



# DIGITAL 2021

## GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE  
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

we  
are  
social



**we  
are  
social**



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# DIGITAL IN 2021: BUSINESS AS UNUSUAL

It's unlikely that 2020 will go down as a 'good' year in the record books, but it was certainly an interesting year in digital.

Many people connected to the internet for the first time as they adapted to the challenges of COVID-19, while existing users embraced new digital tools and rediscovered old favourites.

As a result, many of the indicators in our Global Digital Reports have seen remarkable levels of growth over the past 12 months.

Social media delivered some of the most impressive numbers, with users increasing by more than 13 percent since our 2020 reports. Almost half a billion users joined social media in the past year, taking the global total to 4.2 billion in early 2021.

Growth hasn't just been about user numbers, though. The world's mobile users now spend more

time on their phones than they do watching television, clearly positioning the smartphone as today's 'first screen'.

Ecommerce is another area that saw rapid growth in 2020, with many people moving their shopping online to mitigate the health risks associated with COVID-19.

However, research suggests that the new ecommerce habits people adopted during lockdown will last well beyond the pandemic.

More than three-quarters of the world's internet users say that they buy something online each month, with the value of these purchases adding up to trillions of dollars in ecommerce revenue in 2020 alone.

The ways in which people discover new brands and decide what to buy are evolving though, with 7 in 10 internet users saying that they now go beyond search engines

when they're looking for information about products and services to buy.

Meanwhile, internet connection speeds have accelerated to meet the world's growing digital demands, with the average mobile connection now almost 50 percent faster than it was this time last year.

The demographics of digital audiences have also evolved. Users over the age of 65 accounted for Facebook's fastest growing audience over the past 12 months, while women aged 55 to 64 are now more likely to make online purchases than men aged 16 to 24.

However, 3.2 billion people around the world still don't use the internet, and women in developing nations are still under-represented online.

Various aspects of digital have also become more politicised over the past year; we've seen total internet blocks in some countries,

while others have opted for more targeted platform restrictions.

Issues relating to individual privacy and political sovereignty will likely add to the complexities of the ongoing coronavirus pandemic in 2021, resulting in another year of change, uncertainty, and disruption.

However, with ever more people relying on connected tech to help them manage almost every aspect of daily life, 2021 may bring as many opportunities as it does challenges.

I hope that these reports help you prepare equally well for both, and that 2021 goes down as a much better year in the record books.

SIMON KEMP  
CEO, KEPIOS  
REPORT AUTHOR





# DIGITAL 2021

## LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2021 **LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

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

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



## IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



# GLOBAL OVERVIEW

JAN  
2021

# DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



**7.83**  
BILLION

URBANISATION:

**56.4%**



UNIQUE MOBILE  
PHONE USERS



**5.22**  
BILLION

vs. POPULATION:

**66.6%**

we  
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INTERNET  
USERS\*



**4.66**  
BILLION

vs. POPULATION:

**59.5%**



ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
BILLION

vs. POPULATION:

**53.6%**



JAN  
2021

# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



we  
are  
social

**+1.0%**

JAN 2021 vs. JAN 2020

**+81 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+1.8%**

JAN 2021 vs. JAN 2020

**+93 MILLION**

INTERNET  
USERS\*



**+7.3%**

JAN 2021 vs. JAN 2020

**+316 MILLION**

ACTIVE SOCIAL  
MEDIA USERS\*



**+13.2%**

JAN 2021 vs. JAN 2020

**+490 MILLION**

# HOOTSUITE'S PERSPECTIVE: DIGITAL TRENDS

## THREE WAYS TO PAVE A NEW PATH TO GROWTH ONLINE IN 2021



### BURST YOUR OWN BUBBLE

People aged 65+ are the fastest growing audience on Facebook. Politicians are going live on Twitch while gaming. A viral TikTok helped a 90-year-old cranberry juice company transform its brand overnight. Challenge your preconceived notions about digital consumption, creation, and communities to open up new opportunities for growth in 2021.



### STAND OUT WITH PURPOSE

In 2021, more consumers will turn to digital channels to discover products. But without retail, events, and other in-person experiences, it's harder than ever to differentiate. Purpose-driven initiatives make a difference—more than a quarter of consumers have bought a brand for the first time because of the company's values. But simply creating the veneer of purpose on social media is a recipe for disaster. True purpose must be driven from the top.



### MOVE WITH CUSTOMER DEMAND

At the onset of the pandemic, analyzing real-time conversations on social helped brands pivot their offering based on changing customer needs. These deep customer insights, and the ability to quickly adapt in response, will remain a critical competitive advantage in 2021 at a time when public opinion changes so quickly.

# WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2021

## SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES



### THE SIMPLE LIFE

The internet has become highly individualistic and politicised, which, is leaving people rethinking the role digital plays in their lives. They're investing more time in life's simple joys – the calm of being in nature or the comfort of feeling part of a local community – and shifting the way they engage with their feeds, to complement and nurture these priorities.

**In 2021, brands will focus on the importance and appreciation of the little things, not just the big things**



### IN-FEED INTIMACY

Recent years have seen rising anxieties around the damaging impact social can play on offline relationships. But as people reconnect with the original purpose of social – to feel connected to loved ones and like-minded others – some of these are beginning to fall away. Magnified by necessity during lockdowns, people are getting comfortable with humanising their digital communications, seeking out higher quality connections online.

**In 2021, brands will humanise their customer experience online through intimate in-feed formats**



### POP METAVERSES

Pop culture has always been about bringing societies and communities together. But today, pop is playing an even greater role. In a multi-platform, socially distanced and increasingly fragmented media landscape, people are engaging with shared musical experiences as a way to connect and have fun in virtual and digital spaces.

**In 2021, brands will get more comfortable with cross-channel experiences, using accessible media as a bridge between channels**



# POPULATION ESSENTIALS

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2021

# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL  
POPULATION



7.83  
BILLION

we  
are  
social

FEMALE  
POPULATION



49.6%



MALE  
POPULATION



50.4%



ANNUAL CHANGE  
IN TOTAL POPULATION



+1.0%



MEDIAN  
AGE



31.0

URBAN  
POPULATION



56.4%



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



60.2



OVERALL LITERACY  
(ADULTS AGED 15+)



86.5%



FEMALE LITERACY  
(ADULTS AGED 15+)



83.0%

we  
are  
social

MALE LITERACY  
(ADULTS AGED 15+)



89.9%

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# POPULATION BY REGION

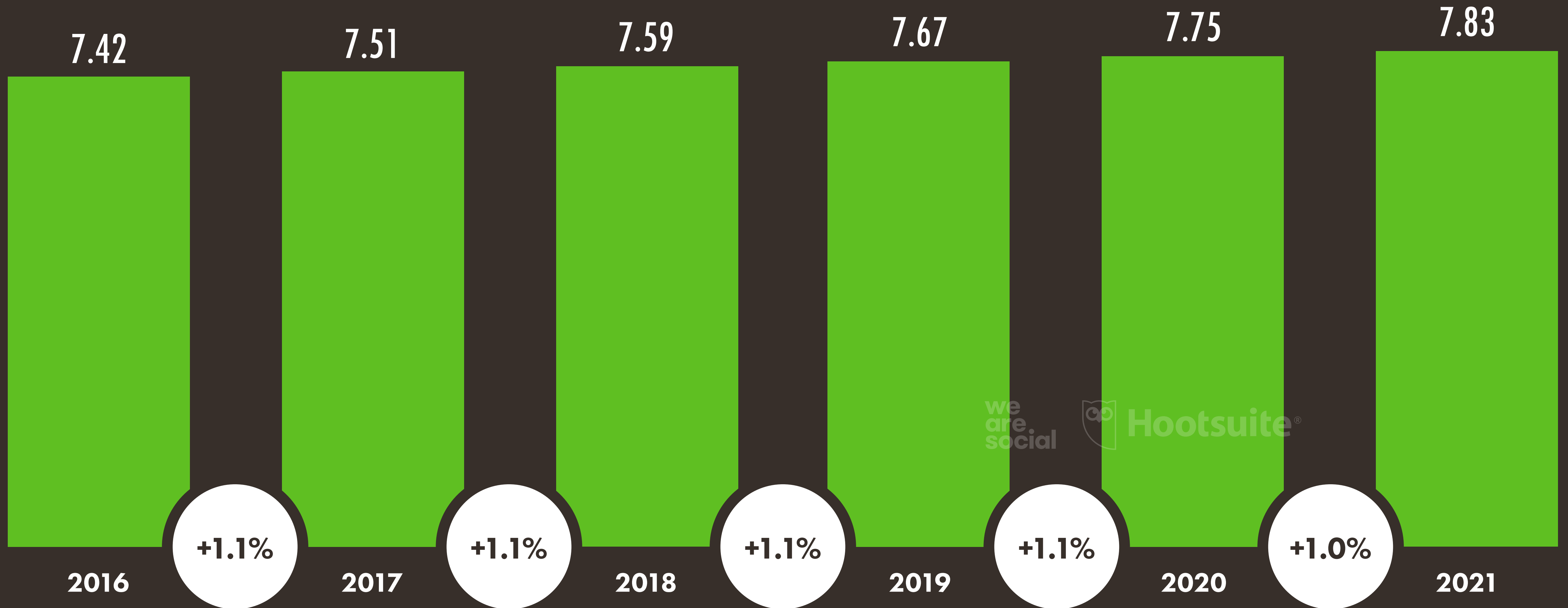
THE TOTAL NUMBER OF PEOPLE LIVING IN EACH REGION, IN MILLIONS



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# THE GLOBAL POPULATION OVER TIME

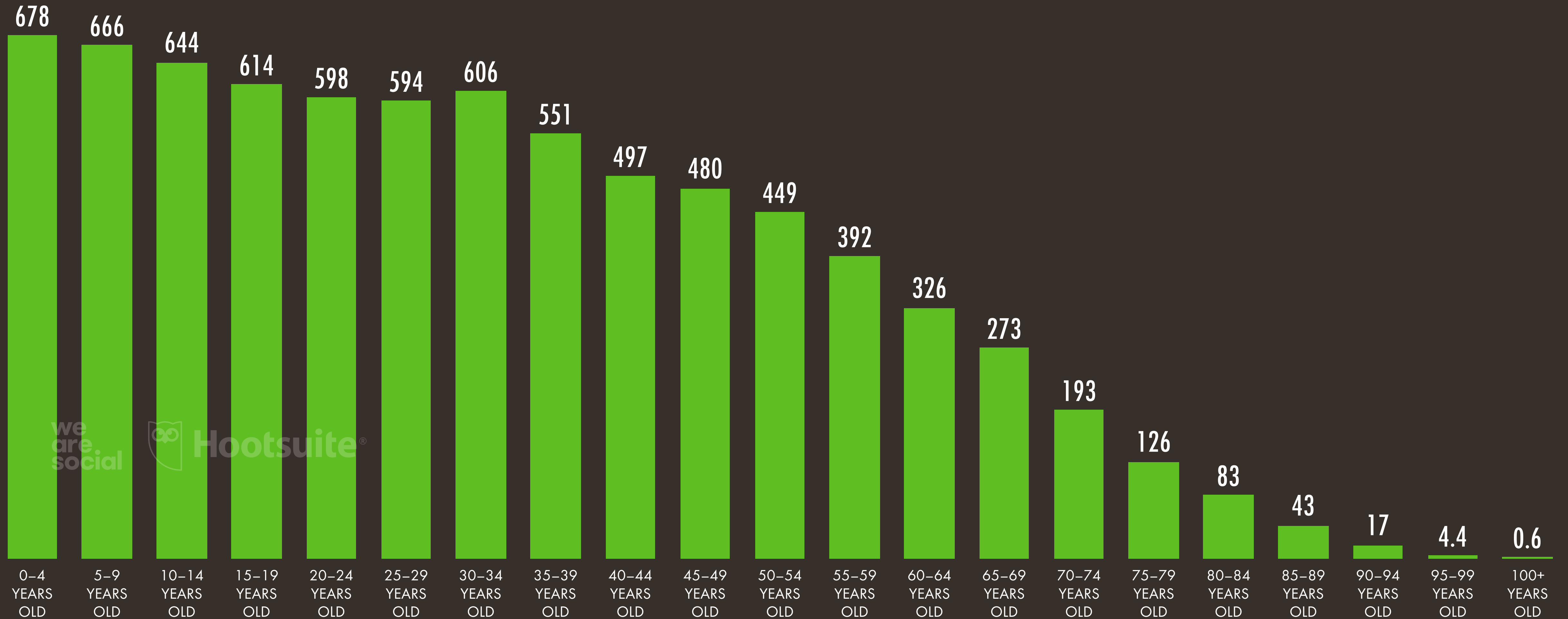
THE GLOBAL POPULATION BY YEAR (IN BILLIONS), WITH YEAR-ON-YEAR CHANGE



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# AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE WORLD'S POPULATION BY FIVE-YEAR AGE GROUP (IN MILLIONS)



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are  
social

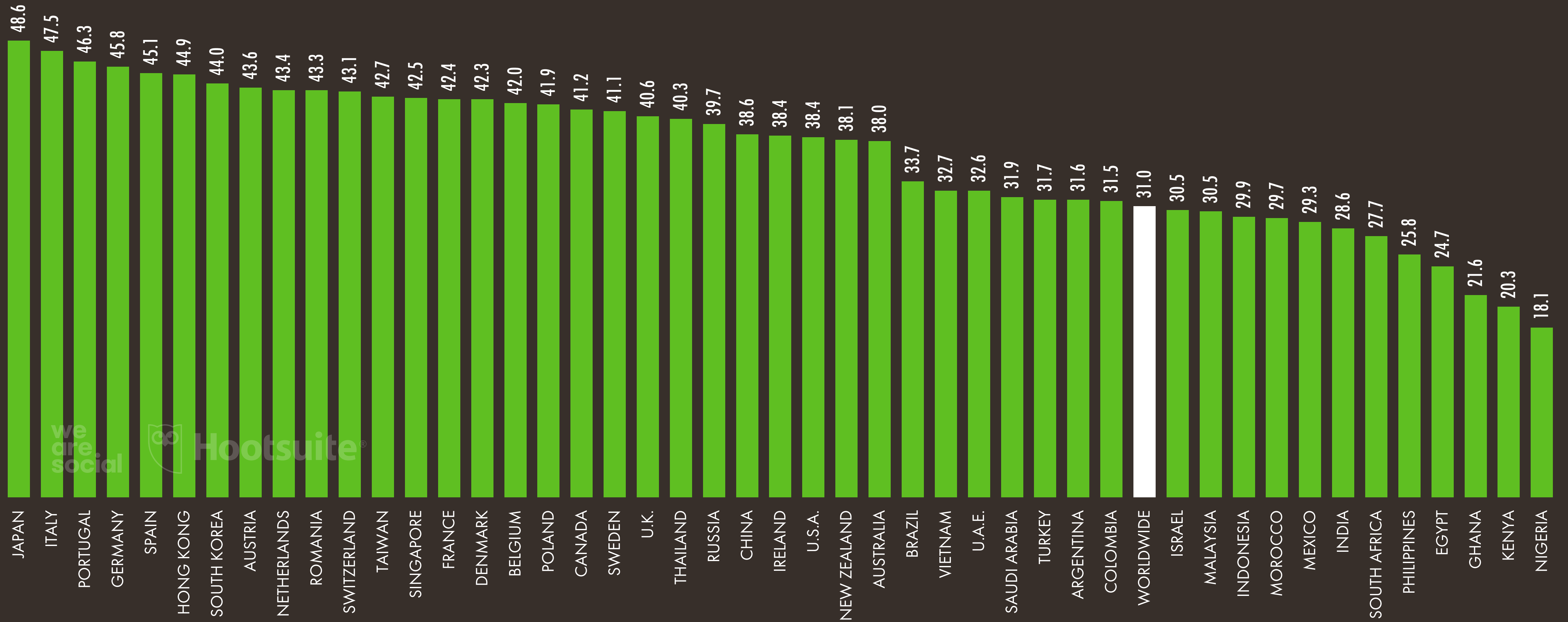
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# MEDIAN AGE BY COUNTRY

THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE ABOVE AND BELOW THAT AGE IN EACH COUNTRY OR REGION





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# LITERACY RATES BY REGION AND GENDER

PERCENTAGE OF EACH REGION'S POPULATION AGED 15+ THAT CAN READ AND WRITE, DETAILED BY GENDER

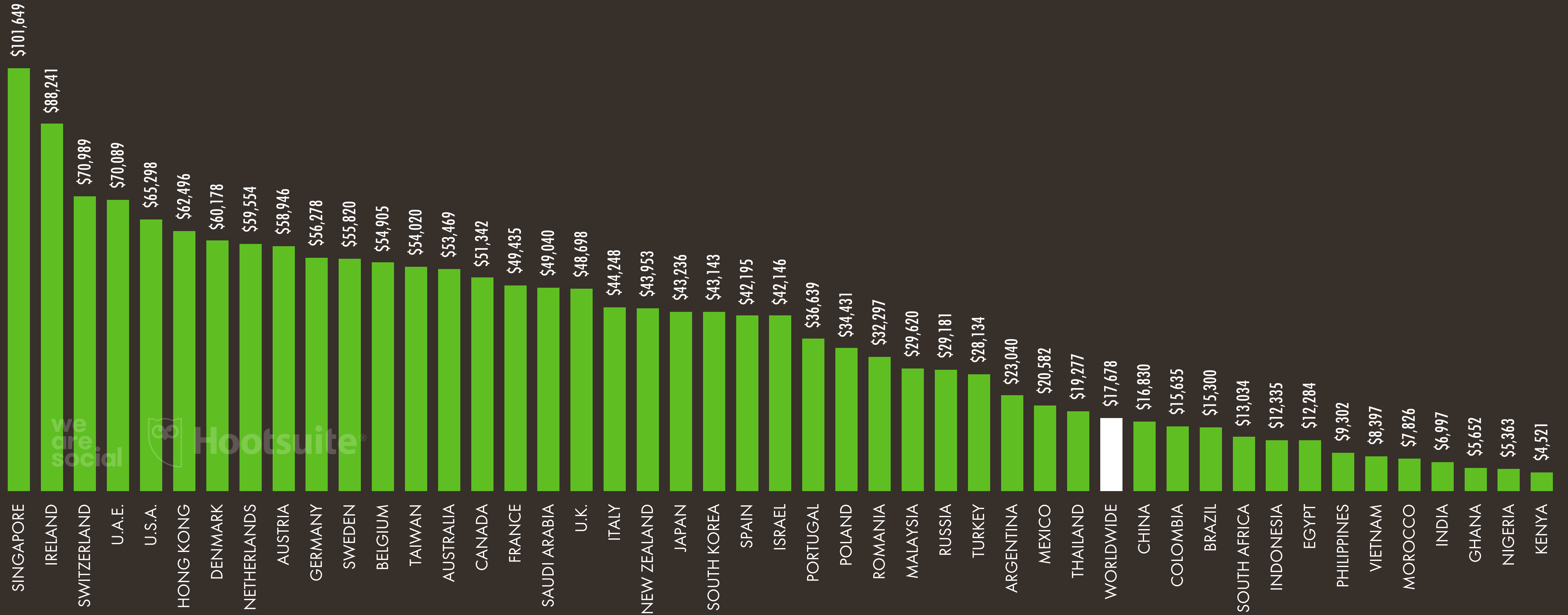


 FEMALE (GLOBAL AVERAGE: 83.0%)  
 MALE (GLOBAL AVERAGE: 89.9%)

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# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS\*



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# DEVICE OWNERSHIP

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

MOBILE PHONE  
(ANY TYPE)



97.1%



SMART  
PHONE



96.6%

GWI.

NON-SMARTPHONE  
MOBILE PHONE



9.0%



LAPTOP OR DESKTOP  
COMPUTER



64.4%

GWI.

TABLET  
DEVICE



34.3%

TV STREAMING  
STICK OR DEVICE



14.4%

GWI.

GAMES  
CONSOLE



21.4%

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SMART HOME  
DEVICE



12.3%

GWI.

SMART WATCH  
OR WRISTBAND



23.3%



VIRTUAL  
REALITY DEVICE



4.4%

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# 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

TIME SPENT USING THE  
INTERNET (ALL DEVICES)



6H 54M



TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



3H 24M



TIME SPENT USING  
SOCIAL MEDIA



2H 25M

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



2H 02M

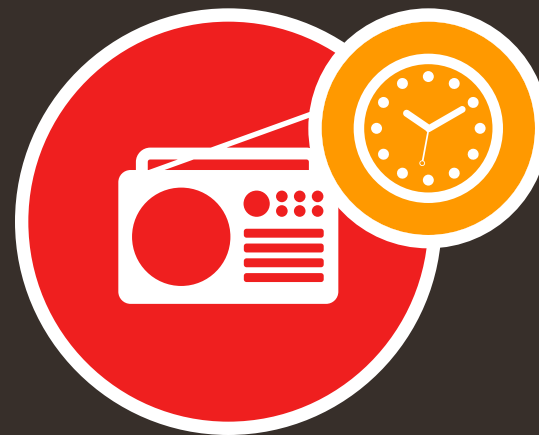
TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 31M

GWI.

TIME SPENT LISTENING  
TO BROADCAST RADIO



1H 00M

we  
are  
social

TIME SPENT LISTENING  
TO PODCASTS



0H 54M



TIME SPENT PLAYING VIDEO  
GAMES ON A GAMES CONSOLE



1H 12M



**GLOBAL INTERNET USE**

JAN  
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# OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER  
OF GLOBAL  
INTERNET USERS



**4.66**  
**BILLION**

INTERNET USERS AS A  
PERCENTAGE OF TOTAL  
GLOBAL POPULATION



**59.5%**

ANNUAL CHANGE  
IN THE NUMBER OF  
GLOBAL INTERNET USERS



**+7.3%**  
**+316 MILLION**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



**6H 54M**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**92.6%**



GWl.

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# DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

GLOBAL INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

GLOBAL INTERNET USERS:  
ITU DATA\*



4.03  
BILLION

vs. POPULATION:

51.4%

GLOBAL INTERNET USERS:  
CIA WORLD FACTBOOK DATA



4.10  
BILLION

vs. POPULATION:

53.9%

GLOBAL INTERNET USERS:  
INTERNETWORLDSTATS DATA



4.93  
BILLION

vs. POPULATION:

62.9%

GLOBAL INTERNET USERS:  
INTERNETLIVESTATS DATA



4.79  
BILLION

vs. POPULATION:

61.2%



**SOURCES:** ITU; CIA WORLD FACTBOOK; INTERNETWORLDSTATS; INTERNETLIVESTATS (ALL ACCESSED JAN 2021). **\*NOTE:** ITU USER NUMBER BASED ON THE PUBLISHED PENETRATION FIGURE COMPARED TO LATEST POPULATION DATA FROM THE UNITED NATIONS. **◆ COMPARABILITY ADVISORY:** THE FIGURE THAT WE REPORT FOR INTERNET USERS REFERENCES DATA FROM VARIOUS DIFFERENT SOURCES, INCLUDING SOME SOURCES NOT FEATURED ON THIS SLIDE. AS A RESULT, OUR OVERALL FIGURE MAY NOT MATCH ANY OF THE TOTALS REPORTED ON THIS SLIDE.





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# MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF  
MOBILE INTERNET USERS  
(CELLULAR AND / OR WIFI)



**4.32**  
BILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



**92.6%**

SMARTPHONE INTERNET  
USERS AS A PERCENTAGE  
OF TOTAL INTERNET USERS



**91.5%**

FEATURE PHONE INTERNET  
USERS AS A PERCENTAGE  
OF TOTAL INTERNET USERS



**3.5%**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET  
ON MOBILE DEVICES



**3H 39M**



GWI.

we  
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social

GWI.

**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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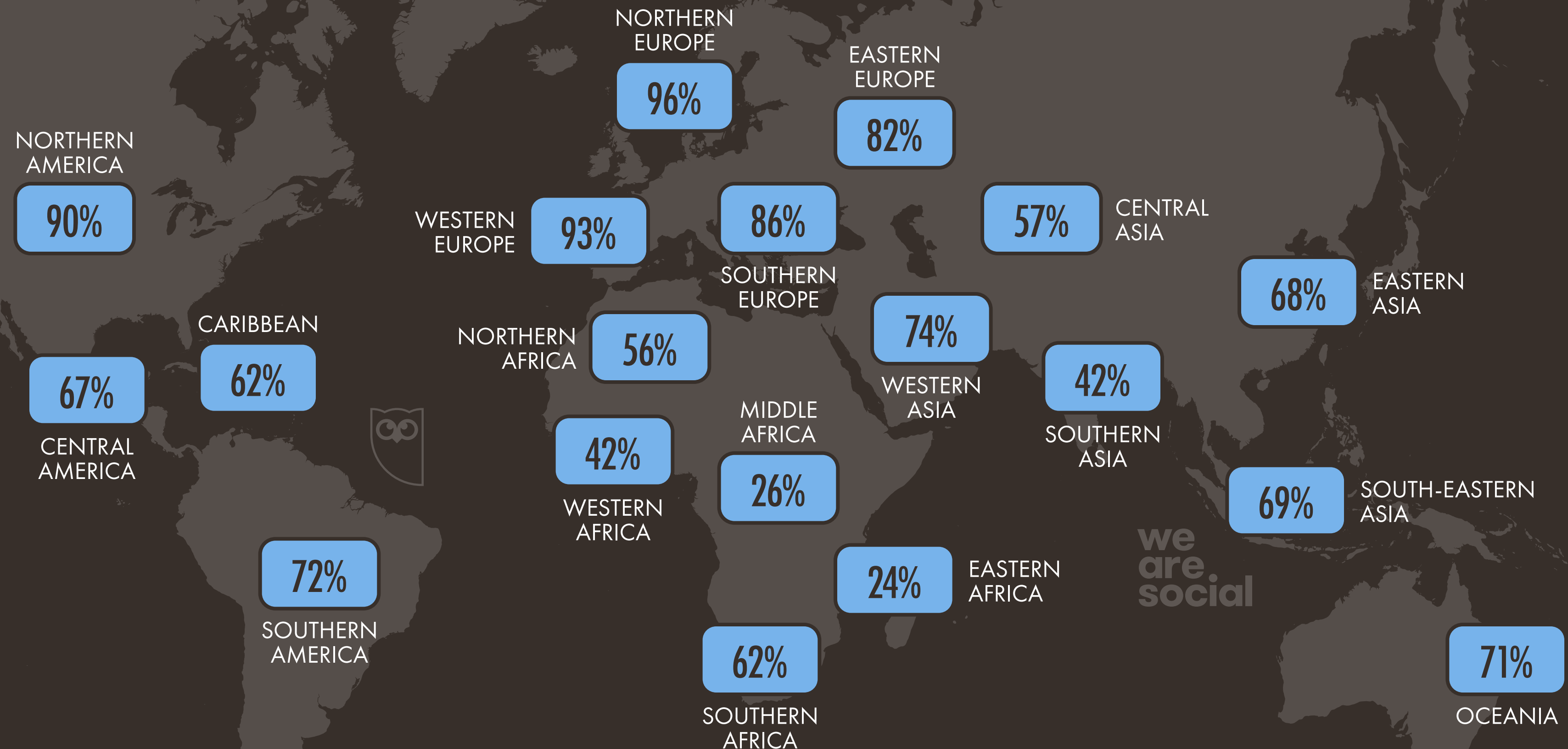
 **Hootsuite**<sup>®</sup>

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# INTERNET USERS vs. TOTAL POPULATION BY REGION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

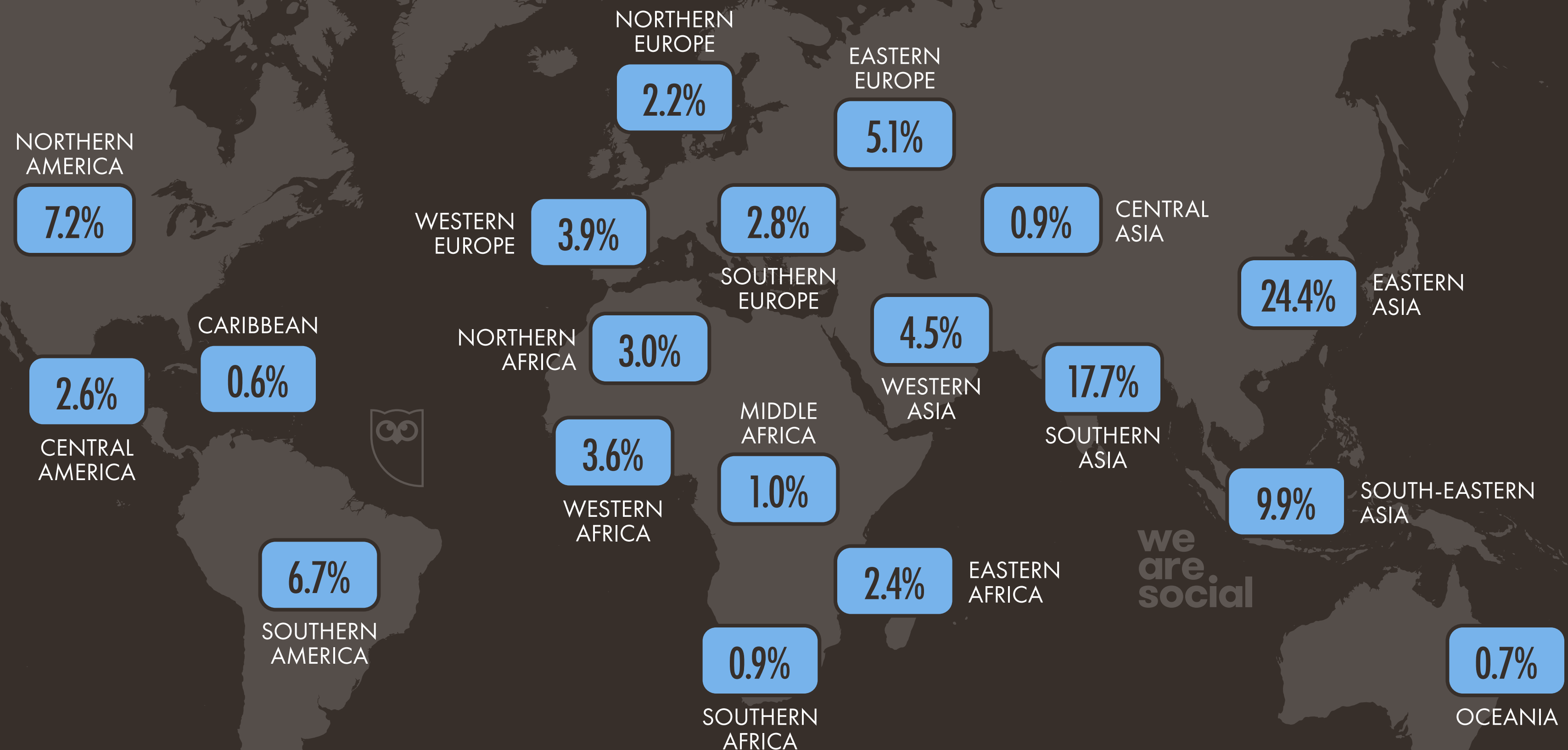


**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

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# SHARE OF GLOBAL INTERNET USERS BY REGION

THE NUMBER OF INTERNET USERS IN EACH REGION AS A PERCENTAGE OF THE TOTAL NUMBER OF GLOBAL INTERNET USERS

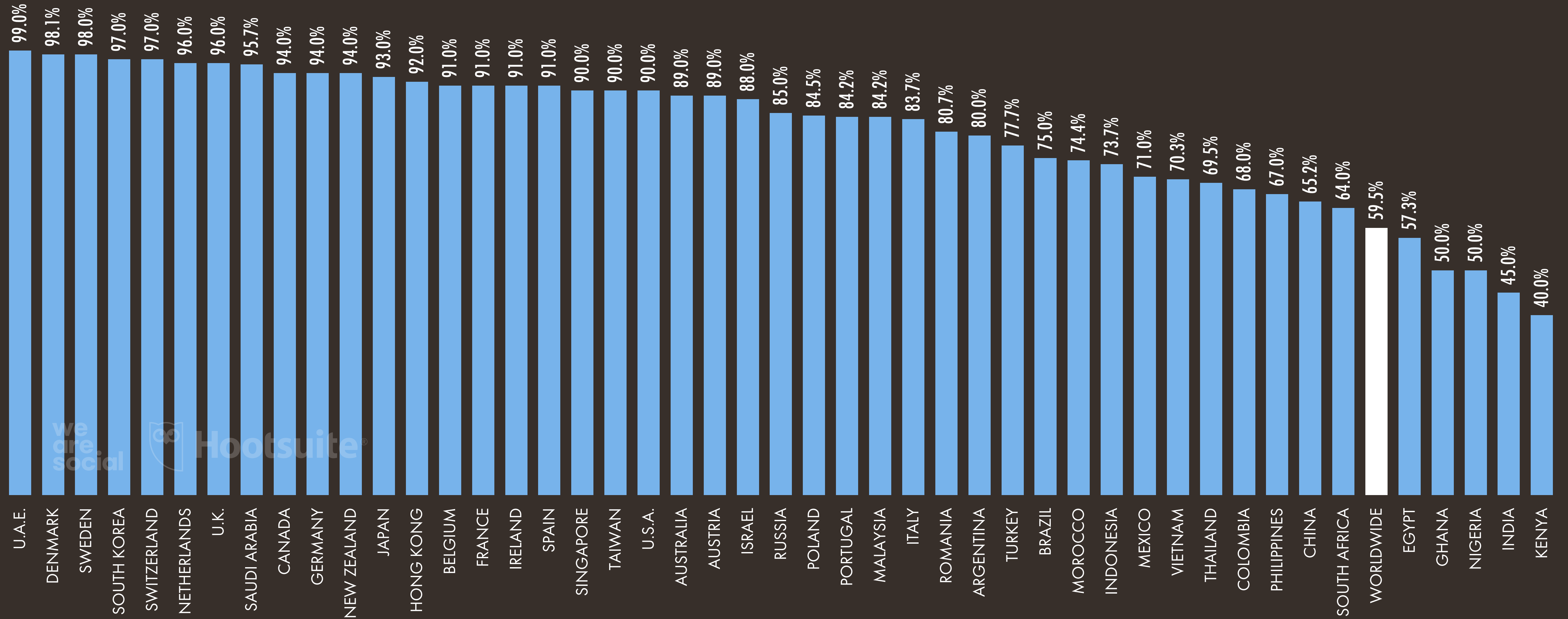


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# INTERNET ADOPTION BY COUNTRY

PERCENTAGE OF THE TOTAL POPULATION THAT USES THE INTERNET



**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**NOTE:** VALUES HAVE BEEN CAPPED AT 99%. **ADVISORY:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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# INTERNET ADOPTION RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET ADOPTION

## HIGHEST LEVELS OF INTERNET ADOPTION

#	HIGHEST ADOPTION	% POP.	Nº OF USERS
01=	BAHRAIN	99.0%*	1,707,533
01=	ICELAND	99.0%*	338,880
01=	KUWAIT	99.0%*	4,256,466
01=	NORWAY	99.0%*	5,388,956
01=	QATAR	99.0%*	2,876,630
01=	U.A.E.	99.0%*	9,841,208
07	BERMUDA	98.4%	61,169
08	DENMARK	98.1%	5,689,589
09	SWEDEN	98.0%	9,927,075
10	ARUBA	97.2%	103,953

## LOWEST LEVELS OF INTERNET ADOPTION

#	LOWEST ADOPTION	% POP.	Nº OF USERS
215	NORTH KOREA	<0.1%	[INTERNET BLOCKED]
214	ERITREA	6.9%	248,199
213	SOUTH SUDAN	8.0%	900,716
212	COMOROS	8.5%	74,537
211	CENTRAL AFRICAN REP.	11.4%	557,085
210	SOMALIA	12.1%	1,954,774
209	BURUNDI	13.3%	1,606,122
208	NIGER	13.6%	3,363,848
207	KIRIBATI	14.6%	17,558
206	LIBERIA	14.9%	760,994

we  
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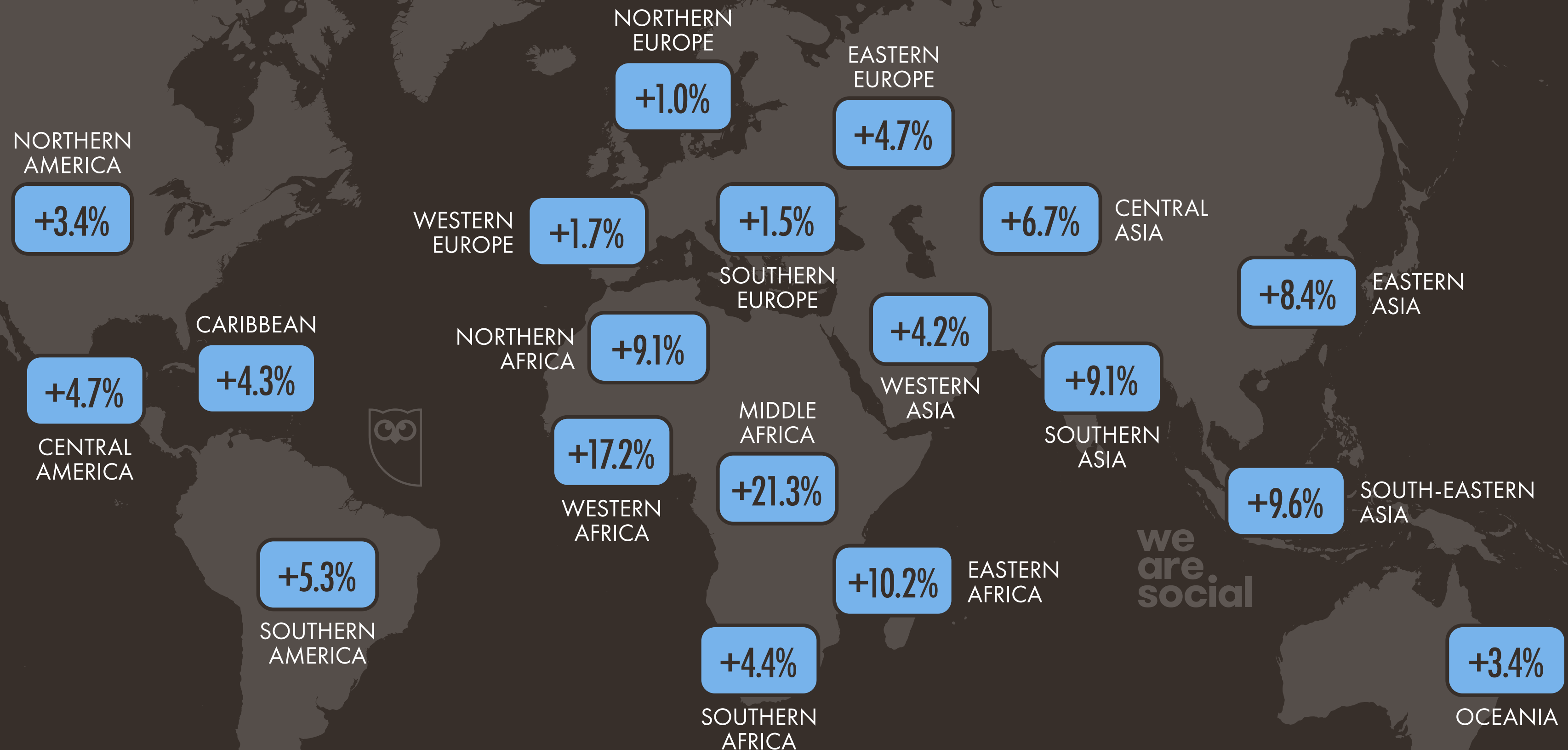


**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**\*NOTES:** VALUES HAVE BEEN CAPPED AT 99%. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORY:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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# GROWTH IN INTERNET USERS BY REGION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE USING THE INTERNET BY REGION



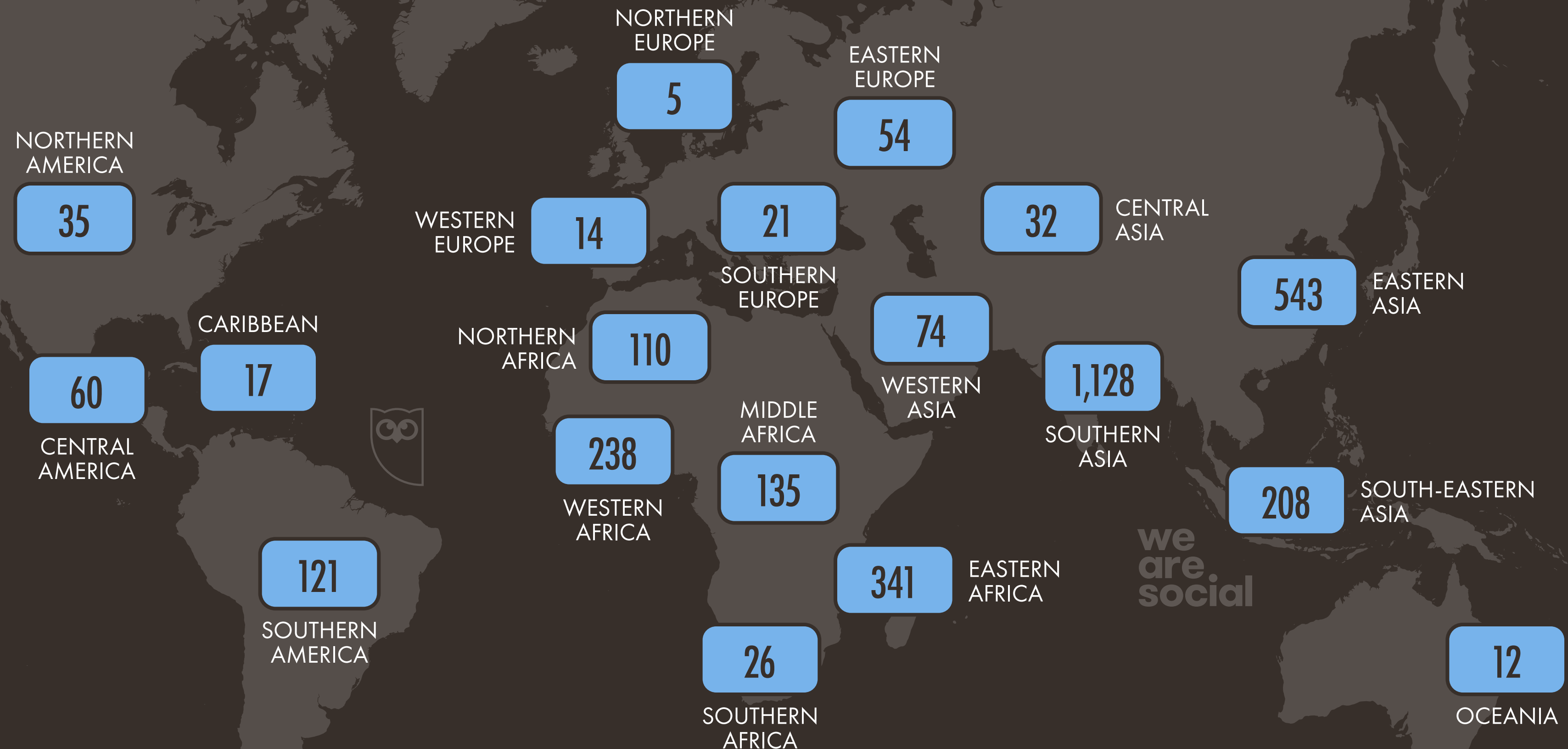
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**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC.  
**ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOScheme.

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# THE 'NEXT BILLION': UNCONNECTED AUDIENCES

THE NUMBER OF PEOPLE (IN MILLIONS) IN EACH REGION WHO ARE **NOT** CONNECTED TO THE INTERNET



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# THE 'NEXT BILLION': UNCONNECTED AUDIENCES

COUNTRIES AND TERRITORIES\* WITH THE GREATEST NUMBER AND HIGHEST PERCENTAGE OF PEOPLE WHO DO NOT USE THE INTERNET

## GREATEST NUMBER OF PEOPLE NOT USING THE INTERNET

#	COUNTRY / TERRITORY	UNCONNECTED	% POP.
01	INDIA	762,679,782	55.0%
02	CHINA	501,927,863	34.8%
03	PAKISTAN	161,693,674	72.5%
04	BANGLADESH	117,888,798	71.2%
05	NIGERIA	104,376,786	50.0%
06	ETHIOPIA	92,453,081	79.4%
07	INDONESIA	72,308,968	26.3%
08	DEM. REP. OF THE CONGO	69,819,115	76.8%
09	BRAZIL	53,318,805	25.0%
10	TANZANIA	45,457,430	75.0%

## HIGHEST SHARE OF POPULATION NOT USING THE INTERNET

#	COUNTRY / TERRITORY	% POP.	UNCONNECTED
01	NORTH KOREA	>99.9%*	25,832,873
02	ERITREA	93.1%	3,325,640
03	SOUTH SUDAN	92.0%	10,386,447
04	COMOROS	91.5%	804,438
05	CENTRAL AFRICAN REP.	88.6%	4,317,582
06	SOMALIA	87.9%	14,169,900
07	BURUNDI	86.7%	10,465,606
08	NIGER	86.4%	21,300,547
09	KIRIBATI	85.4%	102,855
10	LIBERIA	85.1%	4,357,582



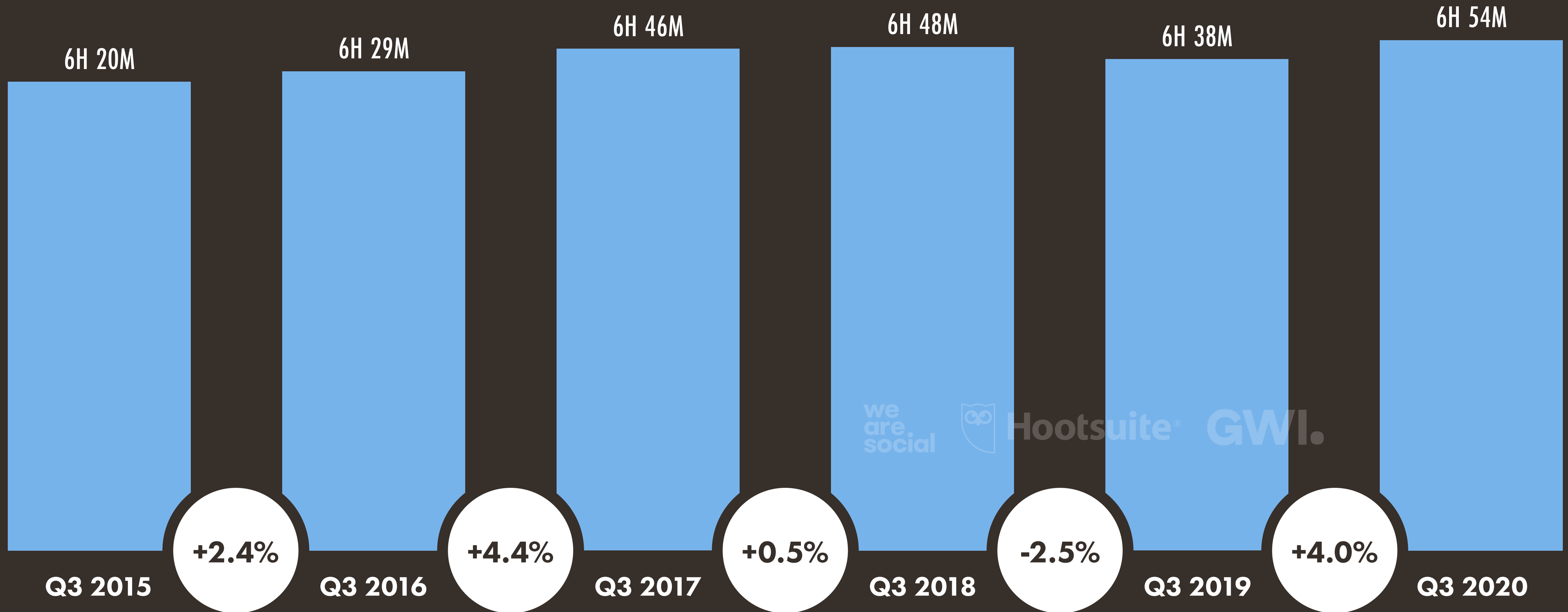
**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **\*NOTE:** THE INTERNET (AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.



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# EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA ANY DEVICE

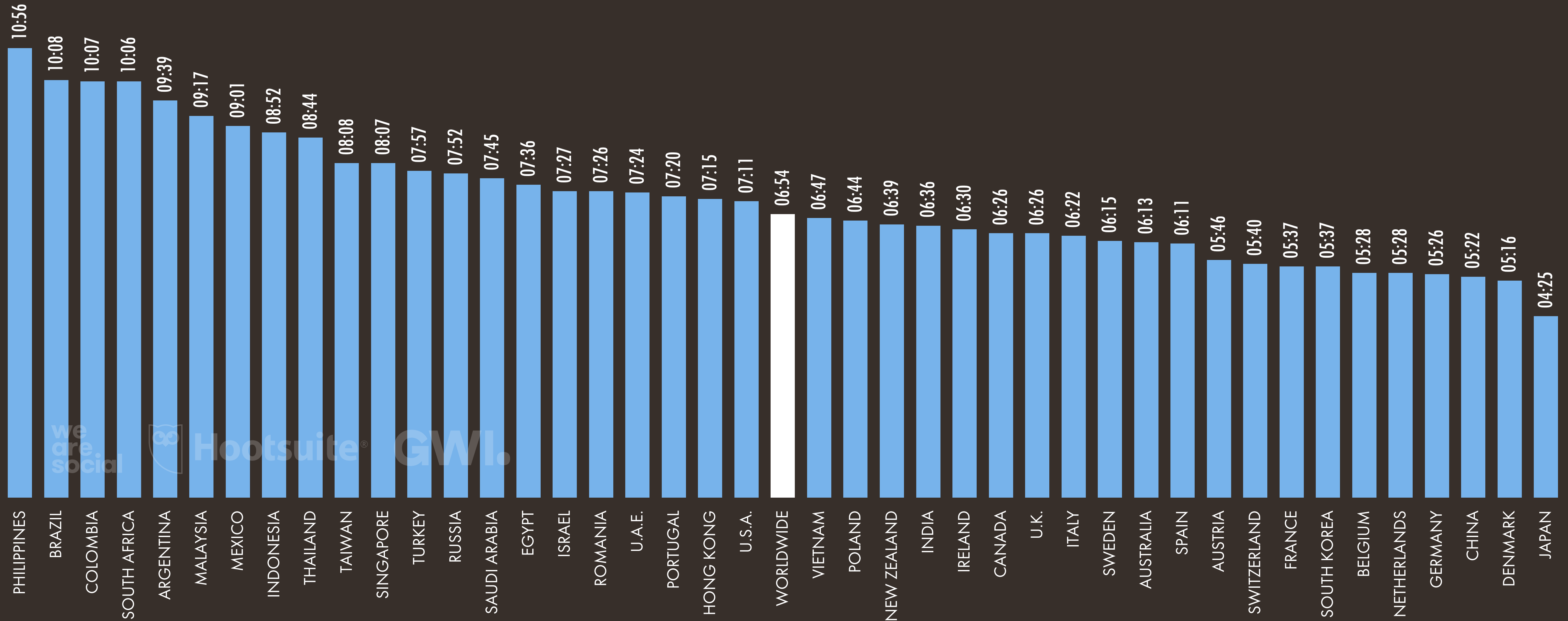


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# DAILY TIME SPENT USING THE INTERNET

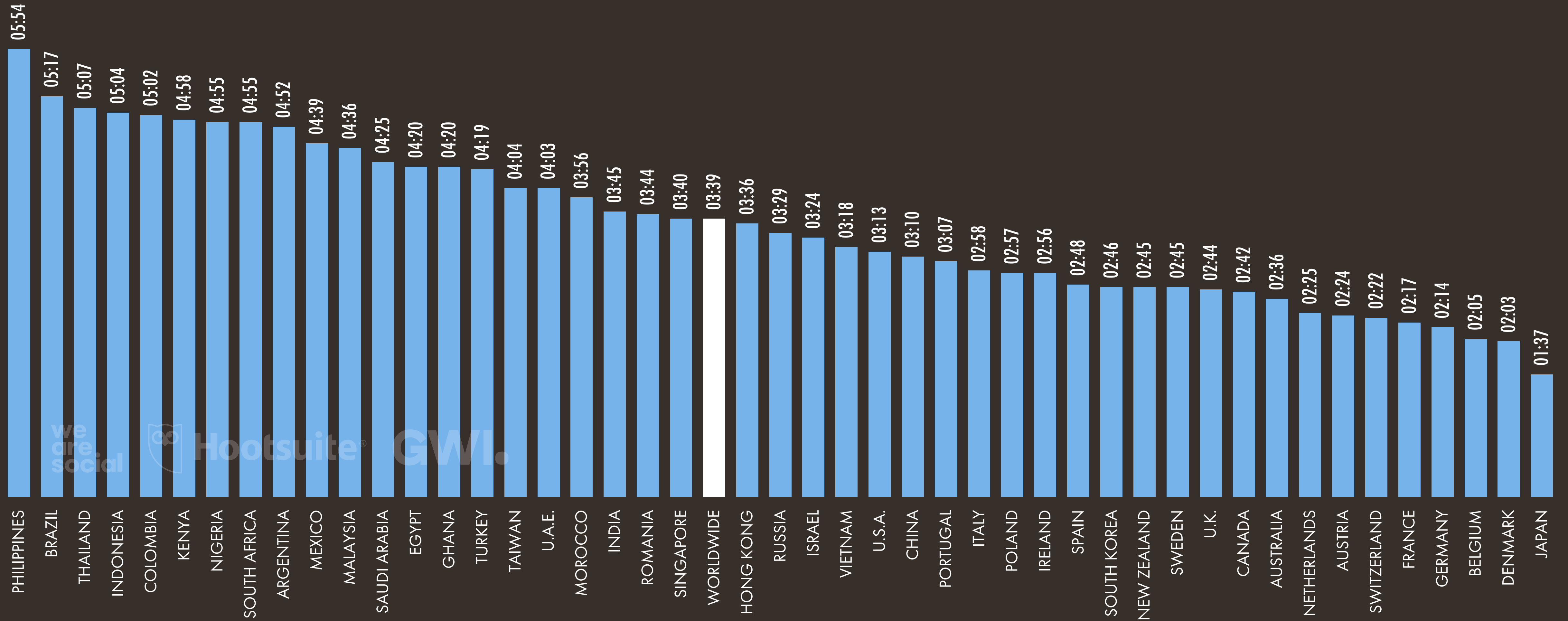
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



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# DAILY TIME SPENT USING THE INTERNET VIA MOBILES

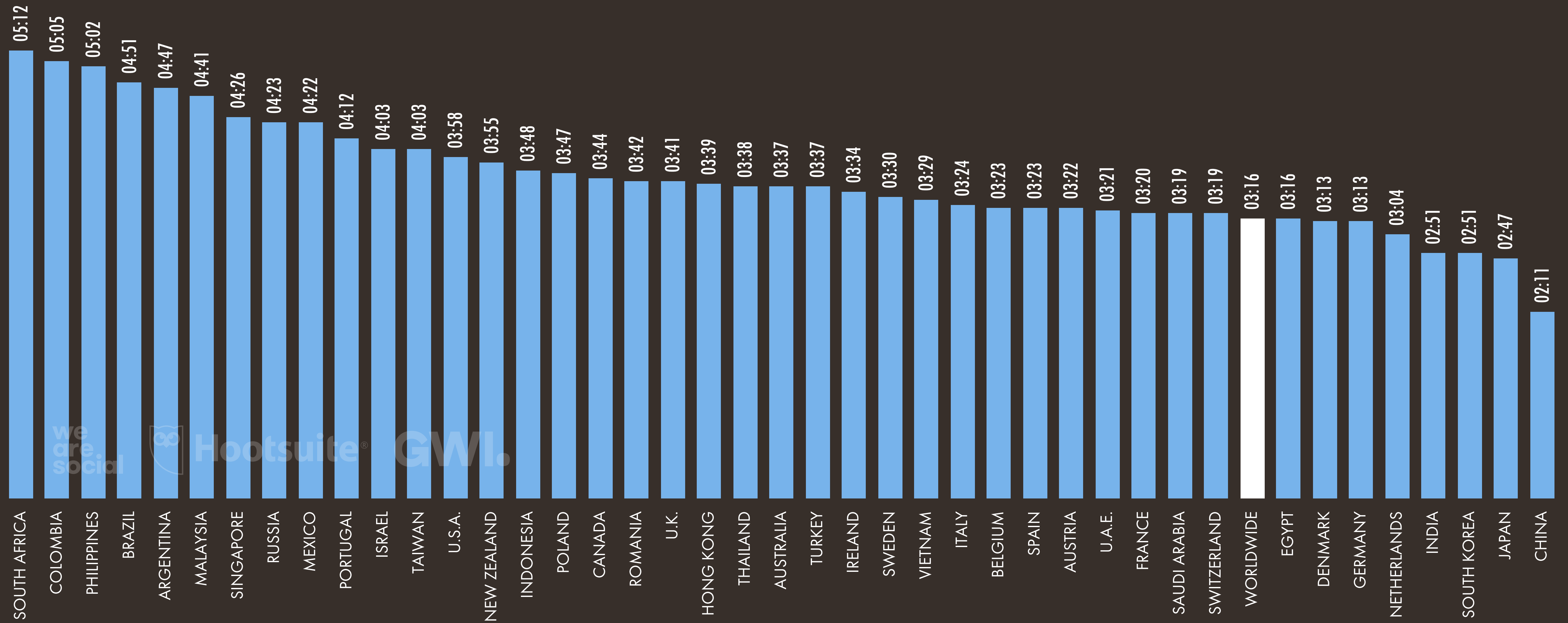
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE PHONES



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# DAILY TIME SPENT USING THE INTERNET VIA COMPUTERS

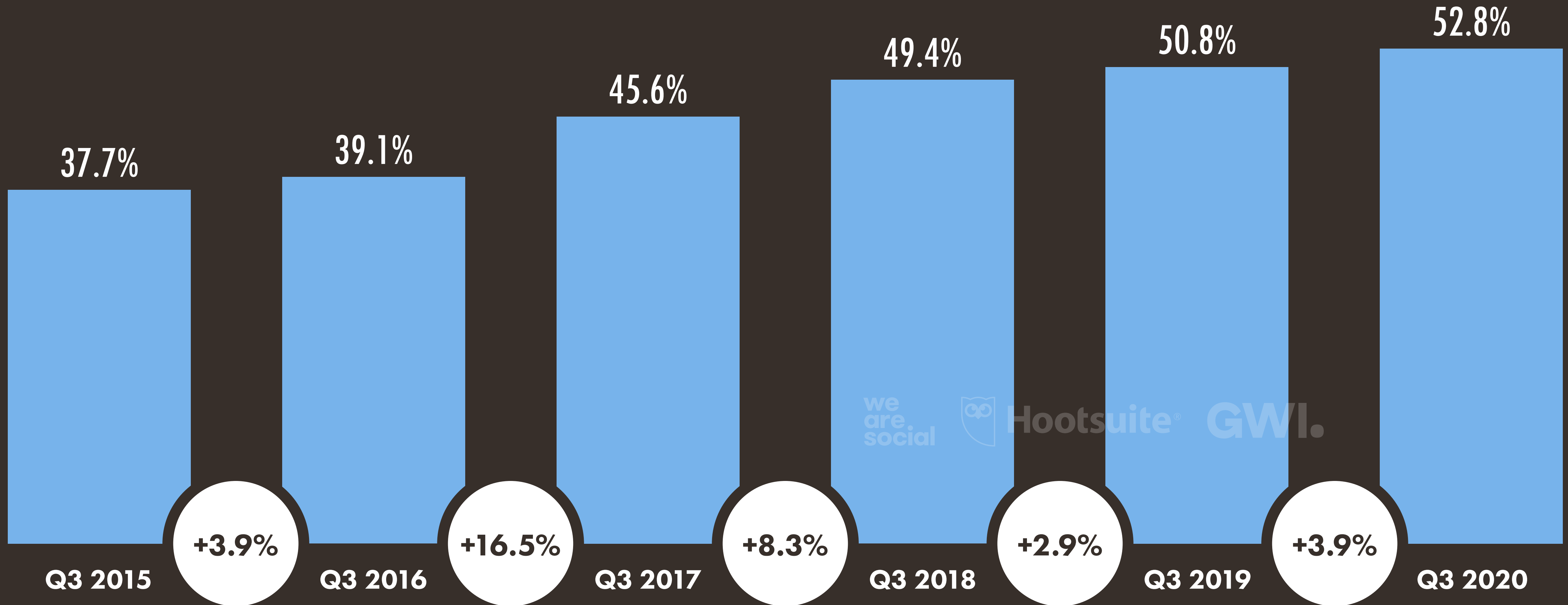
AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA LAPTOPS, DESKTOPS, OR TABLETS



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# MOBILE'S SHARE OF DAILY INTERNET TIME

DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME

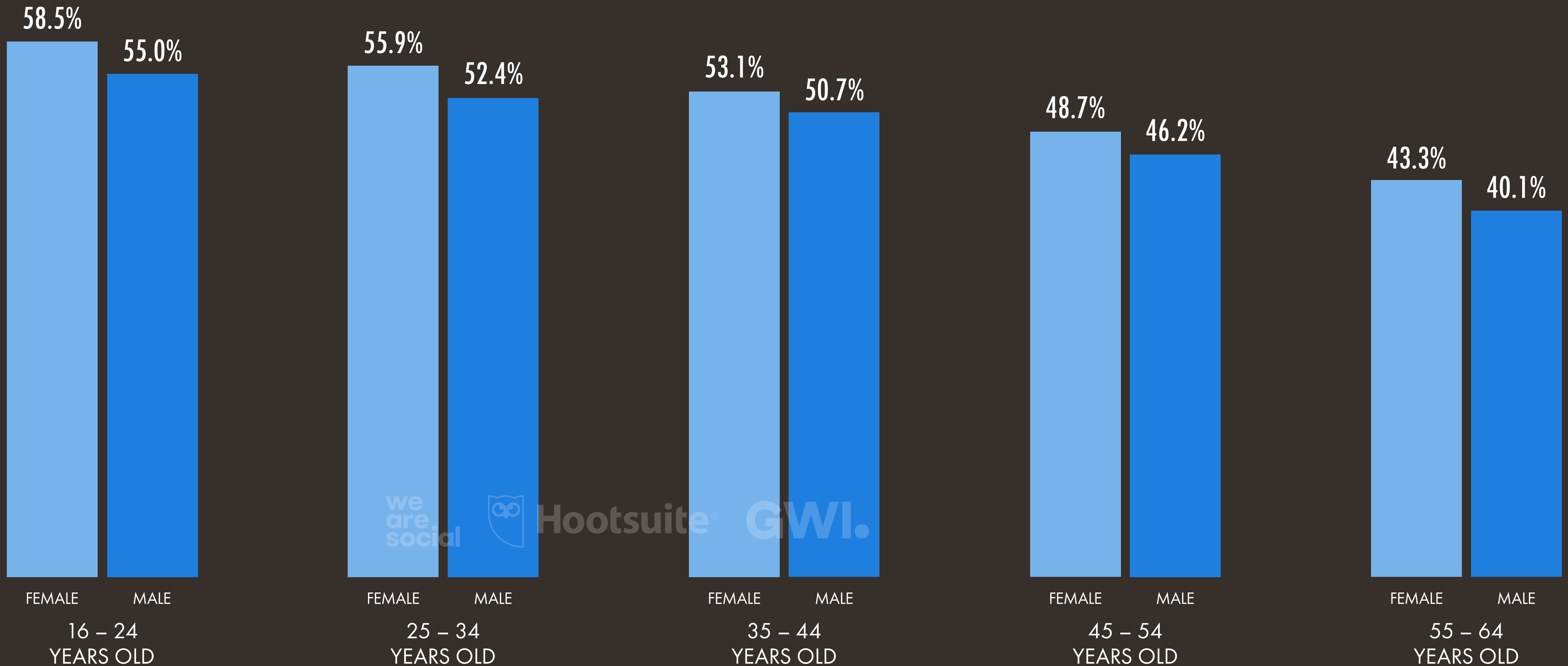


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# MOBILE'S SHARE OF DAILY INTERNET TIME

DAILY TIME THAT GLOBAL INTERNET USERS SPEND USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME



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# INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** AND **UPLOAD** SPEEDS AND **LATENCY** FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



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DOWNLOAD (MBPS):

**47.20**

UPLOAD (MBPS):

**12.67**

LATENCY (MS):

**36**

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



KEPIOS

DOWNLOAD:

**+47.5%**

UPLOAD:

**+5.4%**

LATENCY\*:

**-22.2%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



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DOWNLOAD (MBPS):

**96.43**

UPLOAD (MBPS):

**52.31**

LATENCY (MS):

**21**

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



DOWNLOAD:

**+31.1%**

UPLOAD:

**+29.3%**

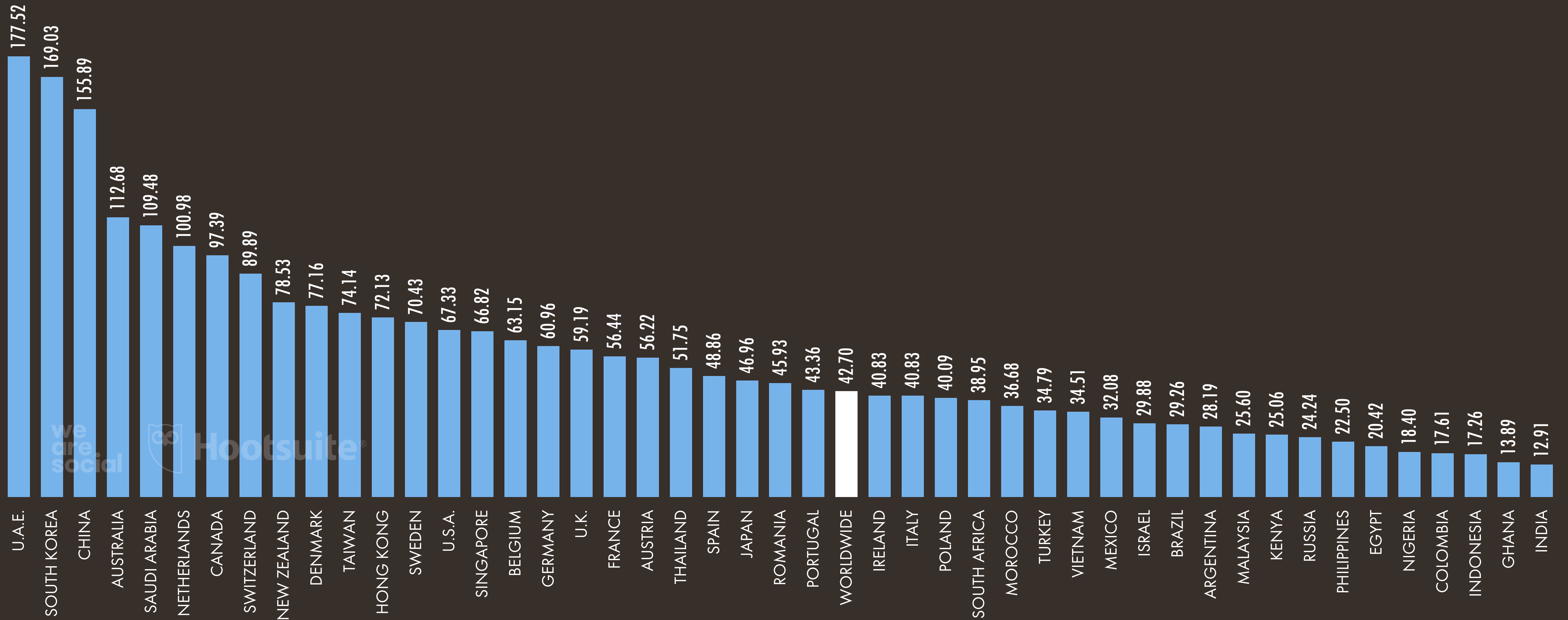
LATENCY\*:

**-22.5%**

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# AVERAGE MOBILE INTERNET CONNECTION SPEEDS

THE AVERAGE **DOWNLOAD** SPEED OF **MOBILE** INTERNET CONNECTIONS, IN MEGABITS PER SECOND (MBPS)





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# MOBILE INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE FASTEST AND SLOWEST MOBILE INTERNET CONNECTION SPEEDS

## FASTEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	QATAR	178.01	+124.7%
02	U.A.E.	177.52	+104.6%
03	SOUTH KOREA	169.03	+63.8%
04	CHINA	155.89	+130.2%
05	AUSTRALIA	112.68	+66.5%
06	KUWAIT	110.59	+137.7%
07	SAUDI ARABIA	109.48	+97.0%
08	NORWAY	105.79	+58.1%
09	NETHERLANDS	100.98	+50.5%
10	CANADA	97.39	+37.7%

## SLOWEST MOBILE INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
139	AFGHANISTAN	6.62	-2.9%
138	VENEZUELA	7.48	-10.4%
137	PALESTINE	7.55	+22.4%
136	SUDAN	10.26	+19.3%
135	BANGLADESH	10.64	-1.5%
134	SOMALIA	11.39	-0.2%
133	ZAMBIA	11.42	-10.1%
132	UGANDA	12.52	-21.1%
131	TANZANIA	12.58	-1.0%
130	UZBEKISTAN	12.66	+33.1%

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**SOURCE:** OOKLA SPEEDTEST (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS IN DECEMBER 2020, WITH COMPARISONS TO AVERAGE MOBILE DOWNLOAD SPEEDS IN DECEMBER 2019. **\*NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE FOR WHICH RELEVANT DATA ARE AVAILABLE IN JANUARY 2021.

