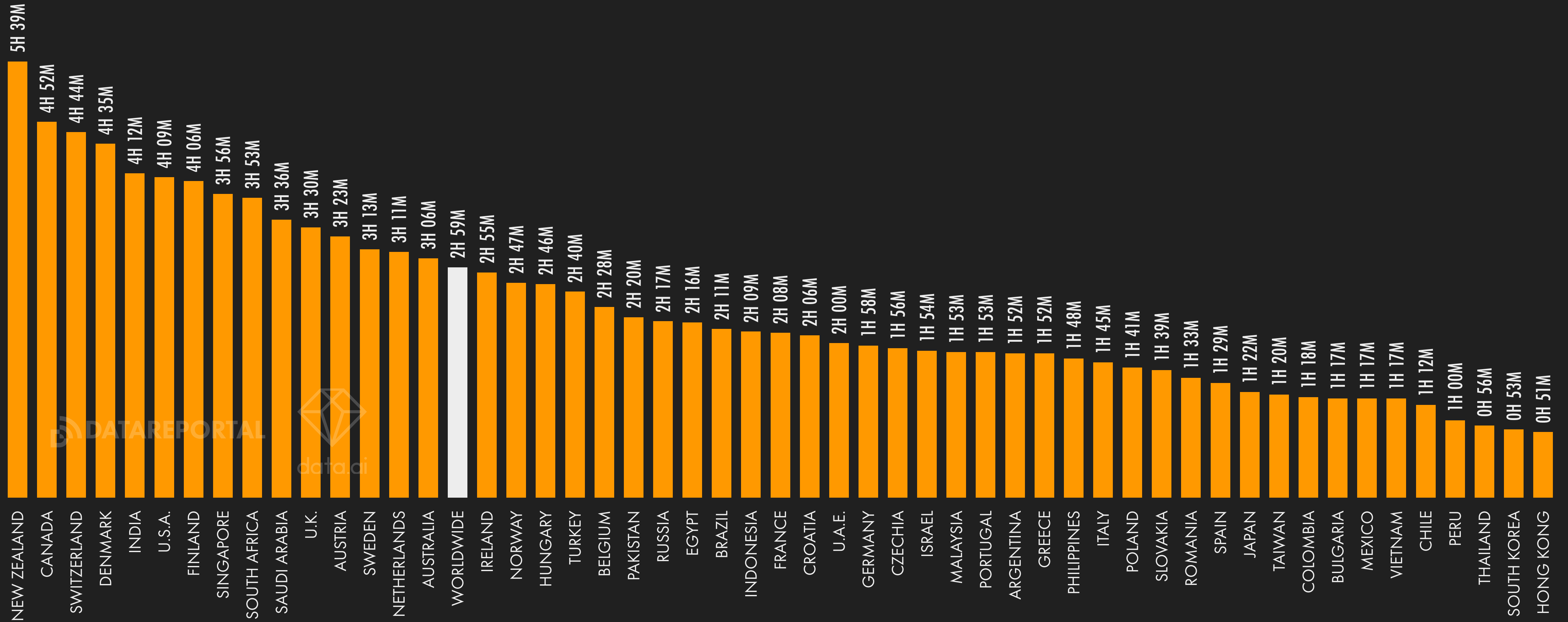
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# REDDIT: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE REDDIT USER SPENDS USING THE REDDIT APP ON **ANDROID** PHONES



GLOBAL OVERVIEW



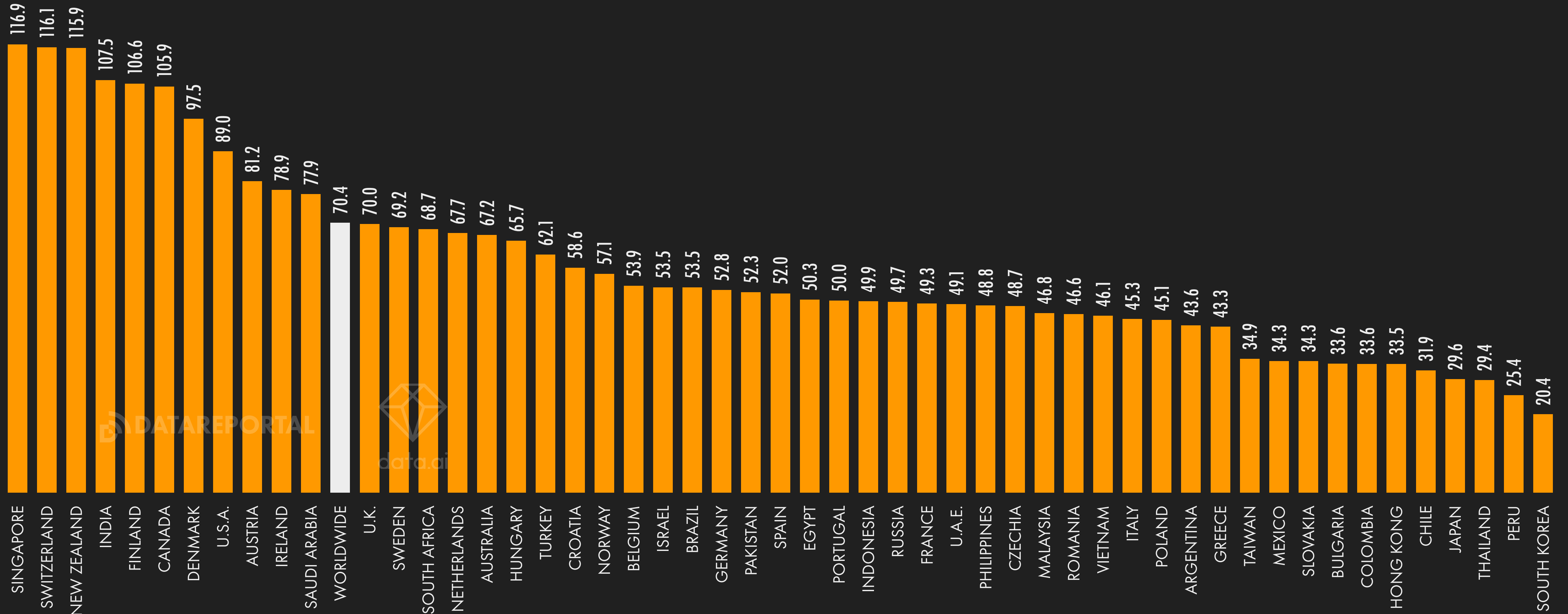
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# REDDIT: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE REDDIT USER OPENS THE REDDIT APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# REDDIT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST REDDIT ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	288,000,000	+124.0%	11	NETHERLANDS	8,100,000	+107.7%
02	UNITED KINGDOM	41,200,000	+123.3%	12	MEXICO	7,250,000	+95.9%
03	CANADA	36,900,000	+137.3%	13	SPAIN	6,950,000	+178.0%
04	INDIA	22,700,000	+146.7%	14	POLAND	5,150,000	+128.9%
05	GERMANY	21,500,000	+104.8%	15	SWEDEN	4,850,000	+115.6%
06	AUSTRALIA	20,000,000	+139.5%	16	SINGAPORE	4,650,000	+158.3%
07	BRAZIL	13,300,000	+158.3%	17	TURKEY	4,050,000	+65.3%
08	PHILIPPINES	12,150,000	+182.6%	18	MALAYSIA	3,750,000	+177.8%
09	FRANCE	11,900,000	+213.2%	19	NEW ZEALAND	3,300,000	+127.6%
10	ITALY	9,650,000	+227.1%	20	IRELAND	3,250,000	+116.7%

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# REDDIT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE REDDIT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	CANADA	106.0%*	36,900,000	11	UNITED KINGDOM	69.5%	41,200,000
02	UNITED STATES OF AMERICA	97.4%	288,000,000	12	JERSEY	60.8%	56,000
03	SINGAPORE	88.5%	4,650,000	13	BERMUDA	59.0%	34,000
04	AUSTRALIA	87.9%	20,000,000	14	GUERNSEY	58.2%	33,000
05	ISLE OF MAN	80.5%	60,000	15	GIBRALTAR	54.2%	18,000
06	NEW ZEALAND	74.4%	3,300,000	16	FINLAND	53.6%	2,650,000
07	CAYMAN ISLANDS	73.8%	48,000	17	SWEDEN	53.2%	4,850,000
08	IRELAND	72.6%	3,250,000	18	ARUBA	51.2%	48,000
09	GUAM	70.5%	92,000	19	NETHERLANDS	50.8%	8,100,000
10	ICELAND	70.0%	236,000	20	NORWAY	50.6%	2,450,000



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# LARGEST COMMUNITIES ON REDDIT

REDDIT COMMUNITIES WITH THE GREATEST NUMBER OF MEMBERS



GLOBAL OVERVIEW

#	COMMUNITY	MEMBERS	#	COMMUNITY	MEMBERS	#	COMMUNITY	MEMBERS	#	COMMUNITY	MEMBERS
01	R/FUNNY	66M	11	R/SCIENCE	33M	21	R/MILDLYINTERESTING	24M	31	R/GIFS	22M
02	R/ASKREDDIT	50M	12	R/PICS	31M	22	R/FOOD	24M	32	R/DATAISBEAUTIFUL	21M
03	R/GAMING	45M	13	R/JOKES	30M	23	R/EARTHPOORN	24M	33	R/FUTUROLOGY	21M
04	R/WORLDNEWS	44M	14	R/NEWS	29M	24	R/GETMOTIVATED	24M	34	R/DOCUMENTARIES	20M
05	R/TODAYILEARNED	39M	15	R/SPACE	27M	25	R/EXPLAINLIKEIMFIVE	23M	35	R/PERSONALFINANCE	20M
06	R/AWW	37M	16	R/VIDEOS	27M	26	R/GADGETS	23M	36	R/PHOTOSHOPBATTLES	20M
07	R/MUSIC	36M	17	R/ASKSCIENCE	26M	27	R/LIFEPROTIPS	23M	37	R/UPLIFTINGNEWS	20M
08	R/MEMES	35M	18	R/DIY	26M	28	R/IAMA	23M	38	R/DAMNTHATSINTERESTING	19M
09	R/MOVIES	34M	19	R/BOOKS	26M	29	R/ART	22M	39	R/WRITINGPROMPTS	19M
10	R/SHOWERTHOUGHTS	34M	20	R/NOTTHEONION	25M	30	R/SPORTS	22M	40	R/OLDSCHOOLCOOL	19M





**X**

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# X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON X



585.8  
MILLION

X AD REACH vs. TOTAL POPULATION



7.1%

X AD REACH vs. TOTAL INTERNET USERS



10.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH



-0.7%  
-4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH



-5.3%  
-33 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+



36.3%

SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+



63.7%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+



9.9%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+



7.2%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+



12.6%

**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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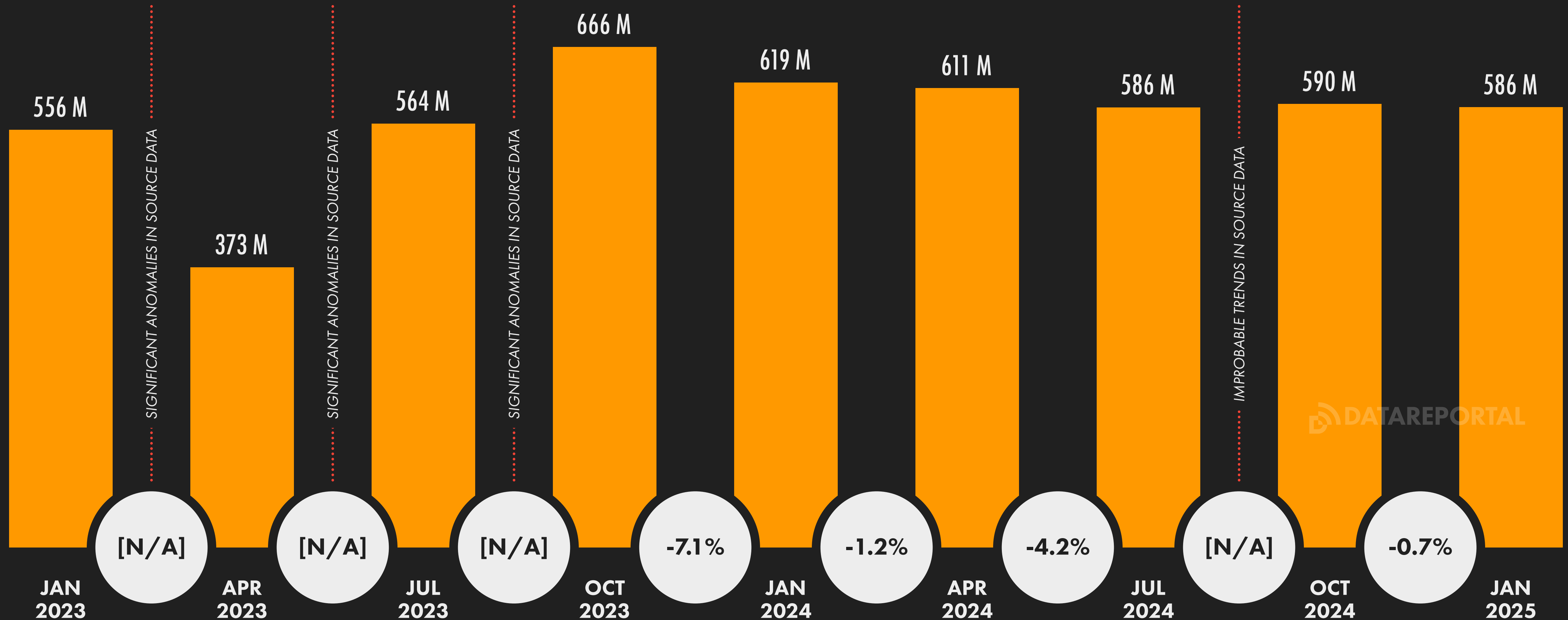
# X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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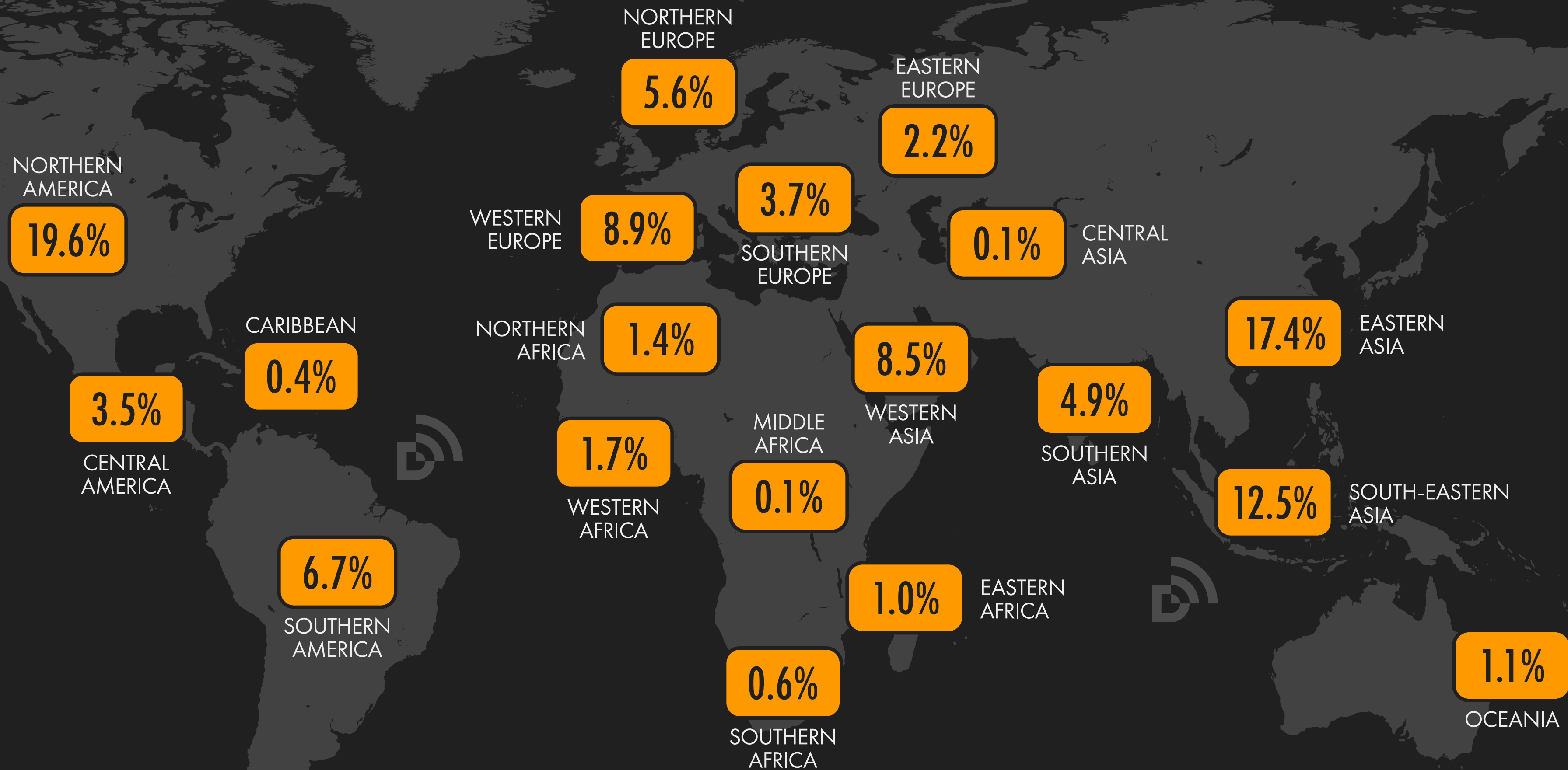
# SHARE OF X ADVERTISING AUDIENCE

POTENTIAL X ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL X ADVERTISING REACH

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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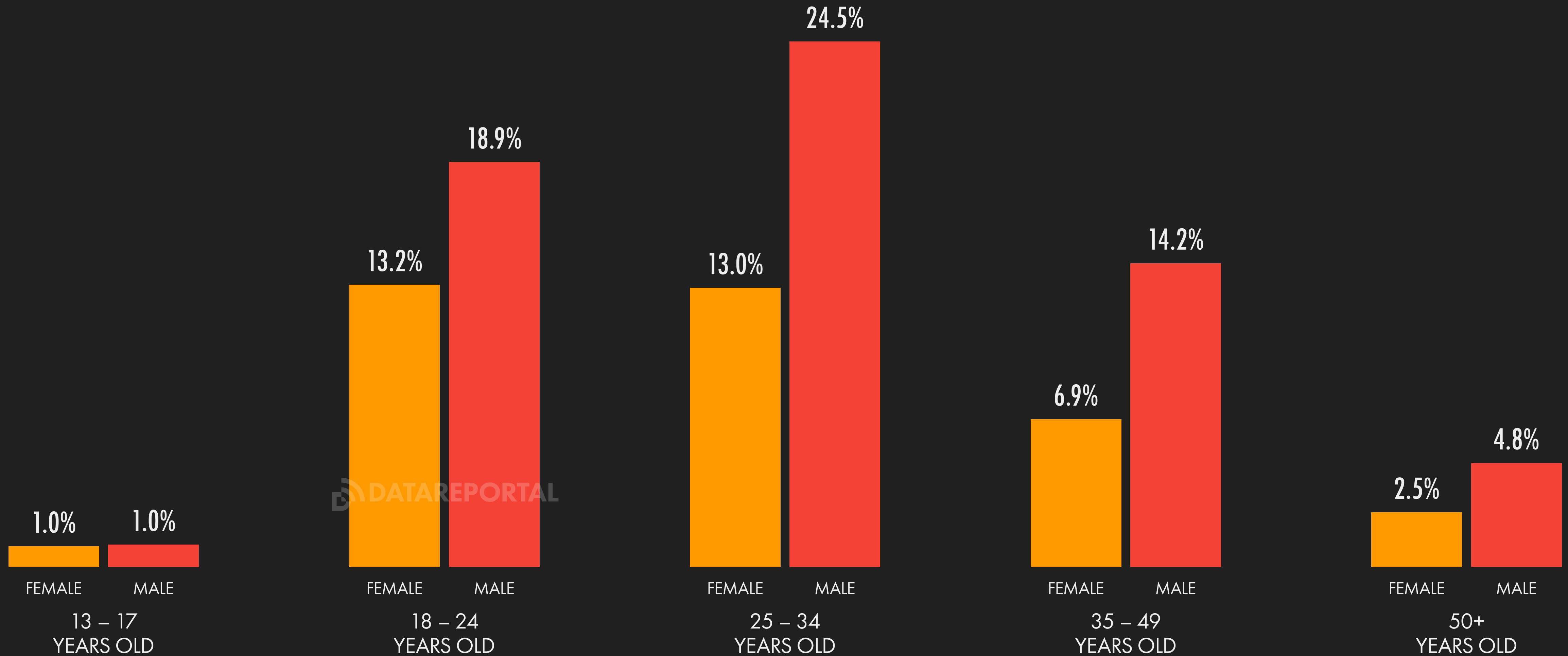
# X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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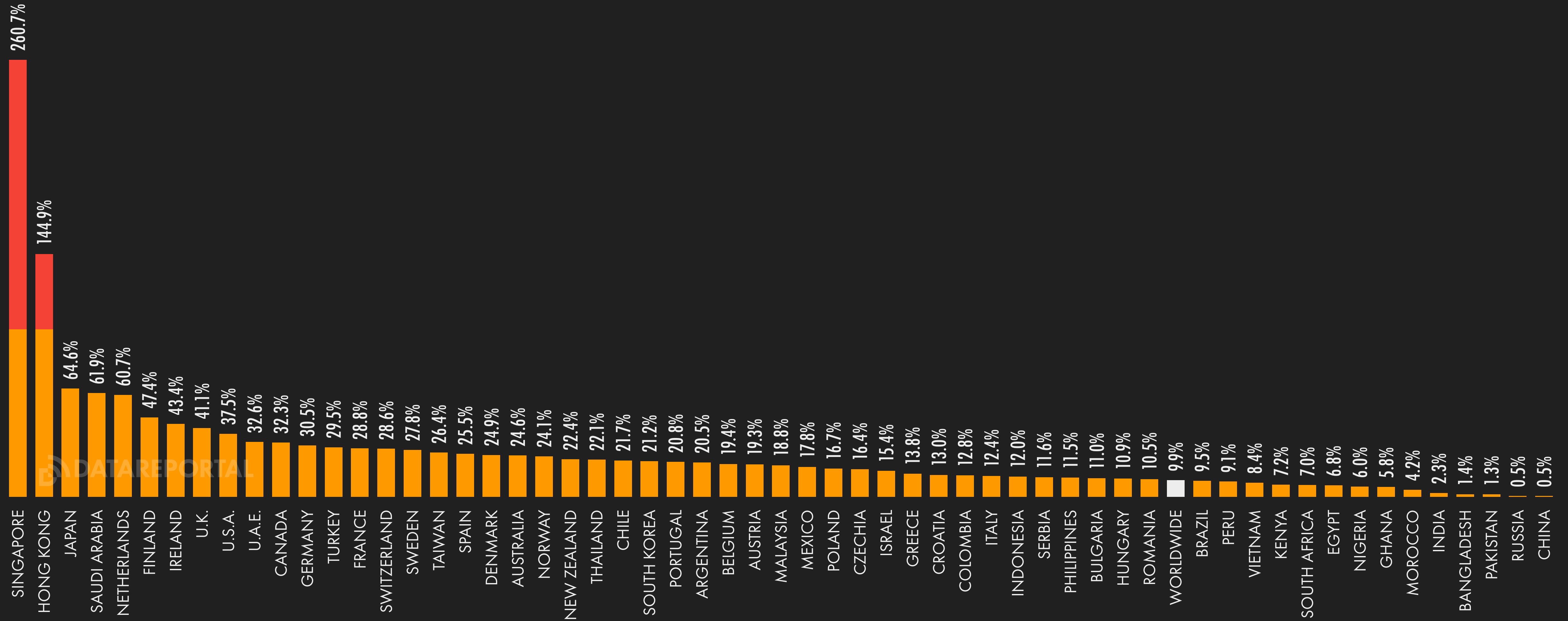
# X ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF X ADS AMONGST USERS AGED 18+ COMPARED WITH POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



**SOURCES:** X'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

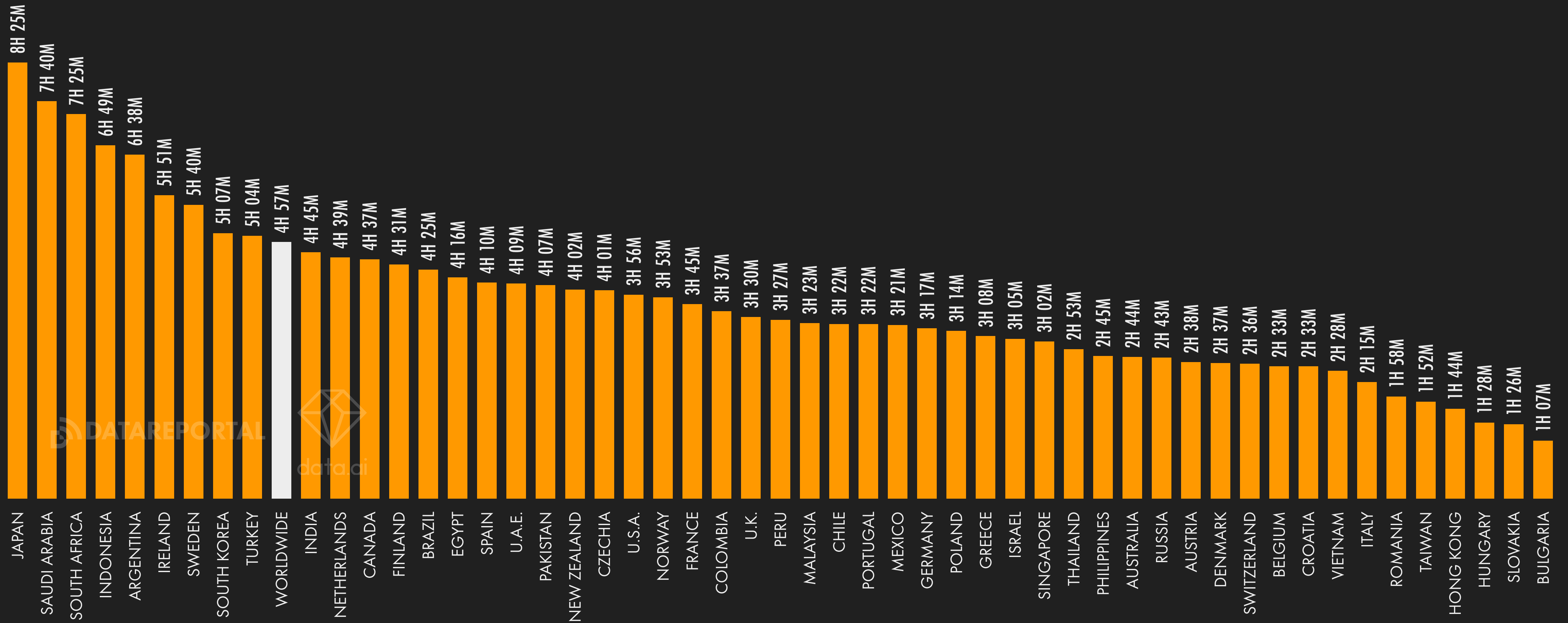
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# X: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE X USER SPENDS USING THE X APP ON ANDROID PHONES



GLOBAL OVERVIEW





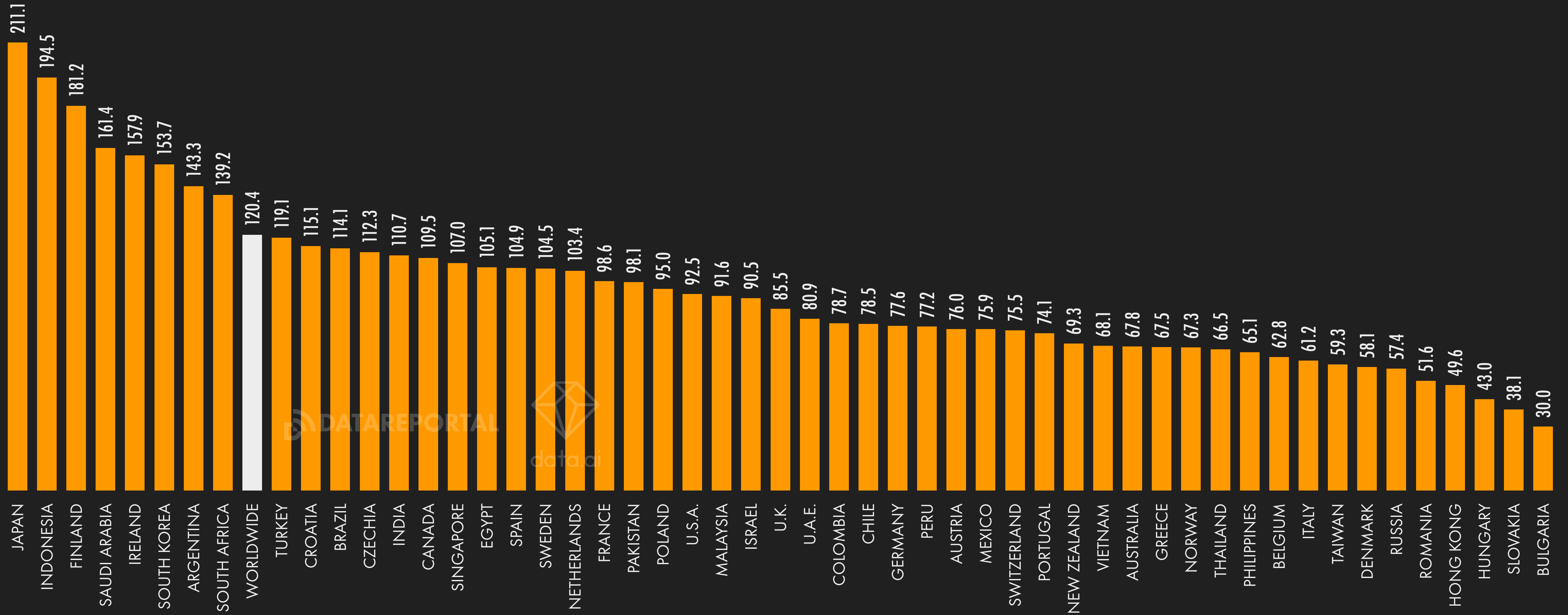
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# X: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE X USER OPENS THE X APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# X AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST X ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	103,964,000	+1.1%	11	FRANCE	15,518,000	-4.4%
02	JAPAN	70,923,000	+1.2%	12	THAILAND	13,400,000	-1.1%
03	INDONESIA	25,163,000	+0.3%	13	SINGAPORE	13,230,000	+52.3%
04	INDIA	24,089,000	-4.7%	14	CANADA	10,658,000	+6.3%
05	UNITED KINGDOM	22,869,000	-4.7%	15	SPAIN	10,402,000	-10.5%
06	GERMANY	21,630,000	+37.7%	16	SOUTH KOREA	10,040,000	-4.3%
07	TURKEY	19,731,000	+1.1%	17	HONG KONG	9,439,000	+5.3%
08	MEXICO	16,857,000	-3.0%	18	PHILIPPINES	9,291,000	-10.1%
09	BRAZIL	15,960,000	-24.7%	19	NETHERLANDS	9,186,000	+6.3%
10	SAUDI ARABIA	15,674,000	-2.5%	20	NIGERIA	7,574,000	-2.7%

**SOURCES:** X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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# X ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE X ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH vs. POP. 18+	REACH AGE 18+
01	SINGAPORE	260.7%*	13,062,000	11	FINLAND	47.4%	2,190,000
02	HONG KONG	144.9%*	9,364,000	12	ANDORRA	45.1%	32,000
03	GIBRALTAR	98.6%	31,000	13	IRELAND	43.4%	1,780,000
04	LUXEMBOURG	75.9%	417,000	14	ST. MARTIN	42.0%	8,000
05	ISLE OF MAN	64.9%	45,000	15	UNITED KINGDOM	41.1%	22,595,000
06	JAPAN	64.6%	68,584,000	16	BAHRAIN	39.7%	505,000
07	ICELAND	62.5%	195,000	17	KUWAIT	37.7%	1,474,000
08	SAUDI ARABIA	61.9%	15,275,000	18	UNITED STATES OF AMERICA	37.5%	102,670,000
09	NETHERLANDS	60.7%	9,082,000	19	ARUBA	36.6%	32,000
10	MONACO	50.5%	16,000	20	JERSEY	36.3%	31,000

