



# DIGITAL 2022

## GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we  
are  
social



Hootsuite®

**we  
are  
social**



**Hootsuite®**

# DIGITAL 2022: THE RISE OF CONNECTED TECH CONTINUES

After the remarkable levels of growth we saw last year, I fully expected to see less impressive figures in this year's report. However, even after a decade of producing these Global Digital Reports, the data never ceases to surprise me.

Social media user numbers continue to grow faster than they did pre-pandemic, with the global total still increasing at a rate of almost 13½ new users every second.

Double-digit annual growth has taken the global social media user figure to 4.62 billion, and current trends indicate that it will equal 60 percent of the world's total population within the next few months.

COVID-19 continues to hamper research into internet adoption though, resulting in reporting delays that have kept overall growth in internet user figures down for the second year in a row.

Despite these challenges, however, the latest data reveal that the number of people who *don't* use the internet has now

fallen *below* 3 billion, marking another important milestone on our journey towards equal digital access for all.

Meanwhile, at 4.95 billion, we're also tantalisingly close to reaching a global total of 5 billion internet users, and I'm looking forward to celebrating that particular milestone with you in one of our upcoming Statshot reports.

As always, the data in this year's reports goes well beyond user numbers though, and our latest collection offers some especially interesting insights into the world's evolving online behaviours.

For example, TikTok users spent an average of 48 percent *more* time using the platform's mobile app over the past 12 months compared with the previous year, while YouTube users now spend almost a full day each month watching videos in the platform's app.

However, the cost of social media ad impressions has jumped by more than 20 percent over the past 12 months, and

even though marketers are now spending considerably *more* on social media ads than they were this time a year ago, they're actually seeing *fewer* overall impressions for their investments.

The importance of the mobile economy is increasingly evident in this year's numbers too, with annual consumer spend on mobile apps reaching US\$170 billion – equal to 0.2 percent of total global GDP.

Meanwhile, the typical global ecommerce shopper now spends an average of more than US\$1,000 per year on online consumer goods purchases, while figures for China reveal that online purchases in this category are already worth the equivalent of 10 percent of national GDP.

The data also show that cryptocurrencies have been gaining momentum, and more than 1 in 10 working-age internet users now owns at least one form of "crypto". However, adoption rates rise significantly in developing economies, while Turkey has seen ownership of cryptocurrencies almost double over the past 12 months.

This summary barely scratches the surface of this year's findings though, so prepare yourself for a full-on feast of facts and figures as you dig into the report.

You'll also find analysis and commentary from a selection of our partners in this year's report, delivering valuable insight and perspective from some of the world's top digital experts.

And just in case you need any help translating all of this data into action, please feel free to get in touch with me; you'll find my contact details at the end of this report.

But with that, I'd like to wish you the very best of luck for your digital journey in 2022. Here's to another year of impressive digital milestones!

Simon Kemp  
CEO, Kepios



# PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



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## DIGITAL 2022

### LOCAL COUNTRY HEADLINES REPORT

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



## DIGITAL 2021

### GLOBAL OVERVIEW REPORT

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



[CLICK HERE](#) TO READ OUR **DIGITAL 2022 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 2021 GLOBAL OVERVIEW** REPORT

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR **FREE** ONLINE LIBRARY:

**DATAREPORTAL.COM / LIBRARY**



## 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 published 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. 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 people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures 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>.



# GLOBAL HEADLINES

JAN  
2022

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



we  
are  
social

**7.91**  
BILLION

URBANISATION

**57.0%**

UNIQUE MOBILE  
PHONE USERS



**5.31**  
BILLION

vs. POPULATION

**67.1%**

INTERNET  
USERS



**4.95**  
BILLION

vs. POPULATION

**62.5%**

ACTIVE SOCIAL  
MEDIA USERS



**4.62**  
BILLION

vs. POPULATION

**58.4%**



JAN  
2022

# DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL  
POPULATION



**+1.0%**

YEAR-ON-YEAR CHANGE

**+80 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+1.8%**

YEAR-ON-YEAR CHANGE

**+95 MILLION**

INTERNET  
USERS



**+4.0%**

YEAR-ON-YEAR CHANGE

**+192 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+10.1%**

YEAR-ON-YEAR CHANGE

**+424 MILLION**

WE ARE SOCIAL'S PERSPECTIVE

# DIGITAL IN 2022

## SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES

### DIGITAL INEQUALITY

In the wake of more than a year in and out of lockdowns, the way we function in everyday life has undergone monumental change, driving an evolution of our relationship with digital. But more than simply leading us to spend more of our lives online – both for work and for leisure – it's highlighted the impact of digital inequality. More than a simple lack of devices, it's indicative of global wealth inequality, and of the systemic issues that will be exacerbated as we move into an ever more digitised world.

**In 2022, brands should look to alleviate the digital divide where it makes sense for them to do so.**

### DECENTRALISED DREAMS

The term Web3 has trickled into public discourse during 2021. More of an idea than a tangible platform, Web3 is a vision of the future of the Internet in which people operate on a decentralized internet, rather than depending on tech giants like Google or Facebook. This discussion of a next generation for digital speaks to the ongoing fatigue with tech monopolies and the negative impact that they're said to have on individuals and societies alike.

**In 2022, brands should keep an eye out for Web3 brands looking to disrupt industries across the board.**

### VIRTUAL WORLDS

The metaverse is here – kind of. While 87% of social media users globally may not fully understand what it is, with tech giants from Facebook to Fortnite vying to stake their claim, there's no doubt that people will soon be getting familiar with it. In this next phase of the internet, social and digital interactions will be possible in a network of open-digital worlds that we'll navigate with avatars.

**In 2022, brands will need to identify how their goods and services show up to these virtual worlds.**

## Hootsuite's Perspective

# Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

### Stretch the social experience

There's more to social commerce than having a "buy now" button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That's why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

### Share the care

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

### Get acquainted with Gen Z

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn't your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).



# POPULATION ESSENTIALS

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2022

# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GLOBAL OVERVIEW

TOTAL  
POPULATION



**7.91**  
BILLION

FEMALE  
POPULATION



we  
are  
social

**49.6%**

MALE  
POPULATION



**50.4%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**+1.0%**

MEDIAN AGE OF  
THE POPULATION



**31.4**

URBAN  
POPULATION



**57.0%**

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



**60.8**

OVERALL LITERACY  
(ADULTS AGED 15+)



we  
are  
social

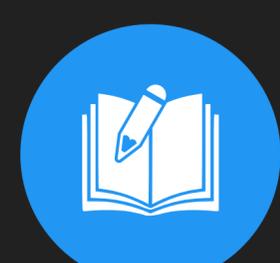
**86.7%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**83.3%**

MALE LITERACY  
(ADULTS AGED 15+)



**90.1%**

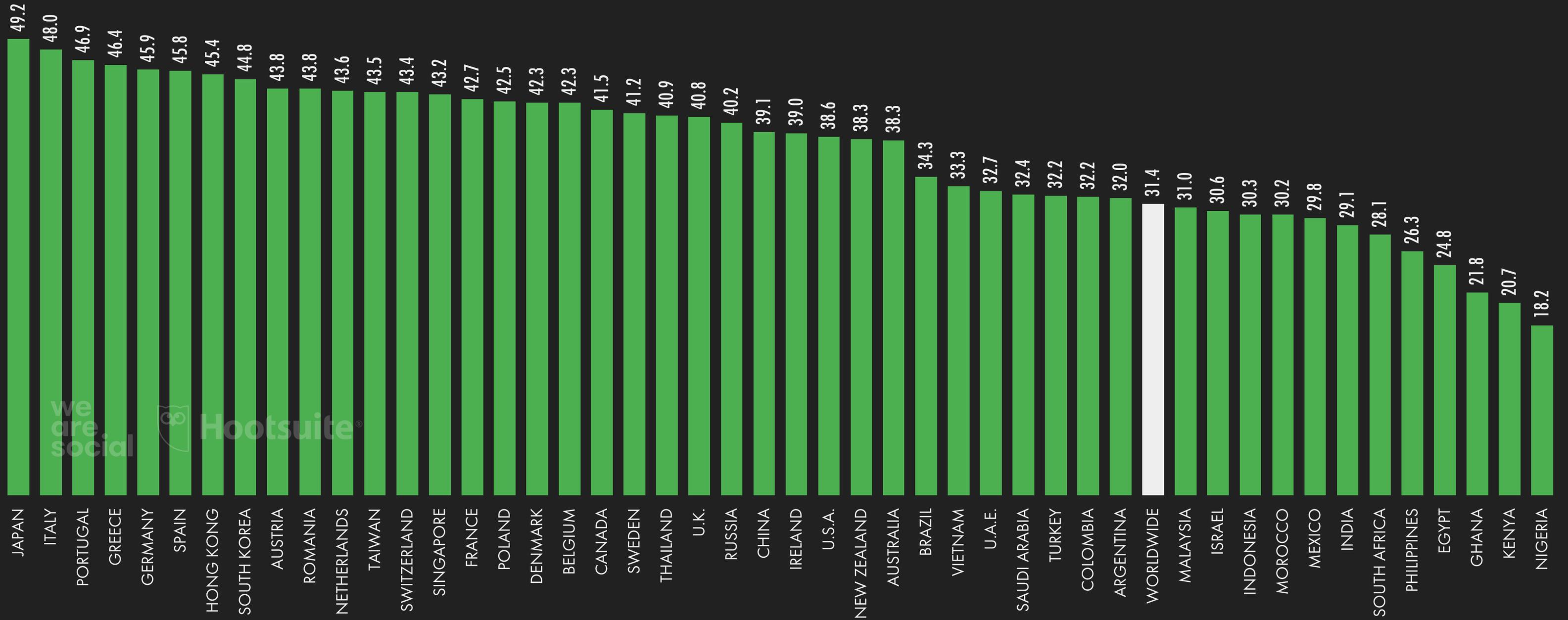
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# MEDIAN AGE OF THE POPULATION

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



GLOBAL OVERVIEW



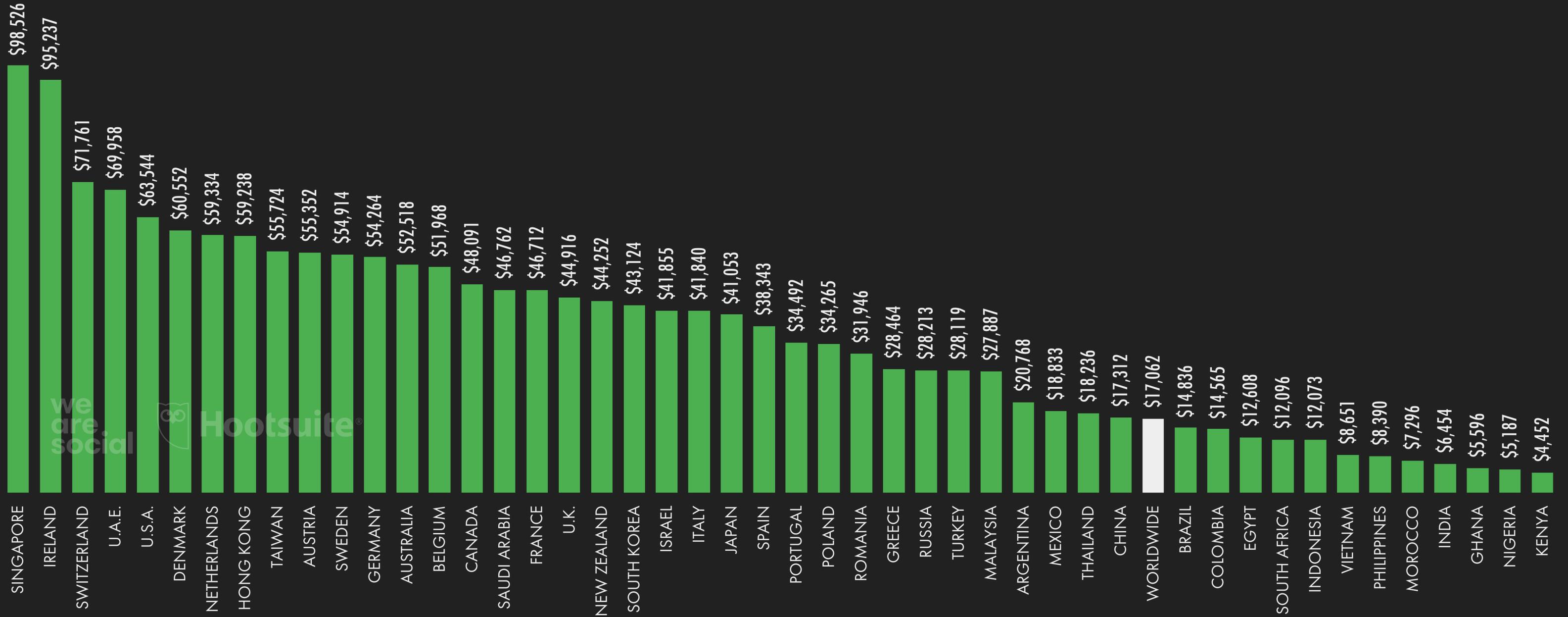
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# GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

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



GLOBAL OVERVIEW



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2022

# DEVICE OWNERSHIP

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



ANY KIND OF  
MOBILE PHONE



GWI.

**96.6%**

YEAR-ON-YEAR CHANGE  
**-0.5% (-50 BPS)**

SMART  
PHONE



we  
are  
social

**96.2%**

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

FEATURE  
PHONE



GWI.

**8.8%**

YEAR-ON-YEAR CHANGE  
**-2.2% (-20 BPS)**

LAPTOP OR  
DESKTOP COMPUTER



GWI.

**63.1%**

YEAR-ON-YEAR CHANGE  
**-2.0% (-130 BPS)**

TABLET  
DEVICE



**34.8%**

YEAR-ON-YEAR CHANGE  
**+1.5% (+50 BPS)**

GAMES  
CONSOLE



**20.3%**

YEAR-ON-YEAR CHANGE  
**-5.1% (-110 BPS)**

SMART WATCH OR  
SMART WRISTBAND



GWI.

**27.4%**

YEAR-ON-YEAR CHANGE  
**+17.6% (+410 BPS)**

TV STREAMING  
DEVICE



**15.5%**

YEAR-ON-YEAR CHANGE  
**+7.6% (+110 BPS)**

SMART HOME  
DEVICE



GWI.

**14.1%**

YEAR-ON-YEAR CHANGE  
**+14.6% (+180 BPS)**

VIRTUAL REALITY  
DEVICE



**4.8%**

YEAR-ON-YEAR CHANGE  
**+9.1% (+40 BPS)**

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# DAILY TIME SPENT WITH MEDIA

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



TIME SPENT USING  
THE INTERNET



**6H 58M**

YEAR-ON-YEAR CHANGE  
**+1.0% (+4M)**

GWI.

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



**3H 20M**

YEAR-ON-YEAR CHANGE  
**-2.0% (-4M)**



TIME SPENT USING  
SOCIAL MEDIA



**2H 27M**

YEAR-ON-YEAR CHANGE  
**+1.4% (+2M)**

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**2H 00M**

YEAR-ON-YEAR CHANGE  
**-1.6% (-1M)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 33M**

YEAR-ON-YEAR CHANGE  
**+2.2% (+2M)**

we  
are  
social

TIME SPENT LISTENING  
TO BROADCAST RADIO



**1H 01M**

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

GWI.

TIME SPENT LISTENING  
TO PODCASTS



**0H 55M**

YEAR-ON-YEAR CHANGE  
**+1.9% (+1M)**



TIME SPENT USING  
A GAMES CONSOLE



**1H 12M**

YEAR-ON-YEAR CHANGE  
**+1.4% (+1M)**



**INTERNET**

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2022

# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL  
INTERNET  
USERS



KEPIOS

**4.95**  
BILLION

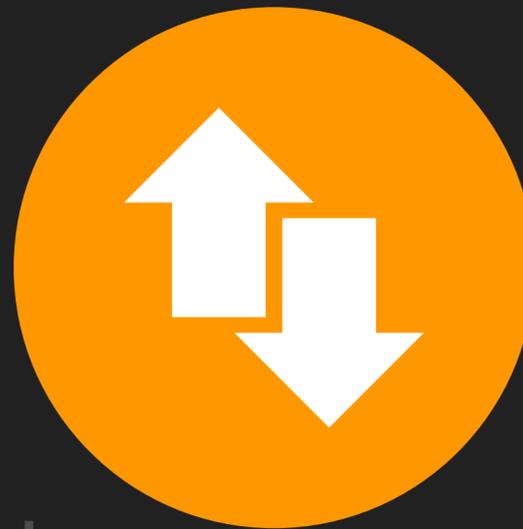
INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**62.5%**

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



we  
are  
social

**+4.0%**  
**+192 MILLION**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET BY  
EACH INTERNET USER



GWI.

**6H 58M**  
**+1.0% (+4M)**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE PHONES

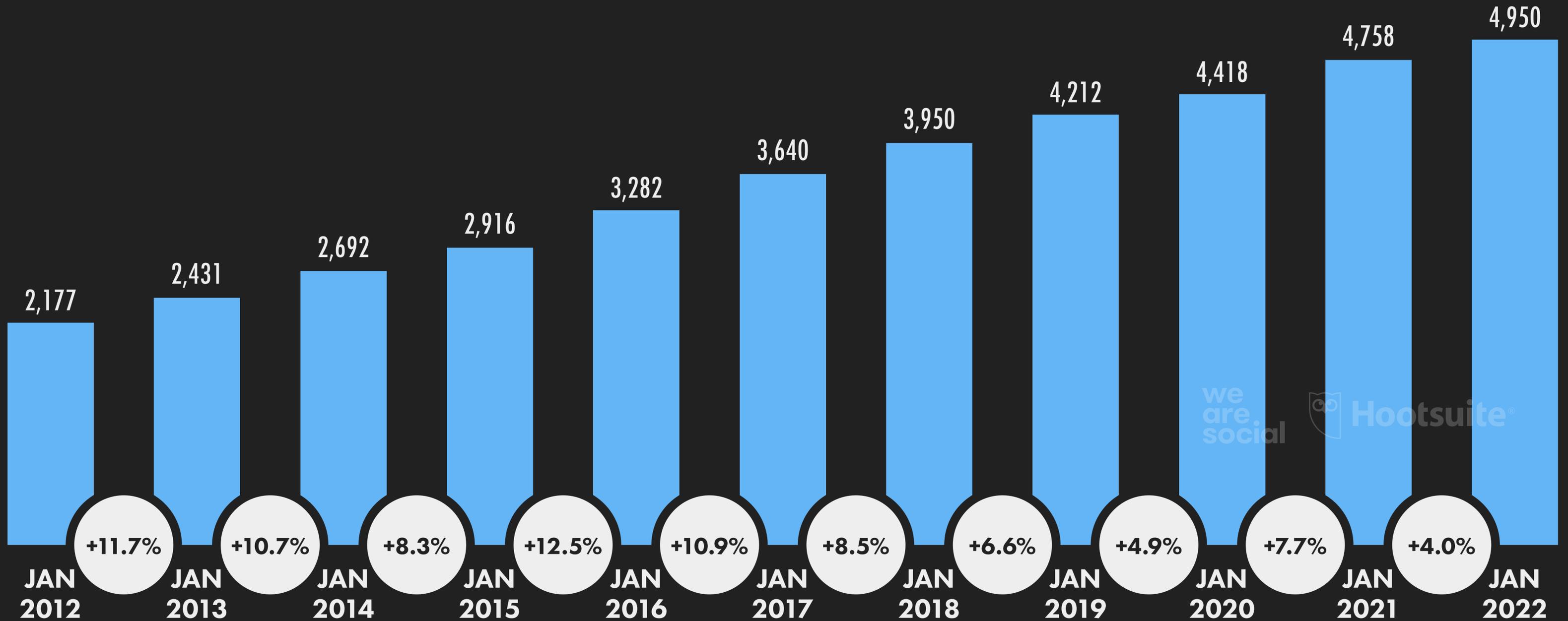


**92.1%**

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# INTERNET USERS OVER TIME

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



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

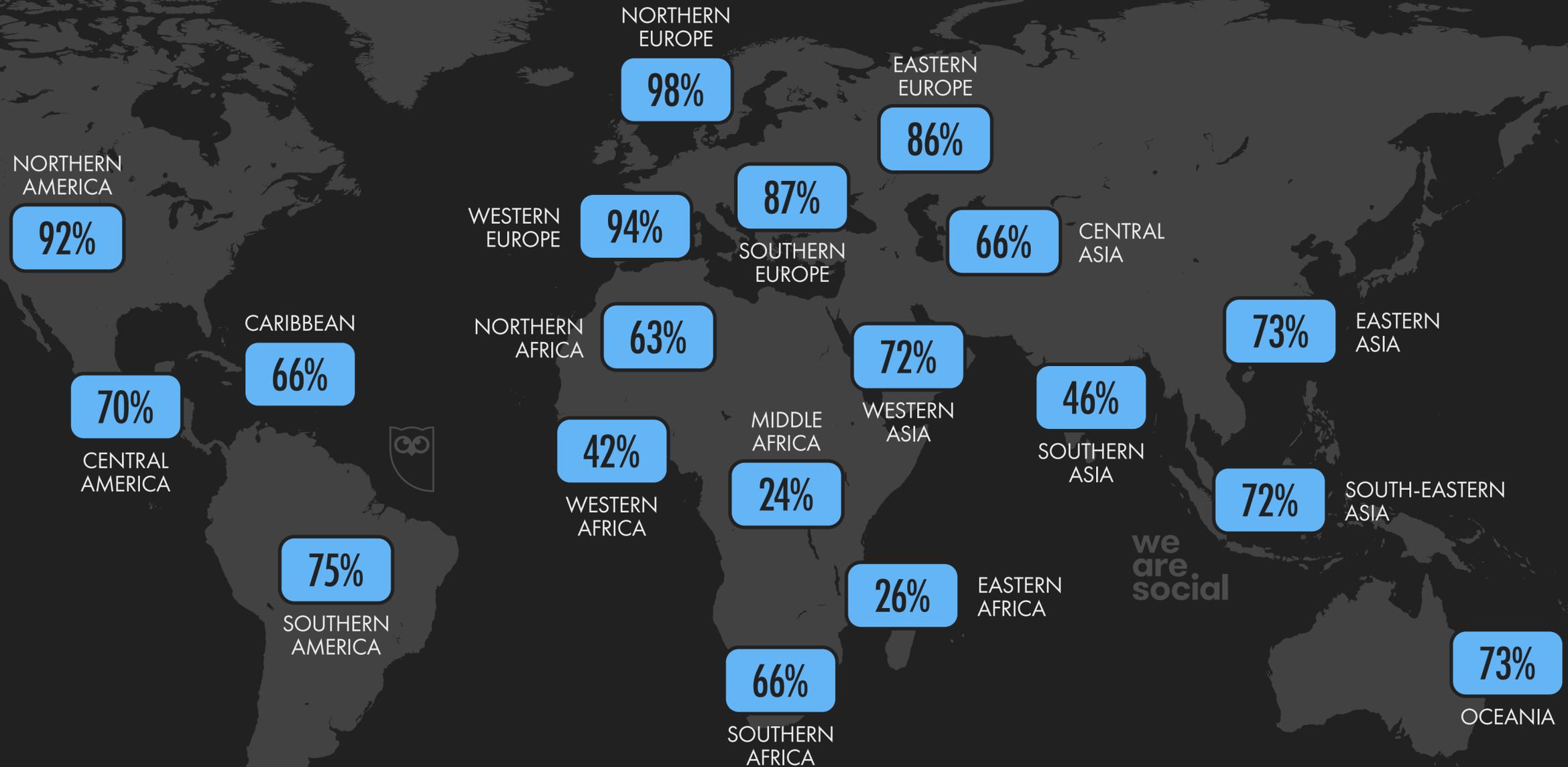
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# INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



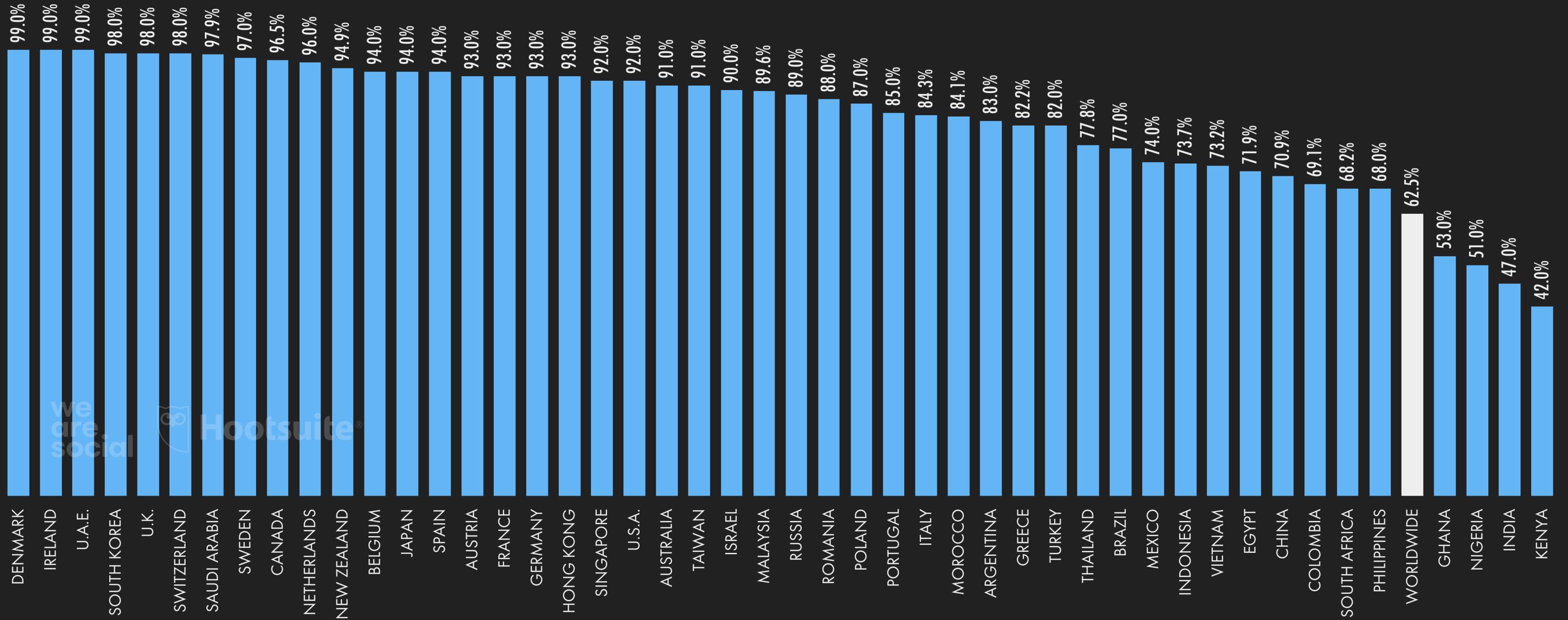
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# INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES.

# INTERNET ADOPTION RANKING

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



## HIGHEST LEVELS OF INTERNET ADOPTION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01=	BAHRAIN	99.0%	1,748,389
01=	KUWAIT	99.0%	4,310,821
01=	DENMARK	99.0%	5,765,876
01=	ICELAND	99.0%	340,935
01=	IRELAND	99.0%	4,951,504
01=	LUXEMBOURG	99.0%	632,194
01=	NORWAY	99.0%	5,433,568
01=	UNITED ARAB EMIRATES	99.0%	9,935,967
01=	LIECHTENSTEIN	99.0%	37,938
01=	QATAR	99.0%	2,925,565

## LOWEST LEVELS OF INTERNET ADOPTION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
232	NORTH KOREA	<0.1%	[BLOCKED]
231	CENTRAL AFRICAN REPUBLIC	7.1%	355,057
230	ERITREA	8.0%	290,533
229	COMOROS	8.5%	76,141
228	SOUTH SUDAN	10.9%	1,251,667
227	SOMALIA	13.7%	2,266,393
226	NIGER	14.5%	3,721,749
225	KIRIBATI	14.6%	17,848
224	BURUNDI	14.6%	1,816,078
223	DEM. REP. OF THE CONGO	17.6%	16,504,983

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** VALUES HAVE BEEN CAPPED AT 99% OF THE TOTAL POPULATION. 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.

# 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	742,003,000	53.0%
02	CHINA	421,432,000	29.1%
03	PAKISTAN	144,434,000	63.5%
04	BANGLADESH	114,511,000	68.5%
05	NIGERIA	104,888,000	49.0%
06	ETHIOPIA	89,502,000	75.0%
07	DEM. REP. OF THE CONGO	77,293,000	82.4%
08	INDONESIA	73,047,000	26.3%
09	BRAZIL	49,375,000	23.0%
10	TANZANIA	46,794,000	75.0%

## RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

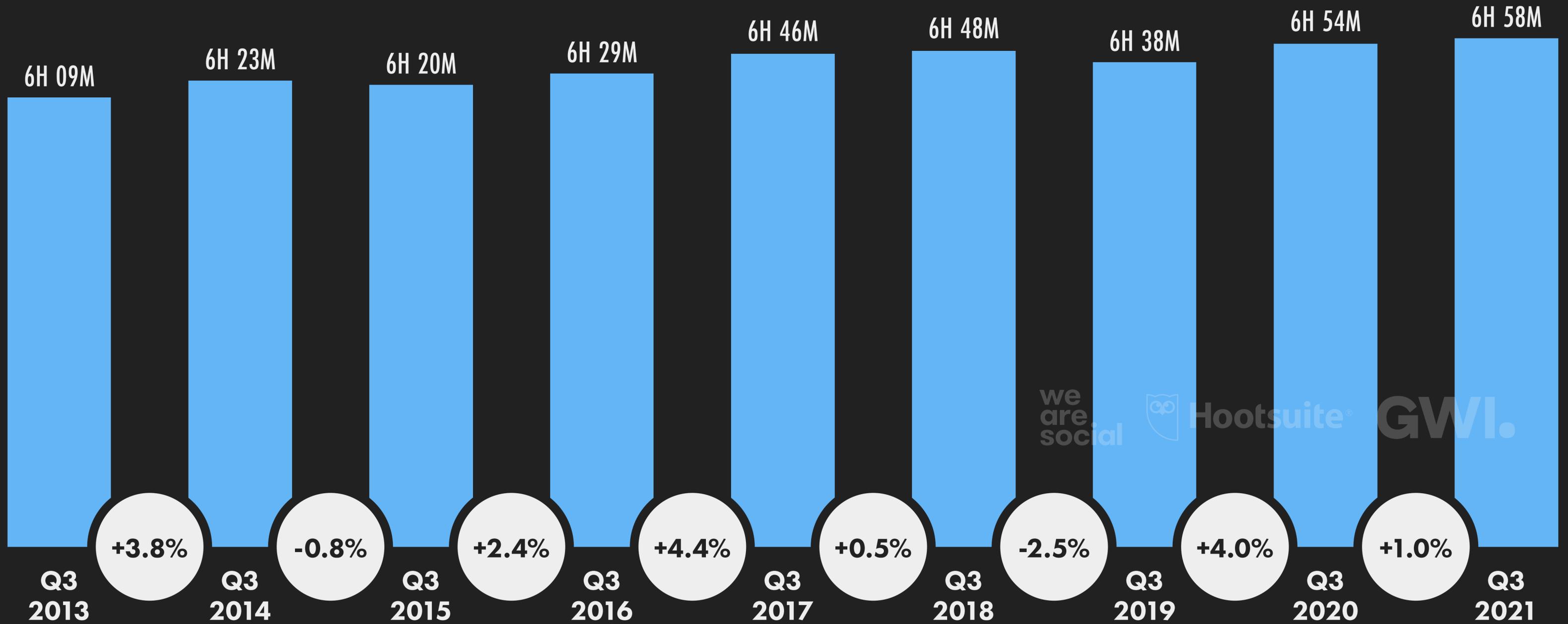
#	LOCATION	% OF POP. OFFLINE	UNCONNECTED
232	NORTH KOREA	>99.9%	25,938,000
231	CENTRAL AFRICAN REPUBLIC	92.9%	4,613,000
230	ERITREA	92.0%	3,341,000
229	COMOROS	91.5%	822,000
228	SOUTH SUDAN	89.1%	10,248,000
227	SOMALIA	86.3%	14,333,000
226	NIGER	85.5%	21,881,000
225	KIRIBATI	85.4%	105,000
224	BURUNDI	85.4%	10,623,000
223	DEM. REP. OF THE CONGO	82.4%	77,293,000



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# DAILY TIME SPENT USING THE INTERNET

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



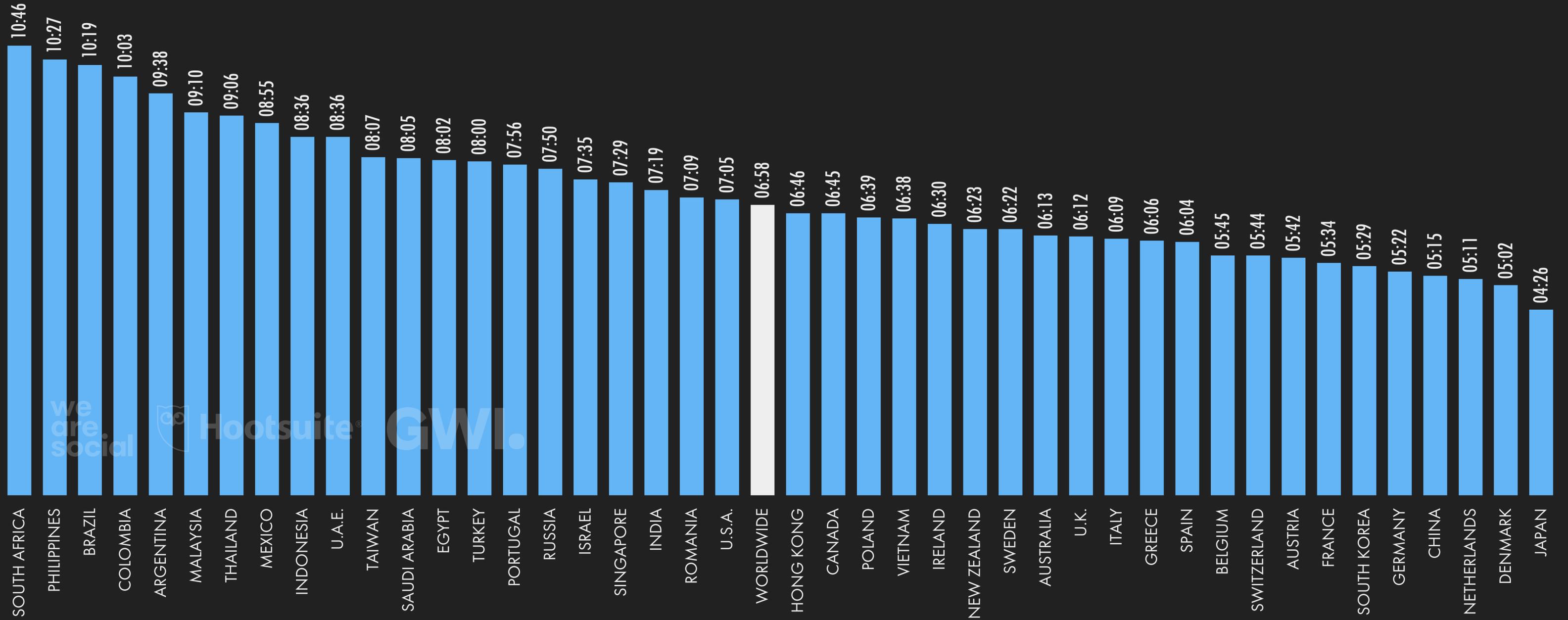
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# DAILY TIME SPENT USING THE INTERNET

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



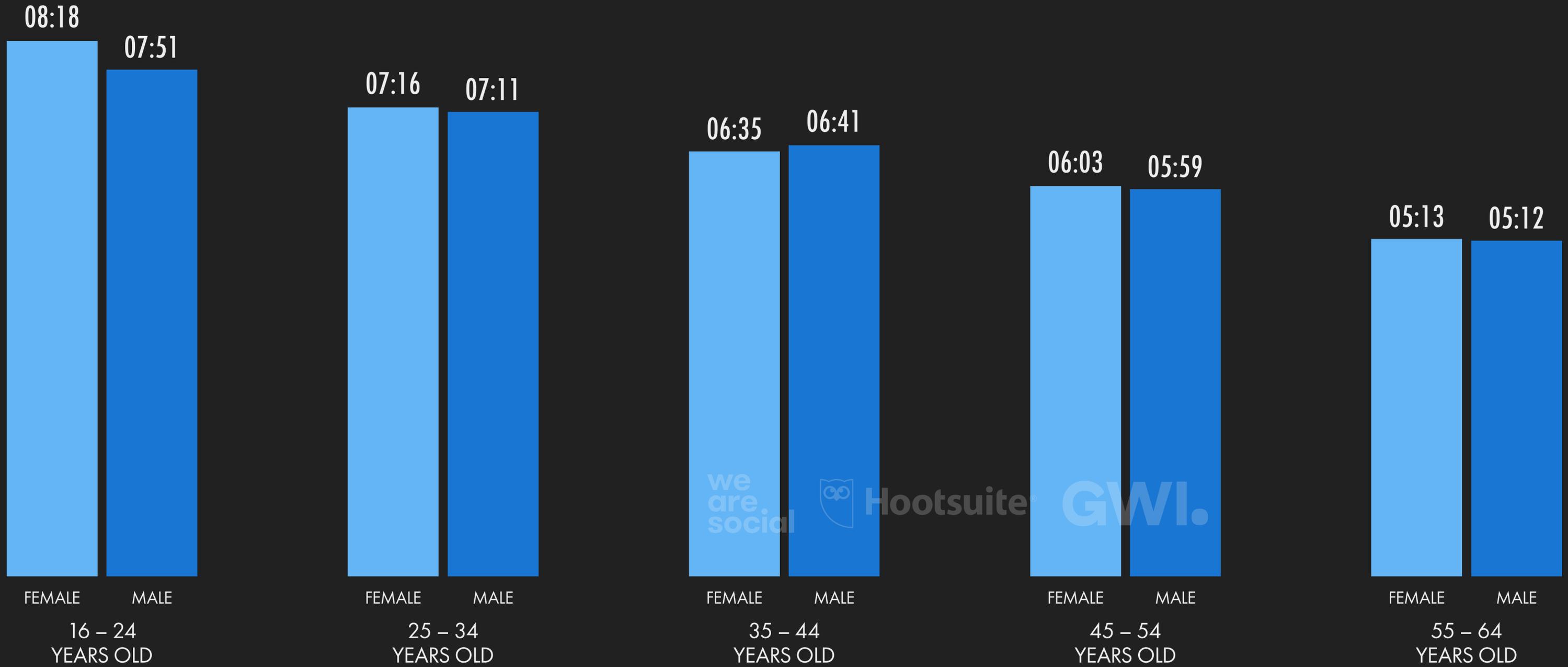
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# DAILY TIME SPENT USING THE INTERNET

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



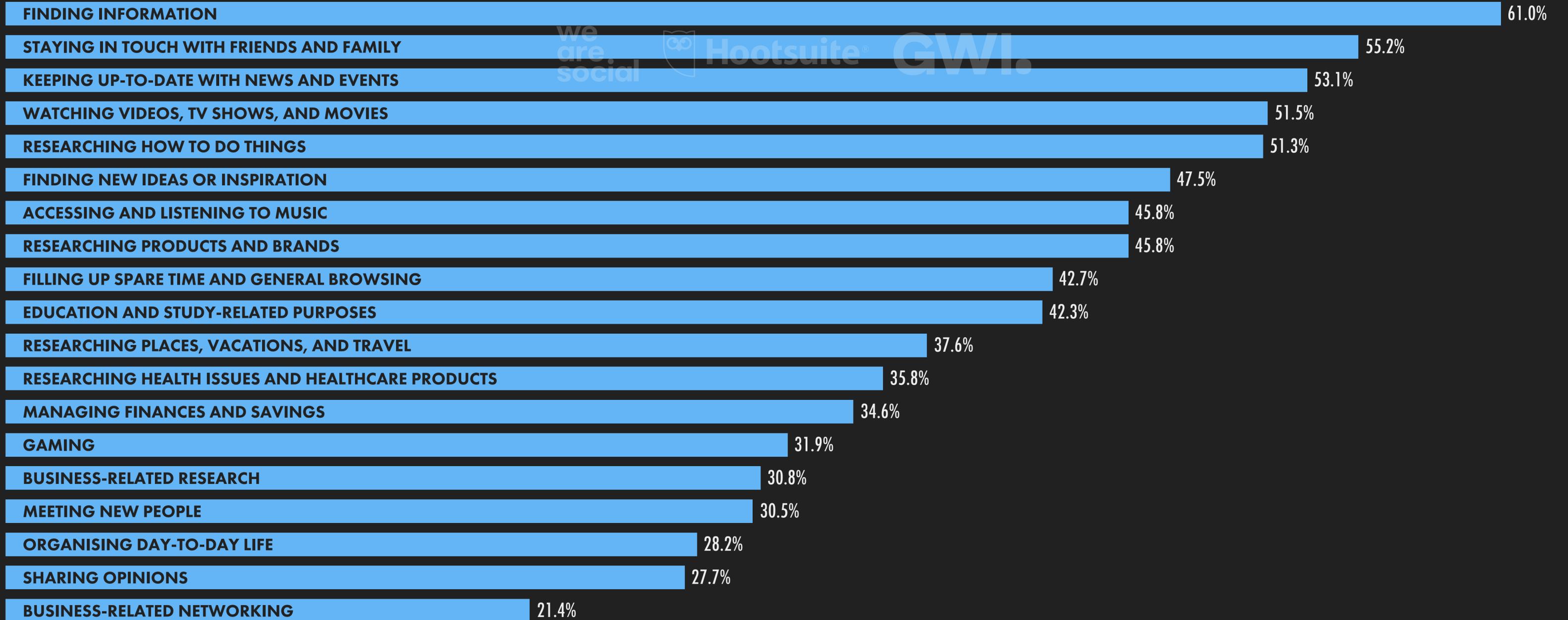
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# MAIN REASONS FOR USING THE INTERNET

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



GLOBAL OVERVIEW



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# 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.

92.1%

YEAR-ON-YEAR CHANGE  
-0.5% (-50 BPS)

LAPTOP OR  
DESKTOP (ANY)



71.2%

YEAR-ON-YEAR CHANGE  
+0.7% (+50 BPS)

SMART  
PHONE



GWI.

90.7%

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

FEATURE  
PHONE



5.0%

YEAR-ON-YEAR CHANGE  
+42.9% (+150 BPS)

TABLET  
DEVICE



28.2%

YEAR-ON-YEAR CHANGE  
+2.9% (+80 BPS)

OWN LAPTOP  
OR DESKTOP



we  
are  
social

64.5%

YEAR-ON-YEAR CHANGE  
-1.2% (-80 BPS)

WORK LAPTOP  
OR DESKTOP



GWI.

29.4%

YEAR-ON-YEAR CHANGE  
+4.3% (+120 BPS)

CONNECTED  
TELEVISION



30.4%

YEAR-ON-YEAR CHANGE  
+10.5% (+290 BPS)

SMART HOME  
DEVICE



GWI.

13.8%

YEAR-ON-YEAR CHANGE  
[NEW DATA POINT]

GAMES  
CONSOLE



12.6%

YEAR-ON-YEAR CHANGE  
+12.5% (+140 BPS)

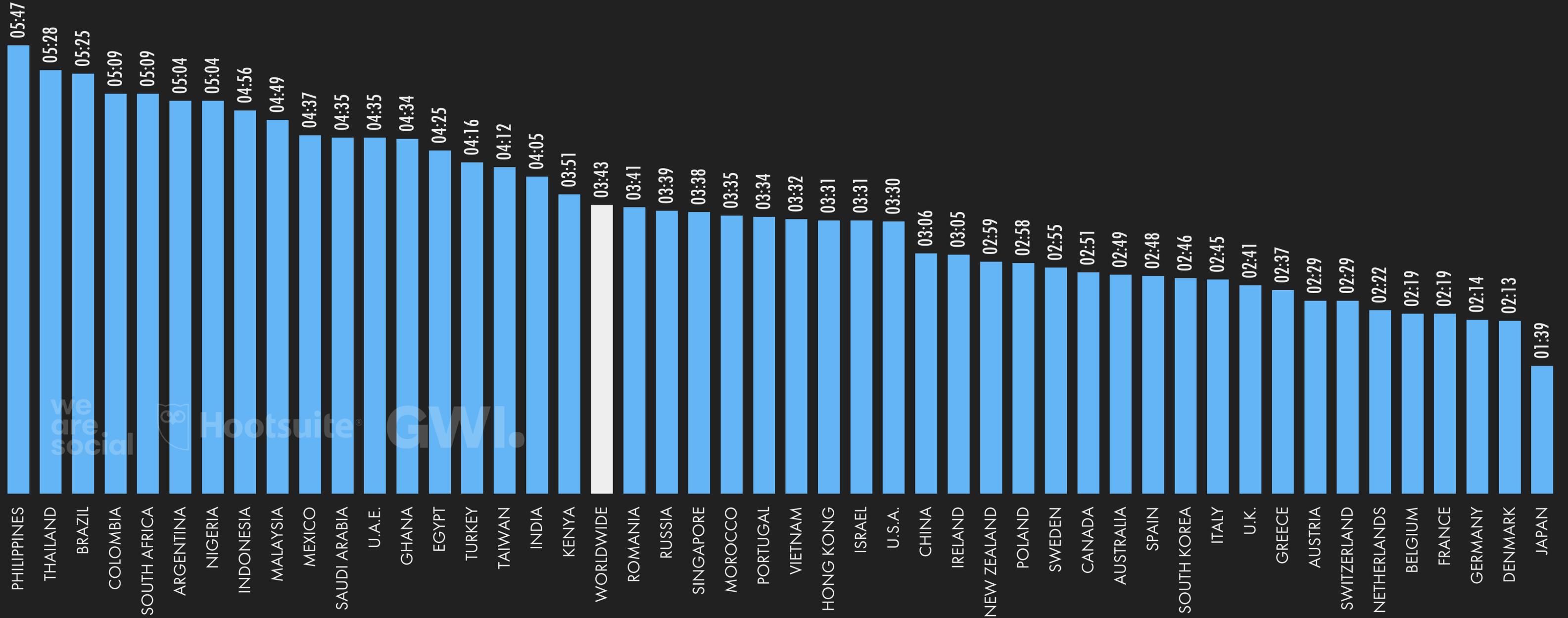
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# TIME SPENT USING THE INTERNET ON MOBILES

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



GLOBAL OVERVIEW



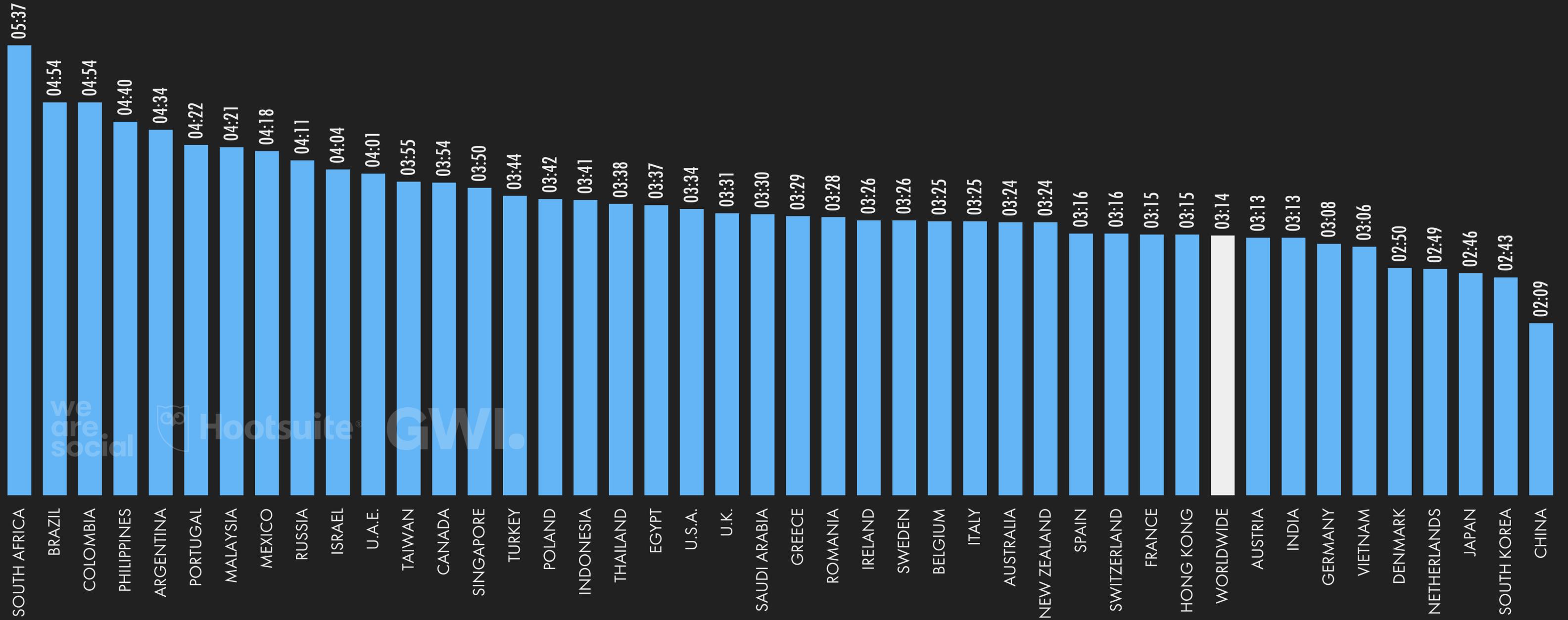
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# TIME SPENT USING THE INTERNET ON COMPUTERS

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



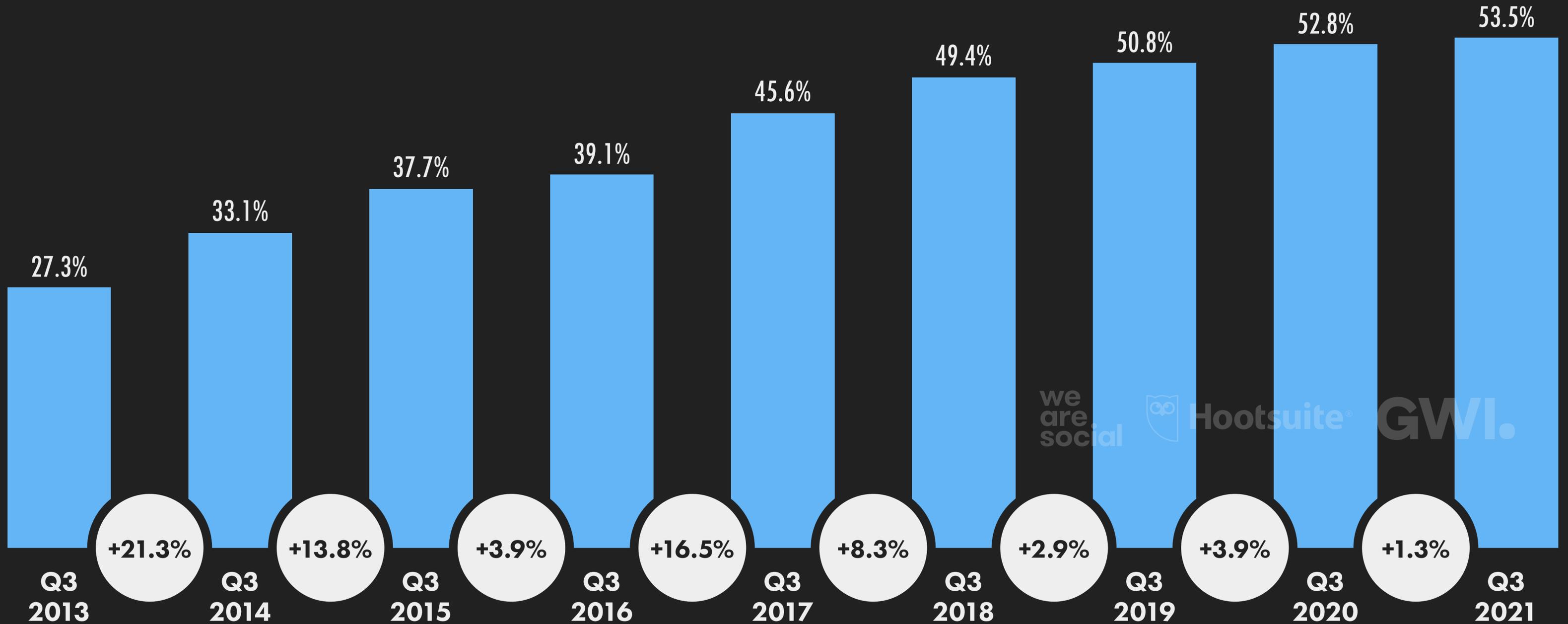
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# MOBILE'S SHARE OF DAILY INTERNET TIME

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



**SOURCE:** GWI (Q3 2021). 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 IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE, NOT ABSOLUTE CHANGE.