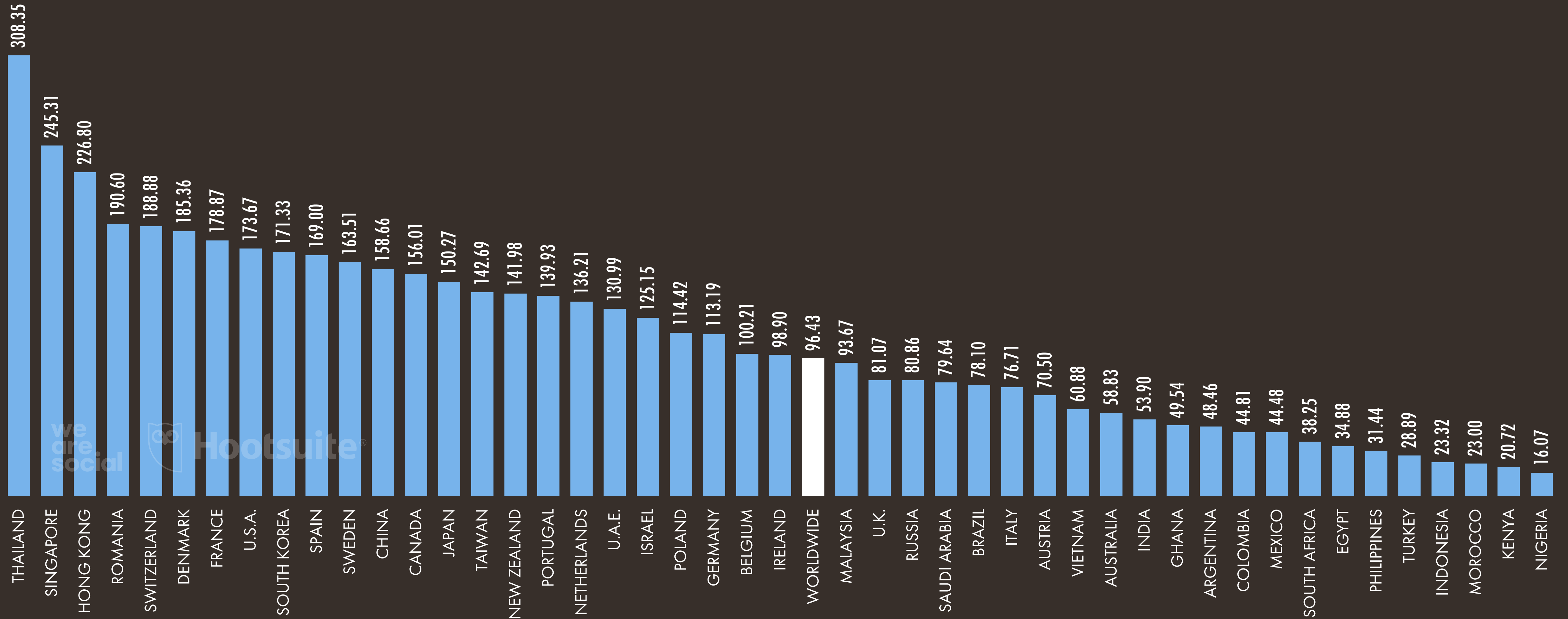
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# AVERAGE FIXED INTERNET CONNECTION SPEEDS

THE AVERAGE **DOWNLOAD** SPEED OF **FIXED** INTERNET CONNECTIONS, IN MEGABITS PER SECOND (MBPS)



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# FIXED INTERNET CONNECTION SPEED RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE FASTEST AND SLOWEST FIXED INTERNET CONNECTION SPEEDS

## FASTEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	THAILAND	308.35	+146.4%
02	SINGAPORE	245.31	+22.6%
03	HONG KONG	226.80	+37.6%
04	ROMANIA	190.60	+31.5%
05	SWITZERLAND	188.88	+30.9%
06	DENMARK	185.36	+54.6%
07	HUNGARY	183.29	+43.1%
08	FRANCE	178.87	+36.3%
09	U.S.A.	173.67	+32.8%
10	ANDORRA	172.81	+59.4%

## SLOWEST FIXED INTERNET CONNECTION SPEEDS

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
173	TURKMENISTAN	3.09	+80.7%
172	CUBA	4.30	-19.9%
171	YEMEN	4.67	+6.4%
170	ALGERIA	5.29	+34.9%
169	MAURITANIA	5.90	+20.2%
168	SUDAN	6.23	-8.5%
167	SYRIA	8.54	+16.8%
166	DEM. REP. OF THE CONGO	8.78	+40.5%
165	AFGHANISTAN	8.91	+28.8%
164	TUNISIA	9.52	+4.4%

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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)

MOBILE  
PHONES



**55.7%**

DEC 2020 vs. DEC 2019:

**+4.6%**

**+244 BPS**

LAPTOPS &  
DESKTOPS



**41.4%**

DEC 2020 vs. DEC 2019:

**-5.8%**

**-253 BPS**

TABLET  
COMPUTERS



**2.8%**

DEC 2020 vs. DEC 2019:

**+3.3%**

**+9 BPS**

OTHER  
DEVICES



**0.07%**

DEC 2020 vs. DEC 2019:

**[UNCHANGED]**

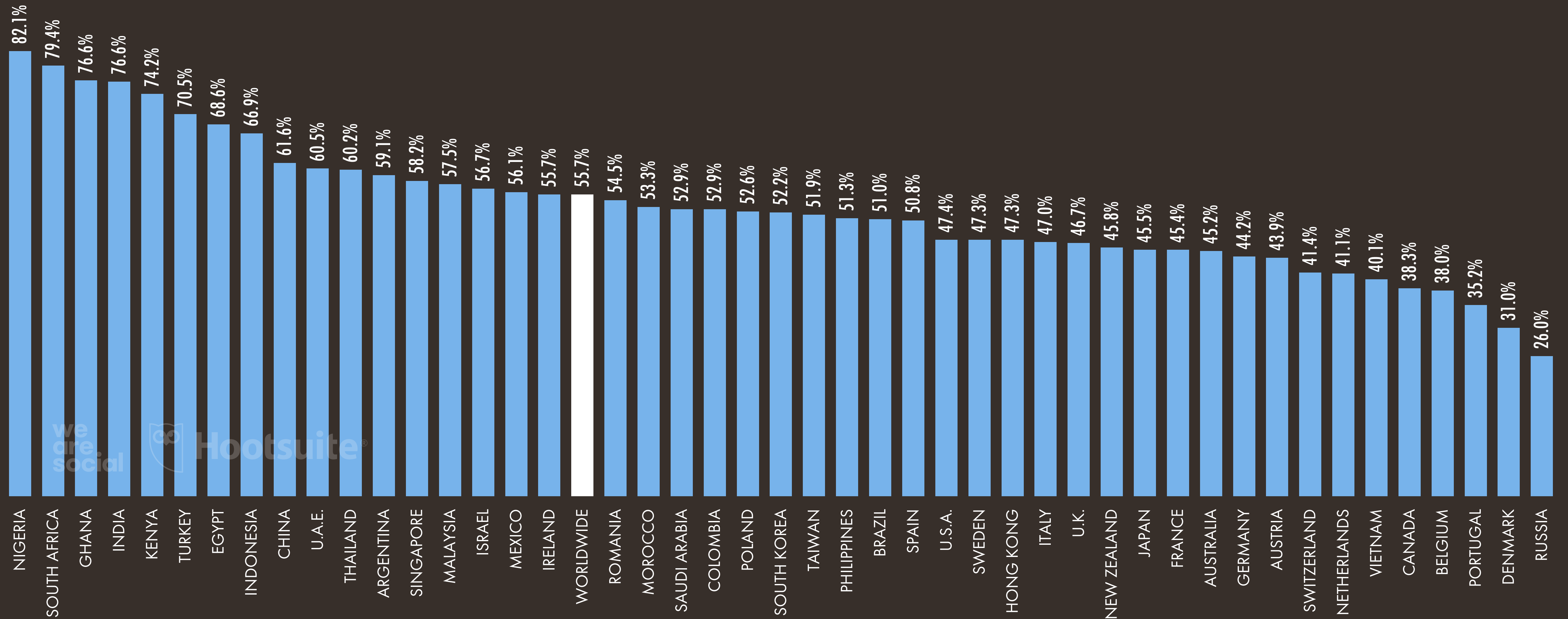


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# MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS ON MOBILE PHONES

 THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)



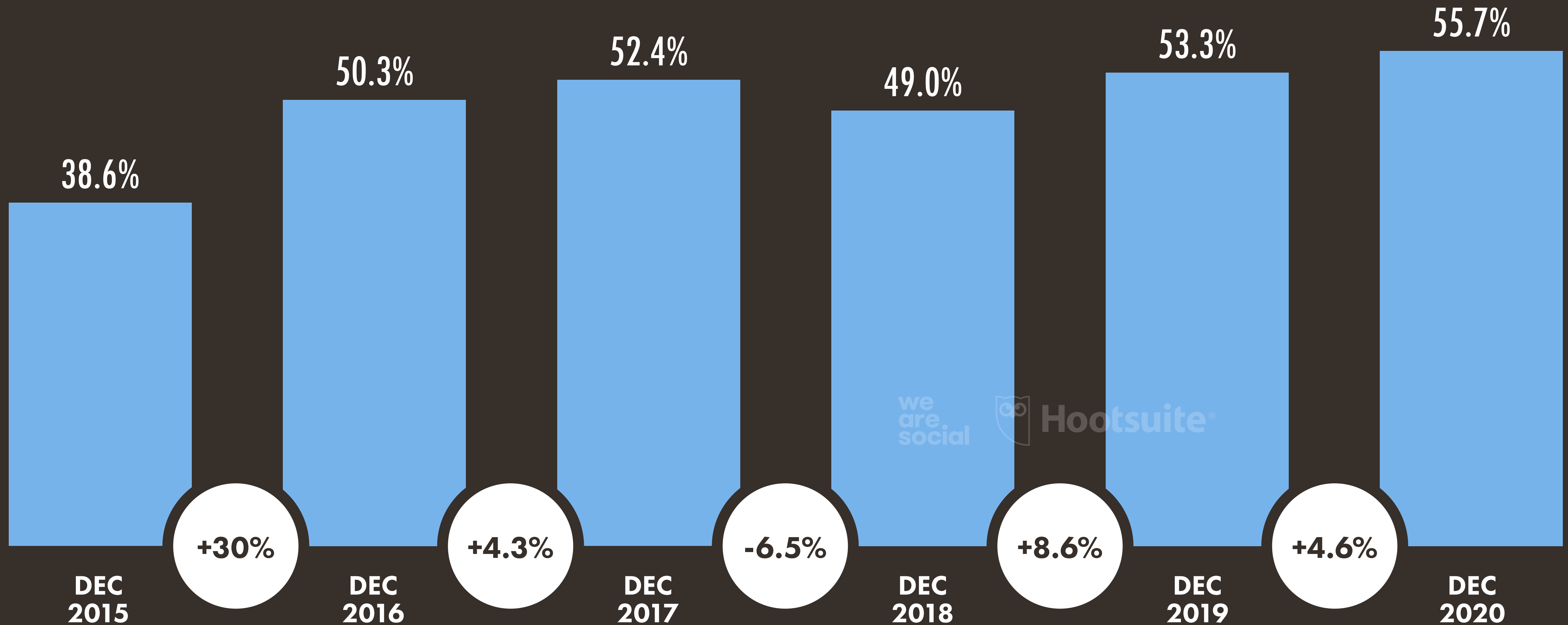
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# EVOLUTION OF MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC SERVED TO WEB BROWSERS ON MOBILE PHONES OVER TIME, WITH YEAR-ON-YEAR CHANGE

⚠ THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)



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# SHARE OF GLOBAL WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE

CHROME



**63.4%**  
-0.4% Y-O-Y



SAFARI



**19.3%**  
+8.9% Y-O-Y

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FIREFOX



**3.8%**  
-14% Y-O-Y



SAMSUNG INTERNET



**3.5%**  
+0.3% Y-O-Y

MICROSOFT EDGE\*



**3.4%**  
+66% Y-O-Y

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OPERA



**2.3%**  
-0.9% Y-O-Y



INTERNET EXPLORER



**1.1%**  
-33% Y-O-Y



OTHER

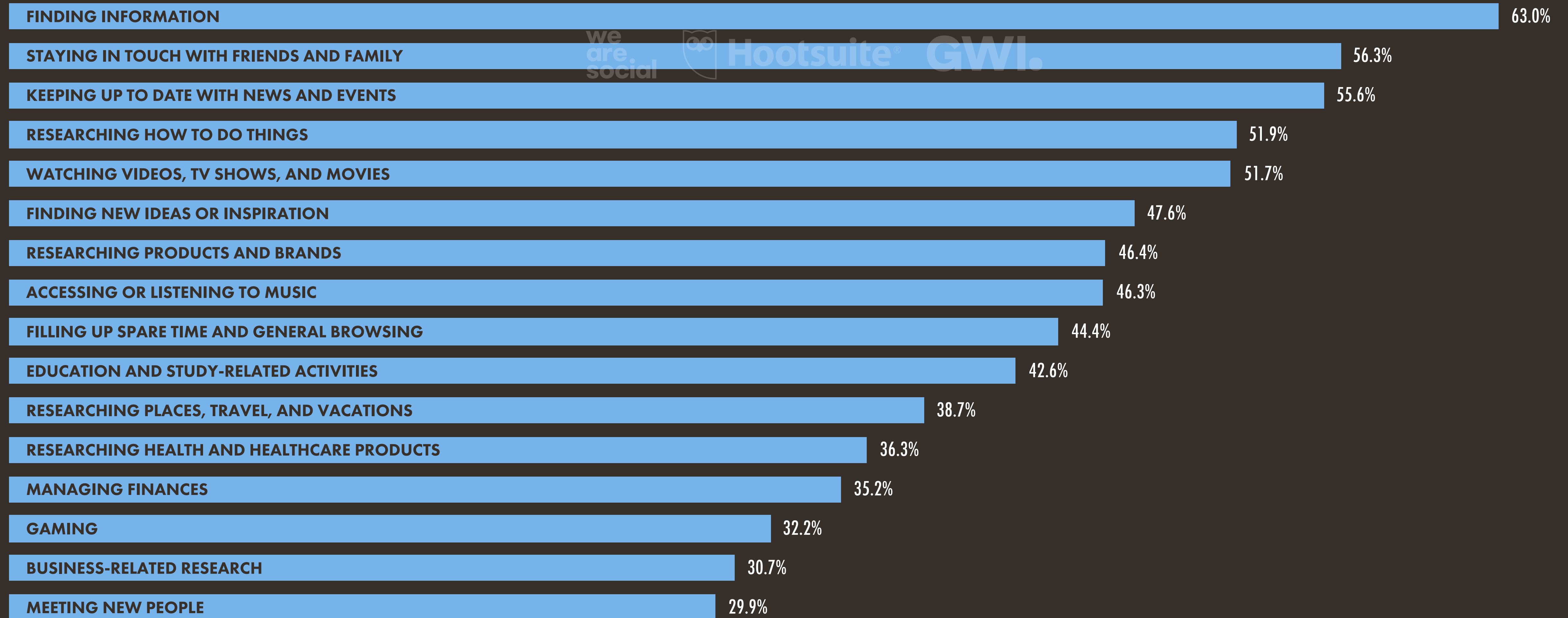


**3.4%**  
-31% Y-O-Y

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# REASONS FOR USING THE INTERNET

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





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# WORLD'S MOST VISITED WEBSITES (SEMRUSH)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	66.52B	2,995M	23M 07S	6.87	11	TWITTER.COM	3.24B	723M	15M 21S	4.48
02	YOUTUBE.COM	20.42B	1,947M	33M 11S	4.17	12	YANDEX.RU	2.95B	202M	22M 35S	7.57
03	FACEBOOK.COM	15.52B	1,794M	23M 02S	5.96	13	XNXX.COM	2.29B	397M	17M 35S	9.68
04	WIKIPEDIA.ORG	12.96B	2,291M	8M 42S	2.14	14	LIVE.COM	2.20B	369M	7M 16S	4.09
05	YAHOO.CO.JP	4.90B	198M	17M 31S	6.80	15	REDDIT.COM	2.17B	344M	17M 10S	4.23
06	AMAZON.COM	4.34B	753M	13M 08S	7.01	16	NAVER.COM	1.81B	67M	27M 07S	9.89
07	PORNHUB.COM	3.94B	594M	14M 07S	8.91	17	VK.COM	1.66B	150M	26M 43S	11.73
08	INSTAGRAM.COM	3.76B	836M	17M 23S	4.46	18	FANDOM.COM	1.49B	351M	10M 51S	3.11
09	XVIDEOS.COM	3.51B	523M	17M 36S	9.46	19	WHATSAPP.COM	1.34B	276M	21M 44S	1.54
10	YAHOO.COM	3.37B	498M	15M 48S	3.97	20	RAKUTEN.CO.JP	1.33B	143M	8M 34S	5.74

**SOURCE:** SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** 'UNIQUE VISITS' REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

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# WORLD'S MOST VISITED WEBSITES (SIMILARWEB)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	92.21B	3,113M	10M 58S	8.3	11	PORNHUB.COM	3.24B	445M	8M 33S	7.2
02	YOUTUBE.COM	35.75B	1,926M	21M 10S	11.1	12	AMAZON.COM	3.10B	552M	7M 24S	9.6
03	FACEBOOK.COM	25.33B	2,003M	10M 36S	8.3	13	XNXX.COM	3.08B	382M	8M 27S	11.1
04	TWITTER.COM	6.54B	902M	10M 49S	11.9	14	WHATSAPP.COM	3.02B	457M	2M 42S	1.5
05	INSTAGRAM.COM	6.18B	1,009M	7M 45S	10.9	15	NETFLIX.COM	2.66B	261M	9M 54S	4.3
06	WIKIPEDIA.ORG	5.83B	1,148M	3M 55S	3.0	16	LIVE.COM	2.51B	293M	7M 25S	8.2
07	BAIDU.COM	5.70B	260M	6M 15S	8.1	17	YAHOO.CO.JP	2.44B	100M	9M 28S	6.7
08	YAHOO.COM	3.95B	517M	7M 35S	5.8	18	ZOOM.US	2.26B	462M	4M 09S	3.2
09	XVIDEOS.COM	3.75B	479M	10M 13S	8.9	19	VK.COM	1.81B	128M	16M 51S	19.8
10	YANDEX.RU	3.27B	183M	11M 06S	9.0	20	REDDIT.COM	1.74B	236M	9M 11S	6.3

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# WORLD'S MOST VISITED WEBSITES (ALEXA)

RANKING OF THE WORLD'S MOST VISITED WEBSITES ACCORDING TO ALEXA\*, BASED ON TOTAL WEBSITE TRAFFIC

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02	11	YAHOO.COM	5M 08S	4.74
02	YOUTUBE.COM	17M 23S	9.86	12	JD.COM	3M 30S	4.40
03	TMAIL.COM	7M 09S	3.92	13	WIKIPEDIA.ORG	3M 48S	3.10
04	BAIDU.COM	9M 23S	4.63	14	WEIBO.COM	3M 00S	3.62
05	QQ.COM	3M 44S	4.00	15	SINA.COM.CN	2M 53S	3.43
06	SOHU.COM	3M 38S	4.61	16	LIVE.COM	5M 23S	5.43
07	FACEBOOK.COM	18M 47S	8.82	17	REDDIT.COM	5M 32S	4.40
08	TAOBAO.COM	4M 37S	3.61	18	ZOOM.US	8M 14S	3.93
09	AMAZON.COM	10M 40S	9.94	19	NETFLIX.COM	4M 26S	3.23
10	360.CN	3M 18S	4.15	20	XINHUANET.COM	2M 53S	5.53



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# MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE LANGUAGES USED ON THE WORLD'S TOP 10 MILLION WEBSITES\*

#	LANGUAGE	% WEBSITES	SHARE OF POP.	#	LANGUAGE	% WEBSITES	SHARE OF POP.
01	ENGLISH	60.4%	16.2%	11	PORTUGUESE	1.3%	3.2%
02	RUSSIAN	8.5%	3.3%	12	STANDARD ARABIC	1.1%	3.5%
03	SPANISH	4.0%	6.9%	13	ITALIAN	0.8%	0.9%
04	TURKISH	3.7%	1.1%	14	INDONESIAN	0.7%	2.5%
05	PERSIAN	3.0%	0.7%	15	GREEK	0.7%	0.2%
06	FRENCH	2.6%	3.5%	16	POLISH	0.6%	0.6%
07	GERMAN	2.4%	1.7%	17	DUTCH (INC. FLEMISH)	0.6%	0.3%
08	JAPANESE	2.1%	1.6%	18	KOREAN	0.6%	1.0%
09	VIETNAMESE	1.7%	1.0%	19	THAI	0.5%	0.8%
10	SIMPLIFIED CHINESE	1.4%	14.3%	20	UKRAINIAN	0.4%	0.5%



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# SEARCH ENGINE MARKET SHARE

PERCENTAGE OF GLOBAL WEB SEARCH TRAFFIC GOING TO EACH SEARCH ENGINE'S WEBSITE IN DECEMBER 2020



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# GOOGLE SEARCH: TOP WORLDWIDE QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020

#	SEARCH QUERY	INDEX	▲ Y-O-Y	#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	GOOGLE	100	-6.6%	11	INSTAGRAM	33	+2.1%
02	FACEBOOK	93	-16%	12	CORONA	30	+1,200%
03	YOUTUBE	84	-7.7%	13	WHATSAPP	29	+72%
04	VIDEO	69	-14%	14	GMAIL	28	-4.4%
05	YOU	68	+3.1%	15	MP3	21	-15%
06	CORONAVIRUS	61	[NEW]	16	TWITTER	21	+27%
07	NEWS	53	+12%	17	TIEMPO	21	+30%
08	WEATHER	52	-5.9%	18	TRADUCTOR	20	+20%
09	AMAZON	41	+11%	19	CLIMA	20	-13%
10	TRANSLATE	36	+16%	20	HOTMAIL	19	-11%

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# ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF SEARCH TOOL OR VISIT EACH KIND OF PLATFORM\* FOR ONLINE SEARCHES

USE A CONVENTIONAL  
SEARCH ENGINE (ANY DEVICE)



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98.0%

USE VOICE SEARCH OR VOICE  
COMMANDS (ANY DEVICE)



GWl.

45.3%

SEARCH FOR BRAND INFORMATION  
ON SOCIAL MEDIA (ANY DEVICE)



44.8%

USE IMAGE RECOGNITION  
TOOLS (MOBILE DEVICES ONLY)

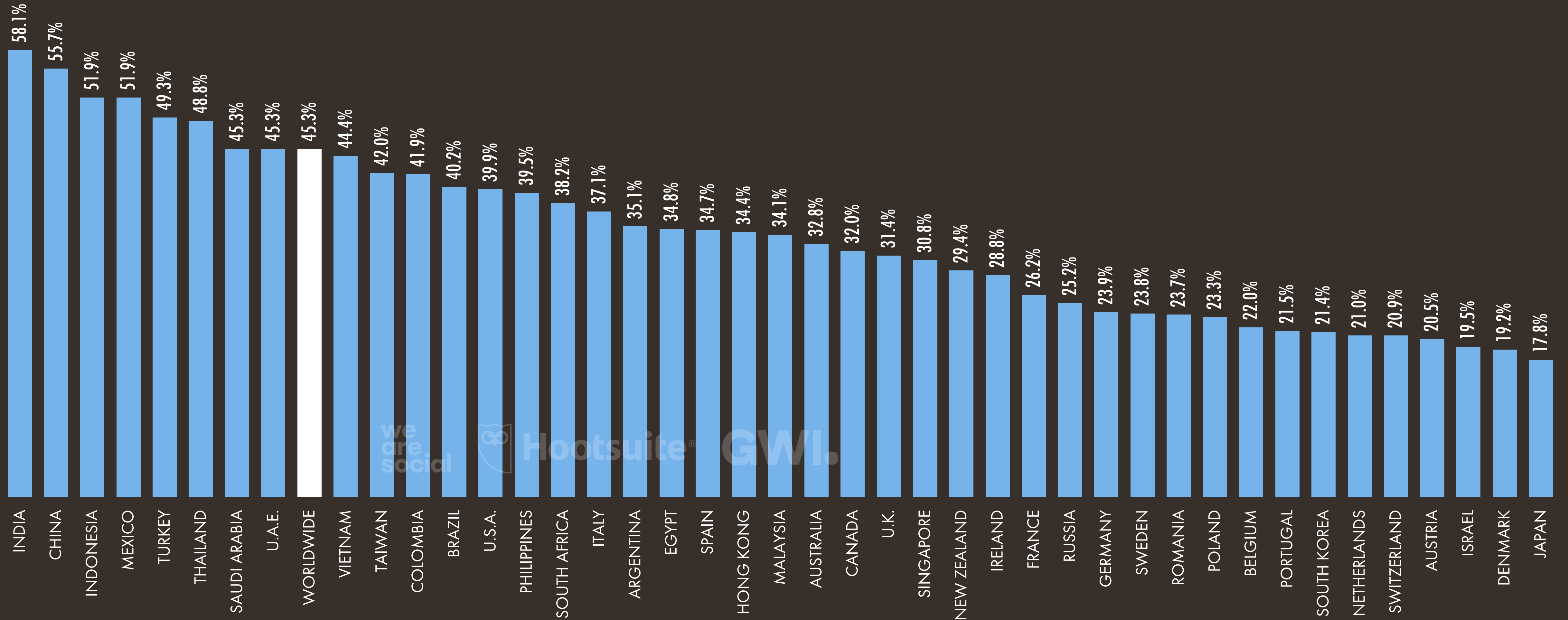


32.9%

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# USE OF VOICE SEARCH AND VOICE COMMANDS

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO USE VOICE INTERFACES EACH MONTH (ANY DEVICE)

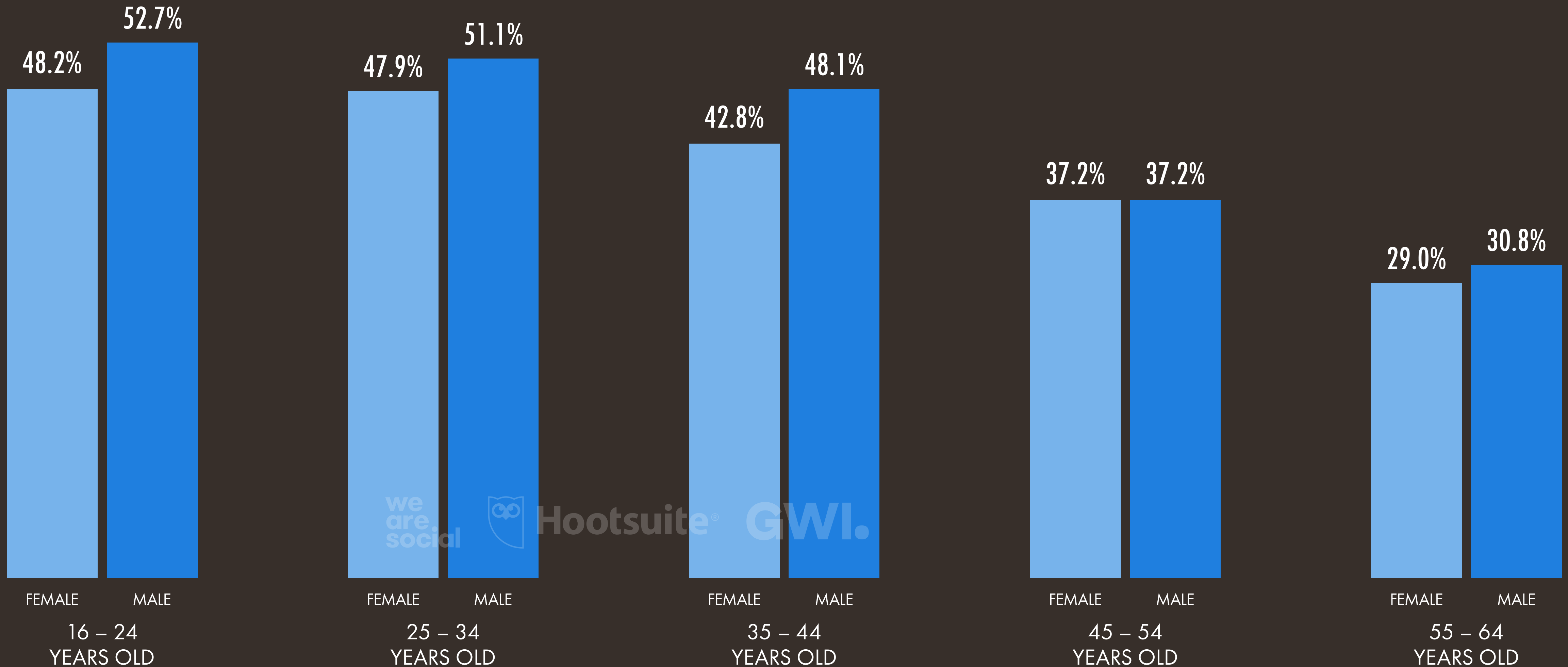




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# USE OF VOICE INTERFACES BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE VOICE SEARCH OR VOICE COMMANDS EACH MONTH (ANY DEVICE)



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# ONLINE CONTENT ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH (ANY DEVICE)

WATCH  
ONLINE VIDEOS



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90.6%

WATCH  
VLOGS



51.4%

LISTEN TO MUSIC  
STREAMING SERVICES



GWl.

73.2%

LISTEN TO ONLINE  
RADIO STATIONS



we  
are  
social

47.1%

LISTEN TO OR  
WATCH PODCASTS

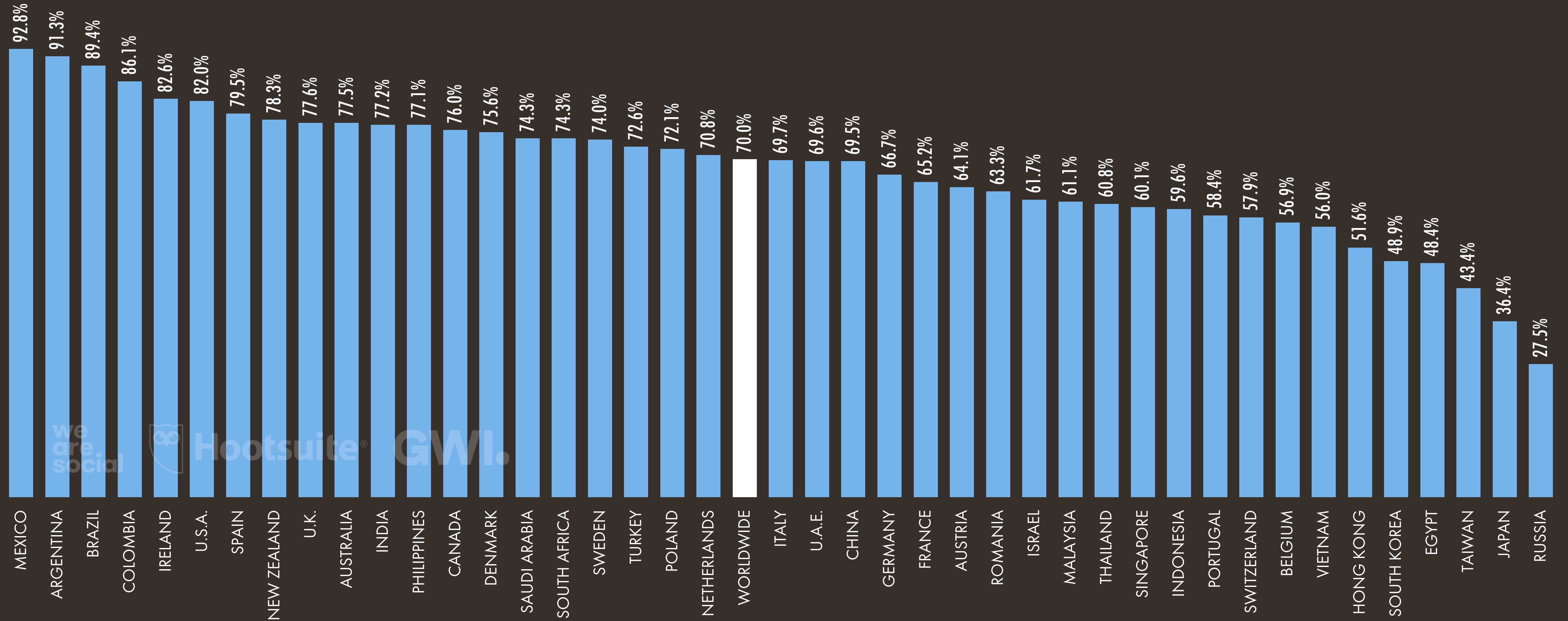


44.1%

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# STREAMING TV CONTENT VIA THE INTERNET

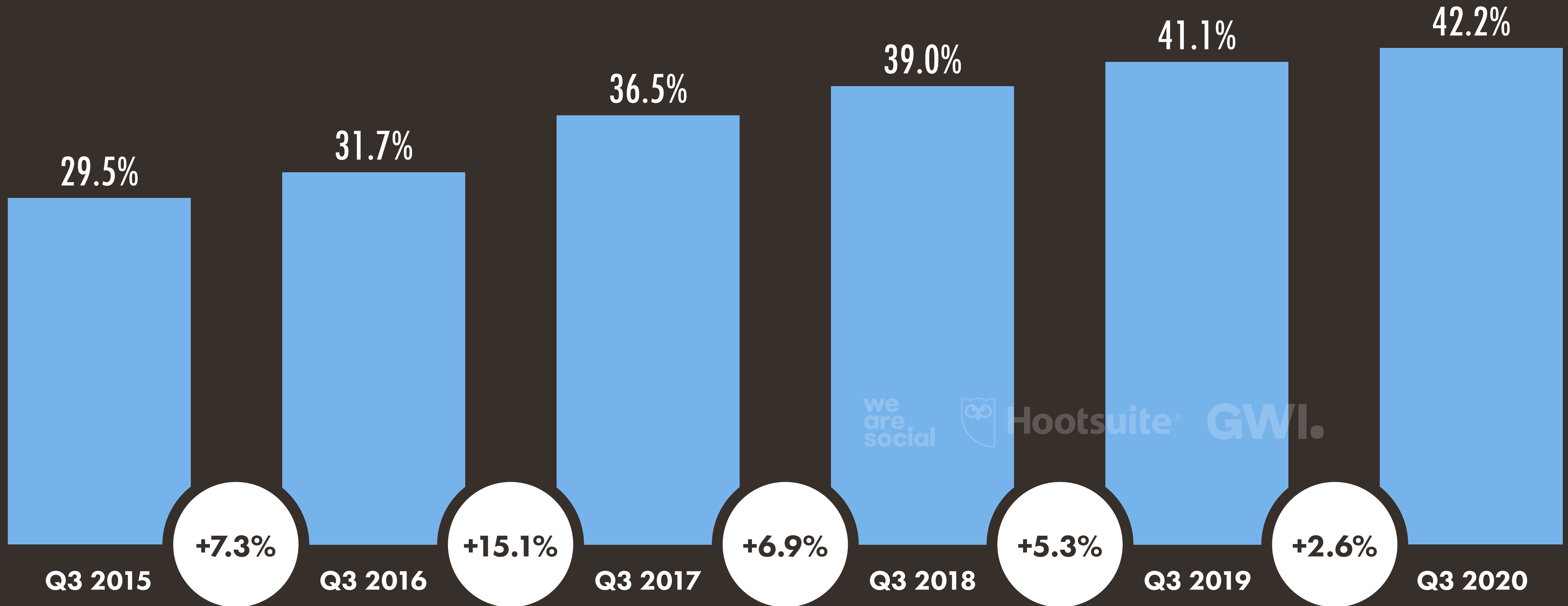
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



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# STREAMING TV'S SHARE OF DAILY TV WATCH TIME

DAILY TIME INTERNET USERS\* SPEND WATCHING TV CONTENT VIA STREAMING SERVICES AS A SHARE OF THE TOTAL TIME THEY SPEND WATCHING TV



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# PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

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

ANY  
DEVICE



86.9%

SMART  
PHONE



74.9%

PC (LAPTOP  
OR DESKTOP)



44.4%

GAMES  
CONSOLE



26.1%

TABLET  
DEVICE

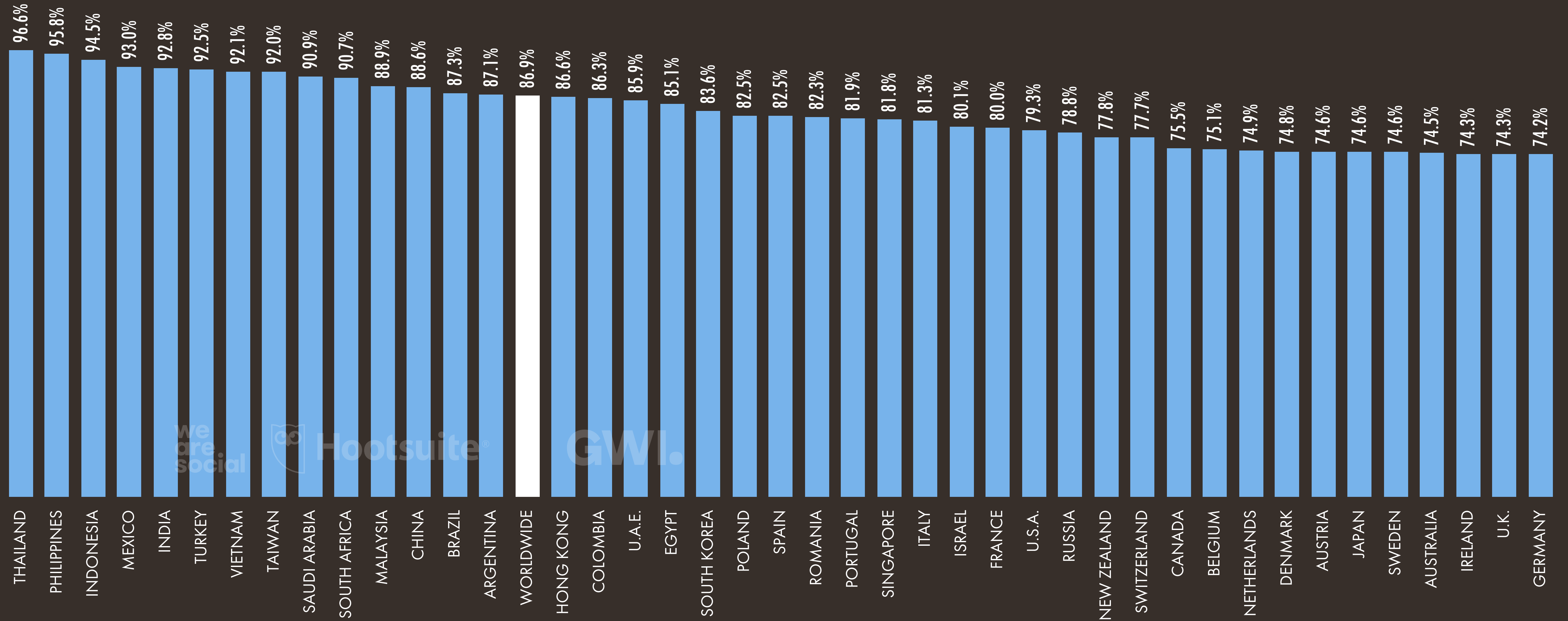


19.6%

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# PLAYING VIDEO GAMES

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



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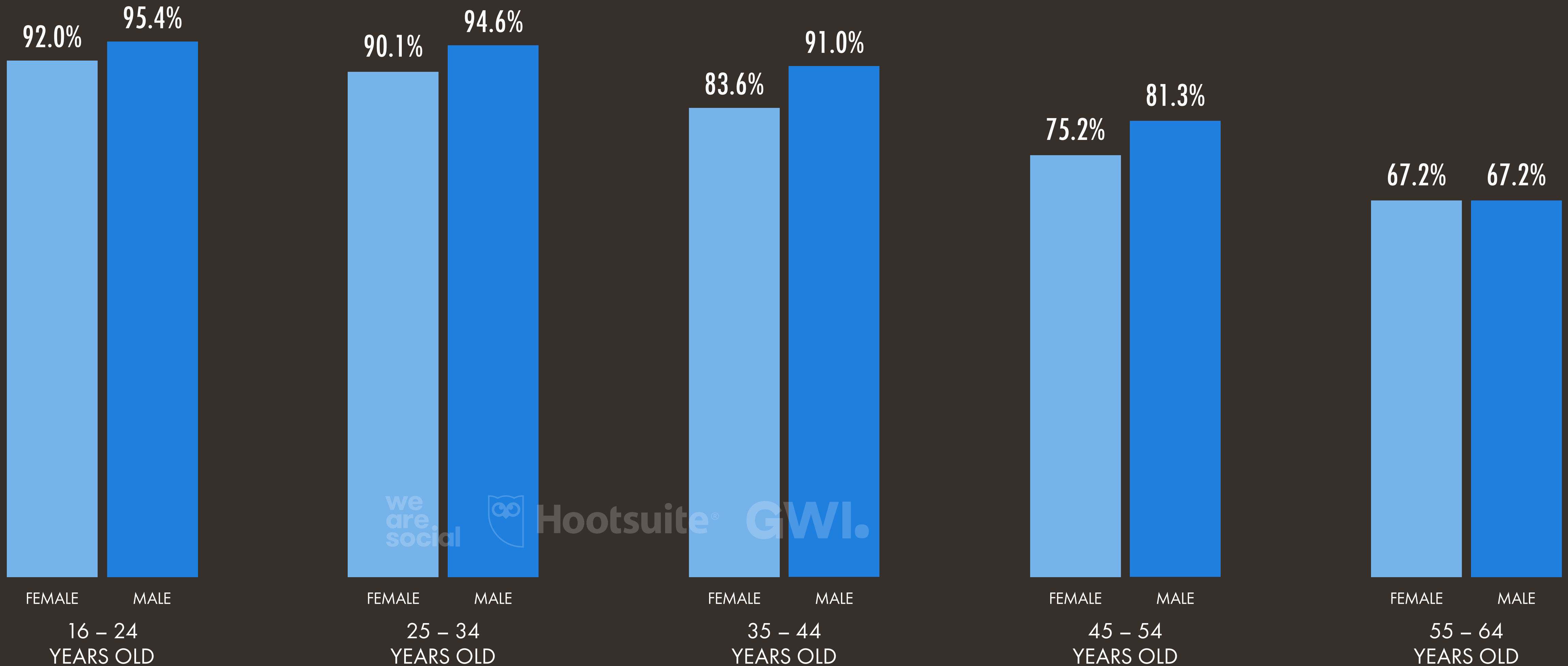
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# PLAYING VIDEO GAMES BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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# MOST POPULAR VIDEO GAME FORMATS BY AGE GROUP

PERCENTAGE OF GLOBAL INTERNET USERS\* IN EACH AGE GROUP WHO SAY THEY PLAY EACH TYPE OF VIDEO GAME ON ANY DIGITAL DEVICE

16-24 YEARS OLD		25-34 YEARS OLD		35-44 YEARS OLD		45-54 YEARS OLD		55-64 YEARS OLD	
SHOOTER	62%	SHOOTER	59%	SHOOTER	47%	SHOOTER	32%	PUZZLE PLATFORM	18%
ACTION ADVENTURE	56%	ACTION ADVENTURE	51%	ACTION ADVENTURE	44%	ACTION ADVENTURE	31%	SHOOTER	16%
M.O.B.A.	41%	RACING	41%	RACING	35%	PUZZLE PLATFORM	27%	ACTION ADVENTURE	15%
SIMULATION	38%	M.O.B.A.	40%	PUZZLE PLATFORM	33%	RACING	24%	ONLINE BOARD GAMES	13%
RACING	38%	SPORTS	36%	SPORTS	32%	SPORTS	21%	RACING	12%
BATTLE ROYALE	36%	SIMULATION	34%	STRATEGY	31%	STRATEGY	21%	SIMULATION	11%
STRATEGY	35%	STRATEGY	34%	M.O.B.A.	30%	SIMULATION	20%	SPORTS	11%
PUZZLE PLATFORM	34%	PUZZLE PLATFORM	34%	SIMULATION	29%	ACTION PLATFORM	19%	ACTION PLATFORM	10%
SPORTS	33%	ACTION PLATFORM	33%	ACTION PLATFORM	29%	M.M.O.	19%	STRATEGY	10%
ACTION PLATFORM	32%	M.M.O.	32%	M.M.O.	28%	M.O.B.A.	18%	M.M.O.	9%

GWJ.

GWJ.

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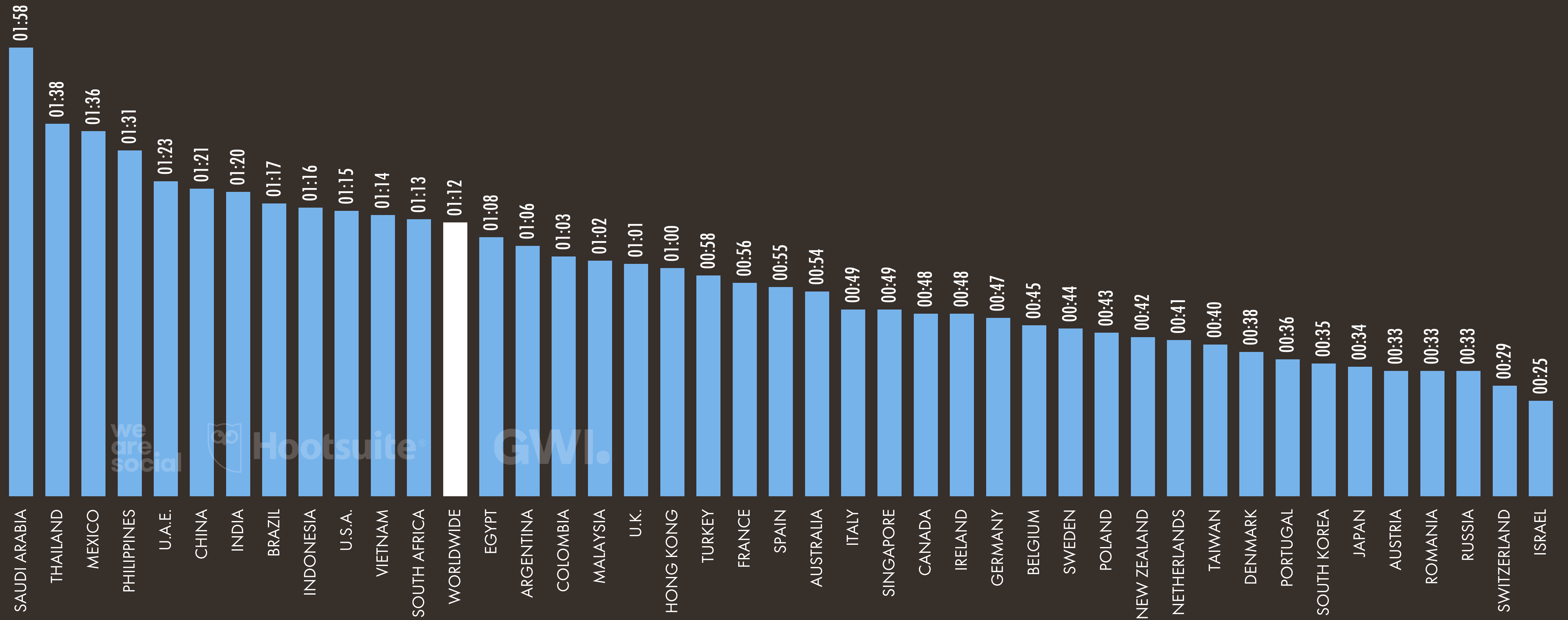
**SOURCE:** GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.  
**\*NOTE:** PERCENTAGES REPRESENT SHARE OF ALL INTERNET USERS IN EACH AGE GROUP, REGARDLESS OF WHETHER THEY PLAY VIDEO GAMES.



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# DAILY TIME SPENT USING A GAMES CONSOLE

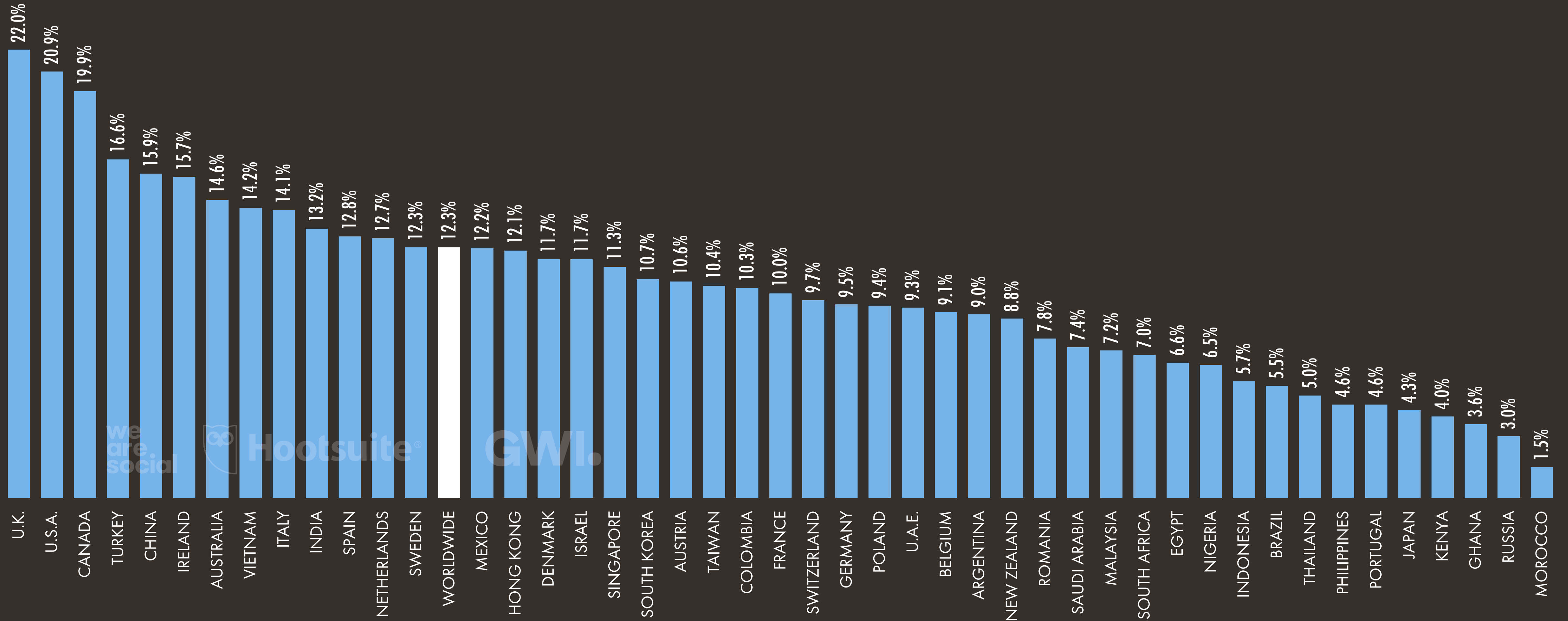
AVERAGE AMOUNT OF TIME PER DAY (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING A GAMES CONSOLE



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# SMART HOME DEVICE OWNERSHIP

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



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# OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE GLOBAL MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

NUMBER OF HOMES WITH  
SMART HOME DEVICES



**221.7**  
MILLION



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



**\$77.39**  
BILLION

statista 

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



**\$14.98**  
BILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



**\$28.51**  
BILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



**\$11.92**  
BILLION

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VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



**\$9.24**  
BILLION

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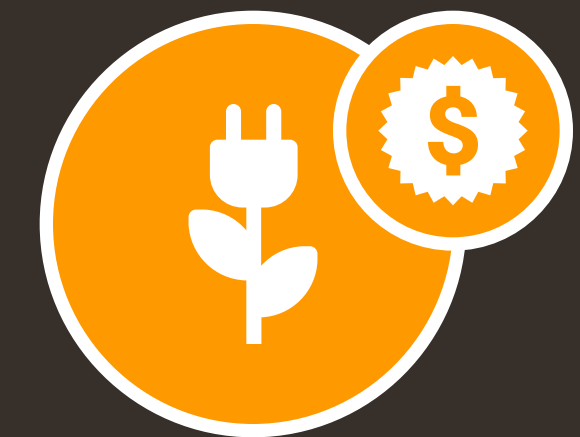
VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



**\$6.62**  
BILLION



VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$6.12**  
BILLION

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# AVERAGE ANNUAL REVENUE PER SMART HOME

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

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

PENETRATION OF  
SMART HOME DEVICES\*



10.6%



ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$349



ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$165



ARPU\*: SMART  
HOME APPLIANCES



\$406

ARPU\*: SMART HOME  
SECURITY DEVICES



\$144



ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$120



ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$77



ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$91

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# SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+14%



Y-O-Y VALUE CHANGE: OVERALL  
SMART HOME DEVICES MARKET



+16%

statista 

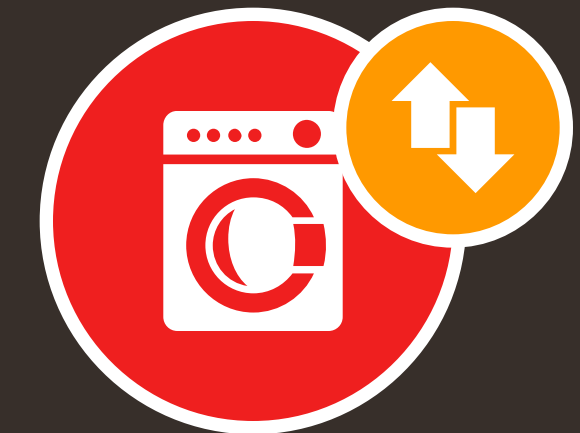
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+16%



Y-O-Y VALUE CHANGE: SMART  
HOME APPLIANCES MARKET



+16%

Y-O-Y VALUE CHANGE: SMART  
HOME SECURITY DEVICE MARKET



+20%

statista 

Y-O-Y VALUE CHANGE: SMART HOME  
ENTERTAINMENT DEVICE MARKET



+13%

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social

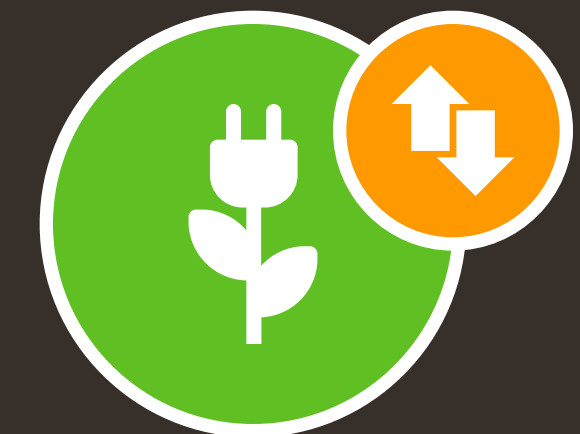
Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+13%



Y-O-Y VALUE CHANGE: SMART HOME  
ENERGY MANAGEMENT MARKET

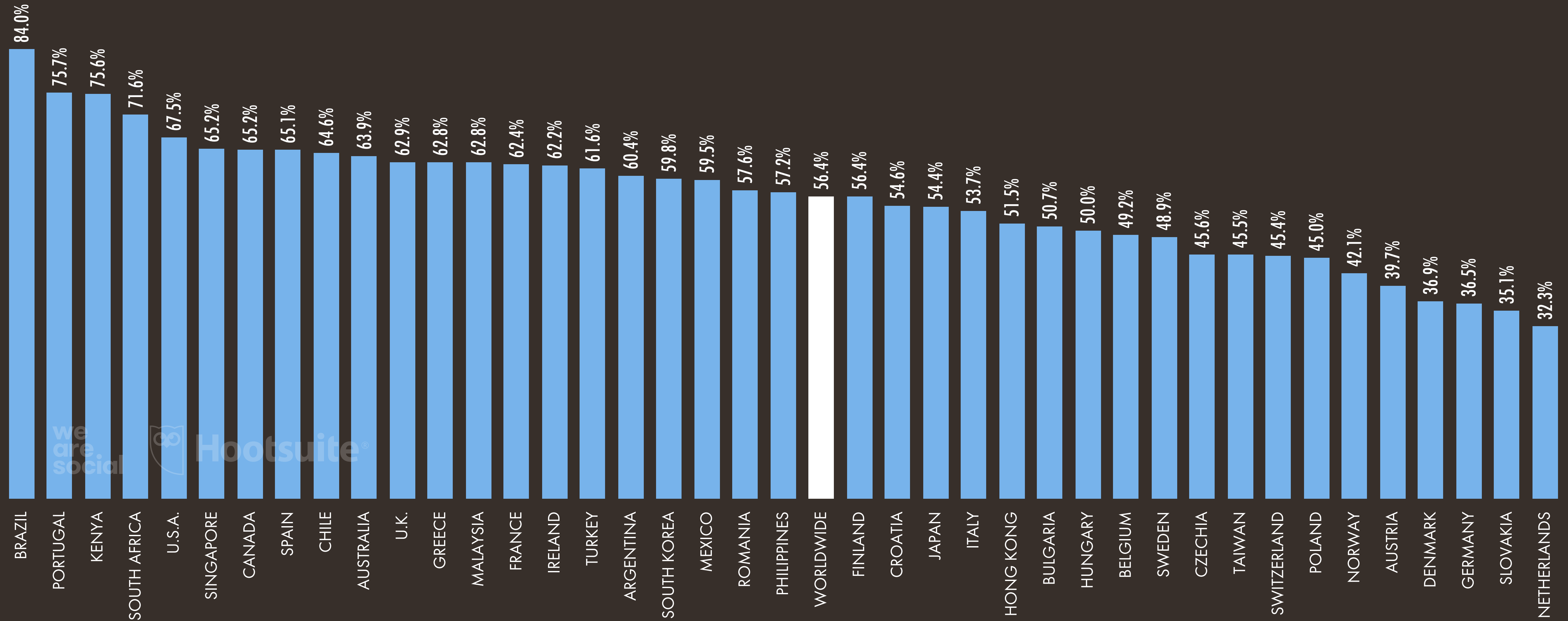


+21%

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# CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

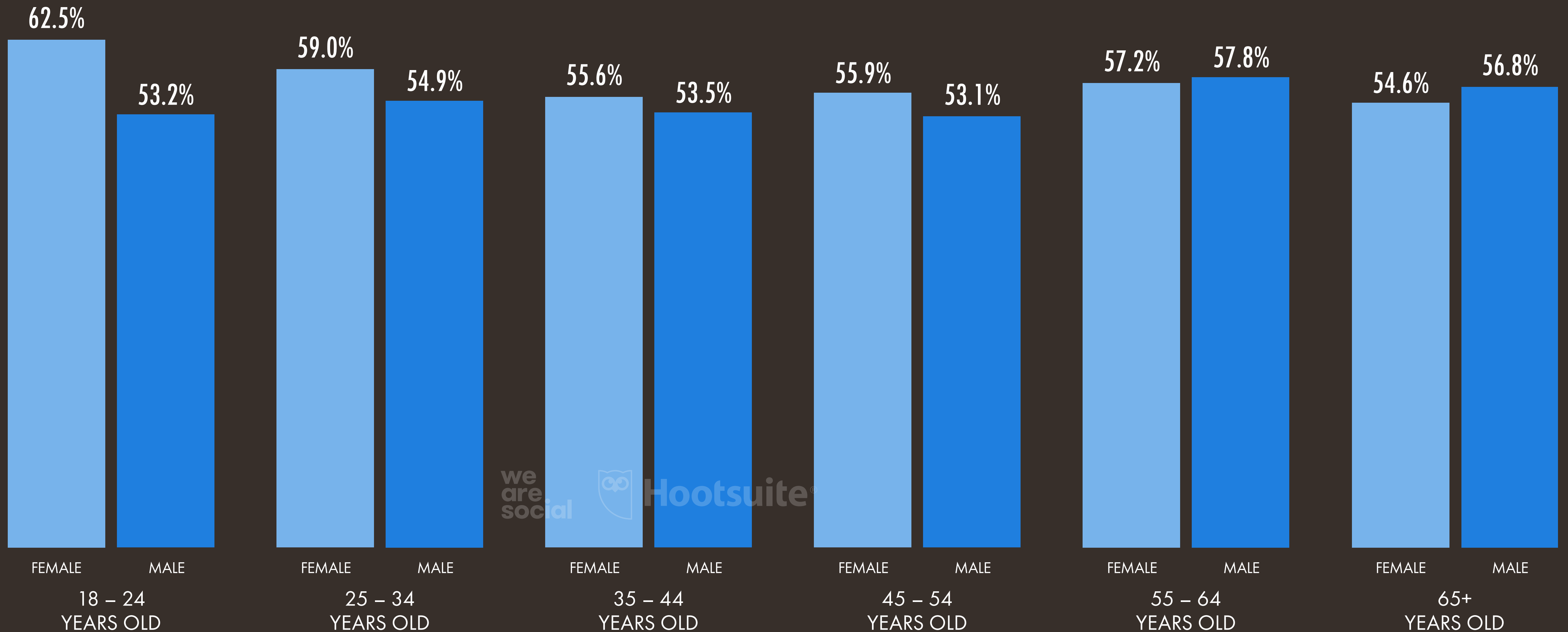
PERCENTAGE OF ADULTS AGED 18+ WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO NEWS ON THE INTERNET



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# CONCERNS ABOUT MISINFORMATION AND 'FAKE NEWS'

PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THEY'RE CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO NEWS ON THE INTERNET



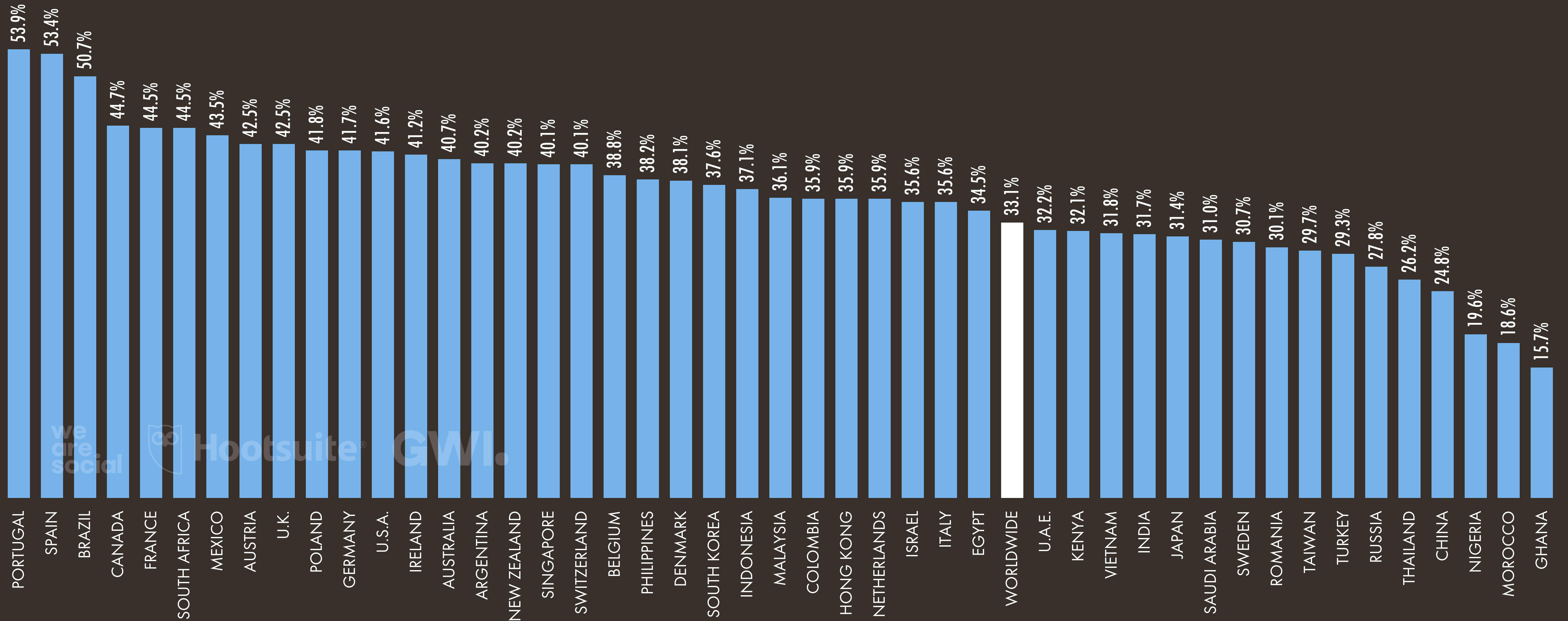
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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

 THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

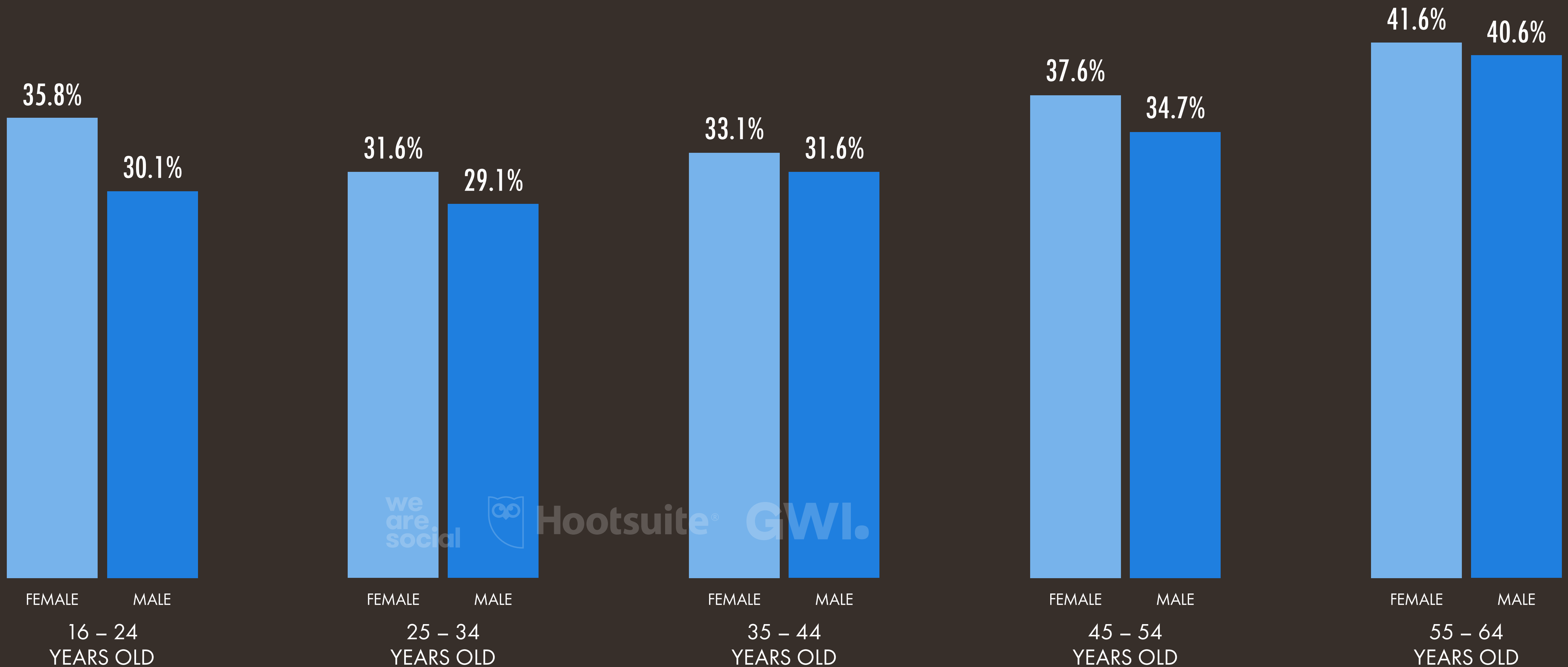
 **COMPARABILITY ADVISORY:** THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED COMPARED TO A SIMILAR CHART THAT APPEARED IN OUR REPORTS IN PREVIOUS YEARS, SO VALUES ARE NOT COMPARABLE WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS.



