

# DIGITAL 2024

## GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we  
are  
social

<O> Meltwater

**we  
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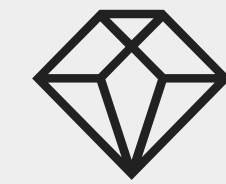
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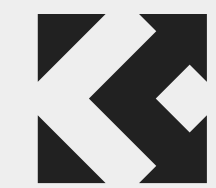
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**KEPIOS**

# THE GLOBAL STATE OF DIGITAL IN 2024

We're barely a few weeks into the year, but 2024 is already shaping up to be a bumper year for digital milestones. The biggest headline in this year's Digital 2024 reports is that global social media users have passed the 5 billion mark, with annual user growth still comfortably above 5 percent. However, this is just one of the many impressive numbers and trends in this year's data.

Overall digital growth has slowed over recent years, but this is to be expected as internet users reach "supermajority" status. However, while almost two-thirds of the world's total population is now online, 2.7 billion people remain "unconnected" at the start of 2024, and adoption rates across Sub-Saharan Africa remain well below 50 percent.

But user growth isn't the only indicator of digital progress, and our extensive collection of behavioural data also reveals important findings. In particular, it's interesting to see that the amount of time that people spend online has increased again this year, following

the declines that we reported in 2023. It's a different story for TV though, with the latest data suggesting that global viewing times have been declining steadily over recent months.

We're also seeing some intriguing changes in the world's social media behaviours. TikTok continues its rapid ascent, with the platform's reach and average time per user seeing impressive gains over the past year. Meanwhile, Instagram has overtaken WhatsApp to become the world's "favourite" social platform, and Facebook continues to grow, in stark contrast to click-bait headlines.

The top platforms aren't the only ones enjoying strong growth though, and our newly expanded social media dataset reveals some valuable insights into LinkedIn, Snapchat, Weibo, Kuaishou, and Discord. Similarly, an exploration of the use of hashtags across platforms reveals some fascinating insights into the interests and motivations of the world's social media users.

Meanwhile, despite ongoing economic challenges, data suggests that online marketing continued to thrive in 2023, with digital ad spend enjoying some impressive gains. However, the behavioural data suggest that people's connected behaviours are evolving, so while search remains the top destination for digital spend, marketers may want to broaden their definition of "search" to include social platforms and AI tools.

Looking ahead, we may see the centre of online gravity shift in 2024. In particular, the growth of India's connected population will have an even greater influence on global digital trends this year, with the country's behaviours, interests, and passions already shaping many of the cultural datasets in this year's findings.

But the year ahead will likely see its share of challenges too. A series of high-stakes elections and rising geopolitical tension may create the ideal conditions for misinformation, while advances in generative AI mean

that it's never been easier to create engaging and persuasive content – including "fakes".

However, better connectivity also brings hope and opportunity. It's never been easier for people everywhere to access information, education, and community, while connected tech also empowers us with a wealth of tools and services that can actively improve lives.

So, let's work together to ensure that digital is a force for good in 2024. I hope that the data you'll find in this year's reports helps you identify new opportunities to inform, educate, entertain, connect, and inspire, and that the year ahead will bring meaningful growth and digital success for us all.

**Simon Kemp**  
Chief Analyst  
DataReportal





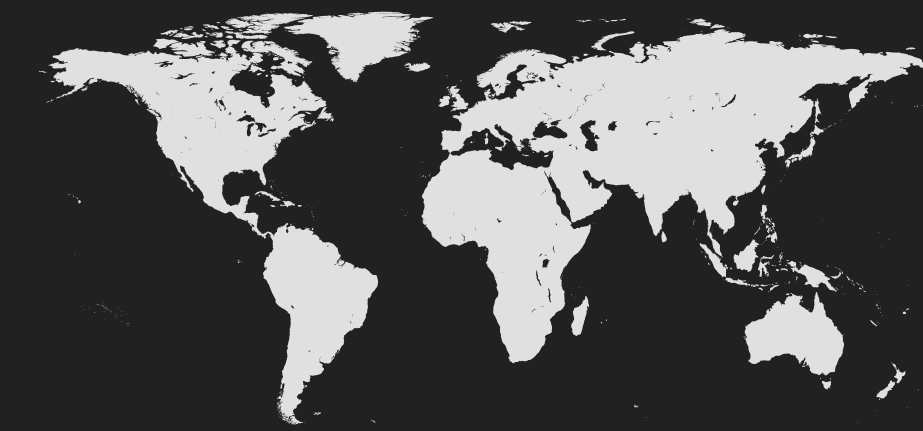
# EXPLORE MORE OF THE GLOBAL DIGITAL REPORTS SERIES



## DIGITAL 2024

LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD



## DIGITAL 2023

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



[CLICK HERE](#) TO READ OUR **DIGITAL 2024 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, [CLICK HERE](#) TO READ LAST YEAR'S **DIGITAL 2023 GLOBAL OVERVIEW** REPORT

# 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



## IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using

the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions

**do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

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# GLOBAL HEADLINES



JAN  
2024

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



we  
are  
social

**8.08**  
BILLION

URBANISATION

**57.7%**

UNIQUE MOBILE  
PHONE SUBSCRIBERS



Meltwater

**5.61**  
BILLION

vs. POPULATION

**69.4%**

INDIVIDUALS USING  
THE INTERNET



KEPIOS

**5.35**  
BILLION

vs. POPULATION

**66.2%**

SOCIAL MEDIA  
USER IDENTITIES



**5.04**  
BILLION

vs. POPULATION

**62.3%**

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2024

# DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL  
POPULATION



**+0.9%**

YEAR-ON-YEAR CHANGE  
**+74 MILLION**

UNIQUE MOBILE  
PHONE SUBSCRIBERS



**+2.5%**

YEAR-ON-YEAR CHANGE  
**+138 MILLION**

INDIVIDUALS USING  
THE INTERNET



**+1.8%**

YEAR-ON-YEAR CHANGE  
**+97 MILLION**

SOCIAL MEDIA  
USER IDENTITIES



**+5.6%**

YEAR-ON-YEAR CHANGE  
**+266 MILLION**



we  
are  
social

# Think Forward

THE SOCIAL RECKONING

**IN A NEW ERA OF SOCIAL,  
EVERY BRAND WILL BE JUDGED**

Dive into We Are Social's latest trends report.



As attention spans shorten, social media users, creators, and brands are moving away from hyper-stimulation and towards **more nuanced modes of holding attention.**

FEATURED TREND



Explore the trends:

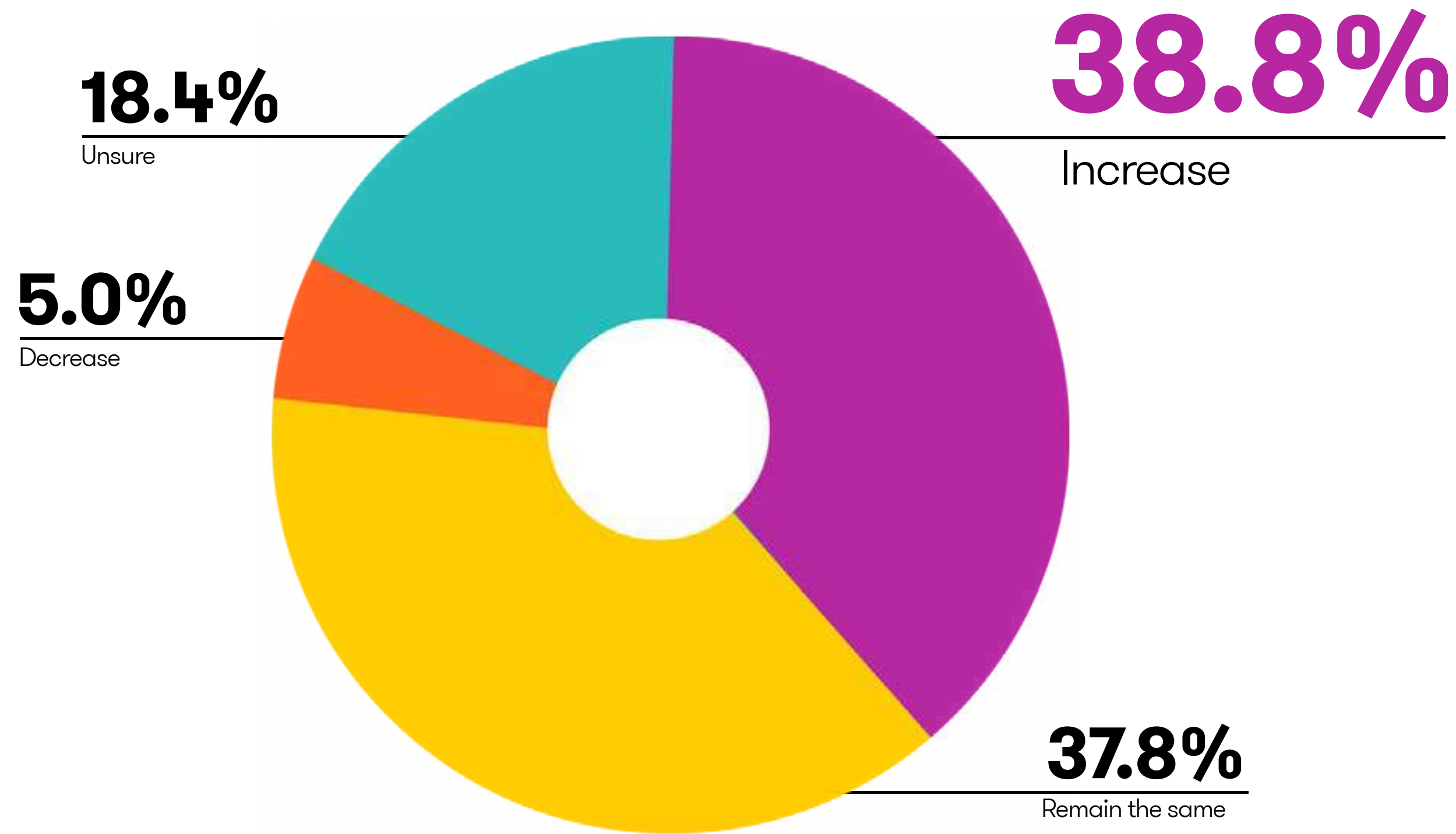
[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)





# Will budgets increase in 2024?

38% of decision makers plan to increase their spend on social media in 2024 according to Meltwater's [State of Social Media 2024](#) report.



See how your strategy compares to responses from several thousand marketing professionals [in Meltwater's report](#).



Download the report





# POPULATION ESSENTIALS



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# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GLOBAL OVERVIEW

TOTAL  
POPULATION



**8.08**  
BILLION

FEMALE  
POPULATION



we  
are  
social

**49.8%**

MALE  
POPULATION



**50.2%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**+0.9%**  
**+74 MILLION**

MEDIAN AGE OF  
THE POPULATION



**30.6**

URBAN  
POPULATION



**57.7%**

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



**62.0**

OVERALL LITERACY  
(ADULTS AGED 15+)



we  
are  
social

**87.0%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**83.8%**

MALE LITERACY  
(ADULTS AGED 15+)



**90.3%**

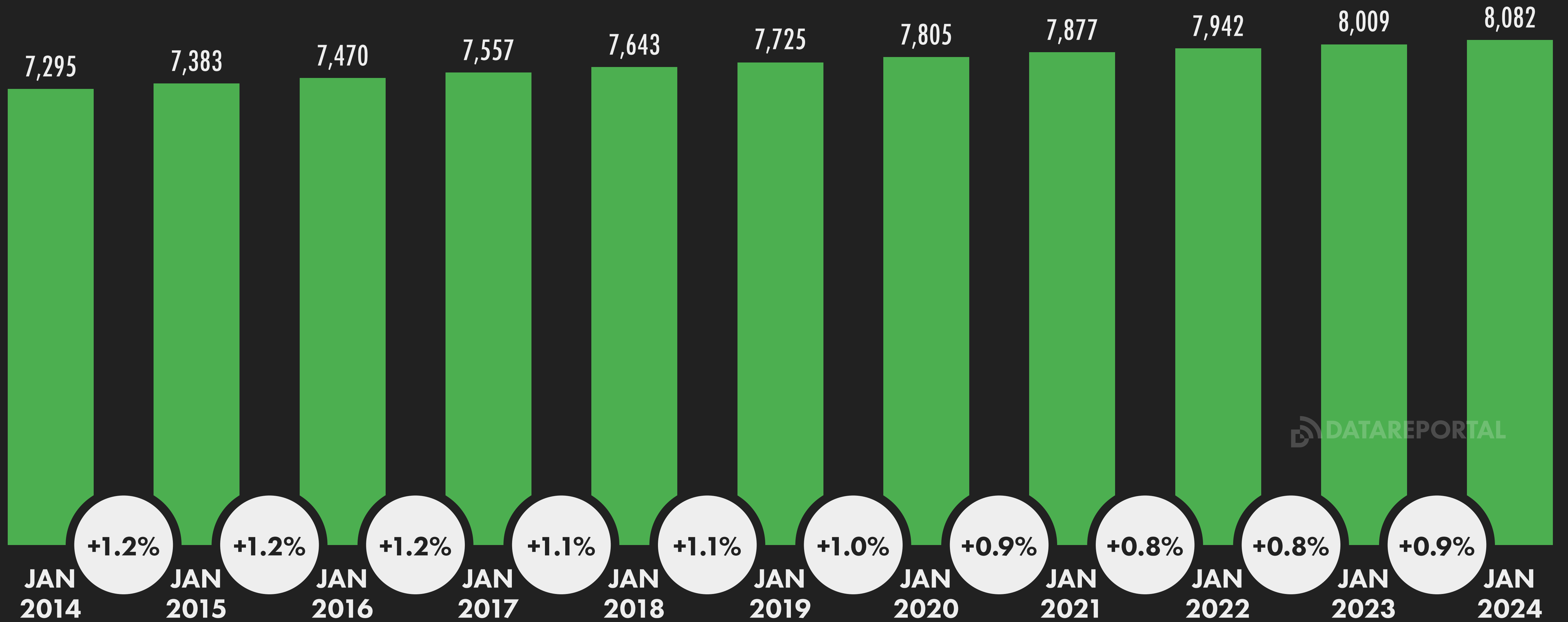
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# GLOBAL POPULATION OVER TIME

THE GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



DATAREPORTAL

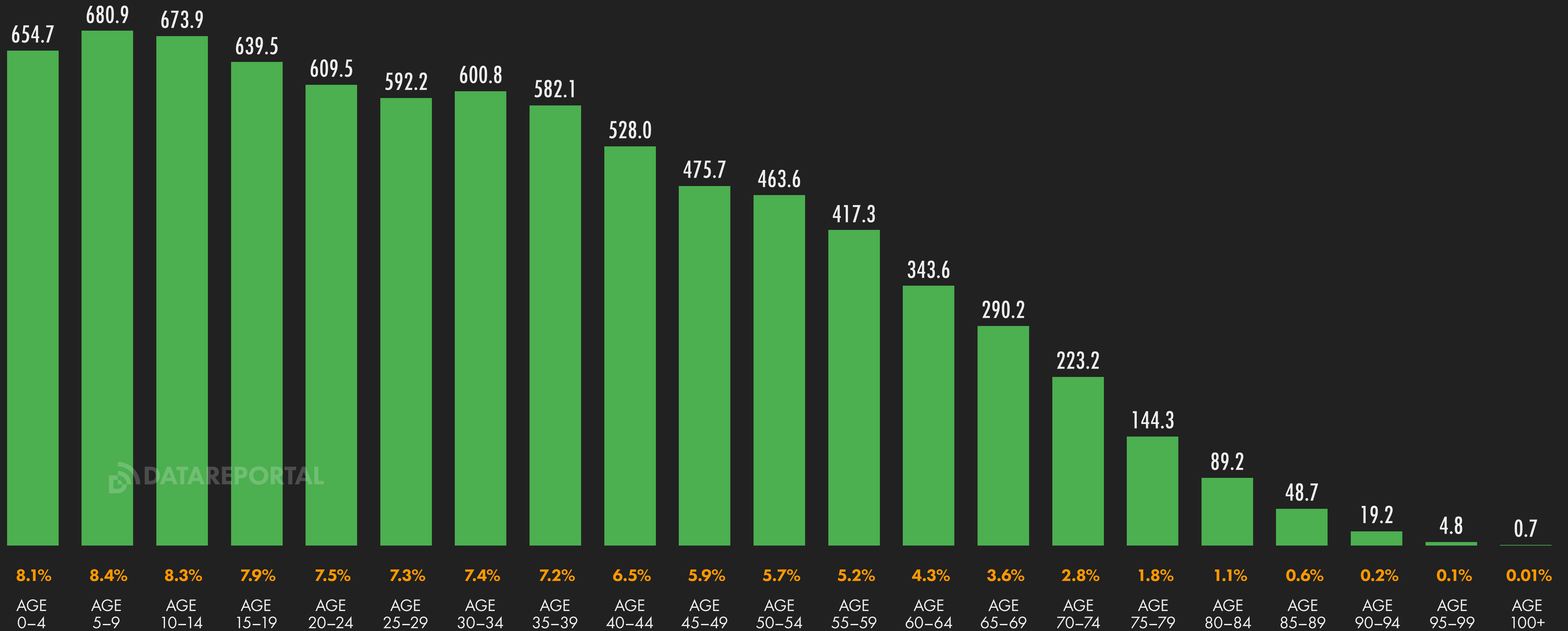
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# AGE DISTRIBUTION OF THE GLOBAL POPULATION

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



GLOBAL OVERVIEW



DATA REPORTAL

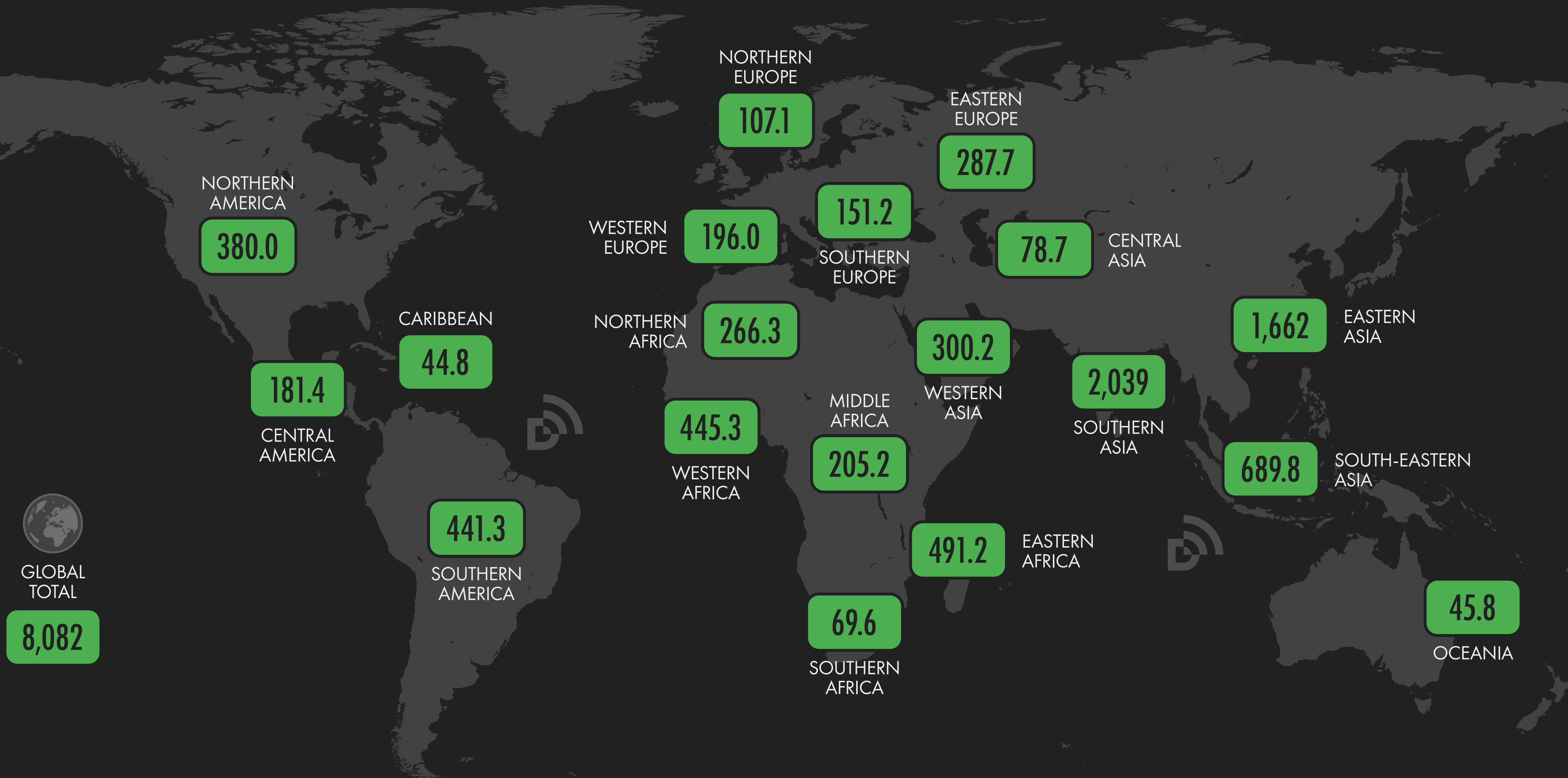
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# POPULATION BY GEOGRAPHIC REGION

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



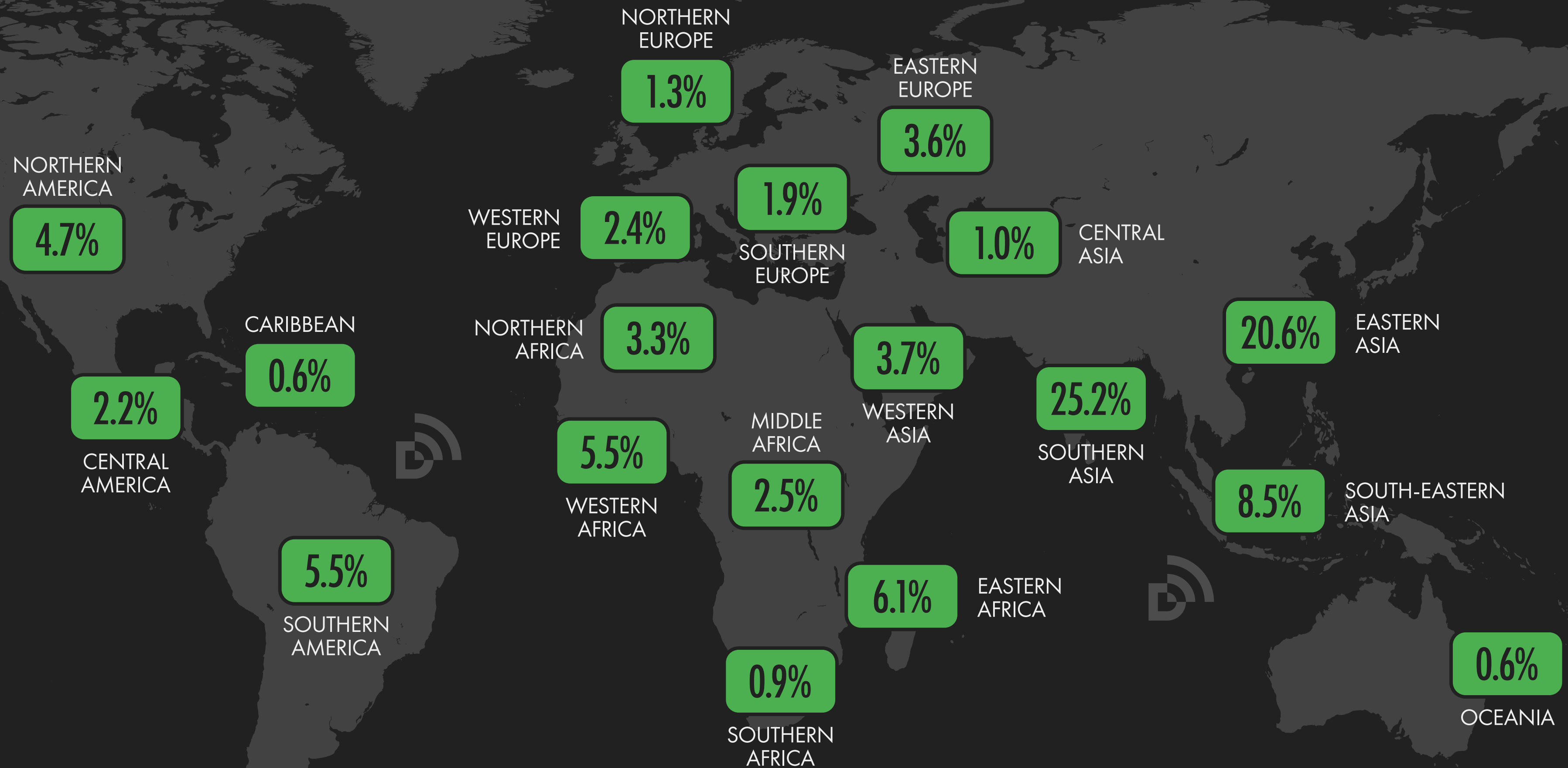
GLOBAL OVERVIEW



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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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2024**

# COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS



GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
01	INDIA	1,435,228,798	+0.93%	17.76%
02	CHINA	1,425,493,416	-0.02%	17.64%
03	UNITED STATES OF AMERICA	340,912,892	+0.54%	4.22%
04	INDONESIA	278,681,856	+0.83%	3.45%
05	PAKISTAN	242,845,202	+1.98%	3.00%
06	NIGERIA	226,455,272	+2.40%	2.80%
07	BRAZIL	217,042,670	+0.57%	2.69%
08	BANGLADESH	173,833,487	+1.02%	2.15%
09	RUSSIAN FEDERATION	144,194,606	-0.35%	1.78%
10	MEXICO	128,927,016	+0.74%	1.60%

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
11	ETHIOPIA	128,116,861	+2.54%	1.59%
12	JAPAN	122,963,952	-0.53%	1.52%
13	PHILIPPINES	118,223,042	+1.52%	1.46%
14	EGYPT	113,585,797	+1.55%	1.41%
15	DEM. REP. OF THE CONGO	103,919,051	+3.29%	1.29%
16	VIETNAM	99,186,471	+0.66%	1.23%
17	IRAN	89,501,036	+0.74%	1.11%
18	TURKEY	86,041,549	+0.53%	1.06%
19	GERMANY	83,276,368	-0.04%	1.03%
20	THAILAND	71,848,750	+0.13%	0.89%

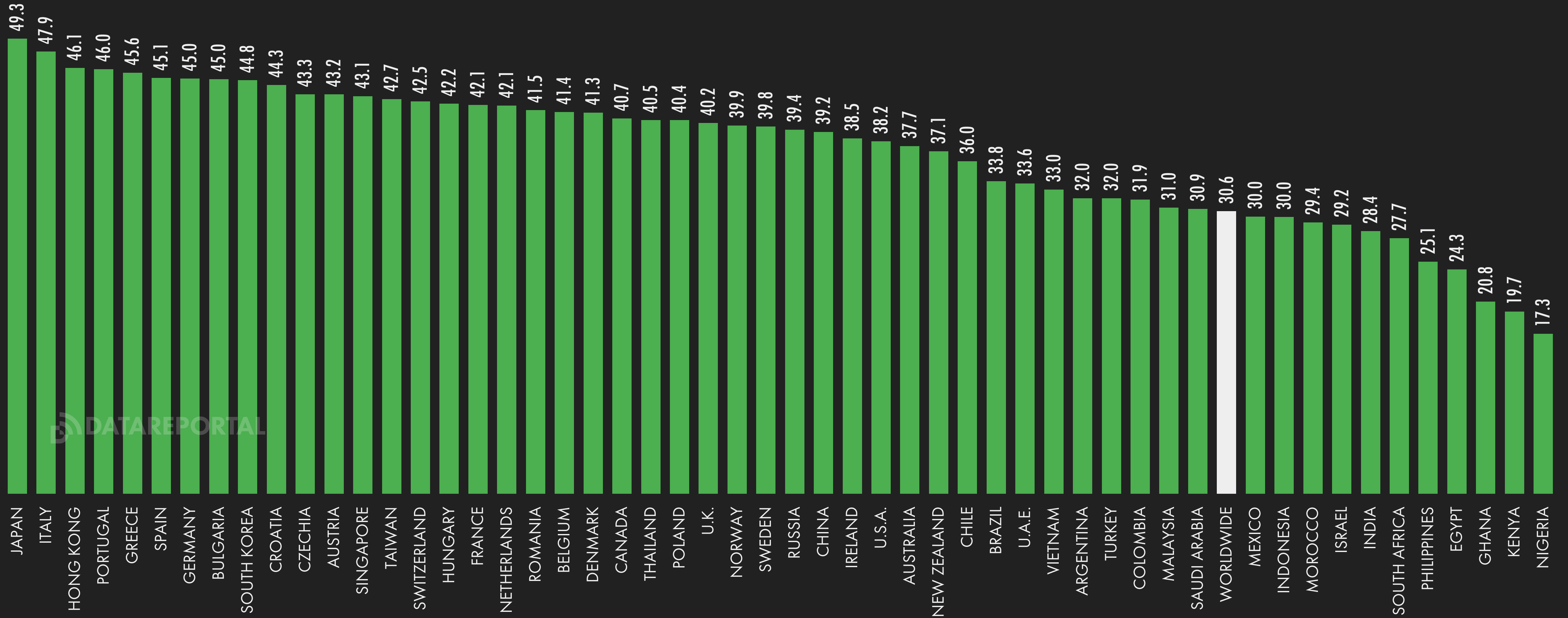
**SOURCE:** EXTRAPOLATED FROM UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTES:** POPULATION VALUES HAVE BEEN ROUNDED TO THE NEAREST 1,000. FIGURES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN TOTAL POPULATION. FIGURES IN THE "vs. 🌐" COLUMN SHOW EACH COUNTRY'S POPULATION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION.

# 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



GLOBAL OVERVIEW



DATA REPORTAL

# MEDIAN AGE OF THE POPULATION

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



GLOBAL OVERVIEW

## COUNTRIES WITH THE HIGHEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
01	MONACO	54.2
02	JAPAN	49.3
03	ST. MAARTEN	48.1
04	ITALY	47.9
05	SAN MARINO	47.5
06	MARTINIQUE	47.0
07	HONG KONG	46.1
08	BERMUDA	46.0
09	PORTUGAL	46.0
10	GREECE	45.6

## COUNTRIES WITH THE LOWEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
01	NIGER	14.5
02	CENTRAL AFRICAN REPUBLIC	14.9
03	CHAD	15.2
04	MALI	15.3
05	SOMALIA	15.3
06	DEM. REP. OF THE CONGO	15.6
07	BURUNDI	16.1
08	ANGOLA	16.4
09	UGANDA	16.4
10	MAYOTTE	16.9

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# LITERACY RATES BY REGION AND GENDER

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



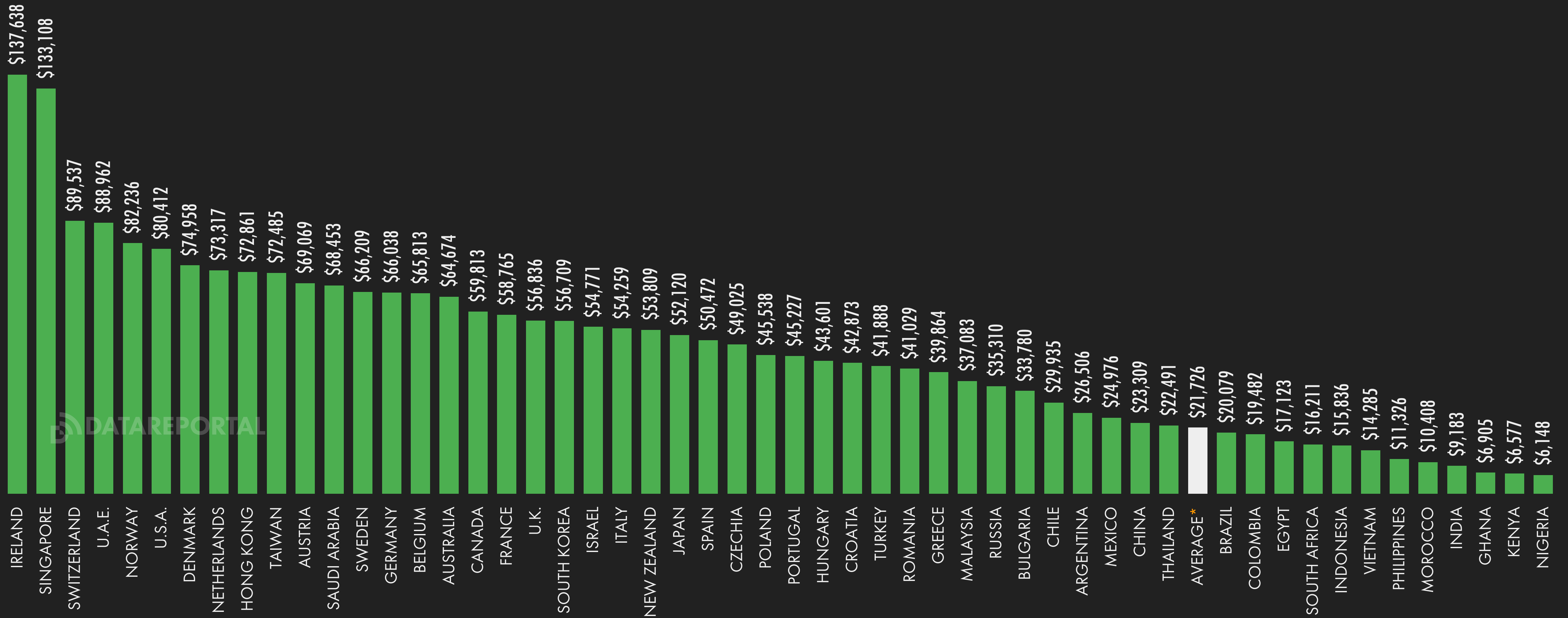
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# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

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



GLOBAL OVERVIEW



**SOURCES:** IMF (FIGURES FOR 2023 OR MOST RECENT YEAR PRIOR TO 2023); 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. (\*) "AVERAGE" COMPARES THE 2023 VALUE FOR GLOBAL GDP (PPP, INTERNATIONAL DOLLARS) WITH THE WORLDWIDE POPULATION ON JULY 1, 2023.



# 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	\$143,304	\$135,605
02	IRELAND	\$137,638	\$112,248
03	SINGAPORE	\$133,108	\$87,884
04	QATAR	\$114,210	\$81,968
05	MACAU	\$98,157	\$54,296
06	SWITZERLAND	\$89,537	\$102,866
07	UNITED ARAB EMIRATES	\$88,962	\$50,602
08	SAN MARINO	\$84,135	\$58,541
09	NORWAY	\$82,236	\$99,266
10	UNITED STATES OF AMERICA	\$80,412	\$80,412

## 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	\$476	\$417
194	BURUNDI	\$890	\$246
193	CENTRAL AFRICAN REPUBLIC	\$1,109	\$539
192	DEM. REP. OF THE CONGO	\$1,510	\$675
191	NIGER	\$1,579	\$631
190	MOZAMBIQUE	\$1,584	\$647
189	MALAWI	\$1,668	\$580
188	LIBERIA	\$1,789	\$800
187	CHAD	\$1,807	\$703
186	ERITREA	\$1,836	\$567

**SOURCES:** IMF (FIGURES FOR 2023 OR MOST RECENT YEAR PRIOR TO 2023); 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.

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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



ANY KIND OF  
MOBILE PHONE



GWl.

97.8%

YEAR-ON-YEAR CHANGE  
+1.7% (+160 BPS)

SMART  
PHONE



we  
are  
social

97.6%

YEAR-ON-YEAR CHANGE  
+1.8% (+170 BPS)

FEATURE  
PHONE



GWl.

6.9%

YEAR-ON-YEAR CHANGE  
-12.7% (-100 BPS)

LAPTOP OR  
DESKTOP COMPUTER



57.7%

YEAR-ON-YEAR CHANGE  
-0.5% (-30 BPS)

TABLET  
DEVICE



30.9%

YEAR-ON-YEAR CHANGE  
-8.3% (-280 BPS)

GAMES  
CONSOLE



Meltwater

19.1%

YEAR-ON-YEAR CHANGE  
-5.9% (-120 BPS)

SMART WATCH OR  
SMART WRISTBAND



GWl.

30.1%

YEAR-ON-YEAR CHANGE  
+0.7% (+20 BPS)

TV STREAMING  
DEVICE



KEPIOS

15.7%

YEAR-ON-YEAR CHANGE  
-4.8% (-80 BPS)

SMART HOME  
DEVICE



GWl.

16.2%

YEAR-ON-YEAR CHANGE  
-1.2% (-20 BPS)

VIRTUAL REALITY  
DEVICE



4.4%

YEAR-ON-YEAR CHANGE  
-21.4% (-120 BPS)

SOURCE: GWl (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTES: 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 ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

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# MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



USING THE INTERNET  
VIA A MOBILE PHONE



GWI.

98.1%

YEAR-ON-YEAR CHANGE  
**+0.3% (+30 BPS)**

USING THE INTERNET VIA A  
LAPTOP, DESKTOP, OR TABLET



we  
are  
social

90.2%

YEAR-ON-YEAR CHANGE  
**-3.1% (-290 BPS)**

USING  
SOCIAL MEDIA



GWI.

93.2%

YEAR-ON-YEAR CHANGE  
**-0.3% (-30 BPS)**

WATCHING LINEAR  
AND BROADCAST TV



88.7%

YEAR-ON-YEAR CHANGE  
**-3.3% (-310 BPS)**

WATCHING STREAMING  
AND ON-DEMAND TV



76.6%

YEAR-ON-YEAR CHANGE  
**-3.1% (-240 BPS)**

READING ONLINE  
PRESS CONTENT



Meltwater

68.0%

YEAR-ON-YEAR CHANGE  
**-7.5% (-550 BPS)**

READING PHYSICAL  
PRESS CONTENT



GWI.

62.1%

YEAR-ON-YEAR CHANGE  
**-10.1% (-690 BPS)**

LISTENING TO  
BROADCAST RADIO



KEPIOS

66.1%

YEAR-ON-YEAR CHANGE  
**-9.9% (-730 BPS)**

LISTENING TO MUSIC  
STREAMING SERVICES



GWI.

64.9%

YEAR-ON-YEAR CHANGE  
**-4.7% (-320 BPS)**

LISTENING  
TO PODCASTS



62.0%

YEAR-ON-YEAR CHANGE  
**-5.9% (-390 BPS)**

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** 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 ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

JAN  
2024

# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



GLOBAL OVERVIEW

TIME SPENT USING  
THE INTERNET



**6H 40M**

YEAR-ON-YEAR CHANGE  
**+0.8% (+3 MINS)**

GWI.

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



**3H 06M**

YEAR-ON-YEAR CHANGE  
**-8.2% (-17 MINS)**

Meltwater

TIME SPENT USING  
SOCIAL MEDIA



**2H 23M**

YEAR-ON-YEAR CHANGE  
**-5.5% (-8 MINS)**

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**1H 41M**

YEAR-ON-YEAR CHANGE  
**-22.2% (-29 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 25M**

YEAR-ON-YEAR CHANGE  
**-12.8% (-13 MINS)**

we  
are  
social

TIME SPENT LISTENING  
TO BROADCAST RADIO



**0H 50M**

YEAR-ON-YEAR CHANGE  
**-15.5% (-9 MINS)**

GWI.

TIME SPENT LISTENING  
TO PODCASTS



**0H 49M**

YEAR-ON-YEAR CHANGE  
**-20.3% (-13 MINS)**

KEPIOS

TIME SPENT USING  
A GAMES CONSOLE



**1H 02M**

YEAR-ON-YEAR CHANGE  
**-16.7% (-12 MINS)**

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

we  
are  
social

Meltwater





**INTERNET**

JAN  
2024

# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS  
USING THE  
INTERNET



**5.35**  
BILLION



INDIVIDUALS USING THE  
INTERNET AS A PERCENTAGE  
OF TOTAL POPULATION



**66.2%**  
YOY: +0.9% (+60 BPS)



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



**+1.8%**  
+97 MILLION



PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



**63.5%**  
YOY: +4.9% (+304 BPS)



PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



**68.8%**  
YOY: +4.2% (+285 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



**6H 40M**  
YOY: +0.8% (+3 MINS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES



**96.5%**  
YOY: +4.6% (+420 BPS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA LAPTOPS AND DESKTOPS



**61.8%**  
YOY: -5.8% (-380 BPS)



PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



**78.8%**  
YOY: +3.2% (+252 BPS)



PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



**48.9%**  
YOY: +7.2% (+340 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 2023). SEE [GWI.COM](http://GWI.COM). **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](#).

# GWI's top trends for 2024

## The media's got a trust problem

Americans are finding it harder to count on the media, but not only are they trusting the news less, their interest in it is falling too. In response, publishers need to cater to readers' evolving preferences; highlighting the quality of their journalism, and sharing media literacy tools.

**+24%**

growth in US consumers saying they don't trust the media since Q2 2020

## AI excitement is rising, but so is concern

The internet is entering a new era with AI, and while there are clear benefits for businesses, consumers are feeling unsure. They often see tech as a double-edged sword, so brands need to upskill their employees and be transparent with their customers about how they use AI.

**71%**

of consumers think AI development is moving at an alarming rate

## Boomers are doing more scrolling and shopping

Baby boomers are spending more time on social media and regularly buying products online, but they're also the generation least likely to feel represented in advertising. These consumers have unrivalled spending power, so there are clear benefits to businesses tweaking their approach and working to represent older generations.

**+57%**

growth in baby boomers using TikTok since 2021

## Short-form video is changing sports

Watching sports as a main reason for using social media is rising, and sports highlights on these services are growing in popularity too. Tools that turn live events into short-form clips are becoming more accessible, and bigger sports leagues need to cater to consumers' changing format preferences.

**+21%**

growth in combat sports engagement in the US since Q4 2020

## Veganism ain't so hot anymore

Fewer people identify with veganism, as consumers are looking for less restrictive diets. Brands can keep the meat-free conversation going by targeting those interested in reducing their meat consumption, dialling down discussions around sustainability, and shouting about nutrition more.

**+13%**

growth in Europeans identifying as flexitarian year-on-year

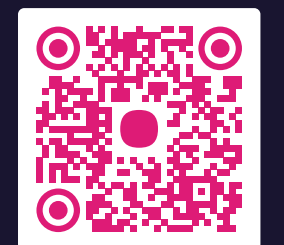
## America's concern with gun violence is growing

Gun violence made it to the top of Americans' worries in Q2 2023, surpassing healthcare, climate change, and racism. Some unlikely groups are driving this trend, and as anxiety around gun violence continues to grow, there's room for brands to explore carefully-considered approaches to the conversation.

**+18%**

growth in US consumers concerned about gun regulations year-on-year

[Learn more](#)



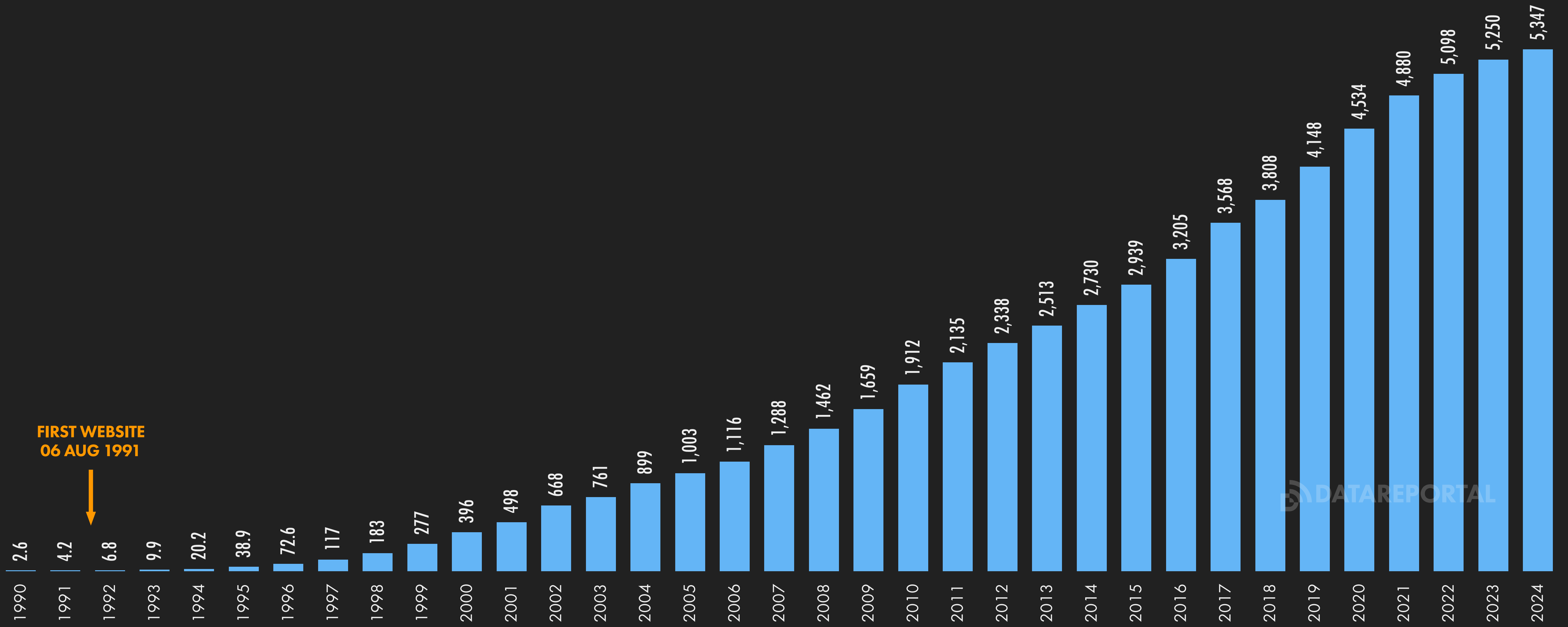
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2024

# INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME (IN MILLIONS)



GLOBAL OVERVIEW



FIRST WEBSITE  
06 AUG 1991



DATA REPORTAL



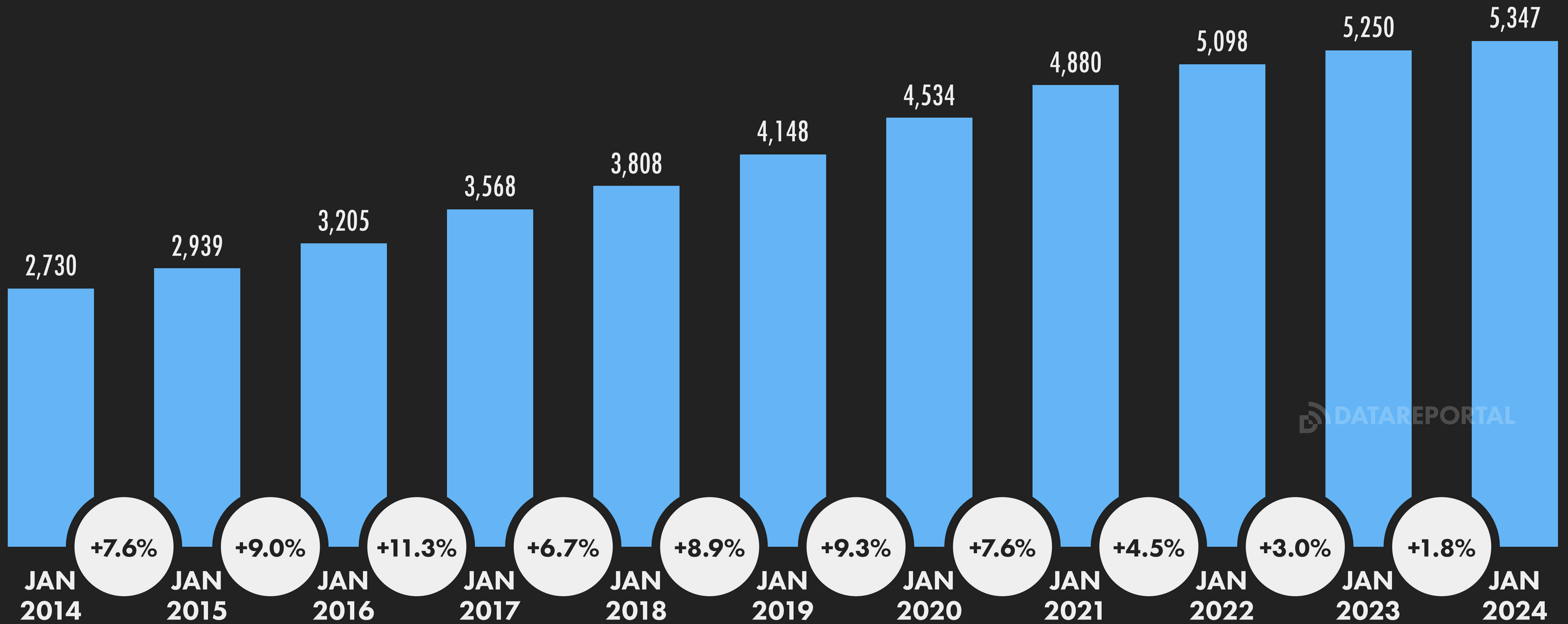
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# INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET (IN MILLIONS) AND YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



DATAREPORTAL

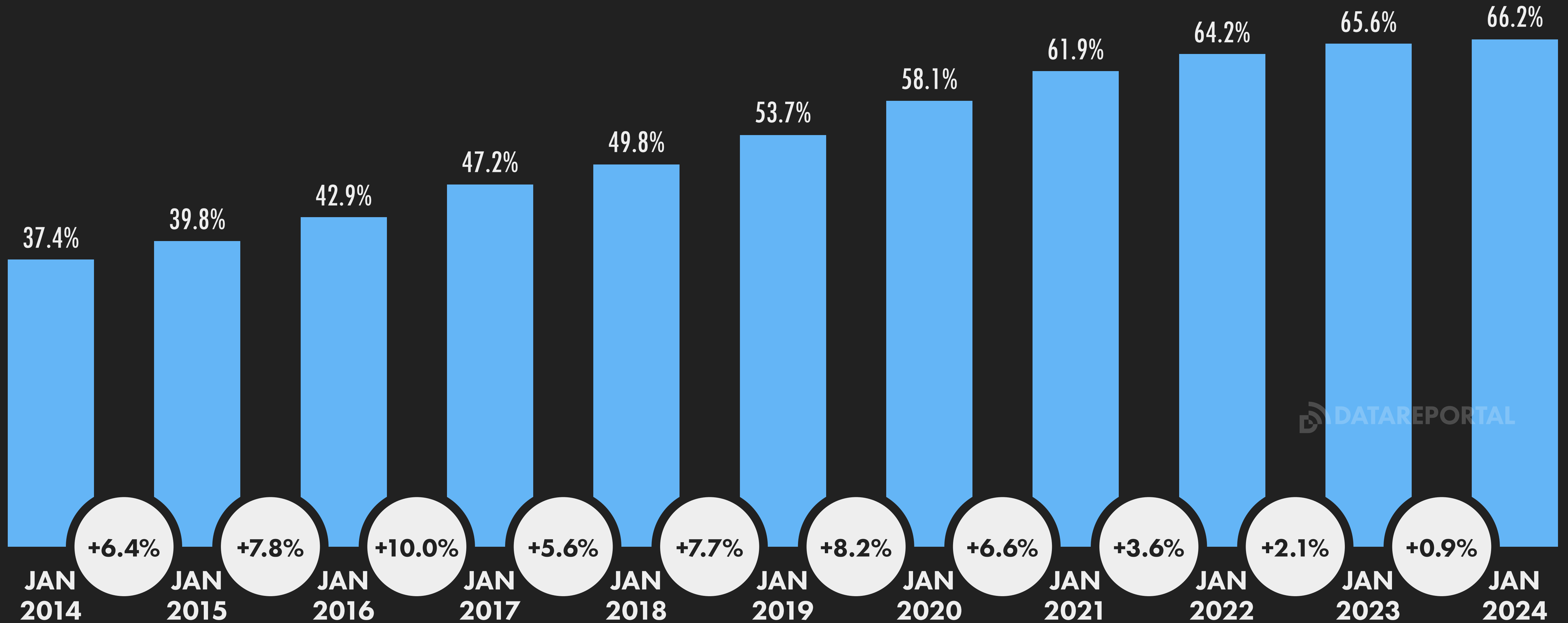
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# INTERNET ADOPTION RATE OVER TIME (YOY)

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 & IAMAI; 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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# PERSPECTIVES ON INTERNET USE

FIGURES FOR INTERNET USE PUBLISHED BY DIFFERENT SOURCES



INDIVIDUALS USING THE  
INTERNET: ITU



**5.45**  
**BILLION**

vs. POPULATION

**67.4%**

INDIVIDUALS USING THE  
INTERNET: WORLD BANK



**5.10**  
**BILLION**

vs. POPULATION

**63.1%**

INDIVIDUALS USING THE  
INTERNET: CIA WORLD FACTBOOK



**5.30**  
**BILLION**

vs. POPULATION

**65.6%**

INDIVIDUALS USING THE  
INTERNET: INTERNETWORLDSTATS



**5.39**  
**BILLION**

vs. POPULATION

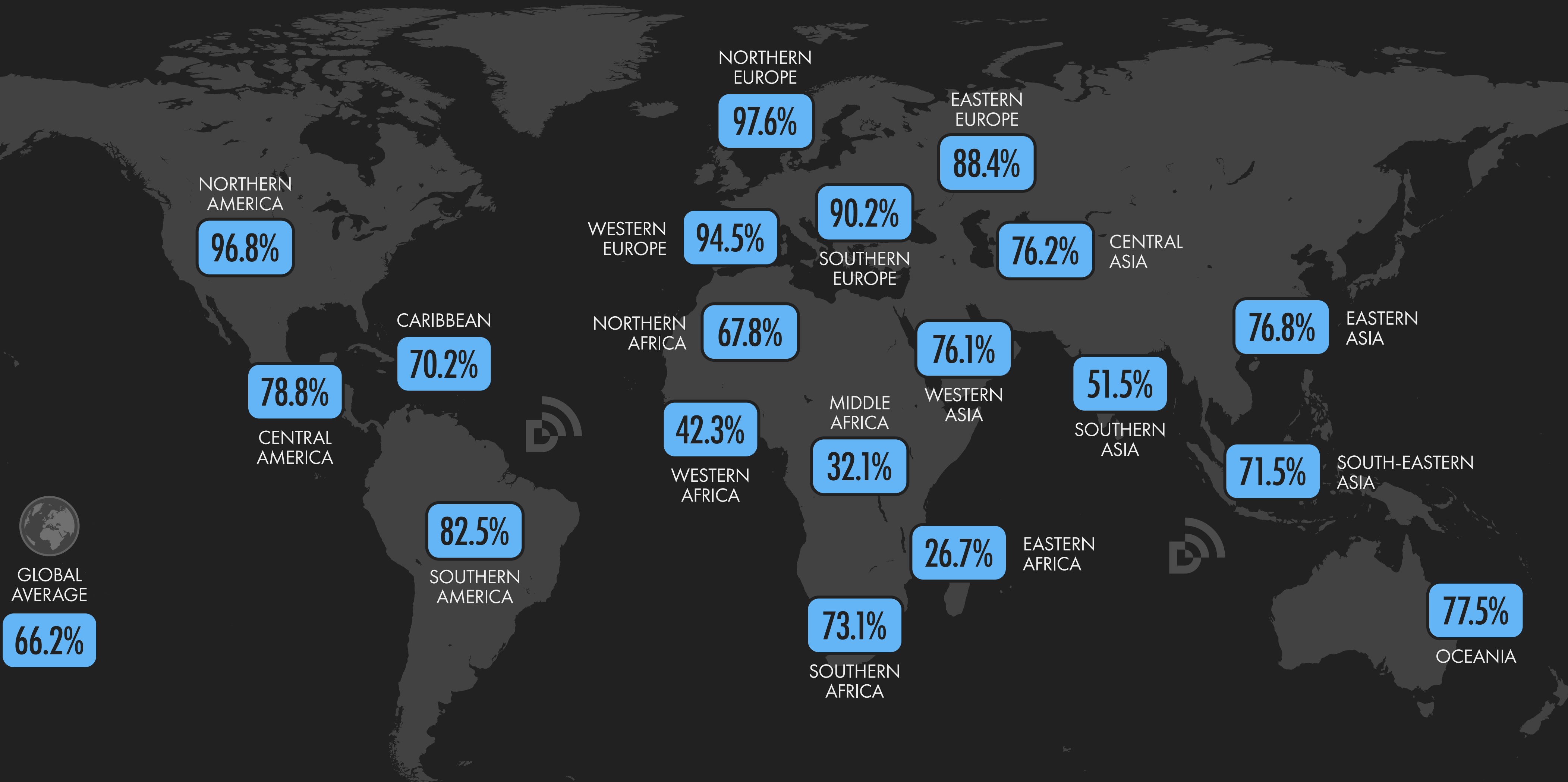
**66.6%**

**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

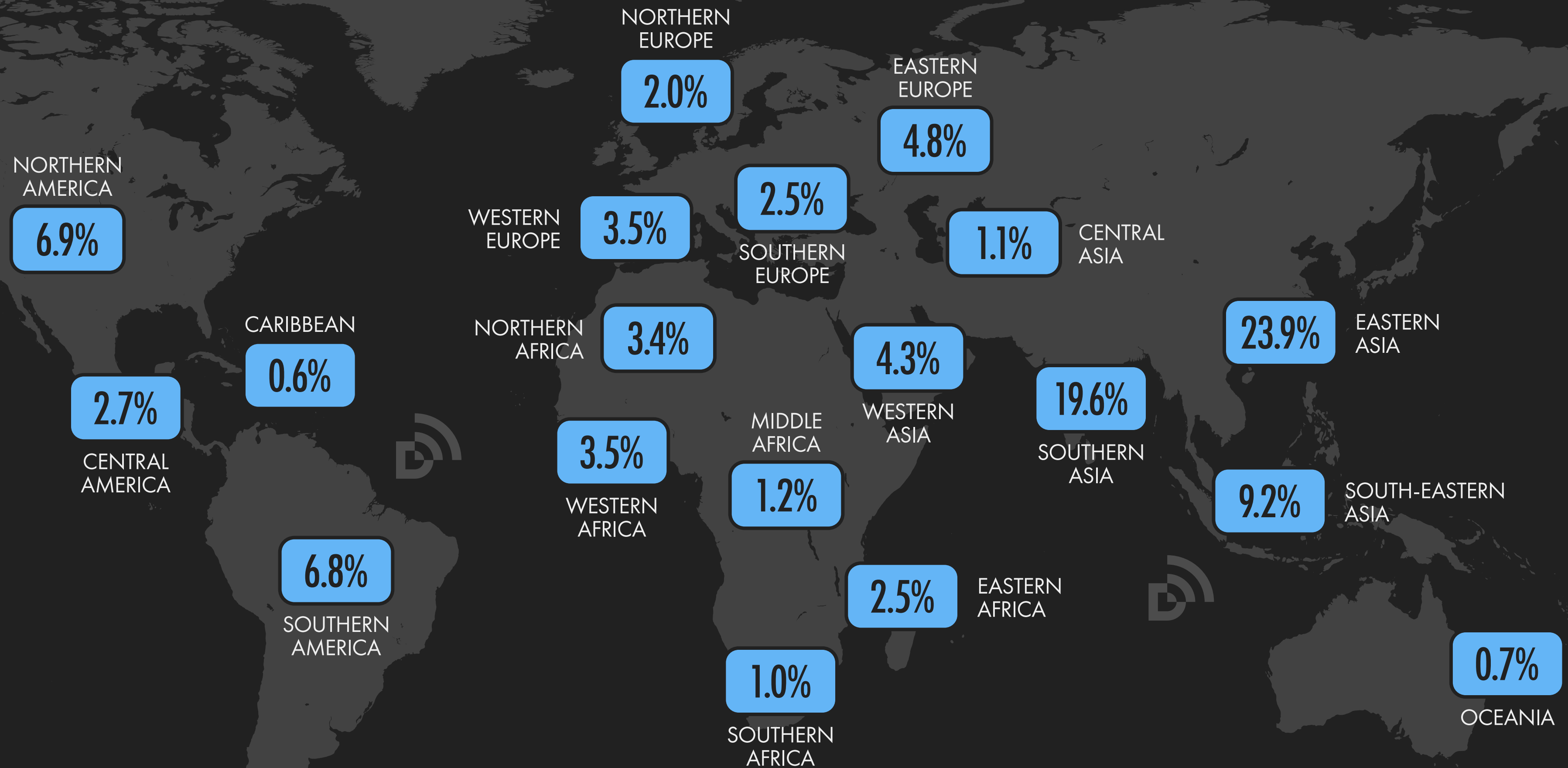




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# SHARE OF GLOBAL INTERNET USERS

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



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **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. 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](#).

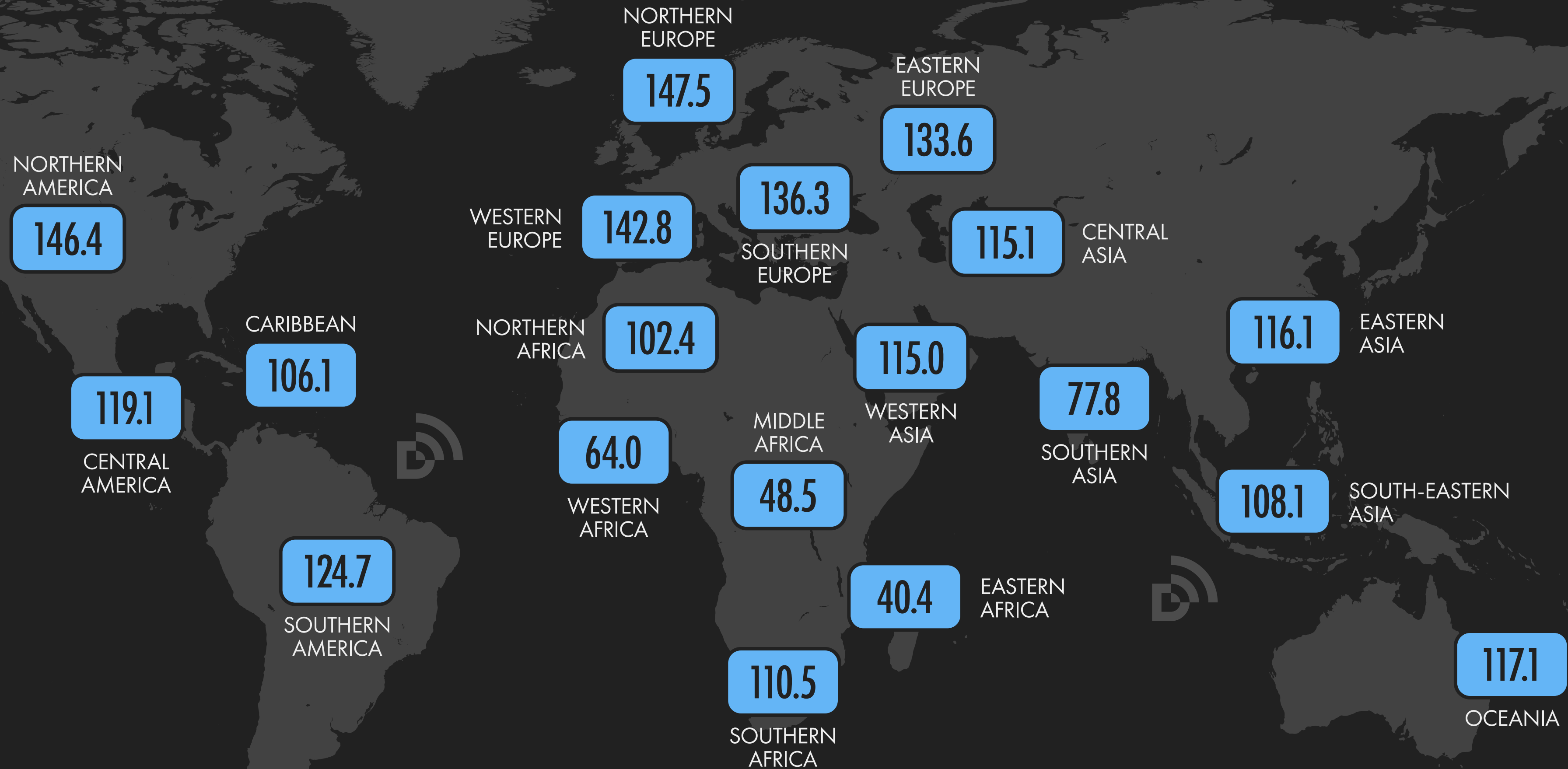
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# INDEXED SHARE OF GLOBAL INTERNET USERS

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



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; 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](#).

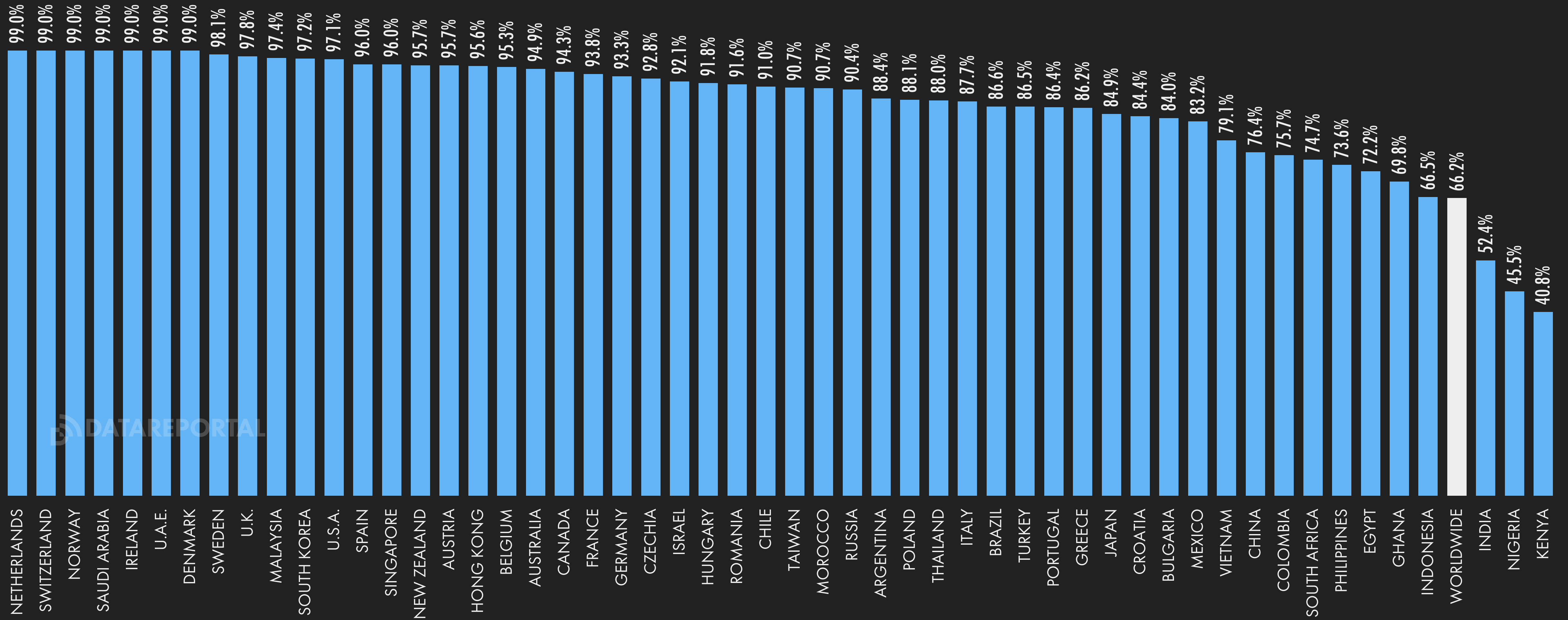
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# INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



DATA REPORTAL

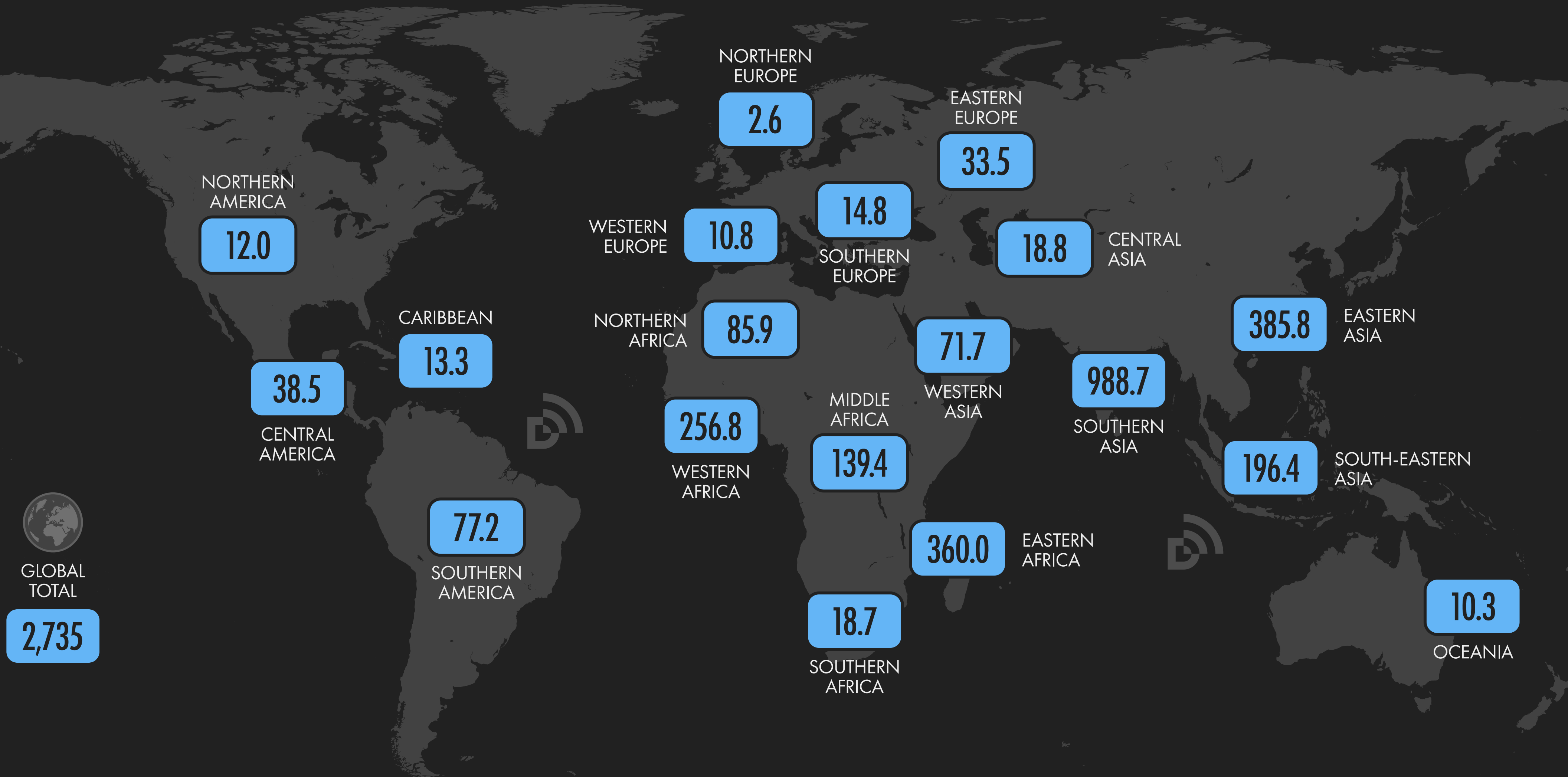
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# UNCONNECTED POPULATIONS

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	683,707,000	47.6%
02	CHINA	336,416,000	23.6%
03	PAKISTAN	131,801,000	54.3%
04	NIGERIA	123,428,000	54.5%
05	ETHIOPIA	103,290,000	80.6%
06	BANGLADESH	96,473,000	55.5%
07	INDONESIA	93,401,000	33.5%
08	DEM. REP. OF THE CONGO	75,612,000	72.8%
09	TANZANIA	46,600,000	68.1%
10	UGANDA	35,946,000	73.0%

## RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
233	NORTH KOREA <sup>1</sup>	>99.9%	[BLOCKED]
232	CENTRAL AFRICAN REPUBLIC	89.4%	5,210,000
231	BURUNDI	88.7%	11,901,000
230	SOUTH SUDAN	87.9%	9,823,000
229	NIGER	83.1%	23,016,000
228	YEMEN	82.3%	28,666,000
227	AFGHANISTAN	81.6%	34,927,000
226	ETHIOPIA	80.6%	103,290,000
225	BURKINA FASO	80.1%	18,853,000
224	MADAGASCAR	79.4%	24,373,000

**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 ACCESS TO EVERYDAY LIFE ESSENTIALS



GLOBAL OVERVIEW

LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES	LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA <sup>1</sup>	<0.01%	52.6%	93.9%	84.8%	CHAD	22.5%	11.3%	52.0%	12.9%
CENTRAL AFRICAN REPUBLIC	10.6%	15.7%	36.3%	13.8%	SOMALIA	22.7%	49.3%	58.3%	40.6%
BURUNDI	11.3%	10.2%	62.4%	45.7%	MOZAMBIQUE	23.2%	31.5%	63.2%	37.4%
SOUTH SUDAN	12.1%	7.7%	41.2%	16.1%	ERITREA	26.6%	52.5%	51.8%	11.9%
NIGER	16.9%	18.6%	48.9%	16.4%	PAPUA NEW GUINEA	27.0%	20.9%	50.2%	19.3%
YEMEN	17.7%	74.9%	61.8%	54.8%	UGANDA	27.0%	45.2%	59.3%	21.0%
AFGHANISTAN	18.4%	97.7%	82.2%	56.0%	DEM. REP. OF THE CONGO	27.2%	20.8%	35.1%	16.2%
ETHIOPIA	19.4%	54.2%	51.5%	9.3%	COMOROS	27.3%	87.9%	80.2%	35.9%
BURKINA FASO	19.9%	19.0%	49.5%	24.8%	MALAWI	27.7%	14.2%	71.9%	49.2%
MADAGASCAR	20.6%	35.1%	53.5%	14.8%	SUDAN	28.7%	61.8%	64.9%	36.9%

**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	SYRIA*	195.7%	35.8%	11	AFGHANISTAN	10.6%	18.4%
02	VENEZUELA*	55.0%	61.6%	12	REP. OF THE CONGO	10.4%	36.2%
03	CENTRAL AFRICAN REPUBLIC	23.8%	10.6%	13	DEM. REP. OF THE CONGO	10.3%	27.2%
04	SOUTH SUDAN*	22.7%	12.1%	14	EQUATORIAL GUINEA	10.3%	66.8%
05	CHAD	22.5%	22.5%	15	LEBANON	10.0%	90.1%
06	ZIMBABWE	18.4%	32.6%	16	BURKINA FASO	9.9%	19.9%
07	LIBERIA	15.5%	30.1%	17	SOLOMON ISLANDS	9.8%	45.0%
08	HAITI	14.8%	38.9%	18	MALI	9.7%	33.1%
09	BURUNDI	12.7%	11.3%	19	MALAWI	9.4%	27.7%
10	GAMBIA	11.6%	54.2%	20	MOZAMBIQUE	9.4%	23.2%

**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, EXCEPT (\*) WHERE VALUES REPRESENT THE PRICE OF THE CHEAPEST POST-PAID, COMPUTER-BASED PLAN PROVIDING AT LEAST 1 GB OF MONTHLY DATA USING AT LEAST 3G TECHNOLOGY. **COMPARABILITY:** COUNTRIES IDENTIFIED BY (\*) USE AFFORDABILITY DATA THAT IS MORE THAN 5 YEARS OLD, SO VALUES MAY NOT BE FULLY REPRESENTATIVE OF THE CURRENT SITUATION. ALL OTHER VALUES USE DATA THAT IS LESS THAN 2 YEARS OLD.

**JAN  
2024**

# WHERE MOBILE DATA IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE MOBILE DATA IS THE **LEAST** AFFORDABLE, BASED ON THE **AVERAGE** PRICE OF 1GB OF MOBILE DATA



#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA	#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA
01	SOUTH SUDAN	36.8%	\$23.70	11	BURKINA FASO	5.9%	\$3.27
02	ZIMBABWE	35.7%	\$43.75	12	TIMOR-LESTE	5.4%	\$1.92
03	CENTRAL AFRICAN REPUBLIC	33.4%	\$10.90	13	GUINEA-BISSAU	4.8%	\$2.72
04	YEMEN	28.3%	\$15.68	14	SOLOMON ISLANDS	3.9%	\$6.96
05	ZAMBIA	15.6%	\$8.01	15	AFGHANISTAN	3.6%	\$1.02
06	CHAD	10.1%	\$4.09	16	NIGER	3.4%	\$1.63
07	LIBERIA	8.7%	\$2.50	17	MADAGASCAR	3.1%	\$1.12
08	BURUNDI	8.5%	\$1.10	18	MOZAMBIQUE	2.6%	\$0.78
09	MALI	8.3%	\$4.56	19	TURKMENISTAN	2.5%	\$11.42
10	GAMBIA	7.0%	\$3.56	20	BENIN	2.3%	\$2.37

**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 "AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA" REPRESENT MEDIAN PRICE OF SIM-ONLY MOBILE PLANS OFFERING AT LEAST 1GB OF MOBILE DATA. 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.



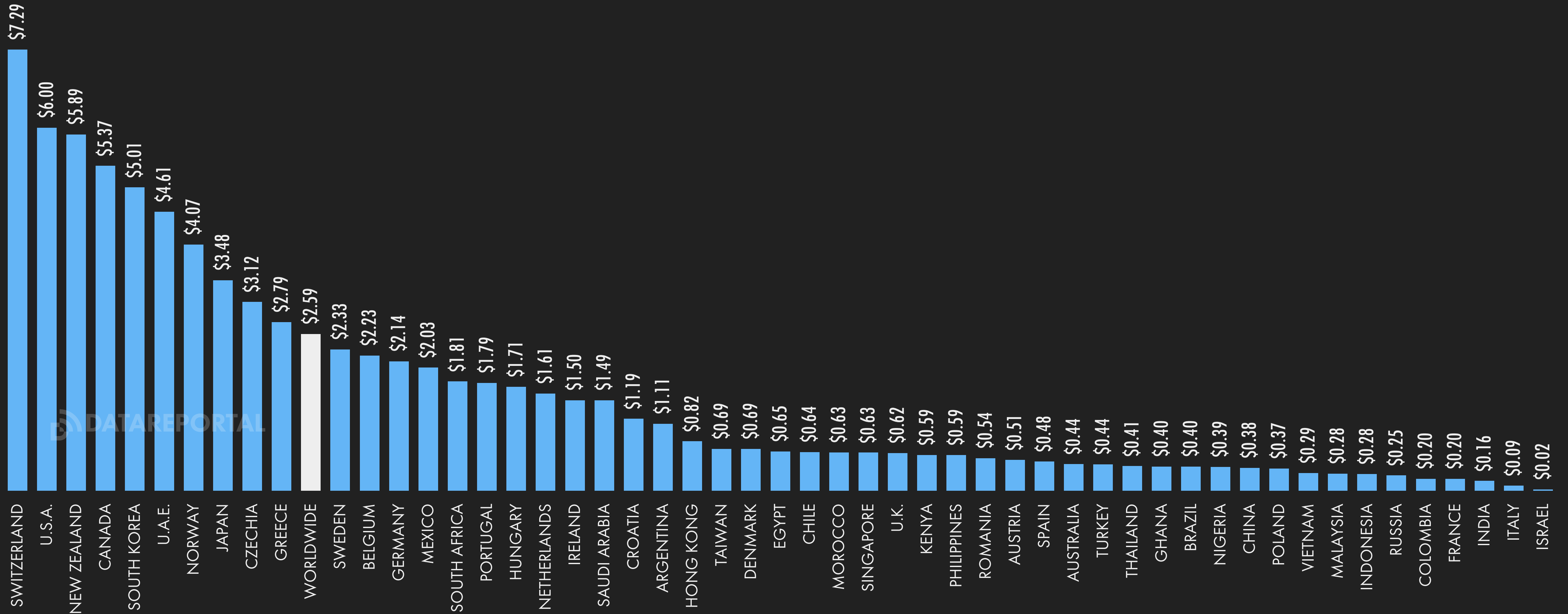
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# COST OF MOBILE DATA: AVERAGE PRICE FOR 1GB

MEDIAN PRICE (IN U.S. DOLLARS) FOR A SIM-ONLY PLAN OFFERING AT LEAST 1GB OF MOBILE DATA



GLOBAL OVERVIEW



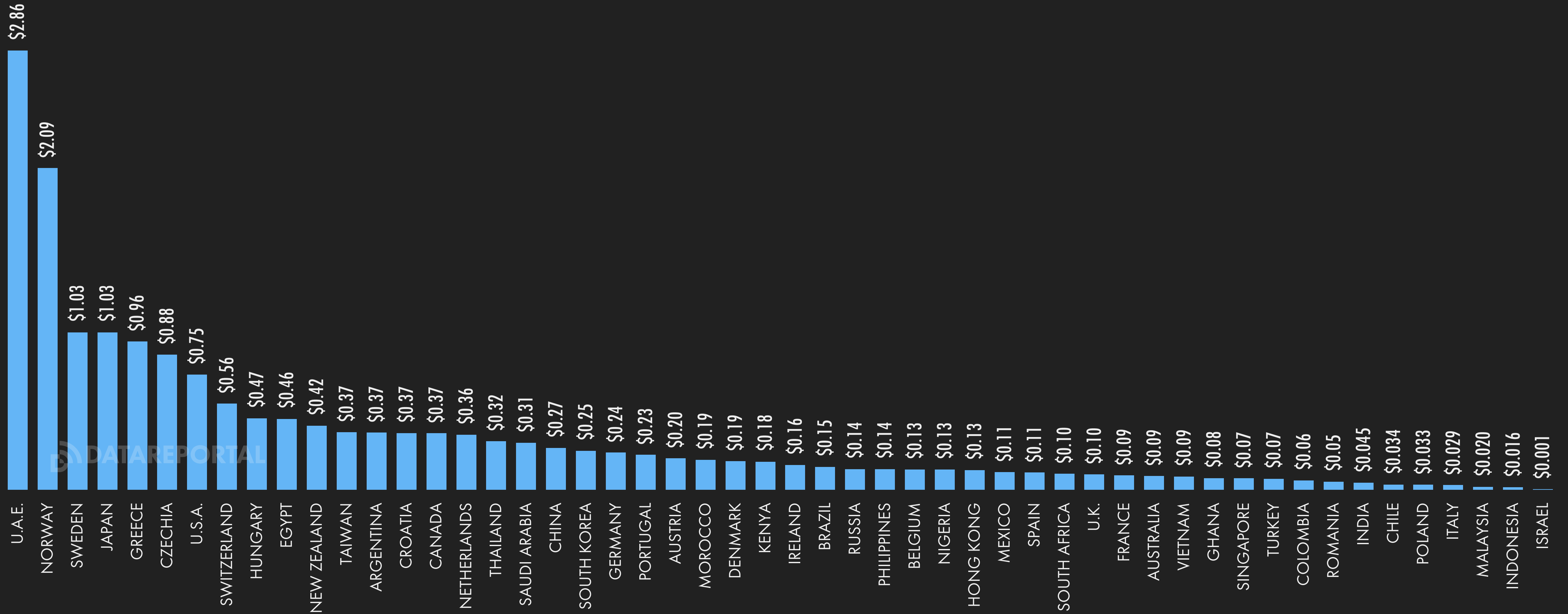
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# COST OF MOBILE DATA: CHEAPEST 1GB PLAN

CHEAPEST PRICE (IN U.S. DOLLARS) FOR A SIM-ONLY PLAN THAT INCLUDES AT LEAST 1GB OF MOBILE DATA



GLOBAL OVERVIEW



**JAN  
2024**

# WHERE FIXED BROADBAND IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE FIXED INTERNET BANDWIDTH IS THE **LEAST** AFFORDABLE, BASED ON THE **AVERAGE** PRICE PER MBPS



GLOBAL OVERVIEW

#	LOCATION	AVE. PRICE PER MBPS vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) PER MBPS OF FIXED DATA	#	LOCATION	AVE. PRICE PER MBPS vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) PER MBPS OF FIXED DATA
01	BURUNDI	1,224.9%	\$159.15	11	SIERRA LEONE	16.3%	\$5.56
02	ERITREA	894.3%	\$338.15	12	ZAMBIA	15.9%	\$8.16
03	SOMALIA	127.6%	\$38.35	13	SOLOMON ISLANDS	15.7%	\$27.88
04	AFGHANISTAN	76.0%	\$21.52	14	SYRIA	15.6%	\$6.31
05	GUINEA	65.8%	\$47.45	15	TURKMENISTAN	14.4%	\$66.26
06	MOZAMBIQUE	53.5%	\$16.34	16	DEM. REP. OF THE CONGO	12.0%	\$3.39
07	TIMOR-LESTE	52.4%	\$18.65	17	YEMEN	11.4%	\$6.33
08	COMOROS	51.6%	\$62.17	18	DJIBOUTI	11.1%	\$25.73
09	EQUATORIAL GUINEA	30.2%	\$73.40	19	ZIMBABWE	10.2%	\$12.57
10	LIBERIA	26.9%	\$7.70	20	MAURITANIA	8.7%	\$13.17

**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 "AVERAGE PRICE (USD) PER MBPS OF FIXED DATA" REPRESENT THE MEDIAN PRICE OF FIXED BROADBAND BANDWIDTH PER MBPS 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.

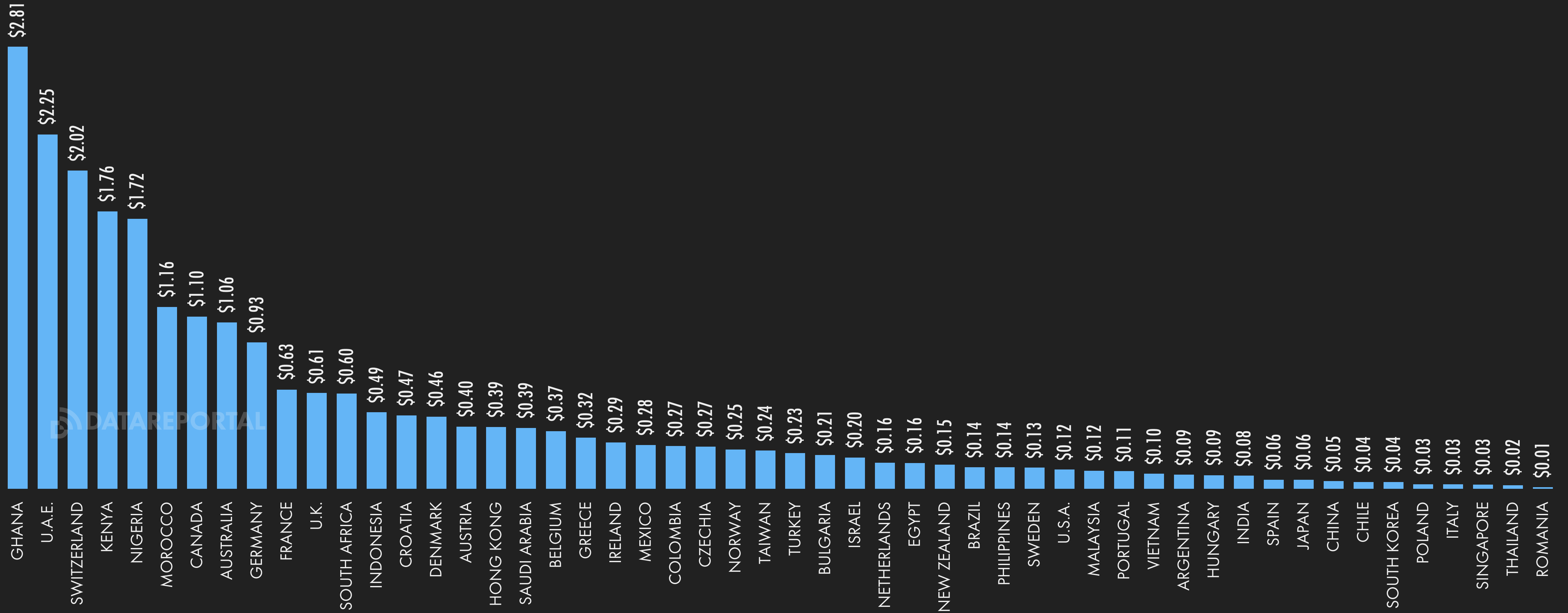
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# COST OF FIXED DATA: AVERAGE PRICE PER MBPS

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



GLOBAL OVERVIEW





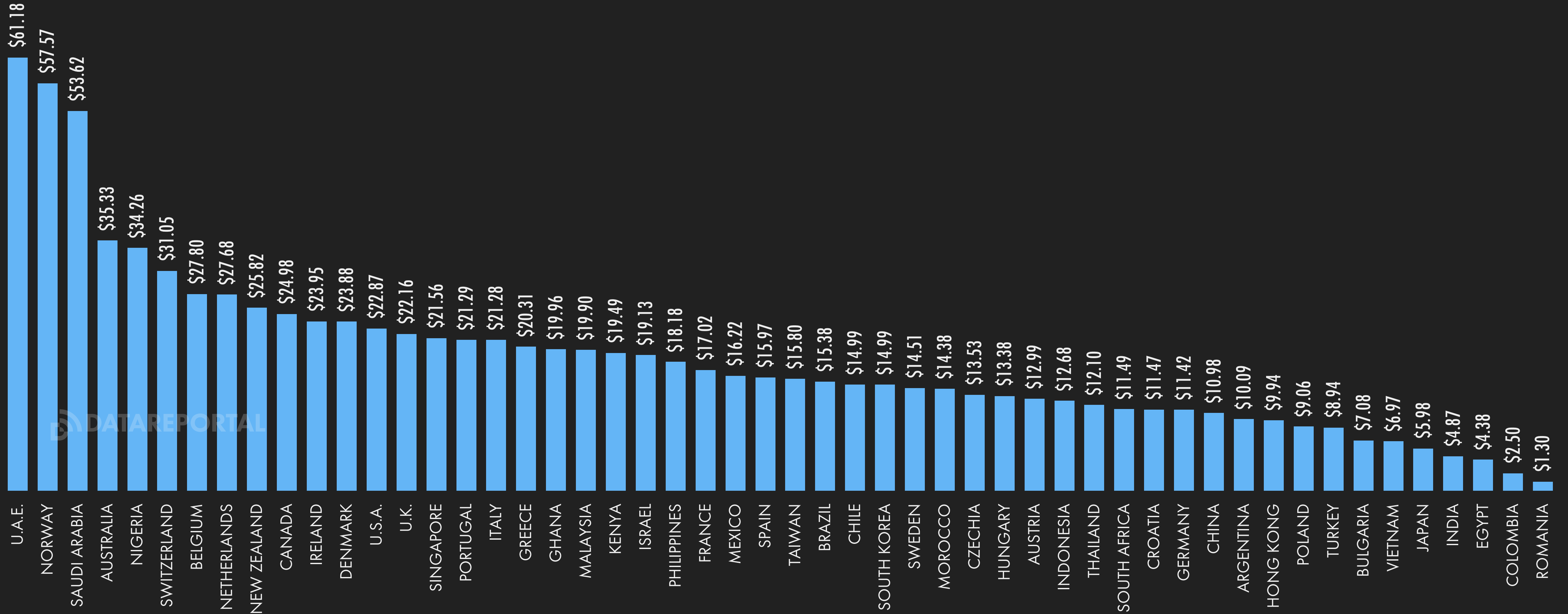
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# COST OF FIXED DATA: CHEAPEST PACKAGE

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



GLOBAL OVERVIEW



**SOURCE:** CABLE.CO.UK. **NOTE:** FIGURES REPRESENT THE COST OF THE CHEAPEST FIXED BROADBAND INTERNET PACKAGE AVAILABLE IN THE RESPECTIVE COUNTRY AT THE TIME THE STUDY WAS CONDUCTED, REGARDLESS OF BANDWIDTH OR DATA LIMITATIONS. VALUES TRANSLATED FROM LOCAL CURRENCIES INTO U.S. DOLLAR EQUIVALENTS BY CABLE.CO.UK USING THE PREVAILING EXCHANGE RATES AT THE TIME OF SOURCE DATA PUBLICATION.

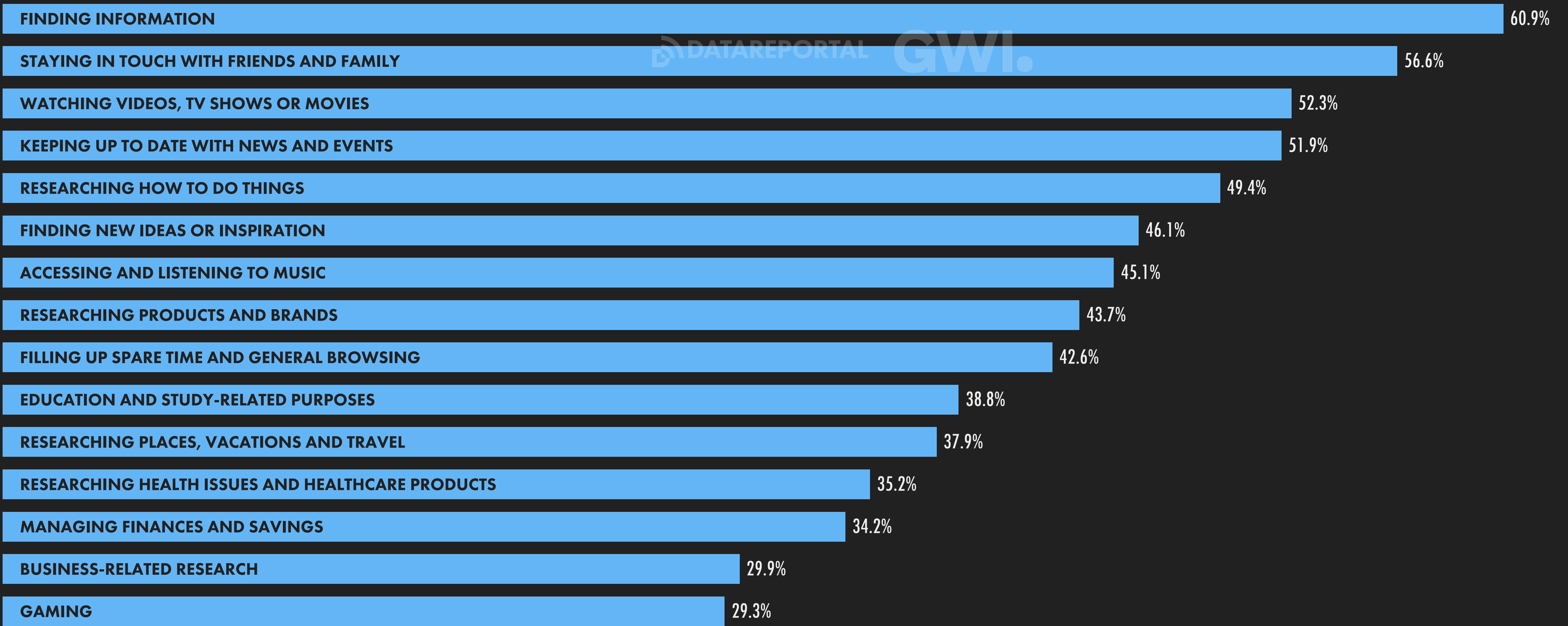
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# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL GWI.

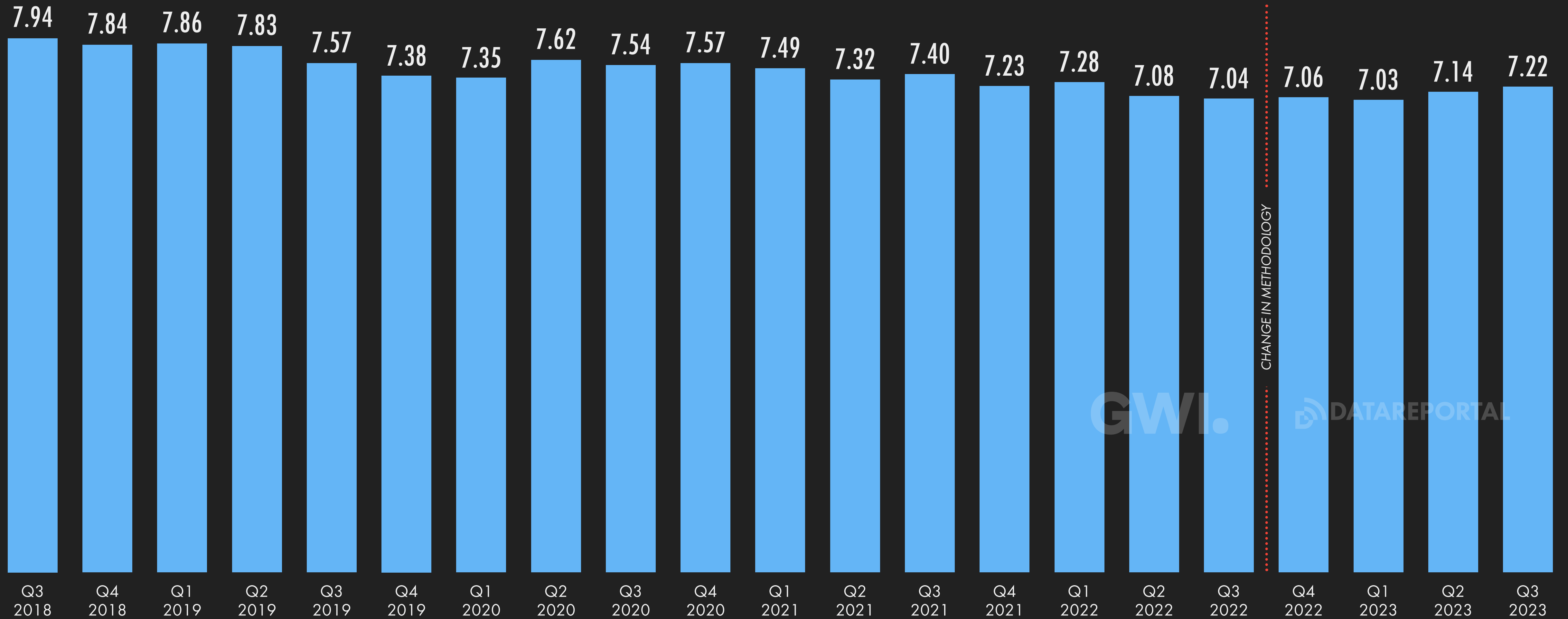
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# NUMBER OF REASONS FOR USING THE INTERNET

AVERAGE NUMBER OF REASONS CITED BY INTERNET USERS AGED 16 TO 64 AS PRIMARY MOTIVATIONS FOR USING THE INTERNET



GLOBAL OVERVIEW



GWI.

DATAREPORTAL

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). NOTE: RESPONDENTS COULD CHOOSE FROM THE SAME DEFINED LIST OF 19 OPTIONS IN EACH WAVE OF RESEARCH. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

# MAIN REASONS FOR USING THE INTERNET

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



GLOBAL OVERVIEW

## 16 TO 24 YEARS OLD

FIND INFORMATION	60.7%
CONTACT FRIENDS & FAMILY	59.2%
WATCH VIDEOS & SHOWS	58.4%
LISTEN TO MUSIC	54.8%
EDUCATION & STUDY	53.0%
LEARN HOW TO DO THINGS	51.1%
FIND NEW IDEAS	50.3%
FILL SPARE TIME & BROWSING	48.3%
FOLLOW NEWS & EVENTS	47.8%
GAMING	41.6%

## 25 TO 34 YEARS OLD

FIND INFORMATION	58.7%
CONTACT FRIENDS & FAMILY	55.6%
WATCH VIDEOS & SHOWS	54.1%
FOLLOW NEWS & EVENTS	49.4%
FIND NEW IDEAS	47.9%
LEARN HOW TO DO THINGS	47.7%
LISTEN TO MUSIC	46.6%
RESEARCH BRANDS	43.0%
FILL SPARE TIME & BROWSING	41.5%
EDUCATION & STUDY	39.0%

## 35 TO 44 YEARS OLD

FIND INFORMATION	59.7%
CONTACT FRIENDS & FAMILY	55.7%
FOLLOW NEWS & EVENTS	52.9%
WATCH VIDEOS & SHOWS	51.7%
LEARN HOW TO DO THINGS	48.9%
FIND NEW IDEAS	46.0%
RESEARCH BRANDS	44.9%
LISTEN TO MUSIC	42.6%
FILL SPARE TIME & BROWSING	41.1%
RESEARCH PLACES & TRAVEL	39.1%

## 45 TO 54 YEARS OLD

FIND INFORMATION	62.1%
CONTACT FRIENDS & FAMILY	56.3%
FOLLOW NEWS & EVENTS	54.8%
LEARN HOW TO DO THINGS	49.2%
WATCH VIDEOS & SHOWS	48.8%
RESEARCH BRANDS	44.8%
FIND NEW IDEAS	42.3%
FILL SPARE TIME & BROWSING	40.9%
LISTEN TO MUSIC	39.4%
RESEARCH PLACES & TRAVEL	38.9%

## 55 TO 64 YEARS OLD

FIND INFORMATION	66.9%
FOLLOW NEWS & EVENTS	59.1%
CONTACT FRIENDS & FAMILY	56.3%
LEARN HOW TO DO THINGS	51.4%
RESEARCH BRANDS	46.7%
WATCH VIDEOS & SHOWS	43.0%
RESEARCH PLACES & TRAVEL	40.7%
FIND NEW IDEAS	39.8%
RESEARCH HEALTH	39.8%
FILL SPARE TIME & BROWSING	38.9%

GW.I.

GW.I.

GW.I.

GW.I.

GW.I.



# Evolving Digital Habits

from Meltwater's [2024 Marketing Trends](#) guide



## 1. Visual Search

See it, want it, buy it. That consumer expectation is now possible thanks to advances in visual search technology. Marketers and brands need to stay ahead of the curve with new expertise like visual SEO and distinct visual branding.



## 2. Microblogging Fragmentation

The race to become the next X (Twitter) is on. As internet users test out new, competitive networks, marketers will have to leverage **audience intelligence** to see which ones are worth their investment.



## 3. AI Upskilling

According to our 2024 State of Social survey, 60% of marketers plan to increase their use of AI. Marketers who don't master these tools now will be at a disadvantage soon. Now's the time to upskill for AI.

Find out how to prepare for these trends in [Meltwater's 2024 Marketing Trends](#) guide.

# Marketing Trends 2024



Download the report





we  
are  
social

# Think Forward

THE SOCIAL RECKONING

FEATURED TREND

**IN A NEW ERA OF SOCIAL,  
EVERY BRAND WILL BE JUDGED**

Dive into We Are Social's latest trends report.



# The Offline Internet

As the power balance between online and offline is shifting, people expect greater **interplay between worlds.**



Explore the trends:

[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)



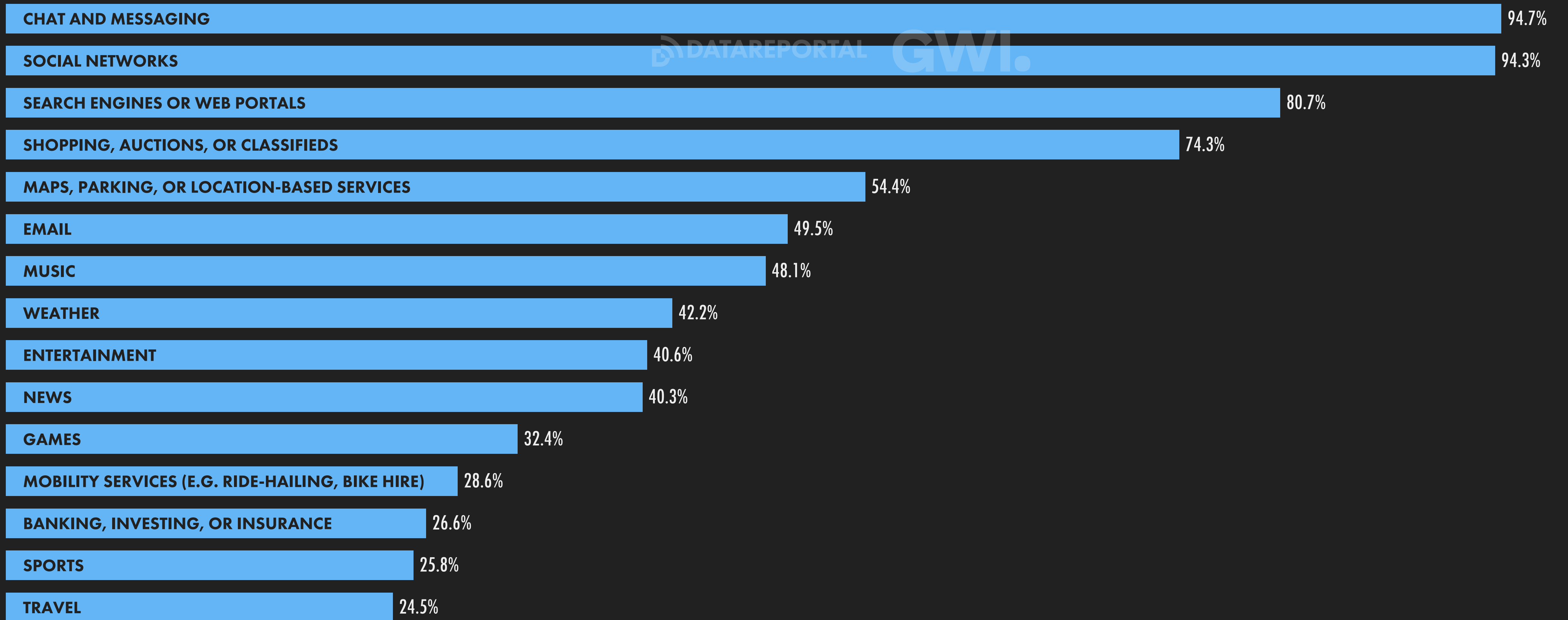
JAN  
2024

# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



GLOBAL OVERVIEW



**JAN  
2024**

# 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

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SOCIAL NETWORKS	96.9%	CHAT & MESSAGING	95.8%	CHAT & MESSAGING	95.3%	CHAT & MESSAGING	93.4%	CHAT & MESSAGING	89.8%
CHAT & MESSAGING	96.4%	SOCIAL NETWORKS	95.7%	SOCIAL NETWORKS	94.9%	SOCIAL NETWORKS	91.8%	SOCIAL NETWORKS	87.9%
SEARCH ENGINES & PORTALS	82.6%	SEARCH ENGINES & PORTALS	80.9%	SEARCH ENGINES & PORTALS	80.3%	SEARCH ENGINES & PORTALS	79.8%	SEARCH ENGINES & PORTALS	78.1%
SHOPPING	72.9%	SHOPPING	75.6%	SHOPPING	76.3%	SHOPPING	74.0%	SHOPPING	70.8%
MUSIC	55.9%	MAPS, PARKING & LOCATION	54.7%	MAPS, PARKING & LOCATION	54.6%	MAPS, PARKING & LOCATION	54.4%	EMAIL	57.6%
MAPS, PARKING & LOCATION	54.5%	MUSIC	51.5%	EMAIL	48.9%	EMAIL	52.6%	MAPS, PARKING & LOCATION	53.1%
ENTERTAINMENT	47.7%	EMAIL	46.1%	MUSIC	46.8%	NEWS	48.9%	WEATHER	52.7%
EMAIL	47.5%	ENTERTAINMENT	44.2%	NEWS	43.7%	WEATHER	47.6%	NEWS	50.3%
GAMES	42.9%	WEATHER	38.9%	WEATHER	43.3%	MUSIC	42.4%	MUSIC	35.3%
WEATHER	36.0%	NEWS	37.0%	ENTERTAINMENT	40.4%	ENTERTAINMENT	35.1%	BANKING & FINANCE	32.5%

GWI.

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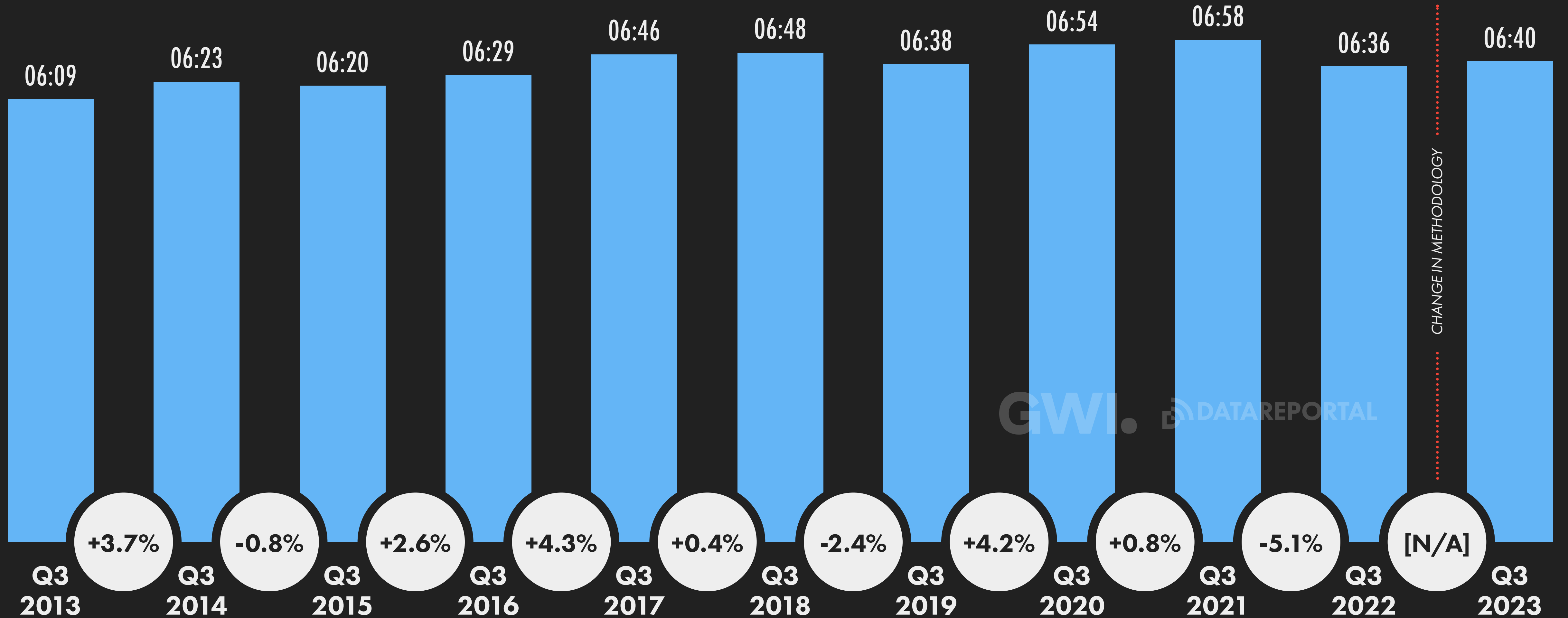
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# DAILY TIME SPENT USING THE INTERNET (YOY)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



GLOBAL OVERVIEW



GWIDATAREPORTAL

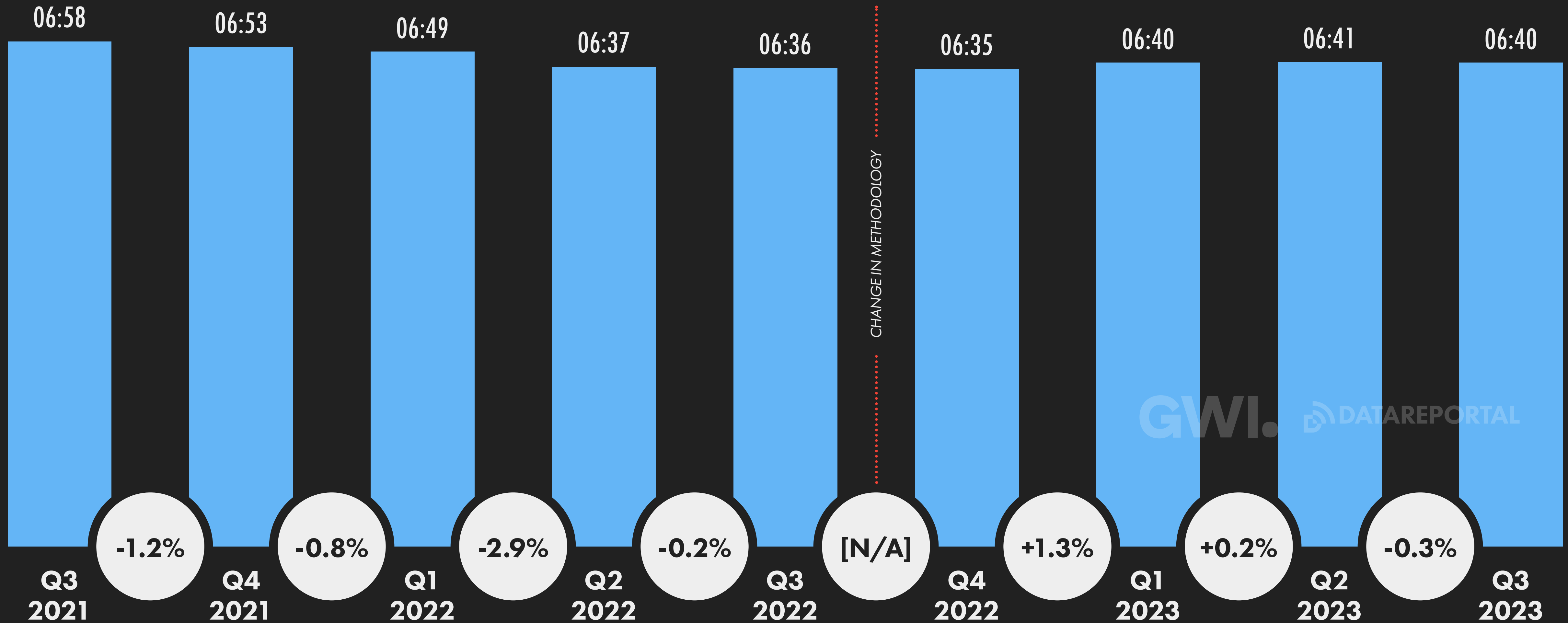
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# DAILY TIME SPENT USING THE INTERNET (QOQ)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



GLOBAL OVERVIEW



GWIDATA REPORTAL

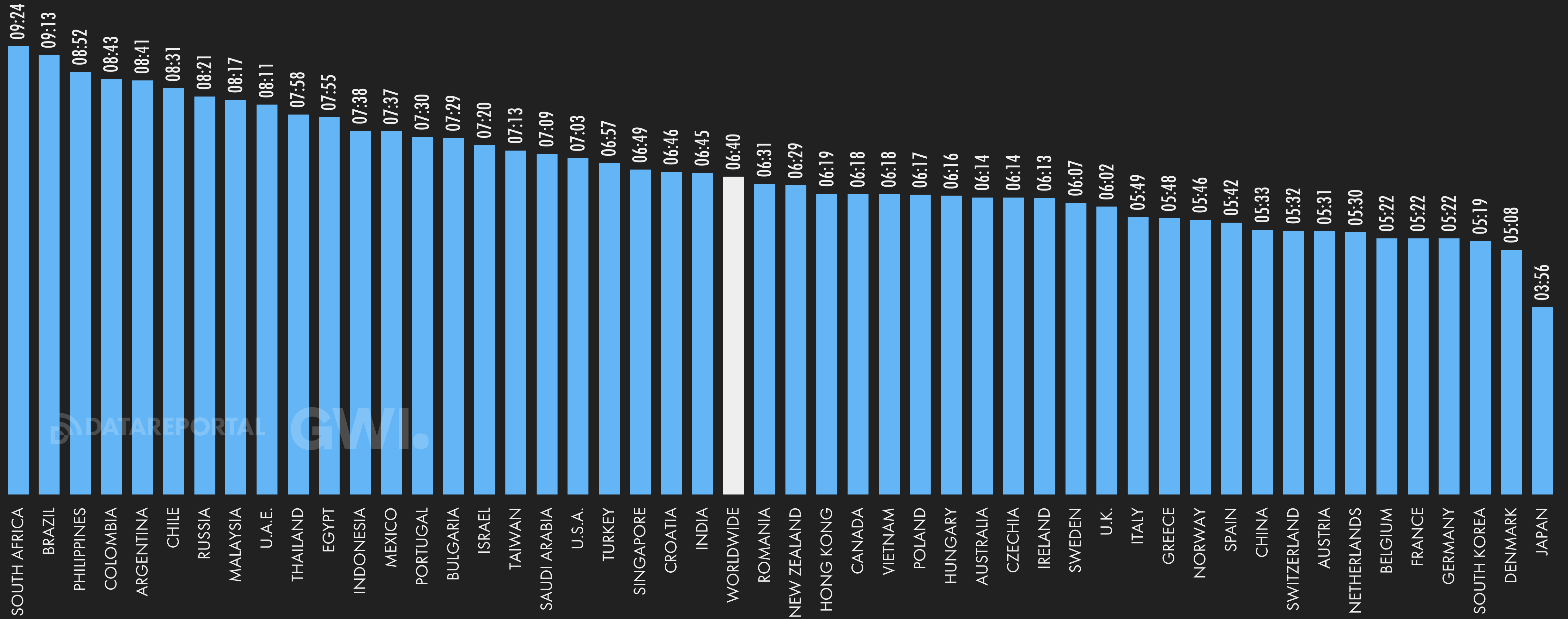
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# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



GLOBAL OVERVIEW

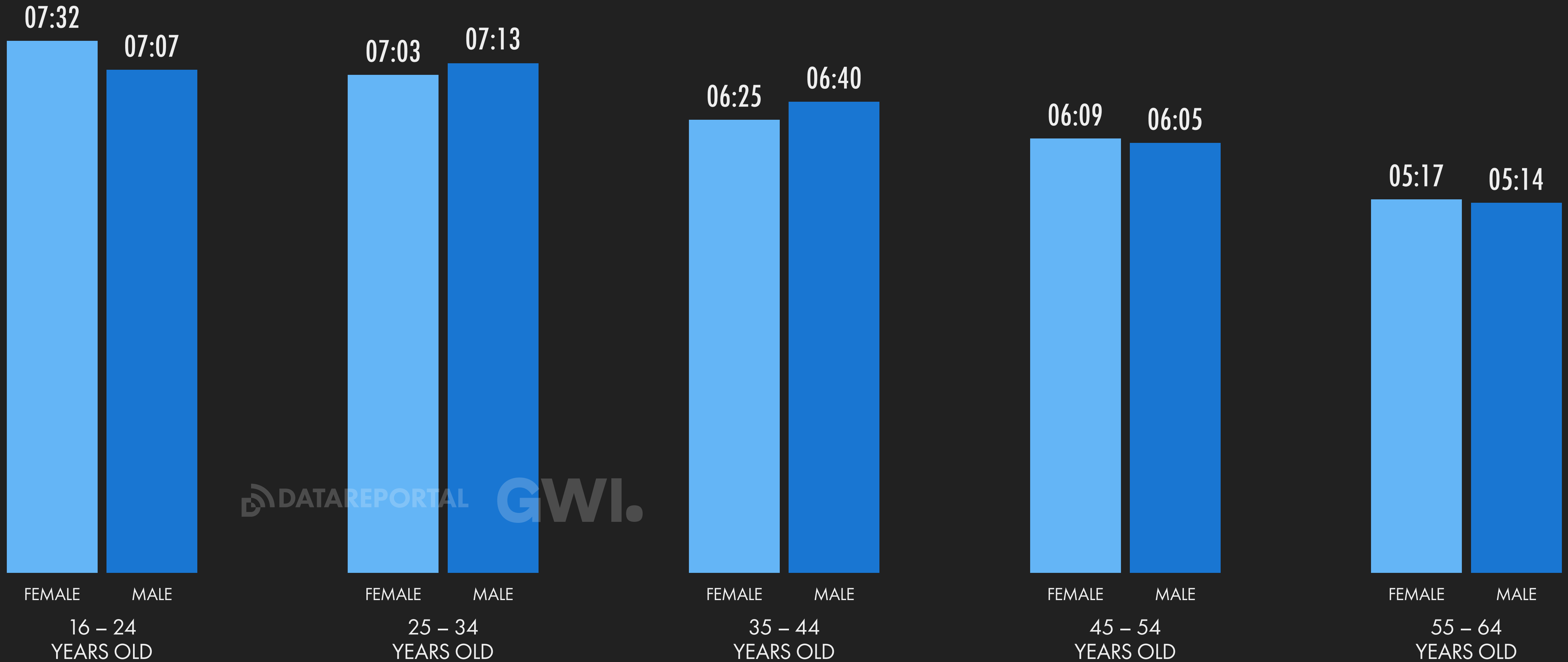


DATA REPORTAL GWI.

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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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2024

# DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



MOBILE  
PHONE (ANY)



GWI.

96.5%

YEAR-ON-YEAR CHANGE  
+4.6% (+420 BPS)

LAPTOP OR  
DESKTOP (ANY)



Meltwater

61.8%

YEAR-ON-YEAR CHANGE  
-5.8% (-380 BPS)

SMART  
PHONE



GWI.

94.6%

YEAR-ON-YEAR CHANGE  
+4.0% (+360 BPS)

FEATURE  
PHONE



KEPIOS

3.8%

YEAR-ON-YEAR CHANGE  
-26.9% (-140 BPS)

TABLET  
DEVICE



25.9%

YEAR-ON-YEAR CHANGE  
-5.1% (-140 BPS)

PERSONAL LAPTOP  
OR DESKTOP



we  
are  
social

54.9%

YEAR-ON-YEAR CHANGE  
-7.1% (-420 BPS)

WORK LAPTOP  
OR DESKTOP



GWI.

26.2%

YEAR-ON-YEAR CHANGE  
-8.4% (-240 BPS)

CONNECTED  
TELEVISION



GWI.

31.1%

YEAR-ON-YEAR CHANGE  
-2.5% (-80 BPS)

SMART HOME  
DEVICE



GWI.

16.4%

YEAR-ON-YEAR CHANGE  
+6.5% (+100 BPS)

GAMES  
CONSOLE



11.5%

YEAR-ON-YEAR CHANGE  
-9.4% (-120 BPS)

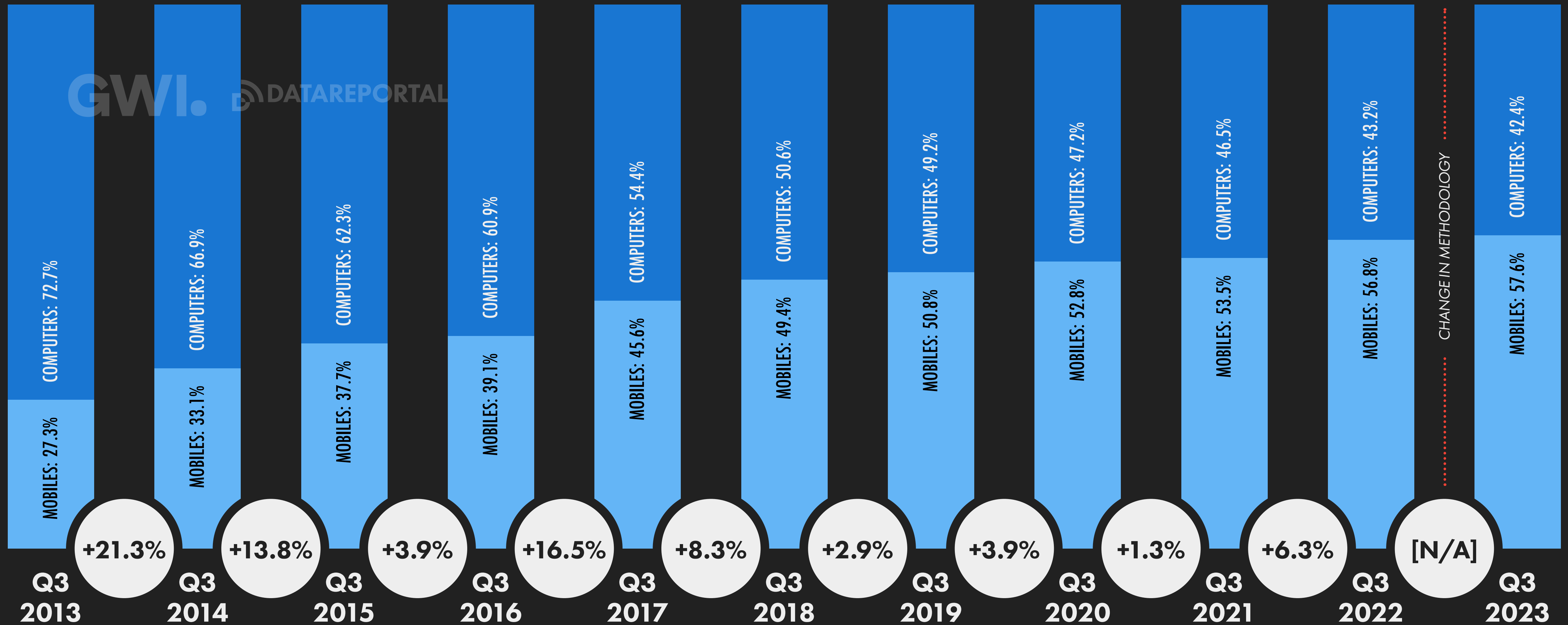
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# SHARE OF DAILY INTERNET TIME BY DEVICE (YOY)

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2013 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

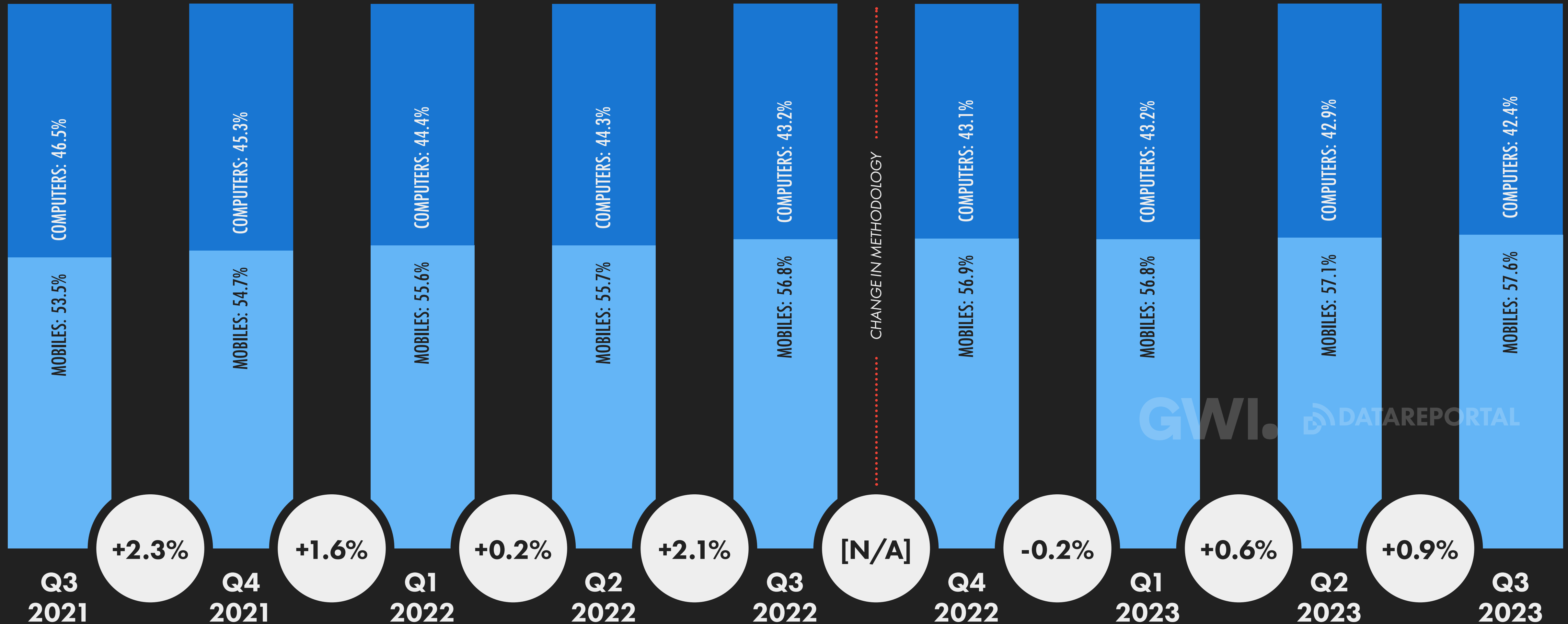
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# SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

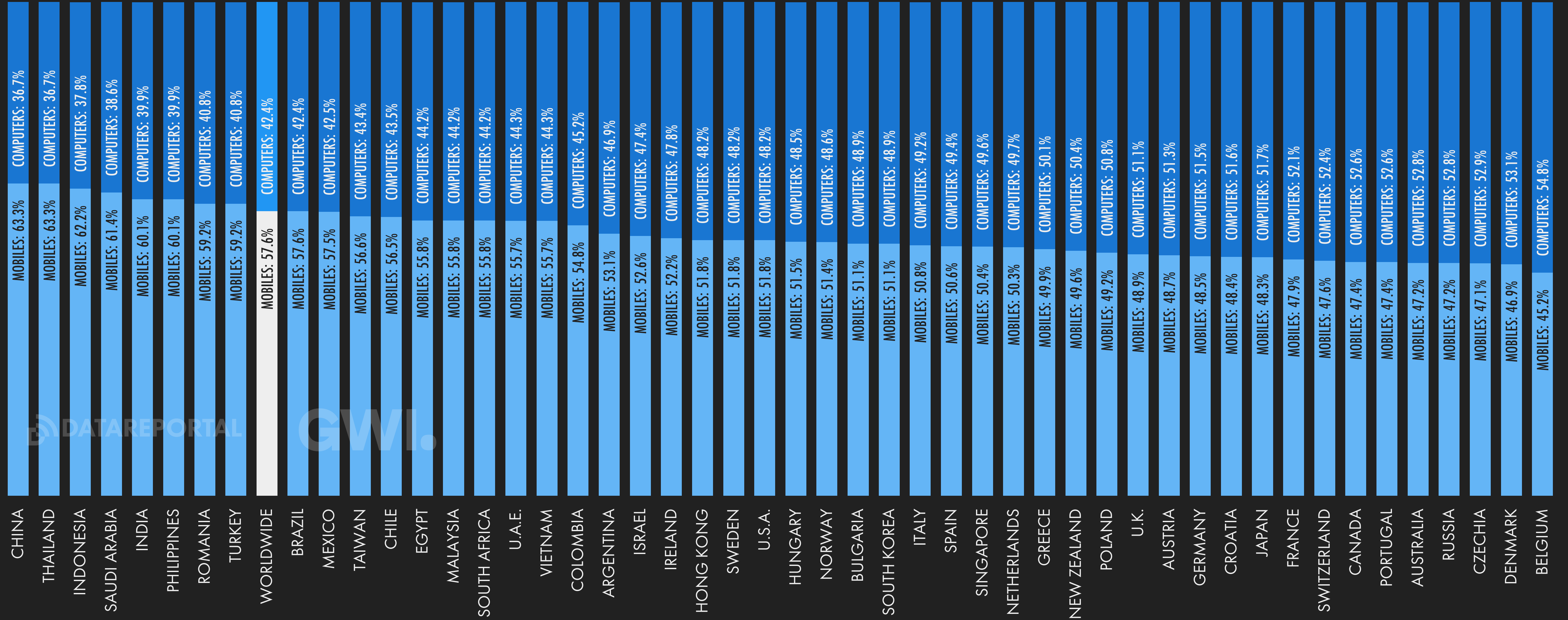
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# SHARE OF DAILY INTERNET TIME BY DEVICE

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON EACH DEVICE AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



GLOBAL OVERVIEW





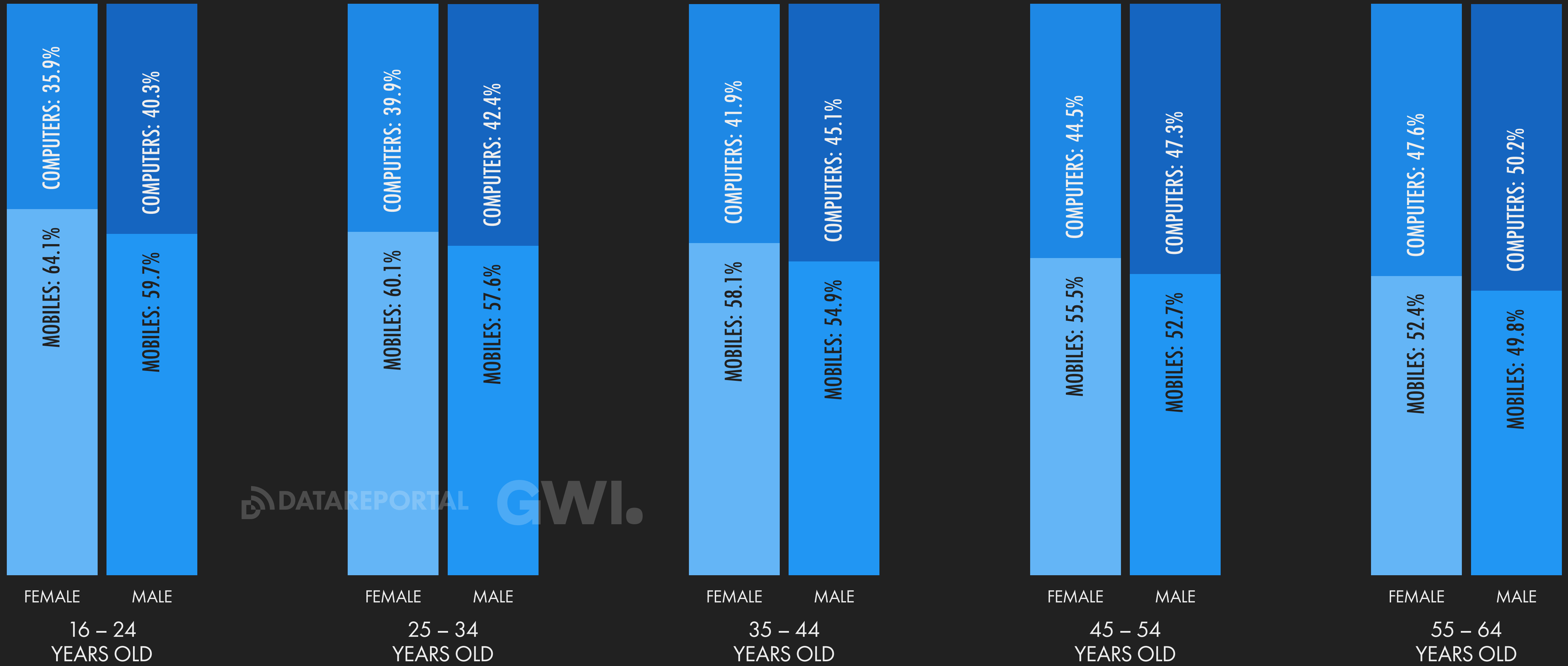
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# SHARE OF DAILY INTERNET TIME BY DEVICE

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.

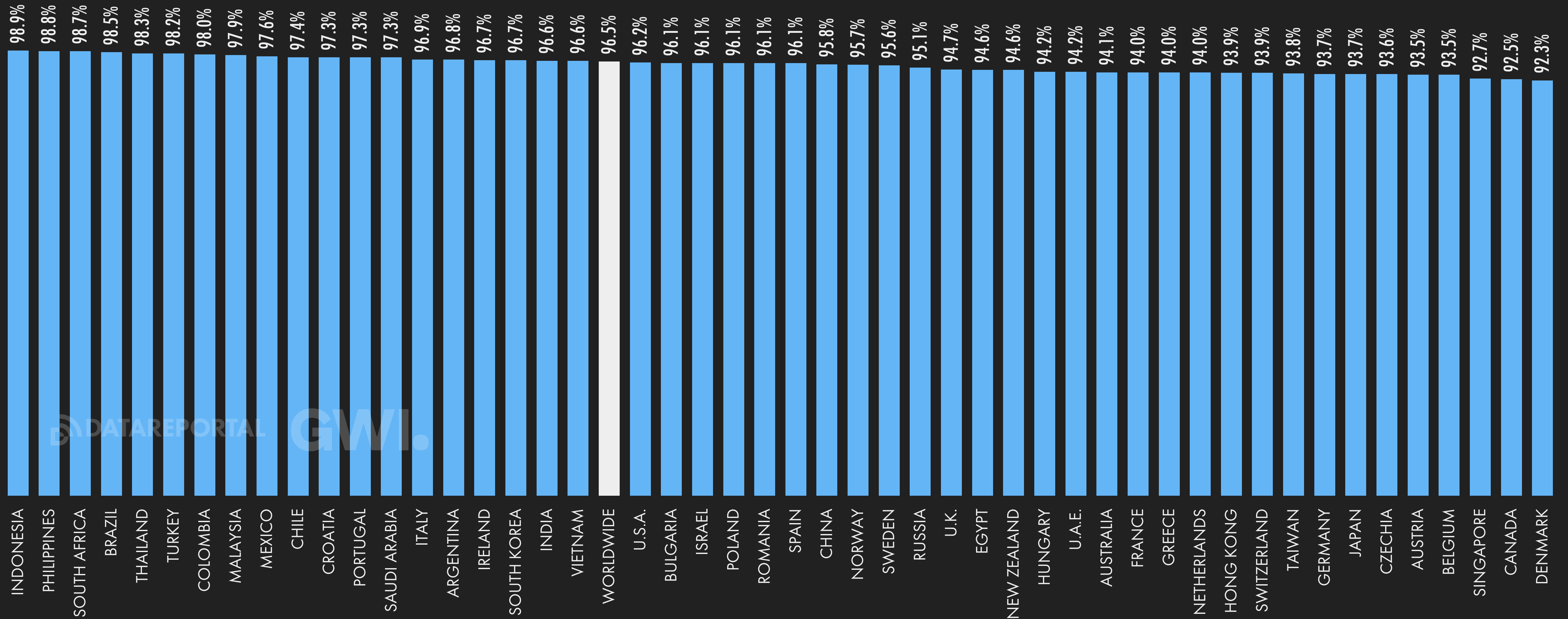
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# USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL GWI.

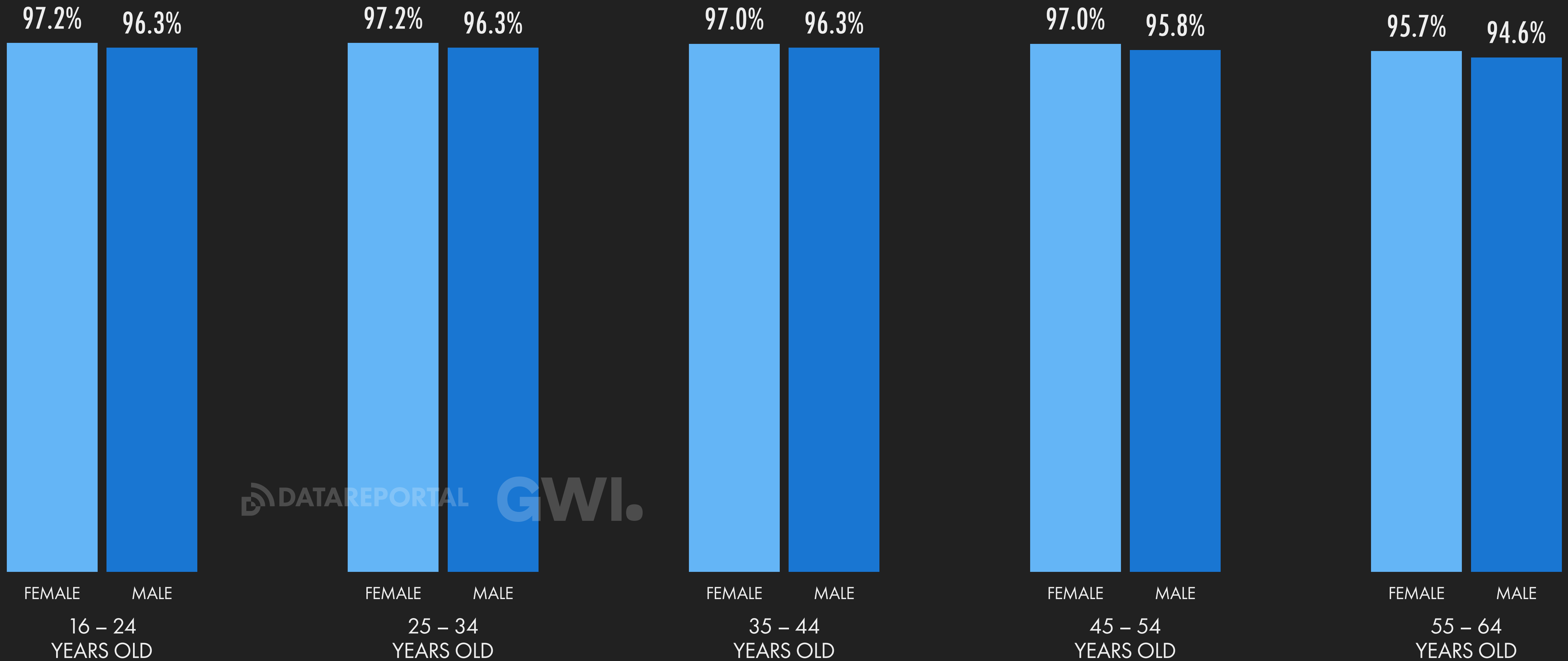
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# USING MOBILE PHONES TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

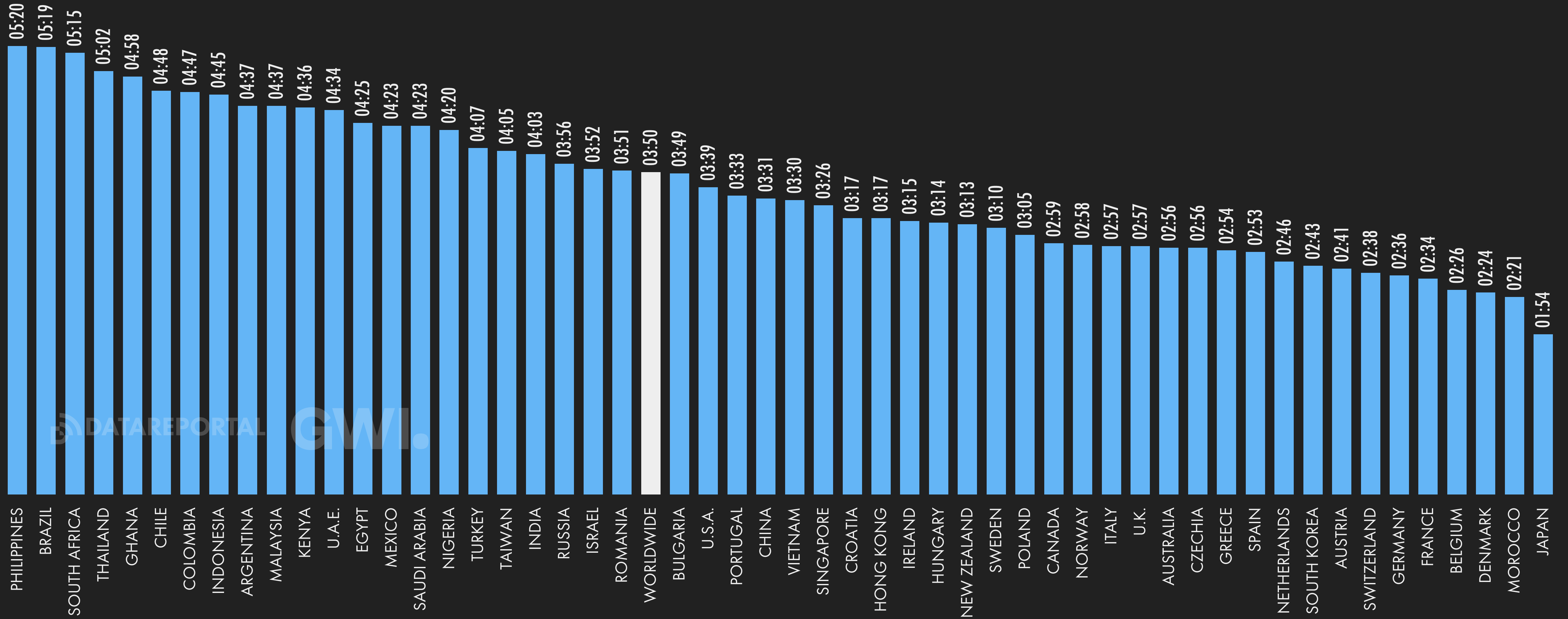
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# TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON MOBILE PHONES



GLOBAL OVERVIEW



DATA REPORTAL GWI




[Download the report](#)
[gsmaintelligence.com](https://gsmaintelligence.com)

# The State of Mobile Internet Connectivity 2023

## 54%

**At the end of 2022, 54% of the global population (4.3 billion people) owned a smartphone.**

The majority of the global population now own a smartphone, which is how most people are accessing mobile internet.

Of the 4.6 billion people using mobile internet, almost 4 billion do so using a smartphone (49% of the global population) and around 600 million people do so using a feature phone (8% of the global population).

There are also 350 million people who own a smartphone but do not use mobile internet.

Source: GSMA Intelligence and GSMA Connected Society

## 38%

**In 2022, 3 billion people (38% of the global population) lived in areas covered by mobile internet but did not use it.**

Most of those not using mobile internet live in areas covered by a mobile broadband network.

With mobile internet adoption outpacing network expansion, this 'usage gap' has been shrinking slowly in recent years, from 40% in 2021 to 38% in 2022.

However, the usage gap remains almost eight times the size of the coverage gap, which stood at 5% at the end of 2022.

Source: GSMA Intelligence and GSMA Connected Society

## 16%

**The affordability of an entry-level device across all low- and middle-income countries (LMICs) is equivalent to 16% of average monthly income**

Across LMICs, affordability of an entry-level, internet-enabled handset remained relatively unchanged, while affordability of data continues to improve across most regions.

However, while the affordability of an entry-level device across all low- and middle-income countries (LMICs) is equivalent to 16% of average monthly income, this increases to 40% for the poorest 40% of the population and 55% for the poorest 20%.

Source: GSMA Intelligence and GSMA Connected Society

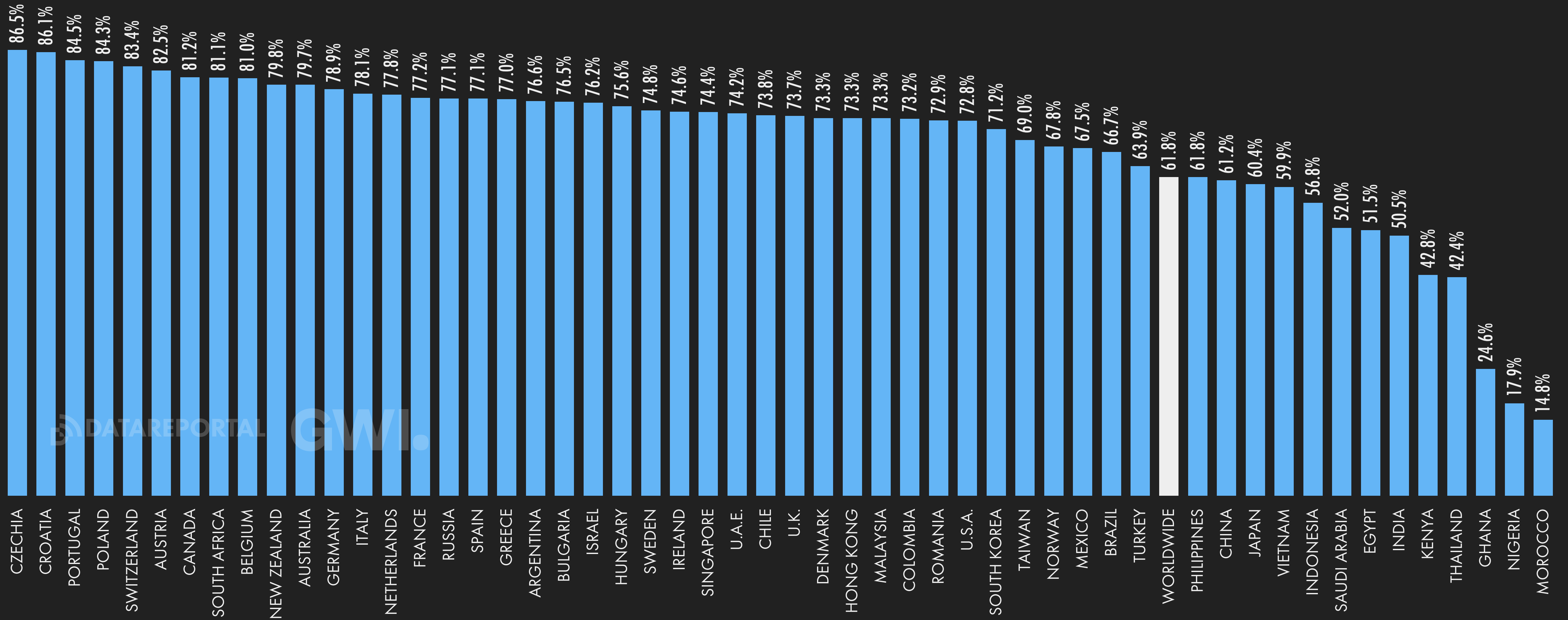
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# USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A LAPTOP, DESKTOP, OR TABLET TO ACCESS THE INTERNET



GLOBAL OVERVIEW



DATA REPORTAL GWI

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTE: INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



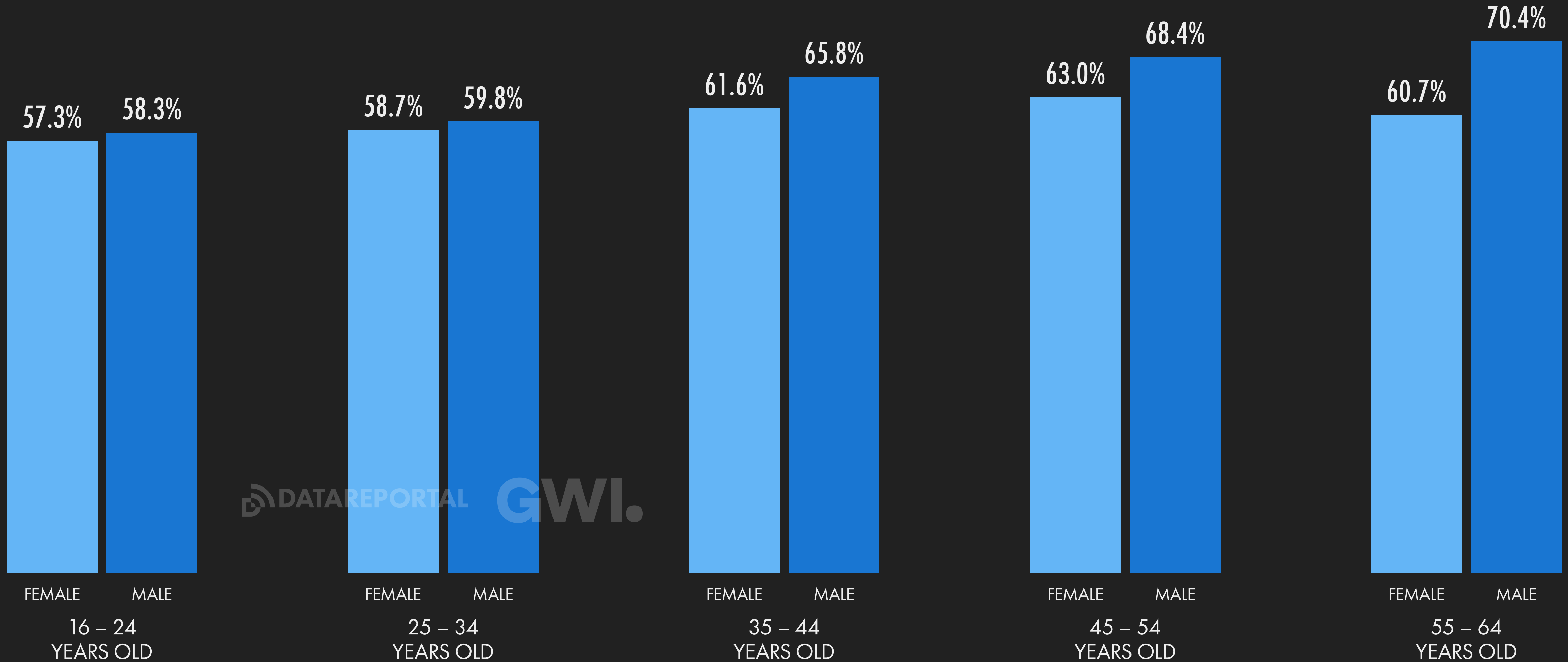
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# USING COMPUTERS TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

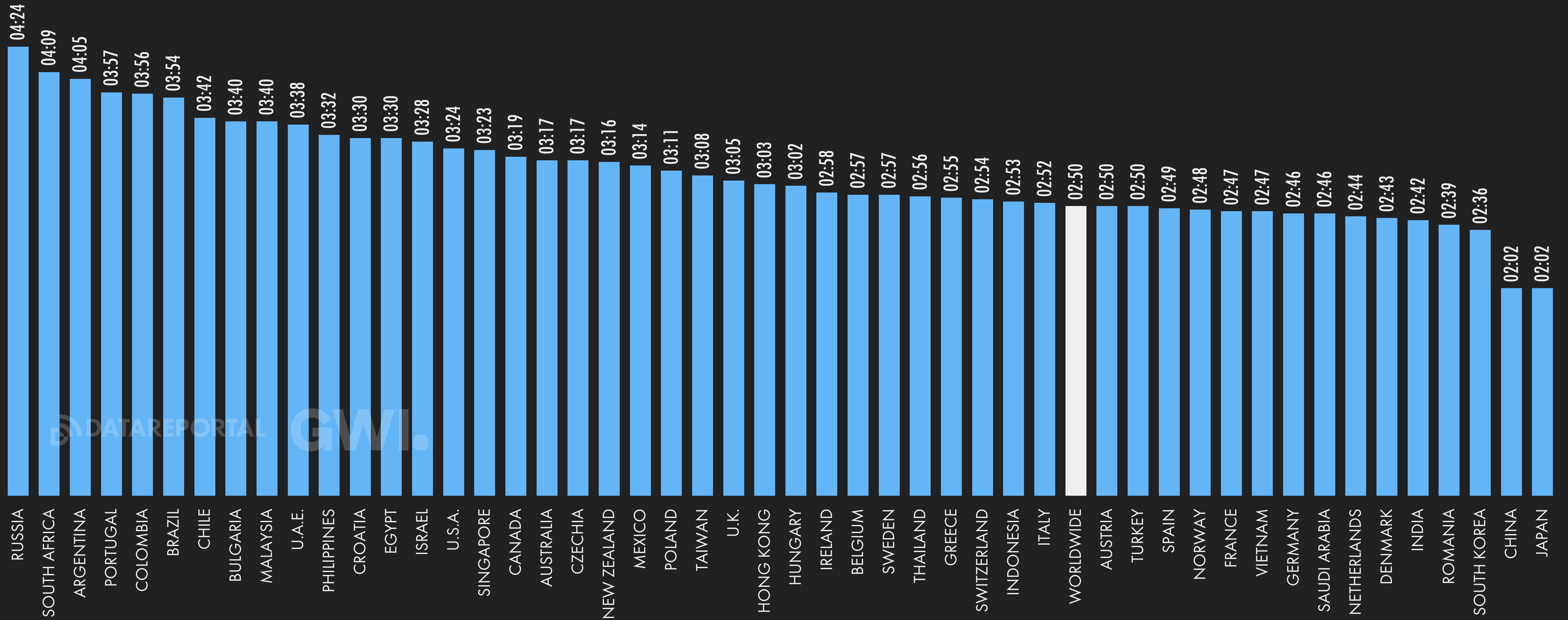
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# TIME SPENT USING THE INTERNET ON COMPUTERS

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET ON LAPTOPS, DESKTOPS, OR TABLETS



GLOBAL OVERVIEW



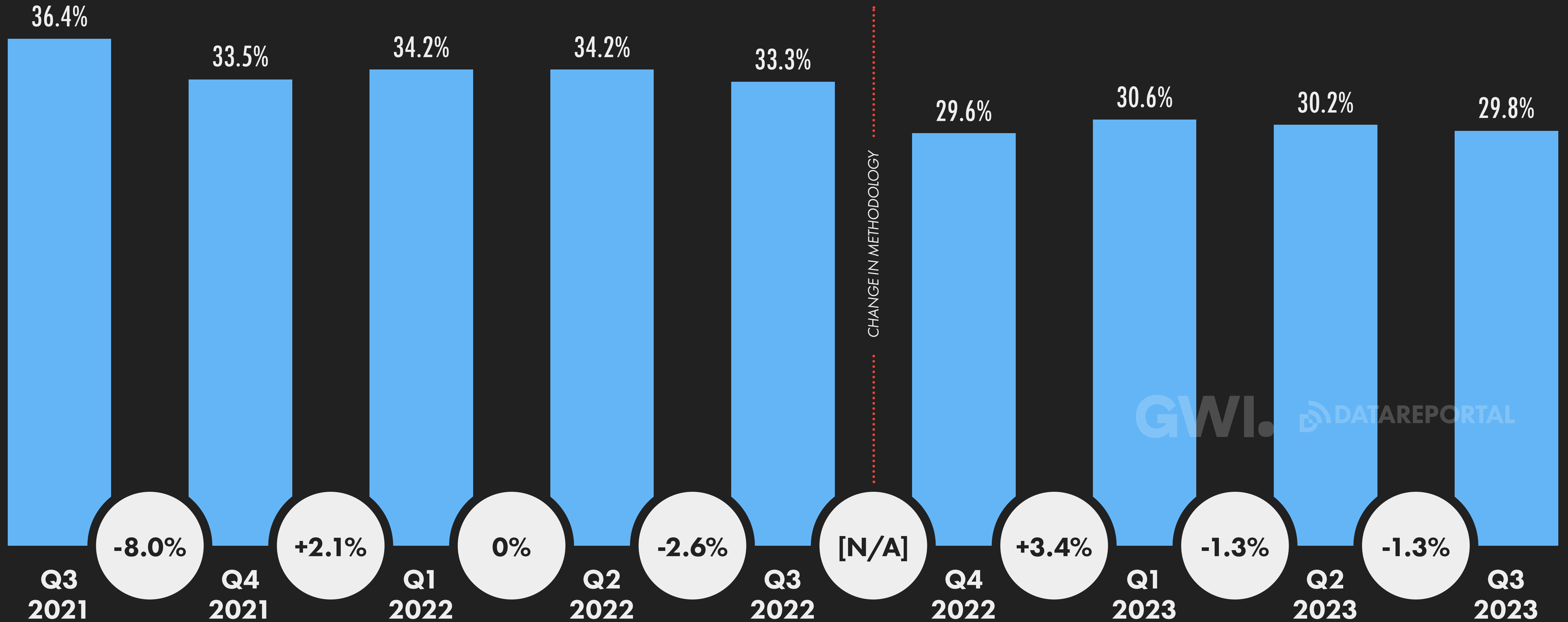
DATA REPORTAL GWI.



