



# DIGITAL 2023

## GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we  
are  
social

<O> Meltwater

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# THE CHANGING WORLD OF DIGITAL IN 2023

Over the past twelve months, the world's digital behaviours have shown some of the most profound changes we've seen in years, even compared with "the pandemic years". And in fact, our top story in this year's report doesn't relate to digital growth, but to an overall *decline* in the amount of time that each individual spends using the internet.

It's important to stress that this decline *doesn't* indicate that the internet is becoming less important in our lives, however. Rather, it suggests that people are becoming more purposeful in their use of digital technologies, and are prioritising the *quality* of their connected experiences over the quantity.

Despite the decline in overall time spent, however, people are actually spending more time than ever using social media, and in stark contradiction to the endless click-bait foretelling an imminent "demise" of social media, global user numbers continue to grow.

We've seen some important revisions in the advertising reach figures published by individual platforms though, so marketers will want to pay close attention to the latest numbers, to ensure they're making the best informed decisions. Moreover, we've got some great insights into how the audiences of each platform overlap, as well as what people are actually doing on these platforms.

For example, one of the most intriguing stories in that data is how social media's role in search is evolving, with ever more people turning to social platforms to find information and discover new things. There's been plenty of evolution in the world's broader search behaviours too, and some of those changes may come as a surprise.

The world isn't just going online to find information though, even if that remains the primary reason why people use the internet today. We're also spending more time than ever streaming content

over the internet, more people than ever are buying things online, and we're also using an ever wider range of connected devices.

Mobile phones remain at the centre of the world's digital behaviours, with the typical user now spending more than five hours per day interacting with their smartphone. However, computers continue to play an essential role in the world's digital activities, and these devices still account for more than half of all connected time across countries in Northern America and Western Europe.

We've also seen some of the "hottest" digital trends cool over recent months, with rising economic challenges and a series of scandals unwinding much of the recent growth in areas such as cryptocurrencies and NFTs.

But with the latest trends revealing that internet users everywhere are becoming more *discerning* in their use of connected tech, we can expect all

of these online behaviours to continue evolving during the course of 2023. Macroeconomic trends will likely have the most widespread influence, but the rise of technologies like generative AI may also have a profound impact on the ways we work, rest, and play online.

If you'd like to explore a more detailed analysis of this year's numbers, you'll find my complete Digital 2023 review in [this article](#) over on DataReportal, but click on to the next page here to start reading our biggest ever collection of digital stats and trends.

But with that, I'd like to wish you the very best of luck for your year in digital in 2023 – here's to more purposeful and discerning success for all of us.

Simon Kemp  
Chief Analyst  
DataReportal



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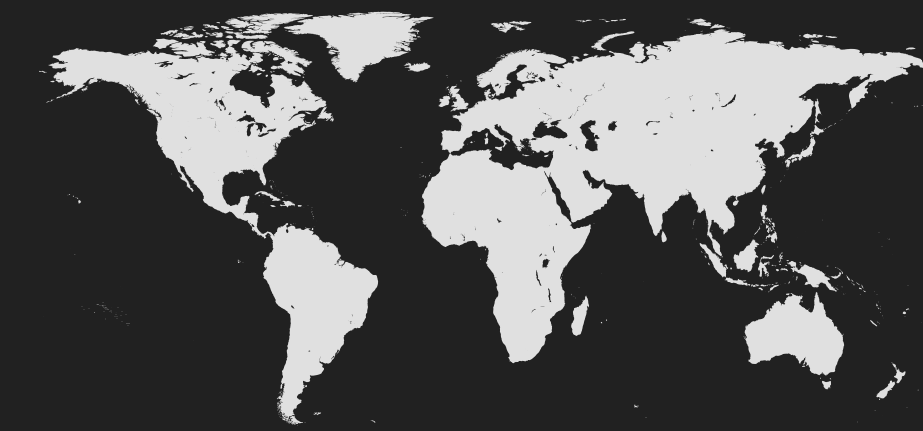
# EXPLORE MORE OF THE GLOBAL DIGITAL REPORTS SERIES



## DIGITAL 2023

LOCAL COUNTRY HEADLINES REPORT

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



## DIGITAL 2022

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



[CLICK HERE](#) TO READ OUR **DIGITAL 2023 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, [CLICK HERE](#) TO READ LAST YEAR'S **DIGITAL 2022 GLOBAL OVERVIEW** REPORT

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

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



## IMPORTANT NOTES ON COMPARING DATA

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

such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. Where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in our previous reports, so we **strongly advise readers not to compare** the associated current figures with the equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points

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

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# GLOBAL HEADLINES

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# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



we  
are  
social

**8.01**  
BILLION

URBANISATION

**57.2%**

UNIQUE MOBILE  
PHONE USERS



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**5.44**  
BILLION

vs. POPULATION

**68.0%**

INTERNET  
USERS



KEPIOS

**5.16**  
BILLION

vs. POPULATION

**64.4%**

ACTIVE SOCIAL  
MEDIA USERS



**4.76**  
BILLION

vs. POPULATION

**59.4%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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# DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL  
POPULATION



**+0.8%**

YEAR-ON-YEAR CHANGE

**+67 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+3.2%**

YEAR-ON-YEAR CHANGE

**+168 MILLION**

INTERNET  
USERS



**+1.9%**

YEAR-ON-YEAR CHANGE

**+98 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+3.0%**

YEAR-ON-YEAR CHANGE

**+137 MILLION**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMA & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.



# Global Overview

Our **2023 Marketing Trends** guide provides a glimpse at what the next generation of digital marketing has to offer.



## Short-Form Video's Heyday

Short-form video is here to stay. And though what qualifies as “short” varies, easily-digestible video content remains a priority for social platforms.

Marketers: Now is the time to embrace short-form video and experiment with length and new platform features, especially as social commerce gains even more traction in 2023.



## Goodbye Third-Party Cookies

The death of third-party cookies is imminent. Until then, marketers need to spend 2023 overhauling their performance metrics.

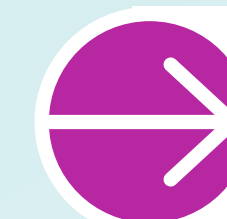
Expect widespread shifts to gathering first-party data and using contextual marketing. [Understanding who your audience is](#), where they are active online, and how they interact with your brand across the web is going to be an important part of strategy building in 2023 and beyond.



## Accessibility Visibility

Thanks in part to Gen-Z's love of subtitles, closed-captions are now a regular sight in short-form video content across the internet.

Social platforms are continuing to invest in those and other accessibility features, but there's still a long way to go. A [2022 Business Disability Forum survey](#) of disabled consumers found that 42% of respondents couldn't complete an online purchase because of inaccessible websites or apps.



Want to make the most of rising marketing trends? Download our **2023 Marketing Trends guide**.

WE ARE SOCIAL

# THINK FORWARD 2023

## FRAGMENTED FUTURES

Last year, we emerged from the pandemic into a new online landscape. IRL and URL life were already impossibly entangled, and much was on the horizon: metaverses in which to while away our days, NFTs to deck the walls of digital houses, crypto wallets for paying for goods and services in virtual malls. But this year, what was cracked has now shattered into many segmented realities. An accurate vision of the future is now less like looking through a telescope, more like looking through a kaleidoscope: it's coming through as several diverse fragments, not one single perspective.

In this fragmented space, online factions are carving out their own customs, niches, and territories – their own marginal worlds that have the power to become the mainstream.

On a social level, gone are the days of feeds clustered around friends and family – here are the days of For You Pages guided by individual interests. On a cultural level, gone is the universal watercooler chat dictated by shared popular culture – today's agenda is set by ever-more niche and transient corners of the internet. And on a personal level, identities are more layered and fluid than ever before, more like an 'avatar du jour' than a static understanding of self.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

**FIND OUT MORE IN  
THINK FORWARD 2023 >**



## THE TRENDS

### 1. TEXTURED DISCOVERY

PEOPLE WANT SOCIAL TO BE LESS PRECISE AND MORE EXPLORATORY

### 2. COLLAPSING NARRATIVES

STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

### 3. MARGIN-CHASERS

ON SOCIAL, EXTREME BEHAVIOUR IS SEEN AS MORE AUTHENTIC, GAINING TRACTION AND CUTTING THROUGH

### 4. NEW COOPERATIVES

THE CULT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

### 5. EXPANDING IDENTITIES

VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE



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# POPULATION ESSENTIALS

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# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GLOBAL OVERVIEW

TOTAL  
POPULATION



**8.01**  
BILLION

FEMALE  
POPULATION



we  
are  
social

**49.7%**

MALE  
POPULATION



**50.3%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**+0.8%**  
**+67 MILLION**

MEDIAN AGE OF  
THE POPULATION



**30.4**

URBAN  
POPULATION



**57.2%**

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



**61.6**

OVERALL LITERACY  
(ADULTS AGED 15+)



we  
are  
social

**86.7%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**83.3%**

MALE LITERACY  
(ADULTS AGED 15+)



**90.1%**

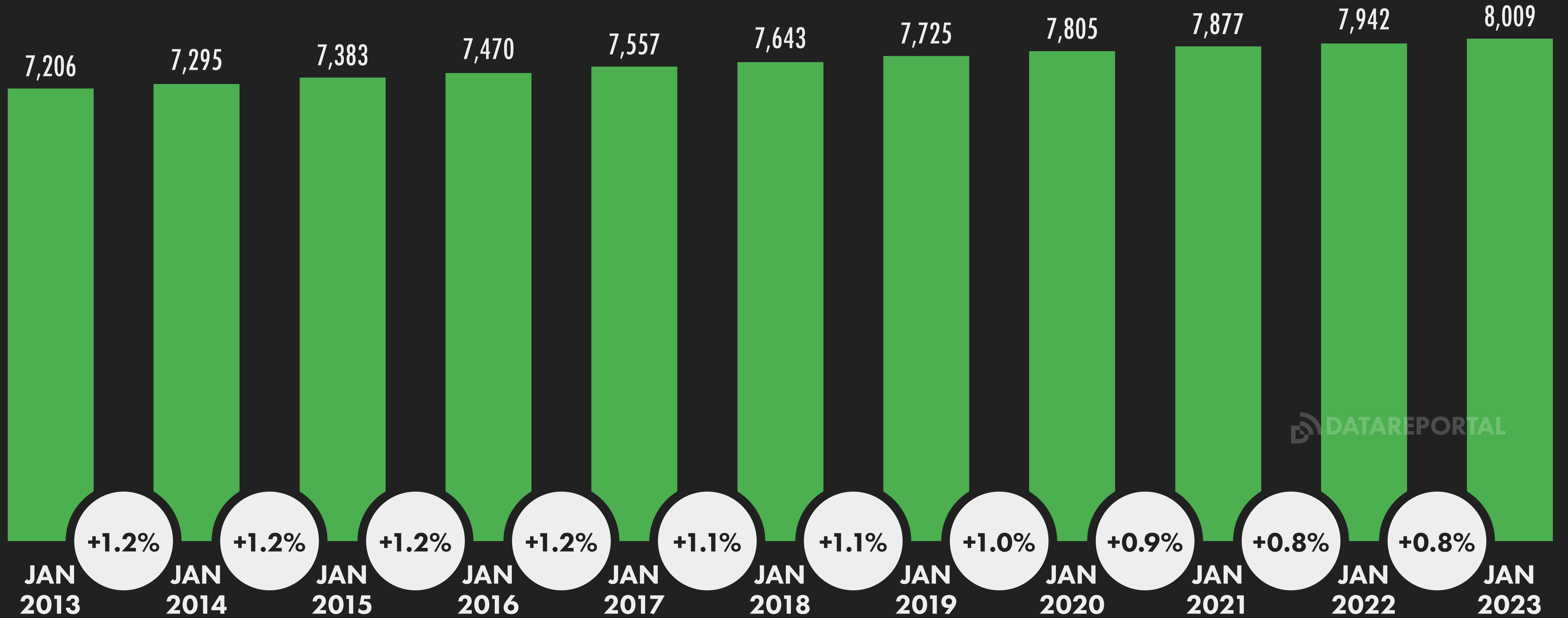
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# GLOBAL POPULATION OVER TIME

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



GLOBAL OVERVIEW



DATAREPORTAL



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# POPULATION BY GEOGRAPHIC REGION

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



GLOBAL OVERVIEW



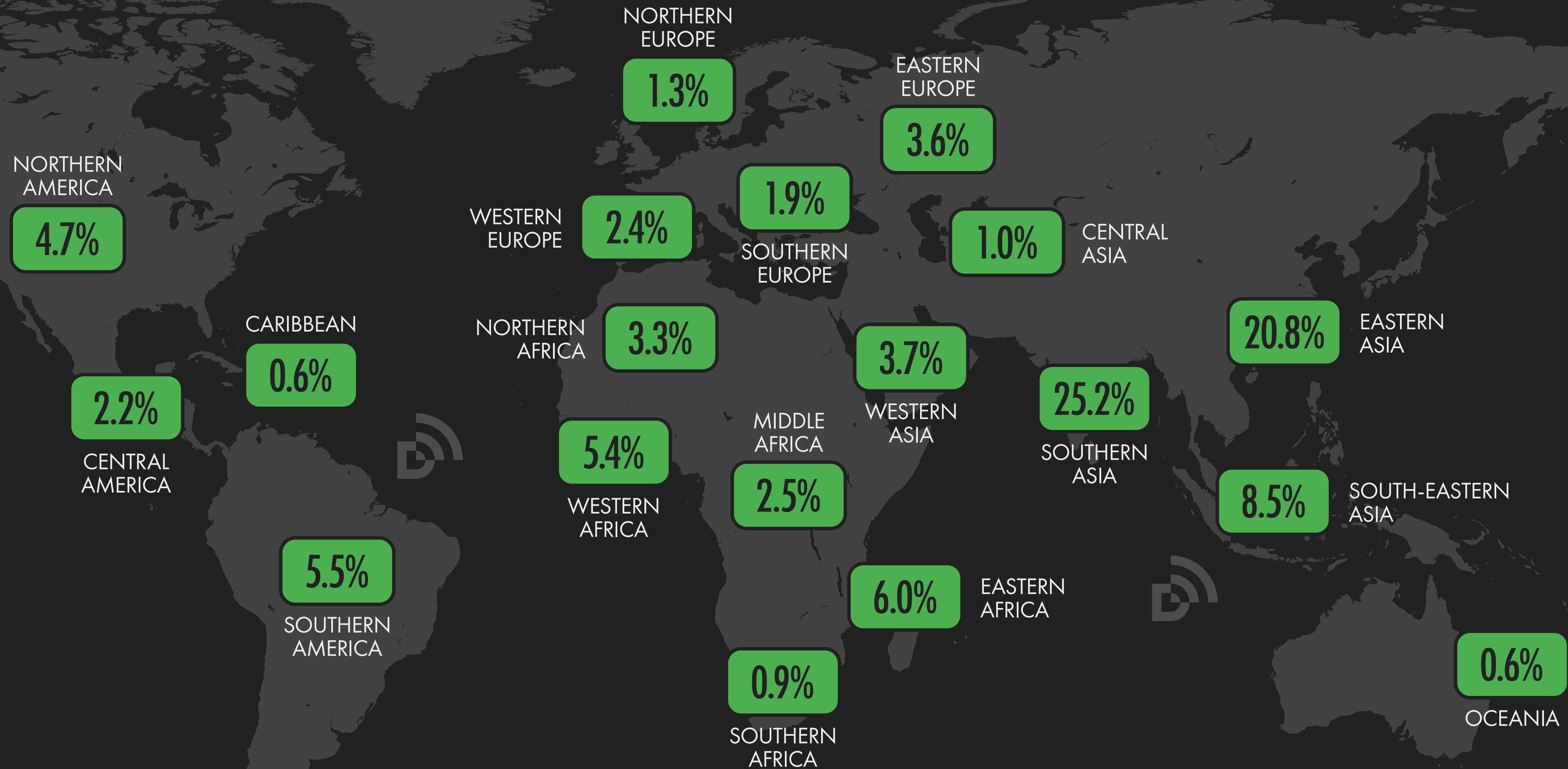
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# SHARE OF THE GLOBAL POPULATION BY REGION

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



GLOBAL OVERVIEW



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# COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS



GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
01	CHINA	1,425,849,000	-0.01%	17.8%
02	INDIA	1,422,027,000	+0.7%	17.8%
03	UNITED STATES OF AMERICA	339,080,000	+0.5%	4.2%
04	INDONESIA	276,386,000	+0.6%	3.5%
05	PAKISTAN	238,126,000	+2.0%	3.0%
06	NIGERIA	221,154,000	+2.4%	2.8%
07	BRAZIL	215,802,000	+0.5%	2.7%
08	BANGLADESH	172,075,000	+1.0%	2.1%
09	RUSSIAN FEDERATION	144,694,000	-0.03%	1.8%
10	MEXICO	127,984,000	+0.8%	1.6%

#	COUNTRY	POPULATION	▲YOY	vs. 🌐
11	ETHIOPIA	124,937,000	+2.6%	1.6%
12	JAPAN	123,625,000	-0.5%	1.5%
13	PHILIPPINES	116,452,000	+1.6%	1.5%
14	EGYPT	111,847,000	+1.6%	1.4%
15	DEM. REP. OF THE CONGO	100,607,000	+3.3%	1.3%
16	VIETNAM	98,531,000	+0.7%	1.2%
17	IRAN	88,844,000	+0.7%	1.1%
18	TURKEY	85,591,000	+0.6%	1.1%
19	GERMANY	83,313,000	-0.1%	1.0%
20	THAILAND	71,754,000	+0.2%	0.9%

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

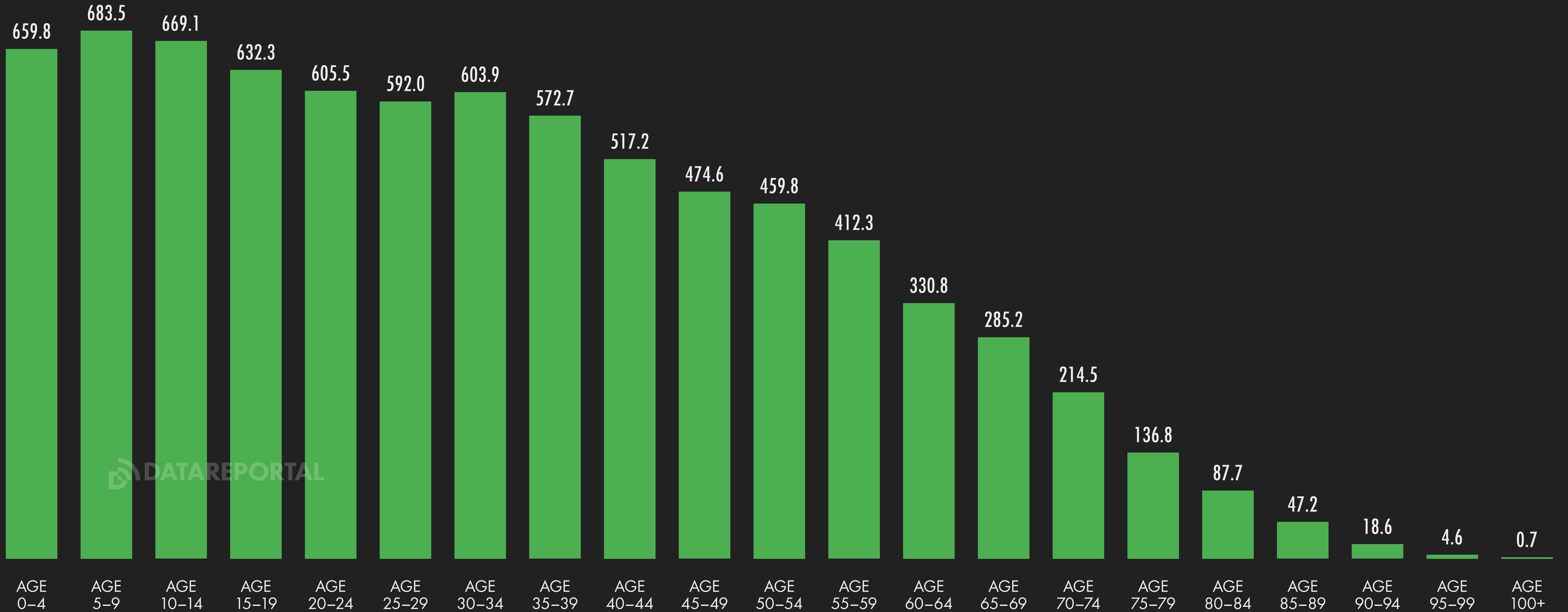
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# AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP (IN MILLIONS)



GLOBAL OVERVIEW



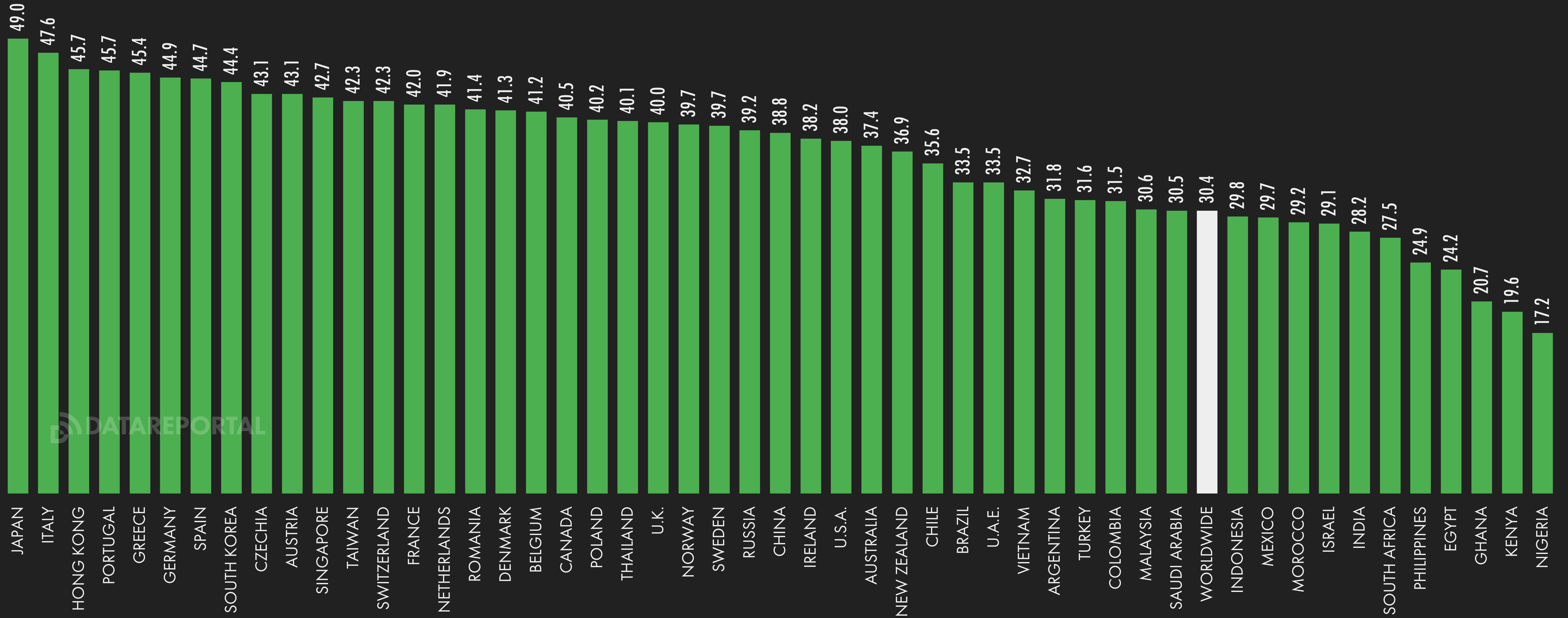
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# MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE IS AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION



GLOBAL OVERVIEW



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# LITERACY RATES BY REGION AND GENDER

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



GLOBAL OVERVIEW



FEMALE GLOBAL AVERAGE: 83.3%

MALE GLOBAL AVERAGE: 90.1%

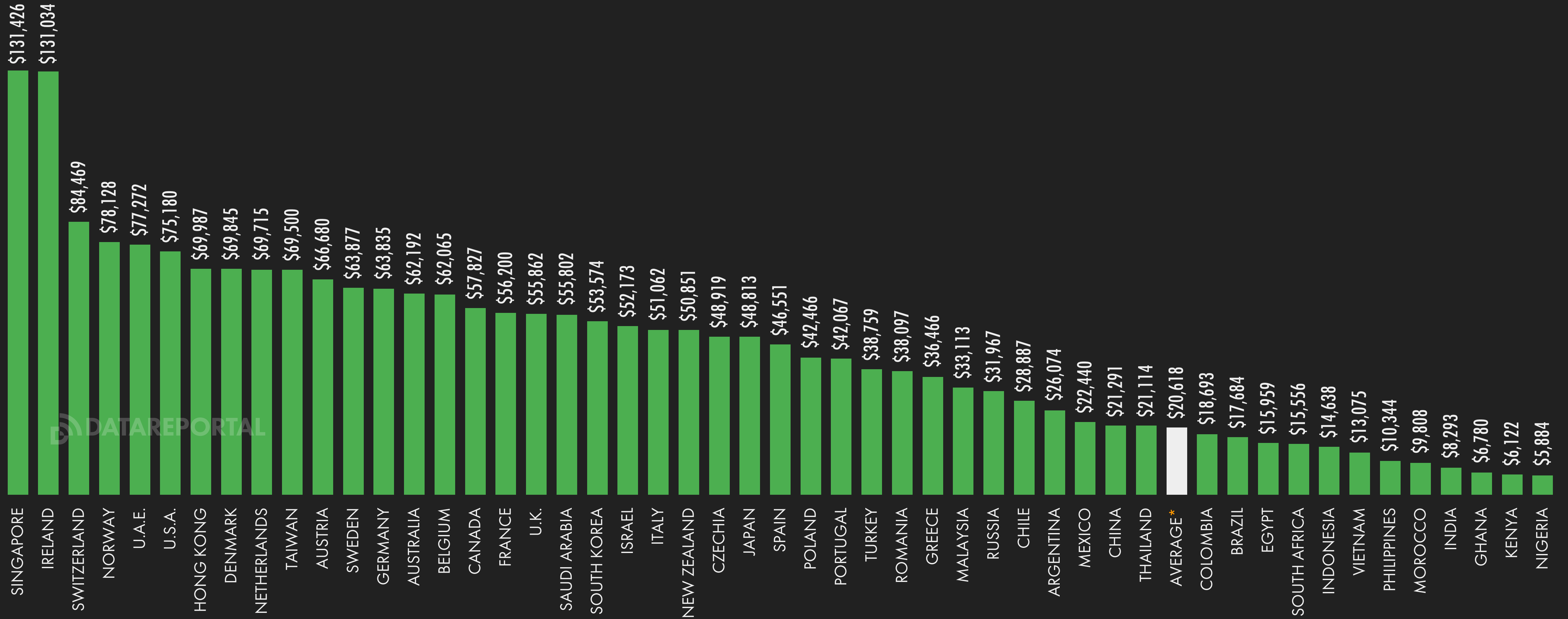
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# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

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



GLOBAL OVERVIEW



**SOURCES:** IMF (FIGURES FOR 2022 OR MOST RECENT YEAR PRIOR TO 2022); KEIOS ANALYSIS. **NOTES:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES REPRESENT LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR. (\*) "AVERAGE" VALUE REPRESENTS A WEIGHTED MEAN, BASED ON THE LATEST AVAILABLE VALUES FOR EACH COUNTRY UP TO 2022.

# GDP PER CAPITA (PPP) RANKINGS

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



GLOBAL OVERVIEW

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

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL \$)	GDP PER CAPITA (CURRENT US\$)
01	LUXEMBOURG	\$141,587	\$127,673
02	SINGAPORE	\$131,426	\$79,426
03	IRELAND	\$131,034	\$102,217
04	QATAR	\$113,675	\$82,887
05	SWITZERLAND	\$84,469	\$92,434
06	NORWAY	\$78,128	\$92,646
07	UNITED ARAB EMIRATES	\$77,272	\$47,793
08	UNITED STATES OF AMERICA	\$75,180	\$75,180
09	BRUNEI	\$74,196	\$42,939
10	SAN MARINO	\$72,070	\$47,700

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

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL \$)	GDP PER CAPITA (CURRENT US\$)
195	BURUNDI	\$865	\$293
194	SOUTH SUDAN	\$934	\$328
193	CENTRAL AFRICAN REPUBLIC	\$1,088	\$496
192	SOMALIA	\$1,322	\$539
191	DEM. REP. OF THE CONGO	\$1,328	\$660
190	NIGER	\$1,443	\$561
189	MOZAMBIQUE	\$1,457	\$542
188	MALAWI	\$1,588	\$523
187	LIBERIA	\$1,667	\$735
186	CHAD	\$1,719	\$743

**SOURCES:** IMF (FIGURES FOR 2022 OR MOST RECENT YEAR PRIOR TO 2022); KEIOS ANALYSIS. **NOTES:** 'INTERNATIONAL DOLLARS' ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE 'INTERNATIONAL DOLLAR' WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES REPRESENT LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR.



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# DEVICE OWNERSHIP

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



ANY KIND OF  
MOBILE PHONE



GWI.

**96.2%**

YEAR-ON-YEAR CHANGE  
**-0.4% (-40 BPS)**

SMART  
PHONE



we  
are  
social

**95.9%**

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

FEATURE  
PHONE



GWI.

**7.9%**

YEAR-ON-YEAR CHANGE  
**-10.2% (-90 BPS)**

LAPTOP OR  
DESKTOP COMPUTER



GWI.

**58.0%**

YEAR-ON-YEAR CHANGE  
**-8.1% (-510 BPS)**

TABLET  
DEVICE



**33.7%**

YEAR-ON-YEAR CHANGE  
**-3.2% (-110 BPS)**

GAMES  
CONSOLE



Meltwater

**20.3%**

YEAR-ON-YEAR CHANGE  
**[UNCHANGED]**

SMART WATCH OR  
SMART WRISTBAND



GWI.

**29.9%**

YEAR-ON-YEAR CHANGE  
**+9.1% (+250 BPS)**

TV STREAMING  
DEVICE



KEPIOS

**16.5%**

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

SMART HOME  
DEVICE



GWI.

**16.4%**

YEAR-ON-YEAR CHANGE  
**+16.3% (+230 BPS)**

VIRTUAL REALITY  
DEVICE



**5.6%**

YEAR-ON-YEAR CHANGE  
**+16.7% (+80 BPS)**

JAN  
2023

# DAILY TIME SPENT WITH MEDIA

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



GLOBAL OVERVIEW

TIME SPENT USING  
THE INTERNET



**6H 37M**

YEAR-ON-YEAR CHANGE  
**-4.8% (-20 MINS)**

GWI.

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



**3H 23M**

YEAR-ON-YEAR CHANGE  
**+1.5% (+3 MINS)**

Meltwater

TIME SPENT USING  
SOCIAL MEDIA



**2H 31M**

YEAR-ON-YEAR CHANGE  
**+2.0% (+3 MINS)**

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**2H 10M**

YEAR-ON-YEAR CHANGE  
**+7.4% (+9 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 38M**

YEAR-ON-YEAR CHANGE  
**+5.4% (+5 MINS)**

we  
are  
social

TIME SPENT LISTENING  
TO BROADCAST RADIO



**0H 59M**

YEAR-ON-YEAR CHANGE  
**-3.3% (-2 MINS)**

GWI.

TIME SPENT LISTENING  
TO PODCASTS



**1H 02M**

YEAR-ON-YEAR CHANGE  
**+12.7% (+7 MINS)**

KEPIOS

TIME SPENT USING  
A GAMES CONSOLE



**1H 14M**

YEAR-ON-YEAR CHANGE  
**+2.8% (+2 MINS)**

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



**INTERNET**

JAN  
2023

# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL  
INTERNET  
USERS



**5.16**  
BILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**64.4%**  
YOY: +1.1% (+70 BPS)

YEAR-ON-YEAR CHANGE  
IN THE TOTAL NUMBER  
OF INTERNET USERS



**+1.9%**  
+98 MILLION

PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



**61.6%**  
YOY: +1.4% (+87 BPS)

PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



**67.2%**  
YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



**6H 37M**  
YOY: -4.8% (-20M)

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**92.3%**  
YOY: +0.2% (+20 BPS)

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA COMPUTERS AND TABLETS



**65.6%**  
YOY: -7.9% (-560 BPS)

PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



**78.3%**

PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



**45.8%**

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.



# GWI's top trends for 2023

## The world wide ebb

Time spent online has hit a ceiling, a potential side-effect of growing distrust in the things we see on the web and their impact on our wellbeing. The way we view the internet has also changed; it's become more entertainment-based and less functional. As heads turn to Web3 and social platforms adjust to a post-TikTok world, our data gives us an idea of what to expect, and what to do about it.

**-14%**

● drop in the number who say finding information is an important reason for using the internet since Q3 2018

## As seen on social media

The way we search for products is shifting. The number of consumers doing their brand research on social media has shot up since 2015, with fewer relying on search engines. This has big implications for many retailers, who need to rethink their approach to succeeding online. Younger audiences in particular increasingly want to be inspired when browsing, rather than directed to a list of items.

**36%**

● of impulse buyers make unplanned purchases because they enjoy discovering new things

## You, me, and my avatar in Web3

No "true" metaverse exists yet, but consumers and brands are experimenting in online spaces like Roblox, Fortnite, and The Sandbox. These help us understand what the metaverse could eventually be, and its huge disruptive potential. But building a truly open world means creating an environment for self-expression, and early metaverse adopters have a key role to play in defining this landscape.

**62%**

● of those interested in creating an avatar say they'd want to customize its physical appearance

## Live a little

Past recessions have shown that people often seek small luxuries during hard times. But none of these downturns followed a time of such severe restrictions, which means pent-up demand is especially high right now. We asked consumers what products or services they'd treat themselves to on a limited budget, and the answers they gave shed light on where their spending might be headed in 2023.

**23%**

● of consumers say they would treat themselves to clothing if they were on a limited budget

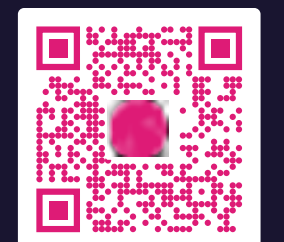
## Buy now, save the planet later

In many of the countries we track, sustainability-related trend lines are pointing down; this includes interest in environmental issues, self-reported recycling, and willingness to spend more on eco-friendly products. People are struggling to find the means or headspace to live and demand a more sustainable lifestyle, which is why consumer sentiment shouldn't be the main incentive for industry action.

**-13%**

● drop in the number of global consumers who say they expect brands to be eco-friendly since Q3 2019

[Learn more](#)



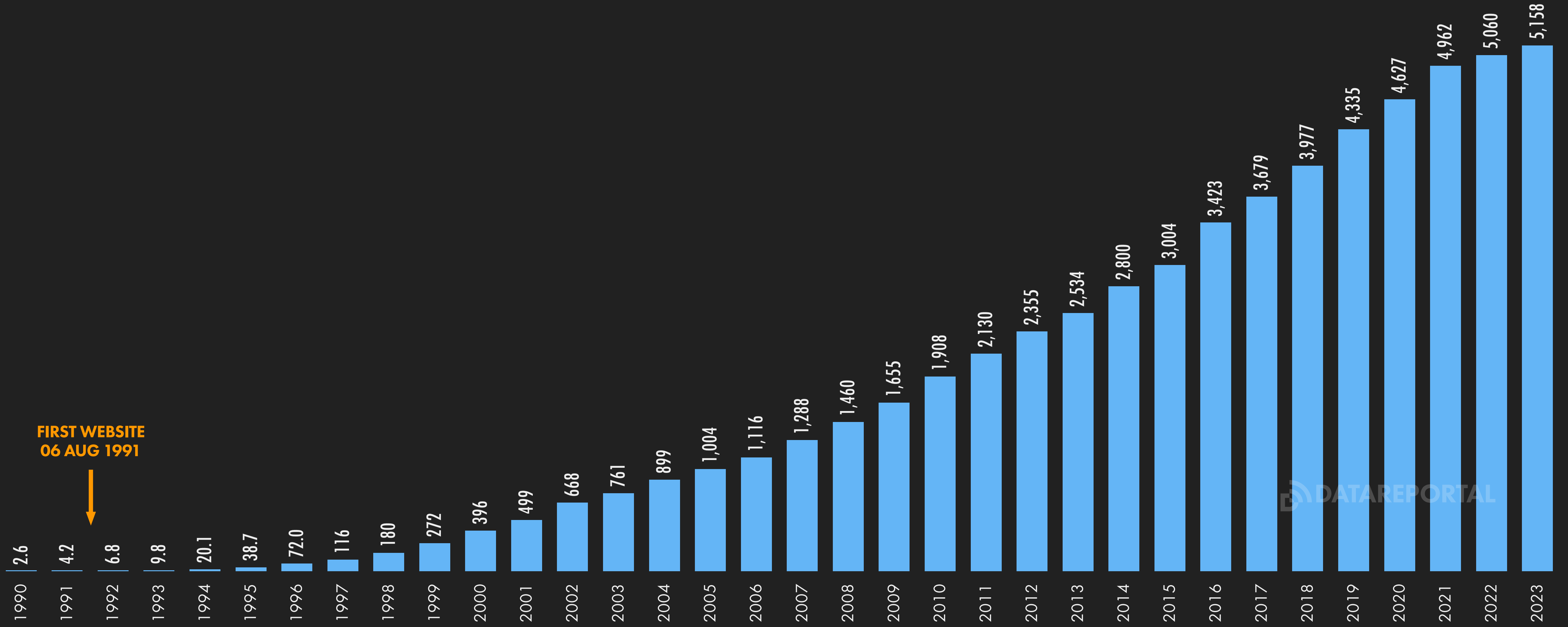
JAN  
2023

# INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)



GLOBAL OVERVIEW



FIRST WEBSITE  
06 AUG 1991



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

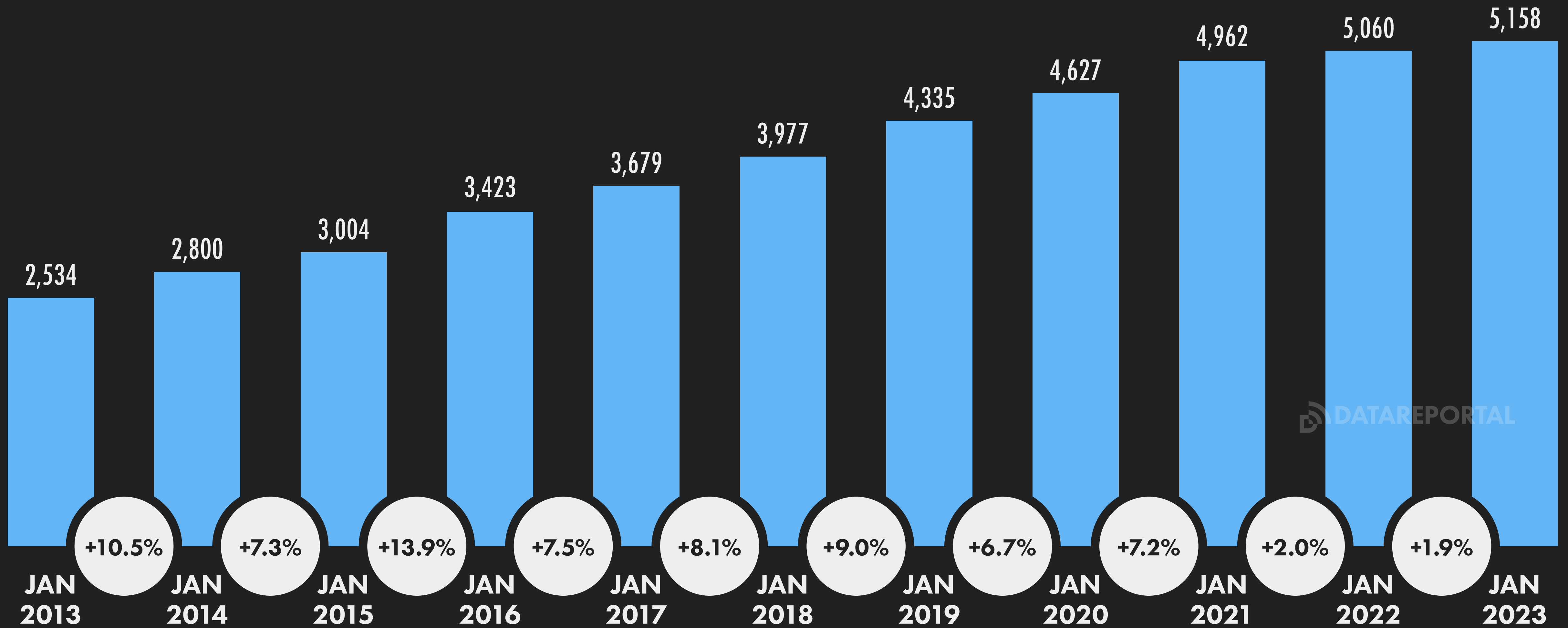
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2023

# INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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# INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:  
ITU



**5.31**  
**BILLION**

vs. POPULATION

**66.3%**

INTERNET USERS:  
WORLD BANK



**4.80**  
**BILLION**

vs. POPULATION

**59.9%**

INTERNET USERS:  
CIA WORLD FACTBOOK



**5.05**  
**BILLION**

vs. POPULATION

**63.0%**

INTERNET USERS:  
INTERNETWORLDSTATS



**5.47**  
**BILLION**

vs. POPULATION

**68.3%**

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



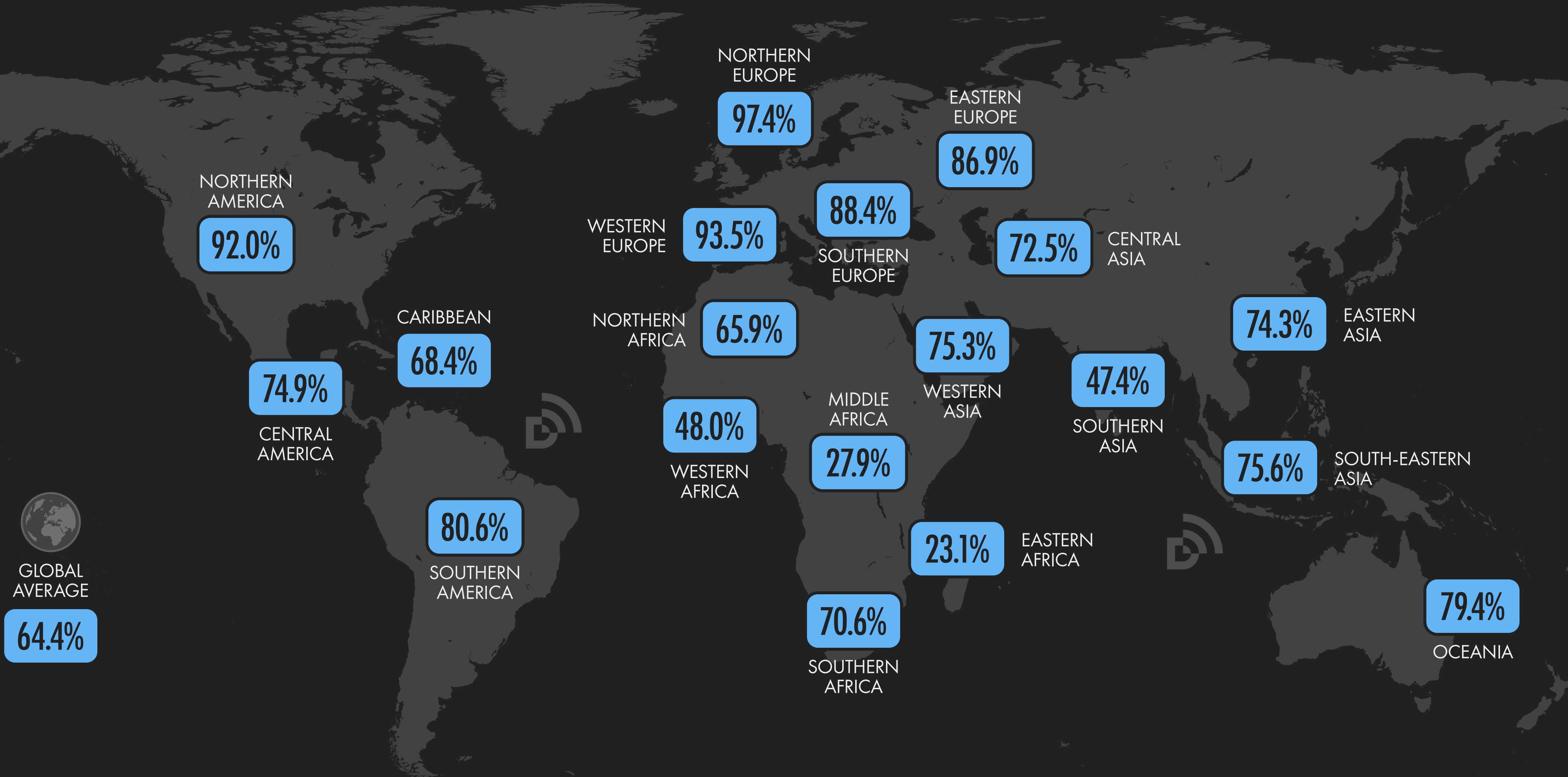
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2023

# INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



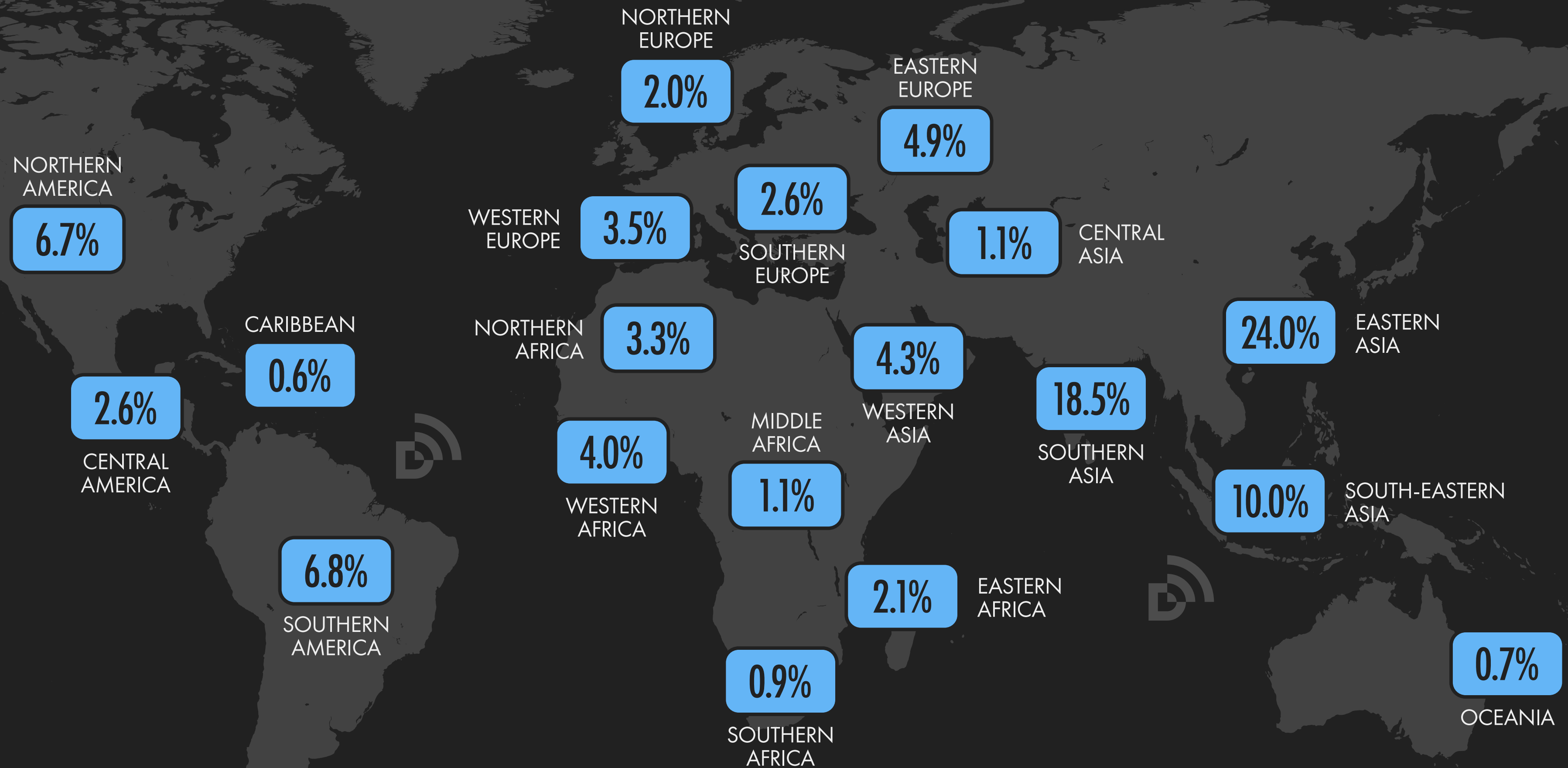
GLOBAL OVERVIEW



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# SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

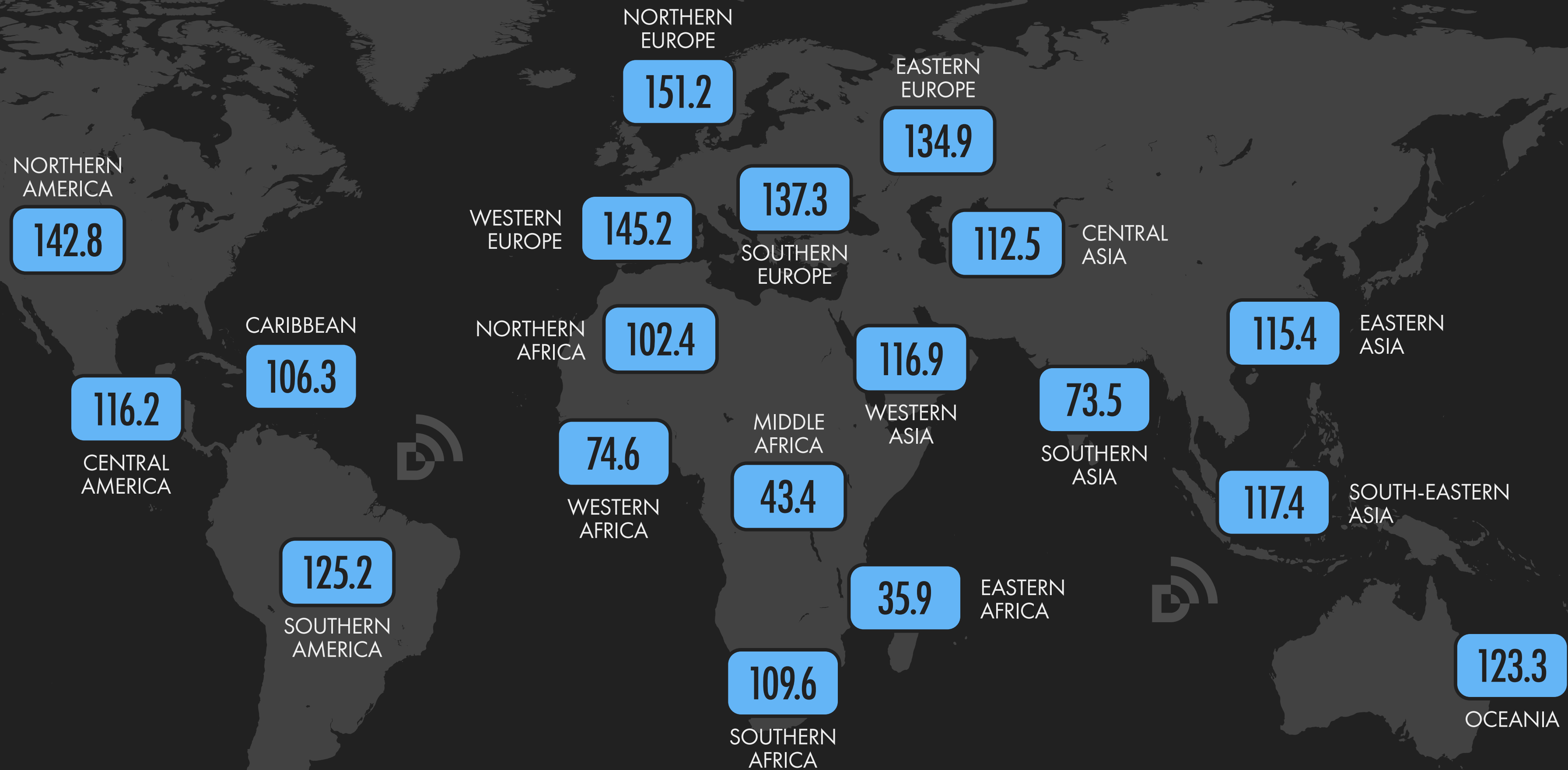


**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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# INTERNET ADOPTION: INDEXED SHARE

COMPARING EACH REGION'S SHARE OF GLOBAL INTERNET USERS WITH EACH REGION'S RESPECTIVE SHARE OF THE GLOBAL POPULATION



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** VALUES REPRESENT INDICES THAT COMPARE EACH REGION'S SHARE OF GLOBAL INTERNET USERS WITH EACH REGION'S SHARE OF THE TOTAL GLOBAL POPULATION. INDEX VALUES ABOVE 100 SHOW THAT PEOPLE IN THAT REGION ARE MORE LIKELY TO USE THE INTERNET COMPARED WITH THE GLOBAL AVERAGE, WHEREAS VALUES BELOW 100 MEAN THAT PEOPLE IN THAT REGION ARE LESS LIKELY TO USE THE INTERNET COMPARED WITH THE GLOBAL AVERAGE. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

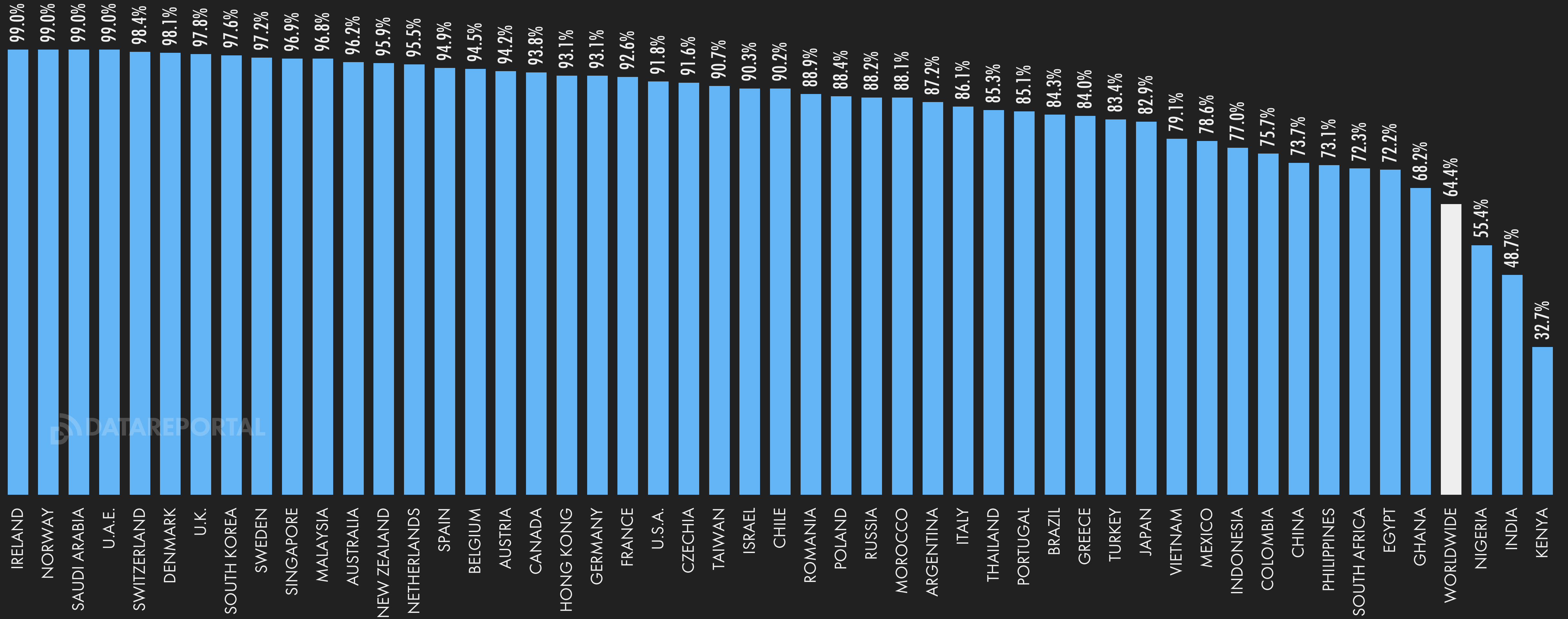
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2023

# INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



DATA REPORTAL

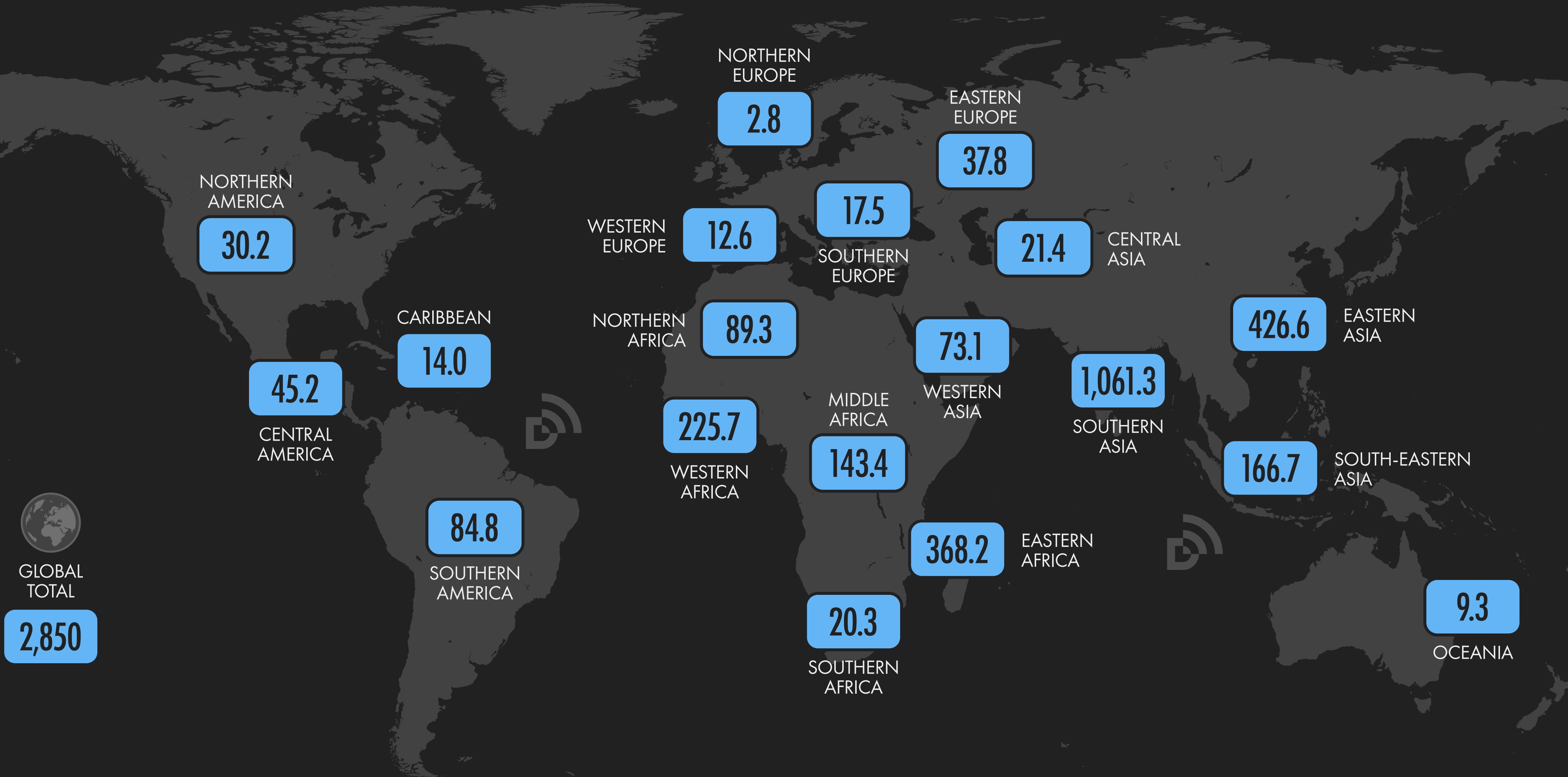
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2023

# UNCONNECTED POPULATIONS

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



GLOBAL OVERVIEW



# UNCONNECTED POPULATIONS

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



## ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED POPULATION	% OF POP. OFFLINE
01	INDIA	730,027,000	51.3%
02	CHINA	374,709,000	26.3%
03	PAKISTAN	150,779,000	63.3%
04	BANGLADESH	105,138,000	61.1%
05	ETHIOPIA	104,073,000	83.3%
06	NIGERIA	98,635,000	44.6%
07	DEM. REP. OF THE CONGO	77,568,000	77.1%
08	INDONESIA	63,514,000	23.0%
09	TANZANIA	45,456,000	68.4%
10	KENYA	36,699,000	67.3%

## RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED POPULATION
01	NORTH KOREA <sup>1</sup>	>99.9%	[BLOCKED]
02	SOUTH SUDAN	93.0%	10,223,000
03	SOMALIA	90.2%	16,108,000
04	BURUNDI	89.8%	11,734,000
05	CENTRAL AFRICAN REPUBLIC	89.4%	5,058,000
06	ETHIOPIA	83.3%	104,073,000
07	CHAD	82.1%	14,776,000
08	AFGHANISTAN	81.6%	34,008,000
09	MADAGASCAR	80.3%	24,061,000
10	MOZAMBIQUE	79.3%	26,504,000

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

# LOW LEVELS OF INTERNET ADOPTION IN CONTEXT

COMPARING LEVELS OF INTERNET ADOPTION WITH ACCESS TO EVERYDAY LIFE ESSENTIALS



GLOBAL OVERVIEW

LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES	LOCATION	INTERNET ADOPTION	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA <sup>1</sup>	<0.01%	52.3%	93.8%	84.7%	SIERRA LEONE	21.2%	26.2%	63.8%	16.5%
SOUTH SUDAN	7.0%	7.2%	41.0%	15.8%	ZAMBIA	21.2%	44.5%	65.4%	31.9%
SOMALIA	9.8%	49.7%	56.5%	39.3%	BURKINA FASO	21.6%	19.0%	47.2%	21.7%
BURUNDI	10.2%	11.7%	62.2%	45.7%	ERITREA	21.7%	52.2%	51.8%	11.9%
CENTRAL AFRICAN REPUBLIC	10.6%	15.5%	37.2%	14.1%	REP. OF THE CONGO	22.0%	49.5%	73.8%	20.5%
ETHIOPIA	16.7%	51.1%	49.6%	8.9%	NIGER	22.4%	19.3%	46.9%	14.8%
CHAD	17.9%	11.1%	46.2%	12.1%	DEM. REP. OF THE CONGO	22.9%	19.1%	46.0%	15.4%
AFGHANISTAN	18.4%	97.7%	75.1%	50.5%	MALAWI	24.4%	14.9%	70.0%	26.6%
MADAGASCAR	19.7%	33.7%	53.4%	12.3%	UGANDA	24.6%	42.1%	55.9%	19.8%
MOZAMBIQUE	20.7%	30.6%	63.4%	37.2%	YEMEN	26.7%	73.8%	60.7%	54.1%

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **DEFINITIONS:** "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION SERVICES": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **NOTE:** (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.

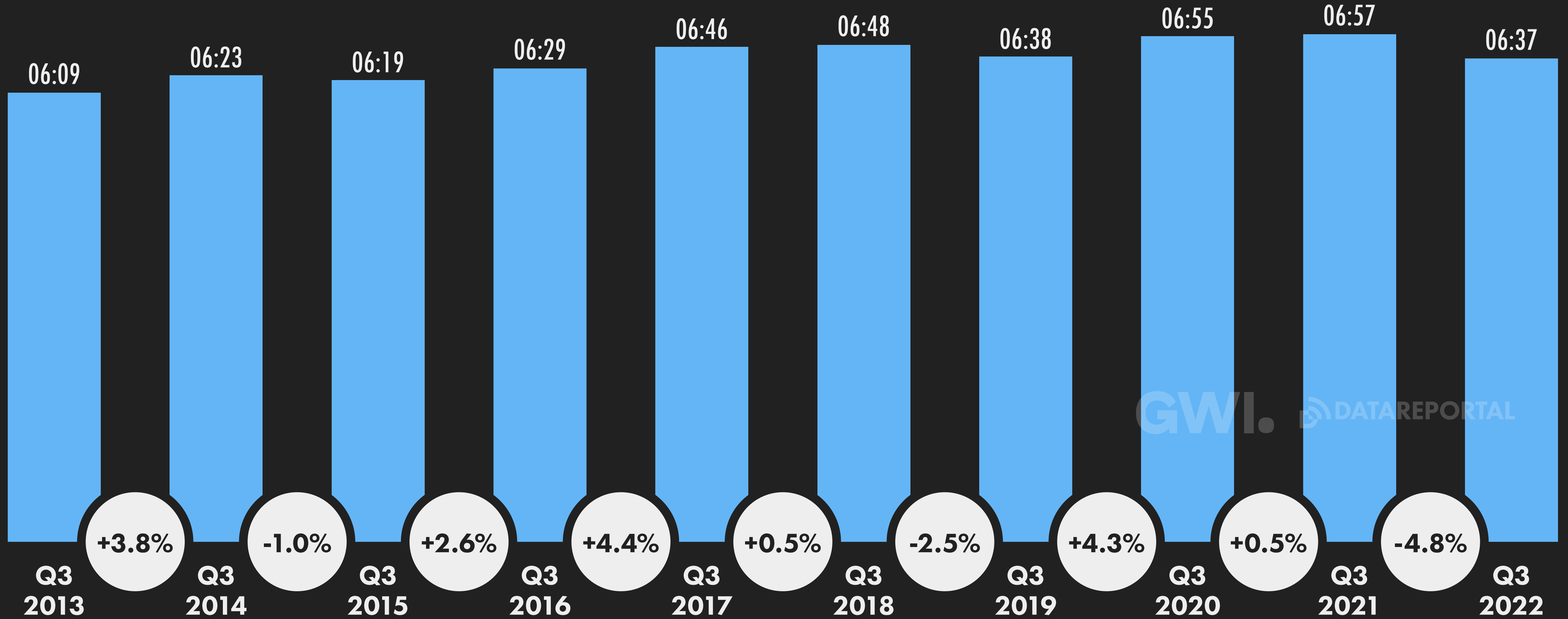
JAN  
2023

# DAILY TIME SPENT USING THE INTERNET (YOY)

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



GLOBAL OVERVIEW



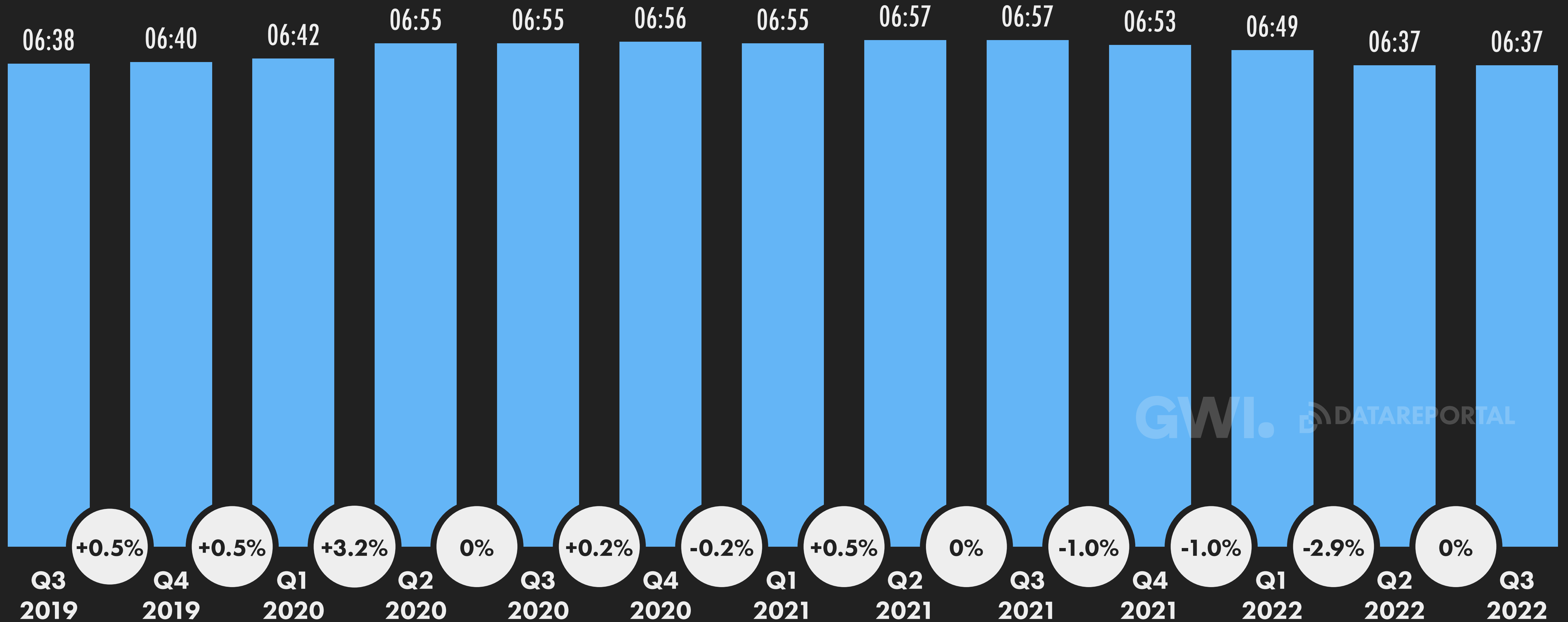
GW | DATAREPORTAL



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2023

# DAILY TIME SPENT USING THE INTERNET (QOQ)

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



GW. DATAREPORTAL

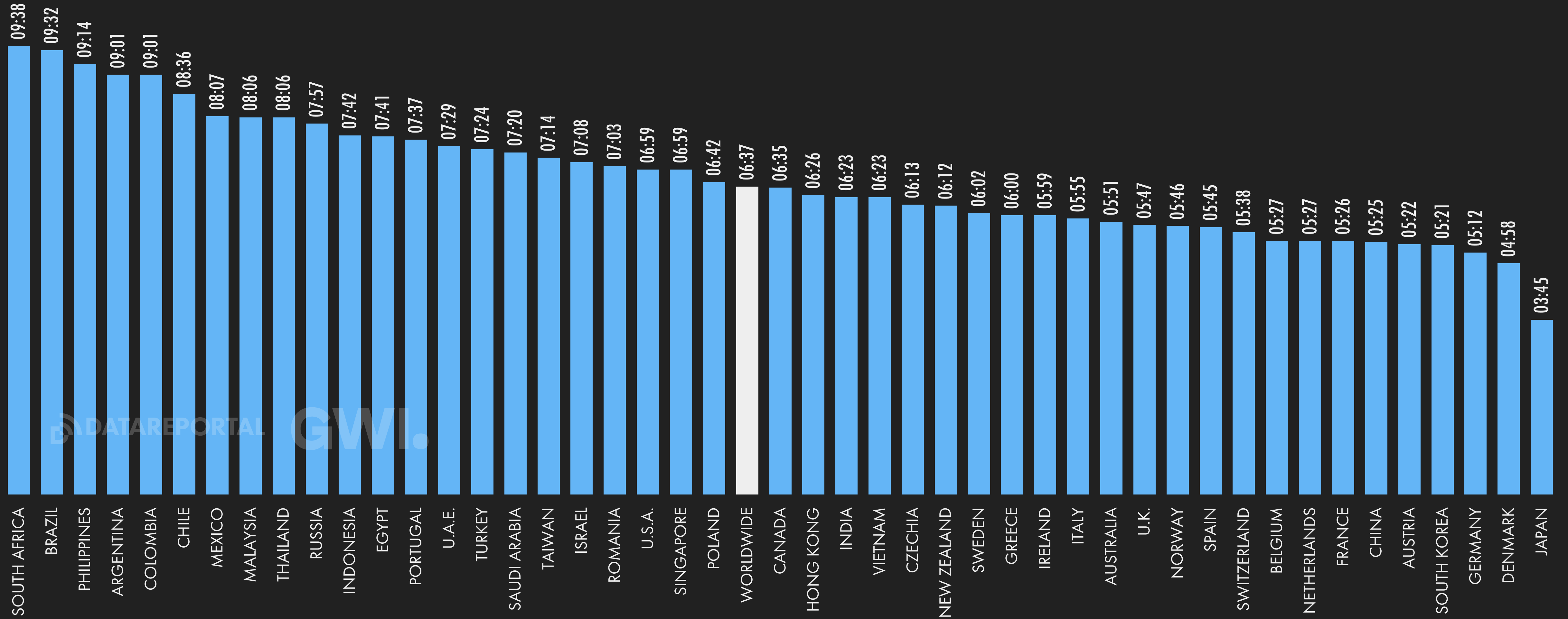
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# DAILY TIME SPENT USING THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

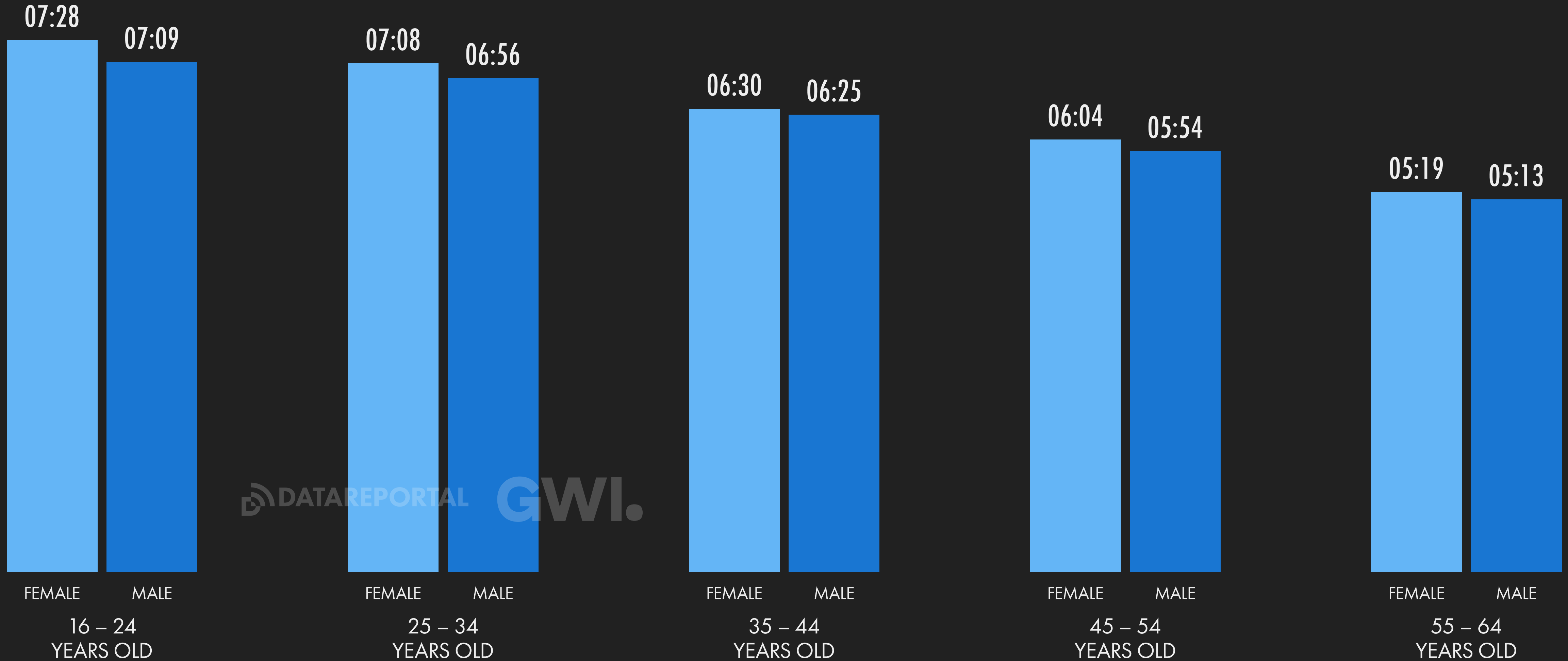
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# DAILY TIME SPENT USING THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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2023

# DEVICES USED TO ACCESS THE INTERNET

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



MOBILE  
PHONE (ANY)



GWI.

92.3%

YEAR-ON-YEAR CHANGE  
+0.2% (+20 BPS)

LAPTOP OR  
DESKTOP (ANY)



Meltwater

65.6%

YEAR-ON-YEAR CHANGE  
-7.9% (-560 BPS)

SMART  
PHONE



GWI.

91.0%

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

FEATURE  
PHONE



KEPIOS

5.2%

YEAR-ON-YEAR CHANGE  
+4.0% (+20 BPS)

TABLET  
DEVICE



27.3%

YEAR-ON-YEAR CHANGE  
-3.2% (-90 BPS)

PERSONAL LAPTOP  
OR DESKTOP



we  
are  
social

59.1%

YEAR-ON-YEAR CHANGE  
-8.4% (-540 BPS)

WORK LAPTOP  
OR DESKTOP



GWI.

28.6%

YEAR-ON-YEAR CHANGE  
-2.7% (-80 BPS)

CONNECTED  
TELEVISION



GWI.

31.9%

YEAR-ON-YEAR CHANGE  
+4.9% (+150 BPS)

SMART HOME  
DEVICE



GWI.

15.4%

YEAR-ON-YEAR CHANGE  
+11.6% (+160 BPS)

GAMES  
CONSOLE



12.7%

YEAR-ON-YEAR CHANGE  
+0.8% (+10 BPS)

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

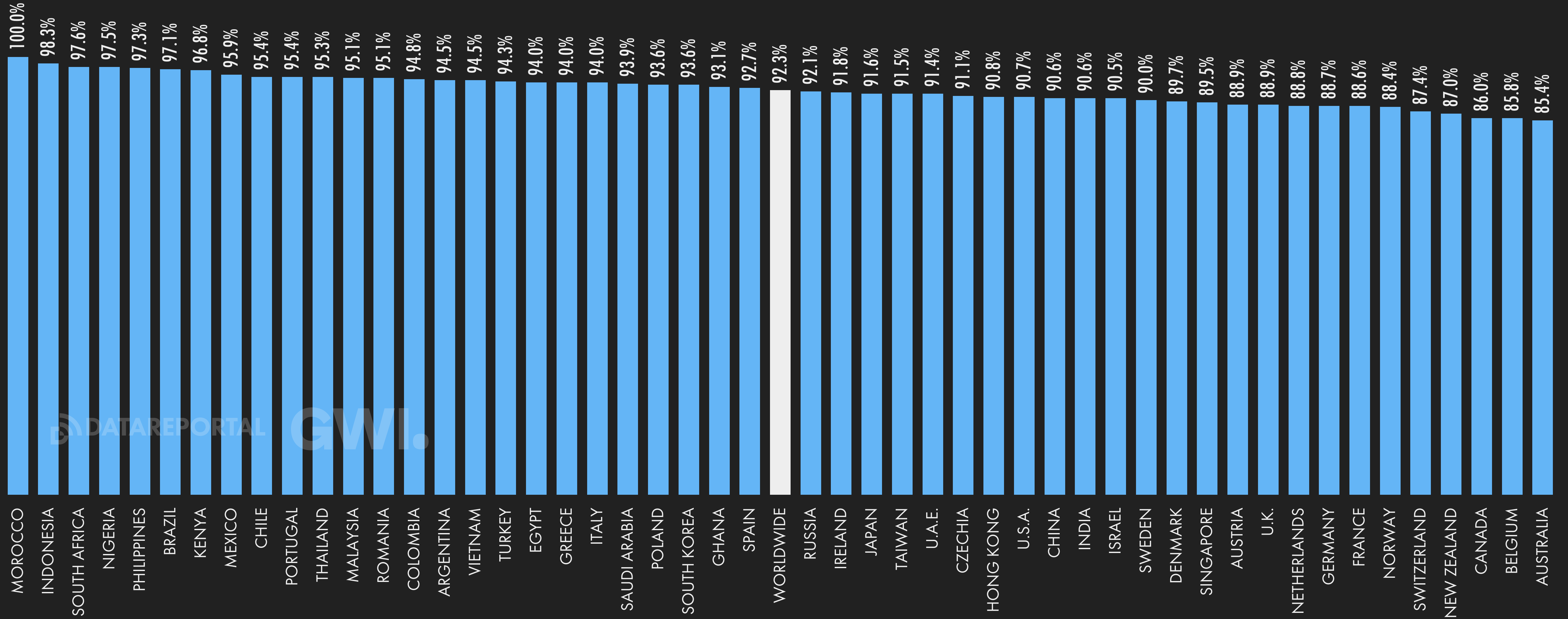
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2023

# USING MOBILE PHONES TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

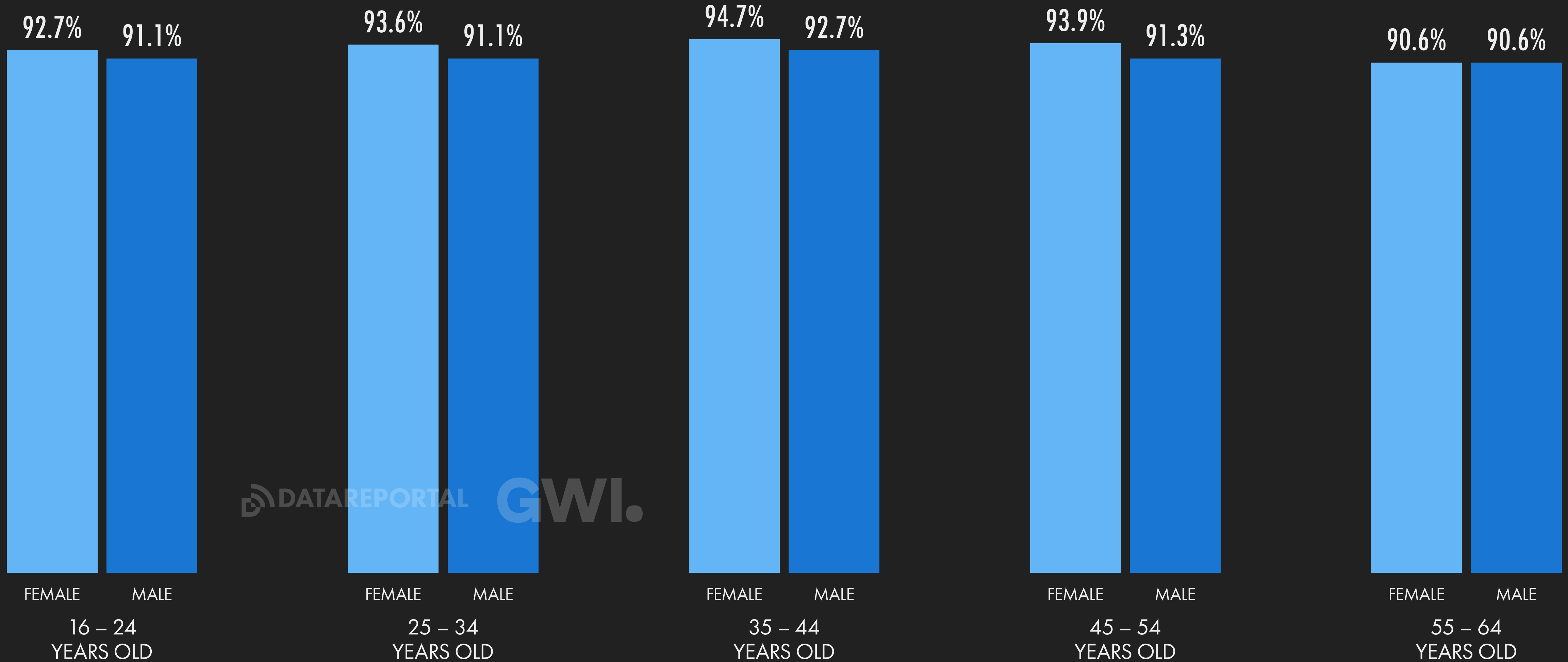
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2023

# USING MOBILE PHONES TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

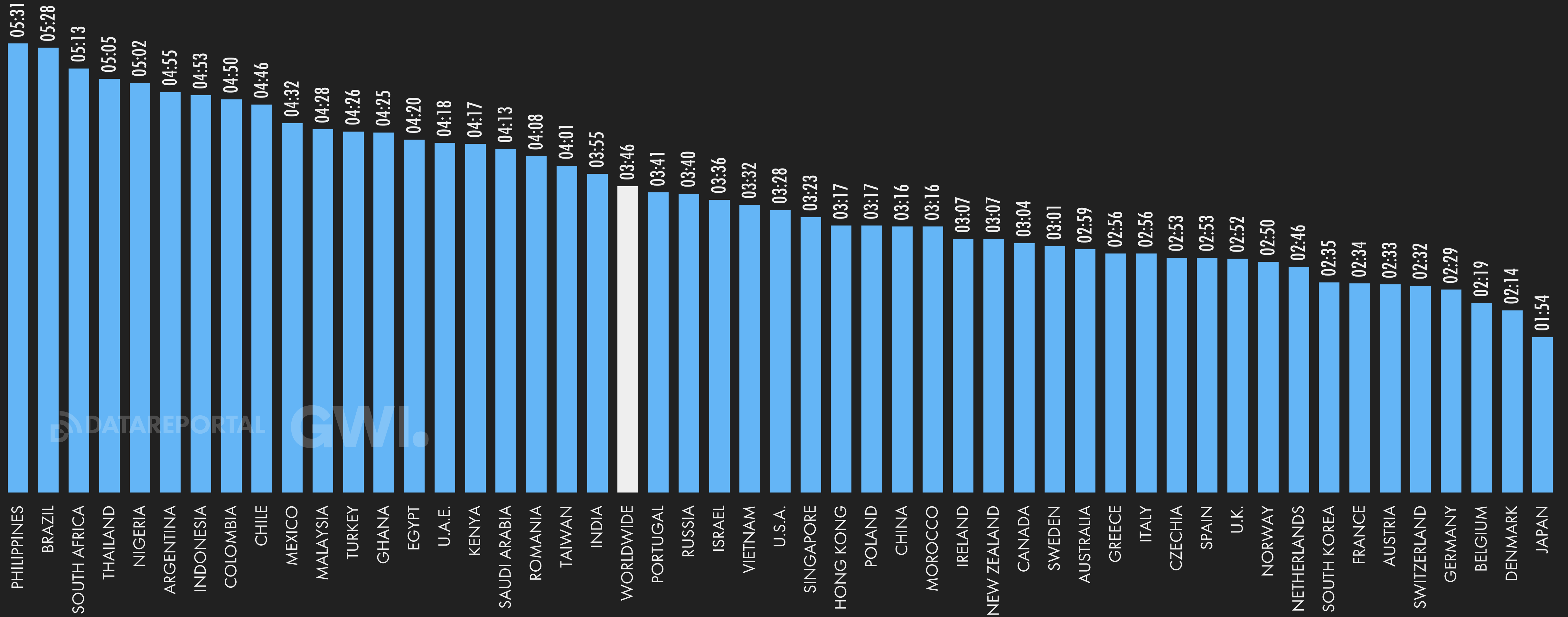
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2023

# TIME SPENT USING THE INTERNET ON MOBILES

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



GLOBAL OVERVIEW



DATAREPORTAL GWI.

# State of Mobile Internet Connectivity 2022

## 70%

GSMA assessed connectivity trends for adults aged 18+ and found that 70% used mobile internet at the end of 2021. This analysis is important because adoption estimates based on total population can be biased against countries with very young populations. Nevertheless, even when looking at adults only, almost one-third of adults remain unconnected, while in some regions, for example Africa, it is much higher.

## 56%

For the first time, the cost of 1GB of monthly data is less than 2% of monthly income in more than half of low- and middle-income countries (LMICs). With the exception of Sub-Saharan Africa, more than half of LMICs of each region achieved this target in 2021. However, affordability remains a challenge for the poorest population segments, while handset affordability remains unchanged.

## 5%

At the end of 2021, the coverage gap - those living in areas without mobile broadband coverage - represented 5% of the world's population, or around 400 million people. The coverage gap has only reduced by 1 percentage point per year between 2018 and 2021, showing how challenging it is to cover the remaining uncovered populations, who are predominantly poor and rural.



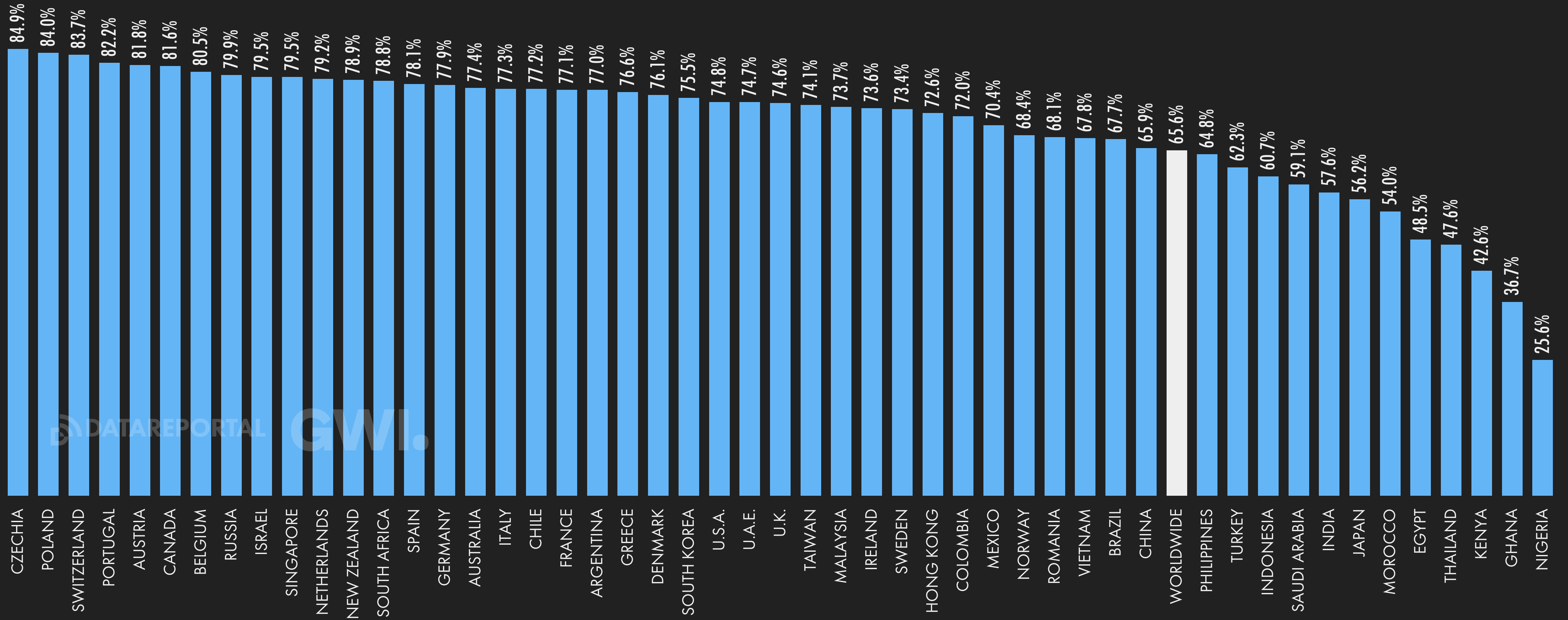
JAN  
2023

# USING COMPUTERS TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

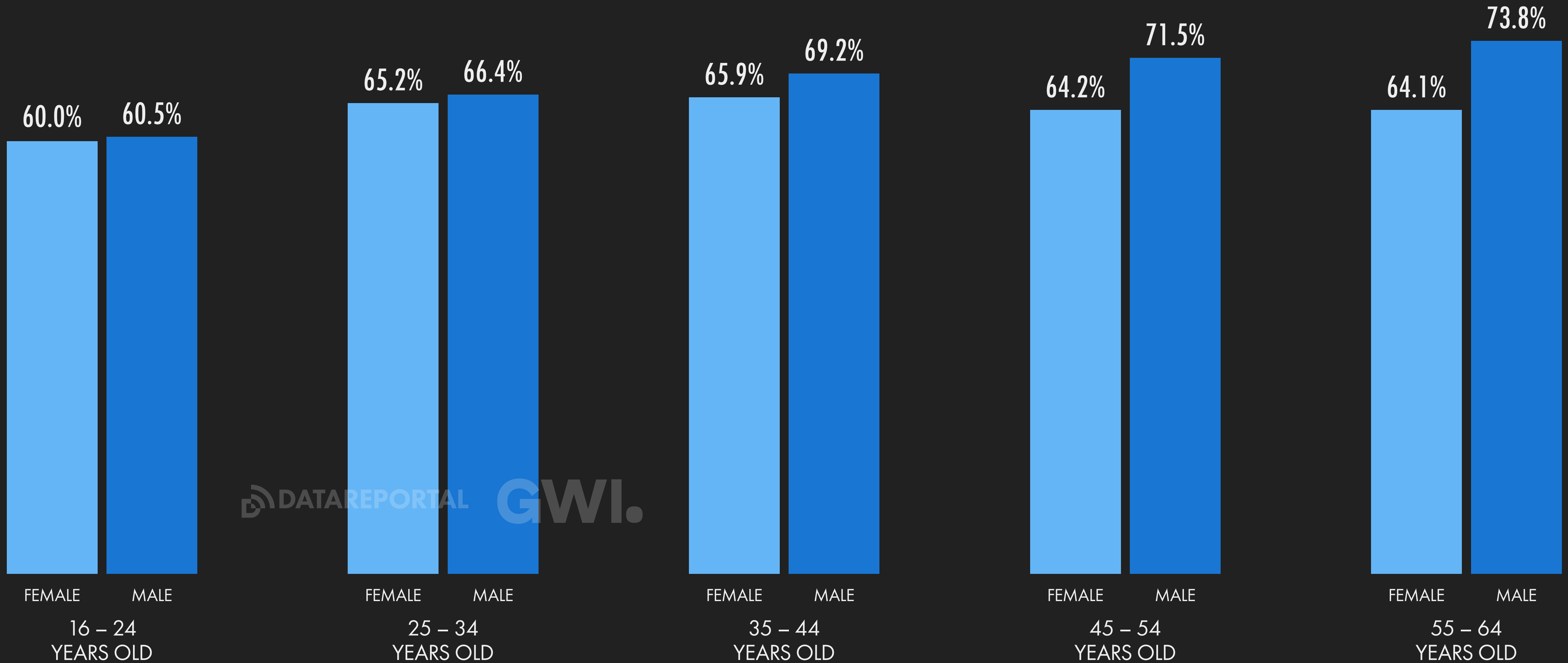
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# USING COMPUTERS TO ACCESS THE INTERNET

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

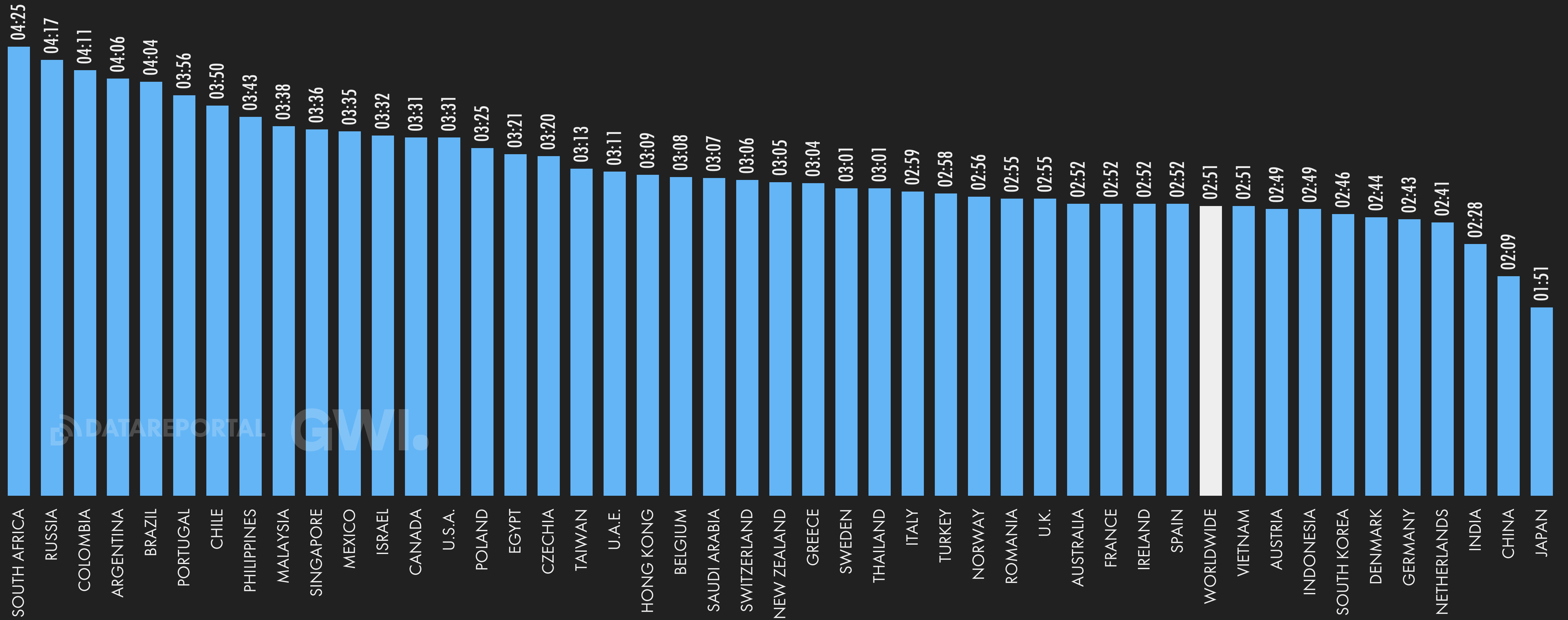
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# TIME SPENT USING THE INTERNET ON COMPUTERS

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



GLOBAL OVERVIEW



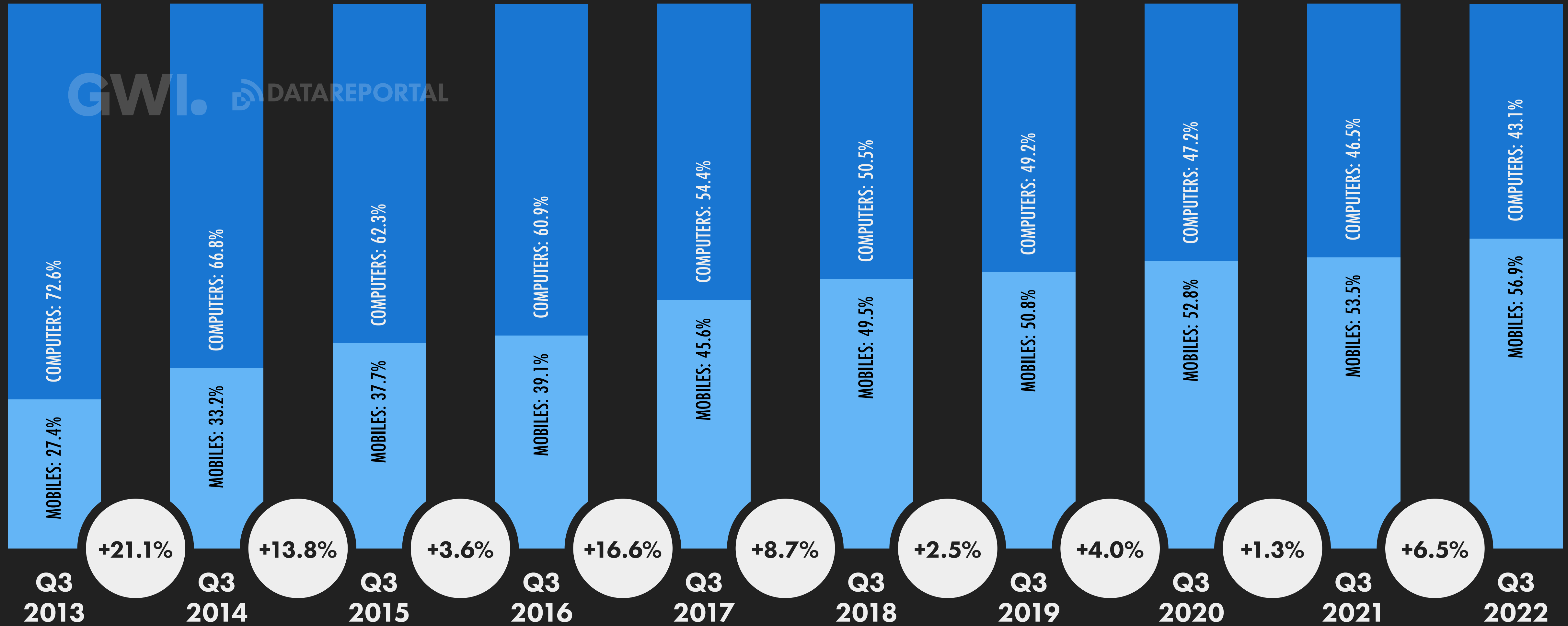
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# SHARE OF DAILY INTERNET TIME BY DEVICE (YOY)

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



GLOBAL OVERVIEW

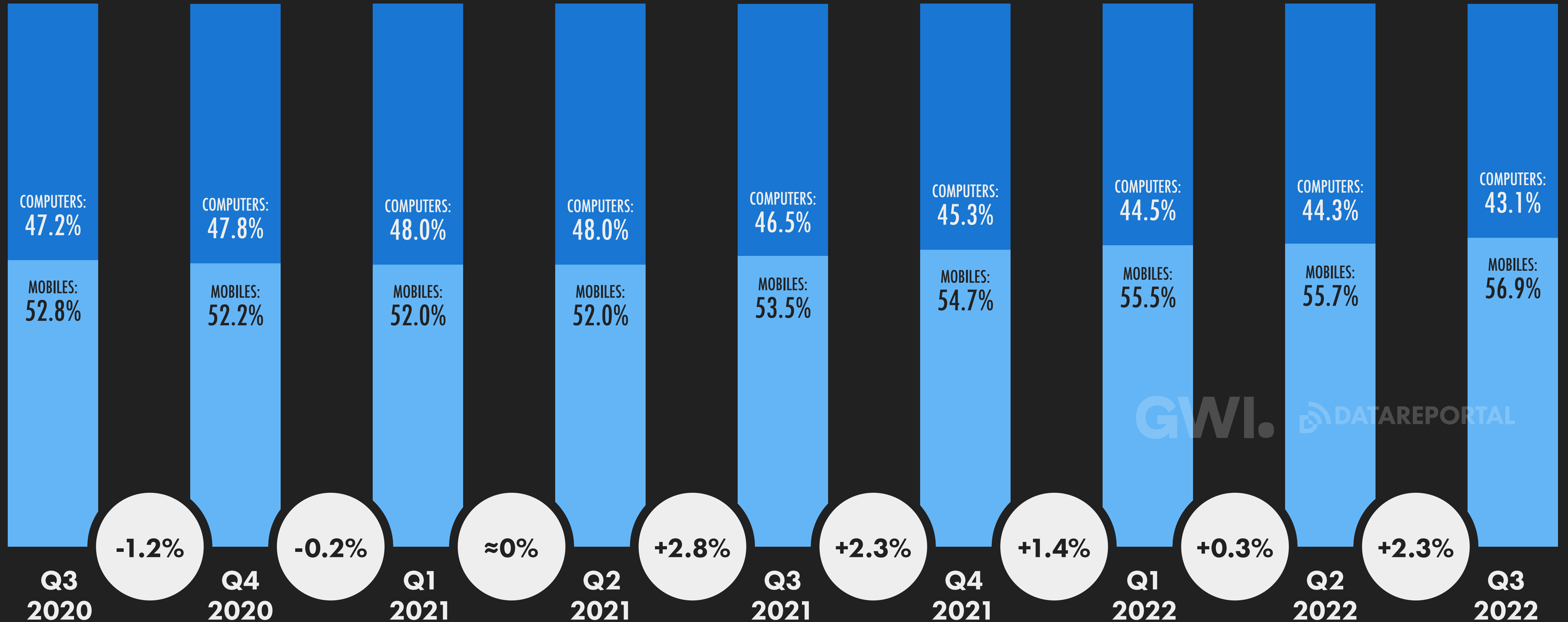


**SOURCE:** GWI (Q3 2013 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** "MOBILES" INCLUDES SMARTPHONES AND FEATURE PHONES. "COMPUTERS" INCLUDES LAPTOPS, DESKTOPS, AND TABLET DEVICES. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN MOBILE'S SHARE OF TOTAL INTERNET TIME vs. THE PREVIOUS PERIOD.

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# SHARE OF DAILY INTERNET TIME BY DEVICE (QOQ)

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



GW. DATAREPORTAL

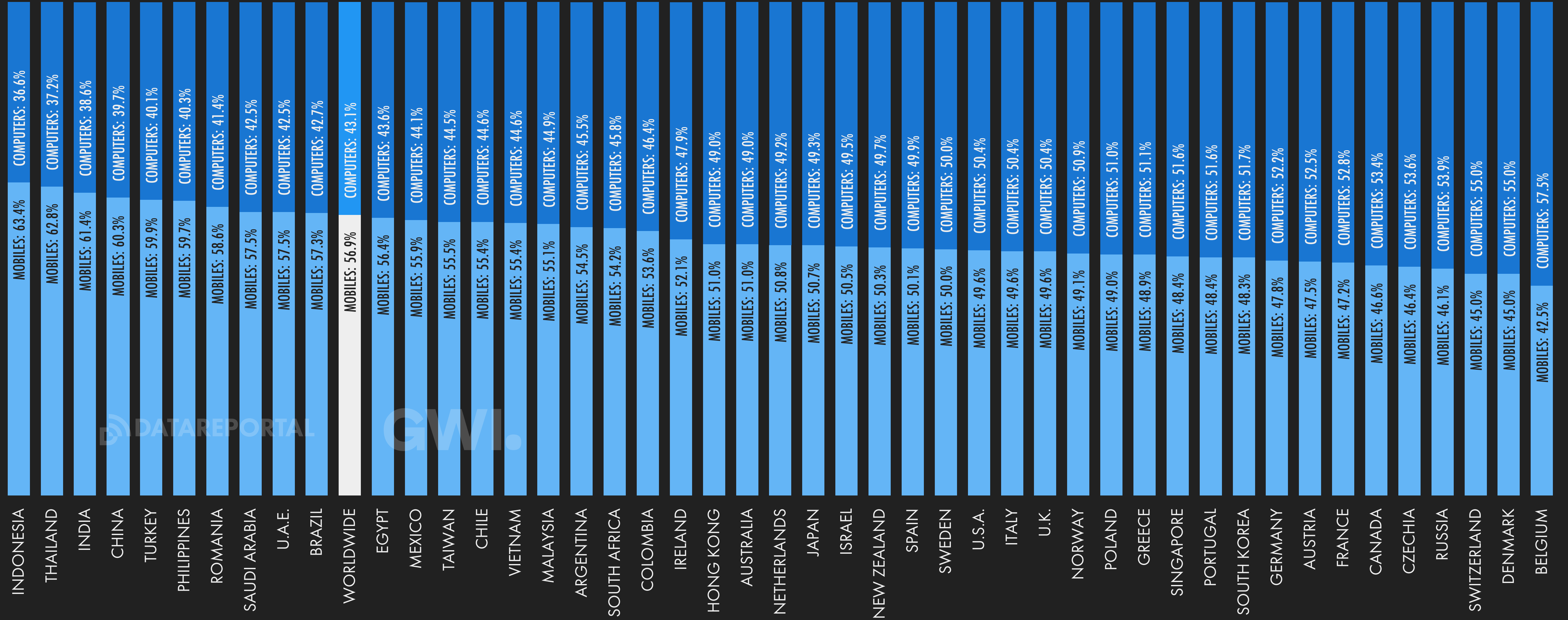
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# SHARE OF DAILY INTERNET TIME BY DEVICE

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



GLOBAL OVERVIEW



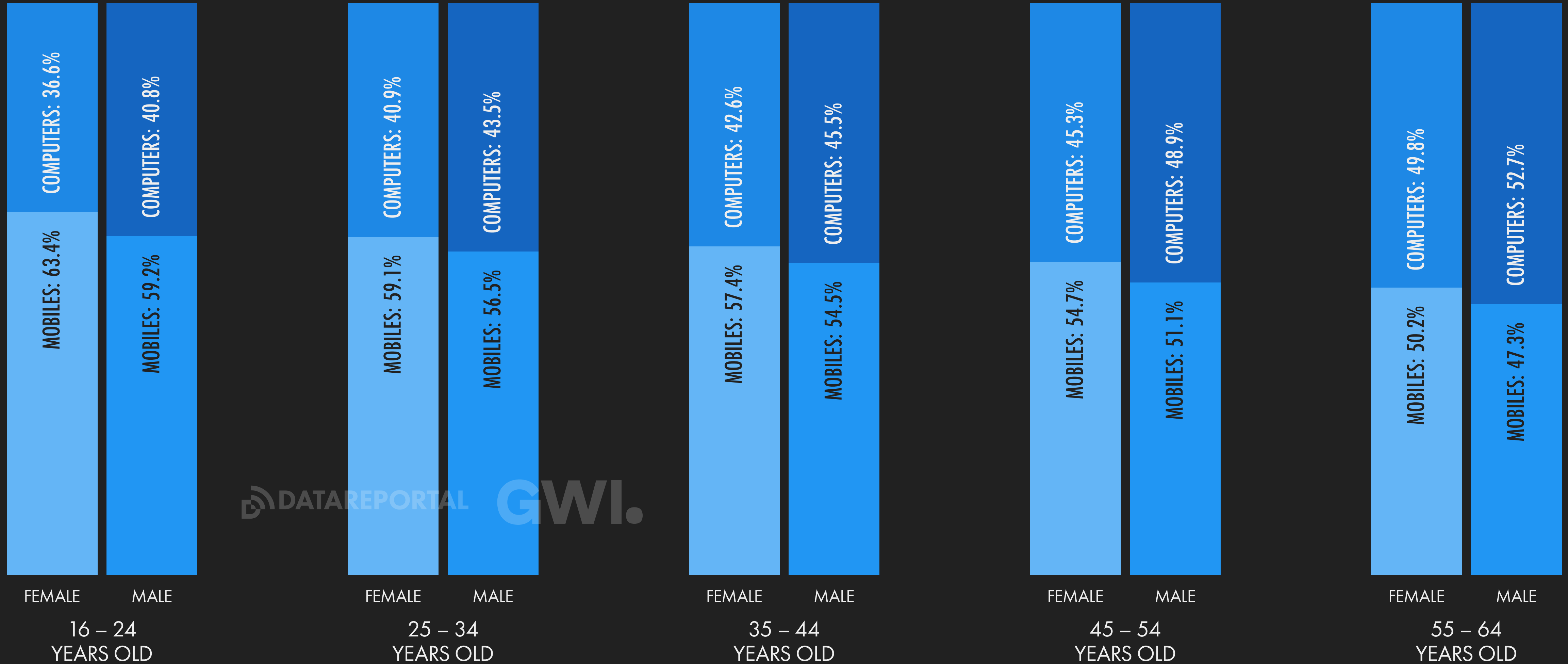
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# SHARE OF DAILY INTERNET TIME BY DEVICE

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

DOWNLOAD (MBPS)

**33.97**

UPLOAD (MBPS)

**9.34**

LATENCY (MS)

**28**

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



OOKLA

DOWNLOAD

**+17.0%**

UPLOAD

**+9.5%**

LATENCY

**-3.4%**

MEDIAN SPEED OF  
FIXED INTERNET  
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

**74.54**

UPLOAD (MBPS)

**31.75**

LATENCY (MS)

**10**

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



DOWNLOAD

**+28.5%**

UPLOAD

**+30.8%**

LATENCY

**0%**

**SOURCE:** OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2022. **TIP:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** FIGURES PUBLISHED IN PREVIOUS REPORTS IN THIS SERIES FEATURED MEAN CONNECTION SPEED VALUES, WHEREAS WE NOW FEATURE MEDIAN VALUES. CONSEQUENTLY, VALUES SHOWN HERE ARE NOT COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS.



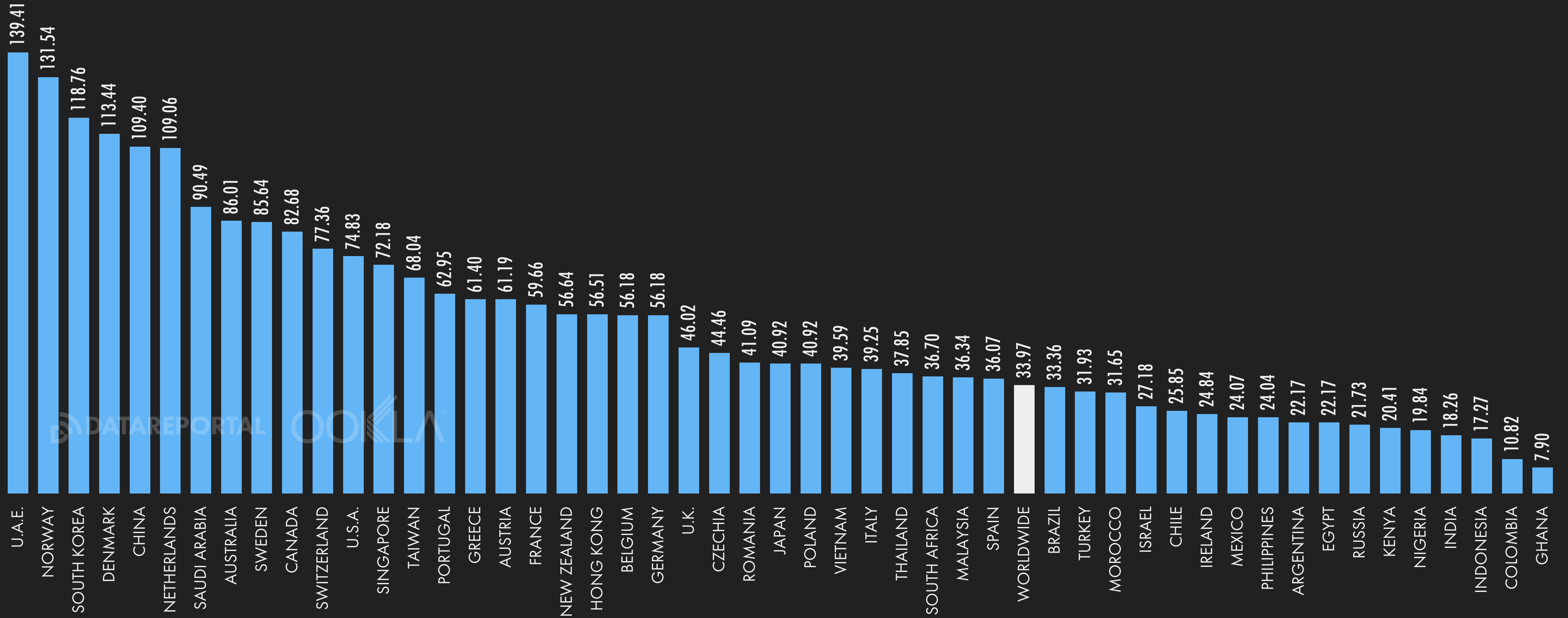
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# MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



**JAN  
2023**

# MOBILE INTERNET CONNECTION SPEEDS

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



## FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	QATAR	176.18	+79.6%	25.13	19
02	UNITED ARAB EMIRATES	139.41	+2.3%	21.60	20
03	NORWAY	131.54	+12.8%	18.81	27
04	SOUTH KOREA	118.76	+13.1%	16.19	44
05	DENMARK	113.44	+39.1%	18.89	19
06	CHINA	109.40	+12.7%	24.82	27
07	NETHERLANDS	109.06	+14.9%	16.15	23
08	MACAU	106.38	+159.0%	34.22	15
09	BULGARIA	103.29	+22.1%	20.15	20
10	BRUNEI	102.06	+64.5%	32.64	16

## SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
142	AFGHANISTAN	5.27	0%	2.10	31
141	VENEZUELA	5.71	-0.9%	3.32	37
140	CUBA	5.74	-62.8%	3.70	123
139	HAITI	6.30	-41.2%	4.53	26
138	PAPUA NEW GUINEA	6.75	[N/A]	8.14	42
137	GHANA	7.90	-2.1%	7.21	29
136	TAJIKISTAN	8.17	+7.9%	4.91	25
135	SYRIA	9.27	-18.9%	6.29	28
134	YEMEN	9.63	[N/A]	6.09	22
133	BELIZE	9.73	[N/A]	7.38	26

**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR NOVEMBER 2022. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** PREVIOUS REPORTS FEATURED **MEAN** VALUES (NOT **MEDIAN** VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

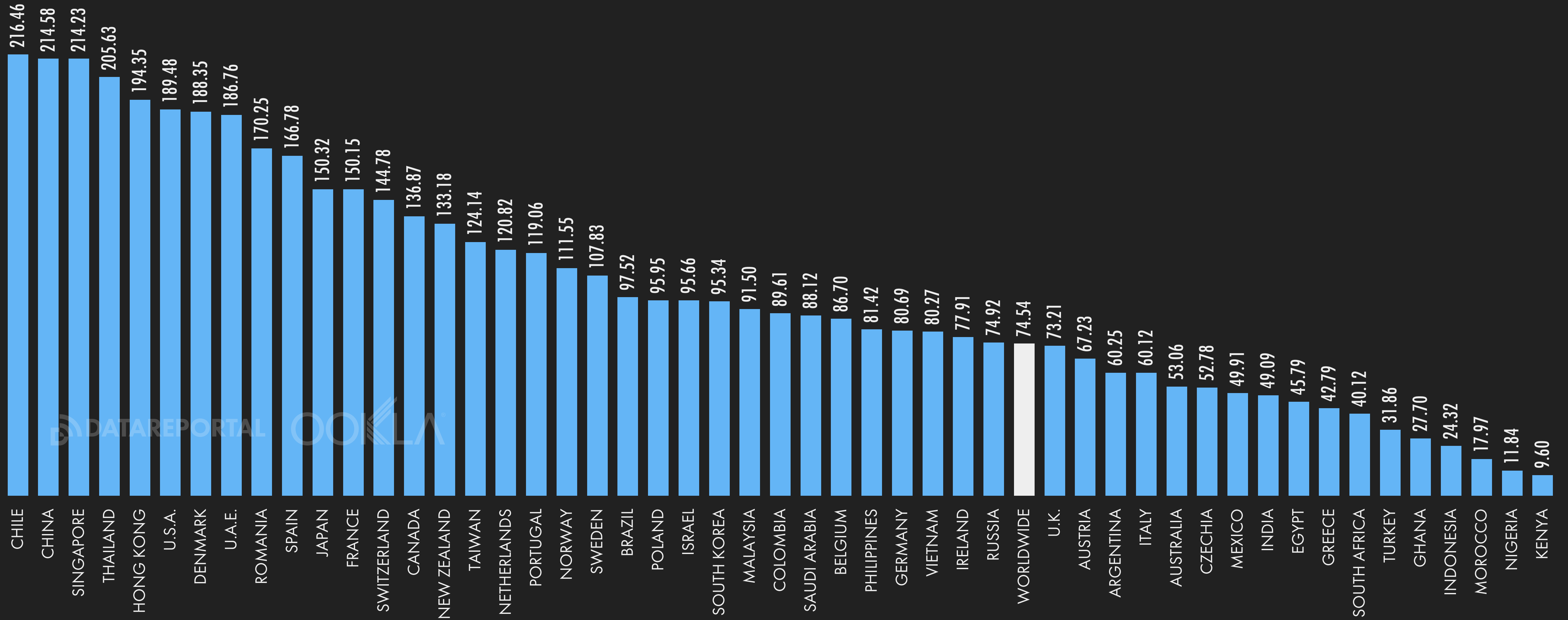
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# FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



**JAN  
2023**

# FIXED INTERNET CONNECTION SPEEDS

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



## FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	CHILE	216.46	+25.1%	130.66	6
02	CHINA	214.58	+46.4%	38.32	12
03	SINGAPORE	214.23	+16.0%	178.57	4
04	THAILAND	205.63	+20.0%	175.09	5
05	HONG KONG	194.35	+26.2%	137.16	4
06	UNITED STATES OF AMERICA	189.48	+41.3%	22.54	14
07	DENMARK	188.35	+23.7%	104.41	7
08	UNITED ARAB EMIRATES	186.76	+80.1%	94.26	5
09	MONACO	181.26	+28.0%	121.95	5
10	ROMANIA	170.25	+36.9%	102.19	5

## SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
180	CUBA	1.91	+0.5%	0.87	126
179	AFGHANISTAN	2.25	+34.7%	2.71	22
178	TURKMENISTAN	2.45	+23.7%	2.16	93
177	SOUTH SUDAN	2.81	[N/A]	3.30	30
176	SYRIA	3.16	+9.0%	3.69	24
175	YEMEN	3.90	+41.3%	0.96	38
174	NIGER	4.47	+32.2%	2.45	23
173	BURUNDI	4.90	-1.4%	6.43	24
172	SUDAN	5.04	+40.4%	3.49	28
171	ESWATINI	5.16	+17.3%	4.17	28



# COMPARING MOBILE AND FIXED SPEEDS

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



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

#	LOCATION	MOBILE ↓ DL SPEED	FIXED ↓ DL SPEED	RATIO
01	MALDIVES	71.40 MBPS	10.45 MBPS	6.8 : 1
02	BOTSWANA	33.05 MBPS	7.52 MBPS	4.4 : 1
03	LEBANON	28.39 MBPS	7.27 MBPS	3.9 : 1
04	ETHIOPIA	19.10 MBPS	5.19 MBPS	3.7 : 1
05	IRAN	40.97 MBPS	11.62 MBPS	3.5 : 1
06	MOZAMBIQUE	19.13 MBPS	6.29 MBPS	3.0 : 1
07	CUBA	5.74 MBPS	1.91 MBPS	3.0 : 1
08	SYRIA	9.27 MBPS	3.16 MBPS	2.9 : 1
09	SUDAN	13.38 MBPS	5.04 MBPS	2.7 : 1
10	TUNISIA	21.42 MBPS	8.15 MBPS	2.6 : 1

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

#	LOCATION	FIXED ↓ DL SPEED	MOBILE ↓ DL SPEED	RATIO
01	PANAMA	118.01 MBPS	13.92 MBPS	8.5 : 1
02	CHILE	216.46 MBPS	25.85 MBPS	8.4 : 1
03	COLOMBIA	89.61 MBPS	10.82 MBPS	8.3 : 1
04	THAILAND	205.63 MBPS	37.85 MBPS	5.4 : 1
05	UKRAINE	60.00 MBPS	11.23 MBPS	5.3 : 1
06	SPAIN	166.78 MBPS	36.07 MBPS	4.6 : 1
07	JORDAN	74.46 MBPS	16.60 MBPS	4.5 : 1
08	BELARUS	50.27 MBPS	11.71 MBPS	4.3 : 1
09	BELIZE	40.72 MBPS	9.73 MBPS	4.2 : 1
10	ROMANIA	170.25 MBPS	41.09 MBPS	4.1 : 1

**SOURCE:** OOKLA. **NOTES:** "↓ DL SPEED" FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND IN NOVEMBER 2022. "RATIO" FIGURES OFFER A COMPARISON BETWEEN THE TWO DOWNLOAD SPEEDS. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. **COMPARABILITY:** INTERNET CONNECTION SPEEDS FEATURED IN PREVIOUS REPORTS IN THIS SERIES USED MEAN VALUES (RATHER THAN MEDIAN VALUES), SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH THOSE SHOWN IN PREVIOUS REPORTS.

# Internet Use

The social listening data around why we go online



## Community and commiseration

When inflation and supply chain issues began shifting how the world eats, food-lovers turned to social media platforms to document and discuss the changes.

The rise in [Twitter conversations](#) about the costs of food and value of fine dining highlights the internet as a place to find mutual understanding.

# +46%

period-over-period change in Twitter conversations about the cost of food.



## Guidance and influence

From runway show stills to “get ready with me” (aka GRWM) shorts, [fashion netizens](#) are experts at finding, creating, and sharing style inspiration online.

They, like many consumers, scroll their feeds looking for “tour guides” for their interests.

[Social listening](#) data gives marketers endless ways to meet their curiosity.

# 91%

of luxury fashion netizens make purchases influenced by social media, compared to 67% of the global general public.



## Context and information

What’s the streaming series everyone’s talking about? Who sings that hit song and are they on tour? What’s behind the latest craze that popped up out of nowhere? The internet has always been informative and has only gotten more immediate with time.

# +6,024%

period-over-period change in [Twitter conversations](#) about the metaverse and sports.



Looking to connect with your audience? Learn how Meltwater can help you **leverage social listening**.

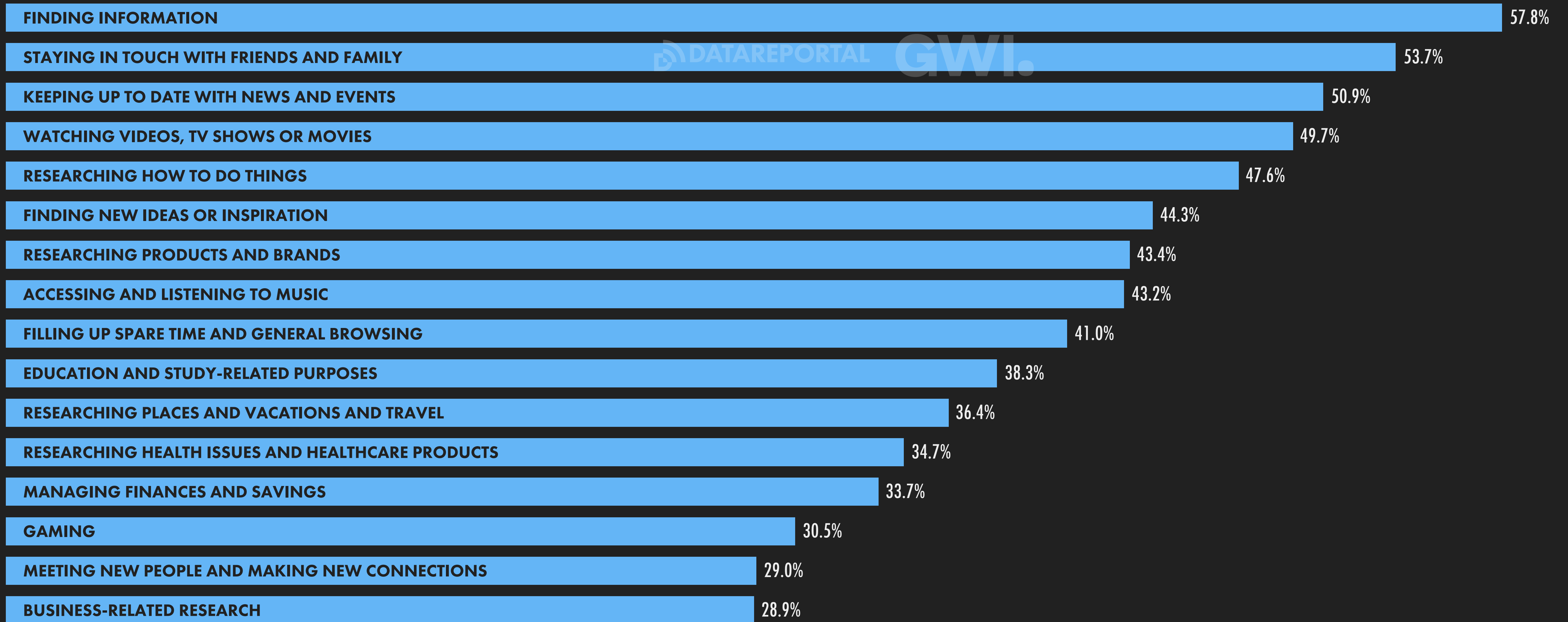
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2023**

# MAIN REASONS FOR USING THE INTERNET

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



GLOBAL OVERVIEW



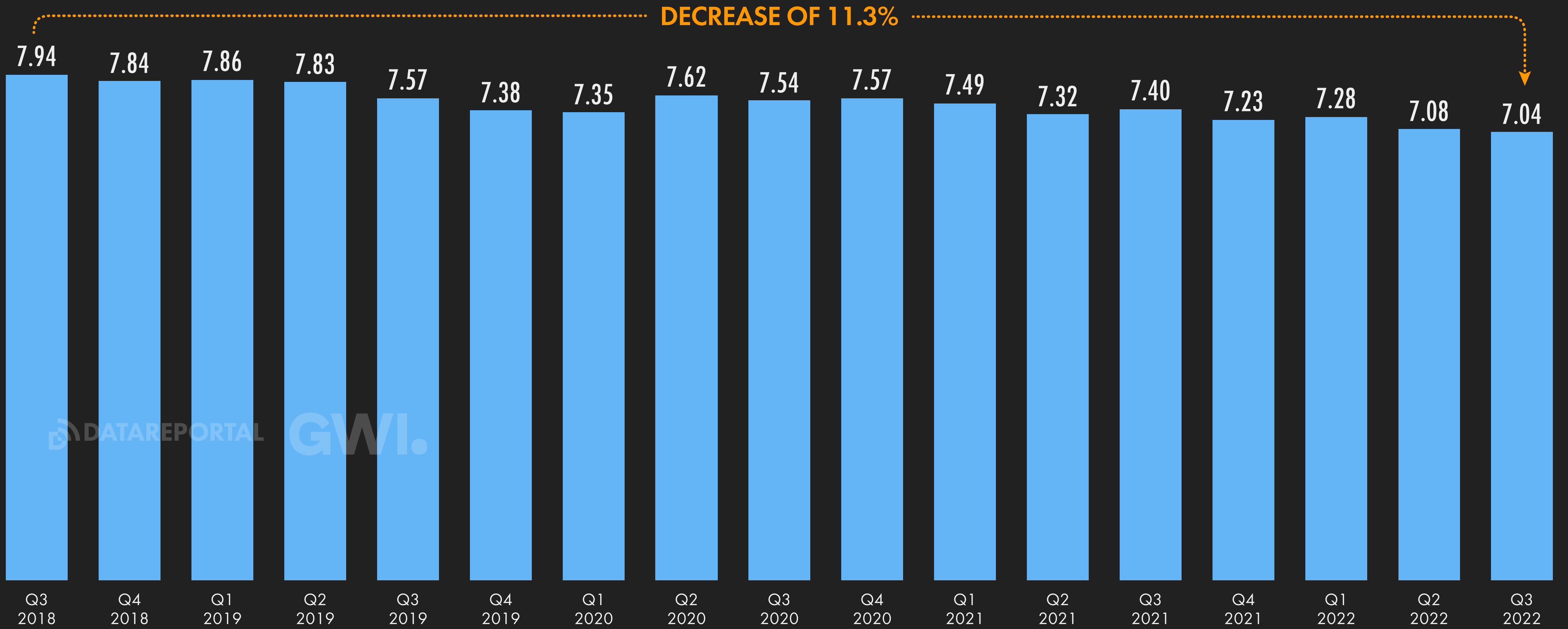
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# NUMBER OF REASONS FOR USING THE INTERNET

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



GLOBAL OVERVIEW



DATAREPORTAL

GW.