**SOURCES:** X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# MOST POPULAR X ACCOUNTS

X ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	ELON MUSK <small>@ELONMUSK</small>	210.8 M
02	BARACK OBAMA <small>@BARACKOBAMA</small>	131.0 M
03	CRISTIANO RONALDO <small>@CRISTIANO</small>	114.4 M
04	JUSTIN BIEBER <small>@JUSTINBIEBER</small>	109.6 M
05	RIHANNA <small>@RIHANNA</small>	108.3 M
06	KATY PERRY <small>@KATYPERRY</small>	105.6 M
07	NARENDRA MODI <small>@NARENDRAMODI</small>	104.5 M
08	DONALD TRUMP <small>@REALDONALDTRUMP</small>	96.9 M
09	TAYLOR SWIFT <small>@TAYLORSWIFT13</small>	94.7 M
10	NASA <small>@NASA</small>	84.7 M

#	ACCOUNT	FOLLOWERS
11	LADY GAGA <small>@LADYGAGA</small>	82.5 M
12	YOUTUBE <small>@YOUTUBE</small>	79.5 M
13	KIM KARDASHIAN <small>@KIMKARDASHIAN</small>	75.2 M
14	ELLEN DEGENERES <small>@ELLEDEGENERES</small>	73.3 M
15	X <small>@X</small>	68.6 M
16	BILL GATES <small>@BILLGATES</small>	66.1 M
17	VIRAT KOHLI <small>@IMVKOHLI</small>	65.7 M
18	SELENA GOMEZ <small>@SELENAGOMEZ</small>	65.6 M
19	NEYMAR <small>@NEYMARJR</small>	63.9 M
20	CNN BREAKING NEWS <small>@CNNBRK</small>	63.8 M

#	ACCOUNT	FOLLOWERS
21	CNN <small>@CNN</small>	63.1 M
22	JUSTIN TIMBERLAKE <small>@JTIMBERLAKE</small>	60.0 M
23	PMO INDIA <small>@PMOINDIA</small>	57.3 M
24	ESPN <small>@ESPN</small>	56.0 M
25	THE NEW YORK TIMES <small>@NYTIMES</small>	55.2 M
26	BRITNEY SPEARS <small>@BRITNEYSPEARS</small>	54.0 M
27	SHAKIRA <small>@SHAKIRA</small>	53.1 M
28	UEFA CHAMPIONS LEAGUE <small>@CHAMPIONSLEAGUE</small>	53.0 M
29	LEBRON JAMES <small>@KINGJAMES</small>	53.0 M
30	REAL MADRID CF <small>@REALMADRID</small>	52.1 M

#	ACCOUNT	FOLLOWERS
31	DEMI LOVATO <small>@DDLOVATO</small>	51.9 M
32	BBC BREAKING NEWS <small>@BBCBREAKING</small>	51.7 M
33	FC BARCELONA <small>@FCBARCELONA</small>	49.5 M
34	JIMMY FALLON <small>@JIMMYFALLON</small>	49.3 M
35	AMITABH BACHCHAN <small>@SRBACHCHAN</small>	49.0 M
36	방탄소년단 <small>@BTS_TWT</small>	48.6 M
37	NBA <small>@NBA</small>	47.9 M
38	AKSHAY KUMAR <small>@AKSHAYKUMAR</small>	47.0 M
39	MILEY CYRUS <small>@MILEYCYRUS</small>	45.9 M
40	SALMAN KHAN <small>@BEINGSALMANKHAN</small>	45.8 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON X. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**PINTEREST**

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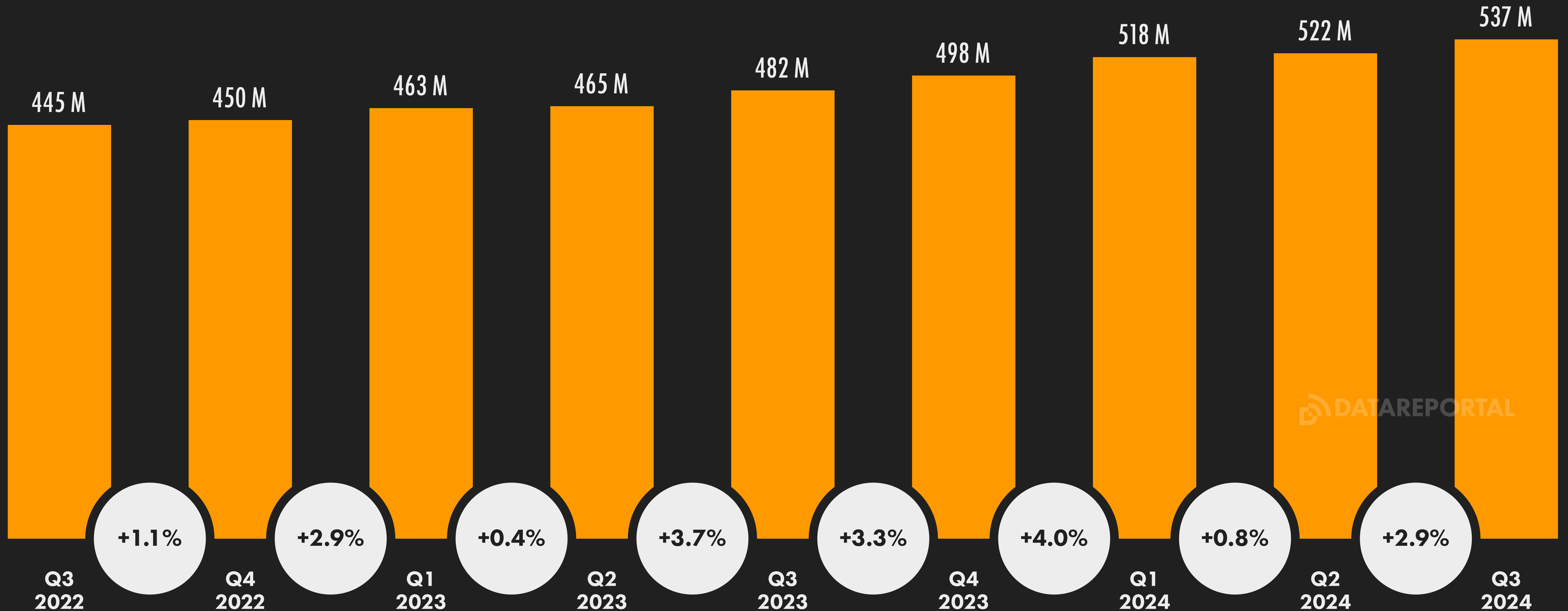
# PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

SOURCE: PINTEREST COMPANY ANNOUNCEMENTS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: PINTEREST'S EARNINGS ANNOUNCEMENTS REPORT TOTAL MONTHLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES ONLY PUBLISH DATA FOR A SELECTION OF COUNTRIES AND TERRITORIES.

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# PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON PINTEREST



**340.1**  
MILLION

PINTEREST AD REACH  
vs. TOTAL POPULATION



**4.1%**

PINTEREST AD REACH  
vs. TOTAL INTERNET USERS



**6.1%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED PINTEREST AD REACH



**+0.5%**  
**+2 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED PINTEREST AD REACH



**+10.6%**  
**+32 MILLION**

**SHARE:** FEMALE PINTEREST  
AD REACH **AGED 18+** vs. OVERALL  
PINTEREST AD REACH **AGED 18+**



**70.3%**

**SHARE:** MALE PINTEREST  
AD REACH **AGED 18+** vs. OVERALL  
PINTEREST AD REACH **AGED 18+**



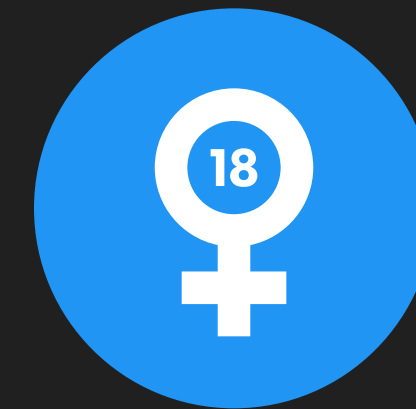
**22.4%**

**ADOPTION:** OVERALL PINTEREST  
AD REACH **AGED 18+** vs. OVERALL  
POPULATION **AGED 18+**



**5.2%**

**ADOPTION:** FEMALE PINTEREST  
AD REACH **AGED 18+** vs. FEMALE  
POPULATION **AGED 18+**



**7.2%**

**ADOPTION:** MALE PINTEREST  
AD REACH **AGED 18+** vs. MALE  
POPULATION **AGED 18+**



**2.3%**

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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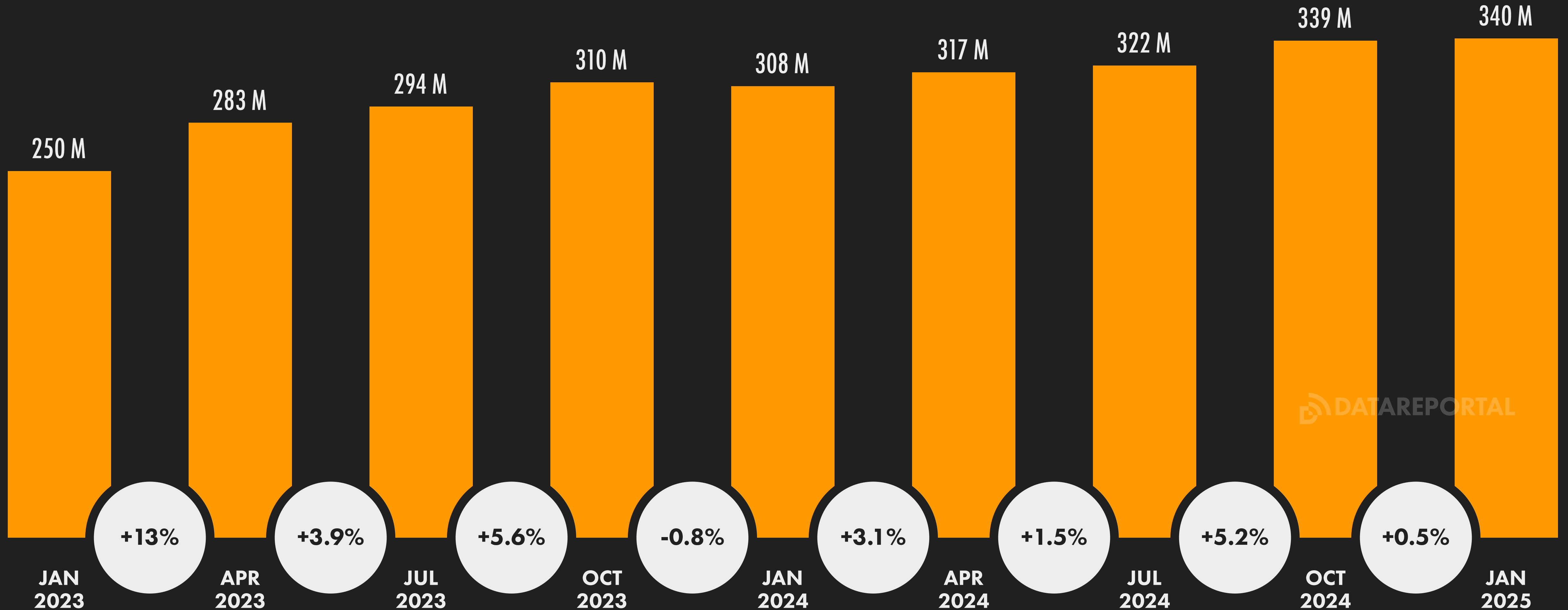
# PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).



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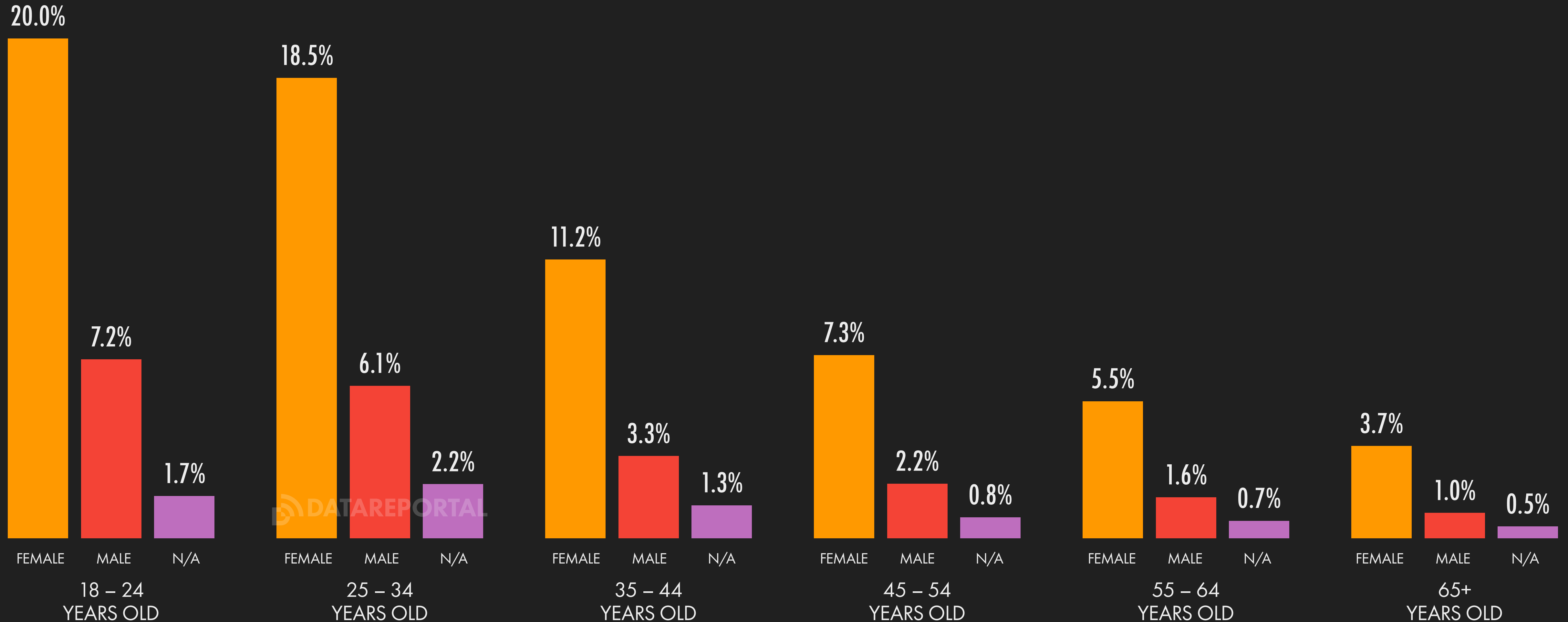
# PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

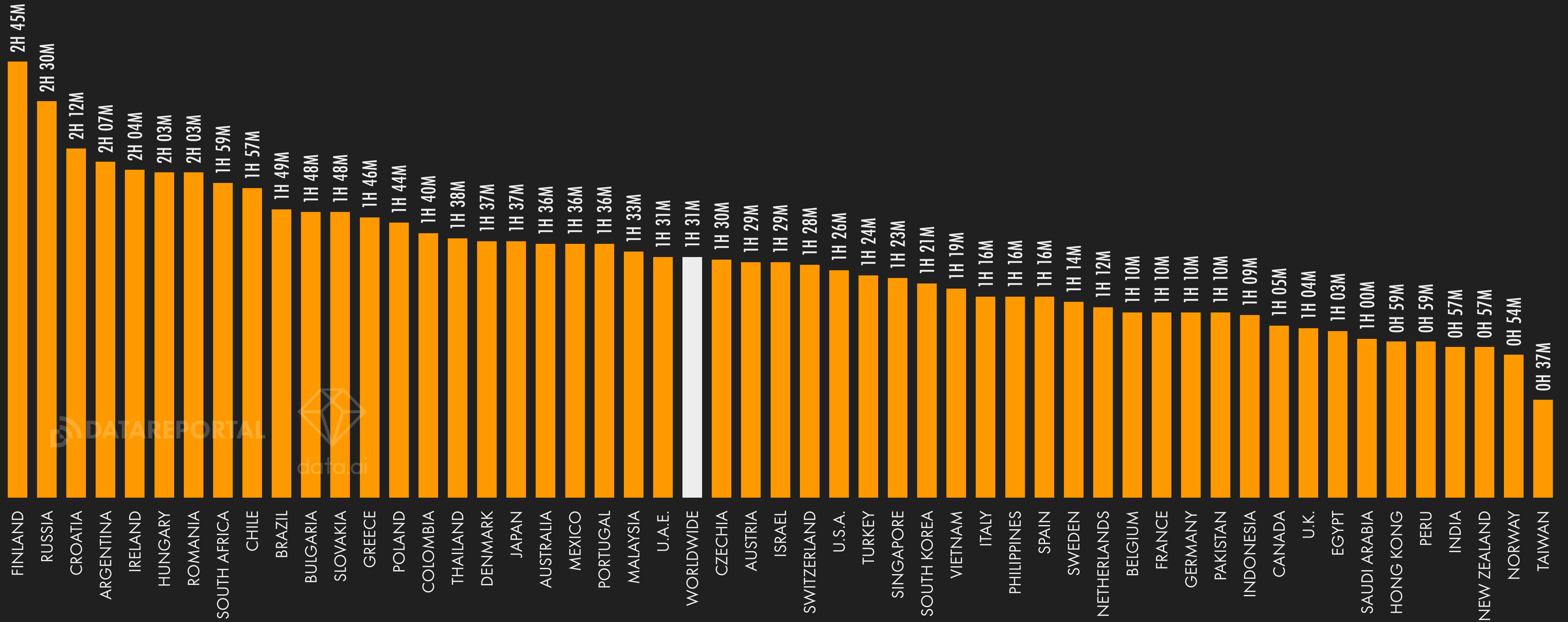
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# PINTEREST: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH ACTIVE PINTEREST USER SPENDS USING THE PINTEREST APP ON ANDROID PHONES



GLOBAL OVERVIEW



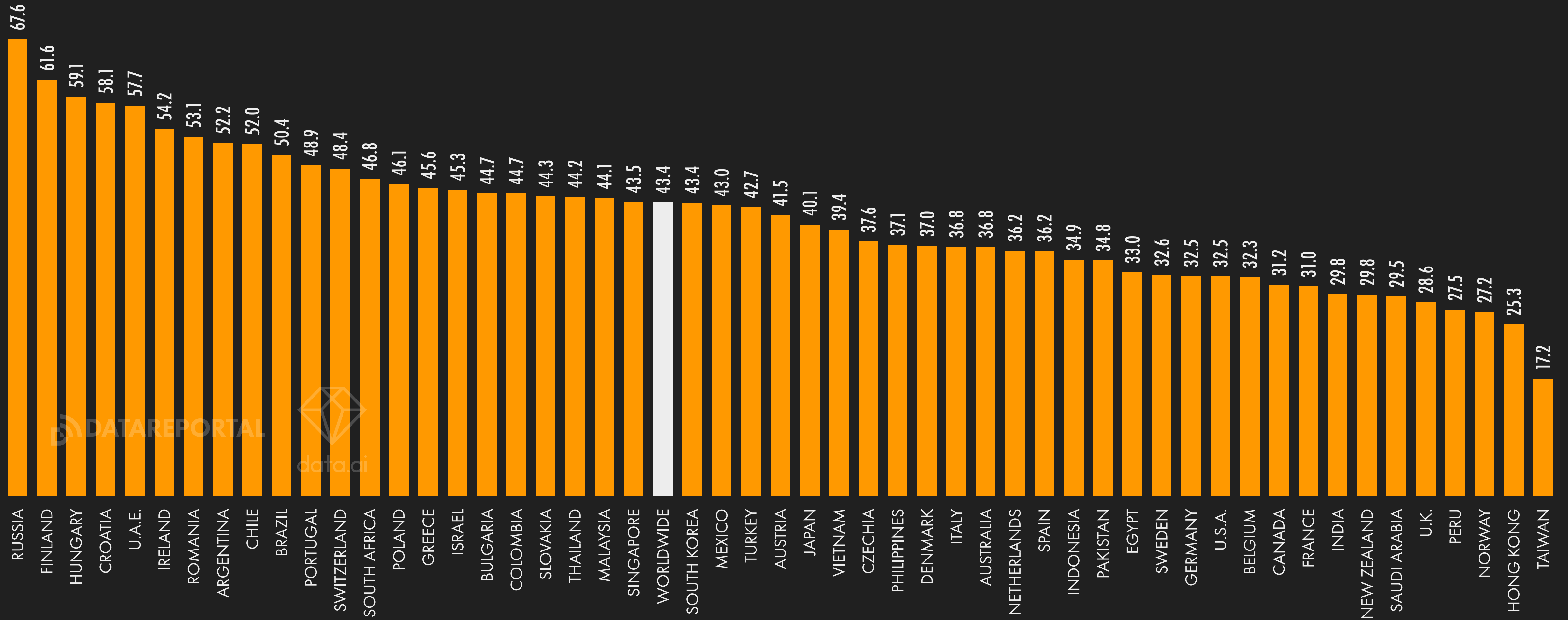
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# PINTEREST: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE PINTEREST USER OPENS THE PINTEREST APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	96,000,000	+0.4%	11	SPAIN	9,775,000	-0.1%
02	BRAZIL	40,325,000	-0.2%	12	JAPAN	9,220,000	+1.8%
03	MEXICO	26,725,000	+2.7%	13	NETHERLANDS	7,520,000	+0.9%
04	GERMANY	22,575,000	[UNCHANGED]	14	POLAND	7,140,000	+6.2%
05	FRANCE	18,925,000	+2.7%	15	AUSTRALIA	5,385,000	+1.9%
06	UNITED KINGDOM	15,525,000	+0.3%	16	CHILE	5,200,000	+1.1%
07	ARGENTINA	11,125,000	-2.2%	17	BELGIUM	3,175,000	+1.8%
08	CANADA	10,720,000	+4.5%	18	SWEDEN	3,160,000	-14.8%
09	ITALY	10,495,000	-3.0%	19	ROMANIA	2,830,000	+4.6%
10	COLOMBIA	10,085,000	-0.9%	20	PORTUGAL	2,800,000	-8.3%

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# PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	NETHERLANDS	47.2%	7,520,000	11	GUAM	31.8%	42,000
02	U.S. VIRGIN ISLANDS	39.3%	29,000	12	AUSTRIA	31.2%	2,500,000
03	LUXEMBOURG	38.5%	225,000	13	BELGIUM	31.2%	3,175,000
04	CYPRUS	37.9%	445,000	14	CANADA	30.8%	10,720,000
05	DENMARK	37.0%	1,920,000	15	CHILE	30.5%	5,200,000
06	FINLAND	35.4%	1,750,000	16	GERMANY	30.4%	22,575,000
07	SWEDEN	34.7%	3,160,000	17	PORTUGAL	30.1%	2,800,000
08	FRANCE	33.0%	18,925,000	18	MALTA	30.1%	145,000
09	UNITED STATES OF AMERICA	32.5%	96,000,000	19	SWITZERLAND	30.0%	2,335,000
10	NORWAY	32.4%	1,570,000	20	PUERTO RICO	29.8%	876,000

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH vs. POP. 13+" COLUMN COMPARE TOTAL REACH WITH THE OVERALL POPULATION AGED 13+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE [NOTES ON DATA](#).

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# MOST POPULAR PINTEREST ACCOUNTS

PINTEREST ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	WATTPAD <a href="#">@WATTPAD</a>	32.4 M
02	OH JOY <a href="#">@OHJOY</a>	15.1 M
03	ETSY <a href="#">@ETSY</a>	11.0 M
04	POPPYTALK <a href="#">@POPPYTALK</a>	10.4 M
05	TASTY <a href="#">@BUZZFEEDTASTY</a>	10.3 M
06	MARYANN RIZZO <a href="#">@MARYANNRIZZO</a>	9.0 M
07	BEHANCE <a href="#">@BEHANCE</a>	8.8 M
08	MAMAS UNCUT <a href="#">@MAMASUNCUTMAIN</a>	8.5 M
09=	CATHIE HONG INTERIORS <a href="#">@CATHIEHONGINTERIORS</a>	7.9 M
09=	SHEIN <a href="#">@SHEINOFFICIAL</a>	7.9 M
11	JANE WANG <a href="#">@JANEW</a>	7.7 M

#	ACCOUNT	FOLLOWERS
12	HONESTLYWTF <a href="#">@HONESTLYWTF</a>	7.2 M
13	BONNIE TSANG <a href="#">@BONNIETSANG</a>	7.0 M
14	EVELYN PAGE <a href="#">@EVECPAGE</a>	6.8 M
15	PEJPER <a href="#">@PEJPER</a>	6.7 M
16	DELISH <a href="#">@DELISH</a>	6.6 M
17	STYLE ME PRETTY <a href="#">@STYLEMEPRETTY</a>	6.5 M
18	HARPER'S BAZAAR <a href="#">@HARPERSBAZAAR</a>	6.4 M
19	TREY RATCLIFF <a href="#">@TREYRATCLIFF</a>	6.3 M
20	PINTEREST <a href="#">@PINTEREST</a>	6.2 M
21	HGTV <a href="#">@HGTV</a>	5.6 M
22	NORDSTROM <a href="#">@NORDSTROM</a>	5.5 M

#	ACCOUNT	FOLLOWERS
23	VEANAD <a href="#">@VEANAD</a>	5.2 M
24	PS <a href="#">@POPSUGAR</a>	5.1 M
25=	CHRISTINE MARTINEZ LOYA <a href="#">@CHRISEM</a>	5.0 M
25=	L.L.BEAN <a href="#">@LLBEAN</a>	5.0 M
27=	FREEPIK <a href="#">@FREEPIK</a>	4.9 M
27=	STEPHANIE B <a href="#">@STEPHANIEANNAGAIN</a>	4.9 M
29	TARGET <a href="#">@TARGET</a>	4.8 M
30=	FAKE GINGER <a href="#">@FAKEGINGER</a>	4.6 M
30=	RACHEL TURNBULL <a href="#">@RAYT</a>	4.6 M
32	KATHY'S LITTLETHINGS <a href="#">@KATIEINTN</a>	4.5 M
33=	APRIL AND MAY <a href="#">@APRILANDMAY</a>	4.3 M

#	ACCOUNT	FOLLOWERS
33=	LAUREN ZWANZIGER <a href="#">@LAURENZWANZIGER</a>	4.3 M
35=	BETTER HOMES & GARDENS <a href="#">@BHG</a>	4.1 M
35=	REDBUBBLE <a href="#">@REDBUBBLE</a>	4.1 M
37	ALIEXPRESS <a href="#">@ALIEXPRESS</a>	4.0 M
38	ARTSTATION <a href="#">@ARTSTATION_HQ</a>	3.9 M
39=	LOWE'S <a href="#">@LOWES</a>	3.8 M
39=	TIKTOK <a href="#">@TIKTOK</a>	3.8 M
39=	WORDPRESS <a href="#">@WORDPRESSDOTCOM</a>	3.8 M
42	ARCHITECTURAL DIGEST <a href="#">@ARCHDIGEST</a>	3.7 M
43=	EVERYDAY HEALTH <a href="#">@EVERYDAYHEALTH</a>	3.6 M
43=	PNGTREE <a href="#">@PNGTREE</a>	3.6 M

**SOURCE:** NOTCOMMON; KEIOS ANALYSIS, BASED ON DATA PUBLISHED ON PINTEREST. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ROUNDED AT SOURCE. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**OTHER SOCIAL PLATFORMS**

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# WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL  
MONTHLY ACTIVE  
WHATSAPP USERS



KEPIOS

2

BILLION

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
TOTAL POPULATION



Meltwater

24.4%

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
POPULATION AGED 13+



we  
are  
social

30.9%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

48.1%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



51.8%



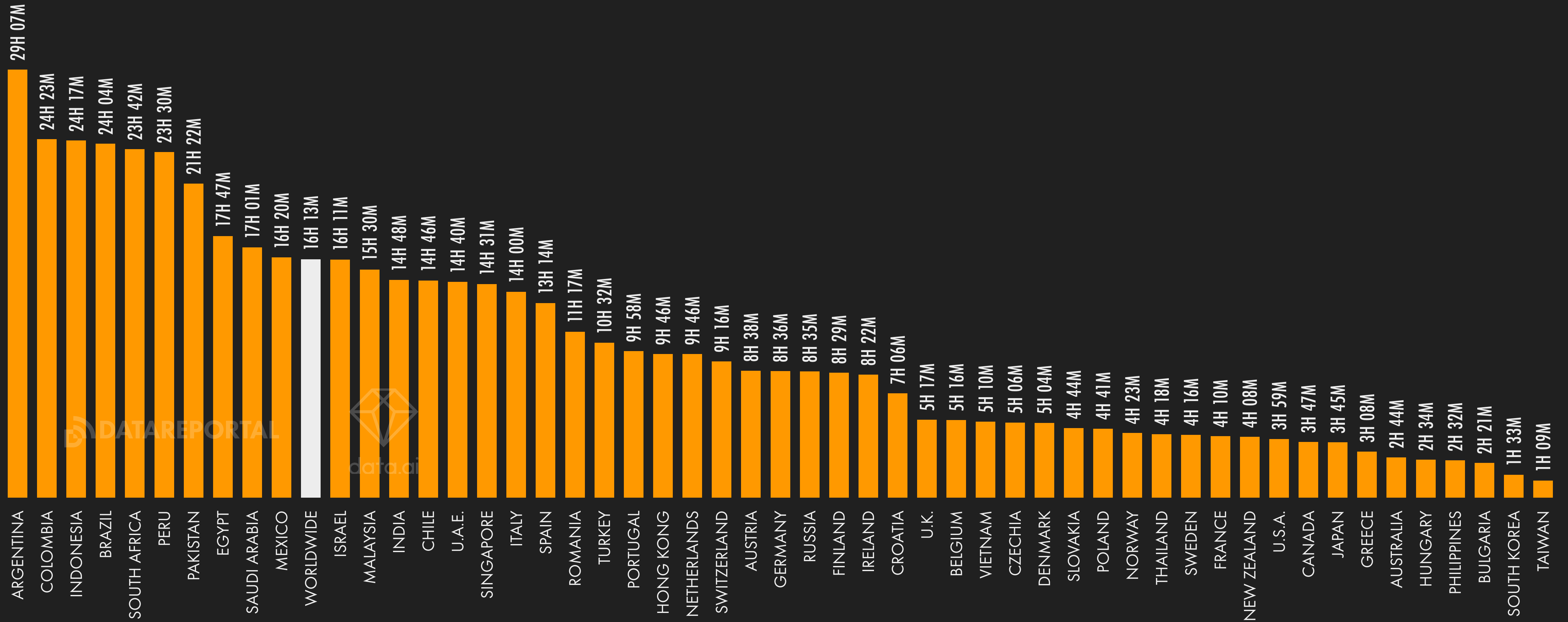
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# WHATSAPP: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH WHATSAPP USER SPENDS USING THE WHATSAPP APP ON ANDROID PHONES



GLOBAL OVERVIEW



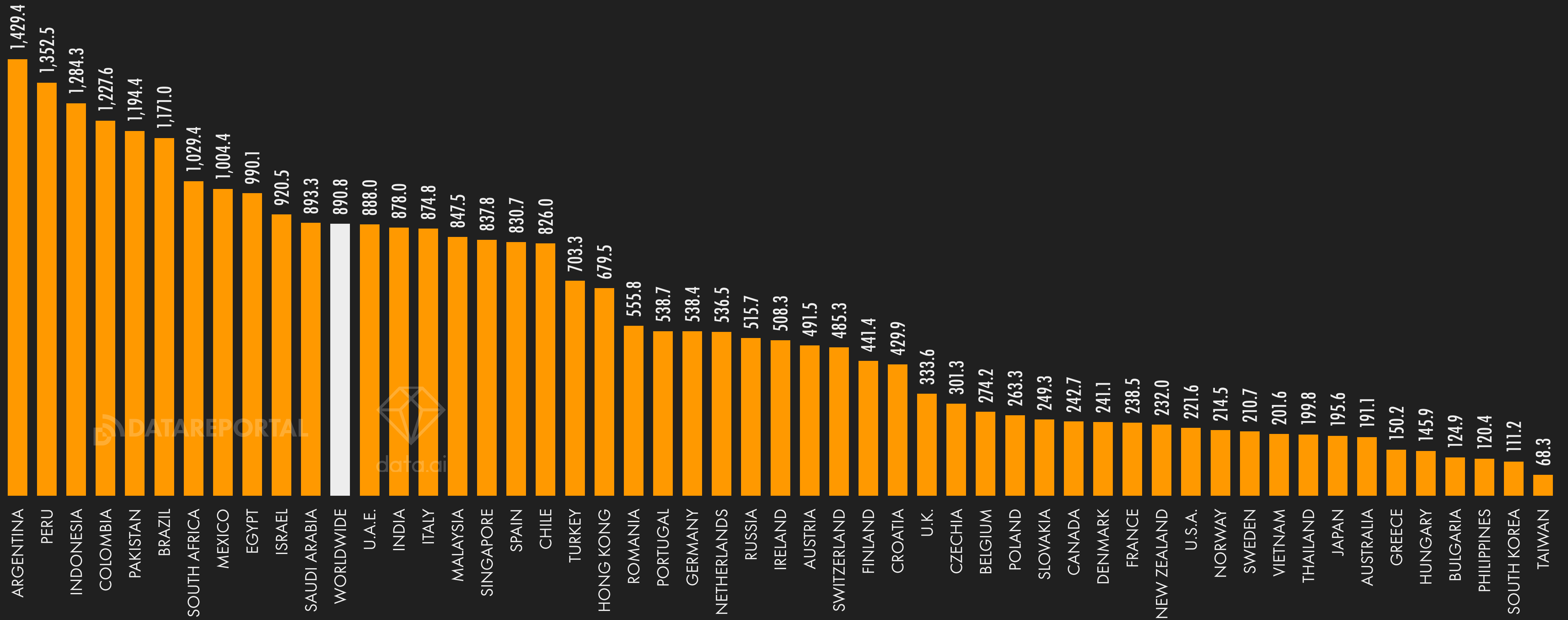
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# WHATSAPP: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE WHATSAPP USER OPENS THE WHATSAPP APP ON ANDROID PHONES



GLOBAL OVERVIEW



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# WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE USERS  
OF WECHAT AND WEIXIN



**1.38**  
BILLION



WECHAT AND WEIXIN USERS  
vs. TOTAL POPULATION



**16.9%**

we  
are  
social

QUARTER-ON-QUARTER CHANGE  
IN WECHAT AND WEIXIN USERS



**+0.8%**  
**+11 MILLION**

Meltwater

YEAR-ON-YEAR CHANGE IN  
WECHAT AND WEIXIN USERS



**+3.4%**  
**+46 MILLION**

WECHAT AND WEIXIN USERS  
vs. TOTAL INTERNET USERS



**24.8%**

we  
are  
social

WECHAT AND WEIXIN USERS  
vs. POPULATION AGED 13+



**21.4%**

Meltwater

FEMALE USERS AS A SHARE OF ALL  
WECHAT AND WEIXIN USERS



**47.8%**

GWl.