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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THEY'RE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA

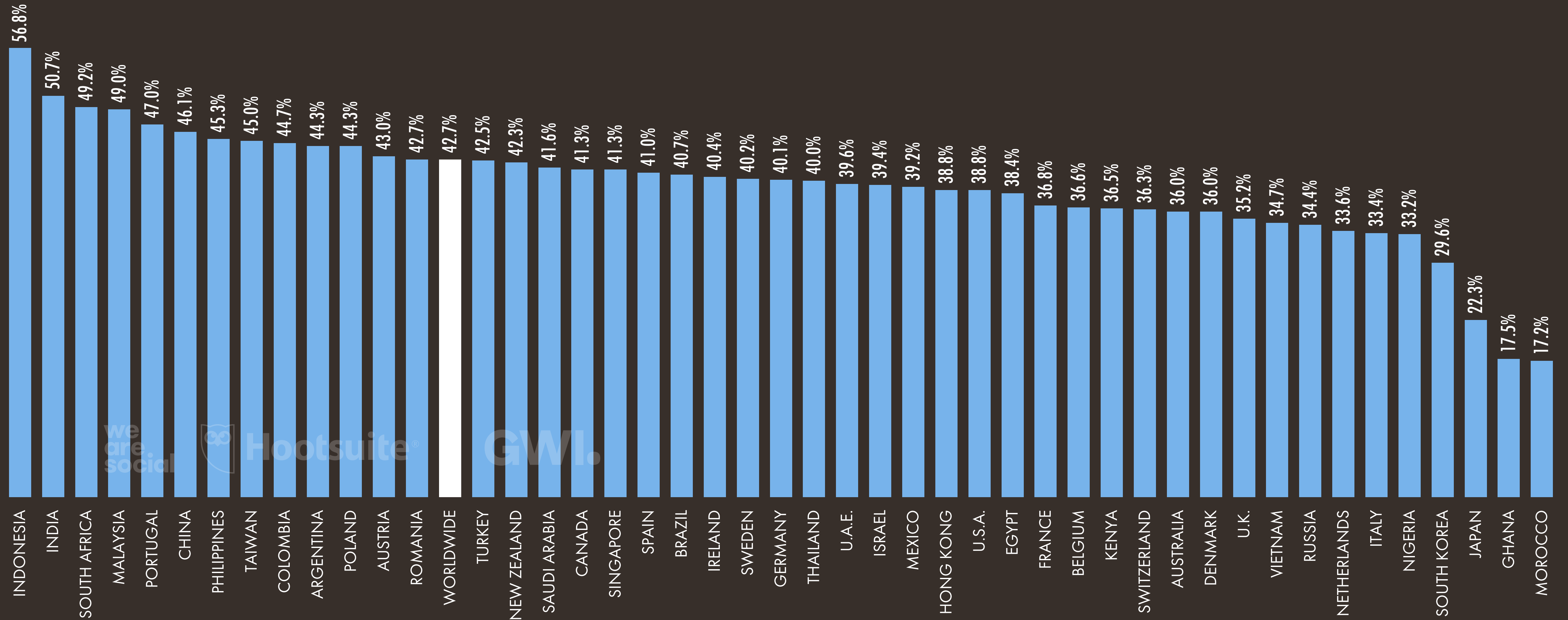


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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH

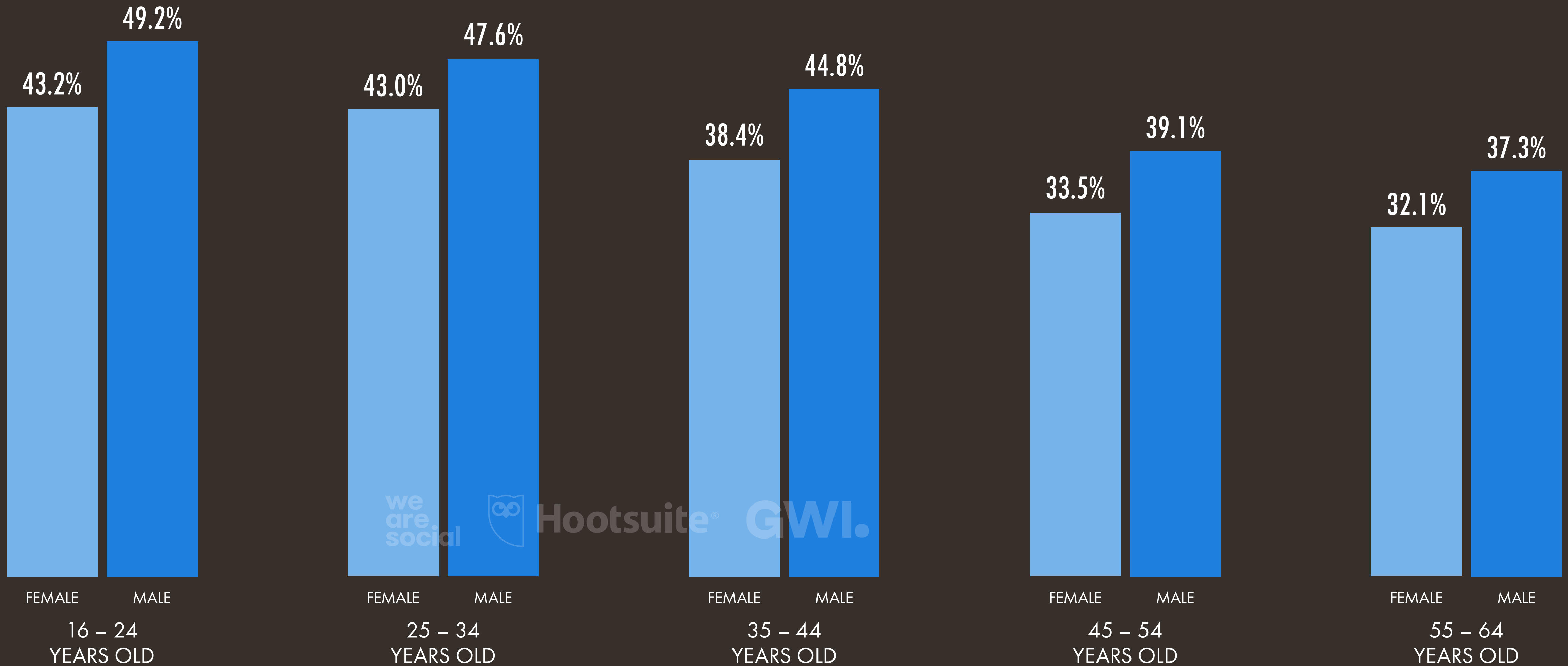
 THE CONTEXT OF THE SURVEY QUESTION THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



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# USE OF AD BLOCKERS

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE TOOLS TO BLOCK ONLINE ADVERTISING EACH MONTH

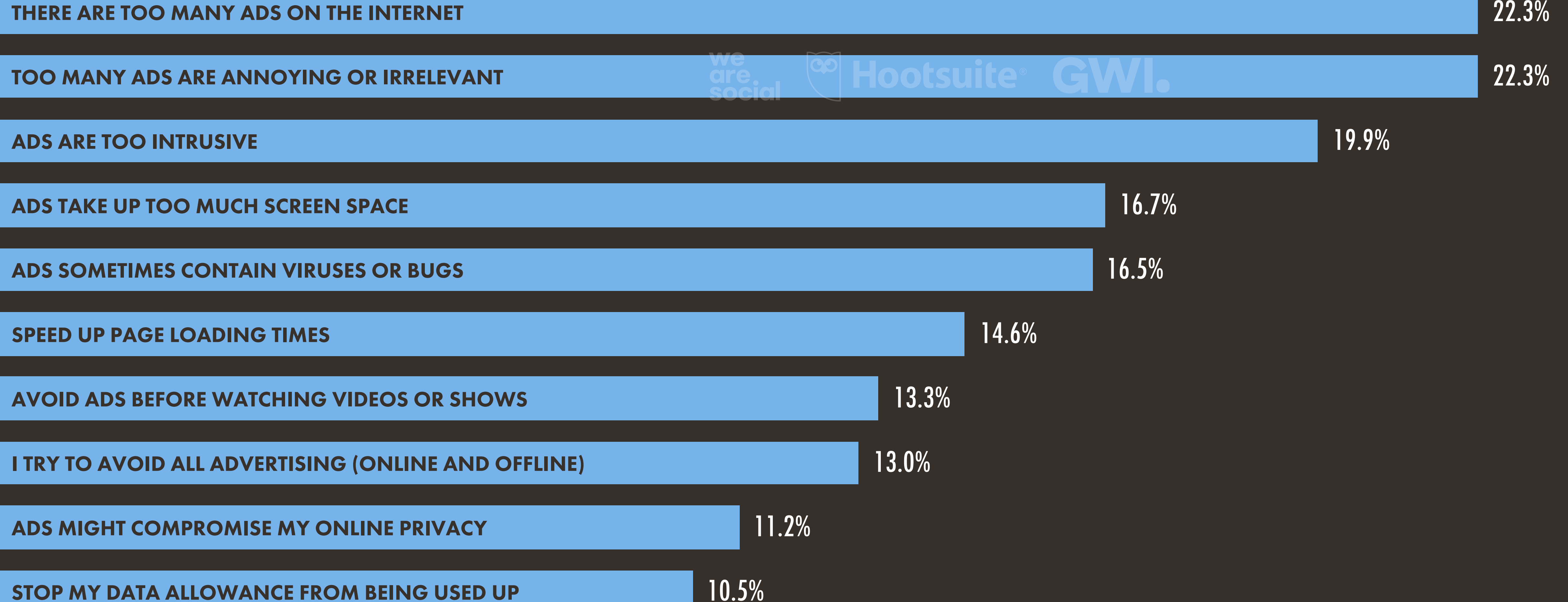


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# REASONS FOR USING AD BLOCKERS

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE AD BLOCKING TOOLS



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# WE ARE SOCIAL'S PERSPECTIVE: INTERNET IN 2021

## SHIFTS IMPACTING OUR ONLINE BEHAVIOUR



### SYNTHETIC MEDIA

Synthetic media is a term used to describe any media that's created using artificial production or manipulation. Recent years have seen this type of media enter the mainstream – from virtual influencers to deepfakes to ageless actors in films like *The Irishman*. As a result, they're starting to lose the creep factor. People are getting comfortable with 'fake' media and it's fundamentally changing the way we create and consume content.

**In 2021, brands will use affordable synthetic media technologies to create immersive digital brand experiences**



### PRACTICAL ADVOCACY

'Armchair activism' has long been considered the lazier cousin of getting out in the world. But amid the constraints of 2020, and bolstered by the normalisation of long-form formats and the availability of practical digital tools, online advocacy has undergone a practical transformation. [Digital spaces are evolving into active arenas for accountability, learning and impact.](#)

**In 2021, brands will harness this shift to educate others where they can, and educate themselves where they need to**



### VIRTUAL LIFESTYLES

People are spending more time in virtual spaces than ever – social channels, 9-5 Zoom calls and games like *Animal Crossing* are all keeping people behind their screens. As a result, they're making more lifestyle choices within them. From in-game clothing lines to virtual beauty products exclusively for Zoom calls, people are investing in the customisation of their digital selves.

**In 2021, brands will create virtual product lines for audiences keen to bridge the gap between their offline and online personas**



**GLOBAL SOCIAL MEDIA USE**

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# SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
BILLION

SOCIAL MEDIA USERS AS  
A PERCENTAGE OF THE  
GLOBAL POPULATION



**53.6%**

ANNUAL CHANGE IN  
THE NUMBER OF GLOBAL  
SOCIAL MEDIA USERS



**+13.2%**  
**+490 MILLION**

TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



**4.15**  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**98.8%**

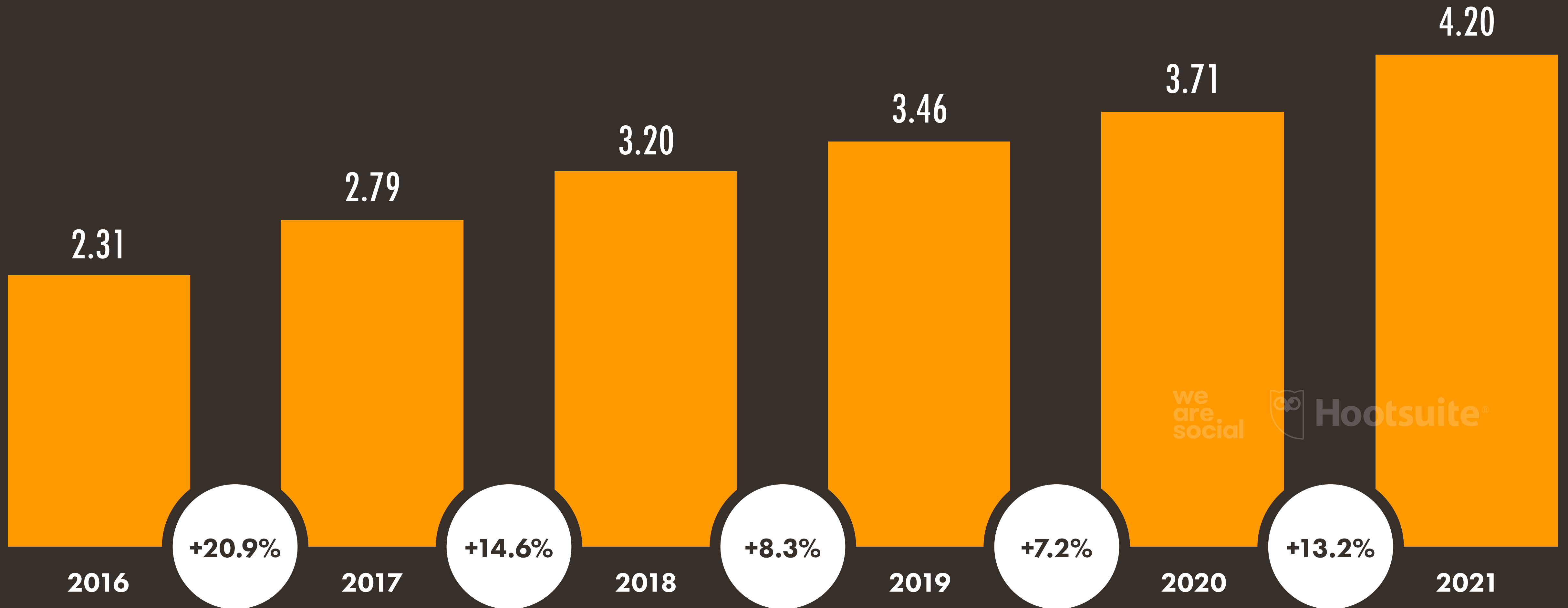
**SOURCES:** KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE.  
**\*ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. **◆ COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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# GLOBAL SOCIAL MEDIA USERS OVER TIME

NUMBER OF GLOBAL SOCIAL MEDIA USERS\* BY YEAR (IN BILLIONS), WITH YEAR-ON-YEAR CHANGE

⚠️ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS



**SOURCES:** KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE.  
**\*ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **◆ COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

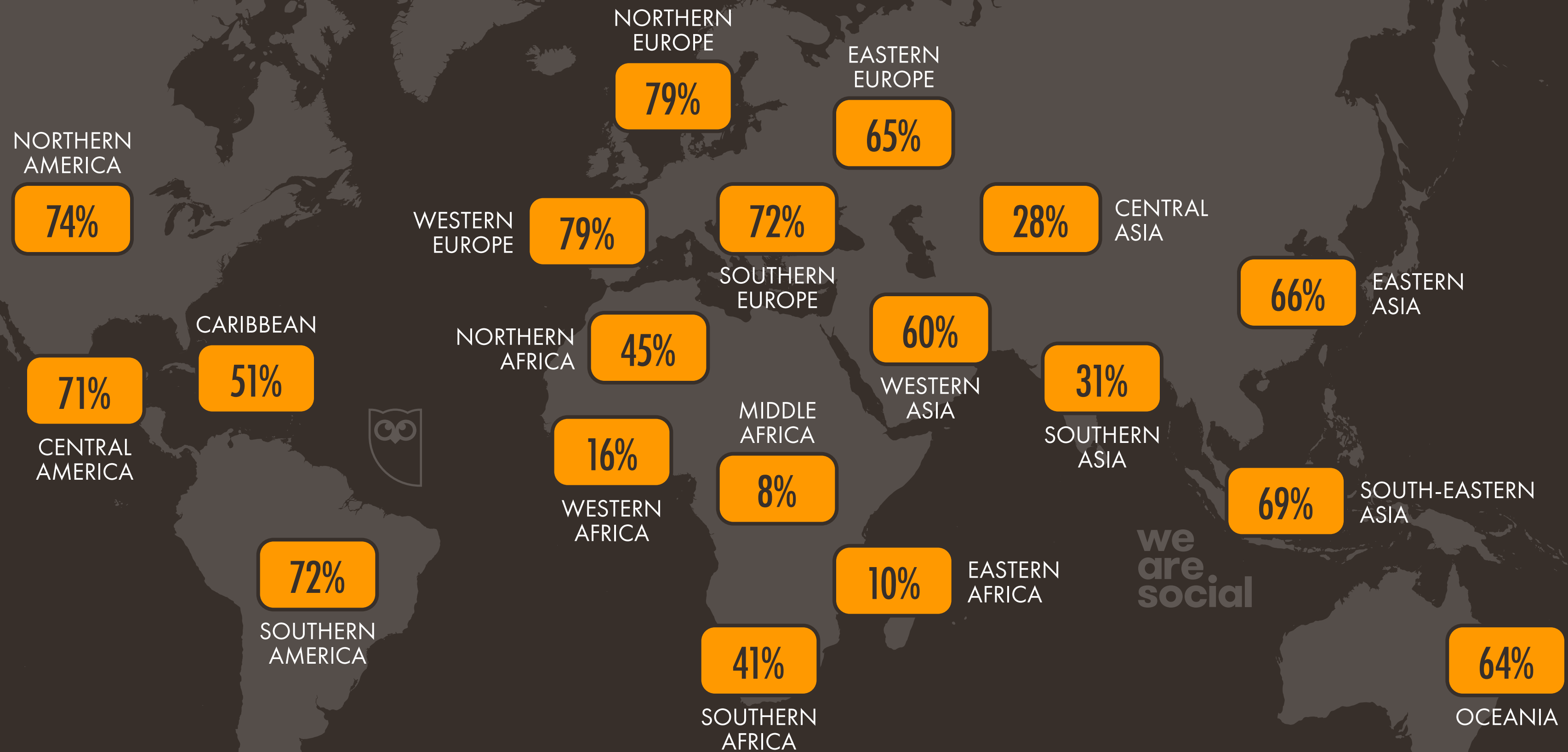


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# SOCIAL MEDIA USERS vs. TOTAL POPULATION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS\* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAR; OCDH.

\*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. ♦ COMPARABILITY ADVISORY: DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# SOCIAL MEDIA USERS vs. POPULATION BY GENDER

ACTIVE FEMALE AND MALE SOCIAL MEDIA USERS\*, SHOWN AS A PERCENTAGE OF TOTAL FEMALE AND MALE POPULATIONS



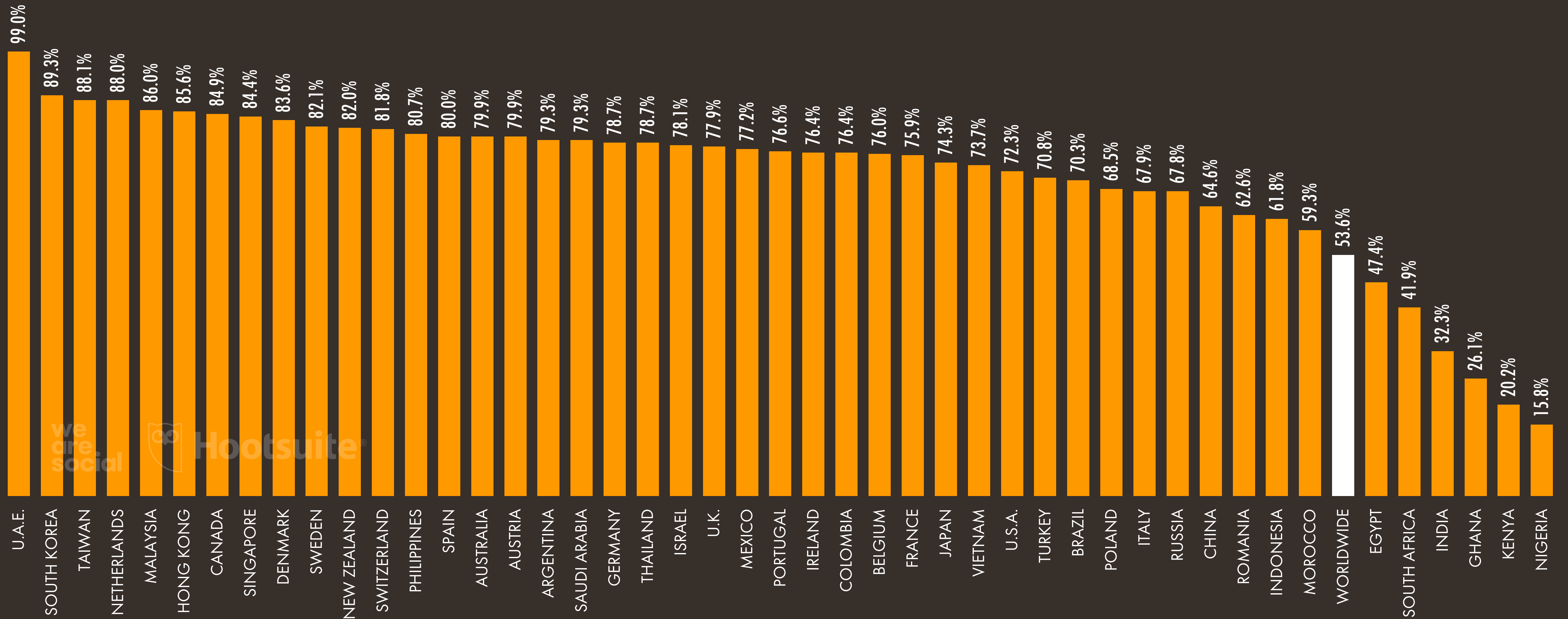
**SOURCES:** KEPIOS (JAN 2021), BASED ON DATA FROM: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; THE UNITED NATIONS; THE U.S. CENSUS BUREAU. **\*ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. USERS MAY IDENTIFY AS DIFFERENT GENDERS ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. DEMOGRAPHIC DATA FROM OTHER SOURCES. REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS DUE TO DIFFERENCES IN LOCAL AVAILABILITY. **NOTE:** REGIONS BASED ON THE U.N. GEOScheme.

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# SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS\* AS A PERCENTAGE OF THE TOTAL POPULATION

 SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO SOURCE CHANGES.



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# SOCIAL MEDIA USER GROWTH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST YEAR-ON-YEAR CHANGE IN THE NUMBER OF SOCIAL MEDIA USERS

## HIGHEST LEVELS OF **RELATIVE** GROWTH

#	HIGHEST RELATIVE GROWTH	▲%	▲ USERS
01	TURKMENISTAN	+108.3%	+78,000
02	SOUTH SUDAN	+60.7%	+170,000
03	TAJIKISTAN	+51.5%	+340,000
04	BENIN 	+45.5%	+500,000
05	UZBEKISTAN	+43.8%	+1,400,000
06	CHAD	+42.4%	+140,000
07	RWANDA	+39.3%	+240,000
08	TOGO	+36.9%	+240,000
09	GHANA	+36.7%	+2,200,000
10	ANGOLA	+36.4%	+800,000

## HIGHEST LEVELS OF **ABSOLUTE** GROWTH

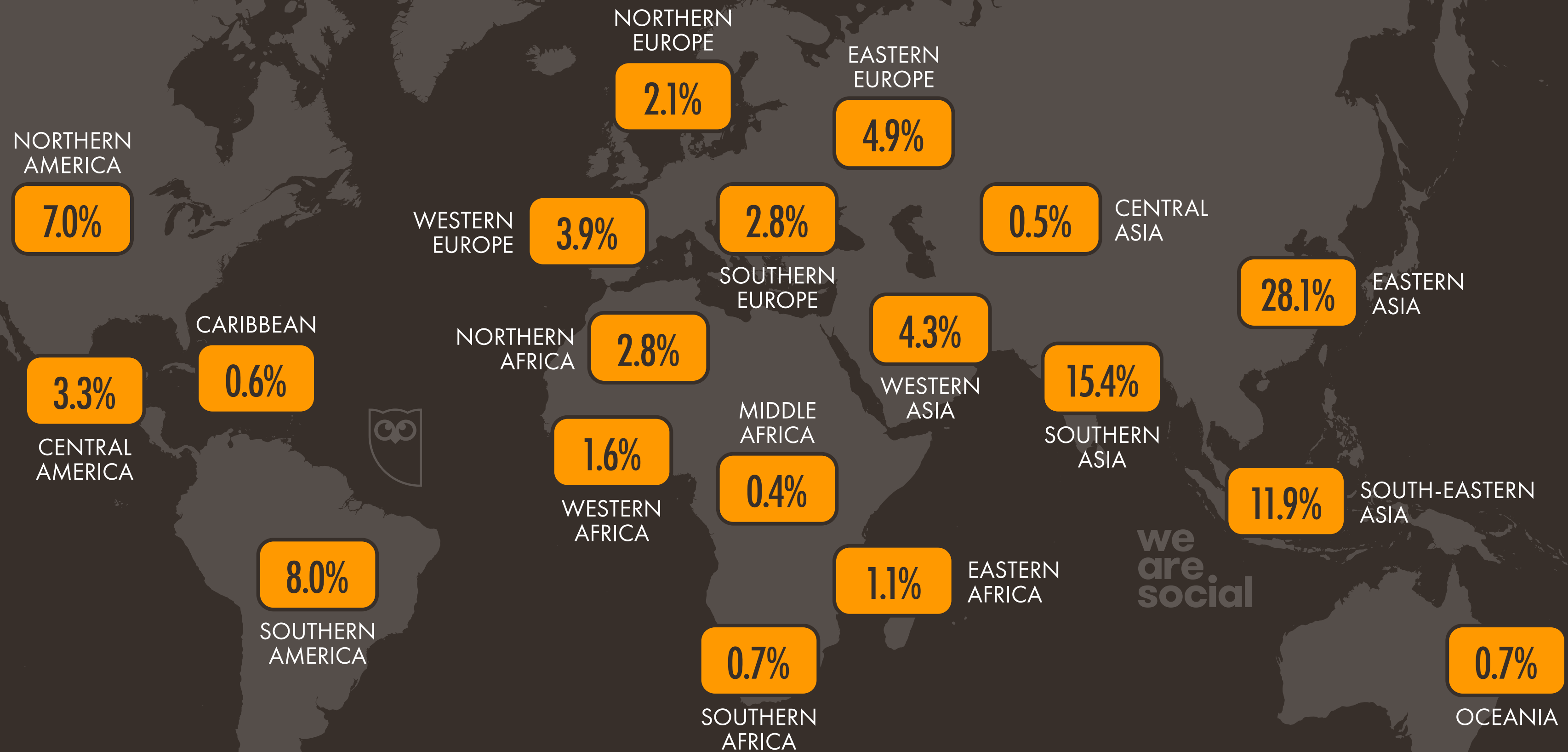
#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	CHINA	+110,000,000	+12.9%
02	INDIA	+78,000,000	+21.2%
03	PHILIPPINES	+16,000,000	+21.9%
04	MEXICO	+11,000,000	+12.4%
05=	BRAZIL	+10,000,000	+7.1%
05=	INDONESIA 	+10,000,000	+6.3%
05=	U.S.A.	+10,000,000	+4.3%
08=	BANGLADESH	+9,000,000	+25.0%
08=	PAKISTAN	+9,000,000	+24.3%
10	SPAIN	+8,100,000	+27.6%

**SOURCES:** KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAR; OCDH.  
**NOTES:** DIFFERENCES IN LOCAL DATA AVAILABILITY MEAN COUNTRY FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. **\*ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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# SHARE OF THE WORLD'S SOCIAL MEDIA USERS

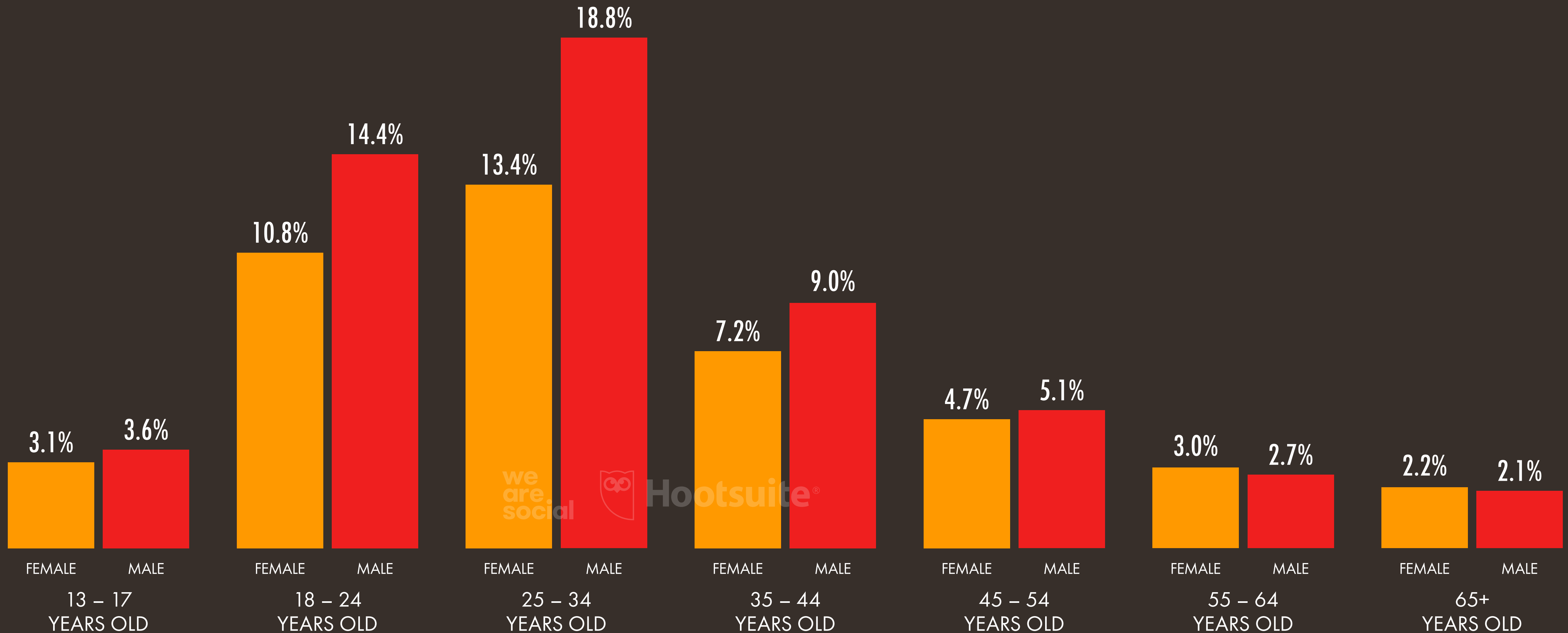
SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF THE WORLDWIDE TOTAL OF SOCIAL MEDIA USERS



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# SHARE OF SOCIAL MEDIA USERS BY AGE AND GENDER

SOCIAL MEDIA USERS OF EACH GENDER\* IN EACH AGE GROUP\* AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS AGED 13 AND ABOVE



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# SHARE OF SOCIAL MEDIA USERS BY GENDER

FEMALE AND MALE SOCIAL MEDIA USERS AS A PERCENTAGE OF EACH REGION'S TOTAL SOCIAL MEDIA USERS\*



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are  
social

**SOURCES:** KEPIOS (JAN 2021), BASED ON DATA FROM: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; THE U.N.; THE U.S. CENSUS BUREAU. **\*ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. MOST PLATFORMS ONLY REPORT DATA FOR 'FEMALE' OR 'MALE' USERS, SO FIGURES REFLECT THOSE GENDERS' SHARE OF THE COMBINED TOTAL. USERS MAY IDENTIFY AS DIFFERENT GENDERS ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. OTHER SOURCES. **NOTE:** REGIONS AS PER U.N. GEOScheme.

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# URBAN CONCENTRATION OF SOCIAL MEDIA USERS

COMPARING THE CONCENTRATION OF NATIONAL POPULATIONS AND SOCIAL MEDIA USERS LOCATED IN CITIES WITH 100,000 OR MORE INHABITANTS

#	COUNTRY	POPULATION IN CITIES (100K+)	SOCIAL USERS IN CITIES (100K+)	SOCIAL vs. POPULATION	#	COUNTRY	POPULATION IN CITIES (100K+)	SOCIAL USERS IN CITIES (100K+)	SOCIAL vs. POPULATION
01	INDIA	16%	63%	3.8x	16	THAILAND	41%	44%	1.1x
02	U.S.A.	32%	42%	1.3x	17	U.K.	44%	53%	1.2x
03	INDONESIA	35%	65%	1.9x	18	FRANCE	15%	34%	2.3x
04	PAKISTAN	19%	87%	4.5x	19	TANZANIA	12%	91%	7.4x
05	BRAZIL	54%	62%	1.1x	20	ITALY	23%	41%	1.7x
06	NIGERIA	21%	91%	4.4x	21	SOUTH AFRICA	41%	60%	1.5x
07	BANGLADESH	14%	71%	5.1x	22	MYANMAR	20%	52%	2.6x
08	MEXICO	64%	69%	1.1x	23	KENYA	12%	70%	5.8x
09	ETHIOPIA	6%	49%	8.4x	24	COLOMBIA	60%	74%	1.2x
10	PHILIPPINES	29%	65%	2.3x	25	SPAIN	50%	51%	1.0x
11	EGYPT	21%	88%	4.1x	26	UGANDA	7%	91%	12.5x
12	VIETNAM	12%	67%	5.7x	27	ARGENTINA	60%	56%	0.9x
13	D.R. CONGO	17%	78%	4.6x	28	ALGERIA	54%	76%	1.4x
14	TURKEY	81%	87%	1.1x	29	UKRAINE	43%	68%	1.6x
15	GERMANY	35%	51%	1.5x	30	IRAQ	61%	88%	1.4x



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# SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



98.1%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



GWI.

90.2%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



we  
are  
social

2H 25M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



GWI.

8.4

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES\*

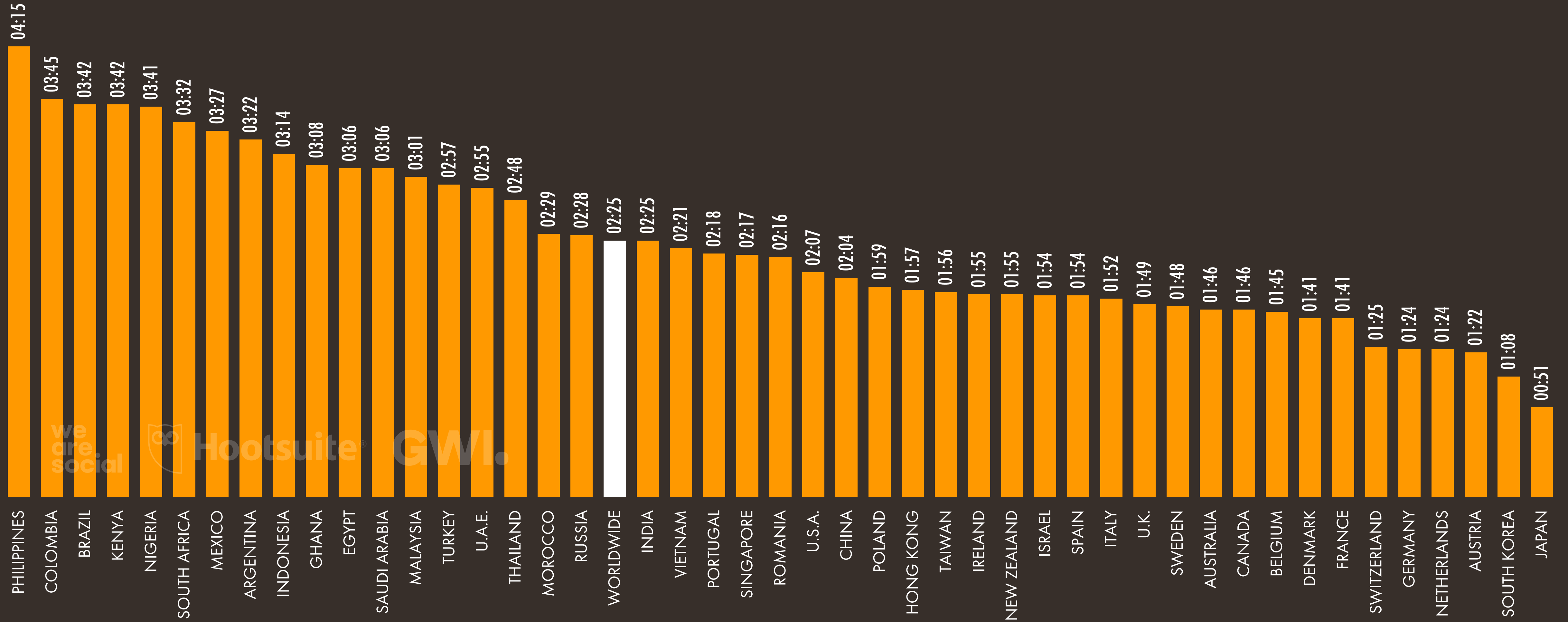


40.4%

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# DAILY TIME SPENT USING SOCIAL MEDIA

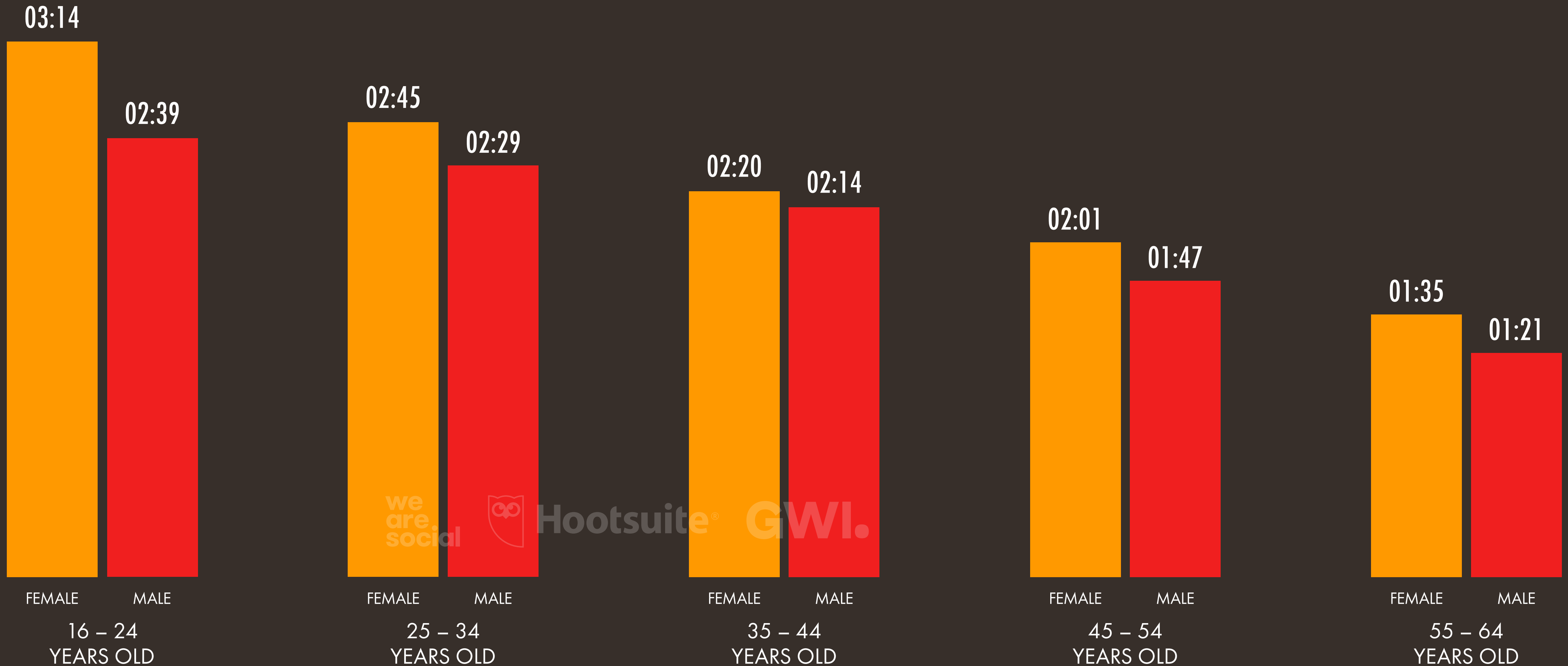
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



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2021

# DAILY TIME SPENT USING SOCIAL MEDIA

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



we  
are  
social

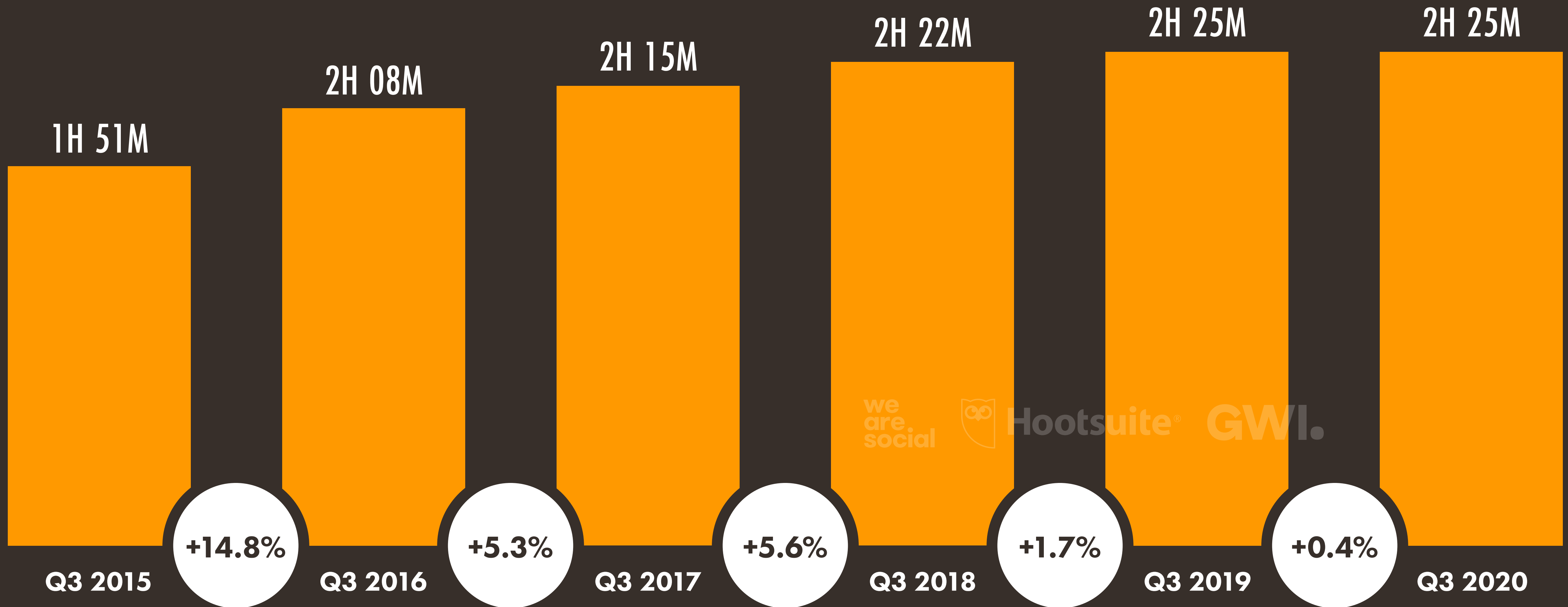


Hootsuite® GWI.

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# EVOLUTION OF DAILY TIME SPENT USING SOCIAL MEDIA

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA

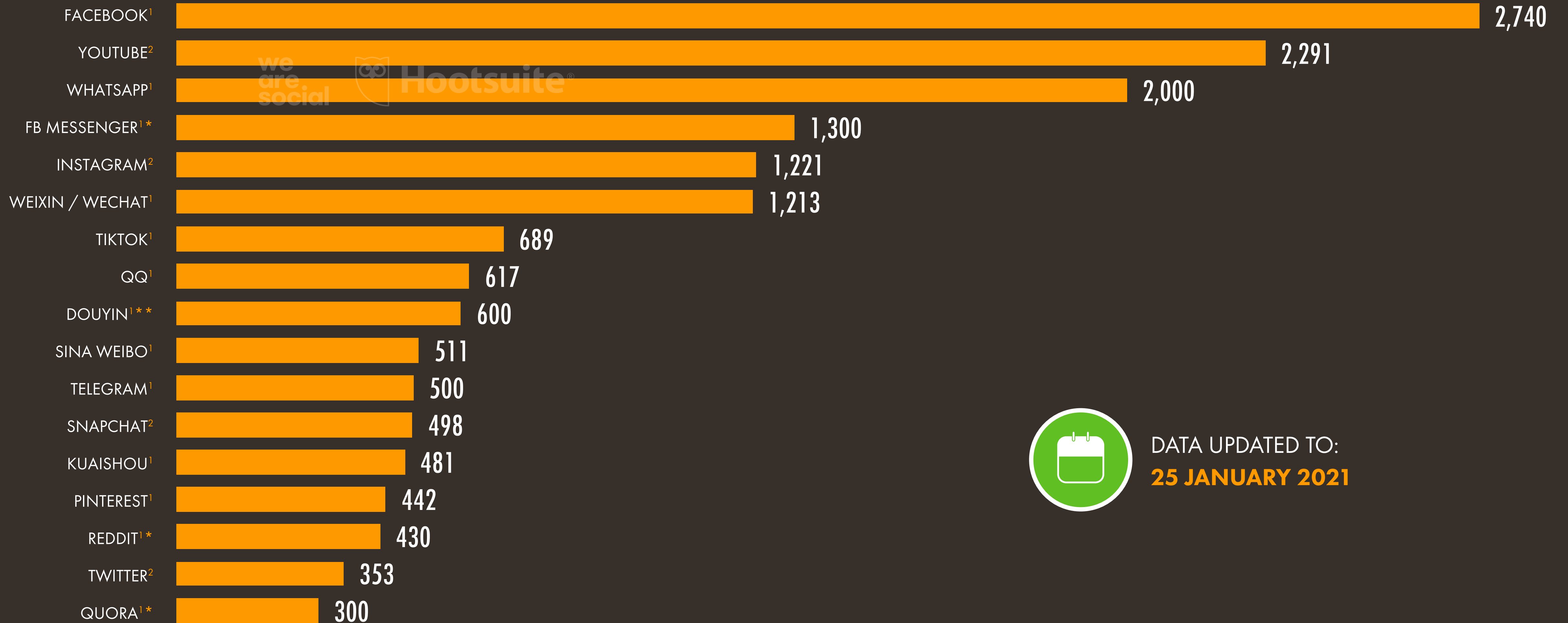


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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS\*



DATA UPDATED TO:  
**25 JANUARY 2021**

**JAN  
2021**

# TOP SOCIAL AND VIDEO STREAMING APPS BY TIME SPENT

RANKINGS OF THE TOP SOCIAL MEDIA AND VIDEO STREAMING MOBILE APPS ON **ANDROID PHONES**, BASED ON **TOTAL CUMULATIVE TIME SPENT** IN 2020

## TOP **SOCIAL MEDIA** MOBILE APPS BY GLOBAL CUMULATIVE TIME SPENT\*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	FACEBOOK	19.5 HOURS / MONTH
02	WHATSAPP	19.4 HOURS / MONTH
03	INSTAGRAM	10.3 HOURS / MONTH
04	TIKTOK	13.3 HOURS / MONTH
05	FACEBOOK MESSENGER	2.7 HOURS / MONTH
06	TWITTER	5.6 HOURS / MONTH
07	LINE	10.6 HOURS / MONTH
08	TELEGRAM	2.9 HOURS / MONTH
09	VK	13.9 HOURS / MONTH
10	WHATSAPP BUSINESS	9.3 HOURS / MONTH

## TOP **VIDEO STREAMING** MOBILE APPS BY GLOBAL CUMULATIVE TIME SPENT\*

#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	23.2 HOURS / MONTH
02	MX PLAYER	7.6 HOURS / MONTH
03	NETFLIX	7.0 HOURS / MONTH
04	HOTSTAR	4.5 HOURS / MONTH
05	AMAZON PRIME VIDEO	3.7 HOURS / MONTH
06	YOUTUBE GO	9.5 HOURS / MONTH
07	TWITCH	5.1 HOURS / MONTH
08	JIOTV	2.5 HOURS / MONTH
09	YOUTUBE KIDS	6.2 HOURS / MONTH
10	VOOT	4.2 HOURS / MONTH



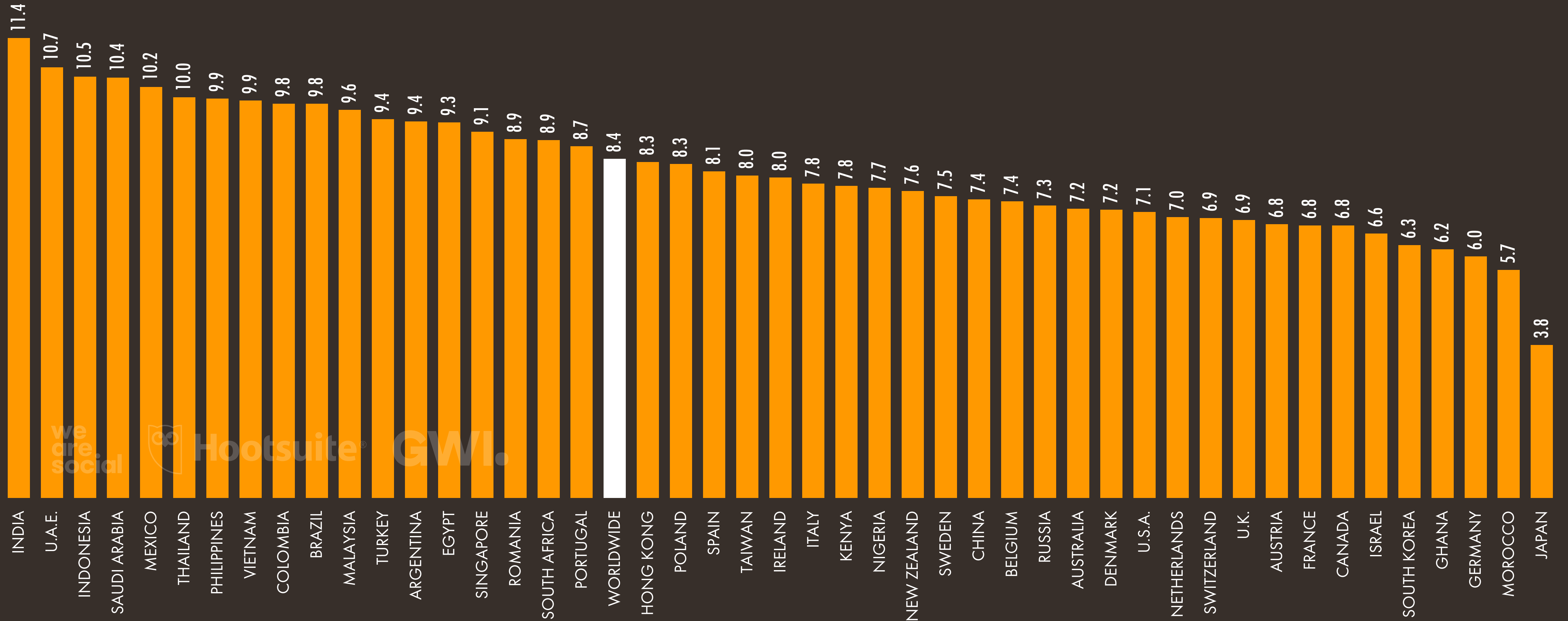
**SOURCE:** APP ANNIE (JAN 2021). SEE [STATEOFMOBILE2021.COM](https://stateofmobile2021.com) FOR MORE DETAILS. **NOTE:** RANK ORDER BASED ON THE TOTAL, CUMULATIVE TIME THAT ANDROID USERS AROUND THE WORLD SPENT USING EACH MOBILE APP RESPECTIVE TO OTHER APPS IN EACH CATEGORY THROUGHOUT THE WHOLE OF 2020. **\*ADVISORIES:** ONLY INCLUDES DATA FOR ANDROID PHONE DEVICES. DOES NOT INCLUDE DATA FOR CHINA. DOES NOT INCLUDE NEWS APPS OR SPORTS STREAMING APPS.



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# AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH INTERNET USERS AGED 16 TO 64 HAVE ACCOUNTS (NOT NECESSARILY ACTIVE USERS\*)



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

\*NOTE: FIGURES REPRESENT THE AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS ON WHICH SURVEY RESPONDENTS REPORT HAVING AN ACCOUNT, AND DO NOT NECESSARILY INDICATE ACTIVE USE ACROSS ALL ACCOUNTS OR PLATFORMS EACH MONTH.

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# SOCIAL MEDIA PLATFORMS: USER OVERLAPS

PERCENTAGE OF **USERS AGED 16 TO 64\*** OF EACH SOCIAL MEDIA PLATFORM WHO USE OTHER SOCIAL MEDIA PLATFORMS

 THE PLATFORMS INCLUDED IN THE "WHO USE ANY OTHER PLATFORM" COLUMN HAVE CHANGED, SO **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

	WHO USE ANY OTHER PLATFORM	WHO ALSO USE FACEBOOK	WHO ALSO USE YOUTUBE	WHO ALSO USE INSTAGRAM	WHO ALSO USE REDDIT	WHO ALSO USE SNAPCHAT	WHO ALSO USE TWITTER	WHO ALSO USE TIKTOK	WHO ALSO USE PINTEREST
FACEBOOK USERS	<b>98.9%</b>	100.0%	92.3%	74.8%	17.7%	29.6%	53.8%	35.8%	35.2%
YOUTUBE USERS	<b>98.7%</b>	81.4%	100.0%	72.9%	17.6%	28.9%	52.0%	34.6%	34.3%
INSTAGRAM USERS	<b>99.8%</b>	85.5%	94.5%	100.0%	20.6%	35.3%	60.7%	40.5%	39.6%
REDDIT USERS	<b>100.0%</b>	84.1%	94.7%	85.5%	100.0%	56.8%	76.1%	56.5%	64.3%
SNAPCHAT USERS	<b>99.9%</b>	85.3%	94.4%	89.0%	34.4%	100.0%	68.3%	57.9%	53.8%
TWITTER USERS	<b>99.8%</b>	86.9%	95.3%	85.7%	25.9%	38.2%	100.0%	42.5%	42.3%
TIKTOK USERS	<b>99.7%</b>	85.0%	93.3%	84.2%	28.2%	47.7%	62.5%	100.0%	47.0%
PINTEREST USERS	<b>99.8%</b>	85.5%	94.6%	84.1%	32.9%	45.3%	63.7%	48.1%	100.0%

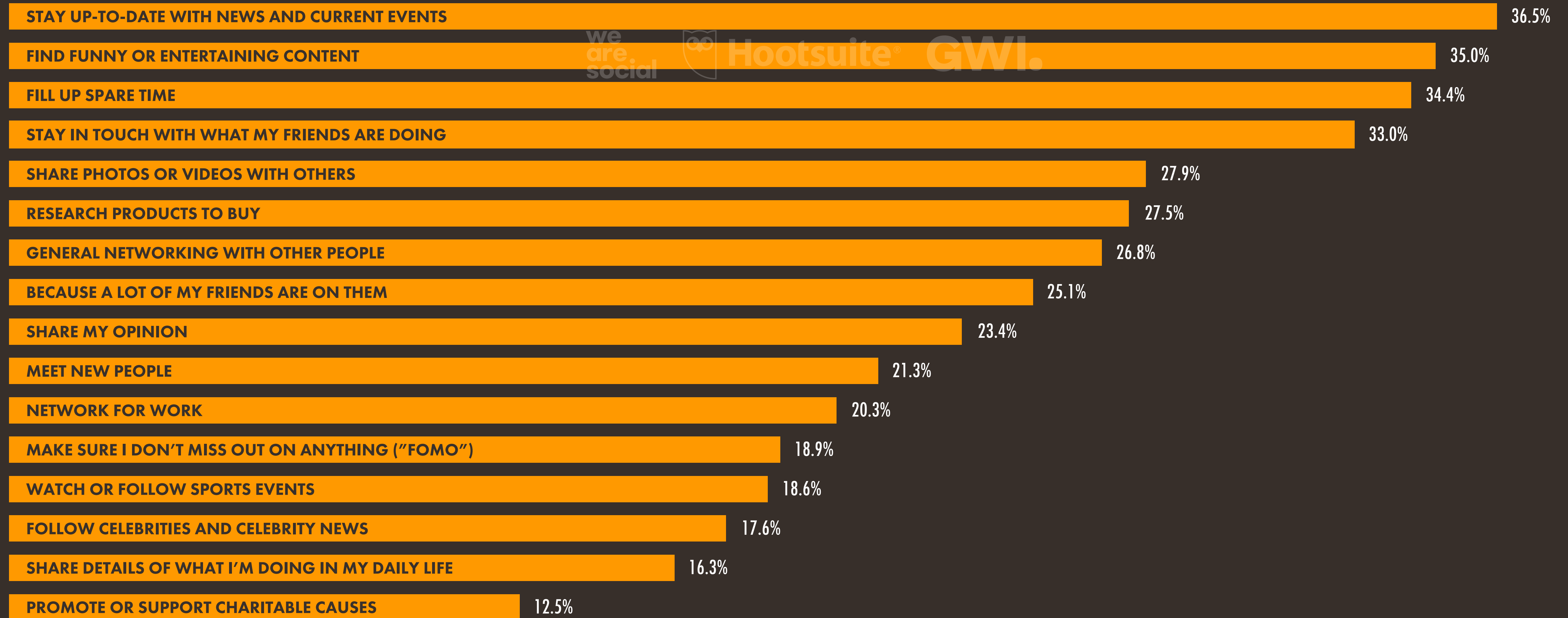
**SOURCE:** GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. **\*NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE USERS IN CHINA.** PERCENTAGES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "WHO USE ANY OTHER PLATFORM" COLUMN REPRESENT USERS WHO USE ANY OTHER SOCIAL MEDIA PLATFORM, INCLUDING PLATFORMS NOT LISTED IN THIS TABLE.



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# REASONS FOR USING SOCIAL MEDIA

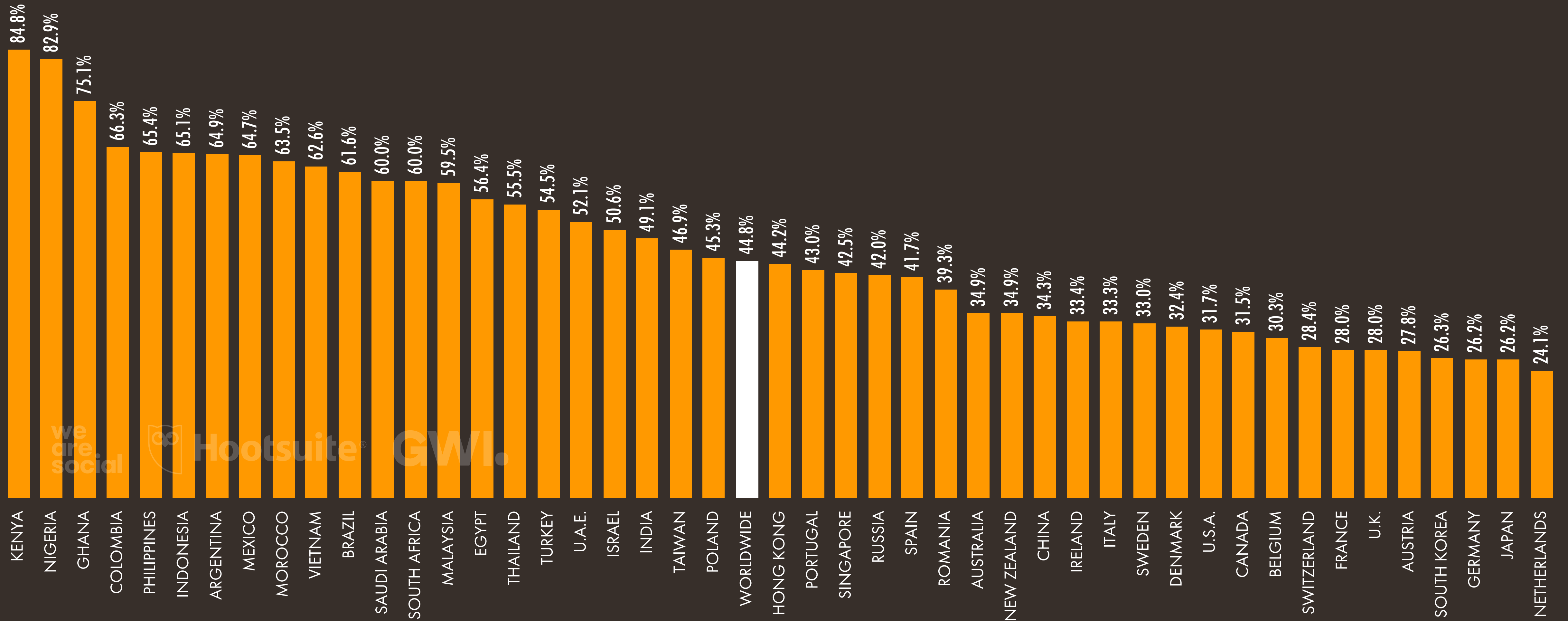
PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA



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# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

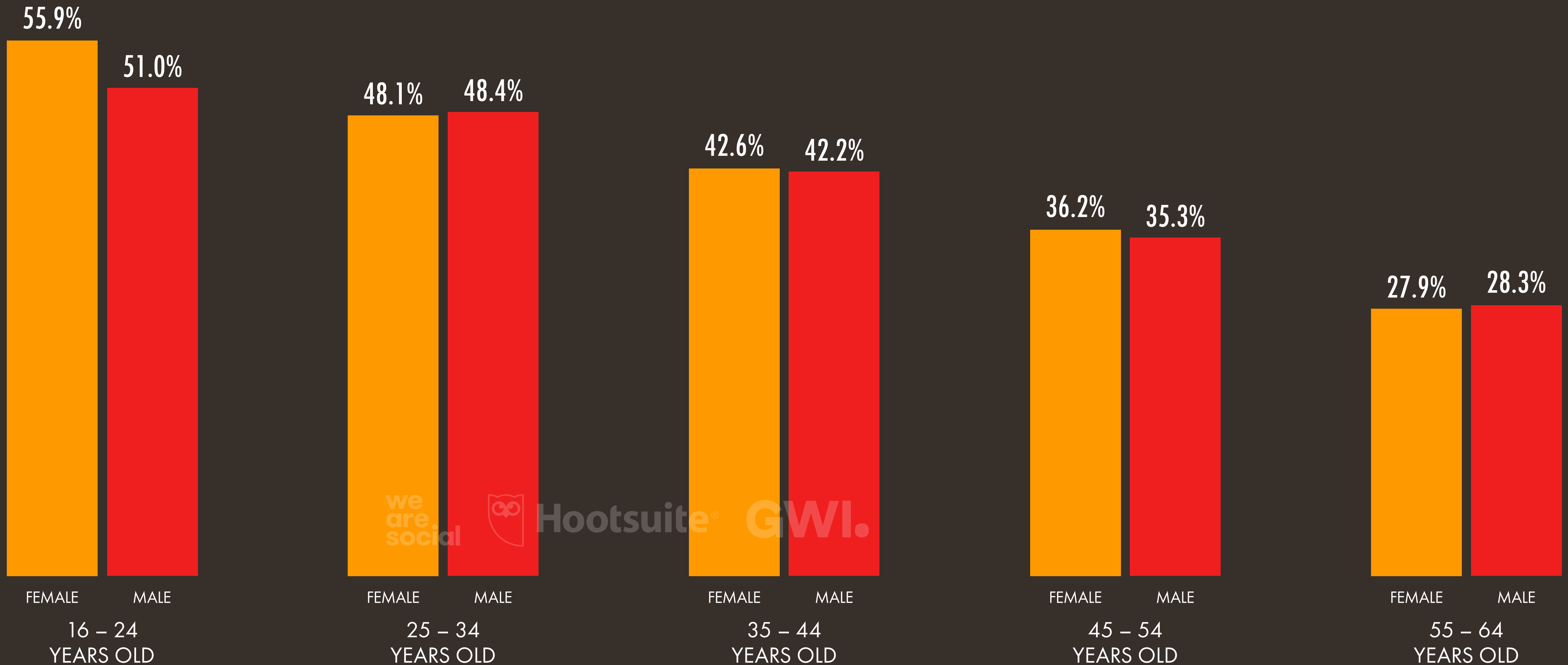
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO VISIT SOCIAL NETWORKS TO SEARCH FOR INFORMATION ABOUT BRANDS



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# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

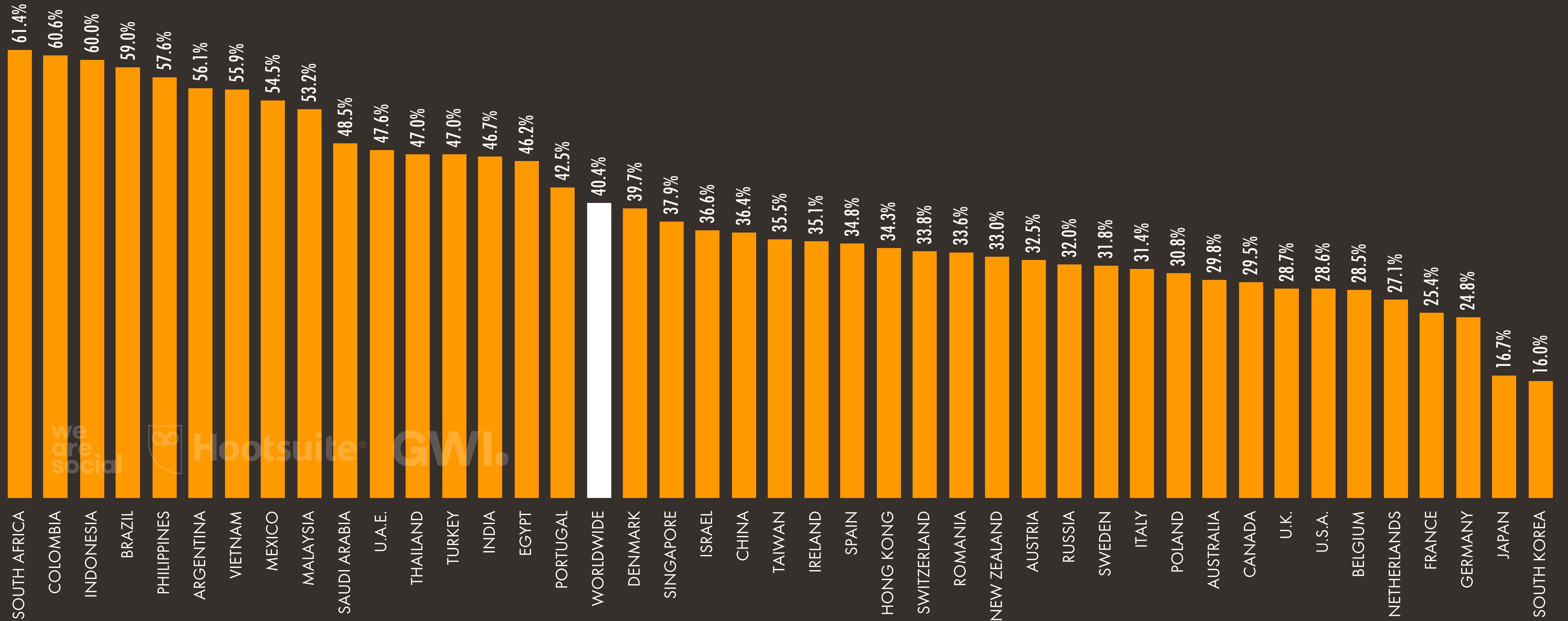
PERCENTAGE OF GLOBAL INTERNET USERS WHO VISIT SOCIAL NETWORKS TO SEARCH FOR INFORMATION ABOUT BRANDS



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# INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK PURPOSES\*



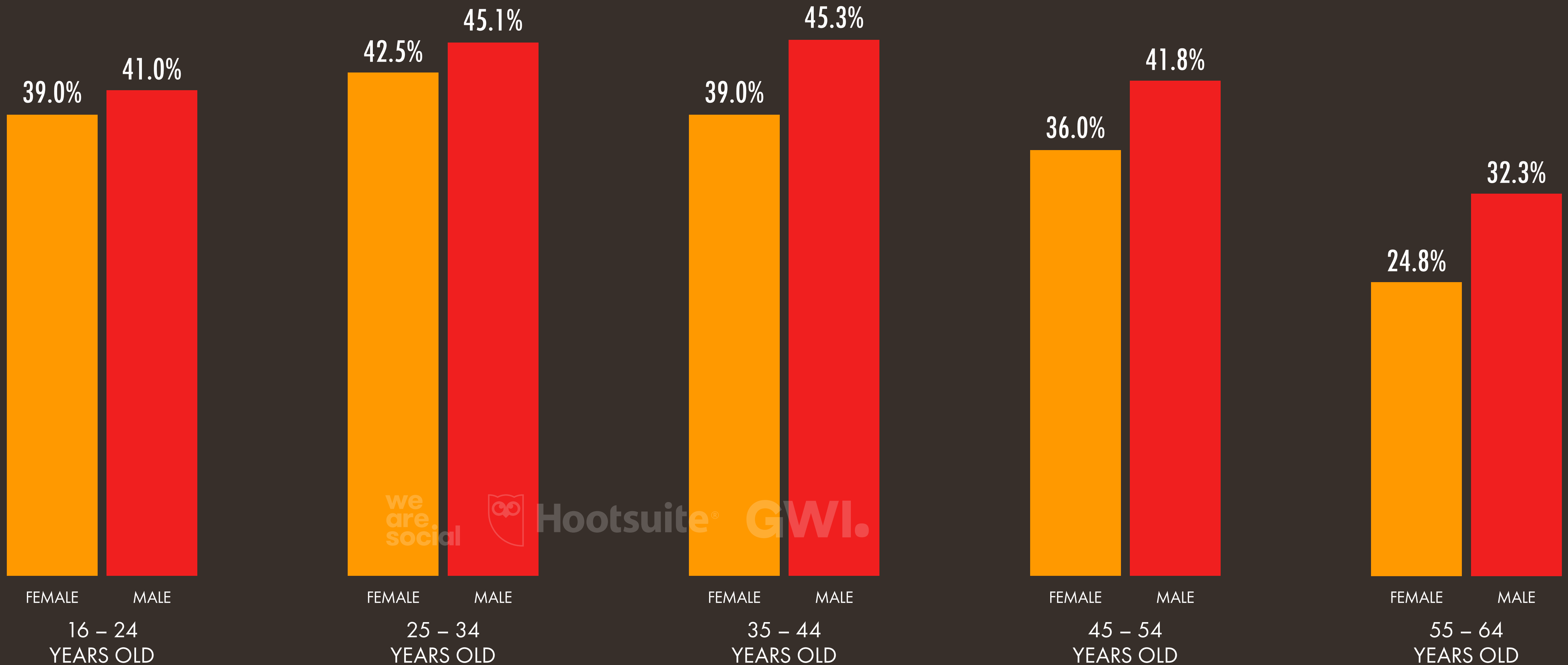
SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

\*NOTE: IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, TO FOLLOW WORK CONTACTS, OR TO FOLLOW ENTREPRENEURS AND / OR BUSINESS PEOPLE.

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# INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES\*



**SOURCE:** GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

**\*NOTE:** IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, TO FOLLOW WORK CONTACTS, OR TO FOLLOW ENTREPRENEURS AND / OR BUSINESS PEOPLE.

# WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2021

## SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL



### OPEN-SOURCE CREATIVITY

Creativity on social has always thrived through the removal of gatekeepers and the fluidity of remixing what's already available online. But the process of content creation is becoming notably more communal, with TikTok's meteoric rise serving as a tipping point. Major platforms are becoming spaces for people to co-create, not just engage.

**In 2021, brands will harness emerging tools and formats to foster creativity and participation from their social followings**



### RELIABLE IDOLS

In the wake of the influencer backlash, a growing emphasis is being placed on the tangible value public figures can bring to our lives. People aren't unfollowing beautiful people. But they want them to be more than a pretty face, and to prove that they're worth their place in the feed.

**In 2021, brands will need to be more discerning about who they partner with and why**



### DIGITAL PLAYGROUNDS

Amid our new content needs, the horizons of gaming have expanded. Titles like Fortnite and Animal Crossing established themselves as legitimate social platforms, while YouTube reports that gaming is its biggest breakout genre. With people seeking digital-first social experiences, gaming is coming into its own as a social medium for the masses.

**In 2021, brands will look to build communities and digital brands moments that exist entirely within games**

# HOOTSUITE'S PERSPECTIVE: SOCIAL TRENDS

Backed by data from 11,189 survey respondents and in-depth interviews with top experts at agencies, brands, and social platforms, [Hootsuite's global report](#) shines a light on the top trends in social.



## THE RACE TO ROI

Using social to recover revenue lost in the wake of the pandemic will still be a high priority in 2021. But to differentiate and win long-term loyalty, use social to rejuvenate the online customer experience with discovery, connection, and fun.



## BRANDS FIND THEIR PLACE IN THE CONVERSATION

Many brands miss the mark on social by jumping into conversations too soon. The smart ones will be those who sit back, listen, and then find creative ways of fitting into the social conversation instead of trying to lead it.



## A GENERATIONAL BOOM ON SOCIAL

2020 was a tipping point for baby boomers online. Marketers that diversify how they reach this increasingly digitally savvy and lucrative demographic can leapfrog others that are still blinded by ageism and stereotypes.



## TYING ENGAGEMENT DATA TO CUSTOMER IDENTITY

With renewed momentum and executive attention on social, focus on using data to prove that top-line social engagement is leading to more valuable customer relationships.



## THE PERILS (AND PROMISE) OF PURPOSE

Bold brands start in the boardroom, not the front lines of social. Strong CMOs will use intelligence gathered by social teams to help the organization adapt to new buyer beliefs while balancing the twin demands of building a better business and a better world.

[Click here](#) to read Hootsuite's full Social Trends 2021 report.