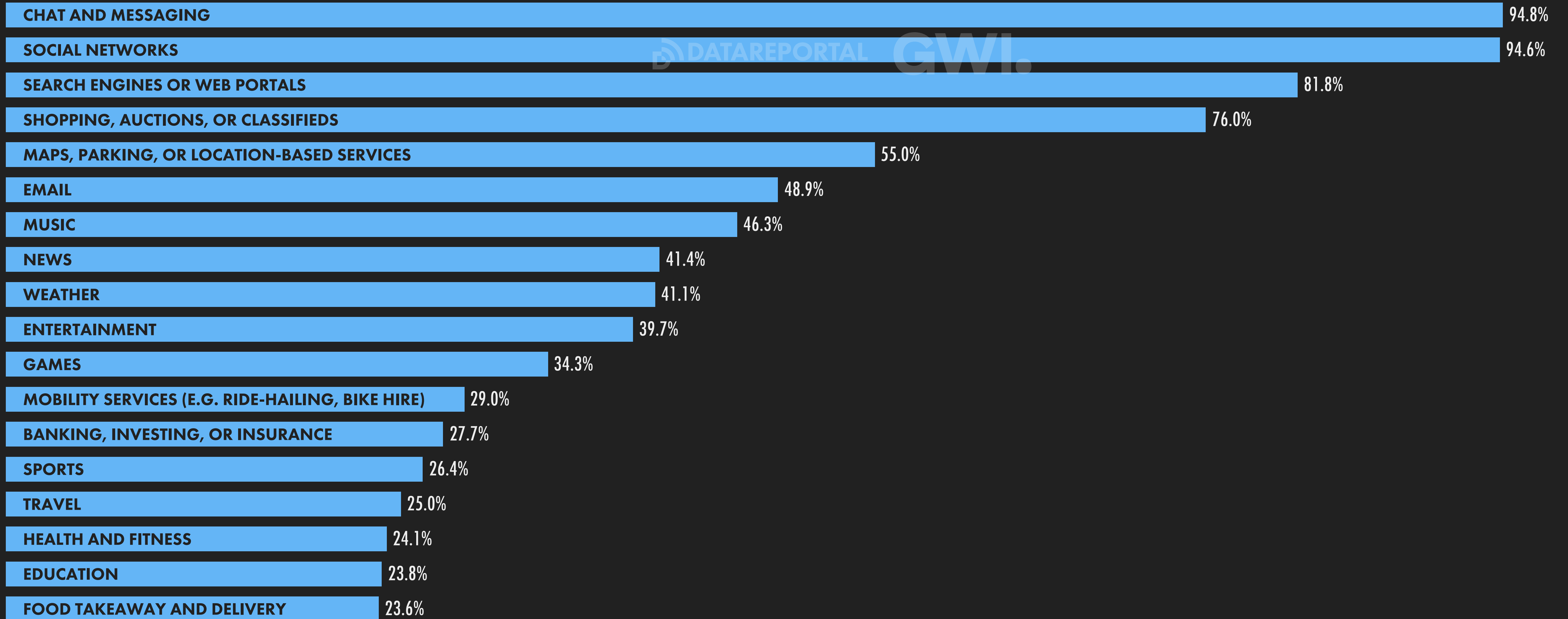
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# TOP TYPES OF WEBSITES VISITED AND APPS USED

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



GLOBAL OVERVIEW



JAN  
2023

# SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE  
PHONES



**59.00%**

YEAR-ON-YEAR CHANGE

**+9.3%**

**+504 BPS**

LAPTOP AND  
DESKTOP COMPUTERS



**38.99%**

YEAR-ON-YEAR CHANGE

**-10.4%**

**-454 BPS**

TABLET  
DEVICES



**1.98%**

YEAR-ON-YEAR CHANGE

**-19.8%**

**-49 BPS**

OTHER  
DEVICES



**0.02%**

YEAR-ON-YEAR CHANGE

**-33.3%**

**-1 BP**

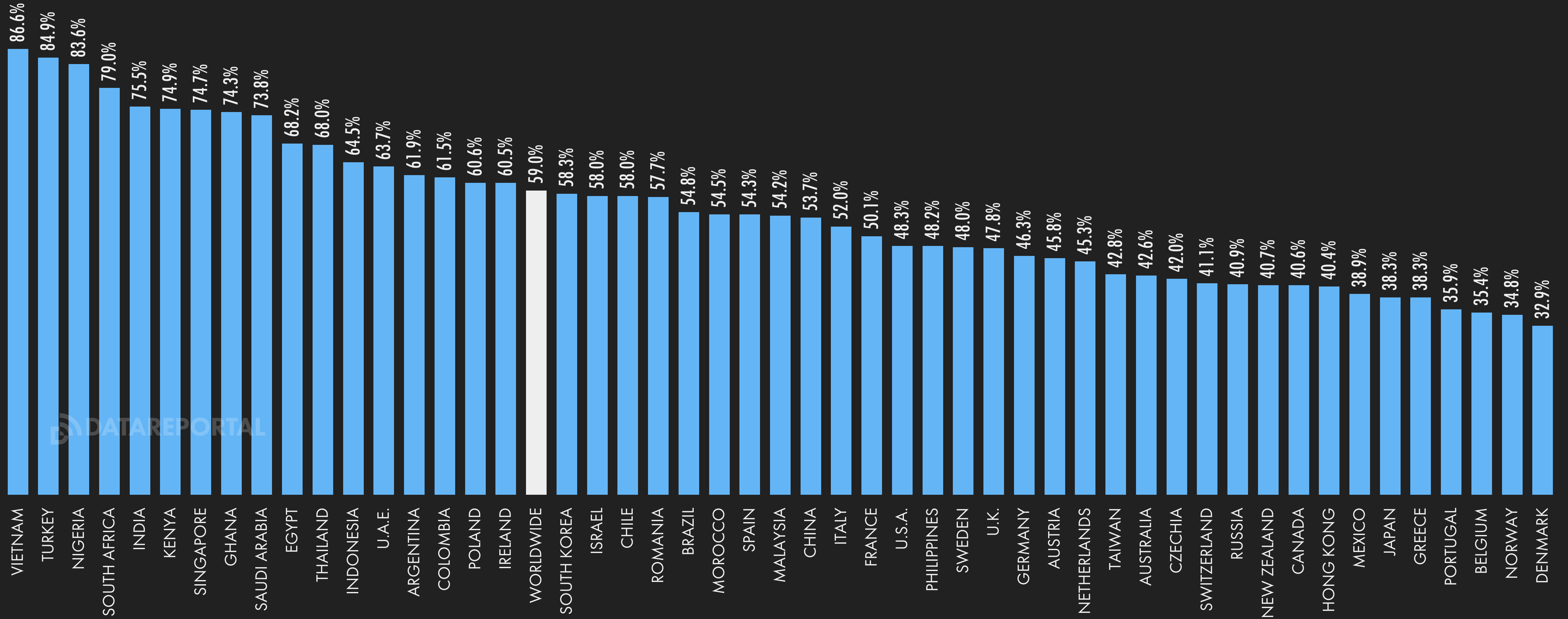
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# MOBILE'S SHARE OF WEB TRAFFIC

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



GLOBAL OVERVIEW



DATA REPORTAL

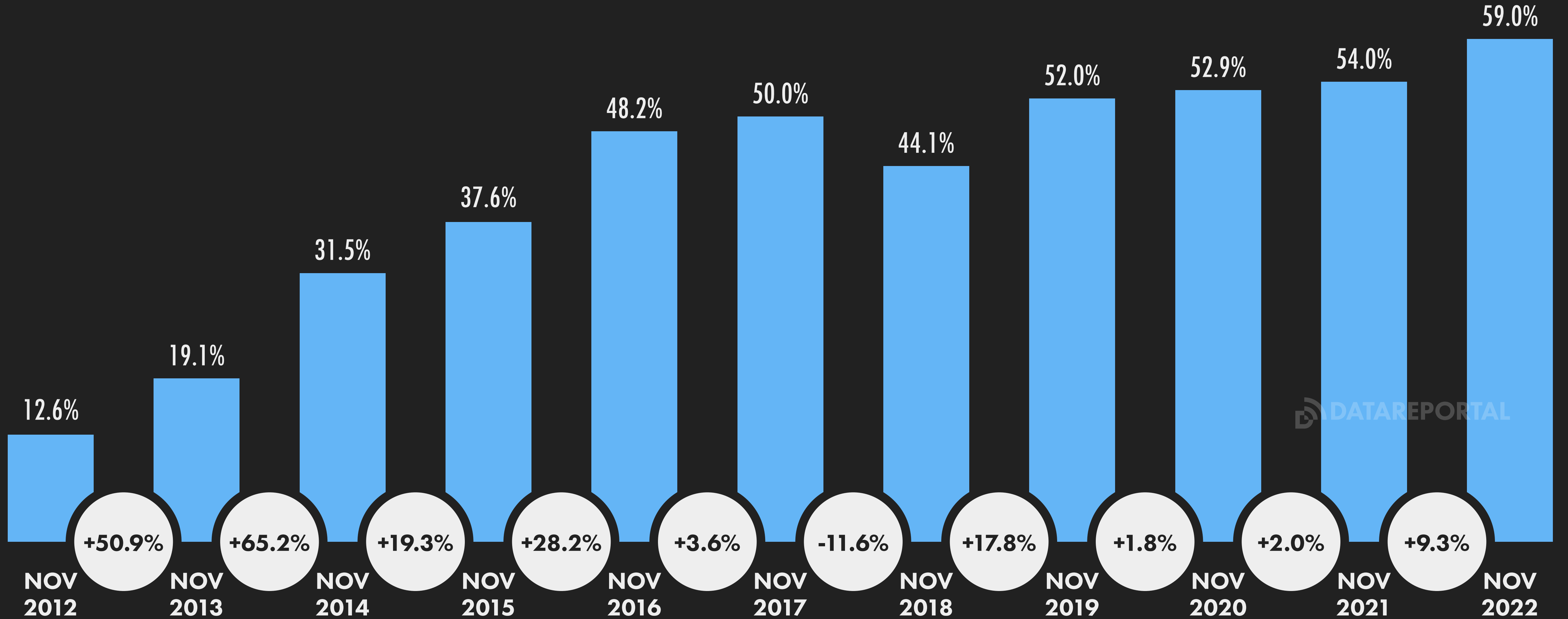
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# MOBILE'S SHARE OF WEB TRAFFIC

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



GLOBAL OVERVIEW



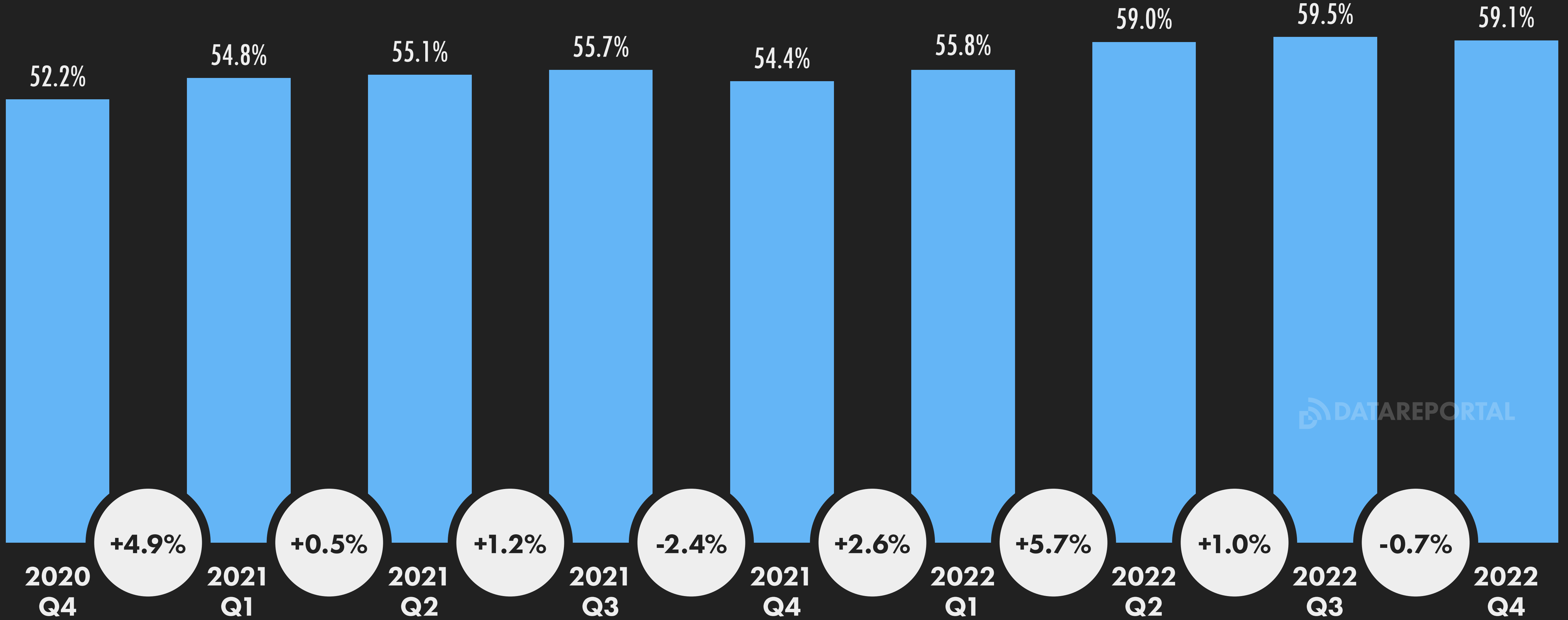
DATAREPORTAL

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

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# MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES (QUARTERLY AVERAGES)

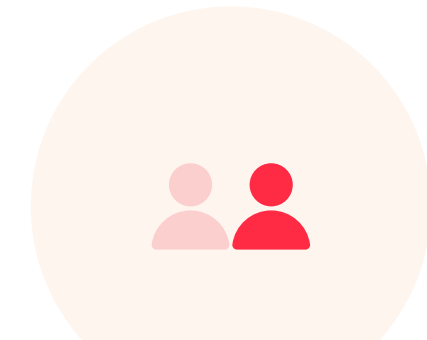


DATA REPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE, AVERAGED ACROSS THE 3 MONTHS OF EACH RESPECTIVE QUARTER. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).



# Consumer engagement and friendship have more in common than you think.

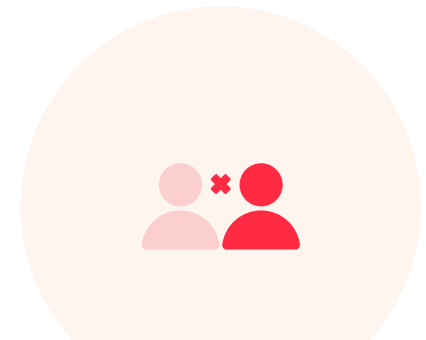


## BEST FRIEND

Gifts you a hand-painted portrait of your childhood pet

Never reveals secrets you've asked them to keep

Helps you design an epic Zoom background to impress your new colleagues

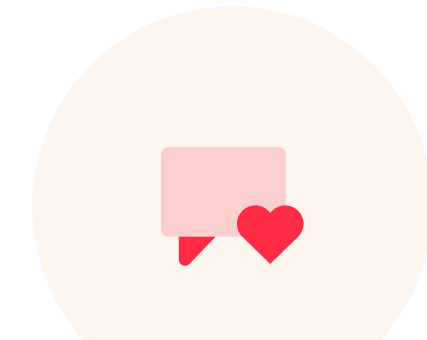


## WORST FRIEND

Regifts you a box of expired chocolates (despite your allergy)

Discloses who your "office crush" is at the holiday party

Always asks you to call customer support when the Internet is down

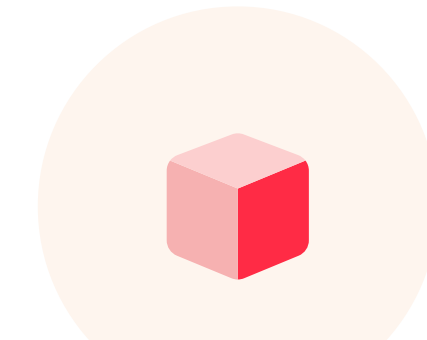


## GOOD CONSUMER ENGAGEMENT

75% of companies think they're providing good personalized experiences

95% of B2C companies believe consumers trust their ability to protect data

Companies believe that no consumer would rather shave their head over talking to customer service



## THE REALITY

Over 50% of consumers disagree

Only 65% of consumers actually do trust these companies

36% of consumers say they'd rather shave their head than contact customer service teams



## LESSONS

**MAKE IT PERSONAL**

**CLOSE THE TRUST GAP**

**ENGAGE SMARTER**

**You don't have to be your consumers' best friend to act like one.** Check out [The executive leader's guide to customer engagement](#) Twilio report for more practical insights.

[Read report](#)



*Better relationships, better communications:*



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2023

# SHARE OF WEB TRAFFIC BY BROWSER

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



CHROME



we  
are  
social

**65.86%**

YEAR-ON-YEAR CHANGE  
**+2.8% (+180 BPS)**

SAFARI



KEPIOS

**18.67%**

YEAR-ON-YEAR CHANGE  
**-2.9% (-55 BPS)**

MICROSOFT EDGE



Meltwater

**4.45%**

YEAR-ON-YEAR CHANGE  
**+6.2% (+26 BPS)**

FIREFOX



**3.04%**

YEAR-ON-YEAR CHANGE  
**-22.3% (-87 BPS)**

SAMSUNG INTERNET



**2.68%**

YEAR-ON-YEAR CHANGE  
**-4.3% (-12 BPS)**

OPERA



Meltwater

**2.27%**

YEAR-ON-YEAR CHANGE  
**-3.0% (-7 BPS)**

ANDROID



we  
are  
social

**0.72%**

YEAR-ON-YEAR CHANGE  
**+7.5% (+5 BPS)**

OTHER



**2.31%**

YEAR-ON-YEAR CHANGE  
**-17.8% (-50 BPS)**

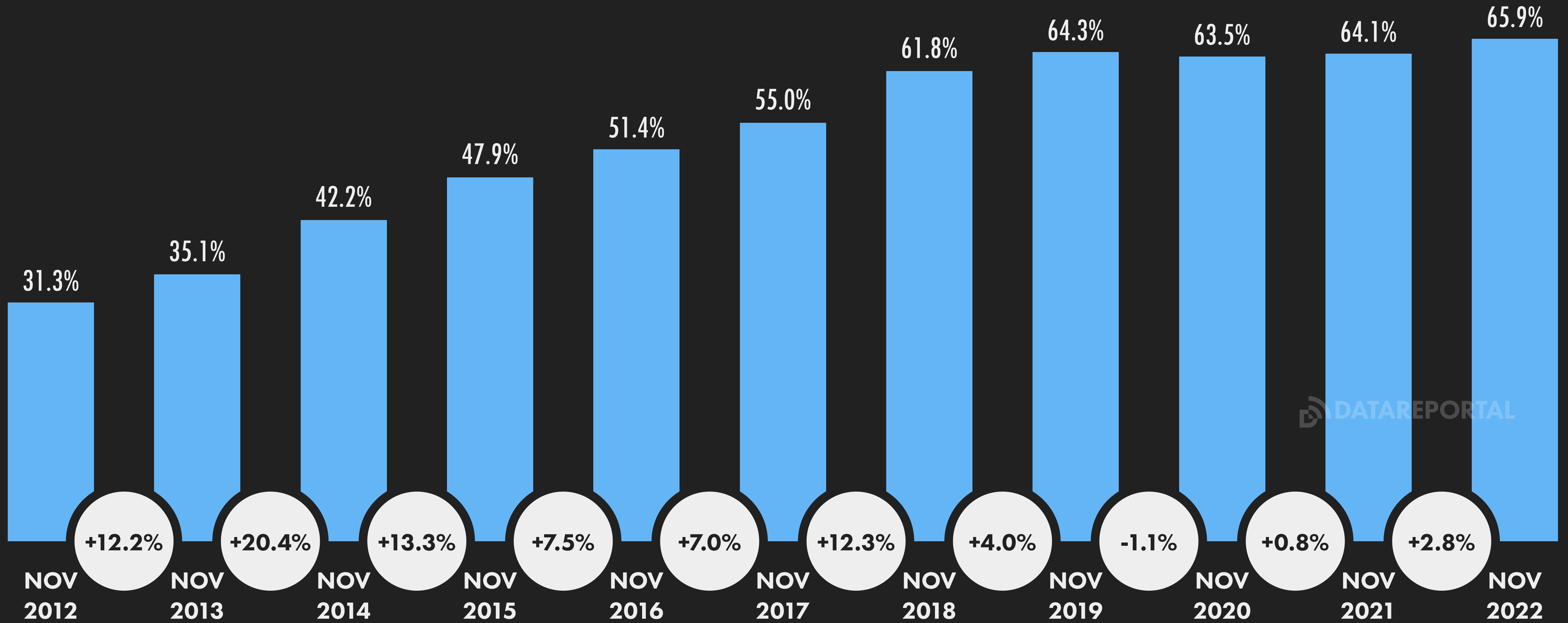
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# GOOGLE CHROME'S SHARE OF WEB TRAFFIC

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



GLOBAL OVERVIEW



DATAREPORTAL

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



JAN  
2023

# TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	88.4 B	8.13 B	21M 51S	3.6
02	YOUTUBE.COM	74.8 B	5.85 B	36M 04S	6.1
03	FACEBOOK.COM	10.7 B	2.48 B	22M 43S	3.0
04	PORNHUB.COM	10.2 B	2.14 B	10M 35S	6.9
05	XVIDEOS.COM	8.77 B	1.79 B	12M 10S	7.3
06	TWITTER.COM	8.18 B	2.10 B	21M 55S	1.8
07	WIKIPEDIA.ORG	6.67 B	1.97 B	11M 09S	2.1
08	REDDIT.COM	4.82 B	1.25 B	17M 53S	3.0
09	INSTAGRAM.COM	4.46 B	1.57 B	17M 27S	2.2
10	XNXX.COM	3.74 B	991 M	10M 55S	7.0

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.COM	3.34 B	614 M	17M 36S	3.2
12	SPANKBANG.COM	3.02 B	743 M	13M 25S	7.7
13	AMAZON.COM	2.70 B	898 M	13M 01S	5.8
14	FANDOM.COM	2.65 B	803 M	13M 16S	3.1
15	XHAMSTER.COM	2.62 B	756 M	14M 06S	6.1
16	YANDEX.RU	2.59 B	314 M	17M 22S	2.6
17	WEATHER.COM	2.54 B	1.14 B	7M 56S	1.5
18	TIKTOK.COM	2.18 B	995 M	9M 37S	2.0
19	YAHOO.CO.JP	1.95 B	208 M	21M 53S	5.4
20	LIVEDOOR.JP	1.70 B	107 M	19M 10S	5.0

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN  
2023

# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	87.1 B	3.11 B	11M 09S	9
02	YOUTUBE.COM	34.3 B	1.94 B	21M 32S	12
03	FACEBOOK.COM	19.4 B	1.61 B	9M 58S	9
04	TWITTER.COM	6.91 B	966 M	10M 45S	10
05	INSTAGRAM.COM	6.39 B	1.04 B	7M 46S	11
06	BAIDU.COM	5.40 B	253 M	5M 43S	8
07	ALIEXPRESS.COM	5.08 B	156 M	3M 54S	3
08	WIKIPEDIA.ORG	5.02 B	1.03 B	7M 44S	6
09	YAHOO.COM	3.41 B	411 M	3M 44S	2
10	XVIDEOS.COM	3.08 B	408 M	9M 42S	9

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WHATSAPP.COM	2.86 B	420 M	7M 15S	2
12	PORNHUB.COM	2.69 B	401 M	8M 21S	9
13	AMAZON.COM	2.49 B	473 M	8M 37S	11
14	XNXX.COM	2.45 B	308 M	8M 36S	11
15	YAHOO.CO.JP	2.24 B	93.1 M	5M 41S	5
16	REDDIT.COM	1.82 B	234 M	9M 36S	7
17	LINKEDIN.COM	1.60 B	298 M	9M 44S	8
18	OFFICE.COM	1.58 B	148 M	9M 44S	7
19	VK.COM	1.43 B	118 M	2M 06S	2
10	SAMSUNG.COM	1.41 B	328 M	2M 39S	2

**SOURCE:** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISTS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

JAN  
2023

# SHARE OF SEARCH ENGINE REFERRALS

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



GOOGLE



92.21%

YEAR-ON-YEAR CHANGE  
**+0.9% (+79 BPS)**



BING



3.42%

YEAR-ON-YEAR CHANGE  
**+8.9% (+28 BPS)**



YAHOO!



1.23%

YEAR-ON-YEAR CHANGE  
**-19.6% (-30 BPS)**



YANDEX



0.97%

YEAR-ON-YEAR CHANGE  
**+5.4% (+5 BPS)**

BAIDU



0.78%

YEAR-ON-YEAR CHANGE  
**-55.4% (-97 BPS)**



DUCKDUCKGO



0.60%

YEAR-ON-YEAR CHANGE  
**-9.1% (-6 BPS)**



NAVER



0.17%

YEAR-ON-YEAR CHANGE  
**+54.5% (+6 BPS)**



OTHER



0.62%

YEAR-ON-YEAR CHANGE  
**+31.9% (+15 BPS)**

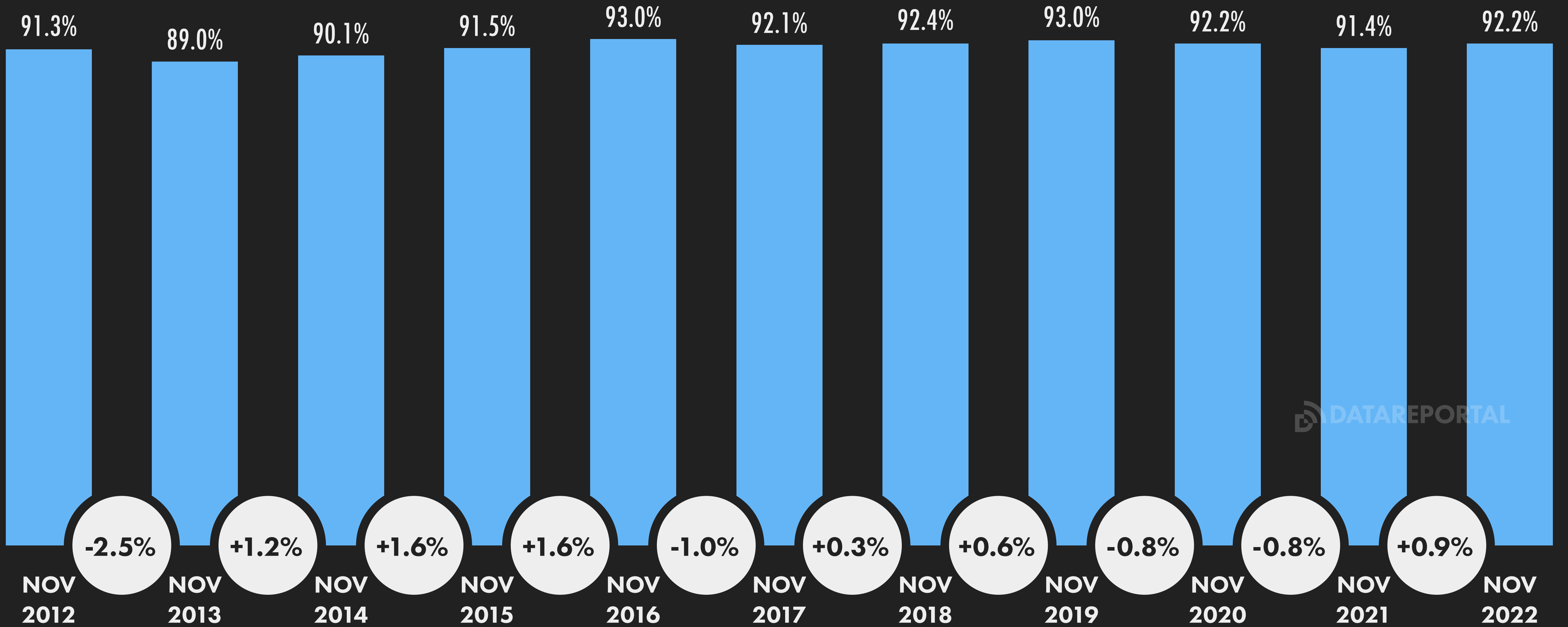
JAN  
2023

# GOOGLE'S SHARE OF SEARCH ENGINE REFERRALS

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



GLOBAL OVERVIEW



DATA REPORTAL

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

**JAN  
2023**

# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
01	GOOGLE	100	0%	-33%
02	YOUTUBE	75	-12%	-44%
03	VIDEO	68	+11%	-4%
04	FACEBOOK	62	-21%	-69%
05	WEATHER	58	-8%	+4%
06	TRANSLATE	46	+16%	+62%
07	WHATSAPP	44	+10%	+162%
08	NEWS	38	-20%	-29%
09	AMAZON	37	+6%	+16%
10	INSTAGRAM	33	+12%	+42%

#	SEARCH QUERY	INDEX	▲ 1 YEAR	▲ 5 YEAR
11	WHATSAPP WEB	28	+23%	+515%
12	VIDEOS	28	+3%	-18%
13	GMAIL	25	+2%	-47%
14	TIEMPO	25	0%	+38%
15	AS	23	+22%	+20%
16	TRADUCTOR	21	+14%	+8%
17	SATTA	19	+27%	+178%
18	GOOGLE TRANSLATE	18	+8%	+22%
19	TWITTER	18	+3%	+29%
20	SAMSUNG	18	+11%	0%

**SOURCE:** GOOGLE TRENDS. RANKING BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES ARE AS PUBLISHED BY GOOGLE TRENDS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. FIGURES IN THE "▲ 1 YEAR" AND "▲ 5 YEAR" COLUMNS SHOW THE RELATIVE CHANGE IN INDEXED SEARCH VOLUME FOR EACH QUERY OVER TIME. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

WE ARE SOCIAL INSIGHT\_THINK FORWARD 2023

## TEXTURED DISCOVERY

### PEOPLE WANT SEARCH TO BE LESS PRECISE, AND MORE EXPLORATORY

We are experiencing a shift in how people explore the internet and discover new content. Users are questioning the old ways and capitalising on the rich data social offers, supplementing traditional modes of search with ones that are visual, collaborative, serendipitous, and brimming with personal experience.

Personalisation and simplicity used to be the markers of good search and discovery. Now, however, there's more value in brands that make search feel collaborative and surprising. Brands can bring users together in a shared act of discovery, or use the spatial landscape of the metaverse to make online shoppers feel like they're stumbling upon unlikely discoveries.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.



Brands can turn discovery into a collaborative process to see a slice of the internet that would've otherwise been hidden from view. That's what **Spotify** did when it let people collaboratively discover music: its 'blend mixes' let people peer outside of their own algo-recommended filter bubble, pushing them onto a pathway of discovery guided by their music partner's taste.

In collaboration with Universal Pictures and Monkeypaw Productions, **Meta** launched Nope World on its Horizon Worlds platform - based on the Jordan Peele film, Nope. The experience had a virtual train ride in which visitors could discover Easter eggs based on the film throughout. This type of the spatial, multi-sensory landscape of virtual worlds lends itself well in the new type of the discovery process.

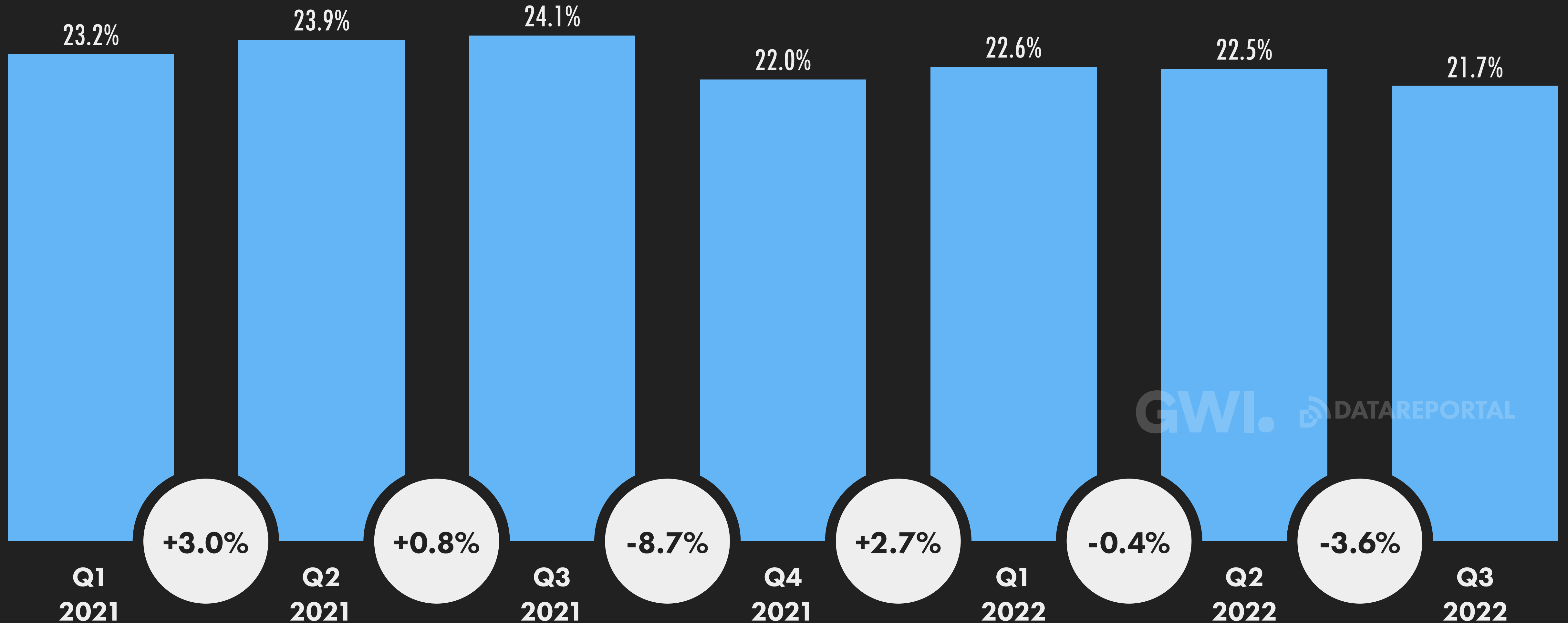
FIND OUT MORE IN  
THINK FORWARD 2023 >

we  
are  
social

JAN  
2023

# USE OF VOICE ASSISTANTS TO FIND INFORMATION

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



GW. DATAREPORTAL

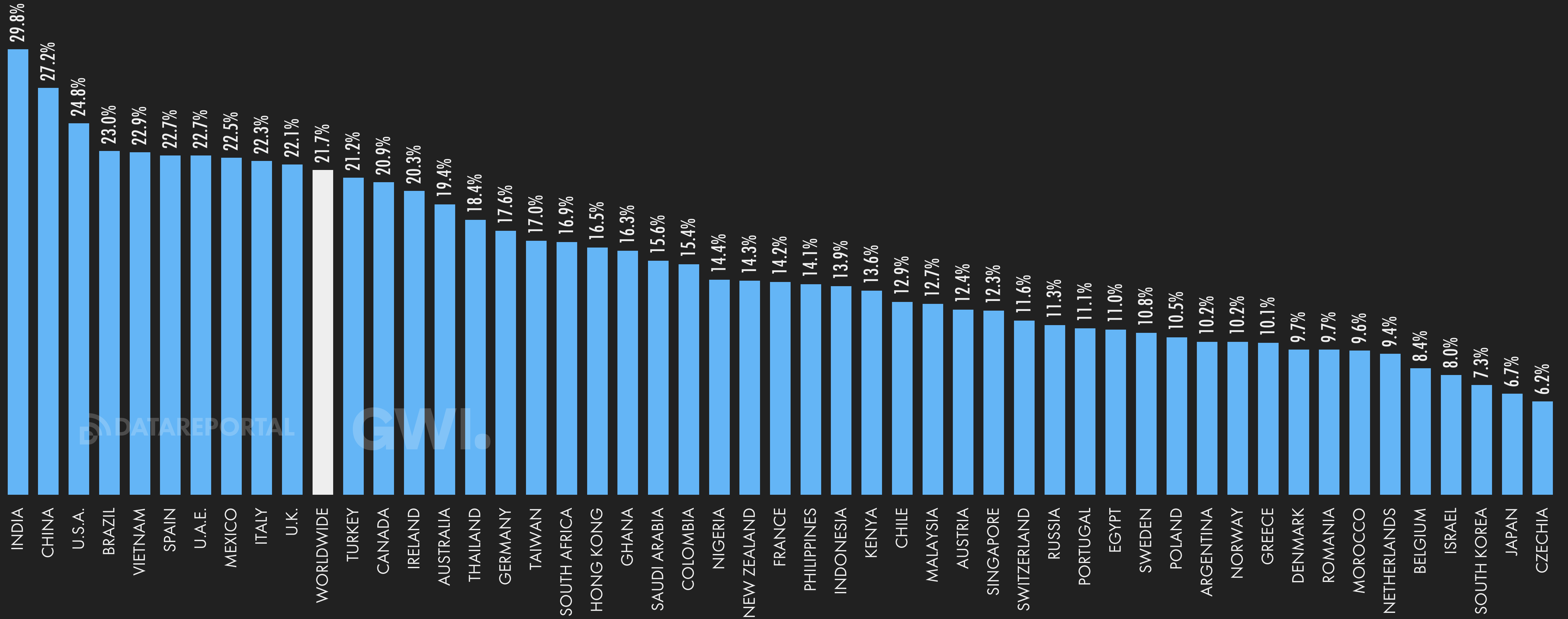
JAN  
2023

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GLOBAL OVERVIEW

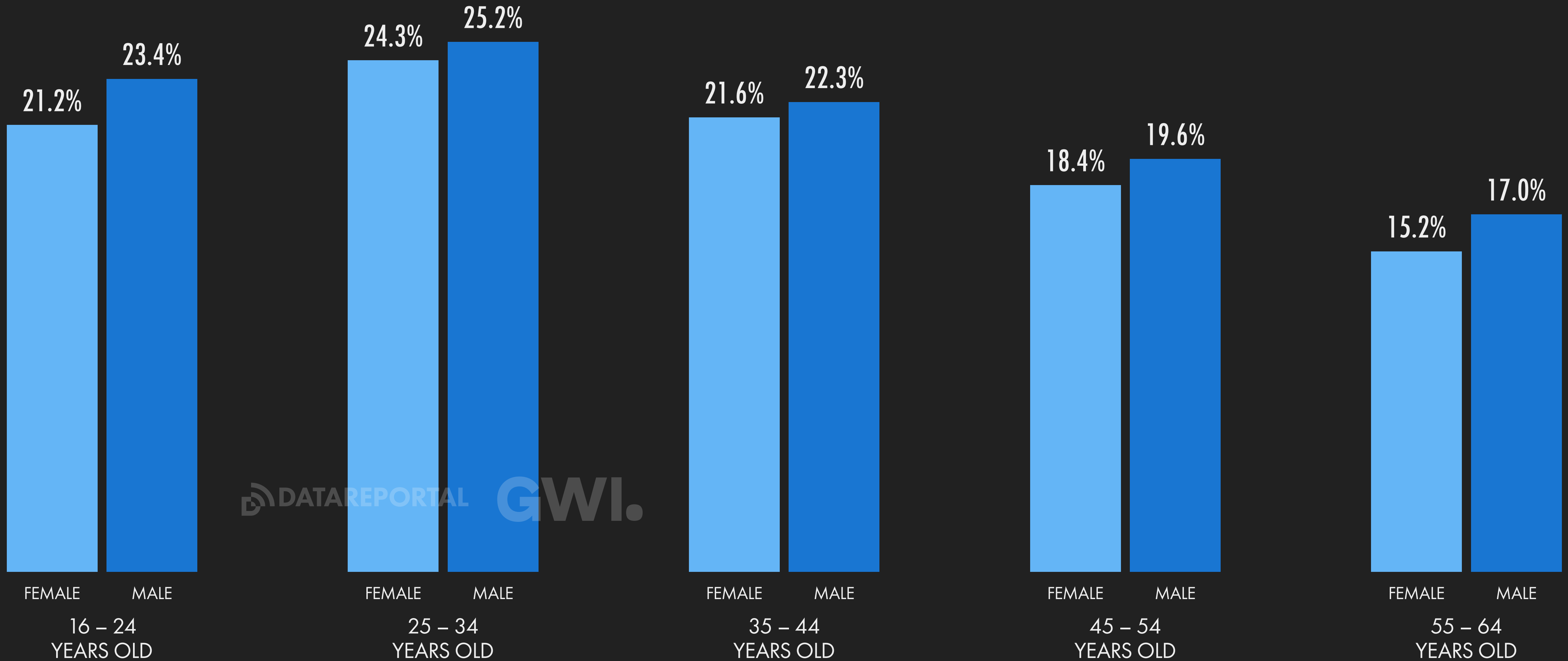




JAN  
2023

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



DATA REPORTAL GWI.

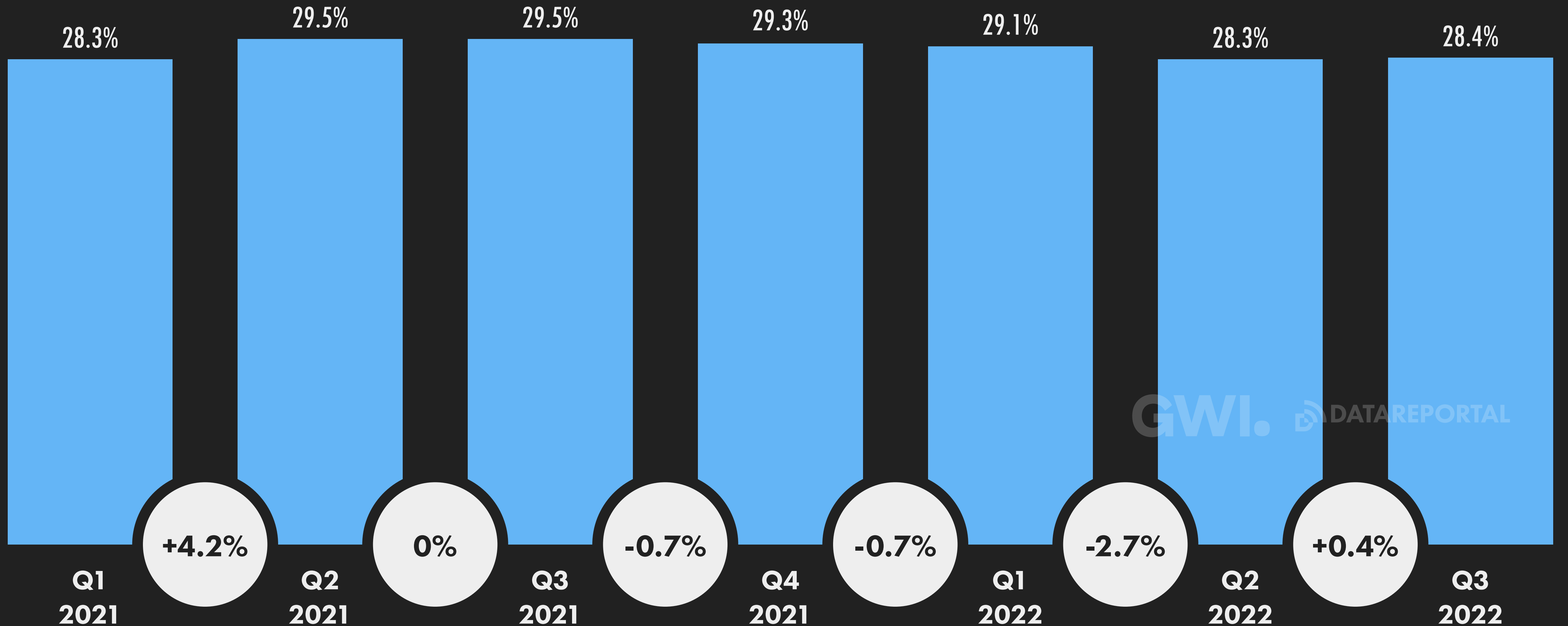
JAN  
2023

# 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



GLOBAL OVERVIEW



GW. DATAREPORTAL

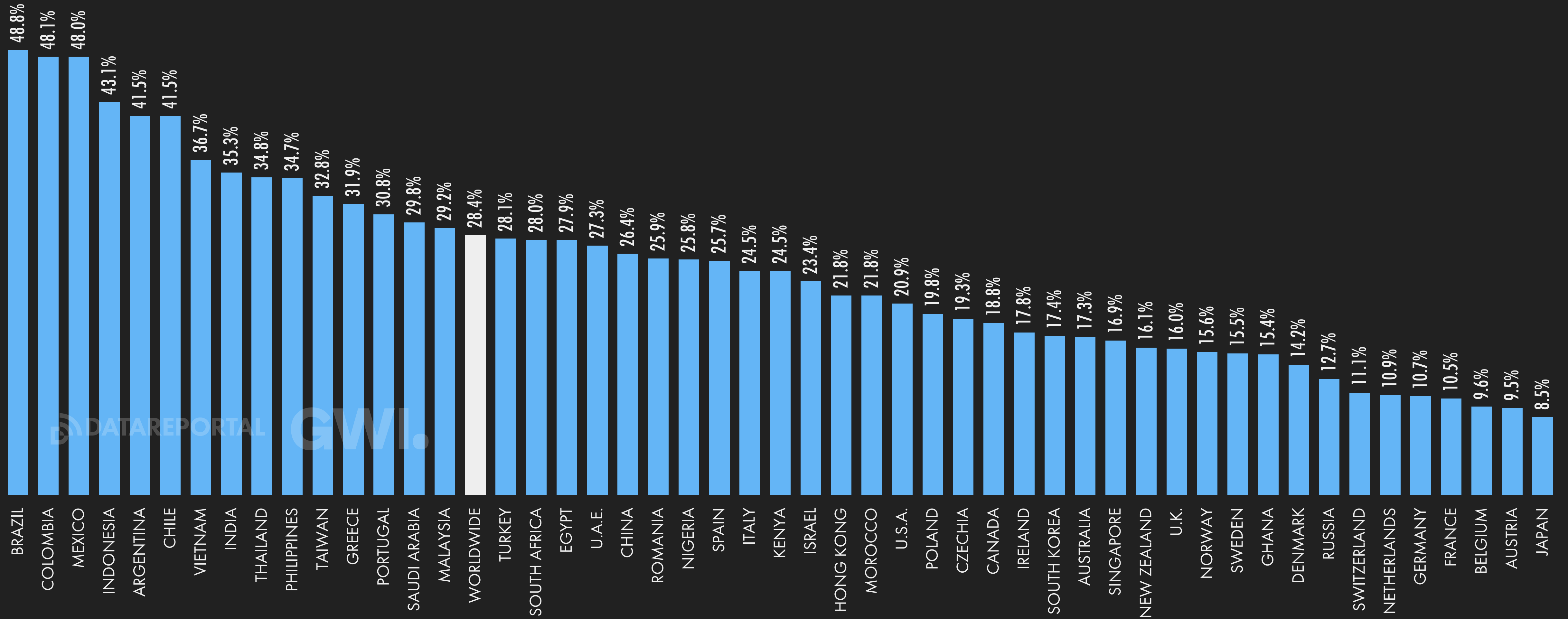
JAN  
2023

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GLOBAL OVERVIEW



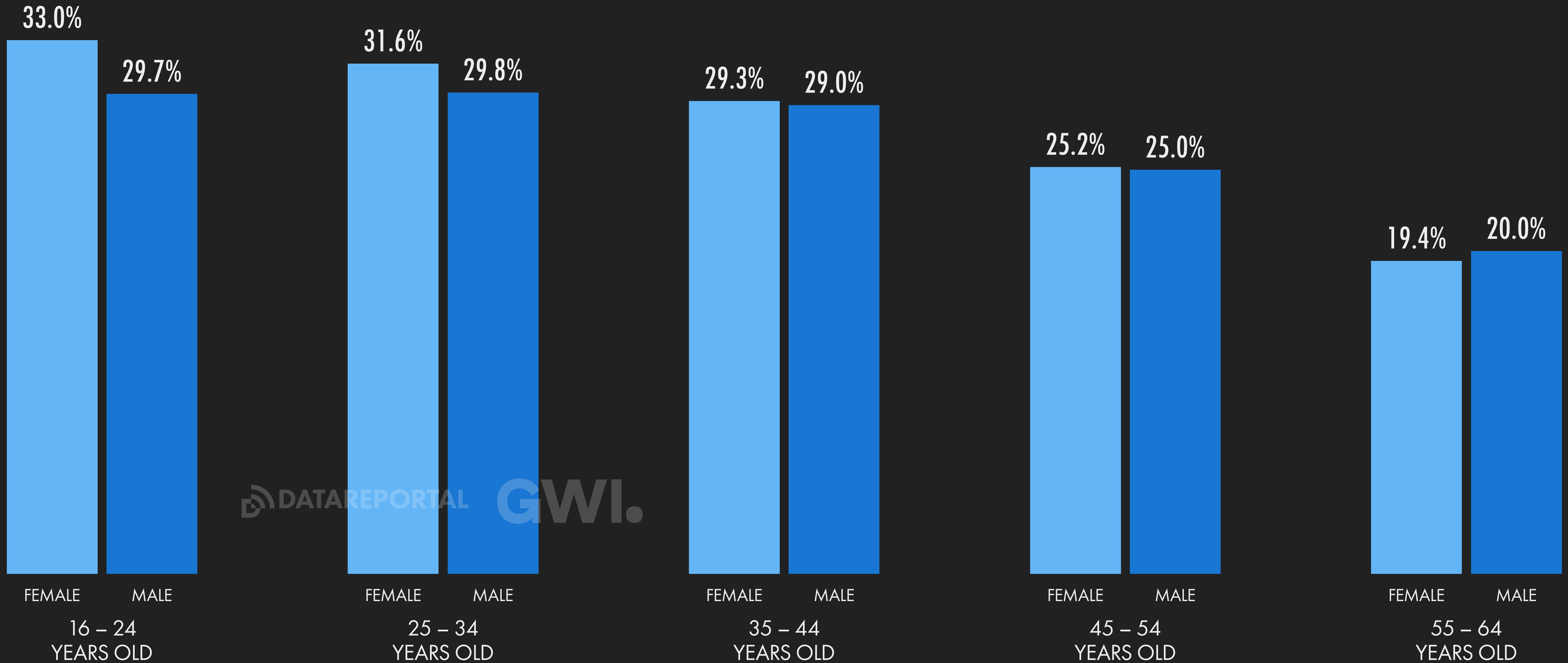
JAN  
2023

# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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GLOBAL OVERVIEW

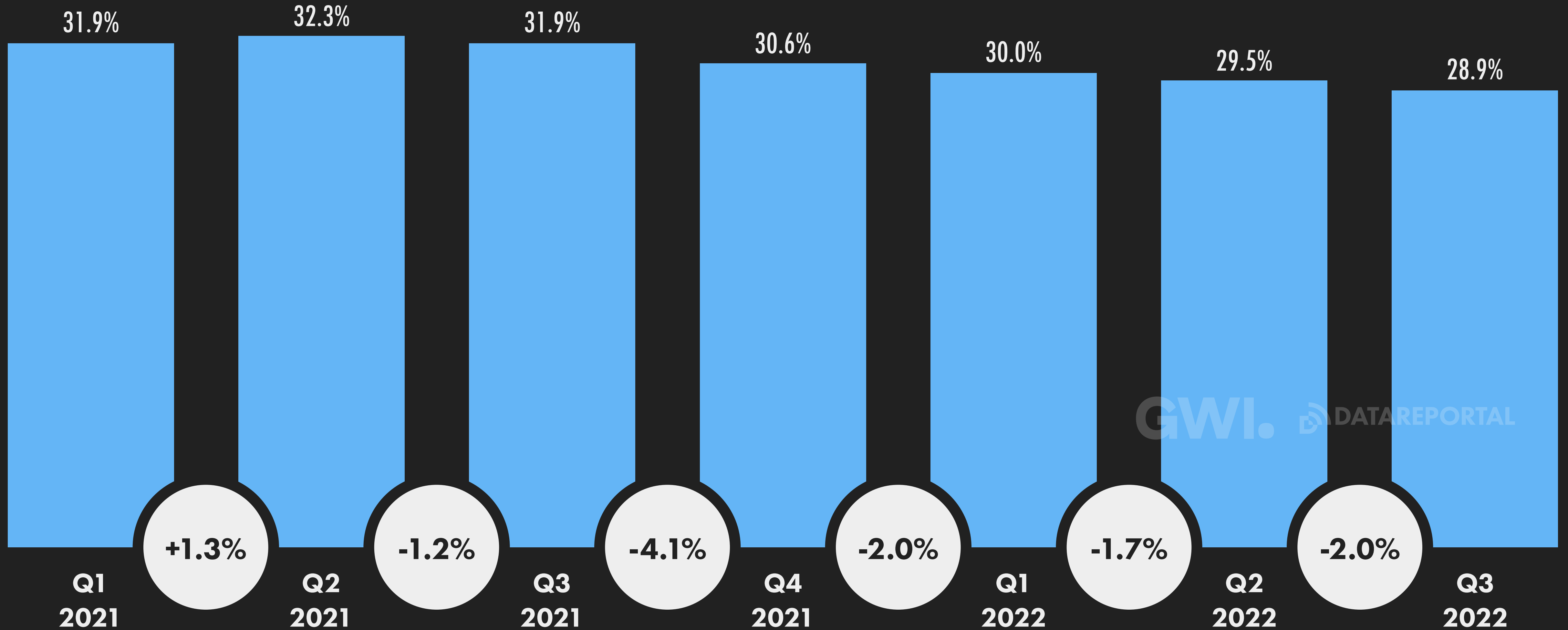


DATA REPORTAL GWI.

JAN  
2023

# USE OF ONLINE TRANSLATION TOOLS

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



GW. DATAREPORTAL

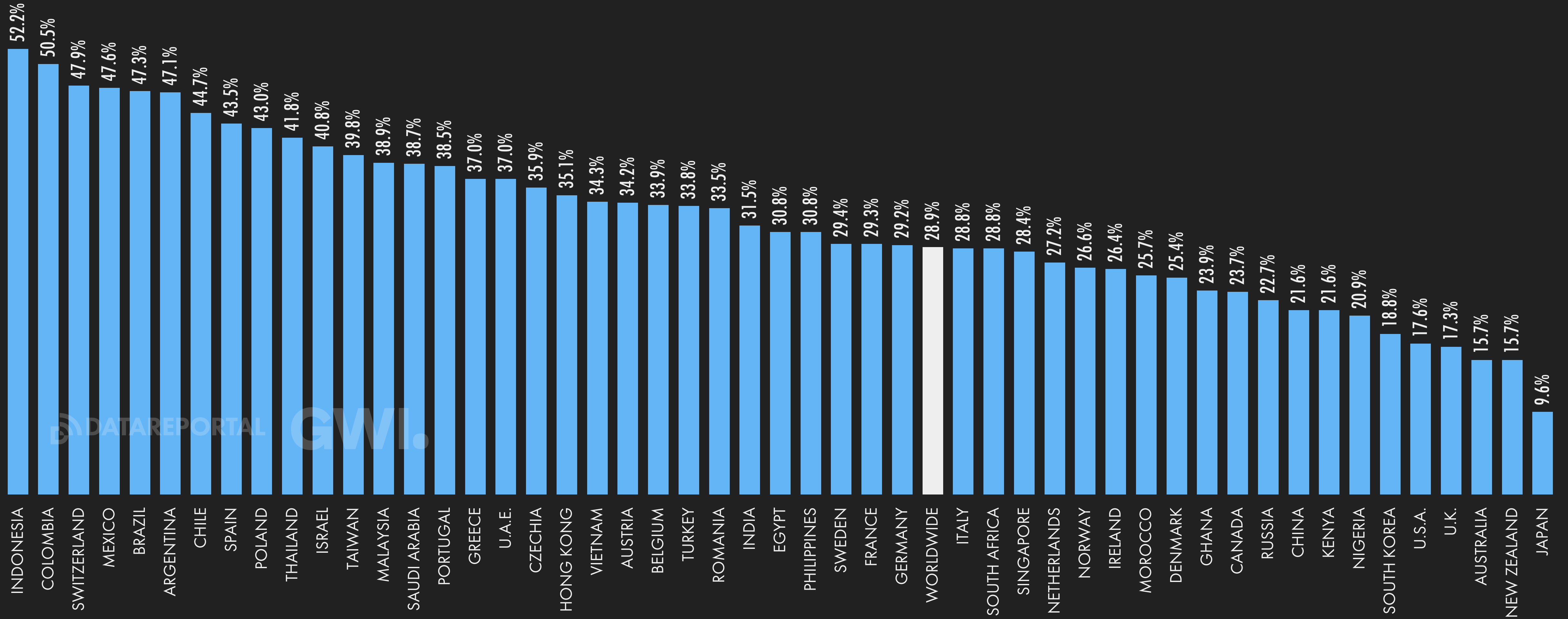
JAN  
2023

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GLOBAL OVERVIEW

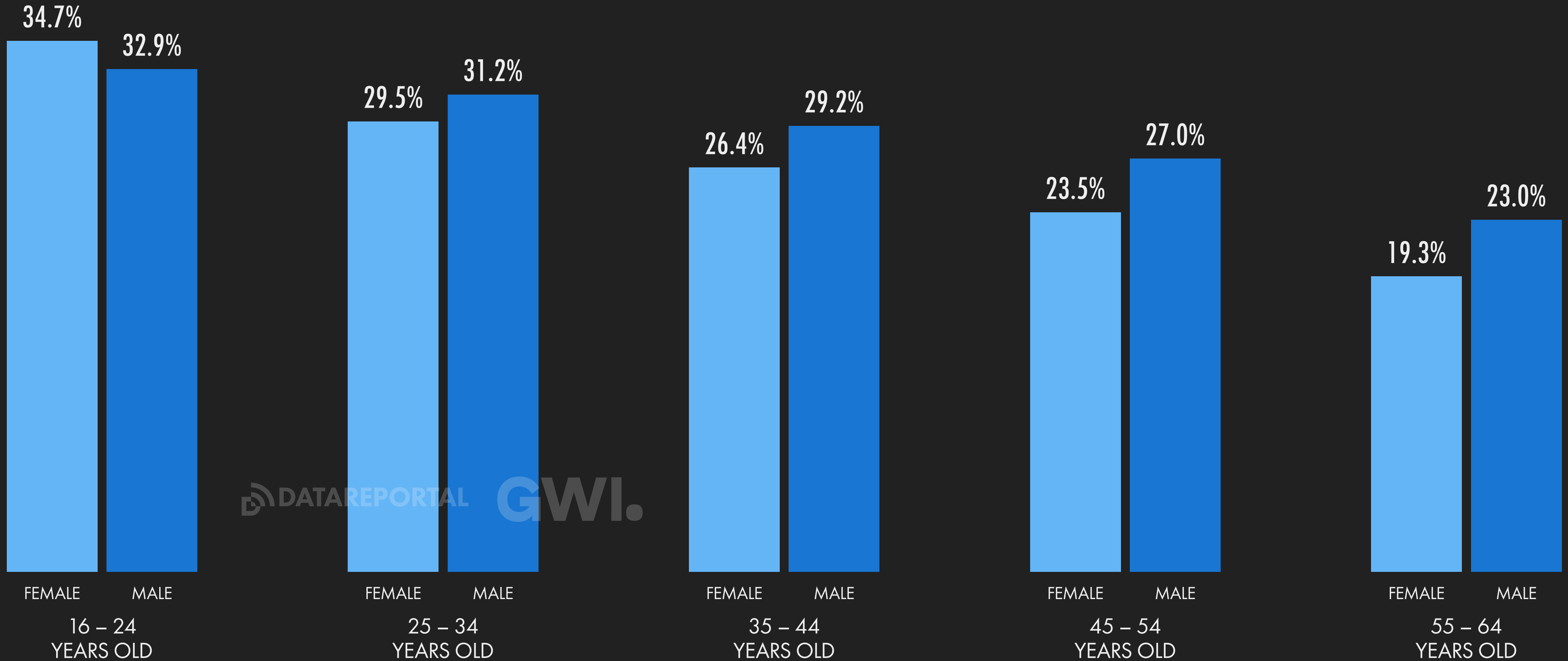


DATA REPORTAL GWI.

JAN  
2023

# USE OF ONLINE TRANSLATION TOOLS

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



DATA REPORTAL GWI.

**JAN  
2023**

# MOST COMMON LANGUAGES FOR WEB CONTENT

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



#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION	#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	58.8%	18.1%	11	PORTUGUESE	1.5%	3.2%
02	RUSSIAN	5.3%	3.2%	12	VIETNAMESE	1.4%	1.1%
03	SPANISH	4.3%	6.8%	13	DUTCH, FLEMISH	1.2%	0.4%
04	FRENCH	3.7%	3.4%	14	POLISH	1.1%	0.5%
05	GERMAN	3.7%	1.7%	15	ARABIC	0.9%	4.9%
06	JAPANESE	3.0%	1.6%	16	KOREAN	0.6%	1.0%
07	TURKISH	2.8%	1.1%	17	INDONESIAN	0.6%	2.5%
08	PERSIAN	2.3%	1.0%	18	UKRAINIAN	0.6%	0.6%
09	CHINESE	1.7%	18.7%	19	CZECH	0.5%	0.1%
10	ITALIAN	1.6%	0.8%	20	THAI	0.5%	0.8%

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



JAN  
2023

# MOST VIEWED WIKIPEDIA PAGES IN 2022

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2022



GLOBAL OVERVIEW

#	PAGE	VIEWS	EDITS	#	PAGE	VIEWS	EDITS
01	JEFFREY DAHMER	54,850,000	536	11	LIONEL MESSI	21,710,000	716
02	2022 RUSSIAN INVASION OF UKRAINE	50,310,000	11,994	12	AMBER HEARD	20,400,000	1,061
03	DEATHS IN 2022	46,510,000	3	13	FIFA WORLD CUP	20,110,000	465
04	2022 FIFA WORLD CUP	46,440,000	3,163	14	JOHNNY DEPP	19,900,000	408
05	ELIZABETH II	43,570,000	2,338	15	MICROSOFT OFFICE	19,620,000	60
06	YOUTUBE	39,230,000	322	16	WIKIPEDIA	18,510,000	430
07	ELON MUSK	27,880,000	3,481	17	RUSSO-UKRAINIAN WAR	17,830,000	1,633
08	VLADIMIR PUTIN	25,460,000	1,186	18	HOUSE OF THE DRAGON	17,580,000	2,440
09	UKRAINE	23,560,000	1,134	19	UNITED STATES	17,550,000	3,220
10	CRISTIANO RONALDO	22,690,000	689	20	TOP GUN: MAVERICK	17,520,000	3,816



JAN  
2023

# WATCHING ONLINE VIDEO CONTENT

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



ANY KIND  
OF VIDEO

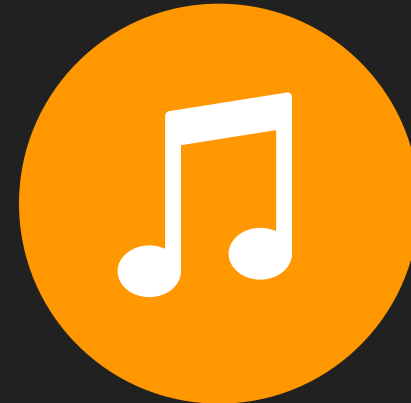


GWI.

92.8%

YOY: +1.0% (+90 BPS)

MUSIC  
VIDEO



KEPIOS

50.0%

YOY: -2.7% (-140 BPS)

COMEDY, MEME,  
OR VIRAL VIDEO



GWI.

35.8%

YOY: -3.5% (-130 BPS)

TUTORIAL OR  
HOW-TO VIDEO



we  
are  
social

28.7%

YOY: -8.3% (-260 BPS)

VIDEO  
LIVESTREAM



29.7%

YOY: -2.3% (-70 BPS)

EDUCATIONAL  
VIDEO



Meltwater

27.1%

YOY: -9.1% (-270 BPS)

PRODUCT  
REVIEW VIDEO



GWI.

26.4%

YOY: -4.7% (-130 BPS)

SPORTS CLIP OR  
HIGHLIGHTS VIDEO



GWI.

26.7%

YOY: -6.3% (-180 BPS)

GAMING  
VIDEO



GWI.

26.2%

YOY: -4.4% (-120 BPS)

INFLUENCER  
VIDEOS AND VLOGS



25.5%

YOY: -4.5% (-120 BPS)

JAN  
2023

# VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES THROUGHOUT 2022



## TOP VIDEO ENTERTAINMENT APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	MX PLAYER	TIMES GROUP
05	AMAZON PRIME VIDEO	AMAZON
06	MI VIDEO – VIDEO PLAYER	XIAOMI
07	HOTSTAR	DISNEY
08	GOOGLE PLAY MOVIES AND TV	GOOGLE
09	VLC MEDIA PLAYER	VIDEOLAN
10	DISNEY+	DISNEY

## TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

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



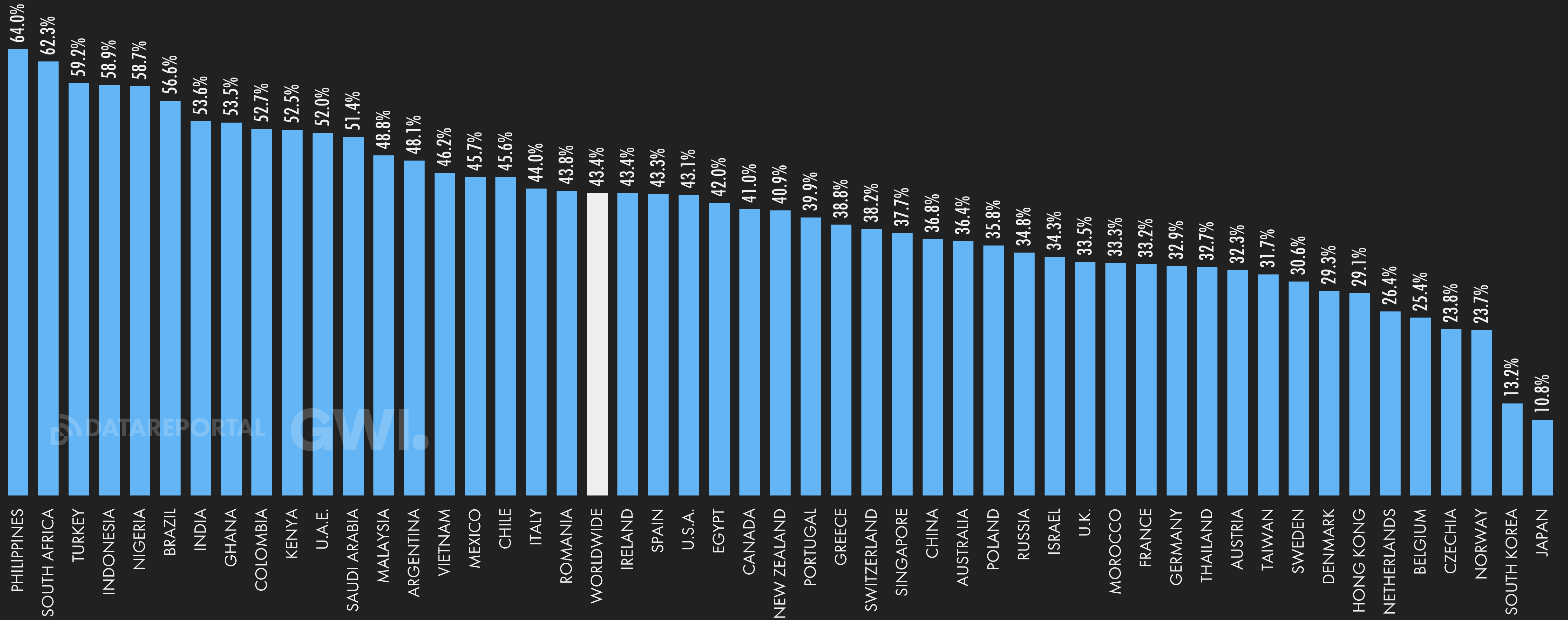
JAN  
2023

# ONLINE VIDEO AS A SOURCE OF LEARNING

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



GLOBAL OVERVIEW

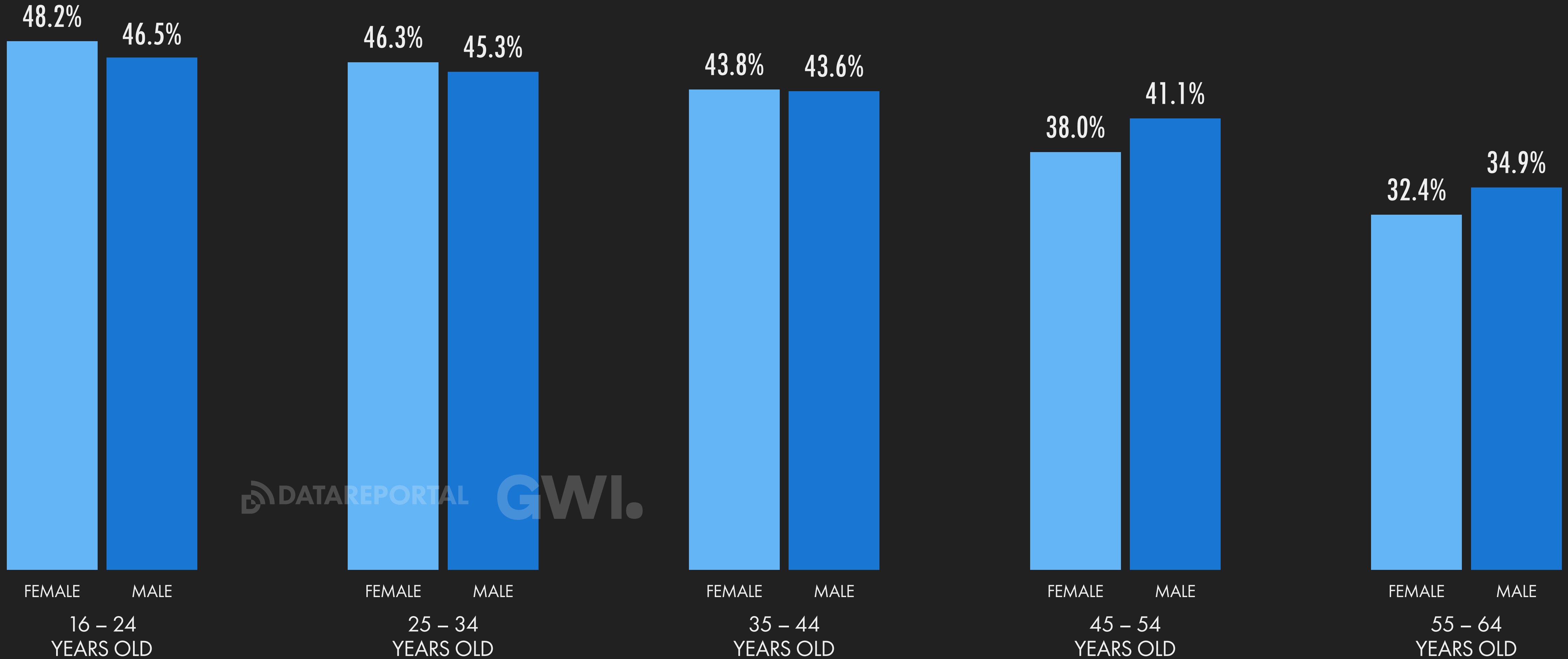


DATA REPORTAL GWI.

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2023

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



DATA REPORTAL GWI.

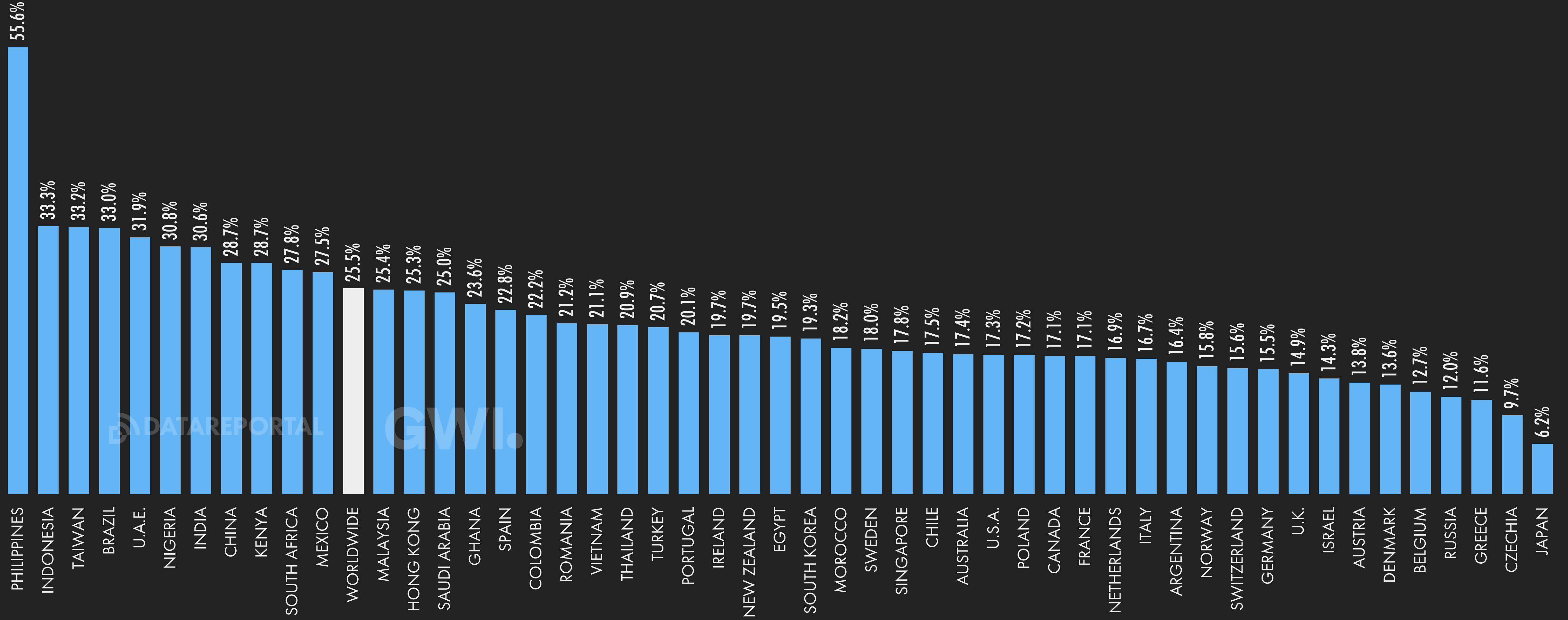
JAN  
2023

# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK



GLOBAL OVERVIEW



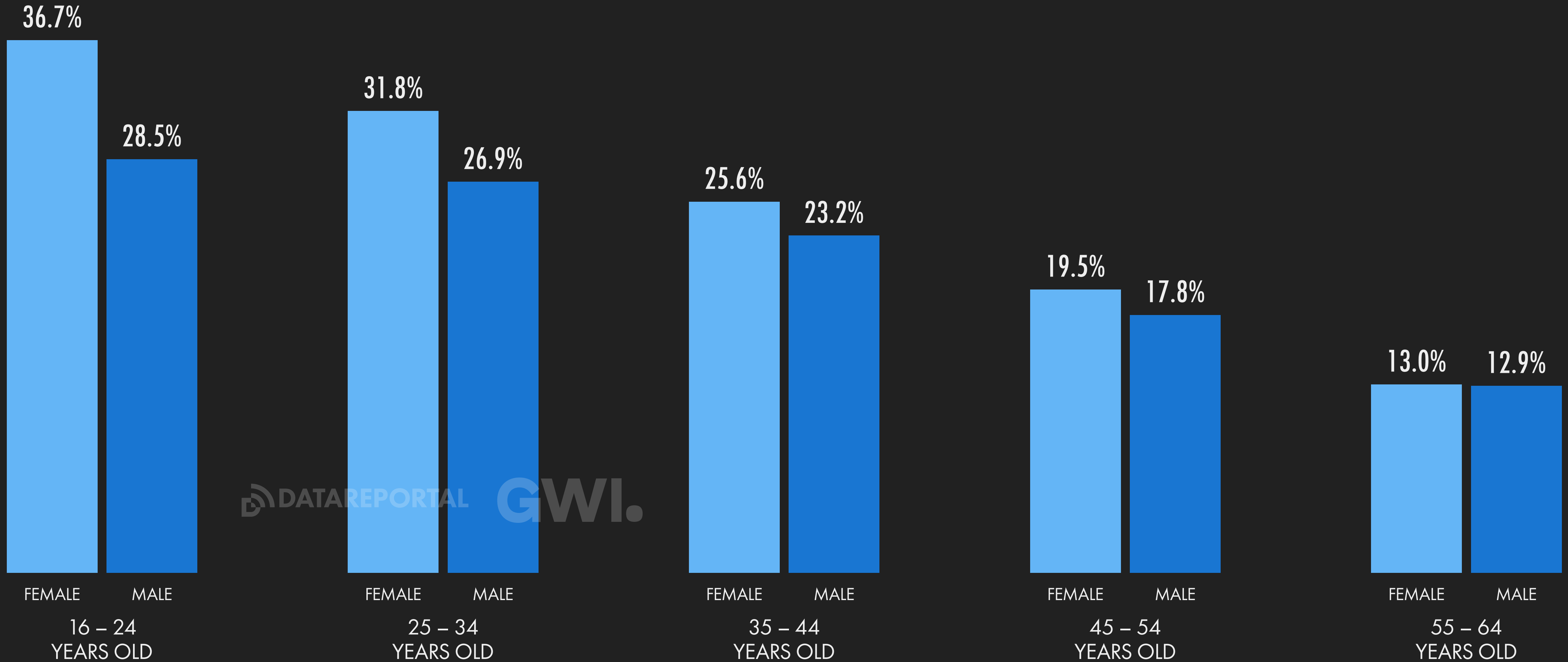
JAN  
2023

# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

JAN  
2023

# HOW INTERNET USERS WATCH TV

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



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



GW.

**95.5%**

YEAR-ON-YEAR CHANGE  
**-2.2% (-210 BPS)**

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



**87.1%**

YEAR-ON-YEAR CHANGE  
**-2.1% (-190 BPS)**

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



GW.

**90.9%**

YEAR-ON-YEAR CHANGE  
**-2.8% (-260 BPS)**

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



**23.7%**

YEAR-ON-YEAR CHANGE  
**-6.7% (-170 BPS)**

DO NOT WATCH ANY KIND OF TV CONTENT



**4.5%**

YEAR-ON-YEAR CHANGE  
**+87.5% (+210 BPS)**



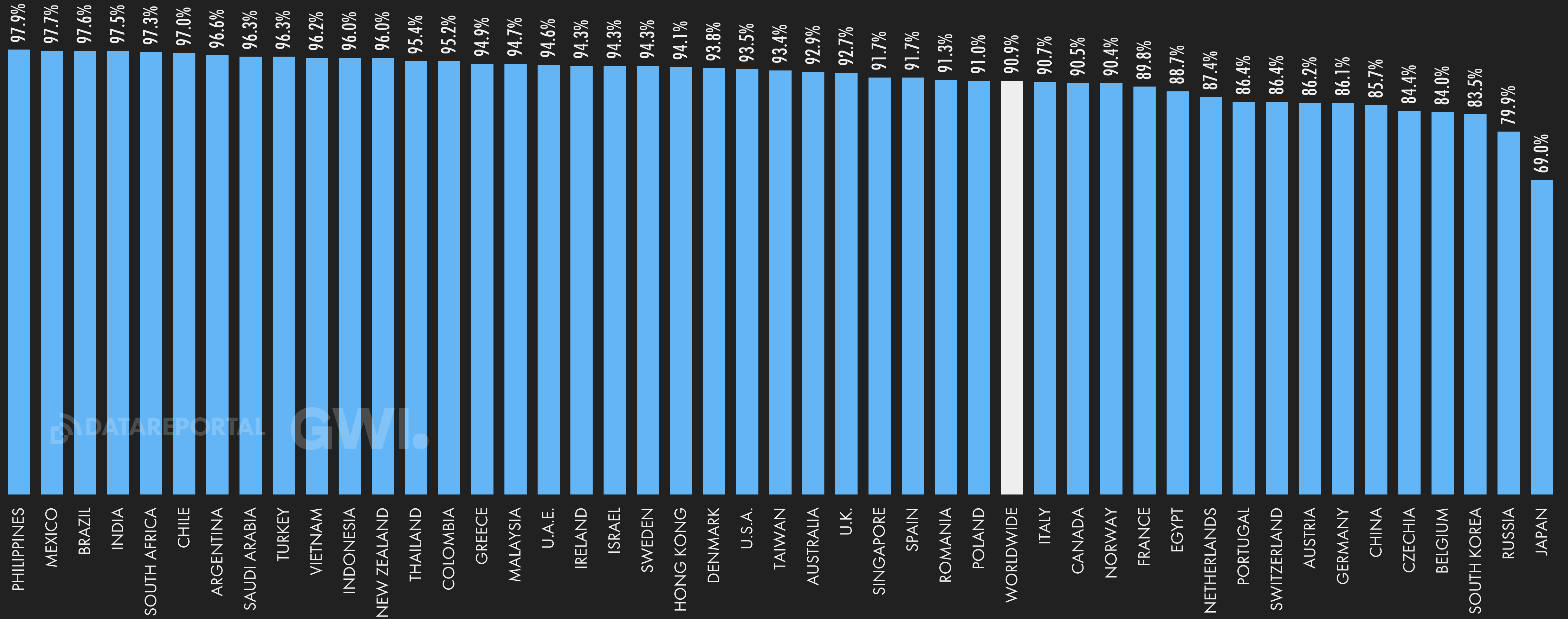
JAN  
2023

# 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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

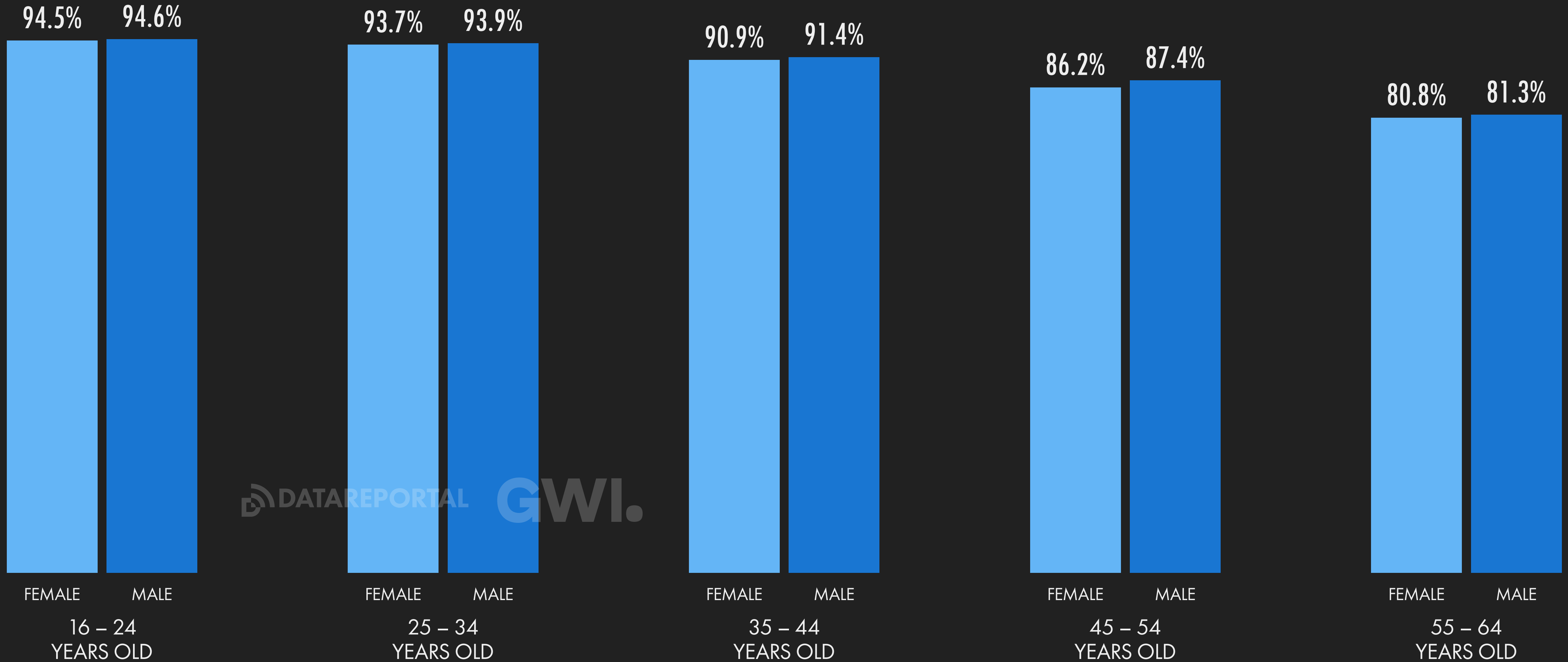
JAN  
2023

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GLOBAL OVERVIEW

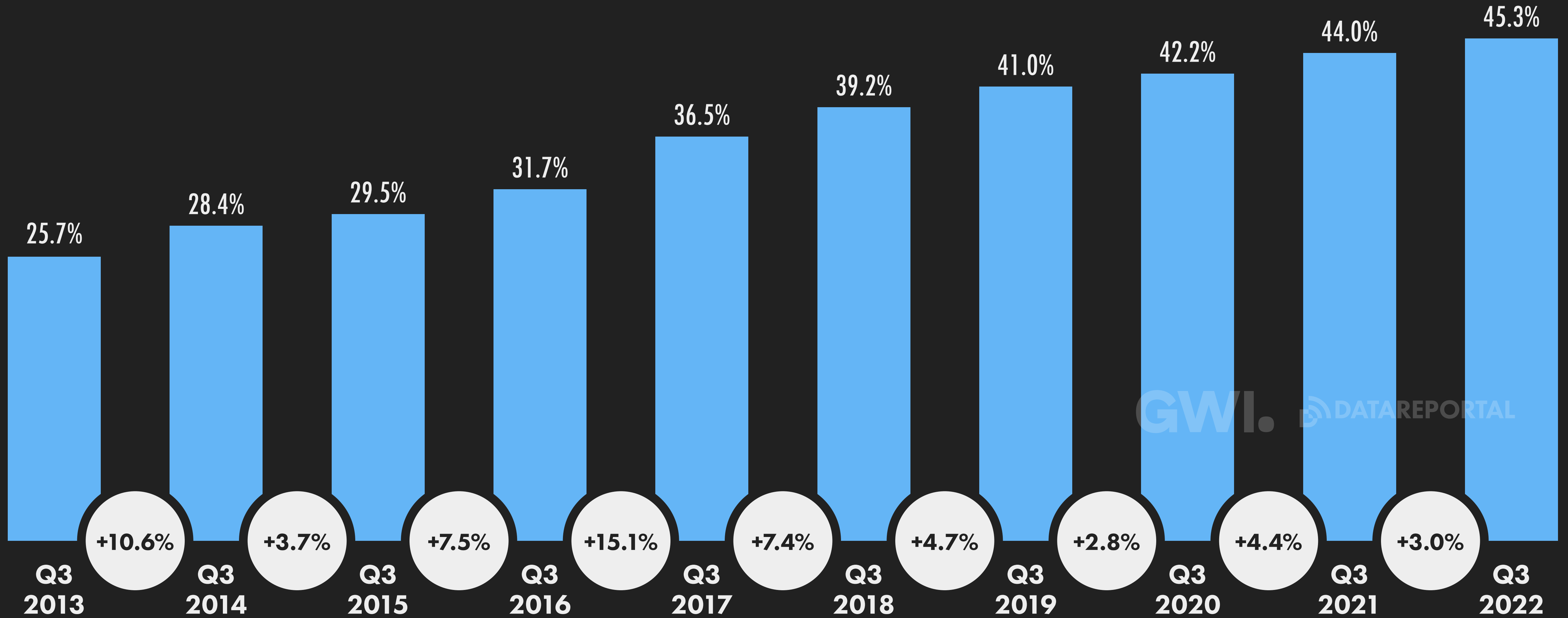


DATA REPORTAL GWI.

JAN  
2023

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

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



GW | DATAREPORTAL

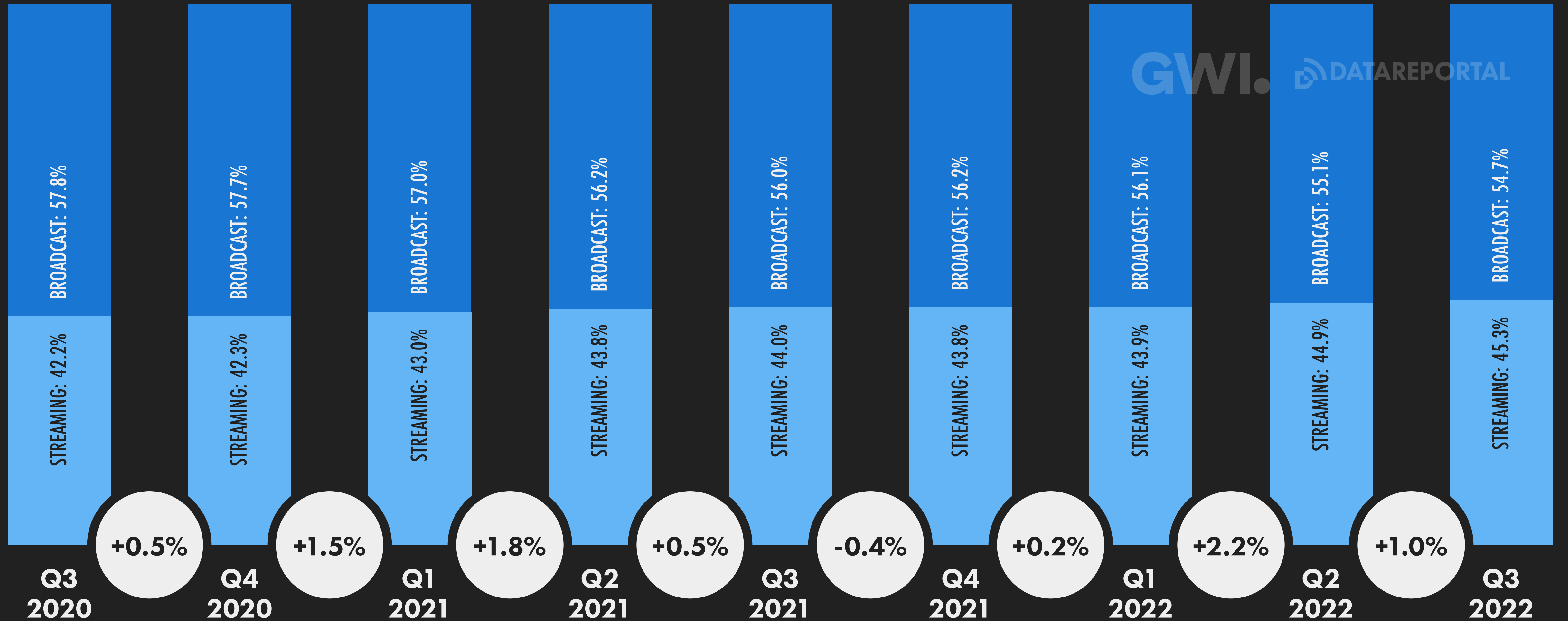
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2023

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

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



GLOBAL OVERVIEW



GWI. DATAREPORTAL

**JAN  
2023**

# TOP TV SHOWS OF 2022 BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN 2022 (FULL-YEAR)



#	NETFLIX		DISNEY+		AMAZON PRIME		HBO	
	#	INDEX	#	INDEX	#	INDEX	#	INDEX
01	STRANGER THINGS	100	THE SIMPSONS	100	THE LORD OF THE RINGS: THE RINGS OF POWER	100	GAME OF THRONES	100
02	MANIFEST	84	GREY'S ANATOMY	76	THE BOYS	82	THE BIG BANG THEORY	82
03	INVENTING ANNA	54	FAMILY GUY	61	REACHER	71	FRIENDS	79
04	DAHMER – MONSTER: THE JEFFREY DAHMER STORY	53	BLUEY	58	THE TERMINAL LIST	65	EUPHORIA	75
05	BRIDGERTON	47	MODERN FAMILY	49	THE PERIPHERAL	56	HOUSE OF THE DRAGON	69
06	WEDNESDAY	47	MALCOLM IN THE MIDDLE	39	THE WHEEL OF TIME	43	LOVE IS IN THE AIR	50
07	CAFÉ CON AROMA DE MUJER	45	SHE-HULK: ATTORNEY AT LAW	34	TOM CLANCY'S JACK RYAN	32	RICK AND MORTY	48
08	PASIÓN DE GAVILANES	43	HOW I MET YOUR MOTHER	30	THE SUMMER I TURNED PRETTY	20	THE HANDMAID'S TALE	34
09	ALL OF US ARE DEAD	42	STAR WARS: ANDOR	29	ALL OR NOTHING: ARSENAL	19	AND JUST LIKE THAT...	32
10	THE CROWN	41	MOON KNIGHT	28	THE GRAND TOUR	16	THE STAIRCASE	32

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# TOP MOVIES OF 2022 BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS IN 2022 (FULL-YEAR)



#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	THE TINDER SWINDLER	100	ENCANTO	100	SAMARITAN	100	THE BATMAN	100
02	THE ADAM PROJECT	98	TURNING RED	65	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	52	DUNE	94
03	THE SEA BEAST	95	MOANA	53	THE TOMORROW WAR	42	FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE	68
04	DON'T LOOK UP	92	AVENGERS: ENDGAME	36	THE HOBBIT: AN UNEXPECTED JOURNEY	34	KING RICHARD	66
05	THE GRAY MAN	88	DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS	25	NO TIME TO DIE	33	KIMI	61
06	PURPLE HEARTS	84	LIGHTYEAR	21	THE LORD OF THE RINGS: THE TWO TOWERS	31	THE MATRIX RESURRECTIONS	51
07	THE MAN FROM TORONTO	84	ETERNALS	21	TOM CLANCY'S WITHOUT REMORSE	28	ELVIS	44
08	HUSTLE	81	THOR: LOVE AND THUNDER	20	THIRTEEN LIVES	28	FATHER OF THE BRIDE	39
09	SENIOR YEAR	70	HOCUS POCUS 2	17	CLARKSON'S FARM	27	THE LITTLE THINGS	34
10	ENOLA HOLMES 2	61	AVATAR	16	OVERDOSE	27	THE FALLOUT	29

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# ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT GAINED THE GREATEST CUMULATIVE VIEW TIME IN THEIR FIRST 28 DAYS ON NETFLIX (ALL-TIME)



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

#	TV SHOW (SEASON)	HOURS IN FIRST 28 DAYS
01	STRANGER THINGS (S4)	1,352,090,000
02	WEDNESDAY (S1)	1,237,120,000
03	DAHMER: MONSTER	856,220,000
04	BRIDGERTON (S2)	656,260,000
05	BRIDGERTON (S1)	625,490,000
06	STRANGER THINGS (S3)	582,100,000
07	LUCIFER (S5)	569,480,000
08	THE WITCHER (S1)	541,010,000
09	INVENTING ANNA	511,920,000
10	13 REASONS WHY (S2)	496,120,000

## MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	HOURS IN FIRST 28 DAYS
01	RED NOTICE	364,020,000
02	DON'T LOOK UP	359,790,000
03	BIRD BOX	282,020,000
04	THE GRAY MAN	253,870,000
05	THE ADAM PROJECT	233,160,000
06	EXTRACTION	231,340,000
07	PURPLE HEARTS	228,690,000
08	THE UNFORGIVABLE	214,700,000
09	THE IRISHMAN	214,570,000
10	THE KISSING BOOTH 2	209,250,000

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# ALL-TIME NETFLIX CHARTS (NON-ENGLISH)

NON-ENGLISH-LANGUAGE TITLES THAT GAINED THE GREATEST CUMULATIVE VIEW TIME IN THEIR FIRST 28 DAYS ON NETFLIX (ALL-TIME)



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

#	TV SHOW (SEASON)	HOURS IN FIRST 28 DAYS
01	SQUID GAME (S1)	1,650,450,000
02	MONEY HEIST (S5)	792,230,000
03	MONEY HEIST (S4)	619,010,000
04	ALL OF US ARE DEAD (S1)	560,780,000
05	MONEY HEIST (S3)	426,400,000
06	EXTRAORDINARY ATTORNEY WOO (S1)	402,470,000
07	CAFÉ CON AROMA DE MUJER (S1)	326,910,000
08	LUPIN (S1)	316,830,000
09	ELITE (S3)	275,300,000
10	WHO KILLED SARA? (S1)	266,430,000

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

#	MOVIE	HOURS IN FIRST 28 DAYS
01	TROLL	152,350,000
02	BLOOD RED SKY	110,520,000
03	THE PLATFORM	108,090,000
04	ALL QUIET ON THE WESTERN FRONT	101,360,000
05	BLACK CRAB	94,130,000
06	THROUGH MY WINDOW	92,440,000
07	THE TAKEDOWN	78,630,000
08	BELOW ZERO	78,300,000
09	LOVING ADULTS	67,340,000
10	MY NAME IS VENDETTA	67,280,000



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# LISTENING TO ONLINE AUDIO CONTENT

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



LISTEN TO MUSIC  
STREAMING SERVICES



GWI.

**39.1%**

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

LISTEN TO ONLINE RADIO  
SHOWS OR STATIONS



Meltwater

**21.9%**

YEAR-ON-YEAR CHANGE  
**-4.4% (-100 BPS)**

LISTEN TO  
PODCASTS



we  
are  
social

**21.2%**

YEAR-ON-YEAR CHANGE  
**+3.9% (+80 BPS)**

LISTEN TO  
AUDIO BOOKS



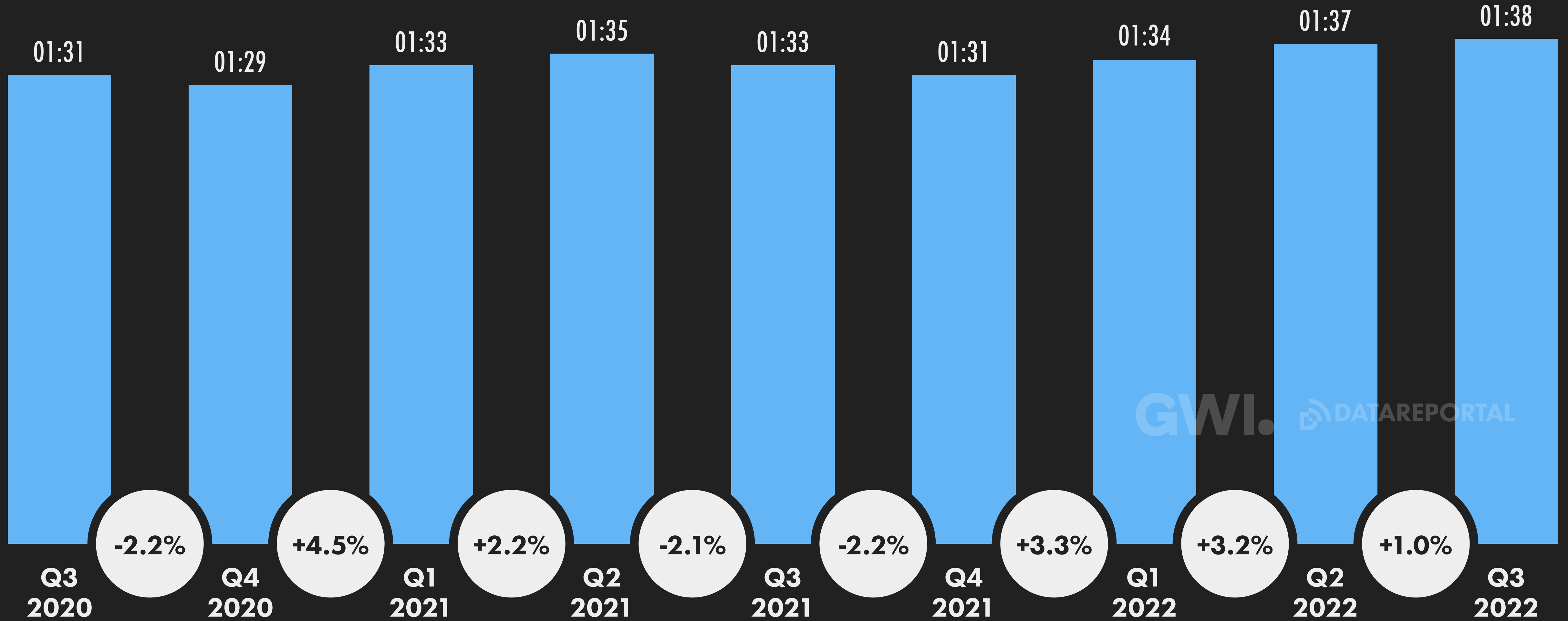
**19.8%**

YEAR-ON-YEAR CHANGE  
**-2.5% (-50 BPS)**

**JAN  
2023**

# TIME SPENT LISTENING TO STREAMING MUSIC

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



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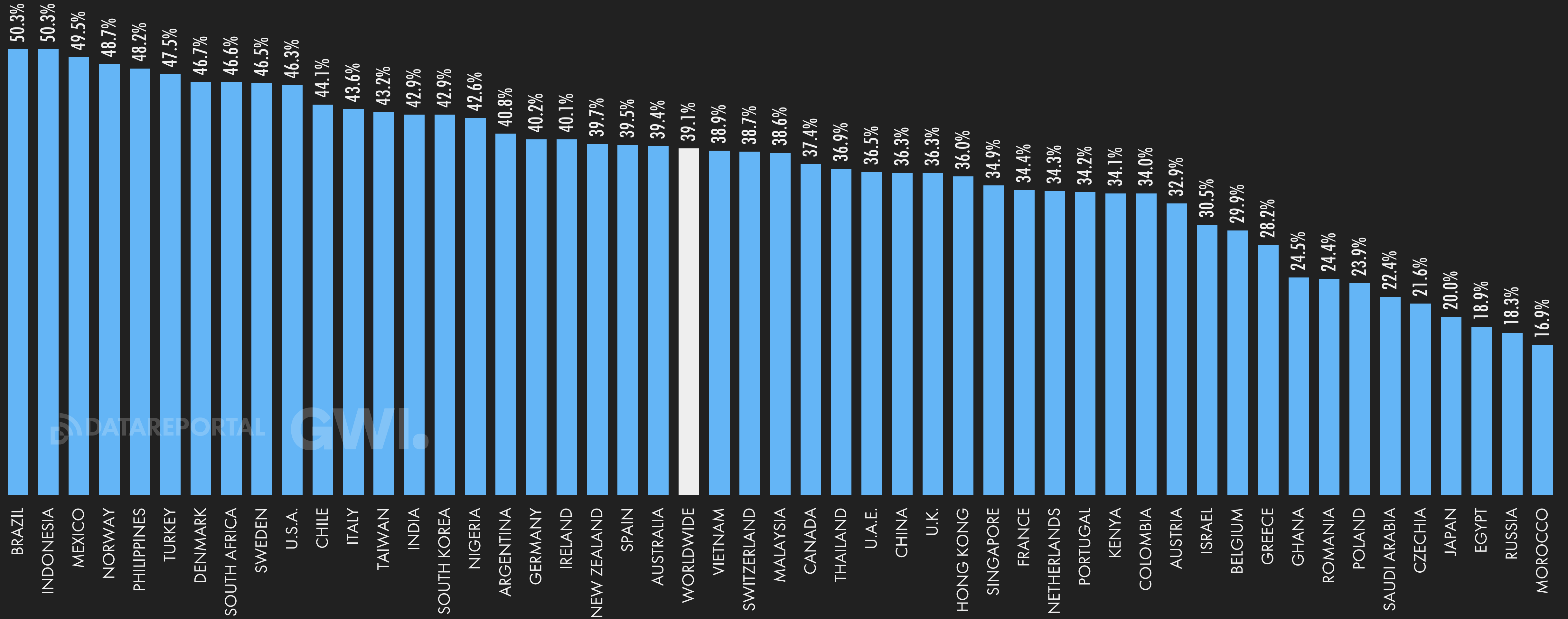
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# LISTENING TO STREAMING MUSIC

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



GLOBAL OVERVIEW



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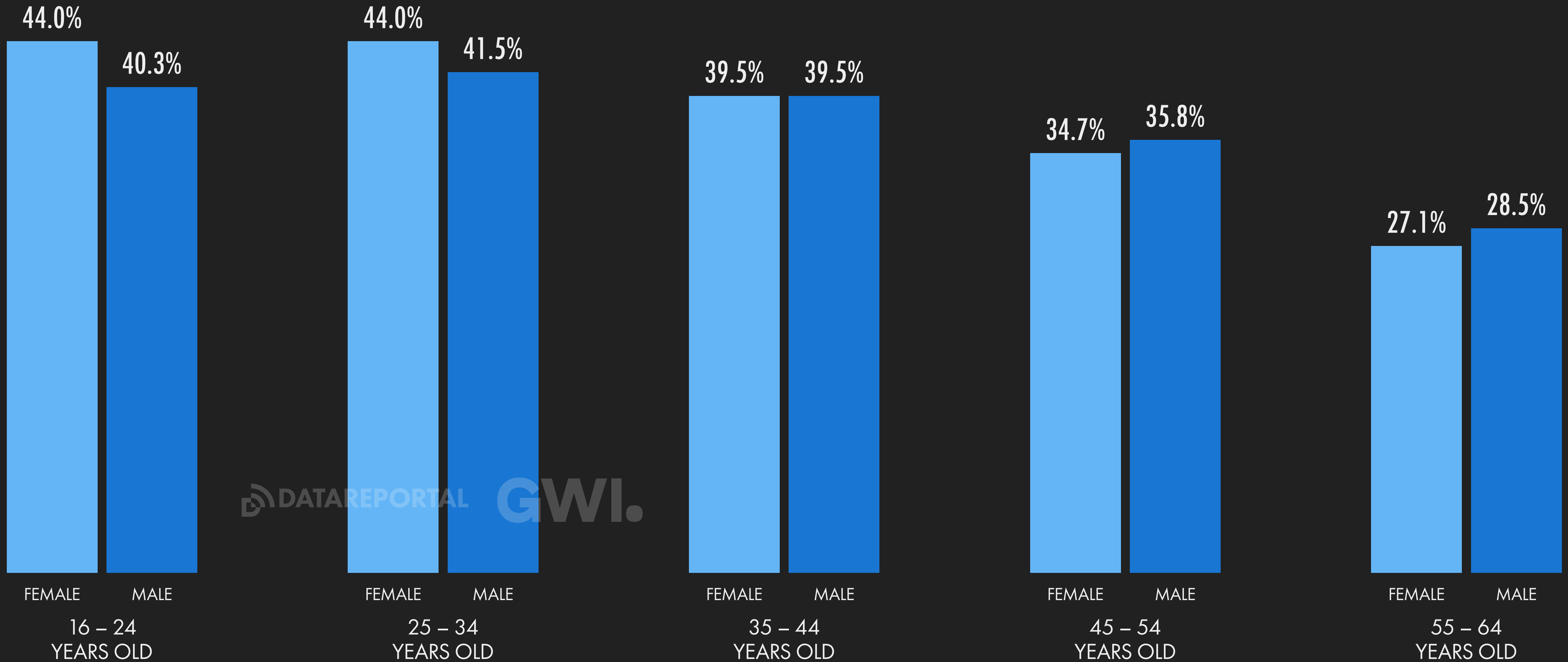
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# LISTENING TO STREAMING MUSIC

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



GLOBAL OVERVIEW



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# MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES THROUGHOUT 2022



## TOP MUSIC-RELATED MOBILE APPS BY ACTIVE USERS

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



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

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	RESSO	BYTEDANCE
04	SAMSUNG MUSIC	SAMSUNG
05	MI MUSIC	XIAOMI
06	AMAZON MUSIC	AMAZON
07	LARK PLAYER	DYWX
08	DEEZER	DEEZER
09	SOUNDCLOUD	SOUNDCLOUD
10	TUNEIN RADIO	TUNEIN



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# SPOTIFY'S MOST STREAMED SONGS OF 2022

RANKING OF THE MOST STREAMED SONGS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2022



GLOBAL OVERVIEW

# ARTIST – "SONG TITLE"

01 HARRY STYLES – "AS IT WAS"

02 GLASS ANIMALS – "HEAT WAVES"



03 THE KID LAROI WITH JUSTIN BIEBER – "STAY"

04 BAD BUNNY FEAT. CHENCHO CORLEONE – "ME PORTO BONITO"

05 BAD BUNNY – "TITÍ ME PREGUNTÓ"

06 ELTON JOHN & DUA LIPA – "COLD HEART" (PNAU REMIX)

07 IMAGINE DRAGONS x J.I.D. – "ENEMY"

08 BIZARRAP & QUEVEDO – "QUEVEDO: BZRP MUSIC SESSIONS, VOL. 52"

09 BAD BUNNY FEAT. BOMBA ESTÉRO – "OJITOS LINDOS"

10 KATE BUSH – "RUNNING UP THAT HILL (A DEAL WITH GOD)"

# ARTIST – "SONG TITLE"

11 LIL NAS X FEAT. JACK HARLOW – "INDUSTRY BABY"

12 GAYLE – "ABCDEFU"

13 BAD BUNNY – "EFECTO"



14 JUSTIN BIEBER – "GHOST"

15 JOJI – "GLIMPSE OF US"

16 BAD BUNNY – "MOSCOW MULE"

17 ED SHEERAN – "SHIVERS"

18 ADELE – "EASY ON ME"

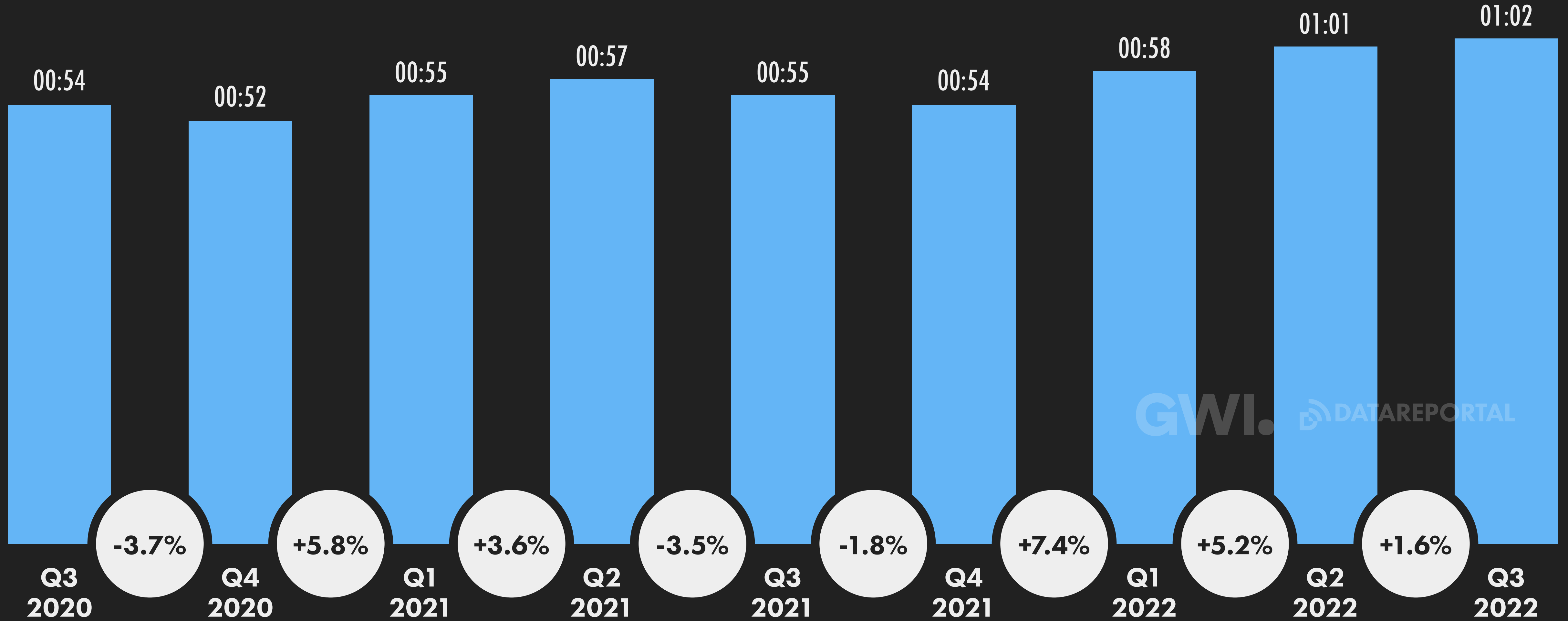
19 ELLEY DUHÉ – "MIDDLE OF THE NIGHT"

20 DOJA CAT – "WOMAN"

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# TIME SPENT LISTENING TO PODCASTS

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



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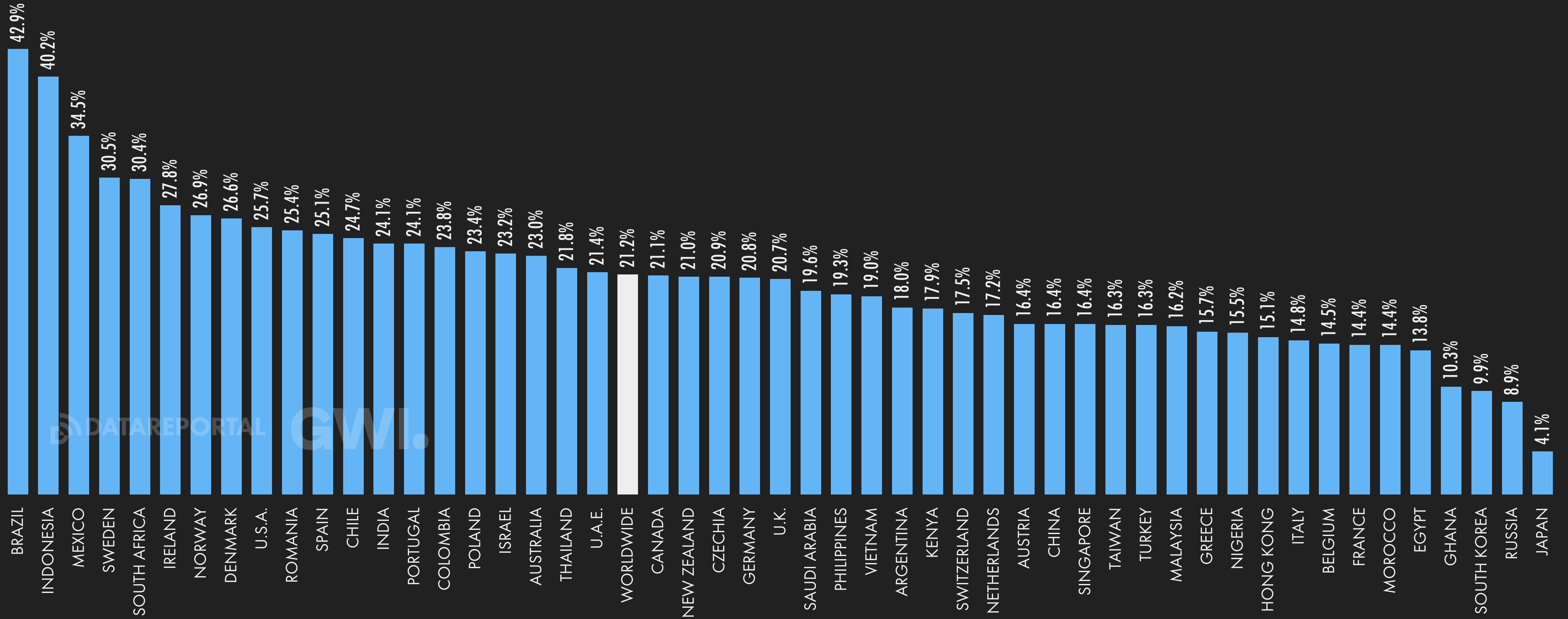
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# LISTENING TO PODCASTS

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



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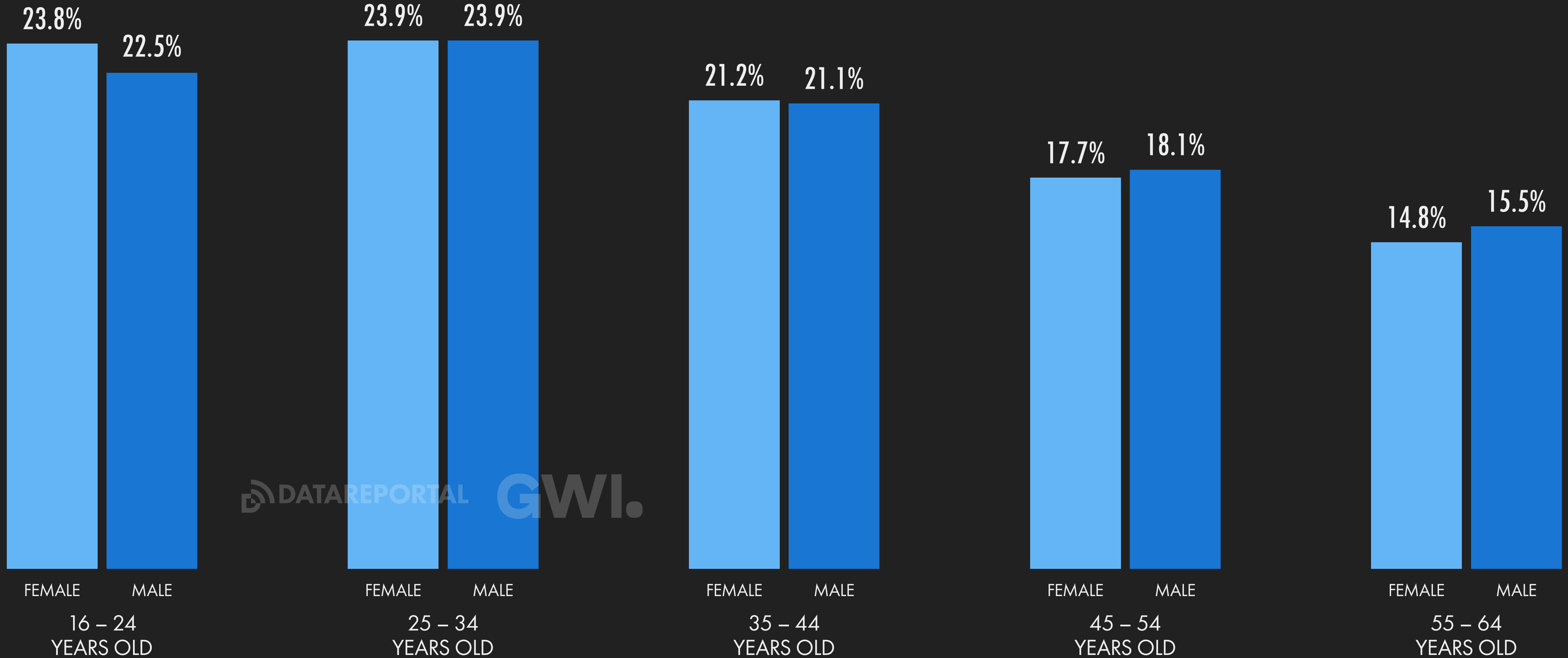
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



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# DEVICES USED TO PLAY VIDEO GAMES

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



ANY DEVICE



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**81.9%**

YOY: -2.0% (-170 BPS)

SMARTPHONE



we  
are  
social

**66.2%**

YOY: -2.8% (-190 BPS)

LAPTOP OR DESKTOP



GWI.

**37.9%**

YOY: +3.0% (+110 BPS)

GAMES CONSOLE



**25.3%**

YOY: -1.9% (-50 BPS)

TABLET



Meltwater

**16.5%**

YOY: -4.1% (-70 BPS)

HAND-HELD GAMING DEVICE



GWI.