JAN  
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# INTERNET CONNECTION SPEEDS

AVERAGE SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

DOWNLOAD MEDIAN (MBPS)	DOWNLOAD MEAN (MBPS)
<b>29.06</b>	<b>69.92</b>
UPLOAD MEDIAN (MBPS)	UPLOAD MEAN (MBPS)
<b>8.53</b>	<b>14.01</b>
LATENCY MEDIAN (MS)	LATENCY MEAN (MS)
<b>29</b>	<b>36</b>

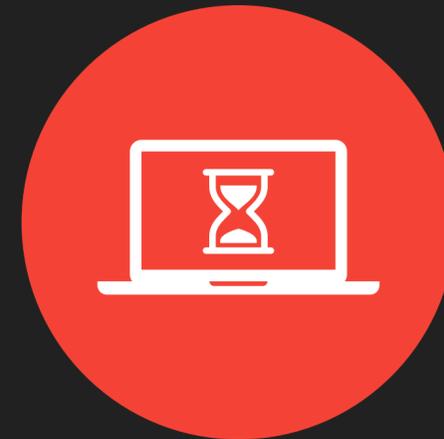
YEAR-ON-YEAR CHANGE IN  
AVERAGE SPEED OF MOBILE  
INTERNET CONNECTIONS



KEPIOS

DOWNLOAD MEDIAN	DOWNLOAD MEAN
<b>+32.2%</b>	<b>+53.0%</b>
UPLOAD MEDIAN	UPLOAD MEAN
<b>+10.2%</b>	<b>+11.2%</b>
LATENCY MEDIAN	LATENCY MEAN
<b>0%</b>	<b>0%</b>

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



Hootsuite

DOWNLOAD MEDIAN (MBPS)	DOWNLOAD MEAN (MBPS)
<b>58.00</b>	<b>120.33</b>
UPLOAD MEDIAN (MBPS)	UPLOAD MEAN (MBPS)
<b>24.27</b>	<b>67.15</b>
LATENCY MEDIAN (MS)	LATENCY MEAN (MS)
<b>10</b>	<b>18</b>

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



DOWNLOAD MEDIAN	DOWNLOAD MEAN
<b>+40.0%</b>	<b>+31.4%</b>
UPLOAD MEDIAN	UPLOAD MEAN
<b>+107.8%</b>	<b>+36.7%</b>
LATENCY MEDIAN	LATENCY MEAN
<b>-16.7%</b>	<b>-14.3%</b>

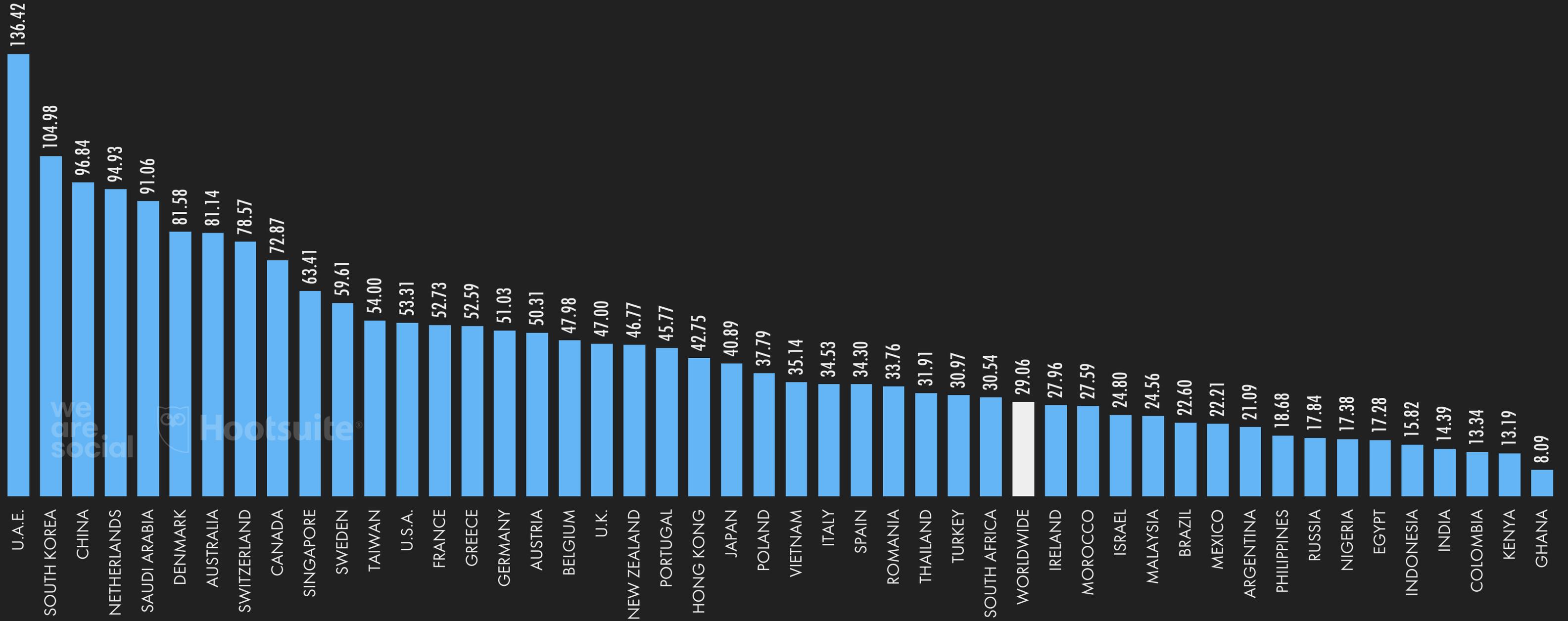
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# MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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# MOBILE INTERNET CONNECTION SPEEDS

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



## FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	136.42	+27.7%	24.84	19
02	NORWAY	116.66	+82.8%	16.21	28
03	SOUTH KOREA	104.98	+22.7%	15.94	27
04	QATAR	97.90	+7.9%	20.43	20
05	CHINA	96.84	+79.9%	24.13	24
06	NETHERLANDS	94.93	+14.6%	13.96	24
07	SAUDI ARABIA	91.06	+48.5%	18.03	29
08	CYPRUS	88.87	+126.4%	17.03	16
09	BULGARIA	84.59	+26.1%	15.61	21
10	KUWAIT	83.64	+112.4%	23.00	19



## SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
138	AFGHANISTAN	5.24	+32.3%	1.84	35
137	PALESTINE	5.68	-5.0%	2.20	31
136	VENEZUELA	5.76	+5.9%	3.17	37
135	TAJIKISTAN	7.57	+21.5%	4.07	25
134	GHANA	8.09	-5.0%	6.86	31
133	SUDAN	8.74	+47.4%	6.83	26
132	CÔTE D'IVOIRE	9.37	+12.5%	6.07	26
131	BELARUS	10.33	+15.8%	4.83	29
130	BANGLADESH	10.42	+44.1%	7.85	27
129	HAITI	10.66	-4.1%	6.38	22



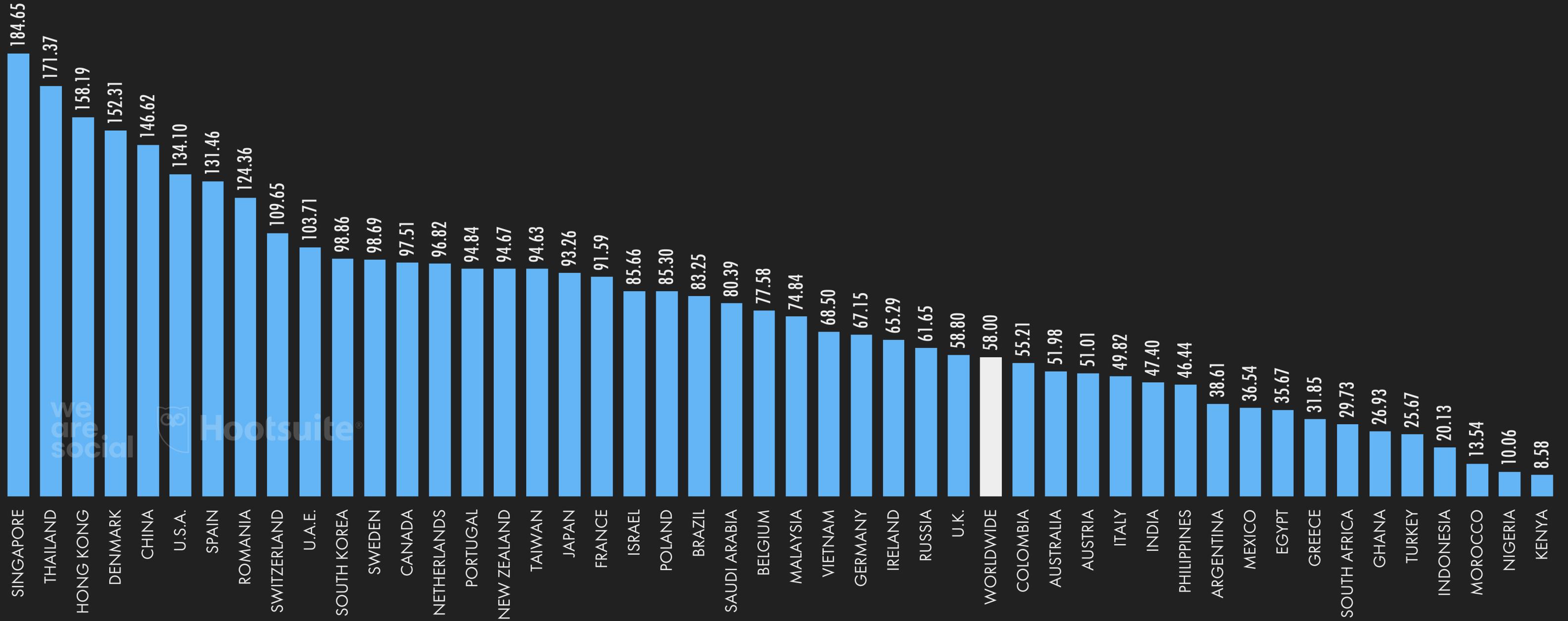
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# FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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# FIXED INTERNET CONNECTION SPEEDS

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



## FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	184.65	+15.2%	156.40	4
02	CHILE	173.09	+94.8%	89.48	6
03	THAILAND	171.37	+46.6%	135.59	5
04	HONG KONG	158.19	+31.3%	94.85	5
05	DENMARK	152.31	+36.6%	93.71	8
06	CHINA	146.62	+55.6%	36.61	9
07	MONACO	141.63	+46.0%	104.79	7
08	UNITED STATES OF AMERICA	134.10	+32.2%	19.45	14
09	SPAIN	131.46	+39.3%	101.31	13
10	ROMANIA	124.36	+37.4%	94.29	5

## SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
181	AFGHANISTAN	1.67	-20.1%	1.84	24
180	CUBA	1.90	+24.2%	0.84	115
179	TURKMENISTAN	1.98	+44.5%	0.79	26
178	YEMEN	2.76	+50.8%	0.64	46
177	SYRIA	2.90	+20.3%	2.50	25
176	ETHIOPIA	3.31	+21.2%	1.74	32
175	NIGER	3.38	+33.6%	3.67	28
174	SUDAN	3.59	+6.8%	2.18	33
173	GUINEA	3.92	-31.7%	4.67	87
172	ESWATINI	4.40	+8.9%	3.31	47



**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT **MEDIAN** VALUES FOR NOVEMBER 2021. 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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# SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE  
PHONES



**53.96%**

YEAR-ON-YEAR CHANGE

**+2.0%**

**+104 BPS**

LAPTOP AND  
DESKTOP COMPUTERS



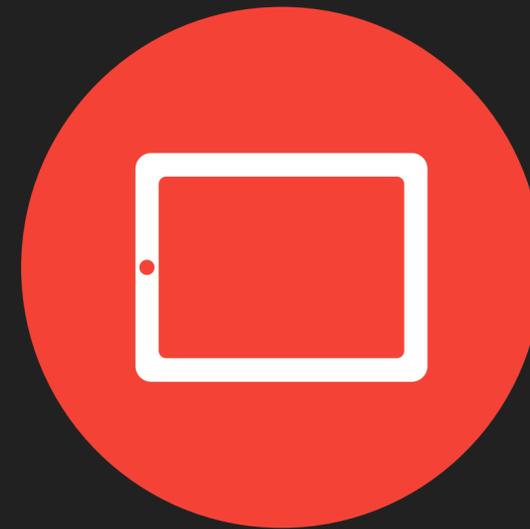
**43.53%**

YEAR-ON-YEAR CHANGE

**-1.5%**

**-66 BPS**

TABLET  
DEVICES



**2.47%**

YEAR-ON-YEAR CHANGE

**-12.4%**

**-35 BPS**

OTHER  
DEVICES



**0.03%**

YEAR-ON-YEAR CHANGE

**-50.0%**

**-3 BPS**

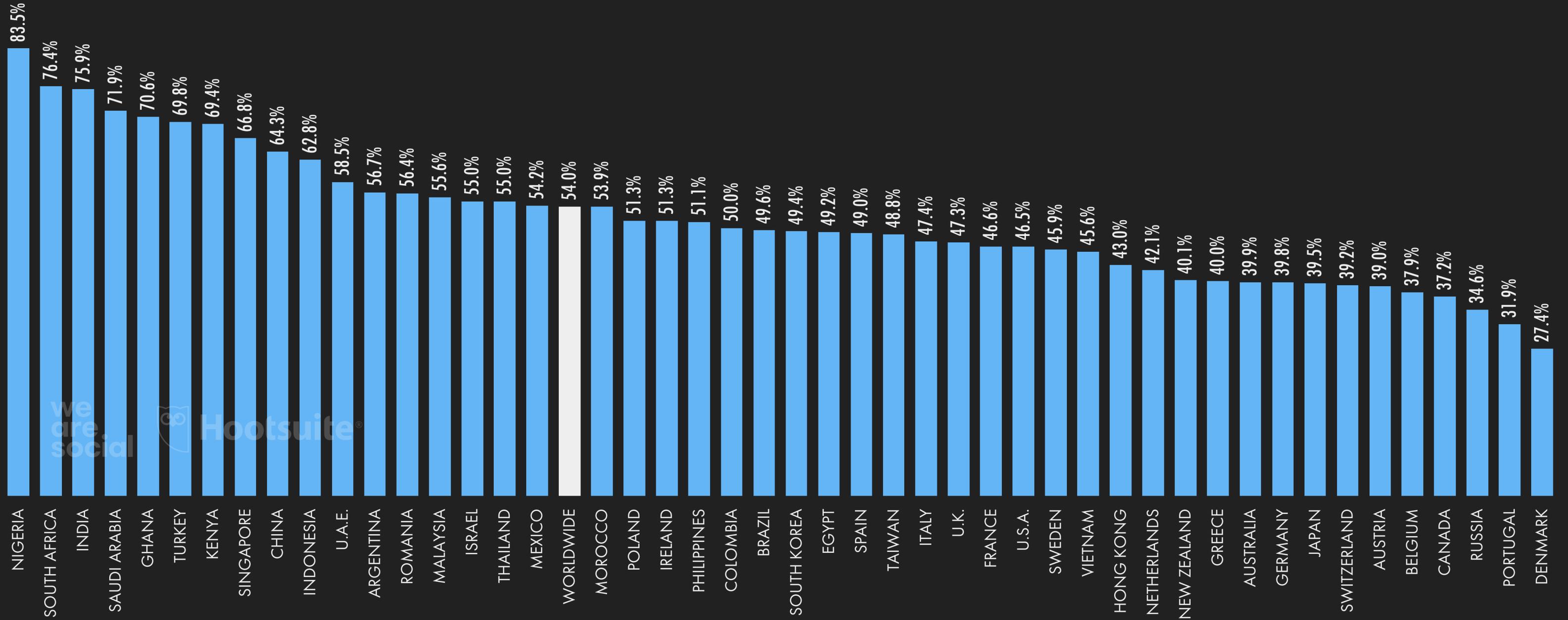
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# MOBILE'S SHARE OF WEB TRAFFIC

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



GLOBAL OVERVIEW

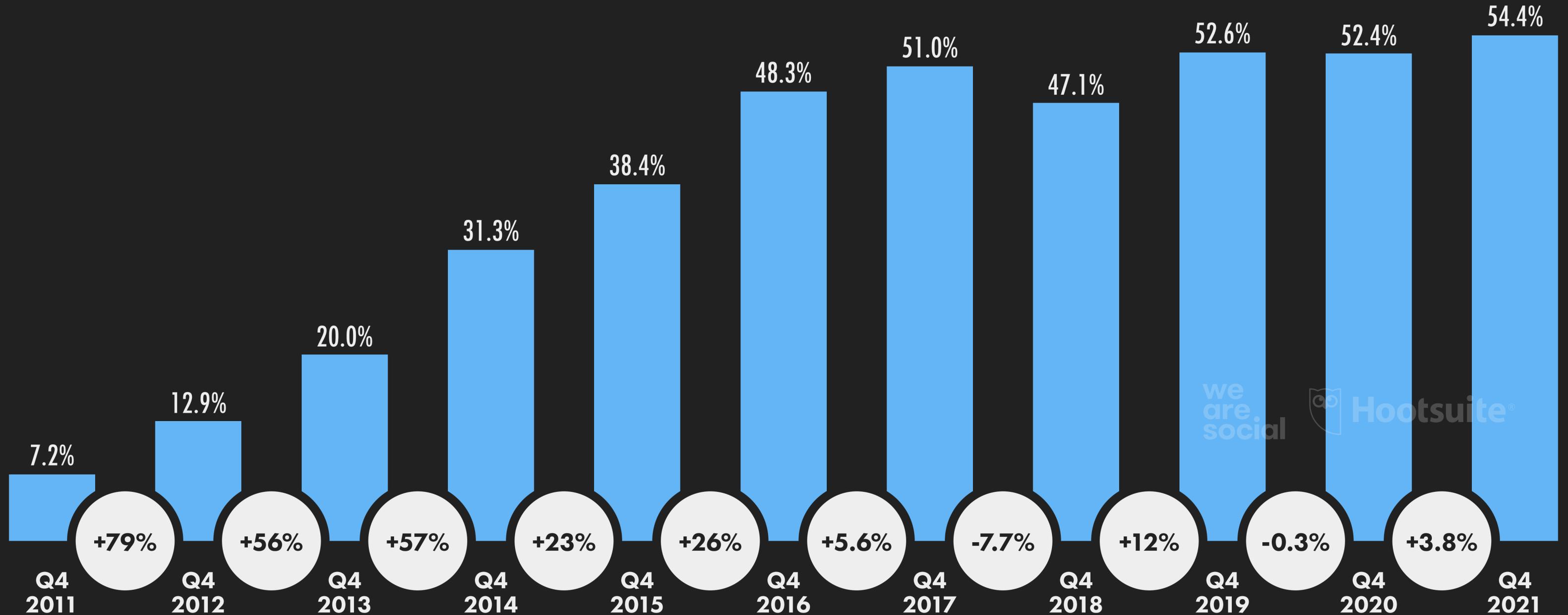


**SOURCE:** STATCOUNTER. **NOTE:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021.

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# MOBILE'S SHARE OF WEB TRAFFIC

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



**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 LAST 3 MONTHS OF EACH RESPECTIVE YEAR. 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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# SHARE OF WEB TRAFFIC BY BROWSER

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



CHROME



we  
are  
social

64.06%

YEAR-ON-YEAR CHANGE  
**+0.8% (+52 BPS)**

SAFARI



KEPIOS

19.22%

YEAR-ON-YEAR CHANGE  
**-0.1% (-2 BPS)**

MICROSOFT EDGE



4.19%

YEAR-ON-YEAR CHANGE  
**+39.2% (+118 BPS)**

FIREFOX



3.91%

YEAR-ON-YEAR CHANGE  
**+3.2% (+12 BPS)**

SAMSUNG INTERNET



2.80%

YEAR-ON-YEAR CHANGE  
**-19.8% (-69 BPS)**

OPERA



2.34%

YEAR-ON-YEAR CHANGE  
**+10.9% (+23 BPS)**

UC BROWSER



we  
are  
social

0.94%

YEAR-ON-YEAR CHANGE  
**-30.4% (-41 BPS)**

OTHER



2.50%

YEAR-ON-YEAR CHANGE  
**-28.0% (-97 BPS)**

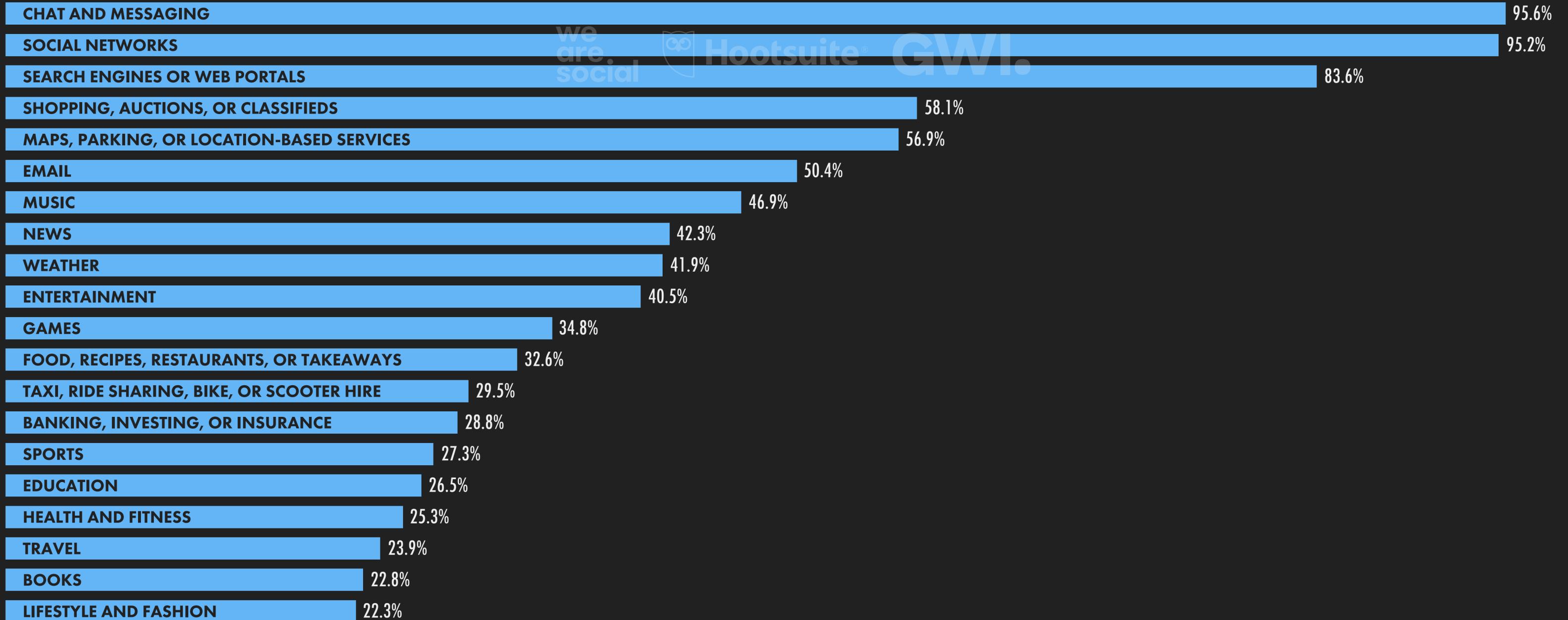
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# TOP TYPES OF WEBSITES VISITED AND APPS USED

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



GLOBAL OVERVIEW



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# MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEBSITE TRAFFIC IN NOVEMBER 2021



#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	45.41B	2.98B	21M 11S	5.74	11	REDDIT.COM	2.22B	0.39B	21M 58S	4.36
02	YOUTUBE.COM	14.34B	1.70B	7M 43S	3.70	12	NAVER.COM	2.20B	0.11B	10M 44S	11.01
03	FACEBOOK.COM	11.74B	1.53B	22M 15S	5.97	13	XVIDEOS.COM	2.13B	0.34B	18M 29S	8.79
04	WIKIPEDIA.ORG	5.97B	1.39B	10M 35S	2.11	14	BIT.LY	2.11B	0.82B	12M 12S	1.21
05	AMAZON.COM	3.13B	0.68B	13M 11S	7.28	15	VK.COM	1.64B	0.18B	23M 20S	9.60
06	INSTAGRAM.COM	3.08B	0.74B	18M 12S	4.79	16	LIVE.COM	1.60B	0.32B	9M 15S	4.01
07	YAHOO.COM	2.63B	0.41B	17M 14S	3.99	17	XNXX.COM	1.39B	0.24B	18M 23S	8.74
08	YANDEX.RU	2.43B	0.19B	23M 32S	6.51	18	FANDOM.COM	1.28B	0.31B	12M 18S	3.13
09	TWITTER.COM	2.43B	0.62B	14M 46S	4.45	19	YAHOO.CO.JP	1.23B	0.06B	13M 51S	6.22
10	PORNHUB.COM	2.29B	0.40B	14M 50S	8.32	20	TWITCH.TV	1.22B	0.14B	6M 28S	2.33



**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON TOTAL WEBSITE TRAFFIC BETWEEN **JANUARY AND DECEMBER 2021**



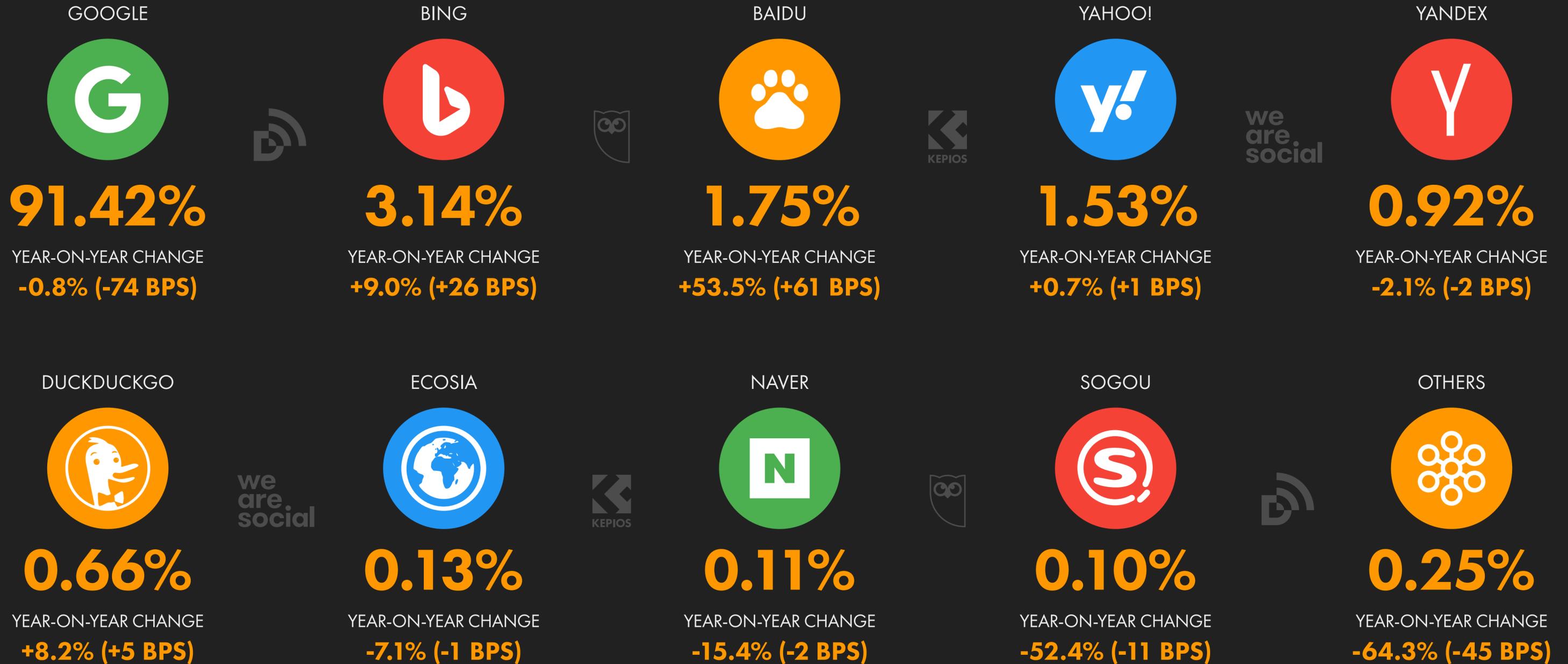
#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.077T	58.1%	41.9%	11M 30S	8.70
02	YOUTUBE.COM	408.88B	21.8%	78.2%	21M 42S	11.28
03	FACEBOOK.COM	265.78B	57.7%	42.3%	10M 15S	8.51
04	TWITTER.COM	78.94B	53.9%	46.1%	10M 44S	11.51
05	INSTAGRAM.COM	74.19B	63.3%	36.7%	7M 41S	11.16
06	BAIDU.COM	67.13B	72.7%	27.3%	6M 10S	8.21
07	WIKIPEDIA.ORG	66.90B	59.3%	40.7%	3M 53S	3.01
08	YAHOO.COM	43.48B	37.9%	62.1%	7M 41S	5.75
09	YANDEX.RU	43.06B	47.5%	52.5%	11M 28S	9.44
10	XVIDEOS.COM	40.80B	91.6%	8.4%	9M 57S	9.04

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	34.19B	21.5%	78.5%	3M 10S	1.54
12	XNXX.COM	31.60B	95.4%	4.6%	8M 29S	11.23
13	AMAZON.COM	31.53B	36.0%	64.0%	7M 03S	8.74
14	NETFLIX.COM	29.92B	8.1%	91.9%	9M 40S	4.19
15	LIVE.COM	28.49B	27.6%	72.4%	7M 31S	8.32
16	PORNHUB.COM	28.44B	86.7%	13.3%	8M 08S	7.02
17	YAHOO.CO.JP	28.00B	68.6%	31.4%	9M 21S	6.84
18	ZOOM.US	26.58B	44.5%	55.5%	3M 40S	2.98
19	REDDIT.COM	20.01B	32.8%	67.2%	9M 30S	6.49
20	OFFICE.COM	18.73B	24.5%	75.5%	9M 39S	7.67

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# SEARCH ENGINE MARKET SHARE

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



**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2021. 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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# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



#	SEARCH QUERY	INDEX	▲YOY
01	GOOGLE	100	-20.7%
02	FACEBOOK	94	-26.8%
03	YOUTUBE	94	-16.3%
04	YOU	72	-8.0%
05	WEATHER	47	+11.0%
06	TRANSLATE	47	-4.4%
07	WHATSAPP	43	+24.2%
08	NEWS	42	-19.9%
09	WHATSAPP WEB	32	+32.5%
10	AMAZON	31	-11.6%

#	SEARCH QUERY	INDEX	▲YOY
11	INSTAGRAM	27	-2.7%
12	TWITTER	21	-8.8%
13	YAHOO	21	-11.4%
14	TIEMPO	21	+29.3%
15	GOOGLE TRANSLATE	21	-10.6%
16	CLIMA	20	+2.4%
17	NETFLIX	18	-20.3%
18	METEO	16	+8.8%
19	TRADUCTOR	16	+3.2%
20	GMAIL	16	-7.9%



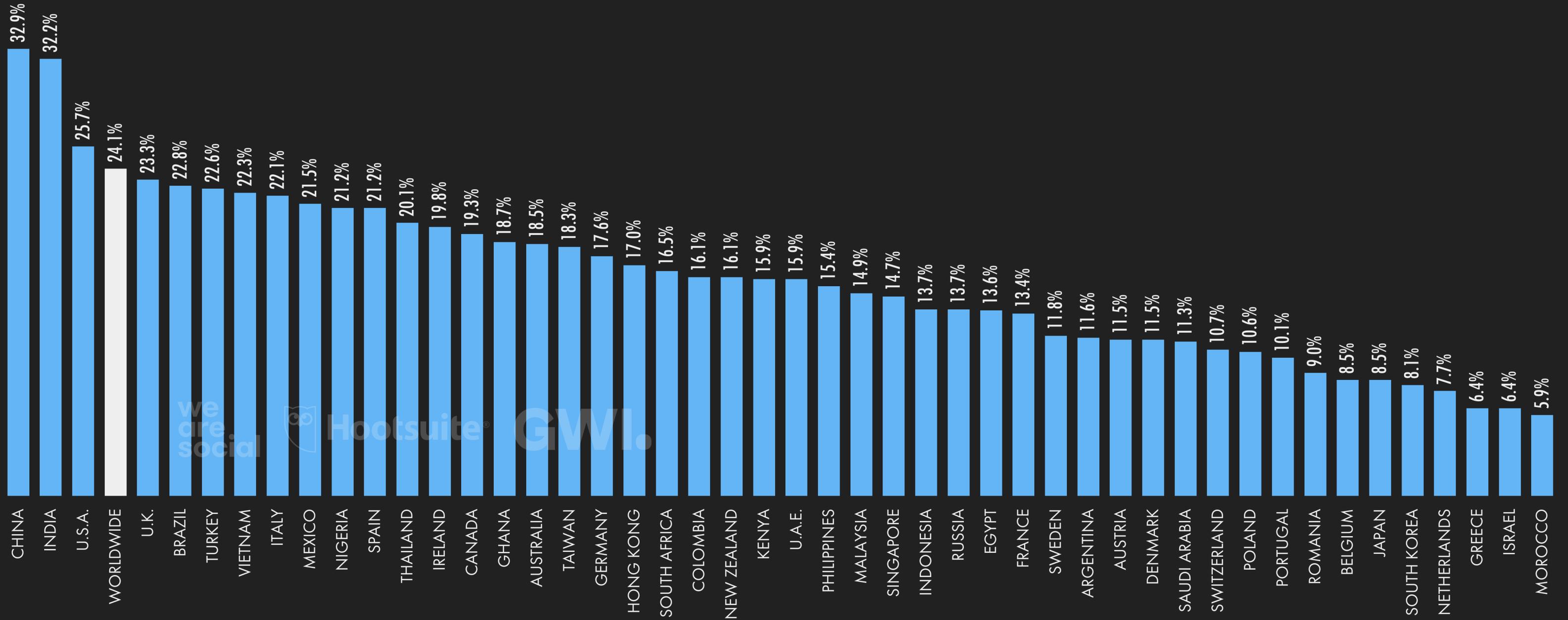
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# USE OF VOICE ASSISTANTS TO FIND INFORMATION

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



GLOBAL OVERVIEW

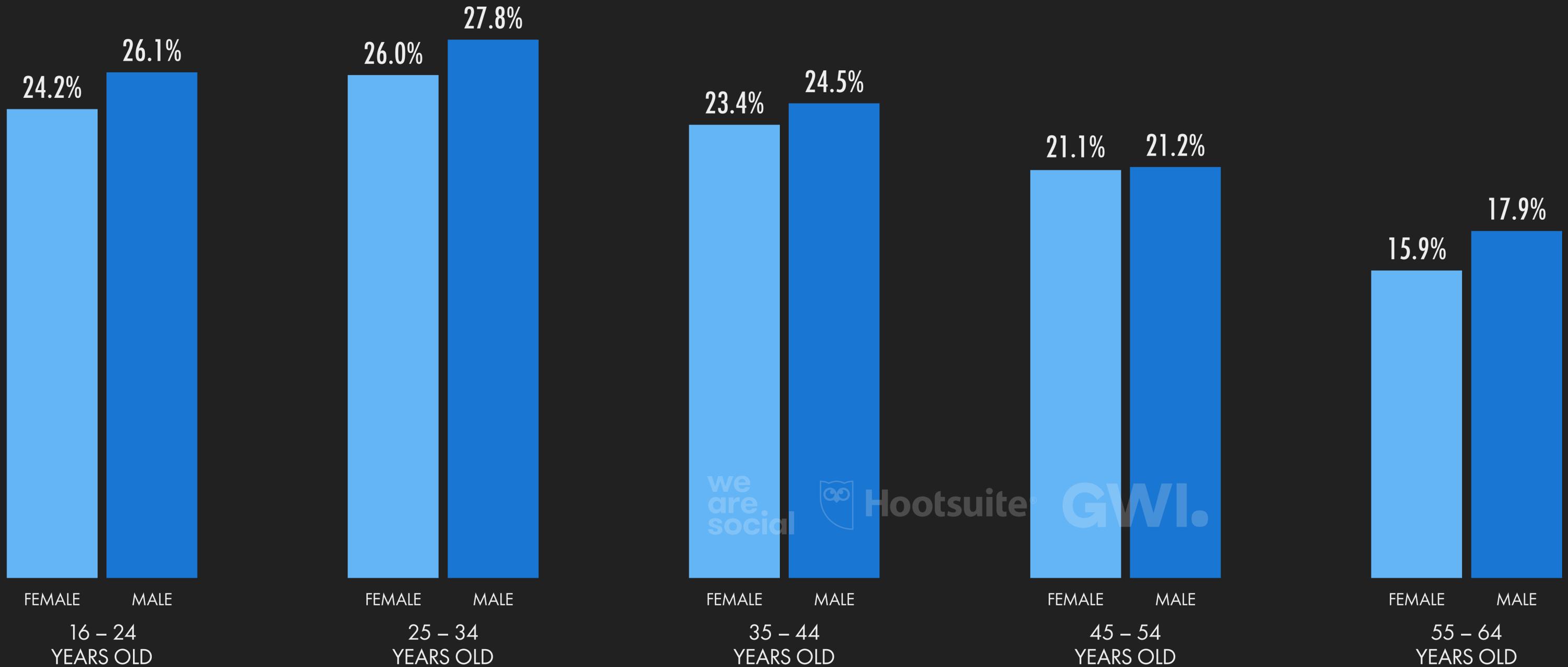


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PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK



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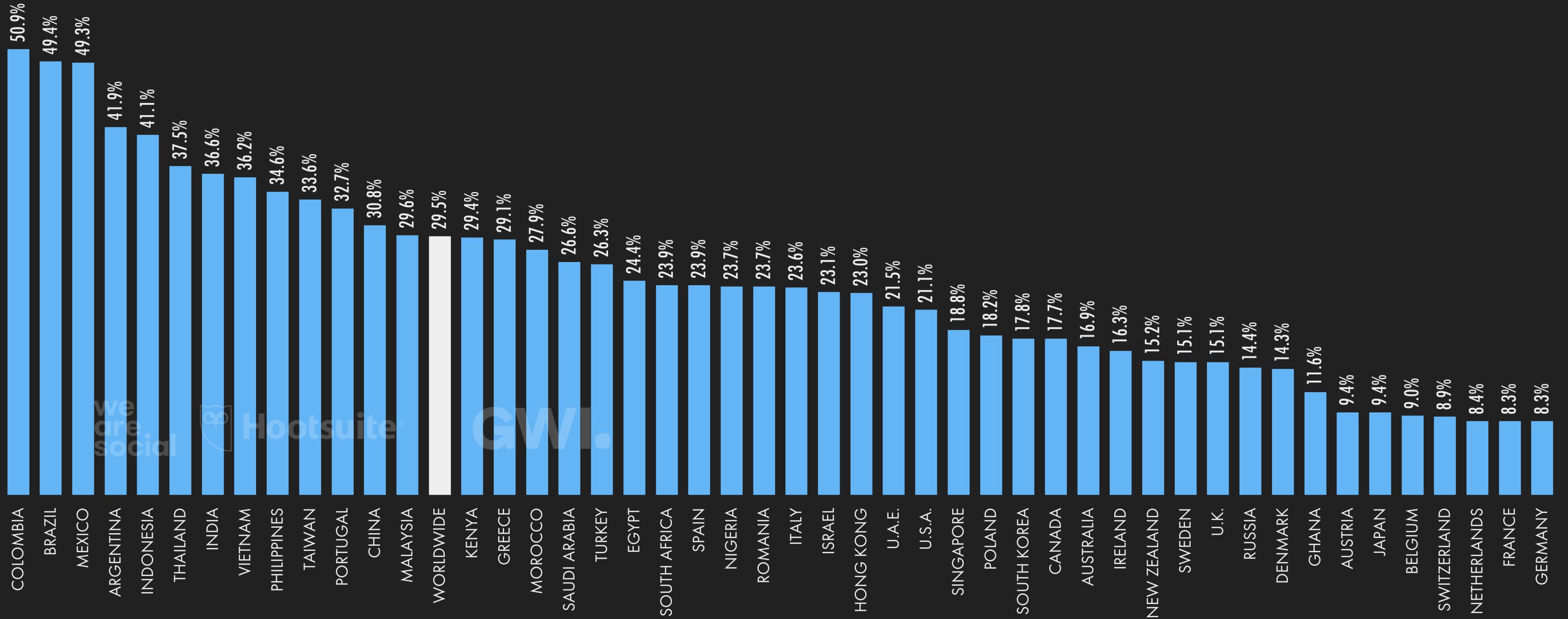
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# USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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



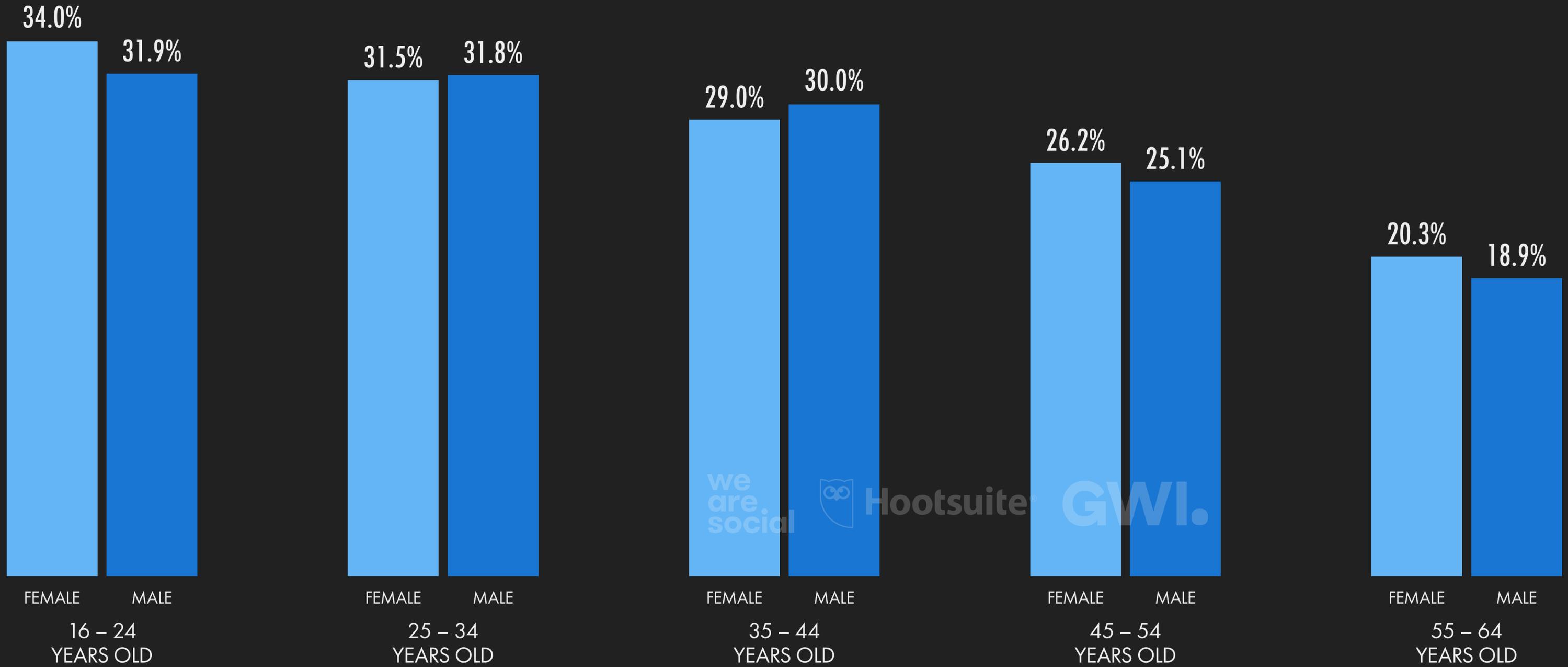
GLOBAL OVERVIEW



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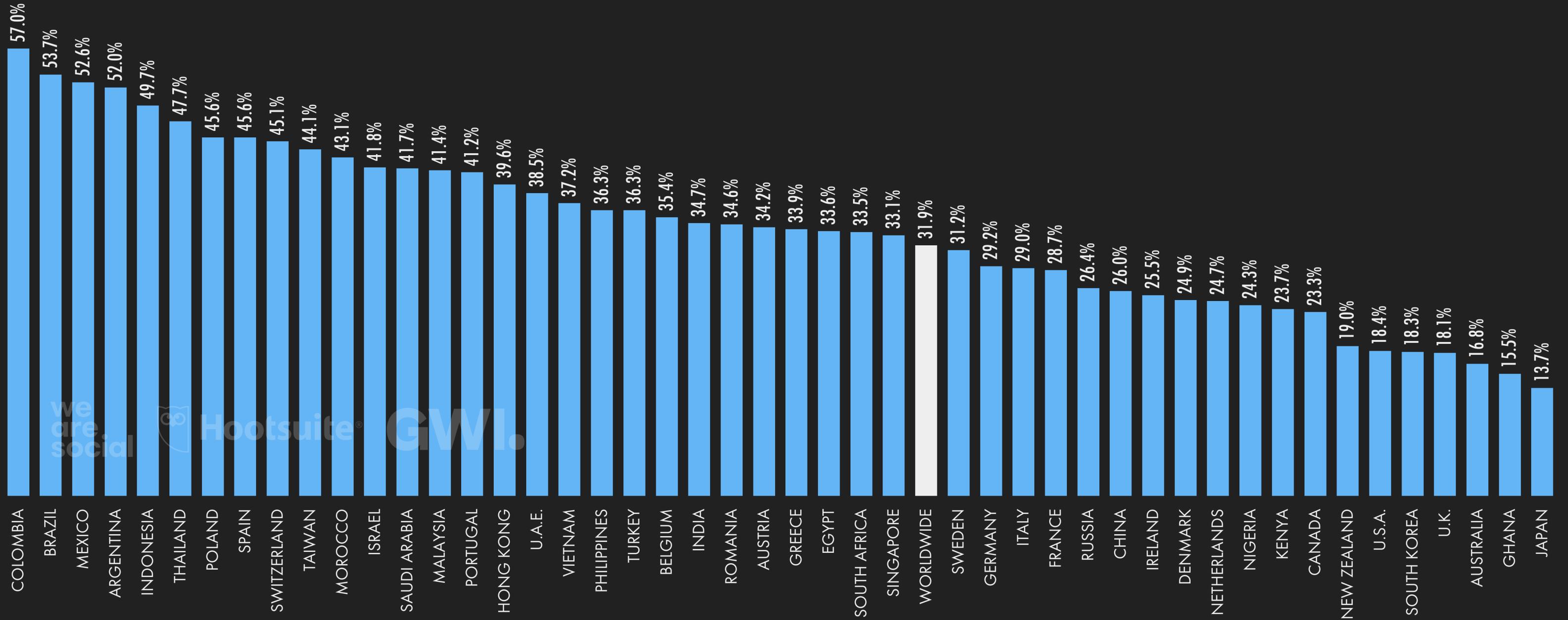
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# USE OF ONLINE TRANSLATION TOOLS

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



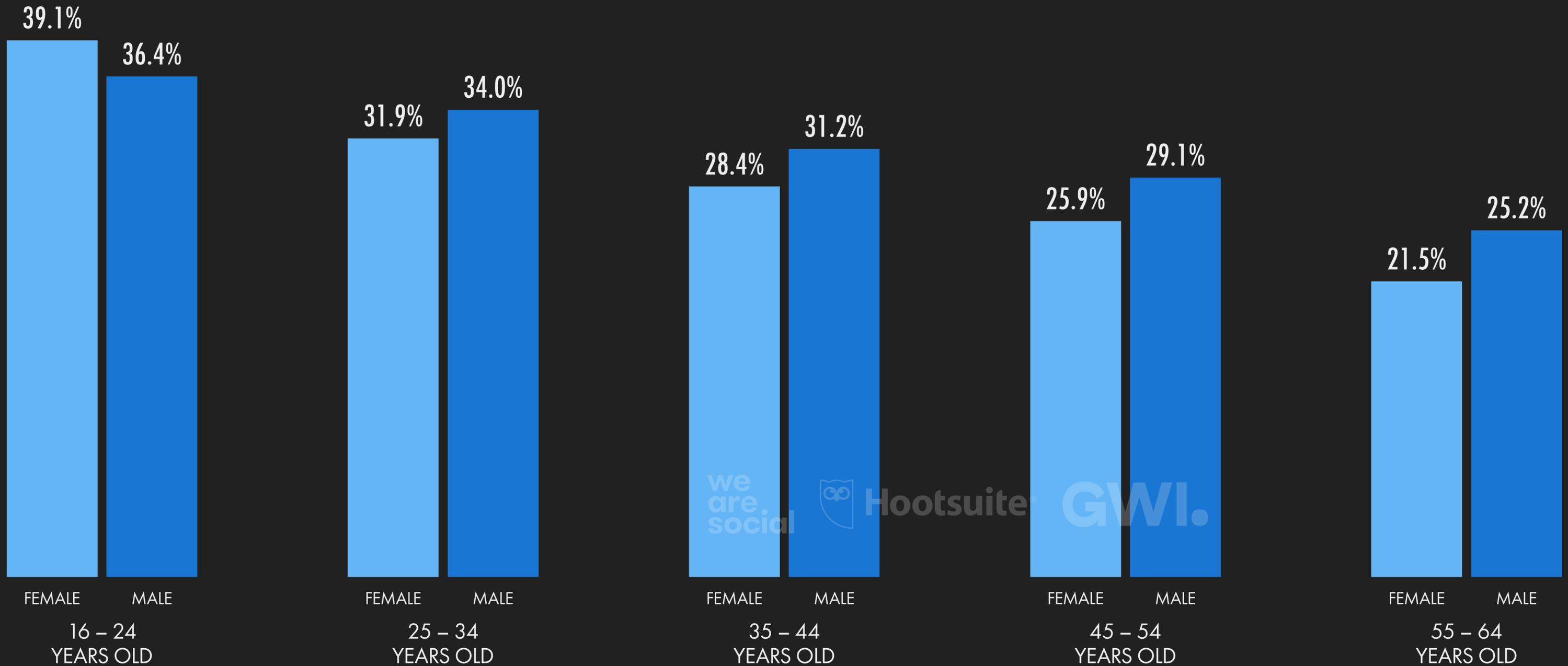
GLOBAL OVERVIEW



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# USE OF ONLINE TRANSLATION TOOLS

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



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# WATCHING ONLINE VIDEO CONTENT

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



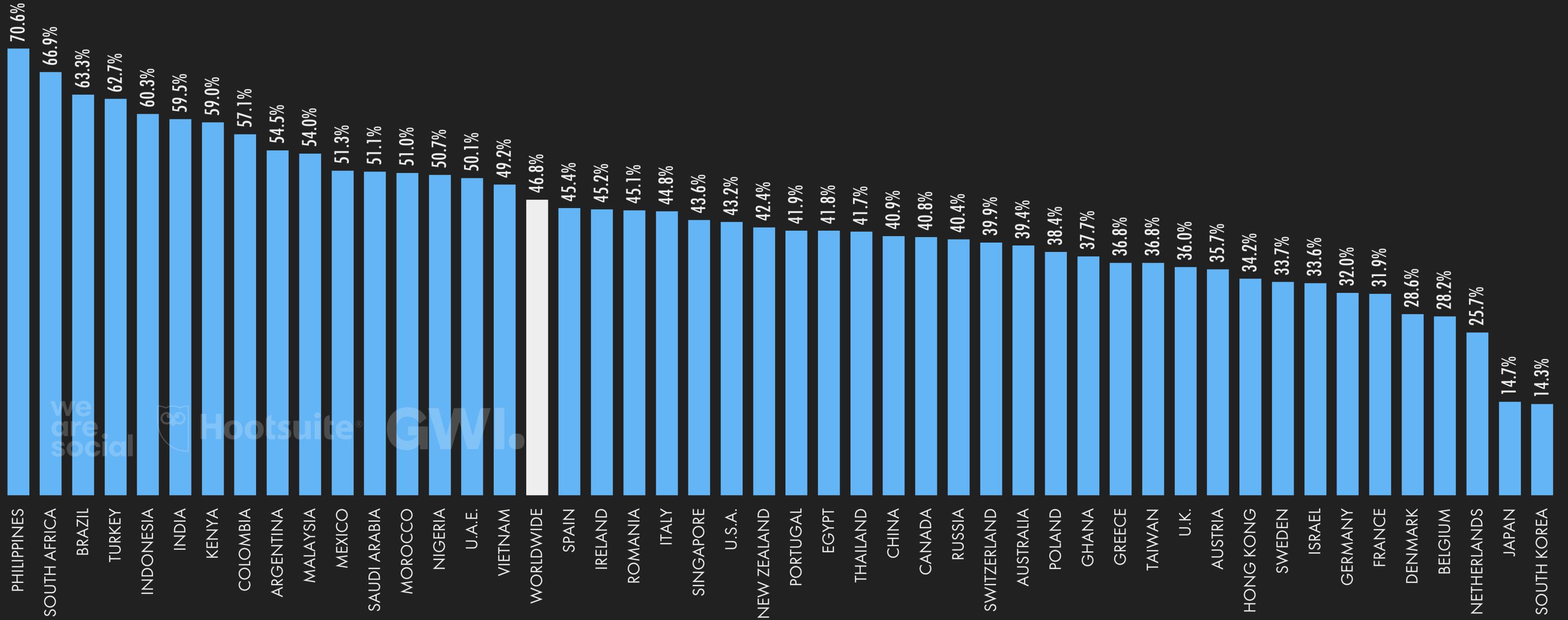
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# ONLINE VIDEO AS A SOURCE OF LEARNING

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



GLOBAL OVERVIEW



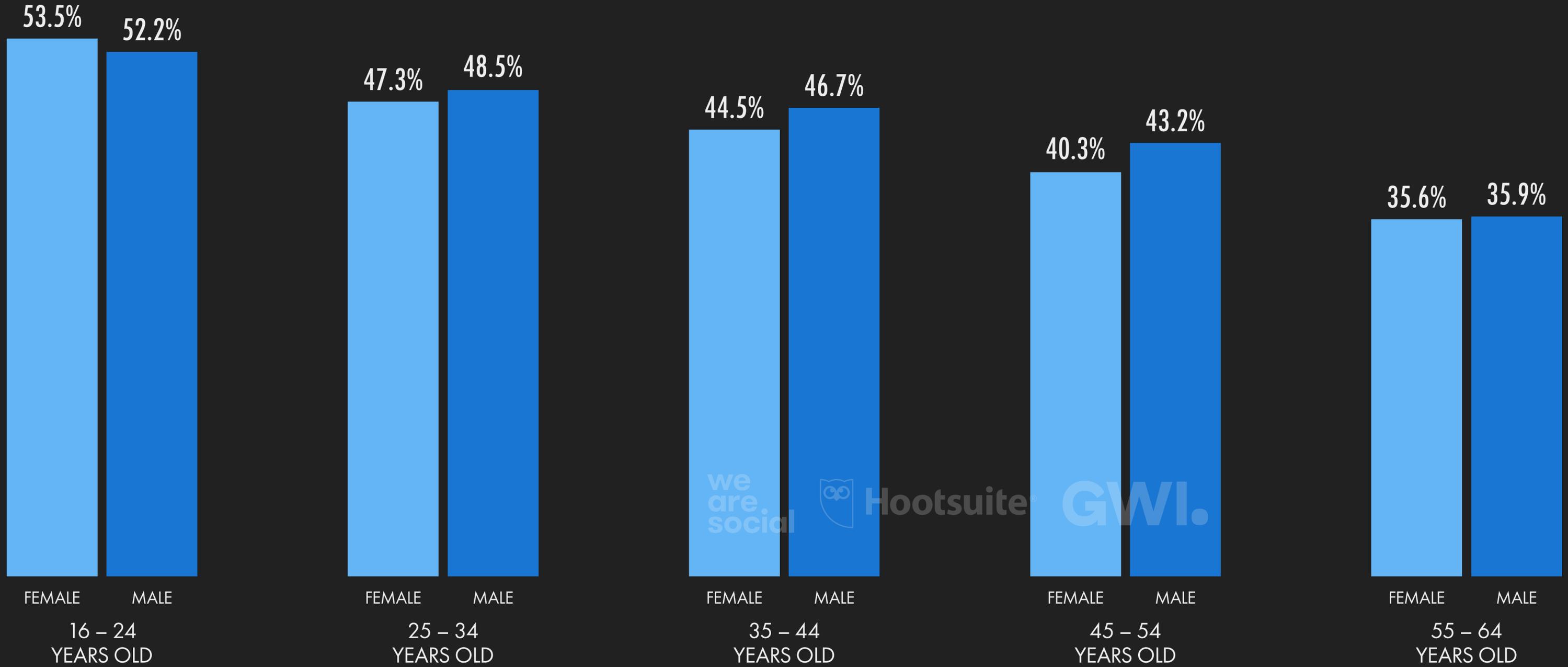
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# ONLINE VIDEO AS A SOURCE OF LEARNING

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



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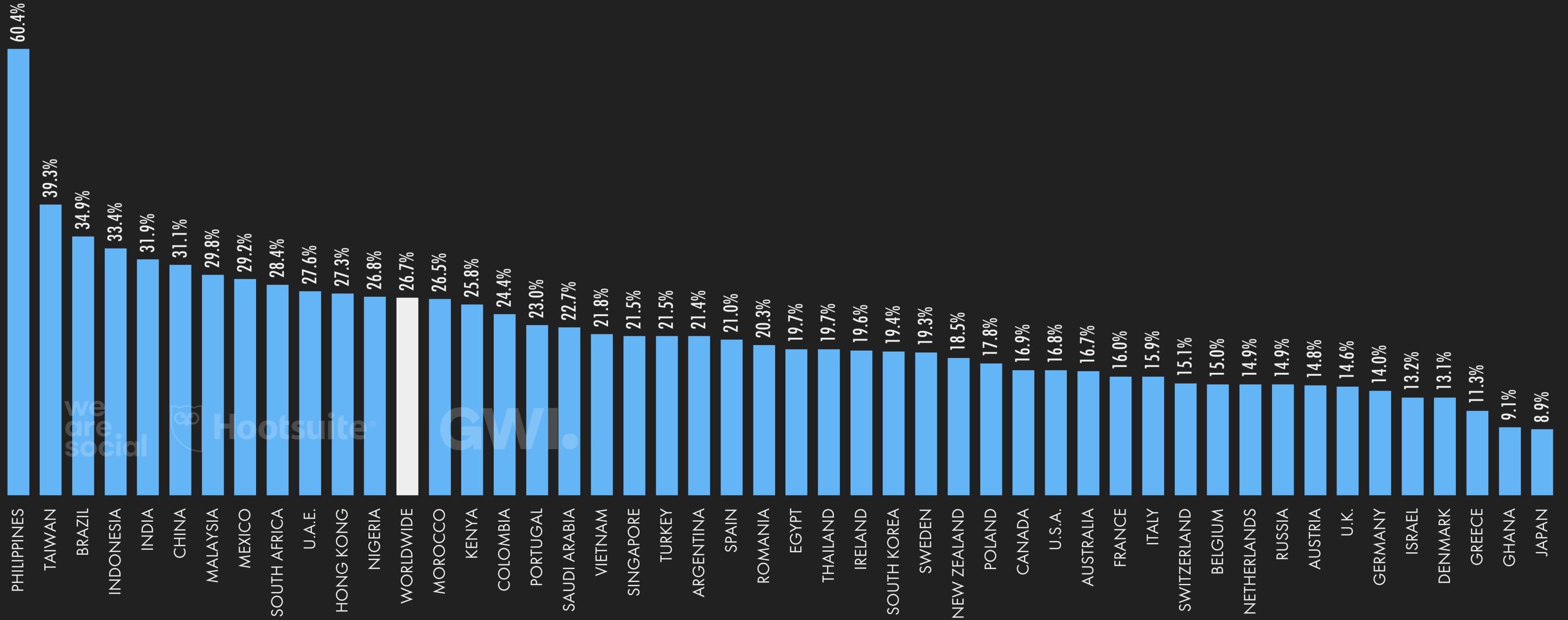
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# WATCHING VLOGS

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



GLOBAL OVERVIEW



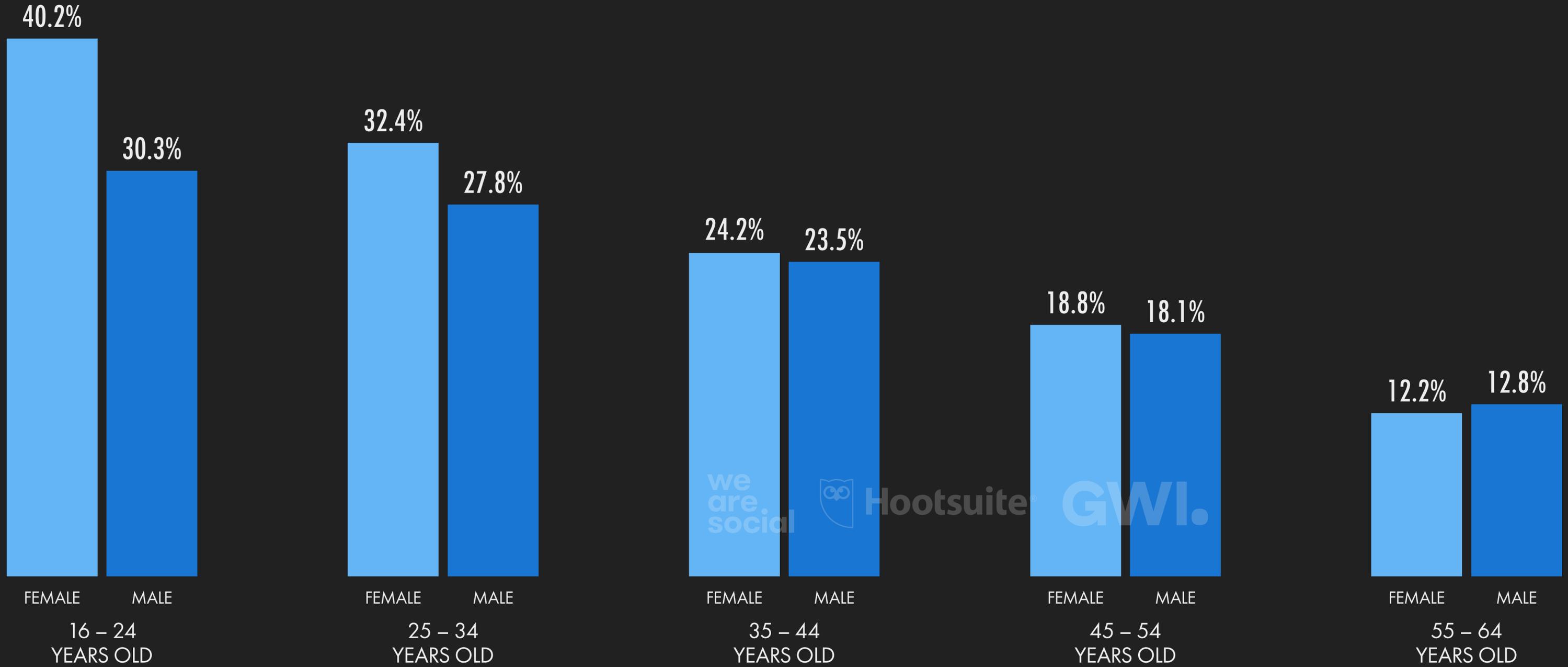
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# WATCHING VLOGS

PERCENTAGE OF INTERNET USERS WHO WATCH VLOGS EACH WEEK



GLOBAL OVERVIEW



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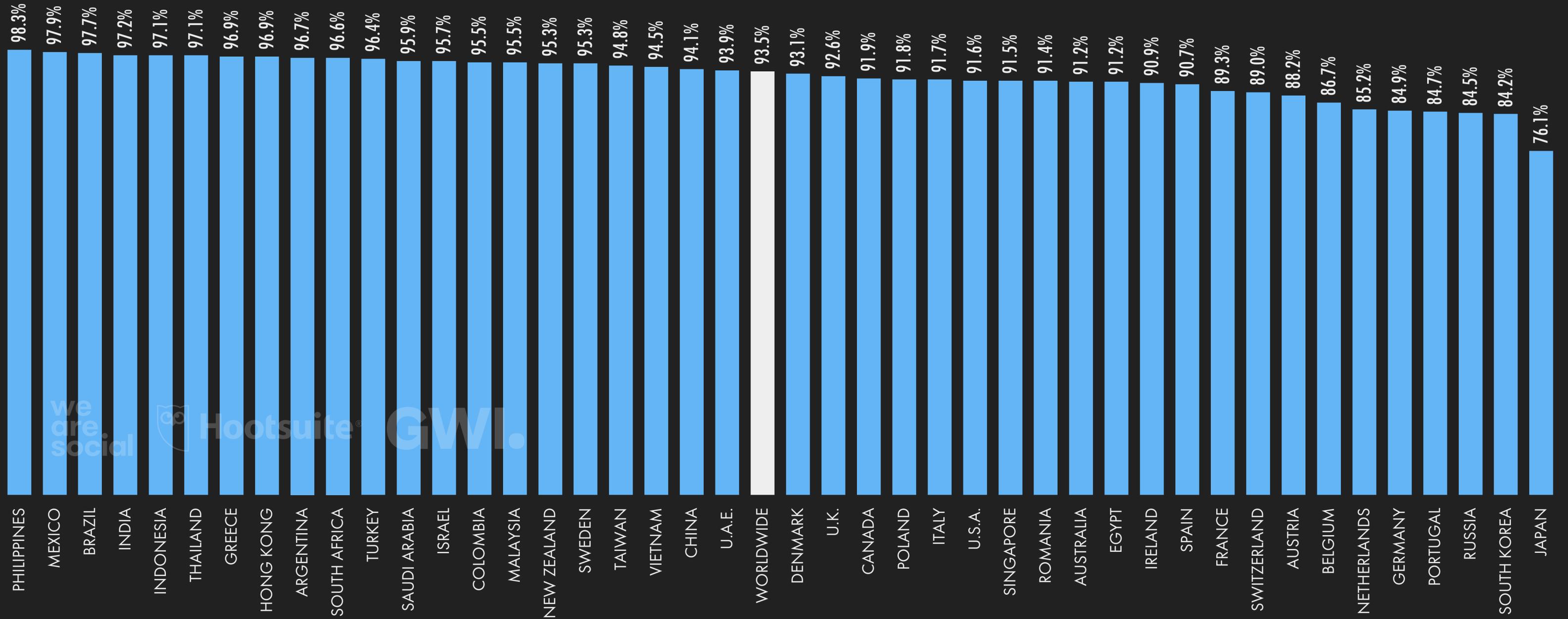
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# STREAMING TV CONTENT VIA THE INTERNET