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# USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK



GWIDATAREPORTAL

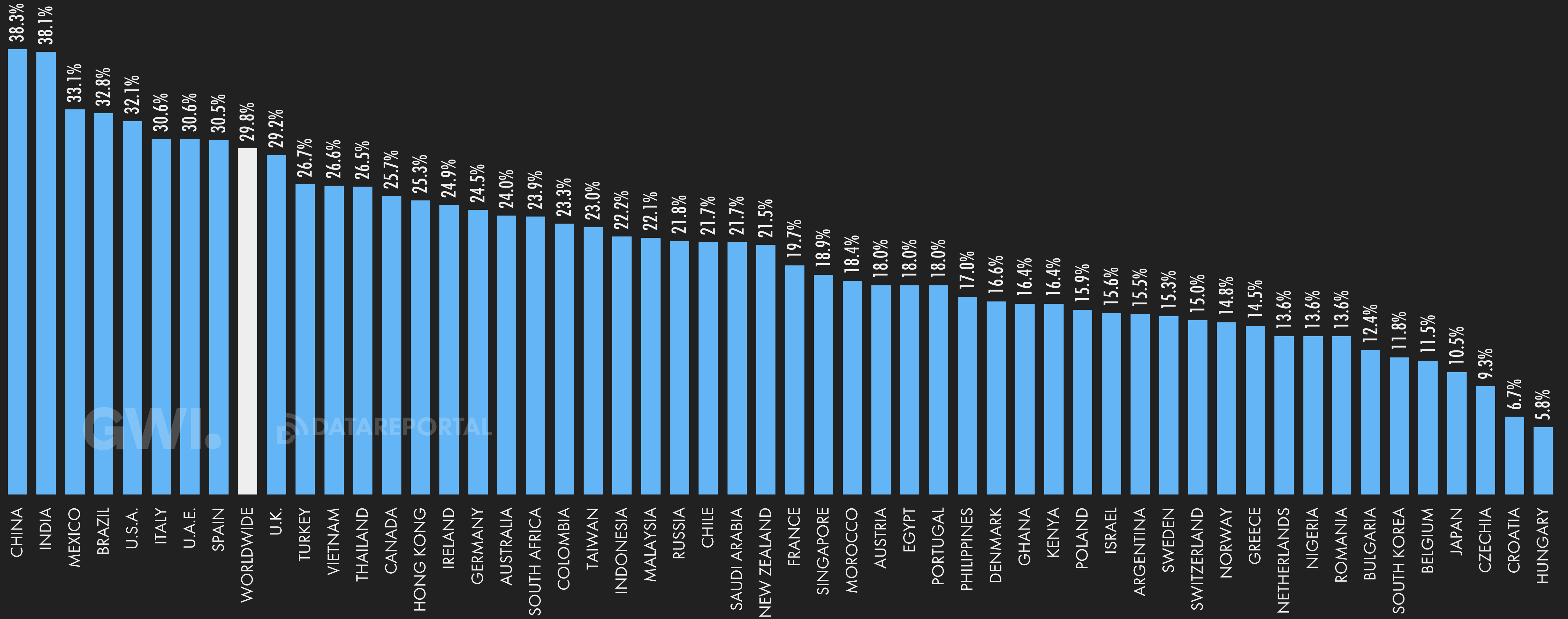
JAN  
2024

# USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK



GLOBAL OVERVIEW



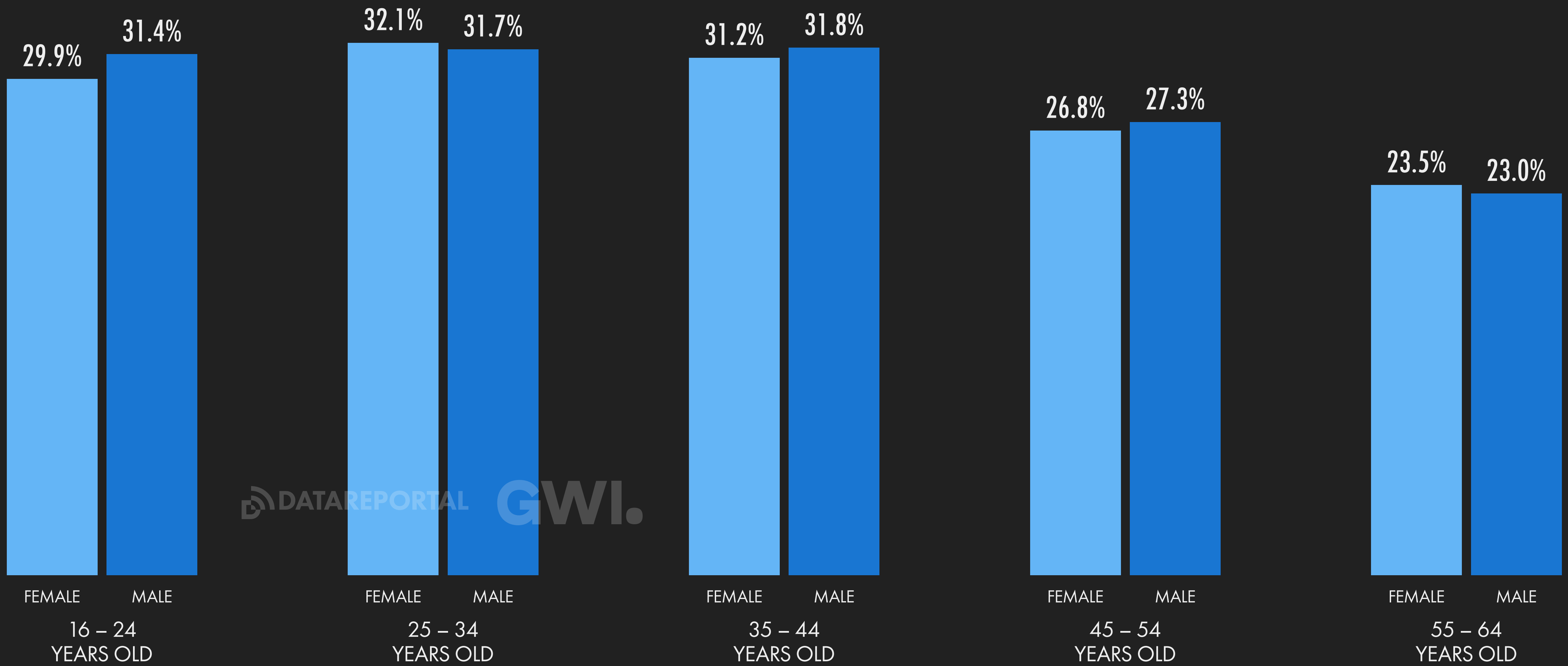
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2024

# USE OF VOICE ASSISTANTS

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

JAN  
2024

# INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

DOWNLOAD (MBPS)

**48.61**

UPLOAD (MBPS)

**11.07**

LATENCY (MS)

**27**

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



OOKLA

DOWNLOAD

**+43.1%**

UPLOAD

**+18.5%**

LATENCY

**-3.6%**

MEDIAN SPEED OF  
FIXED INTERNET  
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

**90.21**

UPLOAD (MBPS)

**41.18**

LATENCY (MS)

**9**

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



DOWNLOAD

**+20.7%**

UPLOAD

**+29.1%**

LATENCY

**-10.0%**



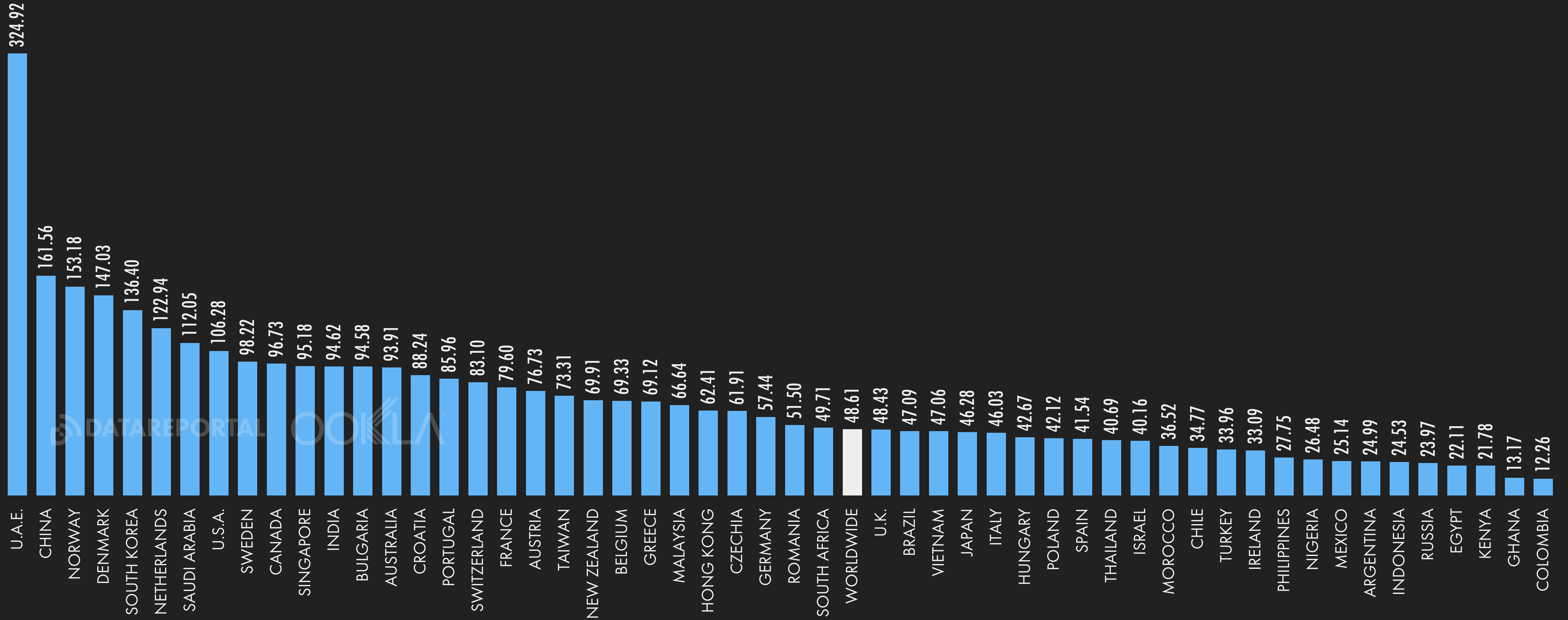
JAN  
2024

# MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



**JAN  
2024**

# 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	324.92	+132.7%	29.99	19
02	QATAR	243.95	+38.5%	28.44	19
03	KUWAIT	189.11	+93.6%	23.80	18
04	CHINA	161.56	+47.7%	29.37	26
05	NORWAY	153.18	+16.5%	22.94	25
06	DENMARK	147.03	+29.6%	19.67	18
07	MACAU	136.42	+28.2%	31.27	14
08	SOUTH KOREA	136.40	+14.9%	17.18	28
09	NETHERLANDS	122.94	+12.7%	17.63	22
10	BAHRAIN	119.04	+46.0%	17.55	18

## SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
144	CUBA	3.90	-32.1%	3.75	123
143	AFGHANISTAN	4.81	-8.7%	1.87	32
142	TIMOR-LESTE	4.85	[N/A]	2.87	20
141	YEMEN	5.59	-42.0%	5.93	34
140	SUDAN	7.70	-42.5%	5.40	51
139	HAITI	8.43	+33.8%	7.08	25
138	TAJIKISTAN	9.35	+14.4%	5.39	25
137	BOLIVIA	10.27	+1.1%	9.22	26
136	VENEZUELA	11.15	+95.3%	5.98	38
135	SYRIA	11.82	+27.5%	3.69	29



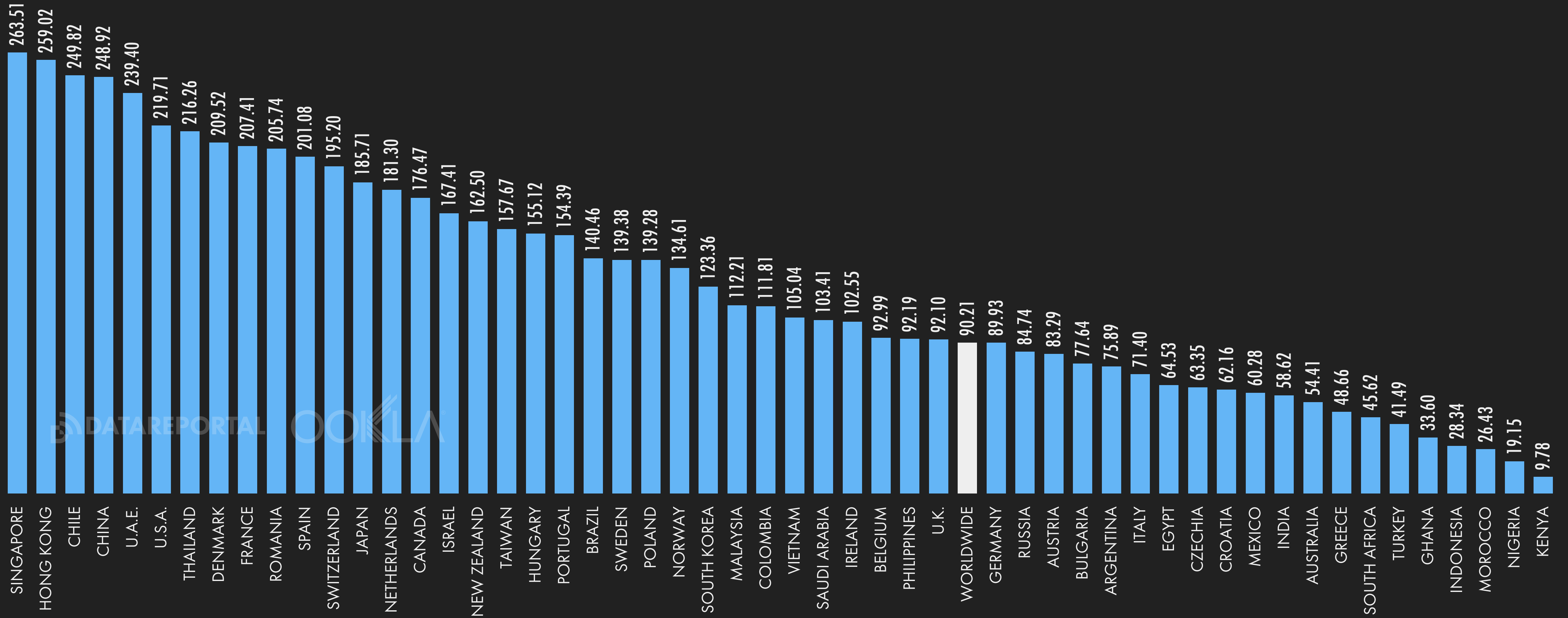
JAN  
2024

# FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



**JAN  
2024**

# 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	263.51	+20.3%	217.42	4
02	HONG KONG	259.02	+33.1%	185.41	4
03	CHILE	249.82	+15.4%	168.92	6
04	CHINA	248.92	+16.0%	40.01	13
05	MONACO	247.37	+36.5%	172.17	3
06	UNITED ARAB EMIRATES	239.40	+27.9%	102.97	5
07	UNITED STATES OF AMERICA	219.71	+15.9%	24.33	13
08	THAILAND	216.26	+5.1%	185.12	6
09	DENMARK	209.52	+11.2%	114.44	7
10	FRANCE	207.41	+38.0%	157.77	10

## SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
180	CUBA	2.11	+10.5%	0.93	111
179	AFGHANISTAN	3.12	+38.7%	2.23	28
178	SYRIA	4.05	+27.8%	9.44	16
177	TURKMENISTAN	5.25	+114.3%	6.62	74
176	NIGER	5.76	+28.3%	4.86	24
175	BURUNDI	5.82	+16.4%	5.73	20
174	YEMEN	5.95	+51.0%	1.44	44
173	GAMBIA	6.06	-5.9%	4.22	19
172	TIMOR-LESTE	6.10	[N/A]	6.64	7
171	LIBERIA	7.14	-3.4%	6.39	21



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2024

# COMPARING MOBILE AND FIXED INTERNET SPEEDS

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



GLOBAL OVERVIEW

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

#	LOCATION	MOBILE ↓ DL SPEED	FIXED ↓ DL SPEED	RATIO
01	MALDIVES	72.98 MBPS	11.44 MBPS	6.4 : 1
02	BOTSWANA	43.25 MBPS	7.85 MBPS	5.5 : 1
03	SURINAME	48.37 MBPS	11.51 MBPS	4.2 : 1
04	ETHIOPIA	27.19 MBPS	7.72 MBPS	3.5 : 1
05	LEBANON	31.06 MBPS	9.39 MBPS	3.3 : 1
06	SYRIA	11.82 MBPS	4.05 MBPS	2.9 : 1
07	UGANDA	35.03 MBPS	12.98 MBPS	2.7 : 1
08	TUNISIA	24.32 MBPS	9.16 MBPS	2.7 : 1
09	IRAN	31.82 MBPS	12.76 MBPS	2.5 : 1
10	KENYA	21.78 MBPS	9.78 MBPS	2.2 : 1

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

#	LOCATION	FIXED ↓ DL SPEED	MOBILE ↓ DL SPEED	RATIO
01	COLOMBIA	111.81 MBPS	12.26 MBPS	9.1 : 1
02	PANAMA	147.25 MBPS	18.51 MBPS	8.0 : 1
03	CHILE	249.82 MBPS	34.77 MBPS	7.2 : 1
04	PERU	93.92 MBPS	17.41 MBPS	5.4 : 1
05	THAILAND	216.26 MBPS	40.69 MBPS	5.3 : 1
06	BELARUS	62.06 MBPS	11.94 MBPS	5.2 : 1
07	JORDAN	110.49 MBPS	22.11 MBPS	5.0 : 1
08	SPAIN	201.08 MBPS	41.54 MBPS	4.8 : 1
09	PARAGUAY	83.53 MBPS	17.65 MBPS	4.7 : 1
10	MONGOLIA	68.36 MBPS	15.49 MBPS	4.4 : 1



JAN  
2024

# SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE  
PHONES



**57.94%**

YEAR-ON-YEAR CHANGE

**-3.9%**

**-234 BPS**

LAPTOP AND  
DESKTOP COMPUTERS



**40.06%**

YEAR-ON-YEAR CHANGE

**+6.3%**

**+236 BPS**

TABLET  
DEVICES



**1.95%**

YEAR-ON-YEAR CHANGE

**-2.5%**

**-5 BPS**

OTHER  
DEVICES



**0.06%**

YEAR-ON-YEAR CHANGE

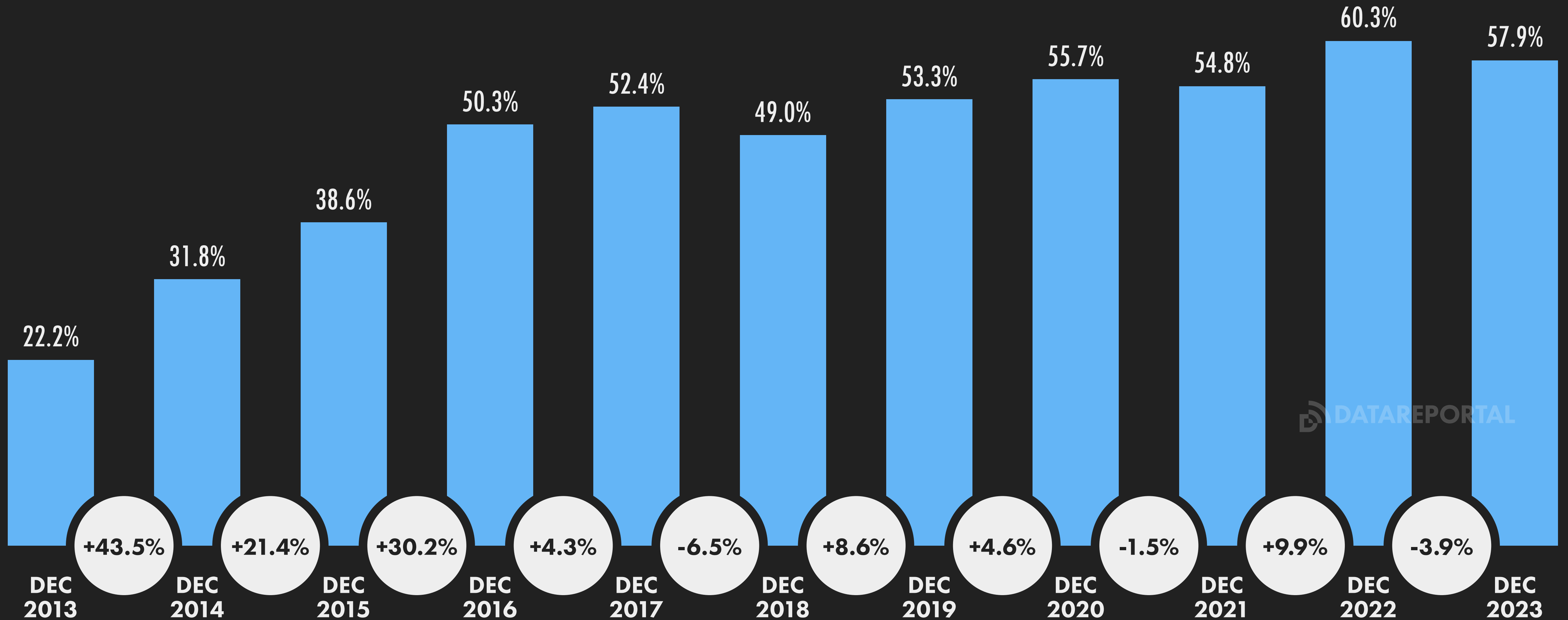
**+100.0%**

**+3 BPS**

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2024

# MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



DATA REPORTAL

**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%).

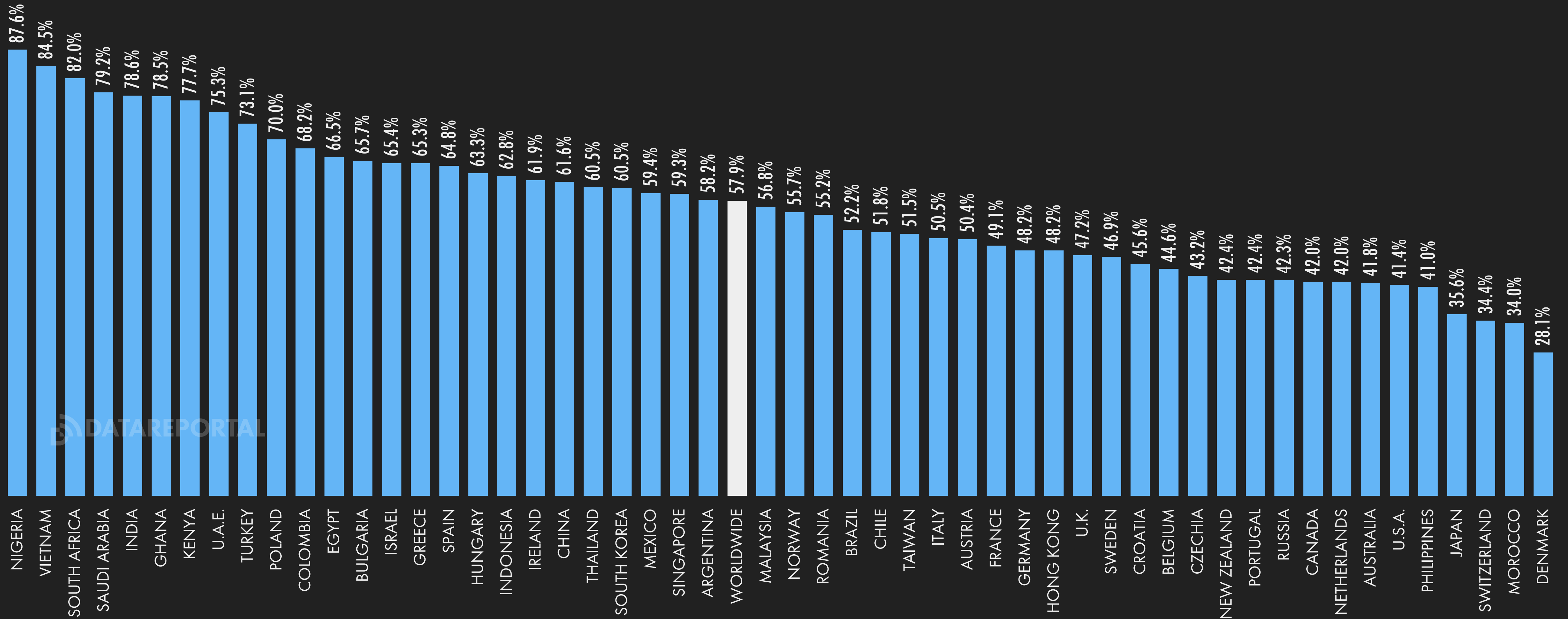
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2024

# MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF PAGES) SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



GLOBAL OVERVIEW



DATA REPORTAL



JAN  
2024

# SHARE OF WEB TRAFFIC BY BROWSER

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



CHROME



we  
are  
social

64.70%

YEAR-ON-YEAR CHANGE  
**+0.03% (+2 BP)**

SAFARI



KEPIOS

18.59%

YEAR-ON-YEAR CHANGE  
**+1.6% (+30 BPS)**

MICROSOFT EDGE



Meltwater

4.96%

YEAR-ON-YEAR CHANGE  
**+17.3% (+73 BPS)**

FIREFOX



3.35%

YEAR-ON-YEAR CHANGE  
**+11.3% (+34 BPS)**

OPERA



2.86%

YEAR-ON-YEAR CHANGE  
**+27.1% (+61 BPS)**

SAMSUNG INTERNET



Meltwater

2.60%

YEAR-ON-YEAR CHANGE  
**-14.8% (-45 BPS)**

UC BROWSER

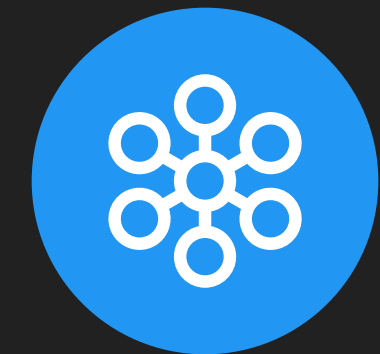


we  
are  
social

0.87%

YEAR-ON-YEAR CHANGE  
**-49.4% (-85 BPS)**

OTHER



2.07%

YEAR-ON-YEAR CHANGE  
**-25.3% (-70 BPS)**

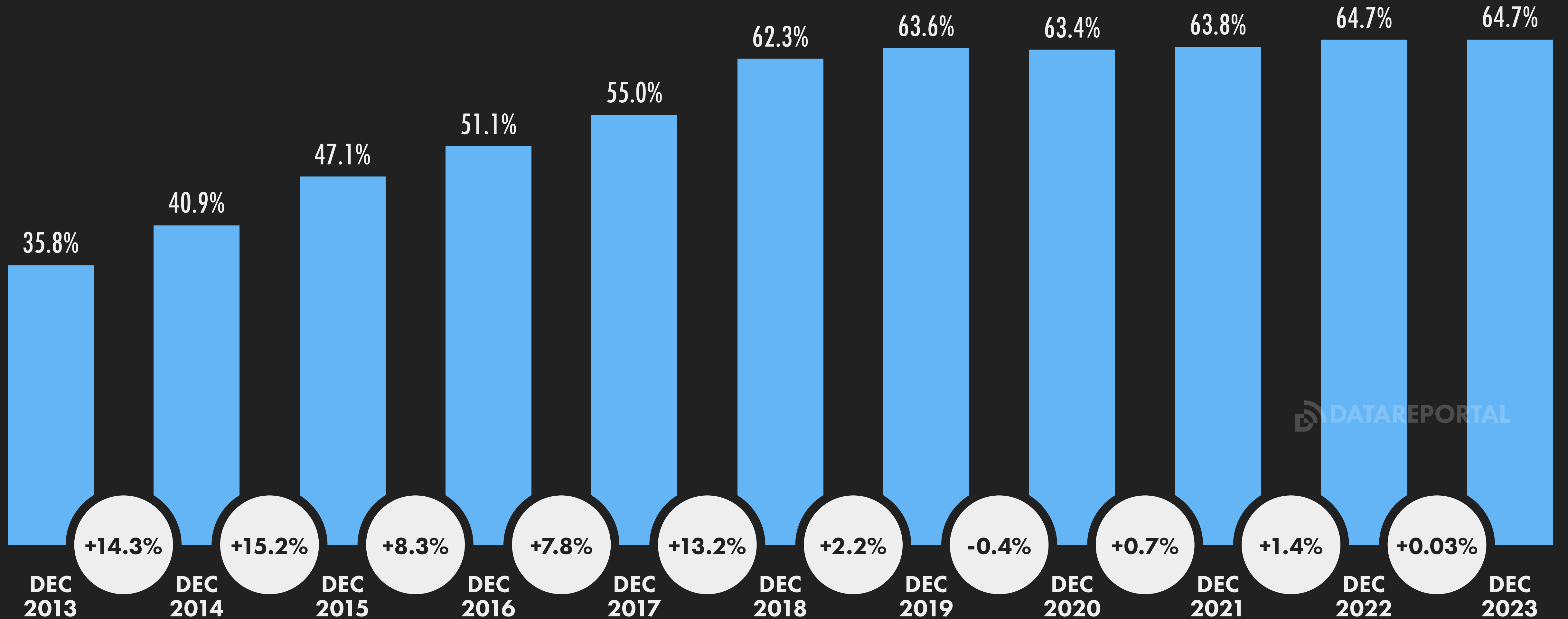
JAN  
2024

# 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



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%).

JAN  
2024

# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	85.59 B	2.44 B	10M 45S	8.6
02	YOUTUBE.COM	33.04 B	1.45 B	20M 09S	11.4
03	FACEBOOK.COM	17.09 B	1.15 B	10M 22S	8.6
04	INSTAGRAM.COM	6.47 B	911 M	8M 11S	11.0
05	TWITTER.COM	6.41 B	764 M	10M 40S	9.9
06	BAIDU.COM	4.99 B	206 M	5M 04S	8.0
07	WIKIPEDIA.ORG	4.52 B	741 M	3M 55S	3.1
08	YAHOO.COM	3.44 B	294 M	8M 44S	5.5
09	YANDEX.RU	3.35 B	150 M	9M 15S	9.2
10	WHATSAPP.COM	2.93 B	360 M	15M 47S	1.7



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XVIDEOS.COM	2.80 B	347 M	8M 47S	9.0
12	PORNHUB.COM	2.45 B	342 M	8M 30S	8.6
13	AMAZON.COM	2.42 B	335 M	7M 14S	9.6
14	XNXX.COM	2.27 B	269 M	7M 28S	11.1
15	TIKTOK.COM	2.07 B	696 M	3M 38S	7.6
16	YAHOO.CO.JP	2.05 B	67 M	9M 07S	6.4
17	LIVE.COM	2.04 B	207 M	7M 53S	8.5
18	DOCOMO.NE.JP	1.82 B	87 M	5M 48S	4.8
19	REDDIT.COM	1.77 B	185 M	8M 34S	6.4
20	LINKEDIN.COM	1.69 B	244 M	7M 30S	7.7

**SOURCE:** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **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.

JAN  
2024

# TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	175 B	9.01 B	21M 10S	3.4
02	YOUTUBE.COM	113 B	5.66 B	35M 42S	6.0
03	FACEBOOK.COM	18.1 B	3.03 B	22M 25S	2.5
04	PORNHUB.COM	12.8 B	1.66 B	10M 42S	7.2
05	XVIDEOS.COM	8.96 B	1.27 B	12M 35S	7.9
06	WIKIPEDIA.ORG	8.46 B	1.69 B	10M 38S	2.0
07	TWITTER.COM	8.39 B	1.53 B	19M 47S	1.9
08	INSTAGRAM.COM	7.36 B	1.80 B	18M 09S	2.0
09	REDDIT.COM	7.05 B	1.14 B	17M 53S	2.7
10	DUCKDUCKGO.COM	4.55 B	264 M	20M 39S	2.4

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	SPANKBANG.COM	4.44 B	610 M	12M 56S	7.7
12	YAHOO.COM	4.24 B	549 M	21M 06S	3.1
13	AMAZON.COM	4.23 B	926 M	13M 24S	5.3
14	XNXX.COM	4.22 B	770 M	11M 07S	7.2
15	BING.COM	3.96 B	692 M	13M 37S	3.6
16	TIKTOK.COM	3.69 B	1.12 B	09M 53S	1.8
17	YAHOO.CO.JP	3.39 B	228 M	19M 27S	5.3
18	WEATHER.COM	3.25 B	842 M	07M 15S	1.5
19	FANDOM.COM	3.07 B	587 M	13M 10S	3.1
20	WHATSAPP.COM	3.06 B	862 M	18M 00S	1.4

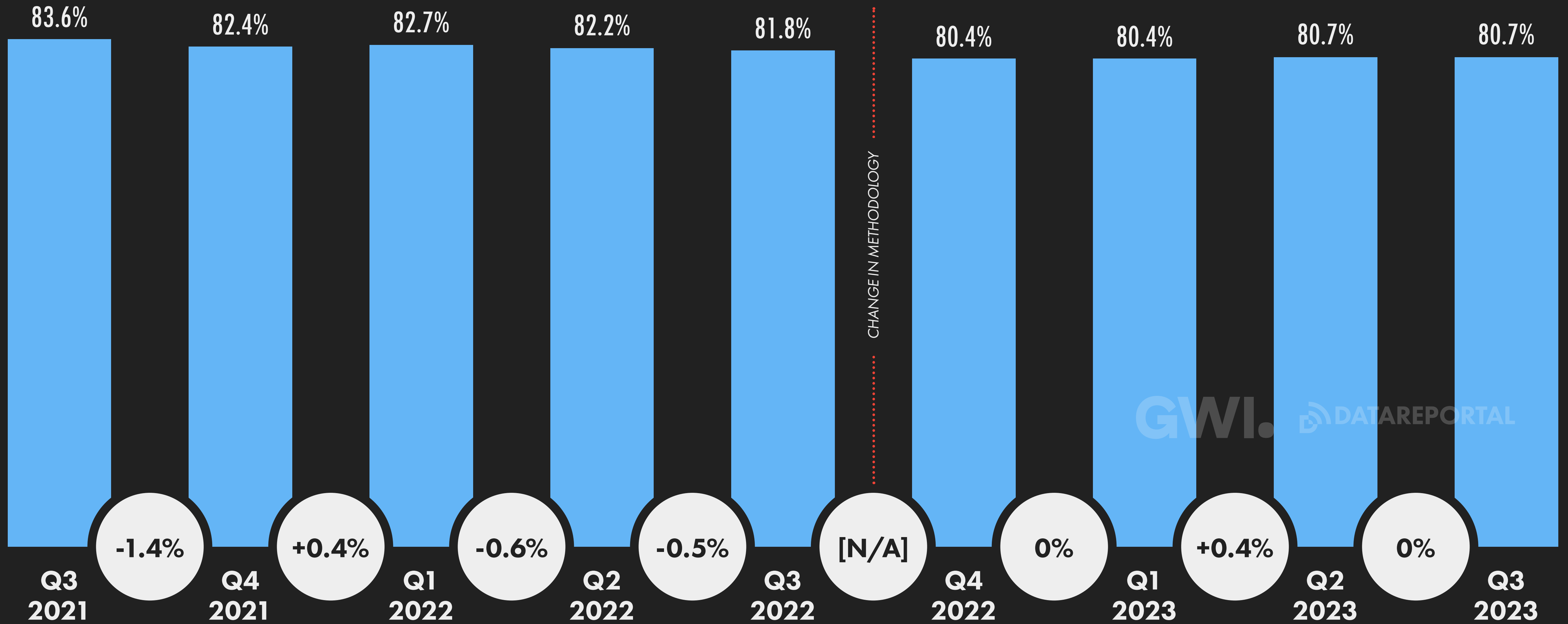
**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. 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.



JAN  
2024

# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SEARCH ENGINES EACH MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

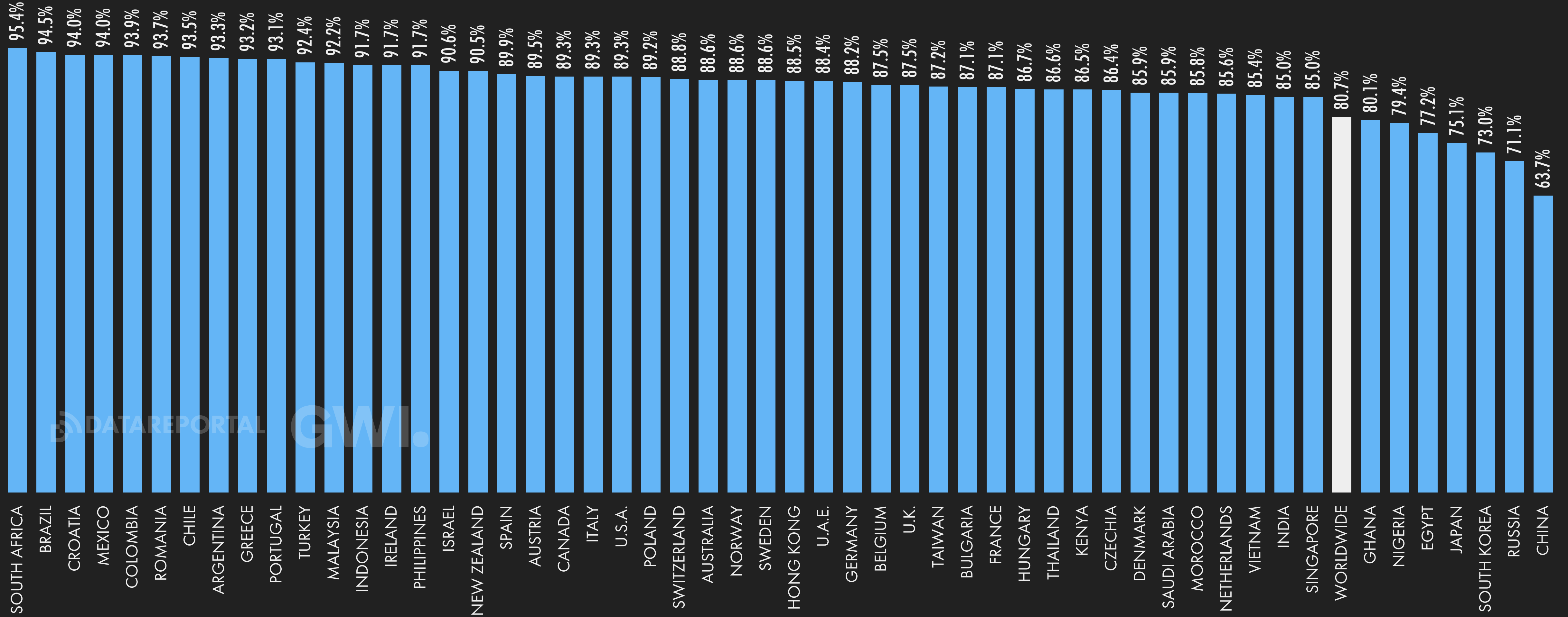
JAN  
2024

# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

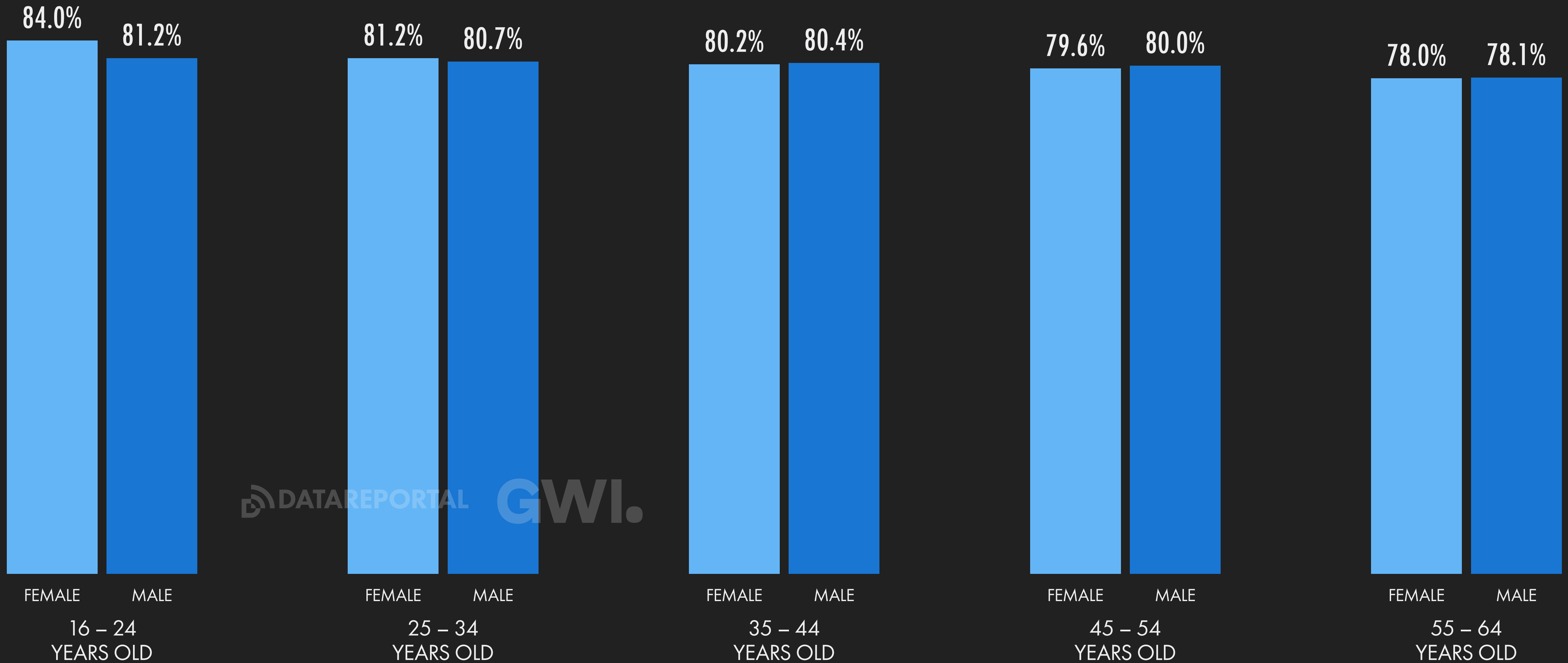
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2024

# USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW

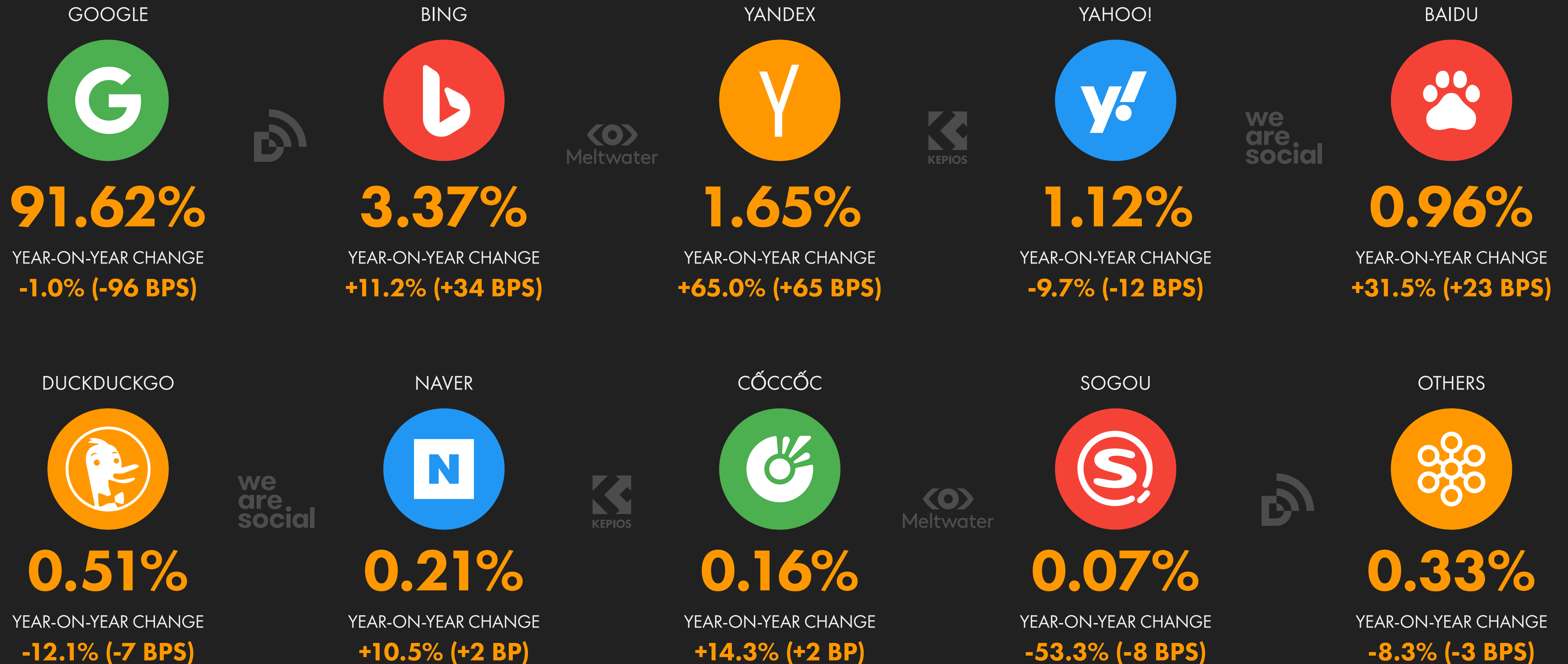


DATA REPORTAL GWI.

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2024

# SHARE OF SEARCH ENGINE REFERRALS

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



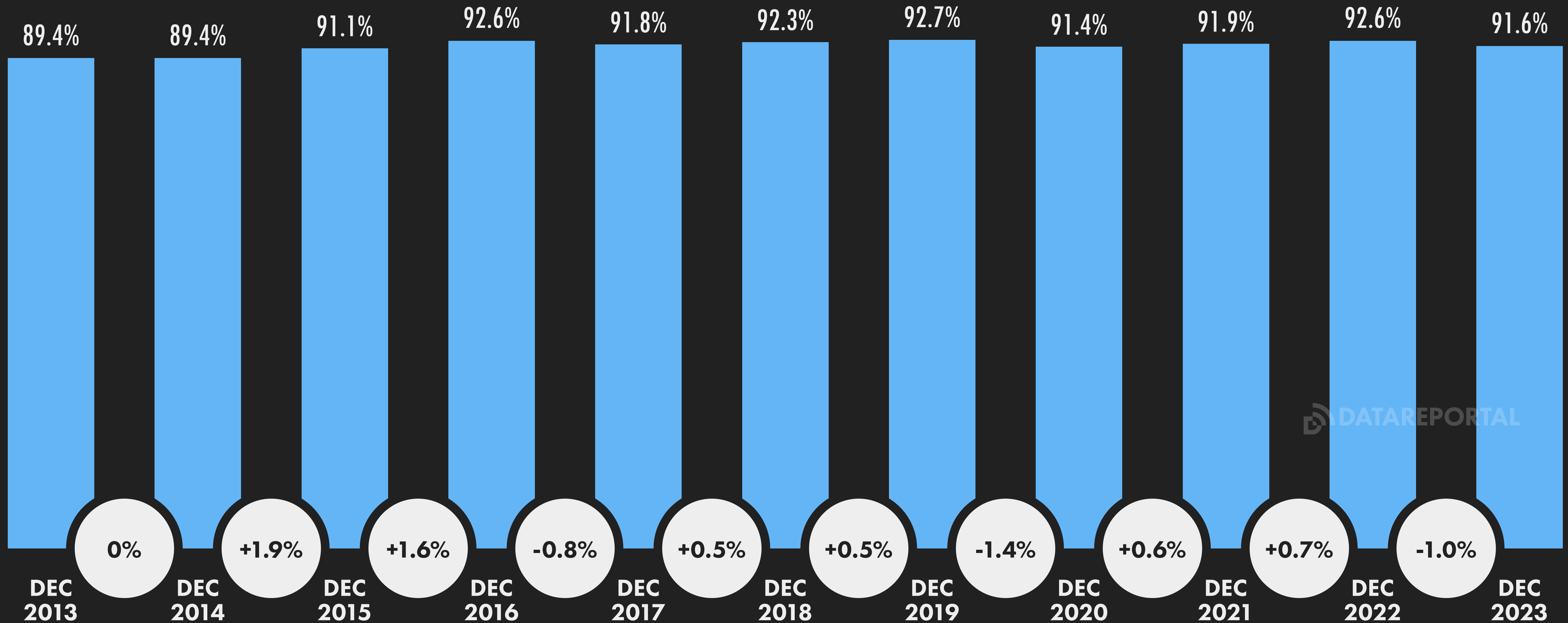
**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.



JAN  
2024

# 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)



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%).

**JAN  
2024**

# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
01	GOOGLE	100	-5%	-13%
02	YOU	79	0%	+8%
03	YOUTUBE	76	0%	-28%
04	WEATHER	68	-25%	-7%
05	FACEBOOK	62	-15%	-62%
06	TRANSLATE	50	-4%	+77%
07	WHATSAPP	49	0%	+175%
08	AMAZON	40	-9%	-5%
09	INSTAGRAM	39	0%	+24%
10	NEWS	36	-16%	-30%

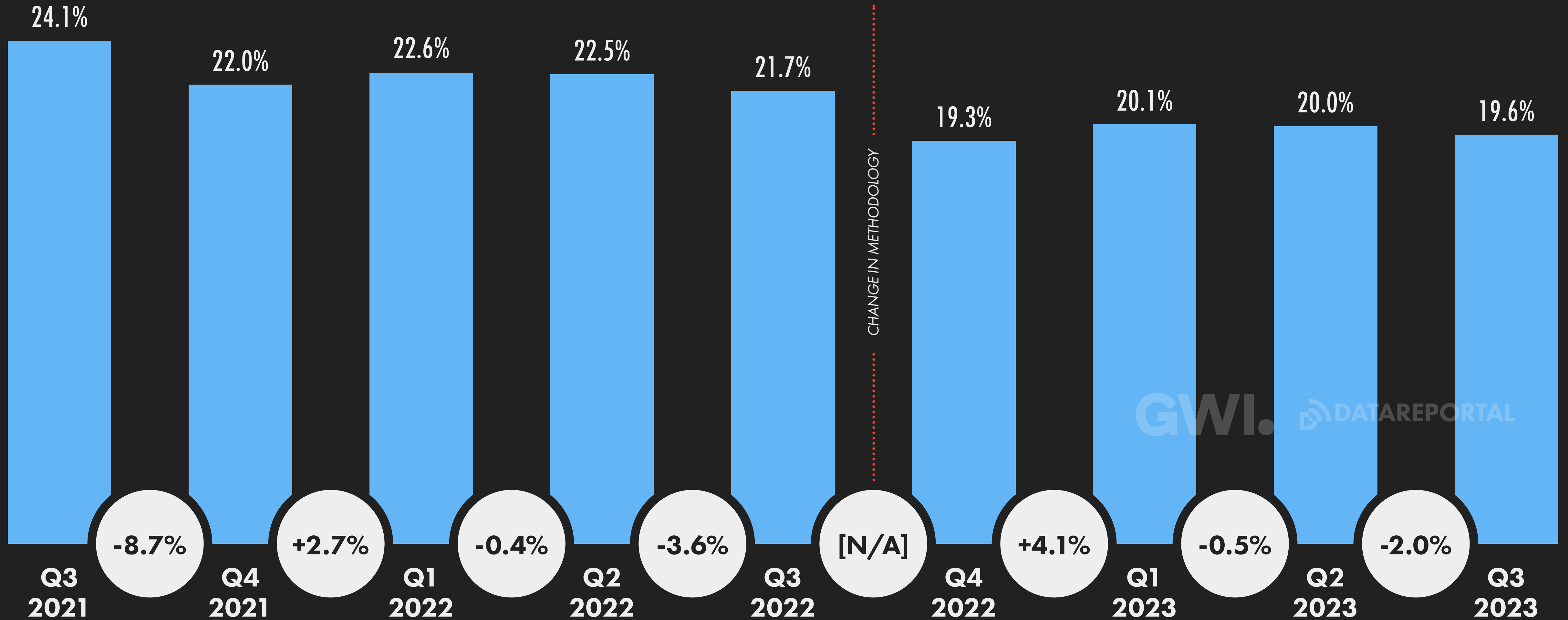
#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
11	WEB WHATSAPP	33	+8%	+550%
12	TIEMPO	30	+15%	+114%
13	GMAIL	26	-9%	-17%
14	ПОГОДА	23	+25%	+11%
15	TRADUCTOR	22	-11%	+33%
16	AS	22	-11%	+14%
17	METEO	22	-17%	-17%
18	TWITTER	22	-18%	0%
19	CRICBUZZ	20	+40%	0%
20	GOOGLE TRANSLATE	20	-11%	+33%

**SOURCE:** GOOGLE TRENDS. RANKING BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES ARE AS PUBLISHED BY GOOGLE TRENDS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. FIGURES IN THE "▲ 1 YEAR" AND "▲ 5 YEAR" COLUMNS SHOW THE RELATIVE CHANGE IN INDEXED SEARCH VOLUME FOR EACH QUERY OVER TIME. **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.

JAN  
2024

# USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



GWIDATAREPORTAL

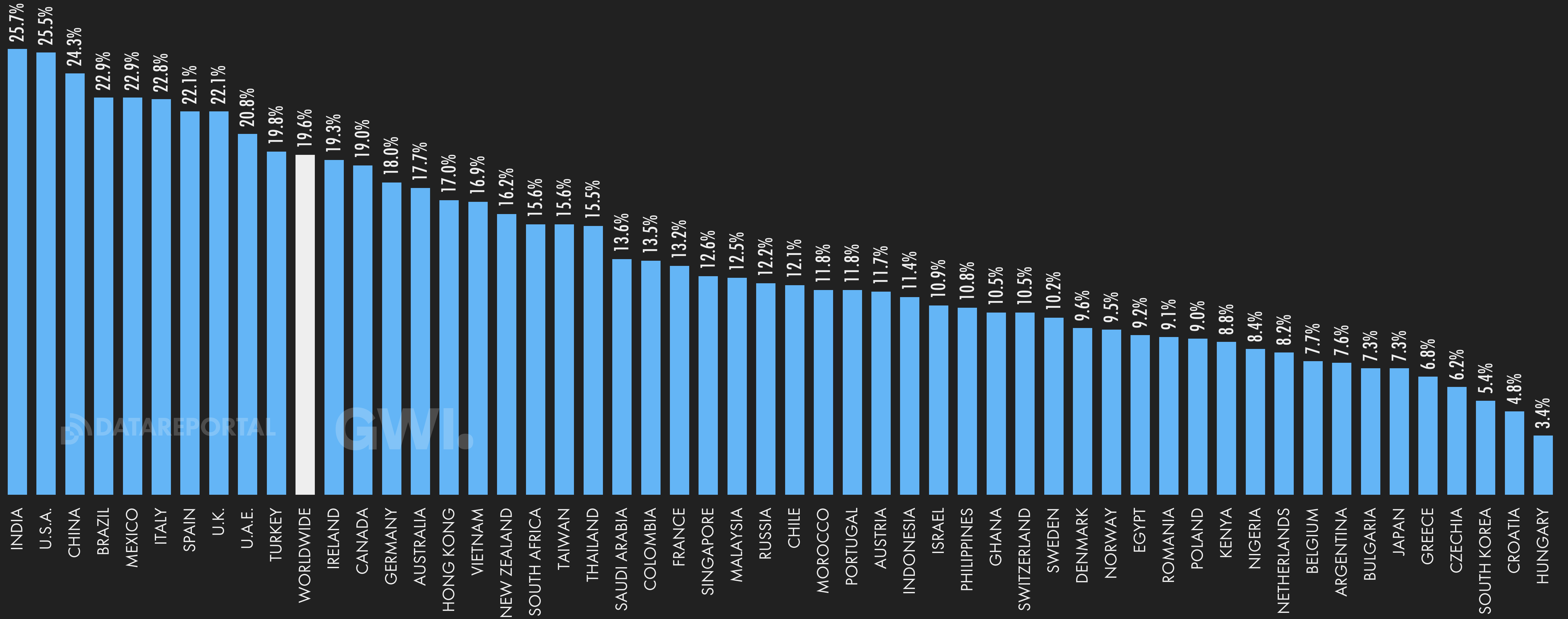
JAN  
2024

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PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL

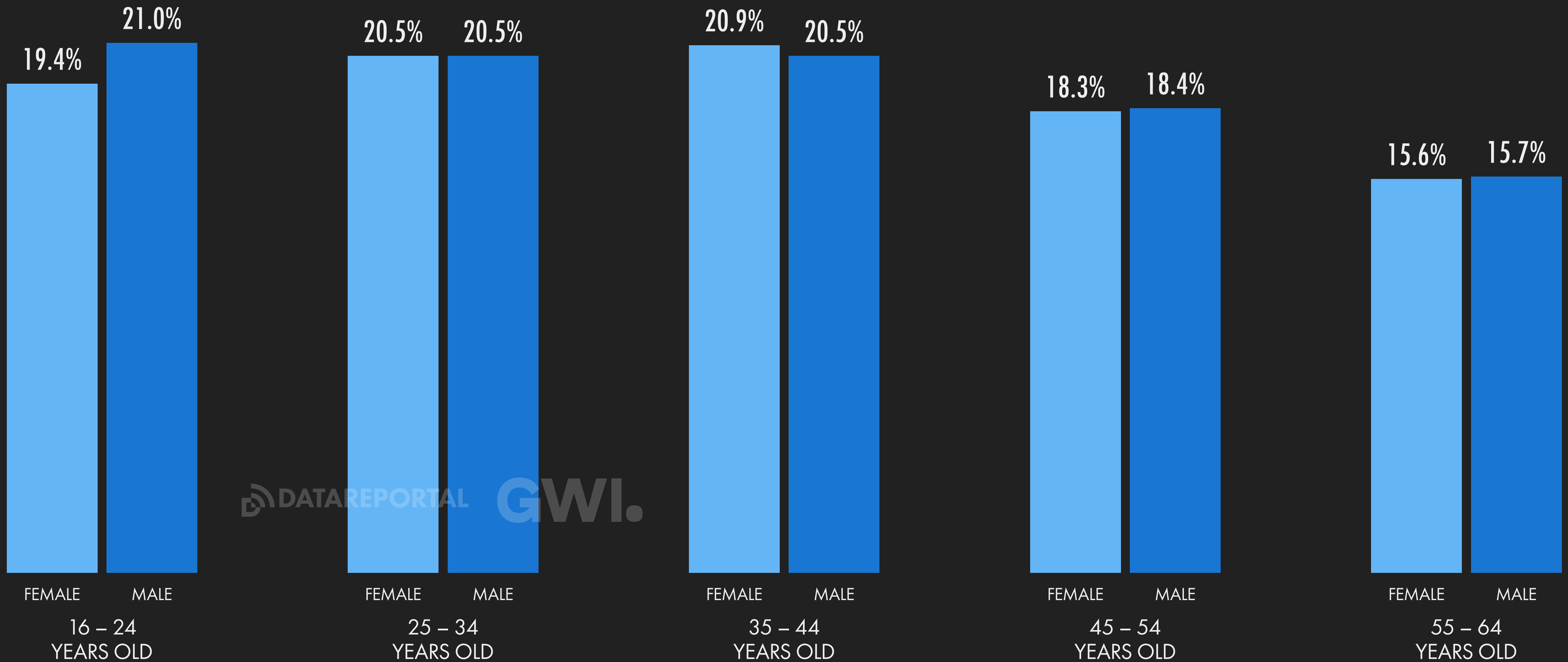
GW.I.



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2024

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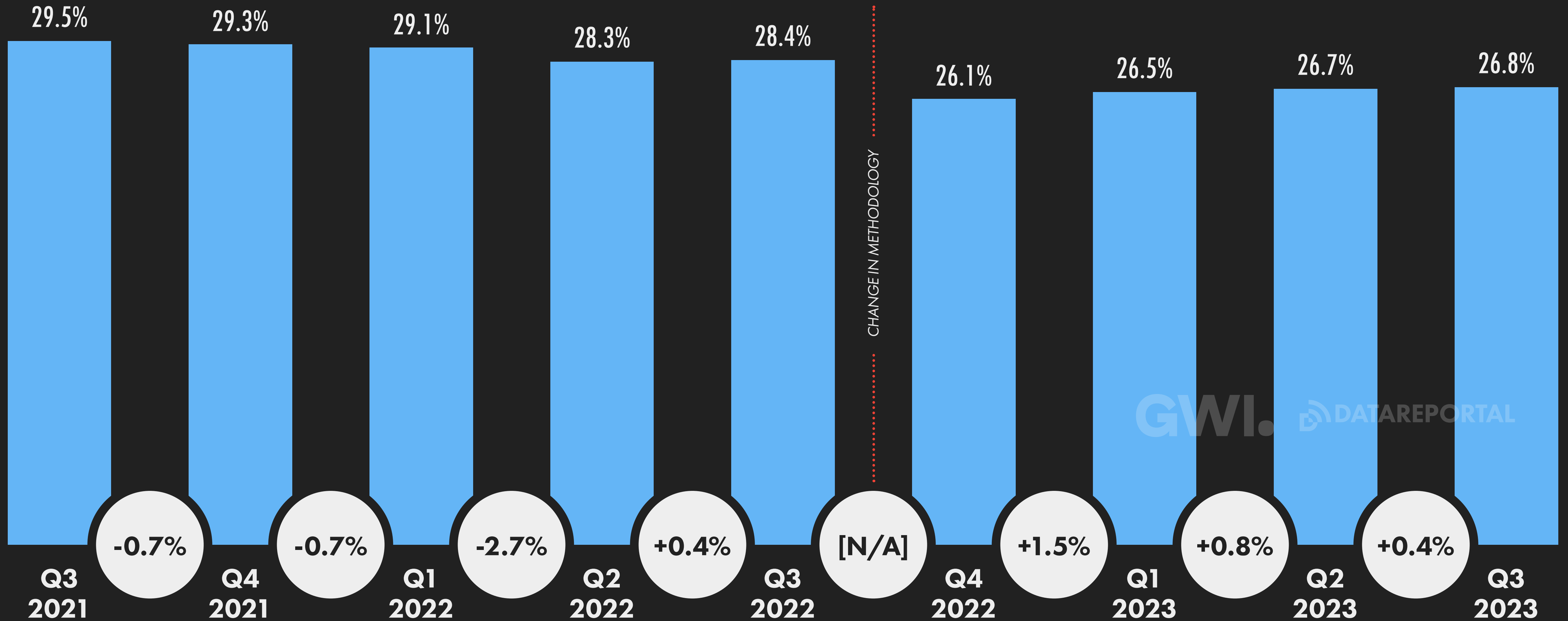


DATA REPORTAL GWI.

JAN  
2024

# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

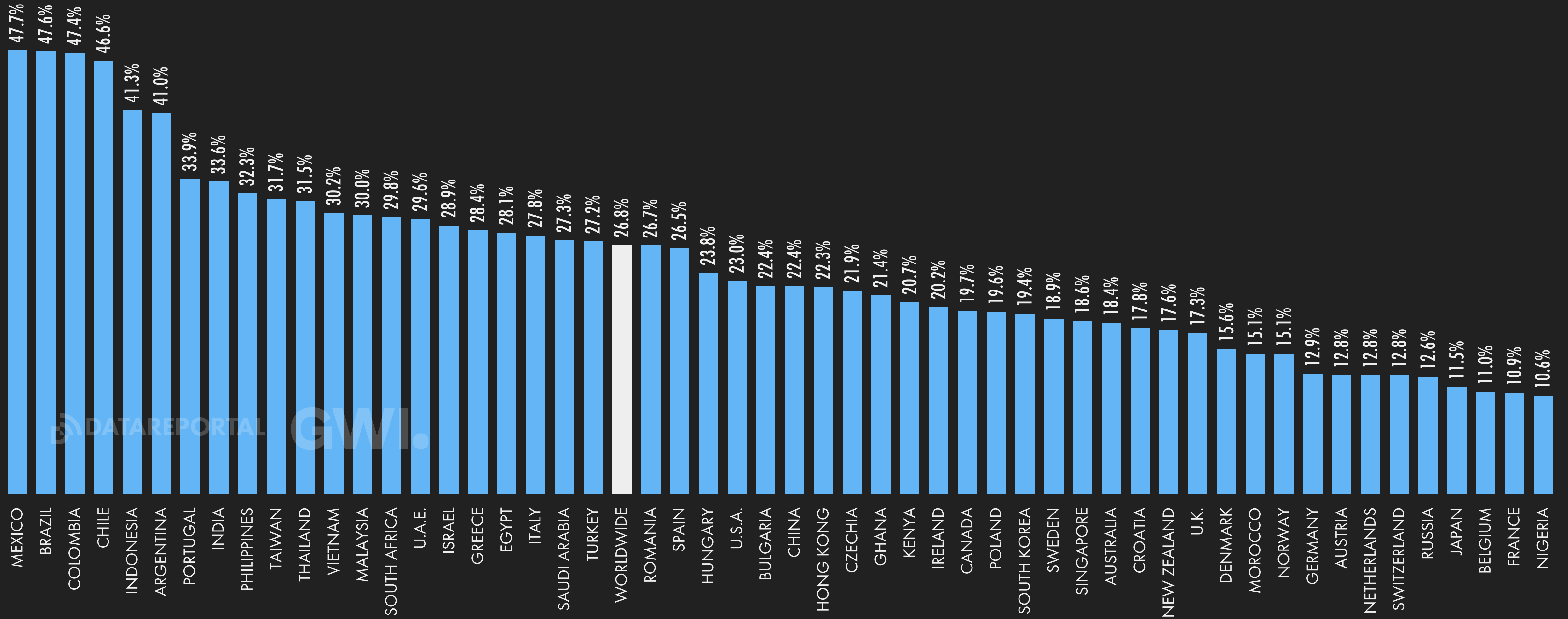
JAN  
2024

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GLOBAL OVERVIEW



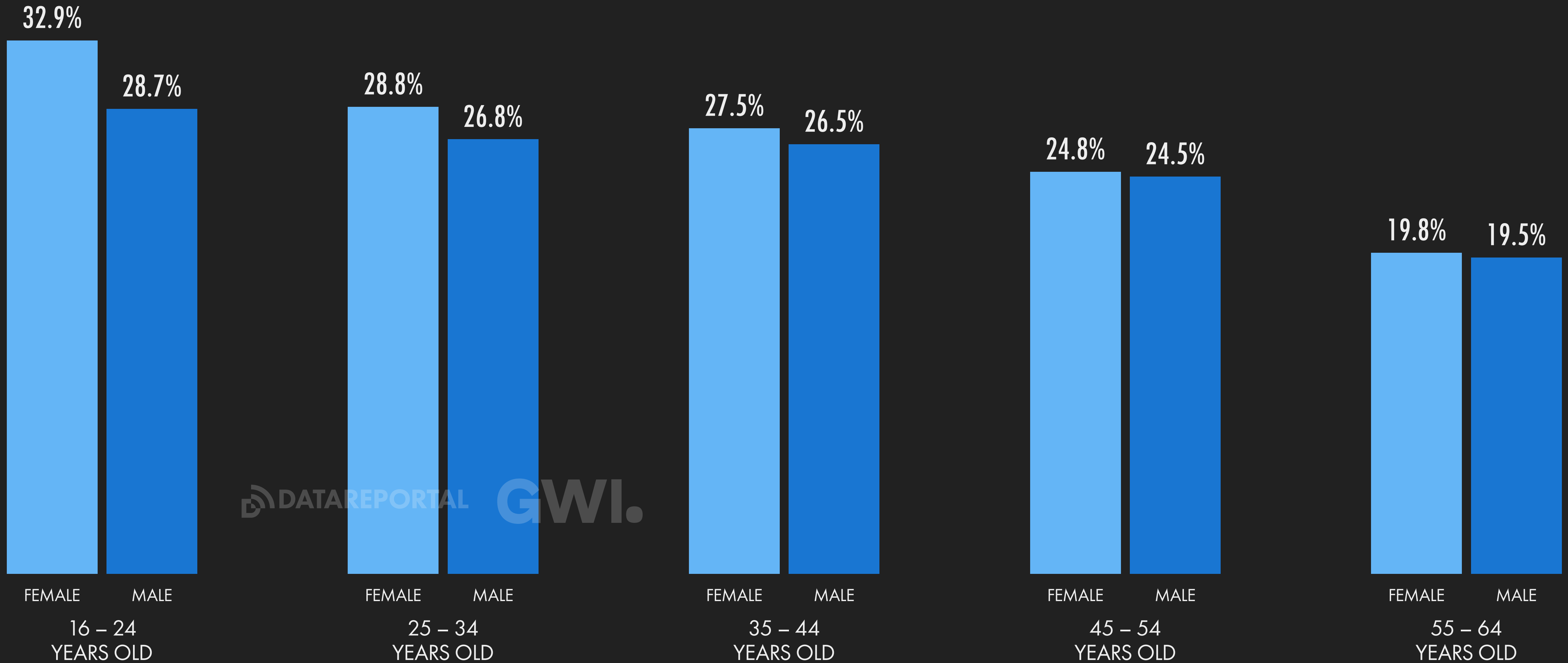
JAN  
2024

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GLOBAL OVERVIEW



DATA REPORTAL GWI.



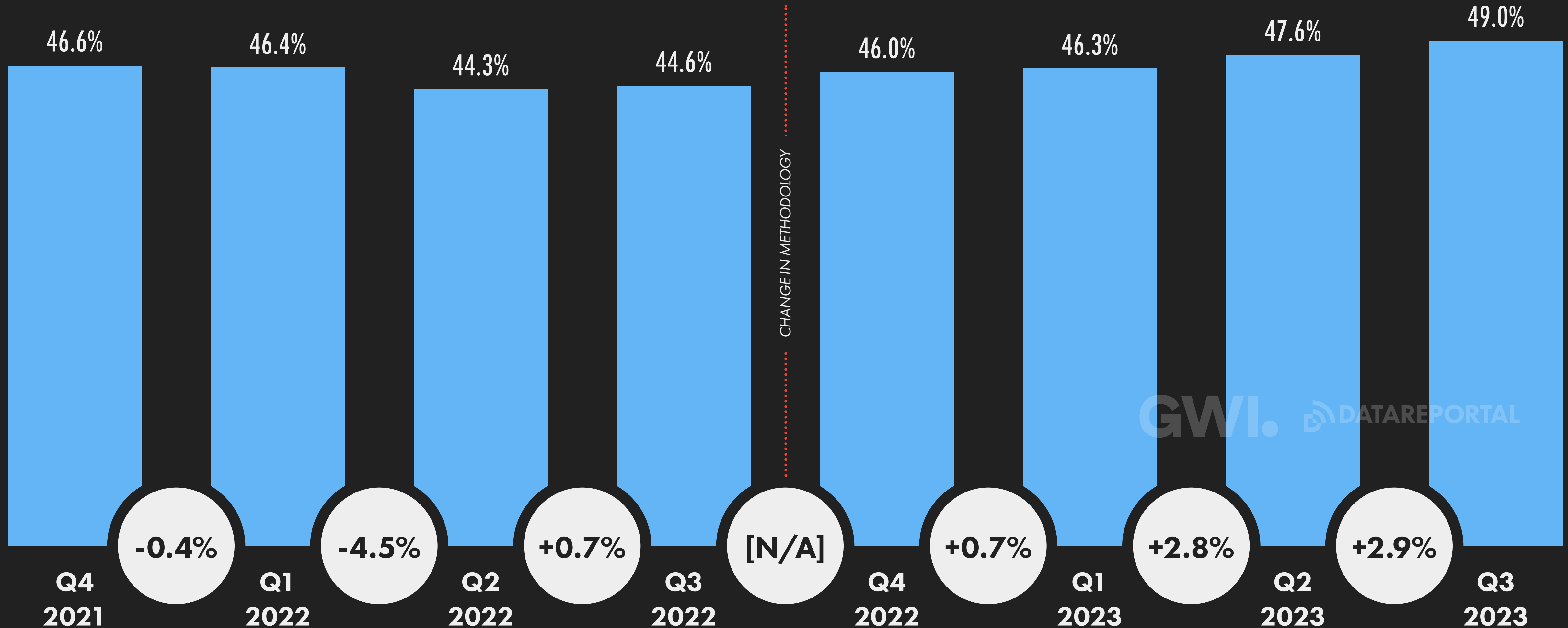
JAN  
2024

# USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH



GLOBAL OVERVIEW



**SOURCE:** GWI (Q4 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

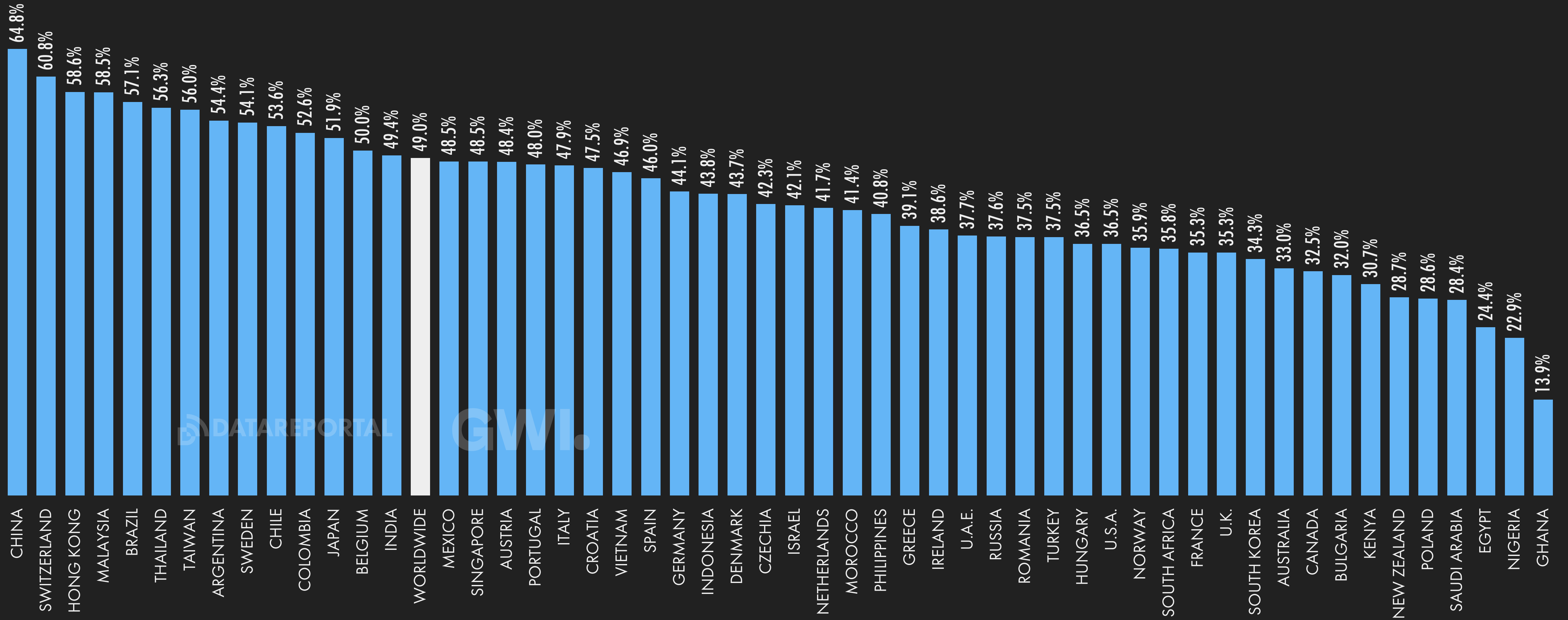
JAN  
2024

# USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH



GLOBAL OVERVIEW



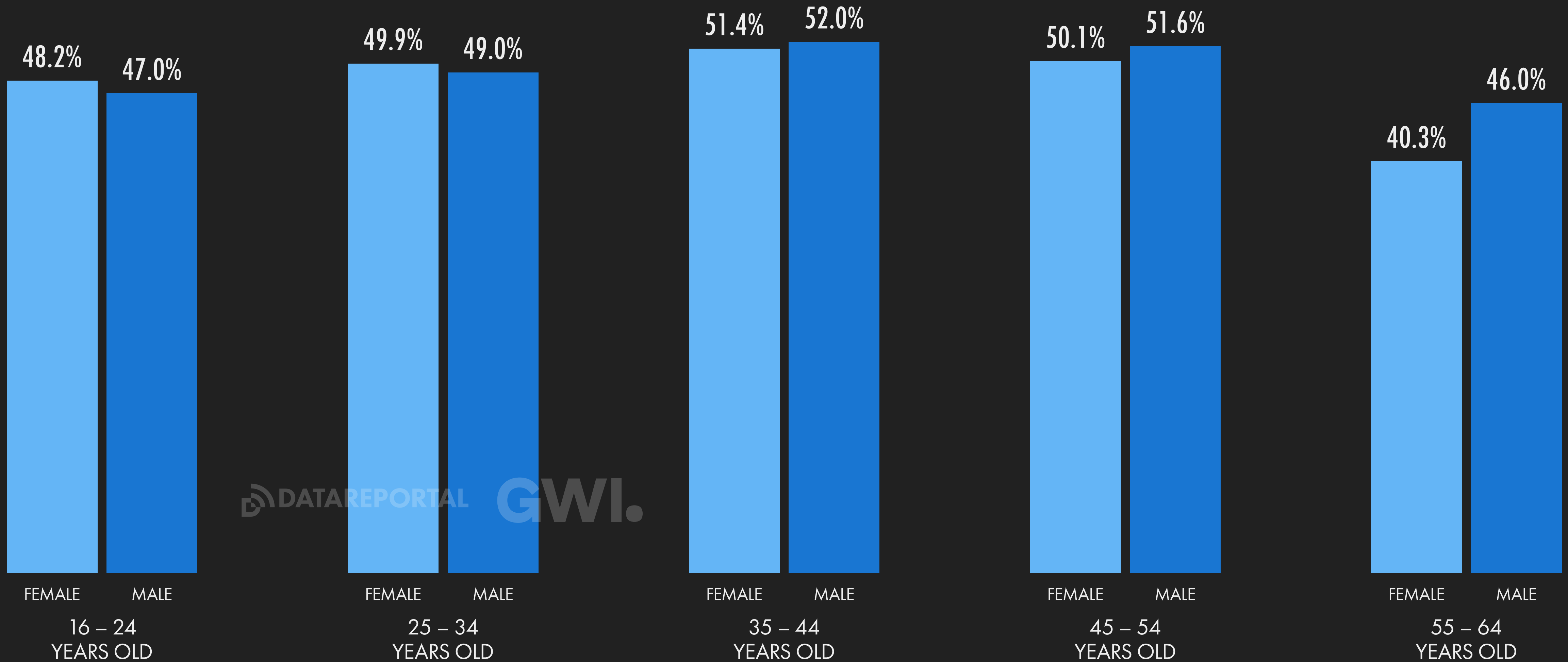
DATA REPORTAL

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2024

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

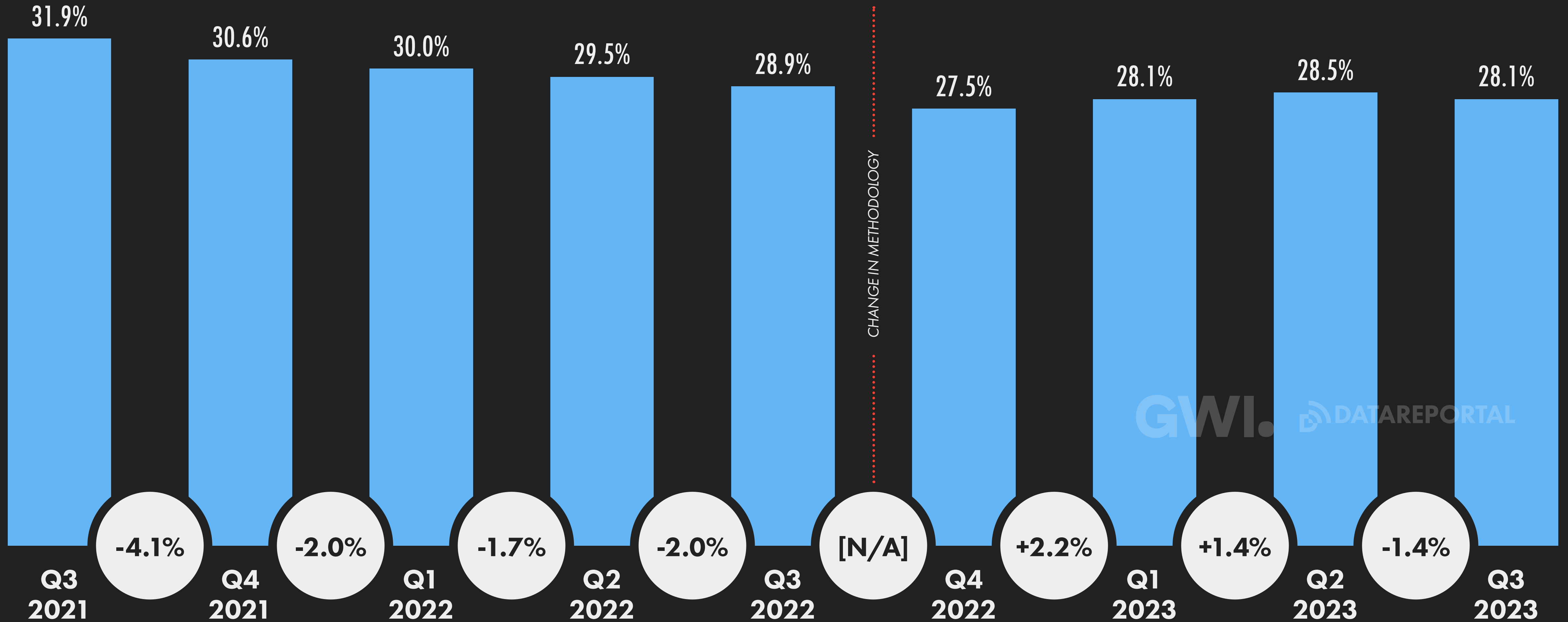


DATA REPORTAL GWI.

JAN  
2024

# USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

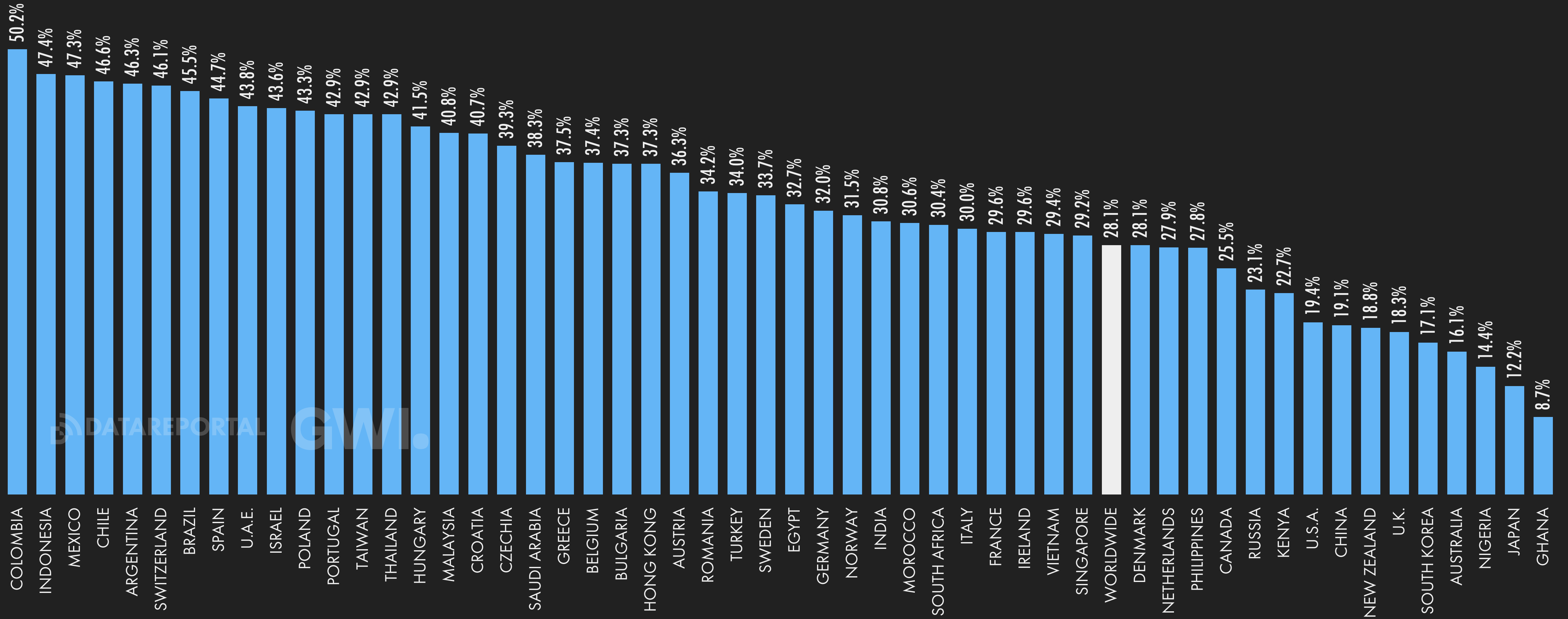
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2024

# USE OF ONLINE TRANSLATION TOOLS

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GLOBAL OVERVIEW

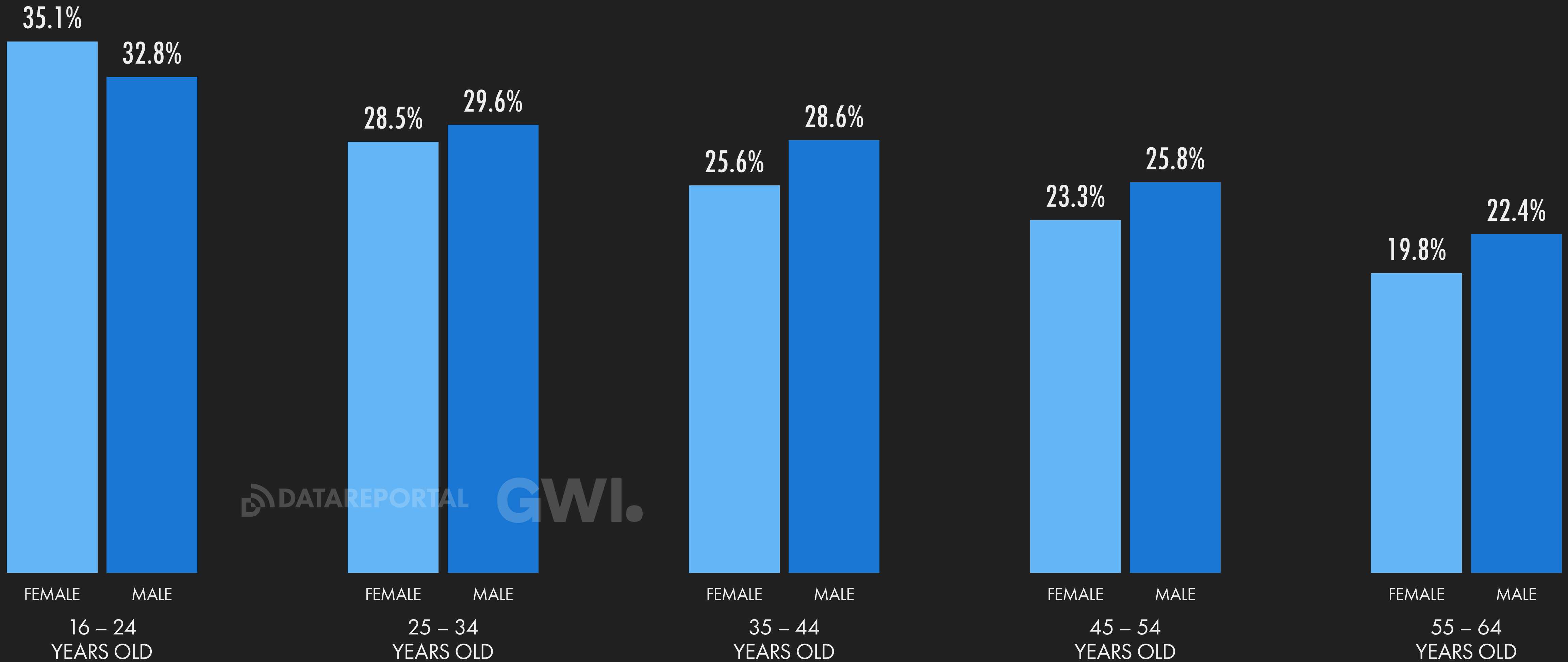




JAN  
2024

# USE OF ONLINE TRANSLATION TOOLS

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



DATA REPORTAL GWI.

**JAN  
2024**

# 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	52.1%	18.0%	11	POLISH	1.6%	0.5%
02	SPANISH	5.5%	6.9%	12	PERSIAN	1.5%	1.0%
03	GERMAN	4.8%	1.6%	13	CHINESE	1.3%	18.8%
04	RUSSIAN	4.5%	3.2%	14	VIETNAMESE	1.2%	1.1%
05	JAPANESE	4.3%	1.5%	15	INDONESIAN	1.1%	2.5%
06	FRENCH	4.3%	3.8%	16	CZECH	0.9%	0.2%
07	PORTUGUESE	3.1%	3.3%	17	KOREAN	0.8%	1.0%
08	ITALIAN	2.3%	0.8%	18	UKRAINIAN	0.6%	0.4%
09	TURKISH	2.1%	1.1%	19	ARABIC	0.6%	5.2%
10	DUTCH, FLEMISH	1.8%	0.3%	20	GREEK	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.

**JAN  
2024**

# MOST VIEWED WIKIPEDIA PAGES IN 2023

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2023



#	PAGE	VIEWS	EDITS
01	CHATGPT	52,460,000	1,574
02	DEATHS IN 2023	48,550,000	24,397
03	2023 CRICKET WORLD CUP	38,710,000	2,089
04	INDIAN PREMIER LEAGUE	32,400,000	857
05	OPPENHEIMER (FILM)	31,260,000	3,763
06	J. ROBERT OPPENHEIMER	28,200,000	900
07	CRICKET WORLD CUP	25,900,000	611
08	JAWAN (FILM)	23,080,000	1,855
09	TAYLOR SWIFT	22,030,000	1,575
10	THE LAST OF US (TV SERIES)	21,000,000	1,508

#	PAGE	VIEWS	EDITS
11	PATHAAN (FILM)	20,610,000	1,810
12	PREMIER LEAGUE	19,870,000	707
13	BARBIE (FILM)	19,760,000	3,503
14	CRISTIANO RONALDO	19,030,000	664
15	MATTHEW PERRY	17,860,000	1,346
16	LIONEL MESSI	17,600,000	946
17	UNITED STATES	17,280,000	2,932
18	ANIMAL (2023 FILM)	16,990,000	1,685
19	ELON MUSK	15,920,000	969
20	INDIA	15,080,000	627

JAN  
2024

# WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



ANY KIND  
OF VIDEO

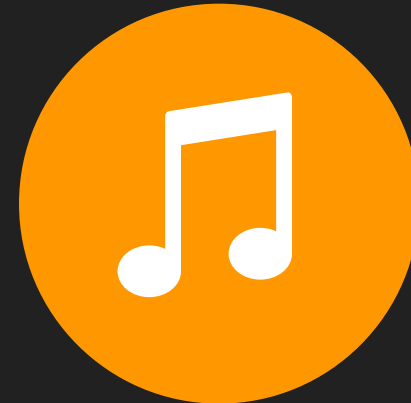


GWI.

92.0%

YOY: -0.9% (-80 BPS)

MUSIC  
VIDEO



KEPIOS

49.7%

YOY: -0.6% (-30 BPS)

COMEDY, MEME,  
OR VIRAL VIDEO



GWI.

35.3%

YOY: -1.4% (-50 BPS)

VIDEO  
LIVESTREAM



we  
are  
social

27.7%

YOY: -6.7% (-200 BPS)

TUTORIAL OR  
HOW-TO VIDEO



25.7%

YOY: -10.5% (-300 BPS)

EDUCATIONAL  
VIDEO



Meltwater

25.6%

YOY: -5.5% (-150 BPS)

PRODUCT  
REVIEW VIDEO



GWI.

25.2%

YOY: -4.5% (-120 BPS)

SPORTS CLIP OR  
HIGHLIGHTS VIDEO



GWI.

24.9%

YOY: -6.7% (-180 BPS)

INFLUENCER  
VIDEOS AND VLOGS



GWI.

23.8%

YOY: -6.7% (-170 BPS)

GAMING  
VIDEO



23.2%

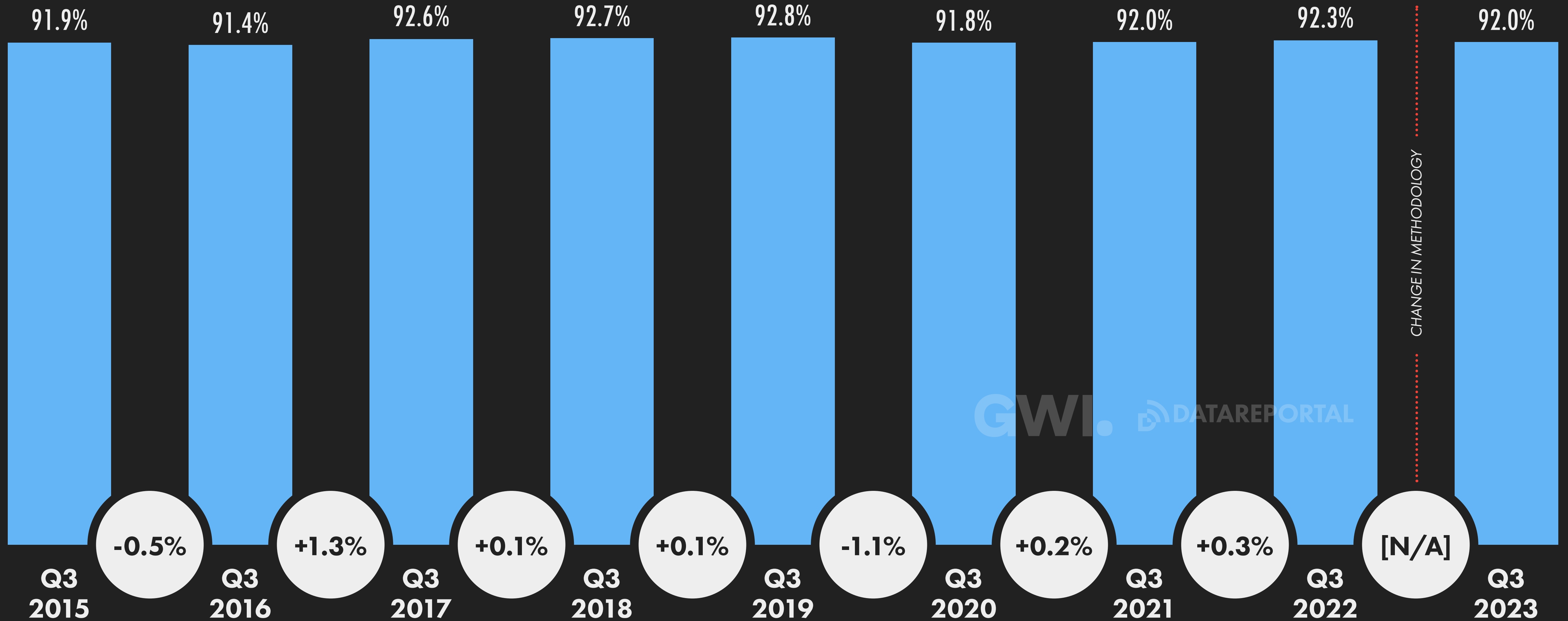
YOY: -11.5% (-300 BPS)

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. 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. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN  
2024

# WATCHING ONLINE VIDEO CONTENT (YOY)

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK





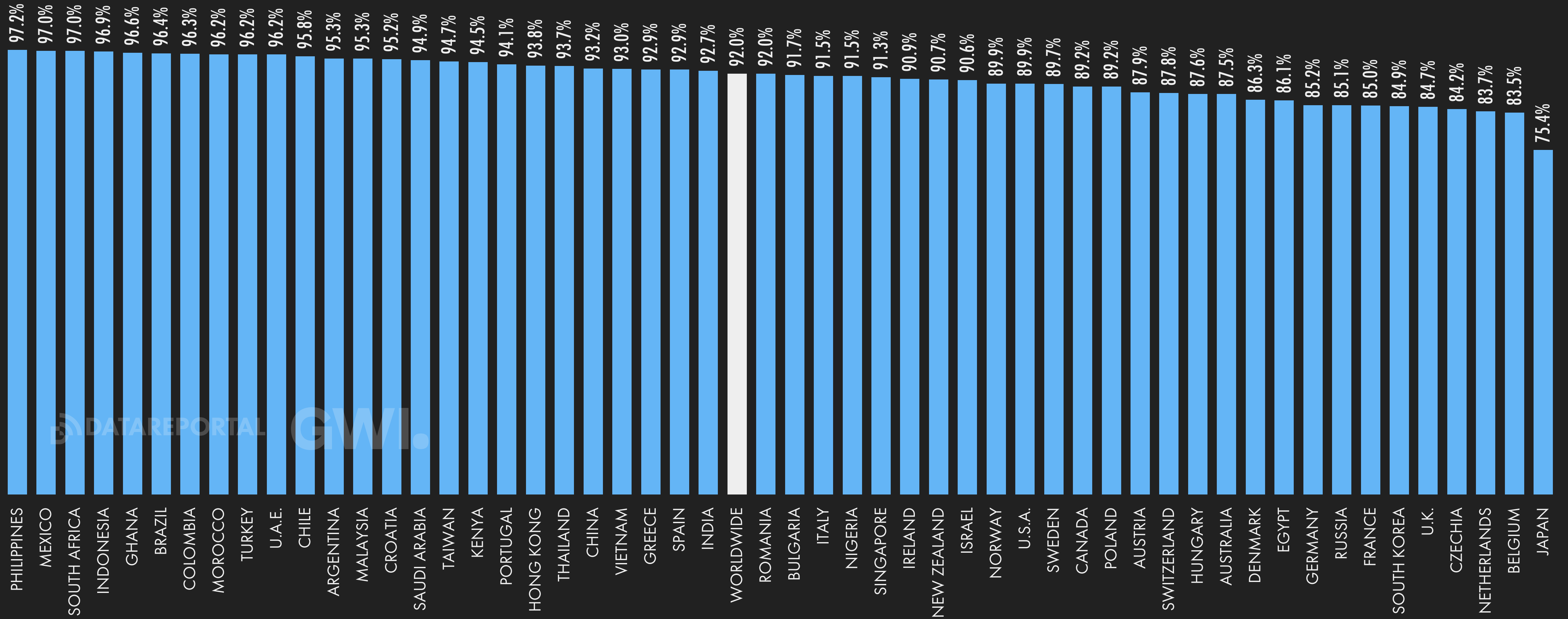
JAN  
2024

# WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK



GLOBAL OVERVIEW

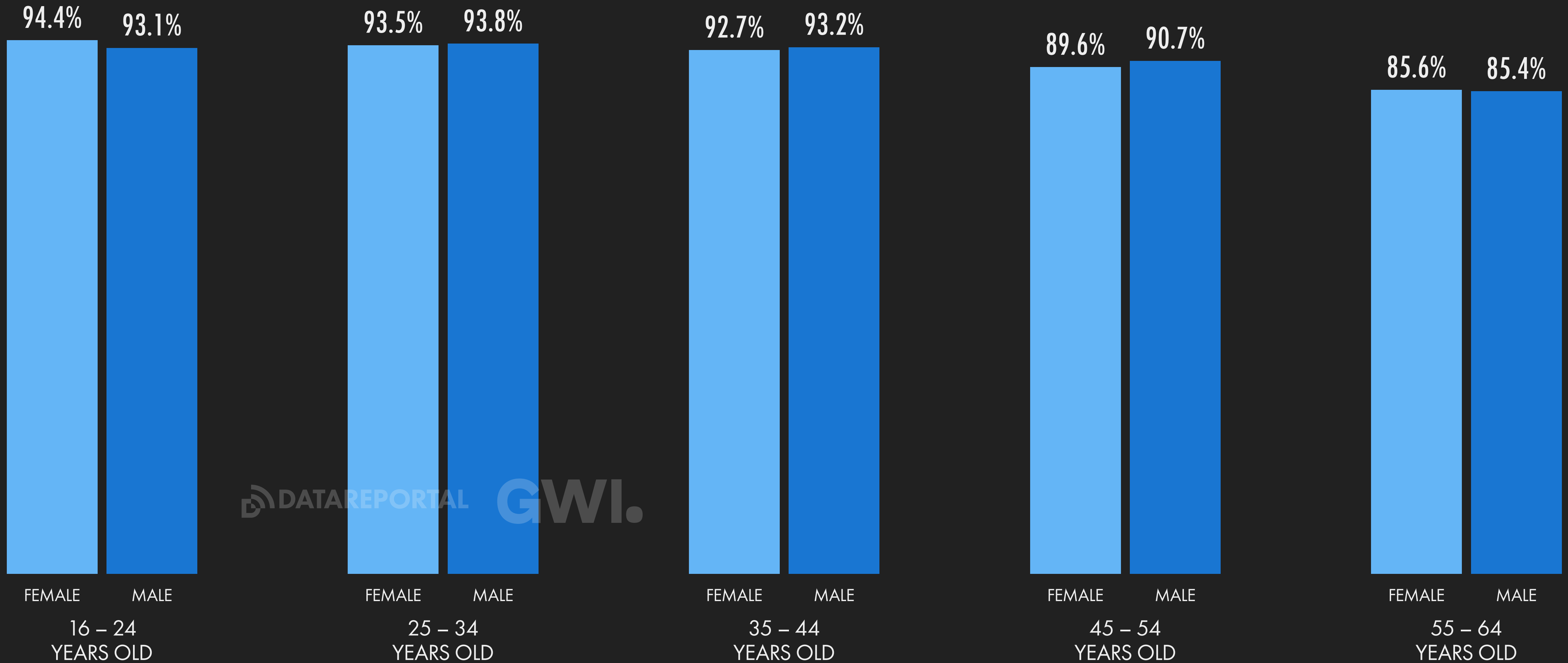


DATA REPORTAL GWI.

JAN  
2024

# WATCHING ONLINE VIDEO CONTENT

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



DATA REPORTAL GWI.

**JAN  
2024**

# VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



## TOP VIDEO ENTERTAINMENT APPS BY MONTHLY ACTIVE USERS

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

## TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	HOTSTAR	DISNEY
04	NETFLIX	NETFLIX
05	MX PLAYER	MX PLAYER
06	KWAI	KUAISHOU
07	JIOCINEMA	RELIANCE INDUSTRIES
08	SNACK VIDEO	KUAISHOU
09	VLC MEDIA PLAYER	VIDEOLAN
10	PLAYIT	PLAYIT

**SOURCE:** DATA AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023, BASED ON 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. ONLY INCLUDES MOBILE APPS FOR WHICH STREAMING VIDEO CONTENT IS A **PRIMARY FOCUS**; EXCLUDES COMMUNICATION AND SOCIAL NETWORKING APPS. 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.

JAN  
2024

# HOW INTERNET USERS WATCH TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV VIA EACH MEANS OF CONTENT DELIVERY EACH MONTH



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



GW.I.

**96.5%**

YEAR-ON-YEAR CHANGE  
**+1.0% (+100 BPS)**

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



**84.9%**

YEAR-ON-YEAR CHANGE  
**-2.5% (-220 BPS)**

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



GW.I.

**91.7%**

YEAR-ON-YEAR CHANGE  
**+0.9% (+80 BPS)**

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



**21.3%**

YEAR-ON-YEAR CHANGE  
**-10.1% (-240 BPS)**

DO NOT WATCH ANY KIND OF TV CONTENT



**3.5%**

YEAR-ON-YEAR CHANGE  
**-22.2% (-100 BPS)**

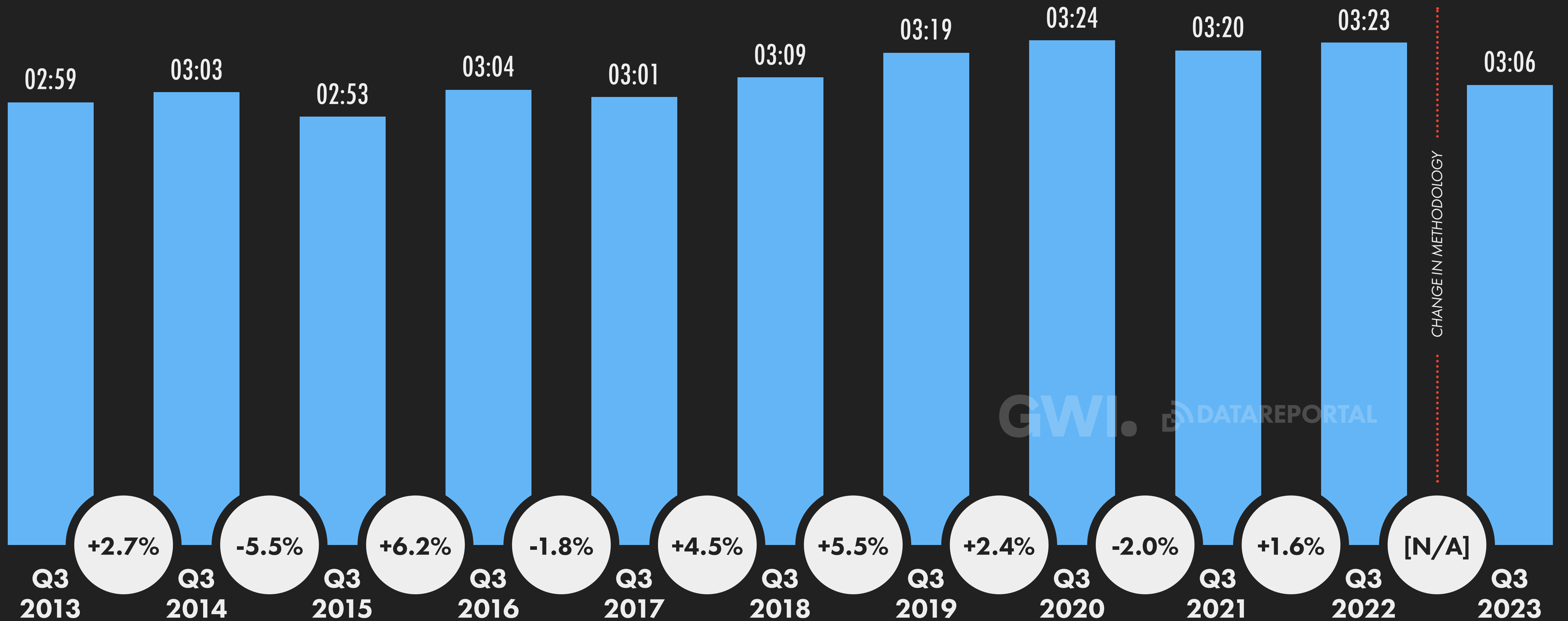
JAN  
2024

# DAILY TIME SPENT WATCHING TELEVISION (YOY)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



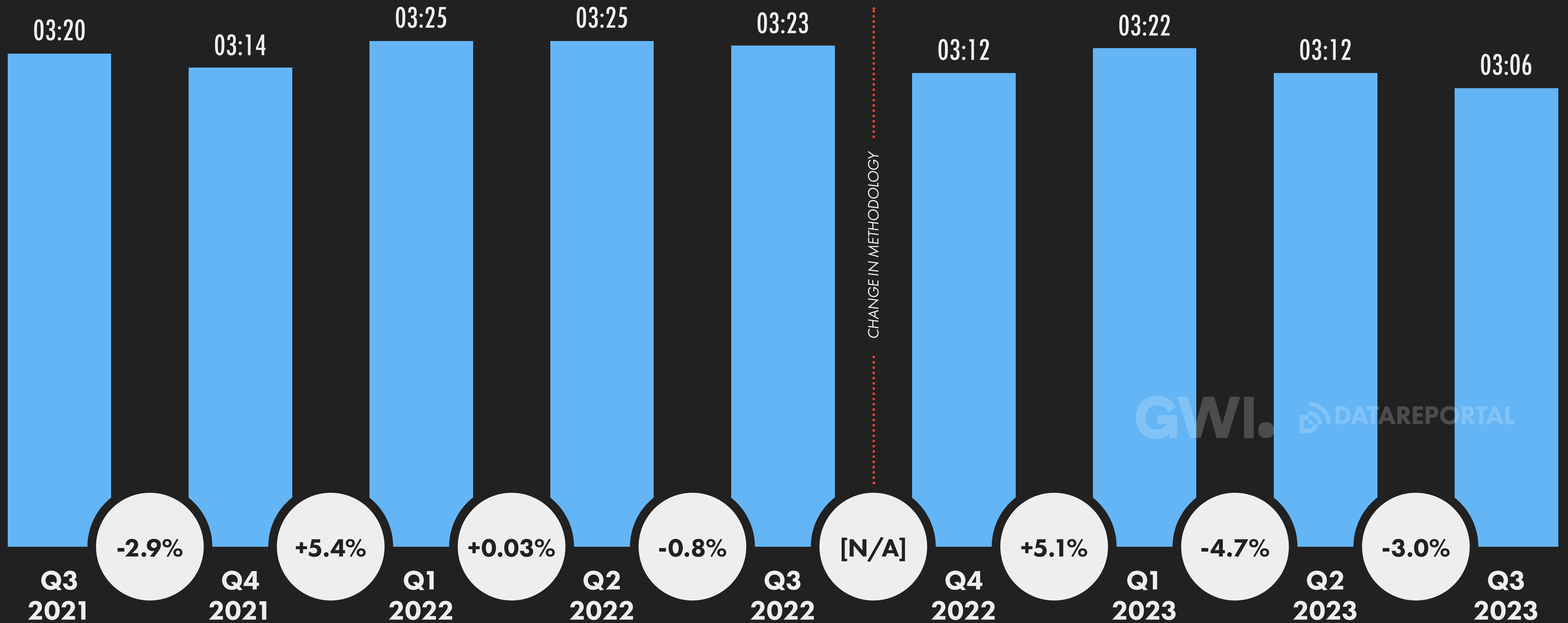
GWIDATAREPORTAL



JAN  
2024

# DAILY TIME SPENT WATCHING TELEVISION (QOQ)

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND WATCHING ANY KIND OF TV CONTENT



GWIDATA REPORTAL

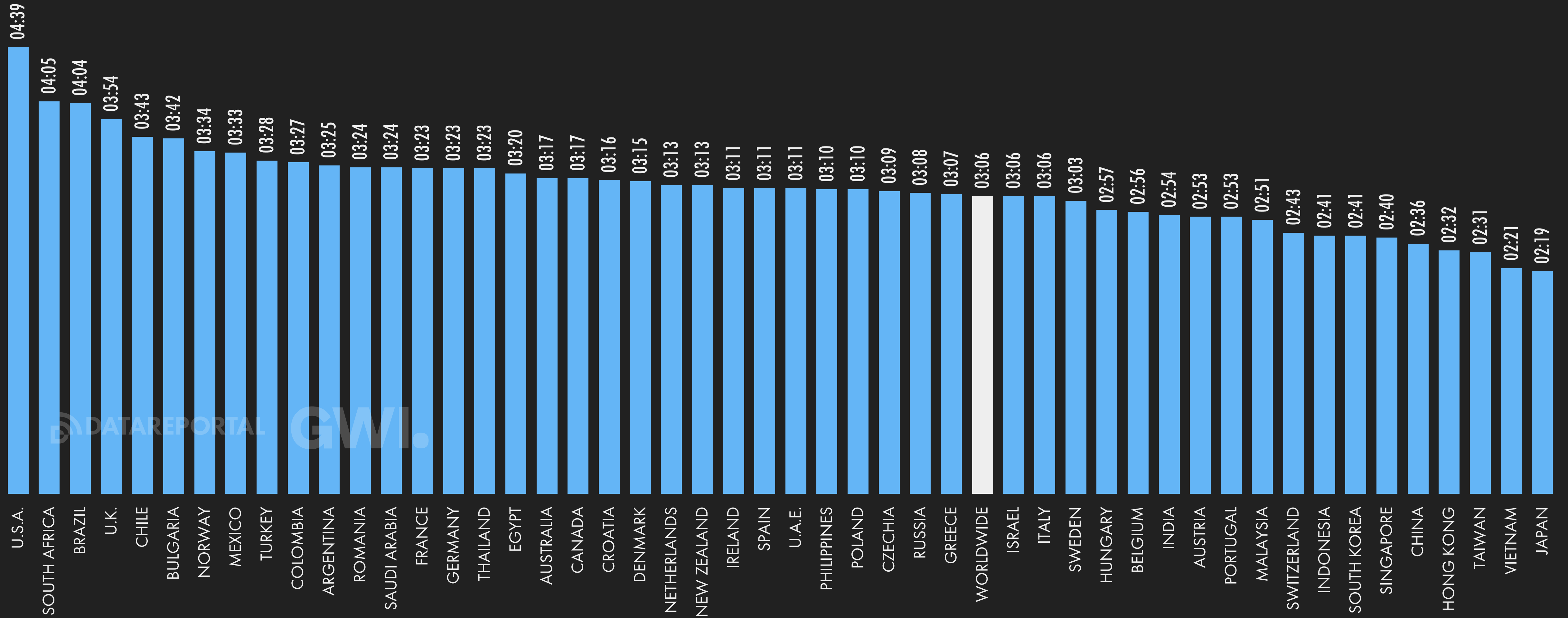
JAN  
2024

# DAILY TIME SPENT WATCHING TELEVISION

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND WATCHING ANY KIND OF TV CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI.

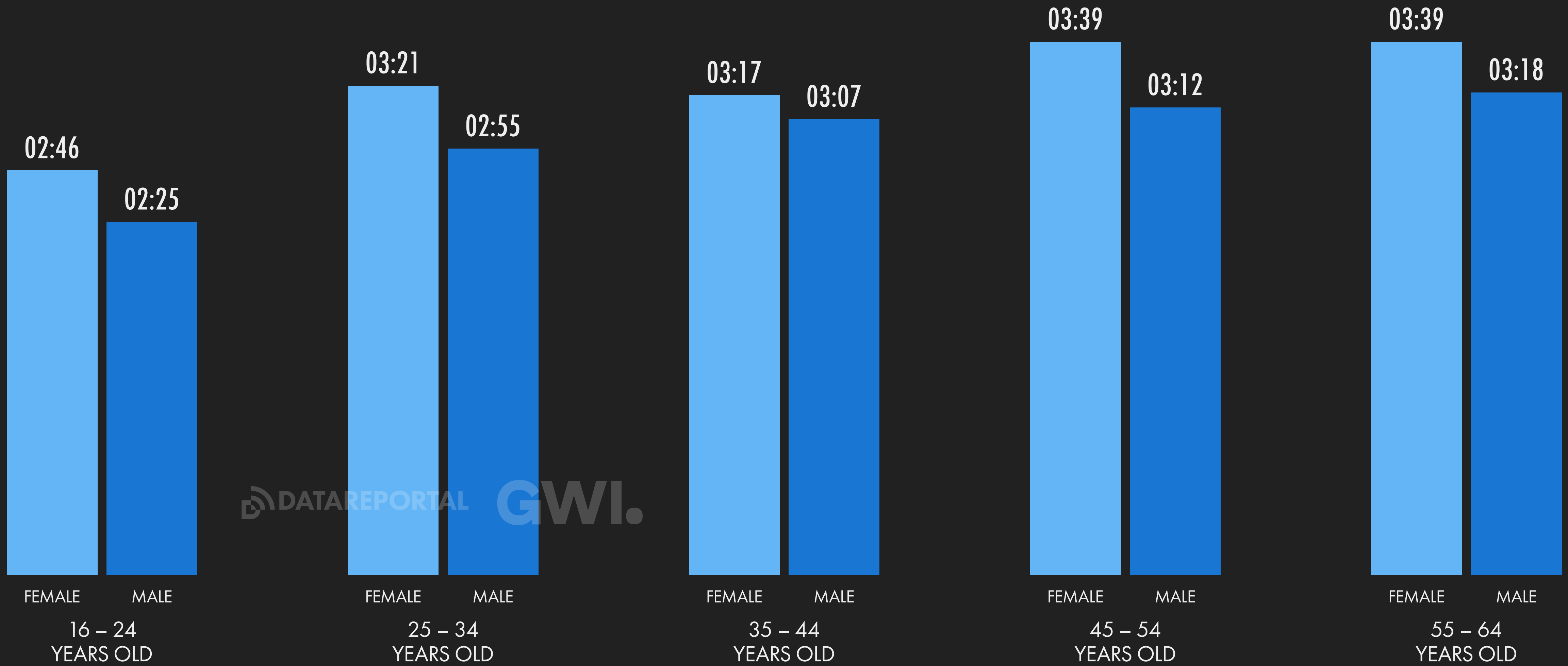
JAN  
2024

# 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

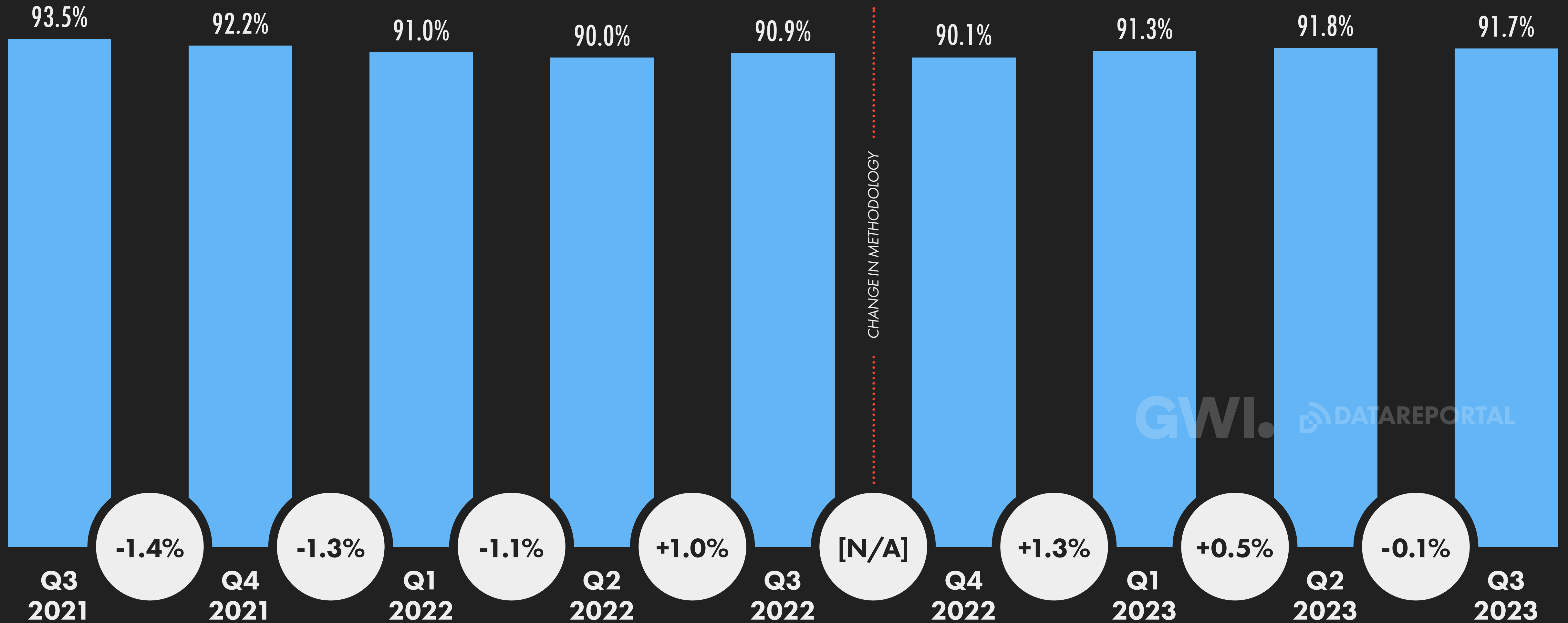


DATA REPORTAL GWI.

JAN  
2024

# STREAMING TV CONTENT VIA THE INTERNET

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



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

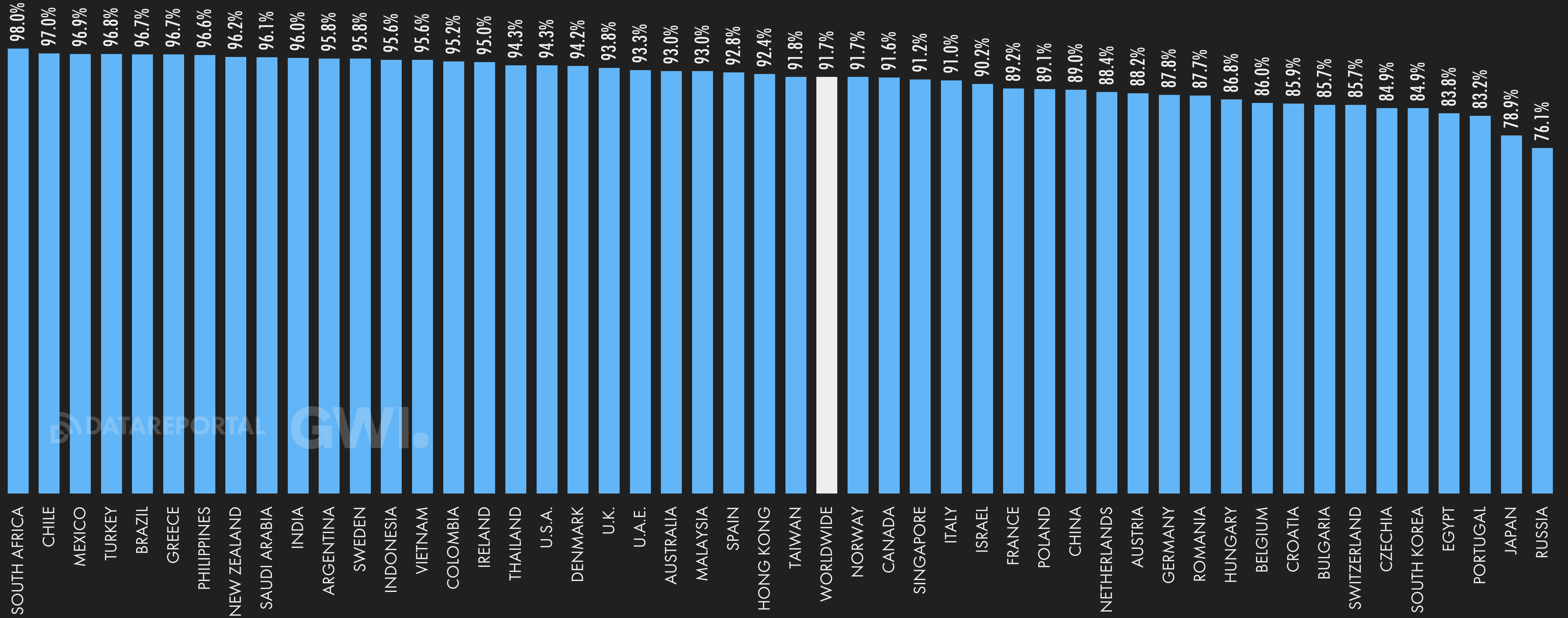
JAN  
2024

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GLOBAL OVERVIEW



DATA REPORTAL GWI.



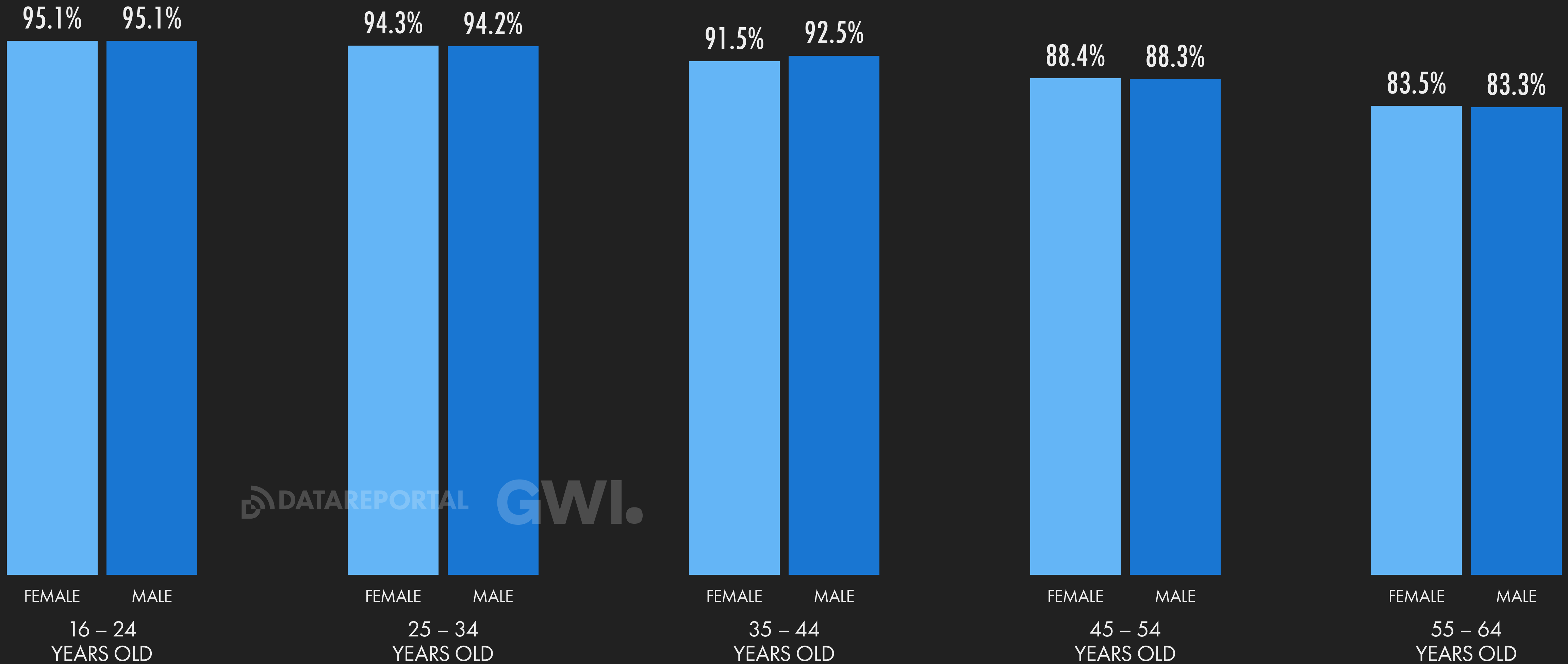
JAN  
2024

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

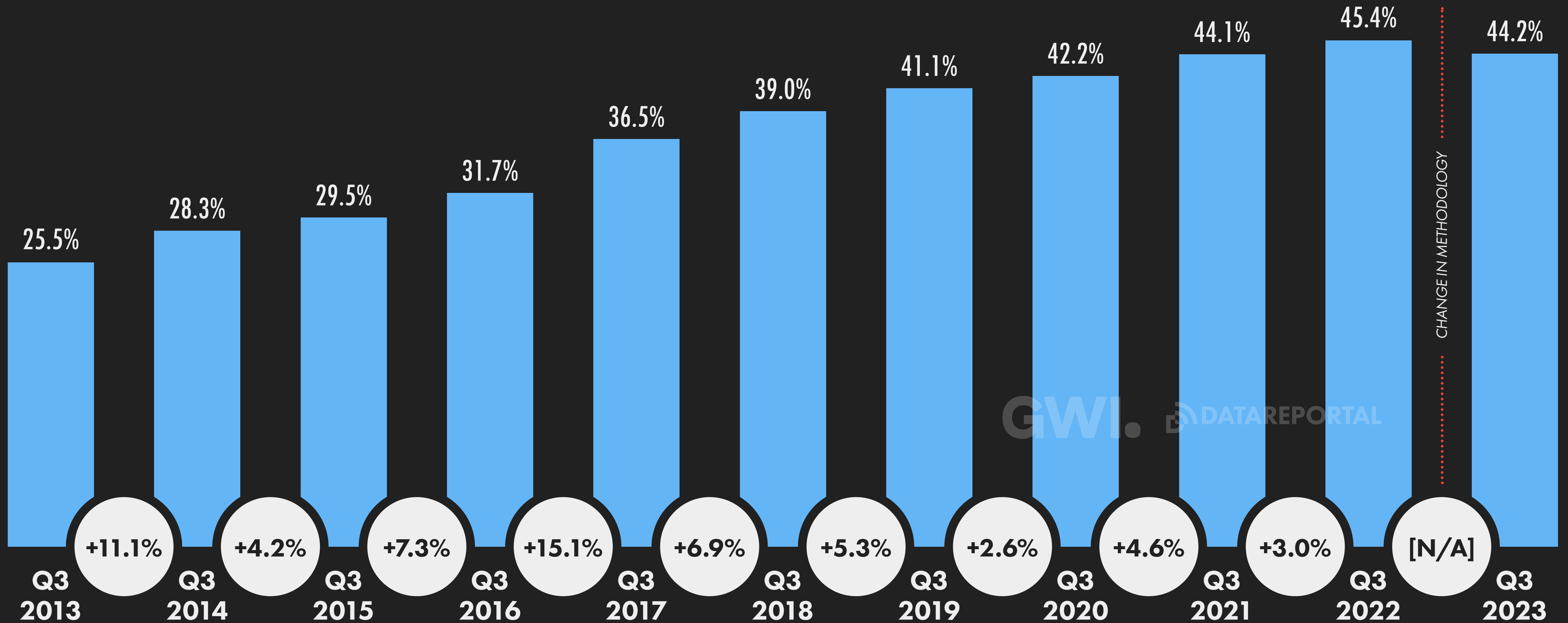
JAN  
2024

# STREAMING'S SHARE OF TOTAL TV TIME (YOY)

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2013 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT **RELATIVE** CHANGE IN STREAMING'S SHARE OF TOTAL TV TIME (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

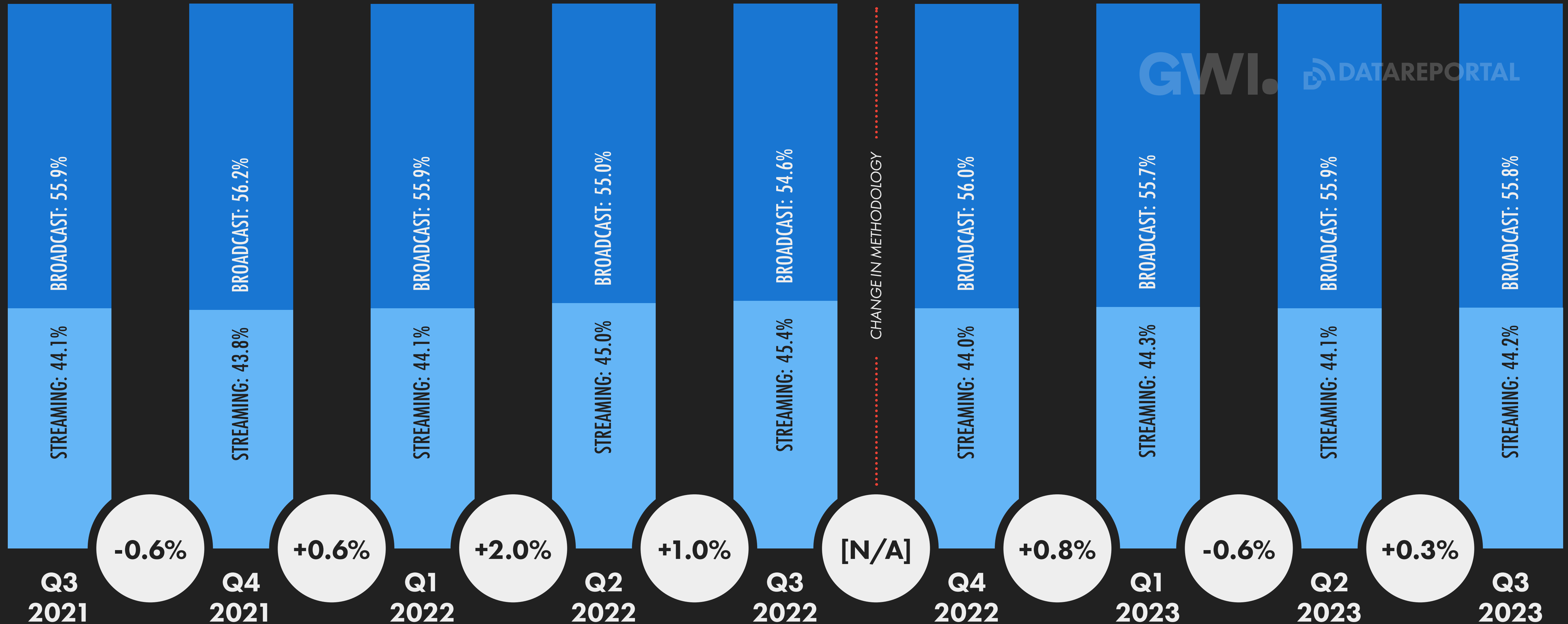
JAN  
2024

# STREAMING'S SHARE OF TOTAL TV TIME (QOQ)

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING TV



GLOBAL OVERVIEW



GWI. DATAREPORTAL

CHANGE IN METHODOLOGY

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTE: PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN STREAMING'S SHARE OF TOTAL TV TIME (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

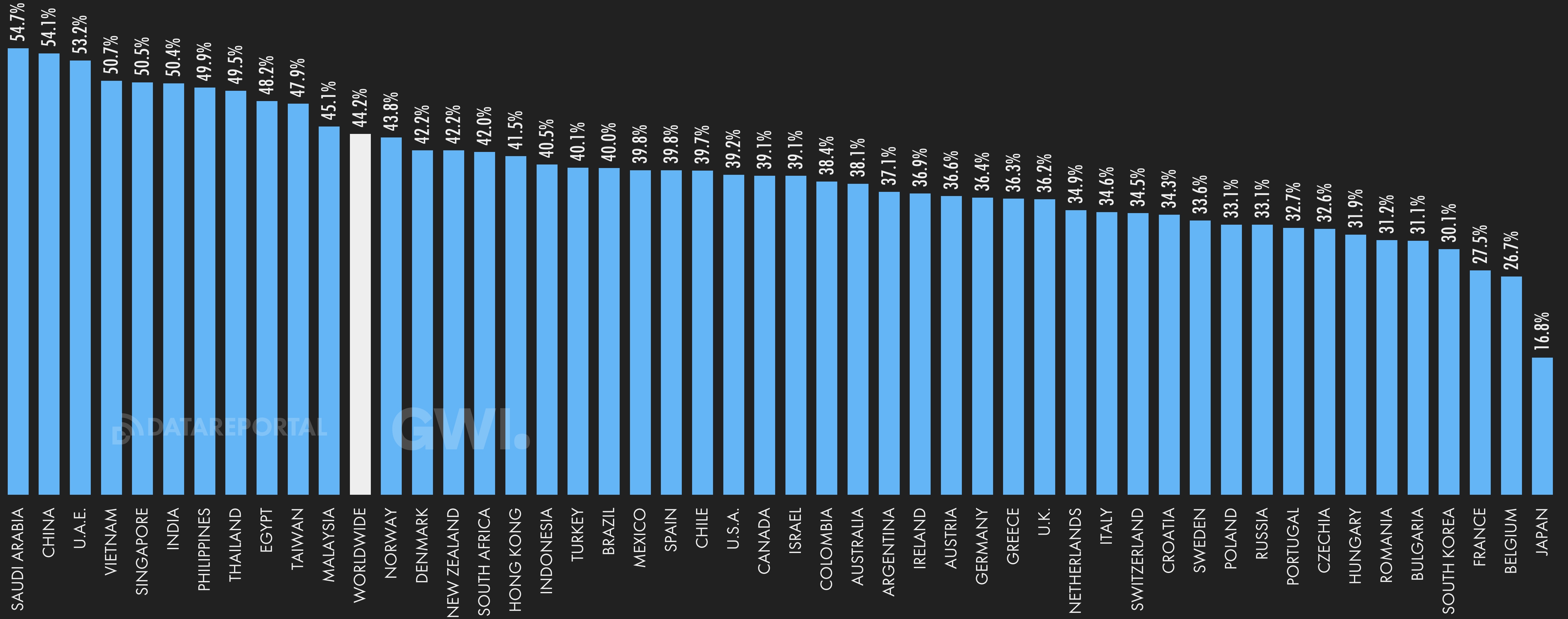
JAN  
2024

# 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 TO 64 SPEND WATCHING TV



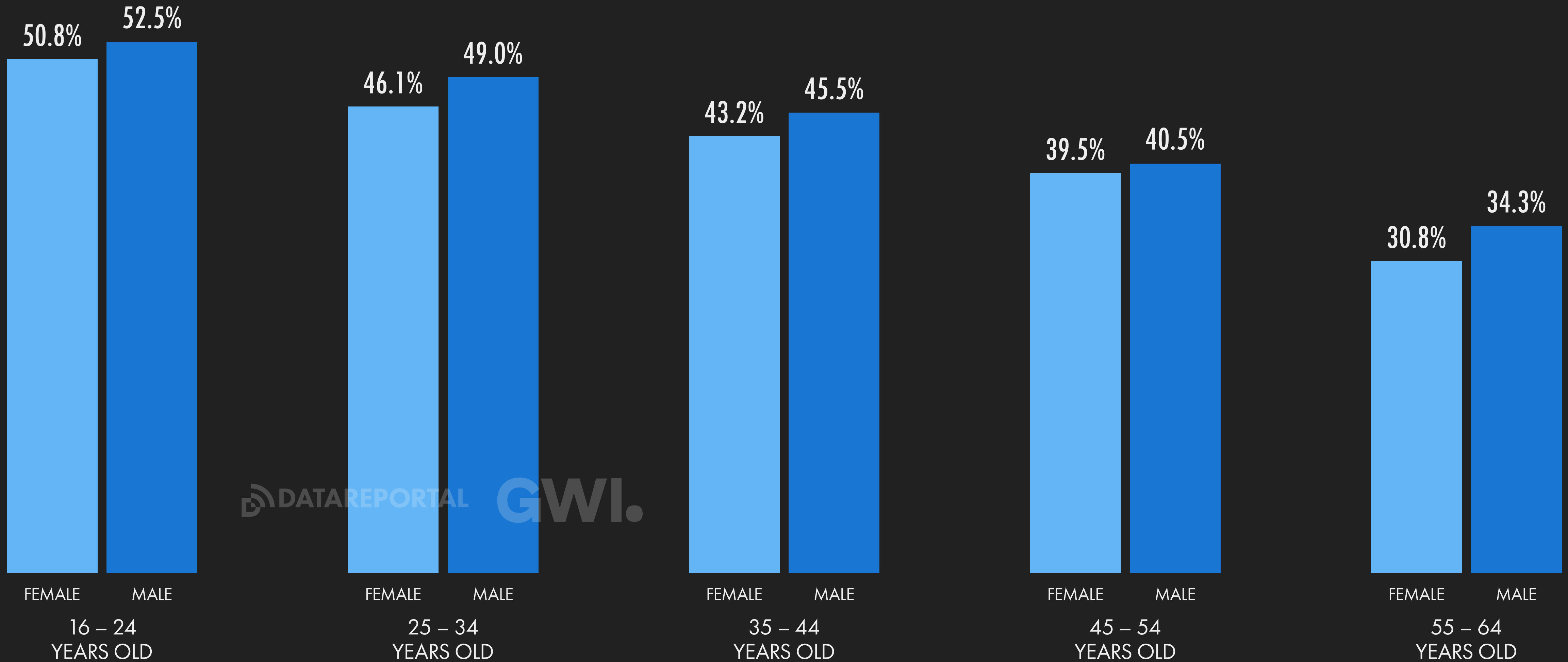
GLOBAL OVERVIEW



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2024

# 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



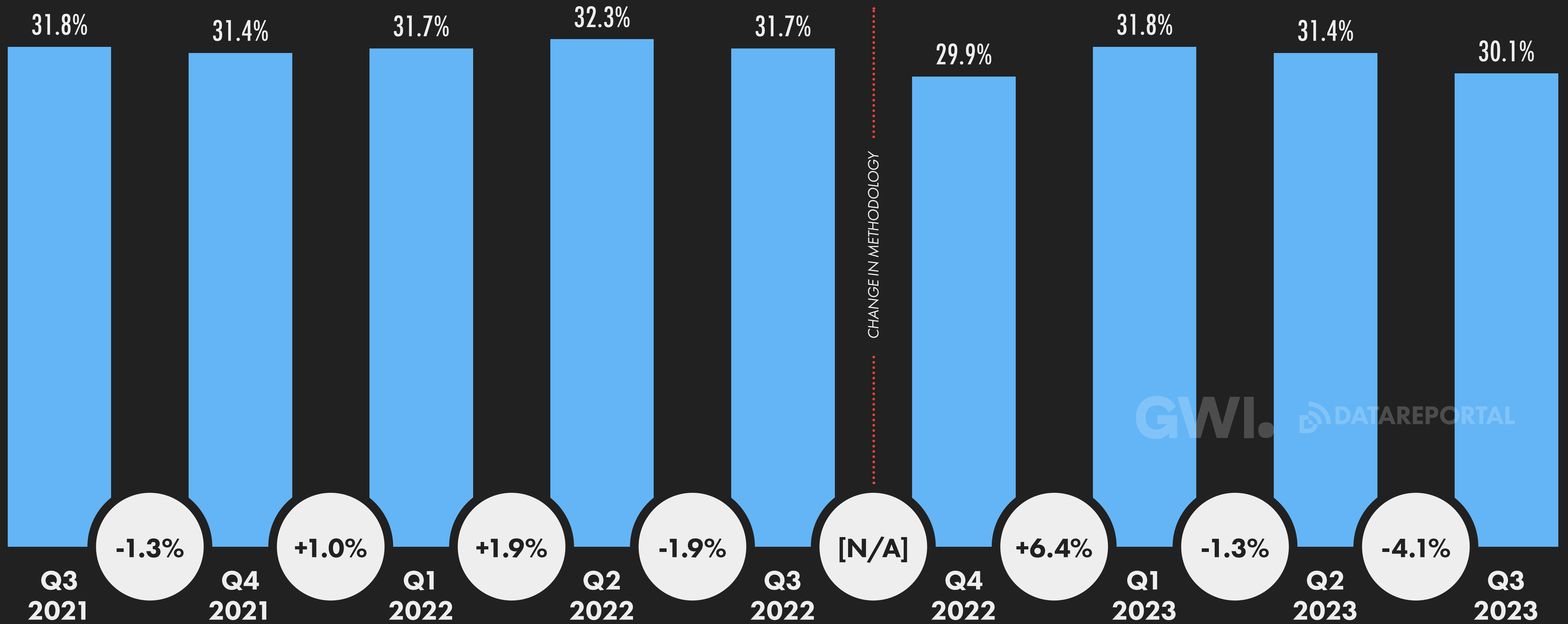
DATA REPORTAL GWI.



JAN  
2024

# PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

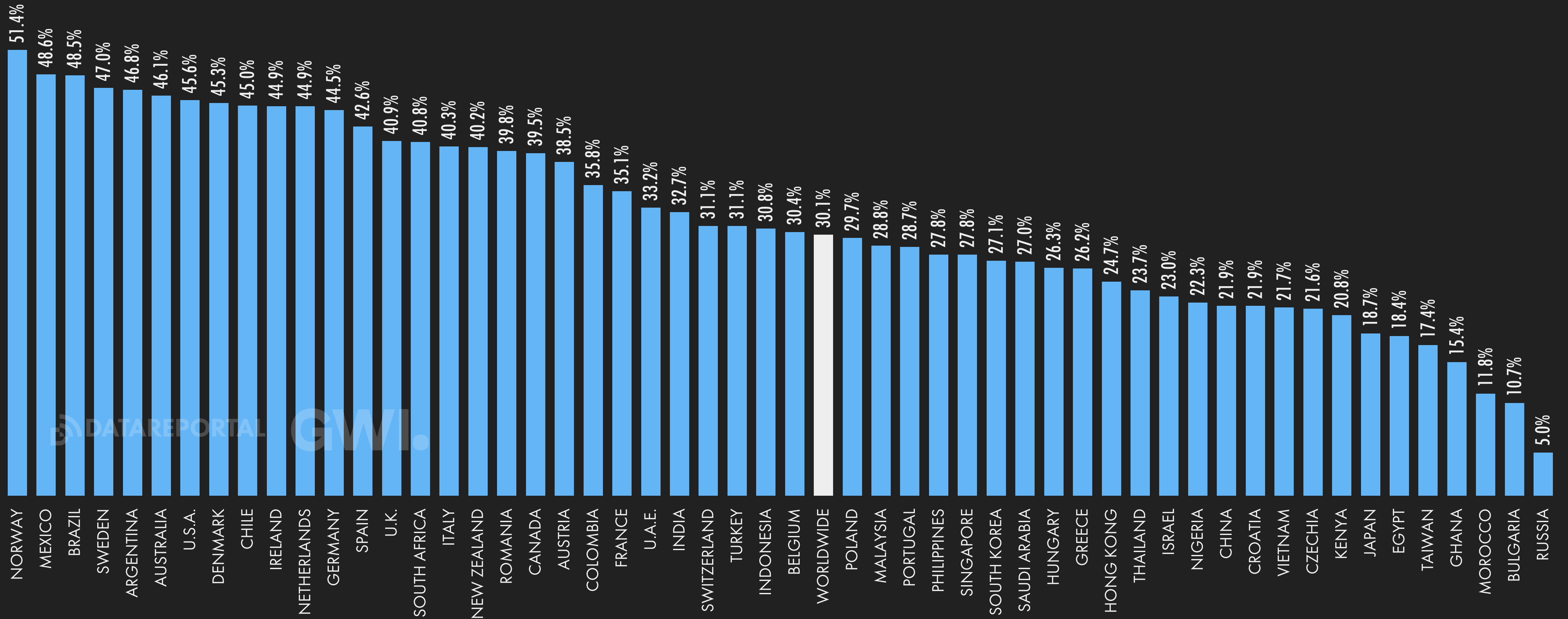
JAN  
2024

# PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

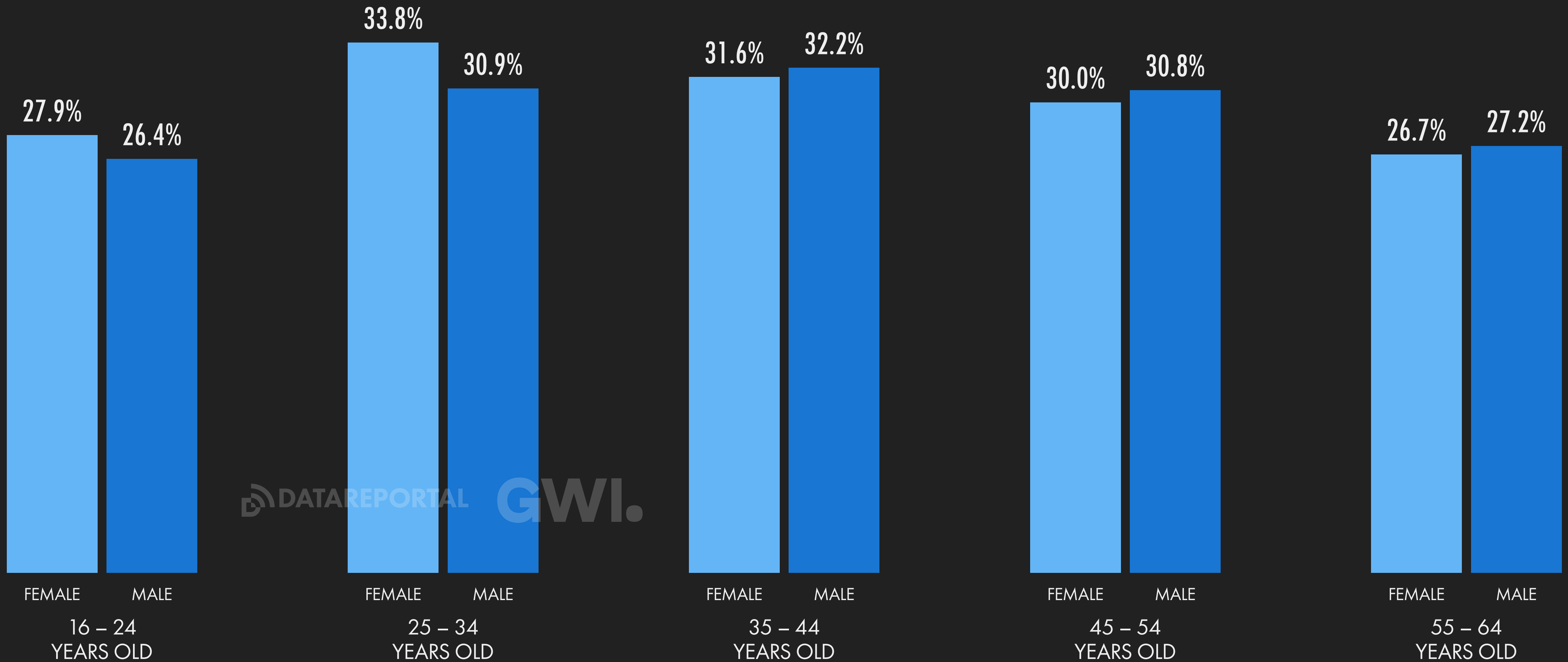
JAN  
2024

# PAYING FOR TV AND MOVIE STREAMING SERVICES

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



GLOBAL OVERVIEW



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**JAN  
2024**

# TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS FOR FULL-YEAR 2023



#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	LUTHER: THE FALLEN SUN	100	MOANA	100	CULPA MÍA	100	ELVIS	100
02	EXTRACTION 2	100	ENCANTO	70	SAMARITAN	42	BLACK ADAM	100
03	THE MOTHER	100	ELEMENTAL	57	OPERATION FORTUNE: RUSE DE GUERRE	39	DON'T WORRY DARLING	93
04	HEART OF STONE	92	TURNING RED	51	DIE HART THE MOVIE	38	THE BATMAN	81
05	LEO	86	COCO	47	GUY RITCHIE'S THE COVENANT	36	MAGIC MIKE'S LAST DANCE	74
06	LEAVE THE WORLD BEHIND	85	AVATAR: THE WAY OF WATER	47	AIR	34	KIMI	66
07	F9	84	BLACK PANTHER: WAKANDA FOREVER	37	THE TOMORROW WAR	33	SHAZAM! FURY OF THE GODS	57
08	MURDER MYSTERY 2	82	THE LITTLE MERMAID	32	RED, WHITE & ROYAL BLUE	32	THE FLASH	55
09	GLASS ONION: A KNIVES OUT MYSTERY	79	FROZEN	29	TOM CLANCY'S WITHOUT REMORSE	29	DUNE	51
10	NOWHERE	76	AVATAR	27	CREED III	27	FATHER OF THE BRIDE	47

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2024**

# TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN FOR FULL-YEAR 2023



#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
	#	INDEX	#	INDEX	#	INDEX	#	INDEX
01	THE NIGHT AGENT	100	BLUEY	100	TOM CLANCY'S JACK RYAN	100	THE LAST OF US	100
02	WEDNESDAY	77	GREY'S ANATOMY	90	THE LORD OF THE RINGS: THE RINGS OF POWER	93	SUCCESSION	57
03	THE WITCHER	75	MODERN FAMILY	80	REACHER	92	AND JUST LIKE THAT...	55
04	ONE PIECE	73	THE SIMPSONS	74	THE SUMMER I TURNED PRETTY	79	HOUSE OF THE DRAGON	47
05	GINNY & GEORGIA	70	FAMILY GUY	61	THE WHEEL OF TIME	73	RICK AND MORTY	45
06	THE GLORY	64	MALCOLM IN THE MIDDLE	46	CITADEL	64	GAME OF THRONES	37
07	LUPIN	62	HOW I MET YOUR MOTHER	40	THE BOYS	62	THE GILDED AGE	34
08	YOU	61	THE MANDALORIAN	38	GEN V	56	THE IDOL	32
09	KING THE LAND	60	CRIMINAL MINDS	34	YO SOY BETTY LA FEA	42	FROM	30
10	QUEEN CHARLOTTE: A BRIDGERTON STORY	59	GRAVITY FALLS	30	CARNIVAL ROW	37	30 COINS	28



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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	VIEWERS (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	THE NIGHT AGENT: SEASON 1	98,200,000
07	STRANGER THINGS 3	94,800,000
08	BRIDGERTON: SEASON 2	93,800,000
09	THE WITCHER: SEASON 1	83,000,000
10	QUEEN CHARLOTTE: A BRIDGERTON STORY	81,300,000

## MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWERS (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	THE GRAY MAN	139,300,000
06	WE CAN BE HEROES	137,300,000
07	THE MOTHER	136,400,000
08	GLASS ONION: A KNIVES OUT MYSTERY	136,300,000
09	EXTRACTION	135,700,000
10	EXTRACTION 2	134,900,000

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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)



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

#	TV SHOW	VIEWERS (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	ALL OF US ARE DEAD: SEASON 1	55,500,000
09	DEAR CHILD: LIMITED SERIES	50,900,000
10	ELITE: SEASON 3	50,000,000

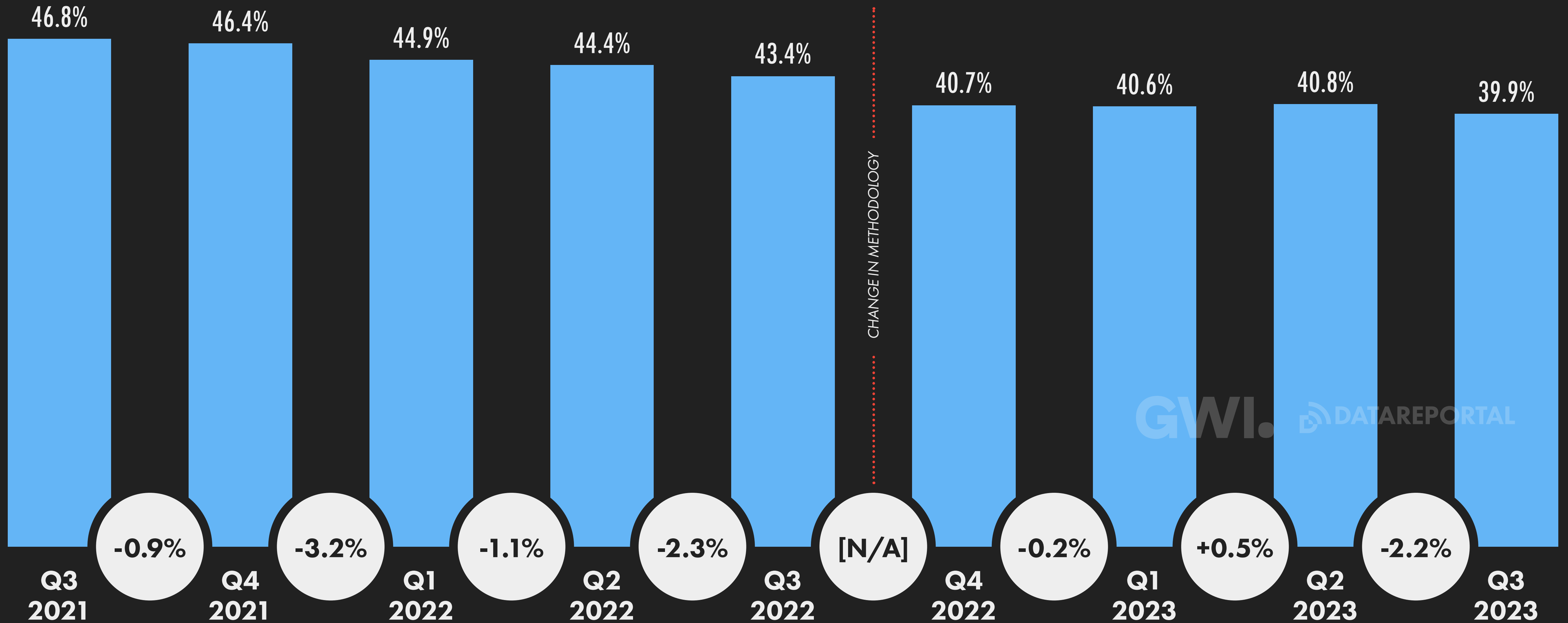
## MOST POPULAR MOVIES (NON-ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWERS (FIRST 91 DAYS)
01	TROLL	103,000,000
02	NOWHERE	83,700,000
03	THE PLATFORM	82,800,000
04	THROUGH MY WINDOW	61,100,000
05	AKA	60,900,000
06	BLOOD RED SKY	60,900,000
07	MY NAME IS VENDETTA	56,400,000
08	BLACK CRAB	53,900,000
09	ALL QUIET ON THE WESTERN FRONT	52,100,000
10	BELOW ZERO	48,600,000

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# ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **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 EDUCATIONS 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

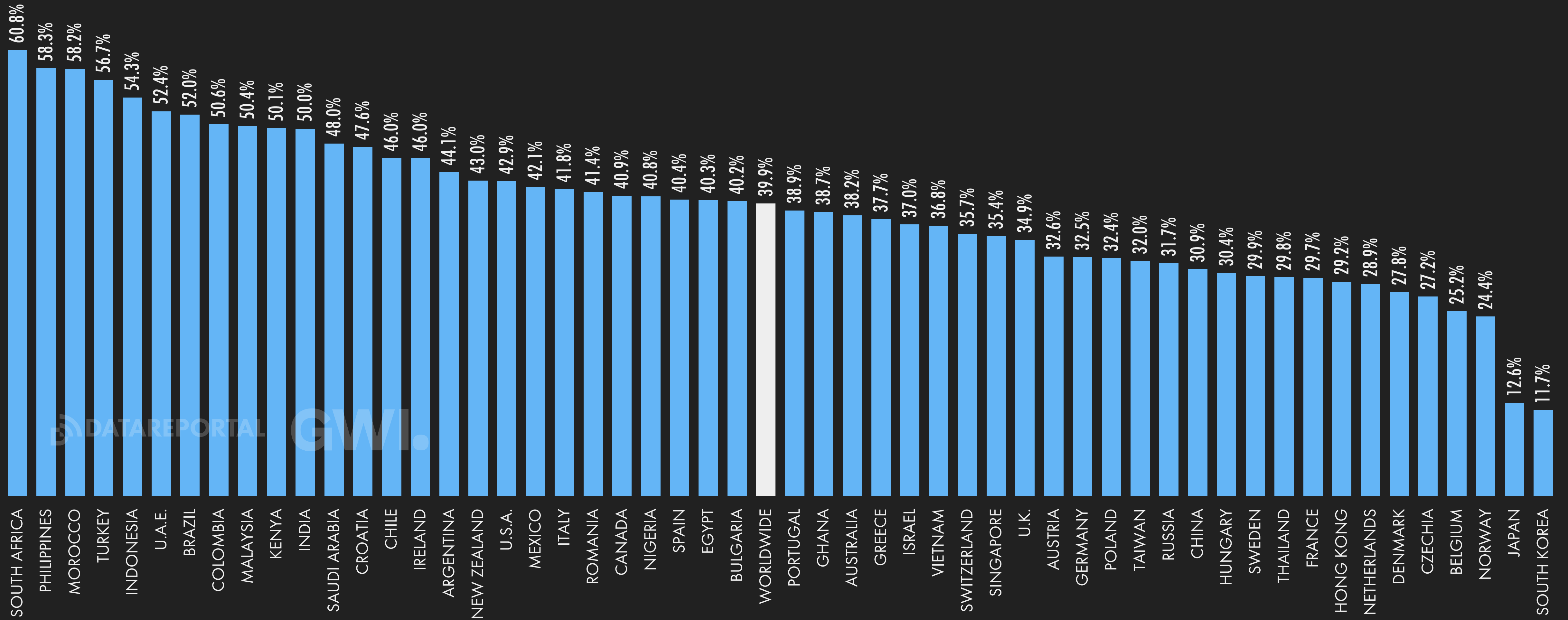
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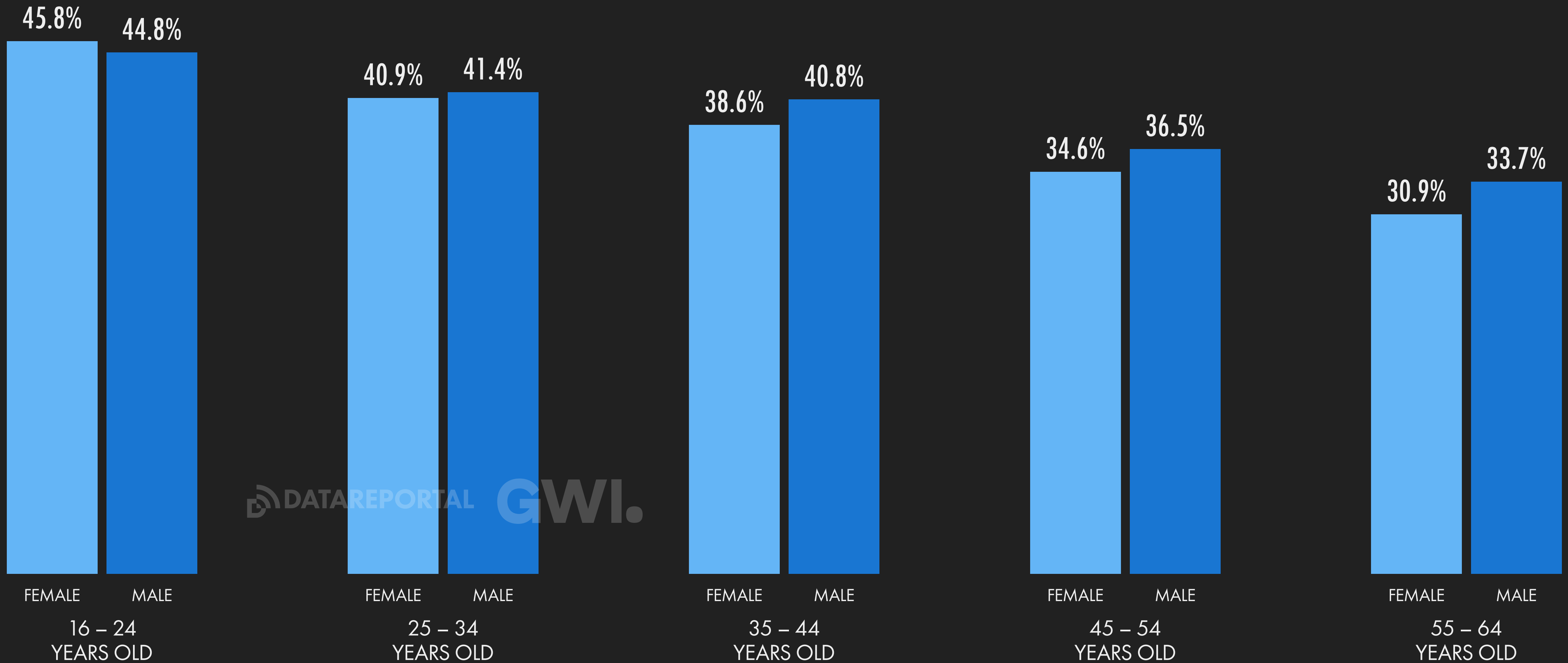
GLOBAL OVERVIEW



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# ONLINE VIDEO AS A SOURCE OF LEARNING

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



DATA REPORTAL GWI.



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# ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



WATCH OR LISTEN TO  
ONLINE MUSIC VIDEOS



GW.I.

49.7%

YEAR-ON-YEAR CHANGE  
-0.6% (-30 BPS)

LISTEN TO MUSIC  
STREAMING SERVICES



38.6%

YEAR-ON-YEAR CHANGE  
-1.3% (-50 BPS)

LISTEN TO ONLINE RADIO  
SHOWS OR STATIONS



GW.I.

17.9%

YEAR-ON-YEAR CHANGE  
-18.3% (-400 BPS)

LISTEN TO  
PODCASTS



20.6%

YEAR-ON-YEAR CHANGE  
-2.8% (-60 BPS)

LISTEN TO  
AUDIO BOOKS



17.2%

YEAR-ON-YEAR CHANGE  
-13.1% (-260 BPS)

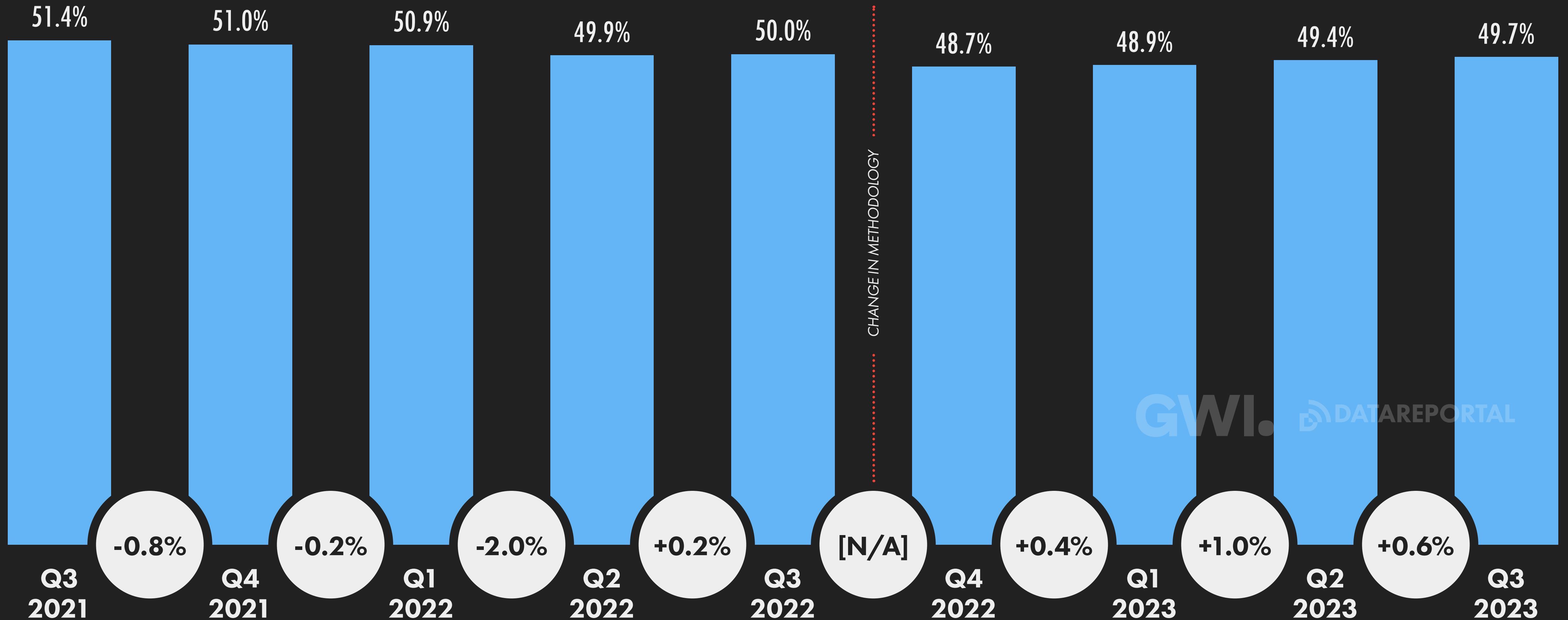
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW



GWIDATAREPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

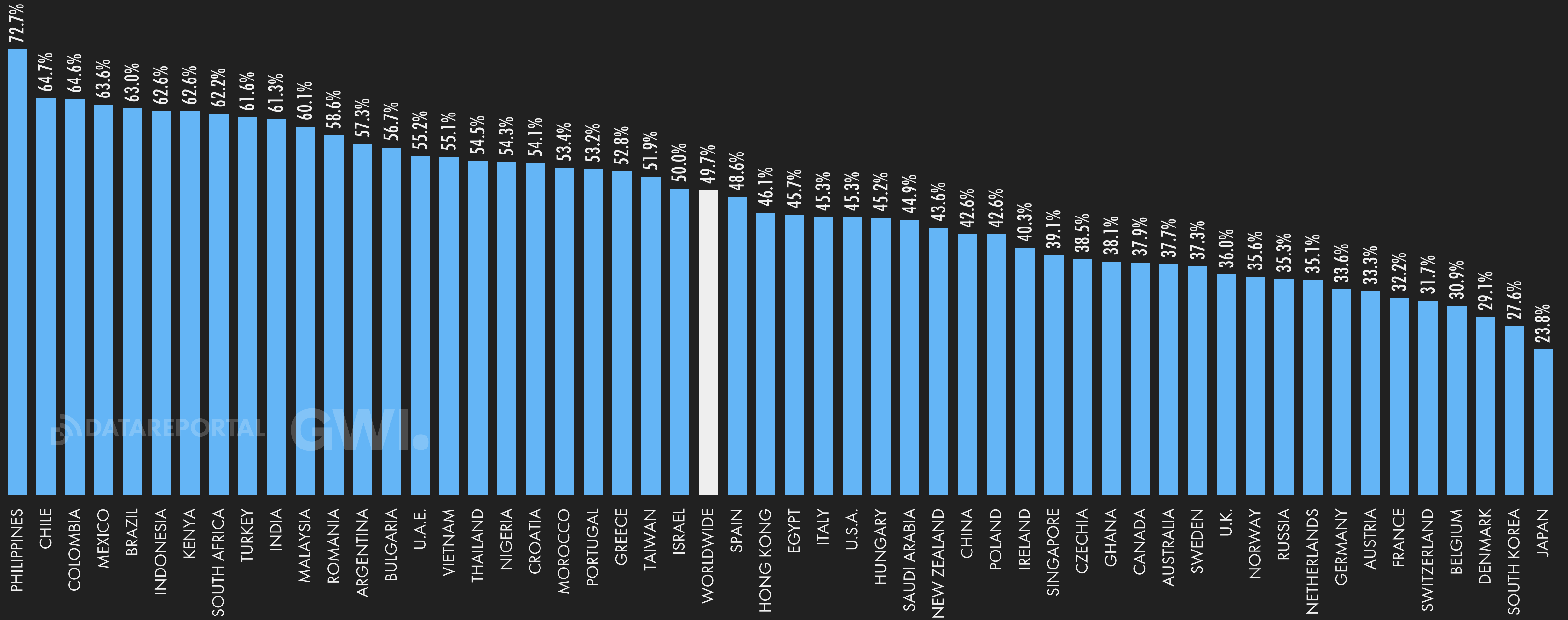
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

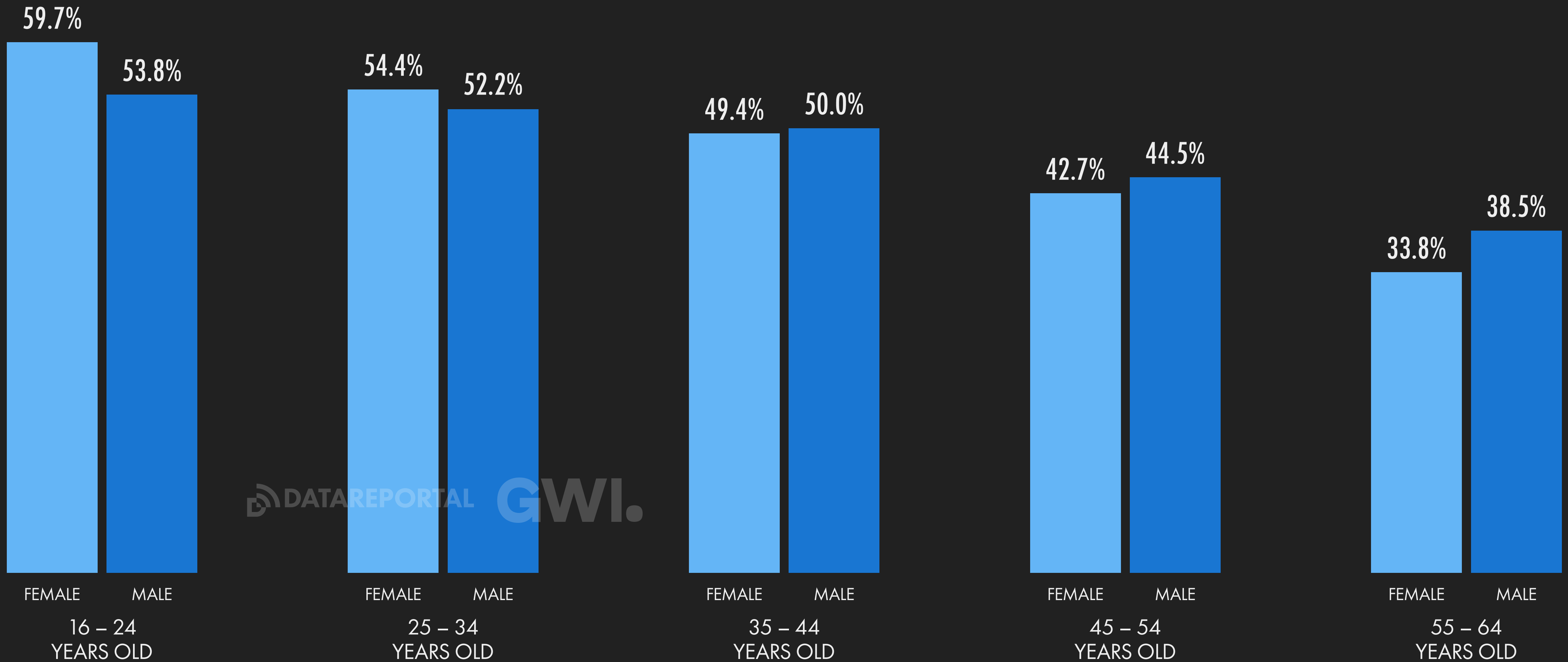
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# WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK



GLOBAL OVERVIEW

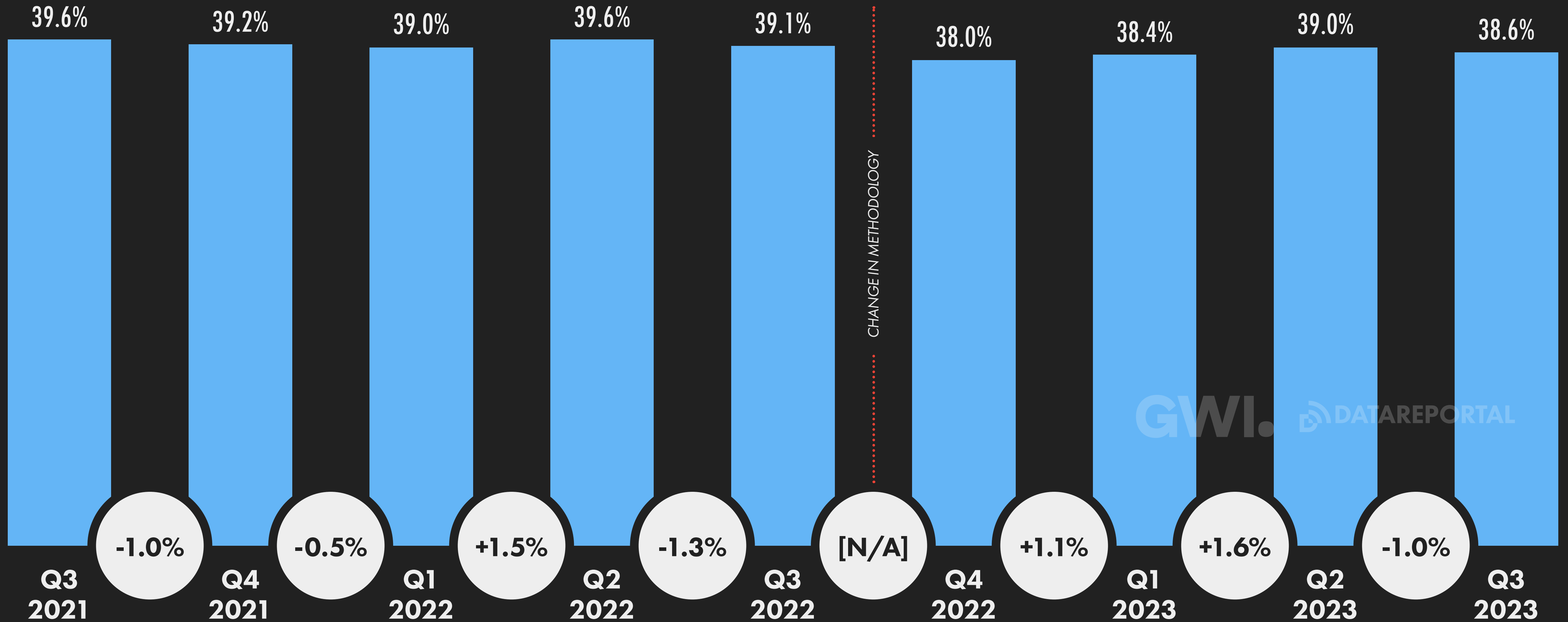


DATA REPORTAL GWI.