**FACEBOOK**



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# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON FACEBOOK



we  
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social

2.18  
BILLION

FACEBOOK'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



36%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



+2.2%  
+48 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



44%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*

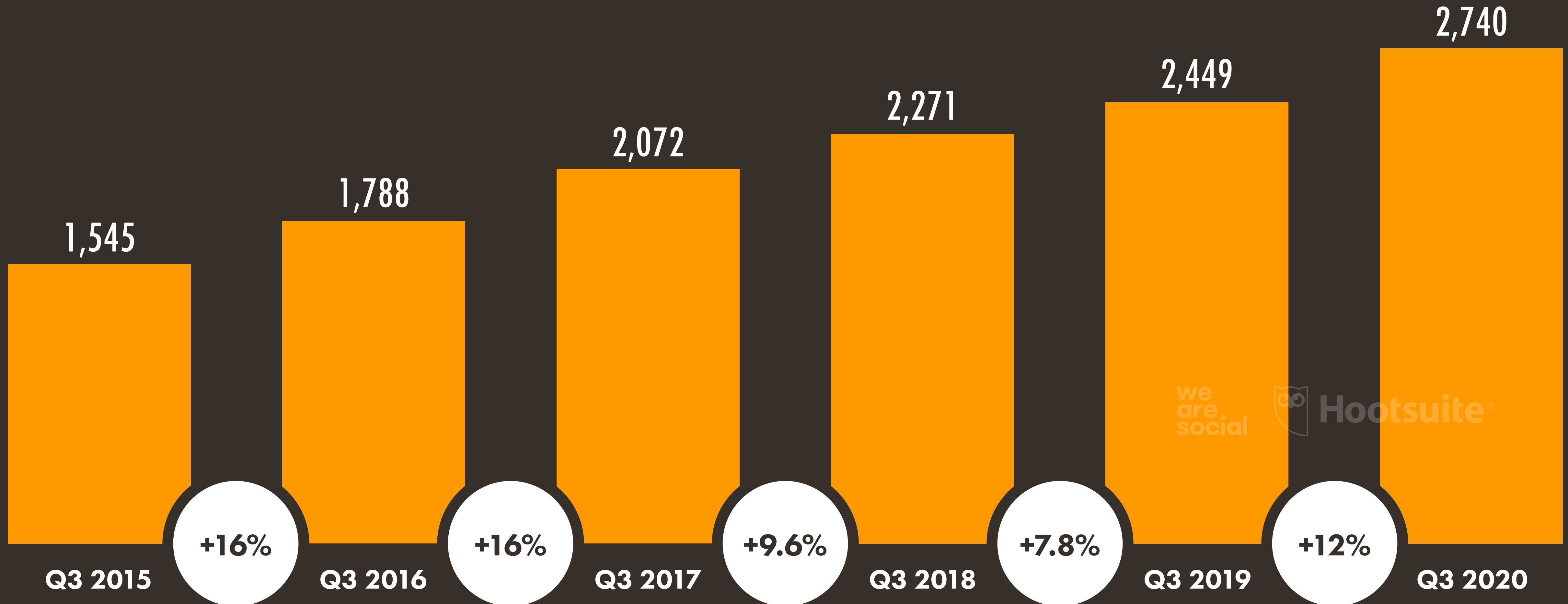


56%

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# FACEBOOK'S MONTHLY ACTIVE USERS OVER TIME

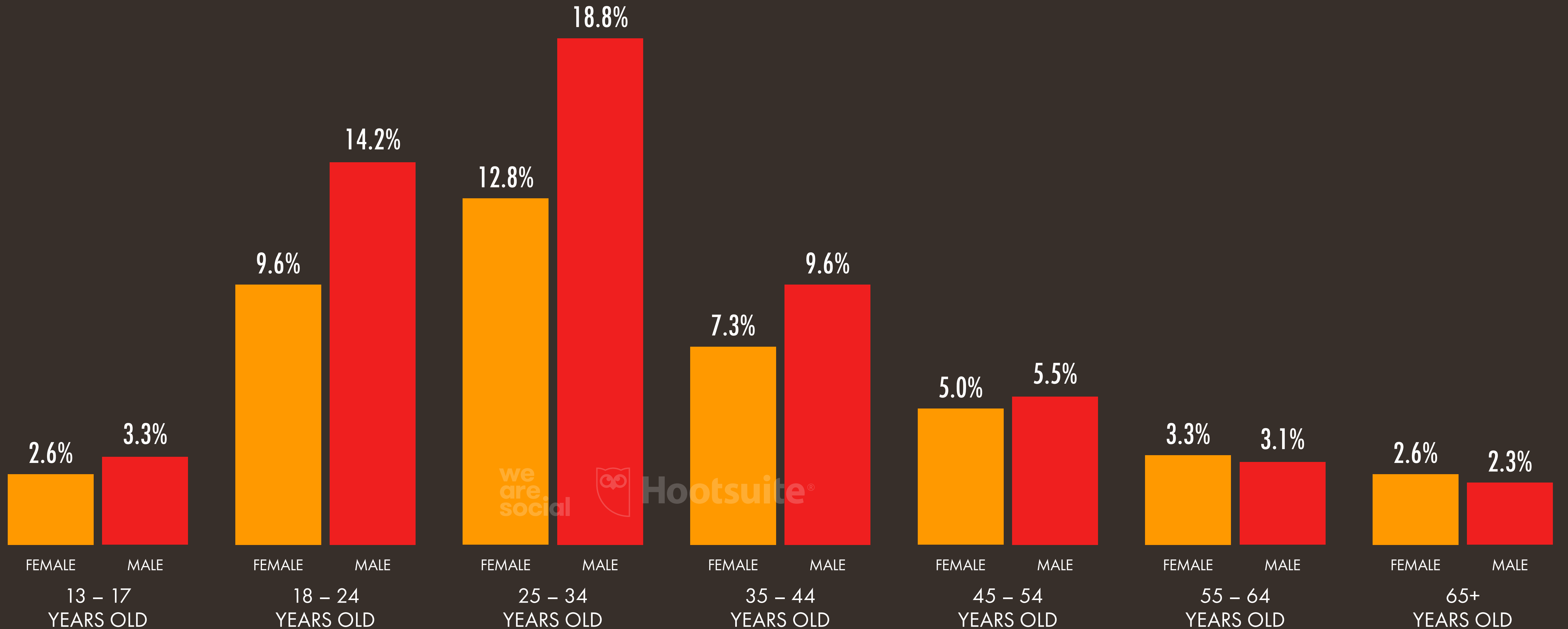
THE LATEST REPORTED NUMBER OF MONTHLY ACTIVE FACEBOOK USERS AT THE START OF EACH YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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# PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

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

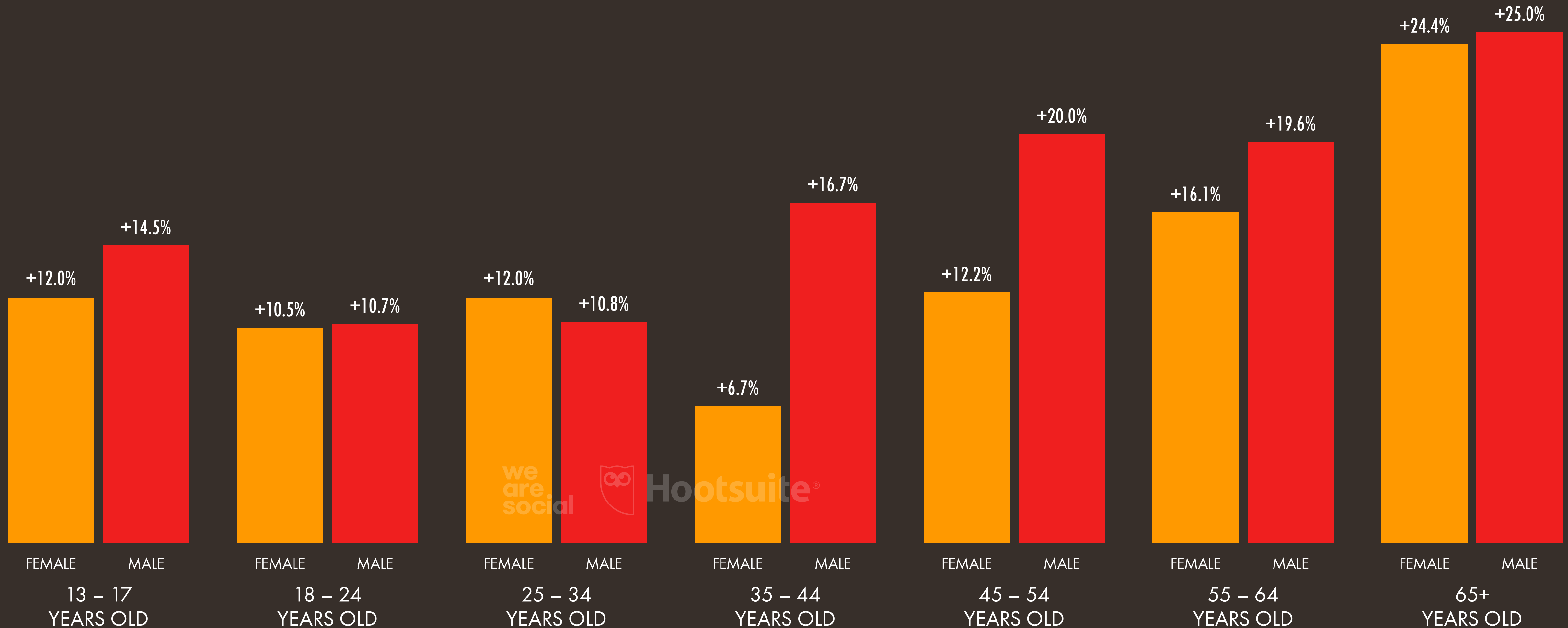


**SOURCE:** EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. **\*ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.

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# ANNUAL CHANGE IN FACEBOOK ADVERTISING REACH

YEAR-ON-YEAR CHANGE IN FACEBOOK'S ADVERTISING REACH BY AGE GROUP AND GENDER\*



**SOURCE:** EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. **\*ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE CHANGES IN TOTAL MONTHLY ACTIVE USERS.

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# FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

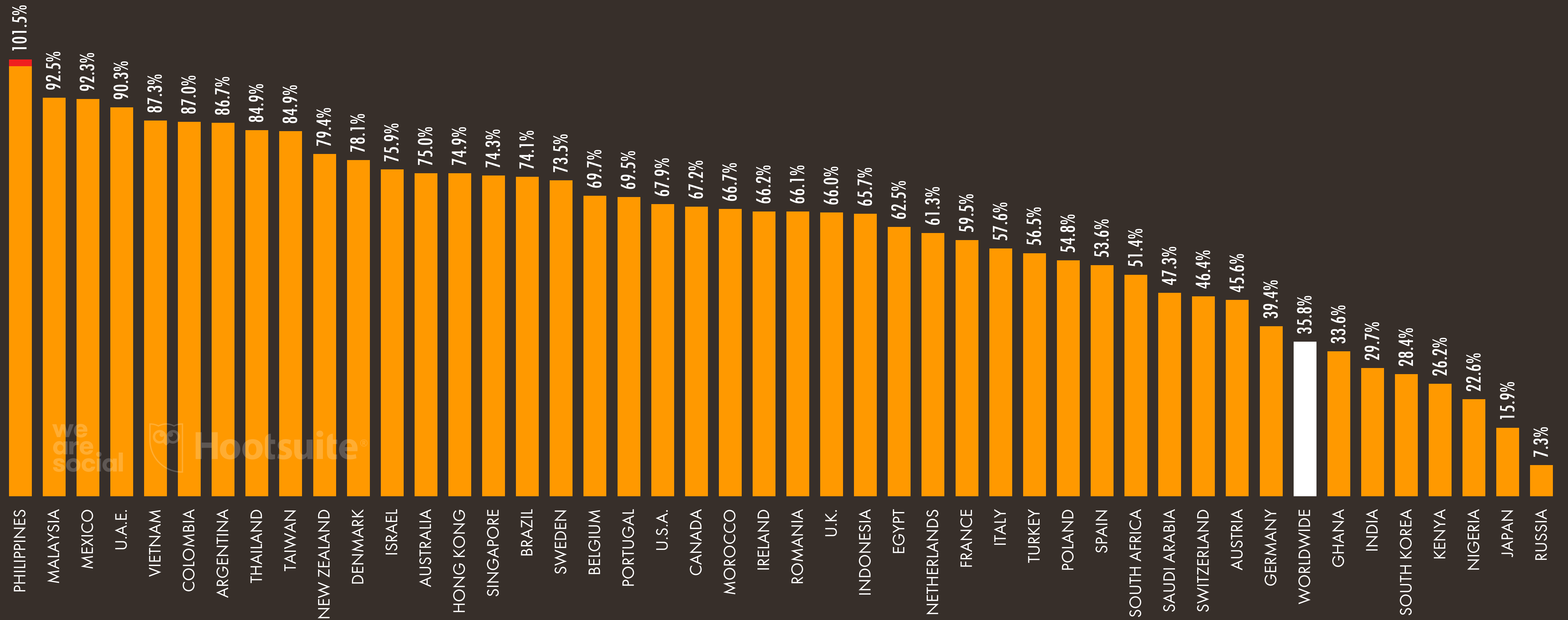
#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01	INDIA	320,000,000	+3.2%	11	PAKISTAN	40,000,000	+2.6%
02	U.S.A.	190,000,000	0%	12=	TURKEY	38,000,000	+2.7%
03	INDONESIA	140,000,000	0%	12=	U.K.	38,000,000	0%
04	BRAZIL	130,000,000	0%	14	COLOMBIA	36,000,000	0%
05	MEXICO	93,000,000	+1.1%	15	FRANCE	33,000,000	+3.1%
06	PHILIPPINES	83,000,000	+2.5%	16=	ARGENTINA	31,000,000	0%
07	VIETNAM	68,000,000	+4.6%	16=	ITALY	31,000,000	+3.3%
08	THAILAND	51,000,000	+2.0%	18=	GERMANY	29,000,000	+3.6%
09	EGYPT	45,000,000	+2.3%	18=	NIGERIA	29,000,000	+3.6%
10	BANGLADESH	41,000,000	+5.1%	20	MYANMAR	27,000,000	+3.8%



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# ELIGIBLE AUDIENCE REACH RATE: FACEBOOK

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON FACEBOOK COMPARED TO THE POPULATION AGED 13+



**SOURCES:** EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). **\*ADVISORIES:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.

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# ELIGIBLE AUDIENCE REACH RATE RANKING: FACEBOOK

COUNTRIES AND TERRITORIES\* WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ	#	COUNTRY	% 13+	REACH	▲QOQ
01	MONGOLIA	105.0%*	2,500,000	+8.7%	11	MEXICO	92.3%	93,000,000	+1.1%
02	LIBYA	104.7%*	5,500,000	+5.8%	12	ICELAND	91.1%	260,000	0%
03	PHILIPPINES	101.5%*	83,000,000	+2.5%	13	U.A.E.	90.3%	7,800,000	-2.5%
04	PERU	99.8%	26,000,000	+4.0%	14	BRUNEI	90.2%	320,000	0%
05	TONGA	99.6%	74,000	+4.2%	15	GREENLAND	90.1%	42,000	+5.0%
06	MALTA	98.3%	380,000	0%	16	QATAR	90.0%	2,300,000	0%
07	ARUBA	97.6%	89,000	0%	17	CAMBODIA	89.5%	11,000,000	0%
08	SAMOA	96.9%	130,000	0%	18	GUAM	89.2%	120,000	0%
09	ECUADOR	96.0%	13,000,000	0%	19	BOLIVIA	88.6%	7,700,000	+1.3%
10	MALAYSIA	92.5%	24,000,000	+4.3%	20	VIETNAM	87.3%	68,000,000	+4.6%



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# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



98.3%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



1.7%

PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



17.3%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



81.0%



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# SHARE OF FACEBOOK ACCESS BY MOBILE OS

PERCENTAGE OF FACEBOOK'S MOBILE AUDIENCE THAT ACCESSES THE PLATFORM USING EACH OPERATING SYSTEM

PERCENTAGE OF MOBILE  
FACEBOOK USERS ACCESSING  
VIA APPS ON ANDROID DEVICES



80.7%

PERCENTAGE OF MOBILE  
FACEBOOK USERS ACCESSING  
VIA APPS ON IOS DEVICES



14.7%

PERCENTAGE OF MOBILE FACEBOOK  
USERS ACCESSING VIA OTHER OPERATING  
SYSTEMS OR MOBILE WEB BROWSERS\*



4.6%

we  
are  
social



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# FACEBOOK USERS BY LANGUAGE

THE NUMBER OF USERS IN FACEBOOK'S ADVERTISING AUDIENCE\* WHO SPEAK EACH LANGUAGE, WITH RESPECTIVE SHARE OF TOTAL AUDIENCE

#	LANGUAGE	USERS	SHARE	#	LANGUAGE	USERS	SHARE
01	ENGLISH	1,100,000,000	50.4%	11	JAVANESE	58,000,000	2.7%
02	SPANISH	340,000,000	15.6%	12	THAI	55,000,000	2.5%
03	HINDI	180,000,000	8.2%	13	TURKISH	41,000,000	1.9%
04	ARABIC	160,000,000	7.3%	14	URDU	40,000,000	1.8%
05=	INDONESIAN	150,000,000	6.9%	15	RUSSIAN	36,000,000	1.6%
05=	PORTUGUESE	150,000,000	6.9%	16	ITALIAN	34,000,000	1.6%
07	FRENCH	120,000,000	5.5%	17	GERMAN	33,000,000	1.5%
08	FILIPINO	75,000,000	3.4%	18	TRADITIONAL CHINESE	29,000,000	1.3%
09	VIETNAMESE	72,000,000	3.3%	19	POLISH	20,000,000	0.9%
10	BENGALI	71,000,000	3.3%	20	JAPANESE	18,000,000	0.8%

**SOURCE:** KEPIOS ANALYSIS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** FIGURES IN THE "SHARE" COLUMN REPRESENT THE NUMBERS OF ACTIVE FACEBOOK USERS WHO SPEAK EACH LANGUAGE AS A PERCENTAGE OF FACEBOOK'S TOTAL GLOBAL ADVERTISING AUDIENCE. FIGURES REPRESENT FACEBOOK'S ADVERTISING AUDIENCE, AND MAY NOT CORRELATE WITH MONTHLY ACTIVE USERS. **ADVISORY:** "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** BASE CHANGES.

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# FACEBOOK'S TOP CITIES BY ACTIVE USERS

CITIES AND BROADER URBAN AREAS WITH THE GREATEST NUMBER OF ACTIVE FACEBOOK USERS

## CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	CITY	CITY ONLY	CITY + 40KM
01	DHAKA	17,000,000	20,000,000
02	MUMBAI	16,000,000	18,000,000
03=	DELHI	13,000,000	19,000,000
03=	CAIRO	13,000,000	19,000,000
05=	MEXICO CITY	12,000,000	19,000,000
05=	KARACHI	12,000,000	12,000,000
07=	ISTANBUL	11,000,000	11,000,000
07=	LIMA	11,000,000	12,000,000
07=	HO CHI MINH	11,000,000	16,000,000
10	SÃO PAULO	10,000,000	15,000,000

## URBAN AREAS WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	URBAN AREA	CITY + 40KM	CITY ONLY
01	MANILA	26,000,000	3,500,000
02	BEKASI*	21,000,000	2,700,000
03	DHAKA	20,000,000	17,000,000
04=	DELHI	19,000,000	13,000,000
04=	CAIRO	19,000,000	13,000,000
04=	MEXICO CITY	19,000,000	12,000,000
07=	MUMBAI	18,000,000	16,000,000
07=	JAKARTA*	18,000,000	8,600,000
09	HO CHI MINH	16,000,000	11,000,000
10	SÃO PAULO	15,000,000	10,000,000

we  
are  
social



JAN  
2021

# FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



11

FEMALE: MALE:

12 10

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



5

FEMALE: MALE:

7 4

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

1 1

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



11

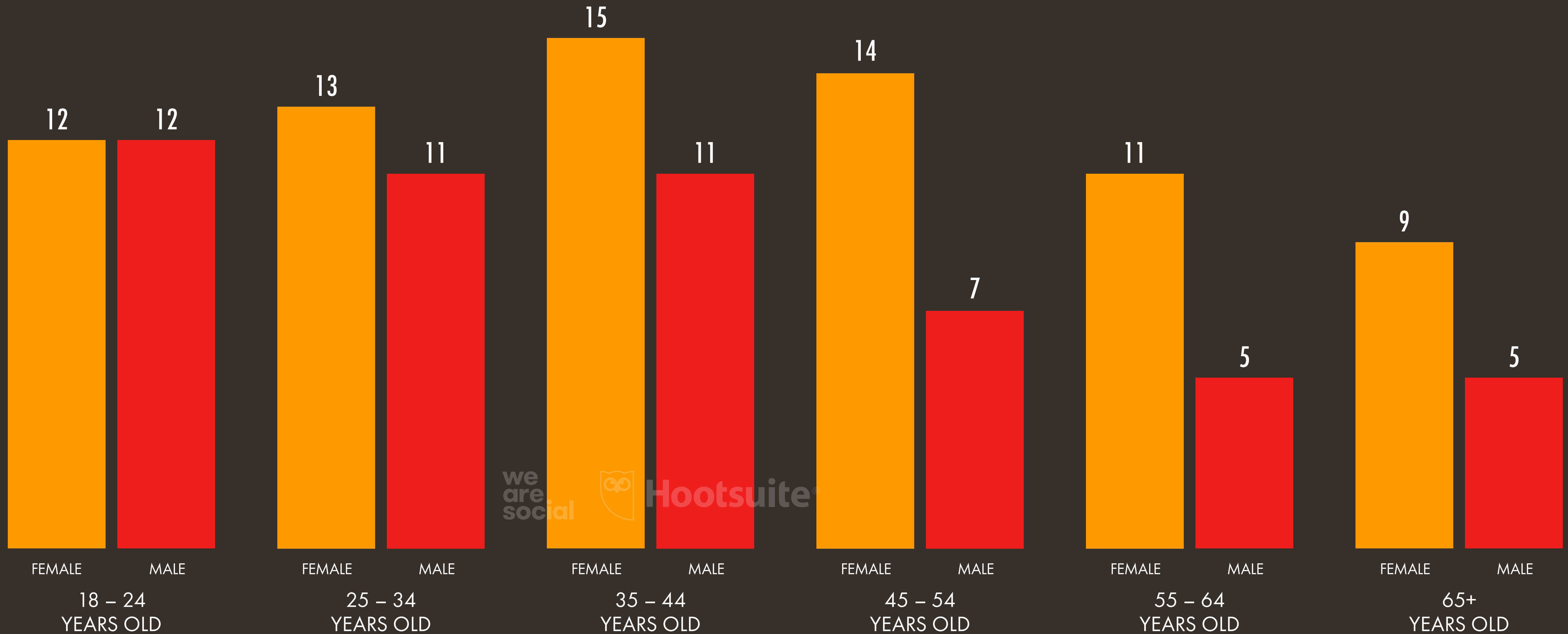
FEMALE: MALE:

14 9

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2021

# FACEBOOK MONTHLY POST LIKES BY AGE AND GENDER

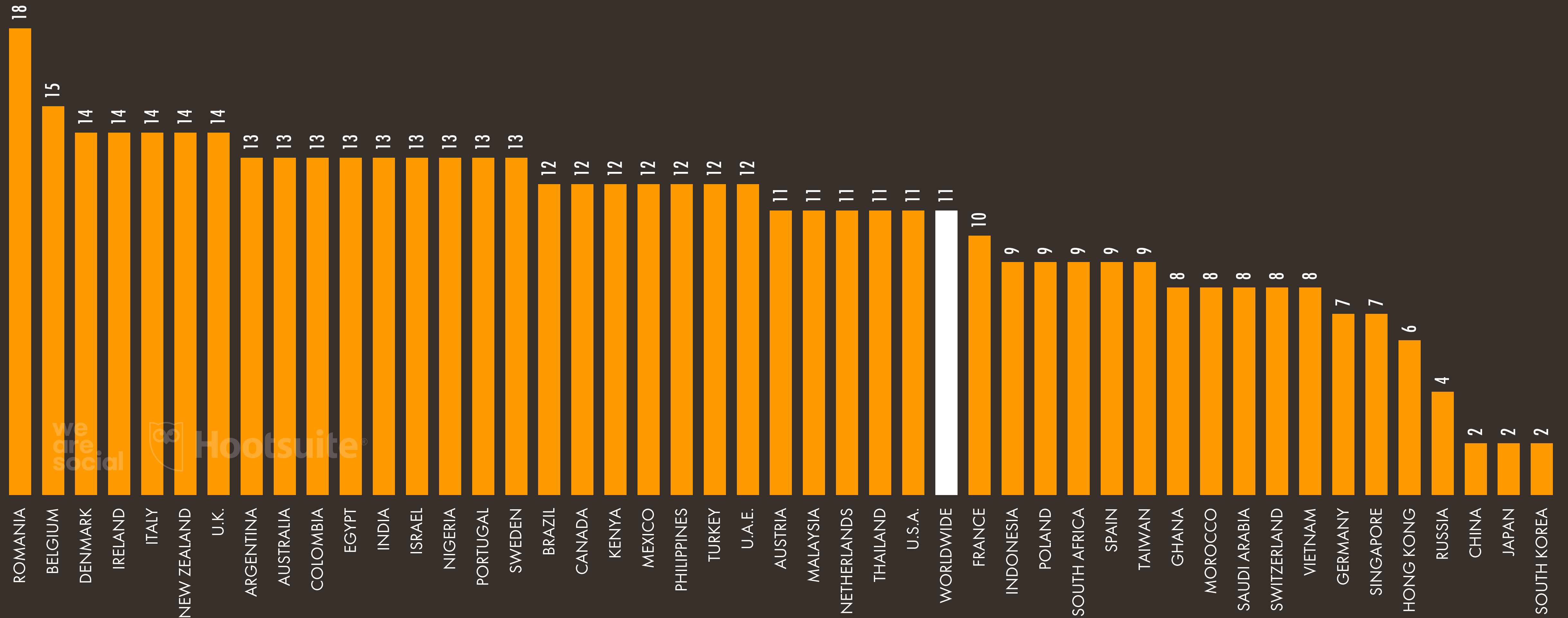
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS\* LIKE A POST ON FACEBOOK



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2021

# FACEBOOK MONTHLY POST LIKES

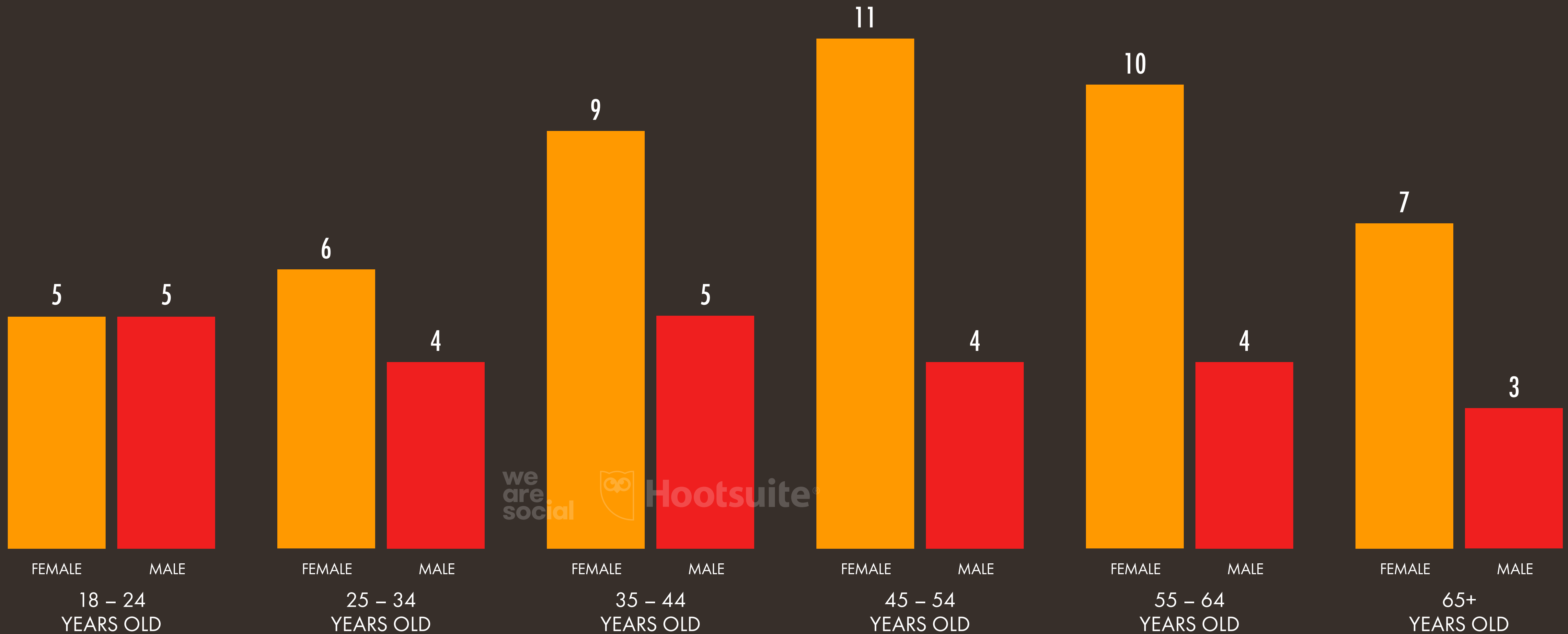
MEDIAN NUMBER OF TIMES EACH MONTH THAT FACEBOOK USERS\* LIKE A POST ON FACEBOOK



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# FACEBOOK MONTHLY COMMENTS BY AGE AND GENDER

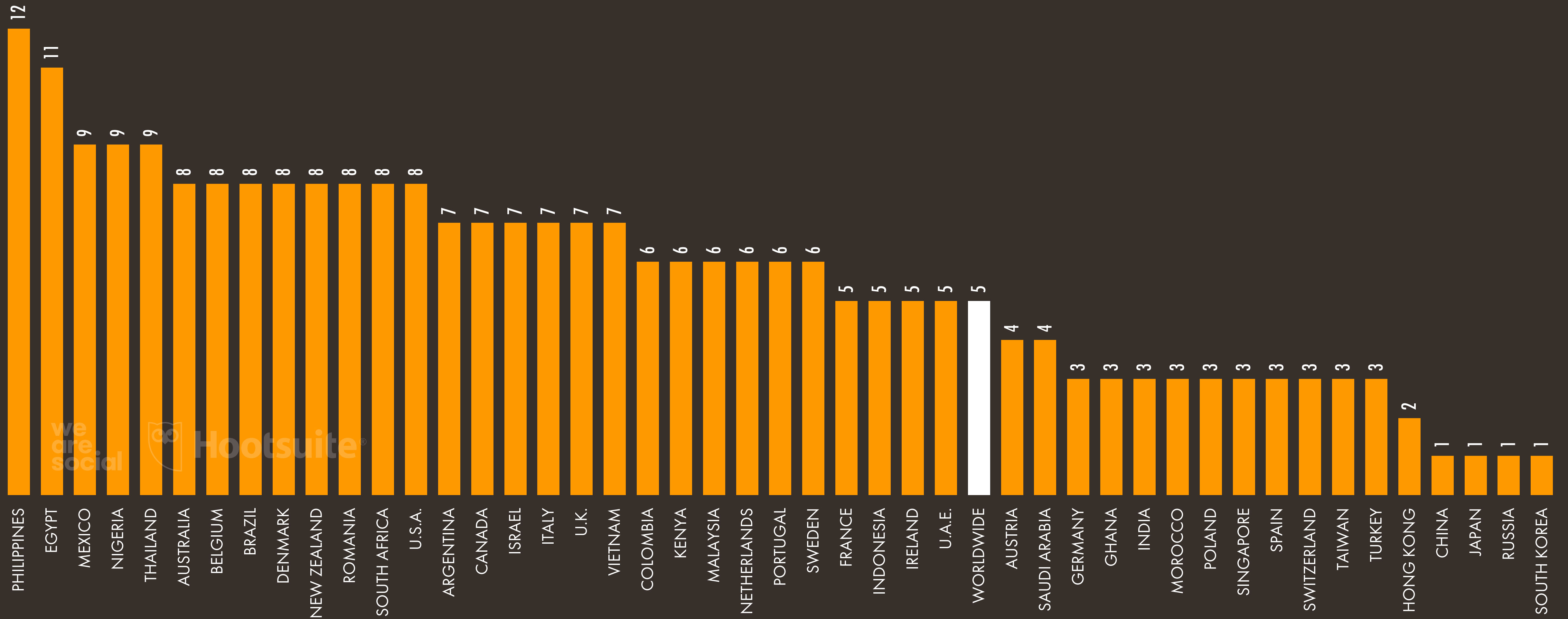
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS\* COMMENT ON A FACEBOOK POST



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# FACEBOOK MONTHLY COMMENTS

MEDIAN NUMBER OF TIMES EACH MONTH THAT FACEBOOK USERS\* COMMENT ON A FACEBOOK POST

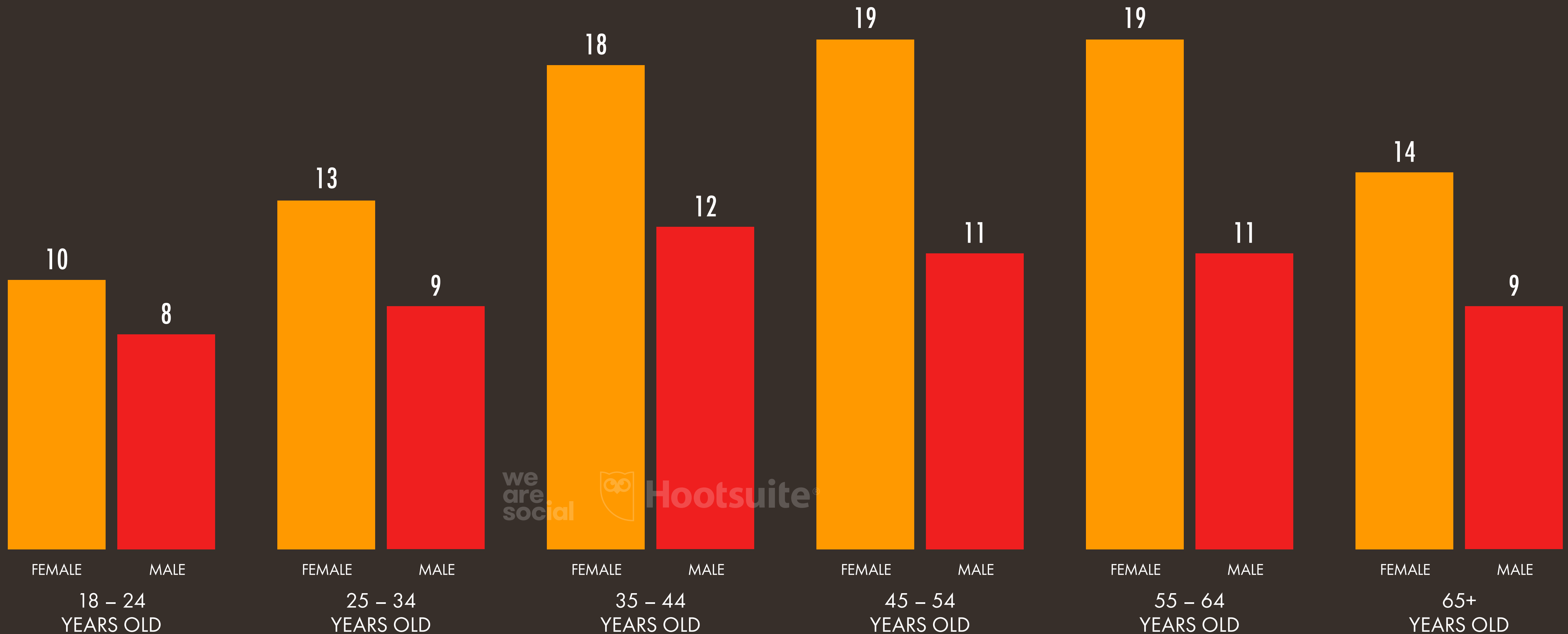




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2021

# FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

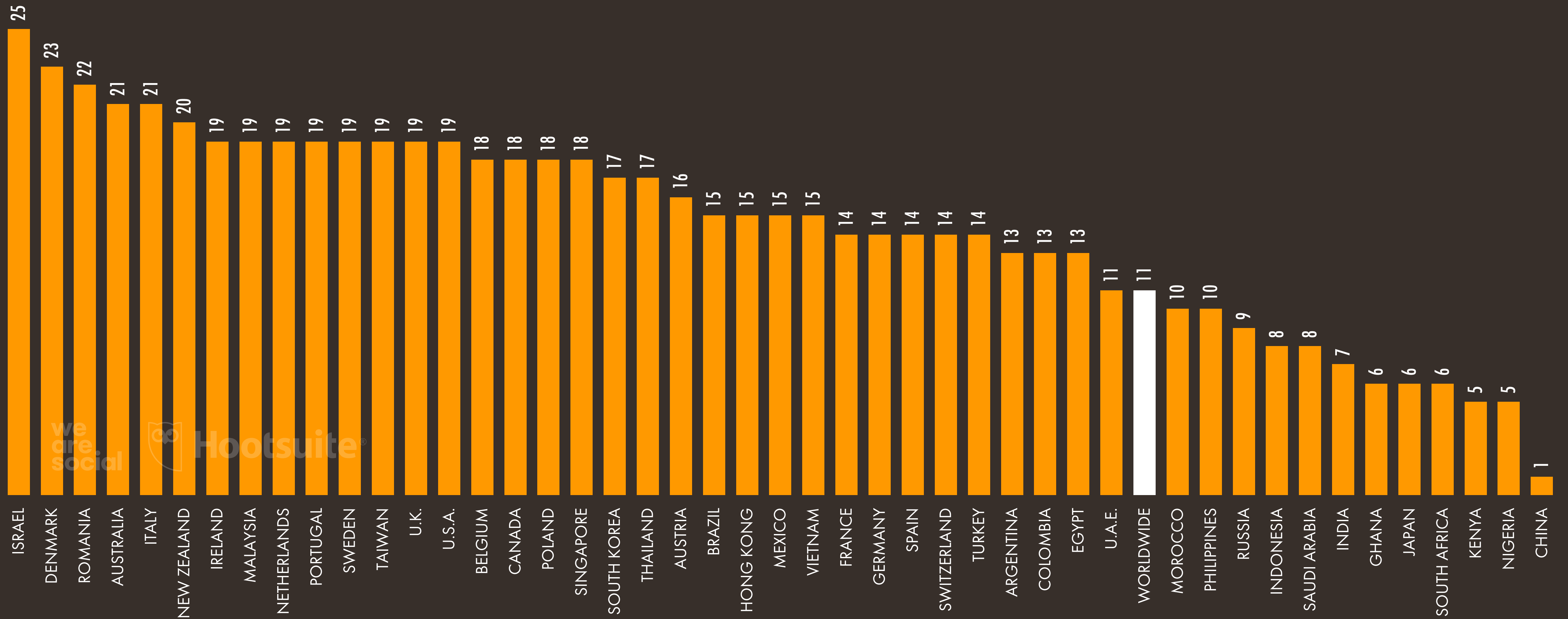
MEDIAN NUMBER OF TIMES EACH MONTH THAT GLOBAL FACEBOOK USERS\* CLICK ON FACEBOOK ADS\*



JAN  
2021

# FACEBOOK MONTHLY AD CLICKS

MEDIAN NUMBER OF TIMES EACH MONTH THAT FACEBOOK USERS\* CLICK ON FACEBOOK ADS\*



JAN  
2021

# SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

EACH POST TYPE'S SHARE OF THE TOTAL NUMBER OF POSTS MADE BY FACEBOOK PAGES

AVERAGE NUMBER OF  
PAGE POSTS PER DAY



2.37

PHOTO POSTS' SHARE  
OF TOTAL PAGE POSTS



35.6%

VIDEO POSTS' SHARE  
OF TOTAL PAGE POSTS



15.1%

LINK POSTS' SHARE  
OF TOTAL PAGE POSTS



47.2%

STATUS POSTS' SHARE  
OF TOTAL PAGE POSTS



2.1%

JAN  
2021

# FACEBOOK POST ENGAGEMENT BENCHMARKS

THE NUMBER OF **FACEBOOK PAGE** POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO THE **TOTAL NUMBER OF PAGE FANS**

⚠️ DUE TO CHANGES IN FACEBOOK'S POLICIES, THE DATA ON THIS CHART USE A DIFFERENT METHODOLOGY AND DIFFERENT SOURCE DATA COMPARED TO OUR PREVIOUS REPORTS

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **ALL POST TYPES**



0.11%

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **PHOTO POSTS**



0.18%

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **VIDEO POSTS**



0.13%

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **LINK POSTS**



0.05%

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **STATUS POSTS**

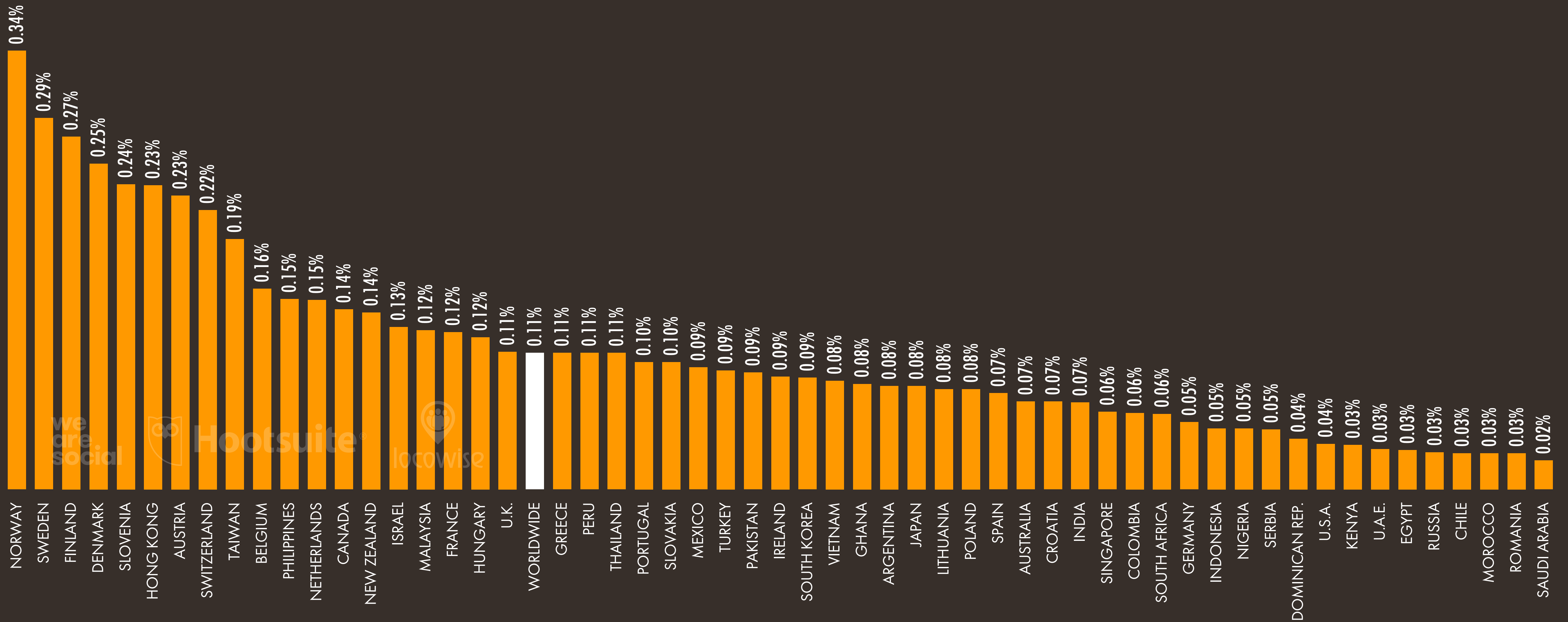


0.19%

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2021

# FACEBOOK: AVERAGE POST ENGAGEMENTS vs. PAGE FANS

AVERAGE OF THE TOTAL ENGAGEMENTS ON EACH FACEBOOK PAGE POST vs. THE NUMBER OF PAGE FANS AT THE TIME OF POSTING



JAN  
2021

# FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

COMPARING THE AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE ACROSS PAGES WITH DIFFERENT NUMBERS OF FANS

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



0.45%

AVERAGE FACEBOOK PAGE POST  
ENGAGEMENT RATE\*: PAGES  
WITH 10,000 – 100,000 FANS



0.25%

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



0.08%

we  
are  
social



JAN  
2021

# MOST POPULAR FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	FACEBOOK PAGE	FOLLOWERS	PAGE LIKES	#	FACEBOOK PAGE	FOLLOWERS	PAGE LIKES
01	FACEBOOK APP	211,830,000	211,830,000	11	WILL SMITH	103,770,000	77,350,000
02	SAMSUNG	161,150,000	161,150,000	12	FC BARCELONA	102,740,000	103,250,000
03	CRISTIANO RONALDO	146,290,000	124,410,000	13	VIN DIESEL	103,000,000	96,120,000
04	CGTN	113,270,000	113,200,000	14	LIONEL MESSI	101,810,000	90,930,000
05	REAL MADRID C.F.	110,320,000	110,960,000	15	5-MINUTE CRAFTS	98,790,000	65,400,000
06	SHAKIRA	108,730,000	99,160,000	16	YOUTUBE	98,110,000	86,080,000
07	COCA-COLA	105,770,000	105,770,000	17	RIHANNA	93,460,000	78,880,000
08	TASTY	105,550,000	98,190,000	18	EMINEM	89,090,000	85,950,000
09	CHINA DAILY	103,890,000	102,850,000	19	XINHUA NEWS AGENCY	88,070,000	87,670,000
10	MR. BEAN	104,000,000	86,110,000	20	PEOPLE'S DAILY	86,220,000	86,280,000



**INSTAGRAM**



JAN  
2021

# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON INSTAGRAM



1.22  
BILLION

INSTAGRAM'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



20%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



+5.4%  
+63 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



50.8%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*

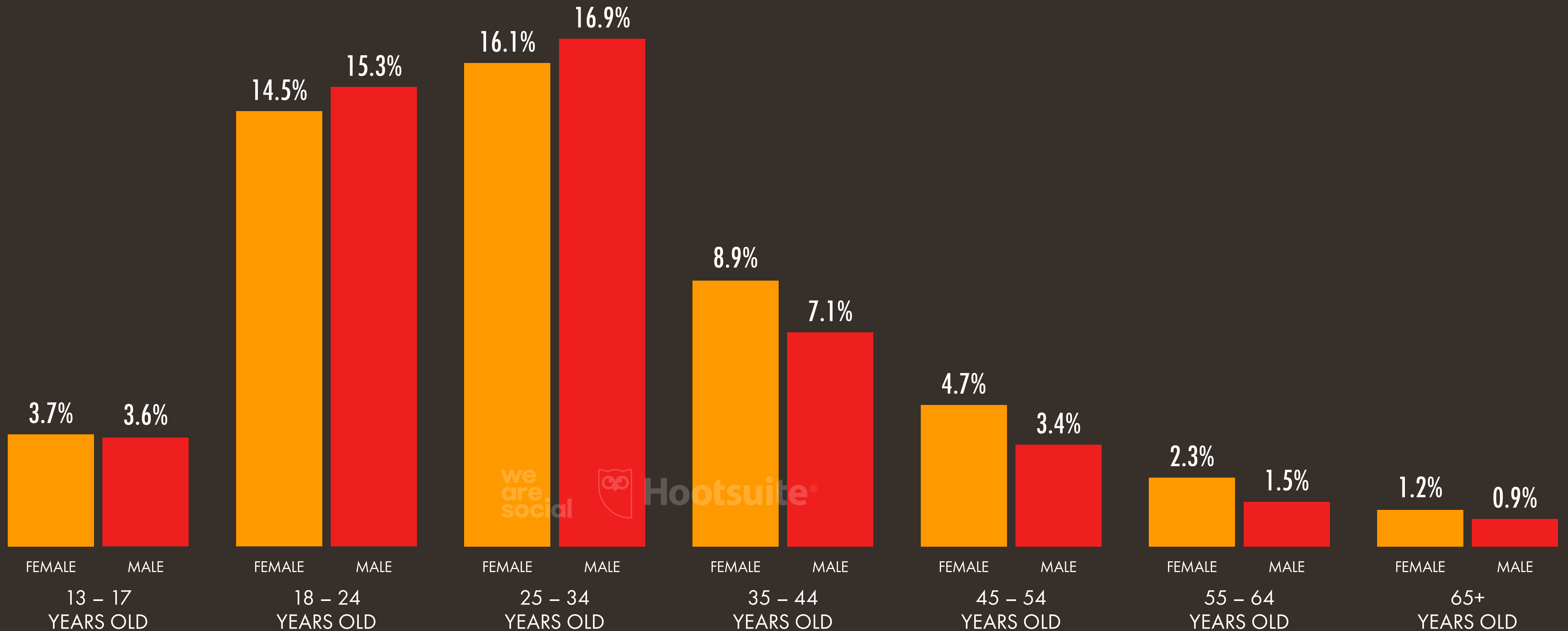


49.2%

JAN  
2021

# PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

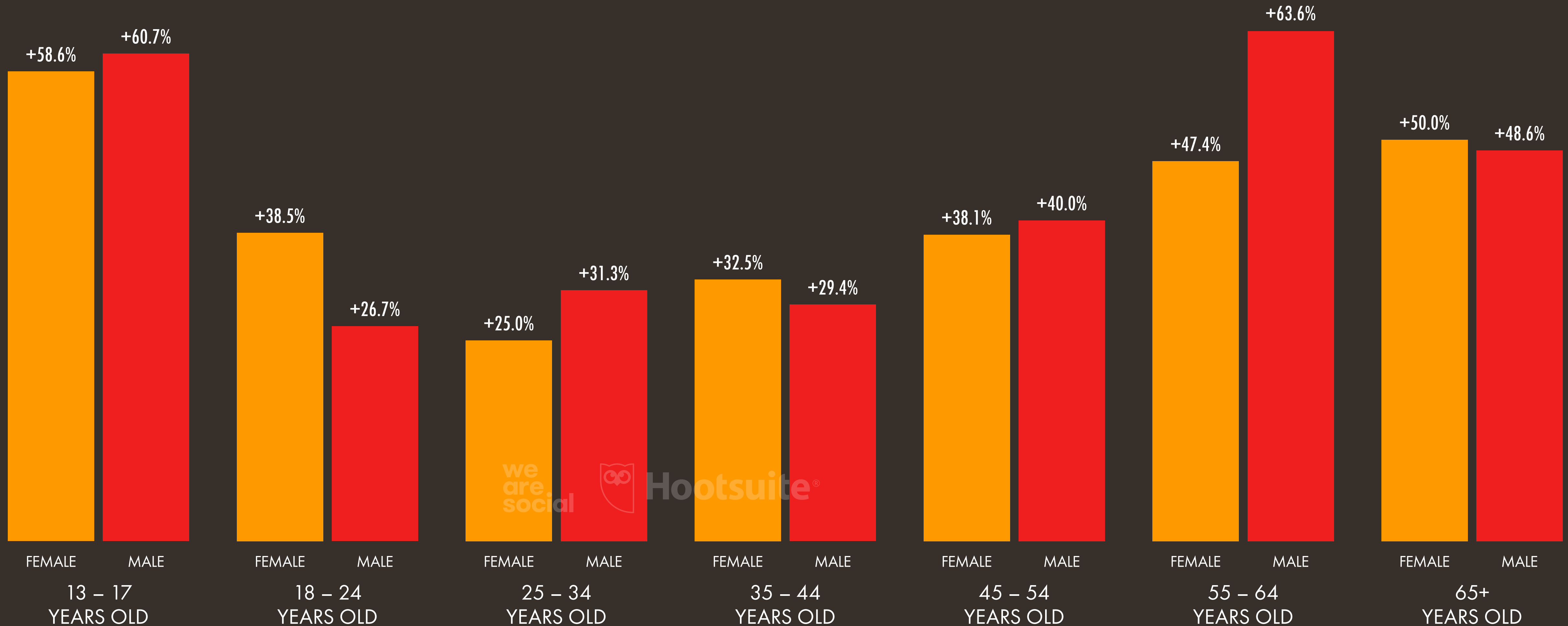
SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2021

# ANNUAL CHANGE IN INSTAGRAM ADVERTISING REACH

YEAR-ON-YEAR CHANGE IN INSTAGRAM'S ADVERTISING REACH BY AGE GROUP AND GENDER\*



JAN  
2021

# INSTAGRAM REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01=	INDIA	140,000,000	+16.7%	11	ITALY	25,000,000	+4.2%
01=	U.S.A.	140,000,000	0%	12	FRANCE	24,000,000	+9.1%
03	BRAZIL	99,000,000	+4.2%	13=	ARGENTINA	21,000,000	+5.0%
04	INDONESIA	85,000,000	+9.0%	13=	SPAIN	21,000,000	+5.0%
05	RUSSIA	56,000,000	+3.7%	15=	COLOMBIA	16,000,000	+6.7%
06	TURKEY	46,000,000	+4.5%	15=	SOUTH KOREA	16,000,000	0%
07	JAPAN	38,000,000	+2.7%	15=	THAILAND	16,000,000	+6.7%
08	MEXICO	32,000,000	+3.2%	18=	CANADA	15,000,000	0%
09	U.K.	31,000,000	+10.7%	18=	PHILIPPINES	15,000,000	+7.1%
10	GERMANY	26,000,000	+4.0%	18=	SAUDI ARABIA	15,000,000	0%

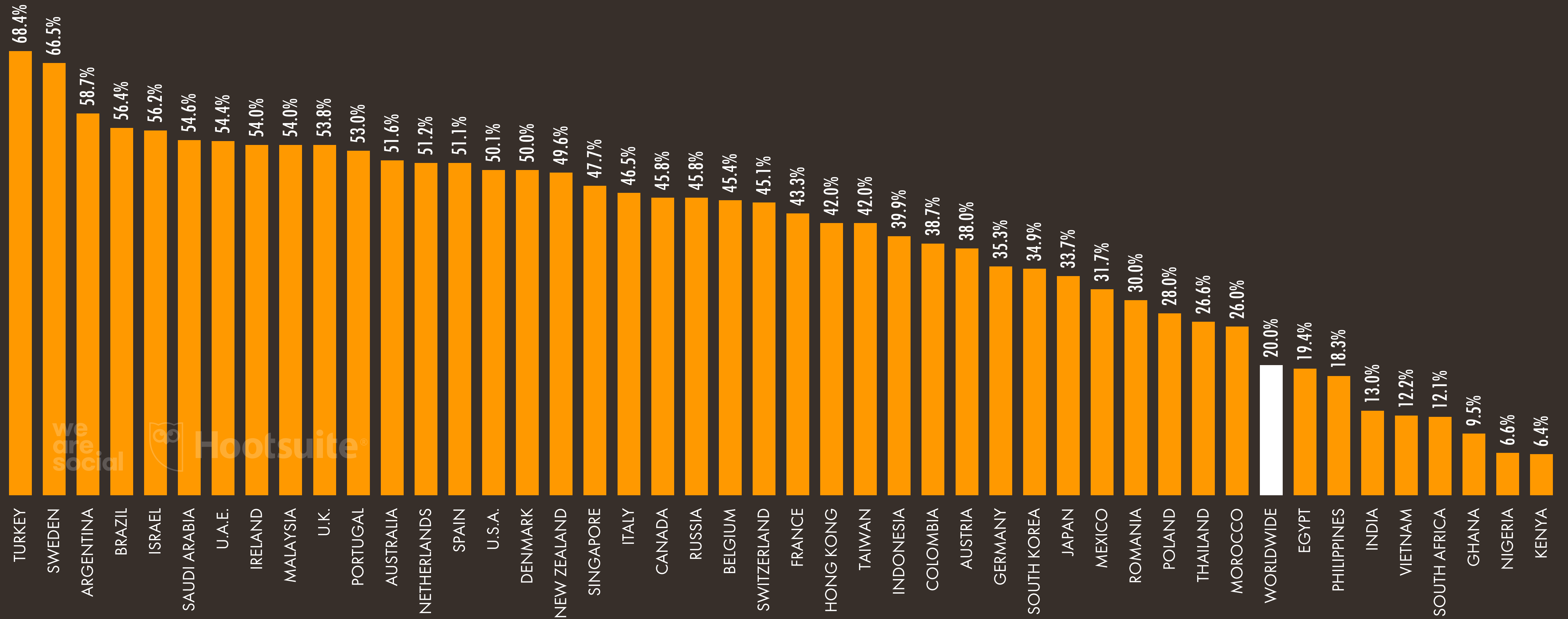
we  
are  
social



JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE: INSTAGRAM

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON INSTAGRAM COMPARED TO THE POPULATION AGED 13+



JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE RANKING: INSTAGRAM

COUNTRIES AND TERRITORIES\* WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ	#	COUNTRY	% 13+	REACH	▲QOQ
01	KAZAKHSTAN	78.7%	11,000,000	+10.0%	11	BAHRAIN	61.5%	890,000	+1.1%
02	BRUNEI	70.5%	250,000	0%	12	CHILE	60.6%	9,700,000	+2.1%
03	TURKEY	68.4%	46,000,000	+4.5%	13	PANAMA	59.7%	2,000,000	+5.3%
04	ICELAND	66.5%	190,000	0%	14	URUGUAY	59.3%	1,700,000	+6.3%
05	SWEDEN	66.5%	5,700,000	+5.6%	15	ARUBA	59.2%	54,000	+1.9%
06	KUWAIT	65.7%	2,300,000	0%	16	ARGENTINA	58.7%	21,000,000	+5.0%
07	CYPRUS	64.5%	670,000	+8.1%	17	NORWAY	58.2%	2,700,000	+3.8%
08	CAYMAN IS.	64.3%	36,000	0%	18	KYRGYZSTAN	58.0%	2,700,000	+3.8%
09	MALTA	62.1%	240,000	+26.3%	19	BARBADOS	56.7%	140,000	+7.7%
10	GUAM	61.7%	83,000	-1.2%	20	MONTENEGRO	56.5%	300,000	0%



JAN  
2021

# INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS

AVERAGE MONTHLY  
GROWTH IN  
ACCOUNT FOLLOWERS



**+1.68%**

AVERAGE NUMBER  
OF MAIN FEED  
POSTS PER DAY



**1.56**

PHOTO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**64.9%**

VIDEO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**17.8%**

CAROUSEL POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**17.3%**

JAN  
2021

# INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES\* FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS

AVERAGE  
ENGAGEMENT RATE  
FOR ALL POST TYPES



0.85%

AVERAGE  
ENGAGEMENT RATE  
FOR PHOTO POSTS



0.888%

AVERAGE  
ENGAGEMENT RATE  
FOR VIDEO POSTS



0.55%

AVERAGE  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



1.05%



JAN  
2021

# INSTAGRAM ENGAGEMENT RATES BY FOLLOWERS

COMPARING THE AVERAGE ENGAGEMENT RATE OF INSTAGRAM POSTS PUBLISHED BY BUSINESS ACCOUNTS WITH DIFFERENT NUMBERS OF FOLLOWERS

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



1.29%

we  
are  
social

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



1.00%



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



0.73%

JAN  
2021

# MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	383,220,000
02	CRISTIANO RONALDO	@CRISTIANO	252,240,000
03	ARIANA GRANDE	@ARIANAGRANDE	214,920,000
04	DWAYNE JOHNSON	@THEROCK	210,470,000
05	KYLIE JENNER	@KYLIEJENNER	208,250,000
06	SELENA GOMEZ	@SELENAGOMEZ	201,670,000
07	KIM KARDASHIAN	@KIMKARDASHIAN	198,280,000
08	LIONEL MESSI	@LEOMESSI	175,800,000
09	BEYONCÉ	@BEYONCE	160,030,000
10	JUSTIN BIEBER	@JUSTINBIEBER	157,000,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	NATIONAL GEOGRAPHIC	@NATGEO	149,100,000
12	KENDALL JENNER	@KENDALLJENNER	146,890,000
13	NEYMAR	@NEYMARJR	144,860,000
14	TAYLOR SWIFT	@TAYLORSWIFT	143,930,000
15	JENNIFER LOPEZ	@JLO	137,410,000
16	NIKE	@NIKE	127,490,000
17	NICKI MINAJ	@NICKIMINAJ	126,400,000
18	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	126,370,000
19	MILEY CYRUS	@MILEYCYRUS	119,700,000
20	KATY PERRY	@KATYPERRY	110,310,000

**JAN  
2021**

# MOST FREQUENTLY USED HASHTAGS ON INSTAGRAM

HASHTAGS THAT HAVE BEEN USED ON THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL-TIME)

#	HASHTAG	Nº OF POSTS	#	HASHTAG	Nº OF POSTS	#	HASHTAG	Nº OF POSTS
01	#LOVE	2,000,000,000	11	#CUTE	606,000,000	21	#SUMMER	486,000,000
02	#INSTAGOOD	1,276,000,000	12	#NATURE	592,000,000	22	#SELFIE	440,000,000
03	#FASHION	908,000,000	13	#INSTAGRAM	586,000,000	23	#ME	438,000,000
04	#PHOTOOFTHEDAY	879,000,000	14	#TBT	559,000,000	24	#FITNESS	429,000,000
05	#ART	746,000,000	15	#FOLLOWME	557,000,000	25	#BEAUTY	426,000,000
06	#BEAUTIFUL	714,000,000	16	#TRAVEL	539,000,000	26	#FOOD	425,000,000
07	#PHOTOGRAPHY	693,000,000	17	#LIKE4LIKE	528,000,000	27	#GIRL	417,000,000
08	#PICOFTHE DAY	623,000,000	18	#STYLE	524,000,000	28	#FRIENDS	413,000,000
09	#FOLLOW	617,000,000	19	#REPOST	509,000,000	29	#FUN	407,000,000
10	#HAPPY	615,000,000	20	#INSTADAILY	491,000,000	30	#INSTALIKE	405,000,000





**YOUTUBE**

JAN  
2021

# YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

NUMBER OF USERS  
THAT VISIT YOUTUBE  
WHILE LOGGED IN  
EACH MONTH



2

BILLION

TOTAL NUMBER OF  
HOURS OF VIDEO  
WATCHED ON  
YOUTUBE EACH DAY



1

BILLION

SHARE OF TOTAL  
YOUTUBE WATCH TIME  
THAT TAKES PLACE  
ON MOBILE DEVICES



70%

YOUTUBE'S FEMALE  
AD AUDIENCE AS A  
PERCENTAGE OF ITS TOTAL  
ADVERTISING AUDIENCE\*



45.8%

YOUTUBE'S MALE  
AD AUDIENCE AS A  
PERCENTAGE OF ITS TOTAL  
ADVERTISING AUDIENCE\*

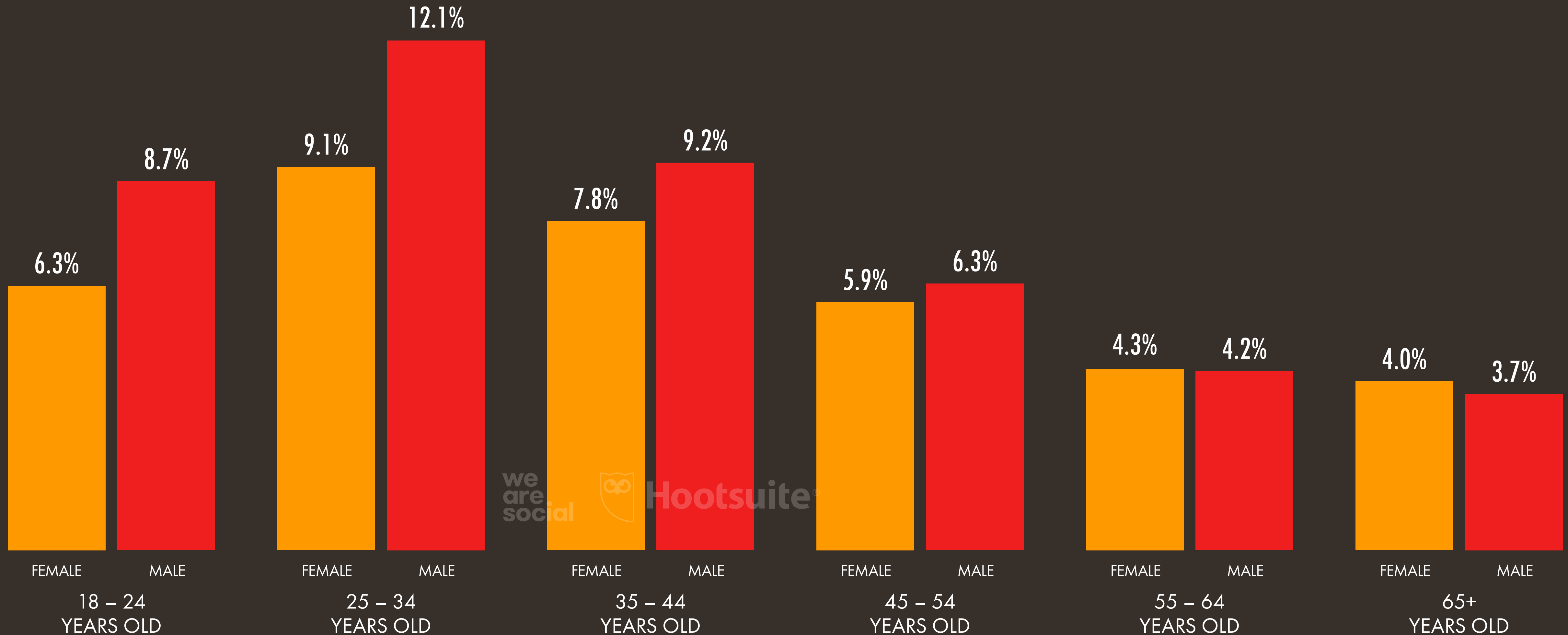


54.2%

JAN  
2021

# PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE

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



**JAN  
2021**

# YOUTUBE REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	% 18+	#	COUNTRY / TERRITORY	REACH	% 18+
01	INDIA	448,000,000	36.4%	11	U.K.	53,000,000	84.0%
02	U.S.A.	240,000,000	78.8%	12	TURKEY	50,600,000	64.9%
03	BRAZIL	127,000,000	64.7%	13	FRANCE	49,600,000	84.0%
04	INDONESIA	107,000,000	42.6%	14	SOUTH KOREA	43,100,000	86.4%
05	RUSSIA	99,000,000	74.1%	15	EGYPT	40,500,000	48.0%
06	JAPAN	93,800,000	79.0%	16	ITALY	39,300,000	66.9%
07	MEXICO	74,100,000	63.4%	17	SPAIN	37,400,000	84.8%
08	GERMANY	66,000,000	82.5%	18	THAILAND	37,300,000	54.3%
09	VIETNAM	55,700,000	61.6%	19	PAKISTAN	36,100,000	21.4%
10	PHILIPPINES	54,200,000	59.7%	20	CANADA	32,200,000	89.9%

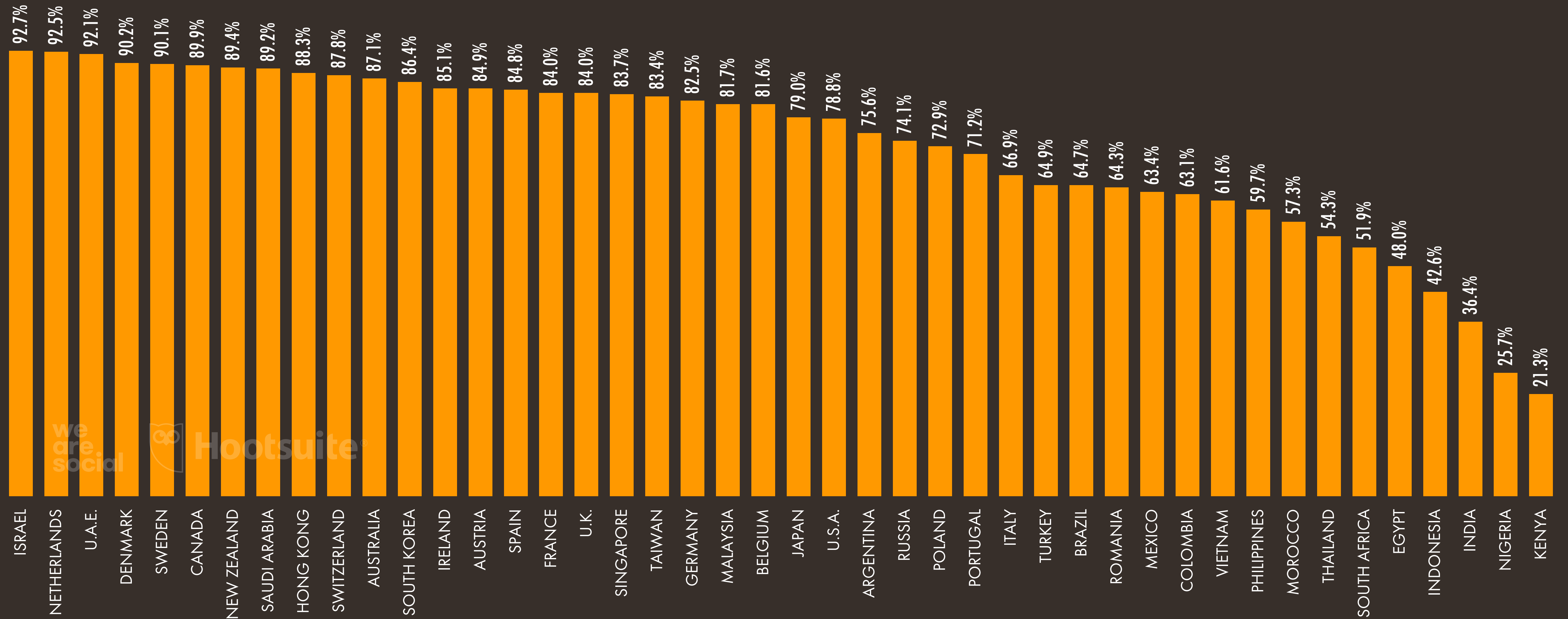
we  
are  
social



JAN  
2021

# ADULT AUDIENCE REACH RATE: YOUTUBE

THE NUMBER OF USERS AGED 18+ THAT ADVERTISERS CAN REACH ON YOUTUBE COMPARED TO THE POPULATION AGED 18+





JAN  
2021

# TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE AROUND THE WORLD IN 2020


#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	40
03	DJ	24
04	MUSIC	17
05	TIK TOK	15
06	KARAOKE	15
07	NEW SONG	14
08	MINECRAFT	13
09	CARTOON	12
10	FREE FIRE	12

#	SEARCH QUERY	INDEX
11	BTS	11
12	TIKTOK	10
13	FORTNITE	9
14	ASMR	8
15	DJ SONG	7
16	CANCIONES	6
17	เพลง	6
18	MÚSICA	6
19	HINDI SONG	5
20	اغاني	5

JAN  
2021

# MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF ALL-TIME GLOBAL VIEWS UP TO JANUARY 2021

#	VIDEO		VIDEO VIEWS	LIKES	DISLIKES
01	PINKFONG KIDS' SONGS & STORIES – BABY SHARK DANCE		7,619,000,000	24,000,000	10,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – DESPACITO		7,148,000,000	42,000,000	4,800,000
03	ED SHEERAN – SHAPE OF YOU		5,139,000,000	25,000,000	1,300,000
04	WIZ KHALIFA FEATURING CHARLIE PUTH – SEE YOU AGAIN		4,904,000,000	31,000,000	936,000
05	LOOLOO KIDS – JOHNY JOHNY YES PAPA		4,537,000,000	12,000,000	8,400,000
06	GET MOVIES – MASHA AND THE BEAR – RECIPE FOR DISASTER		4,393,000,000	7,400,000	4,000,000
07	MARK RONSON FEATURING BRUNO MARS – UPTOWN FUNK		4,060,000,000	15,000,000	921,000
08	PSY – GANGNAM STYLE		3,923,000,000	20,000,000	2,600,000
09	MIROSHKA TV – LEARNING COLORS – COLORFUL EGGS ON A FARM		3,659,000,000	10,000,000	6,900,000
10	COCOMELON – NURSERY RHYMES – BATH SONG		3,497,000,000	8,300,000	5,700,000

JAN  
2021

# MOST POPULAR YOUTUBE ACCOUNTS

YOUTUBE ACCOUNTS WITH THE GREATEST NUMBER OF SUBSCRIBERS IN JANUARY 2021

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	T-SERIES	167,000,000	138,420,000,000
02	PEWDIEPIE	108,000,000	26,774,000,000
03	COCOMELON	102,000,000	89,174,000,000
04	SET INDIA	92,600,000	75,203,000,000
05	KIDS DIANA SHOW	72,300,000	48,618,000,000
06	WWE	71,500,000	53,318,000,000
07	5-MINUTE CRAFTS	70,400,000	19,240,000,000
08	ZEE MUSIC COMPANY	67,100,000	33,085,000,000
09	LIKE NASTYA	66,900,000	49,685,000,000
10	CANAL KONDZILLA	62,600,000	33,214,000,000