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



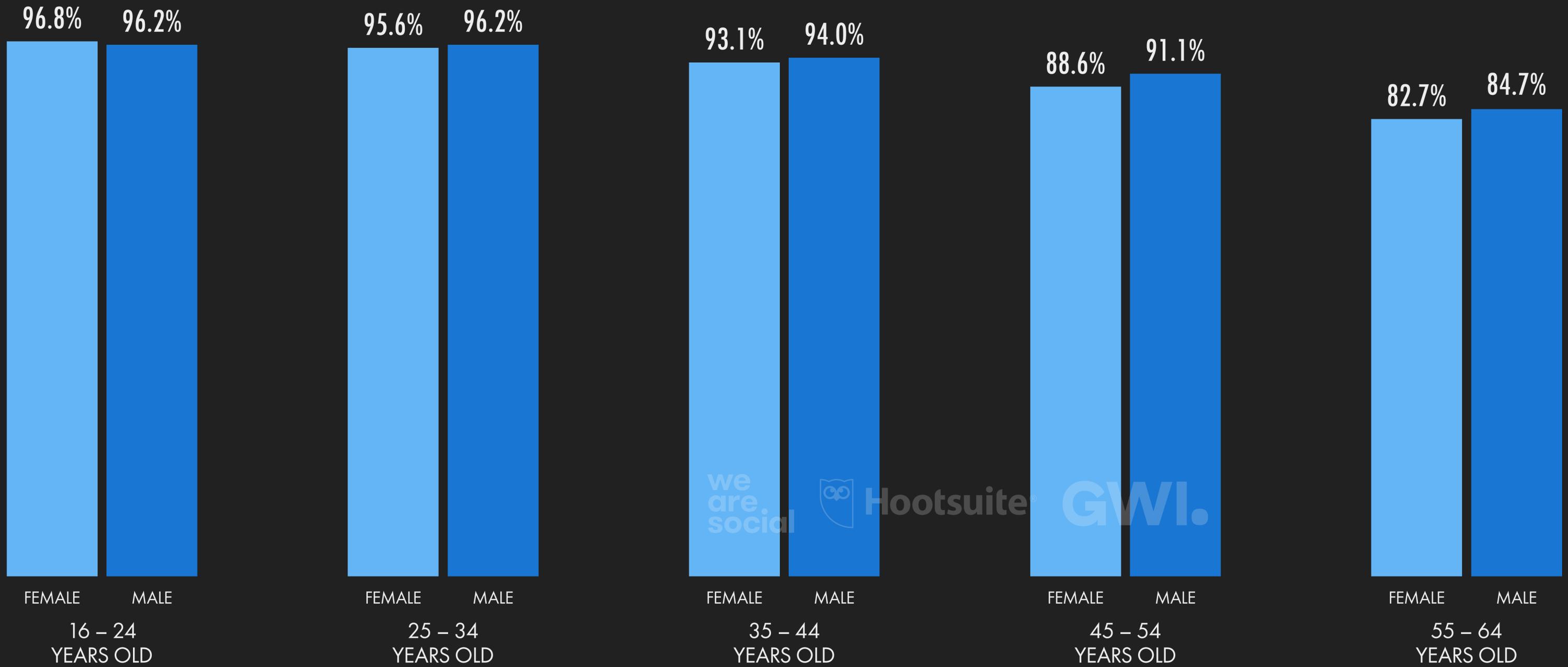
GLOBAL OVERVIEW



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# STREAMING TV CONTENT VIA THE INTERNET

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

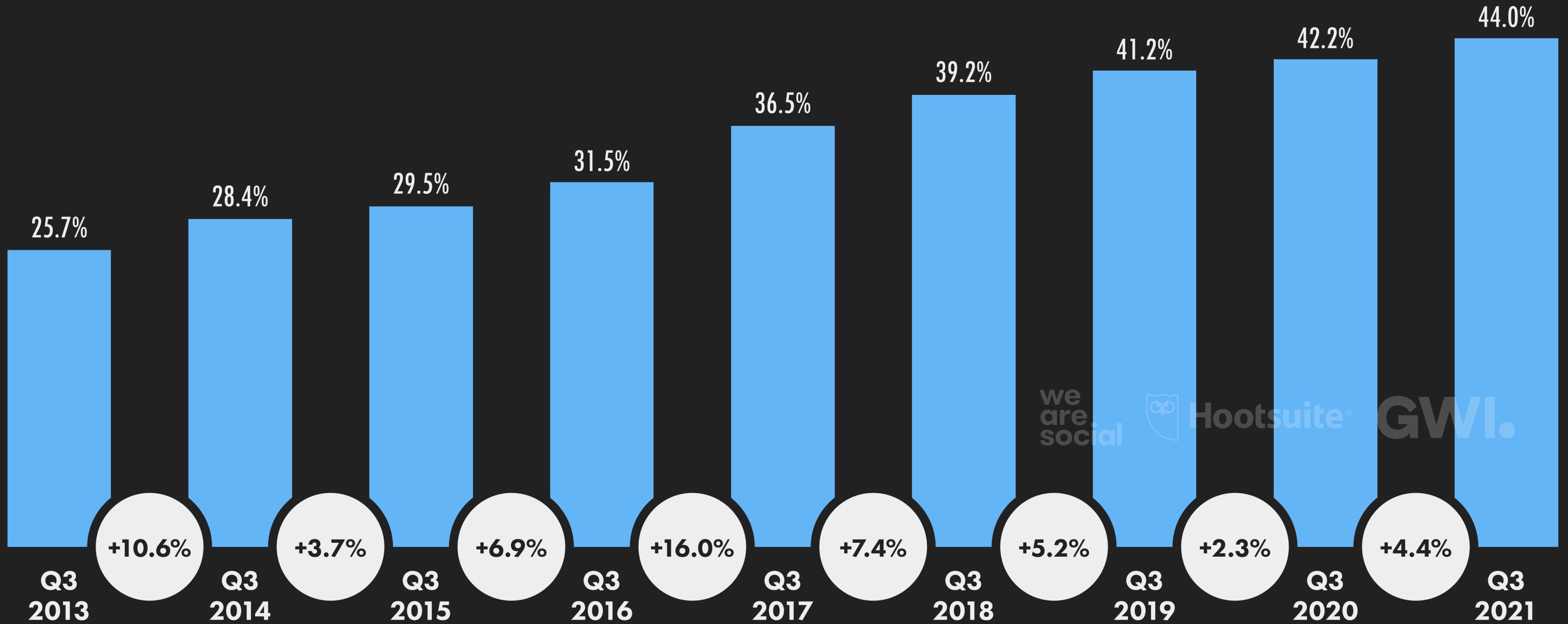


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# STREAMING TV'S SHARE OF TOTAL TV WATCH TIME

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



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# NETFLIX CHARTS

MOST POPULAR TV SHOWS AND MOVIES OF ALL TIME ON NETFLIX, BASED ON THE NUMBER OF HOURS VIEWED IN THEIR FIRST 28 DAYS ON NETFLIX



## MOST POPULAR TV SHOWS

#	TV SHOW	HOURS IN FIRST 28 DAYS
01	SQUID GAME (SEASON 1)	1,650,450,000
02	BRIDGERTON (SEASON 1)	625,490,000
03	MONEY HEIST (PART 4)	619,010,000
04	STRANGER THINGS 3	582,100,000
05	THE WITCHER (SEASON 1)	541,010,000
06	13 REASONS WHY (SEASON 2)	496,120,000
07	THE WITCHER (SEASON 2)	484,320,000
08	13 REASONS WHY (SEASON 1)	475,570,000
09	MAID (LIMITED SERIES)	469,090,000
10	YOU (SEASON 3)	467,830,000



## MOST POPULAR MOVIES

#	MOVIE	HOURS IN FIRST 28 DAYS
01	RED NOTICE	364,020,000
02	DON'T LOOK UP	321,520,000
03	BIRD BOX	282,020,000
04	EXTRACTION	231,340,000
05	THE UNFORGIVABLE	214,690,000
06	THE IRISHMAN	214,570,000
07	THE KISSING BOOTH 2	209,250,000
08	6 UNDERGROUND	205,470,000
09	SPENSER CONFIDENTIAL	197,320,000
10	ENOLA HOLMES	189,900,000



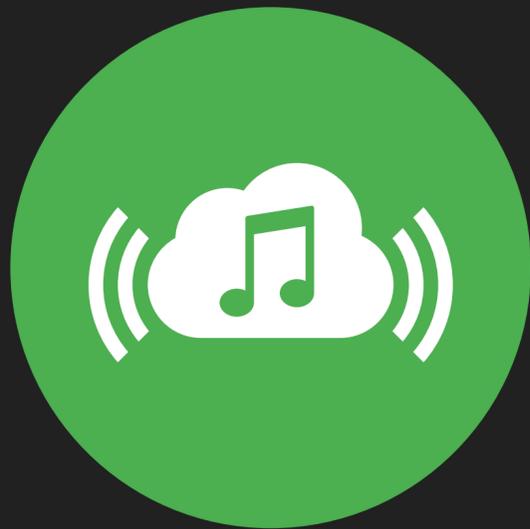
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# LISTENING TO ONLINE AUDIO CONTENT

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



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39.6%

LISTEN TO ONLINE RADIO  
SHOWS OR STATIONS



22.9%

LISTEN TO  
PODCASTS



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20.4%

LISTEN TO  
AUDIO BOOKS



20.3%

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# SPOTIFY CHARTS

RANKING OF THE MOST-STREAMED SONGS AND MOST-STREAMED ALBUMS ON SPOTIFY BETWEEN JANUARY AND DECEMBER 2021



## MOST-STREAMED SONGS

#	ARTIST – “SONG TITLE”
01	OLIVIA RODRIGO – “DRIVERS LICENSE”
02	LIL NAS X – “MONTERO (CALL ME BY YOUR NAME)”
03	THE KID LAROI WITH JUSTIN BIEBER – “STAY”
04	OLIVIA RODRIGO – “GOOD 4 U”
05	DUA LIPA FEAT. DABABY – “LEVITATING”
06	JUSTIN BIEBER FEAT. DANIEL CAESAR & GIVEON – “PEACHES”
07	DOJA CAT FEAT. SZA – “KISS ME MORE”
08	THE WEEKND – “BLINDING LIGHTS”
09	GLASS ANIMALS – “HEAT WAVES”
10	MÅNESKIN – “BEGGIN”

## MOST-STREAMED ALBUMS

#	ARTIST – “ALBUM TITLE”
01	OLIVIA RODRIGO – “SOUR”
02	DUA LIPA – “FUTURE NOSTALGIA”
03	JUSTIN BIEBER – “JUSTICE”
04	ED SHEERAN – “=”
05	DOJA CAT – “PLANET HER”
06	LIL NAS X – “MONTERO”
07	THE WEEKND – “AFTER HOURS”
08	BAD BUNNY – “EL ÚLTIMO TOUR DEL MUNDO”
09	POP SMOKE – “SHOOT FOR THE STARS AIM FOR THE MOON”
10	ARIANA GRANDE – “POSITIONS”

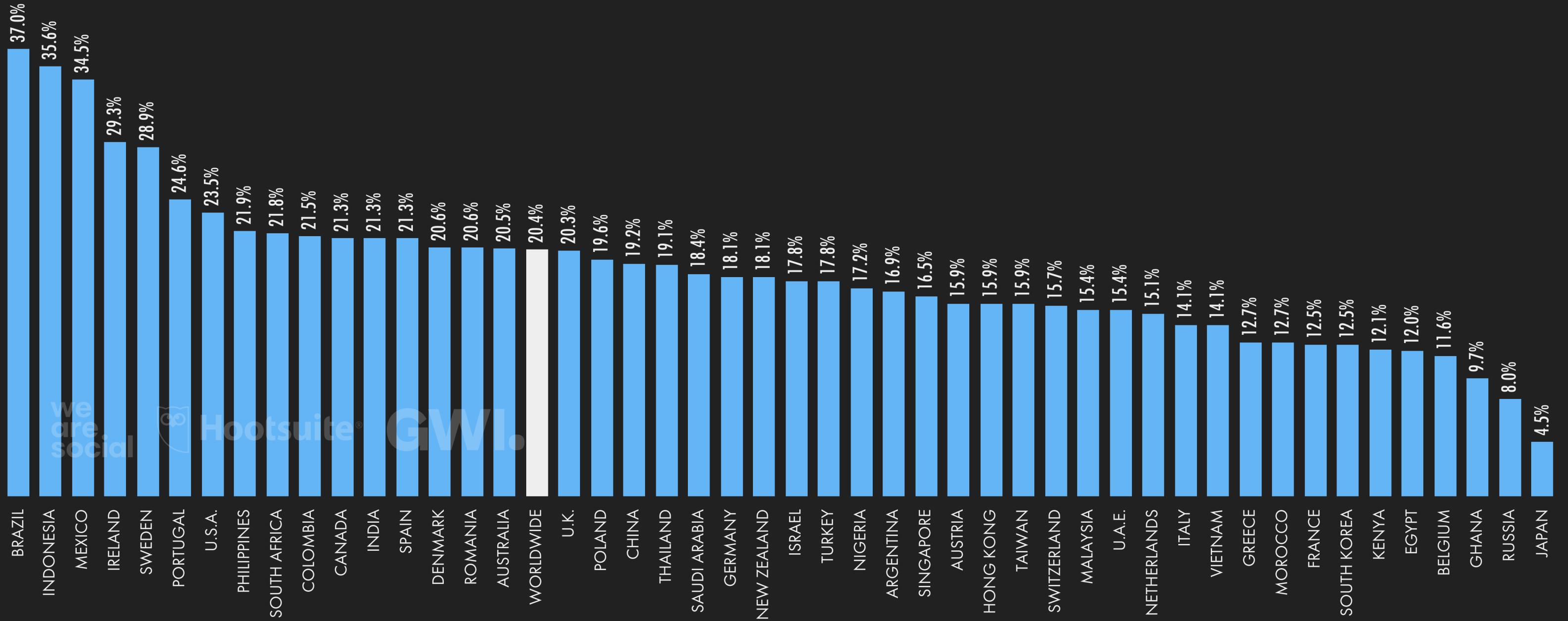
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# LISTENING TO PODCASTS

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



GLOBAL OVERVIEW



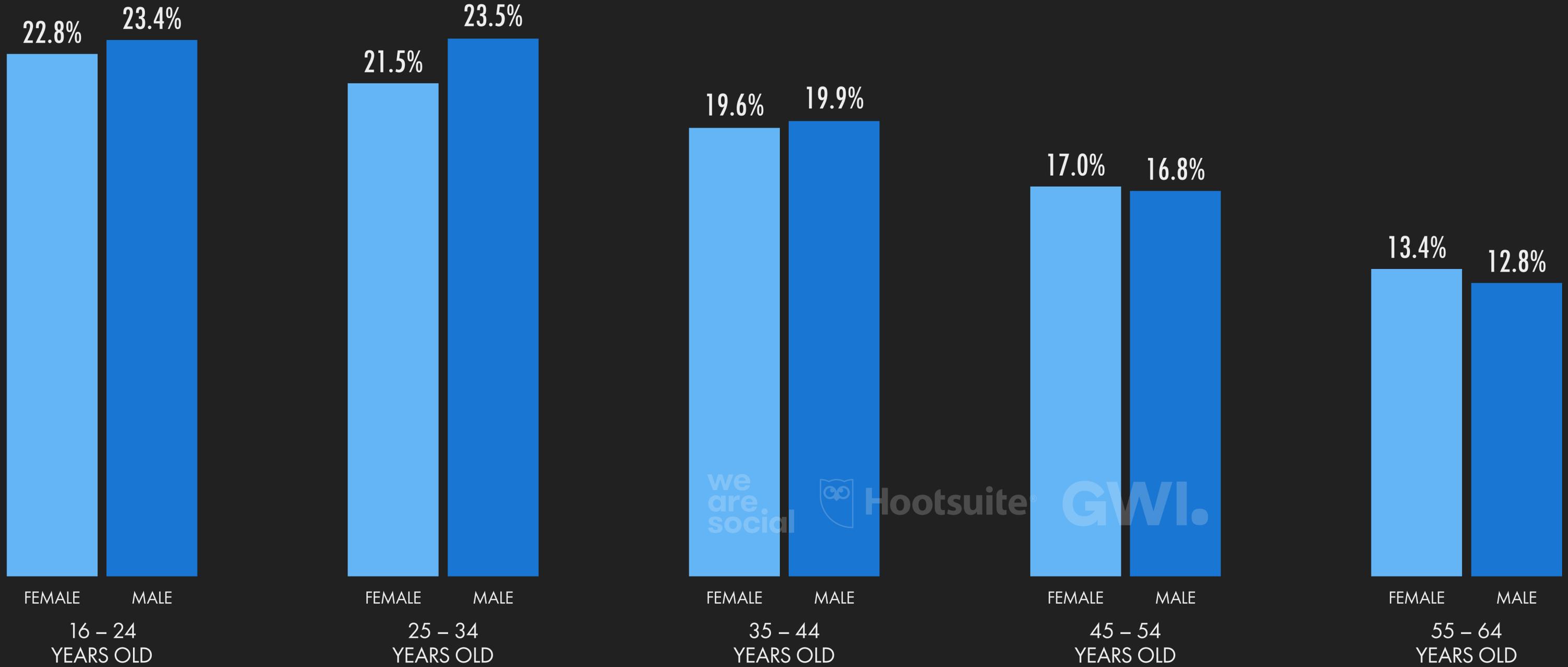
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# LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK



GLOBAL OVERVIEW



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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



83.6%

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SMARTPHONE



68.1%

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LAPTOP OR DESKTOP



36.8%

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GAMES CONSOLE



25.8%

TABLET



17.2%



HAND-HELD GAMING DEVICE



13.6%

GWl.

MEDIA STREAMING DEVICE



9.7%



VIRTUAL REALITY HEADSET



8.7%

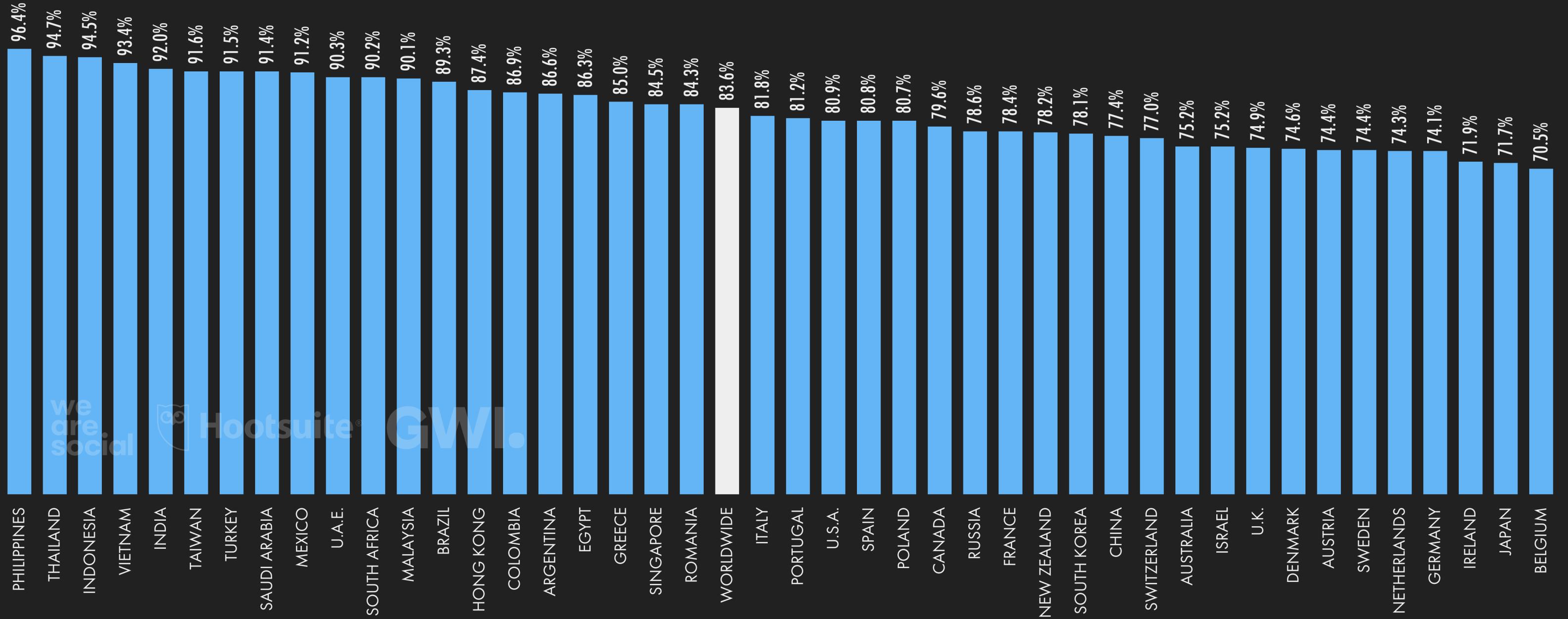
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# PLAYING VIDEO GAMES

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



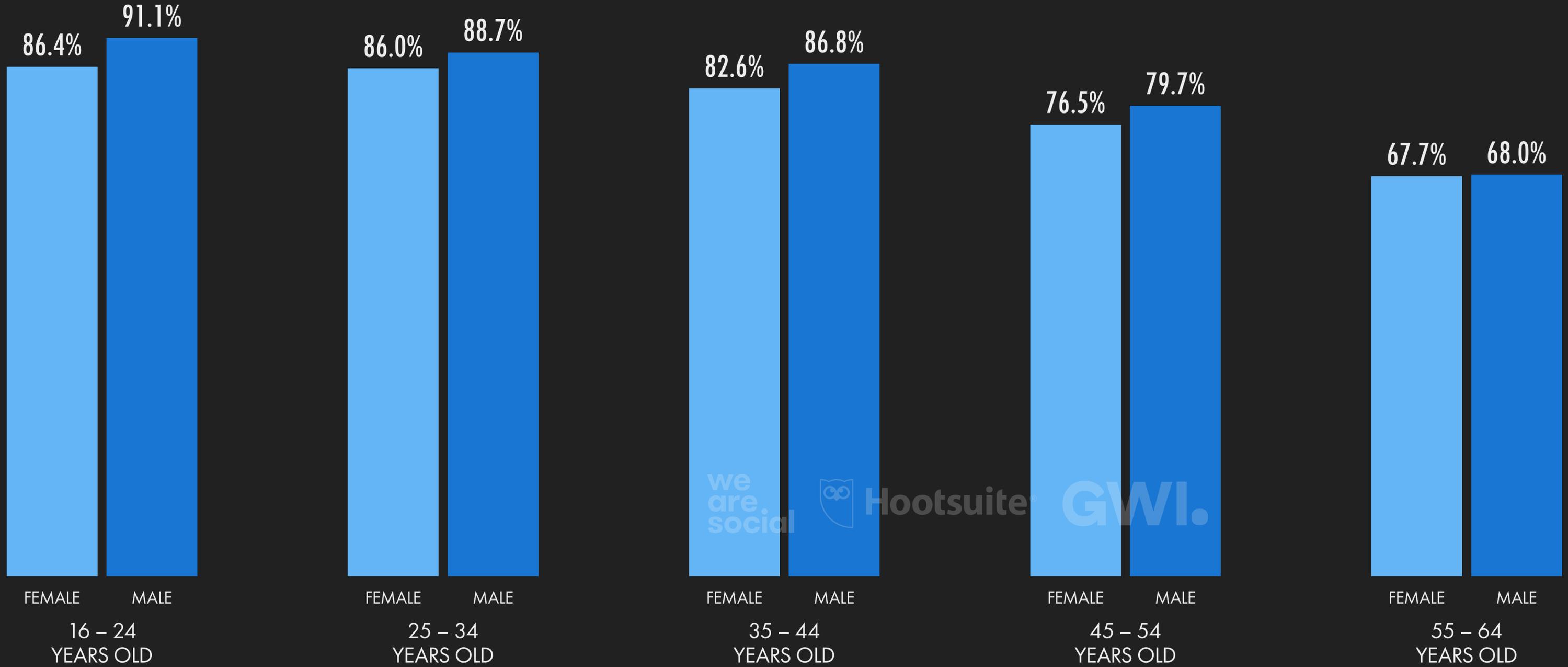
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# PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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# MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF **INTERNET USERS** WHO 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	60%	SHOOTER	57%	SHOOTER	48%	SHOOTER	35%	PUZZLE PLATFORM	23%
ACTION ADVENTURE	56%	ACTION ADVENTURE	54%	ACTION ADVENTURE	46%	ACTION ADVENTURE	35%	ACTION ADVENTURE	21%
SIMULATION	39%	RACING	40%	RACING	35%	PUZZLE PLATFORM	27%	SHOOTER	21%
RACING	38%	SIMULATION	38%	PUZZLE PLATFORM	34%	RACING	26%	RACING	15%
BATTLE ROYALE	36%	SPORTS	38%	SPORTS	33%	SIMULATION	24%	SPORTS	15%
M.O.B.A.	36%	M.O.B.A.	36%	SIMULATION	32%	SPORTS	23%	SIMULATION	15%
STRATEGY	34%	PUZZLE PLATFORM	36%	STRATEGY	31%	STRATEGY	22%	STRATEGY	15%
SPORTS	34%	STRATEGY	36%	ACTION PLATFORM	28%	ACTION PLATFORM	20%	ONLINE BOARD GAMES	14%
PUZZLE PLATFORM	33%	FIGHTING	34%	FIGHTING	28%	M.O.B.A.	20%	ACTION PLATFORM	13%
ACTION PLATFORM	31%	ACTION PLATFORM	33%	M.O.B.A.	28%	FIGHTING	19%	FREE-TO-PLAY CASINO	13%

**SOURCE:** GWI (Q3 2021). 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 ALL INTERNET USERS IN EACH AGE GROUP, INCLUDING THOSE WHO DO NOT PLAY VIDEO GAMES.

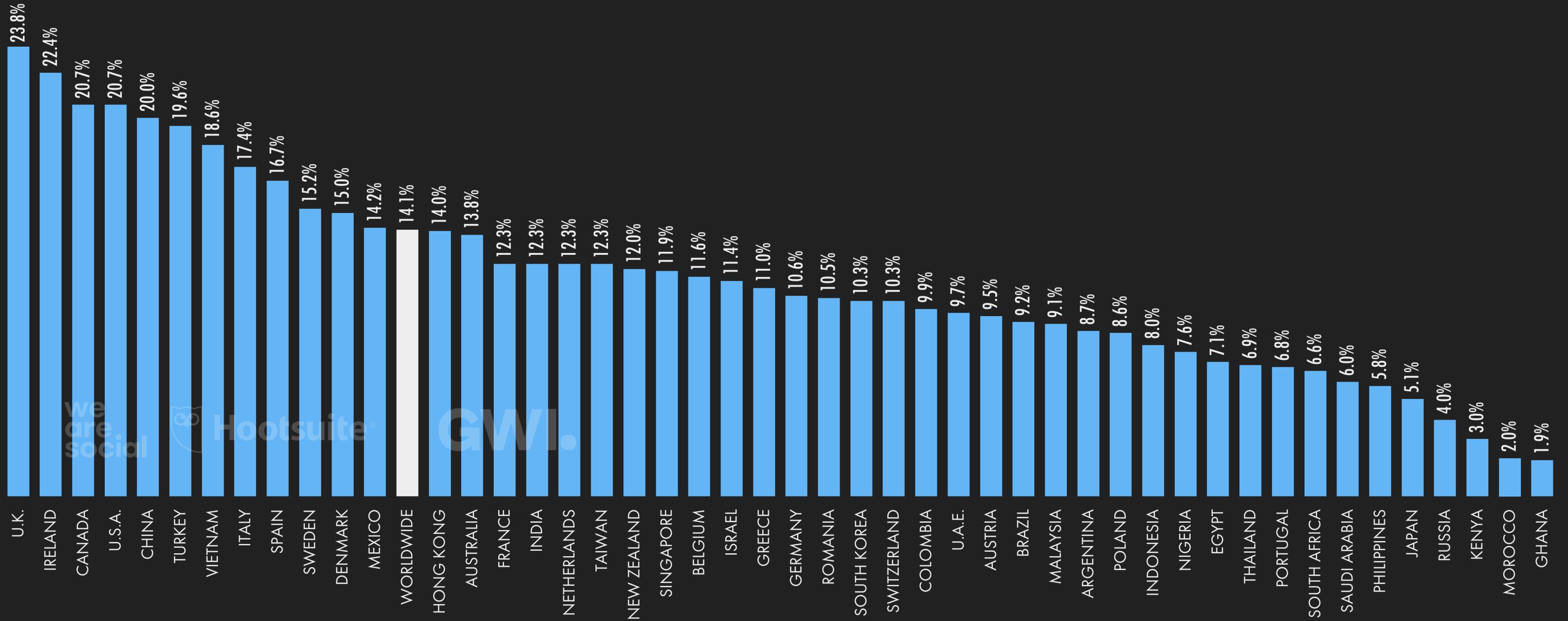
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# SMART HOME DEVICE OWNERSHIP

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



GLOBAL OVERVIEW



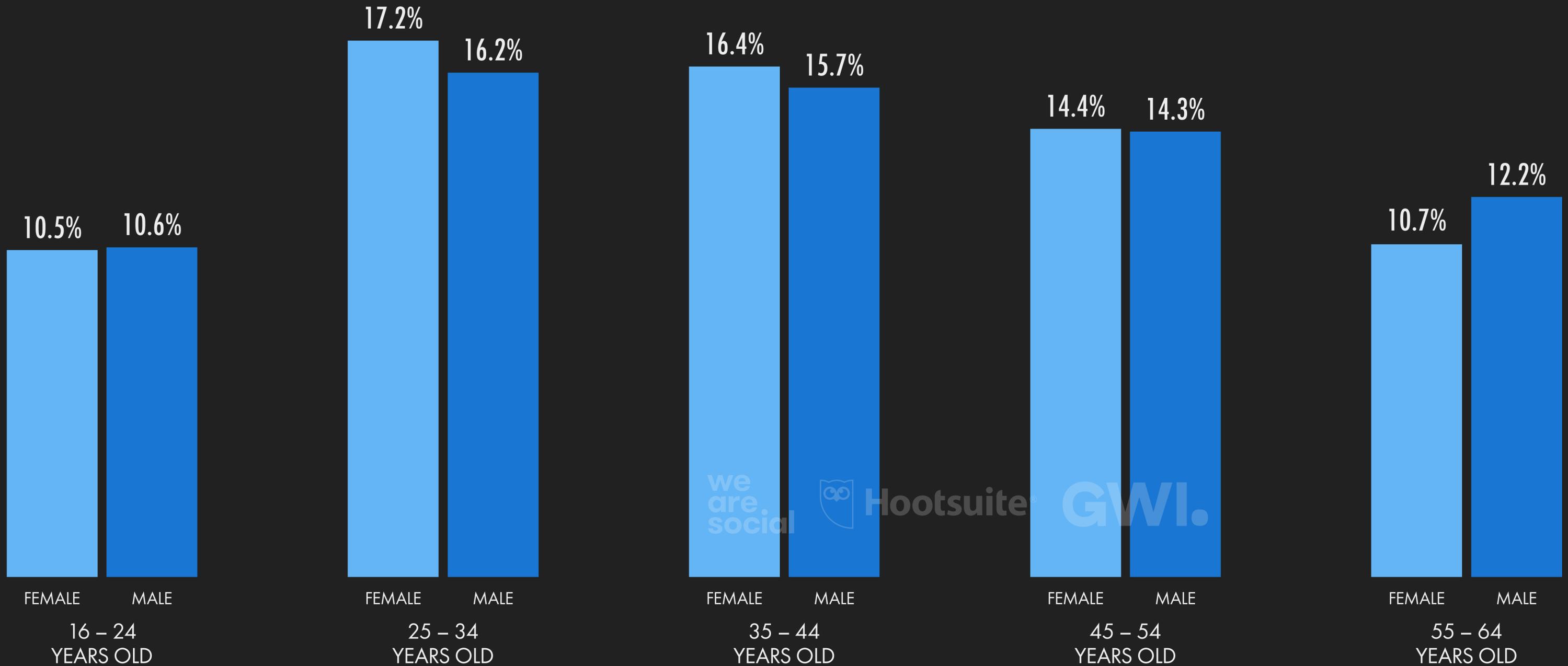
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# SMART HOME DEVICE OWNERSHIP

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



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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

**263.4**  
**MILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+39 MILLION)**

TOTAL ANNUAL VALUE OF THE  
SMART HOME DEVICES MARKET



KEPIOS

**\$104.4**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+33% (+\$26 BILLION)**

VALUE OF SMART HOME  
APPLIANCES MARKET



statista

**\$39.38**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+35% (+\$10 BILLION)**

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET



**\$20.76**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+33% (+\$5.2 BILLION)**

VALUE OF SMART HOME  
SECURITY DEVICE MARKET

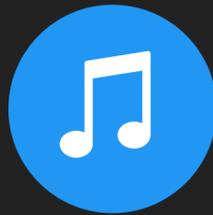


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**\$15.71**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+30% (+\$3.7 BILLION)**

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



statista

**\$11.60**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+25% (+\$2.3 BILLION)**

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



owl

**\$8.74**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+32% (+\$2.1 BILLION)**

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$8.23**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+34% (+\$2.1 BILLION)**

**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 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

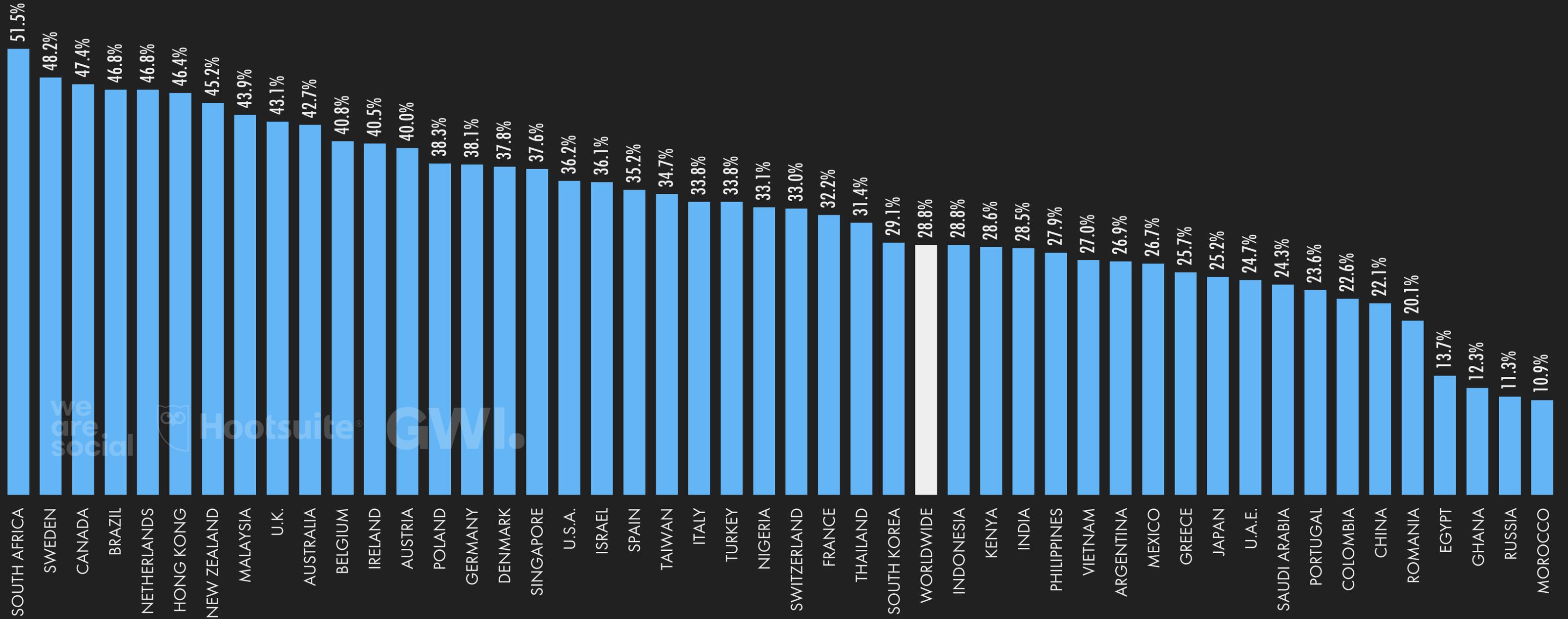
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# USE OF ONLINE FINANCIAL SERVICES

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



GLOBAL OVERVIEW



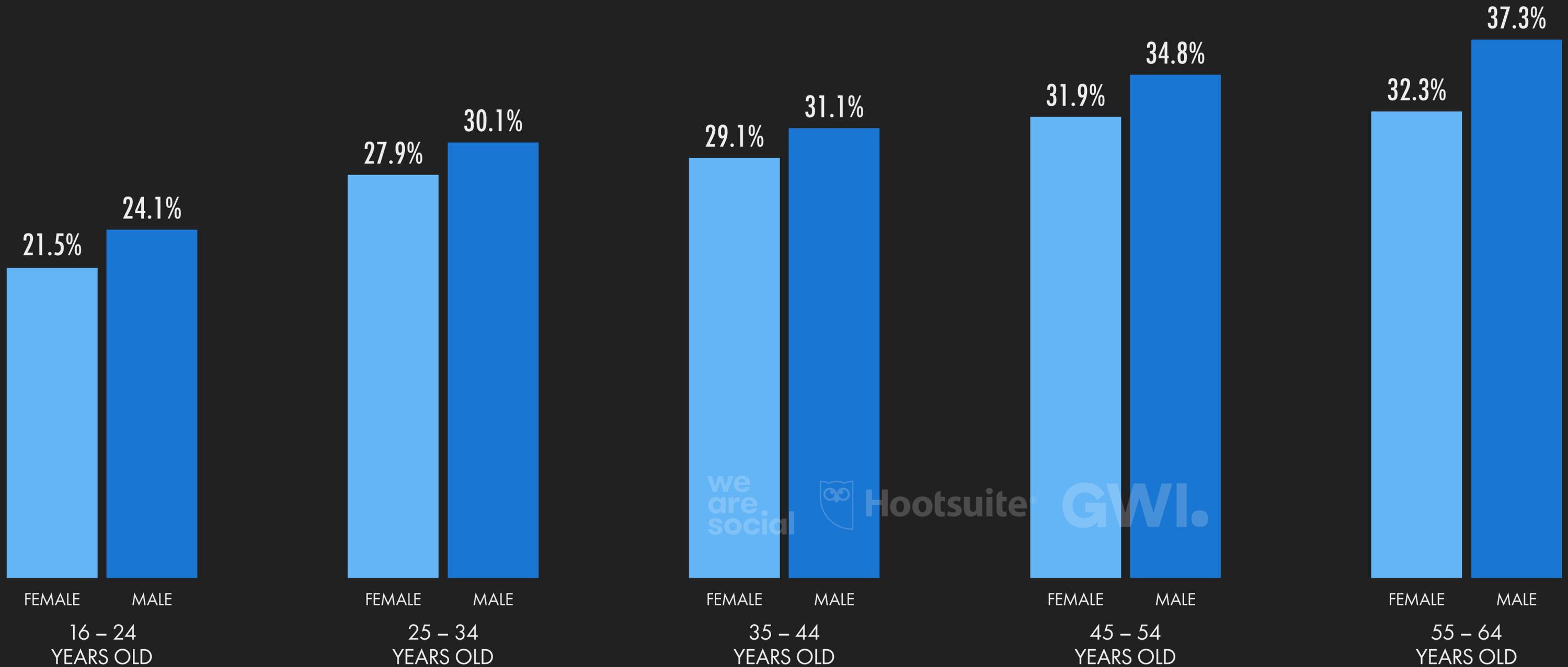
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GLOBAL OVERVIEW



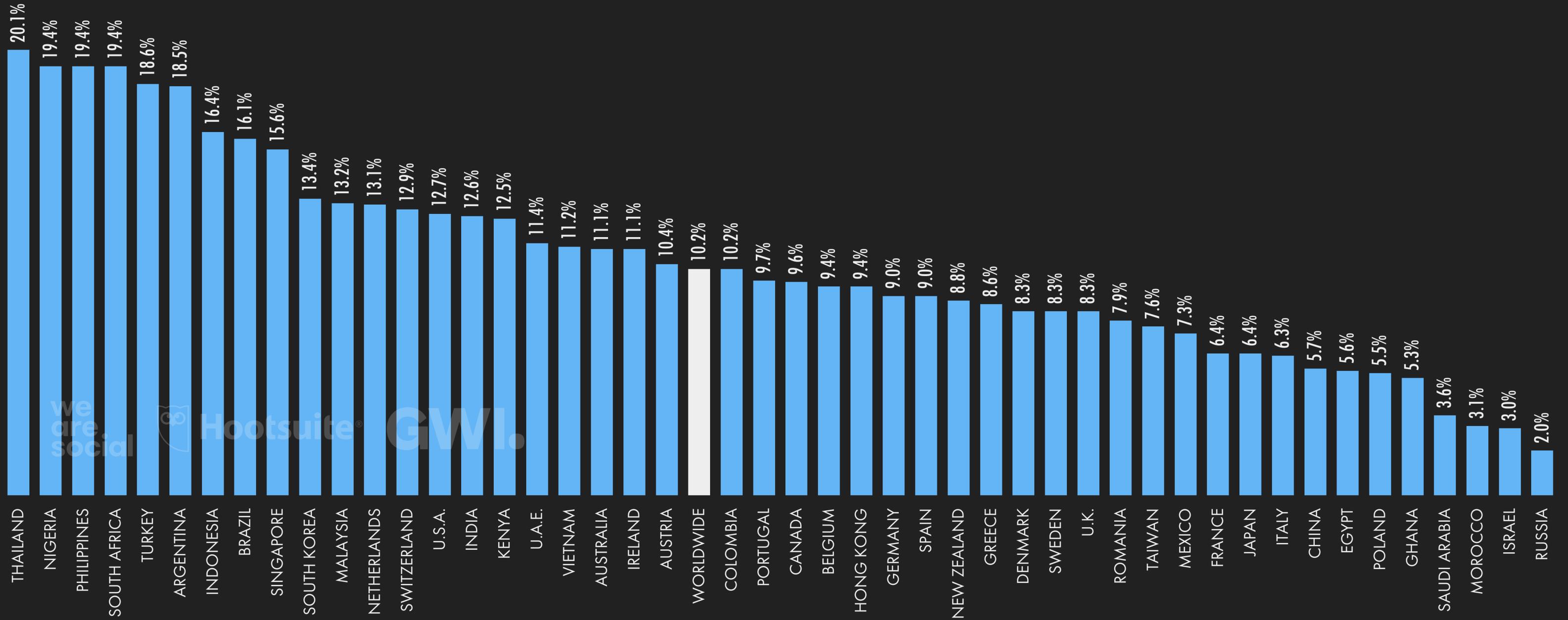
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# OWNERSHIP OF CRYPTOCURRENCY

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



GLOBAL OVERVIEW



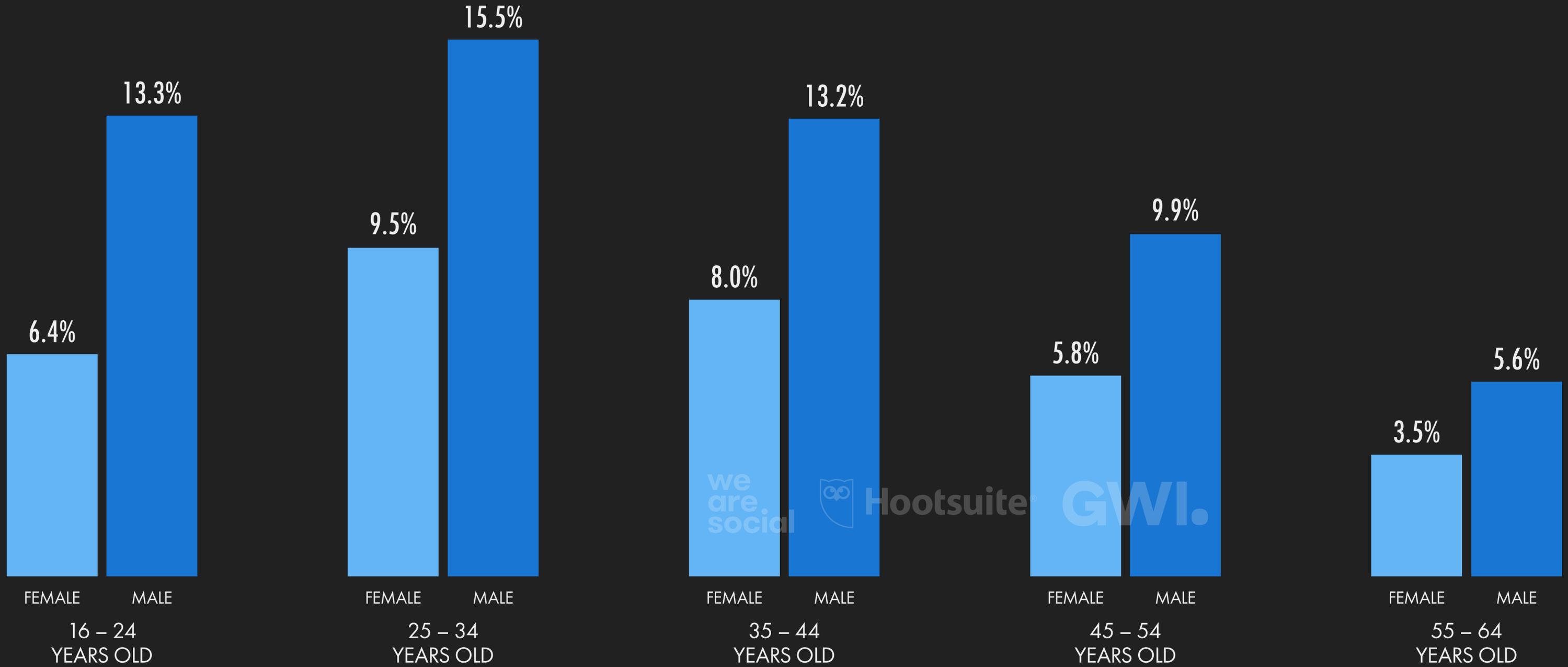
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GLOBAL OVERVIEW



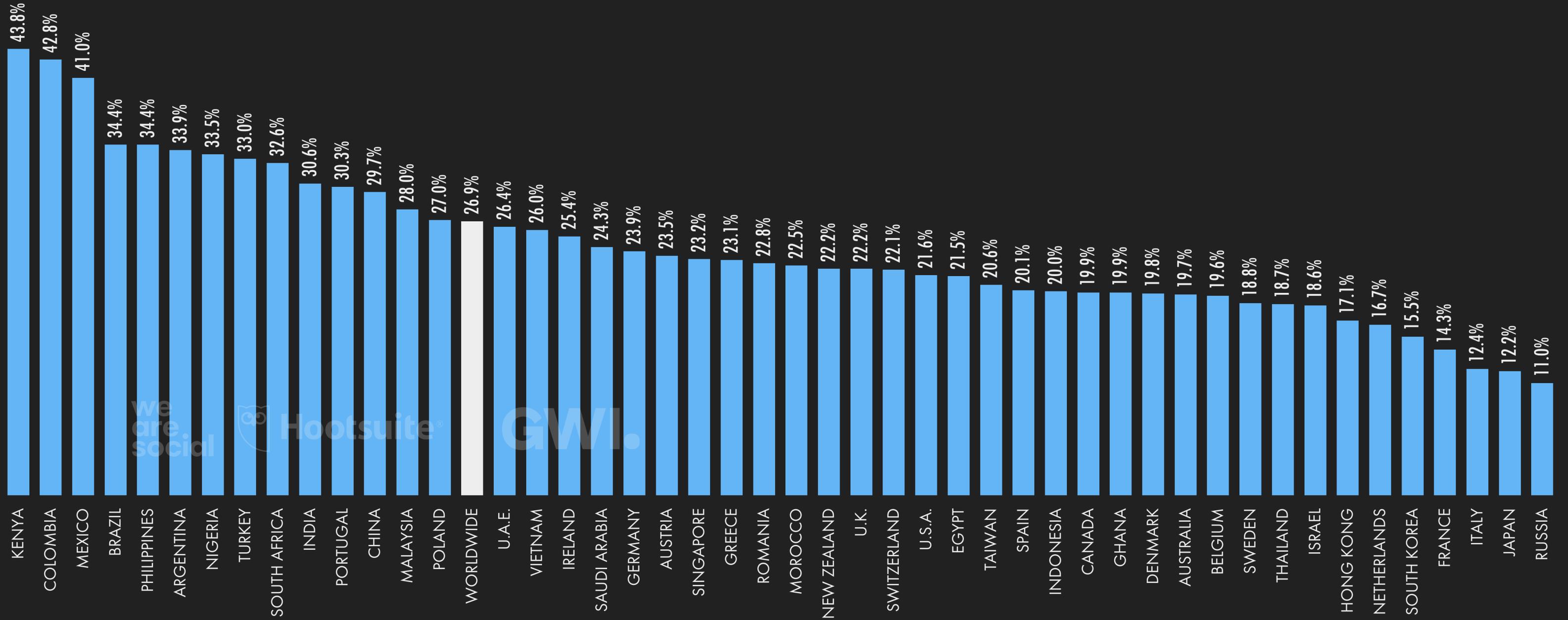
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# CHECKING HEALTH SYMPTOMS ONLINE

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



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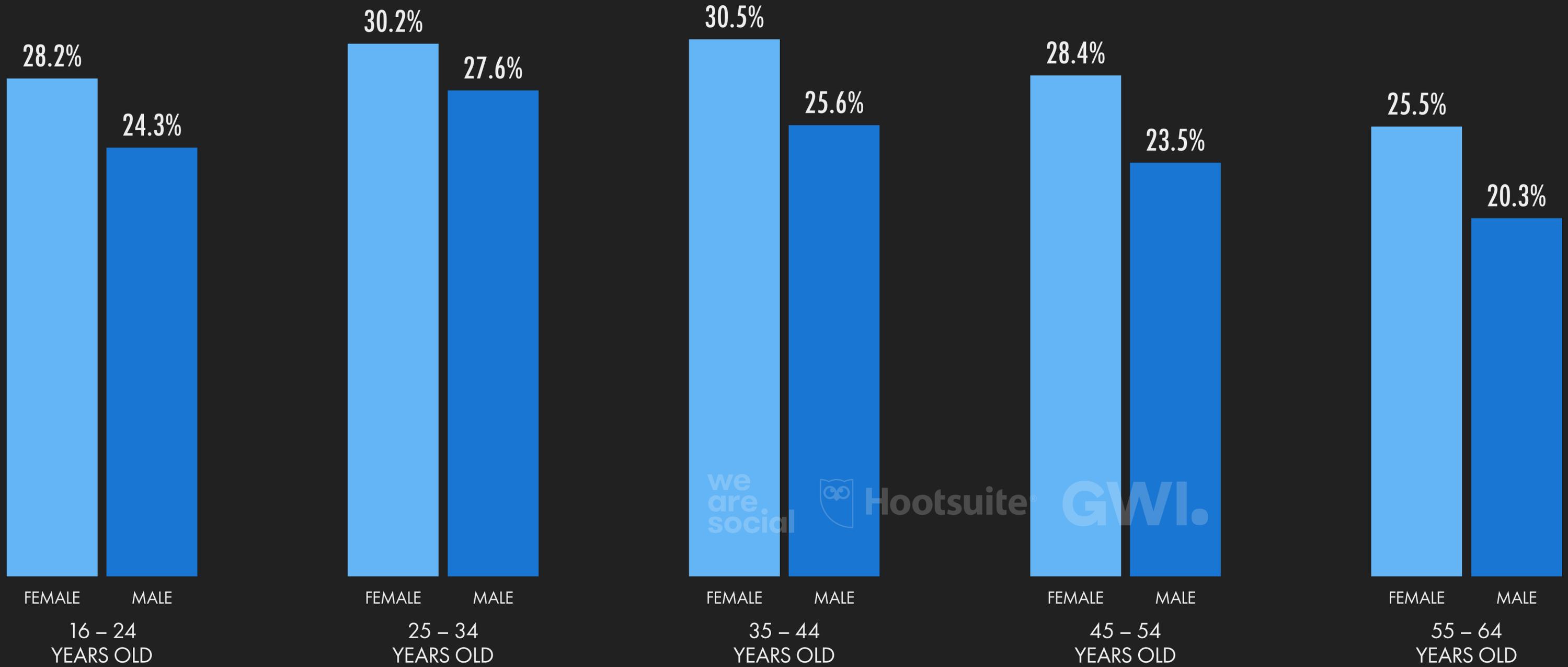
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PERCENTAGE OF INTERNET USERS WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



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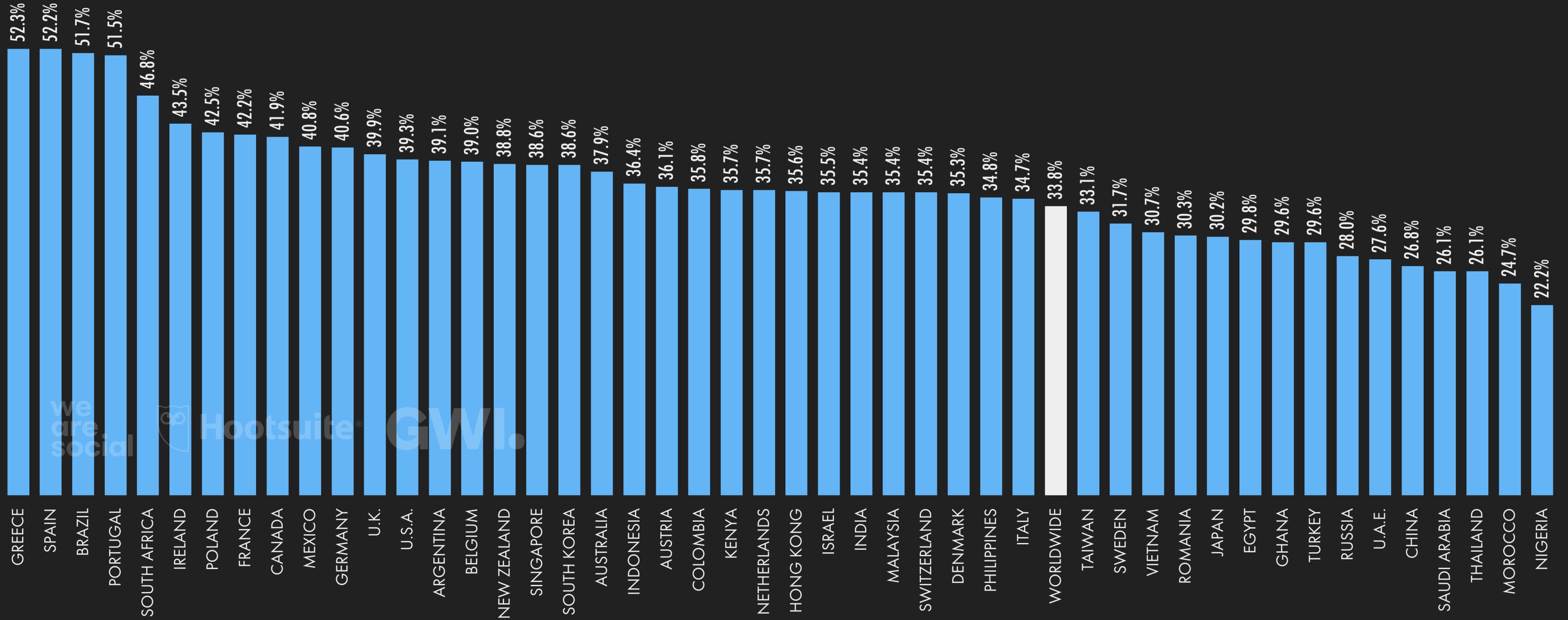
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# CONCERNS ABOUT MISUSE OF PERSONAL DATA

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



GLOBAL OVERVIEW



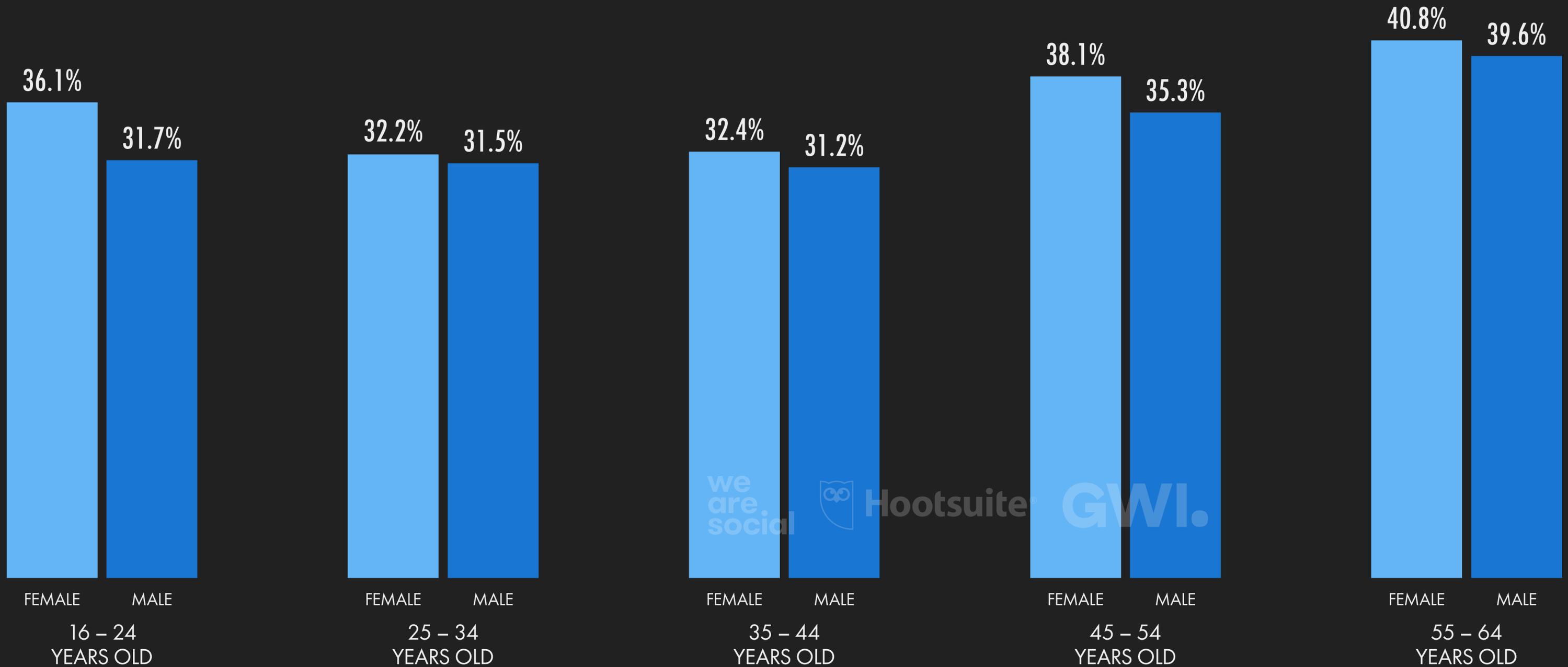
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GLOBAL OVERVIEW



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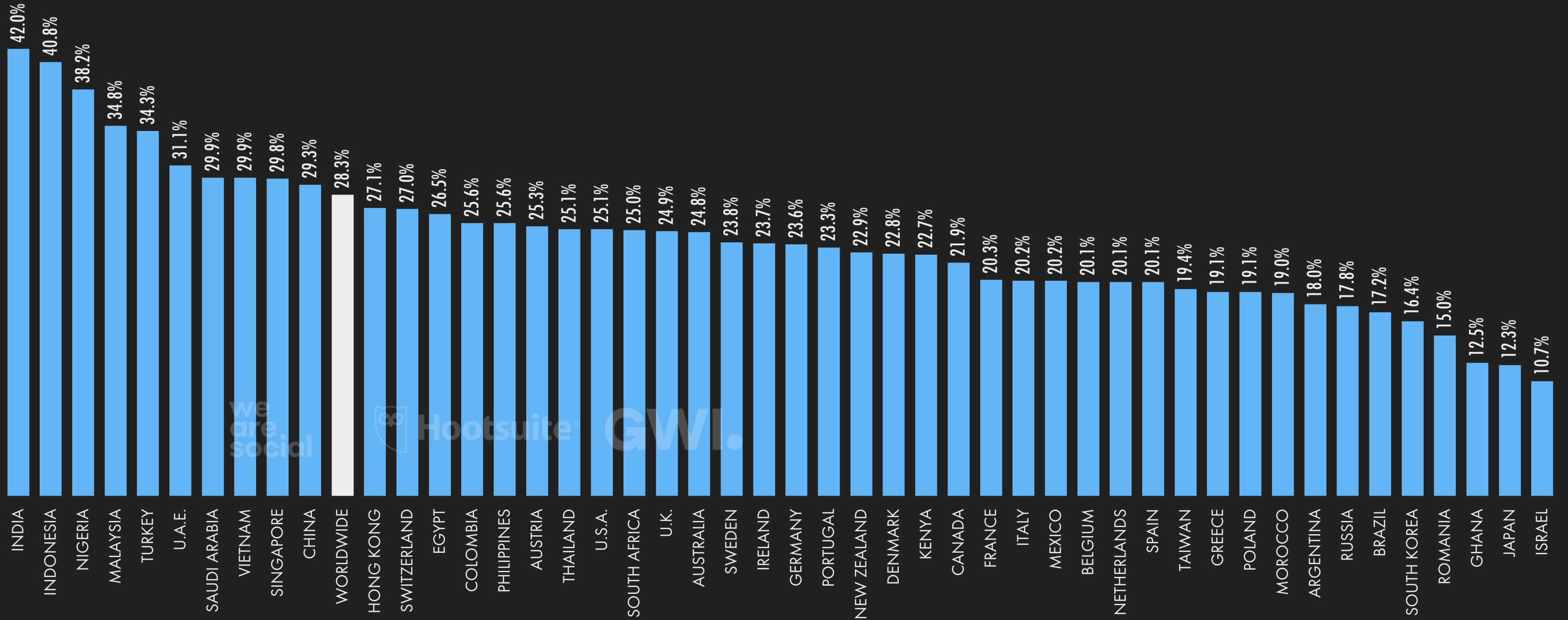
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# USE OF VIRTUAL PRIVATE NETWORKS

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



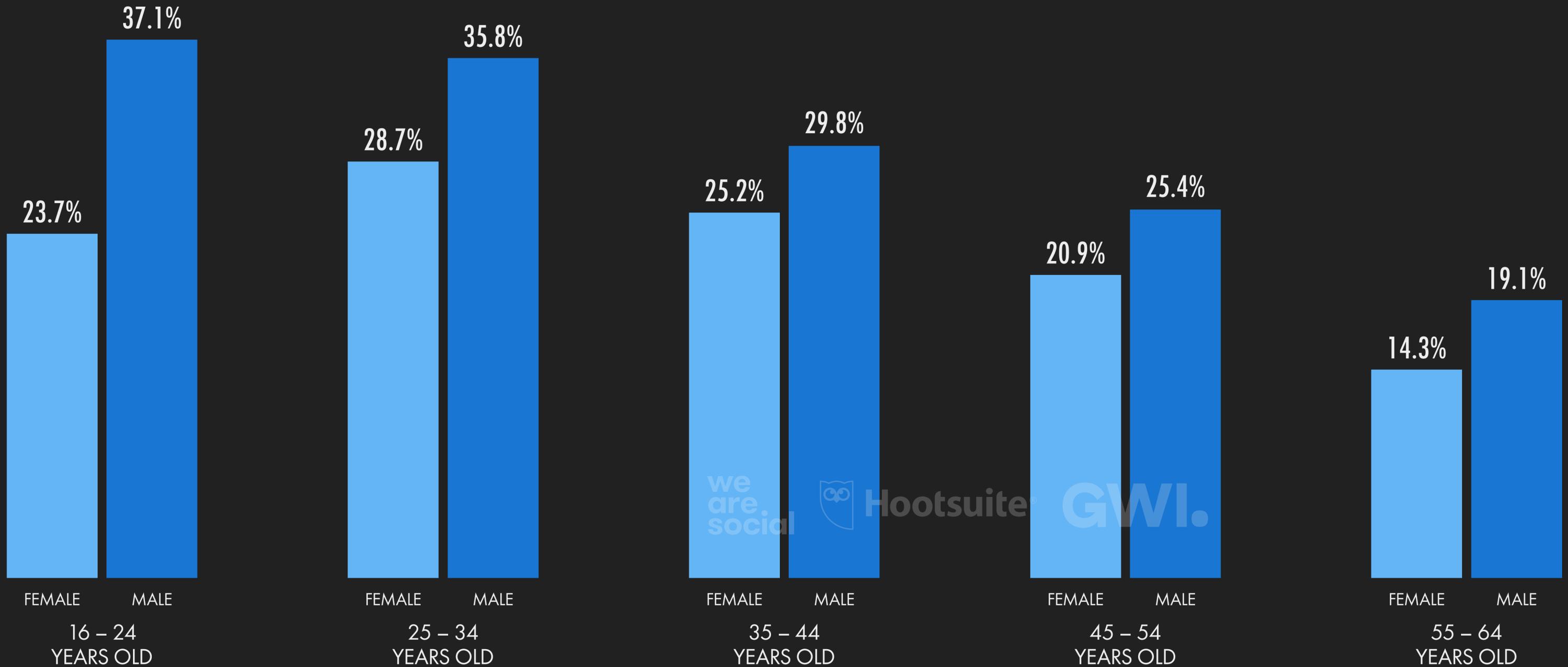
GLOBAL OVERVIEW



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# USE OF VIRTUAL PRIVATE NETWORKS

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



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# INTERNET IN 2022

## SHIFTS IMPACTING OUR ONLINE BEHAVIOUR

### BOO TO THE BULLIES

For years, toxic instances of online trolling have seen platforms under the magnifying glass amid complex conversations around censorship and free speech. But with cyber-bullying continuing to take young lives and mass media calling out the 'second wave' of cancel culture, tech giants are seeing fresh calls to adapt their platforms to facilitate safer online spaces.