**13.1%**

YOY: -3.7% (-50 BPS)

MEDIA STREAMING DEVICE



KEPIOS

**9.4%**

YOY: -3.1% (-30 BPS)

VIRTUAL REALITY HEADSET



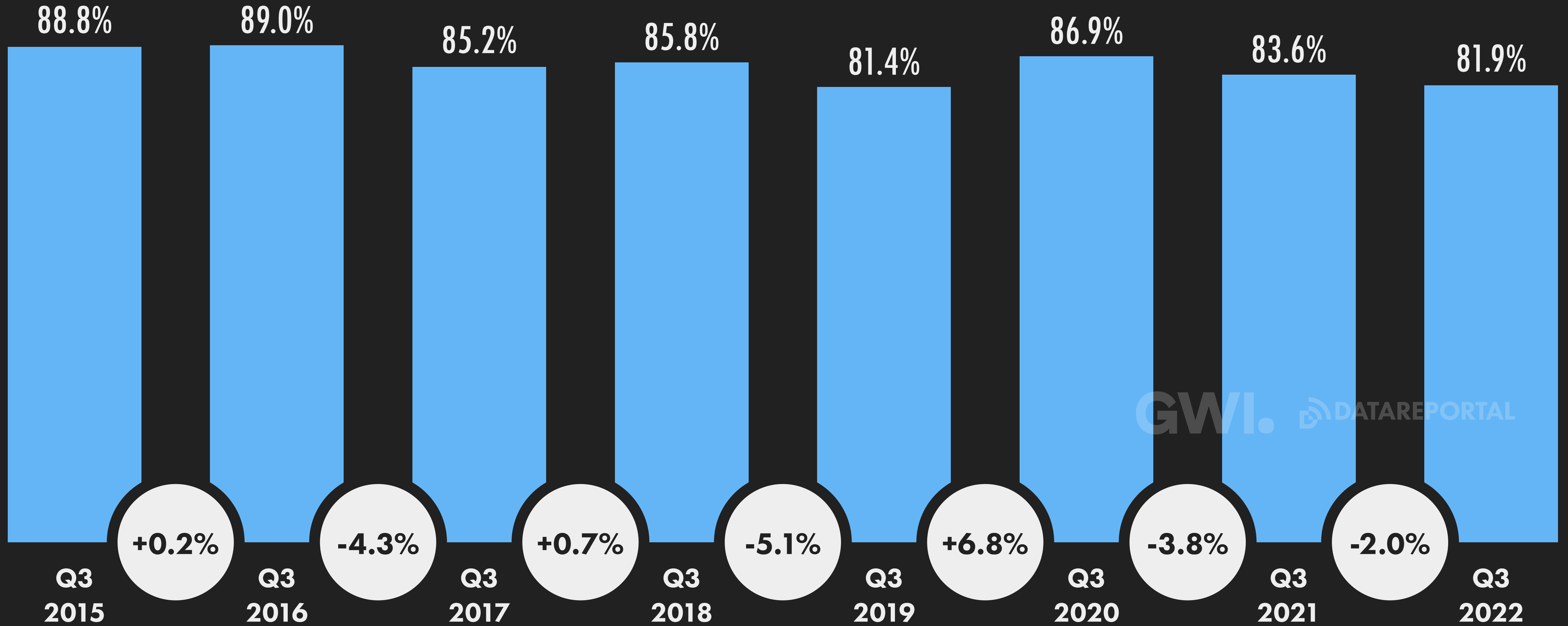
**8.7%**

YOY: UNCHANGED

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# PLAYING VIDEO GAMES (YOY)

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



GW | DATAREPORTAL

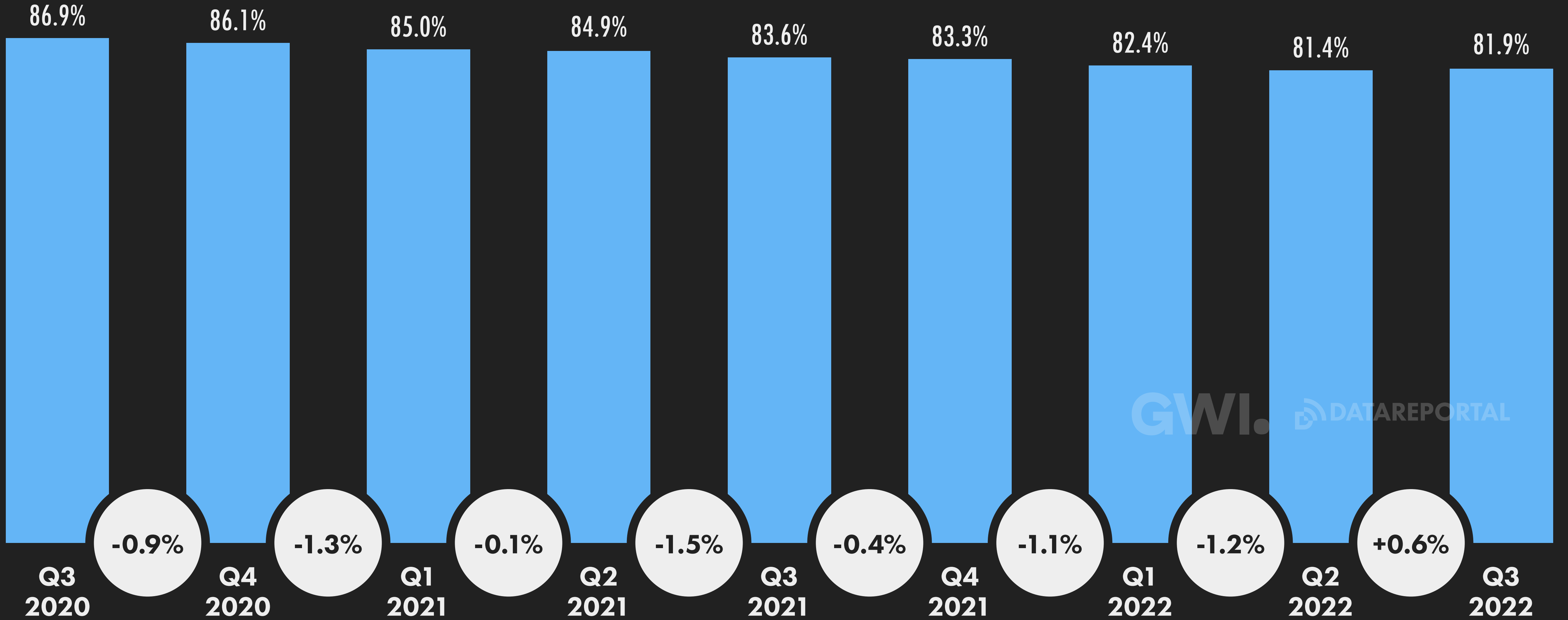
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# PLAYING VIDEO GAMES (QOQ)

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



GLOBAL OVERVIEW



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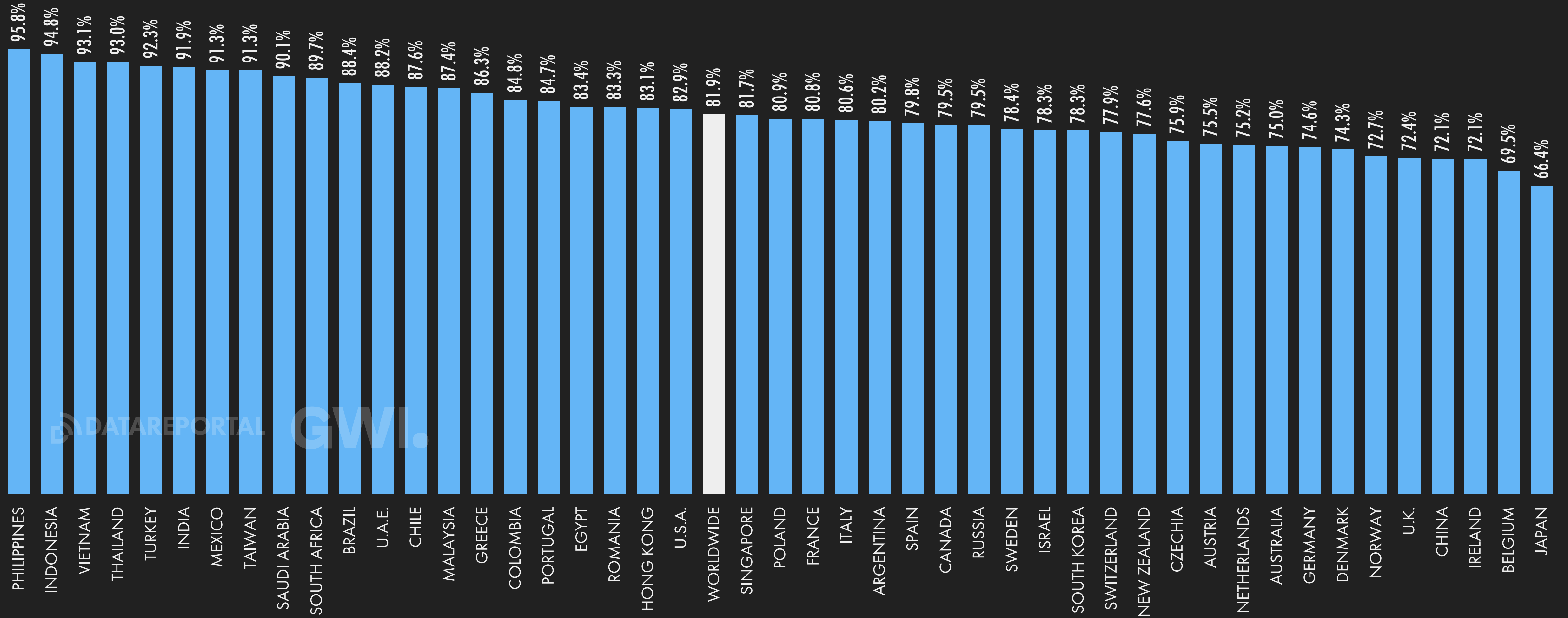
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# PLAYING VIDEO GAMES

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



GLOBAL OVERVIEW

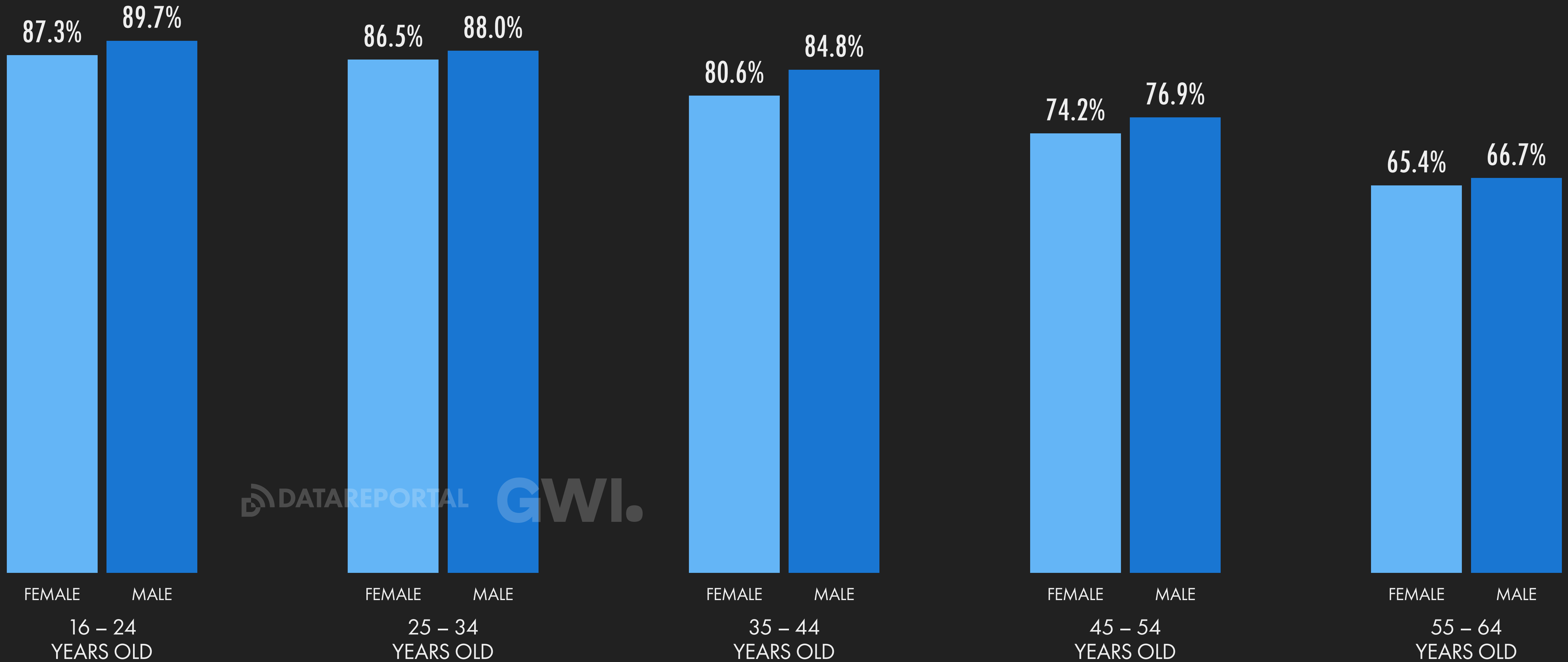


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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

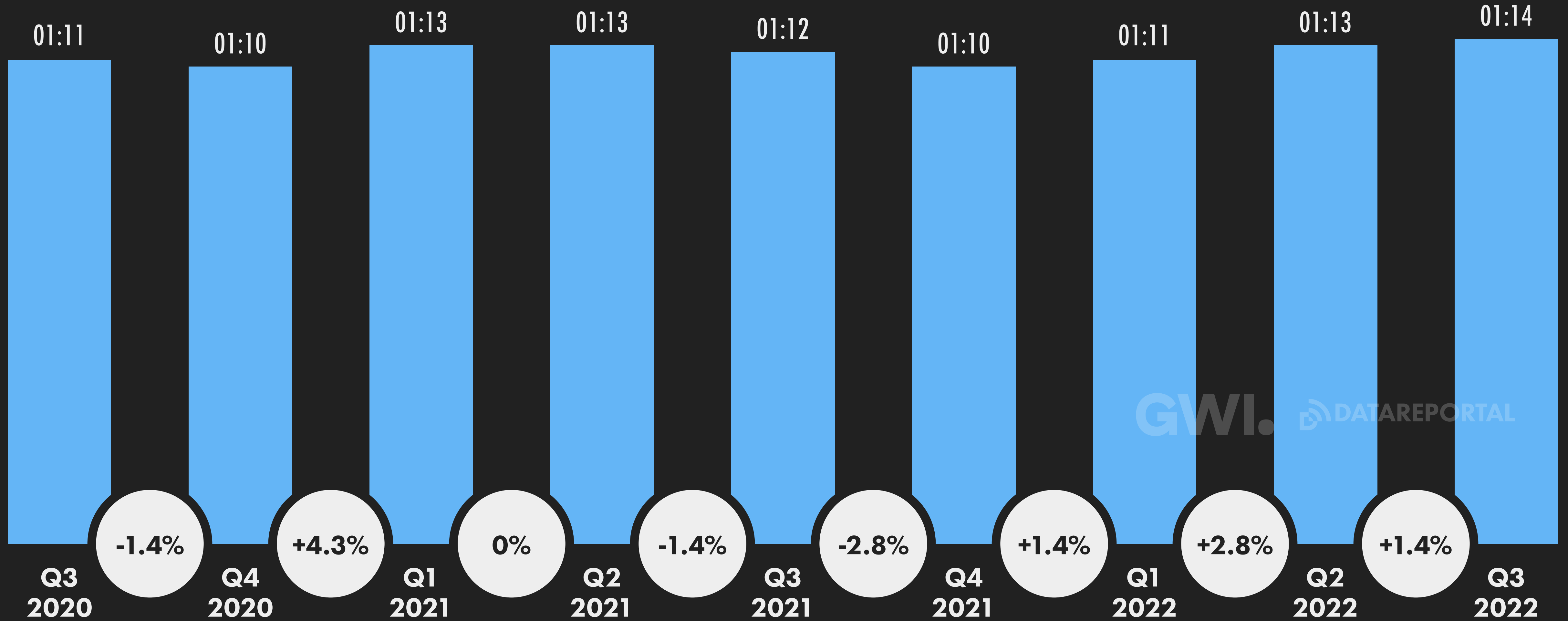


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# DAILY TIME SPENT USING A GAMES CONSOLE

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



GWI. DATAREPORTAL

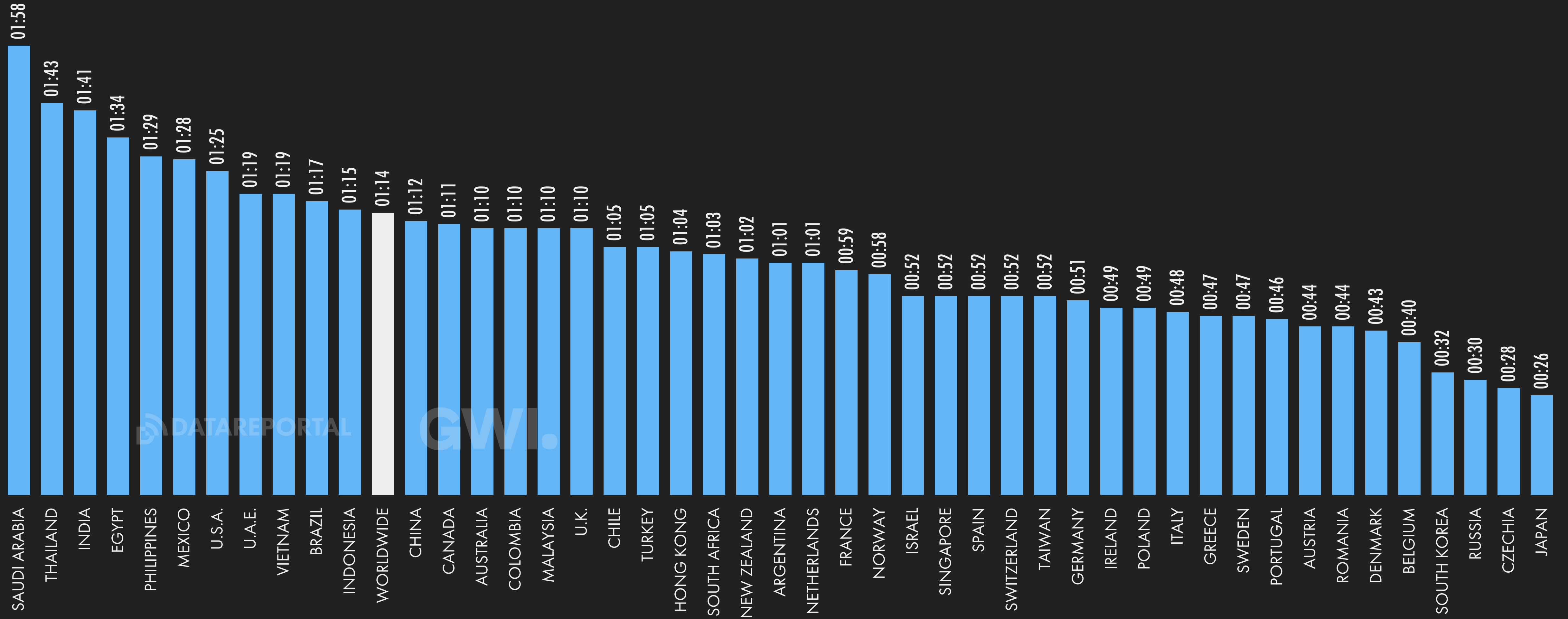
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# DAILY TIME SPENT USING A GAMES CONSOLE

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



GLOBAL OVERVIEW



DATA REPORTAL

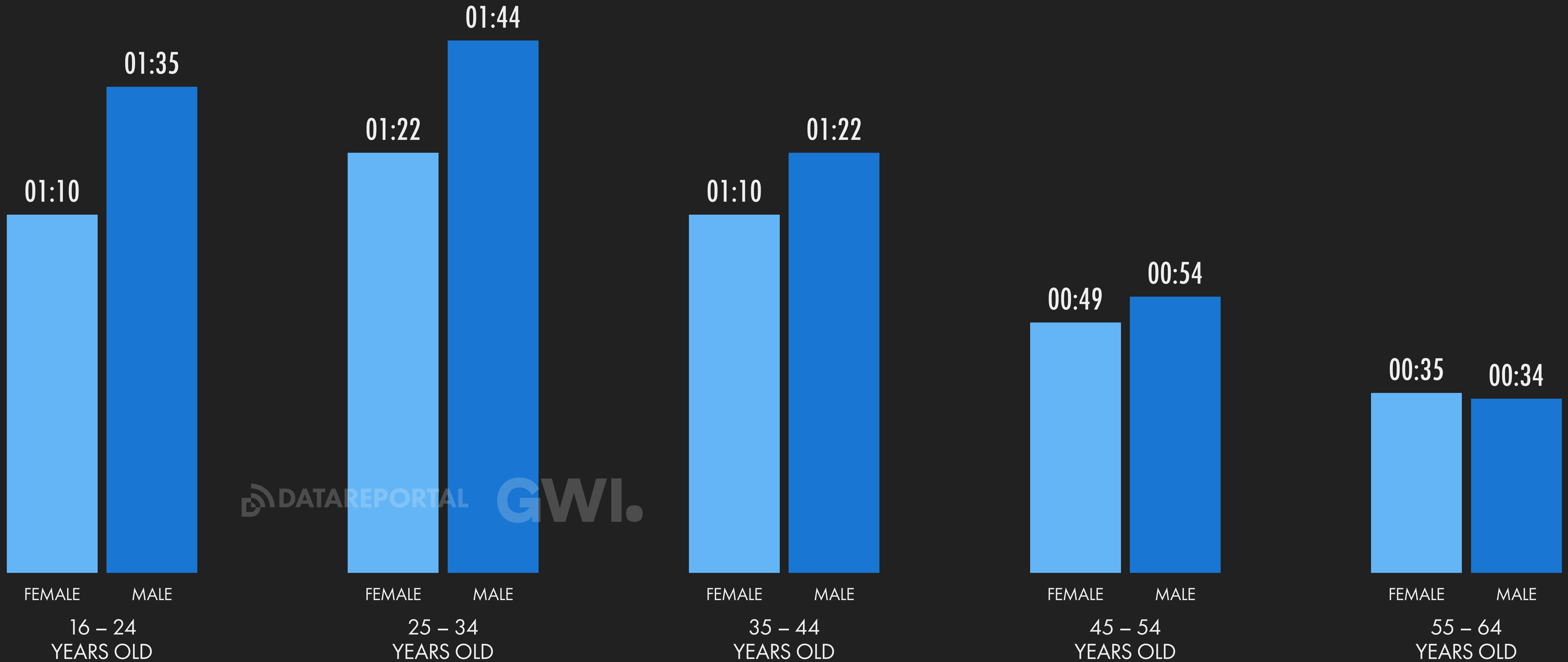
GW



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# DAILY TIME SPENT USING A GAMES CONSOLE

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



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# MOST POPULAR VIDEO GAME FORMATS

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



GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
SHOOTER	66%	SHOOTER	64%	SHOOTER	56%	ACTION ADVENTURE	44%	ACTION ADVENTURE	33%
ACTION ADVENTURE	62%	ACTION ADVENTURE	60%	ACTION ADVENTURE	54%	SHOOTER	43%	SHOOTER	32%
SIMULATION	43%	RACING	45%	SPORTS	42%	PUZZLE PLATFORM	34%	PUZZLE PLATFORM	31%
M.O.B.A.	42%	SPORTS	44%	RACING	41%	RACING	32%	SPORTS	24%
SPORTS	41%	M.O.B.A.	43%	PUZZLE PLATFORM	40%	SPORTS	31%	RACING	23%
RACING	40%	SIMULATION	43%	STRATEGY	39%	STRATEGY	30%	SIMULATION	22%
BATTLE ROYALE	40%	STRATEGY	43%	SIMULATION	38%	SIMULATION	29%	STRATEGY	22%
STRATEGY	40%	PUZZLE PLATFORM	41%	ACTION PLATFORM	35%	ACTION PLATFORM	26%	ACTION PLATFORM	20%
PUZZLE PLATFORM	36%	FIGHTING	38%	M.O.B.A.	35%	FIGHTING	25%	ONLINE BOARD GAMES	19%
FIGHTING	34%	ACTION PLATFORM	37%	FIGHTING	34%	M.O.B.A.	24%	M.O.B.A.	18%

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS.  
**NOTE:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME

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# TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES BY VARIOUS METRICS, BASED ON ACTIVITY THROUGHOUT 2022



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX	ROBLOX	SUBWAY SURFERS	HONOR OF KINGS
02	CANDY CRUSH SAGA	FREE FIRE	FREE FIRE	GENSHIN IMPACT
03	FREE FIRE	MOBILE LEGENDS: BANG BANG	LUDO KING	CANDY CRUSH SAGA
04	SUBWAY SURFERS	CANDY CRUSH SAGA	STUMBLE GUYS	ROBLOX
05	MINECRAFT POCKET EDITION	PUBG MOBILE	CANDY CRUSH SAGA	GAME FOR PEACE
06	LUDO KING	POKÉMON GO	ROBLOX	COIN MASTER
07	PUBG MOBILE	BATTLEGROUNDS MOBILE INDIA	BRIDGE RACE	POKÉMON GO
08	CLASH ROYALE	MINECRAFT POCKET EDITION	RACE MASTER	UMA MUSUME PRETTY DERBY
09	POKÉMON GO	CALL OF DUTY: MOBILE	MY TALKING TOM 2	THREE KINGDOMS TACTICS
10	MOBILE LEGENDS: BANG BANG	CLASH OF CLANS	8 BALL POOL	LINEAGE W

**SOURCE:** DATA AI INTELLIGENCE. SEE [DATA.AI](#) FOR MORE DETAILS. **NOTES:** ONLY INCLUDES PLAYERS ACCESSING EACH TITLE VIA A MOBILE PHONE. RANKING BY MONTHLY ACTIVE USERS BASED ON ACTIVITY ON IPHONES AND ANDROID PHONES THROUGHOUT 2022, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT BASED ON USER ACTIVITY ON ANDROID PHONES ONLY THROUGHOUT 2022. RANKINGS BY DOWNLOADS AND CONSUMER SPEND BASED ON CUMULATIVE, COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE BETWEEN JANUARY AND DECEMBER 2022, EXCEPT FOR CHINA, WHERE DATA IS FOR THE IOS APP STORE ONLY.

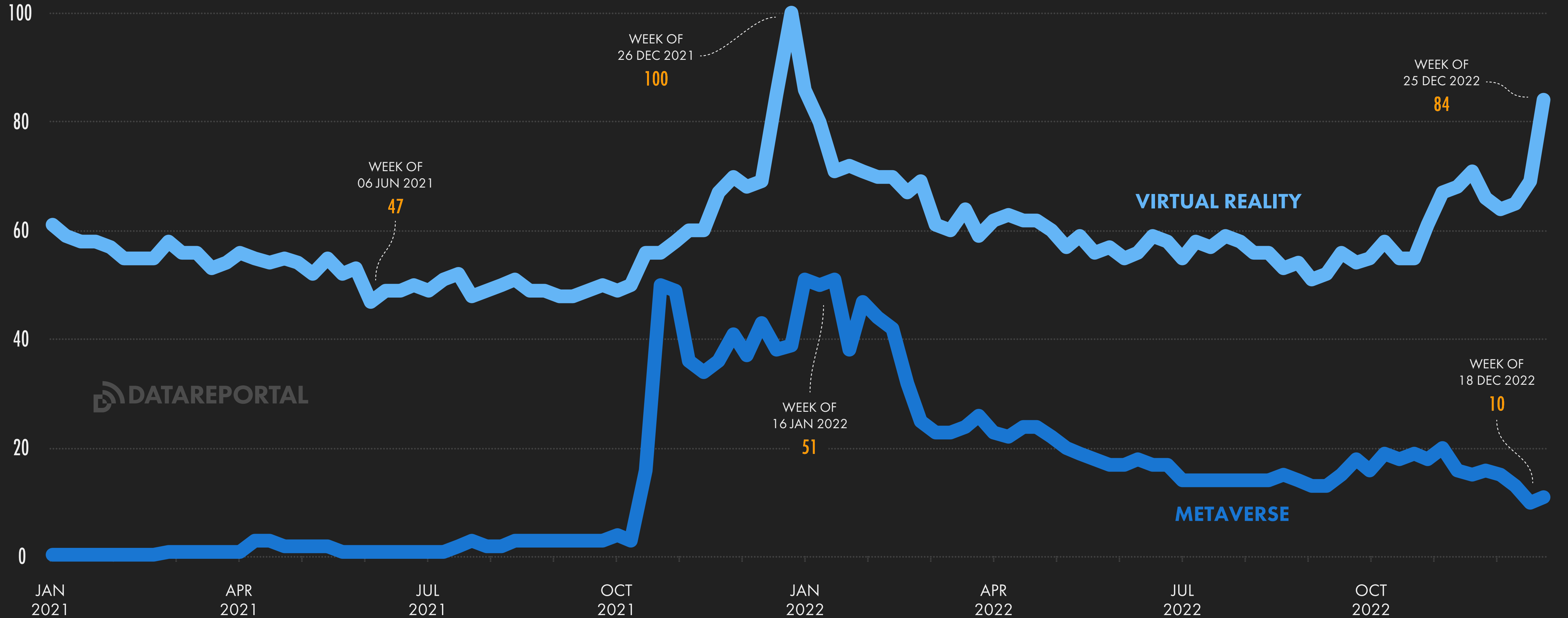
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# INTEREST IN VIRTUAL WORLDS AND VR DEVICES

WORLDWIDE GOOGLE SEARCH VOLUMES FOR TOPICS RELATED TO THE "METAVERSE" AND "VIRTUAL REALITY"



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** GOOGLE TRENDS, BASED ON WORLDWIDE GOOGLE SEARCH ACTIVITY BETWEEN 01 JAN 2021 AND 31 DEC 2022. FIGURES REPRESENT SEARCH VOLUMES FOR OVERALL "TOPICS", RATHER THAN EACH TERM AS A STANDALONE QUERY. **COMPARABILITY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERIES AND TIME PERIOD. AS A RESULT, READERS MAY NOT BE ABLE TO REPLICATE THE RESULTS SHOWN HERE. VALUES REPORTED IN GOOGLE TRENDS ARE INDEXED TO THE HIGHEST SEARCH VOLUME FOR THE INCLUDED TOPICS DURING THE CHOSEN PERIOD, AND VALUES SHOWN HERE MAY NOT IDENTIFY ALL-TIME HIGHS OR LOWS.

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# POPULAR METAVERSE GAMING WORLDS

ACTIVE USERS OF SOME OF THE WORLD'S MOST POPULAR "METAVERSE" (VIRTUAL WORLD) GAMES



FORTNITE: MONTHLY  
ACTIVE PLAYERS



251.7  
MILLION



ROBLOX: MONTHLY  
ACTIVE PLAYERS



203.1  
MILLION



MINECRAFT: MONTHLY  
ACTIVE PLAYERS



172.8  
MILLION



AXIE INFINITY: MONTHLY  
ACTIVE PLAYERS



468.8  
THOUSAND

SANDBOX: MONTHLY  
ACTIVE PLAYERS



201  
THOUSAND



HORIZON WORLDS:  
MONTHLY ACTIVE PLAYERS



200  
THOUSAND



DECENTRALAND:  
MONTHLY ACTIVE PLAYERS



56.7  
THOUSAND



SECOND LIFE: DAILY  
ACTIVE PLAYERS



200  
THOUSAND

WE ARE SOCIAL INSIGHT\_THINK FORWARD 2023

## EXPANDING IDENTITIES

### VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE

As we enter an even more VR- and AR-inflected realm of social, it's opening up new avenues for identity expression. It's part of why the ability to self-represent in virtual worlds – whether with accuracy, playfulness, or nuance – is a major cultural touchpoint. For the young and online, a fluctuating or fluid self isn't just allowed – it's table stakes. Against this backdrop, legacy brands and creators alike are furiously flexing their IP to support more open self-expression in online worlds.

As people venture into new virtual worlds, they're looking for brands to support more flexible and elaborate self-expression in these spaces. Brands should think creatively about how to help people convey and build on their identities – whether that's giving them the tools to execute the most accurate self-portrayal, or creatively reinterpret what defines identity altogether.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.



Brands can think outside the box about how avatars can convey personal identity. It's what **adidas** did with its Originals' Ozworld platform, where users answered questions about their personalities and were given bespoke avatars that embodied their psychological identity, rather than their physical traits.



**Bakeup** is a metaverse-first beauty brand. Its products work across multiple worlds: they can be worn in real life, but come with a matching AR filter for social, plus an NFT version that can be worn, collected, traded, and sold in the metaverse. In doing so, it creates a through-line between a person's many selves – their IRL self, self on social, and self in virtual worlds – cementing the sense that our digital identities are not only real and valid, but entangled with who we are offline.

FIND OUT MORE IN  
THINK FORWARD 2023 >

we  
are  
social

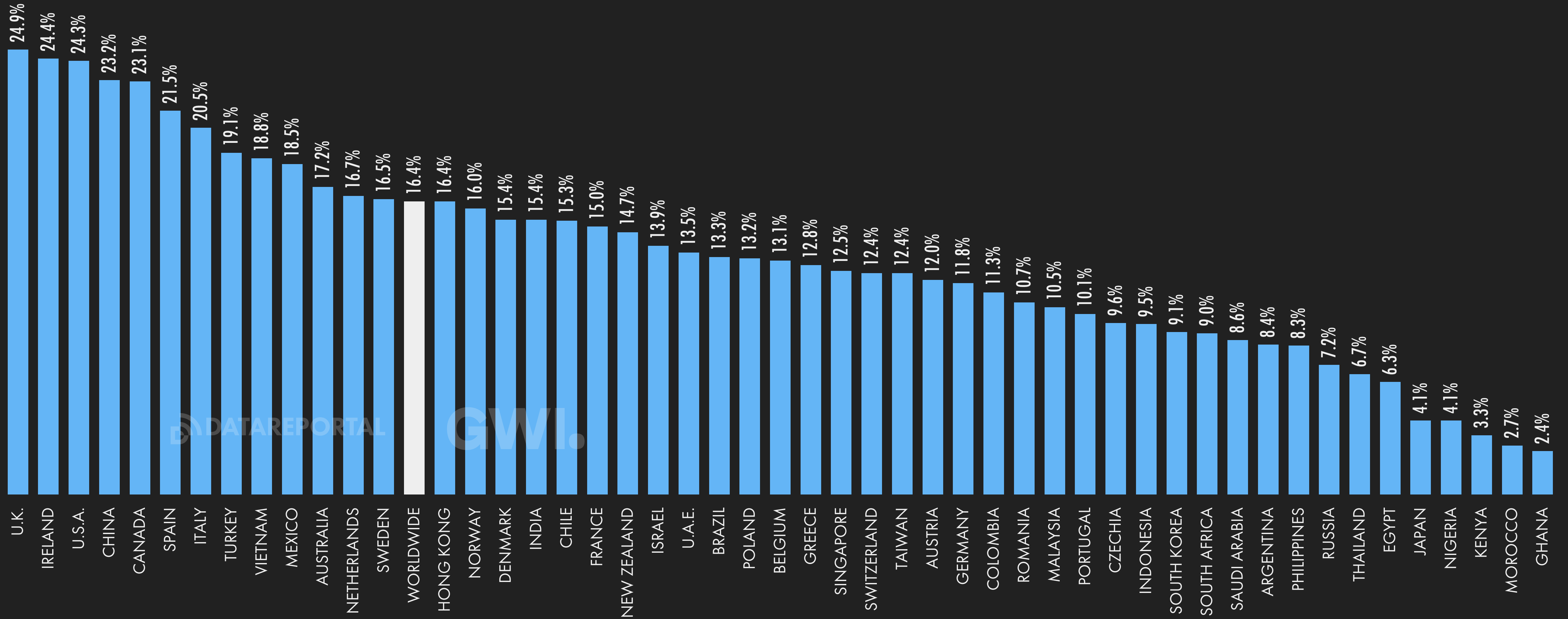
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# SMART HOME DEVICE OWNERSHIP

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



GLOBAL OVERVIEW



DATA REPORTAL

GW.I.

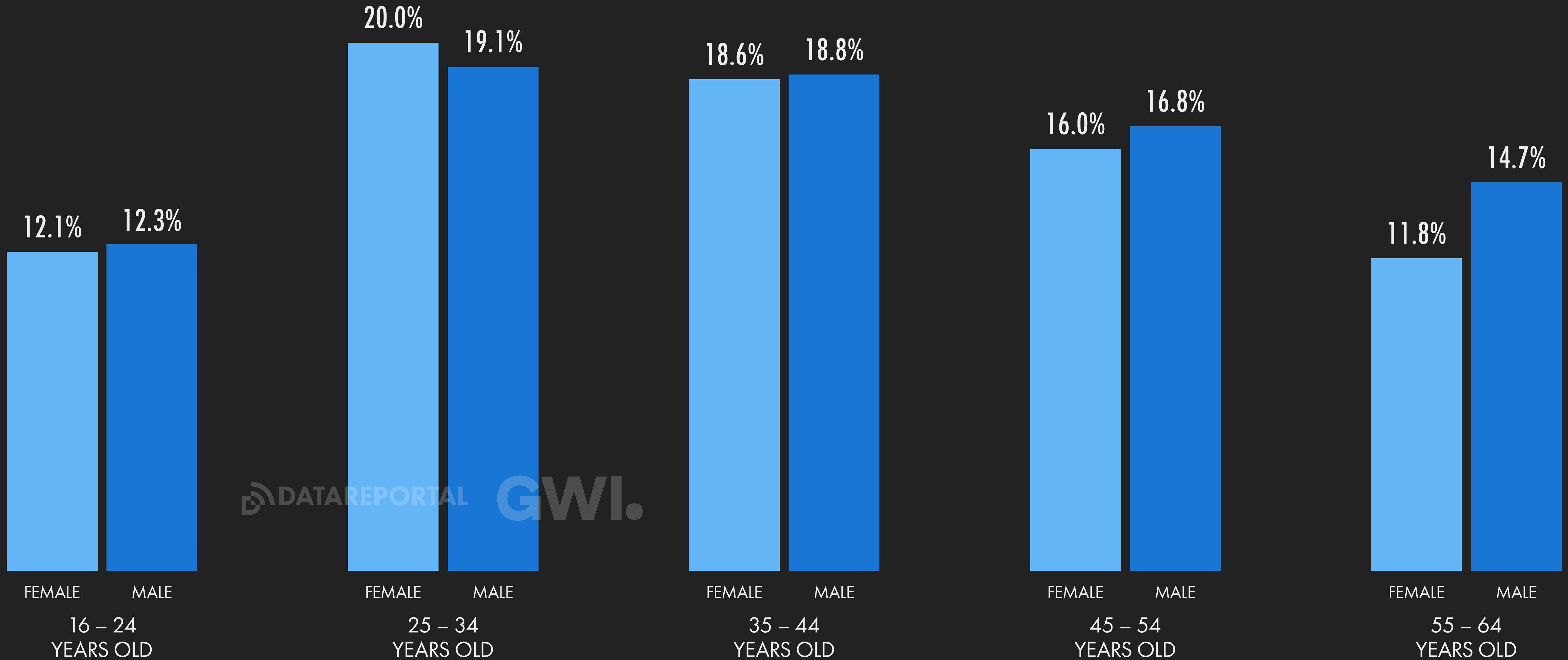
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# SMART HOME DEVICE OWNERSHIP

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.



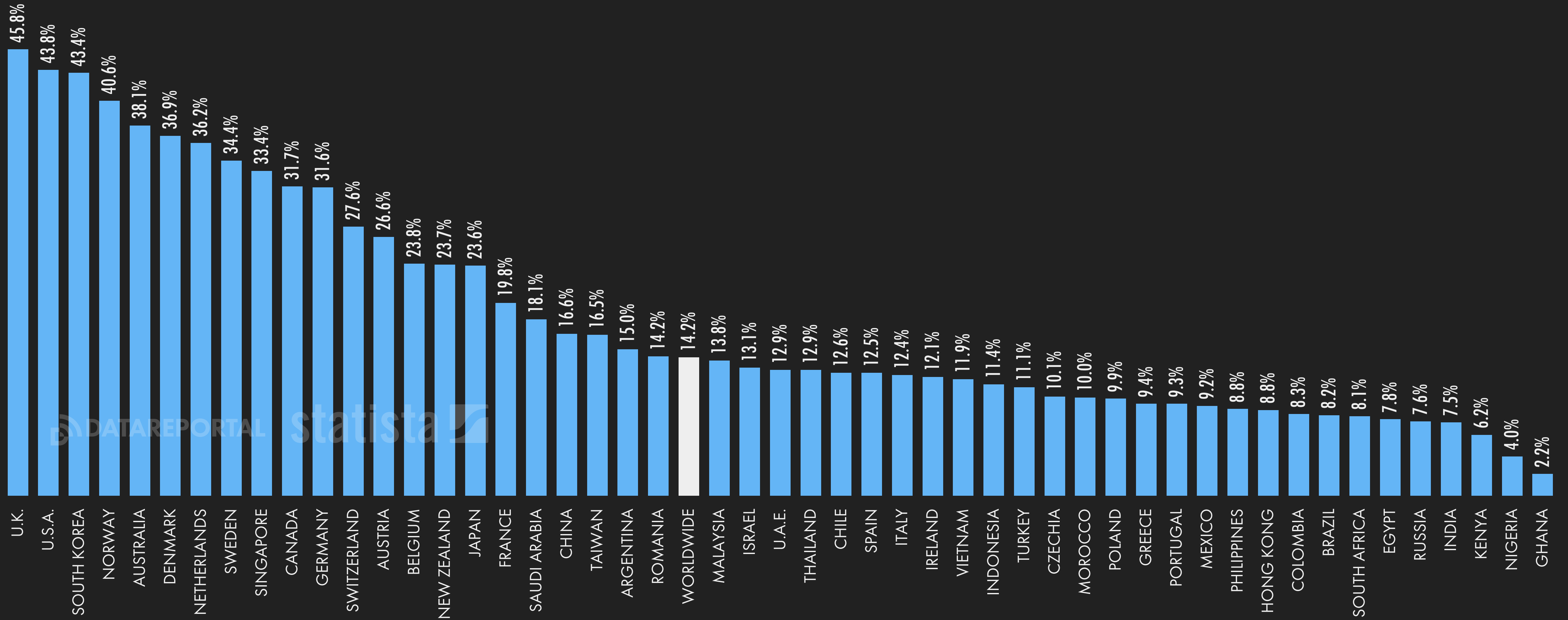
JAN  
2023

# HOMES CONTAINING SMART HOME DEVICES

PERCENTAGE OF HOUSEHOLDS THAT CONTAIN AT LEAST ONE SMART HOME DEVICE



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER. DOES NOT INCLUDE SMART TVS. FIGURES REPRESENT ESTIMATES FOR 2022. **COMPARABILITY:** BASE CHANGES.

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# SMART HOME MARKET OVERVIEW

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



NUMBER OF HOMES WITH  
SMART HOME DEVICES



statista

**307.8  
MILLION**

YEAR-ON-YEAR CHANGE  
**+17.2% (+45 MILLION)**

TOTAL ANNUAL VALUE OF THE  
SMART HOME DEVICES MARKET



KEPIOS

**\$115.7  
BILLION**

YEAR-ON-YEAR CHANGE  
**+10.8% (+\$11 BILLION)**

VALUE OF SMART HOME  
APPLIANCES MARKET



statista

**\$44.25  
BILLION**

YEAR-ON-YEAR CHANGE  
**+12.4% (+\$4.9 BILLION)**

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET



**\$23.18  
BILLION**

YEAR-ON-YEAR CHANGE  
**+11.7% (+\$2.4 BILLION)**

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



we  
are  
social

**\$17.41  
BILLION**

YEAR-ON-YEAR CHANGE  
**+10.8% (+\$1.7 BILLION)**

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



statista

**\$12.11  
BILLION**

YEAR-ON-YEAR CHANGE  
**+4.4% (+\$510 MILLION)**

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



Meltwater

**\$9.65  
BILLION**

YEAR-ON-YEAR CHANGE  
**+10.4% (+\$911 MILLION)**

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$9.07  
BILLION**

YEAR-ON-YEAR CHANGE  
**+10.3% (+\$845 MILLION)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

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# AVERAGE ANNUAL REVENUE PER SMART HOME

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



GLOBAL OVERVIEW

PENETRATION OF  
SMART HOME DEVICES



statista

**14.2%**

YEAR-ON-YEAR CHANGE  
**+15.3% (+189 BPS)**

ARPU: SPEND ON ALL  
SMART HOME DEVICES



Meltwater

**\$375.80**

YEAR-ON-YEAR CHANGE  
**-5.4% (-\$21.60)**

ARPU: SMART  
HOME APPLIANCES



statista

**\$370.60**

YEAR-ON-YEAR CHANGE  
**-13.4% (-\$57.50)**

ARPU: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



**\$156.20**

YEAR-ON-YEAR CHANGE  
**-12.3% (-\$21.90)**

ARPU: SMART HOME  
SECURITY DEVICES



KEPIOS

**\$126.20**

YEAR-ON-YEAR CHANGE  
**-13.7% (-\$20.10)**

ARPU: SMART HOME  
ENTERTAINMENT DEVICES



statista

**\$96.37**

YEAR-ON-YEAR CHANGE  
**-17.0% (-\$19.73)**

ARPU: SMART HOME  
COMFORT & LIGHTING

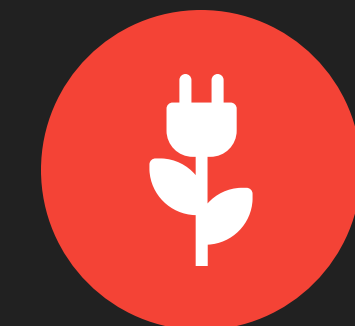


we  
are  
social

**\$67.34**

YEAR-ON-YEAR CHANGE  
**-14.0% (-\$10.94)**

ARPU: SMART HOME  
ENERGY MANAGEMENT



**\$77.82**

YEAR-ON-YEAR CHANGE  
**-15.8% (-\$14.58)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

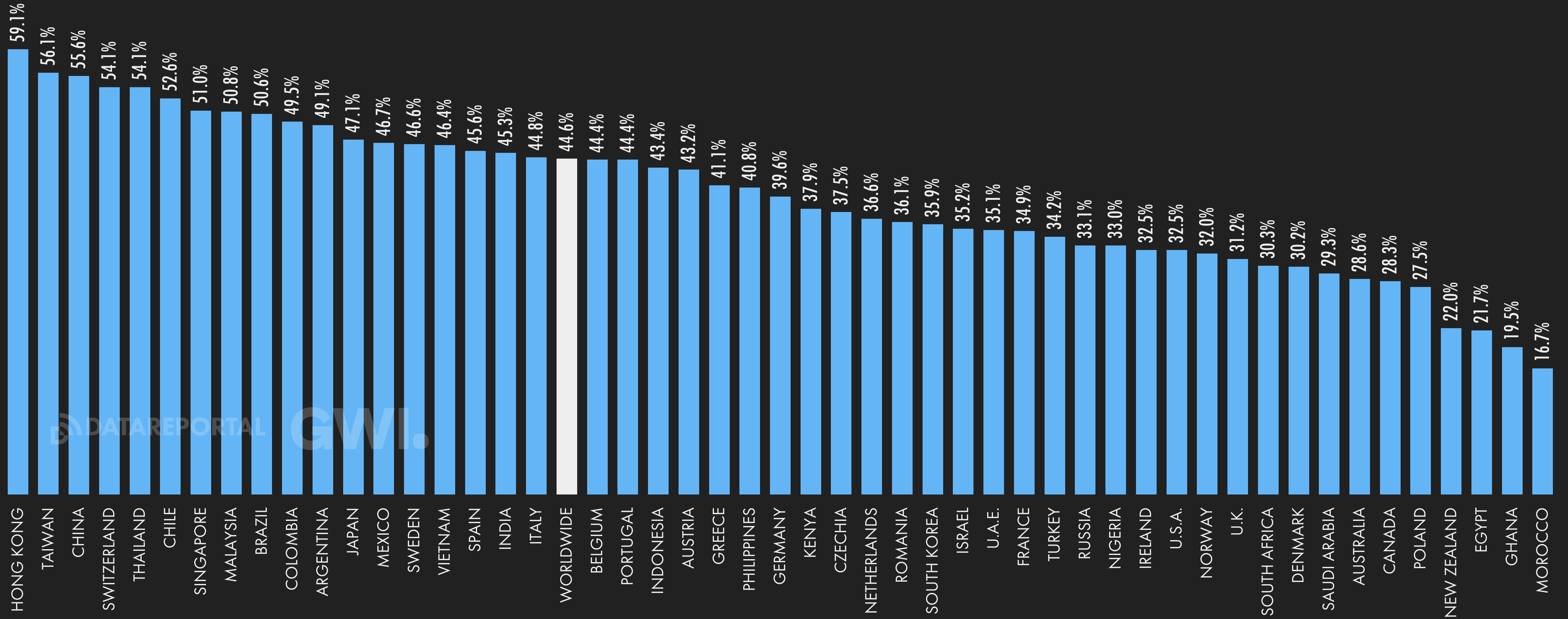
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2023

# USE OF QR CODES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

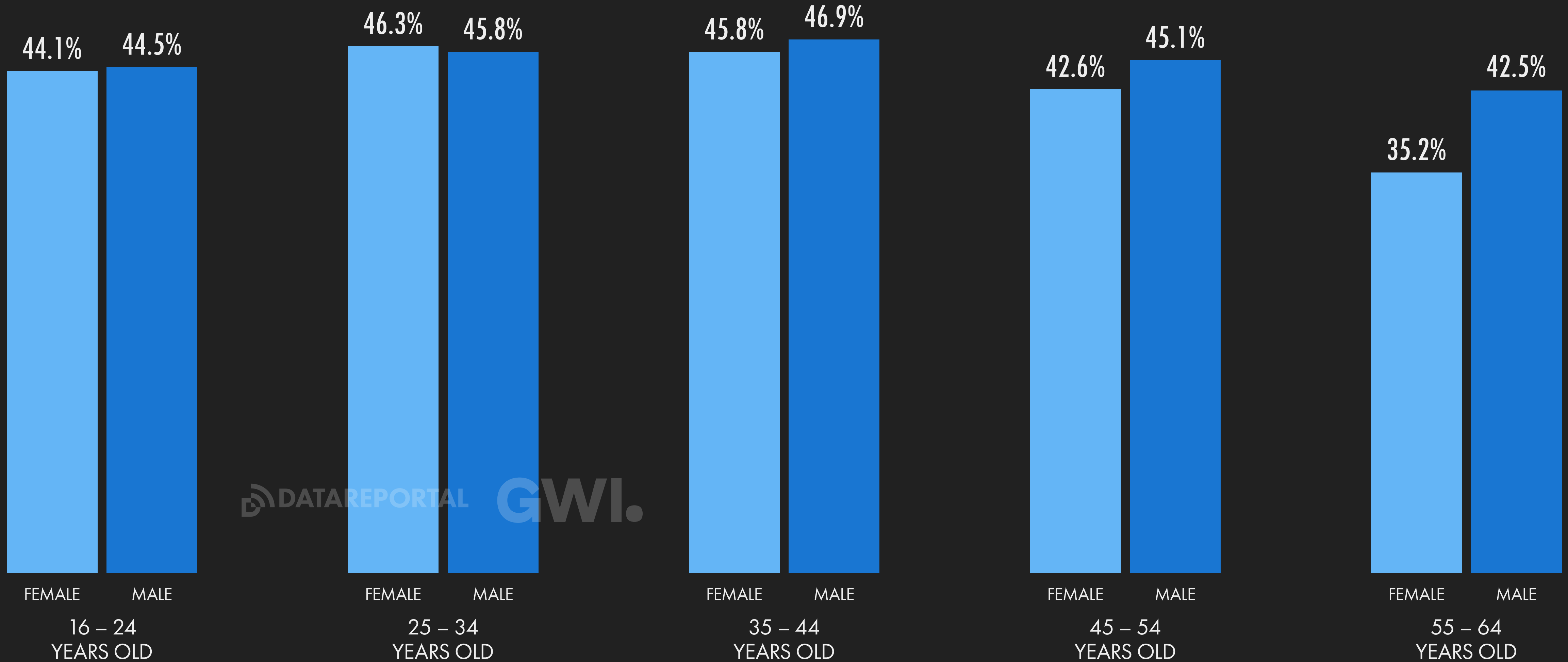
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2023

# USE OF QR CODES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

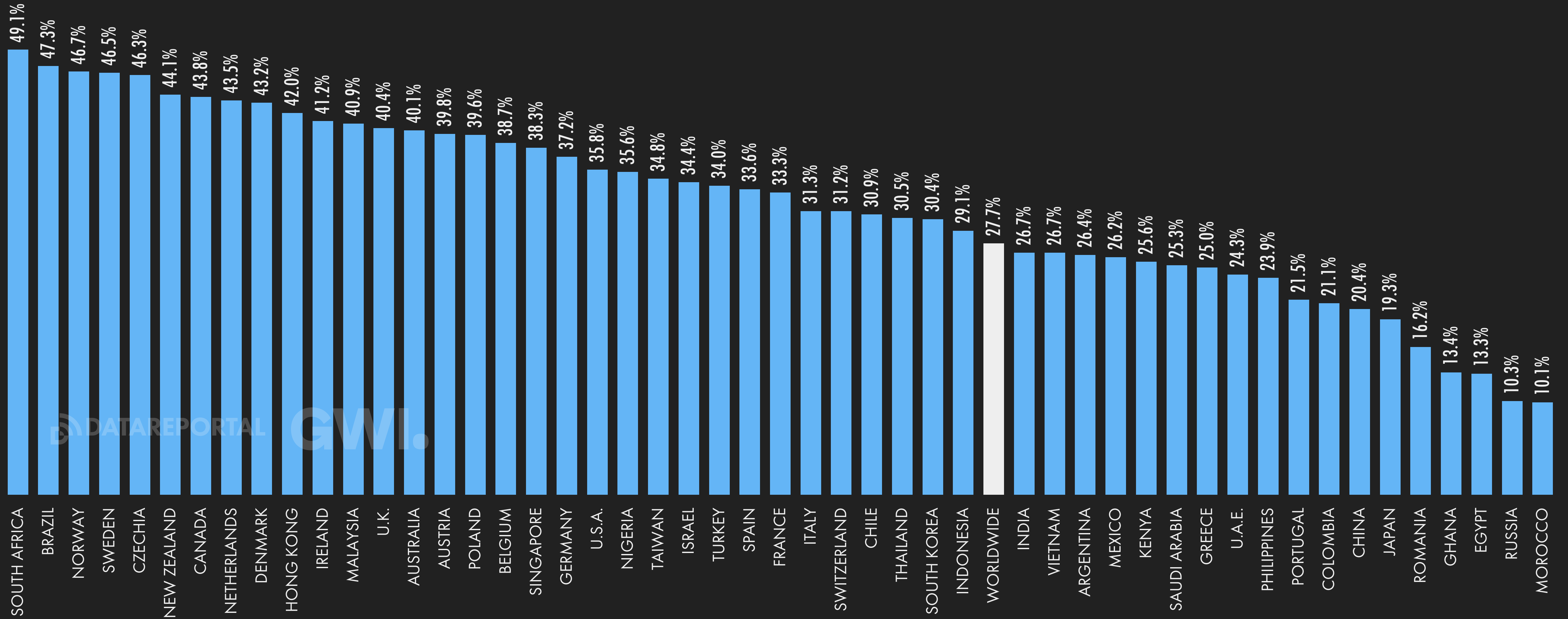
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# USE OF ONLINE FINANCIAL SERVICES

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



GLOBAL OVERVIEW



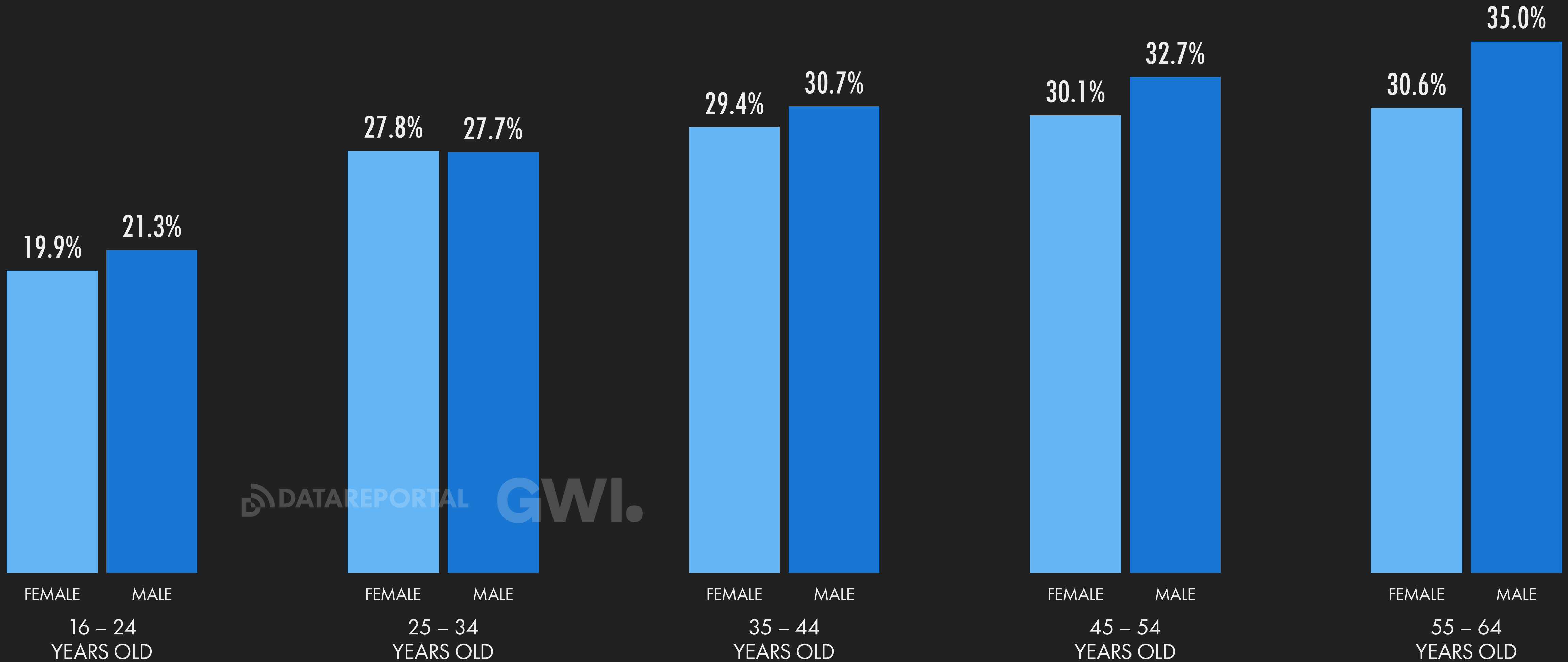
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2023

# USE OF ONLINE FINANCIAL SERVICES

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



GLOBAL OVERVIEW

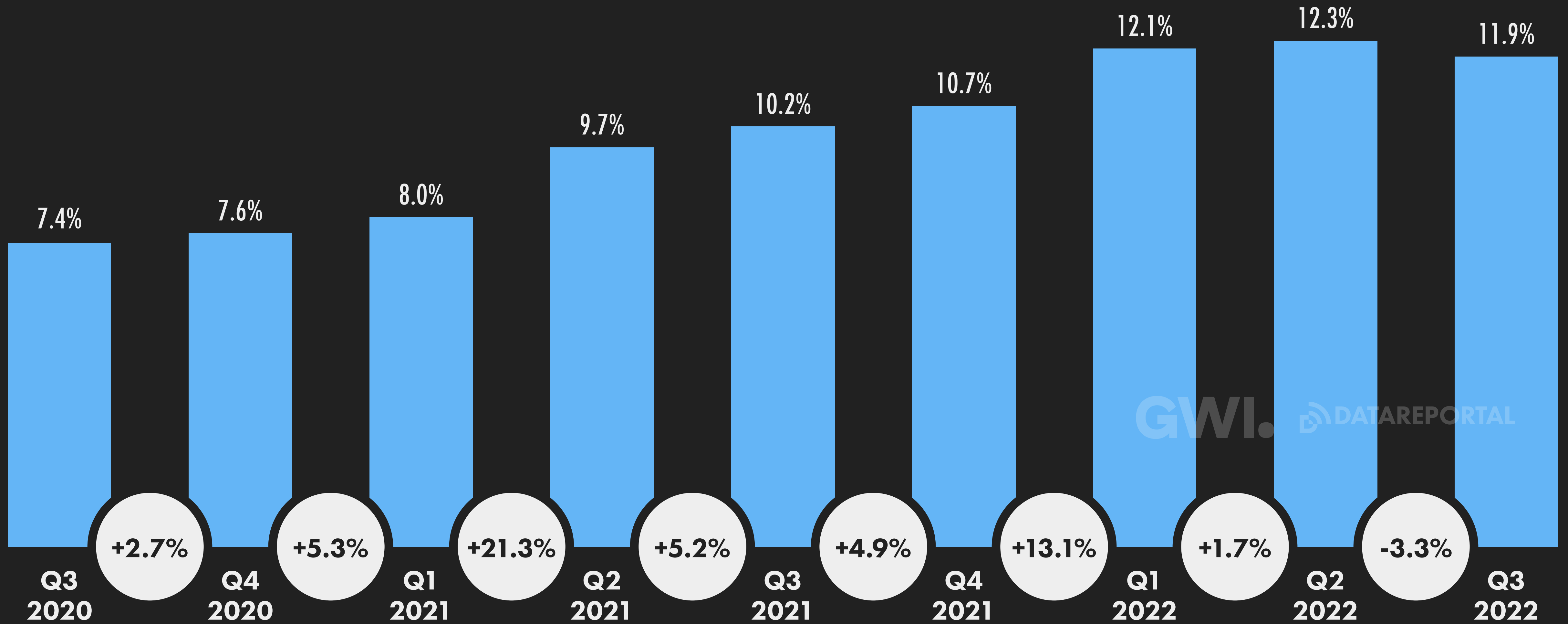


DATA REPORTAL GWI.

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# OWNERSHIP OF CRYPTOCURRENCY

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



GWIDATA REPORTAL



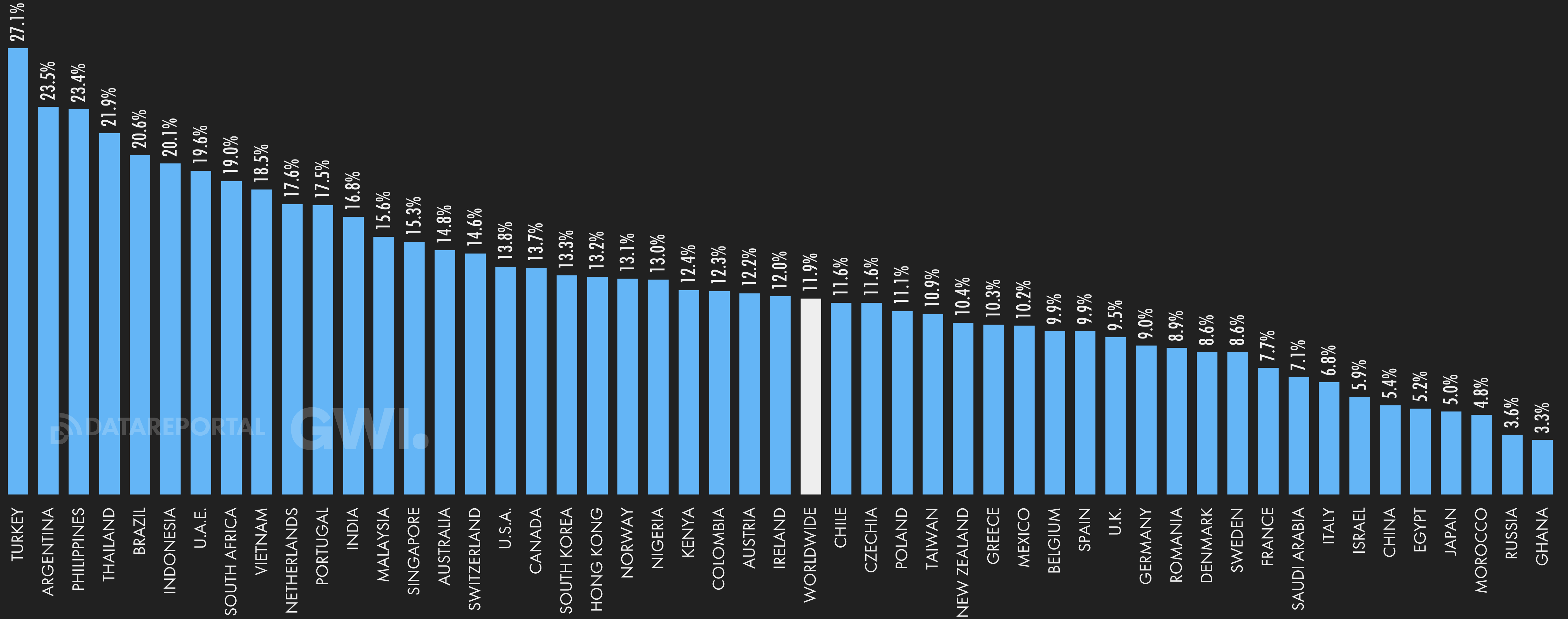
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# OWNERSHIP OF CRYPTOCURRENCY

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



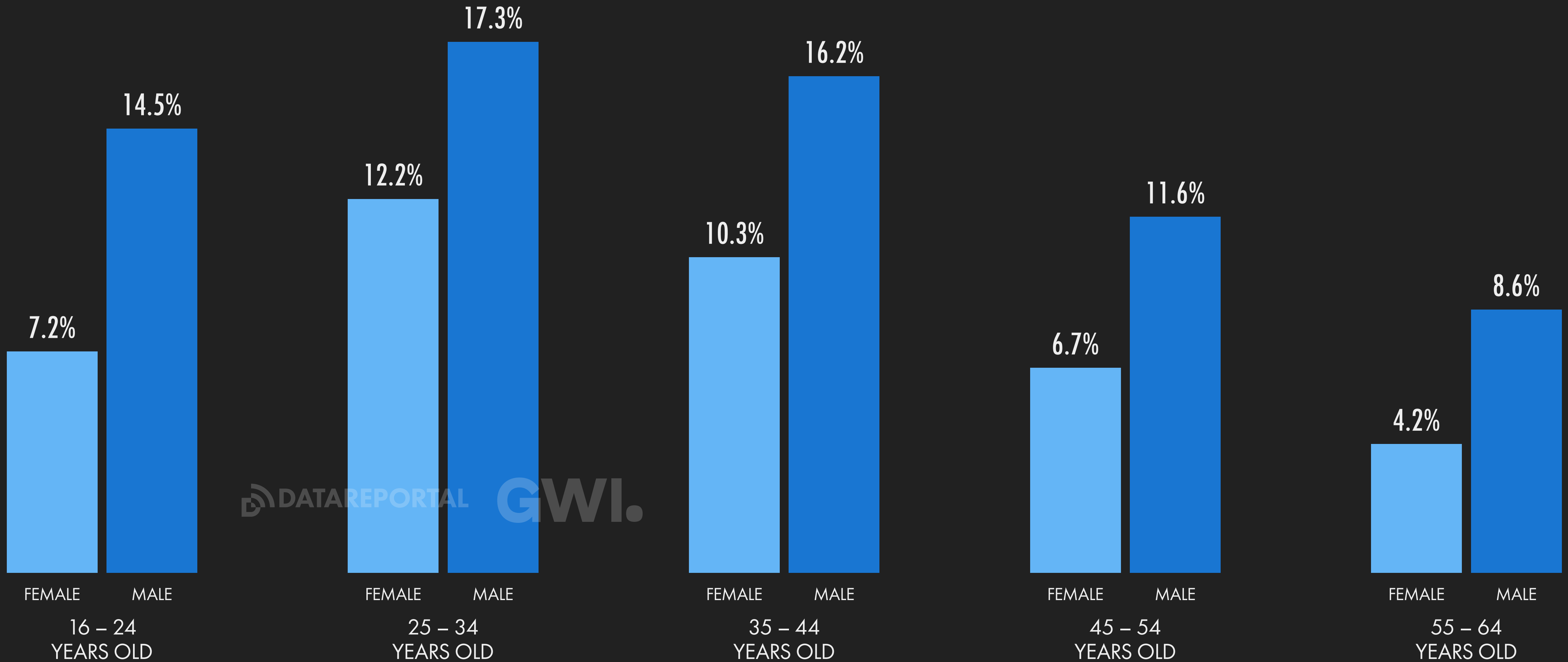
GLOBAL OVERVIEW



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# OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY



DATA REPORTAL GWI.

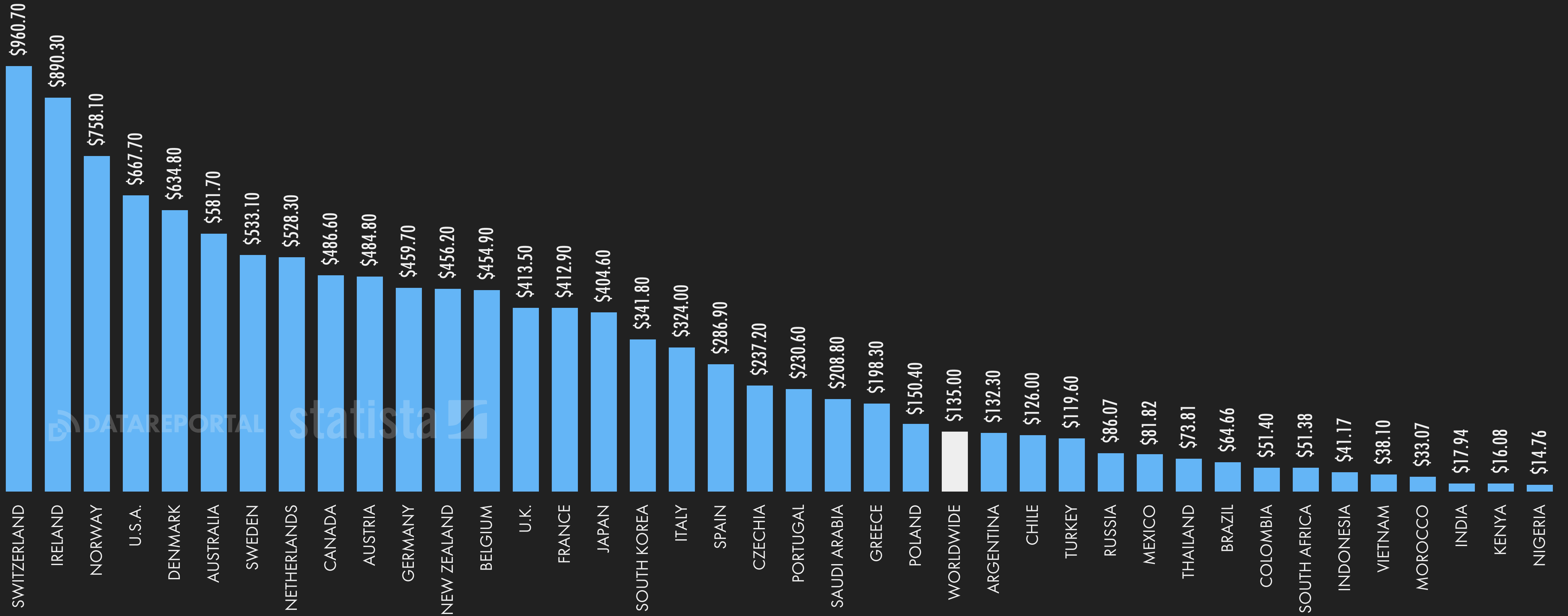
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2023

# CRYPTO: AVERAGE ANNUAL SPEND PER USER

AVERAGE TOTAL VALUE OF CRYPTO PURCHASES IN 2022 PER "RETAIL" TRADER WHO BOUGHT ANY FORM OF CRYPTO IN 2022 (U.S. DOLLAR EQUIVALENT)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE AVERAGE CUMULATIVE TRANSACTION VALUE PER TRADER (IN U.S. DOLLAR EQUIVALENTS) OF ALL CRYPTOCURRENCY PURCHASES MADE BY "RETAIL" (I.E. NON-PROFESSIONAL) CRYPTOCURRENCY TRADERS THROUGHOUT 2022. **COMPARABILITY:** THE AVERAGE VALUE OF CRYPTOCURRENCY PURCHASES VARIES SIGNIFICANTLY FROM ONE "COIN" TO ANOTHER, AND VALUES SHOWN HERE INCLUDE AVERAGES ACROSS ALL KINDS OF CRYPTOCURRENCY, NOT JUST BITCOIN. AVERAGE PURCHASE VALUES AMONGST PROFESSIONAL CRYPTOCURRENCY TRADERS MAY BE CONSIDERABLY HIGHER THAN THE RETAIL AVERAGES SHOWN HERE.

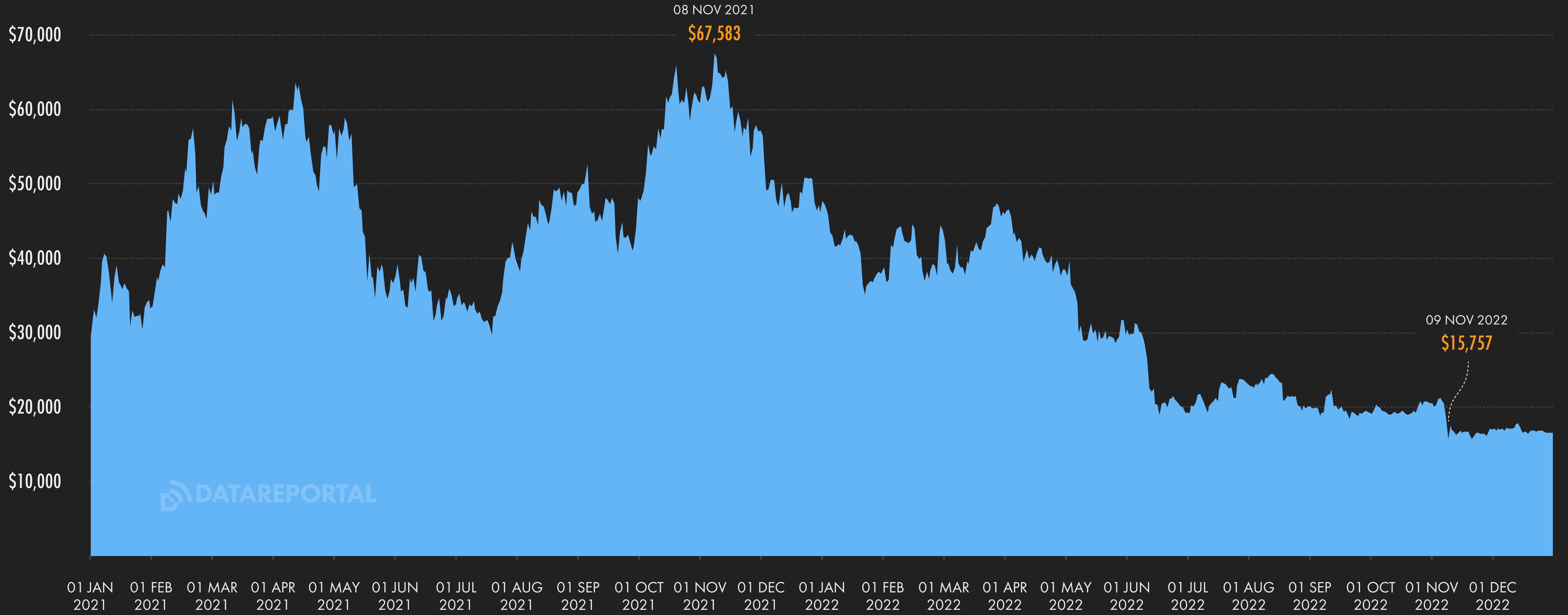
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# EQUIVALENT VALUE OF BITCOIN IN USD

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



GLOBAL OVERVIEW



DATA REPORTAL

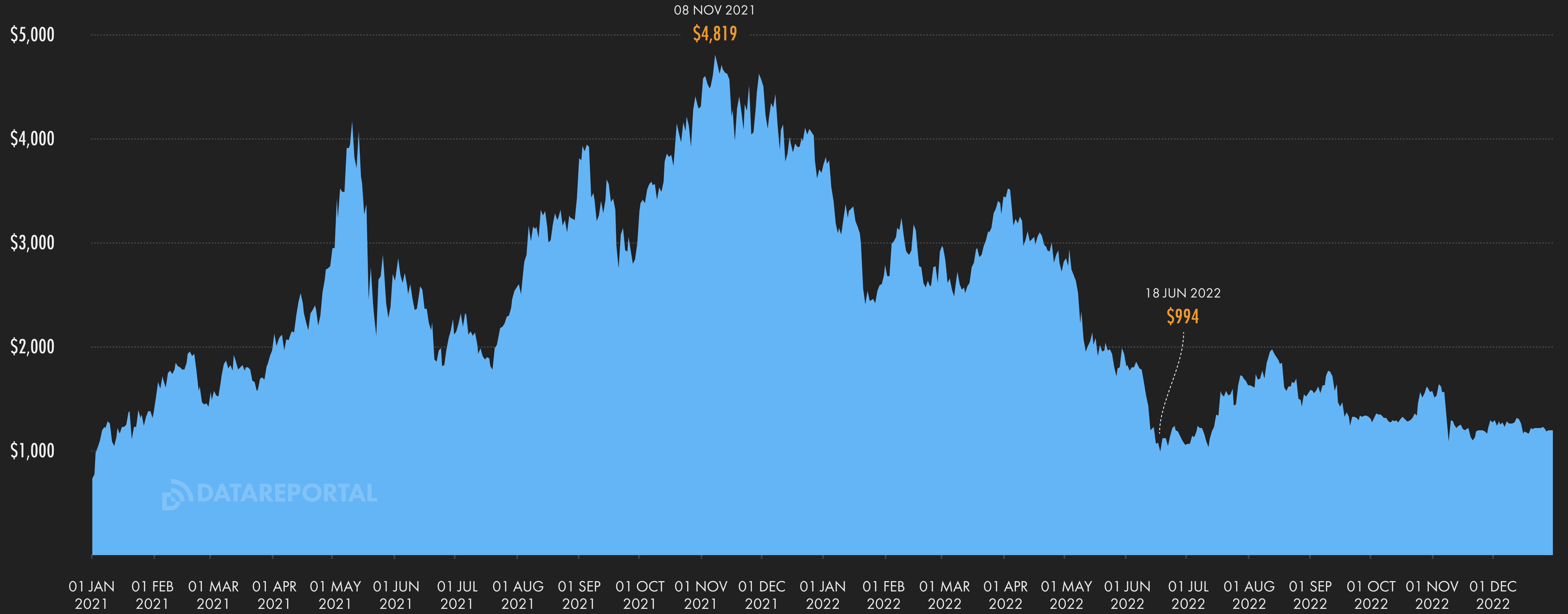
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2023

# EQUIVALENT VALUE OF ETHER IN USD

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



GLOBAL OVERVIEW



DATA REPORTAL

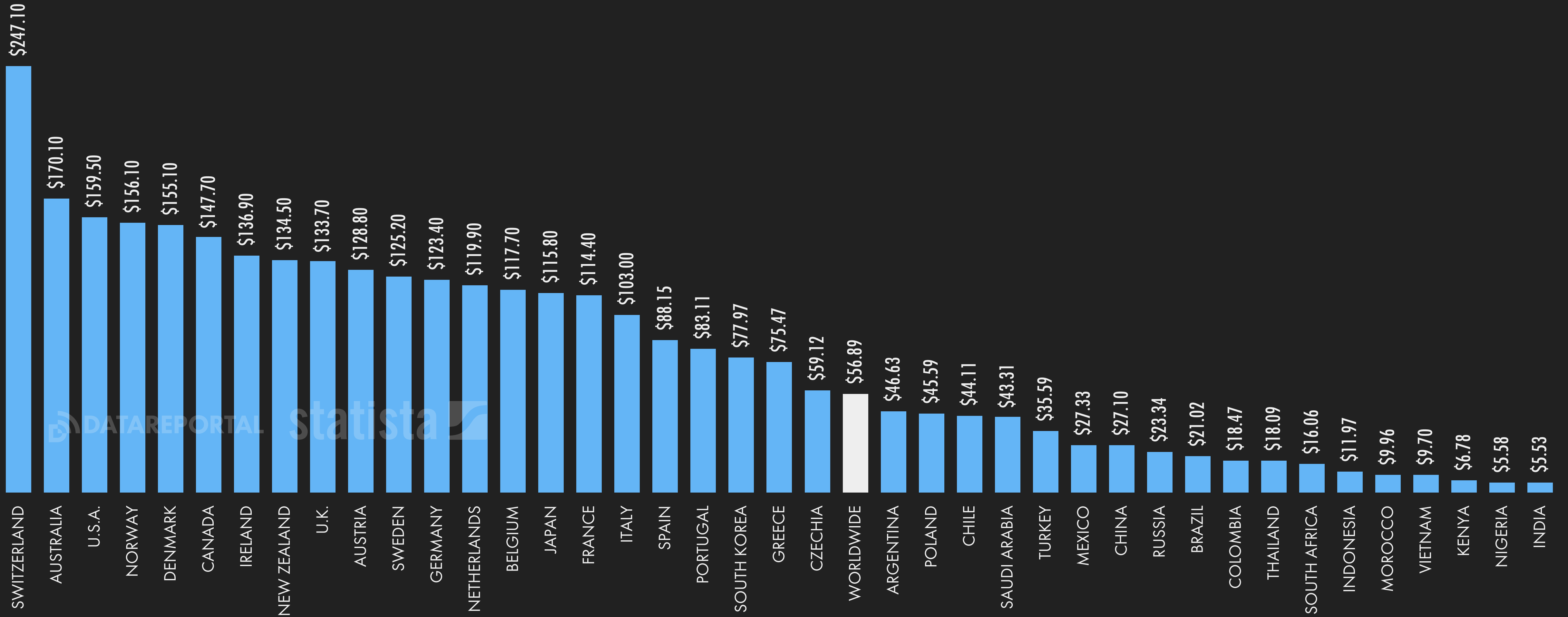
JAN  
2023

# NFTS: AVERAGE ANNUAL SPEND PER USER

AVERAGE FULL-YEAR SPEND ON NON-FUNGIBLE TOKENS (NFTS) PER PERSON WHO BOUGHT AT LEAST ONE NFT IN 2022 (U.S. DOLLAR EQUIVALENT)



GLOBAL OVERVIEW



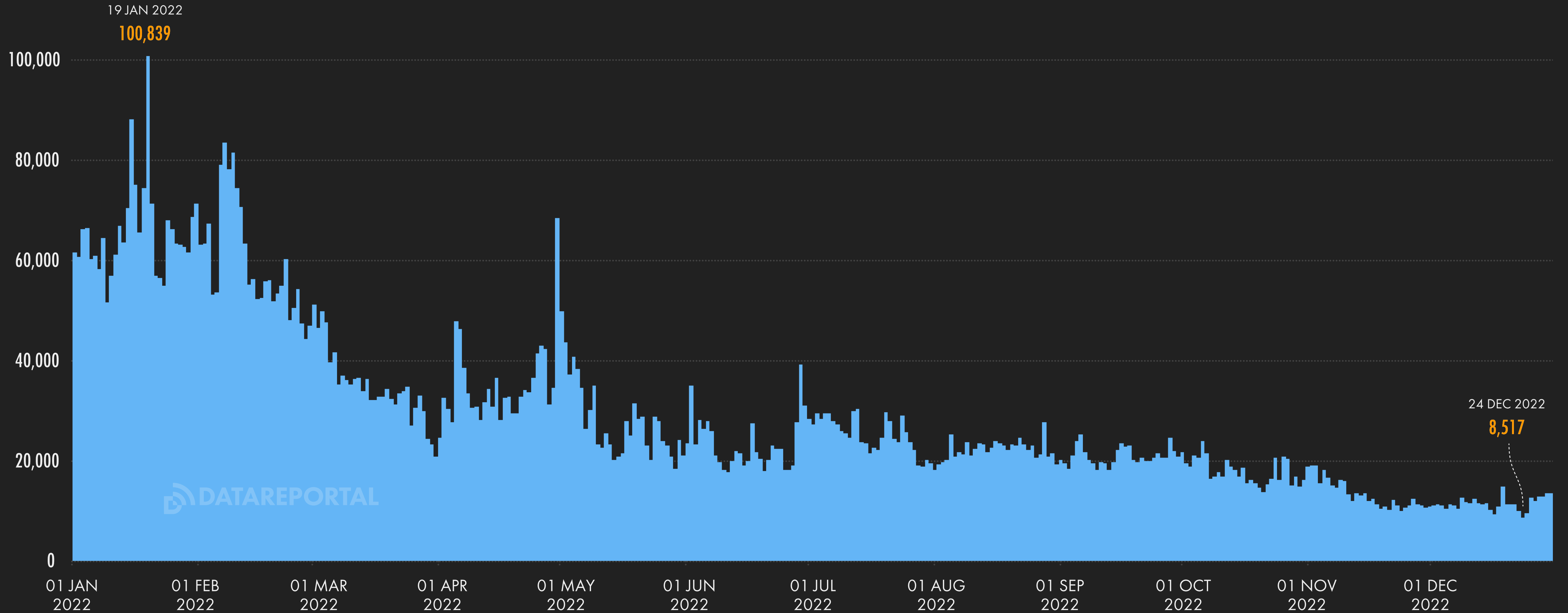
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# NUMBER OF BLOCKCHAIN WALLETS TRADING NFTS

NUMBER OF BLOCKCHAIN WALLETS THAT ACTIVELY TRADED NFTS **EACH DAY** (BUY OR SELL)



GLOBAL OVERVIEW



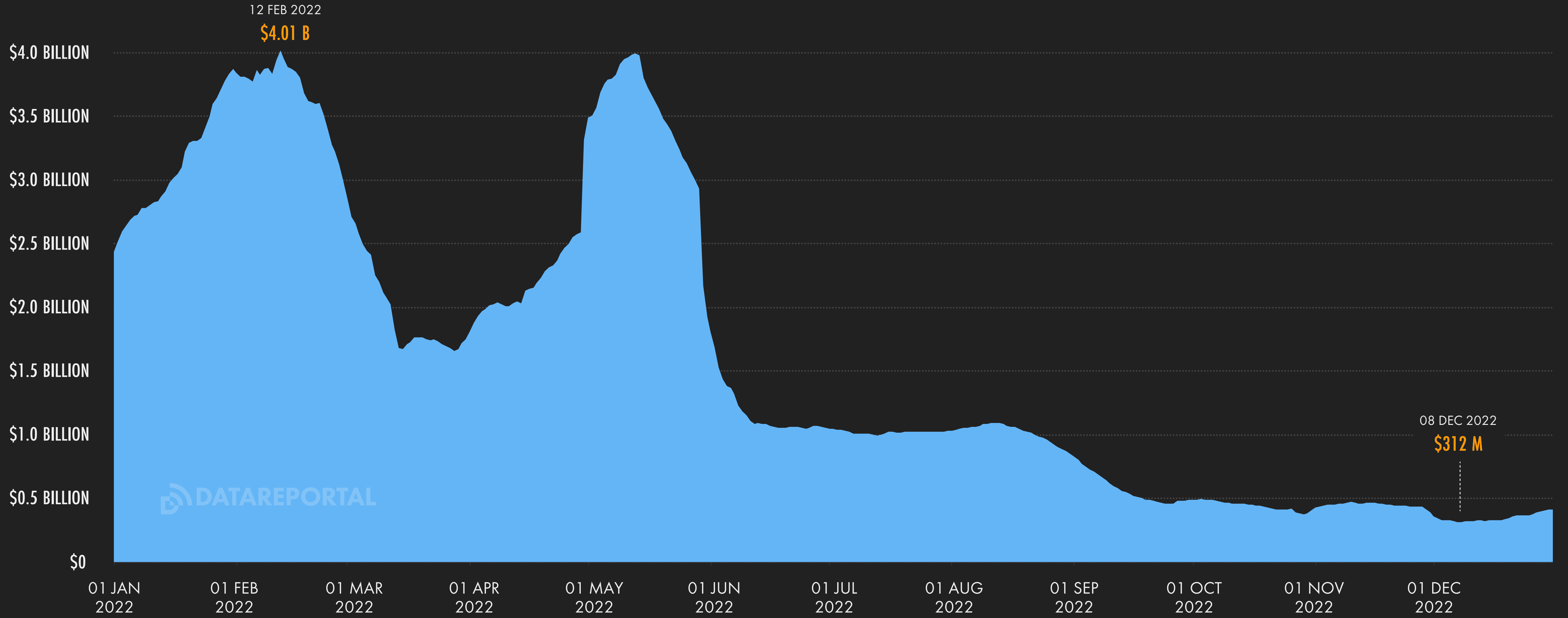
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# MONTHLY VALUE OF NFT TRADES

ROLLING TOTAL VALUE OF NFT TRADES DURING THE PRECEDING 30 DAYS (IN U.S. DOLLARS).



GLOBAL OVERVIEW



DATA REPORTAL



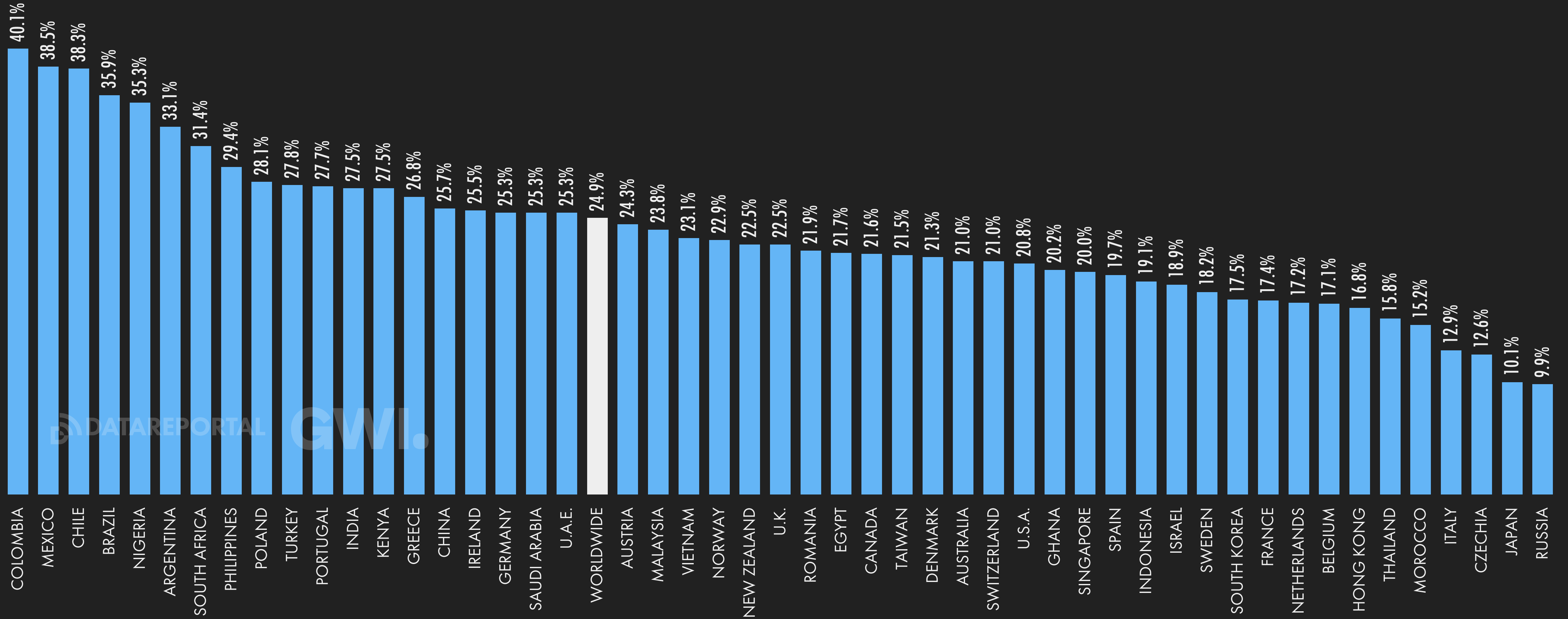
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2023

# CHECKING HEALTH SYMPTOMS ONLINE

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



GLOBAL OVERVIEW



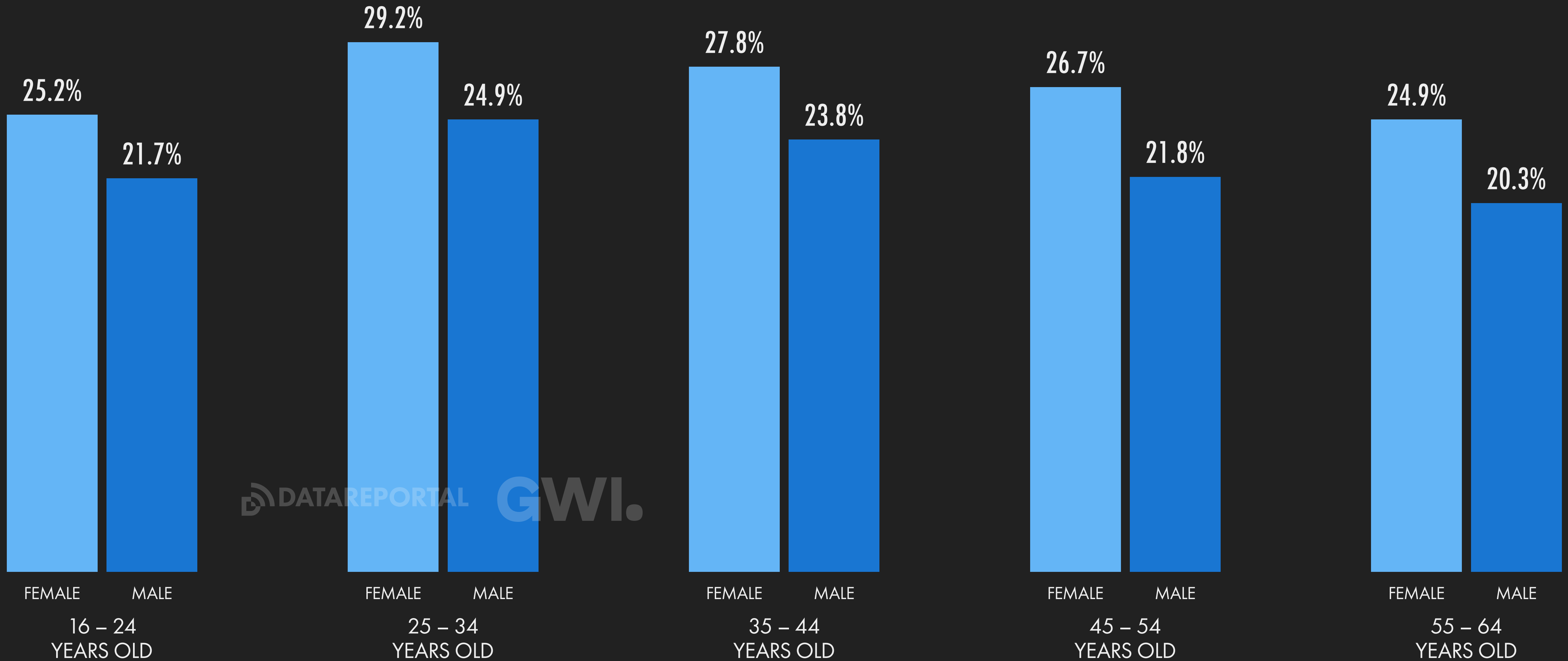
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# CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

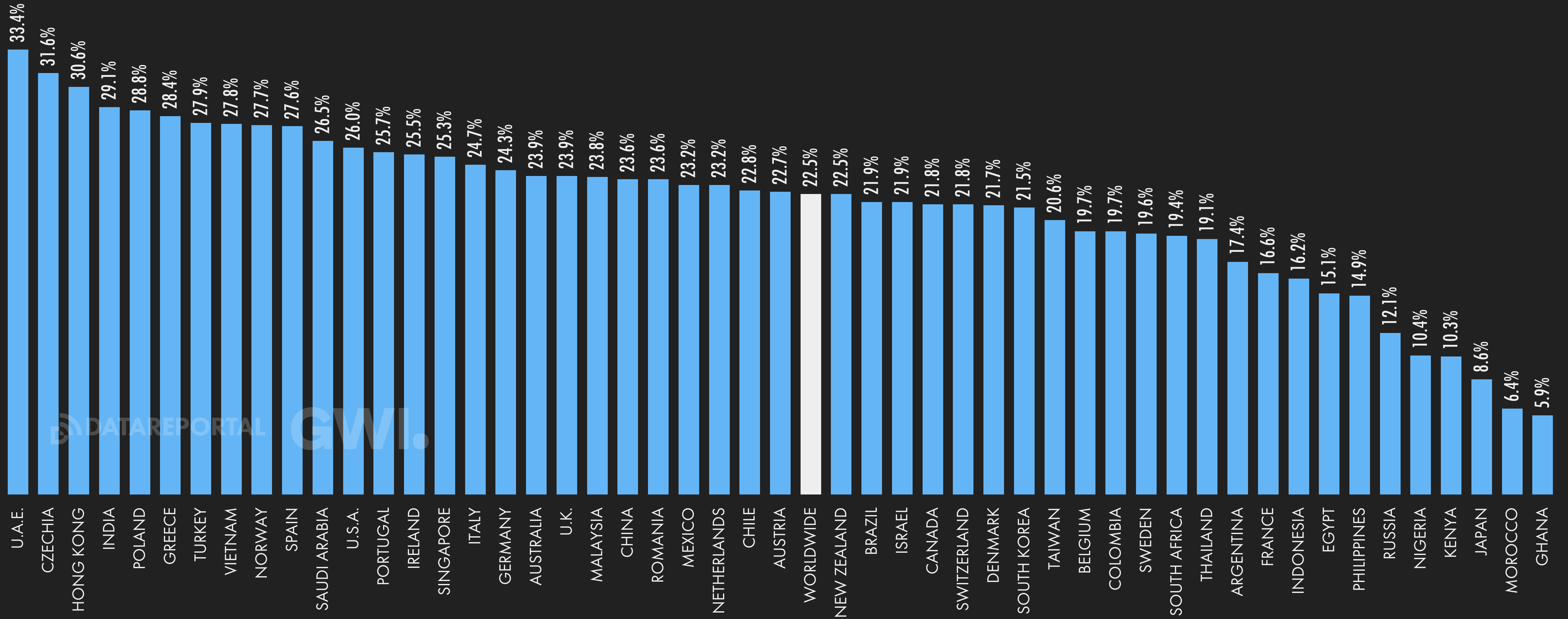
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# OWNERSHIP OF SMARTWATCHES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

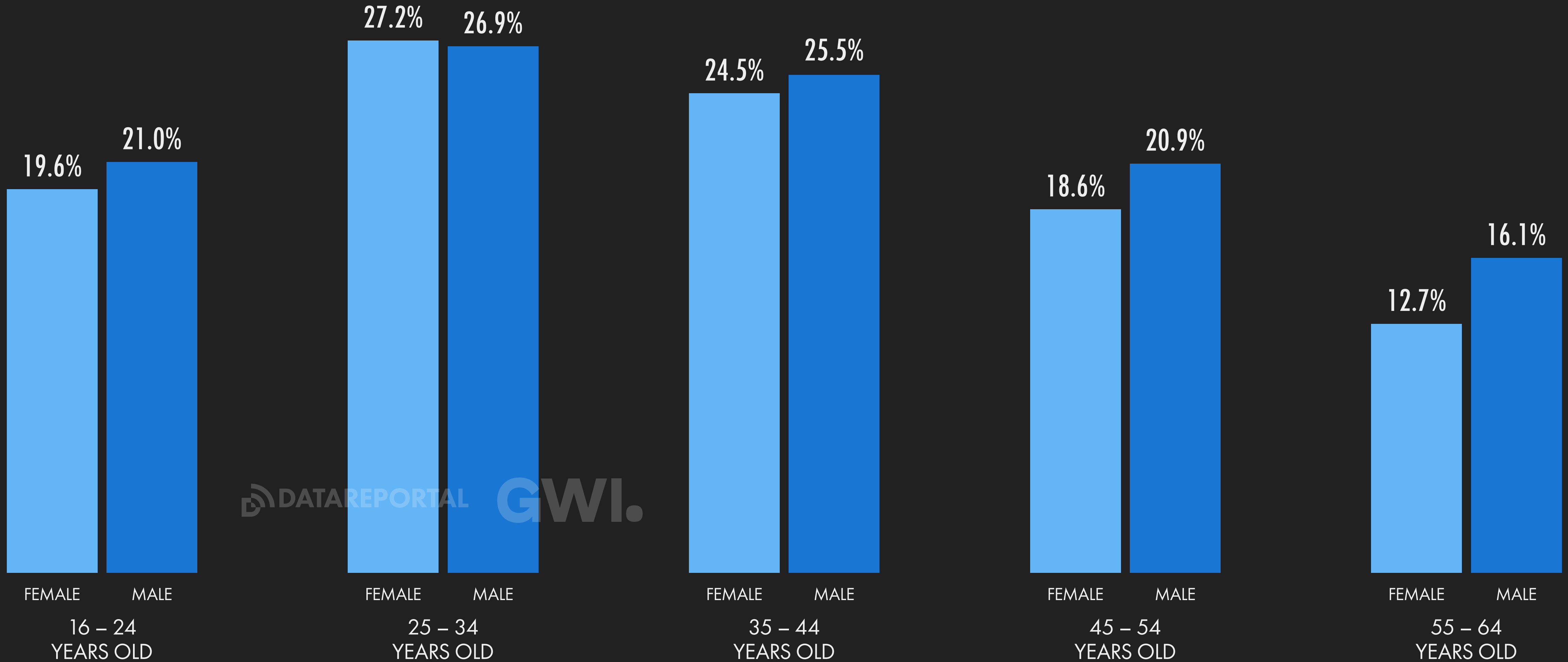
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# OWNERSHIP OF SMARTWATCHES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

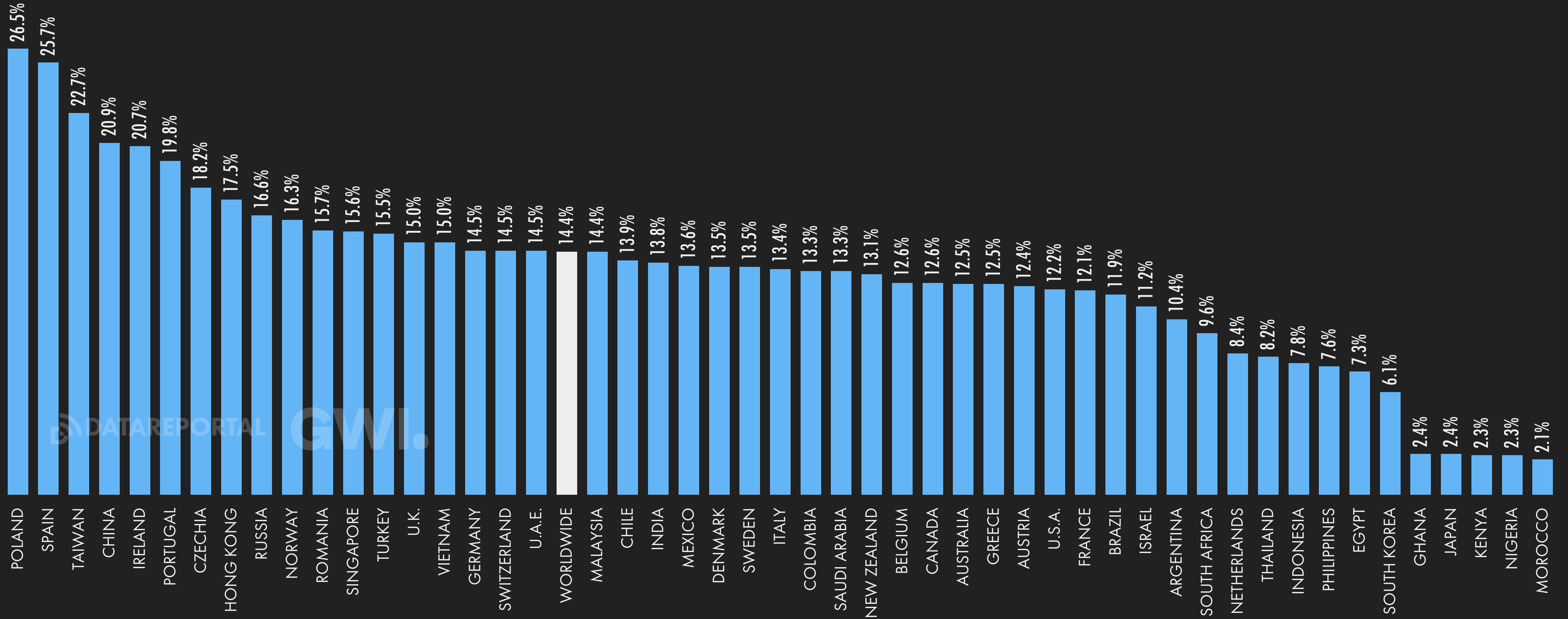
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2023

# OWNERSHIP OF SMART WRISTBANDS

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



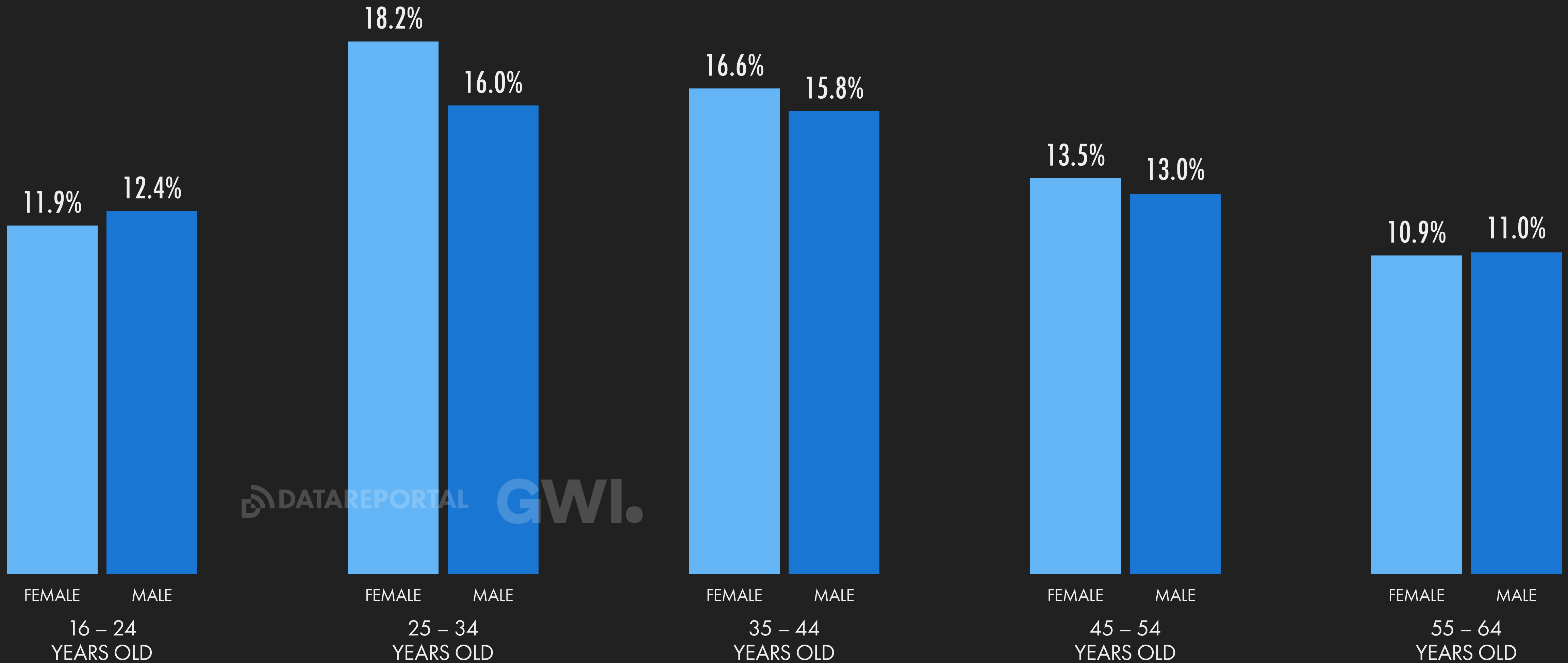
GLOBAL OVERVIEW



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# OWNERSHIP OF SMART WRISTBANDS

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



DATA REPORTAL GWI.

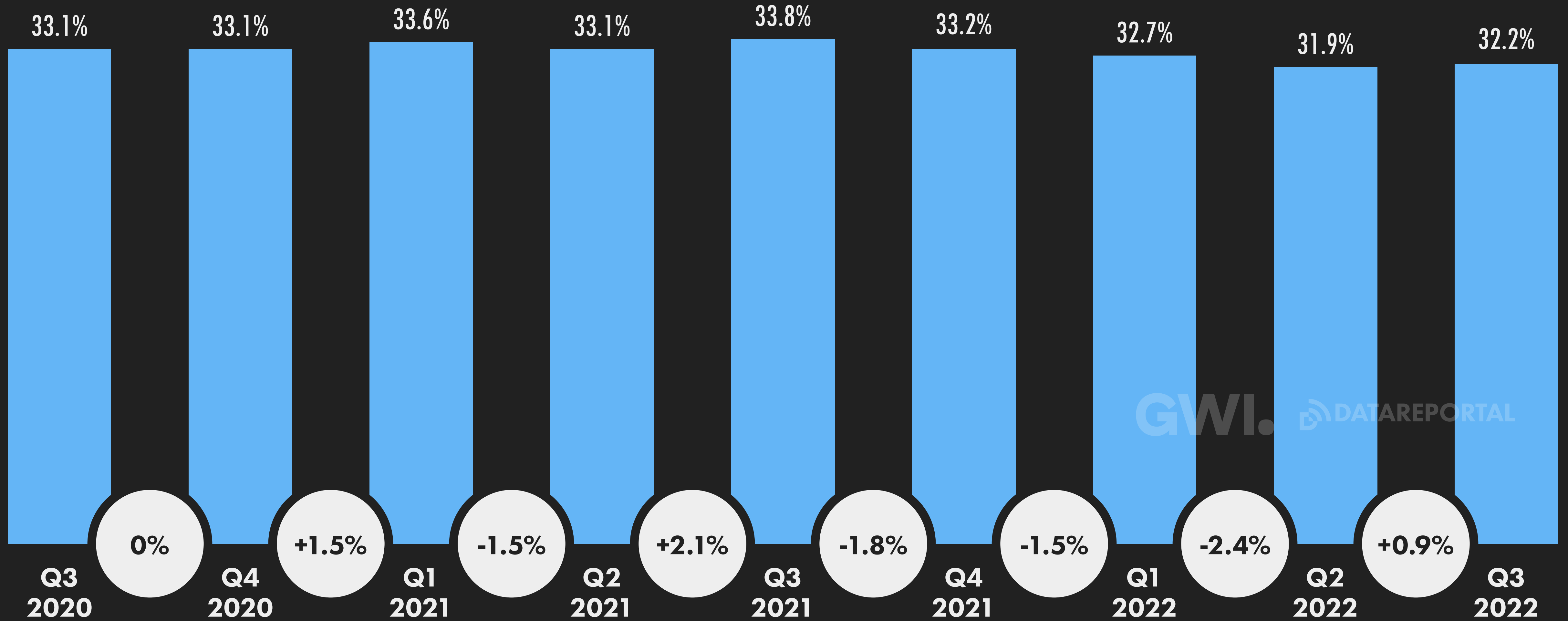
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2023

# CONCERNS ABOUT MISUSE OF PERSONAL DATA

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



GLOBAL OVERVIEW



GW. DATAREPORTAL

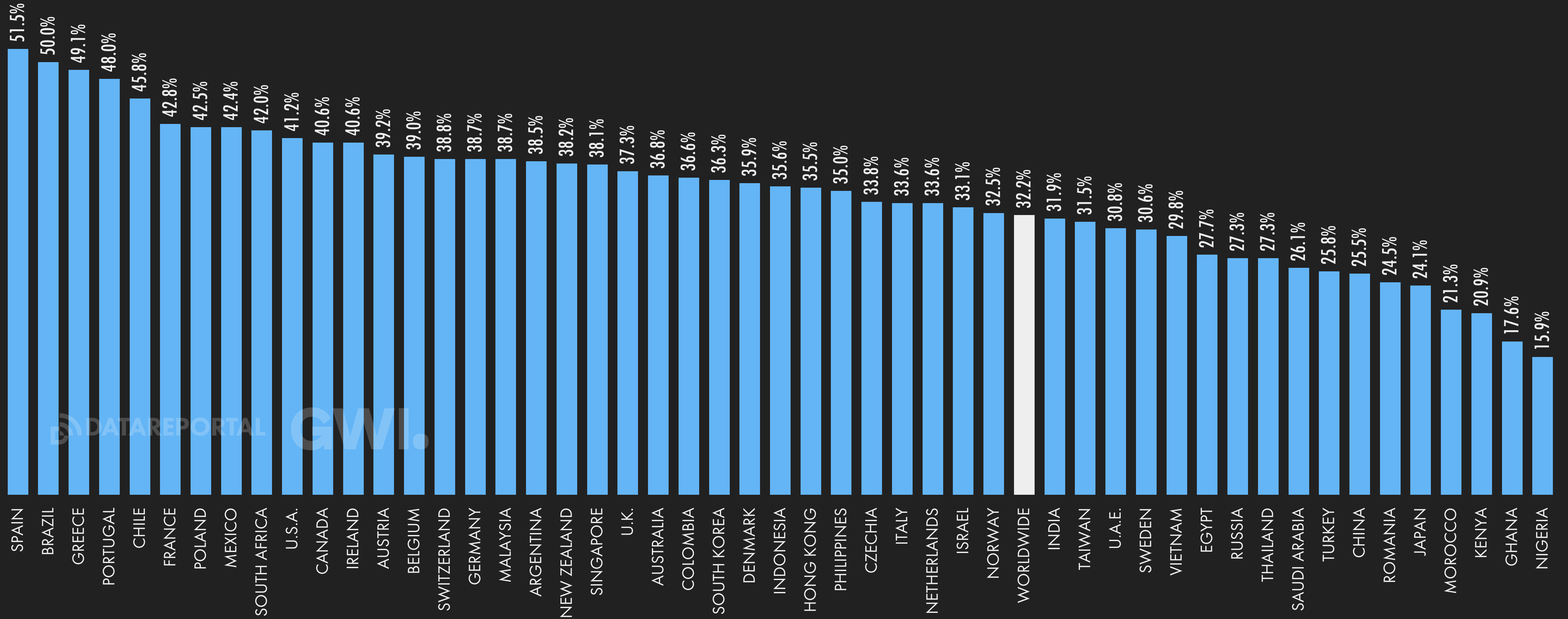
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2023

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.



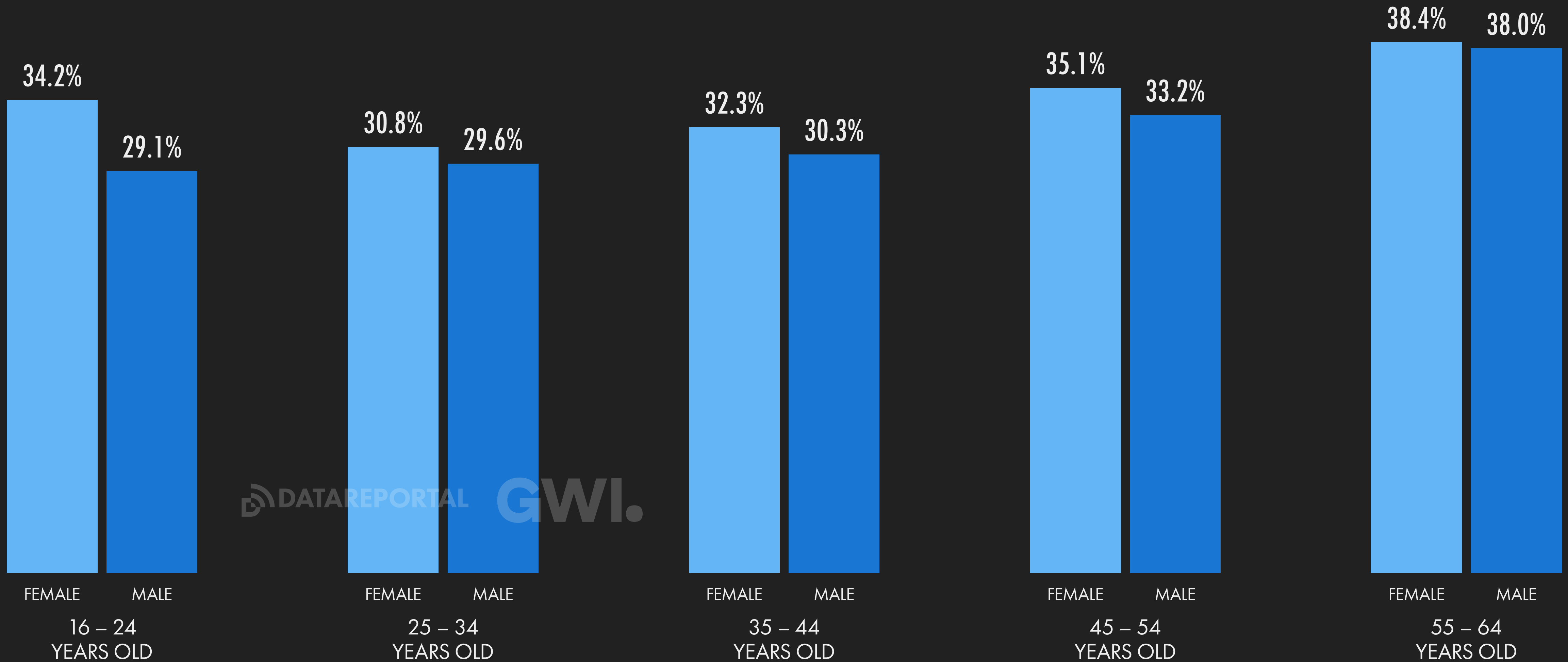
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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

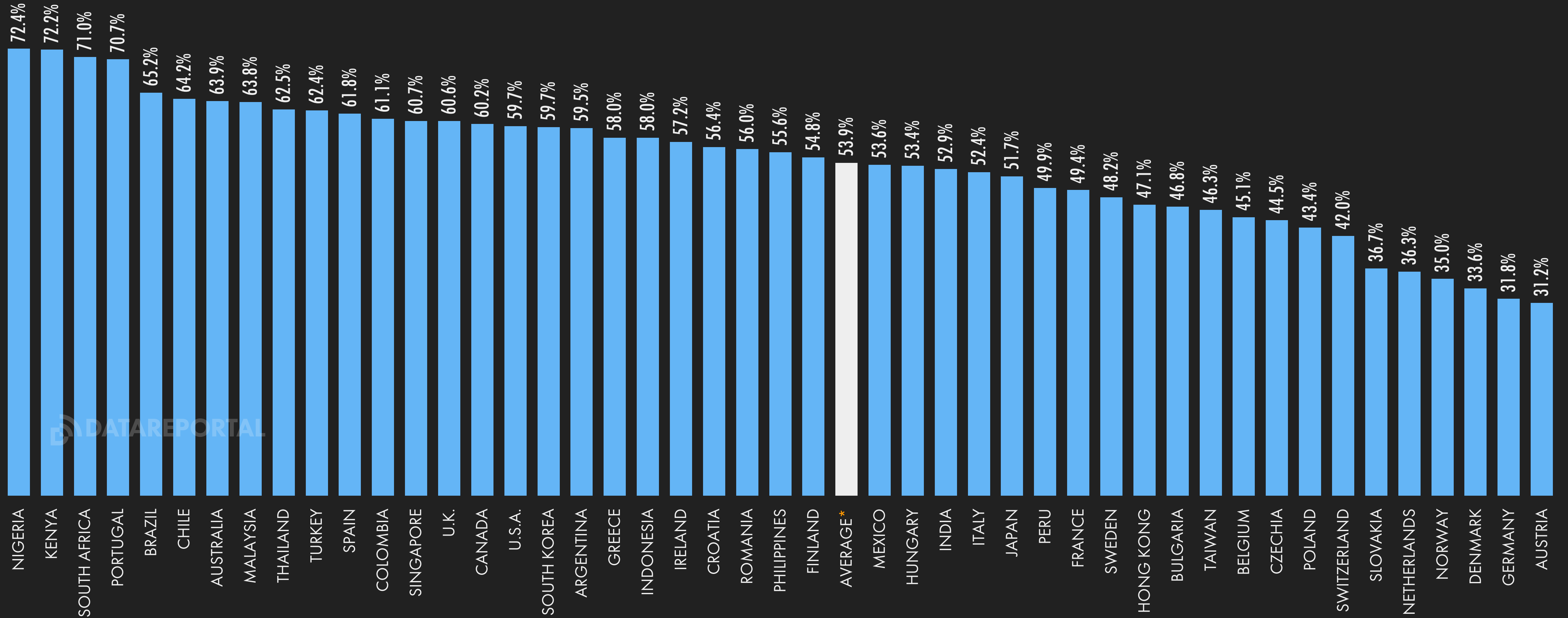
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# CONCERNS ABOUT ONLINE MISINFORMATION

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



GLOBAL OVERVIEW



DATA REPORTAL

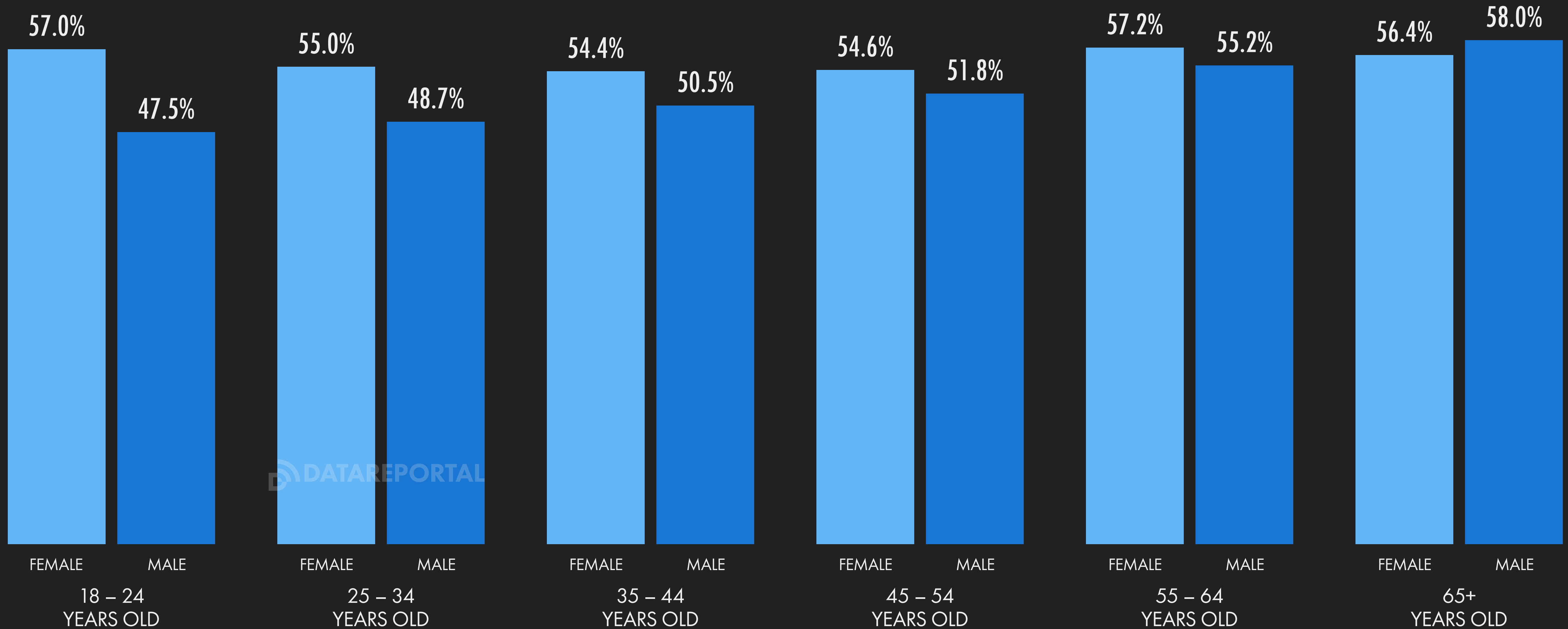
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# CONCERNS ABOUT ONLINE MISINFORMATION

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



GLOBAL OVERVIEW



DATA REPORTAL

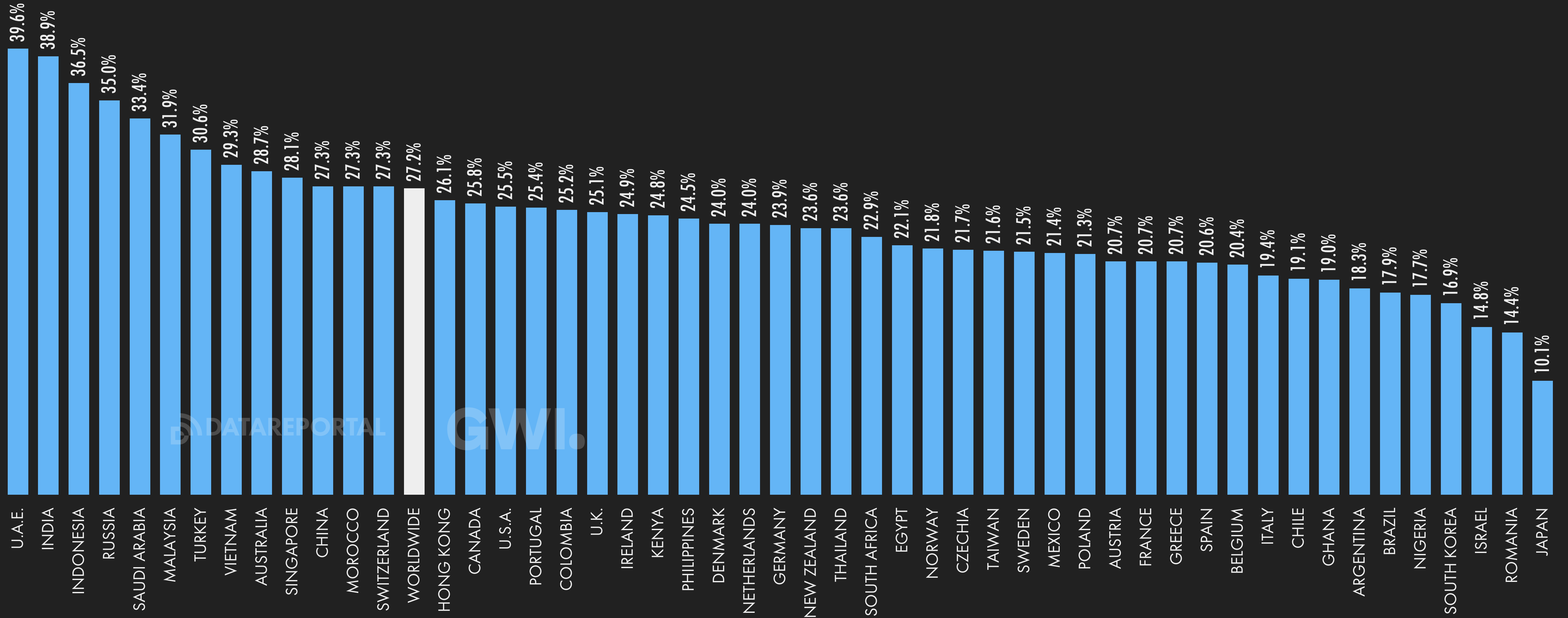
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2023

# USE OF VIRTUAL PRIVATE NETWORKS

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



GLOBAL OVERVIEW



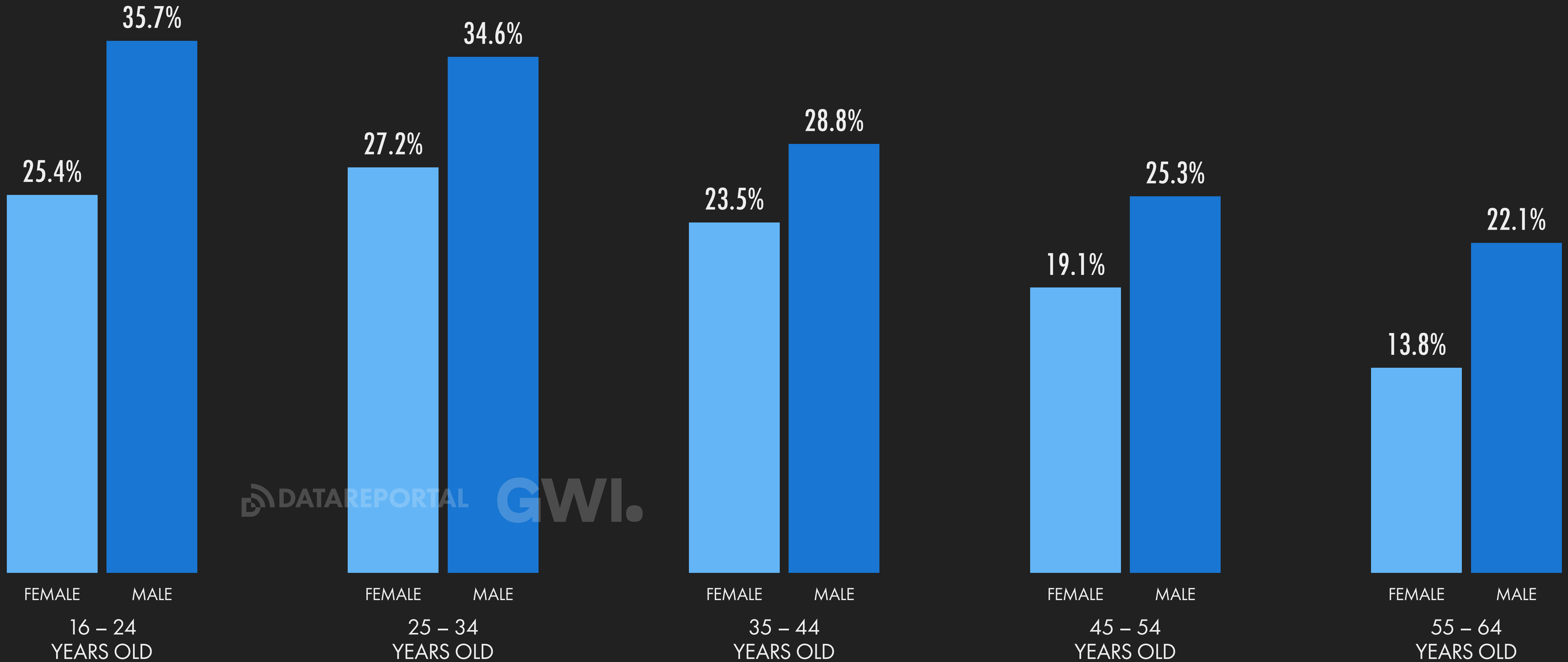
DATA REPORTAL

GW.I.

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2023

# USE OF VIRTUAL PRIVATE NETWORKS

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



DATA REPORTAL GWI.

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# MOST FREQUENTLY USED EMOJI

THE WORLD'S MOST FREQUENTLY USED EMOJI



GLOBAL OVERVIEW

01		11		21		31		41		51		61		71		81		91	
02		12		22		32		42		52		62		72		82		92	
03		13		23		33		43		53		63		73		83		93	
04		14		24		34		44		54		64		74		84		94	
05		15		25		35		45		55		65		75		85		95	
06		16		26		36		46		56		66		76		86		96	
07		17		27		37		47		57		67		77		87		97	
08		18		28		38		48		58		68		78		88		98	
09		19		29		39		49		59		69		79		89		99	
10		20		30		40		50		60		70		80		90		100	



**SOCIAL MEDIA**

JAN  
2023

# OVERVIEW OF SOCIAL MEDIA USE

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



GLOBAL OVERVIEW

NUMBER OF SOCIAL  
MEDIA USERS



**4.76**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN SOCIAL MEDIA USERS



we  
are  
social

**+0.5%**  
**+23 MILLION**

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



Meltwater

**+3.0%**  
**+137 MILLION**

AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



GWI.