MALE USERS AS A SHARE OF ALL  
WECHAT AND WEIXIN USERS

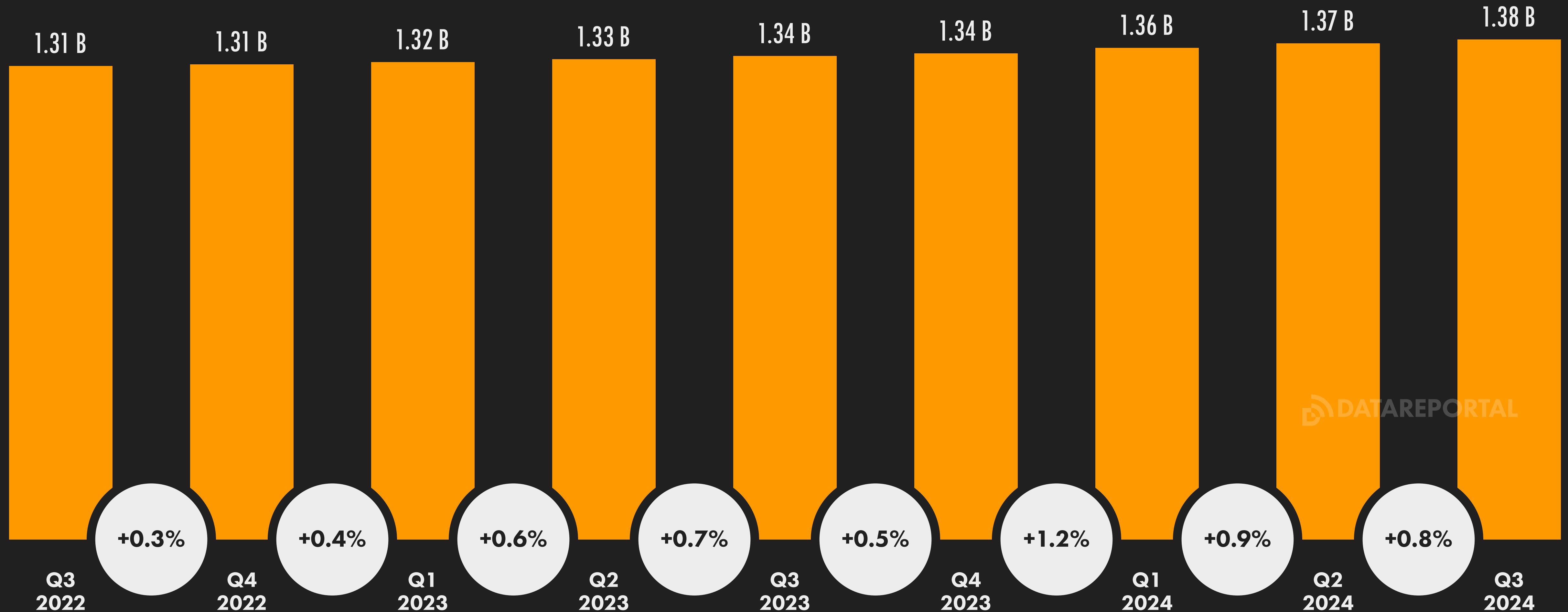


**52.2%**

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# WECHAT MONTHLY ACTIVE USERS

COMBINED WECHAT AND WEIXIN MONTHLY ACTIVE USERS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATA REPORTAL

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# DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

DAILY ACTIVE  
DOUYIN USERS



we  
are  
social

766.5  
MILLION

DAILY ACTIVE  
DOUYIN USERS vs.  
TOTAL POPULATION



Meltwater

9.4%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWl.

48.0%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



52.0%

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# TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL  
MONTHLY ACTIVE  
TELEGRAM USERS



we  
are  
social

950  
MILLION

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
TOTAL POPULATION



Meltwater

11.6%

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
POPULATION AGED 16+



15.7%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWl.

42.7%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



57.2%

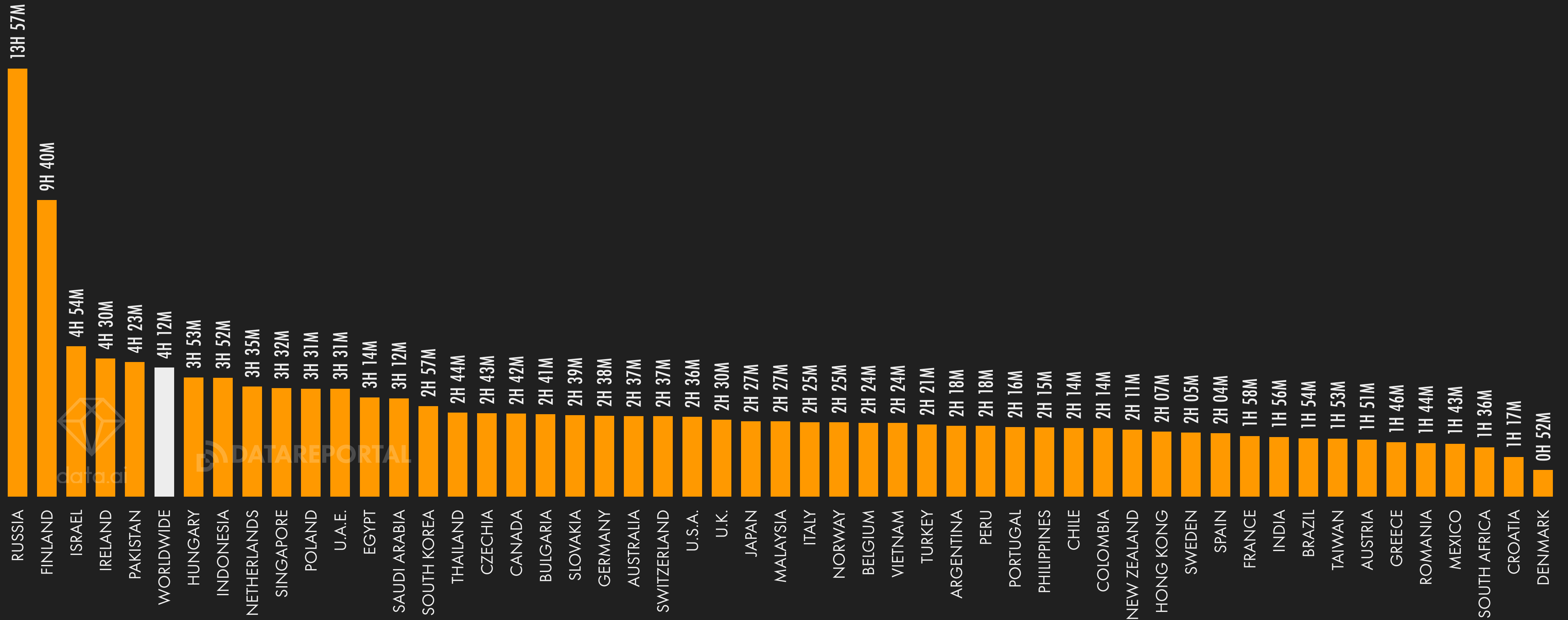
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# TELEGRAM: TIME SPENT USING MOBILE APP

AVERAGE AMOUNT OF TIME PER MONTH THAT EACH TELEGRAM USER SPENDS USING THE TELEGRAM APP ON ANDROID PHONES



GLOBAL OVERVIEW



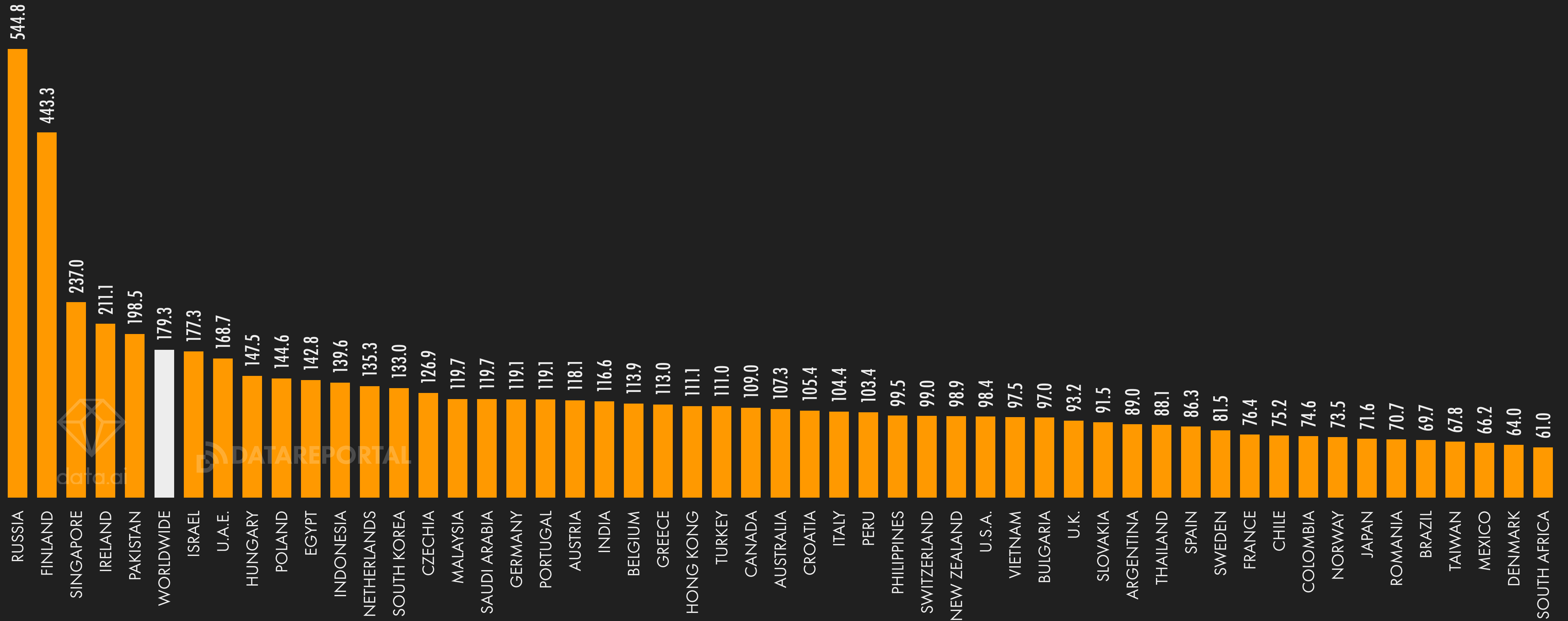
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# TELEGRAM: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE TELEGRAM USER OPENS THE TELEGRAM APP ON ANDROID PHONES



GLOBAL OVERVIEW





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# TOP TELEGRAM CHANNELS

TELEGRAM CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS
01	HAMSTER KOMBAT... <small>@HAMSTER_KOMBAT</small>	45.8 M
02	BLUM: ALL CRYPTO... <small>@BLUMCRYPTO</small>	32.1 M
03	MAJOR COMMUNITY <small>@MAJORS</small>	24.5 M
04	TAPSWAP COMMUNITY <small>@TAPSWAPAI</small>	21.9 M
05	PAWS COMMUNITY <small>@PAWSUPFAM</small>	21.2 M
06	X EMPIRE COMMUNITY <small>@EMPIREX</small>	18.5 M
07	MEMEFI COMMUNITY <small>@MEMEFICLUB</small>	18.1 M
08	SEED UPDATES <small>@SEEDUPDATES</small>	17.5 M
09	NOTCOIN COMMUNITY <small>@NOTCOIN</small>	17.0 M
10	CATS COMMUNITY <small>@CATS_HOUSEWTF</small>	16.8 M

#	CHANNEL NAME	SUBSCRIBERS
11	YESCOIN <small>@THEYESCOIN</small>	14.5 M
12	TOMARKET ANNOUNCE... <small>@TOMARKET_AI</small>	14.0 M
13	DOGS COMMUNITY <small>@DOGS</small>	14.0 M
14	ROXMAN <small>@ROXMAN</small>	13.1 M
15	TELEGRAM TIPS <small>@TELEGRAMTIPS</small>	13.0 M
16	TELEGRAM NEWS <small>@TELEGRAM</small>	12.9 M
17	W-COMMUNITY <small>@W_COMMUNITY</small>	12.9 M
18	DU ROVE'S CHANNEL <small>@DUROV</small>	12.7 M
19	TIME FARM NEWS <small>@TIMEFARMCHANNEL</small>	10.9 M
20	\$BAKS TON <small>@BAKS_TON</small>	10.4 M

#	CHANNEL NAME	SUBSCRIBERS
21	TON COMMUNITY <small>@TONCOIN</small>	10.4 M
22	BUM'S CORNER 📦 <small>@BUMS_OFFICIAL</small>	10.0 M
23	CLAYTON <small>@CLAYTON</small>	9.7 M
24	TELEGRAM PREMIUM <small>@PREMIUM</small>	9.7 M
25	GOATS CHANNEL <small>@REALGOATS_CHANNEL</small>	9.5 M
26	DEGENS COMMUNITY <small>@DEGENS_COMMUNITY</small>	9.5 M
27	ACTIVITY NEWS <small>@ACTIVITYLAUNCHER_OFFICAL</small>	9.4 M
28	HOT UPDATES <small>@HOTONNEAR</small>	9.1 M
29	TONKEEPER NEWS <small>@TONKEEPER_NEWS</small>	8.8 M
30	ZOO FAMILY <small>@ZOO_STORY</small>	8.7 M

#	CHANNEL NAME	SUBSCRIBERS
31	WHALE CHANEL <small>@WHALE_CHANEL</small>	8.7 M
32	BITGET WALLET ANNOU... <small>@BITGET_WALLET_ANNOUNCEMENT</small>	8.2 M
33	BITS COMMUNITY <small>@BITS_CHANNEL_OFFICIAL</small>	8.1 M
34	PROXY MTPROTO <small>@PROXYMTPROTO</small>	8.0 M
35	DOTCOIN COMMUNITY <small>@DOTCOINCOMMUNITY</small>	8.0 M
36	DUCKCHAIN ANNOU... <small>@DUCKCHAINANN</small>	7.8 M
37	X EMPIRE APPS <small>@XEMPIREAPPS</small>	7.3 M
38	CATIZEN ANNOUNCE... <small>@CATIZENANN</small>	7.3 M
39	CATS&DOGS <small>@CATSDOGS_COMMUNITY</small>	7.3 M
40	FINTOPIO NEWS <small>@FINTOPIONEWS</small>	7.1 M

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# KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY ACTIVE  
KUAISHOU USERS



**714.1**  
MILLION



MONTHLY ACTIVE KUAISHOU  
USERS vs. TOTAL POPULATION



**8.7%**

we  
are  
social

QUARTER-ON-QUARTER CHANGE IN  
MONTHLY ACTIVE KUAISHOU USERS



**+3.2%**  
**+22 MILLION**

Meltwater

YEAR-ON-YEAR CHANGE IN  
MONTHLY ACTIVE KUAISHOU USERS



**+4.3%**  
**+29 MILLION**

MONTHLY ACTIVE KUAISHOU  
USERS vs. TOTAL INTERNET USERS



**12.8%**

we  
are  
social

MONTHLY ACTIVE KUAISHOU  
USERS vs. POPULATION AGED 13+



**11.0%**

Meltwater

FEMALE USERS AS A PERCENTAGE OF ALL  
MONTHLY ACTIVE KUAISHOU USERS



**48.0%**

GWl.

MALE USERS AS A PERCENTAGE OF ALL  
MONTHLY ACTIVE KUAISHOU USERS



**52.0%**

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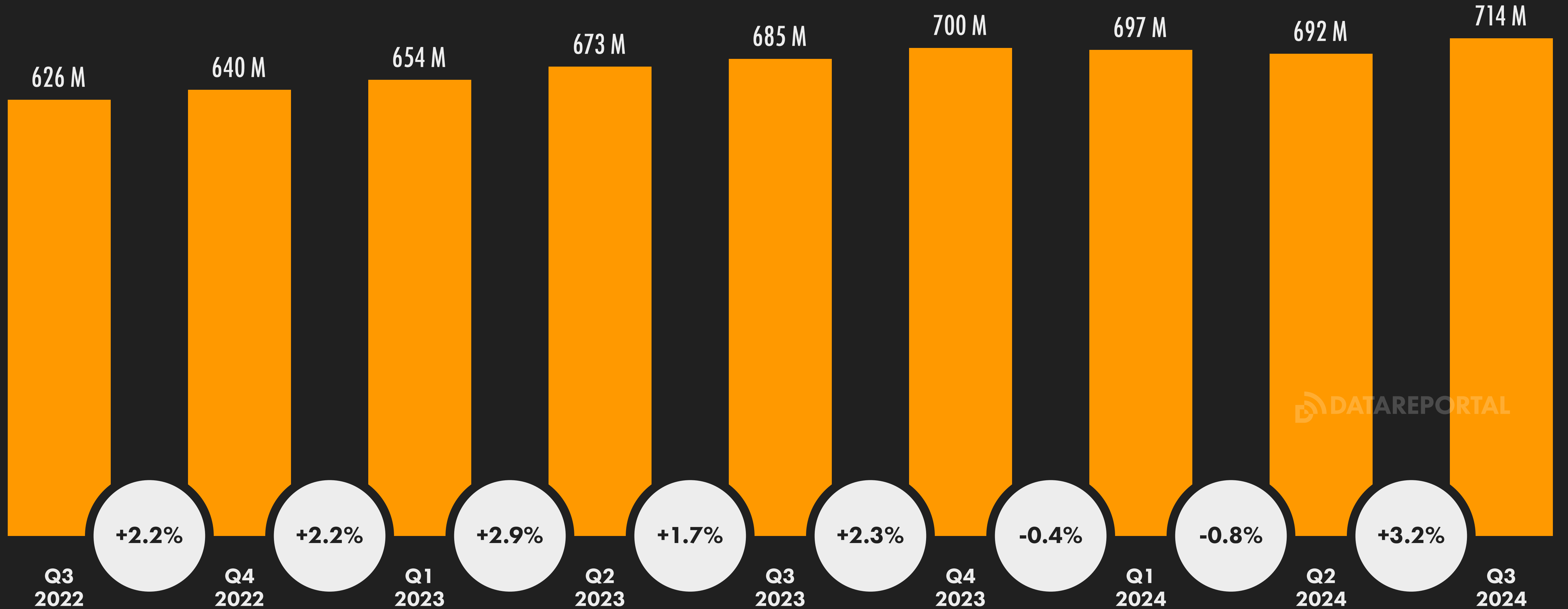
# KUAISHOU MONTHLY ACTIVE USERS

KUAISHOU MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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# WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR WEIBO USE

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GLOBAL OVERVIEW

MONTHLY ACTIVE WEIBO USERS



**599.0**  
MILLION



MONTHLY ACTIVE WEIBO USERS vs. TOTAL POPULATION



**7.3%**



QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE WEIBO USERS



**+2.7%**  
**+16 MILLION**



YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE WEIBO USERS



**-1.0%**  
**-6 MILLION**

MONTHLY ACTIVE WEIBO USERS vs. TOTAL INTERNET USERS



**10.8%**



MONTHLY ACTIVE WEIBO USERS vs. POPULATION AGED 14+



**9.5%**



FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS



**51.8%**



MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS



**48.2%**

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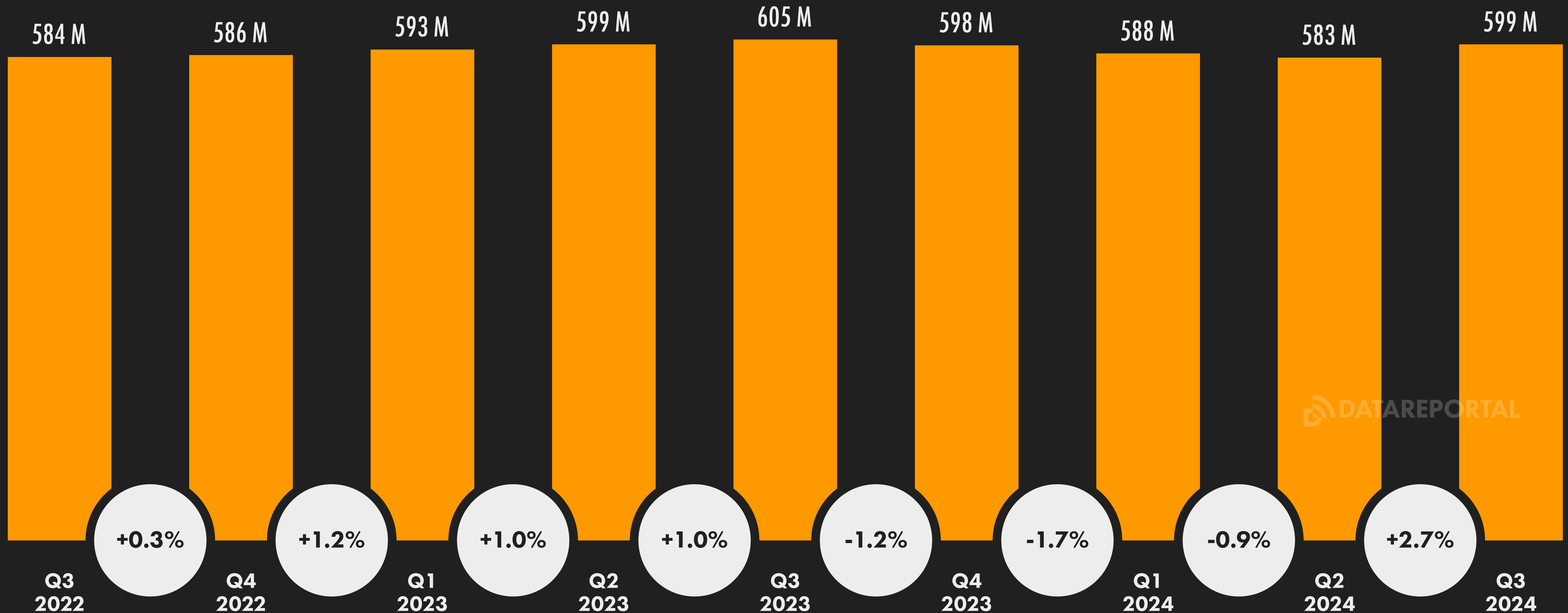
# WEIBO MONTHLY ACTIVE USERS

WEIBO MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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# QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE QQ USERS  
ACCESSING VIA SMART DEVICES



**562.0**  
MILLION



GLOBAL MONTHLY ACTIVE QQ  
USERS vs. TOTAL POPULATION



**6.9%**



QUARTER-ON-QUARTER CHANGE  
IN MONTHLY ACTIVE QQ USERS



**-1.6%**  
**-9 MILLION**



YEAR-ON-YEAR CHANGE  
IN MONTHLY ACTIVE QQ USERS



**+0.7%**  
**+4 MILLION**

MONTHLY ACTIVE QQ USERS  
vs. TOTAL INTERNET USERS



**10.1%**



MONTHLY ACTIVE QQ USERS  
vs. POPULATION AGED 13+



**8.7%**



FEMALE USERS AS A PERCENTAGE  
OF ALL MONTHLY ACTIVE QQ USERS



**48.0%**



MALE USERS AS A PERCENTAGE  
OF ALL MONTHLY ACTIVE QQ USERS



**52.0%**

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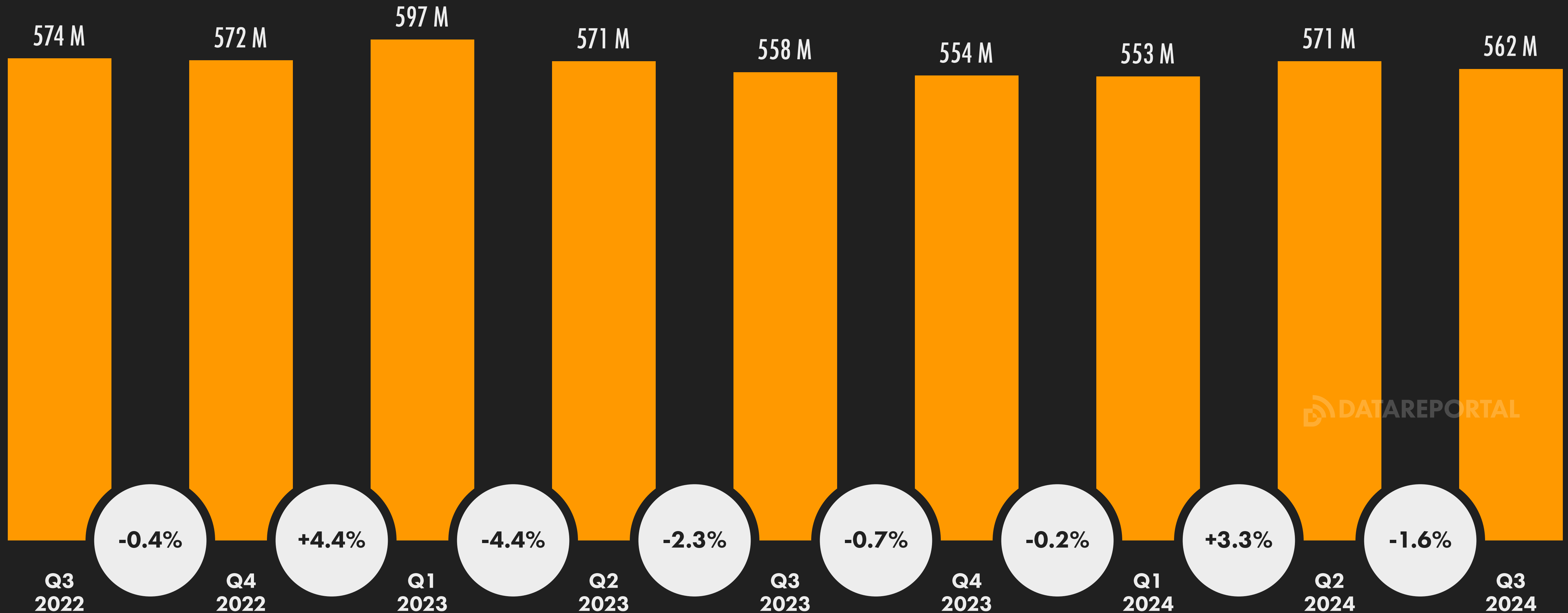
# QQ MONTHLY ACTIVE USERS

QQ MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

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# QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

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GLOBAL OVERVIEW

MONTHLY ACTIVE  
QUORA USERS



 Meltwater

**400**  
MILLION

MONTHLY ACTIVE  
QUORA USERS vs.  
TOTAL POPULATION



 Meltwater

**4.9%**

MONTHLY ACTIVE  
QUORA USERS vs.  
POPULATION AGED 13+



 KEPIOS

**6.2%**

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



 KEPIOS

**43.7%**

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



 GWI.

**55.8%**



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# DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MONTHLY ACTIVE  
DISCORD USERS



KEPIOS

150  
MILLION

MONTHLY ACTIVE  
DISCORD USERS vs.  
TOTAL POPULATION



KEPIOS

1.8%

MONTHLY ACTIVE  
DISCORD USERS vs.  
POPULATION AGED 13+



we  
are  
social

2.3%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



Meltwater

32.6%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

66.3%

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# LARGEST DISCORD SERVERS

DISCORD SERVERS WITH THE GREATEST NUMBER OF MEMBERS



GLOBAL OVERVIEW

#	SERVER	MEMBERS
01	MIDJOURNEY	21.2 M
02	VIGGLE	4.30 M
03	LIMEWIRE	2.24 M
04	GENSHIN IMPACT OFFICIAL	2.04 M
05	BLOX FRUITS	2.00 M
06	LEONARDO.AI	1.78 M
07	VALORANT	1.34 M
08	HONKAI: STAR RAIL OFFICIAL	1.27 M
09	WHITEOUT SURVIVAL	1.20 M
10	OFFICIAL FORTNITE	1.19 M

#	SERVER	MEMBERS
11	ALL STAR	1.14 M
12	ROBLOX	1.13 M
13	FUSIONIST	1.04 M
14	E-GIRL PARADISE...	1.03 M
15	BLOXZY...	1.03 M
16	GEOMETRY DASH	1.01 M
17	KING LEGACY	990 K
18	ANIME ADVENTURES	988 K
19	RELL GAMES	965 K
20	NO HESI	954 K

#	SERVER	MEMBERS
21	LOFI GIRL	947 K
22	HELLDIVERS™ OFFICIAL...	918 K
23	VALORANT LFG	899 K
24	ANIME VANGUARDS	879 K
25	ONCE HUMAN	818 K
26	SOL'S RNG	809 K
27	BELUGANG	806 K
28	STUMBLE GUYS	785 K
29	APEX LEGENDS ❄️	777 K
30	ISHOWSPEED'S OFFICIAL...	763 K

#	SERVER	MEMBERS
31	STUDY TOGETHER	750 K
32	ARENA BREAKOUT	749 K
33	ANIME SOUL DISCORD	743 K
34	RAINBOW 6	740 K
35	GALXE	737 K
36	SUI	732 K
37	BLADE BALL	732 K
38	ENGLISH	731 K
39	MONOPOLY GO!	721 K
40	DADSCORD / DADDY...	708 K

**SOURCE:** DISCORD. **NOTES:** RANKING POSITION AND MEMBER COUNTS AS PUBLISHED BY DISCORD. SERVER NAMES ENDING IN “...” HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE “MEMBERS” COLUMN, “K” DENOTES THOUSANDS, “M” DENOTES MILLIONS, AND “B” DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ROUNDED AT SOURCE.