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	VLAD AND NIKITA	60,800,000	41,158,000,000
12	JUSTIN BIEBER	60,100,000	23,452,000,000
13	BLACKPINK	55,400,000	15,029,000,000
14	ZEE TV	55,000,000	57,056,000,000
15	DUDE PERFECT	54,700,000	12,232,000,000
16	CHUCHU TV	54,700,000	37,069,000,000
17	MARSHMELLO	50,700,000	10,800,000,000
18	MRBEAST	50,200,000	8,548,000,000
19	BIG HIT LABELS	49,900,000	13,883,000,000
20	MOVIECLIPS	48,300,000	46,465,000,000



**FACEBOOK MESSENGER**

JAN  
2021

# FACEBOOK MESSENGER: AD AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON MESSENGER



1.05  
BILLION

MESSENGER'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



17%

QUARTER-ON-  
QUARTER CHANGE IN  
FACEBOOK MESSENGER'S  
ADVERTISING REACH



-0.6%  
-6 MILLION

PERCENTAGE OF  
MESSENGER'S AD  
AUDIENCE THAT FACEBOOK  
REPORTS IS FEMALE\*



43.8%

PERCENTAGE OF  
MESSENGER'S AD  
AUDIENCE THAT FACEBOOK  
REPORTS IS MALE\*

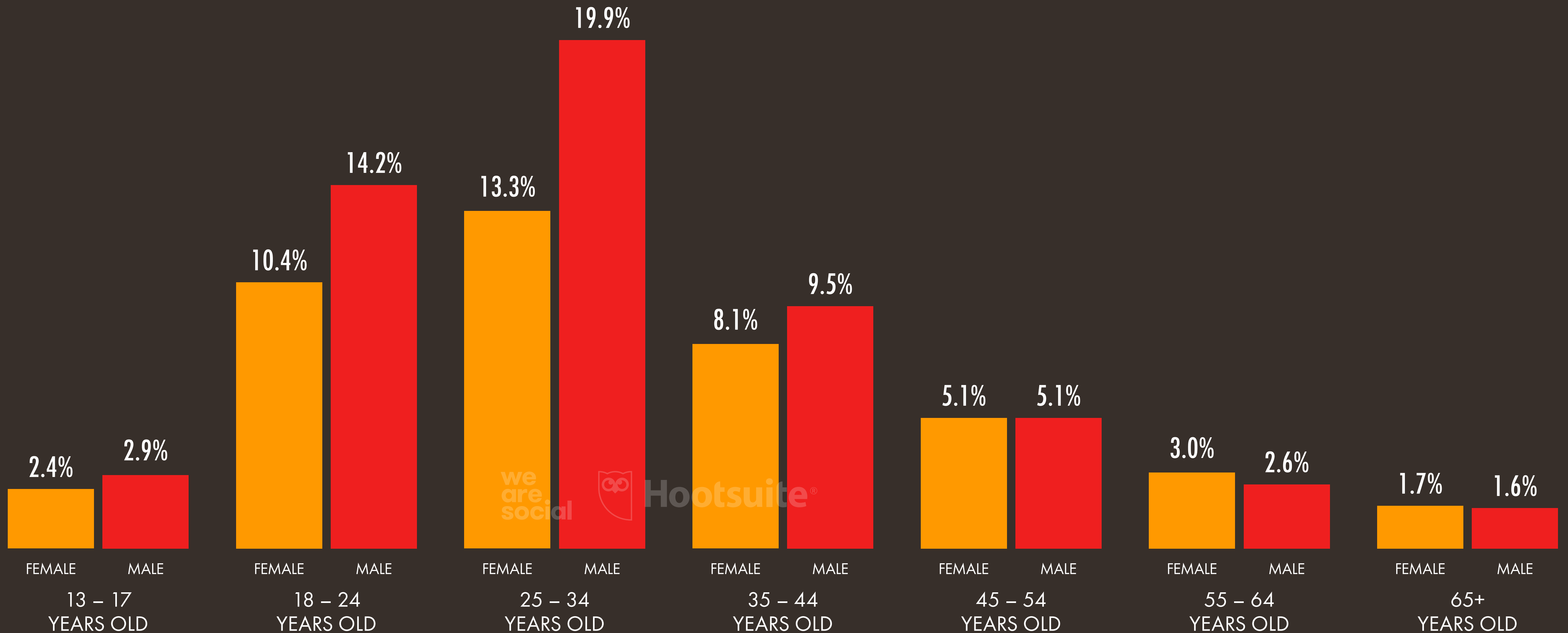


56.2%

JAN  
2021

# PROFILE OF FACEBOOK MESSENGER'S AD AUDIENCE

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



JAN  
2021

# FACEBOOK MESSENGER REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	% 13+	#	COUNTRY / TERRITORY	REACH	% 13+
01	INDIA	140,000,000	13.0%	11	COLOMBIA	22,000,000	53.2%
02	BRAZIL	77,000,000	43.9%	12	TURKEY	21,000,000	31.2%
03	MEXICO	66,000,000	65.5%	13	ITALY	20,000,000	37.2%
04	VIETNAM	53,000,000	68.1%	14=	GERMANY	17,000,000	23.1%
05	PHILIPPINES	45,000,000	55.0%	14=	IRAQ	17,000,000	62.5%
06	THAILAND	37,000,000	61.6%	14=	MYANMAR	17,000,000	39.8%
07	EGYPT	33,000,000	45.8%	14=	POLAND	17,000,000	51.8%
08	INDONESIA	31,000,000	14.5%	18	ARGENTINA	16,000,000	44.7%
09	U.K.	30,000,000	52.1%	19=	ALGERIA	14,000,000	43.7%
10	BANGLADESH	25,000,000	19.6%	19=	MALAYSIA	14,000,000	54.0%

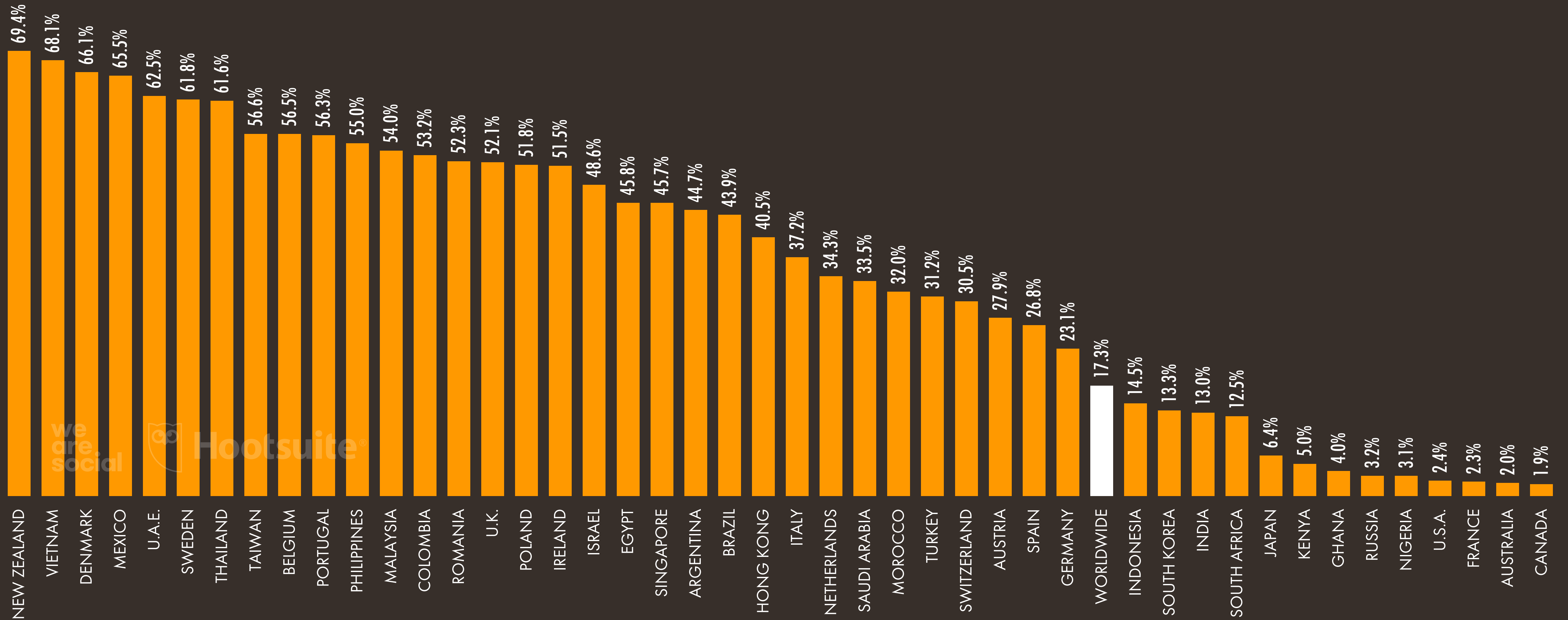
we  
are  
social



JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE: FACEBOOK MESSENGER

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON FACEBOOK MESSENGER COMPARED TO THE POPULATION AGED 13+







**LINKEDIN**

JAN  
2021

# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

POTENTIAL AUDIENCE\*  
THAT LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN



727.6  
MILLION

LINKEDIN'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 18+



13%

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN'S  
ADVERTISING REACH



+0.1%  
+810 THOUSAND

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



43.1%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*

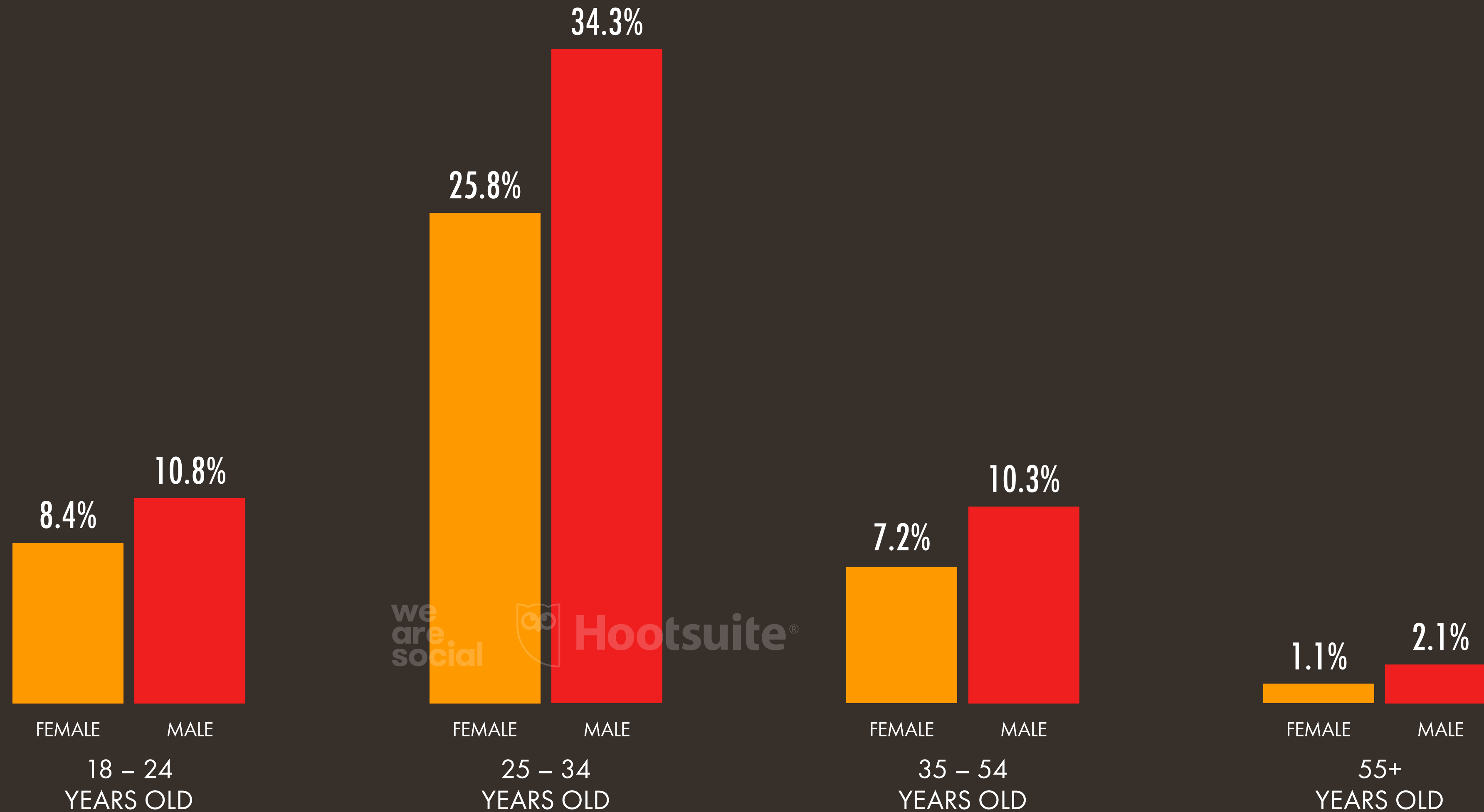


56.9%

JAN  
2021

# PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2021

# LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	170,000,000	0%	11	SPAIN	14,000,000	+7.7%
02	INDIA	71,000,000	+1.4%	12=	AUSTRALIA	12,000,000	0%
03	CHINA	50,000,000	-16.7%	12=	GERMANY	12,000,000	+9.1%
04	BRAZIL	45,000,000	0%	14	TURKEY	9,800,000	+3.2%
05	U.K.	30,000,000	+3.4%	15	PHILIPPINES	9,600,000	+4.3%
06	FRANCE	21,000,000	0%	16	NETHERLANDS	9,100,000	+2.2%
07	CANADA	18,000,000	0%	17	COLOMBIA	9,000,000	+1.1%
08	INDONESIA	17,000,000	0%	18	ARGENTINA	8,400,000	+2.4%
09	MEXICO	16,000,000	+6.7%	19	SOUTH AFRICA	8,300,000	+2.5%
10	ITALY	15,000,000	+7.1%	20	RUSSIA*	7,000,000	0%

we  
are  
social

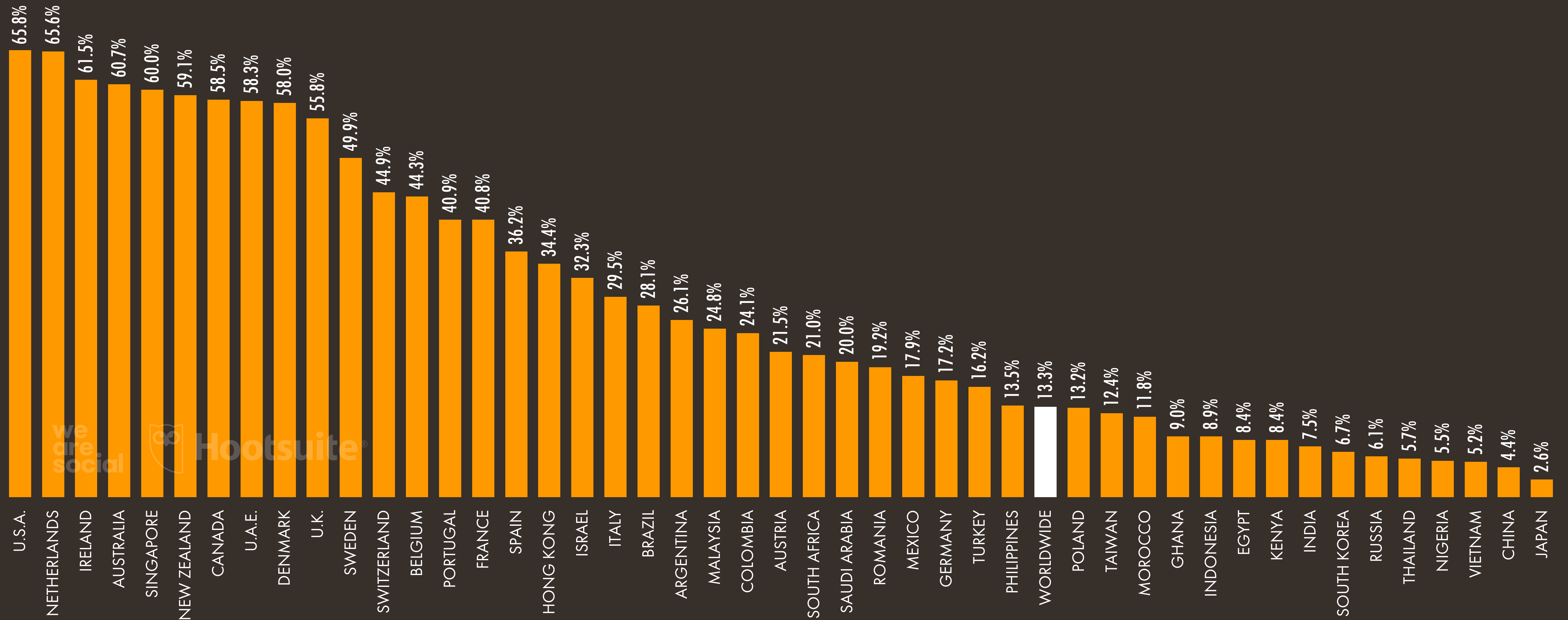


**SOURCE:** EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **\*ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MONTHLY ACTIVE USERS. ACCESS TO LINKEDIN IS BLOCKED FOR MANY USERS IN RUSSIA, SO THE REACH FIGURE SHOWN HERE MAY NOT ACCURATELY REFLECT THE CURRENT ADDRESSABLE AUDIENCE IN THE RUSSIAN FEDERATION. **◆ COMPARABILITY ADVISORY:** BASE CHANGES.

JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

THE NUMBER OF MEMBERS THAT ADVERTISERS CAN REACH ON LINKEDIN COMPARED TO THE POPULATION AGED 18+



**JAN  
2021**

# ELIGIBLE AUDIENCE REACH RATE RANKING: LINKEDIN

COUNTRIES AND TERRITORIES\* WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCE COMPARED TO POPULATION AGED 18+

#	COUNTRY	% 18+	REACH	▲QOQ	#	COUNTRY	% 18+	REACH	▲QOQ
01	AMERICAN SAMOA	103.0%*	38,000	0%	11	ARUBA	60.6%	51,000	-1.9%
02	BERMUDA	100.6%*	50,000	+2.0%	12	MALTA	60.0%	220,000	0%
03	ICELAND	91.2%	240,000	0%	13	SINGAPORE	60.0%	3,000,000	+3.4%
04	CAYMAN IS.	84.3%	44,000	+2.3%	14	NEW ZEALAND	59.1%	2,200,000	0%
05	ANDORRA	80.3%	52,000	0%	15	CANADA	58.5%	18,000,000	0%
06	U.S. VIRGIN IS.	73.5%	59,000	+3.5%	16	U.A.E.	58.3%	4,800,000	+2.1%
07	U.S.A.	65.8%	170,000,000	0%	17	DENMARK	58.0%	2,700,000	0%
08	NETHERLANDS	65.6%	9,100,000	+2.2%	18	LUXEMBOURG	56.6%	290,000	+3.6%
09	IRELAND	61.5%	2,300,000	0%	19	U.K.	55.8%	30,000,000	+3.4%
10	AUSTRALIA	60.7%	12,000,000	0%	20	CURAÇAO	55.4%	71,000	0%

we  
are  
social



**SOURCES:** EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021). **\*NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **ADVISORIES:** "REACH" MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MONTHLY ACTIVE USERS. "% 18+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS.



**SNAPCHAT**

JAN  
2021

# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

POTENTIAL AUDIENCE\*  
THAT SNAP REPORTS  
CAN BE REACHED WITH  
ADVERTS ON SNAPCHAT



498.2  
MILLION

SNAPCHAT'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



8.2%

QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT'S  
ADVERTISING REACH



+15%  
+65 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS FEMALE\*



57.4%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS MALE\*



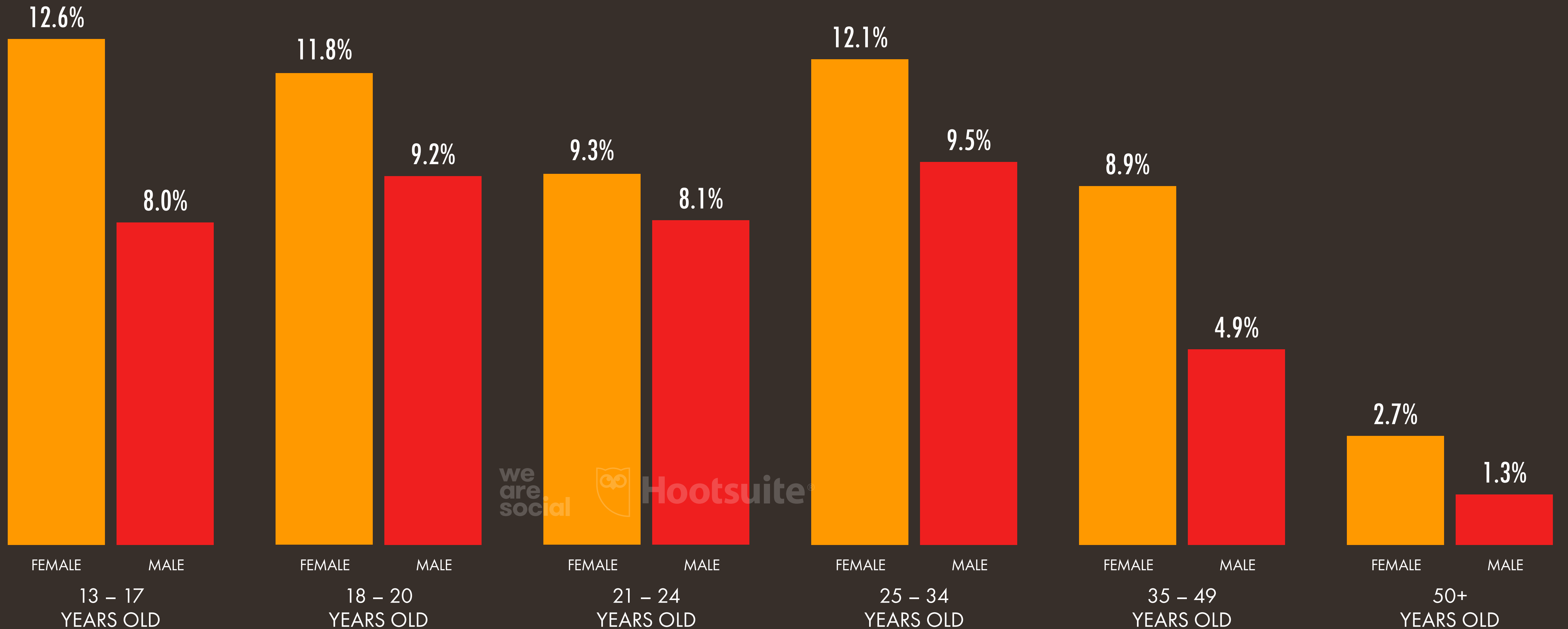
40.9%



JAN  
2021

# PROFILE OF SNAPCHAT'S ADVERTISING AUDIENCE

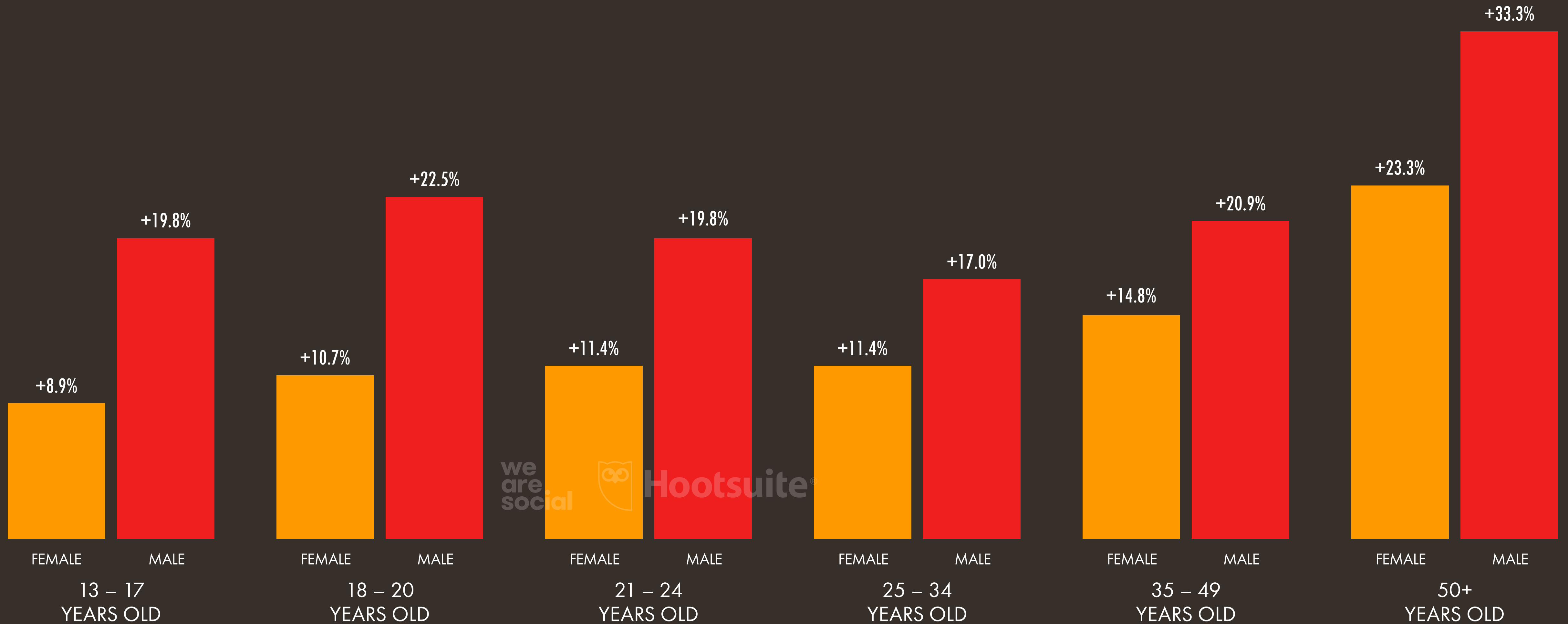
SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



JAN  
2021

# QUARTERLY CHANGE IN SNAPCHAT ADVERTISING REACH

QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH BY AGE GROUP AND GENDER\*



JAN  
2021

# SNAPCHAT REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	108,000,000	+6.0%	11=	PAKISTAN	11,100,000	+35.4%
02	INDIA	74,350,000	+49.3%	11=	TURKEY	11,100,000	+14.4%
03	FRANCE	24,500,000	+10.6%	13	EGYPT	10,700,000	+20.2%
04	U.K.	21,100,000	+10.2%	14	CANADA	10,400,000	+10.6%
05	SAUDI ARABIA	19,600,000	+9.5%	15	RUSSIA	8,600,000	+5.5%
06	MEXICO	17,950,000	+14.3%	16	AUSTRALIA	7,550,000	+11.0%
07	GERMANY	15,350,000	+12.9%	17	INDONESIA	7,250,000	-16.2%
08	PHILIPPINES	12,750,000	+18.6%	18	NIGERIA	6,650,000	+27.9%
09	BRAZIL	11,950,000	+6.7%	19	COLOMBIA	6,050,000	+14.2%
10	IRAQ	11,250,000	+17.2%	20	NETHERLANDS	5,800,000	+11.5%

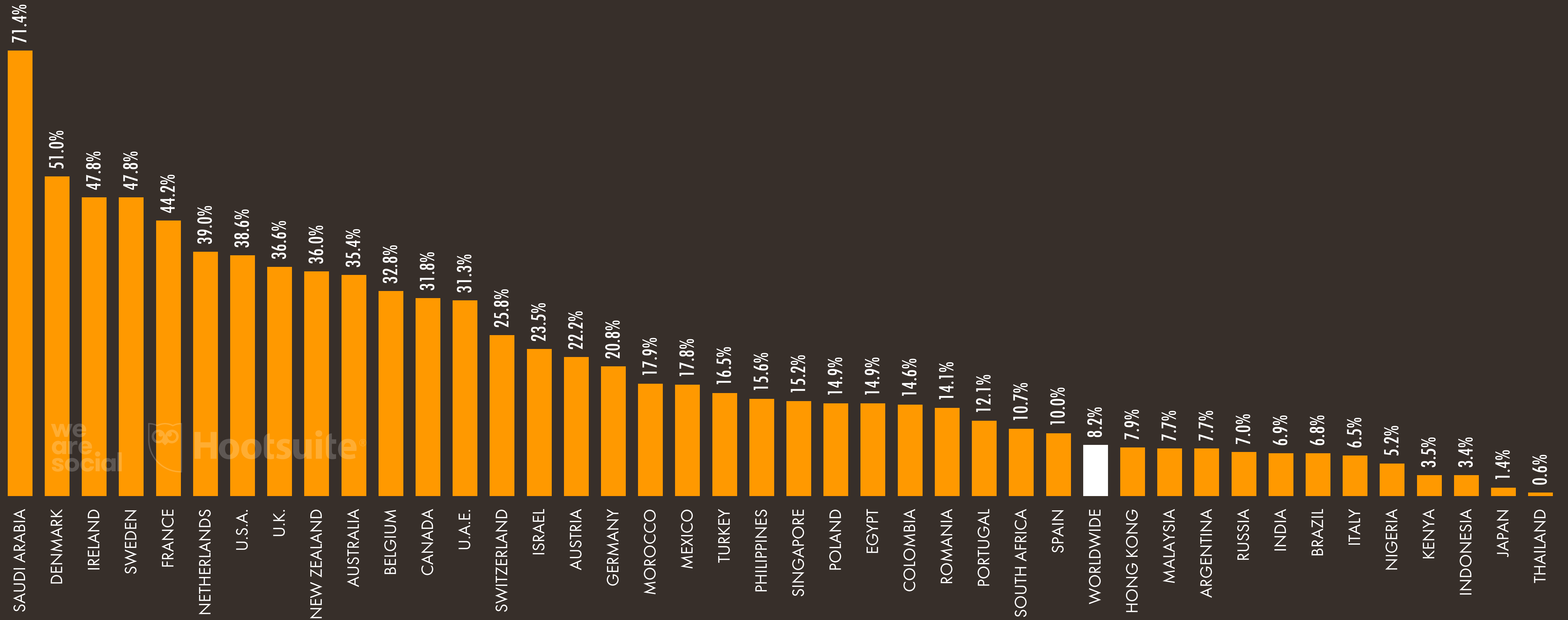
we  
are  
social



JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE: SNAPCHAT

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON SNAPCHAT COMPARED TO THE POPULATION AGED 13+



**JAN  
2021**

# ELIGIBLE AUDIENCE REACH RATE RANKING: SNAPCHAT

COUNTRIES AND TERRITORIES\* WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ	#	COUNTRY	% 13+	REACH	▲QOQ
01	SAUDI ARABIA	71.4%	19,600,000	+9.5%	11	NETHERLANDS	39.0%	5,800,000	+11.5%
02	NORWAY	71.2%	3,300,000	+6.5%	12	U.S.A.	38.6%	108,000,000	+6.0%
03	LUXEMBOURG	64.7%	352,500	0%	13	JORDAN	37.4%	2,750,000	+12.2%
04	KUWAIT	57.1%	2,000,000	+14.3%	14	U.K.	36.6%	21,100,000	+10.2%
05	DENMARK	51.0%	2,550,000	+8.5%	15	NEW ZEALAND	36.0%	1,450,000	+7.4%
06	IRELAND	47.8%	1,950,000	+11.4%	16	AUSTRALIA	35.4%	7,550,000	+11.0%
07	SWEDEN	47.8%	4,100,000	+9.3%	17	OMAN	34.0%	1,400,000	+12.0%
08	FRANCE	44.2%	24,500,000	+10.6%	18	BELGIUM	32.8%	3,250,000	+10.2%
09	IRAQ	41.4%	11,250,000	+17.2%	19	PALESTINE	32.1%	1,100,000	+10.6%
10	BAHRAIN	40.4%	585,000	+5.4%	20	CANADA	31.8%	10,400,000	+10.6%

we  
are  
social





**TWITTER**

JAN  
2021

# TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

POTENTIAL AUDIENCE\*  
THAT TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



KEPIOS

353.1  
MILLION

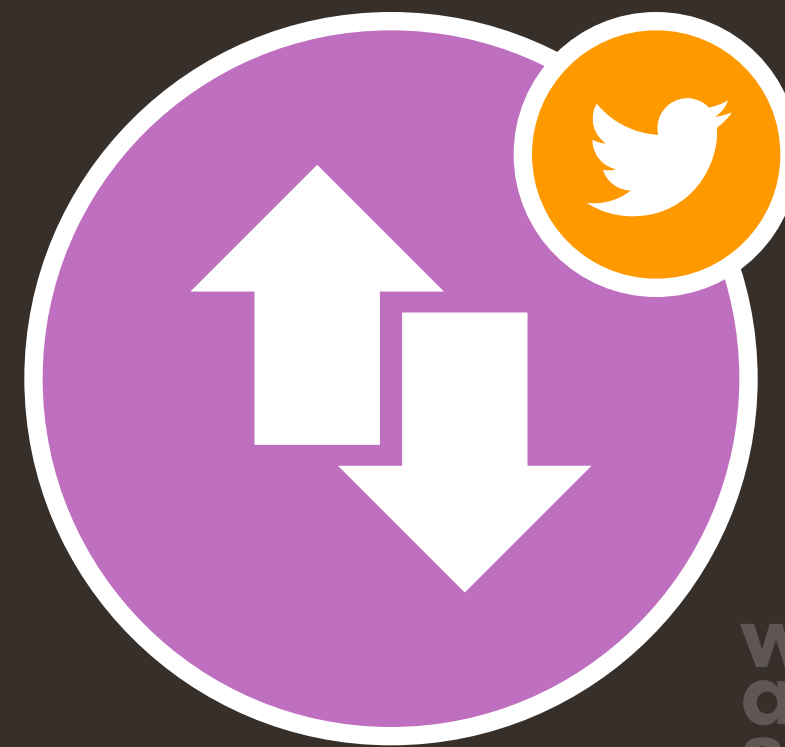
TWITTER'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



we are social

5.8%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



we are social

+0.1%  
+387 THOUSAND

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



we are social

31.5%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*

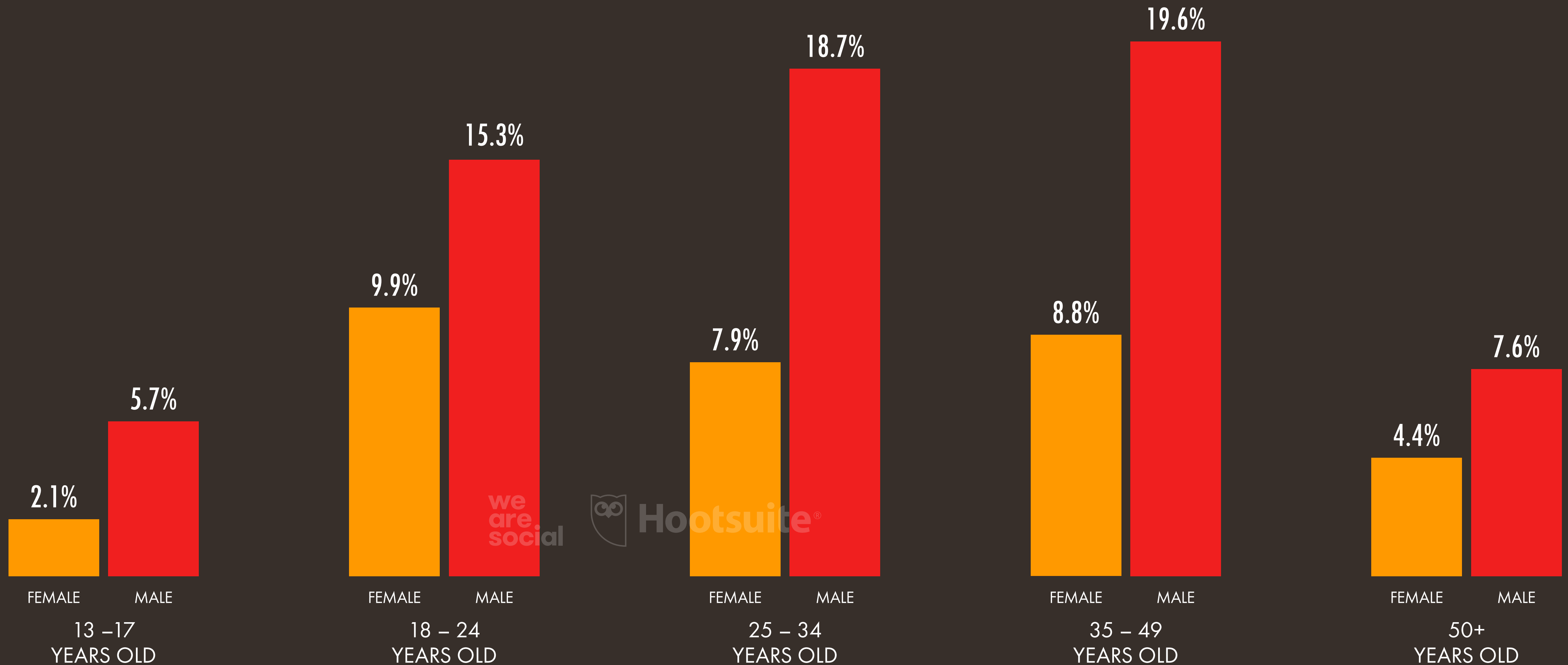


68.5%

JAN  
2021

# PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*





JAN  
2021

# TWITTER REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	69,300,000	+0.9%	11	PHILIPPINES	7,850,000	+0.6%
02	JAPAN	50,900,000	-1.9%	12	SPAIN	7,500,000	+0.7%
03	INDIA	17,500,000	-7.4%	13	THAILAND	7,350,000	0%
04	U.K.	16,450,000	-1.2%	14	CANADA	6,450,000	+3.2%
05	BRAZIL	16,200,000	-2.7%	15	GERMANY	5,800,000	+6.4%
06	INDONESIA	14,050,000	+6.4%	16	SOUTH KOREA	5,150,000	-1.0%
07	TURKEY	13,600,000	+1.1%	17	ARGENTINA	5,000,000	-3.8%
08	SAUDI ARABIA	12,450,000	+0.8%	18	EGYPT	3,700,000	0%
09	MEXICO	11,000,000	+3.3%	19=	COLOMBIA	3,350,000	-2.9%
10	FRANCE	8,000,000	+1.3%	19=	MALAYSIA	3,350,000	+6.3%

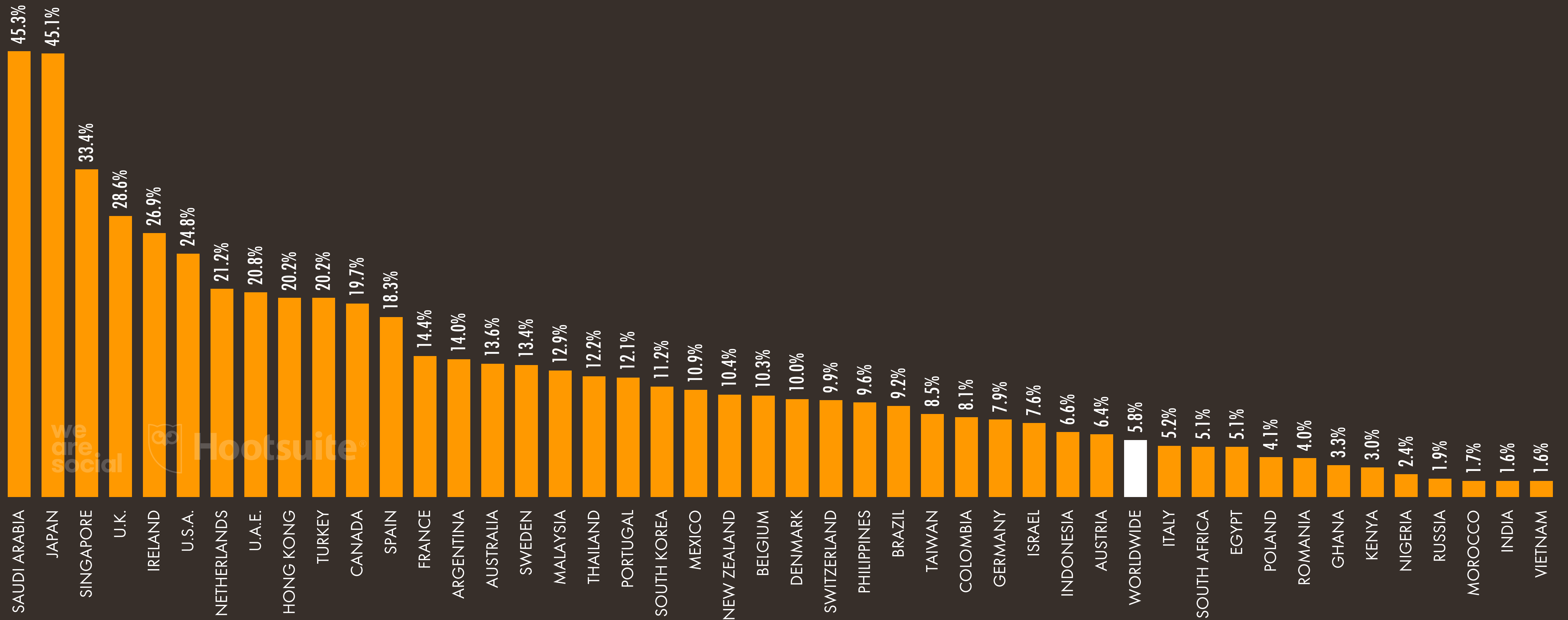
we  
are  
social



JAN  
2021

# ELIGIBLE AUDIENCE REACH RATE: TWITTER

THE NUMBER OF USERS THAT ADVERTISERS CAN REACH ON TWITTER COMPARED TO THE POPULATION AGED 13+



**JAN  
2021**

# ELIGIBLE AUDIENCE REACH RATE RANKING: TWITTER

COUNTRIES AND TERRITORIES\* WITH THE LARGEST TWITTER ADVERTISING AUDIENCES COMPARED TO POPULATION AGED 13+

#	COUNTRY	% 13+	REACH	▲QOQ	#	COUNTRY	% 13+	REACH	▲QOQ
01	SAUDI ARABIA	45.3%	12,450,000	+0.8%	11	SEYCHELLES	24.5%	19,150	+183.7%
02	JAPAN	45.1%	50,900,000	-1.9%	12	ISLE OF MAN	23.4%	17,150	-8.5%
03	KUWAIT	35.7%	1,250,000	-7.4%	13	BERMUDA	22.5%	12,000	+7.6%
04	SINGAPORE	33.4%	1,750,000	+6.1%	14	BAHRAIN	22.4%	324,000	-2.4%
05	U.K.	28.6%	16,450,000	-1.2%	15	ICELAND	21.7%	62,000	0%
06	GUERNSEY	28.2%	15,550	+22.0%	16	NETHERLANDS	21.2%	3,150,000	+1.6%
07	IRELAND	26.9%	1,095,700	+0.0%	17	U.S. VIRGIN IS.	21.0%	18,350	+119.8%
08	ARUBA	26.3%	24,000	+88.2%	18	U.A.E.	20.8%	1,800,000	+5.9%
09	LUXEMBOURG	25.1%	136,750	+3.3%	19	ANTIGUA & BARBUDA	20.5%	16,350	+63.5%
10	U.S.A.	24.8%	69,300,000	+0.9%	20	HONG KONG	20.2%	1,350,000	-6.9%

we  
are  
social



JAN  
2021

# MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS IN JANUARY 2021

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS	#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	127,770,000	11	YOUTUBE	@YOUTUBE	72,740,000
02	JUSTIN BIEBER	@JUSTINBIEBER	113,640,000	12	KIM KARDASHIAN	@KIMKARDASHIAN	68,450,000
03	KATY PERRY	@KATYPERRY	109,150,000	13	NARENDRA MODI	@NARENDRAMODI	64,670,000
04	RIHANNA	@RIHANNA	100,350,000	14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,210,000
05	CRISTIANO RONALDO	@CRISTIANO	90,280,000	15	SELENA GOMEZ	@SELENAGOMEZ	64,050,000
06	DONALD TRUMP	@REALDONALDTRUMP	88,750,000	16	CNN BREAKING NEWS	@CNNBRK	60,160,000
07	TAYLOR SWIFT	@TAYLORSWIFT13	88,000,000	17	TWITTER	@TWITTER	58,850,000
08	LADY GAGA	@LADYGAGA	83,200,000	18	BRITNEY SPEARS	@BRITNEYSPEARS	55,910,000
09	ARIANA GRANDE	@ARIANAGRANDE	80,780,000	19	DEMI LOVATO	@DDLOVATO	55,410,000
10	ELLEN DEGENERES	@THEELLENSHOW	79,390,000	20	BILL GATES	@BILLGATES	53,070,000

we  
are  
social



JAN  
2021

# MOST FREQUENTLY USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TWEETS ON TWITTER

#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED
01	😂	3,128,000,000	11	😞	493,000,000	21	👁️	315,000,000	31	👈	239,000,000
02	❤️	1,564,000,000	12	😓	472,000,000	22	🔥	296,000,000	32	🎵	235,000,000
03	😭	1,117,000,000	13	😄	430,000,000	23	💔	287,000,000	33	💖	222,000,000
04	😍	1,110,000,000	14	😊	425,000,000	24	😌	286,000,000	34	💯	215,000,000
05	♻️	969,000,000	15	👉	390,000,000	25	💙	277,000,000	35	🙌	210,000,000
06	❤️	803,000,000	16	😊	369,000,000	26	😎	276,000,000	36	🐶	203,000,000
07	😊	708,000,000	17	😊	360,000,000	27	😓	274,000,000	37	✌️	185,000,000
08	💕	544,000,000	18	👍	338,000,000	28	💜	269,000,000	38	😄	184,000,000
09	😓	529,000,000	19	😄	327,000,000	29	✨	258,000,000	39	😘	183,000,000
10	😘	525,000,000	20	🙏	321,000,000	30	😬	256,000,000	40	😐	178,000,000



we  
are  
social



**PINTEREST**

JAN  
2021

# PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

POTENTIAL AUDIENCE\*  
THAT PINTEREST REPORTS  
CAN BE REACHED WITH  
ADVERTS ON PINTEREST



we  
are  
social

200.8  
MILLION

PINTEREST'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



3.3%

QUARTER-ON-  
QUARTER CHANGE  
IN PINTEREST'S  
ADVERTISING REACH



+6.2%  
+12 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT PINTEREST  
REPORTS IS FEMALE\*



77.1%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT PINTEREST  
REPORTS IS MALE\*

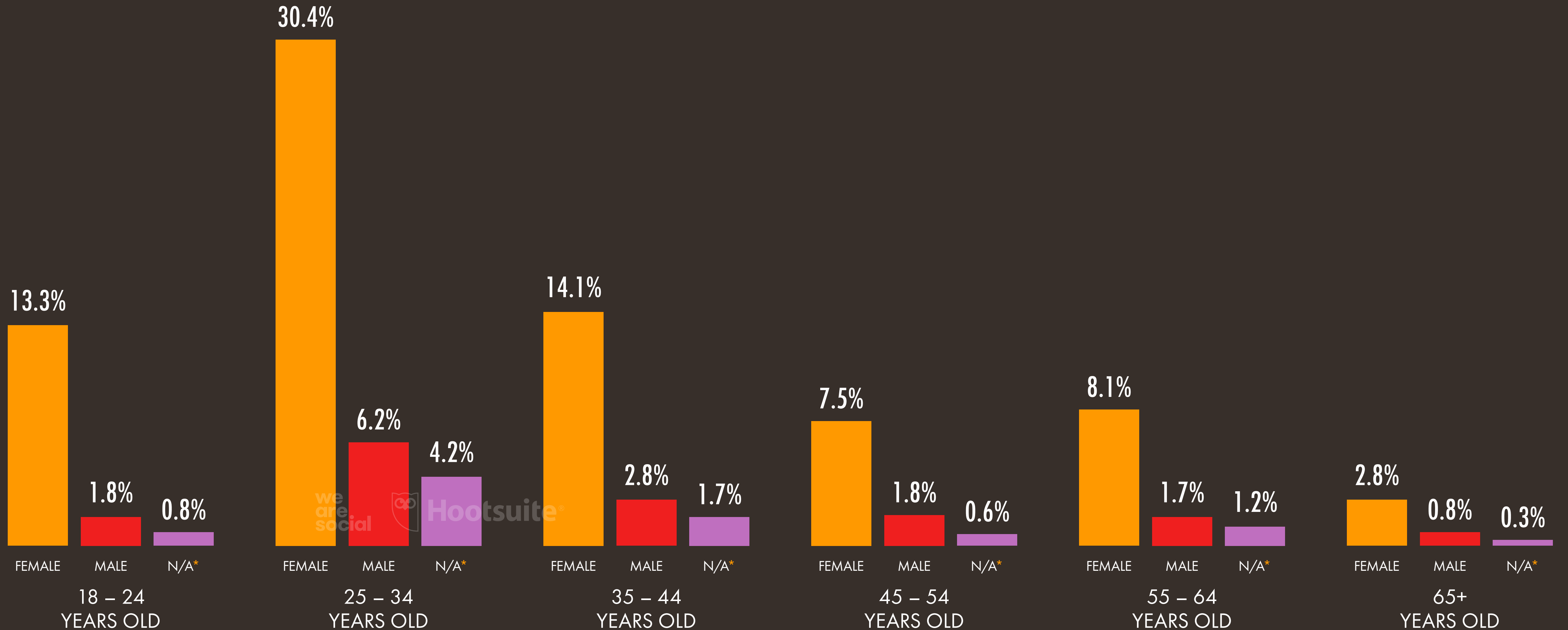


14.5%

JAN  
2021

# PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*






JAN  
2021

# PINTEREST REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

#	COUNTRY / TERRITORY	REACH	▲QOQ	#	COUNTRY / TERRITORY	REACH	▲QOQ
01	U.S.A.	100,750,000	+3.6%	11	BELGIUM	2,950,000	+21.6%
02	GERMANY	17,560,000	+14.6%	12	SWITZERLAND	1,762,500	+8.1%
03	FRANCE	12,220,000	+15.8%	13	AUSTRIA	1,743,500	+7.0%
04	U.K.	10,750,000	-10.8%	14	SWEDEN	1,710,000	-1.6%
05	CANADA 	10,255,000	+2.5%	15	GREECE	1,667,500	+49.0%
06	ITALY	8,005,000	+20.7%	16	PORTUGAL	1,627,000	+8.0%
07	SPAIN	7,130,000	+15.7%	17	HUNGARY	1,397,500	+33.1%
08	NETHERLANDS	5,340,000	+12.8%	18	ROMANIA	1,309,000	+11.8%
09	AUSTRALIA	4,300,000	-6.6%	19	CZECHIA	1,183,000	+16.3%
10	POLAND	3,390,000	+19.2%	20	DENMARK	1,104,000	-2.4%

we  
are  
social



**OTHER SOCIAL PLATFORMS**

JAN  
2021

# WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE AROUND THE WORLD

MONTHLY ACTIVE  
WHATSAPP USERS\*  
AROUND THE WORLD



we  
are  
social

2

BILLION

ACTIVE WHATSAPP USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 13+\*



we  
are  
social

33%

TOTAL NUMBER OF  
WORLDWIDE USERS OF  
WHATSAPP BUSINESS



KEPIOS

50

MILLION

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



GWJ.

45.5%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



54.5%

JAN  
2021

# WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE AROUND THE WORLD

COMBINED MONTHLY ACTIVE WECHAT AND WEIXIN USERS\* AROUND THE WORLD



1.21  
BILLION

ACTIVE WECHAT AND WEIXIN USERS COMPARED TO THE TOTAL POPULATION AGED 13+



19.9%

QUARTER-ON-QUARTER INCREASE IN GLOBAL MONTHLY ACTIVE USERS OF WECHAT OR WEIXIN



+0.6%  
+7 MILLION

FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS\*



45.4%

MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS\*



54.6%

JAN  
2021

# TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

MONTHLY ACTIVE  
TIKTOK USERS\*  
AROUND THE WORLD



KEPIOS

689  
MILLION

ACTIVE TIKTOK USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



we  
are  
social

11.3%

NUMBER OF NEW TIKTOK  
APP INSTALLS AROUND THE  
WORLD IN DECEMBER 2020



owl

56  
MILLION

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



GWI.

49.0%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



51.0%

JAN  
2021

# SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE AROUND THE WORLD

NUMBER OF  
WORLDWIDE  
MONTHLY ACTIVE  
SINA WEIBO USERS



**511**  
MILLION

MONTHLY ACTIVE  
SINA WEIBO USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 14+



**8.6%**

YEAR-ON-YEAR INCREASE  
IN THE NUMBER OF  
MONTHLY ACTIVE  
SINA WEIBO USERS



**+2.8%**  
**+14 MILLION**

FEMALE USERS AS  
A PERCENTAGE  
OF TOTAL FEMALE  
AND MALE USERS\*



**46.6%**

MALE USERS AS  
A PERCENTAGE  
OF TOTAL FEMALE  
AND MALE USERS\*



**53.4%**

JAN  
2021

# REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE AROUND THE WORLD

MONTHLY ACTIVE  
REDDIT USERS\*  
AROUND THE WORLD



430  
MILLION

MONTHLY REDDIT USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



7.0%

NUMBER OF  
WORLDWIDE DAILY  
ACTIVE REDDIT USERS



52  
MILLION

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



40.3%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



59.7%

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2021

# TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE AROUND THE WORLD

MONTHLY ACTIVE  
TELEGRAM USERS\*  
AROUND THE WORLD



KEPIOS

500  
MILLION

ACTIVE TELEGRAM USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 16+\*



we are social

8.7%

YEAR-ON-YEAR GROWTH  
IN GLOBAL MONTHLY  
ACTIVE TELEGRAM USERS\*



we are social

+25%  
+100 MILLION

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



GWI.

41.4%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



58.6%



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2021

# QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE AROUND THE WORLD

MONTHLY ACTIVE  
QUORA USERS\*  
AROUND THE WORLD



300  
MILLION

MONTHLY QUORA USERS  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



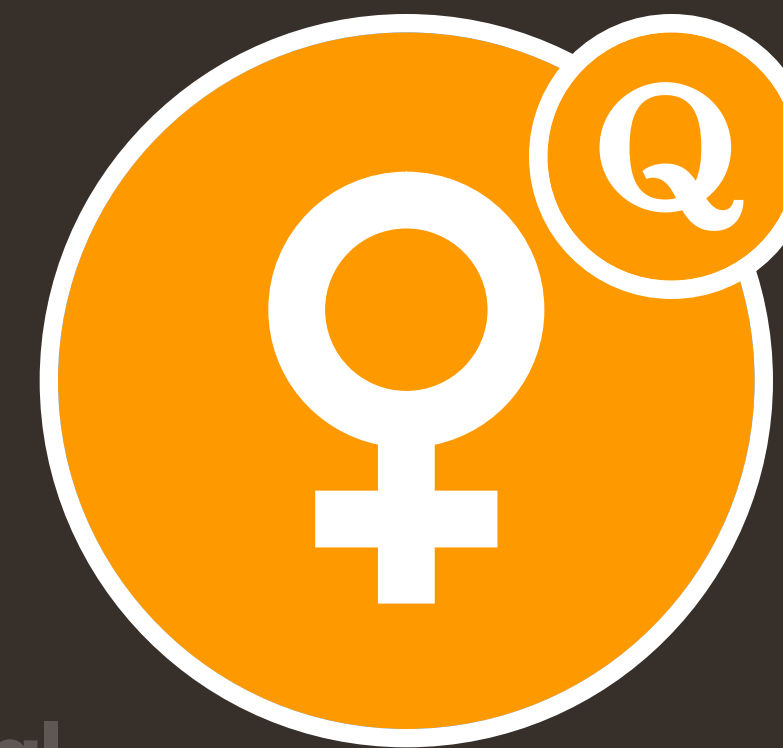
4.9%

AVERAGE DURATION  
OF EACH VISIT TO  
QUORA'S WEBSITE



9  
MINUTES

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



40.8%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS\*



59.2%



**GLOBAL MOBILE USE**

JAN  
2021

# MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



5.22  
BILLION

UNIQUE MOBILE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



66.6%

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



8.02  
BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



102.4%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.54

JAN  
2021

# PERSPECTIVES: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

## GSMA INTELLIGENCE DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



we  
are  
social

5.22  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



KEPIOS

8.02  
BILLION

## ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



Hootsuite

6.01  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.08  
BILLION

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# SHARE OF GLOBAL MOBILE CONNECTIONS BY DEVICE

PERCENTAGE OF GLOBAL MOBILE CONNECTIONS\* ASSOCIATED WITH EACH TYPE OF MOBILE DEVICE

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



76.3%

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



20.1%

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



3.6%

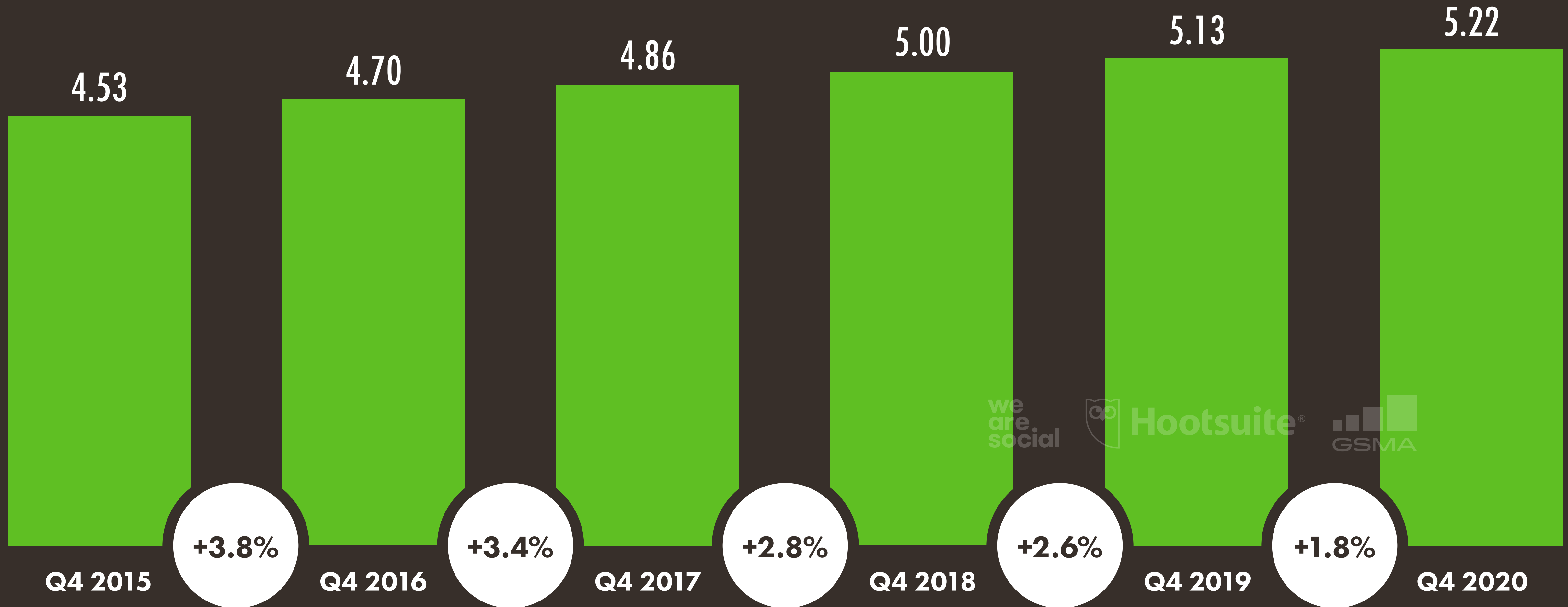
we  
are  
social



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2021

# UNIQUE MOBILE USERS OVER TIME

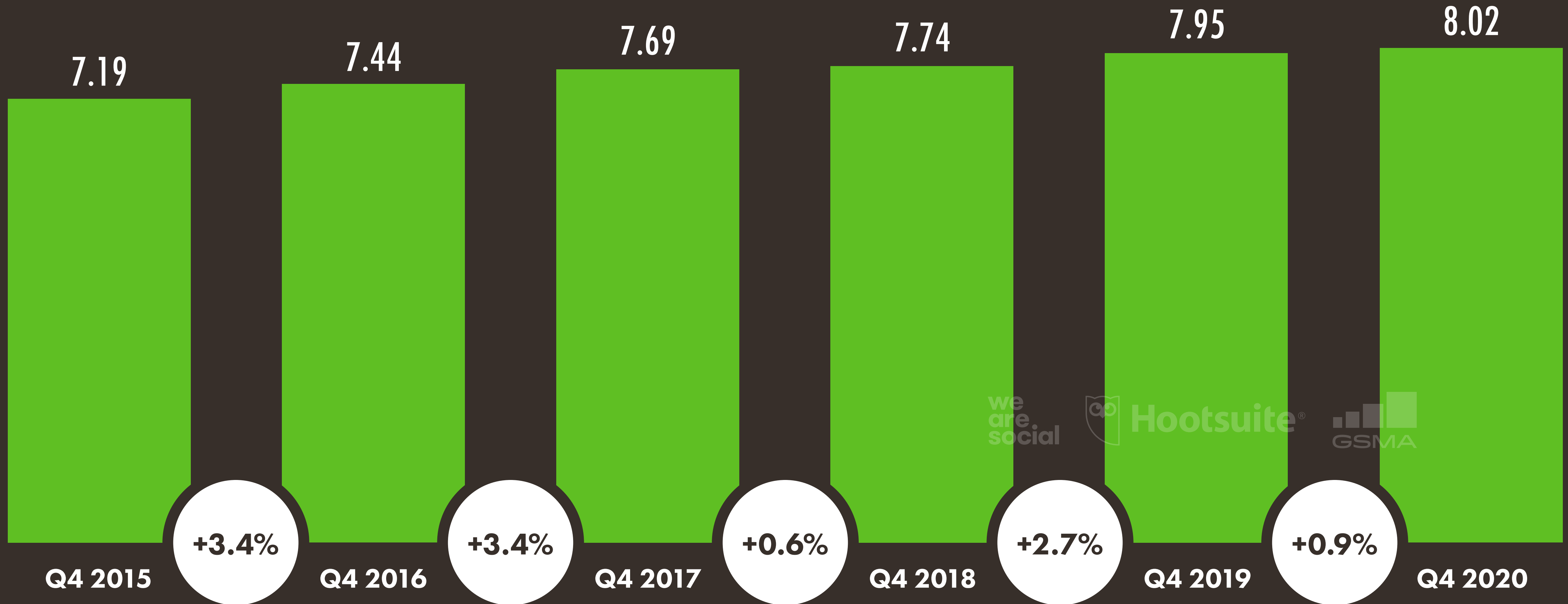
GLOBAL NUMBER OF UNIQUE MOBILE SUBSCRIBERS\* (IN MILLIONS), WITH RESPECTIVE YEAR-ON-YEAR CHANGE



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# GLOBAL MOBILE CONNECTIONS OVER TIME

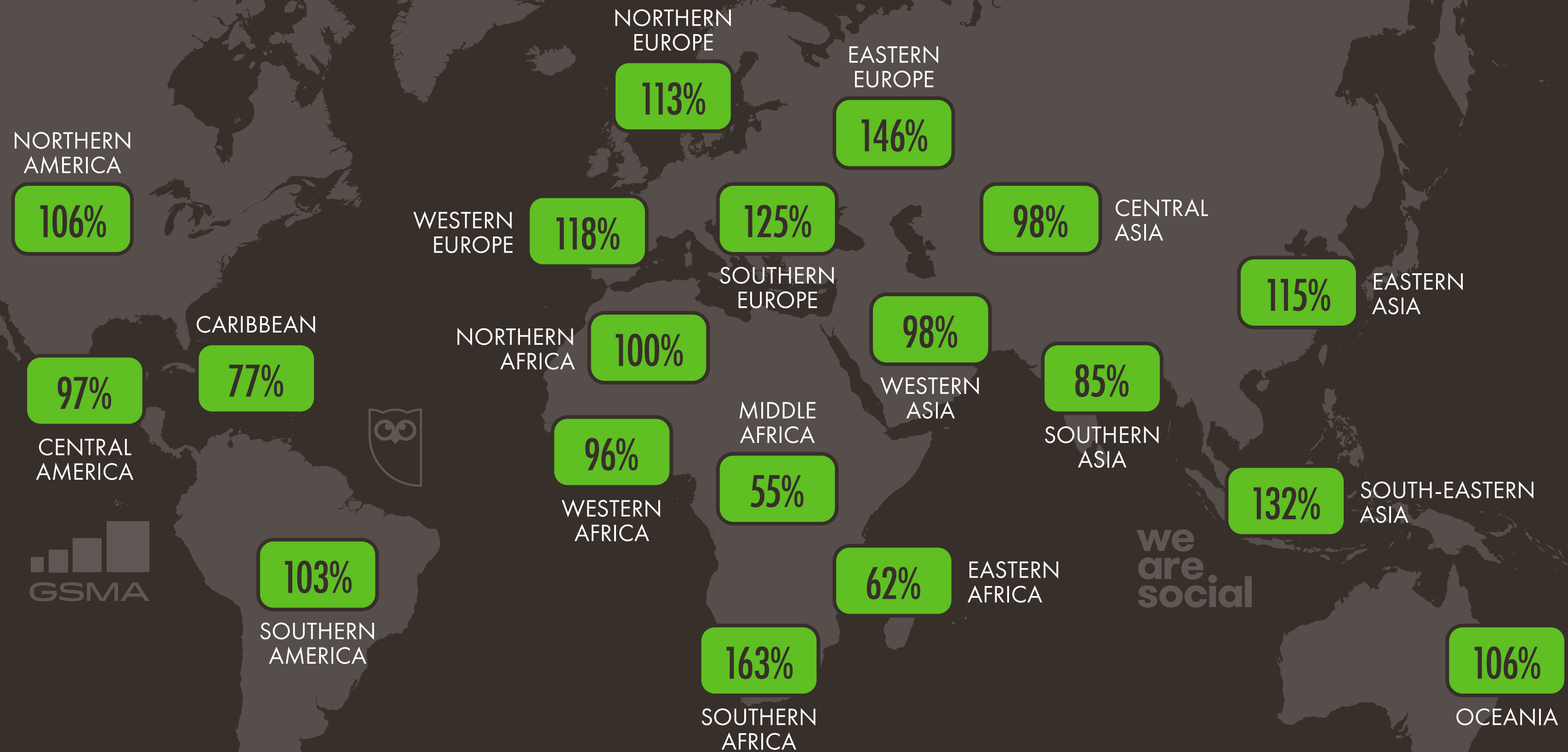
NUMBER OF GLOBAL MOBILE CONNECTIONS\* (IN MILLIONS), WITH RESPECTIVE YEAR-ON-YEAR CHANGE



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# MOBILE CONNECTIONS vs. TOTAL POPULATION

THE NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION

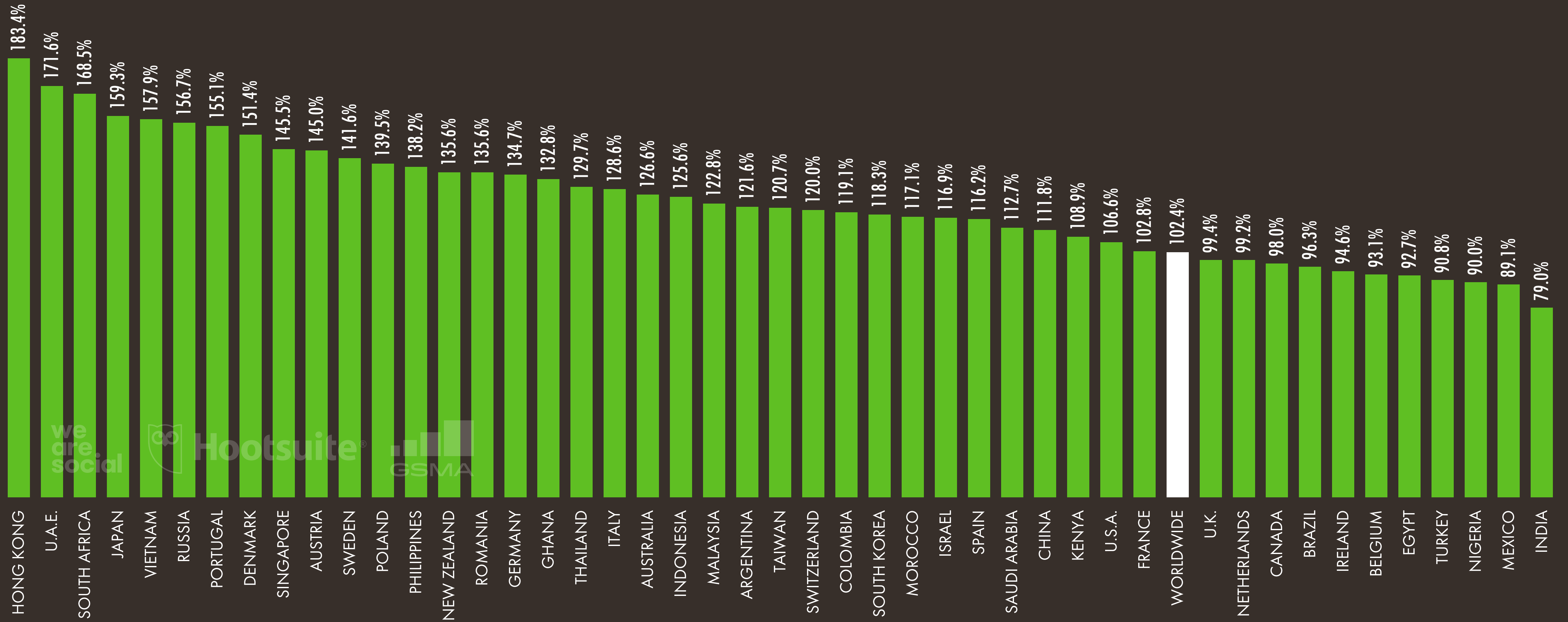




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# MOBILE CONNECTIONS vs. TOTAL POPULATION

THE NUMBER OF MOBILE CONNECTIONS IN EACH COUNTRY OR TERRITORY COMPARED TO TOTAL POPULATION



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# MOBILE CONNECTION RATE RANKINGS

RANKINGS BASED ON THE NUMBER OF MOBILE CONNECTIONS\* COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)

## HIGHEST LEVELS OF MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	MACAU	270.1%	1,765,999
02	U.S. VIRGIN IS.	198.2%	206,796
03	ANTIGUA & BARBUDA	196.7%	193,387
04	HONG KONG	183.4%	13,798,962
05	FINLAND	178.3%	9,888,302
06	SEYCHELLES	176.9%	174,436
07	SURINAME	174.5%	1,027,972
08	COSTA RICA	174.4%	8,925,679
09	U.A.E.	171.6%	17,058,563
10	MONTENEGRO	171.5%	1,077,391



## LOWEST LEVELS OF MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
212	MARSHALL IS.	12.0%	7,114
211	NORTH KOREA	18.4%	4,764,932
210	ERITREA	21.5%	767,517
209	FED. STATES OF MICRONESIA	22.4%	25,862
208	SOUTH SUDAN	23.1%	2,607,558
207	CENTRAL AFRICAN REP.	30.7%	1,497,951
206	MADAGASCAR	34.2%	9,601,572
205	PAPUA NEW GUINEA	34.4%	3,109,033
204	ETHIOPIA	38.5%	44,861,834
203	MALAWI	42.7%	8,268,645



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# MOBILE CONNECTION GROWTH RANKINGS

GREATEST CHANGES IN THE NUMBER OF MOBILE CONNECTIONS\*

## GREATEST PERCENTAGE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲%	▲ CONNECTIONS
01	SOUTH SUDAN	+17.3%	+384,558
02	BURUNDI	+14.4%	+938,296
03	SIERRA LEONE	+13.9%	+982,967
04	ZIMBABWE	+11.8%	+1,558,843
05	KENYA	+11.1%	+5,921,383
06	CAMEROON	+11.0%	+2,639,097
07	NIGERIA	+10.0%	+17,106,382
08	GUINEA	+9.9%	+1,278,931
09	TOGO	+9.5%	+593,542
10	BHUTAN	+9.2%	+64,408

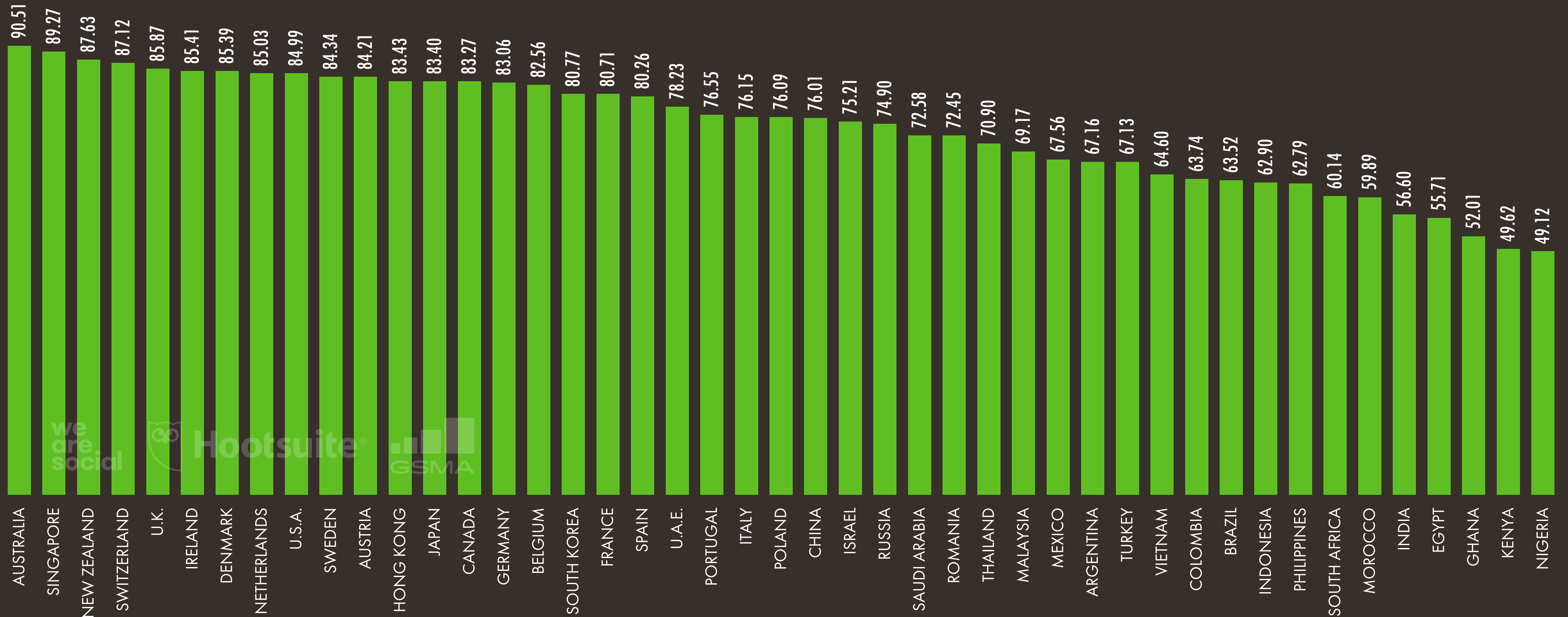
## GREATEST ABSOLUTE CHANGE IN MOBILE CONNECTIVITY

#	COUNTRY / TERRITORY	▲ CONNECTIONS	▲%
01	INDIA	+22,816,431	+2.1%
02	NIGERIA	+17,106,382	+10.0%
03	CHINA	+7,952,779	+0.5%
04	PAKISTAN	+6,929,240	+4.2%
05	JAPAN	+6,129,347	+3.1%
06	KENYA	+5,921,383	+11.1%
07	U.S.A.	+5,177,623	+1.5%
08	INDONESIA	+3,988,840	+1.2%
09	IRAN	+3,147,611	+2.5%
10	GHANA	+3,107,862	+8.1%

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# GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY OR TERRITORY



**SOURCE:** GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX (ACCESSED JAN 2021). **NOTES:** THE MOBILE CONNECTIVITY INDEX MEASURES COUNTRIES' PERFORMANCE AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. VISIT [MOBILECONNECTIVITYINDEX.COM](https://www.gsma.com/mobileconnectivityindex) FOR MORE DETAILS.