**2H 31M**  
YOY: **+2.0% (+3M)**

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



**7.2**  
YOY: **-4.6%**

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



**59.4%**

SOCIAL MEDIA USERS AGE 18+  
vs. POPULATION AGE 18+



Meltwater

**77.8%**

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



**92.3%**

FEMALE SOCIAL MEDIA USERS:  
SHARE OF TOTAL USERS



we  
are  
social

**46.3%**

MALE SOCIAL MEDIA USERS:  
SHARE OF TOTAL USERS



**53.7%**

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2022). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



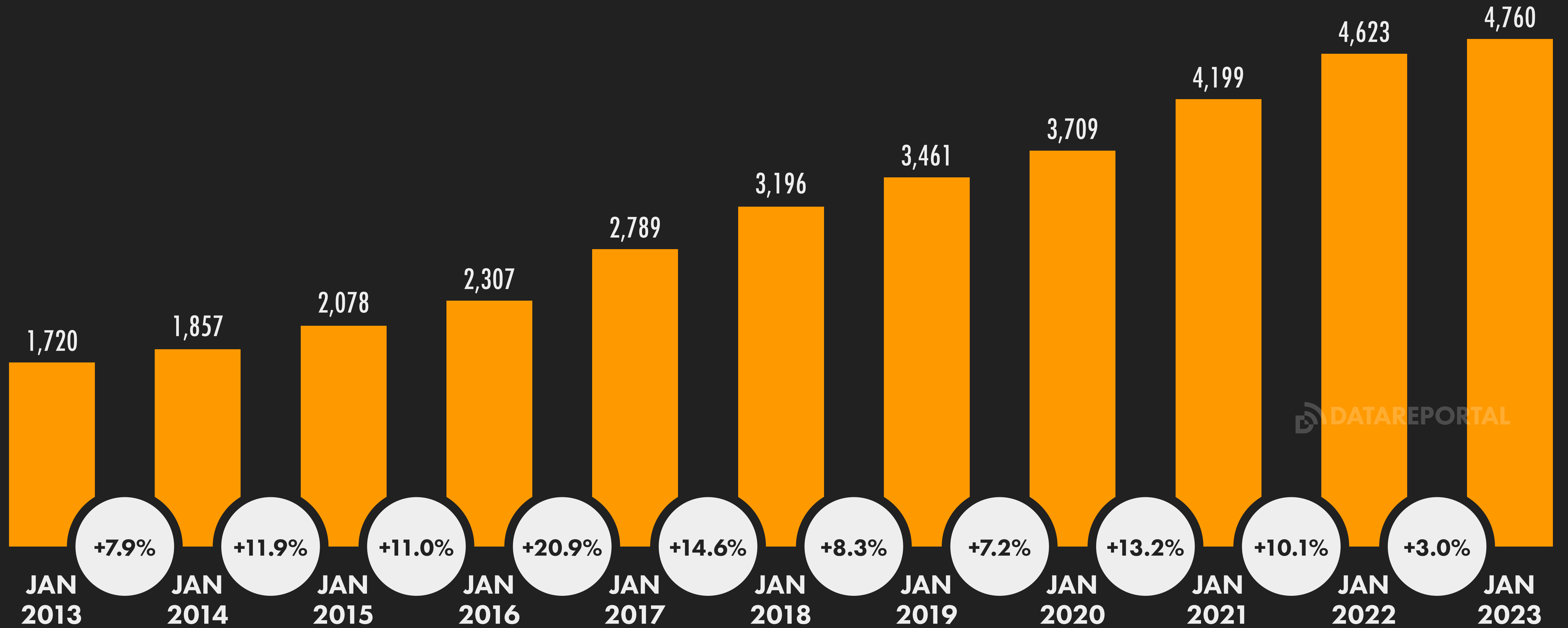
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# SOCIAL MEDIA USERS OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

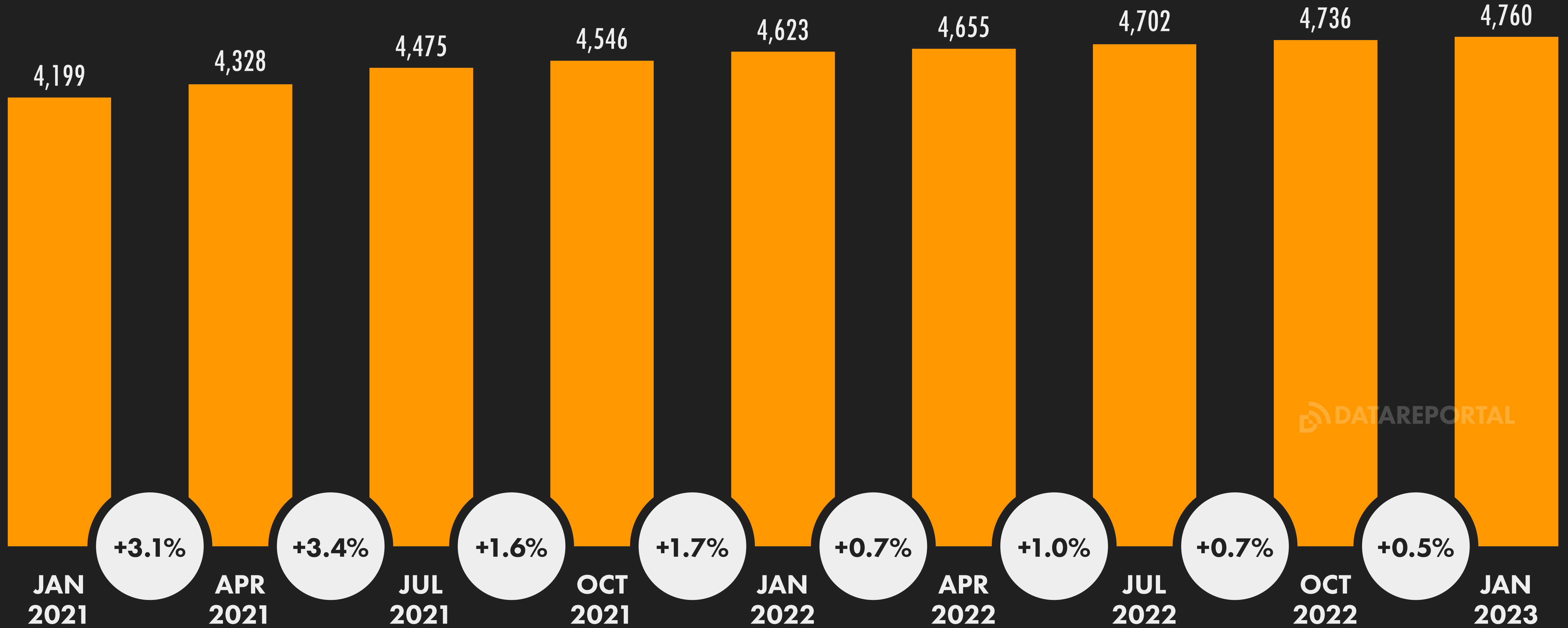


DATA REPORTAL

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# SOCIAL MEDIA USERS OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND QUARTER-ON-QUARTER CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATA REPORTAL

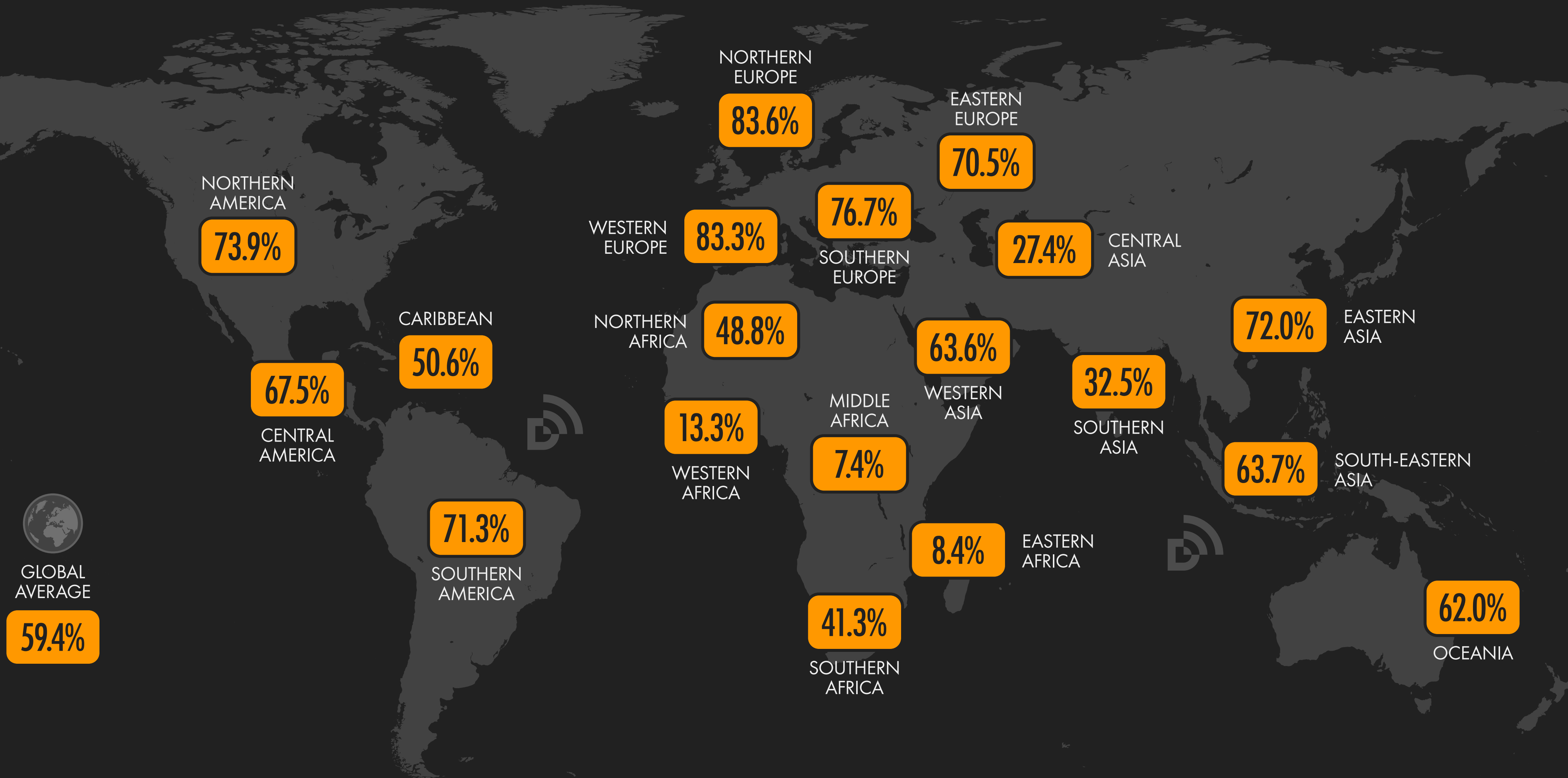
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2023

# SOCIAL MEDIA USERS vs. TOTAL POPULATION

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



GLOBAL OVERVIEW

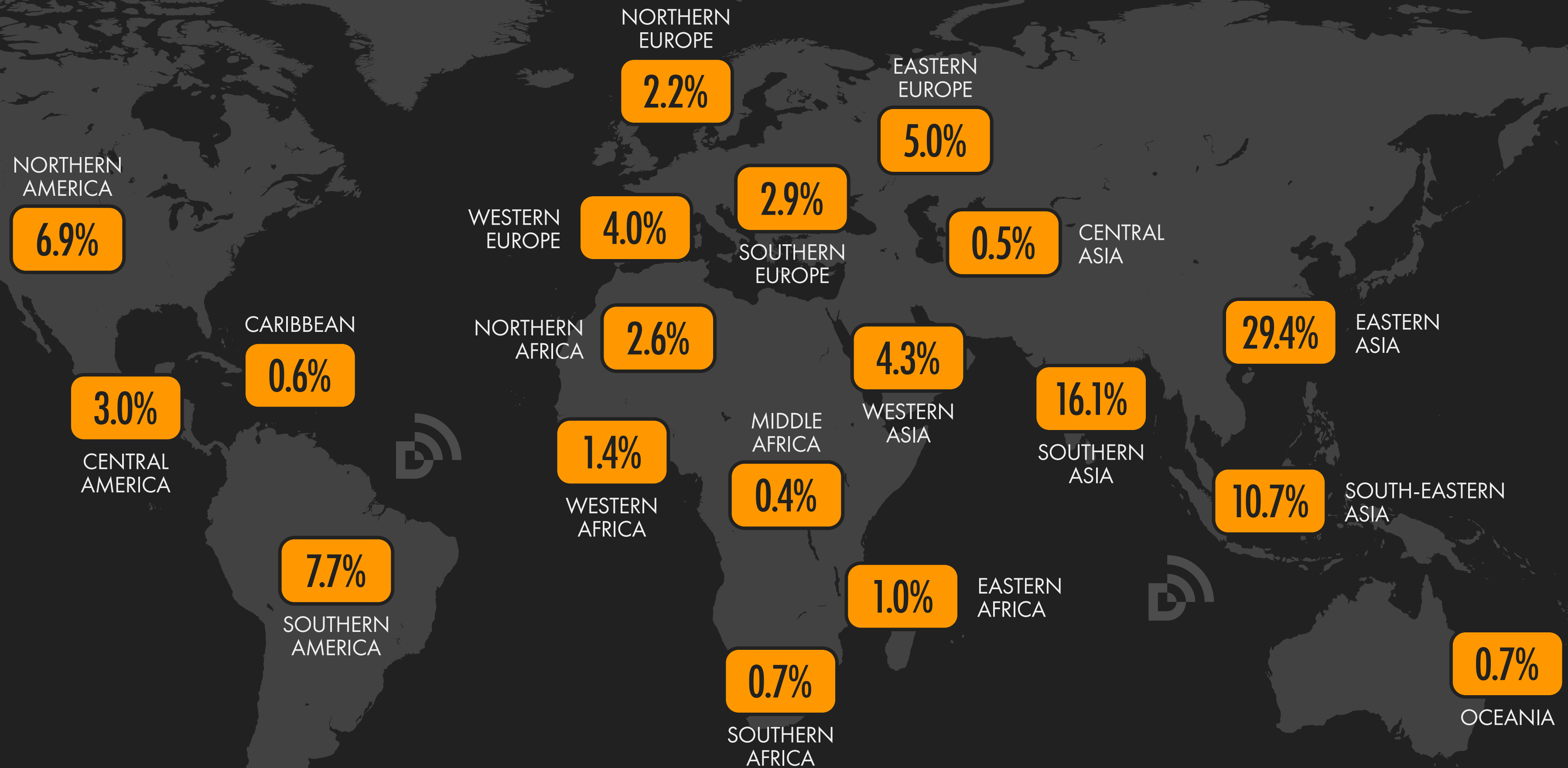


**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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2023

# SHARE OF GLOBAL SOCIAL MEDIA USERS

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



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USERS



GLOBAL OVERVIEW



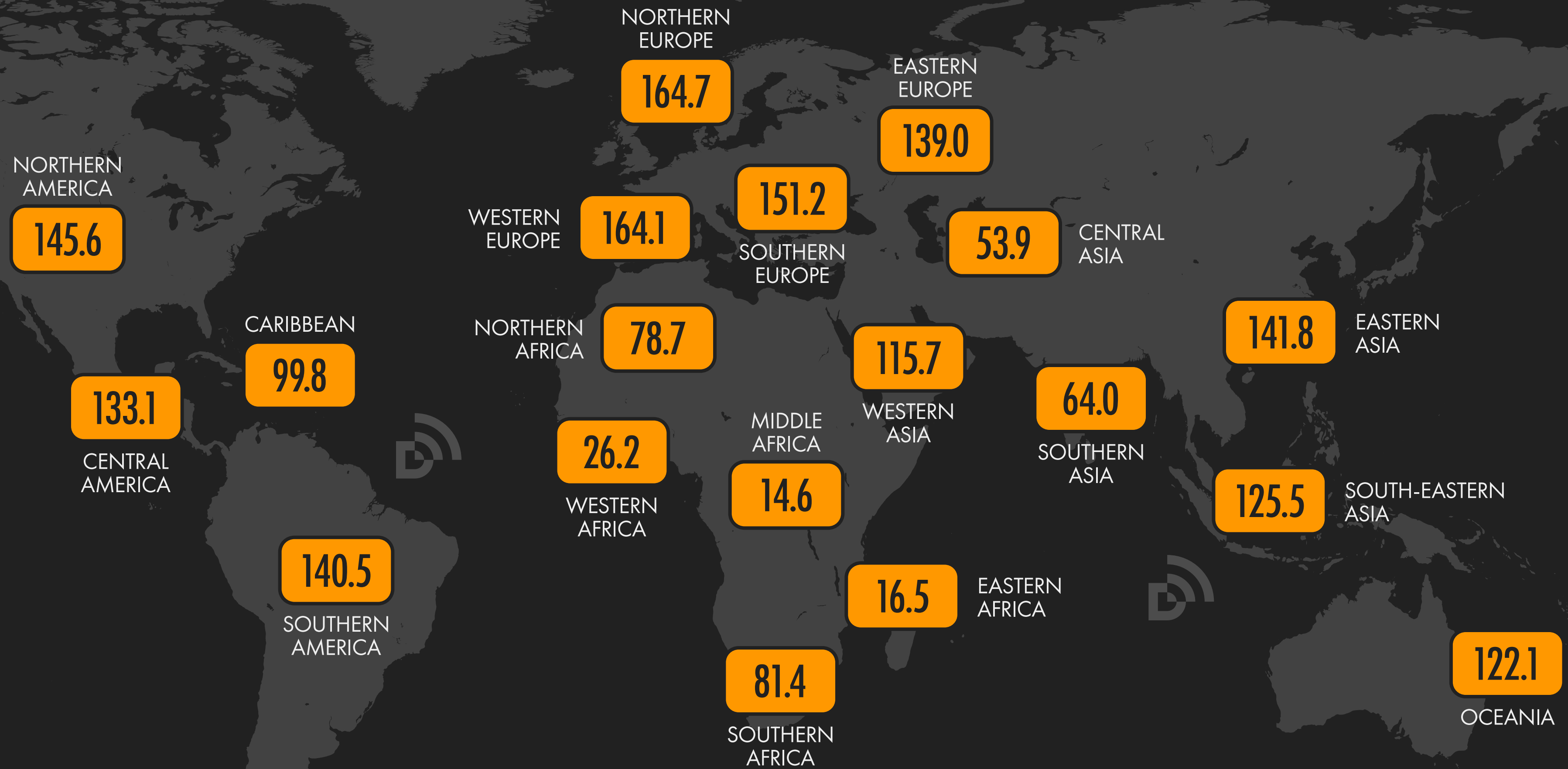
FEMALE GLOBAL AVERAGE: 46.3%  
 MALE GLOBAL AVERAGE: 53.7%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, SUDAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. SOURCE DATA ARE ONLY AVAILABLE FOR BINARY GENDERS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# SOCIAL MEDIA USERS: INDEXED SHARE

COMPARING EACH REGION'S SHARE OF GLOBAL SOCIAL MEDIA USERS WITH EACH REGION'S RESPECTIVE SHARE OF THE GLOBAL POPULATION

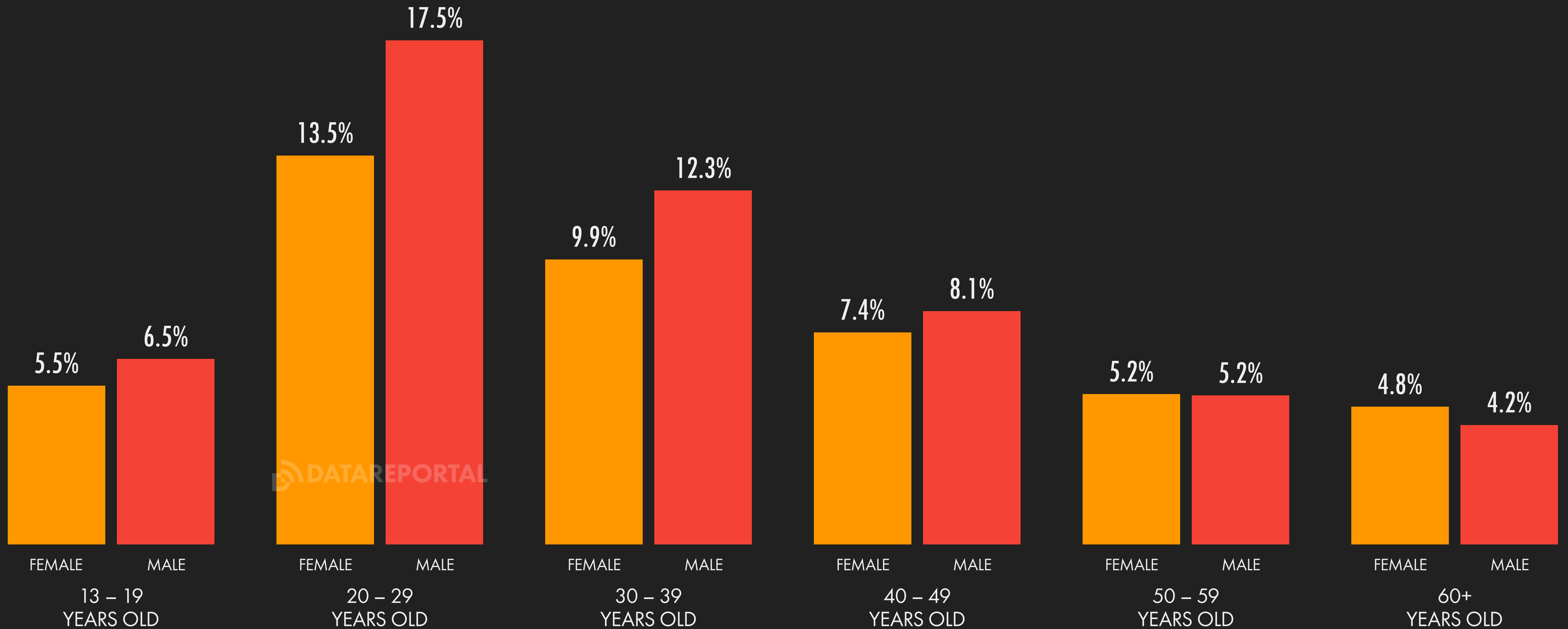


**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. VALUES REPRESENT INDICES THAT COMPARE EACH REGION'S SHARE OF GLOBAL SOCIAL MEDIA USERS WITH EACH REGION'S SHARE OF THE TOTAL GLOBAL POPULATION. INDEX VALUES ABOVE 100 SHOW THAT PEOPLE IN THAT REGION ARE MORE LIKELY TO USE SOCIAL MEDIA COMPARED WITH THE GLOBAL AVERAGE, WHEREAS VALUES BELOW 100 MEAN THAT PEOPLE IN THAT REGION ARE LESS LIKELY TO USE SOCIAL MEDIA COMPARED WITH THE GLOBAL AVERAGE. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

JAN  
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# SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH DEMOGRAPHIC GROUP AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



**SOURCES:** KEPIOS ANALYSIS; COMPANIES' ADVERTISING RESOURCES; CNNIC. **NOTES:** MOST SOCIAL MEDIA COMPANIES DO NOT ALLOW CHILDREN TO USE THEIR PLATFORMS, SO WHILE THERE MAY BE SOCIAL MEDIA USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. SOURCE DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** DUE TO VARIATIONS IN DATA AVAILABILITY, NOTE THAT THE AGE GROUPS USED ON THIS CHART ARE NOT THE SAME AS THE AGE GROUPS USED FOR MANY OF THE INDIVIDUAL SOCIAL MEDIA PLATFORM AUDIENCE PROFILES FEATURED ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS; SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

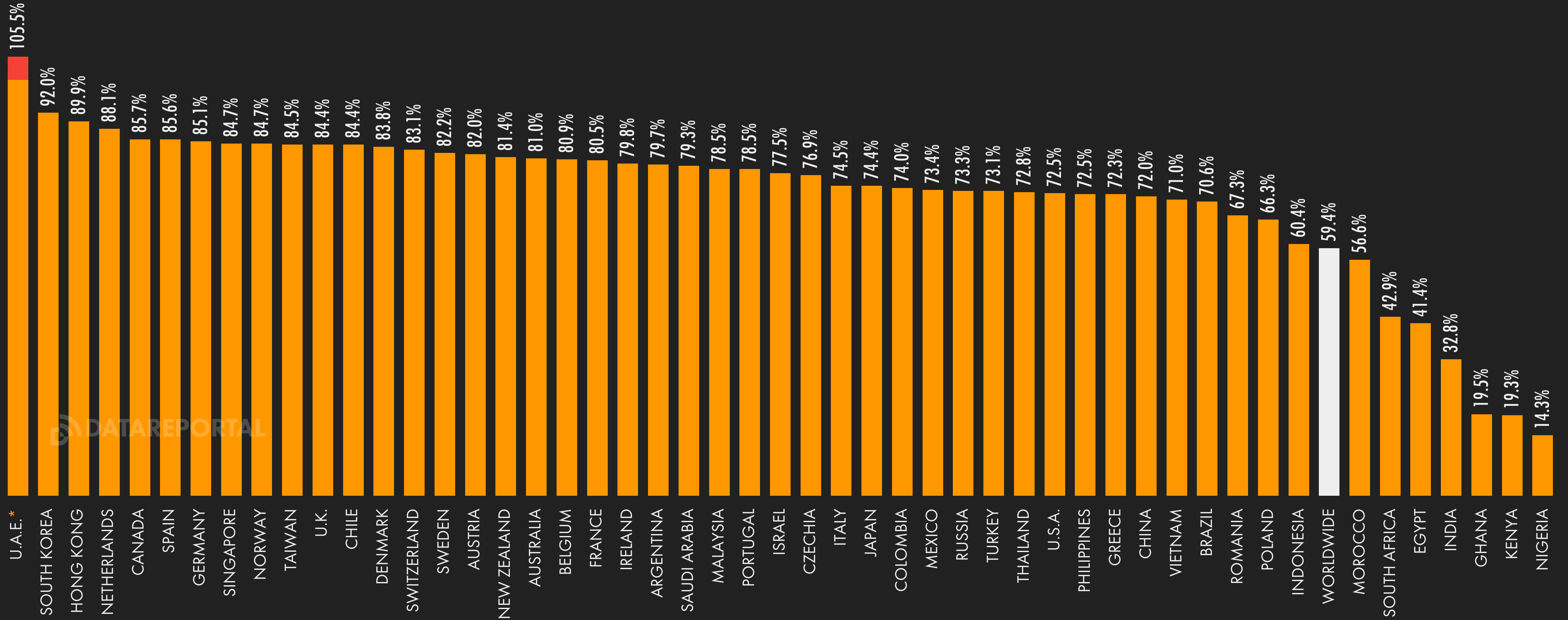
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# SOCIAL MEDIA USERS vs. POPULATION

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



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.



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# SOCIAL MEDIA USE vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION



## HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01	UNITED ARAB EMIRATES	105.5%*	10,000,000
02	BAHRAIN	98.7%	1,460,000
03	QATAR	96.8%	2,620,000
04	BRUNEI	94.4%	425,600
05	SOUTH KOREA	92.0%	47,637,000
06	LEBANON	90.5%	4,910,000
07	OMAN	90.5%	4,170,000
08	HONG KONG	89.9%	6,730,000
09	NETHERLANDS	88.1%	15,500,000
10	CAYMAN ISLANDS	88.0%	60,750

## LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
231	NORTH KOREA <sup>1</sup>	[N/A]	[BLOCKED]
230	ERITREA	0.3%	10,000
229	NIGER	1.8%	467,850
228	CENTRAL AFRICAN REPUBLIC	2.1%	117,000
227	CHAD	2.7%	491,650
226	TURKMENISTAN	2.8%	180,350
225	MALAWI	3.8%	783,750
224	SOUTH SUDAN	4.3%	470,350
223	UGANDA	4.3%	2,050,000
222	DEM. REP. OF THE CONGO	4.9%	4,900,000

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) PERCENTAGES MAY EXCEED 100% DUE TO DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

# SOCIAL MEDIA USE vs. POPULATION: AGE 18+

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



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

#	HIGHEST ADULT ADOPTION	% OF POP. AGE 18+	Nº OF USERS AGE 18+
01	UNITED ARAB EMIRATES	124.6%*	9,750,000
02	BRUNEI	120.6%*	401,000
03	LIBYA	115.8%*	5,250,000
04	QATAR	115.5%*	2,562,700
05	BAHRAIN	115.0%*	1,300,000
06	GUAM	111.7%*	133,300
07	LEBANON	111.5%*	4,060,000
08	OMAN	108.0%*	3,450,000
09	CAYMAN ISLANDS	107.2%*	59,700
10	PALAU	106.9%*	14,450

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

#	LOWEST ADULT ADOPTION	% OF POP. AGE 18+	Nº OF USERS AGE 18+
226	NORTH KOREA <sup>1</sup>	[N/A]	[BLOCKED]
225	ERITREA	0.5%	9,900
224	TURKMENISTAN	3.7%	155,400
223	NIGER	3.9%	462,850
222	CENTRAL AFRICAN REPUBLIC	4.4%	111,550
221	CHAD	5.6%	462,950
220	MALAWI	7.3%	756,950
219	SOUTH SUDAN	8.4%	450,300
218	UGANDA	8.9%	2,050,000
217	ETHIOPIA	9.2%	6,150,000

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. (\*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

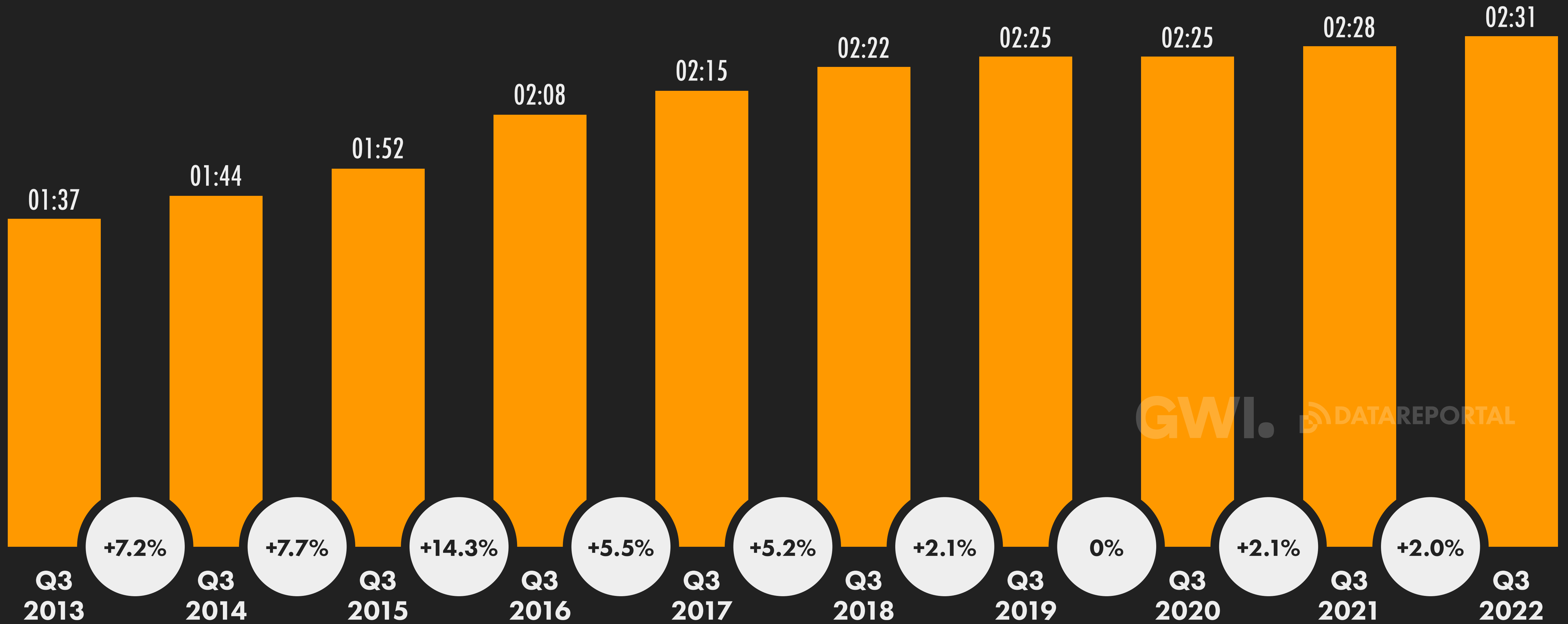
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2023

# DAILY TIME SPENT USING SOCIAL MEDIA (YOY)

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



GLOBAL OVERVIEW

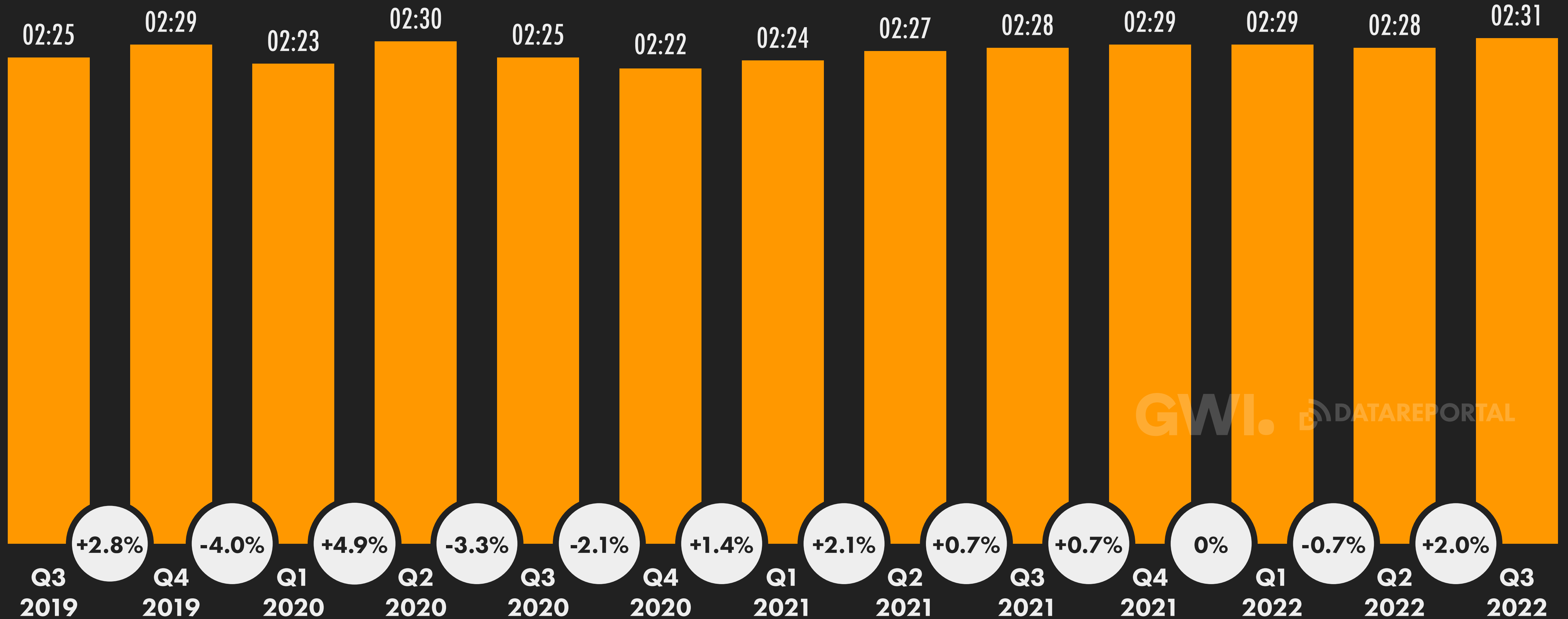


GW. DATAREPORTAL

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# DAILY TIME SPENT USING SOCIAL MEDIA (QOQ)

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



GW | DATAREPORTAL

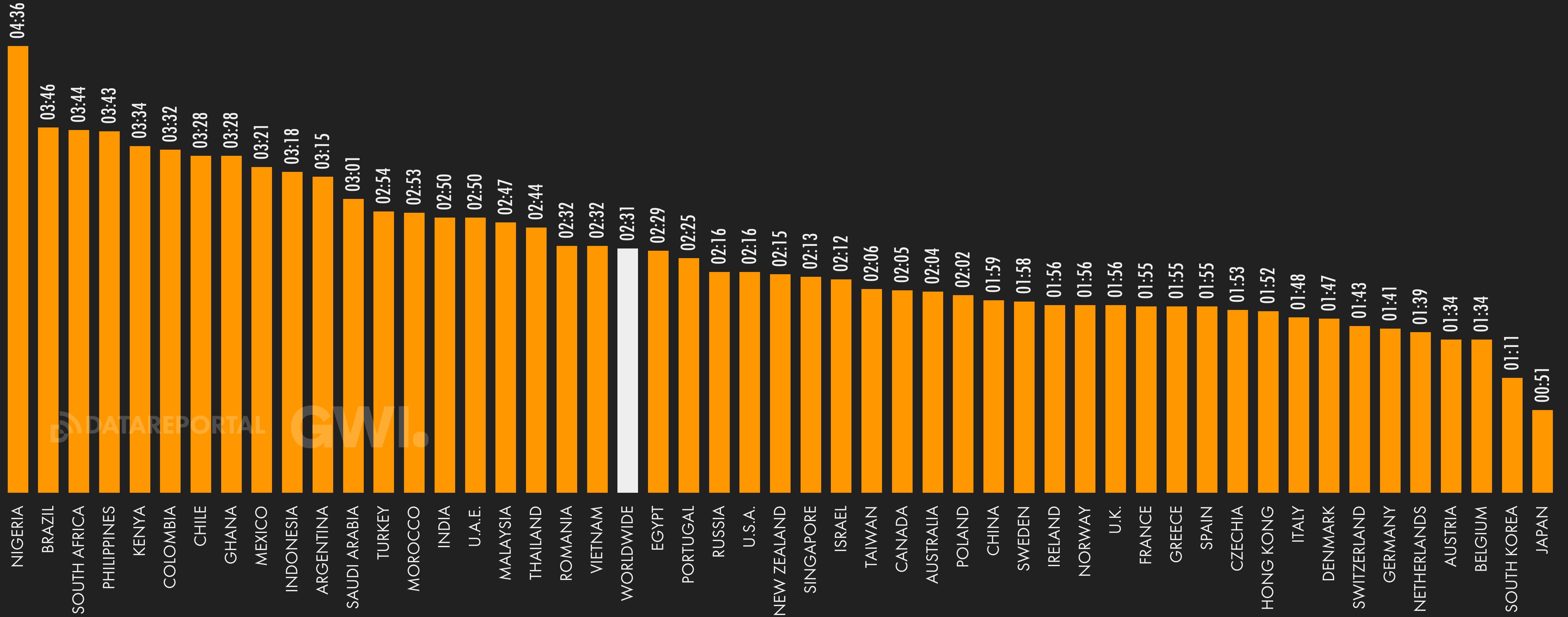
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# DAILY TIME SPENT USING SOCIAL MEDIA

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



GLOBAL OVERVIEW

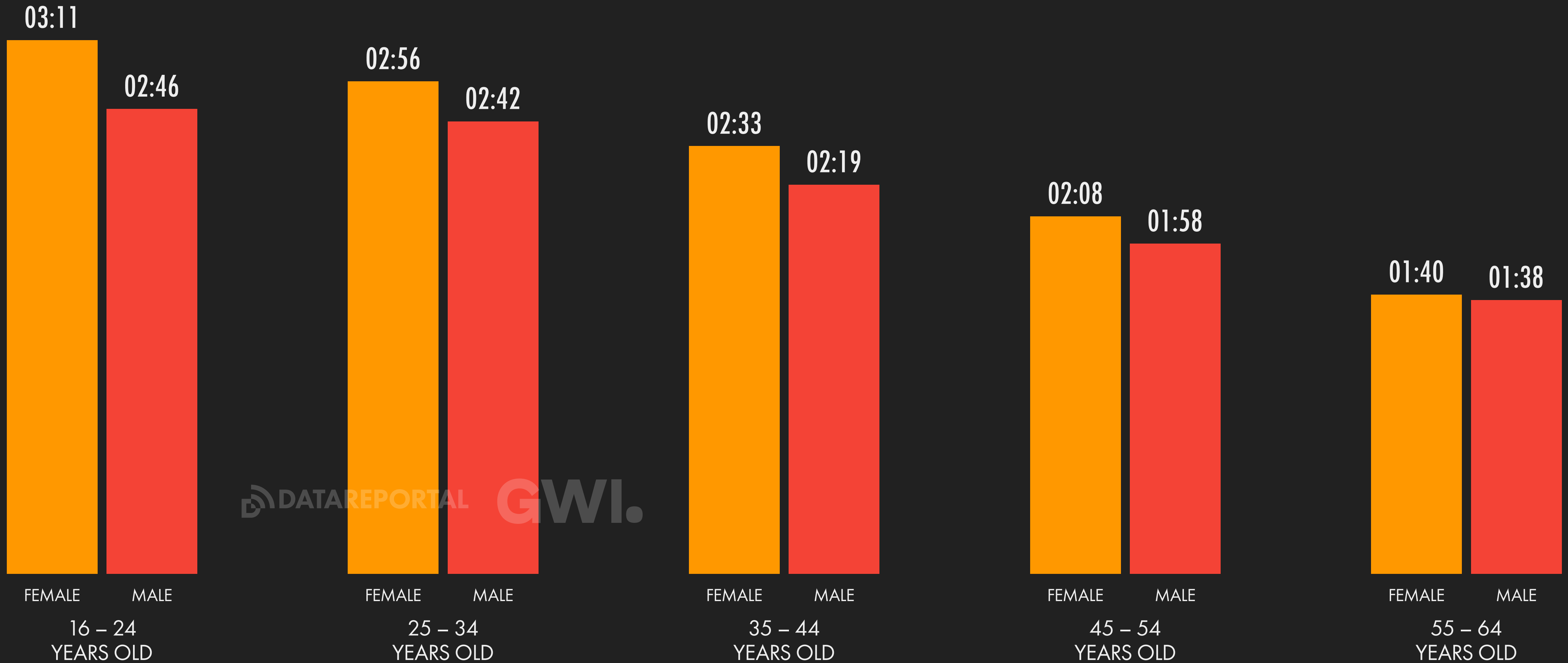


DATAREPORTAL GWI

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



DATA REPORTAL GWI.

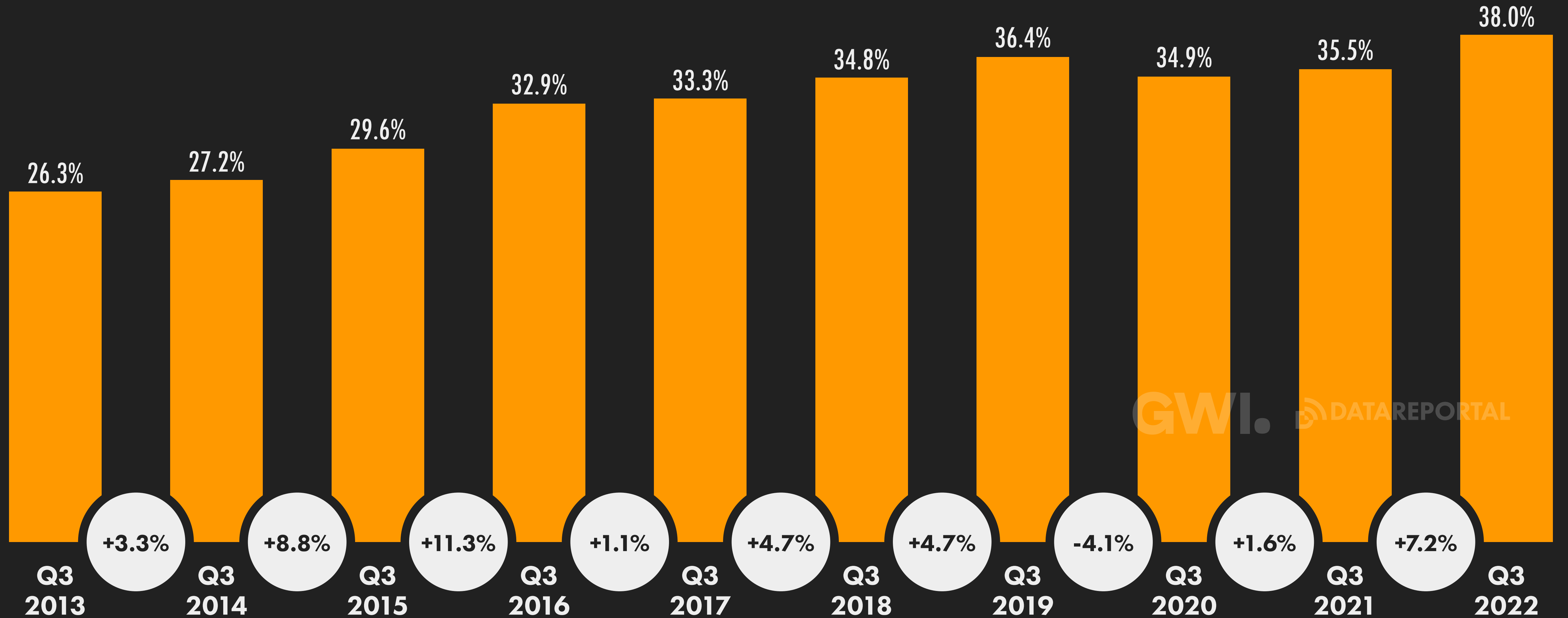
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME (YOY)

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



GLOBAL OVERVIEW



GW | DATAREPORTAL

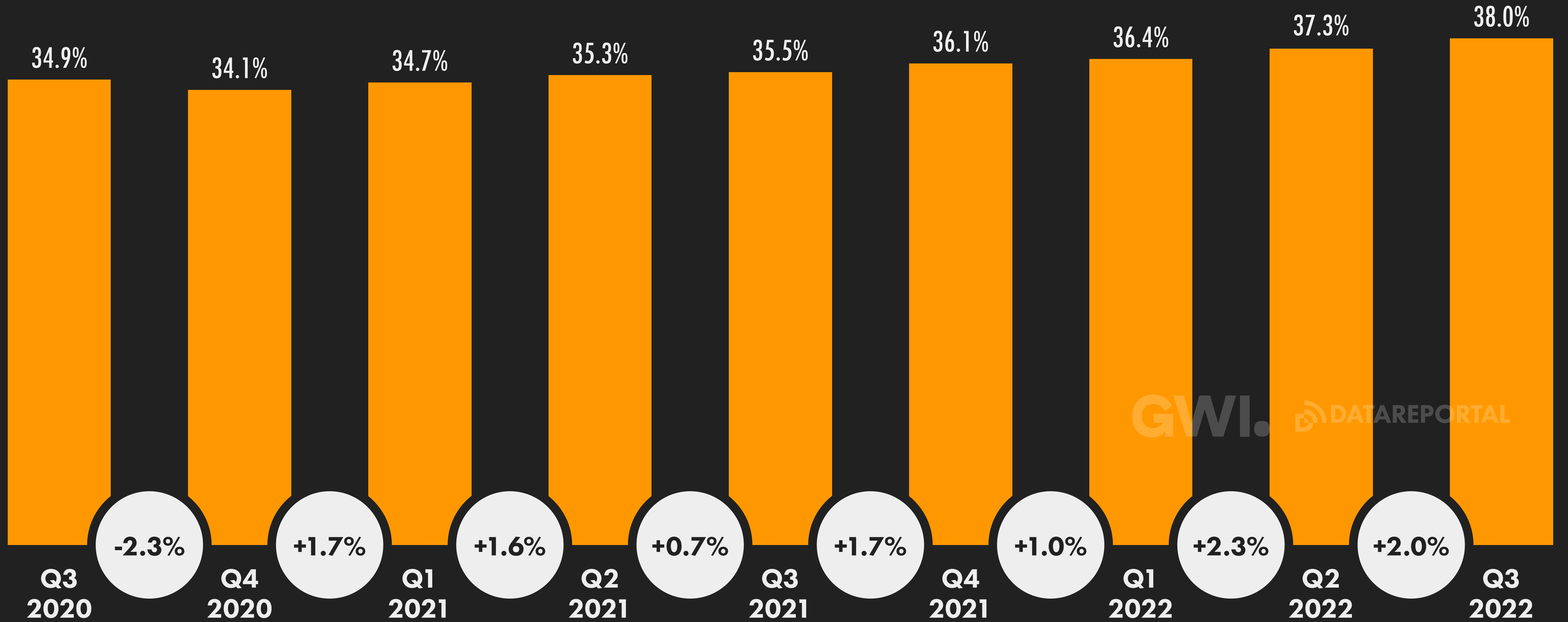
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME (QOQ)

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



GLOBAL OVERVIEW



GW. DATAREPORTAL



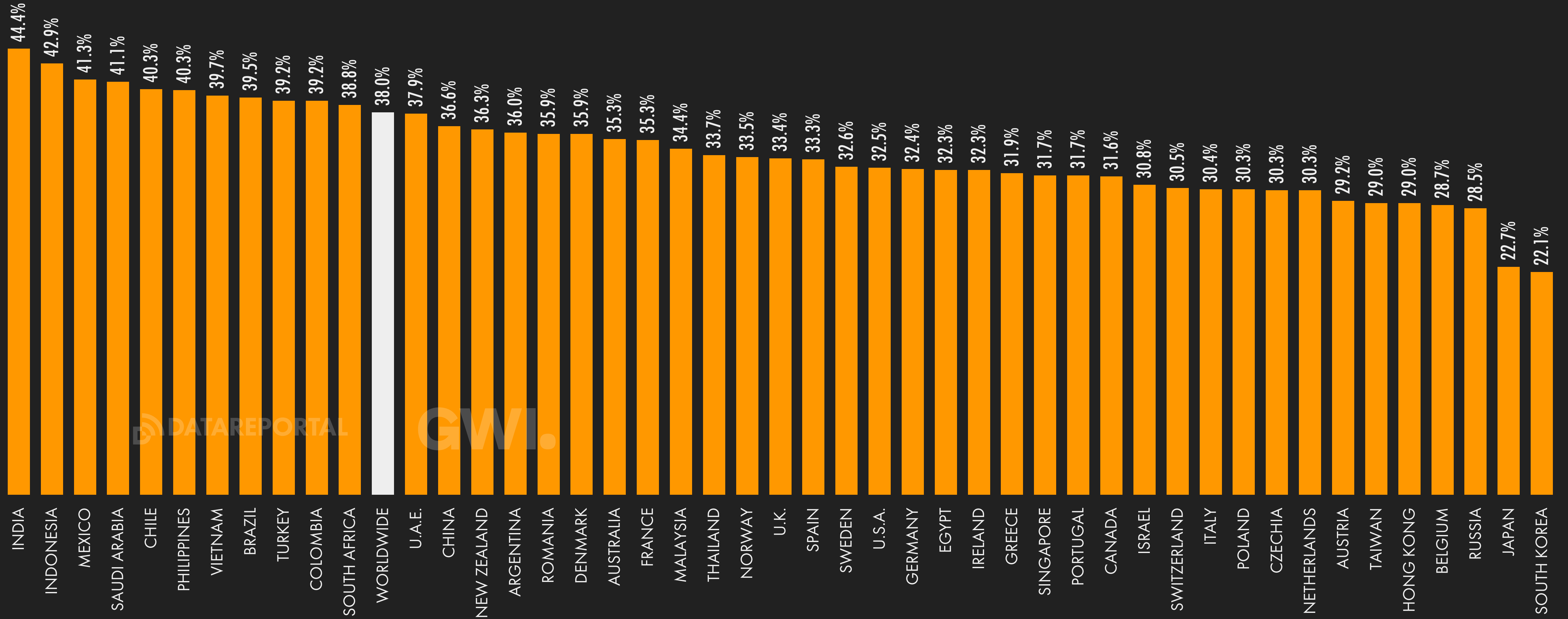
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

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



GLOBAL OVERVIEW



DATAREPORTAL

GW

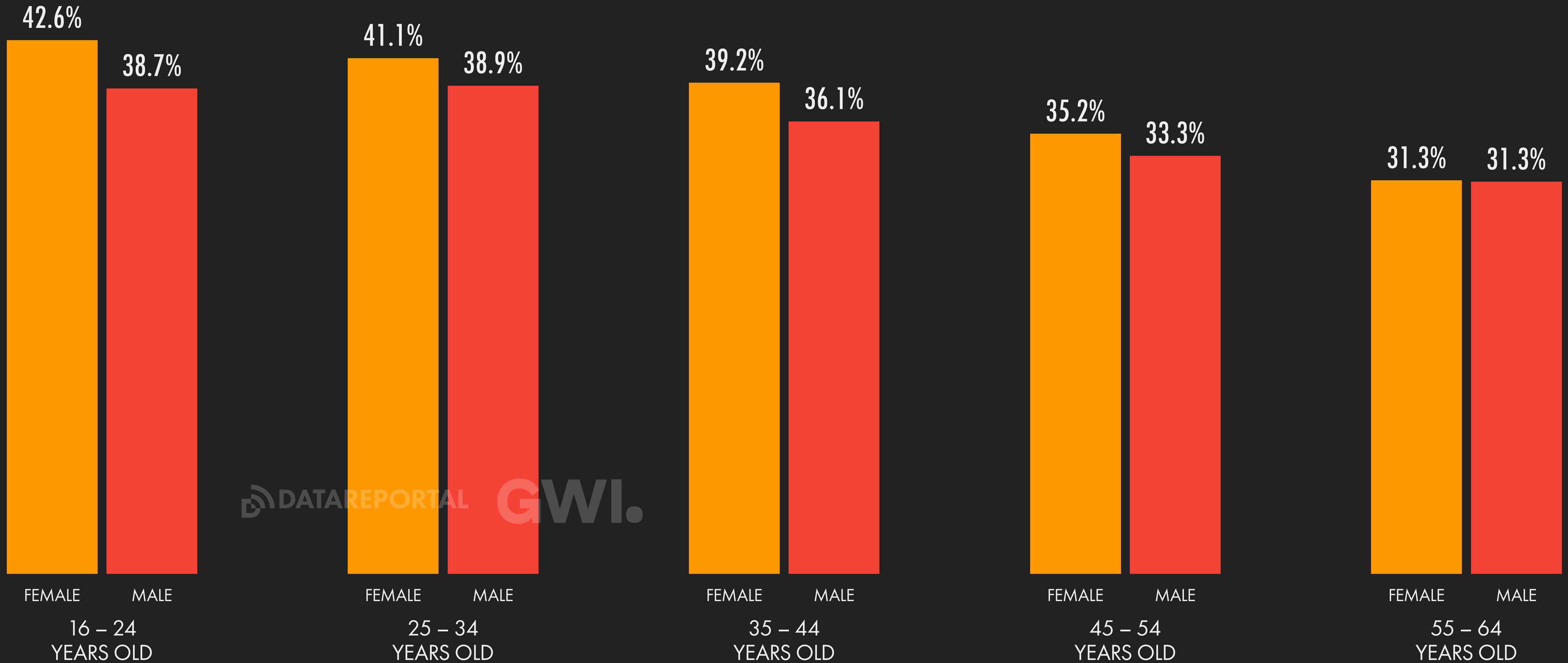
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# SOCIAL MEDIA'S SHARE OF ONLINE TIME

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

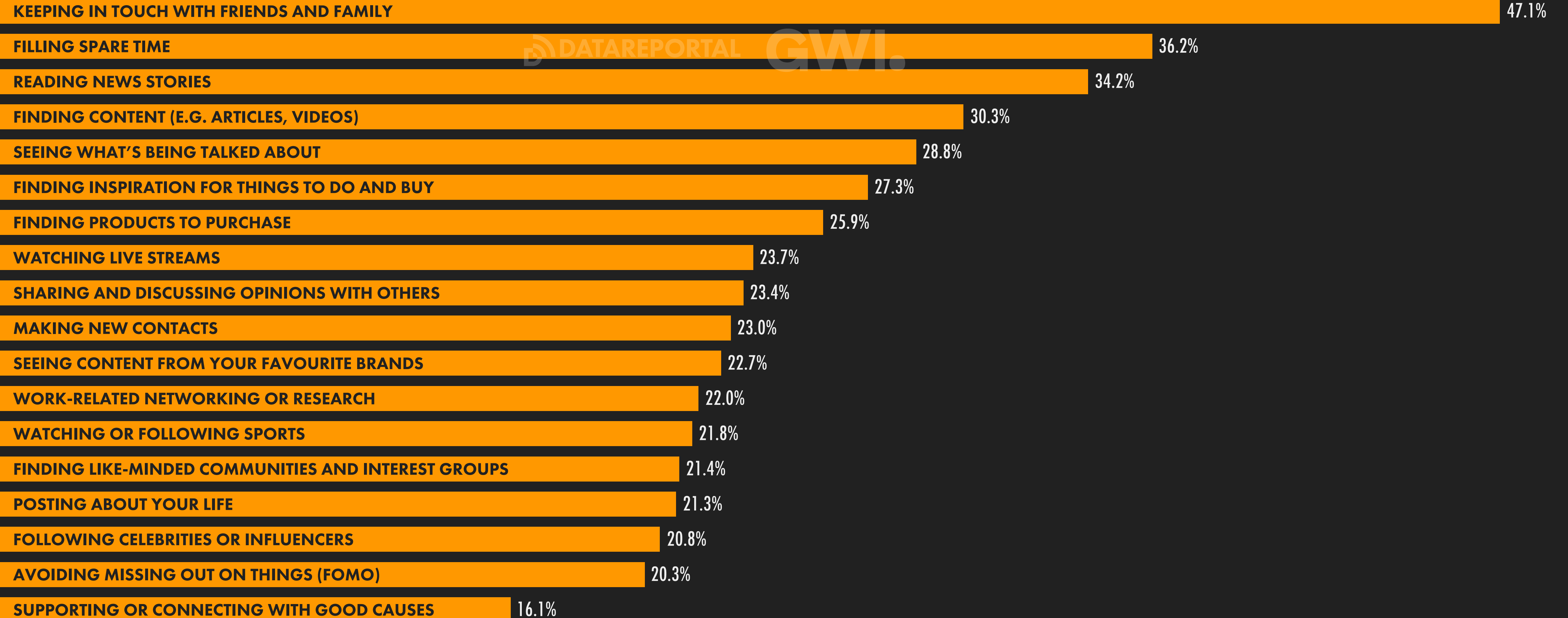
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# MAIN REASONS FOR USING SOCIAL MEDIA

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



GLOBAL OVERVIEW



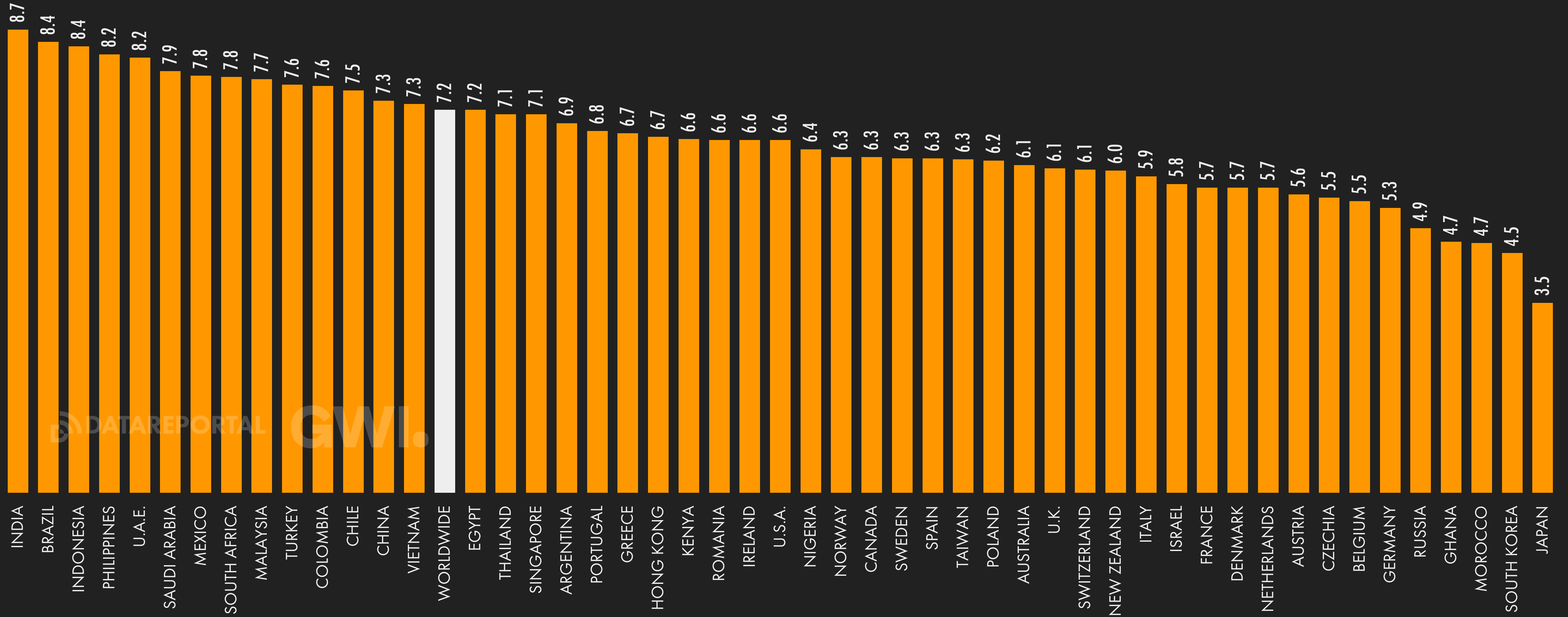
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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



GLOBAL OVERVIEW

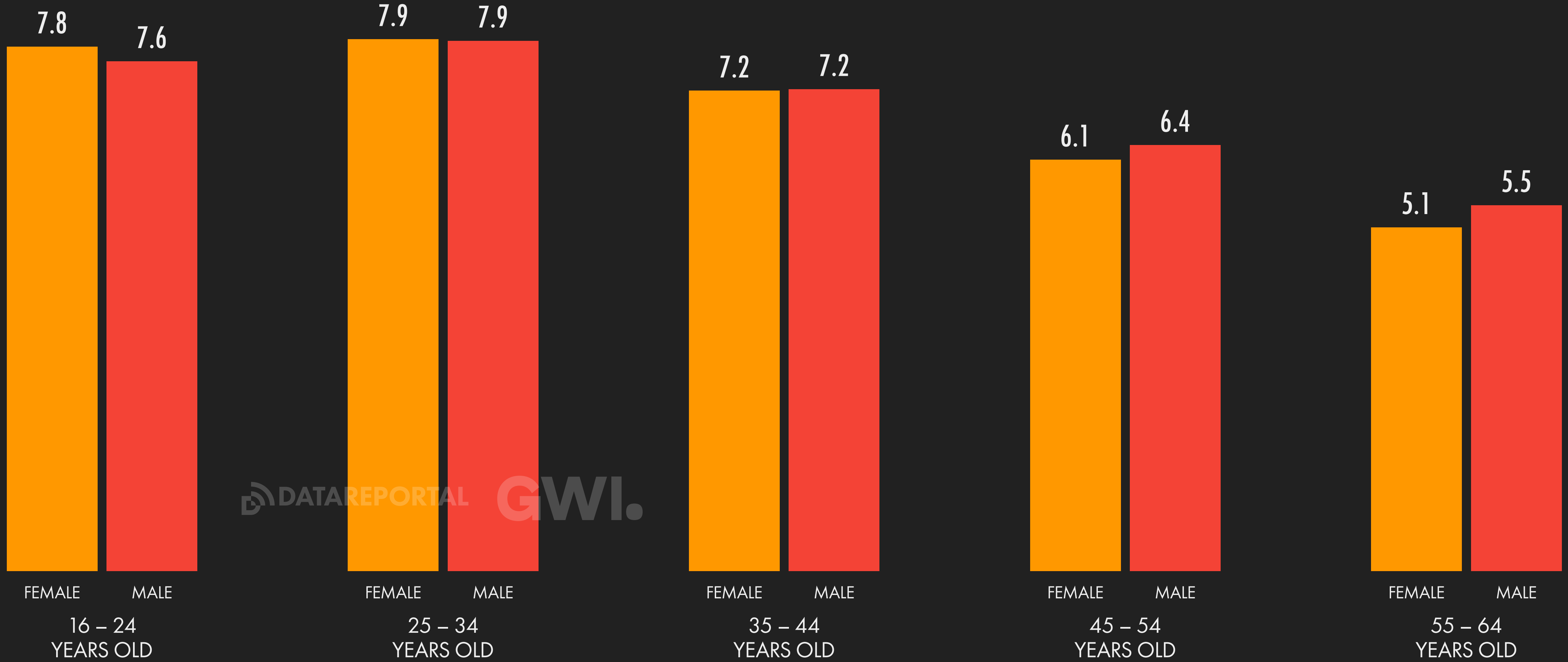


DATA REPORTAL GWI.

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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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



DATA REPORTAL GWI.

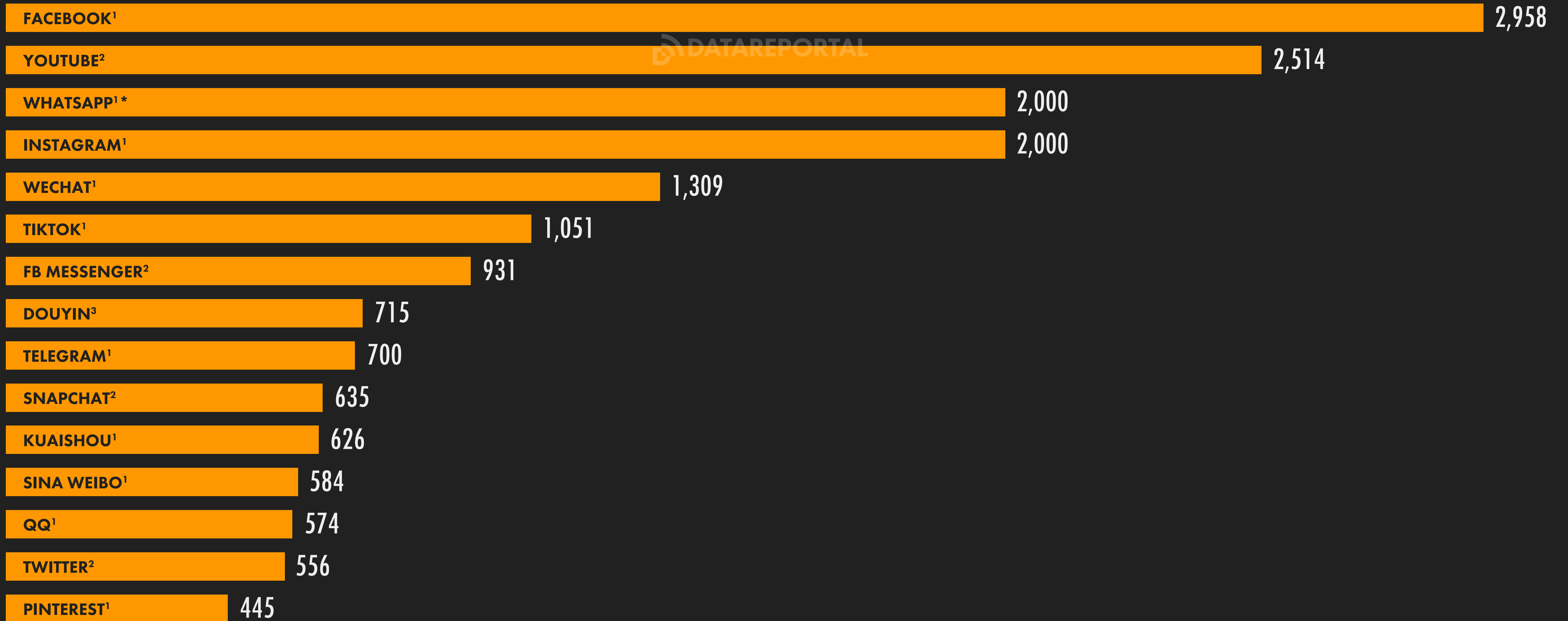
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# THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



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2023**

# SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

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



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	<b>0.6%</b>	100%	72.3%	72.0%	77.4%	52.3%	44.2%	33.1%	49.0%	14.0%	33.4%	30.6%
YOUTUBE USERS	<b>1.0%</b>	77.4%	100%	70.9%	75.8%	49.0%	46.6%	30.4%	50.6%	16.4%	35.6%	30.7%
WHATSAPP USERS	<b>0.8%</b>	79.4%	74.1%	100%	78.0%	50.5%	51.3%	34.7%	48.9%	13.1%	34.8%	31.4%
INSTAGRAM USERS	<b>0.2%</b>	82.1%	74.9%	75.1%	100%	54.2%	48.7%	37.4%	54.8%	15.2%	37.4%	31.0%
TIKTOK USERS	<b>0.1%</b>	82.5%	76.9%	72.2%	80.5%	100%	49.2%	39.8%	56.5%	16.3%	39.7%	29.4%
TELEGRAM USERS	<b>0.1%</b>	80.1%	79.2%	84.3%	83.3%	56.5%	100%	39.8%	59.5%	16.5%	39.3%	36.4%
SNAPCHAT USERS	<b>0.1%</b>	82.0%	76.1%	78.1%	87.3%	62.5%	54.5%	100%	60.7%	22.3%	45.5%	37.3%
TWITTER USERS	<b>0.1%</b>	82.4%	77.1%	74.6%	86.8%	60.3%	55.2%	41.2%	100%	21.3%	41.0%	38.7%
REDDIT USERS	<b>0.1%</b>	79.1%	78.1%	67.1%	81.3%	58.5%	51.5%	50.9%	71.6%	100%	57.3%	50.1%
PINTEREST USERS	<b>0.2%</b>	81.0%	76.9%	76.5%	85.5%	61.2%	52.6%	44.6%	59.2%	24.6%	100%	42.1%
LINKEDIN USERS	<b>0.2%</b>	86.6%	75.2%	80.4%	82.6%	52.8%	56.8%	42.5%	65.1%	25.0%	49.0%	100%

**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE DATA FOR CHINA.** TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** REVISED METHODOLOGY. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

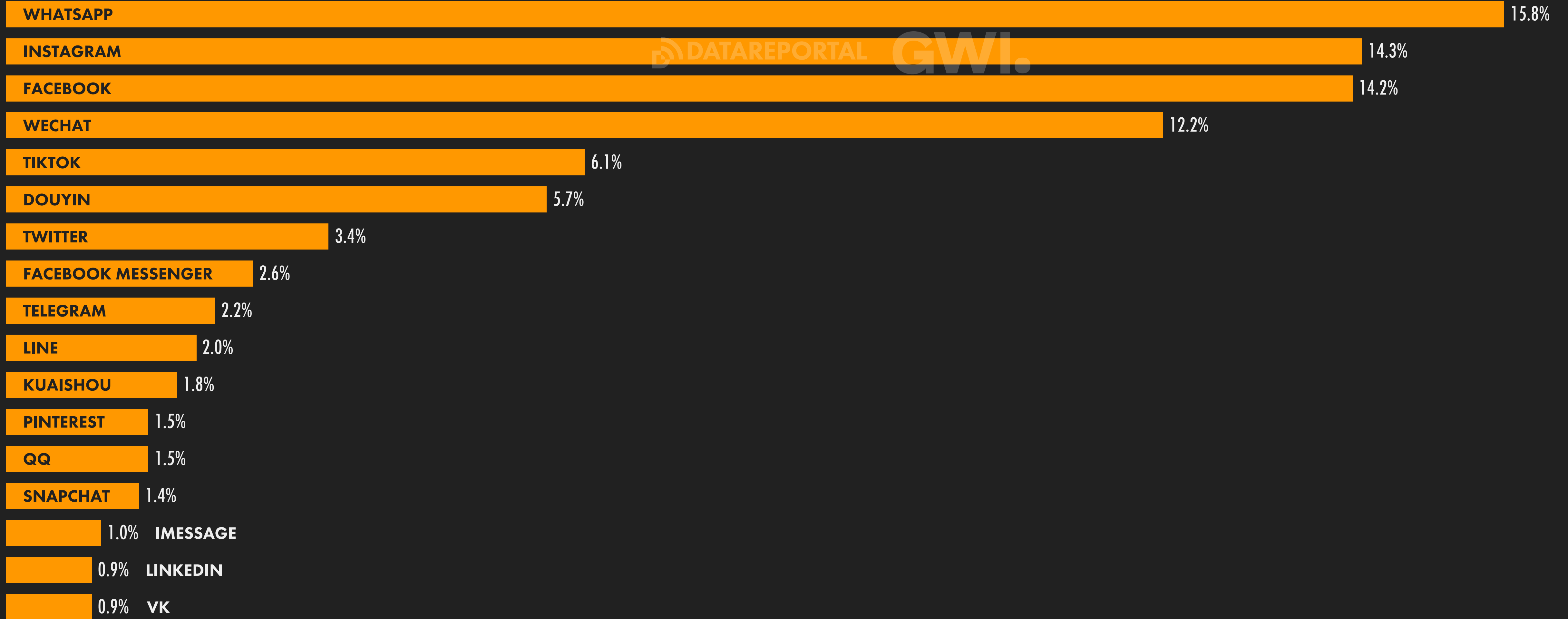
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2023

# FAVOURITE SOCIAL MEDIA PLATFORMS

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



GLOBAL OVERVIEW





**JAN  
2023**

# FAVOURITE SOCIAL MEDIA PLATFORMS

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



## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.3%	13.3%	<b>15.4%</b>	16.4%	<b>20.3%</b>
INSTAGRAM	<b>23.1%</b>	<b>17.6%</b>	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	<b>16.9%</b>	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	15.5%	15.4%	<b>17.1%</b>	<b>18.5%</b>	<b>19.5%</b>
INSTAGRAM	<b>21.3%</b>	14.6%	9.4%	7.0%	4.9%
FACEBOOK	10.5%	<b>15.7%</b>	<b>17.1%</b>	16.8%	18.4%
WECHAT	8.4%	12.1%	13.8%	14.1%	15.0%
TIKTOK	7.7%	5.1%	4.4%	4.1%	2.2%
DOUYIN	4.1%	6.0%	6.7%	5.3%	4.7%
TWITTER	4.2%	3.9%	3.8%	3.8%	3.5%
FB MESSENGER	2.1%	2.8%	2.8%	2.6%	2.7%
TELEGRAM	3.0%	2.8%	2.3%	2.4%	2.3%
LINE	0.8%	1.3%	1.9%	2.9%	3.7%

**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VALUES NOW REPRESENT SHARE OF ACTIVE SOCIAL MEDIA USERS ONLY, RATHER THAN SHARE OF ALL INTERNET USERS. VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

JAN  
2023

# TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



**23H 09M**

YEAR-ON-YEAR CHANGE  
**-2.3% (-32 MINS)**

02: FACEBOOK



**19H 43M**

YEAR-ON-YEAR CHANGE  
**+0.7% (+8 MINS)**

03: WHATSAPP



**17H 20M**

YEAR-ON-YEAR CHANGE  
**-6.7% (-1H 15M)**

04: INSTAGRAM



**12H 00M**

YEAR-ON-YEAR CHANGE  
**+6.9% (+46 MINS)**

05: TIKTOK



**23H 28M**

YEAR-ON-YEAR CHANGE  
**+19.7% (+3H 51M)**

06: FACEBOOK MESSENGER



**3H 07M**

YEAR-ON-YEAR CHANGE  
**+5.5% (+10 MINS)**

07: TELEGRAM



**3H 57M**

YEAR-ON-YEAR CHANGE  
**+33.2% (+59 MINS)**

08: TWITTER



**5H 28M**

YEAR-ON-YEAR CHANGE  
**+6.7% (+21 MINS)**

09: LINE



**10H 59M**

YEAR-ON-YEAR CHANGE  
**-5.5% (-39 MINS)**

10: SNAPCHAT



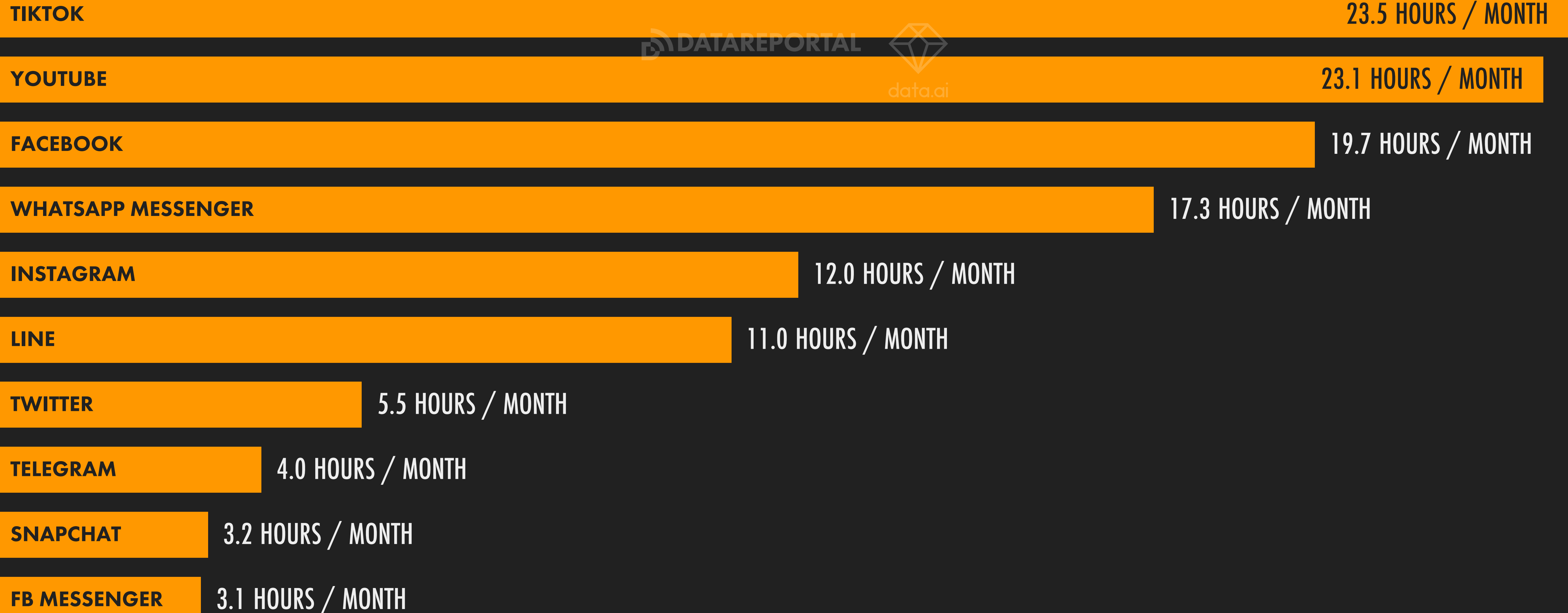
**3H 10M**

YEAR-ON-YEAR CHANGE  
**+7.0% (+12 MINS)**

JAN  
2023

# TIME SPENT USING SOCIAL APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP THROUGHOUT 2022



JAN  
2023

# SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK <sup>1</sup>	54.5%	55.2%	59.5%	<b>71.1%</b>	62.9%
INSTAGRAM	59.9%	60.9%	49.2%	49.7%	<b>67.9%</b>
LINKEDIN	13.6%	27.1%	<b>29.7%</b>	14.6%	17.4%
PINTEREST	23.3%	<b>38.1%</b>	15.5%	8.7%	16.8%
REDDIT	<b>36.9%</b>	30.6%	34.1%	13.4%	19.1%
SNAPCHAT	35.4%	23.2%	21.9%	36.6%	<b>42.6%</b>
TIKTOK	<b>78.9%</b>	37.5%	33.5%	17.5%	37.4%
TWITTER	36.2%	37.9%	<b>61.2%</b>	22.4%	30.7%

**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. (1) FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER.

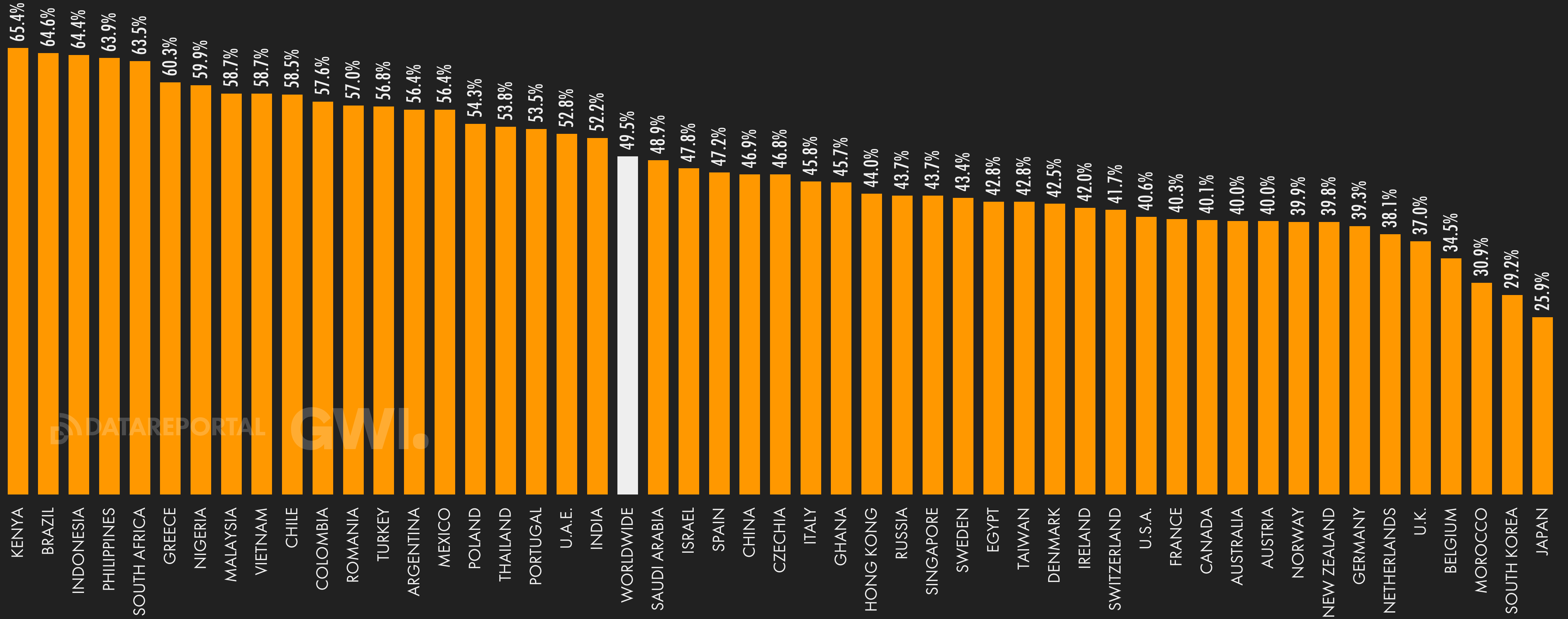
JAN  
2023

# SEEKING OUT BRANDS ON SOCIAL MEDIA

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



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A **PRIMARY REASON** WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** THIS CHART NOW SHOWS SHARE OF **SOCIAL MEDIA USERS**. A VERSION OF THIS CHART THAT APPEARED IN PREVIOUS REPORTS SHOWED THE PERCENTAGE OF INTERNET USERS.

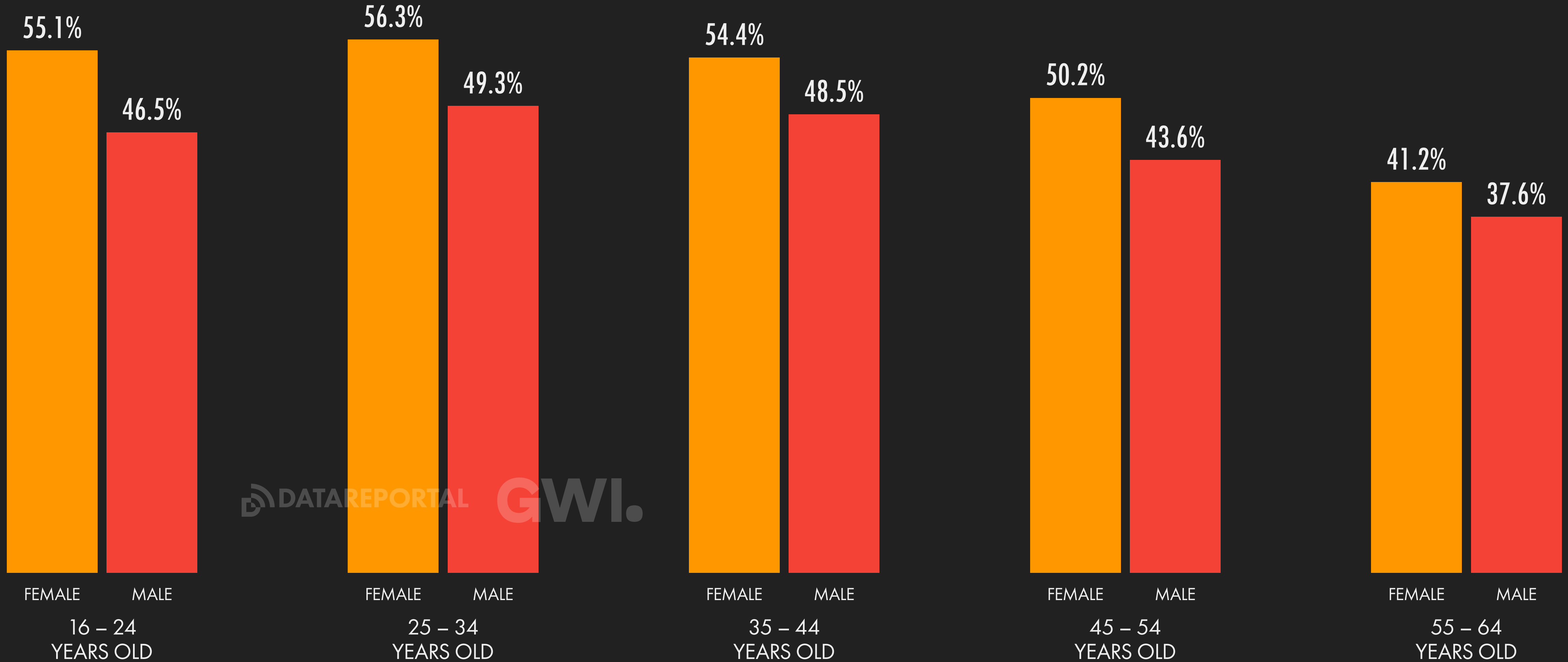
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2023

# SEEKING OUT BRANDS ON SOCIAL MEDIA

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A **PRIMARY REASON** WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** THIS CHART NOW SHOWS SHARE OF **SOCIAL MEDIA USERS**. A VERSION OF THIS CHART THAT APPEARED IN PREVIOUS REPORTS SHOWED THE PERCENTAGE OF INTERNET USERS.

JAN  
2023

# BRAND RESEARCH BY SOCIAL PLATFORM

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



AT LEAST ONE OF THESE 8 PLATFORMS

82.7%

INSTAGRAM

60.9%

FACEBOOK (INC. MESSENGER)

55.2%

PINTEREST

38.1%

TWITTER

37.9%

TIKTOK

37.5%

REDDIT

30.6%

LINKEDIN

27.1%

SNAPCHAT

23.2%

DATA REPORTAL  
GWI.

JAN  
2023

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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



ANY KIND OF SOCIAL  
MEDIA PLATFORM



GWI.

74.7%

YOY: -1.8% (-140 BPS)

SOCIAL  
NETWORKS



Meltwater

43.1%

YOY: -0.9% (-40 BPS)

QUESTION & ANSWER  
SITES (E.G. QUORA)



GWI.

20.6%

YOY: -4.2% (-90 BPS)

FORUMS AND  
MESSAGE BOARDS



15.7%

YOY: -8.7% (-150 BPS)

MESSAGING AND  
LIVE CHAT SERVICES



we  
are  
social

16.2%

YOY: -1.2% (-20 BPS)

MICRO-BLOGS  
(E.G. TWITTER)



GWI.

15.4%

YOY: -3.8% (-60 BPS)

VLOGS (BLOGS IN  
A VIDEO FORMAT)



KEPIOS

13.6%

YOY: -7.5% (-110 BPS)

ONLINE PINBOARDS  
(E.G. PINTEREST)



10.5%

YOY: -2.8% (-30 BPS)



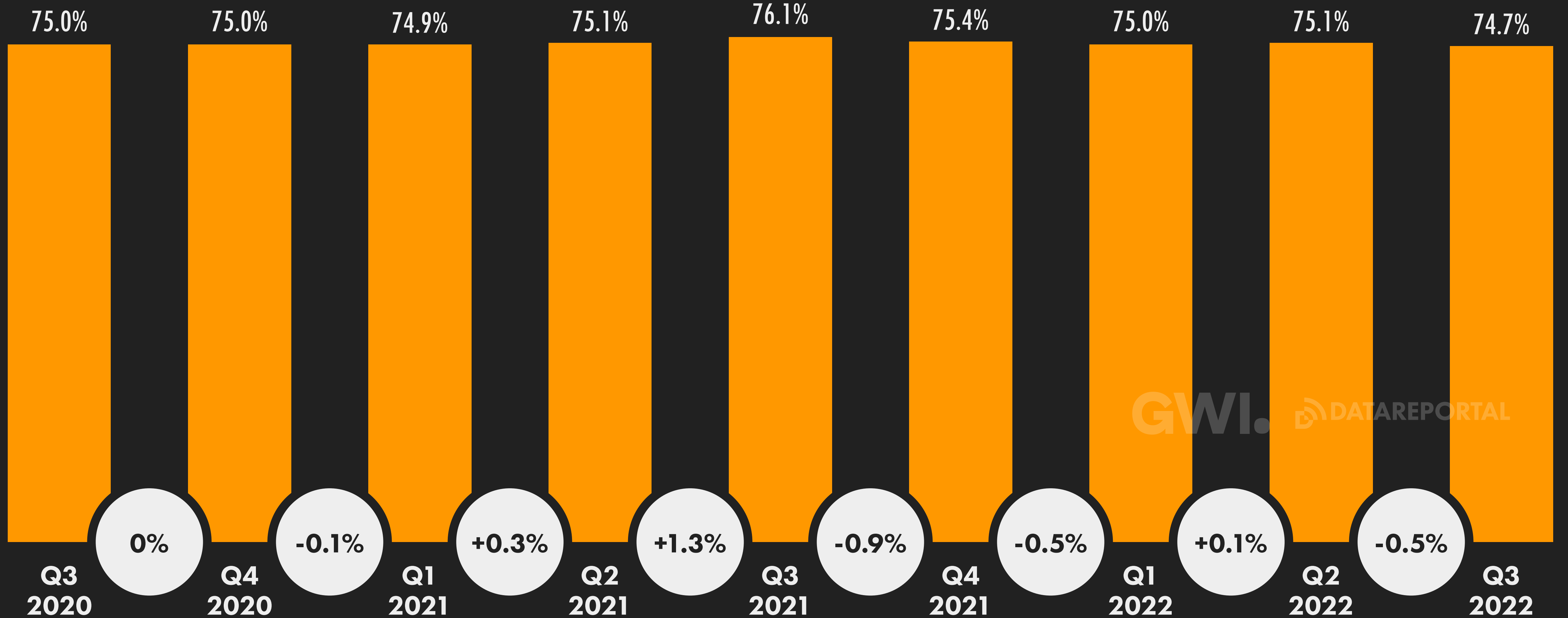
JAN  
2023

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2020 TO Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

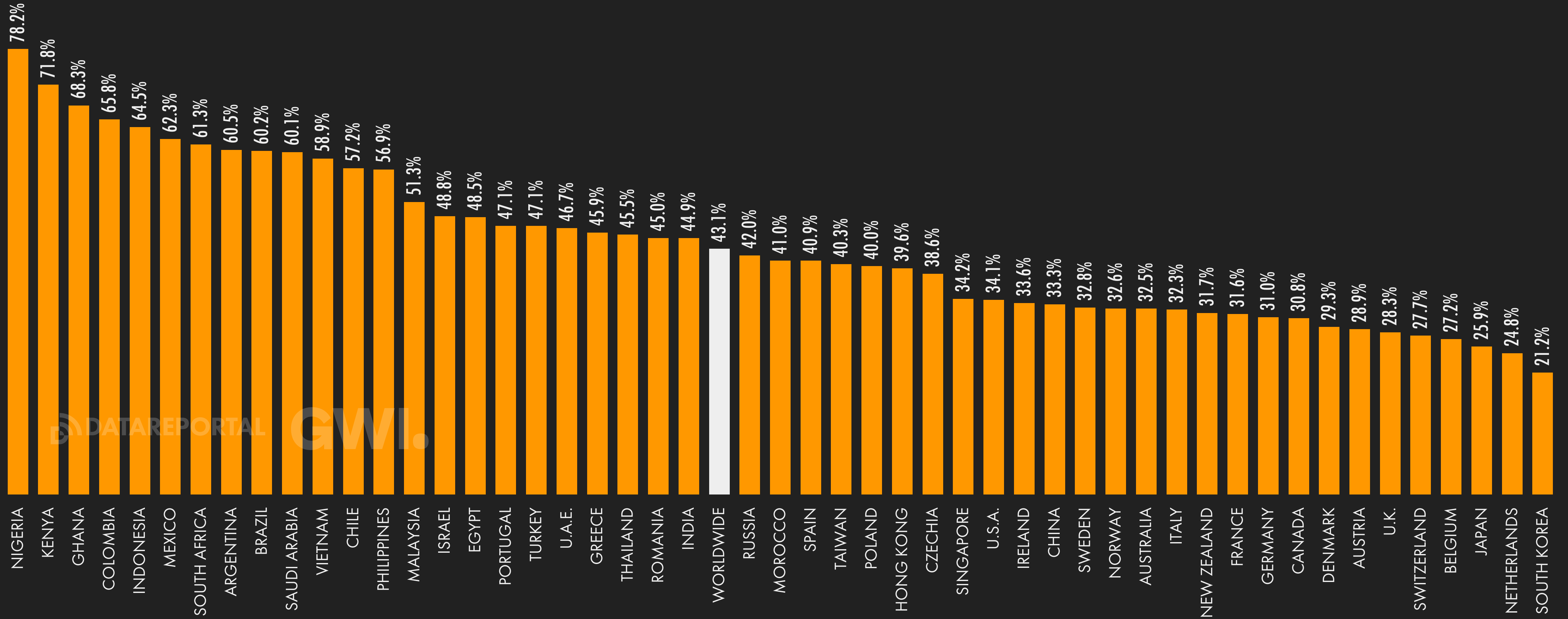
JAN  
2023

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

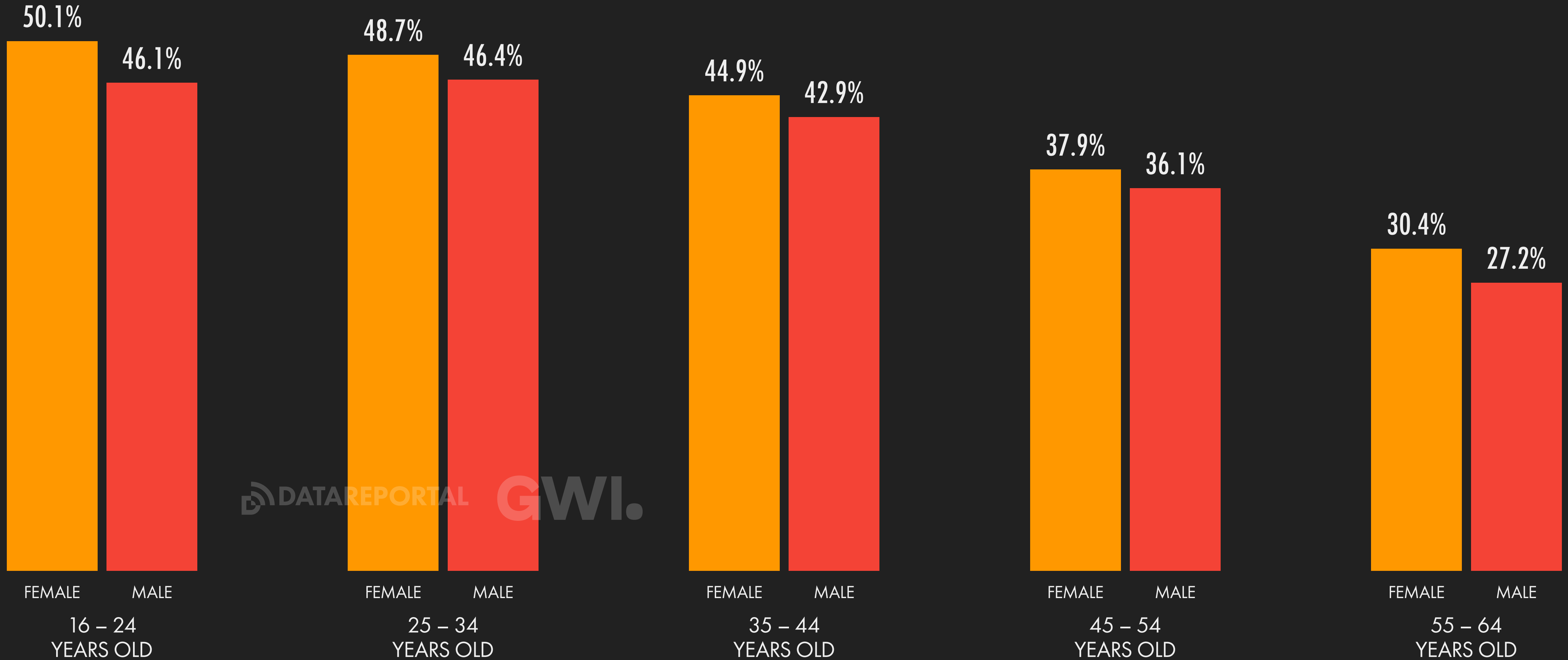
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2023

# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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2023

# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

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



FACEBOOK



67.13%

YEAR-ON-YEAR CHANGE  
-9.4% (-700 BPS)



TWITTER



10.38%

YEAR-ON-YEAR CHANGE  
+34.3% (+265 BPS)



INSTAGRAM



9.65%

YEAR-ON-YEAR CHANGE  
+114.4% (+515 BPS)



PINTEREST



7.44%

YEAR-ON-YEAR CHANGE  
-2.7% (-21 BPS)



YOUTUBE



3.38%

YEAR-ON-YEAR CHANGE  
-12.9% (-50 BPS)

REDDIT



1.02%

YEAR-ON-YEAR CHANGE  
-3.8% (-4 BPS)



TUMBLR



0.42%

YEAR-ON-YEAR CHANGE  
-8.7% (-4 BPS)



LINKEDIN



0.35%

YEAR-ON-YEAR CHANGE  
+6.1% (+2 BPS)



VKONTAKTE

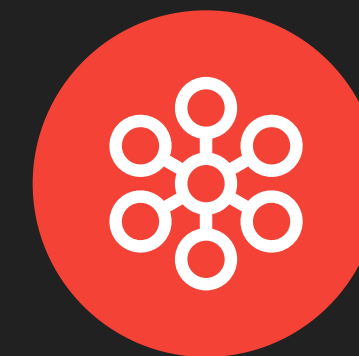


0.11%

YEAR-ON-YEAR CHANGE  
-26.7% (-4 BPS)



OTHER



0.12%

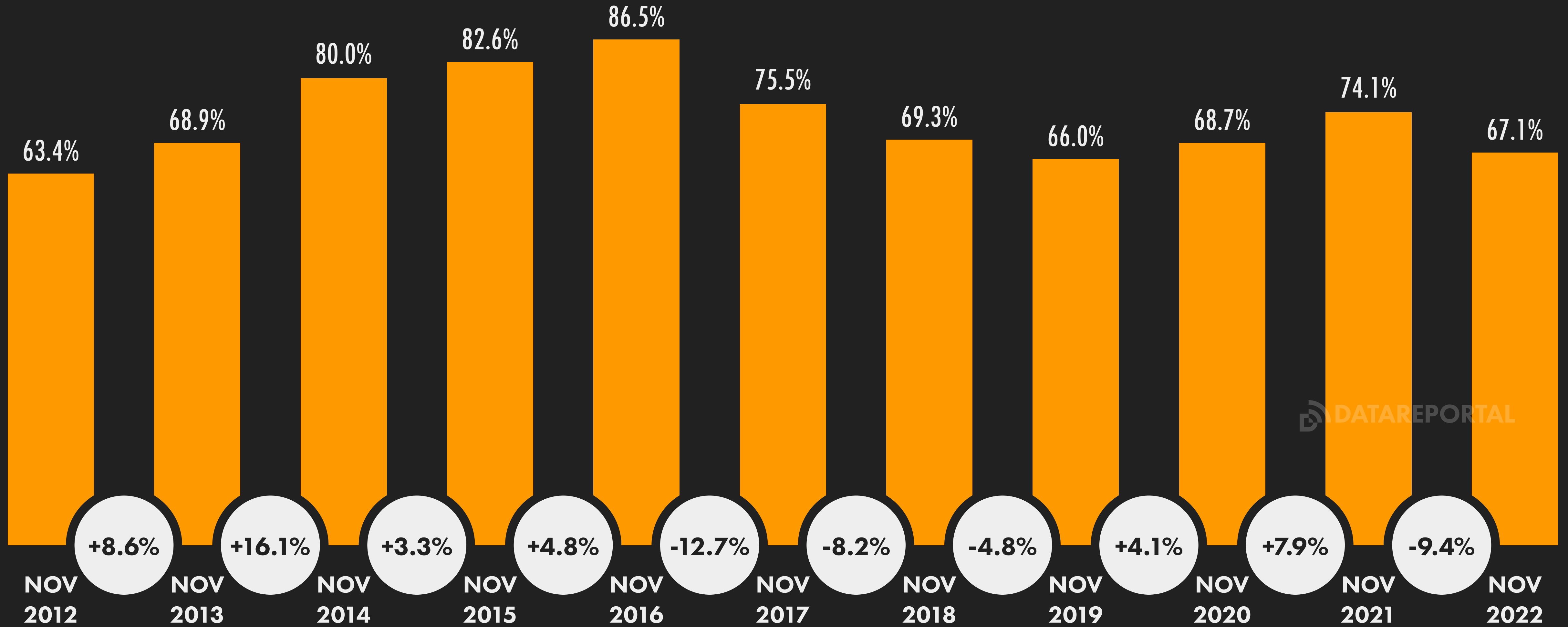
YEAR-ON-YEAR CHANGE  
+9.1% (+1 BP)

**SOURCE:** STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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# FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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



**SOURCE:** STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

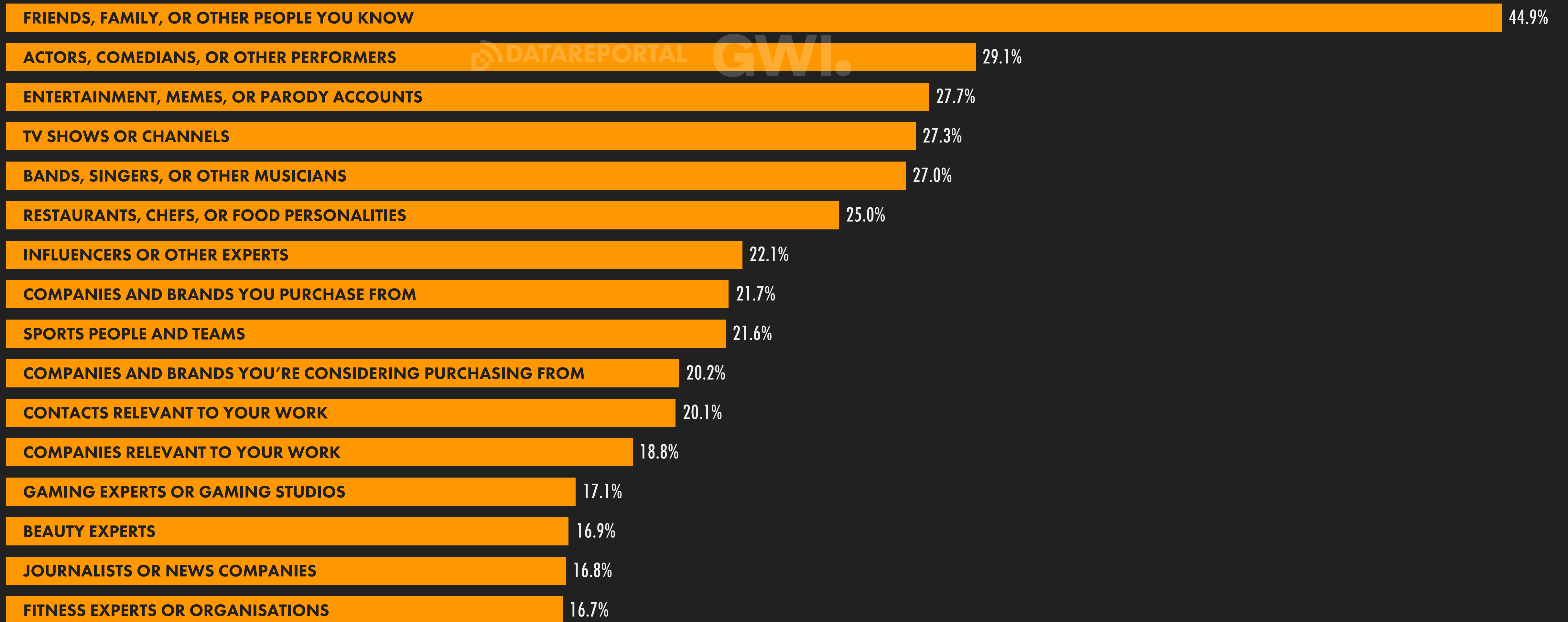
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2023**

# TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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



GLOBAL OVERVIEW



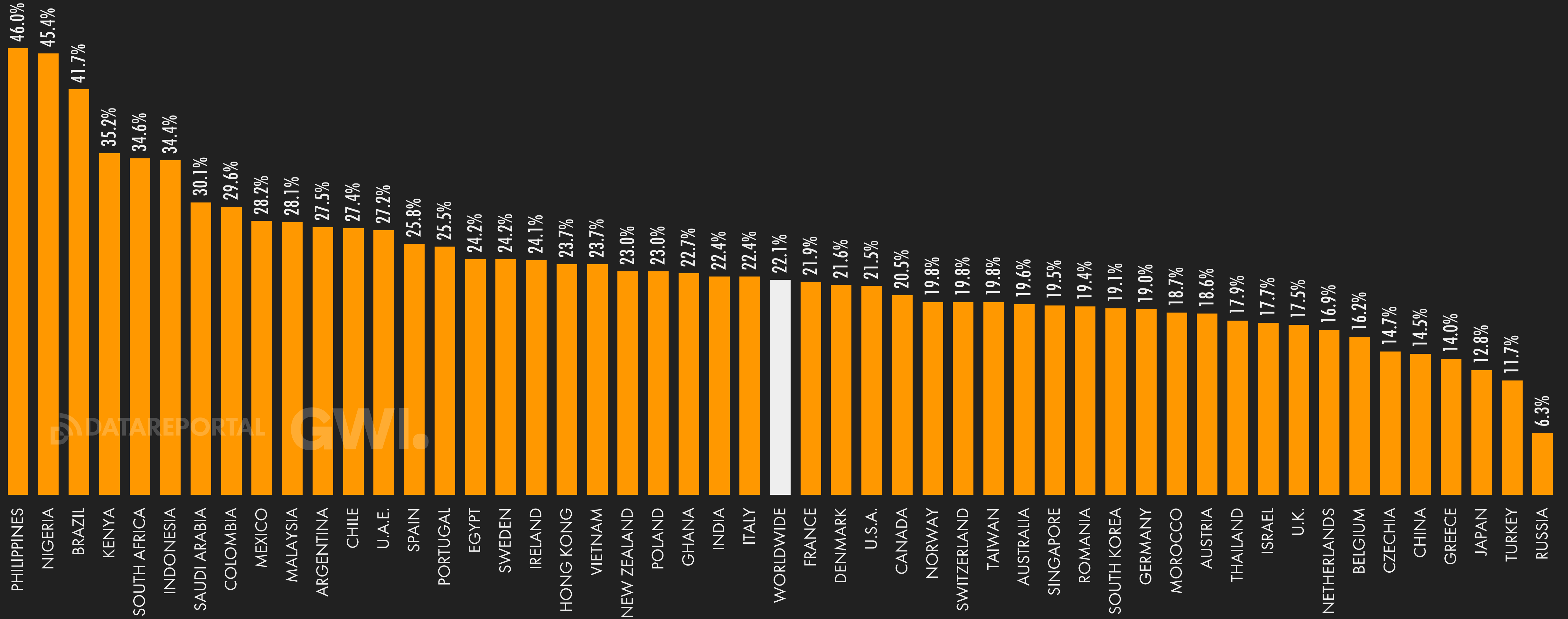
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2023

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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



GLOBAL OVERVIEW

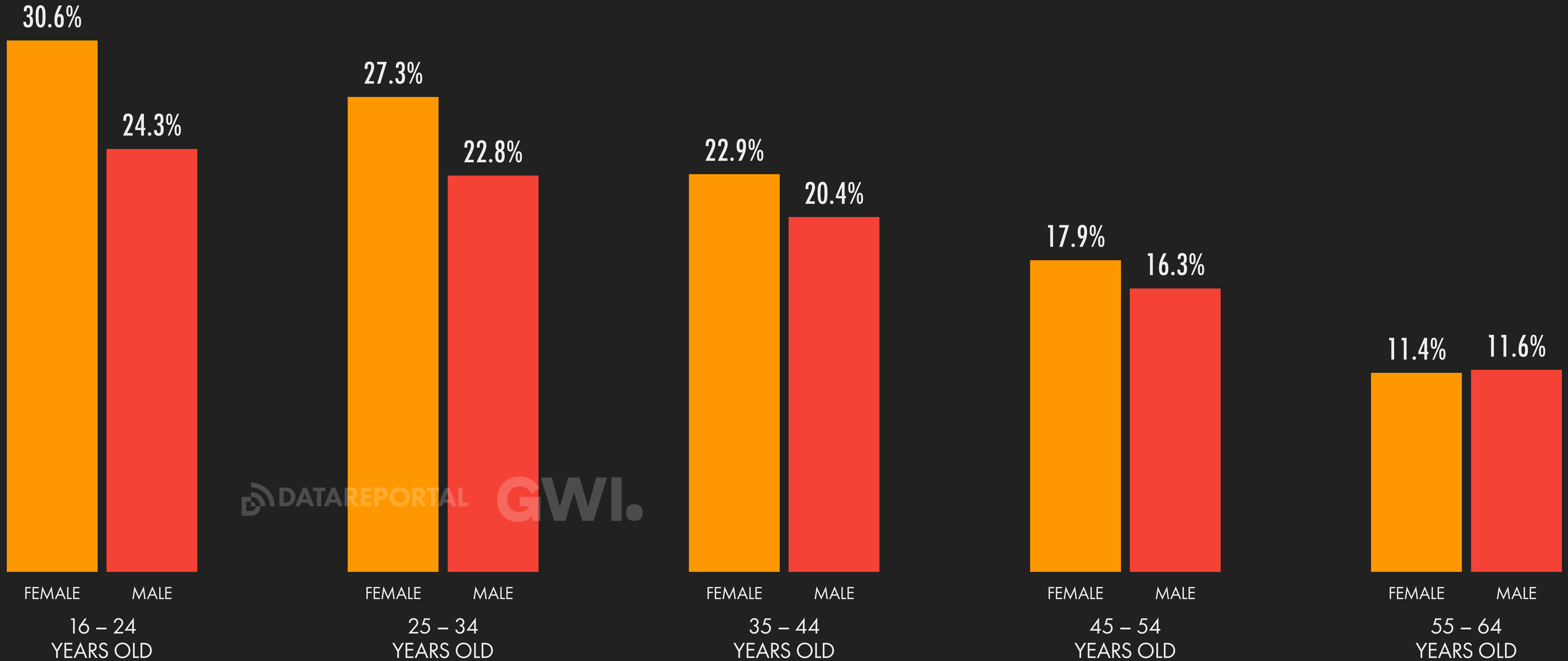


DATA REPORTAL GWI.

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2023

# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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



DATA REPORTAL GWI.



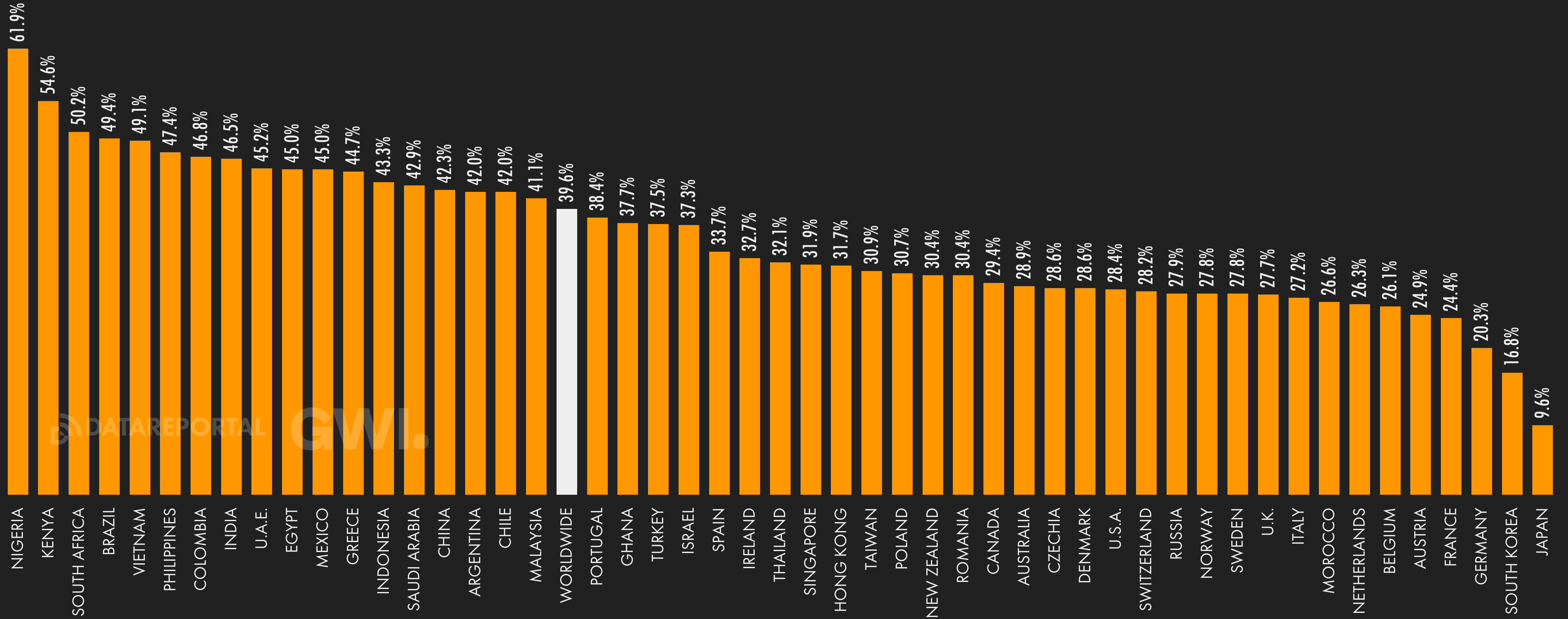
JAN  
2023

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. **COMPARABILITY:** CHARTS WITH SIMILAR TITLES APPEARED IN PREVIOUS REPORTS, BUT THOSE CHARTS USED DIFFERENT DEFINITIONS OF USING SOCIAL MEDIA FOR WORK, AND DIFFERENT AUDIENCE BASES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

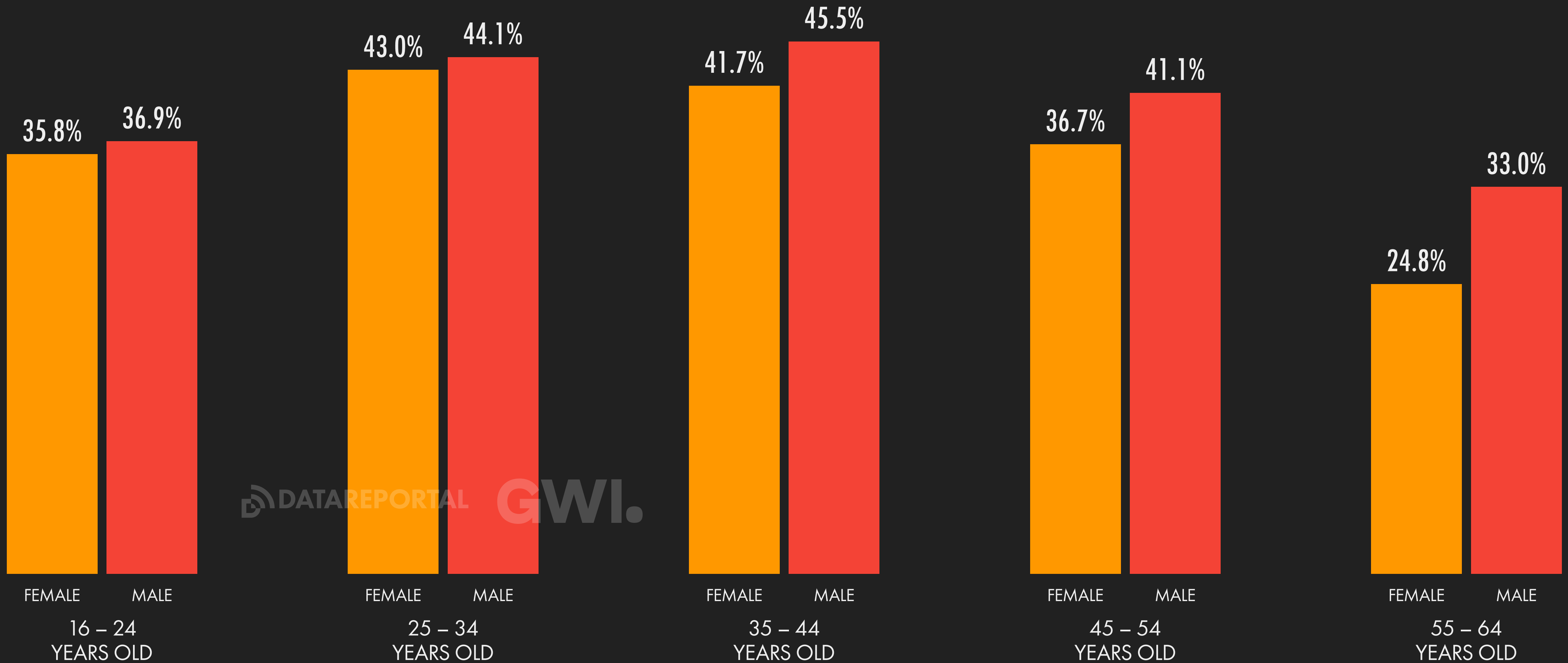
JAN  
2023

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST 30 DAYS. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. **COMPARABILITY:** CHARTS WITH SIMILAR TITLES APPEARED IN PREVIOUS REPORTS, BUT THOSE CHARTS USED DIFFERENT DEFINITIONS OF USING SOCIAL MEDIA FOR WORK, AND DIFFERENT AUDIENCE BASES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

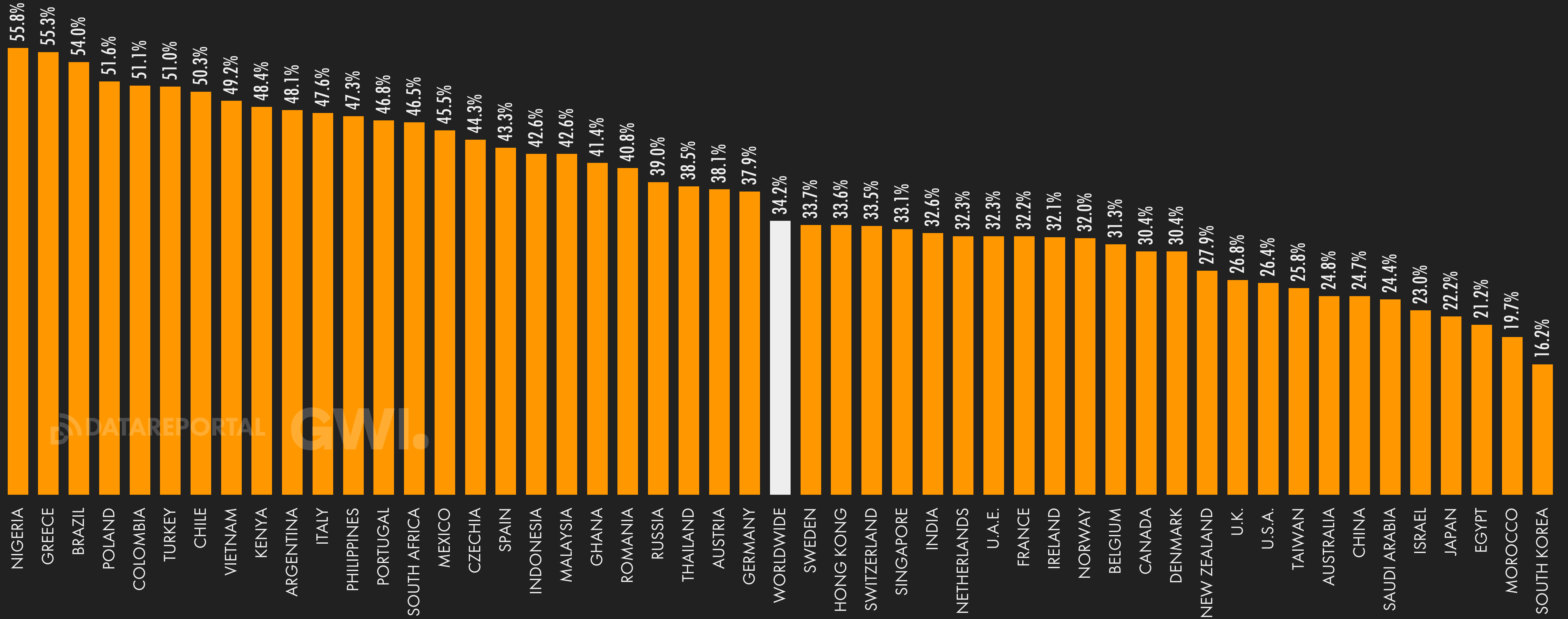
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2023

# SOCIAL MEDIA AS A SOURCE OF NEWS

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



GLOBAL OVERVIEW

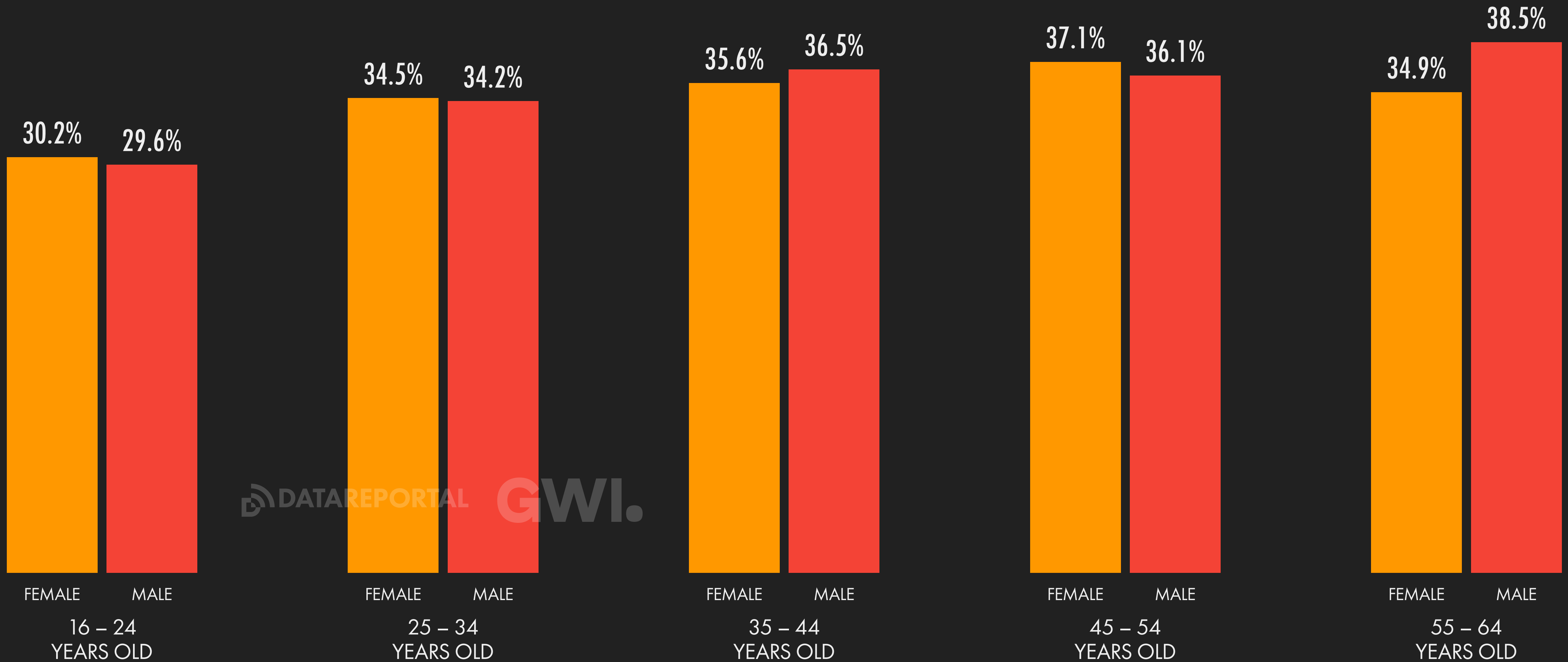


DATAREPORTAL GWI.

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2023

# SOCIAL MEDIA AS A SOURCE OF NEWS

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



DATA REPORTAL GWI.

WE ARE SOCIAL INSIGHT\_THINK FORWARD 2023

## NEW COOPERATIVES

### THE CULT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

Once so closely related, two core tenets of online behaviour – connecting with friends and consuming content – have begun to drift apart. The vacuum they've created is being filled by forms of connection that are open, dynamic, and far less focused on the individual.

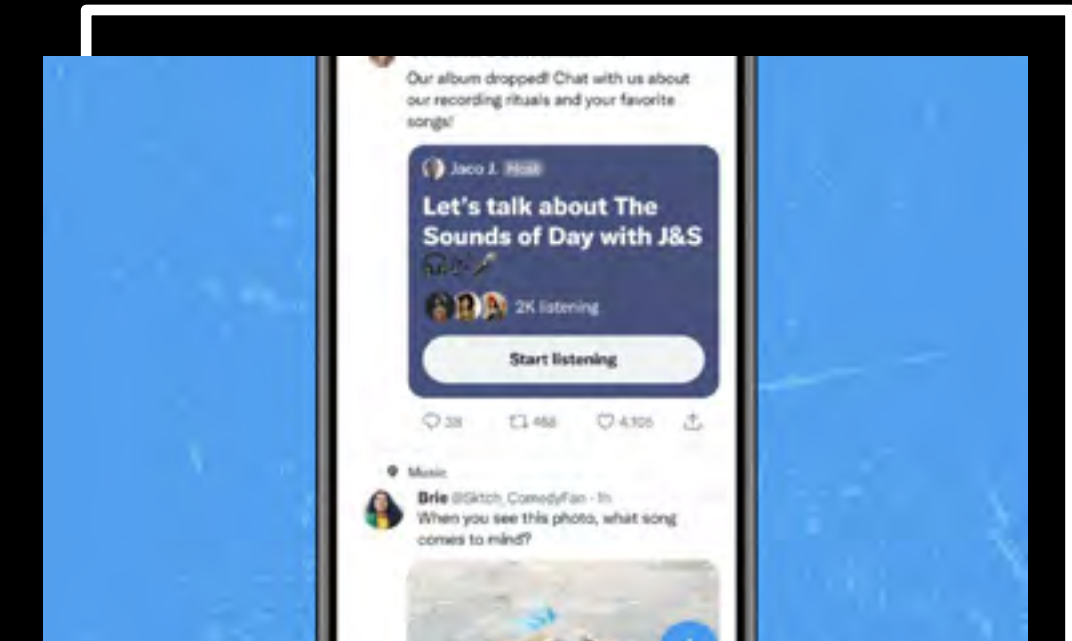
As the social web reorganises itself, individuality is out – at least in its earlier form. Identity curation, self-presentation, hierarchy and status-seeking are being gently set aside to make more space for effective community-building.

With growing emphasis on community over individuality, brands are better received when they act as connectors, rather than frontmen. In this context, brand identity is built bottom-up, through the collective, rather than top-down through the brand-as-figurehead.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.



When the latest Minions release prompted a chaotic fan-led "activation", **Universal** chose to revel in the delights of a viral campaign with no recognised instigator. Rather than platforming individual voices, #Gentleminions relied on collective, anonymous mass mobilisation, in a more light-hearted example of how less ego-driven means of connection can affect real world action. The studio showed savvy by leaning in and embracing the absurdity.



Brands can lay the groundwork for communities to co-create content. **Twitter** has started testing a CoTweets feature, letting users in the US, Canada, and Korea co-author posts. This means that individual users, or even brands and influencers, can share the creative and editing responsibilities for a given post, making it a truly collaborative effort.

FIND OUT MORE IN  
THINK FORWARD 2023 >

we  
are  
social

# Social Media Use

The shifts creating new opportunities for marketers



## Rising trust in social commerce

**Social commerce** is here to stay, with sales projected to account for **16.7% of all e-commerce sales** by 2025.

As more consumers make their first in-app purchases in 2023, building trust through social proof, **influencer marketing**, social customer service, and multi-channel purchase options is crucial. Brands need to get creative with new platform features while emphasizing the legitimacy, value, and quality of social shopping.



## Social media as search engine

Step aside, search engines. Gen-Z flocks to TikTok and Instagram to discover products and services. And older generations may not be far behind.

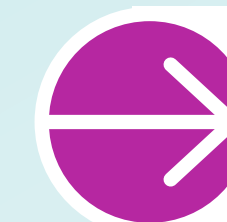
Marketers targeting older audiences should take stock of their current advertising channels and consider expanding. TikTok, in particular, is courting advertisers with marketing integrations and educational resources, making now an easy time to get on board.



## Bringing “offline” online

With more social geotargeting features and demand for in-person events, expect “offline” to start to play a bigger role with influencers.

For marketers, tangible experiences have the potential for big social media impacts. From memorable in-store activations to installations and challenges geared for UGC, “offline” digital content presents an opportunity to differentiate and strengthen your brand.



Take control of your social media scheduling with Meltwater’s **social media management solution**.