**DIGITAL MARKETING**

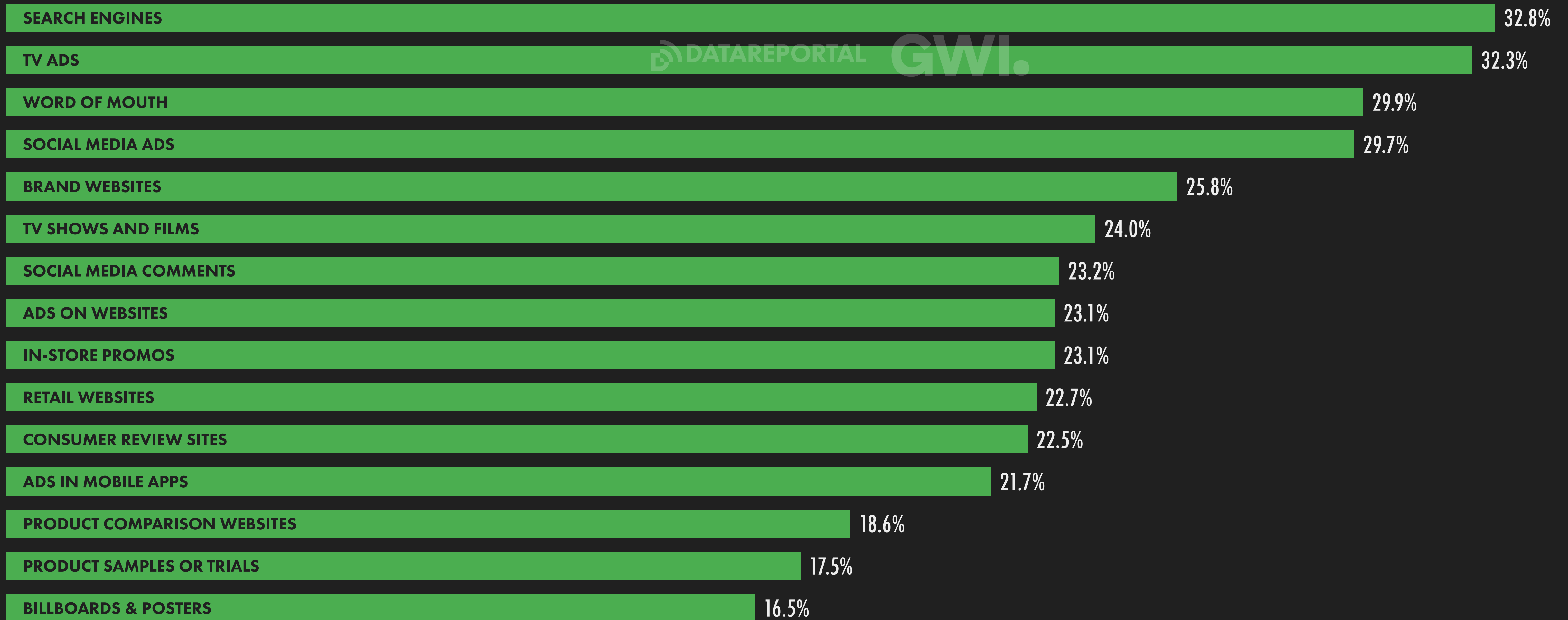
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# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW



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# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
SOCIAL MEDIA ADS 32.6%	SOCIAL MEDIA ADS 31.1%	SEARCH ENGINES 33.6%	SEARCH ENGINES 36.3%	TV ADS 38.8%	TV ADS 52.1%
SEARCH ENGINES 28.6%	SEARCH ENGINES 30.1%	TV ADS 31.5%	TV ADS 35.6%	SEARCH ENGINES 38.2%	WORD OF MOUTH 42.6%
TV ADS 28.4%	TV ADS 28.8%	SOCIAL MEDIA ADS 30.4%	WORD OF MOUTH 32.9%	WORD OF MOUTH 35.7%	SEARCH ENGINES 37.8%
WORD OF MOUTH 26.6%	WORD OF MOUTH 26.9%	WORD OF MOUTH 29.6%	SOCIAL MEDIA ADS 28.9%	IN-STORE PROMOS 28.8%	IN-STORE PROMOS 33.2%
ADS IN MOBILE APPS 24.7%	BRAND WEBSITES 25.3%	BRAND WEBSITES 27.1%	BRAND WEBSITES 26.9%	BRAND WEBSITES 26.8%	RETAIL WEBSITES 30.4%
SOCIAL MEDIA COMMENTS 24.7%	SOCIAL MEDIA COMMENTS 25.0%	SOCIAL MEDIA COMMENTS 24.8%	IN-STORE PROMOS 25.6%	SOCIAL MEDIA ADS 25.6%	TV SHOWS AND FILMS 26.1%
BRAND WEBSITES 24.1%	TV SHOWS AND FILMS 23.7%	CONSUMER REVIEW SITES 24.6%	CONSUMER REVIEW SITES 24.1%	TV SHOWS AND FILMS 24.1%	PRINT PRESS ADS 24.4%
TV SHOWS AND FILMS 24.1%	ADS ON WEBSITES 22.7%	TV SHOWS AND FILMS 24.1%	TV SHOWS AND FILMS 23.7%	RETAIL WEBSITES 23.9%	BRAND WEBSITES 23.9%
ADS ON WEBSITES 23.5%	ADS IN MOBILE APPS 22.6%	IN-STORE PROMOS 23.8%	ADS ON WEBSITES 23.6%	CONSUMER REVIEW SITES 23.3%	EMAILS OR PHYSICAL MAIL 22.3%
RETAIL WEBSITES 21.0%	CONSUMER REVIEW SITES 22.0%	ADS ON WEBSITES 23.5%	RETAIL WEBSITES 23.6%	ADS ON WEBSITES 22.3%	ADS ON WEBSITES 20.5%

GWI.

GWI.

GWI.

GWI.

GWI.

GWI.

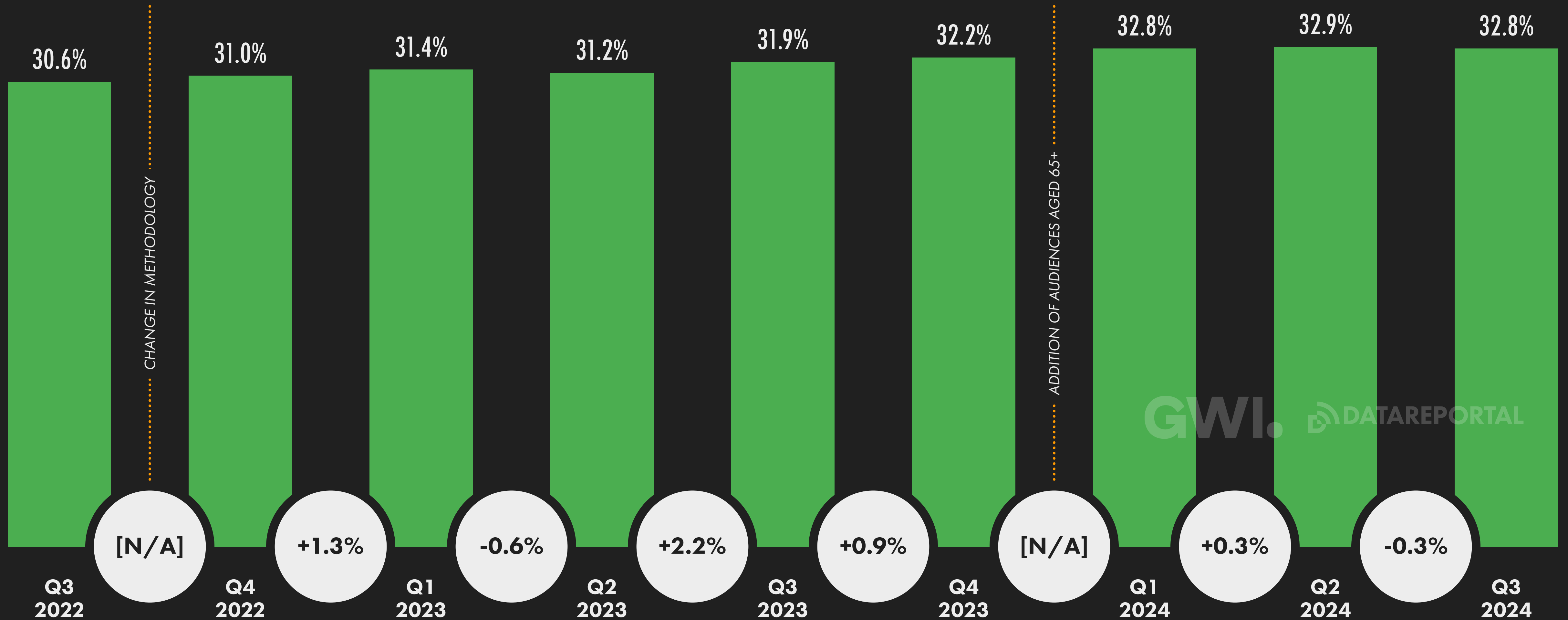
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# BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES



GLOBAL OVERVIEW

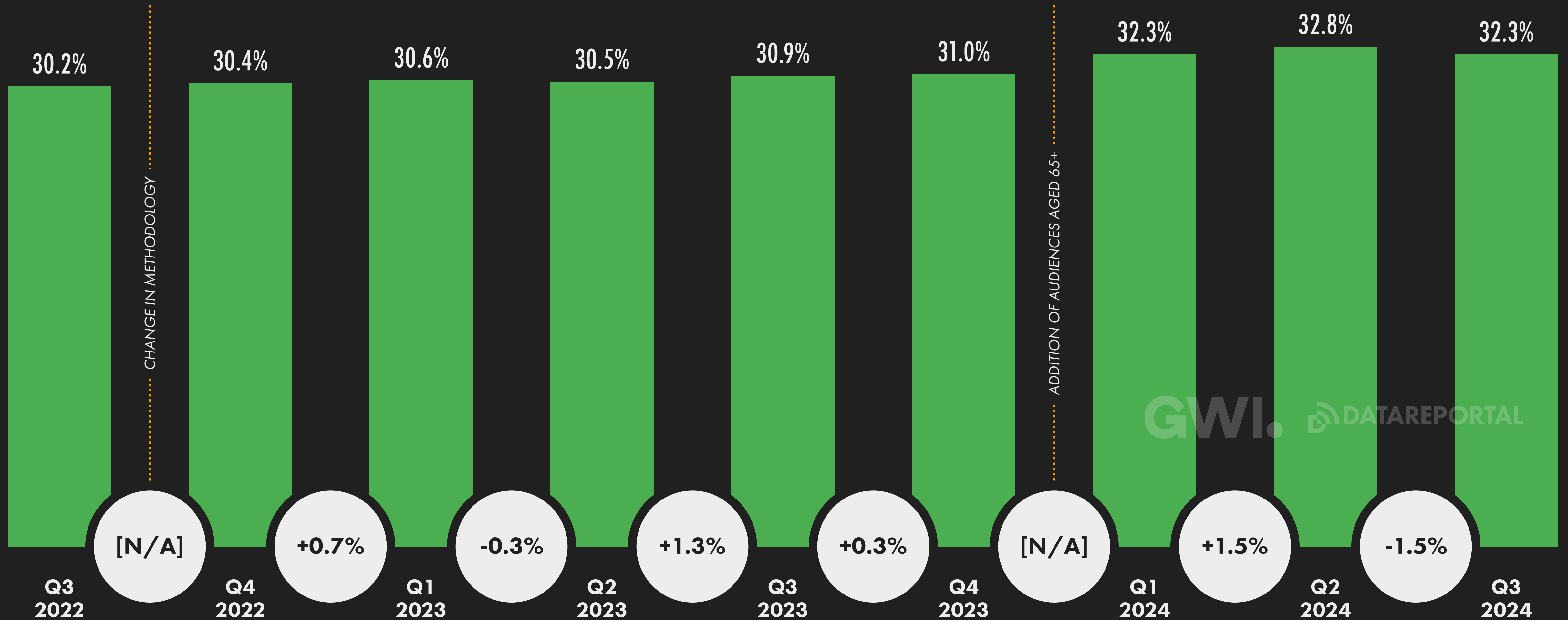


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# BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

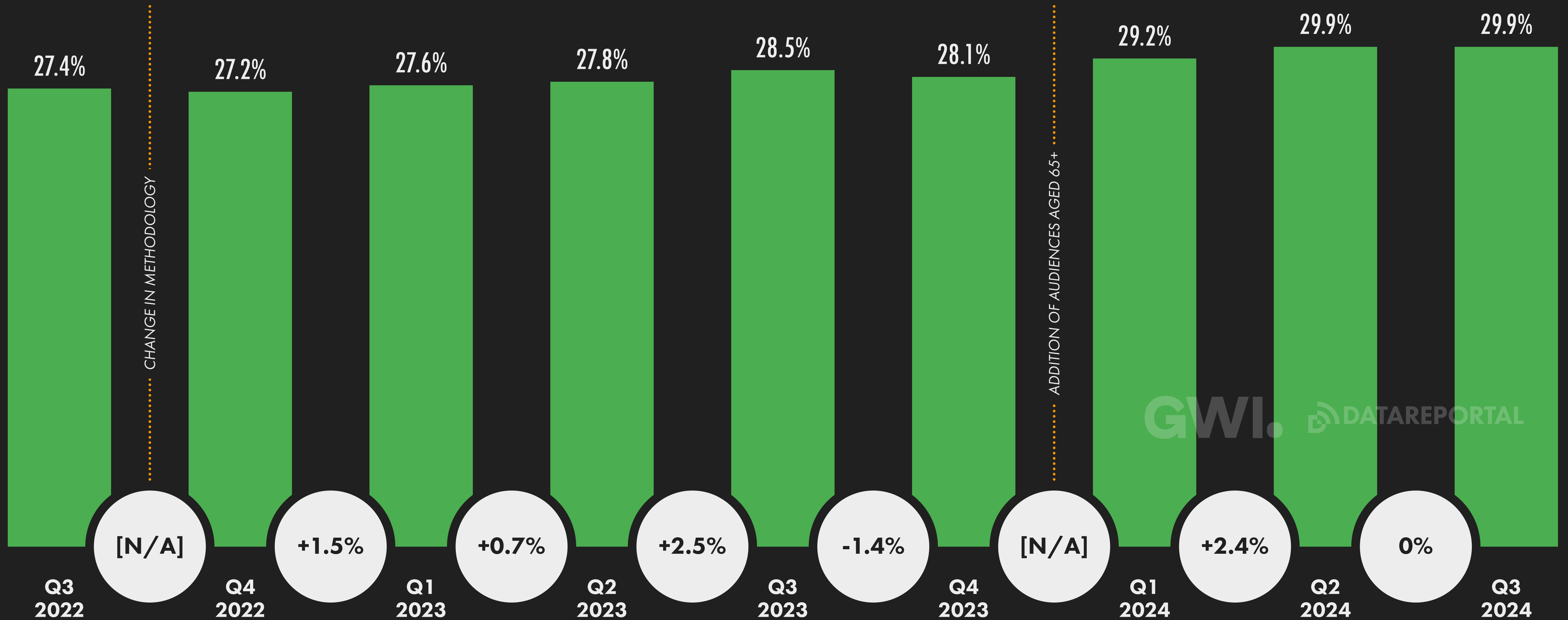


GWI. DATAREPORTAL

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# BRAND DISCOVERY: WORD OF MOUTH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA WORD-OF-MOUTH RECOMMENDATION





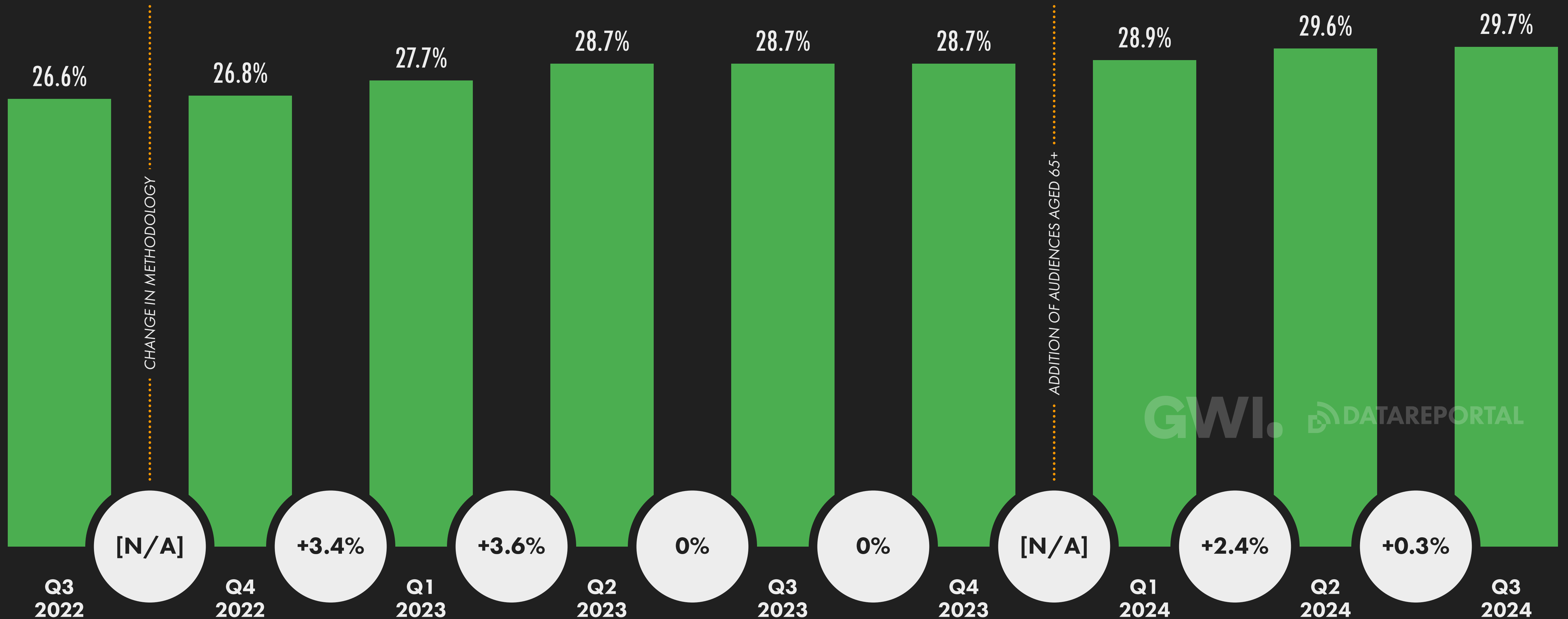
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# BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA



GLOBAL OVERVIEW

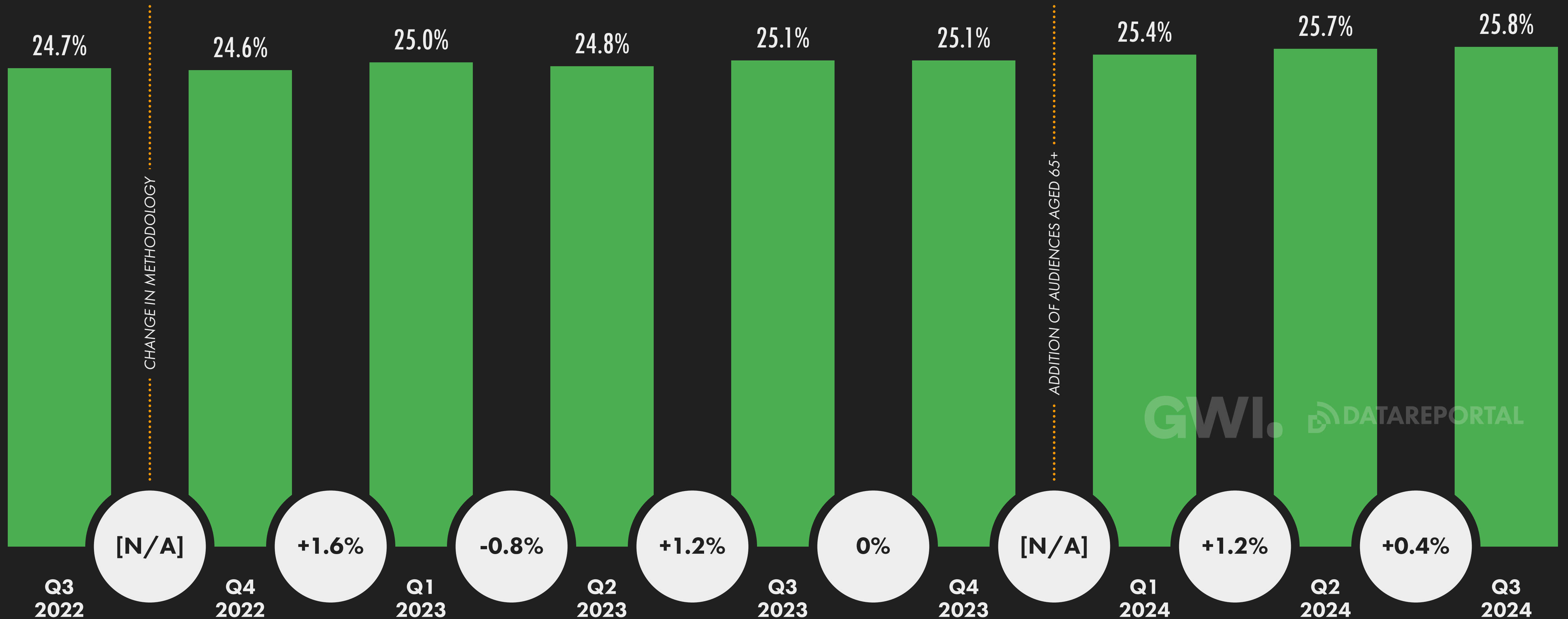


SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES



SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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# ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2024)



TOTAL AD SPEND  
(INCLUDING ONLINE  
AND OFFLINE CHANNELS)



statista

**\$1.09**  
TRILLION

YEAR-ON-YEAR  
CHANGE IN TOTAL AD  
SPEND (ALL CHANNELS)



**+7.3%**  
+\$75 BILLION

DIGITAL AD SPEND  
(INCLUDING SEARCH  
AND SOCIAL MEDIA)



statista

**\$790.3**  
BILLION

YEAR-ON-YEAR  
CHANGE IN  
DIGITAL AD SPEND



**+10.3%**  
+\$74 BILLION

DIGITAL AD SPEND  
AS A PERCENTAGE  
OF TOTAL AD SPEND



**72.7%**  
+2.8% (+199 BPS)

**SOURCE:** STATISTA MARKET OUTLOOKS. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

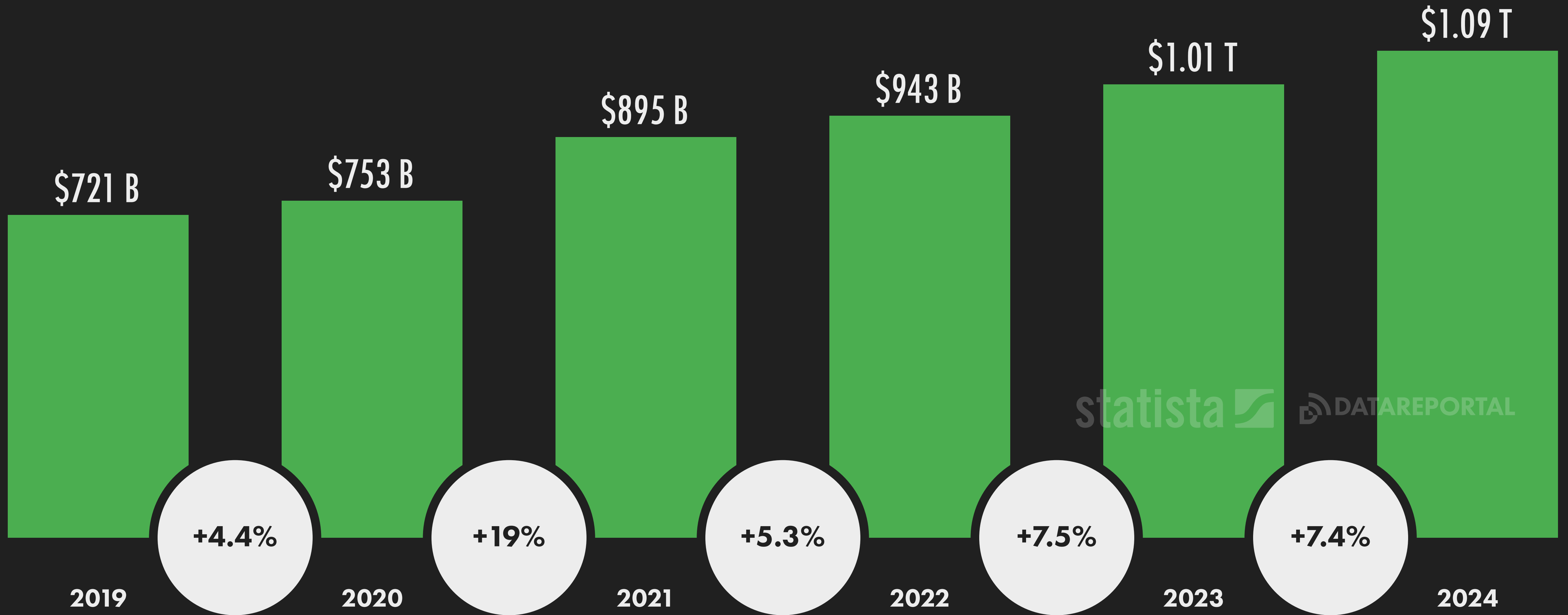
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# ADVERTISING SPEND: ALL CHANNELS

ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE)



GLOBAL OVERVIEW



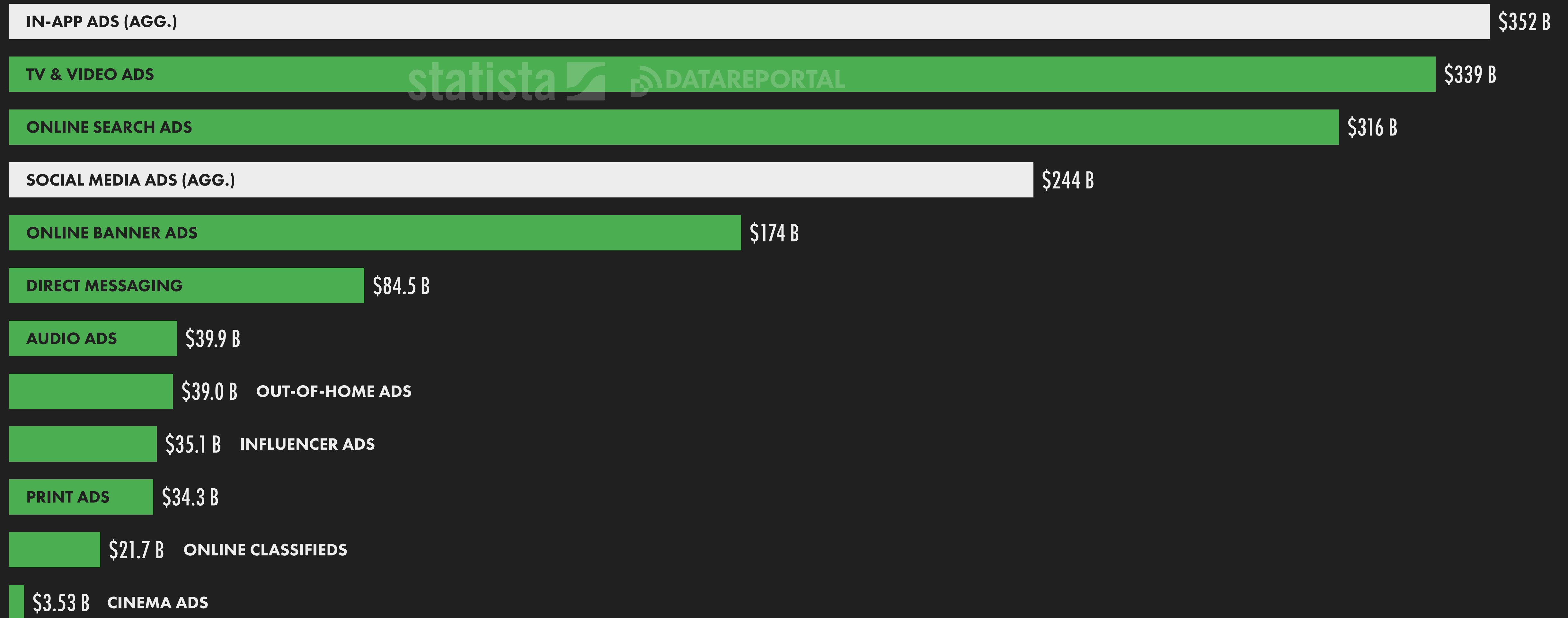
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# ADVERTISING SPEND: ALL CHANNELS

ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE)



GLOBAL OVERVIEW



**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.)" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

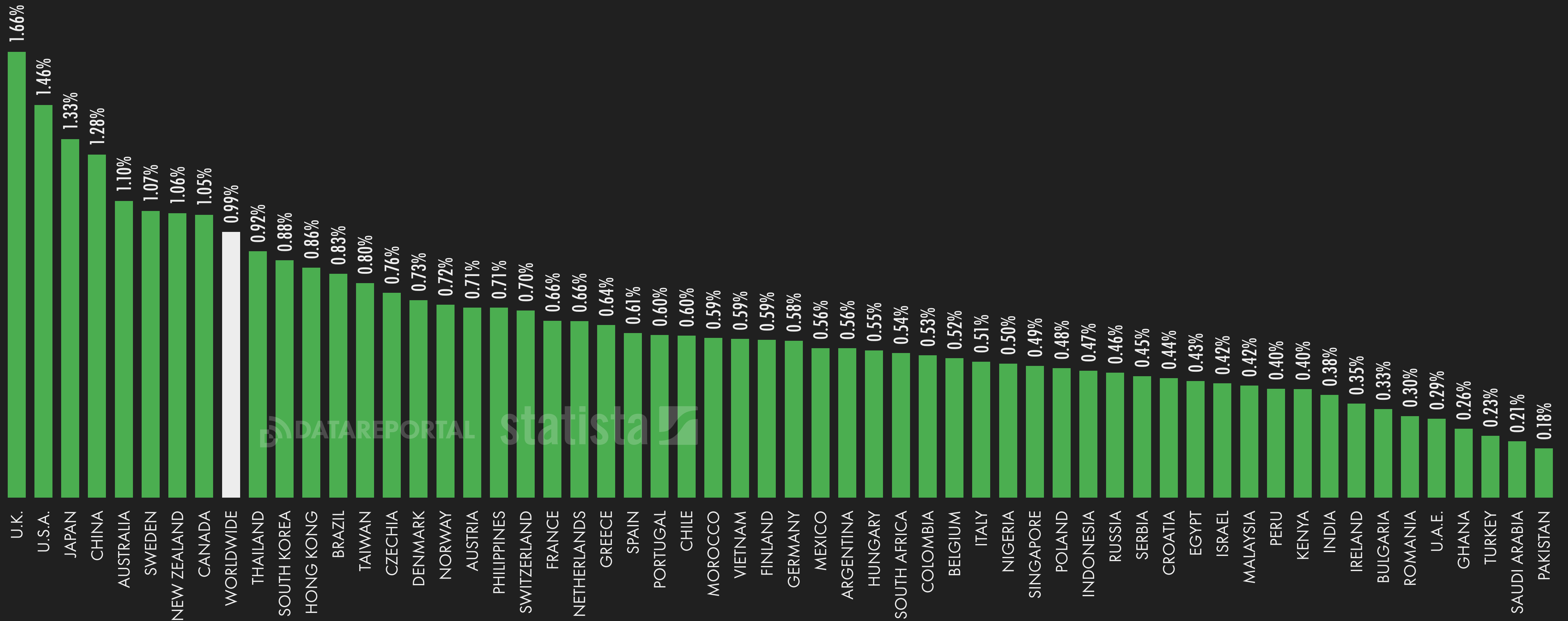
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# TOTAL ADVERTISING SPEND vs. GDP

ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE) AS A PERCENTAGE OF GROSS DOMESTIC PRODUCT



GLOBAL OVERVIEW



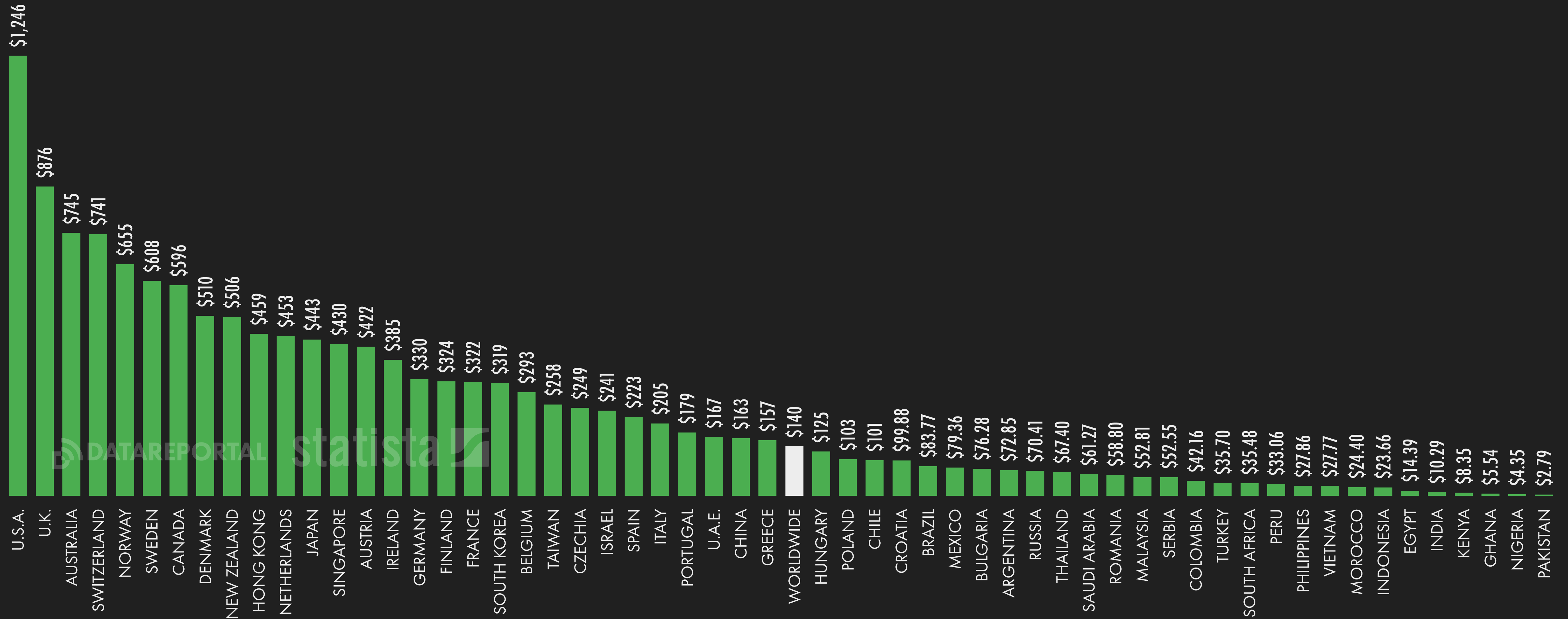
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# AD SPEND PER CAPITA