**In 2022, brands will be expected to stand up for what they feel is right, both for their values and their talent.**

### ALTERNATIVE ECONOMIES

With traditional banks unstable and global wealth inequality on the rise, many are frustrated with a system that often feels rigged against them. A growing number of people are looking online for other routes to economic success. From the mainstreaming of cryptocurrencies to the already-infamous gaming of the stock market by /r/wallstreetbets, the next generation of the financial elite are playing by new rules.

**In 2022, brands should be exploring how they can adapt their own value exchanges for these new economies.**

### THE VIBE ECONOMY

The rise of social video combined with a heightened desire for connection post-pandemic is seeing a new form of creativity move into the fore, defined by an ability to evoke emotional responses. Social has never been better equipped to do this, especially given that 30% of 18-34s say they use social with sound on more now than before Covid-19.

**In 2022, brands will harness more immersive forms of media to curate moods and feelings around their services.**

# GWI's top trends for 2022

## Pursuit of purpose

COVID not only changed how we work, but why we work, with purpose coming to the fore. It's a chance for brands to re-evaluate how they present themselves, shifting to campaigns that suggest limitless possibilities or nurture individual creative impulses.

**+16%**

● Growth in number of U.S. consumers describing themselves as "daring" year-on-year

## More than skin-deep

The beauty world has experienced a dramatic make-over. Lockdown was a chance to experiment like never before, and male interest in beauty/cosmetics has gone through the roof. This brave new world means opportunities for brands who get it right.

**+21%**

● Global growth in number of male consumers interested in beauty/cosmetics since 2018

## May we have your attention please

Welcome to the attention recession, where the sheer volume of media, particularly TV services, has become a liability. The solution for media brands? Find ways to add value, and focus on distinctive assets so you're more than just another timesink.

**+26%**

● Growth in number of U.S. consumers who think TV streaming services are too expensive

## A virtually imperfect life

People are fed up with manufactured images online. Endless perfection has become a turn-off, so luxury and fashion brands could benefit from adding a touch of imperfection to their pics.

**+36%**

● Of consumers think people should show more of their "real" selves on social media

## At your best

Many people are taking responsibility for their health in new ways - from saying no to stress-inducers, to exploring digital health solutions. A good two-thirds say they're actively managing their wellbeing like never before, and health brands need to respond.

**+16%**

● Growth in number of U.S. consumers experiencing anxiety year-on-year

## To the moon

Once a fringe community of anti-establishment investors, the world of crypto is going mainstream - fast. Investors, businesses, and brands need to see which way the wind's blowing and find ways to balance risks with rewards.

**+52%**

● Global growth in number of consumers who invest in cryptocurrency since 2018

[Learn more](#)





**SOCIAL MEDIA**

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# OVERVIEW OF SOCIAL MEDIA USE

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



NUMBER OF SOCIAL  
MEDIA USERS



**4.62**  
BILLION

QUARTER-ON-QUARTER  
CHANGE IN SOCIAL MEDIA USERS



**+1.7%**  
**+77 MILLION**



YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



**+10.1%**  
**+424 MILLION**



AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



**2H 27M**  
**+1.4% (+2M)**



AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



**7.5**

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



**58.4%**



SOCIAL MEDIA USERS  
vs. POPULATION AGE 13+



**74.8%**



SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



**93.4%**



FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



**46.1%**



MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



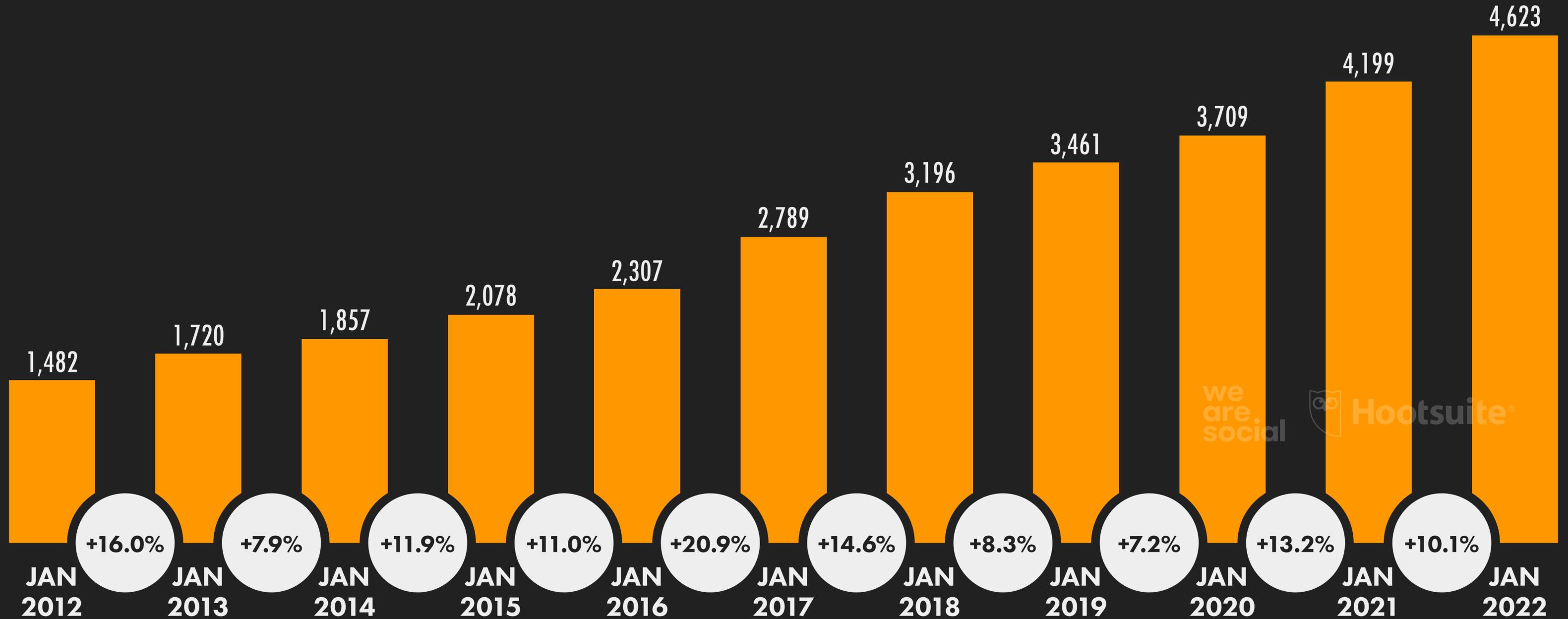
**53.9%**

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRSA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE [GWI.COM](http://GWI.COM) FOR MORE DETAILS. **NOTE:** AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

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# SOCIAL MEDIA USERS OVER TIME

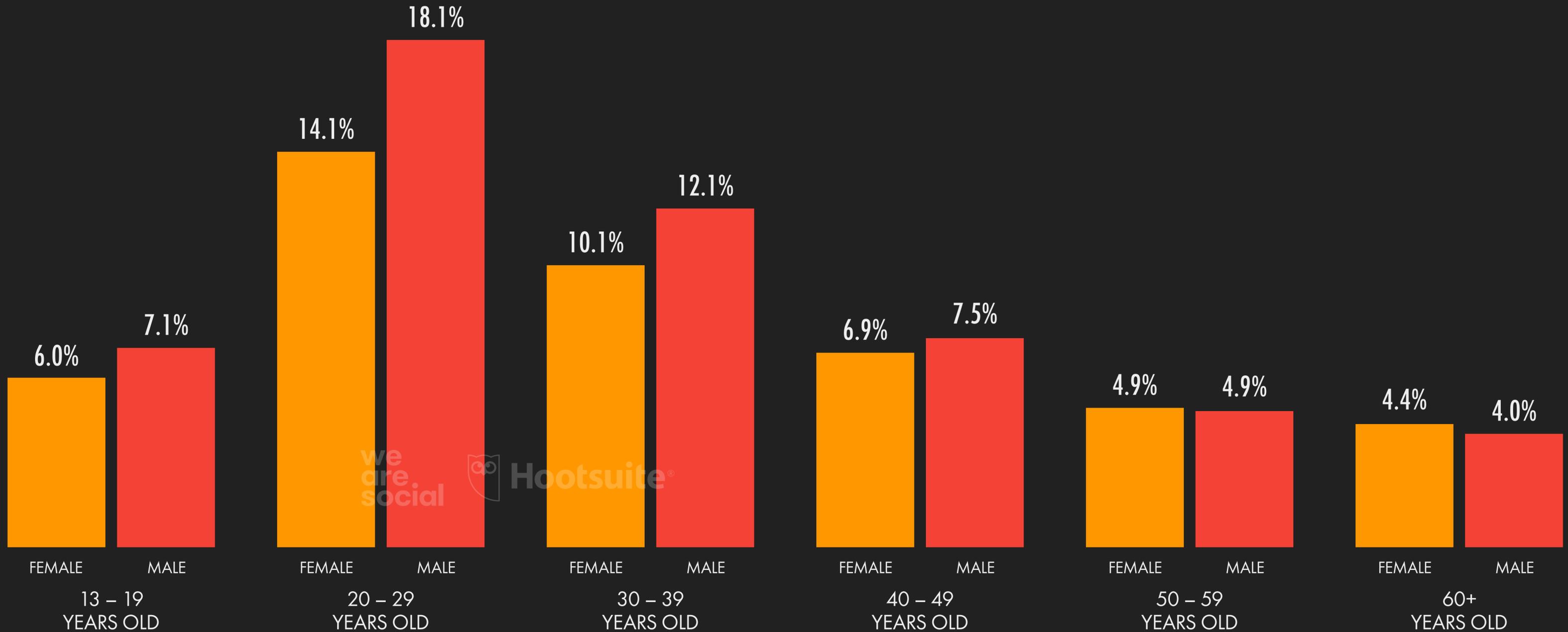
NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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# DEMOGRAPHIC PROFILE OF SOCIAL MEDIA USERS

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



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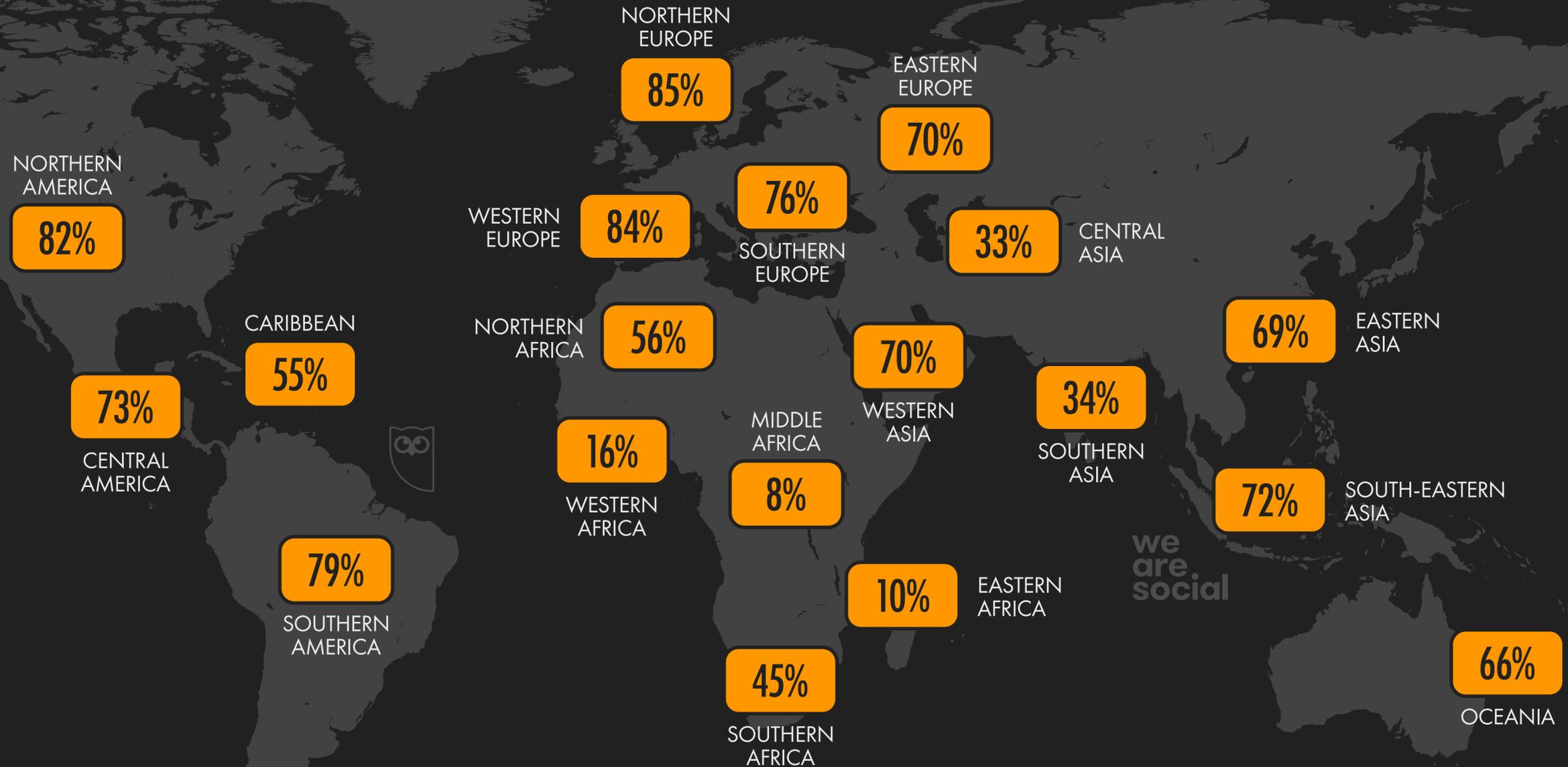
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# SOCIAL MEDIA USERS vs. TOTAL POPULATION

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; TECHRSA; 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.

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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: 46.1%  
 MALE GLOBAL AVERAGE: 53.9%

**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. **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.

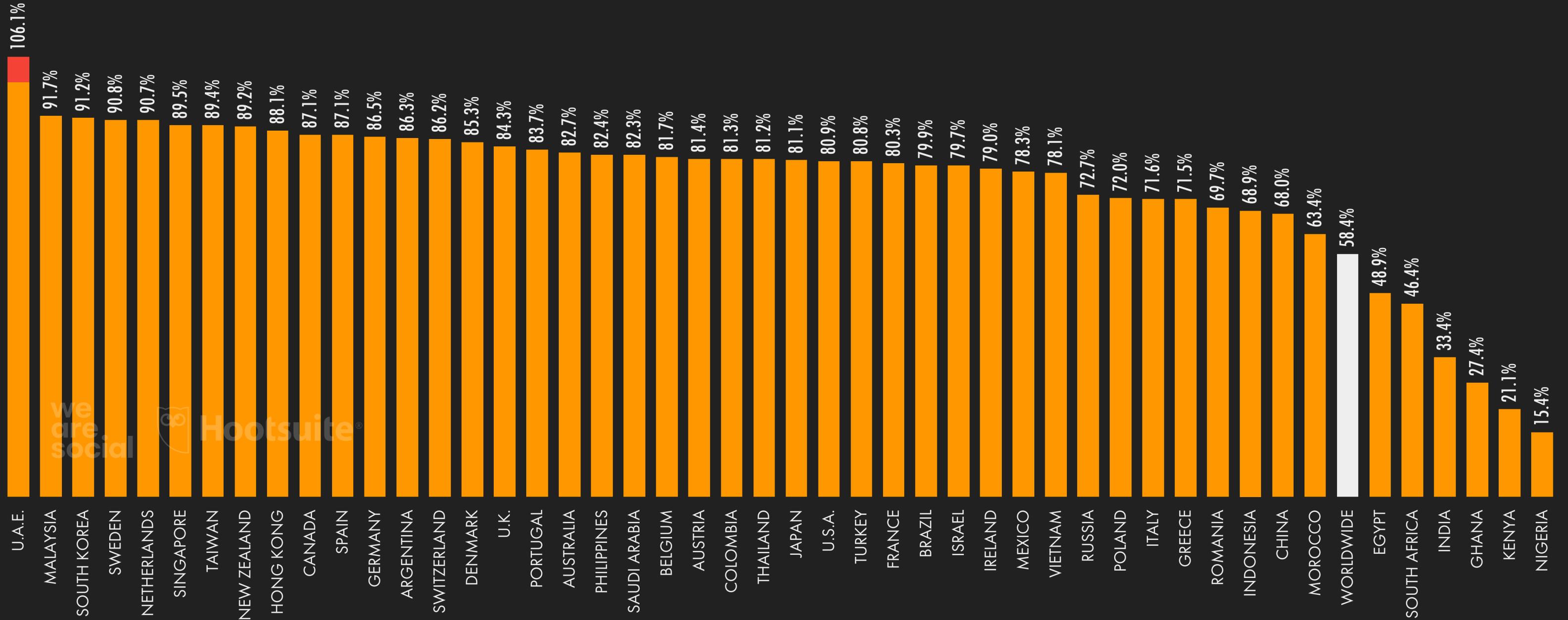
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# SOCIAL MEDIA USERS vs. POPULATION

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; TECHRASA; OCDH. **NOTE:** BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM 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.

# RANKING OF SOCIAL MEDIA USE vs. POPULATION

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



## HIGHEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01	BRUNEI	116.5%*	516,500
02	UNITED ARAB EMIRATES	106.1%*	10,650,000
03	CAYMAN ISLANDS	100.8%*	67,450
04	MALTA	100.8%*	447,000
05	CYPRUS	100.3%*	1,223,300
06	QATAR	99.8%	2,950,000
07	GUAM	99.8%	170,450
08	PALAU	98.6%	17,950
09	ARUBA	97.5%	104,700
10	ICELAND	96.2%	331,250

## LOWEST LEVELS OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	% OF POP.	Nº OF USERS
213	NORTH KOREA <sup>1</sup>	[N/A]	[BLOCKED]
212	ERITREA	0.3%	10,200
211	NIGER	2.5%	641,300
210	CENTRAL AFRICAN REPUBLIC	2.8%	137,550
209	CHAD	3.3%	572,600
208	MALAWI	4.1%	820,400
207	SOUTH SUDAN	4.5%	514,900
206	DEM. REP. OF THE CONGO	5.0%	4,650,000
205	ETHIOPIA	5.3%	6,350,000
204	TURKMENISTAN	5.5%	338,100

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **NOTES:** BASED ON ACTIVE USERS OF THE MOST-USED SOCIAL MEDIA PLATFORM 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 DETAILS. **COMPARABILITY:** SOURCE CHANGES; SIGNIFICANT REVISIONS TO SOURCE BASE DATA AND REPORTING METHODOLOGIES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

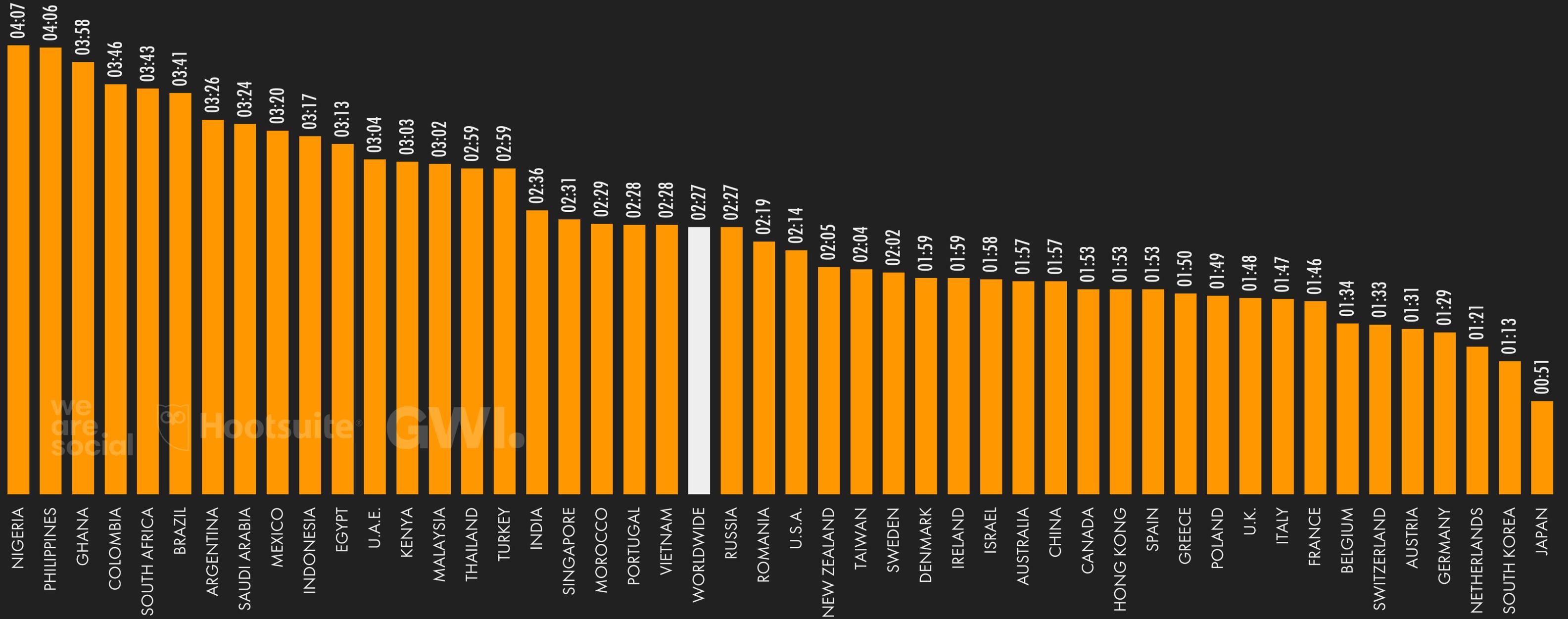
JAN  
2022

# DAILY TIME SPENT USING SOCIAL MEDIA

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



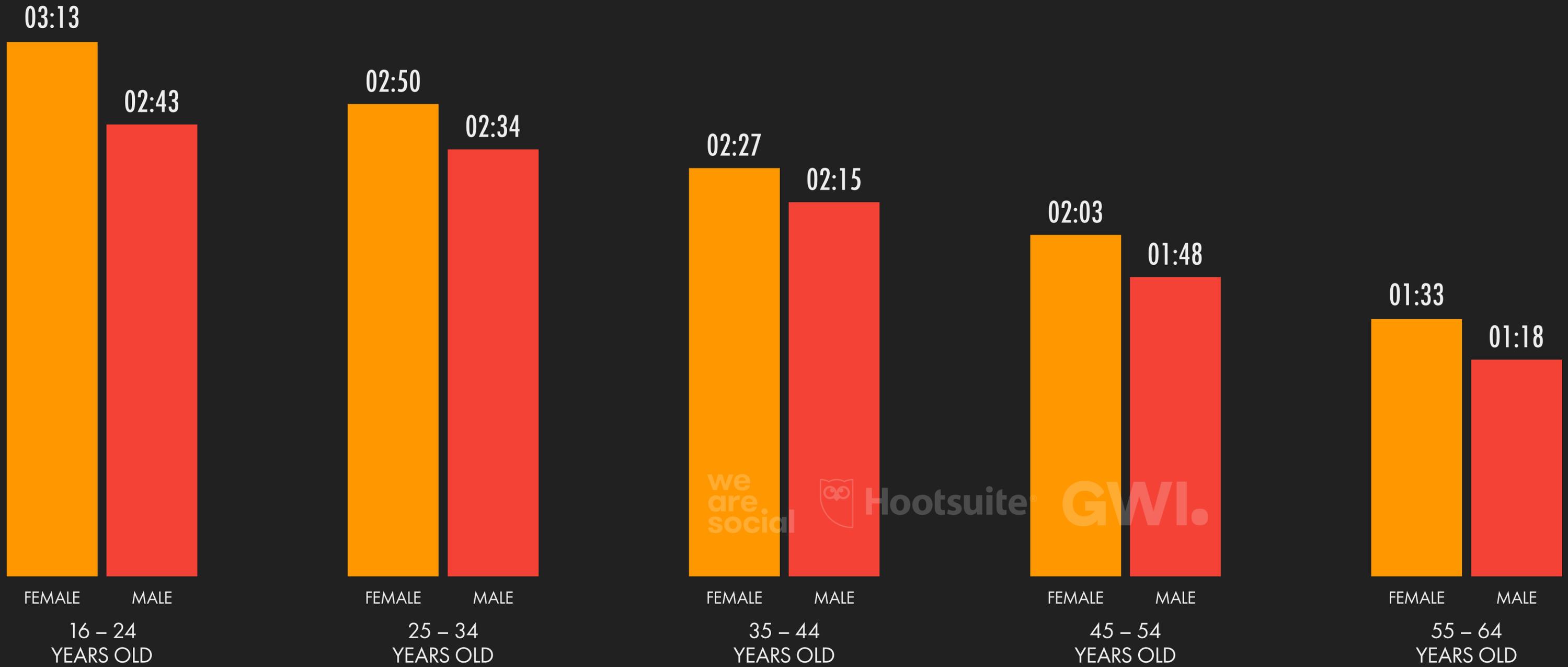
GLOBAL OVERVIEW



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# DAILY TIME SPENT USING SOCIAL MEDIA

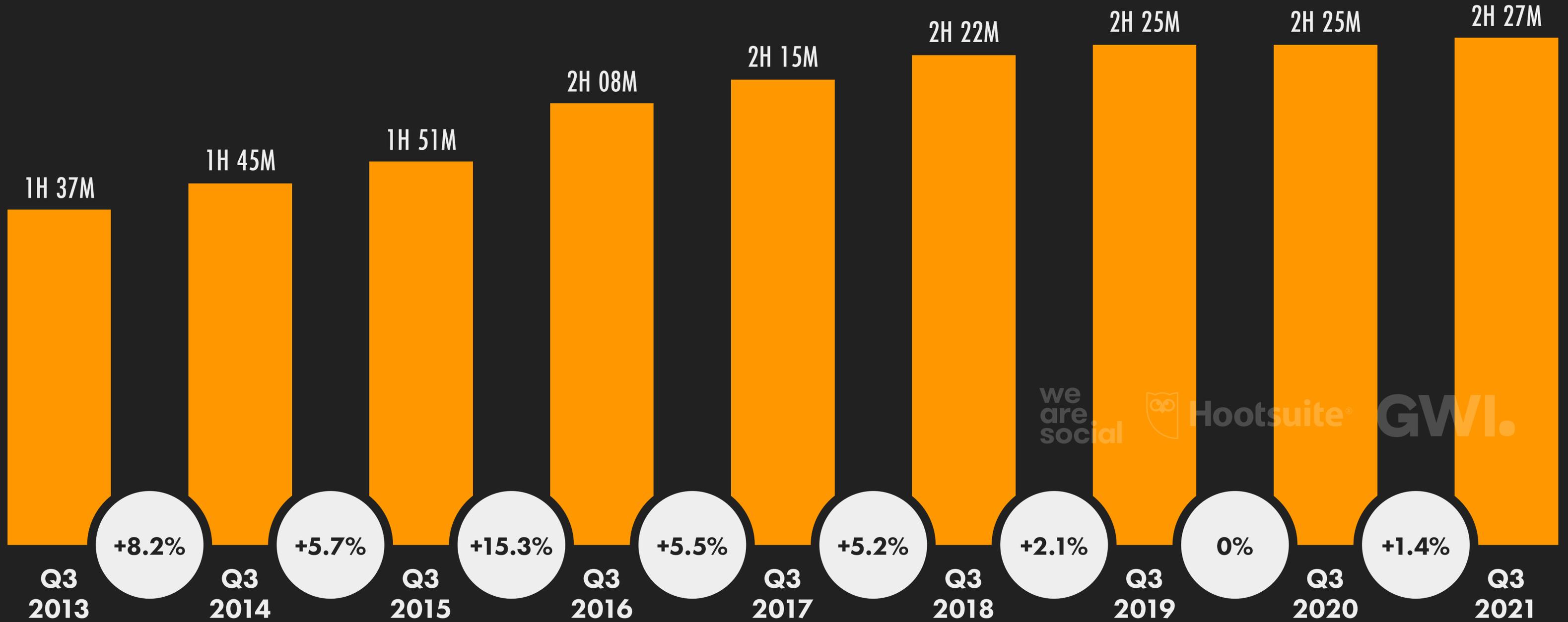
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



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# DAILY TIME SPENT USING SOCIAL MEDIA

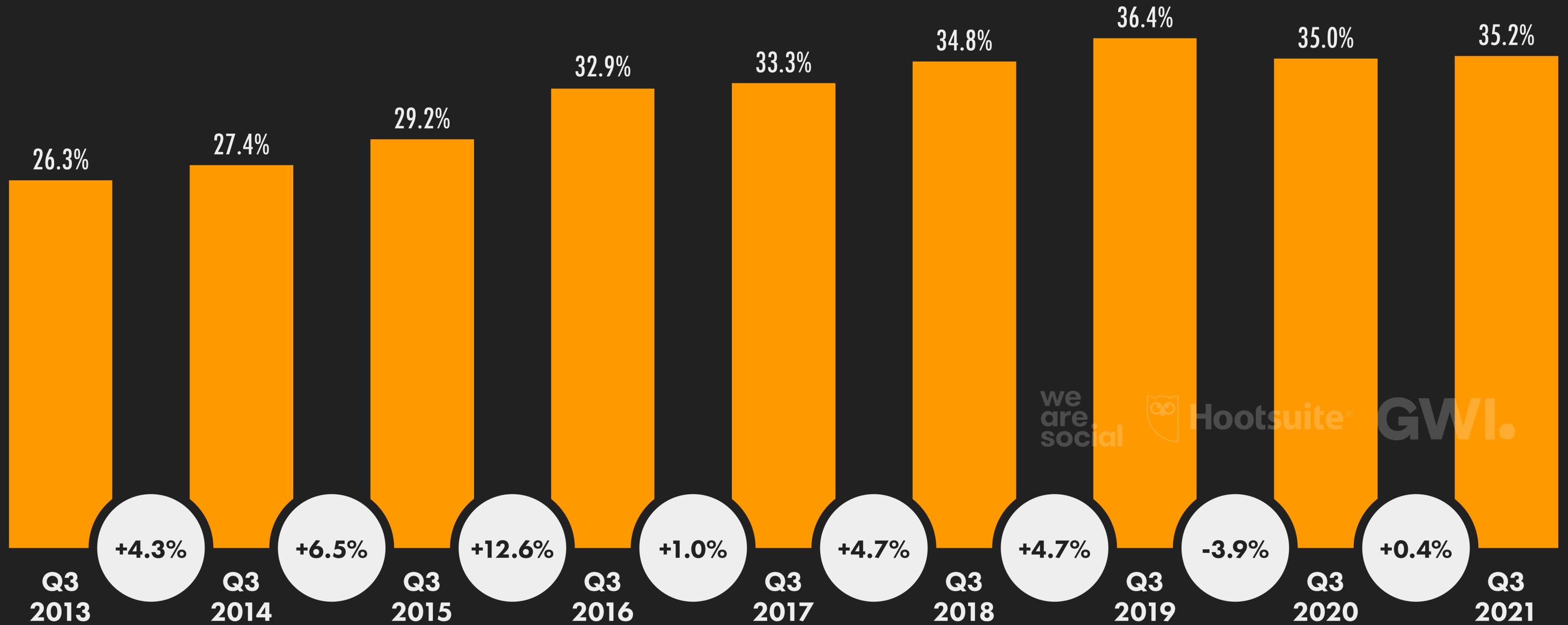
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



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# SOCIAL MEDIA'S SHARE OF TOTAL ONLINE TIME

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



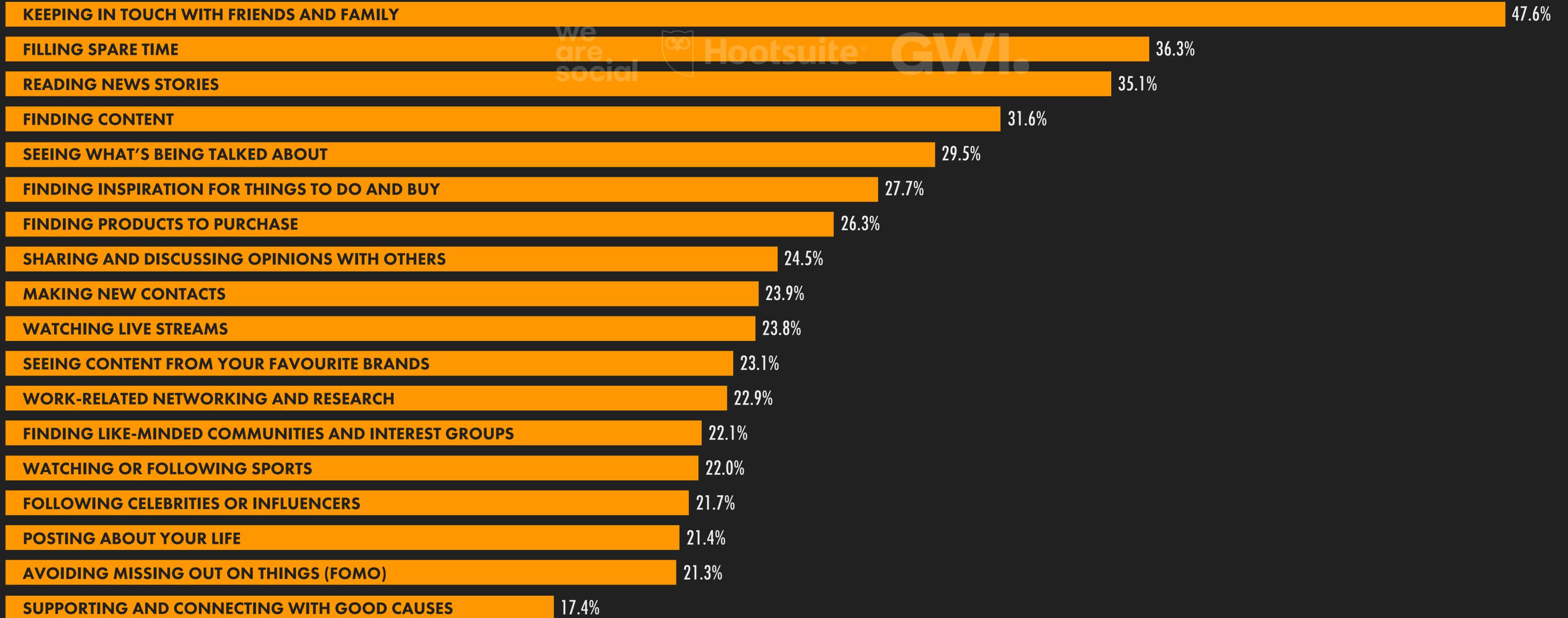
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# MAIN REASONS FOR USING SOCIAL MEDIA

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



GLOBAL OVERVIEW



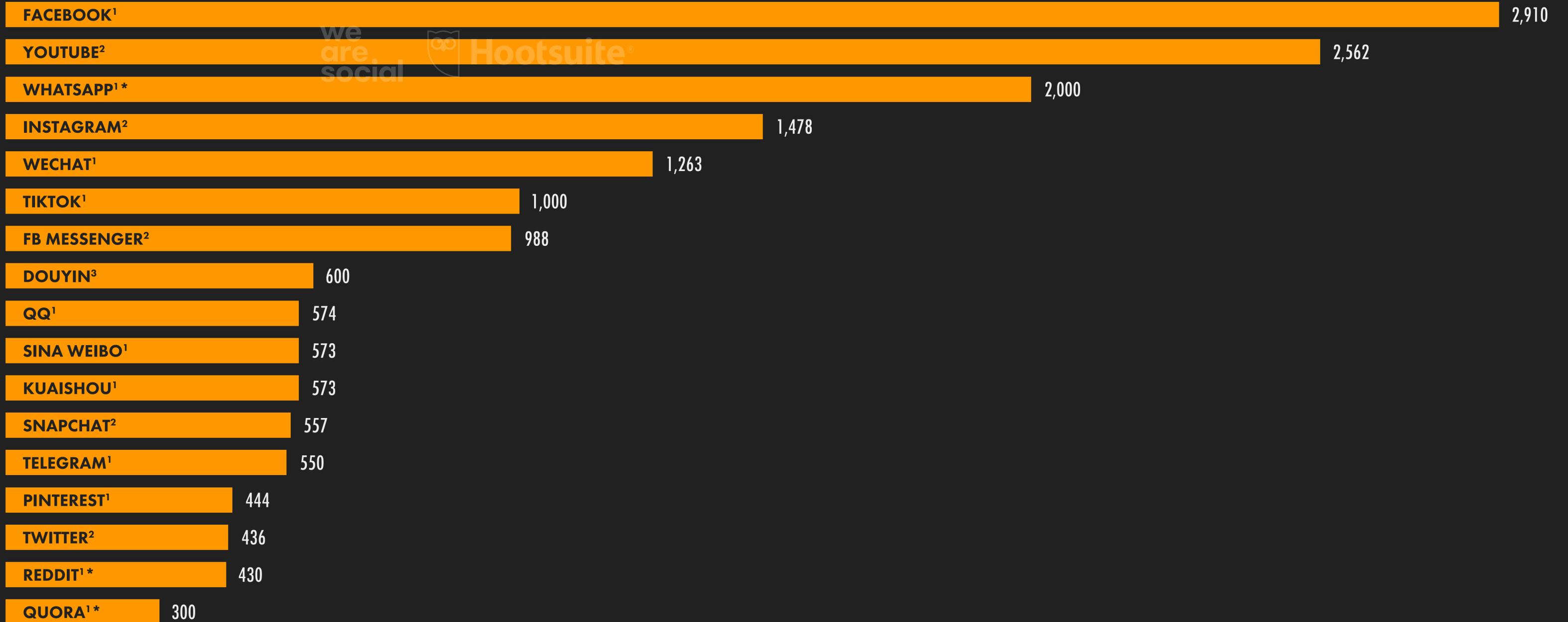
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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



GLOBAL OVERVIEW



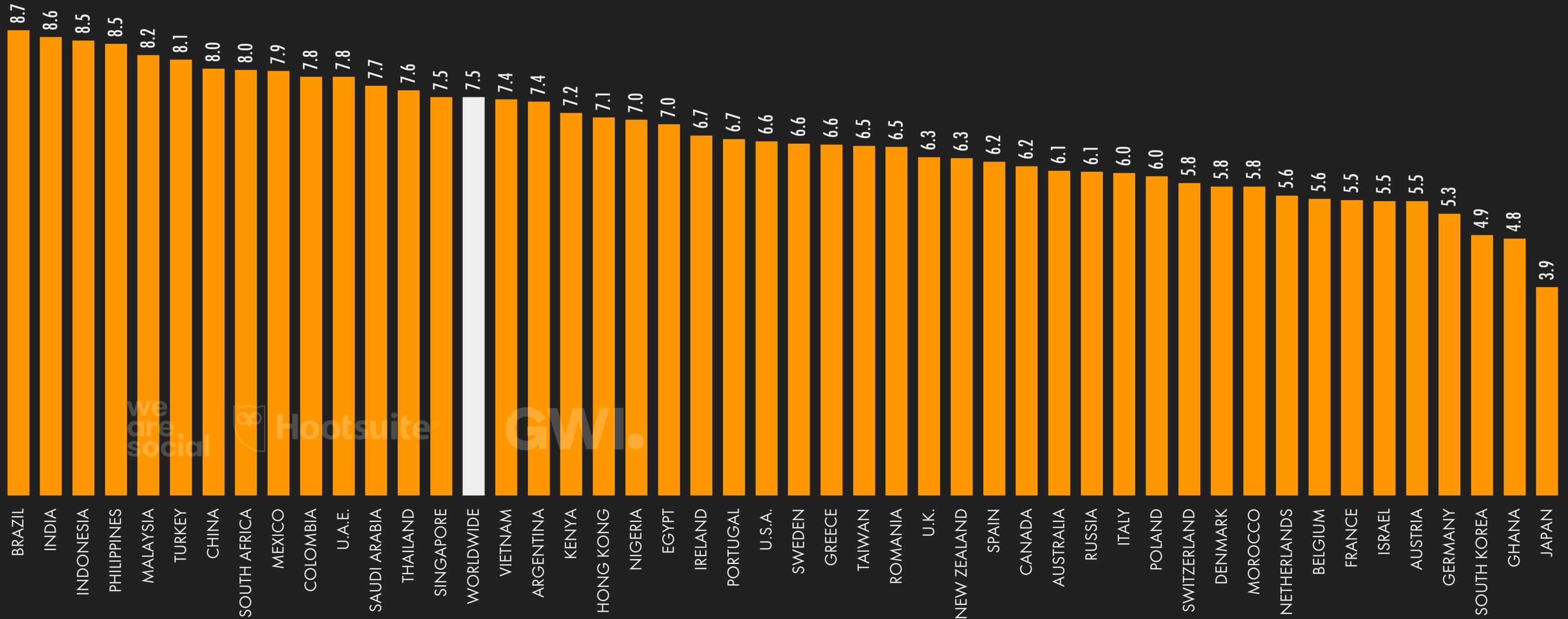
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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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



GLOBAL OVERVIEW



we are social

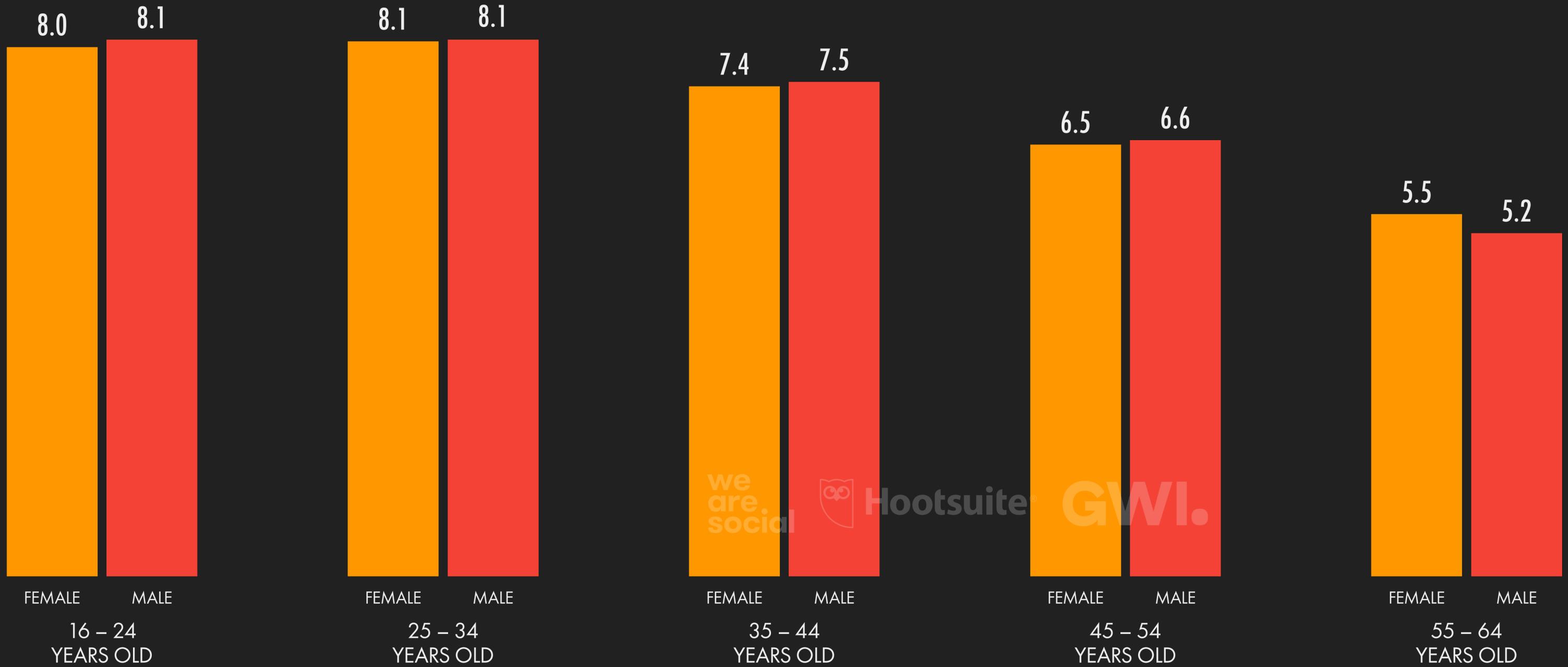
Hootsuite

GW

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# AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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



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# SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

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



	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	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

**SOURCE:** GWI (Q3 2021). SEE [GWI.COM](http://GWI.COM) FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE DATA FOR CHINA.** 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:** SURVEY CHANGES.

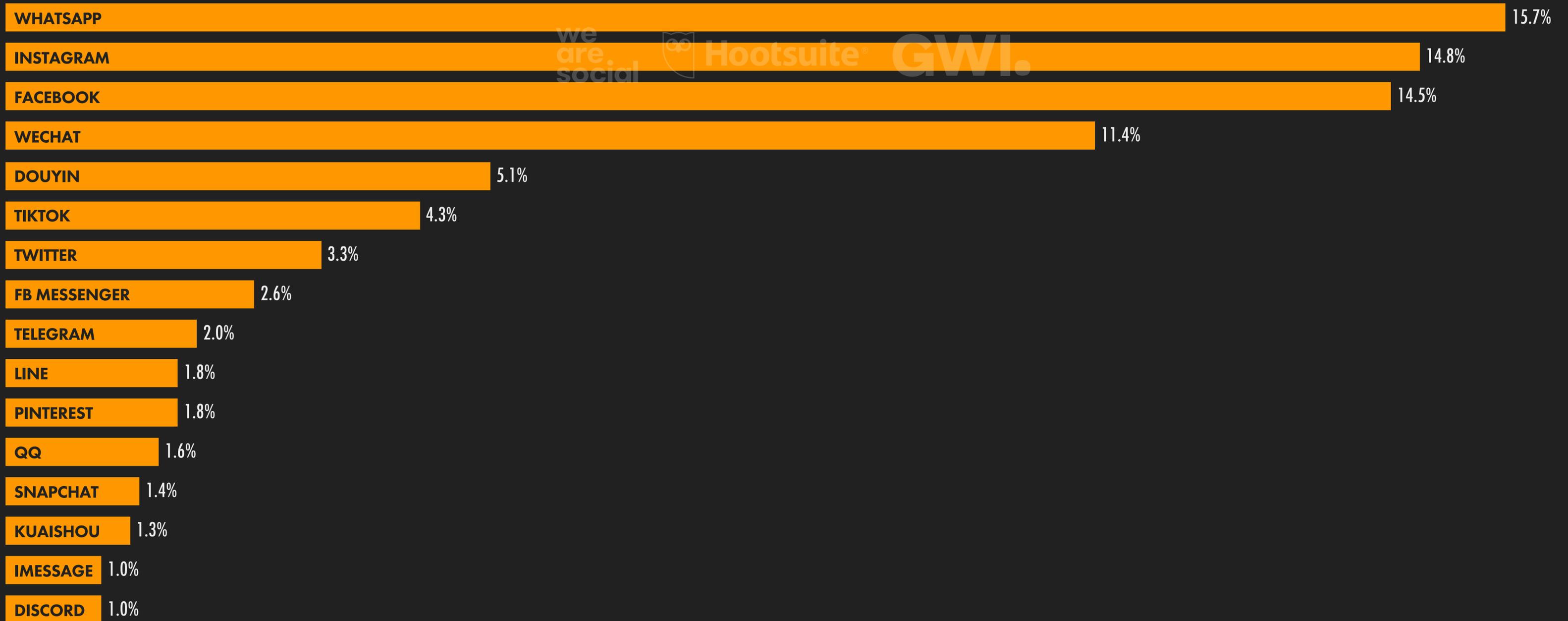
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# FAVOURITE SOCIAL MEDIA PLATFORMS

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



GLOBAL OVERVIEW



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2022**

# FAVOURITE SOCIAL MEDIA PLATFORMS

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



GLOBAL OVERVIEW

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.0%	14.0%	15.1%	17.2%	<b>20.4%</b>
INSTAGRAM	<b>25.6%</b>	<b>17.8%</b>	12.7%	9.9%	6.9%
FACEBOOK	7.3%	13.0%	<b>15.7%</b>	<b>18.0%</b>	19.2%
WECHAT	8.5%	12.9%	14.5%	13.0%	8.7%
DOUYIN	4.1%	5.9%	5.8%	4.6%	3.6%
TIKTOK	8.9%	5.2%	3.8%	3.3%	1.5%
TWITTER	4.8%	2.6%	2.3%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.7%	3.7%
TELEGRAM	1.4%	1.4%	1.4%	1.0%	1.2%
LINE	0.9%	1.3%	2.4%	2.8%	4.4%

## 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	14.5%	15.7%	16.9%	<b>19.3%</b>	<b>19.6%</b>
INSTAGRAM	<b>22.8%</b>	13.8%	8.7%	6.3%	4.2%
FACEBOOK	11.1%	<b>15.9%</b>	<b>17.7%</b>	17.9%	18.9%
WECHAT	7.5%	12.0%	14.2%	12.1%	10.9%
DOUYIN	4.1%	5.6%	6.3%	5.1%	4.2%
TIKTOK	5.4%	3.5%	2.7%	2.5%	1.5%
TWITTER	3.7%	3.6%	3.4%	3.5%	3.1%
FB MESSENGER	2.1%	2.7%	2.6%	2.6%	3.0%
TELEGRAM	3.1%	2.7%	2.3%	1.9%	1.7%
LINE	1.0%	1.2%	1.9%	2.7%	3.8%

**SOURCE:** GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** 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:** VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.

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# TIME SPENT WITH 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



23.7  
HOURS / MONTH

02: FACEBOOK



19.6  
HOURS / MONTH

03: WHATSAPP



18.6  
HOURS / MONTH

04: INSTAGRAM



11.2  
HOURS / MONTH

05: TIKTOK



19.6  
HOURS / MONTH

06: FACEBOOK MESSENGER



3.0  
HOURS / MONTH

07: TWITTER



5.1  
HOURS / MONTH

08: TELEGRAM



3.0  
HOURS / MONTH

09: LINE



11.6  
HOURS / MONTH

10: SNAPCHAT



3.0  
HOURS / MONTH

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# 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.

76.1%

SOCIAL  
NETWORKS



43.5%

QUESTION & ANSWER  
SITES (E.G. QUORA)



GWI.

21.5%

FORUMS AND  
MESSAGE BOARDS



17.2%

MESSAGING AND  
LIVE CHAT SERVICES



we  
are  
social

16.4%

MICRO-BLOGS  
(E.G. TWITTER)



GWI.