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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



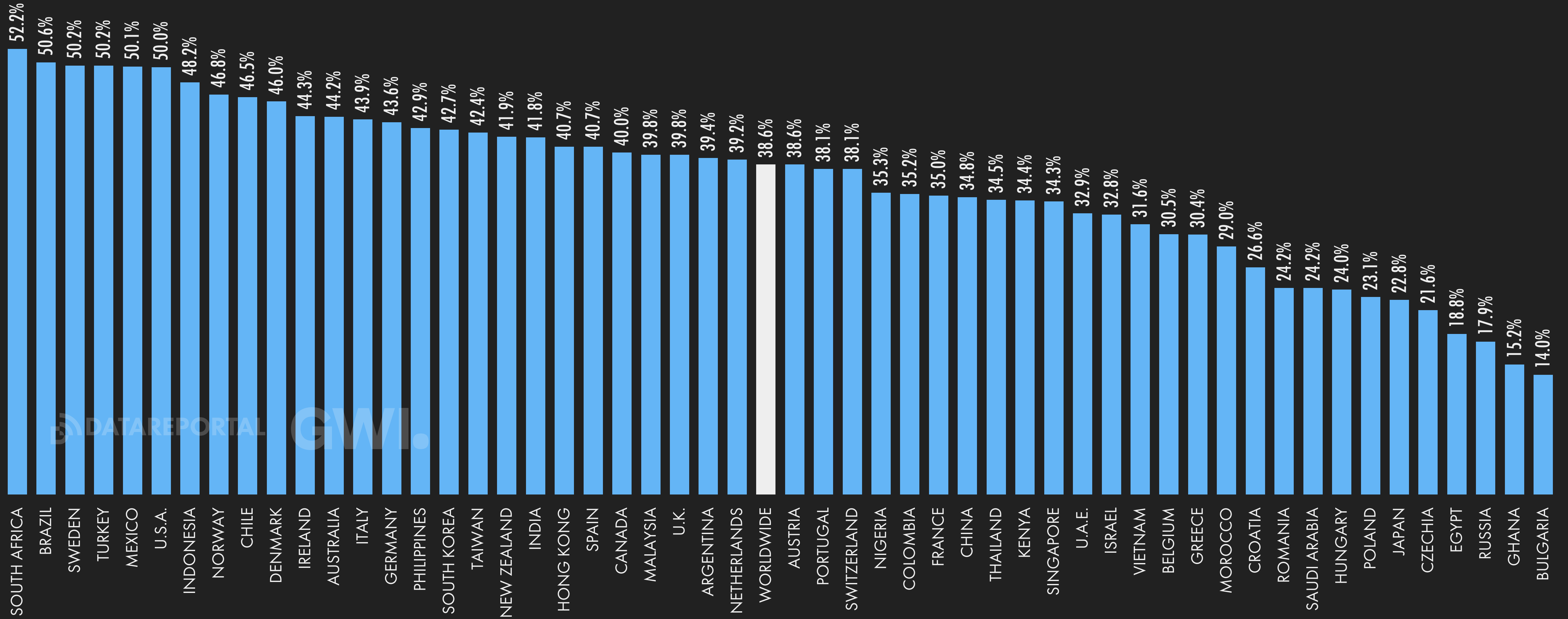
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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



GLOBAL OVERVIEW

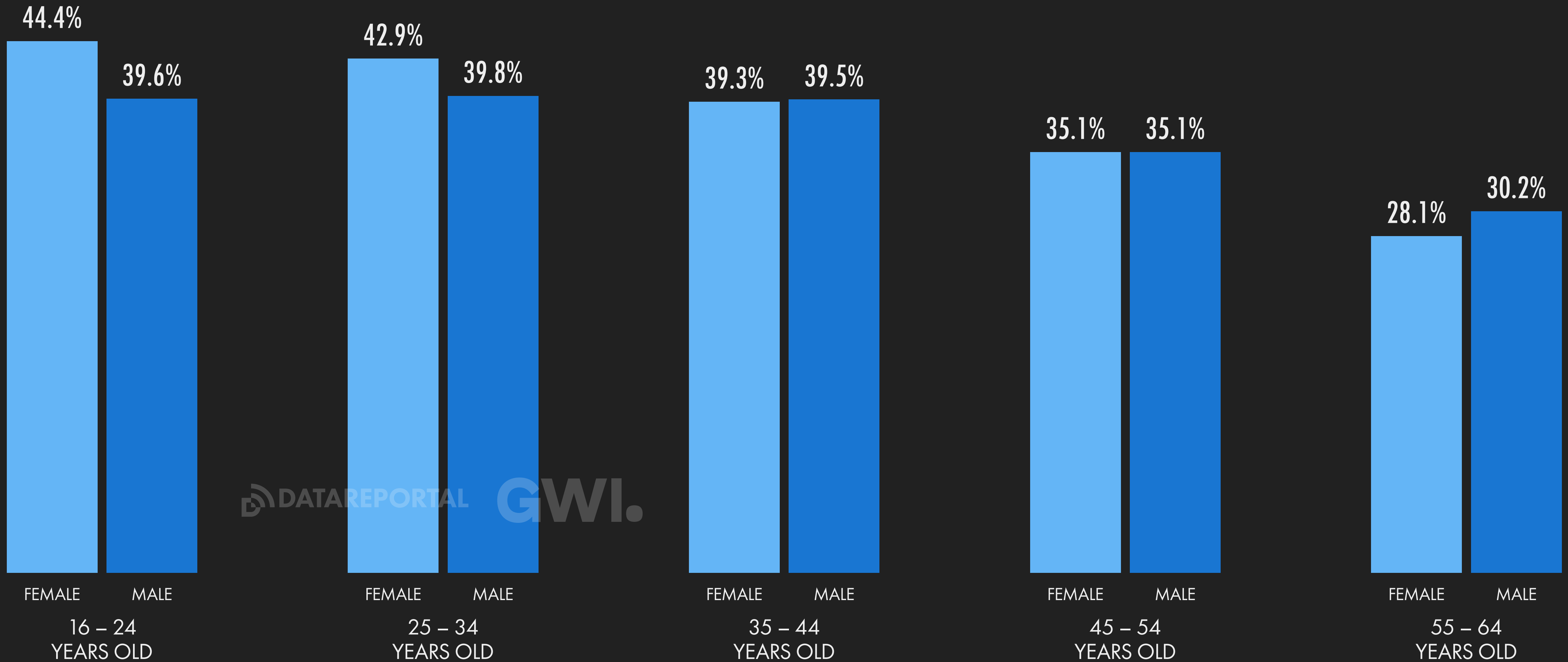


DATA REPORTAL GWI

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# LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK



DATA REPORTAL GWI.

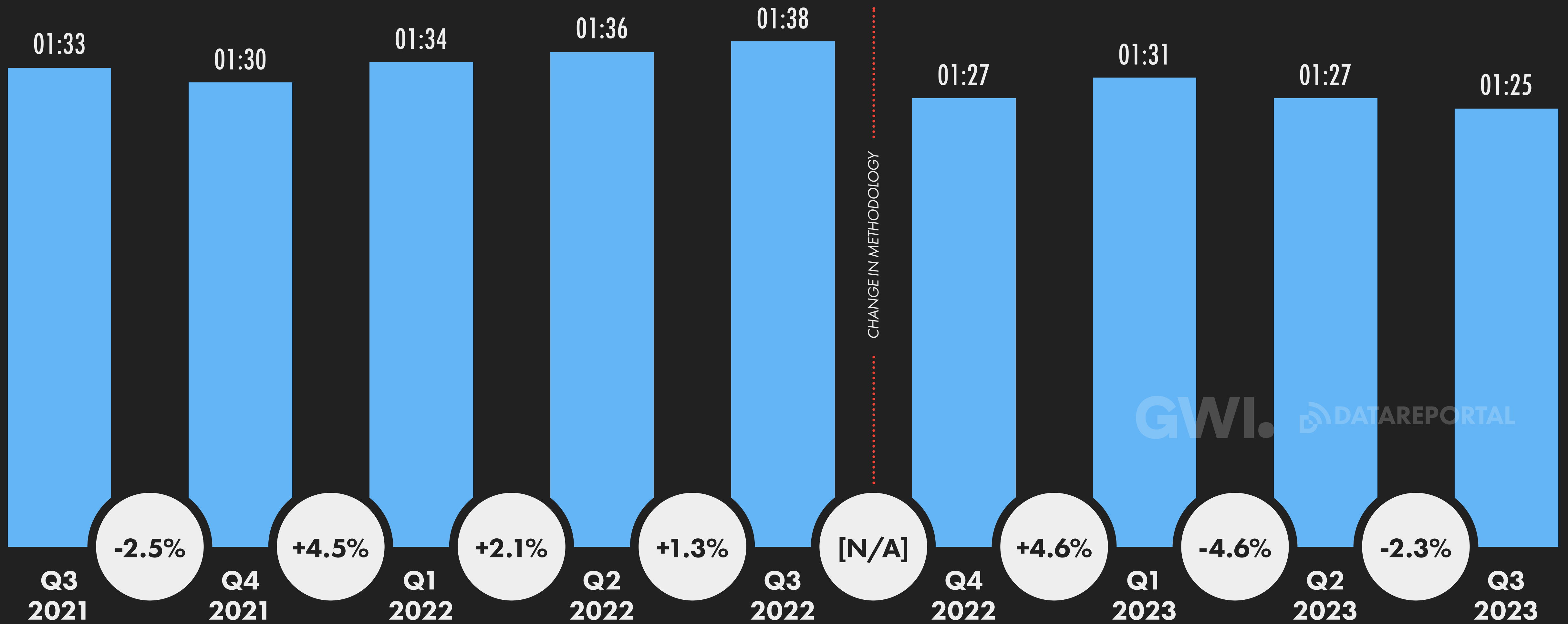
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# TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO MUSIC STREAMING SERVICES



GLOBAL OVERVIEW



GWIDATAREPORTAL

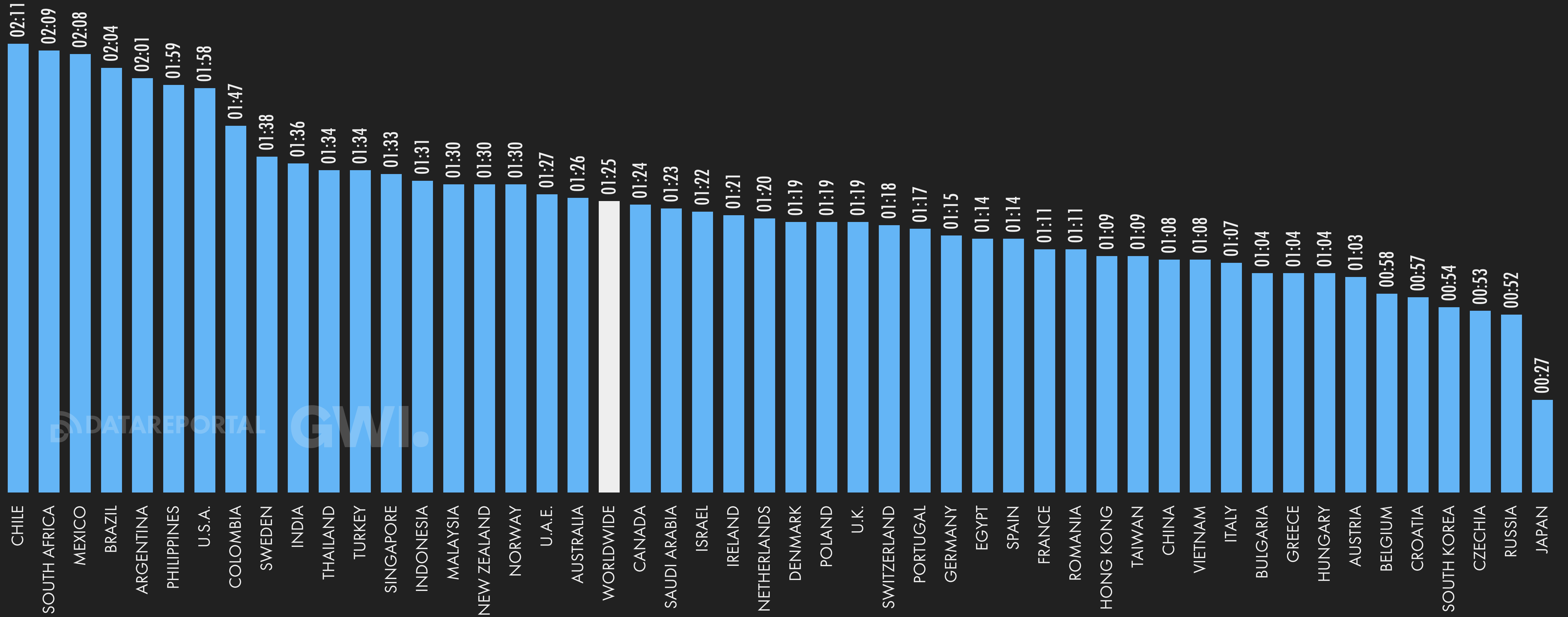
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# TIME SPENT LISTENING TO STREAMING MUSIC

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO MUSIC STREAMING SERVICES



GLOBAL OVERVIEW



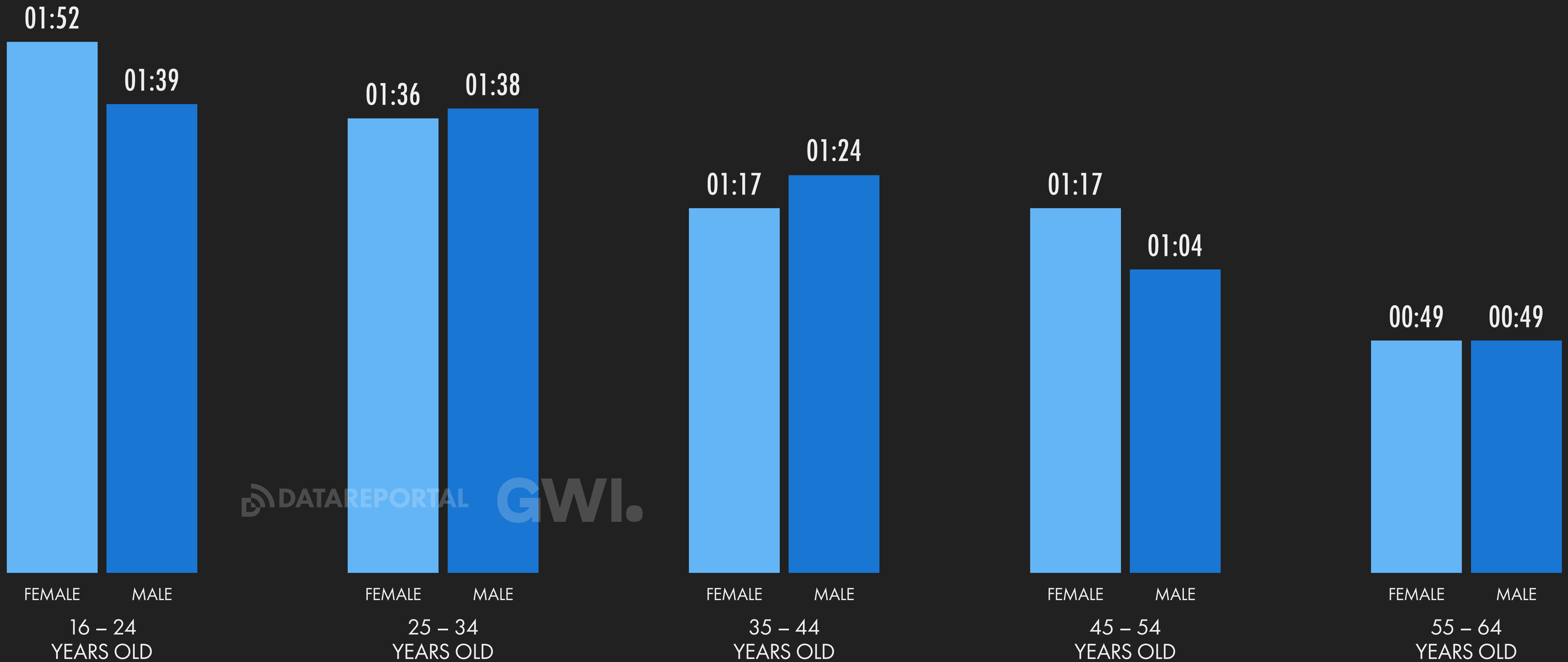
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# TIME SPENT LISTENING TO STREAMING MUSIC

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



GLOBAL OVERVIEW



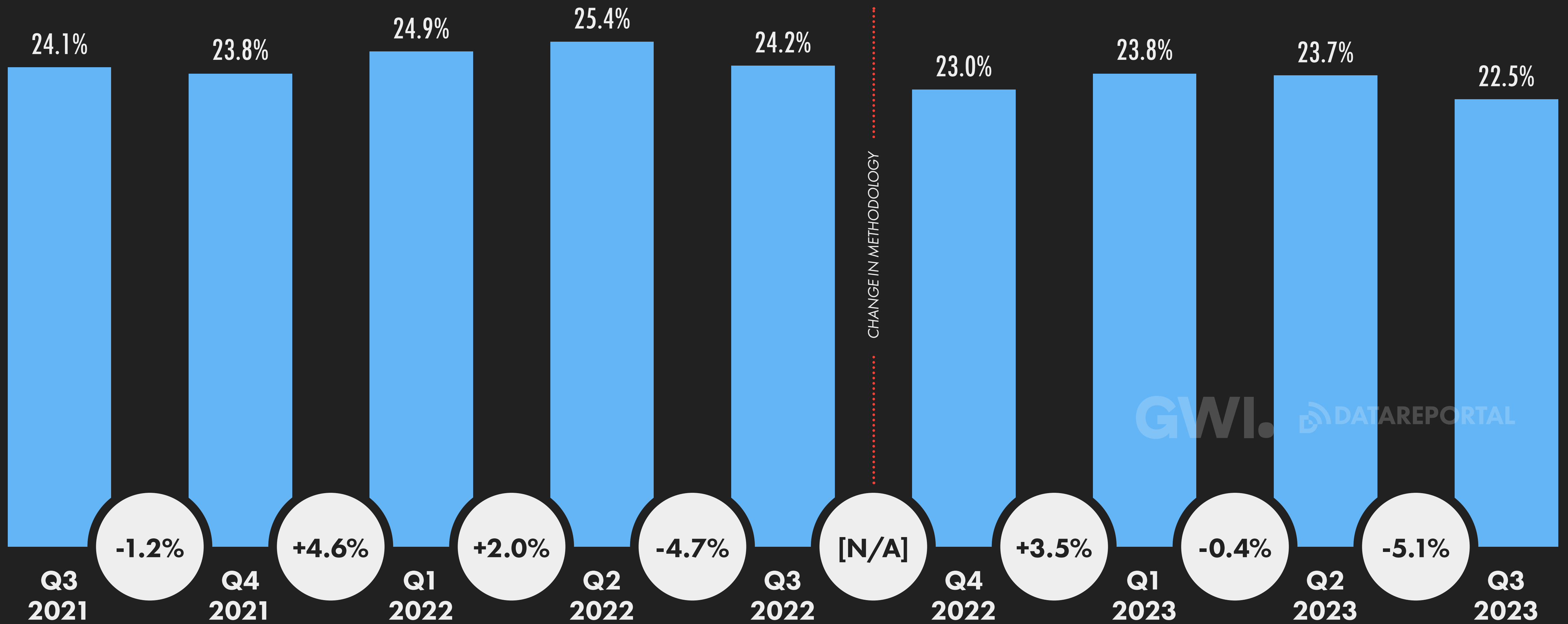
DATA REPORTAL GWI.



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# PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

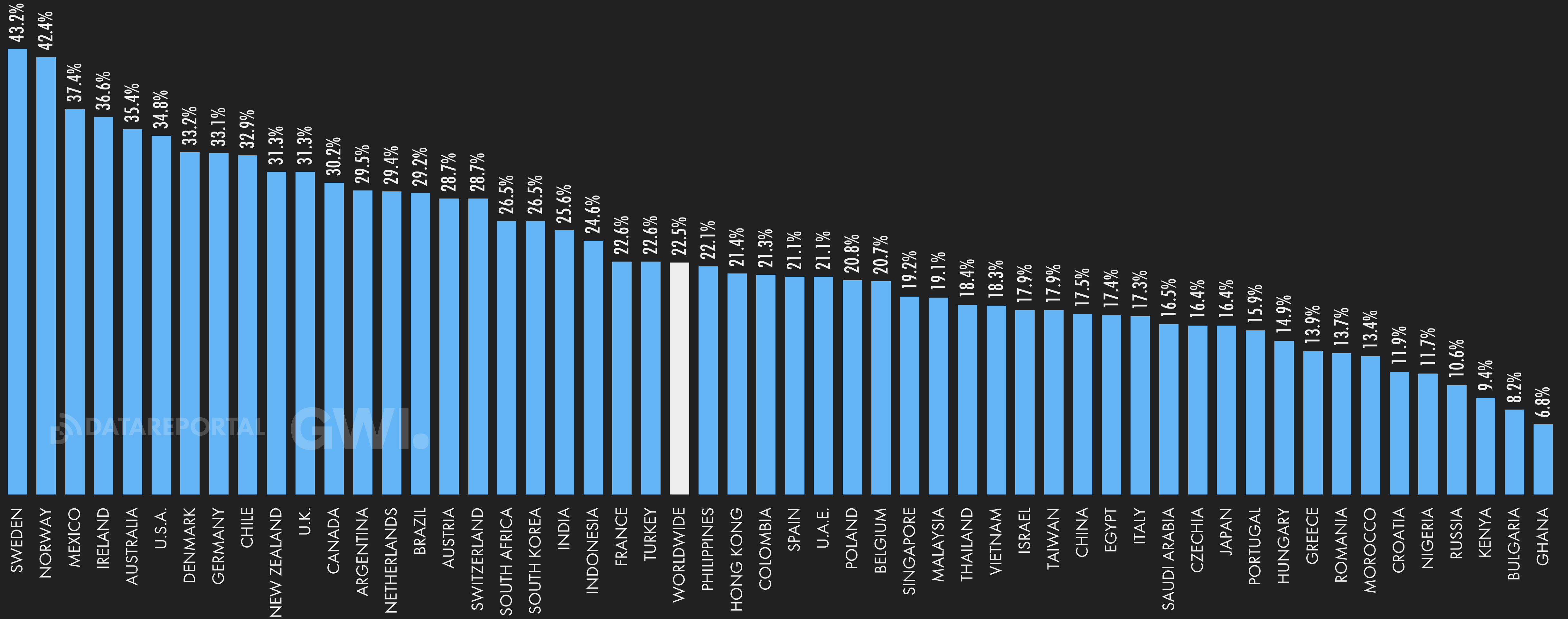
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2024

# PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH



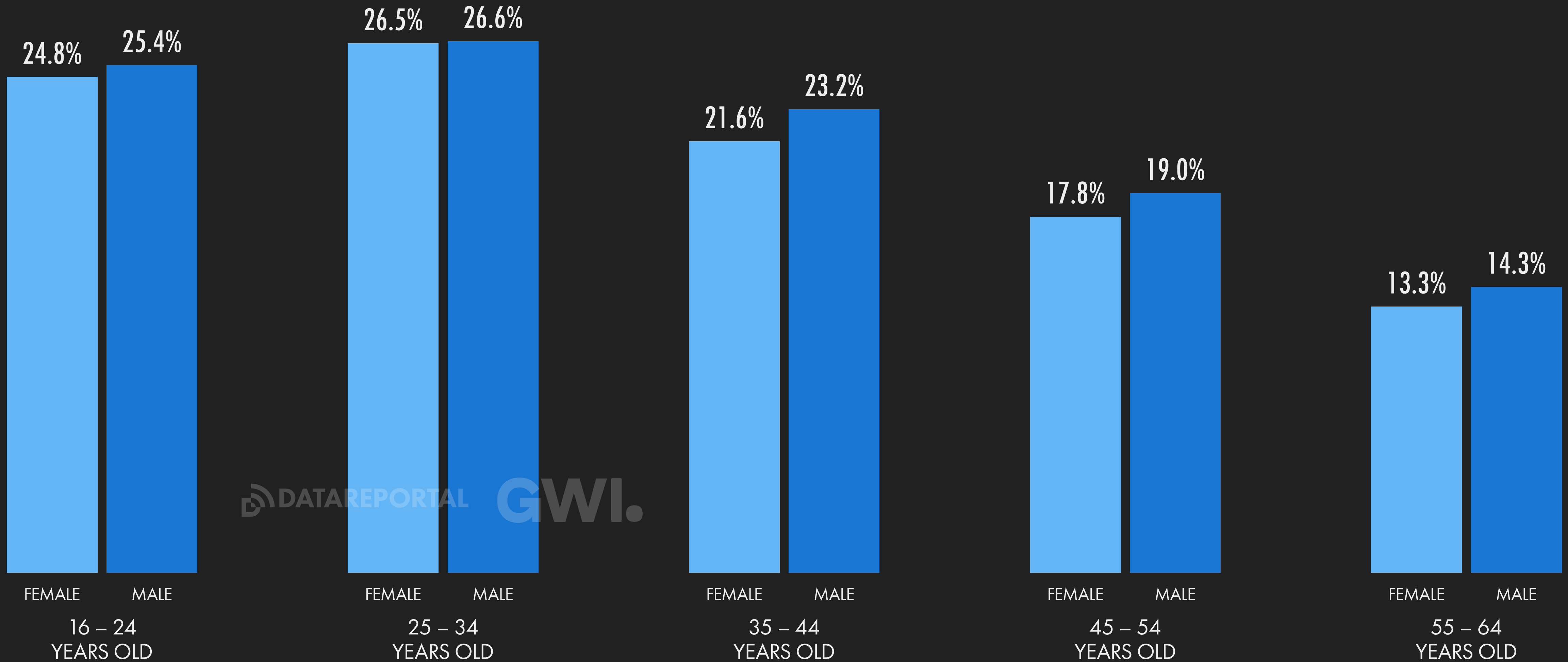
GLOBAL OVERVIEW



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# PAYING FOR STREAMING MUSIC SERVICES

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



DATA REPORTAL GWI.

# MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



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

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	SHAZAM	APPLE
04	MI MUSIC	XIAOMI
05	JIOSAAVN	RELIANCE INDUSTRIES
06	WYNK	BHARTI AIRTEL
07	AMAZON MUSIC	AMAZON
08	MUSIC	ALLSAINTS MUSIC - OPPO
09	MIXERBOX	MIXERBOX
10	SOUNDCLOUD	SOUNDCLOUD

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

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	LARK PLAYER	DYWX
04	SAMSUNG MUSIC	SAMSUNG
05	MI MUSIC	XIAOMI
06	POCKET FM	POCKET FM
07	MUSIC PLAYER - MP3 PLAYER, ...*	INSHOT INC.
08	AMAZON MUSIC	AMAZON
09	MUSIC	ALLSAINTS MUSIC - OPPO
10	YANDEX MUSIC	YANDEX

**SOURCE:** DATA AI INTELLIGENCE. SEE [DATA.AI](#) FOR DETAILS. **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023, BASED ON APPS WITH A PRIMARY OR SECONDARY DATA.AI APP IQ CATEGORISATION OF "MUSIC & AUDIO" OR "RADIO". ONLY INCLUDES MOBILE APPS FOR WHICH MUSIC IS A PRIMARY FOCUS; EXCLUDES COMMUNICATION AND SOCIAL NETWORKING APPS. 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. (\*) THE FULL NAME OF THIS APP IS "MUSIC PLAYER - MP3 PLAYER, AUDIO PLAYER".

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# SPOTIFY'S MOST STREAMED SONGS OF 2023

RANKING OF THE MOST STREAMED SONGS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2023



GLOBAL OVERVIEW

# ARTIST – "SONG TITLE"

01 MILEY CYRUS – "FLOWERS"

02 SZA – "KILL BILL"

03 HARRY STYLES – "AS IT WAS" 

04 JUNG KOOK FEAT. LATTO – "SEVEN"

05 ESLABON ARMADO & PESO PLUMA – "ELLA BAILA SOLO"

06 TAYLOR SWIFT – "CRUEL SUMMER"

07 METRO BOOMIN WITH THE WEEKND & 21 SAVAGE – "CREEPIN'"

08 REMA WITH SELENA GOMEZ – "CALM DOWN"

09 BIZARRAP & SHAKIRA – "SHAKIRA: BZRP MUSIC SESSIONS, VOL. 53"

10 TAYLOR SWIFT – "ANTI-HERO"

# ARTIST – "SONG TITLE"

11 ARCTIC MONKEYS – "I WANNA BE YOURS"

12 KAROL G & SHAKIRA – "TQG"

13 YNG LUCAS & PESO PLUMA – "LA BEBE - REMIX" 

14 DAVID GUETTA & BEBE REXHA – "I'M GOOD (BLUE)"

15 THE WEEKND – "DIE FOR YOU"

16 GRUPO FRONTERA x BAD BUNNY – "UN X100TO"

17 SAM SMITH FEAT. KIM PETRAS – "UNHOLY"

18 MANUEL TURIZO – "LA BACHATA"

19 PINKPANTHERESS & ICE SPICE – "BOY'S A LIAR, PT. 2"

20 DAVID KUSHNER – "DAYLIGHT"



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# SPOTIFY'S MOST STREAMED ARTISTS OF 2023

RANKING OF THE MOST STREAMED ARTISTS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2023



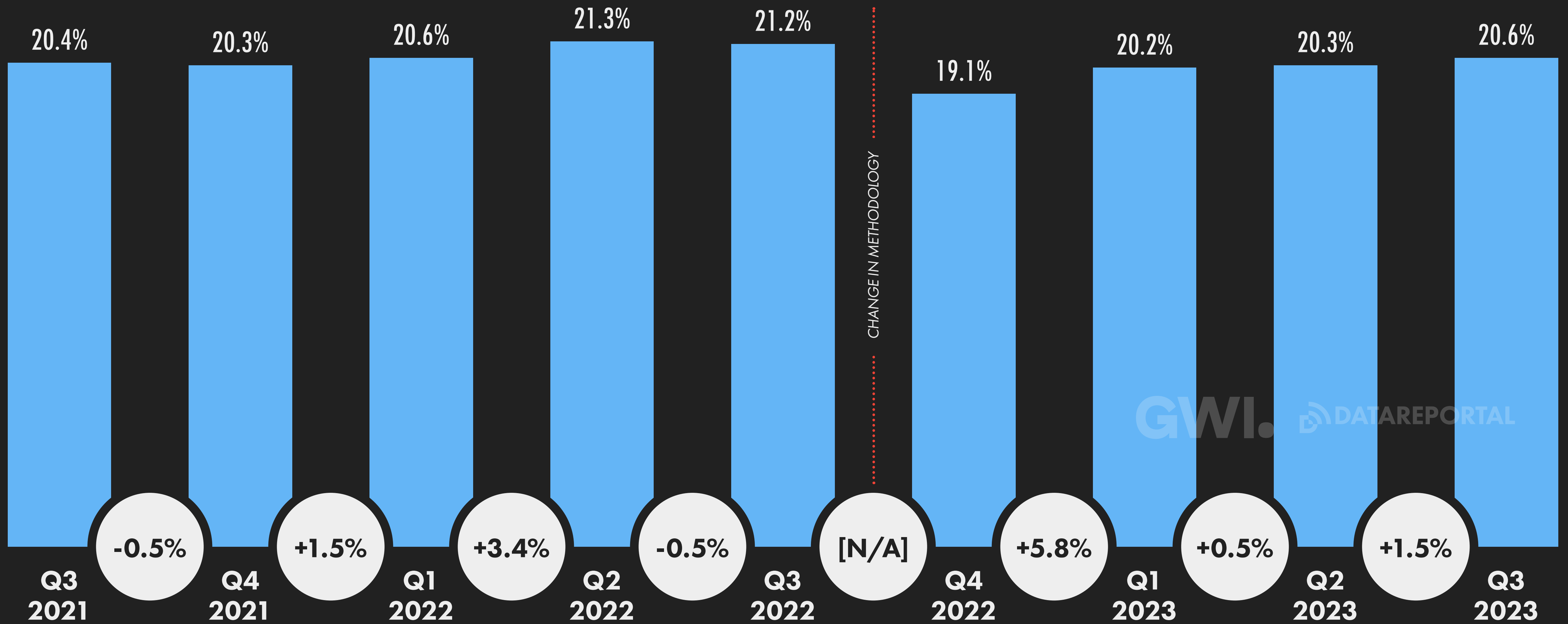
GLOBAL OVERVIEW

#	ARTIST	#	ARTIST	#	ARTIST	#	ARTIST
01	TAYLOR SWIFT	11	21 SAVAGE	21	RAUW ALEJANDRO	31	HARRY STYLES
02	BAD BUNNY	12	ARIJIT SINGH	22	SHAKIRA	32	DAVID GUETTA
03	THE WEEKND	13	KANYE WEST	23	ARIANA GRANDE	33	KENDRICK LAMAR
04	DRAKE	14	METRO BOOMIN	24	BILLIE EILISH	34	IMAGINE DRAGONS
05	PESO PLUMA	15	EMINEM	25	POST MALONE	35	DOJA CAT
06	FEID	16	ED SHEERAN	26	JUSTIN BIEBER	36	ANUEL AA
07	TRAVIS SCOTT	17	RIHANNA	27	FUTURE	37	BRUNO MARS
08	SZA	18	JUNIOR H	28	PRITAM	38	QUEVEDO
09	KAROL G	19	BTS	29	COLDPLAY	39	DUA LIPA
10	LANA DEL REY	20	MORGAN WALLEN	30	MILEY CYRUS	40	OLIVIA RODRIGO

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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

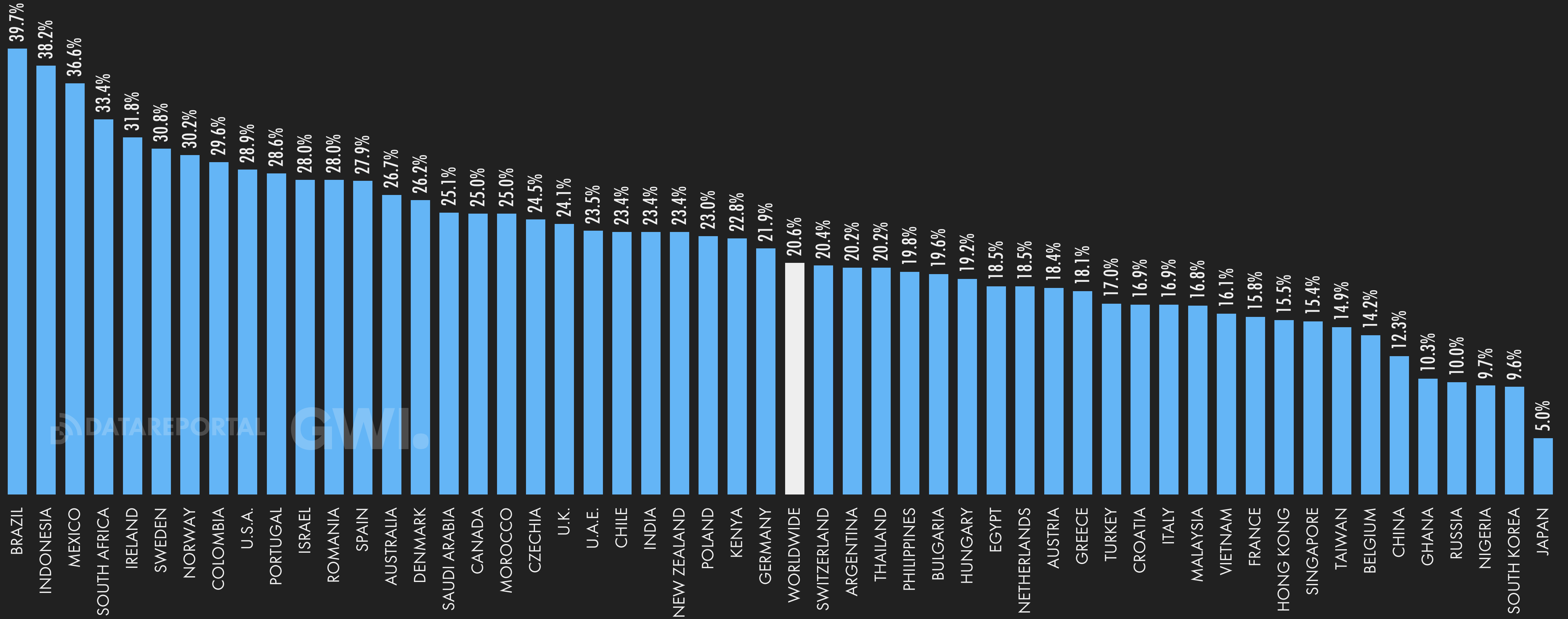
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW



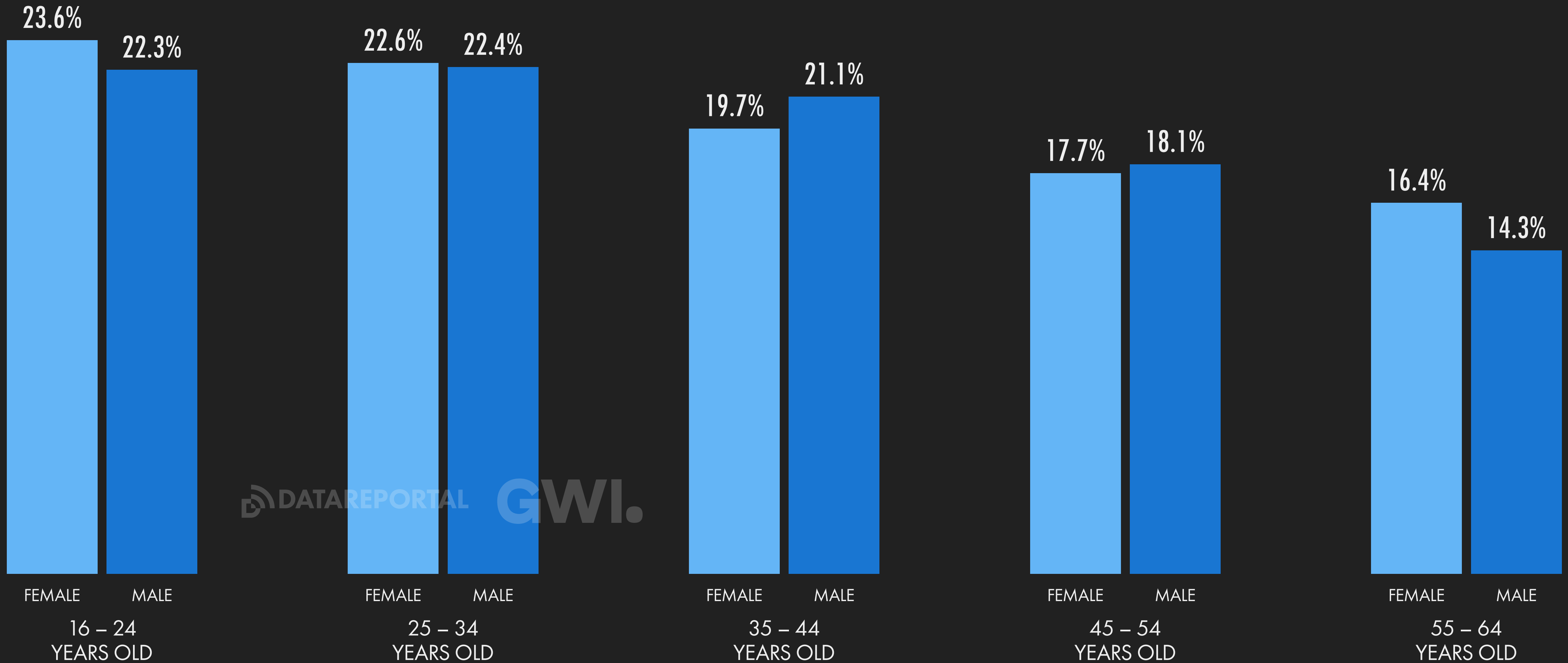
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW

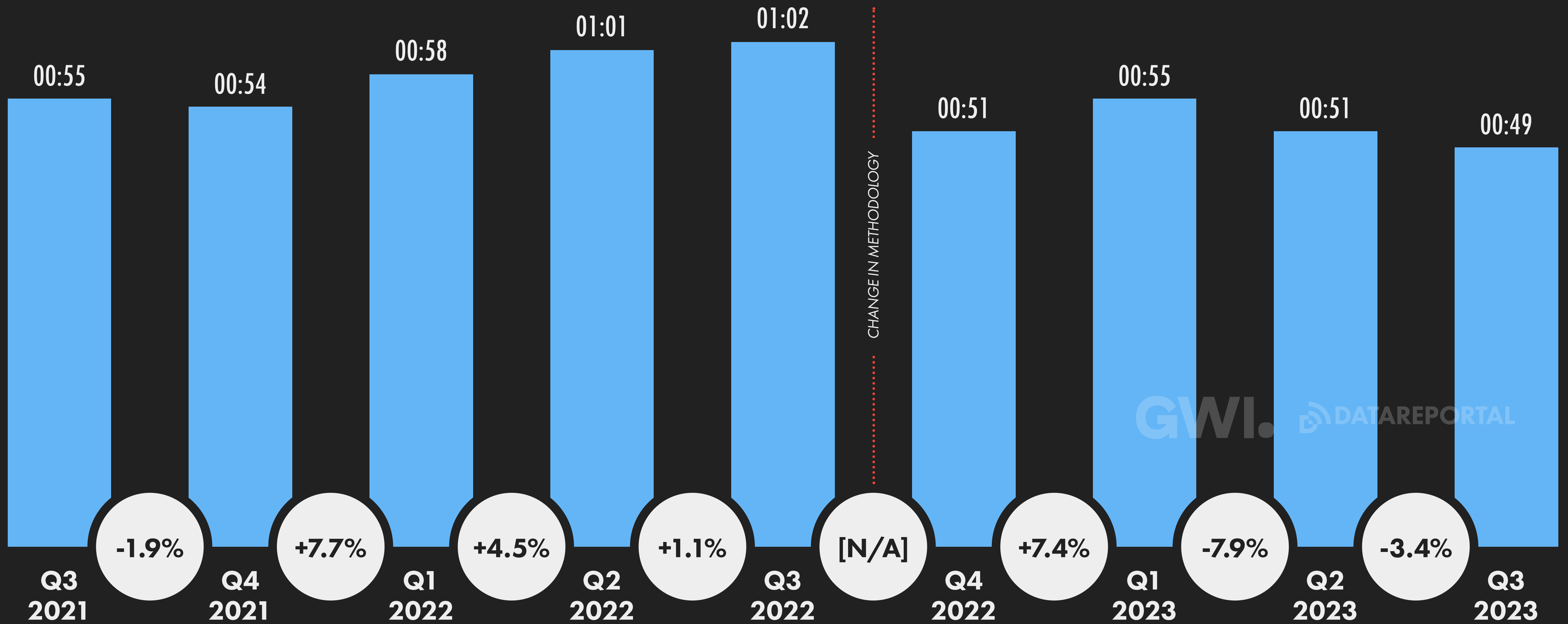


DATA REPORTAL GWI.

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# TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO PODCASTS



GWI. DATAREPORTAL



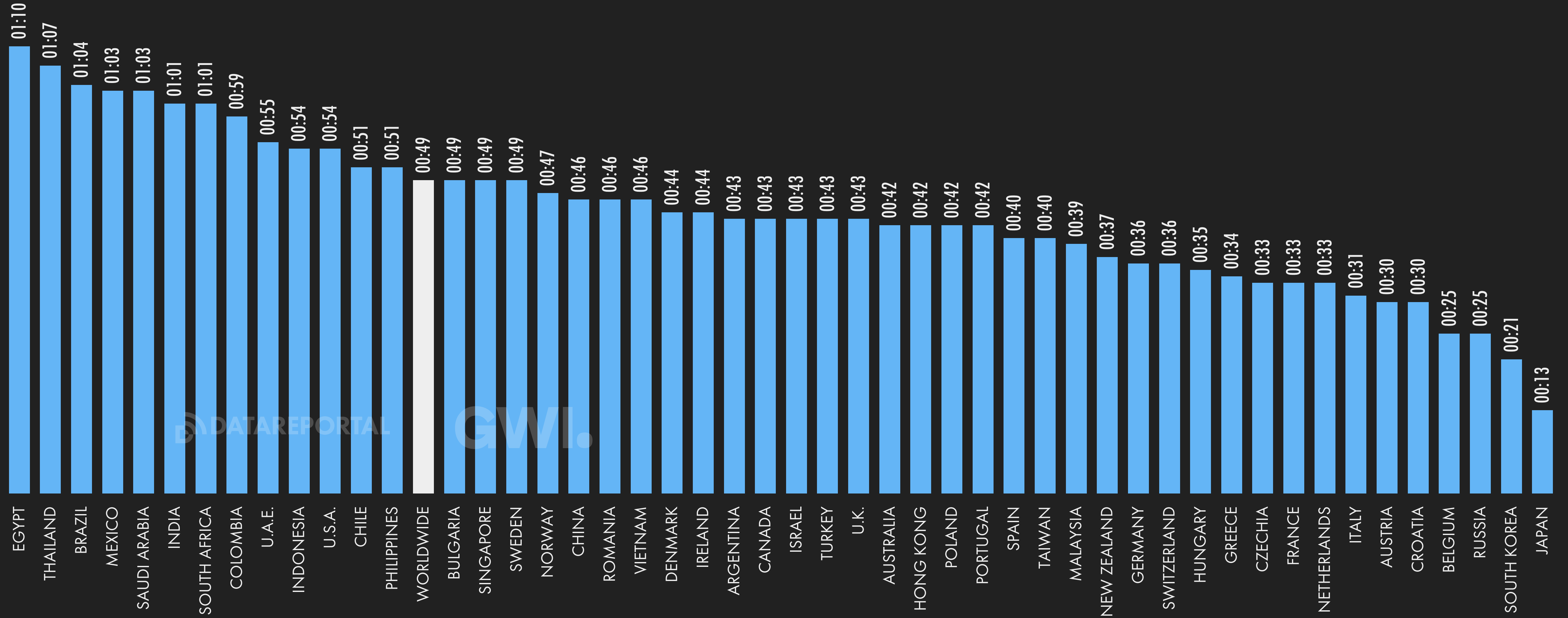
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# TIME SPENT LISTENING TO PODCASTS

DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND LISTENING TO PODCASTS



GLOBAL OVERVIEW



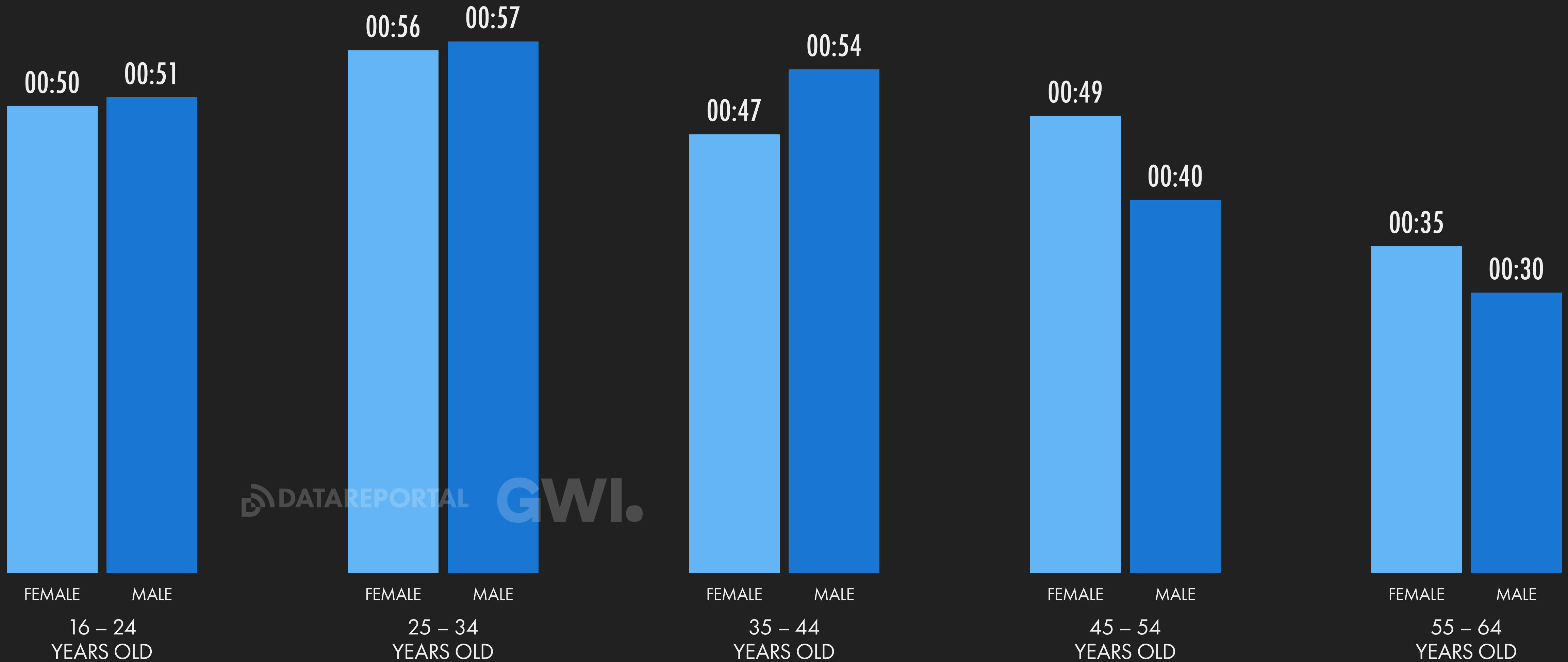
DATAREPORTAL

GW.I.

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# TIME SPENT LISTENING TO PODCASTS

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




DATA REPORTAL GWI.


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# SPOTIFY'S MOST STREAMED PODCASTS OF 2023

RANKING OF THE MOST STREAMED PODCASTS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2023



#	PODCAST TITLE
01	THE JOE ROGAN EXPERIENCE
02	CALL HER DADDY
03	HUBERMAN LAB
04	ANYTHING GOES WITH EMMA CHAMBERLAIN
05	ON PURPOSE WITH JAY SHETTY 
06	CRIME JUNKIE
07	THIS PAST WEEKEND WITH THEO VON
08	SERIAL KILLERS
09	THE DIARY OF A CEO WITH STEVEN BARTLETT
10	TED TALKS DAILY

#	PODCAST TITLE
11	RELATOS DE LA NOCHE
12	CASO 63
13	PSICOLOGIA AL DESNUDO   @PSI.MAMMOLITI
14	THE DAILY 
15	LEX FRIDMAN PODCAST
16	ARMCHAIR EXPERT WITH DAX SHEPARD
17	EL PODCAST DE MARIAN ROJAS ESTAPÉ
18	GEMISCHTES HACK
19	THE PSYCHOLOGY OF YOUR 20S
20	STUFF YOU SHOULD KNOW

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2024

# DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



ANY DEVICE



GWI.

**83.1%**

YOY: +1.5% (+120 BPS)

SMARTPHONE



we  
are  
social

**67.7%**

YOY: +2.3% (+150 BPS)

LAPTOP OR DESKTOP



GWI.

**35.0%**

YOY: -7.7% (-290 BPS)

GAMES CONSOLE



**24.2%**

YOY: -4.3% (-110 BPS)

TABLET



Meltwater

**16.3%**

YOY: -1.2% (-20 BPS)

HAND-HELD GAMING DEVICE



GWI.

**11.6%**

YOY: -11.5% (-150 BPS)

MEDIA STREAMING DEVICE



KEPIOS

**8.8%**

YOY: -6.4% (-60 BPS)

VIRTUAL REALITY HEADSET



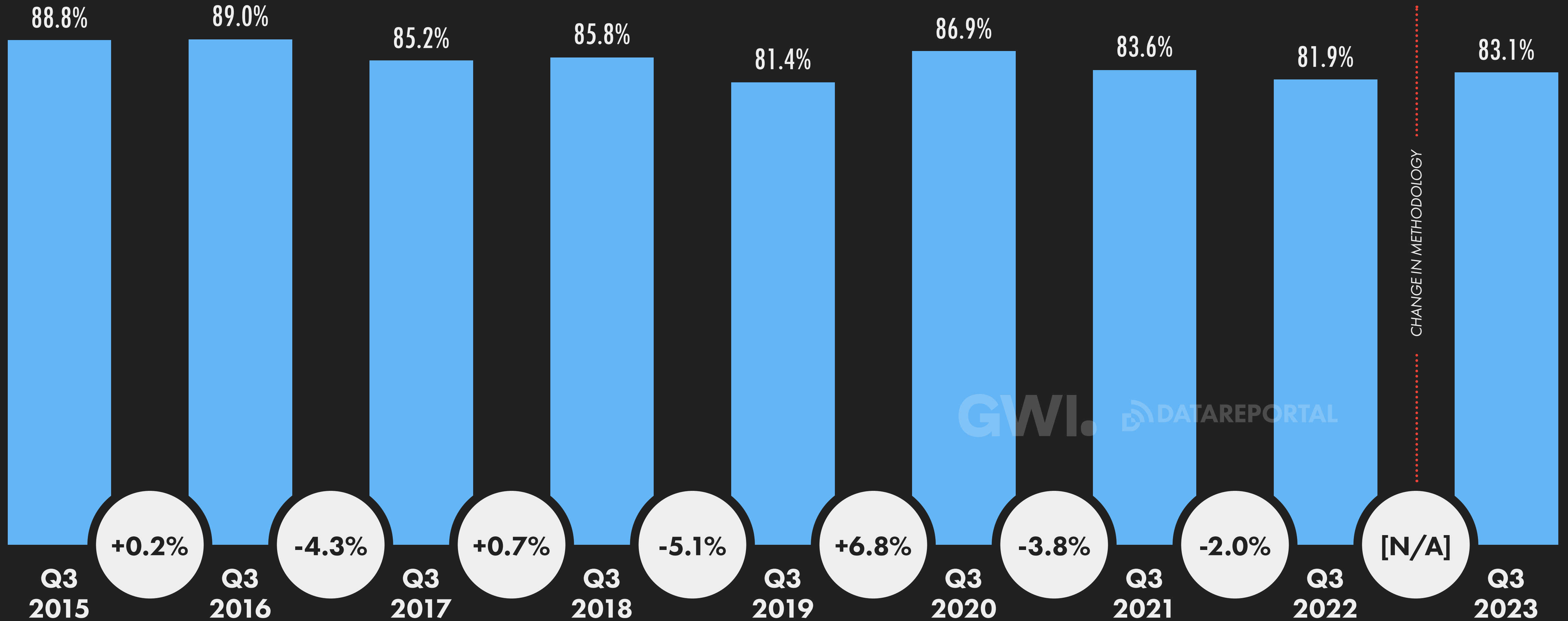
**6.5%**

YOY: -25.3% (-220 BPS)

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# PLAYING VIDEO GAMES (YOY)

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



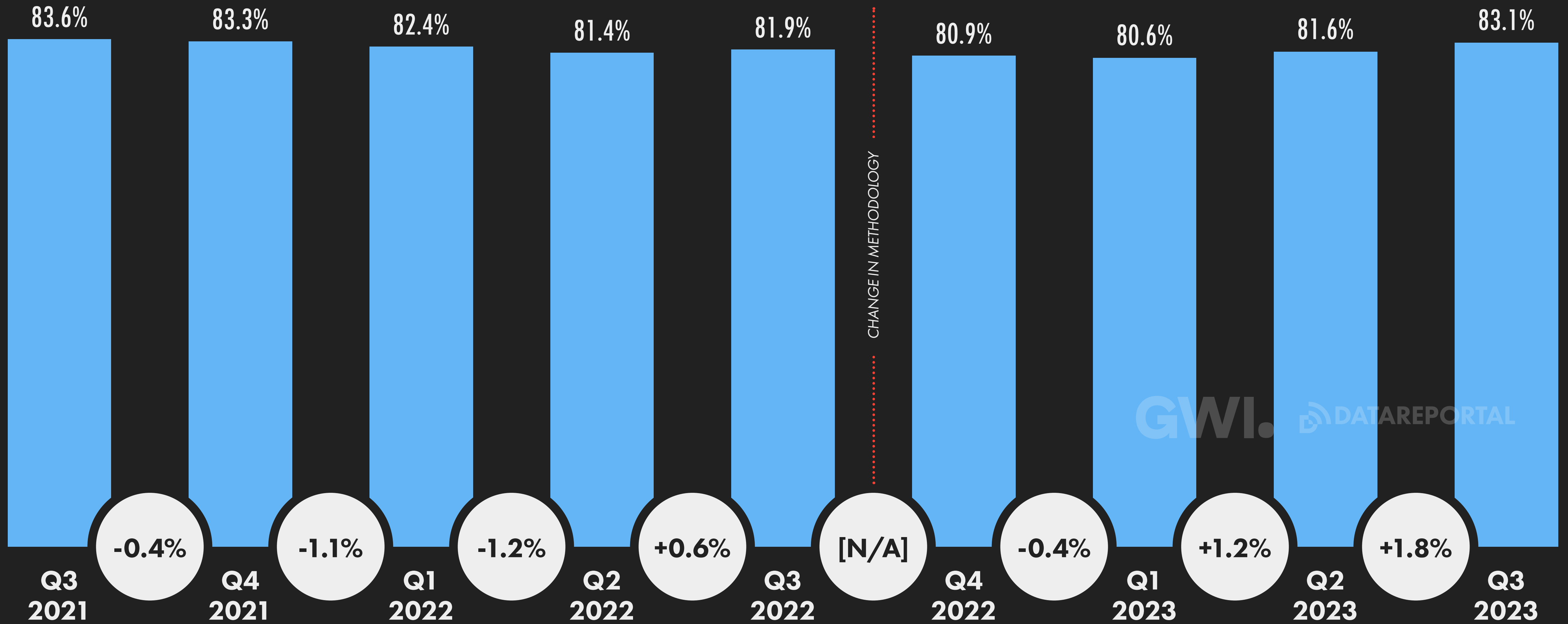
**SOURCE:** GWI (Q3 2016 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **NOTES:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT **RELATIVE** CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



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# PLAYING VIDEO GAMES (QOQ)

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

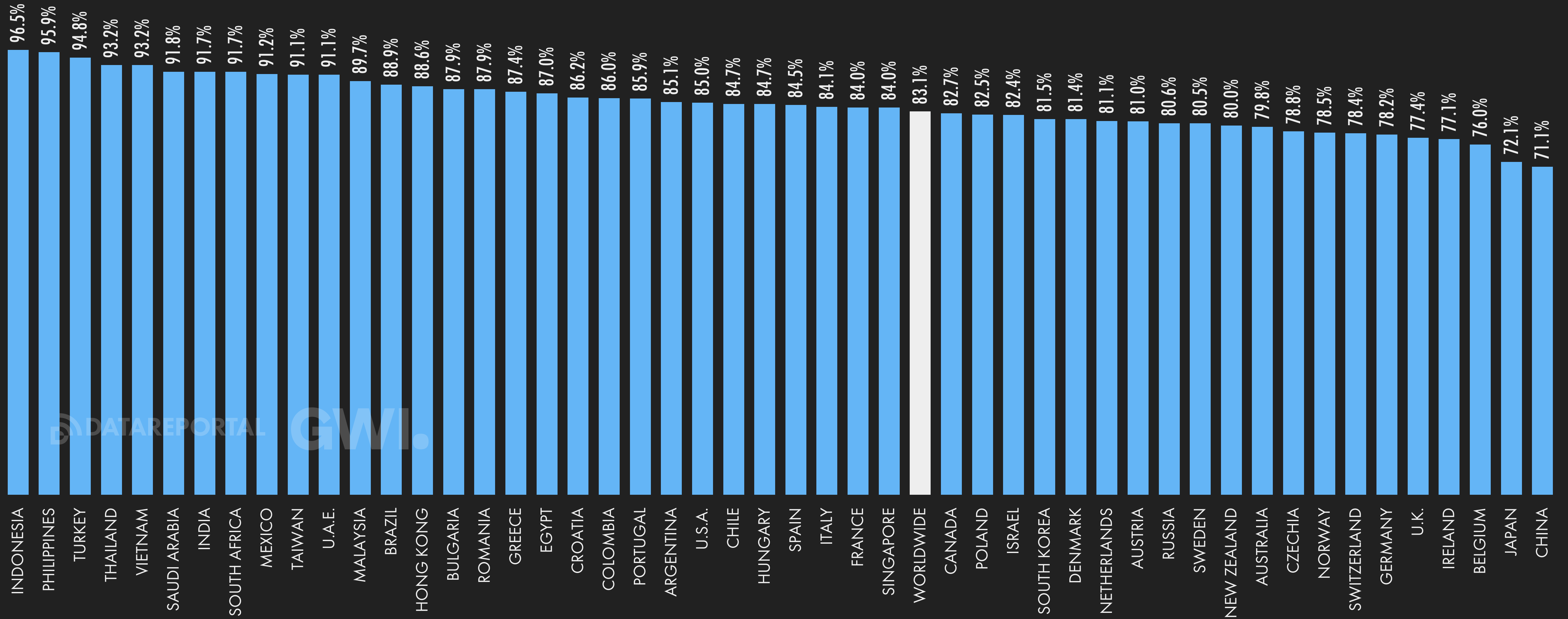
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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE



GLOBAL OVERVIEW

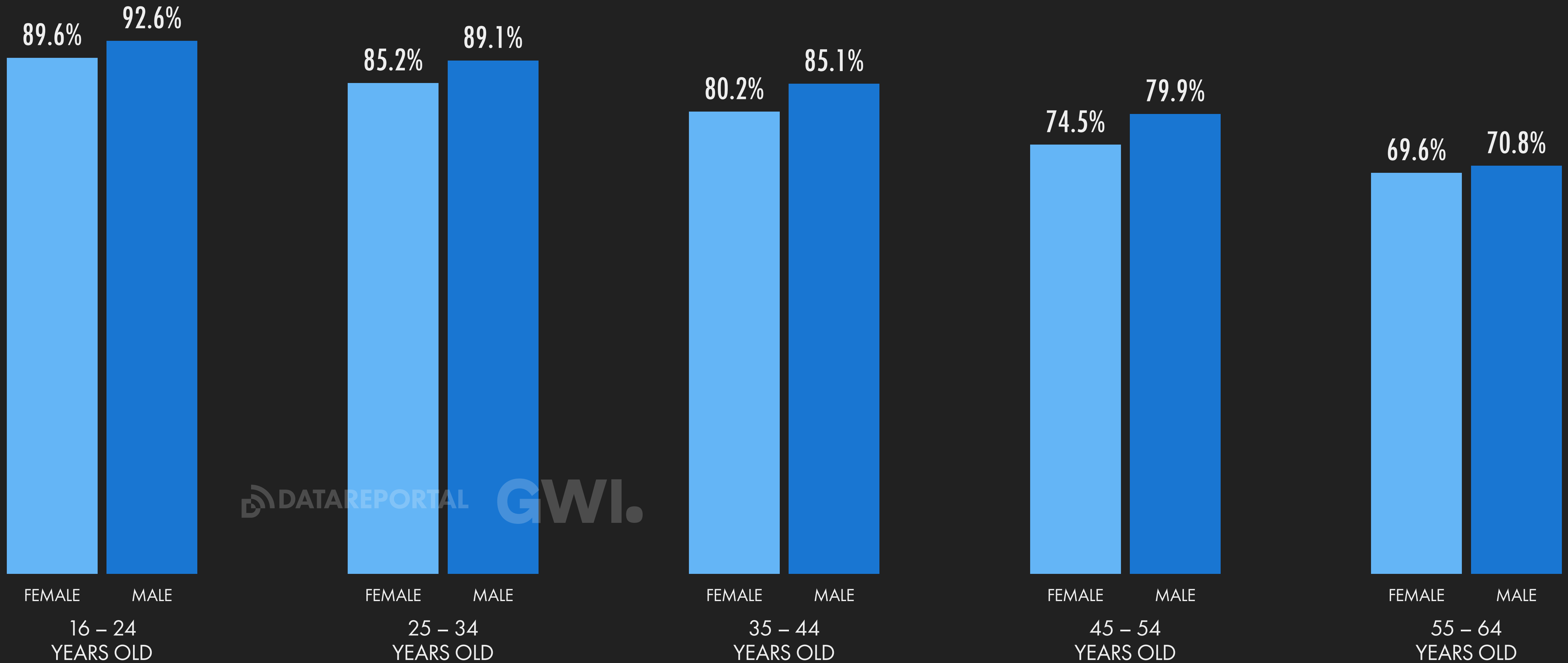


DATA REPORTAL GWI.

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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

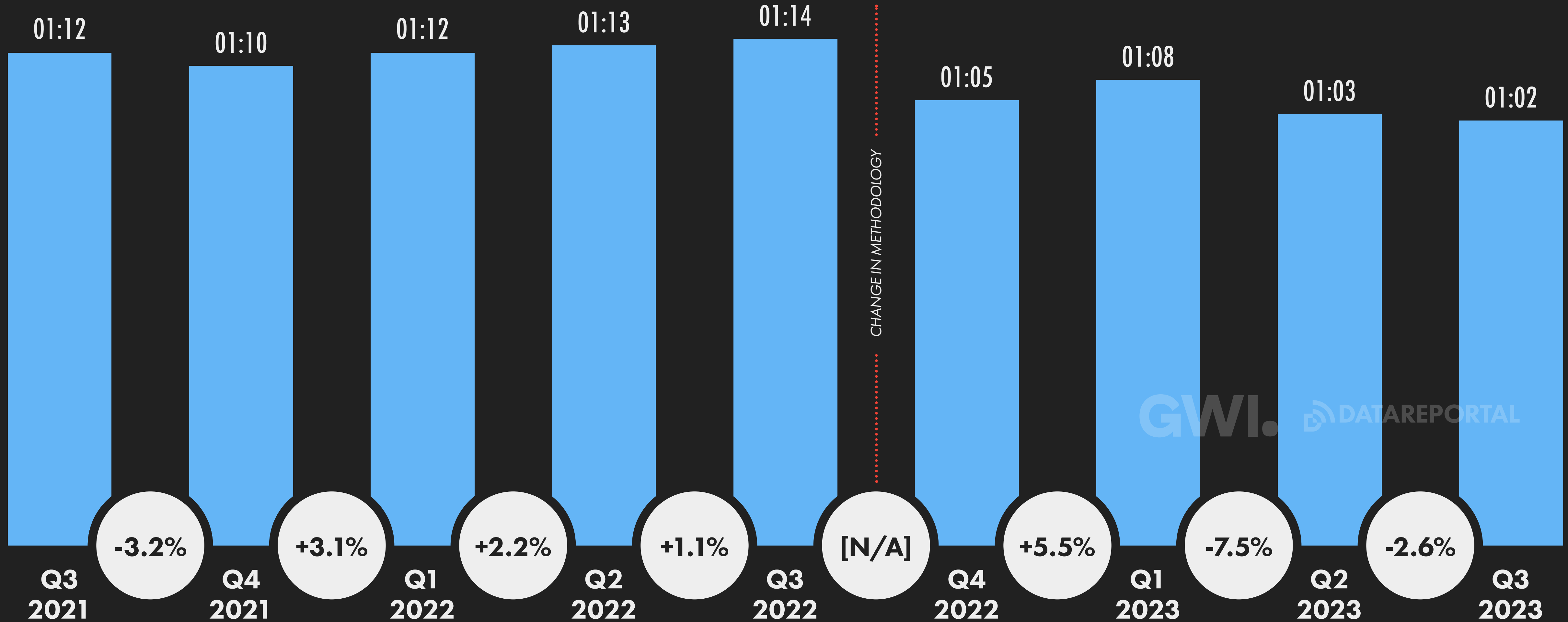


DATA REPORTAL GWI.

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# DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING A GAMES CONSOLE EACH DAY



GWI. DATAREPORTAL

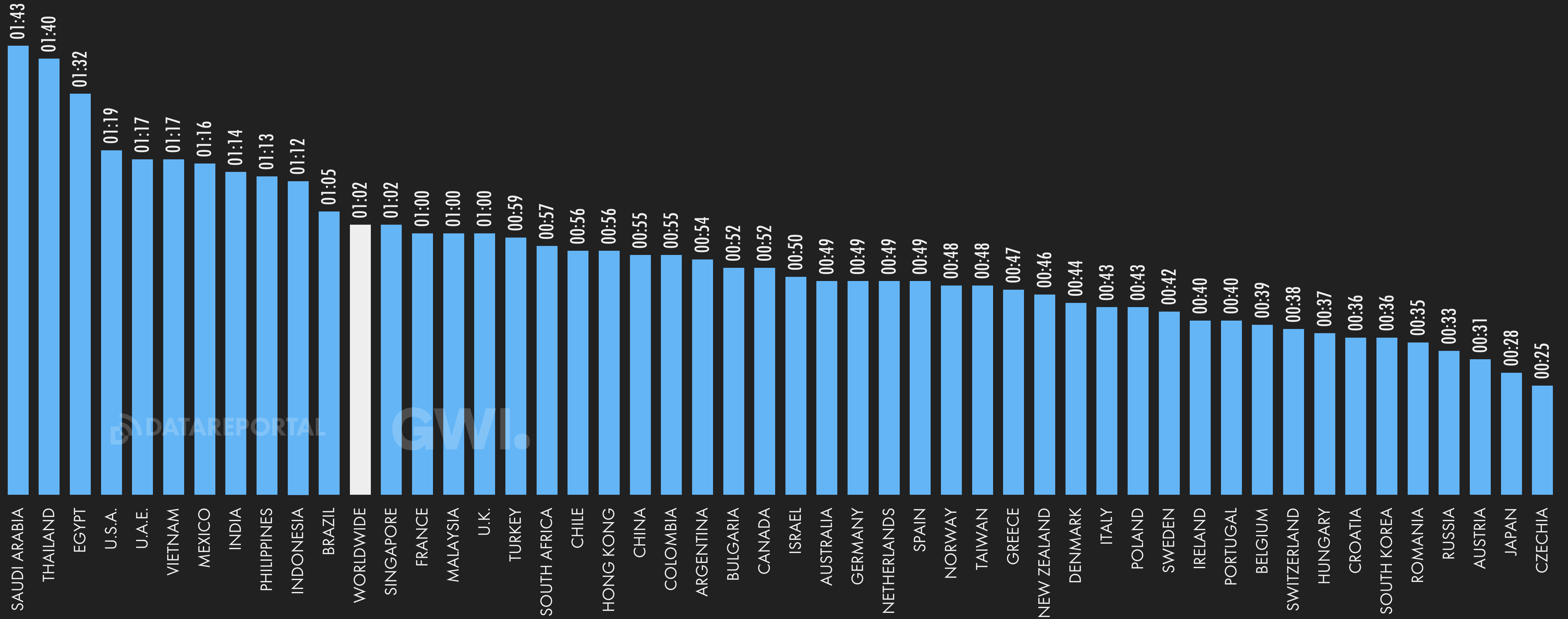
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GLOBAL OVERVIEW

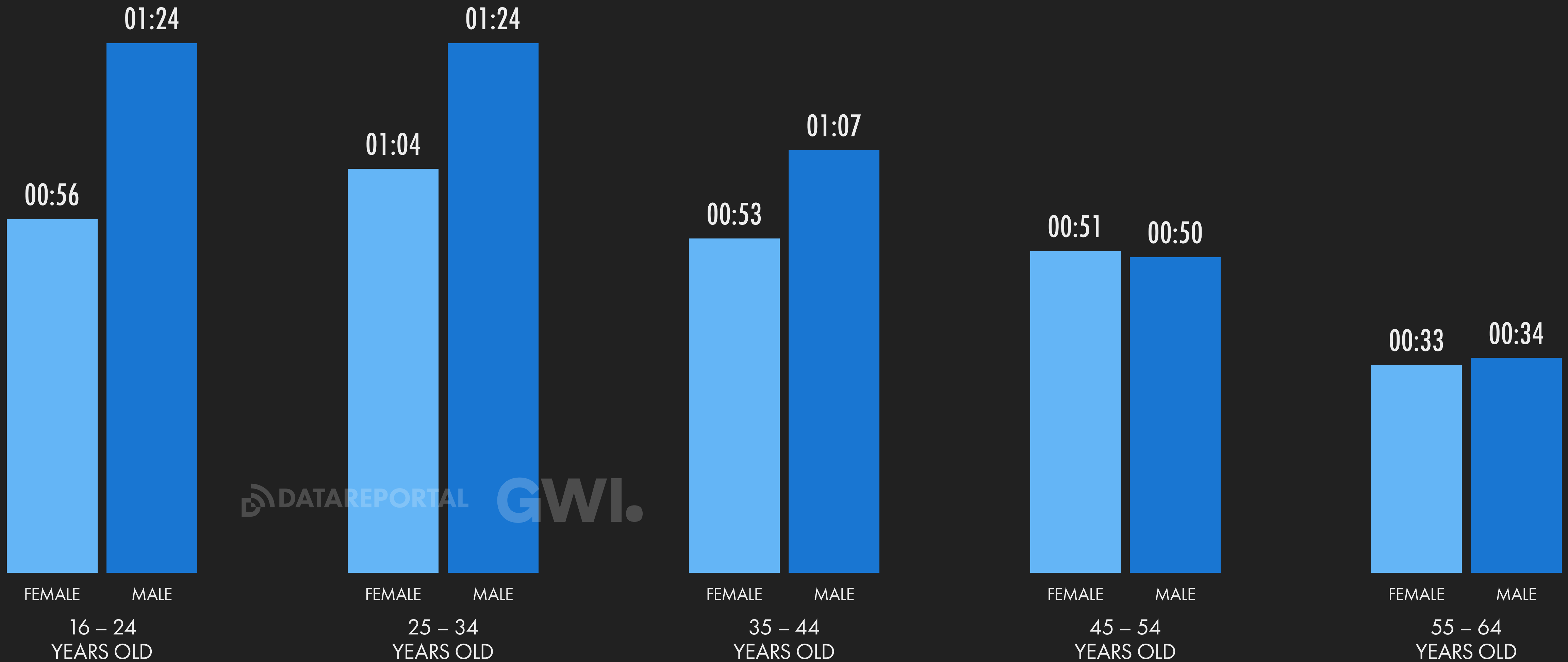




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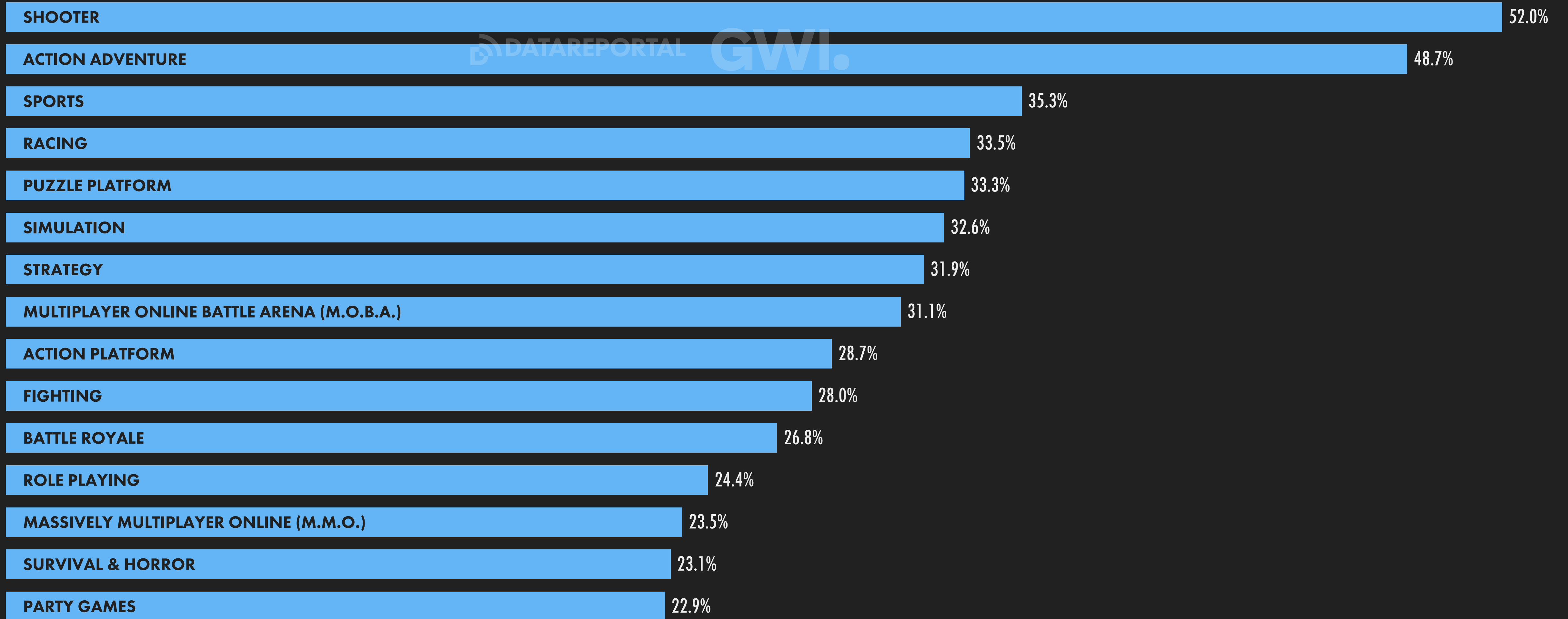


DATA REPORTAL GWI.

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# MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES EACH MONTH WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



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2024**

# 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

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	62.4%	SHOOTER	58.6%	SHOOTER	50.5%	SHOOTER	40.8%	SHOOTER	29.3%
ACTION ADVENTURE	56.8%	ACTION ADVENTURE	53.5%	ACTION ADVENTURE	49.2%	ACTION ADVENTURE	39.7%	PUZZLE PLATFORM	28.9%
SIMULATION	39.3%	SPORTS	40.2%	SPORTS	36.3%	PUZZLE PLATFORM	30.6%	ACTION ADVENTURE	28.8%
SPORTS	37.8%	RACING	37.8%	PUZZLE PLATFORM	34.7%	SPORTS	30.0%	SPORTS	22.0%
M.O.B.A.	36.8%	M.O.B.A.	36.9%	RACING	34.6%	RACING	28.3%	STRATEGY	21.8%
BATTLE ROYALE	36.5%	SIMULATION	36.5%	STRATEGY	33.2%	STRATEGY	27.1%	SIMULATION	20.5%
RACING	36.2%	PUZZLE PLATFORM	35.6%	SIMULATION	31.5%	SIMULATION	24.4%	RACING	20.4%
STRATEGY	34.0%	STRATEGY	35.4%	M.O.B.A.	30.3%	ACTION PLATFORM	24.0%	ONLINE BOARD GAMES	18.5%
PUZZLE PLATFORM	32.9%	FIGHTING	32.8%	ACTION PLATFORM	30.2%	M.O.B.A.	22.5%	ACTION PLATFORM	17.6%
ACTION PLATFORM	30.7%	ACTION PLATFORM	32.3%	FIGHTING	29.4%	FIGHTING	22.1%	M.O.B.A.	16.6%

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME. "M.O.B.A." STANDS FOR "MULTIPLAYER ONLINE BATTLE ARENA". **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

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# TOP MOBILE GAMES

RANKINGS OF **MOBILE GAMES** BY VARIOUS METRICS, BASED ON ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



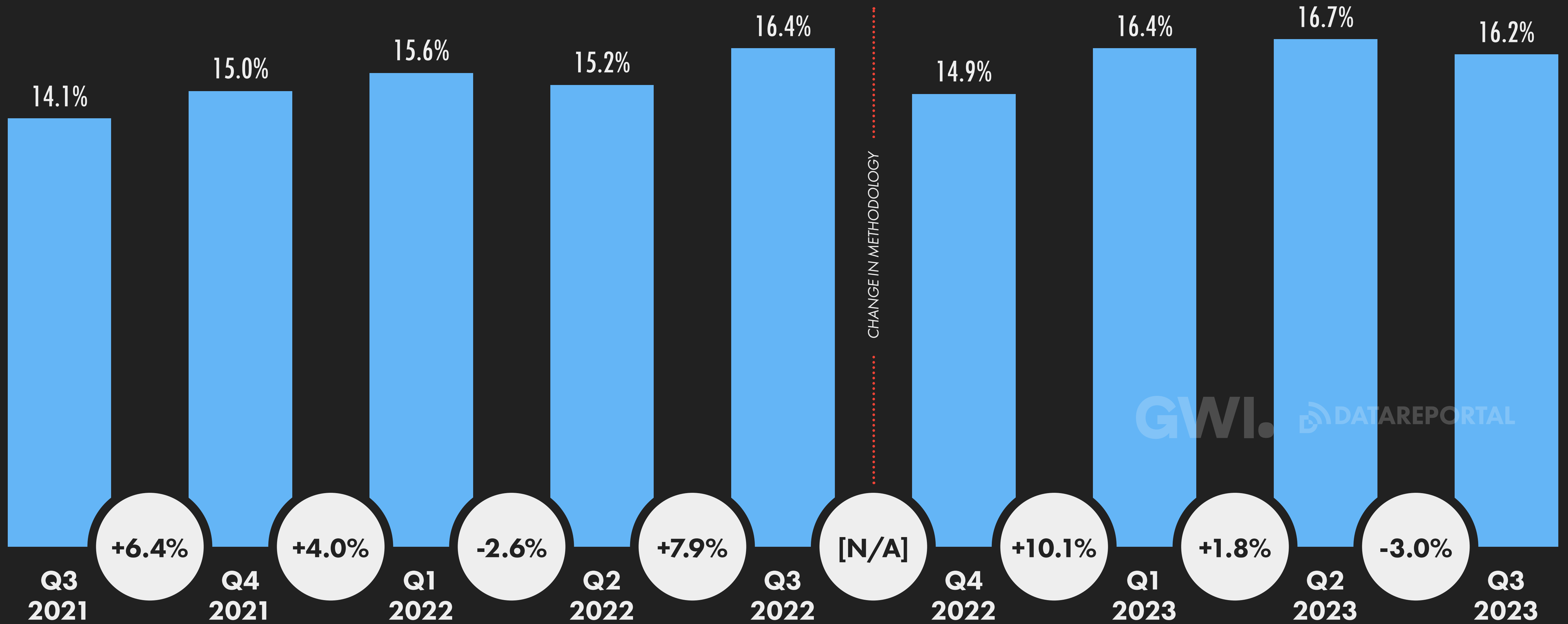
#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>	GACHA LIFE 2 <small>LUNIME</small>	ROYAL MATCH <small>DREAM GAMES</small>
02	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	MONOPOLY GO: FAMILY BOARD GAME <small>SCOPELY</small>
03	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	SUBWAY SURFERS <small>TENCENT</small>	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>
04	SUBWAY SURFERS <small>TENCENT</small>	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>
05	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	BATTLEGROUNDS MOBILE INDIA <small>KRAFTON</small>	REAL CAR DRIVING: RACE CITY 3D <small>BAB GAME</small>	COIN MASTER <small>MOON ACTIVE</small>
06	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	PUBG MOBILE <small>TENCENT</small>	MY PERFECT HOTEL <small>SAYGAMES</small>	GENSHIN IMPACT <small>MIHOYO</small>
07	LUDO KING <small>GAMETION</small>	CALL OF DUTY: MOBILE <small>ACTIVISION BLIZZARD</small>	ROYAL MATCH <small>DREAM GAMES</small>	HONOR OF KINGS <small>TENCENT</small>
08	GEOMETRY DASH <small>ROBTOP</small>	EA SPORTS FC™ MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	BUILD A QUEEN <small>UNITY TECHNOLOGIES</small>	GARDENSCAPES BY PLAYRIX <small>PLAYRIX</small>
09	STUMBLE GUYS <small>SCOPELY</small>	ARENA OF VALOR <small>SEA</small>	LUDO KING <small>GAMETION</small>	POKÉMON GO <small>NIANTIC</small>
10	EA SPORTS FC™ MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	BLOCK BLAST ADVENTURE MASTER <small>HUNGRY STUDIO</small>	LINEAGE M <small>NCSOFT</small>

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS REFLECT USER ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. 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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# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF SMART HOME DEVICE



GWIDATA REPORTAL



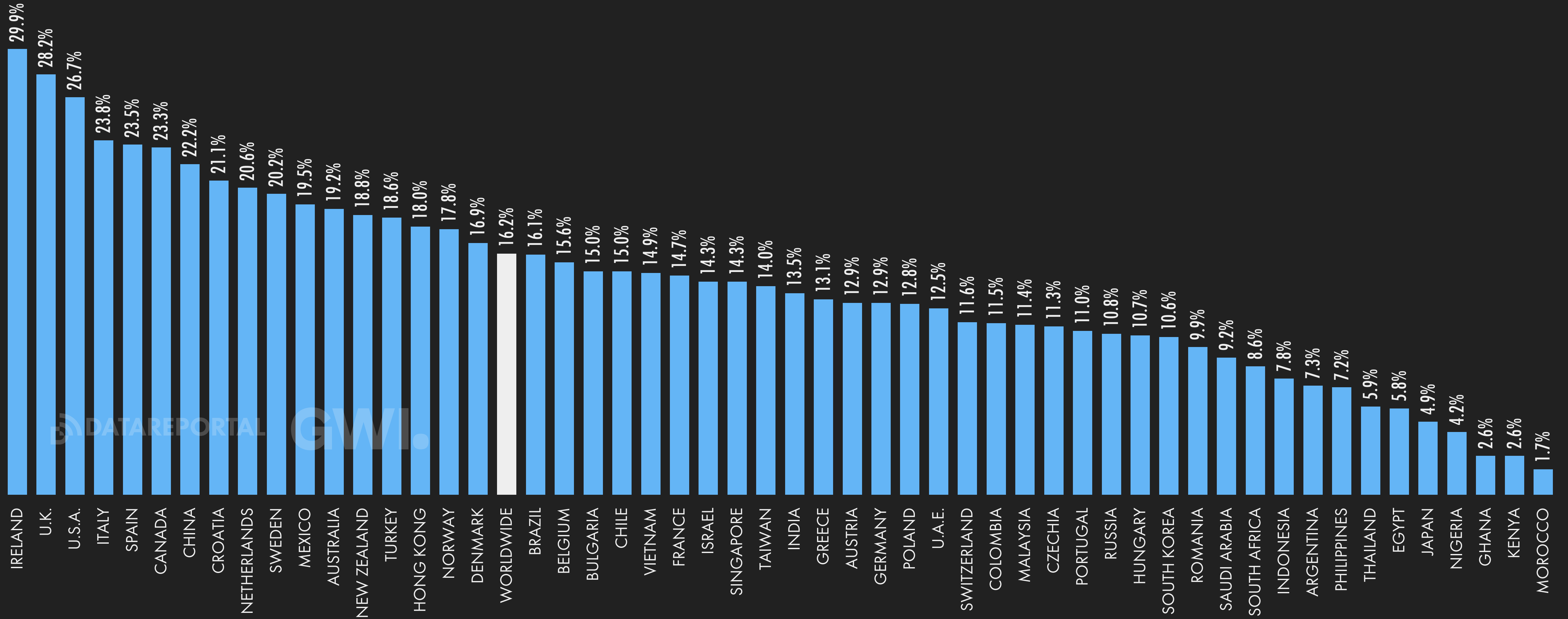
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# SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF SMART HOME DEVICE



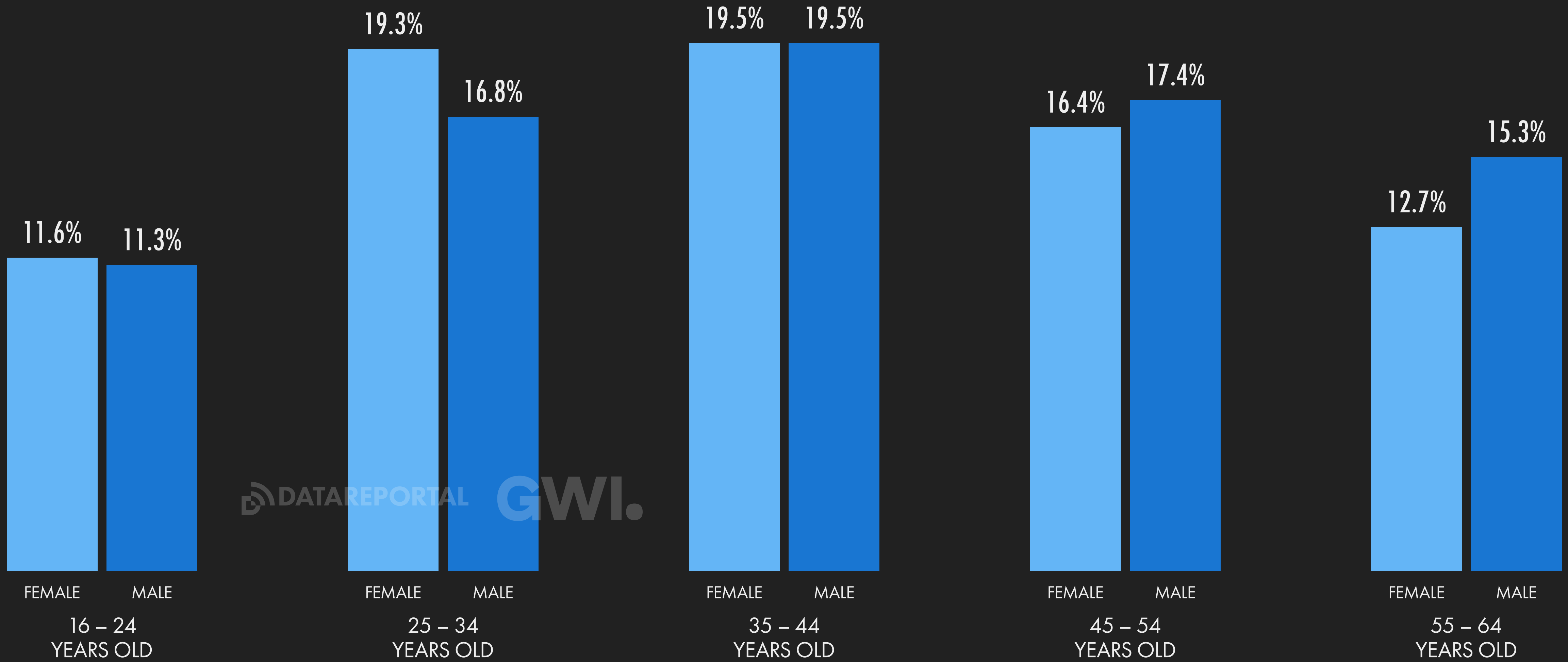
GLOBAL OVERVIEW



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# SMART HOME DEVICE OWNERSHIP

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



DATA REPORTAL GWI.

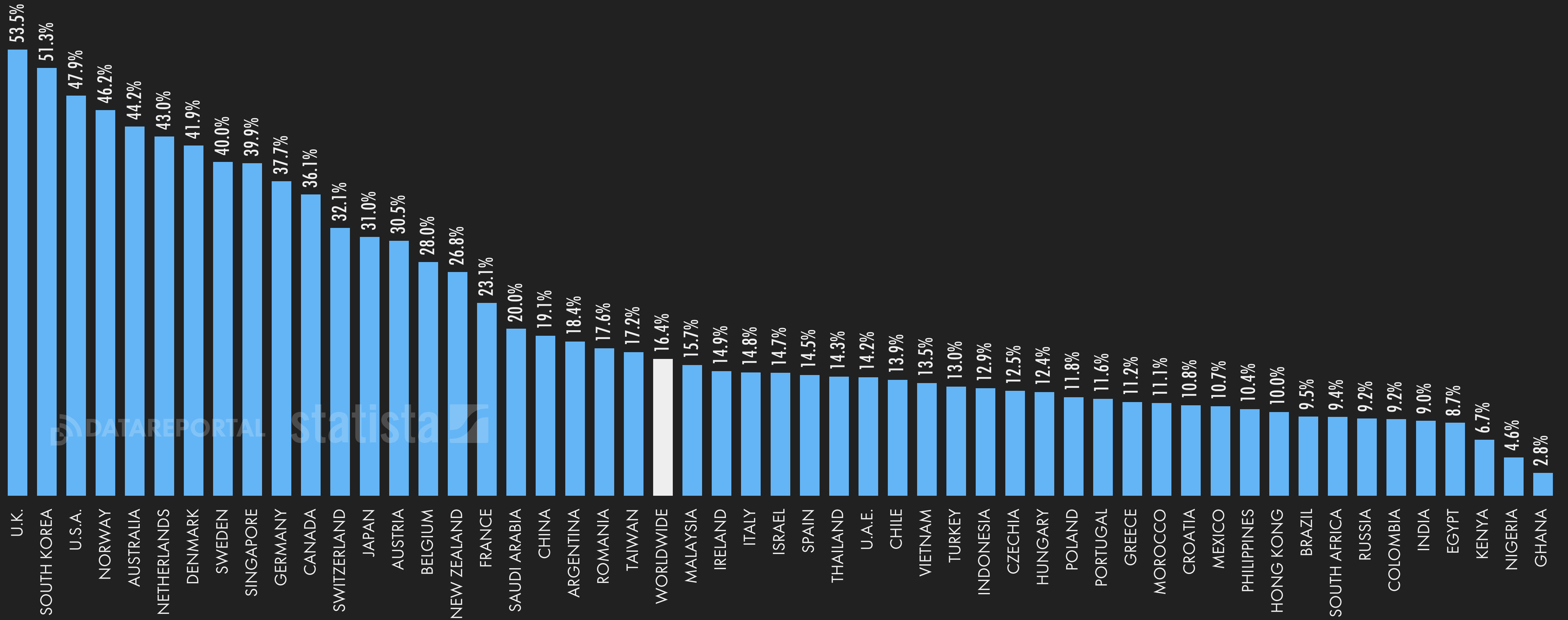
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# HOMES CONTAINING SMART HOME DEVICES

PERCENTAGE OF HOUSEHOLDS THAT CONTAIN AT LEAST ONE SMART HOME DEVICE



GLOBAL OVERVIEW



**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. DOES NOT INCLUDE SMART TVS. FIGURES REPRESENT ESTIMATES FOR 2023. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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# SMART HOME MARKET OVERVIEW

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



NUMBER OF HOMES WITH  
SMART HOME DEVICES



statista

**360.7  
MILLION**

YEAR-ON-YEAR CHANGE  
**+17.2% (+53 MILLION)**

TOTAL ANNUAL VALUE OF THE  
SMART HOME DEVICES MARKET



KEPIOS

**\$134.8  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.7% (+\$20 BILLION)**

VALUE OF SMART HOME  
APPLIANCES MARKET



statista

**\$52.56  
BILLION**

YEAR-ON-YEAR CHANGE  
**+18.6% (+\$8.2 BILLION)**

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET



**\$27.74  
BILLION**

YEAR-ON-YEAR CHANGE  
**+19.2% (+\$4.5 BILLION)**

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



we  
are  
social

**\$20.60  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.5% (+\$3.1 BILLION)**

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



statista

**\$13.53  
BILLION**

YEAR-ON-YEAR CHANGE  
**+11.3% (+\$1.4 BILLION)**

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



Meltwater

**\$11.59  
BILLION**

YEAR-ON-YEAR CHANGE  
**+19.2% (+\$1.9 BILLION)**

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$8.81  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.2% (+\$1.3 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 2023 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



statista

**16.4%**

YEAR-ON-YEAR CHANGE  
**+15.4% (+219 BPS)**

ARPU: SPEND ON ALL  
SMART HOME DEVICES



Meltwater

**\$373.80**

YEAR-ON-YEAR CHANGE  
**+0.5% (+\$1.70)**

ARPU: SMART  
HOME APPLIANCES



statista

**\$338.80**

YEAR-ON-YEAR CHANGE  
**-8.7% (-\$32.40)**

ARPU: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



**\$146.90**

YEAR-ON-YEAR CHANGE  
**-6.4% (-\$10.00)**

ARPU: SMART HOME  
SECURITY DEVICES



KEPIOS

**\$116.20**

YEAR-ON-YEAR CHANGE  
**-8.5% (-\$10.80)**

ARPU: SMART HOME  
ENTERTAINMENT DEVICES



statista

**\$85.44**

YEAR-ON-YEAR CHANGE  
**-11.7% (-\$11.34)**

ARPU: SMART HOME  
COMFORT & LIGHTING

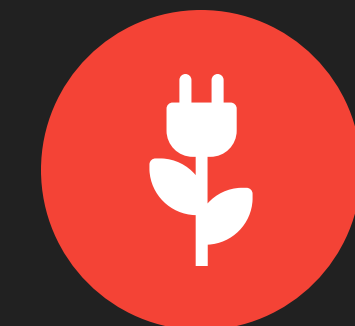


we  
are  
social

**\$63.06**

YEAR-ON-YEAR CHANGE  
**-7.0% (-\$4.76)**

ARPU: SMART HOME  
ENERGY MANAGEMENT



**\$57.63**

YEAR-ON-YEAR CHANGE  
**-10.6% (-\$6.83)**

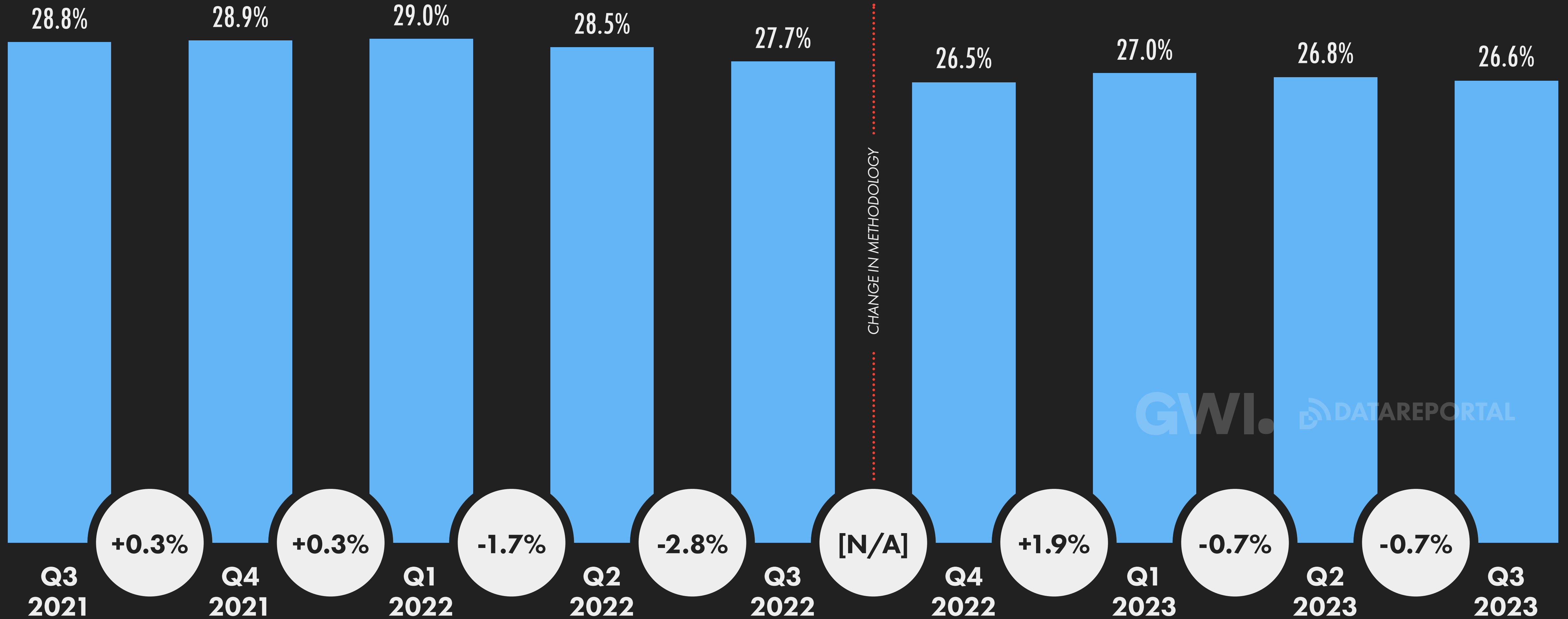
**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT 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 2023 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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2024

# USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

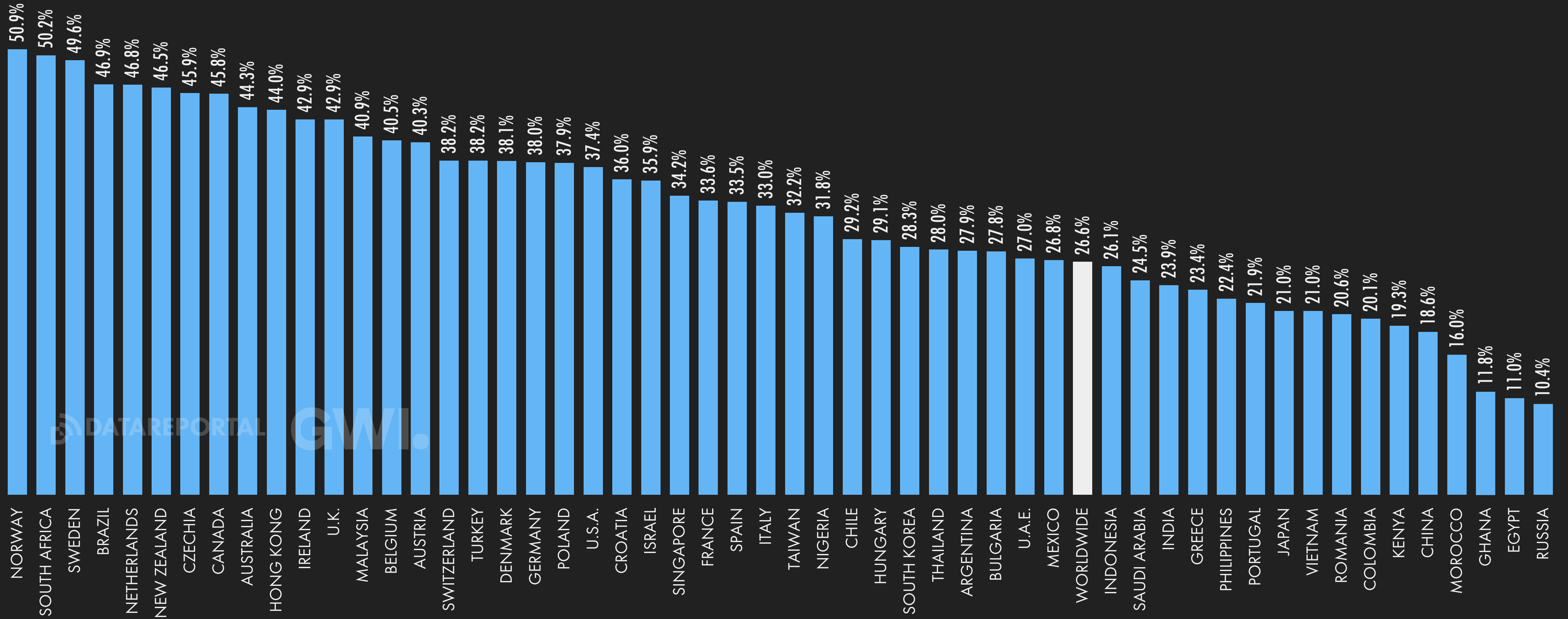
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# USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH



GLOBAL OVERVIEW



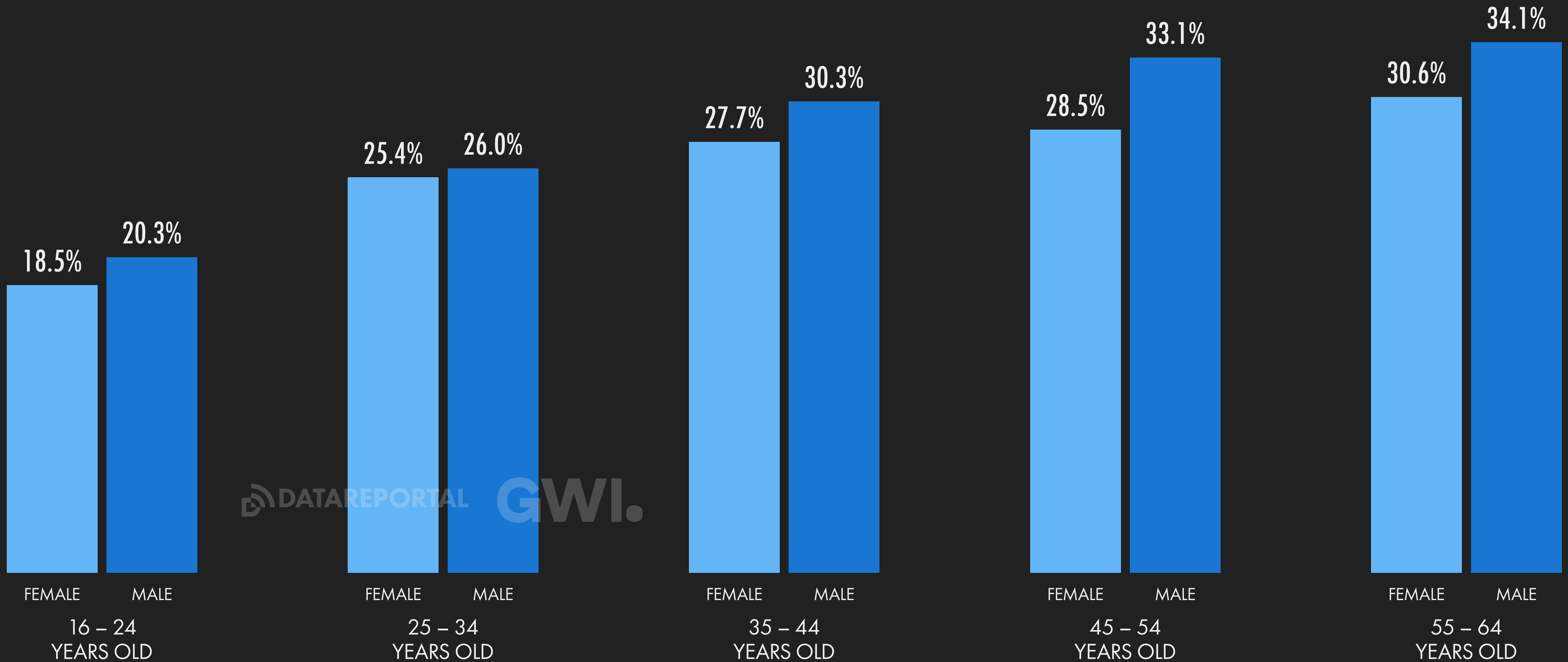
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# USE OF ONLINE FINANCIAL SERVICES

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



GLOBAL OVERVIEW

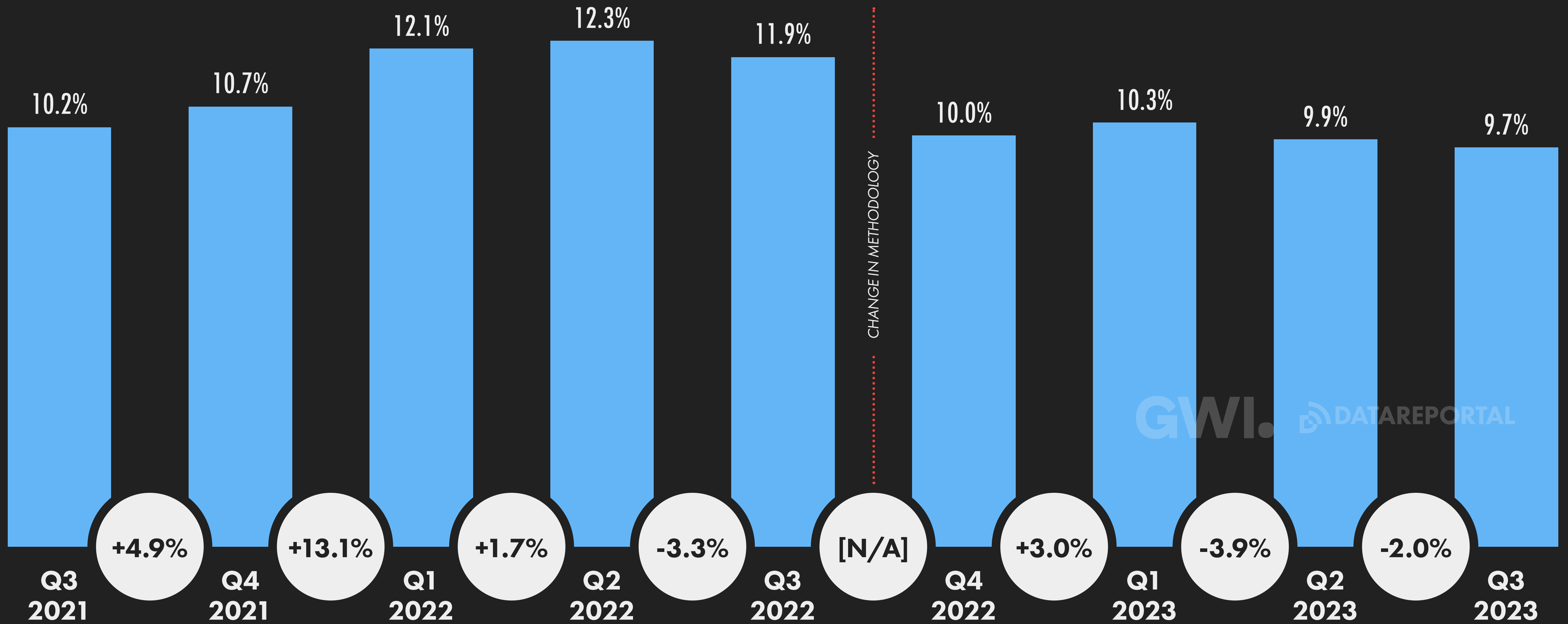


DATA REPORTAL GWI.

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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

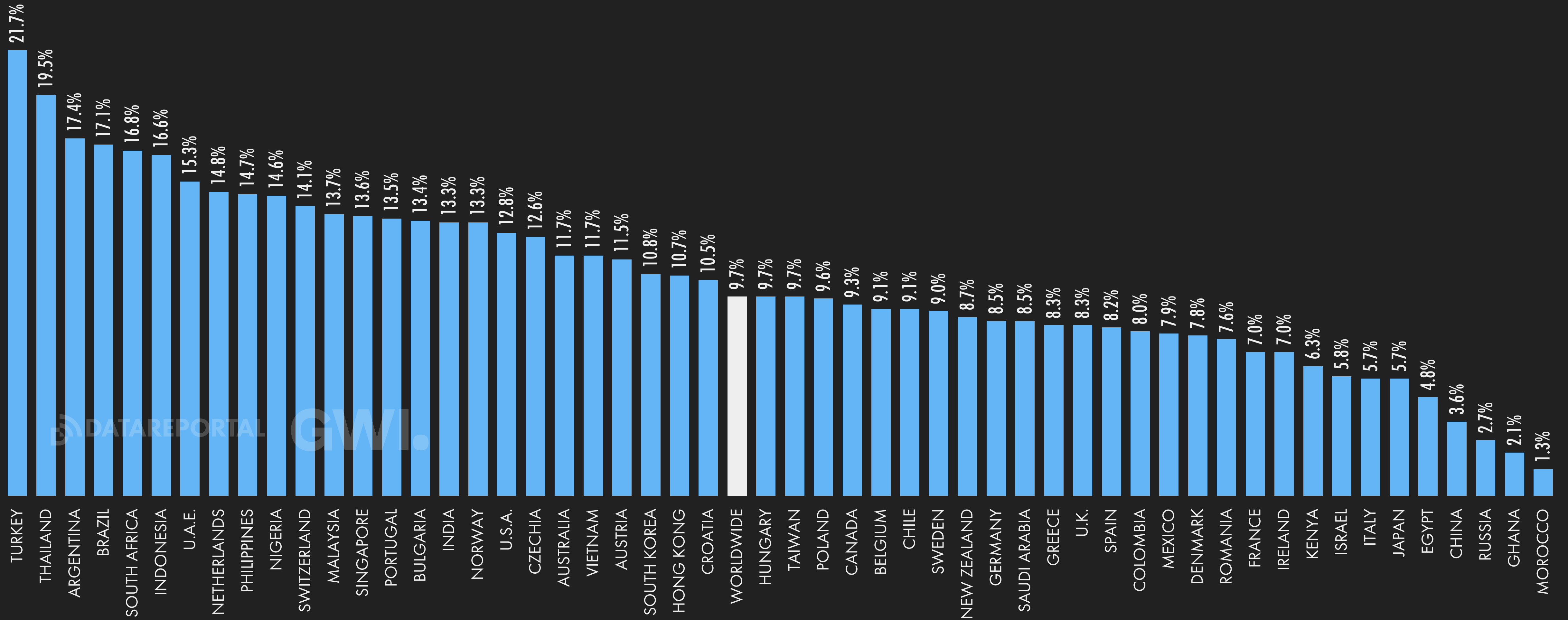
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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY



GLOBAL OVERVIEW

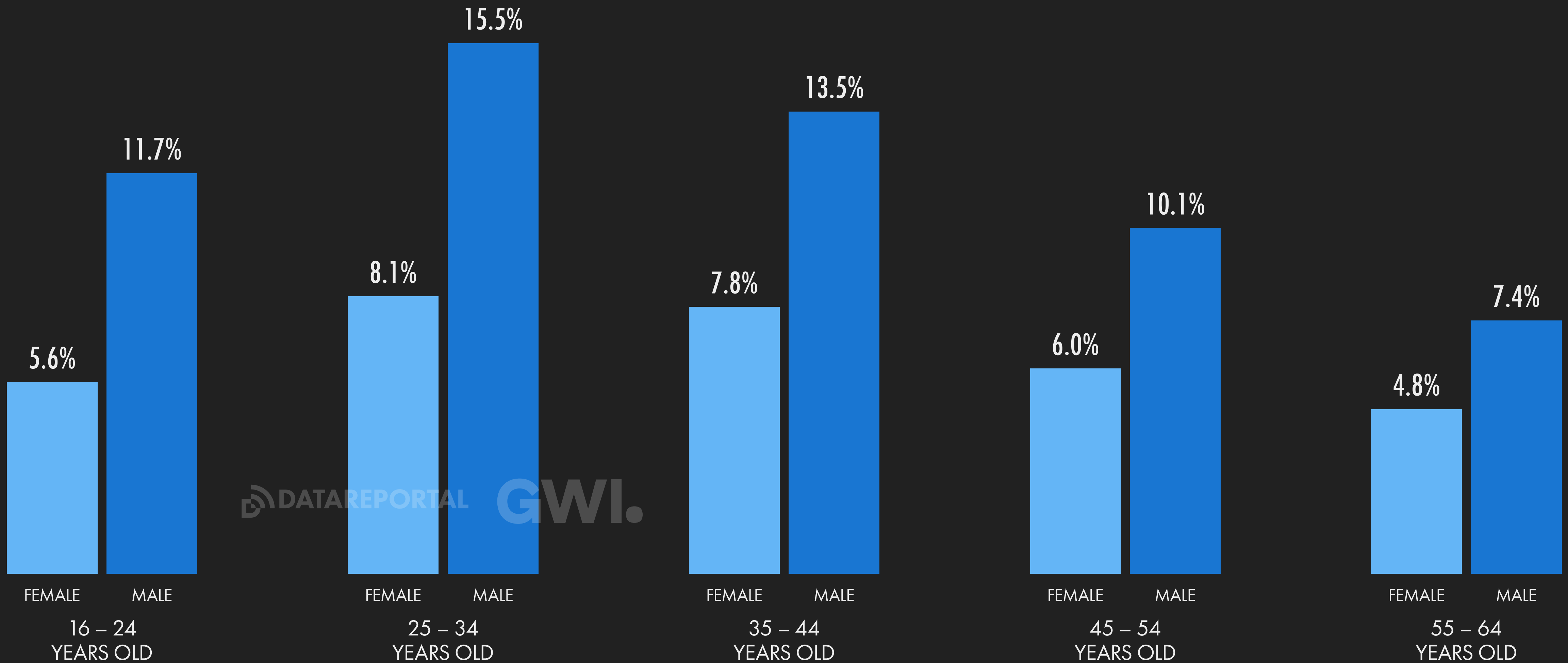




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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY



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



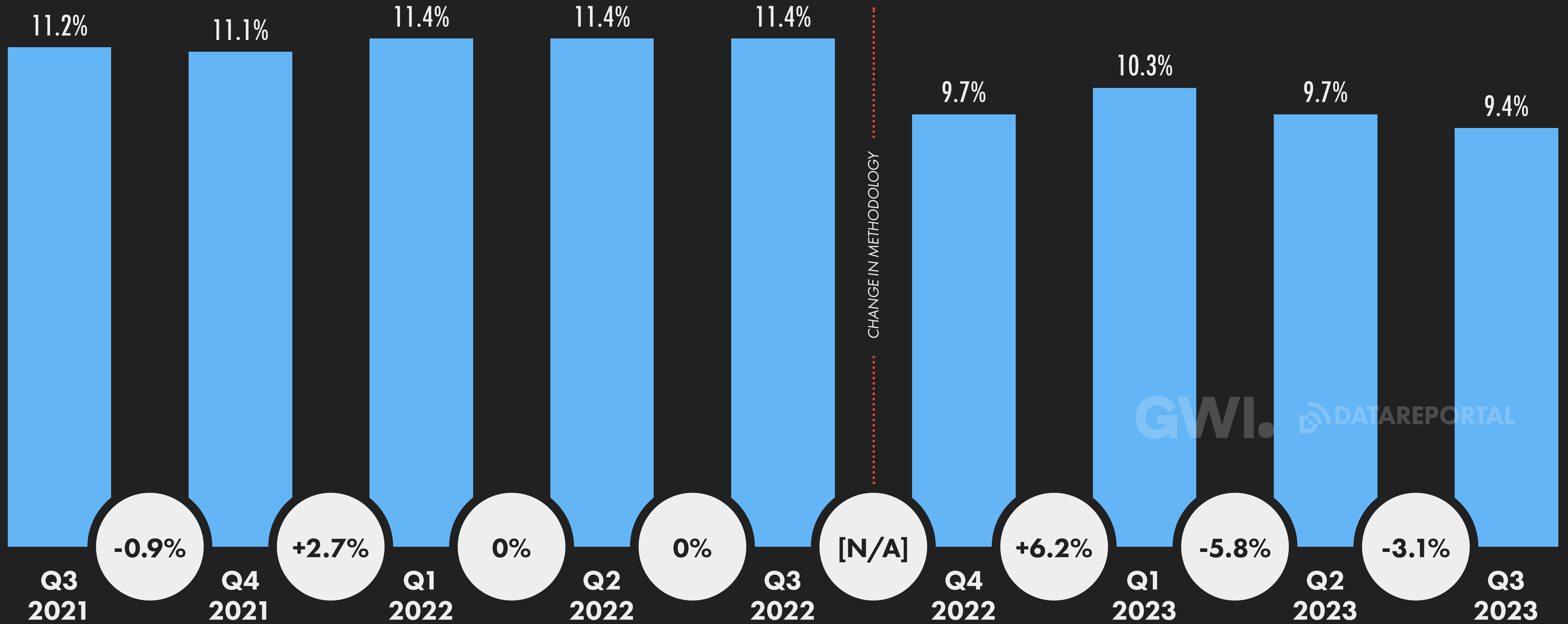
DATA REPORTAL

**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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# ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

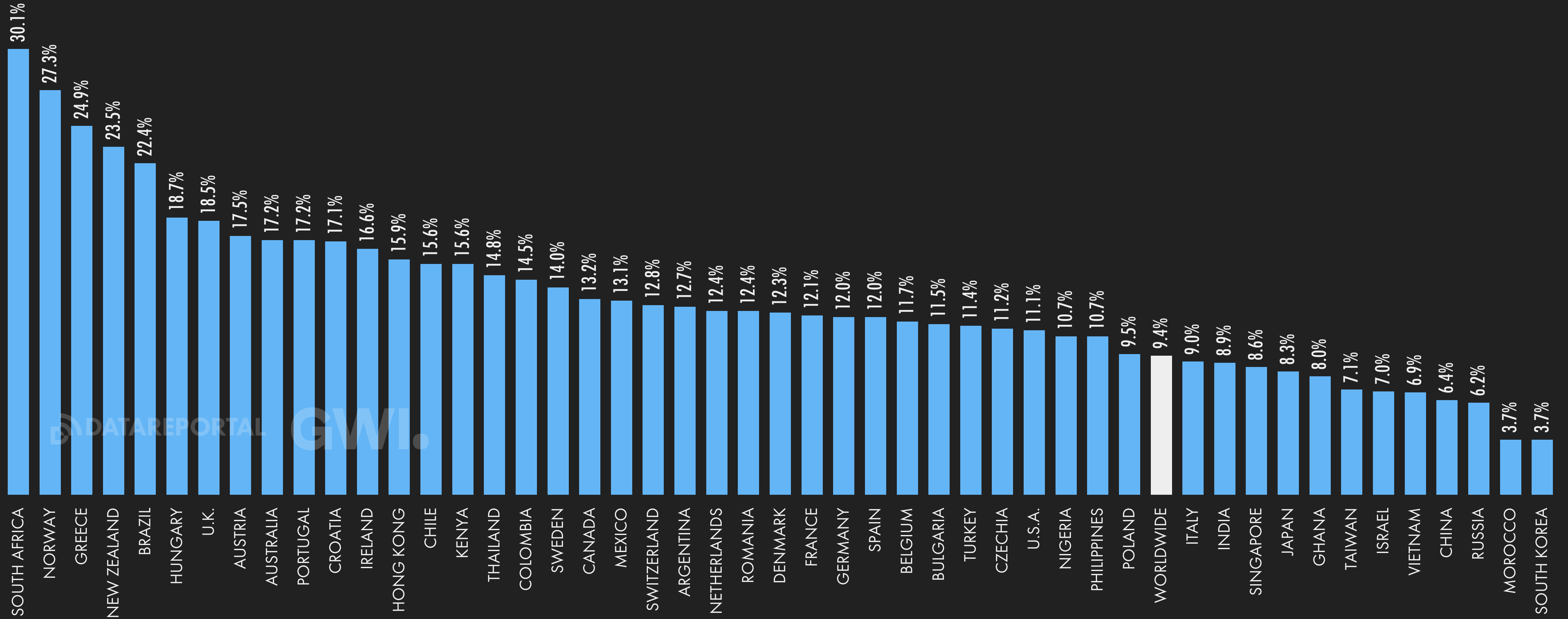
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# ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH



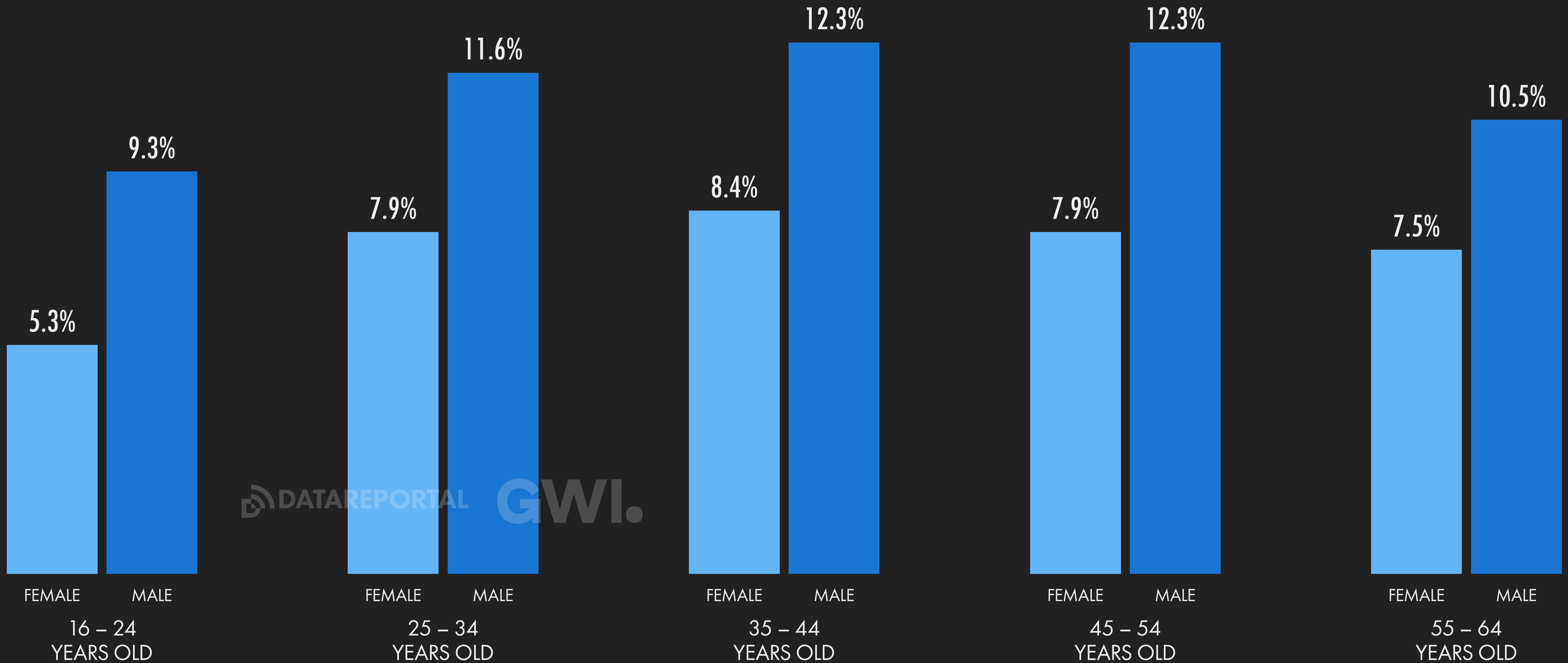
GLOBAL OVERVIEW



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# ONLINE GAMBLING

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



DATA REPORTAL GWI.



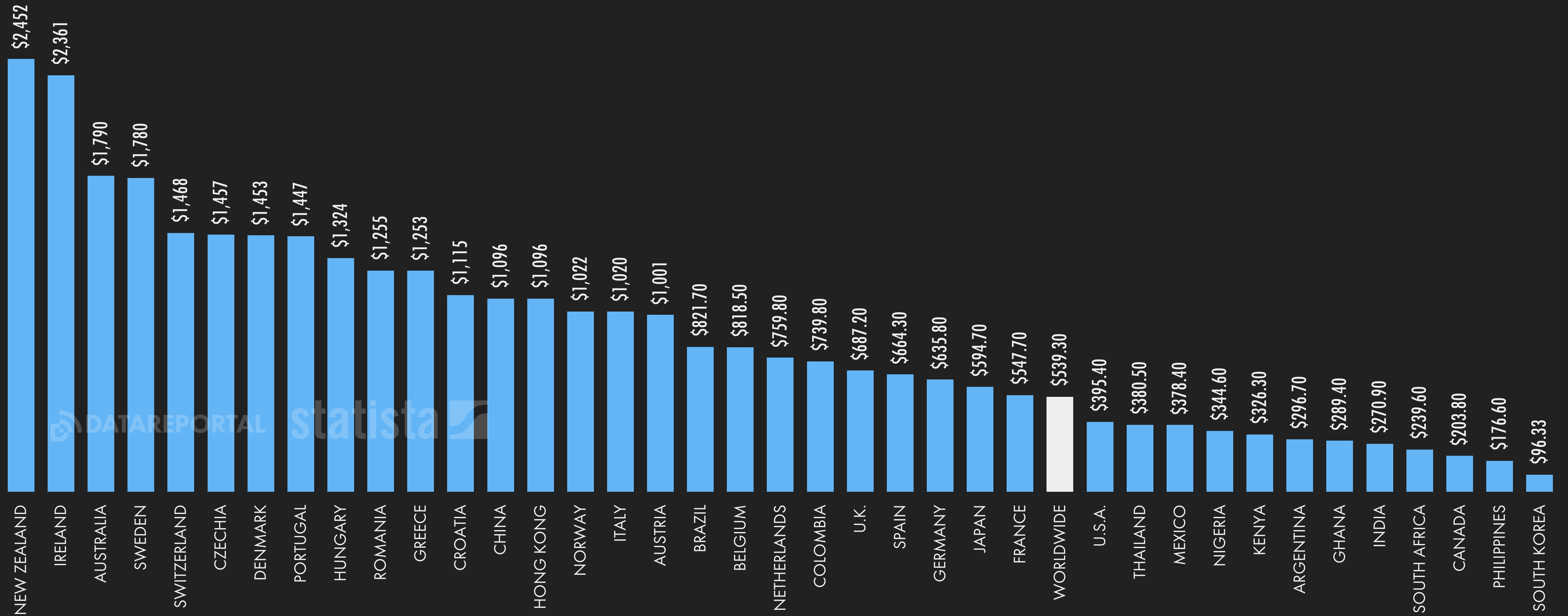
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# ONLINE GAMBLING: ARPU

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



GLOBAL OVERVIEW



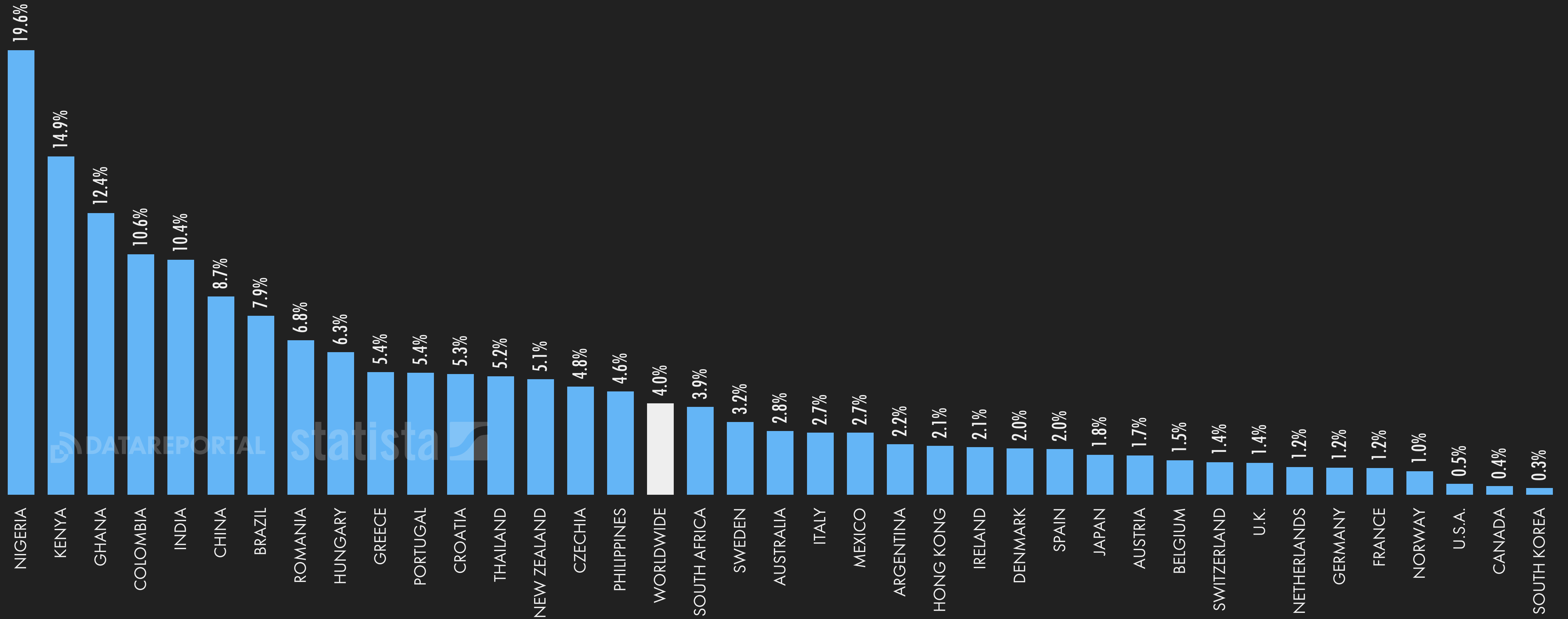
JAN  
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# ONLINE GAMBLING: ARPU vs. GDP PER CAPITA

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



GLOBAL OVERVIEW

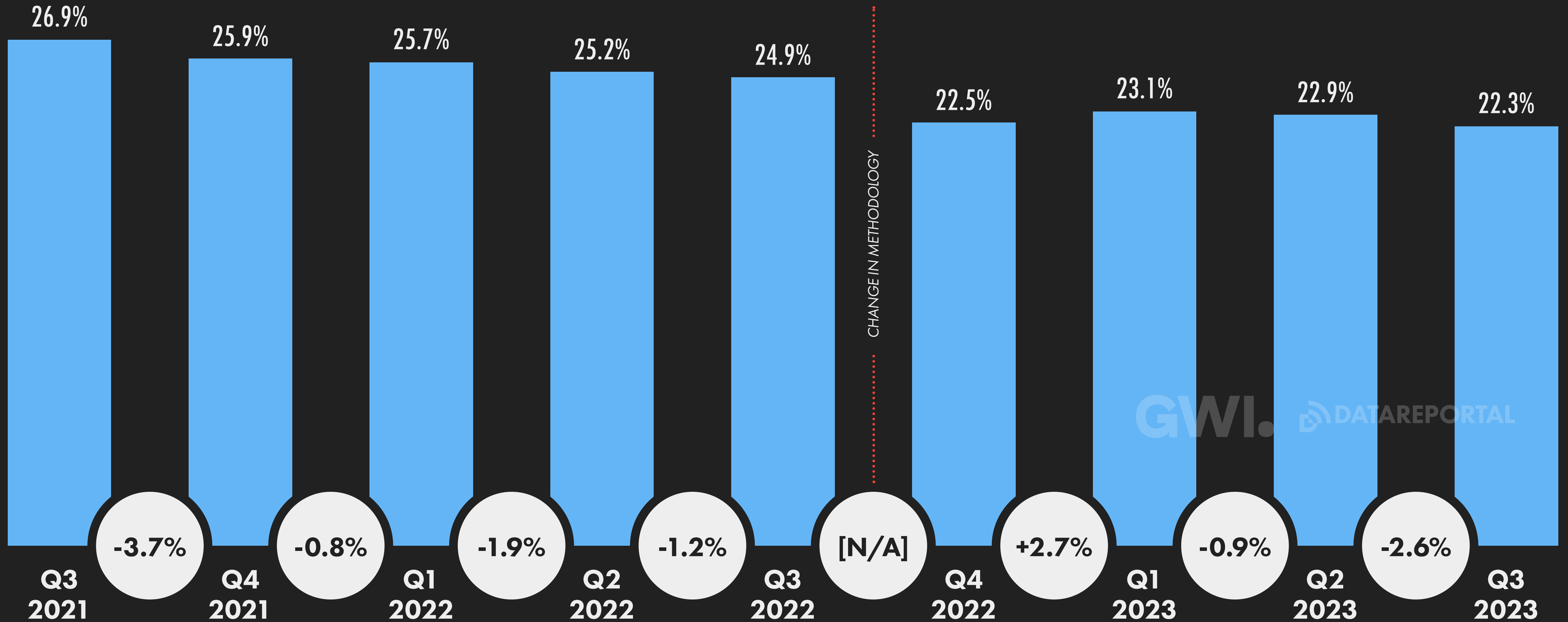


**SOURCE:** KEPIOS ANALYSIS OF DATA FROM STATISTA DIGITAL MARKET OUTLOOK (SEE [STATISTA.COM](https://www.statista.com)) AND THE IMF. **NOTES:** VALUES REFLECT ESTIMATES OF THE AVERAGE TOTAL (CUMULATIVE) AMOUNT STAKED ACROSS ALL ONLINE GAMBLING ACTIVITIES PER USER OF ONLINE GAMBLING SERVICES IN 2023, 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](#).

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# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

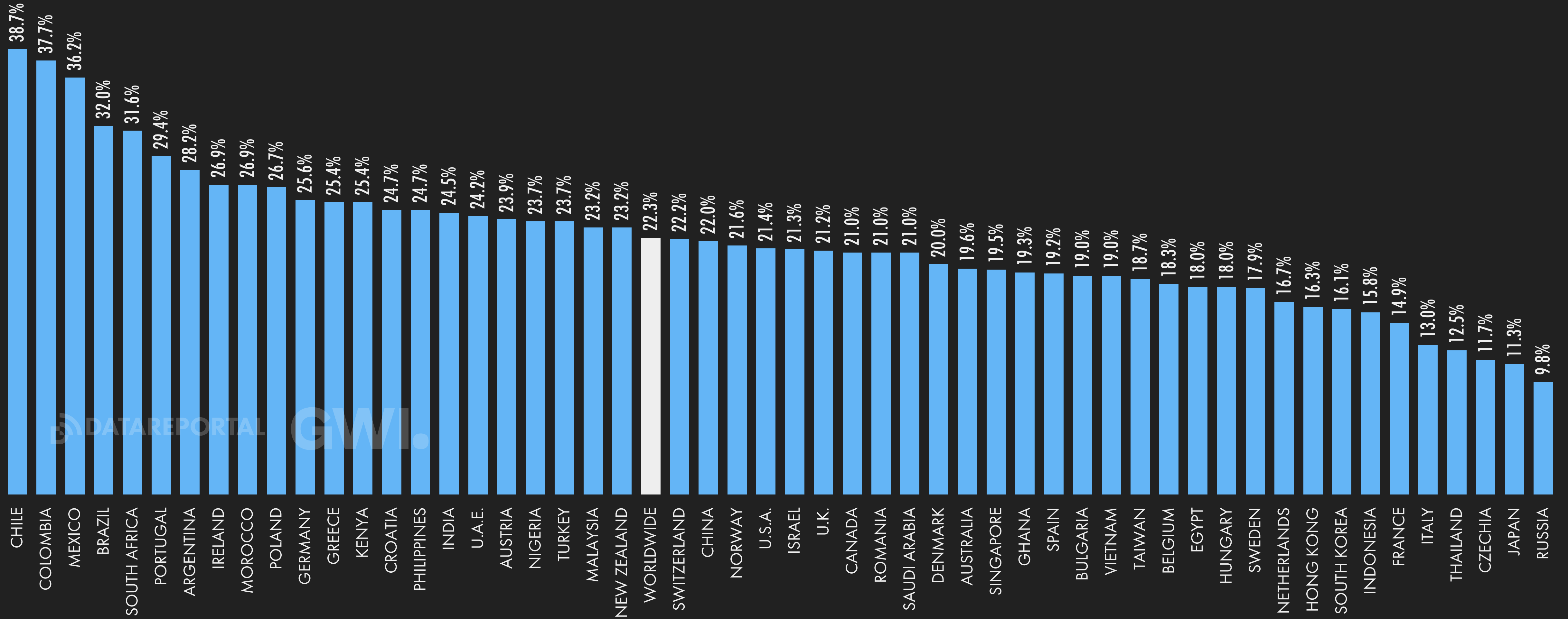
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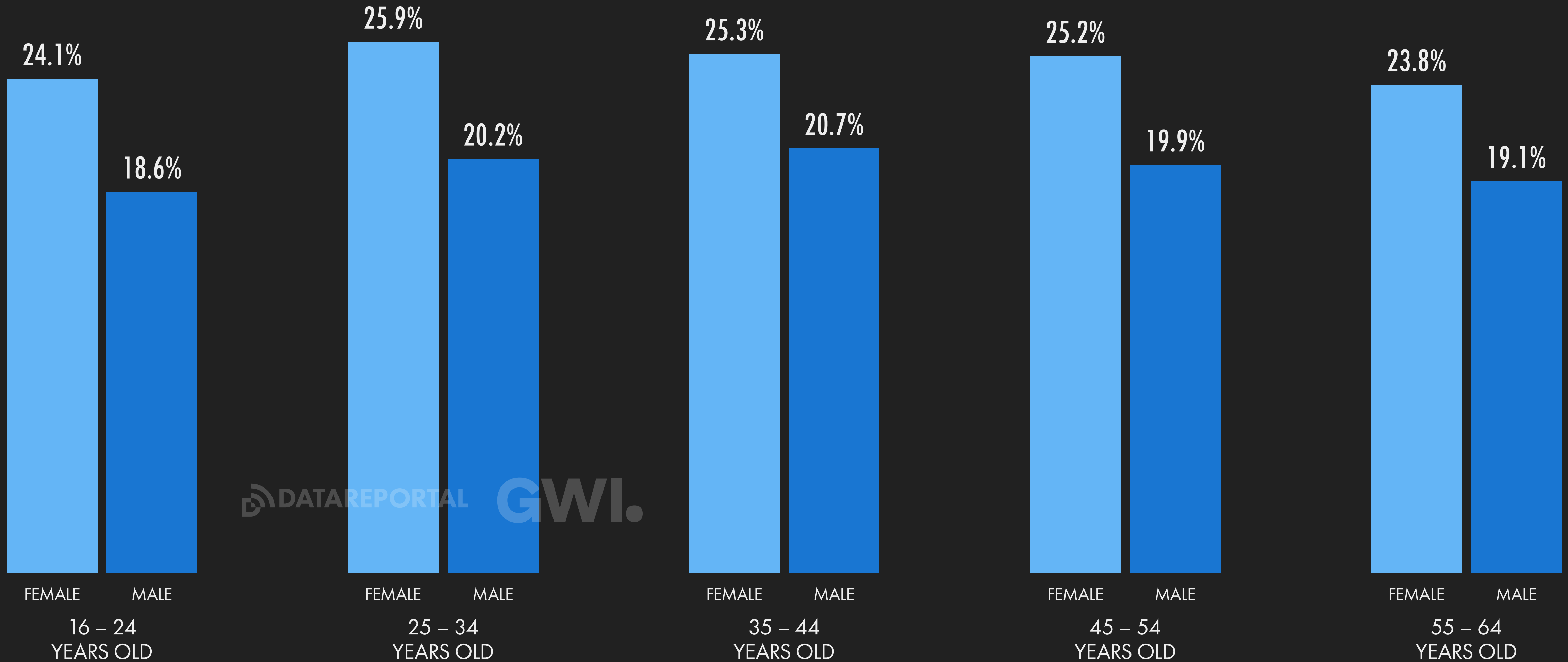
GLOBAL OVERVIEW



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# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



DATA REPORTAL GWI.



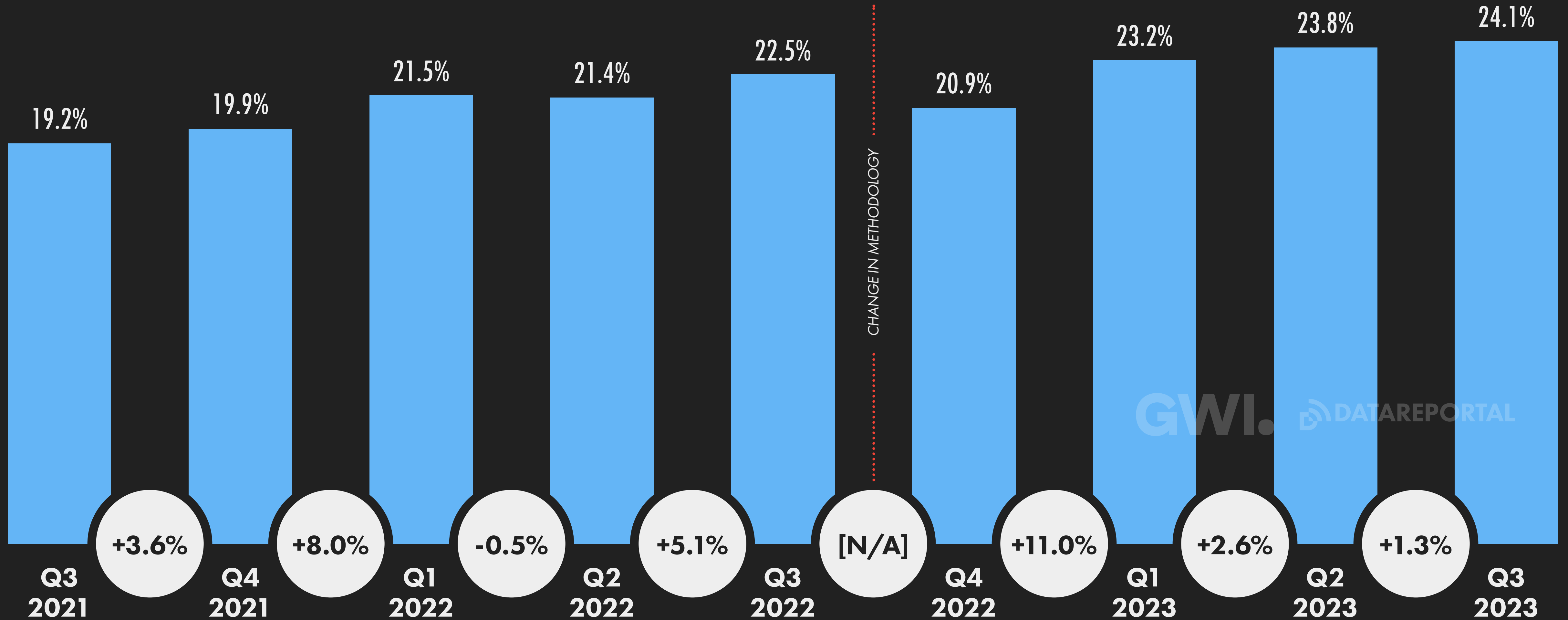
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# OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



GWI. DATAREPORTAL

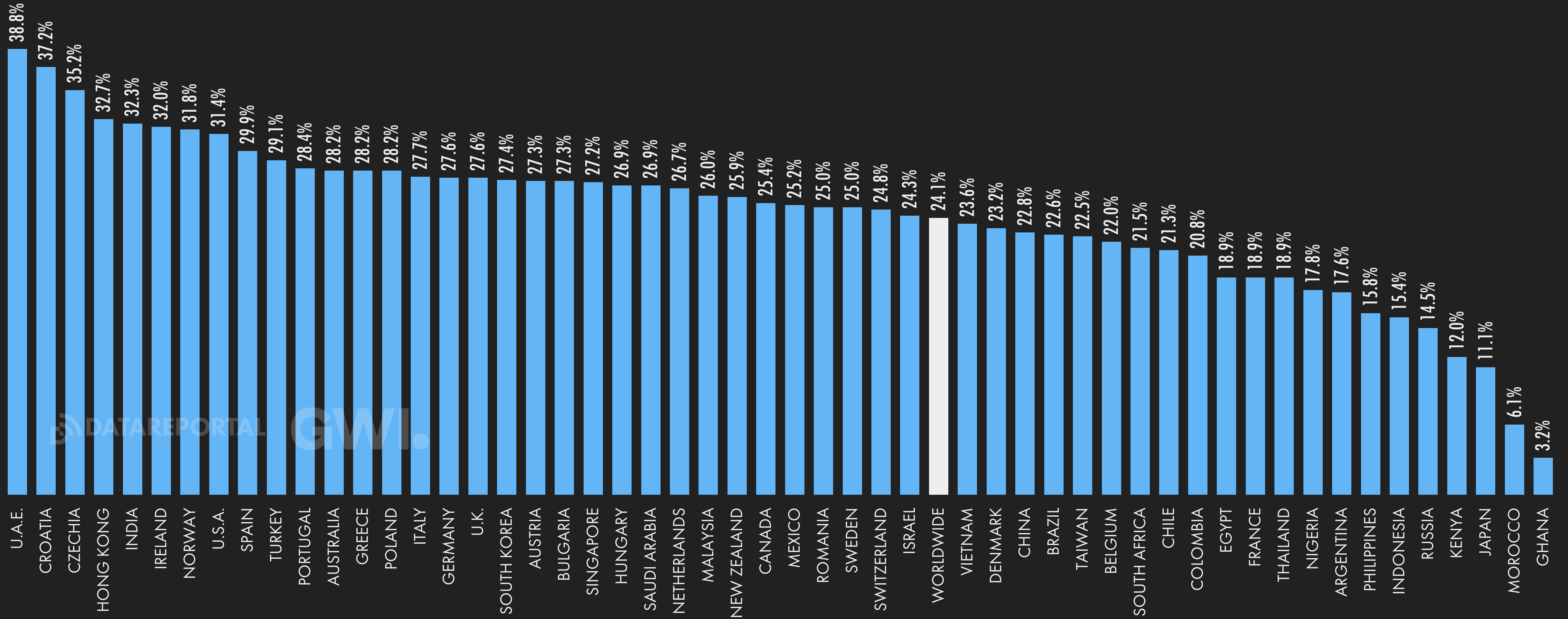
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# OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



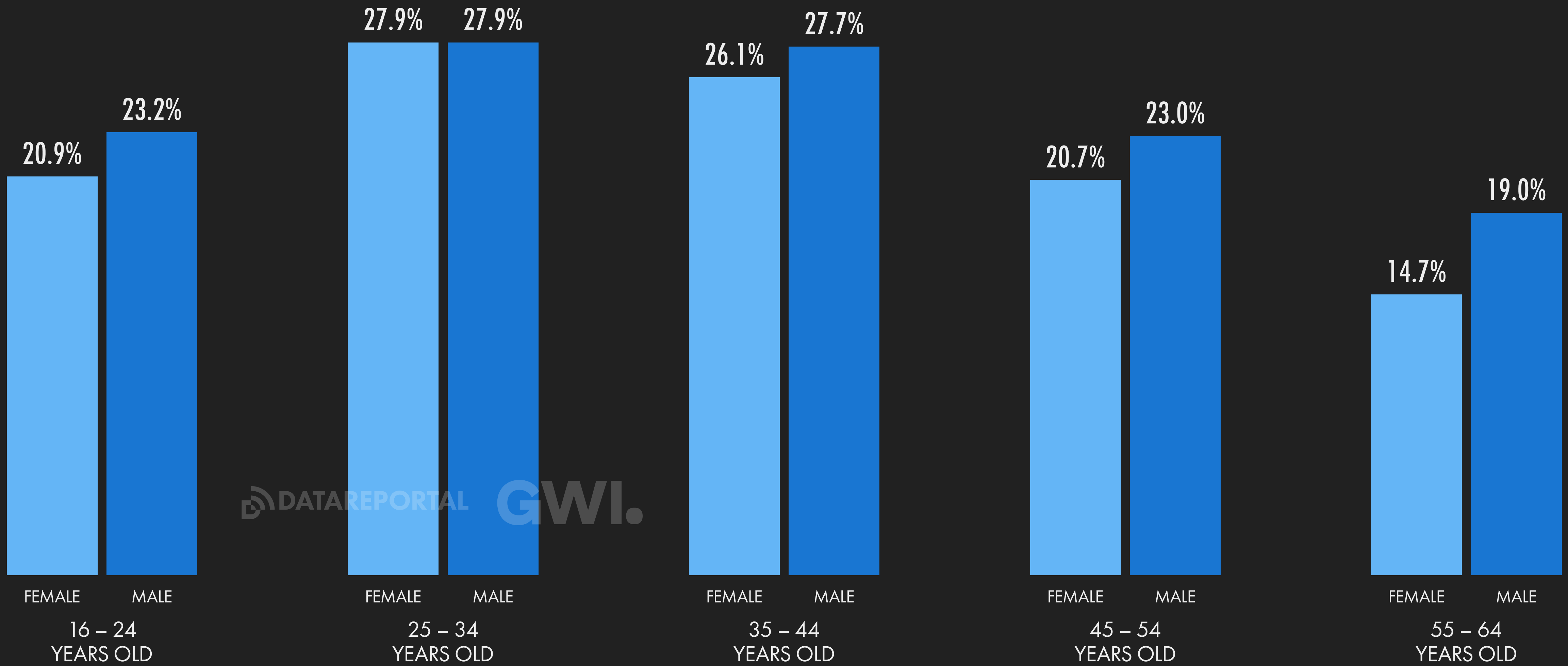
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# OWNERSHIP OF SMARTWATCHES

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



GLOBAL OVERVIEW

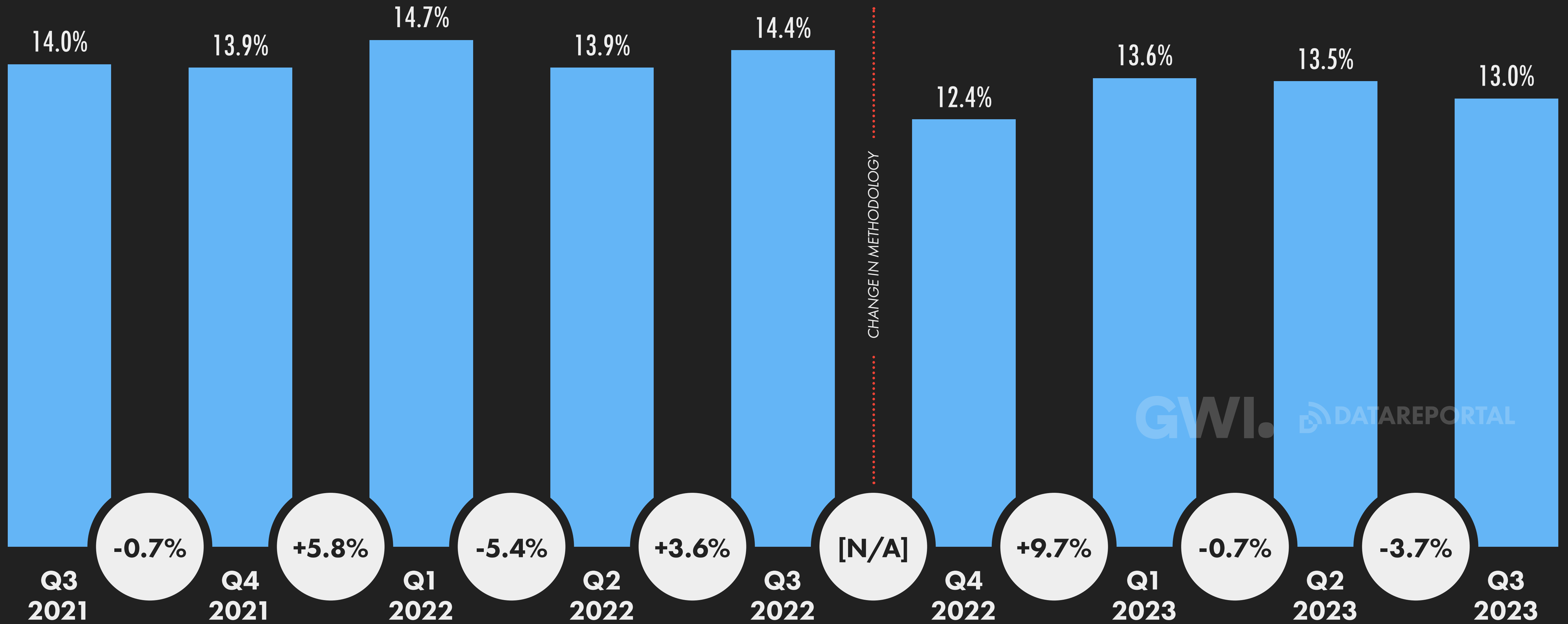


DATA REPORTAL GWI.

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# OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

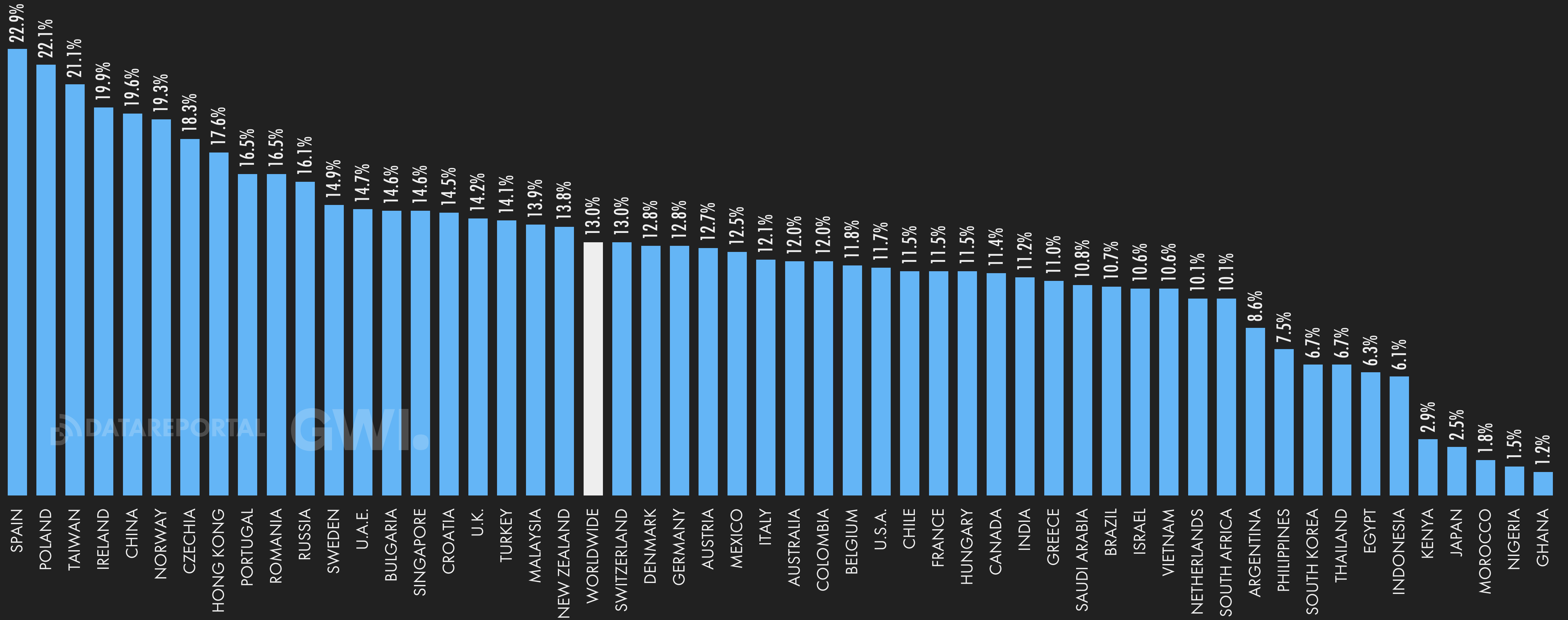
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# OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)



GLOBAL OVERVIEW

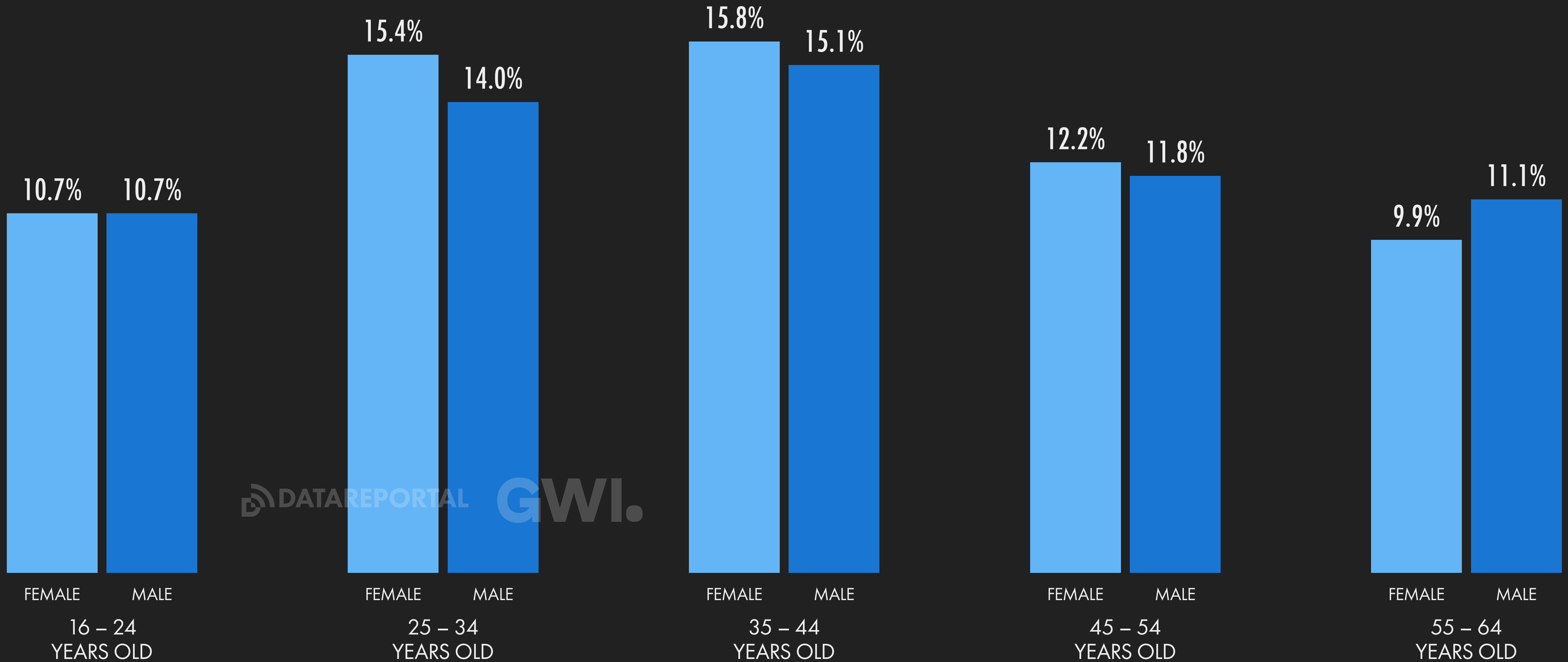




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# OWNERSHIP OF SMART WRISTBANDS

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

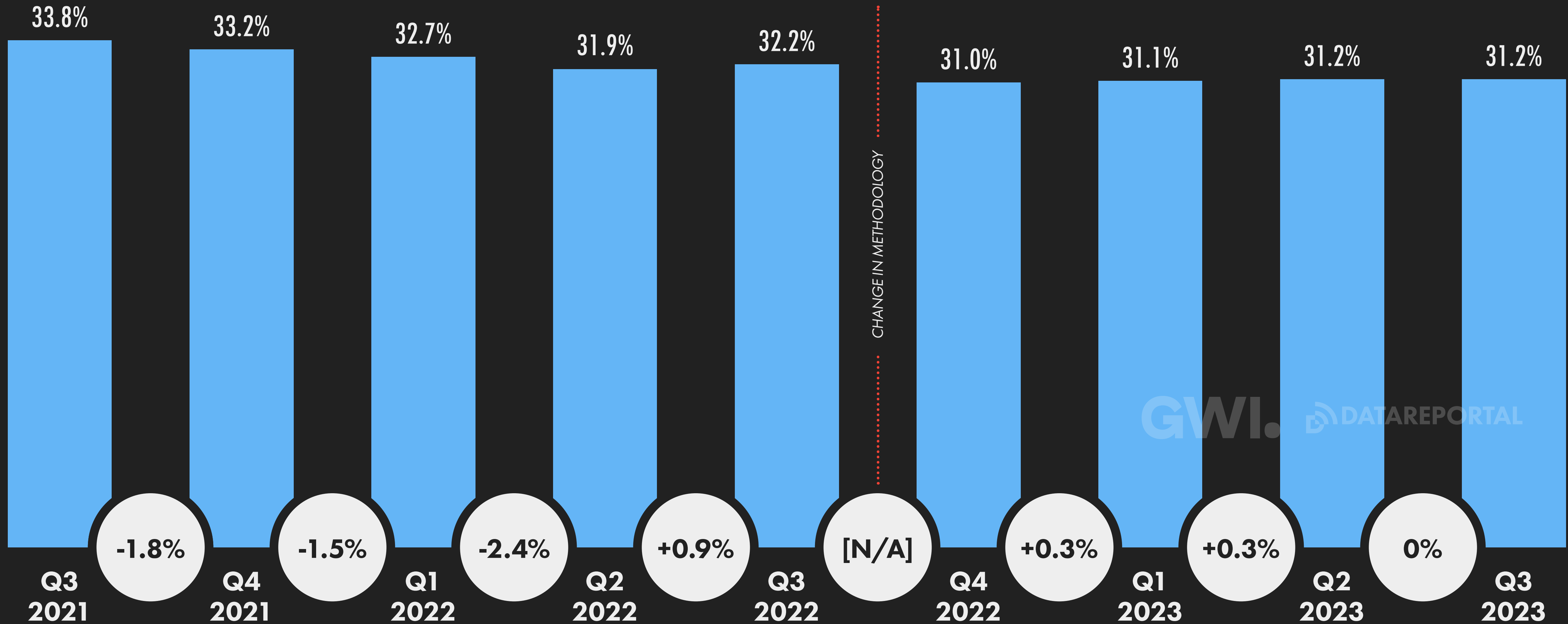


DATA REPORTAL GWI.