AVERAGE ANNUAL AD SPEND BY ALL ADVERTISERS ACROSS ALL CHANNELS (OFFLINE AND ONLINE, U.S. DOLLARS), DIVIDED BY TOTAL POPULATION



GLOBAL OVERVIEW



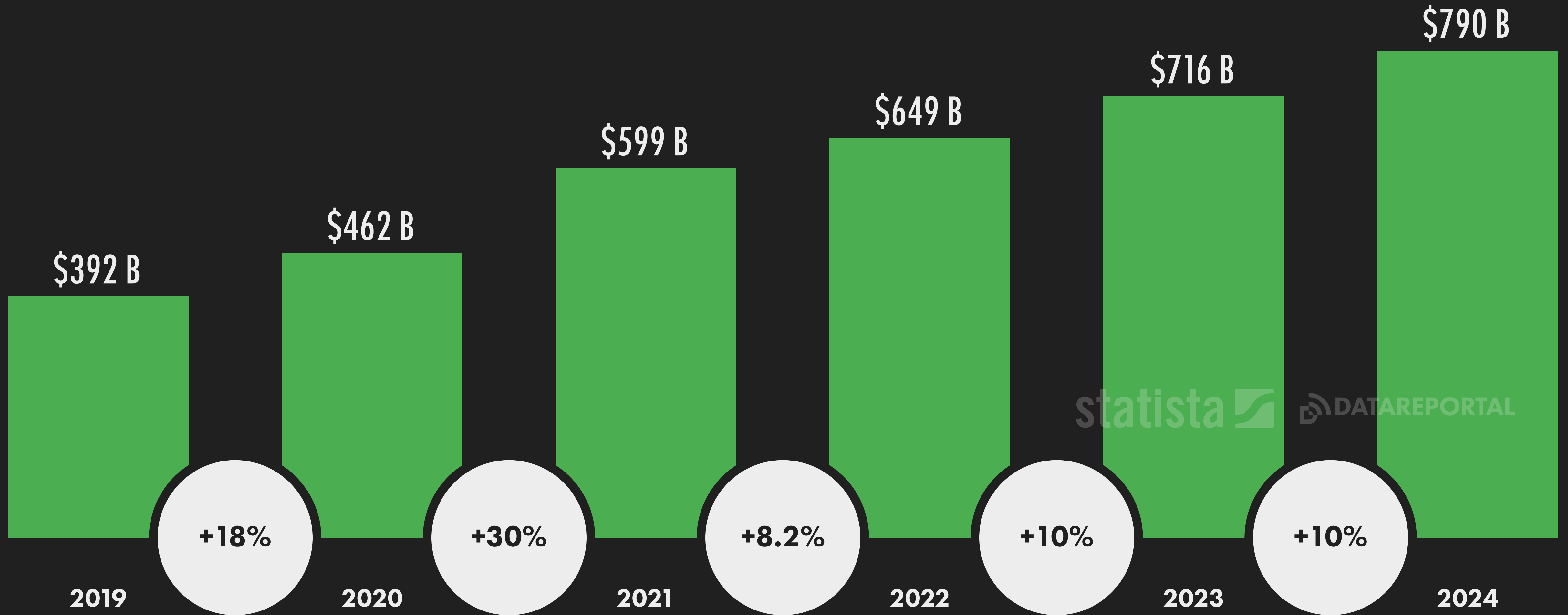
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# ADVERTISING SPEND: DIGITAL CHANNELS

ADVERTISING REVENUES ASSOCIATED WITH DIGITAL CHANNELS



GLOBAL OVERVIEW



statista | DATAREPORTAL

**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



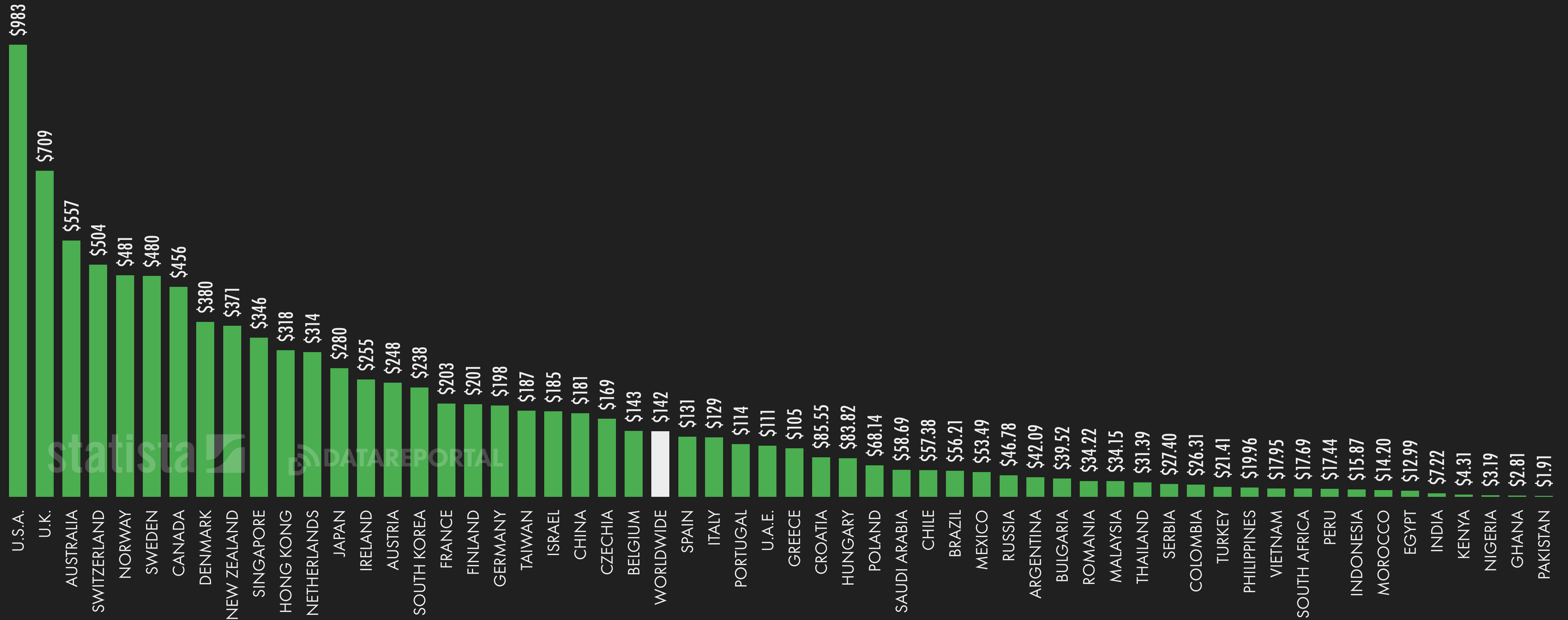
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# DIGITAL AD SPEND PER INTERNET USER

TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2024 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)



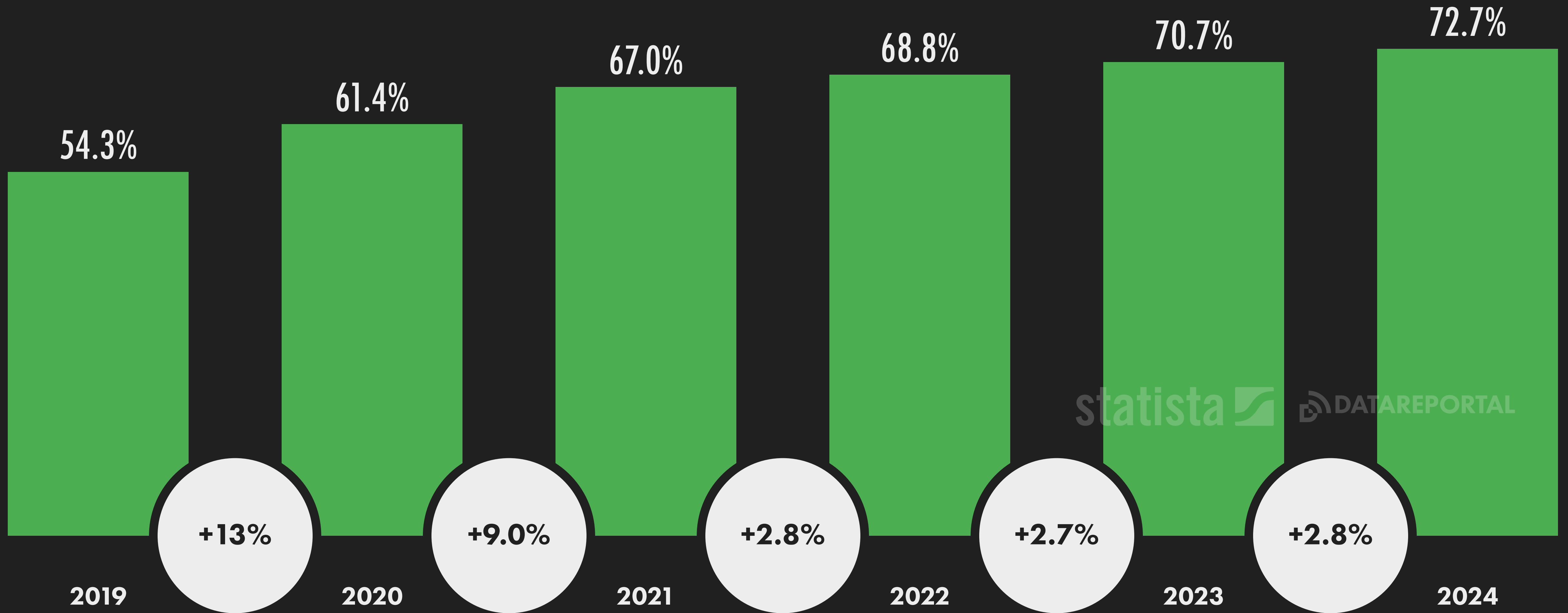
GLOBAL OVERVIEW



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# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS



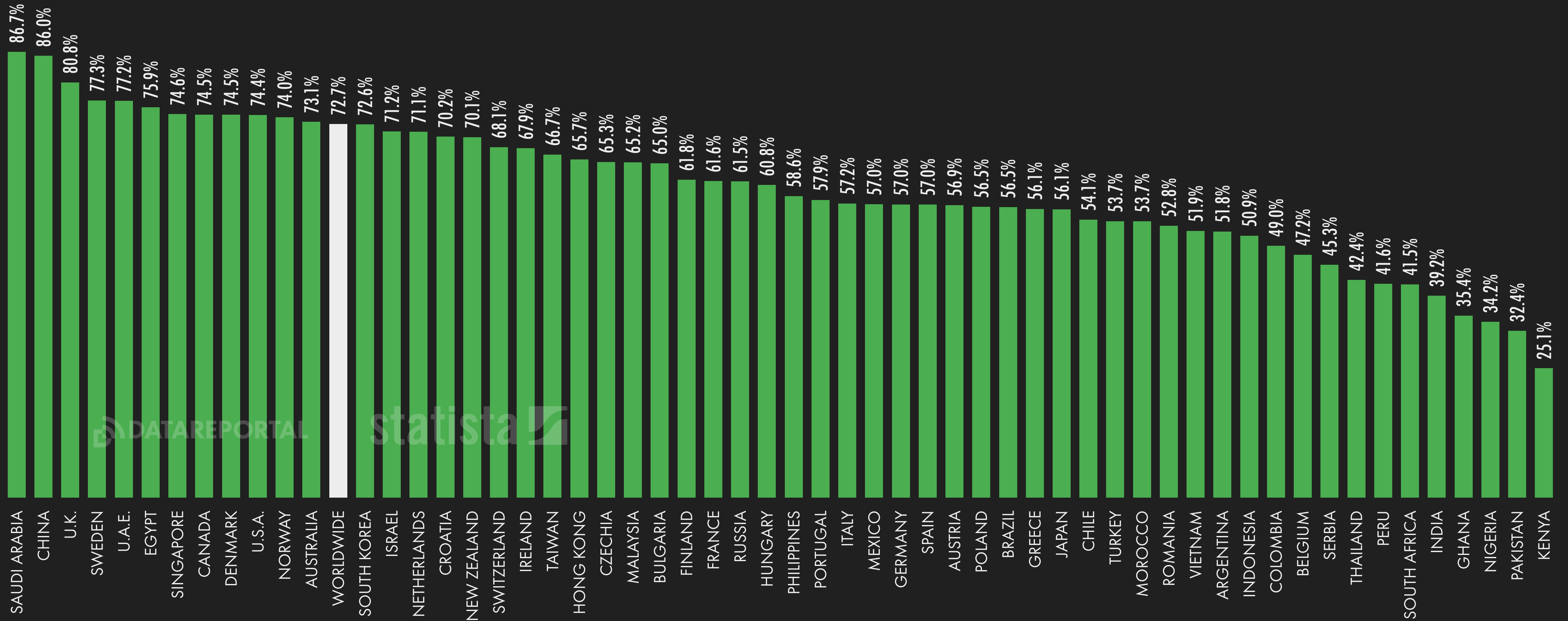
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# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES



GLOBAL OVERVIEW



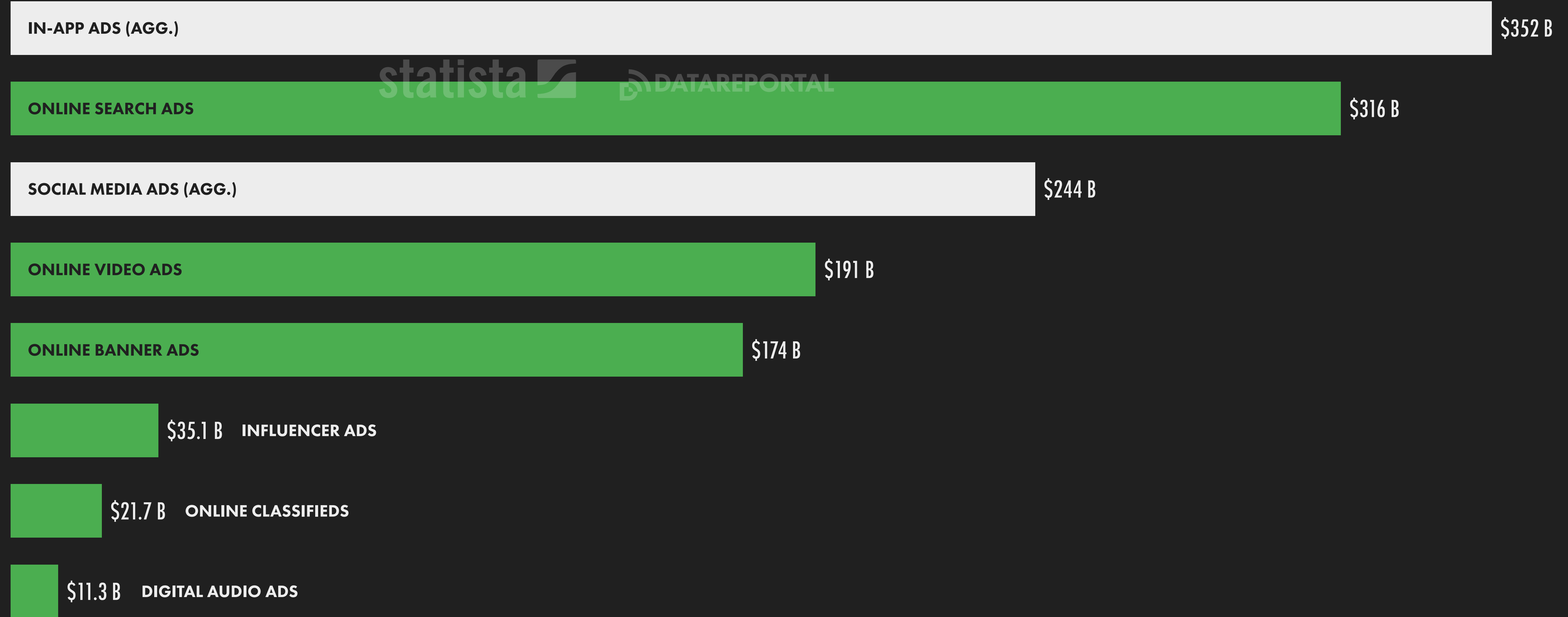
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# DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2024)



GLOBAL OVERVIEW



statista | DATAREPORTAL

**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.}" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista | DATAREPORTAL

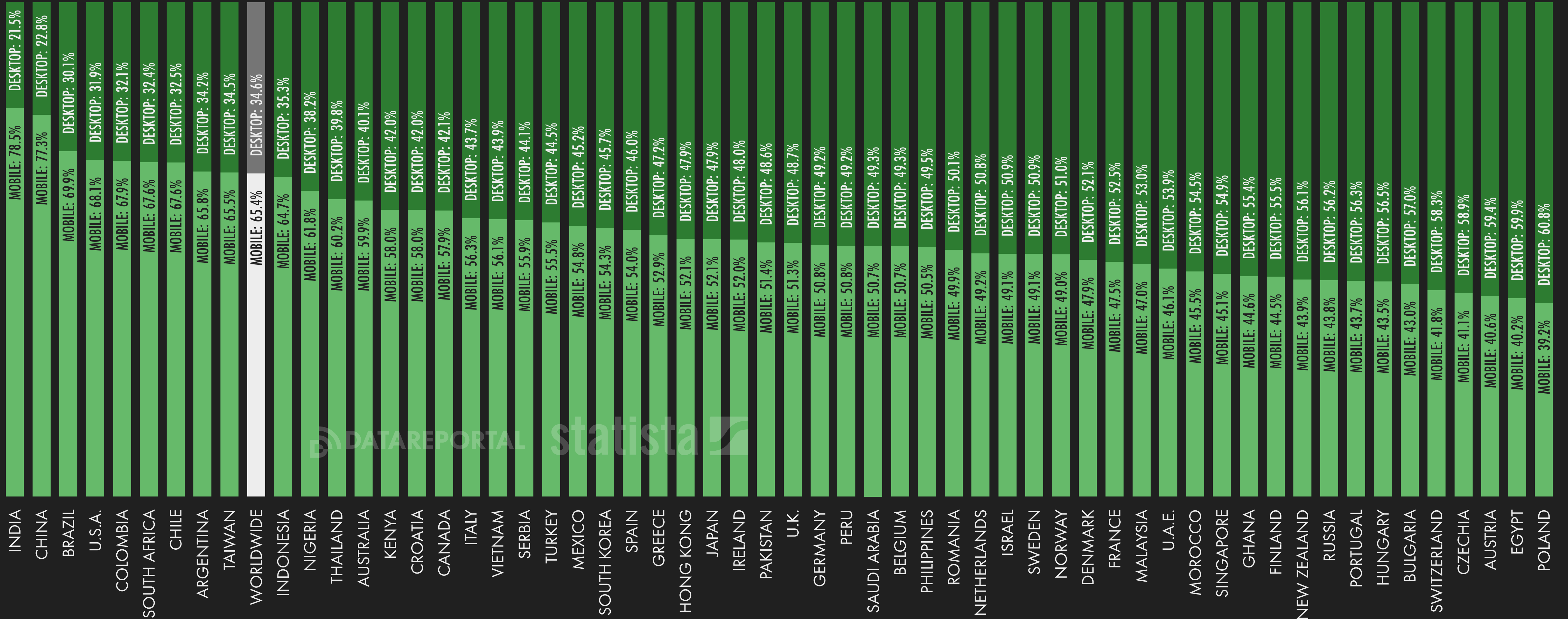
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# SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKETING OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND IN 2024. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. VALUES ARE BASED ON A SMALLER SUBSET OF DIGITAL ADVERTISING ACTIVITIES COMPARED WITH OTHER CHARTS IN THIS REPORT.

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# PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND ON  
PROGRAMMATIC  
ADVERTISING (USD)



statista

**\$651.8**  
BILLION

YEAR-ON-YEAR CHANGE  
IN PROGRAMMATIC  
ADVERTISING SPEND (USD)



we  
are  
social

**+12.2%**  
**+\$71 BILLION**

PROGRAMMATIC'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**82.4%**

YEAR-ON-YEAR CHANGE IN  
PROGRAMMATIC'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+1.6%**  
**+131 BPS**

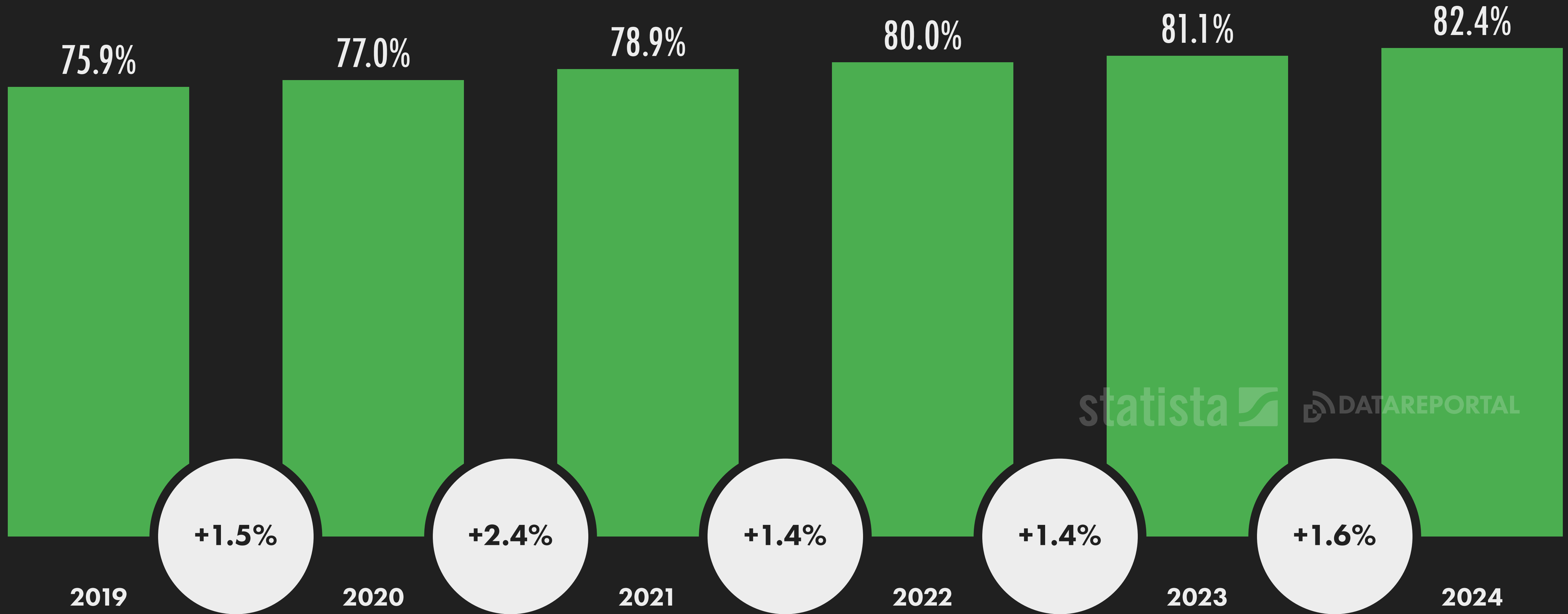
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# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista | DATAREPORTAL



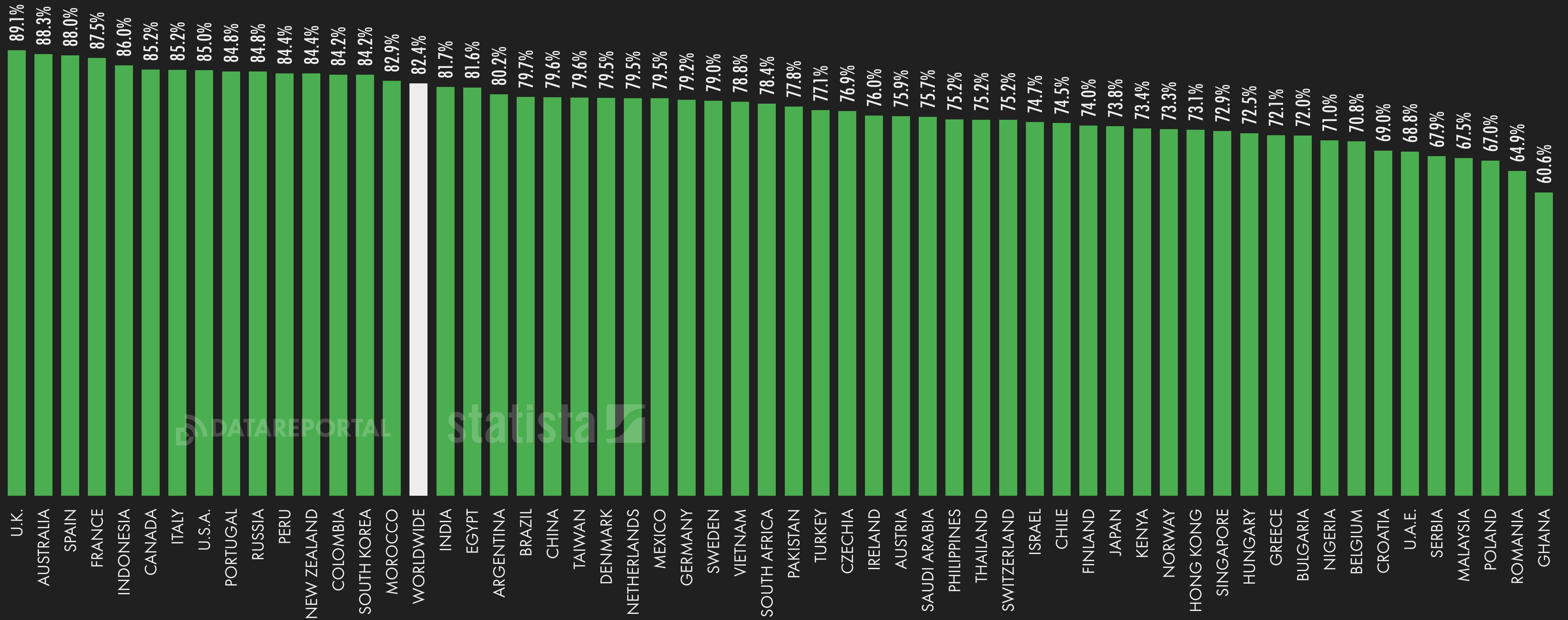
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# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



DATA REPORTAL

statista

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2025

# IN-APP ADVERTISING OVERVIEW

SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON IN-APP  
ADVERTISING (USD)



statista

**\$352.3**  
BILLION

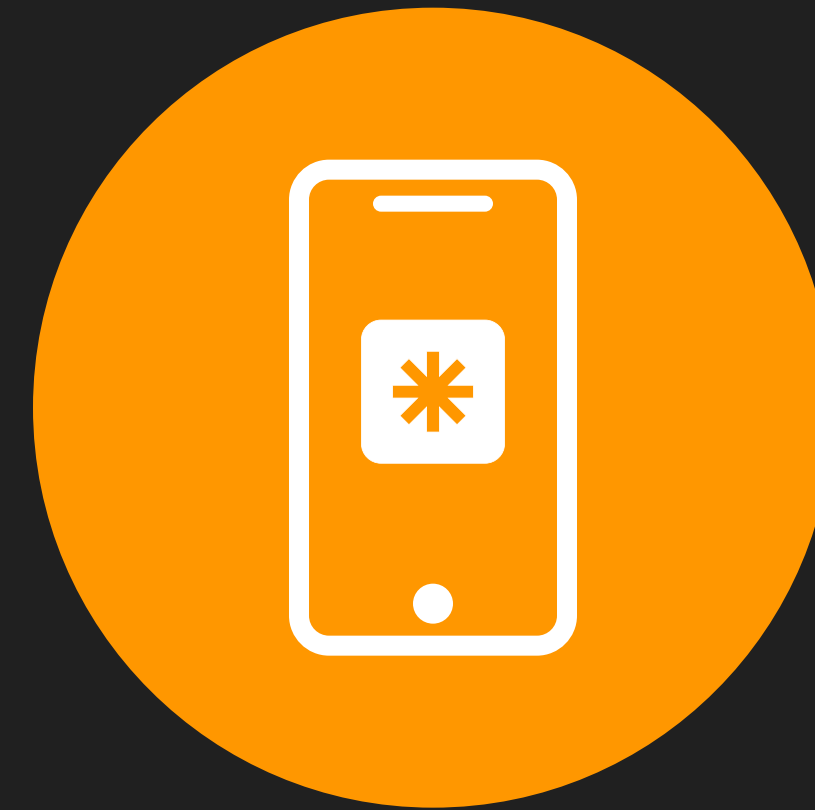
YEAR-ON-YEAR  
CHANGE IN IN-APP  
ADVERTISING SPEND (USD)



we  
are  
social

**+12.2%**  
**+\$38 BILLION**

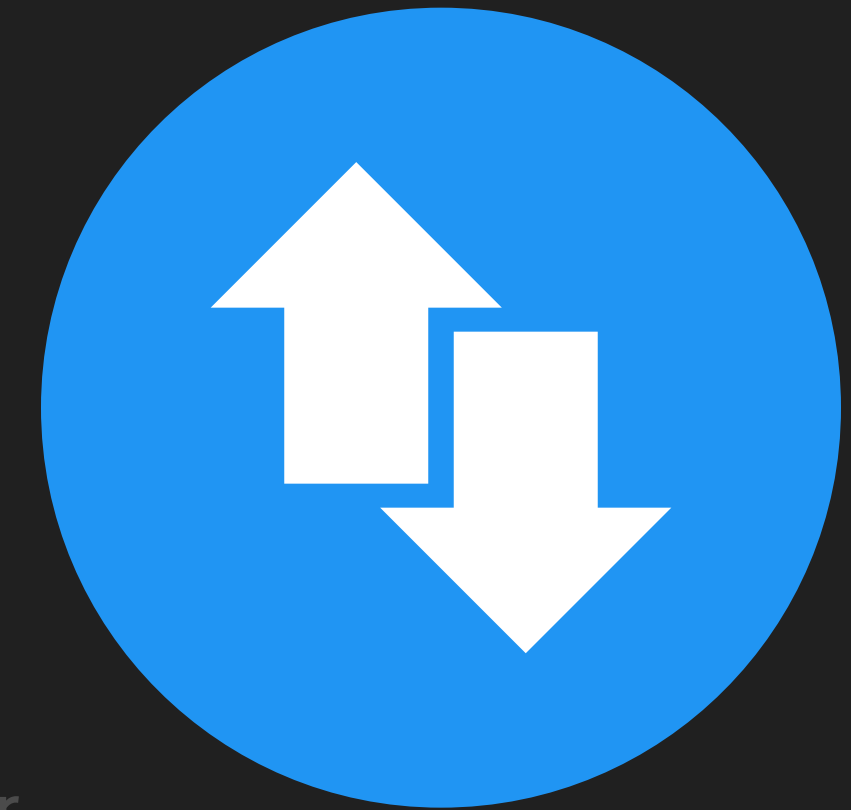
IN-APP ADVERTISING'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**44.6%**