16.0%

VLOGS (BLOGS IN  
A VIDEO FORMAT)



14.7%

ONLINE PINBOARDS  
(E.G. PINTEREST)



10.8%

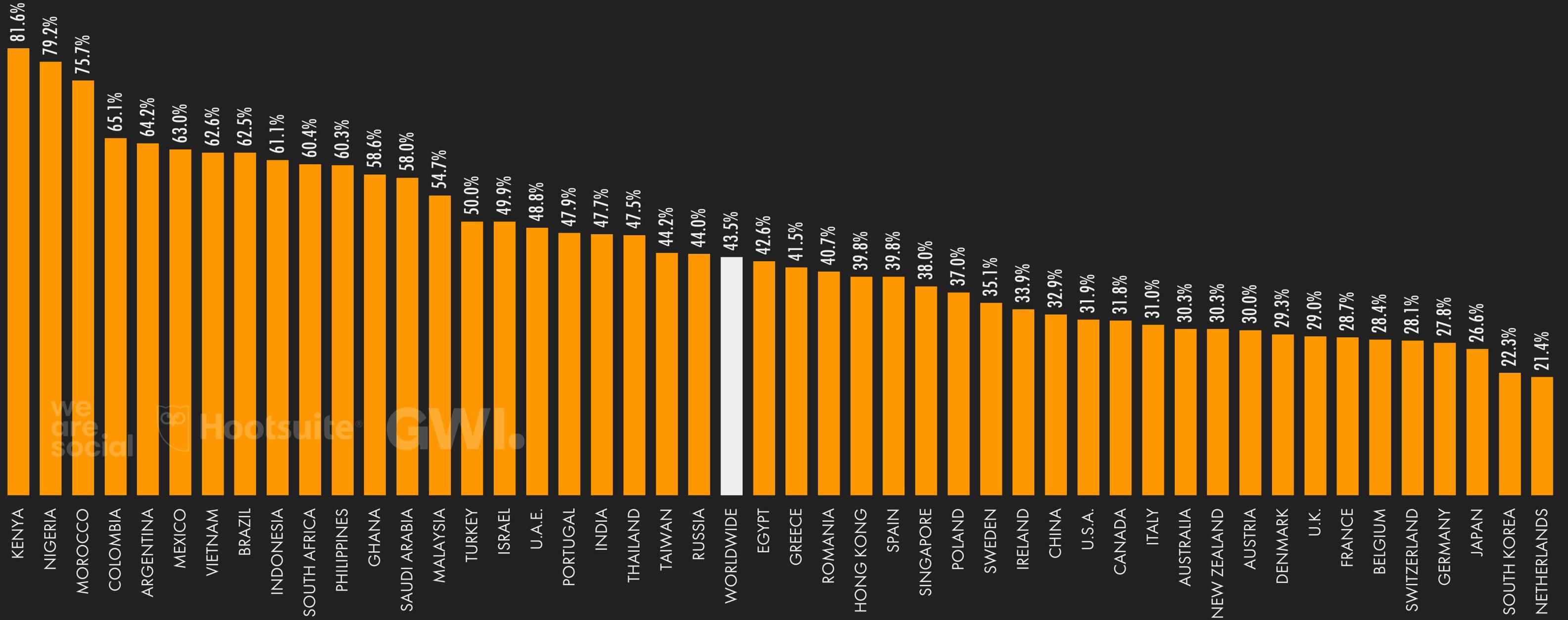
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# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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



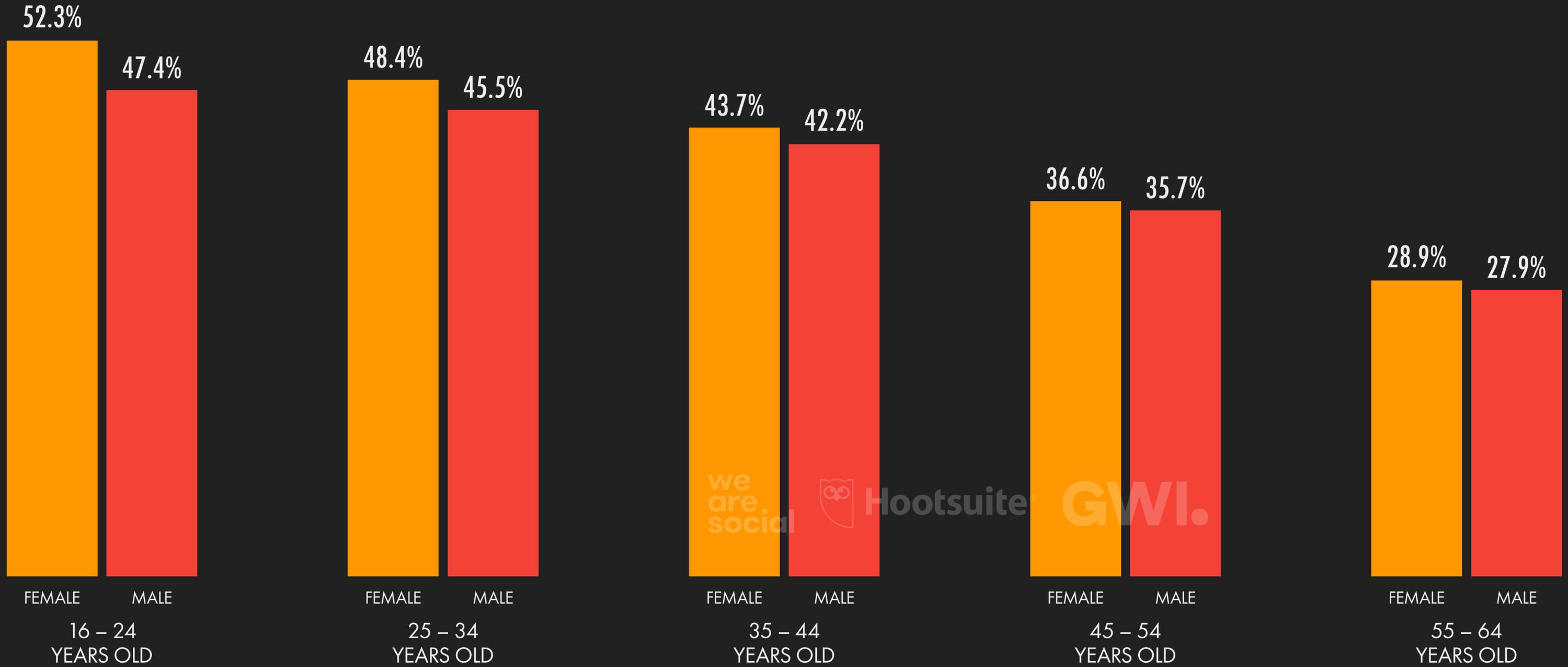
GLOBAL OVERVIEW



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# USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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



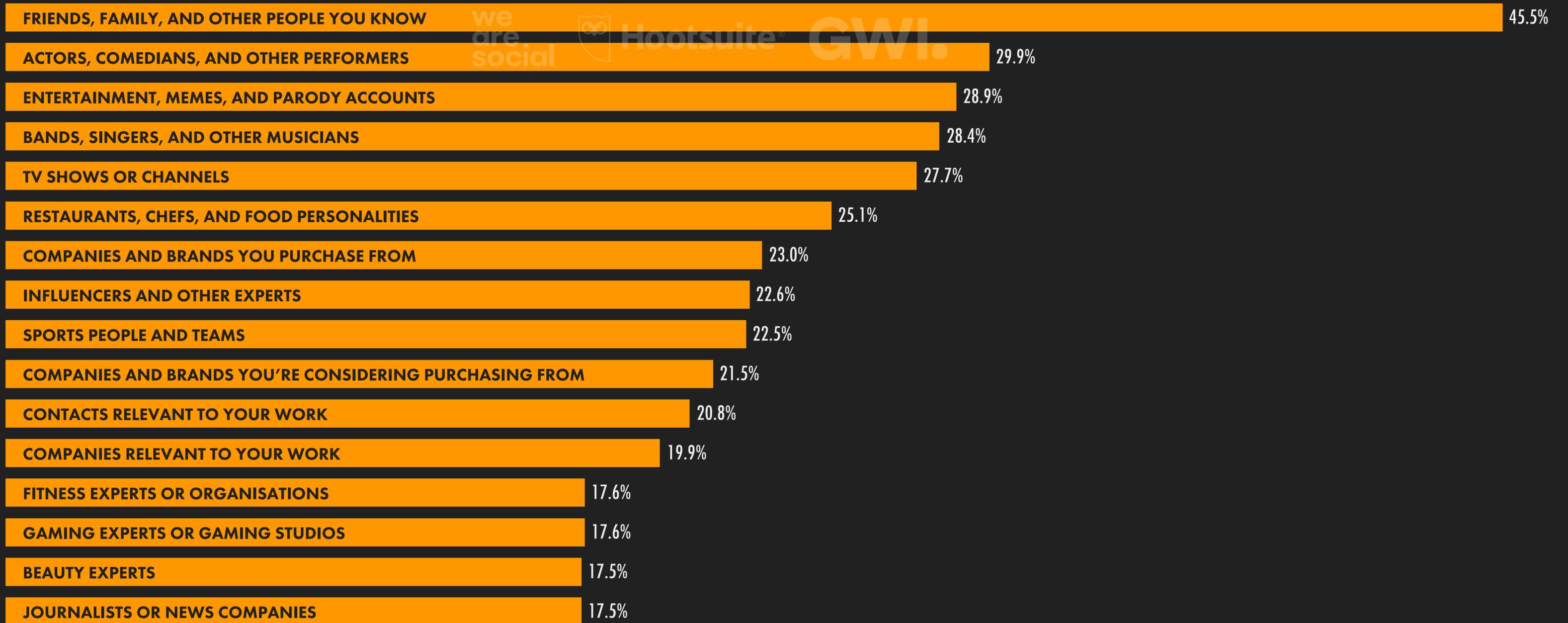
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# TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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



GLOBAL OVERVIEW



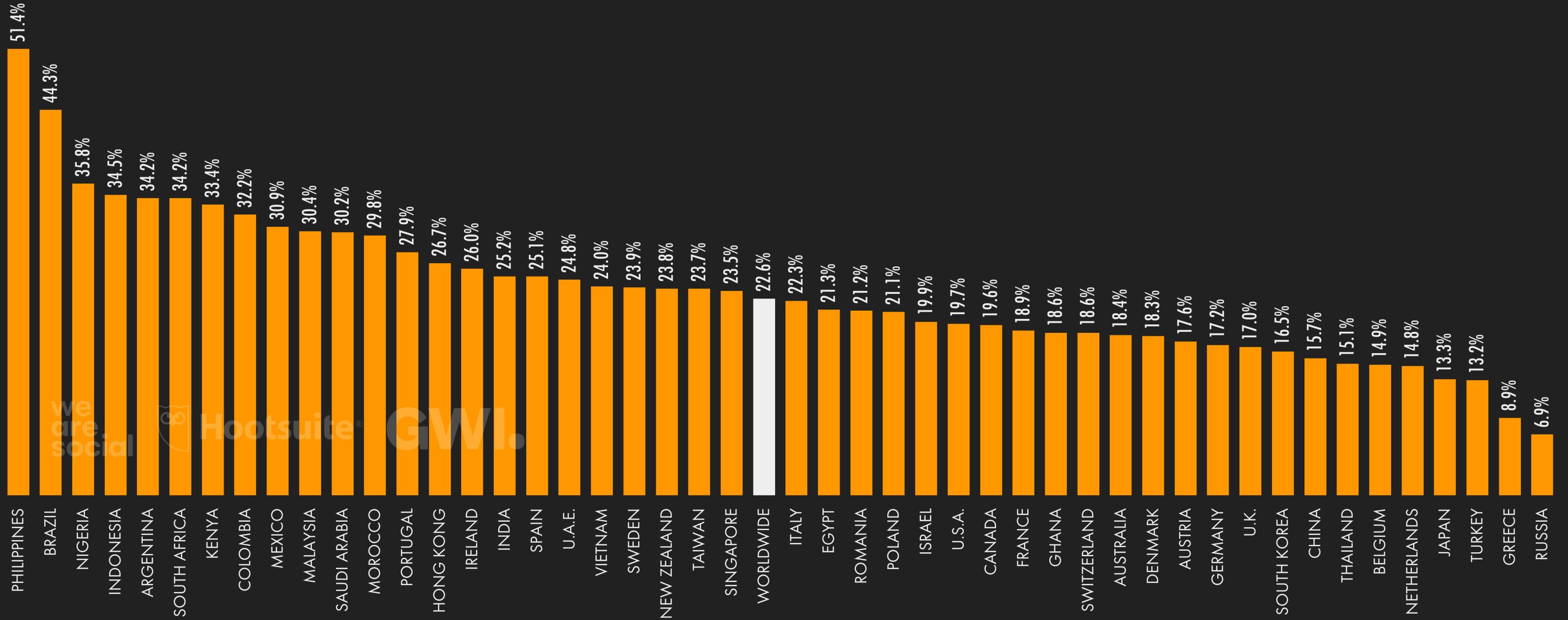
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# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA



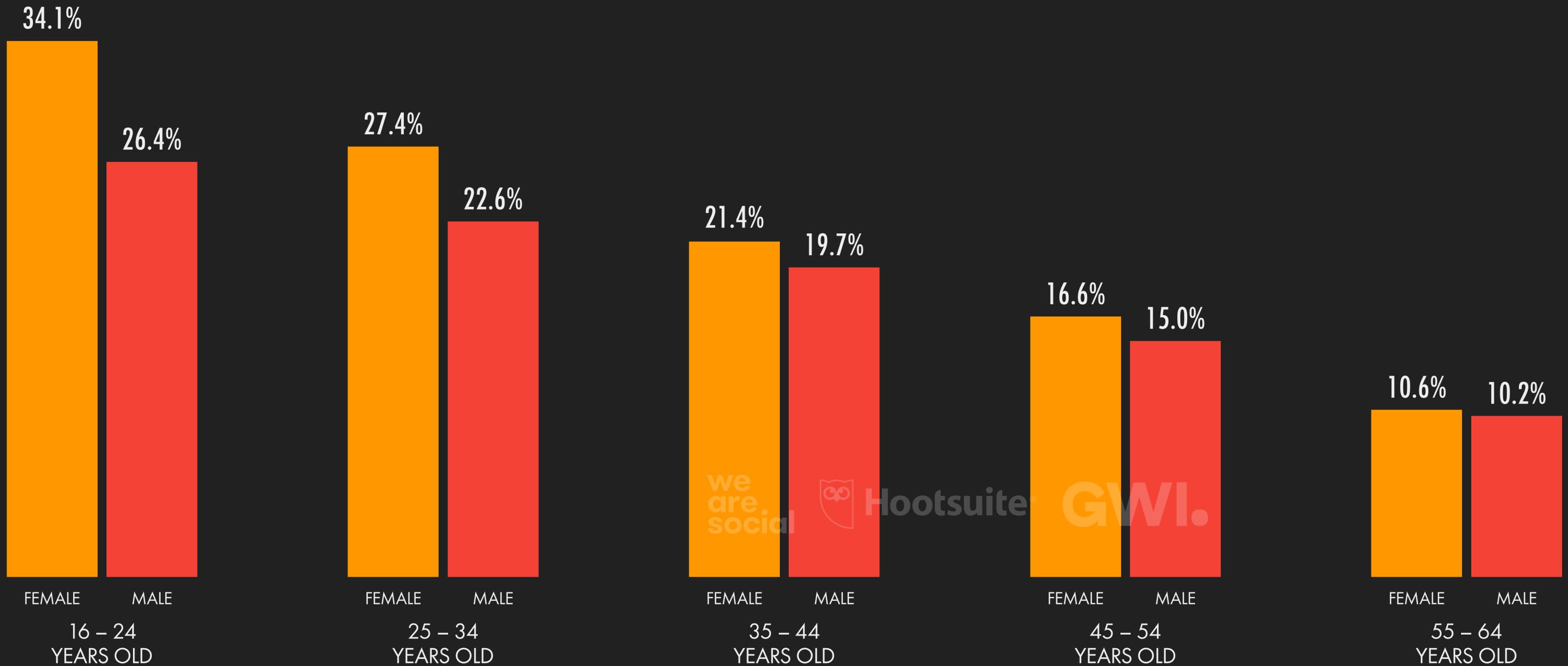
GLOBAL OVERVIEW



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# FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS WHO FOLLOW INFLUENCERS ON SOCIAL MEDIA



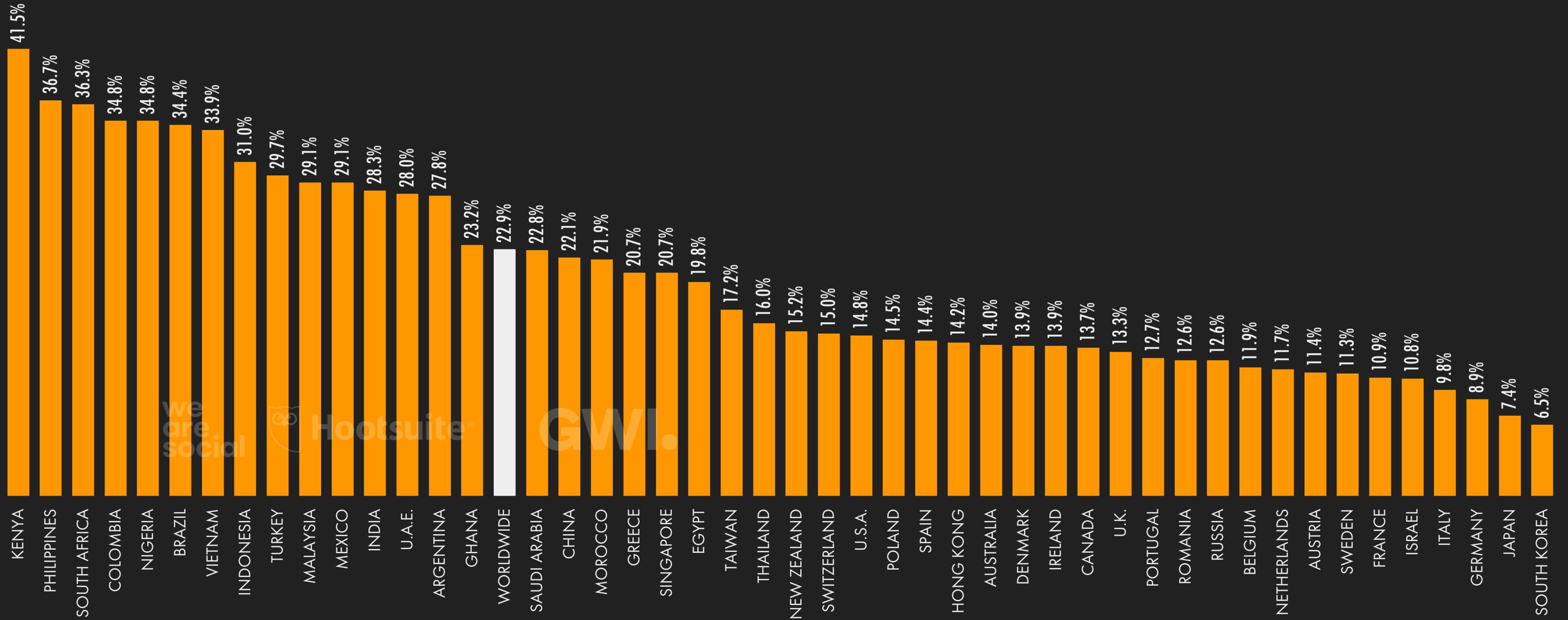
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# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH



GLOBAL OVERVIEW



we are social

Hootsuite®

GWJ.

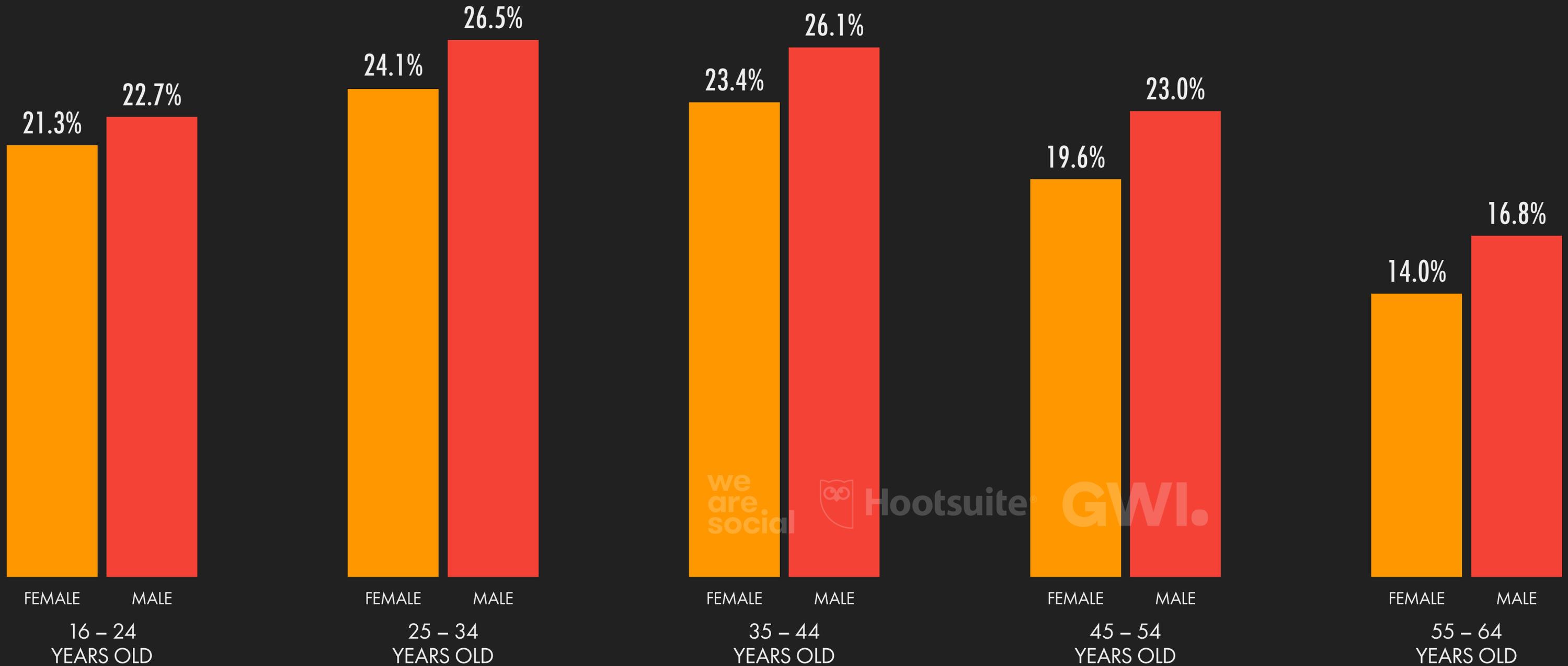
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2022

# USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK-RELATED NETWORKING OR RESEARCH



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2021). 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. **COMPARABILITY:** WE INCLUDED A CHART WITH A SIMILAR TITLE IN OUR PREVIOUS REPORTS, BUT THE DATA FEATURED ON THOSE PREVIOUS CHARTS USED A DIFFERENT DEFINITION OF USING SOCIAL MEDIA FOR WORK. FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

WE ARE SOCIAL'S PERSPECTIVE

**SOCIAL IN 2022****SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL****PRIME TIME  
PLATFORMS**

In a fragmented entertainment landscape, social has become the lynchpin of shared media consumption, with data from TikTok showing that 35% of its users say they've watched less TV and streaming services since downloading the app. It's creating opportunities for brands to engage audiences more in online storytelling.

**In 2022, brands should maximise entertainment value during key moments by collaborating with commentators.**

**SOCIAL  
CYNICISM**

Social media has become a little predictable, with 43% of Gen Z users globally agreeing that the algorithms which determine what we see on our feeds have a negative impact on their media diet. In response, creators are pushing back with content poking fun at overdone tropes and worn out memes, much to the delight of audiences.

**In 2022, brands should take themselves less seriously, and subvert industry tropes.**

**IN-FEED  
SYLLABUSES**

Across the globe, social media users are more likely to say they've learned practical life skills from social platforms than university (57% vs 51%). Now, social is being repurposed as a platform for self-directed learning, driven by immersive content formats and a renewed appreciation for innovative learning solutions.

**In 2022, brands should assert their values by educating people on important issues.**

## Hootsuite's Perspective

# Social Trends

With data from 18,100 survey respondents and insights from top industry experts, our [Social Trends 2022 report](#) covers this year's top social media trends.

### TREND 1

**Brands finally get community right (with the help of creators)**

As small, authentic communities become more prevalent on social media, brands that partner wisely with creators are connecting with new audiences, earning their trust, and gaining cultural capital.

### TREND 2

**Marketers get creative as consumers wise up to social ads**

Brands will be spending more on social ads in 2022. But if they want to make a splash, they'll have to work harder to create ads that mirror and enrich the distinct experience each social network offers.

### TREND 3

**Social quietly matures out of the marketing department**

As marketers become more confident in measuring the ROI of their social media efforts, high performers are spreading the love across the rest of their organization.

### TREND 4

**Social becomes the heart of the post-pandemic shopping experience**

Social commerce is here to stay. In 2022, small businesses will extend the customer experience across social and real-life storefronts, while large enterprises test the limits of the online shopping experience.

### TREND 5

**Social marketers save their brands from the customer service apocalypse**

Demand for customer service on social media continues to surge. And now, social marketers have a unique opportunity to play the hero and steer their organizations through the upheaval.



**[Learn more](#) about Hootsuite's 2022 social trends, download the full report, and see how you can put each trend into action.**



**FACEBOOK**



## CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

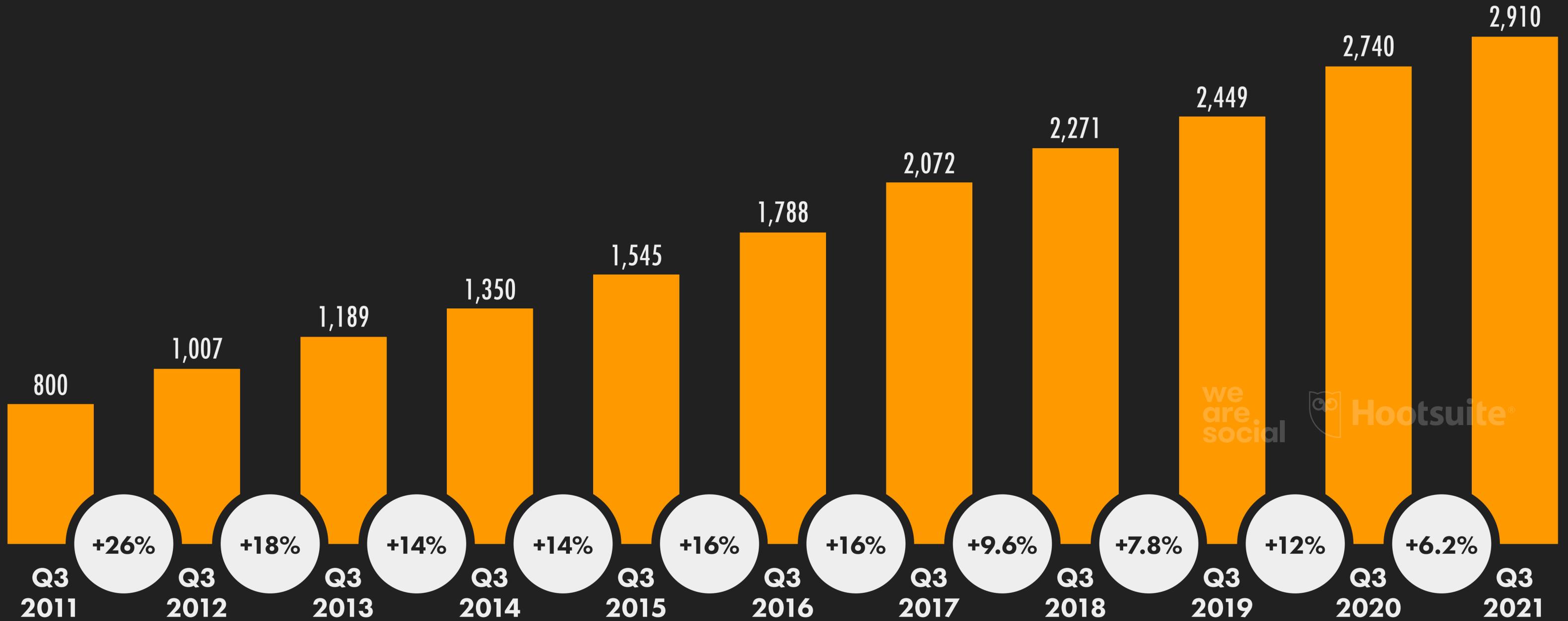
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# FACEBOOK MONTHLY ACTIVE USERS

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



GLOBAL OVERVIEW



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# FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE



TOTAL MONTHLY ACTIVE  
FACEBOOK USERS (MAU)



2.91  
BILLION



TOTAL FACEBOOK MAU  
vs. TOTAL POPULATION



36.8%



QUARTER-ON-QUARTER CHANGE  
IN TOTAL FACEBOOK MAU



+0.5%  
+15 MILLION



YEAR-ON-YEAR CHANGE  
IN TOTAL FACEBOOK MAU



+6.2%  
+170 MILLION

TOTAL FACEBOOK MAU  
vs. TOTAL INTERNET USERS



58.8%



TOTAL FACEBOOK MAU  
vs. POPULATION AGED 13+



47.1%



FACEBOOK DAILY ACTIVE USERS  
vs. MONTHLY ACTIVE USERS



66.3%



FACEBOOK ADVERTISING REACH  
vs. TOTAL FACEBOOK MAU



72.5%

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# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

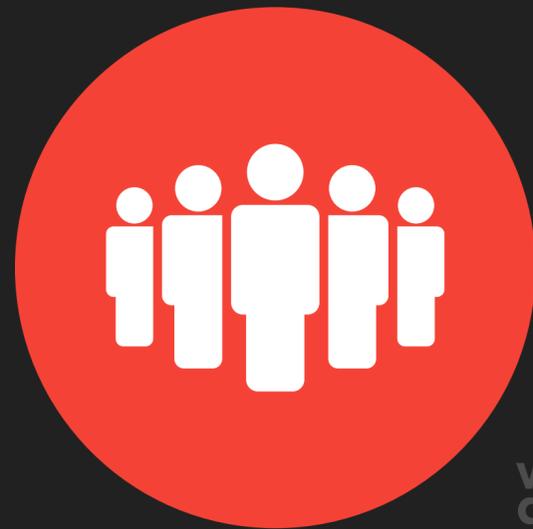


POTENTIAL AUDIENCE  
THAT META REPORTS  
CAN BE REACHED WITH  
ADS ON FACEBOOK



**2.11**  
BILLION

FACEBOOK'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION



**26.7%**

FACEBOOK'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+



**34.1%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE



**43.4%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE

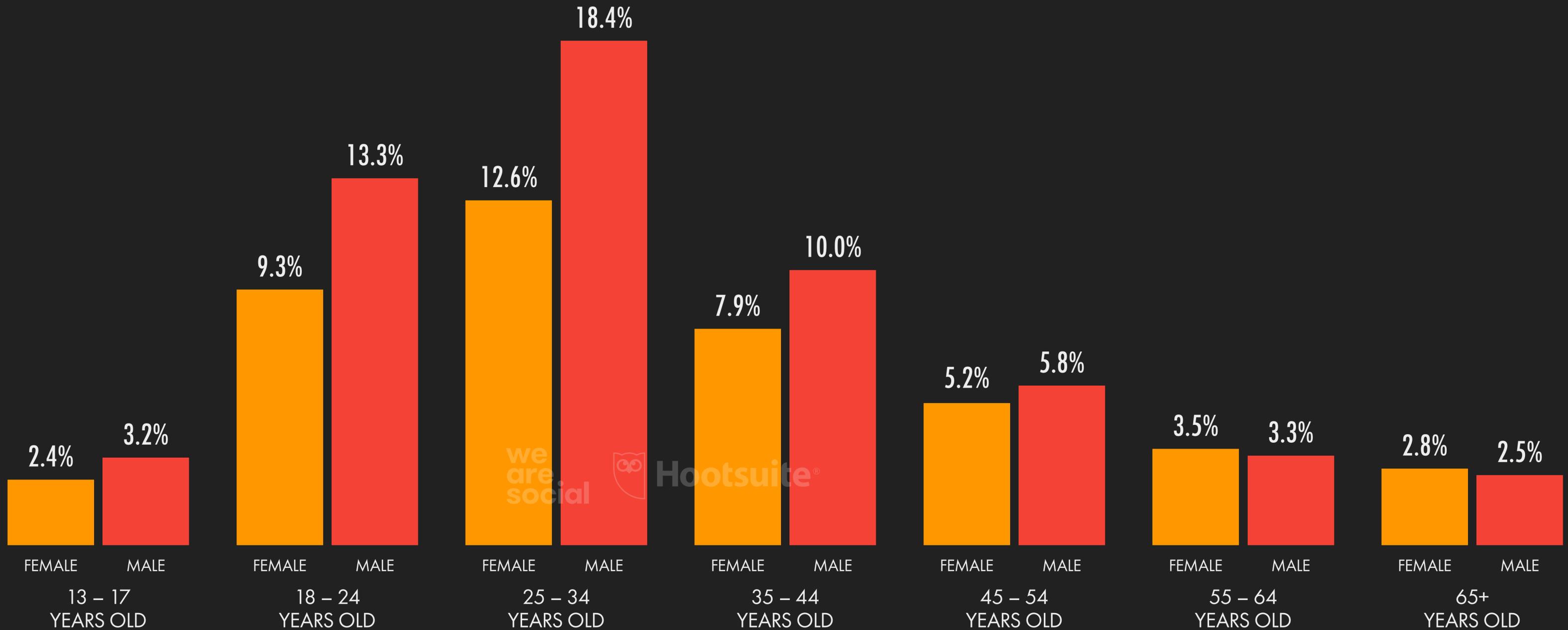


**56.6%**

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# FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

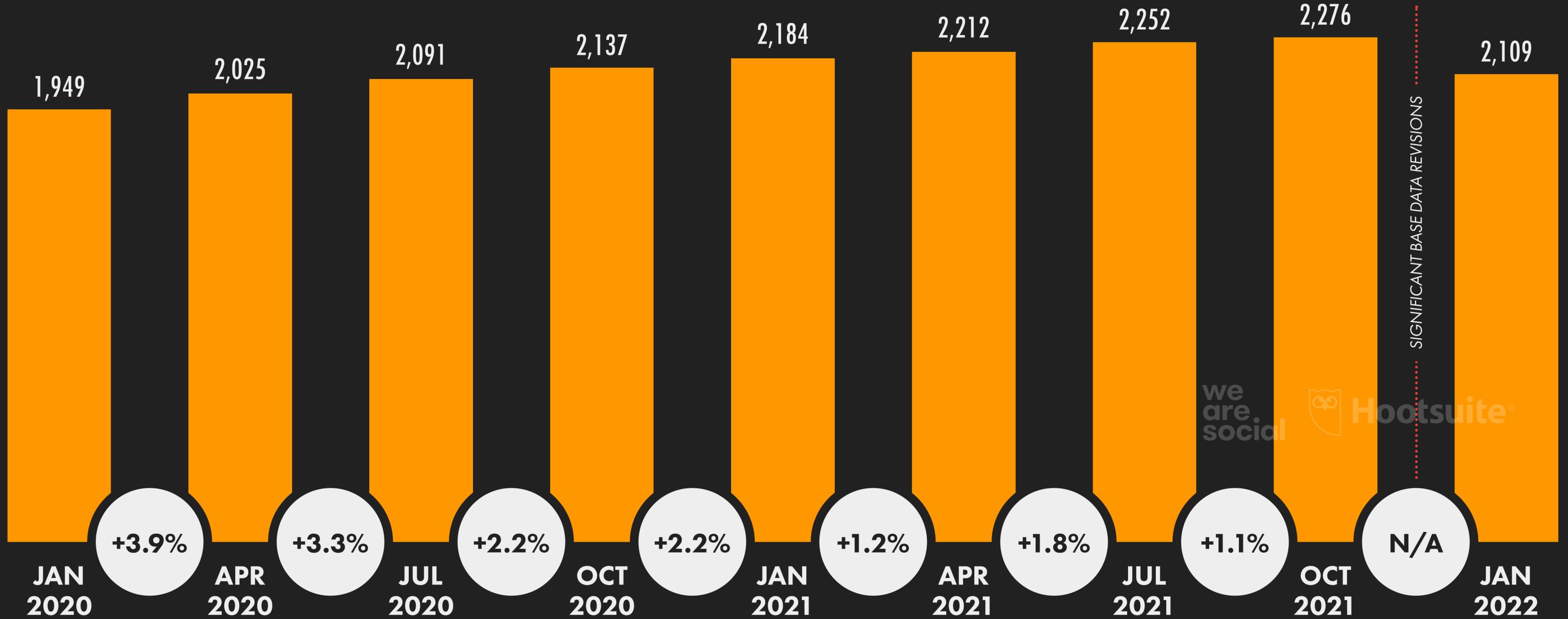


**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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2022

# FACEBOOK ADVERTISING REACH

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



**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

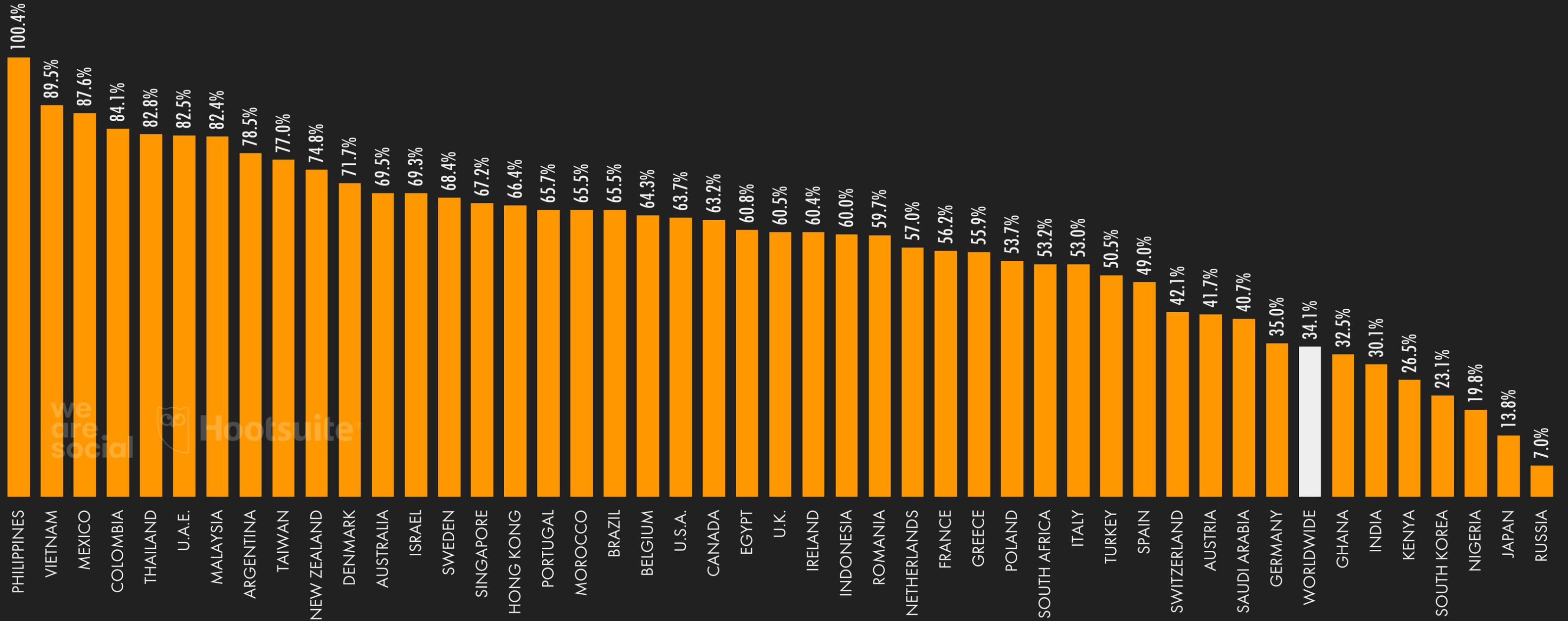
JAN  
2022

# FACEBOOK ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF FACEBOOK ADS COMPARED WITH POPULATION AGED 13+



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

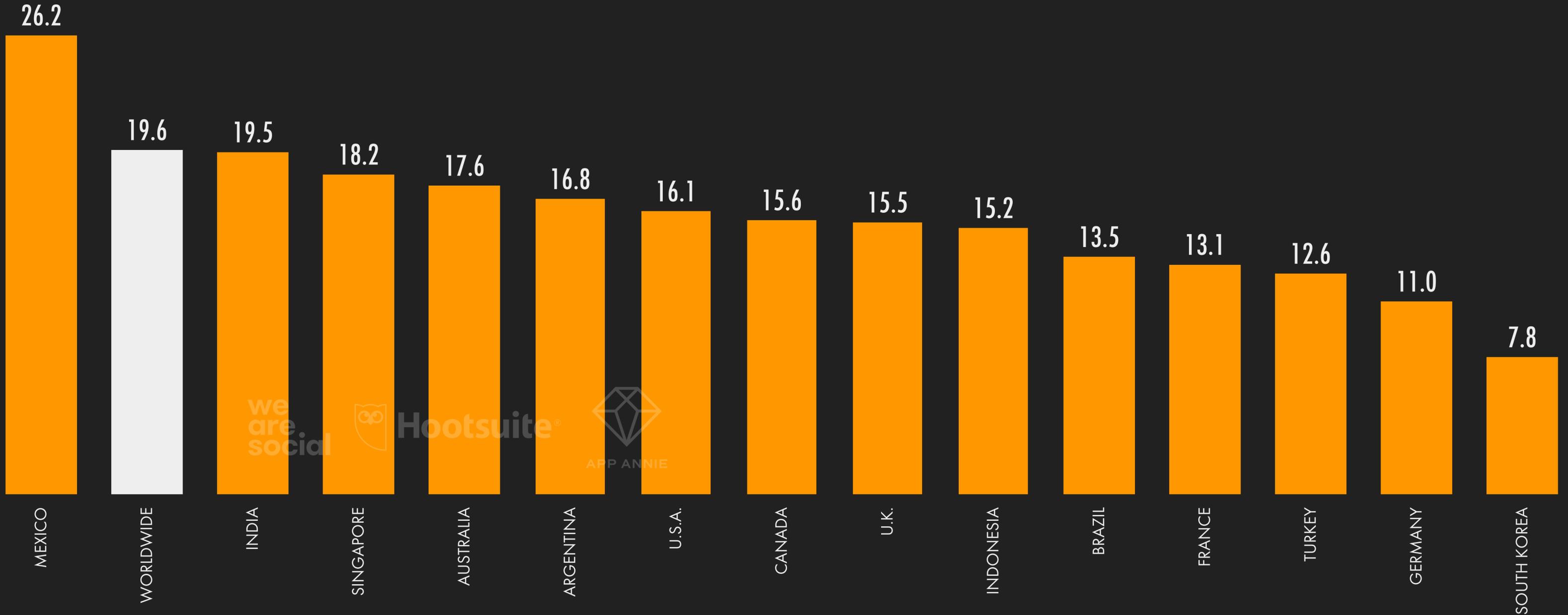
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2022

# 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



JAN  
2022

# FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	329,650,000	30.1%	11	PAKISTAN	43,550,000	27.5%
02	U.S.A.	179,650,000	63.7%	12	COLOMBIA	35,150,000	84.1%
03	INDONESIA	129,850,000	60.0%	13	U.K.	35,050,000	60.5%
04	BRAZIL	116,000,000	65.5%	14	TURKEY	34,400,000	50.5%
05	MEXICO	89,700,000	87.6%	15	FRANCE	31,350,000	56.2%
06	PHILIPPINES	83,850,000	100.4%*	16	ITALY	28,550,000	53.0%
07	VIETNAM	70,400,000	89.5%	17	ARGENTINA	28,400,000	78.5%
08	THAILAND	50,050,000	82.8%	18	NIGERIA	26,100,000	19.8%
09=	BANGLADESH	44,700,000	34.4%	19	GERMANY	25,750,000	35.0%
09=	EGYPT	44,700,000	60.8%	20	PERU	24,800,000	93.9%



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **\*NOTES:** "REACH vs. POP. 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

**JAN  
2022**

# FACEBOOK ELIGIBLE AD REACH RATE RANKING

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	103.3%*	2,500,000	11	ARUBA	87.8%	80,550
02	LIBYA	101.7%*	5,450,000	12	MEXICO	87.6%	89,700,000
03	PHILIPPINES	100.4%*	83,850,000	13	BOLIVIA	86.3%	7,650,000
04	PERU	93.9%	24,800,000	14	ICELAND	85.5%	246,900
05	TONGA	93.8%	70,850	15	GREENLAND	85.1%	39,800
06	MALTA	92.9%	359,850	16	COLOMBIA	84.1%	35,150,000
07	CAMBODIA	92.6%	11,600,000	17	BRUNEI	83.0%	298,600
08	ECUADOR	92.2%	12,700,000	18	THAILAND	82.8%	50,050,000
09	VIETNAM	89.5%	70,400,000	19	GEORGIA	82.5%	2,700,000
10	SAMOA	88.4%	120,650	20	U.A.E.	82.5%	7,200,000



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **\*NOTES:** "REACH vs. POP. 13+" VALUES SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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2022

# DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER



USE ANY KIND OF  
MOBILE PHONE



98.5%

ONLY USE LAPTOP OR  
DESKTOP COMPUTER



1.5%

USE BOTH COMPUTERS  
AND MOBILE PHONES



16.7%

ONLY USE MOBILE  
PHONES (ANY TYPE)



81.8%

JAN  
2022

# FACEBOOK POST ENGAGEMENT BENCHMARKS

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



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



locowise

0.07%

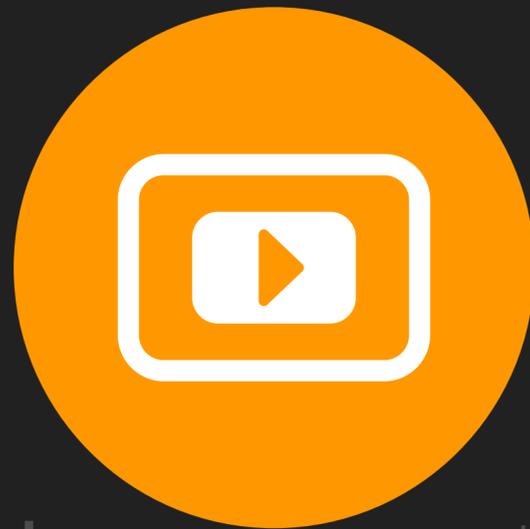
AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: PHOTO POSTS



we  
are  
social

0.11%

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: VIDEO POSTS



locowise

0.08%

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: LINK POSTS



Hootsuite

0.03%

AVERAGE FACEBOOK POST  
ENGAGEMENTS vs. PAGE  
FANS: STATUS POSTS



0.13%

JAN  
2022

# FACEBOOK MARKETPLACE AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS WITHIN FACEBOOK MARKETPLACE



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



**562.1**  
MILLION

FACEBOOK MARKETPLACE REACH AS A PERCENTAGE OF FACEBOOK'S TOTAL ADVERTISING REACH



**26.6%**

FACEBOOK MARKETPLACE ADVERTISING REACH AS A PERCENTAGE OF TOTAL POPULATION AGED 13+



**9.1%**

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



**44.9%**

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



**55.1%**

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2022

# MOST-FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	195,700,000	11	VIN DIESEL	108,000,000	21	NEYMAR JR.	88,000,000
02	SAMSUNG	161,700,000	12	TASTY	106,800,000	22	SELENA GOMEZ	86,600,000
03	CRISTIANO RONALDO	150,000,000	13	FC BARCELONA	106,400,000	23	PEOPLE'S DAILY, CHINA	86,000,000
04	MR. BEAN	129,000,000	14	LIONEL MESSI	105,000,000	24	MCDONALD'S	81,400,000
05	CGTN	117,000,000	15	CHINA DAILY	104,500,000	25	NETFLIX	79,800,000
06	5-MINUTE CRAFTS	116,500,000	16	YOUTUBE	103,600,000	26	LALIGA	78,800,000
07	SHAKIRA	114,000,000	17	RIHANNA	102,000,000	27	UEFA CHAMPIONS LEAGUE	76,200,000
08	REAL MADRID C.F.	112,100,000	18	EMINEM	94,000,000	28	MANCHESTER UNITED	76,100,000
09	WILL SMITH	111,000,000	19	CHINA XINHUA NEWS	92,200,000	29=	JASON STATHAM	76,000,000
10	COCA-COLA	109,200,000	20	JUSTIN BIEBER	91,000,000	29=	TAYLOR SWIFT	76,000,000





**YOUTUBE**

JAN  
2022

# YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE



POTENTIAL REACH OF  
ADS ON YOUTUBE



**2.56**  
BILLION



YOUTUBE AD REACH  
vs. TOTAL POPULATION



**32.4%**



YOUTUBE AD REACH vs.  
TOTAL INTERNET USERS



**51.8%**



YEAR-ON-YEAR CHANGE  
IN YOUTUBE AD REACH



**+11.9%**  
**+271 MILLION**

YOUTUBE'S ADVERTISING  
REACH: USERS AGED 18+



**2.09**  
BILLION



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



**37.7%**



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



**46.1%**



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



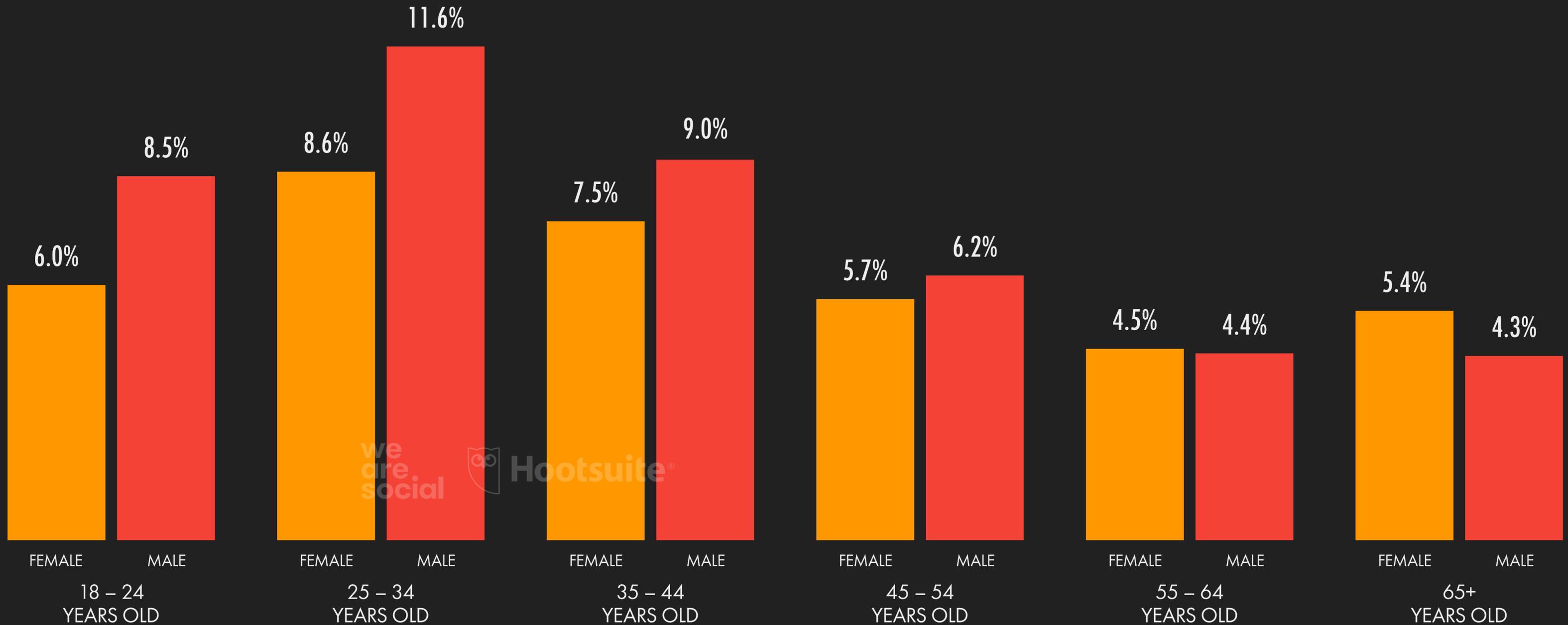
**53.9%**

**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 ADVERTISING 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.

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# YOUTUBE: ADVERTISING AUDIENCE PROFILE

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



we are social Hootsuite®

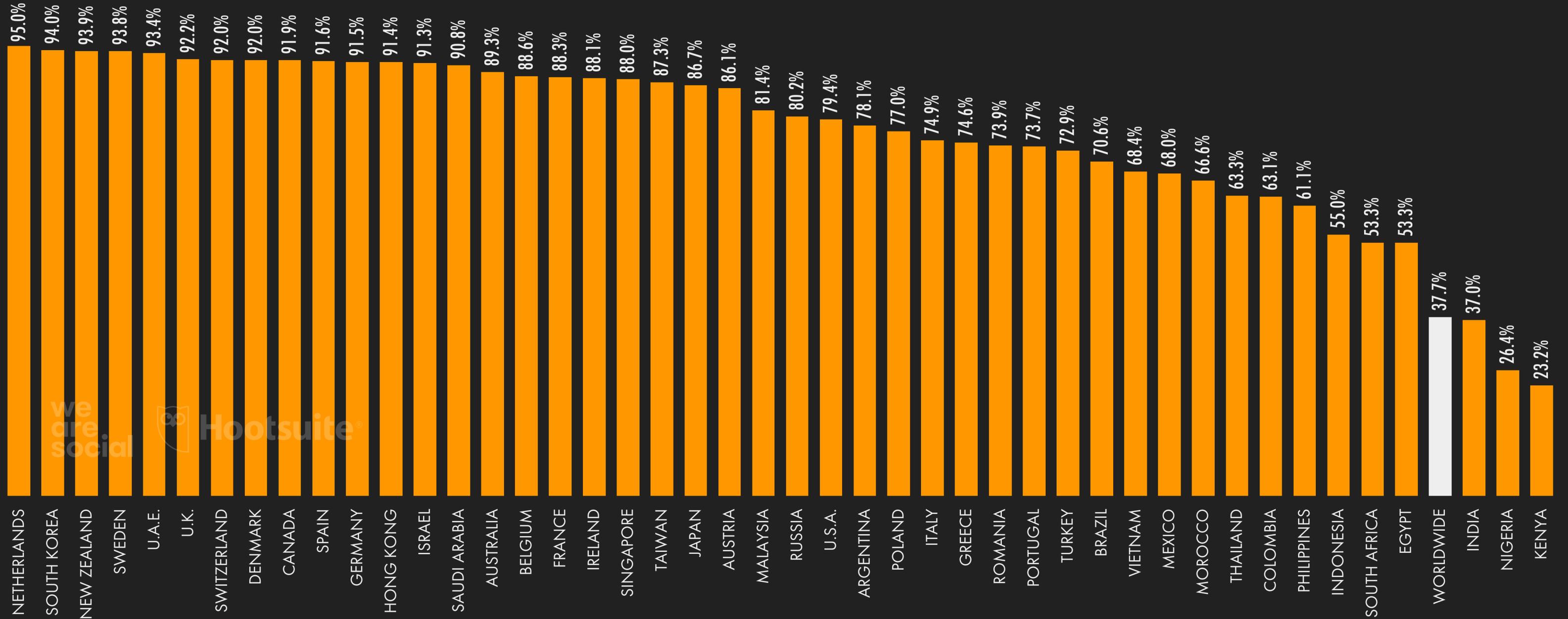
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# YOUTUBE ADVERTISING: REACH RATE AGE 18+

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



GLOBAL OVERVIEW



**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** REACH 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; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES COMPARE REACH OF YOUTUBE ADS AMONGST AUDIENCES AGED 18 AND ABOVE TO TOTAL POPULATION AGED 18 AND ABOVE.

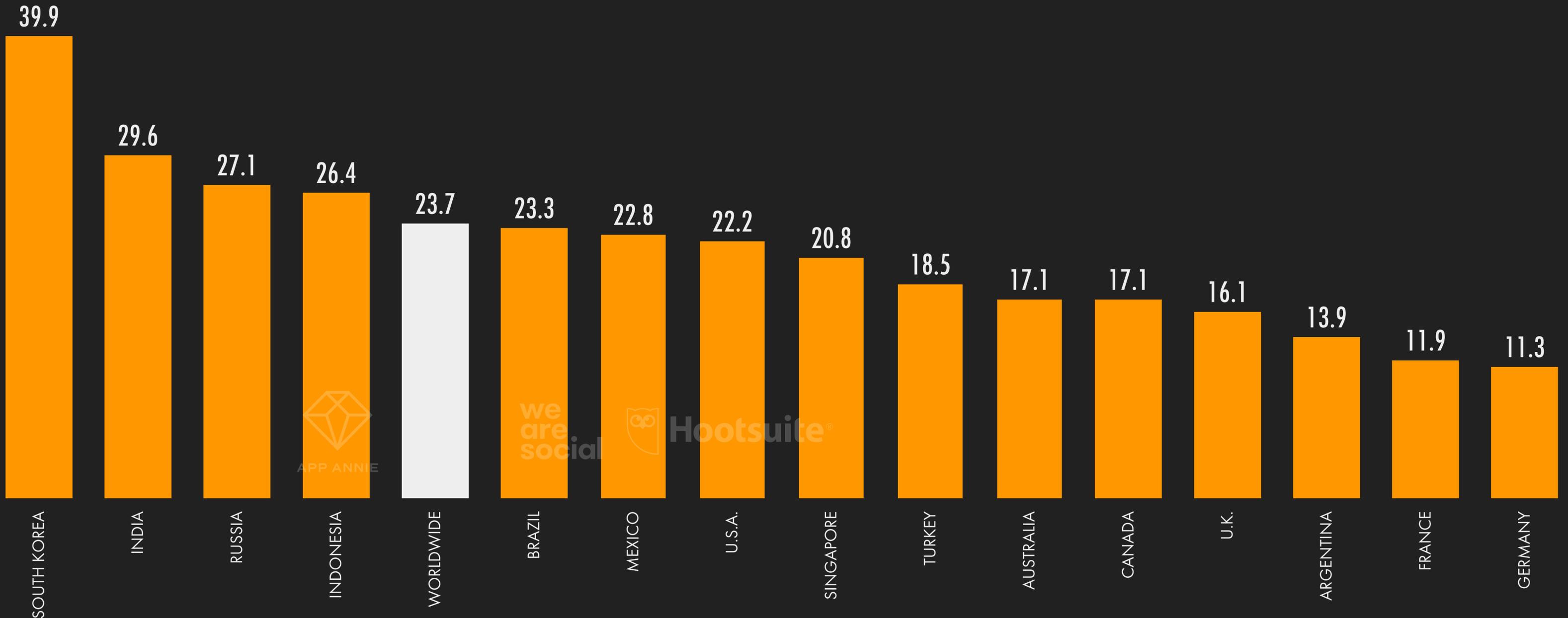
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2022

# 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



JAN  
2022

# YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH 18+ vs. POP. 18+
01	INDIA	467,000,000	37.0%	11	U.K.	57,600,000	92.2%
02	U.S.A.	247,000,000	79.4%	12	TURKEY	57,400,000	72.9%
03	INDONESIA	139,000,000	55.0%	13	PHILIPPINES	56,500,000	61.1%
04	BRAZIL	138,000,000	70.6%	14	FRANCE	52,600,000	88.3%
05	RUSSIA	106,000,000	80.2%	15	SOUTH KOREA	46,400,000	94.0%
06	JAPAN	102,000,000	86.7%	16	EGYPT	46,300,000	53.3%
07	MEXICO	80,600,000	68.0%	17	ITALY	43,200,000	74.9%
08	GERMANY	72,600,000	91.5%	18	THAILAND	42,800,000	63.3%
09	PAKISTAN	71,700,000	39.2%	19	SPAIN	40,700,000	91.6%
10	VIETNAM	62,500,000	68.4%	20	BANGLADESH	34,500,000	23.8%



**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **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. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

JAN  
2022

# YOUTUBE AD REACH RATE RANKING

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH	#	LOCATION	REACH 18+ vs. POP. 18+	TOTAL REACH
01	NETHERLANDS	95.0%	15,600,000	11	NORWAY	91.8%	4,640,000
02	SOUTH KOREA	94.0%	46,400,000	12	SPAIN	91.6%	40,700,000
03	NEW ZEALAND	93.9%	4,190,000	13	GERMANY	91.5%	72,600,000
04	SWEDEN	93.8%	8,730,000	14	HONG KONG	91.4%	6,680,000
05	U.A.E.	93.4%	9,060,000	15	ISRAEL	91.3%	7,060,000
06	QATAR	92.5%	2,650,000	16	FINLAND	91.1%	4,730,000
07	U.K.	92.2%	57,600,000	17	SAUDI ARABIA	90.8%	29,300,000
08	SWITZERLAND	92.0%	7,540,000	18	OMAN	90.3%	4,390,000
09	DENMARK	92.0%	4,970,000	19	KUWAIT	90.2%	3,620,000
10	CANADA	91.9%	33,300,000	20	AUSTRALIA	89.3%	21,300,000



**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **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. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH DEMOGRAPHIC DATA FOR USERS AGED 18+. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW YOUTUBE'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+. **COMPARABILITY:** "TOTAL REACH" FIGURE INCLUDES USERS OF ALL AGES; "REACH 18+ vs. POP. 18+" ONLY INCLUDES USERS AGED 18+.