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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

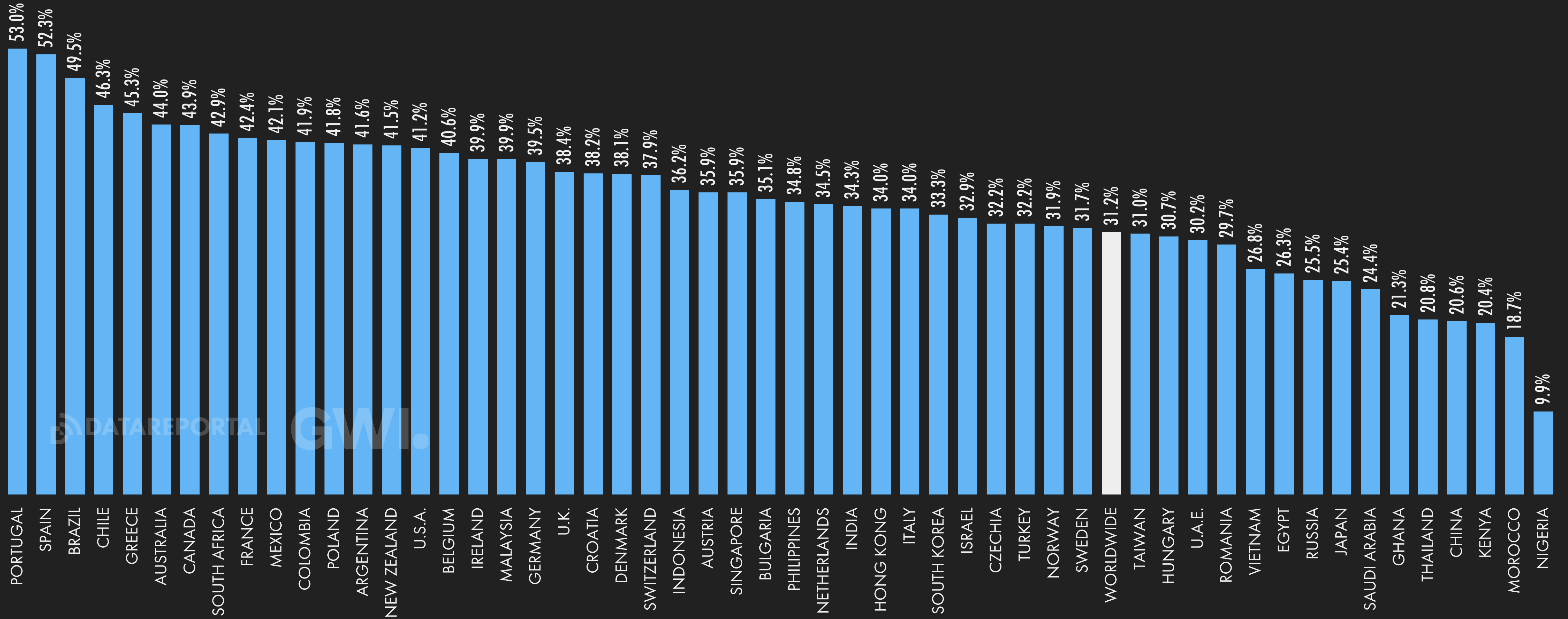
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PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GLOBAL OVERVIEW



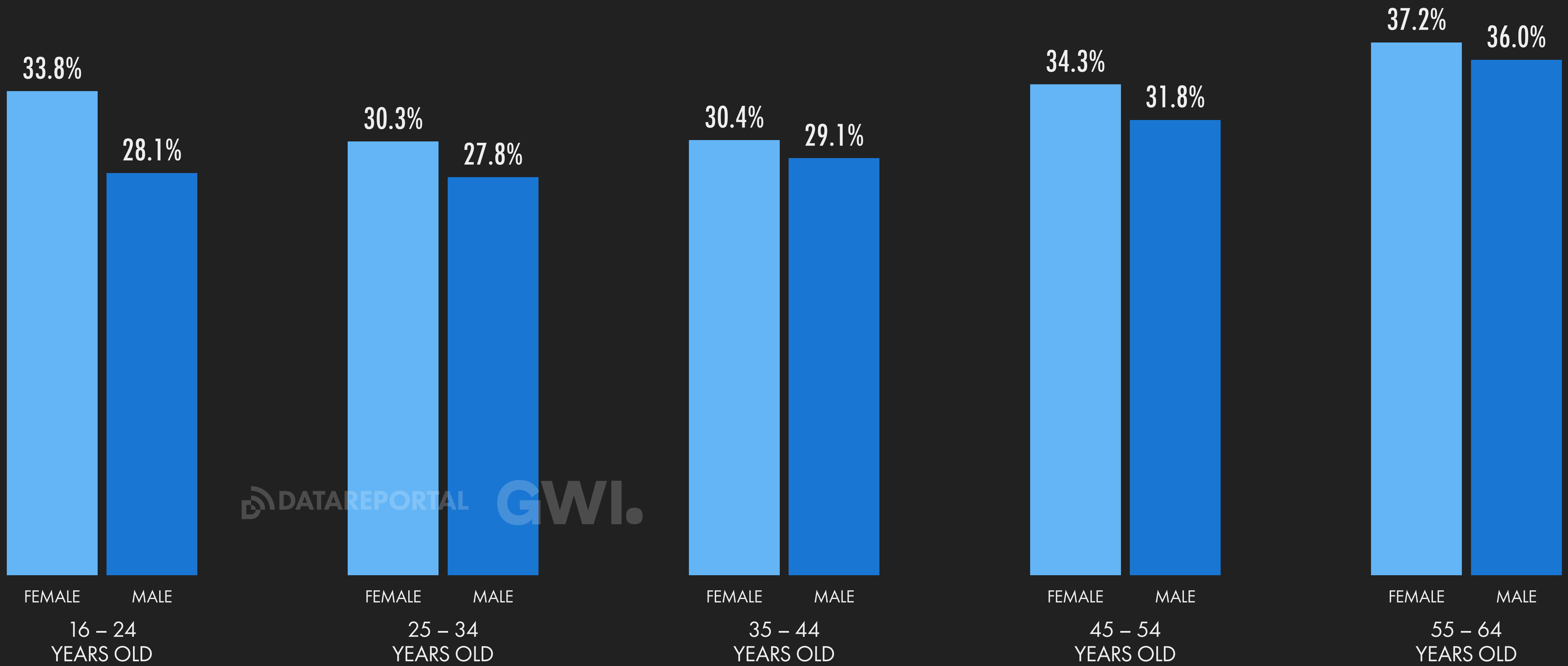
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PERCENTAGE OF INTERNET USERS WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GLOBAL OVERVIEW

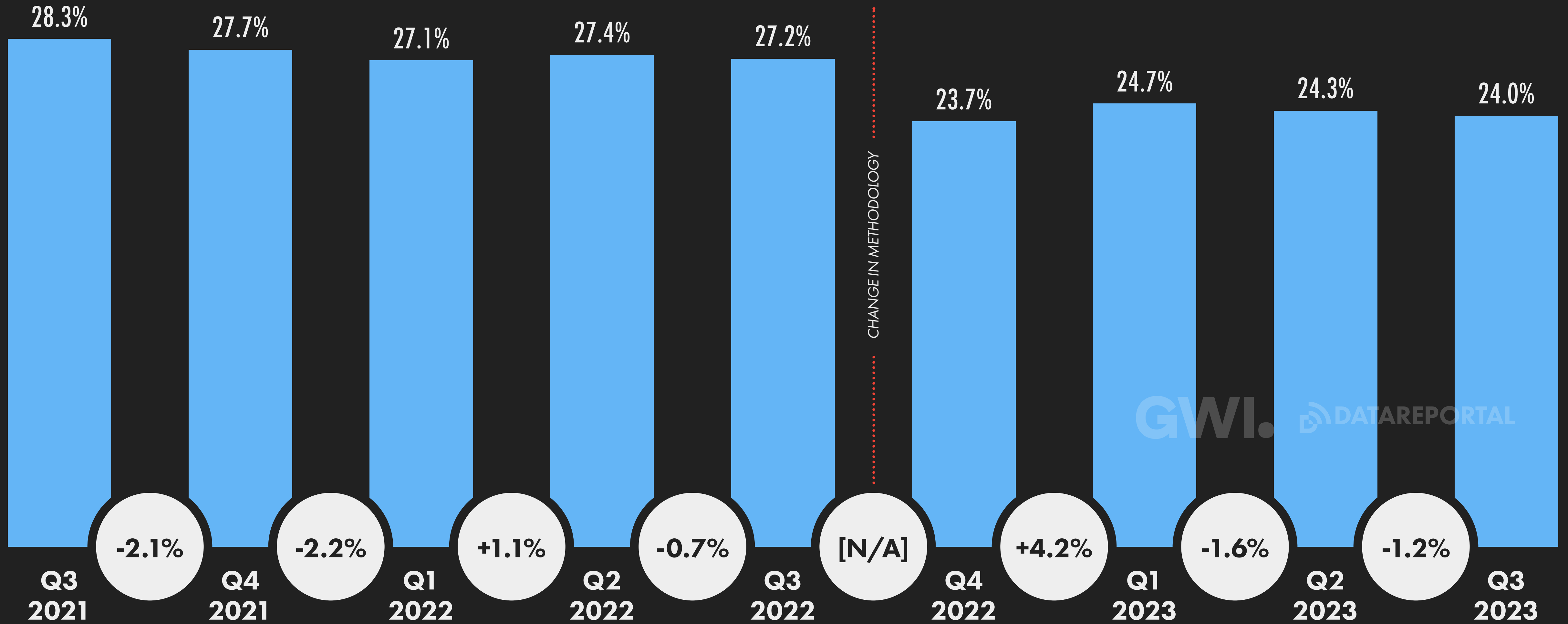


DATA REPORTAL GWI.

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# USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



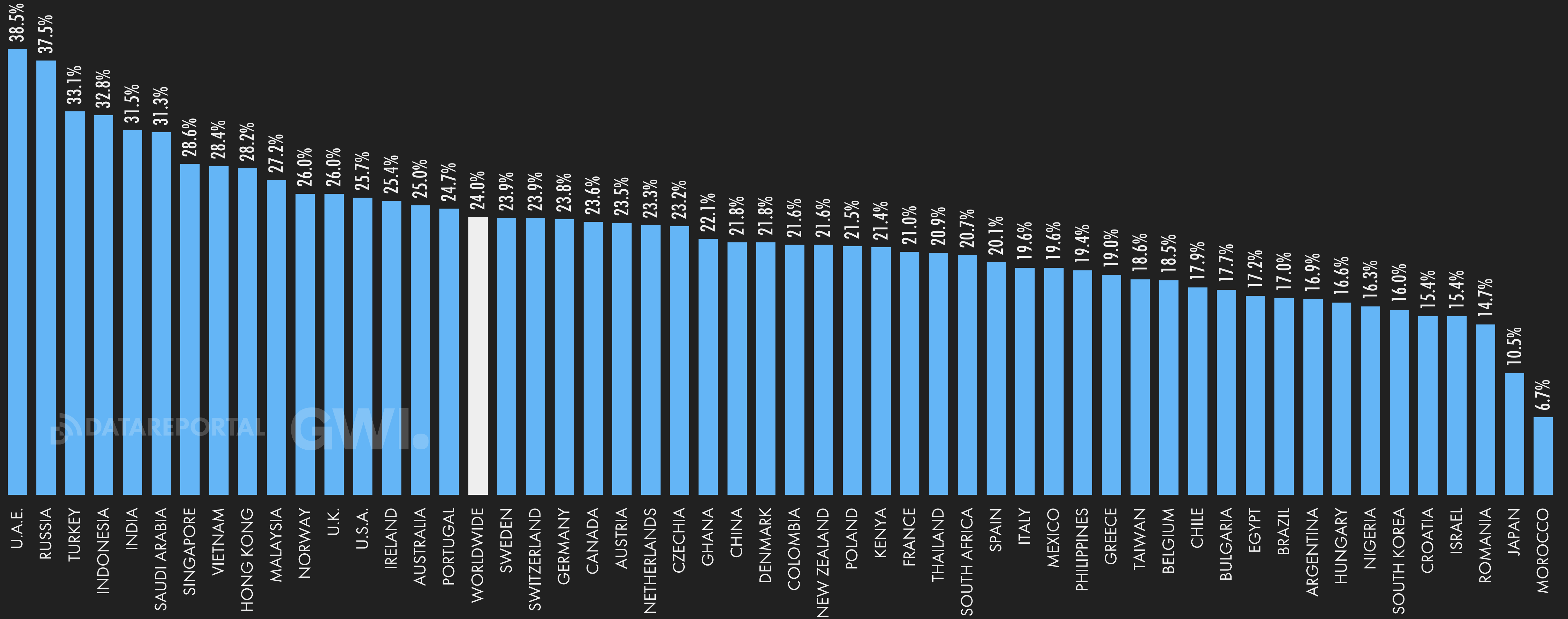
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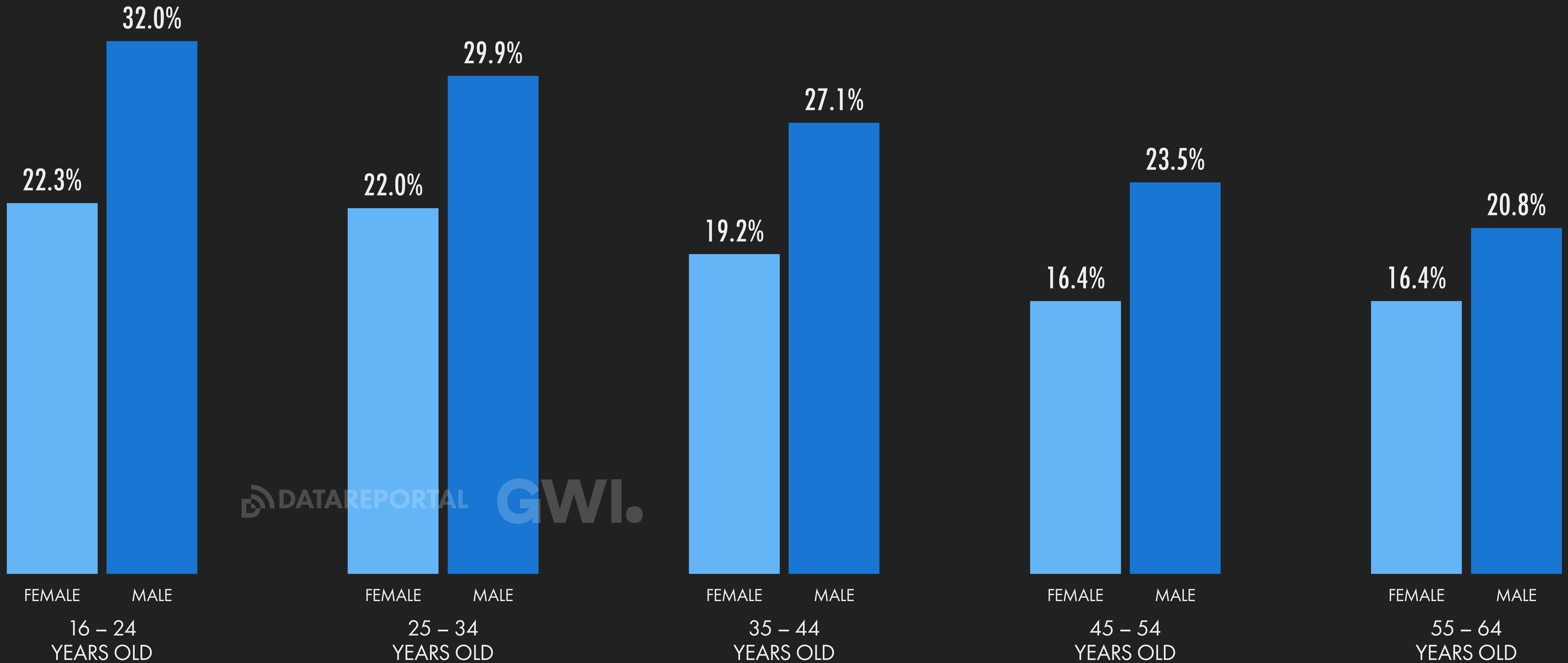
GLOBAL OVERVIEW



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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



DATA REPORTAL GWI.

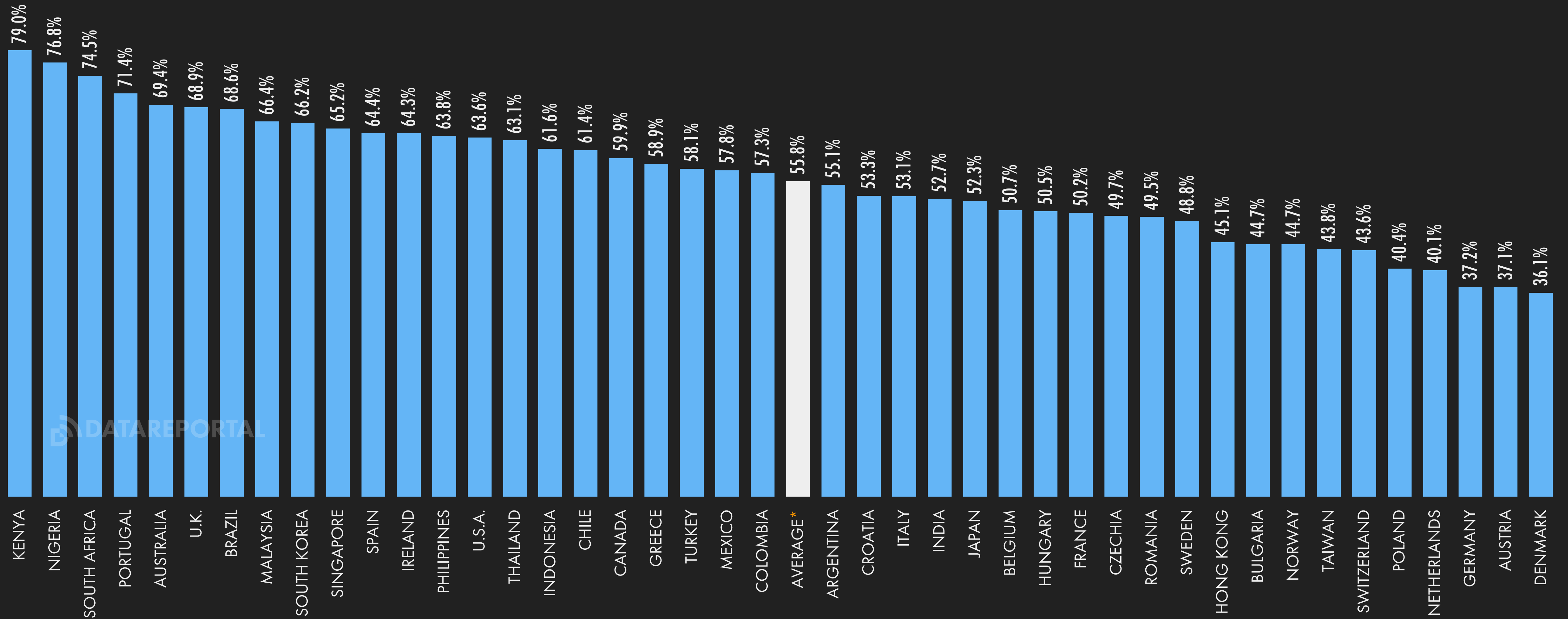
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# CONCERNS ABOUT ONLINE MISINFORMATION

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



GLOBAL OVERVIEW



DATA REPORTAL

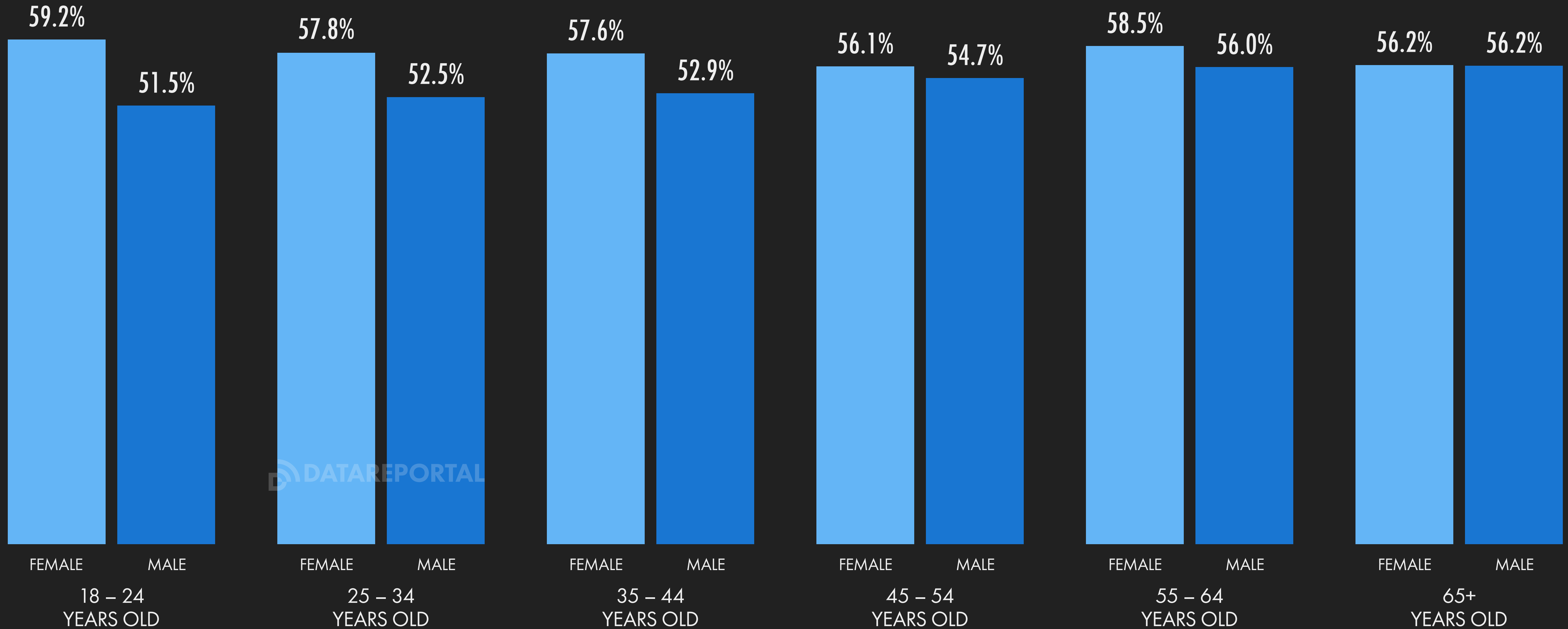
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# CONCERNS ABOUT ONLINE MISINFORMATION

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



GLOBAL OVERVIEW



DATA REPORTAL



**SOCIAL MEDIA**



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# OVERVIEW OF SOCIAL MEDIA USE

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



NUMBER OF SOCIAL MEDIA USER IDENTITIES



**5.04**  
BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+1.5%**  
**+75 MILLION**

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+5.6%**  
**+266 MILLION**

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



**2H 23M**  
**YOY: -5.5% (-8 MINS)**

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



**6.7**  
**YOY: -6.9% (-0.5)**

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



**62.3%**

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



**84.2%**

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



**94.2%**

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



**46.5%**

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



**53.5%**

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **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](#).

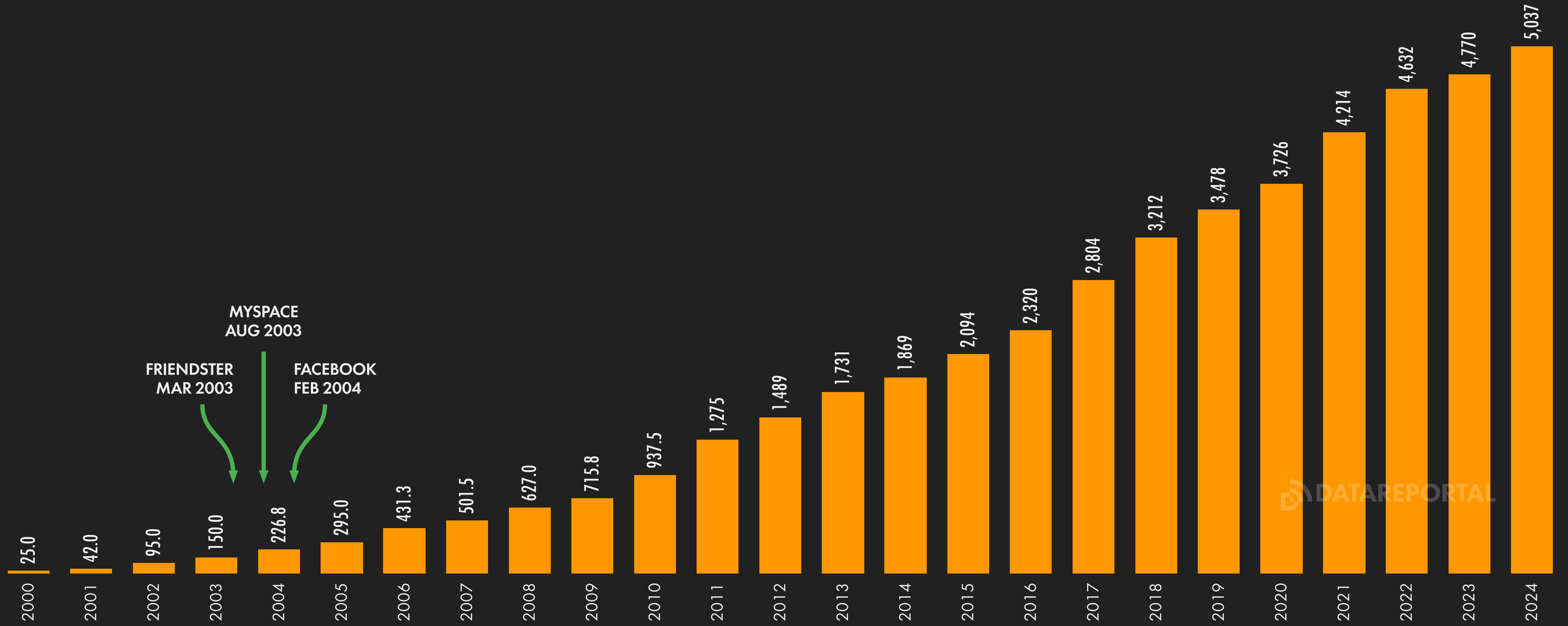
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# SOCIAL MEDIA TIMELINE

NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) OVER TIME



GLOBAL OVERVIEW



FRIENDSTER  
MAR 2003

MYSpace  
AUG 2003

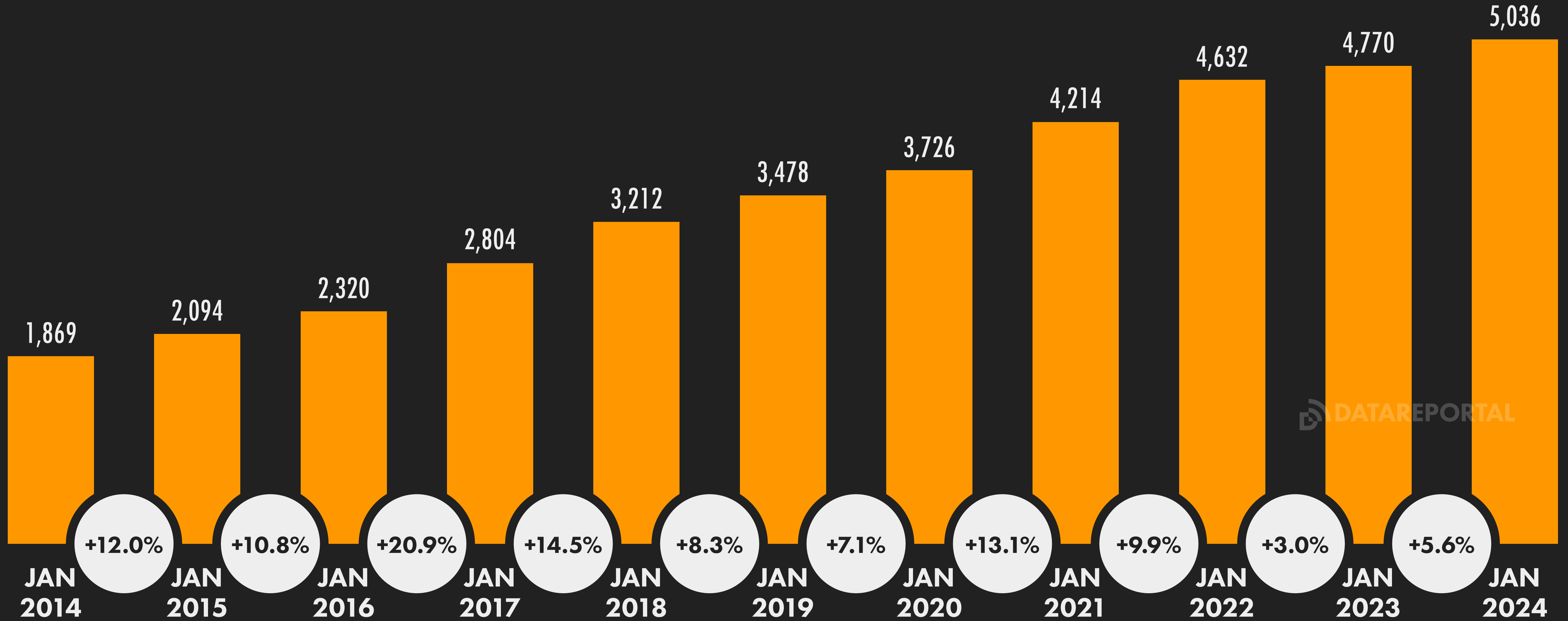
FACEBOOK  
FEB 2004

DATA REPORTAL

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# SOCIAL MEDIA USE OVER TIME (YOY)

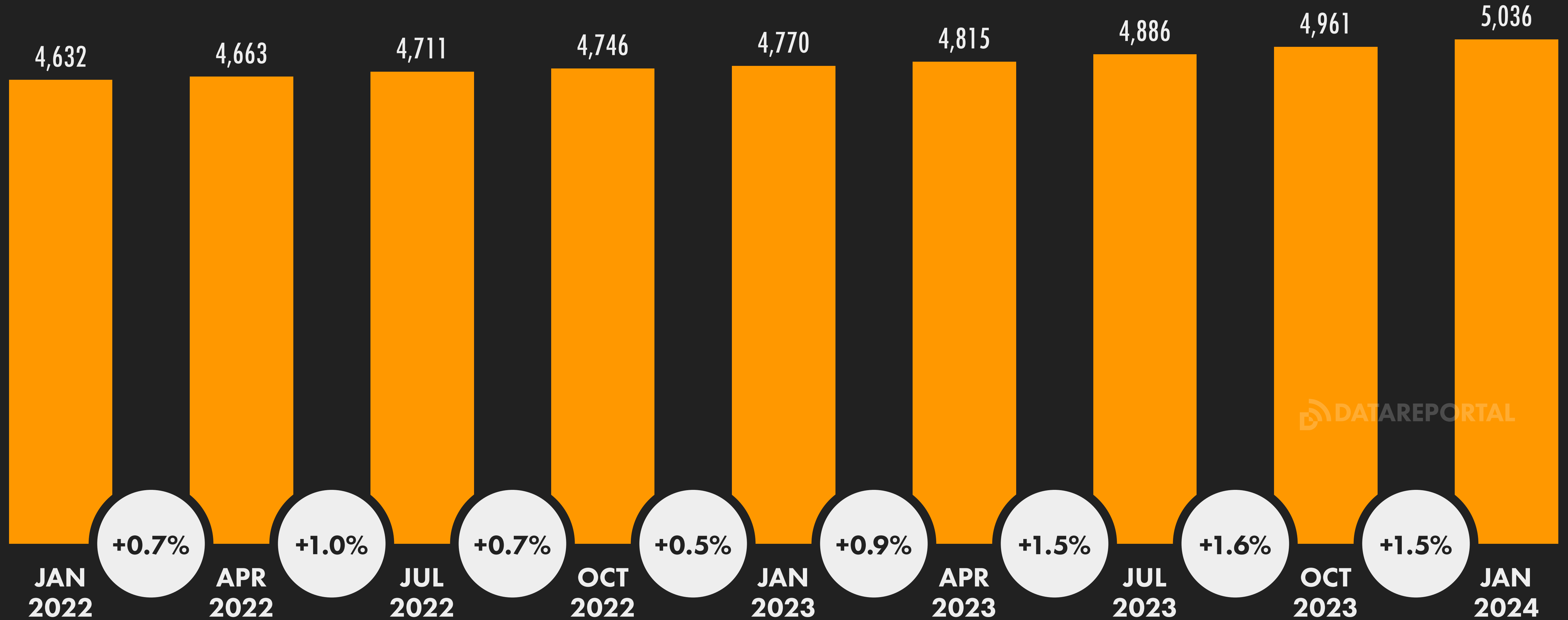
NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) AND ANNUAL CHANGE (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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# SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) AND QUARTERLY CHANGE (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATA REPORTAL

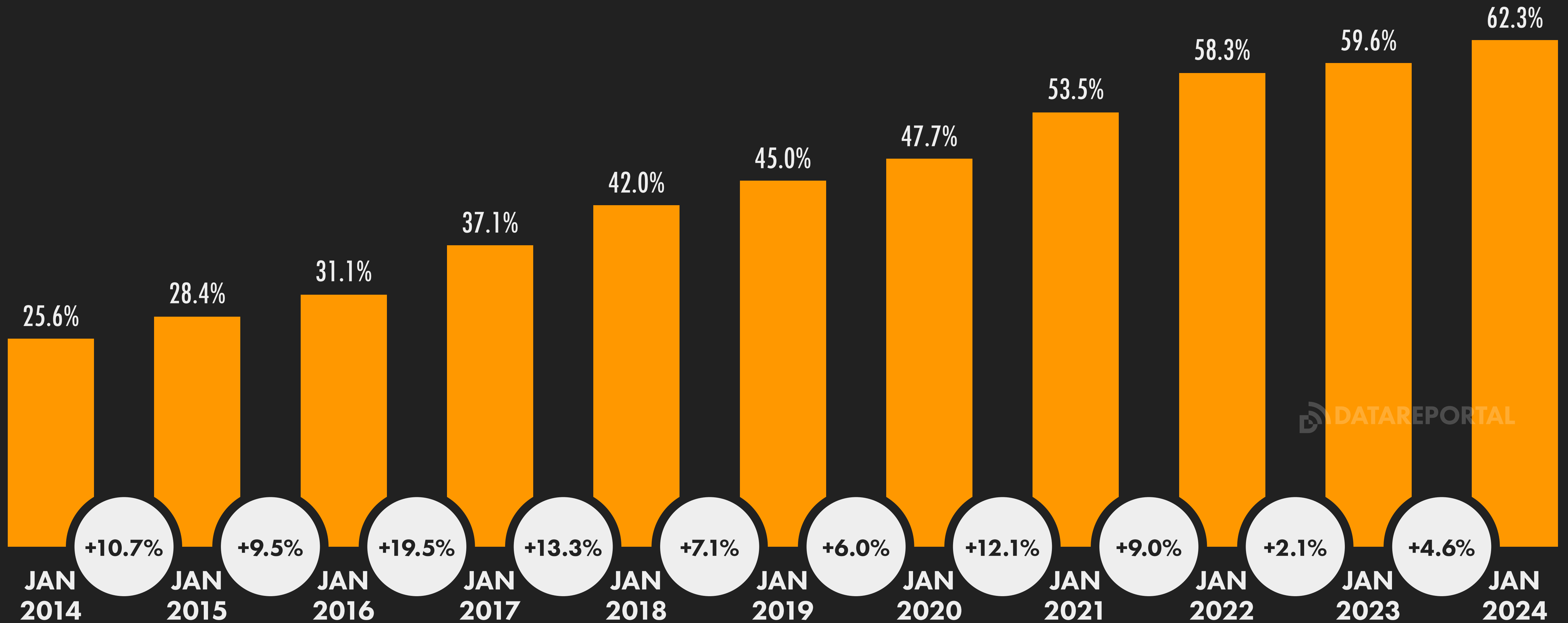
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# SOCIAL MEDIA ADOPTION RATE OVER TIME (YOY)

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



GLOBAL OVERVIEW



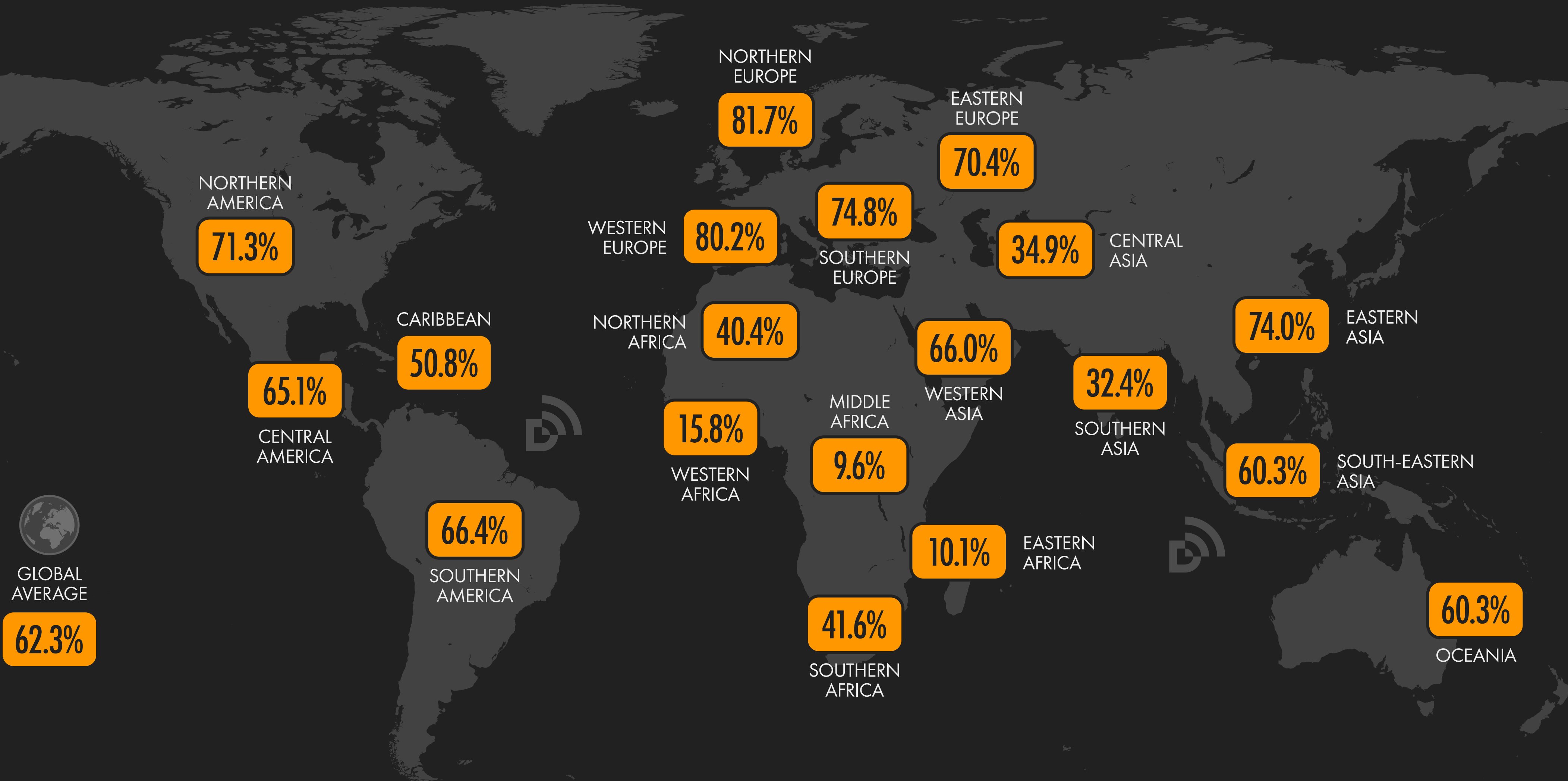
DATA REPORTAL



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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)



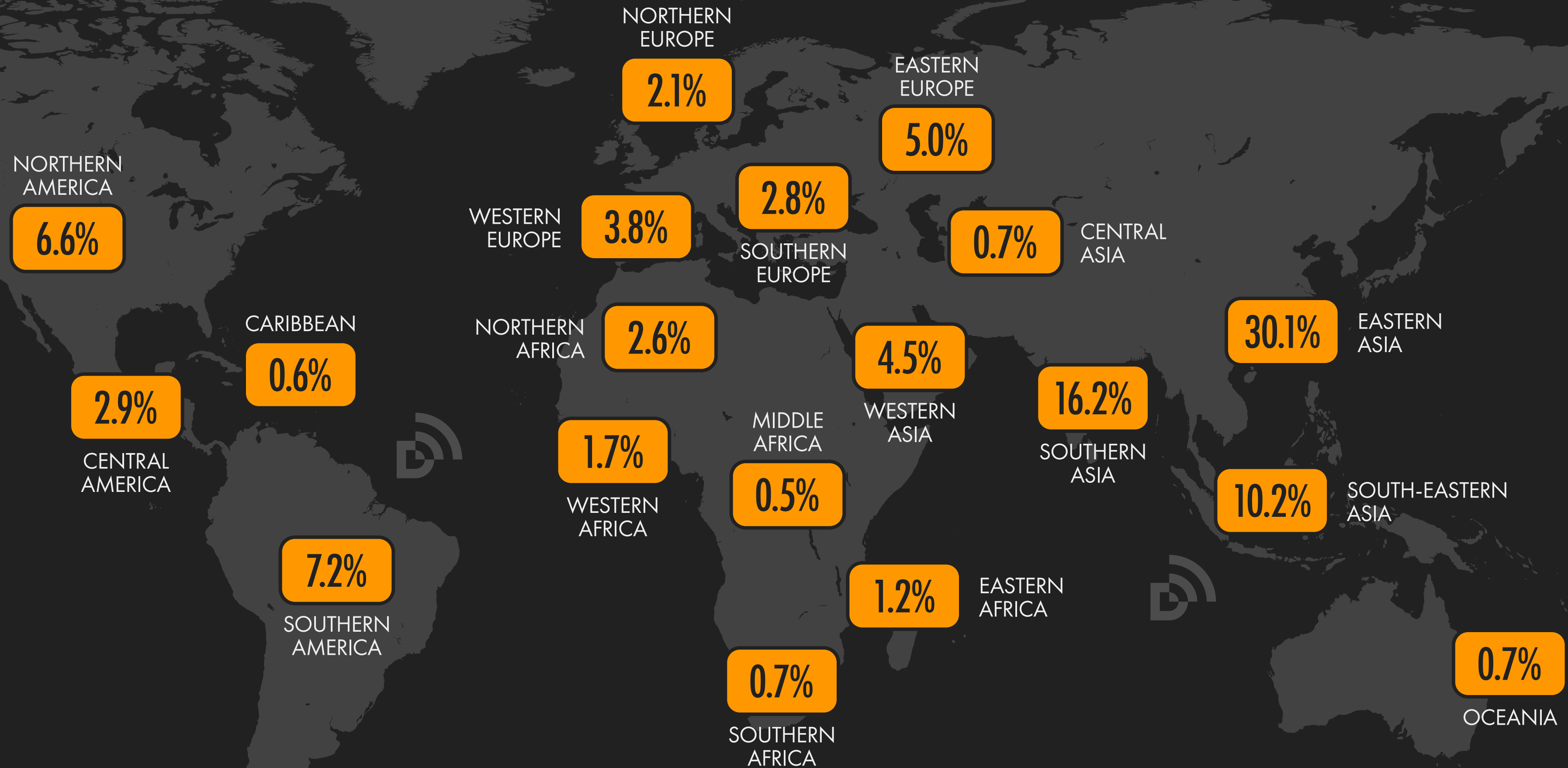
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# SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

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



GLOBAL OVERVIEW

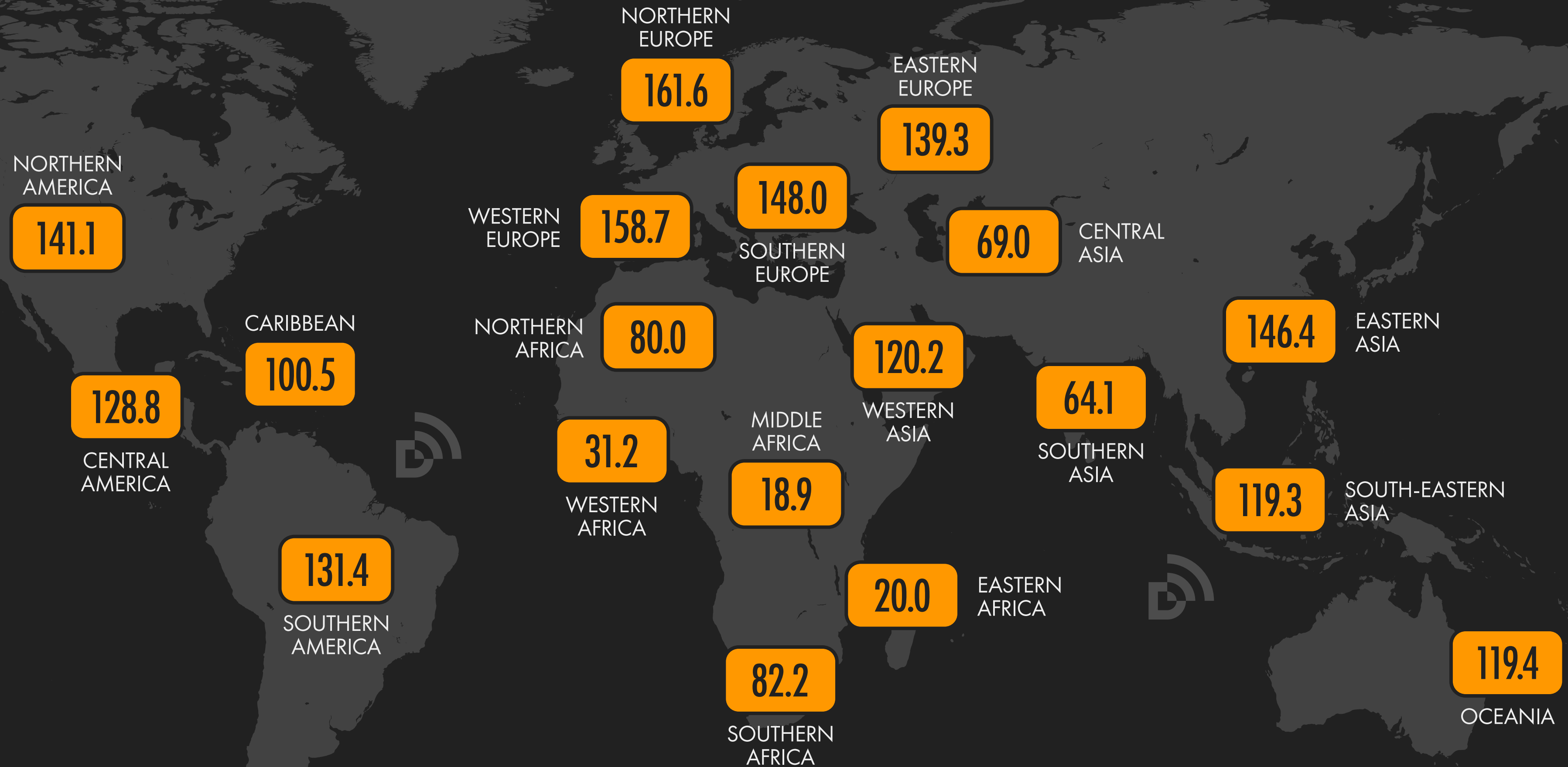


**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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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



**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. DOES NOT INCLUDE DATA FOR SYRIA. 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: 46.5%  
 MALE GLOBAL AVERAGE: 53.5%

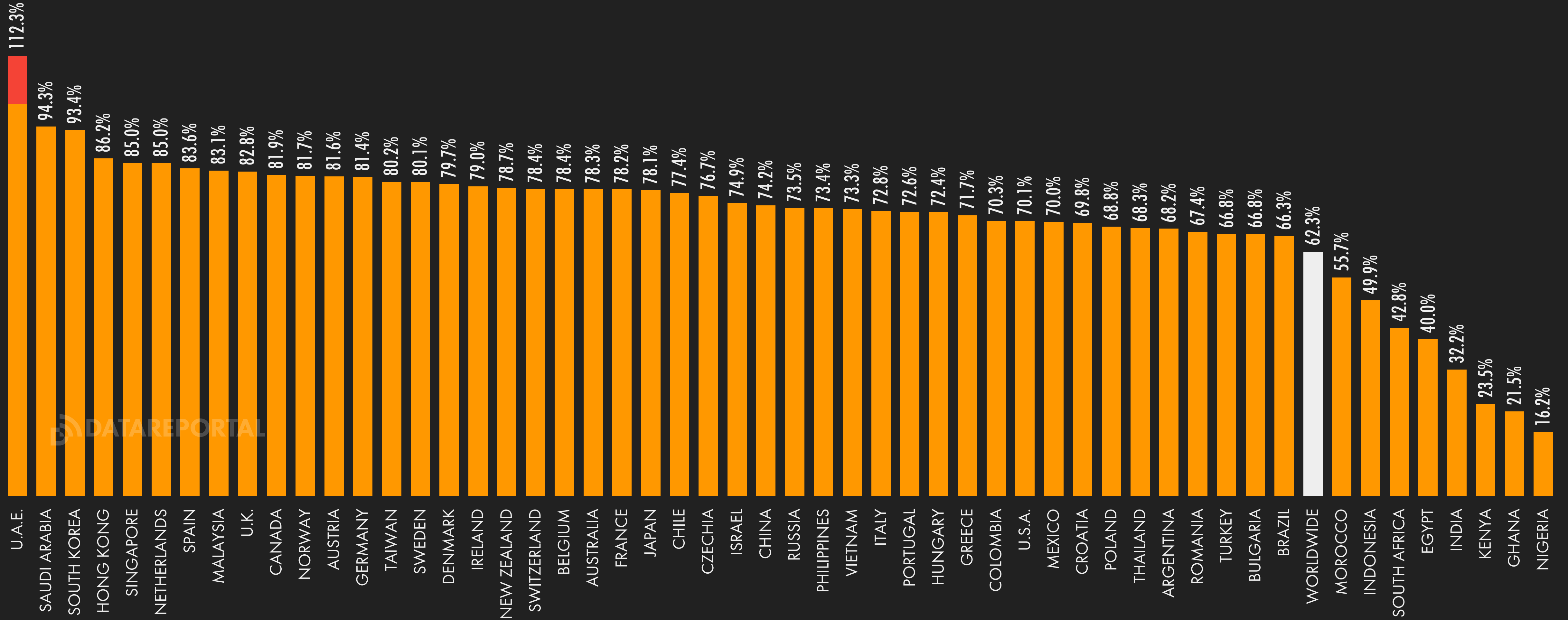
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# SOCIAL MEDIA USE vs. POPULATION

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	112.3%*	10,734,000
02	BAHRAIN	97.2%	1,450,000
03	KUWAIT	95.9%	4,153,000
04	QATAR	95.2%	2,596,000
05	SAUDI ARABIA	94.3%	35,100,500
06	SOUTH KOREA	93.4%	48,336,000
07	HONG KONG	86.2%	6,460,000
08	LEBANON	85.6%	4,520,000
09	LIBYA	85.2%	5,900,000
10	SINGAPORE	85.0%	5,130,000

## LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
232	NORTH KOREA <sup>1</sup>	[N/A]	[BLOCKED]
231	ERITREA	0.4%	13,800
230	TURKMENISTAN	1.7%	111,750
229	NIGER	2.2%	611,050
228	CENTRAL AFRICAN REPUBLIC	2.7%	159,500
227	CHAD	5.2%	973,000
226	UGANDA	5.3%	2,600,000
225	ETHIOPIA	5.5%	7,050,000
224	SUDAN	6.0%	2,911,500
223	MALAWI	6.1%	1,300,000

**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. (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](#).

# SOCIAL MEDIA USE vs. POPULATION: AGE 18+

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



## 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	UNITED ARAB EMIRATES	136.4%*	10,734,000
02	SAUDI ARABIA	135.0%*	35,100,500
03	LIBYA	127.5%*	5,900,000
04	ANGUILLA	126.1%*	16,000
05	KUWAIT	125.7%*	4,153,000
06	IRAQ	122.8%*	31,953,500
07	NAURU	117.8%*	8,350
08	QATAR	116.2%*	2,596,000
09	MONGOLIA	114.0%*	2,500,000
10	MALAYSIA	113.6%*	28,678,000

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

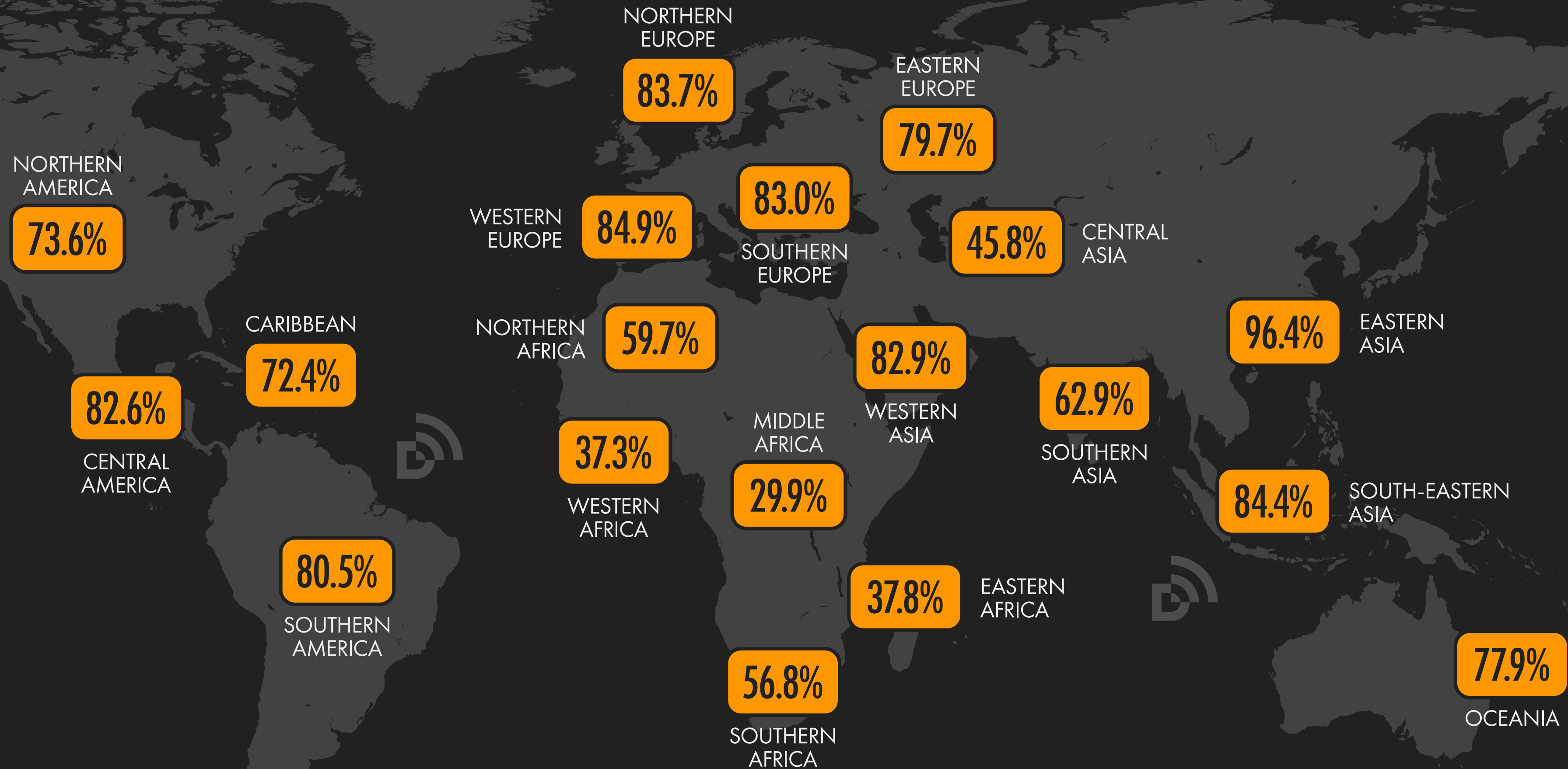
#	LOWEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
229	NORTH KOREA <sup>1</sup>	[N/A]	[BLOCKED]
228	ERITREA	0.7%	13,800
227	TURKMENISTAN	2.5%	104,450
226	NIGER	5.0%	610,850
225	CENTRAL AFRICAN REPUBLIC	6.1%	159,350
224	ETHIOPIA	10.2%	7,050,000
223	UGANDA	10.7%	2,550,000
222	SUDAN	11.3%	2,911,500
221	CHAD	11.4%	973,000
220	RWANDA	11.8%	930,000

**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. (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)



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES. **ADVISORY:** 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. SEE [NOTES ON DATA](#).

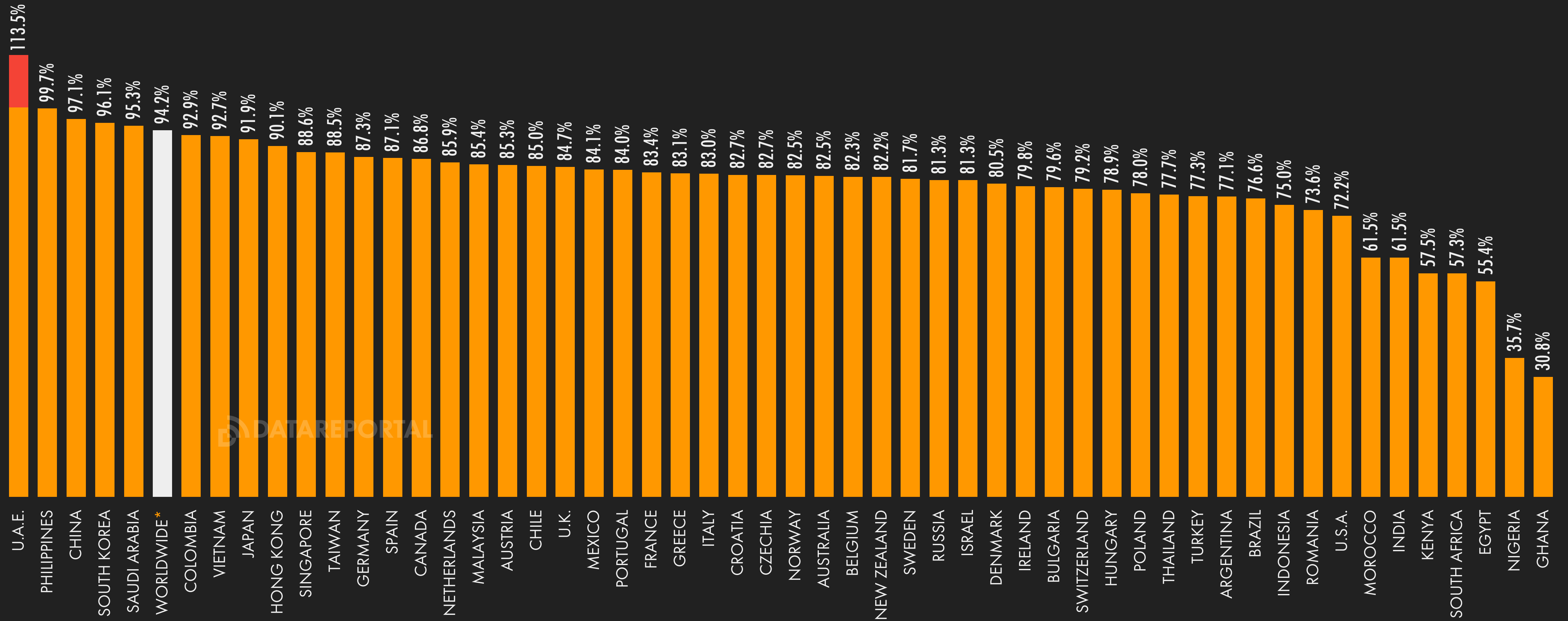
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# SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

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 GLOBAL SOCIAL MEDIA USE USES 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	TURKS & CAICOS ISLANDS	132.8%*	66.4%
02	RÉUNION	125.1%*	50.6%
03	CAMBODIA	120.5%*	68.4%
04	PALAU	117.9%*	80.0%
05	NORTHERN MARIANA ISLANDS	117.2%*	59.3%
06	ST. MAARTEN	115.1%*	69.0%
07	UNITED ARAB EMIRATES	113.5%*	112.3%*
08	COOK ISLANDS	111.3%*	60.1%
09	TONGA	106.9%*	61.4%
10	BRITISH VIRGIN ISLANDS	101.7%*	79.0%

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

#	LOWEST ADOPTION	vs. INTERNET	vs. POPULATION
231	ERITREA	1.4%	0.4%
230	TURKMENISTAN	4.3%	1.7%
229	NIGER	13.0%	2.2%
228	EQUATORIAL GUINEA	15.6%	10.4%
227	RWANDA	19.0%	6.5%
226	UGANDA	19.5%	5.3%
225	SUDAN	20.8%	6.0%
224	MALAWI	22.2%	6.1%
223	DEM. REP. OF THE CONGO	22.8%	6.2%
222	CHAD	23.3%	5.2%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; 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. **ADVISORY:** SOCIAL MEDIA 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](#).



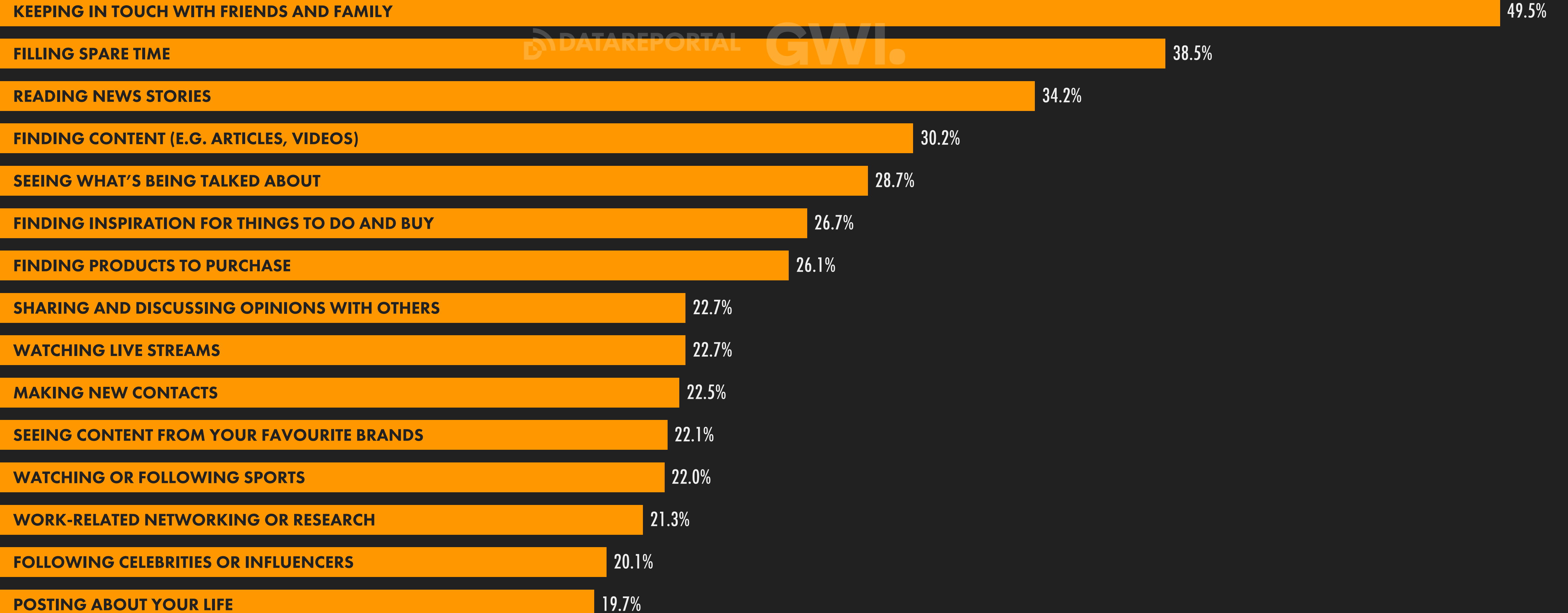
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# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW



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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

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
FRIENDS & FAMILY	47.5%	FRIENDS & FAMILY	46.6%	FRIENDS & FAMILY	50.1%	FRIENDS & FAMILY	52.7%	FRIENDS & FAMILY	54.5%
FILL UP SPARE TIME	43.9%	FILL UP SPARE TIME	38.9%	FILL UP SPARE TIME	37.6%	READ NEWS STORIES	37.3%	READ NEWS STORIES	37.9%
FIND CONTENT (E.G. VIDEOS)	34.5%	READ NEWS STORIES	33.0%	READ NEWS STORIES	36.9%	FILL UP SPARE TIME	35.7%	FILL UP SPARE TIME	31.9%
SEE TRENDING TOPICS	32.3%	FIND CONTENT (E.G. VIDEOS)	31.7%	FIND CONTENT (E.G. VIDEOS)	29.6%	FIND CONTENT (E.G. VIDEOS)	27.0%	FIND PRODUCTS TO BUY	24.3%
READ NEWS STORIES	29.2%	SEE TRENDING TOPICS	30.0%	SEE TRENDING TOPICS	29.2%	FIND PRODUCTS TO BUY	26.7%	FIND CONTENT (E.G. VIDEOS)	23.3%
IDEAS: THINGS TO DO & BUY	28.9%	IDEAS: THINGS TO DO & BUY	27.9%	FIND PRODUCTS TO BUY	28.1%	SEE TRENDING TOPICS	25.9%	IDEAS: THINGS TO DO & BUY	21.7%
INFLUENCERS & CELEBRITIES	24.9%	FIND PRODUCTS TO BUY	26.3%	IDEAS: THINGS TO DO & BUY	26.9%	IDEAS: THINGS TO DO & BUY	24.5%	SEE TRENDING TOPICS	21.6%
AVOID MISSING OUT	24.5%	WATCH LIVE STREAMS	24.7%	ACTIVITIES FOR WORK	23.9%	SHARE & DISCUSS OPINIONS	22.1%	SHARE & DISCUSS OPINIONS	21.1%
FIND PRODUCTS TO BUY	24.3%	SEE CONTENT FROM BRANDS	23.8%	WATCH LIVE STREAMS	23.8%	ACTIVITIES FOR WORK	21.1%	FIND LIKE-MINDED PEOPLE	18.6%
MAKE NEW CONTACTS	24.2%	WATCH OR FOLLOW SPORTS	23.7%	SHARE & DISCUSS OPINIONS	23.7%	WATCH LIVE STREAMS	21.0%	MAKE NEW CONTACTS	17.8%



we  
are  
social

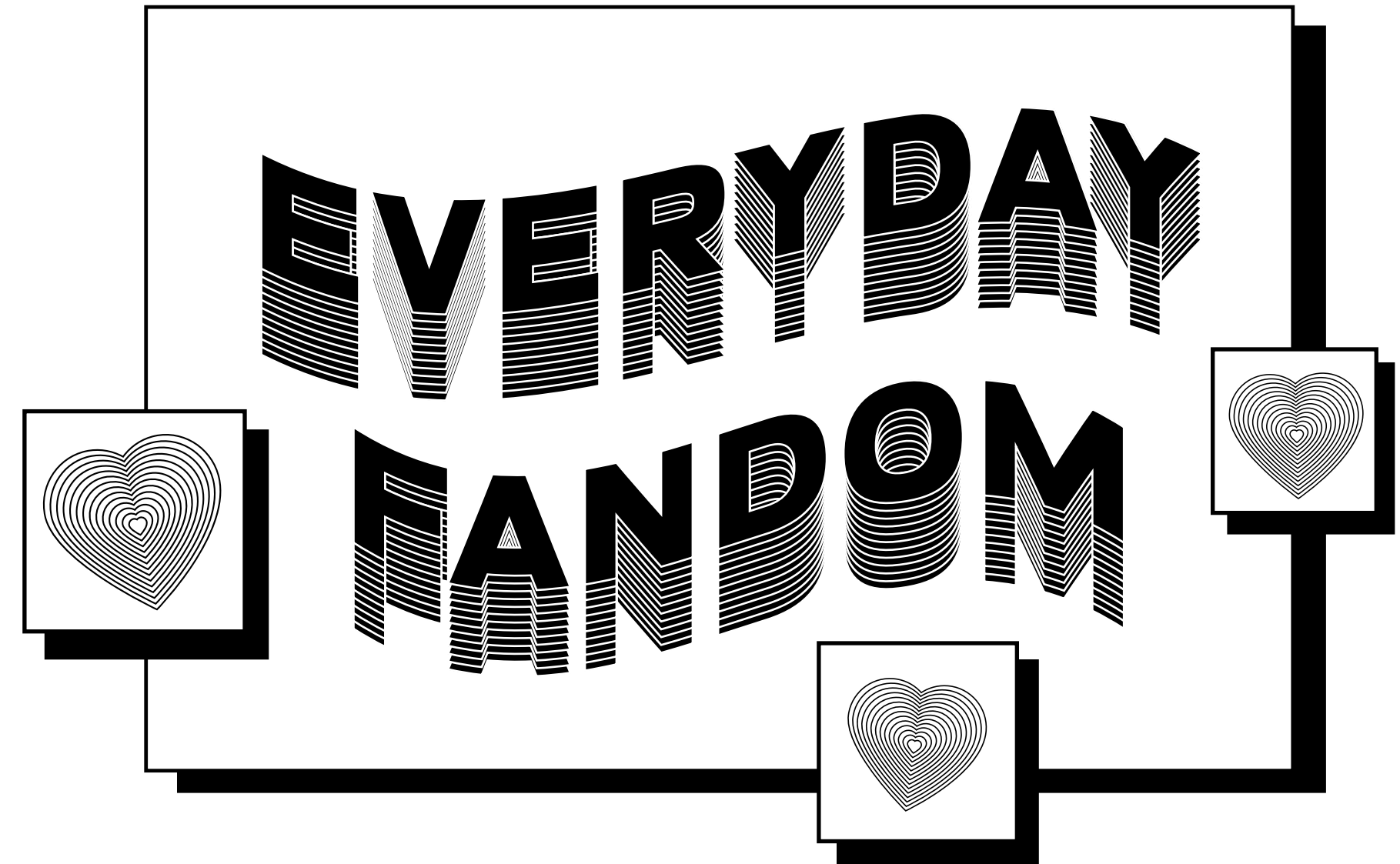
# Think Forward

THE SOCIAL RECKONING

FEATURED TREND

**IN A NEW ERA OF SOCIAL,  
EVERY BRAND WILL BE JUDGED**

Dive into We Are Social's latest trends report.



In search of mainstream collectivity,  
everyday people are acting like ultra-fans.



Explore the trends:

[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)





# 3 Strategy Questions Answered

from Meltwater's [State of Social Media 2024](#)



## How are organizations using social media marketing?

Around half of respondents use it to raise brand awareness.



## Which channels are marketers planning on investing in more?

LinkedIn, TikTok, and YouTube top marketers' to-invest lists.



## What are the main challenges of managing social media today?

More than half of marketers say that team bandwidth is their biggest challenge.

Learn how else marketing professionals are using social in the [State of Social Media 2024](#) report.

# State of Social Media 2024



Download the report



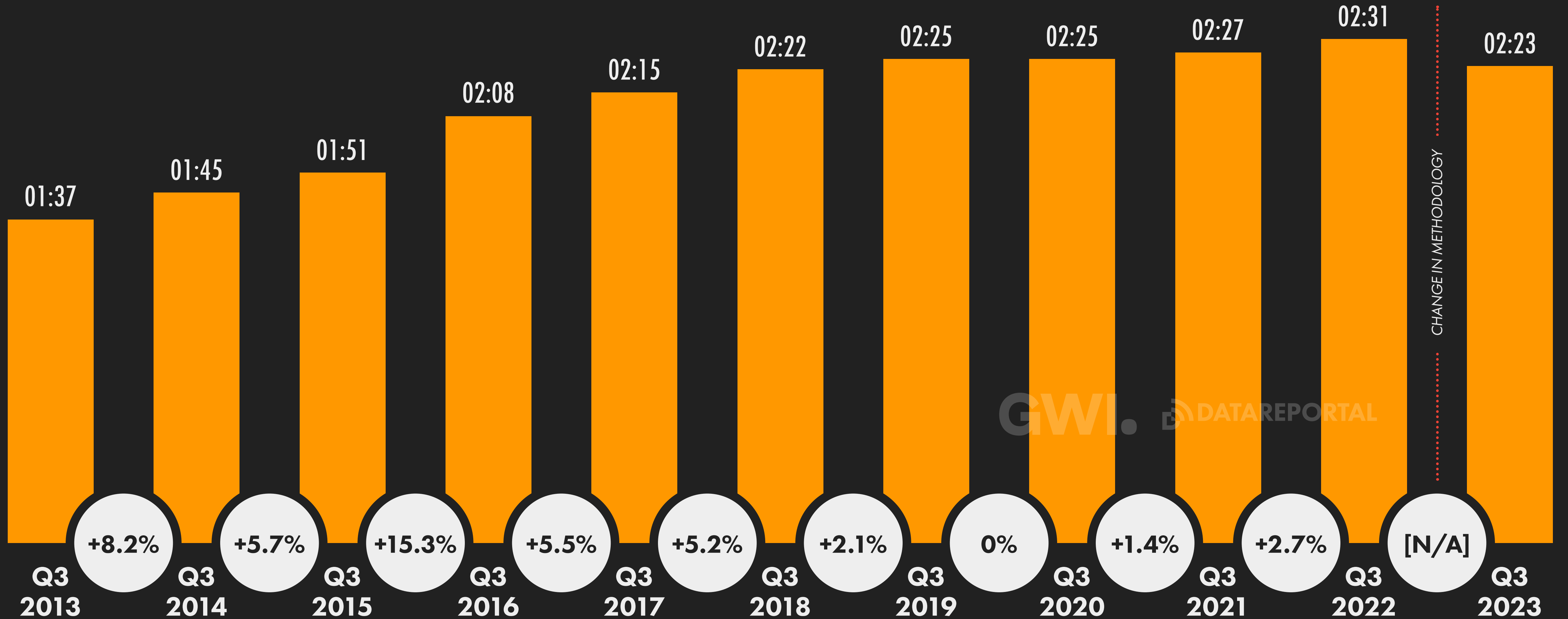
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# DAILY TIME SPENT USING SOCIAL MEDIA (YOY)

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW





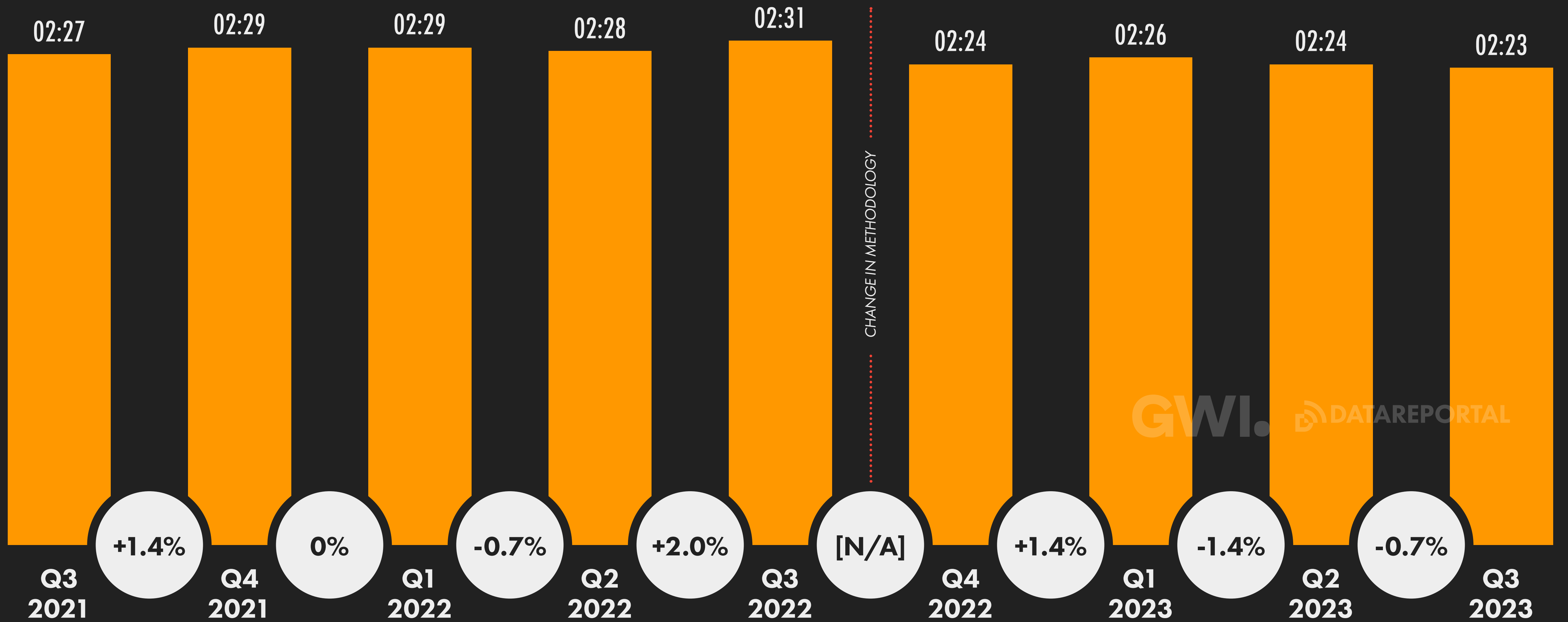
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# DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



GLOBAL OVERVIEW



GWI. DATAREPORTAL

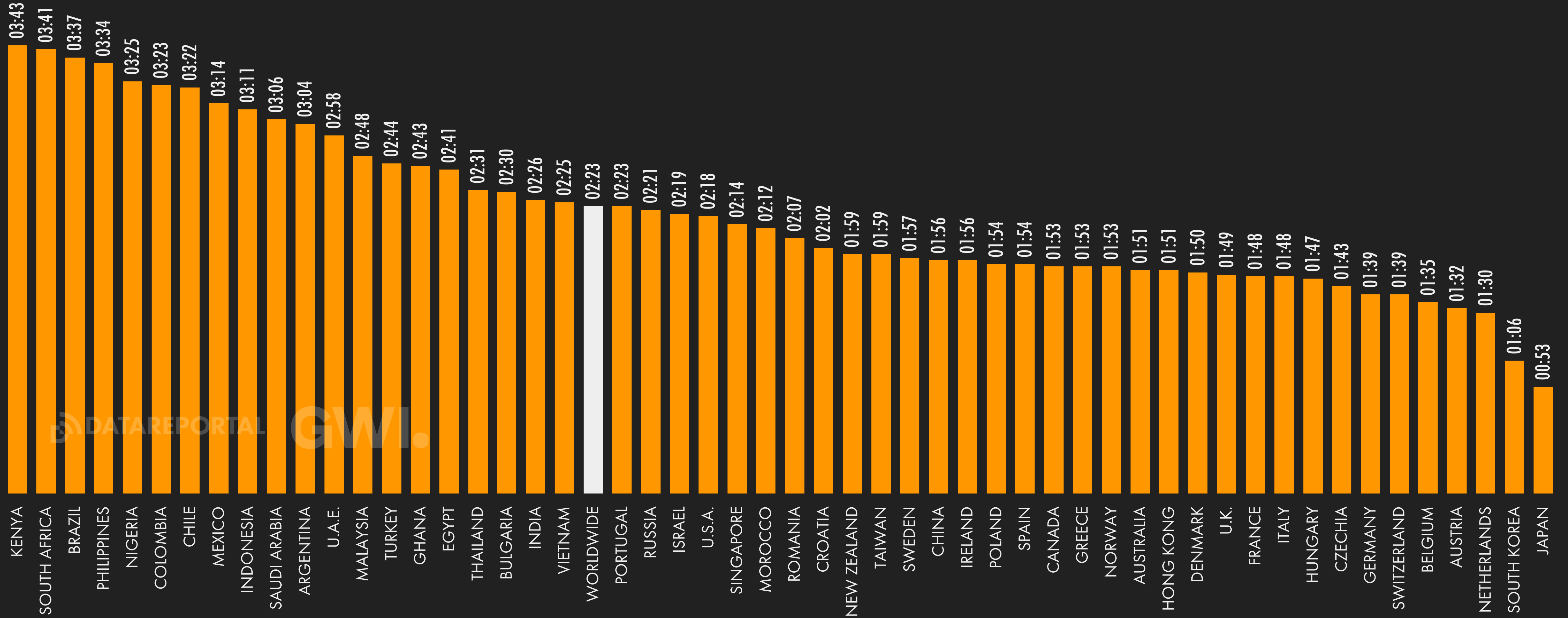
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# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



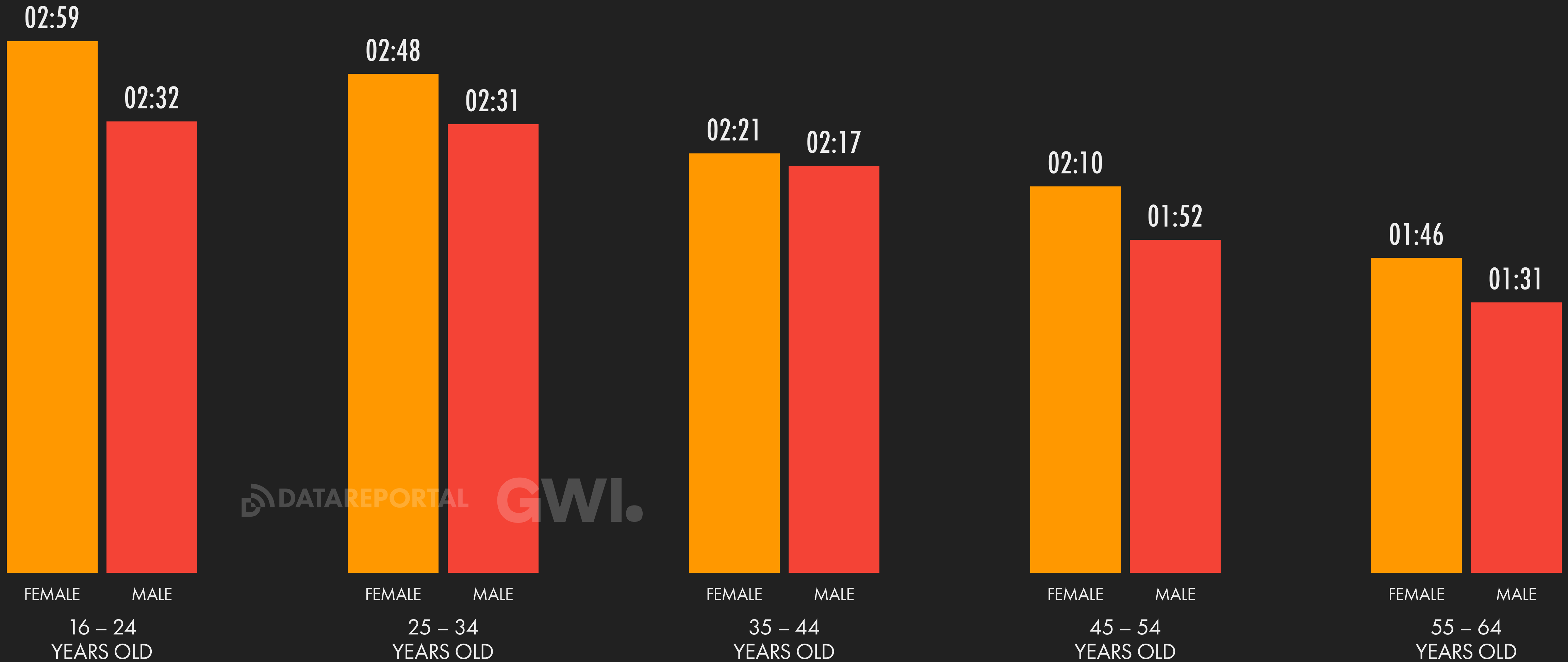
GLOBAL OVERVIEW



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# DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



DATA REPORTAL GWI.

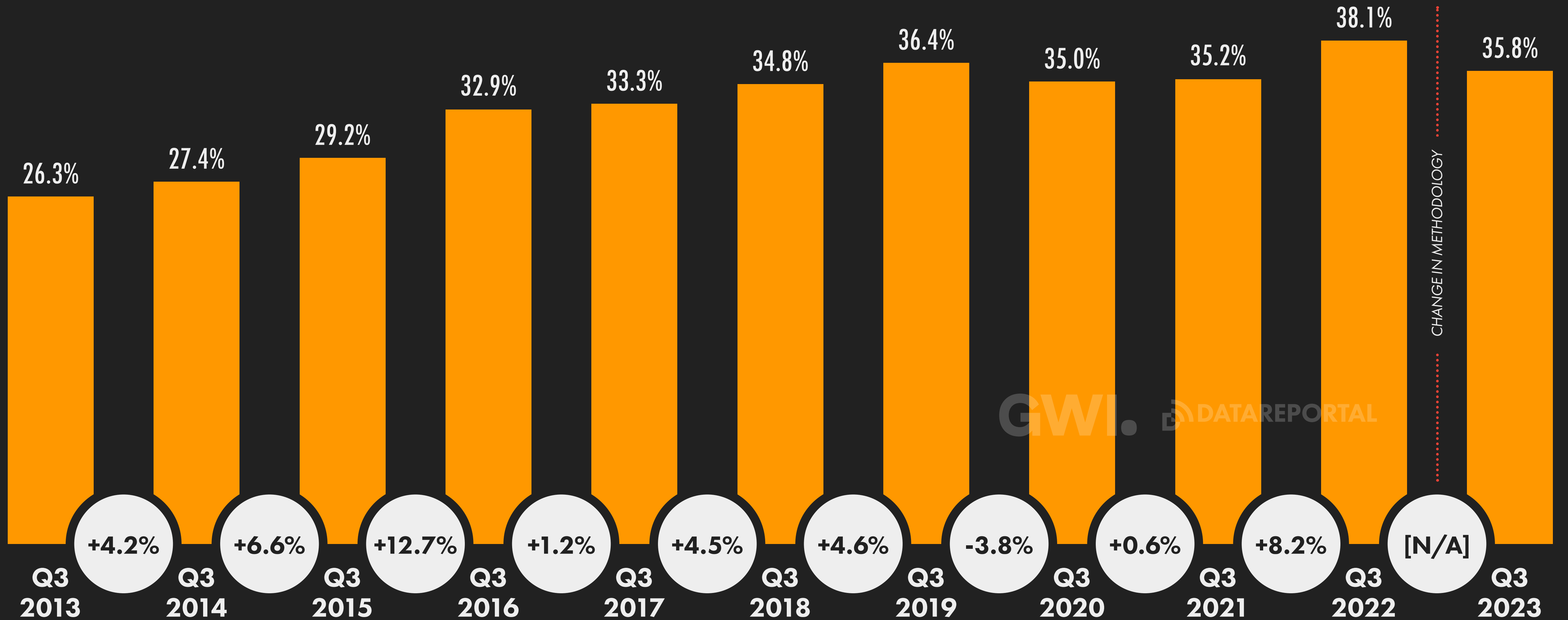
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME (YOY)

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



GLOBAL OVERVIEW



GWIDATAREPORTAL

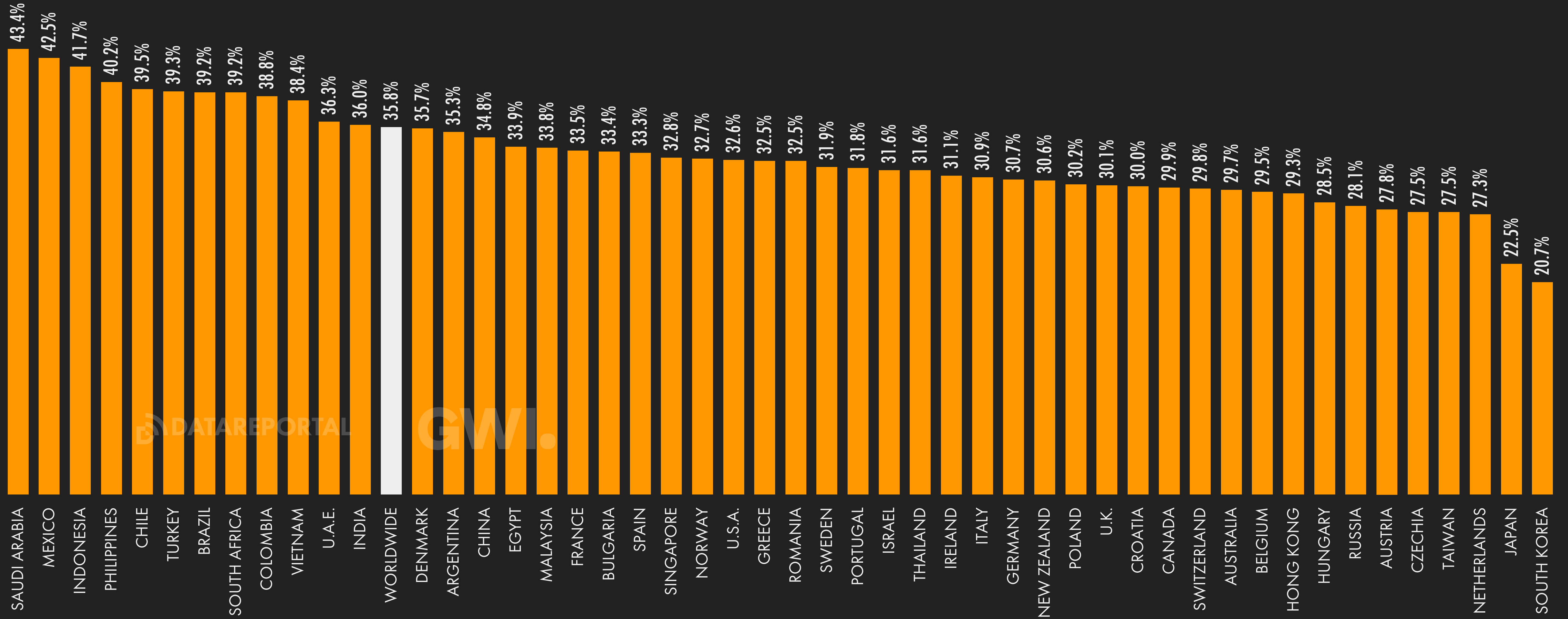
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64



GLOBAL OVERVIEW



DATA REPORTAL

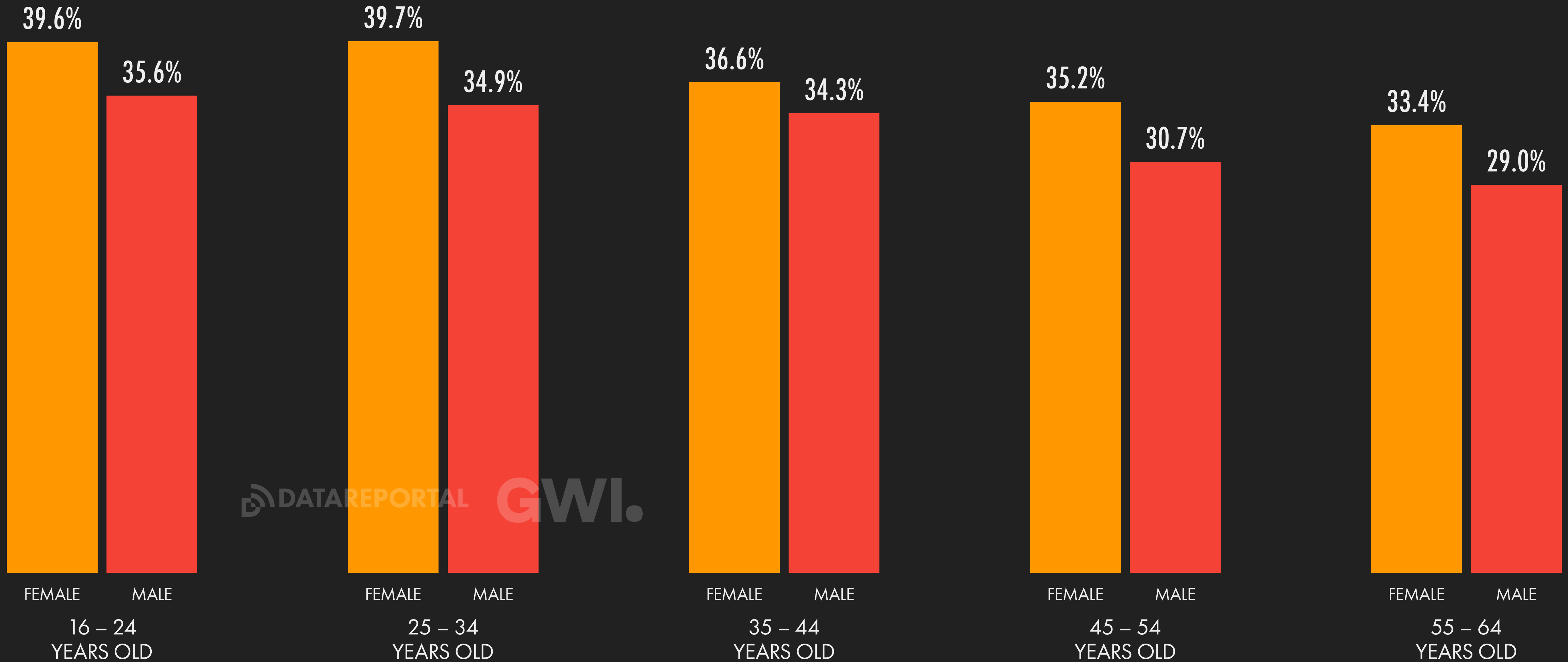
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

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



DATA REPORTAL GWI.

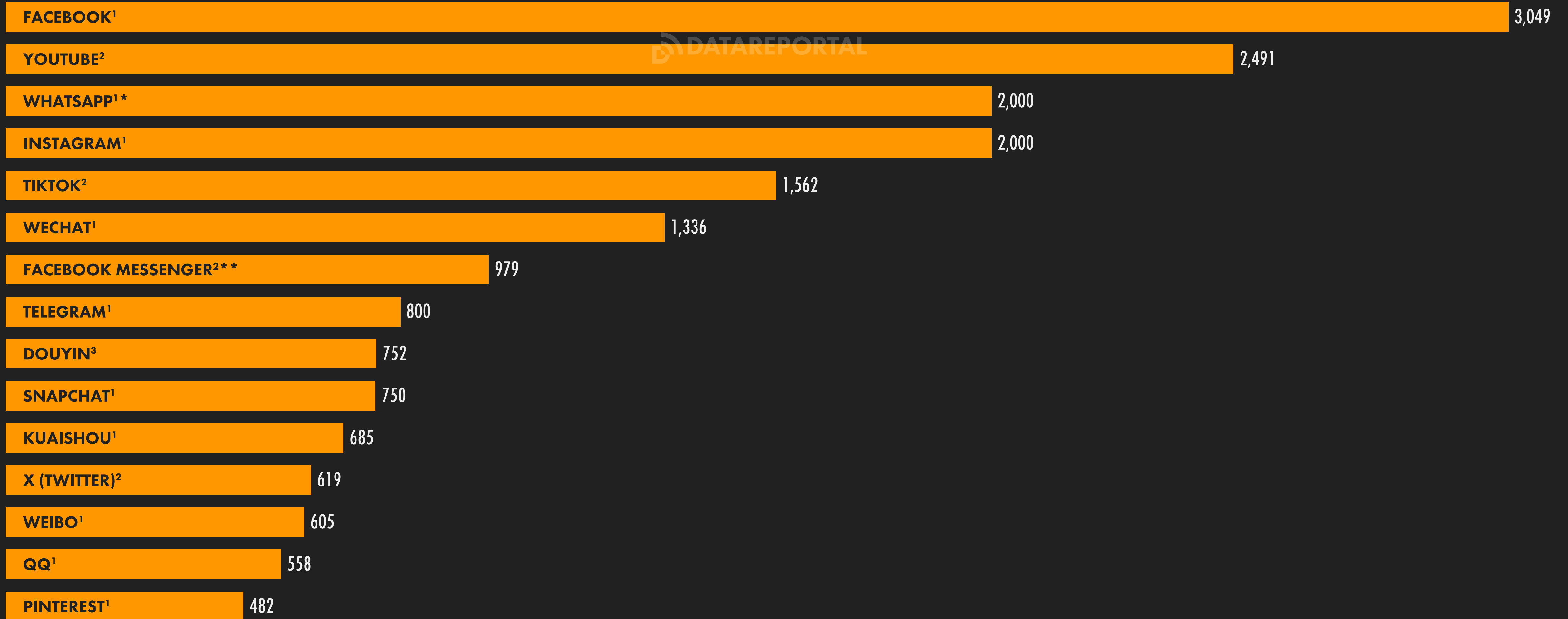
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# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) IIMEDIA. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** (\*) THESE PLATFORMS HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS REPRESENTATIVE. (\*\*) SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, SO THE FIGURE SHOWN HERE MAY UNDER-REPRESENT FACEBOOK MESSENGER'S ACTUAL AUDIENCE. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

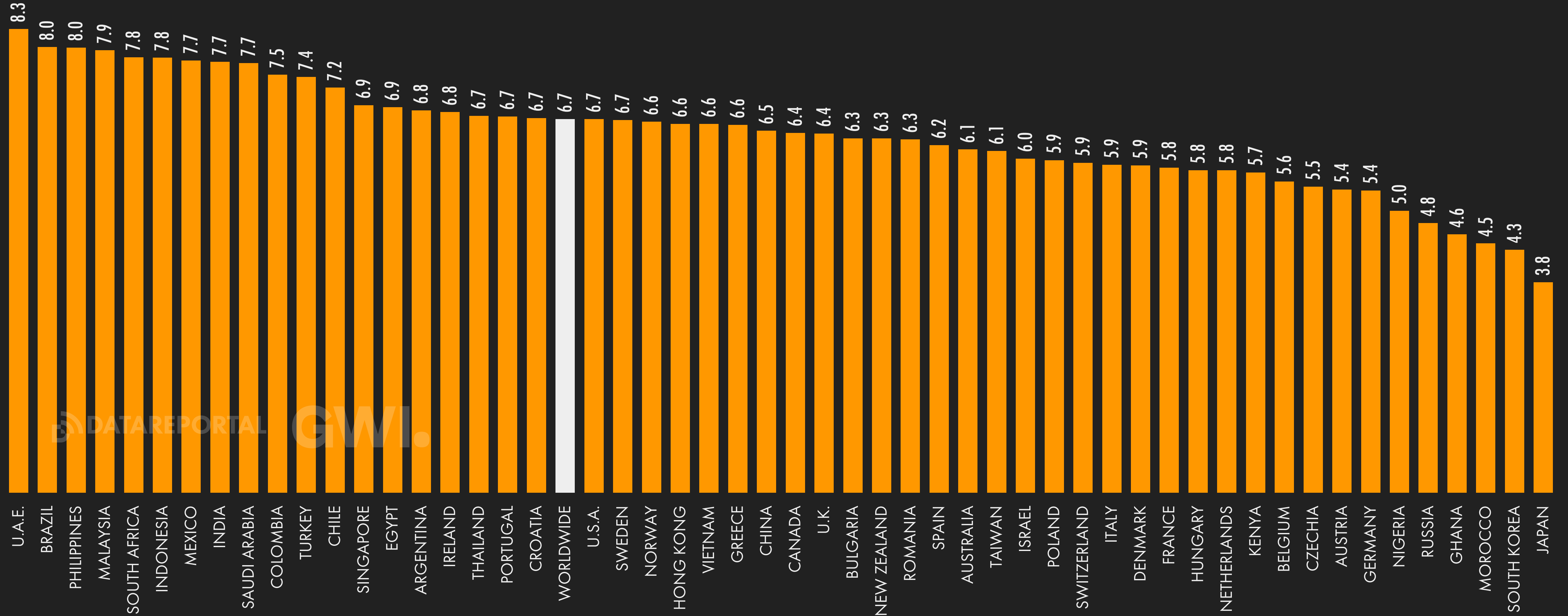
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

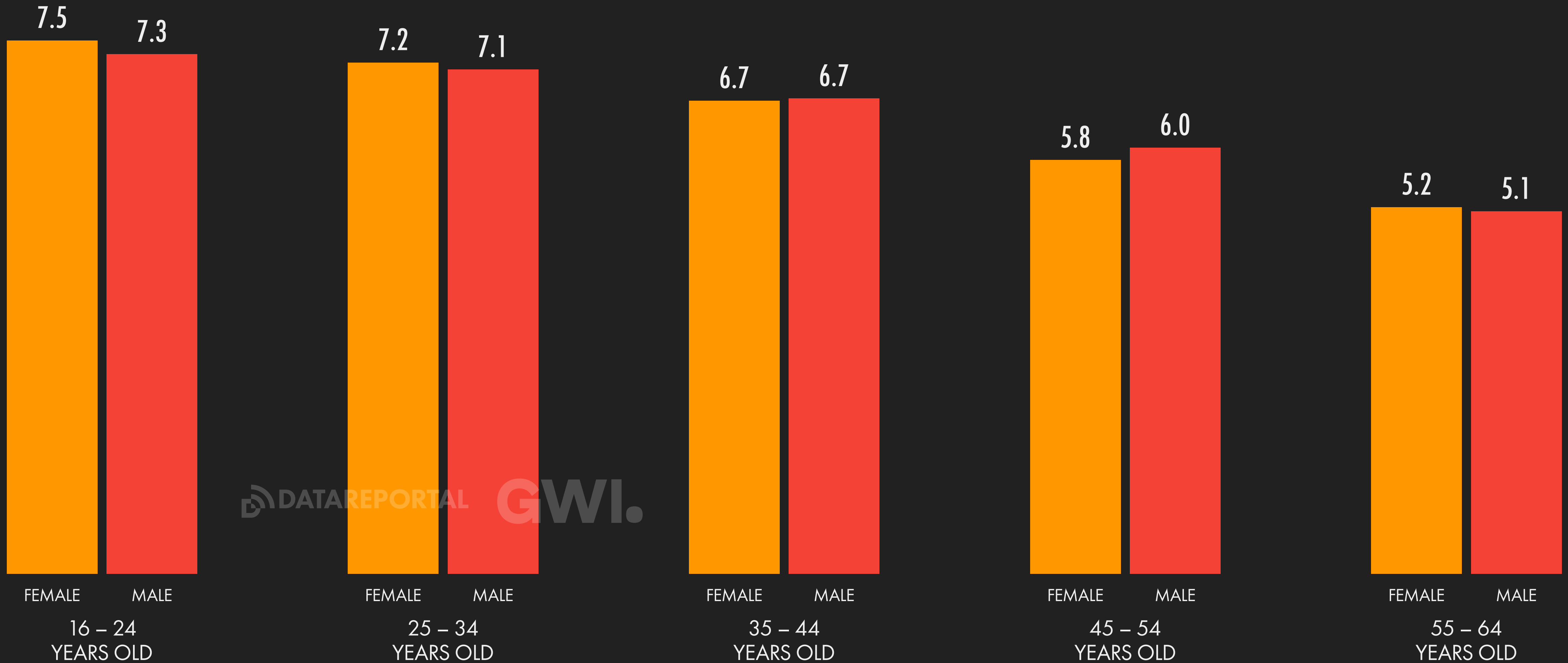
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING FACEBOOK	USING YOUTUBE	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X (TWITTER)	USING REDDIT	USING PINTEREST	USING DISCORD	USING LINKEDIN	USING LINE
FACEBOOK USERS	0.5%	100%	74.7%	73.6%	78.9%	52.3%	44.4%	31.4%	46.1%	12.5%	33.0%	12.5%	30.5%	9.9%
YOUTUBE USERS	1.0%	75.9%	100%	70.8%	77.2%	47.8%	47.7%	30.6%	48.2%	15.0%	35.7%	16.0%	31.0%	12.1%
WHATSAPP USERS	0.7%	77.2%	75.5%	100%	78.7%	48.7%	51.0%	32.9%	45.0%	11.3%	33.9%	12.8%	31.0%	6.4%
INSTAGRAM USERS	0.2%	80.8%	77.4%	76.7%	100%	52.8%	48.8%	35.6%	51.2%	13.6%	37.1%	14.6%	31.1%	10.9%
TIKTOK USERS	0.1%	81.5%	77.7%	72.2%	80.4%	100%	47.9%	35.3%	52.9%	14.7%	39.2%	15.9%	28.7%	12.8%
TELEGRAM USERS	0.1%	77.9%	82.0%	85.2%	83.7%	54.0%	100%	37.9%	55.6%	14.3%	39.0%	17.9%	36.2%	9.5%
SNAPCHAT USERS	<0.1%	80.5%	80.9%	80.4%	89.4%	58.1%	55.3%	100%	56.0%	19.9%	44.6%	18.9%	37.2%	8.8%
X (TWITTER) USERS	0.1%	81.2%	80.8%	75.6%	88.1%	59.9%	55.8%	38.5%	100%	19.9%	41.5%	20.5%	39.6%	15.4%
REDDIT USERS	0.1%	79.1%	82.8%	67.7%	83.7%	59.5%	51.4%	49.1%	71.3%	100%	58.2%	43.6%	52.1%	11.9%
PINTEREST USERS	0.1%	79.7%	79.7%	77.9%	87.4%	60.7%	53.6%	41.9%	56.9%	22.3%	100%	20.8%	42.4%	11.2%
DISCORD USERS	<0.1%	75.9%	85.7%	73.7%	86.4%	61.9%	61.7%	44.8%	70.6%	41.9%	52.2%	100%	43.4%	15.3%
LINKEDIN USERS	0.1%	85.5%	79.0%	82.9%	85.2%	51.8%	57.9%	40.7%	63.1%	23.2%	49.3%	20.1%	100%	10.6%
LINE USERS	2.9%	69.5%	80.4%	42.6%	74.8%	57.8%	38.2%	24.1%	61.4%	13.3%	32.5%	17.7%	26.5%	100%

**SOURCE:** GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



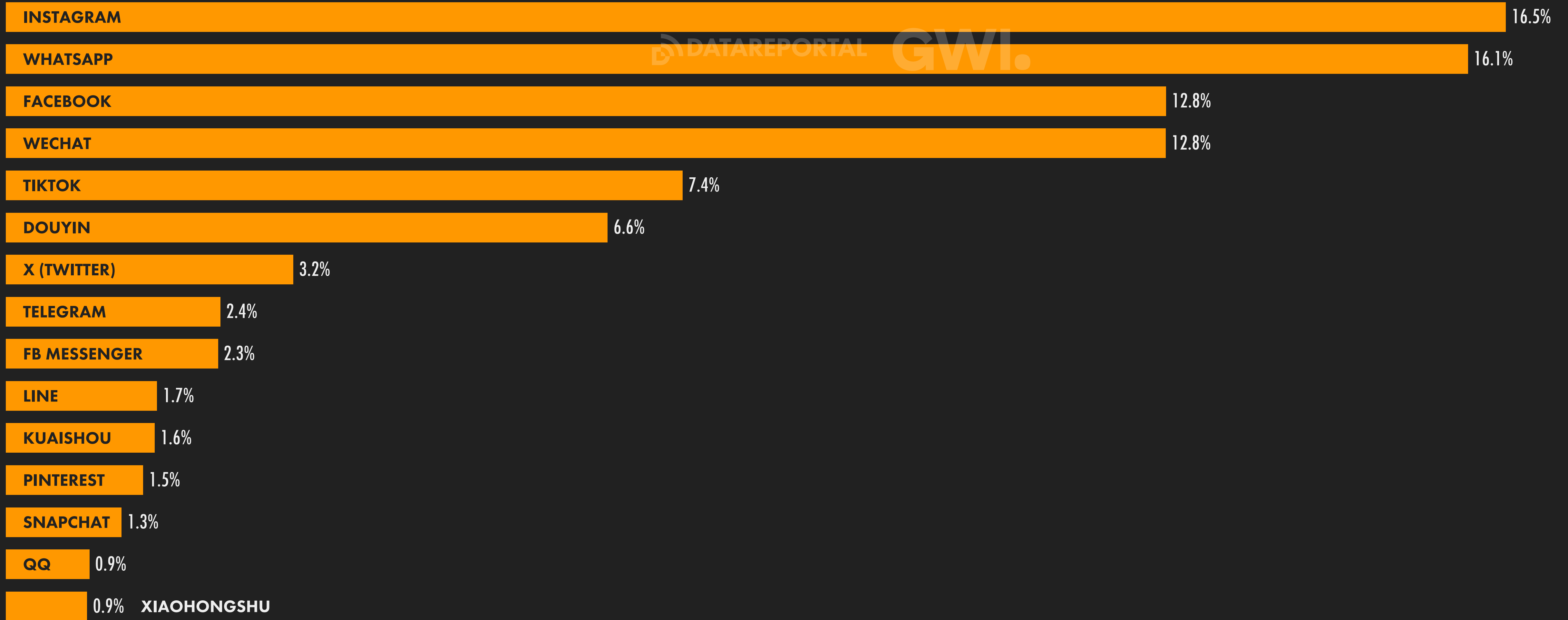
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# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 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:** METHODOLOGY CHANGES. 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



## 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	25.5%	20.1%	15.5%	11.9%	9.9%
WHATSAPP	12.0%	14.2%	15.6%	17.6%	19.8%
FACEBOOK	5.4%	11.5%	13.4%	14.7%	16.9%
WECHAT	8.5%	13.0%	15.3%	14.3%	12.8%
TIKTOK	14.7%	9.4%	6.8%	5.5%	4.3%
DOUYIN	5.4%	7.2%	8.6%	6.4%	4.7%
X (TWITTER)	3.8%	2.6%	1.7%	2.0%	1.7%
TELEGRAM	2.3%	2.0%	1.7%	1.7%	1.8%
FB MESSENGER	1.8%	2.6%	2.5%	2.9%	3.3%
LINE	0.6%	1.0%	1.8%	3.0%	3.8%

## 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	26.2%	17.5%	11.2%	8.2%	6.0%
WHATSAPP	14.8%	15.5%	17.4%	19.3%	20.4%
FACEBOOK	8.4%	13.9%	15.1%	16.3%	18.4%
WECHAT	8.9%	12.6%	15.0%	15.4%	14.1%
TIKTOK	9.1%	6.3%	5.4%	4.6%	3.4%
DOUYIN	5.3%	7.7%	7.9%	5.5%	5.8%
X (TWITTER)	3.9%	4.0%	3.9%	3.4%	3.1%
TELEGRAM	3.3%	2.7%	2.6%	2.5%	2.6%
FB MESSENGER	1.7%	2.3%	2.2%	2.5%	2.3%
LINE	0.7%	1.1%	1.6%	2.6%	3.2%

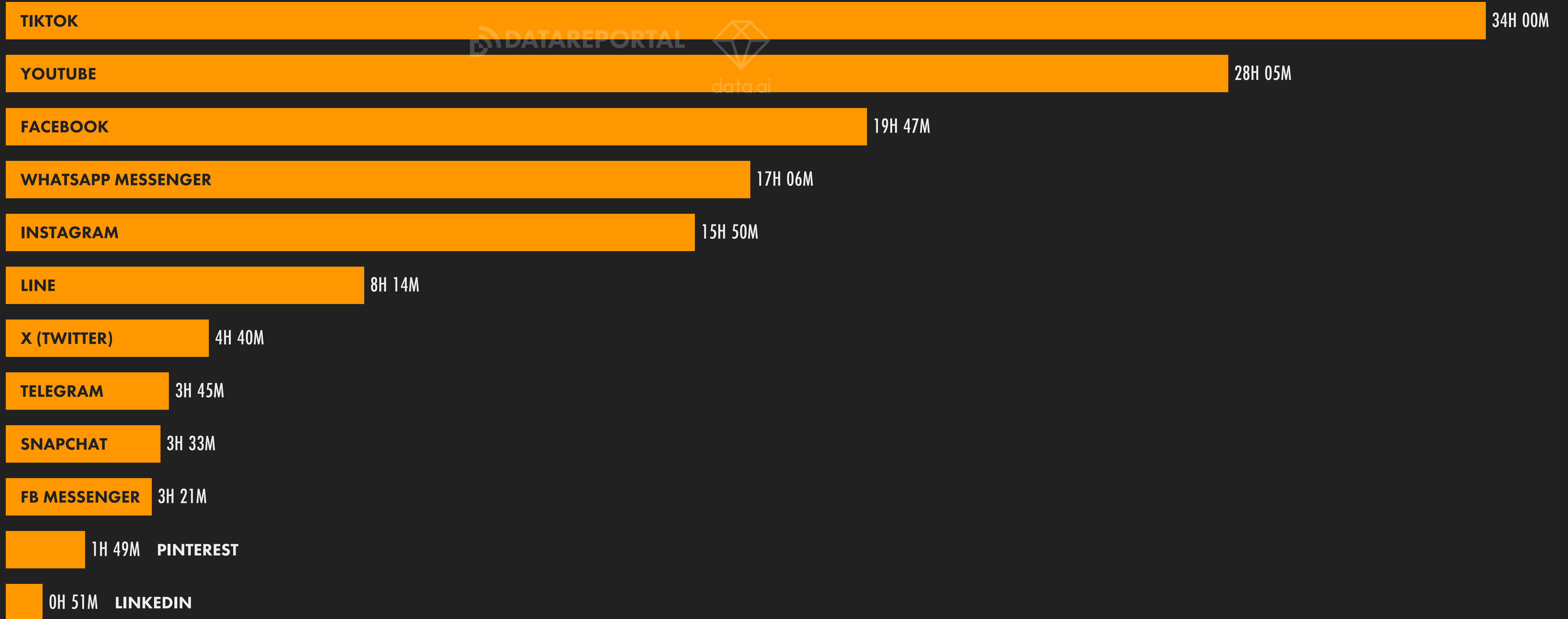
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# TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



GLOBAL OVERVIEW



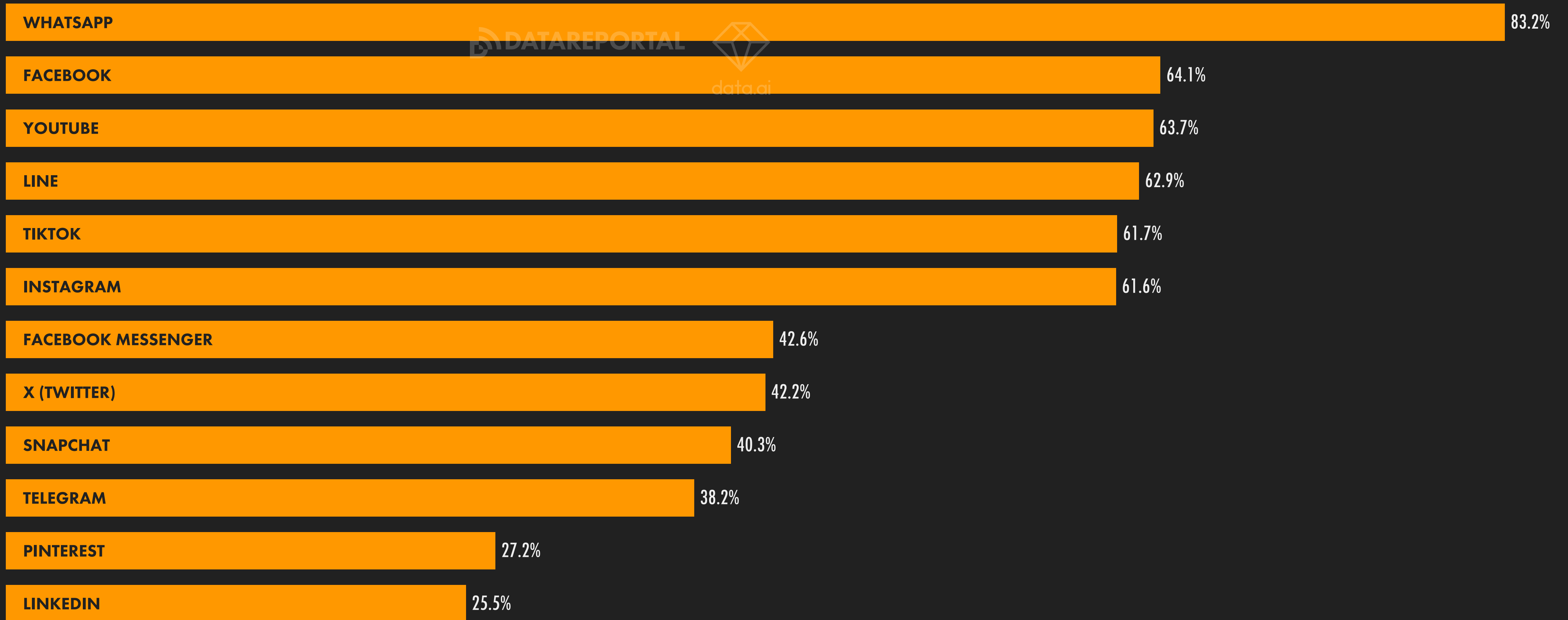
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# DAILY USE OF SOCIAL MEDIA APPS

PERCENTAGE OF DAYS BETWEEN 01 JULY AND 30 SEPTEMBER 2023 THAT MONTHLY ACTIVE USERS OF THE RESPECTIVE ANDROID APP OPENED THAT APP



GLOBAL OVERVIEW



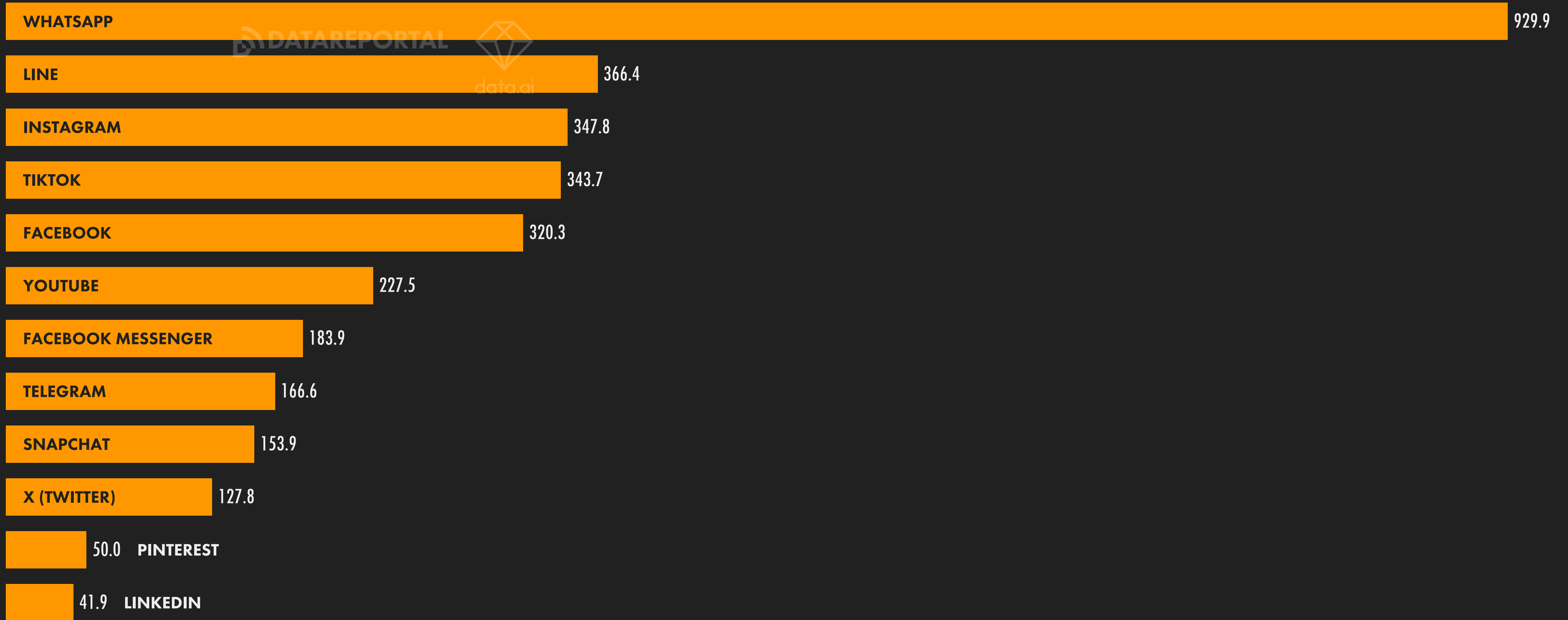
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# MONTHLY SOCIAL MEDIA APP SESSIONS

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



GLOBAL OVERVIEW



**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** "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 BETWEEN 01 JULY AND 30 SEPTEMBER 2023. 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.



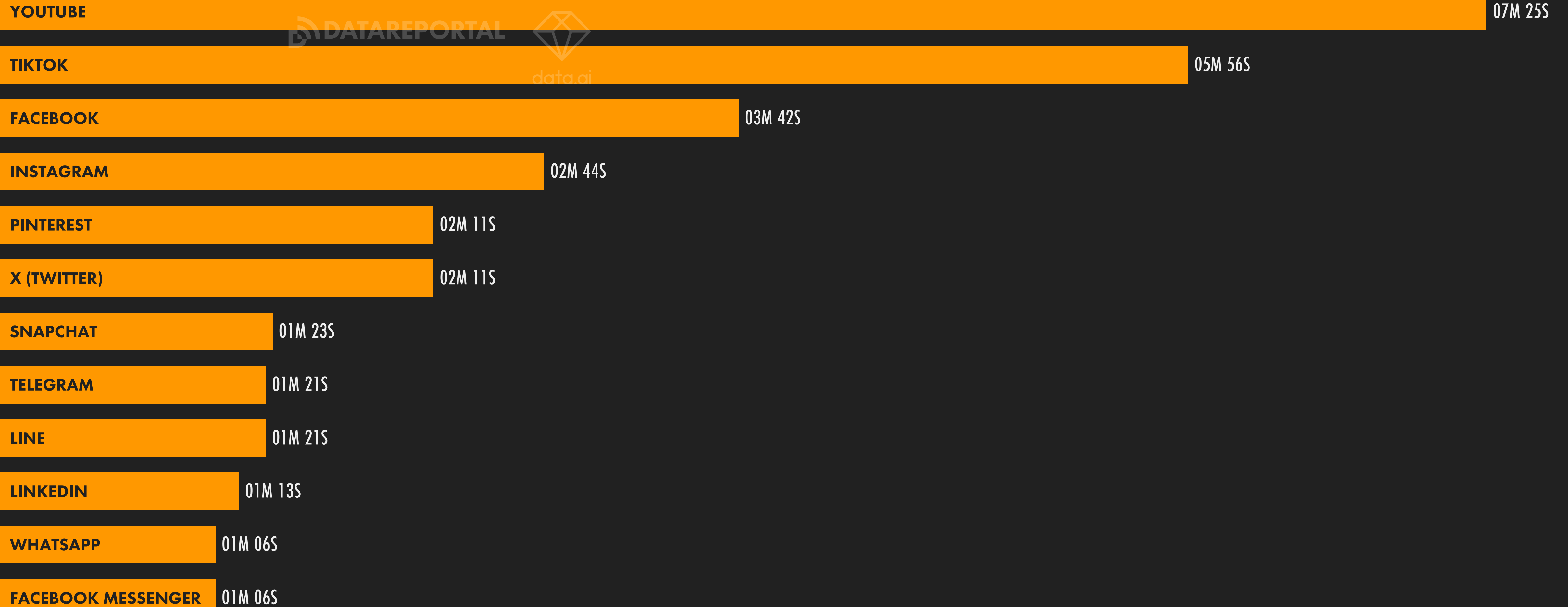
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# SOCIAL MEDIA APP SESSION DURATION

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 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



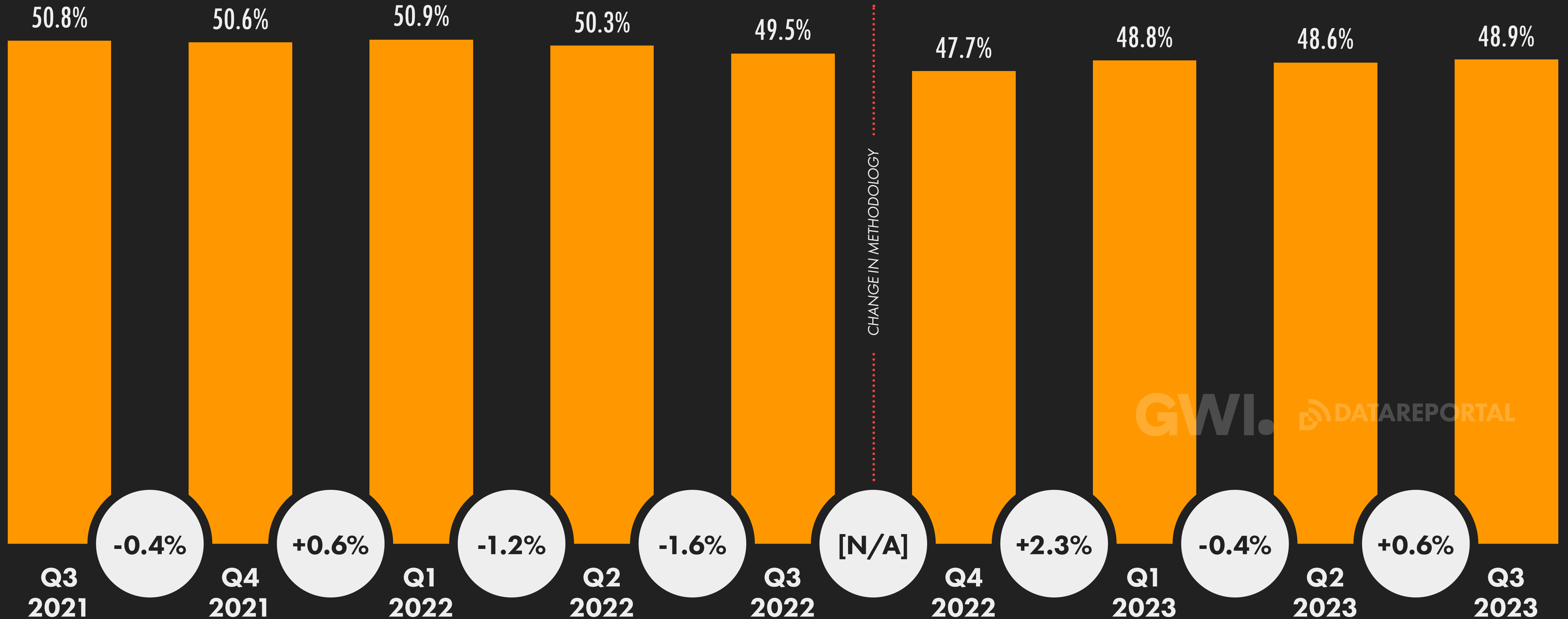
SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	54.9%	54.3%	58.7%	<b>72.6%</b>	63.5%
INSTAGRAM	64.8%	62.7%	52.5%	58.3%	<b>70.4%</b>
	GWI.		GWI.		
TIKTOK	<b>80.3%</b>	44.9%	39.0%	17.9%	39.4%
LINKEDIN	10.0%	24.1%	<b>27.7%</b>	11.7%	14.7%
SNAPCHAT	35.1%	22.1%	21.1%	38.7%	<b>42.9%</b>
	GWI.		GWI.		
X (TWITTER)	34.9%	35.7%	<b>60.6%</b>	19.0%	27.2%
REDDIT	<b>33.0%</b>	28.7%	31.0%	7.4%	13.0%
PINTEREST	20.9%	<b>36.6%</b>	13.3%	6.0%	13.6%

**SOURCE:** GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN  
2024

# SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

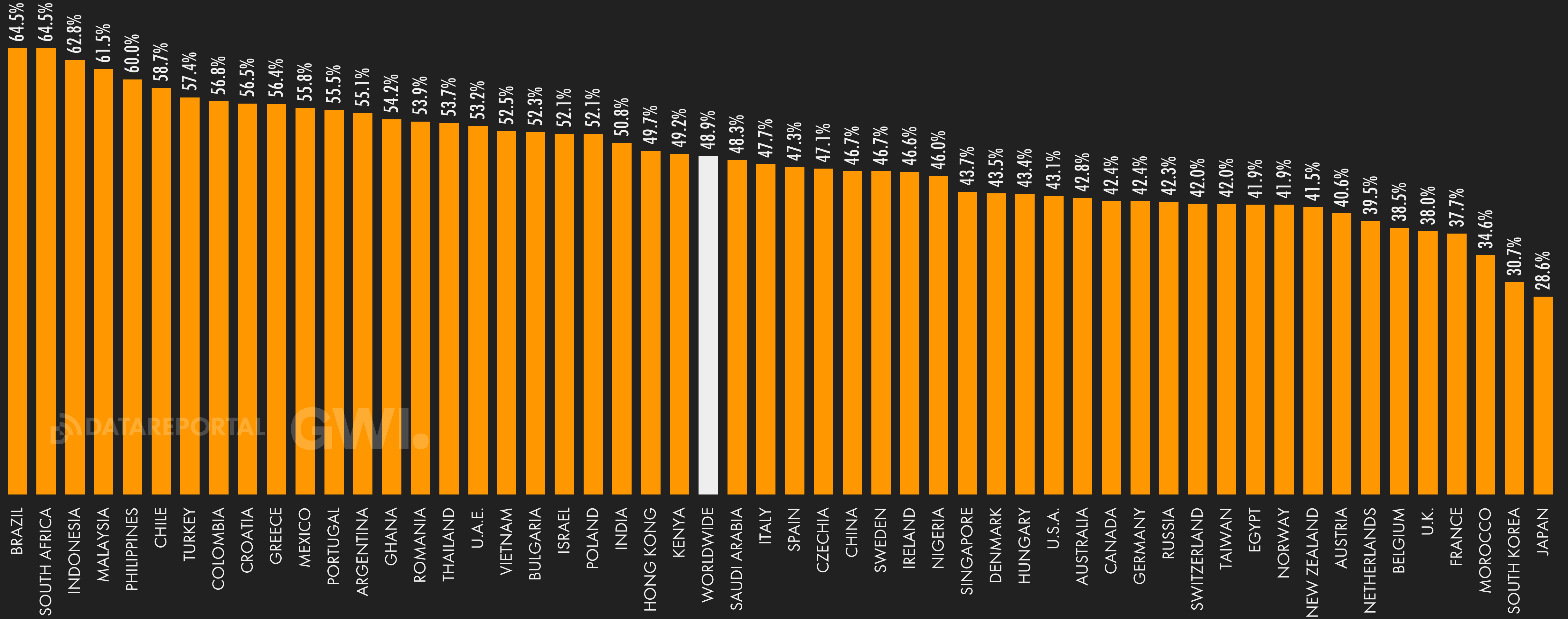
JAN  
2024

# SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 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. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



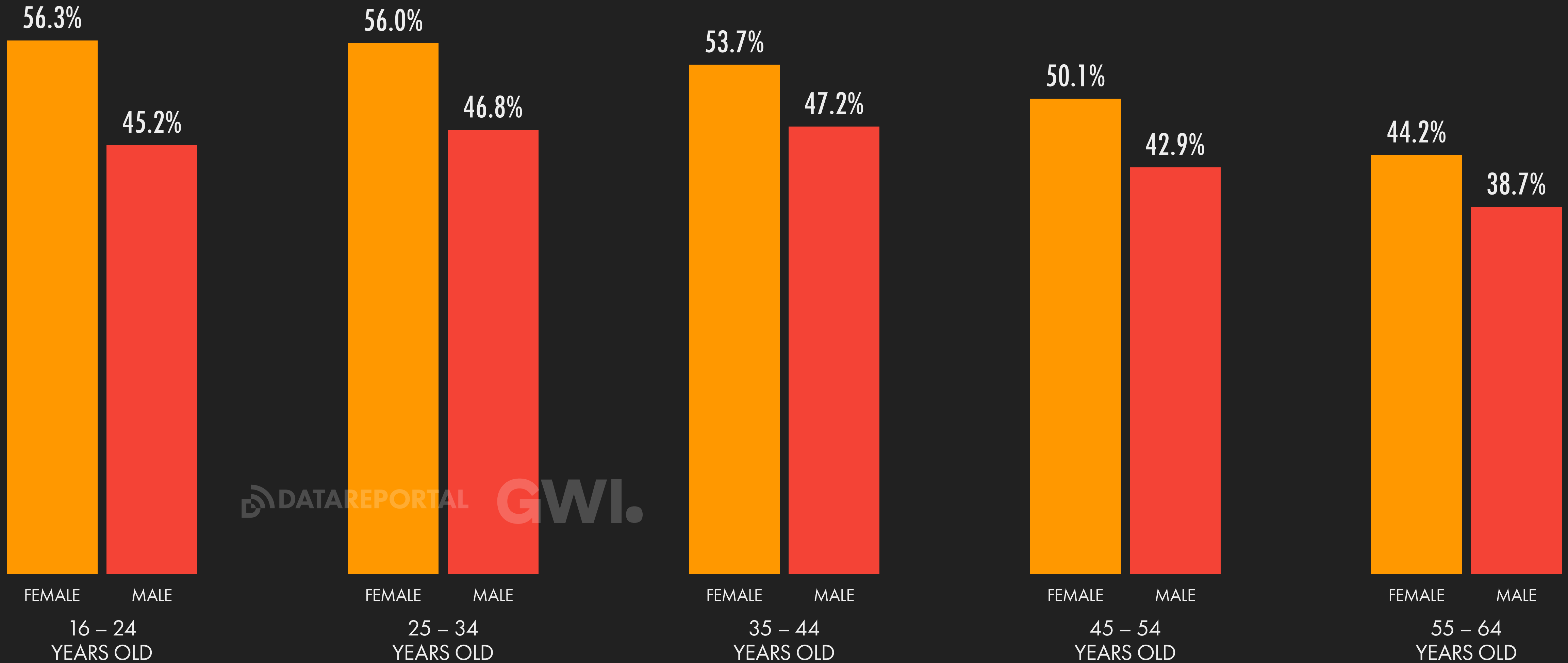
JAN  
2024

# 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



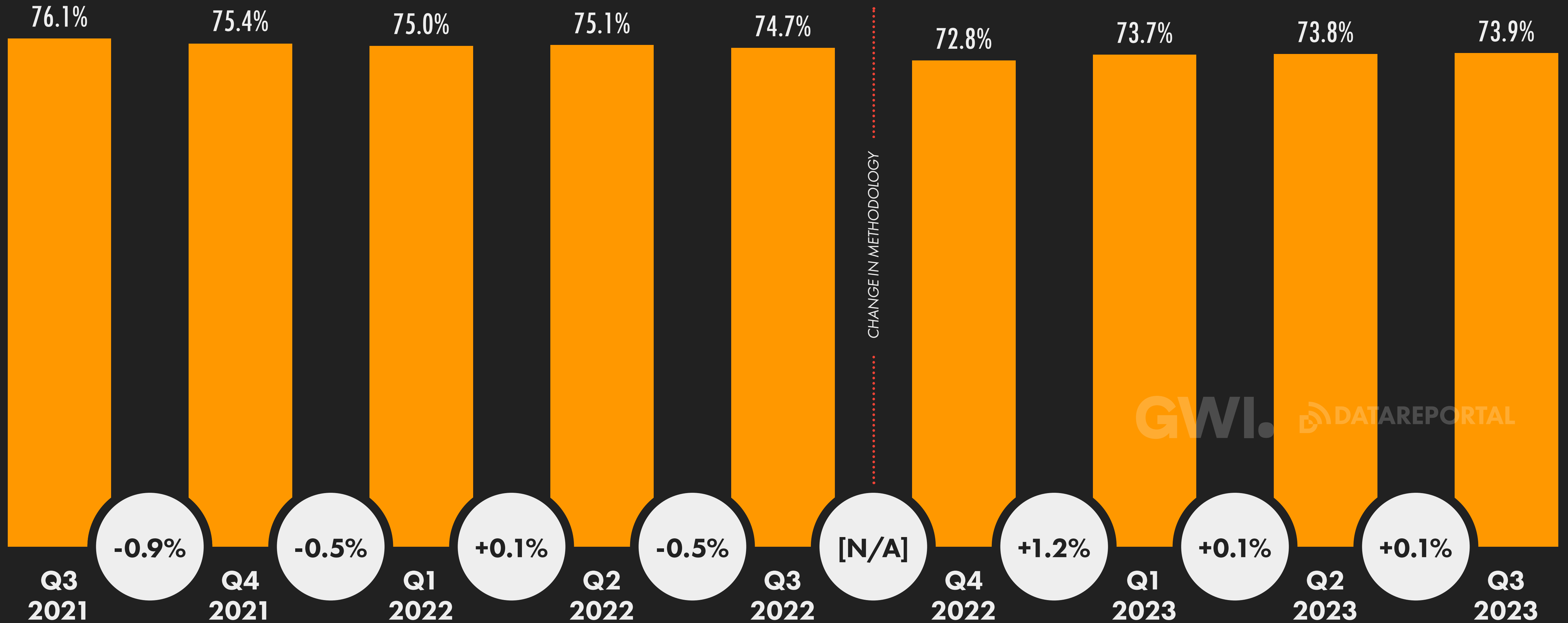
DATA REPORTAL GWI.



JAN  
2024

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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. TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

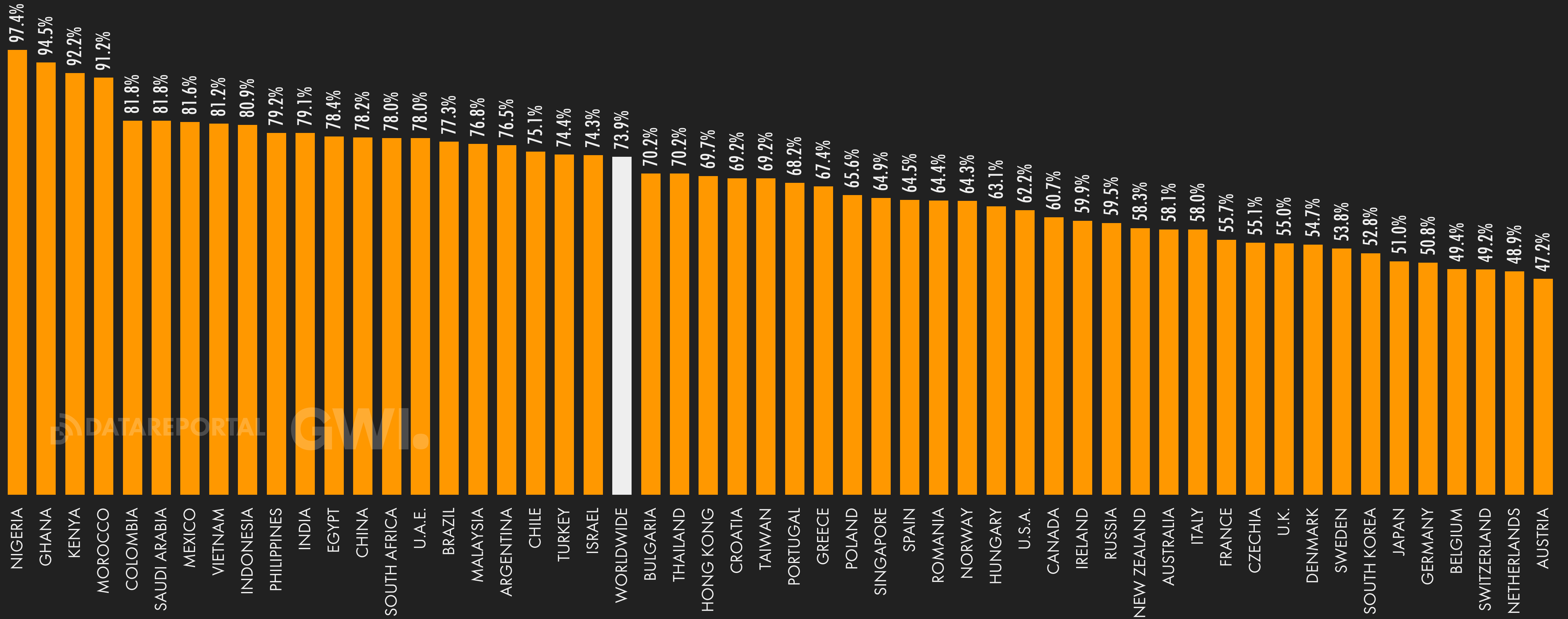
JAN  
2024

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING



GLOBAL OVERVIEW



DATA REPORTAL GWI

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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. TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

**COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

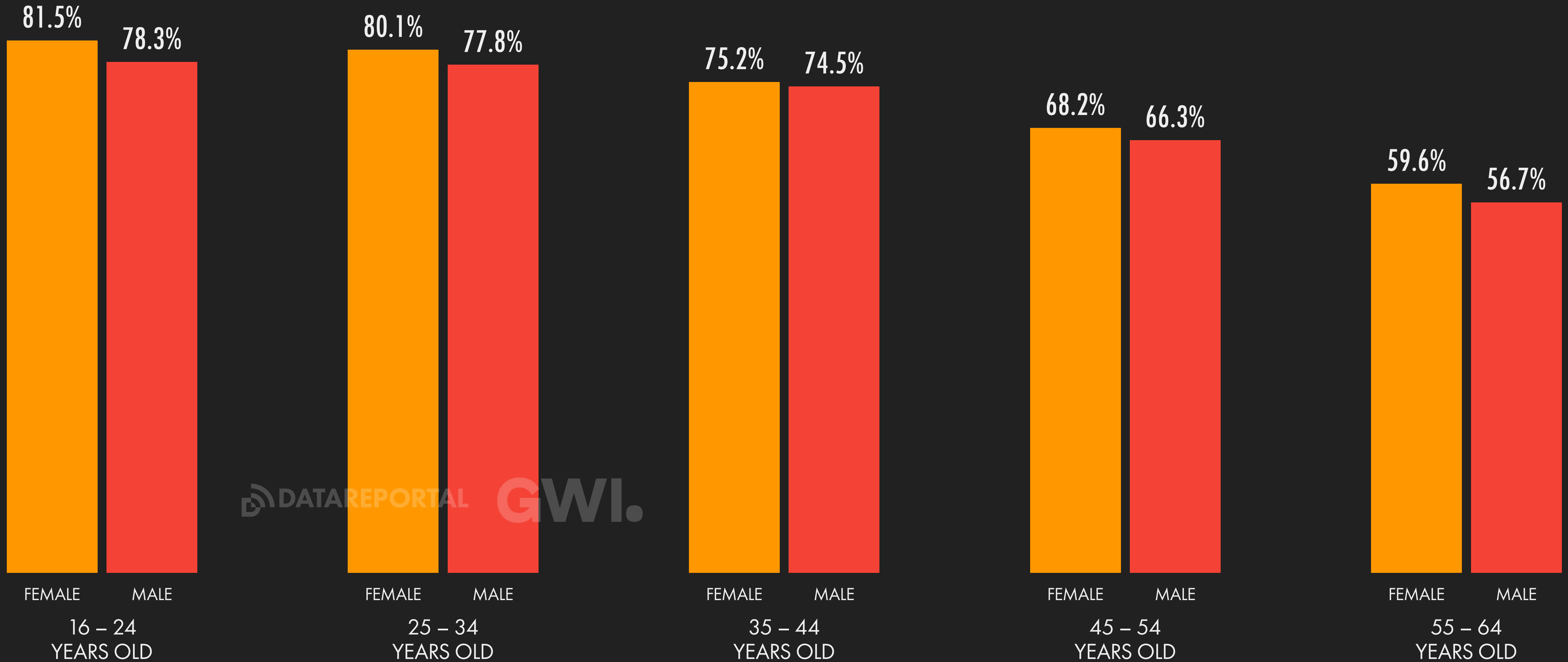
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2024

# 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 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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. TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

**COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN  
2024

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



ANY KIND OF SOCIAL  
MEDIA PLATFORM



GWI.

73.9%

YOY: -1.1% (-80 BPS)

SOCIAL  
NETWORKS



Meltwater

46.0%

YOY: +6.7% (+290 BPS)

QUESTION & ANSWER  
SITES (E.G. QUORA)



GWI.

18.6%

YOY: -9.7% (-200 BPS)

MESSAGING AND  
LIVE CHAT SERVICES



14.6%

YOY: -9.9% (-160 BPS)

FORUMS AND  
MESSAGE BOARDS



we  
are  
social

13.5%

YOY: -14.0% (-220 BPS)

MICRO-BLOGS  
(E.G. X / TWITTER)



GWI.

12.9%

YOY: -16.2% (-250 BPS)

VLOGS (BLOGS IN  
A VIDEO FORMAT)



KEPIOS

12.4%

YOY: -8.8% (-120 BPS)

ONLINE PINBOARDS  
(E.G. PINTEREST)



9.2%

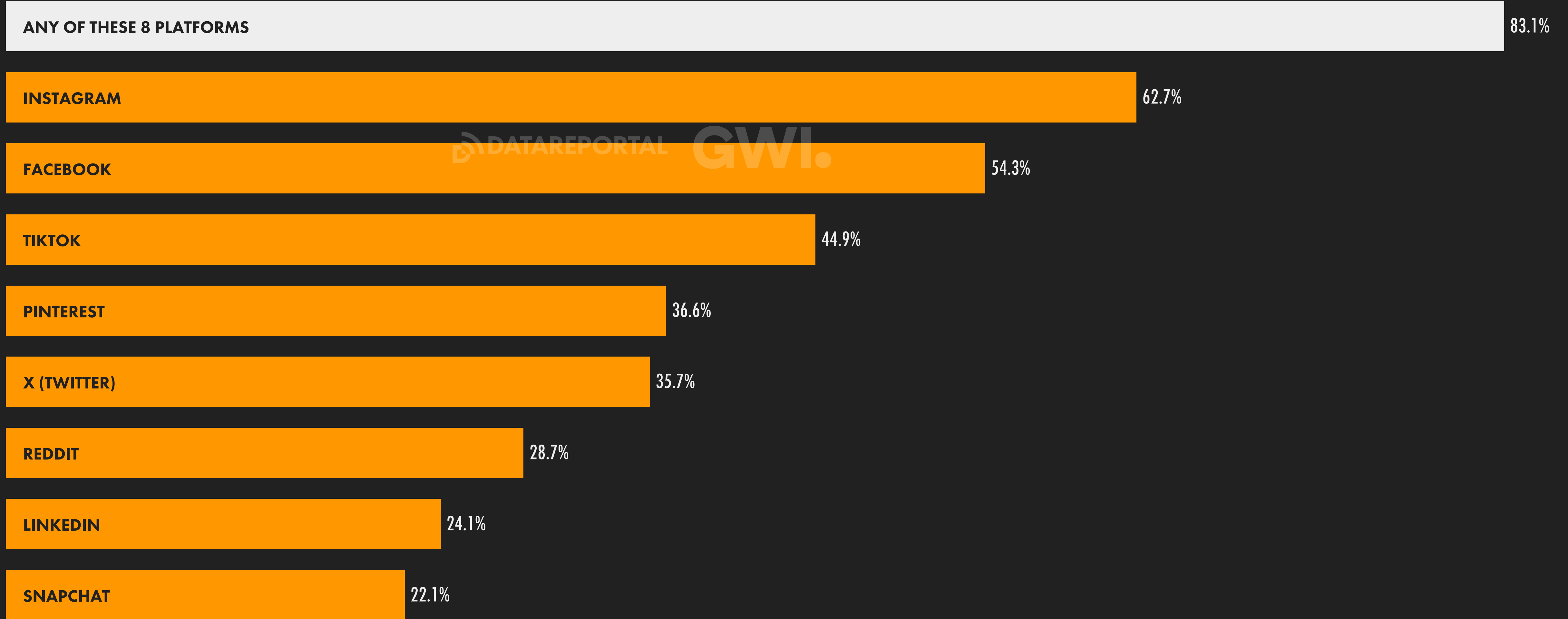
YOY: -12.4% (-130 BPS)

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN  
2024

# BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS





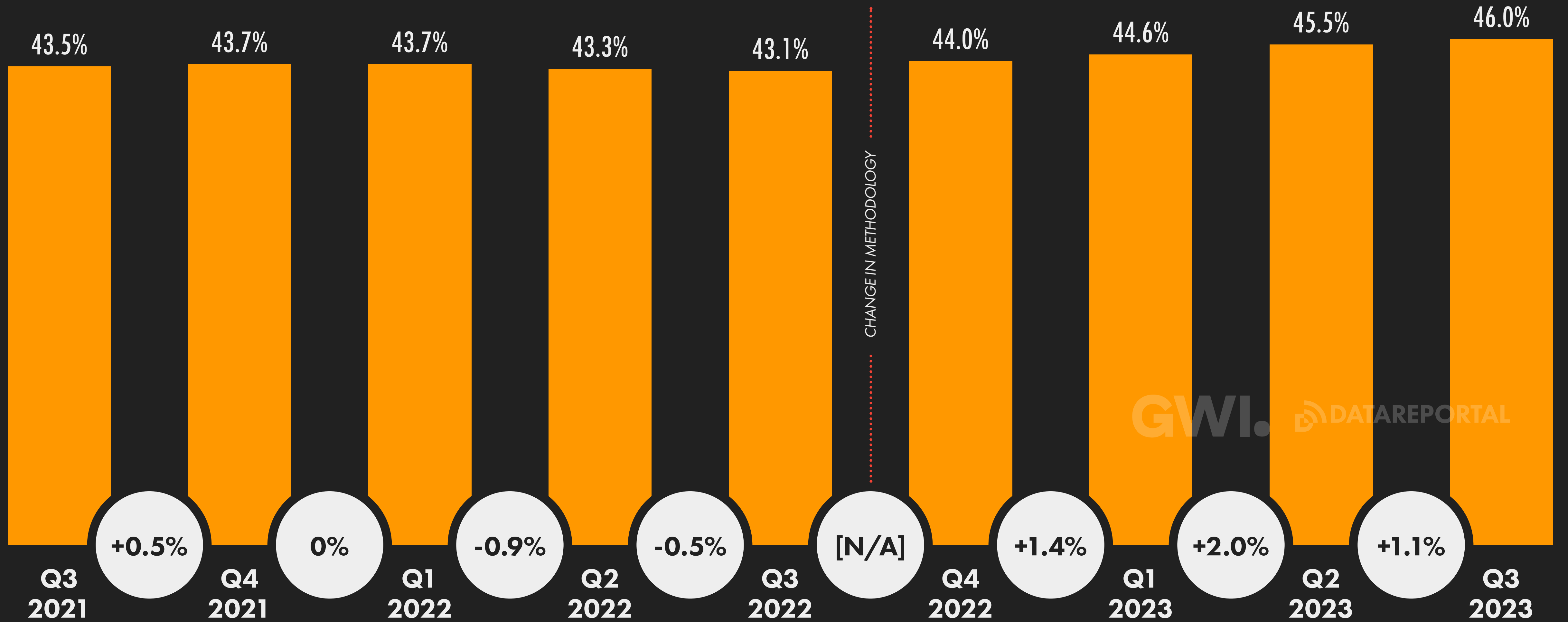
JAN  
2024

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



GLOBAL OVERVIEW



GW. DATAREPORTAL

**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING. 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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

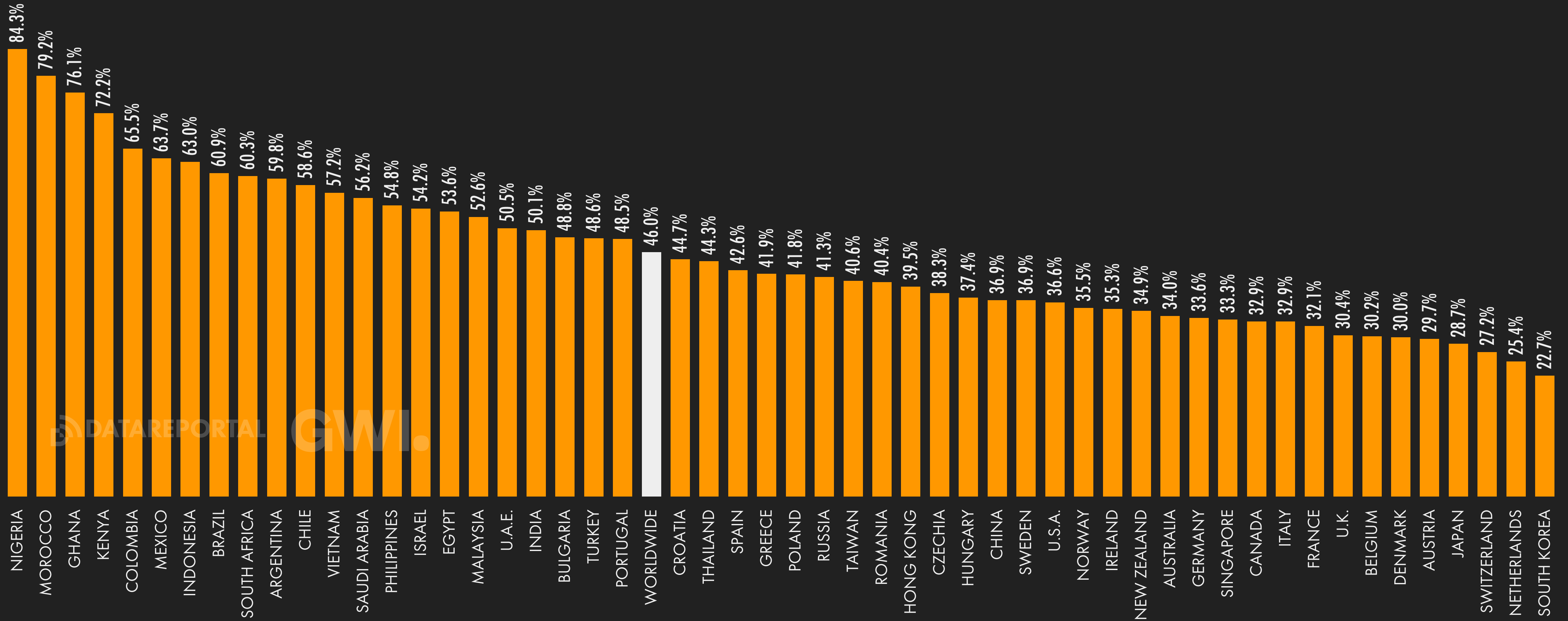
JAN  
2024

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



GLOBAL OVERVIEW



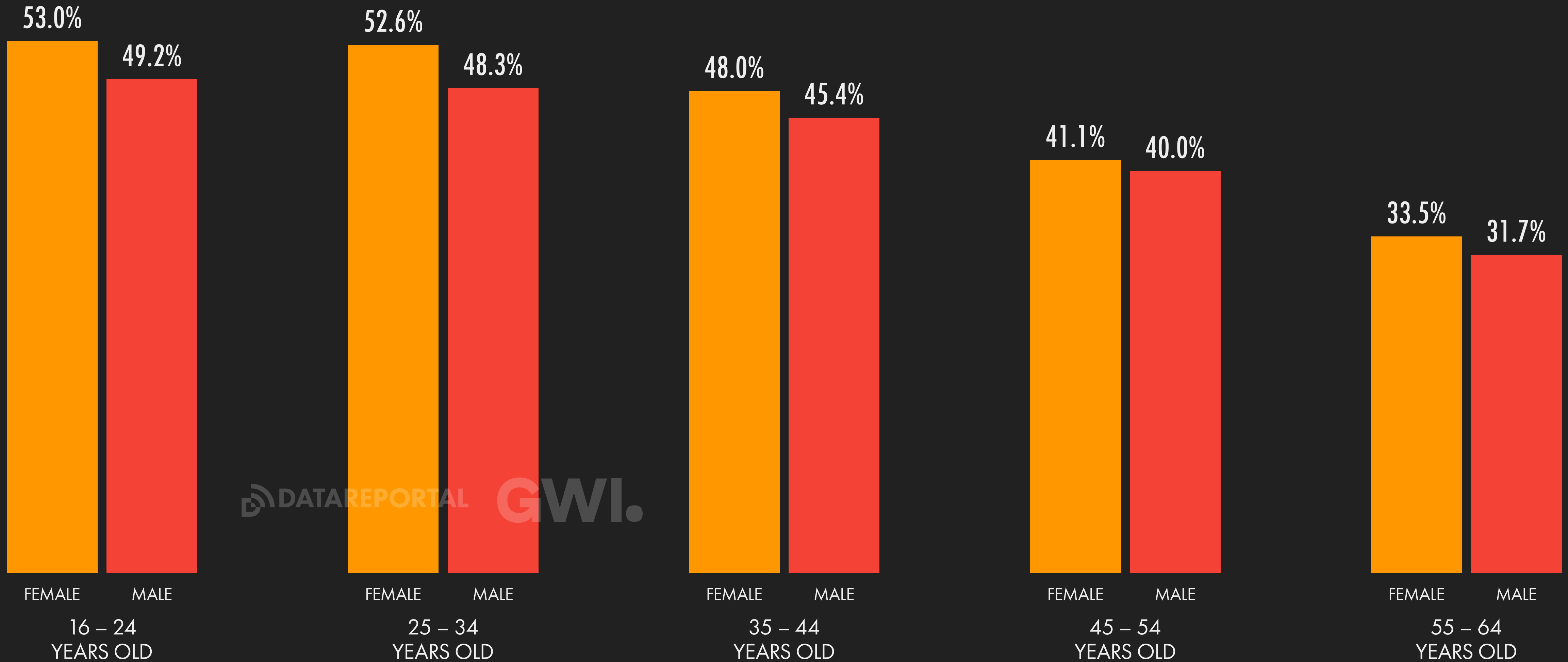
JAN  
2024

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

JAN  
2024

# 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)



FACEBOOK



64.79%

YEAR-ON-YEAR CHANGE  
-4.3% (-288 BPS)

INSTAGRAM



10.03%

YEAR-ON-YEAR CHANGE  
-5.1% (-54 BPS)

PINTEREST



9.97%

YEAR-ON-YEAR CHANGE  
+51.3% (+338 BPS)

X (TWITTER)



7.75%

YEAR-ON-YEAR CHANGE  
-25.1% (-260 BPS)

YOUTUBE



5.88%

YEAR-ON-YEAR CHANGE  
+77.1% (+256 BPS)

REDDIT



0.70%

YEAR-ON-YEAR CHANGE  
-9.1% (-7 BPS)

LINKEDIN



0.55%

YEAR-ON-YEAR CHANGE  
+83.3% (+25 BPS)

TUMBLR



0.22%

YEAR-ON-YEAR CHANGE  
-15.4% (-4 BPS)

VKONTAKTE



0.07%

YEAR-ON-YEAR CHANGE  
-30.0% (-3 BPS)

OTHER



0.04%

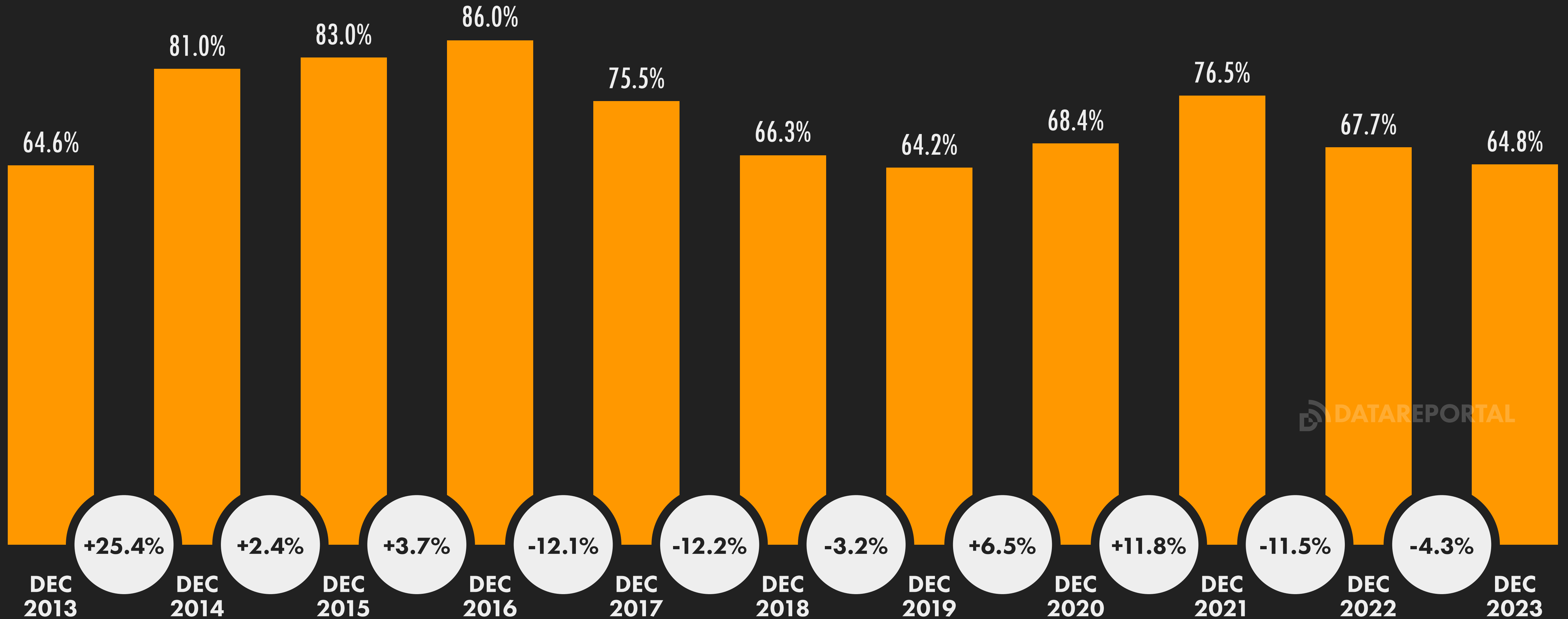
YEAR-ON-YEAR CHANGE  
-42.9% (-3 BPS)

**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 2023**. 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%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN  
2024

# 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)



**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. 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%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.