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# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)



GSMA

8.02  
BILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION



GSMA

102.4%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID



GSMA

71.9%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID



we are social

28.1%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)

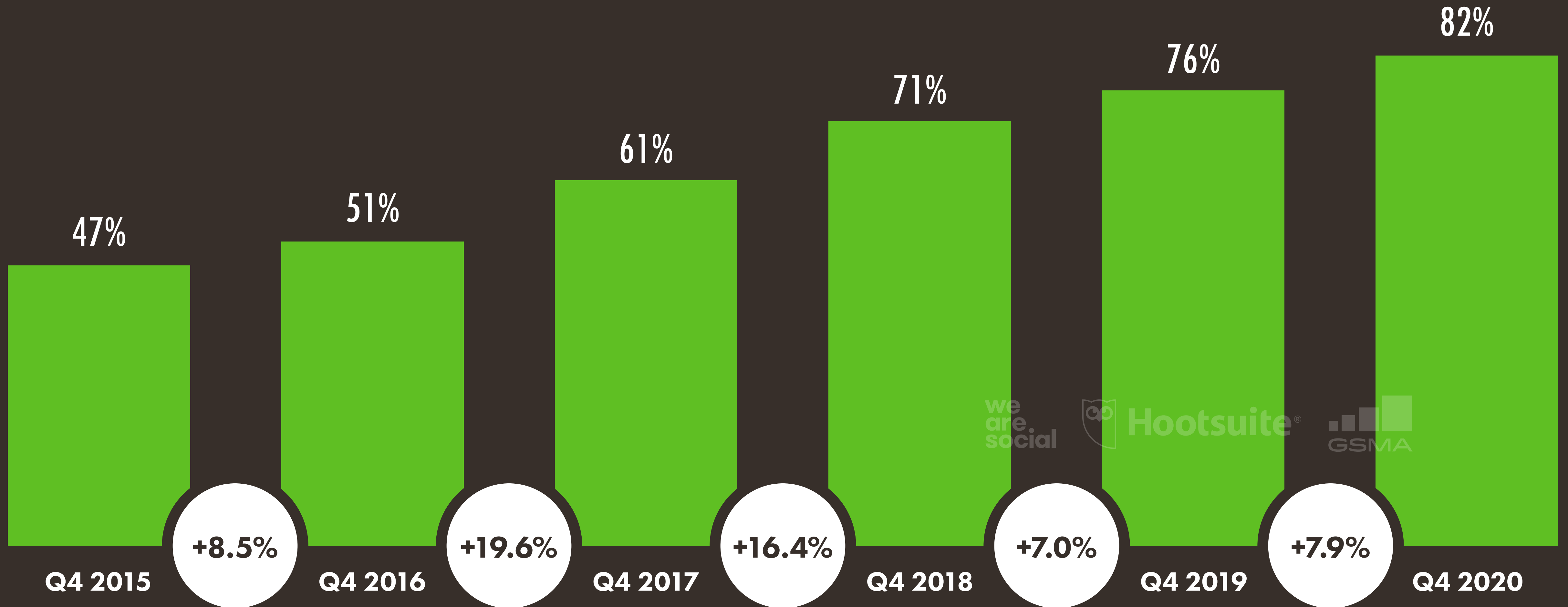


81.7%

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# MOBILE BROADBAND CONNECTIVITY OVER TIME

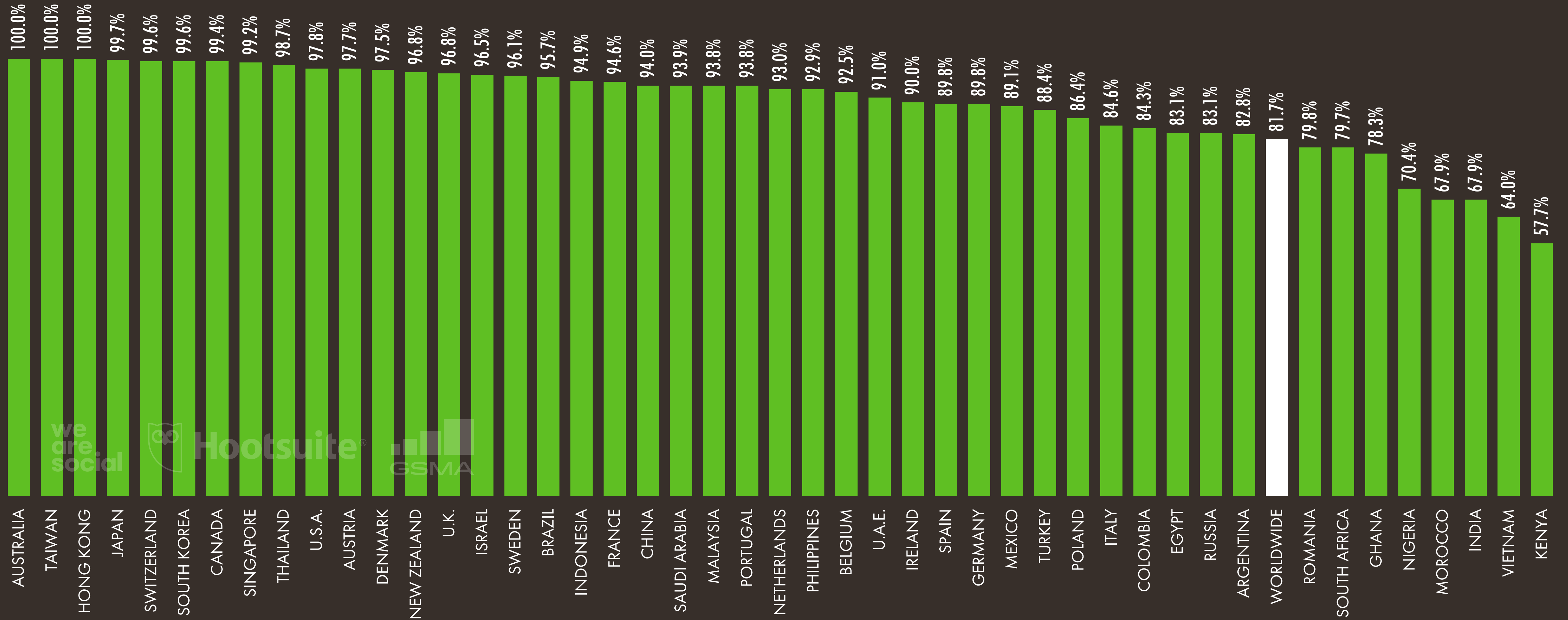
3G, 4G, AND 5G CONNECTIONS AS A SHARE OF TOTAL MOBILE CONNECTIONS, WITH YEAR-ON-YEAR RELATIVE CHANGE



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# BROADBAND CONNECTIONS vs. ALL CONNECTIONS

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



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# MOBILE BROADBAND CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST AND LOWEST SHARES OF MOBILE BROADBAND CONNECTIONS vs. **TOTAL MOBILE CONNECTIONS\***

## HIGHEST SHARE OF BROADBAND CONNECTIONS vs. ALL CONNECTIONS

#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
01=	AUSTRALIA	100.0%	32,467,860
01=	NORTH KOREA	100.0%	4,764,932
01=	MACAU	100.0%	1,765,999
01=	TAIWAN	100.0%	28,768,895
05	ETHIOPIA	99.98%	44,853,651
06	HONG KONG	99.97%	13,794,418
07	JAPAN	99.65%	200,388,105
08	SWITZERLAND	99.59%	10,375,104
09	SOUTH KOREA	99.58%	60,416,810
10	CANADA	99.40%	36,911,549

## LOWEST SHARE OF BROADBAND CONNECTIONS vs. ALL CONNECTIONS

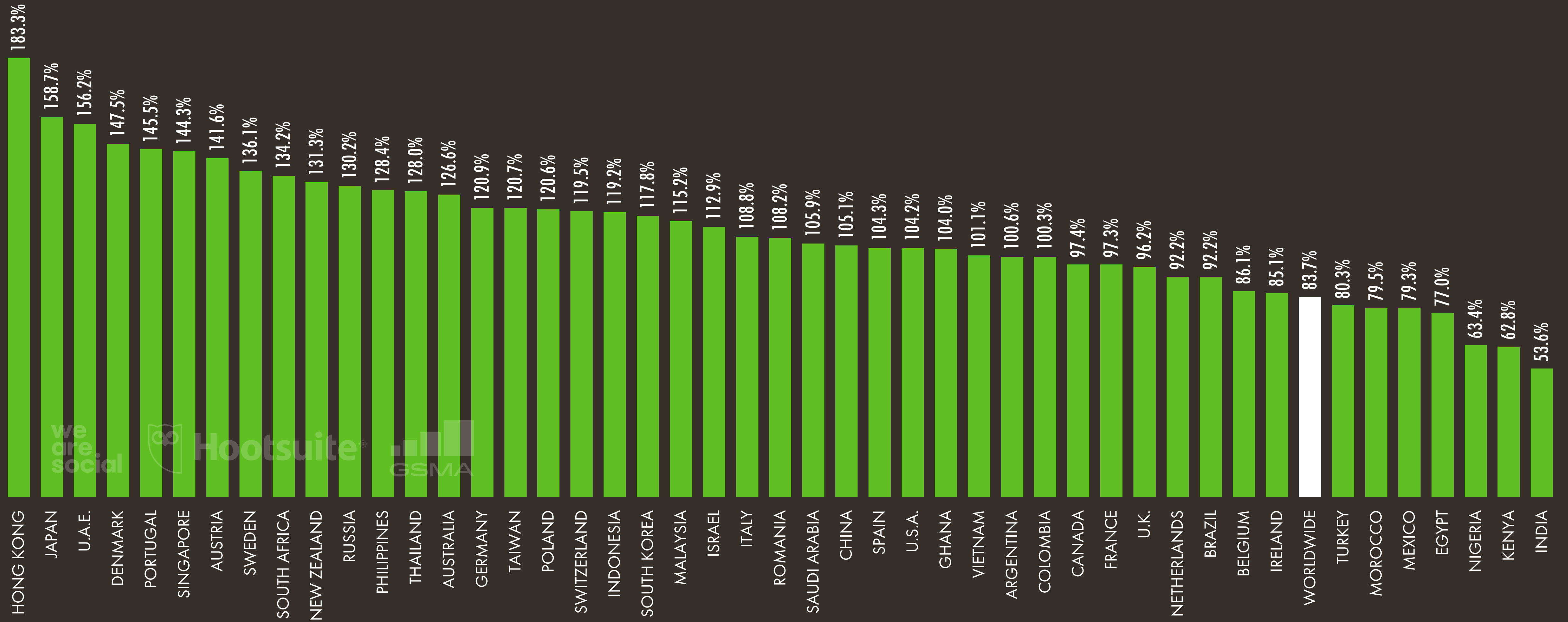
#	COUNTRY / TERRITORY	SHARE	CONNECTIONS
211	GREENLAND	5.4%	3,645
210	COMOROS	6.8%	32,482
209	EQUATORIAL GUINEA	9.7%	74,335
208	MARSHALL IS.	12.0%	854
207	CUBA	19.0%	1,167,159
206	YEMEN	19.5%	3,556,555
205	PALESTINE	22.8%	990,008
204	GRENADA	26.5%	34,864
203	CHAD	30.6%	2,477,598
202	FED. STATES OF MICRONESIA	31.1%	8,042



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# BROADBAND CONNECTIONS vs. TOTAL POPULATION

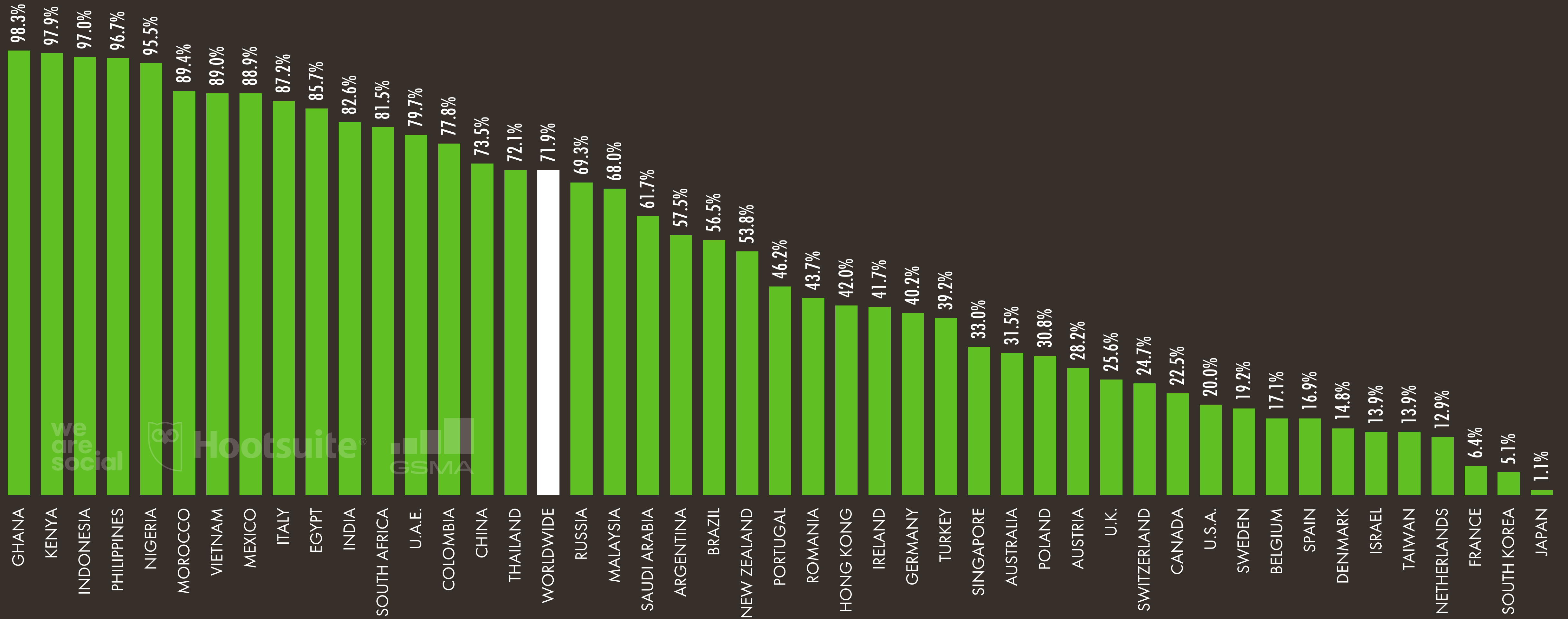
3G, 4G, AND 5G MOBILE CONNECTIONS\* AS A PERCENTAGE OF TOTAL POPULATION



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# PRE-PAID CONNECTIONS vs. ALL CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE ("PAY-AS-YOU-GO") AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS\*



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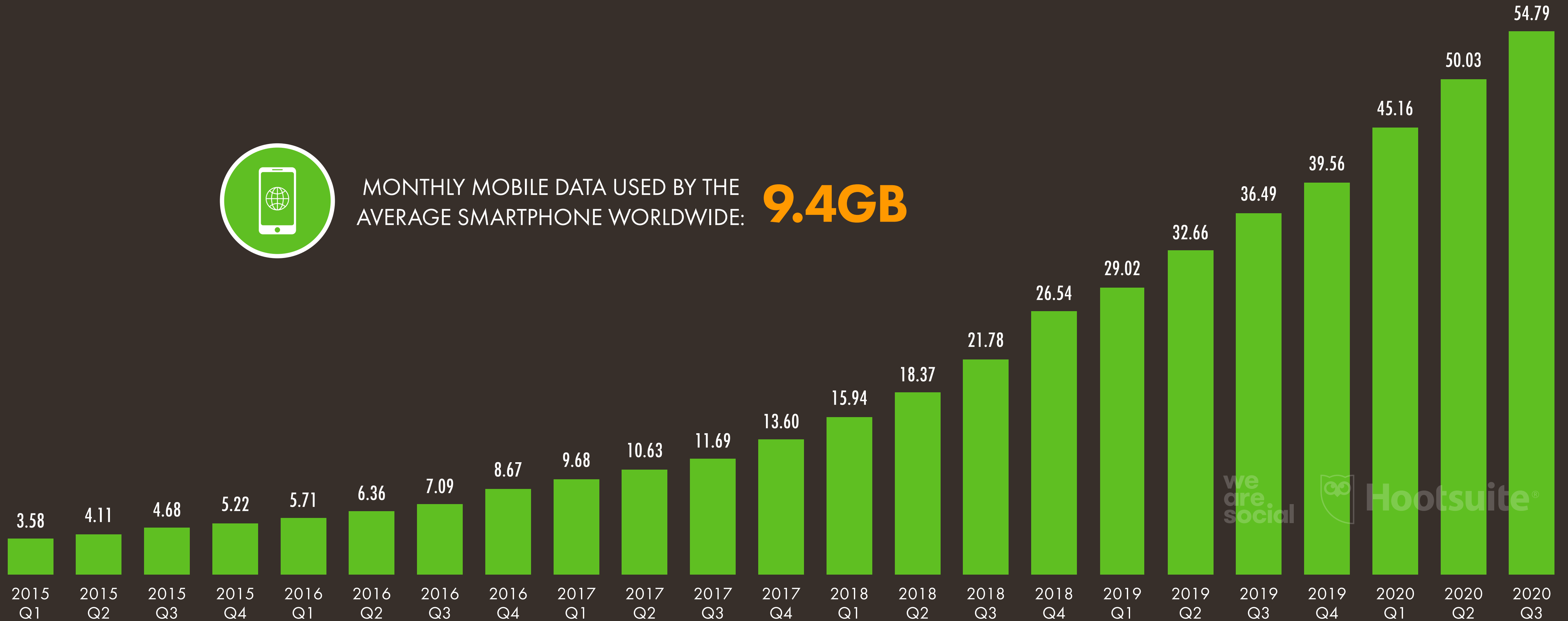
# EVOLUTION OF MOBILE DATA CONSUMPTION

AVERAGE GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES\* PER MONTH



MONTHLY MOBILE DATA USED BY THE  
AVERAGE SMARTPHONE WORLDWIDE:

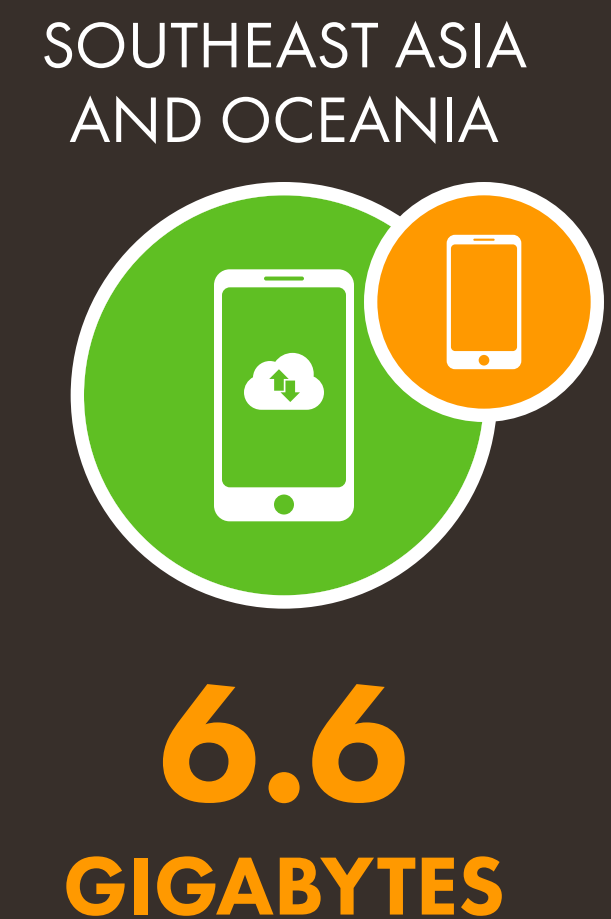
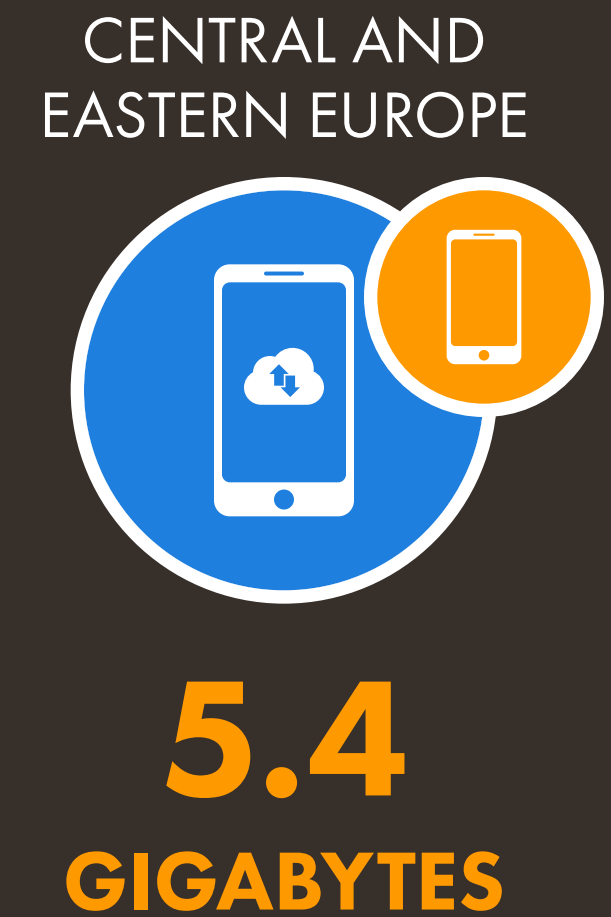
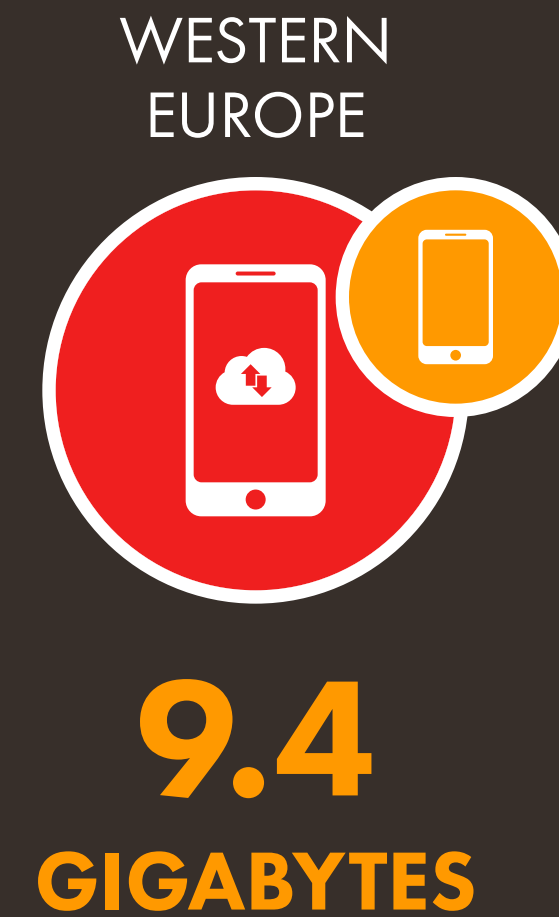
**9.4GB**



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# MONTHLY MOBILE DATA USE PER SMARTPHONE

AVERAGE MONTHLY MOBILE DATA TRAFFIC PER SMARTPHONE CONNECTION, BY REGION



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2021

# CONNECTED DEVICES AND THE 'INTERNET OF THINGS'

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

FIXED  
PHONES



**1.36**  
BILLION

SHARE OF TOTAL:

**5.8%**

MOBILE PHONES  
(ANY TYPE)



**7.67**  
BILLION

SHARE OF TOTAL:

**33.0%**

PCS, LAPTOPS  
AND TABLETS



**1.58**  
BILLION

SHARE OF TOTAL:

**6.8%**

SHORT-RANGE  
IOT DEVICES\*



**10.75**  
BILLION

SHARE OF TOTAL:

**46.2%**

WIDE-AREA  
IOT DEVICES\*



**1.89**  
BILLION

SHARE OF TOTAL:

**8.1%**

we  
are  
social

KEPIOS

**SOURCE:** ERICSSON MOBILE VISUALIZER (ACCESSED JAN 2021), BASED ON PUBLISHED VALUES FOR 2020. **\*NOTE:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR CONNECTIVITY TO OFFER MUCH WIDER RANGES. **ADVISORY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR CONNECTIONS, SO DATA PUBLISHED BY EACH COMPANY MAY NOT CORRELATE.

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# SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



**72.5%**

DEC 2020 vs. DEC 2019:

**-2.2%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



**26.9%**

DEC 2020 vs. DEC 2019:

**+8.6%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



**0.1%**

DEC 2020 vs. DEC 2019:

**-62.9%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



**0.2%**

DEC 2020 vs. DEC 2019:

**+27.8%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**0.3%**

DEC 2020 vs. DEC 2019:

**-55.4%**

we  
are  
social

KEPIOS

owl

lightbulb

JAN  
2021

# MOBILE TIME BY ACTIVITY

TOTAL TIME THAT MOBILE USERS SPEND USING MOBILE DEVICES EACH DAY, WITH COMPARISON OF TIME SPENT USING APPS AND WEB BROWSERS

AVERAGE TIME  
SPENT USING MOBILE  
DEVICES EACH DAY



4H 10M



YEAR-ON-YEAR INCREASE  
IN DAILY TIME SPENT  
USING MOBILE DEVICES



+20%



PERCENTAGE OF MOBILE  
TIME SPENT USING  
MOBILE APPLICATIONS\*



92%



PERCENTAGE OF MOBILE  
TIME SPENT USING  
A WEB BROWSER\*



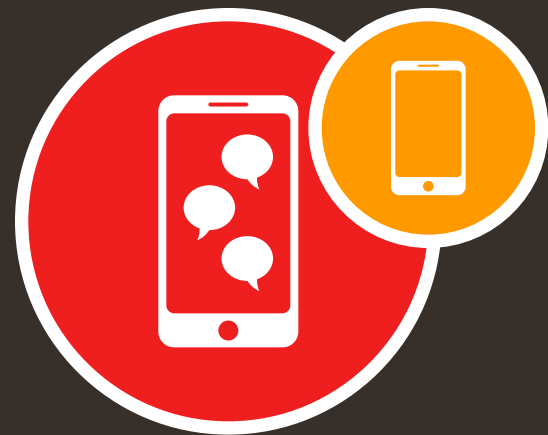
8%

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2021

# USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS  
(MESSENGERS)



GWI.

90.7%

SOCIAL  
NETWORKING APPS



we  
are  
social

88.4%

ENTERTAINMENT  
AND VIDEO APPS



GWI.

67.2%

MUSIC  
APPS



KEPIOS

52.9%

GAME  
APPS



52.0%

SHOPPING  
APPS



69.4%

MAP  
APPS



GWI.

61.8%

BANKING AND  
FINANCIAL SERVICES APPS



38.7%

HEALTH, FITNESS,  
AND NUTRITION APPS



GWI.

29.4%

DATING AND  
FRIENDSHIP APPS\*



11.4%



JAN  
2021

# SHARE OF TIME SPENT IN MOBILE APPS BY CATEGORY

AVERAGE TIME SPENT USING MOBILE DEVICES EACH DAY WORLDWIDE, WITH SHARE OF TIME SPENT IN TOP MOBILE APP CATEGORIES

AVERAGE TIME  
SPENT USING MOBILE  
DEVICES EACH DAY



4H 10M

SHARE OF MOBILE TIME  
SPENT IN SOCIAL &  
COMMUNICATIONS APPS



44%

SHARE OF MOBILE TIME  
SPENT IN VIDEO &  
ENTERTAINMENT APPS



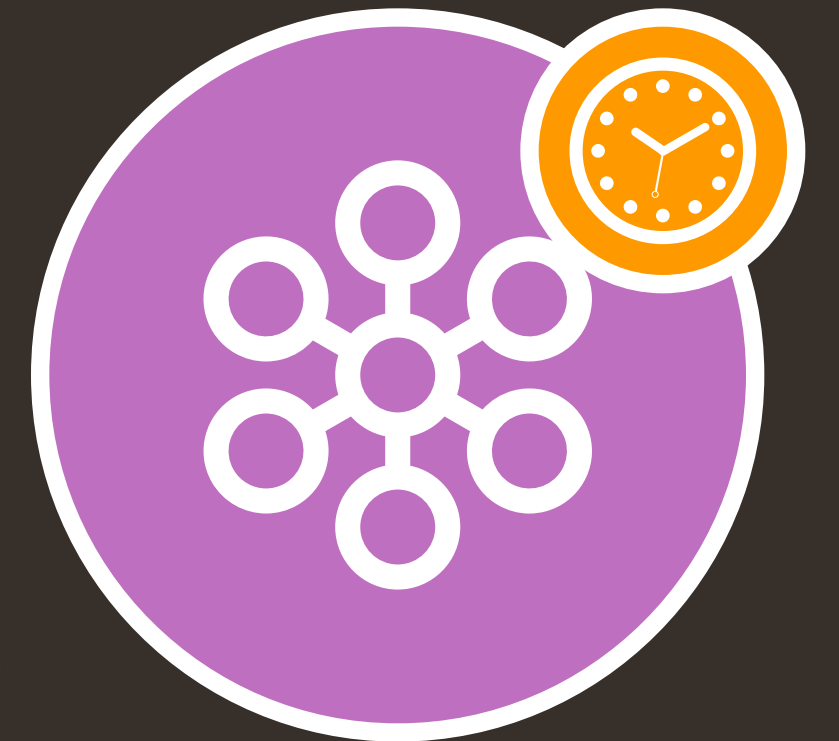
26%

SHARE OF MOBILE TIME  
SPENT PLAYING GAMES  
(ANY GAME KIND)



9%

SHARE OF MOBILE TIME  
SPENT USING OTHER  
KINDS OF APPS



21%

JAN  
2021

# SHARE OF GLOBAL MOBILE DATA BY CATEGORY

SHARE OF TOTAL GLOBAL MOBILE DATA VOLUME\* BY CATEGORY OF APPLICATION

AVERAGE MONTHLY MOBILE DATA  
VOLUME PER SMARTPHONE\*



**9.4**  
**GIGABYTES**

we  
are  
social

SHARE OF MOBILE DATA:  
VIDEO APPS



**66.2%**

KEPIOS

SHARE OF MOBILE DATA:  
SOCIAL NETWORKING



**10.1%**

we  
are  
social

SHARE OF MOBILE DATA:  
SOFTWARE UPDATES



**3.9%**

SHARE OF MOBILE DATA:  
WEB BROWSING



**3.2%**

we  
are  
social

SHARE OF MOBILE DATA:  
AUDIO APPS



**1.7%**

we  
are  
social

SHARE OF MOBILE DATA:  
FILE SHARING



**0.7%**

we  
are  
social

SHARE OF MOBILE DATA:  
OTHER KINDS OF APP

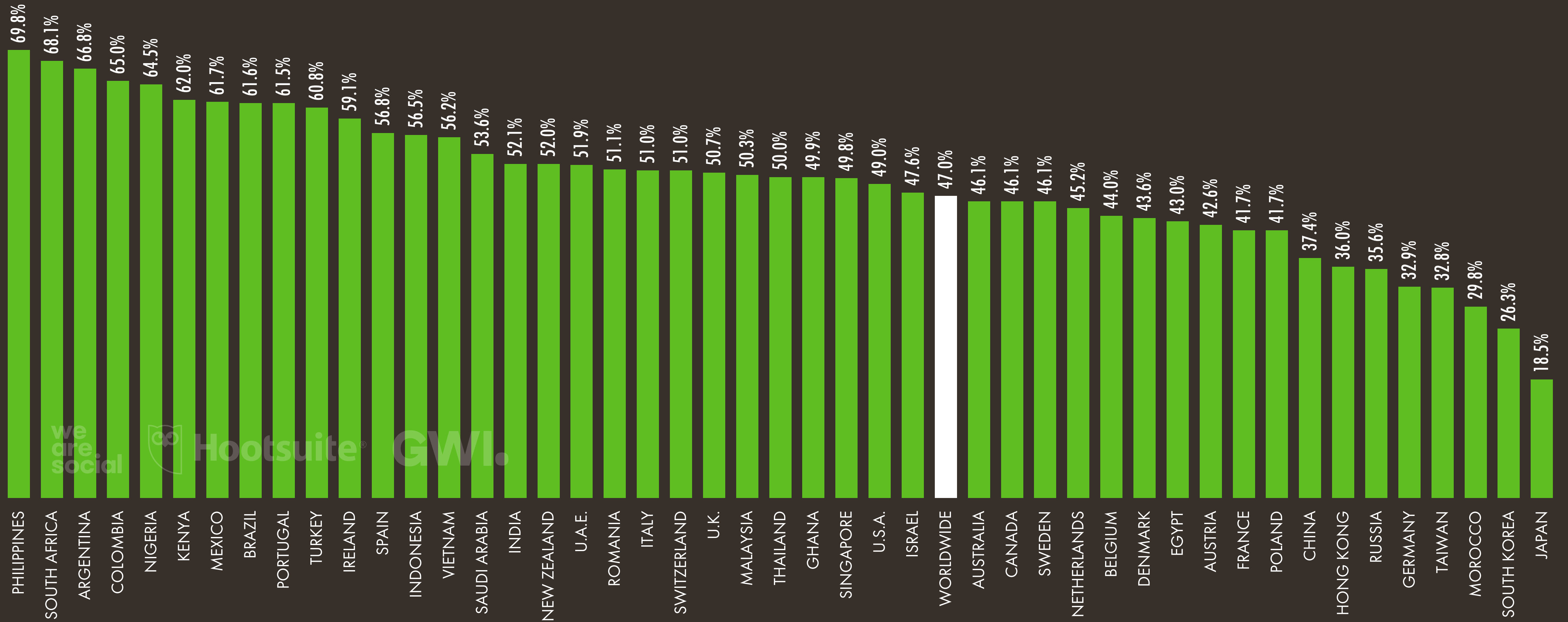


**14.3%**

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2021

# USE OF VIDEO CALLING SERVICES ON MOBILE

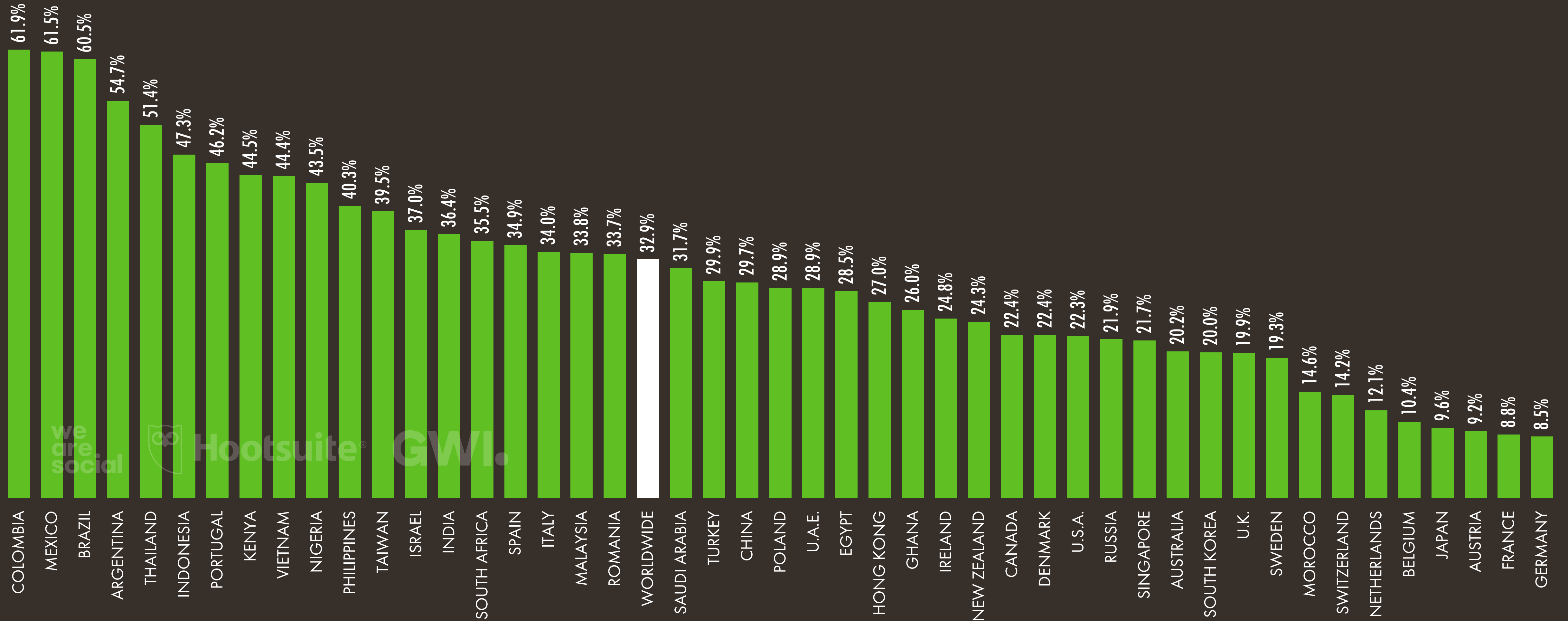
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE MADE A VIDEO CALL ON A MOBILE DEVICE IN THE PAST MONTH



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2021

# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

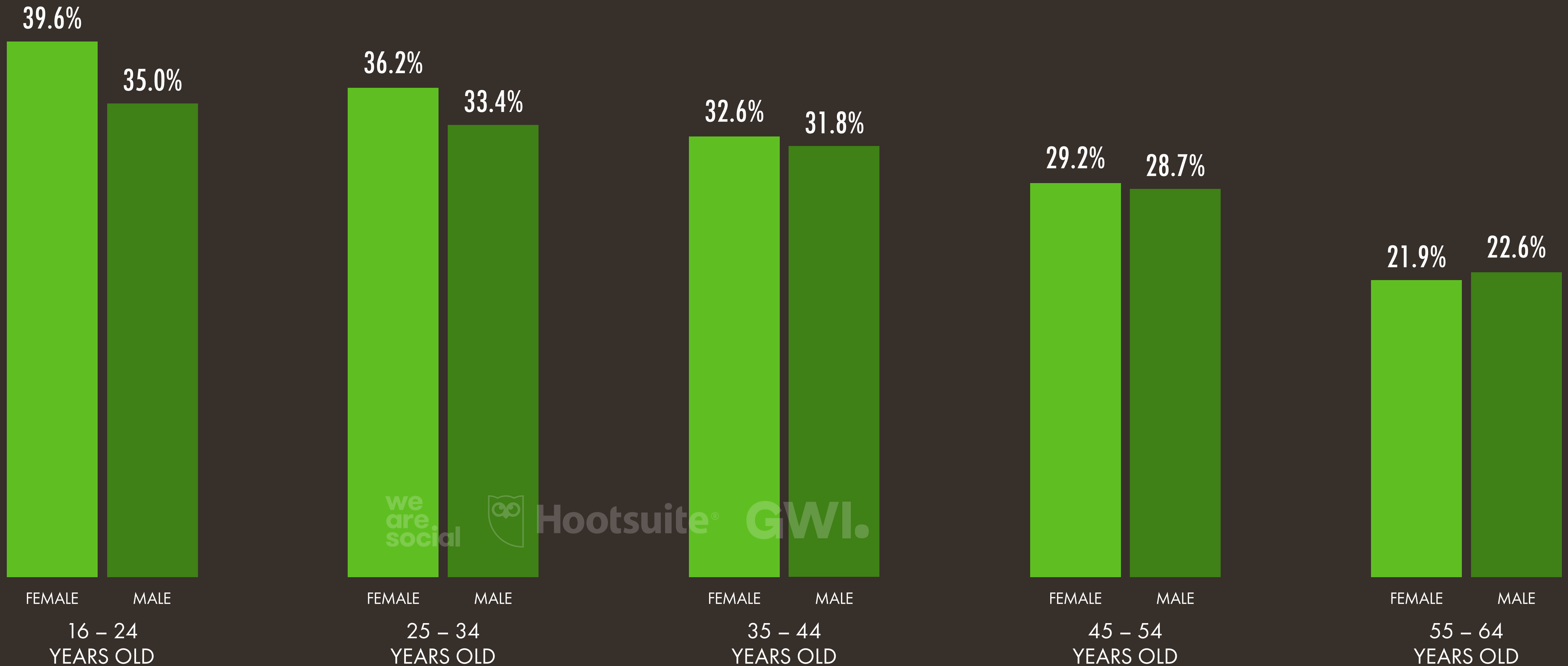
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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2021

# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

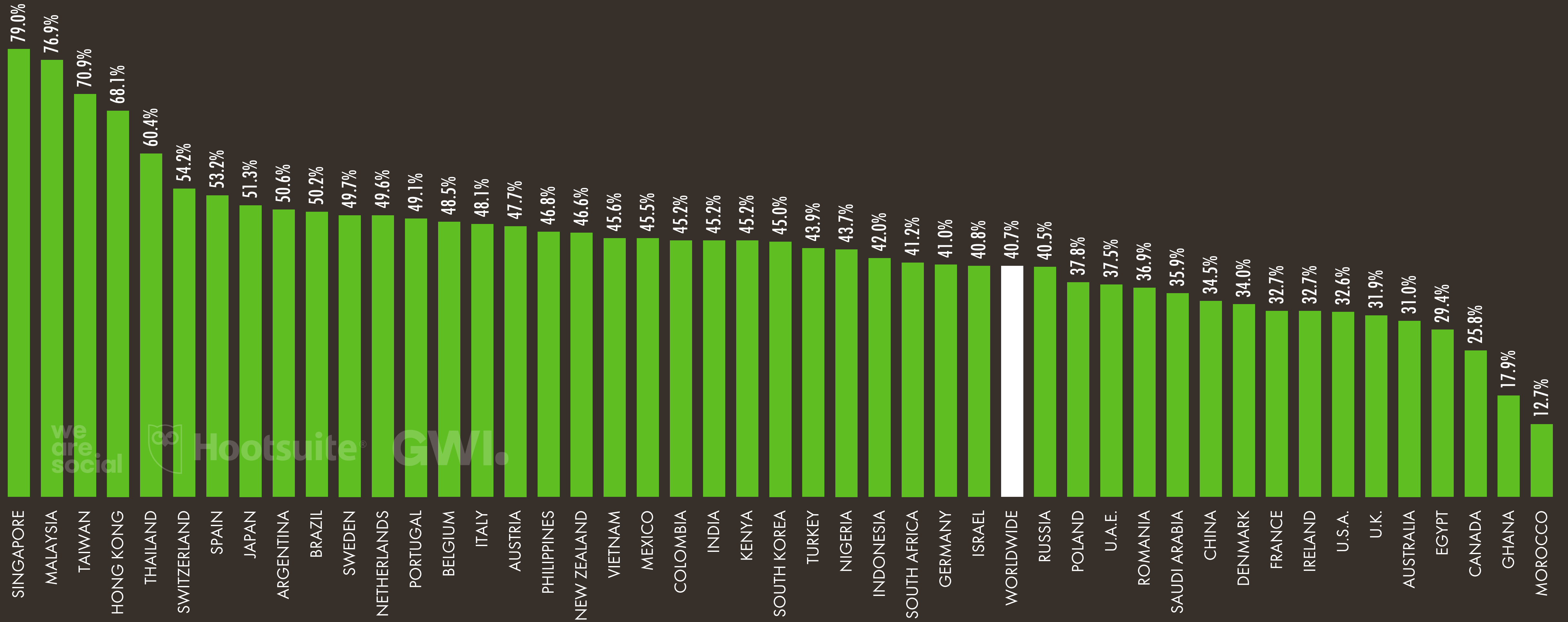
PERCENTAGE OF GLOBAL INTERNET USERS WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH



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2021

# USE OF QR CODES

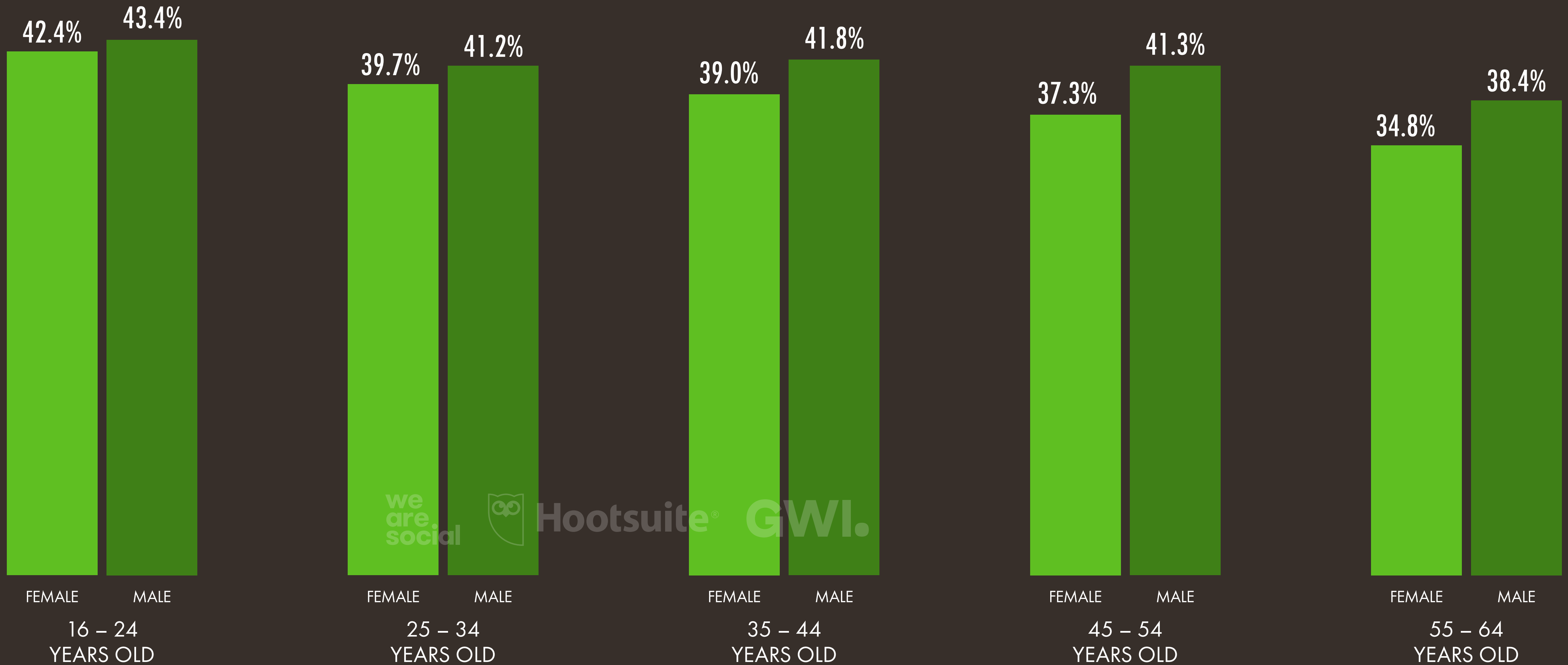
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED OR SCANNED A QR CODE ON A MOBILE DEVICE IN THE PAST MONTH



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2021

# USE OF QR CODES

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED OR SCANNED A QR CODE IN THE PAST MONTH



JAN  
2021

# APPS: GLOBAL TRENDS (APP ANNIE)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) FOR FULL-YEAR 2020, ACCORDING TO APP ANNIE

NUMBER OF MOBILE  
APP DOWNLOADS  
(GLOBAL, ALL PLATFORMS)



APP ANNIE

**218**  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APP DOWNLOADS



we  
are  
social

**+7%**

TOTAL VALUE OF  
GLOBAL CONSUMER  
SPEND ON MOBILE APPS



APP ANNIE

**\$143**  
BILLION

ANNUAL GROWTH IN THE  
VALUE OF CONSUMER  
SPEND ON MOBILE APPS



Hootsuite

**+20%**

AVERAGE CONSUMER  
SPEND ON APPS  
PER SMARTPHONE\*



**\$23.62**



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2021

# APPS: GLOBAL TRENDS (SENSORTOWER)

GLOBAL APP DOWNLOADS AND CONSUMER SPEND ON MOBILE APPS (IN US\$) FOR FULL-YEAR 2020, ACCORDING TO SENSORTOWER

NUMBER OF MOBILE  
APP DOWNLOADS  
(GLOBAL, ALL PLATFORMS)



**142.9**  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APP DOWNLOADS



**+23.7%**

TOTAL VALUE OF  
GLOBAL CONSUMER  
SPEND ON MOBILE APPS



**\$110.9**  
BILLION

ANNUAL GROWTH IN THE  
VALUE OF CONSUMER  
SPEND ON MOBILE APPS



**+30.2%**

AVERAGE CONSUMER  
SPEND ON APPS  
PER SMARTPHONE\*



**\$18.32**

JAN  
2021

# MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY GLOBAL DOWNLOADS AND GLOBAL CONSUMER SPEND (FULL-YEAR 2020)

## GOOGLE PLAY: 2020 DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	ENTERTAINMENT
04	SOCIAL NETWORKING
05	VIDEO PLAYERS & EDITORS
06	COMMUNICATION
07	PHOTOGRAPHY
08	FINANCE
09	SHOPPING
10	MUSIC & AUDIO

## GOOGLE PLAY: 2020 SPEND

#	APP CATEGORY
01	GAMES
02	SOCIAL
03	ENTERTAINMENT
04	PRODUCTIVITY
05	LIFESTYLE
06	HEALTH & FITNESS
07	MUSIC & AUDIO
08	COMMUNICATION
09	EDUCATION
10	DATING

## IOS: 2020 DOWNLOADS

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

## IOS: 2020 SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	PHOTO AND VIDEO
04	SOCIAL NETWORKING
05	MUSIC
06	LIFESTYLE
07	BOOKS
08	EDUCATION
09	HEALTH & FITNESS
10	PRODUCTIVITY

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2021

# MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020

## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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2021

# MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL NUMBER OF DOWNLOADS IN 2020

## RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	COMPANY
01	TIKTOK (INC. DOUYIN)	BYTEDANCE
02	FACEBOOK	FACEBOOK
03	WHATSAPP	FACEBOOK
04	ZOOM CLOUD MEETINGS	ZOOM
05	INSTAGRAM	FACEBOOK
06	FACEBOOK MESSENGER	FACEBOOK
07	GOOGLE MEET	GOOGLE
08	SNAPCHAT	SNAP
09	TELEGRAM	TELEGRAM
10	NETFLIX	NETFLIX

## RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	COMPANY
01	FREE FIRE	SEA
02	AMONG US!	INNER SLOTH
03	SUBWAY SURFERS	KILOO
04	PUBG MOBILE	TENCENT
05	GARDENSCAPES – NEW ACRES	PLAYRIX
06	HUNTER ASSASSIN	RUBY GAME
07	BRAIN OUT	EYEWIND
08	MY TALKING TOM FRIENDS	JINKE CULTURE – OUTFIT 7
09	TILES HOP: EDM RUSH	AMANOTES
10	LUDO KING	GAMETION

**JAN  
2021**

# MOBILE APP RANKINGS: CONSUMER SPEND

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY **CONSUMER SPEND** IN 2020

## RANKING OF MOBILE APPS BY CONSUMER SPEND

#	APP NAME	COMPANY
01	TINDER	MATCH GROUP
02	TIKTOK (INC. DOUYIN)	BYTEDANCE
03	YOUTUBE	GOOGLE
04	DISNEY+	DISNEY
05	TENCENT VIDEO	TENCENT
06	NETFLIX	NETFLIX
07	GOOGLE ONE	GOOGLE
08	IQIYI	BAIDU
09	BIGO LIVE	BIGO
10	PANDORA MUSIC	SIRIUS XM RADIO

## RANKING OF MOBILE GAMES BY CONSUMER SPEND

#	GAME NAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	POKÉMON GO	NIANTIC
03	ROBLOX	ROBLOX
04	MONSTER STRIKE	MIXI
05	COIN MASTER	MOON ACTIVE
06	GAME FOR PEACE	TENCENT
07	PUBG MOBILE	TENCENT
08	FATE / GRAND ORDER	SONY
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	GARDENSCAPES – NEW ACRES	PLAYRIX

# WE ARE SOCIAL'S PERSPECTIVE: APPS & MOBILE IN 2021

## SHIFTS IN HOW WE'RE USING OUR PHONES



### THROUGH THE LENS

As more apps get more sophisticated machine learning models built in – think Google Lens or Snapchat Scan – we're seeing the purpose of smartphone cameras evolve away from simply capturing the world, and towards better understanding it. The ability for apps to recognise buildings and products, for example, gives platforms the ability to serve the user more relevant information and services. It's a shift that the return of the QR code is a part of, too.

**In 2021, brands will tap into this shift to help audiences better understand, search and engage the world around them.**



### MOBILE MEDICINE

Health and wellness have long been a thriving category in the app space, with emerging markets being especially reliant on small-screen services for access to certain services. But in the wake of the pandemic, this desire for accessible, convenient, contact-free healthcare has heightened the appeal for mobile healthcare. With the NHS seeking to partner with mobile health app Babylon, we are at a turning point in the mHealth space.

**In 2021, brands will be expected to help people look after their health with increasing effectiveness from behind their screens.**



### MINDFUL DEVICES

Recent years have seen people take a more discerning approach to mobile use. People don't want to be cut off from their phones, but they do want a healthier relationship with them – [especially given the emergence from a screen-centric year in lockdown](#). As a result, there's a rising desire for mobile services and providers to support users in creating healthier habits – it's why Apple's Screen Time function has become so popular. Moving forwards, people will expect apps and devices to take an even more proactive approach to user health.

**In 2021, brands will be expected to help people create healthier habits with their devices.**



**GLOBAL ECOMMERCE USE**

JAN  
2021

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



68.5%



HAS A  
CREDIT CARD



18.4%



HAS A MOBILE  
MONEY ACCOUNT\*



4.4%



MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



29.0%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



17.0%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



19.9%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



27.7%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



30.3%



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2021

# ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE  
RETAIL SITE OR STORE  
(ANY DEVICE)



90.4%

USED A SHOPPING  
APP ON A MOBILE  
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



we  
are  
social

76.8%

PURCHASED A  
PRODUCT ONLINE  
VIA A MOBILE PHONE

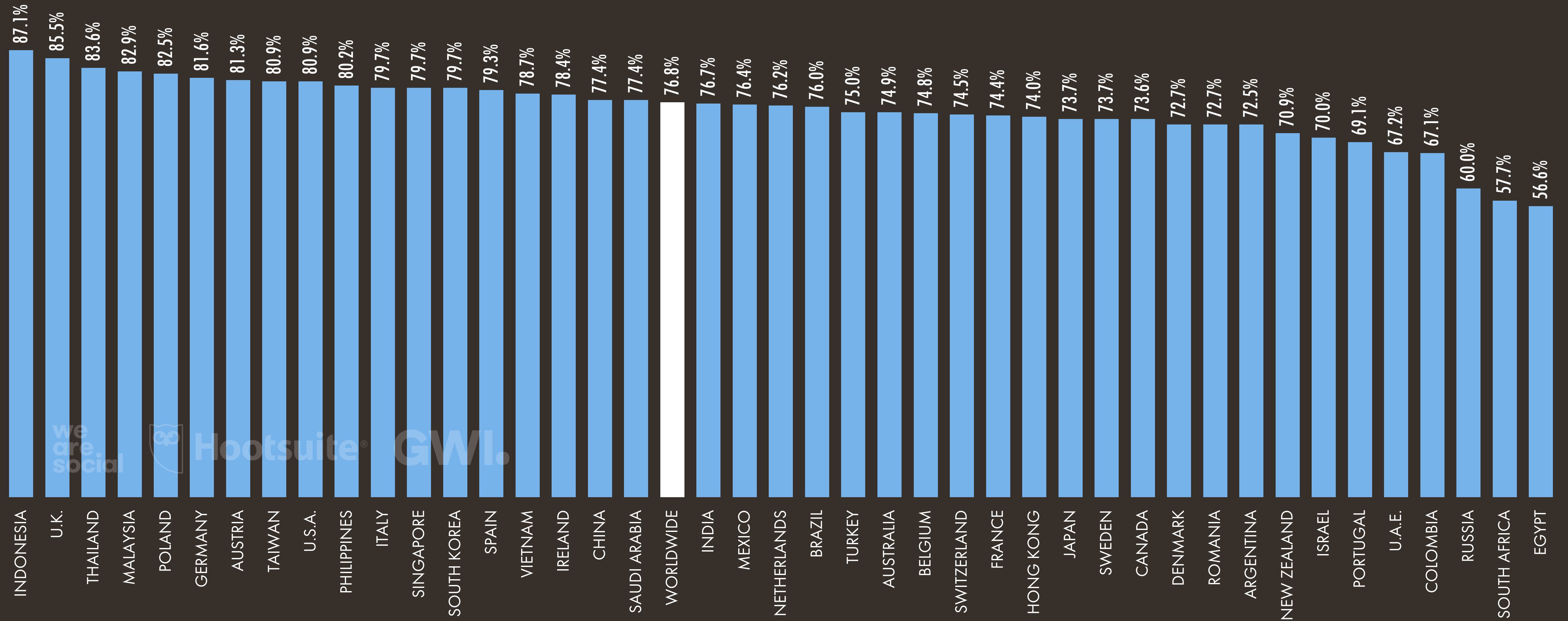


55.4%

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# ECOMMERCE ADOPTION

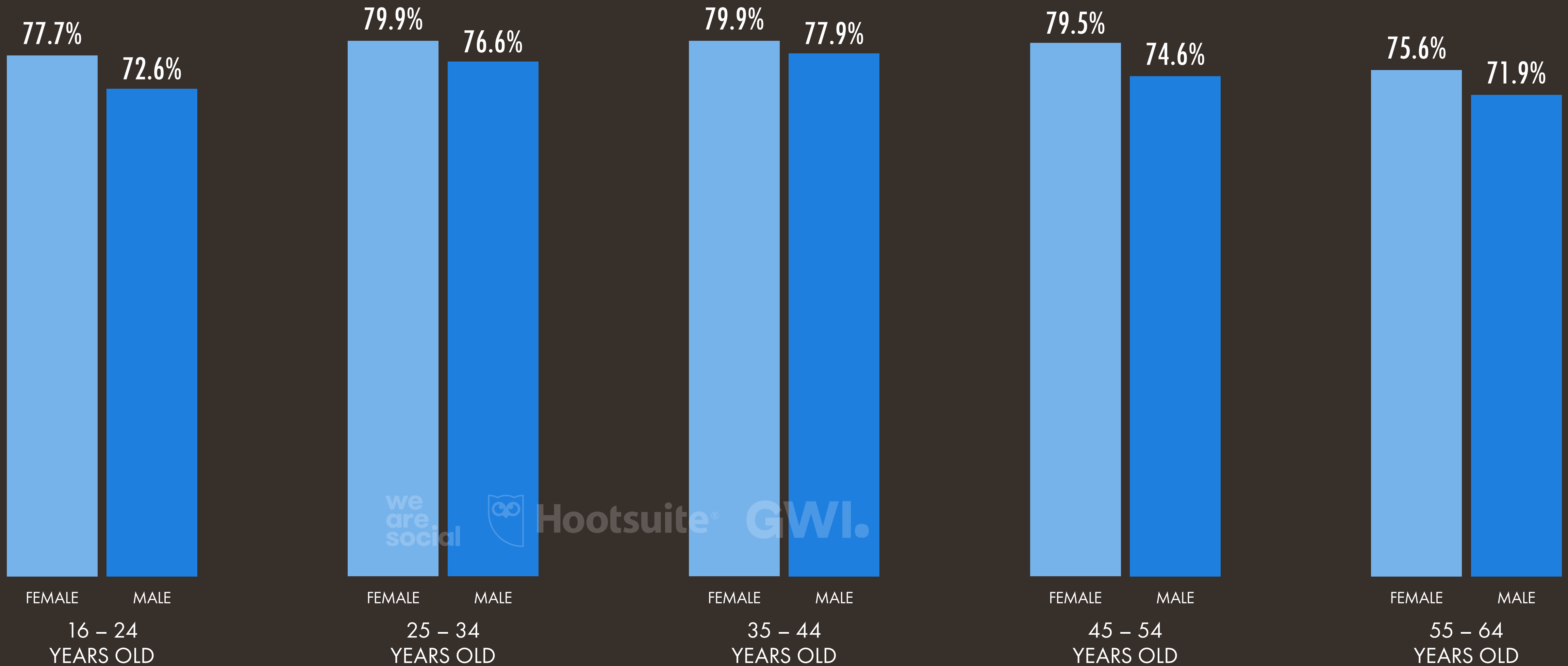
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



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2021

# ECOMMERCE ADOPTION BY AGE AND GENDER

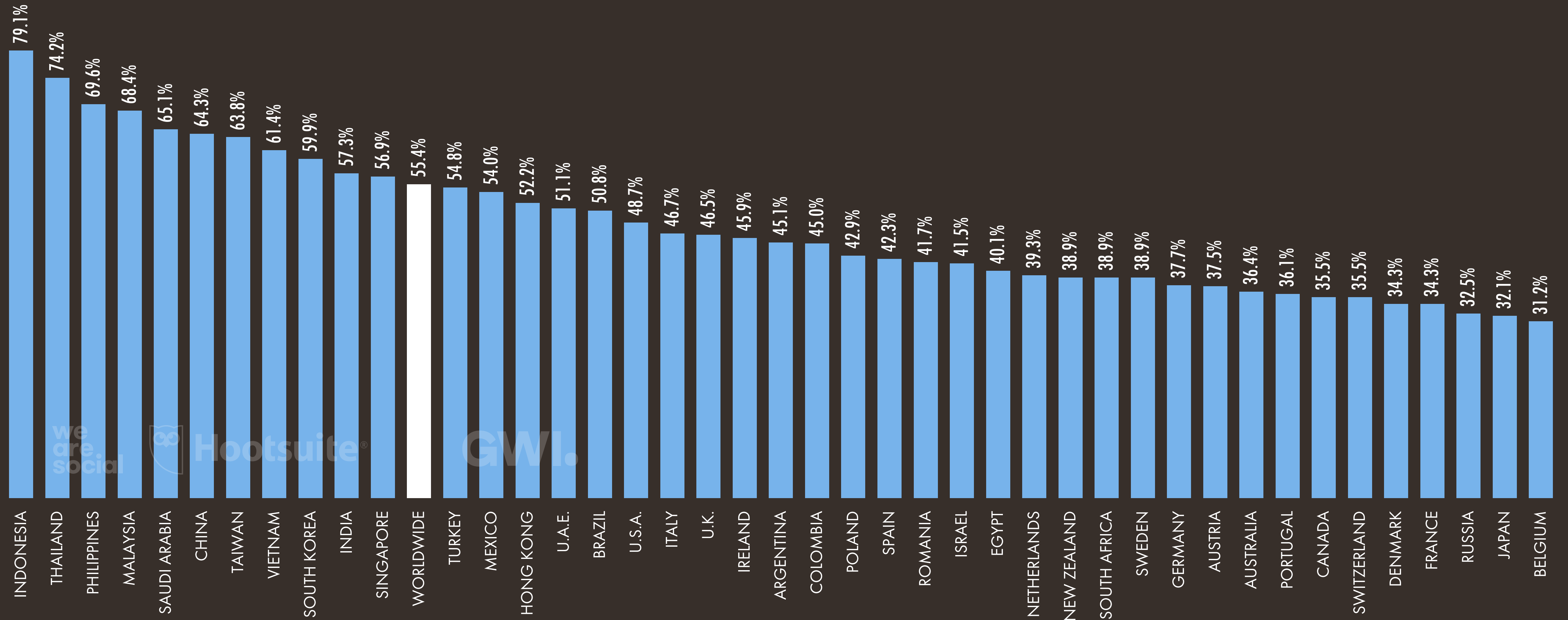
PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH



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2021

# MOBILE ECOMMERCE ADOPTION

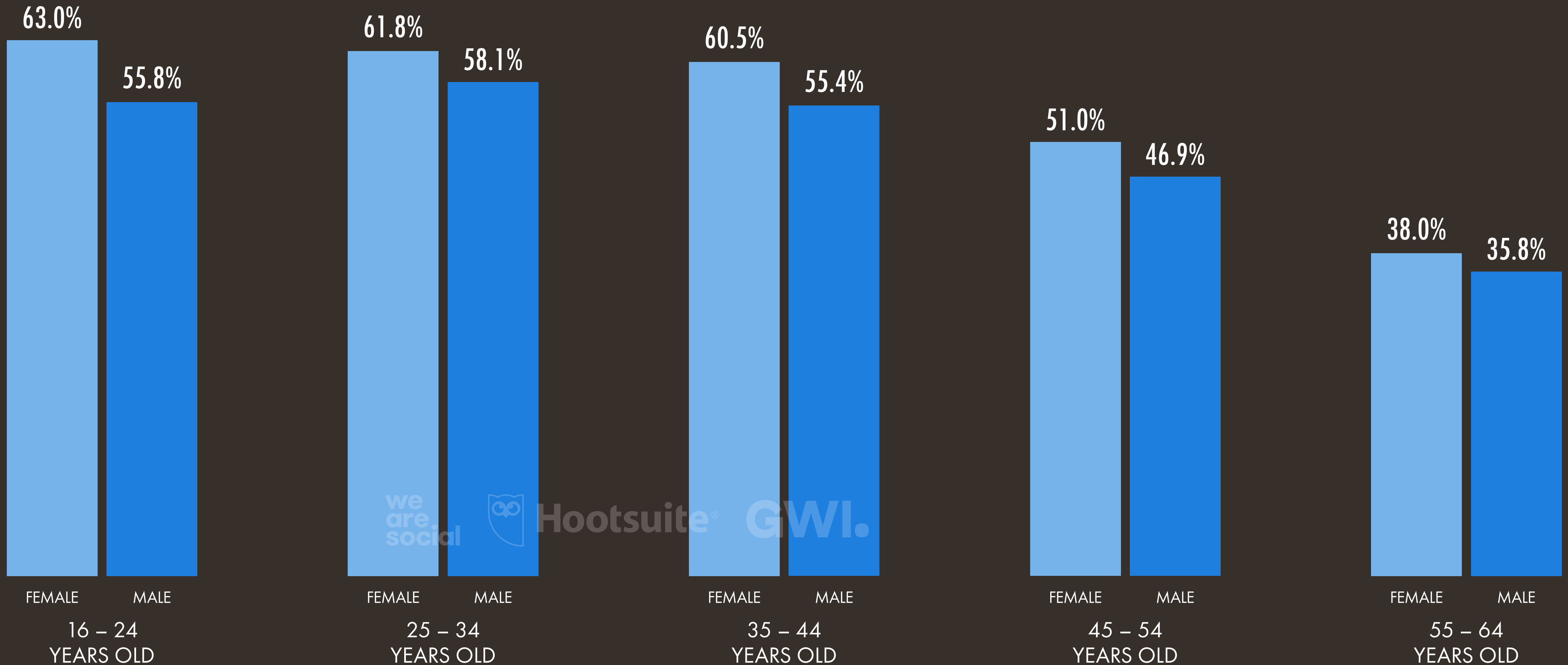
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