JAN  
2022

# TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	39
03	DJ	22
04	DANCE	16
05	NEW SONG	15
06	TIKTOK	15
07	KARAOKE	14
08	MINECRAFT	13
09	CARTOON	13
10	FREE FIRE	10

#	SEARCH QUERY	INDEX
11	BTS	10
12	MUSICA	9
13	DJ SONG	7
14	HINDI SONG	7
15	ASMR	7
16	YOUTUBE	6
17	ROBLOX	6
18	افغاني	5
19	LIVE NEWS	4
20	PUNJABI SONG	4



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2022

# MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	203,000,000	176,456,800,000
02	COCOMELON - NURSERY RHYMES	126,000,000	118,089,000,000
03	SET INDIA	123,000,000	107,949,200,000
04	PEWDIEPIE	111,000,000	28,091,400,000
05	MRBEAST	87,500,000	14,287,900,000
06	🌸 KIDS DIANA SHOW	87,400,000	66,552,700,000
07	LIKE NASTYA	85,500,000	68,365,400,000
08	WWE	84,700,000	65,170,500,000
09	ZEE MUSIC COMPANY	80,500,000	43,765,100,000
10	VLAD AND NIKI	76,900,000	57,771,000,000



#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
11	5-MINUTE CRAFTS	75,300,000	22,237,000,000
12	BLACKPINK	71,200,000	21,936,900,000
13	JUSTIN BIEBER	67,000,000	26,878,200,000
14	CANAL KONDZILLA	65,200,000	35,756,200,000
15	GOLDMINES	63,800,000	14,574,100,000
16	HYBE LABELS	63,500,000	20,904,800,000
17	BANGTANTV	62,800,000	14,582,600,000
18	SONY SAB	61,700,000	69,318,600,000
19	ZEE TV	60,700,000	14,826,700,000
20	DUDE PERFECT	57,000,000	13,827,000,000



JAN  
2022

# MOST-VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – “VIDEO TITLE”	VIEWS	UPLOADED	LIKES
01	PINKFONG BABY SHARK - KIDS’ SONGS & STORIES – “BABY SHARK DANCE”	10,020,700,000	18 JUN 2016	33,000,000
02	LUIS FONSI FEATURING DADDY YANKEE – “DESPACITO”	7,704,400,000	13 JAN 2017	47,000,000
03	LOOLOO KIDS - NURSERY RHYMES AND CHILDREN’S SONGS – “JOHNY JOHNY YES PAPA”	6,104,700,000	08 OCT 2016	17,000,000
04	ED SHEERAN – “SHAPE OF YOU”	5,588,200,000	30 JAN 2017	28,000,000
05	WIZ KHALIFA FEATURING CHARLIE PUTH – “SEE YOU AGAIN ”	5,386,900,000	07 APR 2015	36,000,000
06	COCOMELON - NURSERY RHYMES – “BATH SONG”	4,868,900,000	02 MAY 2018	12,000,000
07	МИПОЛІКА ТБ – “LEARNING COLORS - COLORFUL EGGS ON A FARM”	4,548,400,000	27 FEB 2018	12,000,000
08	GET MOVIES – “MASHA AND THE BEAR - RECIPE FOR DISASTER (EPISODE 17)”	4,478,600,000	31 JAN 2012	7,700,000
09	MARK RONSON FEATURING BRUNO MARS – “UPTOWN FUNK”	4,428,500,000	19 NOV 2014	18,000,000
10	CHUCHU TV NURSERY RHYMES & KIDS SONGS – “PHONICS SONG WITH TWO WORDS”	4,412,900,000	07 MAR 2014	[HIDDEN]



**INSTAGRAM**

JAN  
2022

# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



1.48  
BILLION



INSTAGRAM AD REACH  
vs. TOTAL POPULATION



18.7%



QUARTER-ON-QUARTER CHANGE  
IN INSTAGRAM AD REACH



+6.1%  
+85 MILLION



YEAR-ON-YEAR CHANGE  
IN INSTAGRAM AD REACH



+21.0%  
+257 MILLION

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



29.9%



INSTAGRAM AD REACH  
vs. POPULATION AGED 13+



23.9%



FEMALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



49.3%



MALE INSTAGRAM AD REACH  
vs. TOTAL INSTAGRAM AD REACH



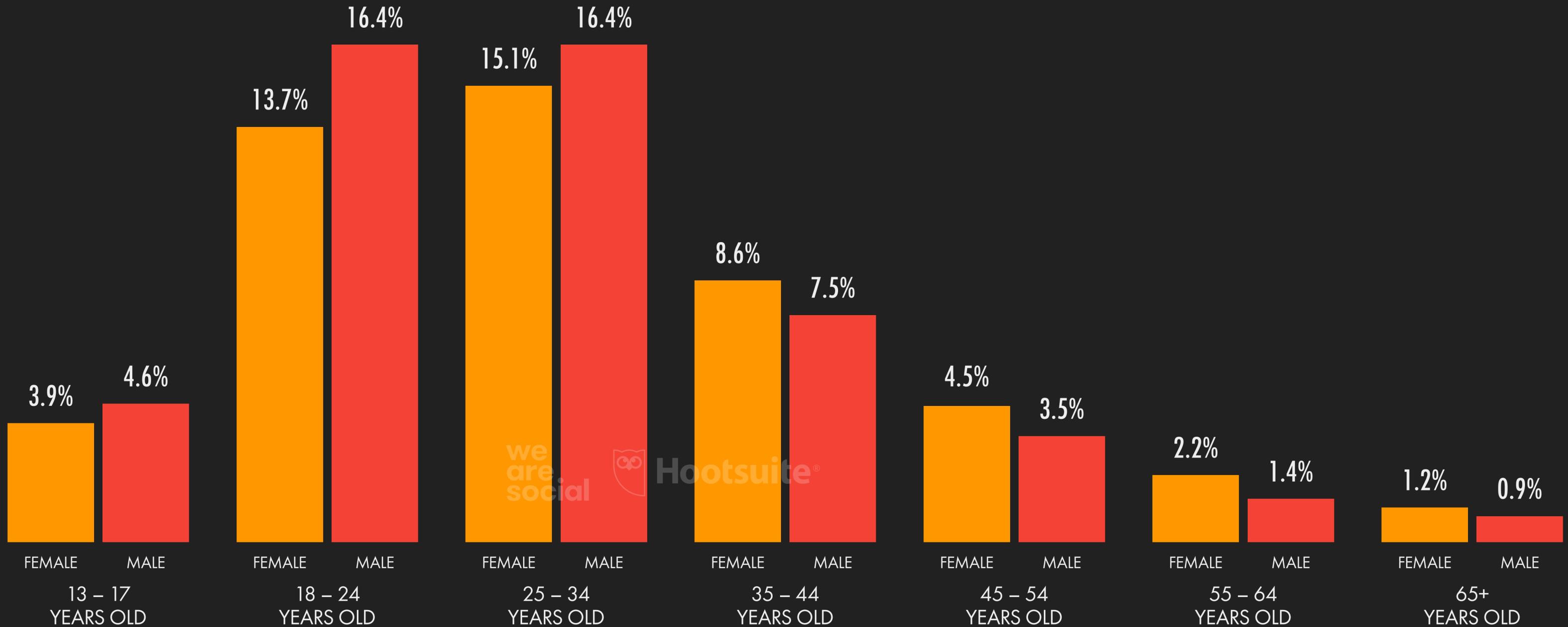
50.7%

**SOURCES:** META'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. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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2022

# INSTAGRAM: ADVERTISING AUDIENCE PROFILE

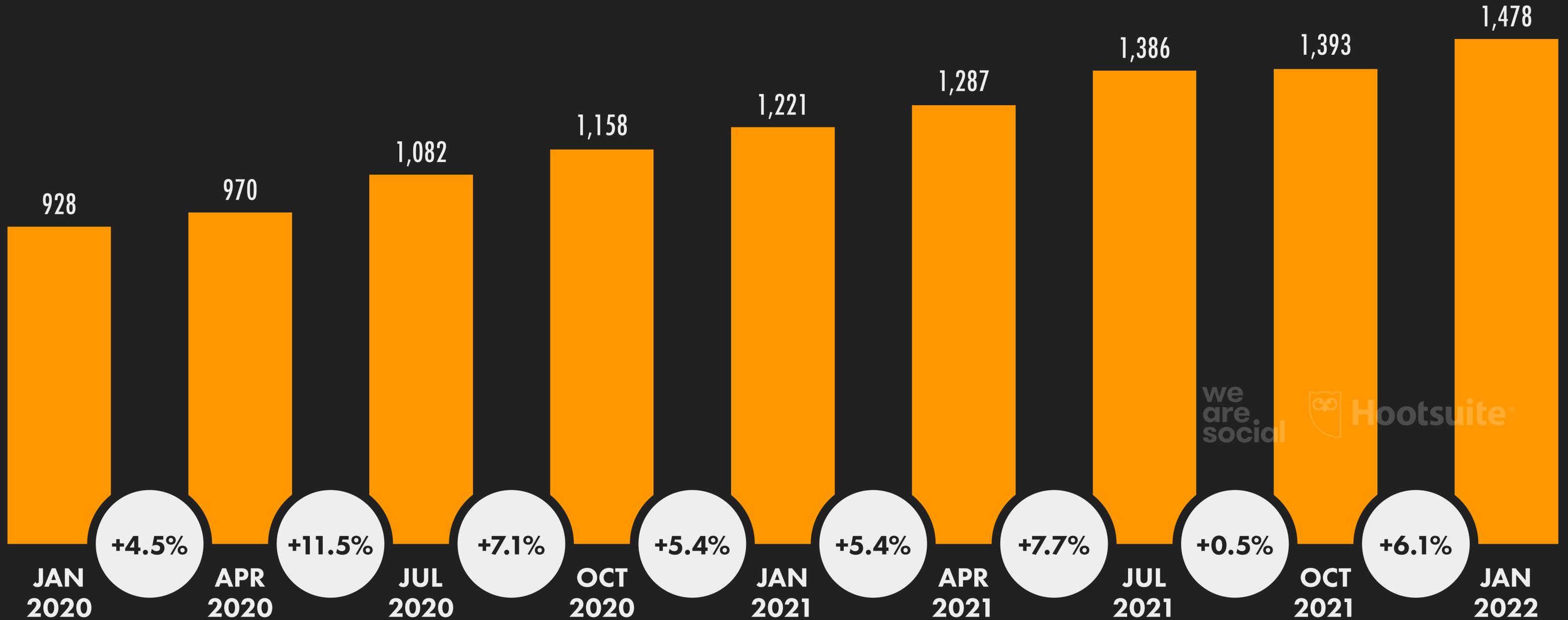
SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER



JAN  
2022

# INSTAGRAM ADVERTISING REACH

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



**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURE FOR JAN 2022 USES THE MIDPOINTS OF PUBLISHED RANGES; FIGURES FOR ALL OTHER DATES AS PUBLISHED IN META'S TOOLS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES FOR JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

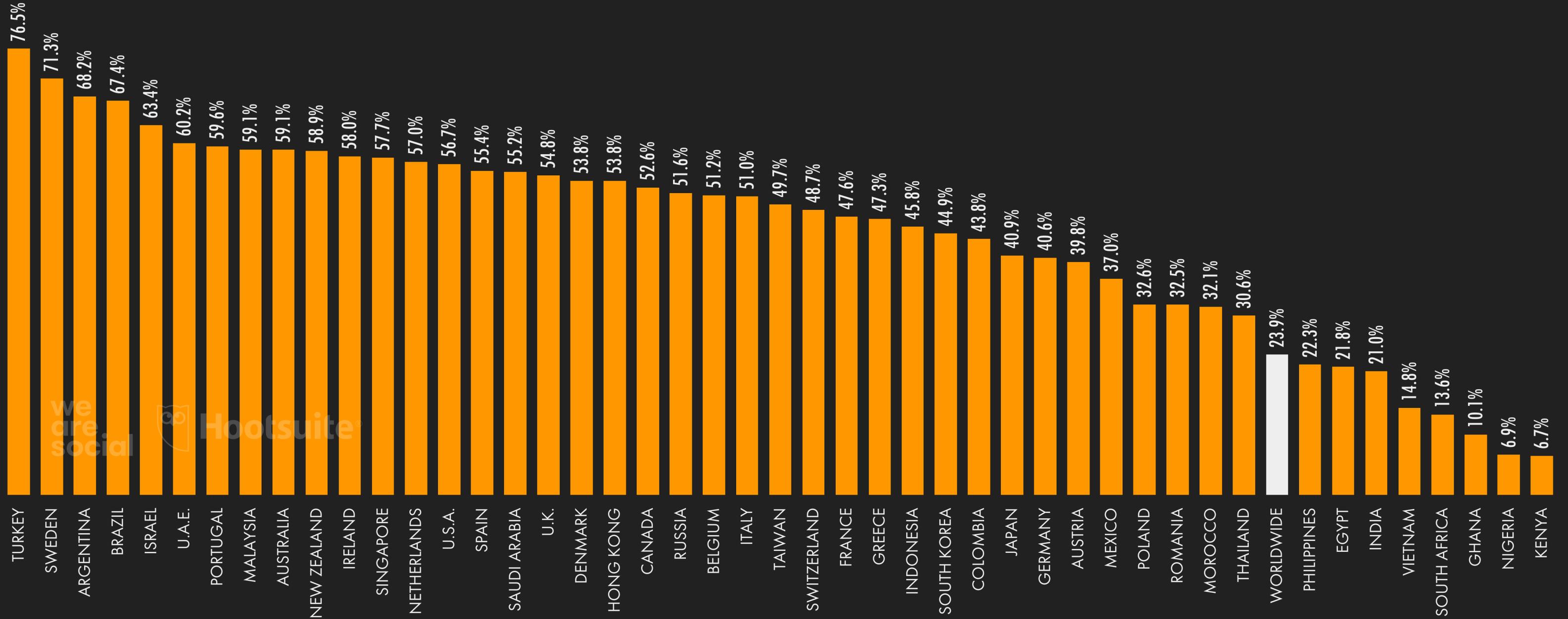
JAN  
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# INSTAGRAM ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS COMPARED WITH POPULATION AGED 13+



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

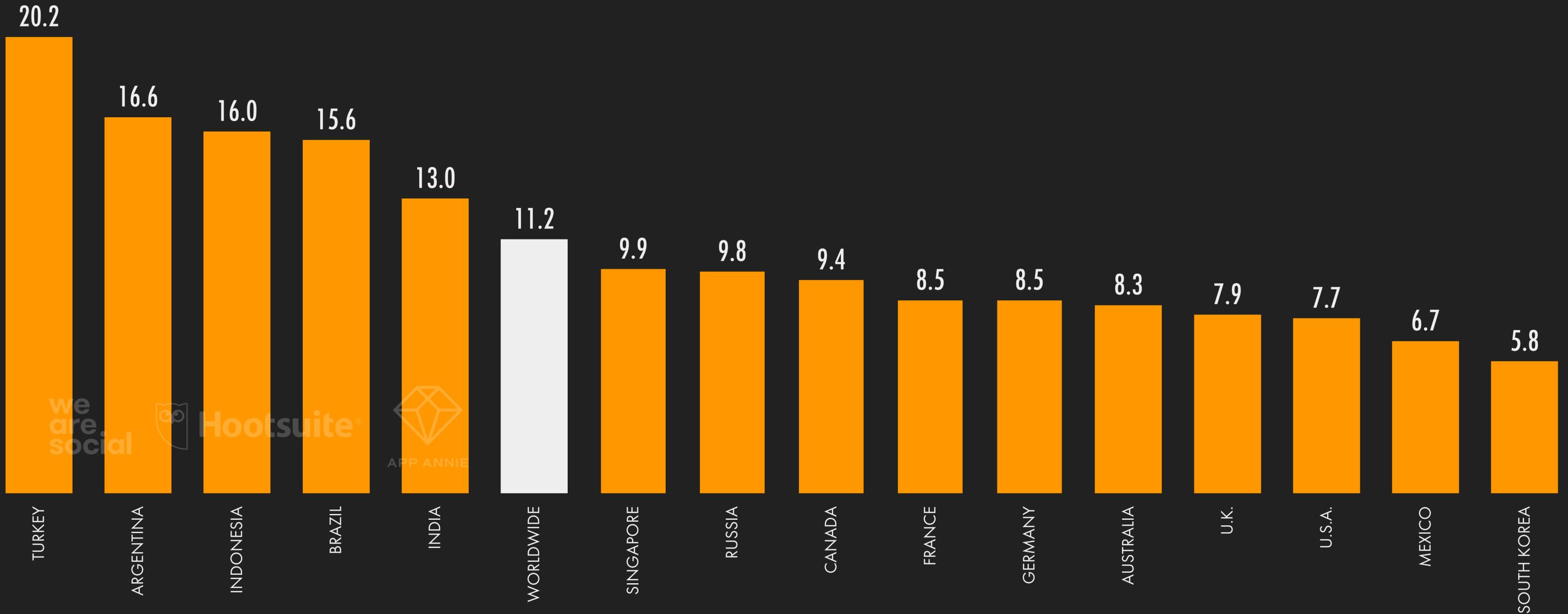
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# INSTAGRAM: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



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2022**

# INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	230,250,000	21.0%	11	ITALY	27,500,000	51.0%
02	U.S.A.	159,750,000	56.7%	12	FRANCE	26,550,000	47.6%
03	BRAZIL	119,450,000	67.4%	13	ARGENTINA	24,700,000	68.2%
04	INDONESIA	99,150,000	45.8%	14	SPAIN	22,850,000	55.4%
05	RUSSIA	63,000,000	51.6%	15	SOUTH KOREA	20,650,000	44.9%
06	TURKEY	52,150,000	76.5%	16	PHILIPPINES	18,650,000	22.3%
07	JAPAN	46,100,000	40.9%	17	THAILAND	18,500,000	30.6%
08	MEXICO	37,850,000	37.0%	18	COLOMBIA	18,300,000	43.8%
09	U.K.	31,750,000	54.8%	19	CANADA	17,400,000	52.6%
10	GERMANY	29,850,000	40.6%	20	UKRAINE	16,100,000	43.0%



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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+



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	BRUNEI	89.0%	319,900	11	PANAMA	70.3%	2,400,000
02	KAZAKHSTAN	82.7%	11,750,000	12	MONTENEGRO	69.9%	371,600
03	TURKEY	76.5%	52,150,000	13	BARBADOS	69.2%	171,600
04	CYPRUS	75.7%	794,300	14	ARGENTINA	68.2%	24,700,000
05	CAYMAN ISLANDS	75.5%	42,800	15	BAHRAIN	67.5%	1,003,250
06	ICELAND	73.8%	213,200	16	BRAZIL	67.4%	119,450,000
07	GUAM	72.8%	99,050	17	KUWAIT	67.0%	2,400,000
08	CHILE	72.3%	11,650,000	18	ANDORRA	63.6%	44,050
09	SWEDEN	71.3%	6,150,000	19	ISRAEL	63.4%	4,250,000
10	URUGUAY	71.2%	2,050,000	20	ARUBA	62.6%	57,450



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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



1.94%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR PHOTO POSTS



1.18%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR VIDEO POSTS



1.50%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



3.15%

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# INSTAGRAM STORIES AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH INSTAGRAM STORIES ADS



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



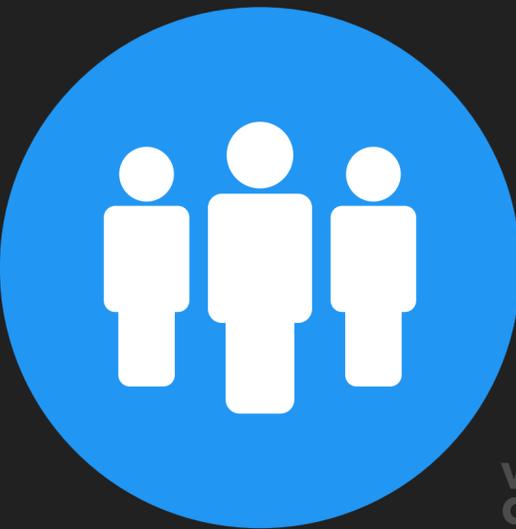
1.07  
BILLION

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



72.6%

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



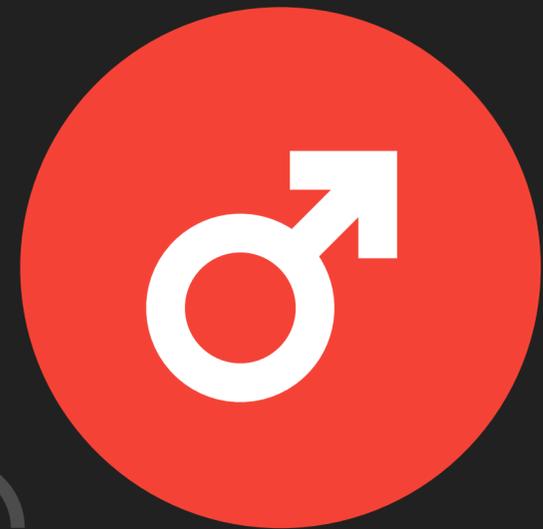
17.4%

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



51.1%

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



48.9%

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# INSTAGRAM REELS AUDIENCE OVERVIEW

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



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



**675.3**  
MILLION

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



**45.7%**

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



**10.9%**

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



**46.1%**

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



**53.9%**

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# INSTAGRAM SHOP AUDIENCE OVERVIEW

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



POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN THE INSTAGRAM SHOP TAB



187.6  
MILLION

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



12.7%

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



3.0%

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



57.8%

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



42.2%

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# INSTAGRAM EXPLORE TAB AUDIENCE OVERVIEW

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



GLOBAL OVERVIEW

POTENTIAL AUDIENCE THAT META REPORTS CAN BE REACHED WITH ADS IN THE INSTAGRAM EXPLORE TAB



we are social

792.4  
MILLION

INSTAGRAM EXPLORE TAB AD REACH AS A PERCENTAGE OF INSTAGRAM'S TOTAL ADVERTISING REACH



KEPIOS

53.6%

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



owl

12.8%

PERCENTAGE OF THE INSTAGRAM EXPLORE TAB AD AUDIENCE THAT META REPORTS IS FEMALE



we are social

51.2%

PERCENTAGE OF THE INSTAGRAM EXPLORE TAB AD AUDIENCE THAT META REPORTS IS MALE



48.8%

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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	458,300,000
02	CRISTIANO RONALDO	@CRISTIANO	387,500,000
03	KYLIE JENNER	@KYLIEJENNER	298,100,000
04	LIONEL MESSI	@LEOMESSI	298,000,000
05	ARIANA GRANDE	@ARIANAGRANDE	288,100,000
06	DWAYNE JOHNSON	@THEROCK	287,800,000
07	SELENA GOMEZ	@SELENAGOMEZ	287,100,000
08	KIM KARDASHIAN WEST	@KIMKARDASHIAN	276,800,000
09	BEYONCÉ	@BEYONCE	230,200,000
10	JUSTIN BIEBER	@JUSTINBIEBER	214,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KENDALL JENNER	@KENDALLJENNER	211,000,000
12	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	210,200,000
13	NATIONAL GEOGRAPHIC	@NATGEO	201,100,000
14	TAYLOR SWIFT	@TAYLORSWIFT	196,100,000
15	NIKE	@NIKE	191,800,000
16	JENNIFER LOPEZ	@JLO	190,300,000
17	VIRAT KOHLI	@VIRAT.KOHLI	177,600,000
18	NICKI MINAJ	@NICKIMINAJ	168,100,000
19	NEYMAR JR	@NEYMARJR	168,000,000
20	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	158,400,000

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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	667,200,000	21	#BEAUTY	488,400,000
02	#INSTAGOOD	1,479,800,000	12	#CUTE	656,300,000	22	#FITNESS	481,700,000
03	#FASHION	1,040,600,000	13	#TRAVEL	607,700,000	23	#FOOD	471,900,000
04	#PHOTOOFTHE DAY	981,700,000	14	#STYLE	601,600,000	24	#SELFIE	462,900,000
05	#ART	877,600,000	15	#FOLLOWME	590,300,000	25	#ME	462,300,000
06	#PHOTOGRAPHY	852,600,000	16	#TBT	586,700,000	26	#INSTALIKE	458,900,000
07	#INSTAGRAM	808,900,000	17	#INSTADAILY	577,000,000	27	#GIRL	443,400,000
08	#BEAUTIFUL	786,600,000	18	#REPOST	554,700,000	28	#PHOTO	433,700,000
09	#NATURE	689,700,000	19	#LIKE4LIKE	537,300,000	29	#FRIENDS	431,800,000
10	#PICOFTHE DAY	688,600,000	20	#SUMMER	522,200,000	30	#FUN	429,600,000





**TIKTOK**

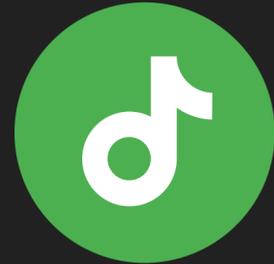
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# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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



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



884.9  
MILLION



TIKTOK AD REACH AGE 18+ vs. TOTAL POPULATION



11.2%



QUARTER-ON-QUARTER CHANGE IN TIKTOK AD REACH



+7.3%  
+60 MILLION



YEAR-ON-YEAR CHANGE IN TIKTOK AD REACH



[N/A]

TIKTOK AD REACH AGE 18+ vs. TOTAL INTERNET USERS



17.9%



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



15.9%



FEMALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH



57.0%



MALE TIKTOK AD REACH vs. TOTAL TIKTOK AD REACH



43.0%

**SOURCES:** BYTEDANCE'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. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".



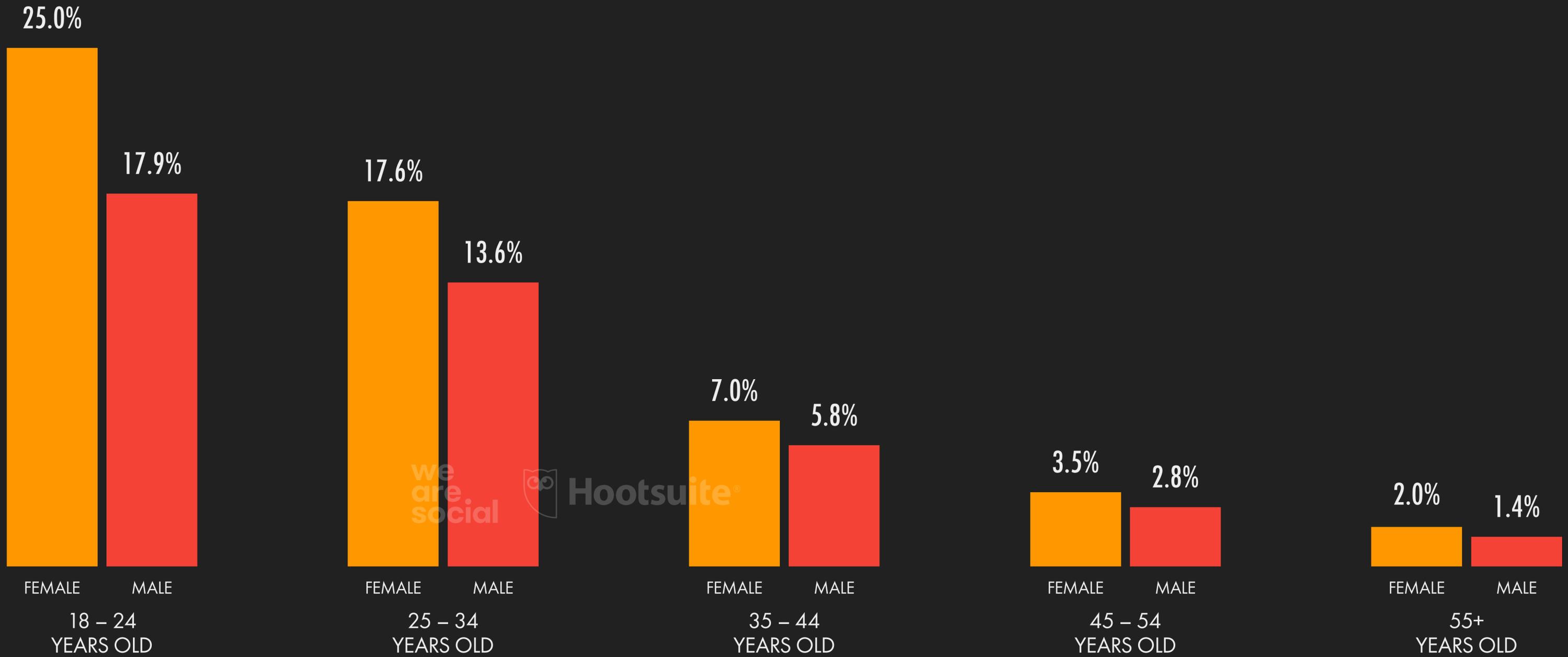
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# TIKTOK: ADVERTISING AUDIENCE PROFILE

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



GLOBAL OVERVIEW



**SOURCE:** BYTEDANCE'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. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT SHARE OF AUDIENCE AGED 18 AND ABOVE ONLY. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE", BUT VALUES DO NOT SUM TO TOTAL USERS, SO PERCENTAGES MAY NOT SUM TO 100%.

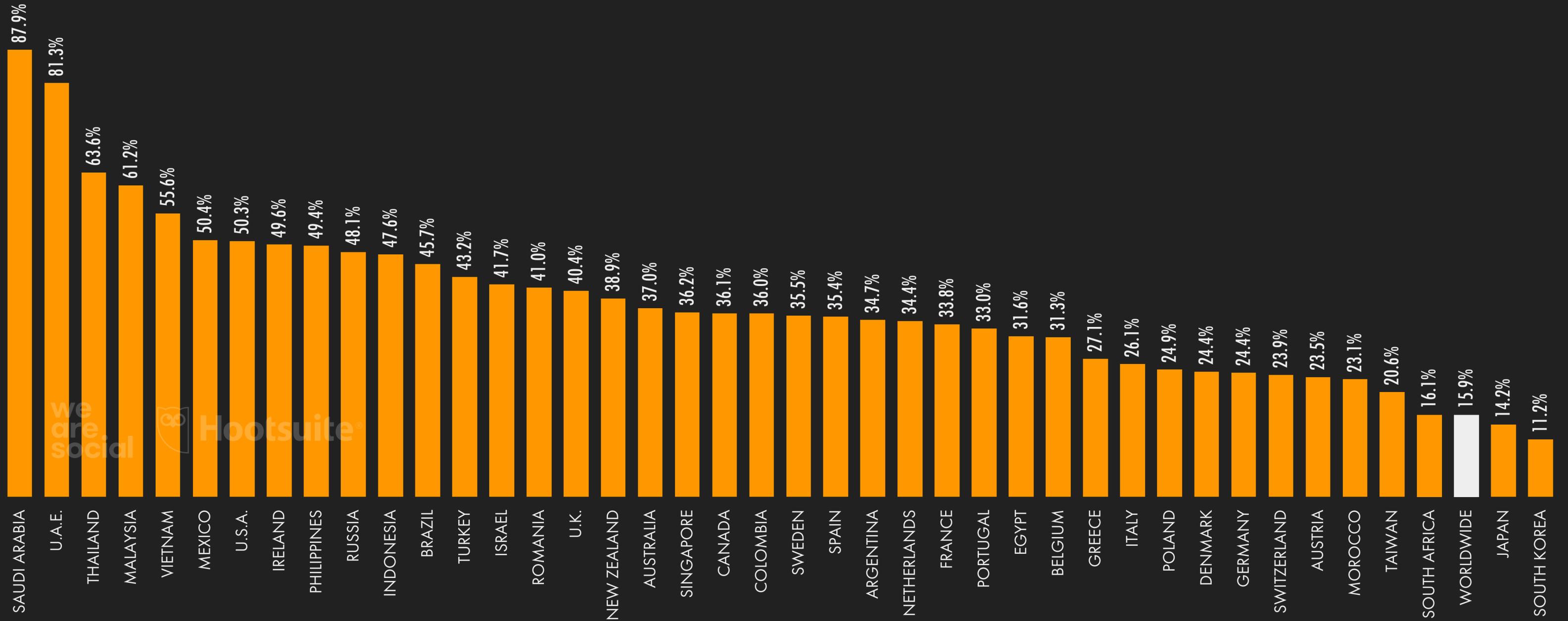
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# TIKTOK ADVERTISING: REACH RATE AGE 18+

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



GLOBAL OVERVIEW

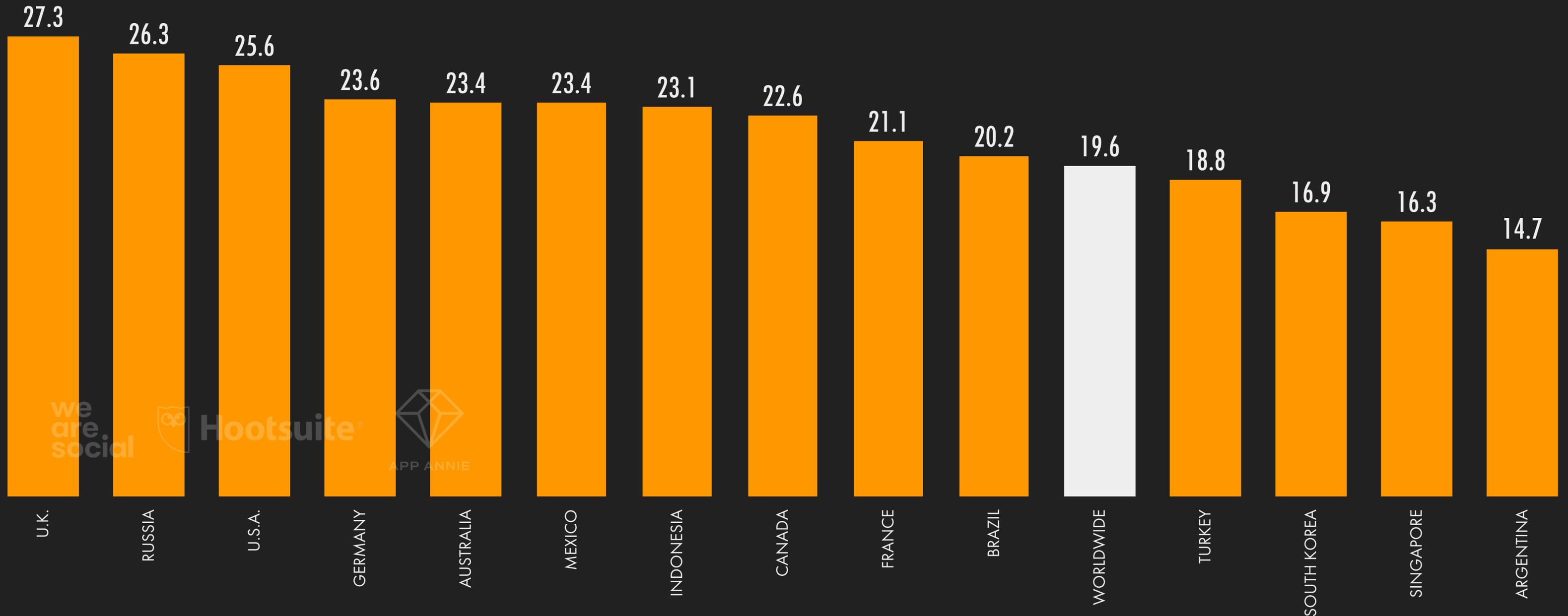


**SOURCES:** BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; WORLDWIDE FIGURE BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. PERCENTAGES SHOWN HERE REPRESENT AD AUDIENCES AGED 18 AND ABOVE COMPARED WITH TOTAL POPULATION AGED 18 AND ABOVE.

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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



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# TIKTOK AD REACH RANKING

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



GLOBAL OVERVIEW

#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+	#	LOCATION	REACH AGE 18+	REACH 18+ vs. POP. 18+
01	U.S.A.	130,962,500	50.3%	11	U.K.	21,811,500	40.4%
02	INDONESIA	92,069,500	47.6%	12	EGYPT	20,279,000	31.6%
03	BRAZIL	74,069,500	45.7%	13	PAKISTAN	18,263,000	13.5%
04	RUSSIA	54,936,000	48.1%	14	FRANCE	17,483,000	33.8%
05	MEXICO	46,021,500	50.4%	15	GERMANY	16,994,000	24.4%
06	VIETNAM	39,914,000	55.6%	16	JAPAN	15,193,500	14.2%
07	PHILIPPINES	35,957,000	49.4%	17	MALAYSIA	14,591,500	61.2%
08	THAILAND	35,802,000	63.6%	18	SPAIN	13,726,000	35.4%
09	TURKEY	26,563,500	43.2%	19	COLOMBIA	13,649,000	36.0%
10	SAUDI ARABIA	22,374,000	87.9%	20	ITALY	13,297,500	26.1%



**SOURCES:** BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **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. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

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# TIKTOK AD REACH RATE RANKING

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+	#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SAUDI ARABIA	87.9%	22,374,000	11	PERU	51.2%	12,168,500
02	U.A.E.	81.3%	6,717,500	12	MEXICO	50.4%	46,021,500
03	KUWAIT	75.4%	2,474,000	13	U.S.A.	50.3%	130,962,500
04	THAILAND	63.6%	35,802,000	14	BAHRAIN	50.2%	699,500
05	QATAR	62.1%	1,539,000	15	IRELAND	49.6%	1,879,500
06	MALAYSIA	61.2%	14,591,500	16	PHILIPPINES	49.4%	35,957,000
07	CAMBODIA	61.0%	6,680,500	17	RUSSIA	48.1%	54,936,000
08	CHILE	57.5%	8,548,500	18	INDONESIA	47.6%	92,069,500
09	KAZAKHSTAN	57.1%	7,262,500	19	BRAZIL	45.7%	74,069,500
10	VIETNAM	55.6%	39,914,000	20	TURKEY	43.2%	26,563,500



**SOURCES:** BYTEDANCE'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **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. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. FIGURES IN THE "REACH 18+ vs. POP. 18+" COLUMN SHOW TIKTOK'S ADVERTISING REACH FOR AUDIENCES AGED 18+ COMPARED WITH POPULATION AGED 18+.

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# MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	CHARLI D'AMELIO	@CHARLIDAMELIO	132,800,000
02	KHABANE LAME	@KHABY.LAME	125,200,000
03	BELLA POARCH	@BELLAPOARCH	87,100,000
04	ADDISON RAE	@ADDISONRE	86,000,000
05	ZACH KING	@ZACHKING	66,600,000
06	WILL SMITH	@WILLSMITH	64,500,000
07	TIKTOK	@TIKTOK	59,500,000
08	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	57,900,000
09	DIXIE D'AMELIO	@DIXIEDAMELIO	56,600,000
10	BURAK ÖZDEMİR	@CZNBURAK	55,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	SPENCER POLANCO KNIGHT	@SPENCERX	55,000,000
12	LOREN GRAY	@LORENGRAY	54,300,000
13	MICHAEL LE	@JUSTMAIKO	51,400,000
14	JASON DERULO	@JASONDERULO	51,100,000
15	DWAYNE JOHNSON	@THEROCK	47,800,000
16	DOMINIK LIPA	@DOMELIPA	47,000,000
17	BTS	@BTS_OFFICIAL_BIGHIT	45,400,000
18	RIYAZ ALY	@RIYAZ.14	44,500,000
19	YOUNES ZAROU	@YOUNESZAROU	44,000,000
20	KRIS COLLINS	@KALLMEKRIS	42,200,000



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# MOST-USED TIKTOK HASHTAGS

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



GLOBAL OVERVIEW

#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS	#	HASHTAG	POST VIEWS
01	#FYP	18,571,100,000,000	11	#LIKE	370,800,000,000	21	#MAKEUP	208,600,000,000
02	#VIRAL	6,363,700,000,000	12	#DANCE	355,200,000,000	22	#CUTE	205,700,000,000
03	#TIKTOK	2,482,000,000,000	13	#MEME	350,100,000,000	23	#DOG	205,200,000,000
04	#DUET	2,418,200,000,000	14	#FOOTBALL	304,500,000,000	24	#GAMING	200,600,000,000
05	#TRENDING	1,670,400,000,000	15	#EXPLORE	245,500,000,000	25	#CHALLENGE	174,900,000,000
06	#FUNNY	1,511,600,000,000	16	#ART	239,600,000,000	26	#MUSIC	170,400,000,000
07	#COMEDY	1,243,100,000,000	17	#GREENSCREENVIDEO	237,700,000,000	27	#MEXICO	161,900,000,000
08	#HUMOR	684,400,000,000	18	#FOOD	234,300,000,000	28	#VIDEO	140,000,000,000
09	#LOVE	611,500,000,000	19	#LEARNONTIKTOK	228,400,000,000	29	#STORYTIME	139,300,000,000
10	#STITCH	570,100,000,000	20	#PRANK	224,000,000,000	30	#CAT	136,600,000,000

**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** POST VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON POSTS THAT INCLUDE THE RELEVANT HASHTAG. POST VIEW COUNTS ROUNDED AT SOURCE. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.





**FACEBOOK MESSENGER**



## CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

JAN  
2022

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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



POTENTIAL AUDIENCE  
THAT META REPORTS  
CAN BE REACHED WITH  
ADS ON MESSENGER



**987.7**  
MILLION

MESSENGER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
TOTAL POPULATION



**12.5%**

MESSENGER'S POTENTIAL  
ADVERTISING REACH  
AS A PERCENTAGE OF  
POPULATION AGED 13+



**16.0%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT MESSENGER  
REPORTS IS FEMALE



**44.7%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT MESSENGER  
REPORTS IS MALE



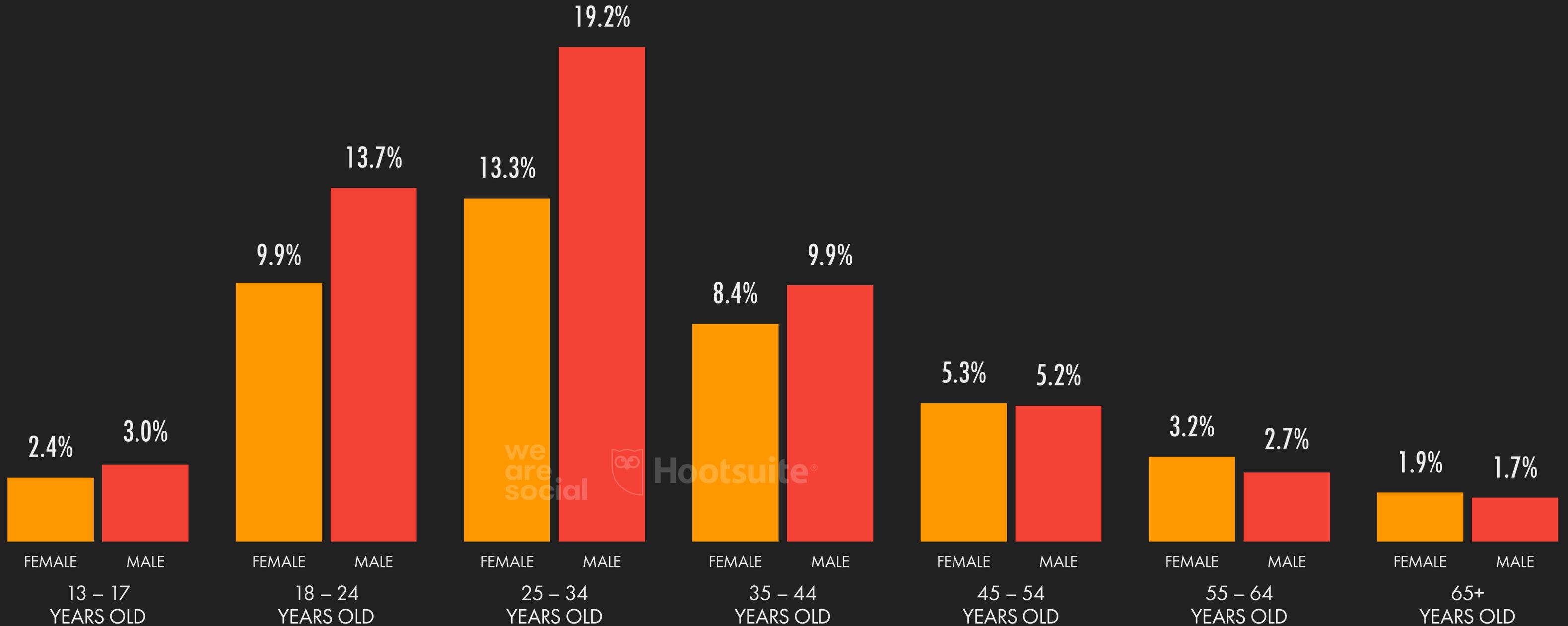
**55.3%**

**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT OVERALL TOTALS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN  
2022

# MESSENGER: ADVERTISING AUDIENCE PROFILE

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



**SOURCE:** META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT FIGURES SHOWN HERE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

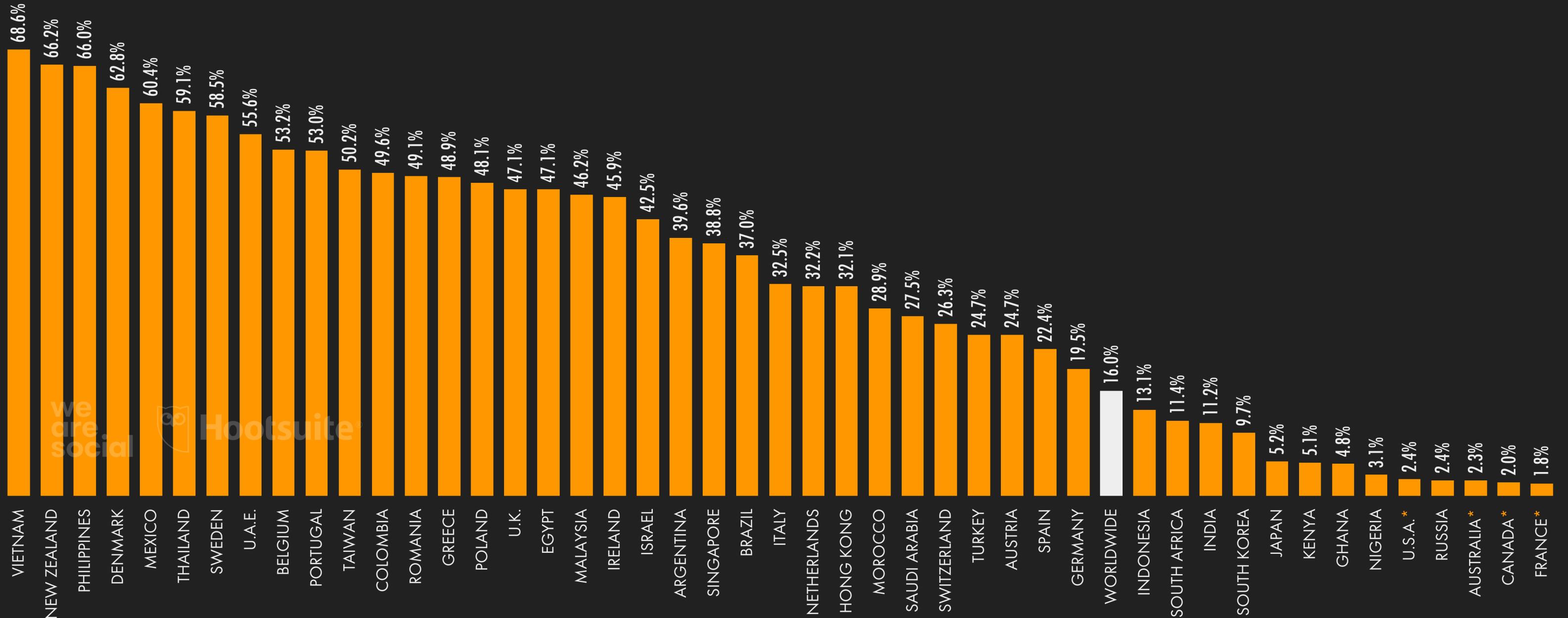
JAN  
2022

# MESSENGER ADVERTISING: 'ELIGIBLE' REACH RATE

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



GLOBAL OVERVIEW



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (\*), WHICH MAY IMPACT REACH VALUES. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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2022

# MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK MESSENGER ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	122,500,000	11.2%	11	COLOMBIA	20,750,000	49.6%
02	BRAZIL	65,500,000	37.0%	12	ITALY	17,500,000	32.5%
03	MEXICO	61,800,000	60.4%	13	TURKEY	16,800,000	24.7%
04	PHILIPPINES	55,150,000	66.0%	14	IRAQ	16,150,000	57.5%
05	VIETNAM	54,000,000	68.6%	15	POLAND	15,800,000	48.1%
06	THAILAND	35,700,000	59.1%	16	MYANMAR	14,400,000	33.2%
07	EGYPT	34,600,000	47.1%	17=	ARGENTINA	14,350,000	39.6%
08	INDONESIA	28,400,000	13.1%	17=	GERMANY	14,350,000	19.5%
09	U.K.	27,300,000	47.1%	19	ALGERIA	14,250,000	43.6%
10	BANGLADESH	21,450,000	16.5%	20	PERU	14,150,000	53.6%



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

JAN  
2022

# MESSENGER ELIGIBLE AD REACH RATE RANKING

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



#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	MONGOLIA	90.9%	2,200,000	11	GUAM	67.8%	92,300
02	MALTA	79.8%	309,200	12	CYPRUS	67.1%	703,300
03	LIBYA	78.4%	4,200,000	13	FRENCH POLYNESIA	66.6%	154,200
04	ICELAND	77.3%	223,200	14	SAMOA	66.4%	90,650
05	TONGA	75.9%	57,350	15	NEW ZEALAND	66.2%	2,700,000
06	GREENLAND	75.7%	35,400	16	PHILIPPINES	66.0%	55,150,000
07	BHUTAN	70.6%	438,550	17	LITHUANIA	65.2%	1,500,000
08	GEORGIA	70.3%	2,300,000	18	PALESTINE	65.1%	2,300,000
09	FIJI	69.7%	473,150	19	ARUBA	64.1%	58,750
10	VIETNAM	68.6%	54,000,000	20	NEW CALEDONIA	63.1%	149,200



**SOURCES:** META'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES, WHICH MAY IMPACT VALUES FOR THOSE COUNTRIES, AS WELL AS THEIR RESPECTIVE RANKING. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



**LINKEDIN**

JAN  
2022

# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN



808.4  
MILLION



LINKEDIN AD REACH  
vs. TOTAL POPULATION



10.2%



QUARTER-ON-QUARTER CHANGE  
IN LINKEDIN AD REACH



+2.3%  
+18 MILLION



YEAR-ON-YEAR CHANGE  
IN LINKEDIN AD REACH



+11.1%  
+81 MILLION

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



16.3%



LINKEDIN AD REACH  
vs. POPULATION AGED 18+



14.6%



FEMALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH



42.8%



MALE LINKEDIN AD REACH  
vs. TOTAL LINKEDIN AD REACH



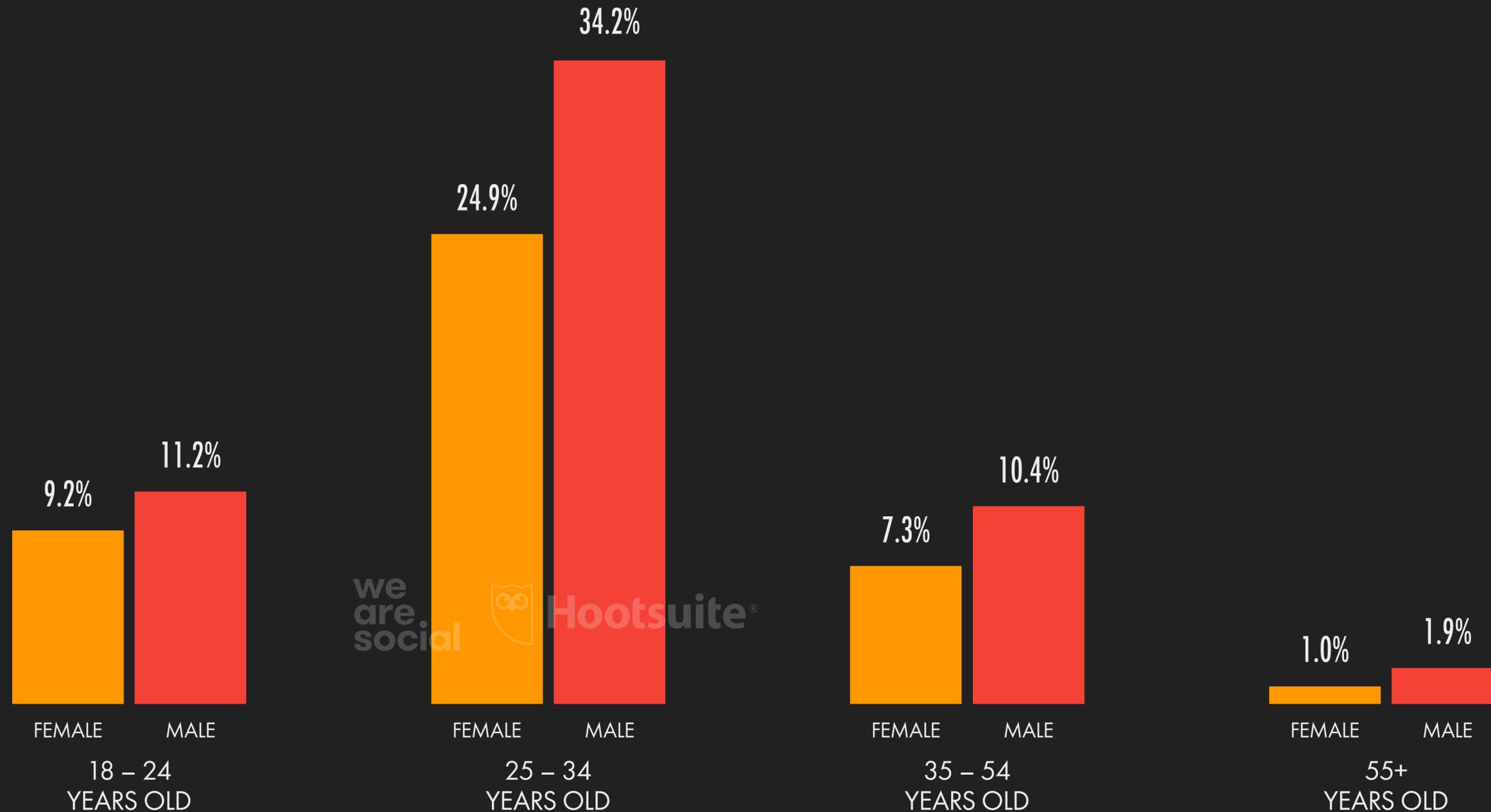
57.2%

**SOURCES:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

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# LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

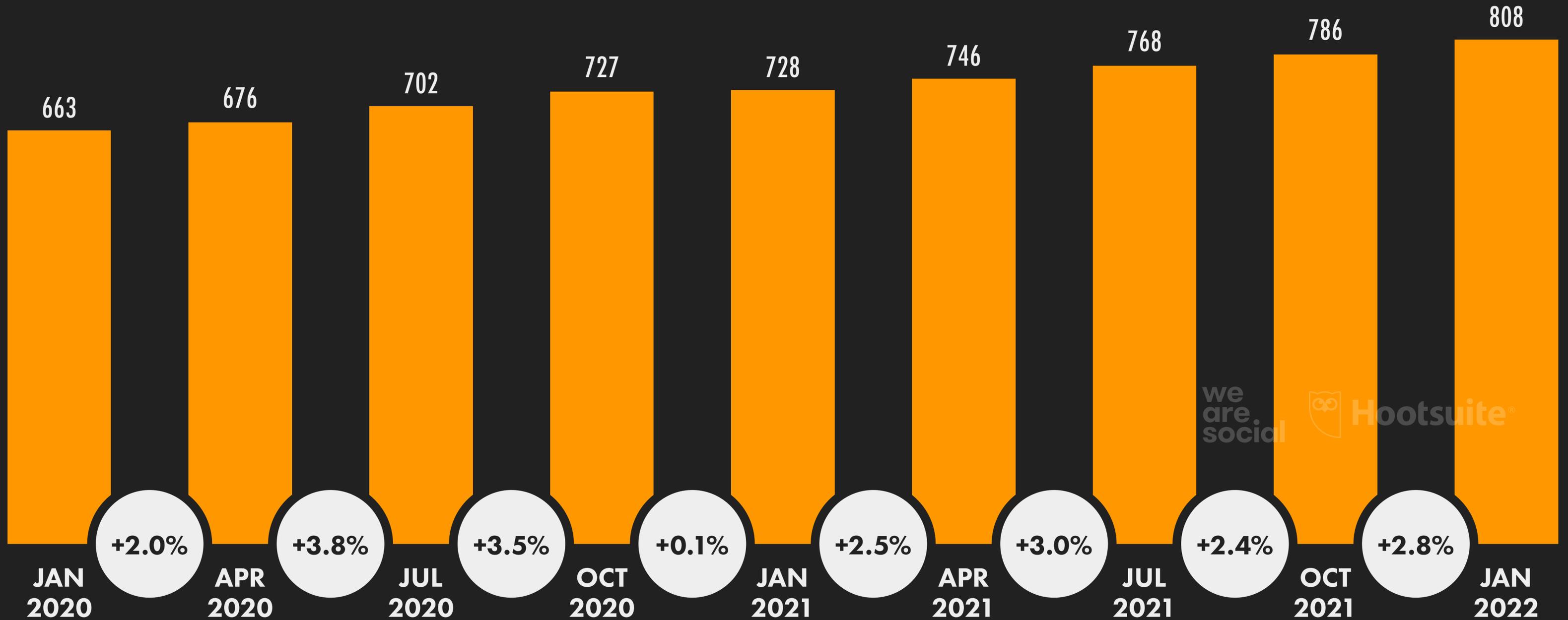


**SOURCE:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** MICROSOFT'S LINKEDIN ADVERTISING TOOLS ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

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2022

# LINKEDIN ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, IN MILLIONS OF USERS



**SOURCE:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO THESE FIGURES ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS. IN ADDITION TO CHANGES IN TOTAL REGISTERED MEMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

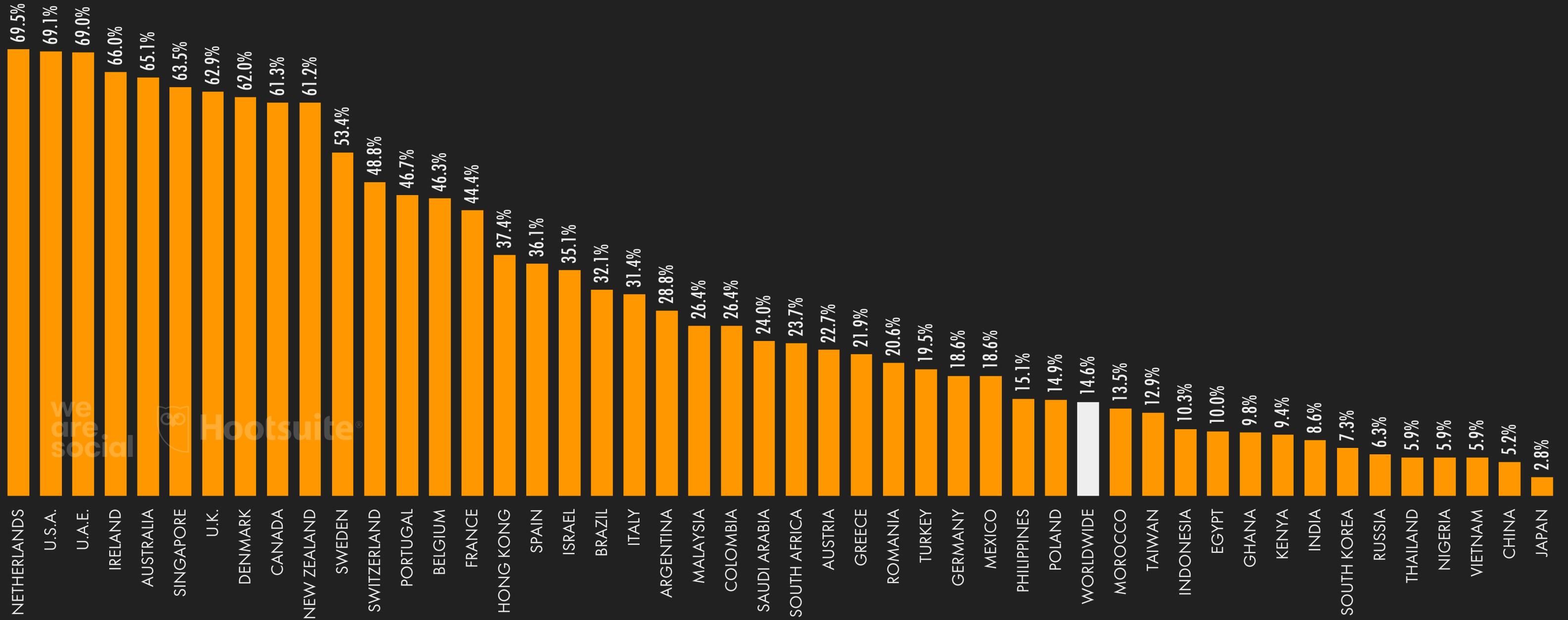
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2022

# LINKEDIN ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF LINKEDIN ADS COMPARED WITH POPULATION AGED 18+



GLOBAL OVERVIEW



**SOURCES:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, SO FIGURES SHOWN HERE MAY NOT BE REPRESENTATIVE OF ACTUAL POTENTIAL REACH. **COMPARABILITY:** THE FIGURES PUBLISHED IN MICROSOFT'S LINKEDIN ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT THE ACTIVE AUDIENCES PUBLISHED BY OTHER COMPANIES), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH FIGURES FOR OTHER PLATFORMS SHOWN ELSEWHERE IN THIS REPORT.