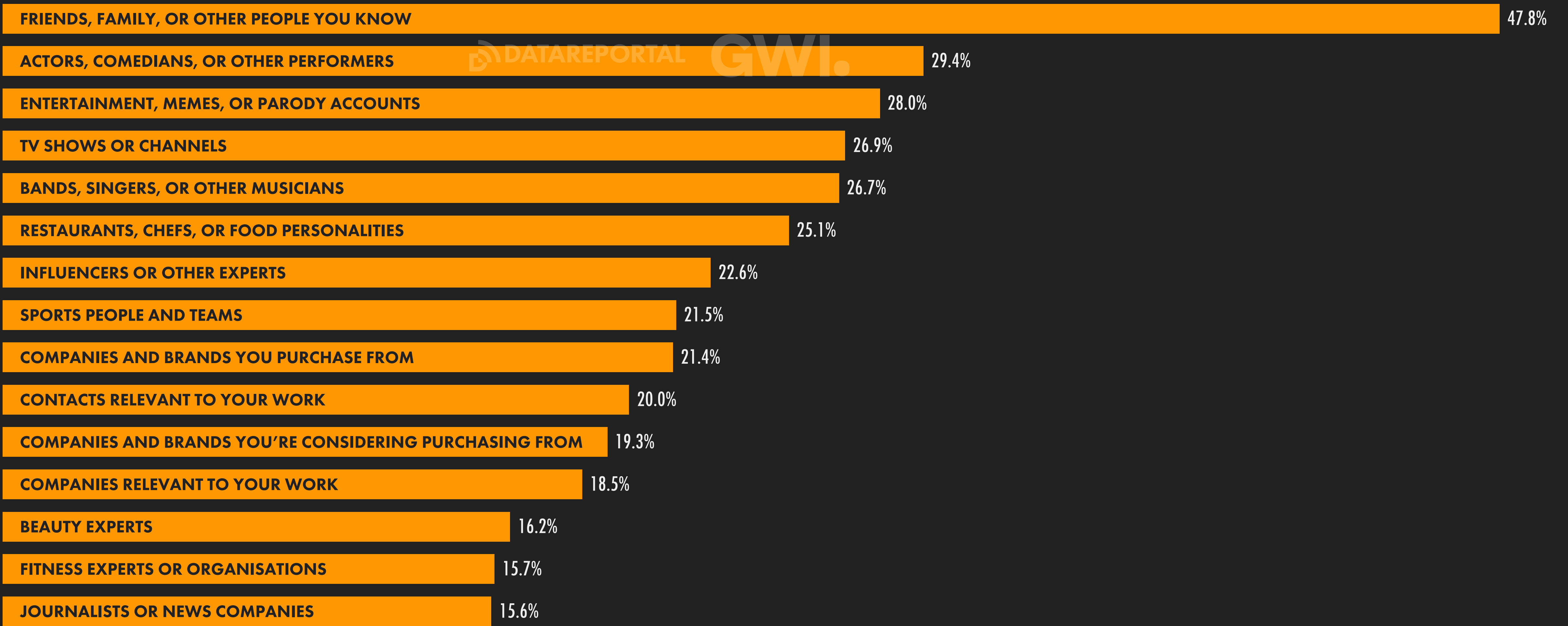
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2024

# SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



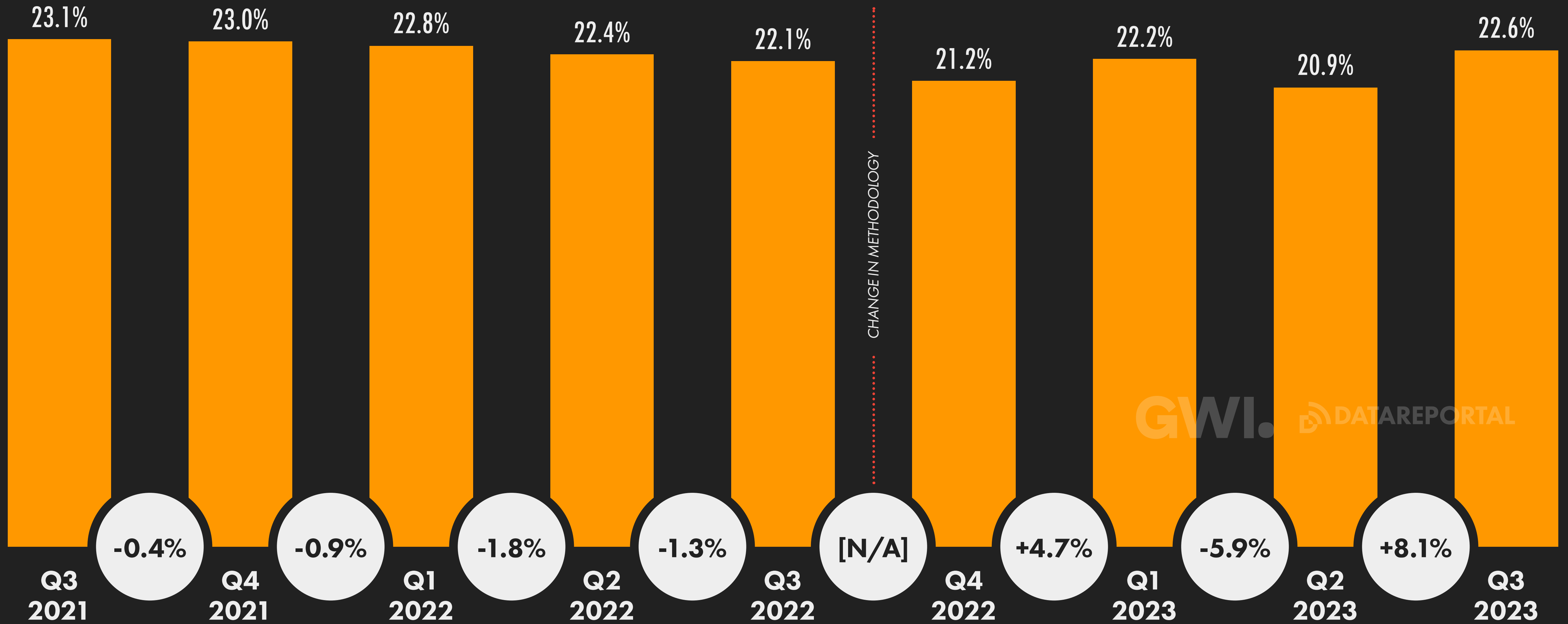
GLOBAL OVERVIEW



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2024

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



GW. DATAREPORTAL

**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

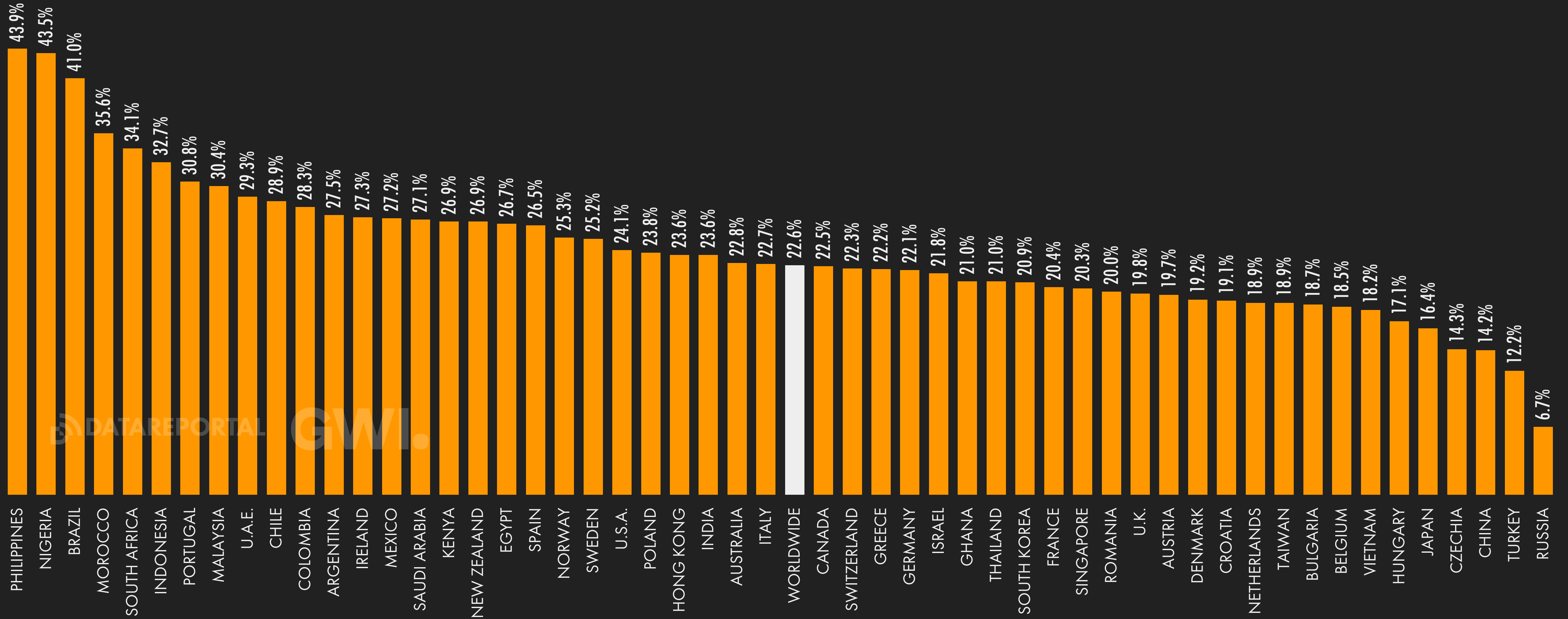
JAN  
2024

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



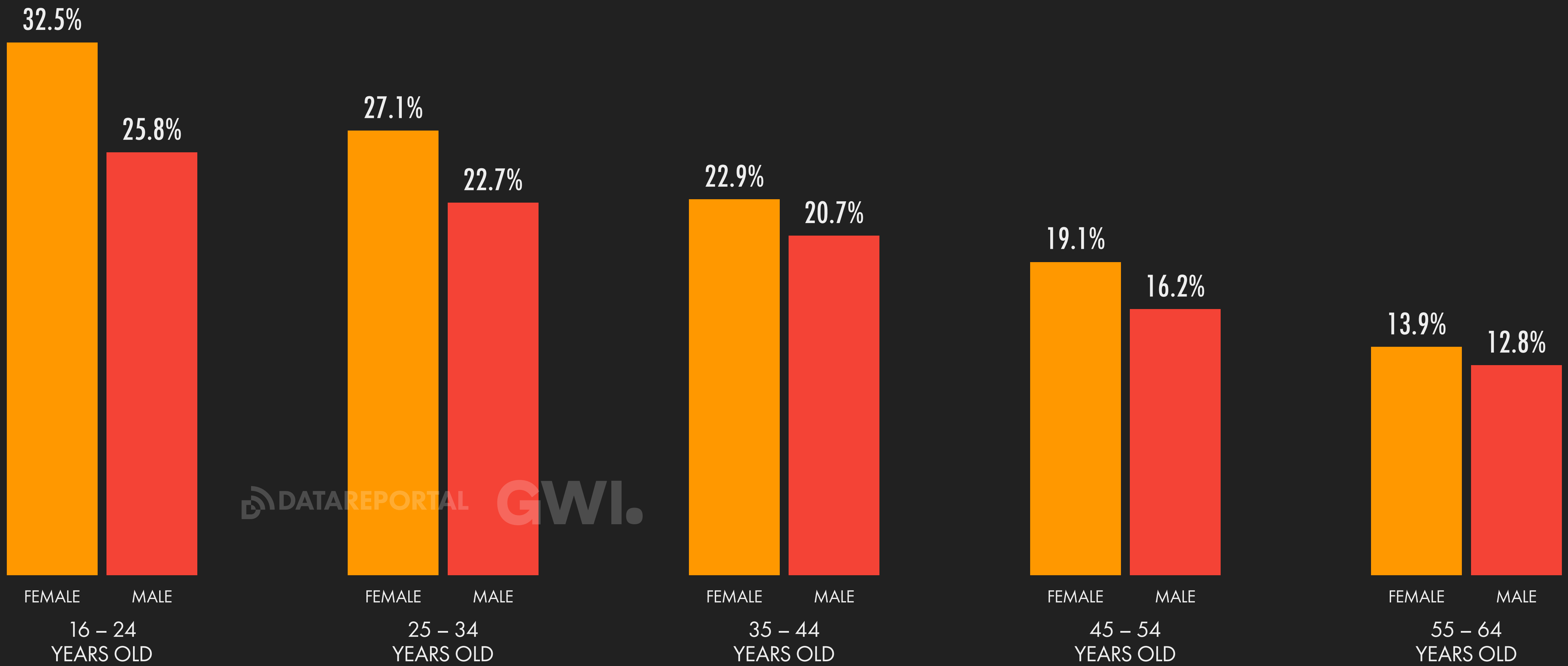
GLOBAL OVERVIEW



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2024

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

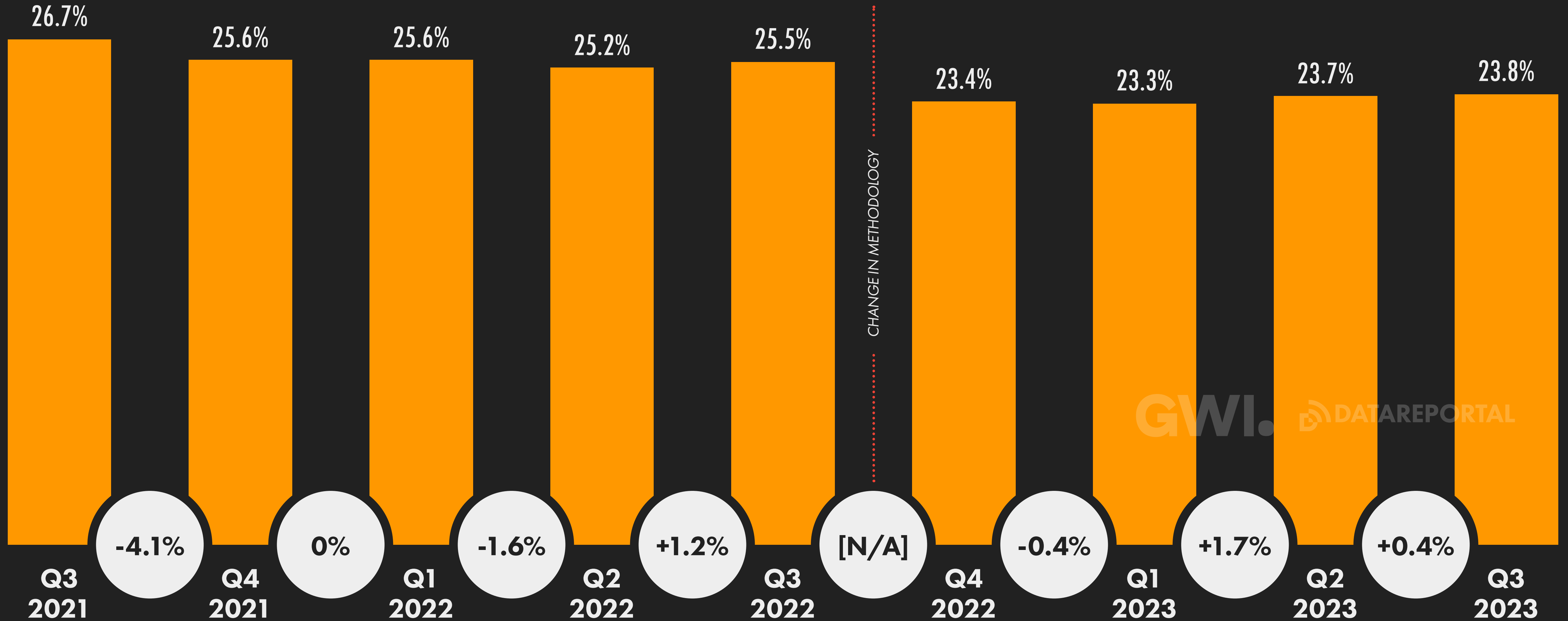


DATA REPORTAL GWI.

JAN  
2024

# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



GW. DATAREPORTAL



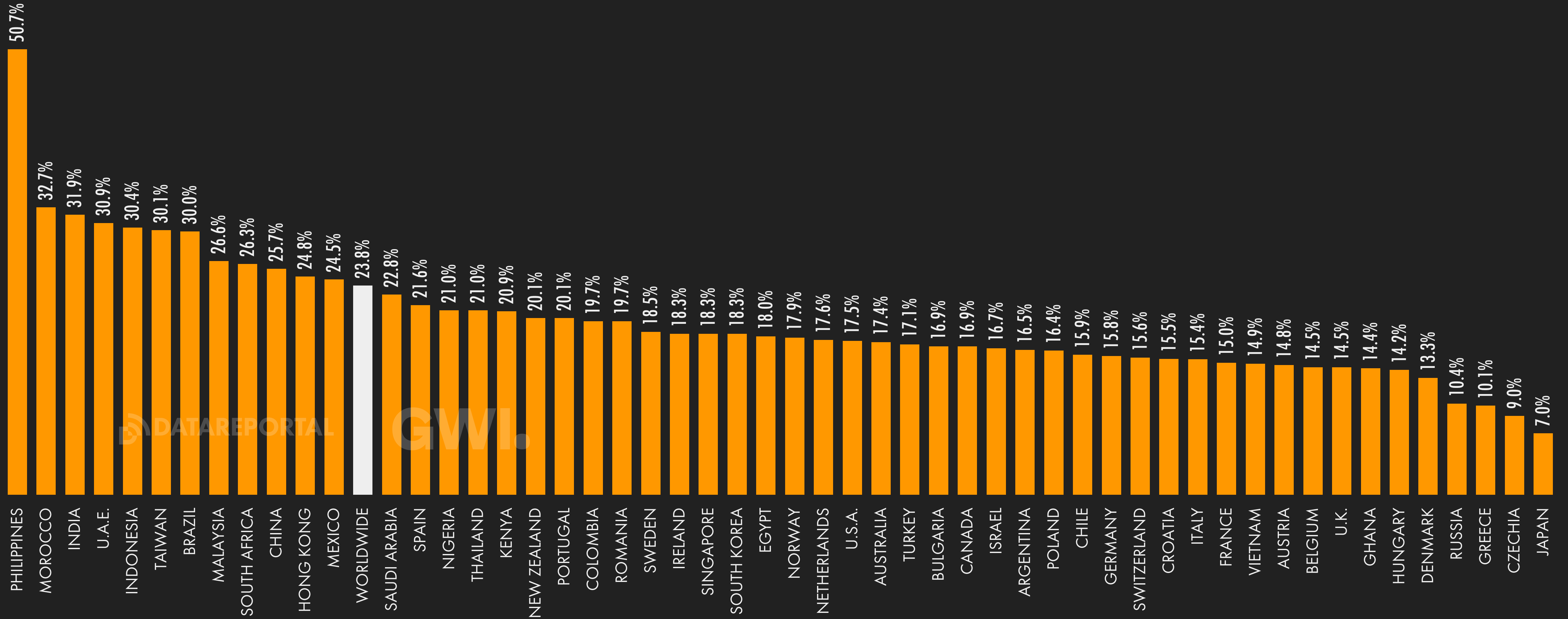
JAN  
2024

# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



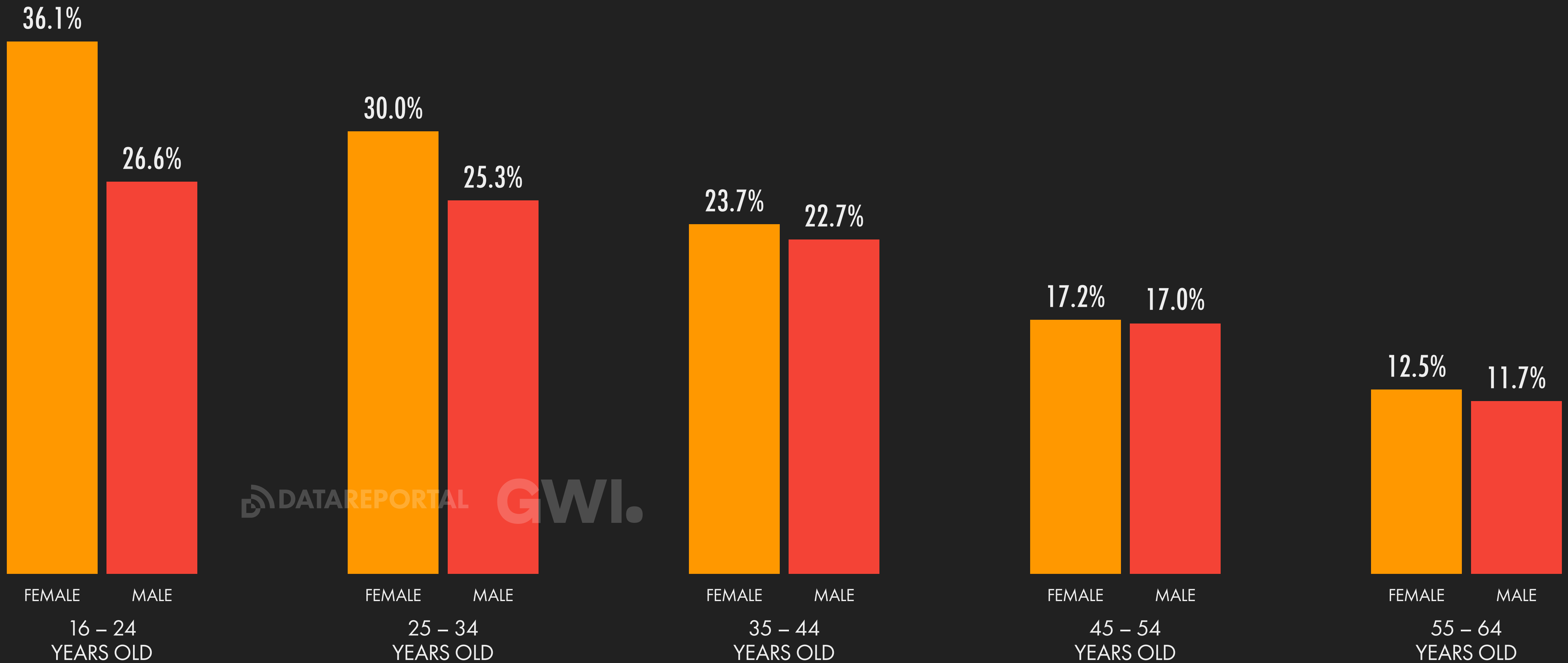
GLOBAL OVERVIEW



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2024

# WATCHING VLOGS

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

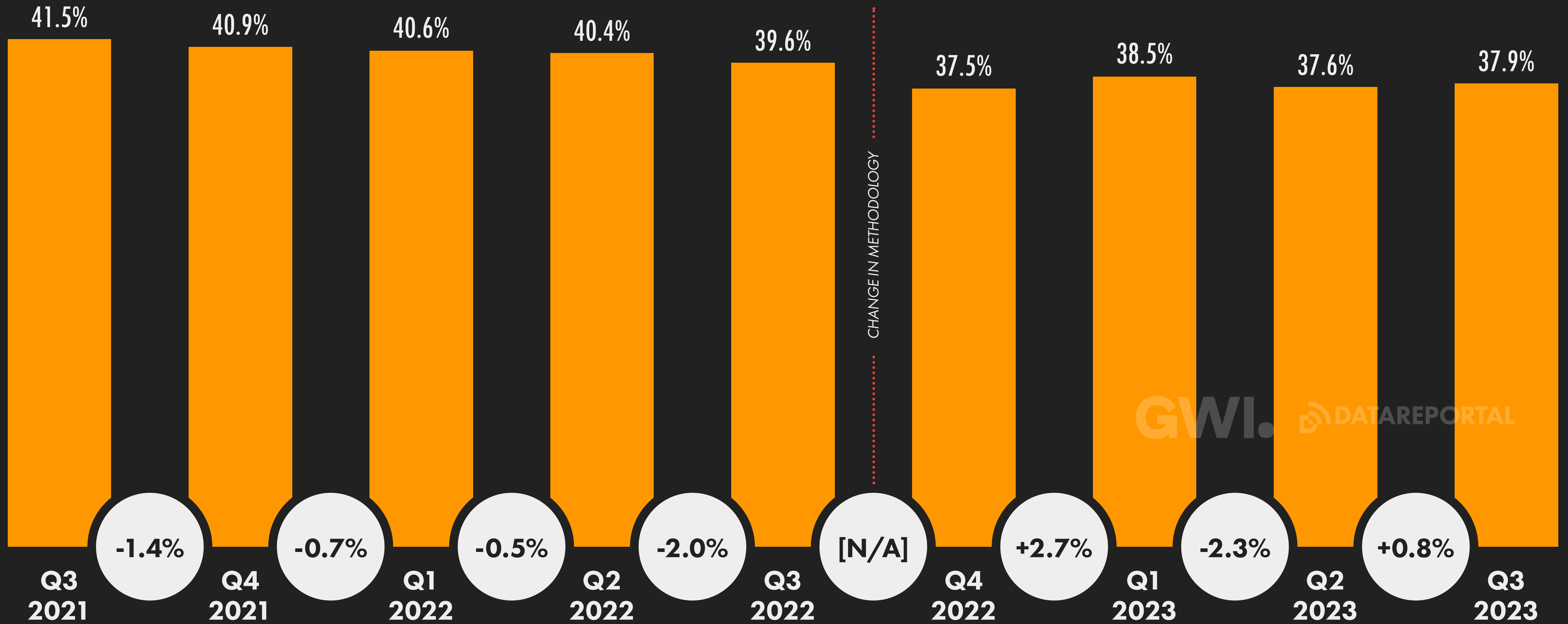


DATA REPORTAL GWI.

JAN  
2024

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GW. DATAREPORTAL

**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

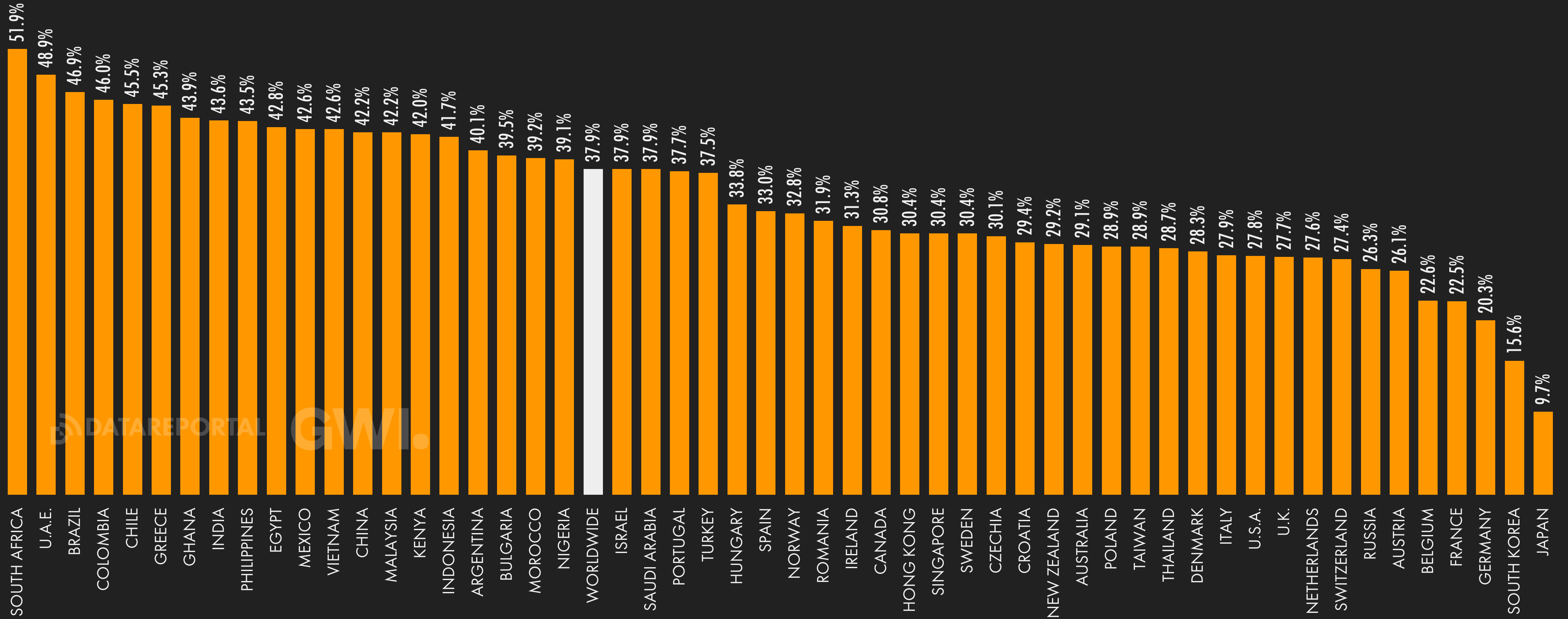
JAN  
2024

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES



GLOBAL OVERVIEW



DATA REPORTAL GWI

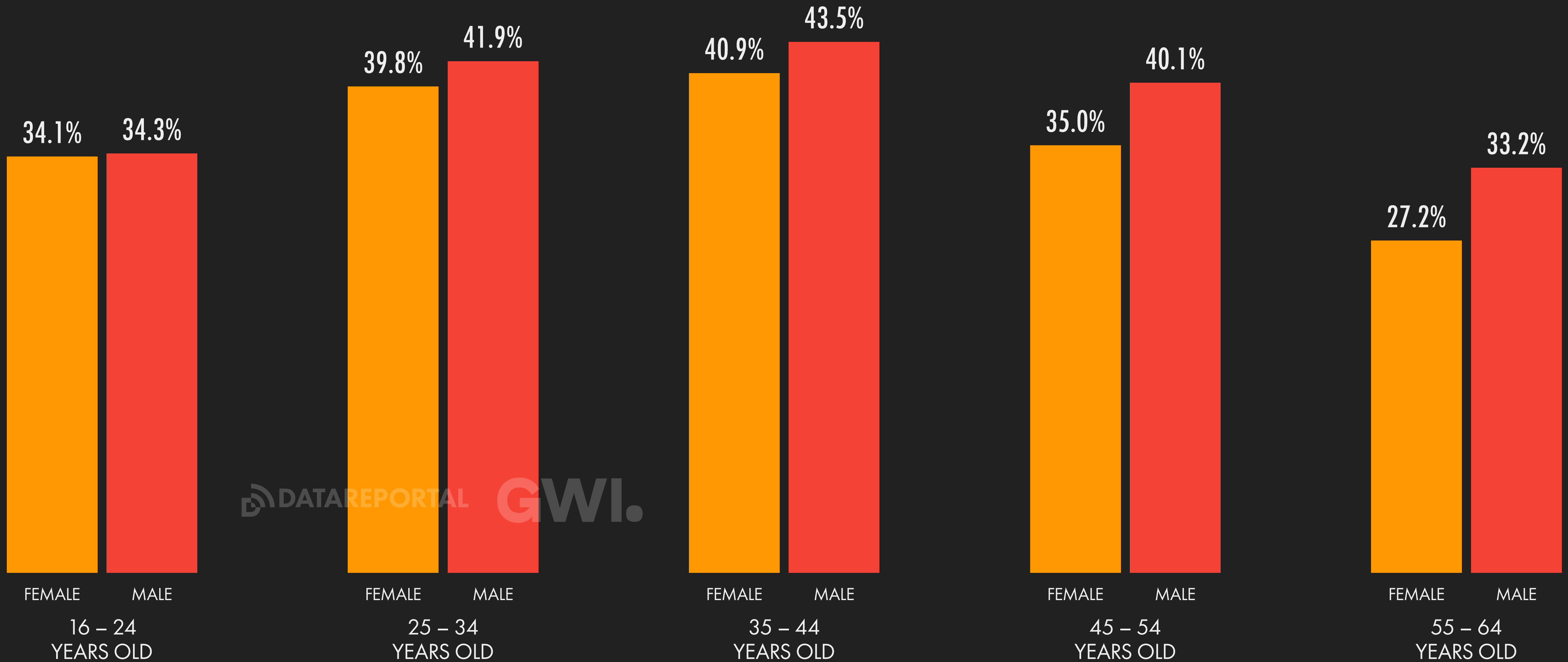
JAN  
2024

# 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.



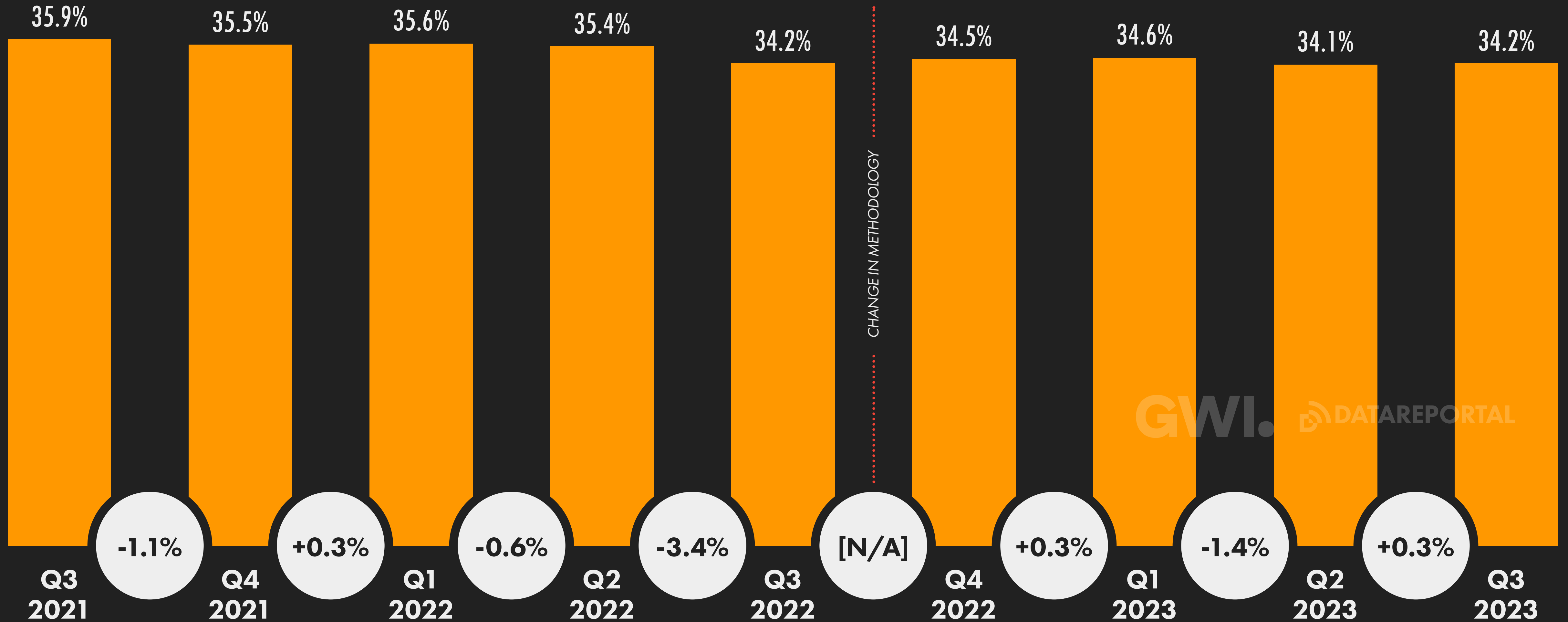
JAN  
2024

# SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA



GLOBAL OVERVIEW



GWIDATA REPORTAL

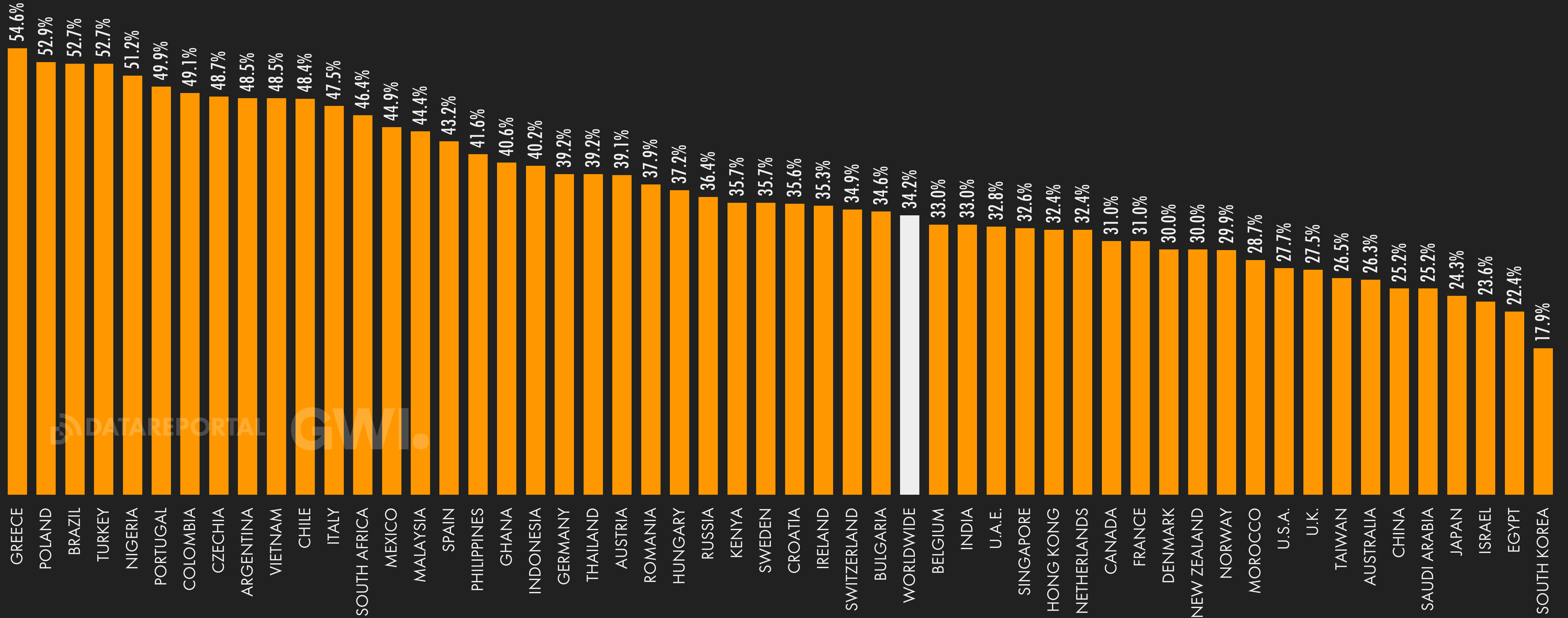
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2024

# SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA



GLOBAL OVERVIEW



DATA REPORTAL GWI

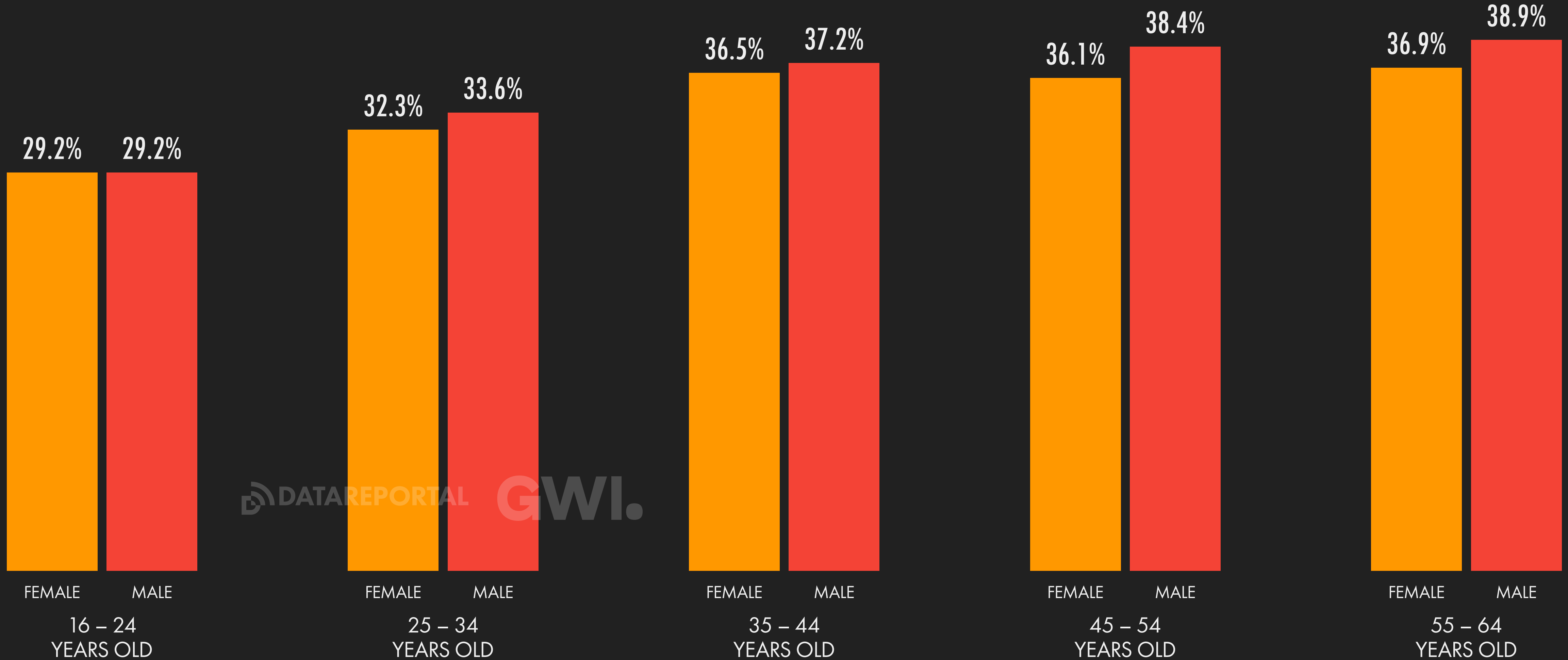
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2024

# 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.



**FACEBOOK**

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2024

# FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE, BASED ON DATA PUBLISHED IN THE COMPANY'S INVESTOR EARNINGS REPORTS



TOTAL MONTHLY ACTIVE  
FACEBOOK USERS (MAU)



**3.05**  
BILLION



TOTAL FACEBOOK MAU  
vs. TOTAL POPULATION



**37.7%**



QUARTER-ON-QUARTER CHANGE  
IN TOTAL FACEBOOK MAU



**+0.6%**  
**+19 MILLION**



YEAR-ON-YEAR CHANGE  
IN TOTAL FACEBOOK MAU



**+3.1%**  
**+91 MILLION**

TOTAL FACEBOOK MAU  
vs. TOTAL INTERNET USERS



**57.0%**



TOTAL FACEBOOK MAU  
vs. POPULATION AGED 13+



**48.1%**



FACEBOOK DAILY ACTIVE USERS  
vs. MONTHLY ACTIVE USERS



**68.4%**



FACEBOOK ADVERTISING REACH  
vs. TOTAL FACEBOOK MAU



**71.9%**



JAN  
2024

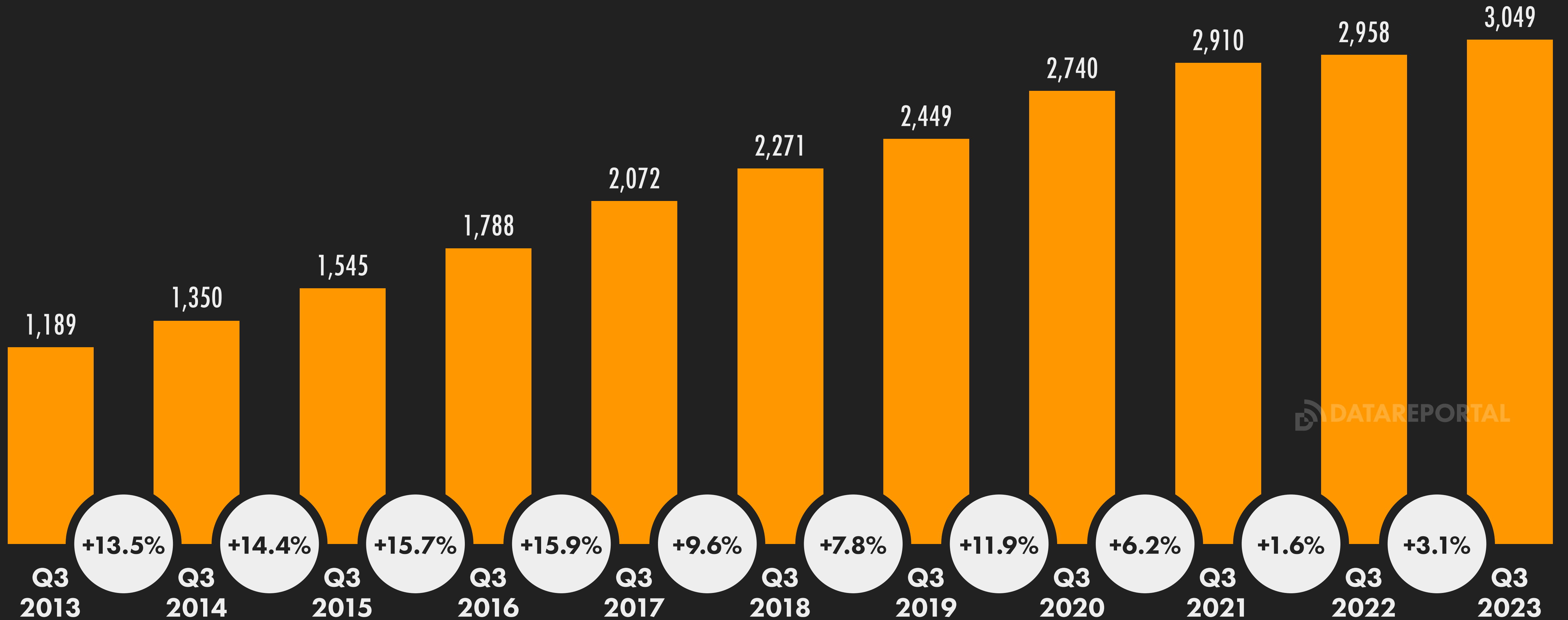
# FACEBOOK MONTHLY ACTIVE USERS (YOY)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE 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



**JAN  
2024**

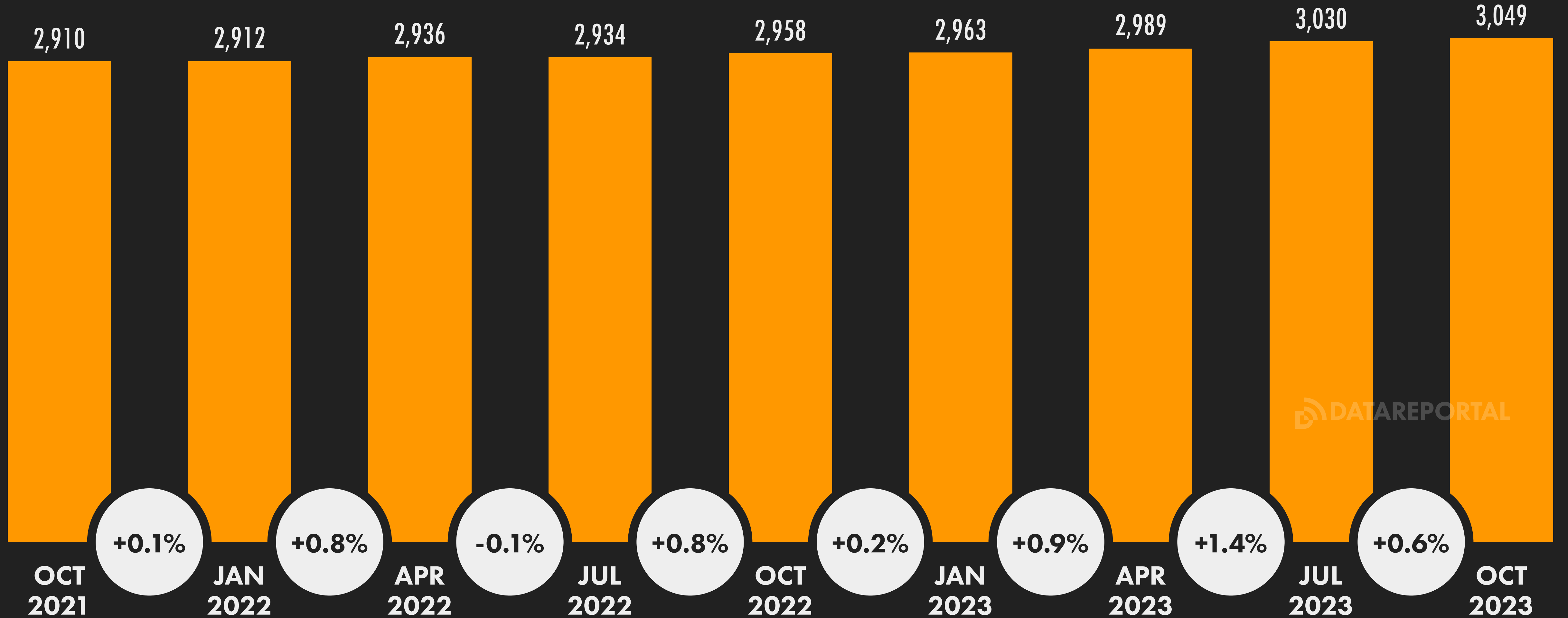
# FACEBOOK MONTHLY ACTIVE USERS (QOQ)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE 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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2024

# 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



**2.19**  
BILLION

FACEBOOK AD REACH  
vs. TOTAL POPULATION



**27.1%**

FACEBOOK AD REACH  
vs. TOTAL INTERNET USERS



**41.0%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED FACEBOOK AD REACH



**-5.0%**  
**-116 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED FACEBOOK AD REACH



**+10.5%**  
**+209 MILLION**

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



**43.2%**

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



**56.8%**

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



**38.5%**

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



**32.9%**

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



**43.7%**

**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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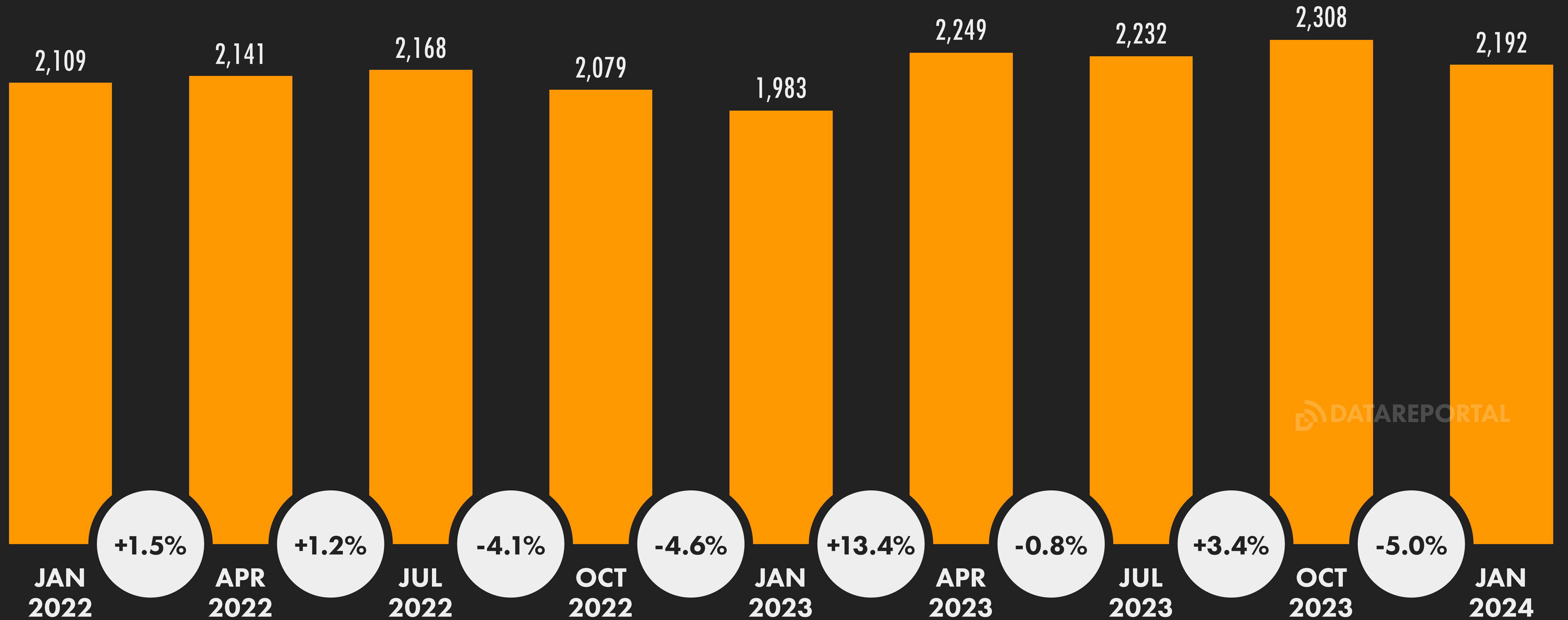
# FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK (IN MILLIONS OF USERS), 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

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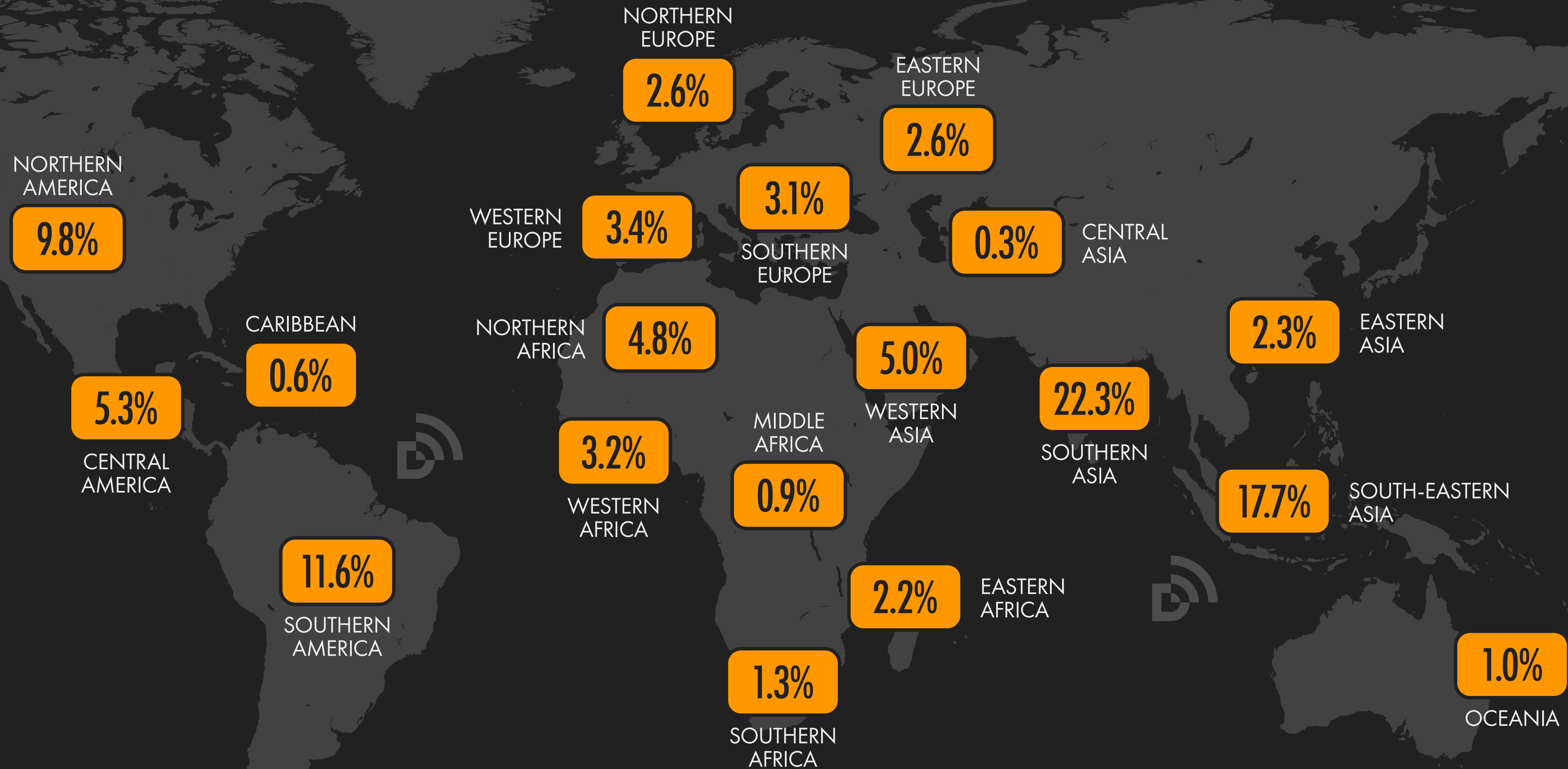
# SHARE OF FACEBOOK ADVERTISING AUDIENCE

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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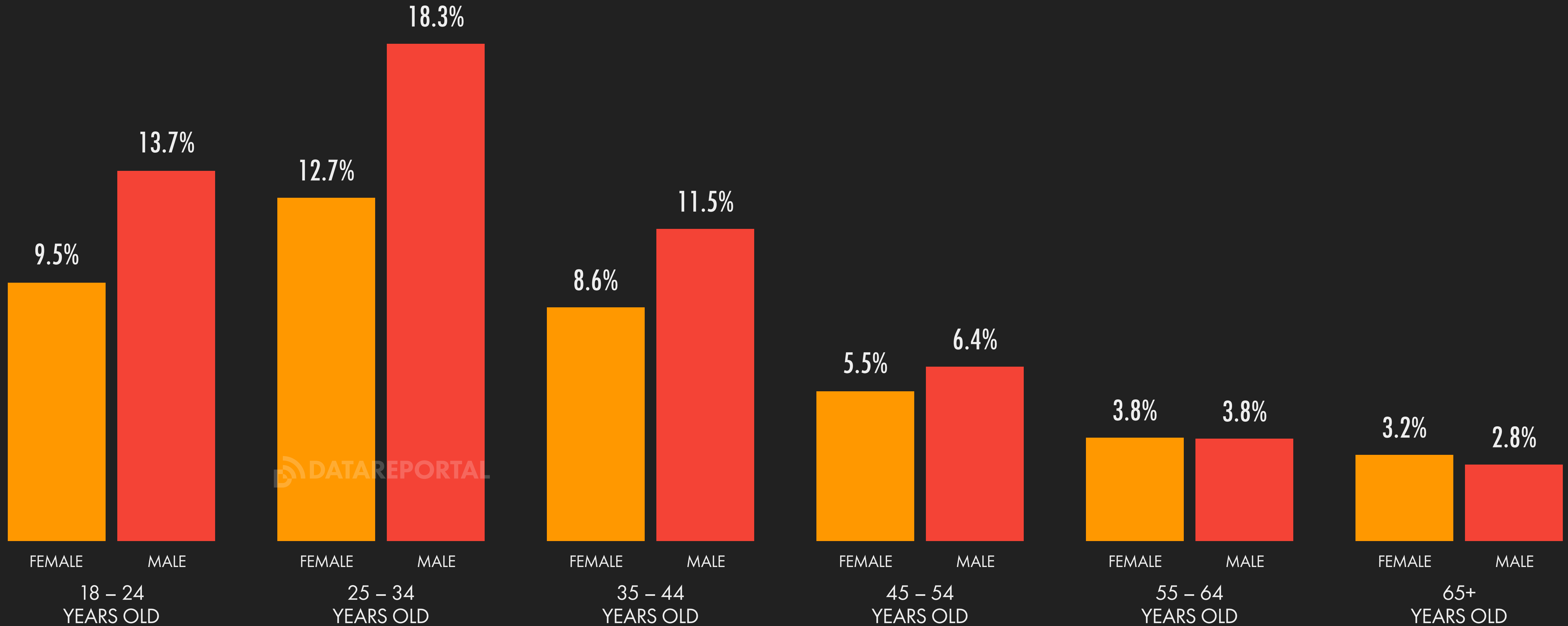
# FACEBOOK: ADVERTISING AUDIENCE PROFILE

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



**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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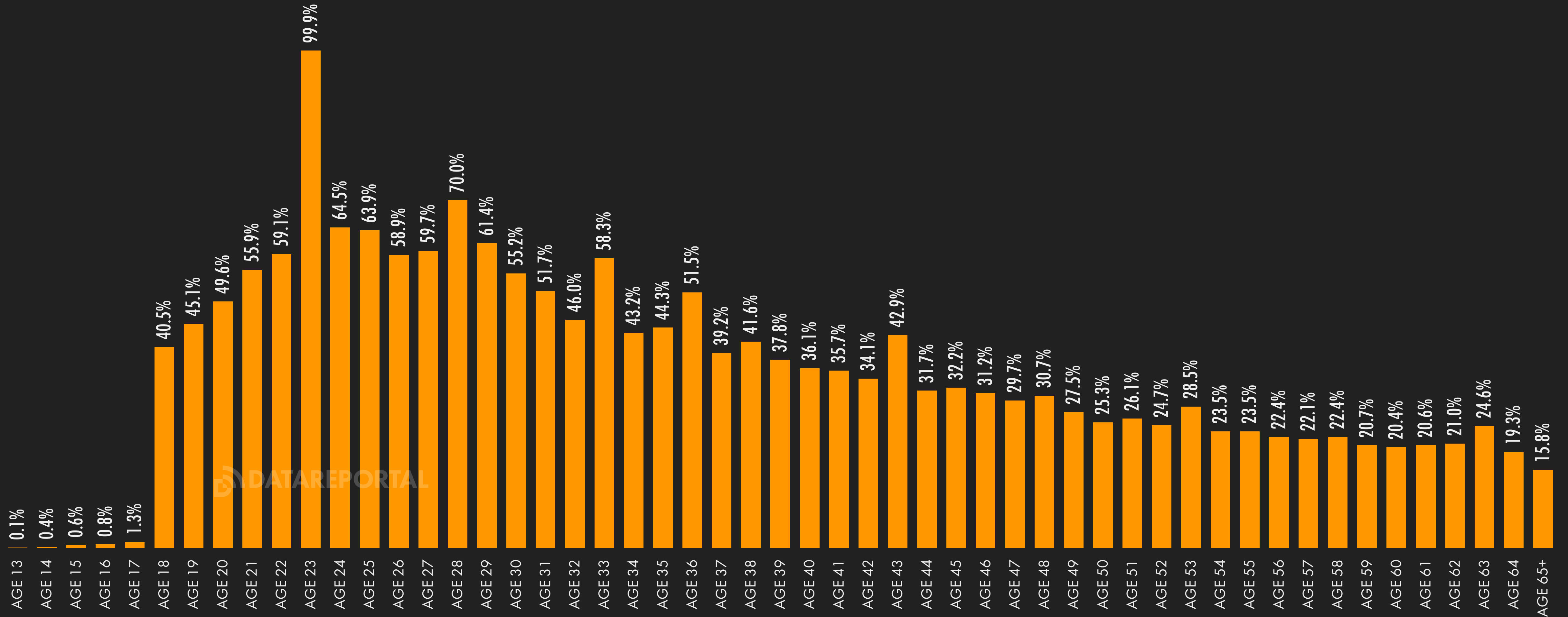
# FACEBOOK ADVERTISING REACH RATE BY AGE

POTENTIAL GLOBAL REACH OF FACEBOOK ADS AT EACH AGE, COMPARED WITH THE TOTAL GLOBAL POPULATION AT THE SAME AGE

**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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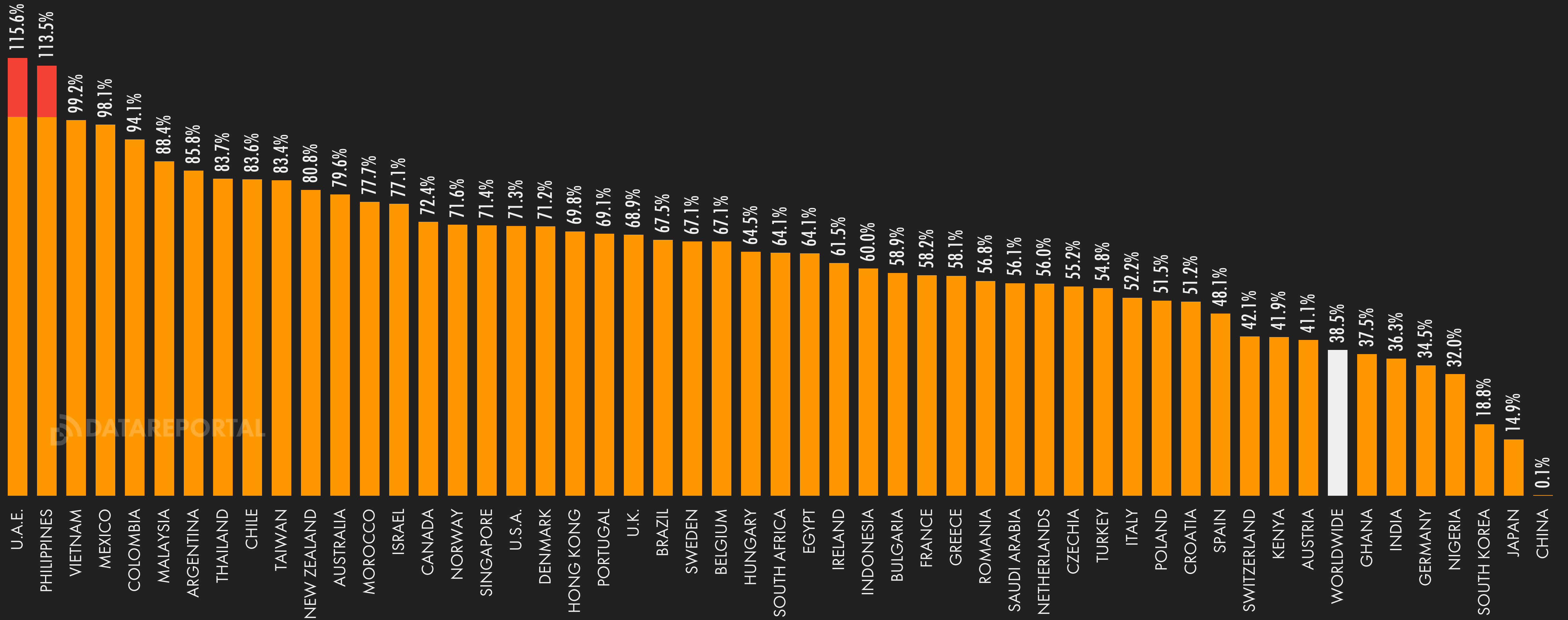
# FACEBOOK ADVERTISING: ADULT REACH RATE

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



GLOBAL OVERVIEW



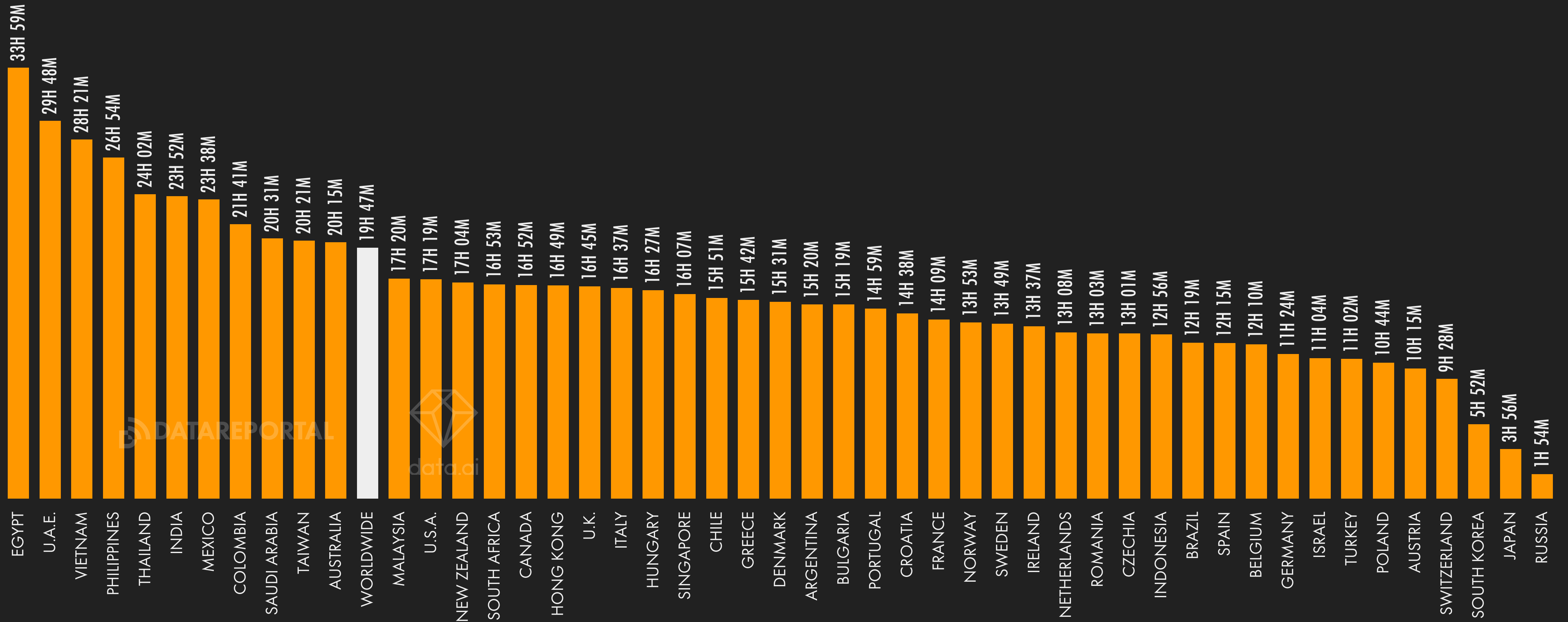
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# FACEBOOK: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



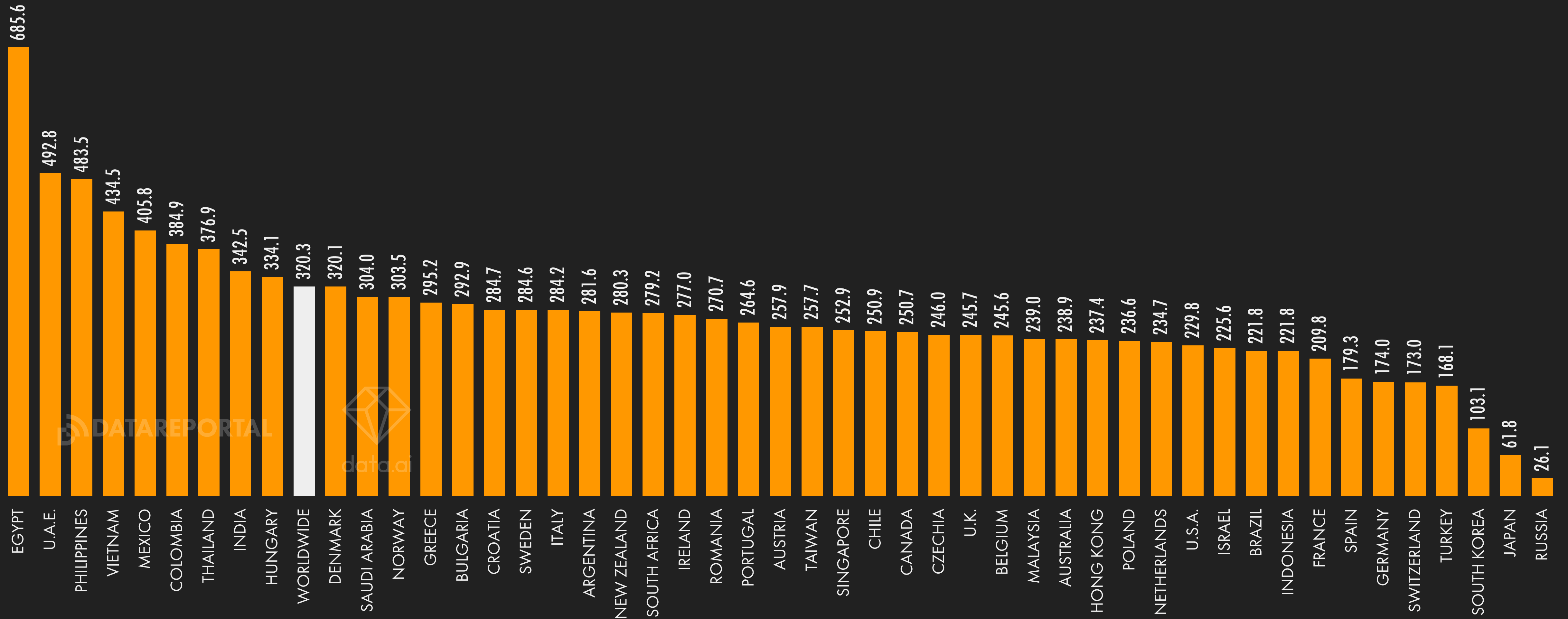
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# FACEBOOK: MONTHLY APP SESSIONS PER USER

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



GLOBAL OVERVIEW





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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	366,850,000	-4.9%	11	PAKISTAN	44,500,000	-3.2%
02	UNITED STATES OF AMERICA	190,850,000	+1.2%	12	UNITED KINGDOM	37,100,000	+0.8%
03	INDONESIA	117,600,000	-13.8%	13	NIGERIA	36,750,000	+1.4%
04	BRAZIL	111,250,000	-0.4%	14	COLOMBIA	36,700,000	-3.7%
05	MEXICO	90,200,000	-4.9%	15	TURKEY	34,350,000	-1.3%
06	PHILIPPINES	86,750,000	-8.3%	16	FRANCE	29,950,000	-8.3%
07	VIETNAM	72,700,000	-7.4%	17	ARGENTINA	28,750,000	-2.9%
08	BANGLADESH	52,900,000	-9.0%	18	ITALY	26,100,000	-12.3%
09	THAILAND	49,100,000	-7.9%	19	SOUTH AFRICA	26,000,000	-5.3%
10	EGYPT	45,400,000	-7.9%	20	ALGERIA	24,850,000	-6.8%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **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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# 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	LIBYA	127.5%*	5,900,000	11	MEXICO	98.1%	90,000,000
02	UNITED ARAB EMIRATES	115.6%*	9,100,000	12	ECUADOR	98.0%	12,500,000
03	MONGOLIA	114.0%*	2,500,000	13	BOLIVIA	94.1%	7,500,000
04	PHILIPPINES	113.5%*	86,500,000	14	COLOMBIA	94.1%	36,650,000
05	QATAR	107.4%*	2,400,000	15	ARUBA	93.7%	80,300
06	CAMBODIA	103.0%*	11,600,000	16	MALDIVES	93.6%	362,700
07	TONGA	102.3%*	66,200	17	CAYMAN ISLANDS	92.3%	51,800
08	GEORGIA	102.2%*	2,850,000	18	GREENLAND	91.4%	39,000
09	PERU	100.6%*	24,050,000	19	GUYANA	90.9%	492,000
10	VIETNAM	99.2%	72,550,000	20	SAMOA	89.9%	115,450

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

**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

#	LANGUAGE	USERS	SHARE	#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,150,800,000	53.8%	11	THAI	50,200,000	2.3%
02	SPANISH	318,400,000	14.9%	12	JAVANESE	47,550,000	2.2%
03	HINDI	182,700,000	8.5%	13	URDU	46,600,000	2.2%
04	ARABIC	140,050,000	6.5%	14	TURKISH	36,250,000	1.7%
05	PORTUGUESE	127,350,000	5.9%	15	CHINESE*	29,900,000	1.4%
06	INDONESIAN	117,750,000	5.5%	16	ITALIAN	27,550,000	1.3%
07	FRENCH	104,900,000	4.9%	17	GERMAN	26,900,000	1.3%
08	BENGALI	88,250,000	4.1%	18	RUSSIAN	23,700,000	1.1%
09	VIETNAMESE	74,650,000	3.5%	19	POLISH	18,600,000	0.9%
10	FILIPINO	62,700,000	2.9%	20	SWAHILI	17,700,000	0.8%

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# FACEBOOK'S TOP CITIES

URBAN AREAS 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

#	CITY	CITY ONLY	CITY +40KM	#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	18,400,000	22,750,000	11	PHNOM PENH	8,050,000	8,400,000
02	DELHI	13,200,000	20,550,000	12	SÃO PAULO	7,950,000	12,750,000
03	BANGKOK	13,150,000	17,050,000	13	JAKARTA	7,850,000	15,850,000
04	HO CHI MINH CITY	10,850,000	16,100,000	14	BANGALORE	7,650,000	8,900,000
05	CAIRO	10,100,000	16,350,000	15	ISTANBUL	7,600,000	8,050,000
06	MEXICO CITY	10,050,000	17,050,000	16	LAGOS	7,050,000	7,600,000
07	LIMA	9,450,000	10,100,000	17	BOGOTÁ	6,650,000	7,650,000
08	KARACHI	9,150,000	9,250,000	18	HANOI	6,500,000	11,550,000
09	MUMBAI	8,850,000	13,300,000	19	CHENNAI	6,200,000	6,450,000
10	KOLKATA	8,700,000	12,650,000	20	AHMEDABAD	5,550,000	6,450,000



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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

1.88

PHOTO POSTS' SHARE  
OF TOTAL PAGE POSTS



Meltwater

32.7%

VIDEO POSTS' SHARE  
OF TOTAL PAGE POSTS



locowise

18.6%

LINK POSTS' SHARE  
OF TOTAL PAGE POSTS



we  
are  
social

45.9%

STATUS POSTS' SHARE  
OF TOTAL PAGE POSTS



2.8%



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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

0.06%

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



we  
are  
social

0.10%

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



locowise

0.08%

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



Meltwater

0.03%

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



0.06%

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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



0.21%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: PHOTO POSTS



0.28%



FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: VIDEO POSTS



0.33%

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: ALBUM POSTS



0.23%



FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: STATUS POSTS



0.18%

socialinsider

FACEBOOK POST ENGAGEMENTS  
vs. PAGE FOLLOWERS: LINK POSTS



0.11%

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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



socialinsider

14.07%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: PHOTO POSTS



KEPIOS

6.73%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: VIDEO POSTS



5.08%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: ALBUM POSTS



D

7.76%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: STATUS POSTS



socialinsider

15.64%

FACEBOOK POST ENGAGEMENTS  
vs. POST REACH: LINK POSTS



8.66%

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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



0.41%



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



0.22%



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



0.04%

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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

0.22%

ENGAGEMENTS vs. POST REACH

7.76%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.55%

ENGAGEMENTS vs. POST REACH

6.01%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.25%

ENGAGEMENTS vs. POST REACH

7.22%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.11%

ENGAGEMENTS vs. POST REACH

8.54%

**SOURCE:** SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "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 AROUND THE WORLD.



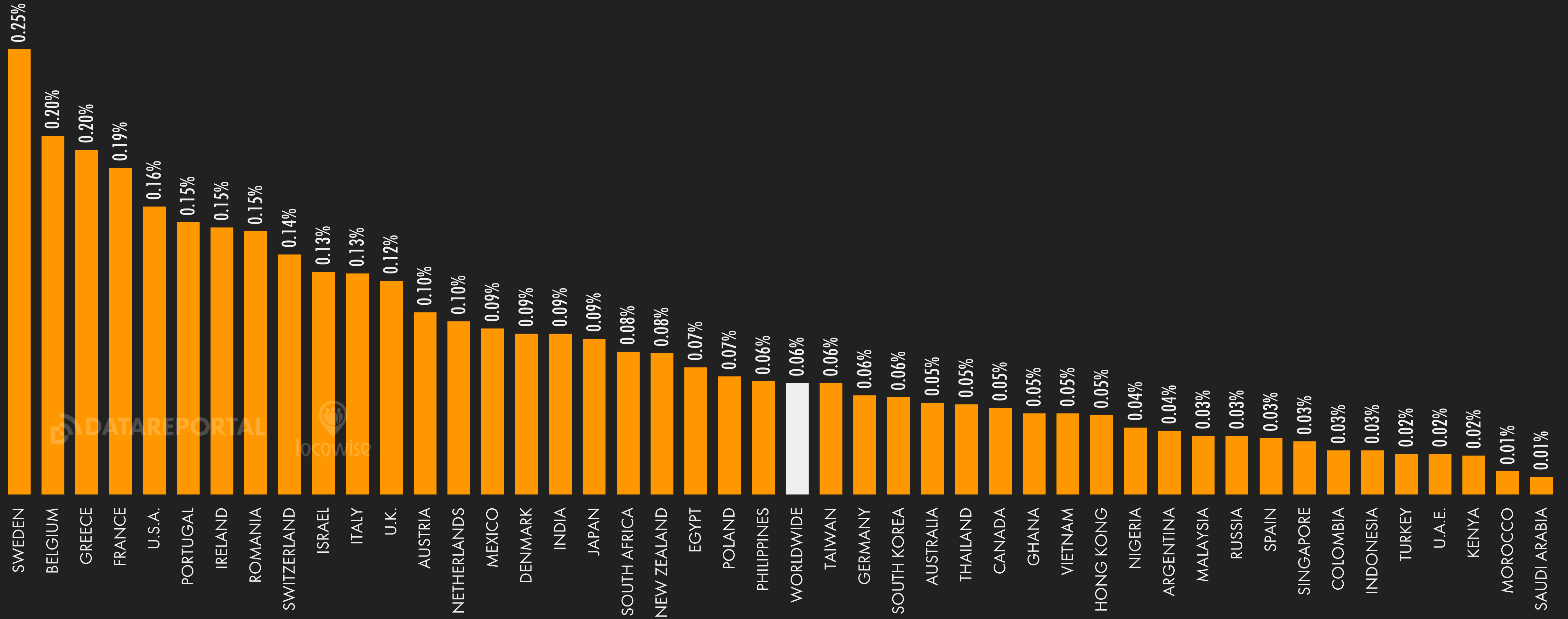
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# FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS



GLOBAL OVERVIEW



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# MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	188 M
02	CRISTIANO RONALDO	168 M
03	SAMSUNG	161 M
04	MR. BEAN	140 M
05	5-MINUTE CRAFTS	126 M
06	SHAKIRA	124 M
07=	REAL MADRID C.F.	121 M
07=	CGTN	121 M
09=	WILL SMITH	116 M
09=	LIONEL MESSI	116 M
11	FC BARCELONA	113 M

#	FACEBOOK PAGE	FOLLOWERS
12	CHINA DAILY	110 M
13	COCA-COLA	108 M
14	YOUTUBE	107 M
15	VIN DIESEL	106 M
16	TASTY	105 M
17	RIHANNA	104 M
18	XINHUA NEWS AGENCY	96 M
19	EMINEM	95 M
20=	NETFLIX	92 M
20=	NEYMAR JR.	92 M
22	JUSTIN BIEBER	91 M

#	FACEBOOK PAGE	FOLLOWERS
23	SELENA GOMEZ	89 M
24	UEFA CHAMPIONS LEAGUE	86 M
25	PEOPLE'S DAILY, CHINA	85 M
26	LALIGA	84 M
27	MANCHESTER UNITED	82 M
28=	MCDONALD'S	81 M
28=	WWE	81 M
30	TAYLOR SWIFT	80 M
31=	META	77 M
31=	GLOBAL TIMES	77 M
33	JASON STATHAM	74 M

#	FACEBOOK PAGE	FOLLOWERS
34	BLOSSOM	73 M
35	KATY PERRY	72 M
36	成龍 JACKIE CHAN	71 M
37=	ADELE	70 M
37=	MICHAEL JACKSON	70 M
39=	HARRY POTTER	68 M
39=	INSTAGRAM	68 M
39=	CANDY CRUSH SAGA	68 M
42	BOB MARLEY	67 M
43=	T-SERIES	65 M
43=	DWAYNE JOHNSON	65 M



**YOUTUBE**

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# 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



**2.49**  
BILLION

YOUTUBE AD REACH  
vs. TOTAL POPULATION



**30.8%**

YOUTUBE AD REACH  
vs. TOTAL INTERNET USERS



**46.6%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED YOUTUBE AD REACH



**0%**  
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN  
REPORTED YOUTUBE AD REACH



**-0.9%**  
-23 MILLION

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



**45.6%**

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



**54.4%**

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



**37.3%**

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



**33.8%**

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



**40.9%**

**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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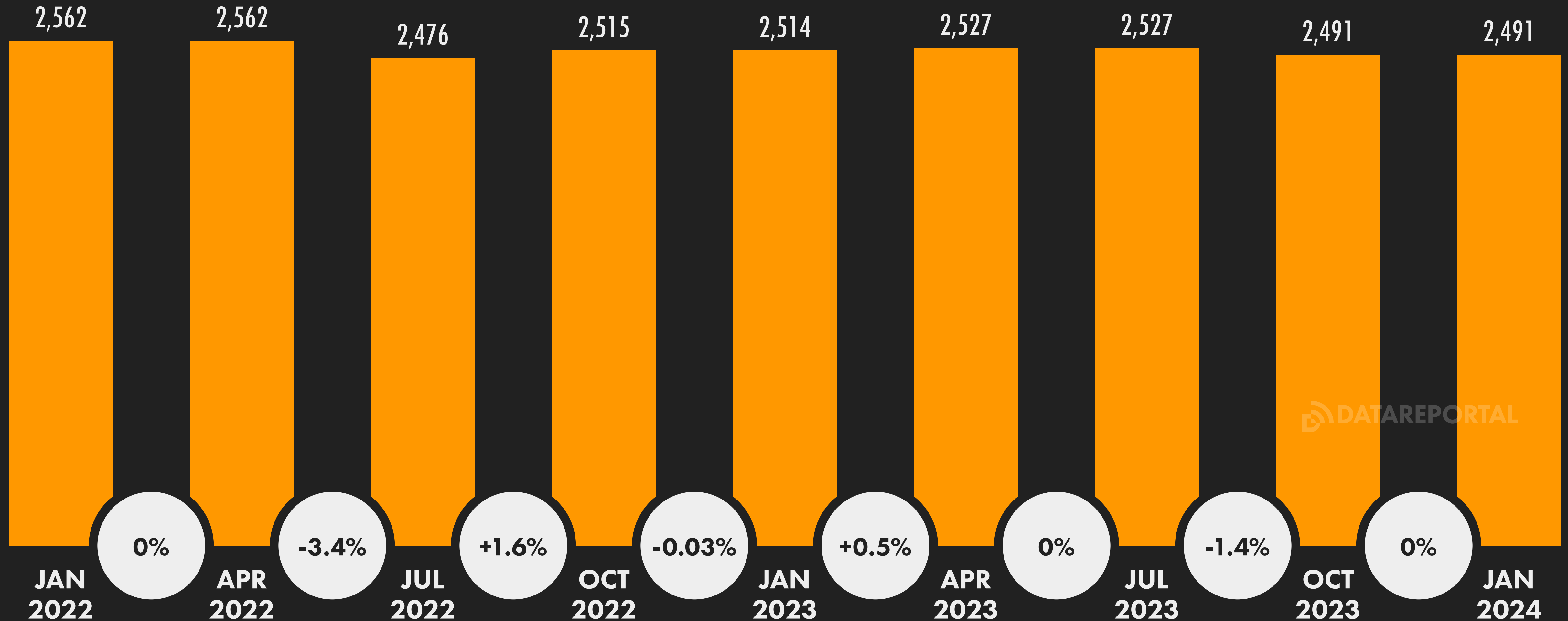
# YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE (IN MILLIONS OF USERS), 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



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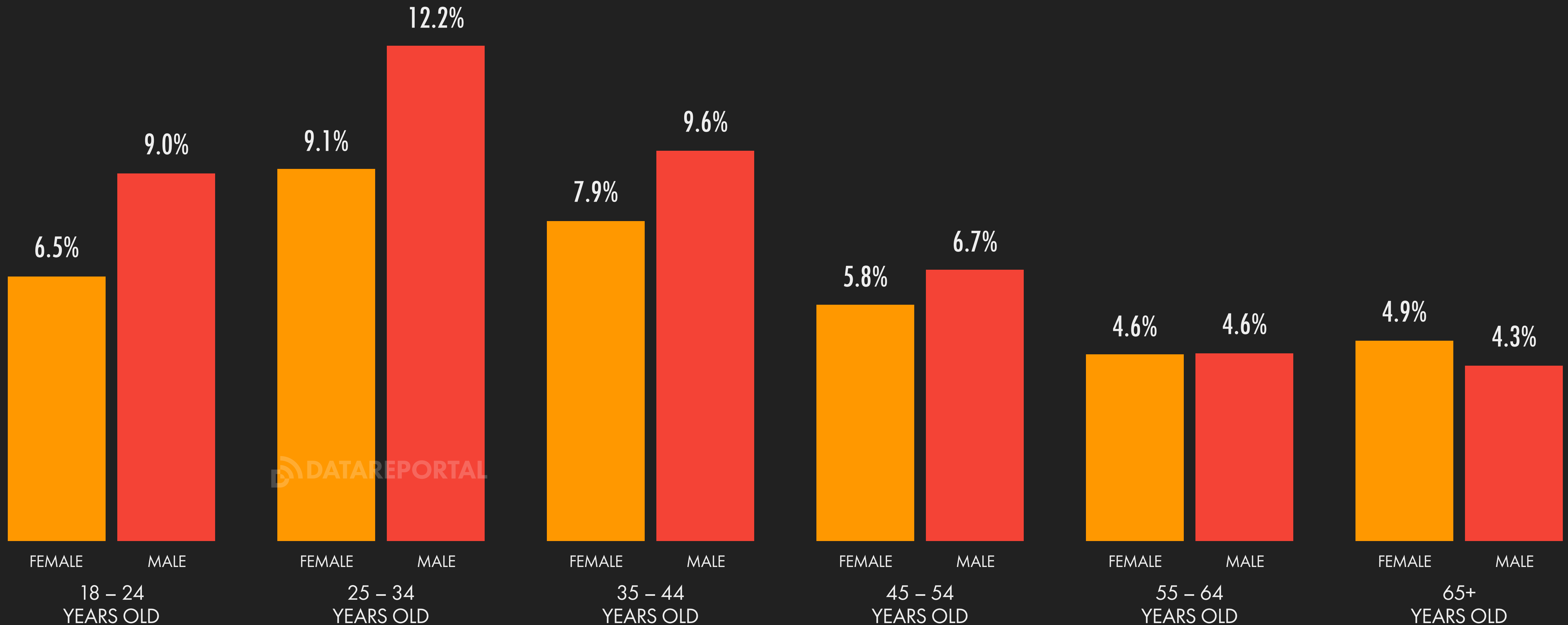
# YOUTUBE: ADVERTISING AUDIENCE PROFILE

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



DATAREPORTAL

**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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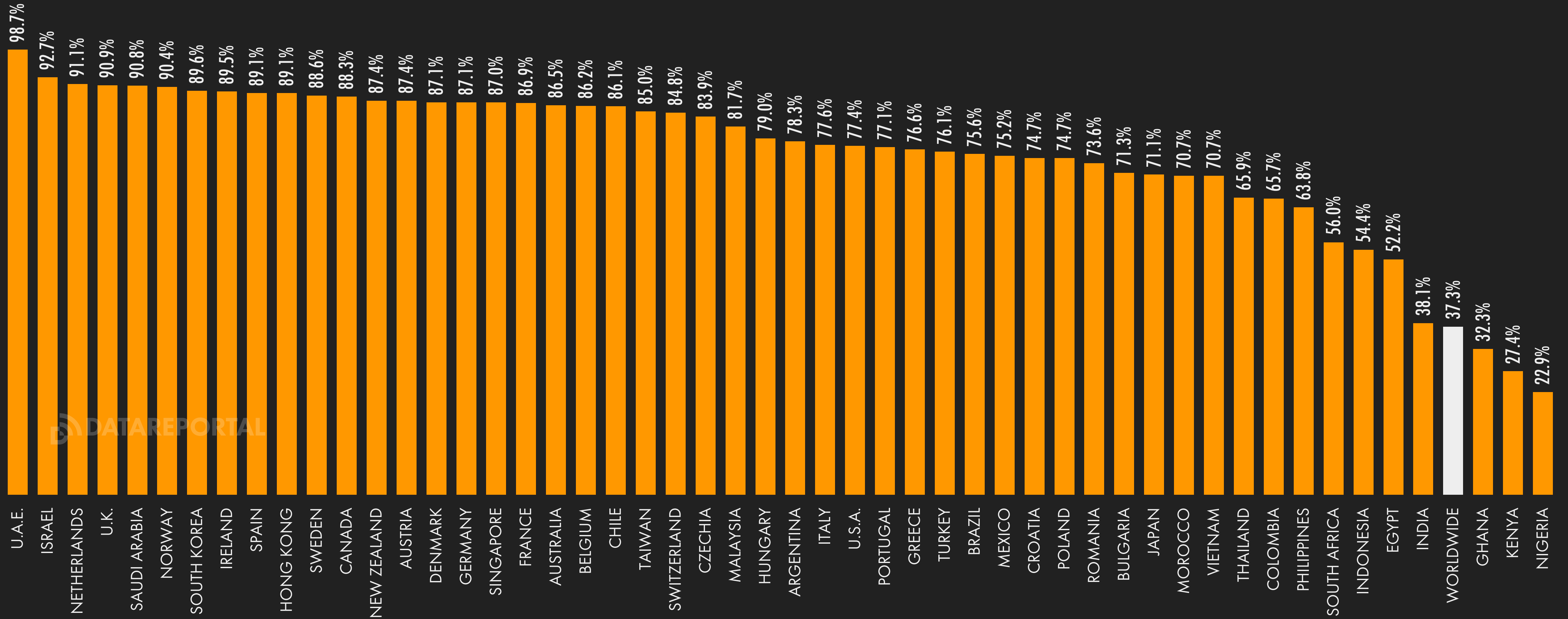
# YOUTUBE ADVERTISING: ADULT REACH RATE

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

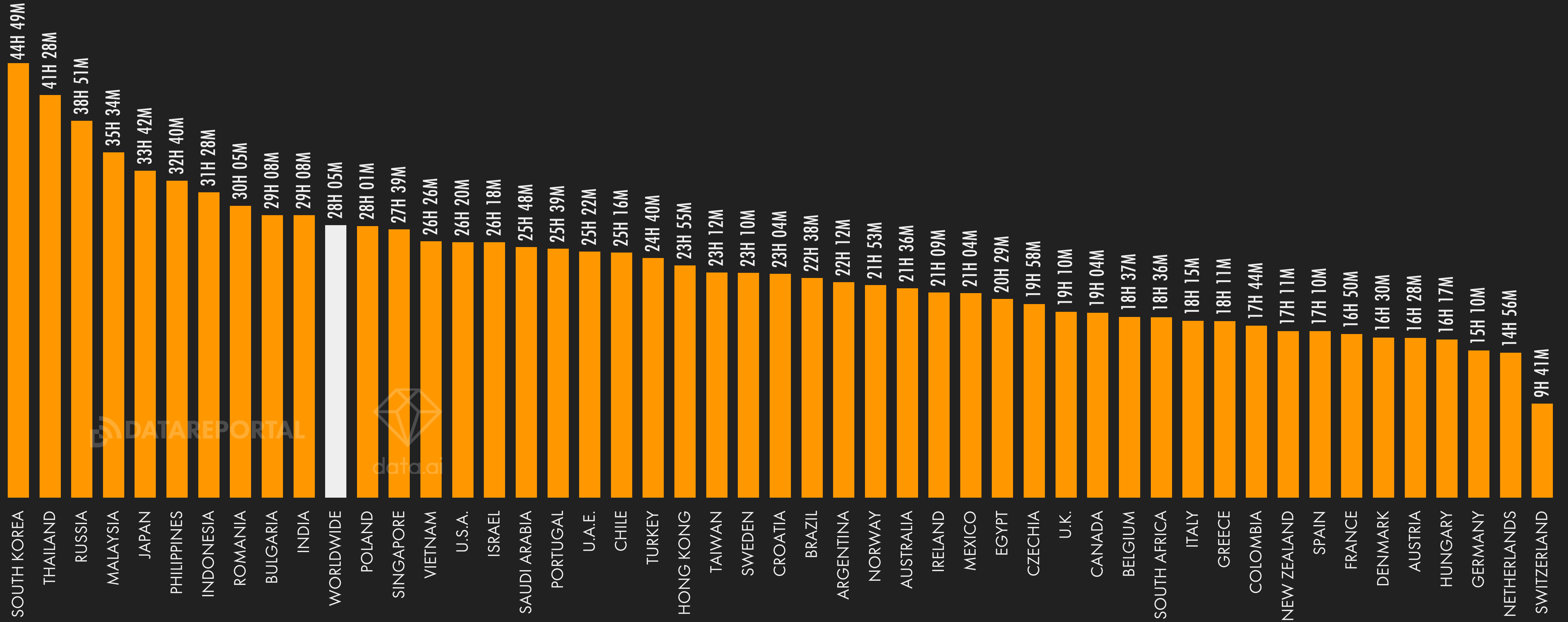
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# YOUTUBE: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



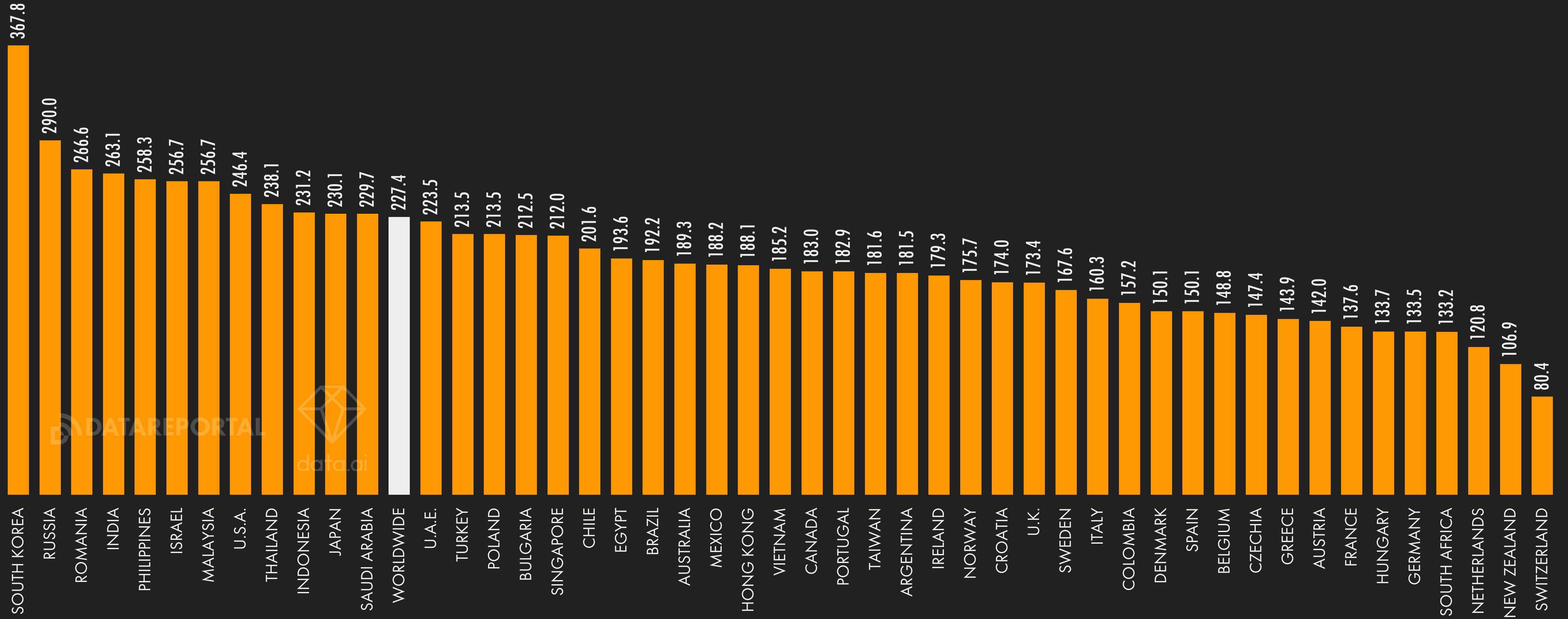
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# YOUTUBE: MONTHLY APP SESSIONS PER USER

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	462,000,000	[UNCHANGED]	11	TURKEY	57,500,000	[UNCHANGED]
02	UNITED STATES OF AMERICA	239,000,000	[UNCHANGED]	12	UNITED KINGDOM	56,200,000	[UNCHANGED]
03	BRAZIL	144,000,000	[UNCHANGED]	13	FRANCE	50,700,000	[UNCHANGED]
04	INDONESIA	139,000,000	[UNCHANGED]	14	EGYPT	44,700,000	[UNCHANGED]
05	MEXICO	83,100,000	[UNCHANGED]	15	SOUTH KOREA	44,300,000	[UNCHANGED]
06	JAPAN	78,600,000	[UNCHANGED]	16	THAILAND	44,200,000	[UNCHANGED]
07	PAKISTAN	71,700,000	[UNCHANGED]	17	ITALY	42,800,000	[UNCHANGED]
08	GERMANY	67,800,000	[UNCHANGED]	18	SPAIN	39,700,000	[UNCHANGED]
09	VIETNAM	63,000,000	[UNCHANGED]	19	BANGLADESH	33,600,000	[UNCHANGED]
10	PHILIPPINES	58,100,000	[UNCHANGED]	20	CANADA	31,900,000	[UNCHANGED]

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. THE "▲QOQ" COLUMN NORMALLY SHOWS THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH, BUT YOUTUBE HAS NOT PUBLISHED NEW AUDIENCE DATA IN THE PAST 90 DAYS, SO ALL VALUES WILL APPEAR AS "[UNCHANGED]". **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	BAHRAIN	111.5%*	1,276,000	11	NORWAY	90.4%	3,980,000
02	LEBANON	110.4%*	3,920,000	12	SOUTH KOREA	89.6%	40,000,000
03	OMAN	105.9%*	3,430,000	13	IRELAND	89.5%	3,490,000
04	QATAR	103.0%*	2,300,000	14	SPAIN	89.1%	35,300,000
05	UNITED ARAB EMIRATES	98.7%	7,770,000	15	HONG KONG	89.1%	5,740,000
06	ISRAEL	92.7%	5,770,000	16	SWEDEN	88.6%	7,460,000
07	NETHERLANDS	91.1%	13,090,000	17	CANADA	88.3%	28,000,000
08	UNITED KINGDOM	90.9%	48,900,000	18	LATVIA	87.9%	1,301,000
09	SAUDI ARABIA	90.8%	23,610,000	19	NEW ZEALAND	87.4%	3,570,000
10	KUWAIT	90.5%	2,990,000	20	AUSTRIA	87.4%	6,490,000

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 2023 AND 31 DECEMBER 2023



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	61
03	VIDEO	41
04	SONGS	33
05	DJ	24
06	MUSIC	18
07	CARTOON	17
08	DANCE	16
09	GANA	15
10	KARAOKE	15

#	SEARCH QUERY	INDEX
11	BABY	14
12	MOVIES	14
13	NEW SONG	13
14	TIKTOK	12
15	HINDI MOVIE	12
16	LAGU	12
17	GAME	12
18	VIDEOS	11
19	COMEDY	9
20	MINECRAFT	9

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **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 NAME	SUBSCRIBERS	CHANNEL VIEWS	#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	257 M	238.9 B	11	GOLDMINES	93.5 M	27.6 B
02	MRBEAST	231 M	41.2 B	12	BLACKPINK	92.7 M	34.6 B
03	COCOMELON - NURSERY RHYMES	170 M	175.7 B	13	SONY SAB	88.6 M	109.2 B
04	SET INDIA*	167 M	156.4 B	14	5-MINUTE CRAFTS	80.5 M	26.9 B
05	🌸 KIDS DIANA SHOW	118 M	99.1 B	15	BANGTANTV	77.3 M	22.0 B
06	LIKE NASTYA	112 M	96.7 B	16	ZEE TV	76.4 M	85.2 B
07	PEWDIEPIE	111 M	29.2 B	17	HYBE LABELS	73.8 M	31.9 B
08	VLAD AND NIKI	108 M	83.7 B	18	JUSTIN BIEBER	72.4 M	31.7 B
09	ZEE MUSIC COMPANY	103 M	63.3 B	19	PINKFONG	72.1 M	41.5 B
10	WWE	98.9 M	81.0 B	20	COLORS TV	69.9 M	67.3 B

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# TOP YOUTUBE CHANNELS BY TOTAL VIDEO VIEWS

YOUTUBE CHANNELS WITH THE GREATEST CUMULATIVE NUMBER OF VIDEO VIEWS



GLOBAL OVERVIEW

#	CHANNEL NAME	CHANNEL VIEWS	AVERAGE VIEWS PER VIDEO	#	CHANNEL NAME	CHANNEL VIEWS	AVERAGE VIEWS PER VIDEO
01	T-SERIES	238.9 B	11.9 M	11	ZEE MUSIC COMPANY	63.3 B	6.4 M
02	COCOMELON - NURSERY RHYMES	175.7 B	165.4 M	12	MOVIECLIPS	60.7 B	1.5 M
03	SET INDIA*	156.4 B	1.2 M	13	NETD MÜZIK	58.6 B	2.4 M
04	SONY SAB	109.2 B	1.4 M	14	EL REINO INFANTIL	57.1 B	41.7 M
05	🌸 KIDS DIANA SHOW	99.1 B	86.0 M	15	RYAN'S WORLD	56.6 B	21.5 M
06	LIKE NASTYA	96.7 B	111.9 M	16	ABS-CBN ENTERTAINMENT	51.7 B	0.2 M
07	ZEE TV	85.2 B	0.5 M	17	CHUCHU TV NURSERY RHYMES**	49.1 B	64.6 M
08	VLAD AND NIKI	83.7 B	130.5 M	18	SUPER SIMPLE SONGS	48.4 B	62.5 M
09	WWE	81.0 B	1.1 M	19	HAR PAL GEO	47.6 B	0.4 M
10	COLORS TV	67.3 B	0.5 M	20	ARY DIGITAL HD	46.5 B	0.4 M

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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	PINKFONG – “BABY SHARK DANCE   #BABYSHARK MOST VIEWED VIDEO   ANIMAL SONGS ...”	13,929,700,000	18 JUN 2016	42,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – “DESPACITO”	8,356,700,000	13 JAN 2017	52,000,000
03	LOOLOO KIDS – “JOHNY JOHNY YES PAPA 🧒 THE BEST SONG FOR CHILDREN   LOOLOO KIDS”	6,860,900,000	08 OCT 2016	19,000,000
04	COCOMELON - NURSERY RHYMES – “BATH SONG   @COCOMELON NURSERY RHYMES...”	6,576,100,000	02 MAY 2018	16,000,000
05	ED SHEERAN – “SHAPE OF YOU”	6,177,900,000	30 JAN 2017	32,000,000
06	WIZ KHALIFA FEATURING CHARLIE PUTH – “SEE YOU AGAIN ”	6,146,500,000	07 APR 2015	42,000,000
07	COCOMELON - NURSERY RHYMES – “WHEELS ON THE BUS   @COCOMELON NURSERY ...”	5,823,400,000	24 MAY 2018	16,000,000
08	CHUCHU TV NURSERY RHYMES & KIDS SONGS – “PHONICS SONG WITH TWO WORDS ...”	5,654,700,000	07 MAR 2014	[N/A]
09	MARK RONSON FEATURING BRUNO MARS – “UPTOWN FUNK”	5,128,900,000	19 NOV 2014	21,000,000
10	МИПОЛІКА ТБ – “LEARNING COLORS - COLORFUL EGGS ON A FARM”	5,049,000,000	27 FEB 2018	13,000,000







**INSTAGRAM**

JAN  
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# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

**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 INSTAGRAM



1.65  
BILLION

INSTAGRAM AD REACH  
vs. TOTAL POPULATION



20.4%

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



30.9%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED INSTAGRAM AD REACH



+0.9%  
+15 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED INSTAGRAM AD REACH



+25.3%  
+334 MILLION

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



49.4%

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



50.6%

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



27.4%

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



26.8%

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



27.7%

**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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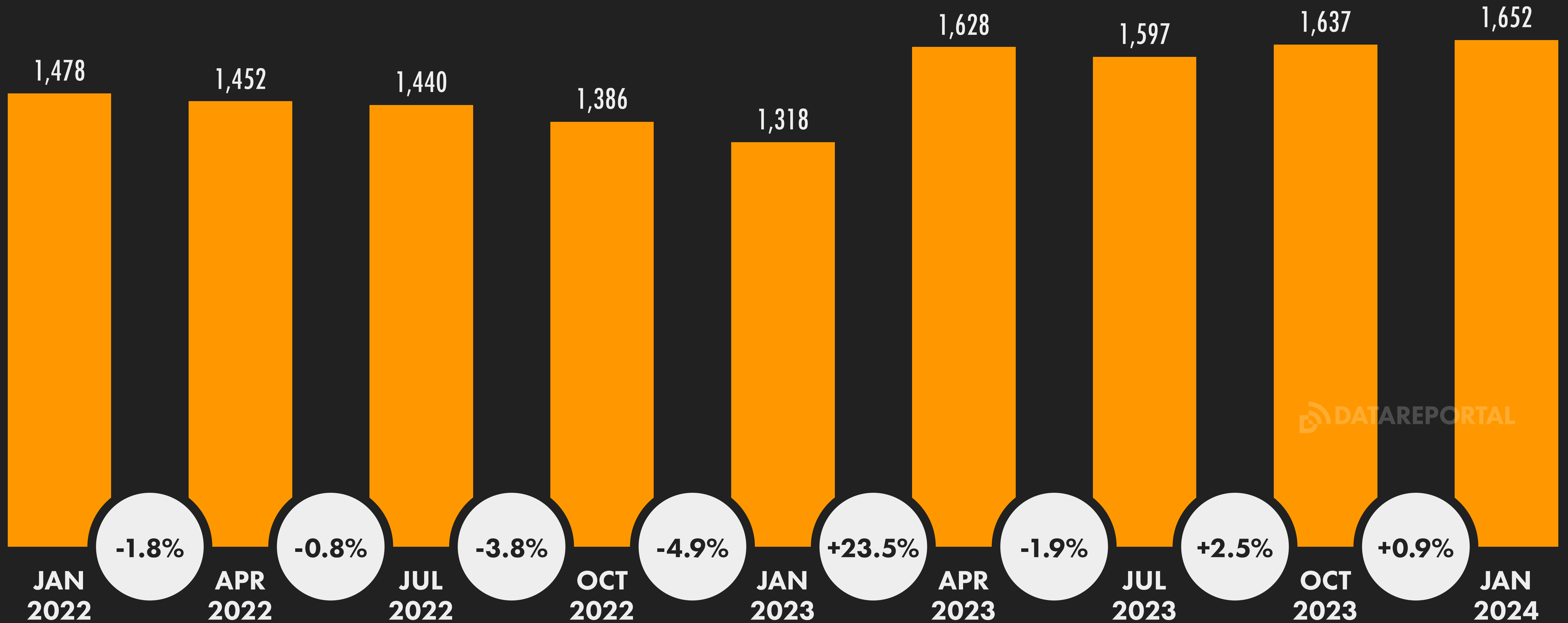
# INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM (IN MILLIONS OF USERS), 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

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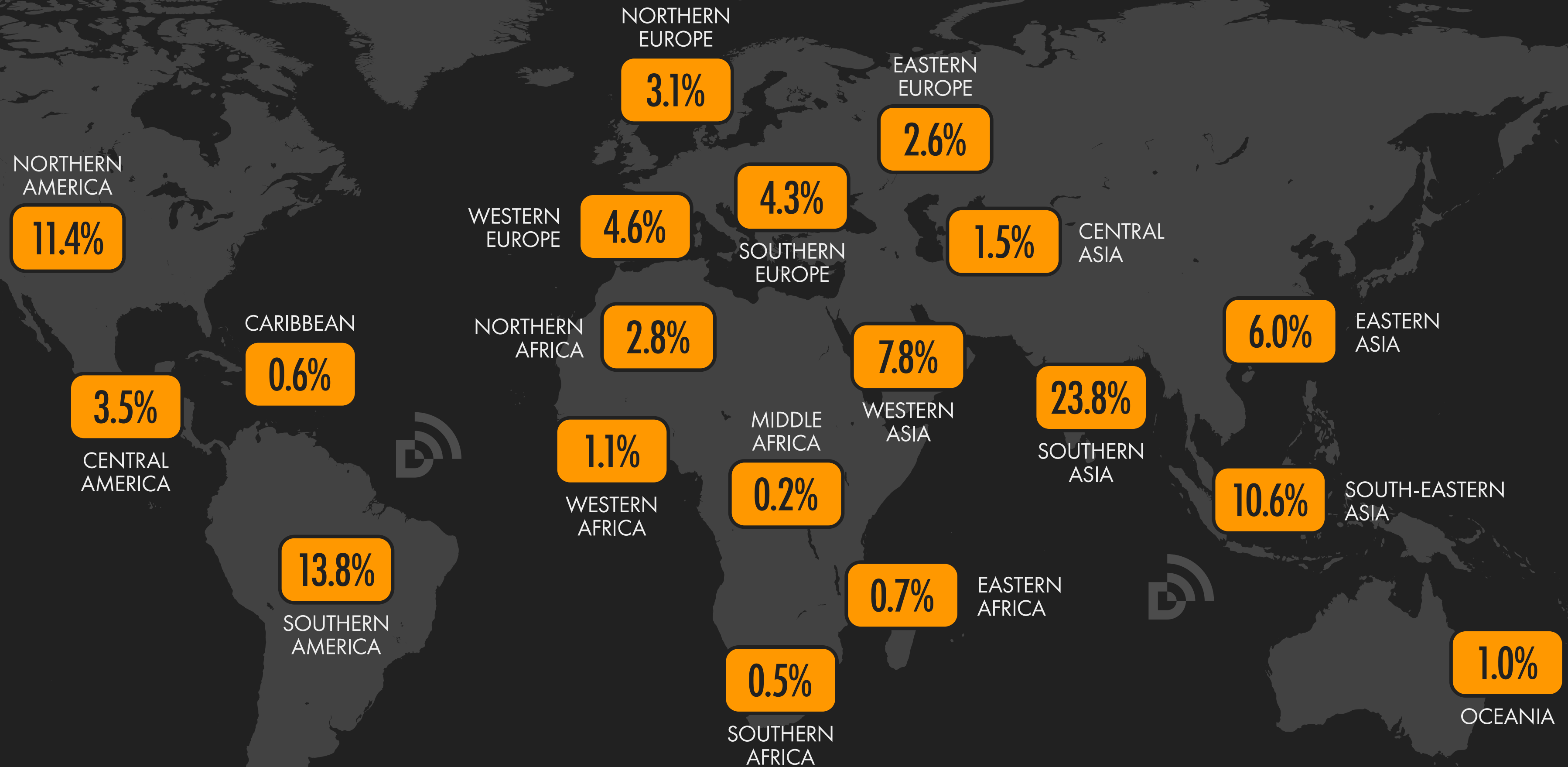
# SHARE OF INSTAGRAM ADVERTISING AUDIENCE

POTENTIAL INSTAGRAM ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL INSTAGRAM 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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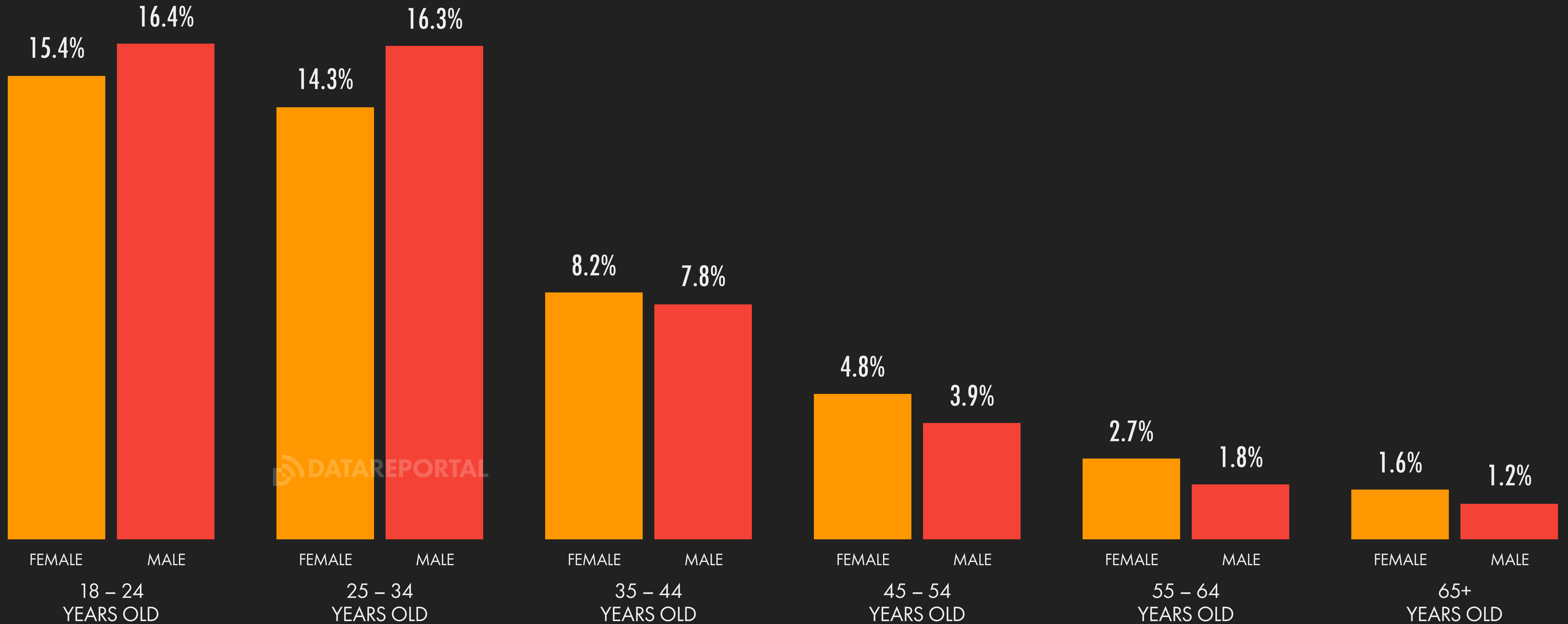
# INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'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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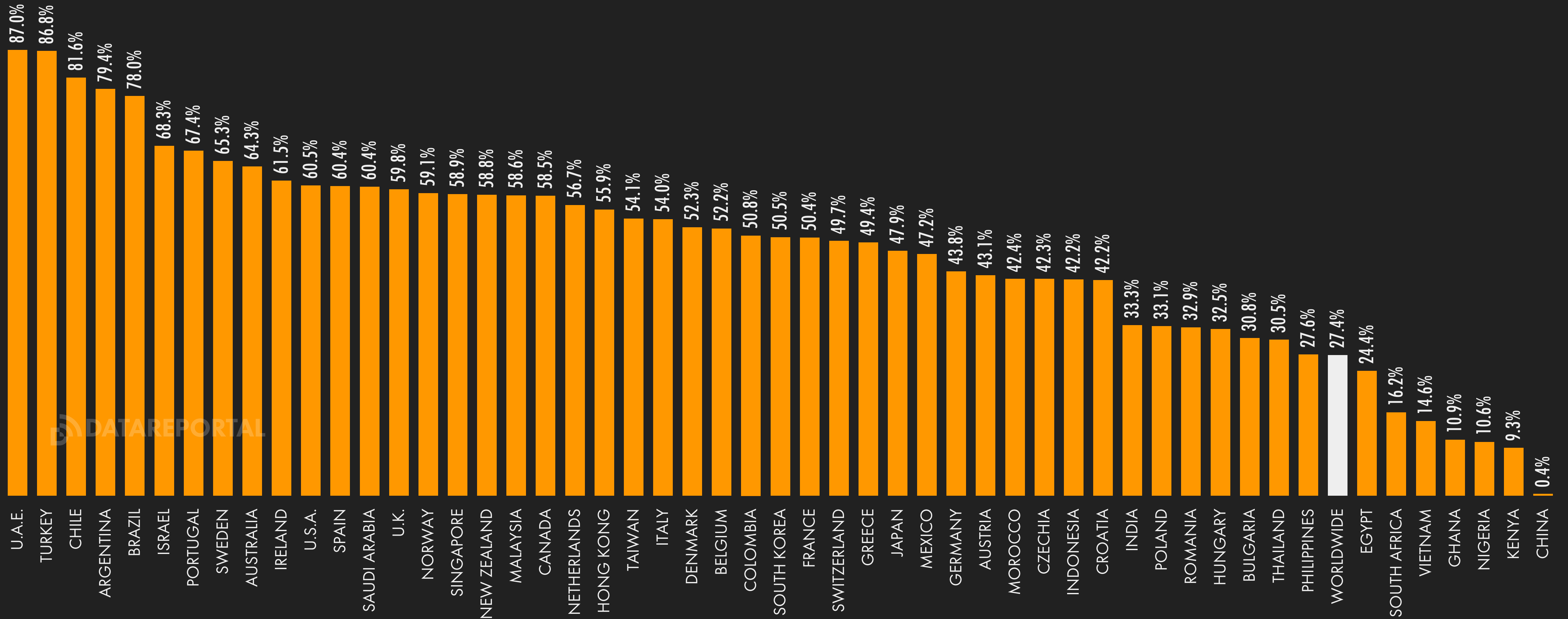
# INSTAGRAM ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF INSTAGRAM 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



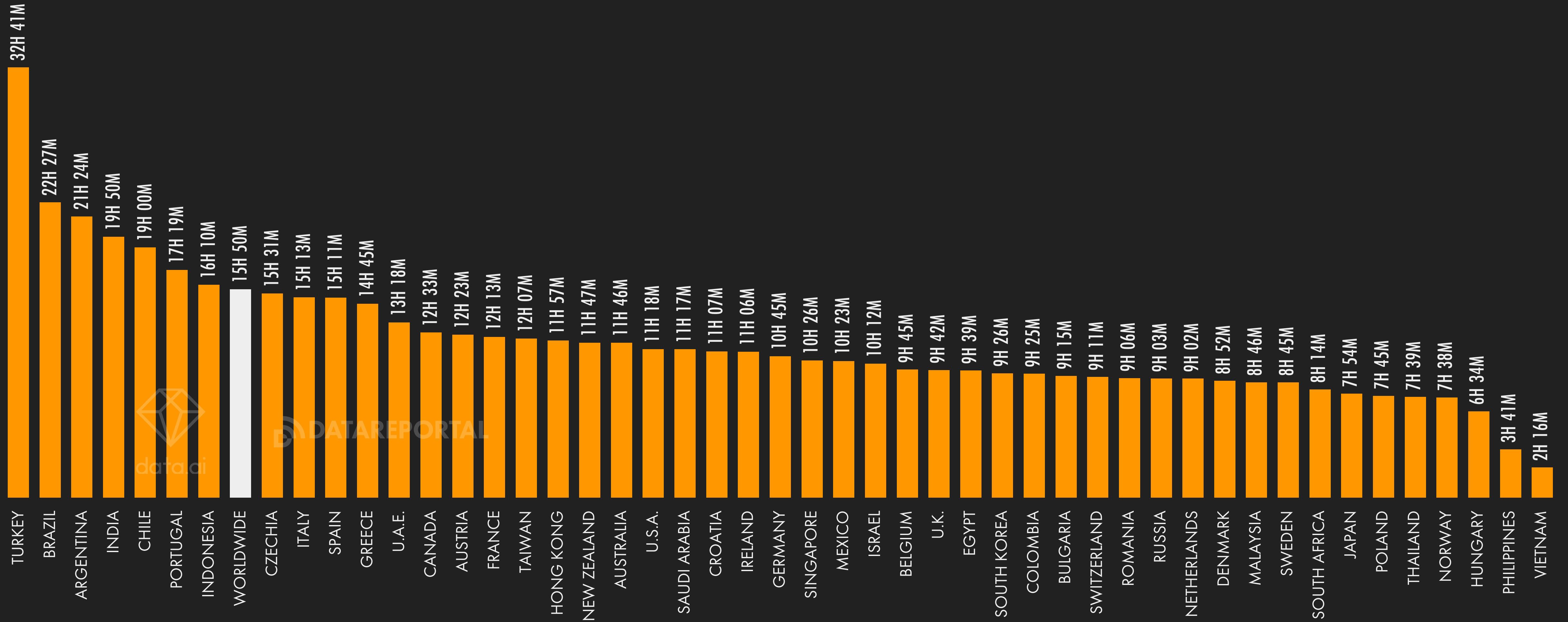
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# INSTAGRAM: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



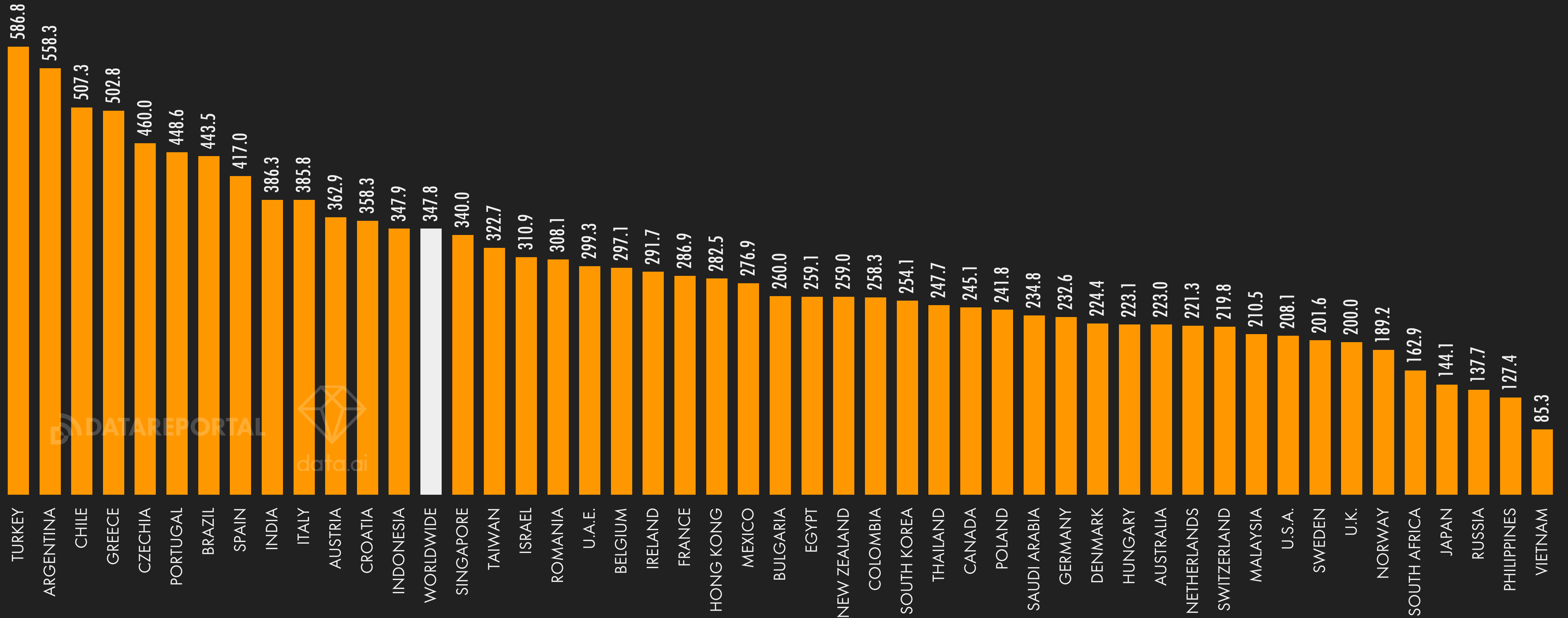
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# INSTAGRAM: MONTHLY APP SESSIONS PER USER

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	362,900,000	+1.2%	11	ITALY	27,000,000	-6.6%
02	UNITED STATES OF AMERICA	169,650,000	+7.1%	12	FRANCE	25,900,000	-5.6%
03	BRAZIL	134,600,000	+9.5%	13	SPAIN	23,950,000	-4.0%
04	INDONESIA	100,900,000	-3.7%	14	SOUTH KOREA	23,400,000	+1.3%
05	TURKEY	57,100,000	+0.7%	15	PHILIPPINES	21,350,000	-0.5%
06	JAPAN	55,450,000	+0.9%	16	COLOMBIA	20,050,000	-0.5%
07	MEXICO	44,850,000	-2.1%	17	CANADA	19,250,000	+2.1%
08	UNITED KINGDOM	33,100,000	+5.8%	18	THAILAND	18,750,000	-8.8%
09	GERMANY	30,350,000	-3.8%	19	IRAQ	18,250,000	-0.8%
10	ARGENTINA	27,850,000	+1.3%	20	EGYPT	18,150,000	-6.0%

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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	BAHRAIN	90.7%	1,037,200	11	MONTENEGRO	79.5%	390,800
02	UNITED ARAB EMIRATES	87.0%	6,850,000	12	ARGENTINA	79.4%	26,550,000
03	TURKEY	86.8%	54,300,000	13	BRAZIL	78.0%	128,550,000
04	KAZAKHSTAN	86.8%	11,200,000	14	BARBADOS	77.5%	174,100
05	BRUNEI	85.3%	287,050	15	PANAMA	76.9%	2,400,000
06	CAYMAN ISLANDS	84.3%	47,300	16	GUAM	75.7%	91,200
07	URUGUAY	83.2%	2,200,000	17	QATAR	71.6%	1,600,000
08	KUWAIT	81.7%	2,700,000	18	OMAN	69.5%	2,250,000
09	CHILE	81.6%	12,550,000	19	ICELAND	69.1%	203,050
10	CYPRUS	80.0%	821,650	20	ISRAEL	68.3%	4,250,000

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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



GLOBAL OVERVIEW

AVERAGE MONTHLY  
GROWTH IN  
ACCOUNT FOLLOWERS



locowise

**+1.09%**

AVERAGE NUMBER  
OF MAIN FEED  
POSTS PER DAY



we  
are  
social

**1.32**

PHOTO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



locowise

**39.8%**

VIDEO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



Meltwater

**38.5%**

CAROUSEL POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**21.6%**

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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



1.89%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR PHOTO POSTS



3.38%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR VIDEO POSTS



0.78%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



1.10%

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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



0.90%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS



0.71%

AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS



0.65%



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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

**0.94%**

ENGAGEMENTS vs. POST REACH

**5.77%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **IMAGE POSTS**



ENGAGEMENTS vs. FOLLOWERS

**0.68%**

ENGAGEMENTS vs. POST REACH

**6.17%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **REELS POSTS**



ENGAGEMENTS vs. FOLLOWERS

**1.30%**

ENGAGEMENTS vs. POST REACH

**5.58%**

AVERAGE INSTAGRAM  
ENGAGEMENT RATE FOR BUSINESS  
ACCOUNTS: **CAROUSEL POSTS**



ENGAGEMENTS vs. FOLLOWERS

**0.93%**

ENGAGEMENTS vs. POST REACH

**5.20%**

**SOURCE:** SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "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 INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

JAN  
2024

# 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

**0.94%**

ENGAGEMENTS vs. POST REACH

**5.77%**

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



ENGAGEMENTS vs. FOLLOWERS

**1.21%**

ENGAGEMENTS vs. POST REACH

**5.32%**

AVERAGE INSTAGRAM ENGAGEMENT  
RATE: BUSINESS ACCOUNTS WITH  
**10,000 TO 100,000** FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

**0.95%**

ENGAGEMENTS vs. POST REACH

**5.37%**

AVERAGE INSTAGRAM ENGAGEMENT  
RATE: BUSINESS ACCOUNTS WITH  
**MORE THAN 100,000** FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

**0.81%**

ENGAGEMENTS vs. POST REACH

**6.35%**

**SOURCE:** SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "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 INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.



**JAN  
2024**

# MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	INSTAGRAM <i>@INSTAGRAM</i>	666.8 M
02	CRISTIANO RONALDO <i>@CRISTIANO</i>	617.5 M
03	LIONEL MESSI <i>@LEOMESSI</i>	497.3 M
04	SELENA GOMEZ <i>@SELENAGOMEZ</i>	429.6 M
05	KYLIE JENNER <i>@KYLIEJENNER</i>	399.4 M
06	DWAYNE JOHNSON <i>@THEROCK</i>	395.8 M
07	ARIANA GRANDE <i>@ARIANAGRANDE</i>	380.6 M
08	KIM KARDASHIAN <i>@KIMKARDASHIAN</i>	364.2 M
09	BEYONCÉ <i>@BEYONCE</i>	319.8 M
10	KHLOÉ KARDASHIAN <i>@KHLOEKARDASHIAN</i>	311.2 M

#	ACCOUNT	FOLLOWERS
11	NIKE <i>@NIKE</i>	306.6 M
12	KENDALL JENNER <i>@KENDALLJENNER</i>	294.7 M
13	JUSTIN BIEBER <i>@JUSTINBIEBER</i>	292.9 M
14	NATIONAL GEOGRAPHIC <i>@NATGEO</i>	283.9 M
15	TAYLOR SWIFT <i>@TAYLORSWIFT</i>	279.4 M
16	VIRAT KOHLI <i>@VIRAT.KOHLI</i>	265.9 M
17	JENNIFER LOPEZ <i>@JLO</i>	253.4 M
18	NICKI MINAJ <i>@NICKIMINAJ</i>	229.3 M
19	KOURTNEY KARDASHIAN <i>@KOURTNEYKARDASH</i>	224.7 M
20	NEYMAR <i>@NEYMARJR</i>	218.5 M

#	ACCOUNT	FOLLOWERS
21	MILEY CYRUS <i>@MILEYCYRUS</i>	216.1 M
22	KATY PERRY <i>@KATYPERRY</i>	206.9 M
23	ZENDAYA <i>@ZENDAYA</i>	184.9 M
24	KEVIN HART <i>@KEVINHART4REAL</i>	179.9 M
25	CARDI B <i>@IAMCARDIB</i>	169.4 M
26	LEBRON JAMES <i>@KINGJAMES</i>	159.6 M
27	DEMI LOVATO <i>@DDLOVATO</i>	157.5 M
28	RIHANNA <i>@BADGALRIRI</i>	152.4 M
29	REAL MADRID CF <i>@REALMADRID</i>	151.4 M
30	DRAKE <i>@CHAMPAGNEPAPI</i>	145.1 M

#	ACCOUNT	FOLLOWERS
31	CHRIS BROWN <i>@CHRISBROWNOFFICIAL</i>	145.0 M
32	ELLEN DEGENERES <i>@ELLENDEGENERES</i>	139.7 M
33	FC BARCELONA <i>@FCBARCELONA</i>	125.2 M
34	UEFA CHAMPIONS LEAGUE <i>@CHAMPIONSLEAGUE</i>	113.0 M
35	KYLIAN MBAPPÉ <i>@K.MBAPPE</i>	111.3 M
36	BILLIE EILISH <i>@BILLIEEILISH</i>	110.3 M
37	GAL GADOT <i>@GAL_GADOT</i>	109.3 M
38	VIN DIESEL <i>@VINDIESEL</i>	102.6 M
39	LISA <i>@LALALALISA_M</i>	100.4 M
40	NASA <i>@NASA</i>	97.0 M

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2024**

# 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	1.76 B
03	#INSTAGRAM	1.22 B
04	#FASHION	1.15 B
05	#PHOTOOFTHEDAY	1.06 B
06	#PHOTOGRAPHY	1.06 B
07	#ART	1.05 B
08	#NATURE	803 M
09	#PICOFTHE DAY	729 M
10	#TRAVEL	724 M

#	HASHTAG	POSTS
11	#FOLLOW	713 M
12	#HAPPY	710 M
13	#CUTE	673 M
14	#INSTADAILY	670 M
15	#STYLE	657 M
16	#TBT	586 M
17	#REPOST	562 M
18	#FOLLOWME	556 M
19	#SUMMER	556 M
20	#BEAUTY	542 M

#	HASHTAG	POSTS
21	#VIRAL	536 M
22	#FITNESS	533 M
23	#INSTALIKE	524 M
24	#FOOD	518 M
25	#LIKE4LIKE	505 M
26	#PHOTO	502 M
27	#TRENDING	489 M
28	#MUSIC	458 M
29	#ME	457 M
30	#SELFIE	451 M

#	HASHTAG	POSTS
31	#LIFE	449 M
32	#FAMILY	445 M
33	#FRIENDS	445 M
34	#SMILE	441 M
35	#FUN	440 M
36	#EXPLOREPAGE	409 M
37	#MAKEUP	404 M
38	#DOG	376 M
39	#MOTIVATION	373 M
40	#MODEL	369 M



**TIKTOK**

JAN  
2024

# 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



1.56  
BILLION

TIKTOK AD REACH  
vs. TOTAL POPULATION



19.3%

TIKTOK AD REACH  
vs. TOTAL INTERNET USERS



29.2%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED TIKTOK AD REACH



[N/A]  
[SOURCE CHANGE]

YEAR-ON-YEAR CHANGE IN  
REPORTED TIKTOK AD REACH



[N/A]  
[SOURCE CHANGE]

SHARE: FEMALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



48.0%

SHARE: MALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



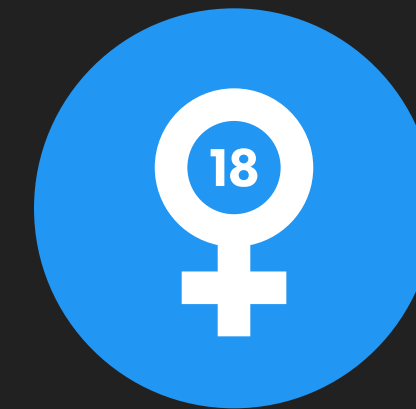
52.0%

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+



26.2%

ADOPTION: MALE TIKTOK  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



28.8%

**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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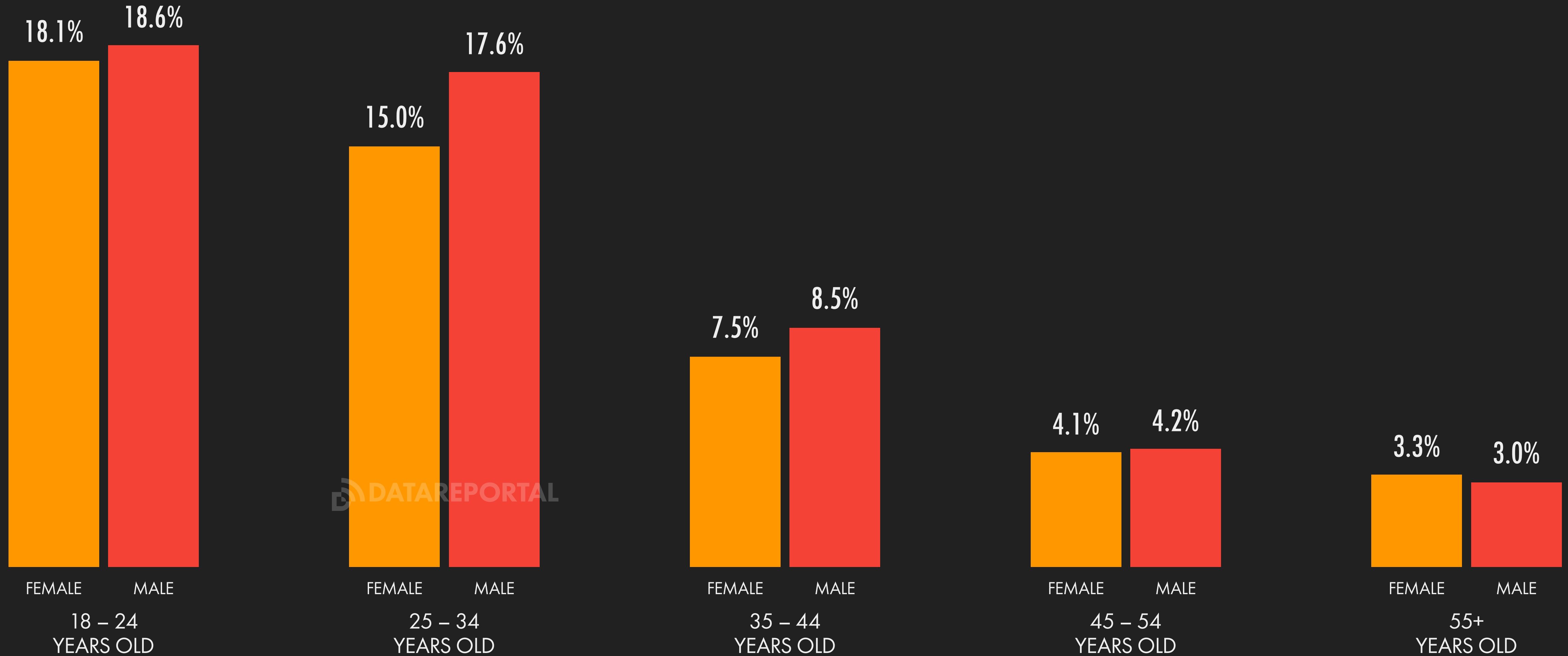
# TIKTOK: ADVERTISING AUDIENCE PROFILE

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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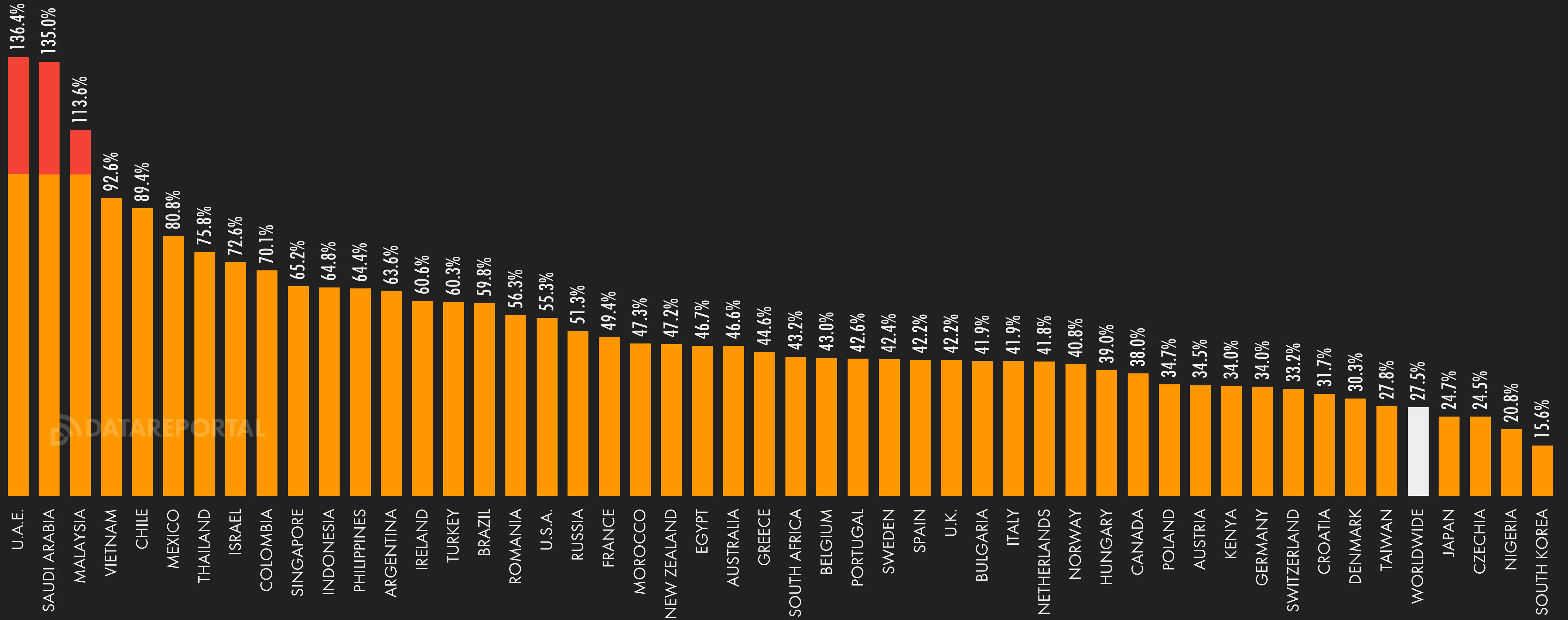
# TIKTOK ADVERTISING: ADULT REACH RATE

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



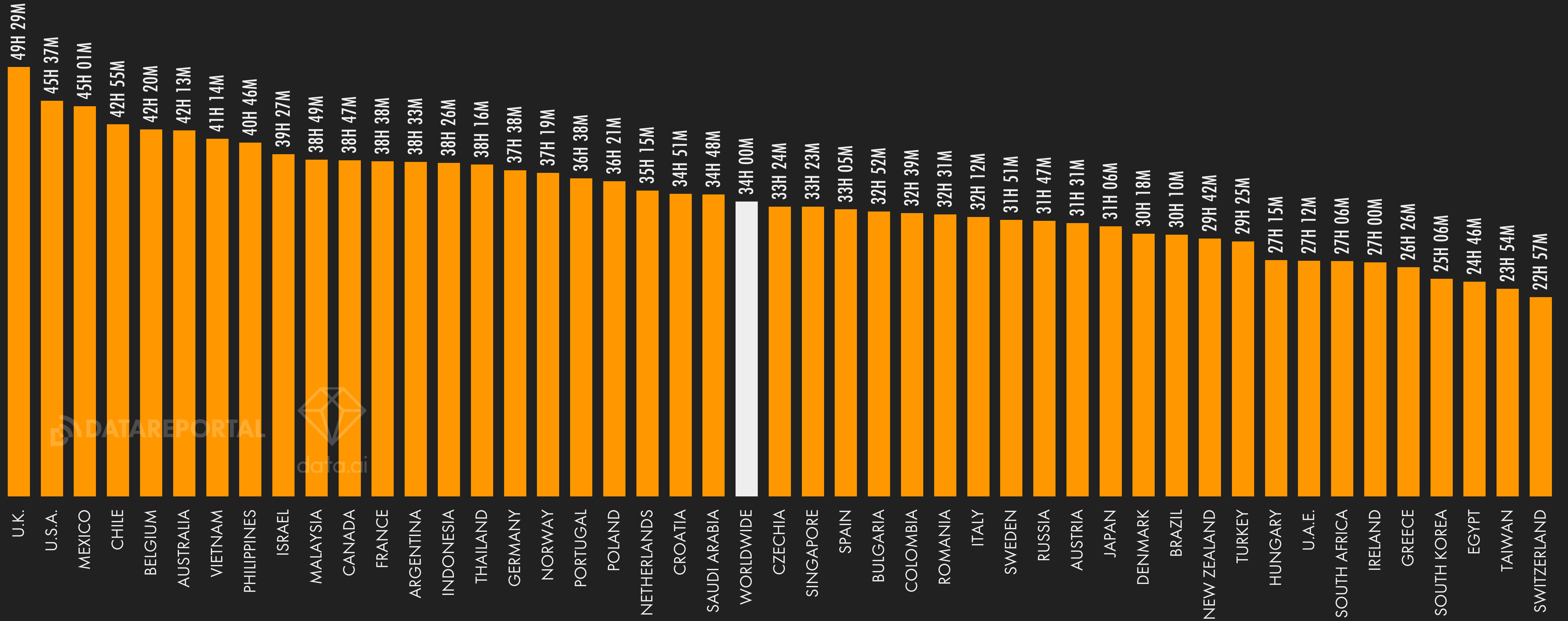
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# TIKTOK: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH ACTIVE TIKTOK USER SPENDS USING THE TIKTOK APP ON ANDROID PHONES



GLOBAL OVERVIEW



DATA REPORTAL



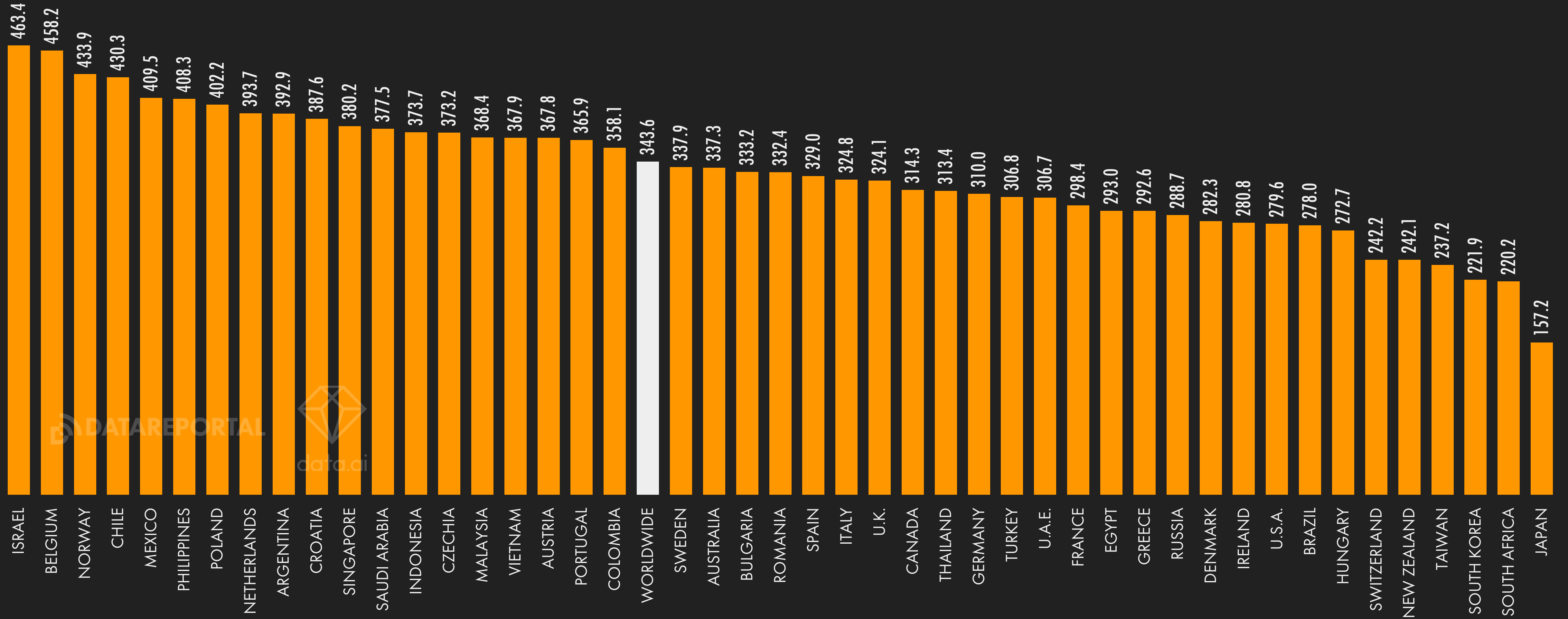
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# TIKTOK: MONTHLY APP SESSIONS PER USER

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	148,017,000	+3.2%	11	BANGLADESH	37,360,500	[N/A]
02	INDONESIA	126,831,500	+19.1%	12	SAUDI ARABIA	35,100,500	+0.7%
03	BRAZIL	98,589,500	+3.8%	13	EGYPT	32,938,500	+8.7%
04	MEXICO	74,151,500	+7.6%	14	IRAQ	31,953,500	+4.3%
05	VIETNAM	67,719,500	+8.2%	15	MALAYSIA	28,678,000	+7.1%
06	RUSSIAN FEDERATION	58,592,500	-0.9%	16	COLOMBIA	27,306,000	+9.1%
07	PAKISTAN	54,375,000	+13.0%	17	JAPAN	26,053,000	+3.8%
08	PHILIPPINES	49,087,000	+23.2%	18	FRANCE	25,421,500	+20.9%
09	THAILAND	44,376,000	+16.5%	19	NIGERIA	23,844,000	[N/A]
10	TURKEY	37,734,000	+5.6%	20	GERMANY	23,563,000	+19.5%

**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 50,000 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	UNITED ARAB EMIRATES	136.4%*	10,734,000	11	ECUADOR	99.3%	12,658,500
02	SAUDI ARABIA	135.0%*	35,100,500	12	BOLIVIA	92.8%	7,389,000
03	KUWAIT	125.7%*	4,153,000	13	VIETNAM	92.6%	67,719,500
04	IRAQ	122.8%*	31,953,500	14	PERU	91.7%	21,908,000
05	QATAR	116.2%*	2,596,000	15	GEORGIA	90.5%	2,524,000
06	MALAYSIA	113.6%*	28,678,000	16	CHILE	89.4%	13,752,000
07	LEBANON	110.5%*	3,923,000	17	CAMBODIA	88.4%	9,956,000
08	KAZAKHSTAN	109.2%*	14,100,500	18	EL SALVADOR	87.0%	3,881,500
09	LIBYA	106.9%*	4,948,000	19	DOMINICAN REPUBLIC	85.5%	6,641,000
10	BAHRAIN	102.7%*	1,175,000	20	GREENLAND	84.3%	36,000

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 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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# 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)



7.80%

socialinsider

MEDIAN NUMBER OF POST LIKES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



7.06%



MEDIAN NUMBER OF COMMENTS vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.10%



MEDIAN NUMBER OF POST SHARES vs. POST VIEWS FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS



0.01%

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2024**

# MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	KHABANE LAME <small>@KHABY.LAME</small>	161.6 M
02	CHARLI D'AMELIO <small>@CHARLIDAMELIO</small>	151.7 M
03	BELLA POARCH <small>@BELLAPOARCH</small>	93.9 M
04	MRBEAST <small>@MRBEAST</small>	92.6 M
05	ADDISON RAE <small>@ADDISONRE</small>	88.7 M
06	KIMBERLY LOAIZA <small>@KIMBERLY.LOAIZA</small>	80.6 M
07	ZACH KING <small>@ZACHKING</small>	80.6 M
08	TIKTOK <small>@TIKTOK</small>	77.9 M
09	BURAK ÖZDEMİR <small>@CZNBURAK</small>	74.6 M
10	WILL SMITH <small>@WILLSMITH</small>	74.2 M

#	ACCOUNT	FOLLOWERS
11	THE ROCK <small>@THEROCK</small>	74.1 M
12	DOMINIK LIPA <small>@DOMELIPA</small>	72.0 M
13	BTS <small>@BTS_OFFICIAL_BIGHIT</small>	63.9 M
14	SELENA GOMEZ <small>@SELENAGOMEZ</small>	59.1 M
15	JASON DERULO <small>@JASONDERULO</small>	58.1 M
16	DIXIE D'AMELIO <small>@DIXIEDAMELIO</small>	56.6 M
17	WON JEONG <small>@OX_ZUNG</small>	55.4 M
18	SPENCER POLANCO KNIGHT <small>@SPENCERX</small>	54.9 M
19	KYLIE JENNER <small>@KYLIEJENNER</small>	54.8 M
20	LOREN GRAY <small>@LORENGRAY</small>	54.0 M

#	ACCOUNT	FOLLOWERS
21	BAYASHI <small>@BAYASHI.TIKTOK</small>	53.8 M
22	YOUNES ZAROU <small>@YOUNESZAROU</small>	53.7 M
23	HOMA <small>@HOMM9K</small>	52.4 M
24	MICHAEL LE <small>@JUSTMAIKO</small>	51.8 M
25	BILLIE EILISH <small>@BILLIEEILISH</small>	51.1 M
26	KAROL G <small>@KAROLG</small>	50.8 M
27	KRIS COLLINS <small>@KALLMEKRIS</small>	50.5 M
28	WILLIE SALIM <small>@WILLIESALIM</small>	48.6 M
29	BLACKPINK <small>@BP_TIKTOK</small>	47.6 M
30	BRENT RIVERA <small>@BRENTRIVERA</small>	47.4 M

#	ACCOUNT	FOLLOWERS
31	RIYAZ ALY <small>@RIYAZ.14</small>	46.1 M
32	CARLOS FERIA <small>@CARLOSFERIAG</small>	45.8 M
33	JOJO SIWA <small>@ITSJOJOSIWA</small>	45.6 M
34	PONGÁMOSLO A PRUEBA <small>@PONGAMOSLO_A_PRUEBA</small>	44.2 M
35	JUNYA GOU <small>@JUNYAIGOU</small>	44.1 M
36	JOE ALBANESE <small>@JOEALBANESE</small>	43.8 M
37	VILMEI <small>@VILMEIJUGA</small>	43.5 M
38	RIA RICIS <small>@RIARICIS</small>	42.9 M
39	AVANI GREGG <small>@AVANI</small>	42.8 M
40	ROD CONTRERAS <small>@ELRODCONTRERAS</small>	42.8 M

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# TOP TIKTOK HASHTAGS

HASHTAGS THAT HAVE ATTRACTED THE GREATEST NUMBER OF VIEWS ON TIKTOK (ALL TIME)



#	HASHTAG	VIEWS
01	#FYP	55.41 T
02	#FORYOU	31.72 T
03	#VIRAL	21.68 T
04	#FYPシ	20.56 T
05	#FORYOU PAGE	19.56 T
06	#PARATI	8.43 T
07	#TIKTOK	7.29 T
08	#CAPCUT	6.11 T
09	#FY	6.08 T
10	#TRENDING	5.39 T

#	HASHTAG	VIEWS
11	#FUNNY	4.25 T
12	#XYZBCA	4.23 T
13	#DUET	3.49 T
14	#FYPシVIRAL	2.97 T
15	#VIRALVIDEO	2.81 T
16	#TREND	2.61 T
17	#XUHUONG	2.57 T
18	#HUMOR	2.48 T
19	#اكسبلور	2.36 T
20	#РЕКОМЕНДАЦИИ	2.24 T

#	HASHTAG	VIEWS
21	#COMEDY	2.19 T
22	#FYPAGE	2.03 T
23	#PEK	1.93 T
24	#GREENSCREEN	1.66 T
25	#LOVE	1.66 T
26	#POURTOI	1.60 T
27	#ANIME	1.58 T
28	#EXPLORE	1.44 T
29	#MEME	1.35 T
30	#EDIT	1.34 T

#	HASHTAG	VIEWS
31	#STITCH	1.21 T
32	#FOOTBALL	1.19 T
33	#POV	1.11 T
34	#COMEDIA	1.10 T
35	#TIKTOKINDIA	1.09 T
36	#ASMR	1.08 T
37	#VIRALTIKTOK	1.08 T
38	#FUNNYVIDEOS	1.01 T
39	#FYPPPPPPPPPPPPPPPPPPPPPPPP	958 B
40	#MOVIE	919 B

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** POST VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON POSTS THAT INCLUDE THE RELEVANT HASHTAG. POSTS MAY INCLUDE MULTIPLE HASHTAGS, SO THE SAME VIEW MAY REGISTER IN THE VIEW COUNTS FOR MULTIPLE HASHTAGS AT THE SAME TIME. 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.



**FACEBOOK MESSENGER**

JAN  
2024

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK 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



979.4  
MILLION

MESSENGER AD REACH  
vs. TOTAL POPULATION



12.1%

MESSENGER AD REACH  
vs. TOTAL INTERNET USERS



18.3%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED MESSENGER AD REACH



-5.4%  
-56 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED MESSENGER AD REACH



+5.2%  
+48 MILLION

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



44.5%

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



55.5%

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



17.2%

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



15.1%

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



19.1%



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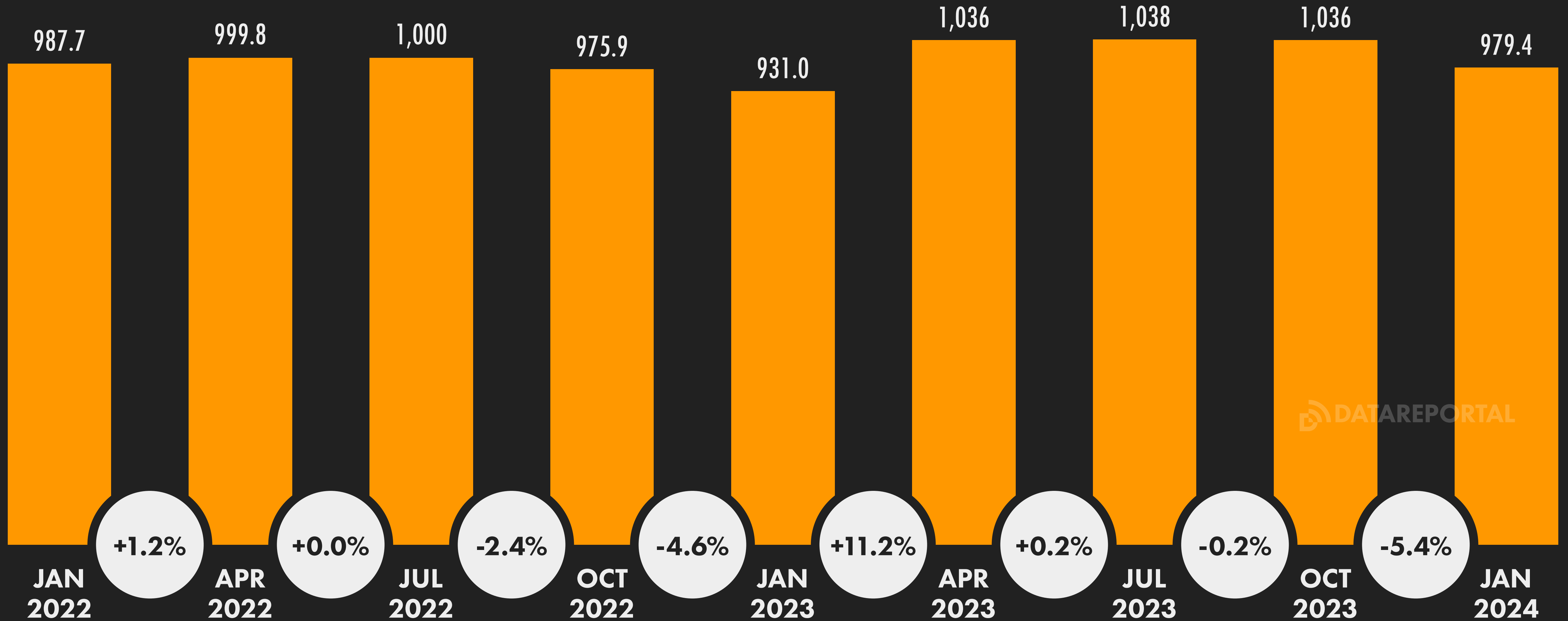
# MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK MESSENGER (IN MILLIONS OF USERS), 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

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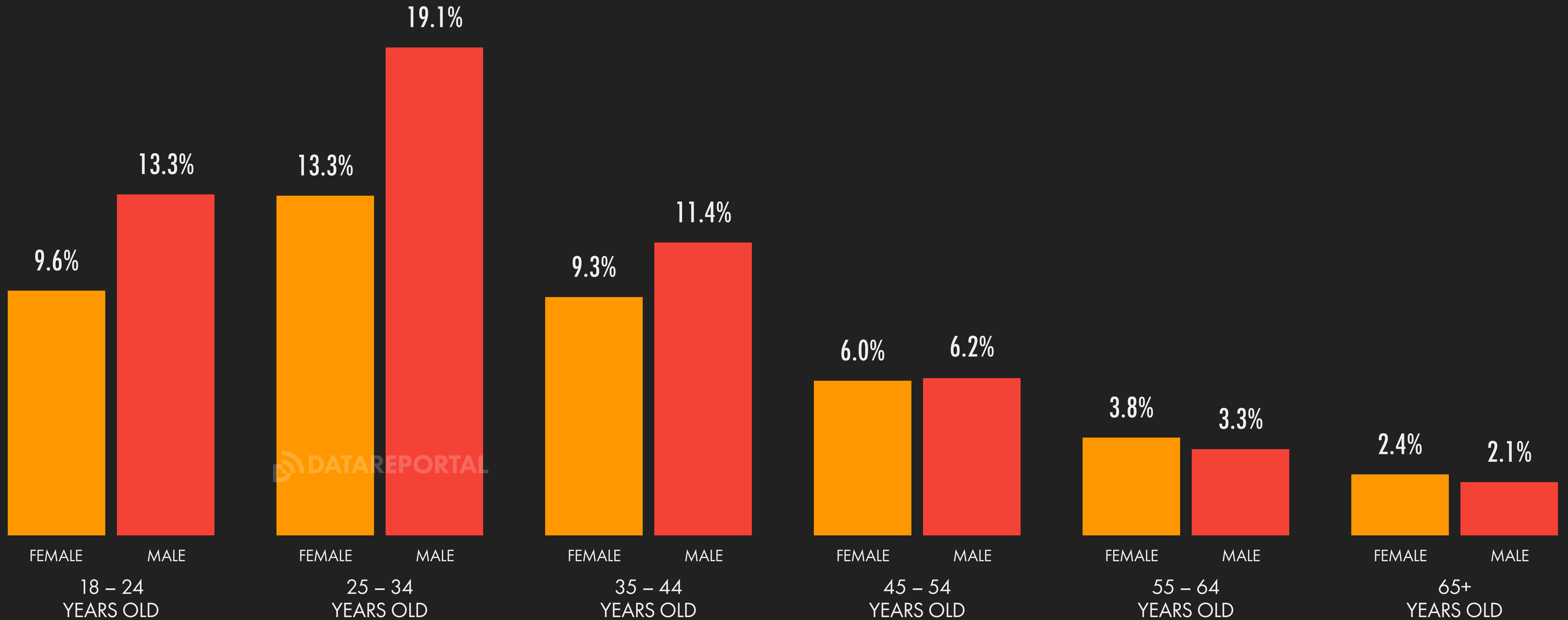
# MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK 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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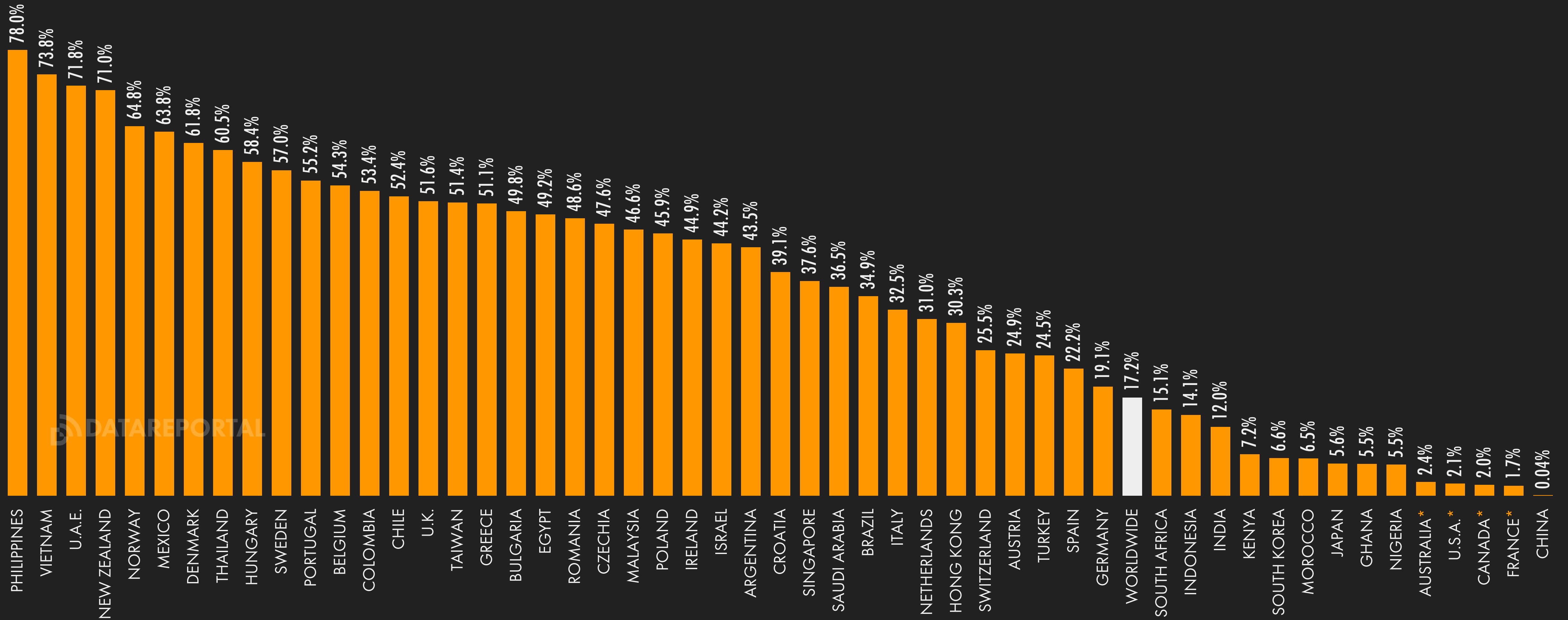
# MESSENGER ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF FACEBOOK 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 AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK 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	121,600,000	-2.3%	11	COLOMBIA	20,800,000	-5.5%
02	PHILIPPINES	59,550,000	-4.3%	12	ALGERIA	16,400,000	-5.2%
03	MEXICO	58,750,000	-6.1%	13	ITALY	16,250,000	-9.5%
04	BRAZIL	56,950,000	-2.1%	14	IRAQ	15,700,000	-8.2%
05	VIETNAM	54,500,000	-7.6%	15	TURKEY	15,450,000	-2.5%
06	THAILAND	35,550,000	-10.2%	16	POLAND	15,300,000	-10.3%
07	EGYPT	34,950,000	-9.6%	17	ARGENTINA	14,600,000	-2.0%
08	BANGLADESH	28,300,000	-1.9%	18	MYANMAR	13,950,000	-7.3%
09=	INDONESIA	27,750,000	-7.2%	19	PERU	13,600,000	-4.9%
09=	UNITED KINGDOM	27,750,000	-1.8%	20	GERMANY	13,250,000	-5.4%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 FACEBOOK 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	100.4%*	2,200,000	11	FIJI	72.6%	453,150
02	LIBYA	99.4%	4,600,000	12	SAMOA	71.9%	92,400
03	GEORGIA	86.0%	2,400,000	13	UNITED ARAB EMIRATES	71.8%	5,650,000
04	TONGA	84.8%	54,850	14	CAMBODIA	71.5%	8,050,000
05	GREENLAND	82.3%	35,150	15	NEW ZEALAND	71.0%	2,900,000
06	FAROE ISLANDS	81.6%	32,700	16	MALTA	70.9%	320,400
07	PHILIPPINES	78.0%	59,450,000	17	BHUTAN	69.6%	405,050
08	ICELAND	76.8%	225,500	18	GUAM	69.0%	83,150
09	QATAR	73.9%	1,650,000	19	LITHUANIA	67.8%	1,500,000
10	VIETNAM	73.8%	53,950,000	20	CYPRUS	67.6%	693,650

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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](#).