**FACEBOOK**

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2023

# FACEBOOK: MONTHLY ACTIVE USERS

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



GLOBAL OVERVIEW

TOTAL MONTHLY ACTIVE  
FACEBOOK USERS (MAU)



**2.96**  
BILLION



TOTAL FACEBOOK MAU  
vs. TOTAL POPULATION



**36.9%**



QUARTER-ON-QUARTER CHANGE  
IN TOTAL FACEBOOK MAU



**+0.8%**  
**+24 MILLION**



YEAR-ON-YEAR CHANGE  
IN TOTAL FACEBOOK MAU



**+1.6%**  
**+48 MILLION**

TOTAL FACEBOOK MAU  
vs. TOTAL INTERNET USERS



**57.3%**



TOTAL FACEBOOK MAU  
vs. POPULATION AGED 13+



**47.2%**



FACEBOOK DAILY ACTIVE USERS  
vs. MONTHLY ACTIVE USERS



**67.1%**



FACEBOOK ADVERTISING REACH  
vs. TOTAL FACEBOOK MAU



**67.0%**



JAN  
2023

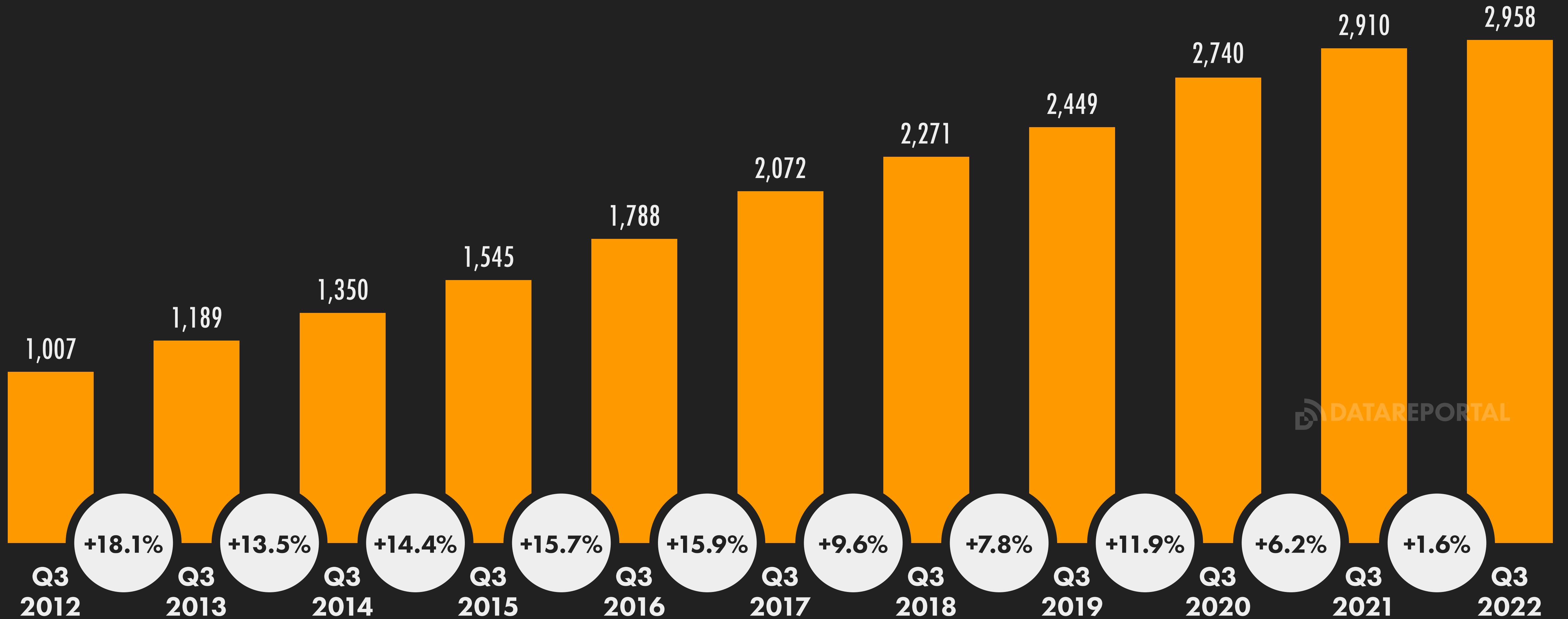
# FACEBOOK MONTHLY ACTIVE USERS (YOY)

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

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



GLOBAL OVERVIEW



**JAN  
2023**

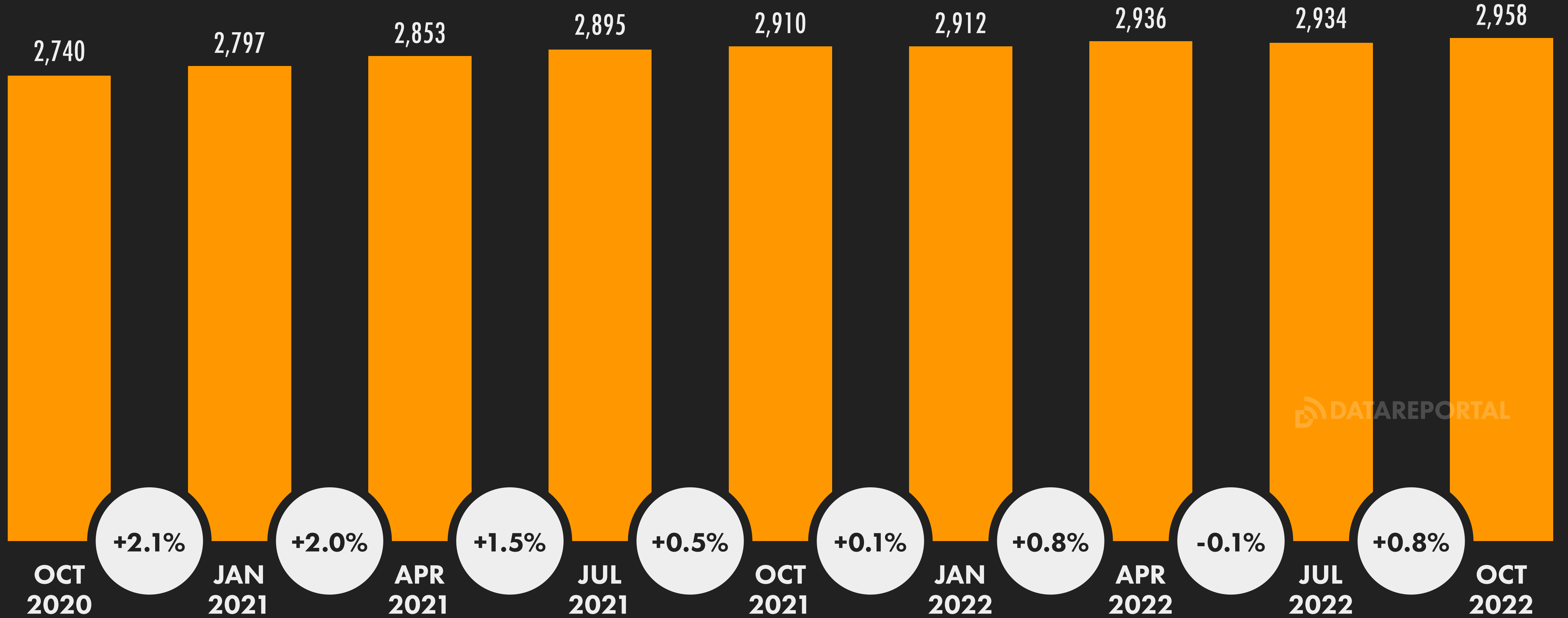
# FACEBOOK MONTHLY ACTIVE USERS (QOQ)

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

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



GLOBAL OVERVIEW



DATA REPORTAL

JAN  
2023

# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON FACEBOOK



1.98  
BILLION



FACEBOOK AD REACH  
vs. TOTAL POPULATION



24.8%



QUARTER-ON-QUARTER CHANGE  
IN REPORTED FACEBOOK AD REACH



-4.6%  
-96 MILLION



YEAR-ON-YEAR CHANGE IN  
REPORTED FACEBOOK AD REACH



-6.0%  
-127 MILLION

FACEBOOK AD REACH  
vs. TOTAL INTERNET USERS



38.4%



FACEBOOK AD REACH  
vs. POPULATION AGED 13+



31.7%



FEMALE FACEBOOK AD REACH  
vs. TOTAL FACEBOOK AD REACH



43.7%



MALE FACEBOOK AD REACH  
vs. TOTAL FACEBOOK AD REACH



56.3%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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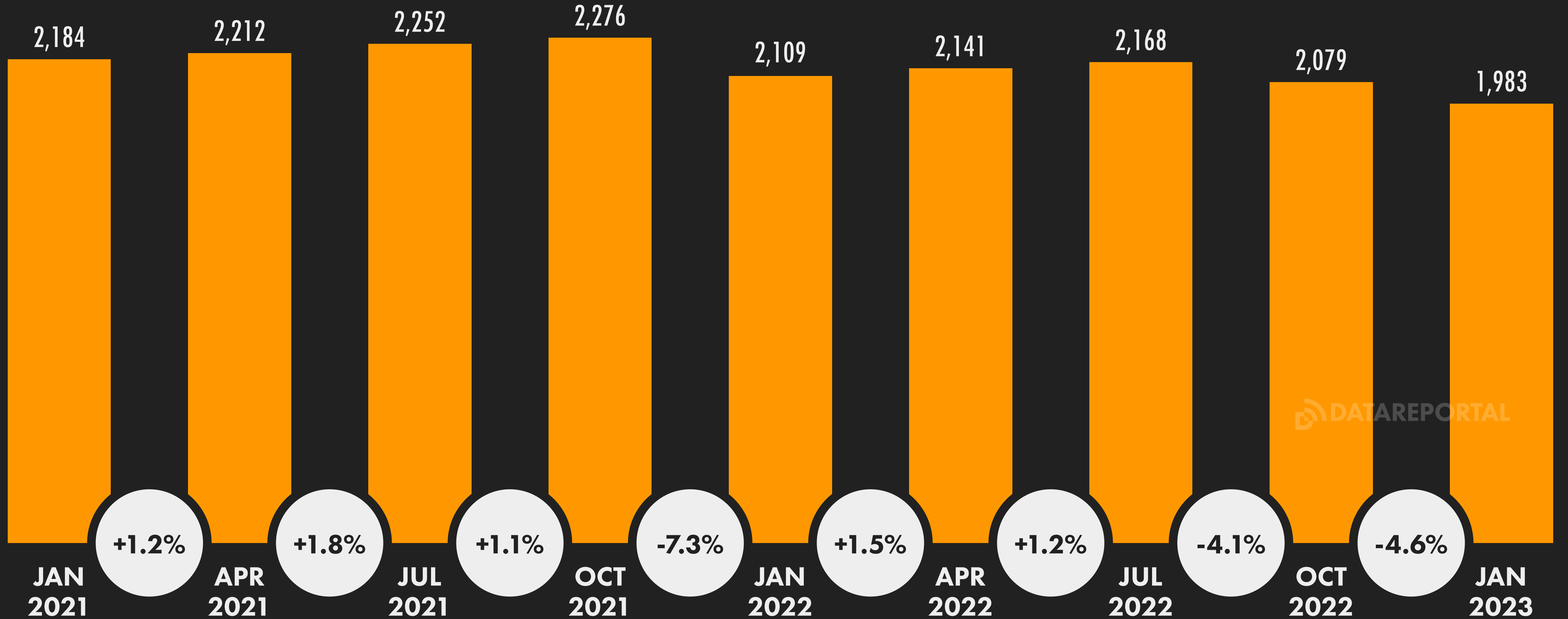
# FACEBOOK ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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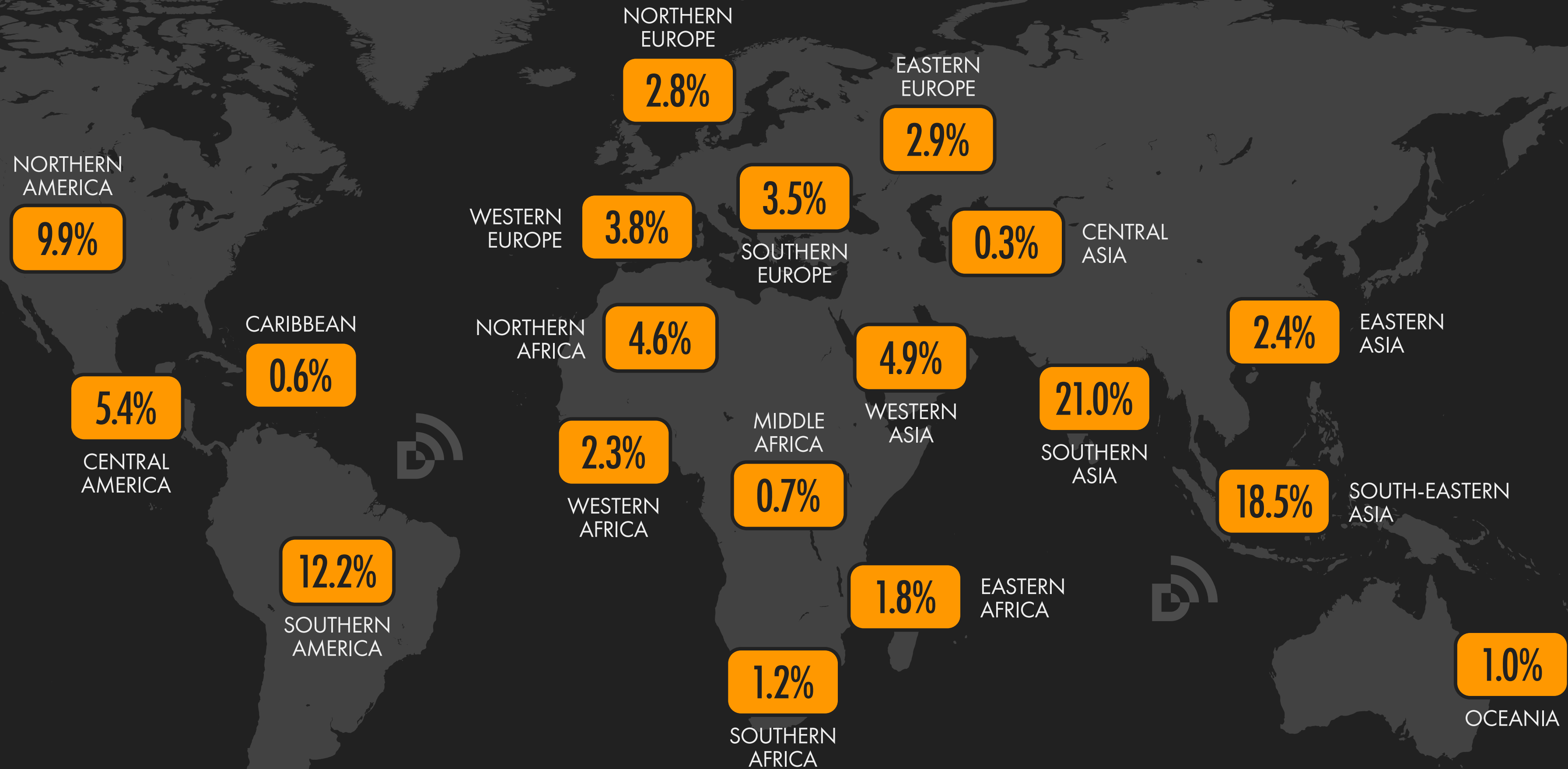
# SHARE OF FACEBOOK ADVERTISING AUDIENCE

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

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



GLOBAL OVERVIEW



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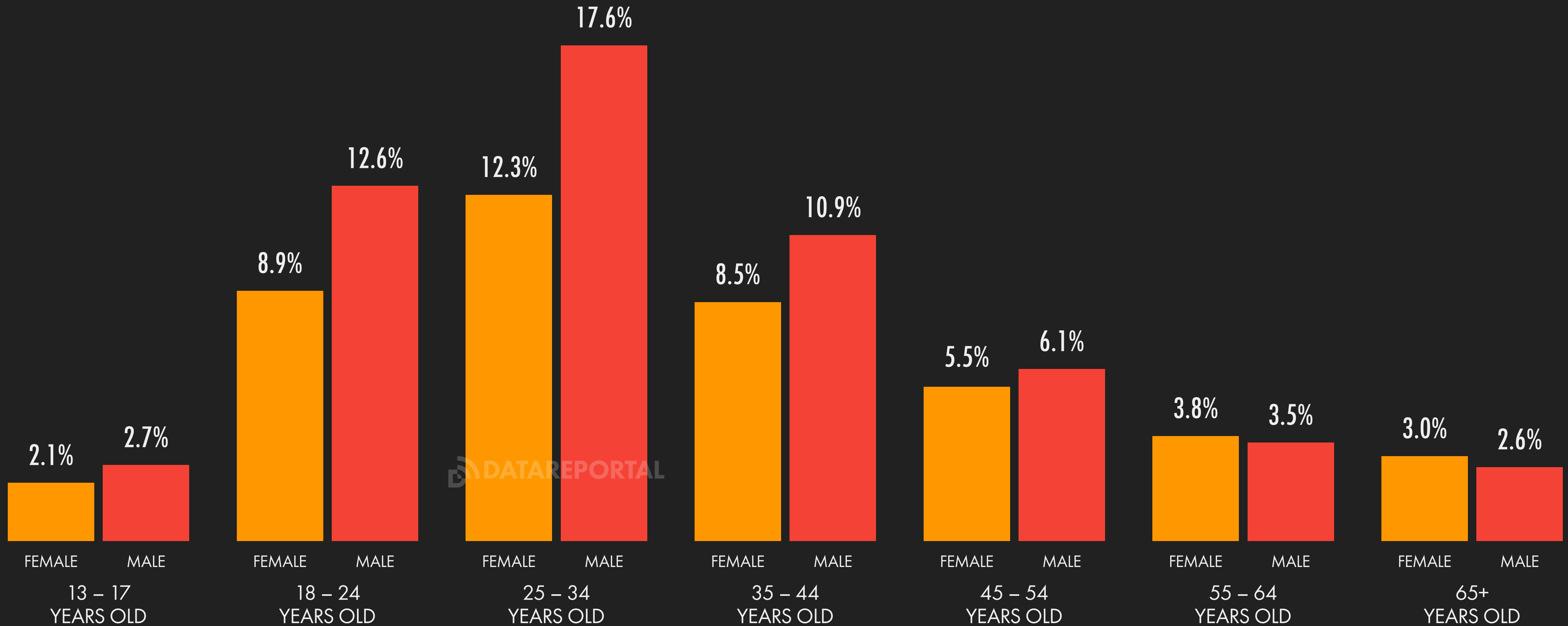
# FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



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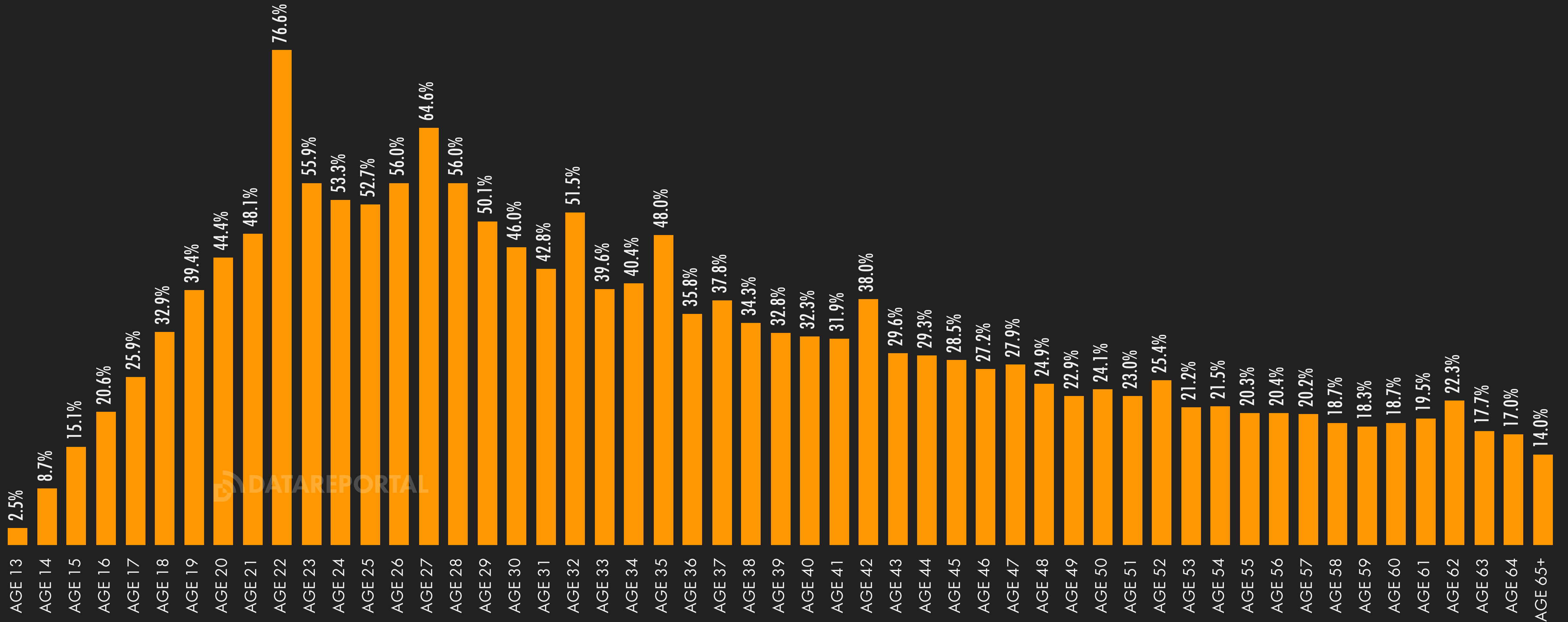
# FACEBOOK ADVERTISING REACH RATE BY AGE

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

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



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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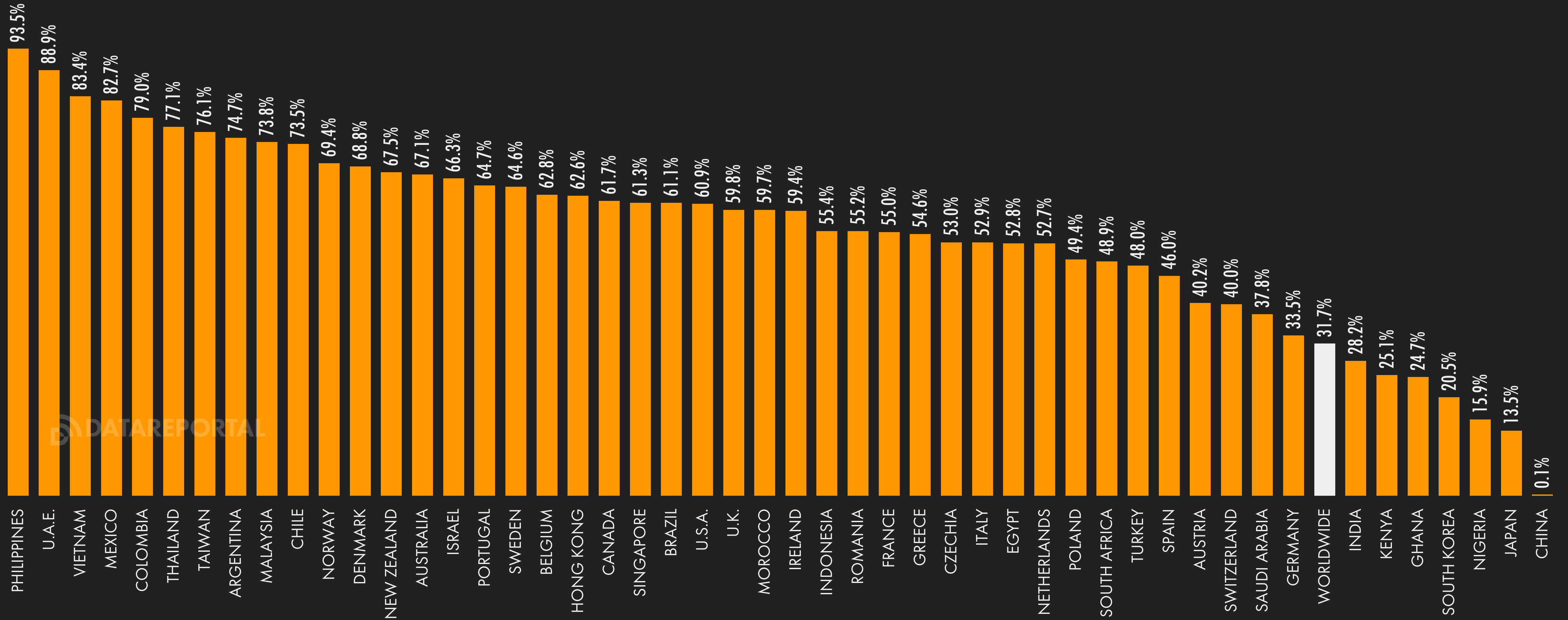
# FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK ADS COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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# FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	314,600,000	28.2%	11	PAKISTAN	37,300,000	23.0%
02	UNITED STATES OF AMERICA	175,000,000	60.9%	12	UNITED KINGDOM	34,400,000	59.8%
03	INDONESIA	119,900,000	55.4%	13	COLOMBIA	33,500,000	79.0%
04	BRAZIL	109,050,000	61.1%	14	TURKEY	32,800,000	48.0%
05	MEXICO	83,750,000	82.7%	15	FRANCE	30,400,000	55.0%
06	PHILIPPINES	80,300,000	93.5%	16	ITALY	27,950,000	52.9%
07	VIETNAM	66,200,000	83.4%	17	ARGENTINA	27,350,000	74.7%
08	THAILAND	48,100,000	77.1%	18	GERMANY	24,500,000	33.5%
09	BANGLADESH	43,250,000	32.3%	19	PERU	22,850,000	86.0%
10	EGYPT	42,000,000	52.8%	20	SOUTH AFRICA	22,150,000	48.9%

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# FACEBOOK ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LIBYA	96.1%	5,000,000	11	CAMBODIA	82.6%	10,450,000
02	MONGOLIA	94.1%	2,300,000	12	ARUBA	82.6%	76,000
03	PHILIPPINES	93.5%	80,300,000	13	TONGA	81.9%	61,750
04	UNITED ARAB EMIRATES	88.9%	7,300,000	14	GREENLAND	81.9%	37,900
05	PERU	86.0%	22,850,000	15	FAROE ISLANDS	80.1%	34,950
06	GEORGIA	85.5%	2,600,000	16	COLOMBIA	79.0%	33,500,000
07	ECUADOR	85.0%	12,000,000	17	BOLIVIA	78.7%	7,100,000
08	QATAR	83.6%	1,950,000	18	ICELAND	77.5%	244,200
09	VIETNAM	83.4%	66,200,000	19	THAILAND	77.1%	48,100,000
10	MEXICO	82.7%	83,750,000	20	CAYMAN ISLANDS	76.2%	44,800

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

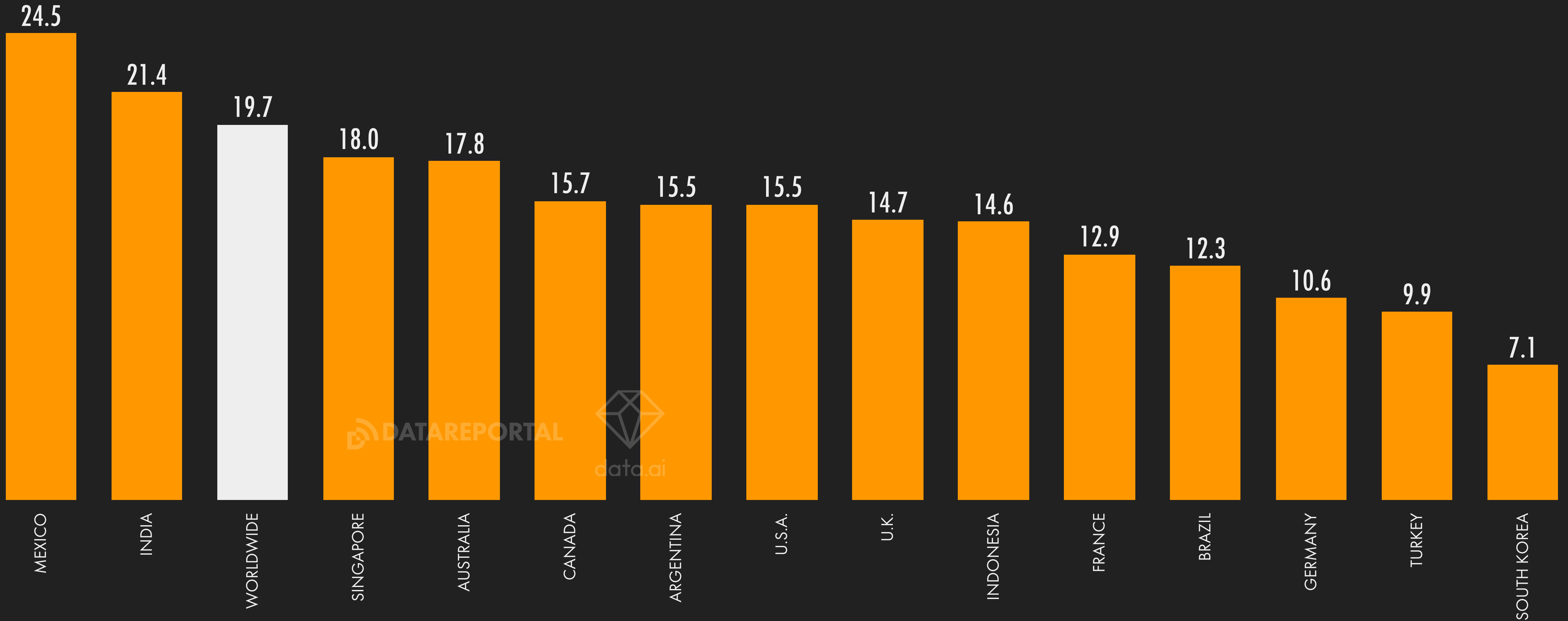
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# FACEBOOK: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



DATA REPORTAL



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# FACEBOOK USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

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



GLOBAL OVERVIEW

#	LANGUAGE	USERS	SHARE	#	LANGUAGE	USERS	SHARE
01	ENGLISH	959,300,000	49.9%	11	JAVANESE	49,000,000	2.5%
02	SPANISH	289,900,000	15.1%	12	THAI	46,650,000	2.4%
03	HINDI	160,550,000	8.3%	13	URDU	37,000,000	1.9%
04	ARABIC	137,550,000	7.2%	14	TURKISH	35,500,000	1.8%
05	PORTUGUESE	123,200,000	6.4%	15	ITALIAN	30,250,000	1.6%
06	INDONESIAN	105,150,000	5.5%	16	GERMAN	28,400,000	1.5%
07	FRENCH	100,550,000	5.2%	17	CHINESE	27,300,000	1.4%
08	BENGALI	70,100,000	3.6%	18	RUSSIAN	23,500,000	1.2%
09	VIETNAMESE	64,850,000	3.4%	19	POLISH	18,650,000	1.0%
10	FILIPINO	58,200,000	3.0%	20	SWAHILI	15,100,000	0.8%

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# FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	CITY	CITY ONLY	CITY +40KM	#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	14,800,000	20,550,000	11	ISTANBUL	7,700,000	8,750,000
02	DELHI	12,950,000	20,200,000	12	JAKARTA	7,600,000	16,100,000
03	BANGKOK	10,450,000	15,800,000	13	KARACHI	7,400,000	8,350,000
04	HO CHI MINH CITY	9,900,000	15,750,000	14=	BOGOTÁ	6,500,000	7,500,000
05	LIMA	9,350,000	10,550,000	14=	PHNOM PENH	6,500,000	7,700,000
06	MEXICO CITY	9,250,000	16,650,000	16	BANGALORE	6,100,000	7,700,000
07	CAIRO	8,900,000	15,350,000	17	LAGOS	5,350,000	6,100,000
08	KOLKATA	8,700,000	12,550,000	18	HANOI	5,300,000	10,400,000
09	MUMBAI	8,450,000	12,700,000	19	BAGHDAD	5,000,000	5,350,000
10	SÃO PAULO	7,800,000	12,850,000	20	CHENNAI	4,900,000	5,900,000

**SOURCE:** META'S ADVERTISING RESOURCES. **NOTE:** RANK ORDER DETERMINED BY VALUES IN THE "CITY ONLY" COLUMN. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# FACEBOOK REELS: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN THE FACEBOOK REELS ENVIRONMENT

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



GLOBAL OVERVIEW

POTENTIAL AUDIENCE  
THAT META REPORTS CAN  
BE REACHED WITH ADS  
IN FACEBOOK REELS



KEPIOS

616.8  
MILLION

POTENTIAL REACH OF  
ADS IN FACEBOOK REELS  
AS A PERCENTAGE OF  
FACEBOOK'S TOTAL AD REACH



Meltwater

31.1%

FACEBOOK REELS  
AD AUDIENCE AS A  
PERCENTAGE OF TOTAL  
POPULATION AGED 13+



we are social

9.9%

PERCENTAGE OF THE  
FACEBOOK REELS  
AD AUDIENCE THAT  
META REPORTS IS FEMALE



we are social

37.6%

PERCENTAGE OF THE  
FACEBOOK REELS  
AD AUDIENCE THAT  
META REPORTS IS MALE



62.4%

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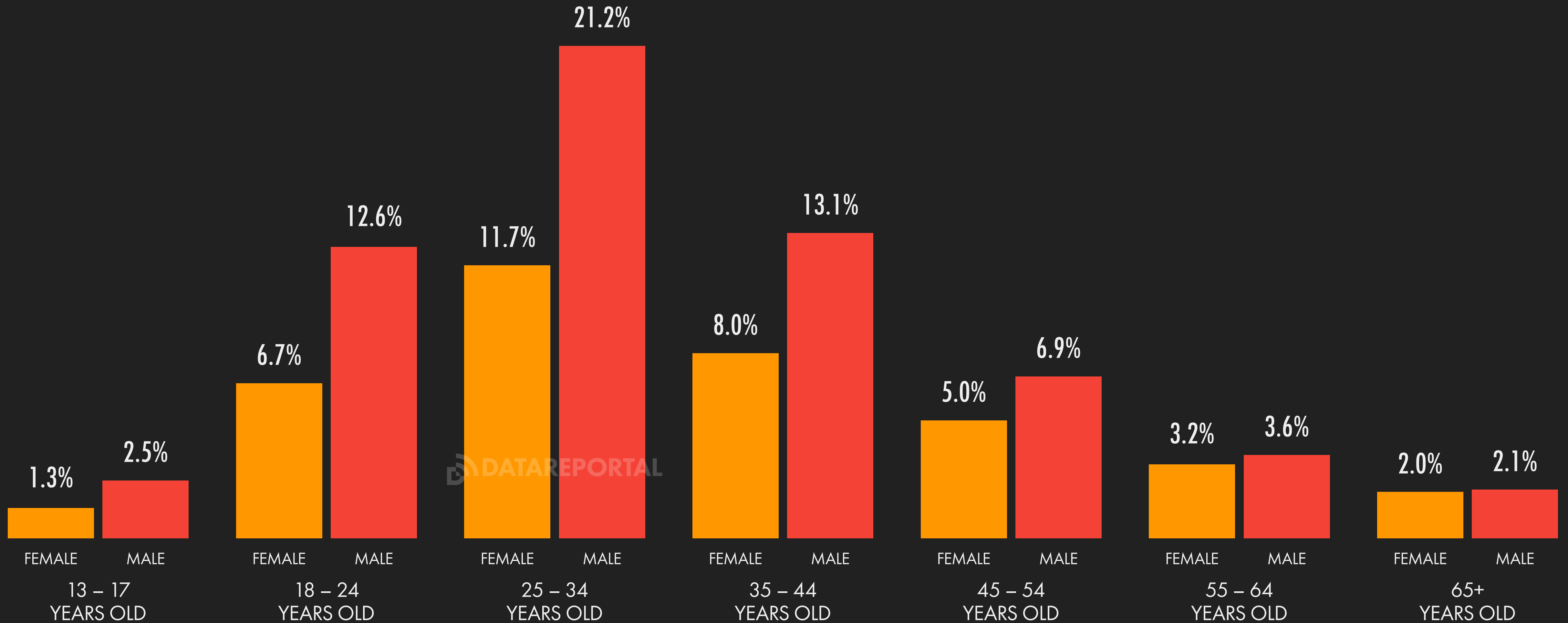
# FACEBOOK REELS: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN THE FACEBOOK REELS ENVIRONMENT

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



GLOBAL OVERVIEW



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# SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

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



AVERAGE NUMBER OF  
PAGE POSTS PER DAY



locowise

1.27

PHOTO POSTS' SHARE  
OF TOTAL PAGE POSTS



Meltwater

30.2%

VIDEO POSTS' SHARE  
OF TOTAL PAGE POSTS



locowise

17.4%

LINK POSTS' SHARE  
OF TOTAL PAGE POSTS



we  
are  
social

50.6%

STATUS POSTS' SHARE  
OF TOTAL PAGE POSTS



1.8%



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# FACEBOOK POST ENGAGEMENT BENCHMARKS

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



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



locowise

0.07%

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



we  
are  
social

0.12%

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



locowise

0.08%

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



Meltwater

0.03%

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



0.11%

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# FACEBOOK POST ENGAGEMENT COMPARISONS

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



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



0.31%



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



0.20%



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



0.05%

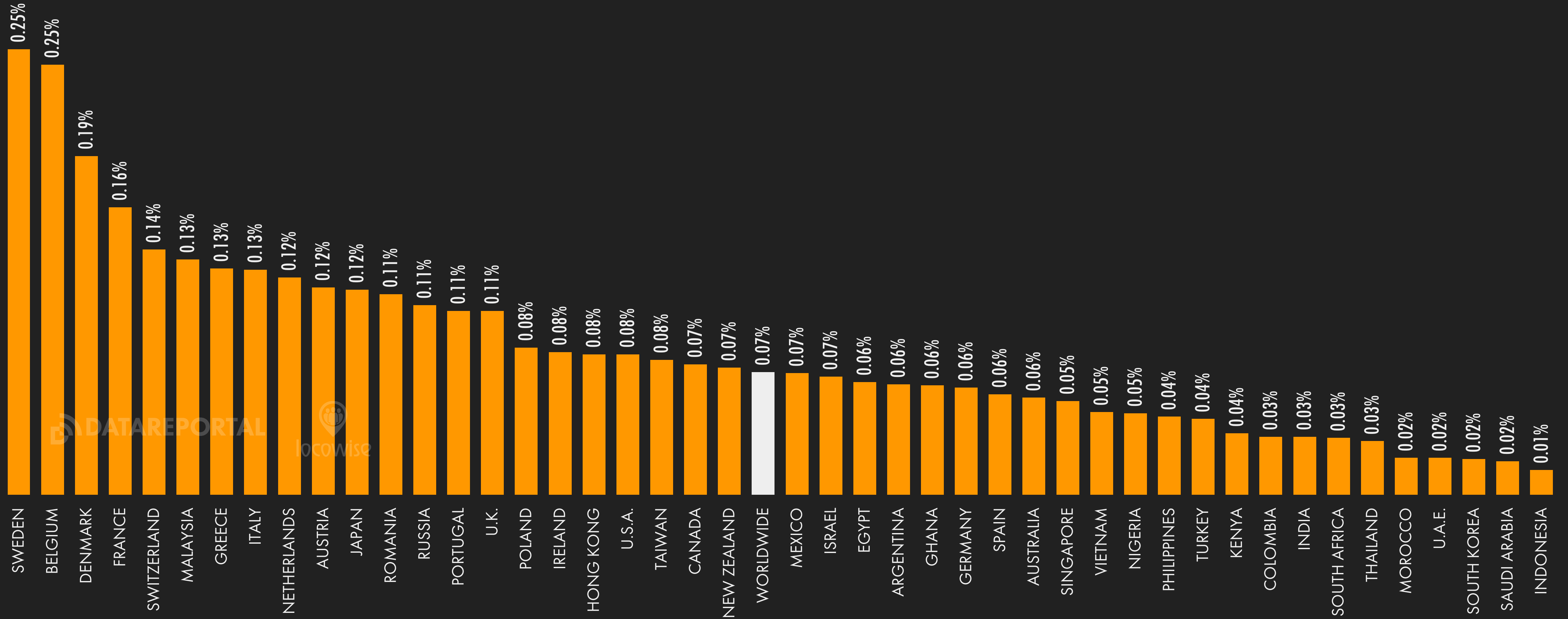
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# FACEBOOK POST ENGAGEMENT BENCHMARKS

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



GLOBAL OVERVIEW



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# MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	182,400,000	11	FC BARCELONA	110,400,000	21	NEYMAR JR.	90,000,000
02	SAMSUNG	162,000,000	12	COCA-COLA	109,000,000	22	SELENA GOMEZ	88,100,000
03	CRISTIANO RONALDO	159,000,000	13	TASTY	106,300,000	23	NETFLIX	86,100,000
04	MR. BEAN	134,000,000	14	VIN DIESEL	106,000,000	24	PEOPLE'S DAILY, CHINA	84,000,000
05	5-MINUTE CRAFTS	125,300,000	15	YOUTUBE	105,800,000	25	MCDONALD'S	82,000,000
06	CGTN	119,000,000	16	CHINA DAILY	105,000,000	26	UEFA CHAMPIONS LEAGUE	81,300,000
07	SHAKIRA	119,000,000	17	RIHANNA	102,000,000	27	LALIGA	81,300,000
08	REAL MADRID C.F.	115,600,000	18	EMINEM	95,000,000	28	MANCHESTER UNITED	79,400,000
09	WILL SMITH	113,000,000	19	XINHUA NEWS AGENCY	94,500,000	29	META	79,000,000
10	LIONEL MESSI	113,000,000	20	JUSTIN BIEBER	91,000,000	30	TAYLOR SWIFT	77,000,000

**SOURCE:** KEPIOS ANALYSIS, BASED ON RANKINGS PUBLISHED BY SOCIALBLADE AND FOLLOWER DATA PUBLISHED ON FACEBOOK.COM. **NOTES:** VALUES HAVE BEEN ROUNDED TO THE NEAREST 100,000. FACEBOOK ALSO ROUNDS VALUES FOR SOME PAGES TO THE NEAREST MILLION. WHERE PAGES HAVE AN EQUAL NUMBERS OF FOLLOWERS, RANK ORDER IS BASED ON THE TOTAL NUMBER OF PAGE LIKES. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.





**YOUTUBE**

JAN  
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# YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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



GLOBAL OVERVIEW

POTENTIAL REACH OF  
ADS ON YOUTUBE



**2.51**  
BILLION

YOUTUBE AD REACH  
vs. TOTAL POPULATION



**31.4%**

YOUTUBE AD REACH vs.  
TOTAL INTERNET USERS



**48.7%**

YEAR-ON-YEAR CHANGE IN  
REPORTED YOUTUBE AD REACH



**-1.9%**  
**-48 MILLION**

YOUTUBE'S ADVERTISING  
REACH: USERS AGED 18+



**2.07**  
BILLION

YOUTUBE'S AD REACH AGE 18+  
vs. TOTAL POPULATION AGE 18+



**36.8%**

FEMALE YOUTUBE AD REACH AGE 18+  
vs. TOTAL YOUTUBE AD REACH AGE 18+



**45.6%**

MALE YOUTUBE AD REACH AGE 18+  
vs. TOTAL YOUTUBE AD REACH AGE 18+



**54.4%**

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS, INCLUDING LOSS OF AUDIENCE DATA FOR RUSSIA. DATA ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN OUR PREVIOUS REPORTS.

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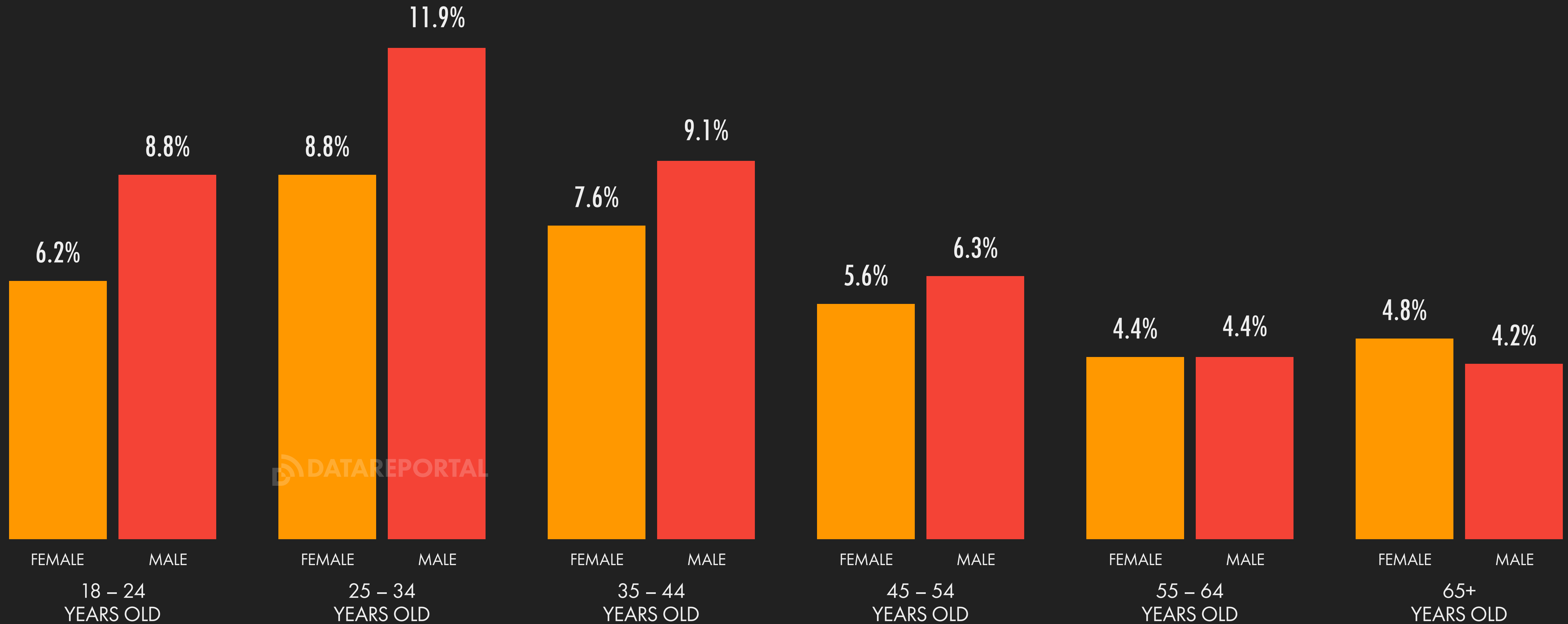
# YOUTUBE: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



DATAREPORTAL

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. PERCENTAGES SHOWN HERE REPRESENT SHARE OF THE TOTAL AUDIENCE FIGURE, SO WILL NOT SUM TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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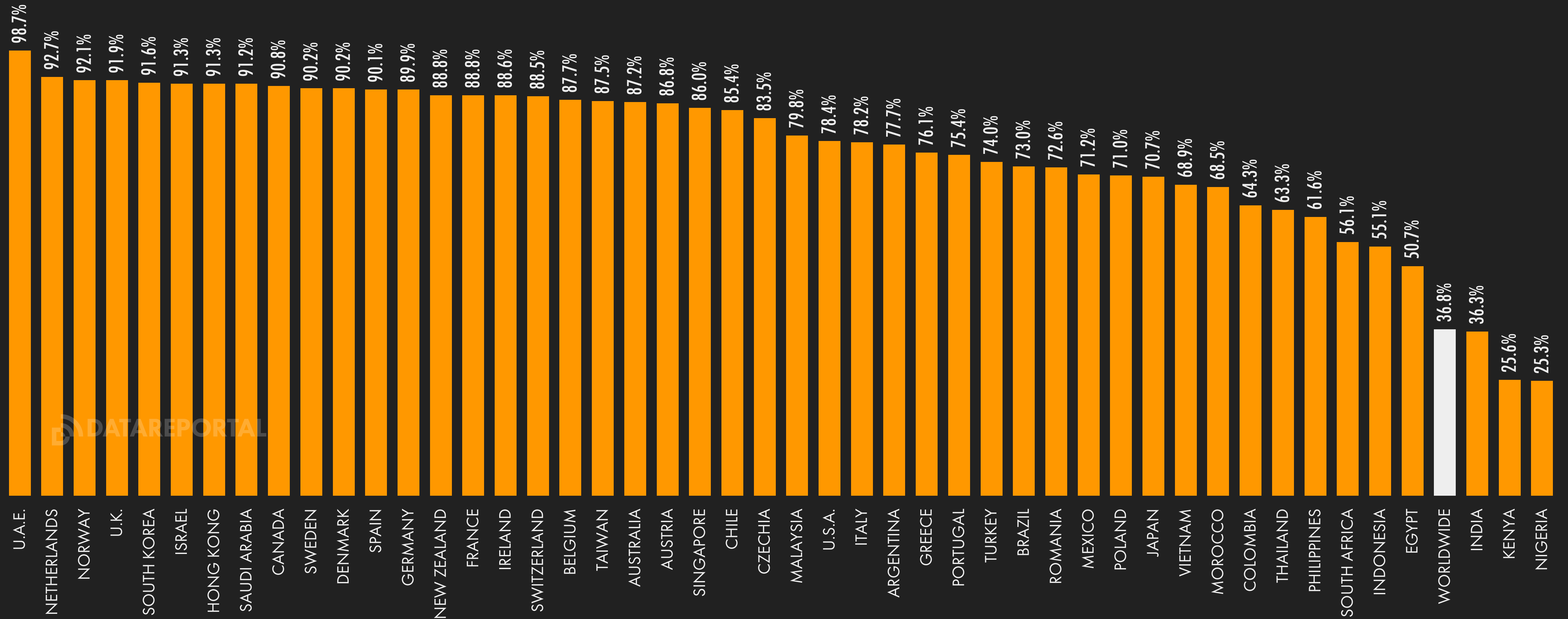
# YOUTUBE ADVERTISING: REACH RATE AGE 18+

YOUTUBE'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

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



GLOBAL OVERVIEW



**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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# YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
01	INDIA	467,000,000	36.3%	11	PHILIPPINES	57,700,000	61.6%
02	UNITED STATES OF AMERICA	246,000,000	78.4%	12	UNITED KINGDOM	57,100,000	91.9%
03	BRAZIL	142,000,000	73.0%	13	FRANCE	52,100,000	88.8%
04	INDONESIA	139,000,000	55.1%	14	SOUTH KOREA	46,000,000	91.6%
05	MEXICO	81,800,000	71.2%	15	EGYPT	45,900,000	50.7%
06	JAPAN	78,400,000	70.7%	16=	ITALY	43,900,000	78.2%
07	PAKISTAN	71,700,000	39.1%	16=	THAILAND	43,900,000	63.3%
08	GERMANY	70,900,000	89.9%	18	SPAIN	40,700,000	90.1%
09	VIETNAM	63,000,000	68.9%	19	BANGLADESH	34,400,000	23.2%
10	TURKEY	57,900,000	74.0%	20	CANADA	33,100,000	90.8%

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. VALUES vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN  
2023

# YOUTUBE AD REACH RATE RANKING

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

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH	#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
01	LEBANON	111.5%*	4,910,000	11	ISRAEL	91.3%	7,060,000
02	BAHRAIN	109.8%*	1,460,000	12	HONG KONG	91.3%	6,730,000
03	OMAN	108.0%*	4,170,000	13	SAUDI ARABIA	91.2%	29,100,000
04	QATAR	102.7%*	2,620,000	14	CANADA	90.8%	33,100,000
05	UNITED ARAB EMIRATES	98.7%	8,990,000	15	SWEDEN	90.2%	8,700,000
06	NETHERLANDS	92.7%	15,500,000	16	DENMARK	90.2%	4,940,000
07	NORWAY	92.1%	4,620,000	17	SPAIN	90.1%	40,700,000
08	UNITED KINGDOM	91.9%	57,100,000	18	GERMANY	89.9%	70,900,000
09	SOUTH KOREA	91.6%	46,000,000	19	NEW ZEALAND	88.8%	4,240,000
10	KUWAIT	91.6%	3,590,000	20	FRANCE	88.8%	52,100,000

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. (\*) VALUES vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

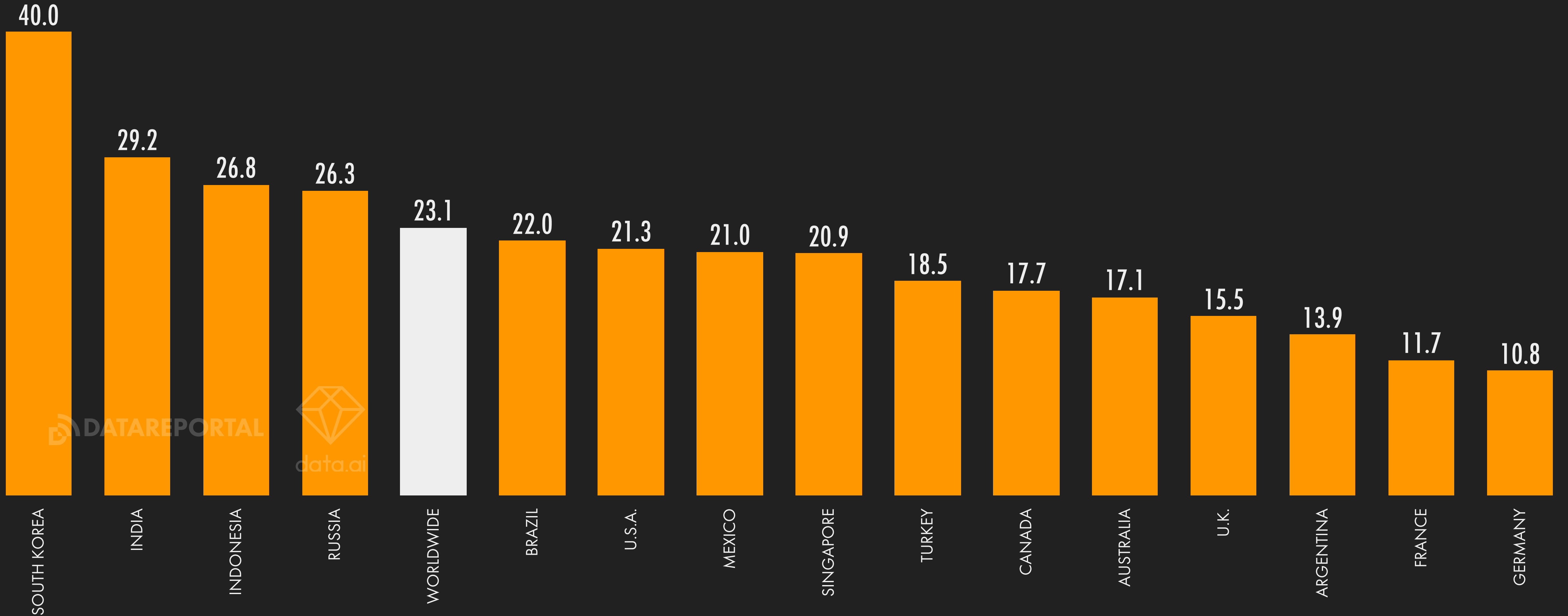
JAN  
2023

# YOUTUBE: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



DATA REPORTAL



JAN  
2023

# TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
1	SONG	100
2	MOVIE	55
3	VIDEO	38
4	SONGS	37
5	DJ	22
6	FILM	17
7	STATUS	17
8	MUSIC	16
9	CARTOON	15
10	CARTOON CARTOON	15

#	SEARCH QUERY	INDEX
11	NEW SONG	14
12	GANA	14
13	TIKTOK	13
14	MOVIES	13
15	HINDI MOVIE	13
16	KARAOKE	13
17	NEWS	13
18	COMEDY	9
19	MINECRAFT	9
20	ASMR	8

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

JAN  
2023

# MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	233,000,000	211,647,300,000
02	COCOMELON - NURSERY RHYMES	151,000,000	147,963,100,000
03	SET INDIA	149,000,000	136,916,900,000
04	MRBEAST	126,000,000	21,042,100,000
05	PEWDIEPIE	111,000,000	28,835,300,000
06	🌸 KIDS DIANA SHOW	106,000,000	86,237,300,000
07	LIKE NASTYA	103,000,000	86,791,500,000
08	WWE	92,600,000	73,311,300,000
09	VLAD AND NIKI	92,200,000	72,128,000,000
10	ZEE MUSIC COMPANY	91,200,000	53,011,500,000

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
11	BLACKPINK	83,700,000	28,563,300,000
12	GOLDMINES	80,600,000	21,029,900,000
13	5-MINUTE CRAFTS	78,400,000	24,908,600,000
14	SONY SAB	75,900,000	90,450,100,000
15	BANGTANTV	73,000,000	19,106,700,000
16	JUSTIN BIEBER	70,800,000	29,517,900,000
17	HYBE LABELS	69,500,000	25,788,000,000
18	CANAL KONDZILLA	66,300,000	37,135,100,000
19	ZEE TV	65,200,000	30,925,900,000
20	PINKFONG BABY SHARK	64,100,000	35,625,600,000

**JAN  
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# MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – “VIDEO TITLE”	VIEWS	UPLOADED	LIKES
01	PINK FONG – “BABY SHARK DANCE”	12,055,900,000	18 JUN 2016	38,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – “DESPACITO”	8,055,700,000	13 JAN 2017	50,000,000
03	LOOLOO KIDS – “JOHNY JOHNY YES PAPA”	6,576,900,000	08 OCT 2016	18,000,000
04	COCOMELON - NURSERY RHYMES – “BATH SONG”	5,918,300,000	02 MAY 2018	15,000,000
05	ED SHEERAN – “SHAPE OF YOU”	5,882,100,000	30 JAN 2017	30,000,000
06	WIZ KHALIFA FEATURING CHARLIE PUTH – “SEE YOU AGAIN ”	5,745,300,000	07 APR 2015	39,000,000
07	CHUCHU TV NURSERY RHYMES & KIDS SONGS – “PHONICS SONG WITH TWO WORDS”	5,093,400,000	07 MAR 2014	[HIDDEN]
08	COCOMELON - NURSERY RHYMES – “WHEELS ON THE BUS”	4,800,900,000	24 MAY 2018	14,000,000
09	MARK RONSON FEATURING BRUNO MARS – “UPTOWN FUNK”	4,794,200,000	19 NOV 2014	19,000,000
10	МИПОЛІКА ТБ – “LEARNING COLORS - COLORFUL EGGS ON A FARM”	4,774,900,000	27 FEB 2018	13,000,000



**INSTAGRAM**

JAN  
2023

# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW



GLOBAL OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



**1.32**  
BILLION

INSTAGRAM AD REACH  
vs. TOTAL POPULATION



**16.5%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED INSTAGRAM AD REACH



**-4.9%**  
**-68 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED INSTAGRAM AD REACH



**-10.8%**  
**-160 MILLION**

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



**25.6%**

INSTAGRAM AD REACH  
vs. POPULATION AGED 13+



**21.1%**

FEMALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



**48.2%**

MALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



**51.8%**

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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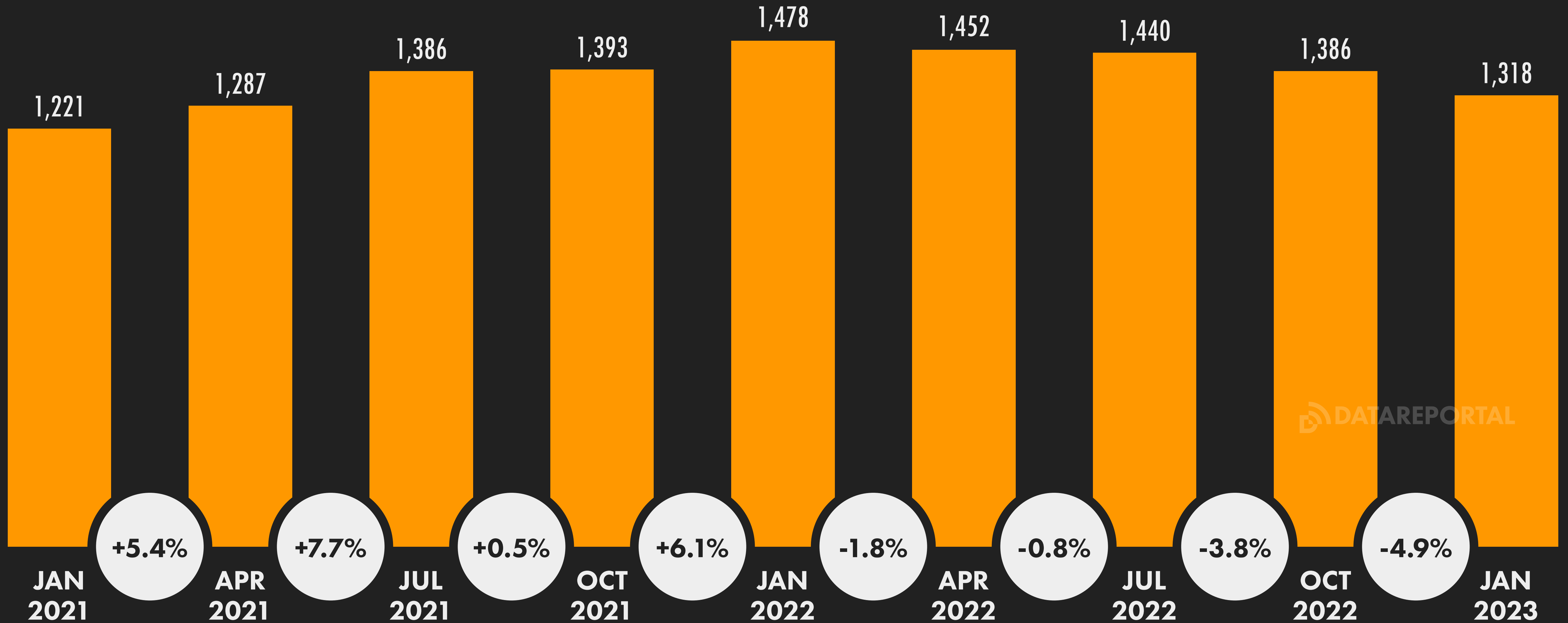
# INSTAGRAM ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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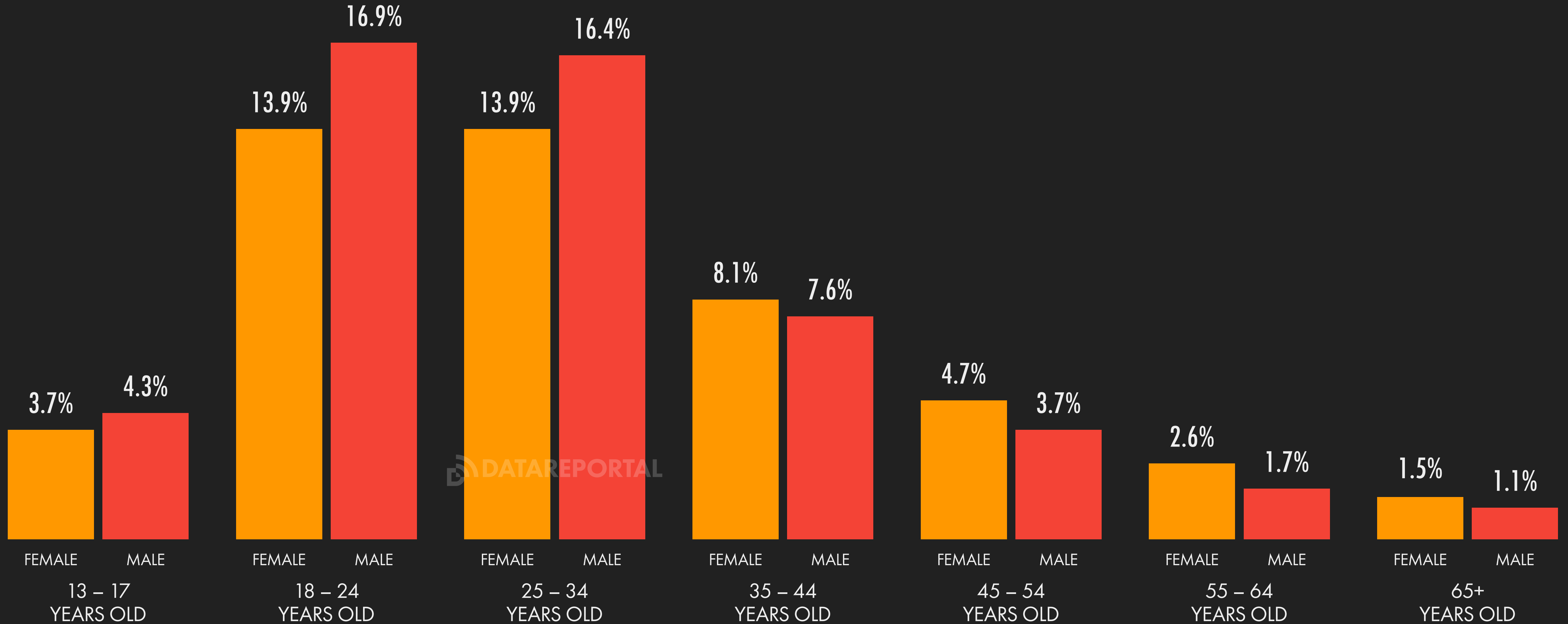
# INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



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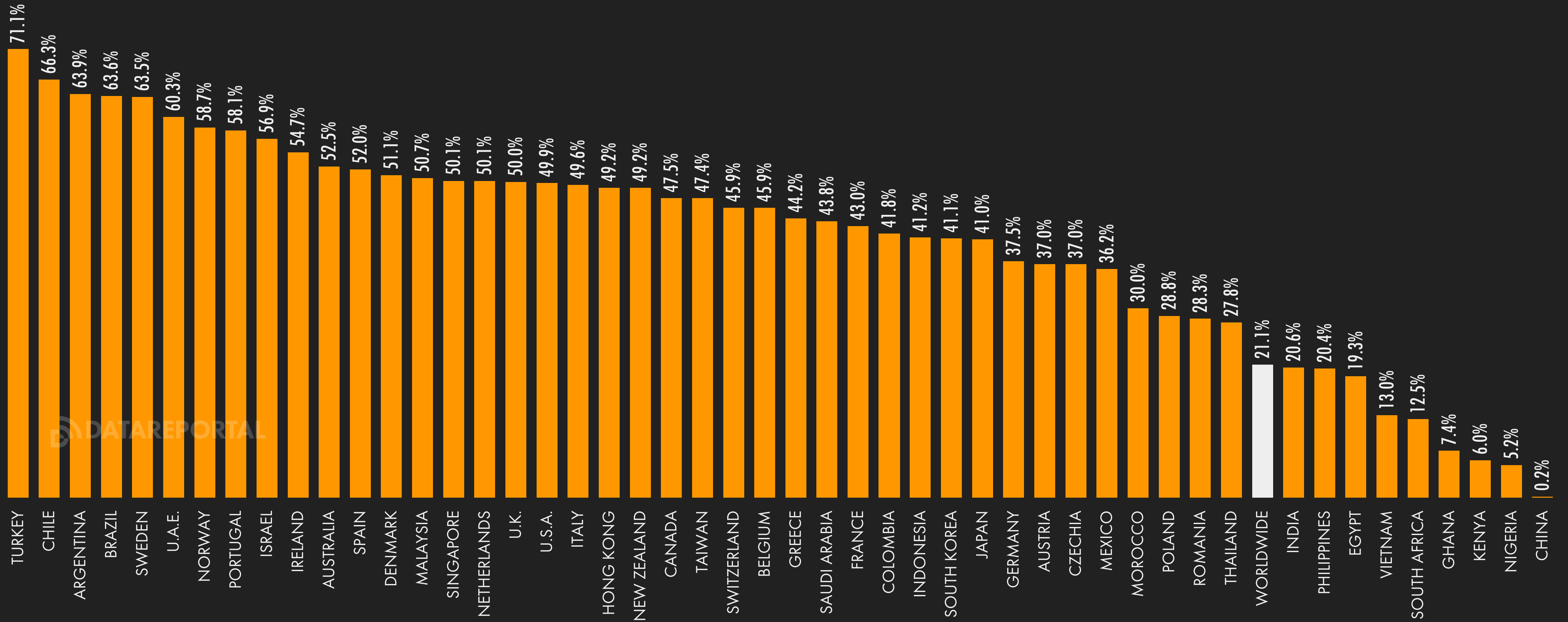
# INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	229,550,000	20.6%	11	FRANCE	23,750,000	43.0%
02	UNITED STATES OF AMERICA	143,350,000	49.9%	12	ARGENTINA	23,400,000	63.9%
03	BRAZIL	113,500,000	63.6%	13	SPAIN	21,900,000	52.0%
04	INDONESIA	89,150,000	41.2%	14	SOUTH KOREA	19,250,000	41.1%
05	TURKEY	48,650,000	71.1%	15	COLOMBIA	17,750,000	41.8%
06	JAPAN	45,700,000	41.0%	16	PHILIPPINES	17,550,000	20.4%
07	MEXICO	36,700,000	36.2%	17	THAILAND	17,350,000	27.8%
08	UNITED KINGDOM	28,750,000	50.0%	18	CANADA	15,900,000	47.5%
09	GERMANY	27,450,000	37.5%	19	EGYPT	15,350,000	19.3%
10	ITALY	26,200,000	49.6%	20	IRAQ	14,000,000	46.5%

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# INSTAGRAM ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BRUNEI	74.1%	270,550	11	ARGENTINA	63.9%	23,400,000
02	KAZAKHSTAN	72.5%	10,450,000	12	BRAZIL	63.6%	113,500,000
03	BAHRAIN	72.0%	879,750	13	SWEDEN	63.5%	5,700,000
04	TURKEY	71.1%	48,650,000	14	ICELAND	63.1%	199,050
05	CYPRUS	66.8%	722,900	15	GUAM	61.6%	82,250
06	CHILE	66.3%	10,950,000	16	BARBADOS	61.3%	148,300
07	MONTENEGRO	66.2%	350,850	17	UNITED ARAB EMIRATES	60.3%	4,950,000
08	CAYMAN ISLANDS	65.6%	38,550	18	NORWAY	58.7%	2,750,000
09	URUGUAY	64.5%	1,850,000	19	PORTUGAL	58.1%	5,300,000
10	PANAMA	64.1%	2,200,000	20	KUWAIT	58.0%	2,050,000

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

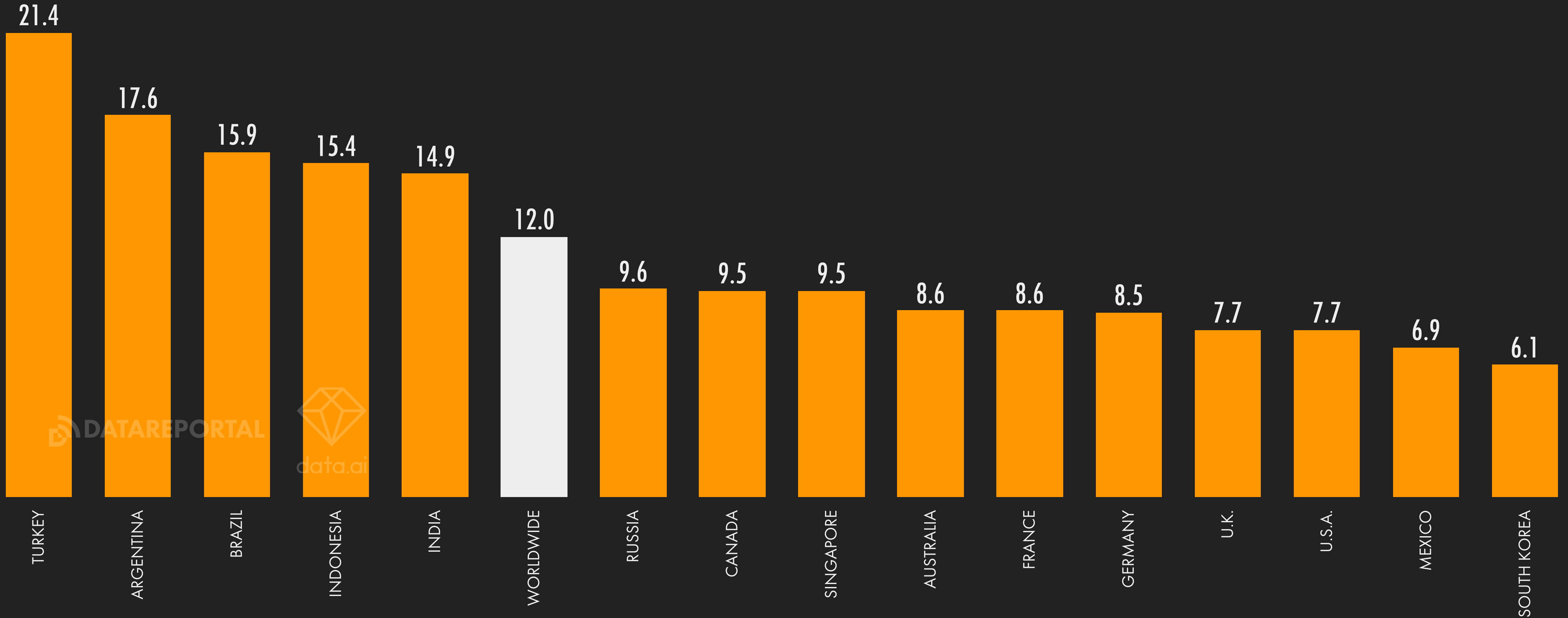
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# INSTAGRAM: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



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# INSTAGRAM STORIES AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH INSTAGRAM STORIES ADS

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



GLOBAL OVERVIEW

POTENTIAL AUDIENCE  
THAT META REPORTS  
CAN BE REACHED WITH  
INSTAGRAM STORIES ADS



959.7  
MILLION



INSTAGRAM STORIES AD  
REACH AS A PERCENTAGE  
OF INSTAGRAM'S TOTAL  
ADVERTISING REACH



72.8%



INSTAGRAM STORIES  
ADVERTISING REACH AS  
A PERCENTAGE OF TOTAL  
POPULATION AGED 13+



15.3%



PERCENTAGE OF THE  
INSTAGRAM STORIES  
AD AUDIENCE THAT  
META REPORTS IS FEMALE



50.2%



PERCENTAGE OF THE  
INSTAGRAM STORIES  
AD AUDIENCE THAT  
META REPORTS IS MALE



49.8%

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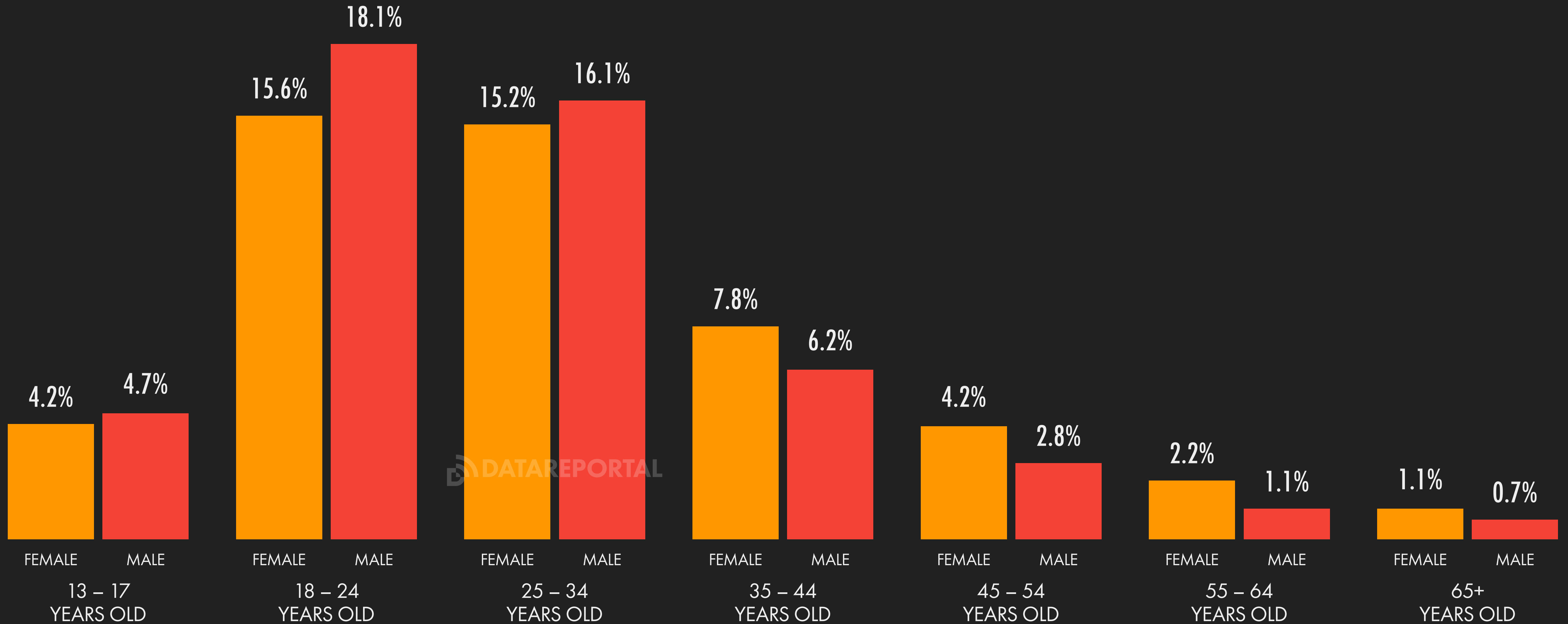
# INSTAGRAM STORIES: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADS IN THE INSTAGRAM STORIES ENVIRONMENT

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



GLOBAL OVERVIEW





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# INSTAGRAM REELS AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH AD PLACEMENTS IN INSTAGRAM REELS

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



GLOBAL OVERVIEW

POTENTIAL AUDIENCE  
THAT META REPORTS CAN  
BE REACHED WITH ADS  
IN INSTAGRAM REELS



726.8  
MILLION

INSTAGRAM REELS AD  
REACH AS A PERCENTAGE  
OF INSTAGRAM'S TOTAL  
ADVERTISING REACH



55.1%

INSTAGRAM REELS  
ADVERTISING REACH AS  
A PERCENTAGE OF TOTAL  
POPULATION AGED 13+



11.6%

PERCENTAGE OF THE  
INSTAGRAM REELS  
AD AUDIENCE THAT  
META REPORTS IS FEMALE



45.3%

PERCENTAGE OF THE  
INSTAGRAM REELS  
AD AUDIENCE THAT  
META REPORTS IS MALE



54.7%



we  
are  
social



KEPIOS



Meltwater

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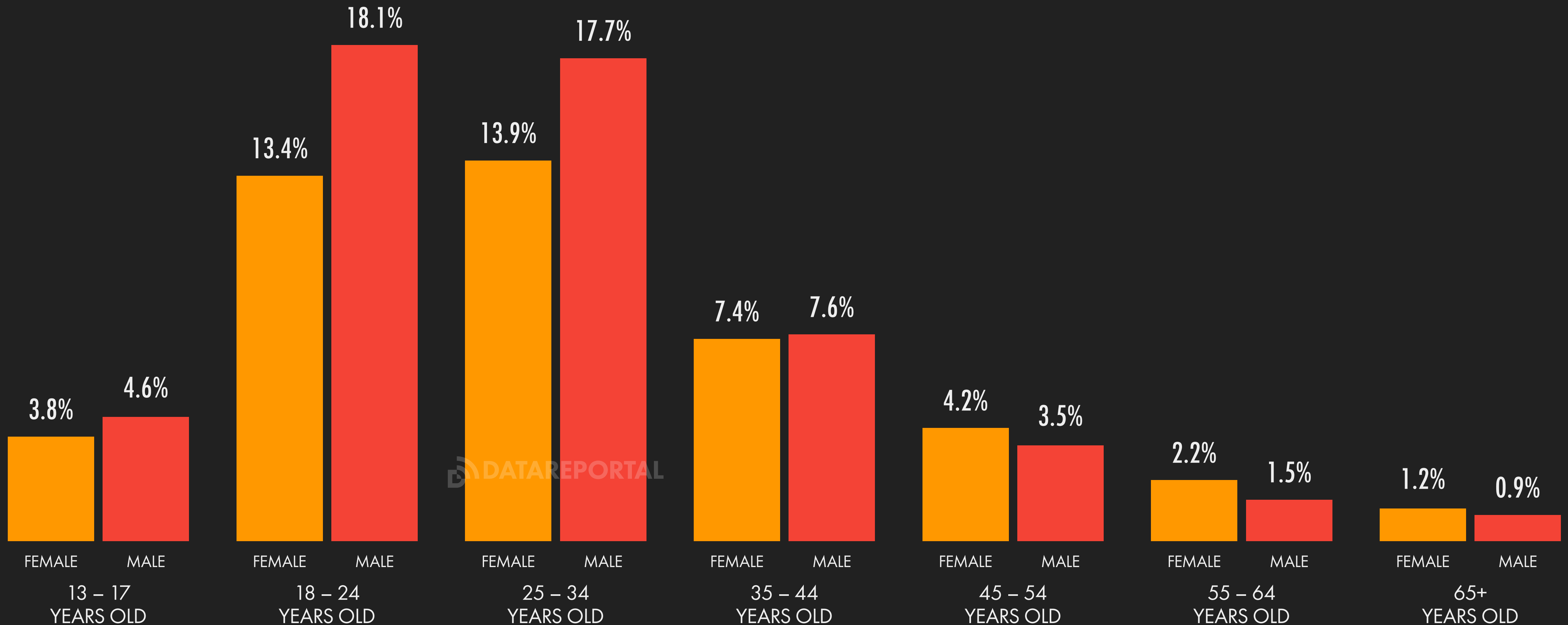
# INSTAGRAM REELS: AD AUDIENCE PROFILE

DEMOGRAPHIC PROFILE OF THE AUDIENCE THAT MARKETERS CAN REACH USING AD PLACEMENTS WITHIN THE INSTAGRAM REELS ENVIRONMENT

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



GLOBAL OVERVIEW



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# INSTAGRAM BUSINESS ACCOUNT BENCHMARKS

AVERAGE ACCOUNT GROWTH AND PUBLISHING BENCHMARKS FOR INSTAGRAM BUSINESS ACCOUNTS



AVERAGE MONTHLY  
GROWTH IN  
ACCOUNT FOLLOWERS



locowise

**+0.79%**

AVERAGE NUMBER  
OF MAIN FEED  
POSTS PER DAY



we  
are  
social

**1.77**

PHOTO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



locowise

**45.3%**

VIDEO POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



Meltwater

**35.9%**

CAROUSEL POSTS AS  
A PERCENTAGE OF  
ALL MAIN FEED POSTS



**18.9%**

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# INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR ALL POST TYPES



0.65%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR PHOTO POSTS



0.59%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR VIDEO POSTS



0.66%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



0.76%

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# INSTAGRAM ENGAGEMENT RATES COMPARISON

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



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



0.93%

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



0.76%

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



0.58%



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# MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	587,200,000
02	CRISTIANO RONALDO	@CRISTIANO	529,400,000
03	LIONEL MESSI	@LEOMESSI	415,200,000
04	KYLIE JENNER	@KYLIEJENNER	377,600,000
05	SELENA GOMEZ	@SELENAGOMEZ	367,900,000
06	DWAYNE JOHNSON	@THEROCK	356,900,000
07	ARIANA GRANDE	@ARIANAGRANDE	348,100,000
08	KIM KARDASHIAN	@KIMKARDASHIAN	339,600,000
09	BEYONCÉ	@BEYONCE	289,700,000
10	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	287,600,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	JUSTIN BIEBER	@JUSTINBIEBER	272,400,000
12	KENDALL JENNER	@KENDALLJENNER	269,300,000
13	NIKE	@NIKE	261,200,000
14	NATIONAL GEOGRAPHIC	@NATGEO	254,500,000
15	TAYLOR SWIFT	@TAYLORSWIFT	239,400,000
16	JENNIFER LOPEZ	@JLO	230,700,000
17	VIRAT KOHLI	@VIRAT.KOHLI	230,500,000
18	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	208,500,000
19	NICKI MINAJ	@NICKIMINAJ	207,700,000
20	NEYMAR	@NEYMARJR	200,800,000

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# MOST USED INSTAGRAM HASHTAGS

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



GLOBAL OVERVIEW

#	HASHTAG	POSTS	#	HASHTAG	POSTS	#	HASHTAG	POSTS
01	#LOVE	2,147,500,000	11	#HAPPY	683,500,000	21	#BEAUTY	509,700,000
02	#INSTAGOOD	1,586,000,000	12	#FOLLOW	673,000,000	22	#FITNESS	502,600,000
03	#FASHION	1,073,000,000	13	#TRAVEL	662,100,000	23	#LIKE4LIKE	502,400,000
04	#PHOTOOFTHE DAY	1,010,400,000	14	#CUTE	654,600,000	24	#FOOD	492,000,000
05	#INSTAGRAM	972,100,000	15	#STYLE	617,800,000	25	#INSTALIKE	475,100,000
06	#ART	964,400,000	16	#INSTADAILY	603,500,000	26	#PHOTO	466,700,000
07	#PHOTOGRAPHY	958,400,000	17	#TBT	580,300,000	27	#SELFIE	451,300,000
08	#BEAUTIFUL	803,100,000	18	#FOLLOWME	555,100,000	28	#ME	450,100,000
09	#NATURE	748,100,000	19	#REPOST	550,800,000	29	#FRIENDS	432,500,000
10	#PICOFTHE DAY	703,200,000	20	#SUMMER	536,000,000	30	#FUN	427,300,000

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTES:** POST COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**TIKTOK**



JAN  
2023

# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

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



GLOBAL OVERVIEW

POTENTIAL REACH OF ADS ON TIKTOK (AGE 18+ ONLY)



1.05  
BILLION



TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION



13.1%



QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH



+11.2%  
+106 MILLION



YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH



+18.8%  
+166 MILLION

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS



20.4%



TIKTOK AD REACH AGE 18+ vs. POPULATION AGE 18+



18.7%



FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH



54.1%



MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH



45.9%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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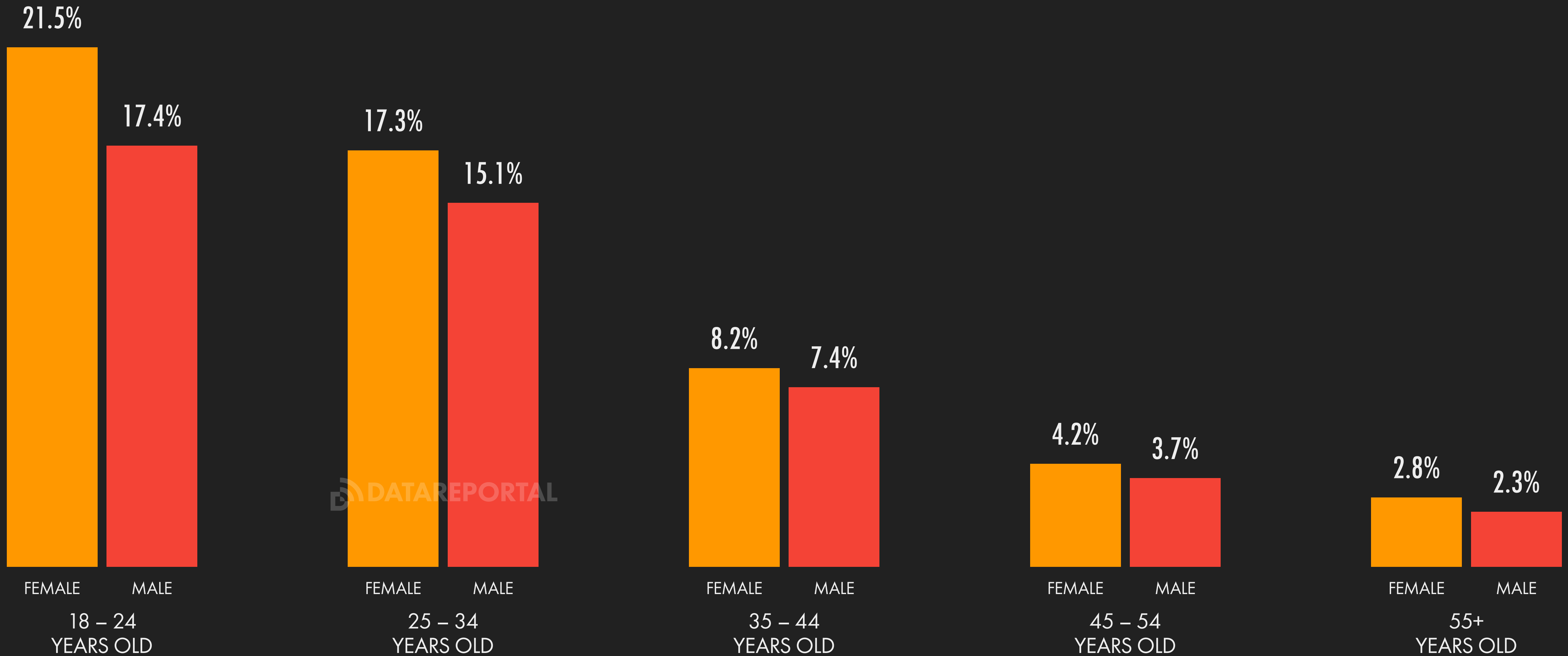
# TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

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



GLOBAL OVERVIEW



**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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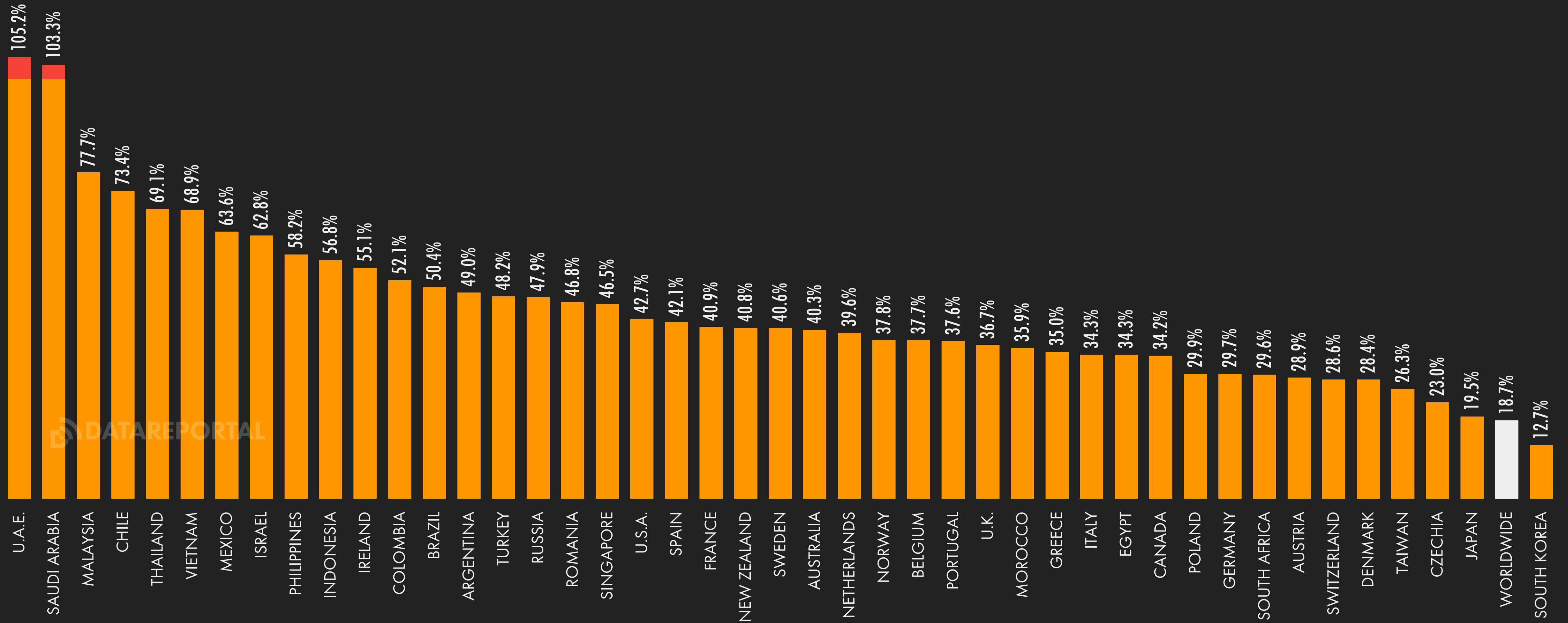
# TIKTOK ADVERTISING: REACH RATE AGE 18+

TIKTOK'S POTENTIAL REACH AMONGST AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+

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



GLOBAL OVERVIEW



**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+	#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	UNITED STATES OF AMERICA	113,250,500	42.7%	11	IRAQ	23,879,500	94.5%
02	INDONESIA	109,903,000	56.8%	12	EGYPT	23,729,500	34.3%
03	BRAZIL	82,207,000	50.4%	13	FRANCE	20,954,000	40.9%
04	MEXICO	57,516,000	63.6%	14	JAPAN	20,696,000	19.5%
05	RUSSIAN FEDERATION	54,864,000	47.9%	15	GERMANY	20,648,000	29.7%
06	VIETNAM	49,862,500	68.9%	16	COLOMBIA	20,114,000	52.1%
07	PHILIPPINES	43,428,500	58.2%	17	UNITED KINGDOM	19,658,500	36.7%
08	THAILAND	40,277,500	69.1%	18	MALAYSIA	19,302,500	77.7%
09	TURKEY	29,862,500	48.2%	19	ITALY	17,153,000	34.3%
10	SAUDI ARABIA	26,391,500	103.3%*	20	PERU	16,868,500	71.6%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# TIKTOK AD REACH RATE RANKING

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

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



GLOBAL OVERVIEW

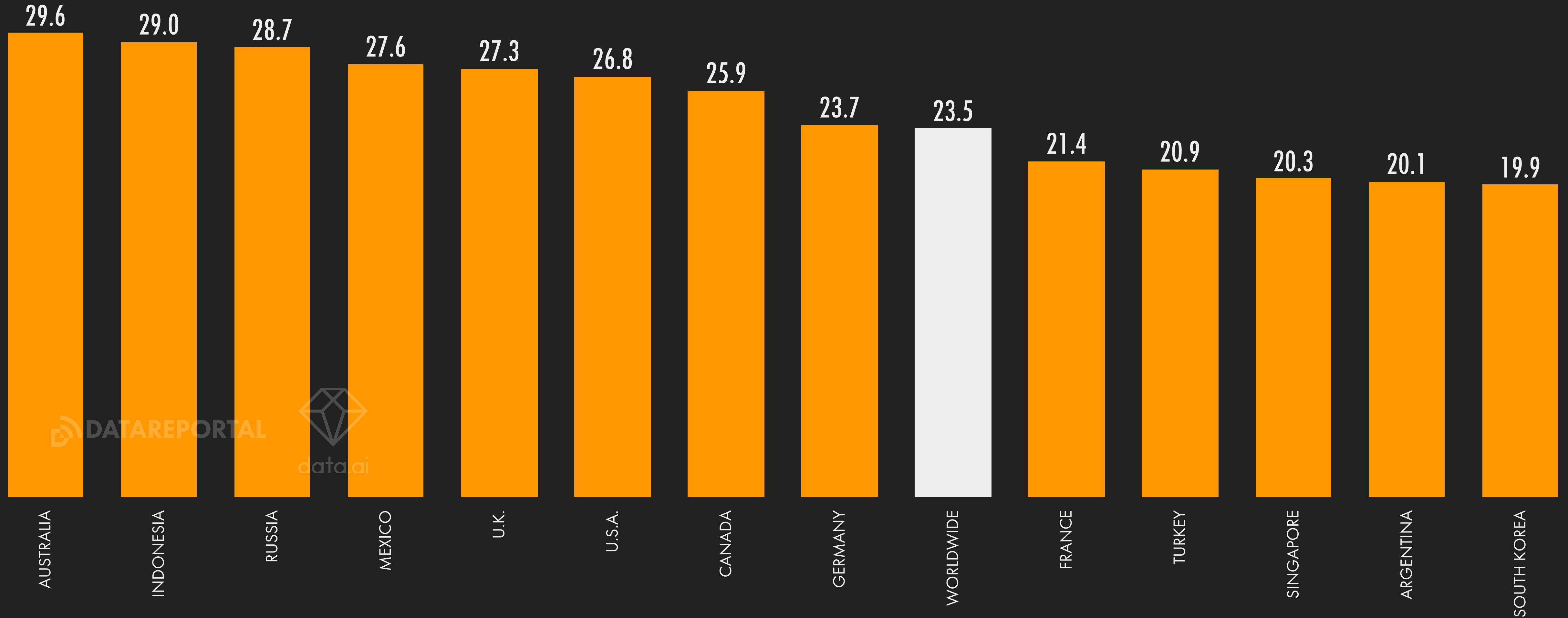
#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	UNITED ARAB EMIRATES	105.2%*	8,229,500	11	CHILE	73.4%	11,251,500
02	SAUDI ARABIA	103.3%*	26,391,500	12	PERU	71.6%	16,868,500
03	KUWAIT	98.8%	3,215,000	13	THAILAND	69.1%	40,277,500
04	QATAR	96.5%	2,140,500	14	VIETNAM	68.9%	49,862,500
05	IRAQ	94.5%	23,879,500	15	CAMBODIA	63.7%	7,061,500
06	KAZAKHSTAN	81.3%	10,410,500	16	MEXICO	63.6%	57,516,000
07	BAHRAIN	78.7%	889,500	17	JORDAN	62.9%	4,427,500
08	MALAYSIA	77.7%	19,302,500	18	ISRAEL	62.8%	3,847,000
09	ECUADOR	77.0%	9,653,500	19	PHILIPPINES	58.2%	43,428,500
10	LEBANON	76.3%	2,776,000	20	INDONESIA	56.8%	109,903,000

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# TIKTOK: TIME SPENT USING MOBILE APP

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



DATA REPORTAL



**JAN  
2023**

# MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	KHABANE LAME	@KHABY.LAME	153,900,000
02	CHARLI D'AMELIO	@CHARLIDAMELIO	149,400,000
03	BELLA POARCH	@BELLAPOARCH	92,700,000
04	ADDISON RAE	@ADDISONRE	88,900,000
05	WILL SMITH	@WILLSMITH	73,000,000
06	ZACH KING	@ZACHKING	72,400,000
07	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	71,400,000
08	MRBEAST	@MRBEAST	68,500,000
09	TIKTOK	@TIKTOK	66,900,000
10	BURAK ÖZDEMİR	@CZNBURAK	66,800,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	THE ROCK	@THEROCK	65,000,000
12	DOMINIK LIPA	@DOMELIPA	62,500,000
13	DIXIE D'AMELIO	@DIXIEDAMELIO	57,500,000
14	JASON DERULO	@JASONDERULO	56,900,000
15	BTS	@BTS_OFFICIAL_BIGHIT	56,200,000
16	SPENCER POLANCO KNIGHT	@SPENCERX	55,400,000
17	LOREN GRAY	@LORENGRAY	54,400,000
18	MICHAEL LE	@JUSTMAIKO	52,200,000
19	WON JEONG	@OX_ZUNG	51,500,000
20	KYLIE JENNER	@KYLIEJENNER	51,400,000

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# TOP TIKTOK HASHTAGS

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



GLOBAL OVERVIEW

#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS
01	#FYP	34,989,700,000,000	11	#HUMOR	1,527,600,000,000	21	#DANCE	519,800,000,000
02	#FORYOU	21,110,700,000,000	12	#GREENSCREEN	1,248,200,000,000	22	#BTS	497,800,000,000
03	#FORYOUPAGE	13,307,800,000,000	13	#ANIME	1,131,600,000,000	23	#LEARNONTIKTOK	476,400,000,000
04	#VIRAL	12,937,400,000,000	14	#LOVE	1,014,600,000,000	24	#FOOD	439,100,000,000
05	#TIKTOK	4,276,800,000,000	15	#STITCH	947,000,000,000	25	#MEMES	416,600,000,000
06	#TRENDING	3,059,800,000,000	16	#MEME	756,800,000,000	26	#GREENSCREENVIDEO	405,200,000,000
07	#DUET	3,011,200,000,000	17	#POV	710,000,000,000	27	#VIDEO	394,000,000,000
08	#FUNNY	2,613,300,000,000	18	#FOOTBALL	709,600,000,000	28	#ART	378,300,000,000
09	#COMEDY	1,893,300,000,000	19	#EXPLORE	599,300,000,000	29	#GAMING	371,700,000,000
10	#TREND	1,632,100,000,000	20	#LIKE	533,700,000,000	30	#MINECRAFT	367,700,000,000





**FACEBOOK MESSENGER**

JAN  
2023

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON MESSENGER



931.0  
MILLION

MESSENGER AD REACH  
vs. TOTAL POPULATION



11.6%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED MESSENGER AD REACH



-4.6%  
-45 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED MESSENGER AD REACH



-5.8%  
-57 MILLION

MESSENGER AD REACH  
vs. TOTAL INTERNET USERS



18.0%

MESSENGER AD REACH  
vs. POPULATION AGED 13+



14.9%

FEMALE MESSENGER AD REACH  
vs. TOTAL MESSENGER AD REACH



44.8%

MALE MESSENGER AD REACH  
vs. TOTAL MESSENGER AD REACH



55.2%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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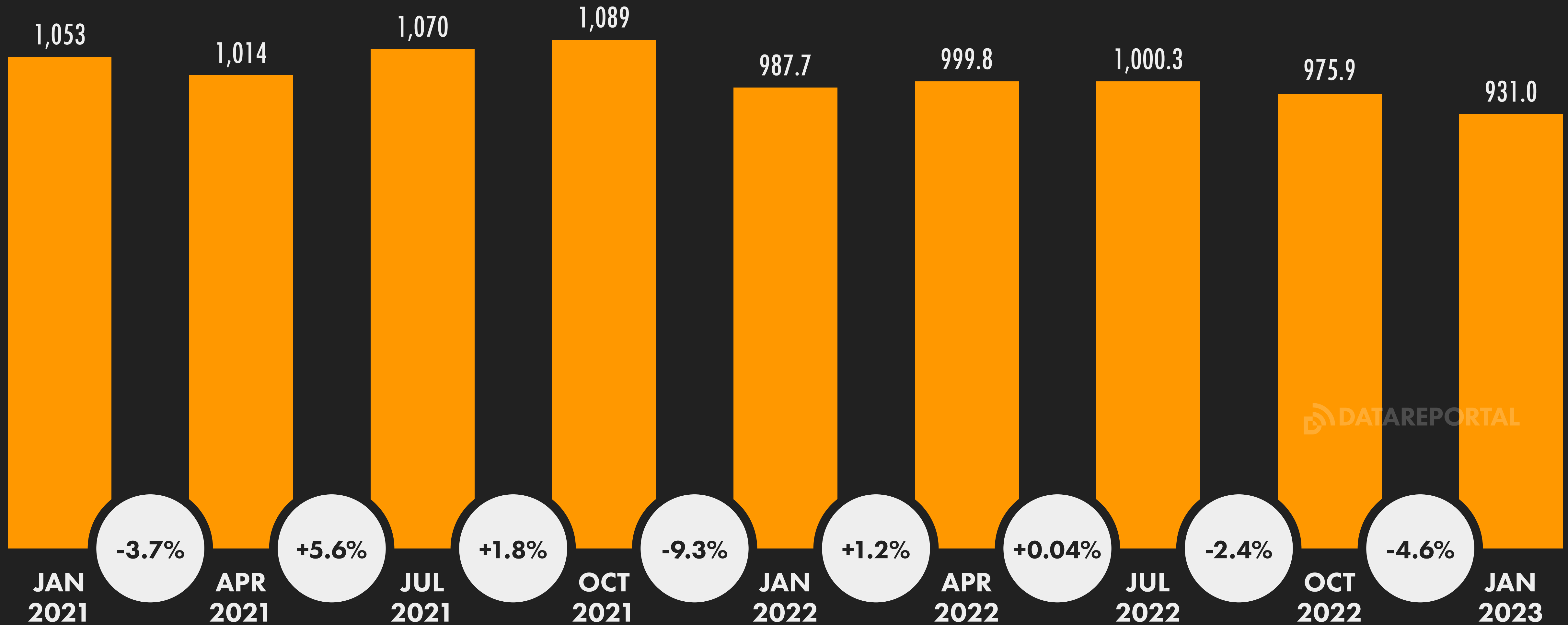
# MESSENGER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK MESSENGER (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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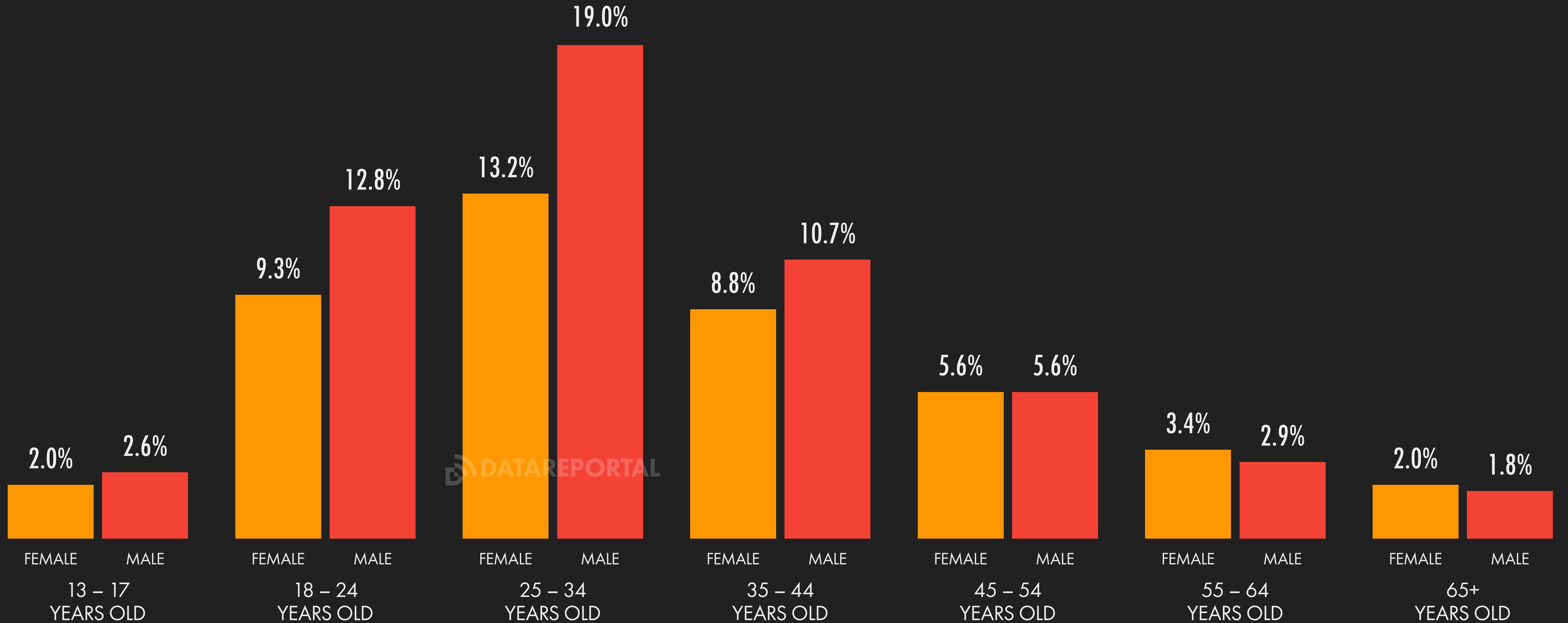
# MESSENGER: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



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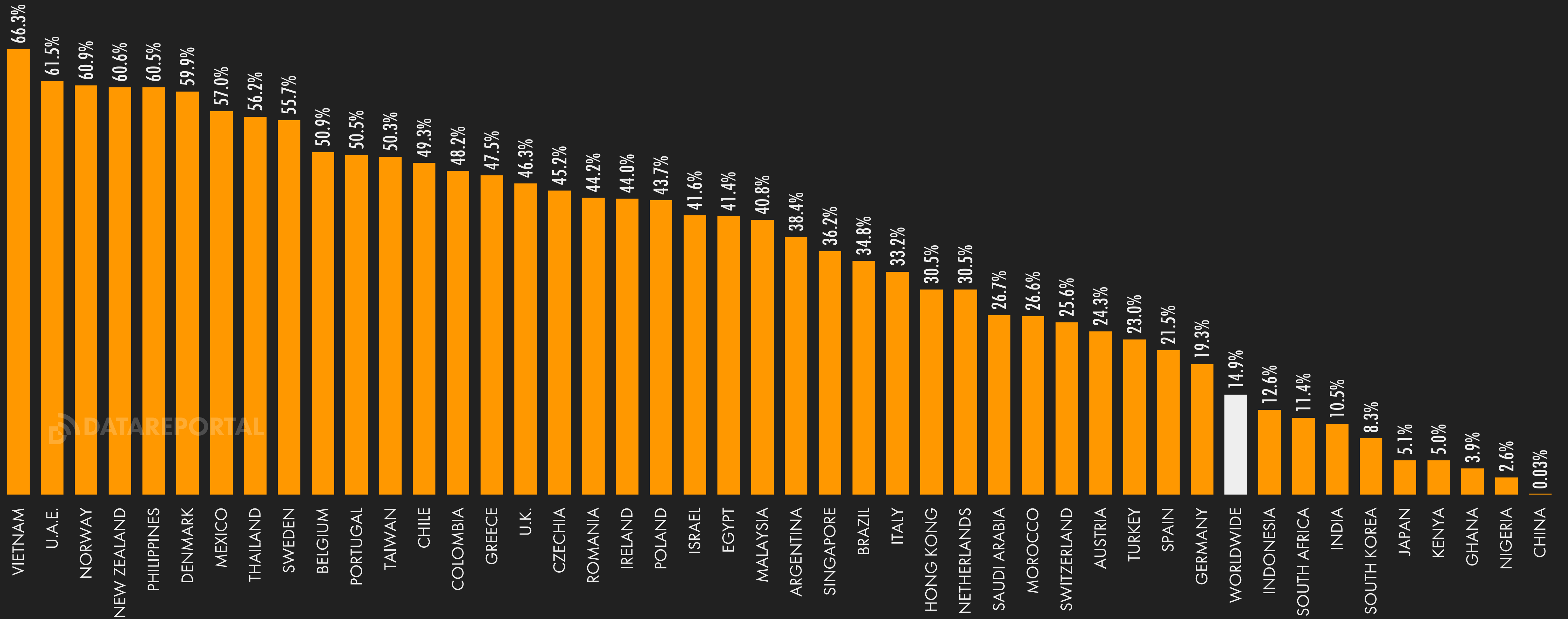
# MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK MESSENGER ADS COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES. THE RESULTING AD REACH VALUES FOR THESE COUNTRIES ARE NOT REPRESENTATIVE OF ACTUAL PLATFORM USE, SO THESE COUNTRIES DO NOT APPEAR ON THIS CHART. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES

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



**GLOBAL OVERVIEW**

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	117,550,000	10.5%	11	BANGLADESH	20,350,000	15.2%
02	BRAZIL	62,050,000	34.8%	12	ITALY	17,550,000	33.2%
03	MEXICO	57,750,000	57.0%	13	POLAND	15,800,000	43.7%
04	VIETNAM	52,650,000	66.3%	14	TURKEY	15,750,000	23.0%
05	PHILIPPINES	52,000,000	60.5%	15	IRAQ	15,100,000	50.1%
06	THAILAND	35,050,000	56.2%	16	GERMANY	14,150,000	19.3%
07	EGYPT	32,950,000	41.4%	17	ARGENTINA	14,050,000	38.4%
08	INDONESIA	27,300,000	12.6%	18	ALGERIA	13,600,000	41.2%
09	UNITED KINGDOM	26,650,000	46.3%	19	PERU	13,250,000	49.9%
10	COLOMBIA	20,450,000	48.2%	20	PAKISTAN	11,650,000	7.2%

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT REACH VALUES FOR THOSE COUNTRIES AND THEIR RESPECTIVE RANKING. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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# MESSENGER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK MESSENGER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	79.8%	1,950,000	11	PALESTINE	62.8%	2,200,000
02	LIBYA	75.0%	3,900,000	12	CYPRUS	61.9%	669,650
03	FAROE ISLANDS	74.8%	32,650	13	UNITED ARAB EMIRATES	61.5%	5,050,000
04	GREENLAND	73.6%	34,100	14	NORWAY	60.9%	2,850,000
05	GEORGIA	72.3%	2,200,000	15	NEW ZEALAND	60.6%	2,650,000
06	ICELAND	70.8%	223,100	16	PHILIPPINES	60.5%	52,000,000
07	VIETNAM	66.3%	52,650,000	17	ARUBA	60.5%	55,700
08	TONGA	66.2%	49,950	18	QATAR	60.1%	1,400,000
09	MALTA	65.4%	309,400	19	DENMARK	59.9%	3,050,000
10	LITHUANIA	63.4%	1,500,000	20	FIJI	59.6%	418,900

**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT REACH VALUES FOR THOSE COUNTRIES AND THEIR RESPECTIVE RANKING. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.



**LINKEDIN**



JAN  
2023

# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN



900.2  
MILLION



LINKEDIN AD REACH  
vs. TOTAL POPULATION



11.2%



QUARTER-ON-QUARTER CHANGE  
IN REPORTED LINKEDIN AD REACH



+5.0%  
+43 MILLION



YEAR-ON-YEAR CHANGE IN  
REPORTED LINKEDIN AD REACH



+11.4%  
+92 MILLION

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



17.5%



LINKEDIN AD REACH  
vs. POPULATION AGED 18+



16.0%



FEMALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH



43.7%



MALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH



56.3%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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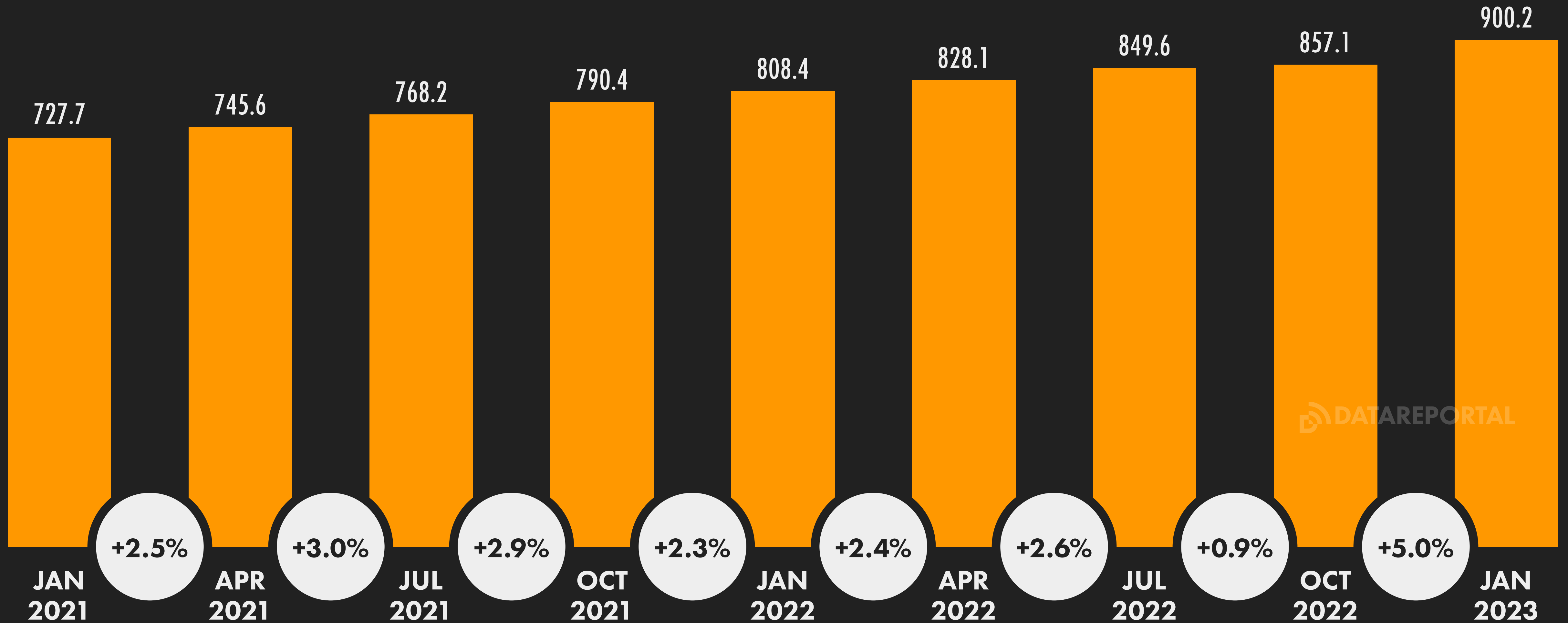
# LINKEDIN ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT.

**ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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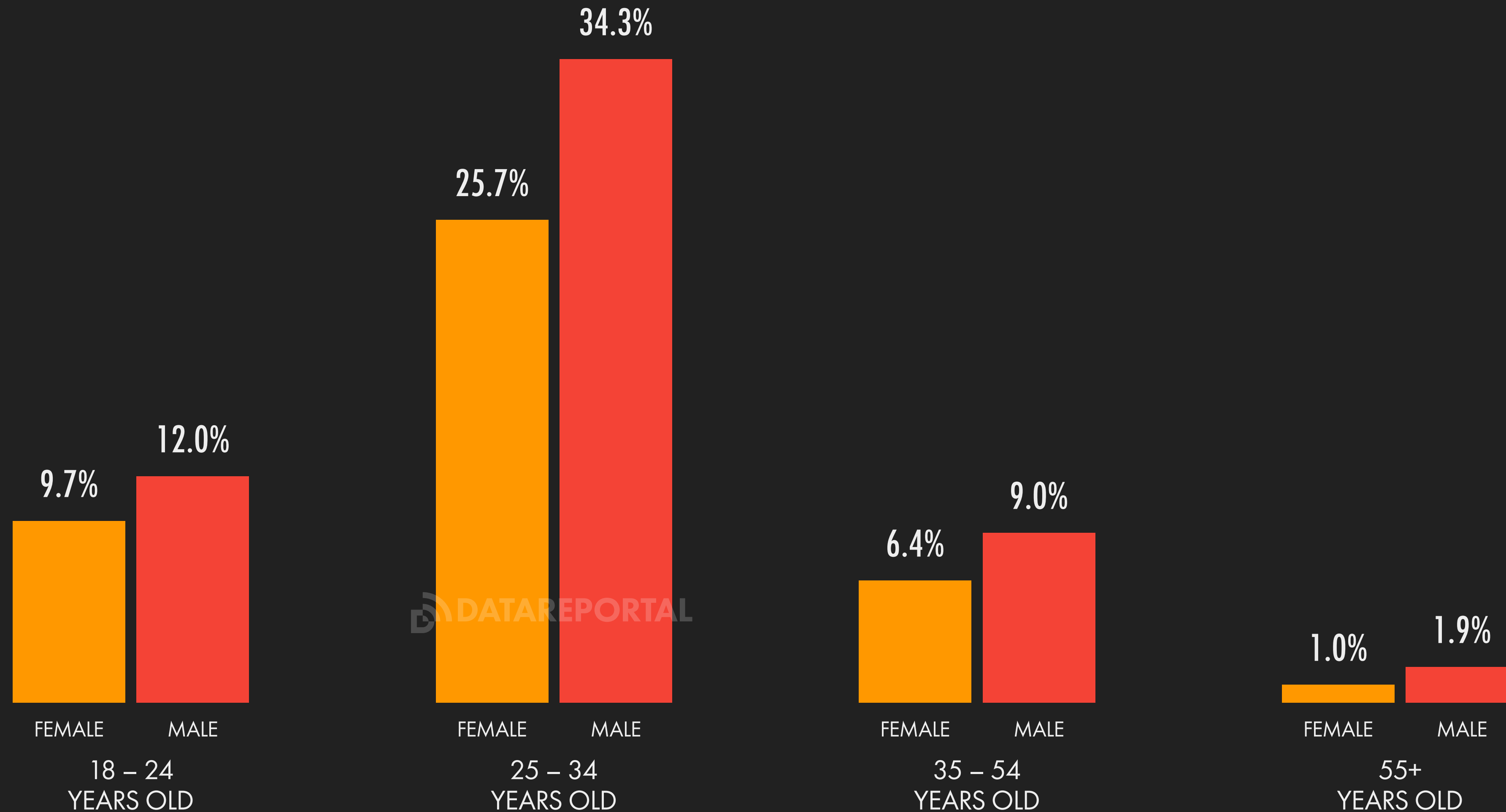
# LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



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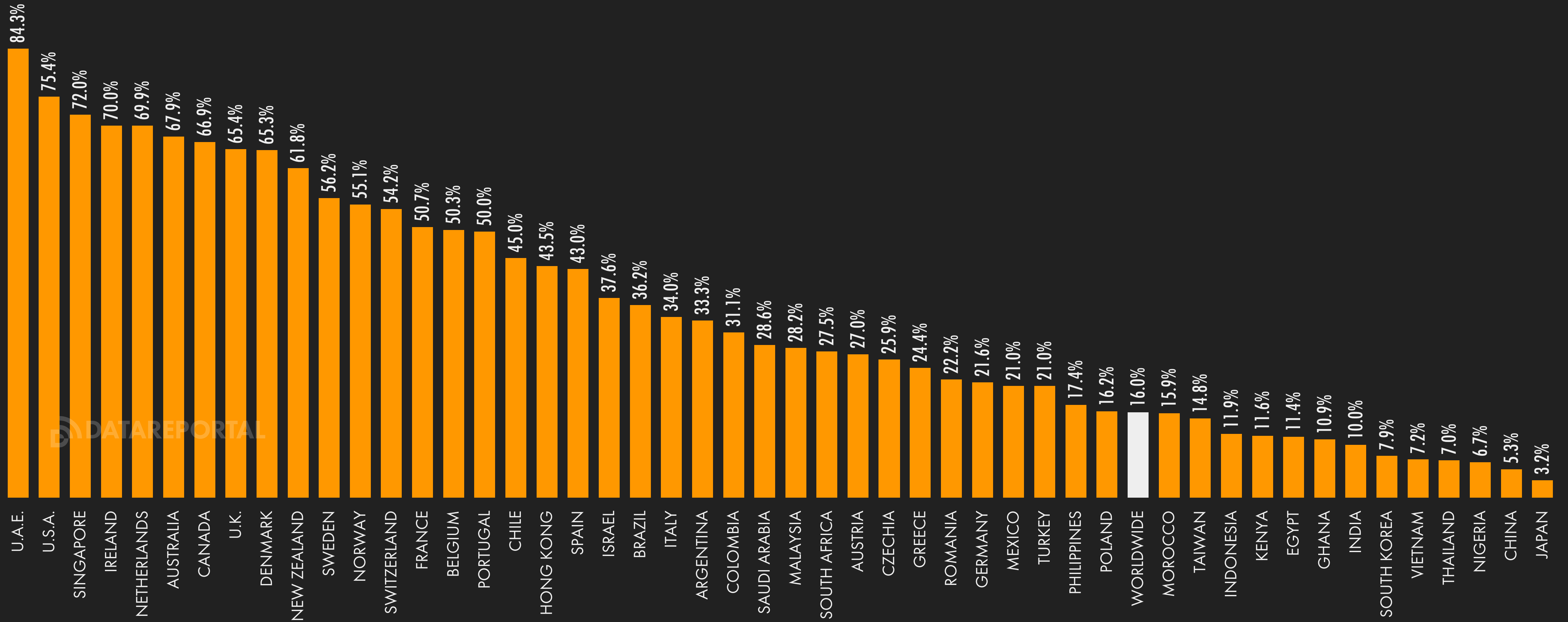
# LINKEDIN ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF LINKEDIN ADS COMPARED WITH POPULATION AGED 18+

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



GLOBAL OVERVIEW



**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	UNITED STATES OF AMERICA	200,000,000	75.4%	10=	SPAIN	17,000,000	43.0%
02	INDIA	99,000,000	10.0%	12	GERMANY	15,000,000	21.6%
03	CHINA	60,000,000	5.3%	13	AUSTRALIA	14,000,000	67.9%
04	BRAZIL	59,000,000	36.2%	14=	PHILIPPINES	13,000,000	17.4%
05	UNITED KINGDOM	35,000,000	65.4%	14=	TURKEY	13,000,000	21.0%
06	FRANCE	26,000,000	50.7%	16	COLOMBIA	12,000,000	31.1%
07	INDONESIA	23,000,000	11.9%	17=	ARGENTINA	11,000,000	33.3%
08	CANADA	21,000,000	66.9%	17=	SOUTH AFRICA	11,000,000	27.5%
09	MEXICO	19,000,000	21.0%	19	NETHERLANDS	10,000,000	69.9%
10=	ITALY	17,000,000	34.0%	20	PAKISTAN	9,300,000	6.8%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# LINKEDIN ELIGIBLE AD REACH RATE RANKING

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

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH	#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
01	BERMUDA	102.4%*	54,000	11	ARUBA	68.1%	58,000
02	CAYMAN ISLANDS	97.0%	54,000	12	AUSTRALIA	67.9%	14,000,000
03	ICELAND	89.2%	260,000	13	CANADA	66.9%	21,000,000
04	ANDORRA	86.0%	58,000	14	LUXEMBOURG	66.2%	350,000
05	U.S. VIRGIN ISLANDS	84.8%	65,000	15	UNITED KINGDOM	65.4%	35,000,000
06	UNITED ARAB EMIRATES	84.3%	6,600,000	16	DENMARK	65.3%	3,100,000
07	UNITED STATES OF AMERICA	75.4%	200,000,000	17	GUAM	62.0%	74,000
08	SINGAPORE	72.0%	3,700,000	18	NEW ZEALAND	61.8%	2,500,000
09	IRELAND	70.0%	2,700,000	19	GUERNSEY	60.7%	31,000
10	NETHERLANDS	69.9%	10,000,000	20	MALTA	59.9%	270,000

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. (\*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR DETAILS.