YEAR-ON-YEAR CHANGE IN  
IN-APP ADVERTISING'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+1.6%**  
**+70 BPS**

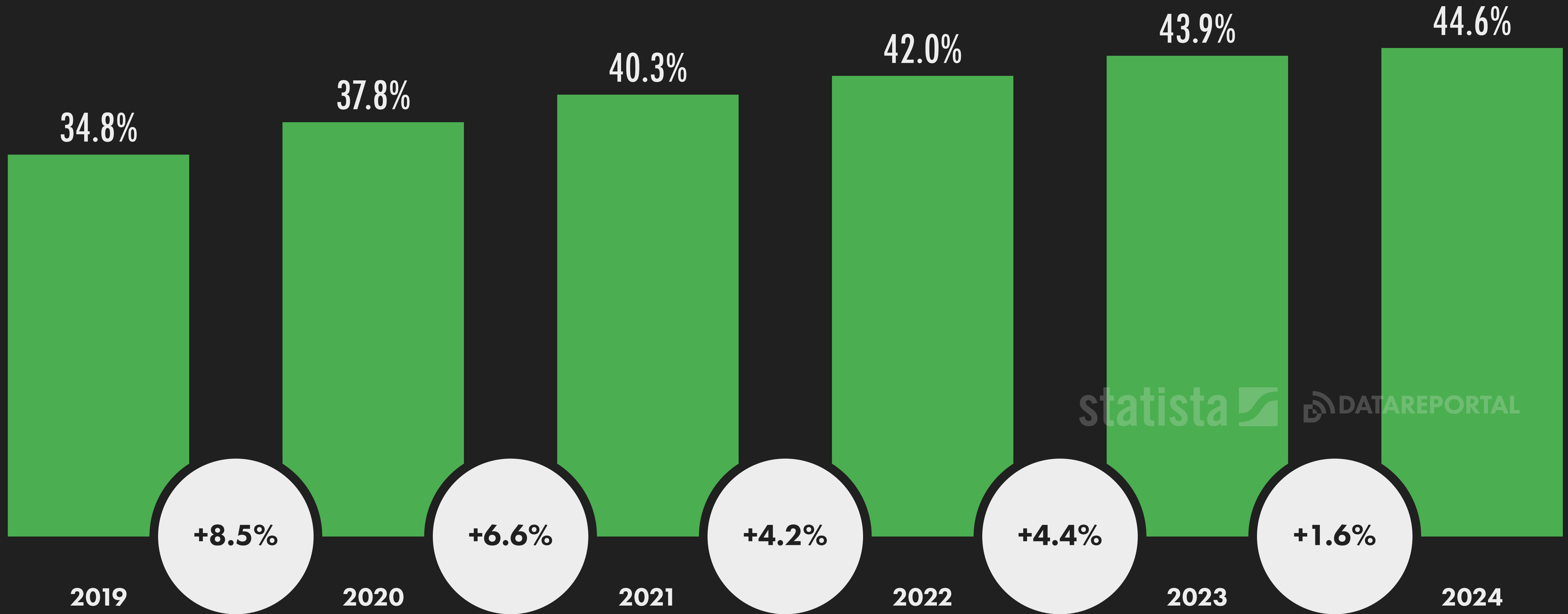
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# SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista | DATAREPORTAL

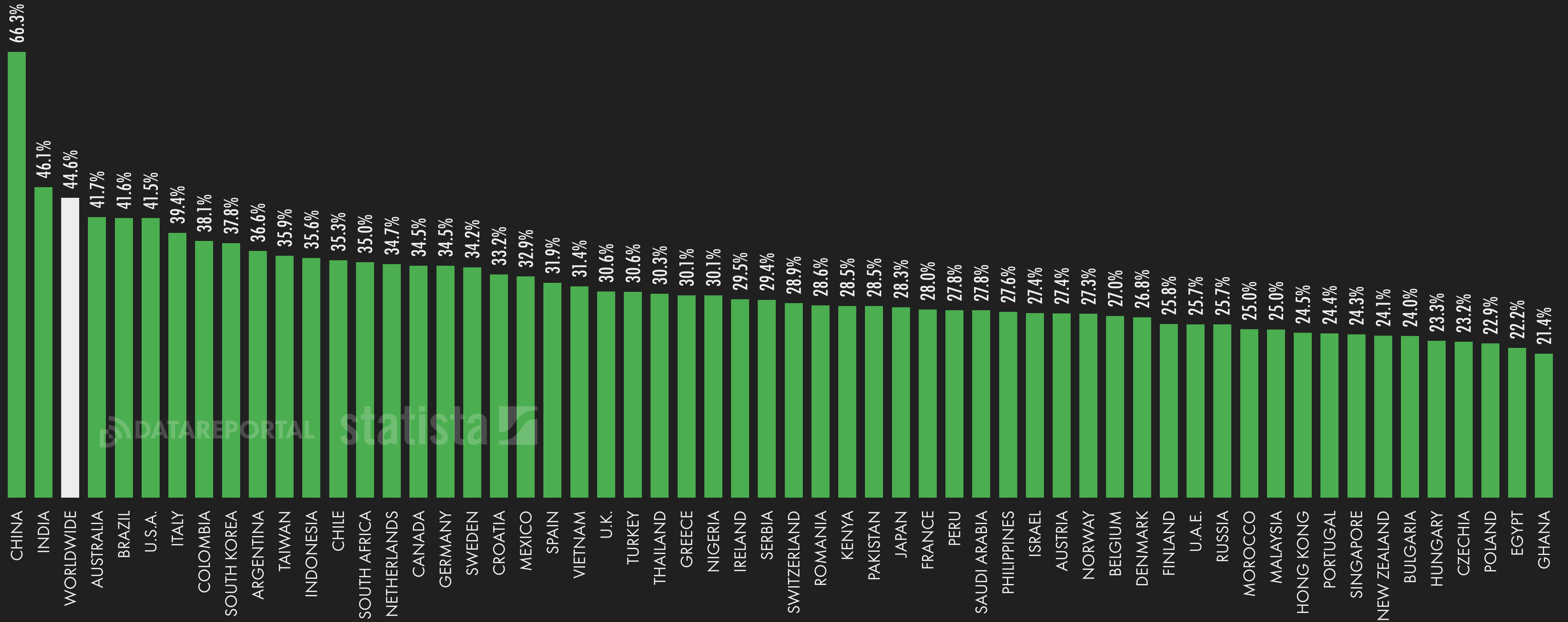
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# SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



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# ONLINE RETAIL PLATFORM ADVERTISING OVERVIEW

SPEND ON ADVERTISING WITHIN ONLINE RETAIL PLATFORMS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND ON  
ADVERTISING IN ONLINE  
RETAIL PLATFORMS (USD)



statista

**\$167.2**  
BILLION

ANNUAL CHANGE IN  
ADVERTISING SPEND ON  
ONLINE RETAIL PLATFORMS



we  
are  
social

**+22.4%**  
YOY: **+\$30.6 BILLION**

ONLINE RETAIL PLATFORMS'  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**21.2%**

ANNUAL CHANGE IN ONLINE  
RETAIL PLATFORMS' SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+10.8%**  
**+207 BPS**

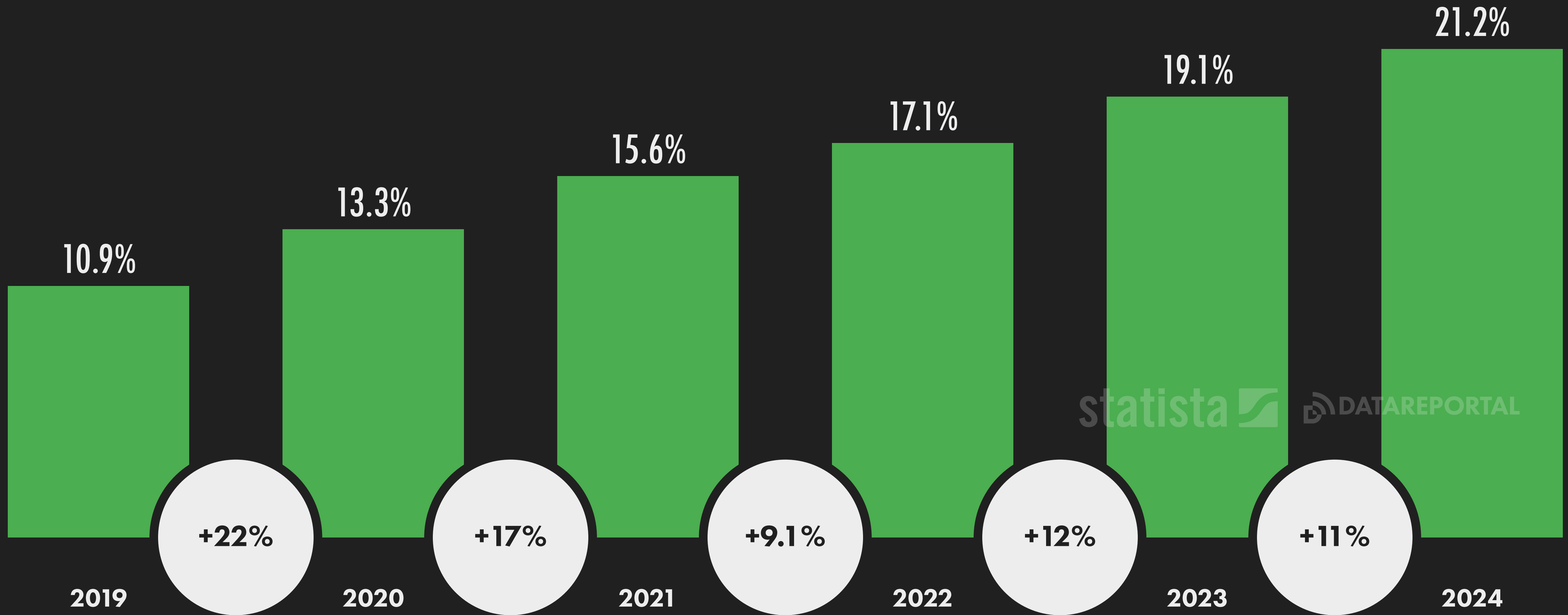
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# SHARE OF DIGITAL AD SPEND: RETAIL PLATFORMS

REVENUES ASSOCIATED WITH ADVERTISING WITHIN ONLINE RETAIL PLATFORMS AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista | DATAREPORTAL

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2025

# SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON ONLINE SEARCH  
ADVERTISING (USD)



statista

**\$316.3**  
BILLION

YEAR-ON-YEAR CHANGE  
IN ONLINE SEARCH  
ADVERTISING SPEND



Meltwater

**+12.3%**  
**+\$35 BILLION**

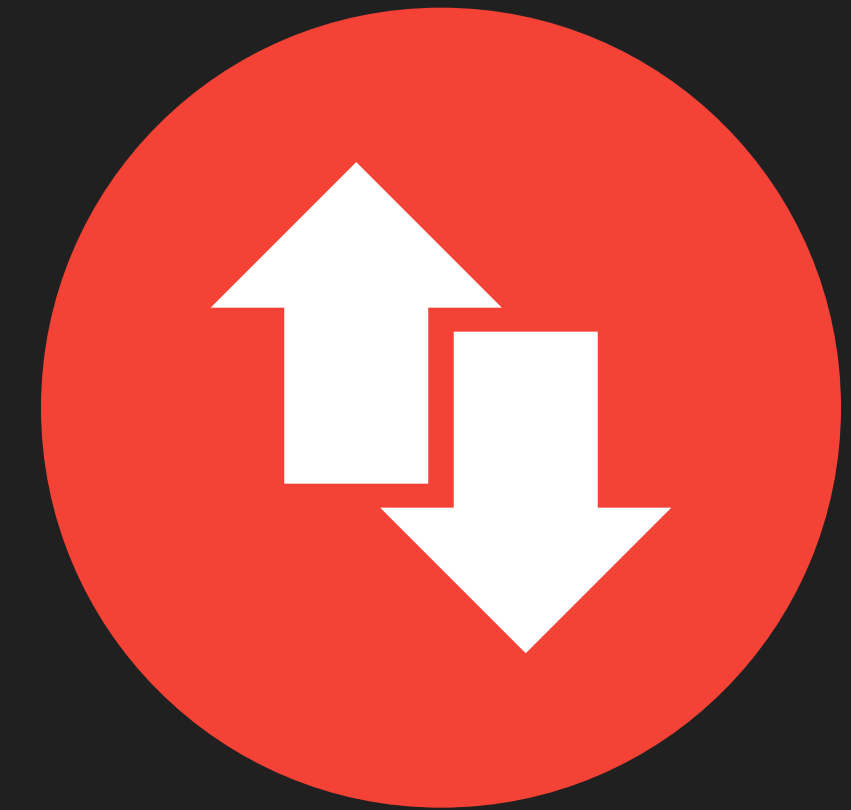
ONLINE SEARCH'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**40.0%**

YEAR-ON-YEAR CHANGE IN  
ONLINE SEARCH'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND

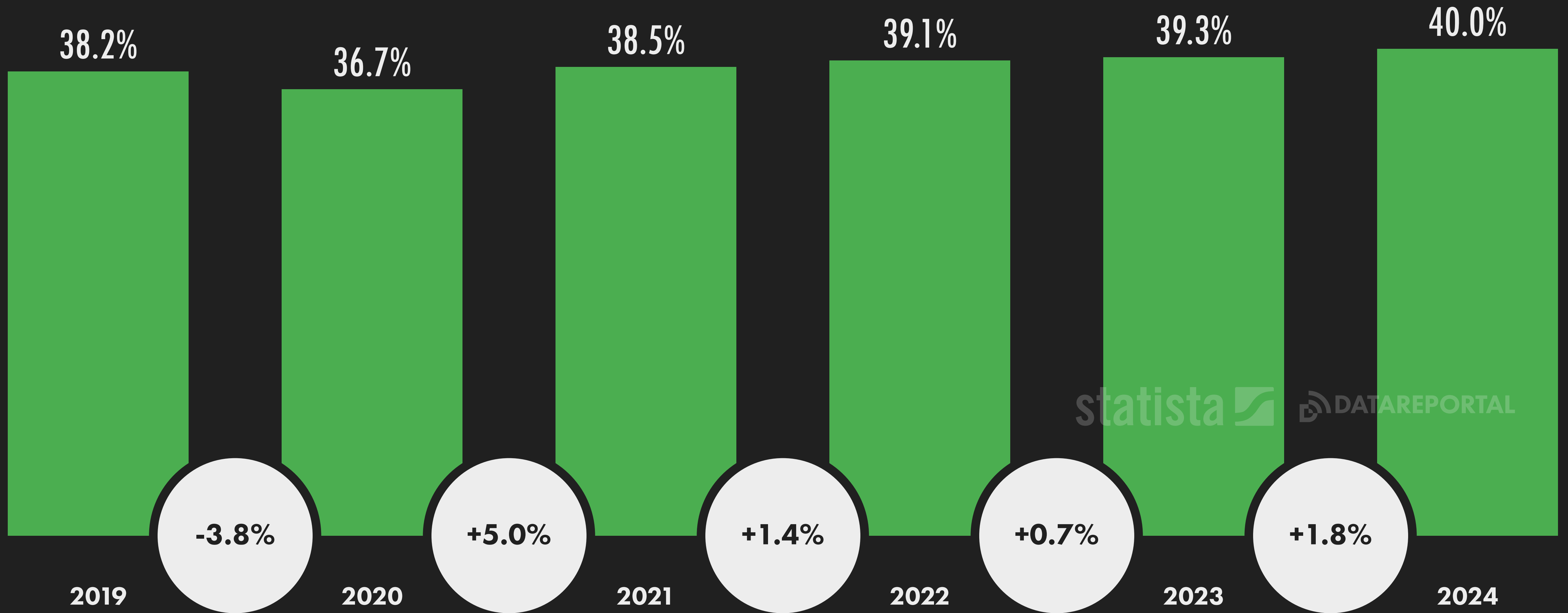


**+1.7%**  
**+66 BPS**

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# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES





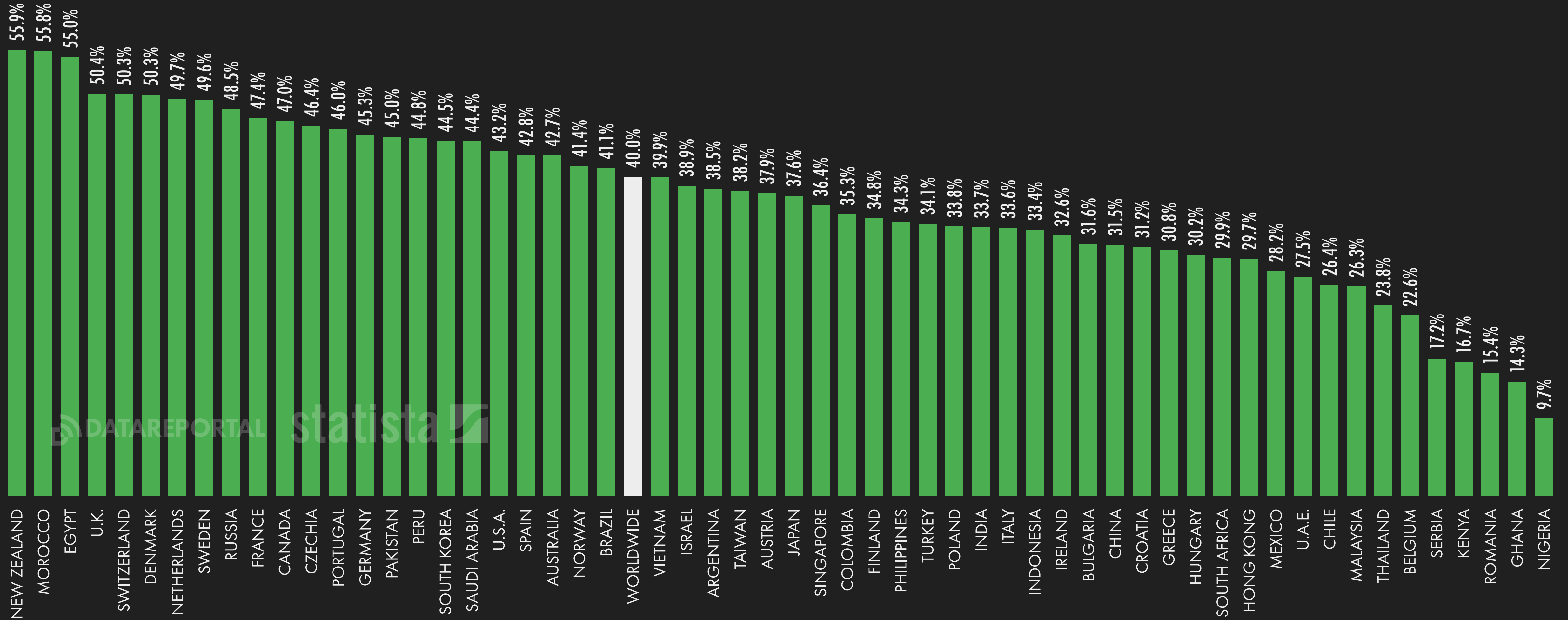
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# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



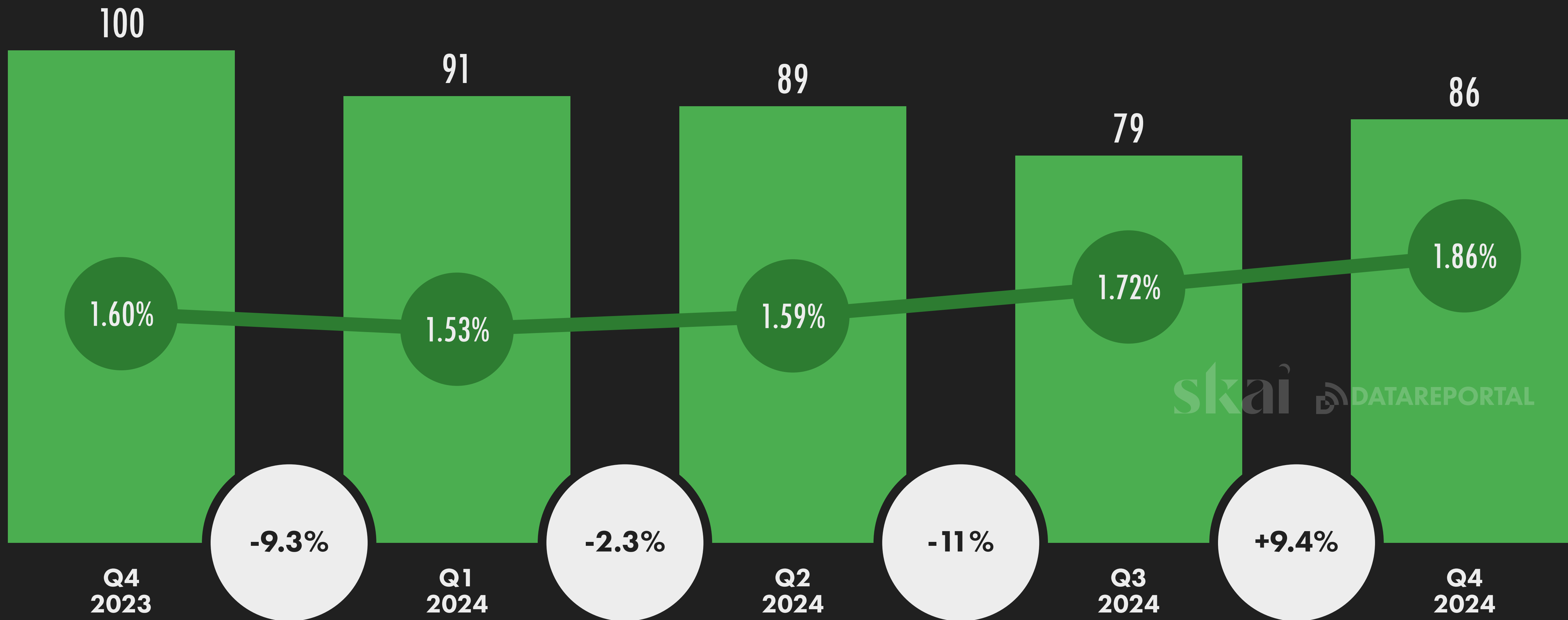
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# SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)



GLOBAL OVERVIEW



skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

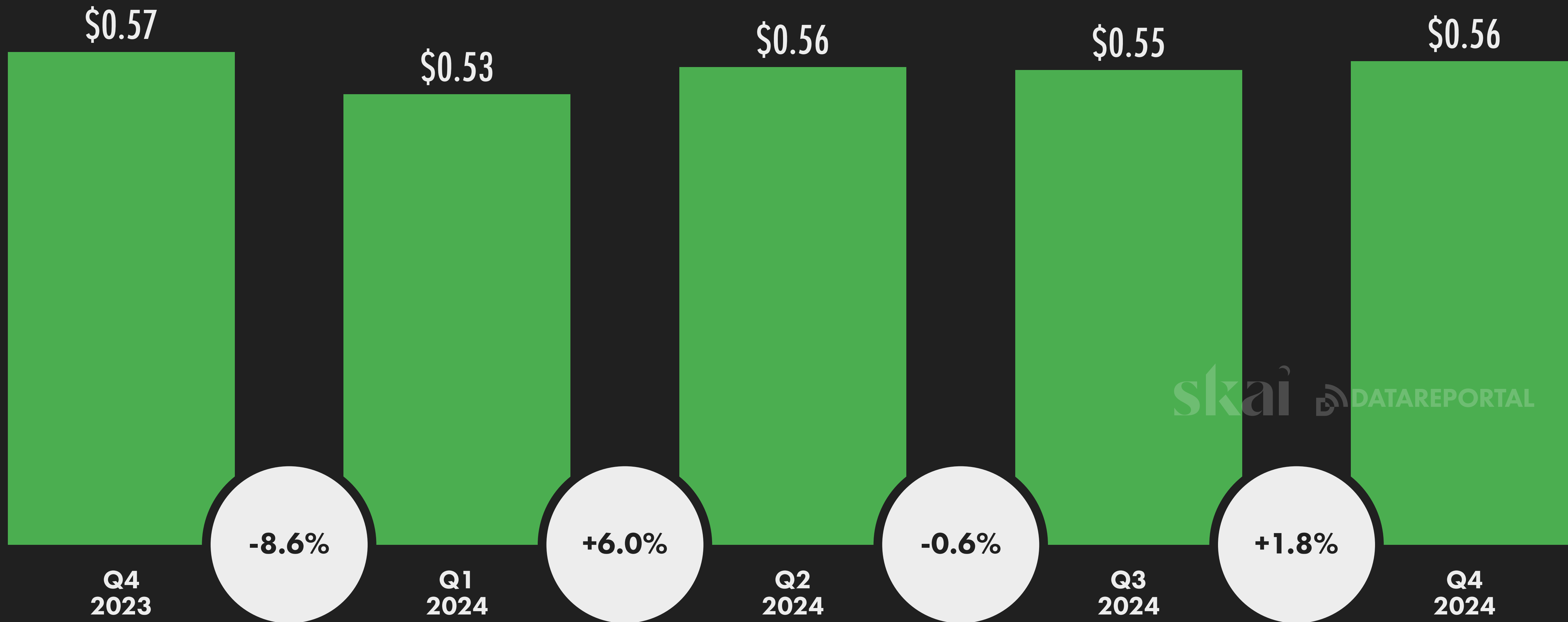
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# SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)



GLOBAL OVERVIEW



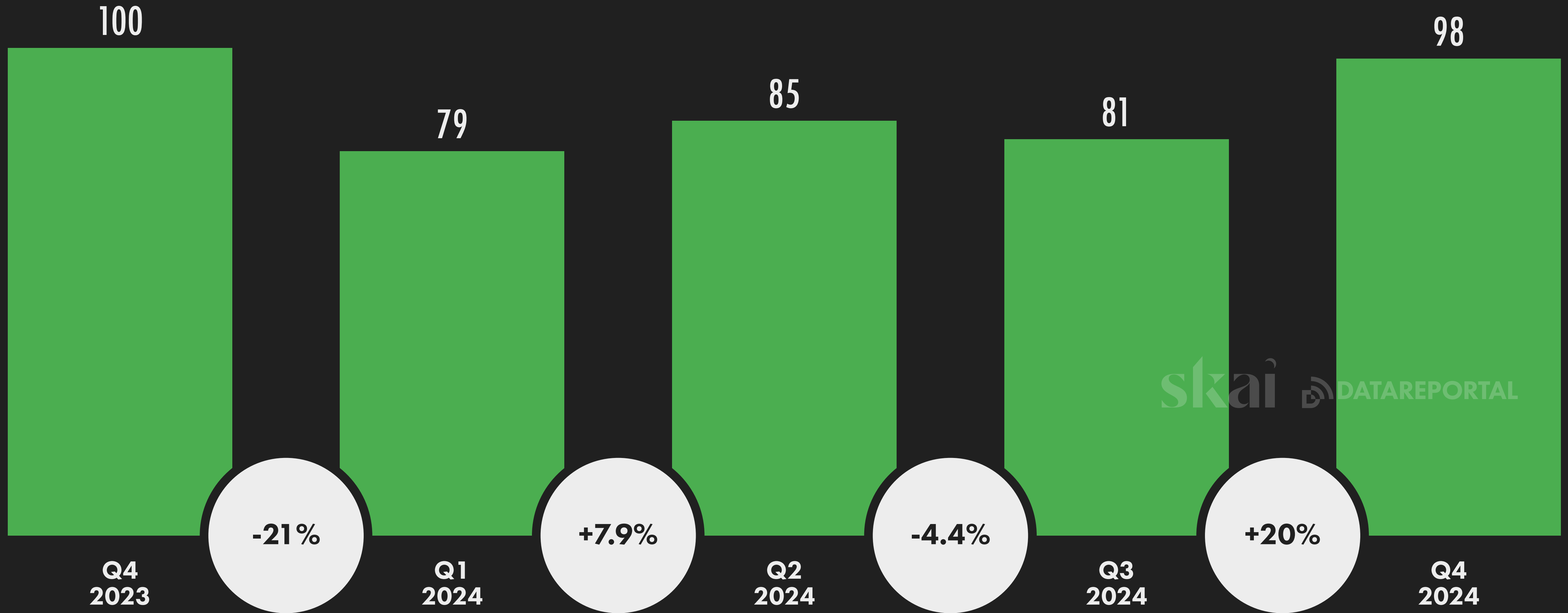
skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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# SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)



skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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# SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON SOCIAL MEDIA  
ADVERTISING (USD)



statista

**\$243.6**  
BILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA  
ADVERTISING SPEND



Meltwater

**+15.0%**  
**+\$32 BILLION**

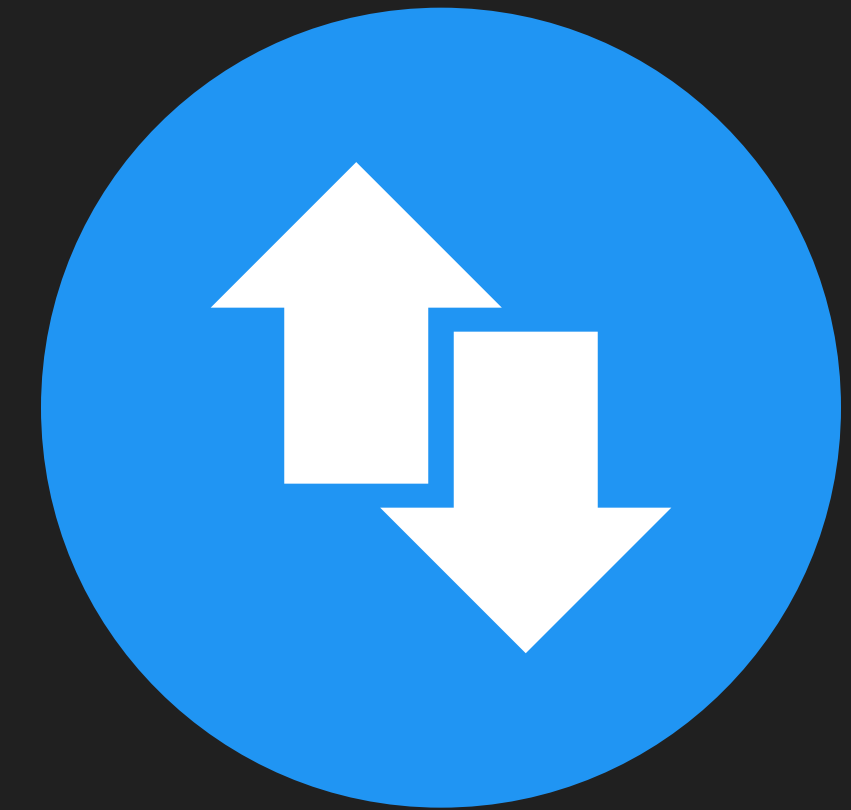
SOCIAL MEDIA'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**30.8%**

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA'S SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+4.2%**  
**+123 BPS**

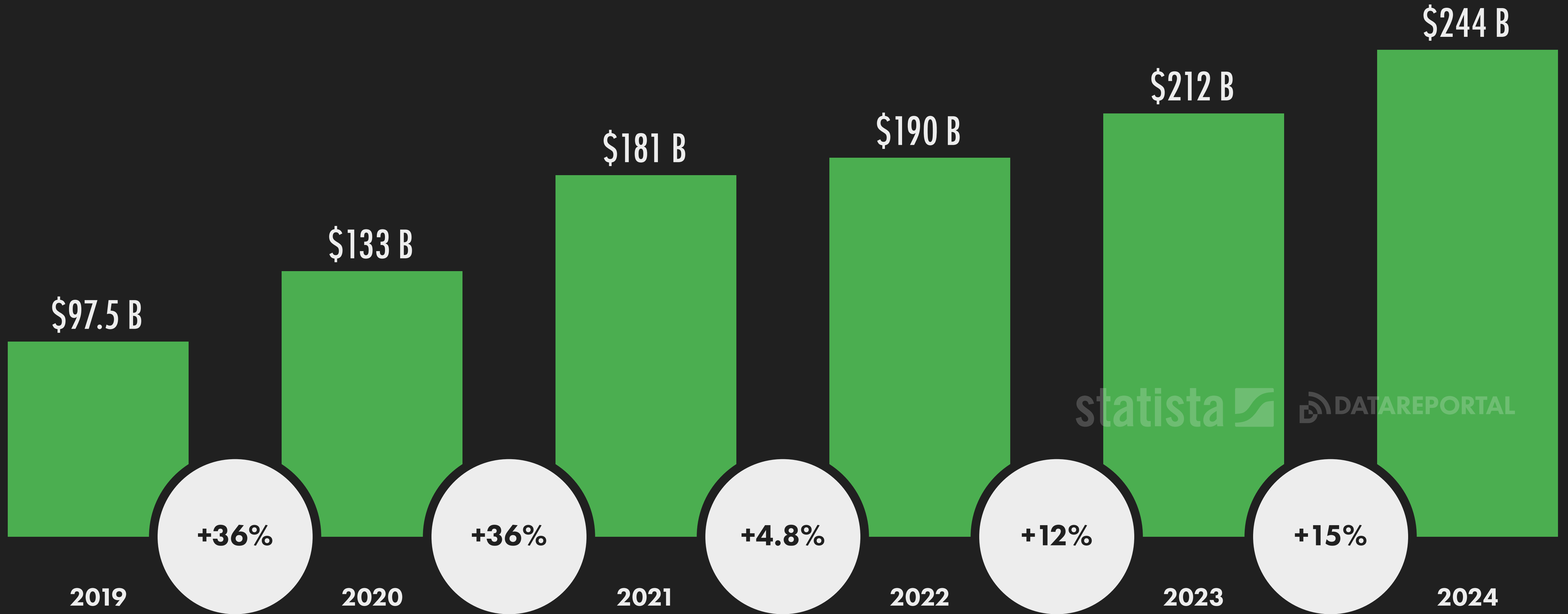
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# SOCIAL MEDIA ADVERTISING SPEND