**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



1.03  
BILLION

LINKEDIN AD REACH  
vs. TOTAL POPULATION



12.7%

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



19.2%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED LINKEDIN AD REACH



+3.6%  
+36 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED LINKEDIN AD REACH



+13.9%  
+125 MILLION

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



43.6%

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



56.4%

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



18.0%

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



12.9%

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



16.8%

**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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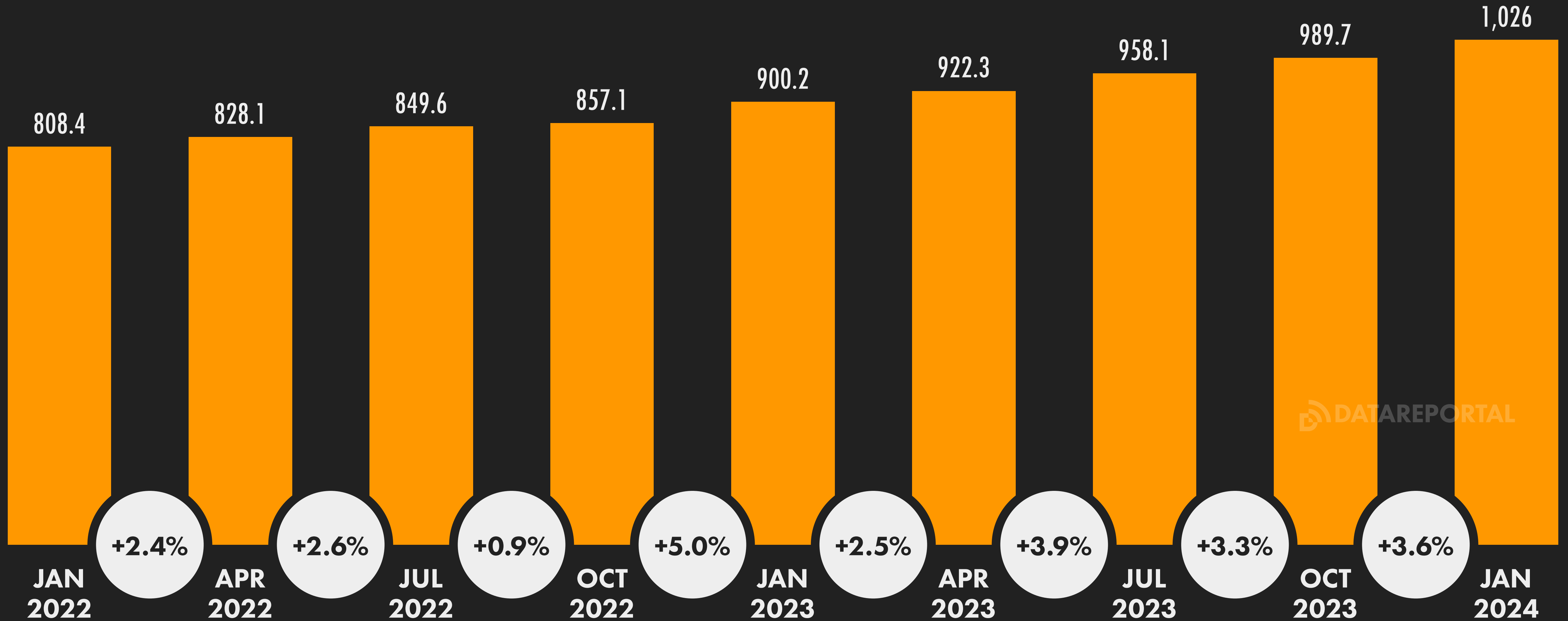
# LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN (IN MILLIONS OF USERS), 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. **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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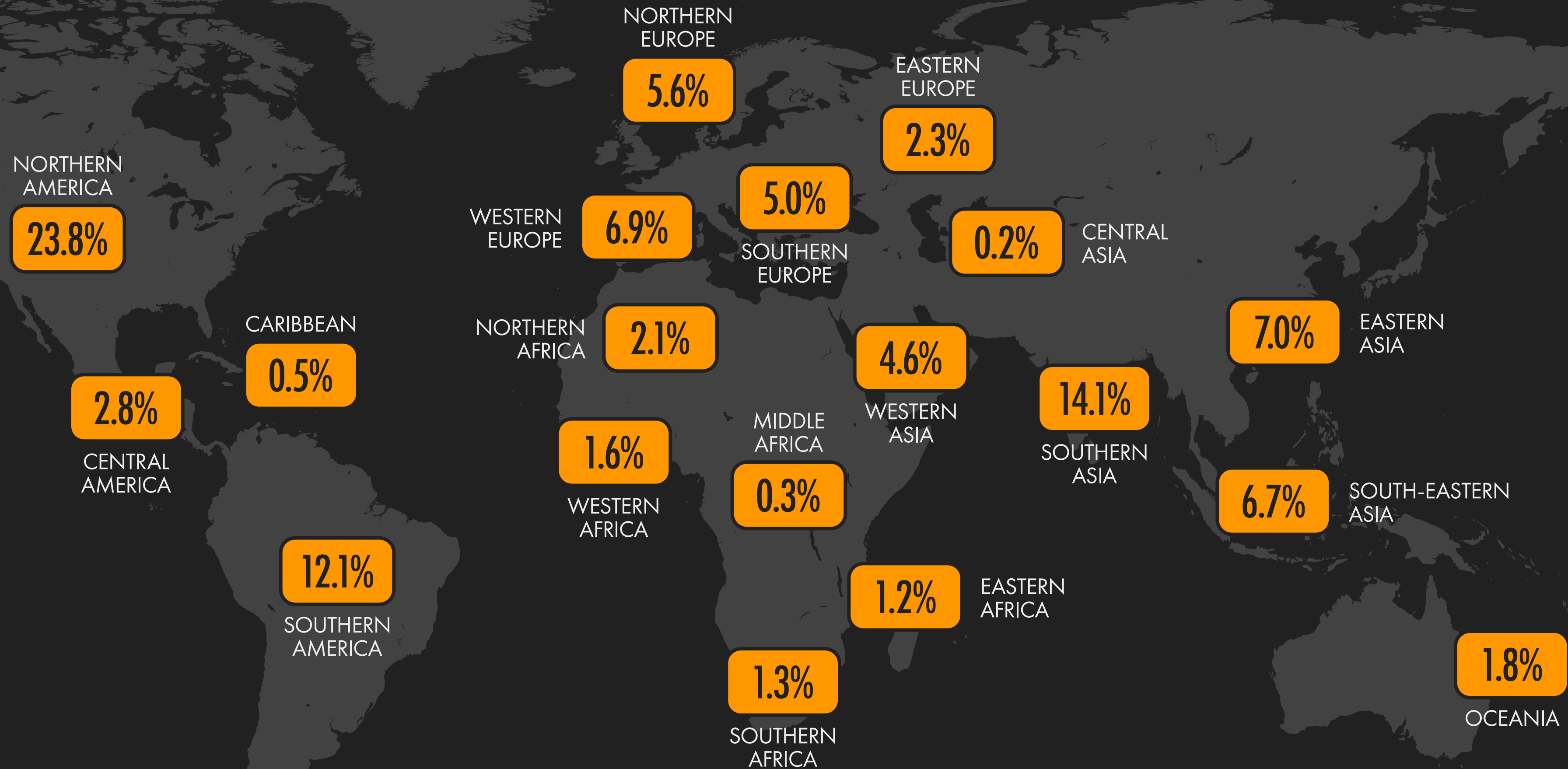
# SHARE OF LINKEDIN ADVERTISING AUDIENCE

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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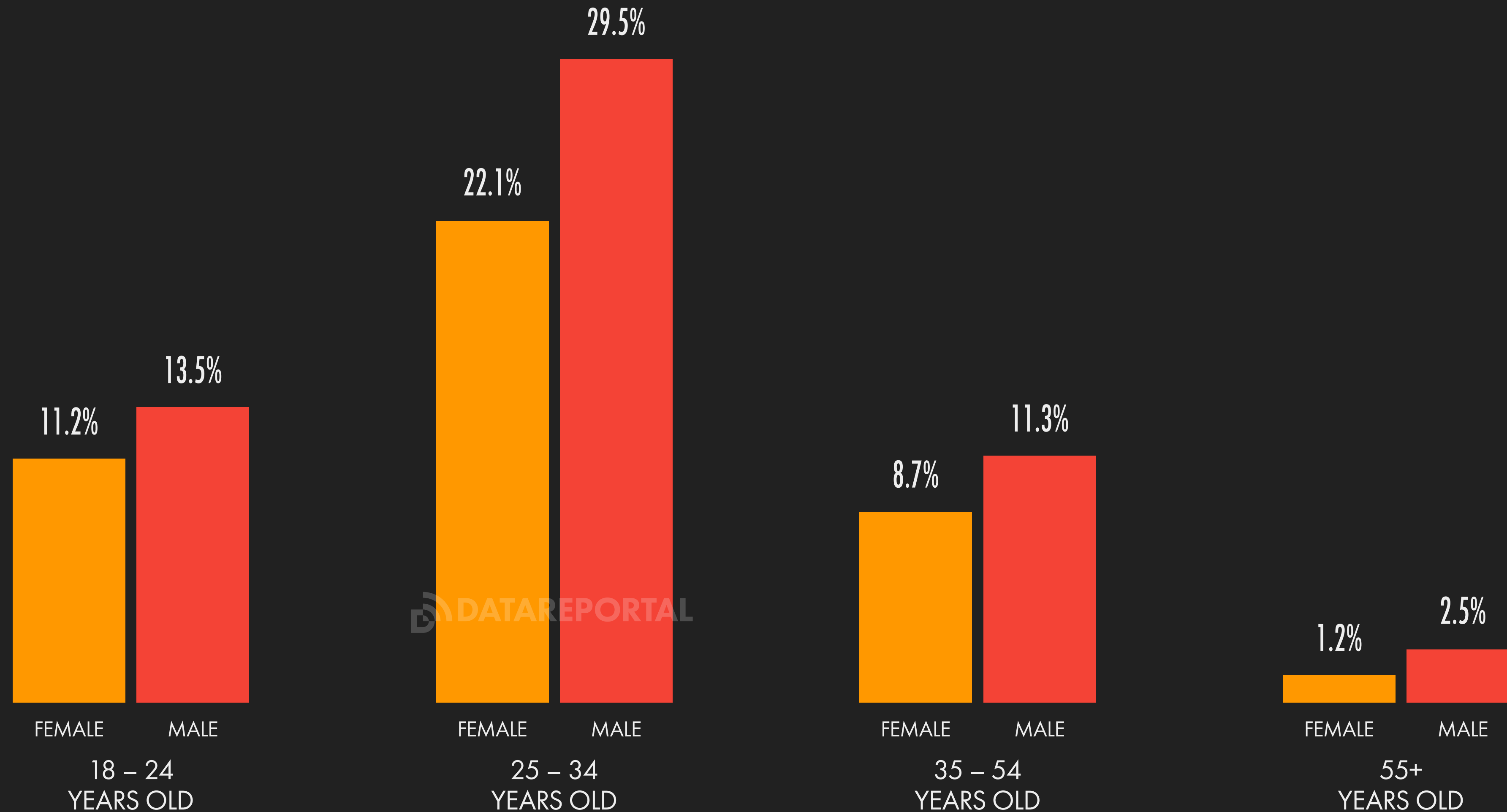
# LINKEDIN: ADVERTISING AUDIENCE PROFILE

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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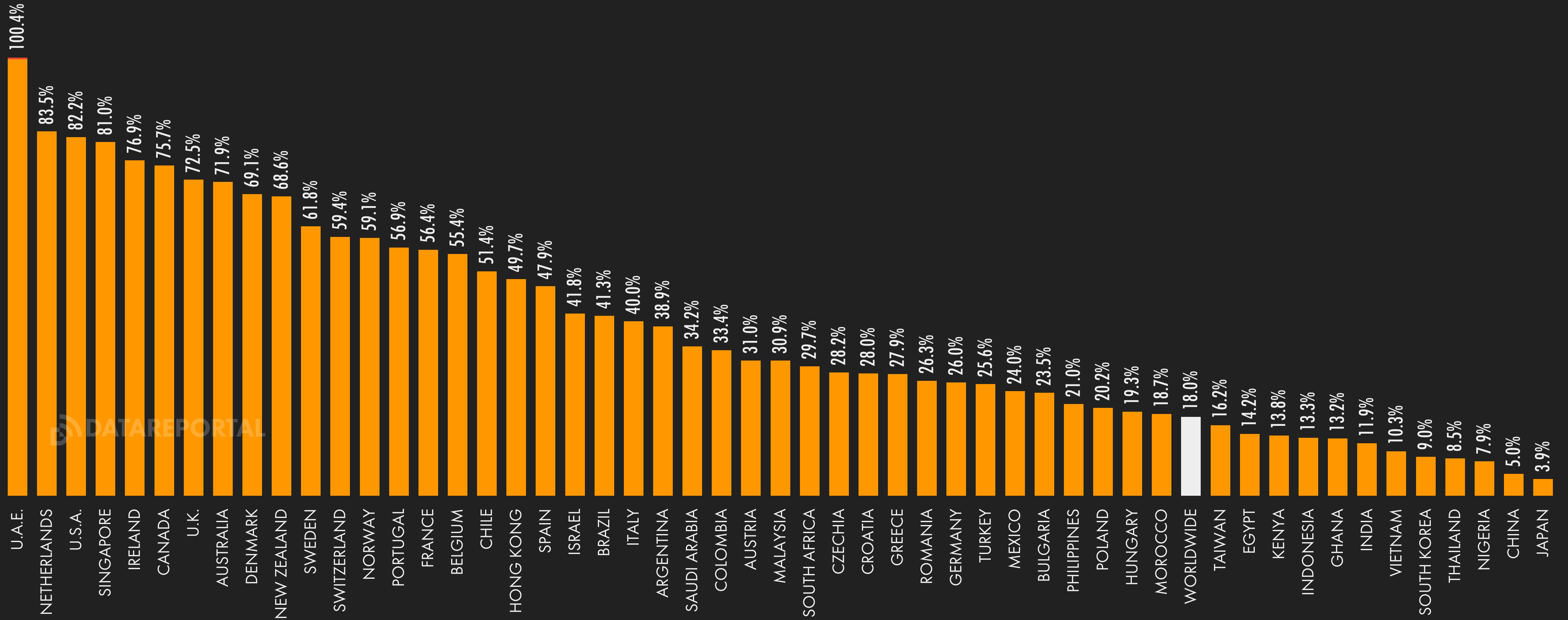
# LINKEDIN ADVERTISING: ADULT REACH RATE

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



**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL REGISTERED MEMBER 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](#).

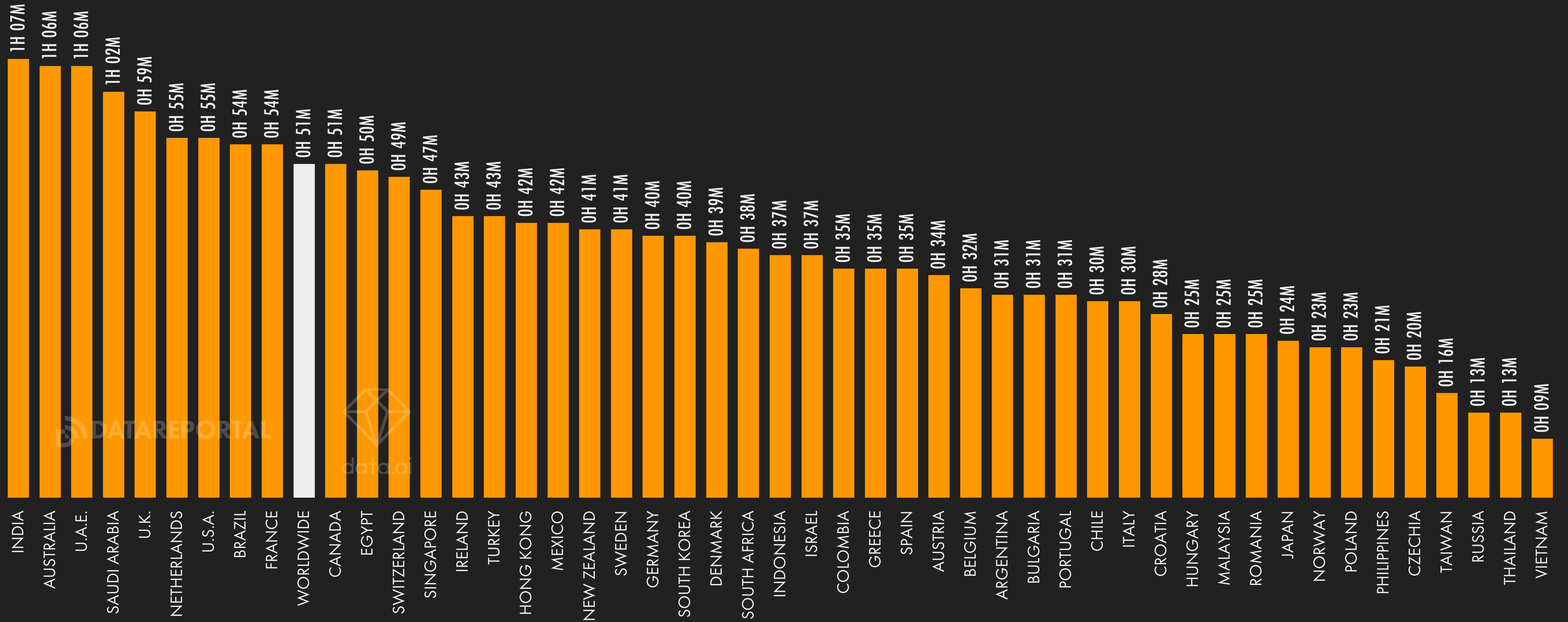
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# LINKEDIN: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH ACTIVE LINKEDIN USER SPENDS USING THE LINKEDIN APP ON ANDROID PHONES



GLOBAL OVERVIEW



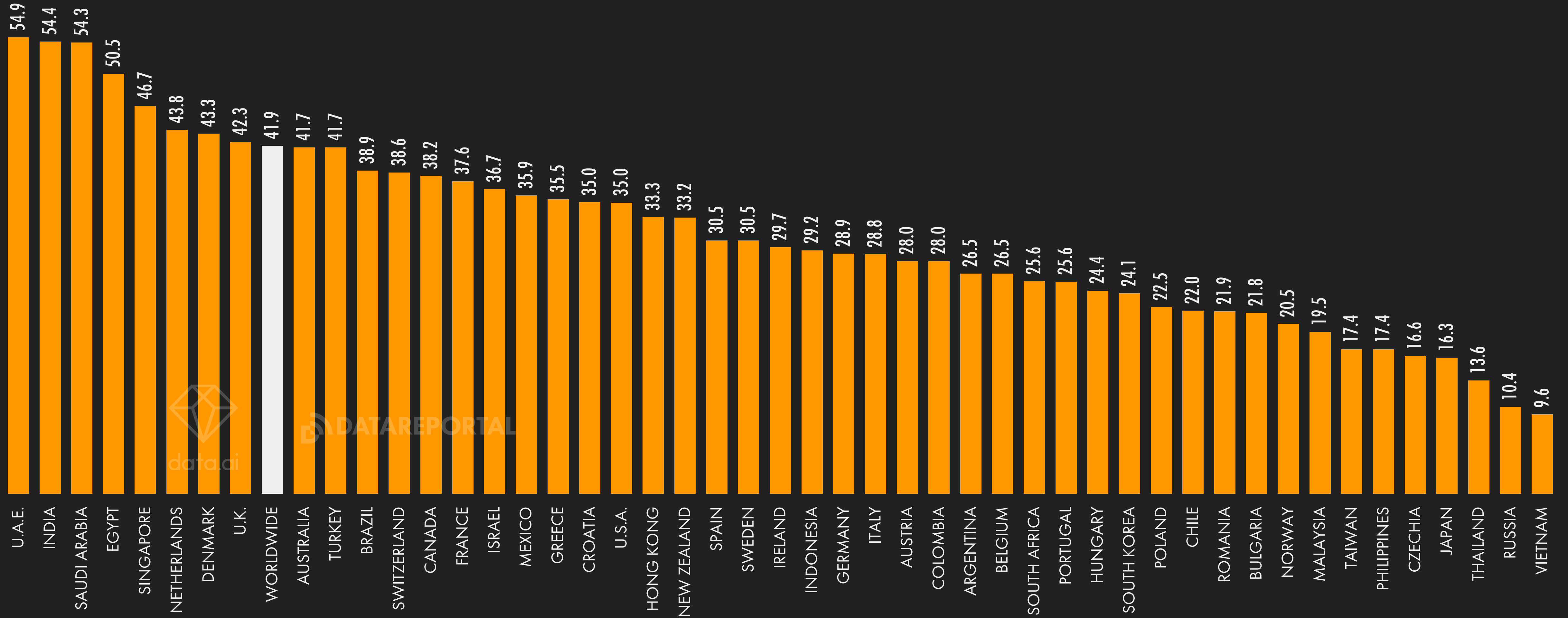
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# LINKEDIN: MONTHLY APP SESSIONS PER USER

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	#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	220,000,000	[UNCHANGED]	11	SPAIN	19,000,000	+5.6%
02	INDIA	120,000,000	+9.1%	12	GERMANY	18,000,000	+5.9%
03	BRAZIL	68,000,000	+4.6%	13=	PHILIPPINES	16,000,000	+6.7%
04	CHINA	57,000,000	-3.4%	13=	TURKEY	16,000,000	+6.7%
05	UNITED KINGDOM	39,000,000	+2.6%	15	AUSTRALIA	15,000,000	+7.1%
06	FRANCE	29,000,000	+3.6%	16=	ARGENTINA	13,000,000	+8.3%
07	INDONESIA	26,000,000	+4.0%	16=	COLOMBIA	13,000,000	[UNCHANGED]
08	CANADA	24,000,000	+4.3%	18=	NETHERLANDS	12,000,000	+9.1%
09	MEXICO	22,000,000	+4.8%	18=	PAKISTAN	12,000,000	+9.1%
10	ITALY	20,000,000	+5.3%	18=	SOUTH AFRICA	12,000,000	[UNCHANGED]

**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 50,000 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	CAYMAN ISLANDS	112.3%*	63,000	11	CANADA	75.7%	24,000,000
02	BERMUDA	109.8%*	58,000	12	UNITED KINGDOM	72.5%	39,000,000
03	UNITED ARAB EMIRATES	100.4%*	7,900,000	13	AUSTRALIA	71.9%	15,000,000
04	U.S. VIRGIN ISLANDS	98.6%	75,000	14	ARUBA	71.2%	61,000
05	ANDORRA	92.8%	63,000	15	LUXEMBOURG	71.1%	380,000
06	ICELAND	91.9%	270,000	16	MALTA	70.8%	320,000
07	NETHERLANDS	83.5%	12,000,000	17	DENMARK	69.1%	3,300,000
08	UNITED STATES OF AMERICA	82.2%	220,000,000	18	NEW ZEALAND	68.6%	2,800,000
09	SINGAPORE	81.0%	4,200,000	19	GUAM	66.4%	80,000
10	IRELAND	76.9%	3,000,000	20	GUERNSEY	66.1%	34,000

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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

#	PAGE	FOLLOWERS
01	GOOGLE	31,500,000
02	AMAZON	30,150,000
03	LINKEDIN	25,290,000
04	TED CONFERENCES	23,010,000
05	MICROSOFT	21,330,000
06	UNILEVER	18,850,000
07	FORBES	17,880,000
08	APPLE	17,430,000
09	IBM	15,770,000
10	NESTLÉ	14,980,000

#	PAGE	FOLLOWERS
11	DELOITTE	14,270,000
12	HARVARD BUSINESS REVIEW	14,160,000
13	LINKEDIN NEWS	14,070,000
14	TATA CONSULTANCY SERVICES	14,060,000
15	THE ECONOMIST	12,910,000
16	TESLA	11,780,000
17	ACCENTURE	11,470,000
18	INSIDER BUSINESS	10,910,000
19	META	10,150,000
20	NETFLIX	10,120,000

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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	35,020,000
02	RICHARD BRANSON	18,730,000
03	SATYA NADELLA	10,700,000
04	JEFF WEINER	10,440,000
05	ARIANA HUFFINGTON	9,600,000
06	MARK CUBAN	7,630,000
07	SIMON SINEK	7,570,000
08	TONY ROBBINS	7,080,000
09	JACK WELCH	6,910,000
10	MELINDA GATES	6,560,000

#	PROFILE	FOLLOWERS
11	DANIEL GOLEMAN	5,650,000
12	DEEPAK CHOPRA	5,630,000
13	JUSTIN TRUDEAU	5,410,000
14	GARY VAYNERCHUK	5,410,000
15	ADAM GRANT	5,200,000
16	BRENÉ BROWN	4,250,000
17	NARENDRA MODI	4,190,000
18	KEVIN O'LEARY	3,790,000
19	ANTHONY J. JAMES	3,680,000
20	IAN BREMMER	3,670,000

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# MOST FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN



GLOBAL OVERVIEW

#	HASHTAG	FOLLOWERS
01	#INDIA	67.0 M
02	#INNOVATION	38.4 M
03	#MANAGEMENT	35.6 M
04	#HUMANRESOURCES	32.9 M
05	#DIGITALMARKETING	27.1 M
06	#TECHNOLOGY	26.2 M
07	#CREATIVITY	24.9 M
08	#FUTURE	24.3 M
09	#FUTURISM	23.2 M
10	#ENTREPRENEURSHIP	22.5 M

#	HASHTAG	FOLLOWERS
11	#CAREERS	22.3 M
12	#MARKETS	22.0 M
13	#STARTUPS	21.0 M
14	#MARKETING	20.2 M
15	#SOCIALMEDIA	19.5 M
16	#VENTURECAPITAL	19.1 M
17	#SOCIALNETWORKING	18.8 M
18	#LEANSTARTUPS	18.8 M
19	#ECONOMY	18.5 M
20	#ECONOMICS	17.8 M

#	HASHTAG	FOLLOWERS
21	#BRANDING	17.8 M
22	#PROFESSIONALWOMEN	17.7 M
23	#ADVERTISINGANDMARKETING	17.0 M
24	#GENDER	16.5 M
25	#WOMENINSCIENCE	16.4 M
26	#FEMINISM	16.1 M
27	#MOTIVATION	15.6 M
28	#PERSONALDEVELOPMENT	14.5 M
29	#INVESTING	14.2 M
30	#JOBINTERVIEWS	14.2 M

#	HASHTAG	FOLLOWERS
31	#MONEY	14.0 M
32	#BANKINGINDUSTRY	13.4 M
33	#SUSTAINABILITY	13.2 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	8.4 M



**SNAPCHAT**

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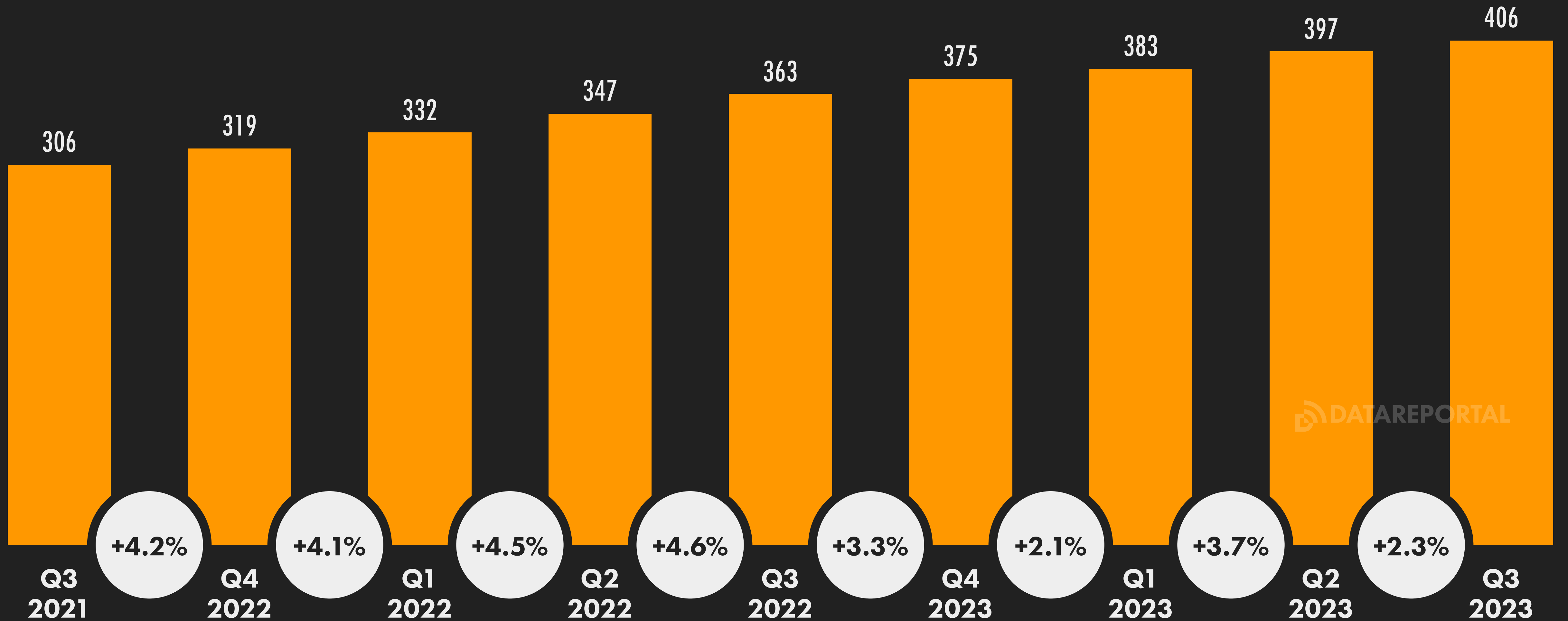
# SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), 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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# 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



**677.7**  
MILLION

SNAPCHAT AD REACH  
vs. TOTAL POPULATION



**8.4%**

SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS



**12.7%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED SNAPCHAT AD REACH



**+0.3%**  
**+1.7 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED SNAPCHAT AD REACH



**+6.8%**  
**+43 MILLION**

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



**49.0%**

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



**49.2%**

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



**9.6%**

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



**9.4%**

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



**9.5%**

**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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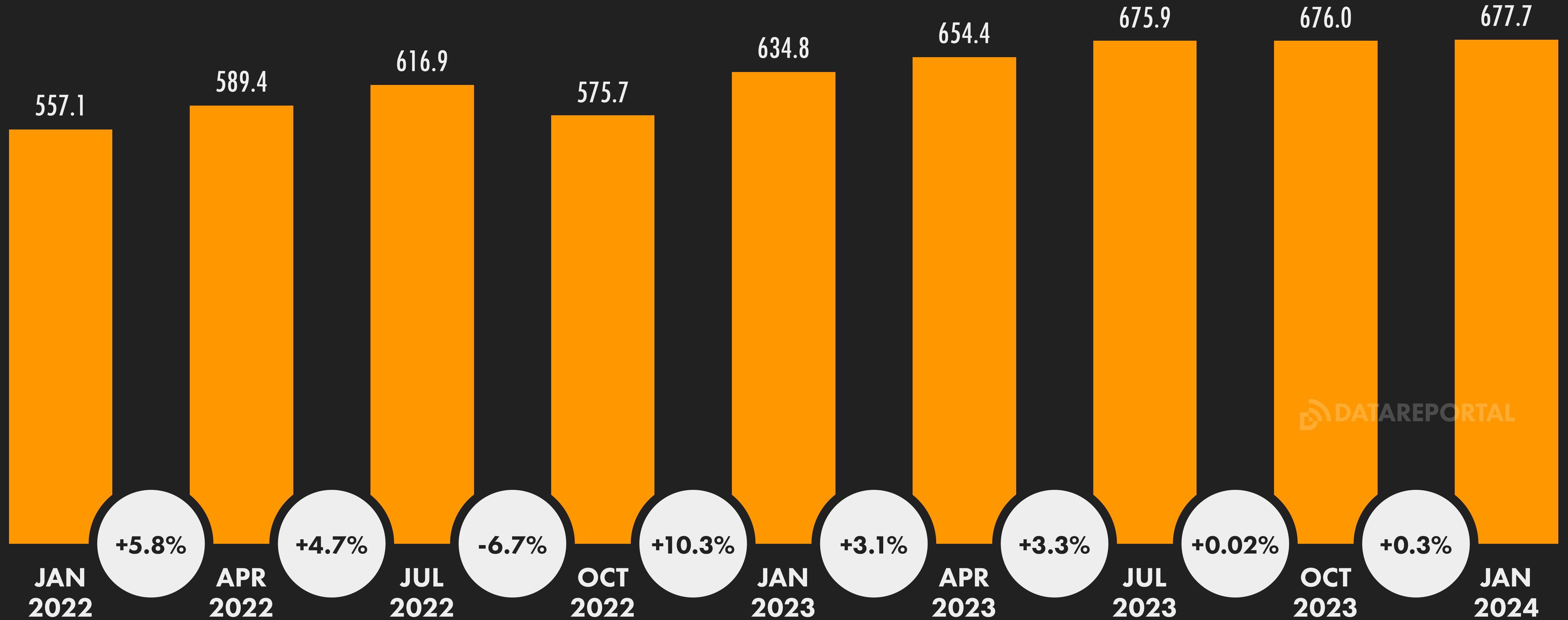
# SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT (IN MILLIONS OF USERS), 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; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **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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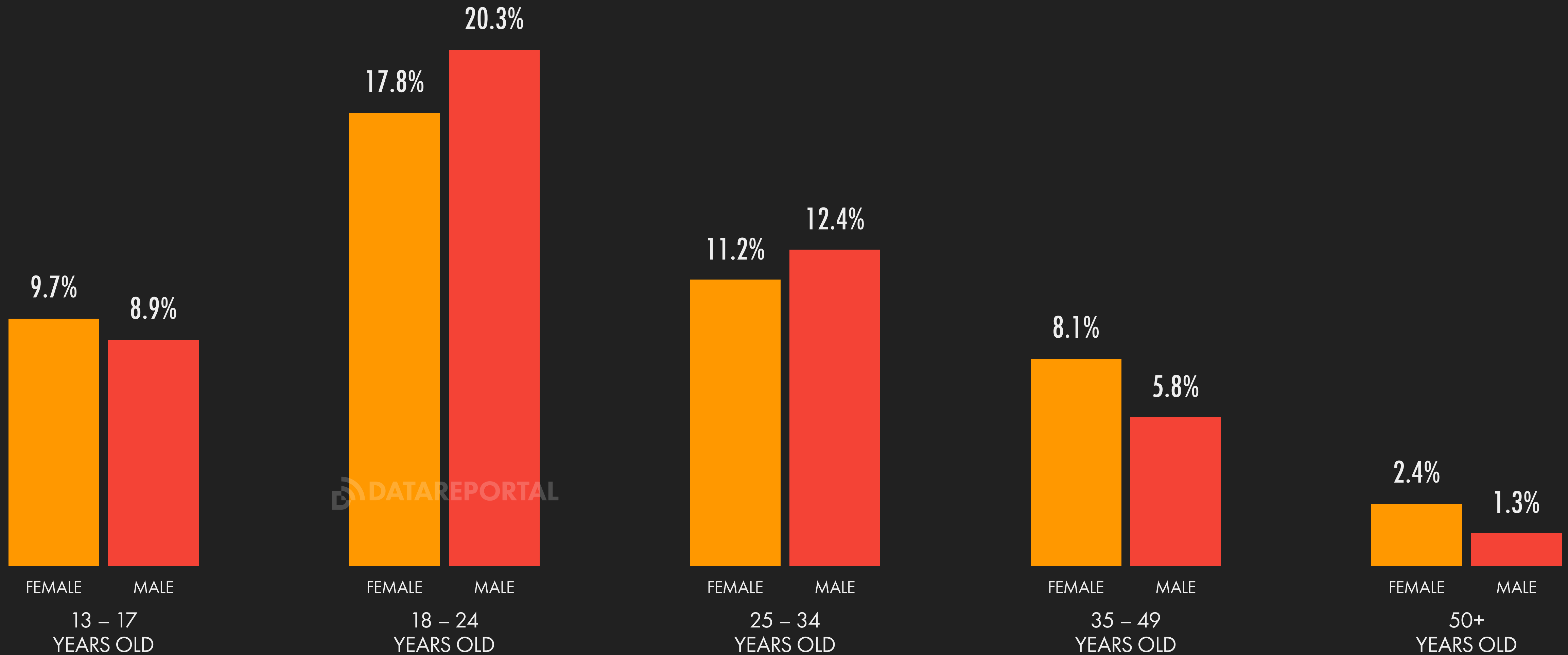
# SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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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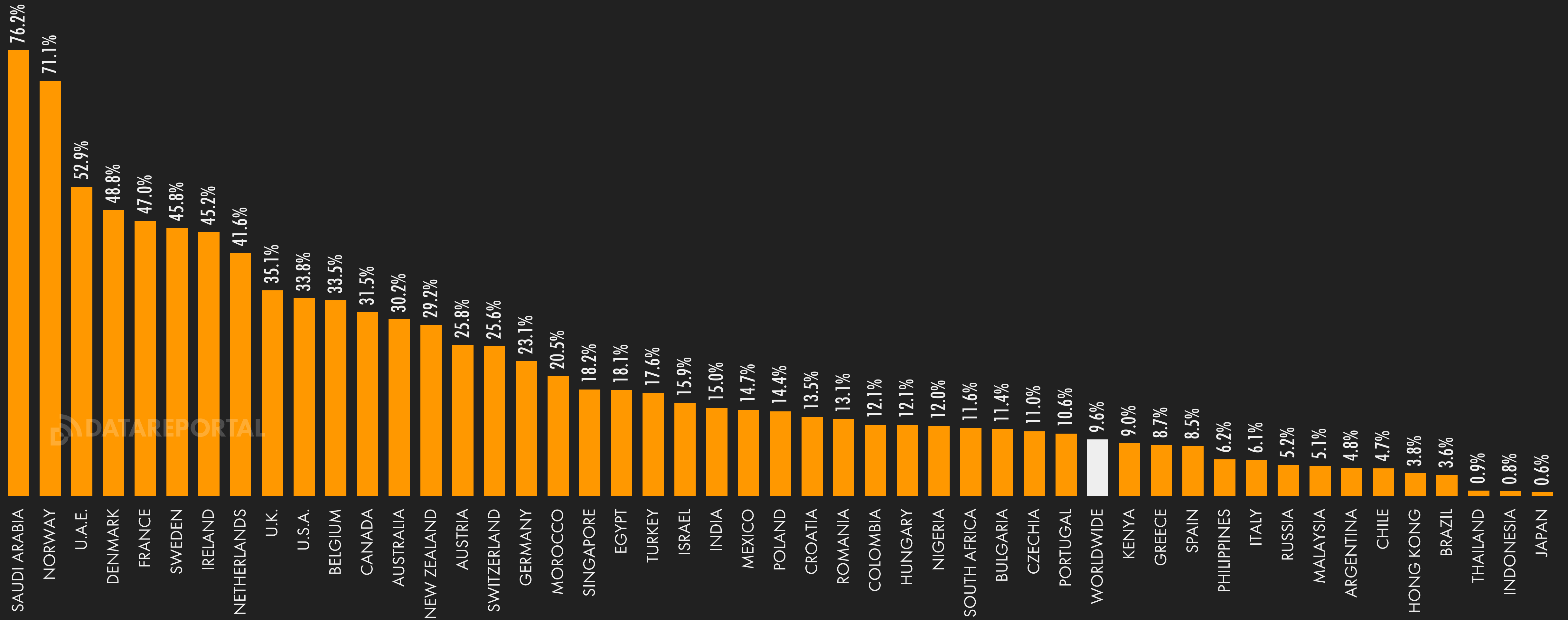
# SNAPCHAT ADVERTISING: ADULT REACH RATE

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



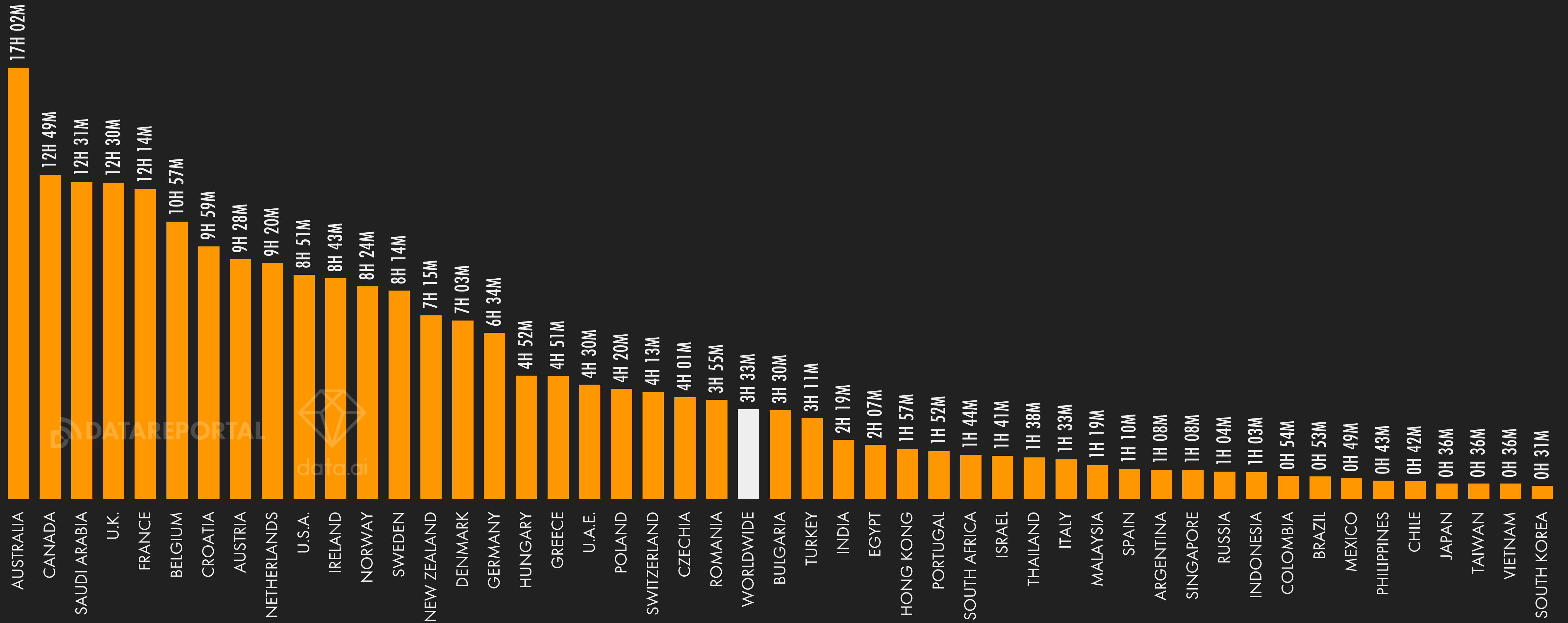
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# SNAPCHAT: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH ACTIVE SNAPCHAT USER SPENDS USING THE SNAPCHAT APP ON ANDROID PHONES



GLOBAL OVERVIEW





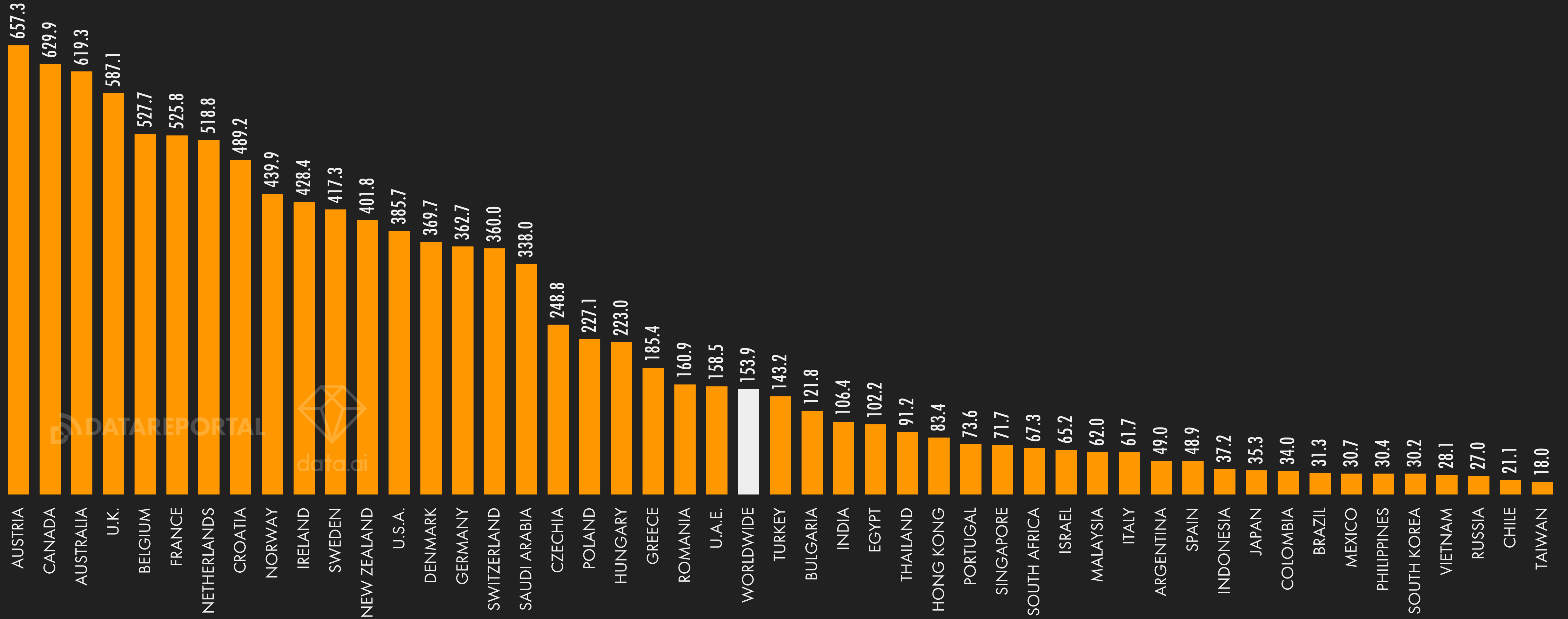
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# SNAPCHAT: MONTHLY APP SESSIONS PER USER

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	200,970,000	+4.3%	11	TURKEY	15,400,000	-6.4%
02	UNITED STATES OF AMERICA	106,240,000	-2.0%	12	NIGERIA	15,105,000	+3.0%
03	PAKISTAN	30,205,000	+5.3%	13	CANADA	12,250,000	+0.1%
04	FRANCE	27,345,000	-0.5%	14	ALGERIA	7,880,000	-2.5%
05	UNITED KINGDOM	23,670,000	+2.3%	15	AUSTRALIA	7,850,000	[UNCHANGED]
06	SAUDI ARABIA	22,635,000	+1.2%	16	RUSSIAN FEDERATION	7,735,000	+2.6%
07	GERMANY	19,680,000	+3.1%	17	NETHERLANDS	6,940,000	-2.5%
08	IRAQ	17,740,000	-1.7%	18	BRAZIL	6,835,000	+1.3%
09	EGYPT	17,240,000	+1.9%	19	MOROCCO	6,650,000	-1.5%
10	MEXICO	16,005,000	+1.1%	20	PHILIPPINES	5,905,000	-8.2%

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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	BAHRAIN	81.0%	926,250	11	SWEDEN	45.8%	3,855,000
02	LUXEMBOURG	77.9%	416,250	12	IRELAND	45.2%	1,762,500
03	SAUDI ARABIA	76.2%	19,820,000	13	QATAR	42.0%	937,500
04	NORWAY	71.1%	3,127,500	14	NETHERLANDS	41.6%	5,970,000
05	KUWAIT	61.3%	2,025,000	15	JORDAN	40.1%	2,857,500
06	IRAQ	55.0%	14,315,000	16	PALESTINE	37.0%	1,113,750
07	UNITED ARAB EMIRATES	52.9%	4,162,500	17	FINLAND	36.8%	1,672,500
08	OMAN	52.3%	1,695,000	18	UNITED KINGDOM	35.1%	18,900,000
09	DENMARK	48.8%	2,332,500	19	UNITED STATES OF AMERICA	33.8%	90,515,000
10	FRANCE	47.0%	24,185,000	20	BELGIUM	33.5%	3,142,500

**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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](#).



**X (TWITTER)**

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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 (TWITTER)



618.9  
MILLION

X AD REACH vs.  
TOTAL POPULATION



7.7%

X AD REACH vs.  
TOTAL INTERNET USERS



11.6%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED X AD REACH



-7.1%  
-47 MILLION

YEAR-ON-YEAR CHANGE  
IN REPORTED X AD REACH



+11.3%  
+63 MILLION

SHARE: FEMALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



39.1%

SHARE: MALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



60.9%

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+



7.9%

ADOPTION: MALE X AD  
REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



12.4%



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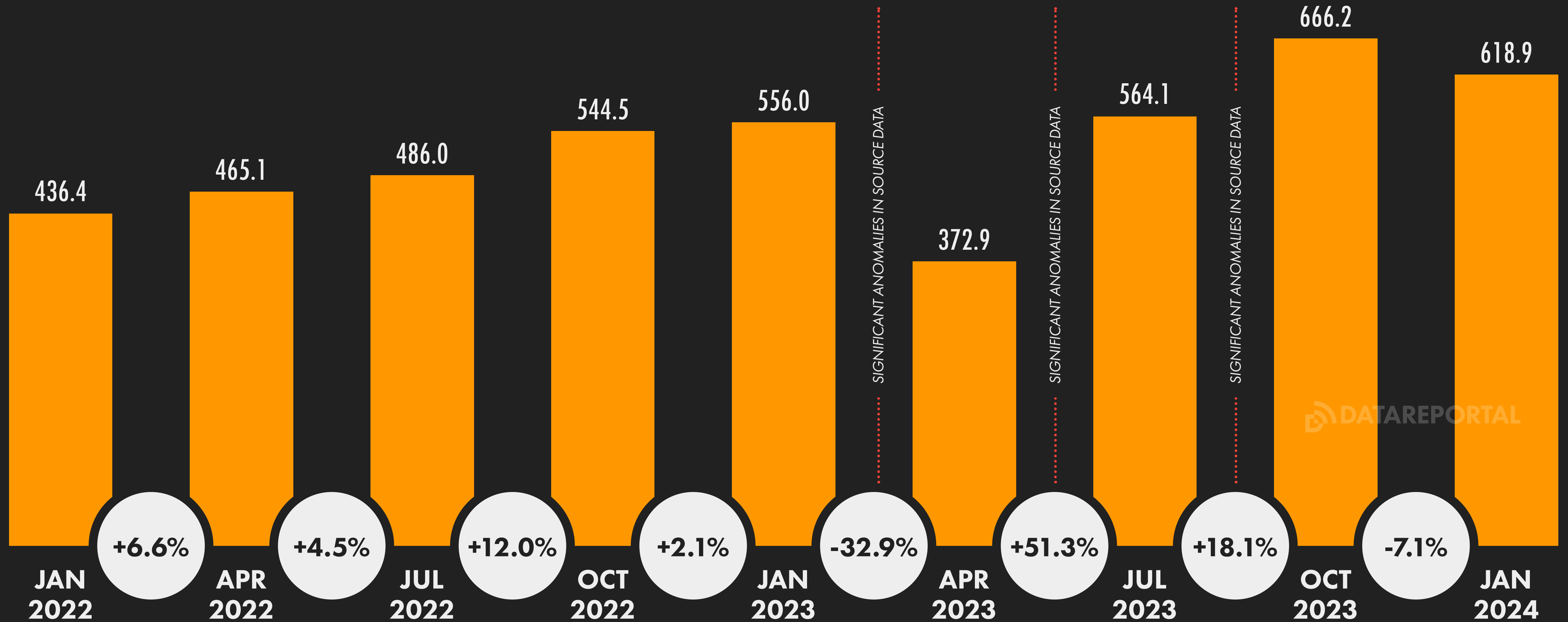
# X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X (TWITTER) (IN MILLIONS OF USERS), 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. **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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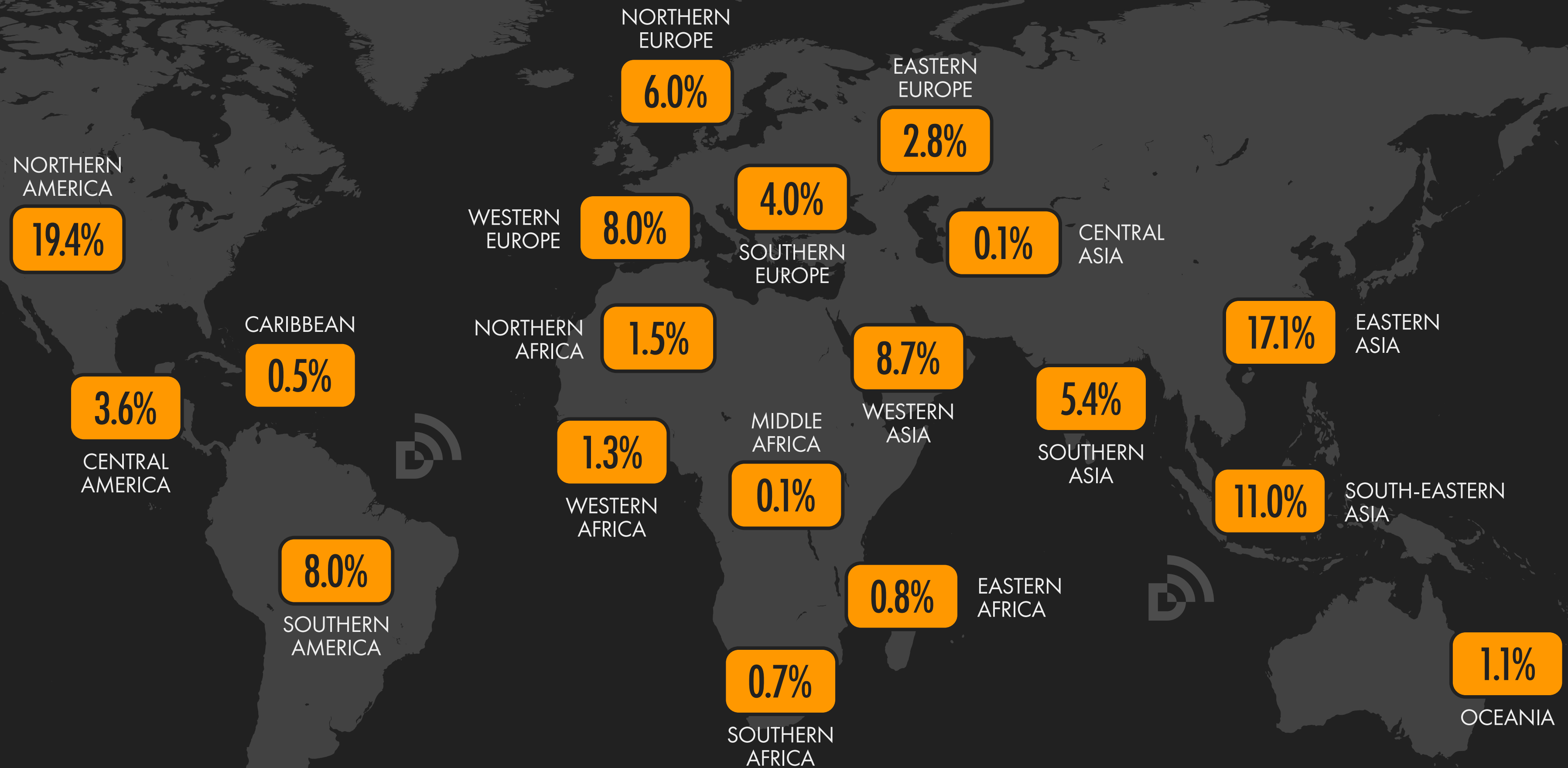
# SHARE OF X ADVERTISING AUDIENCE

POTENTIAL X (TWITTER) ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL X (TWITTER) 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



**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS 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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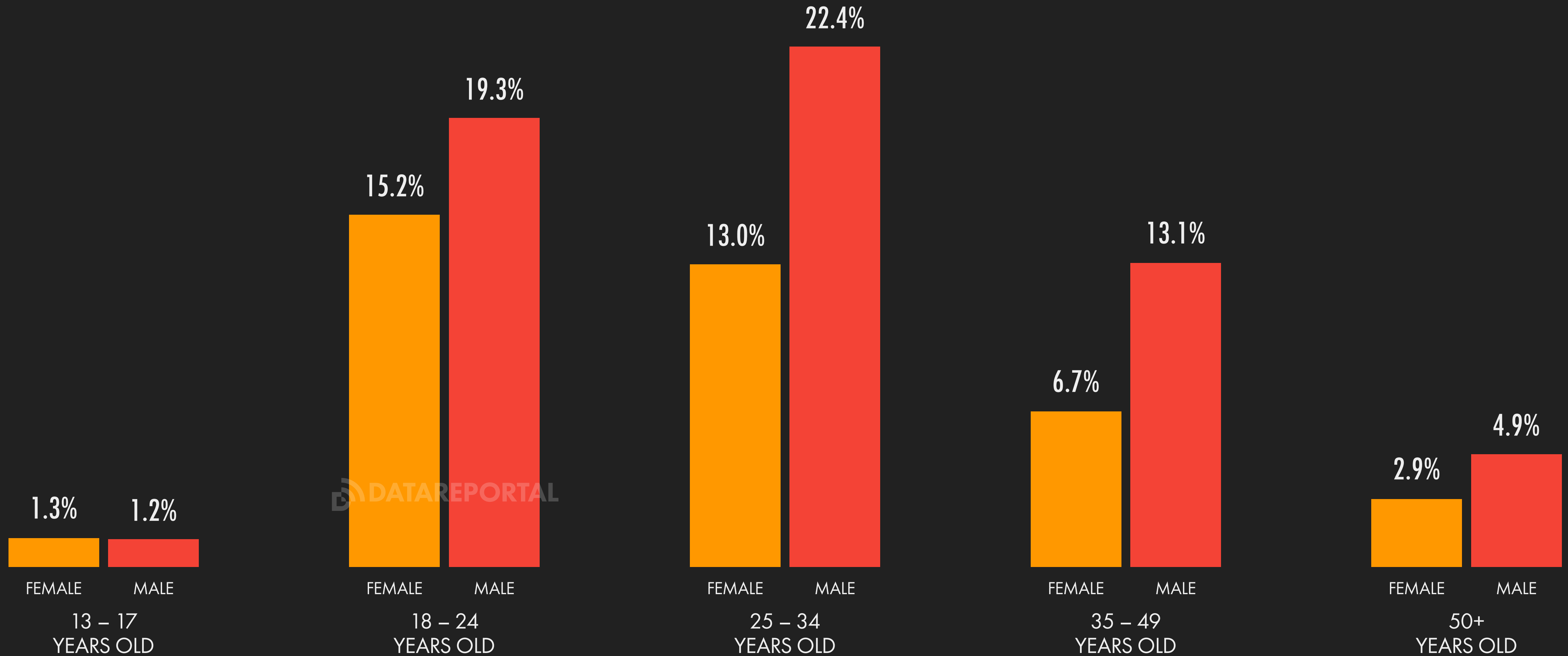
# X: ADVERTISING AUDIENCE PROFILE

SHARE OF X (TWITTER)'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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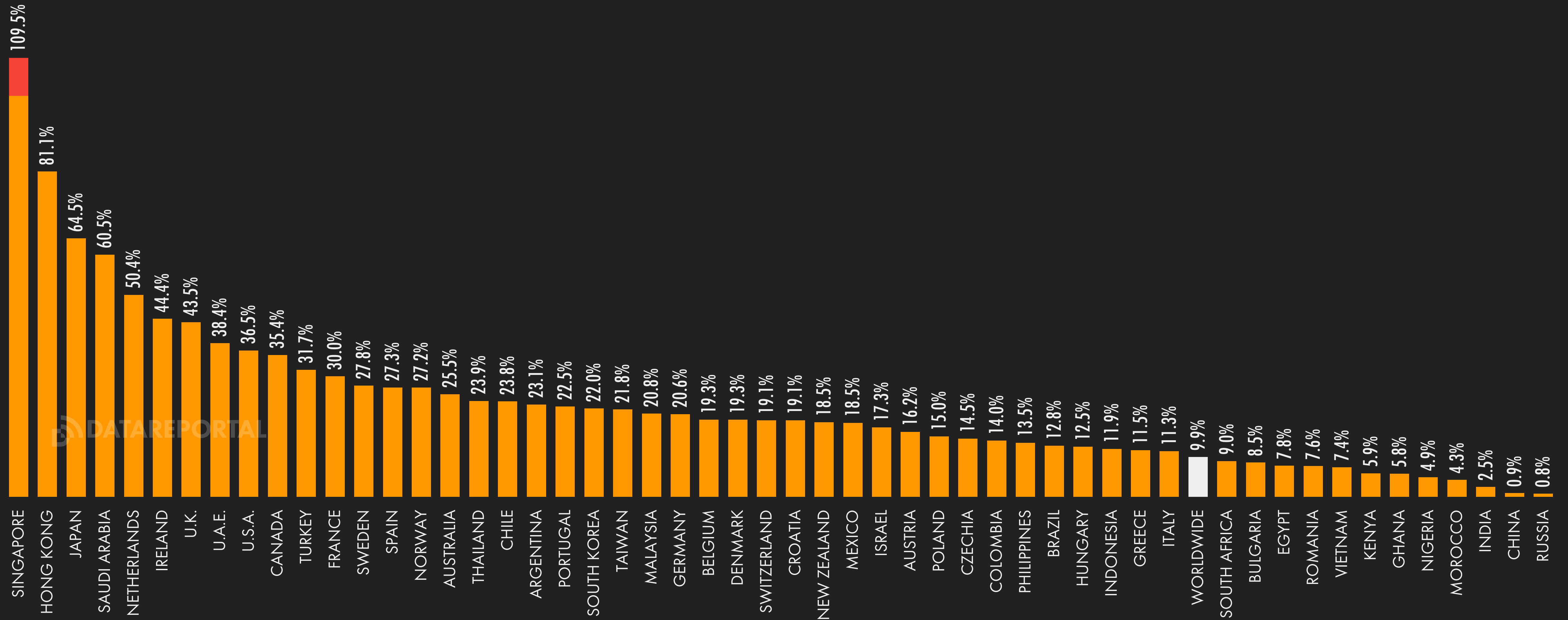
# X ADVERTISING: ADULT REACH RATE

POTENTIAL REACH OF X (TWITTER) 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](#).

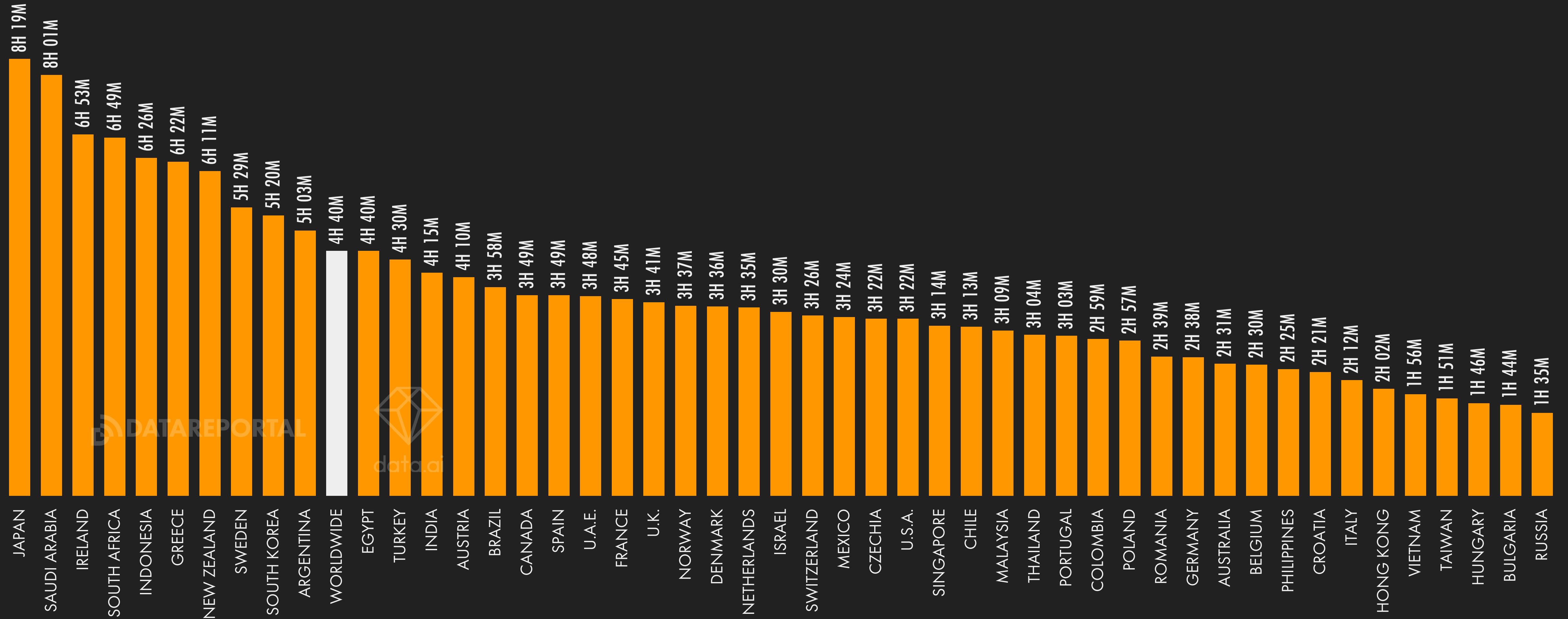
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# X: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH ACTIVE X (TWITTER) USER SPENDS USING THE X APP ON ANDROID PHONES



GLOBAL OVERVIEW





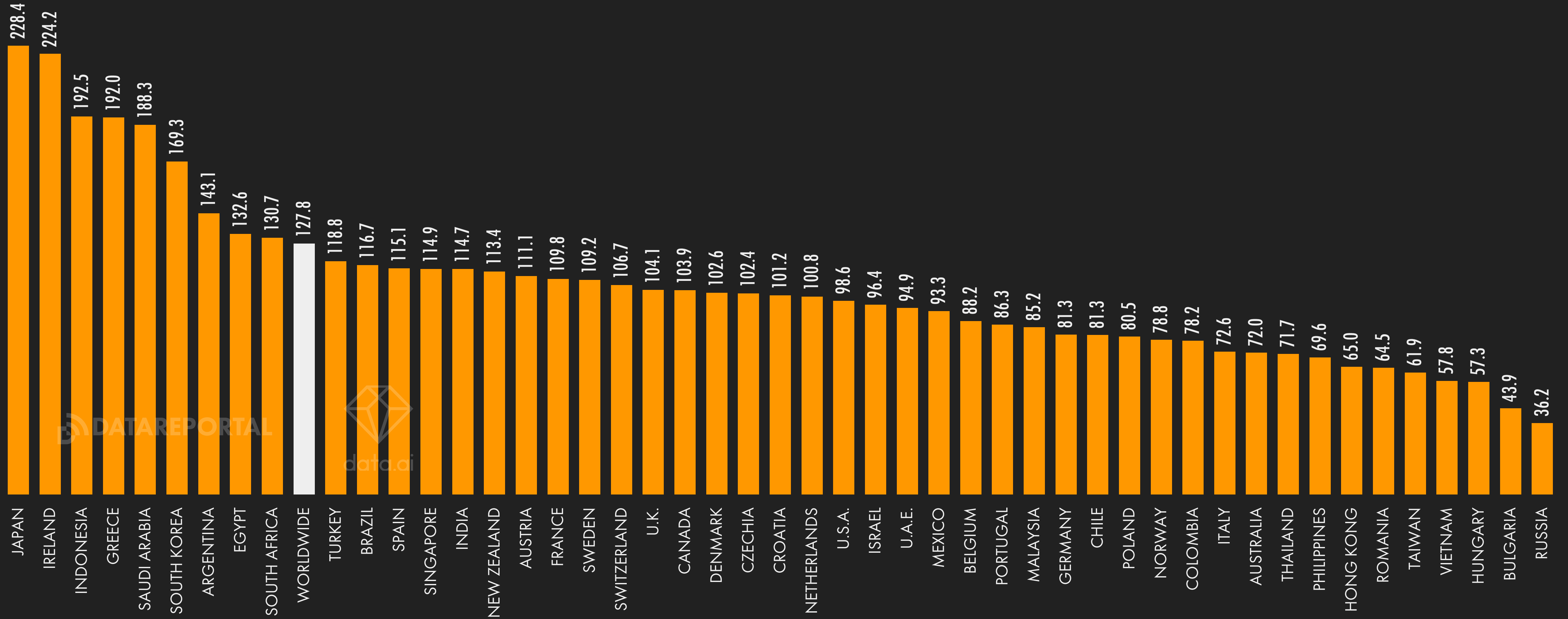
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# X: MONTHLY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER MONTH THAT EACH ACTIVE X (TWITTER) 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 (TWITTER) 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	105,420,000	-2.9%	11	GERMANY	16,160,000	+3.9%
02	JAPAN	73,400,000	-1.0%	12	THAILAND	14,680,000	-9.4%
03	INDIA	26,080,000	-13.9%	13	CANADA	14,410,000	+22.1%
04	UNITED KINGDOM	25,600,000	+5.3%	14	SPAIN	11,780,000	-8.4%
05	INDONESIA	24,690,000	-8.7%	15	PHILIPPINES	10,770,000	-11.7%
06	BRAZIL	22,130,000	-8.4%	16	SOUTH KOREA	10,400,000	-9.1%
07	TURKEY	20,670,000	-9.1%	17	CHINA	9,880,000	+2.9%
08	MEXICO	18,020,000	-8.1%	18	NETHERLANDS	8,960,000	+17.1%
09	FRANCE	17,460,000	+8.4%	19	ARGENTINA	8,470,000	-6.4%
10	SAUDI ARABIA	16,840,000	-5.9%	20	HONG KONG	7,290,000	+37.5%

**SOURCES:** X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 (TWITTER) 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	109.5%*	5,670,000	11	KUWAIT	48.7%	1,610,000
02	HONG KONG	81.1%	5,230,000	12	CAYMAN ISLANDS	48.2%	30,000
03	LUXEMBOURG	79.3%	420,000	13	BAHRAIN	47.8%	550,000
04	BELIZE	78.0%	220,000	14	SEYCHELLES	45.2%	40,000
05	ANDORRA	67.0%	50,000	15	IRELAND	44.4%	1,730,000
06	JAPAN	64.5%	68,190,000	16	UNITED KINGDOM	43.5%	23,440,000
07	ANTIGUA & BARBUDA	60.7%	40,000	17	ICELAND	42.1%	120,000
08	SAUDI ARABIA	60.5%	15,720,000	18	ARUBA	41.1%	40,000
09	NETHERLANDS	50.4%	7,240,000	19	UNITED ARAB EMIRATES	38.4%	3,020,000
10	ISLE OF MAN	49.0%	30,000	20	BAHAMAS	37.6%	120,000

**SOURCES:** X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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 (TWITTER) ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	ELON MUSK <small>@ELONMUSK</small>	169.3 M
02	BARACK OBAMA <small>@BARACKOBAMA</small>	131.9 M
03	JUSTIN BIEBER <small>@JUSTINBIEBER</small>	111.4 M
04	CRISTIANO RONALDO <small>@CRISTIANO</small>	110.5 M
05	RIHANNA <small>@RIHANNA</small>	108.3 M
06	KATY PERRY <small>@KATYPERRY</small>	106.9 M
07	TAYLOR SWIFT <small>@TAYLORSWIFT13</small>	95.0 M
08	NARENDRA MODI <small>@NARENDRAMODI</small>	94.6 M
09	DONALD TRUMP <small>@REALDONALDTRUMP</small>	87.4 M
10	LADY GAGA <small>@LADYGAGA</small>	83.7 M

#	ACCOUNT	FOLLOWERS
11	YOUTUBE <small>@YOUTUBE</small>	79.7 M
12	NASA <small>@NASA</small>	78.8 M
13	KIM KARDASHIAN <small>@KIMKARDASHIAN</small>	75.2 M
14	ELLEN DEGENERES <small>@ELLEDEGENERES</small>	74.8 M
15	X <small>@X</small>	67.4 M
16	SELENA GOMEZ <small>@SELENAGOMEZ</small>	66.5 M
17	BILL GATES <small>@BILLGATES</small>	64.4 M
18	CNN BREAKING NEWS <small>@CNNBRK</small>	63.9 M
19	NEYMAR <small>@NEYMARJR</small>	63.2 M
20	CNN <small>@CNN</small>	62.1 M

#	ACCOUNT	FOLLOWERS
21	JUSTIN TIMBERLAKE <small>@JTIMBERLAKE</small>	61.2 M
22	VIRAT KOHLI <small>@IMVKOHLI</small>	60.3 M
23	PMO INDIA <small>@PMOINDIA</small>	55.4 M
24	THE NEW YORK TIMES <small>@NYTIMES</small>	55.2 M
25	BRITNEY SPEARS <small>@BRITNEYSPEARS</small>	55.0 M
26	SHAKIRA <small>@SHAKIRA</small>	53.7 M
27	DEMI LOVATO <small>@DDLOVATO</small>	52.8 M
28	LEBRON JAMES <small>@KINGJAMES</small>	52.8 M
29	BBC BREAKING NEWS <small>@BBCBREAKING</small>	51.8 M
30	UEFA CHAMPIONS LEAGUE <small>@CHAMPIONSLEAGUE</small>	50.8 M

#	ACCOUNT	FOLLOWERS
31	JIMMY FALLON <small>@JIMMYFALLON</small>	50.1 M
32	REAL MADRID CF <small>@REALMADRID</small>	49.9 M
33	ESPN <small>@ESPN</small>	49.7 M
34	AMITABH BACHCHAN <small>@SRBACHCHAN</small>	48.8 M
35	방탄소년단 <small>@BTS_TWIT</small>	48.6 M
36	FC BARCELONA <small>@FCBARCELONA</small>	48.5 M
37	AKSHAY KUMAR <small>@AKSHAYKUMAR</small>	46.4 M
38	MILEY CYRUS <small>@MILEYCYRUS</small>	46.4 M
39	SALMAN KHAN <small>@BEINGSALMANKHAN</small>	45.6 M
40	NBA <small>@NBA</small>	45.4 M

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON X. **NOTES:** THE ACCOUNT OF @ARIANAGRANDE WAS UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, SO HAS NOT BEEN INCLUDED IN THIS RANKING. HOWEVER, BASED ON PREVIOUS FOLLOWER COUNTS, ARIANA'S ACCOUNT WOULD OTHERWISE HAVE FEATURED IN THIS RANKING. FOLLOWER COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.





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# MOST USED EMOJI ON X

EMOJI THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TWEETS



GLOBAL OVERVIEW

#	EMOJI	POSTS	#	EMOJI	POSTS	#	EMOJI	POSTS	#	EMOJI	POSTS
01	😂	3,838,900,000	11	😏	572,400,000	21	🤞	435,600,000	31	😱	332,500,000
02	❤️	2,046,700,000	12	😓	564,500,000	22	😊	425,900,000	32	💯	288,900,000
03	😭	1,749,500,000	13	😬	554,100,000	23	✨	417,200,000	33	💖	275,800,000
04	😍	1,356,600,000	14	🔥	526,500,000	24	💔	365,400,000	34	🎵	265,900,000
05	♻️	986,400,000	15	🙏	508,200,000	25	😊	363,500,000	35	🙌	253,600,000
06	❤️	900,300,000	16	😊	497,600,000	26	😎	362,000,000	36	👈	241,300,000
07	😊	839,200,000	17	👍	479,000,000	27	💜	360,800,000	37	😊	236,500,000
08	😓	627,000,000	18	😓	466,300,000	28	💙	357,300,000	38	🙈	236,400,000
09	💕	626,800,000	19	👁️	466,000,000	29	✅	354,000,000	39	💀	225,800,000
10	😘	614,200,000	20	😊	454,100,000	30	😓	335,100,000	40	😊	222,400,000





**PINTEREST**

JAN  
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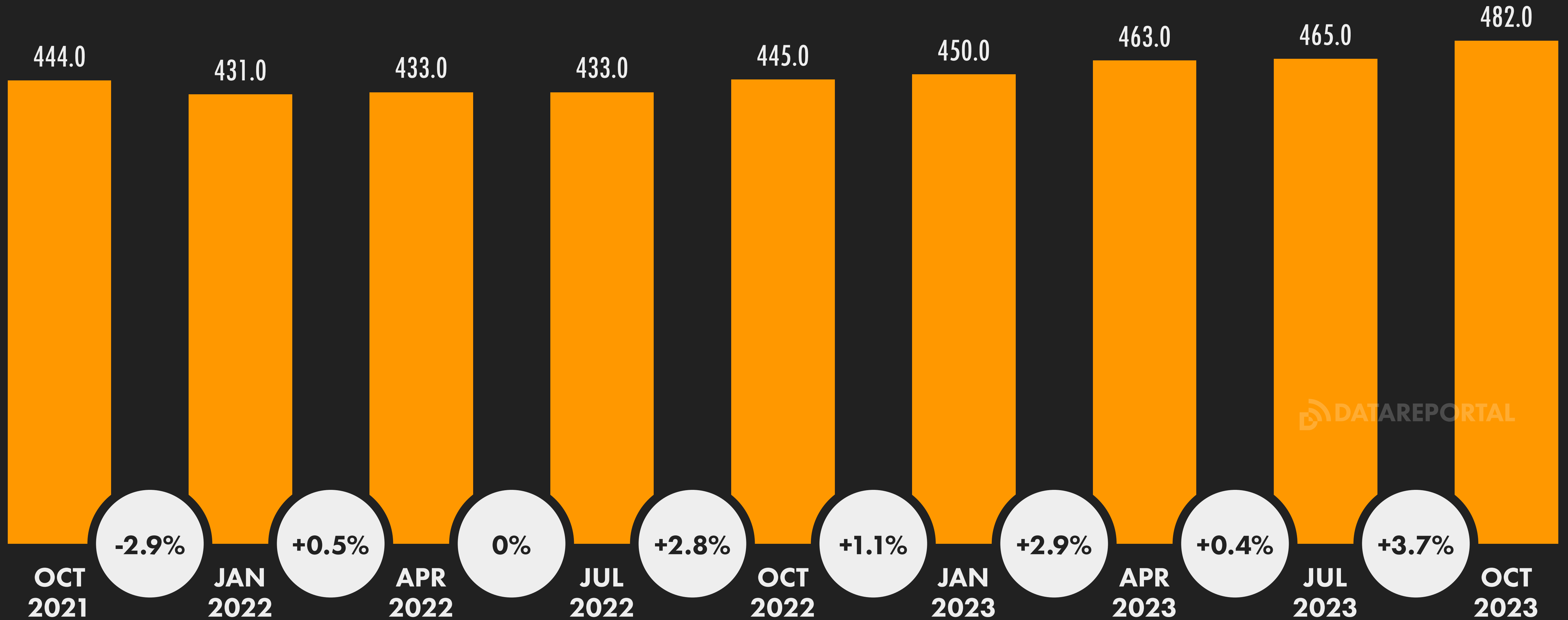
# PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), 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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2024

# 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



**307.6**  
MILLION

PINTEREST AD REACH  
vs. TOTAL POPULATION



**3.8%**

PINTEREST AD REACH  
vs. TOTAL INTERNET USERS



**5.8%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED PINTEREST AD REACH



**-0.8%**  
**-2.5 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED PINTEREST AD REACH



**+23.2%**  
**+58 MILLION**

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



**69.5%**

**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+**



**4.8%**

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



**6.7%**

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



**2.2%**

**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](#).

JAN  
2024

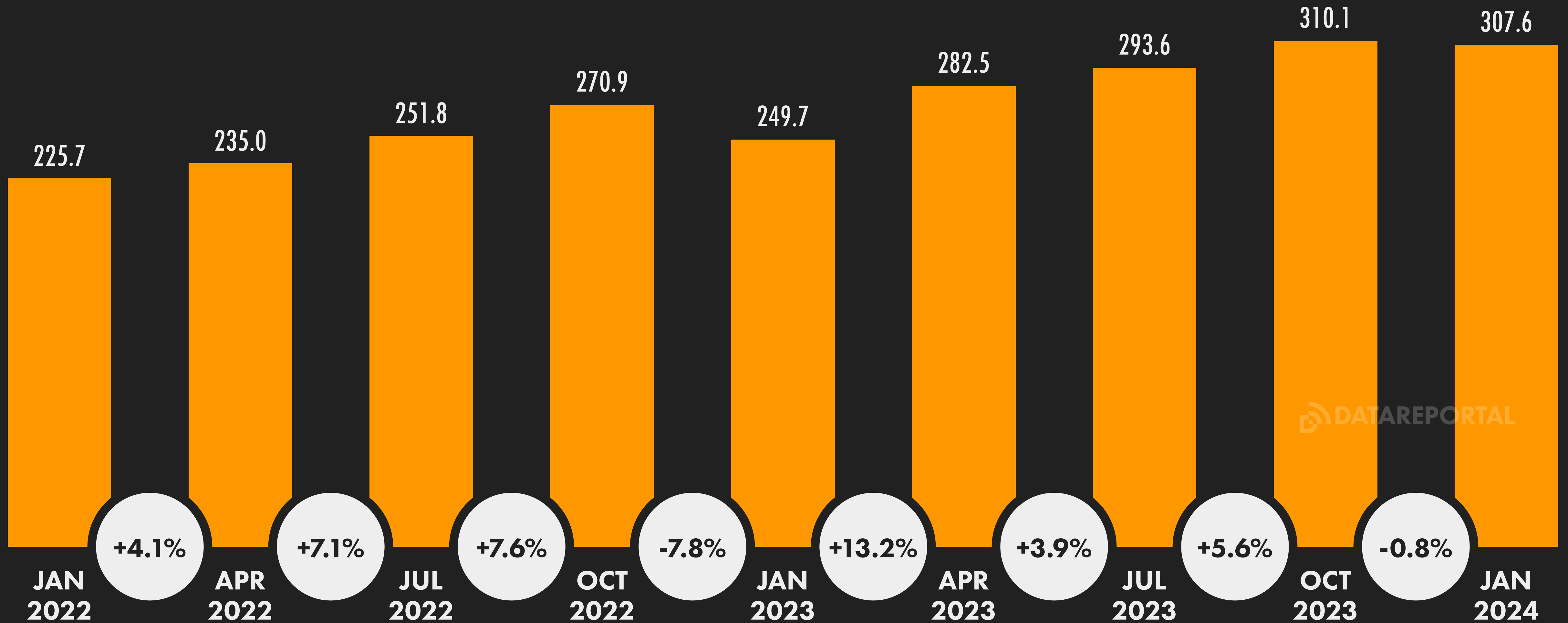
# PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST (IN MILLIONS OF USERS), 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

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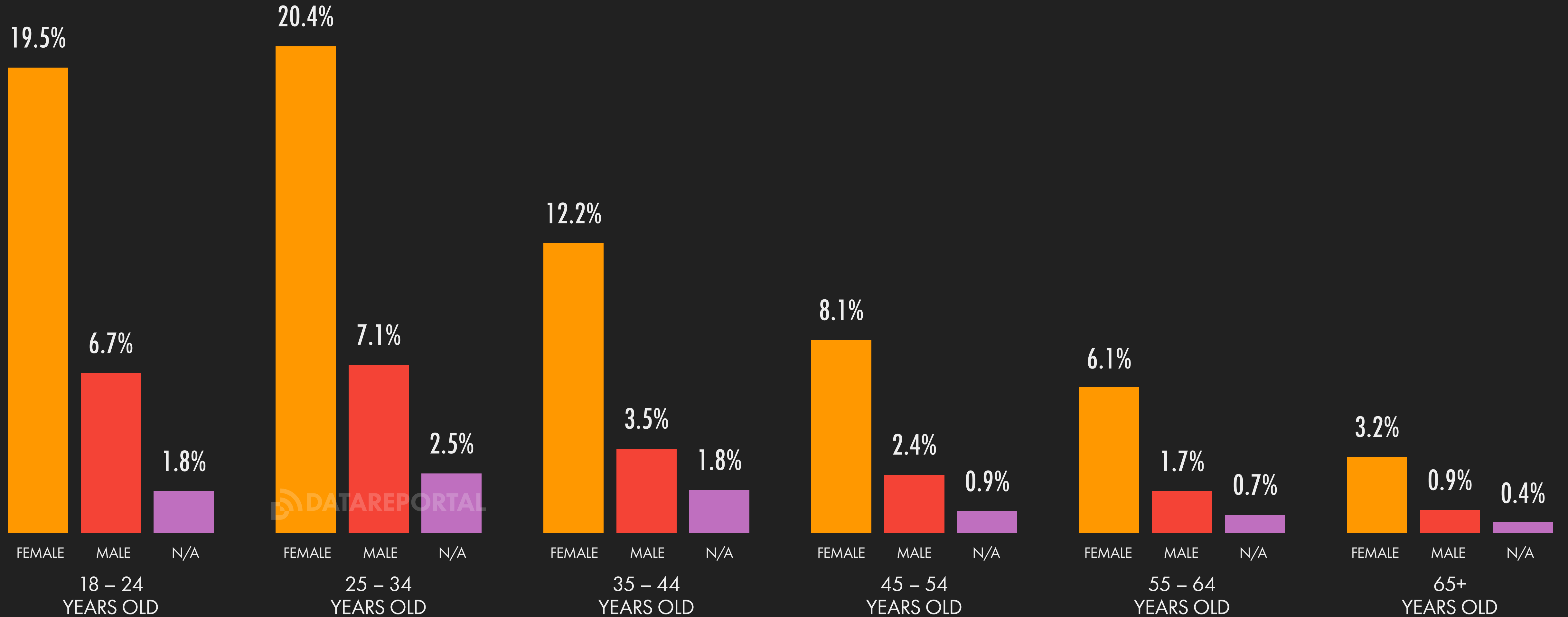
# PINTEREST: ADVERTISING AUDIENCE PROFILE

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 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	89,050,000	-9.6%	11	COLOMBIA	9,000,000	-8.3%
02	BRAZIL	37,135,000	-7.4%	12	JAPAN	8,105,000	+5.5%
03	MEXICO	24,085,000	-14.8%	13	NETHERLANDS	6,335,000	+40.3%
04	GERMANY	18,885,000	+12.0%	14	POLAND	6,095,000	-2.6%
05	FRANCE	16,335,000	+38.8%	15	AUSTRALIA	5,305,000	+7.8%
06	UNITED KINGDOM	13,535,000	+33.8%	16	CHILE	4,920,000	-9.3%
07	ARGENTINA	10,200,000	-13.3%	17	BELGIUM	2,945,000	+16.9%
08	ITALY	10,010,000	+9.2%	18	ROMANIA	2,680,000	+10.1%
09	CANADA	9,945,000	-7.6%	19	PORTUGAL	2,515,000	+9.1%
10	SPAIN	9,305,000	+13.5%	20	SWEDEN	2,400,000	+33.0%

**JAN  
2024**

# 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	41.3%	6,335,000	11	GUAM	29.2%	39,500
02	LUXEMBOURG	37.8%	215,000	12	BELGIUM	29.2%	2,945,000
03	FINLAND	31.2%	1,515,000	13	PUERTO RICO	27.6%	801,000
04	U.S. VIRGIN ISLANDS	30.9%	25,500	14	PORTUGAL	27.6%	2,515,000
05	UNITED STATES OF AMERICA	30.7%	89,050,000	15	ARGENTINA	27.6%	10,200,000
06	MALTA	30.6%	145,000	16	DENMARK	27.0%	1,380,000
07	CYPRUS	30.2%	330,000	17	SWEDEN	26.5%	2,400,000
08	CHILE	29.7%	4,920,000	18	AUSTRIA	26.3%	2,065,000
09	FRANCE	29.5%	16,335,000	19	GERMANY	25.8%	18,885,000
10	CANADA	29.4%	9,945,000	20	SWITZERLAND	24.8%	1,905,000

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 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](#).



**OTHER SOCIAL PLATFORMS**

JAN  
2024

# 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

24.7%

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
POPULATION AGED 13+



we  
are  
social

31.6%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

47.6%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



52.3%

JAN  
2024

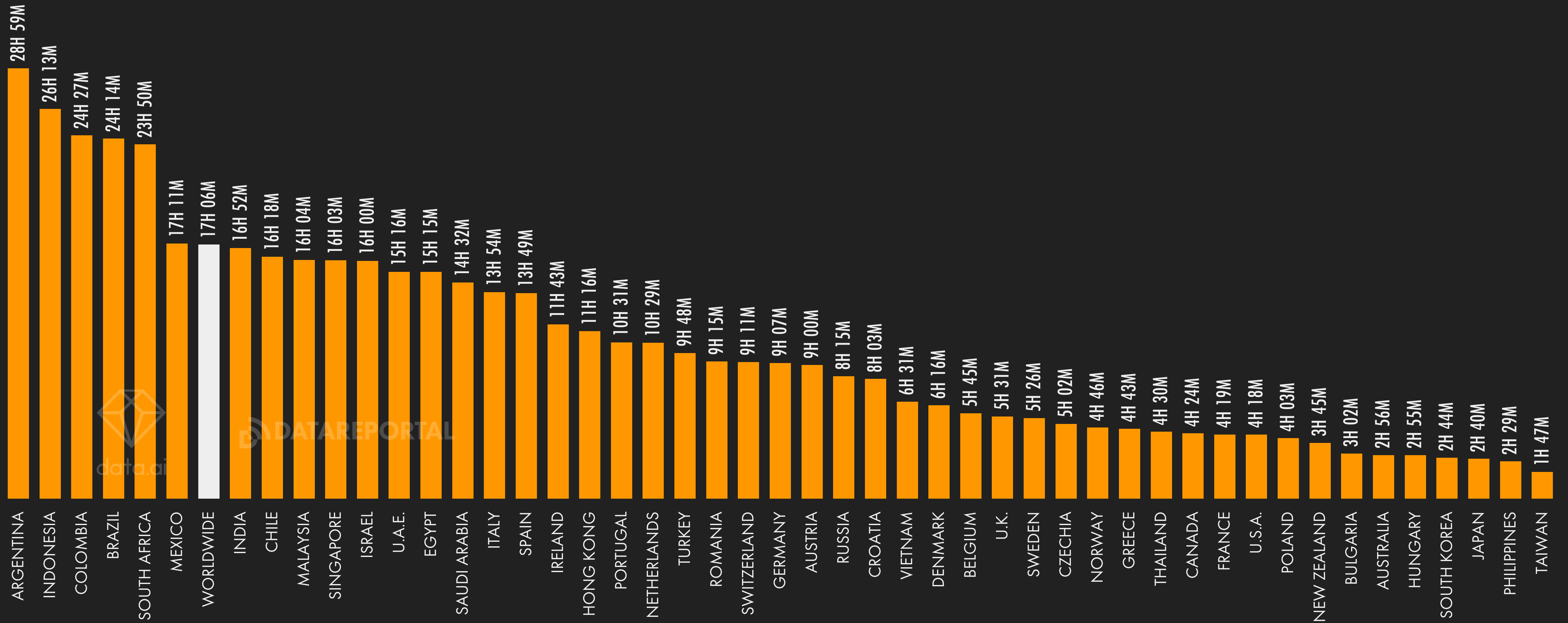
# WHATSAPP: TIME SPENT USING MOBILE APP

AVERAGE NUMBER OF HOURS PER MONTH THAT EACH WHATSAPP USER SPENDS USING THE WHATSAPP APP ON **ANDROID** PHONES

**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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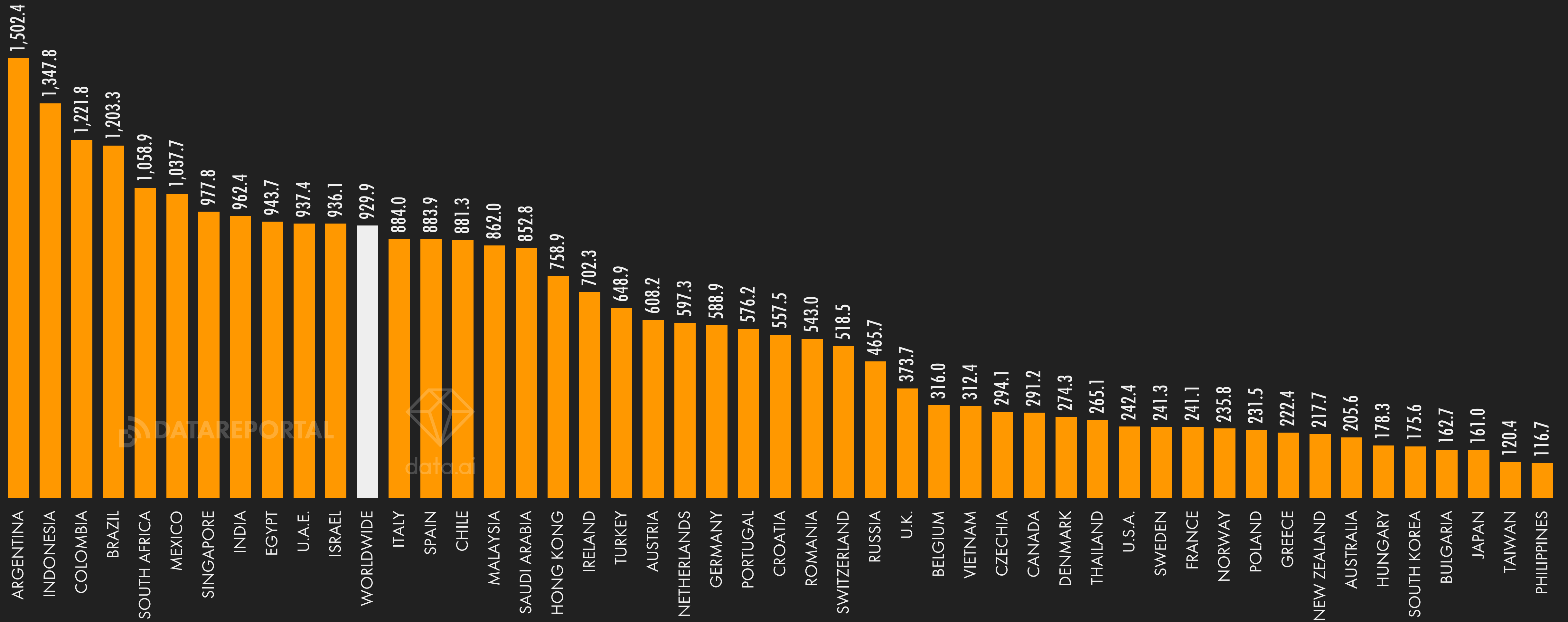
# WHATSAPP: MONTHLY APP SESSIONS PER USER

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

**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



JAN  
2024

# 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



**1.34**  
BILLION



WECHAT AND WEIXIN USERS  
vs. TOTAL POPULATION



**16.5%**

we  
are  
social

QUARTER-ON-QUARTER CHANGE  
IN WECHAT AND WEIXIN USERS



**+0.7%**  
**+9.0 MILLION**

Meltwater

YEAR-ON-YEAR CHANGE IN  
WECHAT AND WEIXIN USERS



**+2.1%**  
**+27 MILLION**

WECHAT AND WEIXIN USERS  
vs. TOTAL INTERNET USERS



**25.0%**

we  
are  
social

WECHAT AND WEIXIN USERS  
vs. POPULATION AGED 13+



**21.1%**

Meltwater

FEMALE USERS AS A SHARE OF ALL  
WECHAT AND WEIXIN USERS



**48.0%**

GWl.

MALE USERS AS A SHARE OF ALL  
WECHAT AND WEIXIN USERS



**52.0%**

JAN  
2024

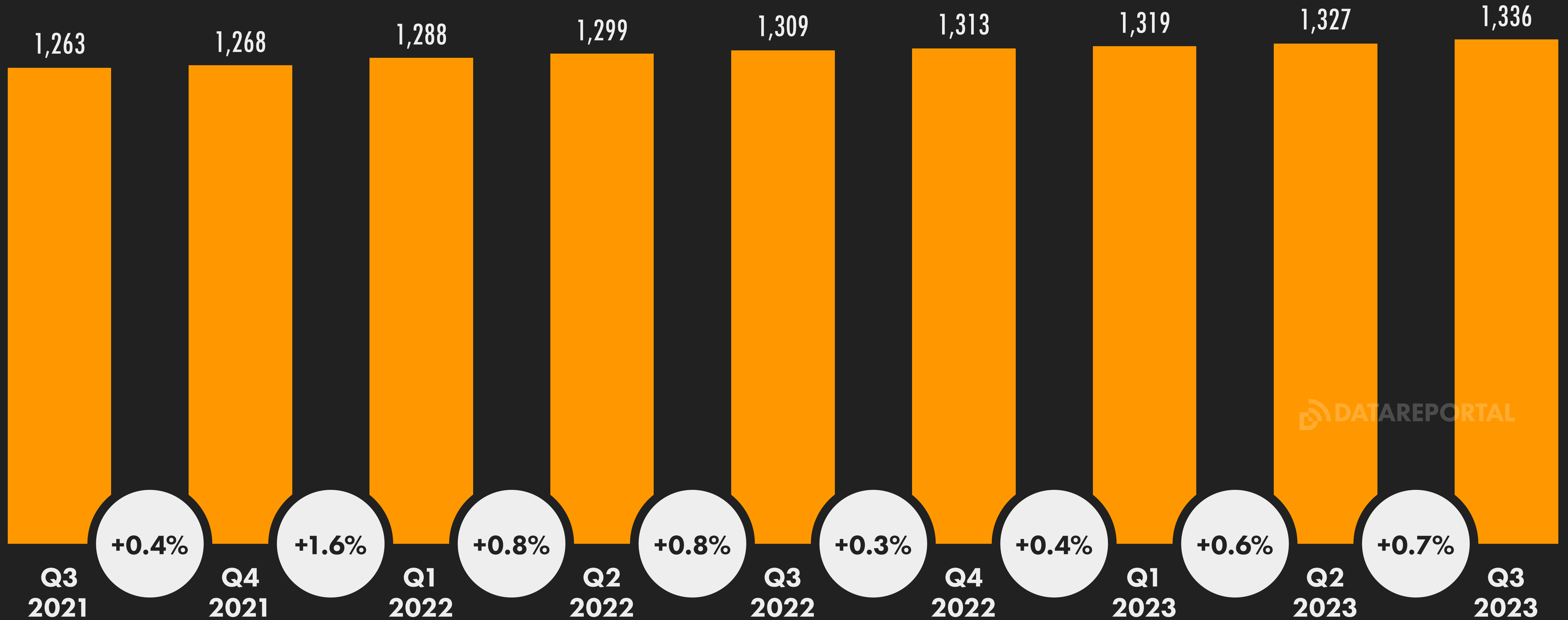
# WECHAT MONTHLY ACTIVE USERS

COMBINED WECHAT AND WEIXIN MONTHLY ACTIVE USERS (IN MILLIONS) (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

JAN  
2024

# 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

**751.6**  
MILLION

DAILY ACTIVE  
DOUYIN USERS vs.  
TOTAL POPULATION



Meltwater

**9.3%**

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWl.

**48.3%**

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



**51.7%**

JAN  
2024

# 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

800  
MILLION

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
TOTAL POPULATION



Meltwater

9.9%

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
POPULATION AGED 16+



13.5%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWl.

42.4%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



57.5%



JAN  
2024

# 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



**684.7**  
MILLION



MONTHLY ACTIVE KUAISHOU  
USERS vs. TOTAL POPULATION



**8.5%**

we  
are  
social

QUARTER-ON-QUARTER CHANGE IN  
MONTHLY ACTIVE KUAISHOU USERS



**+1.7%**  
**+11 MILLION**

Meltwater

YEAR-ON-YEAR CHANGE IN  
MONTHLY ACTIVE KUAISHOU USERS



**+9.4%**  
**+59 MILLION**

MONTHLY ACTIVE KUAISHOU  
USERS vs. TOTAL INTERNET USERS



**12.8%**

we  
are  
social

MONTHLY ACTIVE KUAISHOU  
USERS vs. POPULATION AGED 13+



**10.8%**

Meltwater

FEMALE USERS AS A PERCENTAGE OF ALL  
MONTHLY ACTIVE KUAISHOU USERS



**47.0%**

GWl.

MALE USERS AS A PERCENTAGE OF ALL  
MONTHLY ACTIVE KUAISHOU USERS



**53.0%**

JAN  
2024

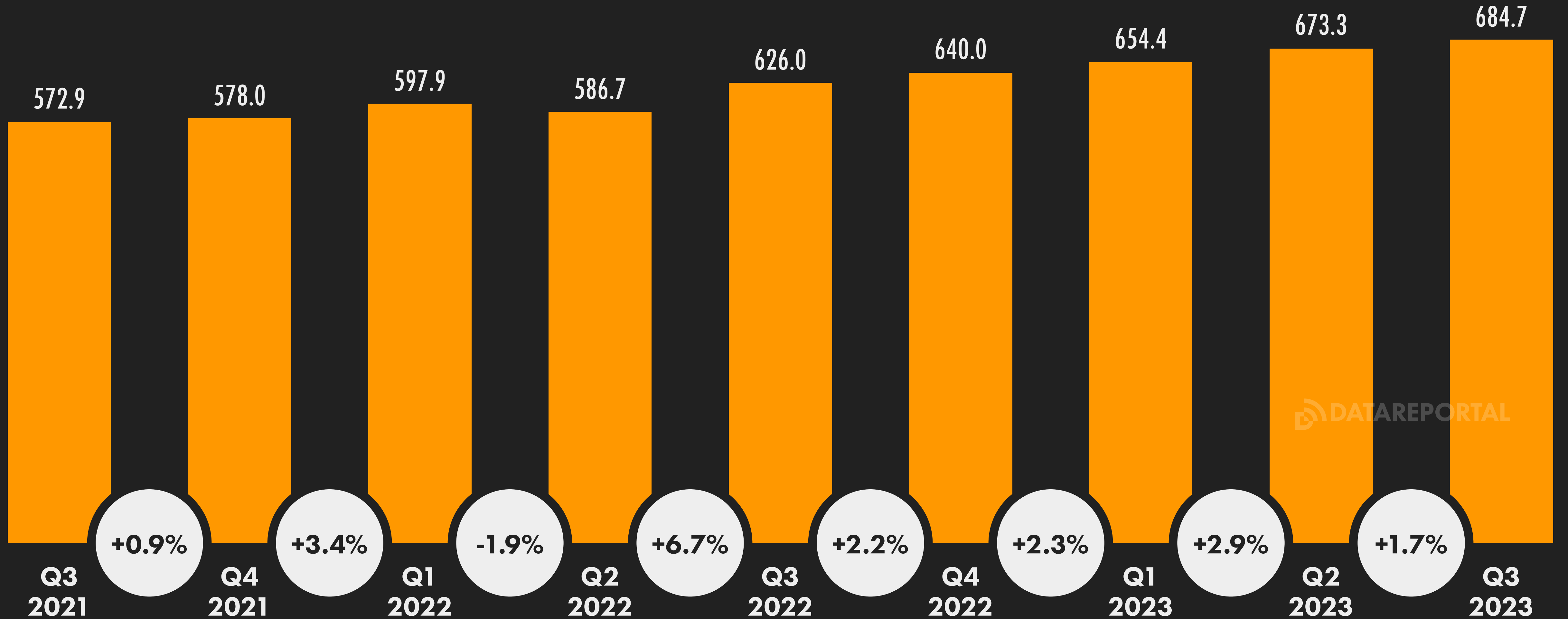
# KUAISHOU MONTHLY ACTIVE USERS

KUAISHOU MONTHLY ACTIVE USERS (IN MILLIONS), 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

JAN  
2024

# WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR WEIBO 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  
WEIBO USERS



**605.0**  
MILLION



MONTHLY ACTIVE WEIBO  
USERS vs. TOTAL POPULATION



**7.5%**



QUARTER-ON-QUARTER CHANGE  
IN MONTHLY ACTIVE WEIBO USERS



**+1.0%**  
**+6.0 MILLION**



YEAR-ON-YEAR CHANGE IN  
MONTHLY ACTIVE WEIBO USERS



**+3.6%**  
**+21 MILLION**

MONTHLY ACTIVE WEIBO USERS  
vs. TOTAL INTERNET USERS



**11.3%**



MONTHLY ACTIVE WEIBO USERS  
vs. POPULATION AGED 14+



**9.7%**



FEMALE USERS AS A PERCENTAGE OF  
ALL MONTHLY ACTIVE WEIBO USERS



**51.0%**



MALE USERS AS A PERCENTAGE OF  
ALL MONTHLY ACTIVE WEIBO USERS



**49.0%**

JAN  
2024

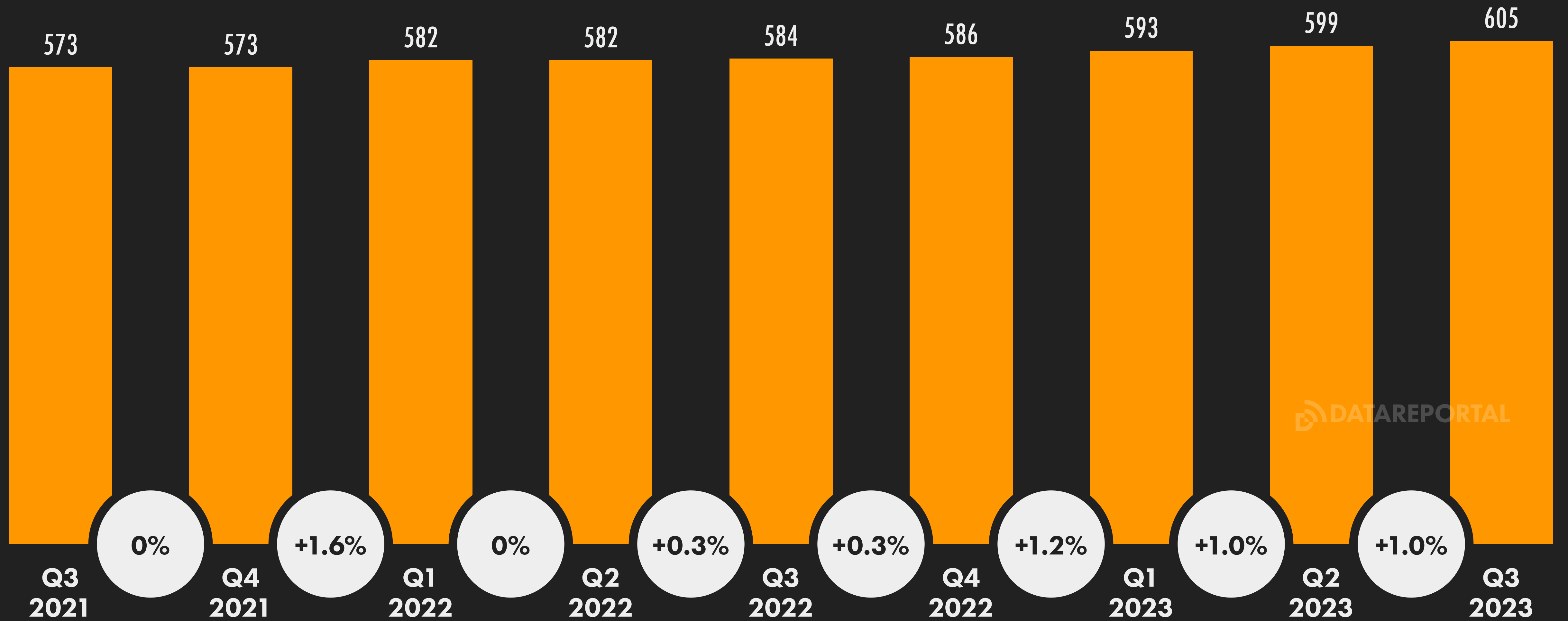
# WEIBO MONTHLY ACTIVE USERS

WEIBO MONTHLY ACTIVE USERS (IN MILLIONS), 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

JAN  
2024

# 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



**558.0**  
MILLION



GLOBAL MONTHLY ACTIVE QQ  
USERS vs. TOTAL POPULATION



**6.9%**



QUARTER-ON-QUARTER CHANGE  
IN MONTHLY ACTIVE QQ USERS



**-2.3%**  
**-13 MILLION**



YEAR-ON-YEAR CHANGE  
IN MONTHLY ACTIVE QQ USERS



**-2.9%**  
**-16 MILLION**

MONTHLY ACTIVE QQ USERS  
vs. TOTAL INTERNET USERS



**10.4%**



MONTHLY ACTIVE QQ USERS  
vs. POPULATION AGED 13+



**8.8%**



FEMALE USERS AS A PERCENTAGE  
OF ALL MONTHLY ACTIVE QQ USERS



**48.8%**



MALE USERS AS A PERCENTAGE  
OF ALL MONTHLY ACTIVE QQ USERS



**51.2%**



JAN  
2024

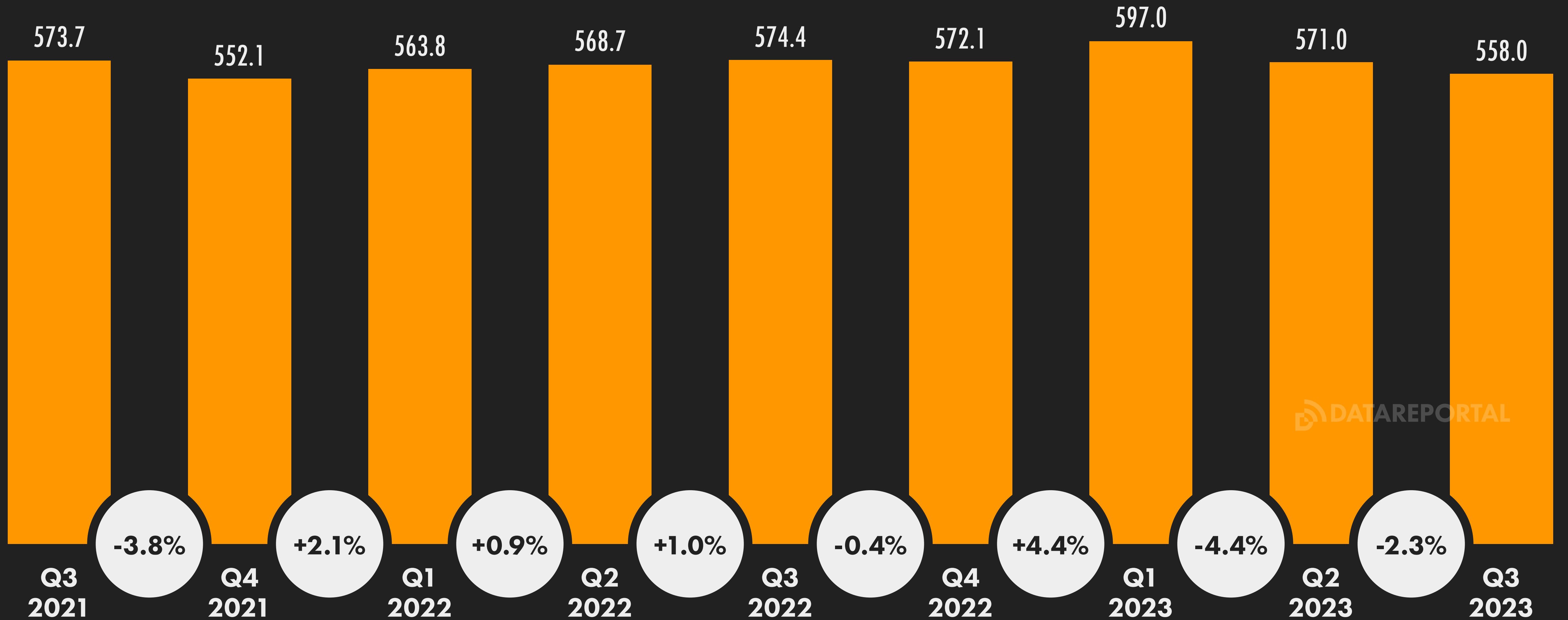
# QQ MONTHLY ACTIVE USERS

QQ MONTHLY ACTIVE USERS (IN MILLIONS), 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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2024

# QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA 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  
QUORA USERS



 Meltwater

400  
MILLION

MONTHLY ACTIVE  
QUORA USERS vs.  
TOTAL POPULATION



 Meltwater

0.9%

MONTHLY ACTIVE  
QUORA USERS vs.  
POPULATION AGED 13+



 KEPIOS

1.1%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



 KEPIOS

43.0%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

56.6%

JAN  
2024

# 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

1.9%

MONTHLY ACTIVE  
DISCORD USERS vs.  
POPULATION AGED 13+



we  
are  
social

2.4%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



Meltwater

32.2%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

66.6%

JAN  
2024

# LARGEST DISCORD SERVERS

DISCORD SERVERS WITH THE GREATEST NUMBER OF MEMBERS



GLOBAL OVERVIEW

#	SERVER	MEMBERS
01	MIDJOURNEY	18.24 M
02	LIMEWIRE - CREATE AI ...*	2.31 M
03	LEONARDO.AI	1.82 M
04	BLOX FRUITS	1.50 M
05	NOVA	1.43 M
06	ROBLOX	1.15 M
07	GENSHIN IMPACT OFFICIAL	1.14 M
08	ALL STAR	1.07 M
09	FUSIONIST	1.06 M
10	VALORANT	1.03 M

#	SERVER	MEMBERS
11	MIKA PARADISE   SOCIAL ...*	953 K
12	LOFI GIRL	902 K
13	ANIME ADVENTURES	874 K
14	TIKTOK EFFECT HOUSE	852 K
15	GEOMETRY DASH	823 K
16	STUMBLE GUYS	810 K
17	KING LEGACY	792 K
18	ERA	789 K
19	APEX LEGENDS	785 K
20	RELL GAMES	772 K

#	SERVER	MEMBERS
21	ENGLISH	748 K
22	GRAND QUEST GAMES	743 K
23	BELUGANG	731 K
24	🥳 EMOJI.GG   DISCORD ...*	725 K
25	VALORANT LFG	708 K
26	BLADE BALL	707 K
27	ROCKET LEAGUE	703 K
28	ANIME SOUL DISCORD	701 K
29	SUI	666 K
30	ISHOWSPEED'S DISCORD	666 K

#	SERVER	MEMBERS
31	AXIORE COMMUNITY	650 K
32	GPO TRADE HUB	644 K
33	PUBG MOBILE	620 K
34	AXIE INFINITY	611 K
35	SERVIDOR DO GOULARTE	606 K
36	NO HESI	600 K
37	DEEP ROCK GALACTIC	600 K
38	GALXE	600 K
39	GARTIC	589 K
40	WHITEOUT SURVIVAL	585 K

JAN  
2024

# REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT 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  
REDDIT USERS



we  
are  
social

70  
MILLION

DAILY ACTIVE  
REDDIT USERS vs.  
TOTAL POPULATION



KEPIOS

0.9%

DAILY ACTIVE  
REDDIT USERS vs.  
POPULATION AGED 13+



Meltwater

1.1%

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



GWI.

35.1%

MALE USERS AS  
A PERCENTAGE  
OF TOTAL USERS



63.6%



**JAN  
2024**

# 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	56M	11	R/SHOWERTHOUGHTS	29M	21	R/DIY	23M	31	R/SPORTS	21M
02	R/ASKREDDIT	45M	12	R/MEMES	29M	22	R/NOTTHEONION	23M	32	R/DOCUMENTARIES	20M
03	R/GAMING	39M	13	R/JOKES	28M	23	R/MILDLYINTERESTING	23M	33	R/DATAISBEAUTIFUL	20M
04	R/AWW	35M	14	R/NEWS	27M	24	R/EXPLAINLIKEIMFIVE	23M	34	R/FUTUROLOGY	20M
05	R/WORLDNEWS	34M	15	R/VIDEOS	27M	25	R/IAMA	23M	35	R/UPLIFTINGNEWS	20M
06	R/TODAYILEARNED	34M	16	R/ASKSCIENCE	25M	26	R/LIFEPROTIPS	23M	36	R/PHOTOSHOPBATTLES	19M
07	R/MUSIC	33M	17	R/SPACE	25M	27	R/ART	23M	37	R/PERSONALFINANCE	19M
08	R/MOVIES	32M	18	R/EARTHPOORN	24M	28	R/GADGETS	22M	38	R/TIFU	19M
09	R/SCIENCE	31M	09	R/FOOD	24M	09	R/GIFS	22M	09	R/OLDSCHOOLCOOL	18M
10	R/PICS	30M	10	R/BOOKS	24M	10	R/GETMOTIVATED	21M	10	R/LISTENTOTHIS	18M



**MOBILE**

JAN  
2024

# MOBILE CONNECTIVITY

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



NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS  
(ANY TYPE OF HANDSET)



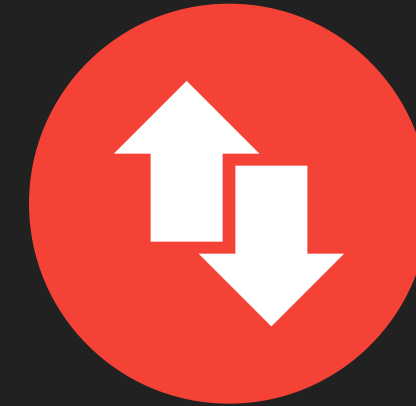
**5.61**  
BILLION

UNIQUE MOBILE  
SUBSCRIBERS AS A PERCENTAGE  
OF TOTAL POPULATION



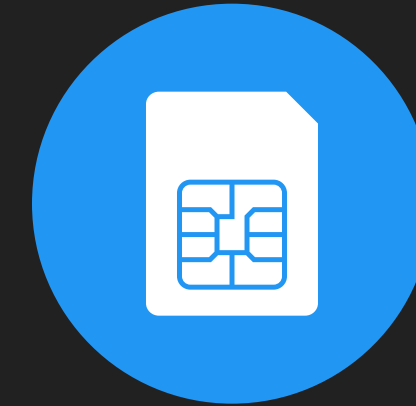
**69.4%**  
YOY: +1.6% (+108 BPS)

ANNUAL CHANGE IN  
THE NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS



**+2.5%**  
**+138 MILLION**

AVERAGE NUMBER OF  
MOBILE CONNECTIONS PER  
UNIQUE MOBILE SUBSCRIBER



**1.54**  
YOY: -0.6%

CELLULAR MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



**8.65**  
BILLION

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



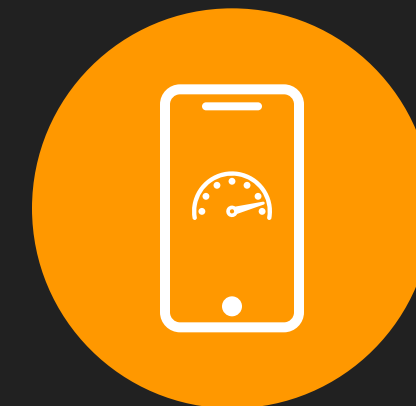
**+1.9%**  
**+160 MILLION**

TOTAL NUMBER OF  
BROADBAND MOBILE  
CONNECTIONS



**7.98**  
BILLION

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



**92.3%**  
YOY: +3.8% (+339 BPS)

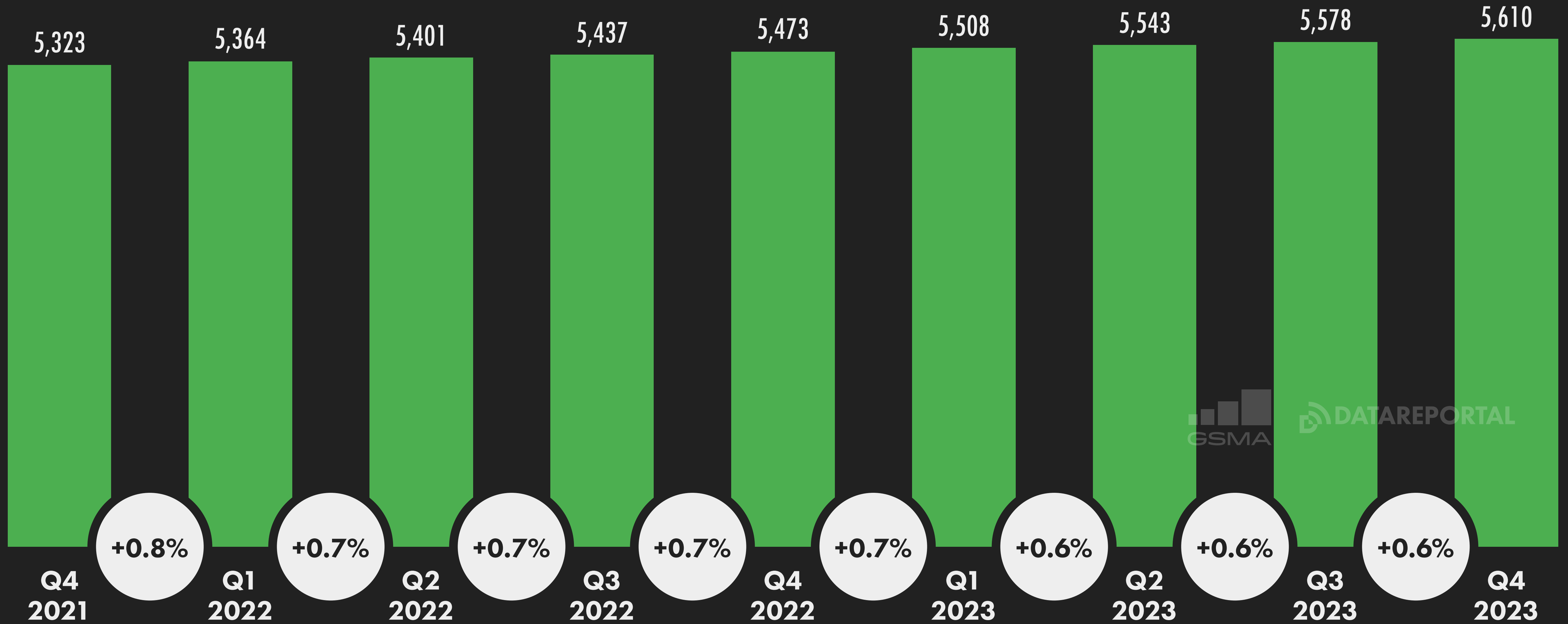
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# UNIQUE MOBILE SUBSCRIBERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) SUBSCRIBING TO MOBILE CELLULAR PLANS



GLOBAL OVERVIEW



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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)



**5.61**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.65**  
BILLION



## ERICSSON DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**6.41**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.46**  
BILLION





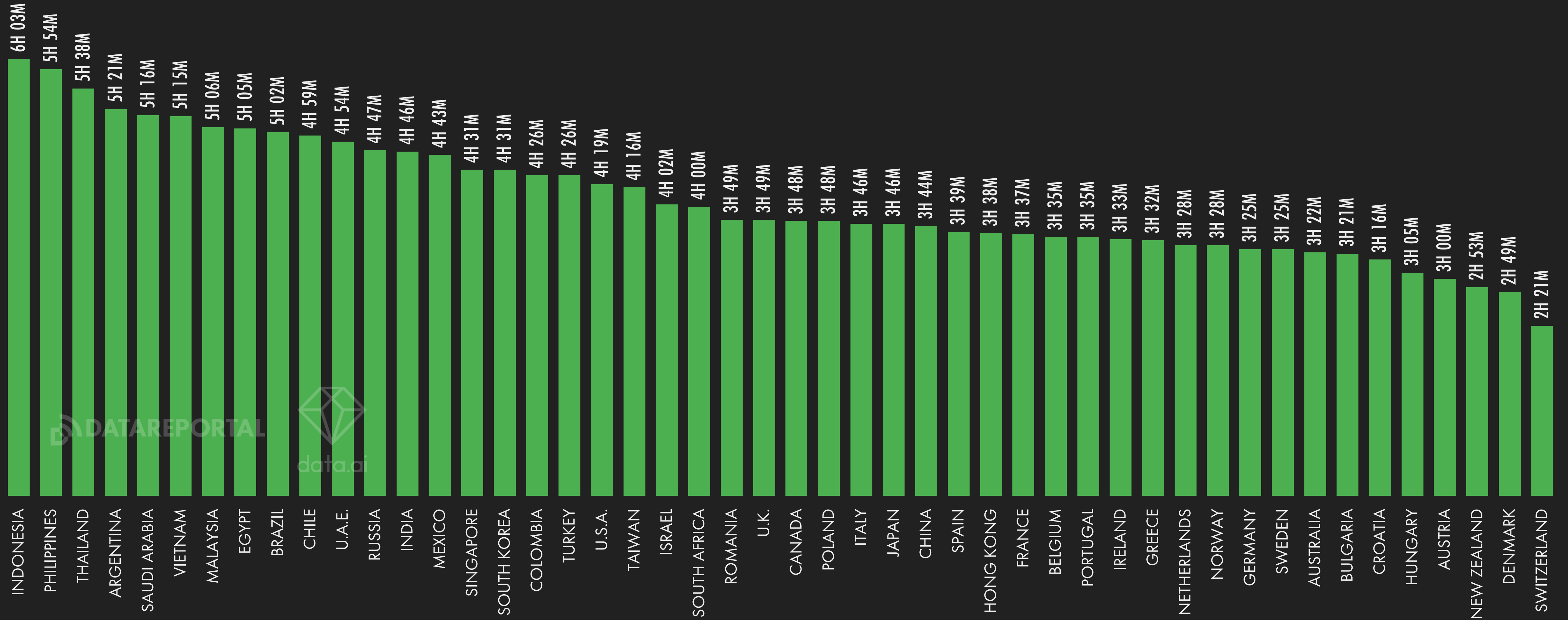
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# DAILY TIME SPENT USING MOBILE PHONES

AVERAGE DAILY TIME SPENT USING MOBILE PHONES (ALL ACTIVITIES, IN HOURS AND MINUTES)



GLOBAL OVERVIEW



DATA REPORTAL



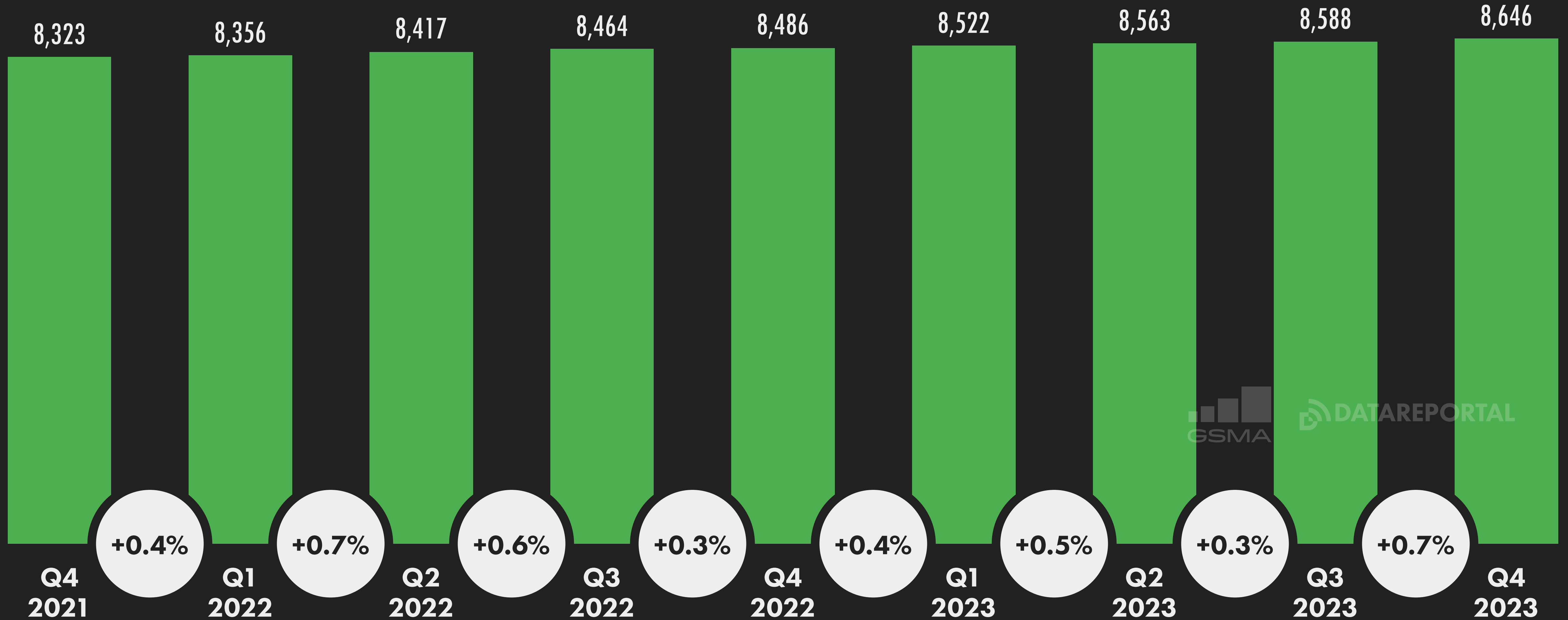
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# CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS (IN MILLIONS) OVER TIME



GLOBAL OVERVIEW



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2024

# CONNECTED MOBILE DEVICES

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



SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



we  
are  
social

82.0%

6.97 BILLION CONNECTIONS

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



Meltwater

15.0%

1.28 BILLION CONNECTIONS

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



3.0%

256 MILLION CONNECTIONS

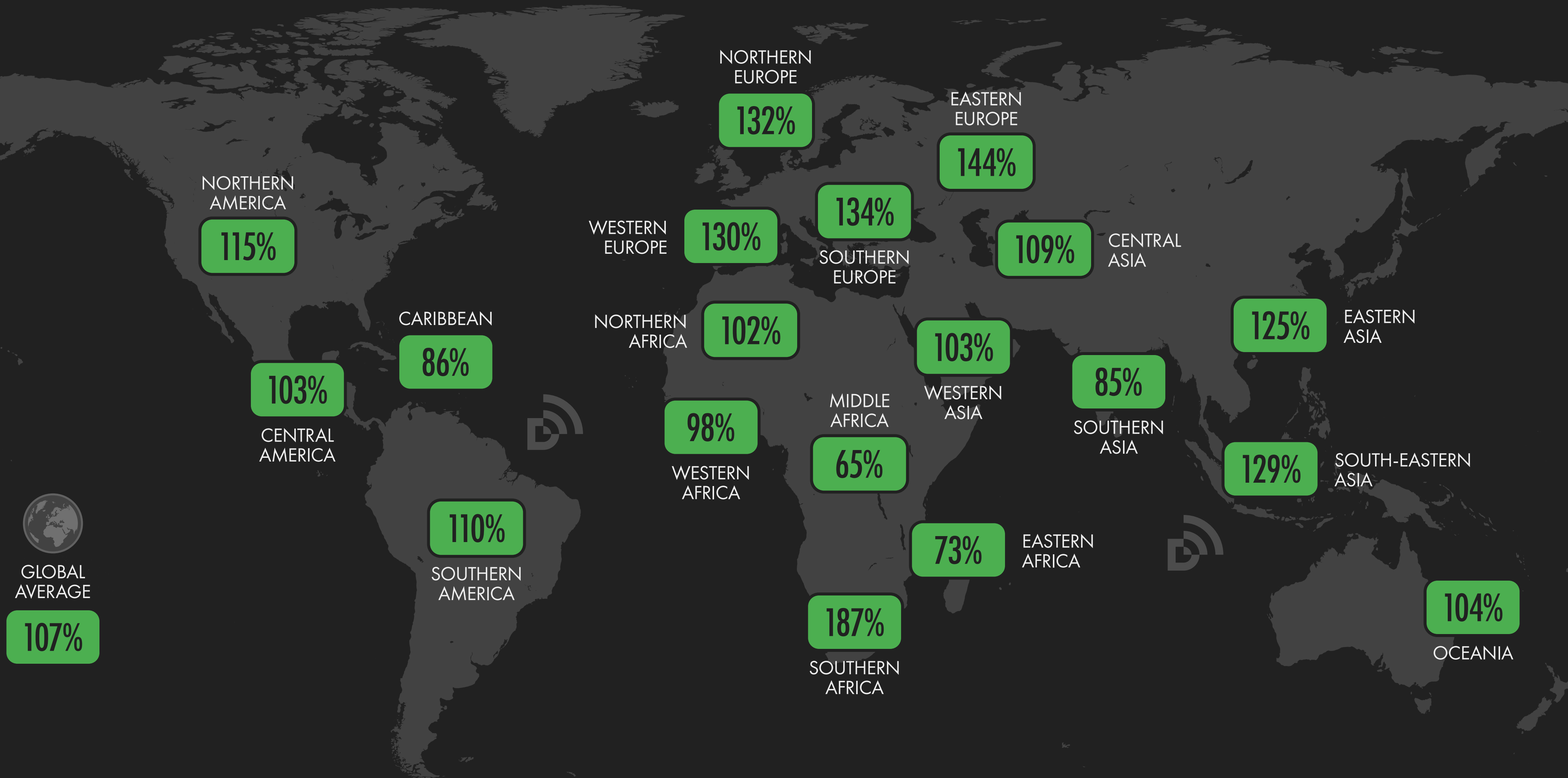
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# MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



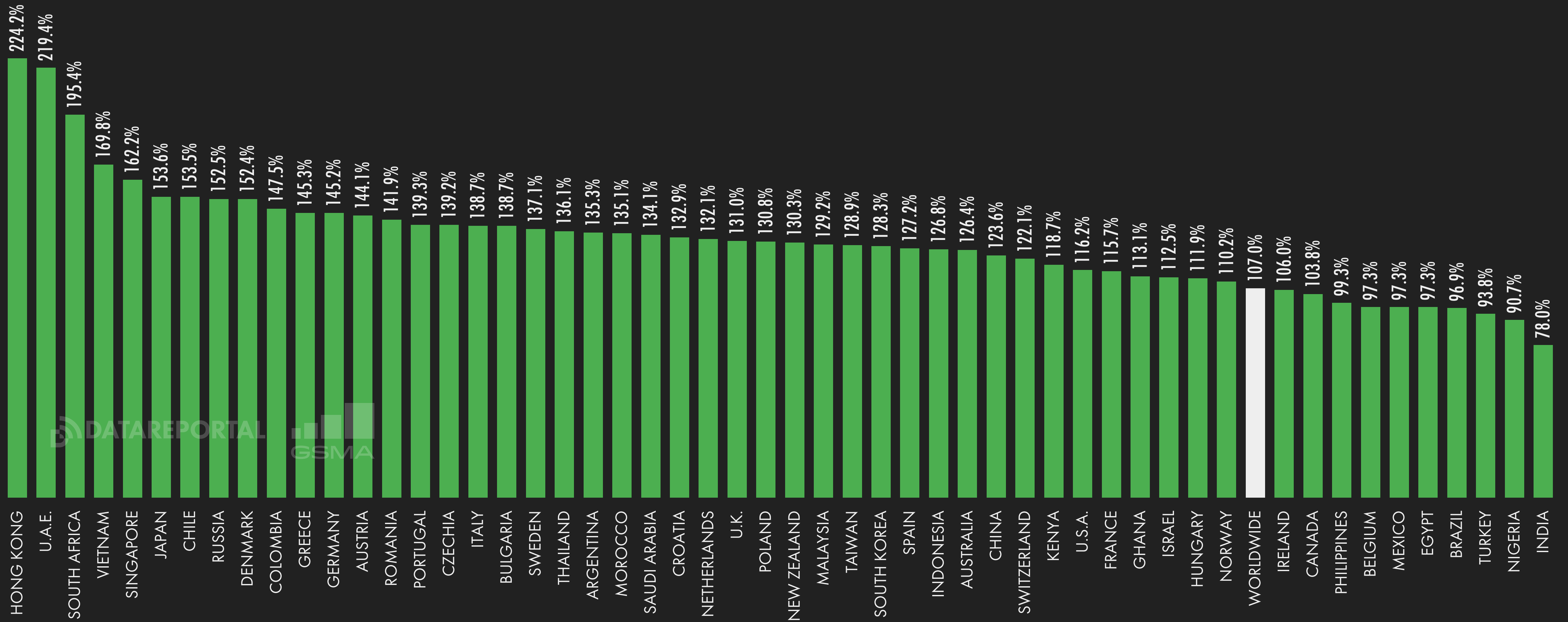
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# MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW





# 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	MONTENEGRO	225.4%	1,411,478
02	HONG KONG	224.2%	16,803,131
03	UNITED ARAB EMIRATES	219.4%	20,963,270
04	U.S. VIRGIN ISLANDS	214.5%	211,128
05	ANTIGUA & BARBUDA	214.3%	202,665
06	SOUTH AFRICA	195.4%	118,609,492
07	URUGUAY	192.6%	6,592,714
08	MACAU	191.1%	1,354,323
09	GUADELOUPE	188.3%	745,703
10	KUWAIT	182.2%	7,889,855

## LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
209	FED. STATES OF MICRONESIA	25.3%	29,240
208	NORTH KOREA	28.7%	7,514,063
207	CENTRAL AFRICAN REPUBLIC	32.0%	1,863,420
206	SOUTH SUDAN	35.5%	3,971,744
205	PAPUA NEW GUINEA	36.9%	3,842,471
204	ERITREA	41.9%	1,583,624
203	MADAGASCAR	44.9%	13,787,293
202	DJIBOUTI	48.4%	553,829
201	EQUATORIAL GUINEA	48.8%	846,283
200	DEM. REP. OF THE CONGO	51.4%	53,363,853

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# CONNECTED DEVICES

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



GLOBAL OVERVIEW

FIXED  
PHONES



**0.80**  
BILLION

SHARE OF CONNECTIONS

**3.0%**

MOBILE PHONES  
(ANY TYPE)



**8.27**  
BILLION

SHARE OF CONNECTIONS

**31.3%**

PCS, LAPTOPS  
AND TABLETS



**1.67**  
BILLION

SHARE OF CONNECTIONS

**6.3%**

SHORT-RANGE  
IOT DEVICES



**12.39**  
BILLION

SHARE OF CONNECTIONS

**46.9%**

WIDE-AREA  
IOT DEVICES



SHARE OF CONNECTIONS

**12.5%**

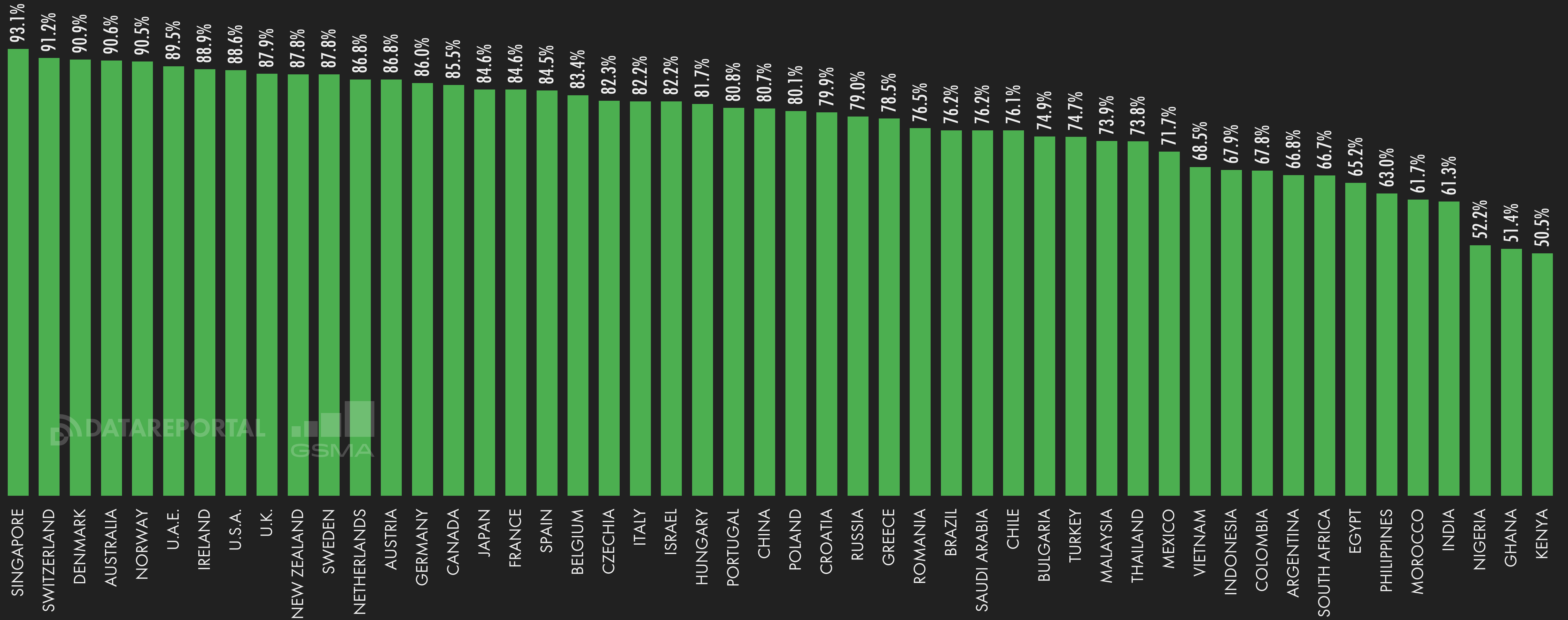
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# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



GLOBAL OVERVIEW



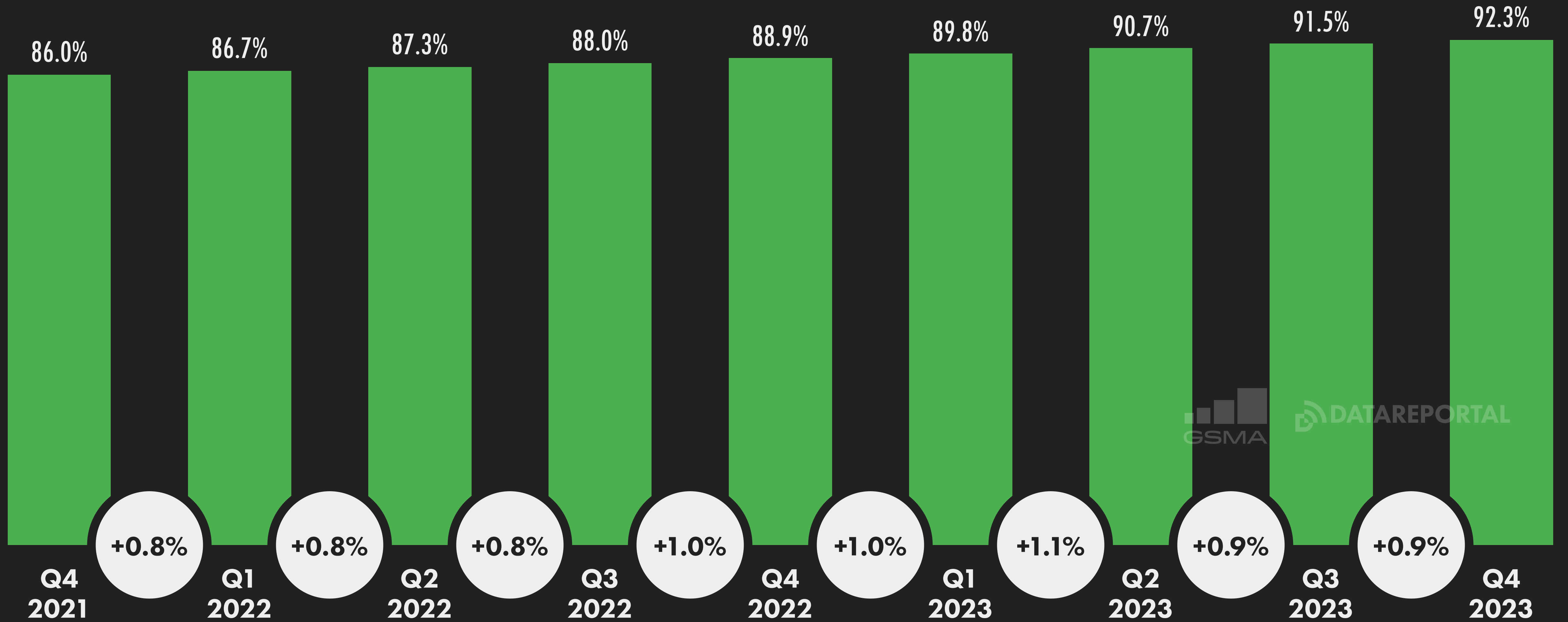
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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



GLOBAL OVERVIEW



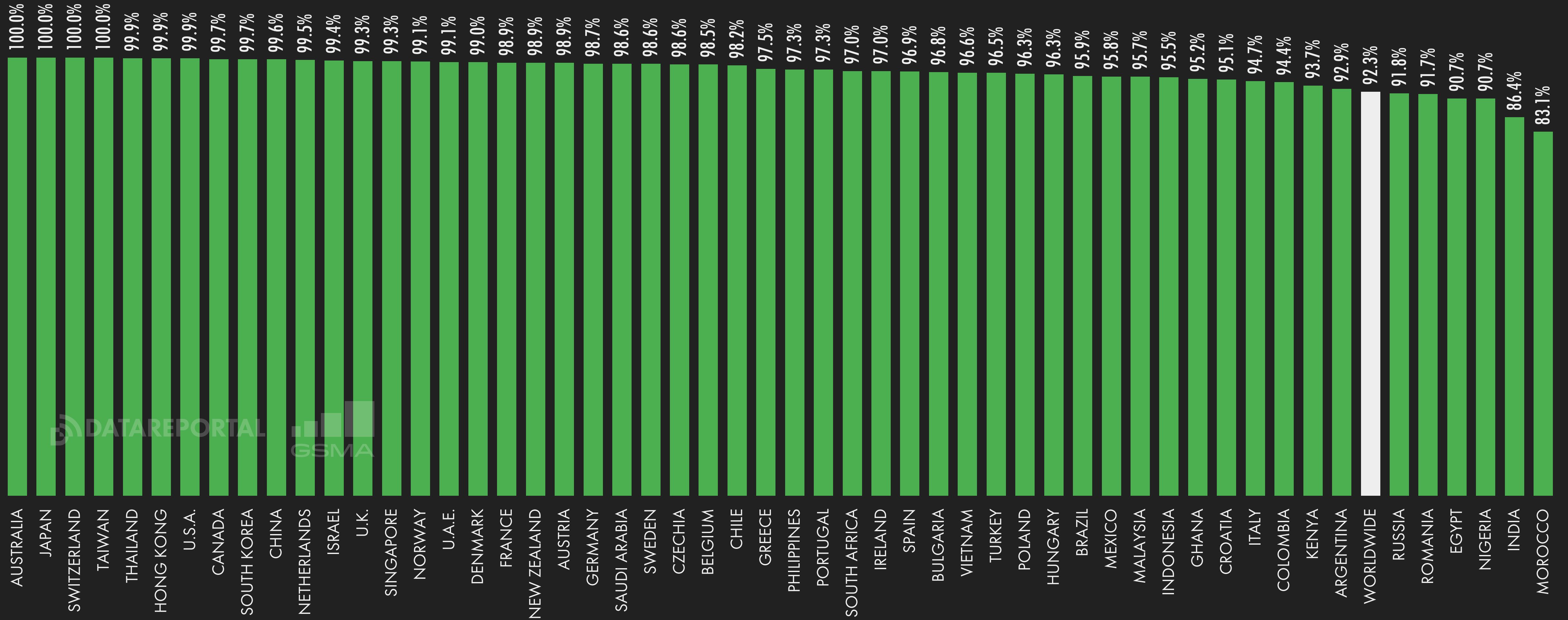
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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



GLOBAL OVERVIEW



DATA REPORTAL





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# CELLULAR DATA TRAFFIC

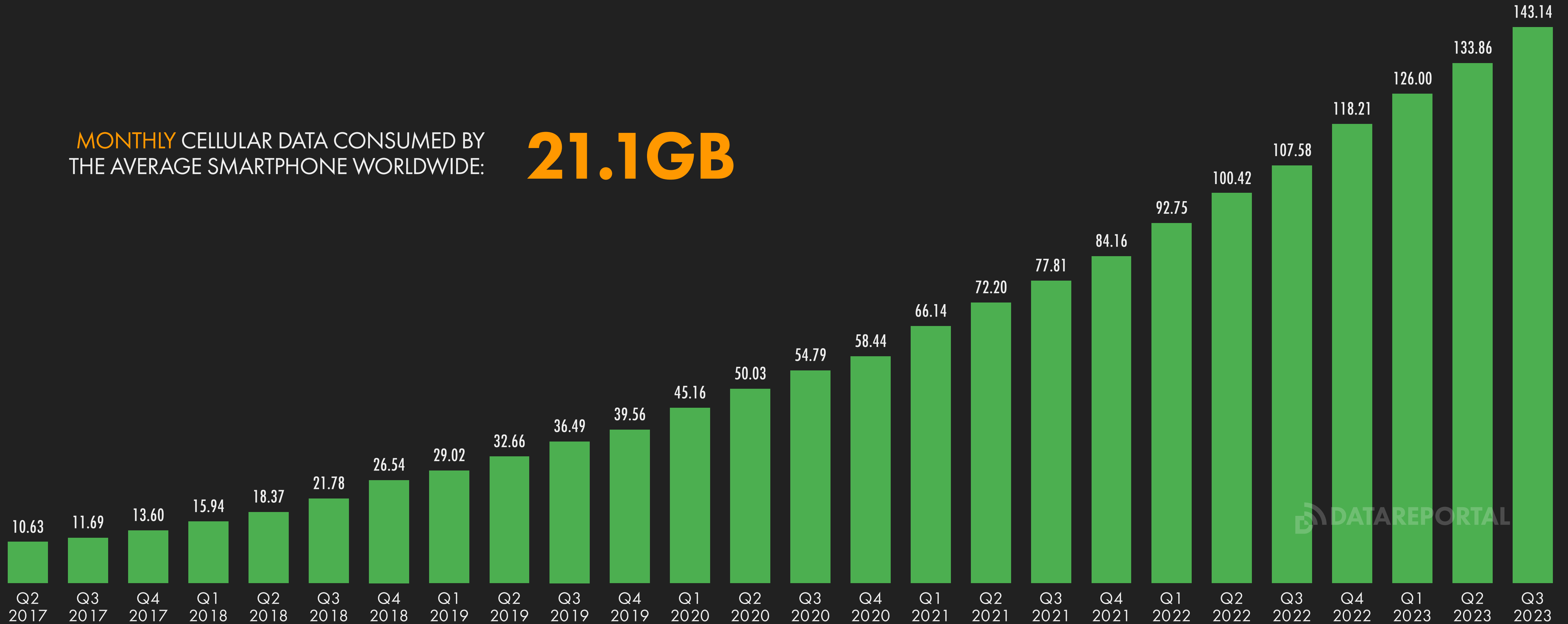
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE:

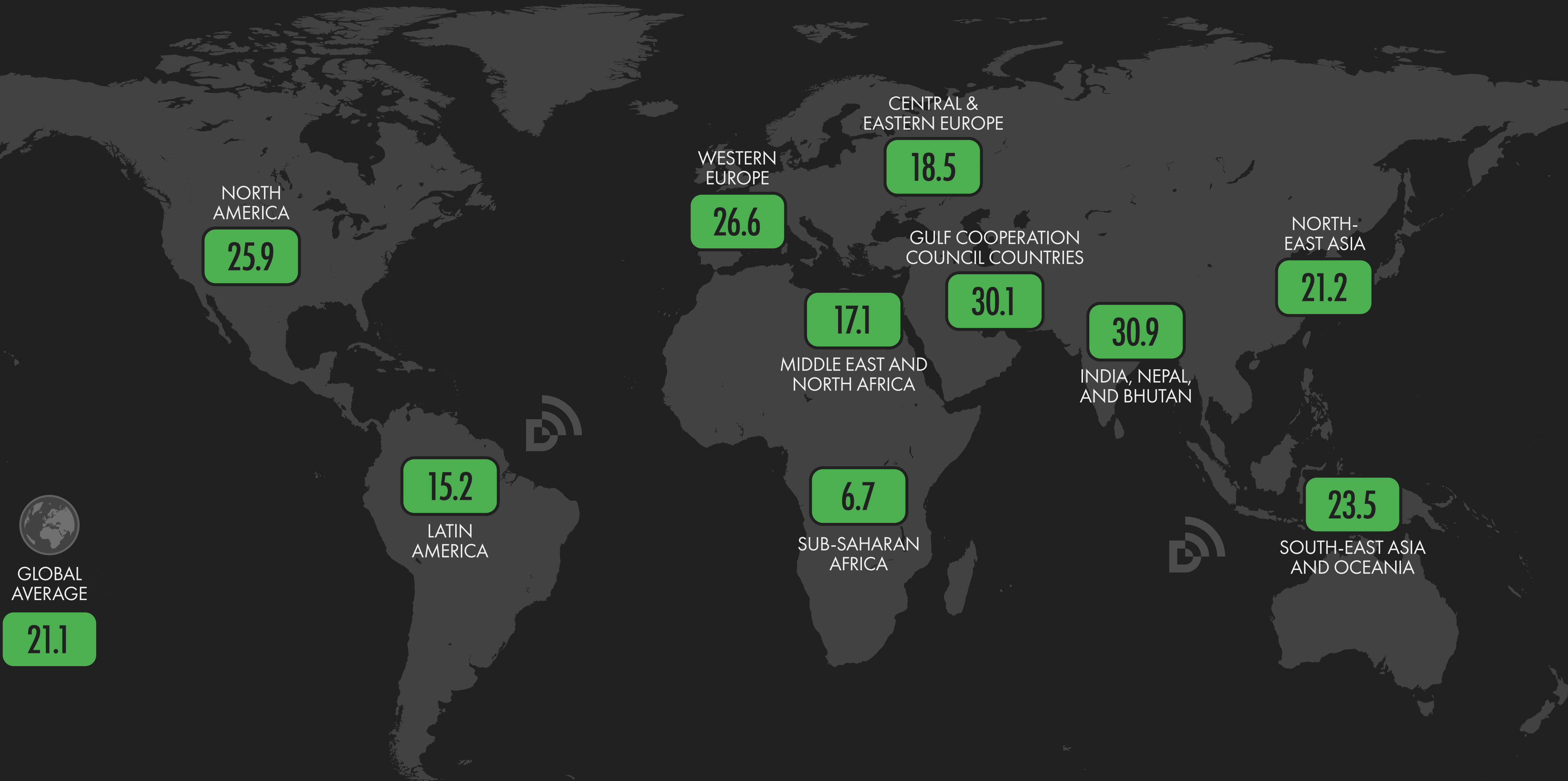
21.1GB



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# MONTHLY CELLULAR DATA PER SMARTPHONE

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



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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 2023



SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



**70.48%**

YEAR-ON-YEAR CHANGE

**-2.6% (-189 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



**28.80%**

YEAR-ON-YEAR CHANGE

**+6.7% (+182 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



**0.37%**

YEAR-ON-YEAR CHANGE

**+2.8% (+1 BP)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



**0.14%**

YEAR-ON-YEAR CHANGE

**+27.3% (+3 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



**0.21%**

YEAR-ON-YEAR CHANGE

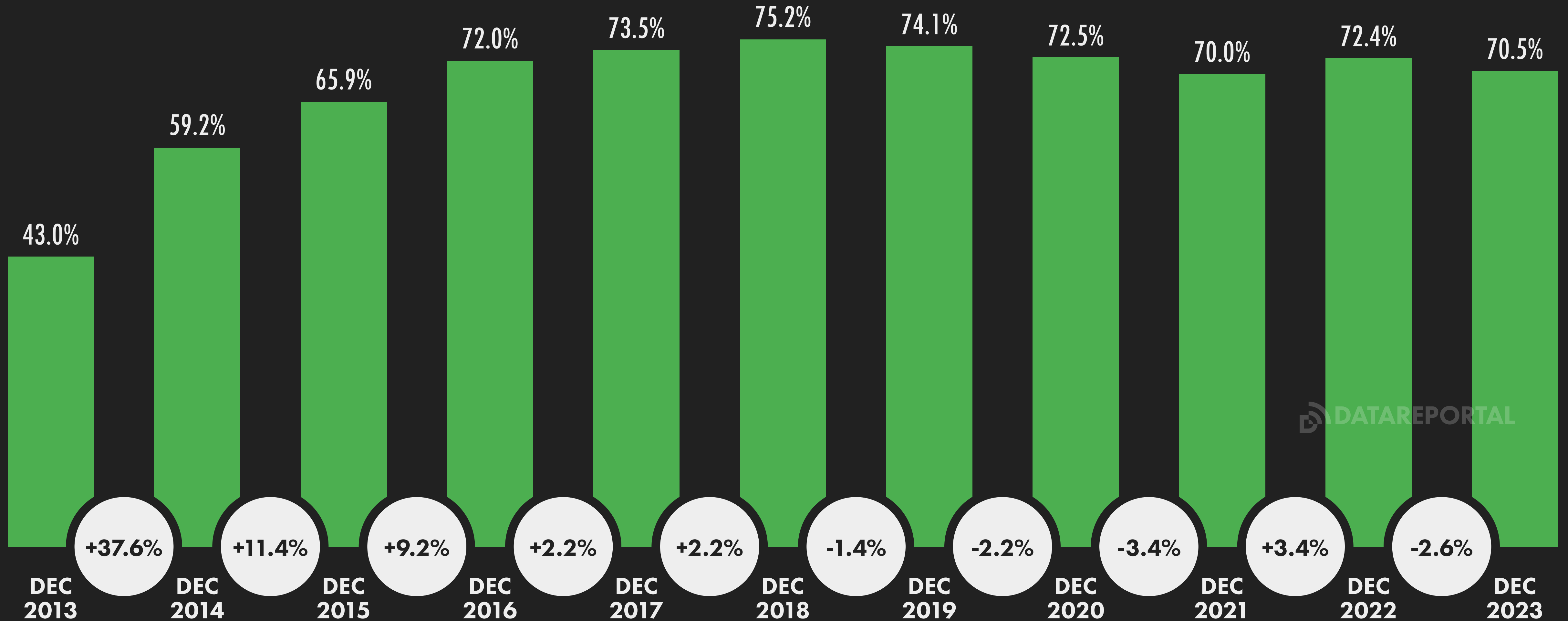
**+16.7% (+3 BPS)**

**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 2023. 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

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



DATA REPORTAL

JAN  
2024

# 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



TOTAL TIME SPENT USING SMARTPHONES EACH DAY



5H 01M

YOY: +5.6% (+16 MINS)

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS



34.7%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS



31.4%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY



14.4%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)



11.1%

SHARE OF SMARTPHONE TIME: SHOPPING APPS



1.5%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS



6.8%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES\*



6.3%

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. VALUE FOR "TOTAL TIME SPENT" REPRESENTS THE WEIGHTED AVERAGE ACROSS THE TOP 10 MOBILE-FIRST MARKETS ONLY. CATEGORY DEFINITIONS REPRESENT DATA.AI'S IQ CLASSIFICATIONS, AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. (\*) "WEB BROWSERS AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY IQ CLASSIFICATION. **COMPARABILITY:** SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



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# CELLULAR DATA BY APP CATEGORY

MONTHLY CELLULAR DATA BY APPLICATION CATEGORY (IN EXABYTES)



TOTAL MONTHLY CELLULAR  
DATA (ALL ACTIVITIES)



**143.14 EB**

YEAR-ON-YEAR CHANGE  
**+33.1% (+35.6 EB)**

MONTHLY CELLULAR DATA:  
VIDEO APPLICATIONS



**95.19 EB**

YEAR-ON-YEAR CHANGE  
**+38.8% (+26.6 EB)**

MONTHLY CELLULAR DATA:  
SOCIAL NETWORKING



**11.27 EB**

YEAR-ON-YEAR CHANGE  
**+28.6% (+2.5 EB)**

MONTHLY CELLULAR DATA:  
SOFTWARE UPDATES



**4.07 EB**

YEAR-ON-YEAR CHANGE  
**+26.0% (+0.8 EB)**

MONTHLY CELLULAR DATA:  
WEB BROWSING



**2.55 EB**

YEAR-ON-YEAR CHANGE  
**+15.5% (+0.3 EB)**

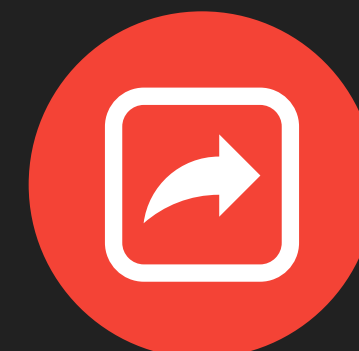
MONTHLY CELLULAR DATA:  
AUDIO APPLICATIONS



**1.80 EB**

YEAR-ON-YEAR CHANGE  
**+26.1% (+0.4 EB)**

MONTHLY CELLULAR DATA:  
FILE SHARING



**0.70 EB**

YEAR-ON-YEAR CHANGE  
**+24.9% (+0.1 EB)**

MONTHLY CELLULAR DATA:  
OTHER KINDS OF APPLICATIONS



**15.30 EB**

YEAR-ON-YEAR CHANGE  
**+27.3% (+3.3 EB)**

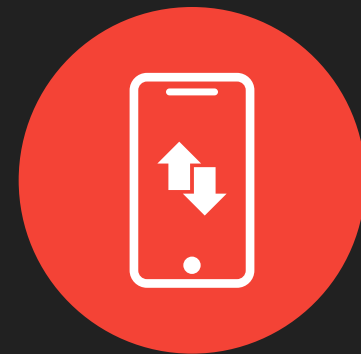
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# SHARE OF CELLULAR DATA BY APP CATEGORY

EACH APPLICATION CATEGORY'S SHARE OF CELLULAR DATA



AVERAGE MONTHLY CELLULAR  
DATA TRAFFIC PER SMARTPHONE



**21.13 GB**

YEAR-ON-YEAR CHANGE  
**+30.0% (+4.9 GB)**

SHARE OF CELLULAR DATA:  
VIDEO APPLICATIONS



**72.7%**

YEAR-ON-YEAR CHANGE  
**+2.7% (+188 BPS)**

SHARE OF CELLULAR DATA:  
SOCIAL NETWORKING



**8.6%**

YEAR-ON-YEAR CHANGE  
**-4.9% (-44 BPS)**

SHARE OF CELLULAR DATA:  
SOFTWARE UPDATES



**3.1%**

YEAR-ON-YEAR CHANGE  
**-6.9% (-23 BPS)**

SHARE OF CELLULAR DATA:  
WEB BROWSING



**2.0%**

YEAR-ON-YEAR CHANGE  
**-14.6% (-33 BPS)**

SHARE OF CELLULAR DATA:  
AUDIO APPLICATIONS



**1.4%**

YEAR-ON-YEAR CHANGE  
**-6.8% (-10 BPS)**

SHARE OF CELLULAR DATA:  
FILE SHARING



**0.5%**

YEAR-ON-YEAR CHANGE  
**-7.6% (-4 BPS)**

SHARE OF CELLULAR DATA:  
OTHER KINDS OF APPS



**11.7%**

YEAR-ON-YEAR CHANGE  
**-5.9% (-73 BPS)**

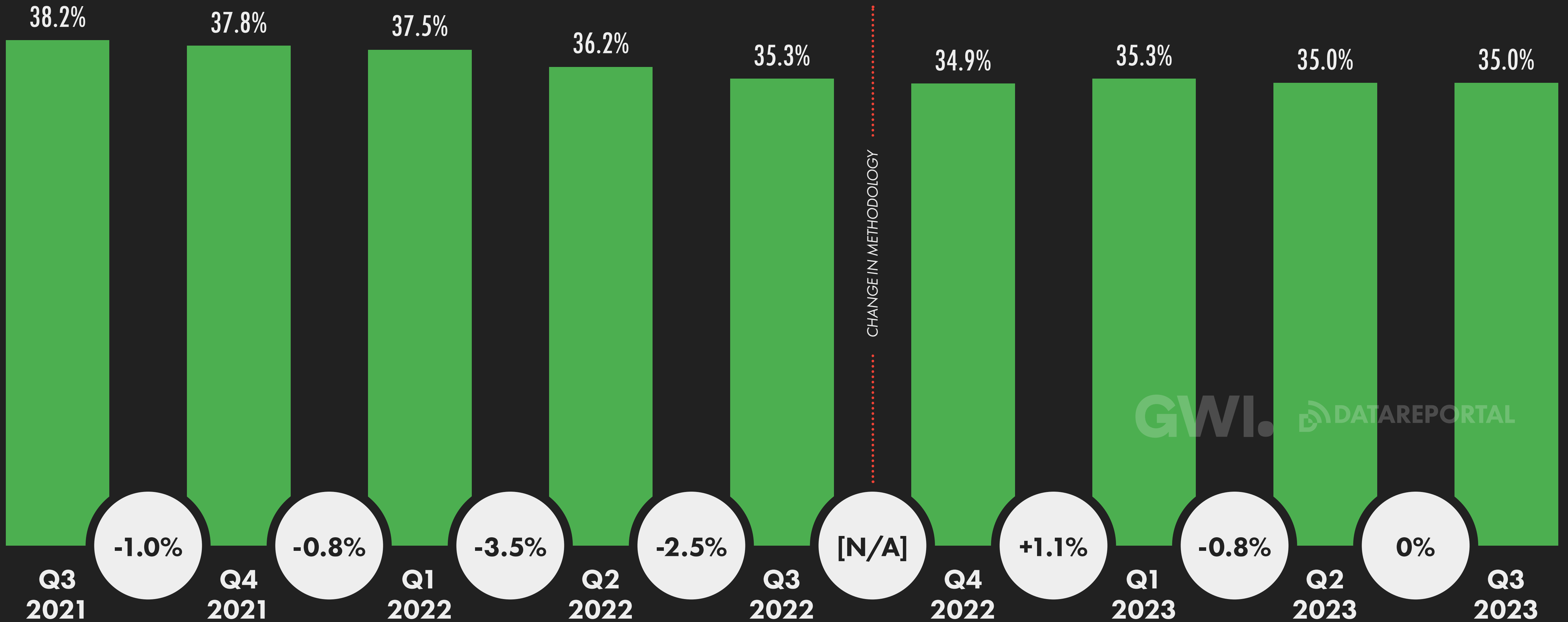
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# MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



GLOBAL OVERVIEW



GW. DATAREPORTAL

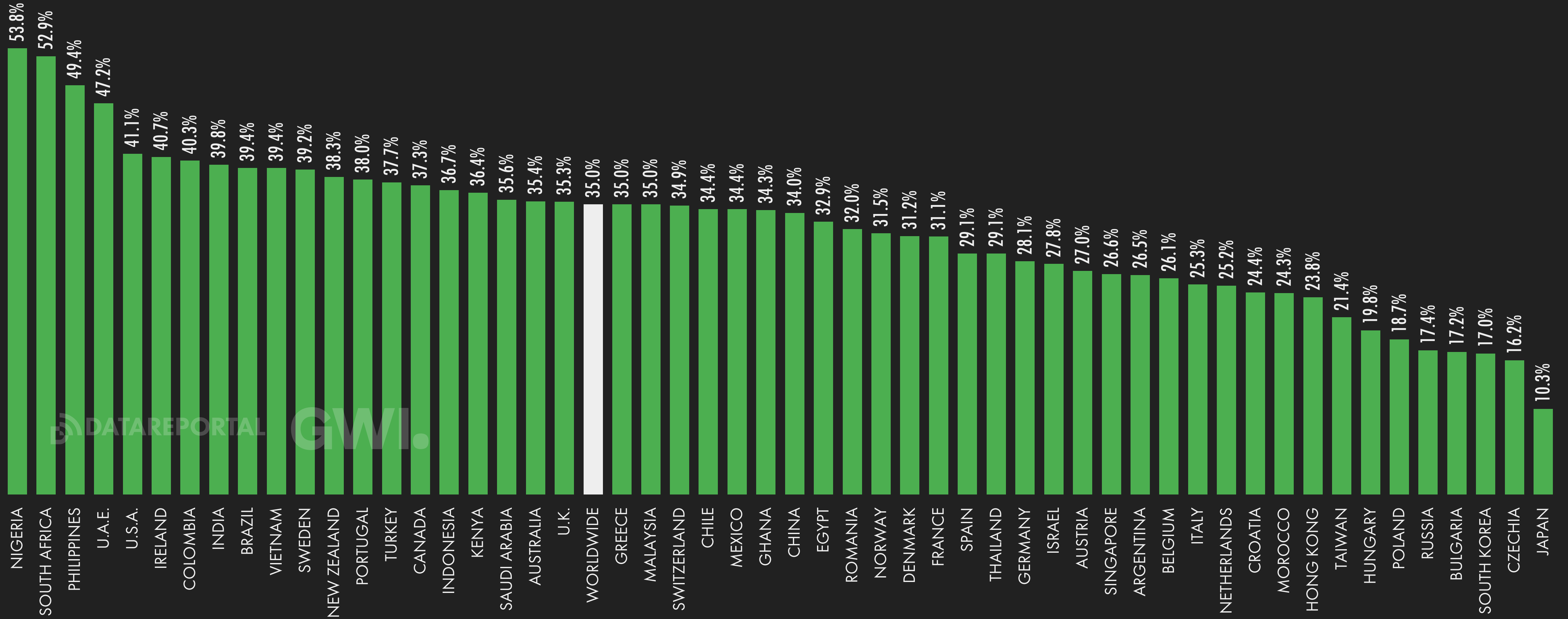
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# MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



GLOBAL OVERVIEW



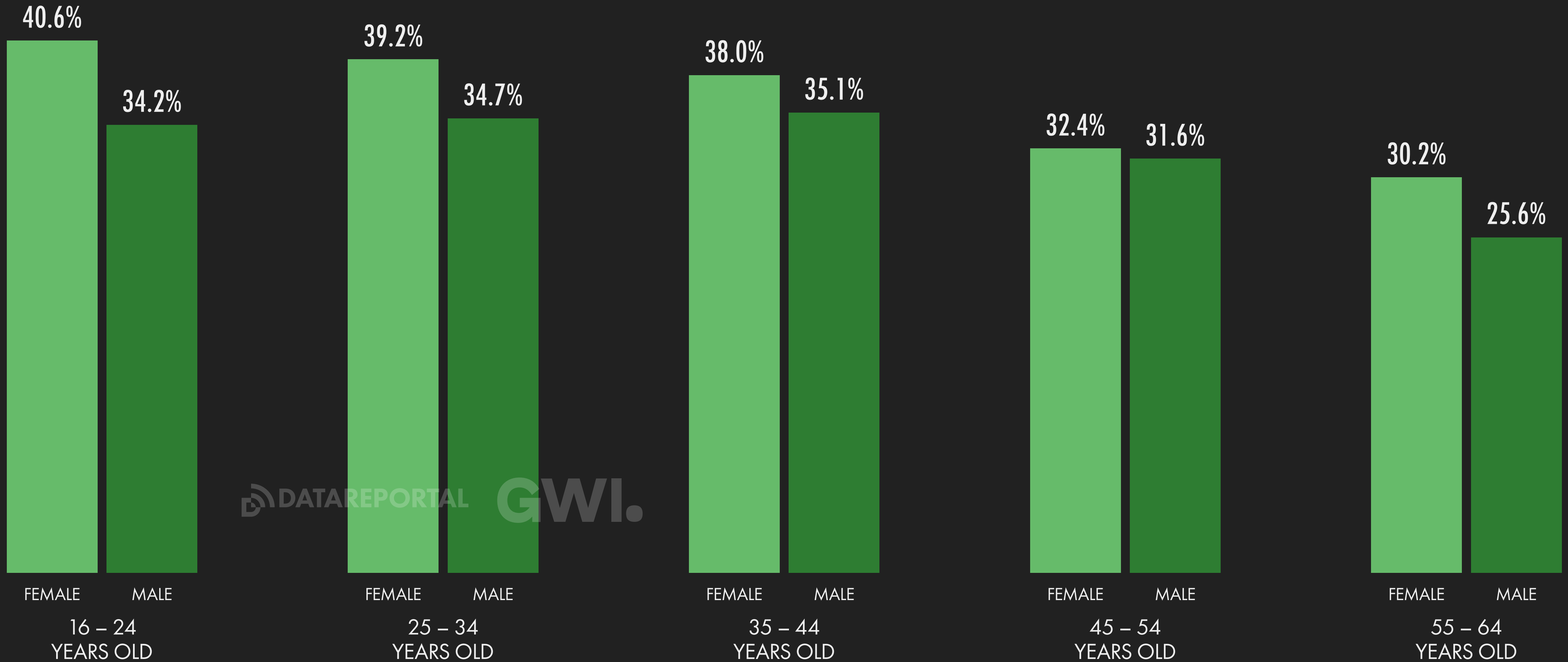
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# MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.