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2022

# LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	U.S.A.	180,000,000	69.1%	11	SPAIN	14,000,000	36.1%
02	INDIA	83,000,000	8.6%	12=	AUSTRALIA	13,000,000	65.1%
03	CHINA	60,000,000	5.2%	12=	GERMANY	13,000,000	18.6%
04	BRAZIL	52,000,000	32.1%	14	TURKEY	12,000,000	19.5%
05	U.K.	34,000,000	62.9%	15	PHILIPPINES	11,000,000	15.1%
06	FRANCE	23,000,000	44.4%	16	COLOMBIA	10,000,000	26.4%
07	INDONESIA	20,000,000	10.3%	17	NETHERLANDS	9,700,000	69.5%
08	CANADA	19,000,000	61.3%	18	SOUTH AFRICA	9,500,000	23.7%
09	MEXICO	17,000,000	18.6%	19	ARGENTINA	9,400,000	28.8%
10	ITALY	16,000,000	31.4%	20	PAKISTAN	7,600,000	5.6%



**SOURCES:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR TOTAL REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. **NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE NOT COMPARABLE WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

**JAN  
2022**

# LINKEDIN ELIGIBLE AD REACH RATE RANKING

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 18+	TOTAL REACH	#	LOCATION	REACH vs. POP. 18+	TOTAL REACH
01	BERMUDA	104.7%*	52,000	11	MALTA	65.4%	240,000
02	AMERICAN SAMOA	101.7%*	38,000	12	AUSTRALIA	65.1%	13,000,000
03	ICELAND	94.1%	250,000	13	ARUBA	64.9%	55,000
04	CAYMAN IS.	90.7%	48,000	14	SINGAPORE	63.5%	3,200,000
05	ANDORRA	82.9%	54,000	15	U.K.	62.9%	34,000,000
06	U.S. VIRGIN ISLANDS	75.8%	61,000	16	DENMARK	62.0%	2,900,000
07	NETHERLANDS	69.5%	9,700,000	17	CANADA	61.3%	19,000,000
08	U.S.A.	69.1%	180,000,000	18	NEW ZEALAND	61.2%	2,300,000
09	U.A.E.	69.0%	5,700,000	19	LUXEMBOURG	59.8%	310,000
10	IRELAND	66.0%	2,500,000	20	GUAM	57.0%	70,000



**SOURCES:** MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR TOTAL ACTIVE USERS OR REGISTERED MEMBERS. LINKEDIN REMAINS BLOCKED FOR MANY USERS IN RUSSIA, WHICH MAY IMPACT THE COUNTRY'S RANKING. **\*NOTES:** VALUES FOR "REACH vs. POP. 18+" SHOULD NOT TECHNICALLY EXCEED 100%, BUT DATA ARE SHOWN 'AS-IS', TO ENABLE READERS TO MAKE THEIR OWN JUDGMENTS. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. **COMPARABILITY:** REACH FIGURES ARE BASED ON TOTAL REGISTERED LINKEDIN MEMBERS, SO ARE **NOT COMPARABLE** WITH REACH FIGURES FOR OTHER PLATFORMS IN THIS REPORT.

JAN  
2022

# MOST-FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ORGANISATION	FOLLOWERS	#	ORGANISATION	FOLLOWERS
01	GOOGLE	23,380,000	11	NESTLÉ	12,940,000
02	AMAZON	23,330,000	12	THE ECONOMIST	12,890,000
03	TED CONFERENCES	22,290,000	13	BUSINESS INSIDER	11,150,000
04	LINKEDIN	20,450,000	14	TESLA	9,310,000
05	FORBES	17,390,000	15	THE WALL STREET JOURNAL	9,210,000
06	UNILEVER	16,690,000	16	DELOITTE	9,140,000
07	MICROSOFT	15,970,000	17	TATA CONSULTANCY SERVICES	8,280,000
08	APPLE	15,380,000	18	NETFLIX	8,050,000
09	IBM	13,300,000	19	ACCENTURE	8,020,000
10	HARVARD BUSINESS REVIEW	13,230,000	20	BBC NEWS	7,990,000



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2022**

# MOST-FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	FOLLOWERS	#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	35,040,000	11	DEEPAK CHOPRA	5,800,000
02	RICHARD BRANSON	19,640,000	12	DANIEL GOLEMAN	5,670,000
03	JEFF WEINER	10,700,000	13	JUSTIN TRUDEAU	5,220,000
04	ARIANNA HUFFINGTON	10,050,000	14	GARY VAYNERCHUK	4,920,000
05	SATYA NADELLA	9,580,000	15	ADAM GRANT	4,180,000
06	MARK CUBAN	7,310,000	16	IAN BREMMER	3,760,000
07	JACK WELCH	7,180,000	17	NARENDRA MODI	3,670,000
08	TONY ROBBINS	7,040,000	18	ANTHONY J JAMES	3,600,000
09	MELINDA FRENCH GATES	7,000,000	19	JAMES CAAN	3,370,000
10	SIMON SINEK	5,810,000	20	KEVIN O'LEARY	3,280,000



**JAN  
2022**

# MOST-FOLLOWED HASHTAGS ON LINKEDIN

HASHTAGS WITH THE GREATEST NUMBER OF FOLLOWERS ON LINKEDIN



GLOBAL OVERVIEW

#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS	#	HASHTAG	FOLLOWERS
01	#INDIA	67,600,000	11	#CAREERS	22,500,000	21	#BRANDING	18,000,000
02	#INNOVATION	38,800,000	12	#MARKETS	22,200,000	22	#PROFESSIONALWOMEN	17,900,000
03	#MANAGEMENT	36,000,000	13	#STARTUPS	21,200,000	23	#ADVERTISINGANDMARKETING	17,200,000
04	#HUMANRESOURCES	33,200,000	14	#MARKETING	20,300,000	24	#GENDER	16,700,000
05	#DIGITALMARKETING	27,400,000	15	#SOCIALMEDIA	19,700,000	25	#WOMENINSCIENCE	16,600,000
06	#TECHNOLOGY	26,400,000	16	#VENTURECAPITAL	19,300,000	26	#FEMINISM	16,300,000
07	#CREATIVITY	25,200,000	17	#SOCIALNETWORKING	19,000,000	27	#MOTIVATION	15,800,000
08	#FUTURE	24,600,000	18	#LEANSTARTUPS	19,000,000	28	#PERSONALDEVELOPMENT	14,700,000
09	#FUTURISM	23,500,000	19	#ECONOMY	18,700,000	29	#INVESTING	14,400,000
10	#ENTREPRENEURSHIP	22,700,000	20	#ECONOMICS	18,000,000	30	#JOBINTERVIEWS	14,300,000





**SNAPCHAT**

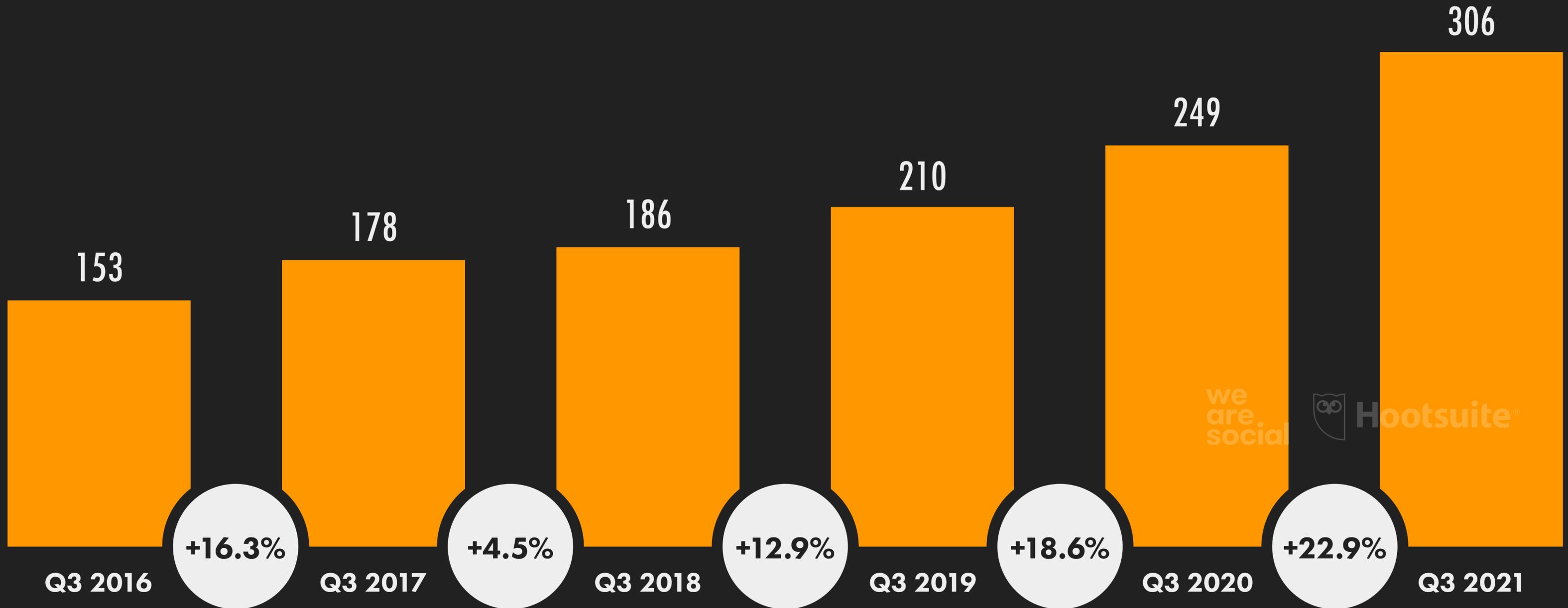
JAN  
2022

# SNAPCHAT DAILY ACTIVE USERS

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



GLOBAL OVERVIEW



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# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT



TOTAL POTENTIAL REACH  
OF ADS ON SNAPCHAT



**557.1**  
MILLION



SNAPCHAT AD REACH  
vs. TOTAL POPULATION



**7.0%**



QUARTER-ON-QUARTER CHANGE  
IN SNAPCHAT AD REACH



**+3.5%**  
**+19 MILLION**



YEAR-ON-YEAR CHANGE  
IN SNAPCHAT AD REACH



**+11.8%**  
**+59 MILLION**

SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS



**11.3%**



SNAPCHAT AD REACH  
vs. POPULATION AGED 13+



**9.0%**



FEMALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH



**54.2%**



MALE SNAPCHAT AD REACH  
vs. TOTAL SNAPCHAT AD REACH



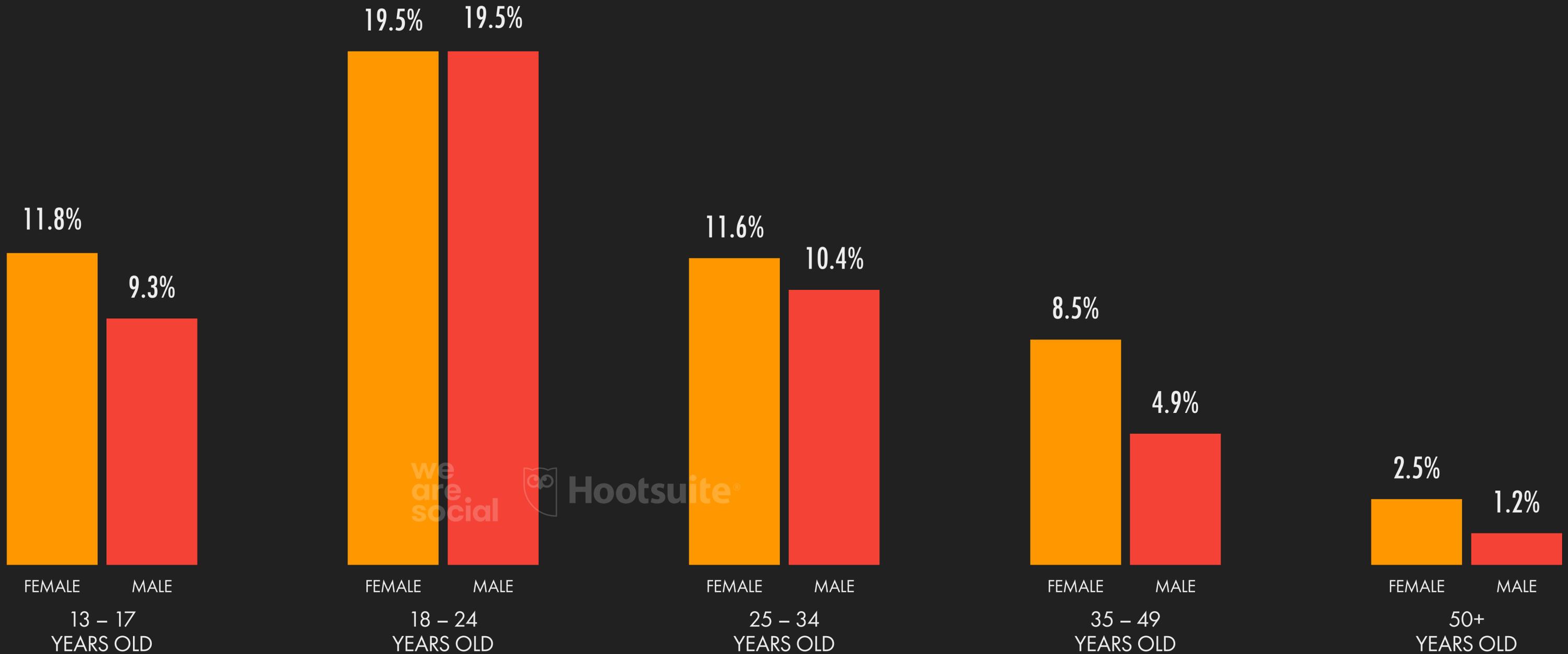
**45.8%**

**SOURCES:** SNAP'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. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.

JAN  
2022

# SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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



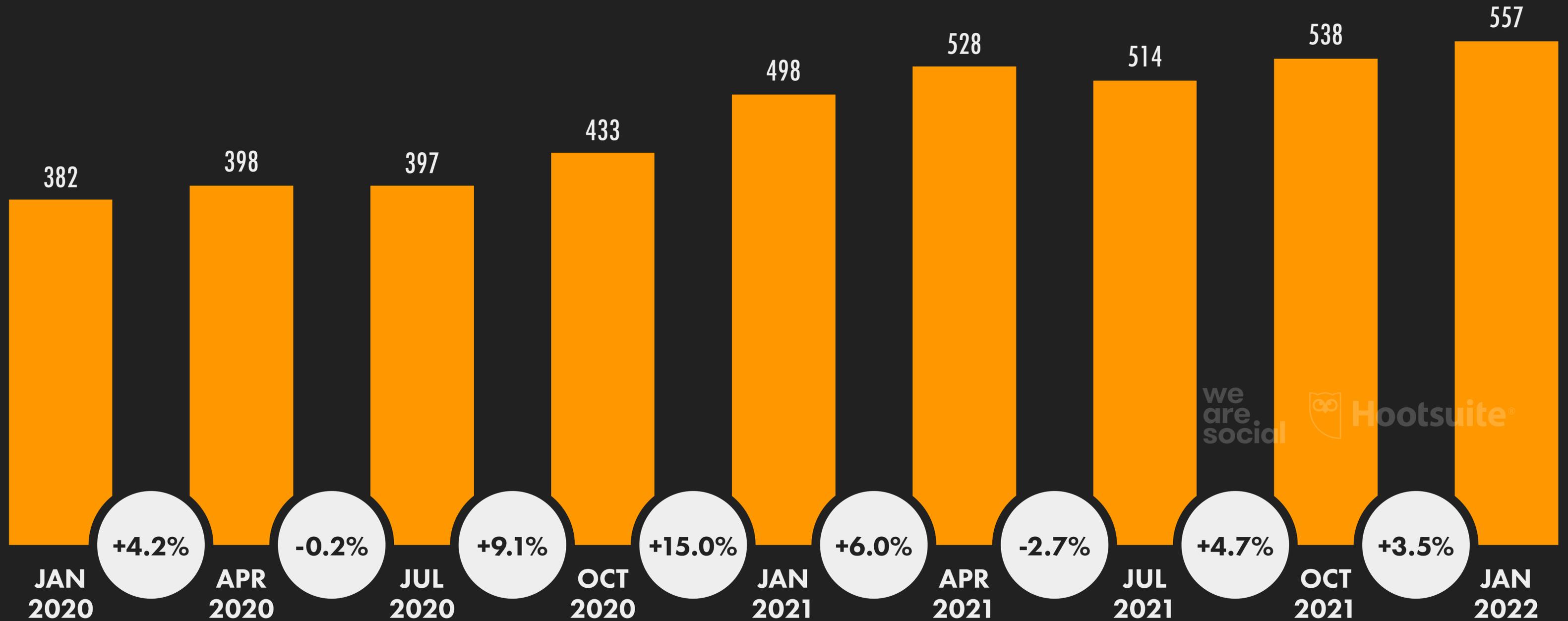
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**SOURCE:** SNAP'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. SNAP'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR "FEMALE" AND "MALE", BUT PUBLISHED VALUES FOR THESE DEMOGRAPHICS DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO PERCENTAGES SHOWN HERE MAY NOT SUM TO 100%.

JAN  
2022

# SNAPCHAT ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, IN MILLIONS OF USERS



**SOURCE:** SNAP'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. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

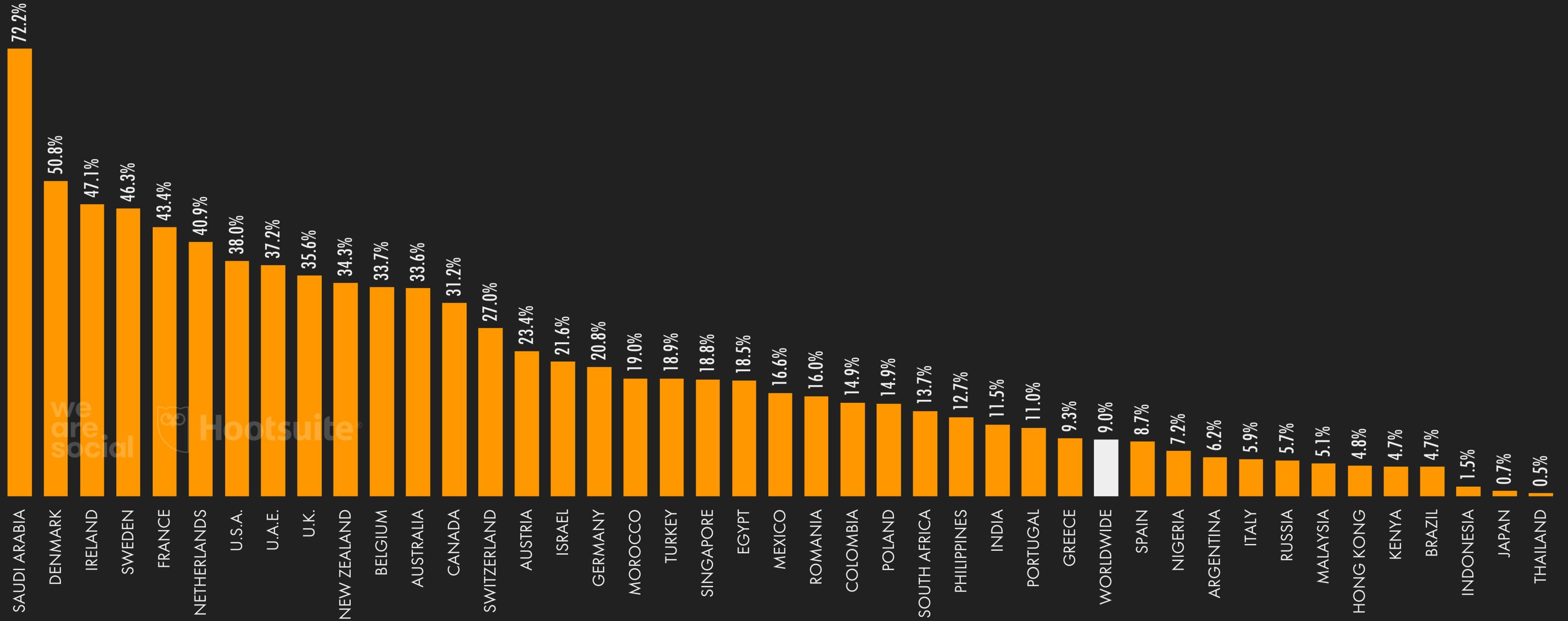
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# SNAPCHAT ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS COMPARED WITH POPULATION AGED 13+



GLOBAL OVERVIEW



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# SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	INDIA	126,000,000	11.5%	11	TURKEY	12,900,000	18.9%
02	U.S.A.	107,050,000	38.0%	12	PHILIPPINES	10,600,000	12.7%
03	FRANCE	24,200,000	43.4%	13	CANADA	10,300,000	31.2%
04	U.K.	20,650,000	35.6%	14	NIGERIA	9,500,000	7.2%
05	SAUDI ARABIA	20,200,000	72.2%	15	BRAZIL	8,250,000	4.7%
06	PAKISTAN	18,800,000	11.9%	16	AUSTRALIA	7,250,000	33.6%
07	MEXICO	16,950,000	16.6%	17	RUSSIA	6,950,000	5.7%
08	GERMANY	15,300,000	20.8%	18=	ALGERIA	6,250,000	19.1%
09	IRAQ	13,800,000	49.2%	18=	COLOMBIA	6,250,000	14.9%
10	EGYPT	13,600,000	18.5%	18=	SOUTH AFRICA	6,250,000	13.7%



**SOURCES:** SNAP'S ADVERTISING RESOURCES; U.N.; U.S. CENSUS BUREAU. **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; RANKING BASED ON AVAILABLE LOCATIONS ONLY. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES.

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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+



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LUXEMBOURG	80.2%	442,500	11	JORDAN	41.3%	3,100,000
02	SAUDI ARABIA	72.2%	20,200,000	12	NETHERLANDS	40.9%	6,100,000
03	NORWAY	70.4%	3,300,000	13	PALESTINE	38.2%	1,350,000
04	BAHRAIN	57.5%	855,000	14	U.S.A.	38.0%	107,050,000
05	KUWAIT	54.4%	1,950,000	15	U.A.E.	37.2%	3,250,000
06	DENMARK	50.8%	2,550,000	16	OMAN	36.9%	1,550,000
07	IRAQ	49.2%	13,800,000	17	U.K.	35.6%	20,650,000
08	IRELAND	47.1%	1,950,000	18	NEW ZEALAND	34.3%	1,400,000
09	SWEDEN	46.3%	4,000,000	19	BELGIUM	33.7%	3,350,000
10	FRANCE	43.4%	24,200,000	20	AUSTRALIA	33.6%	7,250,000



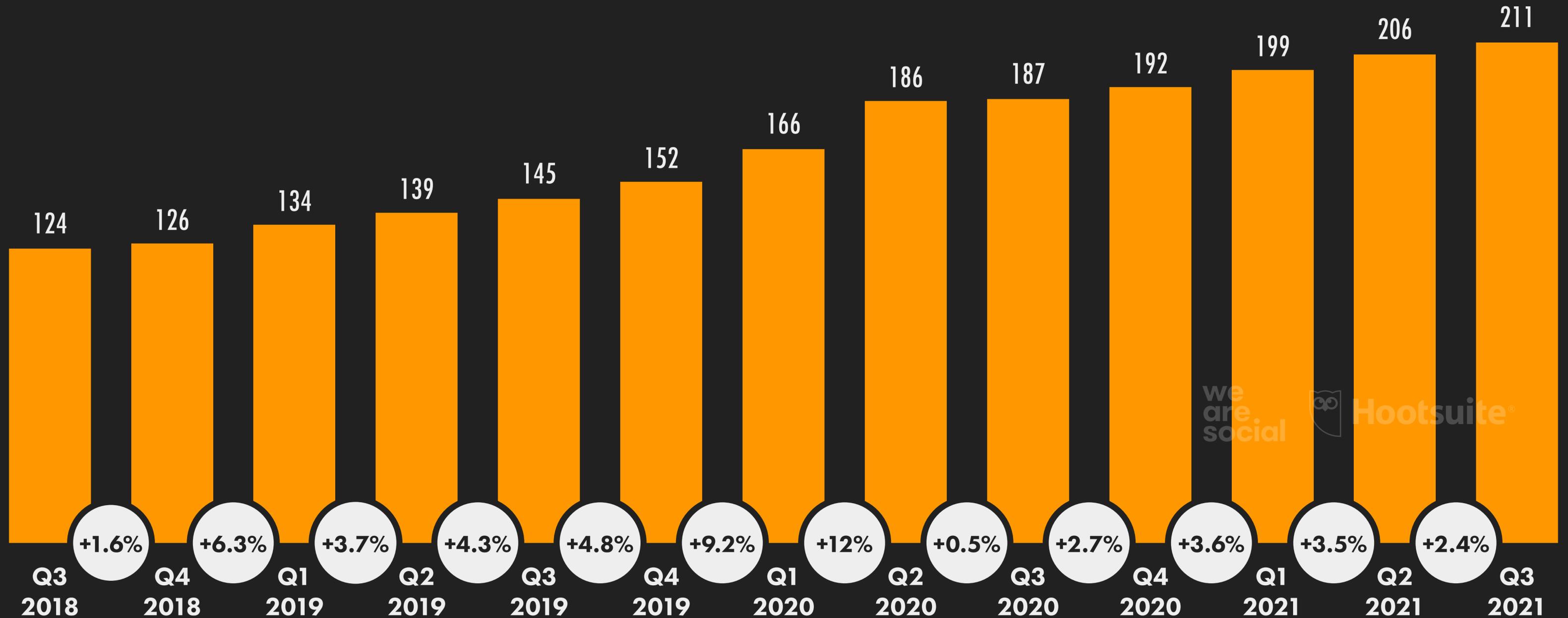


**TWITTER**

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# TWITTER MONETISABLE DAILY ACTIVE USERS

MONETISABLE DAILY ACTIVE TWITTER USERS (IN MILLIONS), WITH RELATIVE GROWTH RATES OVER TIME



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# TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER



TOTAL POTENTIAL REACH  
OF ADS ON TWITTER



436.4  
MILLION



TWITTER AD REACH  
vs. TOTAL POPULATION



5.5%



QUARTER-ON-QUARTER CHANGE  
IN TWITTER AD REACH



-0.01%  
-53 THOUSAND



YEAR-ON-YEAR CHANGE  
IN TWITTER AD REACH



[N/A]

TWITTER AD REACH  
vs. TOTAL INTERNET USERS



8.8%



TWITTER AD REACH  
vs. POPULATION AGED 13+



7.1%



FEMALE TWITTER AD REACH  
vs. TOTAL TWITTER AD REACH



43.6%



MALE TWITTER AD REACH  
vs. TOTAL TWITTER AD REACH



56.4%

**SOURCES:** TWITTER'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. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** TWITTER SIGNIFICANTLY REVISED ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES SHOWN HERE MAY NOT BE DIRECTLY COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

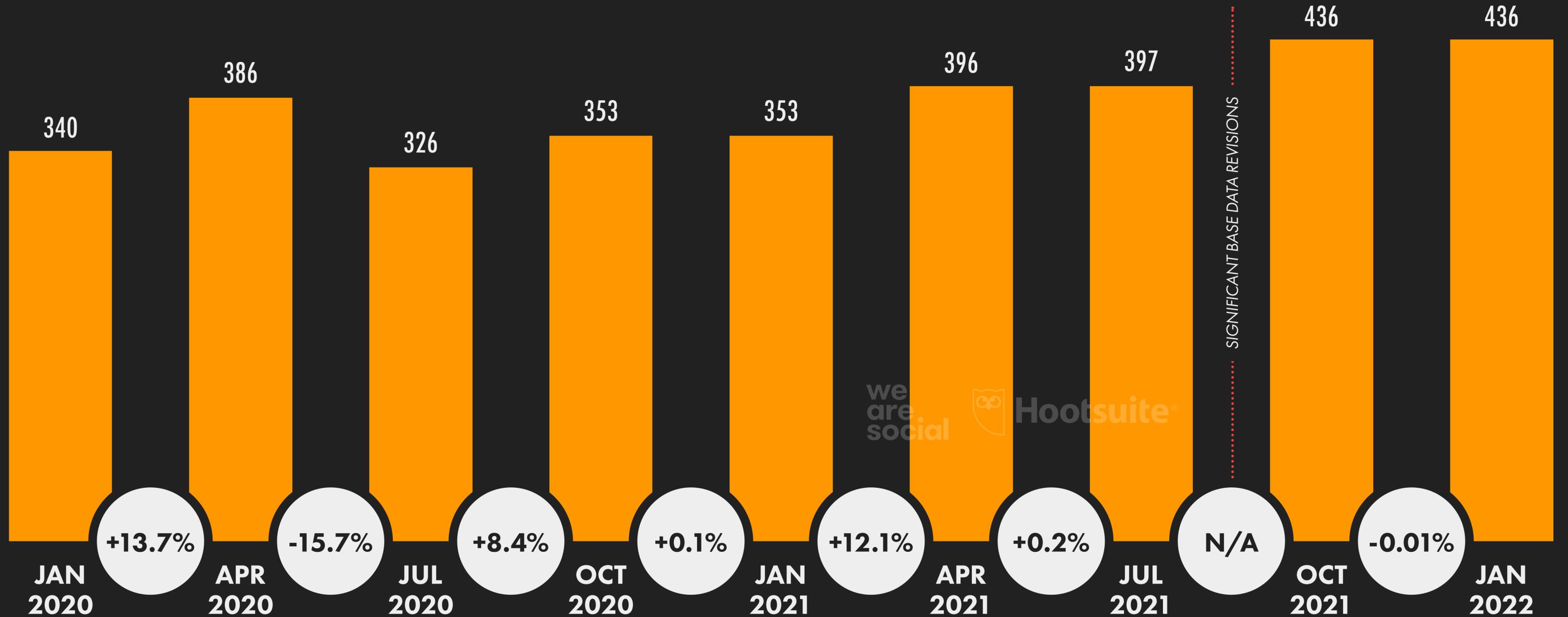
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# TWITTER ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TWITTER, IN MILLIONS OF USERS



GLOBAL OVERVIEW



**SOURCE:** TWITTER'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTE:** FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. **COMPARABILITY:** TWITTER MADE SIGNIFICANT CHANGES TO ITS APPROACH TO AUDIENCE REPORTING IN Q3 2021, SO FIGURES FOR OCT 2021 AND JAN 2022 ARE **NOT COMPARABLE** WITH FIGURES FOR PREVIOUS PERIODS, OR WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS. IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, FIGURES FOR QUARTER-ON-QUARTER CHANGE MAY BE IMPACTED BY REVISIONS TO BASE DATA.

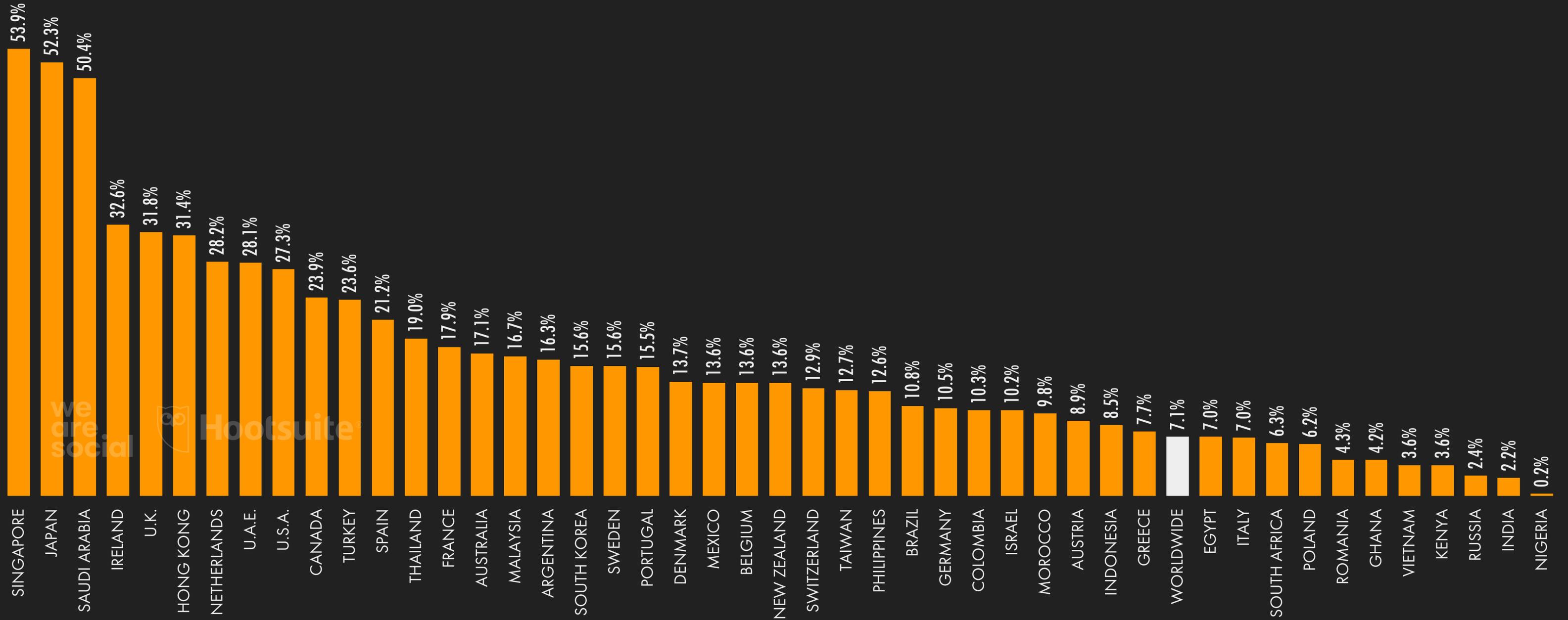
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# TWITTER ADVERTISING: 'ELIGIBLE' REACH RATE

POTENTIAL REACH OF TWITTER ADS COMPARED WITH POPULATION AGED 13+



GLOBAL OVERVIEW



**JAN  
2022**

# TWITTER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TWITTER ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	76,900,000	27.3%	11	PHILIPPINES	10,500,000	12.6%
02	JAPAN	58,950,000	52.3%	12	FRANCE	10,000,000	17.9%
03	INDIA	23,600,000	2.2%	13	SPAIN	8,750,000	21.2%
04	BRAZIL	19,050,000	10.8%	14	CANADA	7,900,000	23.9%
05	INDONESIA	18,450,000	8.5%	15	GERMANY	7,750,000	10.5%
06	U.K.	18,400,000	31.8%	16	SOUTH KOREA	7,200,000	15.6%
07	TURKEY	16,100,000	23.6%	17	ARGENTINA	5,900,000	16.3%
08	SAUDI ARABIA	14,100,000	50.4%	18	EGYPT	5,150,000	7.0%
09	MEXICO	13,900,000	13.6%	19	MALAYSIA	4,400,000	16.7%
10	THAILAND	11,450,000	19.0%	20	COLOMBIA	4,300,000	10.3%



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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+



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	ANDORRA	64.1%	44,350	11	ICELAND	32.7%	94,400
02	LUXEMBOURG	57.5%	317,300	12	IRELAND	32.6%	1,350,000
03	SINGAPORE	53.9%	2,850,000	13	PUERTO RICO	32.1%	808,200
04	JAPAN	52.3%	58,950,000	14	ISLE OF MAN	32.0%	23,550
05	SAUDI ARABIA	50.4%	14,100,000	15	U.K.	31.8%	18,400,000
06	GUERNSEY 	41.0%	22,750	16	HONG KONG 	31.4%	2,100,000
07	KUWAIT	40.5%	1,450,000	17	NETHERLANDS	28.2%	4,200,000
08	ARUBA	35.0%	32,100	18	U.A.E.	28.1%	2,450,000
09	BAHRAIN	34.2%	508,750	19	U.S.A.	27.3%	76,900,000
10	ANTIGUA & BARBUDA	33.1%	26,600	20	JERSEY	26.7%	24,550

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# MOST POPULAR TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	130,500,000
02	JUSTIN BIEBER	@JUSTINBIEBER	114,300,000
03	KATY PERRY	@KATYPERRY	108,800,000
04	RIHANNA	@RIHANNA	104,000,000
05	CRISTIANO RONALDO	@CRISTIANO	96,500,000
06	TAYLOR SWIFT	@TAYLORSWIFT13	89,900,000
07	LADY GAGA	@LADYGAGA	84,100,000
08	ELLEN DEGENERES	@THEELLENSHOW	77,700,000
09	NARENDRA MODI	@NARENDRAMODI	74,200,000
10	YOUTUBE	@YOUTUBE	73,900,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KIM KARDASHIAN WEST	@KIMKARDASHIAN	70,900,000
12	ELON MUSK	@ELONMUSK	69,200,000
13	SELENA GOMEZ	@SELENAGOMEZ	65,500,000
14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	63,300,000
15	CNN BREAKING NEWS	@CNNBRK	61,800,000
16	TWITTER	@TWITTER	60,600,000
17	BILL GATES	@BILLGATES	56,700,000
18	CNN	@CNN	55,800,000
19	BRITNEY SPEARS	@BRITNEYSPEARS	55,800,000
20	NEYMAR JR.	@NEYMARJR	55,600,000



**SOURCE:** KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TWITTER. **NOTES:** THE ACCOUNTS OF @REALDONALDTRUMP AND @ARIANAGRANDE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, SO HAVE NOT BEEN INCLUDED IN THIS RANKING. HOWEVER, BASED ON PREVIOUS FOLLOWER COUNTS FOR BOTH ACCOUNTS, THEY MAY 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.



**PINTEREST**

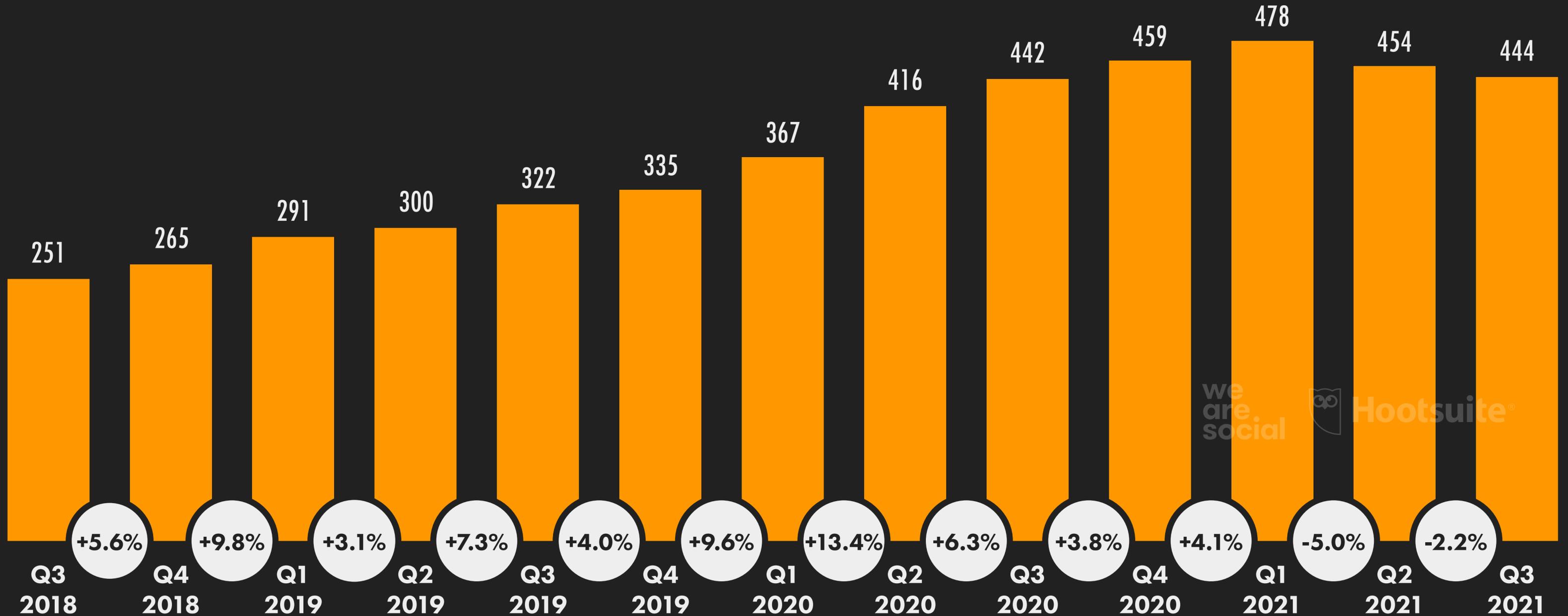
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# PINTEREST MONTHLY ACTIVE USERS

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



GLOBAL OVERVIEW



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# PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST



TOTAL POTENTIAL REACH  
OF ADS ON PINTEREST



**225.7**  
MILLION



PINTEREST AD REACH  
vs. TOTAL POPULATION



**2.9%**



QUARTER-ON-QUARTER CHANGE  
IN PINTEREST AD REACH



**-3.2%**  
**-7.3 MILLION**



YEAR-ON-YEAR CHANGE  
IN PINTEREST AD REACH



**+12.4%**  
**+25 MILLION**

PINTEREST AD REACH  
vs. TOTAL INTERNET USERS



**4.6%**



PINTEREST AD REACH  
vs. POPULATION AGED 13+



**4.1%**



FEMALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



**76.7%**



MALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



**15.3%**

**SOURCES:** PINTEREST'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. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. PINTEREST'S TOOLS ALSO PUBLISH DATA FOR USER OF "UNSPECIFIED" GENDER, SO VALUES FOR "FEMALE" AND "MALE" REACH SHOWN HERE MAY NOT SUM TO 100%.

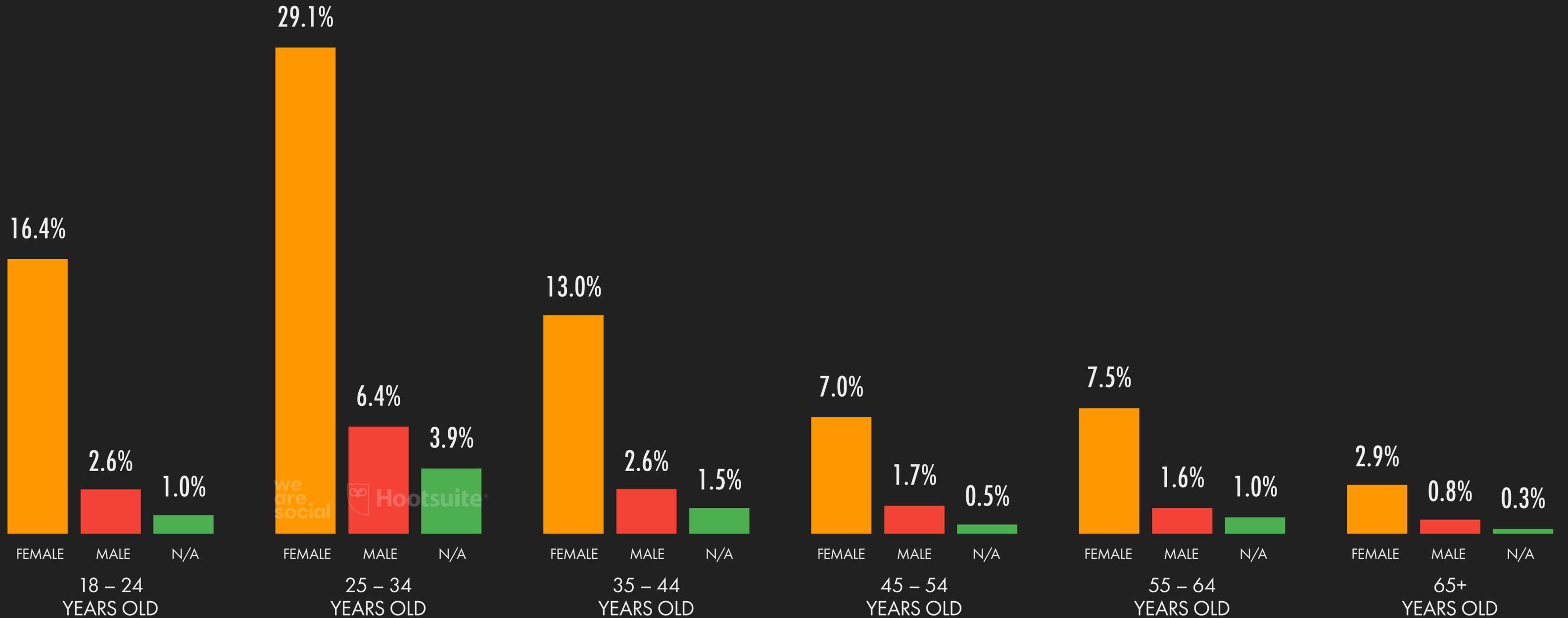
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# PINTEREST: ADVERTISING AUDIENCE PROFILE

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



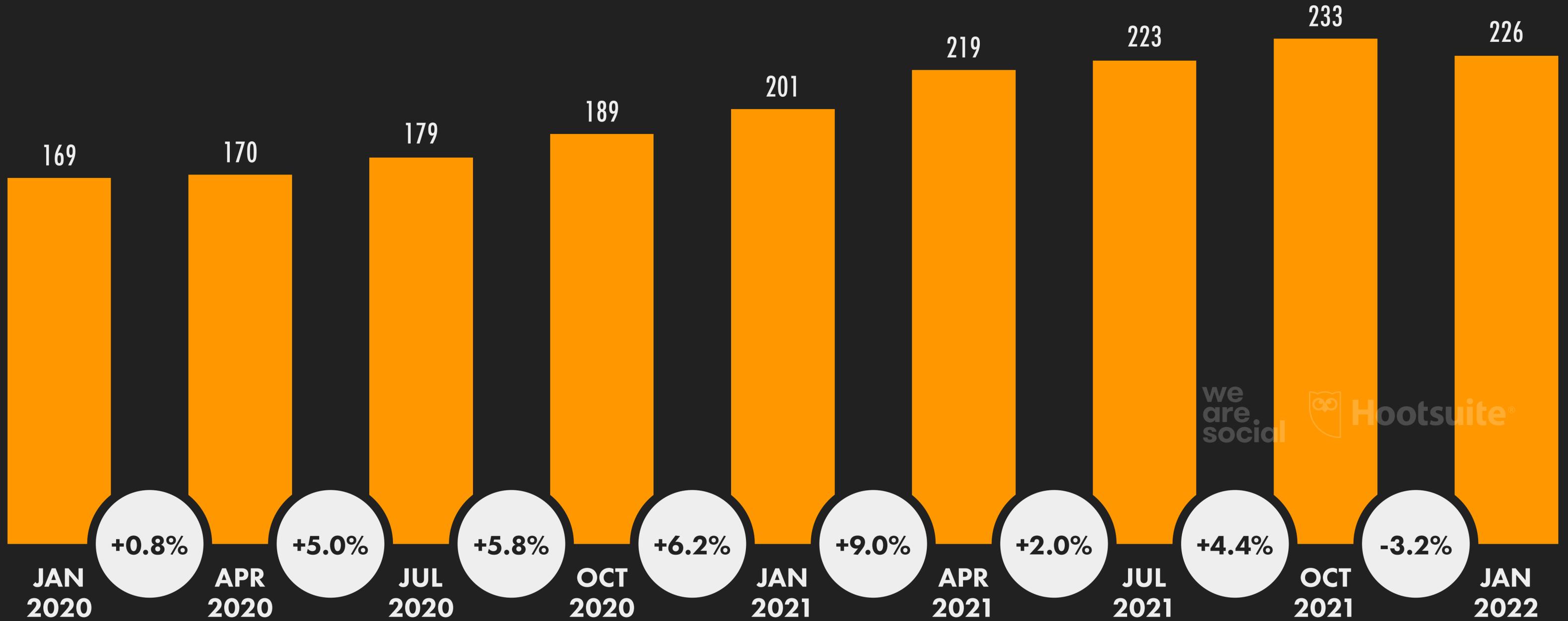
GLOBAL OVERVIEW



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# PINTEREST ADVERTISING REACH

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



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# PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 13+	#	LOCATION	TOTAL REACH	REACH vs. POP. 13+
01	U.S.A.	86,350,000	33.1%	11	POLAND	4,225,000	13.7%
02	BRAZIL	27,000,000	16.7%	12	AUSTRALIA	4,095,000	20.5%
03	MEXICO	17,860,000	19.6%	13	BELGIUM	2,695,000	29.0%
04	GERMANY	15,115,000	21.7%	14	PORTUGAL	2,033,000	23.8%
05	FRANCE	11,000,000	21.3%	15	ROMANIA	1,770,000	11.4%
06	CANADA	9,265,000	29.9%	16	SWEDEN	1,705,000	21.2%
07	U.K.	8,760,000	16.2%	17	GREECE	1,689,500	19.5%
08	ITALY	8,555,000	16.8%	18	AUSTRIA	1,674,000	22.4%
09	SPAIN	7,040,000	18.2%	19	SWITZERLAND	1,584,000	22.1%
10	NETHERLANDS	4,360,000	31.2%	20	HUNGARY	1,481,500	18.7%



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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+



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	U.S.A.	33.1%	86,350,000	11	AUSTRIA	22.4%	1,674,000
02	NETHERLANDS	31.2%	4,360,000	12	SWITZERLAND	22.1%	1,584,000
03	CANADA	29.9%	9,265,000	13	GERMANY	21.7%	15,115,000
04	GUAM	29.7%	36,500	14	FRANCE	21.3%	11,000,000
05	BELGIUM	29.0%	2,695,000	15	SWEDEN	21.2%	1,705,000
06	LUXEMBOURG	27.0%	140,000	16	AUSTRALIA	20.5%	4,095,000
07	MALTA	24.8%	91,000	17	NEW ZEALAND	20.2%	758,000
08	PORTUGAL	23.8%	2,033,000	18	FINLAND	19.6%	883,500
09	DENMARK	23.5%	1,097,000	19	MEXICO	19.6%	17,860,000
10	PUERTO RICO	23.2%	535,000	20	GREECE	19.5%	1,689,500





**OTHER SOCIAL PLATFORMS**

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# WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE



GLOBAL  
MONTHLY ACTIVE  
WHATSAPP USERS



2

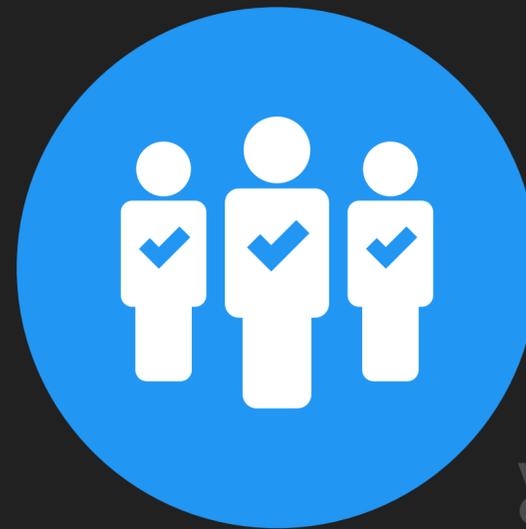
BILLION

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
TOTAL POPULATION



25.3%

MONTHLY ACTIVE  
WHATSAPP USERS vs.  
POPULATION AGED 13+



32.4%



FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



45.8%

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



54.2%

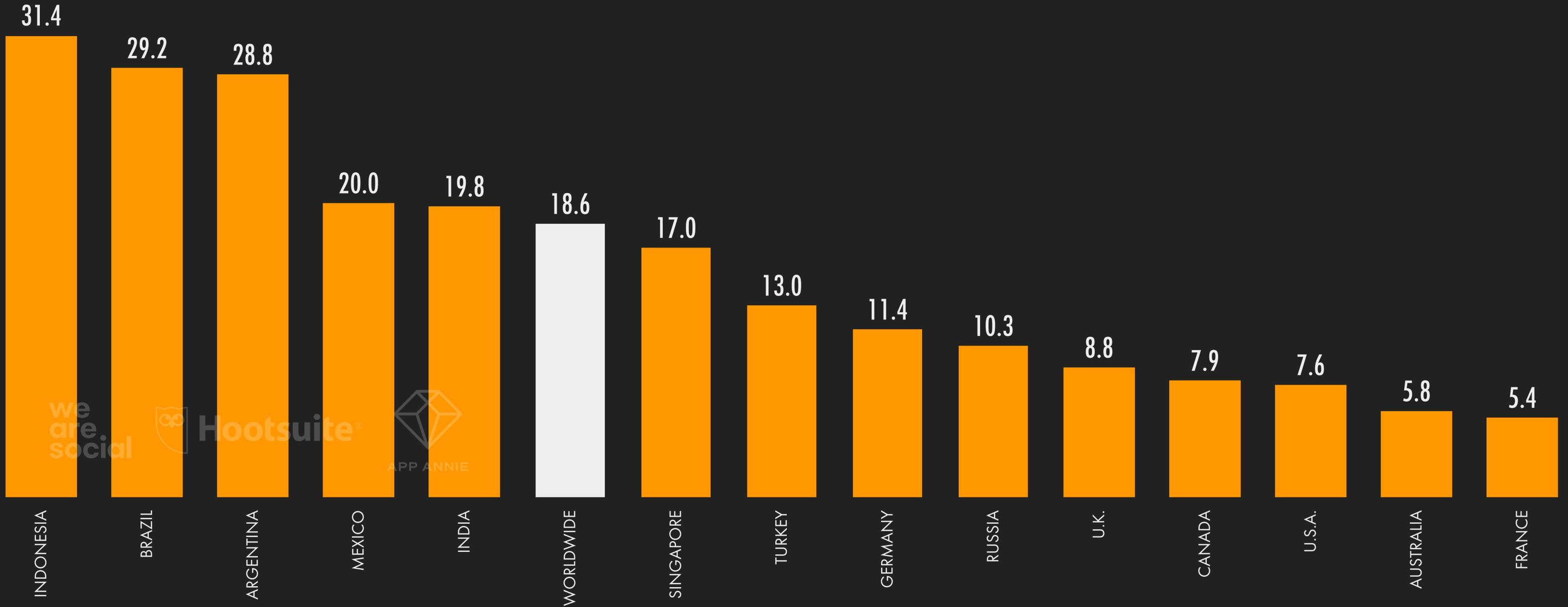
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# WHATSAPP: TIME SPENT USING MOBILE APP

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



GLOBAL OVERVIEW



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# WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT USE

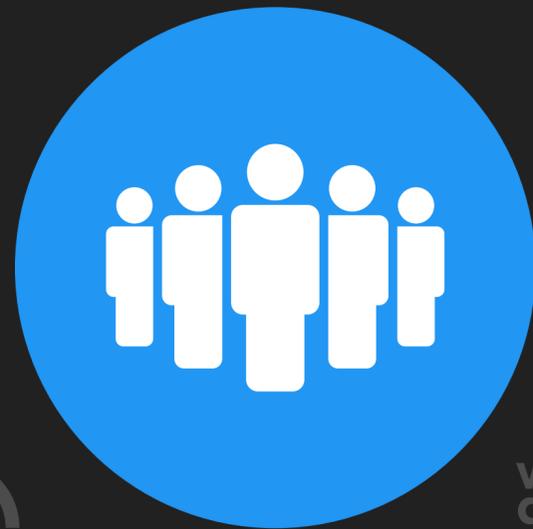


COMBINED GLOBAL  
MONTHLY ACTIVE USERS  
OF WECHAT AND WEIXIN



**1.26**  
BILLION

MONTHLY ACTIVE WECHAT  
AND WEIXIN USERS vs.  
TOTAL POPULATION



we  
are  
social

**16.0%**

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



**20.4%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**47.1%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**52.9%**

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# QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE  
QQ USERS ACCESSING  
VIA SMART DEVICES



**573.7**  
MILLION

MONTHLY ACTIVE SMART  
DEVICE QQ USERS vs.  
TOTAL POPULATION



**7.2%**

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



**9.3%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**47.7%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**52.3%**



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# SINA WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR SINA WEIBO USE



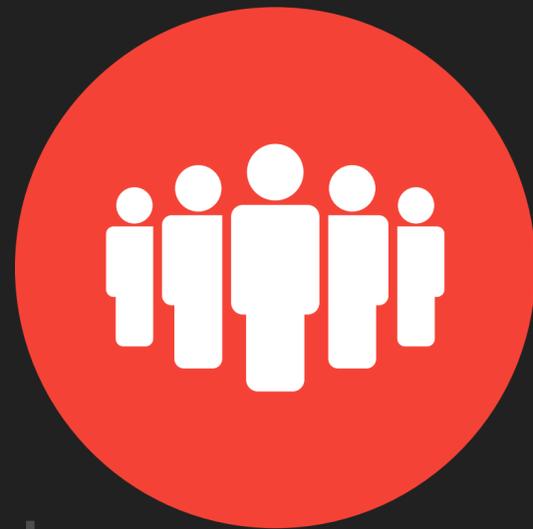
MONTHLY  
ACTIVE SINA  
WEIBO USERS



we  
are  
social

**573**  
MILLION

MONTHLY ACTIVE  
SINA WEIBO USERS vs.  
TOTAL POPULATION



KEPIOS

**7.2%**

MONTHLY ACTIVE  
SINA WEIBO USERS vs.  
POPULATION AGED 14+



GWI.

**9.5%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**50.5%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**49.5%**

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2022

# KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE



MONTHLY ACTIVE  
KUAISHOU USERS



we  
are  
social

**572.9**  
MILLION

MONTHLY ACTIVE  
KUAISHOU USERS vs.  
TOTAL POPULATION



**7.2%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWl.

**49.0%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**51.0%**

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2022

# TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE



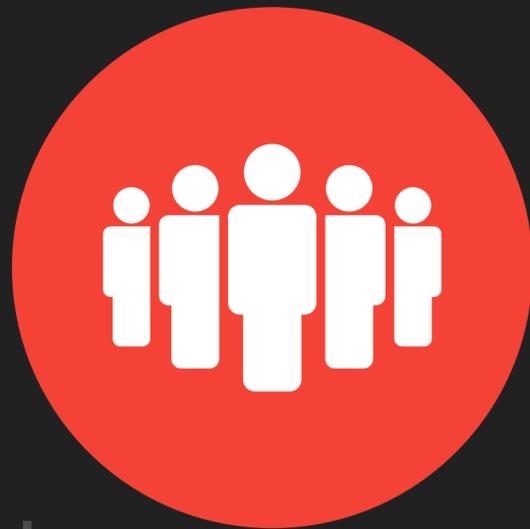
GLOBAL  
MONTHLY ACTIVE  
TELEGRAM USERS



we  
are  
social

**550**  
MILLION

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
TOTAL POPULATION



**6.9%**

MONTHLY ACTIVE  
TELEGRAM USERS vs.  
POPULATION AGED 16+



**9.5%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWl.

**42.0%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**58.0%**

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# REDDIT OVERVIEW

ESSENTIAL HEADLINES FOR REDDIT USE



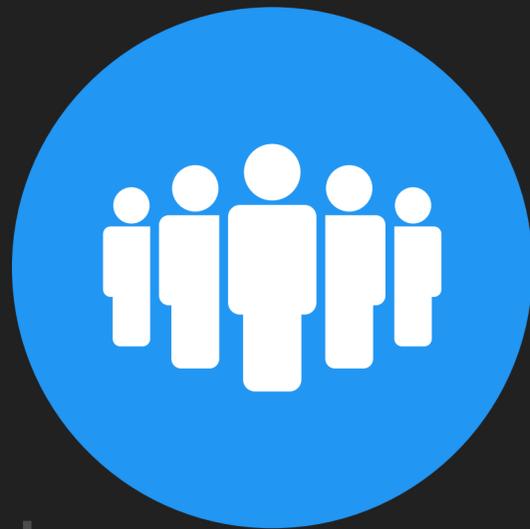
DAILY ACTIVE  
REDDIT USERS



we  
are  
social

**50**  
MILLION

DAILY ACTIVE  
REDDIT USERS vs.  
TOTAL POPULATION



KEPIOS

**0.6%**

DAILY ACTIVE  
REDDIT USERS vs.  
POPULATION AGED 13+



GWI.

**0.8%**

FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



GWI.

**36.2%**

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**63.8%**

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2022

# QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE



MONTHLY ACTIVE  
QUORA USERS



**300**  
MILLION



MONTHLY ACTIVE  
QUORA USERS vs.  
TOTAL POPULATION



**3.8%**



MONTHLY ACTIVE  
QUORA USERS vs.  
POPULATION AGED 13+



**4.9%**



FEMALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**42.8%**

GWI.