ANNUAL WORLDWIDE SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS)



GLOBAL OVERVIEW



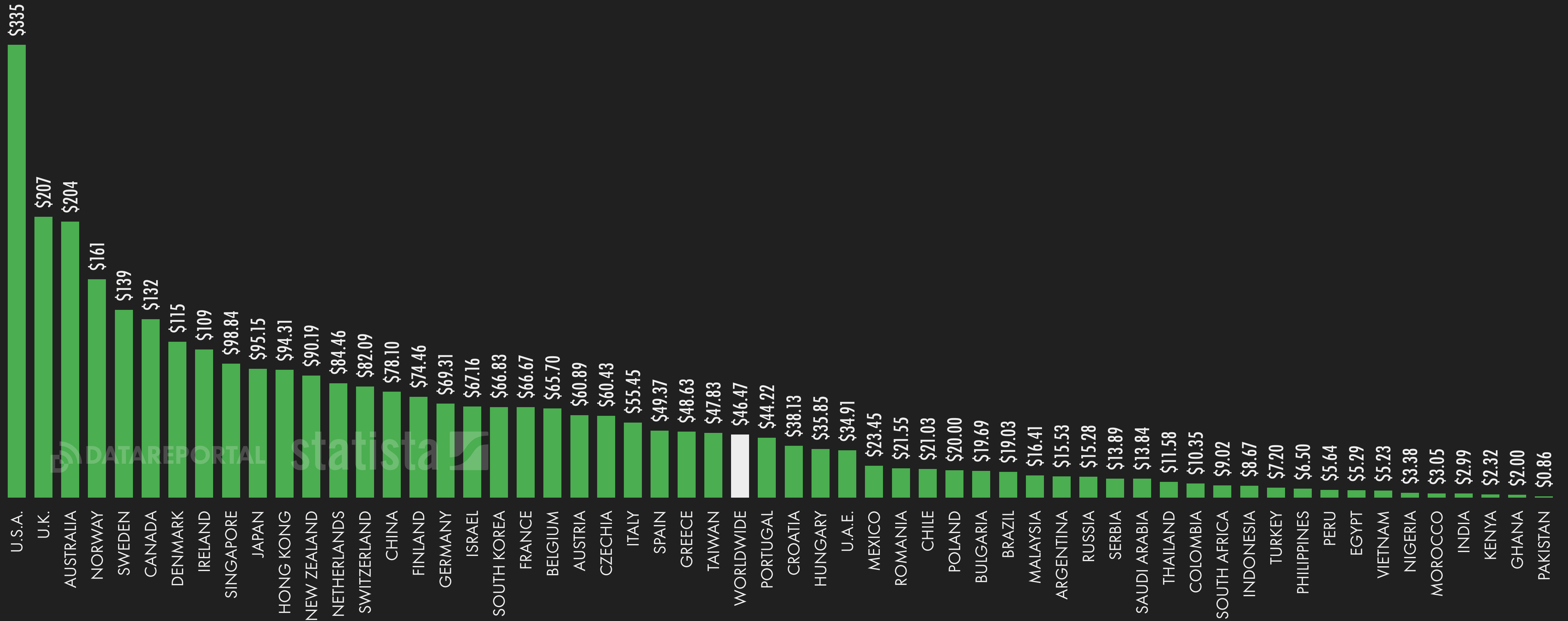
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# SOCIAL MEDIA AD SPEND PER ACTIVE USER

TOTAL SOCIAL MEDIA ADVERTISING REVENUE (IN U.S. DOLLARS) DIVIDED BY THE TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES



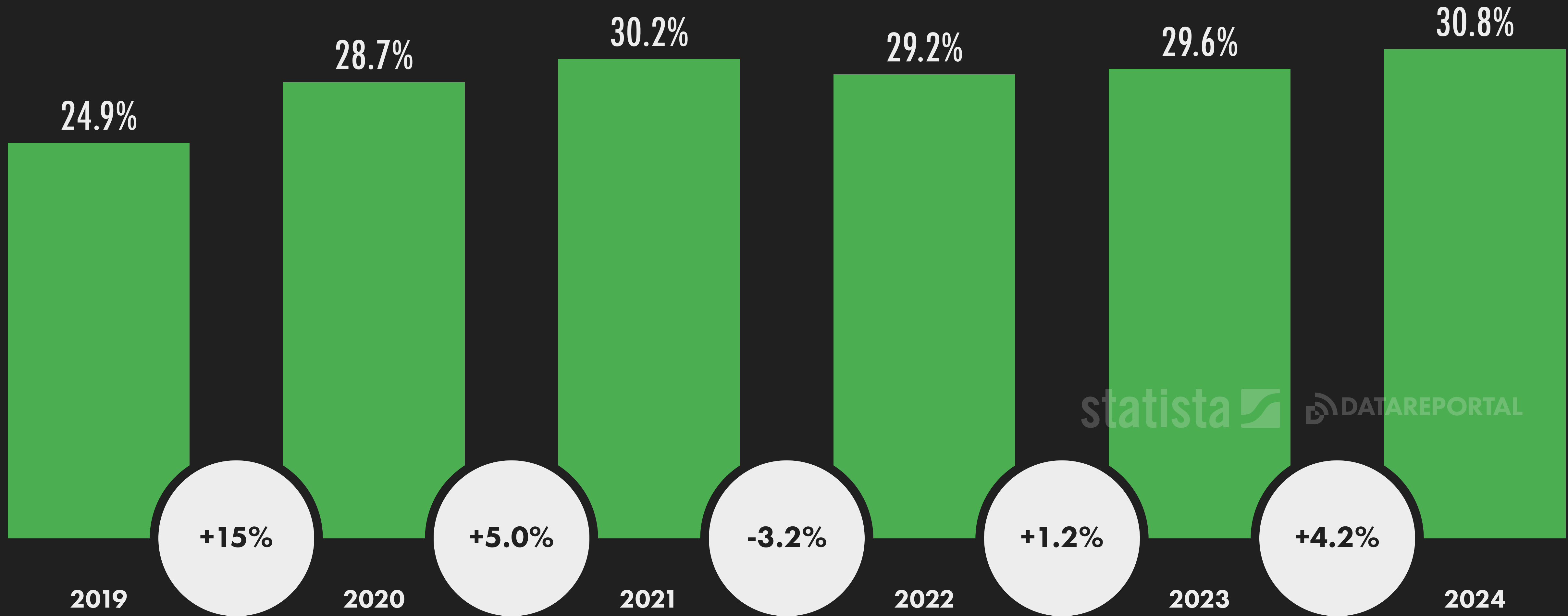
GLOBAL OVERVIEW



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# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES





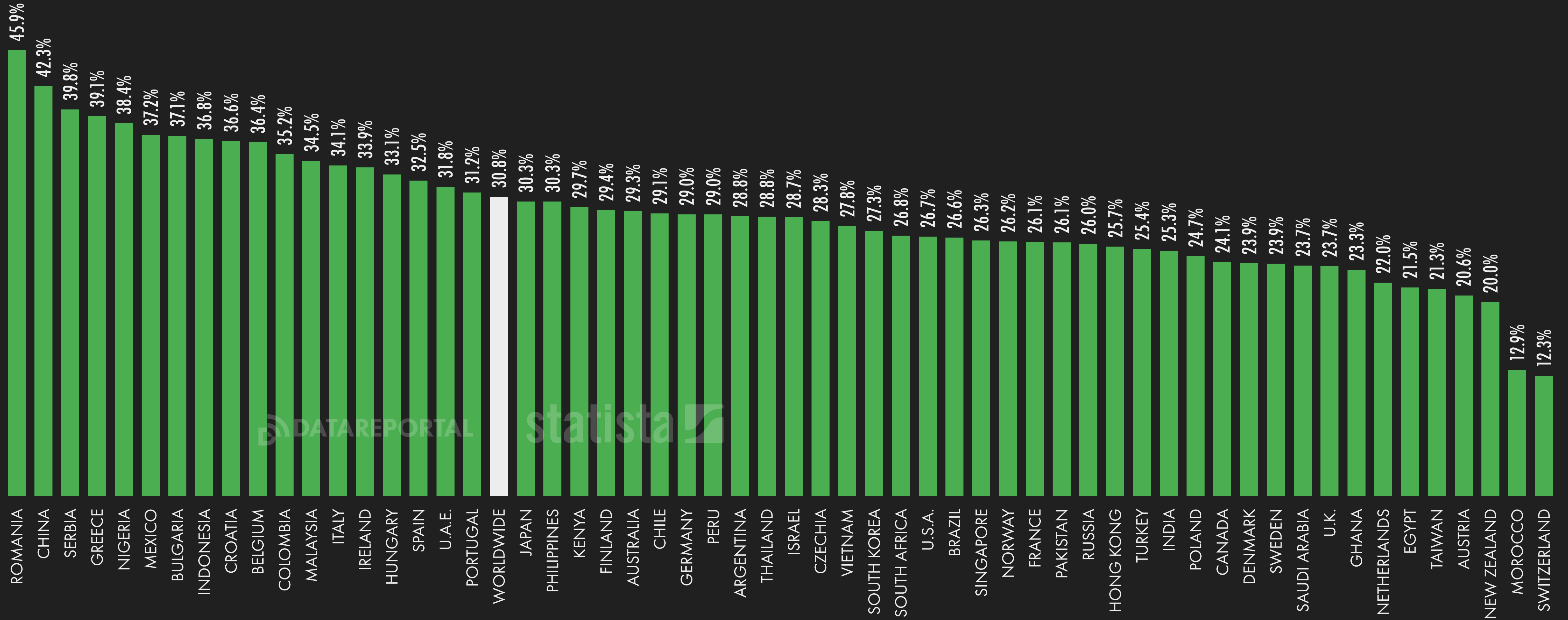
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# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



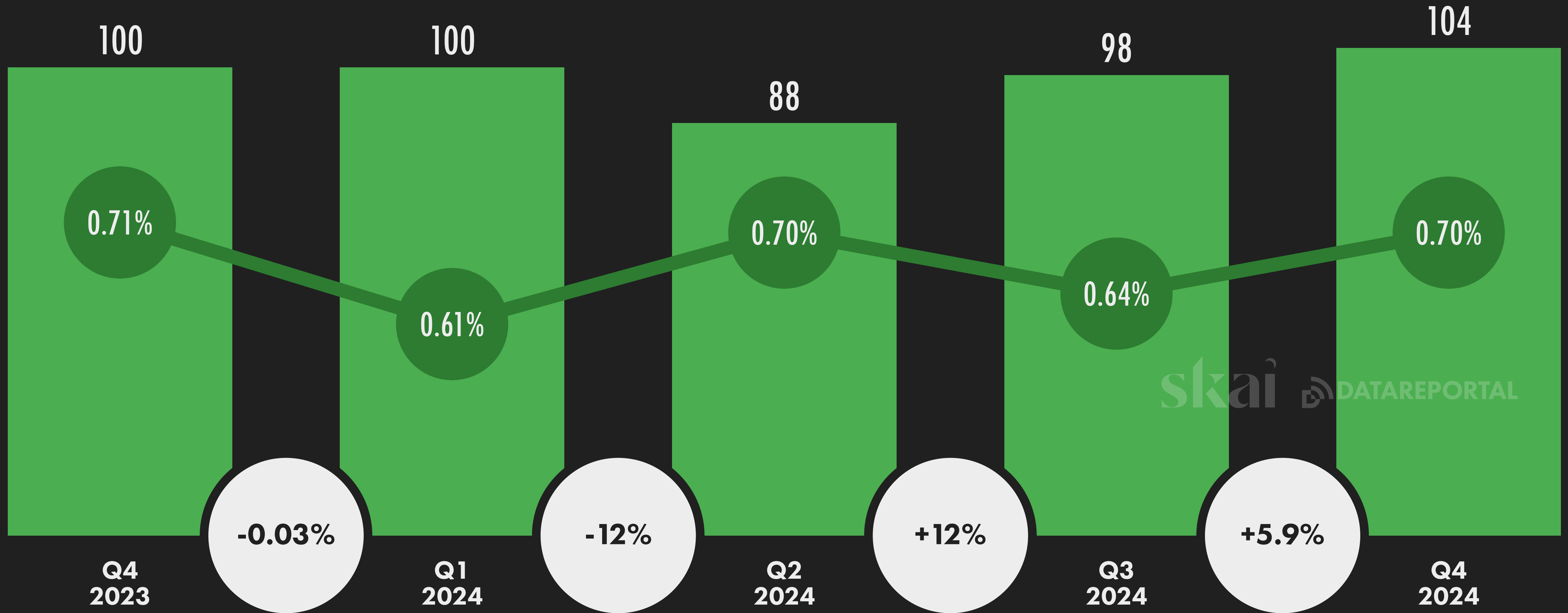
GLOBAL OVERVIEW



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# SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

600

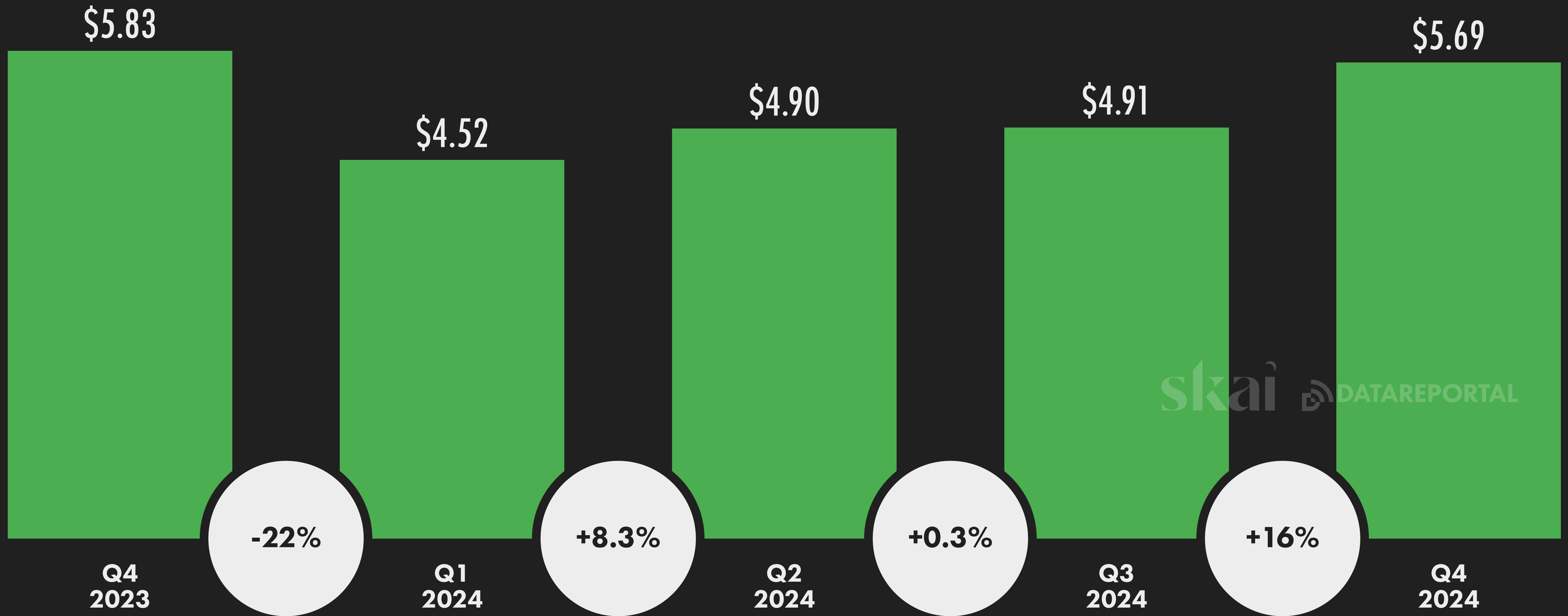
we  
are  
social

Meltwater

FEB  
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# SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

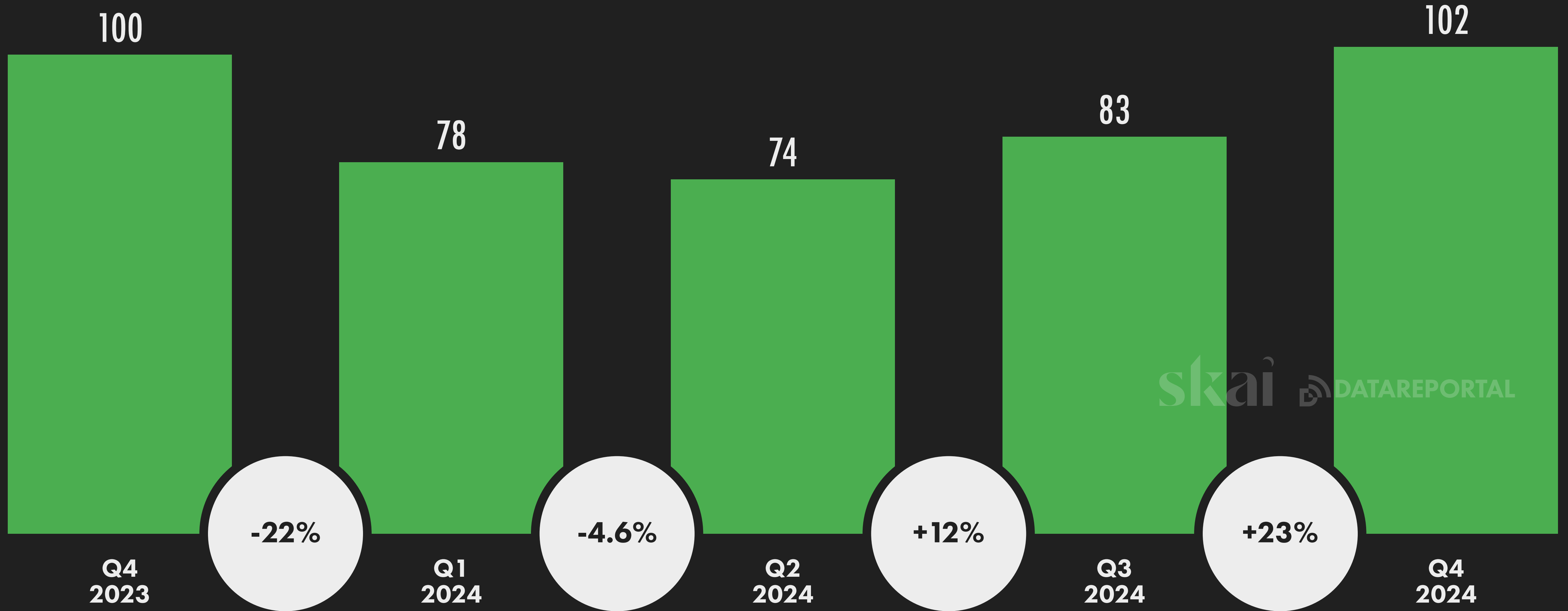


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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# SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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# INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON INFLUENCER  
ADVERTISING (USD)



statista

**\$35.09**  
BILLION

YEAR-ON-YEAR  
CHANGE IN INFLUENCER  
ADVERTISING SPEND



Meltwater

**+13.9%**  
**+\$4.3 BILLION**

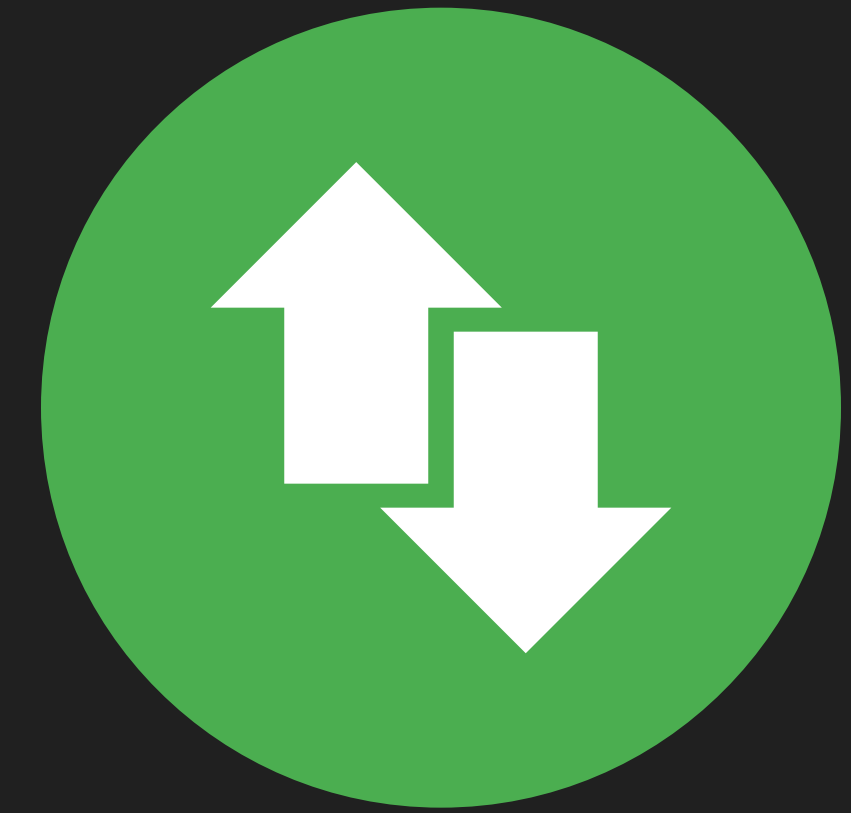
INFLUENCER ADVERTISING'S  
SHARE OF TOTAL  
DIGITAL AD SPEND



we  
are  
social

**4.4%**

YEAR-ON-YEAR CHANGE IN  
INFLUENCER ADVERTISING'S SHARE  
OF TOTAL DIGITAL AD SPEND



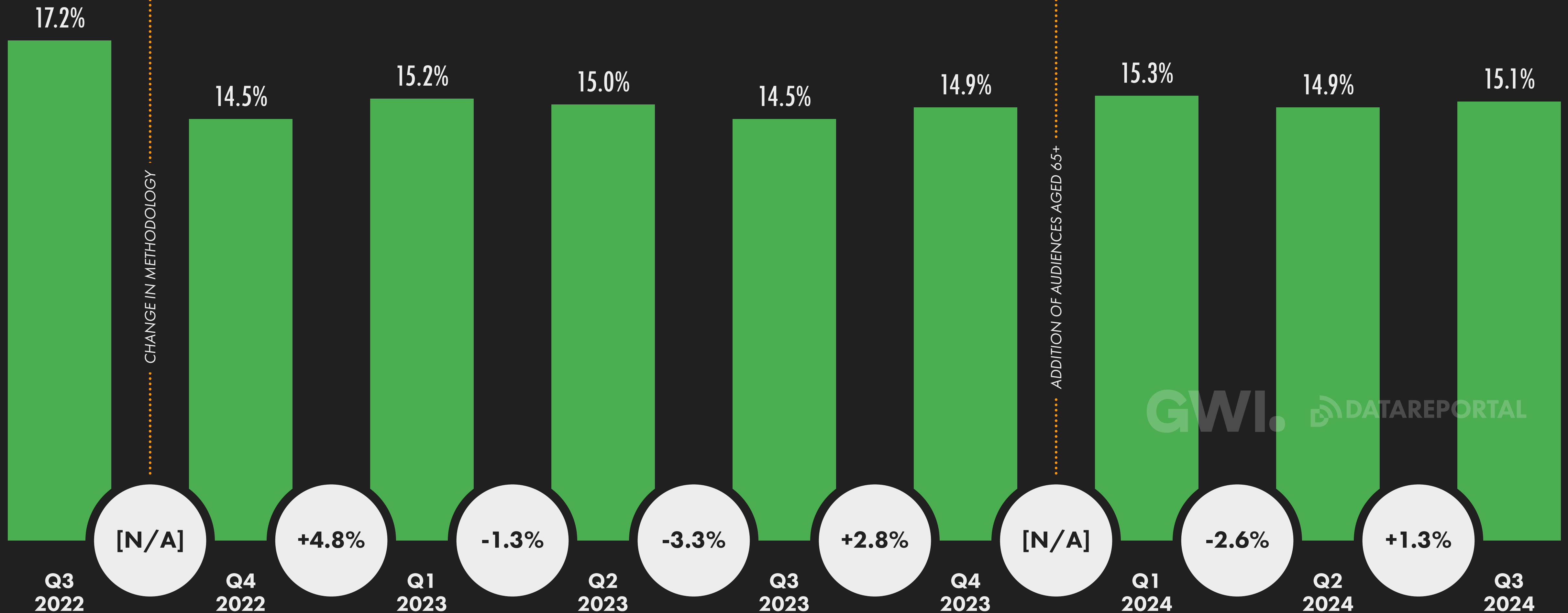
**+3.1%**  
**+13 BPS**

**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GWIDATAREPORTAL

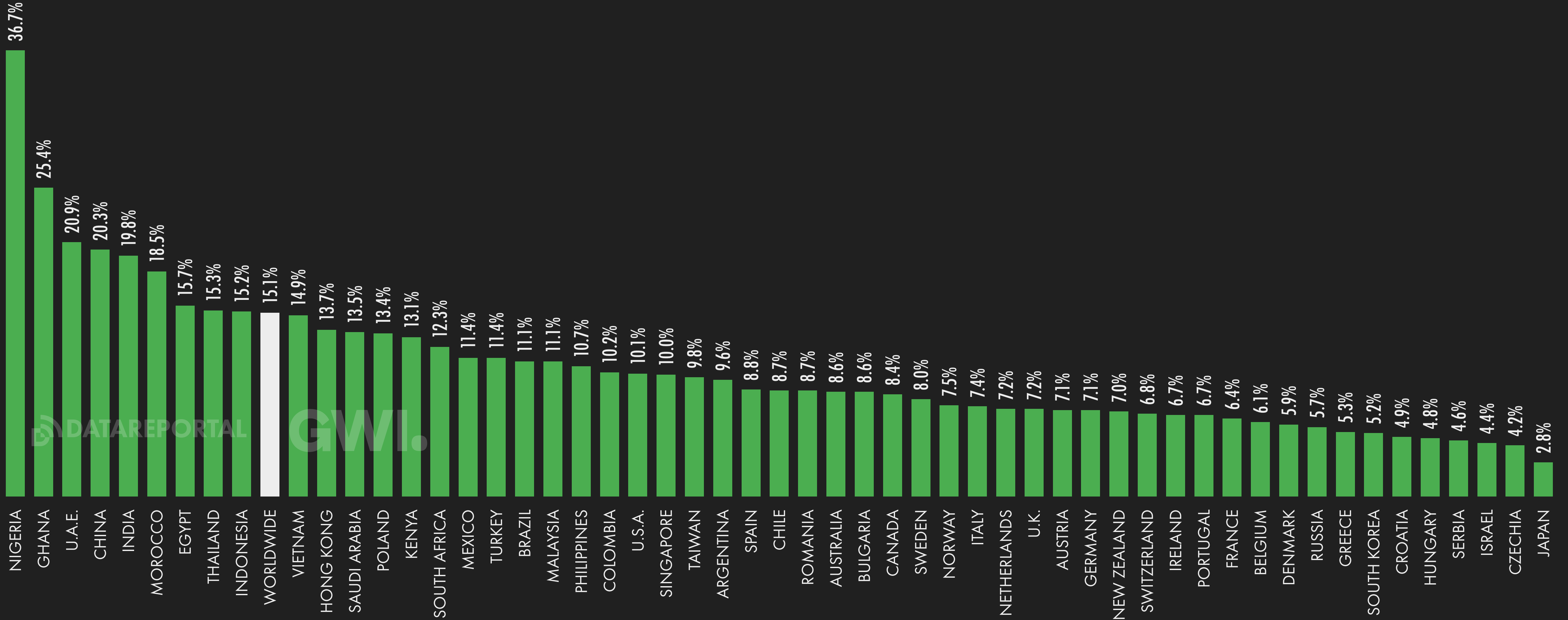
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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GLOBAL OVERVIEW



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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GLOBAL OVERVIEW



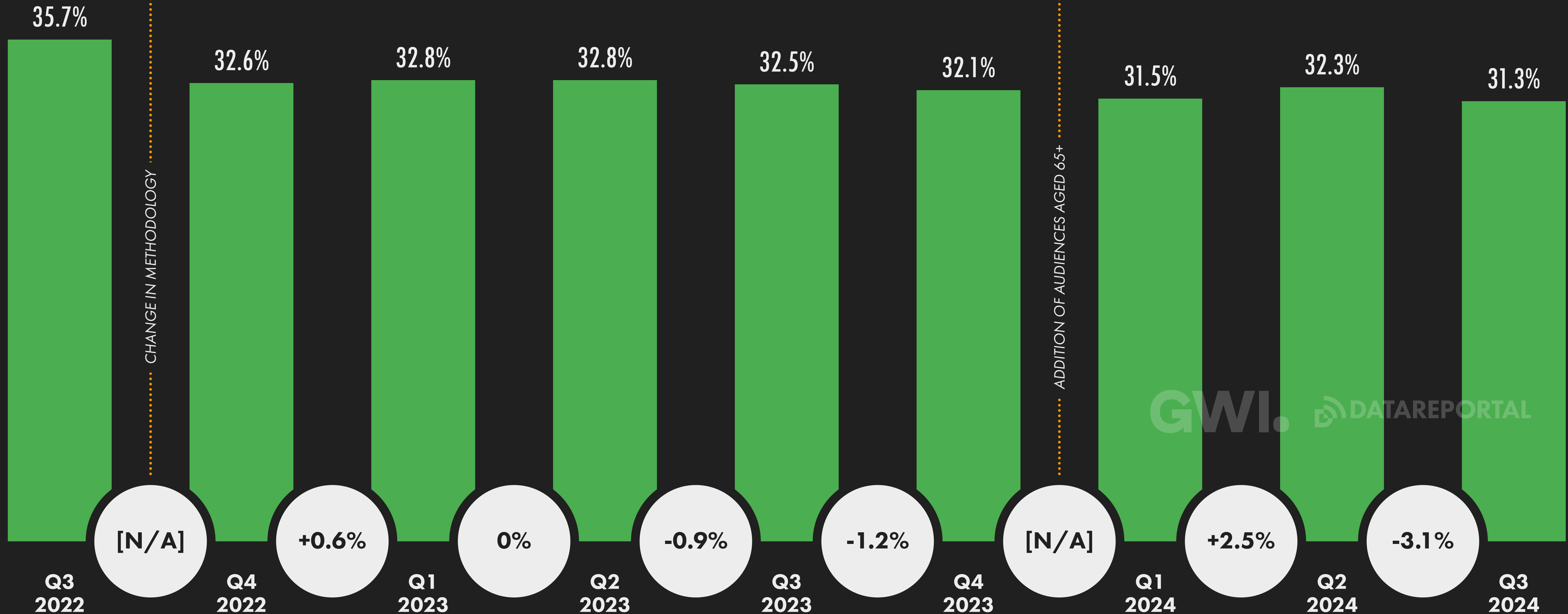
DATA REPORTAL GWI



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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



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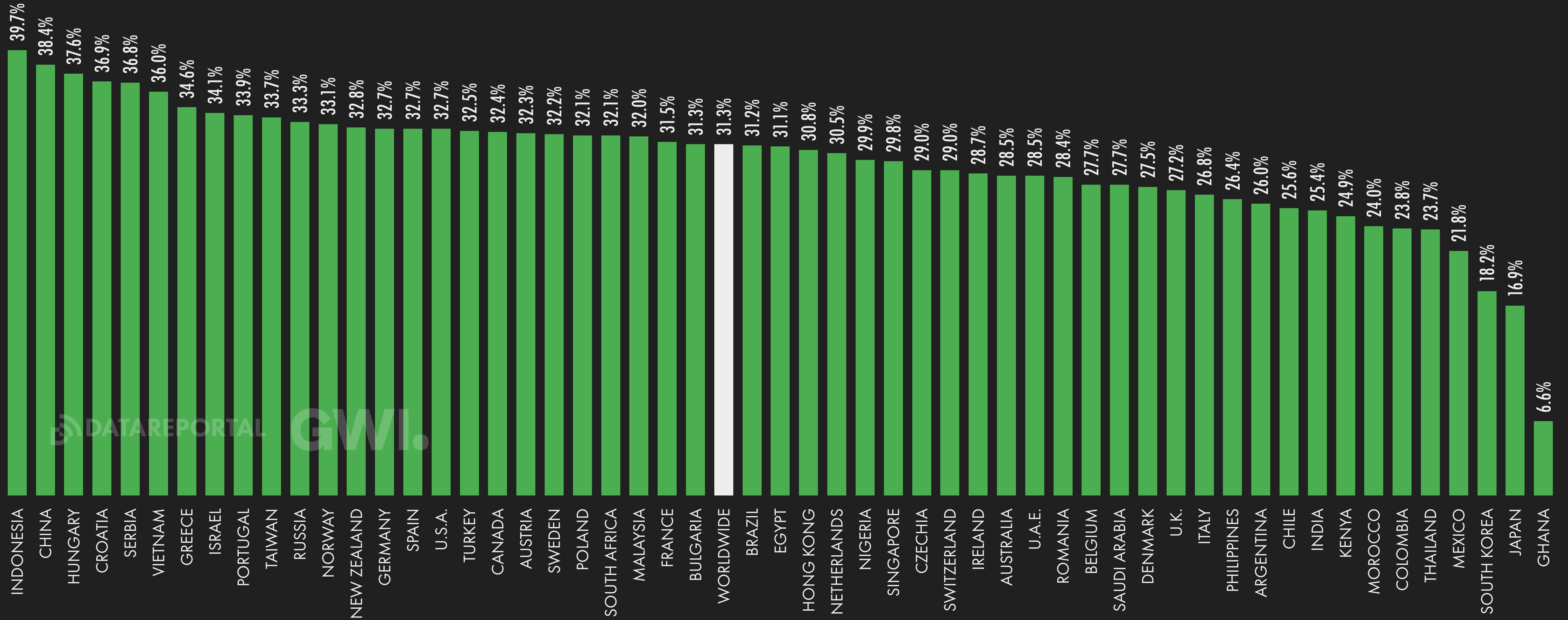
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GLOBAL OVERVIEW