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# MOBILE APP MARKET OVERVIEW (QUARTERLY)

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023, EXCLUDING THIRD-PARTY APP STORES



NUMBER OF  
MOBILE APP  
DOWNLOADS



**35.20**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN MOBILE  
APP DOWNLOADS



**-11.3%**  
**-4.5 BILLION**

CONSUMER  
SPEND ON  
MOBILE APPS (USD)



**\$32.86**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN  
CONSUMER APP SPEND



**-3.0%**  
**-\$699 MILLION**

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2024**

# MOBILE APPS: TOP CATEGORIES

APP CATEGORIES WITH THE MOST DOWNLOADS AND HIGHEST CONSUMER SPEND BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



GLOBAL OVERVIEW

## TOP MOBILE APP CATEGORIES BY TOTAL DOWNLOADS

#	TYPE	CATEGORY	VOLUME	▲QOQ
01	GAME	ARCADE & ACTION	3.64 B	-8.1%
02	APP	TOOLS	3.40 B	+1.6%
03	GAME	BRAIN & PUZZLE	3.34 B	+1.9%
04	APP	KIDS & FAMILY	2.64 B	+3.1%
05	APP	SOCIAL	2.32 B	-2.7%
06	APP	ENTERTAINMENT	1.90 B	-0.7%
07	APP	PHOTO & VIDEO	1.87 B	-2.0%
08	GAME	SIMULATION	1.83 B	-5.1%
09	APP	FINANCE	1.71 B	-5.0%
10	GAME	ROLE PLAYING & STRATEGY	1.65 B	-8.1%

## TOP MOBILE APP CATEGORIES BY TOTAL CONSUMER SPEND

#	TYPE	CATEGORY	SPEND	▲QOQ
01	GAME	ROLE PLAYING & STRATEGY	\$9.31 B	-8.1%
02	GAME	ARCADE & ACTION	\$5.28 B	-8.1%
03	GAME	BRAIN & PUZZLE	\$3.61 B	+1.9%
04	GAME	CARDS & CASINO	\$3.52 B	-5.5%
05	APP	ENTERTAINMENT	\$3.21 B	-0.7%
06	GAME	ADVENTURE	\$2.41 B	-4.1%
07	GAME	SIMULATION	\$2.19 B	-5.1%
08	APP	SOCIAL	\$1.64 B	-2.7%
09	APP	PHOTO & VIDEO	\$1.47 B	-2.0%
10	APP	LIFESTYLE	\$1.20 B	-3.4%

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **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 CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. DOES NOT INCLUDE FIGURES FOR THIRD-PARTY ANDROID APP STORES. FIGURES IN CHINA. VALUES IN THE "▲QOQ" COLUMN REPRESENT QUARTER-ON-QUARTER CHANGE VERSUS THE PREVIOUS 3 MONTHS. "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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2024**

# MOBILE APPS: TOP CATEGORIES BY APP STORE

RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



GLOBAL OVERVIEW

## GOOGLE PLAY: DOWNLOADS

#	APP CATEGORY
01	TOOLS APPS
02	CASUAL GAMES
03	ACTION GAMES
04	SIMULATION GAMES
05	ENTERTAINMENT APPS
06	PUZZLE GAMES
07	FAMILY APPS
08	FINANCE APPS
09	ARCADE GAMES
10	SOCIAL APPS

## GOOGLE PLAY: CONSUMER SPEND

#	APP CATEGORY
01	ROLE PLAYING GAMES
02	STRATEGY GAMES
03	CASUAL GAMES
04	ENTERTAINMENT APPS
05	ACTION GAMES
06	PUZZLE GAMES
07	SOCIAL APPS
08	ADVENTURE GAMES
09	CASINO GAMES
10	PRODUCTIVITY APPS

## IOS APP STORE: DOWNLOADS

#	APP CATEGORY
01	UTILITIES APPS
02	SHOPPING APPS
03	CASUAL GAMES
04	ENTERTAINMENT APPS
05	PHOTO AND VIDEO APPS
06	FINANCE APPS
07	PRODUCTIVITY APPS
08	LIFESTYLE APPS
09	ACTION GAMES
10	SOCIAL NETWORKING APPS

## IOS APP STORE: CONSUMER SPEND

#	APP CATEGORY
01	ROLE PLAYING GAMES
02	STRATEGY GAMES
03	ACTION GAMES
04	ENTERTAINMENT APPS
05	PUZZLE GAMES
06	ADVENTURE GAMES
07	SIMULATION GAMES
08	CASUAL GAMES
09	CARD GAMES
10	PHOTO AND VIDEO APPS

**JAN  
2024**

# MOBILE APP RANKINGS

RANKING OF MOBILE APPS BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



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	FACEBOOK META	INSTAGRAM META	YOUTUBE GOOGLE
03	GOOGLE GOOGLE	WHATSAPP MESSENGER META	FACEBOOK META	DISNEY+ DISNEY
04	FACEBOOK META	TIKTOK <sup>1</sup> BYTEDANCE	WHATSAPP MESSENGER META	TINDER MATCH GROUP
05	WHATSAPP MESSENGER META	INSTAGRAM META	CAPCUT BYTEDANCE	GOOGLE ONE GOOGLE
06	GOOGLE MAPS GOOGLE	CHROME BROWSER GOOGLE	TELEGRAM TELEGRAM	MAX: STREAM HBO, TV, & MOVIES WARNER BROS. DISCOVERY
07	GMAIL GOOGLE	SAMSUNG TOUCHWIZ HOME SAMSUNG GROUP	SNAPCHAT SNAP	PICCOMA KAKAO PICCOMA CORP
08	INSTAGRAM META	PHONE BY GOOGLE GOOGLE	TEMU PDD HOLDINGS	BUMBLE APP BUMBLE
09	FACEBOOK MESSENGER META	FACEBOOK MESSENGER META	WHATSAPP BUSINESS META	LINKEDIN MICROSOFT
10	GOOGLE PHOTOS GOOGLE	GOOGLE GOOGLE	FACEBOOK MESSENGER META	DUOLINGO: LEARN LANGUAGES DUOLINGO

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS BASED ON ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. 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 RELATING TO DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.



**JAN  
2024**

# BREAKOUT MOBILE APPS

RANKING OF MOBILE APPS WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	HOTSTAR <i>DISNEY</i>	HOTSTAR <i>DISNEY</i>	HOTSTAR <i>DISNEY</i>	DISNEY+ <i>DISNEY</i>
02	MIXERBOX <i>MIXERBOX</i>	INSTAGRAM <i>META</i>	PHOTO LAB <i>LINEROCK INVESTMENTS</i>	NFL MOBILE <i>NFL ENTERPRISES</i>
03	TEMU <i>PDD HOLDINGS</i>	PHONE BY GOOGLE <i>GOOGLE</i>	AMAZON MINITV <i>AMAZON</i>	PEACOCK TV <i>COMCAST</i>
04	GOOGLE MESSENGER <i>GOOGLE</i>	GOOGLE <i>GOOGLE</i>	TEMU <i>PDD HOLDINGS</i>	PARAMOUNT+ <i>VIACOMCBS</i>
05	PERSONAL SAFETY <i>GOOGLE</i>	DREAM11 <i>DREAM11</i>	DREAM11 <i>DREAM11</i>	GOODNOTES 5 <i>TIMEBASETECH</i>
06	CHATGPT <i>OPENAI</i>	WHATSAPP MESSENGER <i>META</i>	VIDEO DOWNLOADER AND PLAYER BY... <i>EMMANUELL.IO</i>	HUNT APP <i>ONXMAPS</i>
07	PHONE BY GOOGLE <i>GOOGLE</i>	SMARTCALLER-INTELLIGENCE CALLER <i>TRANSSION</i>	CLEAN MASTER ULTRA <i>JOMAPP</i>	AMAZON <i>AMAZON</i>
08	GOOGLE CALENDAR <i>GOOGLE</i>	CRICBUZZ CRICKET <i>TIMES GROUP</i>	WPS OFFICE <i>KINGSOFT</i>	CHATGPT <i>OPENAI</i>
09	CONTACTS BY GOOGLE <i>GOOGLE</i>	FLIPKART <i>WALMART</i>	CIAO PROXY <i>COOKIEDEVS</i>	CRUNCHYROLL <i>SONY</i>
10	CANVA <i>CANVA</i>	ODIALER <i>OPPO</i>	CANVA <i>CANVA</i>	INSTAGRAM <i>META</i>

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS COMPARE THE CHANGE IN ACTIVITY IN THE THREE MONTHS FROM 01 SEPTEMBER TO 30 NOVEMBER 2023, AND THE PREVIOUS THREE MONTHS (I.E. 01 JUNE TO 31 AUGUST 2023). 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.



**JAN  
2024**

# MOBILE GAME RANKINGS

RANKING OF MOBILE GAMES BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>	GACHA LIFE 2 <small>LUNIME</small>	ROYAL MATCH <small>DREAM GAMES</small>
02	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	FREE FIRE <small>SEA</small>	MONOPOLY GO: FAMILY BOARD GAME <small>SCOPELY</small>
03	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	SUBWAY SURFERS <small>TENCENT</small>	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>
04	SUBWAY SURFERS <small>TENCENT</small>	CANDY CRUSH SAGA <small>ACTIVISION BLIZZARD</small>	ROBLOX <small>ROBLOX</small>	ROBLOX <small>ROBLOX</small>
05	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	BATTLEGROUNDS MOBILE INDIA <small>KRAFTON</small>	REAL CAR DRIVING: RACE CITY 3D <small>BAB GAME</small>	COIN MASTER <small>MOON ACTIVE</small>
06	MOBILE LEGENDS: BANG BANG <small>BYTEDANCE</small>	PUBG MOBILE <small>TENCENT</small>	MY PERFECT HOTEL <small>SAYGAMES</small>	GENSHIN IMPACT <small>MIHOYO</small>
07	LUDO KING <small>GAMETION</small>	CALL OF DUTY: MOBILE <small>ACTIVISION BLIZZARD</small>	ROYAL MATCH <small>DREAM GAMES</small>	HONOR OF KINGS <small>TENCENT</small>
08	GEOMETRY DASH <small>ROBTOP</small>	EA SPORTS FC™ MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	BUILD A QUEEN <small>UNITY TECHNOLOGIES</small>	GARDENSCAPES BY PLAYRIX <small>PLAYRIX</small>
09	STUMBLE GUYS <small>SCOPELY</small>	ARENA OF VALOR <small>SEA</small>	LUDO KING <small>GAMETION</small>	POKÉMON GO <small>NIANTIC</small>
10	EA SPORTS FC™ MOBILE 24 SOCCER <small>ELECTRONIC ARTS</small>	MINECRAFT POCKET EDITION <small>MICROSOFT</small>	BLOCK BLAST ADVENTURE MASTER <small>HUNGRY STUDIO</small>	LINEAGE M <small>NCSOFT</small>

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS BASED ON ACTIVITY BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. 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.

JAN  
2024

# BREAKOUT MOBILE GAMES

RANKING OF MOBILE GAMES WITH THE MOST SIGNIFICANT QUARTERLY GROWTH BY METRIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	GACHA LIFE 2 LUNIME	GACHA LIFE 2 LUNIME	GACHA LIFE 2 LUNIME	MONOPOLY GO: FAMILY BOARD GAME SCOPELY
02	GEOMETRY DASH ROBTOP	POKÉMON SLEEP POKEMON	BUILD A QUEEN UNITY TECHNOLOGIES	MONSTER HUNTER NOW NIANTIC
03	MY PERFECT HOTEL SAYGAMES	BRAWL STARS TENCENT	REAL CAR DRIVING: RACE CITY 3D BAB GAME	GENSHIN IMPACT MIHOYO
04	NEXTBOTS IN BACKROOMS: SANDBOX HOOKAH GAMES	ROYAL MATCH DREAM GAMES	NEXTBOTS IN BACKROOMS: SANDBOX HOOKAH GAMES	WHITEOUT SURVIVAL ZHEJIANG CENTURY HUATONG GROUP
05	REVERSE: 1999 BLUEPOCH GAMES	8 BALL POOL TENCENT	MY PERFECT HOTEL SAYGAMES	SEVEN KNIGHTS IDLE ADVENTURE NETMARBLE
06	BUILD A QUEEN UNITY TECHNOLOGIES	EFOOTBALL 2024 KONAMI	REVERSE: 1999 BLUEPOCH GAMES	ROYAL MATCH DREAM GAMES
07	MONSTER HUNTER NOW NIANTIC	MONOPOLY GO: FAMILY BOARD GAME SCOPELY	SPIDER FIGHTING: ROPE GAME IKAME	呪術廻戦 ファントムパレード CYBERAGENT
08	TRAFFIC ESCAPE! FOMO	MONSTER HUNTER NOW NIANTIC	SOCCER MANAGER 2024 - FOOTBALL INVINCIBLES STUDIO	GODDESS OF VICTORY: NIKKE TENCENT
09	REAL CAR DRIVING: RACE CITY 3D BAB GAME	CLASH ROYALE TENCENT	DRAGONHEIR: SILENT GODS BYTEDANCE	EFOOTBALL 2024 KONAMI
10	ALIEN INVASION: RPG IDLE SPACE MULTICAST GAMES	GEOMETRY DASH ROBTOP	TRAFFIC ESCAPE! FOMO	MONSTER STRIKE MIXI

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS COMPARE THE CHANGE IN ACTIVITY IN THE THREE MONTHS FROM 01 SEPTEMBER TO 30 NOVEMBER 2023, AND THE PREVIOUS THREE MONTHS (I.E. 01 JUNE TO 31 AUGUST 2023). 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.

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# MOBILE APP MARKET OVERVIEW (ANNUAL)

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023



NUMBER OF  
MOBILE APP  
DOWNLOADS



data.ai

**257.0**  
BILLION

YEAR-ON-YEAR  
CHANGE IN MOBILE  
APP DOWNLOADS



Meltwater

**+0.9%**  
**+2.1 BILLION**

CONSUMER  
SPEND ON  
MOBILE APPS (USD)



data.ai

**\$171.3**  
BILLION

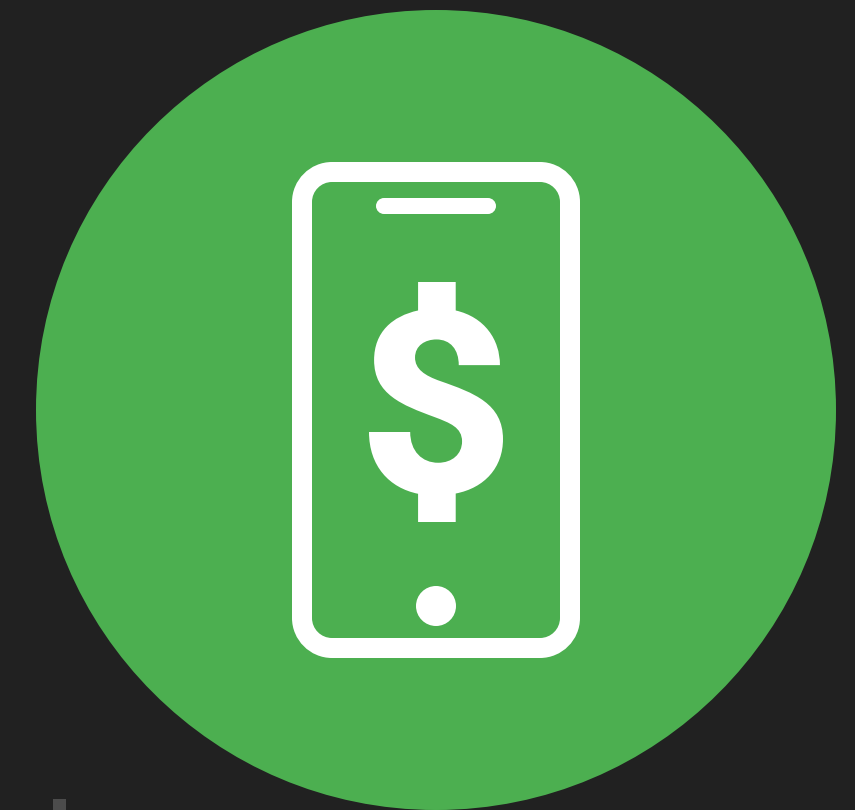
YEAR-ON-YEAR  
CHANGE IN  
CONSUMER APP SPEND



we  
are  
social

**+2.7%**  
**+\$4.4 BILLION**

AVERAGE CONSUMER  
APP SPEND PER  
HANDSET (USD)



**\$24.58**

**SOURCES:** DATA.AI INTELLIGENCE (SEE [DATA.AI](#)); ERICSSON MOBILITY VISUALIZER; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. 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 INCLUDE VALUES FOR THIRD-PARTY APP STORES IN CHINA. FIGURE FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

**JAN  
2024**

# MOBILE APPS: ANNUAL DOWNLOADS

COUNTRIES AND TERRITORIES WITH THE MOST MOBILE APP DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



GLOBAL OVERVIEW

#	LOCATION	DOWNLOADS	▲YOY	#	LOCATION	DOWNLOADS	▲YOY
01	CHINA	113.4 BILLION	+2.1%	11	VIETNAM	3.39 BILLION	-2.8%
02	INDIA	26.4 BILLION	-8.5%	12	BANGLADESH	2.88 BILLION	+13.4%
03	UNITED STATES	12.6 BILLION	+2.8%	13	EGYPT	2.55 BILLION	-3.7%
04	BRAZIL	10.3 BILLION	-3.2%	14	JAPAN	2.51 BILLION	+3.3%
05	INDONESIA	7.57 BILLION	-1.7%	15	GERMANY	2.43 BILLION	+8.2%
06	RUSSIA	5.62 BILLION	+2.6%	16	UNITED KINGDOM	2.30 BILLION	+3.9%
07	MEXICO	5.18 BILLION	+2.0%	17	FRANCE	2.16 BILLION	+1.2%
08	TURKEY	3.94 BILLION	+5.5%	18	THAILAND	2.16 BILLION	-4.8%
09	PAKISTAN	3.52 BILLION	-0.2%	19	IRAQ	2.12 BILLION	+7.9%
10	PHILIPPINES	3.43 BILLION	+4.6%	20	SOUTH KOREA	1.92 BILLION	+2.6%



**JAN  
2024**

# MOBILE APPS: ANNUAL CONSUMER SPEND

COUNTRIES AND TERRITORIES WITH THE HIGHEST CONSUMER SPEND ON MOBILE APPS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



GLOBAL OVERVIEW

#	LOCATION	TOTAL SPEND	▲YOY	#	LOCATION	TOTAL SPEND	▲YOY
01	CHINA	\$52.1 BILLION	-10.1%	11	BRAZIL	\$1.73 BILLION	+26.3%
02	UNITED STATES	\$44.9 BILLION	+6.4%	12	SAUDI ARABIA	\$1.27 BILLION	+13.1%
03	JAPAN	\$17.9 BILLION	+0.8%	13	HONG KONG	\$1.26 BILLION	-2.0%
04	SOUTH KOREA	\$7.86 BILLION	+25.0%	14	ITALY	\$1.23 BILLION	+13.2%
05	UNITED KINGDOM	\$4.45 BILLION	+16.4%	15	THAILAND	\$1.14 BILLION	+9.4%
06	GERMANY	\$4.18 BILLION	+12.6%	16	NETHERLANDS	\$937 MILLION	+22.7%
07	TAIWAN	\$4.08 BILLION	+13.2%	17	MEXICO	\$920 MILLION	+29.3%
08	CANADA	\$2.87 BILLION	+7.2%	18	SPAIN	\$913 MILLION	+13.2%
09	AUSTRALIA	\$2.60 BILLION	+8.8%	19	TURKEY	\$909 MILLION	+31.0%
10	FRANCE	\$2.48 BILLION	+16.0%	20	SWITZERLAND	\$893 MILLION	+20.4%

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** 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 JANUARY AND 31 DECEMBER 2023. FIGURES IN "▲YOY" COLUMN REPRESENT THE YEAR-ON-YEAR CHANGE IN TOTAL CONSUMER SPEND COMPARED WITH THE PREVIOUS FULL YEAR. 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.



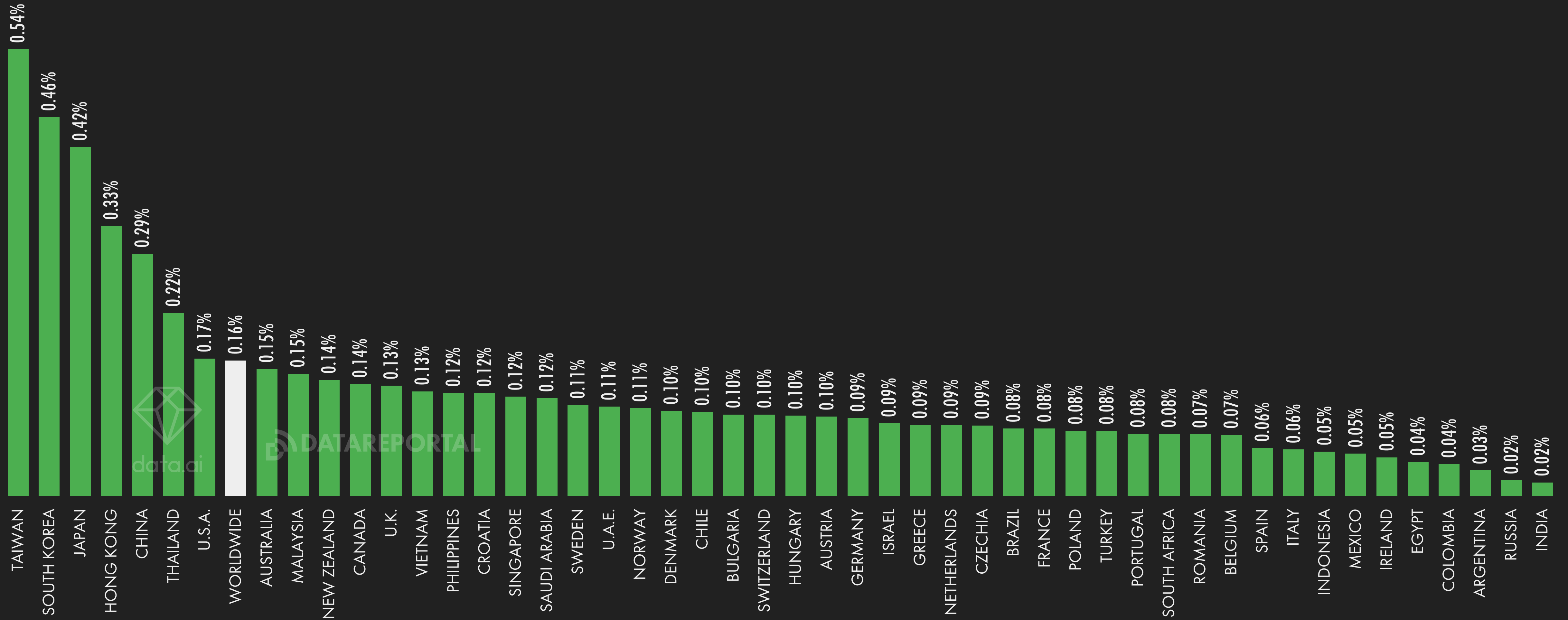
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# CONSUMER SPEND ON MOBILE APPS vs. GDP

THE TOTAL AMOUNT SPENT BY CONSUMERS ON MOBILE APPS BETWEEN 01 JANUARY AND 31 DECEMBER 2023 AS A PERCENTAGE OF GDP



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; DATA.AI INTELLIGENCE (SEE [DATA.AI](#)); 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 JANUARY AND 31 DECEMBER 2023, COMPARED WITH THE LATEST VALUES (UP TO 2023) FOR GDP (CURRENT USD VALUES) 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.





**ECOMMERCE**

**JAN  
2024**

# WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT OR SERVICE ONLINE



GWI.

**56.1%**

YOY: -2.6% (-150 BPS)

ORDERED GROCERIES VIA AN ONLINE STORE



Meltwater

**28.2%**

YOY: -0.4% (-10 BPS)

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE



we are social

**11.8%**

YOY: -16.9% (-240 BPS)

USED AN ONLINE PRICE COMPARISON SERVICE



GWI.

**20.6%**

YOY: -12.3% (-290 BPS)

USED A BUY NOW, PAY LATER SERVICE



**16.0%**

YOY: -13.0% (-240 BPS)

JAN  
2024

# 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%

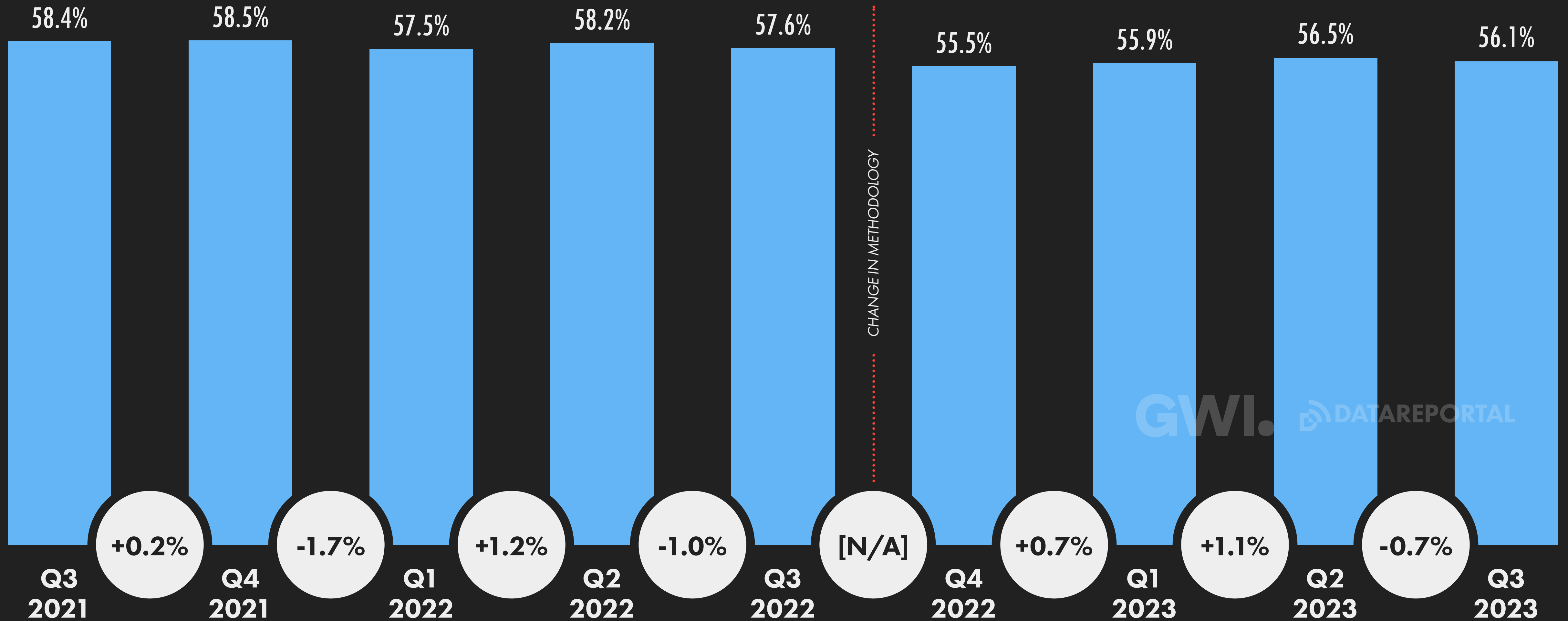
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



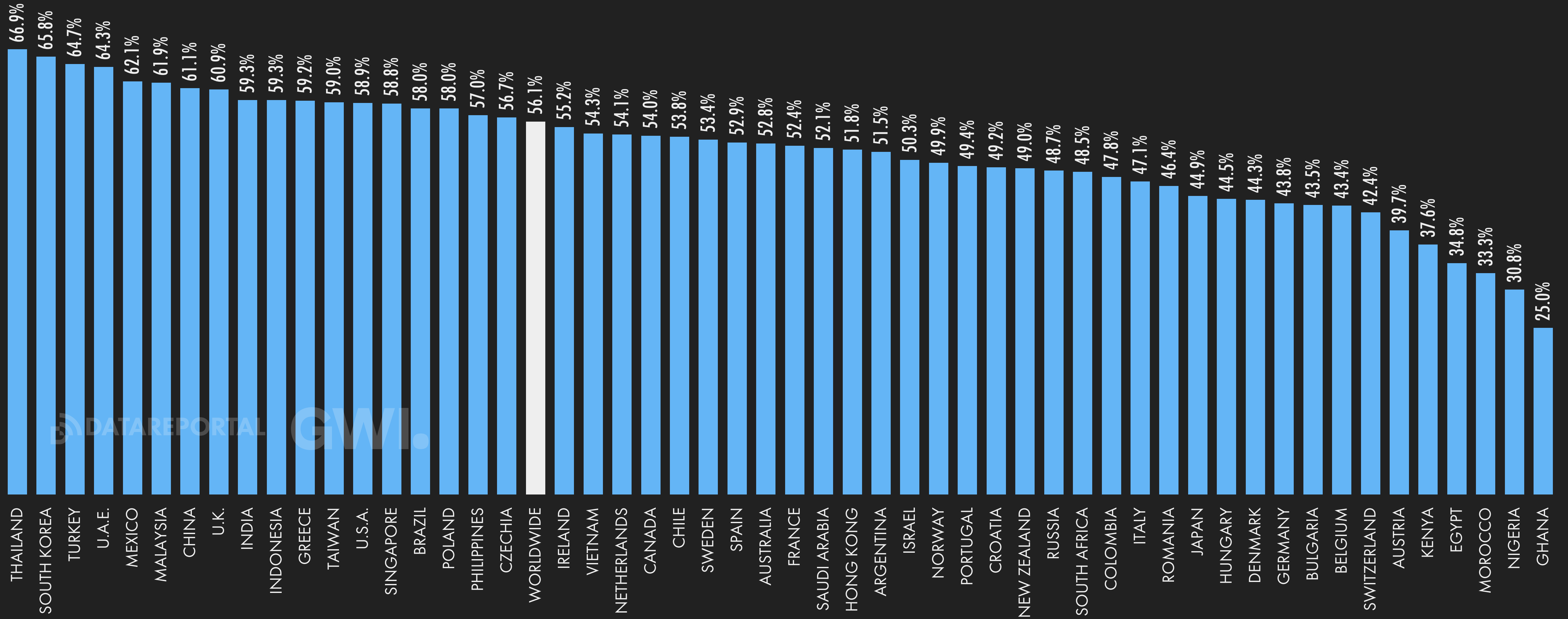
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI

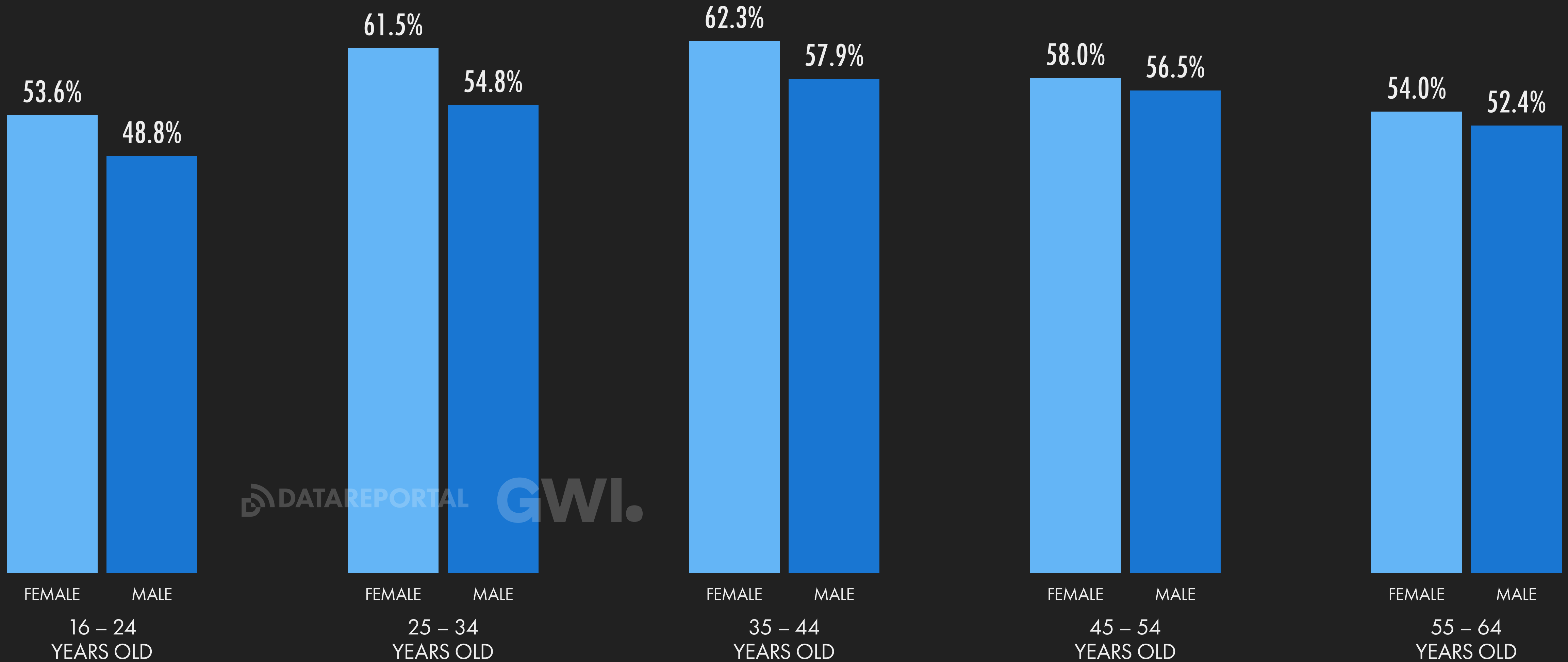
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

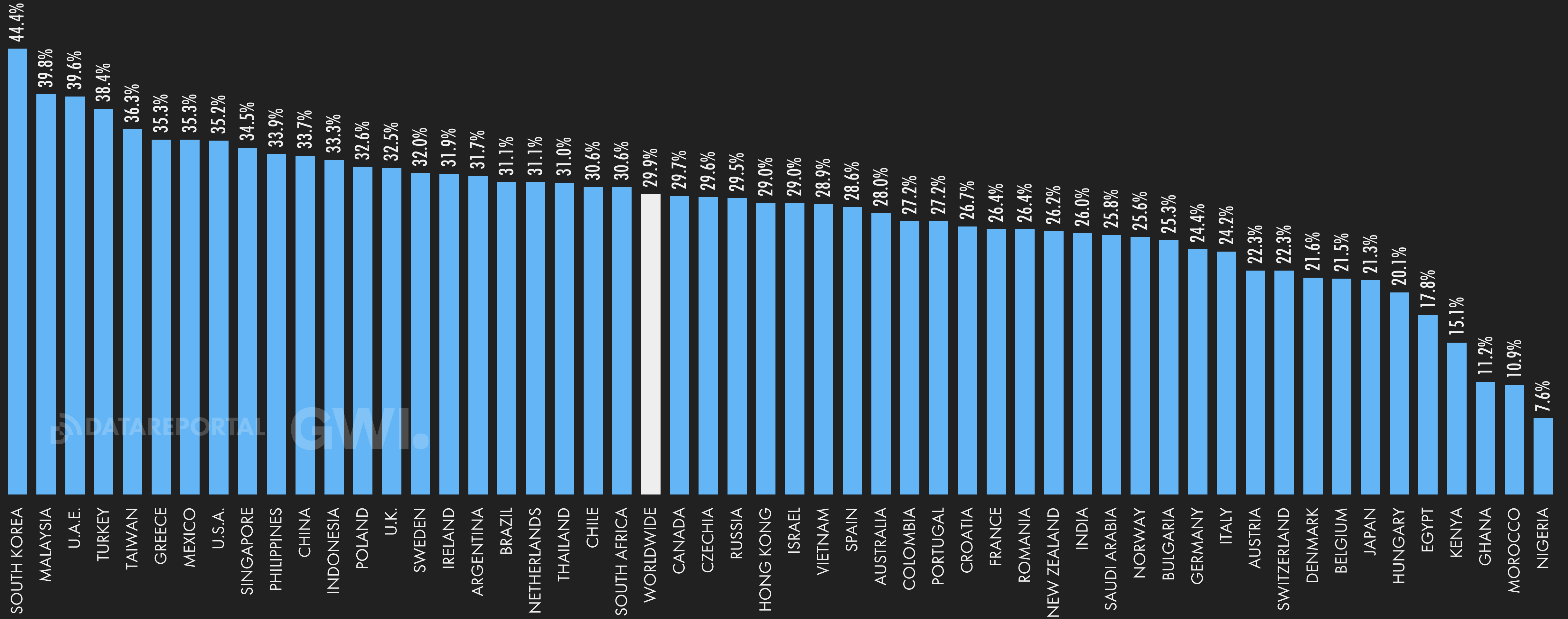
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# WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE



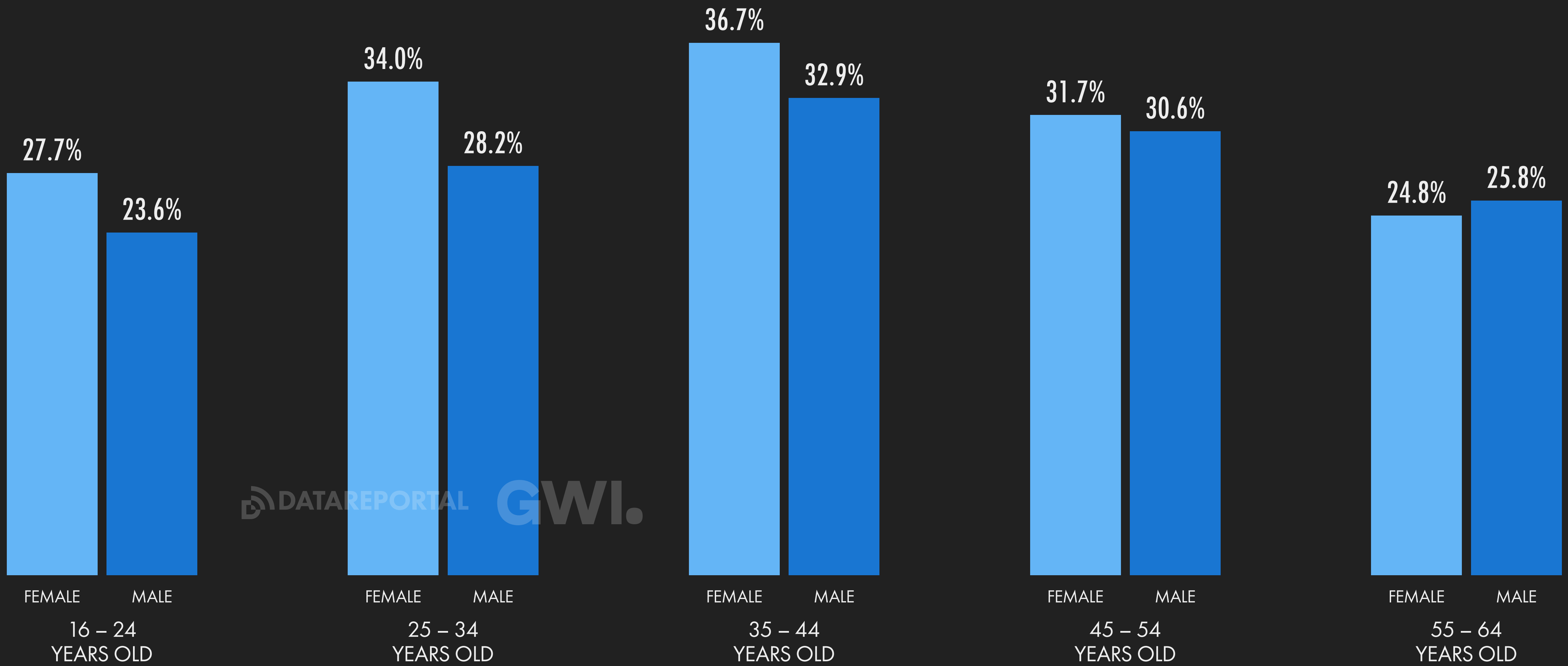
GLOBAL OVERVIEW



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# WEEKLY MOBILE COMMERCE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK VIA A MOBILE PHONE



DATA REPORTAL GWI.

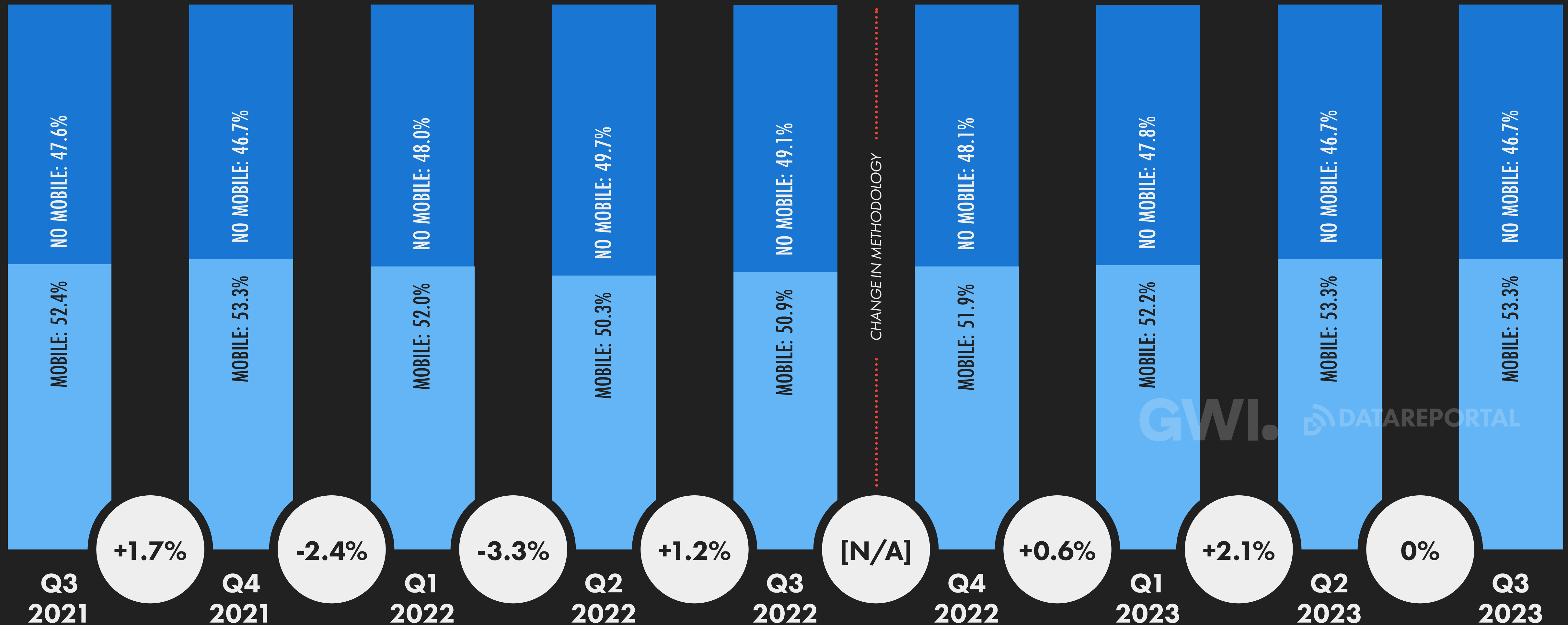
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2024

# USE OF MOBILES TO MAKE ONLINE PURCHASES

PERCENTAGE OF ONLINE SHOPPERS AGED 16 TO 64 WHO USE A MOBILE PHONE TO MAKE AT LEAST ONE OF THEIR ONLINE PURCHASES EACH WEEK



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2021 TO Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTE:** FIGURES SHOW SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK ("ONLINE SHOPPERS"). FIGURES FOR "MOBILE" REPRESENT ONLINE SHOPPERS WHO SAY THAT THEY MADE AT LEAST ONE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT ONLINE SHOPPERS WHO DID NOT SAY THAT THEY MADE A PURCHASE VIA A MOBILE PHONE IN THE PAST WEEK. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN THE USE OF MOBILE PHONES TO MAKE ONLINE PURCHASES (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



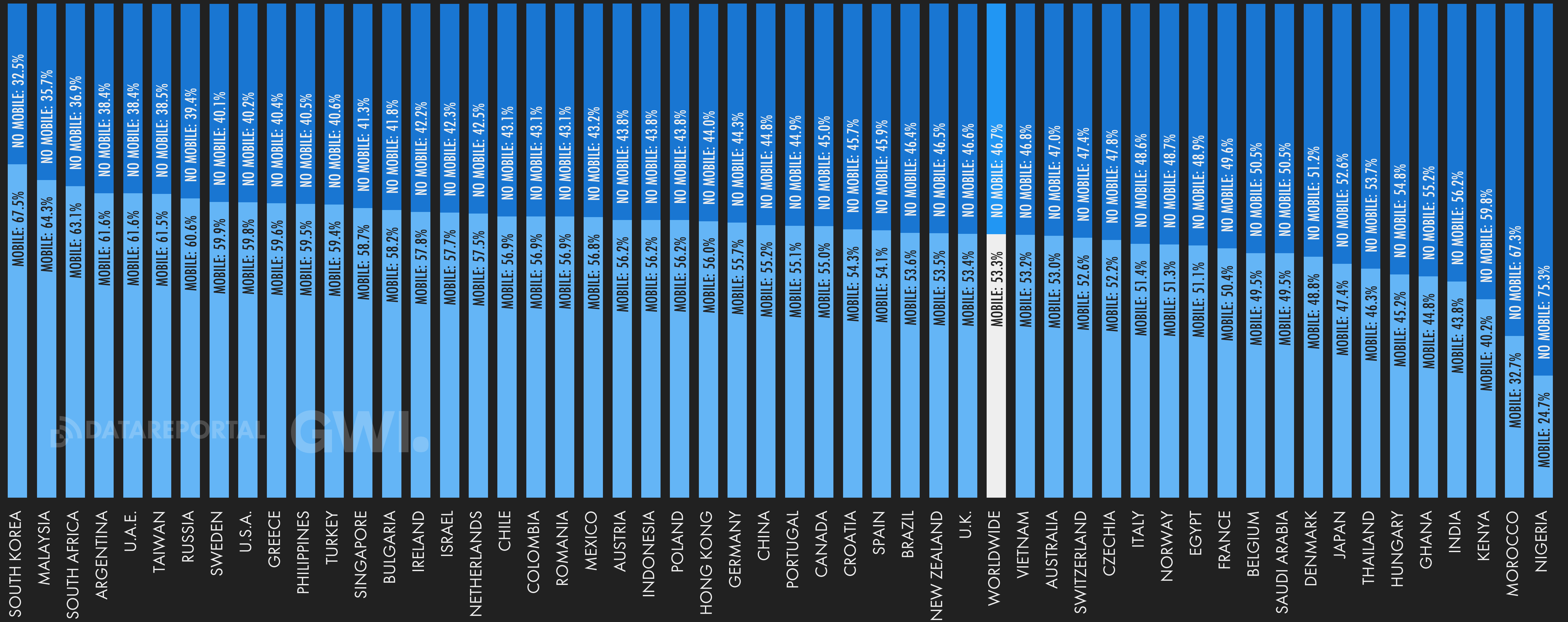
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# USE OF MOBILES TO MAKE ONLINE PURCHASES

PERCENTAGE OF ONLINE SHOPPERS AGED 16 TO 64 WHO USE A MOBILE PHONE TO MAKE AT LEAST ONE OF THEIR ONLINE PURCHASES EACH WEEK



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** FIGURES SHOW SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK ("ONLINE SHOPPERS"). FIGURES FOR "MOBILE" REPRESENT ONLINE SHOPPERS WHO SAY THAT THEY MADE AT LEAST ONE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT ONLINE SHOPPERS WHO DID NOT SAY THAT THEY MADE A PURCHASE VIA A MOBILE PHONE IN THE PAST WEEK. **ADVISORY:** RESPONDENTS ONLY NEED TO MAKE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR "MOBILE". **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

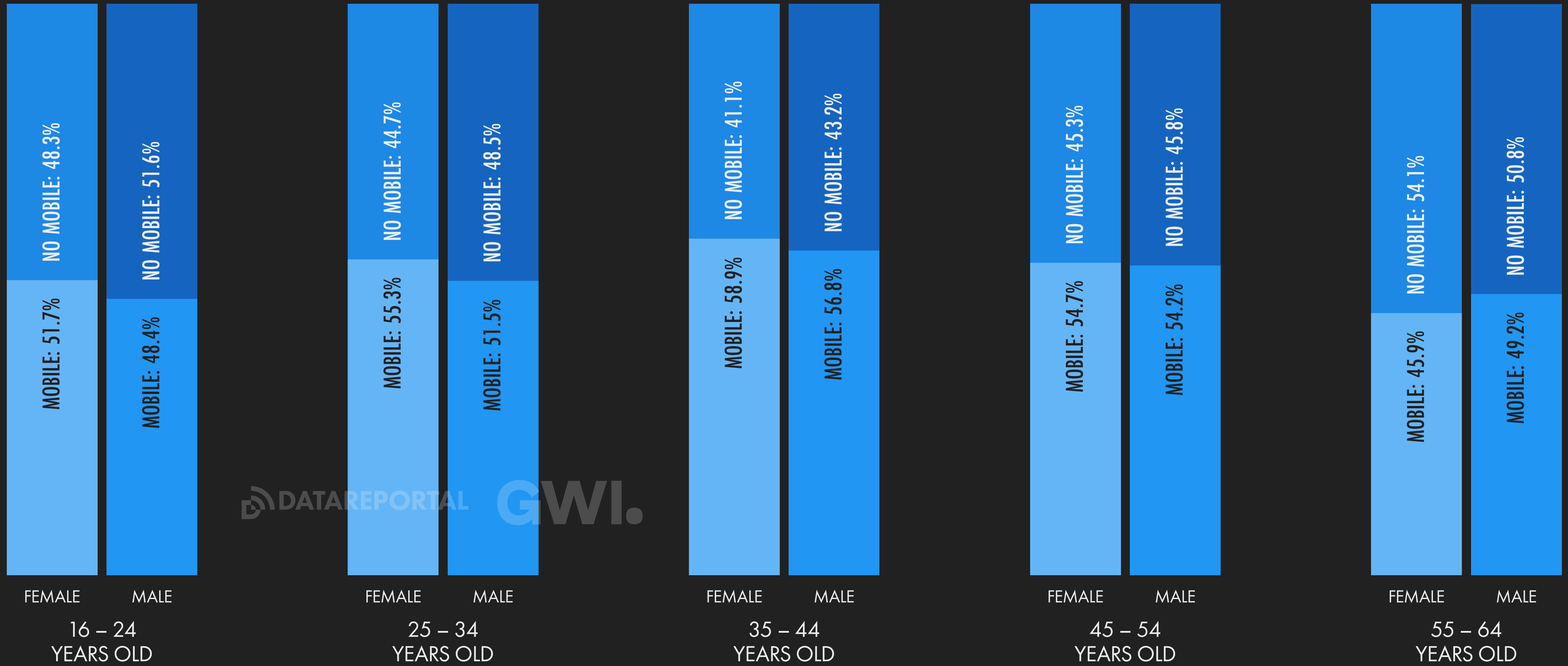
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# USE OF MOBILES TO MAKE ONLINE PURCHASES

PERCENTAGE OF ONLINE SHOPPERS WHO USE A MOBILE PHONE TO MAKE AT LEAST ONE OF THEIR ONLINE PURCHASES EACH WEEK



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** FIGURES REPRESENT SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK. FIGURES FOR "MOBILE" REPRESENT THE PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT THE SHARE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK, BUT DID NOT SAY THAT THEY MADE AN ONLINE PURCHASE VIA A MOBILE PHONE. **ADVISORY:** RESPONDENTS ONLY NEED TO MAKE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR "MOBILE". **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

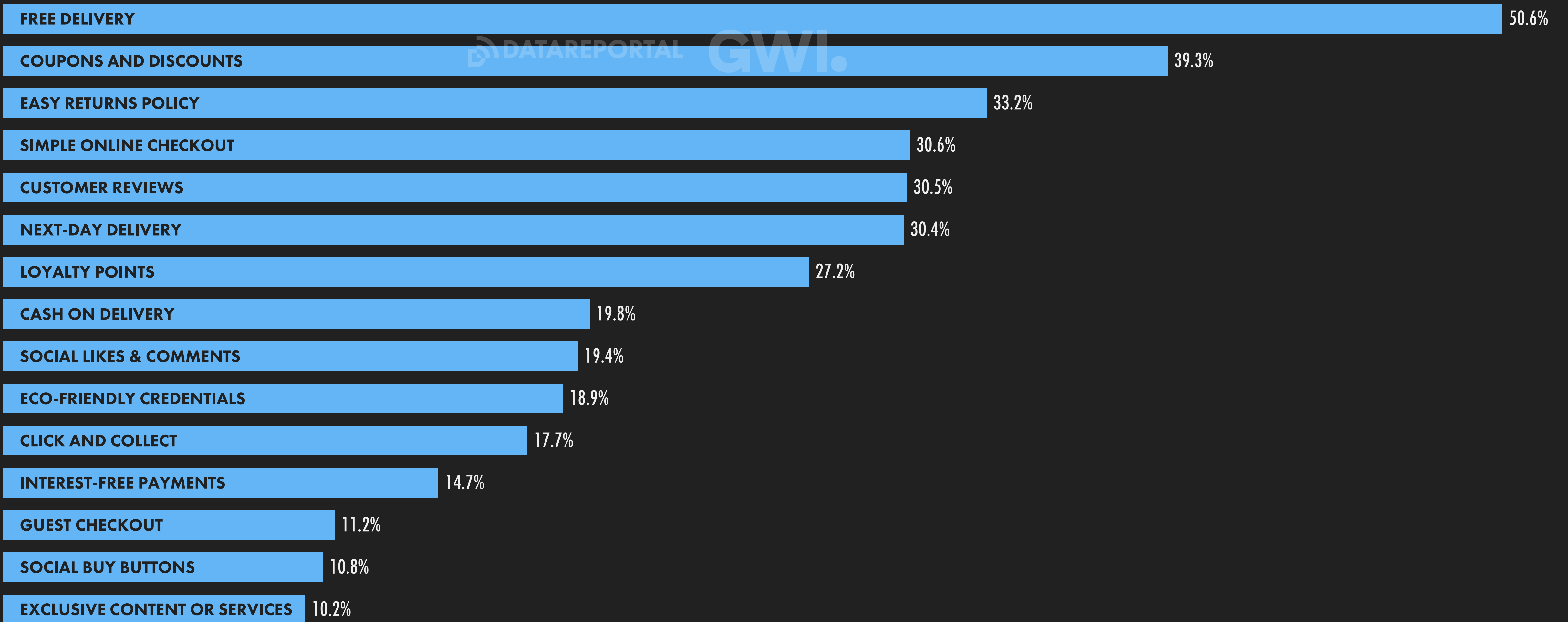
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2024

# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



GLOBAL OVERVIEW



**JAN  
2024**

# ONLINE PURCHASE DRIVERS

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



16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
FREE DELIVERY	47.7%	FREE DELIVERY	46.8%	FREE DELIVERY	50.5%	FREE DELIVERY	53.8%	FREE DELIVERY	59.9%
COUPONS AND DISCOUNTS	39.7%	COUPONS AND DISCOUNTS	37.9%	COUPONS AND DISCOUNTS	39.9%	COUPONS AND DISCOUNTS	39.4%	COUPONS AND DISCOUNTS	40.3%
EASY RETURNS POLICY	32.0%	EASY RETURNS POLICY	32.7%	EASY RETURNS POLICY	32.5%	EASY RETURNS POLICY	33.9%	EASY RETURNS POLICY	37.1%
CUSTOMER REVIEWS	31.1%	NEXT-DAY DELIVERY	31.5%	NEXT-DAY DELIVERY	30.8%	CUSTOMER REVIEWS	32.6%	SIMPLE ONLINE CHECKOUT	33.5%
NEXT-DAY DELIVERY	30.8%	SIMPLE ONLINE CHECKOUT	30.3%	SIMPLE ONLINE CHECKOUT	30.3%	SIMPLE ONLINE CHECKOUT	30.9%	CUSTOMER REVIEWS	31.5%
SIMPLE ONLINE CHECKOUT	29.6%	CUSTOMER REVIEWS	29.4%	CUSTOMER REVIEWS	29.1%	NEXT-DAY DELIVERY	29.3%	NEXT-DAY DELIVERY	27.7%
LOYALTY POINTS	25.7%	LOYALTY POINTS	27.1%	LOYALTY POINTS	28.1%	LOYALTY POINTS	28.4%	LOYALTY POINTS	27.1%
SOCIAL LIKES & COMMENTS	21.3%	CASH ON DELIVERY	21.8%	CASH ON DELIVERY	20.8%	ECO-FRIENDLY CREDENTIALS	18.5%	ECO-FRIENDLY CREDENTIALS	17.8%
CASH ON DELIVERY	21.2%	CLICK AND COLLECT	20.4%	ECO-FRIENDLY CREDENTIALS	19.8%	SOCIAL LIKES & COMMENTS	18.3%	SOCIAL LIKES & COMMENTS	17.7%
CLICK AND COLLECT	21.2%	SOCIAL LIKES & COMMENTS	20.1%	SOCIAL LIKES & COMMENTS	18.5%	CASH ON DELIVERY	17.6%	INTEREST-FREE PAYMENTS	14.5%



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# ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)



GLOBAL OVERVIEW

ELECTRONICS



**\$781.3**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11.8% (+\$82 BILLION)**

FASHION



**\$673.6**  
BILLION

YEAR-ON-YEAR CHANGE  
**+8.4% (+\$52 BILLION)**

FOOD



**\$370.7**  
BILLION

YEAR-ON-YEAR CHANGE  
**+16.0% (+\$51 BILLION)**

BEVERAGES



**\$209.3**  
BILLION

YEAR-ON-YEAR CHANGE  
**+14.2% (+\$26 BILLION)**

DIY & HARDWARE



**\$201.8**  
BILLION

YEAR-ON-YEAR CHANGE  
**+8.5% (+\$16 BILLION)**

FURNITURE



**\$188.0**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11.6% (+\$20 BILLION)**

PHYSICAL MEDIA



**\$182.7**  
BILLION

YEAR-ON-YEAR CHANGE  
**+0.8% (+\$1.5 BILLION)**

BEAUTY & PERSONAL CARE



**\$151.2**  
BILLION

YEAR-ON-YEAR CHANGE  
**+5.1% (+\$7.4 BILLION)**

TOBACCO PRODUCTS



**\$104.4**  
BILLION

YEAR-ON-YEAR CHANGE  
**+1.9% (+\$1.9 BILLION)**

TOYS & HOBBY



**\$80.53**  
BILLION

YEAR-ON-YEAR CHANGE  
**+5.2% (+\$4.0 BILLION)**

HOUSEHOLD ESSENTIALS



**\$72.98**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11.9% (+\$7.8 BILLION)**

OVER-THE-COUNTER PHARMACEUTICALS



**\$59.65**  
BILLION

YEAR-ON-YEAR CHANGE  
**+7.6% (+\$4.2 BILLION)**

LUXURY GOODS



**\$54.42**  
BILLION

YEAR-ON-YEAR CHANGE  
**+9.7% (+\$4.8 BILLION)**

EYE-WEAR



**\$23.48**  
BILLION

YEAR-ON-YEAR CHANGE  
**+5.9% (+\$1.3 BILLION)**



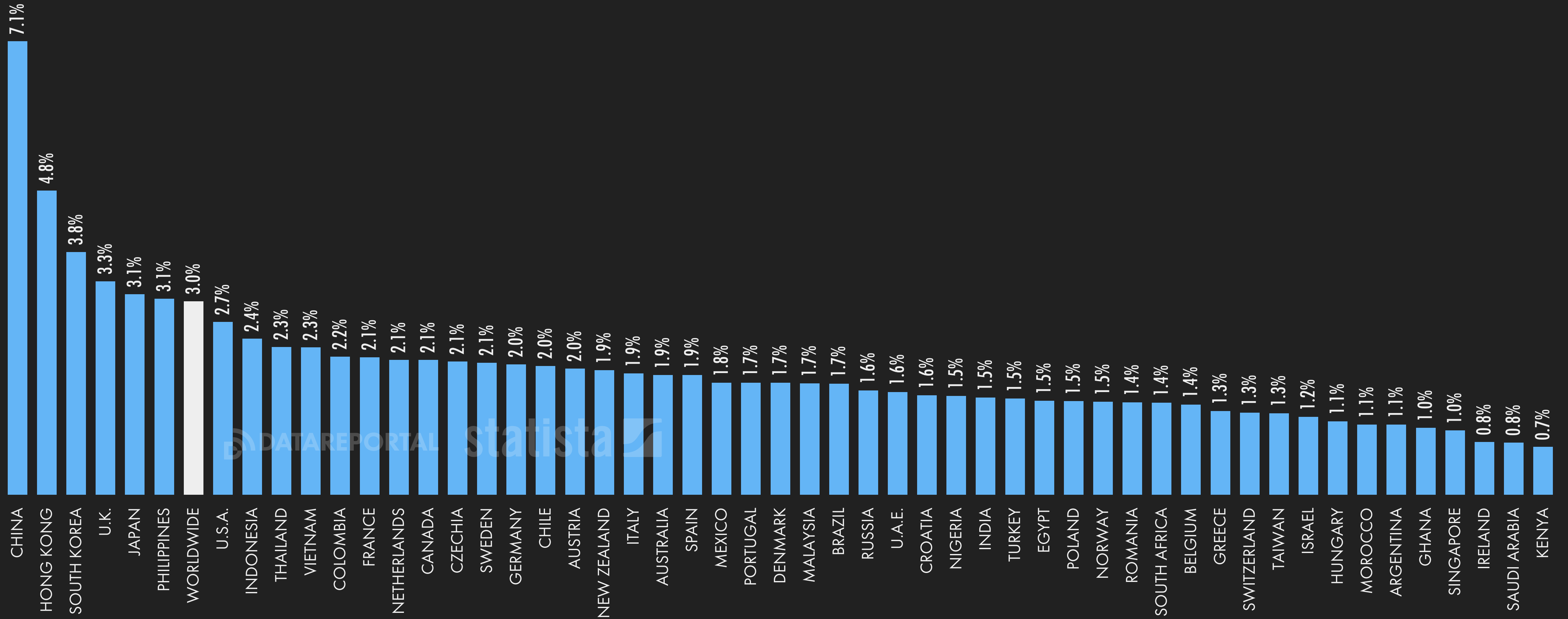
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2024

# ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2023 SPEND ON CONSUMER GOODS ECOMMERCE 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 2023 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.

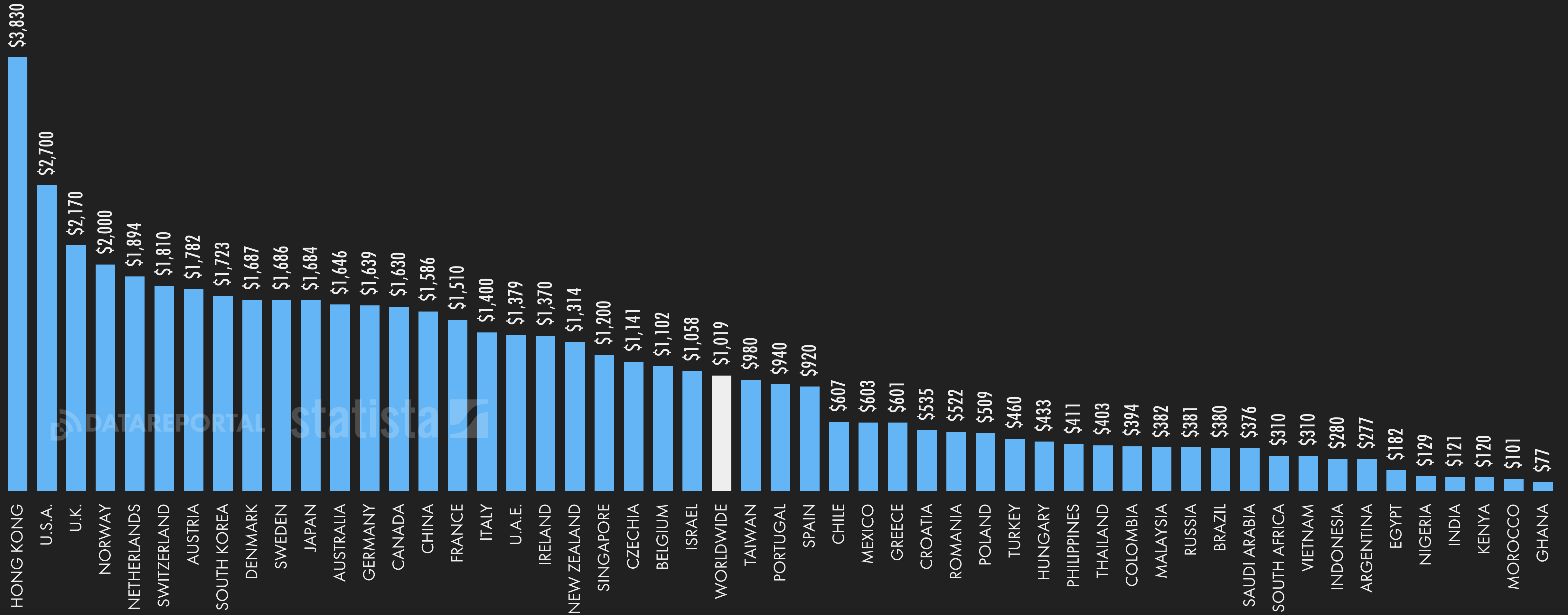
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# CONSUMER GOODS ECOMMERCE ARPUs

AVERAGE FULL-YEAR 2023 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



GLOBAL OVERVIEW



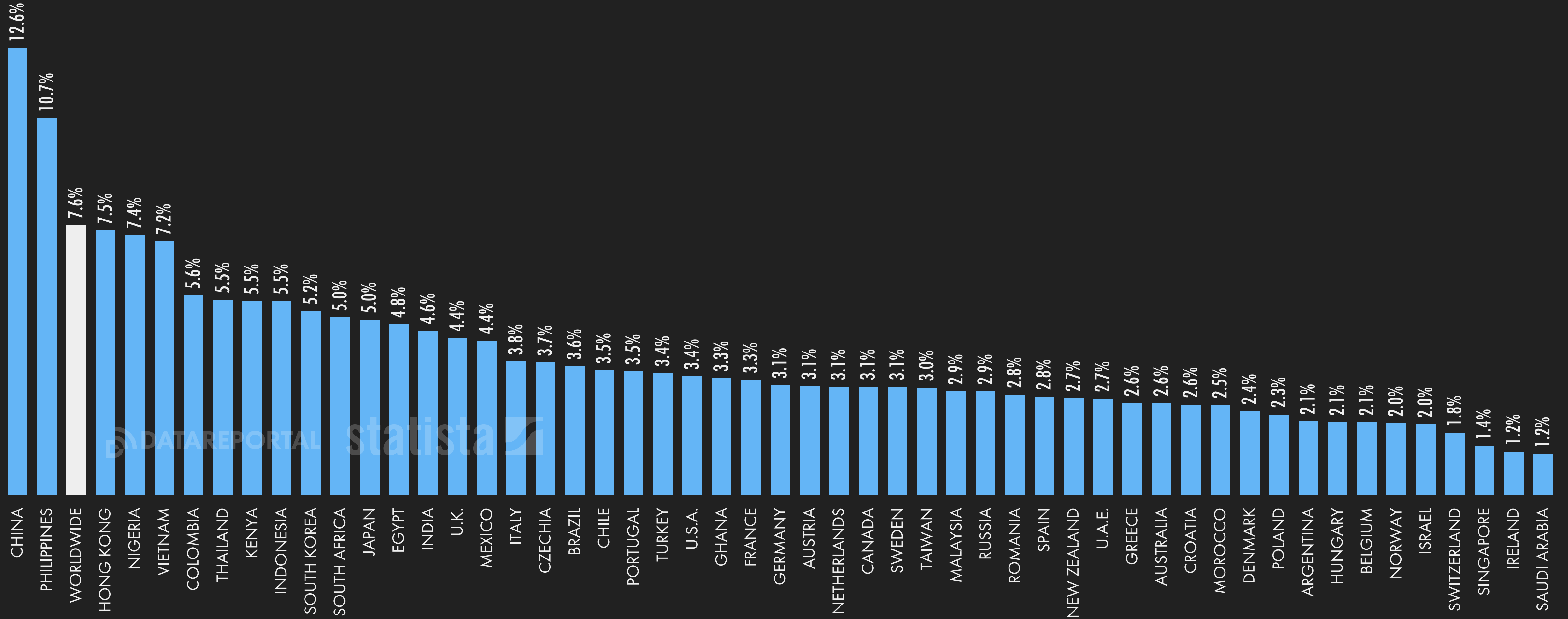
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# CONSUMER GOODS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2023 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)



GLOBAL OVERVIEW



**SOURCES:** STATISTA ECOMMERCE MARKET; IMF. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2023 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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# MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE APPS IN THE SHOPPING CATEGORY, BASED ON GLOBAL MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



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



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# TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY	#	SEARCH QUERY	INDEX vs. TOP QUERY
01	IPHONE	100	11	LAPTOP	21
02	NIKE	99	12	IPHONE 14	21
03	SAMSUNG	89	13	XBOX	19
04	AMAZON	80	14	PS5	18
05	ADIDAS	42	15	IPHONE 11	17
06	JORDAN	36	16	IPHONE 13	17
07	APPLE	30	17	EBAY	17
08	REDMI	25	18	IKEA	16
09	WALMART	24	19	TABLET	15
10	XIAOMI	22	20	GOOGLE	15

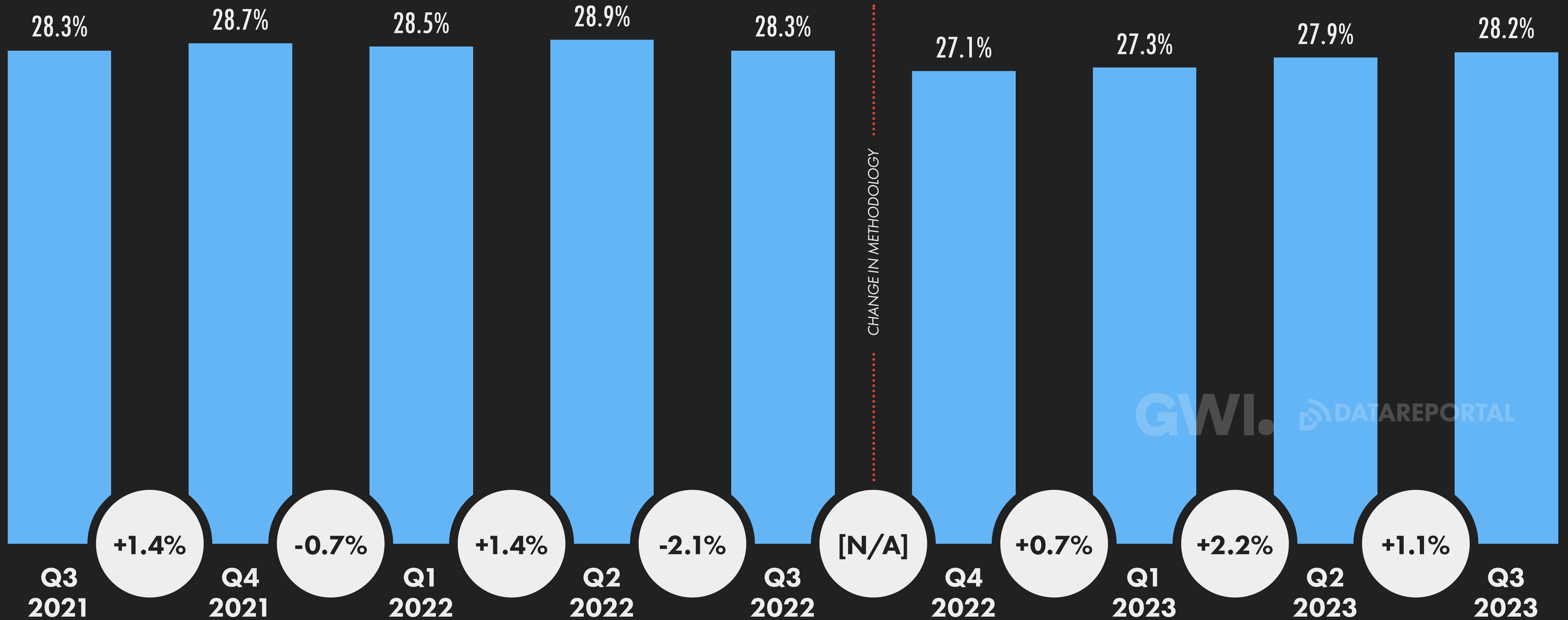
**SOURCE:** GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW 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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# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK



GWIDATA REPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

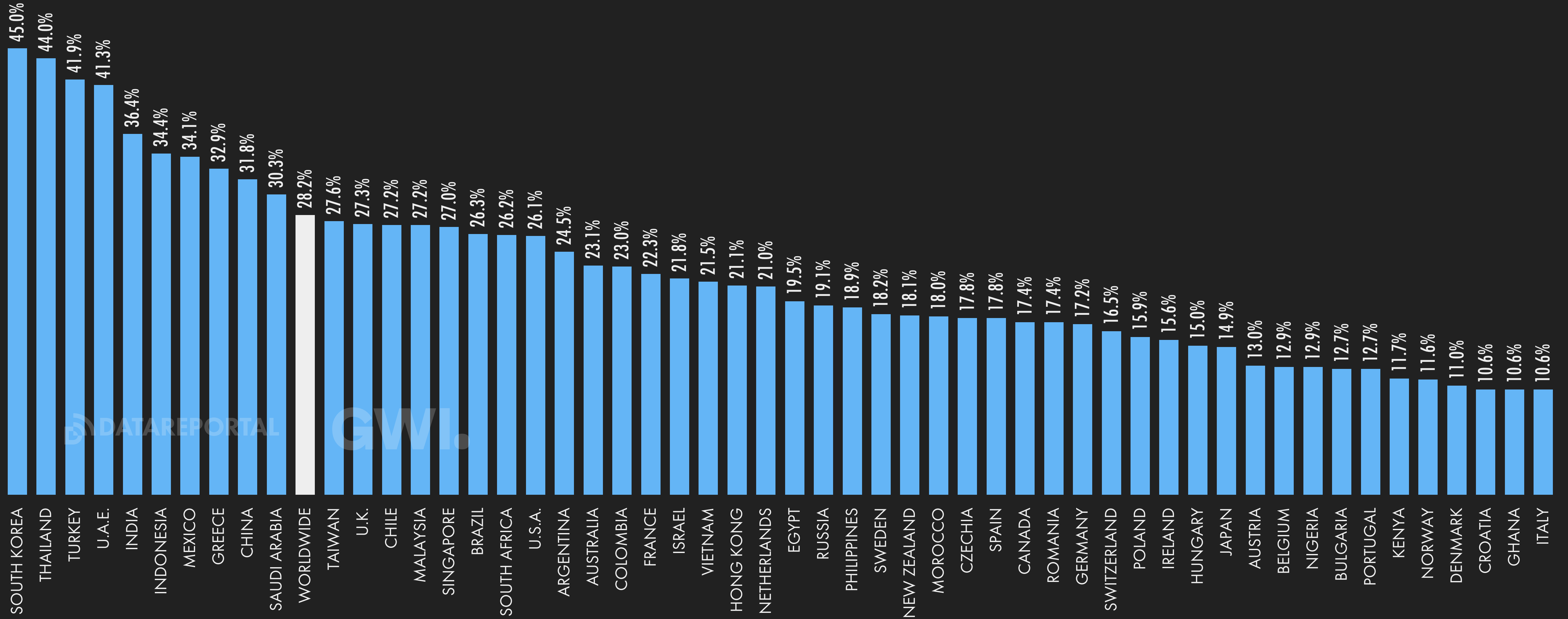
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2024

# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



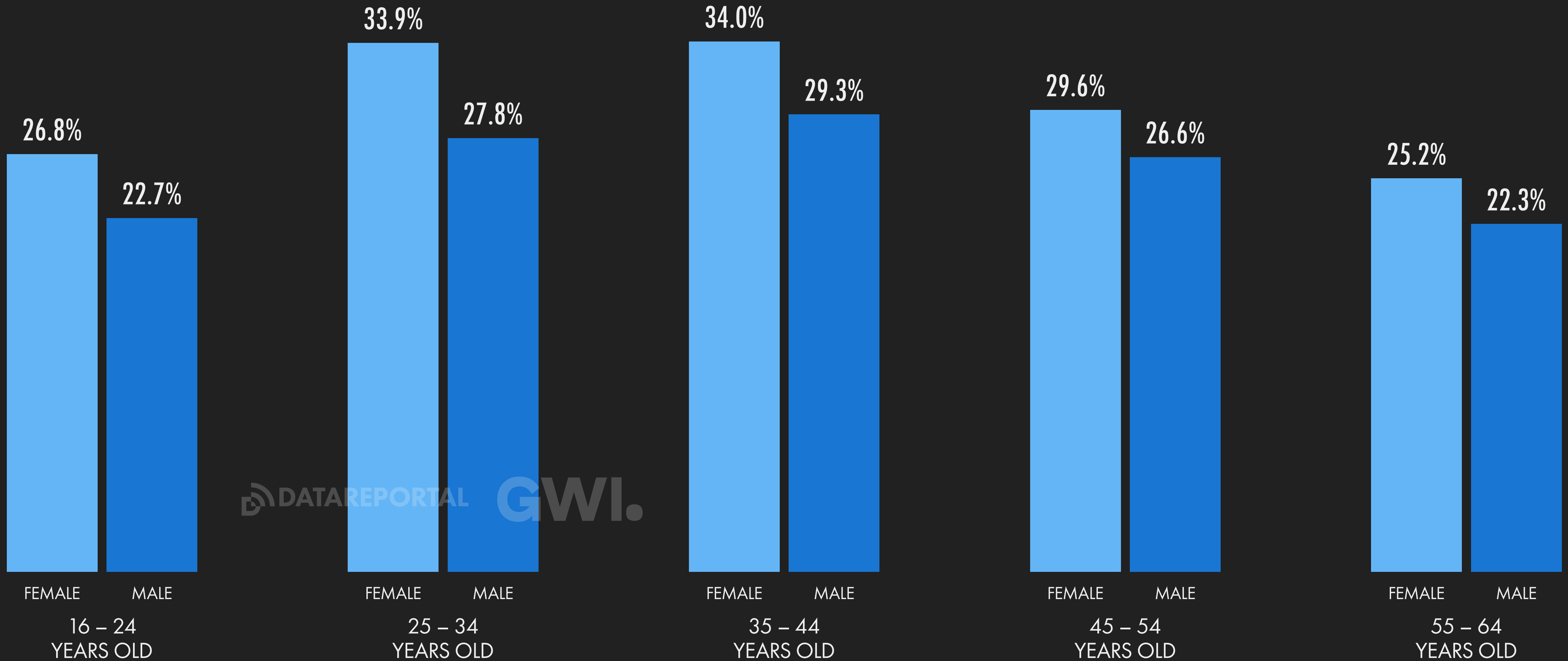
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2024

# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

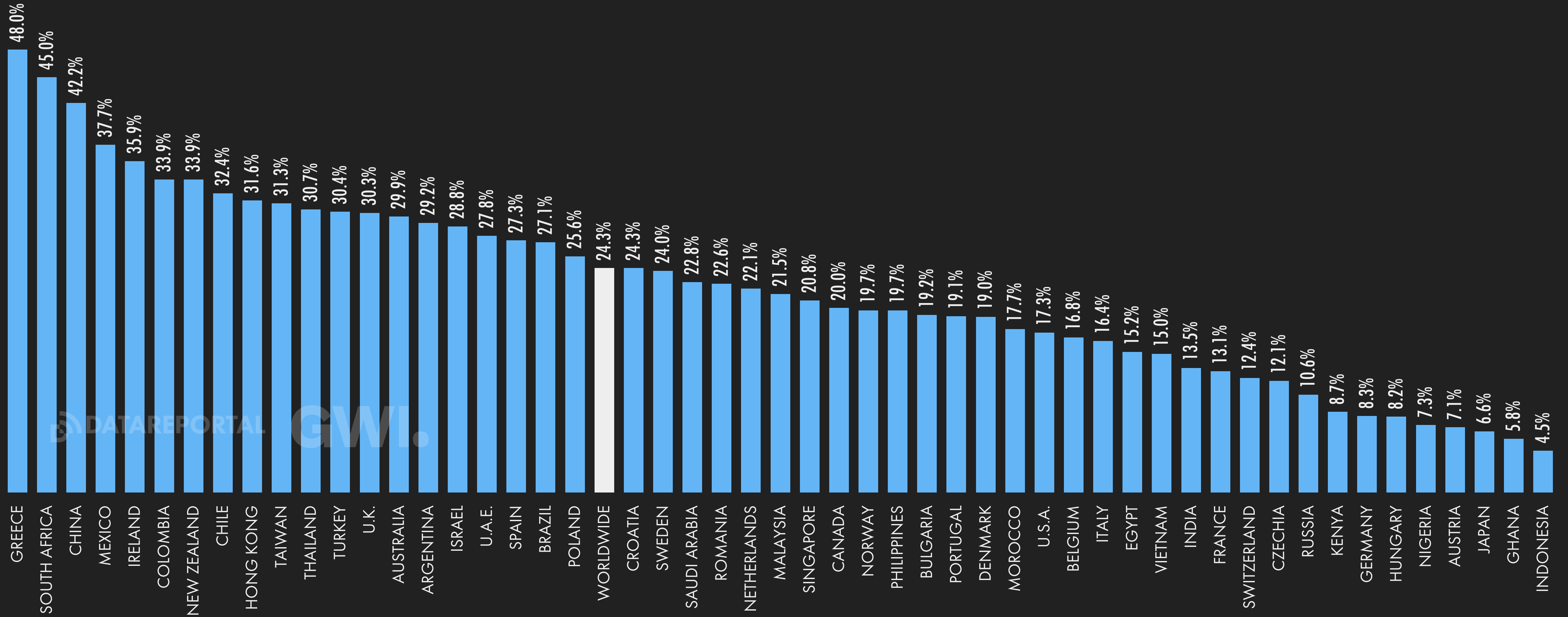
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2024

# USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH



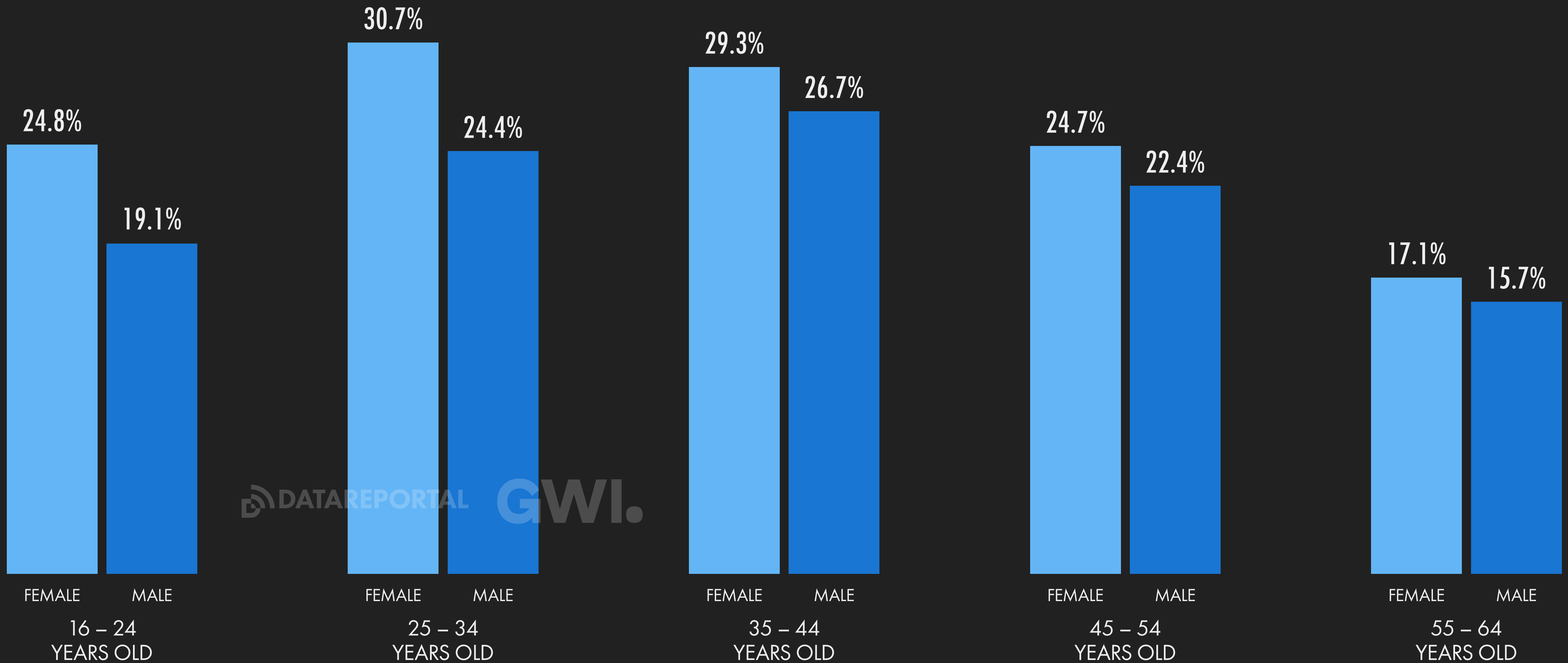
GLOBAL OVERVIEW



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# USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH



DATA REPORTAL GWI.



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# ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)



GLOBAL OVERVIEW

FLIGHTS



**\$486.7  
BILLION**

YEAR-ON-YEAR CHANGE  
**+42.0% (+\$144 BILLION)**

statista

TRAINS



**\$88.85  
BILLION**

YEAR-ON-YEAR CHANGE  
**+35.9% (+\$23 BILLION)**



CAR RENTALS



**\$67.16  
BILLION**

YEAR-ON-YEAR CHANGE  
**+22.0% (+\$12 BILLION)**

statista

LONG-DISTANCE BUSES



**\$11.52  
BILLION**

YEAR-ON-YEAR CHANGE  
**+37.6% (+\$3.1 BILLION)**

HOTELS



**\$310.9  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.6% (+\$47 BILLION)**

we  
are  
social

PACKAGE HOLIDAYS



**\$187.2  
BILLION**

YEAR-ON-YEAR CHANGE  
**+28.4% (+\$41 BILLION)**

statista

VACATION RENTALS



**\$66.84  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.3% (+\$9.9 BILLION)**

Meltwater

CRUISES



**\$5.70  
BILLION**

YEAR-ON-YEAR CHANGE  
**+43.2% (+\$1.7 BILLION)**

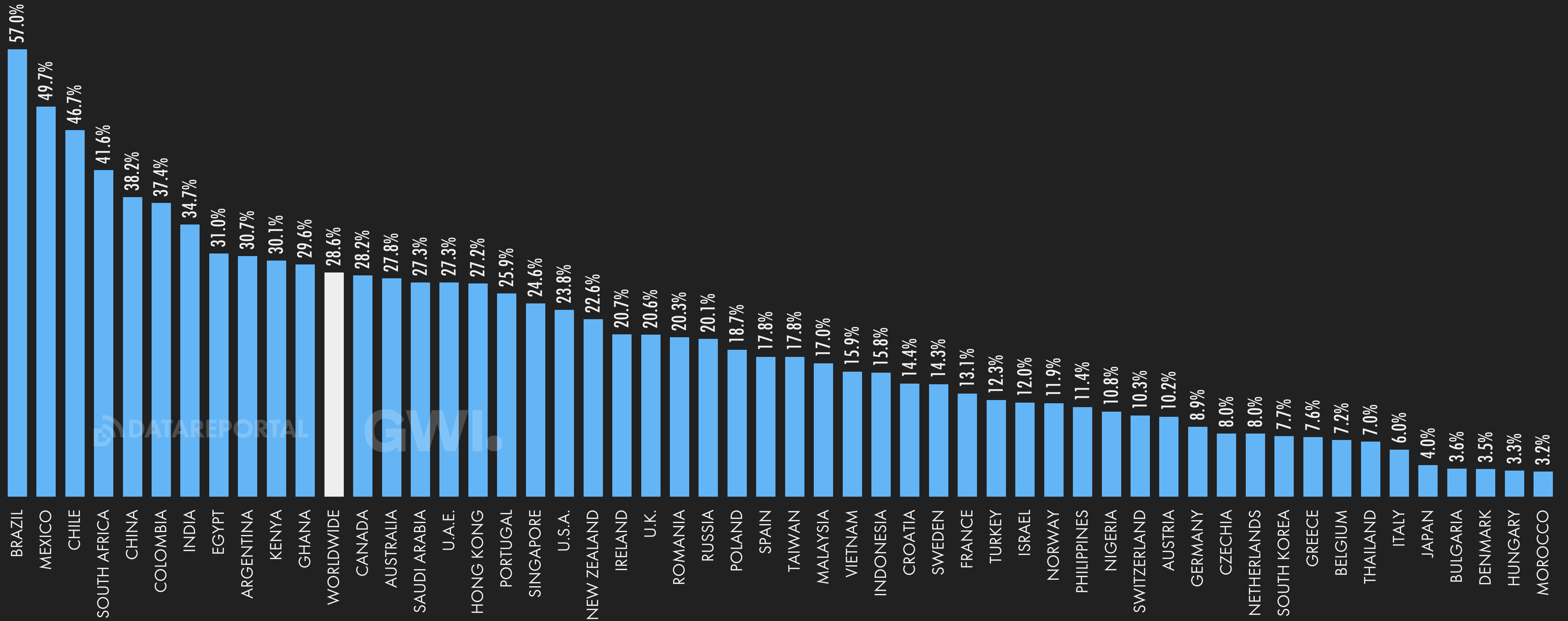
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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



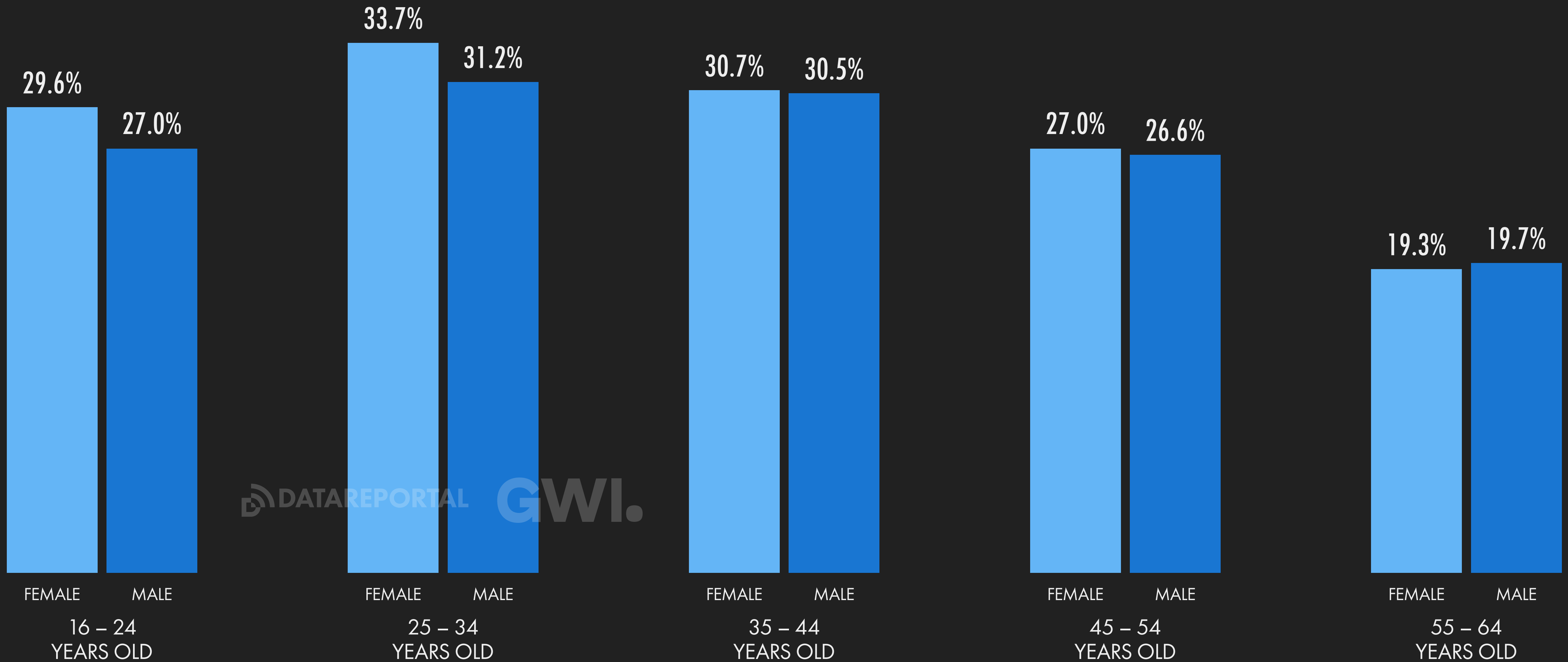
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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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2024

# ONLINE RIDE-HAILING OVERVIEW

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



NUMBER OF PEOPLE  
USING ONLINE RIDE-  
HAILING SERVICES



statista

**1.69**  
BILLION

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



we  
are  
social

**+3.7%**  
**+60 MILLION**

TOTAL ANNUAL VALUE OF  
ONLINE RIDE-HAILING  
BOOKINGS (USD, 2023)



Meltwater

**\$154.0**  
BILLION

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



statista

**+15.8%**  
**+\$21 BILLION**

AVERAGE ANNUAL VALUE PER  
USER: ONLINE RIDE-HAILING  
BOOKINGS (USD, 2023)



**\$91.27**  
YOY: **+951%**

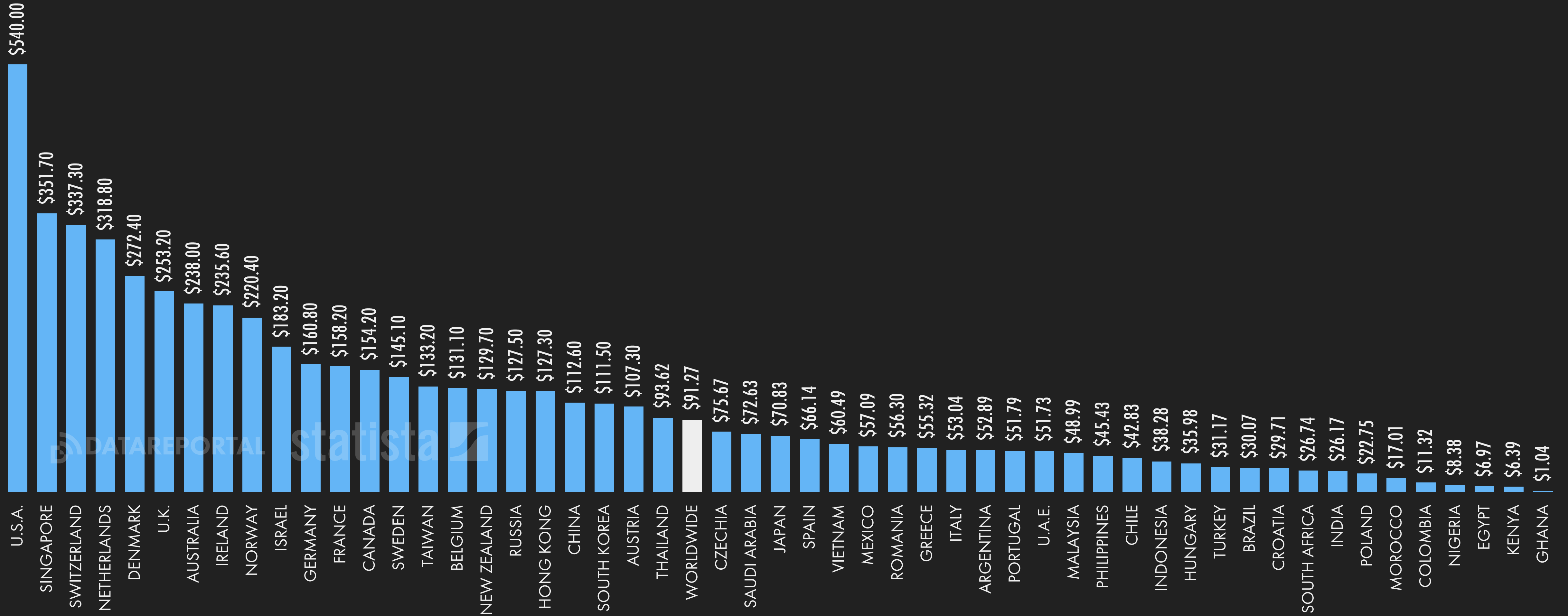
**JAN  
2024**

# ONLINE RIDE-HAILING ARPU

AVERAGE FULL-YEAR 2023 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 2023. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



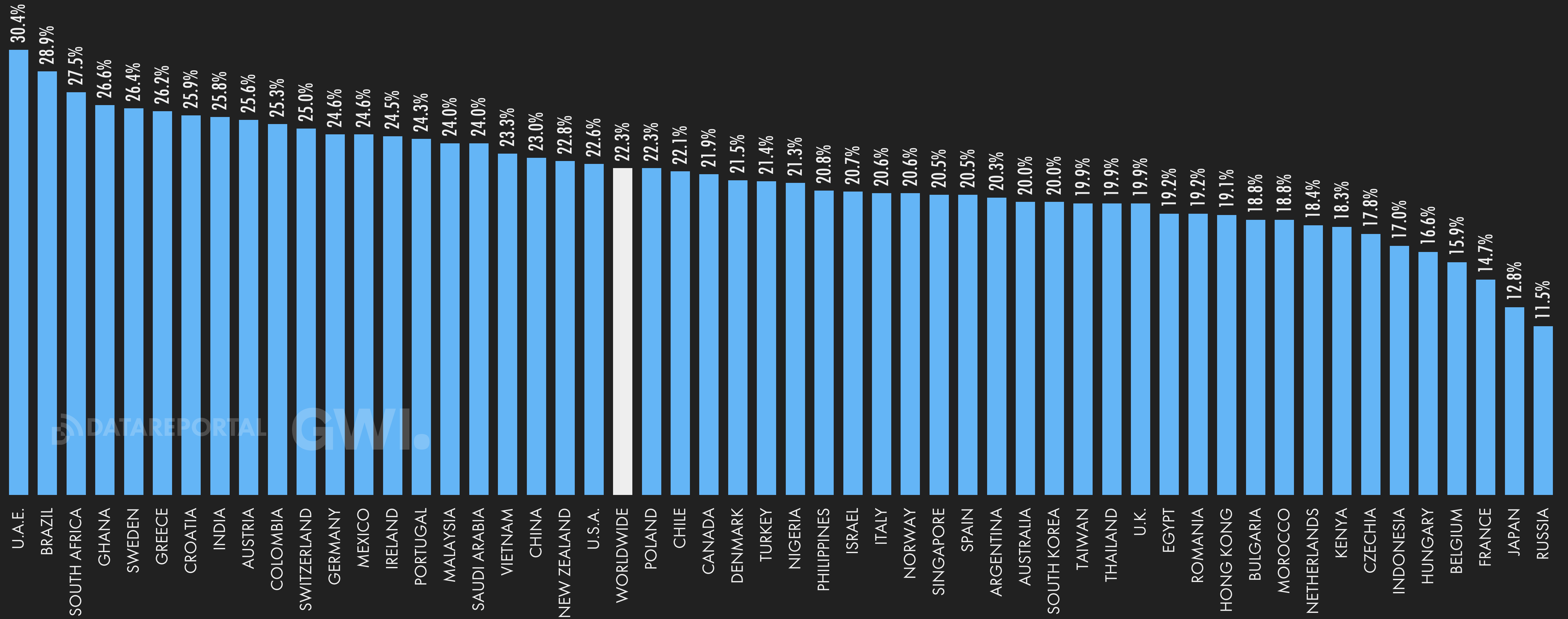
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# USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI

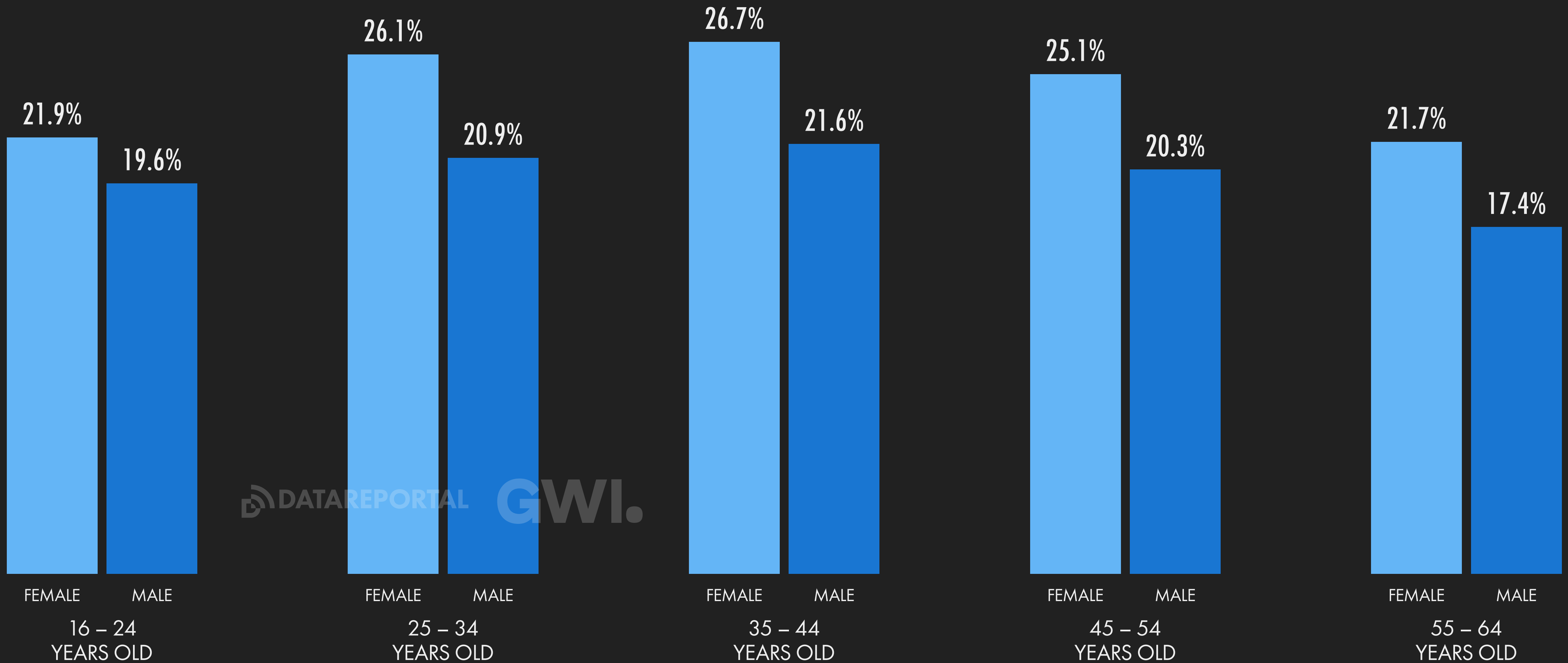
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# USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# 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

**1.98**  
BILLION

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



Meltwater

**+11.2%**  
**+200 MILLION**

TOTAL ANNUAL VALUE OF  
THE DIGITAL TREATMENT &  
CARE MARKET (USD, 2023)



statista

**\$63.25**  
BILLION

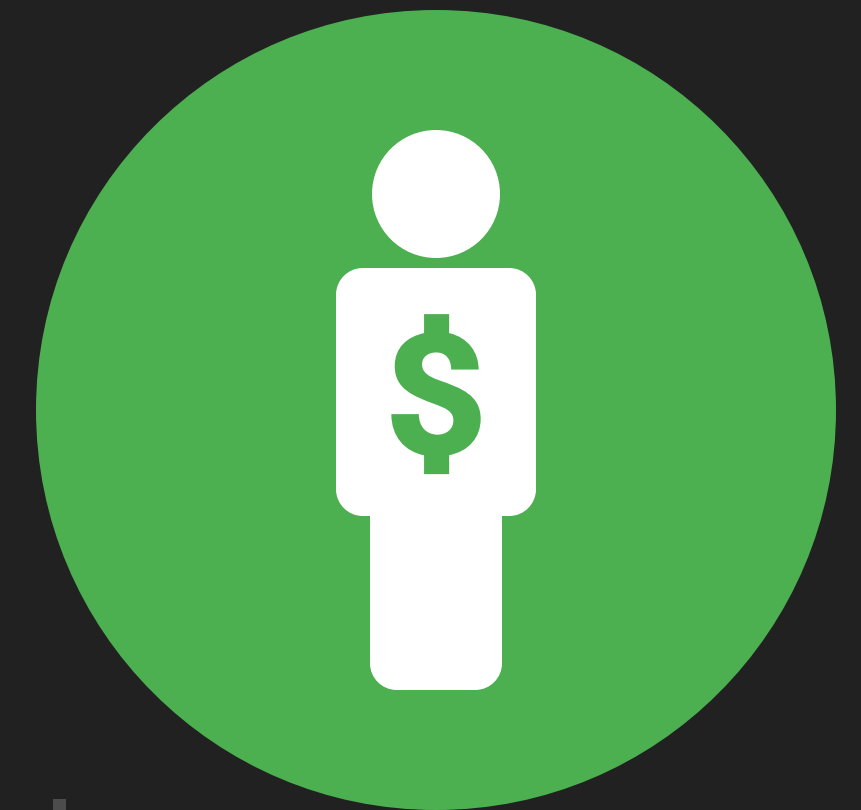
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: DIGITAL  
TREATMENT & CARE MARKET



we  
are  
social

**+14.9%**  
**+\$8.2 BILLION**

AVERAGE ANNUAL VALUE PER  
USER: DIGITAL TREATMENT &  
CARE (USD, 2023)



**\$32.02**  
YOY: **+3.4%**

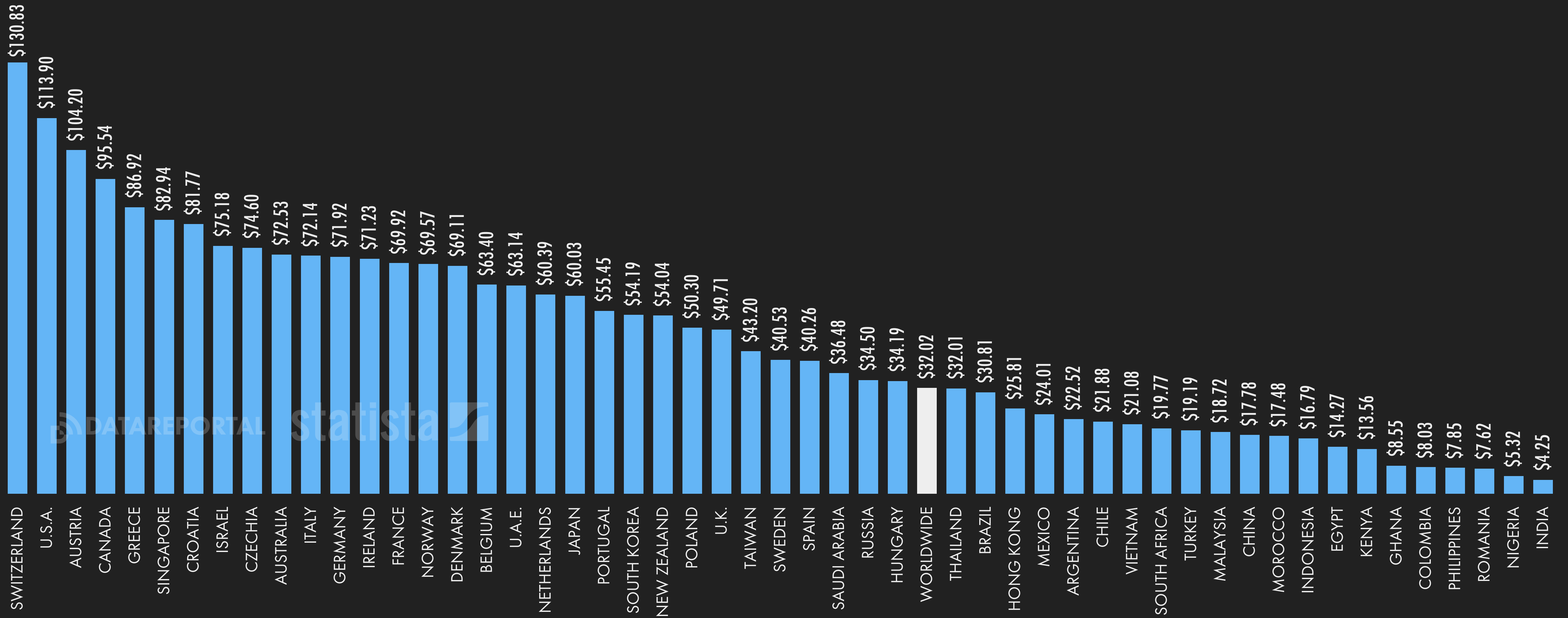
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# DIGITAL HEALTH TREATMENT & CARE ARPU

AVERAGE FULL-YEAR 2023 REVENUE PER USER OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE (U.S. DOLLARS)



GLOBAL OVERVIEW



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2024

# ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



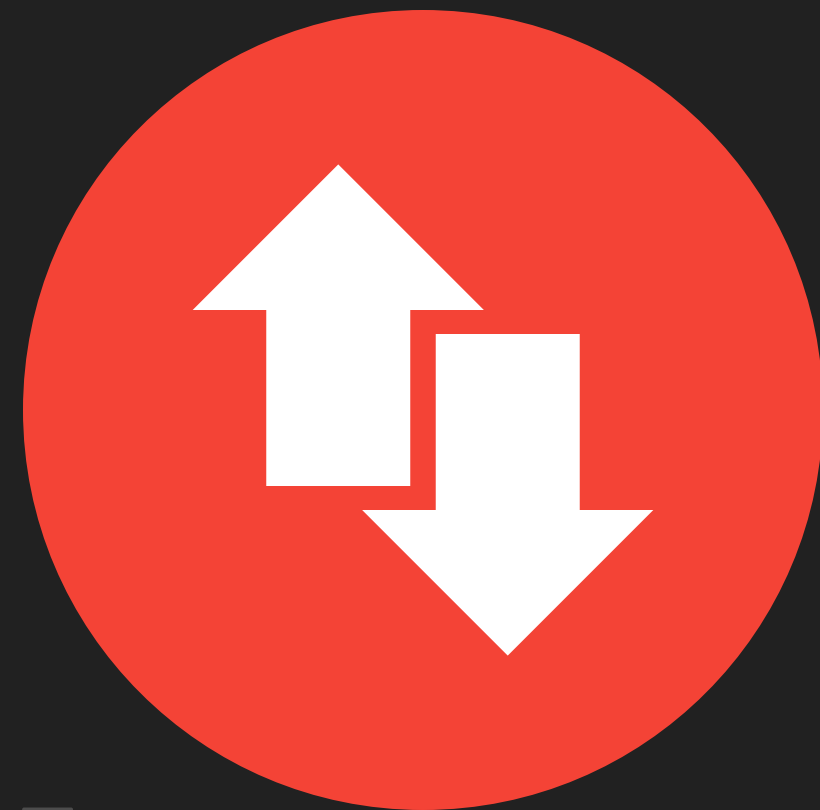
NUMBER OF PEOPLE  
USING ONLINE DOCTOR  
CONSULTATION SERVICES



statista

**110.0**  
MILLION

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



Meltwater

**+10.0%**  
+10 MILLION

TOTAL ANNUAL VALUE  
OF ONLINE DOCTOR  
CONSULTATIONS (USD, 2023)



statista

**\$23.75**  
BILLION

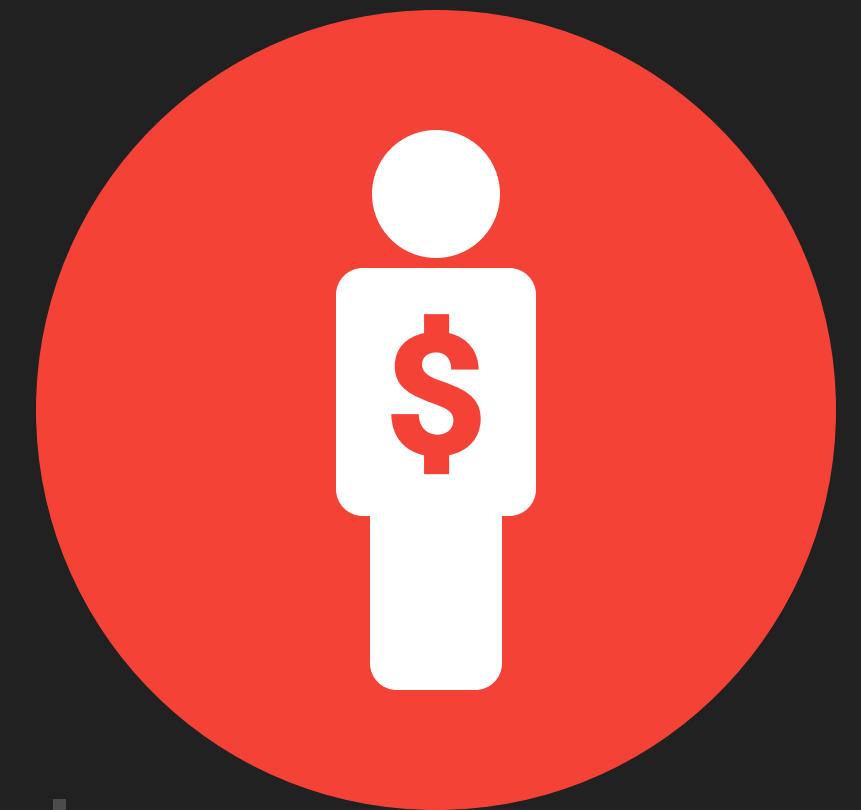
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: ONLINE  
DOCTOR CONSULTATIONS



we  
are  
social

**+14.2%**  
+\$3.0 BILLION

AVERAGE ANNUAL VALUE  
PER USER: ONLINE DOCTOR  
CONSULTATIONS (USD, 2023)



**\$214**  
YOY: +4.9%



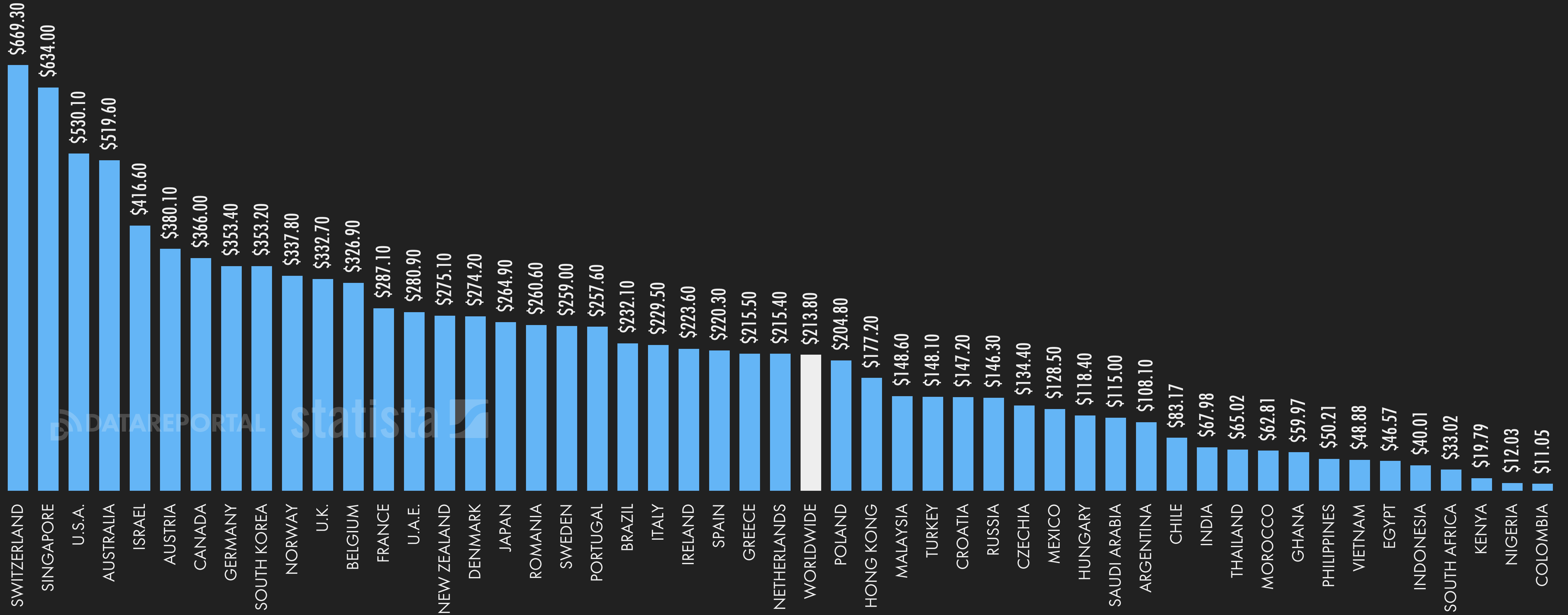
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2024

# ONLINE DOCTOR CONSULTATIONS ARPU

AVERAGE FULL-YEAR 2023 REVENUE PER USER OF ONLINE DOCTOR CONSULTATION SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



JAN  
2024

# 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

**1.06**  
BILLION

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



Meltwater

**+10.4%**  
**+100 MILLION**

TOTAL ANNUAL VALUE OF  
THE DIGITAL FITNESS & WELL-  
BEING MARKET (USD, 2023)



statista

**\$83.25**  
BILLION

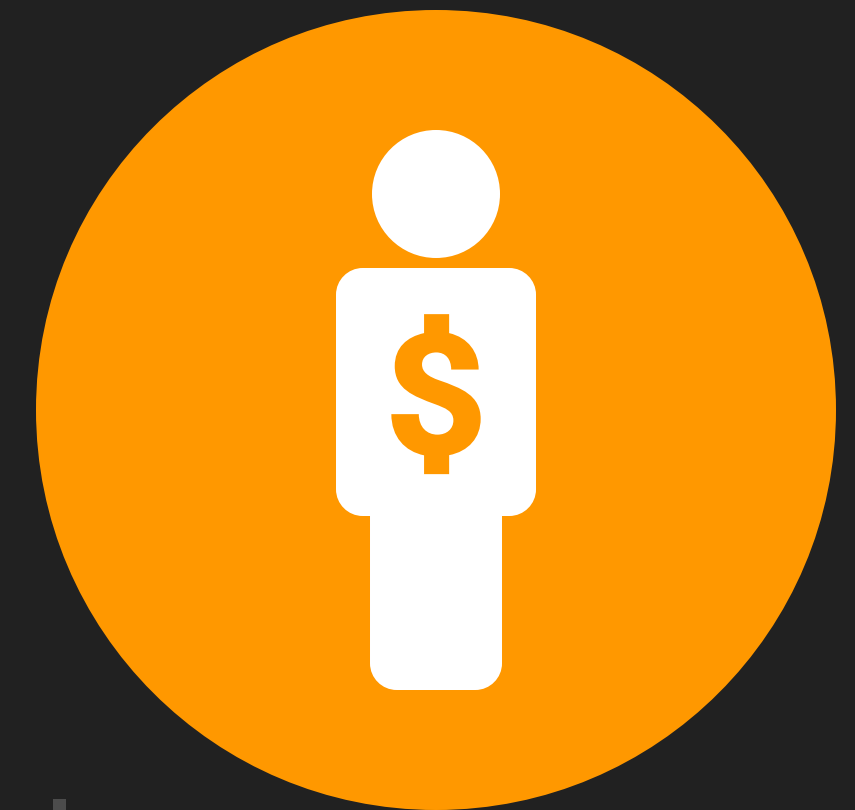
YEAR-ON-YEAR CHANGE  
IN MARKET VALUE: DIGITAL  
FITNESS & WELL-BEING MARKET



we  
are  
social

**+14.8%**  
**+\$11 BILLION**

AVERAGE ANNUAL VALUE  
PER USER: DIGITAL FITNESS &  
WELL-BEING (USD, 2023)



**\$78.56**  
YOY: **+3.9%**

**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 2023, 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.

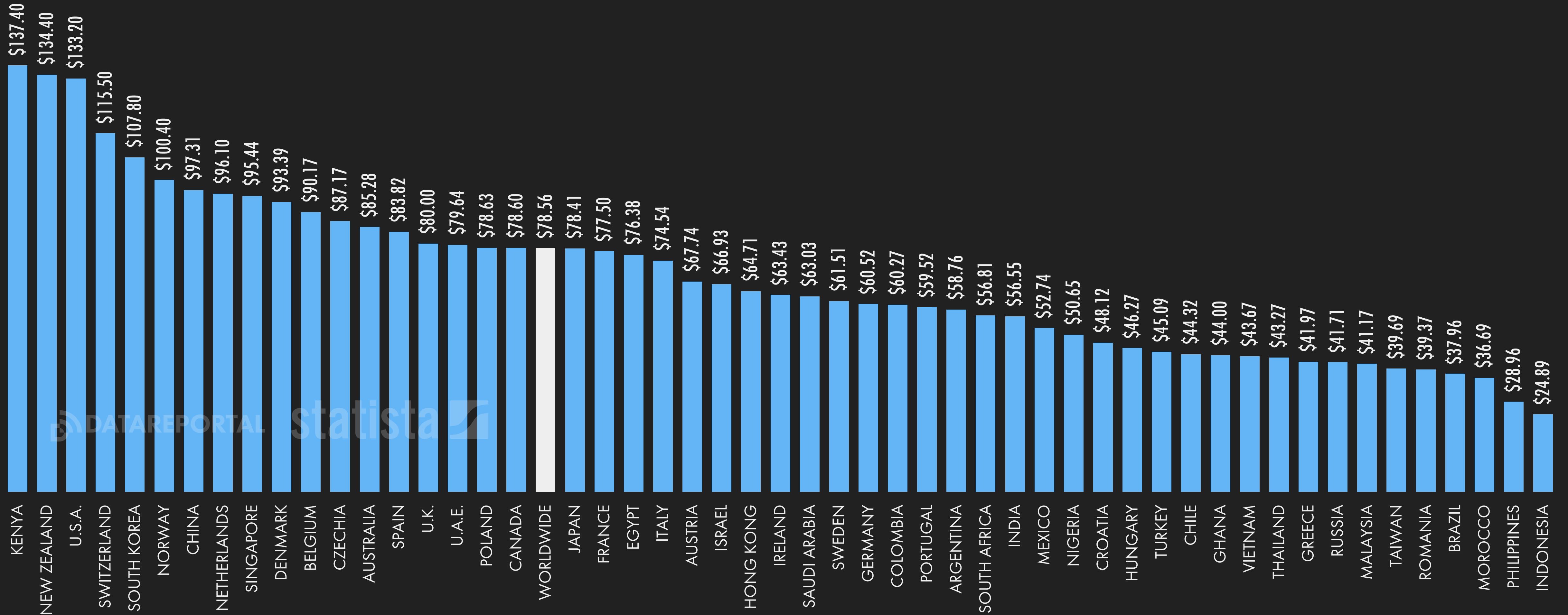
JAN  
2024

# DIGITAL FITNESS & WELL-BEING ARPU

AVERAGE FULL-YEAR 2023 REVENUE PER USER OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW

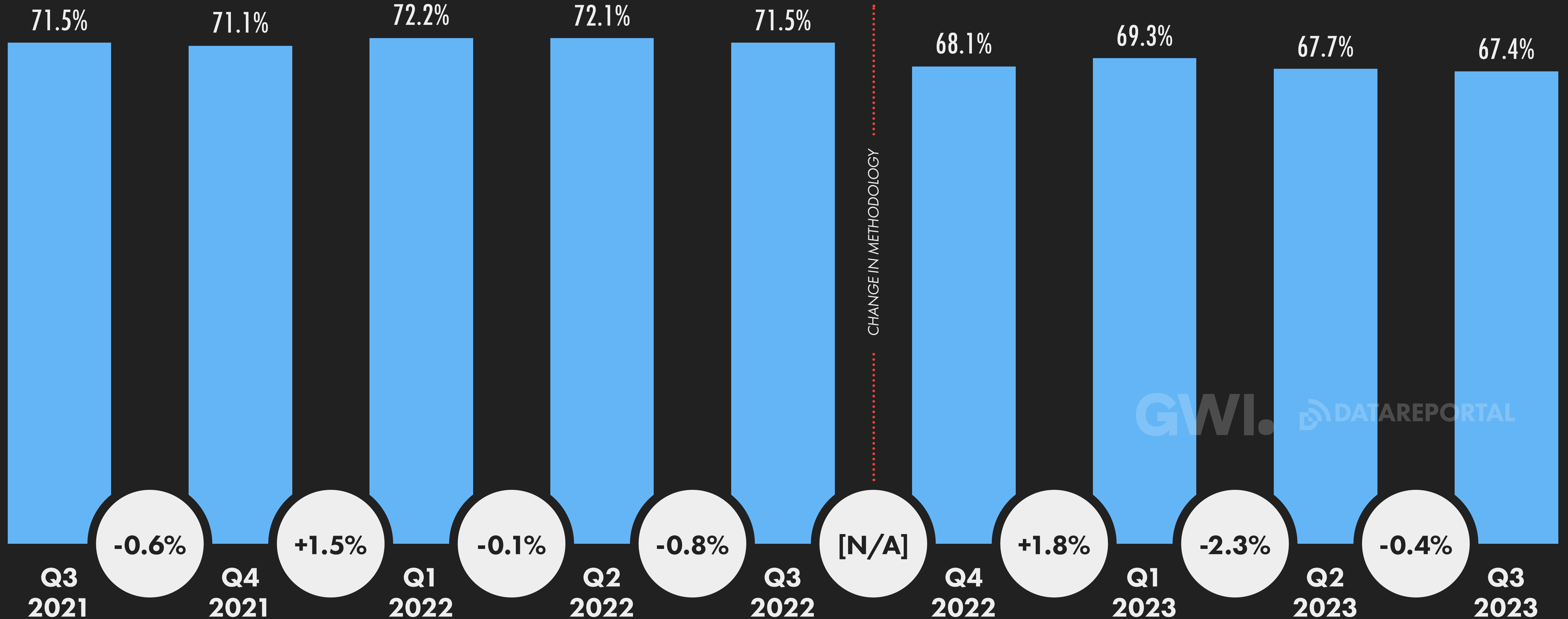


**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES 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 2023 IN U.S. DOLLARS.

JAN  
2024

# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

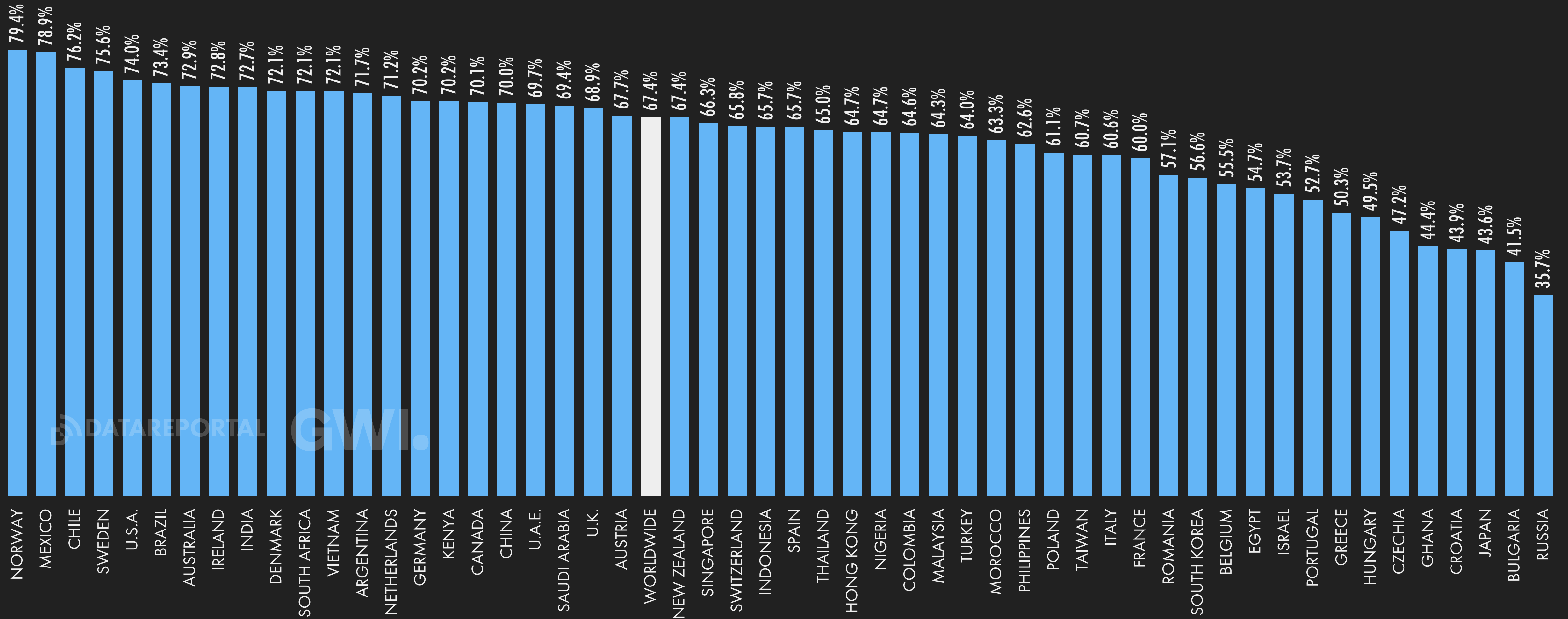
JAN  
2024

# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



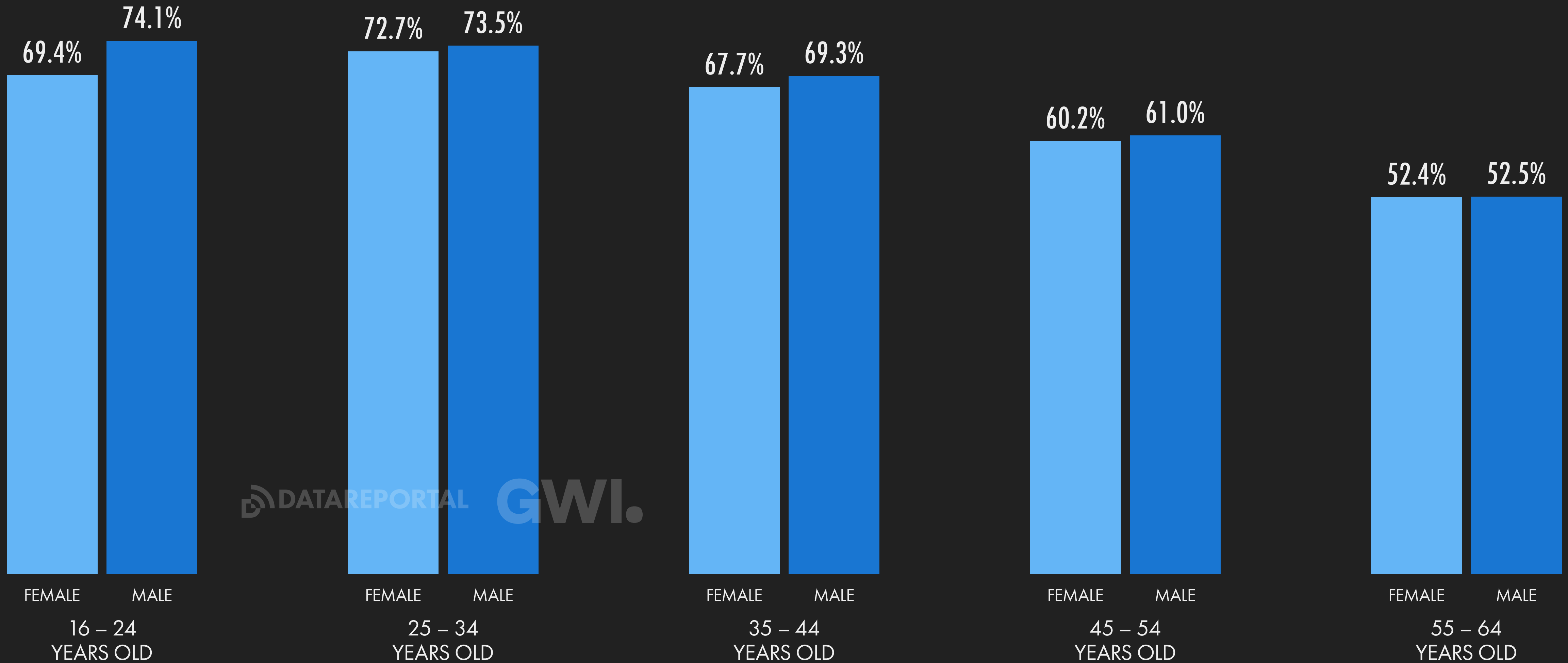
DATA REPORTAL GWI.



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2024

# DIGITAL CONTENT PURCHASES

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



DATA REPORTAL GWI.

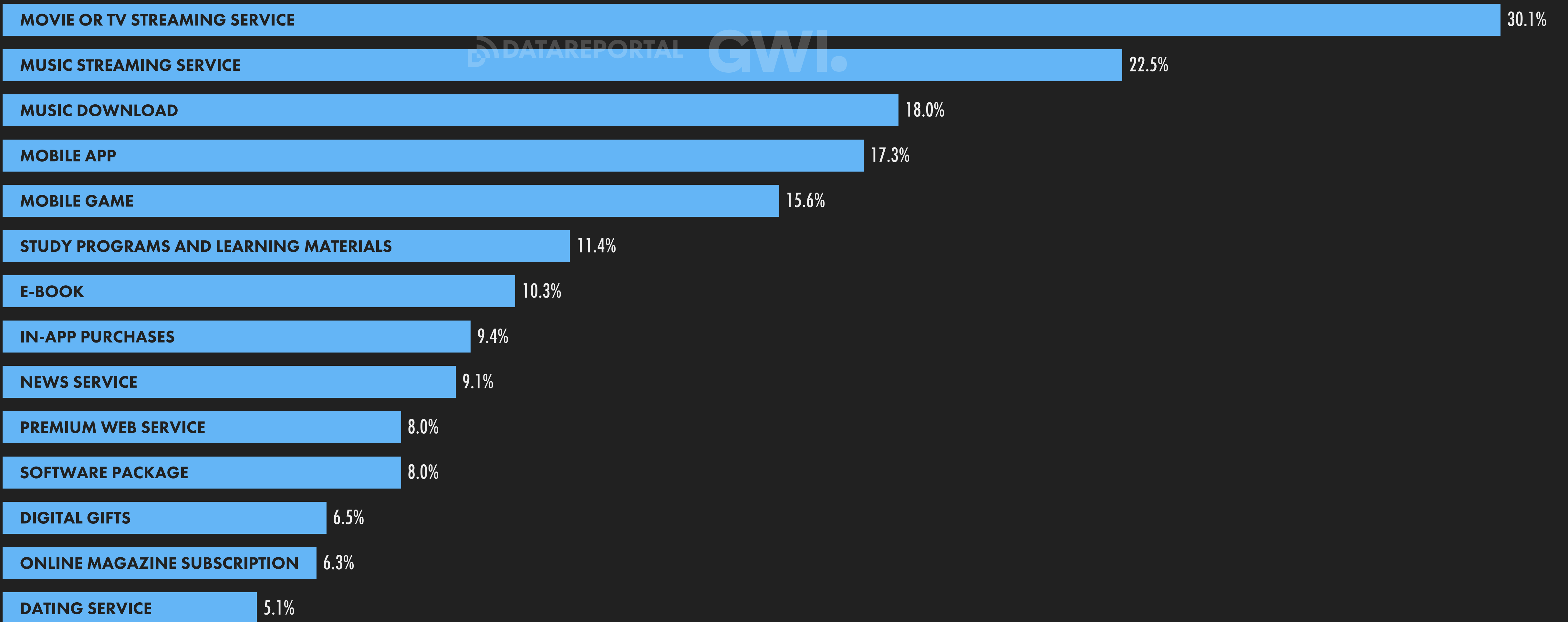
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



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2024**

# DIGITAL CONTENT PURCHASES

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



GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
MOVIE OR TV STREAMING	27.1%	MOVIE OR TV STREAMING	32.3%	MOVIE OR TV STREAMING	32.0%	MOVIE OR TV STREAMING	30.4%	MOVIE OR TV STREAMING	26.9%
MUSIC STREAMING	25.2%	MUSIC STREAMING	26.6%	MUSIC STREAMING	22.5%	MUSIC STREAMING	18.4%	MUSIC STREAMING	13.8%
MUSIC DOWNLOAD	22.1%	MUSIC DOWNLOAD	21.4%	MOBILE APP	18.1%	MOBILE APP	14.2%	MOBILE APP	10.2%
MOBILE GAME	20.1%	MOBILE APP	20.4%	MUSIC DOWNLOAD	18.0%	MUSIC DOWNLOAD	13.1%	MUSIC DOWNLOAD	9.5%
MOBILE APP	18.5%	MOBILE GAME	19.1%	MOBILE GAME	15.3%	MOBILE GAME	10.5%	NEWS SERVICE	7.3%
EDUCATIONAL CONTENT	14.6%	EDUCATIONAL CONTENT	12.5%	EDUCATIONAL CONTENT	11.4%	NEWS SERVICE	8.8%	E-BOOK	7.0%
E-BOOK	11.4%	E-BOOK	11.7%	E-BOOK	10.5%	EDUCATIONAL CONTENT	8.8%	EDUCATIONAL CONTENT	6.7%
IN-APP PURCHASES	10.8%	IN-APP PURCHASES	10.9%	NEWS SERVICE	10.0%	E-BOOK	8.7%	MOBILE GAME	6.6%
SOFTWARE PACKAGE	8.5%	NEWS SERVICE	10.3%	IN-APP PURCHASES	9.7%	IN-APP PURCHASES	7.6%	IN-APP PURCHASES	5.2%
NEWS SERVICE	8.1%	SOFTWARE PACKAGE	9.5%	PREMIUM WEB SERVICE	8.5%	PREMIUM WEB SERVICE	7.4%	PREMIUM WEB SERVICE	5.1%

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2024

# DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



statista

**\$498.6**  
BILLION

YEAR-ON-YEAR CHANGE  
**+13.3% (+\$59 BILLION)**

VIDEO GAMES



we  
are  
social

**\$249.6**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11.8% (+\$26 BILLION)**

VIDEO-ON-DEMAND

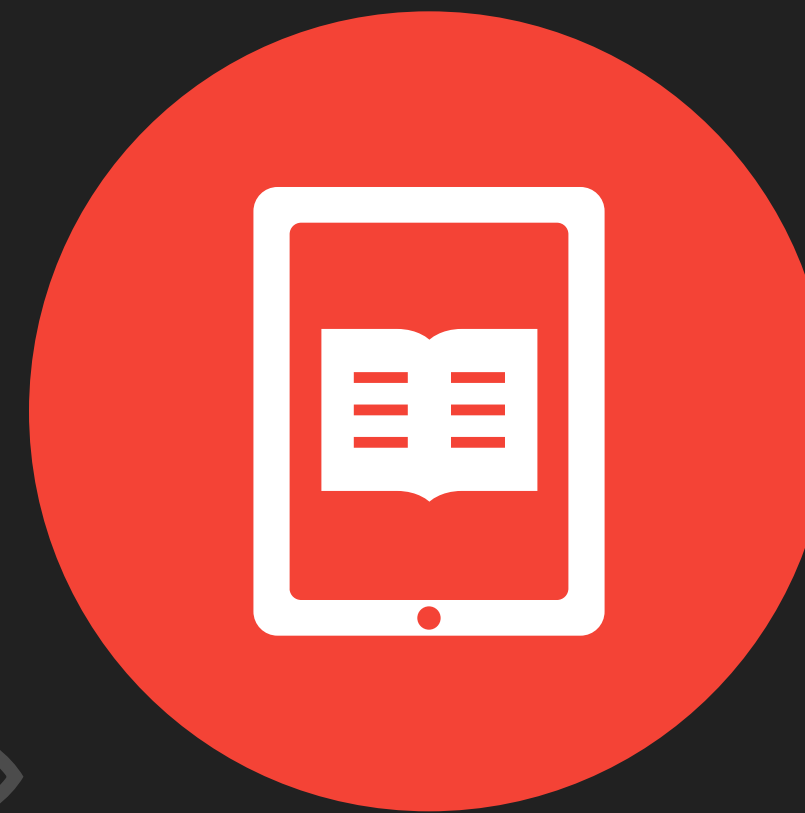


Meltwater

**\$159.9**  
BILLION

YEAR-ON-YEAR CHANGE  
**+19.3% (+\$26 BILLION)**

EPUBLISHING



statista

**\$52.78**  
BILLION

YEAR-ON-YEAR CHANGE  
**+5.3% (+\$2.6 BILLION)**

DIGITAL MUSIC



**\$36.31**  
BILLION

YEAR-ON-YEAR CHANGE  
**+11.7% (+\$3.8 BILLION)**

JAN  
2024

# DIGITAL MEDIA: ANNUAL ARPU

AVERAGE FULL-YEAR 2023 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



TOTAL



statista

**\$176.40**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+6.8% (+\$11.20)**

VIDEO GAMES



we  
are  
social

**\$204.40**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+1.9% (+\$3.80)**

VIDEO-ON-DEMAND



Meltwater

**\$56.56**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+12.4% (+\$6.23)**

EPUBLISHING



statista

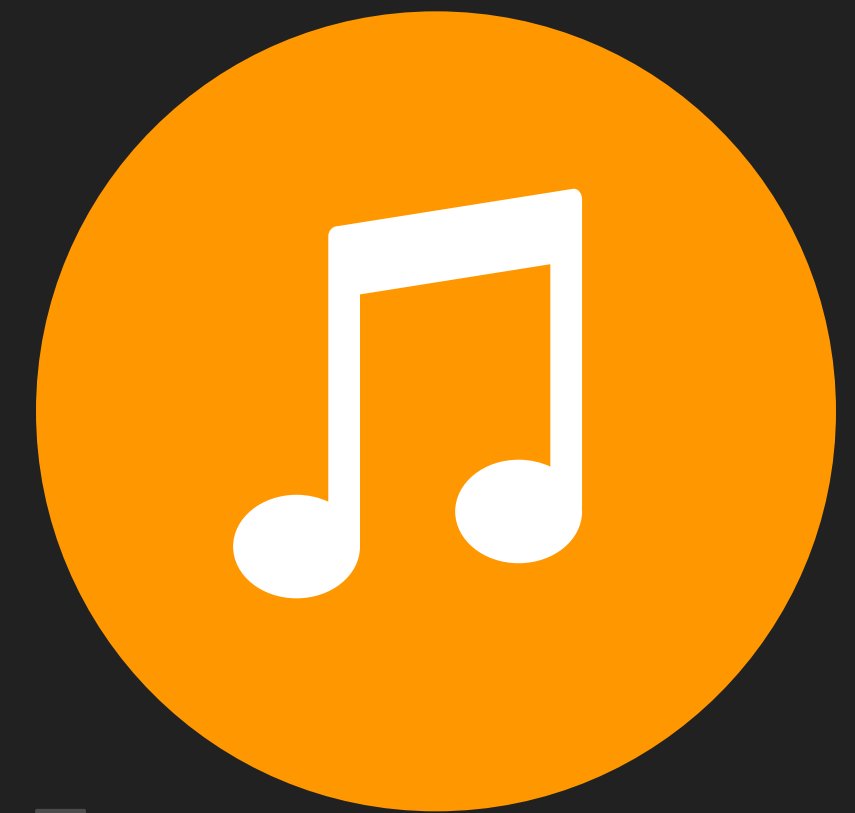
**\$37.67**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+0.3% (+\$0.10)**

DIGITAL MUSIC



statista

**\$27.19**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+4.4% (+\$1.14)**

**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 2023, 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.



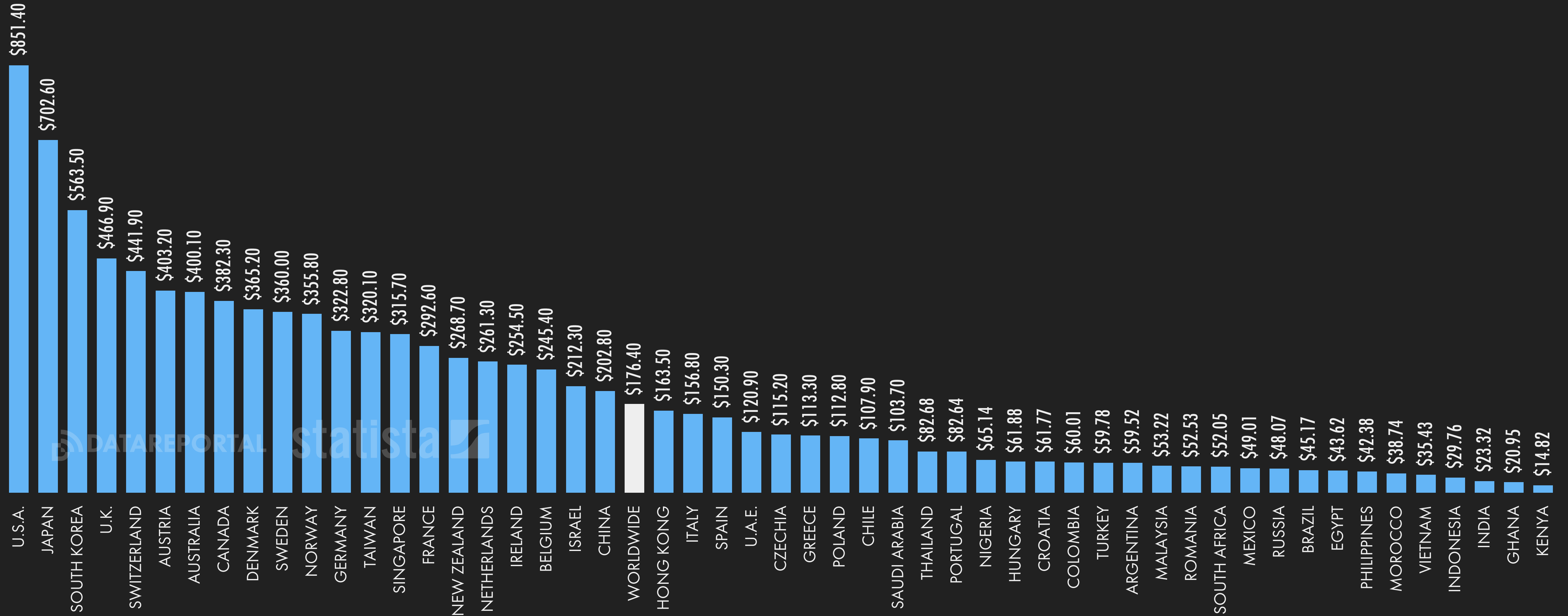
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# DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2023 SPEND PER USER (IN U.S. DOLLARS) ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



GLOBAL OVERVIEW



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2024

# ECOMMERCE PAYMENT METHODS

EACH PAYMENT METHOD'S SHARE OF GLOBAL ECOMMERCE TRANSACTIONS



DIGITAL  
WALLETS



PPRO DATA  
**48%**

WORLDPAY DATA  
**49%**

CREDIT AND  
DEBIT CARDS



PPRO DATA  
**31%**

WORLDPAY DATA  
**32%**

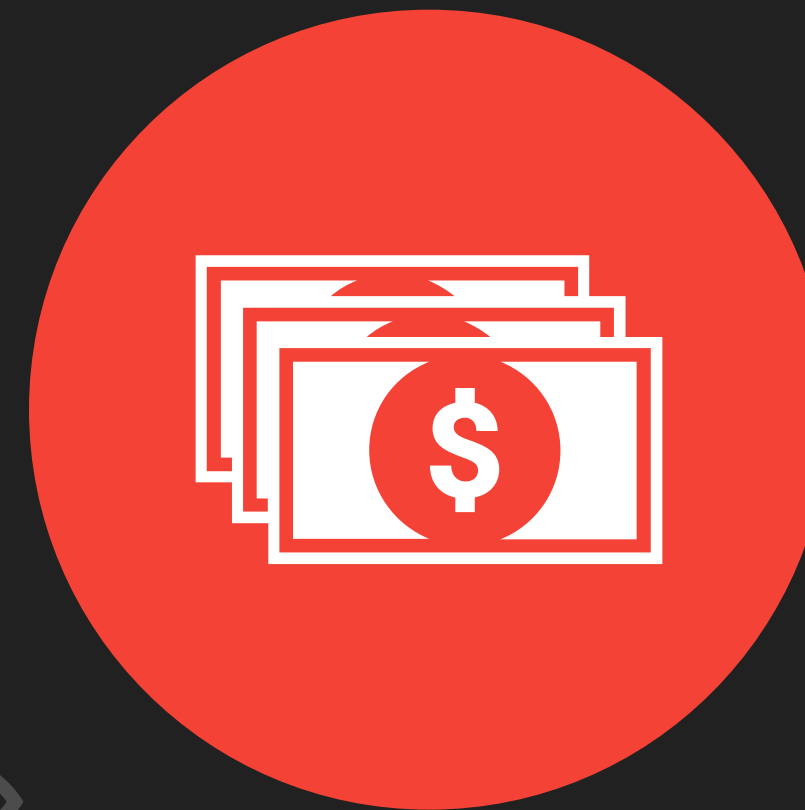
ACCOUNT TRANSFER  
(A2A AND BANK TRANSFER)



PPRO DATA  
**12%**

WORLDPAY DATA  
**9%**

CASH ON  
DELIVERY



PPRO DATA  
**4%**

WORLDPAY DATA  
**2%**

OTHER  
METHODS



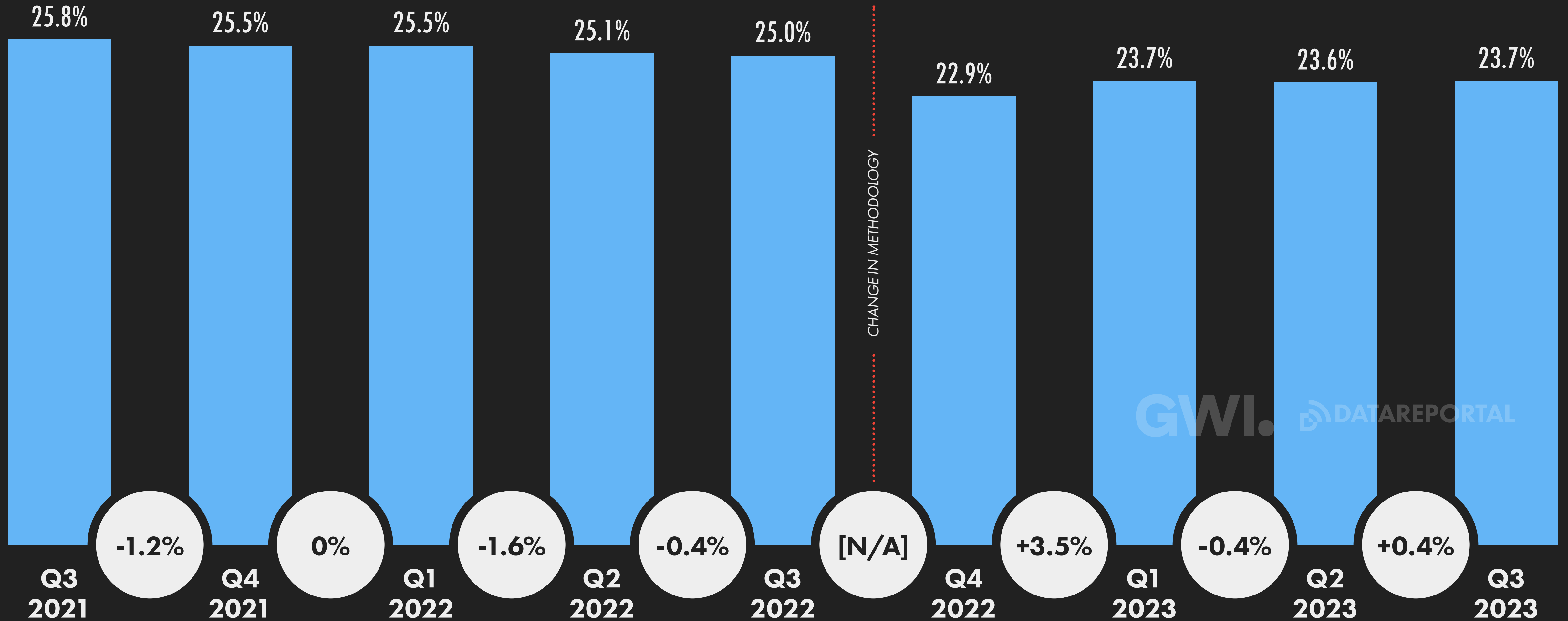
PPRO DATA  
**6%**

WORLDPAY DATA  
**8%**

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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GWIDATA REPORTAL

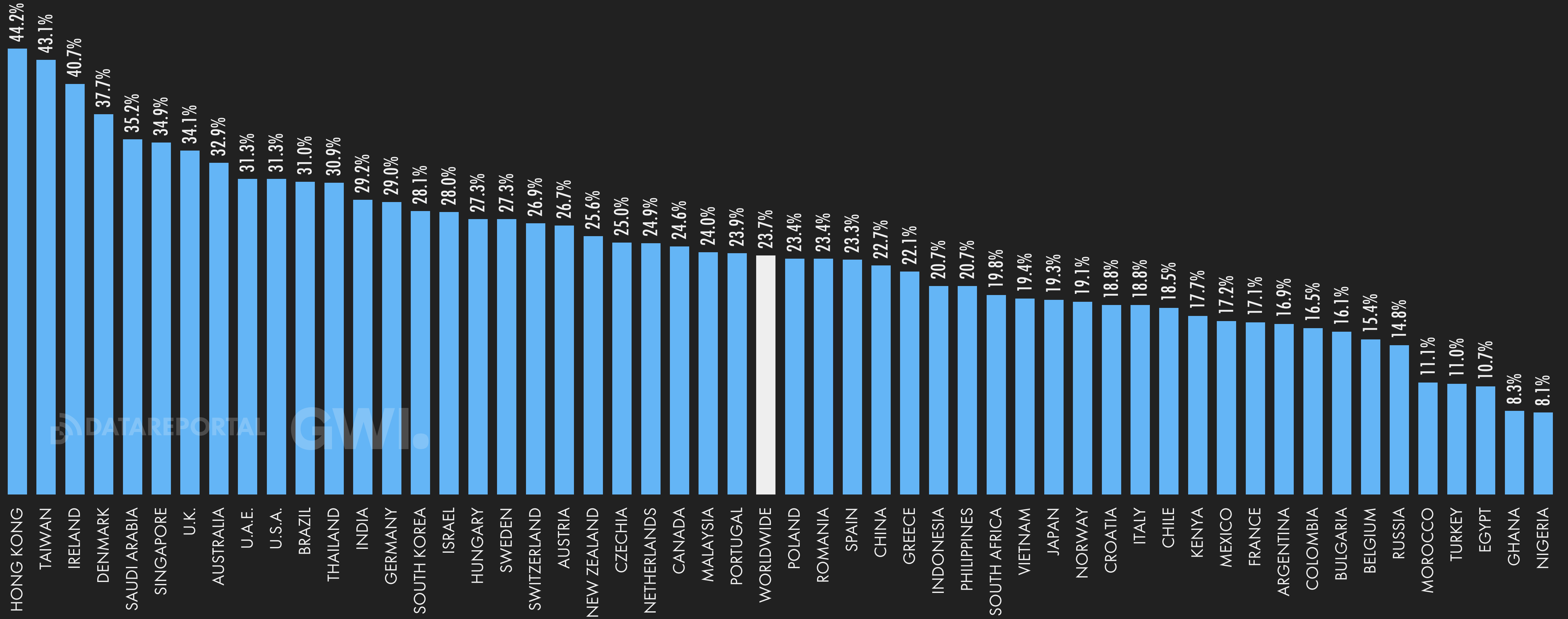
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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GLOBAL OVERVIEW



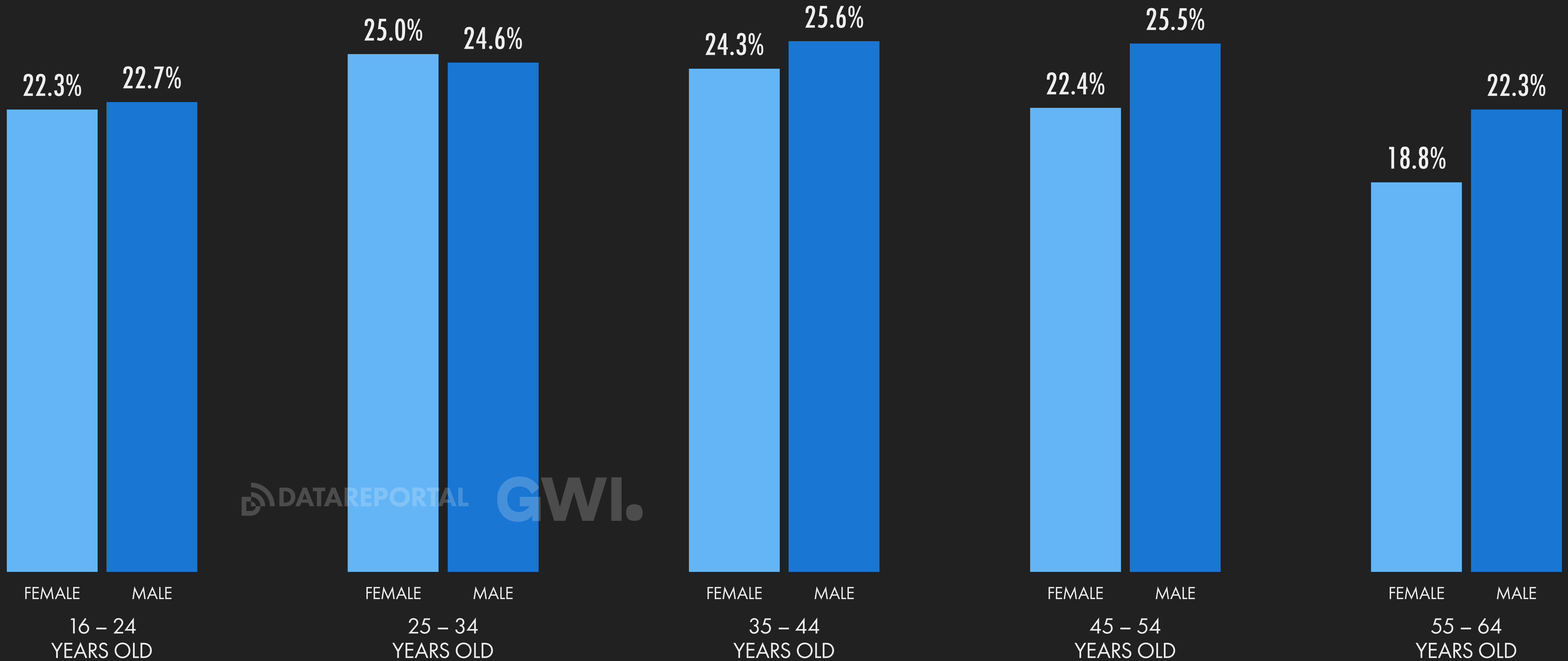
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# USE OF MOBILE PAYMENT SERVICES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.