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# MOST FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

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



GLOBAL OVERVIEW

#	ORGANISATION	FOLLOWERS
01	AMAZON	29,040,000
02	GOOGLE	27,390,000
03	LINKEDIN	24,240,000
04	TED CONFERENCES	23,160,000
05	MICROSOFT	18,680,000
06	UNILEVER	18,360,000
07	APPLE	17,970,000
08	FORBES	17,960,000
09	IBM	14,880,000
10	NESTLÉ	14,160,000

#	ORGANISATION	FOLLOWERS
11	HARVARD BUSINESS REVIEW	13,960,000
12	THE ECONOMIST	13,110,000
13	TATA CONSULTANCY SERVICES	11,630,000
14	DELOITTE	11,440,000
15	INSIDER BUSINESS	11,350,000
16	TESLA	10,980,000
17	ACCENTURE	10,030,000
18	THE WALL STREET JOURNAL	9,590,000
19	META	9,510,000
20	NETFLIX	9,400,000

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# MOST FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

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GLOBAL OVERVIEW

#	ACCOUNT HOLDER	FOLLOWERS	#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	36,120,000	11	DEEPAK CHOPRA	5,820,000
02	RICHARD BRANSON	19,770,000	12	DANIEL GOLEMAN	5,730,000
03	JEFF WEINER	10,750,000	13	JUSTIN TRUDEAU	5,490,000
04	SATYA NADELLA	10,260,000	14	GARY VAYNERCHUK	5,370,000
05	ARIANA HUFFINGTON	10,200,000	15	ADAM GRANT	5,030,000
06	MARK CUBAN	7,630,000	16	ANTHONY J JAMES	4,070,000
07	TONY ROBBINS	7,300,000	17	NARENDRA MODI	3,940,000
08	MELINDA FRENCH GATES	7,220,000	18	BRENÉ BROWN	3,900,000
09	JACK WELCH	7,160,000	19	IAN BREMMER	3,800,000
10	SIMON SINEK	6,540,000	20	KEVIN O'LEARY	3,760,000



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# MOST FOLLOWED WOMEN ON LINKEDIN

WOMEN WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN

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



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	FOLLOWERS	#	ACCOUNT HOLDER	FOLLOWERS
01	ARIANA HUFFINGTON	10,200,000	11	SARA BLAKELY	2,100,000
02	MELINDA FRENCH GATES	7,220,000	12	SUSAN CAIN	2,000,000
03	BRENÉ BROWN	3,900,000	13	JESSICA ALBA	1,790,000
04	LIZ RYAN	3,120,000	14	WHITNEY JOHNSON	1,790,000
05	GRETCHEN RUBIN	3,040,000	15	SHRADHA SHARMA	1,760,000
06	SALLIE KRAWCHECK	2,820,000	16	DR. DAMBISA MOYO	1,620,000
07	NAOMI SIMSON B.COMM	2,790,000	17	INDRA NOOYI	1,430,000
08	CHRISTINE LAGARDE	2,660,000	18	BARBARA CORCORAN	1,390,000
09	J.T. O'DONNELL	2,640,000	19	ALLIE K. MILLER	1,380,000
10	MARLA GOTTSCHALK, PH.D.	2,200,000	20	VANI KOLA	1,340,000

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# MOST FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN

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



GLOBAL OVERVIEW

#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS
01	#INDIA	67,300,000	11	#CAREERS	22,400,000	21	#BRANDING	17,900,000
02	#INNOVATION	38,600,000	12	#MARKETS	22,100,000	22	#PROFESSIONALWOMEN	17,800,000
03	#MANAGEMENT	35,800,000	13	#STARTUPS	21,100,000	23	#ADVERTISINGANDMARKETING	17,100,000
04	#HUMANRESOURCES	33,100,000	14	#MARKETING	20,300,000	24	#GENDER	16,600,000
05	#DIGITALMARKETING	27,200,000	15	#SOCIALMEDIA	19,600,000	25	#WOMENINSCIENCE	16,500,000
06	#TECHNOLOGY	26,300,000	16	#VENTURECAPITAL	19,200,000	26	#FEMINISM	16,200,000
07	#CREATIVITY	25,100,000	17	#SOCIALNETWORKING	18,900,000	27	#MOTIVATION	15,700,000
08	#FUTURE	24,400,000	18	#LEANSTARTUPS	18,900,000	28	#PERSONALDEVELOPMENT	14,600,000
09	#FUTURISM	23,400,000	19	#ECONOMY	18,600,000	29	#INVESTING	14,300,000
10	#ENTREPRENEURSHIP	22,600,000	20	#ECONOMICS	17,900,000	30	#JOBINTERVIEWS	14,300,000



**SNAPCHAT**

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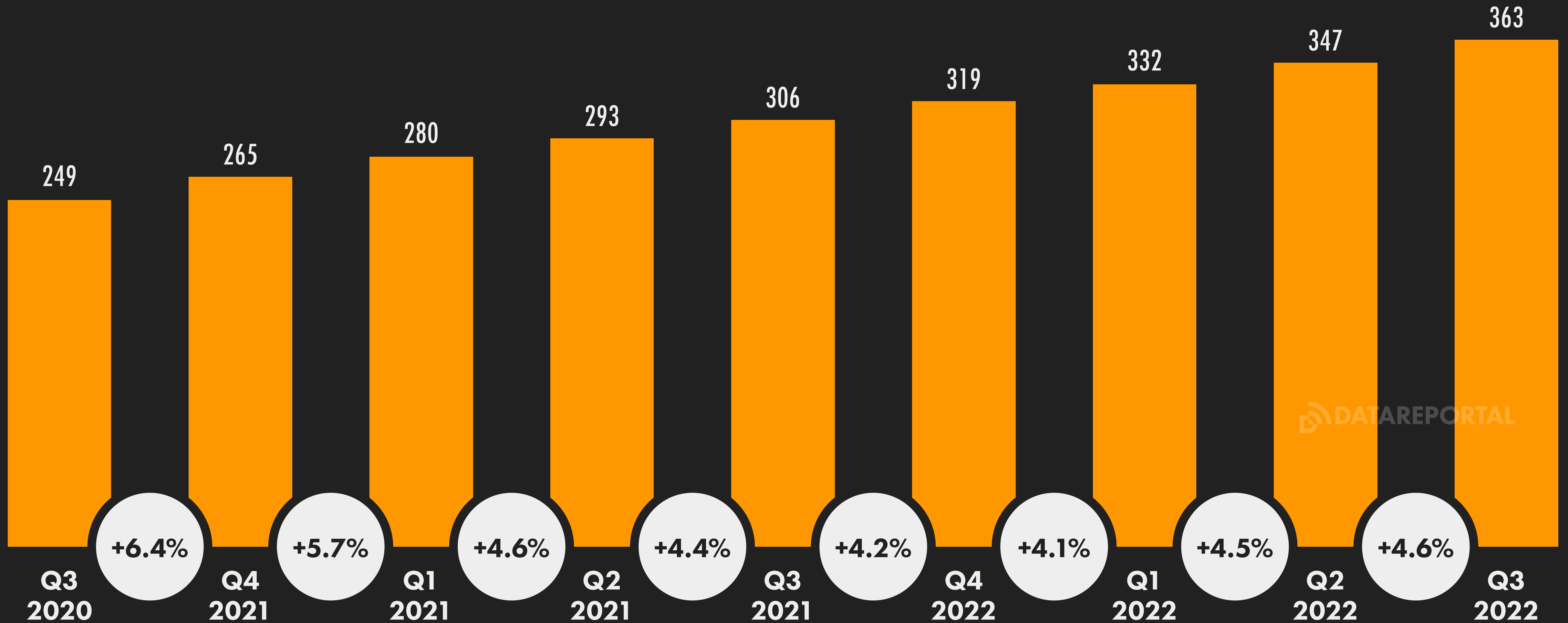
# SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

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# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON SNAPCHAT



**634.8**  
MILLION

SNAPCHAT AD REACH  
vs. TOTAL POPULATION



**7.9%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED SNAPCHAT AD REACH



**+10.3%**  
**+59 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED SNAPCHAT AD REACH



**+13.9%**  
**+78 MILLION**

SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS



**12.3%**

SNAPCHAT AD REACH  
vs. POPULATION AGED 13+



**10.1%**

FEMALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH\*



**51.0%**

MALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH\*



**48.2%**

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. (\*) GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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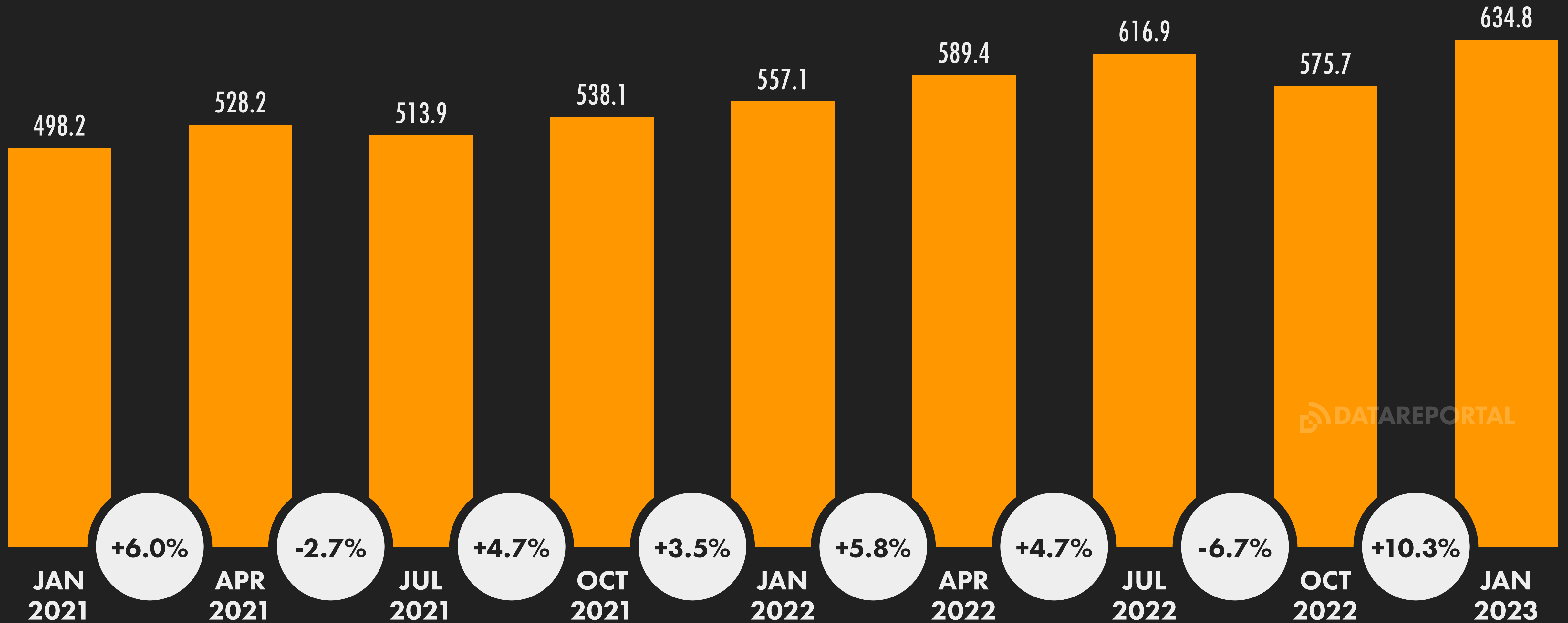
# SNAPCHAT ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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GLOBAL OVERVIEW



DATA REPORTAL

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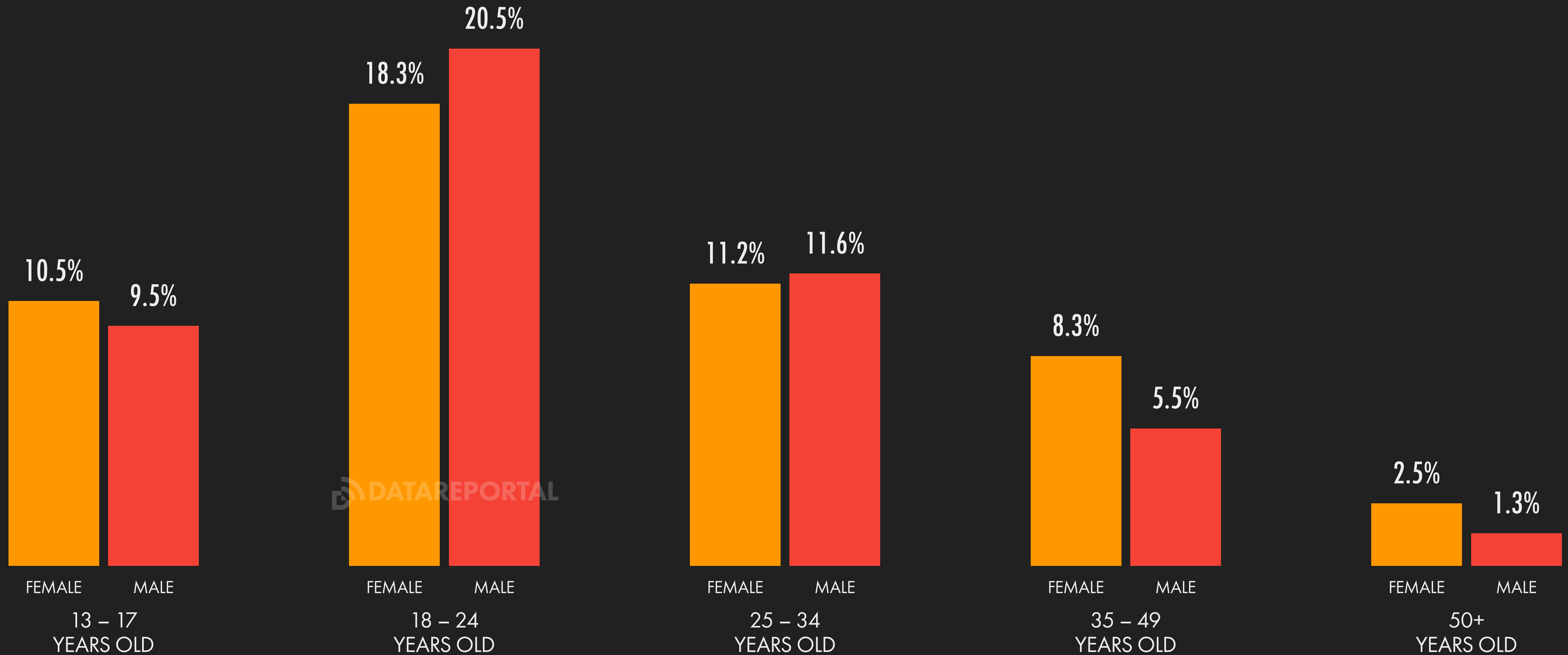
# SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

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



GLOBAL OVERVIEW



**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO TOTAL, SO VALUES WILL NOT ADD UP TO TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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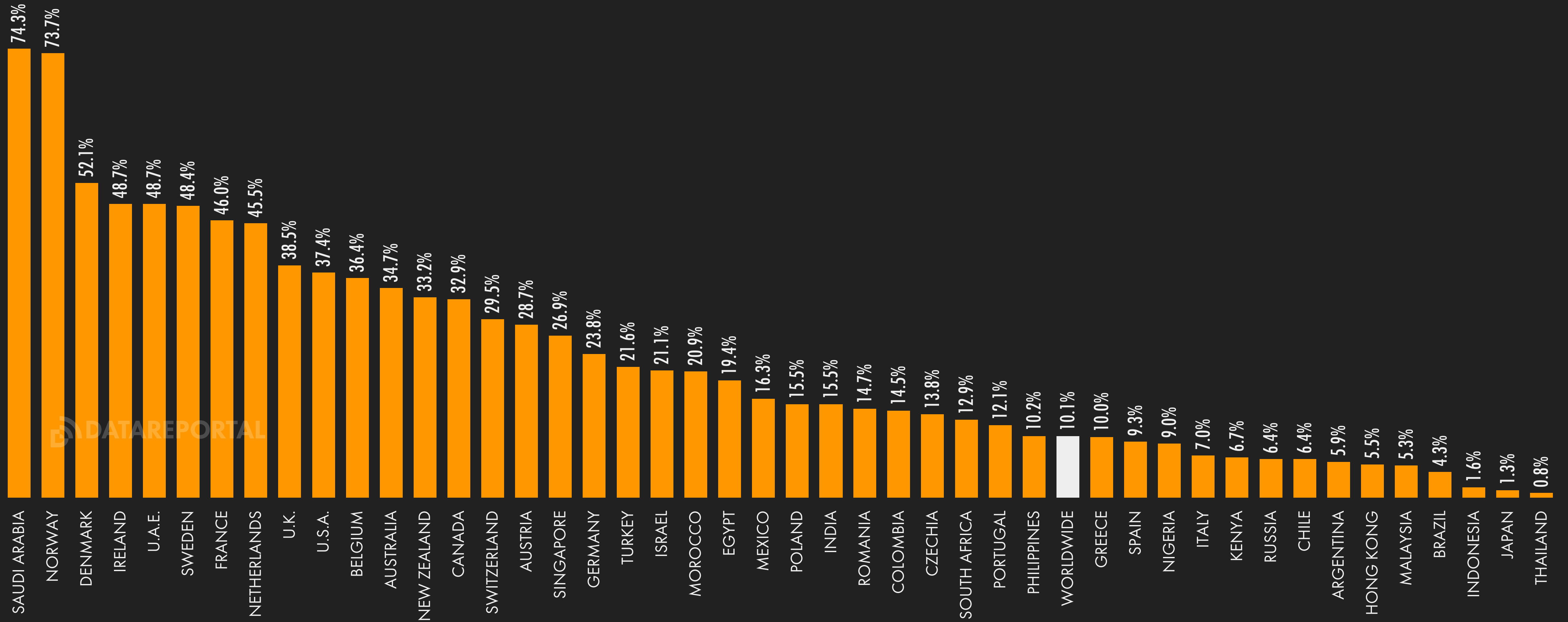
# SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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# SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	172,450,000	15.5%	11	TURKEY	14,800,000	21.6%
02	UNITED STATES OF AMERICA	107,350,000	37.4%	12	NIGERIA	12,350,000	9.0%
03	PAKISTAN	25,700,000	15.8%	13	CANADA	11,000,000	32.9%
04	FRANCE	25,400,000	46.0%	14	PHILIPPINES	8,750,000	10.2%
05	UNITED KINGDOM	22,150,000	38.5%	15	RUSSIAN FEDERATION	7,800,000	6.4%
06	SAUDI ARABIA	21,150,000	74.3%	16	AUSTRALIA	7,700,000	34.7%
07	GERMANY	17,450,000	23.8%	17	BRAZIL	7,650,000	4.3%
08	MEXICO	16,550,000	16.3%	18=	ALGERIA	6,950,000	21.0%
09	IRAQ	16,100,000	53.4%	18=	NETHERLANDS	6,950,000	45.5%
10	EGYPT	15,400,000	19.4%	20	COLOMBIA	6,150,000	14.5%

**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# SNAPCHAT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BAHRAIN	79.8%	975,000	11	SWEDEN	48.4%	4,350,000
02	LUXEMBOURG	76.0%	427,500	12	PALESTINE	47.1%	1,650,000
03	SAUDI ARABIA	74.3%	21,150,000	13	FRANCE	46.0%	25,400,000
04	NORWAY	73.7%	3,450,000	14	NETHERLANDS	45.5%	6,950,000
05	KUWAIT	60.8%	2,150,000	15	QATAR	41.8%	975,000
06	IRAQ	53.4%	16,100,000	16	JORDAN	39.6%	3,250,000
07	DENMARK	52.1%	2,650,000	17	UNITED KINGDOM	38.5%	22,150,000
08	OMAN	50.0%	1,750,000	18	FINLAND	38.3%	1,850,000
09	IRELAND	48.7%	2,050,000	19	UNITED STATES OF AMERICA	37.4%	107,350,000
10	UNITED ARAB EMIRATES	48.7%	4,000,000	20	BELGIUM	36.4%	3,650,000

**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



**TWITTER**

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2023

# TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON TWITTER



**556.0**  
MILLION

TWITTER AD REACH  
vs. TOTAL POPULATION



**6.9%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED TWITTER AD REACH



**+2.1%**  
**+12 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED TWITTER AD REACH



**+27.4%**  
**+120 MILLION**

TWITTER AD REACH  
vs. TOTAL INTERNET USERS



**10.8%**

TWITTER AD REACH  
vs. POPULATION AGED 13+



**8.9%**

FEMALE TWITTER AD REACH  
vs. TOTAL TWITTER AD REACH



**37.0%**

MALE TWITTER AD REACH  
vs. TOTAL TWITTER AD REACH



**63.0%**

**SOURCES:** TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR DETAILS.

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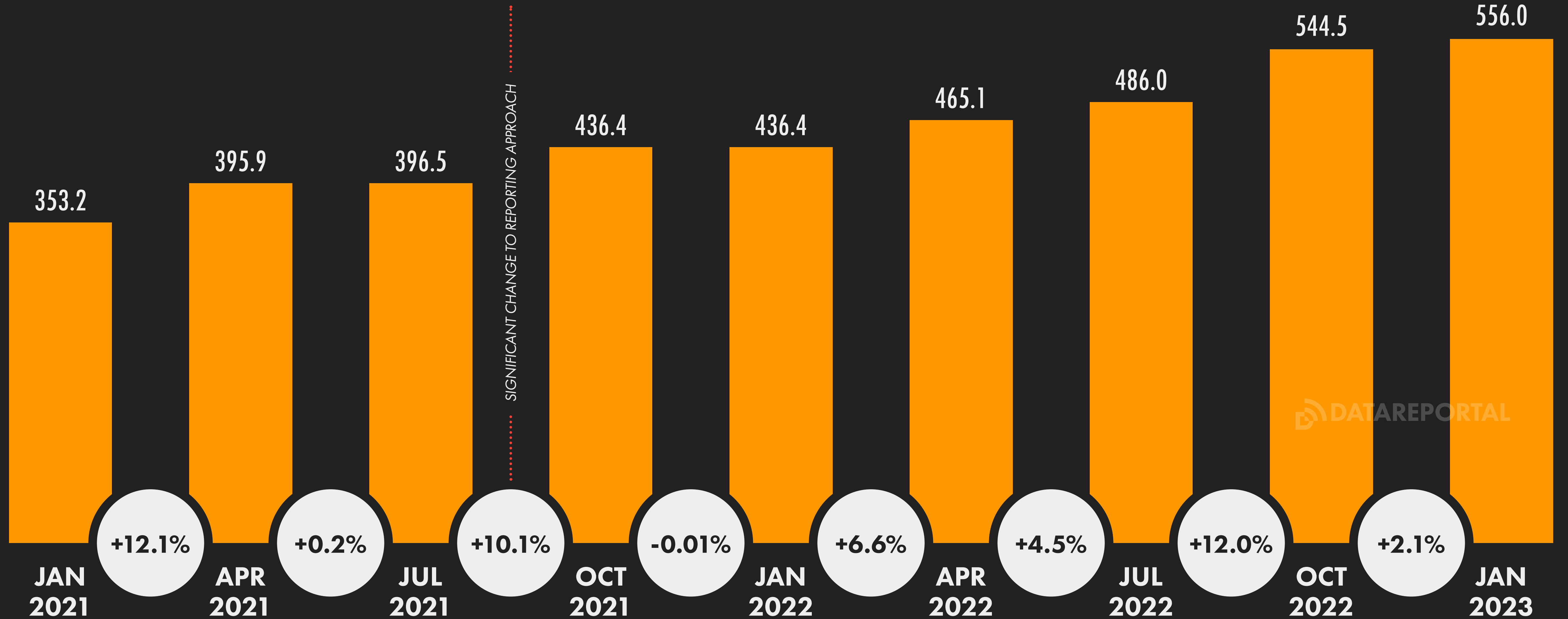
# TWITTER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TWITTER (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

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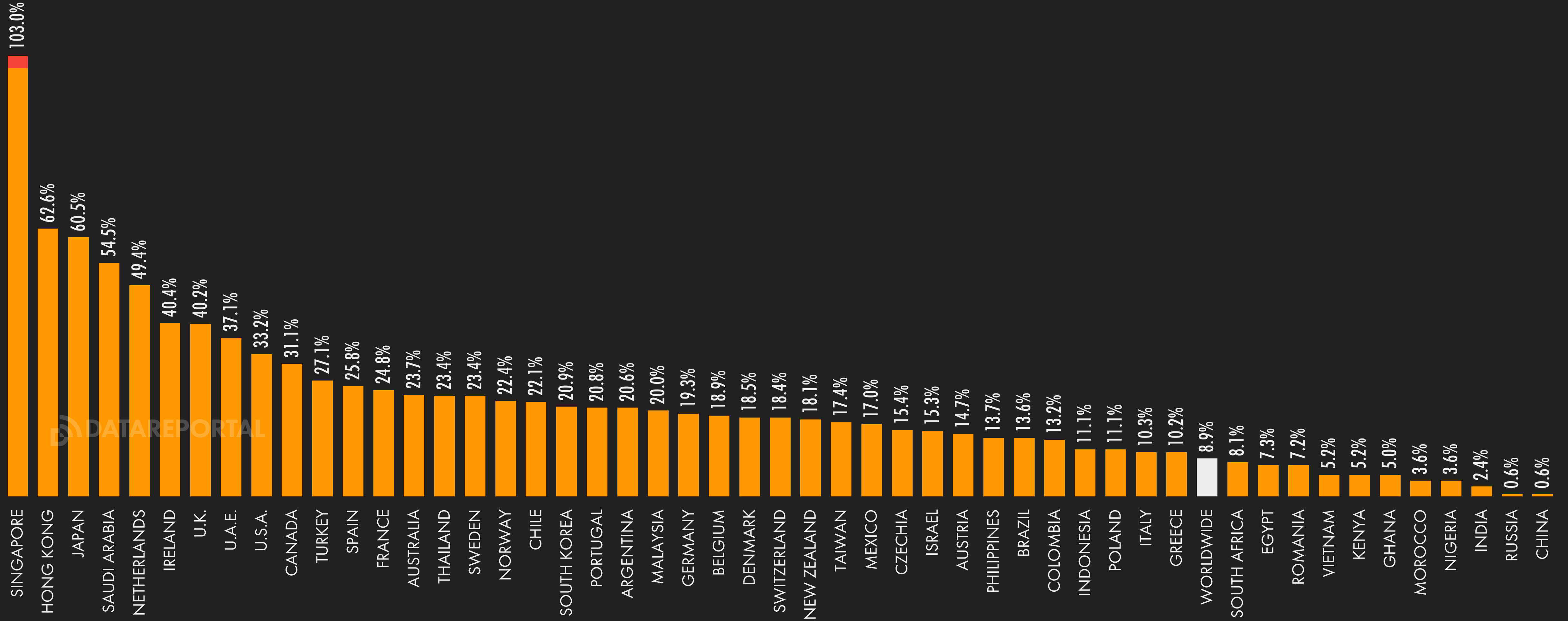
# TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF TWITTER ADS COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



**SOURCES:** TWITTER'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	UNITED STATES OF AMERICA	95,400,000	33.2%	11	GERMANY	14,100,000	19.3%
02	JAPAN	67,450,000	60.5%	12	FRANCE	13,700,000	24.8%
03	INDIA	27,250,000	2.4%	13	PHILIPPINES	11,800,000	13.7%
04	BRAZIL	24,300,000	13.6%	14	SPAIN	10,850,000	25.8%
05	INDONESIA	24,000,000	11.1%	15	CANADA	10,400,000	31.1%
06	UNITED KINGDOM	23,150,000	40.2%	16	SOUTH KOREA	9,800,000	20.9%
07	TURKEY	18,550,000	27.1%	17=	ARGENTINA	7,550,000	20.6%
08	MEXICO	17,200,000	17.0%	17=	NETHERLANDS	7,550,000	49.4%
09	SAUDI ARABIA	15,500,000	54.5%	19	CHINA	7,250,000	0.6%
10	THAILAND	14,600,000	23.4%	20	EGYPT	5,800,000	7.3%

**SOURCES:** TWITTER'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# TWITTER ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TWITTER ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	SINGAPORE	103.0%*	5,550,000	11	KUWAIT	45.2%	1,600,000
02	SEYCHELLES	101.3%*	86,950	12	QATAR	45.0%	1,050,000
03	ANDORRA	82.9%	59,400	13	CAYMAN ISLANDS	43.3%	25,450
04	LUXEMBOURG	76.6%	430,750	14	ARUBA	43.0%	39,550
05	HONG KONG	62.6%	4,200,000	15	ISLE OF MAN	41.4%	30,750
06	JAPAN	60.5%	67,450,000	16	ANTIGUA & BARBUDA	40.9%	32,550
07	SAUDI ARABIA	54.5%	15,500,000	17	IRELAND	40.4%	1,700,000
08	BAHRAIN	51.0%	622,850	18	UNITED KINGDOM	40.2%	23,150,000
09	GUERNSEY	50.0%	27,450	19	ICELAND	39.1%	123,350
10	NETHERLANDS	49.4%	7,550,000	20	UNITED ARAB EMIRATES	37.1%	3,050,000

**SOURCES:** TWITTER'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. VALUES USE MIDPOINT OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (\*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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# MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	133,300,000
02	ELON MUSK	@ELONMUSK	124,700,000
03	JUSTIN BIEBER	@JUSTINBIEBER	113,600,000
04	KATY PERRY	@KATYPERRY	108,700,000
05	RIHANNA	@RIHANNA	107,600,000
06	CRISTIANO RONALDO	@CRISTIANO	106,800,000
07	DONALD TRUMP	@REALDONALDTRUMP	87,800,000
08	NARENDRA MODI	@NARENDRAMODI	85,700,000
09	LADY GAGA	@LADYGAGA	84,900,000
10	YOUTUBE	@YOUTUBE	78,200,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	ELLEN DEGENERES	@ELLEDEGENERES	76,900,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	74,700,000
13	NASA	@NASA	69,300,000
14	TWITTER	@TWITTER	65,200,000
15	CNN BREAKING NEWS	@CNNBRK	64,100,000
16	JUSTIN TIMBERLAKE	@JTIMBERLAKE	62,700,000
17	BILL GATES	@BILLGATES	61,600,000
18	NEYMAR	@NEYMARJR	61,000,000
19	CNN	@CNN	60,900,000
20	BRITNEY SPEARS	@BRITNEYSPEARS	56,100,000

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

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# MOST USED EMOJI ON TWITTER

EMOJI THAT HAVE BEEN USED IN THE GREATEST NUMBER OF TWEETS



#	EMOJI	POSTS	#	EMOJI	POSTS	#	EMOJI	POSTS	#	EMOJI	POSTS
01	😂	3,787,100,000	11	😞	569,600,000	21	👌	431,400,000	31	✅	316,700,000
02	❤️	2,012,800,000	12	😓	559,400,000	22	😊	422,000,000	32	🏆	280,700,000
03	😭	1,705,200,000	13	😬	545,800,000	23	✨	403,100,000	33	💖	272,100,000
04	😍	1,338,200,000	14	😊	492,700,000	24	💔	360,400,000	34	🎵	263,600,000
05	♻️	986,100,000	15	🔥	492,500,000	25	😌	359,100,000	35	🙌	249,600,000
06	❤️	892,900,000	16	🙏	492,300,000	26	😎	356,300,000	36	⬅️	241,100,000
07	😊	830,100,000	17	👍	468,000,000	27	💜	355,600,000	37	🙈	234,300,000
08	😓	618,600,000	18	😄	456,000,000	28	💙	351,100,000	38	😊	232,400,000
09	💕	616,900,000	19	👁️	454,600,000	29	😓	331,300,000	39	😄	219,600,000
10	😘	607,600,000	20	😊	447,400,000	30	😳	328,100,000	40	💀	218,700,000

**SOURCE:** EMOJITRACKER. **NOTES:** FIGURES REPRESENT THE NUMBER OF TWEETS CONTAINING AT LEAST ONE INSTANCE OF EACH EMOJI THAT HAVE BEEN PUBLISHED TO TWITTER SINCE 04 JULY 2013. TWEETS CONTAINING MULTIPLE INSTANCES OF THE SAME EMOJI ARE ONLY COUNTED ONCE. POST COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.



**PINTEREST**

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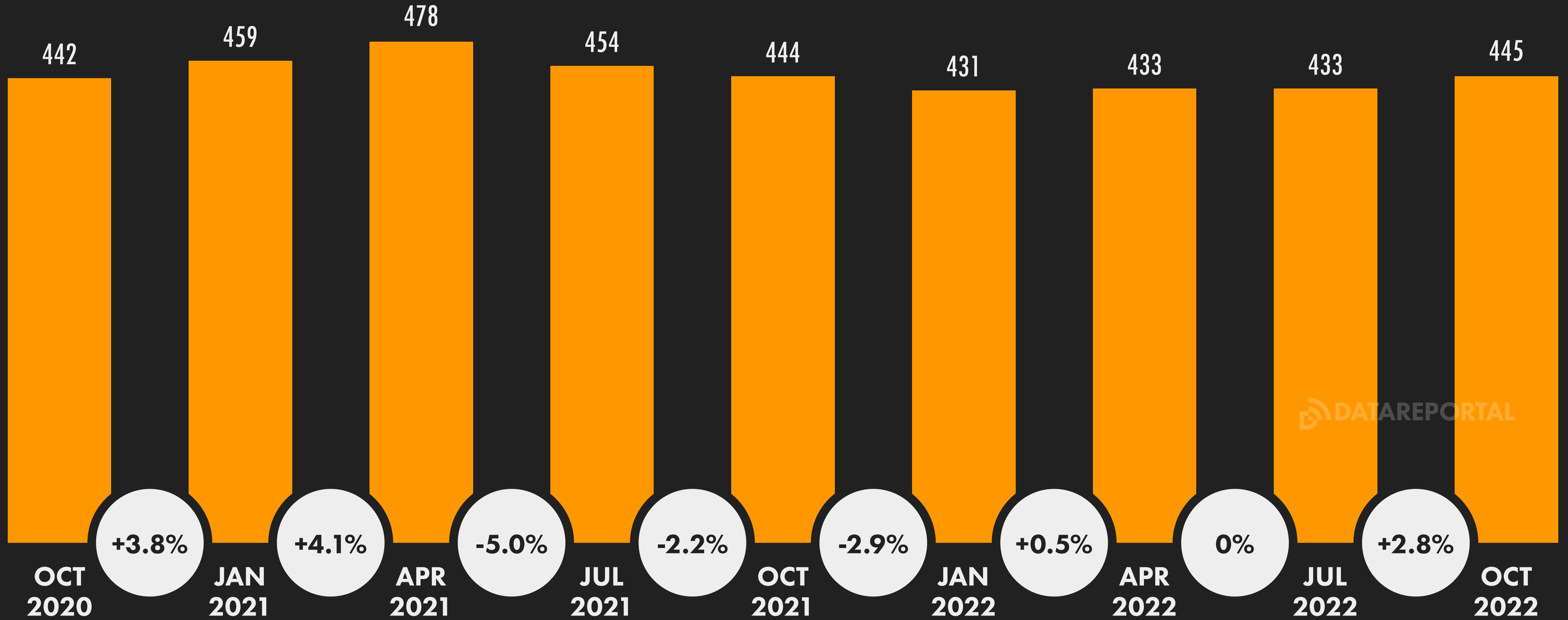
# PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

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# PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH  
OF ADS ON PINTEREST



**249.7**  
MILLION

PINTEREST AD REACH  
vs. TOTAL POPULATION



**3.1%**

QUARTER-ON-QUARTER CHANGE  
IN REPORTED PINTEREST AD REACH



**-7.8%**  
**-21 MILLION**

YEAR-ON-YEAR CHANGE IN  
REPORTED PINTEREST AD REACH



**+10.6%**  
**+24 MILLION**

PINTEREST AD REACH  
vs. TOTAL INTERNET USERS



**4.8%**

PINTEREST AD REACH  
vs. POPULATION AGED 13+



**4.0%**

FEMALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



**76.2%**

MALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



**17.2%**

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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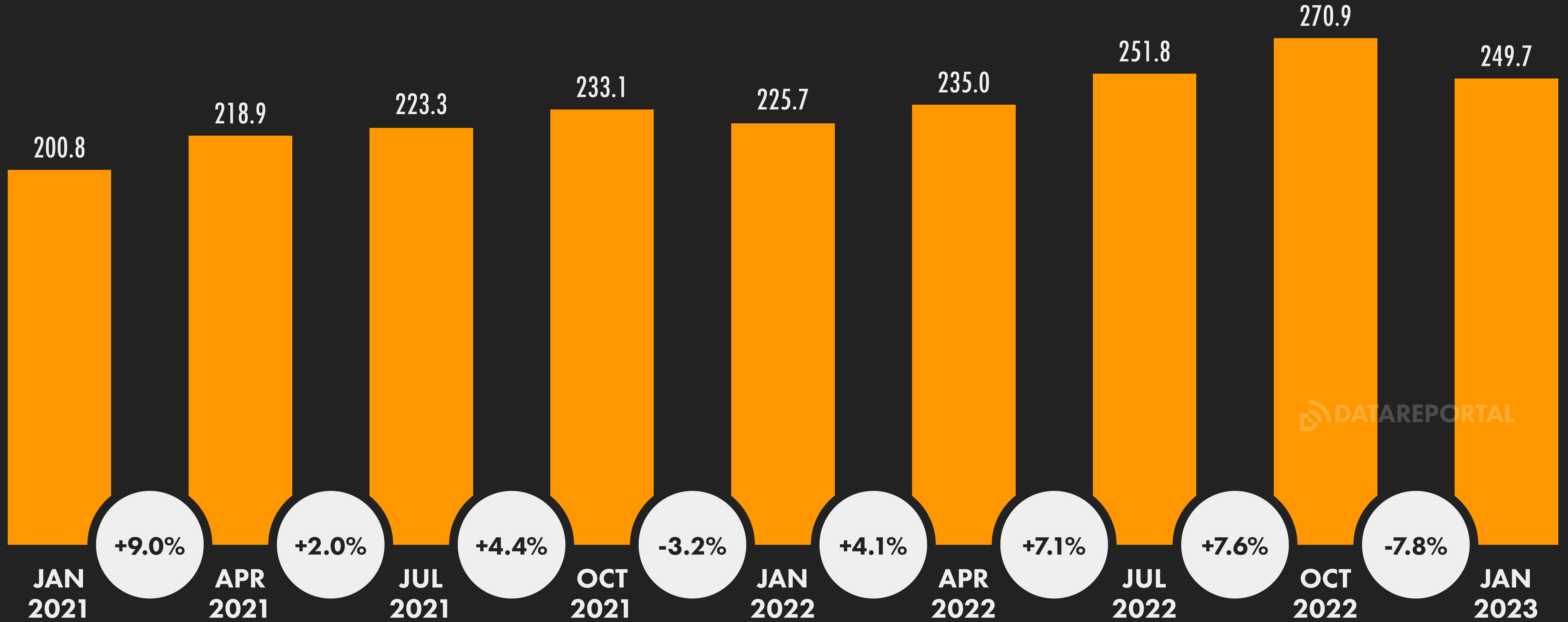
# PINTEREST ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST (IN MILLIONS OF USERS), AND CHANGE IN REPORTED REACH OVER TIME

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



GLOBAL OVERVIEW



DATA REPORTAL

**SOURCE:** PINTEREST'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR GROWTH RATE OVER TIME MAY BE IMPACTED BY REVISIONS TO BASE DATA AND CHANGES IN LOCATION COVERAGE. **COMPARABILITY:** PINTEREST ADDED A NUMBER OF NEW COUNTRIES TO ITS AD TARGETING TOOL IN Q2 2022, SO FIGURES FOR JULY 2022 ONWARDS MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES FOR PRIOR PERIODS.

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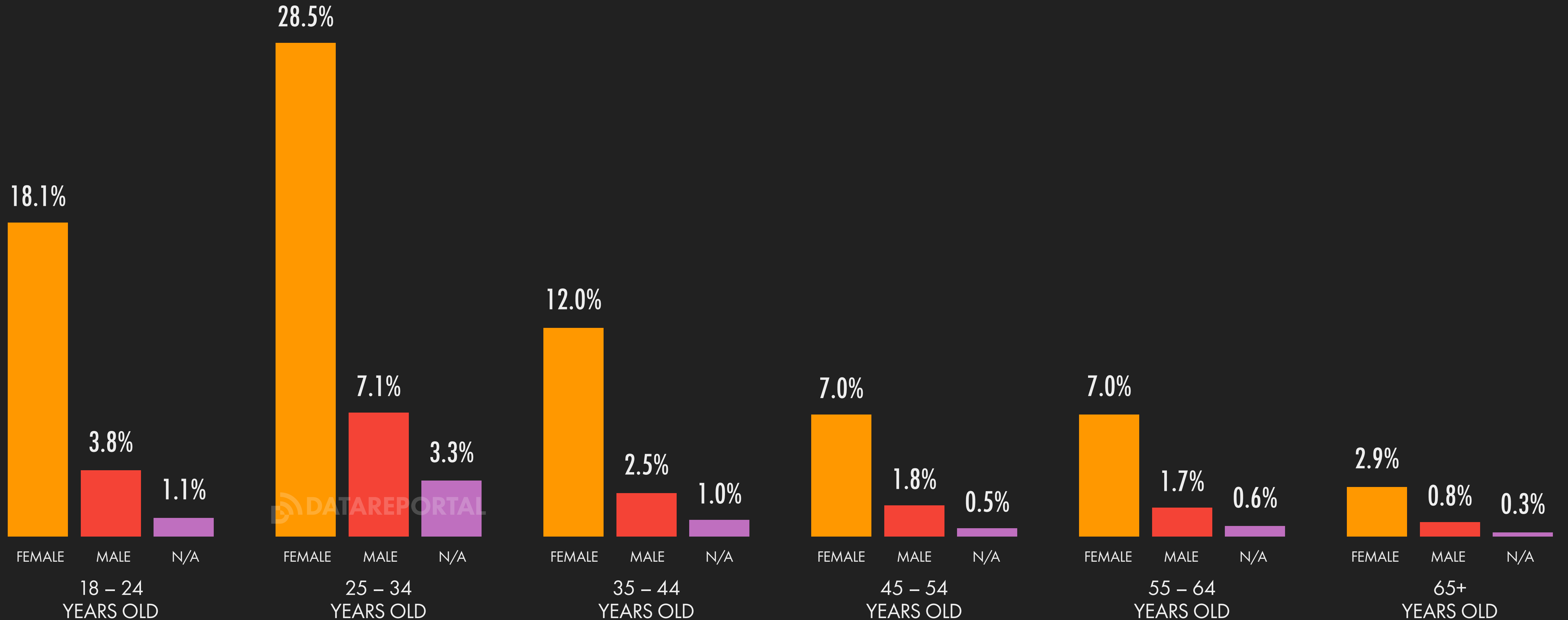
# PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

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



GLOBAL OVERVIEW



**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "N/A" REPRESENT SHARE OF USERS OF "UNSPECIFIED" GENDER, AS REPORTED IN PINTEREST'S TOOLS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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# PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	UNITED STATES OF AMERICA	84,595,000	29.4%	11	JAPAN	6,925,000	6.2%
02	BRAZIL	28,050,000	15.7%	12	COLOMBIA	5,970,000	14.1%
03	MEXICO	19,445,000	19.2%	13	POLAND	5,420,000	15.0%
04	GERMANY	15,875,000	21.7%	14	NETHERLANDS	4,430,000	29.0%
05	FRANCE	10,650,000	19.3%	15	CHILE	3,570,000	21.6%
06	CANADA	8,440,000	25.2%	16	AUSTRALIA	3,445,000	15.5%
07	ITALY	8,075,000	15.3%	17	BELGIUM	2,687,000	26.8%
08	UNITED KINGDOM	7,610,000	13.2%	18	PORTUGAL	2,060,000	22.6%
09	ARGENTINA	7,090,000	19.4%	19	ROMANIA	2,005,000	11.6%
10	SPAIN	7,010,000	16.7%	20	GREECE	1,835,000	20.0%

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



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# PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	UNITED STATES OF AMERICA	29.4%	84,595,000	11	GERMANY	21.7%	15,875,000
02	LUXEMBOURG	29.1%	163,500	12	CHILE	21.6%	3,570,000
03	NETHERLANDS	29.0%	4,430,000	13	DENMARK	20.9%	1,065,000
04	GUAM	27.7%	37,000	14	SWITZERLAND	20.8%	1,583,500
05	BELGIUM	26.8%	2,687,000	15	GREECE	20.0%	1,835,000
06	CANADA	25.2%	8,440,000	16	CYPRUS	19.9%	215,500
07	U.S. VIRGIN ISLANDS	24.2%	20,000	17	HUNGARY	19.6%	1,755,000
08	PORTUGAL	22.6%	2,060,000	18	FINLAND	19.5%	943,000
09	AUSTRIA	22.3%	1,743,500	19	ARGENTINA	19.4%	7,090,000
10	MALTA	22.1%	104,500	20	FRANCE	19.3%	10,650,000

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; U.N.; KEIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



**OTHER SOCIAL PLATFORMS**

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# WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

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



GLOBAL OVERVIEW

GLOBAL  
MONTHLY ACTIVE  
WHATSAPP USERS



KEPIOS

2

BILLION

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
TOTAL POPULATION



Meltwater

25.0%

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
POPULATION AGED 13+



we  
are  
social

31.9%

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

46.5%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



53.5%

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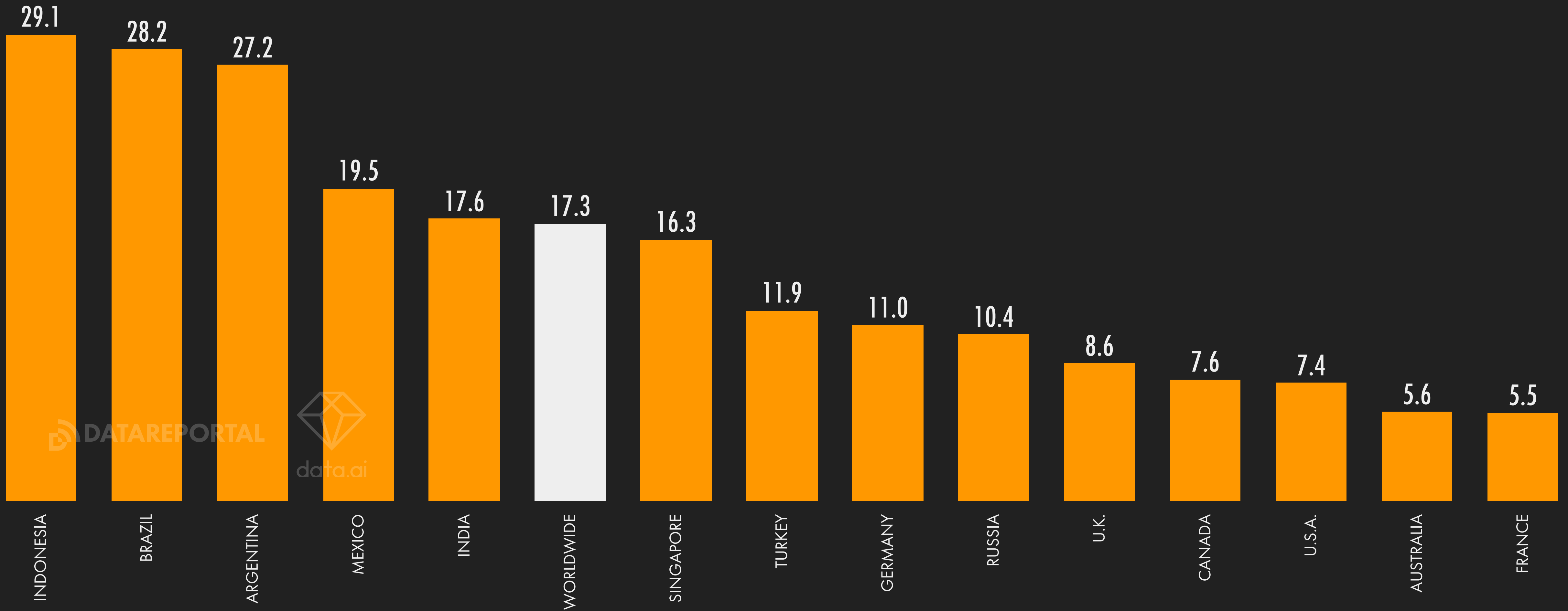
# WHATSAPP: TIME SPENT USING MOBILE APP

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

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



GLOBAL OVERVIEW



DATA REPORTAL



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# WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

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



GLOBAL OVERVIEW

COMBINED GLOBAL  
MONTHLY ACTIVE USERS  
OF WECHAT AND WEIXIN



**1.31**  
BILLION

MONTHLY ACTIVE WECHAT  
AND WEIXIN USERS vs.  
TOTAL POPULATION



we  
are  
social

**16.3%**

MONTHLY ACTIVE WECHAT  
AND WEIXIN USERS vs.  
POPULATION AGED 13+



Meltwater

**20.9%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWl.

**47.7%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**52.3%**

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# TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

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



GLOBAL OVERVIEW

GLOBAL  
MONTHLY ACTIVE  
TELEGRAM USERS



we  
are  
social

**700**  
MILLION

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
TOTAL POPULATION



Meltwater

**8.7%**

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
POPULATION AGED 16+



**11.9%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**42.6%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**57.4%**

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# DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

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



GLOBAL OVERVIEW

DAILY ACTIVE  
DOUYIN USERS



we  
are  
social

715.0  
MILLION

DAILY ACTIVE  
DOUYIN USERS vs.  
TOTAL POPULATION



Meltwater

8.9%

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

48.5%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



51.5%

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# KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE  
KUAISHOU USERS



we  
are  
social

**626.0**  
MILLION

MONTHLY ACTIVE  
KUAISHOU USERS vs.  
TOTAL POPULATION



Meltwater

**7.8%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**46.9%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**53.1%**



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# SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE

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



GLOBAL OVERVIEW

MONTHLY  
ACTIVE SINA  
WEIBO USERS



we  
are  
social

**584**  
MILLION

MONTHLY ACTIVE  
SINA WEIBO USERS vs.  
TOTAL POPULATION



KEPIOS

**7.3%**

MONTHLY ACTIVE  
SINA WEIBO USERS vs.  
POPULATION AGED 14+



Meltwater

**9.5%**

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%**

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# QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

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



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE  
QQ USERS ACCESSING  
VIA SMART DEVICES



Meltwater

574.4  
MILLION

MONTHLY ACTIVE SMART  
DEVICE QQ USERS vs.  
TOTAL POPULATION



Meltwater

7.2%

MONTHLY ACTIVE SMART  
DEVICE QQ USERS vs.  
POPULATION AGED 13+



KEPIOS

9.2%

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



we  
are  
social

48.3%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

51.7%

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# REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE

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



GLOBAL OVERVIEW

DAILY ACTIVE  
REDDIT USERS



we  
are  
social

50  
MILLION

DAILY ACTIVE  
REDDIT USERS vs.  
TOTAL POPULATION



KEPIOS

0.6%

DAILY ACTIVE  
REDDIT USERS vs.  
POPULATION AGED 13+



Meltwater

0.8%

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

38.0%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



62.0%

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# QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE  
QUORA USERS



Meltwater

300  
MILLION

MONTHLY ACTIVE  
QUORA USERS vs.  
TOTAL POPULATION



Meltwater

3.7%

MONTHLY ACTIVE  
QUORA USERS vs.  
POPULATION AGED 13+



KEPIOS

4.8%

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



KEPIOS

42.4%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

57.6%

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# DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE  
DISCORD USERS



KEPIOS

**150**  
MILLION

MONTHLY ACTIVE  
DISCORD USERS vs.  
TOTAL POPULATION



we  
are  
social

**1.9%**

MONTHLY ACTIVE  
DISCORD USERS vs.  
POPULATION AGED 13+



Meltwater

**2.4%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**34.5%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**65.5%**



**MOBILE**

JAN  
2023

# MOBILE CONNECTIVITY

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



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



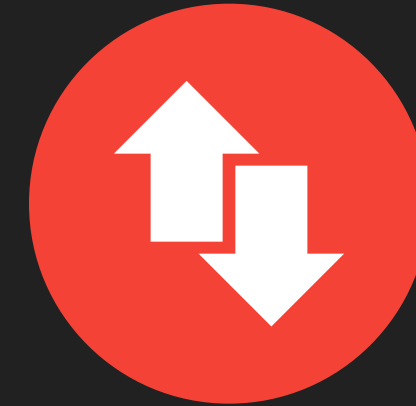
**5.44**  
**BILLION**

UNIQUE MOBILE USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



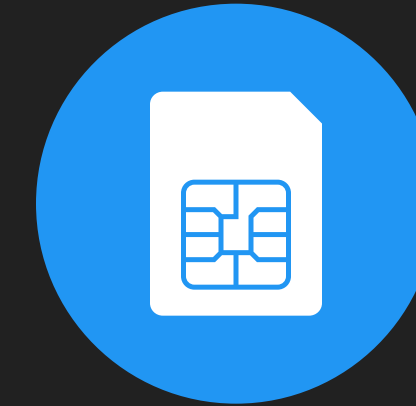
**68.0%**  
**YOY: +2.8% (+182 BPS)**

ANNUAL CHANGE IN  
THE NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS



**+3.2%**  
**+168 MILLION**

AVERAGE NUMBER OF  
MOBILE CONNECTIONS PER  
UNIQUE MOBILE SUBSCRIBER



**1.55**  
**YOY: -1.0%**

CELLULAR MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



**8.46**  
**BILLION**

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



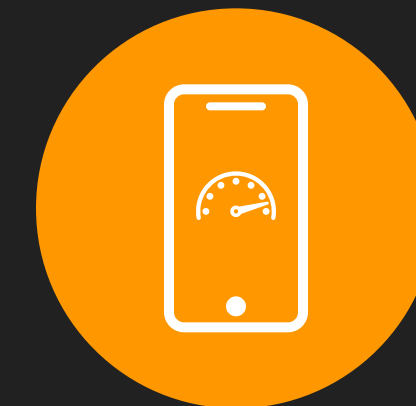
**+2.2%**  
**+180 MILLION**

TOTAL NUMBER OF  
BROADBAND MOBILE  
CONNECTIONS



**7.41**  
**BILLION**

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



**87.6%**  
**YOY: +3.1% (+236 BPS)**

**SOURCE:** GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. "YOY" FIGURES SHOW YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE CHANGE. **COMPARABILITY:** REGULAR BASE REVISIONS. FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

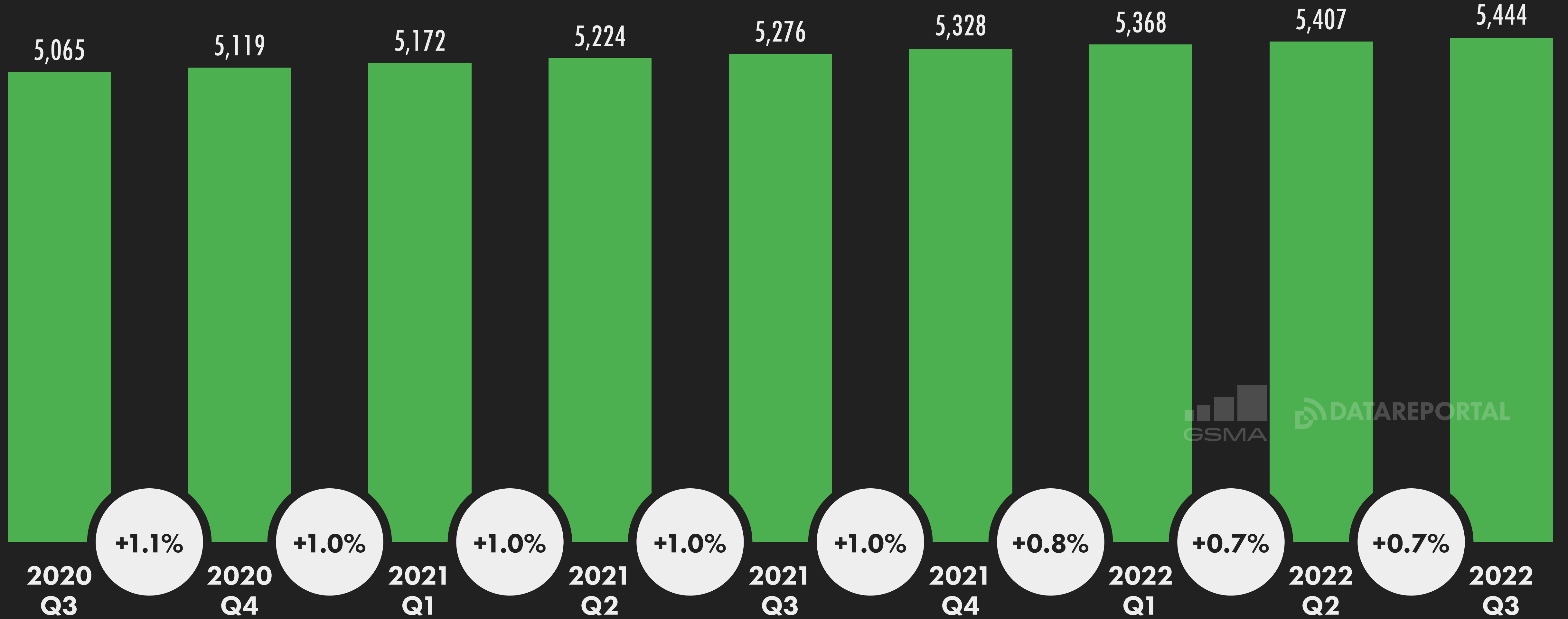
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# UNIQUE MOBILE USERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS (IN MILLIONS) USING MOBILE PHONES (ANY KIND OF HANDSET)



GLOBAL OVERVIEW





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# MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES



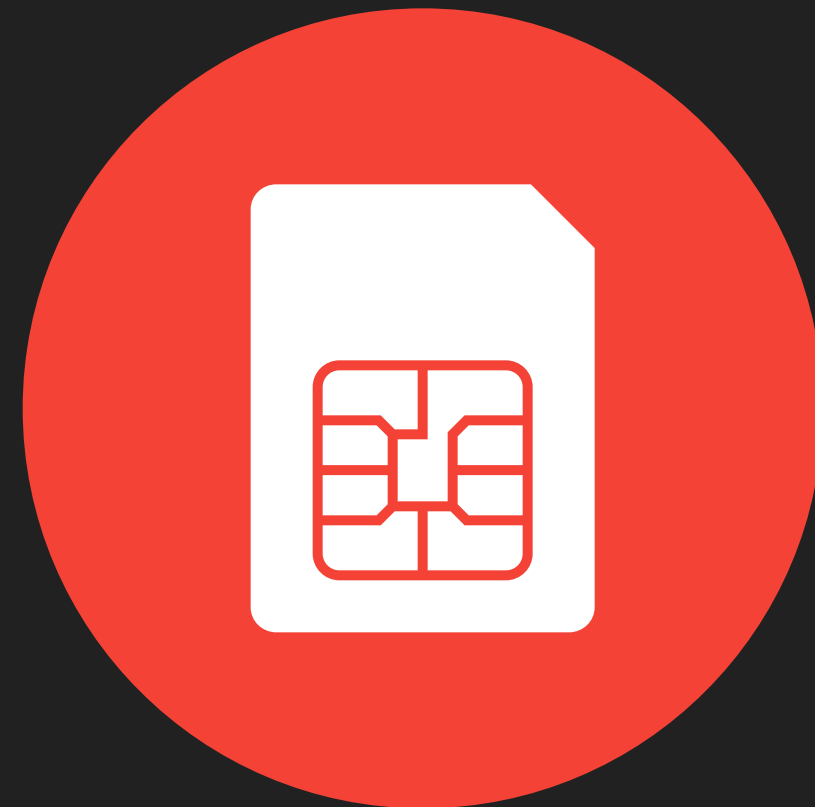
## GSMA INTELLIGENCE DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**5.44**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.46**  
BILLION



## ERICSSON DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**6.15**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.39**  
BILLION



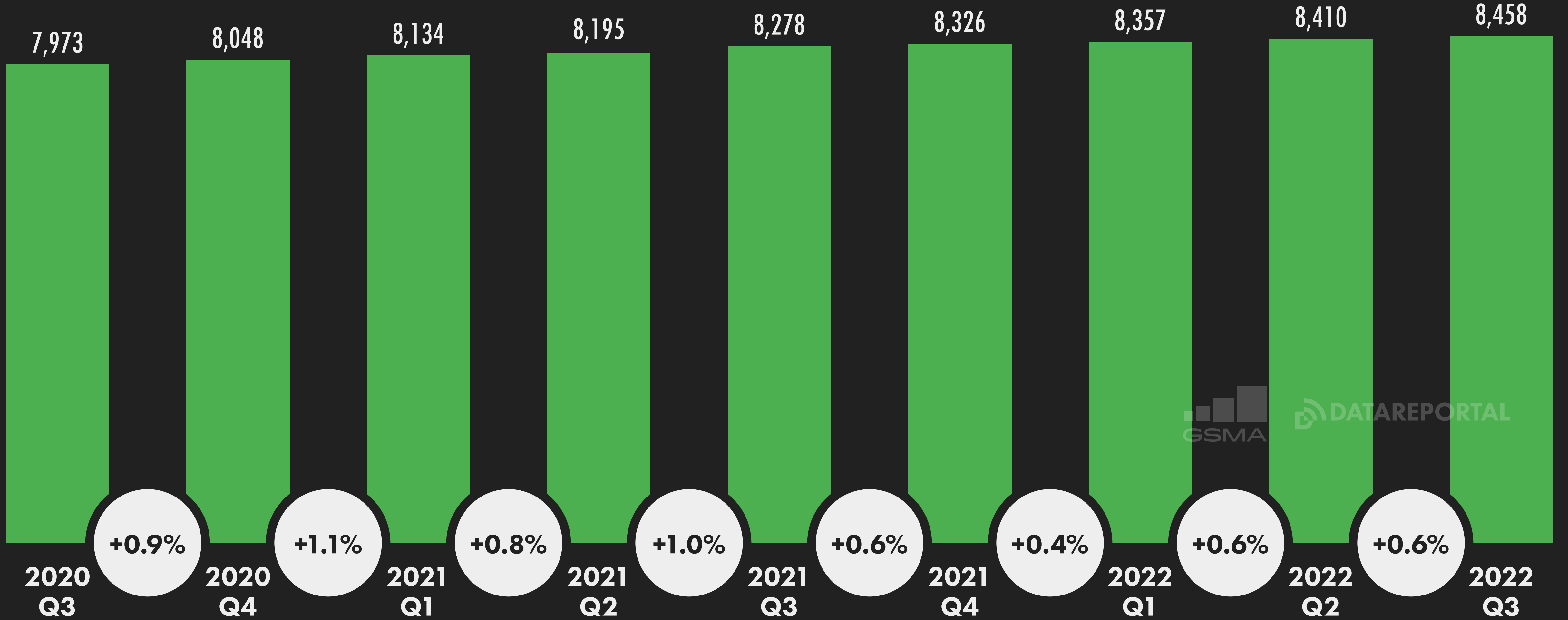
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# CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS (IN MILLIONS) OVER TIME



GLOBAL OVERVIEW



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# CONNECTED MOBILE DEVICES

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



SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



we  
are  
social

**78.7%**

**6.60 BILLION**

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



Meltwater

**16.5%**

**1.38 BILLION**

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



**4.9%**

**408 MILLION**

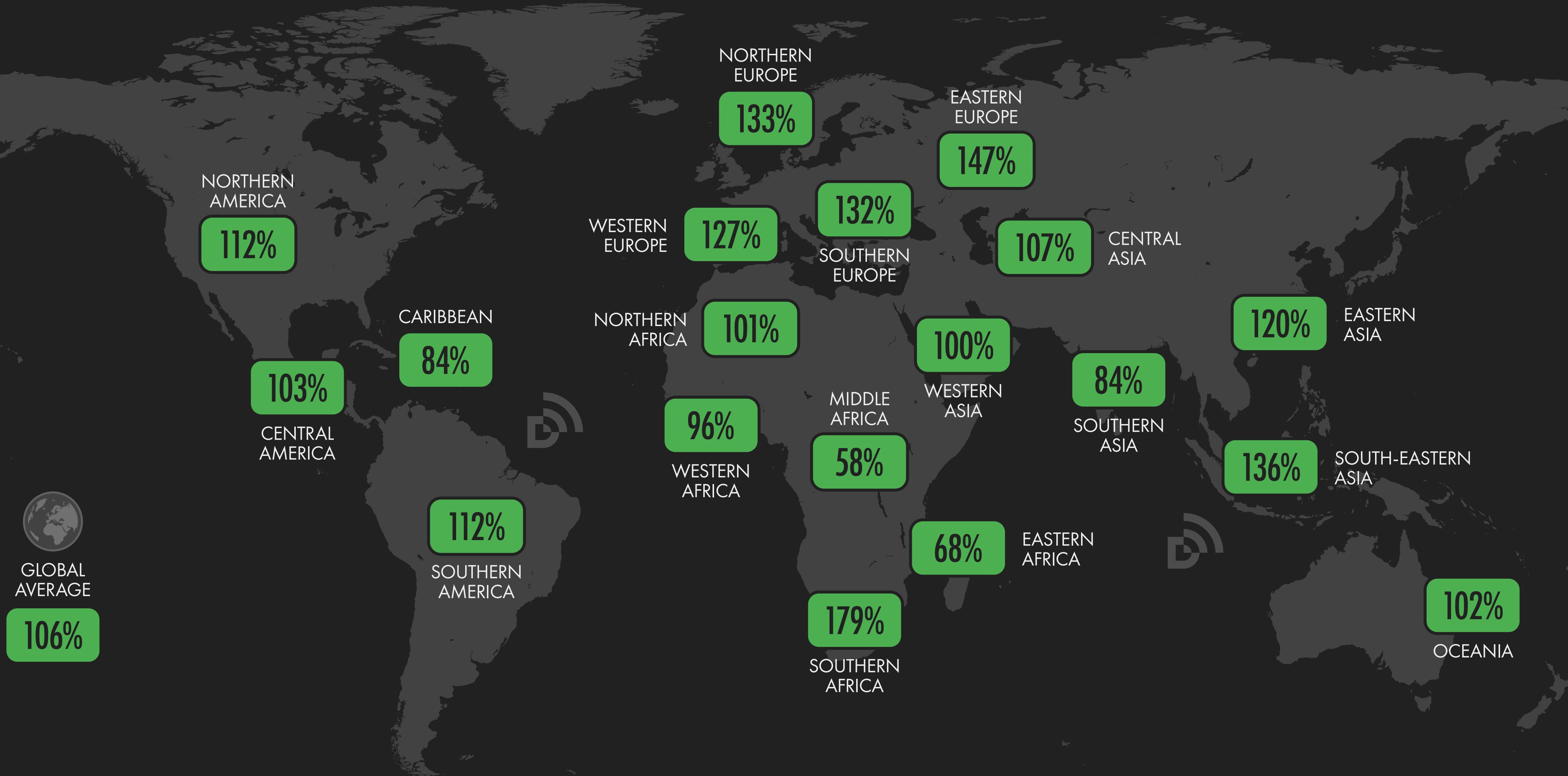
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# MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



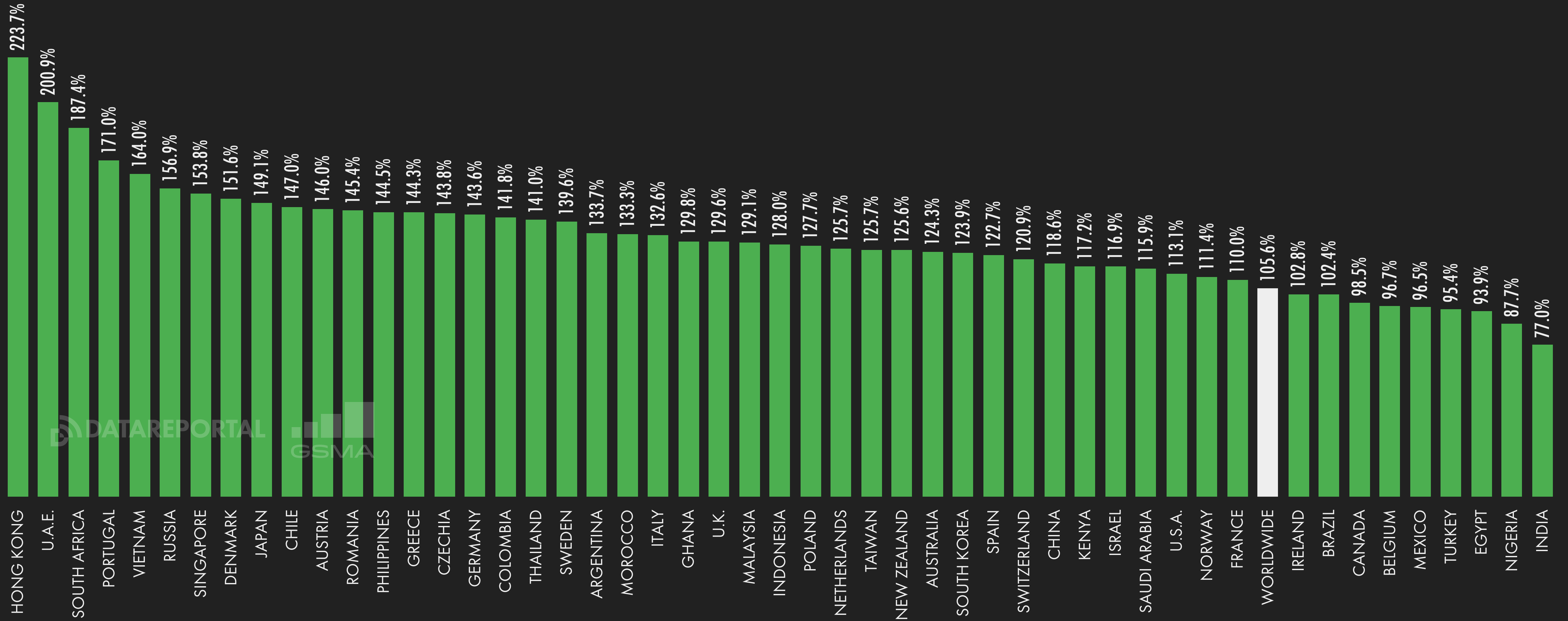
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# MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



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# MOBILE CONNECTIVITY RANKING

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



## HIGHEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	HONG KONG	223.7%	16,749,691
02	MONTENEGRO	216.0%	1,353,642
03	U.S. VIRGIN ISLANDS	211.6%	209,696
04	ANTIGUA & BARBUDA	210.9%	198,336
05	UNITED ARAB EMIRATES	200.9%	19,048,000
06	MACAU	198.6%	1,389,706
07	SOUTH AFRICA	187.4%	112,691,887
08	QATAR	180.9%	4,894,648
09	KUWAIT	178.0%	7,635,967
10	LIBYA	175.9%	12,051,646

## LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
208	NORTH KOREA	20.9%	5,470,625
207	ERITREA	23.5%	871,486
206	CENTRAL AFRICAN REPUBLIC	31.6%	1,785,723
205	SOUTH SUDAN	32.5%	3,575,536
204	PAPUA NEW GUINEA	36.5%	3,740,831
203	DJIBOUTI	41.0%	462,519
202	MADAGASCAR	43.8%	13,112,761
201	SOMALIA	44.7%	7,988,306
200	DEM. REP. OF THE CONGO	47.9%	48,150,914
199	EQUATORIAL GUINEA	49.3%	834,782

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# CONNECTED DEVICES

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



FIXED  
PHONES



0.82  
BILLION

SHARE OF CONNECTIONS

3.5%

MOBILE PHONES  
(ANY TYPE)



7.98  
BILLION

SHARE OF CONNECTIONS

33.8%

PCS, LAPTOPS  
AND TABLETS



1.64  
BILLION

SHARE OF CONNECTIONS

6.9%

SHORT-RANGE  
IOT DEVICES



10.29  
BILLION

SHARE OF CONNECTIONS

43.6%

WIDE-AREA  
IOT DEVICES



2.86  
BILLION

SHARE OF CONNECTIONS

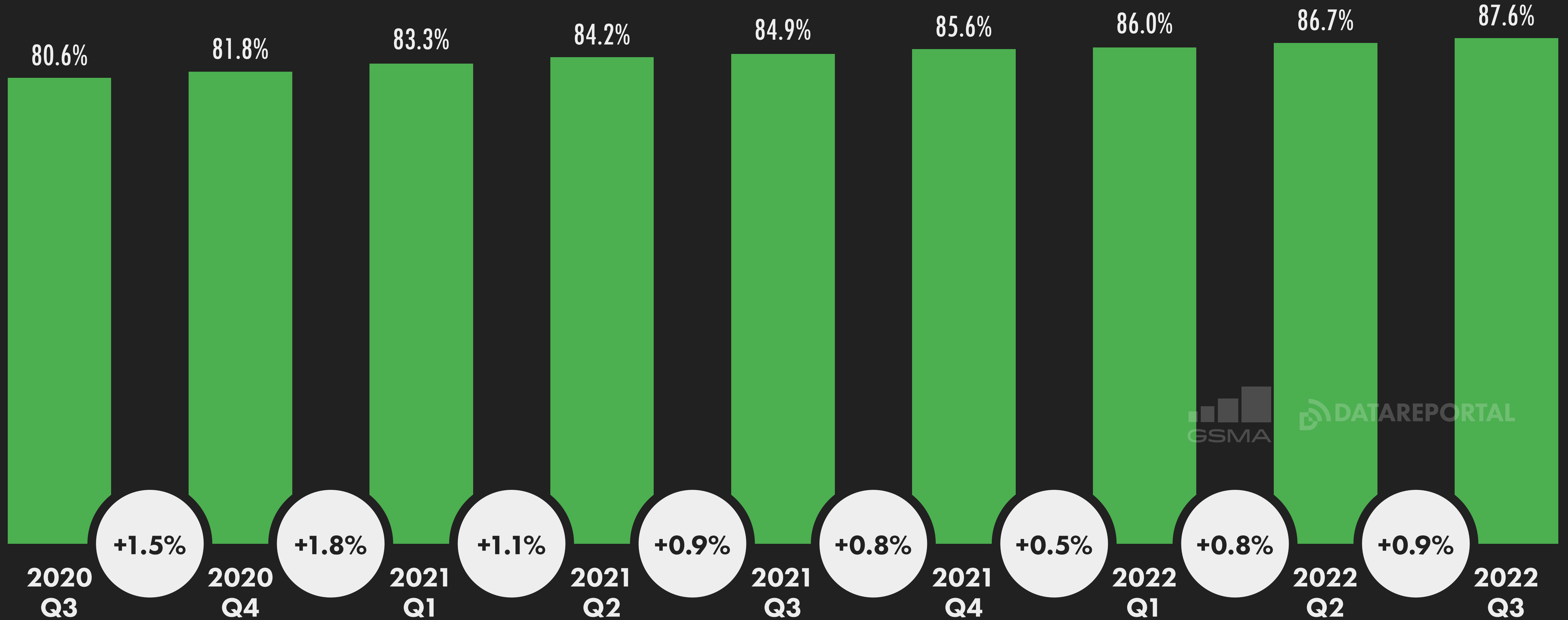
12.1%



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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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





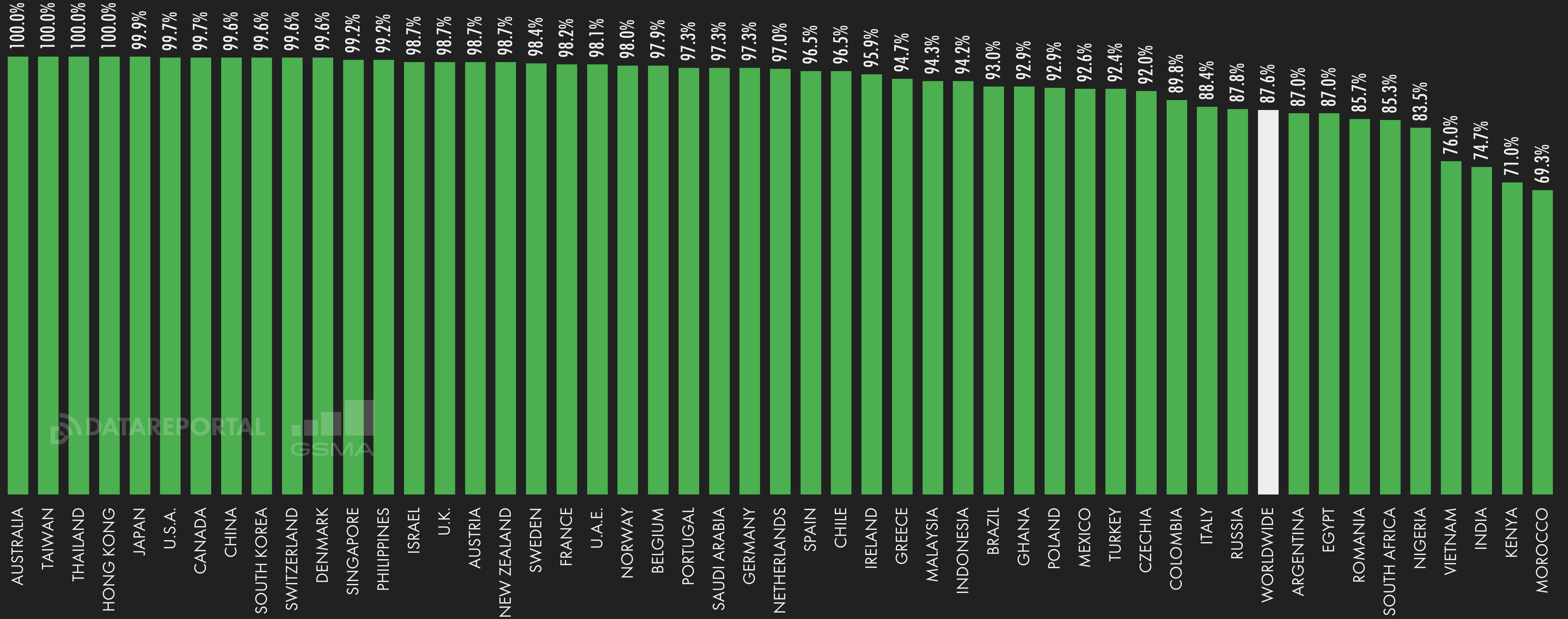
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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



GLOBAL OVERVIEW



DATA REPORTAL  
GSMA

# AFFORDABILITY OF SMARTPHONES

COUNTRIES AND TERRITORIES WHERE SMARTPHONES ARE THE MOST AND LEAST AFFORDABLE, BASED ON HANDSET PRICES vs. AVERAGE INCOME



## COUNTRIES WHERE SMARTPHONE HANDSETS ARE THE MOST AFFORDABLE

#	LOCATION	PRICE OF CHEAPEST SMARTPHONE HANDSET (USD)	SMARTPHONE COST vs. AVERAGE MONTHLY INCOME
01	UNITED KINGDOM	\$33.53	0.9%
02	IRELAND	\$56.07	1.0%
03	AUSTRALIA	\$49.91	1.0%
04	UNITED STATES OF AMERICA	\$79.99	1.4%
05	NEW ZEALAND	\$53.38	1.4%
06	UNITED ARAB EMIRATES	\$53.74	1.8%
07	FRANCE	\$66.18	1.9%
08	BULGARIA	\$17.21	1.9%
09	CANADA	\$82.90	2.0%
10	HONG KONG	\$89.42	2.0%

## COUNTRIES WHERE SMARTPHONE HANDSETS ARE THE LEAST AFFORDABLE

#	LOCATION	PRICE OF CHEAPEST SMARTPHONE HANDSET (USD)	SMARTPHONE COST vs. AVERAGE MONTHLY INCOME
154	AZERBAIJAN	\$734.71	167.8%
153	MALDIVES	\$1,033.66	152.3%
152	MALAWI	\$59.89	115.6%
151	CENTRAL AFRICAN REPUBLIC	\$49.45	114.5%
150	MADAGASCAR	\$45.03	111.3%
149	LIBERIA	\$49.00	94.8%
148	ETHIOPIA	\$59.03	77.1%
147	UGANDA	\$44.86	61.8%
146	SIERRA LEONE	\$24.25	61.4%
145	KIRIBATI	\$136.72	55.2%

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# WHERE MOBILE DATA IS LEAST AFFORDABLE

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



GLOBAL OVERVIEW

#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA	#	LOCATION	AVE. PRICE OF 1GB OF DATA vs. AVE. MONTHLY INCOME	AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA
179	YEMEN	27.6%	\$16.58	169	ZIMBABWE	5.2%	\$4.26
178	CENTRAL AFRICAN REPUBLIC	26.7%	\$8.93	168	MALAWI	5.2%	\$2.42
177	SÃO TOMÉ & PRÍNCIPE	21.7%	\$29.49	167	MOZAMBIQUE	4.9%	\$1.33
176	TOGO	18.8%	\$12.94	166	MADAGASCAR	4.7%	\$1.52
175	CHAD	13.4%	\$5.10	165	MALI	4.6%	\$2.76
174	BURUNDI	12.8%	\$1.86	164	NIGER	4.3%	\$1.85
173	LIBERIA	9.9%	\$2.63	163	SOLOMON ISLANDS	3.9%	\$6.74
172	GAMBIA	9.3%	\$4.60	162	BOTSWANA	3.7%	\$15.55
171	SYRIA	9.0%	\$8.57	161	SOUTH SUDAN	3.7%	\$2.51
170	BURKINA FASO	6.5%	\$3.83	160	EQUATORIAL GUINEA	3.6%	\$9.57

**SOURCE:** CABLE.CO.UK; WORLD BANK; KEPIOS ANALYSIS. **NOTES:** COMPARISONS WITH AVERAGE MONTHLY INCOME USE LATEST REPORTED WORLD BANK FIGURES FOR "ADJUSTED NET NATIONAL INCOME PER CAPITA (CURRENT US\$)". FIGURES FOR "AVERAGE PRICE (USD) OF 1GB OF MOBILE DATA" REPRESENT MEDIAN PRICE OF SIM-ONLY MOBILE PLANS OFFERING AT LEAST 1GB OF MOBILE DATA. PRICES SHOWN IN U.S. DOLLARS; CURRENCY CONVERSION AS PER CABLE.CO.UK'S METHODOLOGY AND CALCULATIONS. PLEASE REFER TO DETAILED SOURCE NOTES [HERE](#). **ADVISORY:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; RANKING BASED ON AVAILABLE DATA ONLY. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

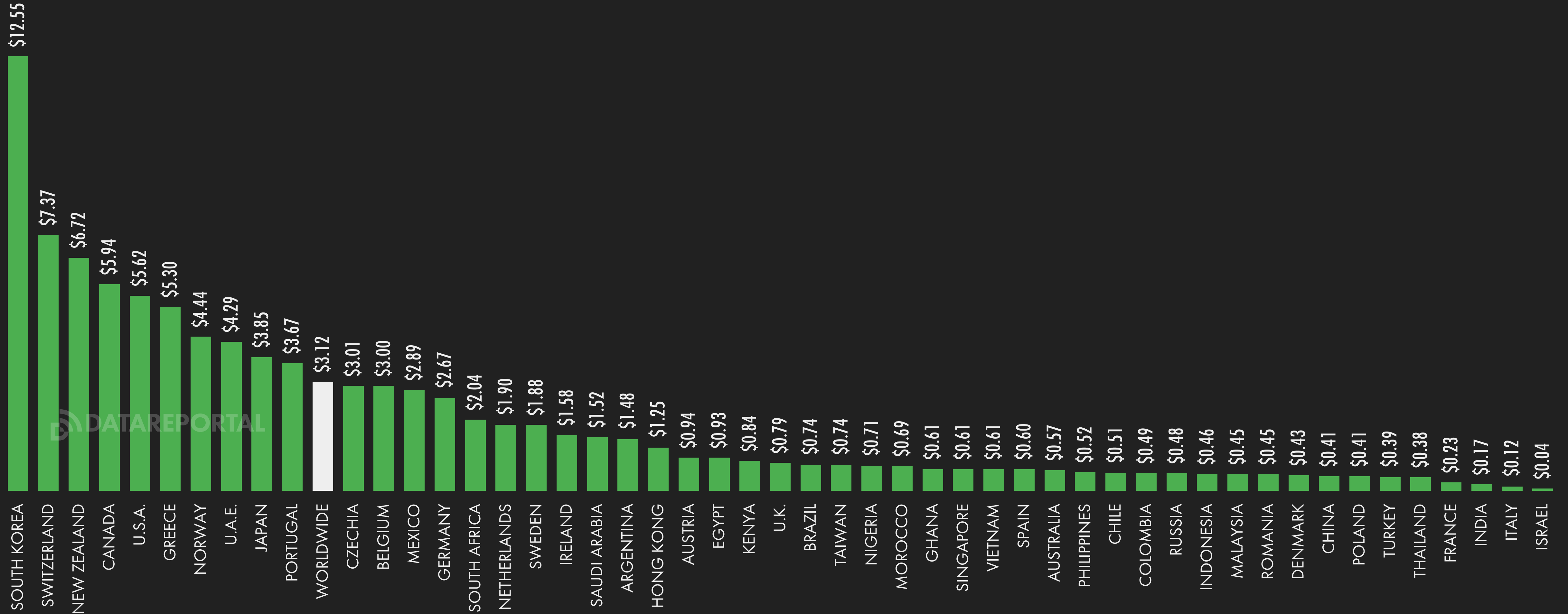
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# COST OF MOBILE DATA: AVERAGE PRICE FOR 1GB

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



GLOBAL OVERVIEW



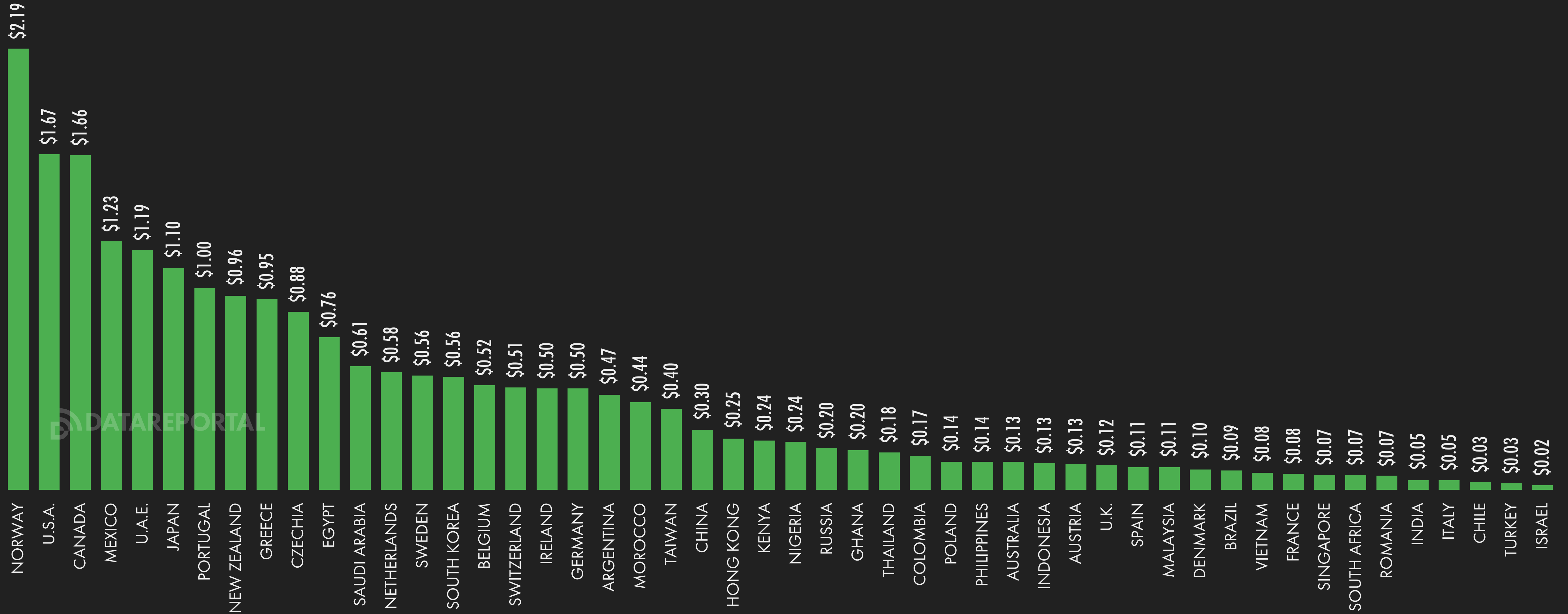
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# COST OF MOBILE DATA: CHEAPEST 1GB PLAN

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



GLOBAL OVERVIEW



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# CELLULAR DATA TRAFFIC

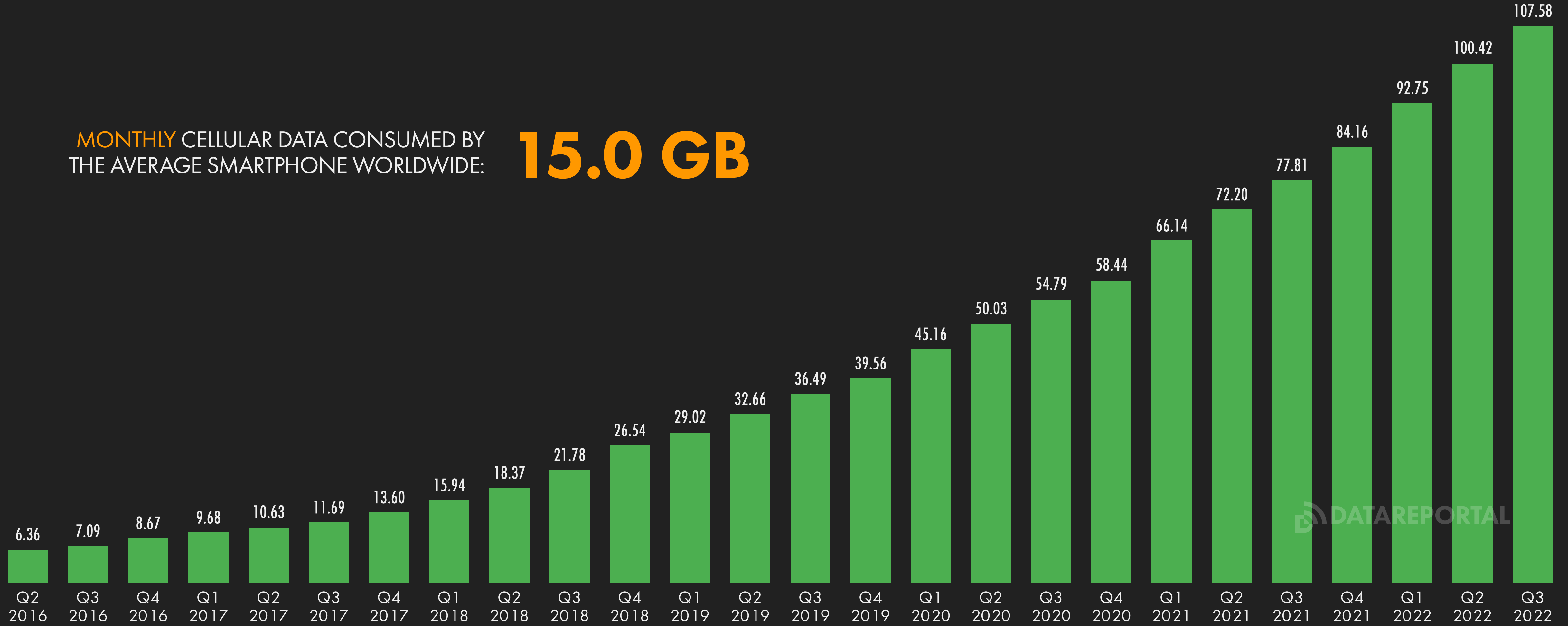
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE:

15.0 GB



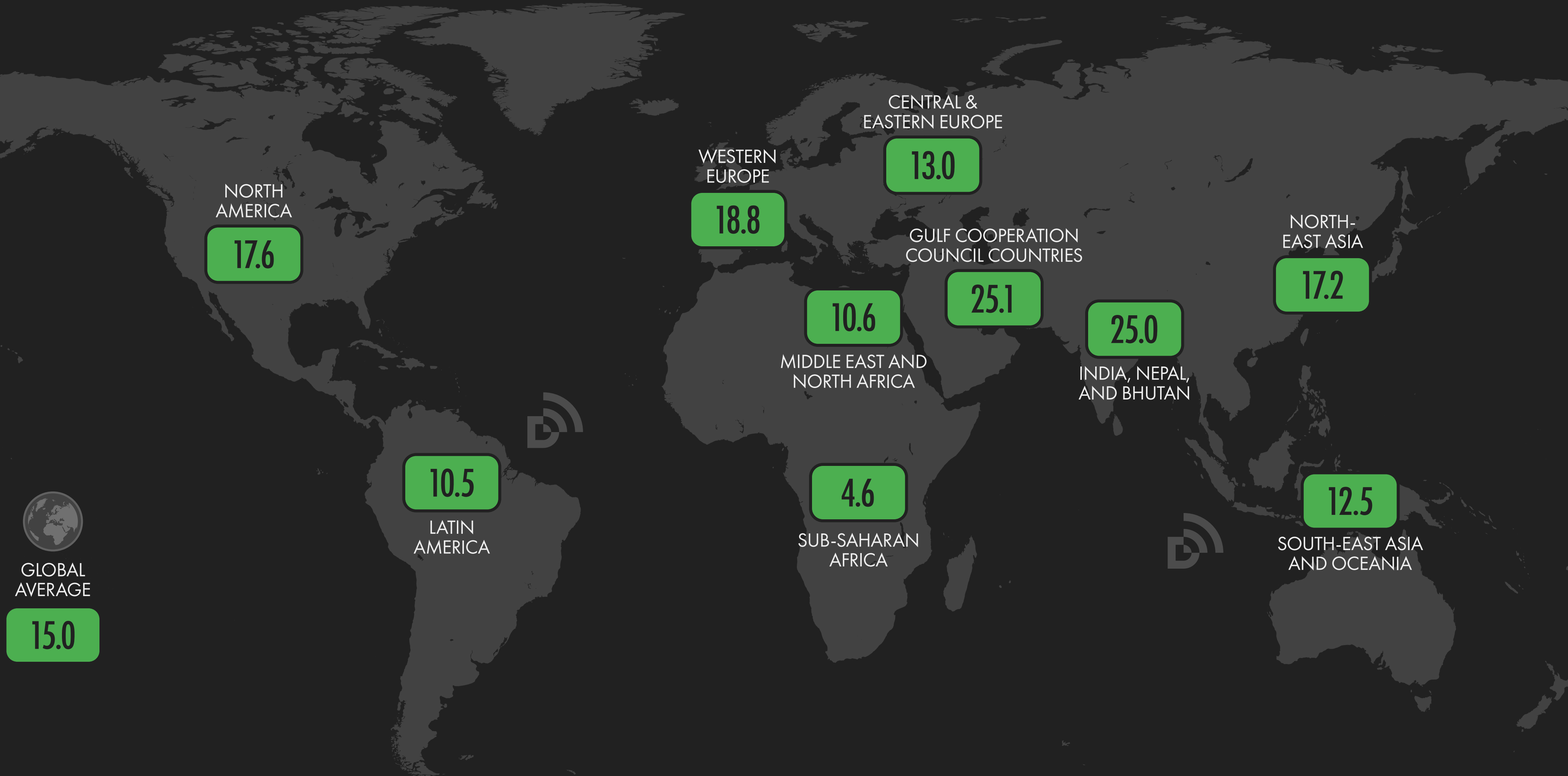
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# MONTHLY CELLULAR DATA PER SMARTPHONE

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



GLOBAL OVERVIEW



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# SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN NOVEMBER 2022



SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



**71.96%**

YEAR-ON-YEAR CHANGE

**+1.7% (+122 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



**27.48%**

YEAR-ON-YEAR CHANGE

**-3.7% (-106 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



**0.34%**

YEAR-ON-YEAR CHANGE

**-10.5% (-4 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



**0.07%**

YEAR-ON-YEAR CHANGE

**-50.0% (-7 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



**0.15%**

YEAR-ON-YEAR CHANGE

**-25.0% (-5 BPS)**

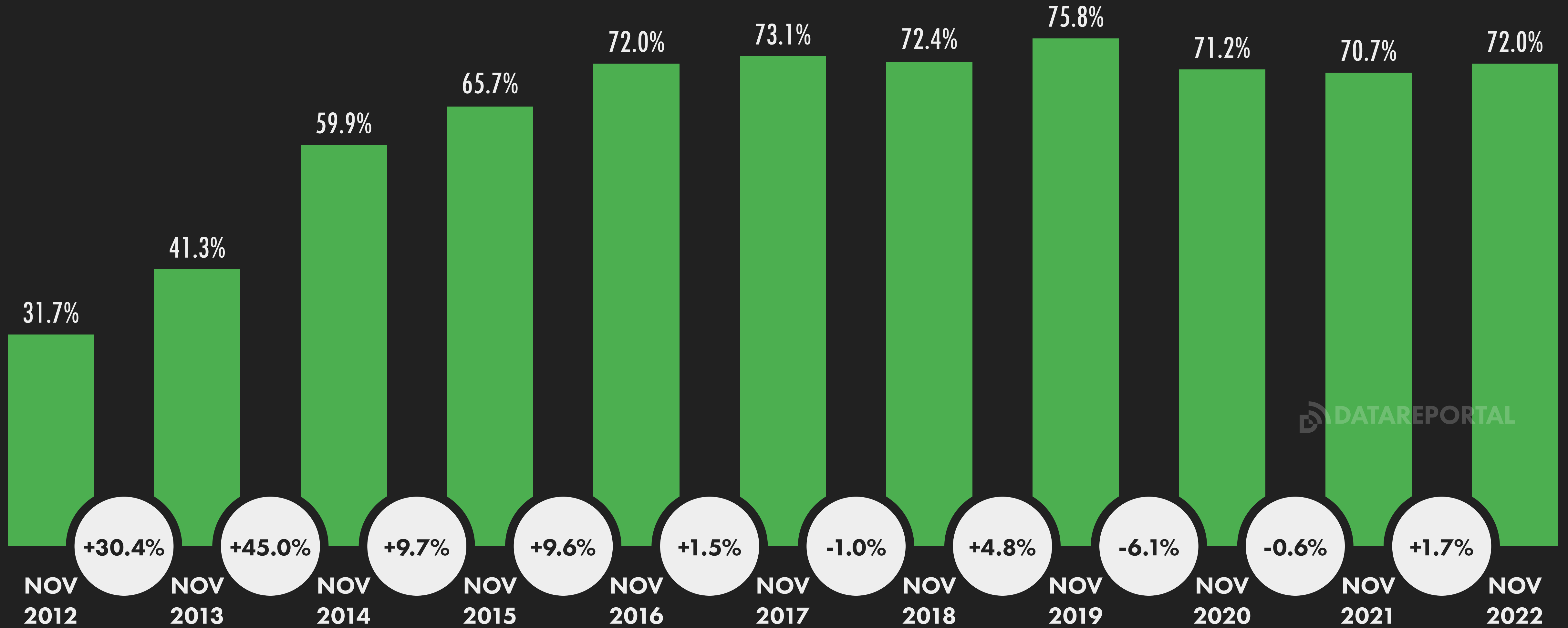
**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2022. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.



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2023

# ANDROID'S SHARE OF MOBILE WEB TRAFFIC

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



DATA REPORTAL

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

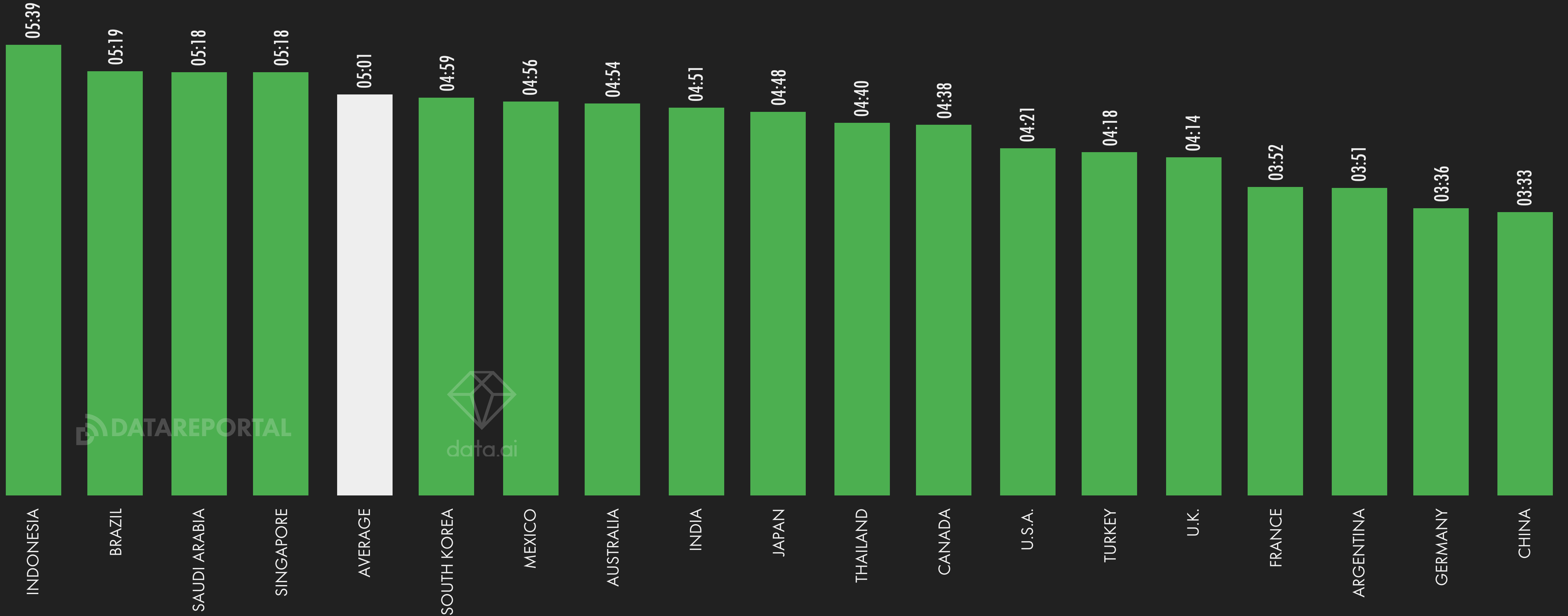
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# DAILY TIME SPENT USING MOBILE PHONES

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



GLOBAL OVERVIEW



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# SHARE OF MOBILE TIME BY APP CATEGORY

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



TOTAL TIME SPENT USING  
SMARTPHONES EACH DAY



**5H 01M**

**YOY: +2.4% (+7 MINS)**

SHARE OF SMARTPHONE TIME:  
SOCIAL & COMMUNICATION APPS



**42.4%**

SHARE OF SMARTPHONE TIME:  
PHOTO & VIDEO APPS



**25.1%**

SHARE OF SMARTPHONE TIME:  
MOBILE WEB BROWSERS



**8.1%**

SHARE OF SMARTPHONE TIME:  
MOBILE GAMES (ALL GENRES)



**8.0%**

SHARE OF SMARTPHONE TIME:  
ENTERTAINMENT APPS



**3.1%**

SHARE OF SMARTPHONE TIME:  
SHOPPING APPS



**2.7%**

SHARE OF SMARTPHONE TIME:  
ALL OTHER APPS



**10.6%**

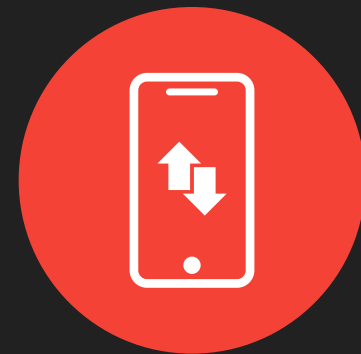
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# SHARE OF CELLULAR DATA BY APP CATEGORY

EACH APPLICATION CATEGORY'S SHARE OF CELLULAR DATA



AVERAGE MONTHLY CELLULAR  
DATA TRAFFIC PER SMARTPHONE



**15.0 GB**

YEAR-ON-YEAR CHANGE  
**+26.9% (+3.2 GB / MONTH)**

SHARE OF CELLULAR DATA:  
VIDEO APPLICATIONS



**70.9%**

YEAR-ON-YEAR CHANGE  
**+3.1% (+216 BPS)**

SHARE OF CELLULAR DATA:  
SOCIAL NETWORKING



**9.0%**

YEAR-ON-YEAR CHANGE  
**-5.3% (-50 BPS)**

SHARE OF CELLULAR DATA:  
SOFTWARE UPDATES



**3.3%**

YEAR-ON-YEAR CHANGE  
**-7.4% (-27 BPS)**

SHARE OF CELLULAR DATA:  
WEB BROWSING



**2.3%**

YEAR-ON-YEAR CHANGE  
**-14.2% (-39 BPS)**

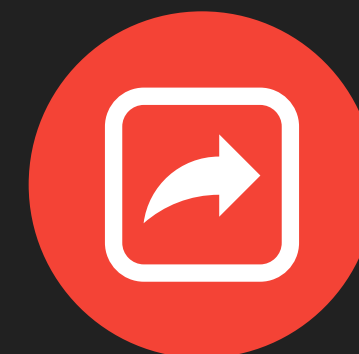
SHARE OF CELLULAR DATA:  
AUDIO APPLICATIONS



**1.4%**

YEAR-ON-YEAR CHANGE  
**-7.2% (-11 BPS)**

SHARE OF CELLULAR DATA:  
FILE SHARING



**0.6%**

YEAR-ON-YEAR CHANGE  
**-7.9% (-5 BPS)**

SHARE OF CELLULAR DATA:  
OTHER KINDS OF APPS



**12.4%**

YEAR-ON-YEAR CHANGE  
**-6.4% (-85 BPS)**

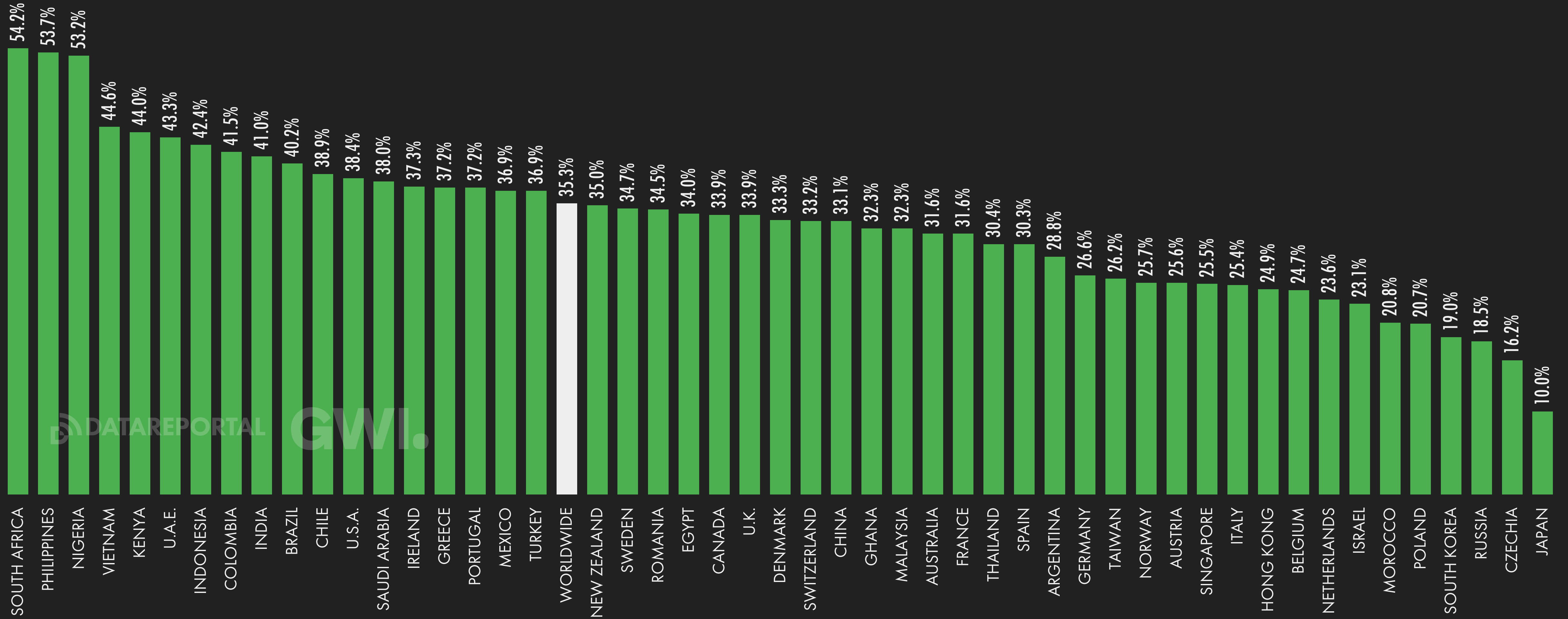
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# MOBILE VIDEO CALLING

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

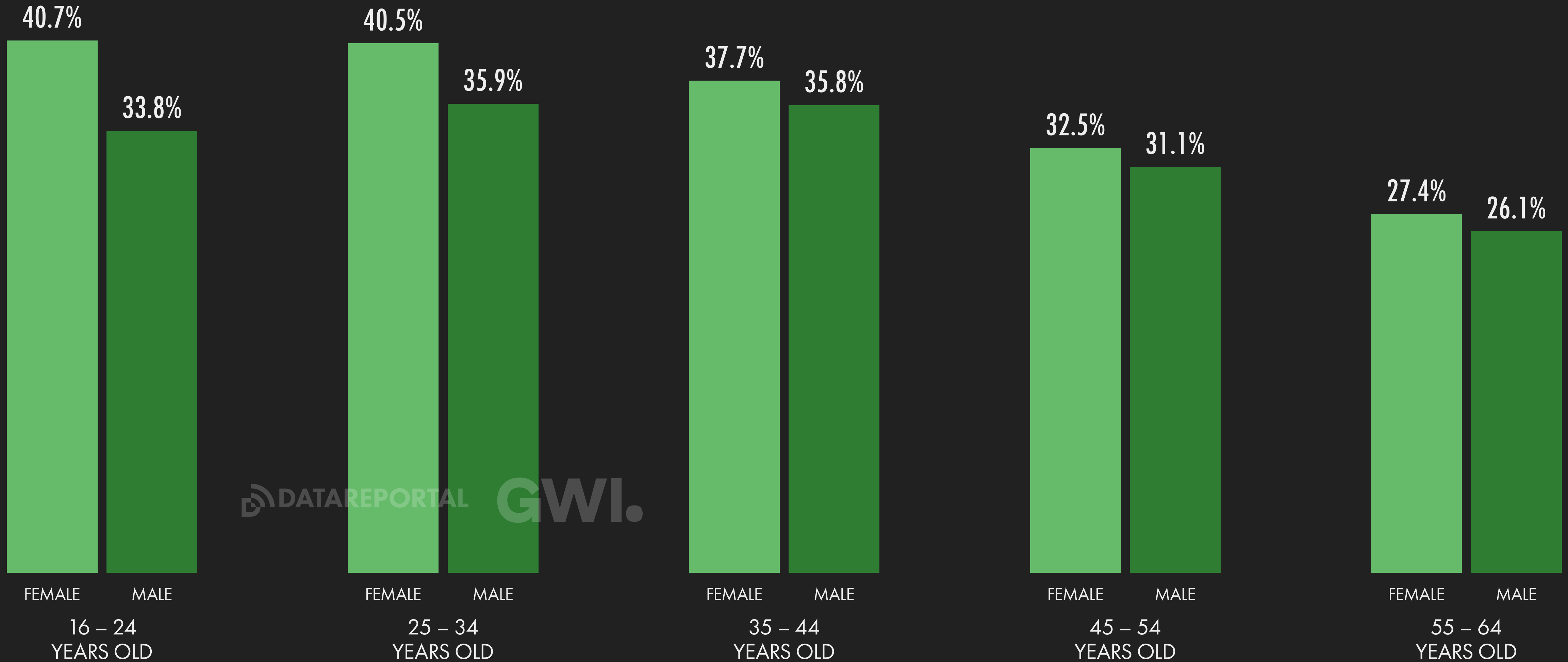
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# MOBILE VIDEO CALLING

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# MOBILE APP MARKET OVERVIEW: DATA.AI

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND BETWEEN JANUARY AND DECEMBER 2022, BASED ON DATA FROM DATA.AI



NUMBER OF MOBILE  
APP DOWNLOADS



**254.9**  
BILLION

YEAR-ON-YEAR CHANGE IN  
MOBILE APP DOWNLOADS



**+11.0%**  
**+25 BILLION**

CONSUMER SPEND  
ON MOBILE APPS (USD)



**\$167.1**  
BILLION

YEAR-ON-YEAR CHANGE  
IN CONSUMER APP SPEND



**-1.7%**  
**-\$2.9 BILLION**

AVERAGE CONSUMER APP  
SPEND PER HANDSET (USD)



**\$25.32**

**SOURCES:** DATA.AI INTELLIGENCE (SEE [DATA.AI](#) FOR MORE DETAILS); ERICSSON MOBILITY VISUALIZER; KEPIOS ANALYSIS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022. FINANCIAL VALUES ARE IN U.S. DOLLARS. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** FIGURE FOR "AVERAGE CONSUMER APP SPEND PER HANDSET" USES DATA FROM MULTIPLE SOURCES.

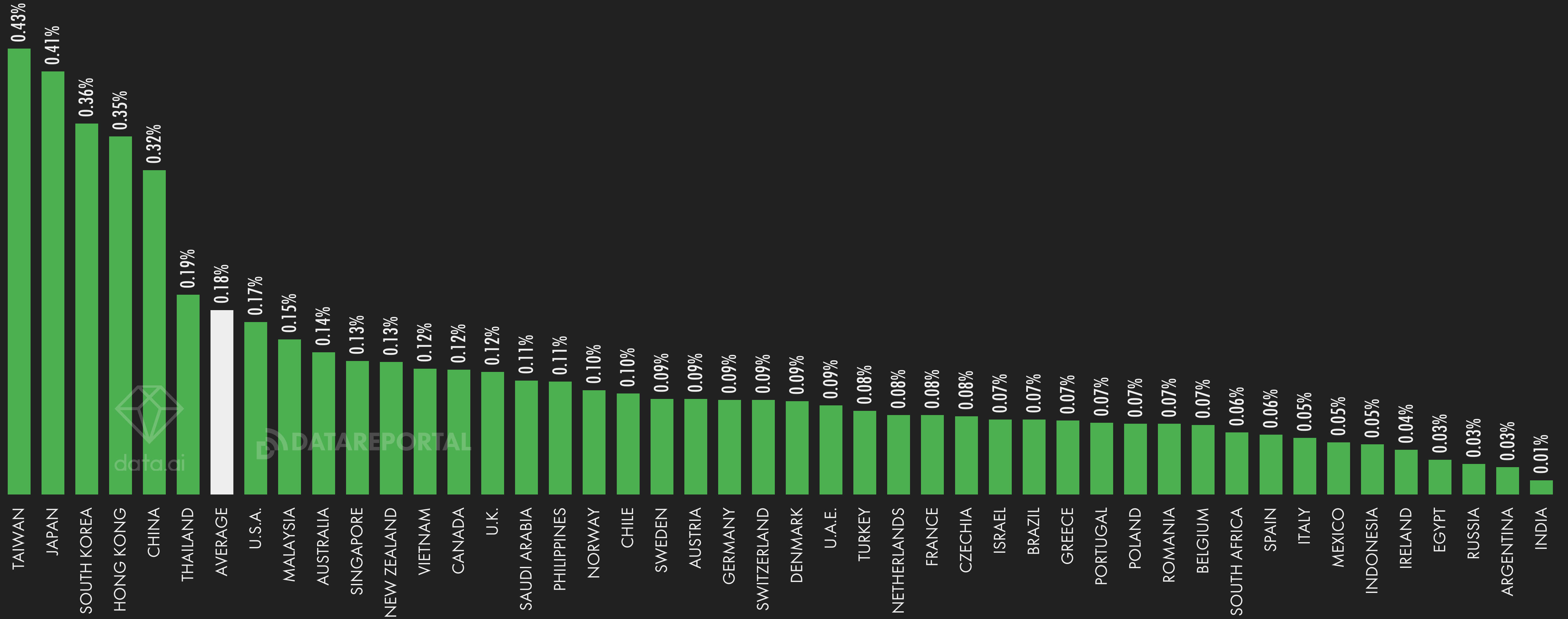
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# CONSUMER SPEND ON MOBILE APPS vs. GDP

THE TOTAL AMOUNT SPENT BY CONSUMERS ON MOBILE APPS BETWEEN JANUARY AND DECEMBER 2022 AS A PERCENTAGE OF GDP



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; DATA.AI INTELLIGENCE (SEE [DATA.AI](#) FOR MORE DETAILS); IMF **NOTES:** FIGURES BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2022, COMPARED WITH THE LATEST VALUES (UP TO 2022) FOR GDP (CURRENT USD VALUES) PUBLISHED BY THE IMF. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. "AVERAGE" FIGURE BASED ON VALUES FOR THE TOP 50 MOBILE MARKETS BY TOTAL ANNUAL CONSUMER SPEND, COMPARED WITH THE SUM OF GDP VALUES FOR THOSE SAME COUNTRIES.



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# MOBILE APPS: TOP CATEGORIES BY APP STORE

RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES THROUGHOUT 2022



## GOOGLE PLAY: DOWNLOADS

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

## GOOGLE PLAY: CONSUMER SPEND

#	APP CATEGORY
01	GAMES
02	ENTERTAINMENT
03	SOCIAL
04	PRODUCTIVITY
05	DATING
06	HEALTH & FITNESS
07	SPORTS
08	COMICS
09	BOOKS & REFERENCE
10	LIFETSYLE

## IOS APP STORE: DOWNLOADS

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

## IOS APP STORE: CONSUMER SPEND

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

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# APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN JANUARY AND DECEMBER 2022



GLOBAL OVERVIEW

#	MOBILE APP	COMPANY	#	MOBILE GAME	COMPANY
01	YOUTUBE	GOOGLE	01	ROBLOX	ROBLOX
02	GOOGLE	GOOGLE	02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	GOOGLE CHROME	GOOGLE	03	FREE FIRE	SEA
04	FACEBOOK	META	04	SUBWAY SURFERS	SYBO
05	WHATSAPP	META	05	MINECRAFT POCKET EDITION	MICROSOFT
06	GOOGLE MAPS	GOOGLE	06	LUDO KING	GAMETION
07	GMAIL	GOOGLE	07	PUBG MOBILE	TENCENT
08	INSTAGRAM	META	08	CLASH ROYALE	TENCENT
09	FACEBOOK MESSENGER	META	09	POKÉMON GO	NIANTIC
10	GOOGLE DRIVE	GOOGLE	10	MOBILE LEGENDS: BANG BANG	BYTEDANCE

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# APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN **JANUARY AND DECEMBER 2022**



#	MOBILE APP	COMPANY
01	INSTAGRAM	META
02	TIKTOK <sup>1</sup>	BYTEDANCE
03	FACEBOOK	META
04	WHATSAPP	META
05	SNAPCHAT	SNAP
06	TELEGRAM	TELEGRAM
07	CAPCUT	BYTEDANCE
08	FACEBOOK MESSENGER	META
09	WHATSAPP BUSINESS	META
10	SPOTIFY	SPOTIFY



#	MOBILE GAME	COMPANY
01	SUBWAY SURFERS	SYBO
02	FREE FIRE	SEA
03	LUDO KING	GAMETION
04	STUMBLE GUYS	KITKA GAMES
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	ROBLOX	ROBLOX
07	BRIDGE RACE	UNITY TECHNOLOGIES
08	RACE MASTER	SAYGAMES
09	MY TALKING TOM 2	JINKE CULTURE – OUTFIT7
10	8 BALL POOL	TENCENT



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# MOBILE APPS: DOWNLOADS BY LOCATION

COUNTRIES AND TERRITORIES WITH THE GREATEST NUMBER OF MOBILE APP DOWNLOADS BETWEEN JULY AND SEPTEMBER 2022



#	LOCATION	DOWNLOADS	▲YOY	#	LOCATION	DOWNLOADS	▲YOY
01	CHINA	111,110,000,000	+13%	11	PHILIPPINES	3,275,000,000	+8%
02	INDIA	28,887,000,000	+8%	12	EGYPT	2,646,000,000	0%
03	UNITED STATES OF AMERICA	12,238,000,000	0%	13	BANGLADESH	2,545,000,000	[N/A]
04	BRAZIL	10,607,000,000	+3%	14	JAPAN	2,432,000,000	-5%
05	INDONESIA	7,701,000,000	+5%	15	THAILAND	2,266,000,000	-7%
06	RUSSIA	5,475,000,000	-2%	16	GERMANY	2,242,000,000	+1%
07	MEXICO	5,080,000,000	+6%	17	UNITED KINGDOM	2,210,000,000	-1%
08	TURKEY	3,732,000,000	+5%	18	FRANCE	2,133,000,000	+3%
09	PAKISTAN	3,523,000,000	+35%	19	IRAQ	1,960,000,000	[N/A]
10	VIETNAM	3,488,000,000	+4%	20	COLOMBIA	1,891,000,000	+5%

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# APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2022



#	MOBILE APP	COMPANY
01	TIKTOK <sup>1</sup>	BYTEDANCE
02	YOUTUBE	GOOGLE
03	TINDER	MATCH GROUP
04	DISNEY+	DISNEY
05	HBO MAX	WARNER BROS. DISCOVERY
06	GOOGLE ONE	GOOGLE
07	PICCOMA	KAKAO PICCOMA CORP.
08	BUMBLE APP	BUMBLE
09	TENCENT VIDEO	TENCENT
10	IQIYI	BAIDU

#	MOBILE GAME	COMPANY
01	HONOR OF KINGS	TENCENT
02	GENSHIN IMPACT	MIHOYO
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	ROBLOX	ROBLOX
05	GAME FOR PEACE	TENCENT
06	COIN MASTER	MOON ACTIVE
07	POKÉMON GO	NIANTIC
08	UMA MUSUME PRETTY DERBY	CYBERAGENT
09	THREE KINGDOMS TACTICS	ALIBABA GROUP
10	LINEAGE W	NCSoft

**SOURCE:** DATA.AI INTELLIGENCE. SEE [DATA.AI](https://data.ai) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2022. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING. **COMPARABILITY:** (1) VALUES FOR TIKTOK INCLUDE DOUYIN. NOTE THAT FIGURES FOR TIKTOK AND DOUYIN ARE SEPARATED ELSEWHERE IN THIS REPORT.

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# MOBILE APPS: CONSUMER SPEND BY LOCATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST CONSUMER SPEND ON MOBILE APPS BETWEEN JULY AND SEPTEMBER 2022



GLOBAL OVERVIEW

#	LOCATION	TOTAL SPEND	▲YOY	#	LOCATION	TOTAL SPEND	▲YOY
01	CHINA	\$58,070,000,000	+2%	11	BRAZIL	\$1,370,100,000	+22%
02	UNITED STATES OF AMERICA	\$42,192,200,000	-2%	12	HONG KONG	\$1,287,700,000	+34%
03	JAPAN	\$17,772,800,000	-14%	13	SAUDI ARABIA	\$1,119,500,000	-12%
04	SOUTH KOREA	\$6,287,500,000	-5%	14	ITALY	\$1,084,500,000	-4%
05	UNITED KINGDOM	\$3,819,100,000	-8%	15	THAILAND	\$1,039,300,000	-4%
06	GERMANY	\$3,708,000,000	-7%	16	SPAIN	\$806,200,000	+3%
07	TAIWAN	\$3,603,700,000	+15%	17	NETHERLANDS	\$764,100,000	-1%
08	CANADA	\$2,680,100,000	-3%	18	SWITZERLAND	\$741,600,000	+2%
09	AUSTRALIA	\$2,390,200,000	+3%	19	MEXICO	\$711,400,000	+17%
10	FRANCE	\$2,136,000,000	-5%	20	TURKEY	\$693,700,000	-5%



data.ai



data.ai



**ECOMMERCE**

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# WEEKLY ONLINE SHOPPING ACTIVITIES

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



PURCHASED A PRODUCT  
OR SERVICE ONLINE



GWI.

**57.6%**

YOY: -1.4% (-80 BPS)

ORDERED GROCERIES  
VIA AN ONLINE STORE



Meltwater

**28.3%**

YOY: UNCHANGED

BOUGHT A SECOND-HAND  
ITEM VIA AN ONLINE STORE



we  
are  
social

**14.2%**

YOY: -1.4% (-20 BPS)

USED AN ONLINE PRICE  
COMPARISON SERVICE



GWI.

**23.5%**

YOY: -4.5% (-110 BPS)

USED A BUY NOW,  
PAY LATER SERVICE



**18.4%**

YOY: +3.4% (+60 BPS)



# Get ahead this year with data and insights to drive better decisions



 [Read the report](#)

Shopify is the commerce platform powering millions of businesses across 175+ countries—and trusted by brands like Allbirds, Gymshark, Heinz, Tupperware, FTD, Netflix, and FIGS. To learn more, go to [www.shopify.com](https://www.shopify.com).

## This year:

---

**66%**

of brands expect supply chain issues to get even worse

### Supply Chain

Brands are overstocking to add flexibility to their supply chains.

**73%**

of brands are planning to rely on external investors

### Money

But fears of recession loom large, souring investor sentiment.

**71%**

of brands expect influencers to play a bigger role

### Marketing

Collabs with influencers and other brands might just be the strategy to win new audiences as advertising costs soar.



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# FINANCIAL INCLUSION FACTORS

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



GLOBAL OVERVIEW

ACCOUNT WITH A FINANCIAL INSTITUTION



74.0%

FEMALE 71.9% MALE 76.0%

CREDIT CARD OWNERSHIP



24.5%

FEMALE 23.6% MALE 25.4%

DEBIT CARD OWNERSHIP



52.8%

FEMALE 49.1% MALE 56.4%

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



10.2%

FEMALE 8.4% MALE 12.1%

MADE A DIGITAL PAYMENT (PAST YEAR)



58.8%

FEMALE 55.2% MALE 62.4%

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



39.0%

FEMALE 38.1% MALE 39.9%

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



35.2%

FEMALE 31.7% MALE 38.6%

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



34.5%

FEMALE 31.8% MALE 37.0%

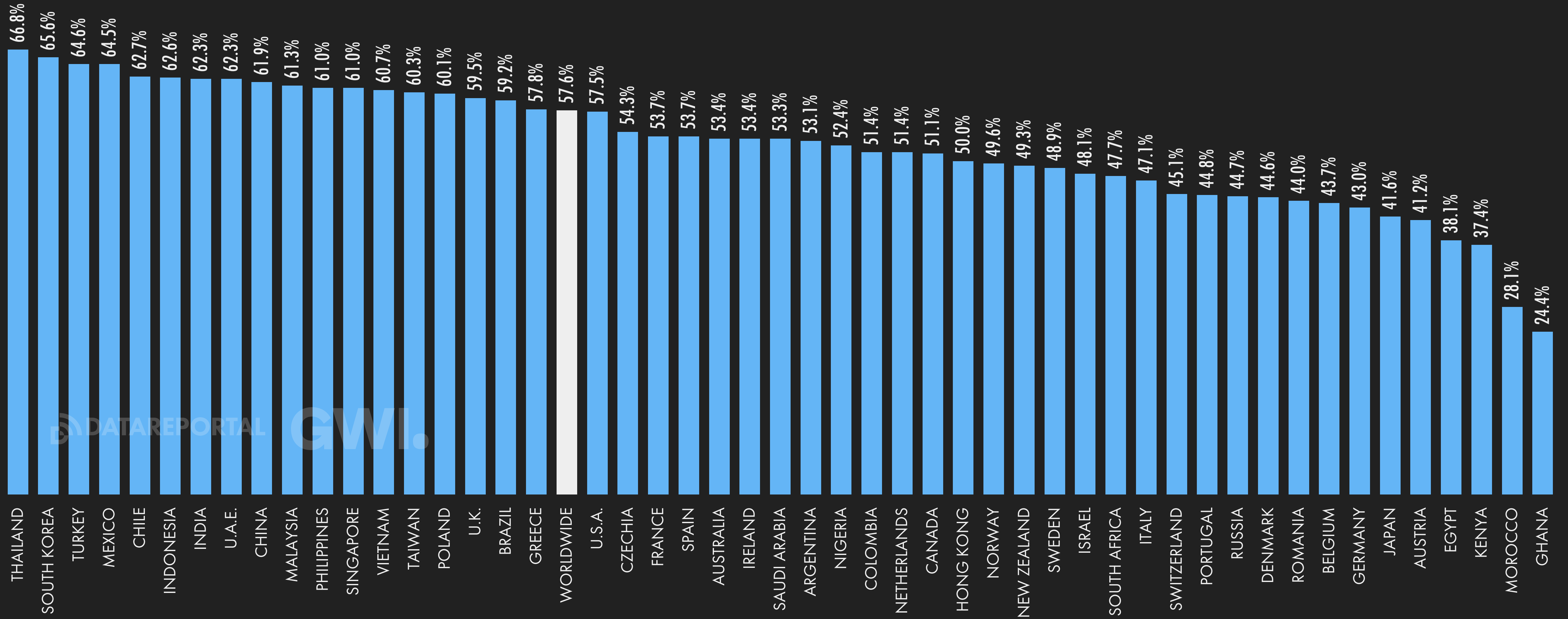
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# WEEKLY ONLINE PURCHASES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

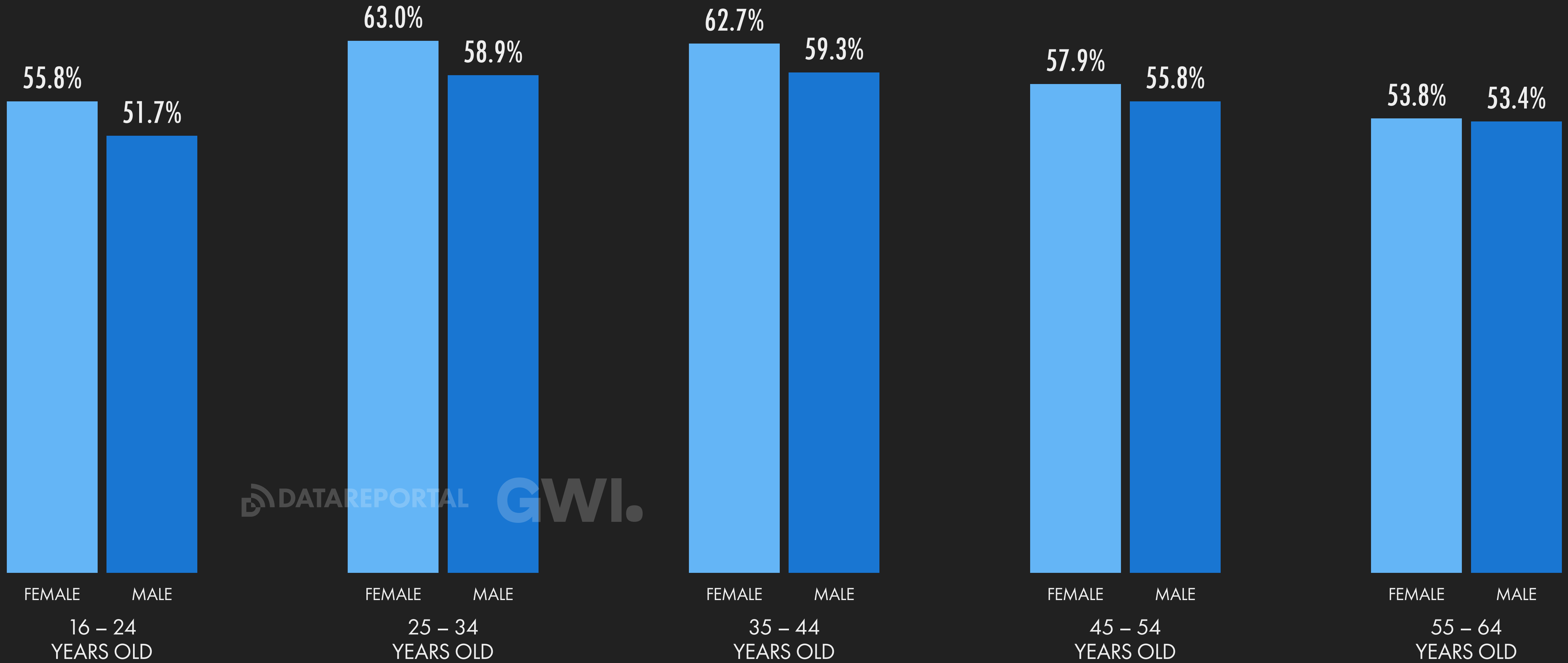
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

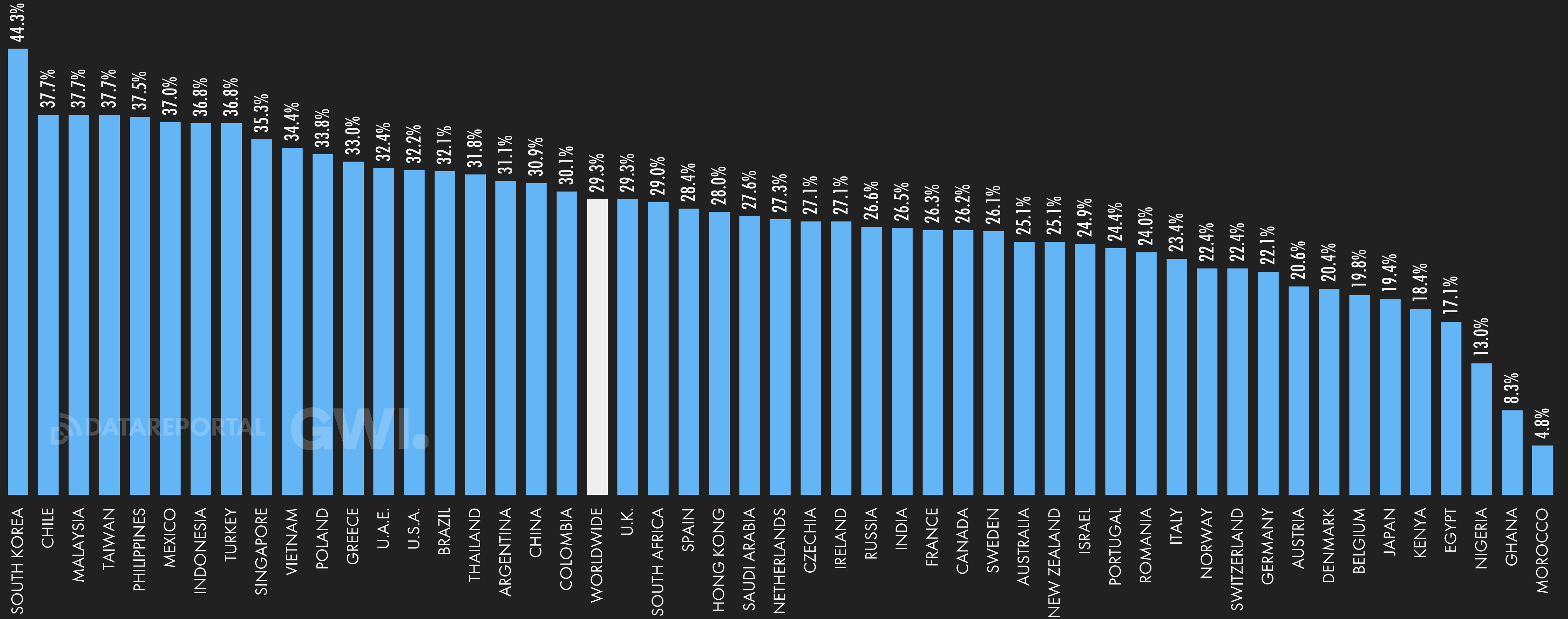
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# WEEKLY MOBILE COMMERCE PURCHASES

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



GLOBAL OVERVIEW



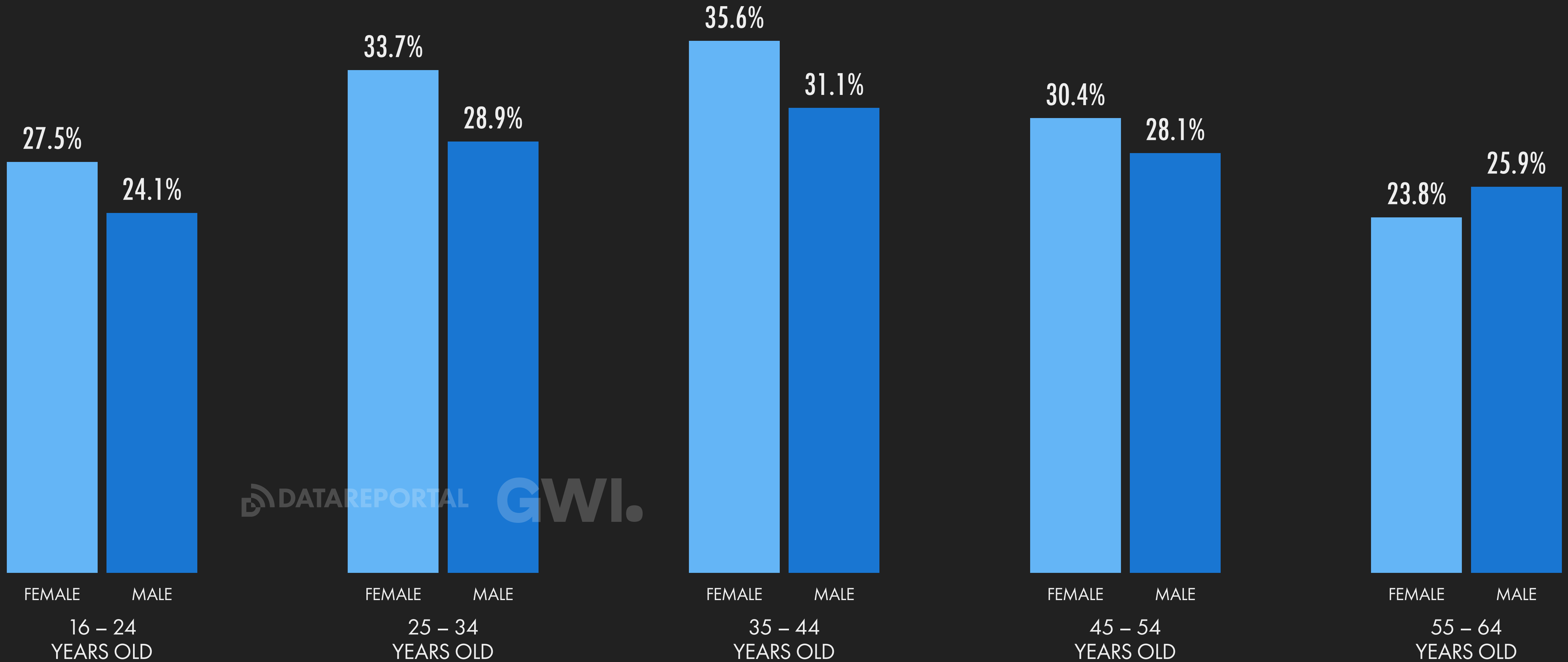
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# WEEKLY MOBILE COMMERCE PURCHASES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

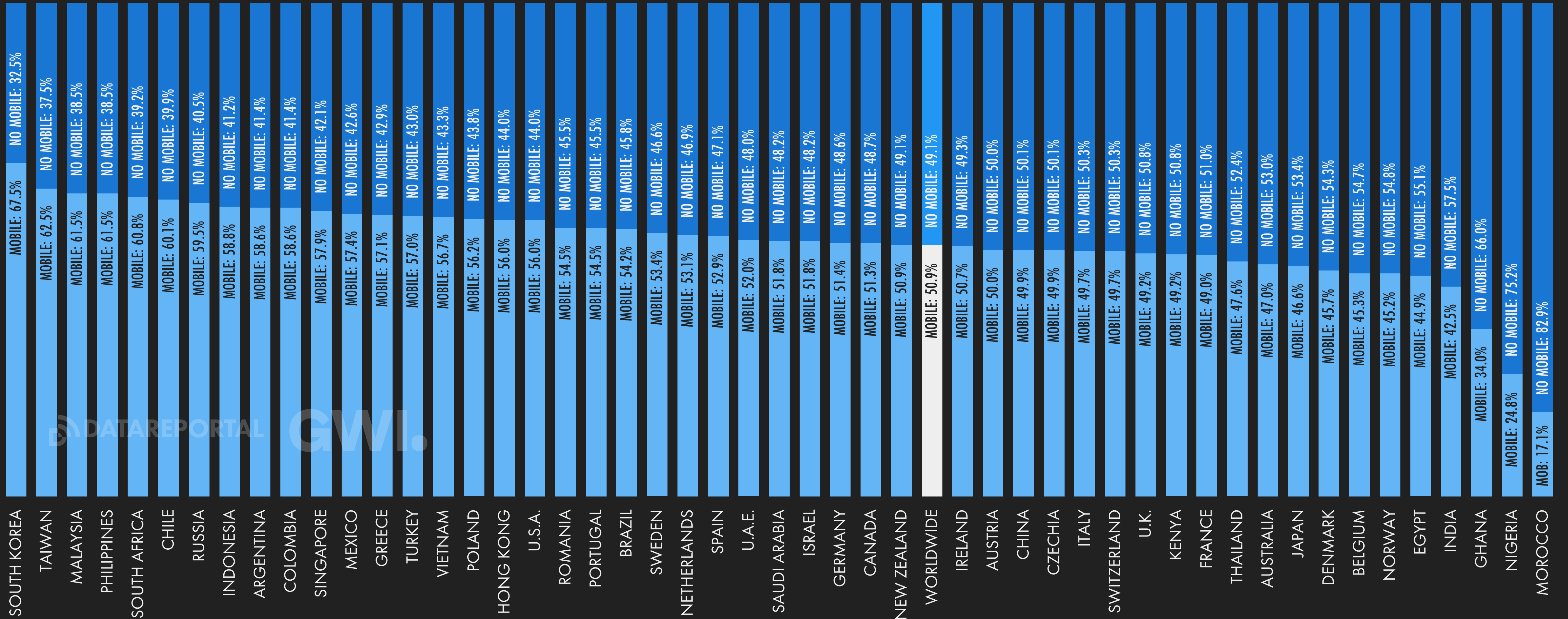
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# USE OF MOBILES TO MAKE ONLINE PURCHASES

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



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK. FIGURES FOR "MOBILE" REPRESENT THE PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR "NO MOBILE" REPRESENT THE SHARE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK, BUT DID NOT SAY THAT THEY MADE AN ONLINE PURCHASE VIA A MOBILE PHONE. **ADVISORY:** RESPONDENTS ONLY NEED TO HAVE MADE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR "MOBILE", EVEN IF THEY MADE ADDITIONAL PURCHASES VIA OTHER DEVICES.