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2021

# MOBILE ECOMMERCE ADOPTION BY AGE AND GENDER

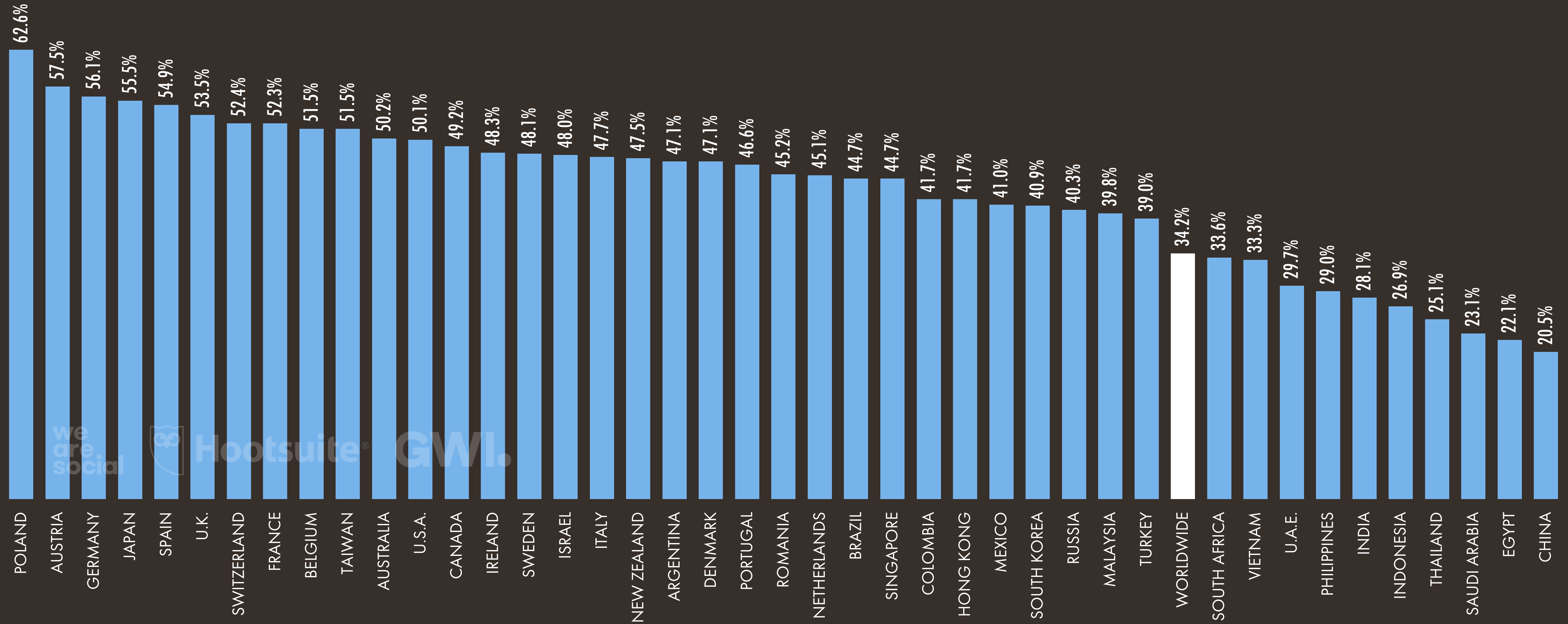
PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA A MOBILE DEVICE IN THE PAST MONTH



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2021

# MAKING ECOMMERCE PURCHASES VIA A COMPUTER

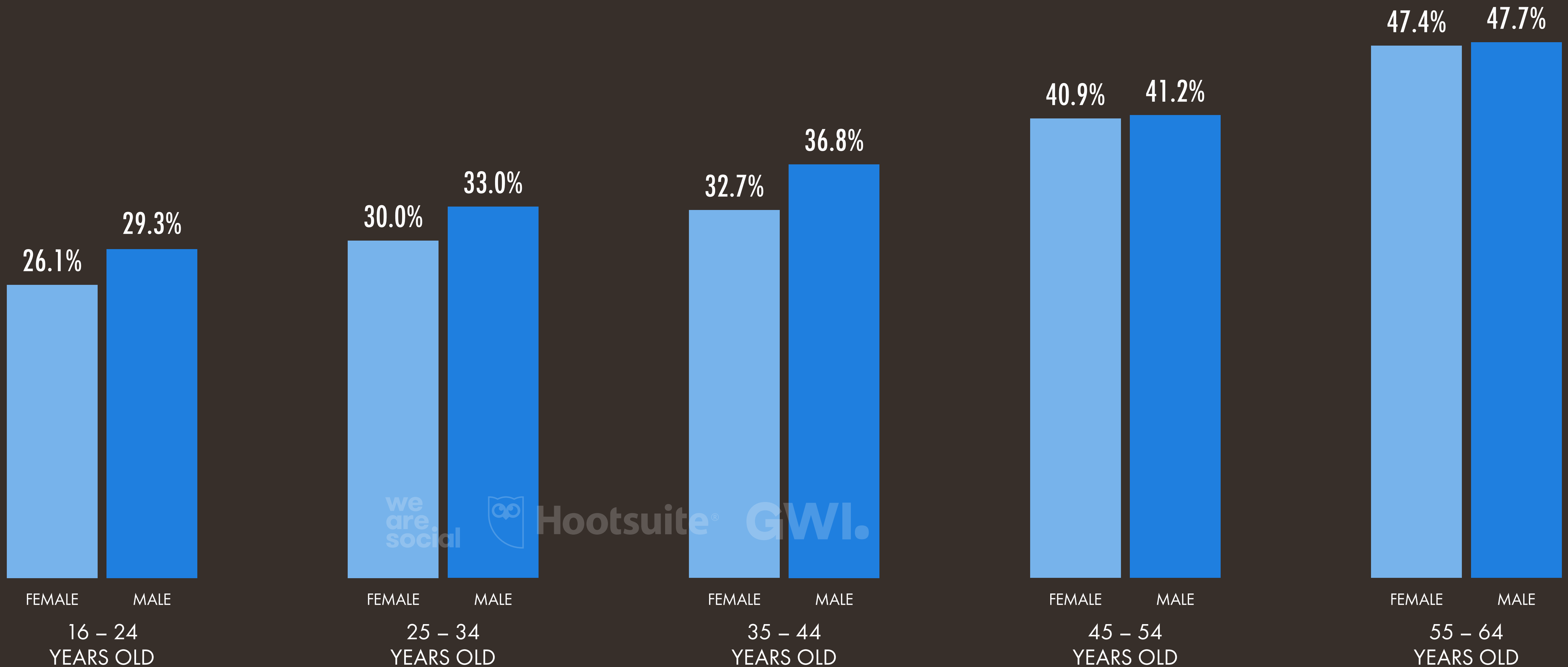
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING ONLINE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST MONTH



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2021

# MAKING ECOMMERCE PURCHASES VIA A COMPUTER

PERCENTAGE OF GLOBAL INTERNET USERS WHO BOUGHT SOMETHING ONLINE VIA A LAPTOP OR DESKTOP COMPUTER IN THE PAST MONTH



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2021

# GLOBAL ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRAVEL, MOBILITY, &  
ACCOMMODATION\*



\$593.6  
BILLION

statista 

FASHION  
& BEAUTY



\$665.6  
BILLION



ELECTRONICS &  
PHYSICAL MEDIA



\$501.8  
BILLION

we  
are  
social

FOOD &  
PERSONAL CARE



\$413.8  
BILLION

FURNITURE &  
APPLIANCES



\$330.9  
BILLION



TOYS, DIY  
& HOBBIES



\$525.6  
BILLION

we  
are  
social

DIGITAL  
MUSIC



\$21.73  
BILLION

statista 

VIDEO  
GAMES



\$135.8  
BILLION





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2021

# GLOBAL ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES AROUND THE WORLD IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRAVEL, MOBILITY, &  
ACCOMMODATION\*



statista

**-51%**

FASHION  
& BEAUTY



**+27%**

ELECTRONICS &  
PHYSICAL MEDIA



we  
are  
social

**+18%**

FOOD &  
PERSONAL CARE



**+41%**

FURNITURE &  
APPLIANCES



**+20%**

TOYS, DIY  
& HOBBIES



we  
are  
social

**+25%**

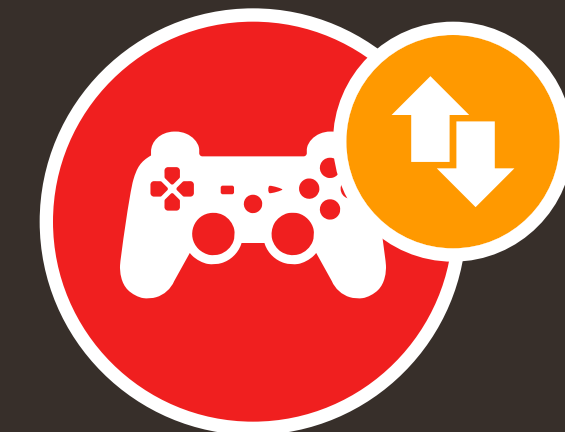
DIGITAL  
MUSIC



statista

**+26%**

VIDEO  
GAMES



**+23%**

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2021

# MARKET OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE GLOBAL CONSUMER GOODS\* ECOMMERCE MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA THE INTERNET\*



statista

**3.47**  
BILLION

TOTAL VALUE OF THE  
CONSUMER GOODS  
ECOMMERCE MARKET



owl

**\$2.44**  
TRILLION

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE CONSUMER  
GOODS ECOMMERCE MARKET



we  
are  
social

**+25.7%**

AVERAGE ANNUAL SPEND  
ON CONSUMER GOODS  
ECOMMERCE PURCHASES

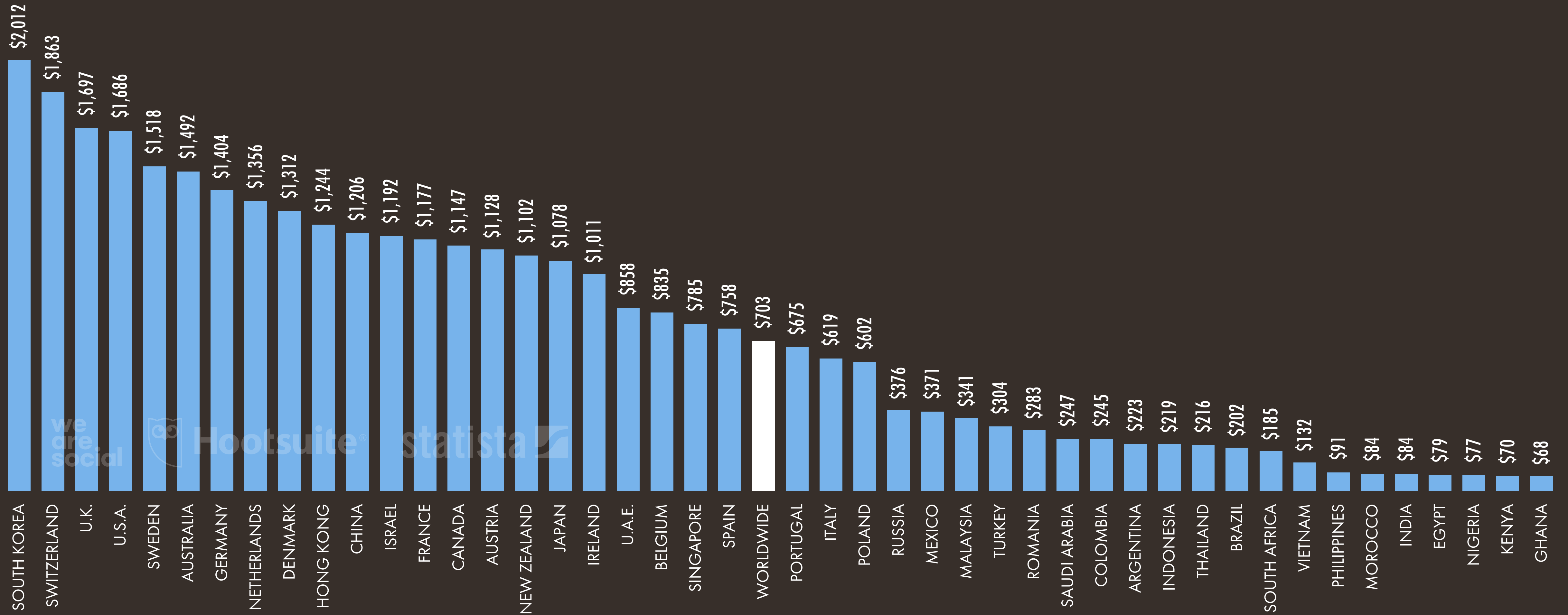


**\$703**

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# ECOMMERCE ARPU: CONSUMER GOODS

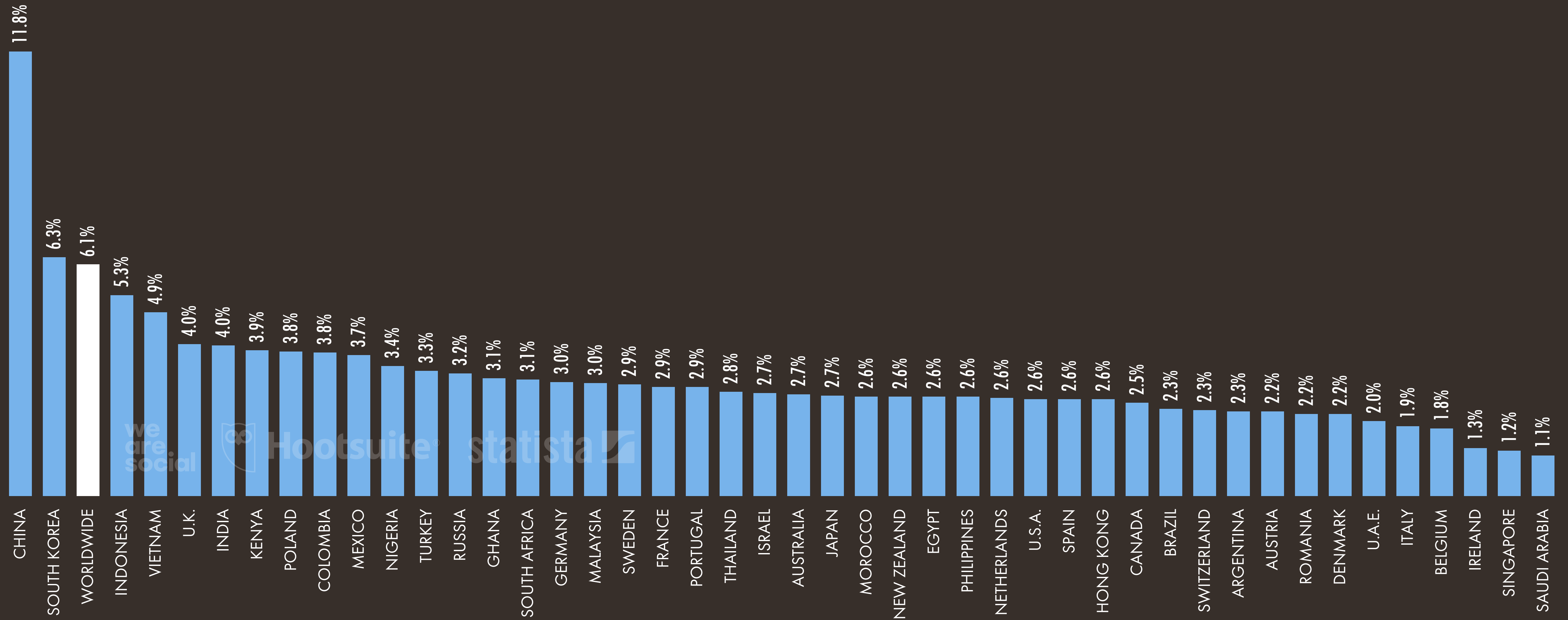
AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS\* BY EACH ECOMMERCE USER IN 2020, IN U.S. DOLLARS



JAN  
2021

# ECOMMERCE ARPU vs. GDP PER CAPITA

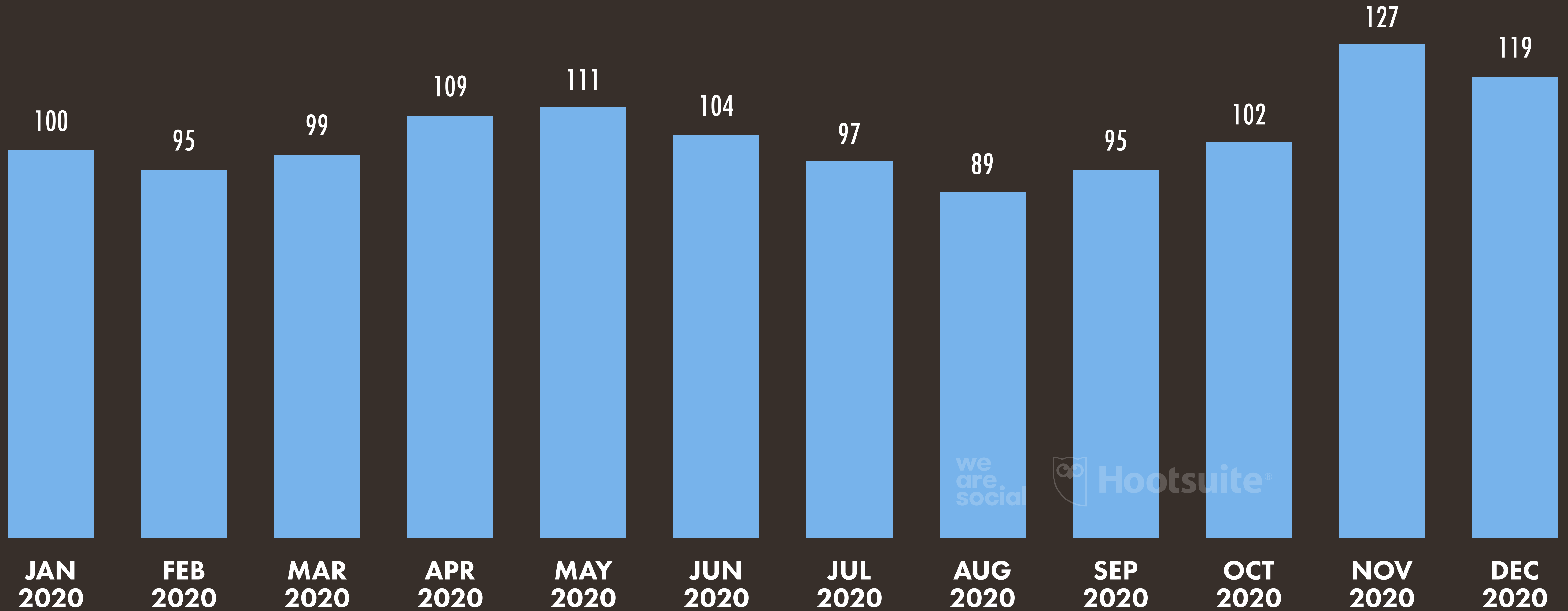
AVERAGE AMOUNT SPENT ON ONLINE PURCHASES OF CONSUMER GOODS\* BY EACH ECOMMERCE USER IN 2020 vs. GDP PER CAPITA (CURRENT US\$)\*



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2021**

# ECOMMERCE: MONTHLY TRAFFIC INDEX

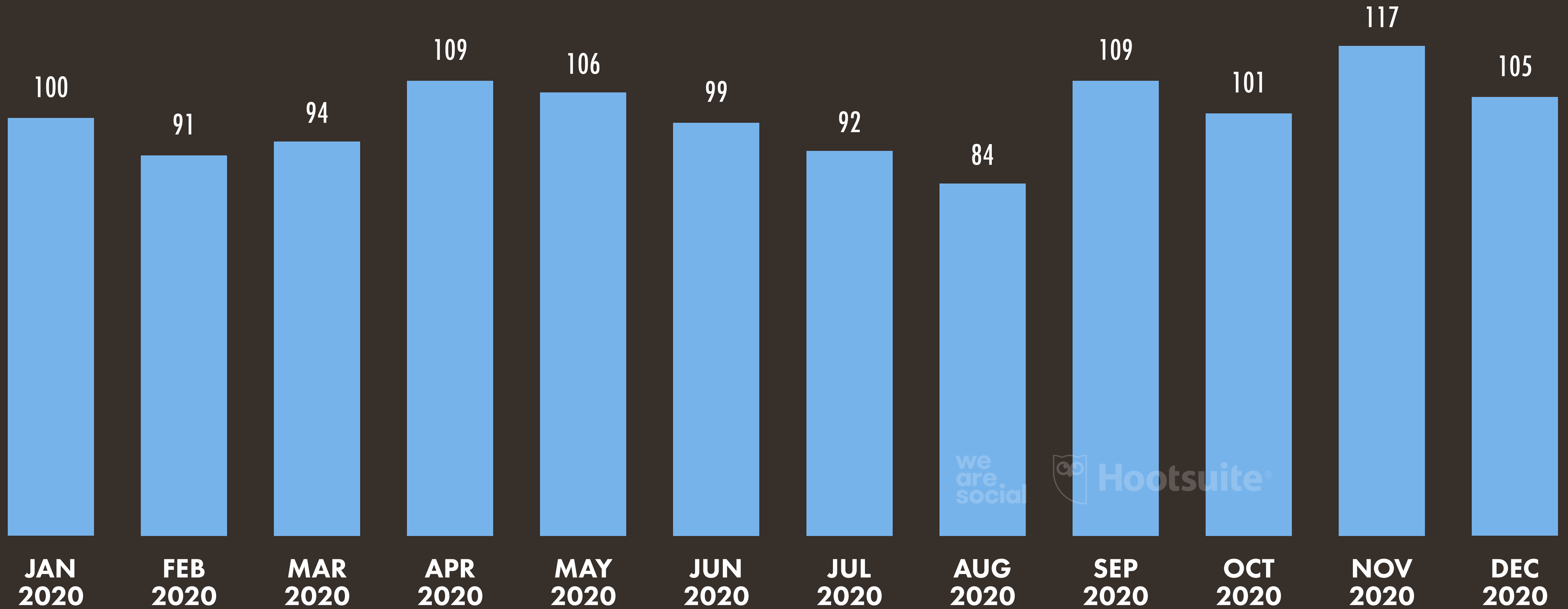
INDEXED COMPARISON OF MONTHLY ECOMMERCE TRAFFIC IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020



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2021

# ECOMMERCE: INDEX OF TIME PER SESSION

INDEXED COMPARISON OF THE **AVERAGE SESSION DURATION** FOR ECOMMERCE PROPERTIES, BASED ON BENCHMARK VALUES FOR JANUARY 2020

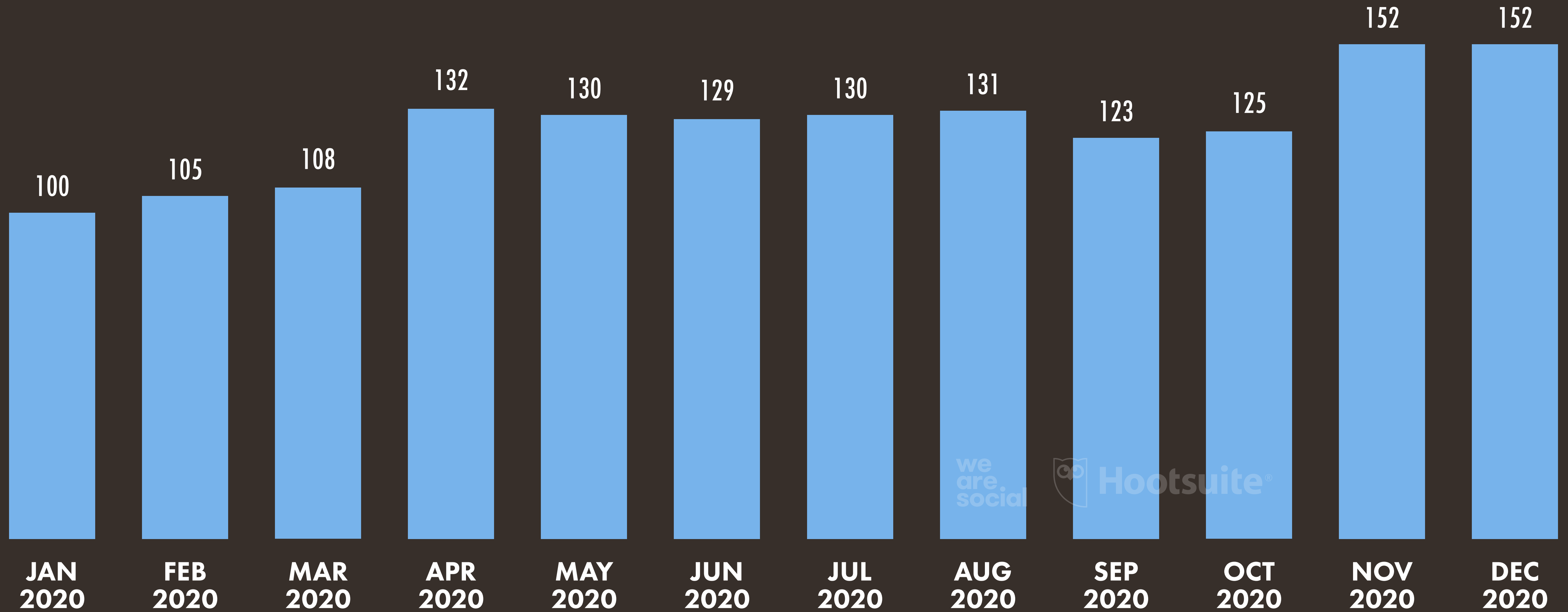


**SOURCE:** CONTENTSQUARE (JAN 2021). DATA BASED ON 30+ BILLION SESSIONS AND 150+ BILLION PAGE VIEWS AROUND THE WORLD BETWEEN JAN 2020 AND DEC 2020 ACROSS COMPUTERS, MOBILES, AND TABLET DEVICES. VALUES ABOVE EACH BAR REPRESENT INDICES COMPARED TO THE BENCHMARK VALUE FOR JANUARY 2020, WHICH HAS BEEN NORMALISED TO A STANDARD VALUE OF 100. VALUES ABOVE 100 REPRESENT AN INCREASE vs. THE BENCHMARK; VALUES BELOW 100 REPRESENT A DECREASE.

**JAN  
2021**

# ECOMMERCE: CONVERSION RATE INDEX

INDEXED COMPARISON OF **AVERAGE MONTHLY ECOMMERCE CONVERSION RATES** IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020



**JAN  
2021**

# ECOMMERCE TRANSACTION INDEX: ALL CATEGORIES

INDEXED COMPARISON OF MONTHLY ECOMMERCE TRANSACTIONS IN 2020, BASED ON BENCHMARK VALUES FOR JANUARY 2020

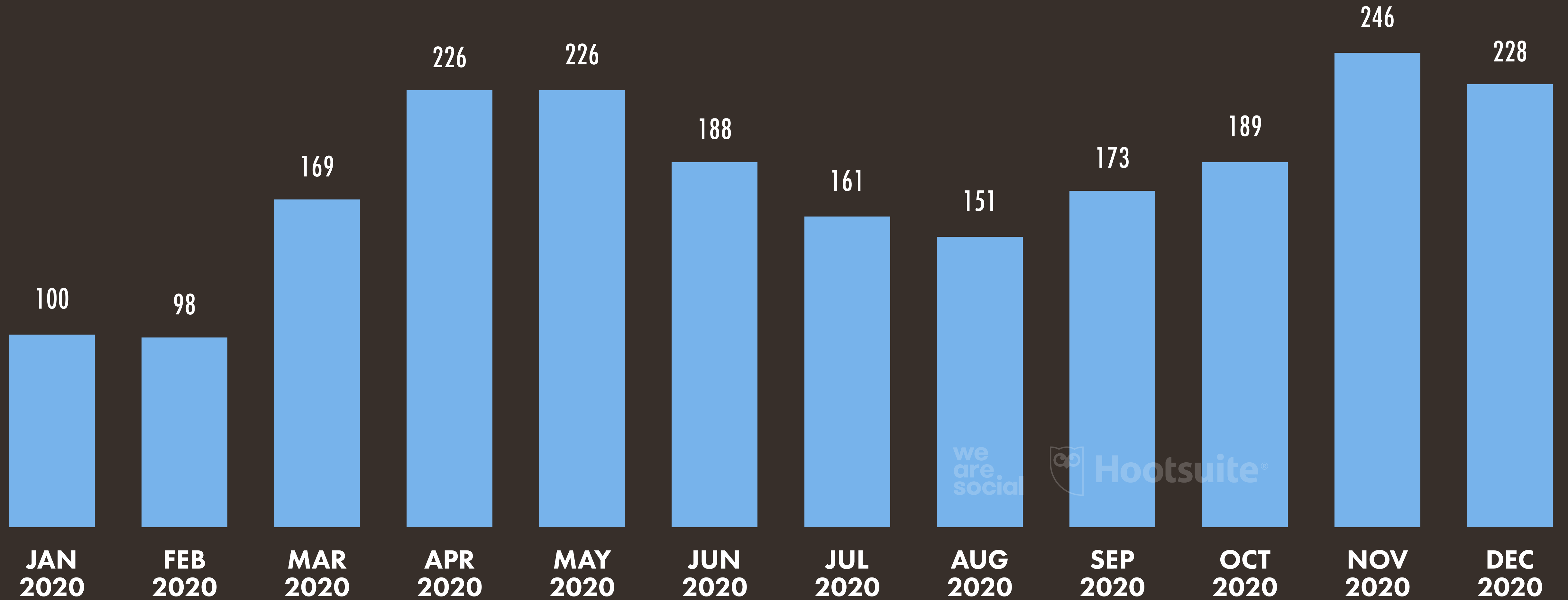




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2021**

# ECOMMERCE TRANSACTION INDEX: SUPERMARKETS

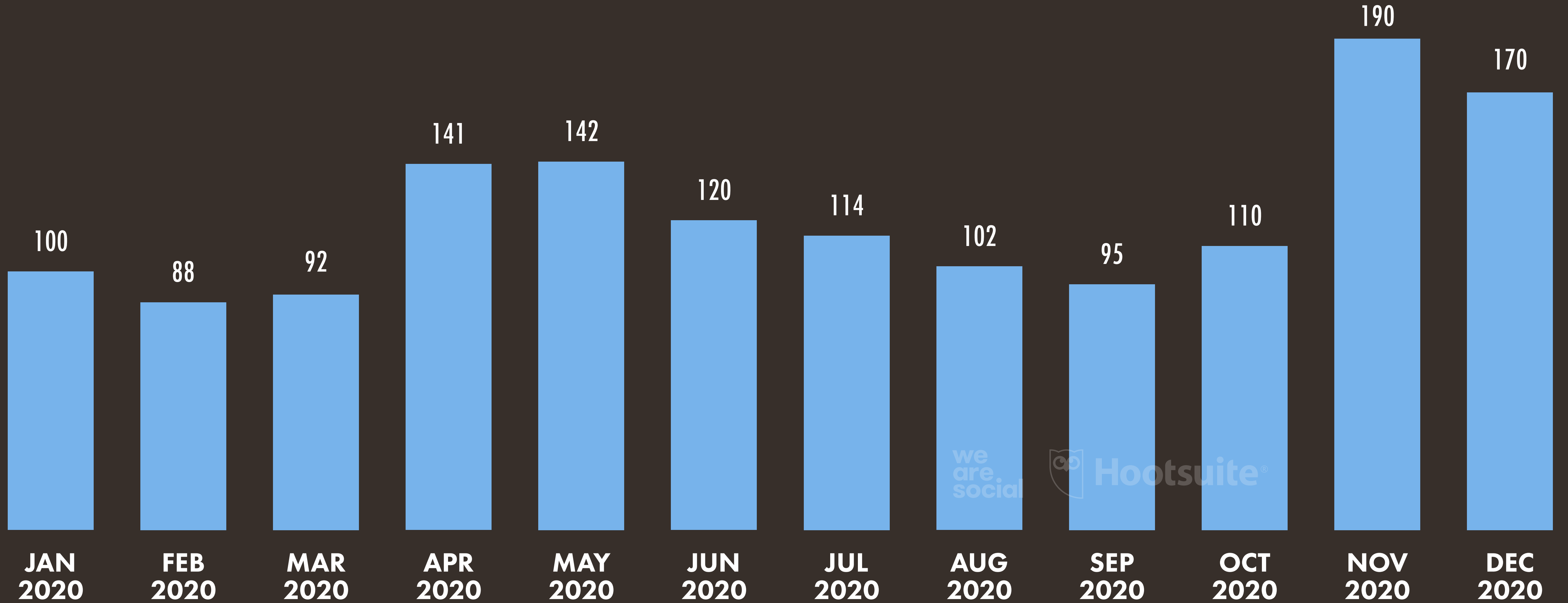
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **SUPERMARKET** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



**JAN  
2021**

# ECOMMERCE TRANSACTION INDEX: FASHION

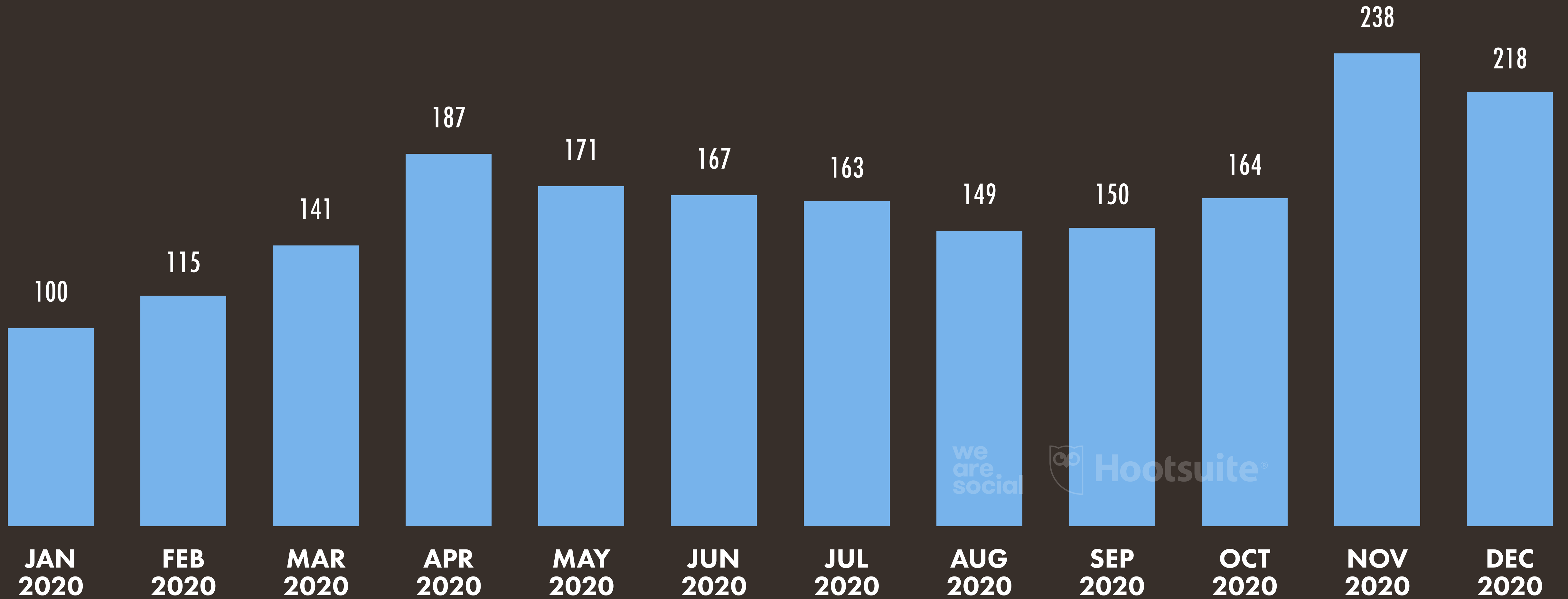
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **FASHION** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



JAN  
2021

# ECOMMERCE TRANSACTION INDEX: RETAIL TECH

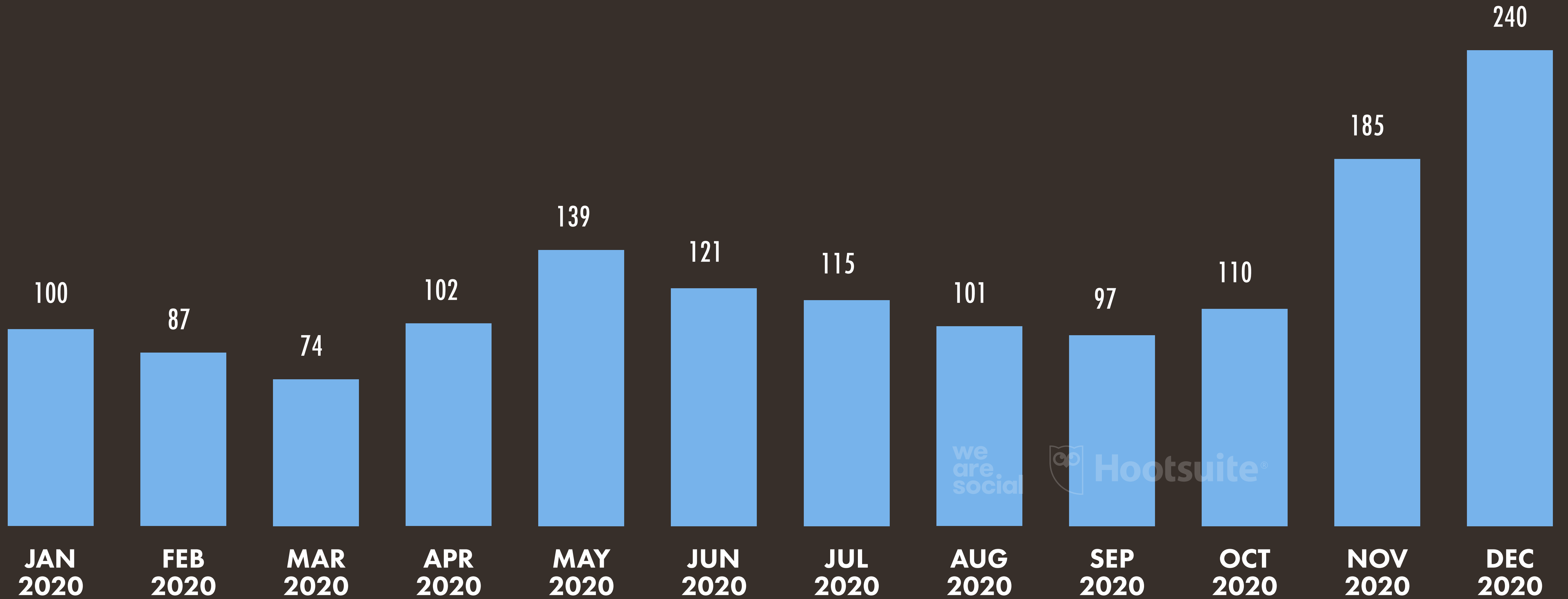
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **RETAIL TECH** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



**JAN  
2021**

# ECOMMERCE TRANSACTION INDEX: LUXURY ITEMS

INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **LUXURY ITEMS** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



**JAN  
2021**

# ECOMMERCE TRANSACTION INDEX: CONSUMER FINANCE

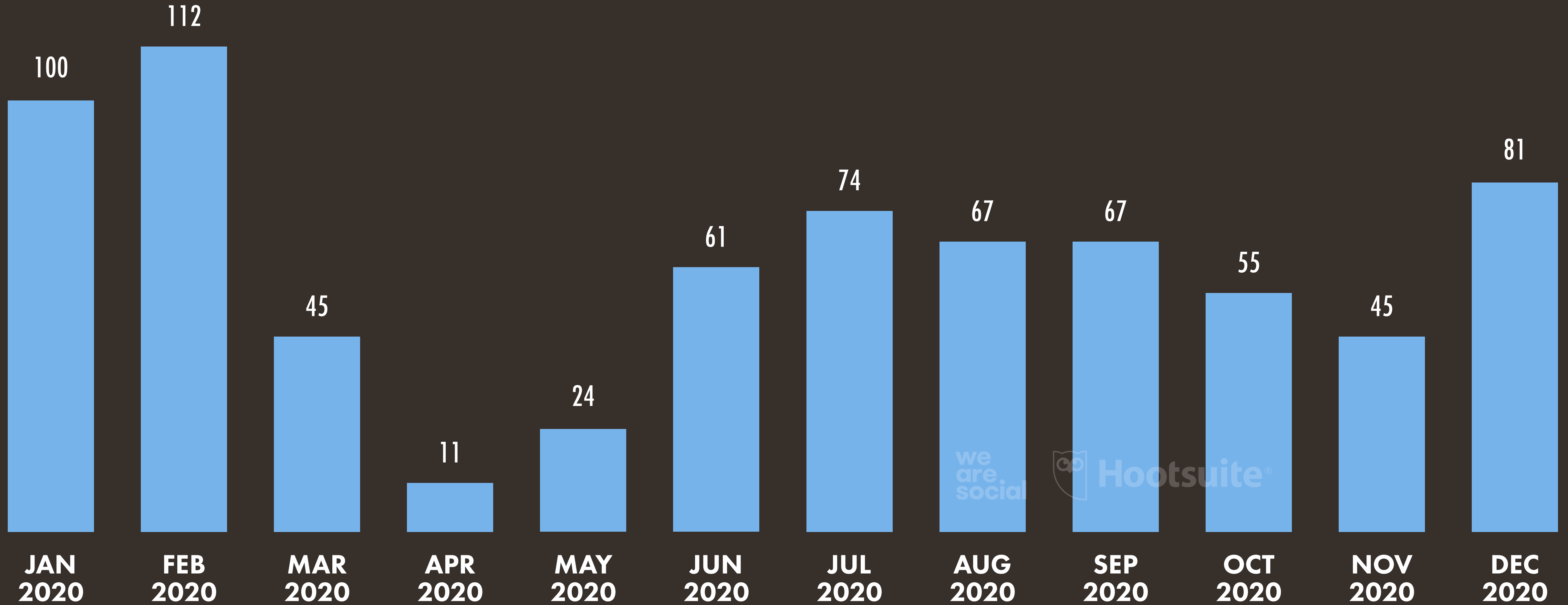
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **CONSUMER FINANCE\*** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



**JAN  
2021**

# ECOMMERCE TRANSACTION INDEX: TOURISM

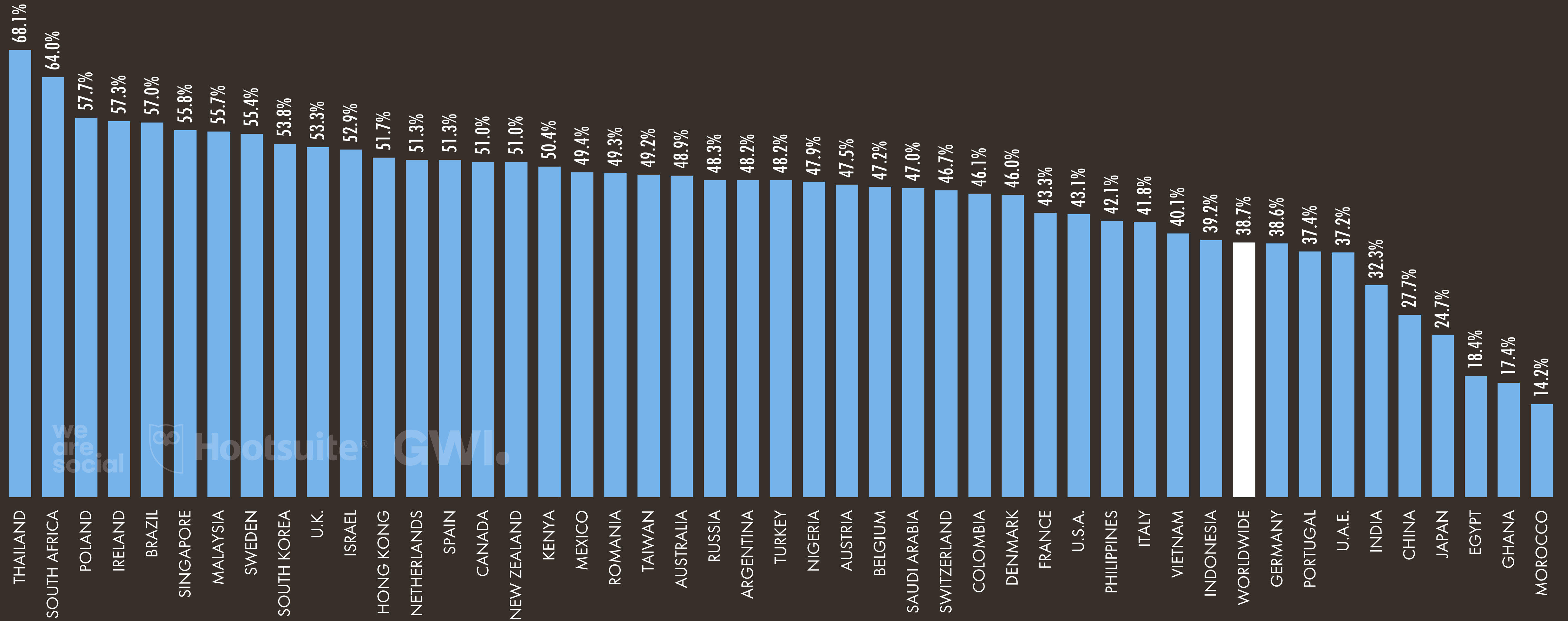
INDEXED COMPARISON OF ONLINE TRANSACTIONS IN THE **TOURISM** CATEGORY, BASED ON BENCHMARK VALUES FOR JANUARY 2020



JAN  
2021

# USE OF BANKING AND FINANCIAL SERVICES APPS

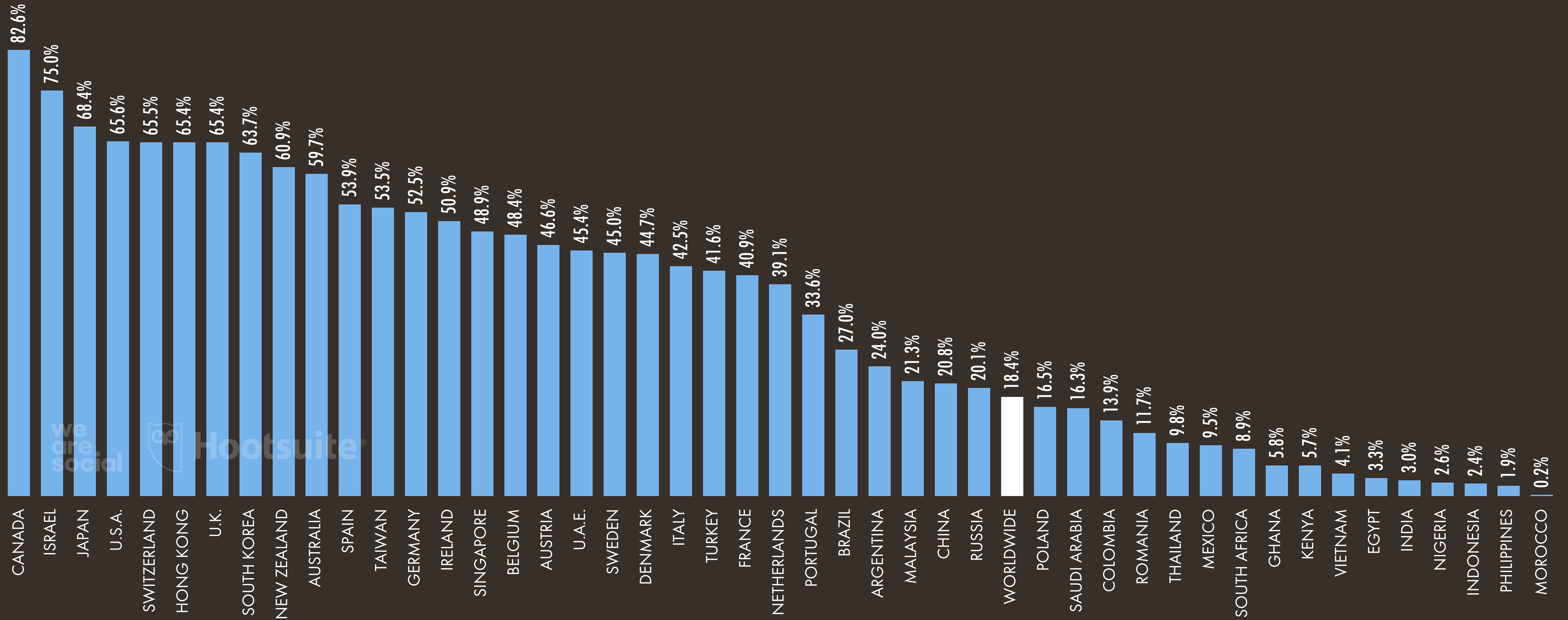
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE MOBILE BANKING OR FINANCIAL SERVICES APPS EACH MONTH



JAN  
2021

# CREDIT CARD PENETRATION

PERCENTAGE OF ADULTS AGED 15+ THAT POSSESS A CREDIT CARD





JAN  
2021

# MARKET OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



we  
are  
social

**3.47**  
BILLION

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



statista

**\$4.93**  
TRILLION

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



owl

**+24%**

AVERAGE TOTAL ANNUAL VALUE OF  
DIGITAL PAYMENT TRANSACTIONS  
PER DIGITAL PAYMENTS USER

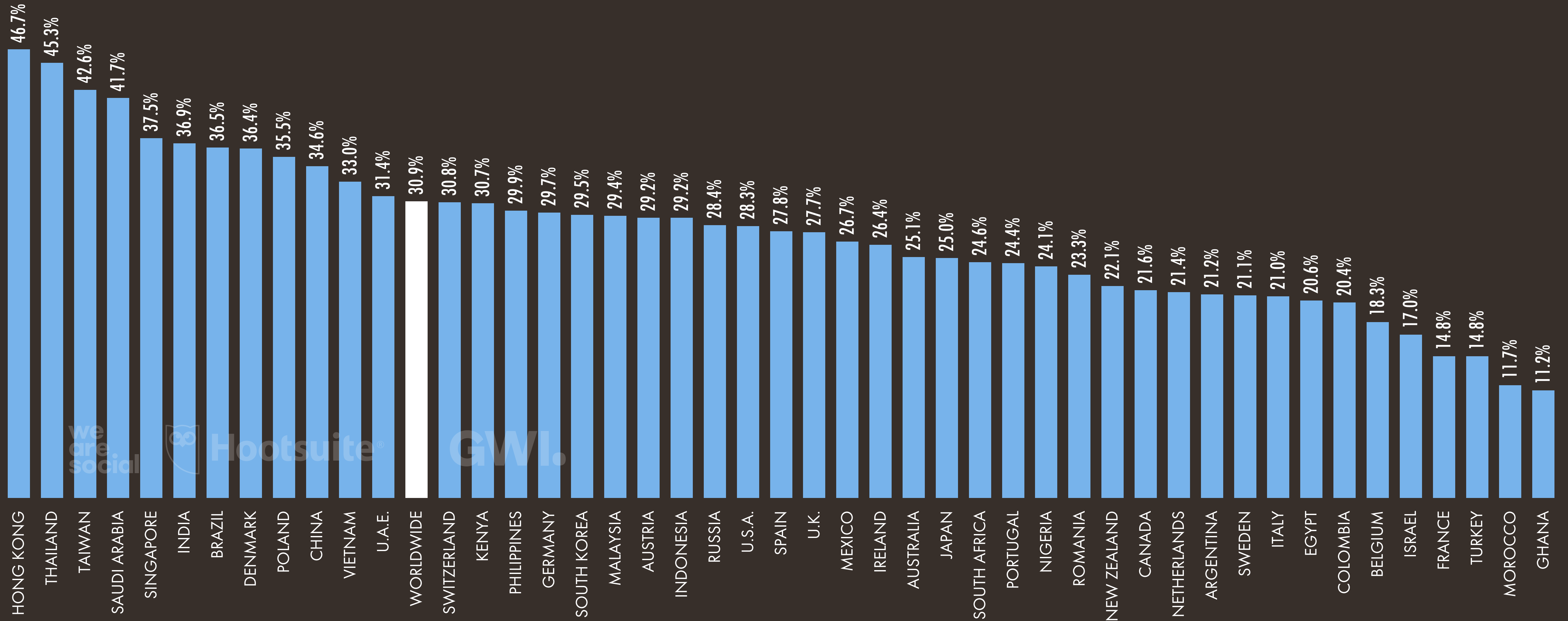


**\$1,421**

JAN  
2021

# USE OF MOBILE PAYMENT SERVICES

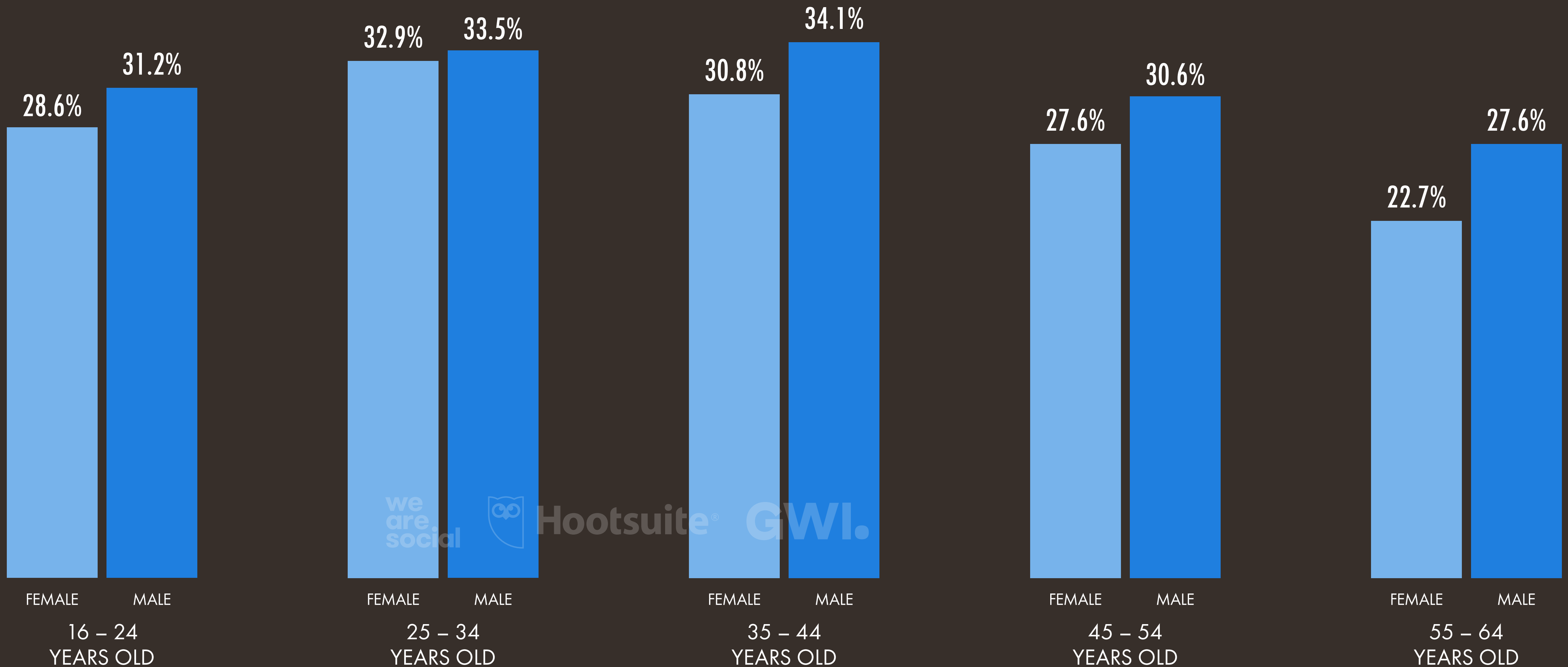
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) IN THE PAST MONTH



JAN  
2021

# USE OF MOBILE PAYMENT SERVICES

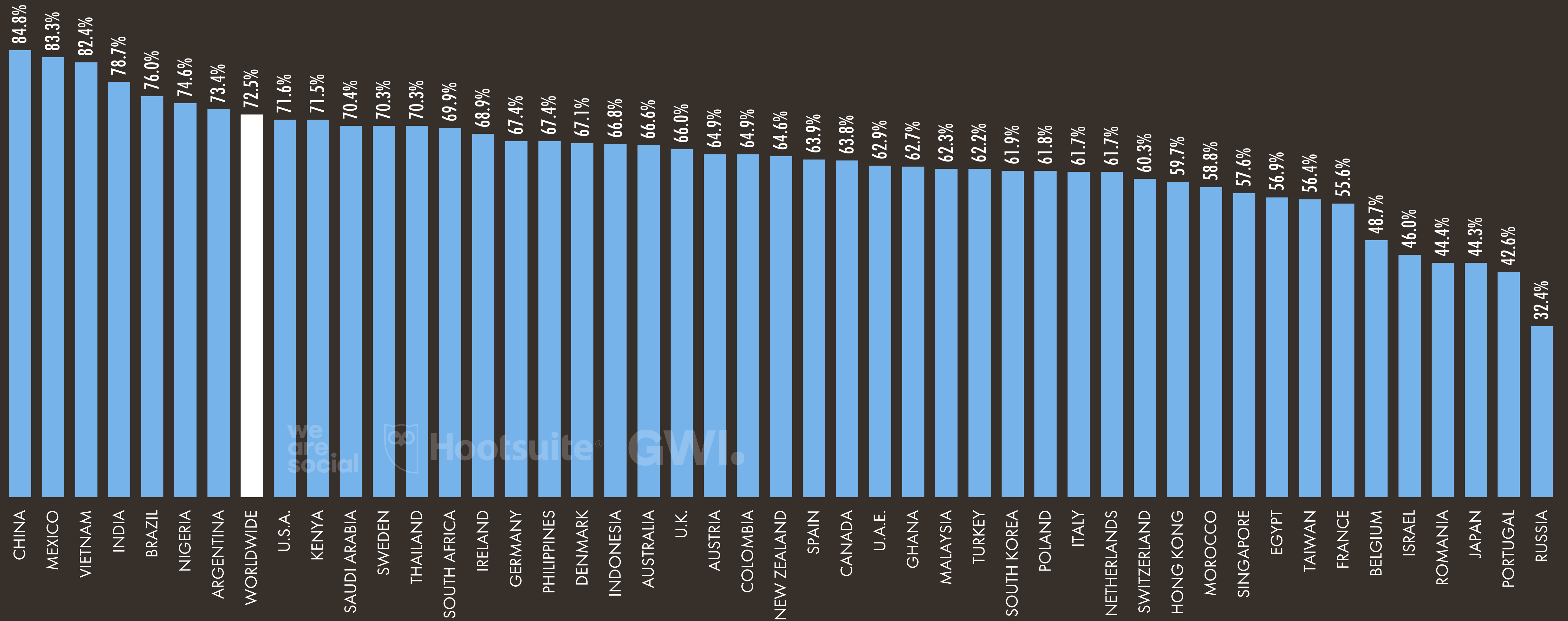
PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) IN THE PAST MONTH



JAN  
2021

# PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE PURCHASED ANY TYPE OF DIGITAL CONTENT\* IN THE PAST MONTH



we  
are  
social



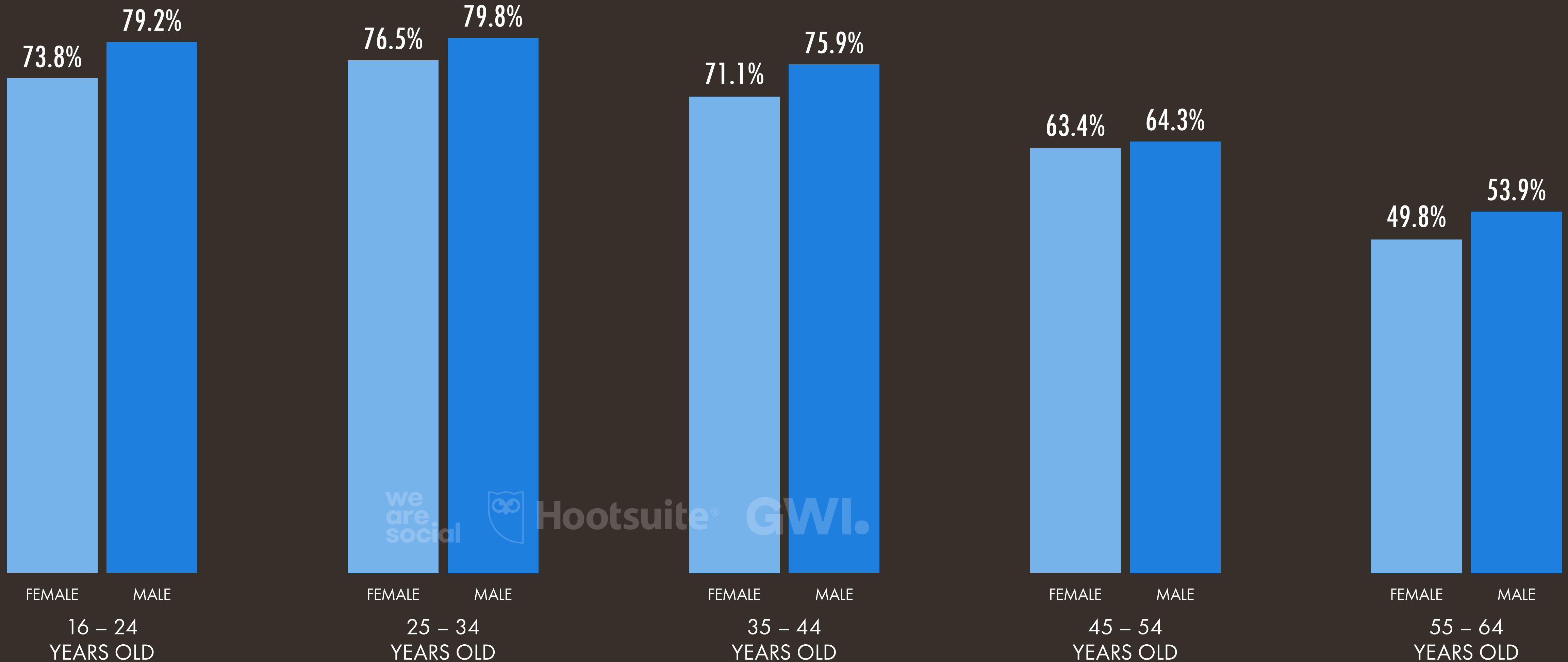
Hootsuite® GWI.



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2021

# PAYING FOR DIGITAL CONTENT

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE PURCHASED ANY TYPE OF DIGITAL CONTENT\* IN THE PAST MONTH



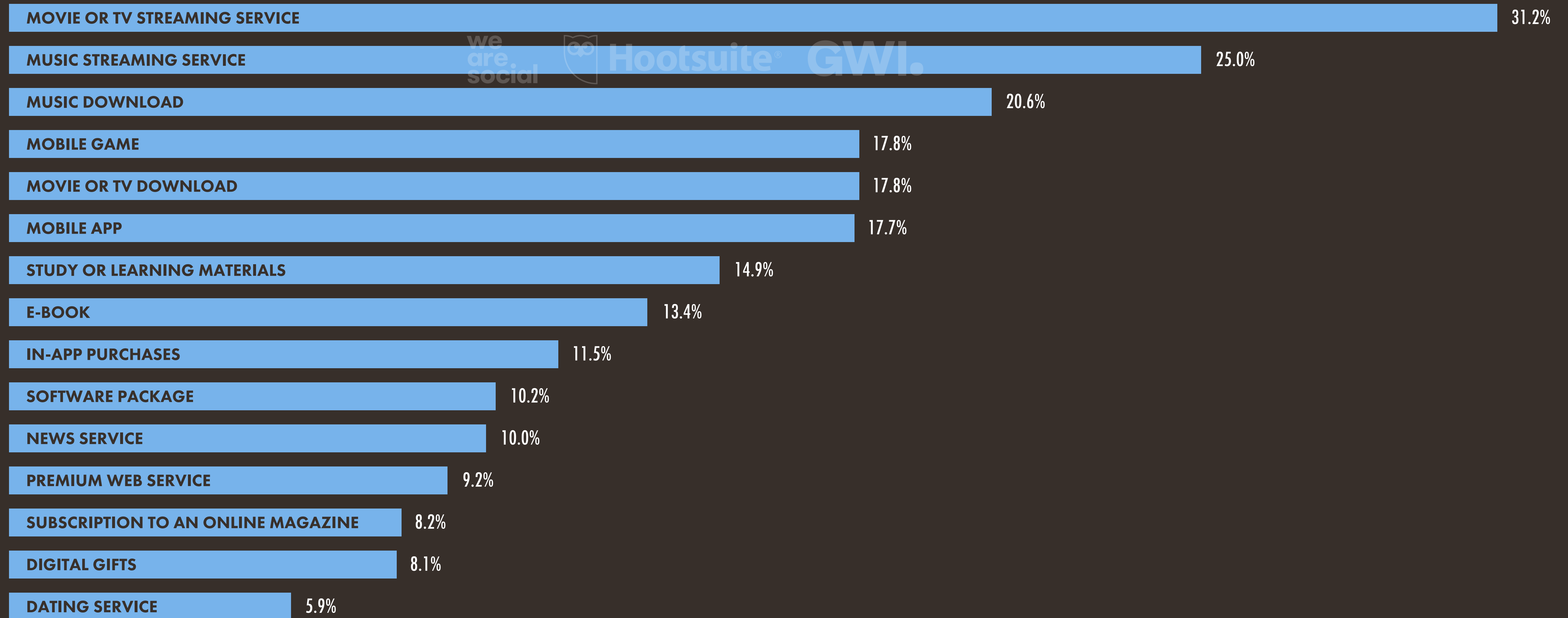
**SOURCE:** GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

**\*NOTE:** 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, IN-APP PURCHASES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS.