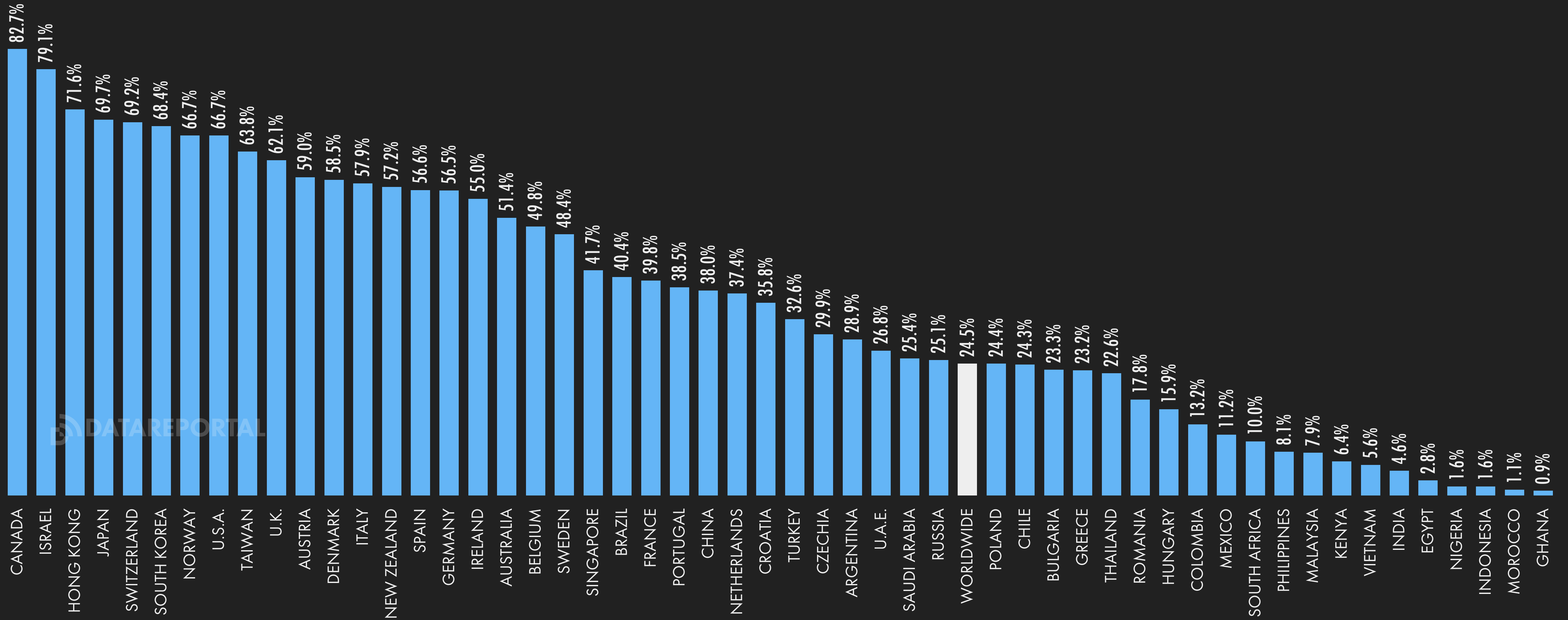
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# CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A CREDIT CARD



GLOBAL OVERVIEW



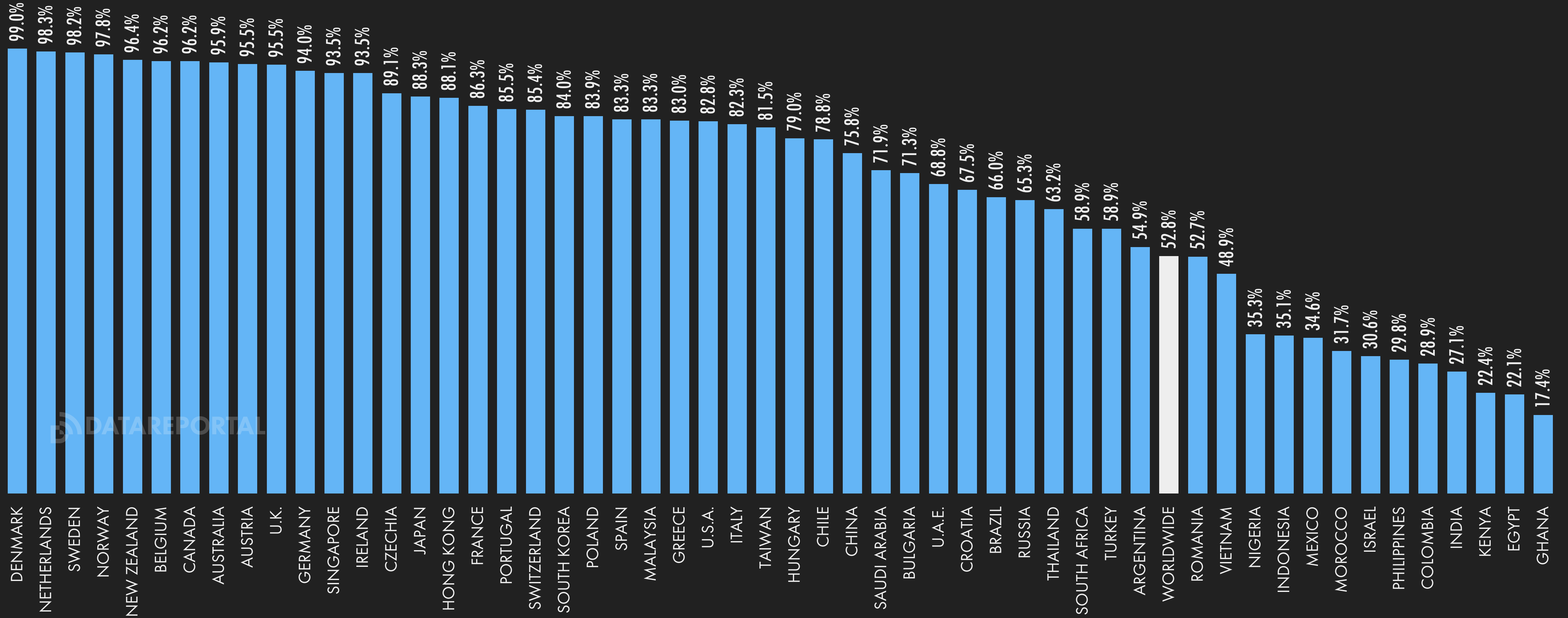
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# DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A DEBIT CARD



GLOBAL OVERVIEW



DATA REPORTAL



**DIGITAL MARKETING**

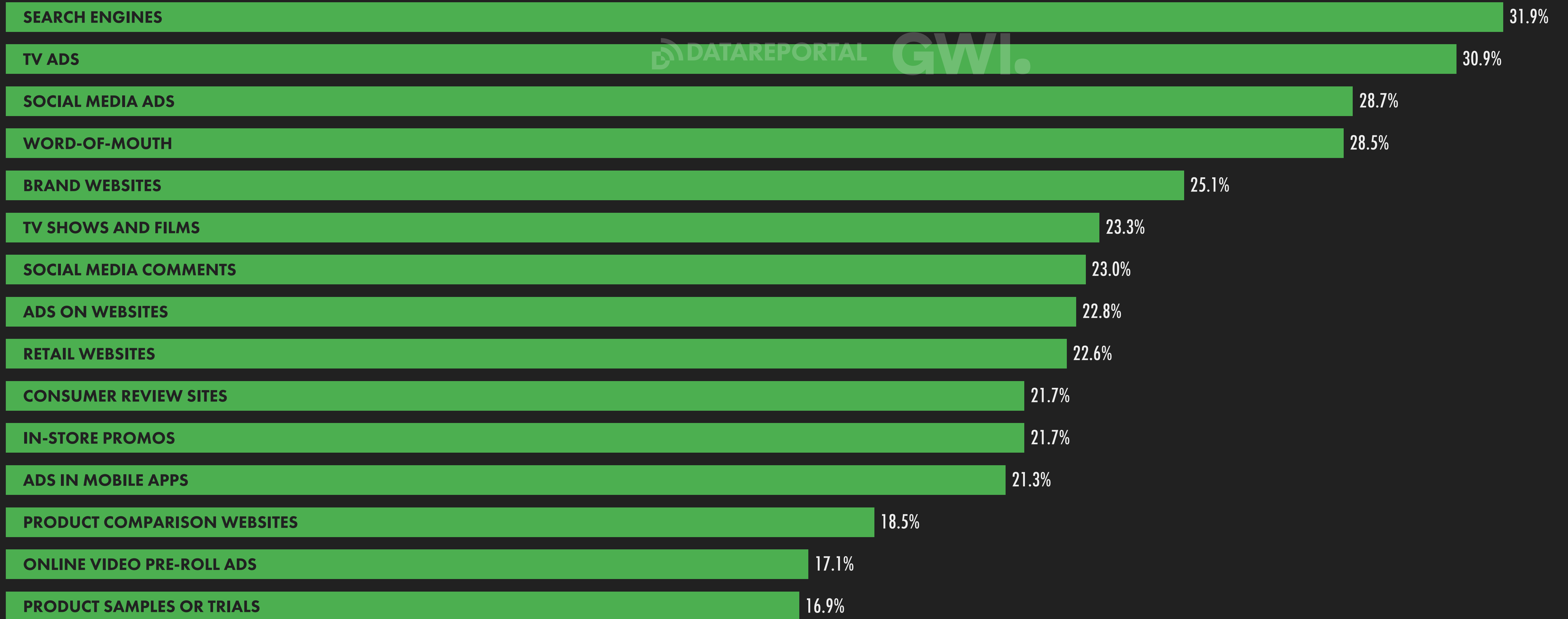
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# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW



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2024**

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF **INTERNET USERS** WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW

## 16 TO 24 YEARS OLD

SOCIAL MEDIA ADS	30.9%
SEARCH ENGINES	27.5%
TV ADS	27.2%
WORD-OF-MOUTH	25.4%
SOCIAL MEDIA COMMENTS	24.0%
BRAND WEBSITES	23.7%
ADS IN MOBILE APPS	23.5%
TV SHOWS AND FILMS	23.3%
ADS ON WEBSITES	22.9%
RETAIL WEBSITES	21.0%

## 25 TO 34 YEARS OLD

SOCIAL MEDIA ADS	29.8%
SEARCH ENGINES	29.4%
TV ADS	28.0%
WORD-OF-MOUTH	25.5%
BRAND WEBSITES	24.8%
SOCIAL MEDIA COMMENTS	24.7%
TV SHOWS AND FILMS	23.5%
ADS ON WEBSITES	23.0%
ADS IN MOBILE APPS	22.5%
RETAIL WEBSITES	21.9%

## 35 TO 44 YEARS OLD

SEARCH ENGINES	32.9%
TV ADS	31.3%
SOCIAL MEDIA ADS	29.3%
WORD-OF-MOUTH	28.7%
BRAND WEBSITES	26.8%
RETAIL WEBSITES	23.7%
TV SHOWS AND FILMS	23.7%
SOCIAL MEDIA COMMENTS	23.6%
ADS ON WEBSITES	23.4%
CONSUMER REVIEW SITES	23.4%

## 45 TO 54 YEARS OLD

SEARCH ENGINES	36.2%
TV ADS	34.5%
WORD-OF-MOUTH	32.6%
SOCIAL MEDIA ADS	27.4%
BRAND WEBSITES	25.8%
IN-STORE PROMOS	24.8%
RETAIL WEBSITES	23.8%
CONSUMER REVIEW SITES	23.4%
ADS ON WEBSITES	23.1%
TV SHOWS AND FILMS	22.7%

## 55 TO 64 YEARS OLD

TV ADS	38.7%
SEARCH ENGINES	37.8%
WORD-OF-MOUTH	35.5%
IN-STORE PROMOS	26.9%
BRAND WEBSITES	24.8%
RETAIL WEBSITES	23.7%
TV SHOWS AND FILMS	23.0%
SOCIAL MEDIA ADS	22.3%
CONSUMER REVIEW SITES	22.0%
ADS ON WEBSITES	20.8%

GW.I.

GW.I.

GW.I.

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GW.I.



# Marketing Trends to Watch

from Meltwater's [2024 Marketing Trends](#) guide



## 1. Owned brand communities

As social platforms see major changes, more brands are creating their own, standalone communities. More than just websites, owned brand communities are engaging, dynamic spaces for customers, clients, and fans to connect over their favorite products and services.



## 2. Broadened influencer marketing

No longer limited to lifestyle sectors, influencer marketing is expanding into every industry and niche imaginable. From finance organizations working with TikTokers to FMCG brands partnering with meme makers, creative influencer partnerships are helping brands distinguish their voices online.



## 3. Branded podcast

Top brands are landing new customers by catching their attention with audio entertainment instead of ads. With growing podcast audiences and new creator tools, 2024 is an advantageous time for organizations to step into the expanding world of branded podcasts.

Find out how to prepare for these trends in Meltwater's [2024 Marketing Trends](#) guide.

# Marketing Trends 2024



Download the report





we  
are  
social

# Think Forward

THE SOCIAL RECKONING

**IN A NEW ERA OF SOCIAL,  
EVERY BRAND WILL BE JUDGED**

Dive into We Are Social's latest trends report.



FEATURED TREND

# Mischief X Mode

As social media and the internet become more commoditised, people are breaking out of the sameness by **channelling their rebellious spirit.**

Explore the trends:

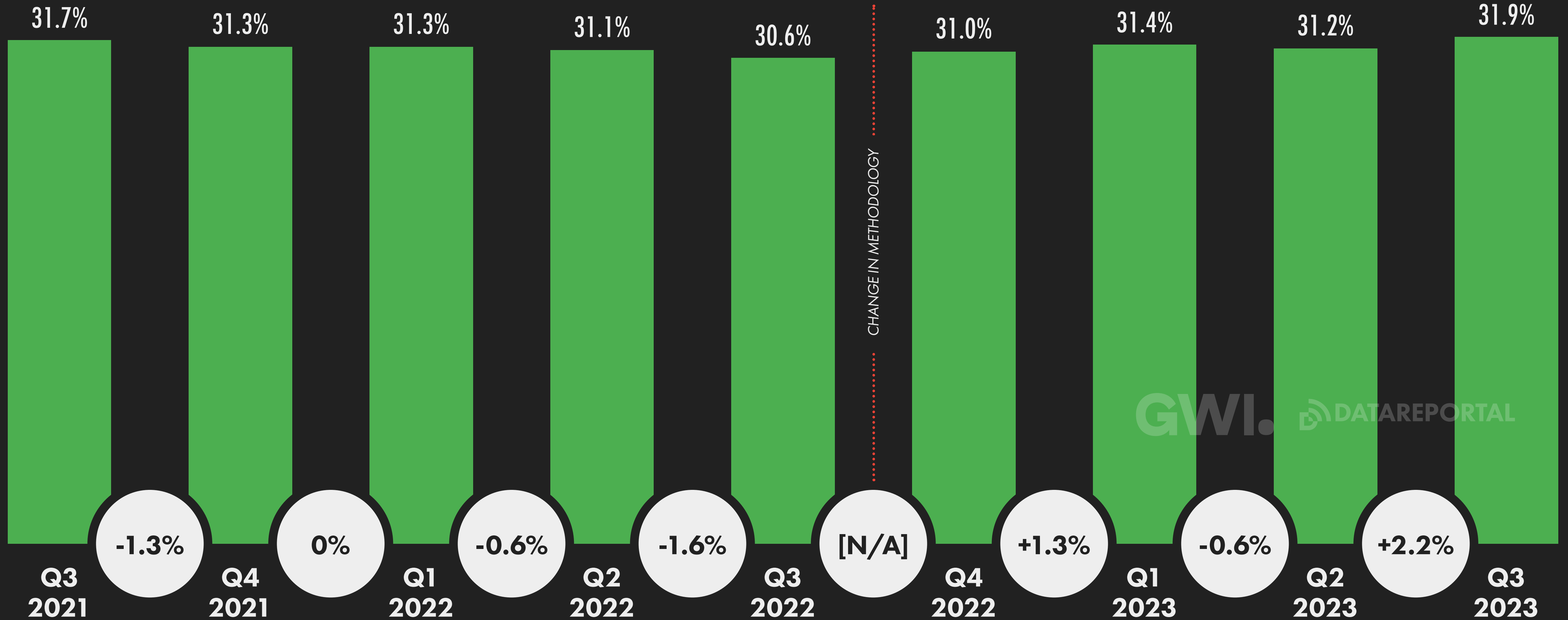
[ThinkForward.WeAreSocial.com](https://ThinkForward.WeAreSocial.com)



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# BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES



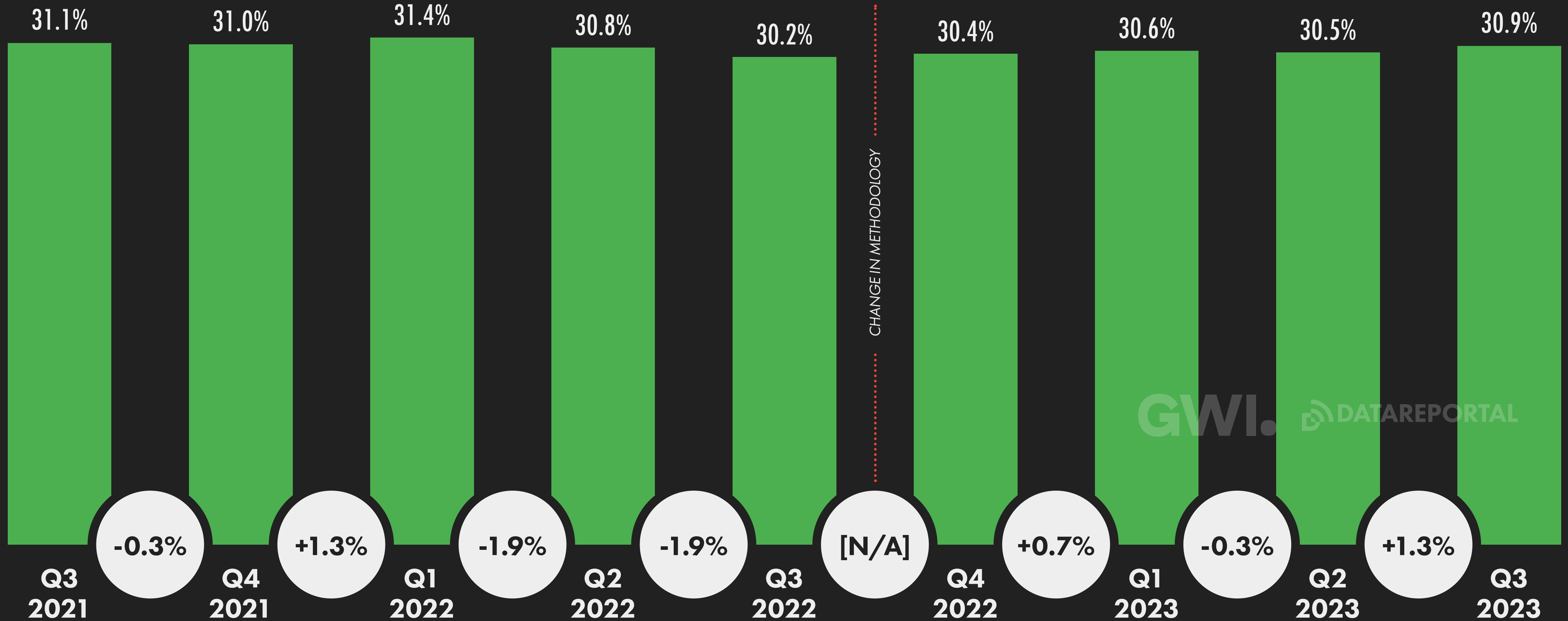
GWI. DATAREPORTAL



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2024

# BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

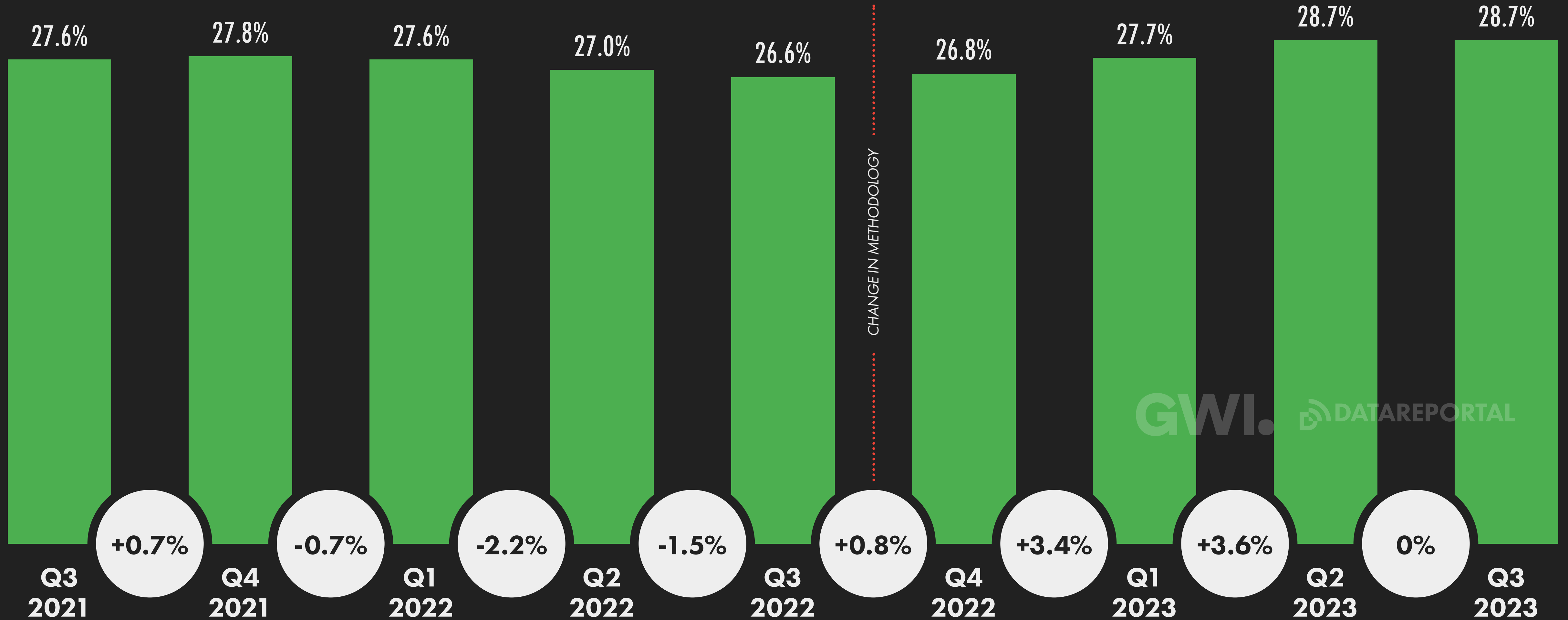


GWI. DATAREPORTAL

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# BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA



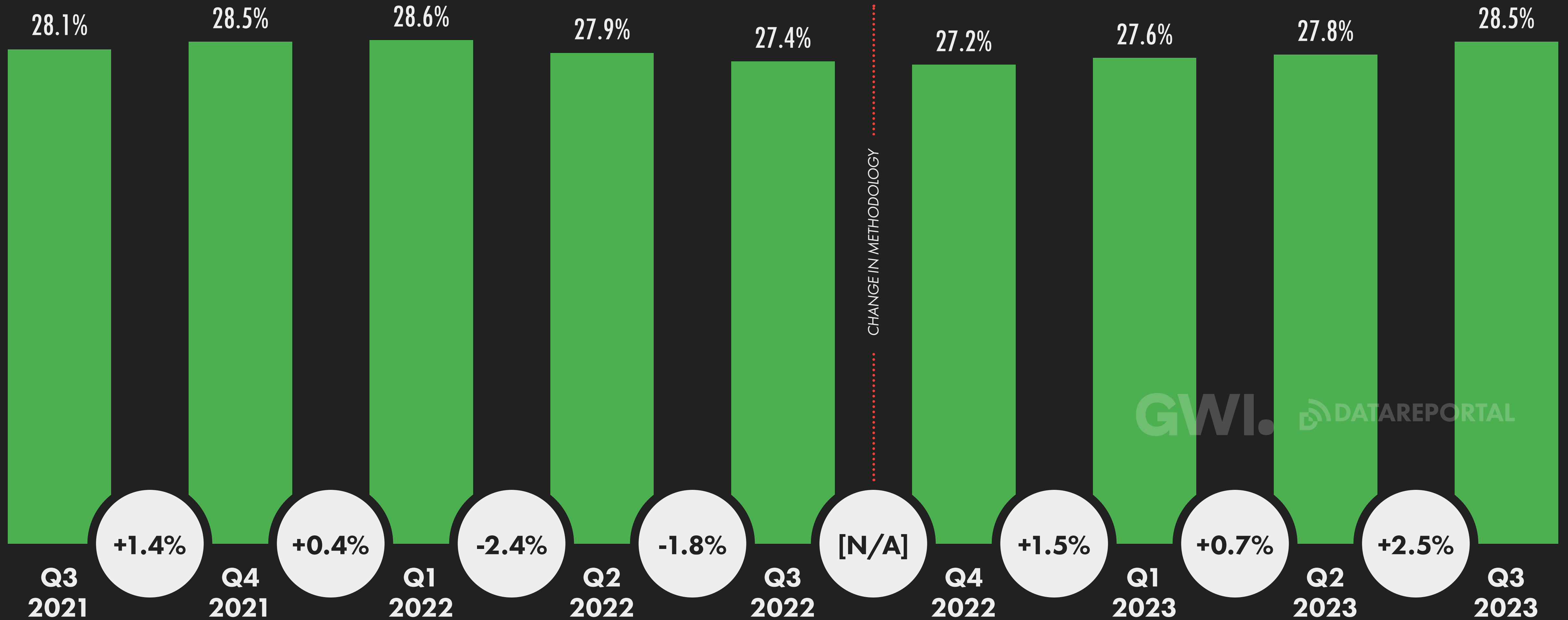
GWIDATAREPORTAL



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2024

# BRAND DISCOVERY: WORD OF MOUTH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA WORD-OF-MOUTH

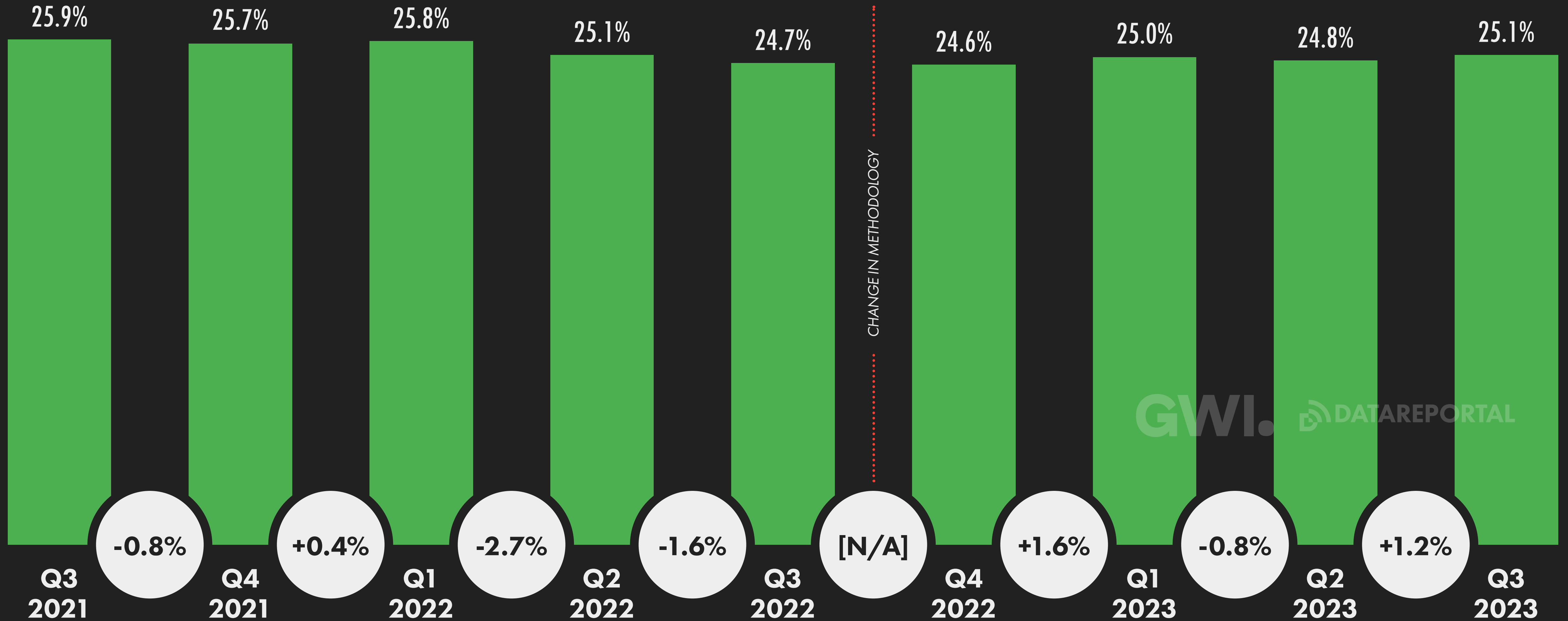


GWI. DATAREPORTAL

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# BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

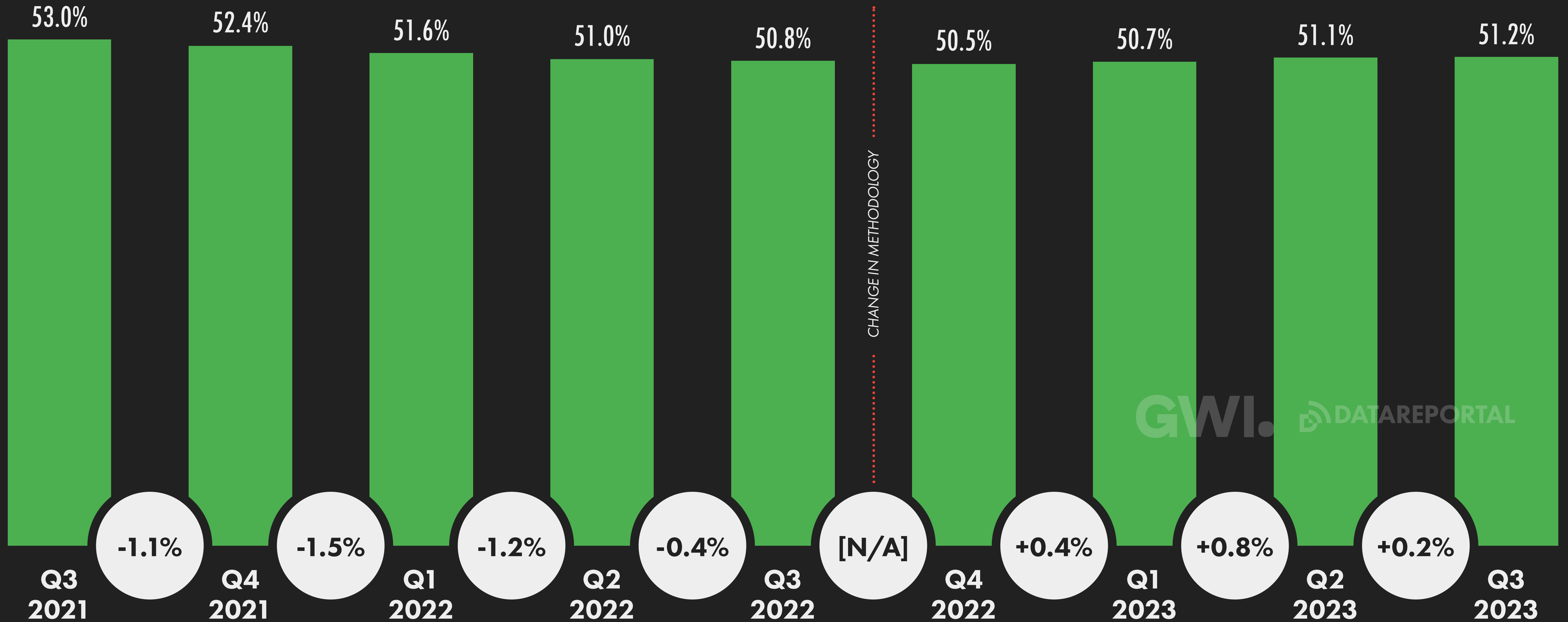
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



GWI. DATAREPORTAL

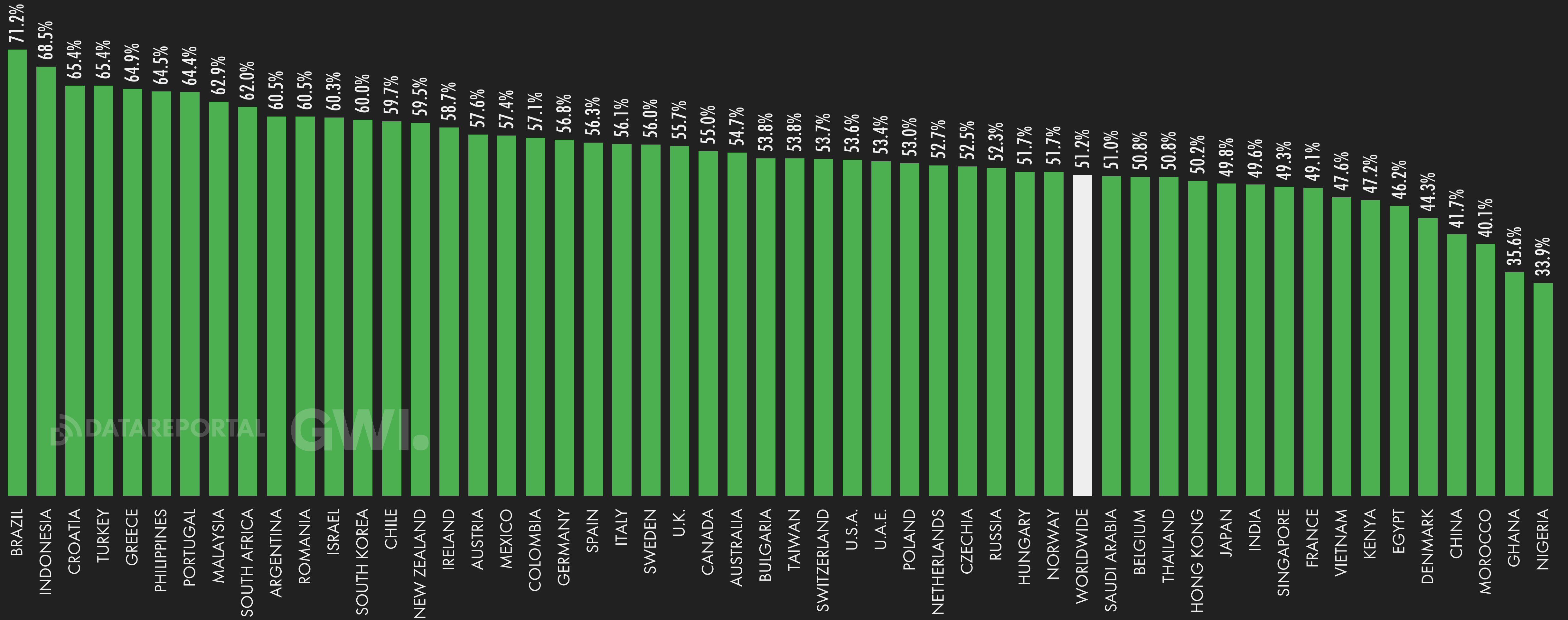
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



DATA REPORTAL GWI.

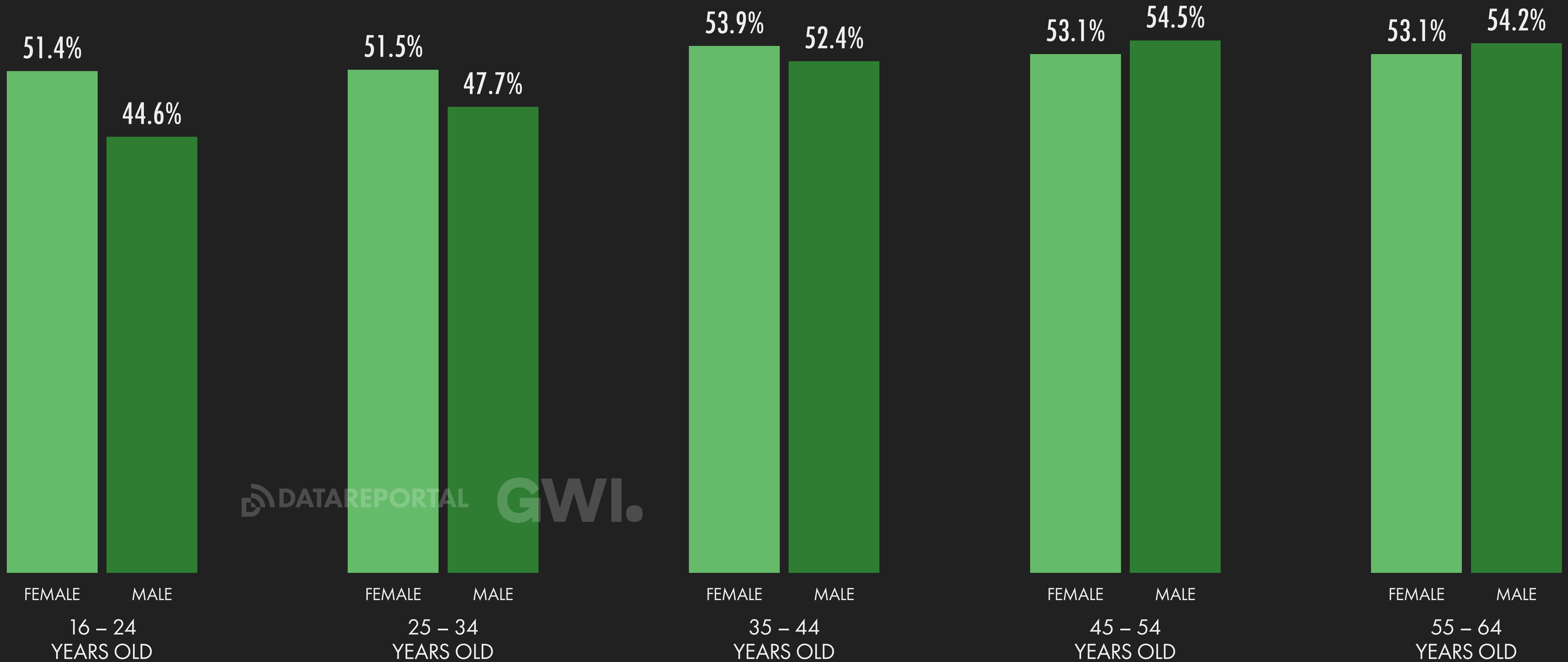
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2024

# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



DATA REPORTAL GWI.



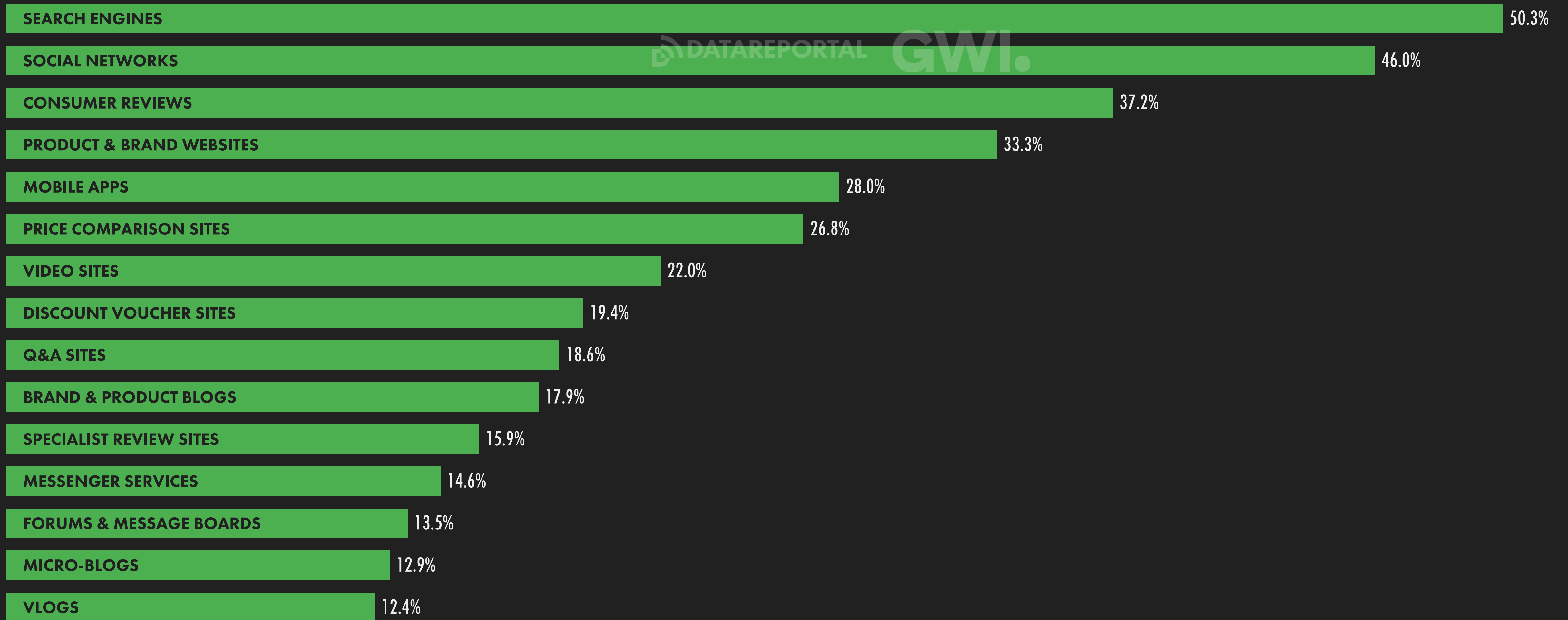
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2024

# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



GLOBAL OVERVIEW



**JAN  
2024**

# 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

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SOCIAL NETWORKS	51.0%	SOCIAL NETWORKS	50.4%	SEARCH ENGINES	51.3%	SEARCH ENGINES	55.5%	SEARCH ENGINES	56.8%
SEARCH ENGINES	45.0%	SEARCH ENGINES	48.0%	SOCIAL NETWORKS	46.6%	SOCIAL NETWORKS	40.5%	CONSUMER REVIEWS	40.1%
CONSUMER REVIEWS	34.0%	CONSUMER REVIEWS	36.2%	CONSUMER REVIEWS	38.7%	CONSUMER REVIEWS	39.2%	PRODUCT & BRAND WEBSITES	37.2%
MOBILE APPS	31.9%	PRODUCT & BRAND WEBSITES	31.5%	PRODUCT & BRAND WEBSITES	35.5%	PRODUCT & BRAND WEBSITES	36.4%	SOCIAL NETWORKS	32.5%
PRODUCT & BRAND WEBSITES	28.8%	MOBILE APPS	30.6%	PRICE COMPARISON SITES	28.7%	PRICE COMPARISON SITES	29.9%	PRICE COMPARISON SITES	30.7%
VIDEO SITES	25.3%	PRICE COMPARISON SITES	26.0%	MOBILE APPS	27.9%	MOBILE APPS	24.6%	MOBILE APPS	19.5%
PRICE COMPARISON SITES	21.7%	VIDEO SITES	24.3%	VIDEO SITES	22.2%	VIDEO SITES	18.6%	SPECIALIST REVIEW SITES	18.0%
Q&A SITES	19.8%	DISCOUNT VOUCHER SITES	20.6%	DISCOUNT VOUCHER SITES	20.4%	DISCOUNT VOUCHER SITES	18.3%	DISCOUNT VOUCHER SITES	16.1%
DISCOUNT VOUCHER SITES	19.6%	BRAND & PRODUCT BLOGS	19.9%	Q&A SITES	19.1%	Q&A SITES	17.4%	Q&A SITES	15.8%
BRAND & PRODUCT BLOGS	18.9%	Q&A SITES	19.3%	BRAND & PRODUCT BLOGS	18.9%	SPECIALIST REVIEW SITES	17.2%	VIDEO SITES	14.7%

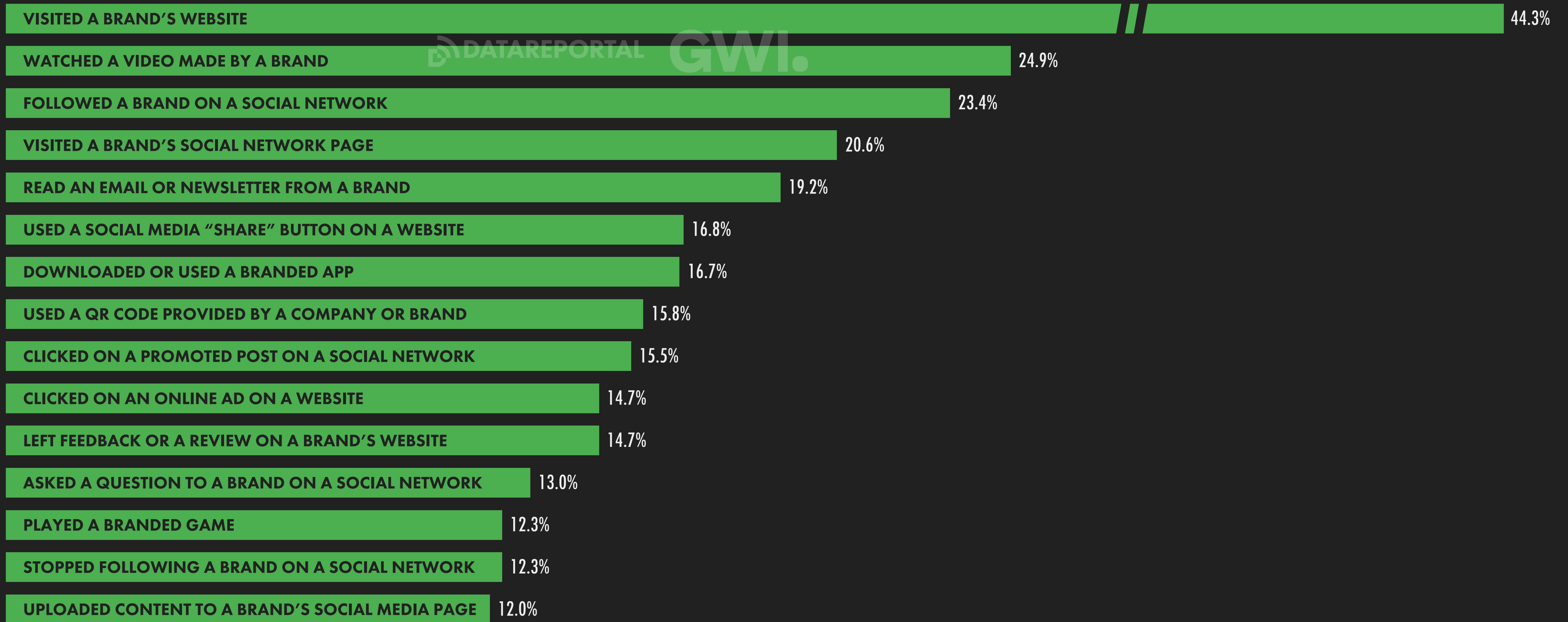
JAN  
2024

# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGED IN EACH ACTION IN THE PAST MONTH



GLOBAL OVERVIEW



**JAN  
2024**

# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS WHO ENGAGED IN EACH BRAND-RELATED ACTION IN THE PAST MONTH



GLOBAL OVERVIEW

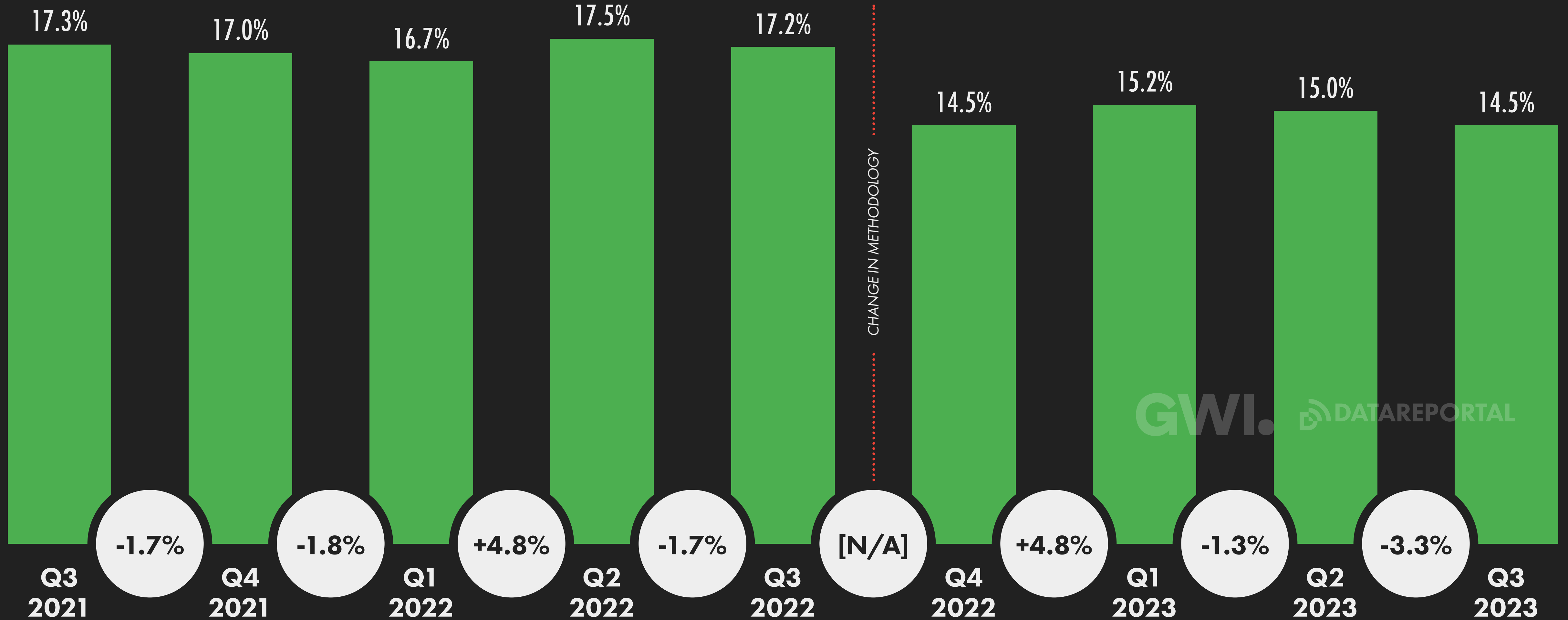
16 TO 24 YEARS OLD	25 TO 34 YEARS OLD	35 TO 44 YEARS OLD	45 TO 54 YEARS OLD	55 TO 64 YEARS OLD
VISITED A BRAND'S WEBSITE 44.8%	VISITED A BRAND'S WEBSITE 43.5%	VISITED A BRAND'S WEBSITE 44.3%	VISITED A BRAND'S WEBSITE 44.0%	VISITED A BRAND'S WEBSITE 45.3%
WATCHED A VIDEO MADE BY A BRAND 25.8%	WATCHED A VIDEO MADE BY A BRAND 25.7%	WATCHED A VIDEO MADE BY A BRAND 25.8%	WATCHED A VIDEO MADE BY A BRAND 23.4%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 24.1%
FOLLOWED A BRAND ON A SOCIAL NETWORK 24.0%	FOLLOWED A BRAND ON A SOCIAL NETWORK 25.4%	FOLLOWED A BRAND ON A SOCIAL NETWORK 24.5%	FOLLOWED A BRAND ON A SOCIAL NETWORK 21.8%	WATCHED A VIDEO MADE BY A BRAND 21.7%
DOWNLOADED OR USED A BRANDED APP 20.6%	VISITED A BRAND'S SOCIAL NETWORK PAGE 22.0%	VISITED A BRAND'S SOCIAL NETWORK PAGE 22.6%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 20.7%	FOLLOWED A BRAND ON A SOCIAL NETWORK 17.9%
VISITED A BRAND'S SOCIAL NETWORK PAGE 20.2%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 18.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 19.2%	VISITED A BRAND'S SOCIAL NETWORK PAGE 19.3%	VISITED A BRAND'S SOCIAL NETWORK PAGE 16.2%
READ AN EMAIL OR NEWS-LETTER FROM A BRAND 17.0%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND 17.9%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 17.4%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 16.2%	CLICKED ON AN AD ON A WEBSITE 14.6%
USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 16.7%	DOWNLOADED OR USED A BRANDED APP 17.8%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.9%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 15.6%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 14.0%
PLAYED A BRANDED GAME 16.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.9%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 16.8%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 14.2%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE 13.4%
CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 15.7%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND 16.4%	DOWNLOADED OR USED A BRANDED APP 16.7%	CLICKED ON AN AD ON A WEBSITE 14.1%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 13.3%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND 14.9%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 15.8%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 15.4%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE 13.9%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA 11.5%



JAN  
2024

# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



**SOURCE:** GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **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:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).



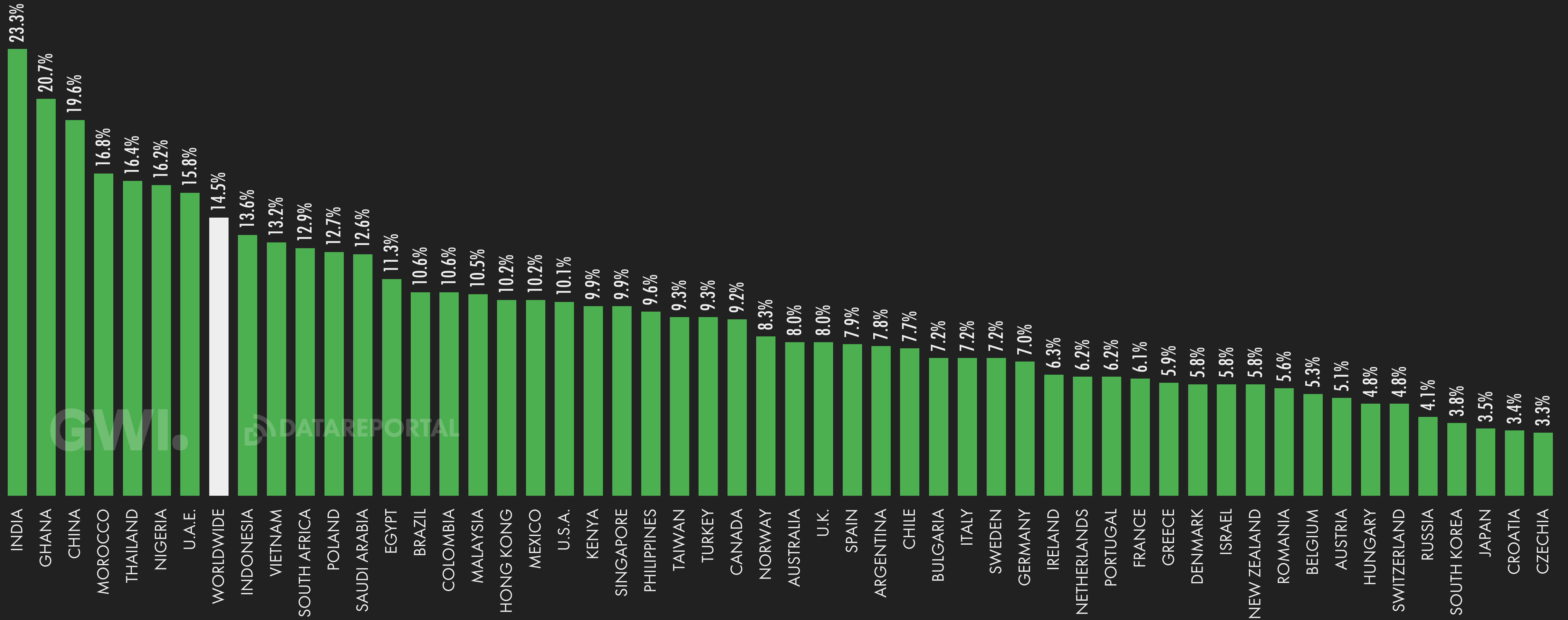
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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



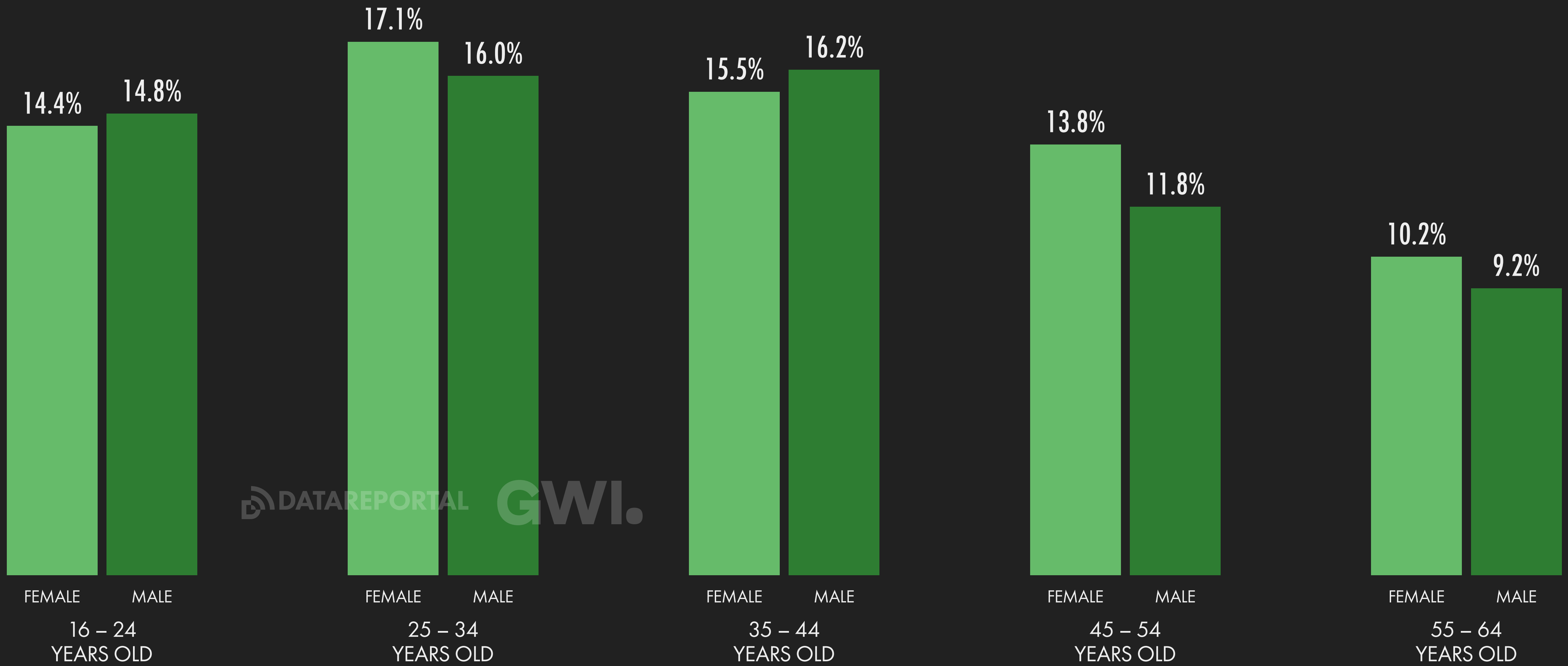
GLOBAL OVERVIEW



JAN  
2024

# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

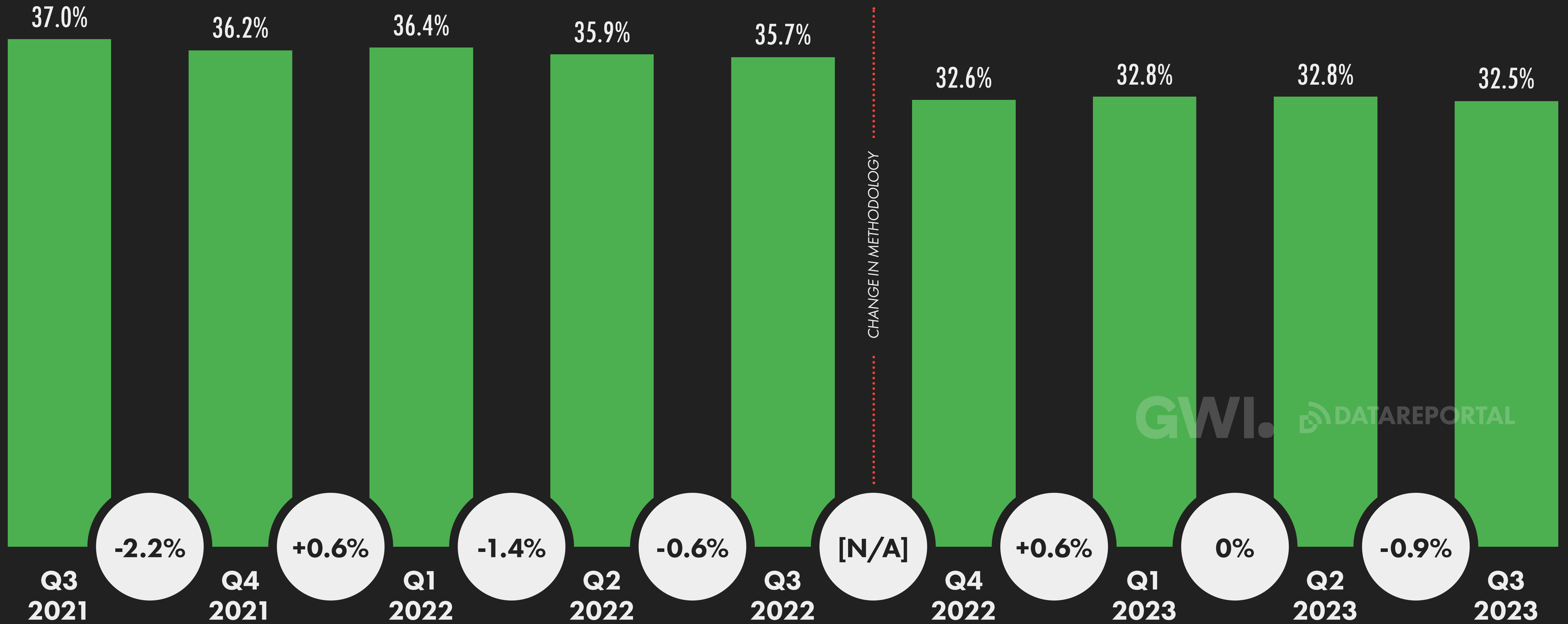


DATA REPORTAL GWI.

JAN  
2024

# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GWI. DATAREPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

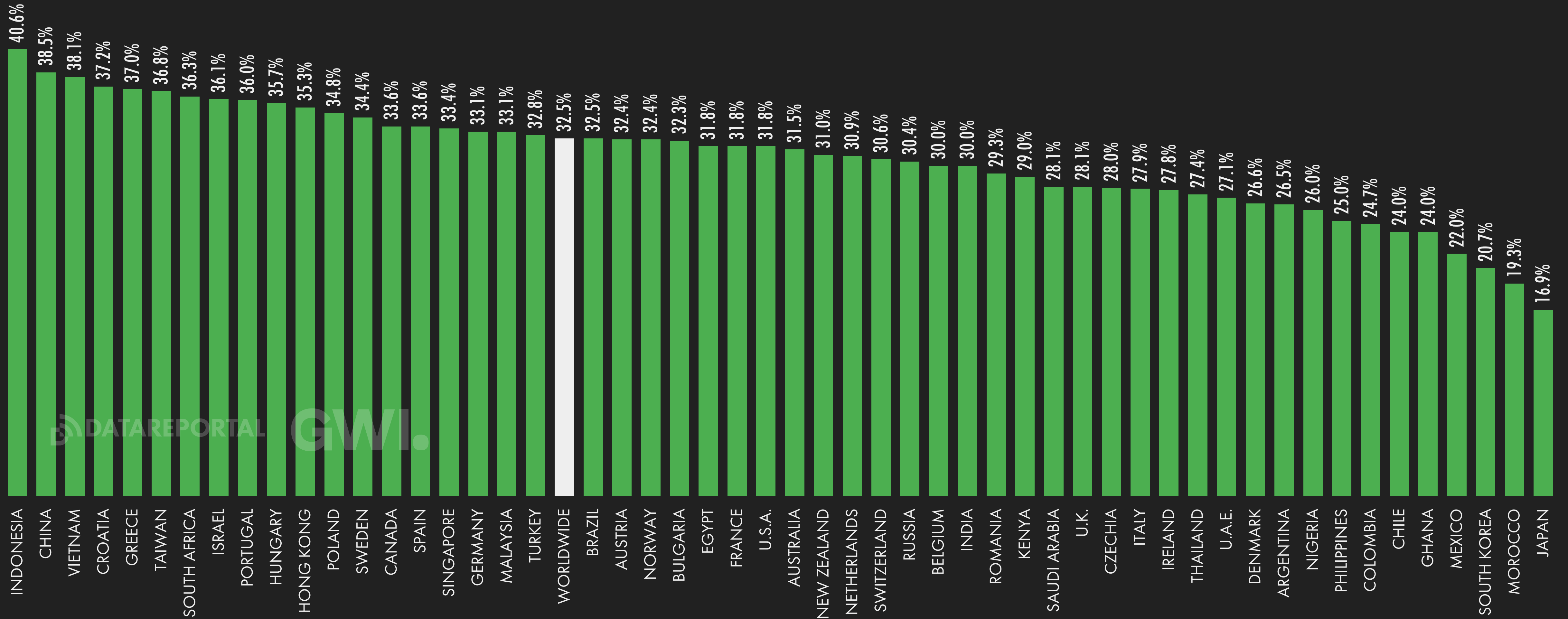
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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



DATA REPORTAL GWI.

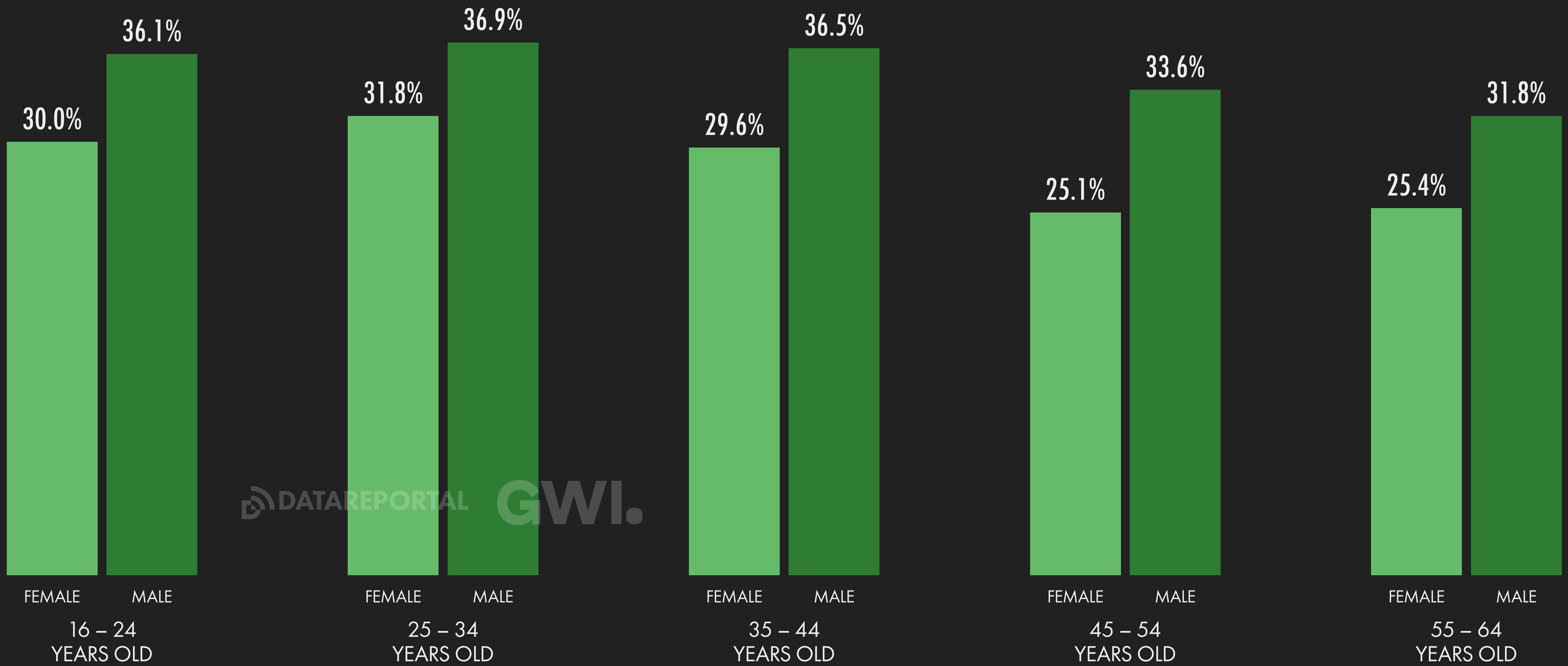
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2024

# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



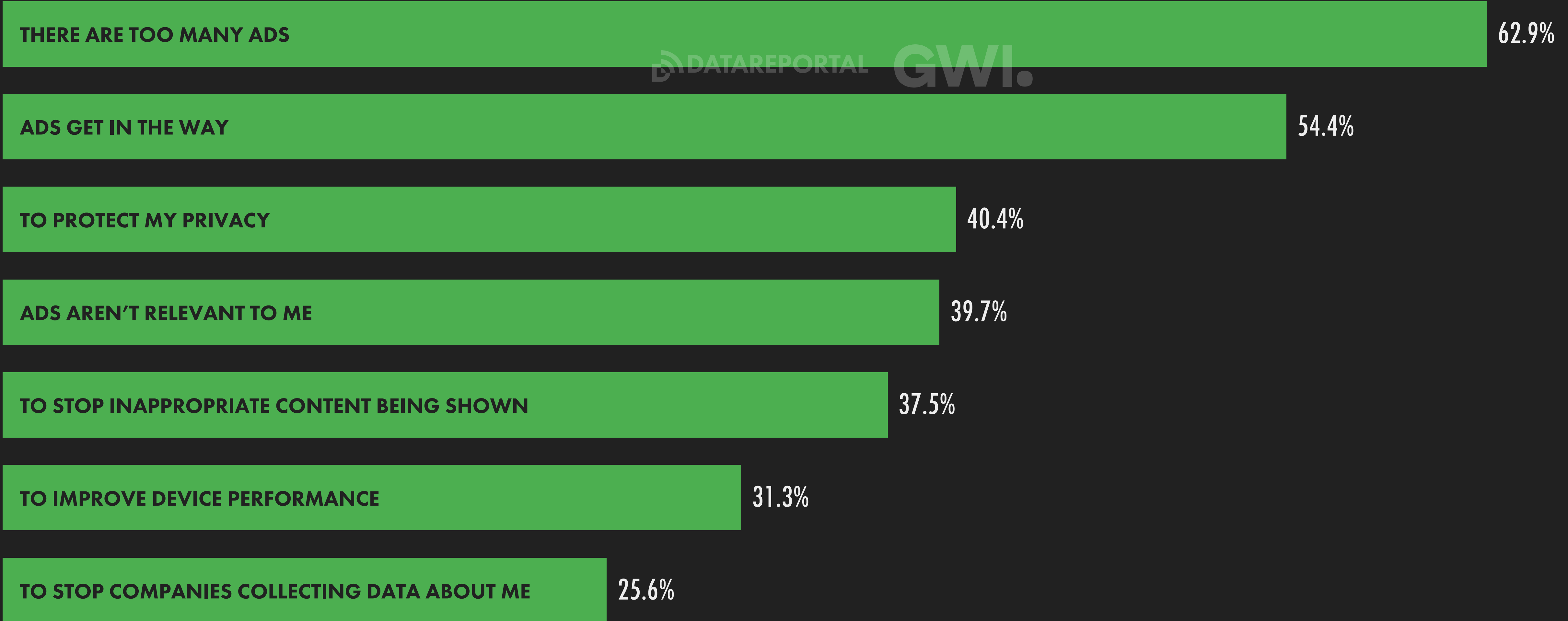
DATA REPORTAL GWI.



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# REASONS FOR USING AD BLOCKERS

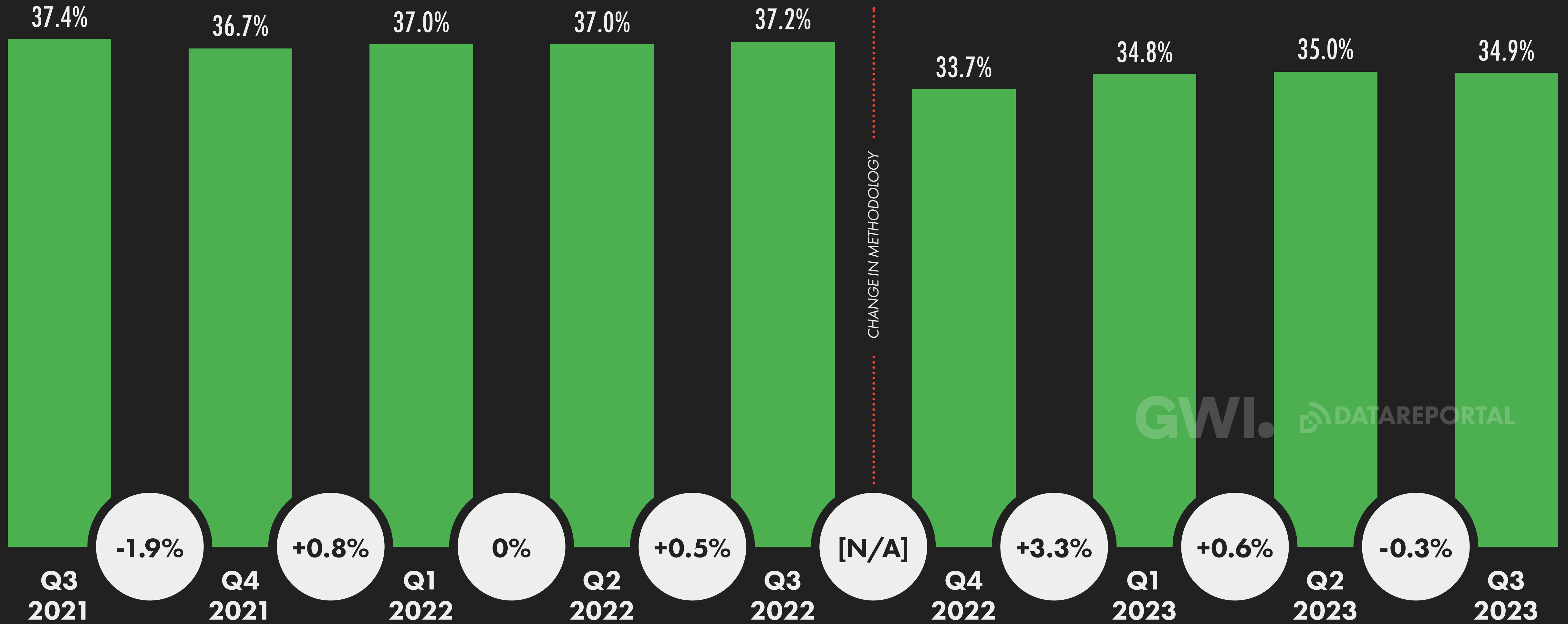
PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16 TO 64 WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



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2024

# DECLINE COOKIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DECLINE COOKIES AT LEAST SOME OF THE TIME



GWI. DATAREPORTAL

SOURCE: GWI (Q3 2021 TO Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). 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: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

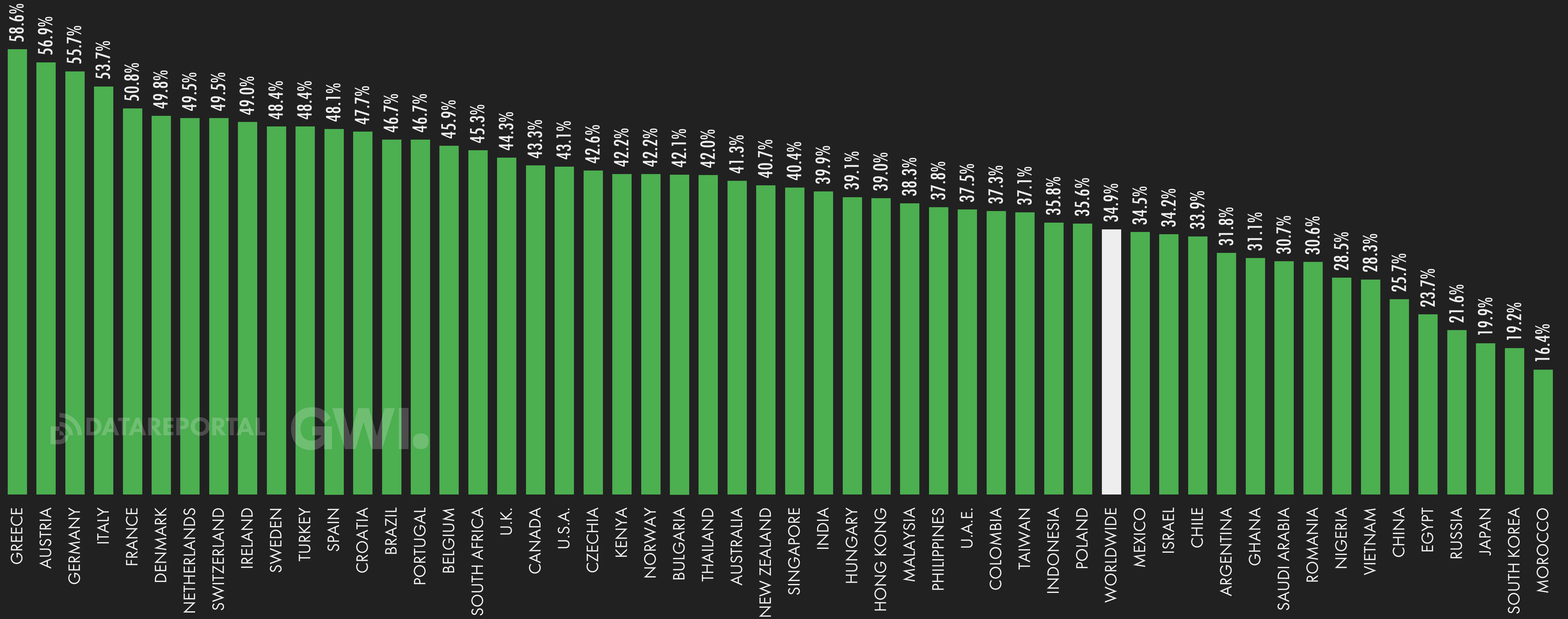
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2024

# DECLINE COOKIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DECLINE COOKIES AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW



DATA REPORTAL GWI.

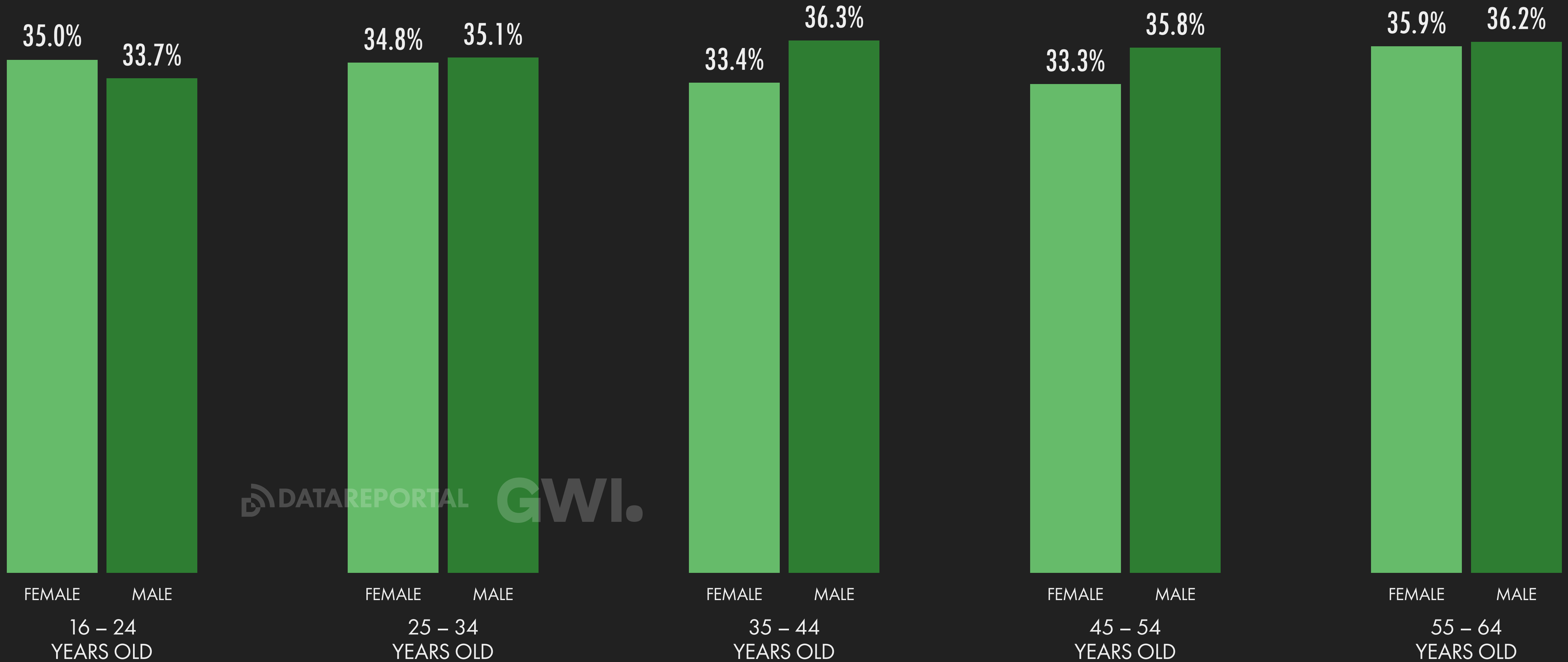
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# DECLINE COOKIES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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2024

# ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)



GLOBAL OVERVIEW

TOTAL AD SPEND  
(INCLUDING ONLINE  
AND OFFLINE CHANNELS)



statista

**\$1.03**  
TRILLION

YEAR-ON-YEAR  
CHANGE IN TOTAL AD  
SPEND (ALL CHANNELS)



**+7.3%**  
+\$70 BILLION

DIGITAL AD SPEND  
(INCLUDING SEARCH  
AND SOCIAL MEDIA)



statista

**\$719.2**  
BILLION

YEAR-ON-YEAR  
CHANGE IN  
DIGITAL AD SPEND



**+10.6%**  
+\$69 BILLION

DIGITAL AD SPEND  
AS A PERCENTAGE  
OF TOTAL AD SPEND



**70.0%**  
+3.1% (+209 BPS)

**SOURCE:** STATISTA MARKET OUTLOOKS. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, 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.



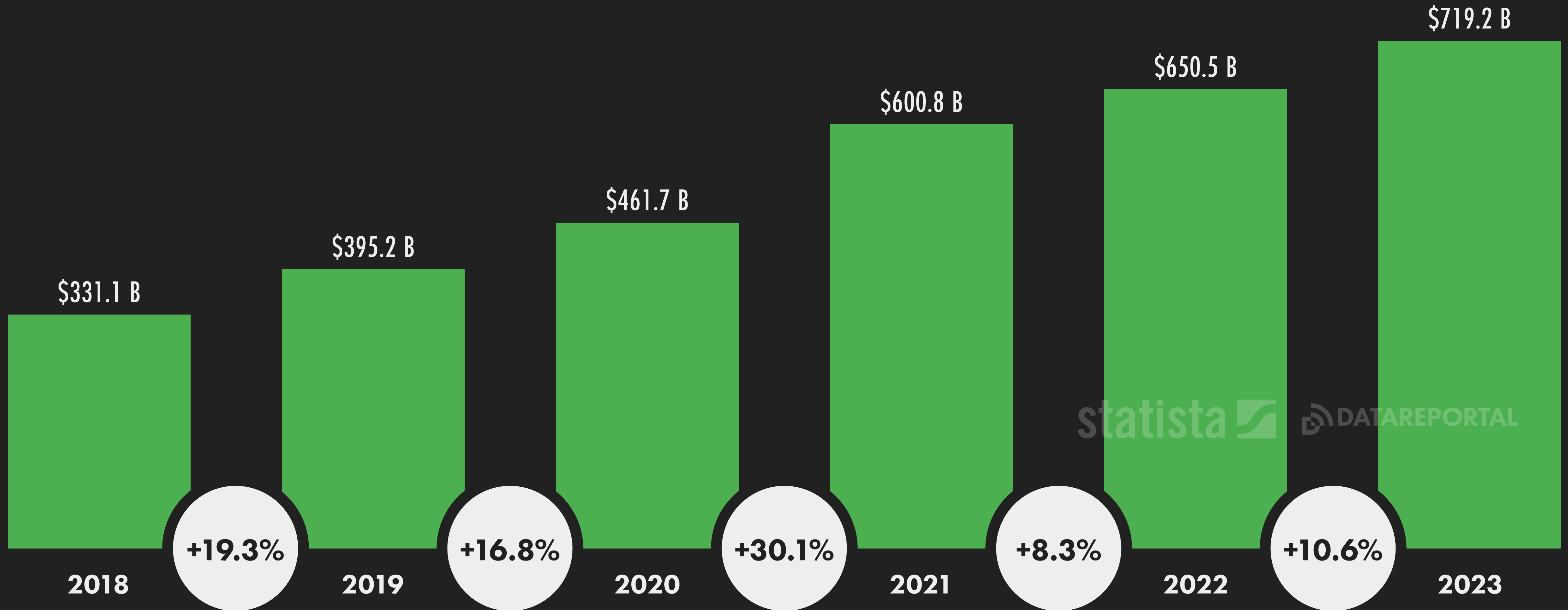
JAN  
2024

# DIGITAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES OVER TIME (IN BILLIONS OF U.S. DOLLARS)



GLOBAL OVERVIEW



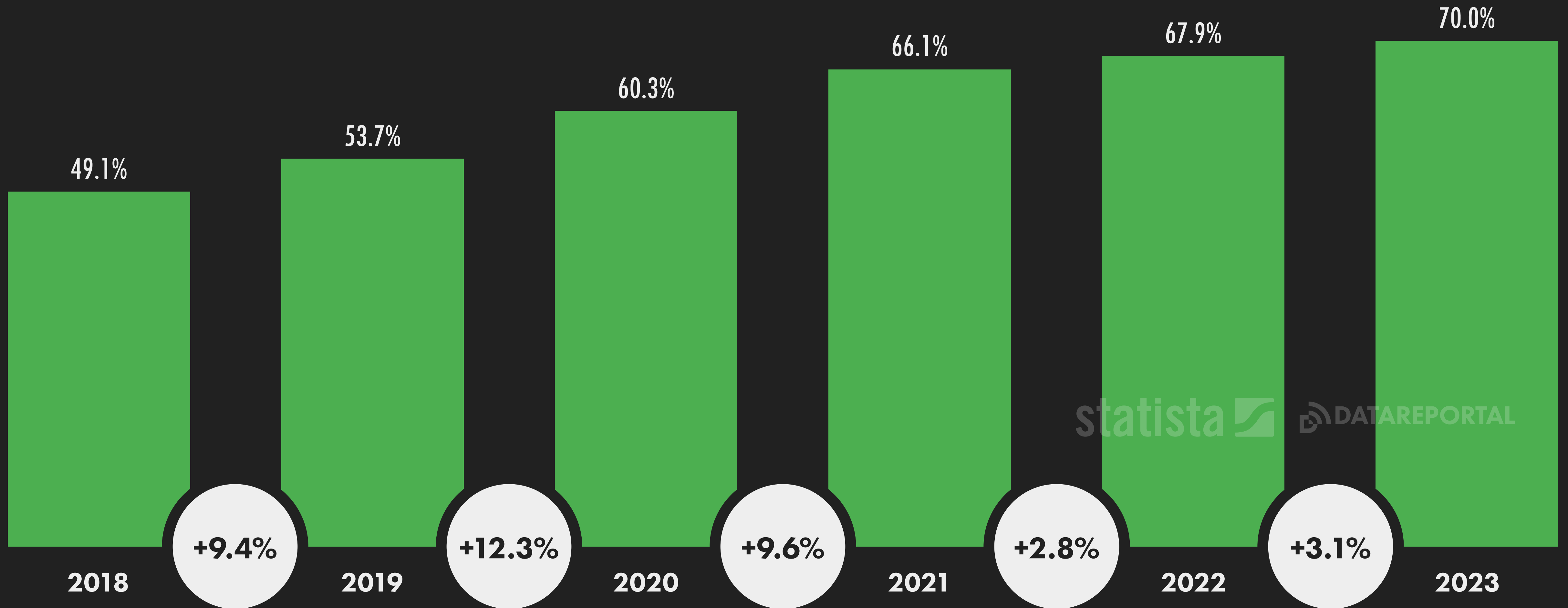
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# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS



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. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE **RELATIVE** (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

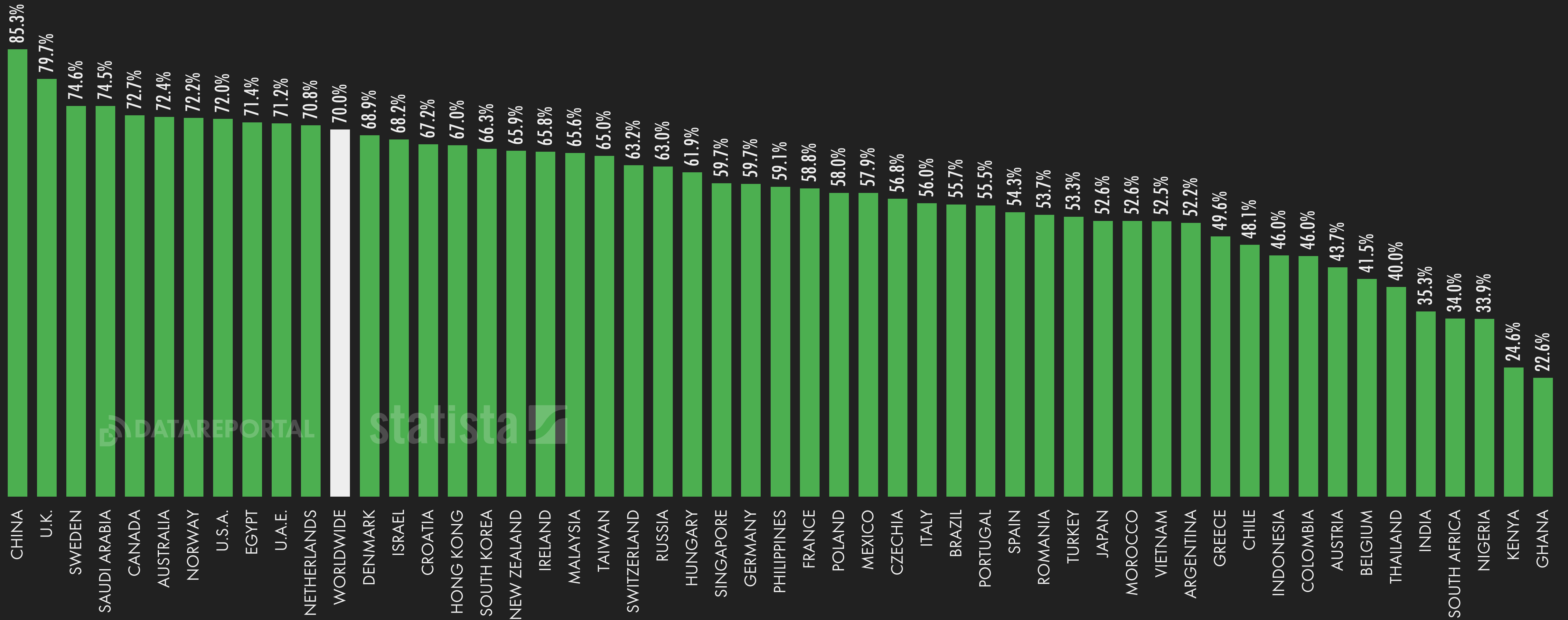
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2024

# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES



GLOBAL OVERVIEW



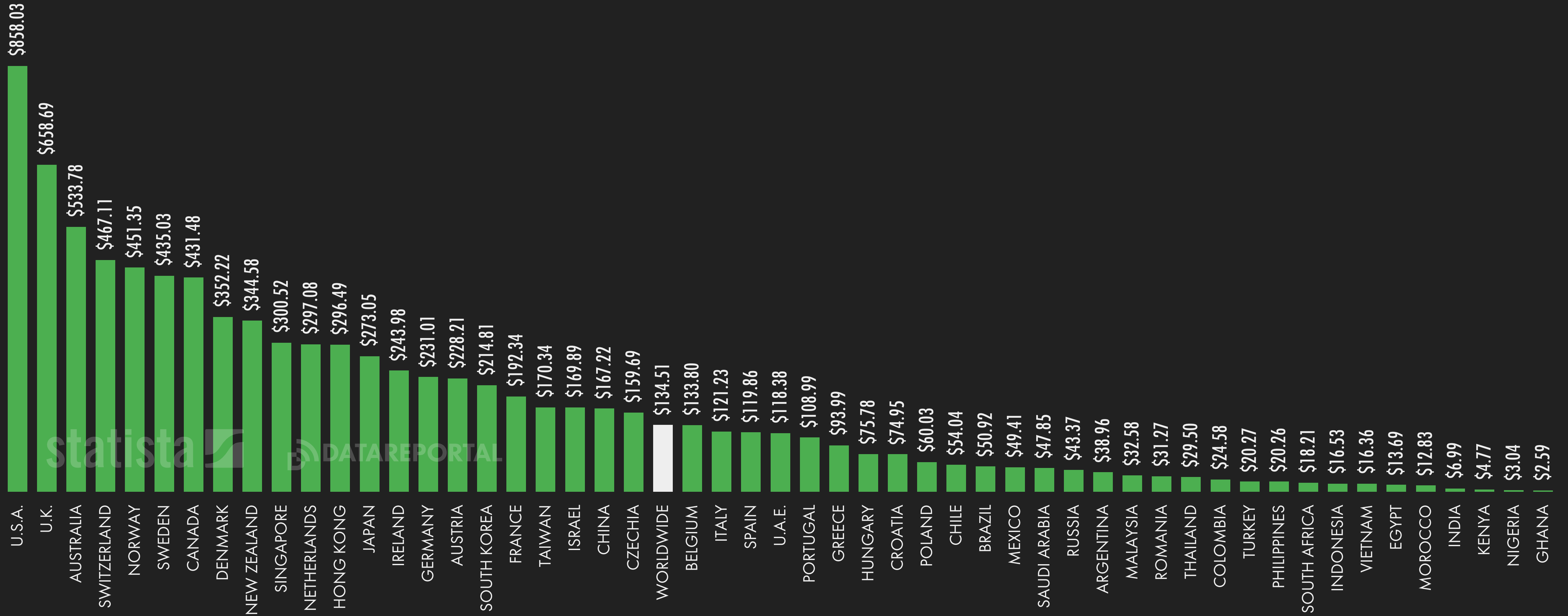
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# DIGITAL AD SPEND PER INTERNET USER

TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2023 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)



GLOBAL OVERVIEW



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# DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)



GLOBAL OVERVIEW

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)



statista

**\$719.2**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+10.6% (+\$69 BILLION)**

ANNUAL SPEND ON ONLINE SEARCH ADS



**\$279.3**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+11.0% (+\$28 BILLION)**

ANNUAL SPEND ON DIGITAL VIDEO ADS



statista

**\$176.6**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+10.2% (+\$16 BILLION)**

ANNUAL SPEND ON DIGITAL BANNER ADS



we are social

**\$161.8**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+9.9% (+\$15 BILLION)**

ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES



**\$30.81**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+17.0% (+\$4.5 BILLION)**

ANNUAL SPEND ON ONLINE CLASSIFIEDS



**\$21.05**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+4.5% (+\$900 MILLION)**

ANNUAL SPEND ON DIGITAL AUDIO ADS



statista

**\$10.14**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+14.1% (+\$1.3 BILLION)**

SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES\*



**63.6%**  
\$457.6 BILLION

Y-O-Y CHANGE IN SPEND  
**+3.5% (+214 BPS)**

SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA



statista

**28.8%**  
\$207.1 BILLION

Y-O-Y CHANGE IN SPEND  
**+9.3% (+\$18 BILLION)**

SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC



**80.7%**  
\$580.0 BILLION

Y-O-Y CHANGE IN SPEND  
**+10.7% (+\$56 BILLION)**

**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. **\*ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **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

CHINA	MOBILES: 75.8%	COMPUTERS: 24.2%
INDIA	MOBILES: 75.1%	COMPUTERS: 24.9%
BRAZIL	MOBILES: 67.0%	COMPUTERS: 33.0%
U.S.A.	MOBILES: 66.2%	COMPUTERS: 33.8%
COLOMBIA	MOBILES: 66.0%	COMPUTERS: 34.0%
SOUTH AFRICA	MOBILES: 65.7%	COMPUTERS: 34.3%
CHILE	MOBILES: 65.3%	COMPUTERS: 34.7%
TAIWAN	MOBILES: 63.7%	COMPUTERS: 36.3%
WORLDWIDE	MOBILES: 63.6%	COMPUTERS: 36.4%
INDONESIA	MOBILES: 62.1%	COMPUTERS: 37.9%
ARGENTINA	MOBILES: 60.4%	COMPUTERS: 39.6%
LITHUANIA	MOBILES: 59.7%	COMPUTERS: 40.3%
NIGERIA	MOBILES: 59.3%	COMPUTERS: 40.8%
THAILAND	MOBILES: 58.5%	COMPUTERS: 41.5%
AUSTRALIA	MOBILES: 57.9%	COMPUTERS: 42.1%
CROATIA	MOBILES: 57.3%	COMPUTERS: 42.7%
SLOVAKIA	MOBILES: 57.0%	COMPUTERS: 43.1%
CANADA	MOBILES: 55.8%	COMPUTERS: 44.2%
KENYA	MOBILES: 55.5%	COMPUTERS: 44.5%
VIETNAM	MOBILES: 55.0%	COMPUTERS: 45.0%
ITALY	MOBILES: 54.5%	COMPUTERS: 45.5%
SERBIA	MOBILES: 54.3%	COMPUTERS: 45.7%
SLOVENIA	MOBILES: 54.1%	COMPUTERS: 45.9%
MEXICO	MOBILES: 53.4%	COMPUTERS: 46.6%
TURKEY	MOBILES: 53.2%	COMPUTERS: 46.8%
SOUTH KOREA	MOBILES: 53.0%	COMPUTERS: 47.0%
SPAIN	MOBILES: 51.8%	COMPUTERS: 48.3%
GREECE	MOBILES: 51.4%	COMPUTERS: 48.6%
HONG KONG	MOBILES: 51.2%	COMPUTERS: 48.8%
PAKISTAN	MOBILES: 51.1%	COMPUTERS: 48.9%
JAPAN	MOBILES: 50.8%	COMPUTERS: 49.2%
IRELAND	MOBILES: 50.7%	COMPUTERS: 49.3%
PERU	MOBILES: 49.9%	COMPUTERS: 50.1%
SAUDI ARABIA	MOBILES: 49.8%	COMPUTERS: 50.2%
U.K.	MOBILES: 49.7%	COMPUTERS: 50.3%
BELGIUM	MOBILES: 49.7%	COMPUTERS: 50.4%
PHILIPPINES	MOBILES: 49.5%	COMPUTERS: 50.5%
ROMANIA	MOBILES: 49.2%	COMPUTERS: 50.8%
GERMANY	MOBILES: 49.2%	COMPUTERS: 50.8%
ISRAEL	MOBILES: 48.5%	COMPUTERS: 51.5%
SWEDEN	MOBILES: 47.9%	COMPUTERS: 52.1%
NETHERLANDS	MOBILES: 47.9%	COMPUTERS: 52.1%
NORWAY	MOBILES: 47.3%	COMPUTERS: 52.8%
MALAYSIA	MOBILES: 46.6%	COMPUTERS: 53.4%
DENMARK	MOBILES: 46.6%	COMPUTERS: 53.4%
U.A.E.	MOBILES: 46.0%	COMPUTERS: 54.0%
FRANCE	MOBILES: 45.6%	COMPUTERS: 54.4%
DOM. REP.	MOBILES: 45.3%	COMPUTERS: 54.7%
SINGAPORE	MOBILES: 44.9%	COMPUTERS: 55.1%
MOROCCO	MOBILES: 44.3%	COMPUTERS: 55.7%
GHANA	MOBILES: 44.2%	COMPUTERS: 55.8%
FINLAND	MOBILES: 43.3%	COMPUTERS: 56.7%
HUNGARY	MOBILES: 43.2%	COMPUTERS: 56.8%
PORTUGAL	MOBILES: 42.8%	COMPUTERS: 57.2%
RUSSIA	MOBILES: 42.7%	COMPUTERS: 57.3%
NEW ZEALAND	MOBILES: 42.4%	COMPUTERS: 57.6%
CZECHIA	MOBILES: 40.2%	COMPUTERS: 59.8%
EGYPT	MOBILES: 39.9%	COMPUTERS: 60.1%
SWITZERLAND	MOBILES: 39.8%	COMPUTERS: 60.2%
AUSTRIA	MOBILES: 39.7%	COMPUTERS: 60.3%
POLAND	MOBILES: 37.8%	COMPUTERS: 62.2%



JAN  
2024

# PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND ON  
PROGRAMMATIC  
ADVERTISING (USD)



statista

**\$580.0**  
BILLION

YEAR-ON-YEAR CHANGE  
IN PROGRAMMATIC  
ADVERTISING SPEND (USD)



we  
are  
social

**+10.7%**  
**+\$56 BILLION**

PROGRAMMATIC'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**80.7%**

YEAR-ON-YEAR CHANGE IN  
PROGRAMMATIC'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+0.1%**  
**+9 BPS**

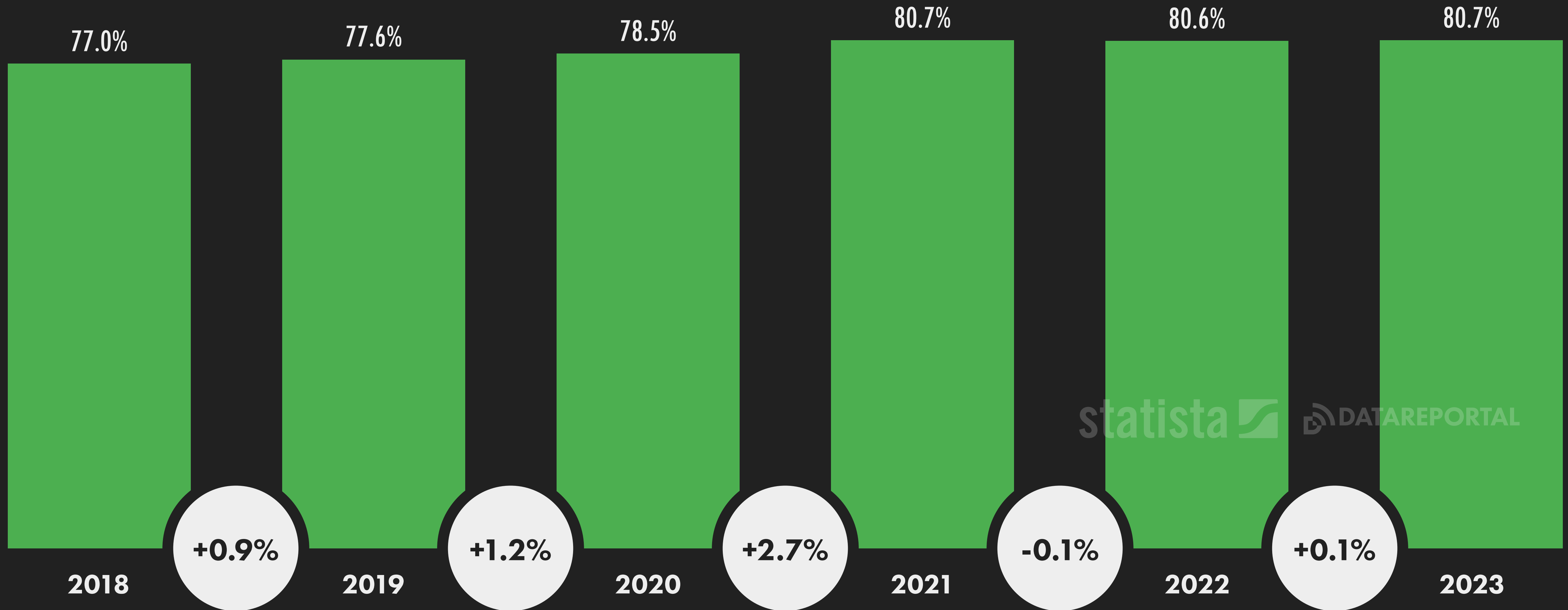
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2024

# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista

DATA REPORTAL

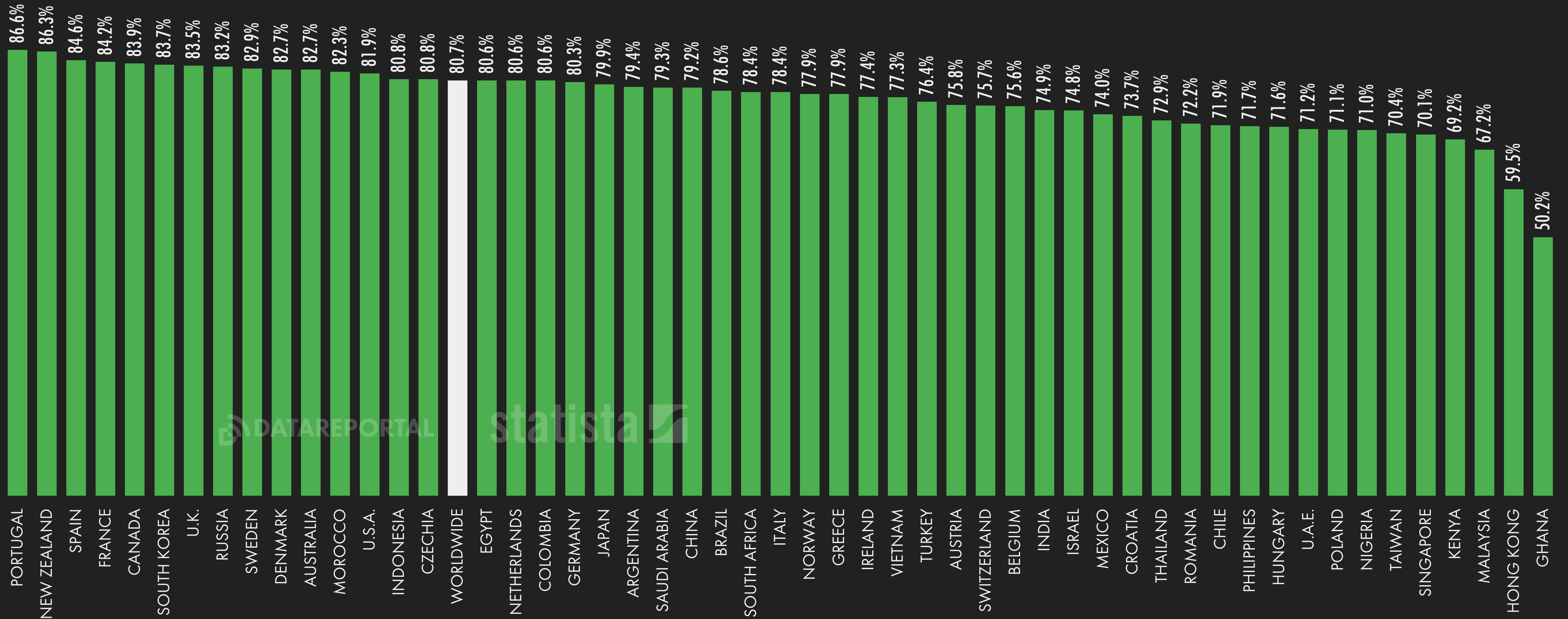
JAN  
2024

# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW





JAN  
2024

# 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

**\$314.5**  
BILLION

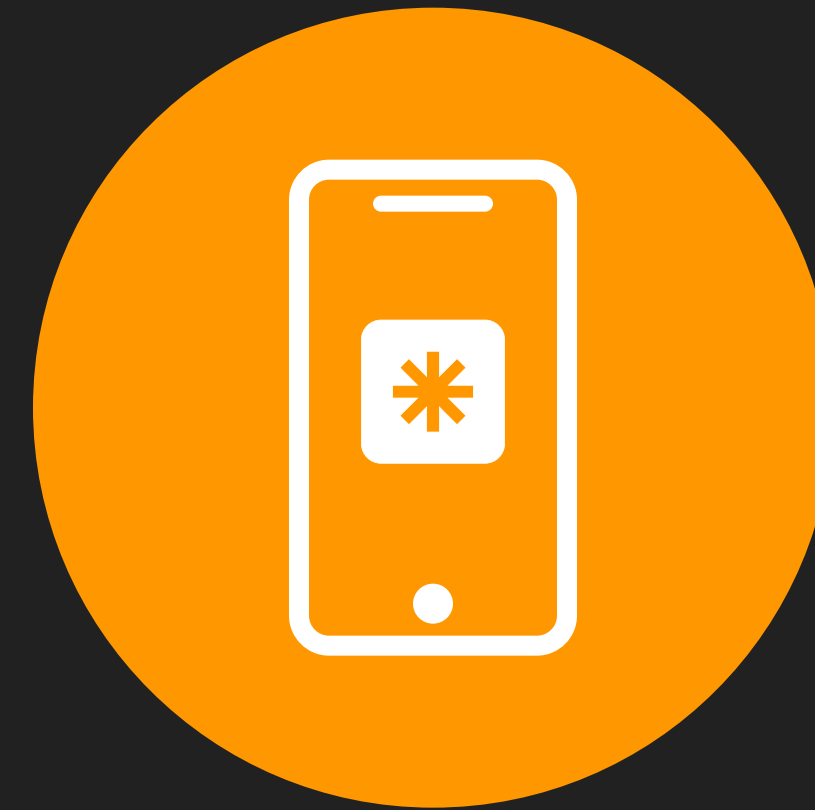
YEAR-ON-YEAR  
CHANGE IN IN-APP  
ADVERTISING SPEND (USD)



we  
are  
social

**+15.3%**  
**+\$42 BILLION**

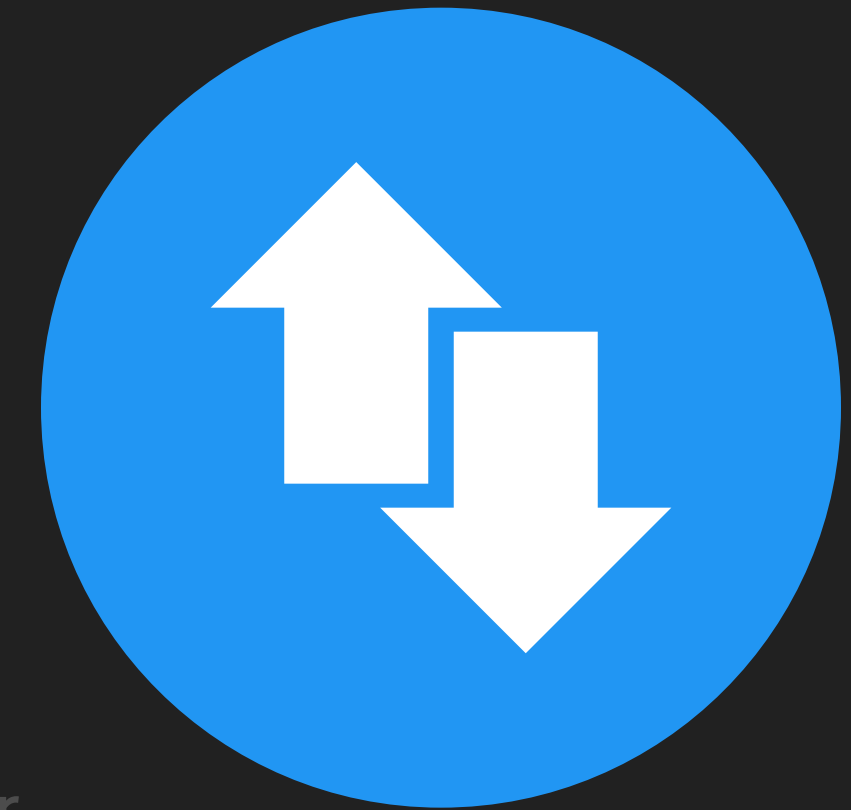
IN-APP ADVERTISING'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**43.7%**

YEAR-ON-YEAR CHANGE IN  
IN-APP ADVERTISING'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+4.3%**  
**+181 BPS**



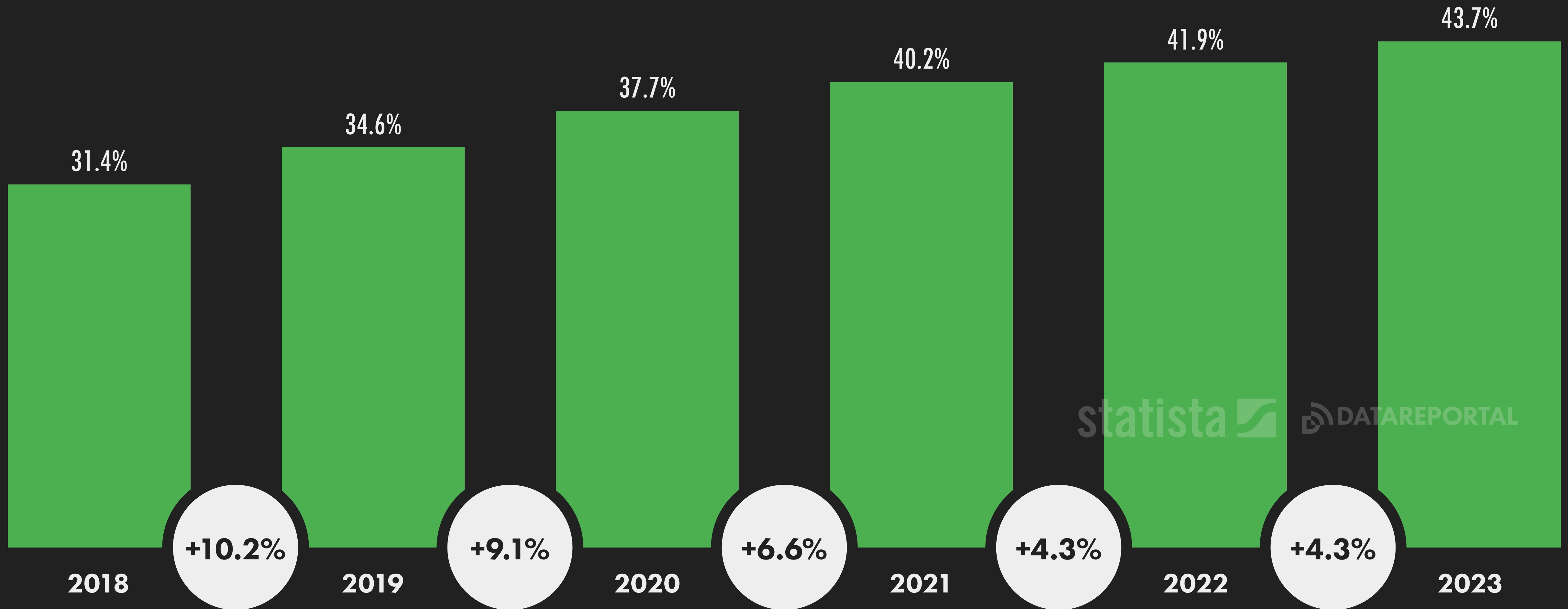
JAN  
2024

# SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



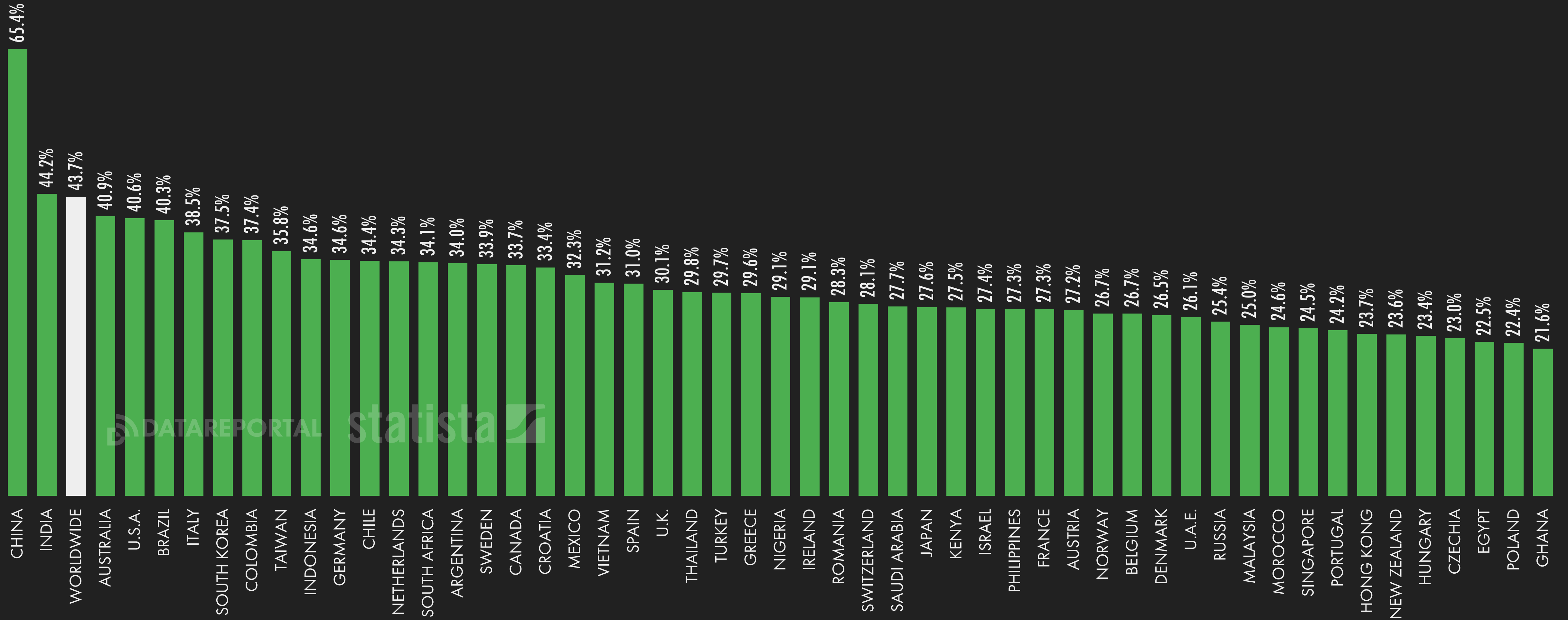
JAN  
2024

# SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



JAN  
2024

# 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

**\$279.3**  
BILLION

YEAR-ON-YEAR CHANGE  
IN ONLINE SEARCH  
ADVERTISING SPEND



Meltwater

**+11.0%**  
**+\$28 BILLION**

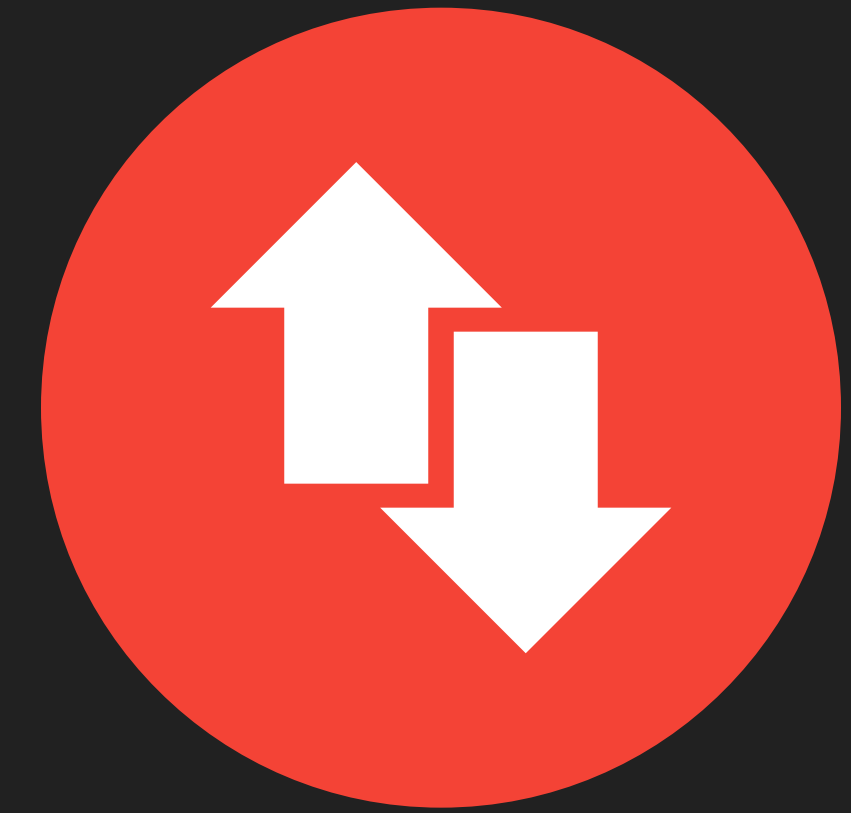
ONLINE SEARCH'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**38.8%**

YEAR-ON-YEAR CHANGE IN  
ONLINE SEARCH'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+0.4%**  
**+14 BPS**

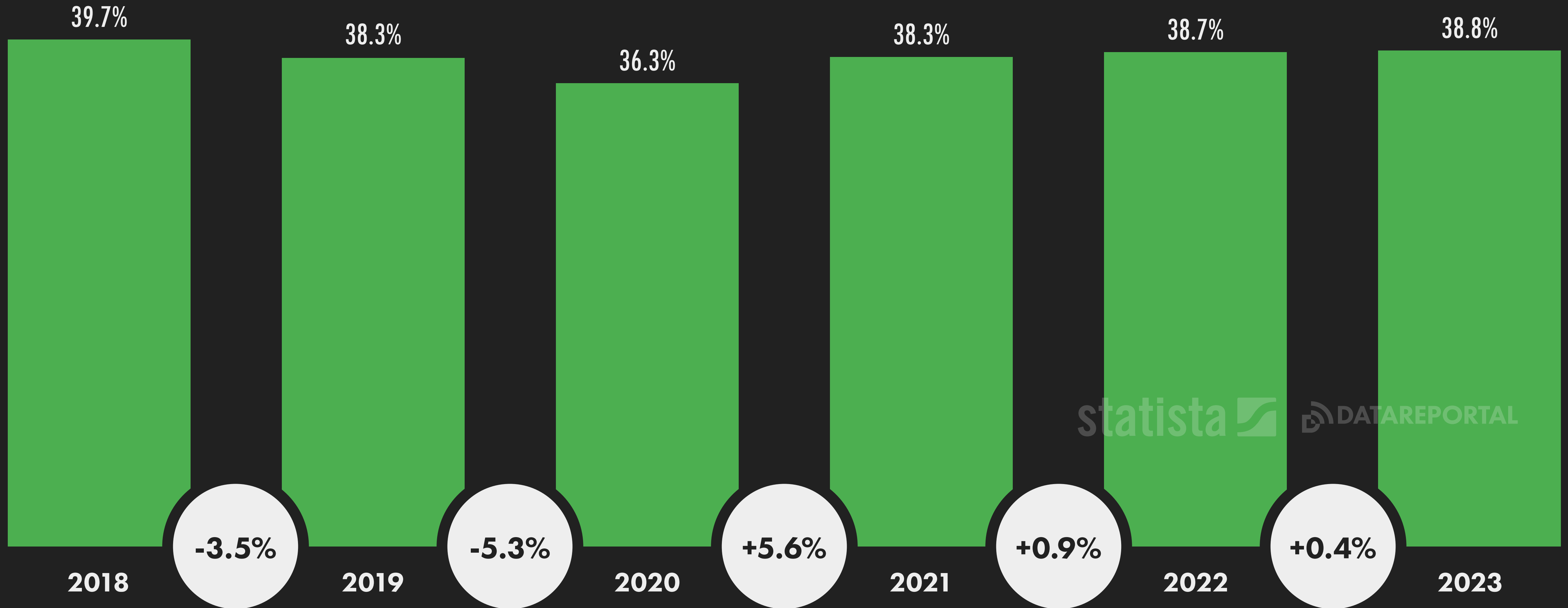
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2024

# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista | DATAREPORTAL

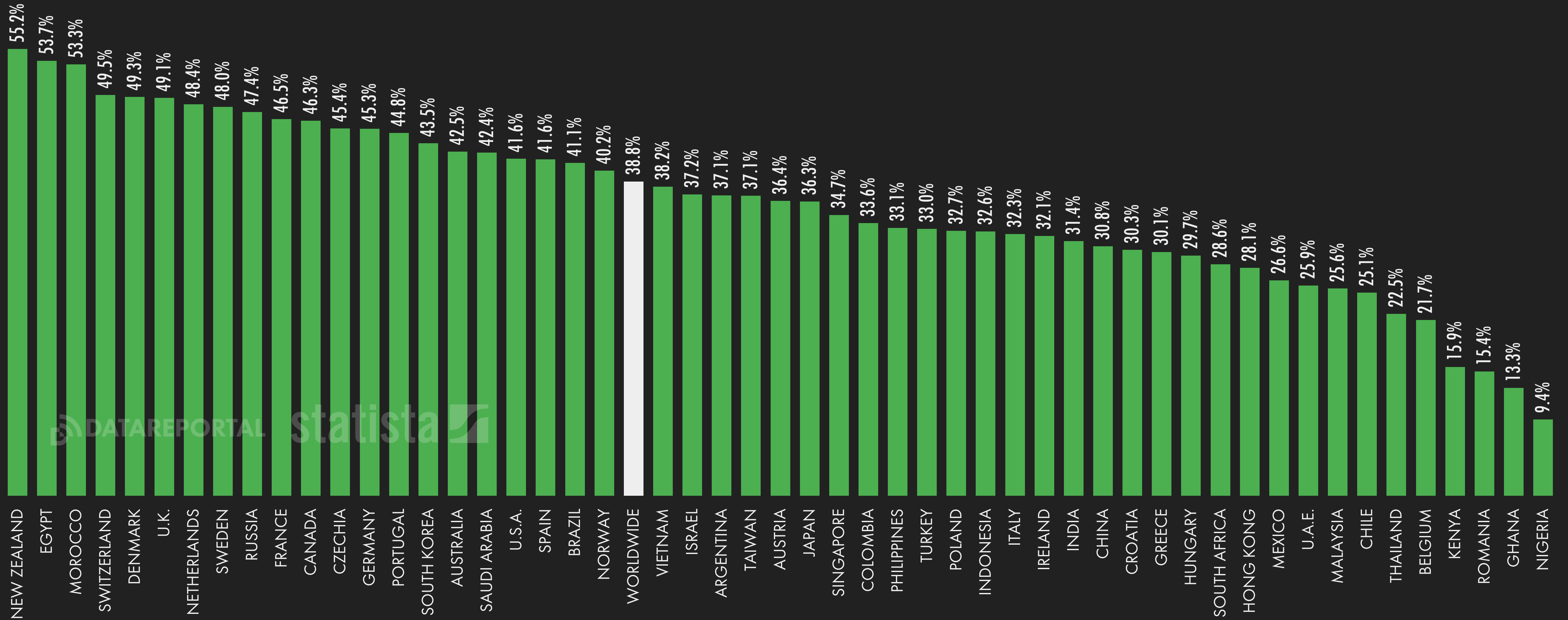
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2024

# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



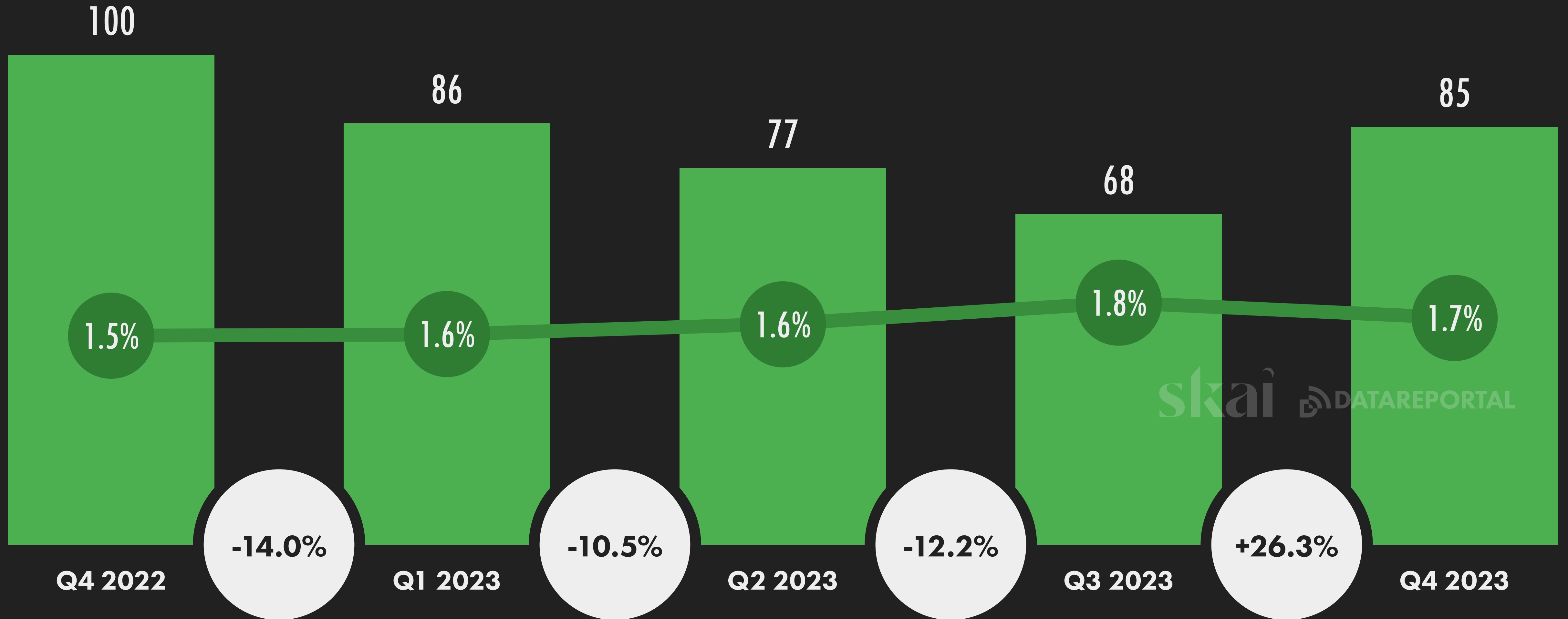
DATA REPORTAL Statista



JAN  
2024

# SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE **SEARCH** AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)

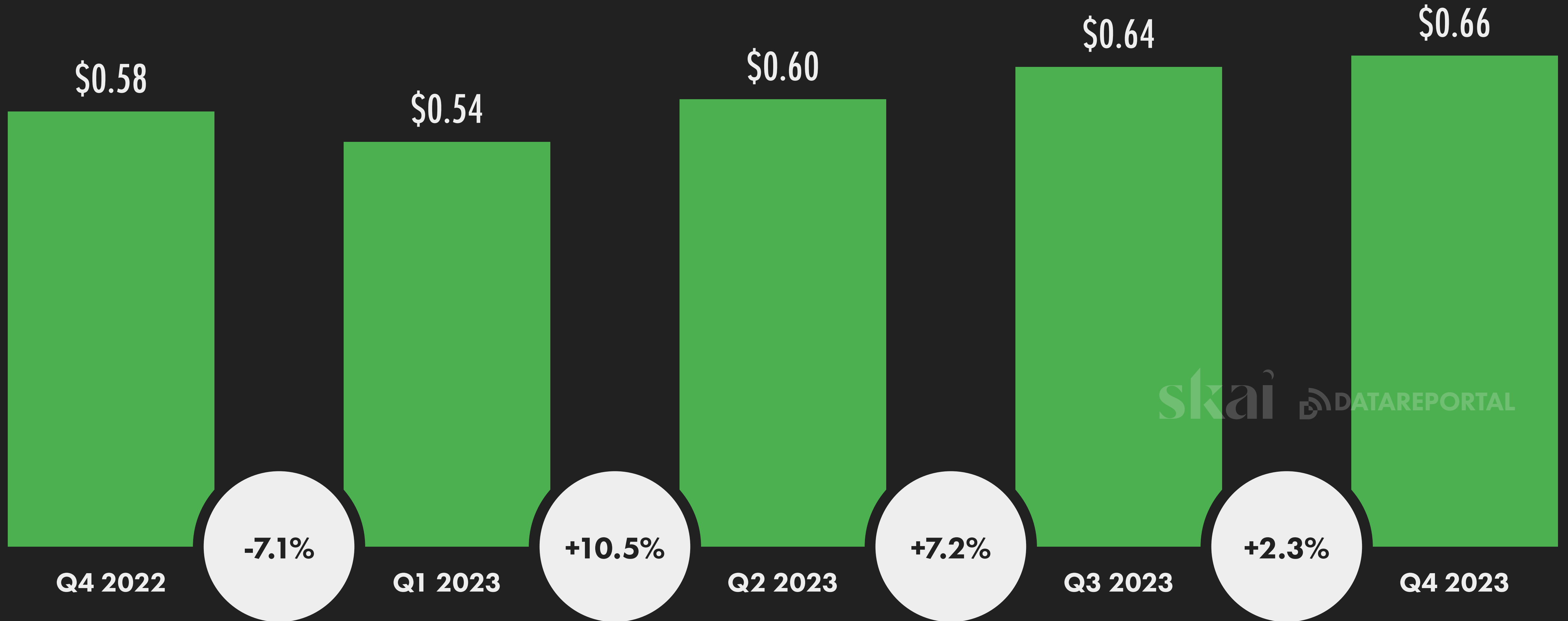


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. 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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2024

# SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)

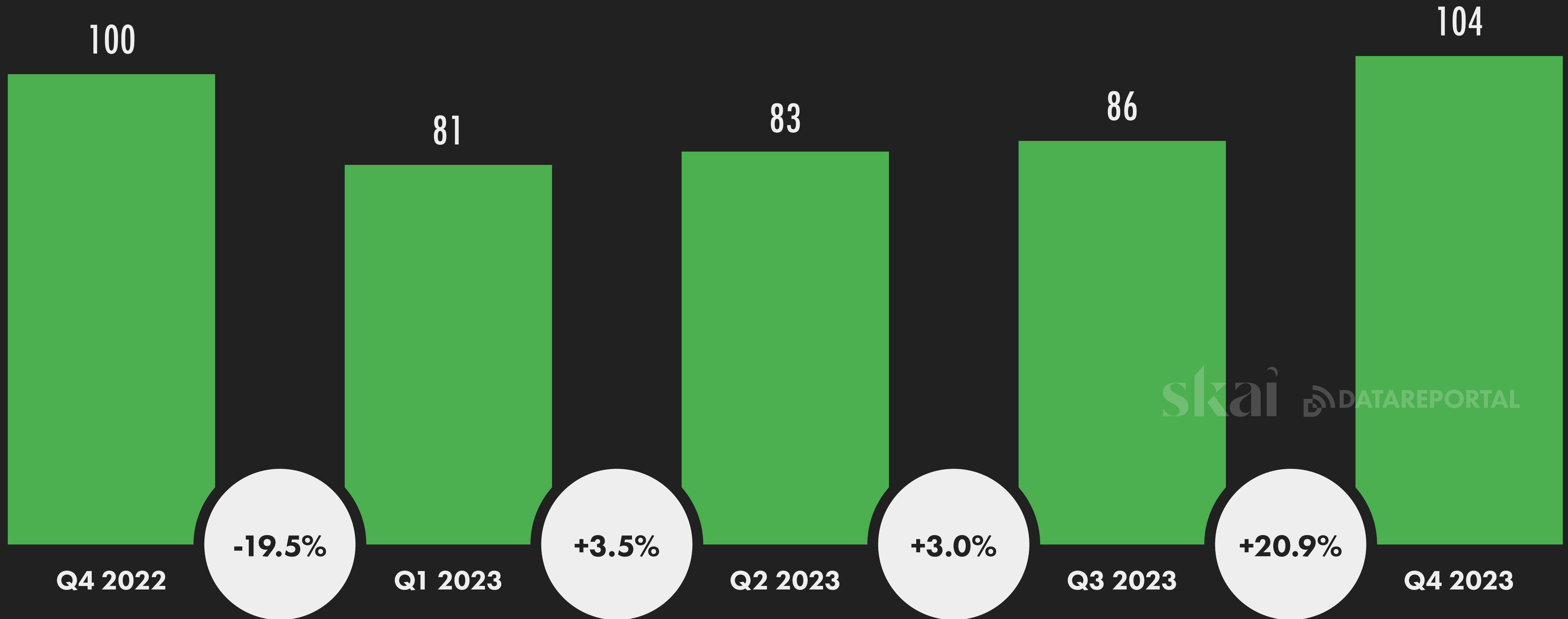


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS 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.

JAN  
2024

# 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

**\$207.1**  
BILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA  
ADVERTISING SPEND



Meltwater

**+9.3%**  
**+\$18 BILLION**

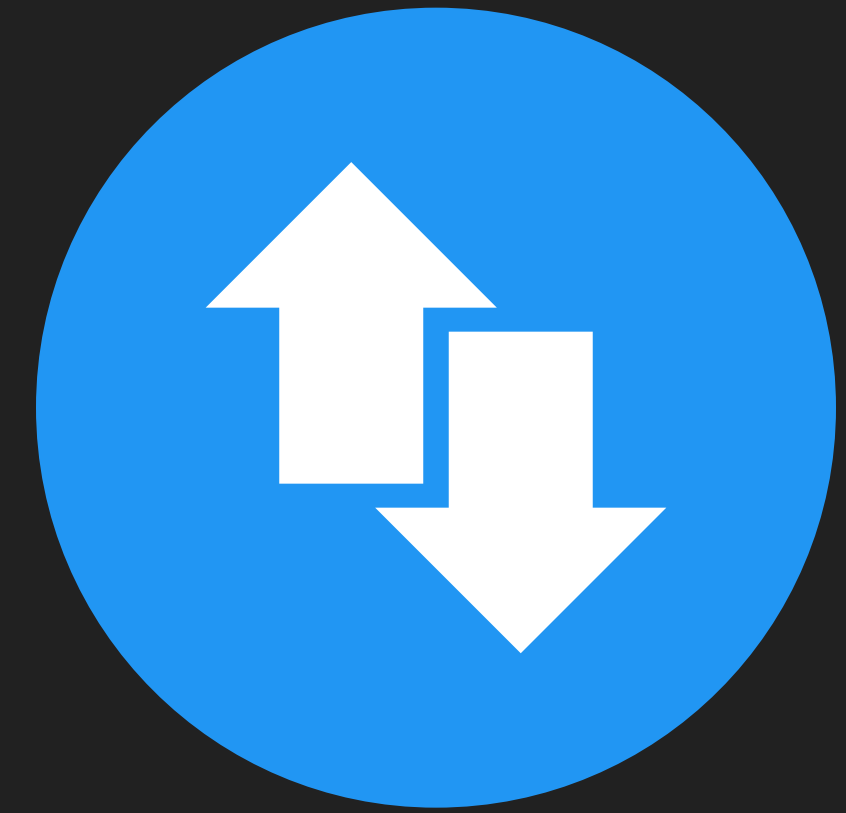
SOCIAL MEDIA'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**28.8%**

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA'S SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**-1.1%**  
**-33 BPS**

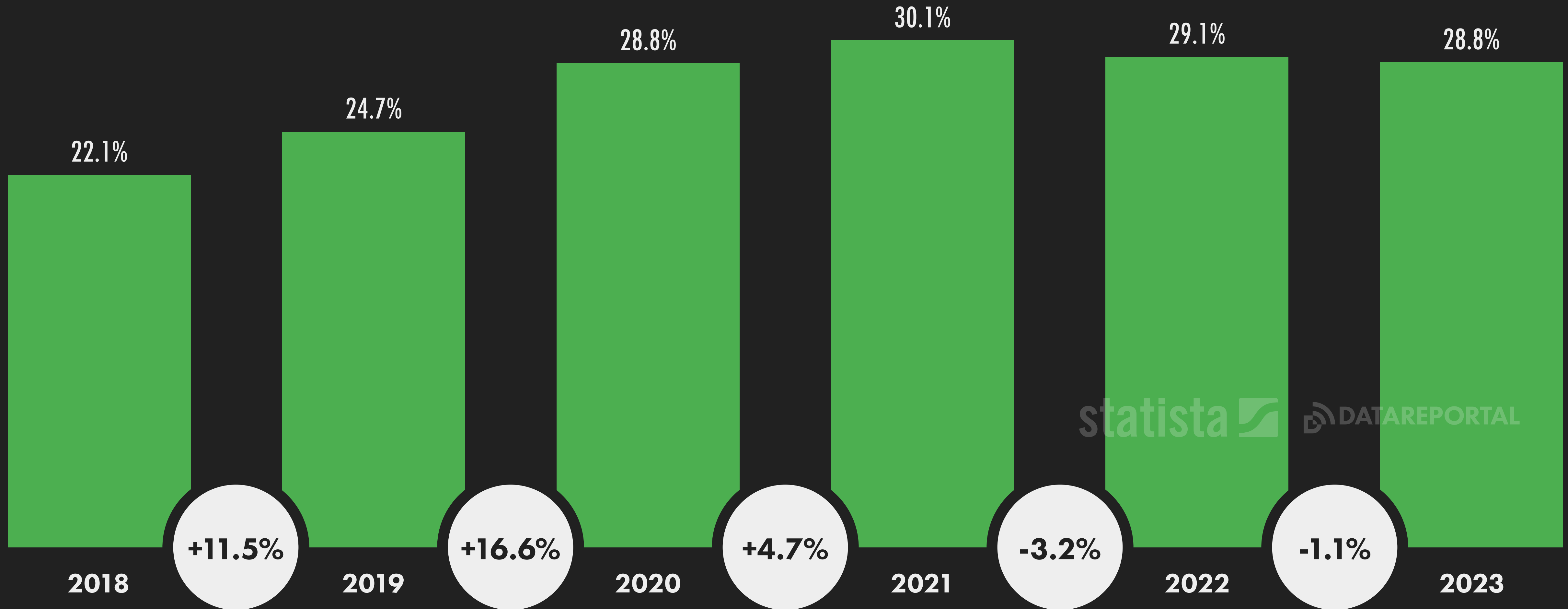
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# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW





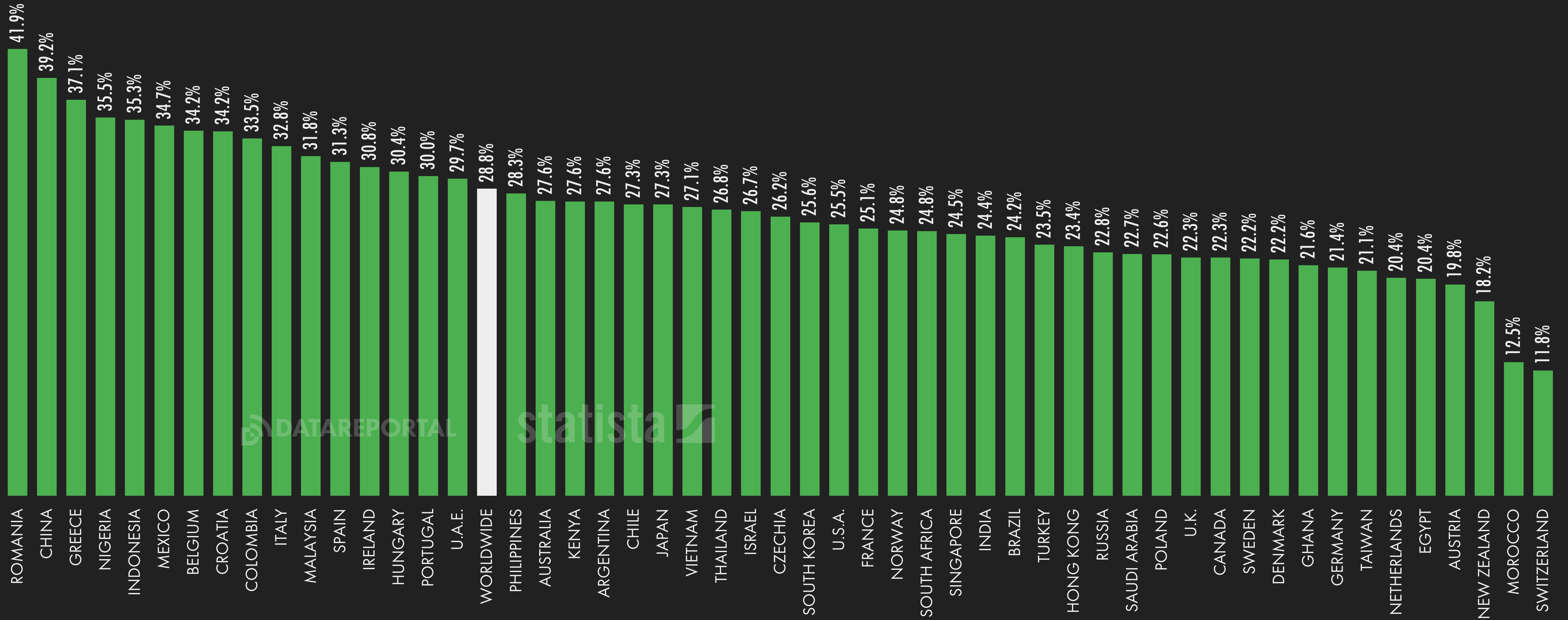
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2024

# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



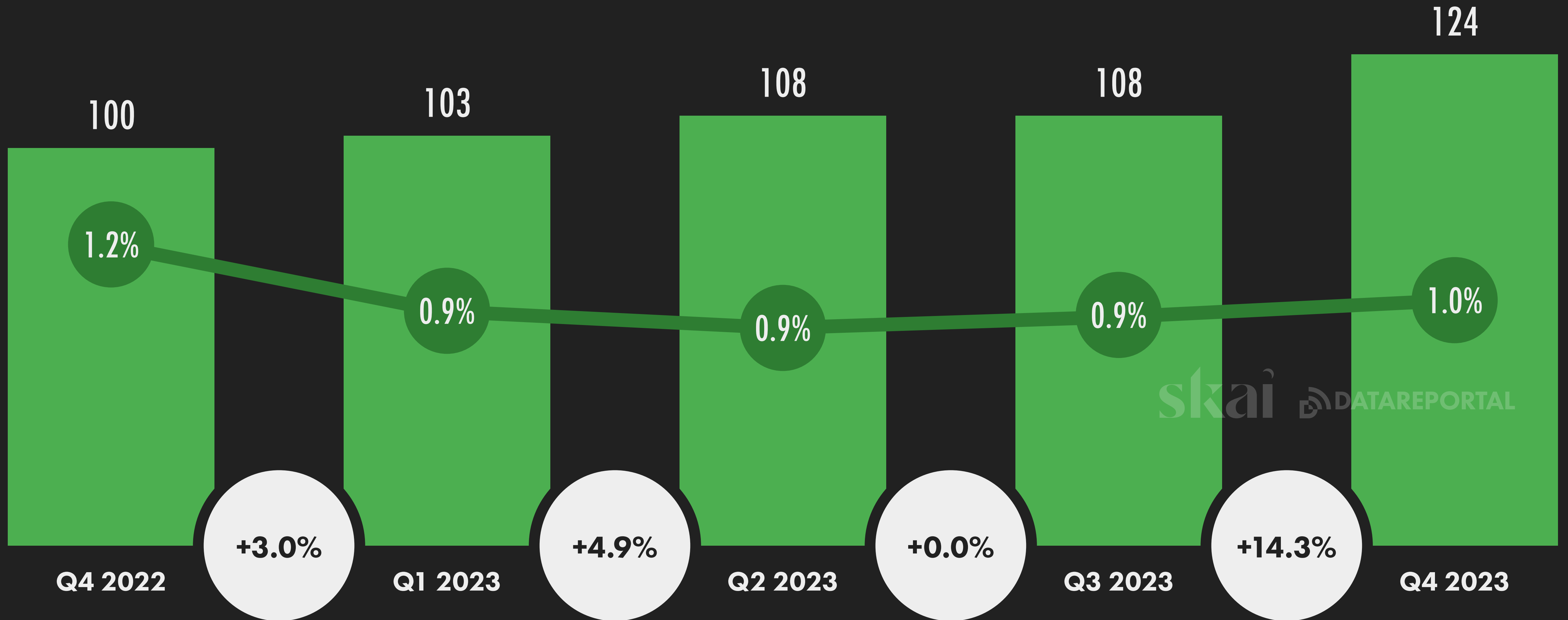
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2024

# SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



GLOBAL OVERVIEW



skai DATAREPORTAL

**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.

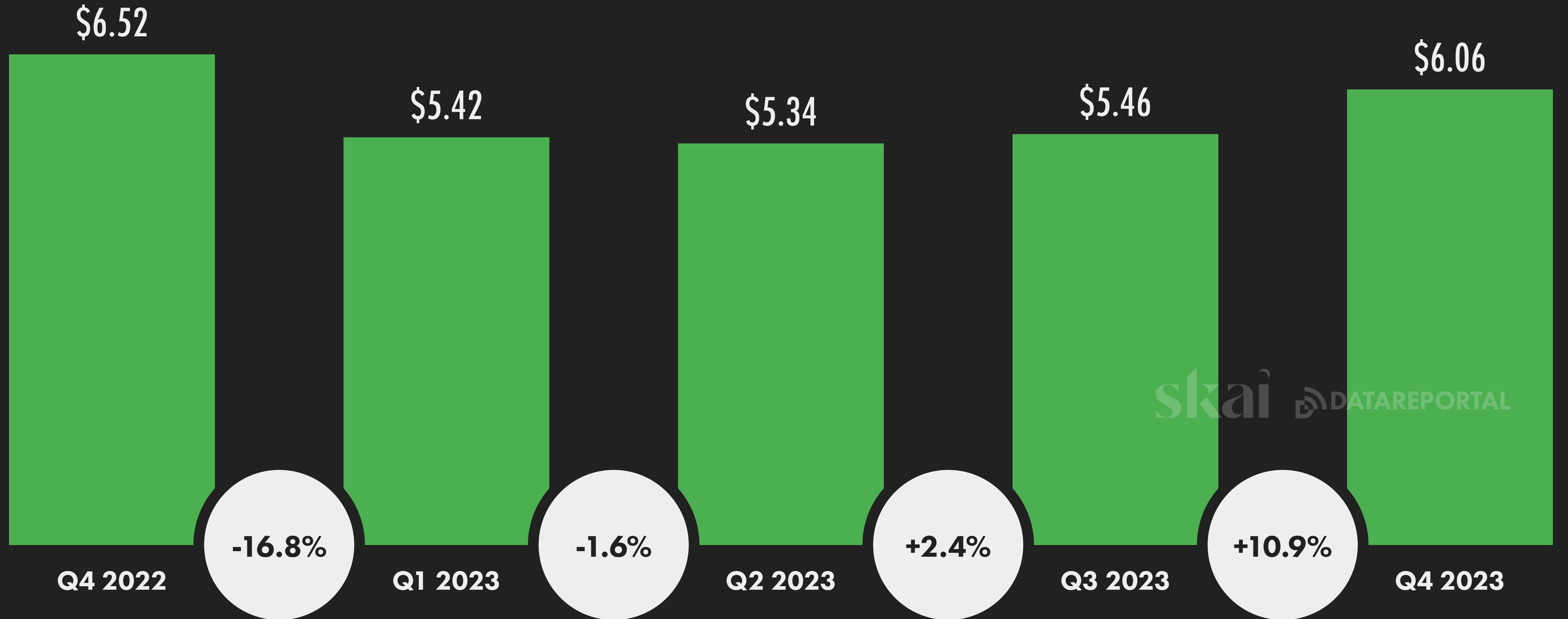
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2024

# SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)



GLOBAL OVERVIEW



skai DATAREPORTAL

**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.

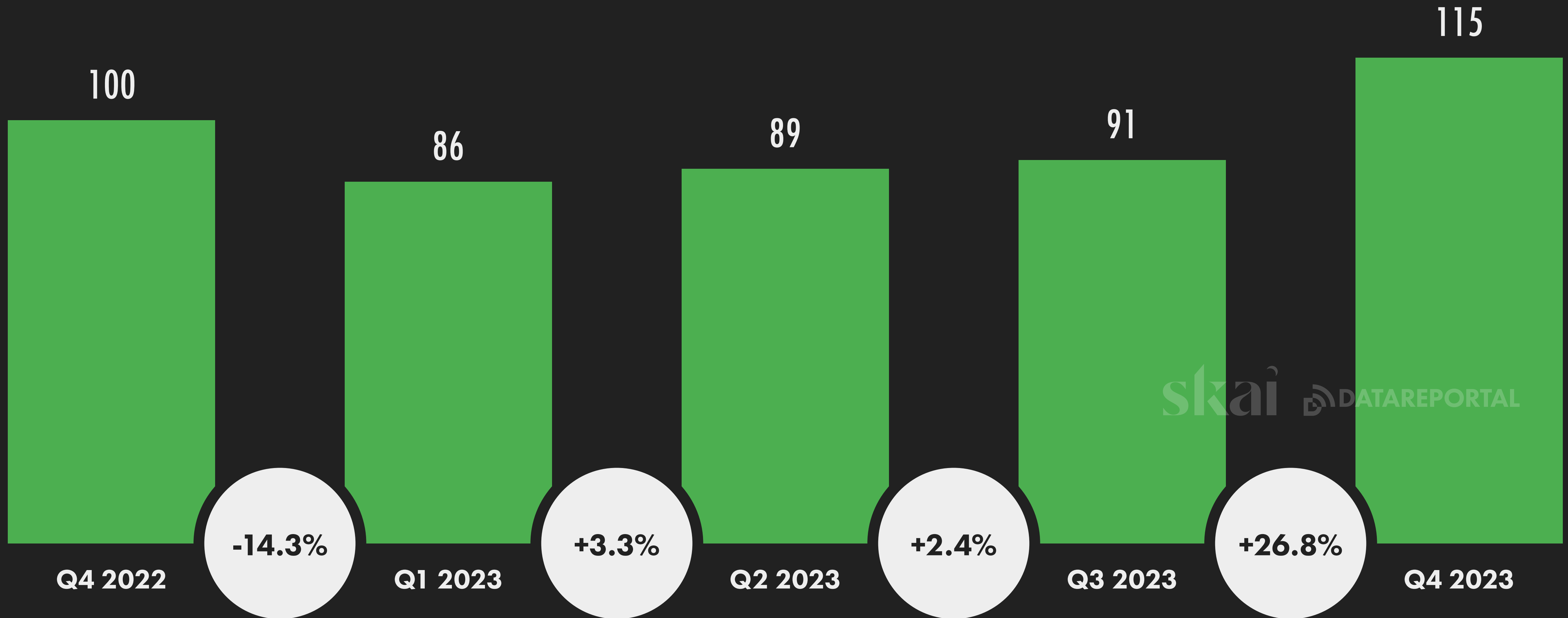
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2024

# SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



GLOBAL OVERVIEW



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.

JAN  
2024

# 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

**\$30.81**  
BILLION

YEAR-ON-YEAR  
CHANGE IN INFLUENCER  
ADVERTISING SPEND



Meltwater

**+17.0%**  
**+\$4.5 BILLION**

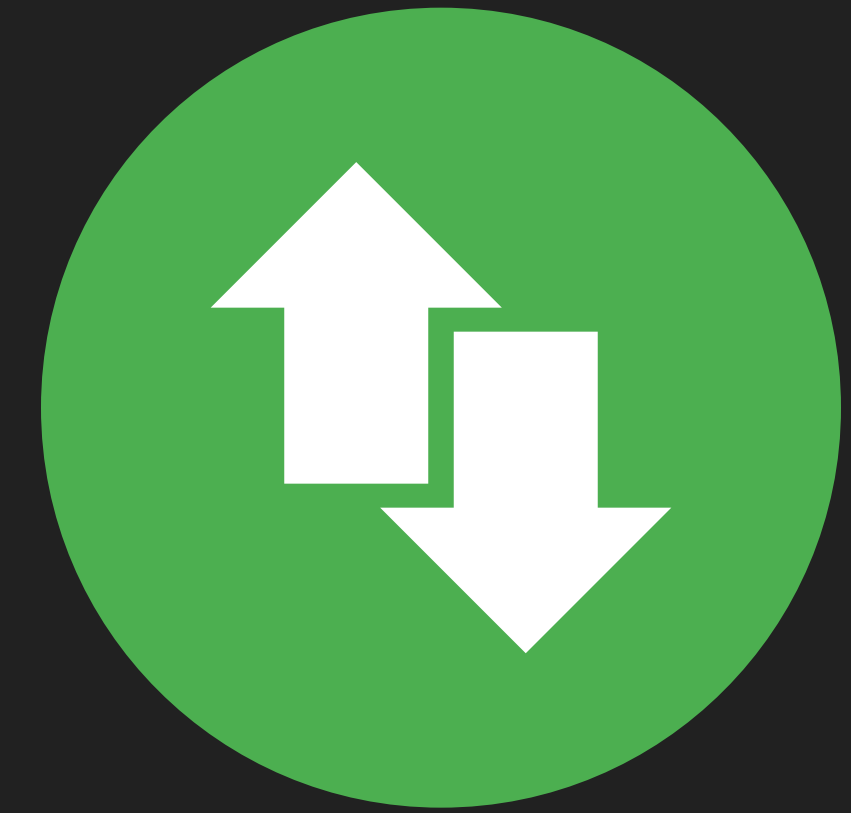
INFLUENCER ADVERTISING'S  
SHARE OF TOTAL  
DIGITAL AD SPEND



we  
are  
social

**4.3%**

YEAR-ON-YEAR CHANGE IN  
INFLUENCER ADVERTISING'S SHARE  
OF TOTAL DIGITAL AD SPEND



**+5.8%**  
**+23 BPS**



JAN  
2024

# CONNECTED CATS vs. DIGITAL DOGS

HOW THE AGE-OLD COMPETITION BETWEEN CATS AND DOGS IS PLAYING OUT ONLINE



GLOBAL OVERVIEW

WEB PAGES ABOUT DOGS



9.96  
BILLION

AVERAGE GOOGLE SEARCH VOLUME INDEX FOR DOG



90

ANNUAL VIEWS OF THE DOG PAGE ON WIKIPEDIA



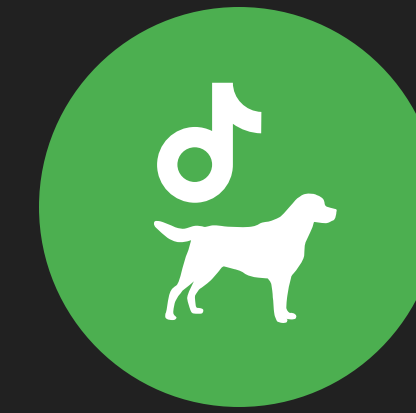
3.61  
MILLION

INSTAGRAM POSTS TAGGED WITH #DOG



375.7  
MILLION

VIEWS OF TIKTOK POSTS TAGGED WITH #DOG



575.0  
BILLION

NUMBER OF X (TWITTER) USERS INTERESTED IN DOGS



291.6  
MILLION

WEB PAGES ABOUT CATS



8.03  
BILLION

AVERAGE GOOGLE SEARCH VOLUME INDEX FOR CAT



50

ANNUAL VIEWS OF THE CAT PAGE ON WIKIPEDIA



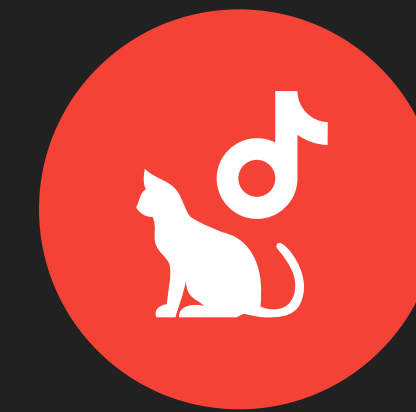
7.60  
MILLION

INSTAGRAM POSTS TAGGED WITH #CAT



290.1  
MILLION

VIEWS OF TIKTOK POSTS TAGGED WITH #CAT



502.1  
BILLION

NUMBER OF X (TWITTER) USERS INTERESTED IN CATS



49.2  
MILLION

**SOURCES:** GOOGLE.COM; GOOGLE TRENDS; WMCLOUD; INSTAGRAM; TIKTOK; TWITTER'S ADVERTISING RESOURCES. **NOTES:** WEB PAGES BASED ON NUMBER OF RESULTS FOR A GOOGLE SEARCH FOR EACH ANIMAL. GOOGLE TRENDS INDICES BASED ON WORLDWIDE SEARCHES FOR EACH ANIMAL THROUGHOUT 2023. WIKIPEDIA VIEWS REPRESENT VIEWS THROUGHOUT 2023 (ENGLISH LANGUAGE ONLY). INSTAGRAM BASED ON TOTAL NUMBER OF POSTS INCLUDING EACH RESPECTIVE HASHTAG. TIKTOK BASED ON ALL-TIME VIEWS OF TIKTOK POSTS INCLUDING EACH RESPECTIVE HASHTAG. X (TWITTER) INTEREST BASED ON TOTAL POTENTIAL AD REACH FOR USERS INTERESTED IN EACH ANIMAL, ACCORDING TO X'S OWN CLASSIFICATION. **PS:** GOOD DOG.



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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
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
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ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
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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.
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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
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## Social Media Management

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## Consumer Intelligence

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## Influencer Marketing

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**we  
are  
social**

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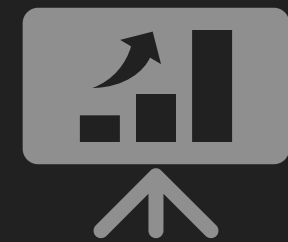
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brands

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markets

**GWI.**



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### What do we do?

- Comprehensive Data Platform
- Insightful Research
- Expert Analysis
- Bespoke Consulting
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- Spectrum Navigator Platform



### What topics do we cover?

Our research modules include the following:

- Mobile Operators & Networks
- IoT & Enterprise
- Digital Consumer
- Fixed, TV & Convergence
- Spectrum

From automation and gaming, to sustainability, private wireless, and regional trends, our team have expertise in all parts of the wider mobile ecosystem.

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Actively working with the **1,100+** GSMA members, serving the wider mobile ecosystem:



Mobile Network Operators



Regulatory Bodies



Government Departments



Financial Corporations



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Technology Companies



Consulting Businesses

GSMA  
**Intelligence**

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# 7/10

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# 50

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**FORECASTED UP TO**

# 2030

allowing you to identify, understand and enhance your business strategies





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**1B+**

Websites



**8M**

Apps



**190**

Countries



**210**

Industries



**5B**

Search Terms



**250M+**

E-commerce  
Product SKUs



**10B**

Content Pages



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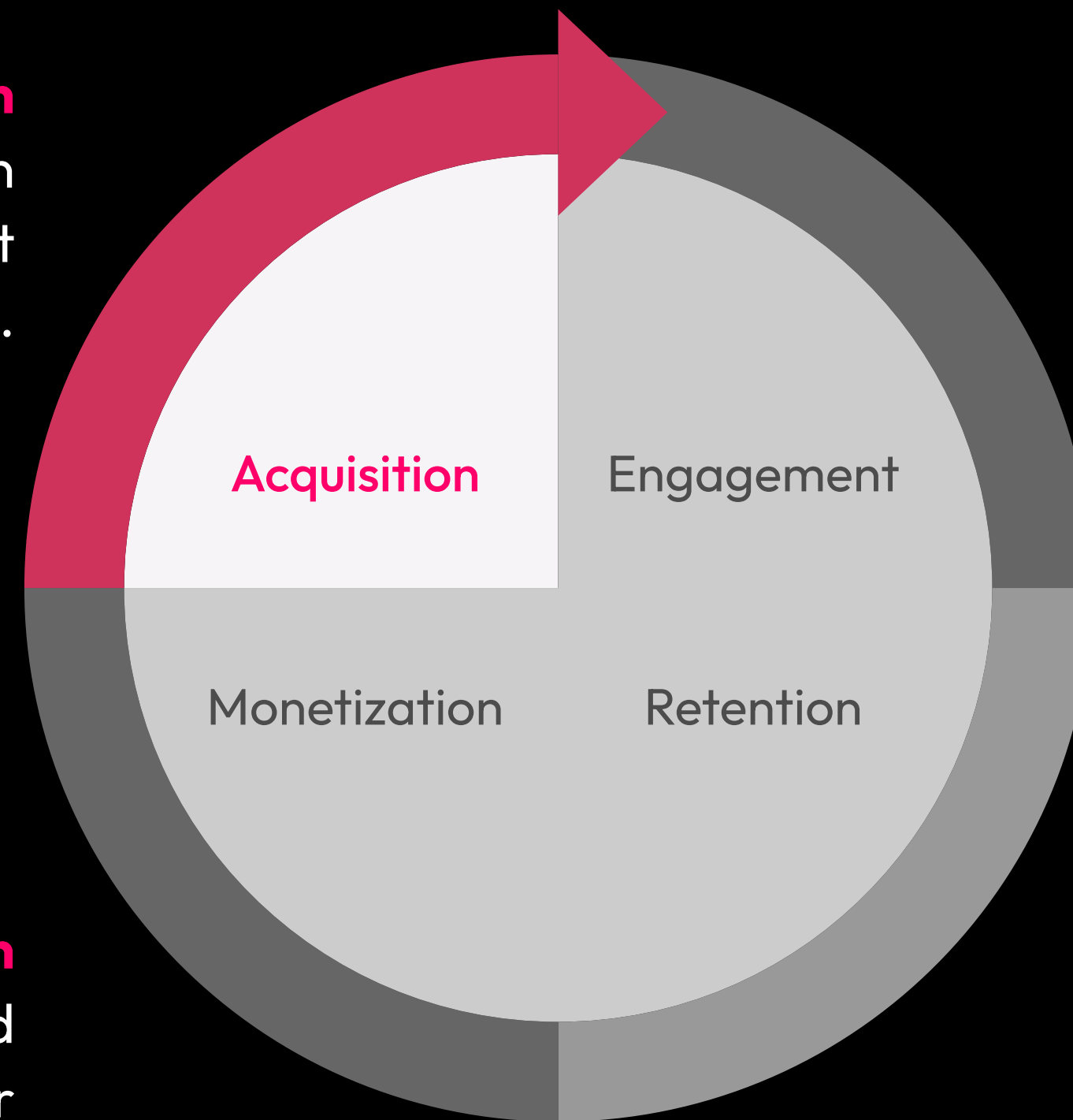
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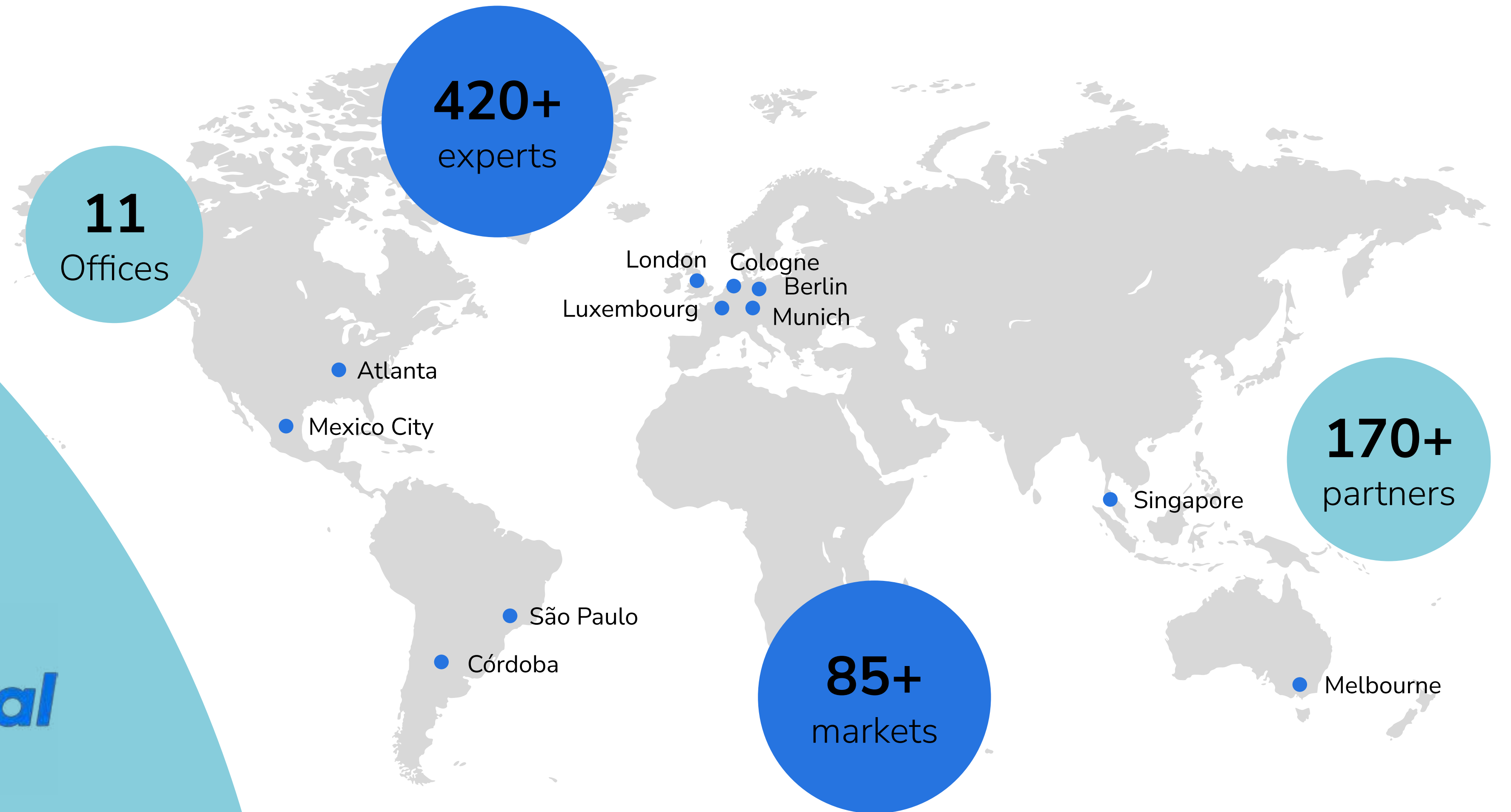


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# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

**Note:** This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).

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