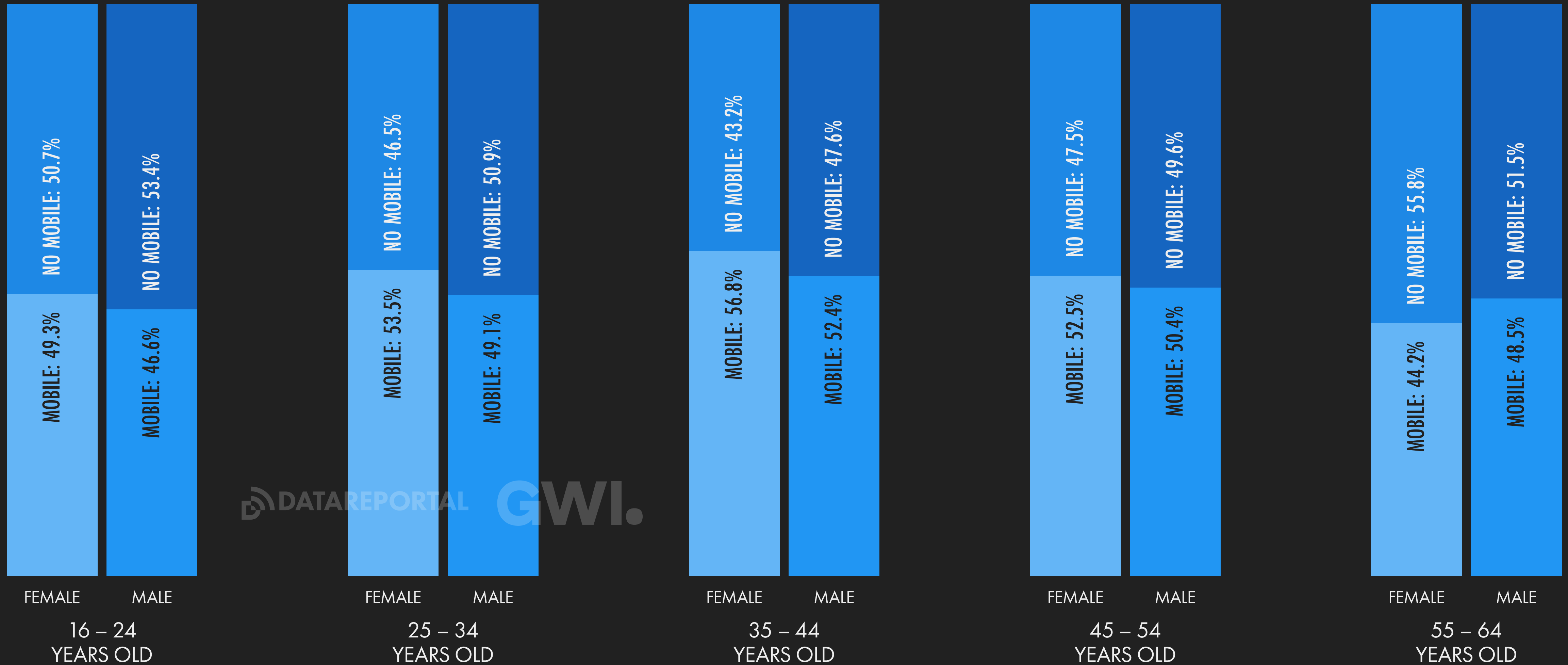
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# USE OF MOBILES TO MAKE ONLINE PURCHASES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

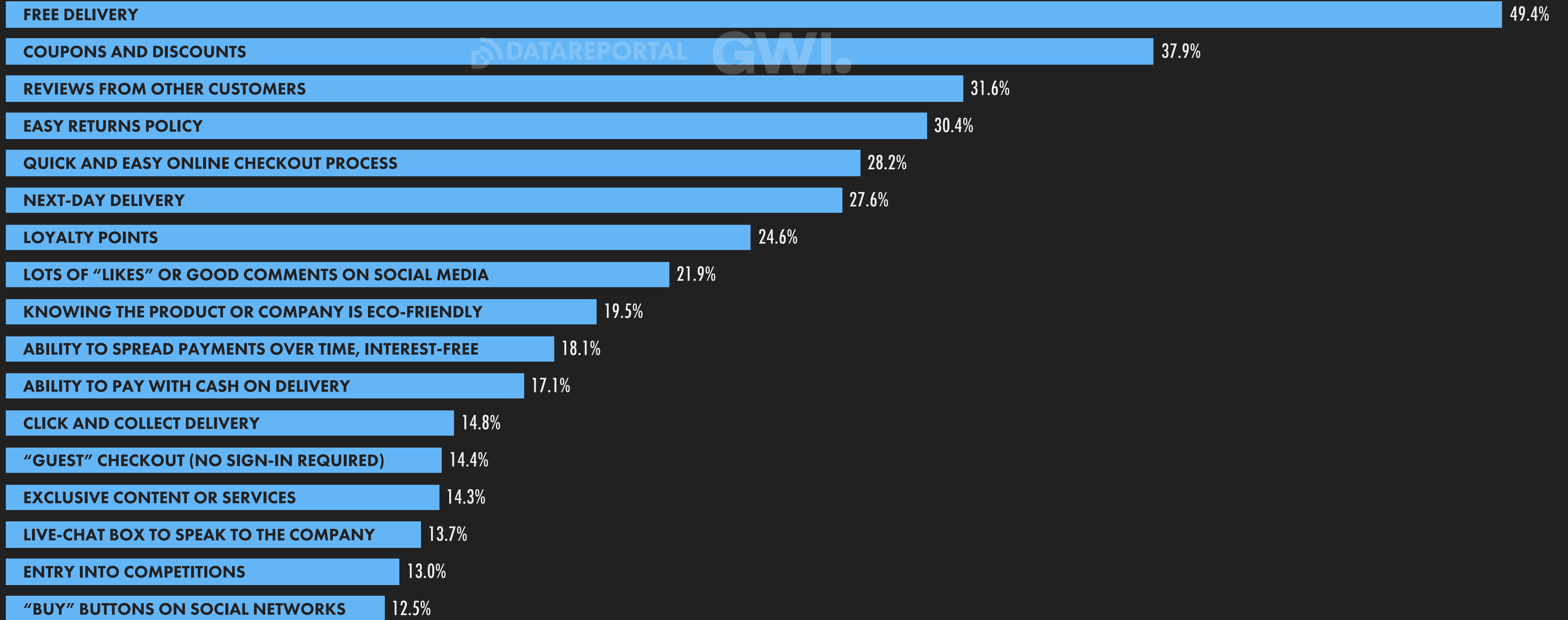
**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** FIGURES REPRESENT SHARE OF INTERNET USERS WHO MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK. FIGURES FOR “MOBILE” REPRESENT THE PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK VIA A MOBILE PHONE. FIGURES FOR “NO MOBILE” REPRESENT THE SHARE OF INTERNET USERS WHO SAY THAT THEY MADE AT LEAST ONE ONLINE PURCHASE IN THE PAST WEEK, BUT DID NOT SAY THAT THEY MADE AN ONLINE PURCHASE VIA A MOBILE PHONE. **ADVISORY:** RESPONDENTS ONLY NEED TO HAVE MADE ONE PURCHASE VIA A MOBILE PHONE TO APPEAR IN THE VALUES FOR “MOBILE”, EVEN IF THEY MADE ADDITIONAL PURCHASES VIA OTHER DEVICES.



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# ONLINE PURCHASE DRIVERS

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



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# OVERVIEW OF CONSUMER GOODS ECOMMERCE

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



GLOBAL OVERVIEW

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA ONLINE  
CHANNELS IN 2022



statista

**4.11**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+8.3% (+315 MILLION)**

ESTIMATED TOTAL  
ANNUAL SPEND ON  
ONLINE CONSUMER GOODS  
PURCHASES (USD, 2022)



**\$3.59**  
**TRILLION**

YEAR-ON-YEAR CHANGE  
**-6.5% (-\$250 BILLION)**

AVERAGE ANNUAL  
REVENUE PER CONSUMER  
GOODS ECOMMERCE  
USER (USD, 2022)

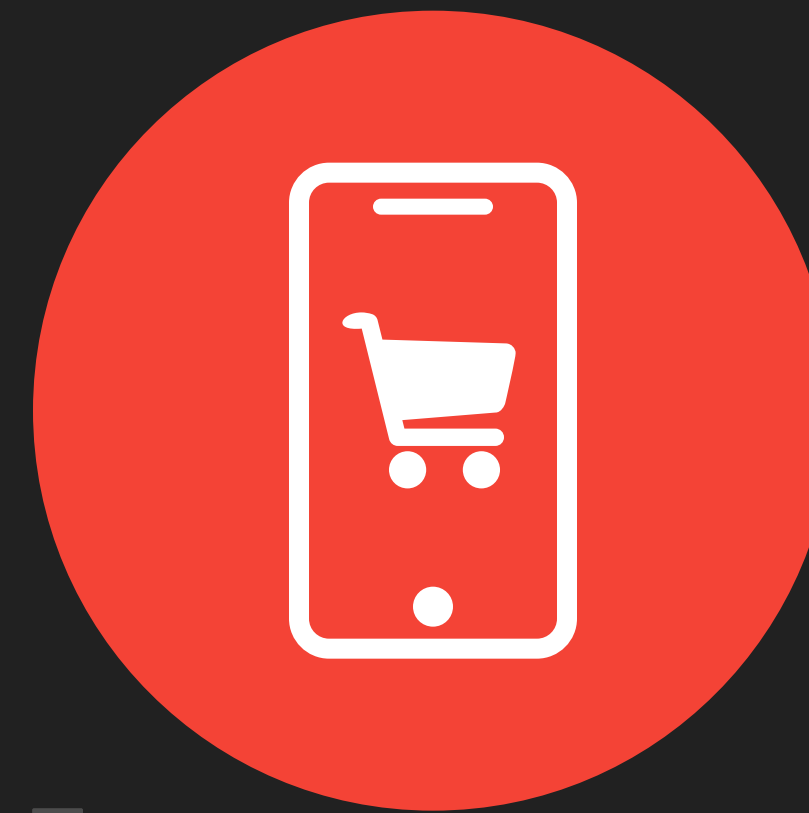


statista

**\$873**

YEAR-ON-YEAR CHANGE  
**-13.7% (-\$138)**

SHARE OF 2022 CONSUMER  
GOODS ECOMMERCE SPEND  
ATTRIBUTABLE TO PURCHASES  
MADE VIA MOBILE PHONES



**59.8%**

YEAR-ON-YEAR CHANGE  
**+1.2% (+71 BPS)**

2022 ONLINE PURCHASES vs.  
TOTAL CONSUMER GOODS  
PURCHASE VALUE ACROSS  
ALL RETAIL CHANNELS



**17.1%**

YEAR-ON-YEAR CHANGE  
**+4.4% (+72 BPS)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

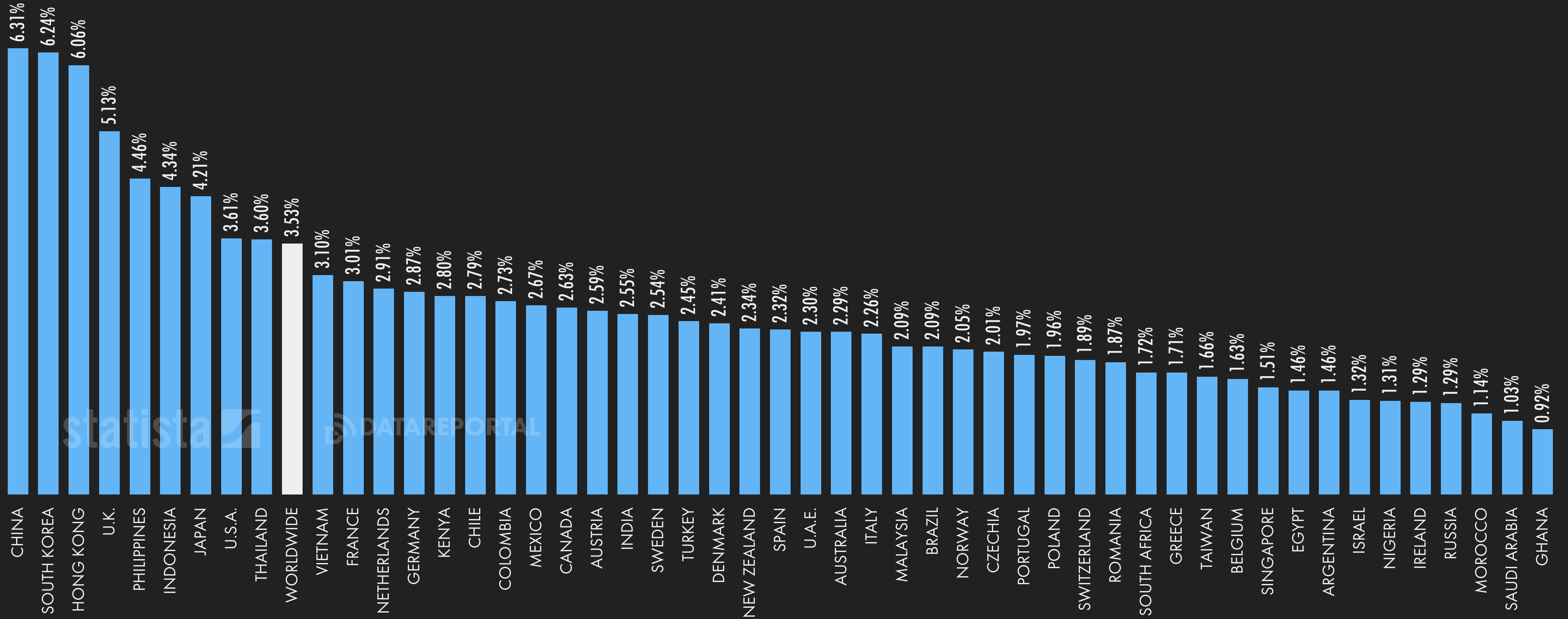
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# ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2022 SPEND ON CONSUMER GOODS ECOMMERCE AS A PERCENTAGE OF GDP (CURRENT USD)



GLOBAL OVERVIEW



**SOURCES:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF TOTAL FULL-YEAR SPEND ON ONLINE CONSUMER GOODS PURCHASES FOR 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

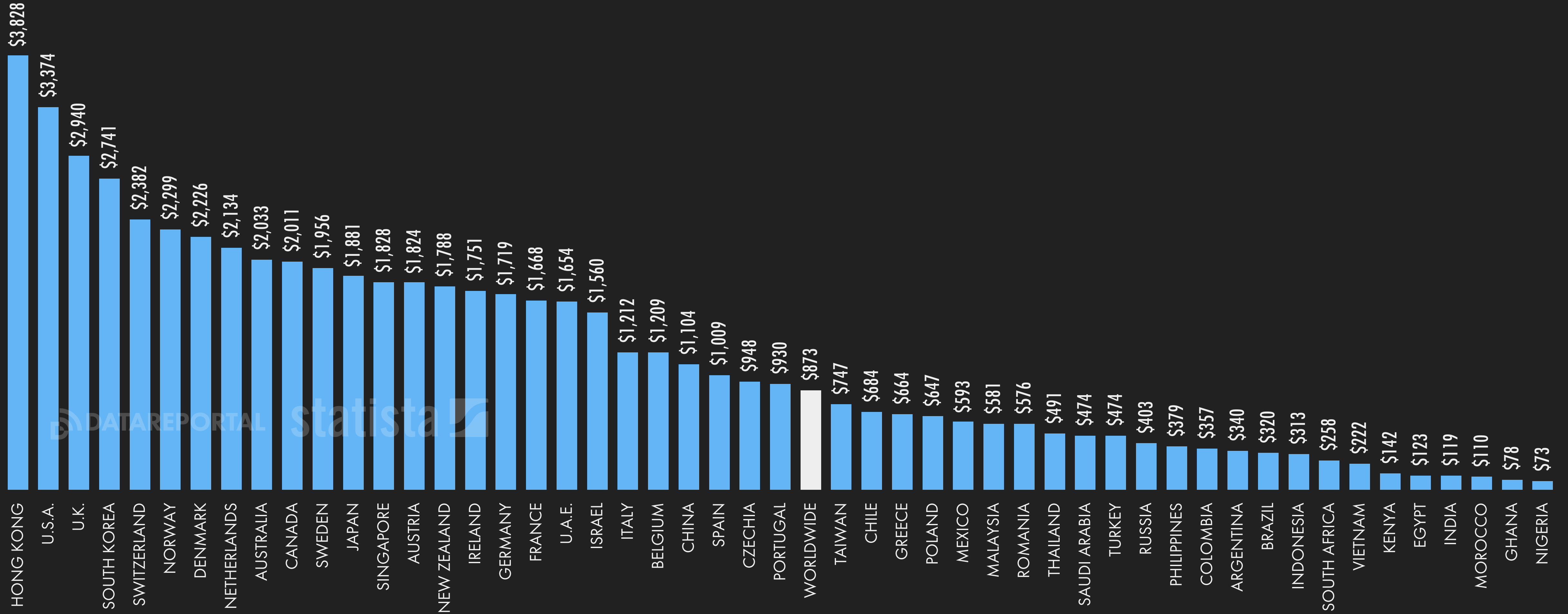
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# CONSUMER GOODS ECOMMERCE ARPU

AVERAGE FULL-YEAR 2022 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



GLOBAL OVERVIEW



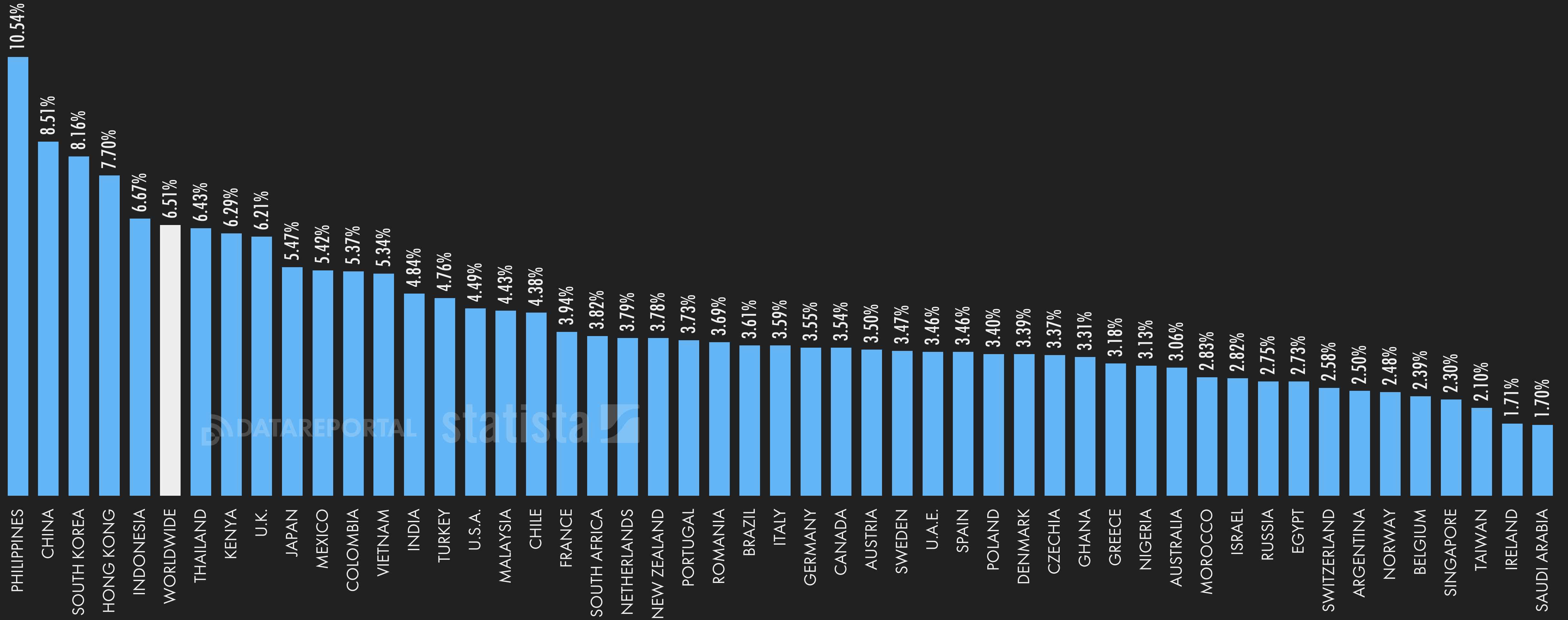
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# CONSUMER GOODS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2022 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)



GLOBAL OVERVIEW



**SOURCES:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN  
2023

# ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2022)



GLOBAL OVERVIEW

FASHION



statista

**\$871.2  
BILLION**

YEAR-ON-YEAR CHANGE  
**-2.4% (-\$21 BILLION)**

ELECTRONICS



KEPIOS

**\$765.7  
BILLION**

YEAR-ON-YEAR CHANGE  
**-17.1% (-\$158 BILLION)**

TOYS, HOBBY, DIY



statista

**\$601.7  
BILLION**

YEAR-ON-YEAR CHANGE  
**-2.7% (-\$17 BILLION)**

FURNITURE



**\$387.7  
BILLION**

YEAR-ON-YEAR CHANGE  
**-12.3% (-\$54 BILLION)**

PERSONAL & HOUSEHOLD CARE



Meltwater

**\$368.2  
BILLION**

YEAR-ON-YEAR CHANGE  
**-1.7% (-\$6.3 BILLION)**

FOOD



statista

**\$244.0  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.9% (+\$16 BILLION)**

BEVERAGES



we  
are  
social

**\$207.9  
BILLION**

YEAR-ON-YEAR CHANGE  
**+0.5% (+\$1.1 BILLION)**

PHYSICAL MEDIA



**\$143.8  
BILLION**

YEAR-ON-YEAR CHANGE  
**-7.2% (-\$11 BILLION)**

JAN  
2023

# MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE APPS IN THE SHOPPING CATEGORY, BASED ON GLOBAL ACTIVE USERS BETWEEN JANUARY AND DECEMBER 2022



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



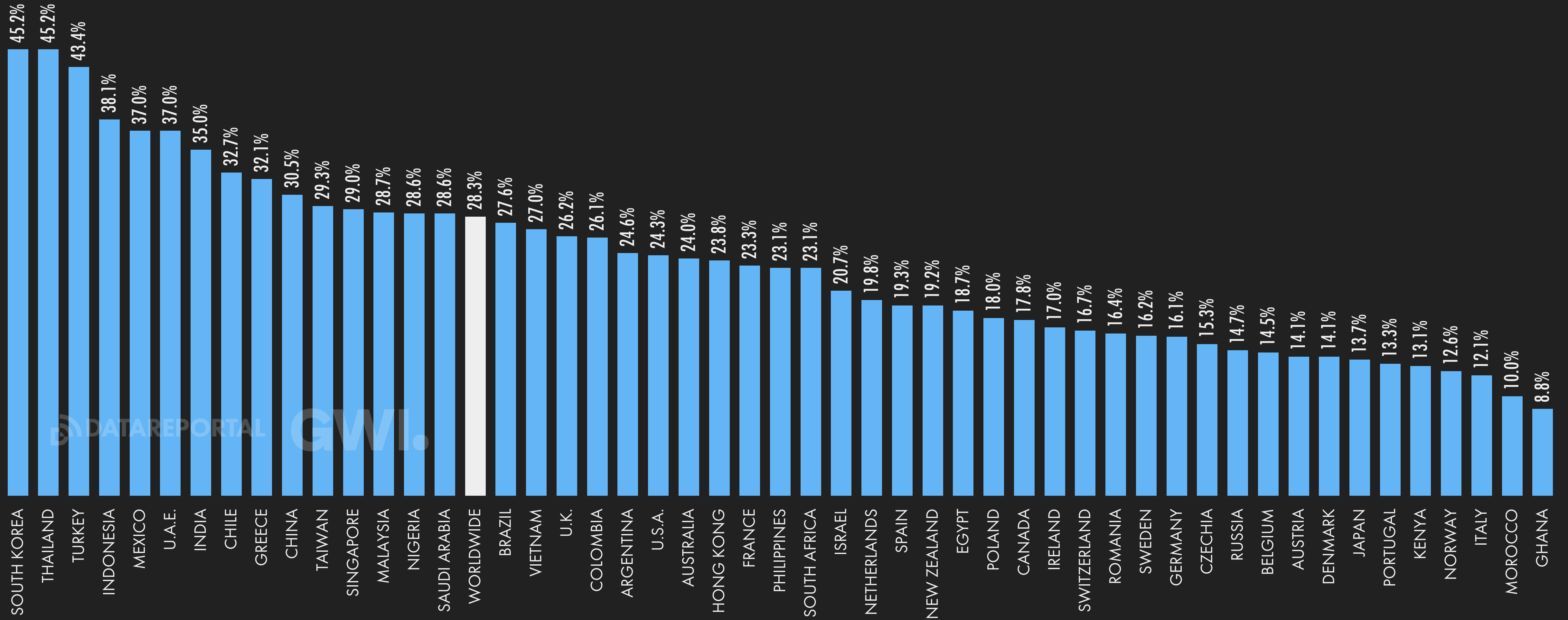
JAN  
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# WEEKLY ONLINE GROCERY PURCHASES

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



GLOBAL OVERVIEW





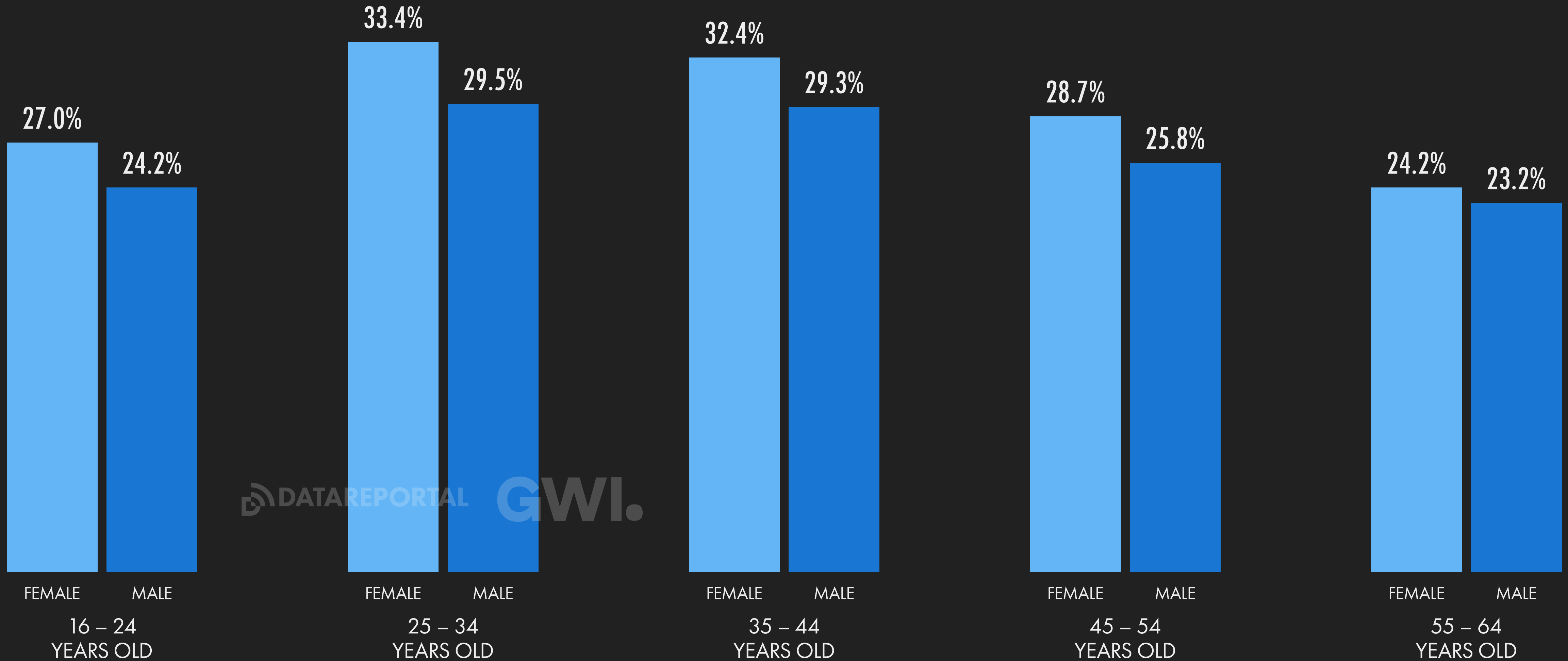
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2023

# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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2023

# ONLINE GROCERY SHOPPING OVERVIEW

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



NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS



statista

**1.25**  
BILLION

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



we are social

**+6.5%**  
**+76 MILLION**

TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2022)



Meltwater

**\$460.4**  
BILLION

YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE GROCERY ORDERS



statista

**+7.3%**  
**+\$31 BILLION**

AVERAGE ANNUAL VALUE OF ONLINE GROCERY ORDERS PER USER (USD, 2022)



**\$368**  
YOY: **-2.2%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** INCLUDES QUICK COMMERCE AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A COLLECTION POINT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022 IN U.S. DOLLARS. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

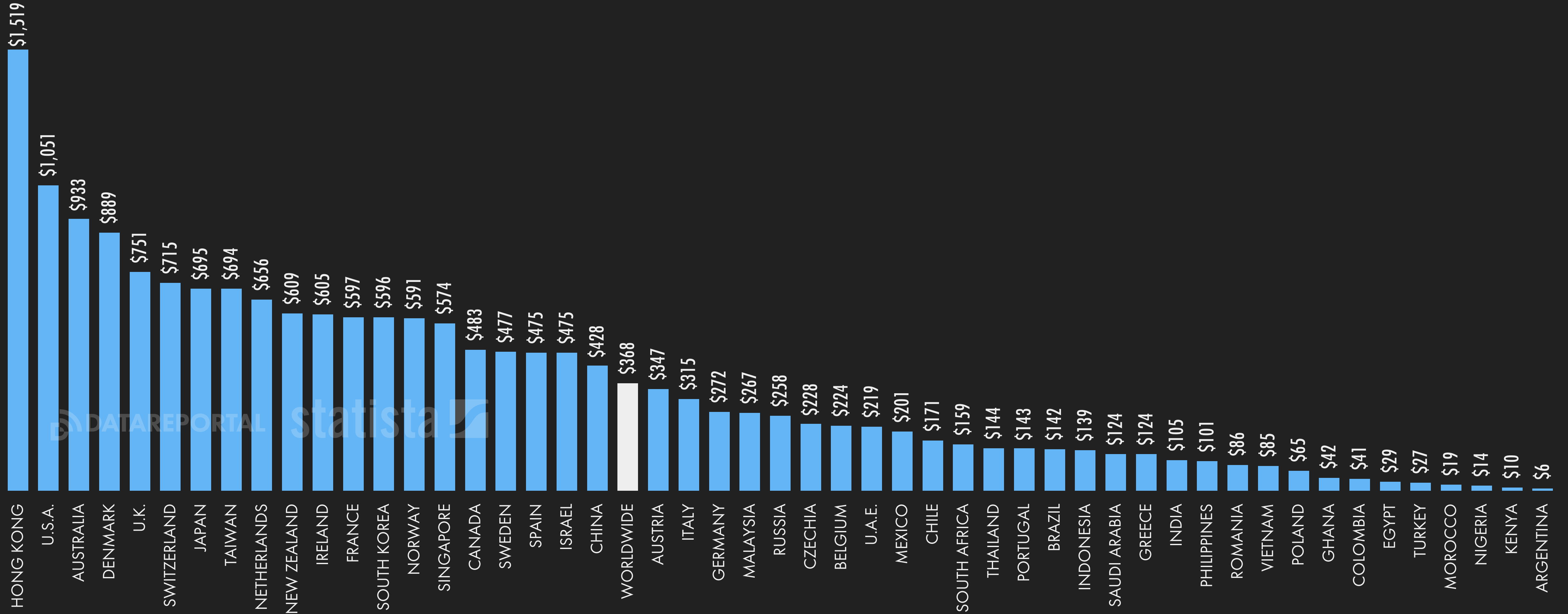
JAN  
2023

# ONLINE GROCERY SHOPPING ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



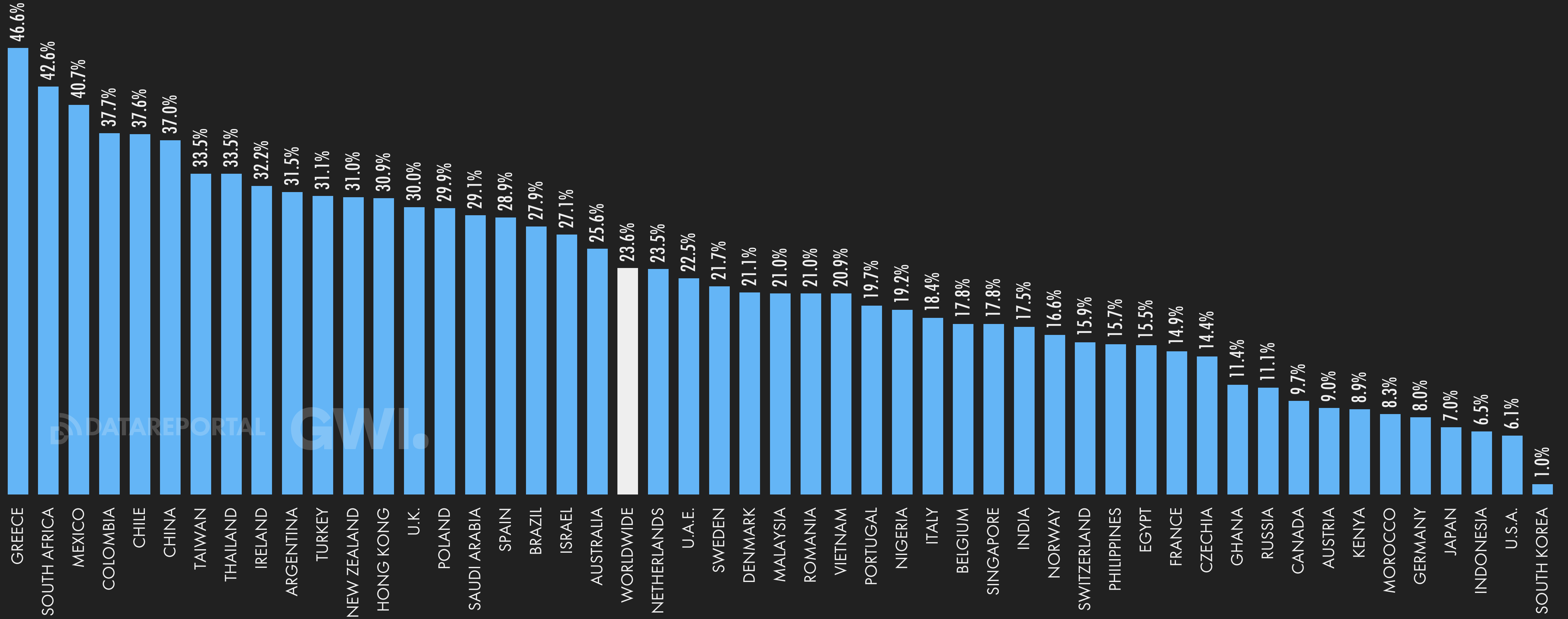
JAN  
2023

# USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH



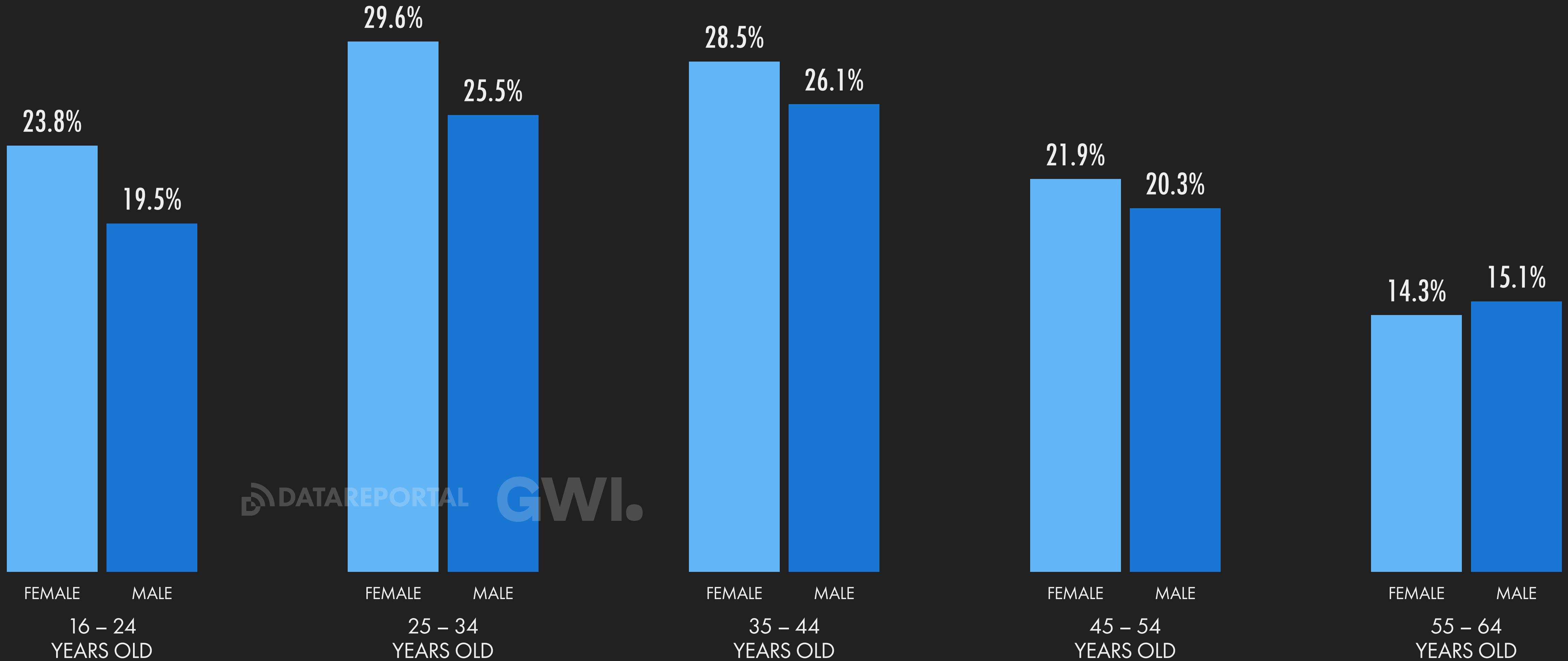
GLOBAL OVERVIEW



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2023

# USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH



DATA REPORTAL GWI.

JAN  
2023

# ONLINE MEAL DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE MEAL AND TAKEAWAY DELIVERY SERVICES



NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS



statista

**1.85**  
BILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS



we are social

**+8.6%**  
**+146 MILLION**

TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD, 2022)



Meltwater

**\$304.8**  
BILLION

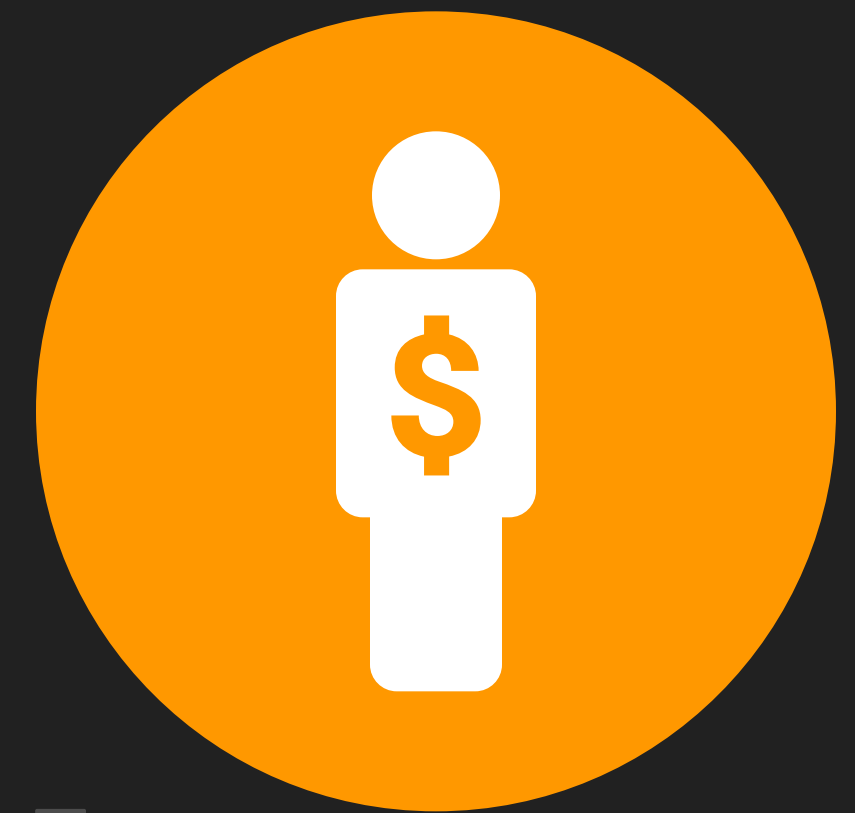
YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS



statista

**+6.2%**  
**+\$18 BILLION**

AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD, 2022)



**\$165**  
YOY: **-2.2%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** ONLY INCLUDES ORDERS OF PREPARED FOOD THAT ARE MADE VIA ONLINE SERVICES. INCLUDES ONLINE ORDERS THAT ARE COLLECTED AT A RESTAURANT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

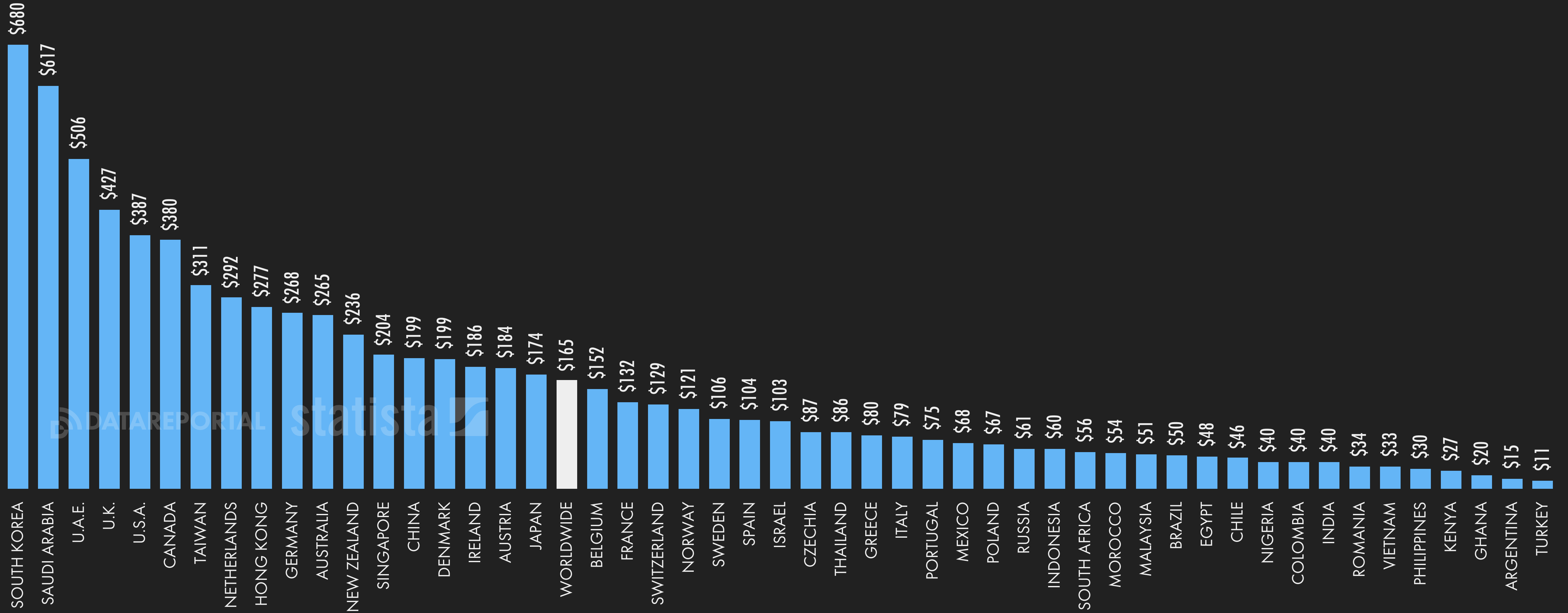
JAN  
2023

# ONLINE MEAL DELIVERY ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF ONLINE FOOD DELIVERY SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



JAN  
2023

# ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2022)



GLOBAL OVERVIEW

FLIGHTS



statista

**\$361.4  
BILLION**

YEAR-ON-YEAR CHANGE  
**+78.9% (+\$159 BILLION)**

TRAINS



**\$68.67  
BILLION**

YEAR-ON-YEAR CHANGE  
**+58.4% (+\$25 BILLION)**

CAR RENTALS



statista

**\$53.90  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17.1% (+\$7.9 BILLION)**

LONG-DISTANCE BUSES



**\$8.66  
BILLION**

YEAR-ON-YEAR CHANGE  
**+64.3% (+\$3.4 BILLION)**

HOTELS



we  
are  
social

**\$269.1  
BILLION**

YEAR-ON-YEAR CHANGE  
**+69.5% (+\$110 BILLION)**

PACKAGE HOLIDAYS



statista

**\$148.4  
BILLION**

YEAR-ON-YEAR CHANGE  
**+44.2% (+\$45 BILLION)**

VACATION RENTALS



Meltwater

**\$58.11  
BILLION**

YEAR-ON-YEAR CHANGE  
**+47.1% (+\$19 BILLION)**

CRUISES



**\$4.17  
BILLION**

YEAR-ON-YEAR CHANGE  
**+38.2% (+\$1.2 BILLION)**



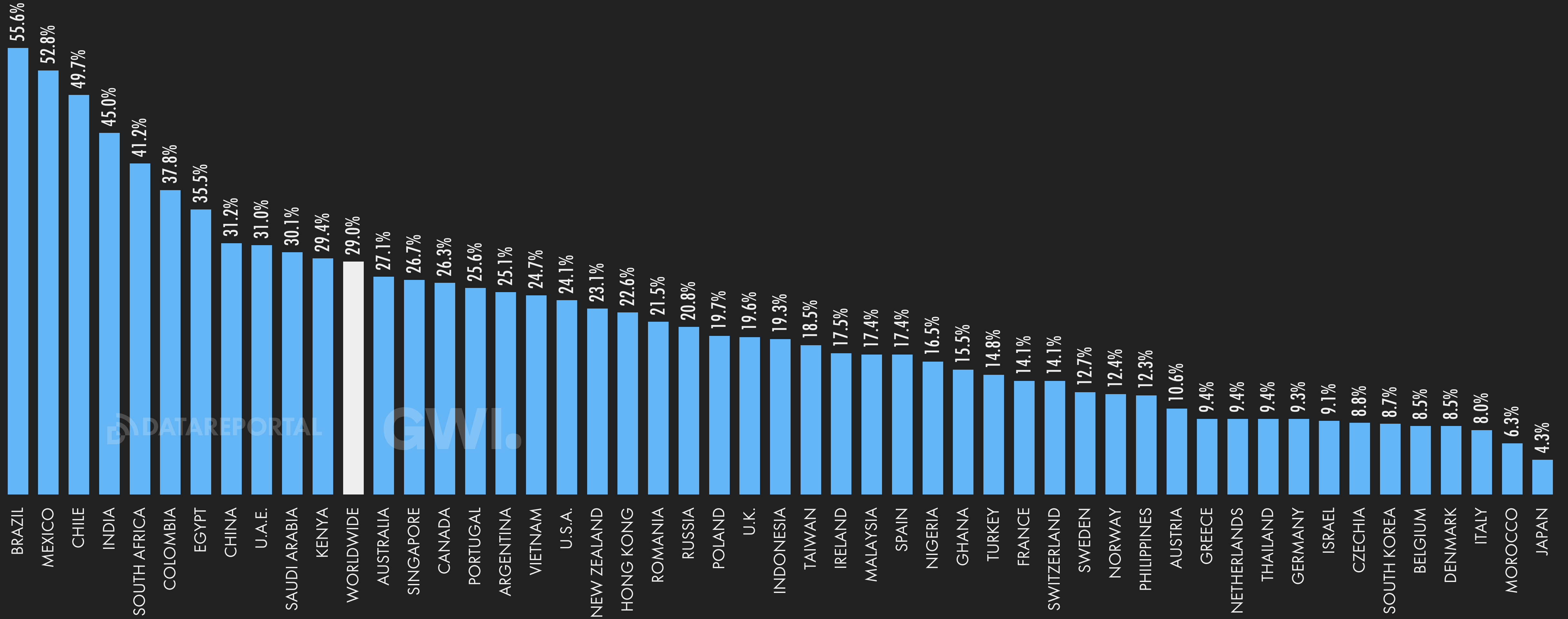
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2023

# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



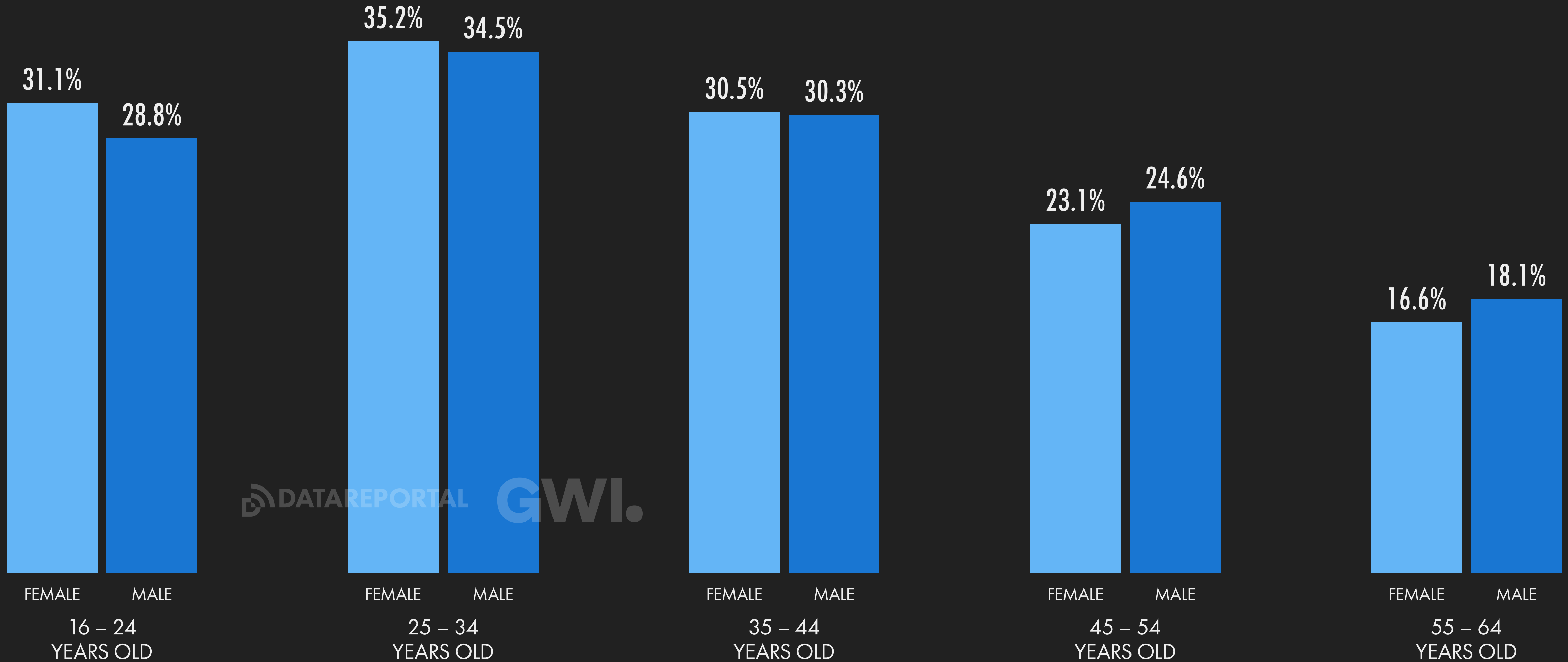
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# USE OF ONLINE MOBILITY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE ONLINE MOBILITY SERVICES EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

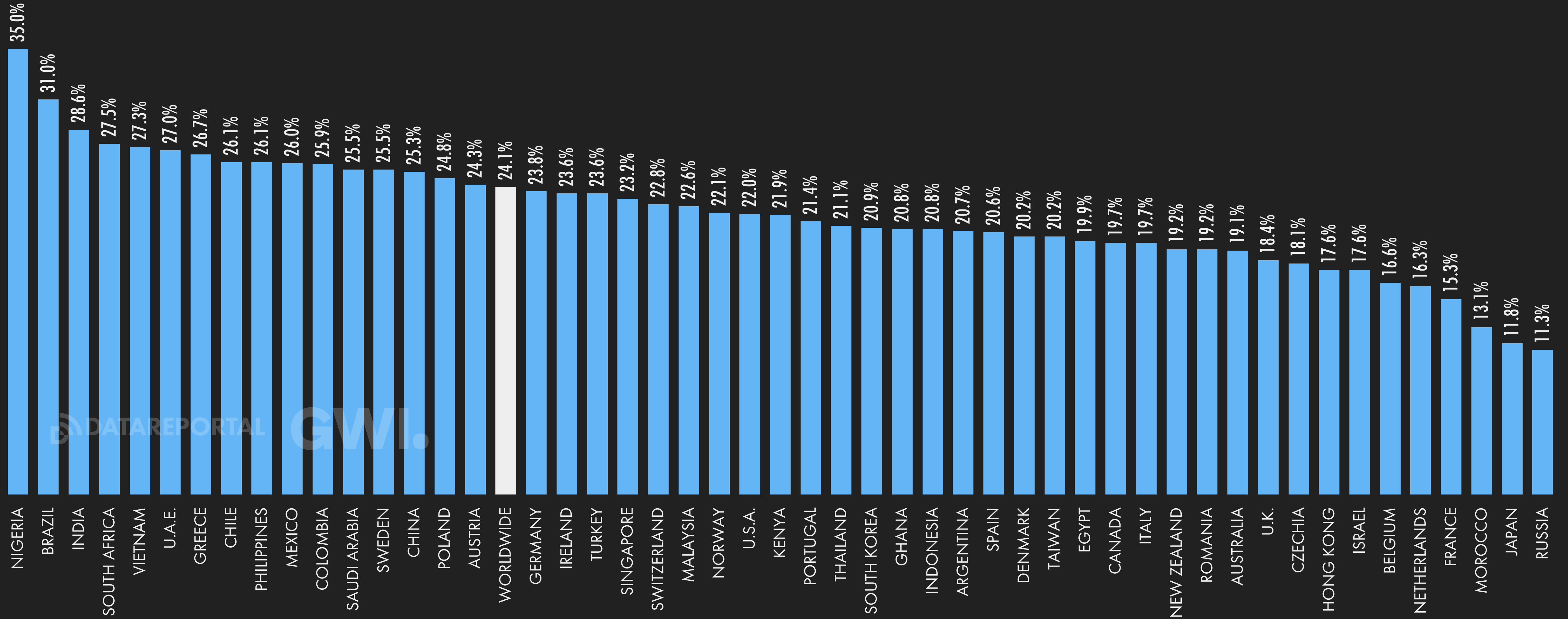
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2023

# USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

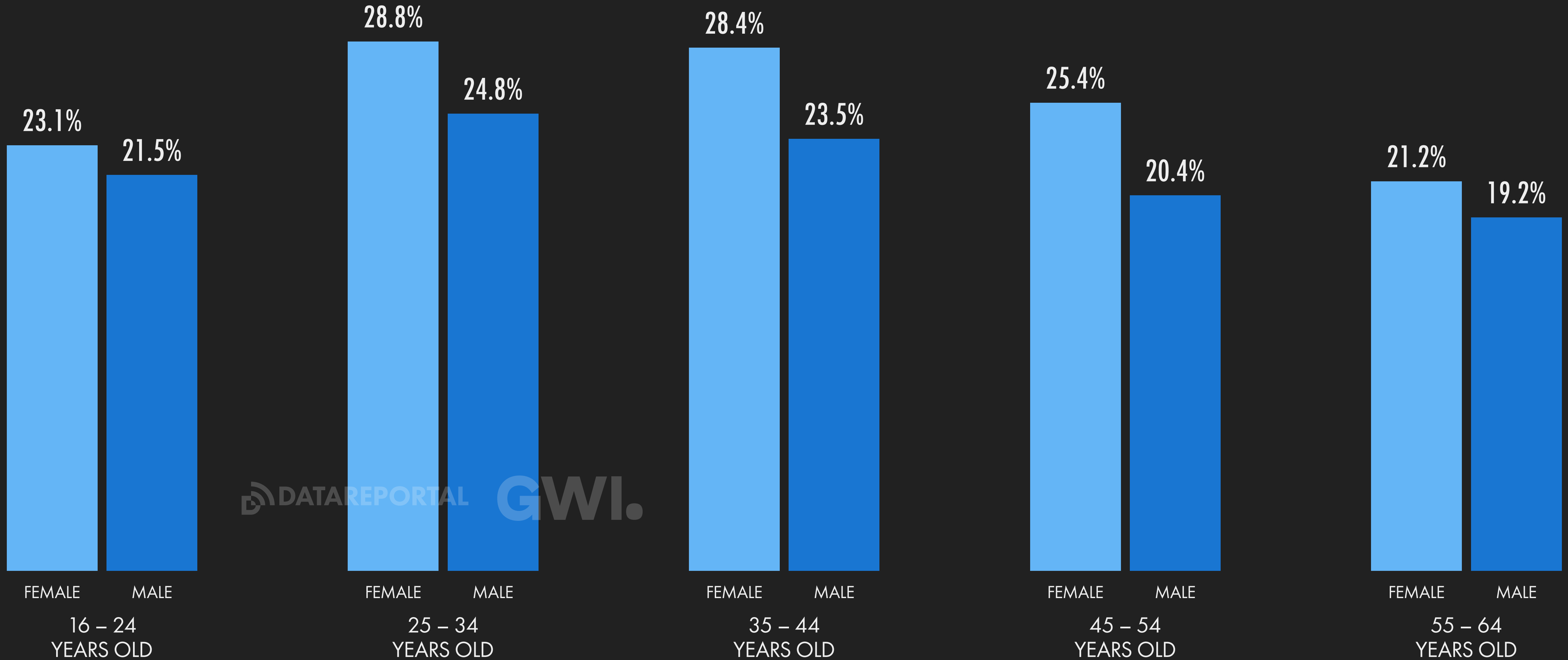
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# USE OF ONLINE HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS WHO USE HEALTH AND FITNESS WEBSITES AND MOBILE APPS EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

**JAN  
2023**

# E-HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES



NUMBER OF PEOPLE  
USING E-HEALTH  
DEVICES AND SERVICES



statista

**1.95**  
BILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
E-HEALTH USERS



Meltwater

**+0.3%**  
**+5.5 MILLION**

TOTAL ANNUAL VALUE  
OF THE E-HEALTH  
MARKET (USD, 2022)



statista

**\$64.09**  
BILLION

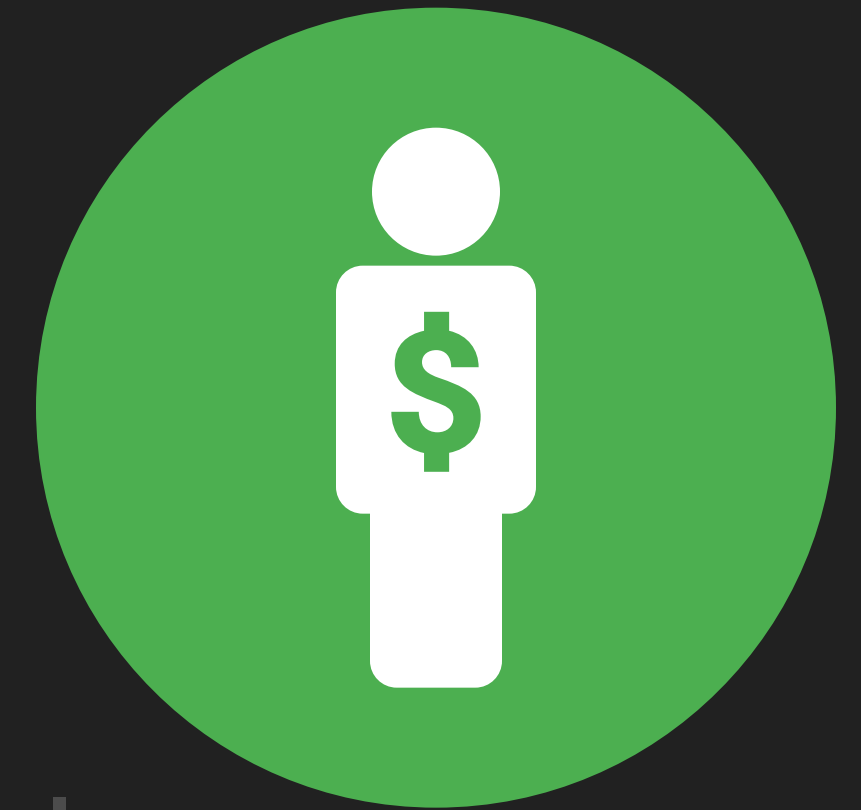
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF THE  
E-HEALTH MARKET



we  
are  
social

**+11.9%**  
**+\$6.8 BILLION**

AVERAGE ANNUAL  
SPEND ON E-HEALTH  
PER USER (USD, 2022)



**\$32.82**  
YOY: **+12%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH; MOOD IMPROVEMENT APPS; OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

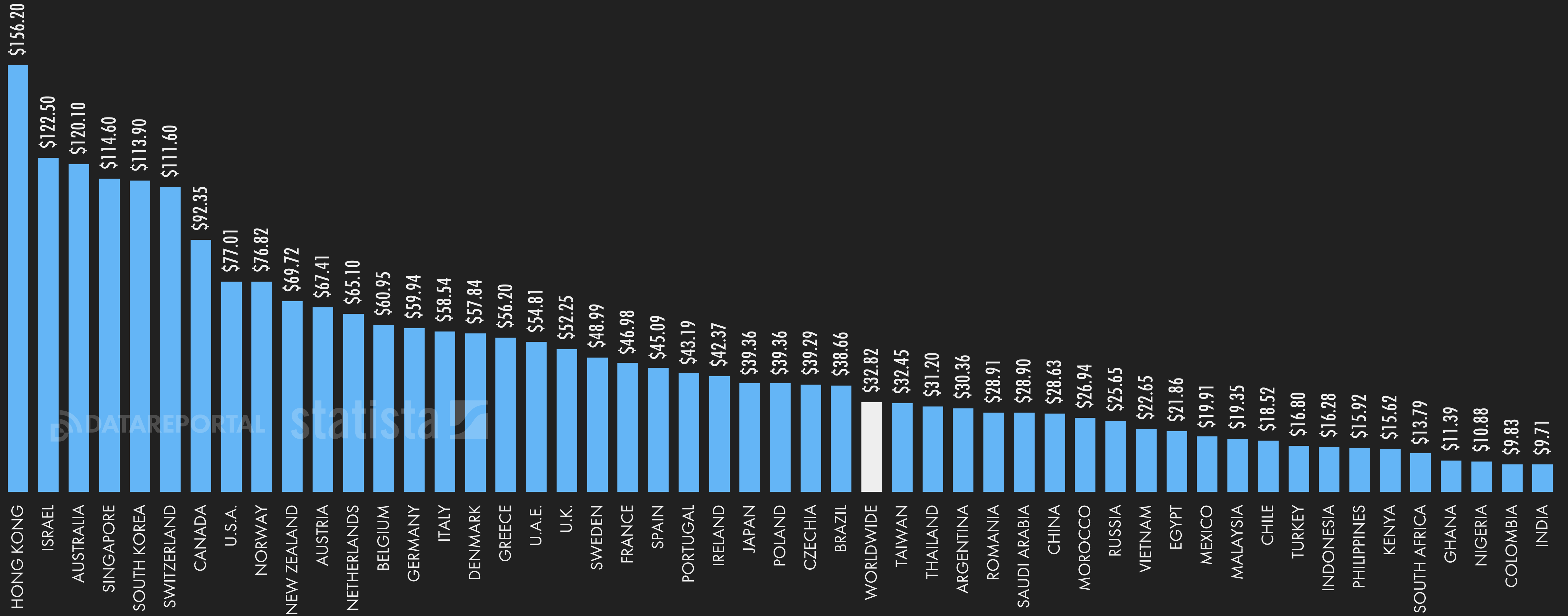
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2023

# E-HEALTH ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR; APPS FOR TRACKING SLEEP OR TRACKING HEALTH; MOOD IMPROVEMENT APPS; OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF E-HEALTH DEVICES AND SERVICES FOR FULL-YEAR 2022 IN U.S. DOLLARS.

JAN  
2023

# DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES



GLOBAL OVERVIEW

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



statista

**1.28**  
BILLION

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



Meltwater

**+0.3%**  
**+87 MILLION**

TOTAL ANNUAL VALUE OF  
THE DIGITAL FITNESS & WELL-  
BEING MARKET (USD, 2022)



statista

**\$81.67**  
BILLION

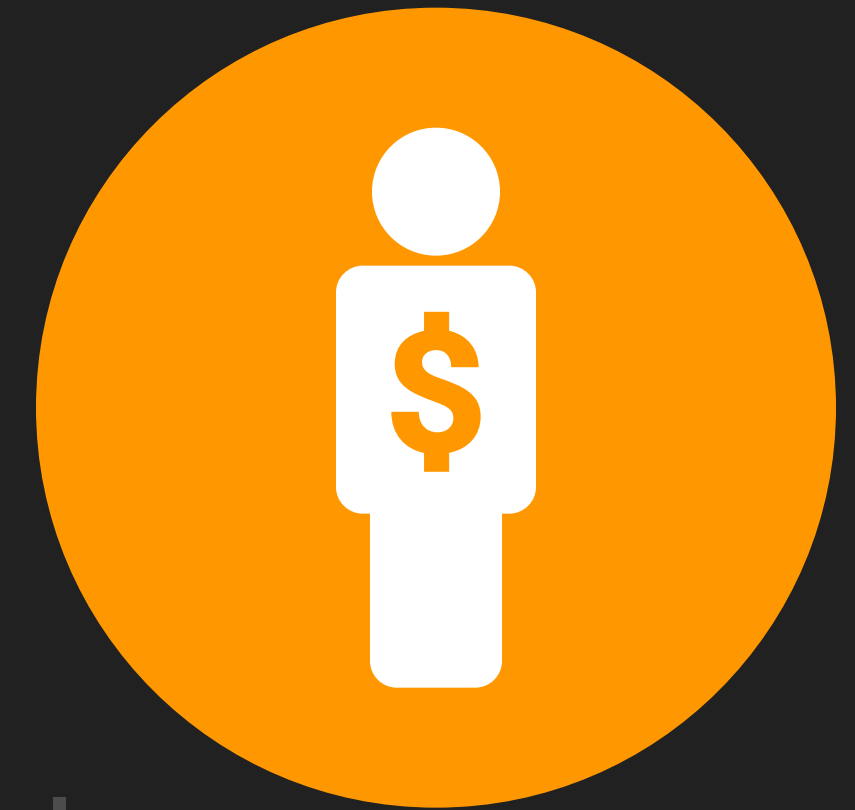
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF THE DIGITAL  
FITNESS & WELL-BEING MARKET



we  
are  
social

**+7.2%**  
**+\$5.5 BILLION**

AVERAGE ANNUAL SPEND  
ON DIGITAL FITNESS & WELL-  
BEING PER USER (USD, 2022)



**\$63.71**  
YOY: **-0.06%**

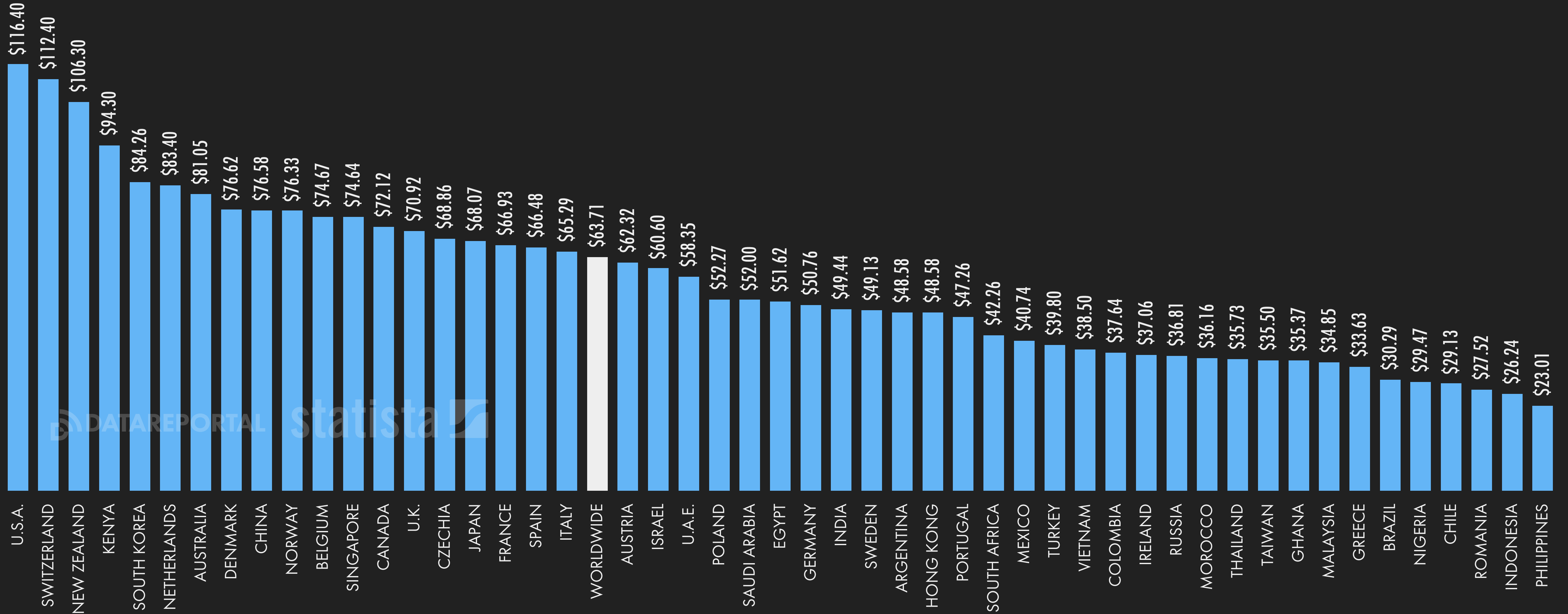
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# DIGITAL FITNESS & WELL-BEING ARPU

AVERAGE FULL-YEAR 2022 REVENUE PER USER OF DIGITAL FITNESS & WELLBEING DEVICES AND SERVICES (U.S. DOLLARS)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF DIGITAL FITNESS AND WELL-BEING DEVICES AND SERVICES FOR FULL-YEAR 2022 IN U.S. DOLLARS.



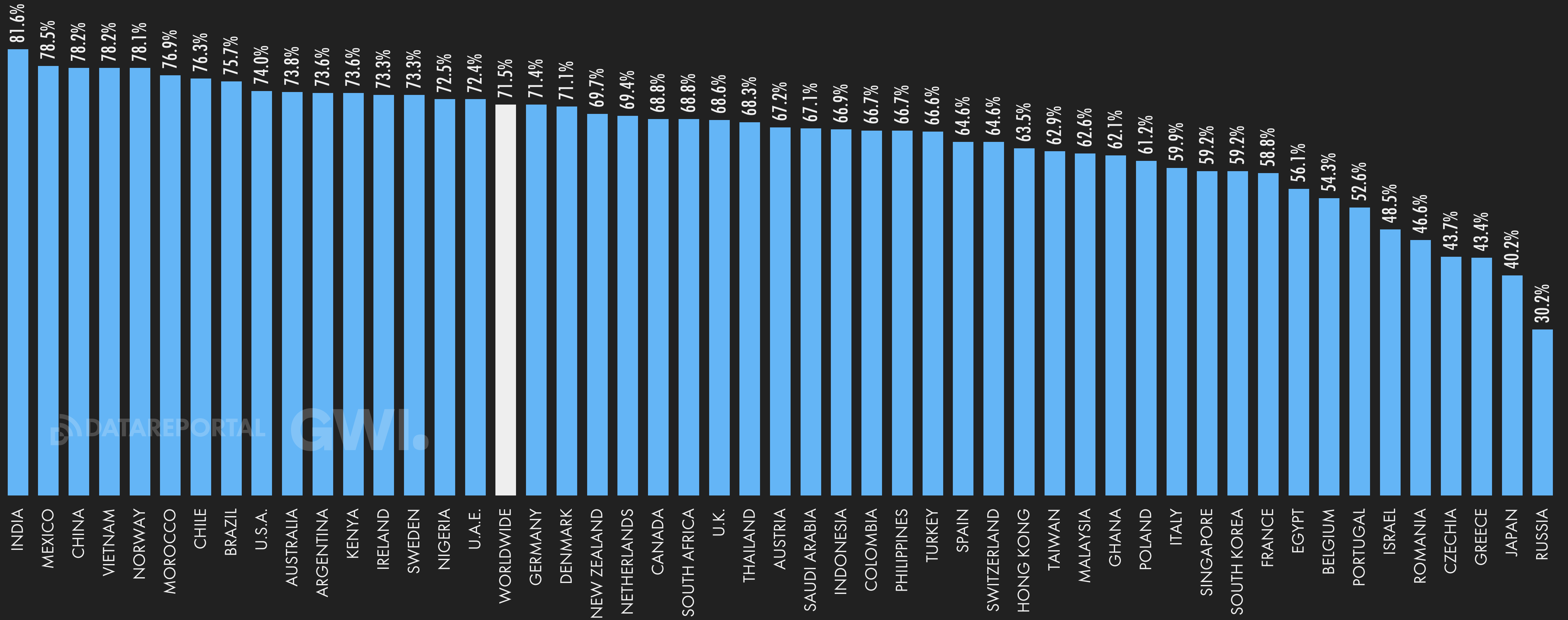
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2023

# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



DATA REPORTAL GWI.

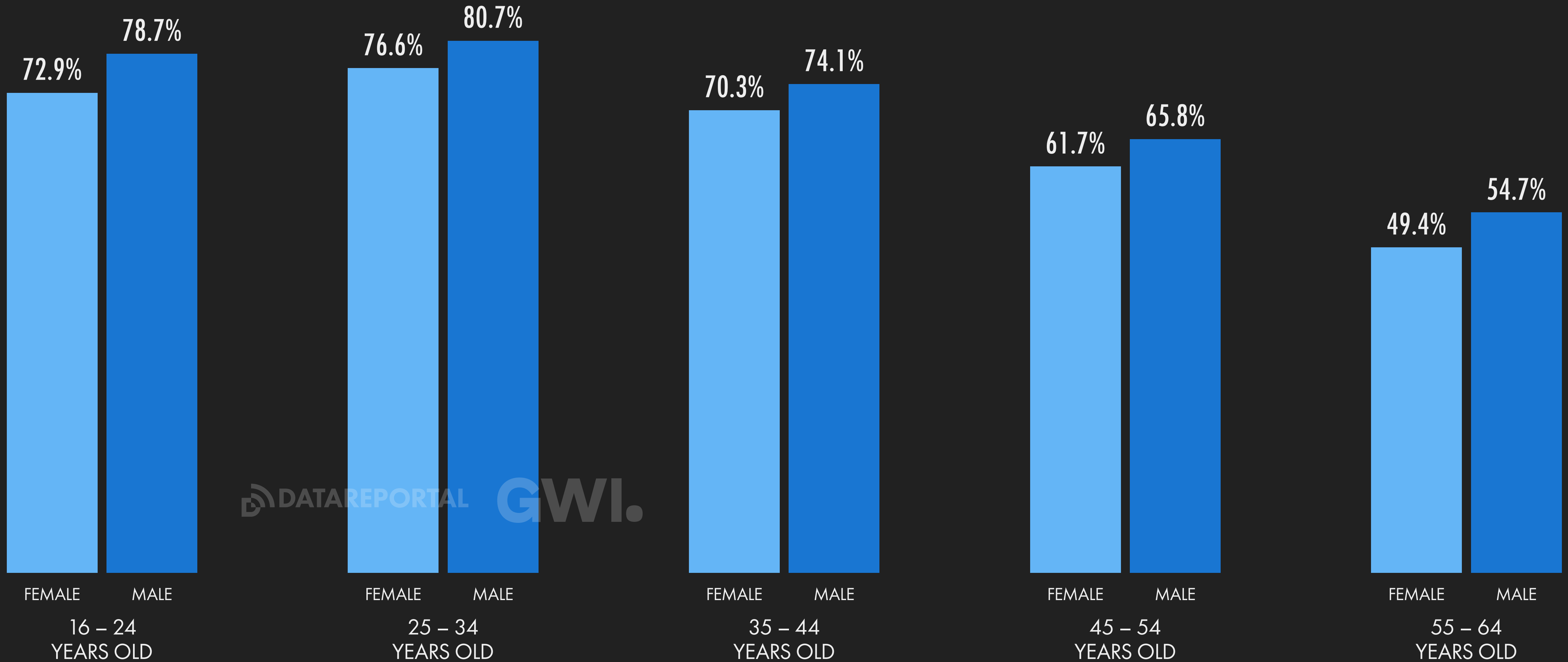
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2023

# DIGITAL CONTENT PURCHASES

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



GLOBAL OVERVIEW

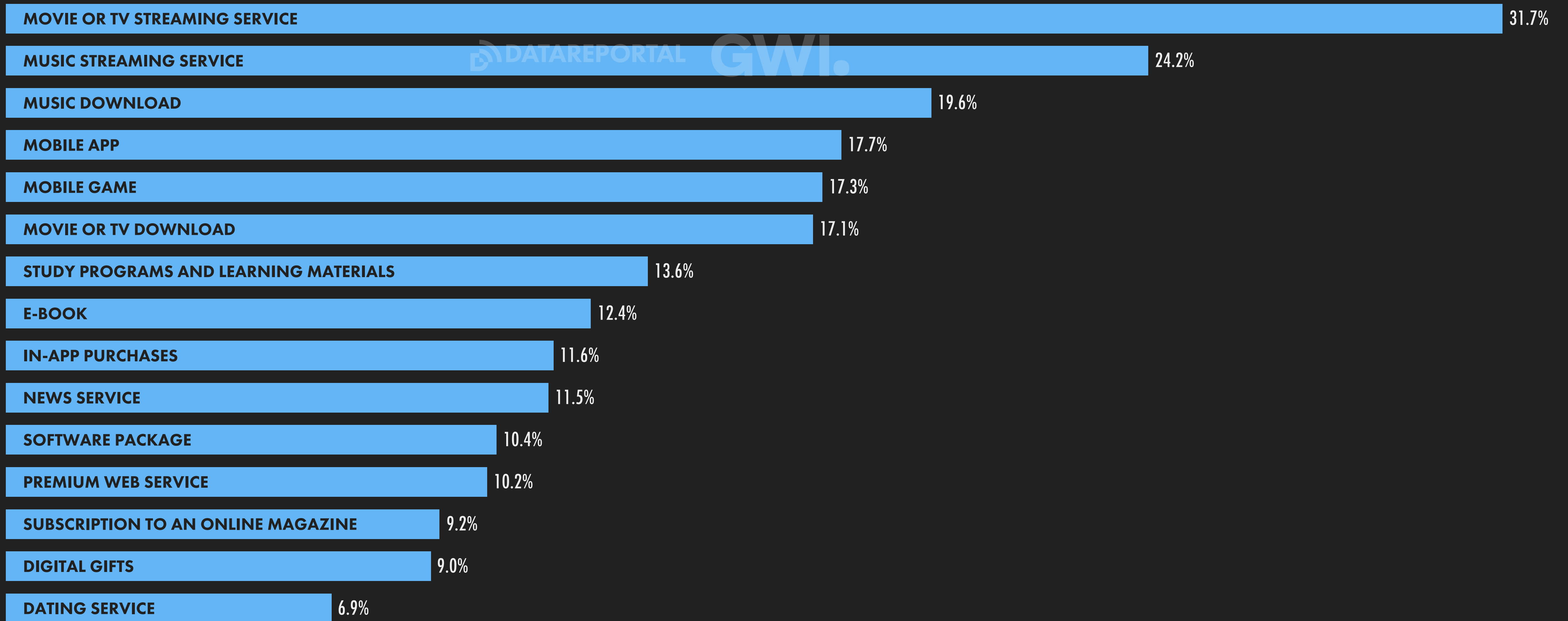


DATA REPORTAL GWI.

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2023**

# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



JAN  
2023

# DIGITAL MEDIA SPEND

FULL-YEAR 2022 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



statista

**\$331.8**  
BILLION

YEAR-ON-YEAR CHANGE  
**+6.0% (+\$19 BILLION)**

VIDEO GAMES



we  
are  
social

**\$197.0**  
BILLION

YEAR-ON-YEAR CHANGE  
**+6.5% (+\$12 BILLION)**

VIDEO-ON-DEMAND

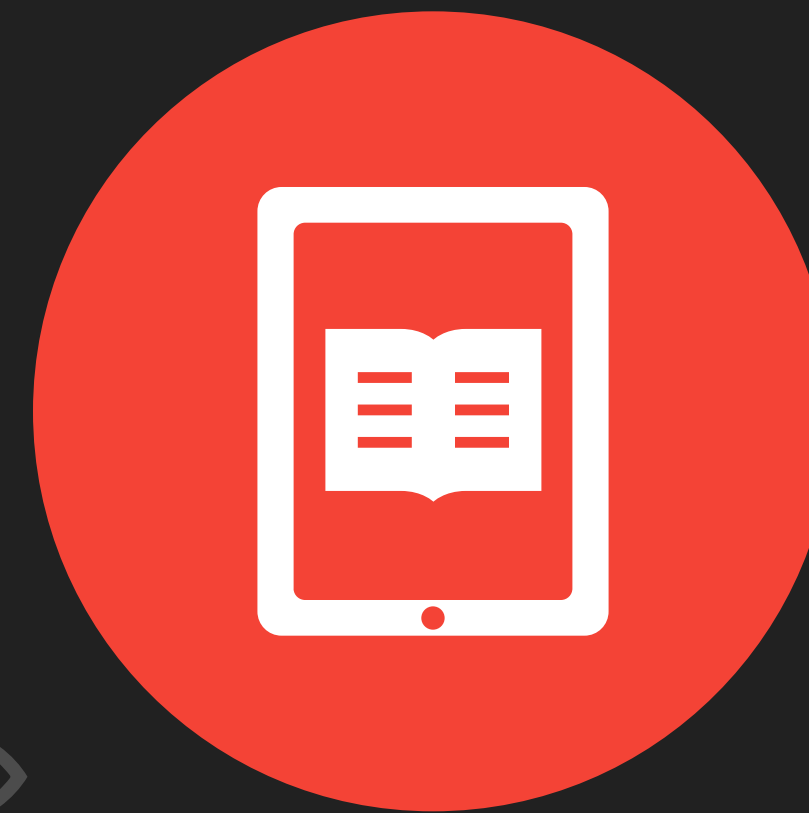


Meltwater

**\$94.88**  
BILLION

YEAR-ON-YEAR CHANGE  
**+7.6% (+\$6.7 BILLION)**

EPUBLISHING



statista

**\$24.87**  
BILLION

YEAR-ON-YEAR CHANGE  
**-1.9% (-\$470 MILLION)**

DIGITAL MUSIC



statista

**\$15.07**  
BILLION

YEAR-ON-YEAR CHANGE  
**+2.6% (+\$380 MILLION)**

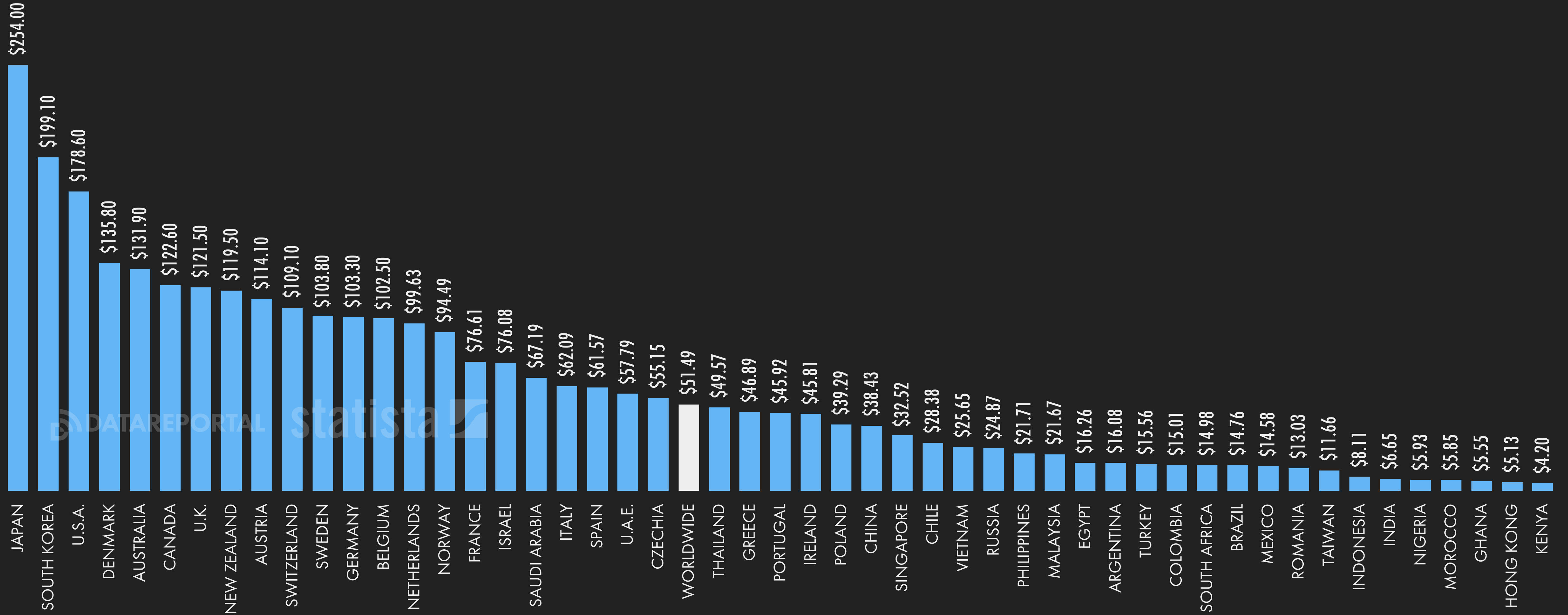
JAN  
2023

# DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2022 SPEND PER USER (IN U.S. DOLLARS) ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF ANNUAL SPEND PER USER OF DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS FOR FULL-YEAR 2022 IN U.S. DOLLARS., AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN  
2023

# DIGITAL MEDIA: ANNUAL ARPU

AVERAGE FULL-YEAR 2022 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



TOTAL



statista

**\$51.49**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+9.5% (+\$4.46)**

VIDEO GAMES



we  
are  
social

**\$81.25**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+13.2% (+\$9.50)**

VIDEO-ON-DEMAND



Meltwater

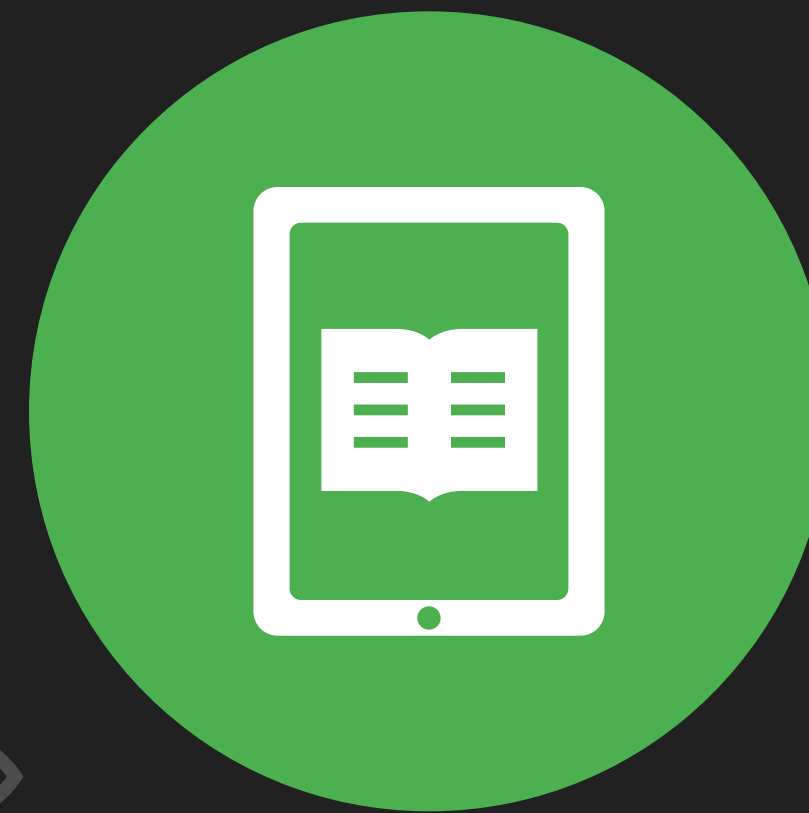
**\$63.92**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+7.8% (+\$4.63)**

EPUBLISHING



statista

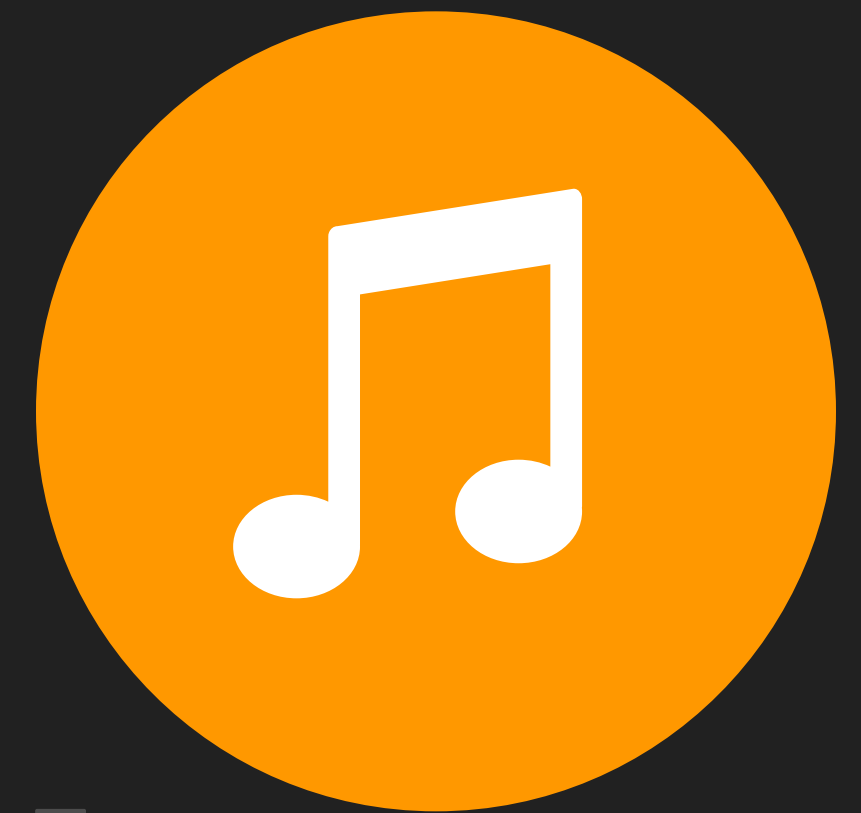
**\$18.63**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**-1.0% (-\$0.19)**

DIGITAL MUSIC



statista

**\$12.56**

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

**+6.5% (+\$0.77)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** ACROSS EACH FORMAT. BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN  
2023

# PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2021 COMPLETED USING EACH TYPE OF PAYMENT METHOD



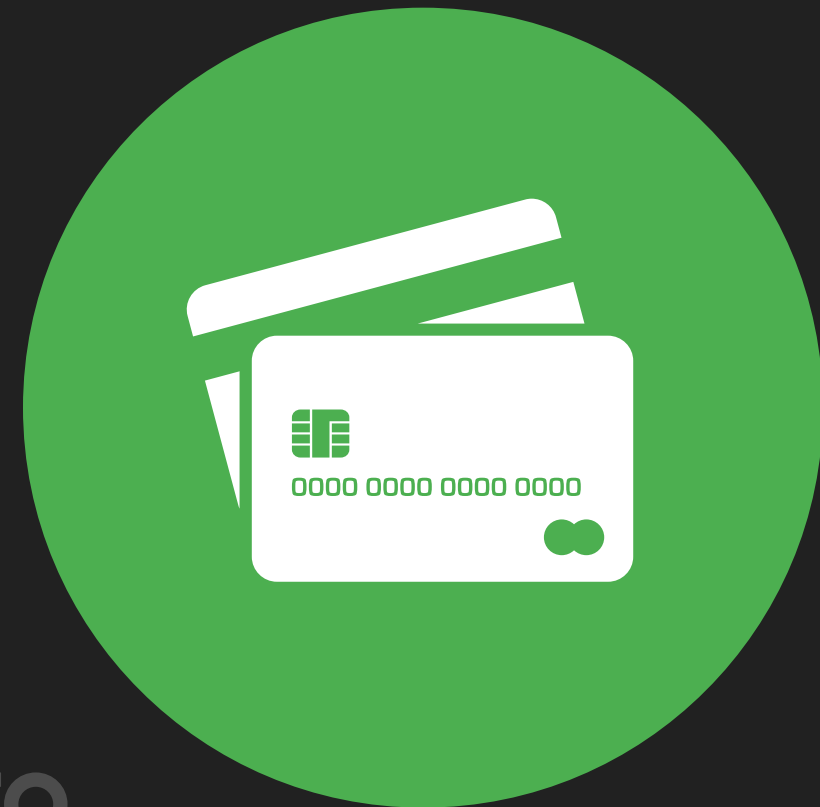
SHARE OF B2C ECOMMERCE  
TRANSACTION VOLUME  
ATTRIBUTABLE TO DIGITAL  
AND MOBILE WALLETS



ppro

45%

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



KEPIOS

32%

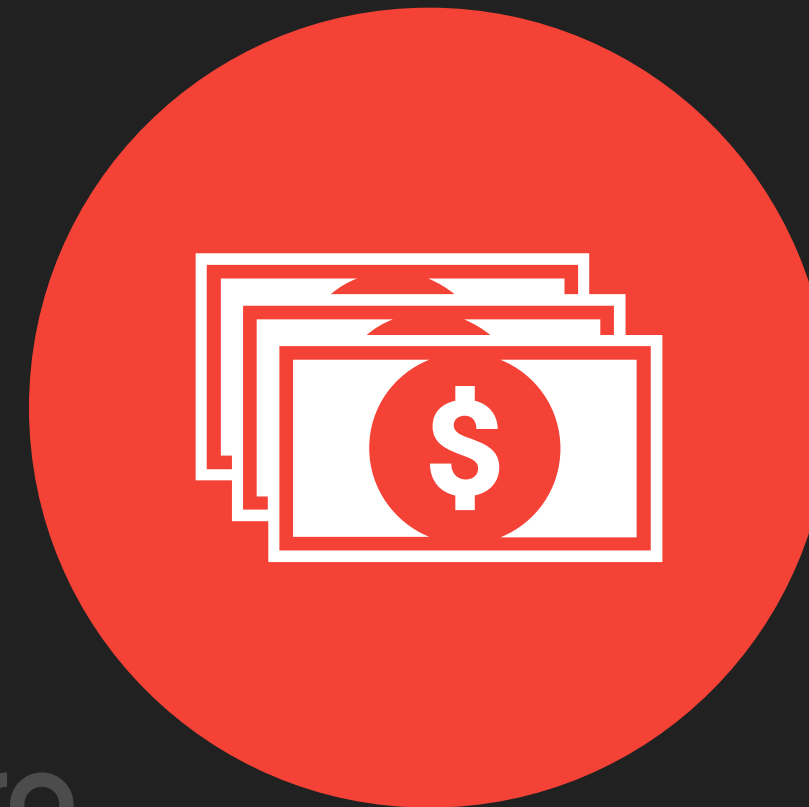
SHARE OF B2C ECOMMERCE  
TRANSACTION VOLUME  
ATTRIBUTABLE TO  
BANK TRANSFERS



ppro

11%

SHARE OF B2C ECOMMERCE  
TRANSACTION VOLUME  
ATTRIBUTABLE TO  
CASH-ON-DELIVERY



ppro

4%

SHARE OF B2C ECOMMERCE  
TRANSACTION VOLUME  
ATTRIBUTABLE TO OTHER  
PAYMENT METHODS



6%

JAN  
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# OVERVIEW OF CONSUMER DIGITAL PAYMENTS

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



GLOBAL OVERVIEW

NUMBER OF  
PEOPLE MAKING  
DIGITAL PAYMENTS



statista

**4.16**  
BILLION

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



Meltwater

**+8.3%**  
**+321 MILLION**

TOTAL ANNUAL VALUE  
OF DIGITAL PAYMENT  
TRANSACTIONS (USD, 2022)



statista

**\$8.49**  
TRILLION

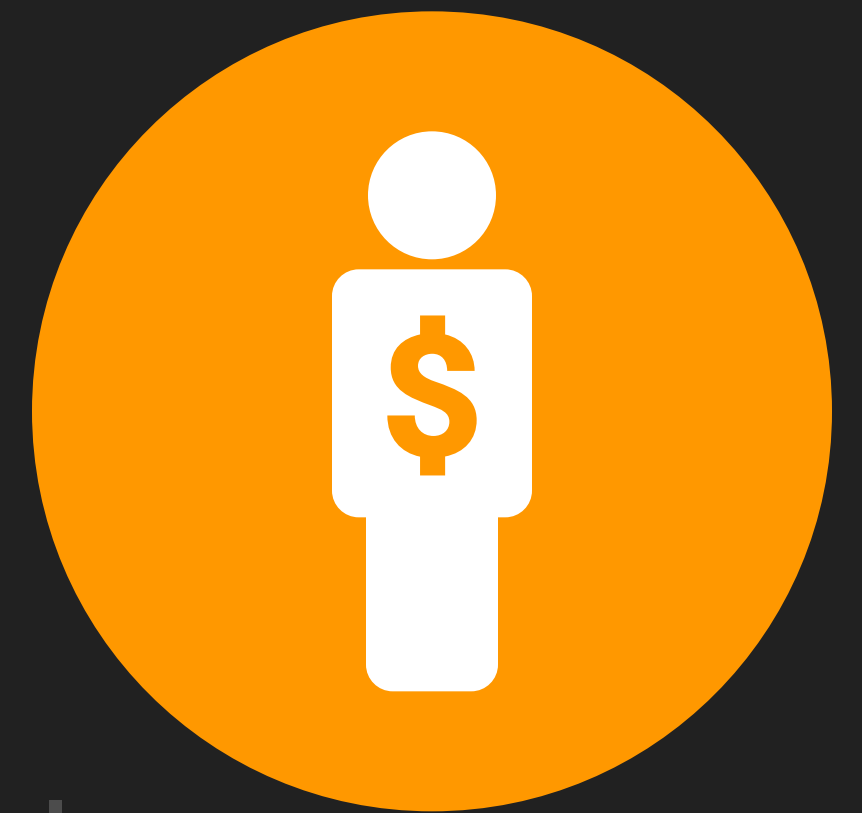
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF DIGITAL  
PAYMENT TRANSACTIONS



we  
are  
social

**+12.9%**  
**+\$967 BILLION**

AVERAGE ANNUAL VALUE  
OF DIGITAL PAYMENTS  
PER USER (USD, 2022)



**\$2,040**  
YOY: **+4.1%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



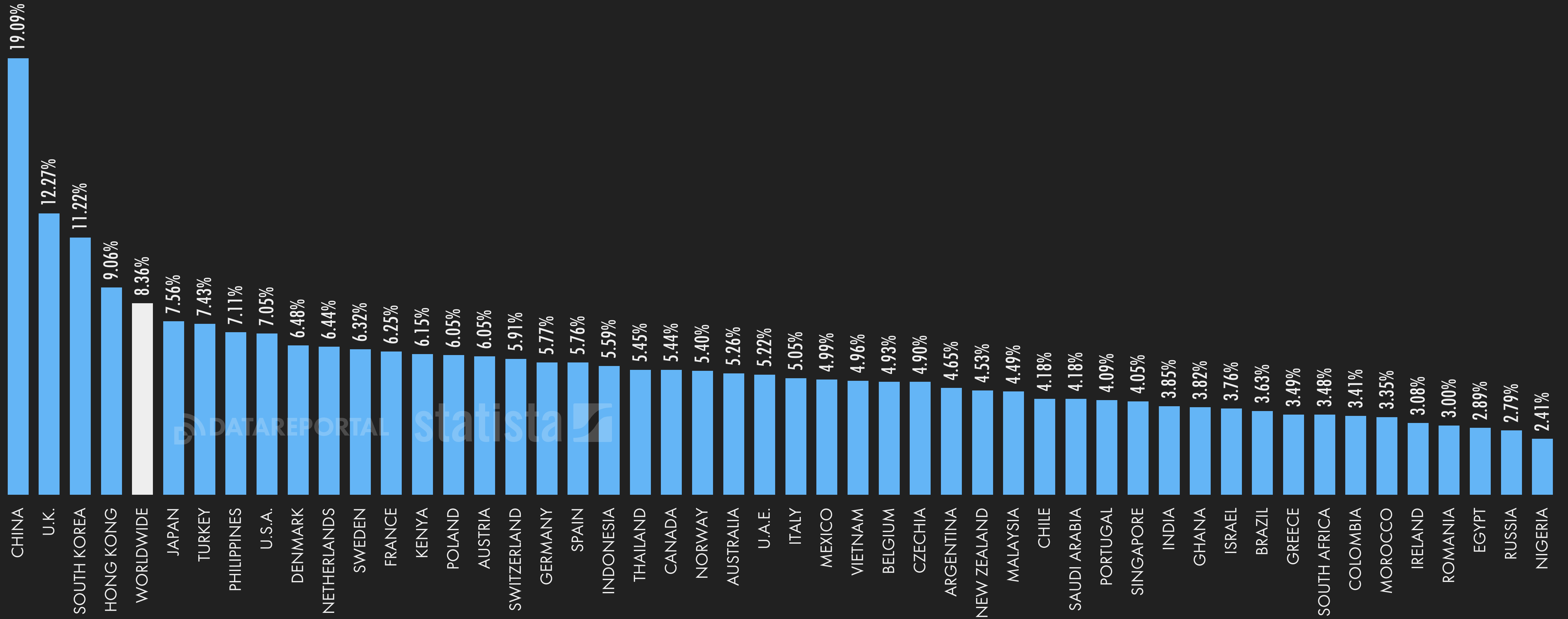
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2023

# DIGITAL PAYMENTS TRANSACTION VALUE vs. GDP

TOTAL FULL-YEAR 2022 CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE AS A PERCENTAGE OF GDP (CURRENT USD)



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

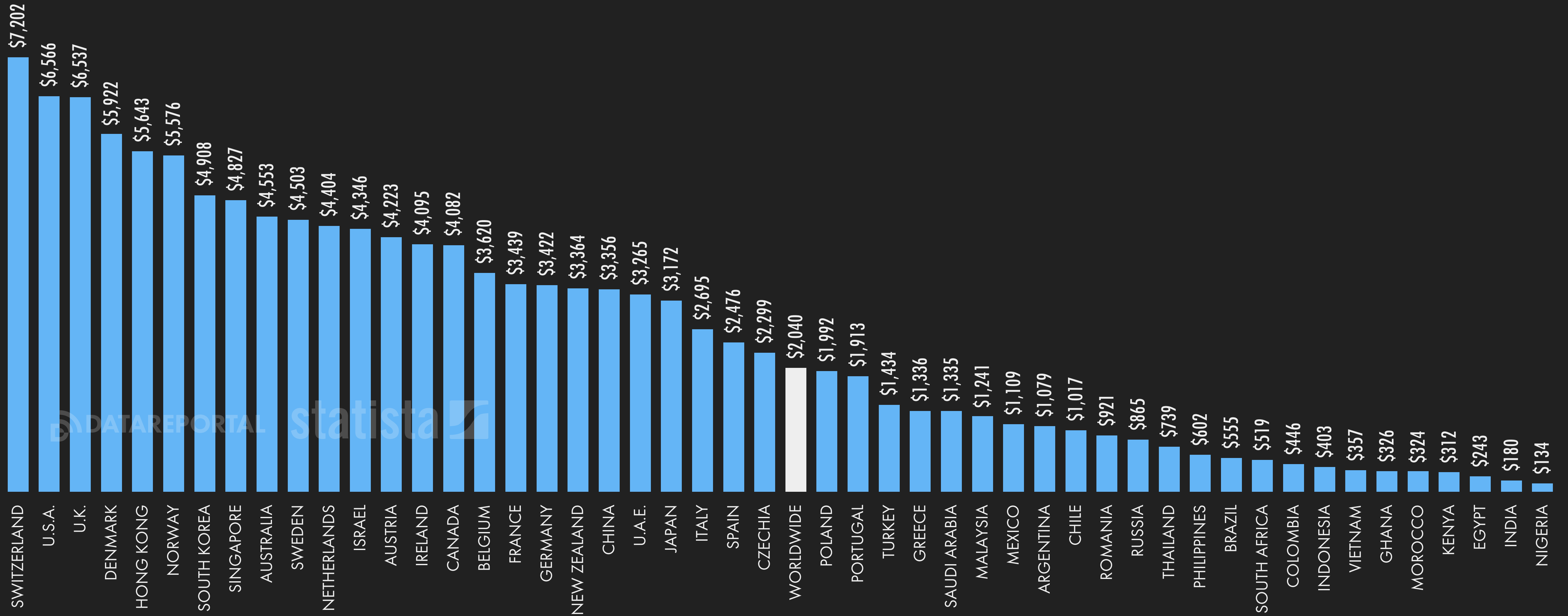
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# DIGITAL PAYMENTS ARPU

AVERAGE FULL-YEAR 2022 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)



GLOBAL OVERVIEW



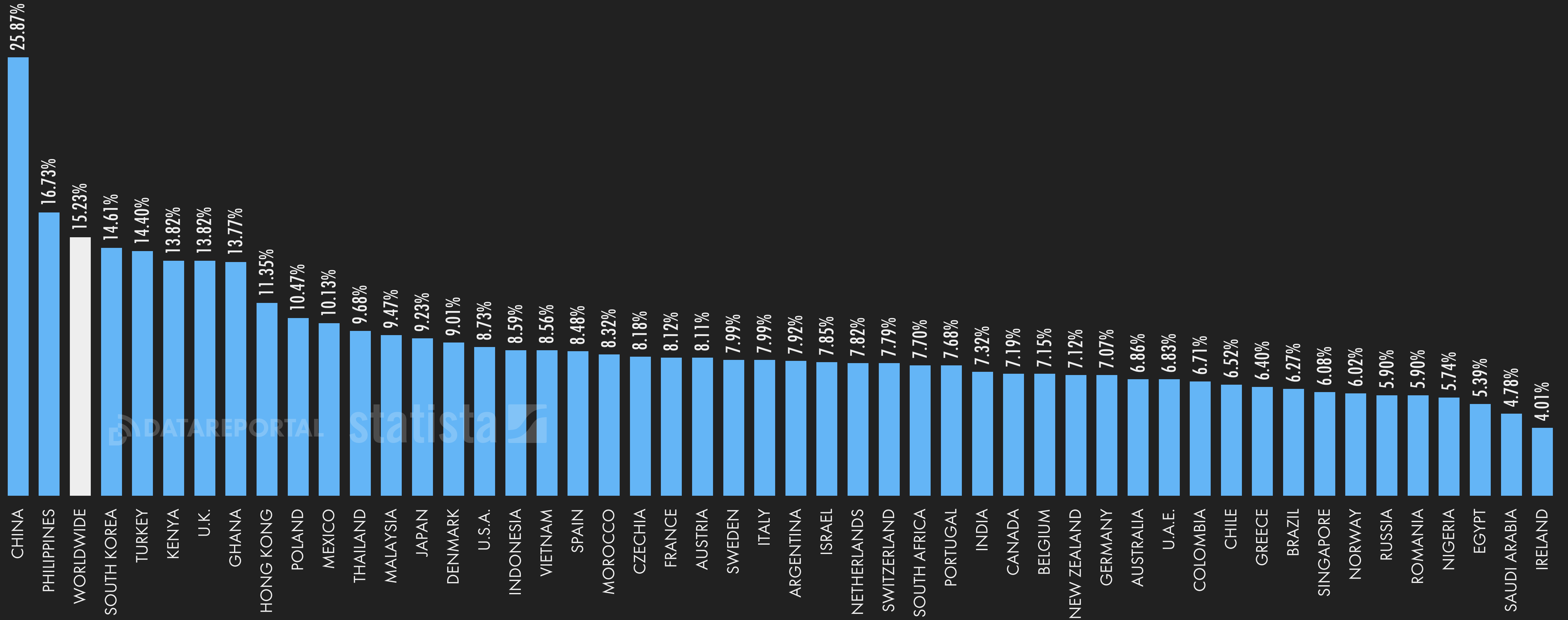
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# DIGITAL PAYMENTS ARPU vs. GDP PER CAPITA

AVERAGE FULL-YEAR 2022 VALUE OF CONSUMER DIGITAL PAYMENTS PER USER, AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD VALUES)



GLOBAL OVERVIEW



**SOURCES:** STATISTA DIGITAL MARKET OUTLOOK; IMF. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF AVERAGE TOTAL ANNUAL TRANSACTION VALUE OF DIGITAL PAYMENTS PER USER OF DIGITAL PAYMENTS IN 2022 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

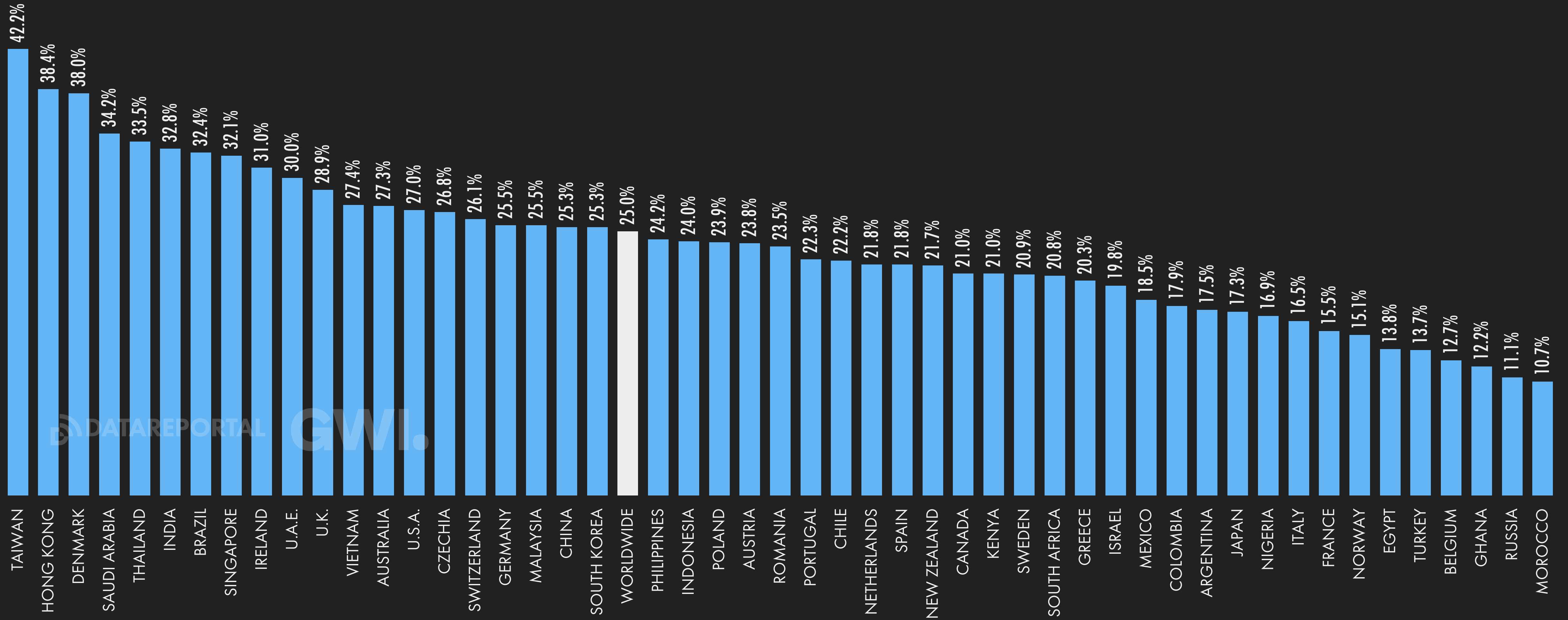
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2023

# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GLOBAL OVERVIEW



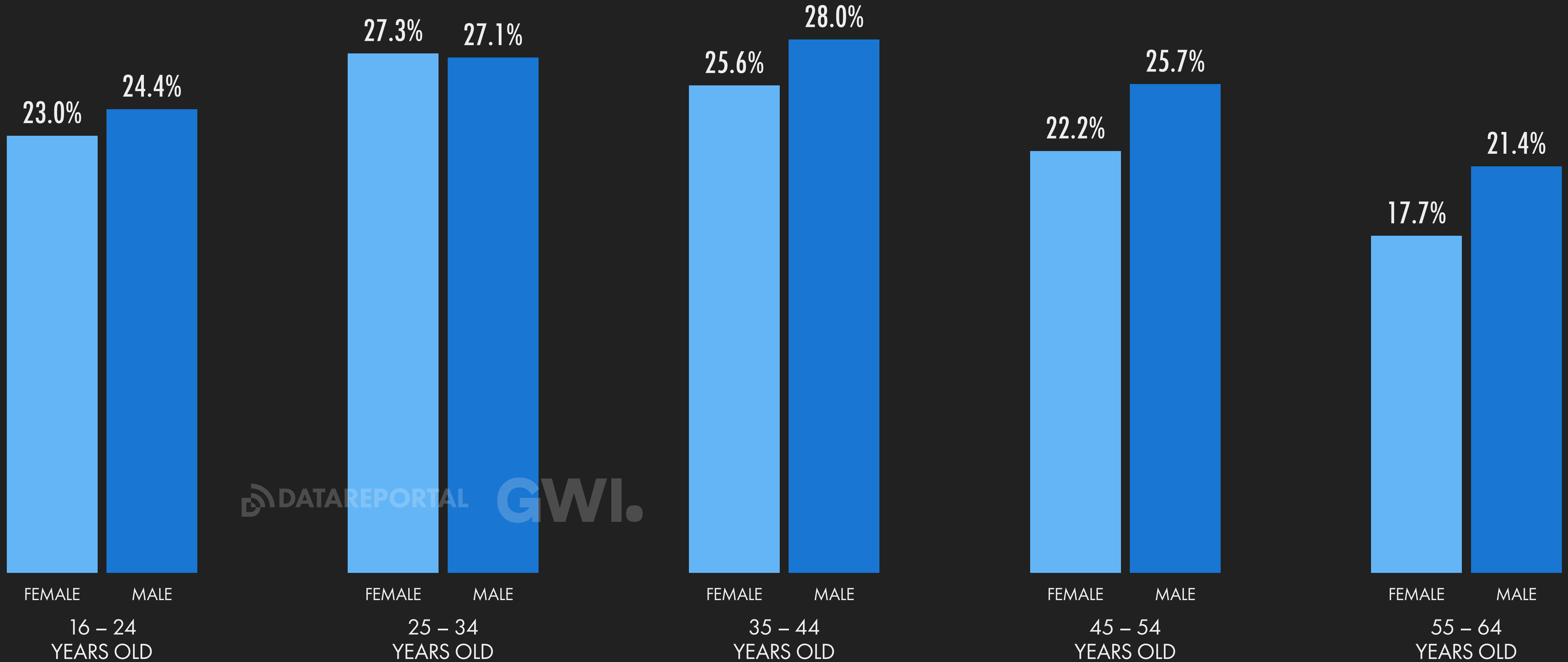
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# USE OF MOBILE PAYMENT SERVICES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

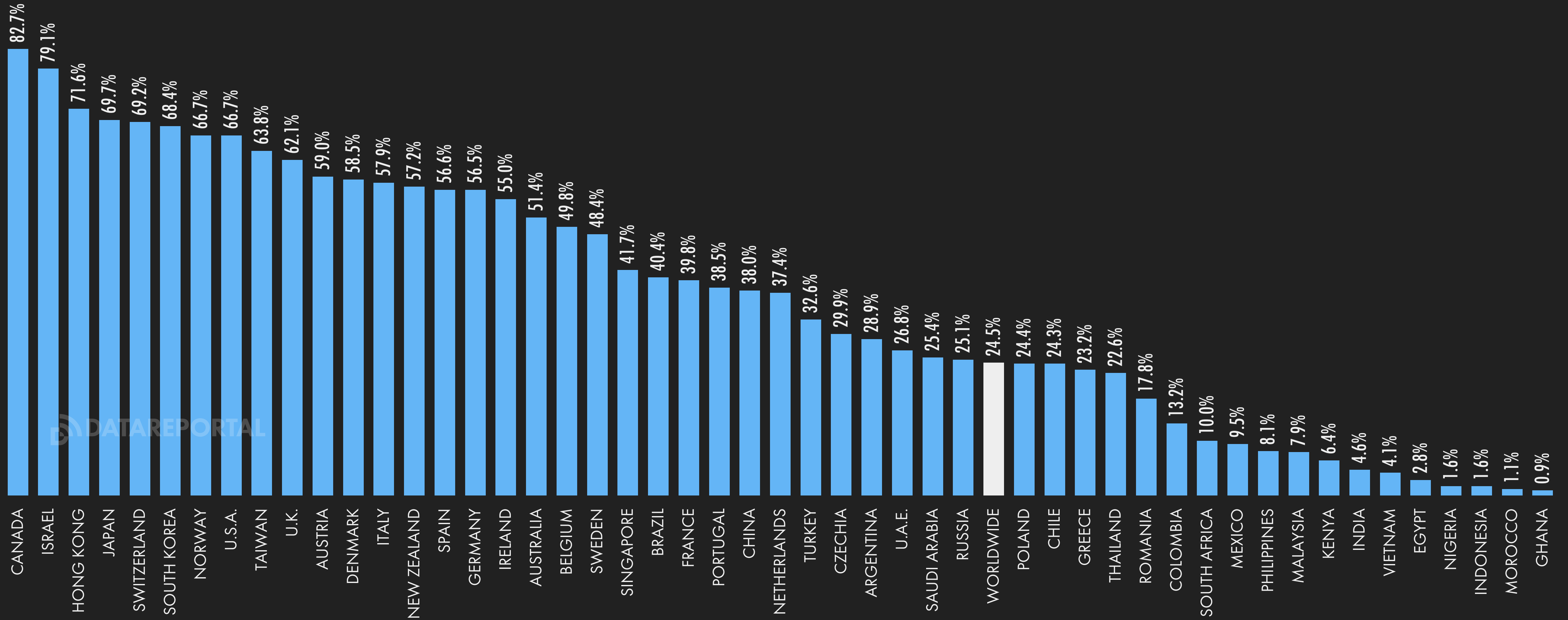
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# CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A CREDIT CARD



GLOBAL OVERVIEW



DATA REPORTAL

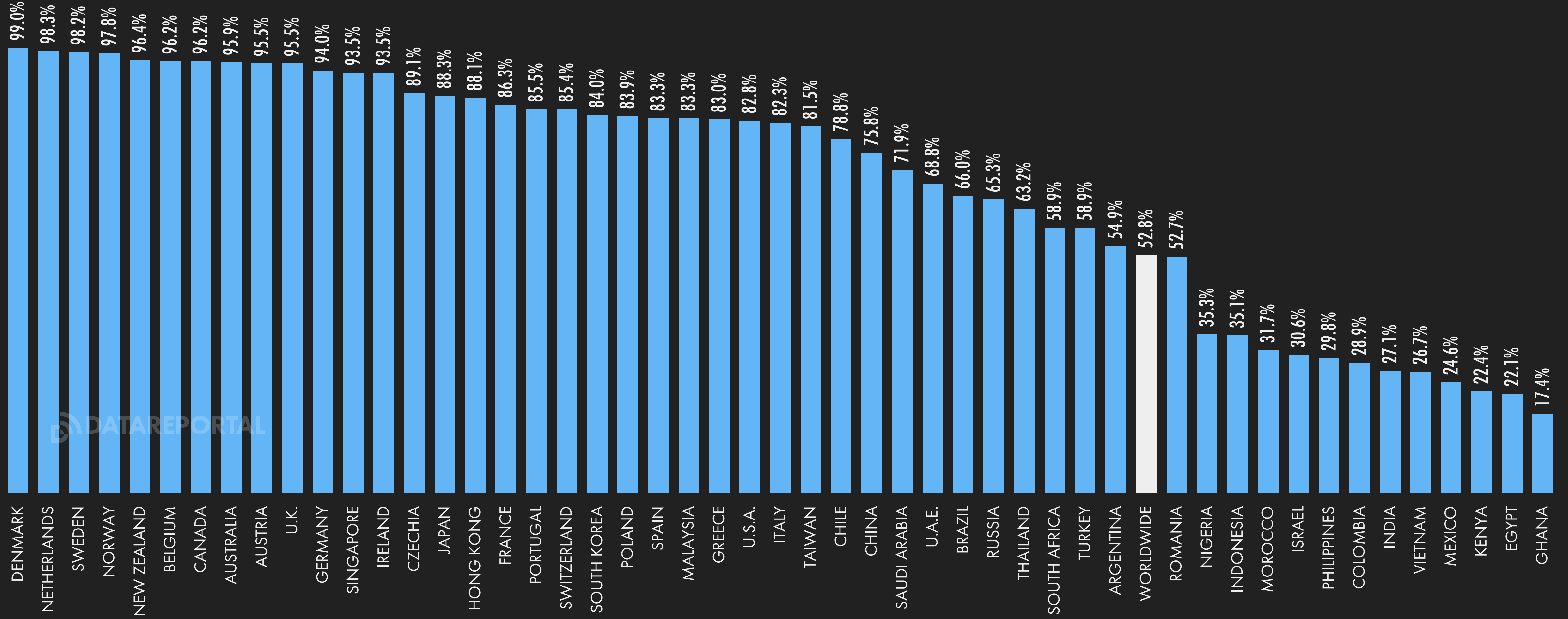
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# DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN A DEBIT CARD



GLOBAL OVERVIEW



DATA REPORTAL



**DIGITAL MARKETING**



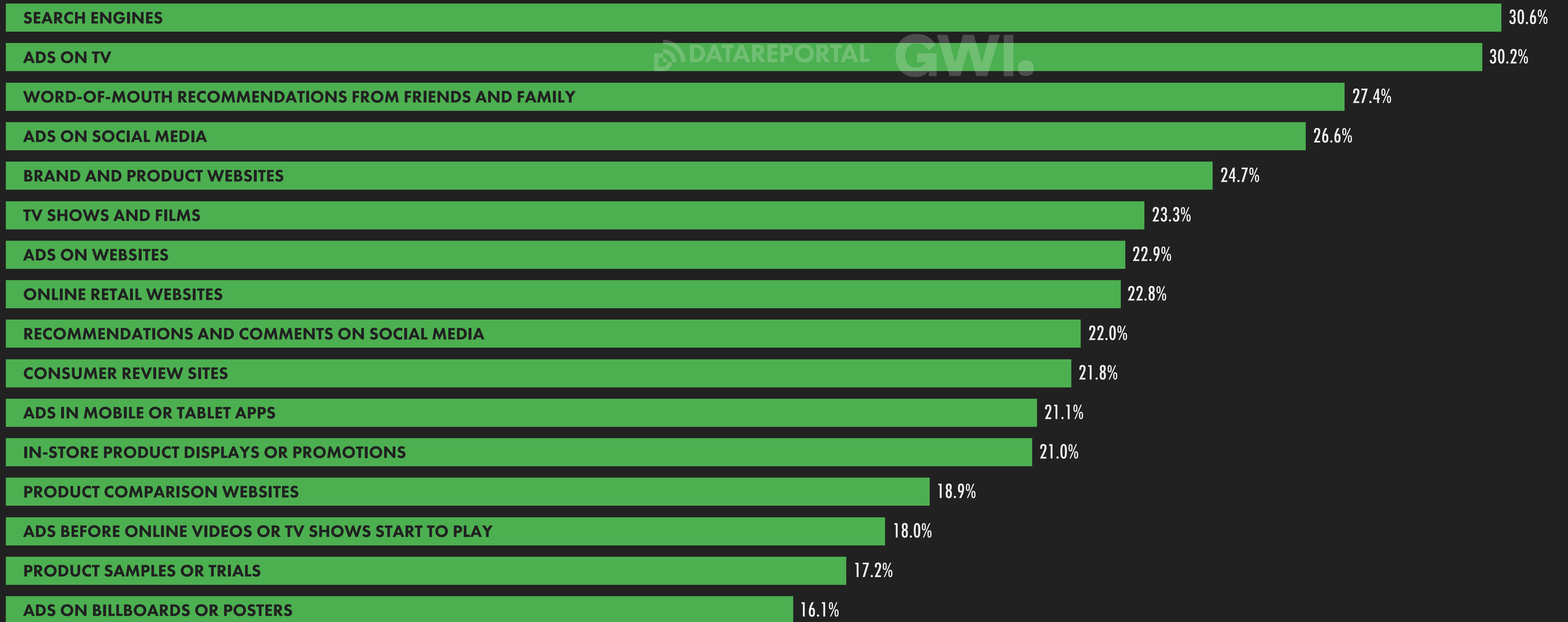
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2023

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW



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2023**

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF **INTERNET USERS** WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW

## 16 TO 24 YEARS OLD

ADS ON SOCIAL MEDIA	28.4%
ADS ON TV	26.5%
SEARCH ENGINES	26.4%
WORD OF MOUTH	24.4%
BRAND WEBSITES	23.4%
TV SHOWS AND FILMS	23.4%
ADS ON WEBSITES	23.1%
SOCIAL MEDIA COMMENTS	22.9%
ADS IN MOBILE APPS	22.8%
ONLINE RETAIL WEBSITES	21.0%

## 25 TO 34 YEARS OLD

SEARCH ENGINES	29.5%
ADS ON TV	28.4%
ADS ON SOCIAL MEDIA	28.1%
WORD OF MOUTH	25.9%
BRAND WEBSITES	25.6%
TV SHOWS AND FILMS	24.0%
SOCIAL MEDIA COMMENTS	23.9%
ADS ON WEBSITES	23.4%
ONLINE RETAIL WEBSITES	22.8%
ADS IN MOBILE APPS	22.7%

## 35 TO 44 YEARS OLD

SEARCH ENGINES	31.8%
ADS ON TV	30.9%
WORD OF MOUTH	27.4%
ADS ON SOCIAL MEDIA	27.2%
BRAND WEBSITES	26.2%
ONLINE RETAIL WEBSITES	23.9%
TV SHOWS AND FILMS	23.7%
ADS ON WEBSITES	23.6%
CONSUMER REVIEW SITES	22.9%
SOCIAL MEDIA COMMENTS	22.8%

## 45 TO 54 YEARS OLD

SEARCH ENGINES	34.3%
ADS ON TV	33.5%
WORD OF MOUTH	30.4%
ADS ON SOCIAL MEDIA	24.7%
BRAND WEBSITES	24.2%
ONLINE RETAIL WEBSITES	23.7%
IN-STORE PROMOS	23.1%
ADS ON WEBSITES	22.6%
TV SHOWS AND FILMS	22.4%
CONSUMER REVIEW SITES	21.8%

## 55 TO 64 YEARS OLD

ADS ON TV	37.4%
SEARCH ENGINES	35.2%
WORD OF MOUTH	33.3%
IN-STORE PROMOS	24.2%
ONLINE RETAIL WEBSITES	23.4%
BRAND WEBSITES	23.2%
CONSUMER REVIEW SITES	21.9%
TV SHOWS AND FILMS	21.8%
ADS ON SOCIAL MEDIA	20.5%
ADS ON WEBSITES	20.4%

GW.I.