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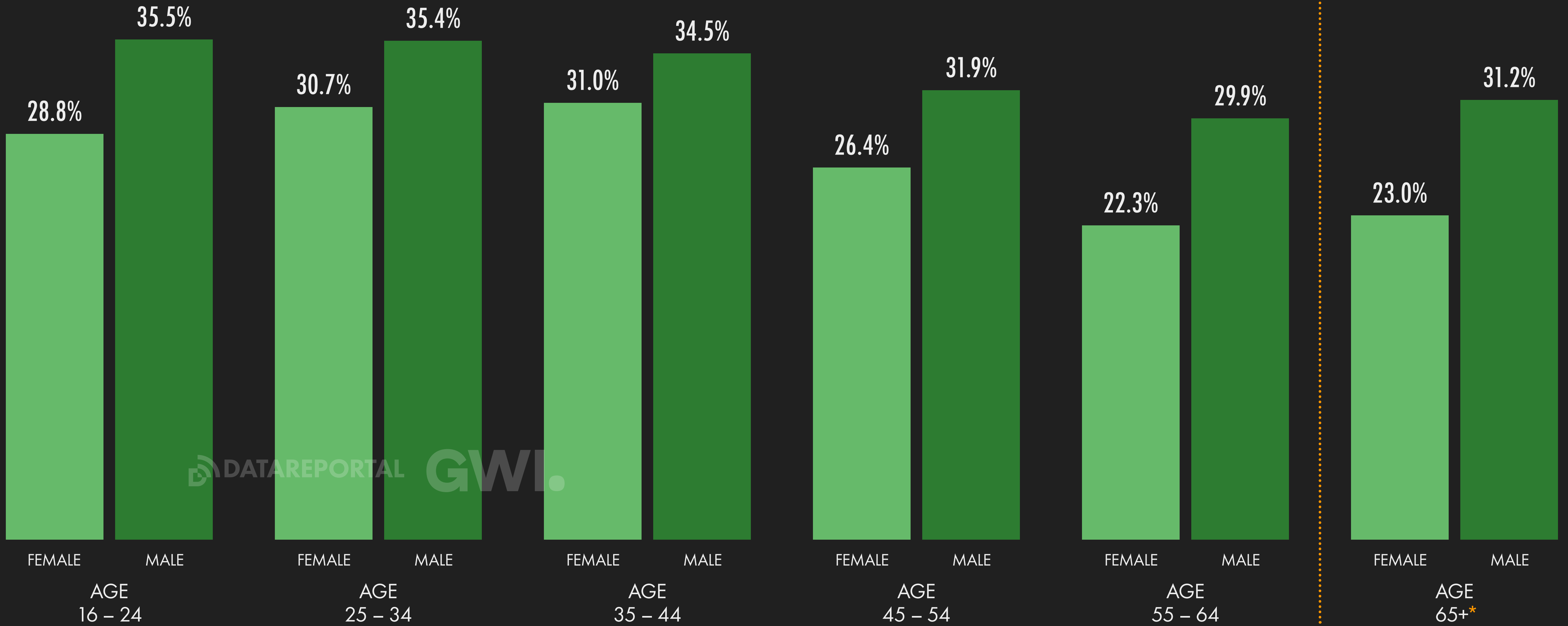
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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



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# REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16+ WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW

THERE ARE TOO MANY ADS

64.4%

ADS GET IN THE WAY

55.2%

TO PROTECT MY PRIVACY

40.2%

ADS AREN'T RELEVANT TO ME

39.9%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

38.2%

TO IMPROVE DEVICE PERFORMANCE

31.1%

TO STOP COMPANIES COLLECTING DATA ABOUT ME

24.9%

DATA REPORTAL GWI.

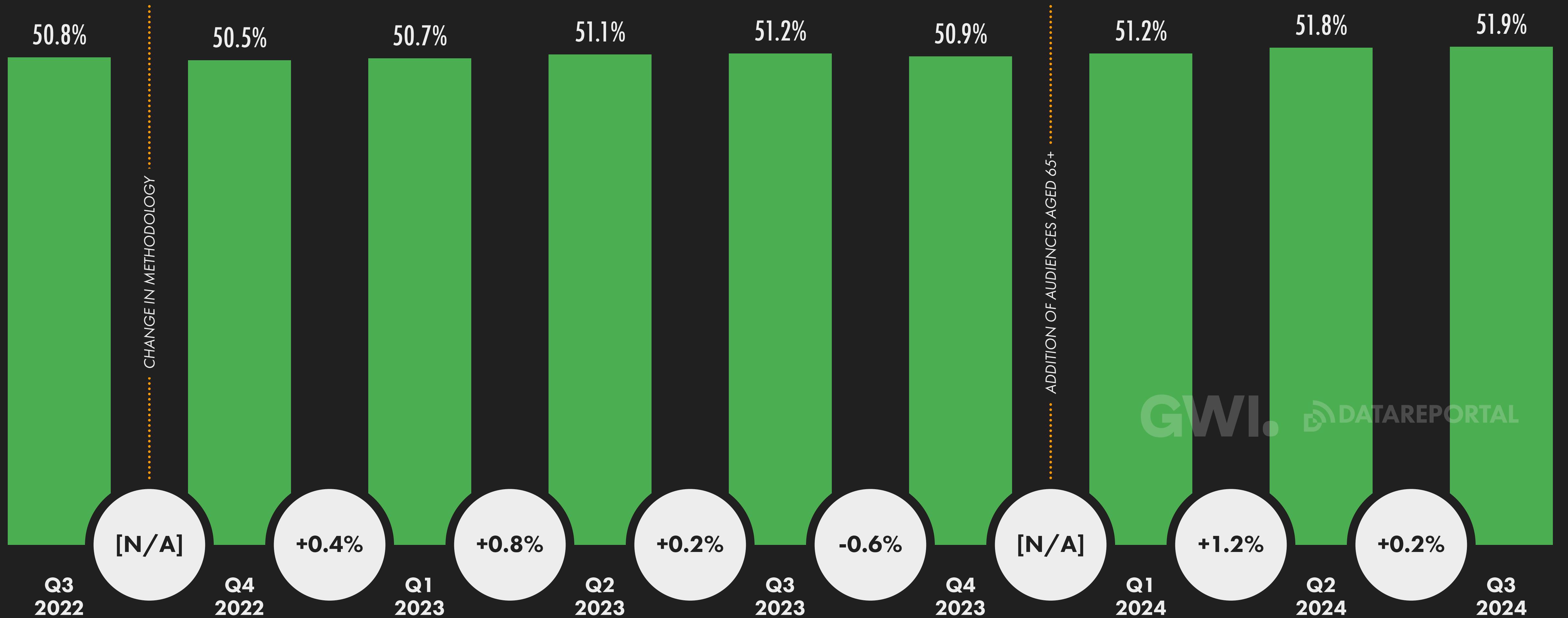
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



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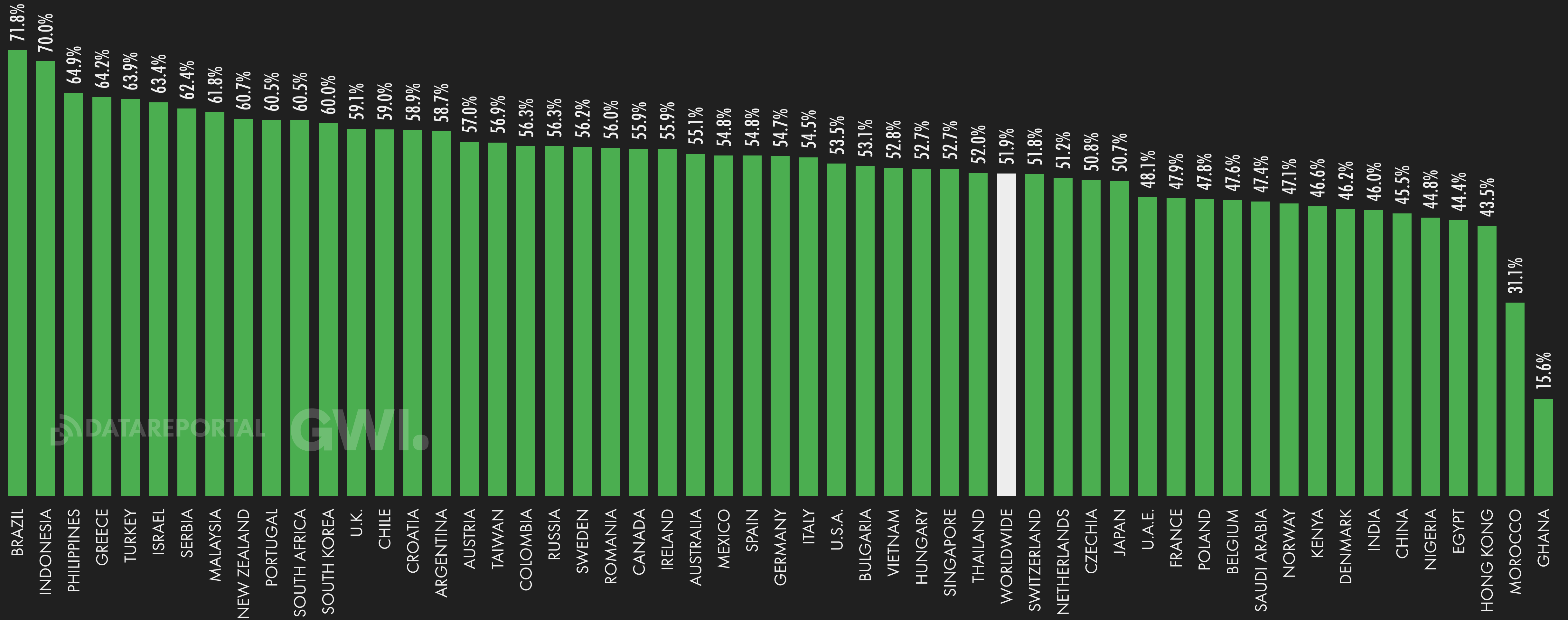
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GLOBAL OVERVIEW



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GLOBAL OVERVIEW



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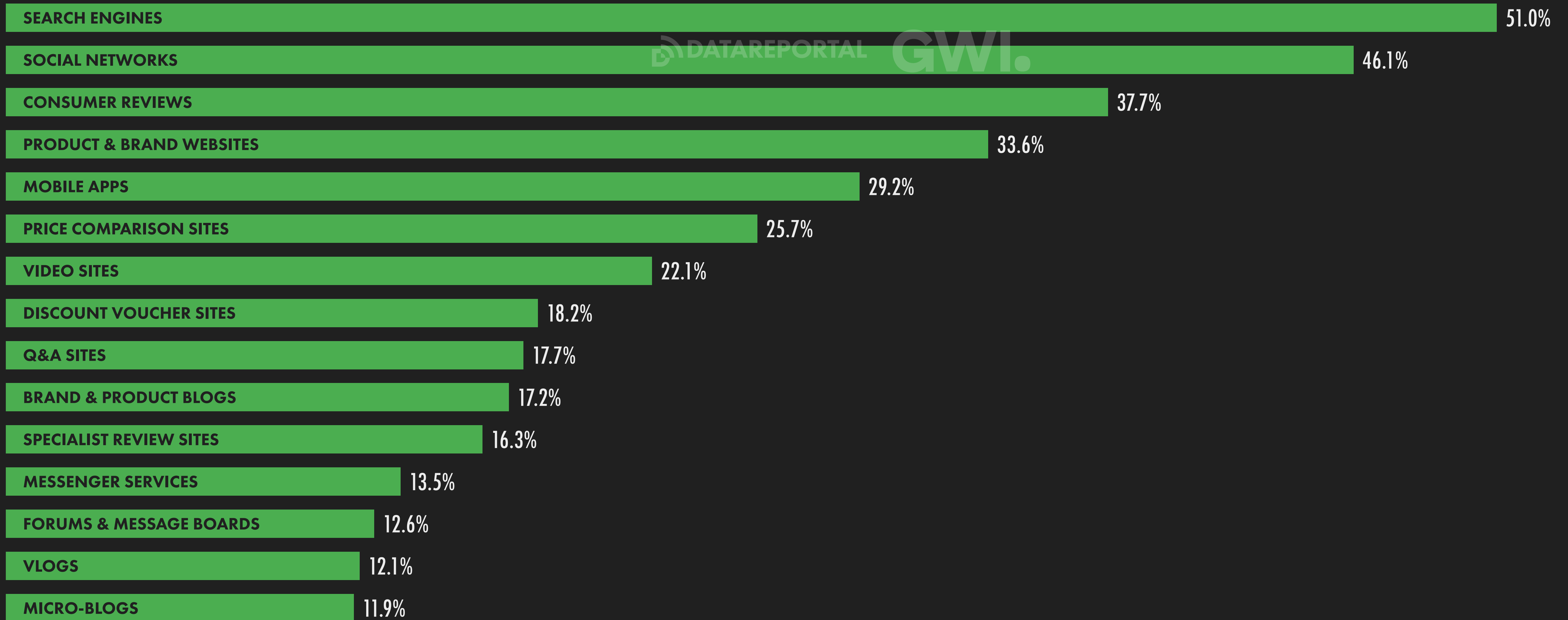
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# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



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# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF **INTERNET USERS** WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
SOCIAL NETWORKS 51.6%	SOCIAL NETWORKS 50.8%	SEARCH ENGINES 51.9%	SEARCH ENGINES 56.1%	SEARCH ENGINES 57.7%	SEARCH ENGINES 68.2%
SEARCH ENGINES 44.4%	SEARCH ENGINES 47.5%	SOCIAL NETWORKS 47.7%	SOCIAL NETWORKS 42.9%	CONSUMER REVIEWS 41.9%	PRODUCT & BRAND WEBSITES 46.1%
MOBILE APPS 34.2%	CONSUMER REVIEWS 35.9%	CONSUMER REVIEWS 39.2%	CONSUMER REVIEWS 39.9%	PRODUCT & BRAND WEBSITES 37.6%	CONSUMER REVIEWS 43.0%
CONSUMER REVIEWS 33.6%	MOBILE APPS 32.0%	PRODUCT & BRAND WEBSITES 35.1%	PRODUCT & BRAND WEBSITES 35.9%	SOCIAL NETWORKS 36.3%	PRICE COMPARISON SITES 28.8%
PRODUCT & BRAND WEBSITES 29.0%	PRODUCT & BRAND WEBSITES 31.3%	MOBILE APPS 29.4%	PRICE COMPARISON SITES 29.0%	PRICE COMPARISON SITES 31.1%	SPECIALIST REVIEW SITES 15.5%
VIDEO SITES 25.7%	VIDEO SITES 24.5%	PRICE COMPARISON SITES 27.0%	MOBILE APPS 26.3%	MOBILE APPS 22.8%	SOCIAL NETWORKS 13.3%
PRICE COMPARISON SITES 21.2%	PRICE COMPARISON SITES 23.5%	VIDEO SITES 23.2%	VIDEO SITES 19.4%	SPECIALIST REVIEW SITES 18.1%	Q&A SITES 12.9%
Q&A SITES 19.1%	BRAND & PRODUCT BLOGS 18.9%	DISCOUNT VOUCHER SITES 19.2%	DISCOUNT VOUCHER SITES 18.1%	VIDEO SITES 16.5%	DISCOUNT VOUCHER SITES 12.8%
DISCOUNT VOUCHER SITES 18.6%	DISCOUNT VOUCHER SITES 18.5%	BRAND & PRODUCT BLOGS 19.0%	SPECIALIST REVIEW SITES 17.7%	DISCOUNT VOUCHER SITES 16.3%	MOBILE APPS 9.5%
BRAND & PRODUCT BLOGS 18.2%	Q&A SITES 17.9%	Q&A SITES 18.2%	Q&A SITES 17.2%	Q&A SITES 15.3%	BRAND & PRODUCT BLOGS 6.2%

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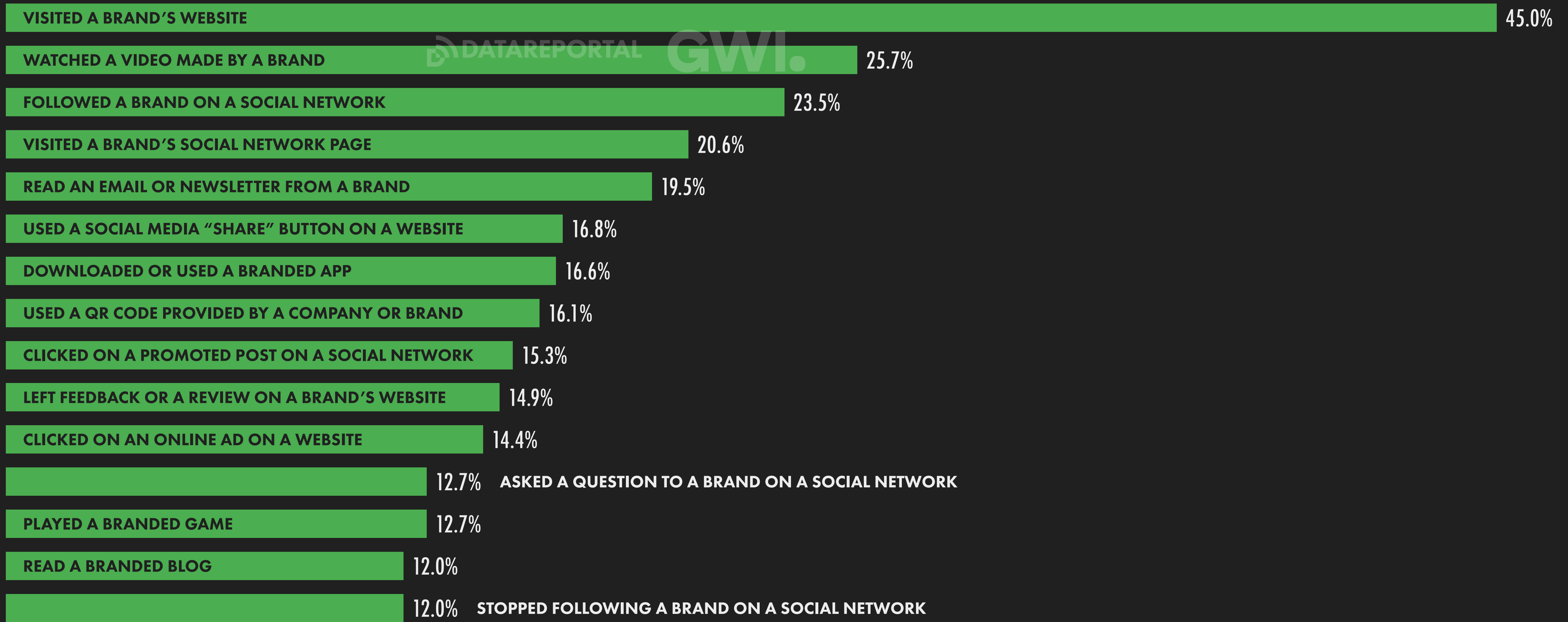
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# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGED IN EACH ACTION IN THE PAST MONTH



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# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS WHO ENGAGED IN EACH BRAND-RELATED ACTION IN THE PAST MONTH



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
VISITED A BRAND'S WEBSITE 45.4%	VISITED A BRAND'S WEBSITE 43.5%	VISITED A BRAND'S WEBSITE 44.9%	VISITED A BRAND'S WEBSITE 43.5%	VISITED A BRAND'S WEBSITE 45.3%	VISITED A BRAND'S WEBSITE 59.8%
WATCHED A VIDEO MADE BY A BRAND 27.2%	WATCHED A VIDEO MADE BY A BRAND 26.8%	WATCHED A VIDEO MADE BY A BRAND 27.0%	WATCHED A VIDEO MADE BY A BRAND 24.9%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 24.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 33.0%
FOLLOWED A BRAND ON A SOCIAL NETWORK 24.9%	FOLLOWED A BRAND ON A SOCIAL NETWORK 26.1%	FOLLOWED A BRAND ON A SOCIAL NETWORK 25.1%	FOLLOWED A BRAND ON A SOCIAL NETWORK 22.3%	WATCHED A VIDEO MADE BY A BRAND 22.5%	WATCHED A VIDEO MADE BY A BRAND 14.1%
DOWNLOADED OR USED A BRANDED APP 21.3%	VISITED A BRAND'S SOCIAL NETWORK PAGE 21.9%	VISITED A BRAND'S SOCIAL NETWORK PAGE 22.5%	VISITED A BRAND'S SOCIAL NETWORK PAGE 21.0%	FOLLOWED A BRAND ON A SOCIAL NETWORK 18.7%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 12.6%
VISITED A BRAND'S SOCIAL NETWORK PAGE 20.8%	DOWNLOADED OR USED A BRANDED APP 18.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 18.5%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 20.9%	VISITED A BRAND'S SOCIAL NETWORK PAGE 17.7%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 10.7%
USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 18.2%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 17.5%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 17.7%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 16.3%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.6%	CLICKED ON AN AD ON A WEBSITE 10.3%
PLAYED A BRANDED GAME 17.7%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 17.5%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.9%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.4%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 14.3%	USED A COMPANY'S LIVE-CHAT SERVICE ON A WEBSITE 7.6%
READ AN EMAIL OR NEWS-LETTER FROM A BRAND 16.9%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.7%	DOWNLOADED OR USED A BRANDED APP 16.4%	CLICKED ON AN AD ON A WEBSITE 14.9%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 13.9%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 7.2%
CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.4%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 14.6%	CLICKED ON AN AD ON A WEBSITE 13.2%	FOLLOWED A BRAND ON A SOCIAL NETWORK 6.4%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.4%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 15.5%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 15.8%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 14.5%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 12.5%	DOWNLOADED OR USED A BRANDED APP 5.9%

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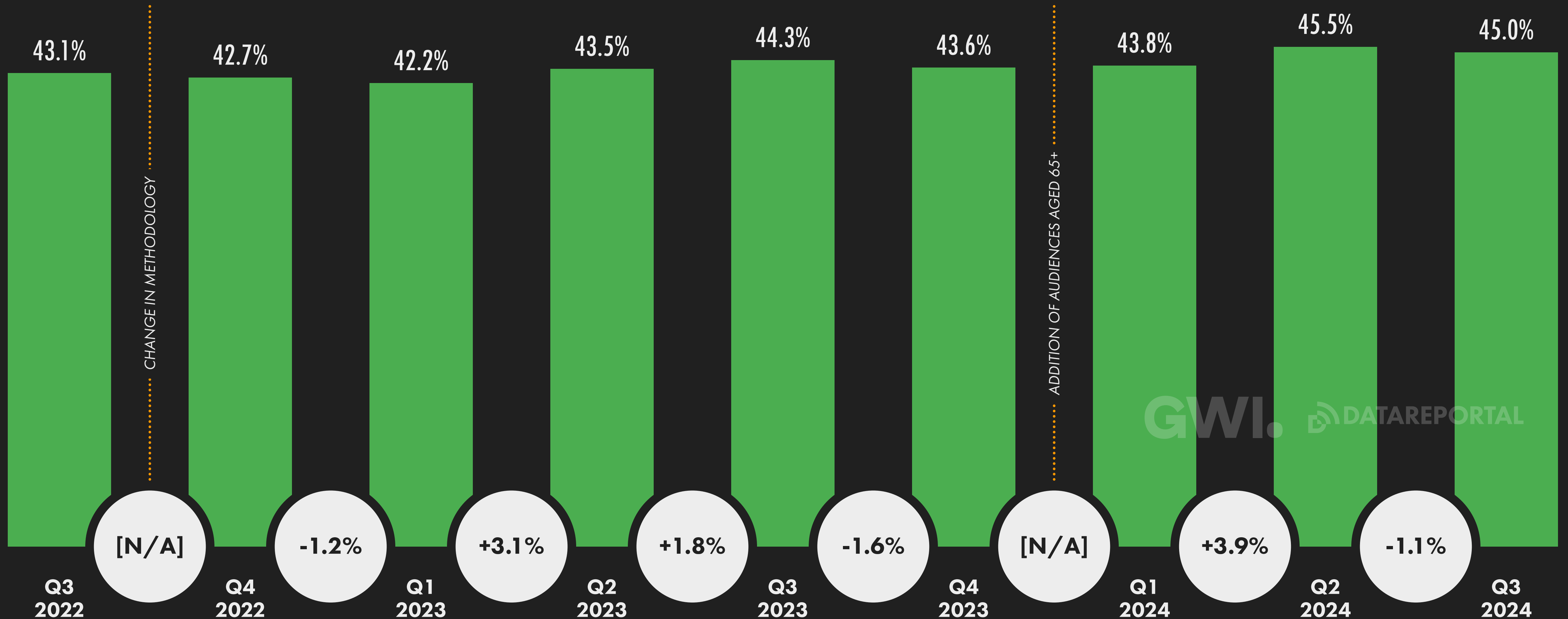
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# VISITING BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED A BRAND WEBSITE IN THE PAST MONTH



SOURCE: GWI (Q3 2024). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

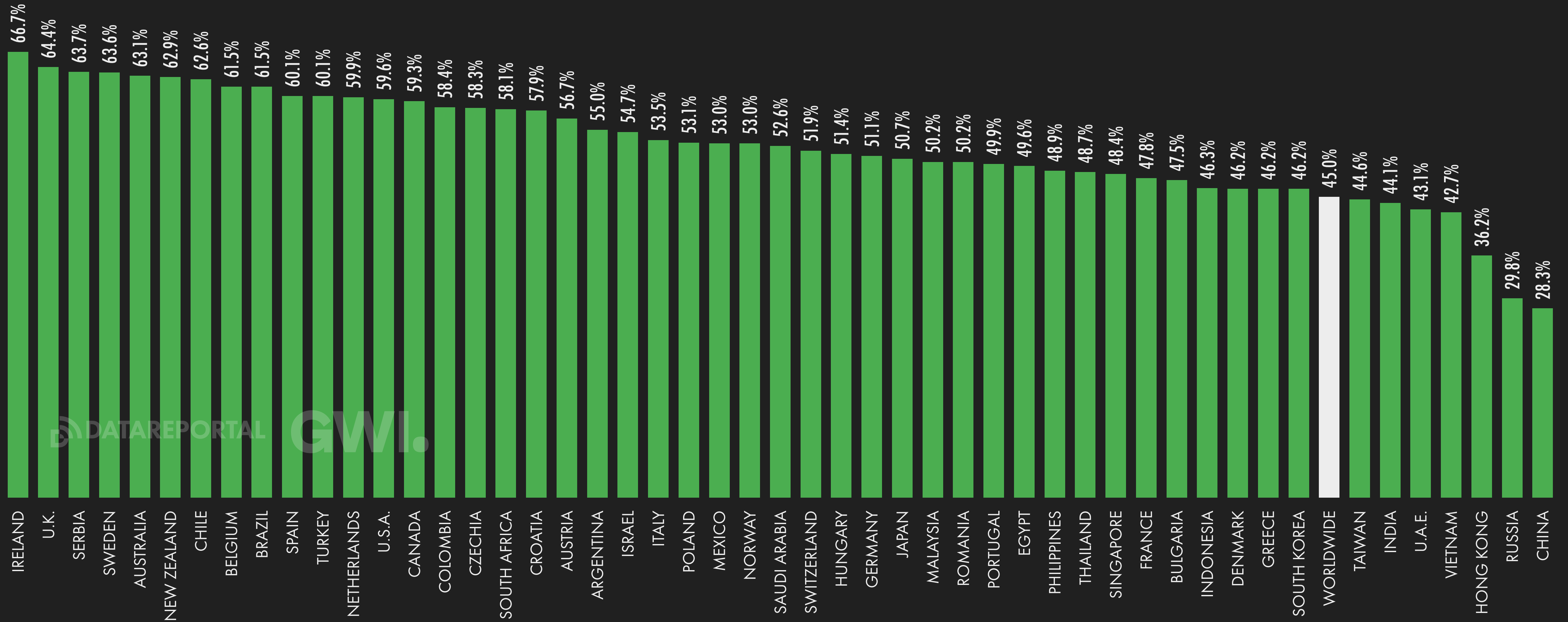
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PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED A BRAND WEBSITE IN THE PAST MONTH



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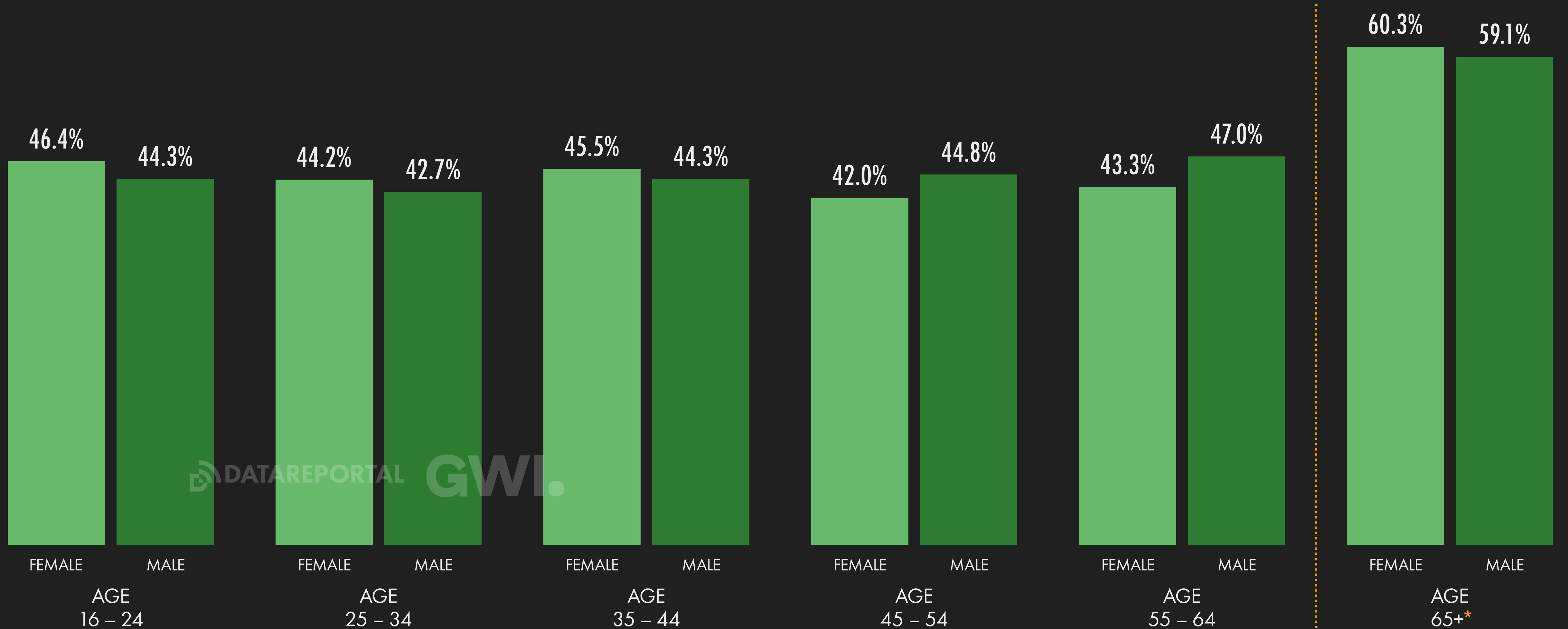
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PERCENTAGE OF INTERNET USERS WHO HAVE VISITED A BRAND WEBSITE IN THE PAST MONTH



GLOBAL OVERVIEW



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ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
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