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# TYPES OF DIGITAL CONTENT PEOPLE PAY FOR

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO HAVE PAID FOR EACH TYPE OF DIGITAL CONTENT IN THE PAST MONTH



JAN  
2021

# MARKET OVERVIEW: RIDE-HAILING

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)

NUMBER OF PEOPLE  
USING DIGITALLY ENABLED  
RIDE-HAILING SERVICES\*



610  
MILLION



TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



\$69.17  
BILLION



ANNUAL CHANGE IN THE TOTAL  
VALUE OF THE DIGITALLY ENABLED  
RIDE-HAILING MARKET



-43.6%



ANNUAL REVENUE PER  
USER OF DIGITALLY ENABLED  
RIDE-HAILING SERVICES

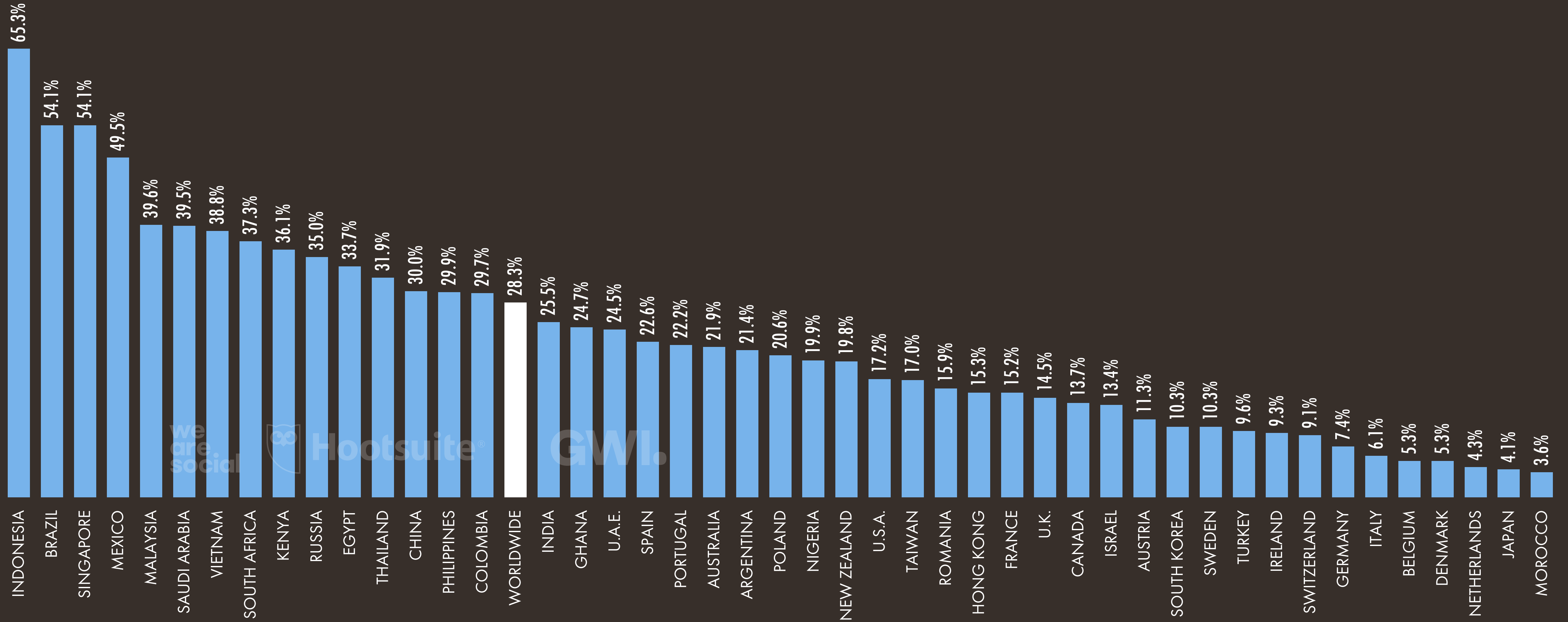


\$113.26

JAN  
2021

# USE OF RIDE-HAILING APPS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AN ONLINE RIDE-HAILING OR TAXI BOOKING SERVICE IN THE PAST MONTH



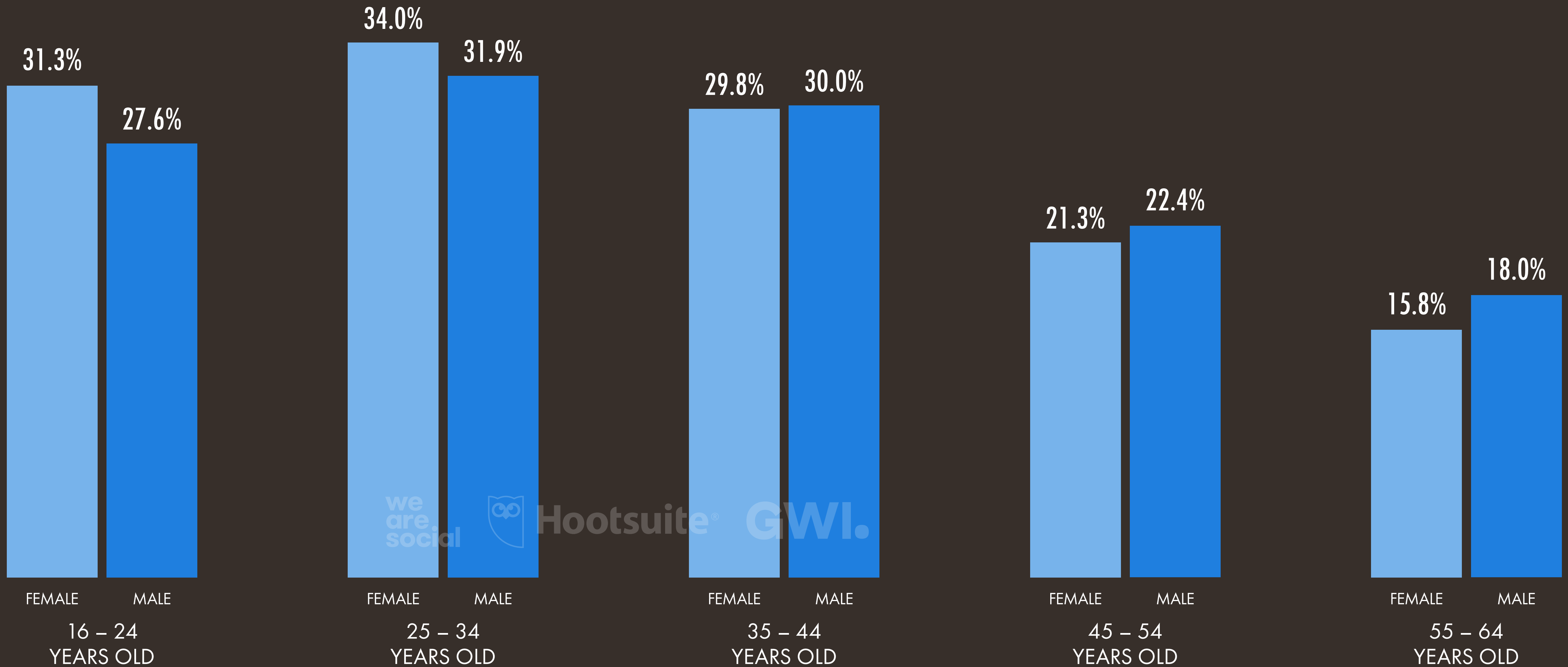
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2021

# USE OF RIDE-HAILING APPS

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED AN ONLINE RIDE-HAILING OR TAXI BOOKING SERVICE IN THE PAST MONTH



JAN  
2021

# MARKET OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)

NUMBER OF PEOPLE USING  
ONLINE SERVICES TO ORDER  
TAKE-AWAY FOOD DELIVERY\*



1.21  
BILLION

TOTAL VALUE OF  
THE ONLINE FOOD  
DELIVERY MARKET



\$136.4  
BILLION

ANNUAL CHANGE IN THE  
TOTAL VALUE OF THE ONLINE  
FOOD DELIVERY MARKET



+27%

ANNUAL REVENUE PER  
USER OF ONLINE FOOD  
DELIVERY SERVICES



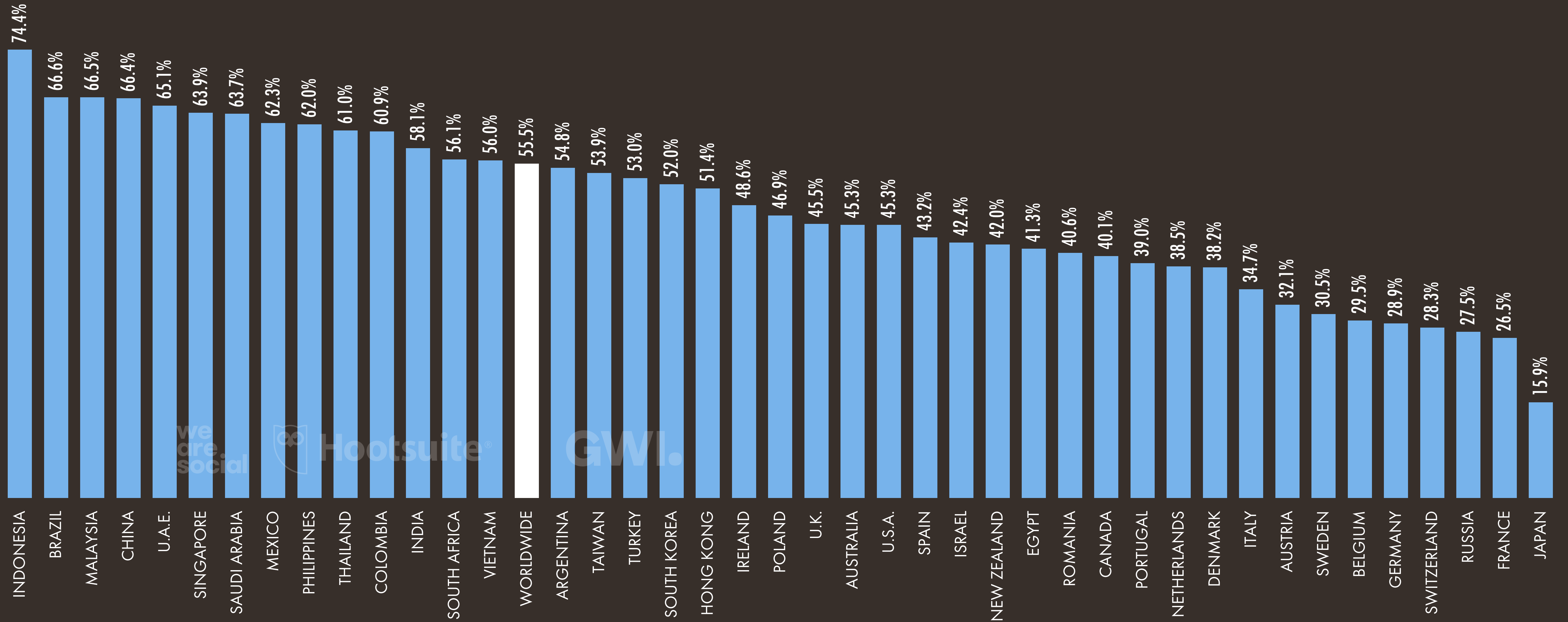
\$112

**SOURCE:** STATISTA MARKET OUTLOOK FOR E-SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTE:** IN THIS CONTEXT, "ONLINE FOOD DELIVERY" INCLUDES ORDERS FOR FOOD DELIVERY MADE THROUGH INTERNET-POWERED SERVICES, INCLUDING RESTAURANT-TO-CONSUMER AND PLATFORM-TO-CONSUMER DELIVERY SERVICES.

JAN  
2021

# ORDERING TAKE-AWAY FOOD ONLINE FOR DELIVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE USED AN ONLINE SERVICE TO ORDER TAKE-AWAY FOOD FOR DELIVERY IN THE PAST MONTH

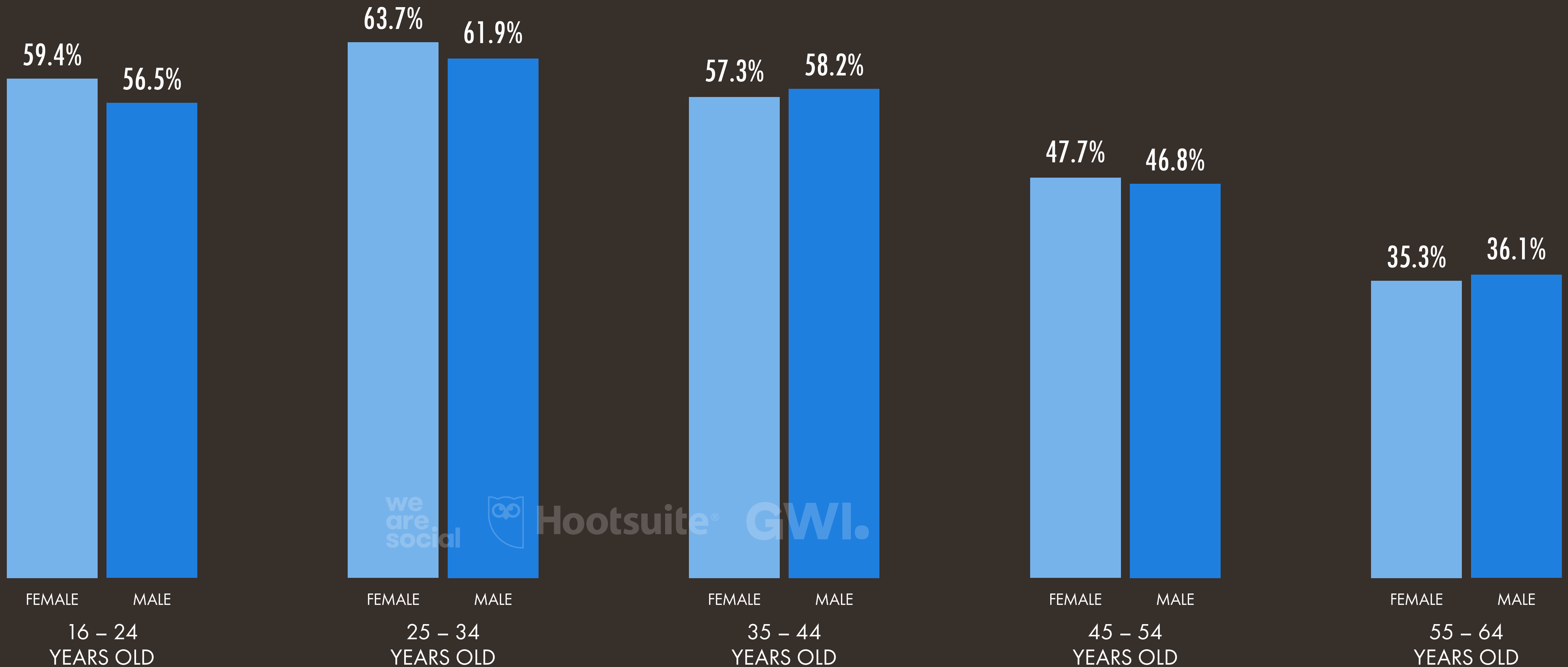


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JAN  
2021

# ORDERING TAKE-AWAY FOOD ONLINE FOR DELIVERY

PERCENTAGE OF GLOBAL INTERNET USERS WHO HAVE USED AN ONLINE SERVICE TO ORDER TAKE-AWAY FOOD FOR DELIVERY IN THE PAST MONTH



# HOOTSUITE'S PERSPECTIVE: DIGITAL COMMERCE TRENDS



## GO LIVE

Livestreaming on social platforms, already popularized in China's booming ecommerce industry, has given brands, experts, and influencers new ways to connect and sell to customers without relying on in-person events. [Nearly half](#) (49%) of online shoppers agree, "I would buy products directly from live videos where brands, celebrities or influencers I follow are launching new products."



## FOCUS ON 1:1 CUSTOMER CARE

While social commerce features now enable people to browse and buy products directly within networks like Facebook and Instagram, social media is equally important in the pre-purchase and post-purchase experience. According to [GWI](#), 3 out of 5 internet users say bad customer service negatively affects their purchasing decisions, more than bad press or a poor environmental record. Customers are looking for fast, empathetic, 1:1 human connection while navigating online purchases—exactly what social media was made for.



## INSPIRE INCREMENTAL REVENUE

Online shopping is typically a very task-oriented activity, which takes a lot of fun and discovery out of the buying process. Use Instagram Live or Pinterest, for example, to show off lesser known products, or to inspire some of the impulse purchases that people would typically have made at the last minute in-store.

[Click here](#) to read Hootsuite's full Social Trends 2021 report.

# WE ARE SOCIAL'S PERSPECTIVE: E-COMMERCE IN 2021

## SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL



### LIVE STREAMED SHOPPING

Livestream shopping generated \$449.5 million in sales in a single day in China on 1 July 2020, with influencers like Viya and 'Lipstick King' Li Jiaqi engaging millions of potential consumers each day. But bolstered by the increase in online video viewing, and openness to e-commerce during lockdown, this behaviour is making its mark on the global internet.

**In 2021, brands and creators will use live streaming tools to bring people closer to products, and online shopping experiences will double as entertainment**



### SOCIAL DISCOVERY

'Omnichannel shopping' is a phrase that's been making the rounds for a few years now, but data suggests that user behaviour has now began to truly reflect it. With GWI's research finding that social networks have overtaken search engines as the most popular method of online brand research for people aged 16 to 24, social media's role in the purchase journey continues to expand.

**In 2021, brands will harness social channels and search as key drivers of brand and product discovery**



### PREMIUM E-COMMERCE

The accessibility of social media has often been considered at odds with exclusivity and the mystique of certain brands and industries. But with e-commerce now central to how people shop regardless of industry, no brand can ignore its importance. In this landscape, we're beginning to see people seek out more exclusive digital experiences, gained through more intimate formats and higher quality services.

**In 2021, certain industries and brands will increasingly be expected to premiumise the digital customer experience**

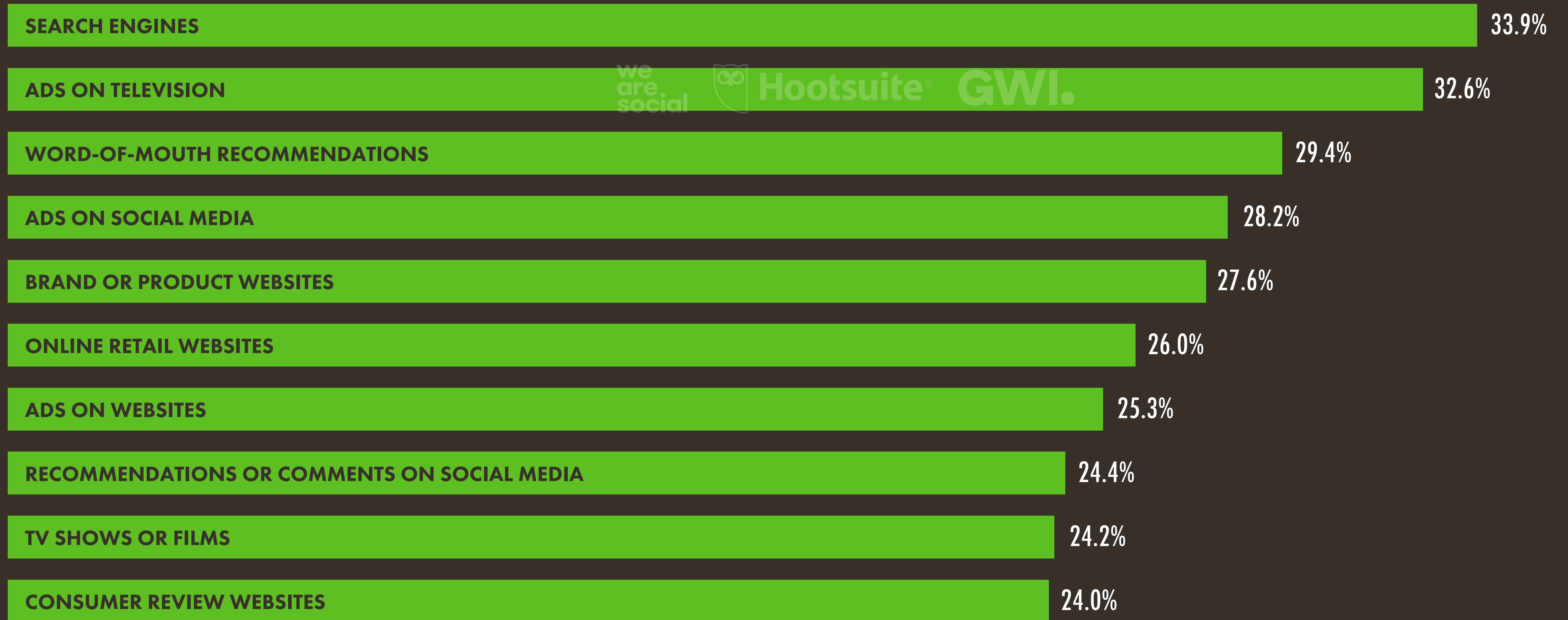


**DIGITAL MARKETING**

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2021

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY

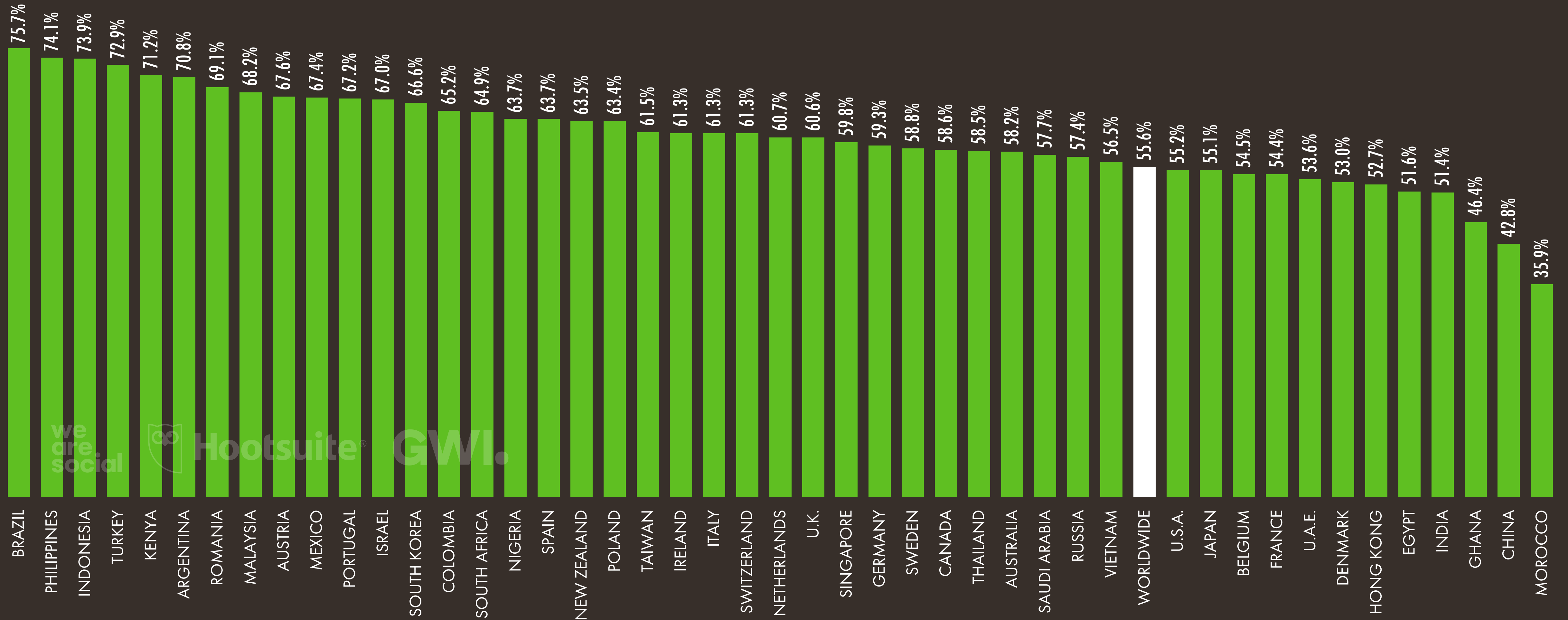




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2021

# ONLINE PRODUCT RESEARCH

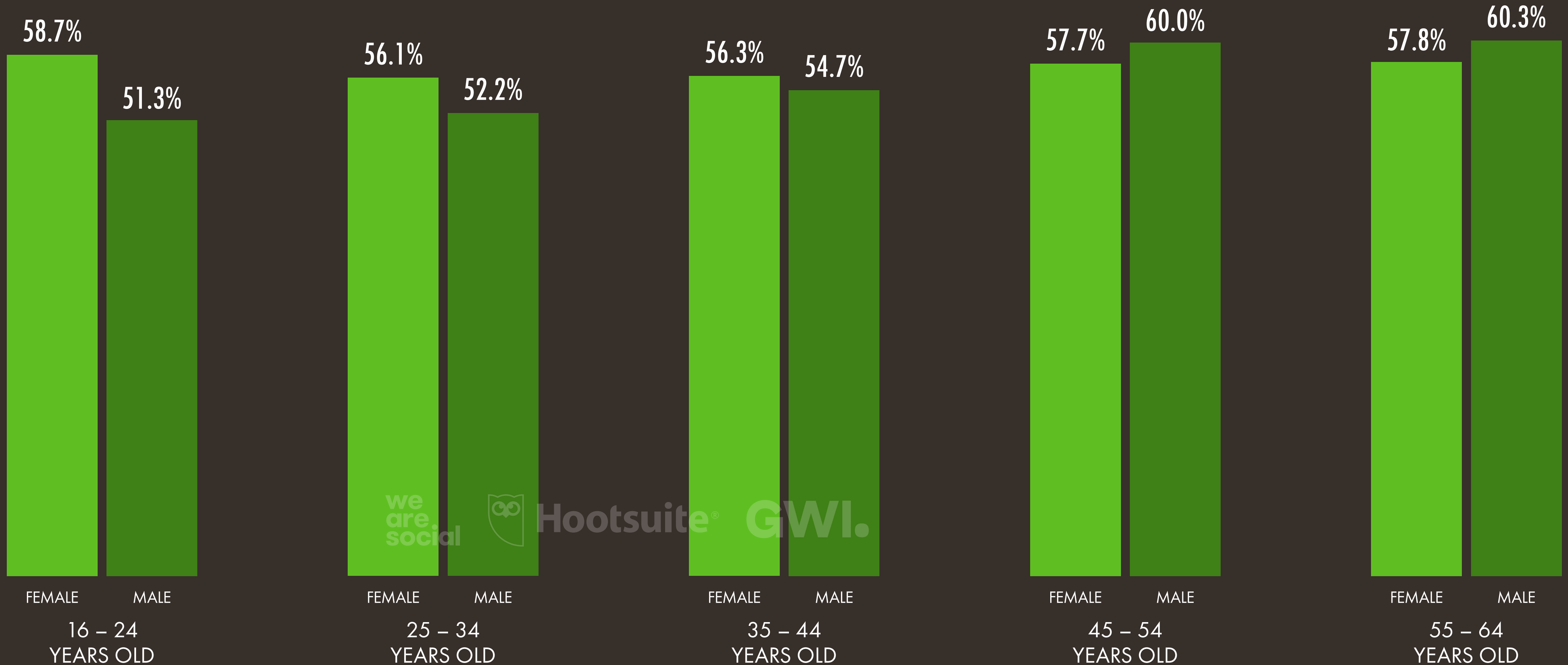
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY RESEARCH PRODUCTS ONLINE BEFORE MAKING A PURCHASE



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2021

# RESEARCH PRODUCTS ONLINE

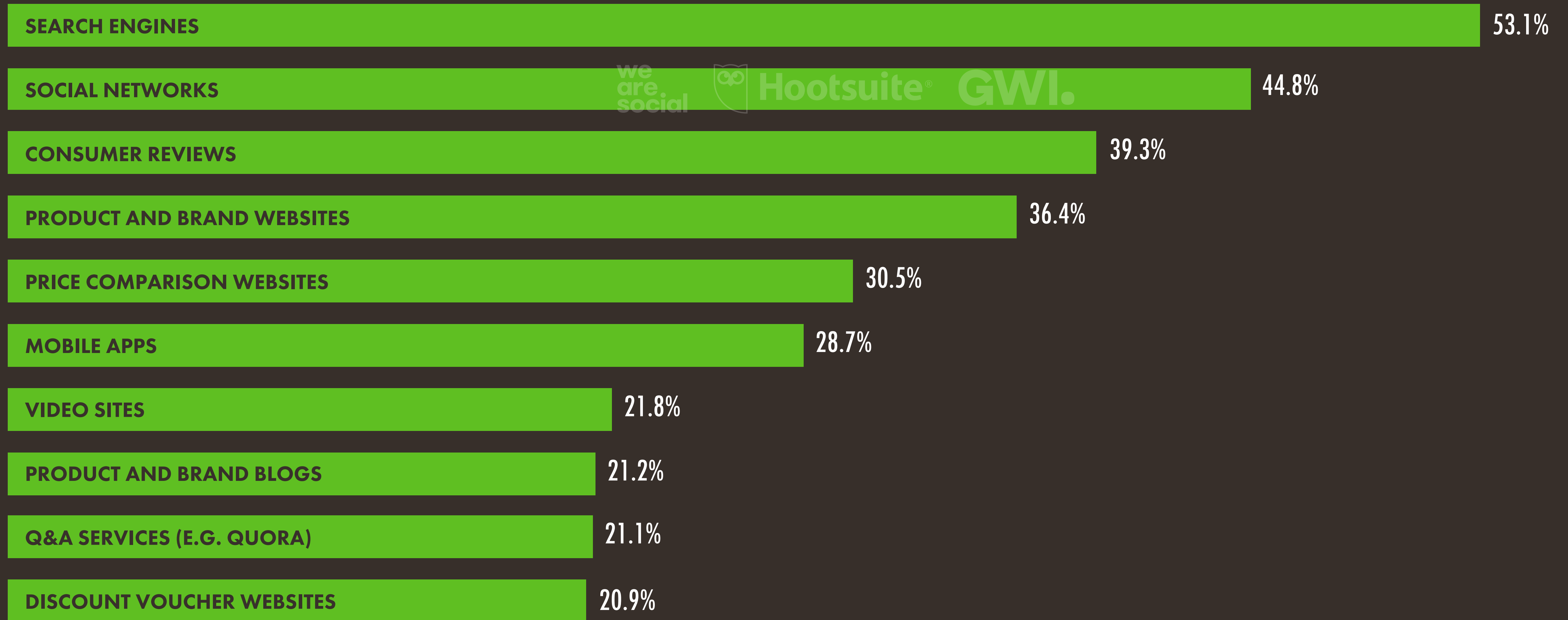
PERCENTAGE OF GLOBAL INTERNET USERS WHO SAY THAT THEY RESEARCH PRODUCTS ONLINE BEFORE MAKING A PURCHASE



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2021

# PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



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2021

# PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

16 TO 24  
YEARS OLD

SEARCH ENGINES

51.3%

SOCIAL NETWORKS

53.2%

25 TO 34  
YEARS OLD

SEARCH ENGINES

51.3%

SOCIAL NETWORKS

48.2%

35 TO 44  
YEARS OLD

SEARCH ENGINES

52.6%

SOCIAL NETWORKS

42.4%

45 TO 54  
YEARS OLD

SEARCH ENGINES

56.4%

SOCIAL NETWORKS

35.7%

55 TO 64  
YEARS OLD

SEARCH ENGINES

60.7%

SOCIAL NETWORKS

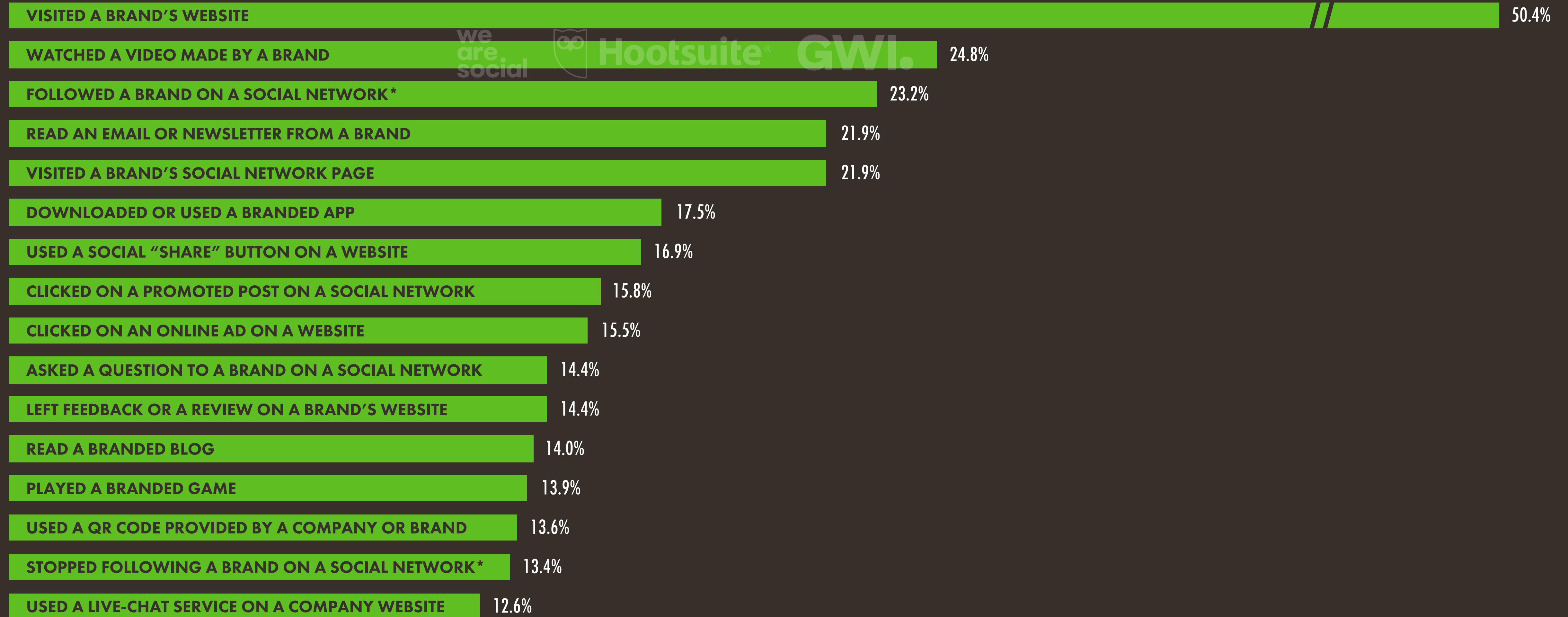
28.1%

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# BRAND-RELATED ONLINE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE PERFORMED EACH ACTIVITY ONLINE IN THE PAST MONTH



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2021

# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020, WITH DETAIL OF SPEND IN INDIVIDUAL DIGITAL ADVERTISING SUB-CATEGORIES

TOTAL DIGITAL AD  
SPEND IN 2020



**\$355.6**  
BILLION

we  
are  
social

SPEND ON DIGITAL  
SEARCH ADS IN 2020



**\$152.7**  
BILLION

statista

SPEND ON SOCIAL  
MEDIA ADS IN 2020



**\$97.66**  
BILLION

SPEND ON DIGITAL  
BANNER ADS IN 2020



**\$53.31**  
BILLION

statista

SPEND ON DIGITAL  
VIDEO ADS IN 2020



**\$33.27**  
BILLION



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2020



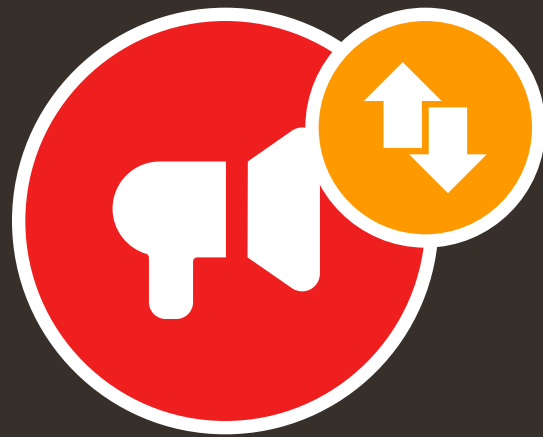
**\$18.64**  
BILLION

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2021

# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2019 AND 2020, INCLUDING SUB-CATEGORY CHANGES

YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+6.5%

we  
are  
social

YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+6.8%

statista

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+9.1%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+2.6%

statista

YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+9.3%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND

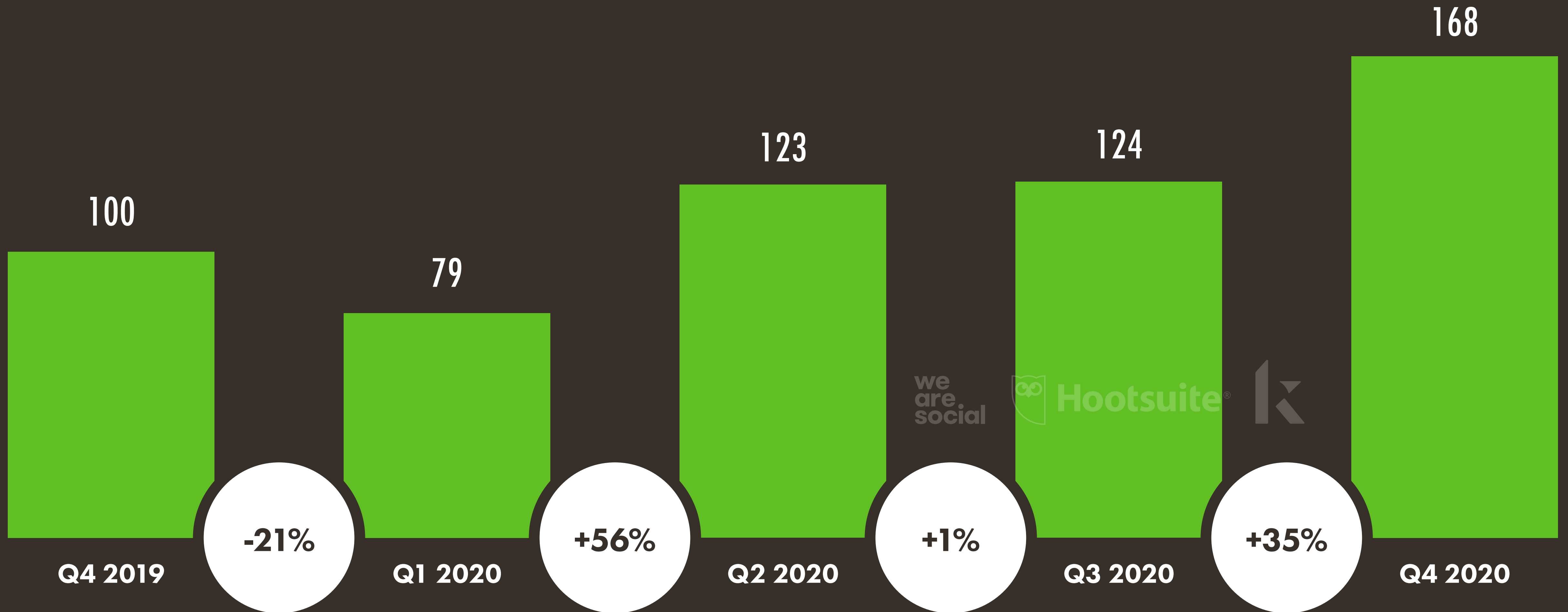


-1.6%

JAN  
2021

# QUARTERLY CHANGE IN PAID SEARCH AD IMPRESSIONS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF PAID SEARCH AD IMPRESSIONS, REPORTED AS AN INDEX



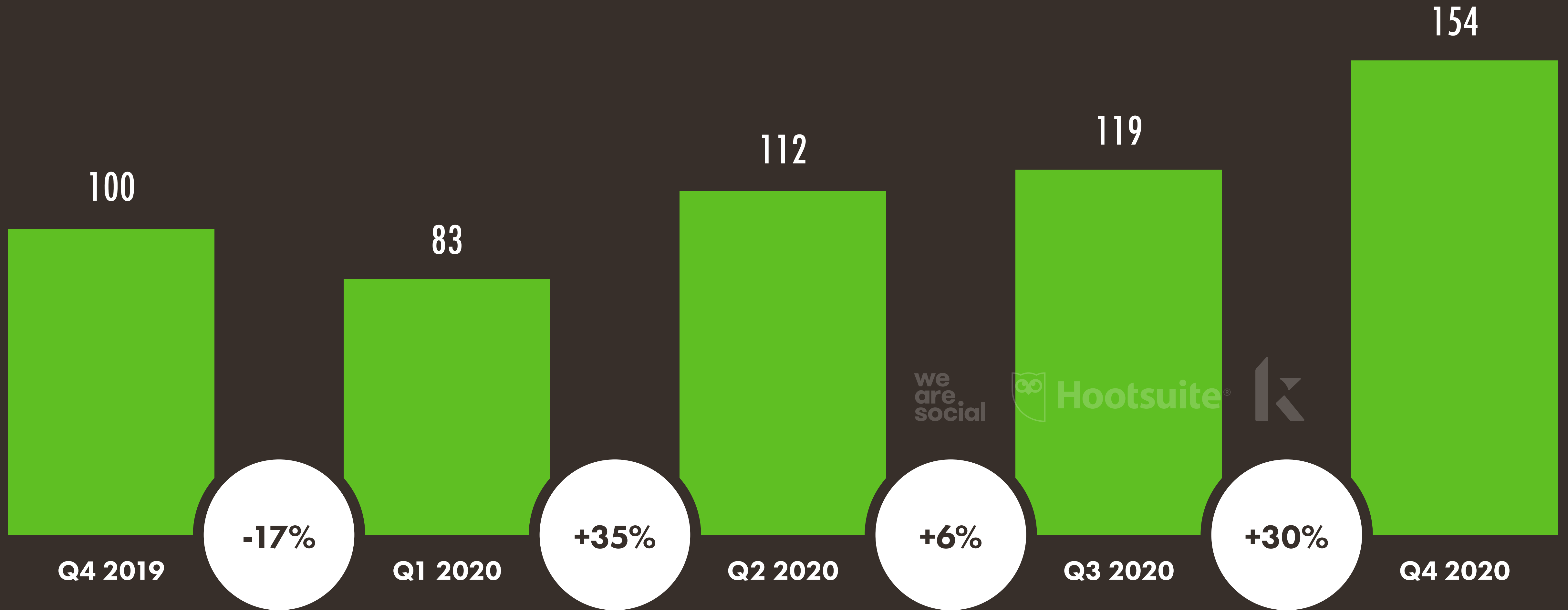
**SOURCE:** KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT INDEXED VALUES COMPARED TO Q4 2019. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.



JAN  
2021

# QUARTERLY CHANGE IN PAID SEARCH AD CLICKS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF CLICKS ON PAID SEARCH ADS, REPORTED AS AN INDEX

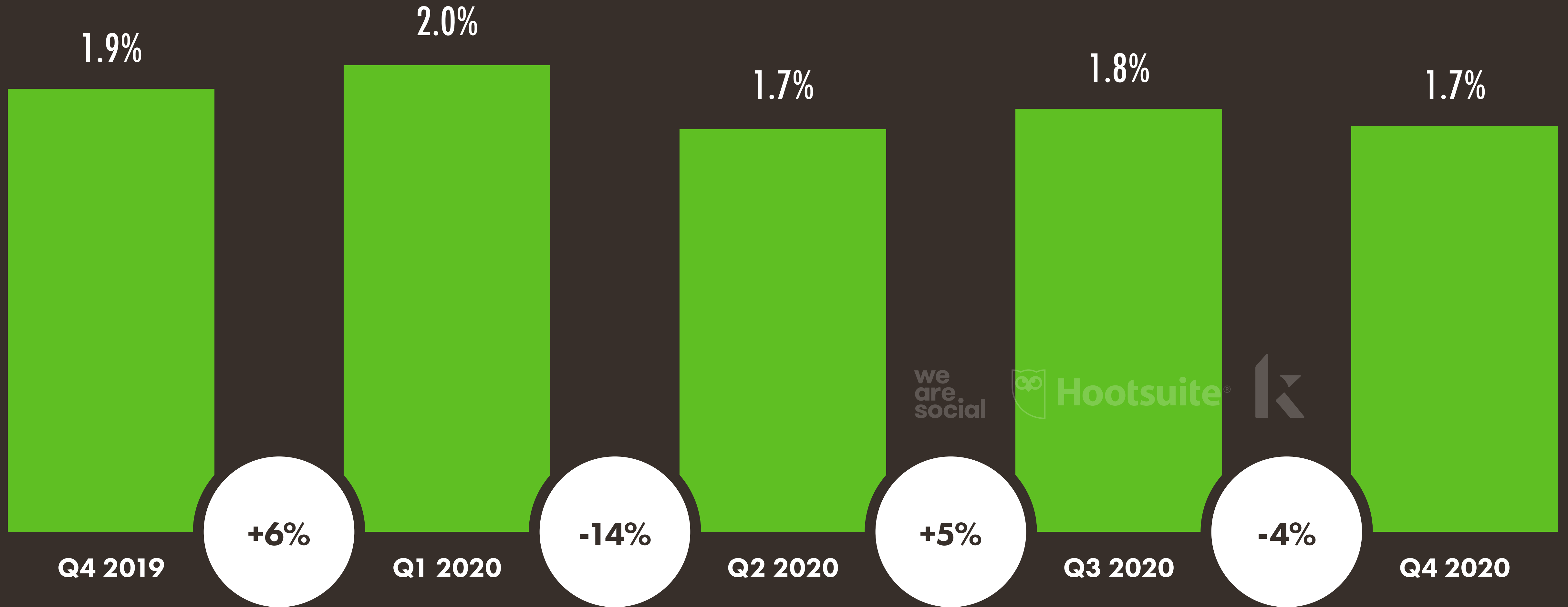


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# QUARTERLY CHANGE IN PAID SEARCH AD CTR

QUARTER-ON-QUARTER CHANGE IN THE AVERAGE GLOBAL CLICK-THROUGH RATE (CLICKS vs. IMPRESSIONS) FOR PAID SEARCH ADS

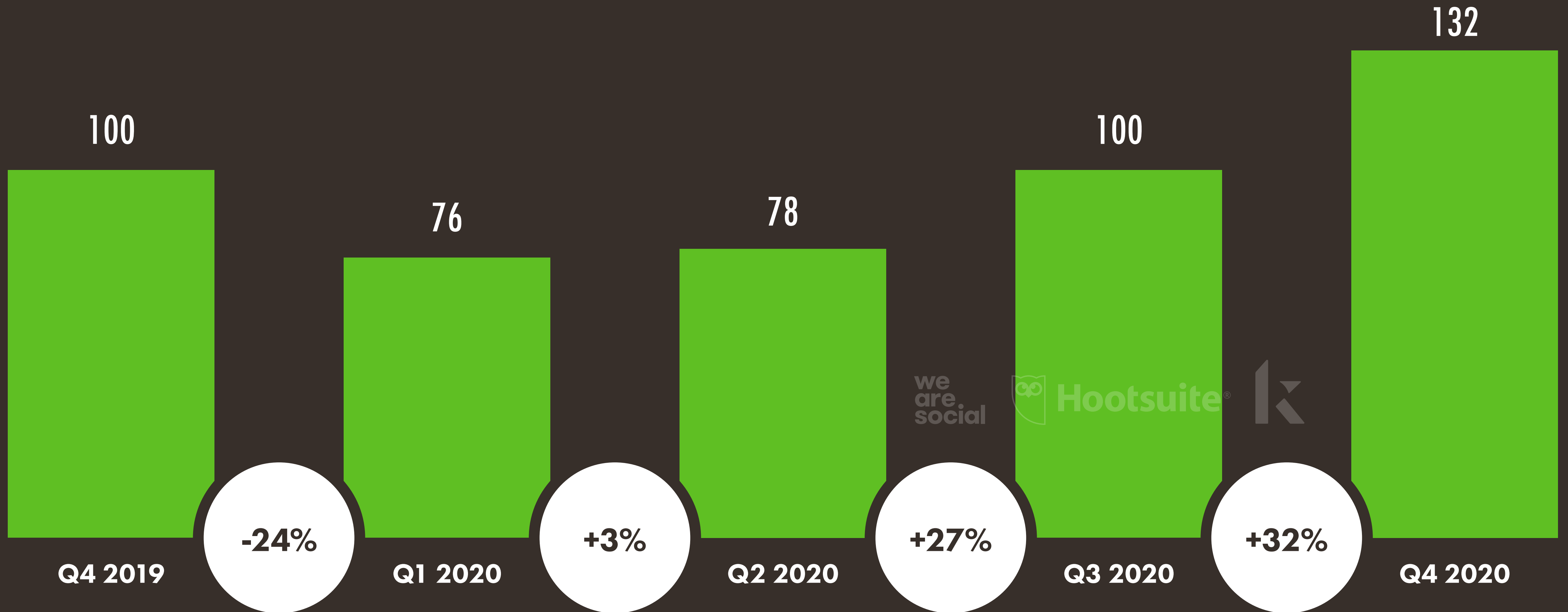


**SOURCE:** KENSHOO (JAN 2021). **NOTES:** VALUES ABOVE EACH BAR REPRESENT AVERAGE CLICK-THROUGH RATES. PERCENTAGES IN THE WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE. VALUES HAVE BEEN EXTRAPOLATED FROM \$7 BILLION IN AD SPEND ACROSS VARIOUS PUBLISHER SITES BY MORE THAN 3,000 ADVERTISER AND AGENCY ACCOUNTS IN 150 COUNTRIES. **COMPARABILITY ADVISORY:** KENSHOO RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT MATCH THOSE PUBLISHED IN PREVIOUS REPORTS.

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2021

# QUARTERLY CHANGE IN PAID SEARCH AD SPEND

QUARTER-ON-QUARTER CHANGE IN THE TOTAL AMOUNT THAT ADVERTISERS SPENT ON PAID SEARCH ADS, REPORTED AS AN INDEX



we  
are  
social

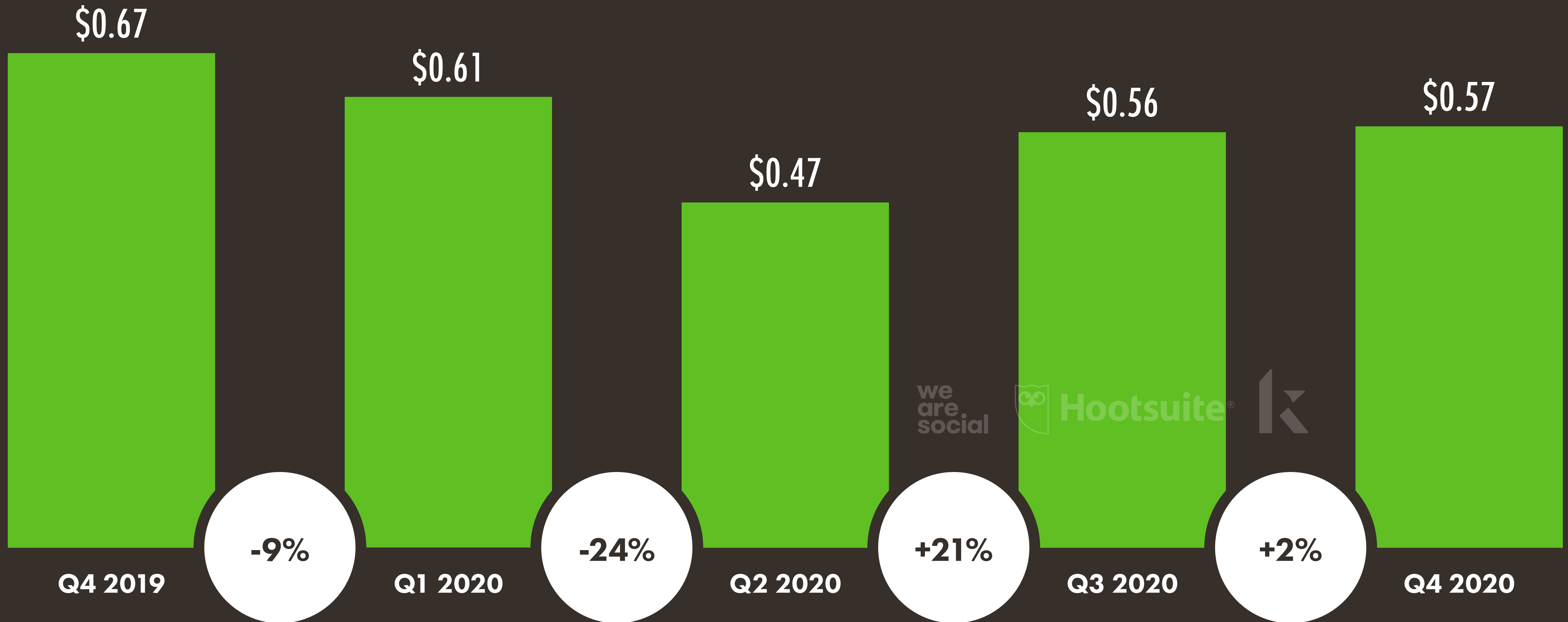
Hootsuite®

k

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2021

# QUARTERLY CHANGE IN PAID SEARCH AD CPC

QUARTER-ON-QUARTER CHANGE IN THE GLOBAL AVERAGE 'COST-PER-CLICK' (CPC) OF PAID SEARCH ADS (IN U.S. DOLLARS)

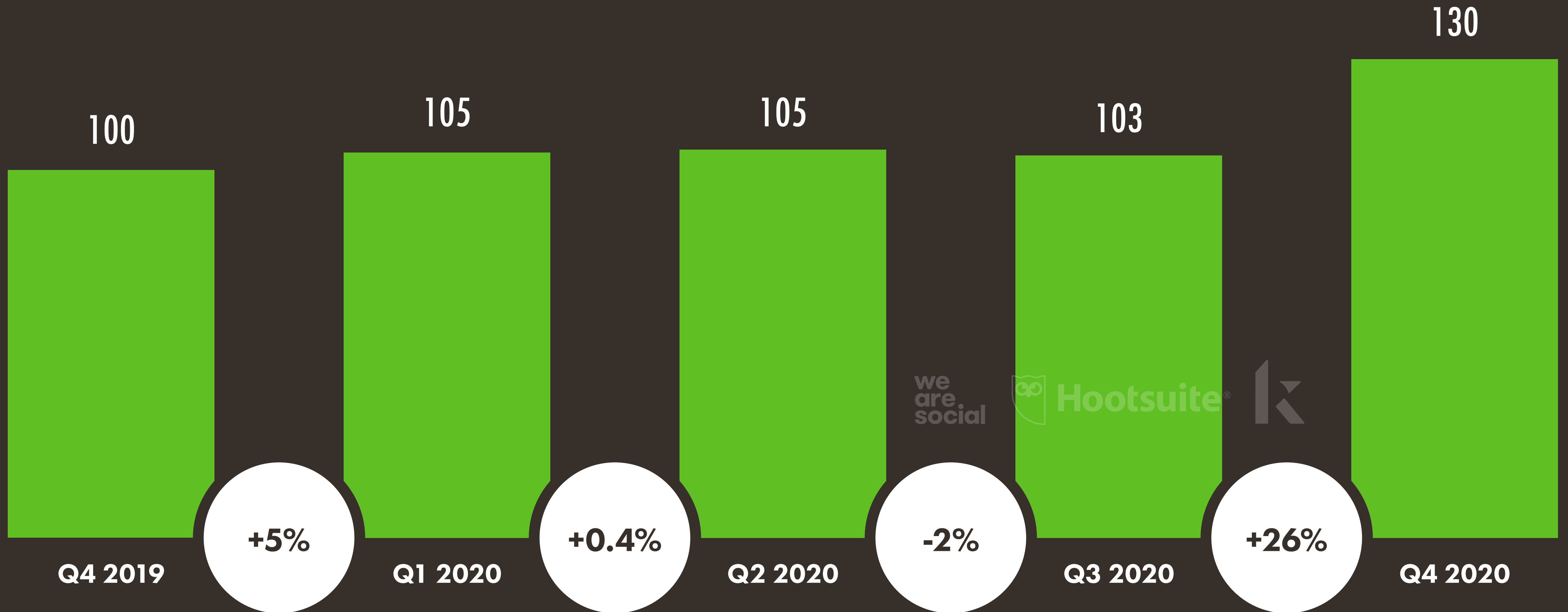


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JAN  
2021

# QUARTERLY CHANGE IN SOCIAL MEDIA AD IMPRESSIONS

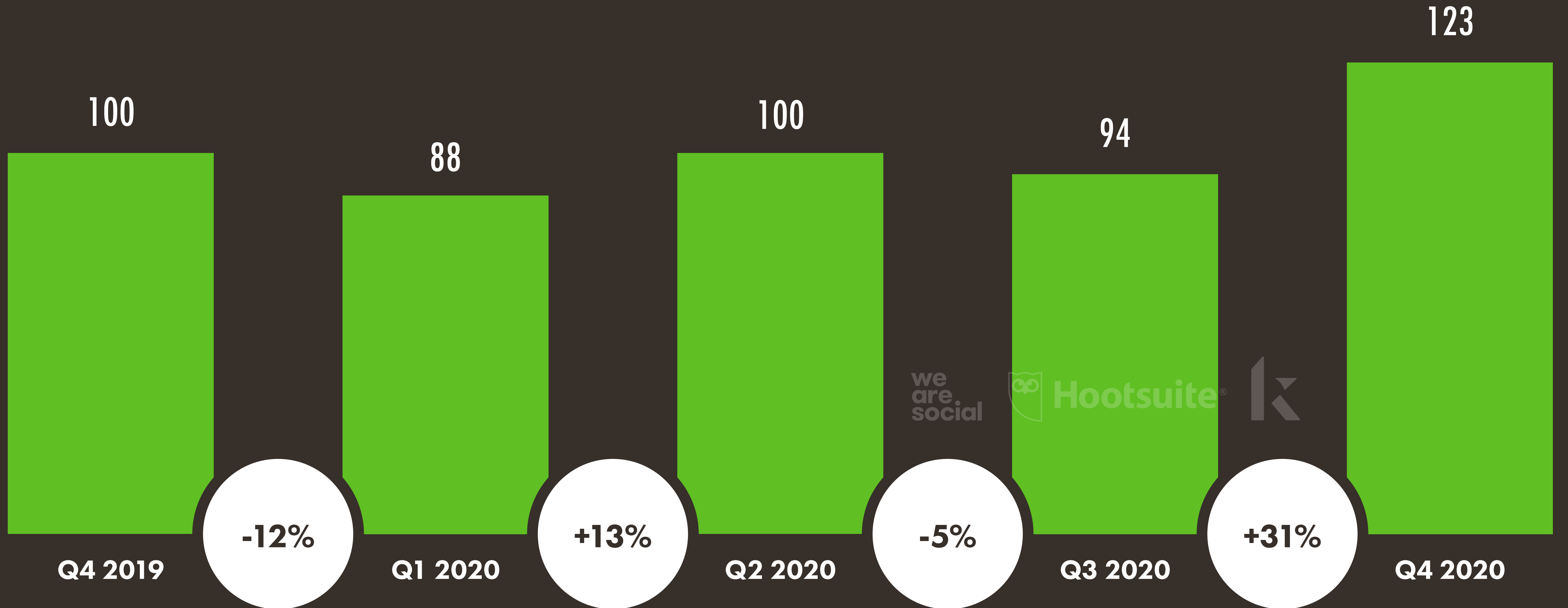
QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF AD IMPRESSIONS SERVED VIA SOCIAL MEDIA PLATFORMS, REPORTED AS AN INDEX



JAN  
2021

# QUARTERLY CHANGE IN SOCIAL MEDIA AD CLICKS

QUARTER-ON-QUARTER CHANGE IN THE TOTAL NUMBER OF CLICKS ON SOCIAL MEDIA ADS, REPORTED AS AN INDEX

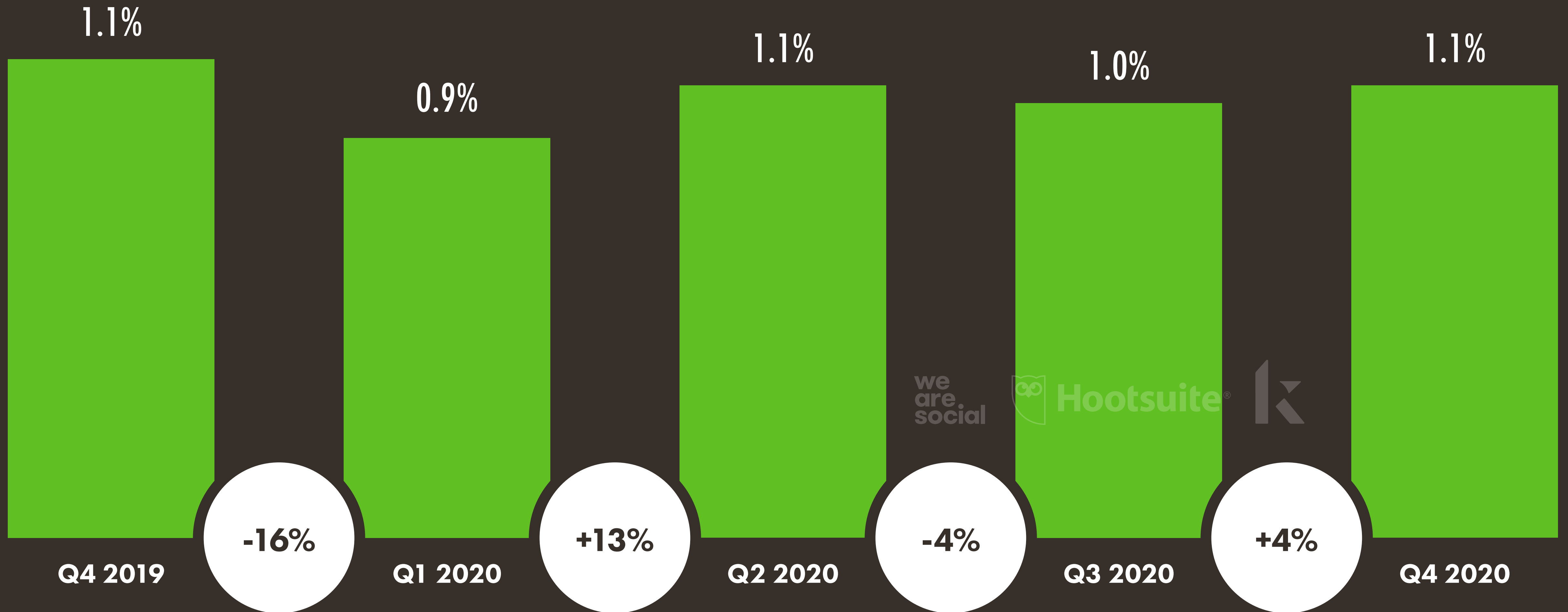


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JAN  
2021

# QUARTERLY CHANGE IN SOCIAL MEDIA AD CTR

QUARTER-ON-QUARTER CHANGE IN THE AVERAGE GLOBAL CLICK-THROUGH RATE (CLICKS vs. IMPRESSIONS) ON SOCIAL MEDIA ADS

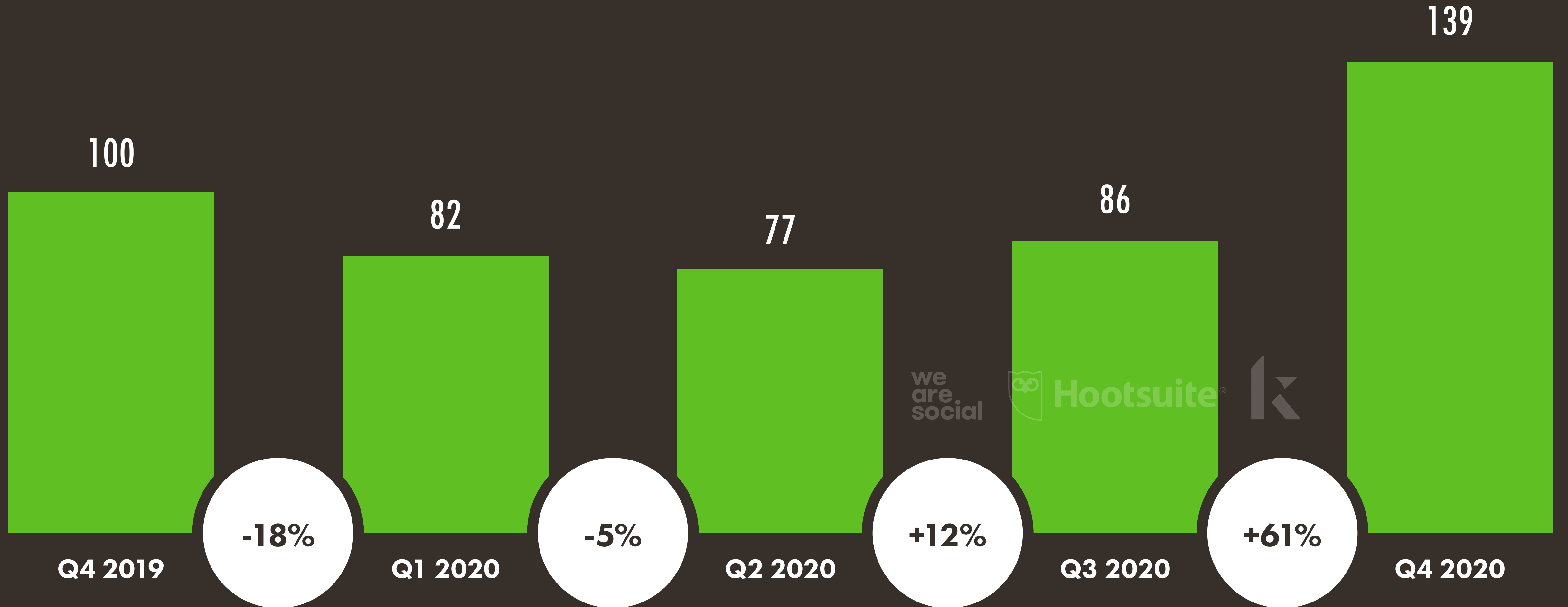


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JAN  
2021

# QUARTERLY CHANGE IN SOCIAL MEDIA AD SPEND

QUARTER-ON-QUARTER CHANGE IN THE TOTAL AMOUNT THAT ADVERTISERS SPENT ON SOCIAL MEDIA ADS, REPORTED AS AN INDEX

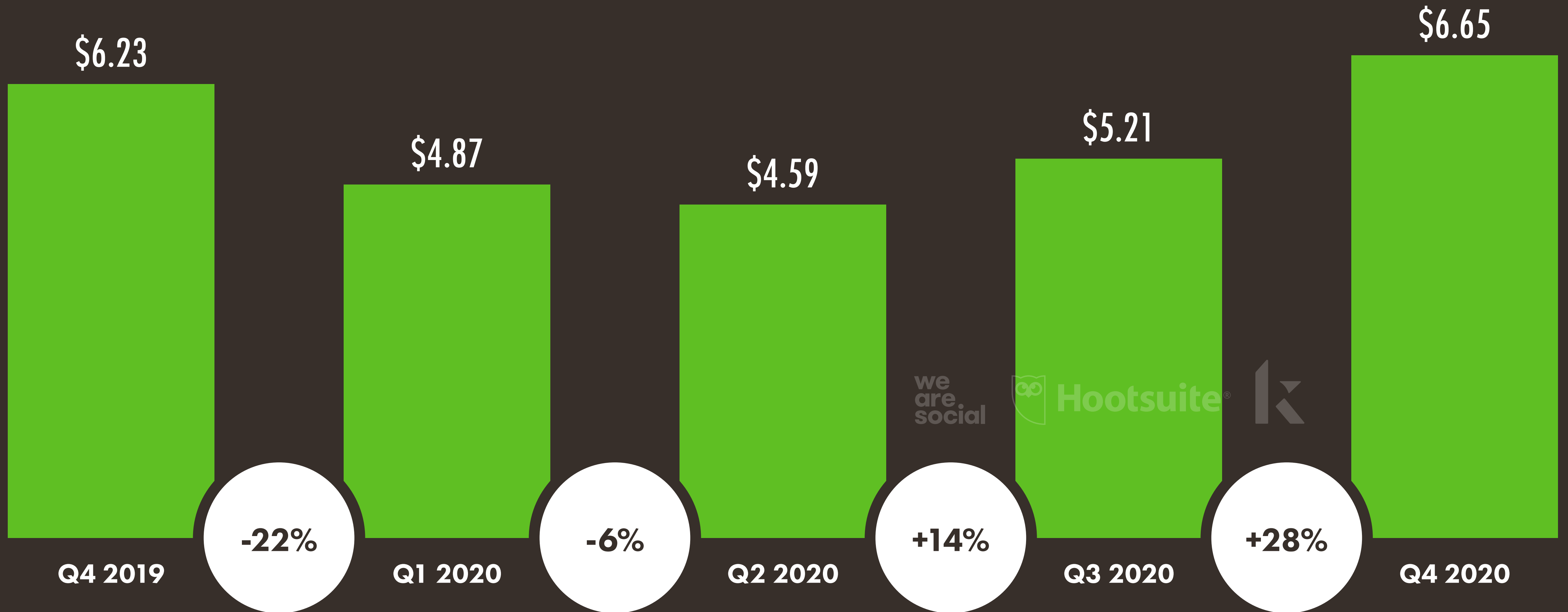




JAN  
2021

# QUARTERLY CHANGE IN SOCIAL MEDIA AD CPM

QUARTER-ON-QUARTER CHANGE IN THE GLOBAL AVERAGE 'COST-PER-MILLE' (CPM) OF SOCIAL MEDIA ADS (IN U.S. DOLLARS)



# HOOTSUITE'S PERSPECTIVE: DIGITAL ADVERTISING TRENDS



## **SOCIAL AD BUDGETS GET A BOOST**

With impressive reach and precise targeting capabilities, it's no surprise that social advertising budgets are set to increase in 2021. According to our Social Trends survey, 60% of organizations that run social ads intend to spend more on them in 2021.



## **ALL EYES ON INSTAGRAM**

Our survey found that more than 60% of organizations are planning on increasing their investment in Instagram in 2021. With broad demographics, new social commerce features, and opportunities for both brand storytelling and lead generation in Stories, Instagram continues to deliver strong value for brands looking to balance brand and performance marketing.

**Hootsuite makes it easy to publish photos, videos, stories, and carousels to Instagram. [Learn more here.](#)**



**MORE INFORMATION**

**CLICK THE LOGOS TO ACCESS ADDITIONAL  
CONTENT, INSIGHTS, AND RESOURCES  
FROM WE ARE SOCIAL AND HOOTSUITE:**



**WE ARE SOCIAL**



**HOOTSUITE**

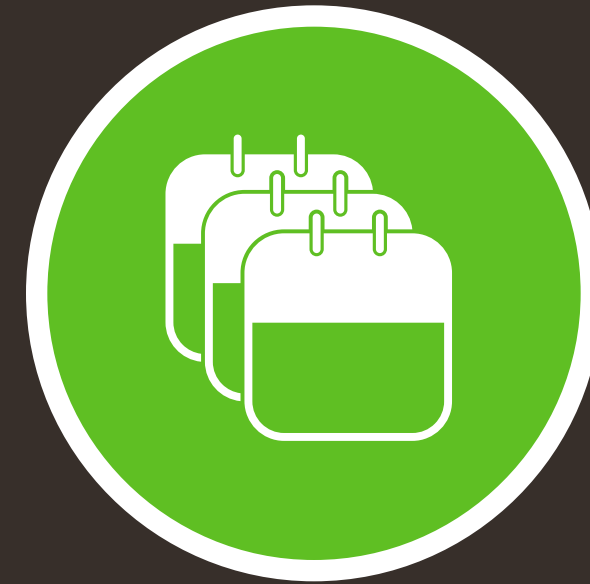


## SPECIAL THANKS: GWI

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL  
COVERAGE**



**ONGOING DATA COLLECTION  
ACROSS 46 MARKETS**



**CROSS-DEVICE  
COVERAGE**

Learn more at <https://www.globalwebindex.com>

# SPECIAL THANKS: STATISTA

statista 

**Statista** is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL  
INTERNET POPULATION**



**OVER 150 COUNTRIES  
AND REGIONS**



**98% OF WORLDWIDE  
ECONOMIC POWER**



**MORE THAN 30,000  
INTERACTIVE STATISTICS**

Learn more about Statista at <https://www.statista.com>

# SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in red and "Intelligence" in black, both in a sans-serif font, positioned within a white circular background.

**GSMA Intelligence** is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <https://www.gsmaintelligence.com>

# SPECIAL THANKS: SEMRUSH



**Semrush** is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



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**DATA FOR MOBILE  
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BACK TO 2012**

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# SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



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REGISTERED USERS**



**BEST-IN-CLASS  
DATA**



**COVERAGE ACROSS  
150 COUNTRIES**



**UNPARALLELED  
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Learn more about App Annie at <https://www.appannie.com>



# SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB  
INTELLIGENCE**



**APP  
INTELLIGENCE**



**GLOBAL  
COVERAGE**



**GRANULAR  
ANALYSIS**

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# SPECIAL THANKS: LOCOWISE



Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



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OVER 300 METRICS**



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IN ONE PLACE**



**PREDICTIVE  
METRICS TO DRIVE  
FUTURE STRATEGY**

Learn more about Locowise at <https://locowise.com>

The Kenshoo logo, consisting of the word "kenshoo" in a lowercase, sans-serif font, is centered within a white circle.

# SPECIAL THANKS: KENSHOO

**Kenshoo** is the only independent, global marketing platform for strategy, measurement, and best-of-breed activation across all of the world's most important media.



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AND AGENCIES**



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**5,000 EVENTS  
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# DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI\* (Q3 2020).

**INTERNET:** ITU Statistics; Eurostat Data Explorer; GWI; local government authorities; CNNIC; APJII (all accessed January 2021). **Mobile internet share** based on data from GWI\* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent** on the internet from GWI\* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa (monthly average based on 3-month period to mid-January 2021). **Web language** insights via W3Techs (Jan 2021). **Google search** insights from Google Trends

(accessed Jan 2021). Data on use of **data misuse fears, voice search, and ad blockers** from GWI\* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Content streaming** insights from GWI\* (Q3 2020). **Smart Home** insights from Statista Digital Market Outlook\* (accessed Jan 2021); GWI\* (Q3 2020).

**SOCIAL MEDIA:** Social media platforms' self-service advertising tools; company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media; OCDH (all latest data available in January 2021). **Time spent** from GWI\* (Q3 2020). **Facebook and Instagram engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Twitter emoji insights** from Emojitracker (accessed Jan 2021). **Top pages, accounts, channels, and hashtags** from Kepios analysis of public data published on each platform (Jan 2021).

**MOBILE:** GSMA Intelligence (Jan 2021); Ericsson Mobility Report (Nov 2020); Ericsson Mobility Calculator and Mobility Visualizer tools (accessed Jan 2021). **Mobile Apps:** App Annie (Jan 2021). **Mobile actions:** GWI\* (Q3 2020).

**ECOMMERCE:** Adoption by device, gender and age: GWI\* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook\* (both accessed Jan 2021); GWI\* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook\* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook\* (accessed Jan 2021); GWI\* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook\* (accessed Jan 2021); GWI\* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook\* (accessed Jan 2021); GWI\* (Q3 2020). **Credit card penetration:** World Bank (accessed Jan 2021).

**ADVERTISING:** Brand discovery and research channels: GWI\* (Q3 2020). **Market value:** Statista Digital Market Outlook\* and Statista Advertising & Media Outlook\* (both accessed Jan 2021). **Quarterly evolution benchmarks:** Kenshoo (Jan 2021).

**NOTE:** All data may include extrapolations.

\*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

\*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

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.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

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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