GW.I.

GW.I.

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# Top 4 Digital Marketing Trends

Our [2023 Marketing Trends](#) guide provides a glimpse at what the next generation of digital marketing has to offer.

## Trend 1

### Ditch demographics for communities

With so much consumer data now available for analysis, marketers can take advantage of more sophisticated audience segmentation than grouping people by qualities like location and age. Social media data can reveal how people form “[digital tribes](#)” based on their shared attitudes, behaviors, and interests, giving marketers a more useful understanding of audience segments.

We can finally say goodbye to basic demographics and hello to better relationships with our audiences.

## Trend 2

### Listen further

Your audiences aren’t always where you expect them to be. Luckily, marketers now have stronger tools to find and understand them. A wider range of data sources is available to [social listening](#) platforms, like Reddit and Sina Weibo. AI has also enabled rich new data sources, including images and audio formats.

All of these new data sources mean that social listening is more powerful and useful than ever before.

## Trend 3

### Focus your influence

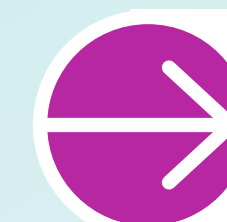
[48% of consumers](#) are starting to distrust influencers due to a sort of branded content fatigue, according to Shopify.com. So even if you as a brand have done your due diligence to vet your influencers, an influencer who posts more branded content than organic content could start to be less valuable. This means we could see a big move towards nano influencers or a resurgence of [tapping into niche communities](#) for ambassadorship.

## Trend 4

### Invest in brand value

The death of third-party cookies and the dominance of “infinite scroll” platforms like Instagram and TikTok mean the value of the brand will reach new highs in 2023. Winning attention is one thing, but it’s the brands that consumers know, trust, and love that earn engagement.

Across industries, marketers and brands that get the clicks in 2023 will do so via in-depth [consumer and audience intelligence](#) that puts them in authentic conversation with their consumers.



Want to make the most of rising marketing trends?  
**Download our 2023 Marketing Trends guide.**

WE ARE SOCIAL INSIGHT\_THINK FORWARD 2023

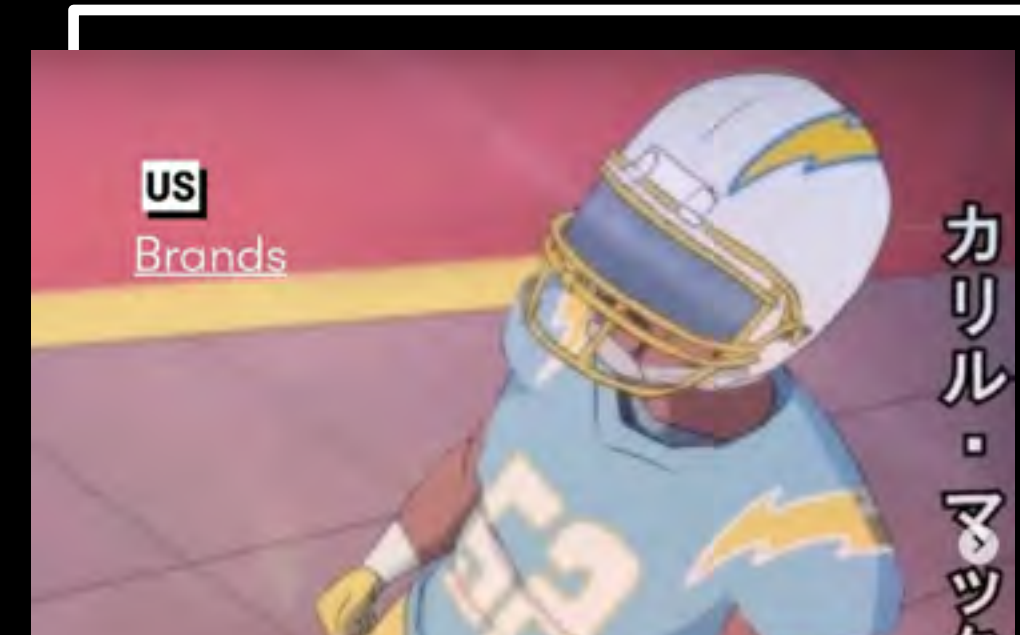
# COLLAPSING NARRATIVES

## STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

To survive the modern attention economy, storytelling on social is mutating. Once a formulaic art – beginning, middle, end – stories are no longer progressing through a full narrative arc, nor do they play out start-to-finish in one place. Instead, story arcs are collapsing and starting mid-narrative, or expanding and becoming scattered across platforms.

People no longer want to be passively fed simple, complete narratives by brands. Instead, there's growing satisfaction with brands that require users to puzzle together meaning – through niche or subcultural knowledge, fandom-based familiarity, or nostalgic knowledge of the past.

In the eighth issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.



Brands can blend different genres and fandoms for greater effect. When NFL team **Los Angeles Chargers** released their season schedule, they didn't stick within sports culture, instead releasing an anime-themed announcement. The video expertly weaves in narratives from popular anime series and features a tonne of subtle easter eggs for in-the-know NFL fans, allowing them to decode subtle jabs at opposing teams.



Brands can use collapsing narratives to weave together the real and the virtual. In **Pringles'** recent activation, people could 'win a job' as a non-playable character - a 'vending machine filler' - inside Train Sim World 2. Fans were invited to post a selfie explaining why they'd be the ideal candidate. Pringles let people piece together their own narrative for their vending machine character, all while blurring the lines between platforms (on Instagram vs. within Train Sim World 2) as well as realities.

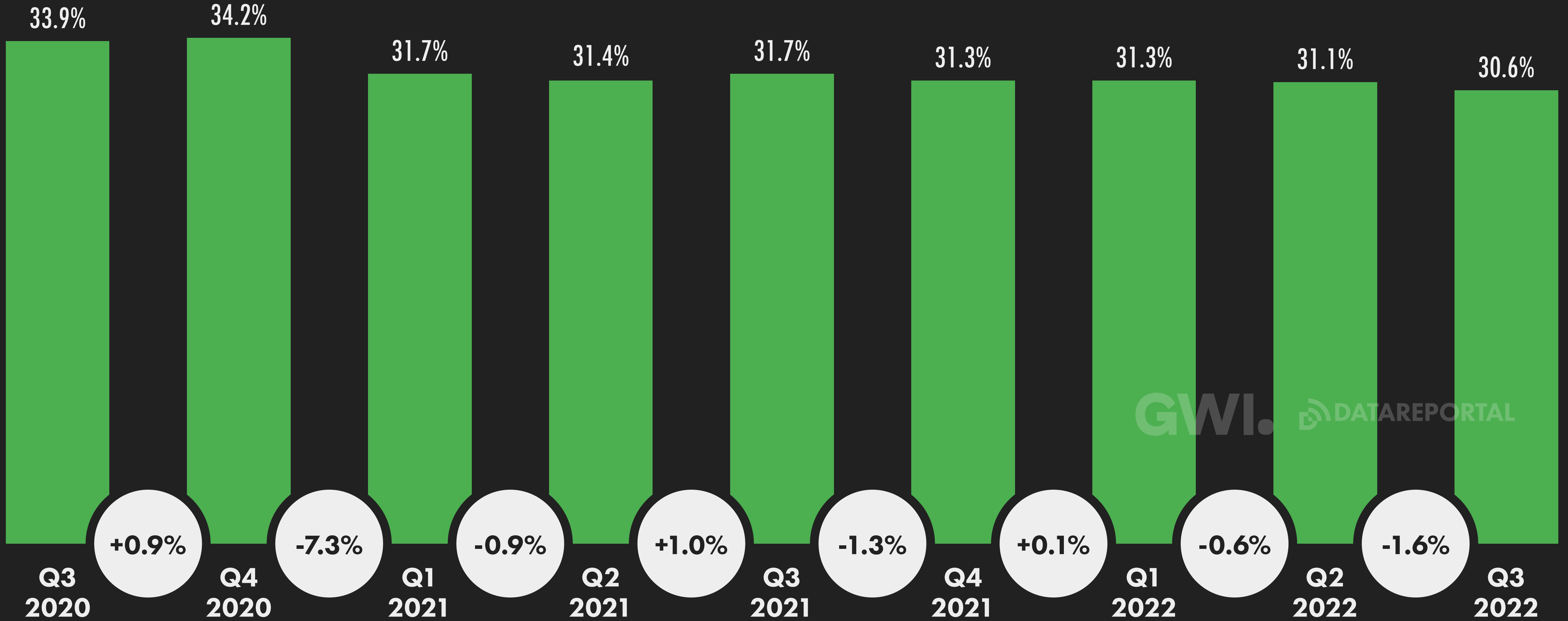
FIND OUT MORE IN  
THINK FORWARD 2023 >

we  
are  
social

JAN  
2023

# BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES



GWIDATAREPORTAL

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2023

# BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV



GLOBAL OVERVIEW

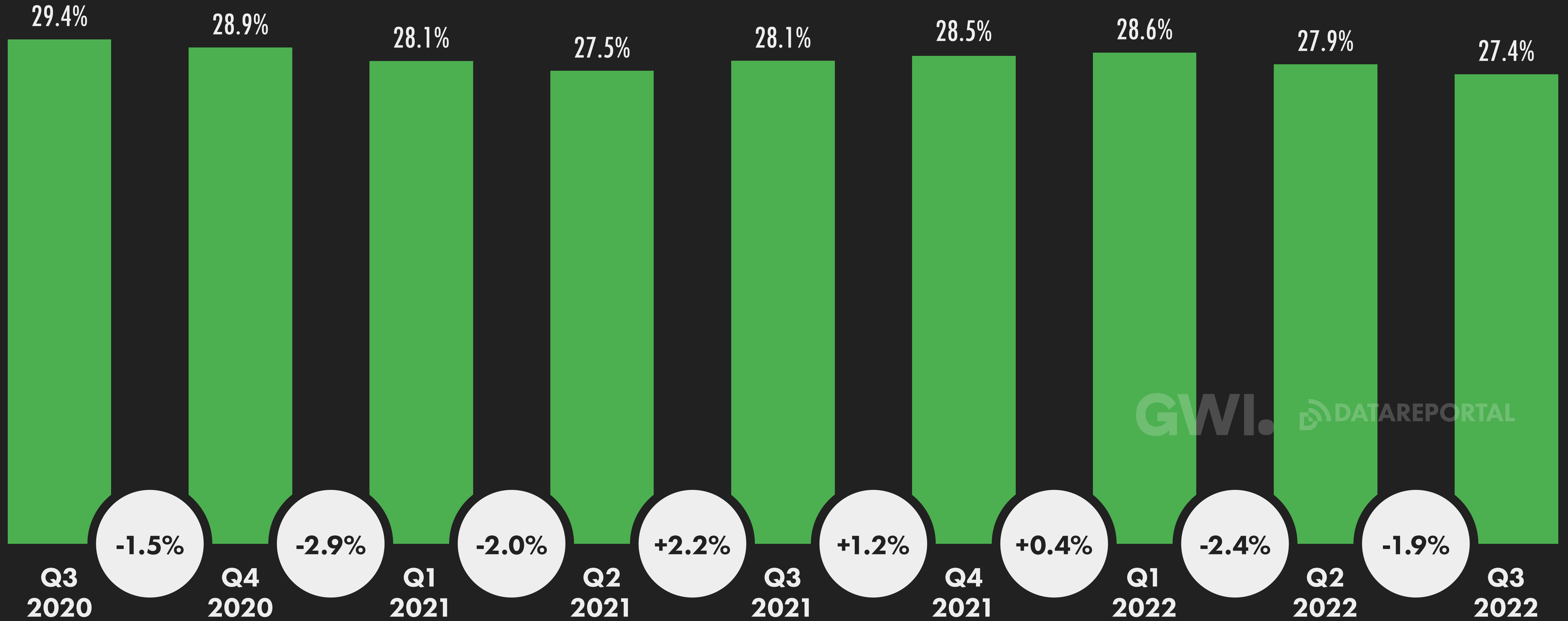


GWI. DATAREPORTAL

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2023

# BRAND DISCOVERY: WORD OF MOUTH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA WORD-OF-MOUTH

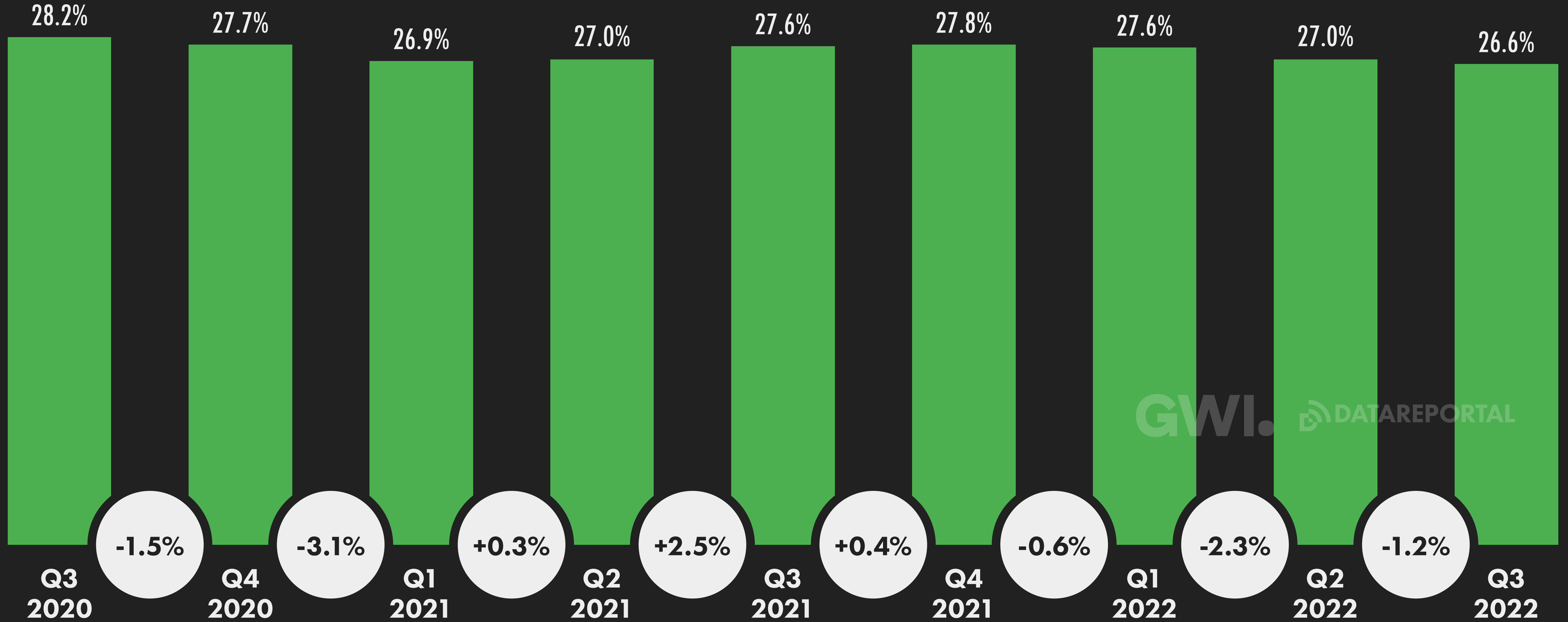


GWI. DATAREPORTAL

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2023**

# BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA



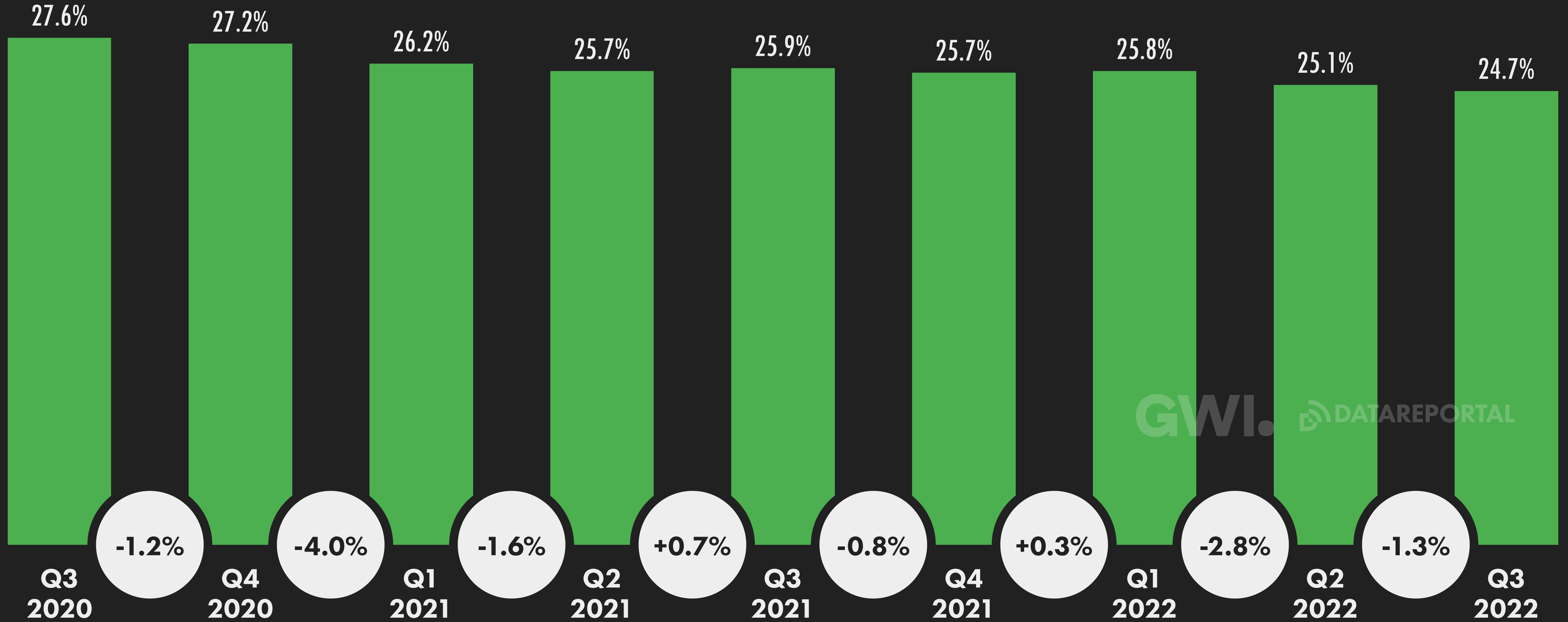
GWI. DATAREPORTAL



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2023

# BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES



GWI. DATAREPORTAL

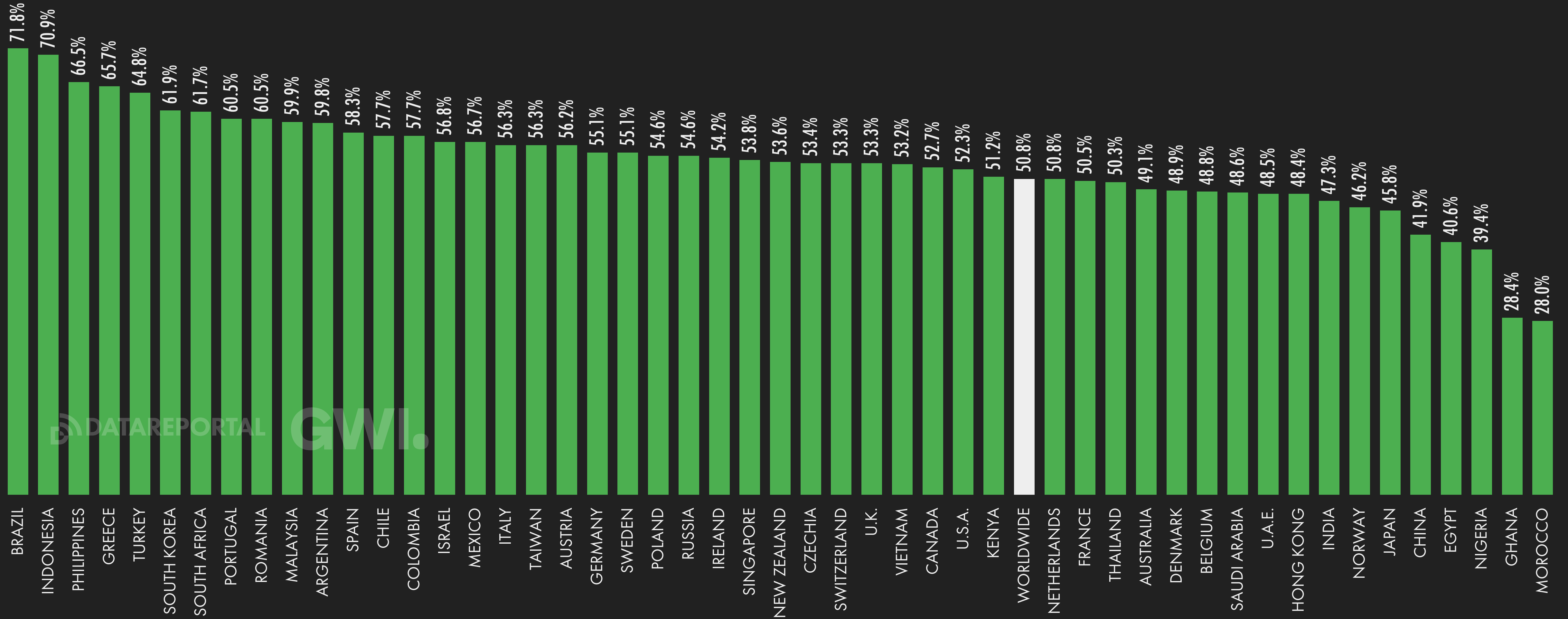
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



DATA REPORTAL

GWI.

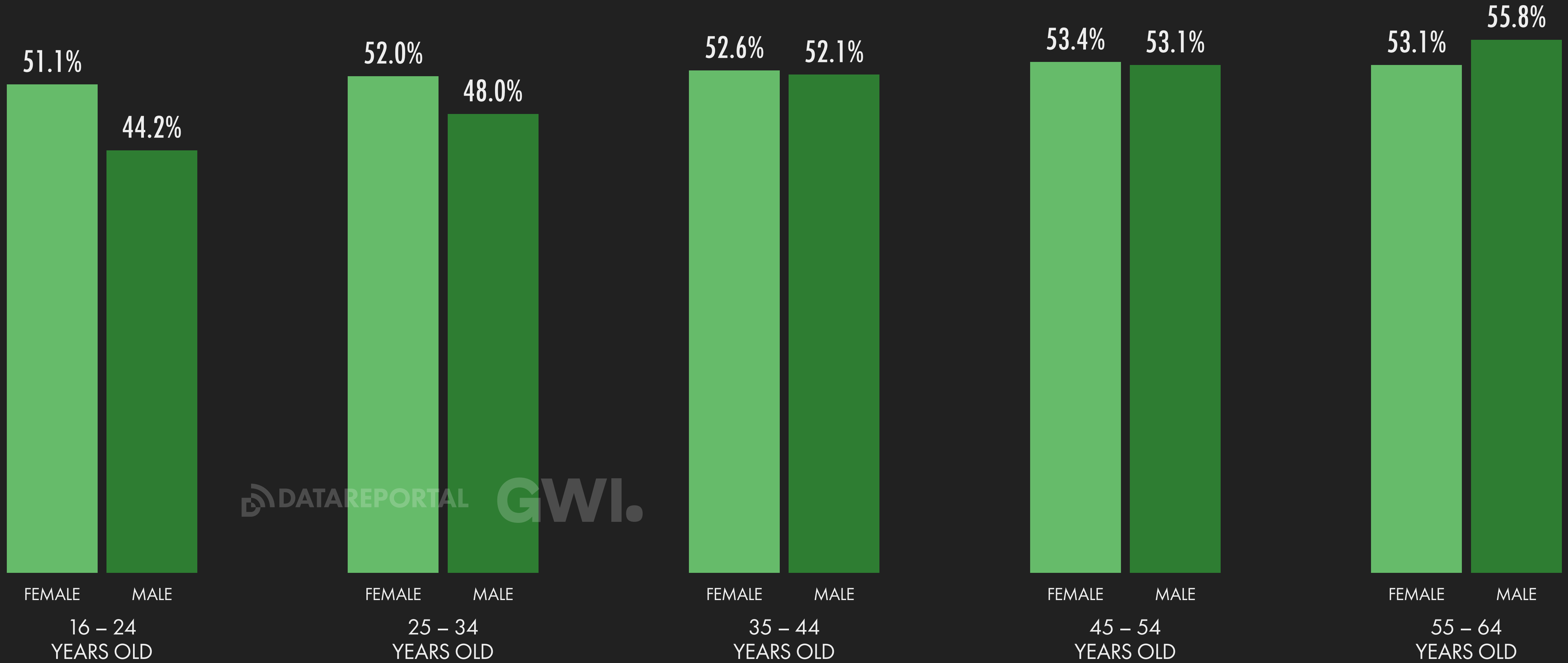
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2023

# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



DATA REPORTAL GWI.

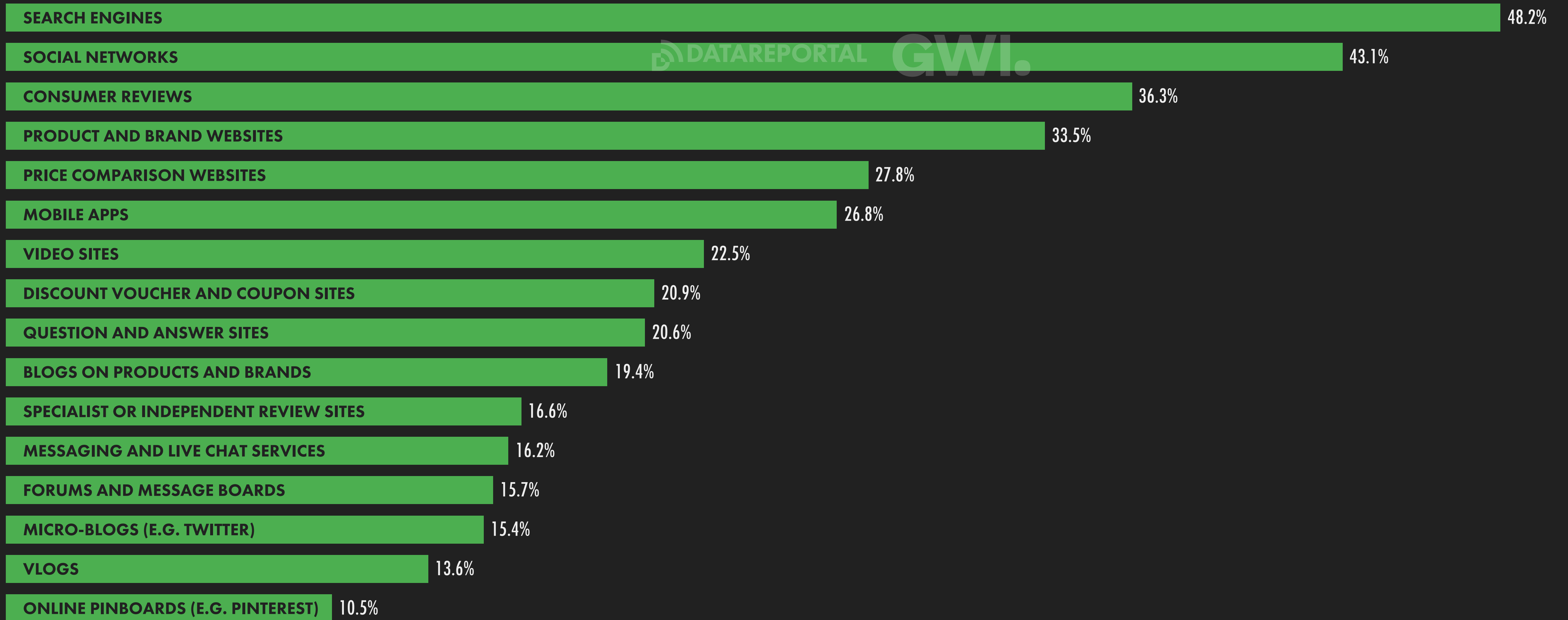
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# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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



GLOBAL OVERVIEW



**JAN  
2023**

# TOP CHANNELS FOR ONLINE BRAND RESEARCH

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



**16 TO 24  
YEARS OLD**

**SEARCH ENGINES**

43.2%

**SOCIAL NETWORKS**

47.9%

**25 TO 34  
YEARS OLD**

**SEARCH ENGINES**

46.3%

**SOCIAL NETWORKS**

47.5%

**35 TO 44  
YEARS OLD**

**SEARCH ENGINES**

49.3%

**SOCIAL NETWORKS**

43.8%

**45 TO 54  
YEARS OLD**

**SEARCH ENGINES**

52.3%

**SOCIAL NETWORKS**

37.0%

**55 TO 64  
YEARS OLD**

**SEARCH ENGINES**

55.7%

**SOCIAL NETWORKS**

28.7%

DATA REPORTAL **GW.**

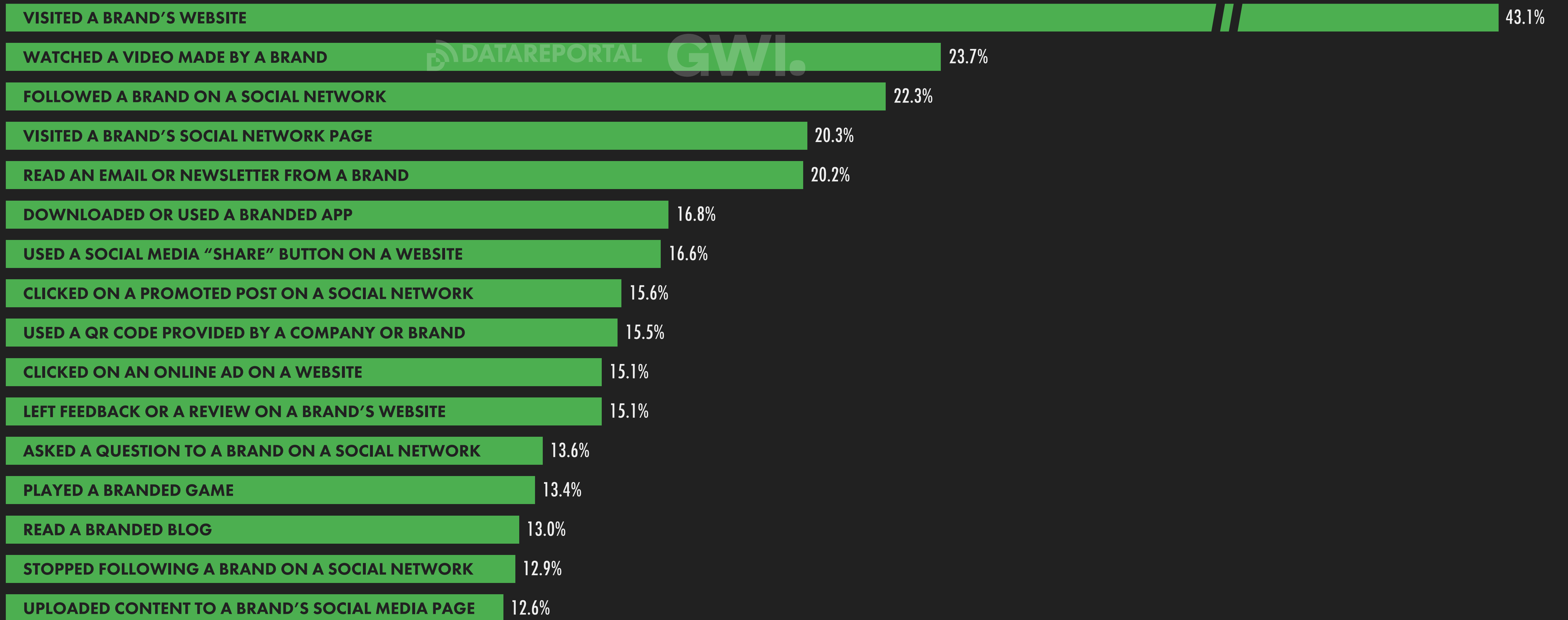
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# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH



GLOBAL OVERVIEW



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# ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2022)



GLOBAL OVERVIEW

TOTAL AD SPEND  
(INCLUDING ONLINE  
AND OFFLINE CHANNELS)



statista

**\$910.1**

**BILLION**

YEAR-ON-YEAR  
CHANGE IN TOTAL AD  
SPEND (ALL CHANNELS)



**+10.1%**

**+\$84 BILLION**

DIGITAL AD SPEND  
(INCLUDING SEARCH  
AND SOCIAL MEDIA)



statista

**\$667.3**

**BILLION**

YEAR-ON-YEAR  
CHANGE IN  
DIGITAL AD SPEND



**+15.2%**

**+\$88 BILLION**

DIGITAL AD SPEND  
AS A PERCENTAGE  
OF TOTAL AD SPEND



**73.3%**

**+4.6% (+322 BPS)**

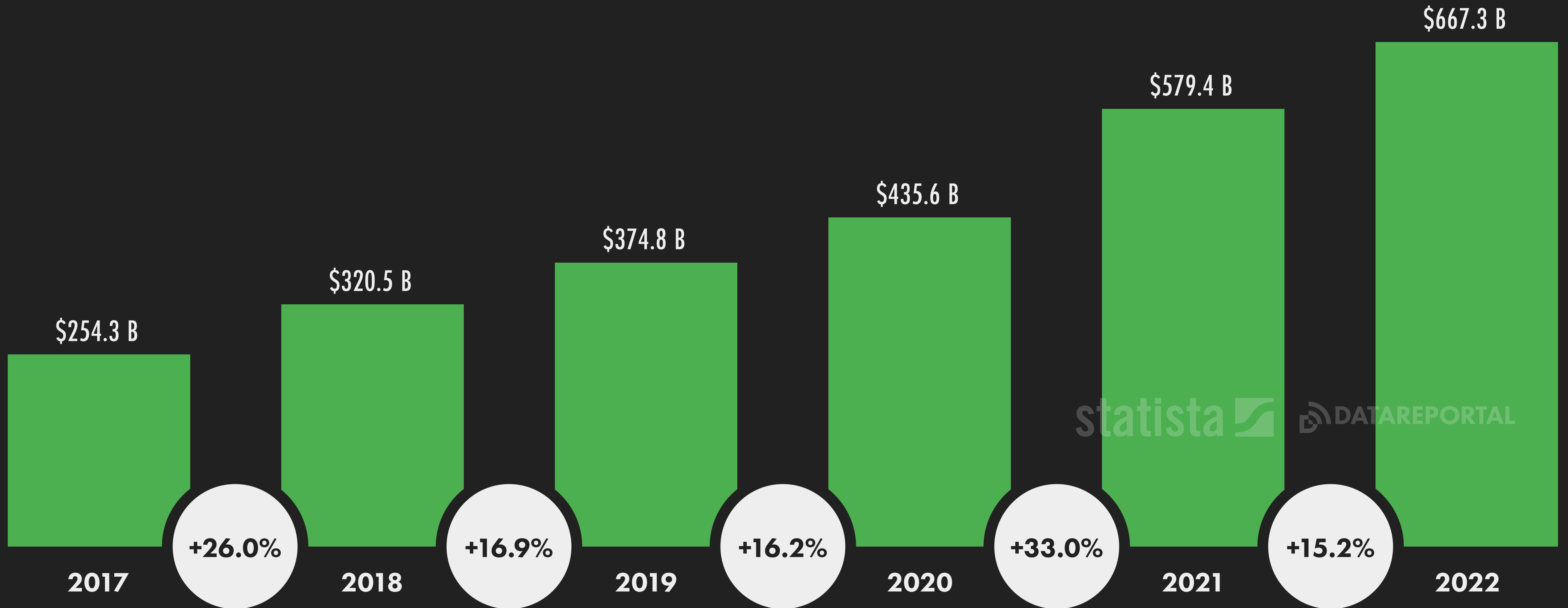
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# DIGITAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES OVER TIME (IN BILLIONS OF U.S. DOLLARS)



GLOBAL OVERVIEW





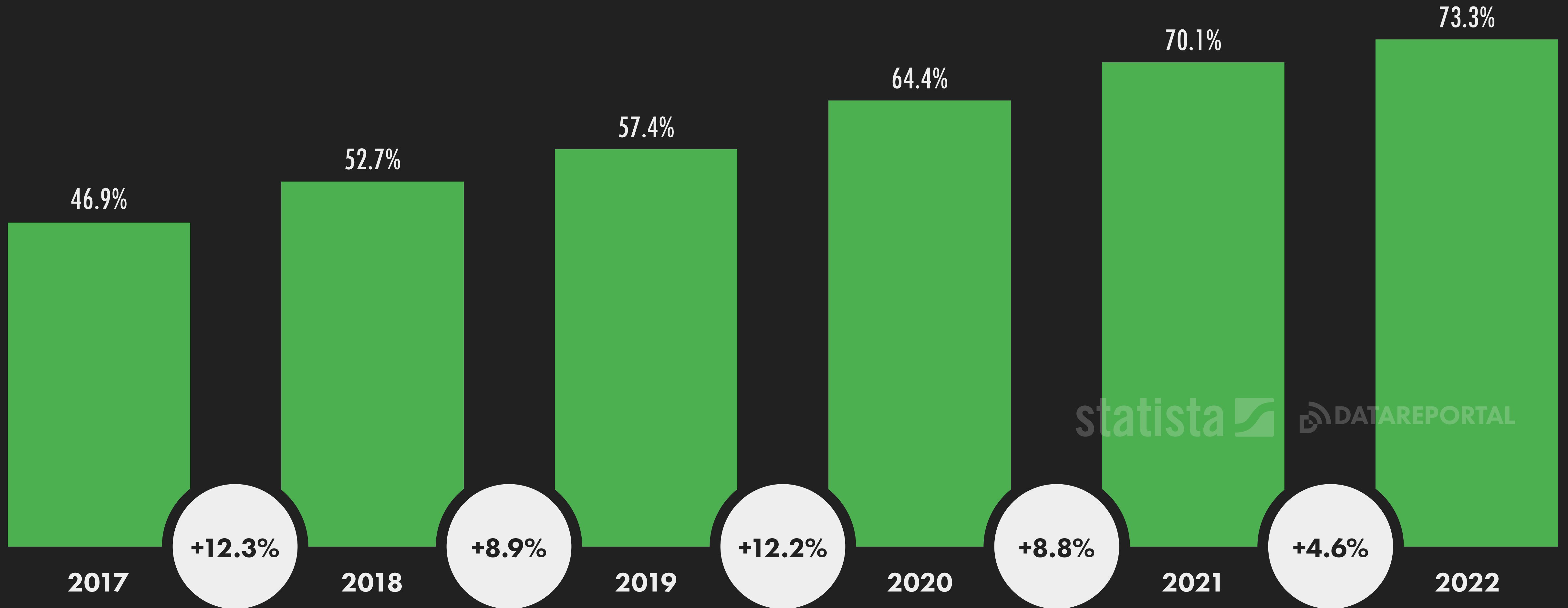
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# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS



GLOBAL OVERVIEW



statista | DATAREPORTAL

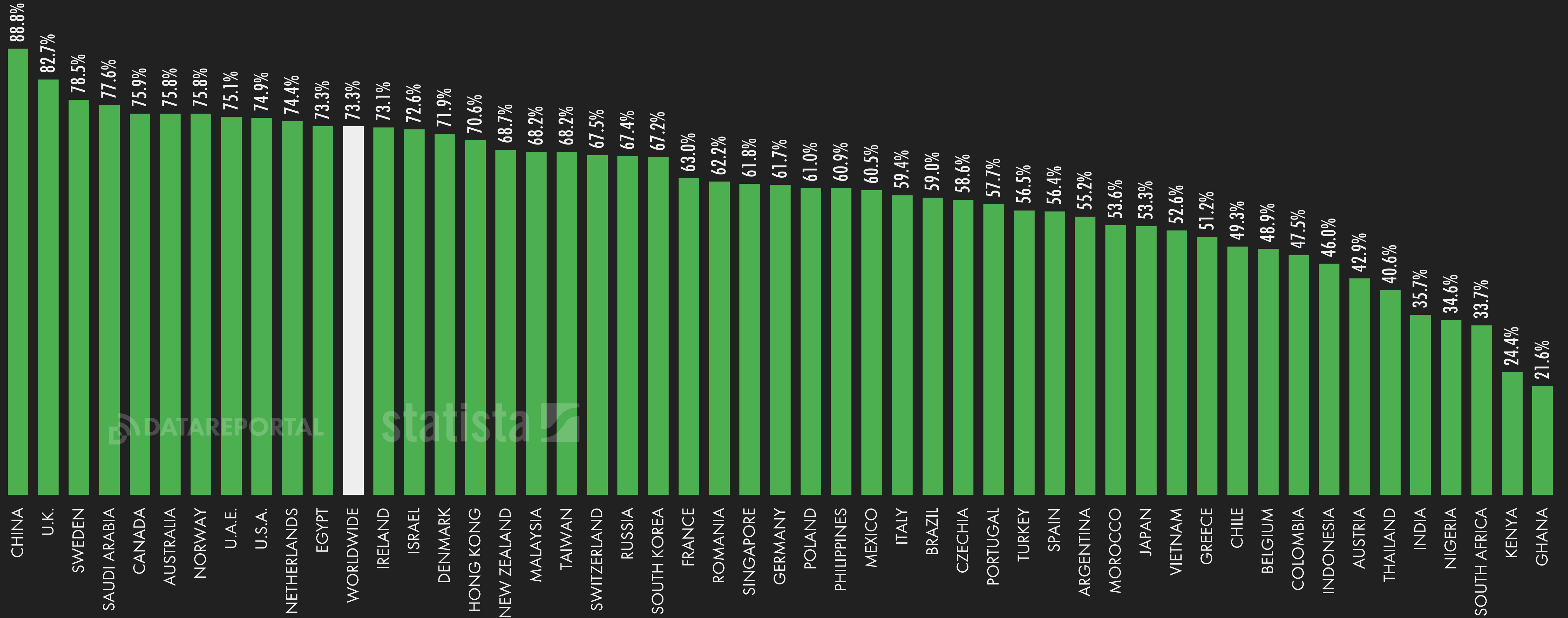
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# DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES



GLOBAL OVERVIEW



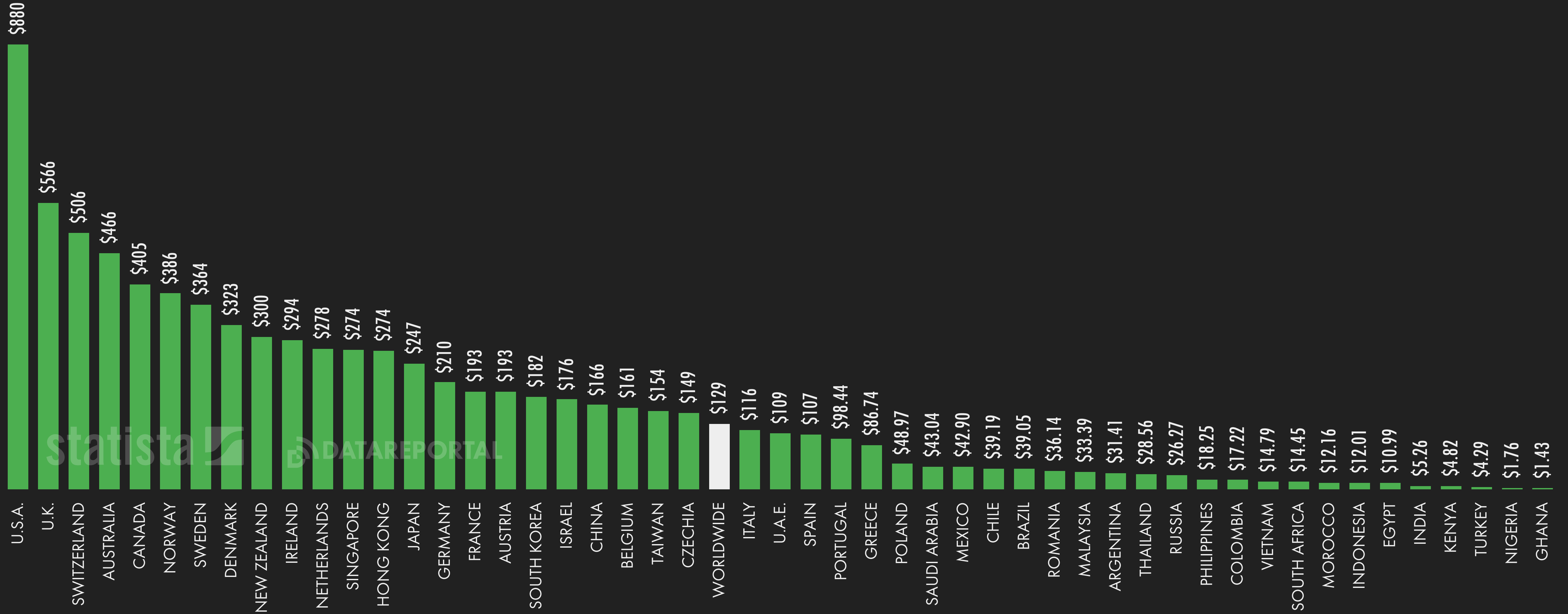
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# DIGITAL AD SPEND PER INTERNET USER

TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2022 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)



GLOBAL OVERVIEW



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# DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2022)



GLOBAL OVERVIEW

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)



statista

**\$667.3**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+15.2% (+\$88 BILLION)**

ANNUAL SPEND ON ONLINE SEARCH ADS



**\$260.0**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+15.4% (+\$35 BILLION)**

ANNUAL SPEND ON DIGITAL VIDEO ADS



statista

**\$180.4**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+20.1% (+\$30 BILLION)**

ANNUAL SPEND ON DIGITAL BANNER ADS



we are social

**\$155.0**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+9.7% (+\$14 BILLION)**

ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES



**\$27.51**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+20.4% (+\$4.7 BILLION)**

ANNUAL SPEND ON ONLINE CLASSIFIEDS



**\$20.52**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+1.5% (+\$310 MILLION)**

ANNUAL SPEND ON DIGITAL AUDIO ADS



statista

**\$7.65**  
BILLION

Y-O-Y CHANGE IN SPEND  
**+20.5% (+\$1.3 BILLION)**

SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES\*



**60.8%**  
**\$406.0 BILLION**

Y-O-Y CHANGE IN SPEND  
**+20.5% (+\$69 BILLION)**

SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA



statista

**33.9%**  
**\$226.0 BILLION**

Y-O-Y CHANGE IN SPEND  
**+23.2% (+\$43 BILLION)**

SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC



**81.8%**  
**\$545.6 BILLION**

Y-O-Y CHANGE IN SPEND  
**+17.7% (+\$82 BILLION)**

**SOURCE:** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. **\*ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

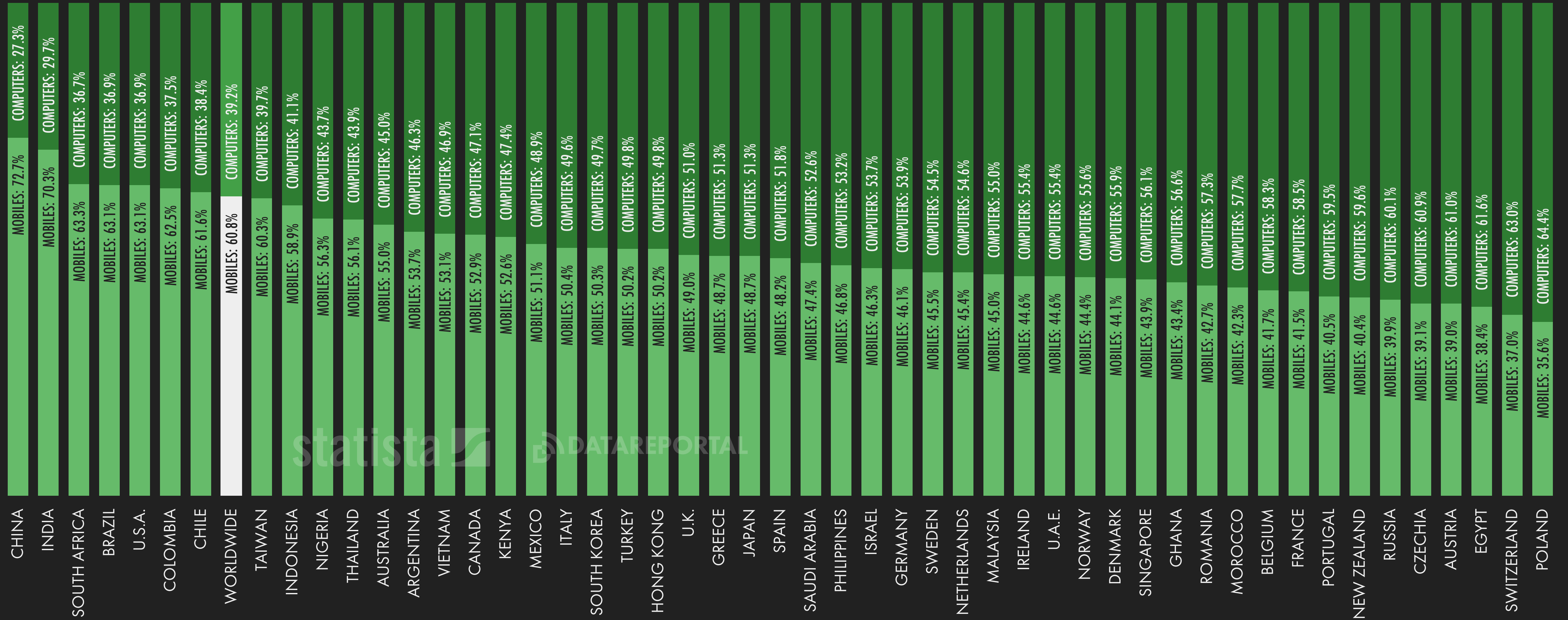
JAN  
2023

# SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



**SOURCE:** STATISTA DIGITAL MARKETING OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REFLECT ESTIMATES FOR FULL-YEAR SPEND IN 2022. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. VALUES ARE BASED ON A SMALLER SUBSET OF DIGITAL ADVERTISING ACTIVITIES COMPARED WITH OTHER CHARTS IN THIS REPORT.



JAN  
2023

# PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND ON  
PROGRAMMATIC  
ADVERTISING (USD)



statista

**\$545.6**  
BILLION

YEAR-ON-YEAR CHANGE  
IN PROGRAMMATIC  
ADVERTISING SPEND (USD)



we  
are  
social

**+17.7%**  
**+\$82 BILLION**

PROGRAMMATIC'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND



Meltwater

**81.8%**

YEAR-ON-YEAR CHANGE IN  
PROGRAMMATIC'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+2.2%**  
**+174 BPS**

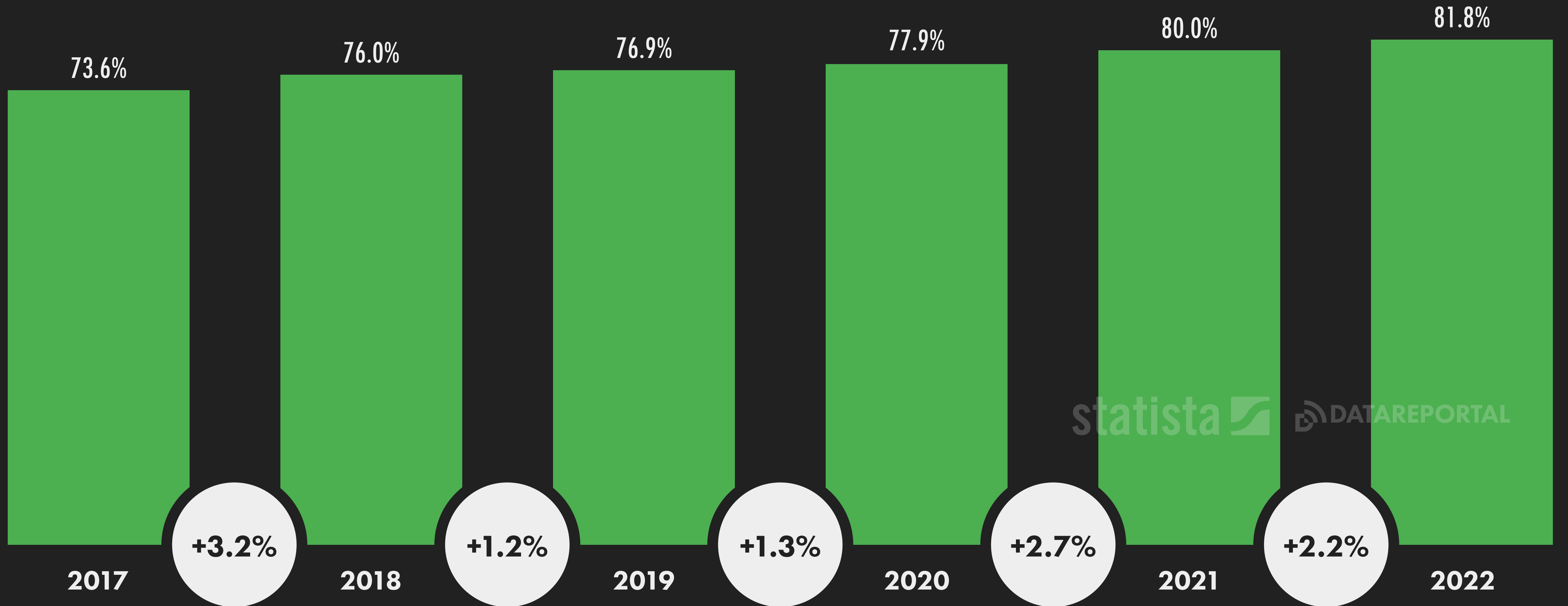
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista DATA REPORTAL

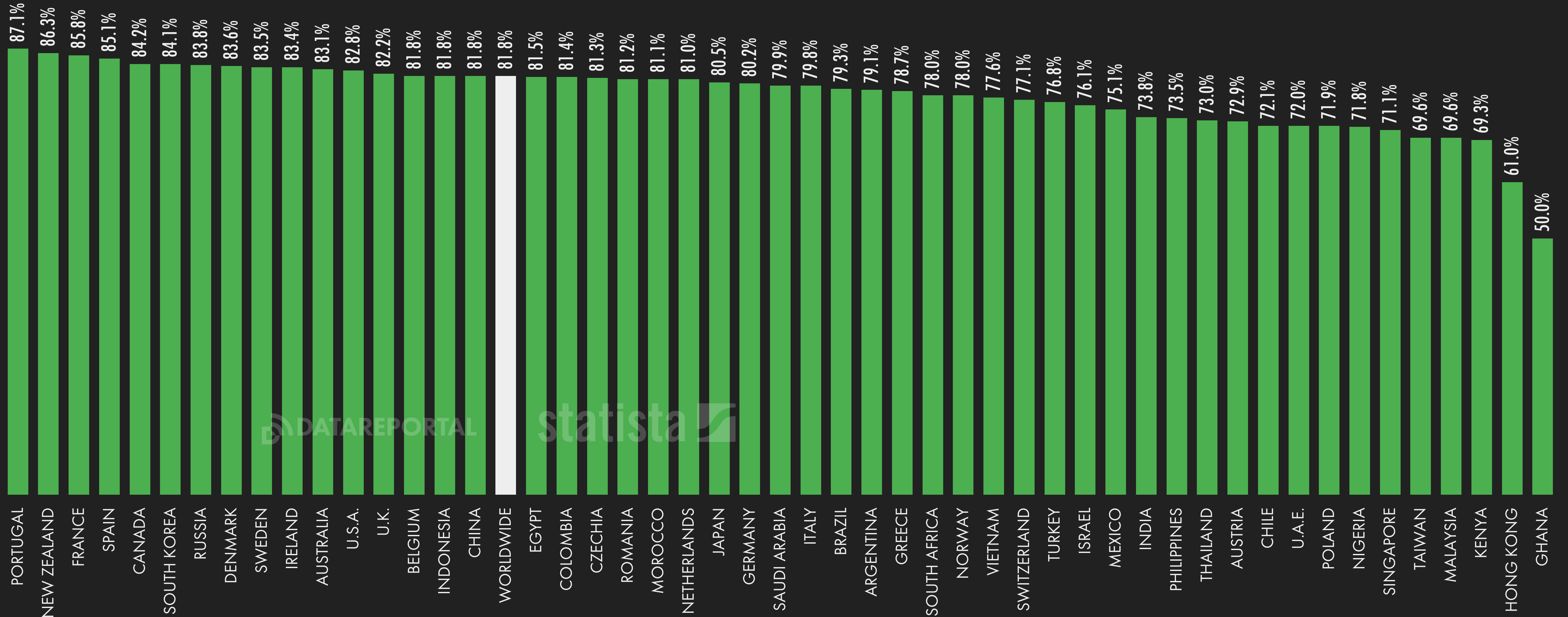
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



DATA REPORTAL

statista



JAN  
2023

# SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON ONLINE SEARCH  
ADVERTISING (USD)



statista

**\$260.0**  
BILLION

YEAR-ON-YEAR CHANGE  
IN ONLINE SEARCH  
ADVERTISING SPEND



Meltwater

**+15.4%**  
**+\$35 BILLION**

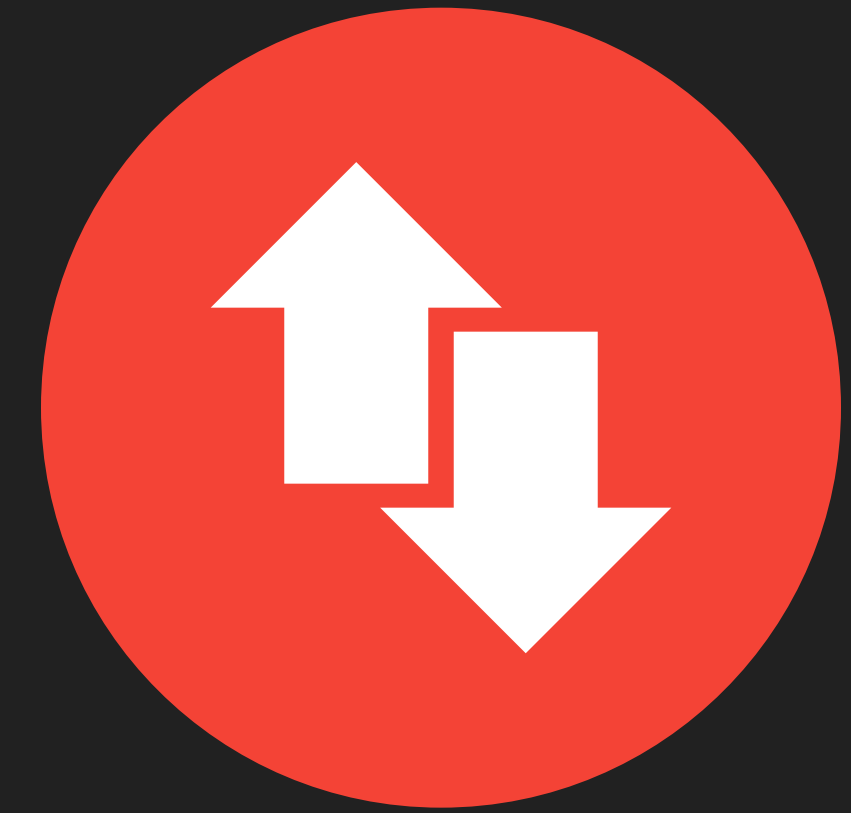
ONLINE SEARCH'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**39.0%**

YEAR-ON-YEAR CHANGE IN  
ONLINE SEARCH'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+0.2%**  
**+8 BPS**

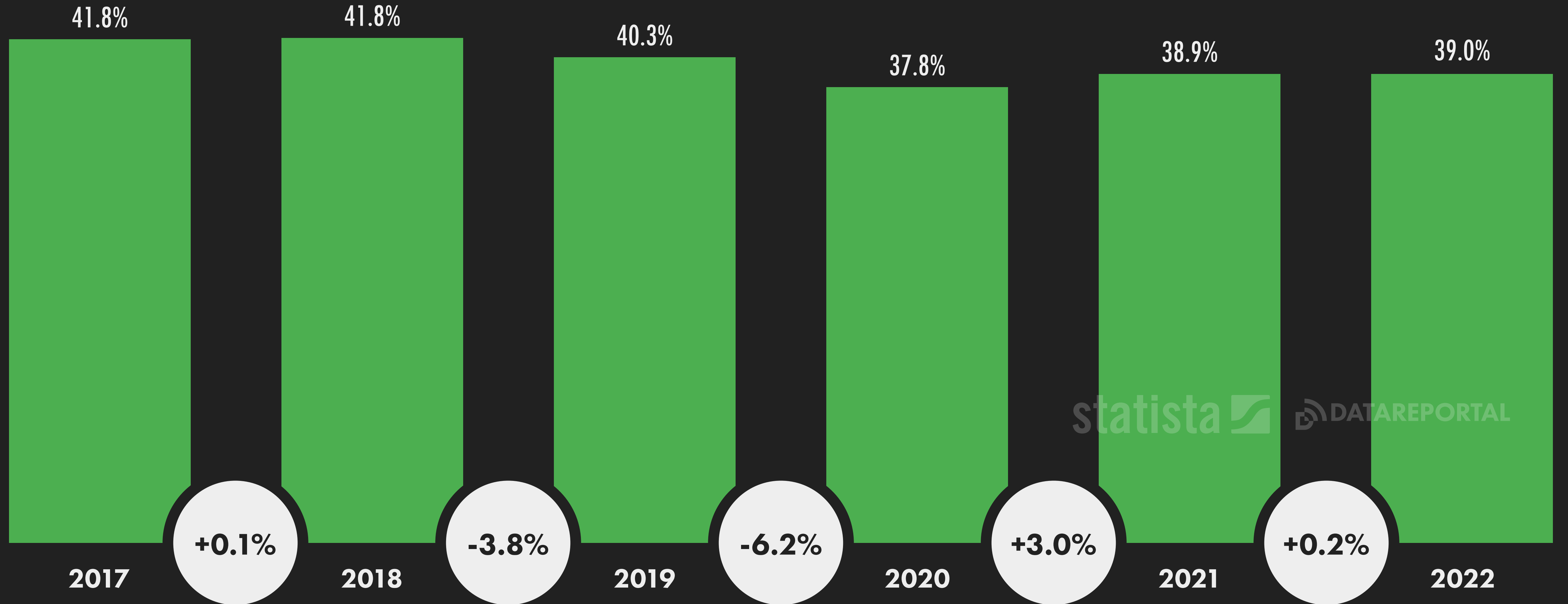
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista

DATA REPORTAL

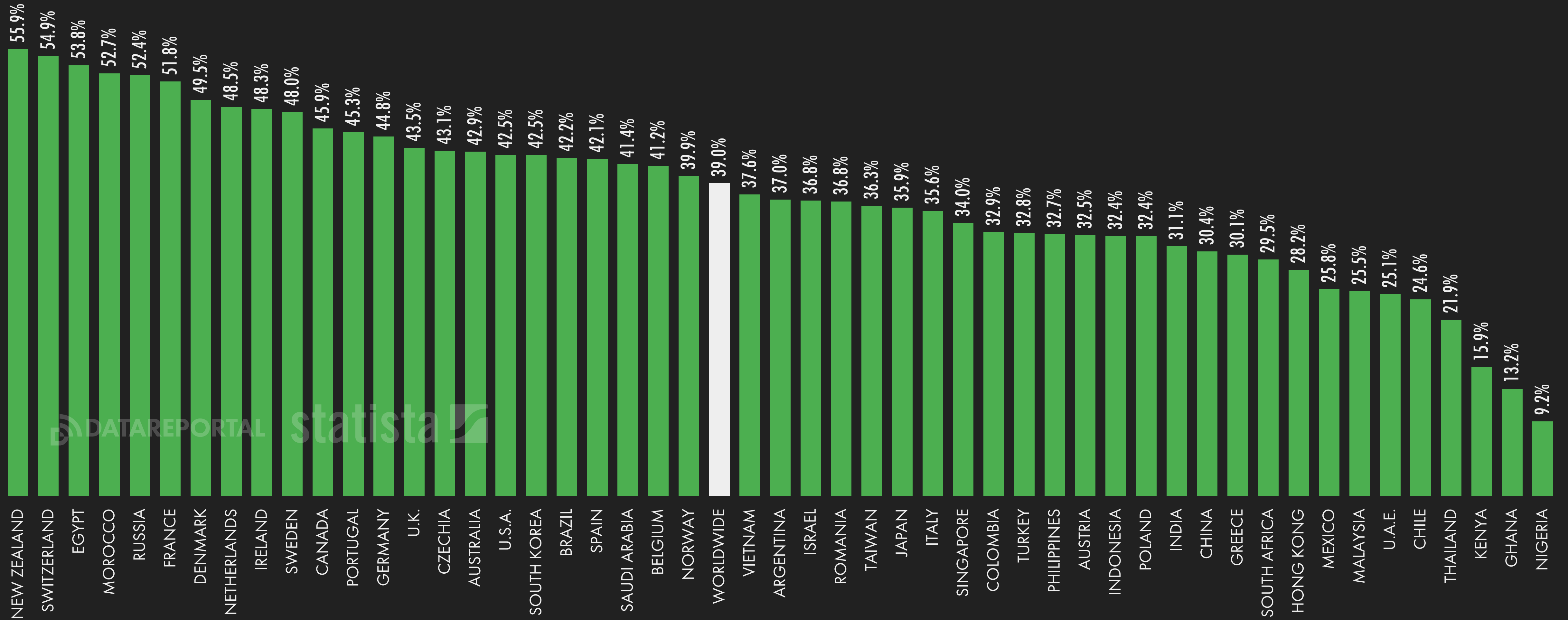
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW

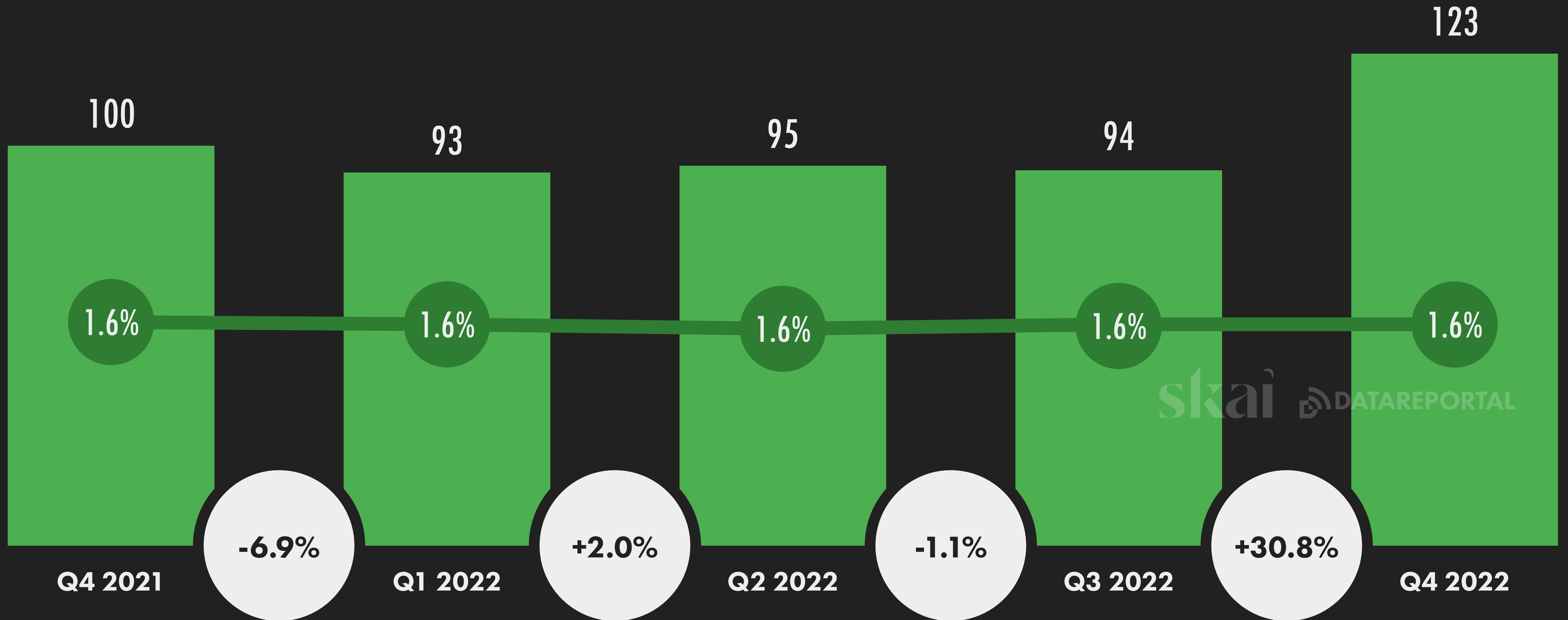


DATA REPORTAL statista

JAN  
2023

# SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE **SEARCH** AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)

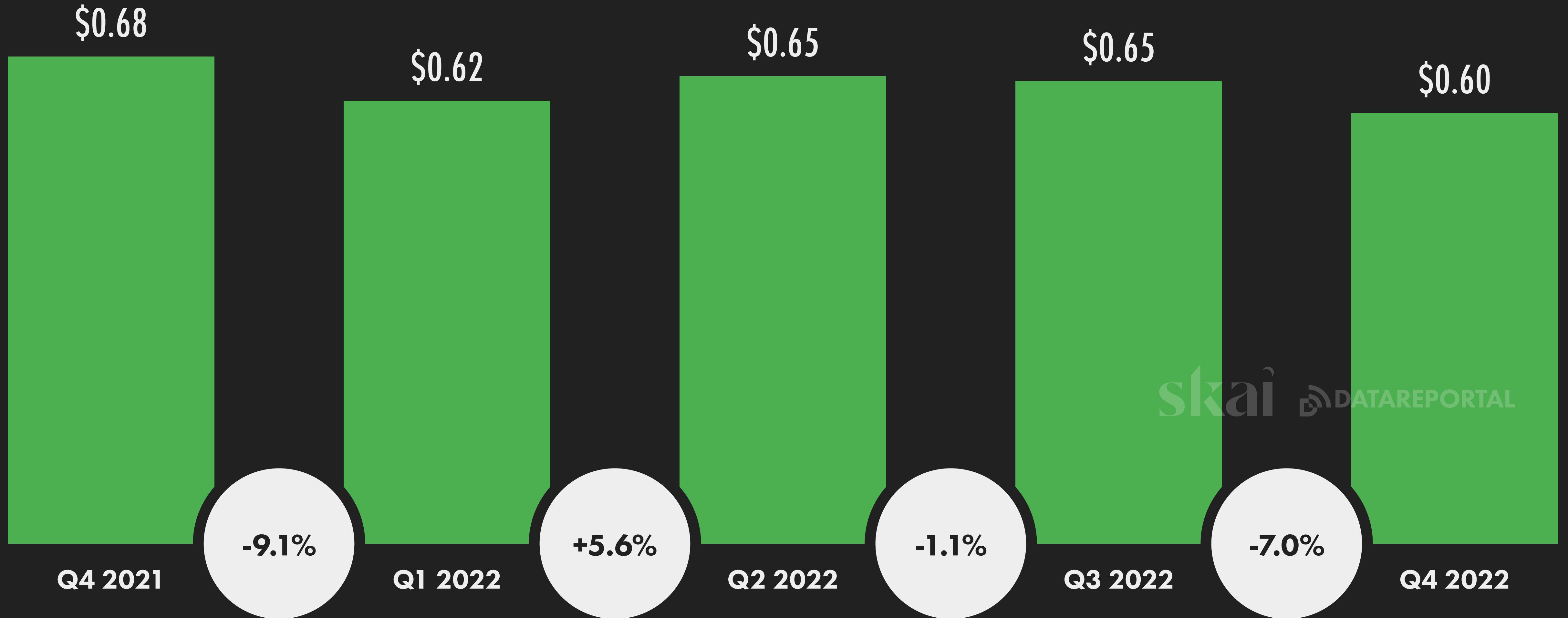


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2023

# SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)



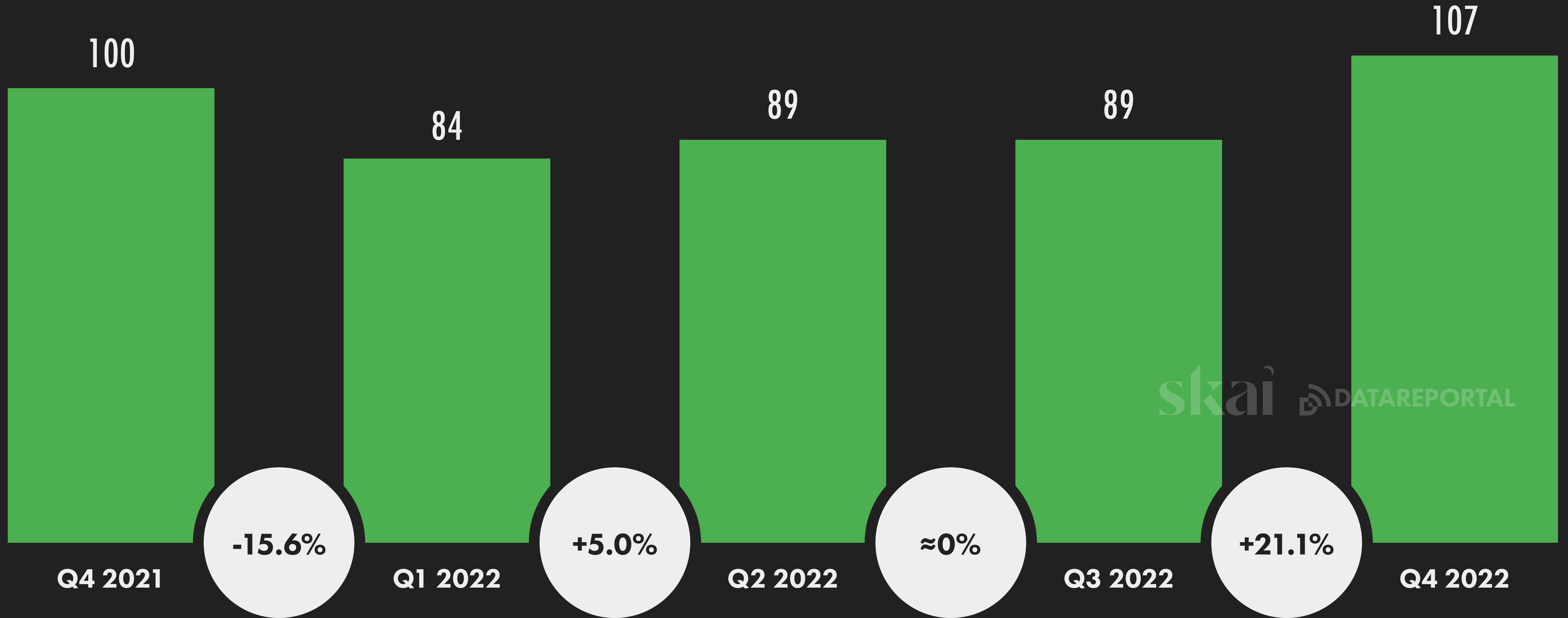
skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2023

# SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)



skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2023

# SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON SOCIAL MEDIA  
ADVERTISING (USD)



statista

**\$226.0**  
BILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA  
ADVERTISING SPEND



Meltwater

**+23.2%**  
+\$43 BILLION

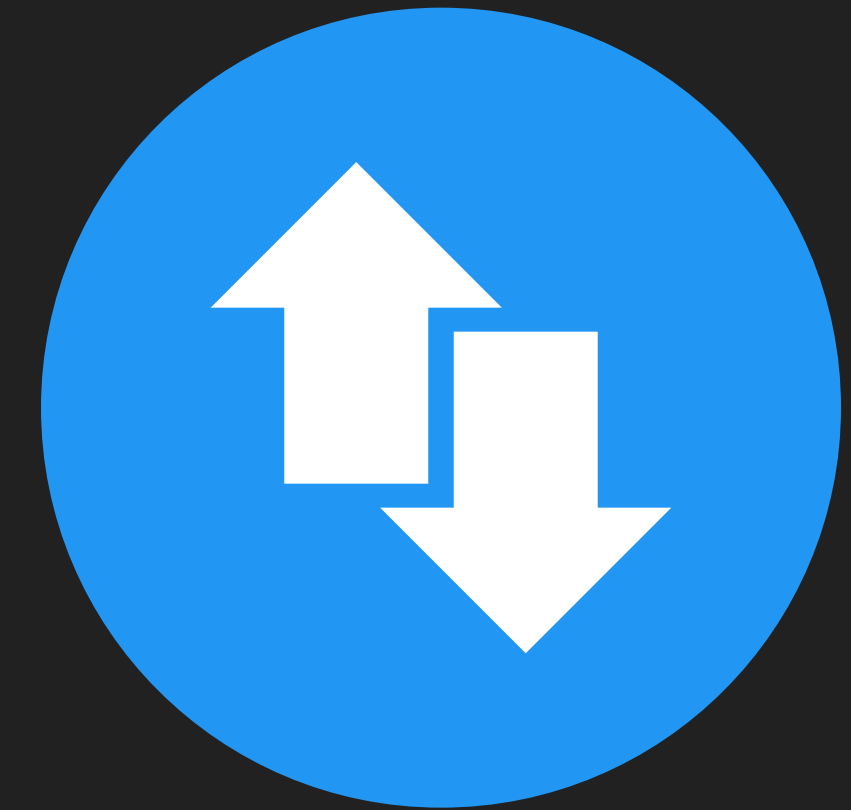
SOCIAL MEDIA'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



we  
are  
social

**33.9%**

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA'S SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+6.9%**  
+220 BPS

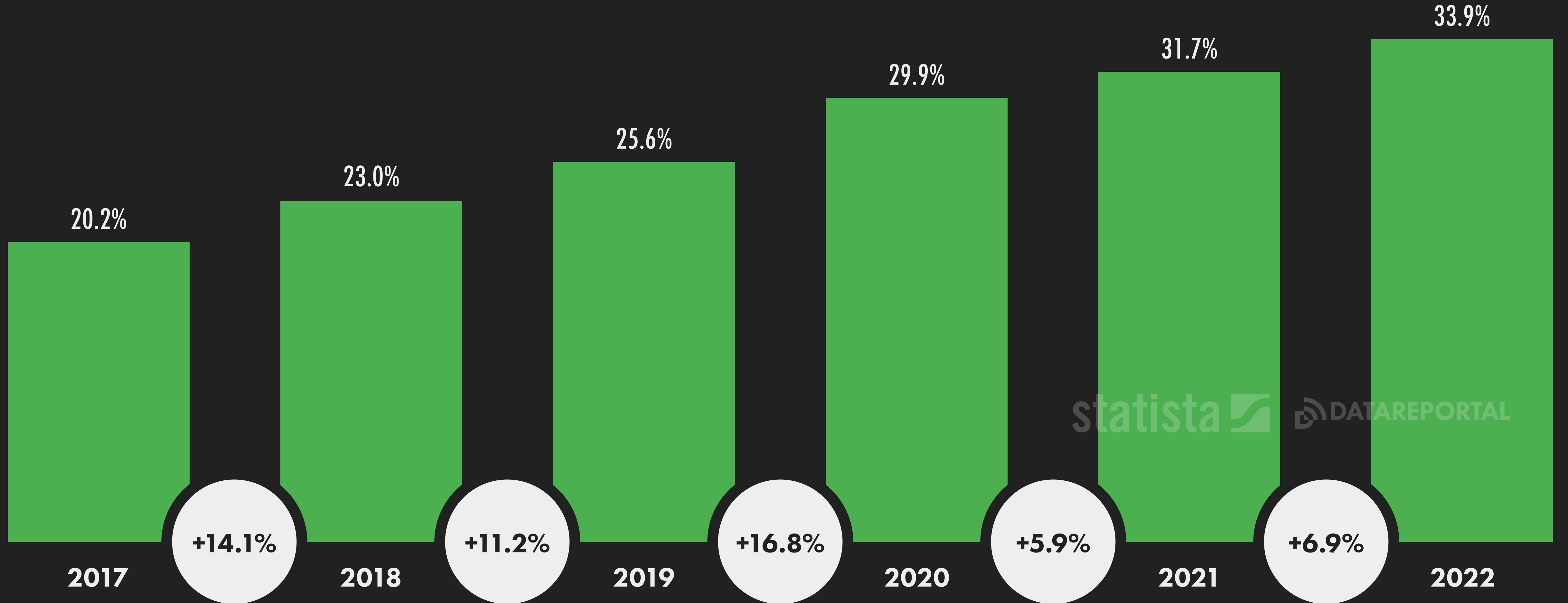
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



statista

DATA REPORTAL



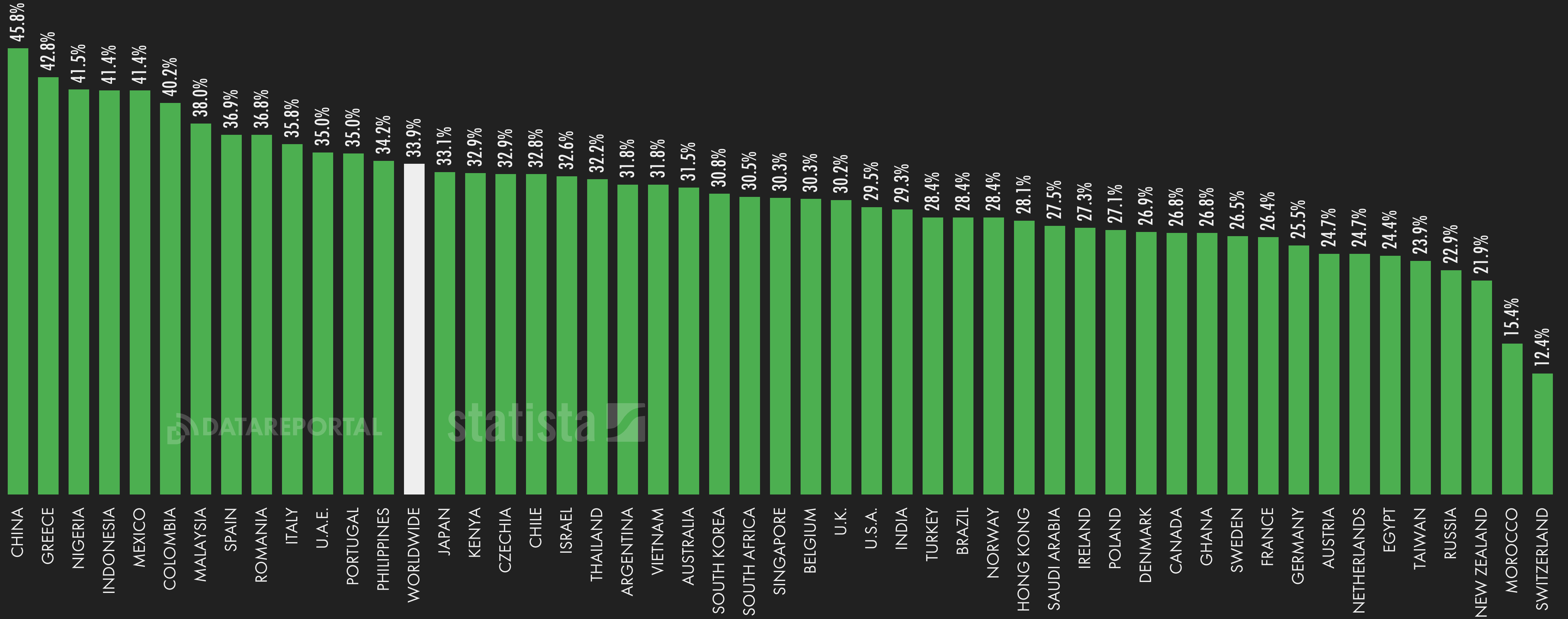
JAN  
2023

# SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES



GLOBAL OVERVIEW



DATA REPORTAL

statista

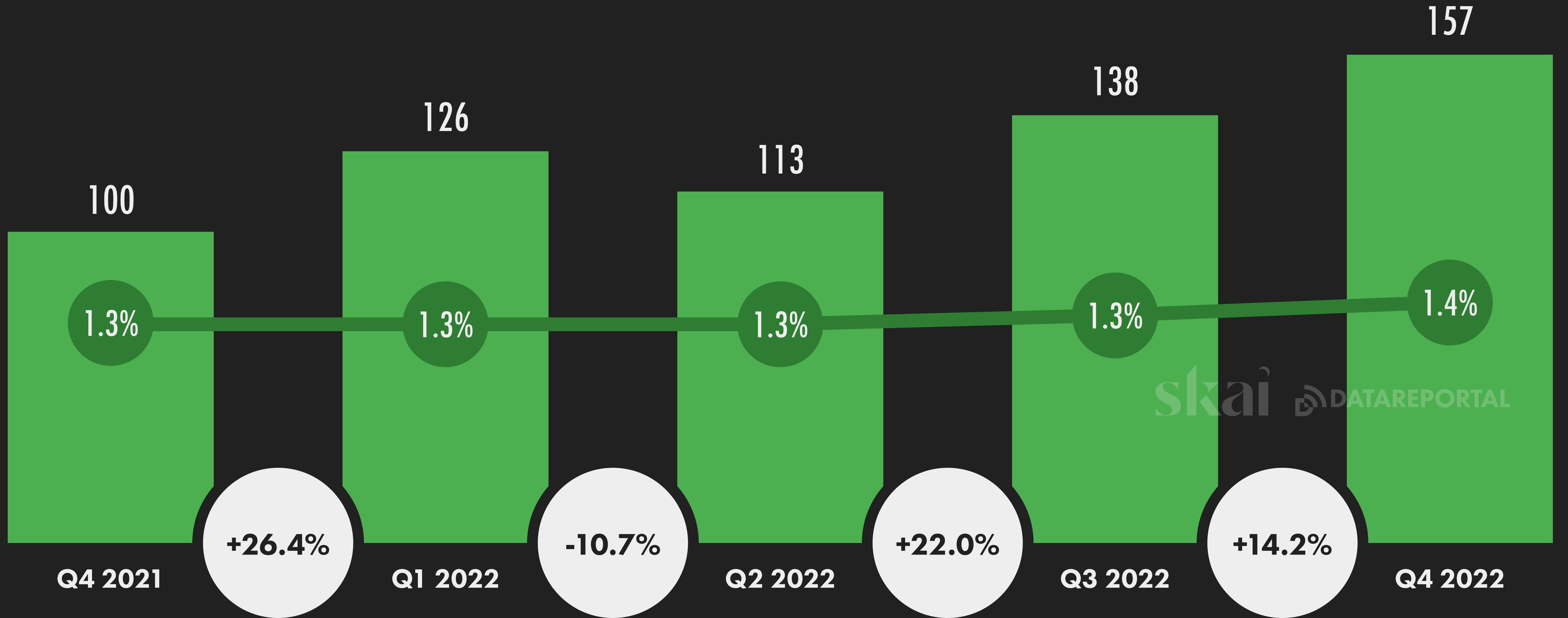
JAN  
2023

# SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



GLOBAL OVERVIEW



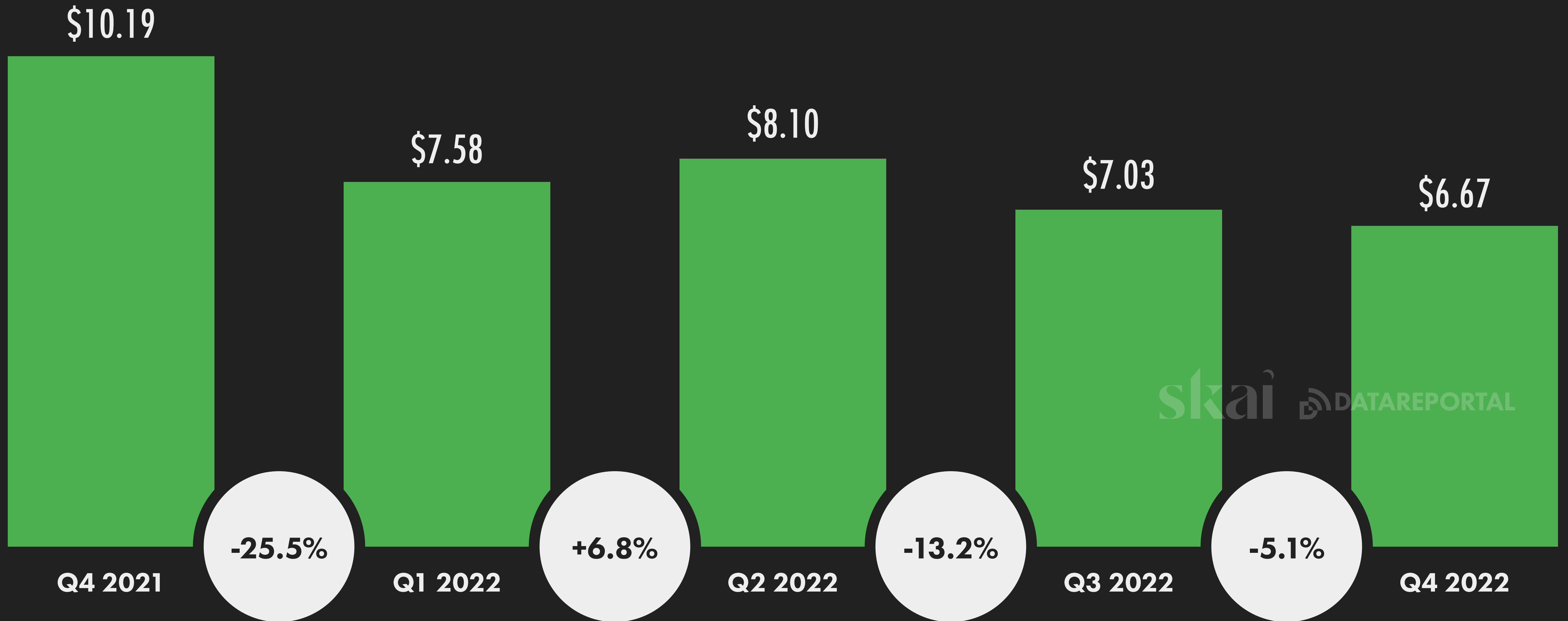
skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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2023

# SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

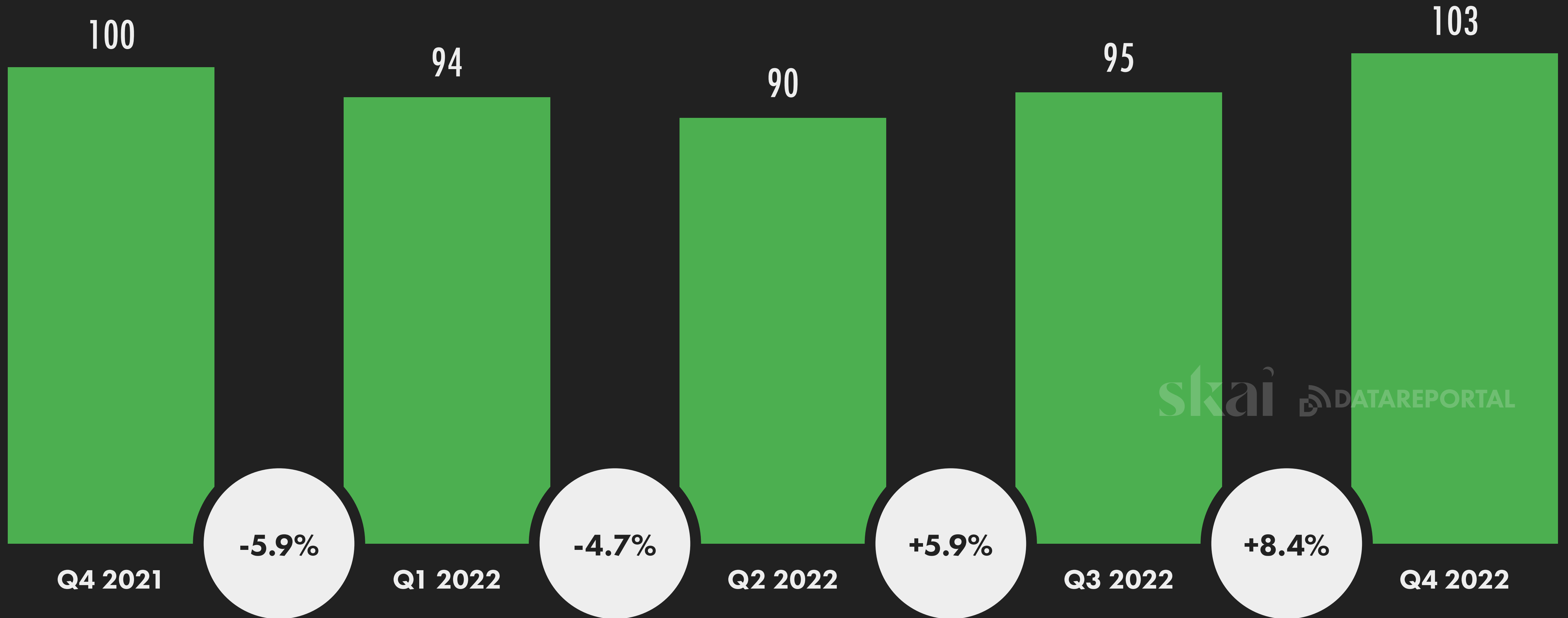


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2023

# SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



skai DATAREPORTAL

**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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# PERSPECTIVE: DIGITAL AD REVENUE BY PLATFORM

INSIDER INTELLIGENCE ESTIMATES OF FULL-YEAR DIGITAL AD REVENUES BY PLATFORM IN 2022 (IN U.S. DOLLARS)



TOTAL GLOBAL SPEND  
ON DIGITAL ADS



**\$567.49**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **GOOGLE**



**\$168.44**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **META**



**\$112.68**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **ALIBABA**



**\$41.01**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **AMAZON**



**\$37.99**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **BYTEDANCE**



**\$29.07**  
BILLION

ESTIMATED 2022 GLOBAL  
AD REVENUE: **TENCENT**



**\$12.51**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **MICROSOFT**



**\$12.33**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **BAIDU**



**\$10.33**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **APPLE**



**\$7.06**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **TWITTER**



**\$4.67**  
BILLION



ESTIMATED 2022 GLOBAL  
AD REVENUE: **SNAP**



**\$3.97**  
BILLION

JAN  
2023

# INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND  
ON INFLUENCER  
ADVERTISING (USD)



statista

**\$27.51**  
BILLION

YEAR-ON-YEAR  
CHANGE IN INFLUENCER  
ADVERTISING SPEND



Meltwater

**+20.4%**  
**+\$4.7 BILLION**

INFLUENCER ADVERTISING'S  
SHARE OF TOTAL  
DIGITAL AD SPEND



we  
are  
social

**4.1%**

YEAR-ON-YEAR CHANGE IN  
INFLUENCER ADVERTISING'S SHARE  
OF TOTAL DIGITAL AD SPEND



**+4.6%**  
**+18 BPS**

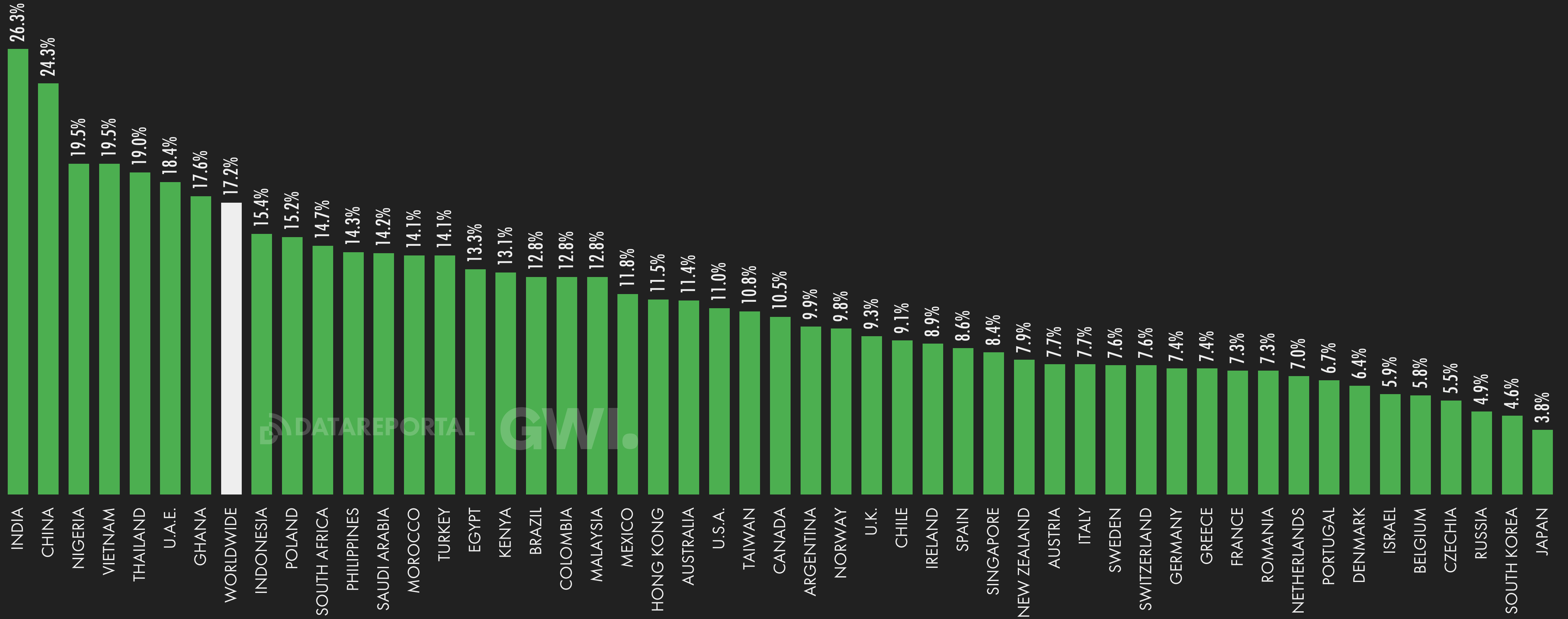
JAN  
2023

# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GLOBAL OVERVIEW



DATAREPORTAL GWI

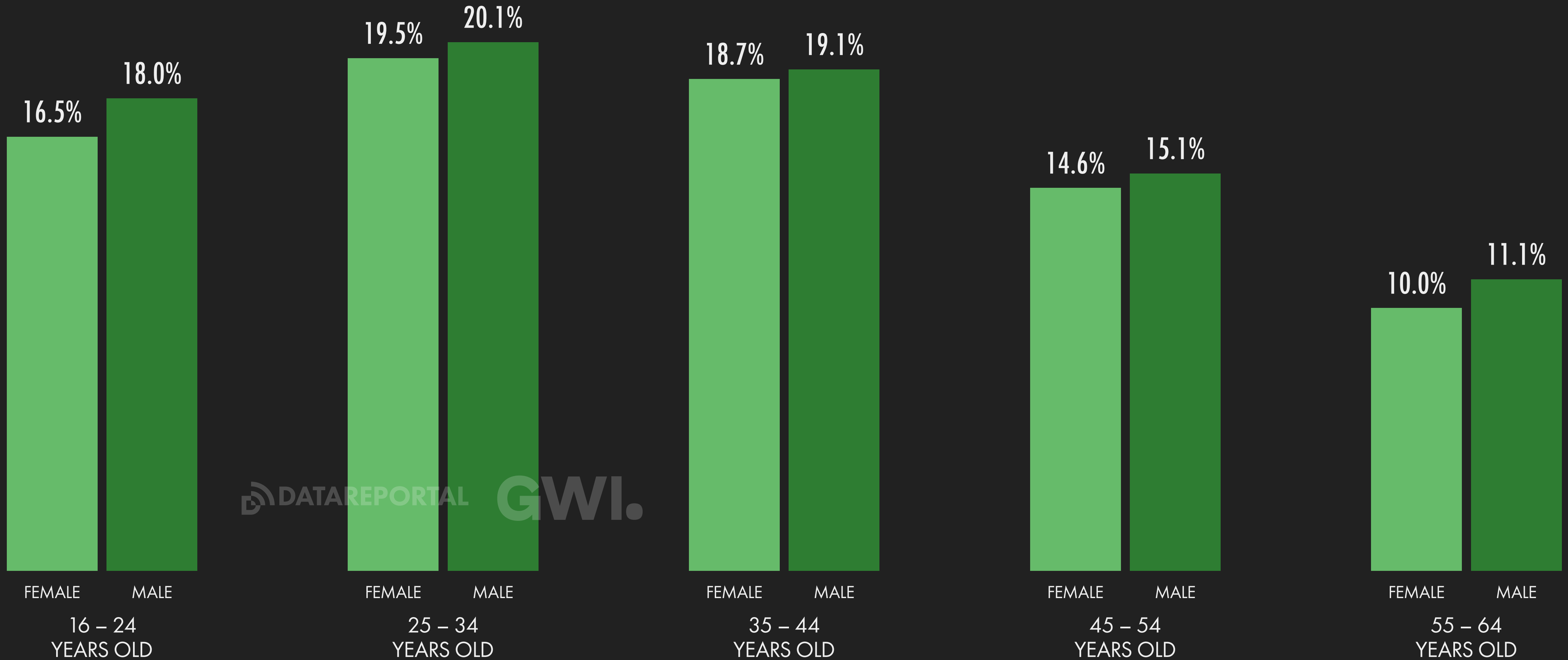
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2023

# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GLOBAL OVERVIEW



DATA REPORTAL GWI.



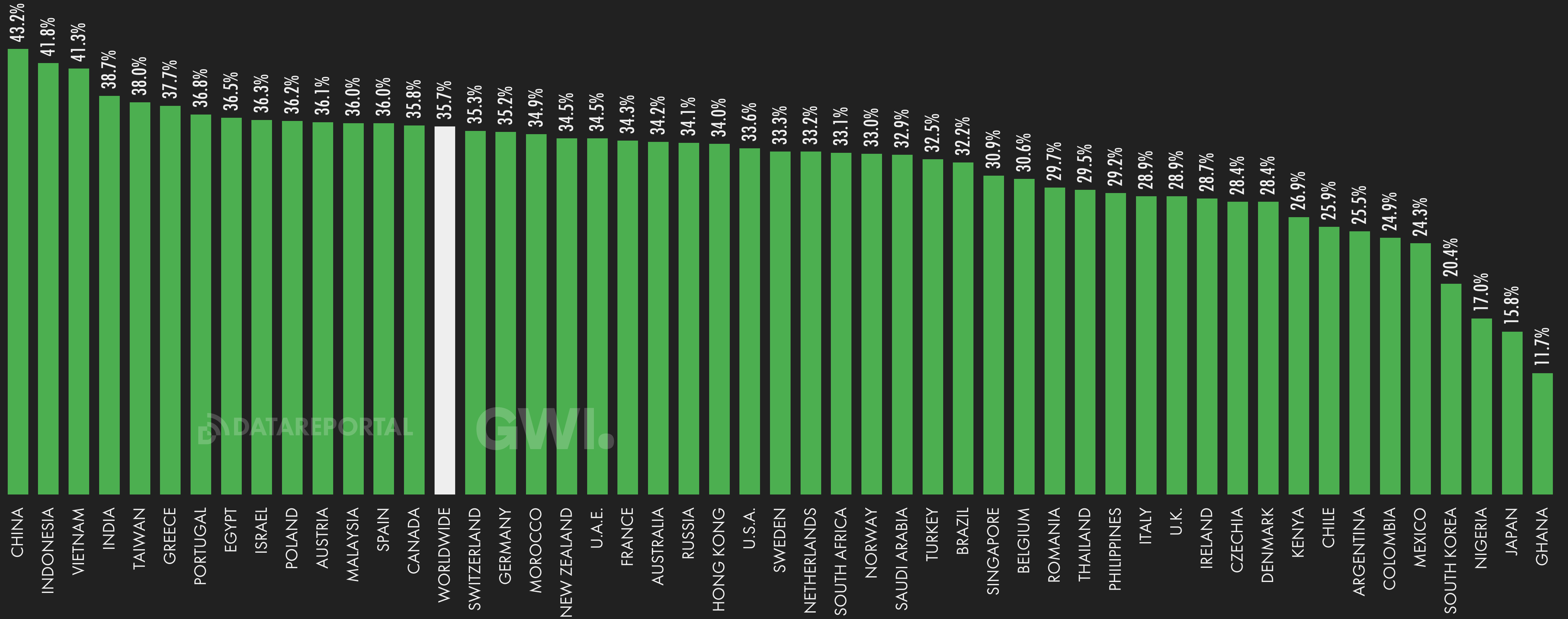
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2023

# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



DATA REPORTAL

GW.I.

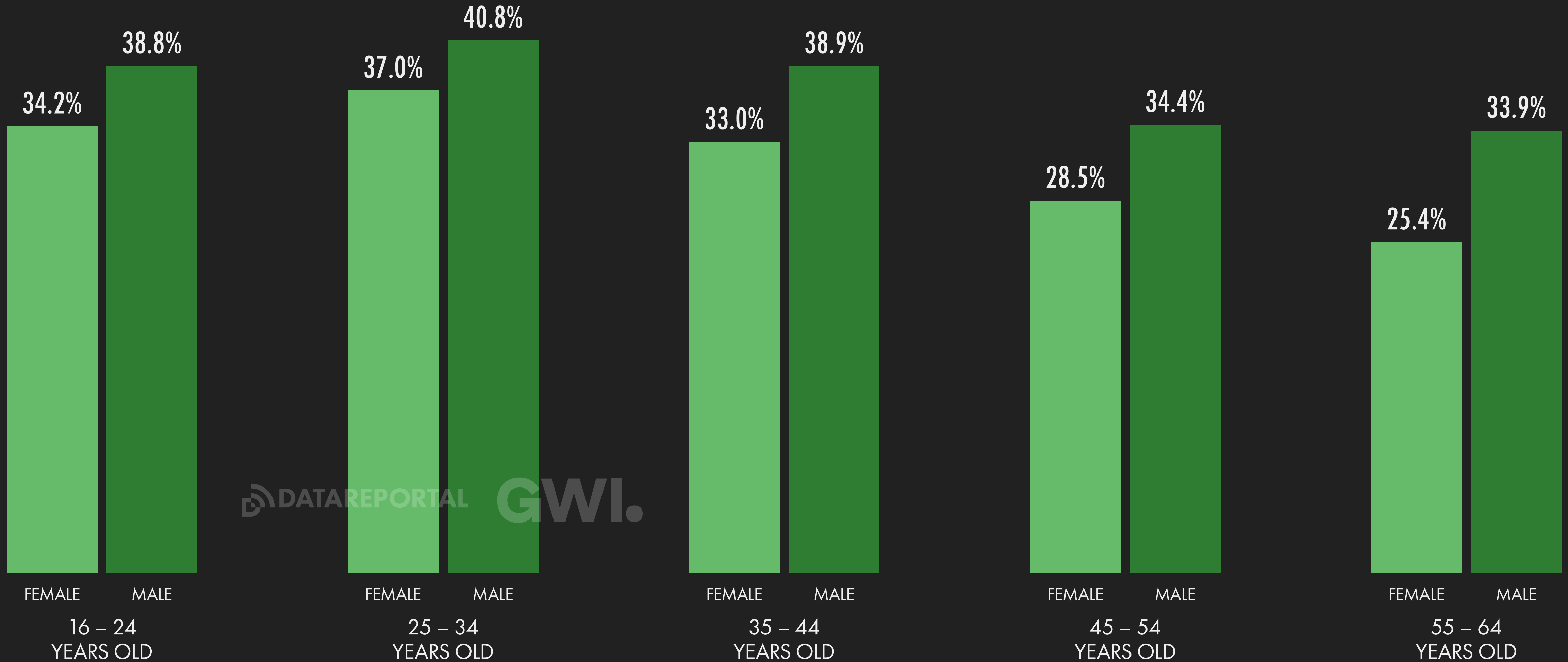
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2023

# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW

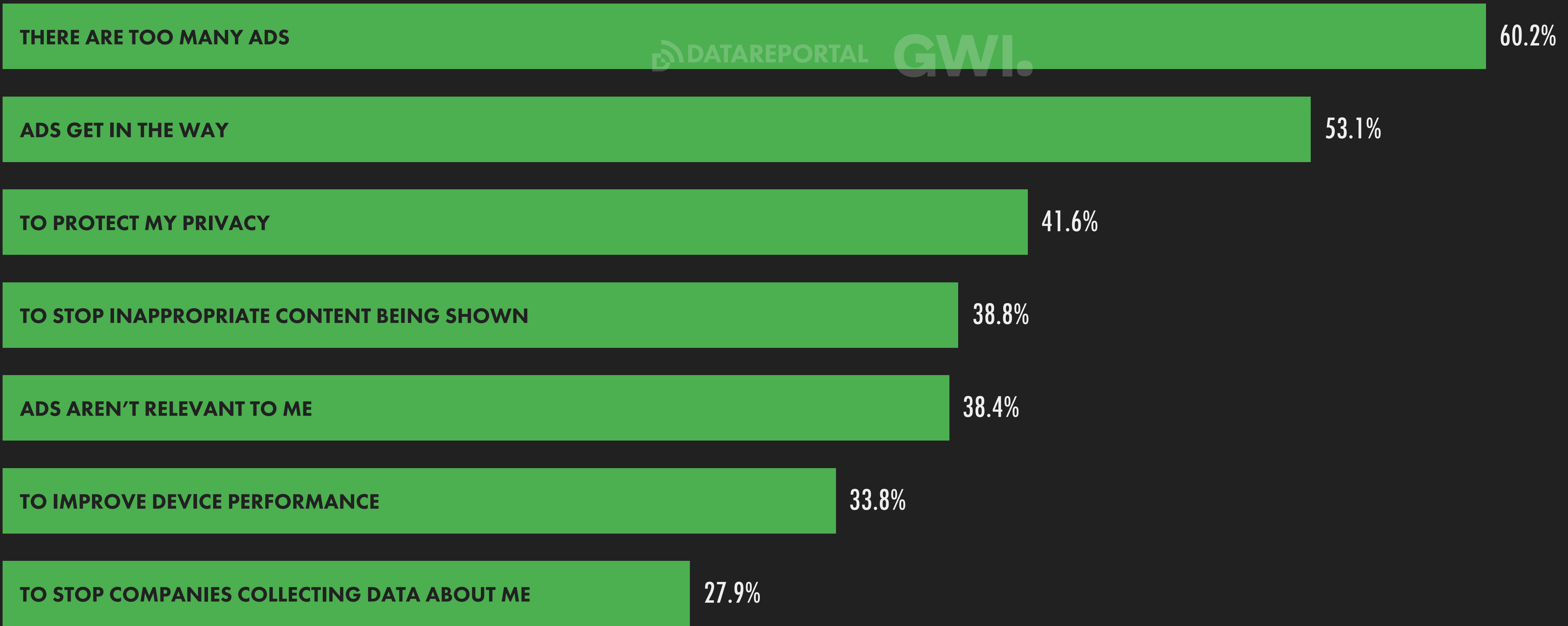


DATA REPORTAL GWI.

JAN  
2023

# REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16 TO 64 WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



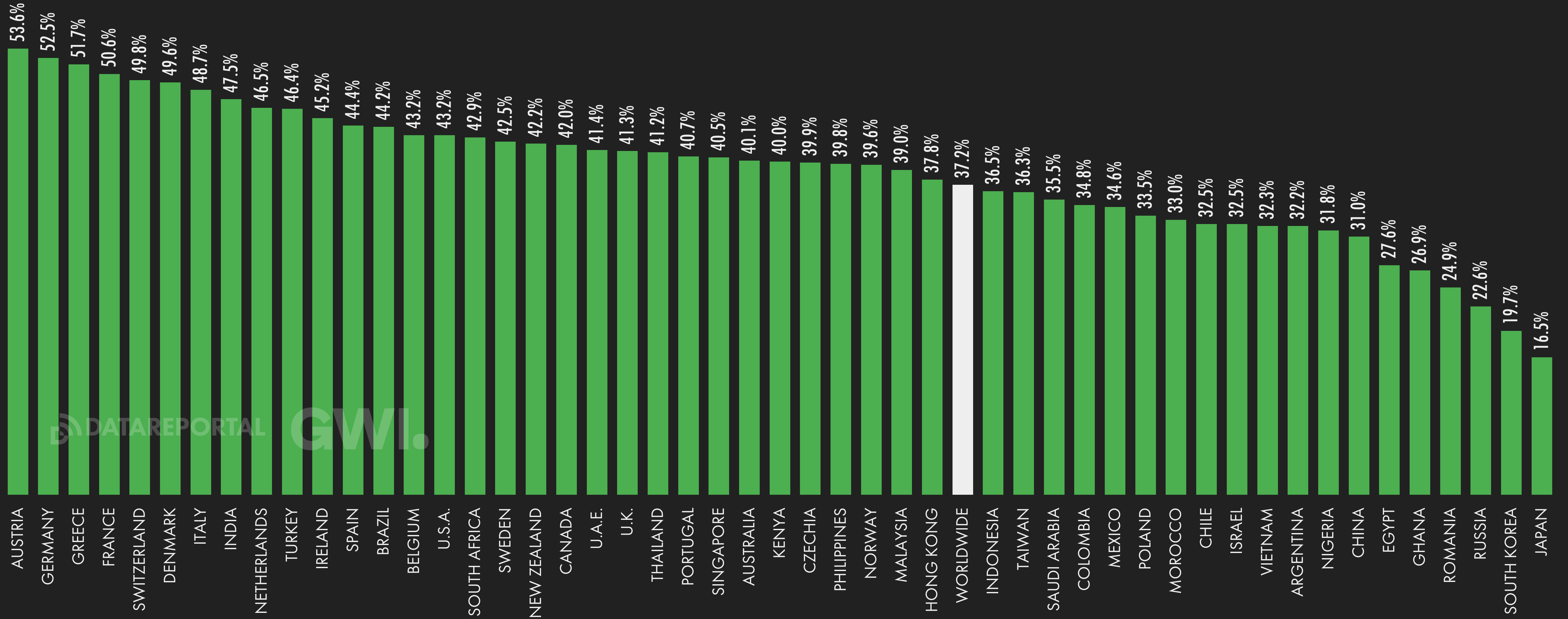
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2023

# DECLINE COOKIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DECLINE COOKIES AT LEAST SOME OF THE TIME



GLOBAL OVERVIEW



DATA REPORTAL GWI.

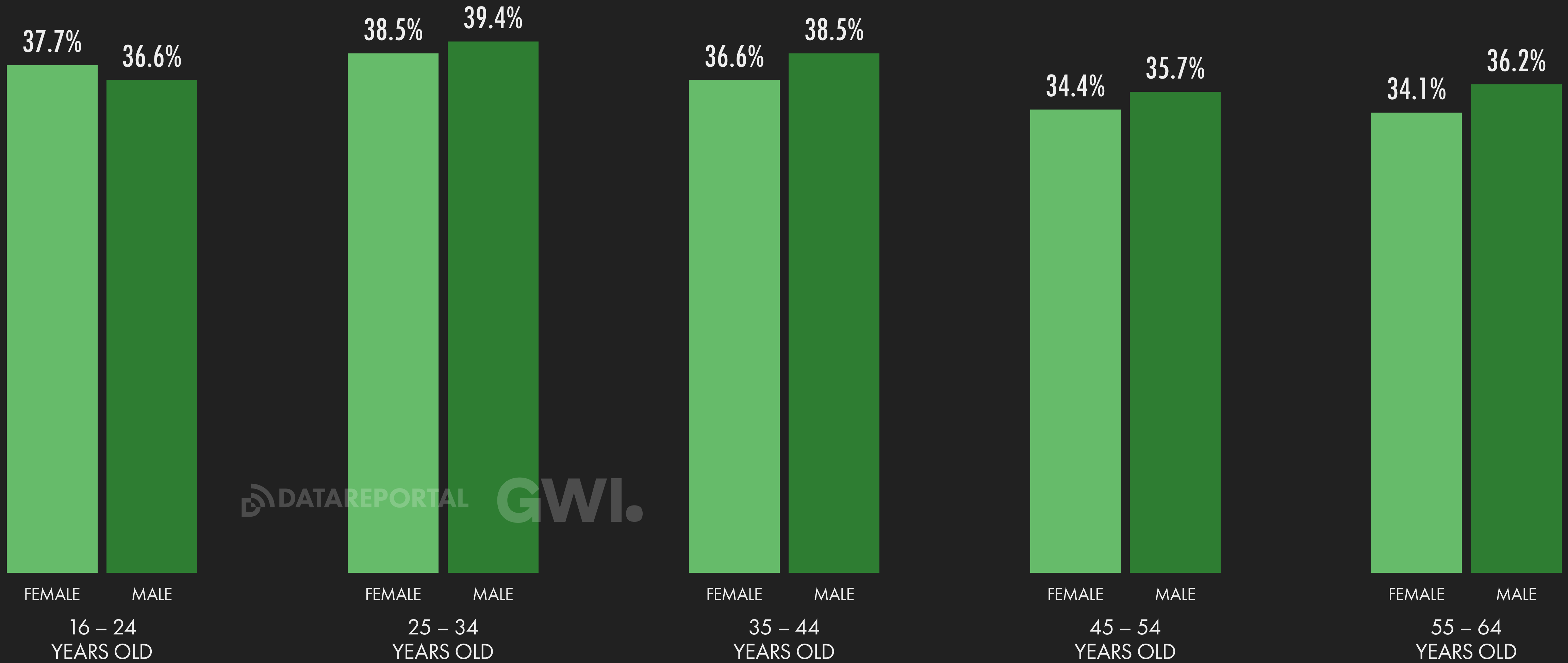
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2023

# DECLINE COOKIES

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



GLOBAL OVERVIEW



DATA REPORTAL GWI.

JAN  
2023

# ESSENTIAL UPDATE: THE BATTLE FOR THE INTERNET

CATS MAY STILL RULE THE WEB, BUT DOGS HAVE SEIZED NEW OPPORTUNITIES TO ENGAGE GROWING DIGITAL AUDIENCES



GLOBAL OVERVIEW

WEB PAGES ABOUT DOGS



6.08  
BILLION

AVERAGE GOOGLE SEARCH VOLUME INDEX FOR DOG



89

ANNUAL VIEWS OF THE DOG PAGE ON WIKIPEDIA



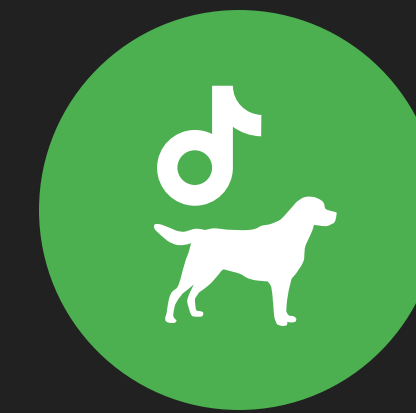
2.86  
MILLION

INSTAGRAM POSTS TAGGED WITH #DOG



354.3  
MILLION

VIEWS OF TIKTOK POSTS TAGGED WITH #DOG



348.5  
BILLION

NUMBER OF TWITTER USERS INTERESTED IN DOGS



386.5  
MILLION

WEB PAGES ABOUT CATS



5.63  
BILLION

AVERAGE GOOGLE SEARCH VOLUME INDEX FOR CAT



48

ANNUAL VIEWS OF THE CAT PAGE ON WIKIPEDIA



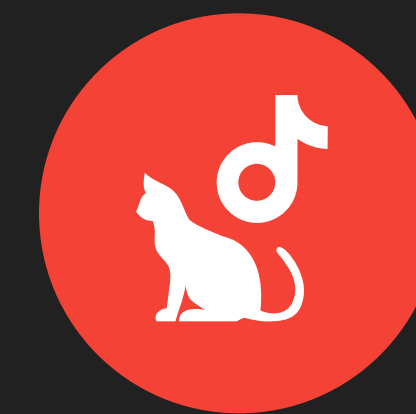
9.13  
MILLION

INSTAGRAM POSTS TAGGED WITH #CAT



272.8  
MILLION

VIEWS OF TIKTOK POSTS TAGGED WITH #CAT



270.3  
BILLION

NUMBER OF TWITTER USERS INTERESTED IN CATS



62.2  
MILLION

**SOURCES:** GOOGLE.COM; GOOGLE TRENDS; WMCLOUD; INSTAGRAM; TIKTOK; TWITTER'S ADVERTISING RESOURCES. **NOTES:** WEB PAGES BASED ON NUMBER OF RESULTS FOR A GOOGLE SEARCH FOR EACH ANIMAL. GOOGLE TRENDS INDICES BASED ON WORLDWIDE SEARCHES FOR EACH ANIMAL THROUGHOUT 2022. WIKIPEDIA VIEWS REPRESENT VIEWS THROUGHOUT 2022 (ENGLISH LANGUAGE ONLY). INSTAGRAM BASED ON TOTAL NUMBER OF POSTS INCLUDING EACH RESPECTIVE HASHTAG. TIKTOK BASED ON ALL-TIME VIEWS OF TIKTOK POSTS INCLUDING EACH RESPECTIVE HASHTAG. TWITTER INTEREST BASED ON TOTAL POTENTIAL AD REACH FOR USERS INTERESTED IN EACH ANIMAL, ACCORDING TO TWITTER'S OWN CLASSIFICATION. **PS:** DON'T HATE THE MESSENGER.



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**DATAREPORTAL.COM / LIBRARY**



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



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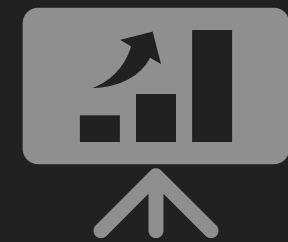
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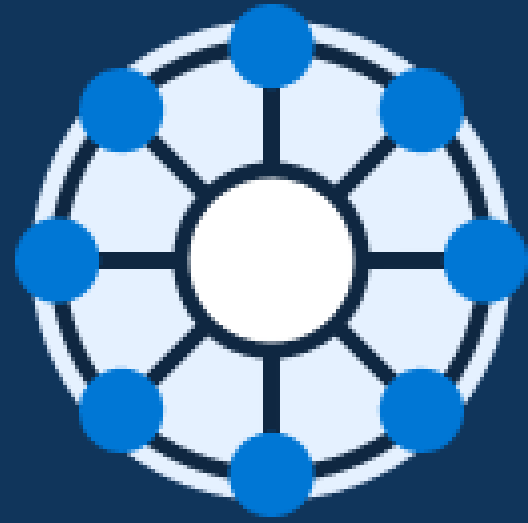
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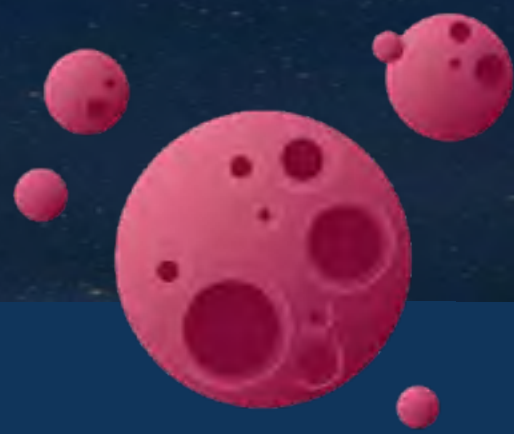


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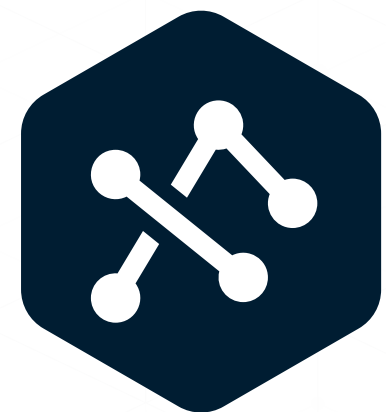
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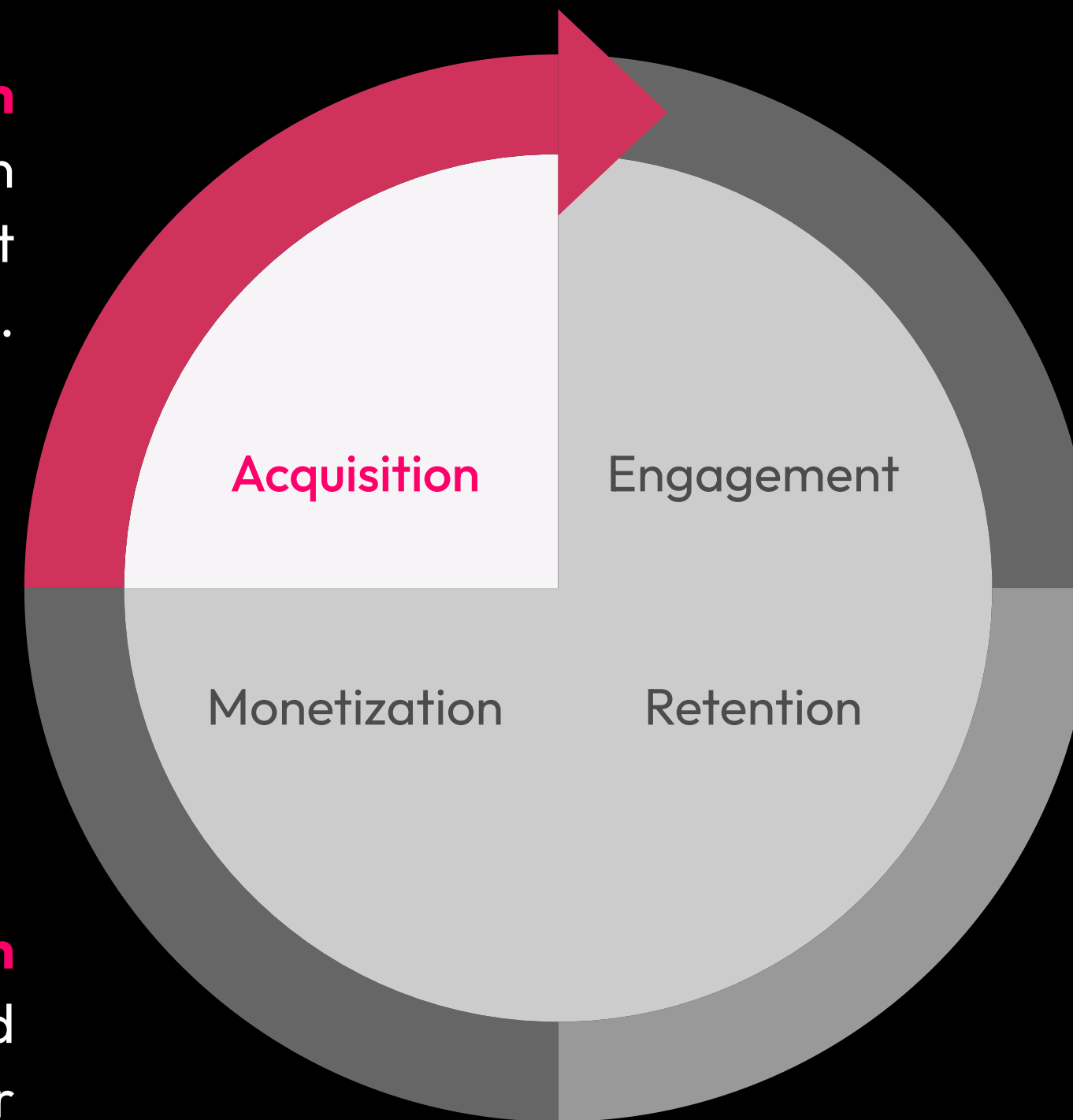
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**250M+**

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# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

**Note:** This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).

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