MALE USERS AS A  
PERCENTAGE OF TOTAL  
FEMALE AND MALE USERS



**57.2%**



**MOBILE**

JAN  
2022

# MOBILE CONNECTIVITY

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



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



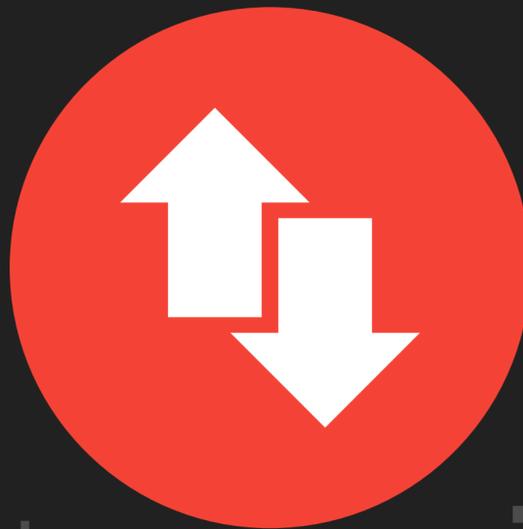
**5.31**  
BILLION

UNIQUE MOBILE  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



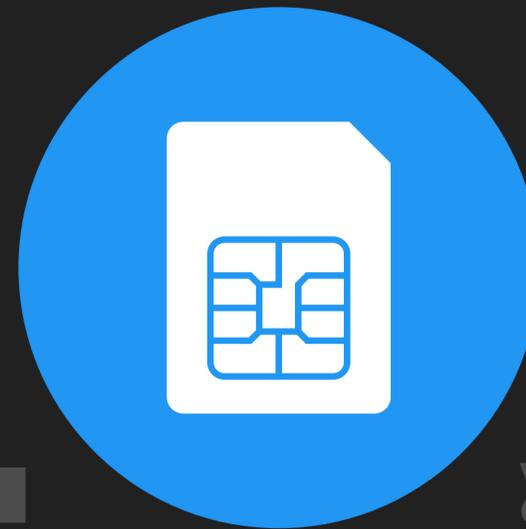
**67.1%**

ANNUAL CHANGE IN  
THE NUMBER OF UNIQUE  
MOBILE SUBSCRIBERS



**+1.8%**  
**+95 MILLION**

CELLULAR MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



**8.28**  
BILLION

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



**+2.9%**  
**+233 MILLION**

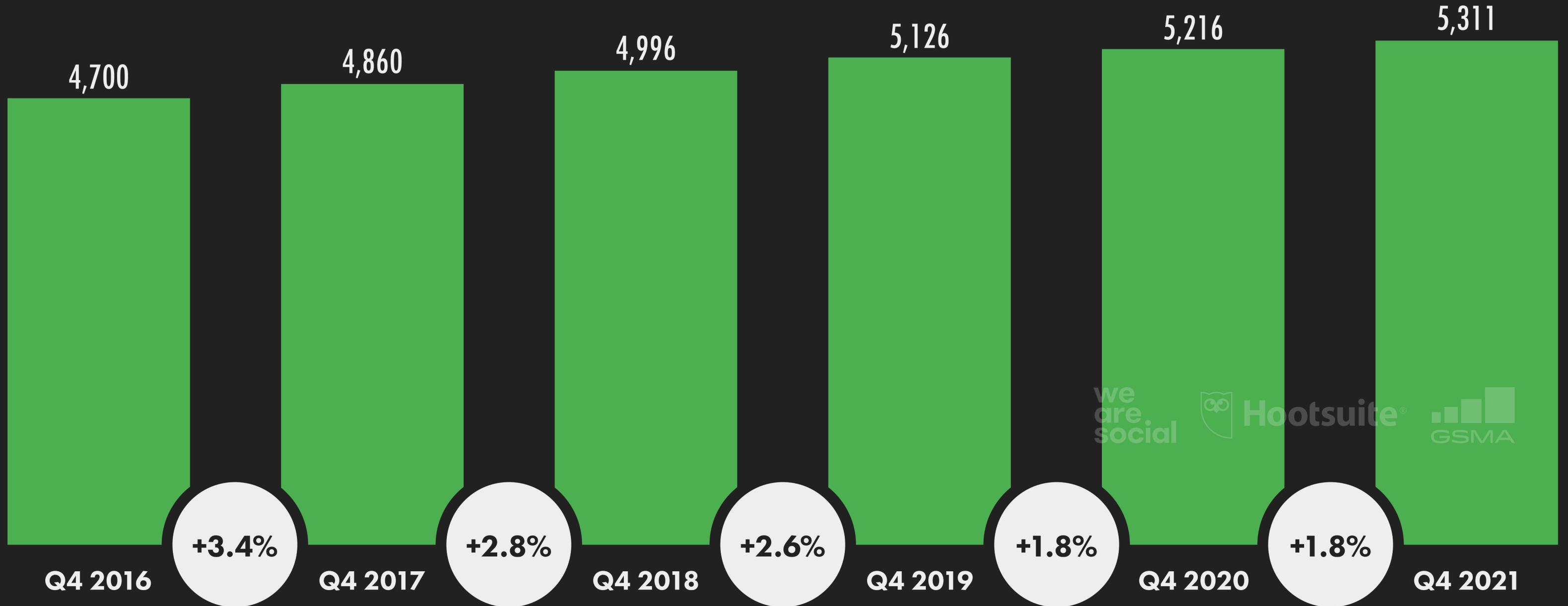
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# UNIQUE MOBILE USERS OVER TIME

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



GLOBAL OVERVIEW

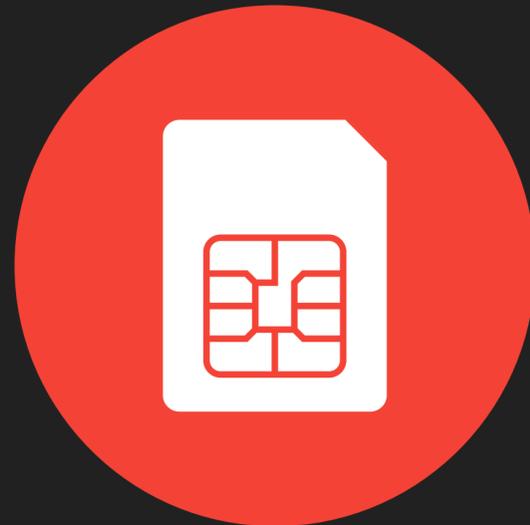
## GSMA INTELLIGENCE DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**5.31**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.28**  
BILLION



## ERICSSON DATA

TOTAL NUMBER OF  
MOBILE SUBSCRIBERS  
(UNIQUE INDIVIDUALS)



**6.05**  
BILLION

TOTAL NUMBER OF  
CELLULAR CONNECTIONS  
(EXCLUDING CELLULAR IOT)



**8.14**  
BILLION



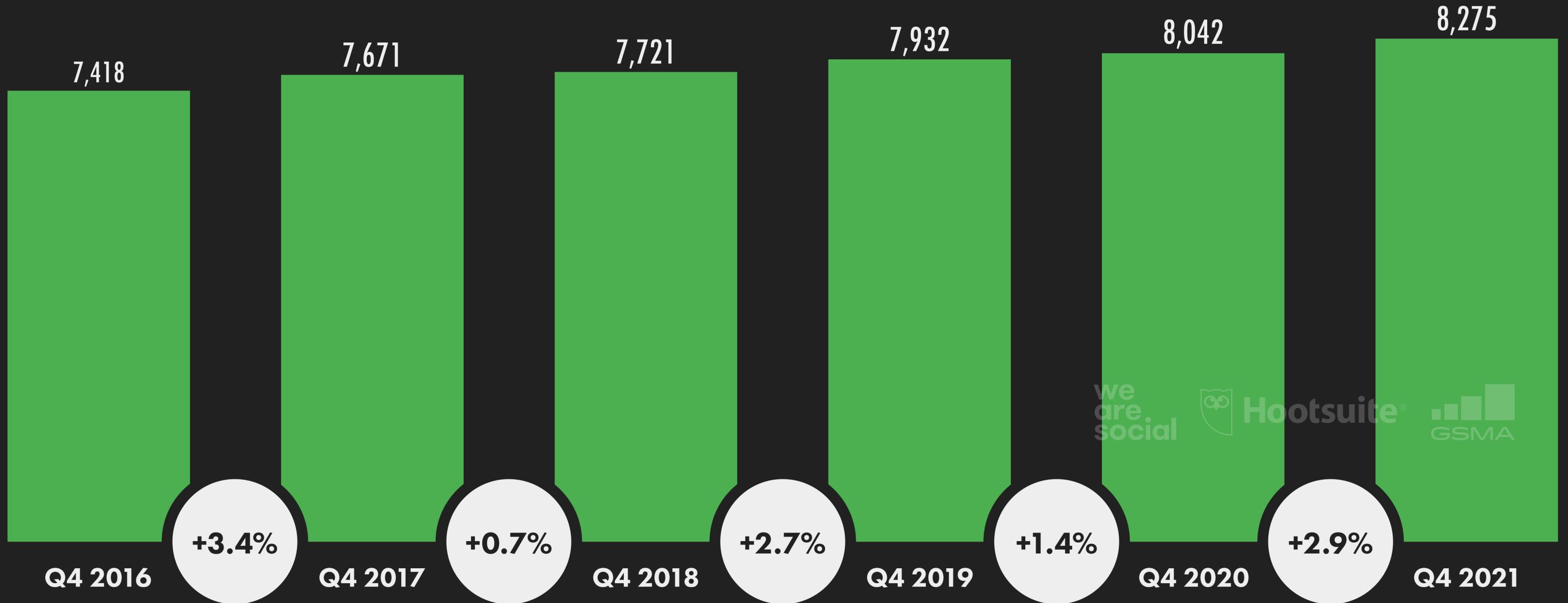
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# CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS (IN MILLIONS)



GLOBAL OVERVIEW



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# CONNECTED MOBILE DEVICES

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



GLOBAL OVERVIEW

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
SMARTPHONES



**76.9%**

**6.26 BILLION DEVICES**

SHARE OF CONNECTIONS  
ASSOCIATED WITH  
FEATURE PHONES



**19.5%**

**1.59 BILLION DEVICES**

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



**3.6%**

**297 MILLION DEVICES**

we  
are  
social



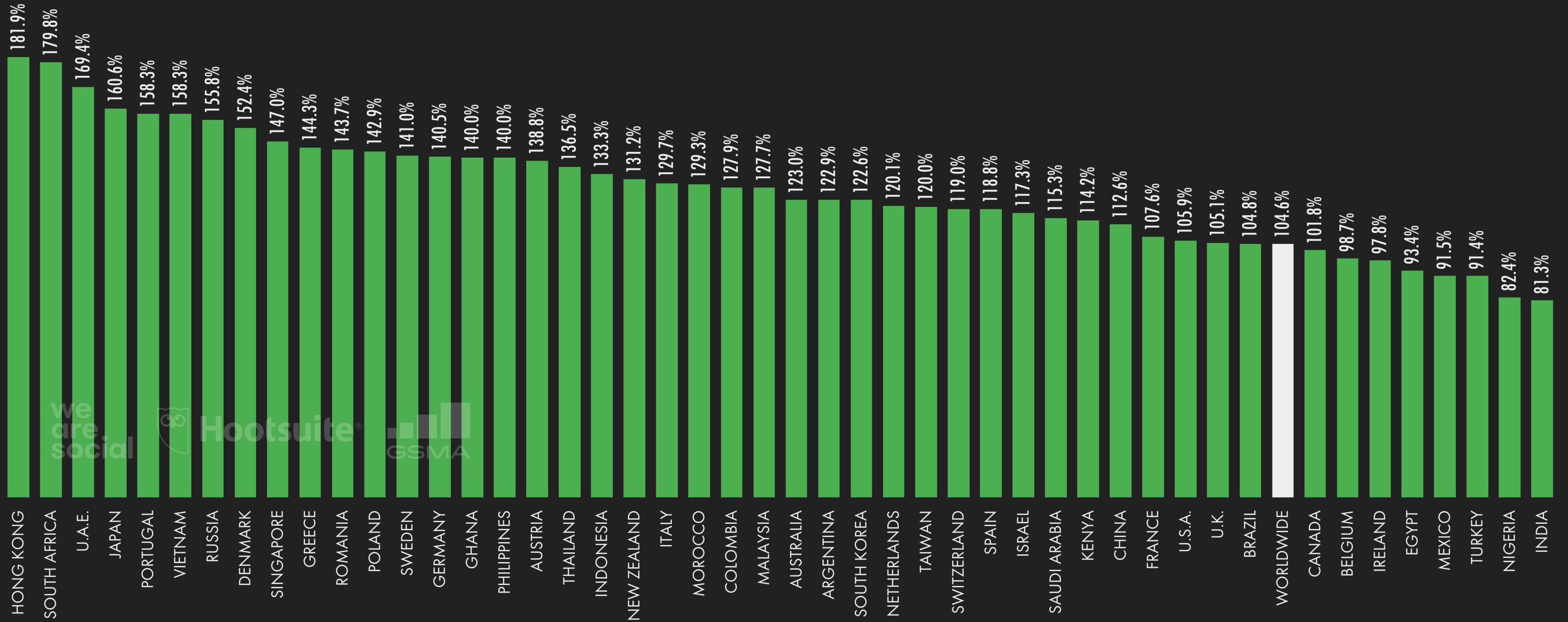
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# MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



# MOBILE CONNECTIVITY RANKING

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



## HIGHEST RATES OF MOBILE CELLULAR CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	MACAU	235.5%	1,561,309
02	U.S. VIRGIN ISLANDS	200.1%	208,331
03	ANTIGUA & BARBUDA	198.0%	196,240
04	MONTENEGRO	186.6%	1,171,577
05	HONG KONG	181.9%	13,784,144
06	SOUTH AFRICA	179.8%	108,600,842
07	SEYCHELLES	177.4%	175,969
08	SURINAME	175.2%	1,040,954
09	LIBYA	169.6%	11,867,817
10	FINLAND	169.5%	9,410,607

## LOWEST RATES OF MOBILE CELLULAR CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
212	MARSHALL ISLANDS	12.6%	7,535
211	NORTH KOREA	20.2%	5,244,121
210	ERITREA	22.7%	826,090
209	FED. STATES OF MICRONESIA	23.1%	26,963
208	SOUTH SUDAN	28.4%	3,266,000
207	CENTRAL AFRICAN REPUBLIC	33.1%	1,644,176
206	PAPUA NEW GUINEA	36.0%	3,317,110
205	MADAGASCAR	43.1%	12,403,778
204	DJIBOUTI	44.5%	449,046
203	SOMALIA	46.2%	7,675,120

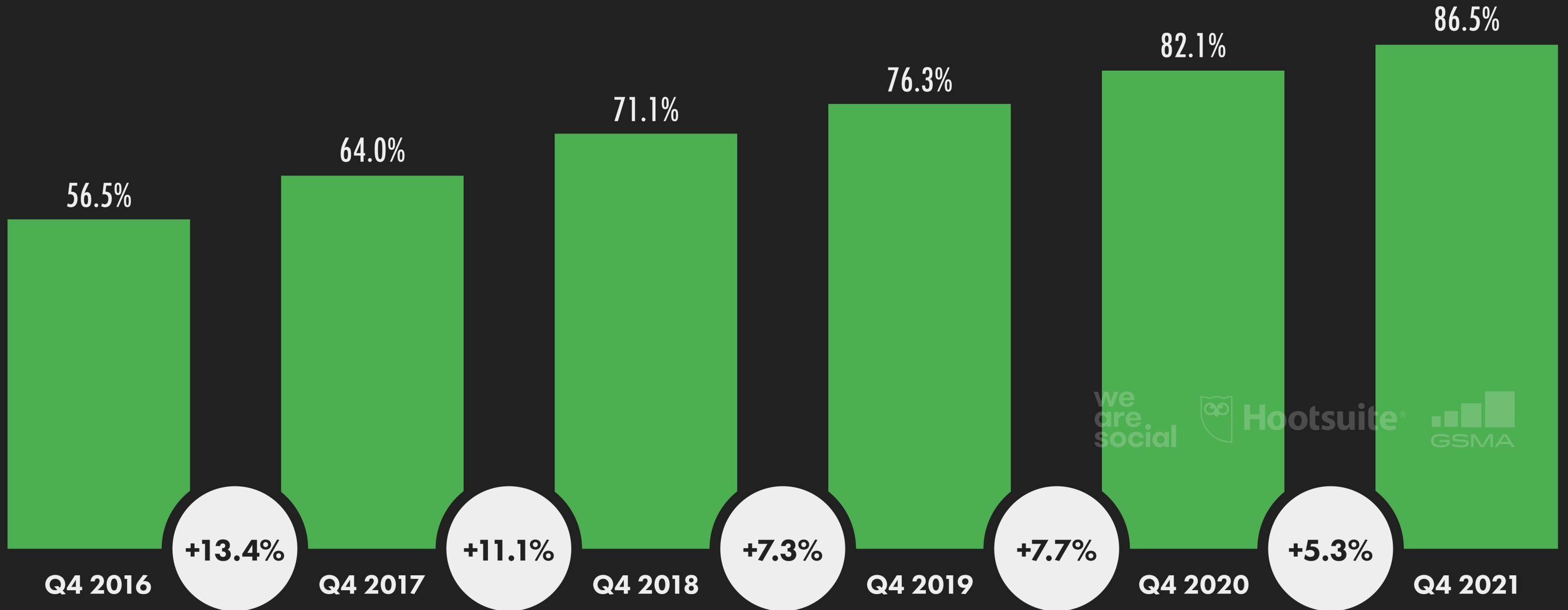
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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



GLOBAL OVERVIEW



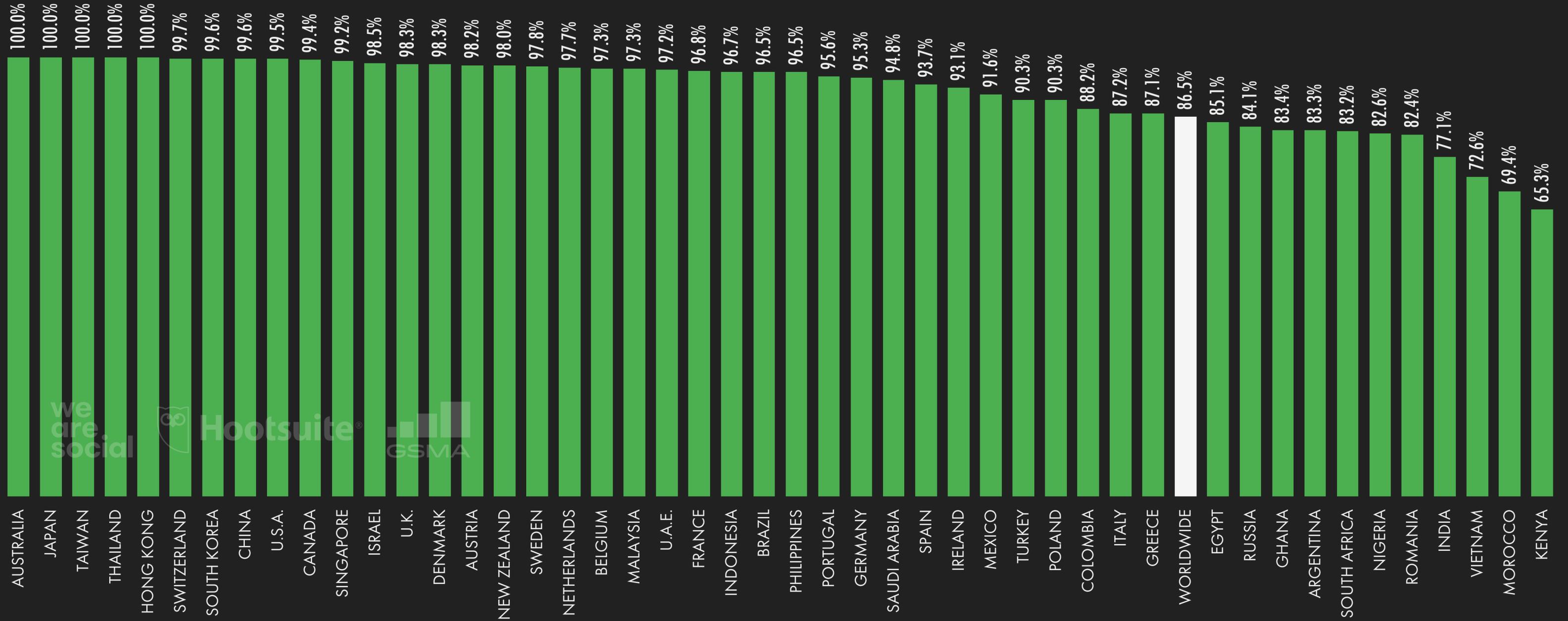
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# BROADBAND: SHARE OF CELLULAR CONNECTIONS

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



GLOBAL OVERVIEW



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# CELLULAR DATA TRAFFIC

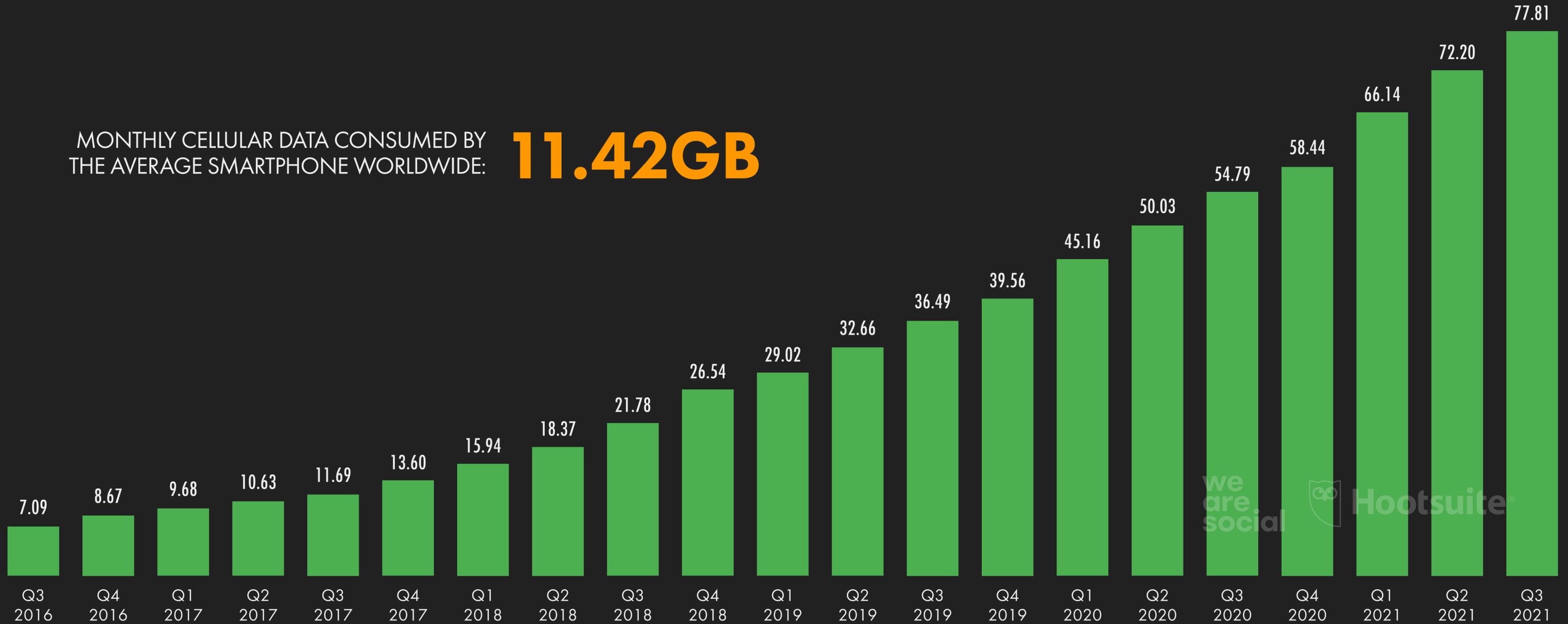
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE:

**11.42GB**



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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



SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



**70.74%**

YEAR-ON-YEAR CHANGE

**-0.6% (-44 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



**28.54%**

YEAR-ON-YEAR CHANGE

**+1.2% (+35 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



**0.38%**

YEAR-ON-YEAR CHANGE

**+58.3% (+14 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

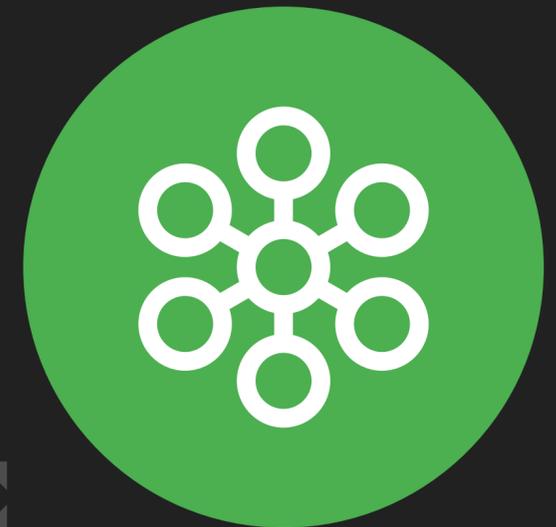


**0.14%**

YEAR-ON-YEAR CHANGE

**+7.7% (+1 BPS)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



**0.20%**

YEAR-ON-YEAR CHANGE

**-23.1% (-6 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 2021. 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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# MOBILE TIME BY ACTIVITY

HEADLINES FOR MOBILE ACTIVITIES BY TIME SPENT

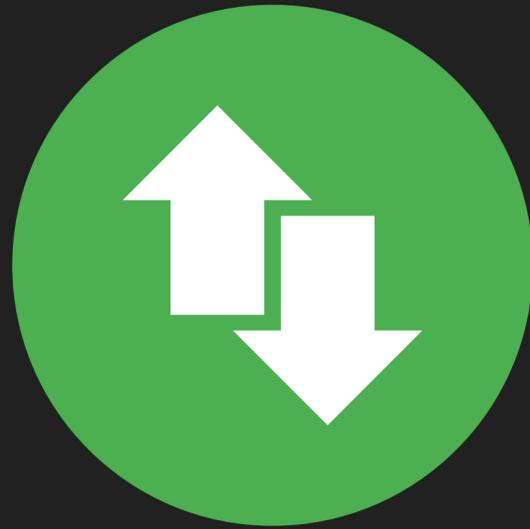


AVERAGE TIME EACH  
USER SPENDS USING A  
SMARTPHONE EACH DAY



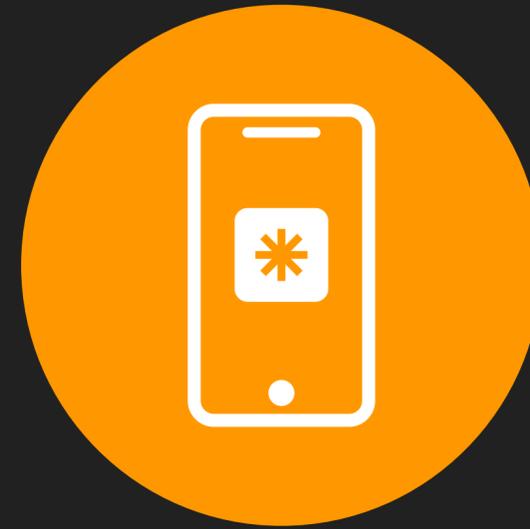
**4H 48M**

YEAR-ON-YEAR INCREASE  
IN DAILY TIME SPENT  
USING SMARTPHONES



**+6.7%**

PERCENTAGE OF  
MOBILE TIME SPENT  
USING MOBILE APPS



**92.5%**

PERCENTAGE OF  
MOBILE TIME SPENT  
USING WEB BROWSERS



**7.5%**

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# SHARE OF MOBILE TIME BY APP CATEGORY

PERCENTAGE OF TOTAL SMARTPHONE TIME SPENT USING APPS IN EACH APP CATEGORY



SOCIAL & COMMS



**43.0%**

YEAR-ON-YEAR CHANGE

**-0.9% (-40 BPS)**



PHOTO & VIDEO



**25.4%**

YEAR-ON-YEAR CHANGE

**+5.0% (120 BPS)**



GAMES



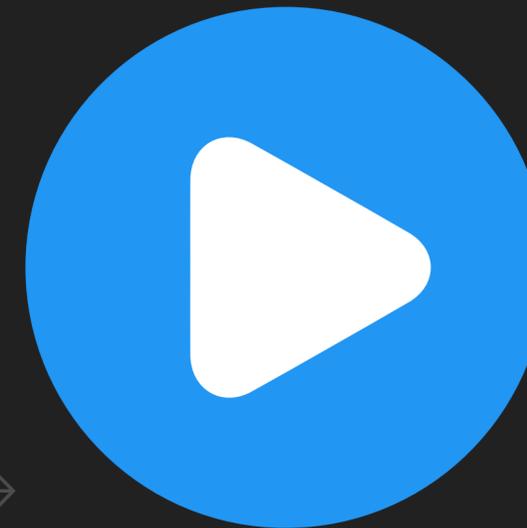
**7.7%**

YEAR-ON-YEAR CHANGE

**-7.2% (-60 BPS)**



ENTERTAINMENT



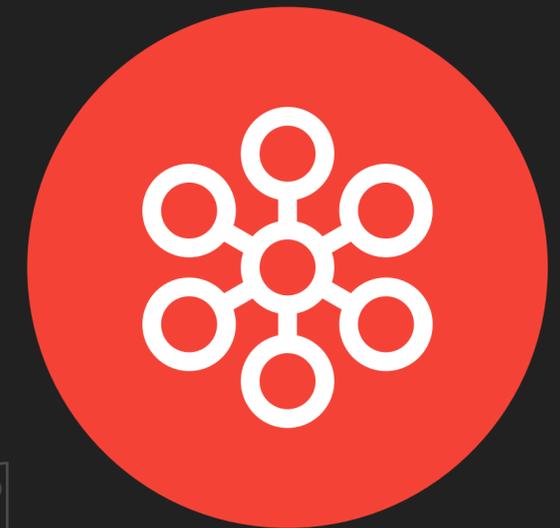
**3.1%**

YEAR-ON-YEAR CHANGE

**+3.3% (10 BPS)**



OTHER CATEGORIES



**20.8%**

YEAR-ON-YEAR CHANGE

**-1.4% (-30 BPS)**

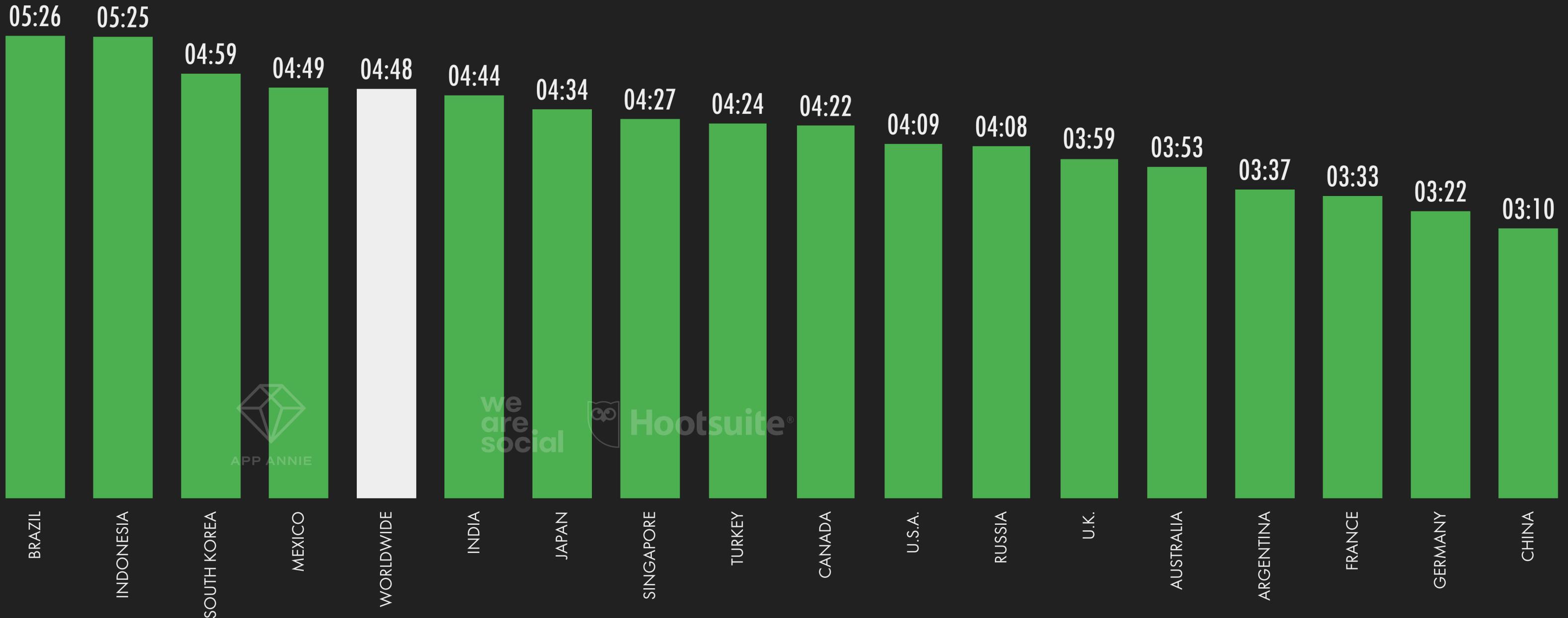
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# DAILY TIME SPENT USING MOBILE PHONES

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



GLOBAL OVERVIEW



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# MOBILE APP MARKET OVERVIEW: APP ANNIE

HEADLINES FOR MOBILE APP DOWNLOADS AND SPEND, BASED ON APP ANNIE DATA

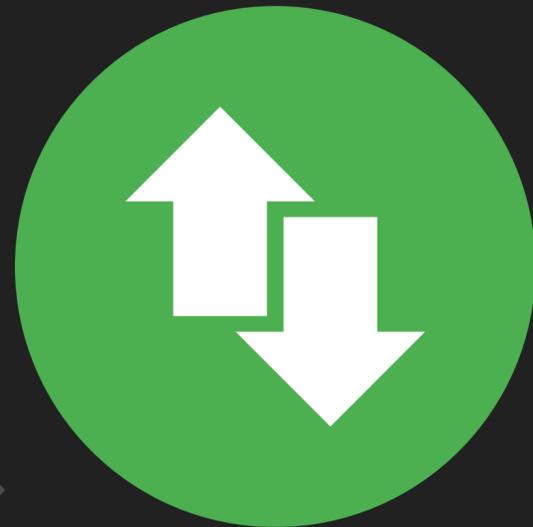


NUMBER OF MOBILE  
APP DOWNLOADS



**230**  
BILLION

YEAR-ON-YEAR CHANGE IN  
MOBILE APP DOWNLOADS



**+5.5%**  
**+12 BILLION**

CONSUMER SPEND  
ON MOBILE APPS (USD)



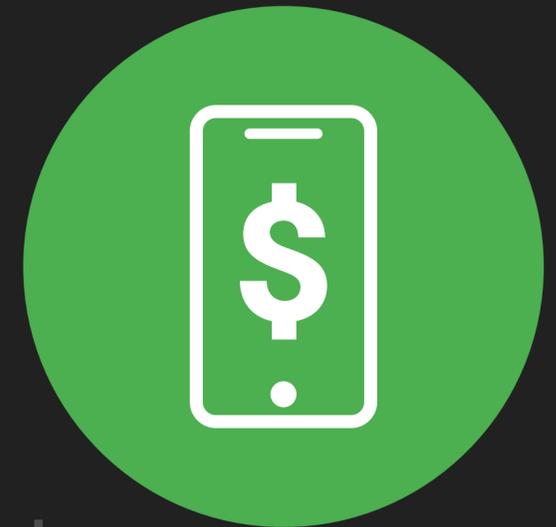
**\$170**  
BILLION

YEAR-ON-YEAR CHANGE  
IN CONSUMER APP SPEND



**+18.8%**  
**+\$27 BILLION**

AVERAGE APP SPEND  
PER SMARTPHONE (USD)



**\$27.16**

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# MOBILE APPS: TOP CATEGORIES BY APP STORE

APP ANNIE'S RANKING OF THE MOST POPULAR MOBILE APP CATEGORIES BETWEEN JANUARY AND DECEMBER 2021



## GOOGLE PLAY: DOWNLOADS

#	APP CATEGORY
01	GAMES
02	TOOLS
03	SOCIAL
04	PHOTO & VIDEO
05	ENTERTAINMENT
06	FINANCE
07	SHOPPING
08	PRODUCTIVITY
09	MUSIC
10	LIFESTYLE

## GOOGLE PLAY: CONSUMER SPEND

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

## IOS APP STORE: DOWNLOADS

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

## IOS APP STORE: CONSUMER SPEND

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

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# APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	WHATSAPP	META
03	FACEBOOK MESSENGER	META
04	INSTAGRAM	META
05	AMAZON	AMAZON
06	TIKTOK	BYTEDANCE
07	TELEGRAM	TELEGRAM
08	TWITTER	TWITTER
09	SPOTIFY	SPOTIFY
10	NETFLIX	NETFLIX

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

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# APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	TIKTOK <sup>1</sup>	BYTEDANCE
02	INSTAGRAM	META
03	FACEBOOK	META
04	WHATSAPP	META
05	TELEGRAM	TELEGRAM
06	SNAPCHAT	SNAP
07	FACEBOOK MESSENGER	META
08	ZOOM CLOUD MEETINGS	ZOOM
09	CAPCUT	BYTEDANCE
10	SPOTIFY	SPOTIFY



#	MOBILE GAME	COMPANY
01	GARENA FREE FIRE	SEA
02	SUBWAY SURFERS	SYBO
03	ROBLOX	ROBLOX
04	BRIDGE RACE	IRONSOURCE
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PUBG MOBILE	TENCENT
07	LUDO KING	GAMETION
08	HAIR CHALLENGE	ZYNGA
09	AMONG US!	INNERSLOTH
10	JOIN CLASH 3D	IRONSOURCE



**SOURCE:** APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. VALUES FOR CHINA ONLY INCLUDE ACTIVITY ON THE APPLE IOS APP STORE. **COMPARABILITY:** (1) VALUES FOR "TIKTOK" INCLUDE DOUYIN. NOTE THAT WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.



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# APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY	#	MOBILE GAME	COMPANY
01	TIKTOK <sup>1</sup>	BYTEDANCE	01	ROBLOX	ROBLOX
02	YOUTUBE	ALPHABET	02	GENSHIN IMPACT	MIHOYO
03	TINDER	MATCH GROUP	03	COIN MASTER	MOON ACTIVE
04	DISNEY+	DISNEY	04	HONOUR OF KINGS	TENCENT
05	TENCENT VIDEO	TENCENT	05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	PICCOMA	KAKAO	06	PUBG MOBILE	TENCENT
07	HBO MAX	AT&T	07	POKÉMON GO	NIANTIC
08	GOOGLE ONE	ALPHABET	08	UMA MUSUME PRETTY DERBY	CYBERAGENT
09	TWITCH	AMAZON	09	GAME FOR PEACE	TENCENT
10	BIGO LIVE	JOYY	10	HOMESCAPES	PLAYRIX

**SOURCE:** APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. 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 WE REPORT FIGURES FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

WE ARE SOCIAL'S PERSPECTIVE

# APPS & MOBILE IN 2022

## SHIFTS IN HOW WE'RE USING OUR PHONES

### ON-THE-GO CONSOLES

The promise of imminent 5G connectivity continues to keep many global audiences on their toes. And while it hasn't rolled out everywhere, early successes from gaming developers speak to a future in which hand-held devices will need to work harder to support high octane gaming on a smaller screen. With titles like Genshin Impact already wildly successful and mobile esports taking off, screen size, memory capacity and more will see heightened expectations, as smartphones are reimagined as miniature consoles.

**In 2022, brands will need to work harder to support specialist needs from gaming communities.**

### PRE-EMPTIVE PRIVACY

Recent years have continued to see privacy scandals ebb and flow, but as such a monolithic problem, it can feel too big for one party to solve. Yet for mobile manufacturers, there are opportunities to offer users support at the ground floor. Enter: Apple's iOS 14. Designed to educate audiences around the privacy and empower them to make decisions around it, Apple is paving the way to a future in which T&Cs aren't hidden in miniature fonts at the end of agreements but broken into timely, transparent and easy to understand chunks.

**In 2022, brands should take accountability for helping audiences understand how their data is used.**

### PARING BACK

Amid a growing cynicism towards tech monopolies, major social platforms and the commercial culture they enable, many people are yearning for the simpler days of tech. While some are creating healthier social habits and others are virtue signalling with nostalgic accessories like wired headphones, simpler mobile devices are also having a moment: in 2021 blockbuster No Time To Die, even James Bond foregoes an iPhone in favour of a Nokia.

**In 2022, brands should make it easier for people to simplify their digital lives.**

GSMA™  
**Intelligence**

# State of Mobile Internet Connectivity 2021

24%

For individuals to adopt mobile internet, they first need to be aware of it, know what the benefits are and understand how to use it. Yet in 2020, almost one quarter of adults in surveyed countries were not aware of mobile internet. More positively though, awareness has increased markedly over the past four years. In 2017, across the same surveyed countries, 45% of adults were not aware of mobile internet.

50%

More than half of mobile users that do not use mobile internet despite being aware of it reported literacy and digital skills as an important barrier that stops them from using the internet. This barrier disproportionately affects women and people living in rural areas.

69%

Watching free online video was one of the activities that consumers did much more of on their phones in 2020, along with making video calls and listening to music. More than two thirds of mobile internet users watched online videos at least once a month, compared to 59% in 2019. More generally, the diversity and frequency of online activities increased significantly following the onset of the Covid-19 pandemic.

GSMA Intelligence is the definitive source of insights, forecasts and research for the mobile industry

Get our full report: "The State of Mobile Internet Connectivity 2021"

[gsmaintelligence.com](https://gsmaintelligence.com)

@GSMAi



**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.

58.4%

ORDERED GROCERIES  
VIA AN ONLINE STORE



28.3%

BOUGHT A SECOND-HAND  
ITEM VIA AN ONLINE STORE



we  
are  
social

14.4%

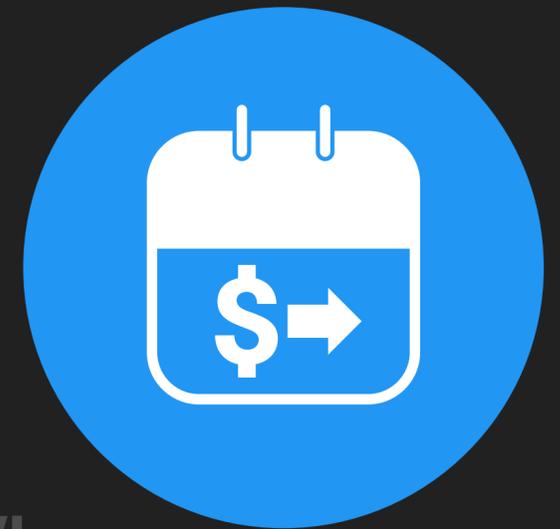
USED AN ONLINE PRICE  
COMPARISON SERVICE



GWI.

24.6%

USED A BUY NOW,  
PAY LATER SERVICE



17.8%

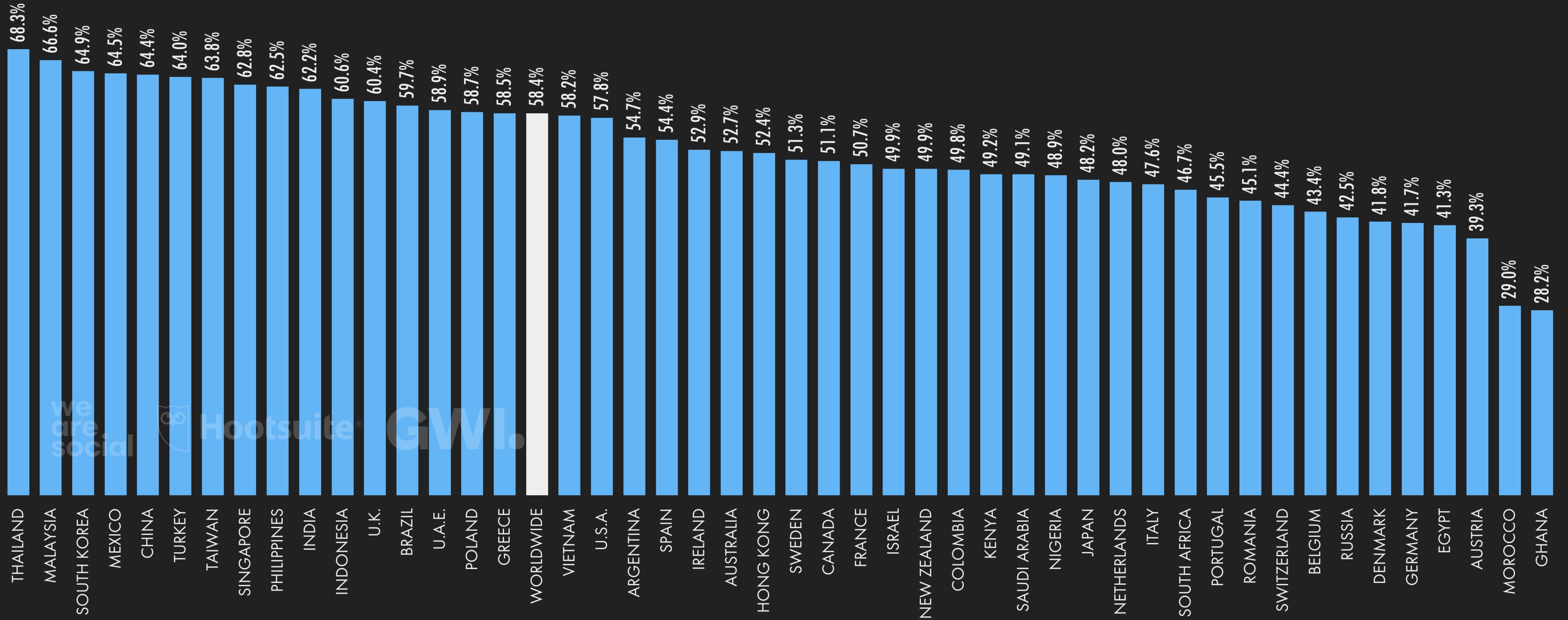
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# WEEKLY ONLINE PURCHASES

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



GLOBAL OVERVIEW



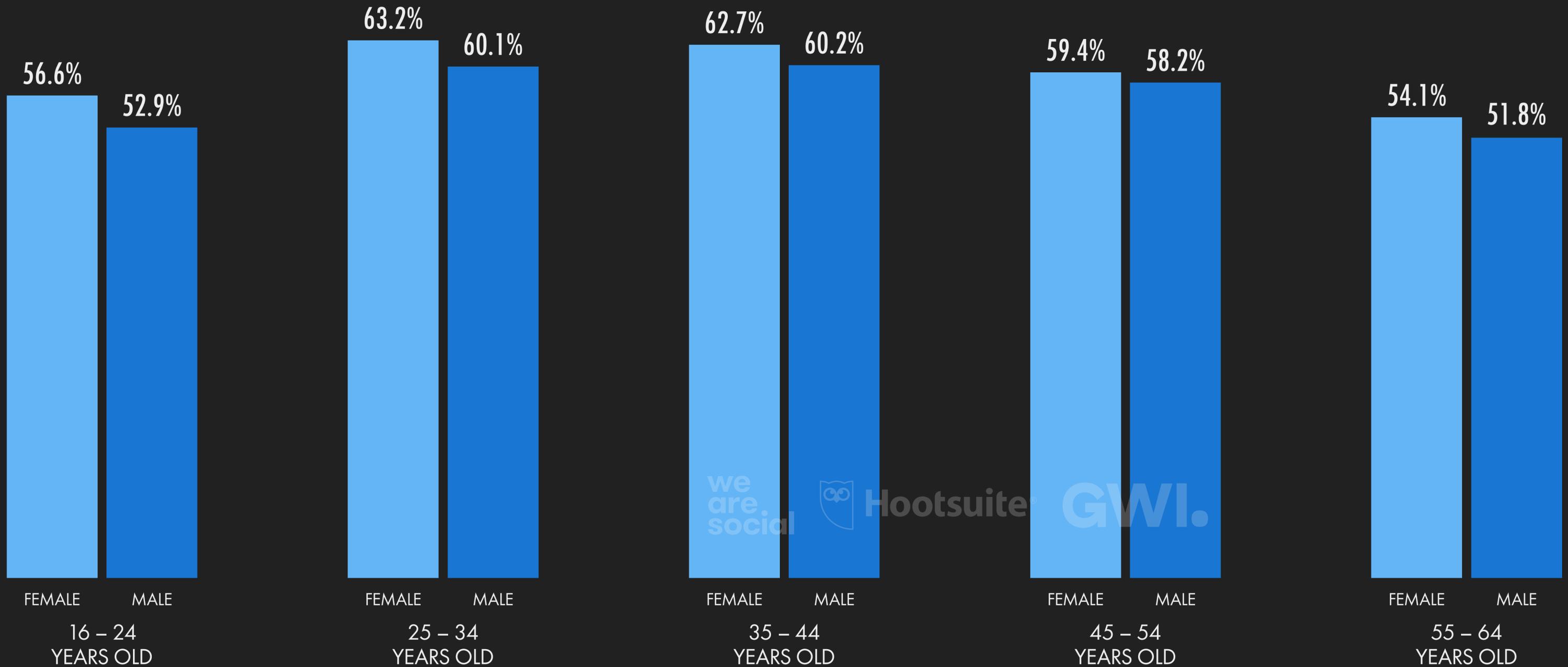
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# WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK



GLOBAL OVERVIEW



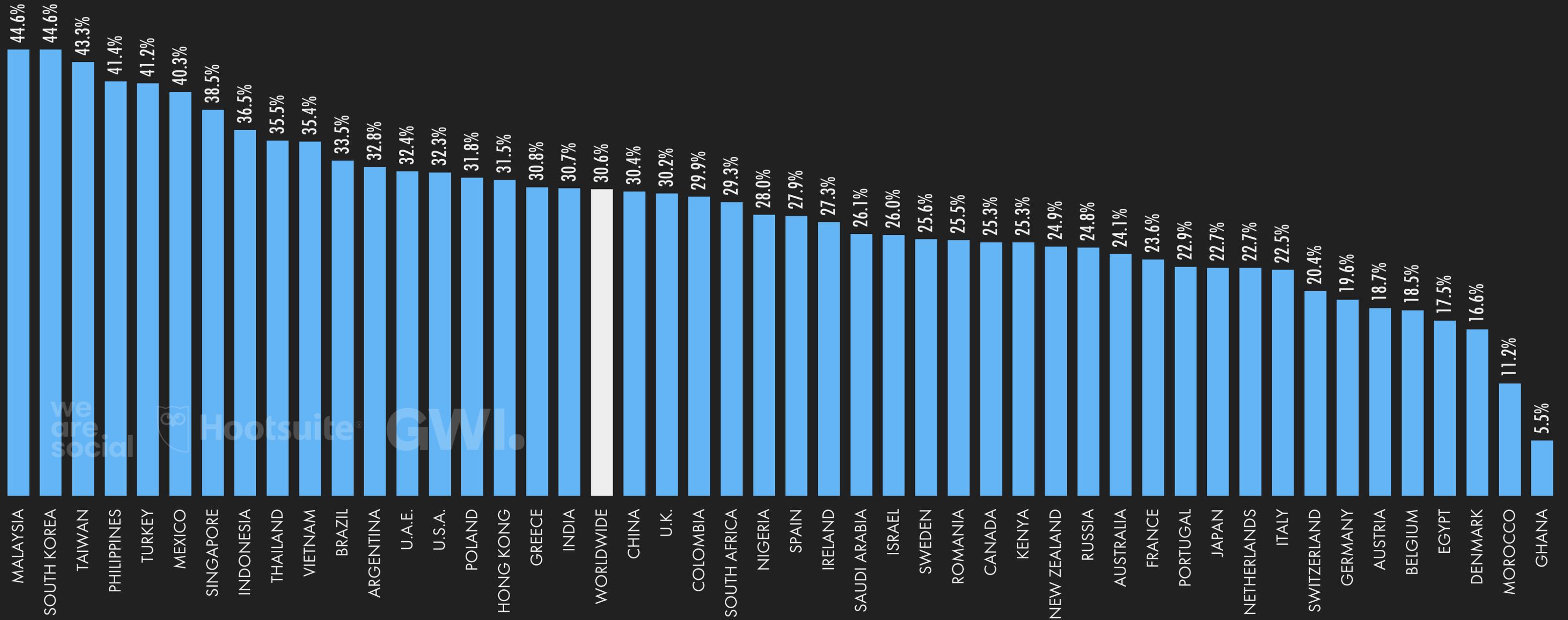
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# WEEKLY MOBILE COMMERCE PURCHASES

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



GLOBAL OVERVIEW



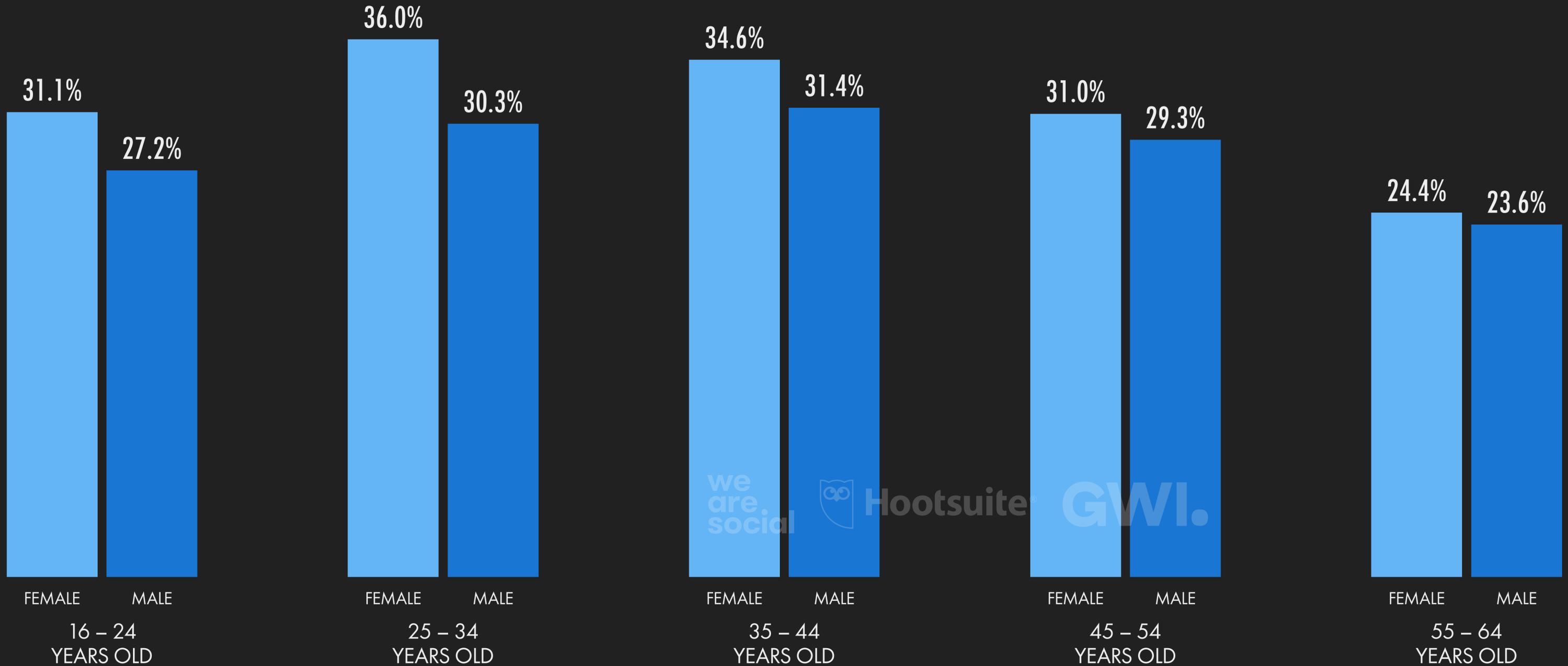
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# WEEKLY MOBILE COMMERCE PURCHASES

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



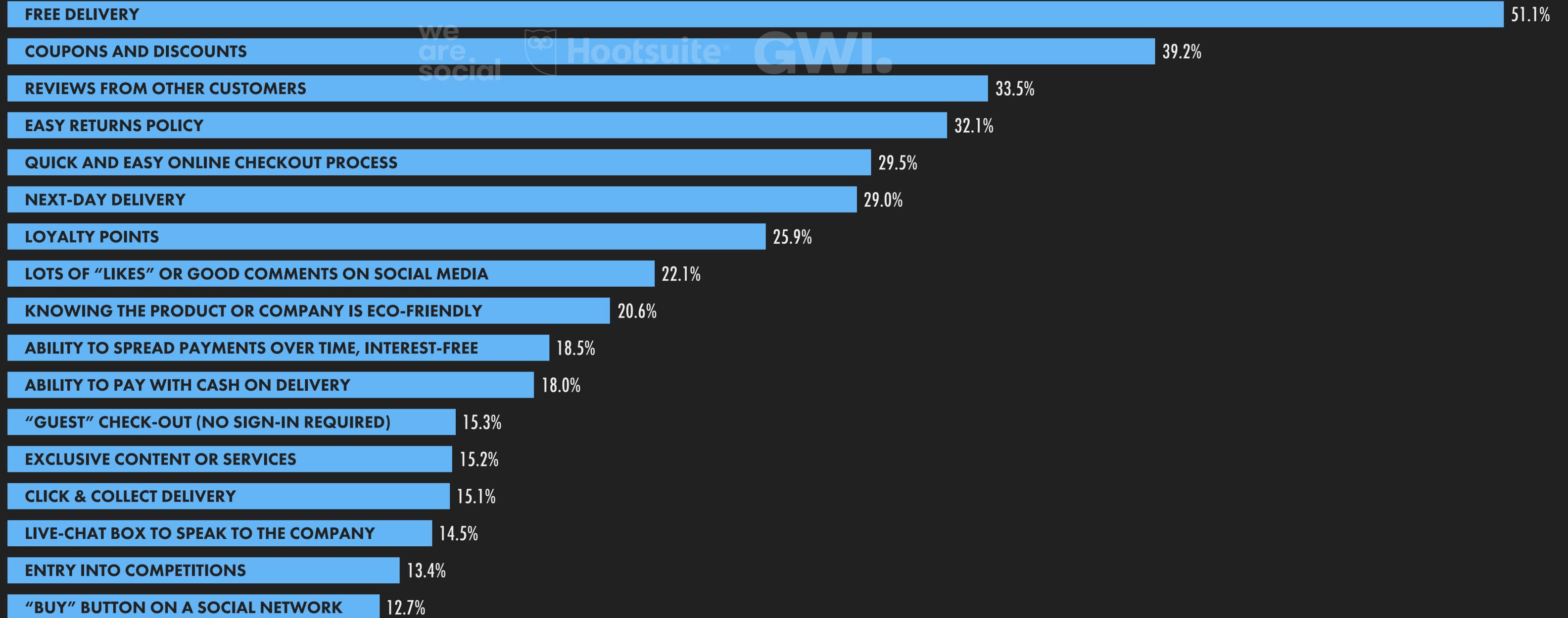
GLOBAL OVERVIEW



**JAN  
2022**

# 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)



NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA THE INTERNET



**3.78**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+10% (+344 MILLION)**

TOTAL ANNUAL SPEND  
ON ONLINE CONSUMER  
GOODS PURCHASES (USD)



**\$3.85**  
**TRILLION**

YEAR-ON-YEAR CHANGE  
**+18% (+\$591 BILLION)**

AVERAGE ANNUAL REVENUE  
PER CONSUMER GOODS  
ECOMMERCE USER (USD)



**\$1,017**

YEAR-ON-YEAR CHANGE  
**+7.4% (+\$69.92)**

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



**60.1%**

YEAR-ON-YEAR CHANGE  
**+1.0% (+62 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 2021, 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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# ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



GLOBAL OVERVIEW

ELECTRONICS



statista

**\$988.4  
BILLION**

YEAR-ON-YEAR CHANGE  
**+13% (+\$110 BILLION)**

FASHION



KEPIOS

**\$904.5  
BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$134 BILLION)**

FURNITURE



statista

**\$436.8  
BILLION**

YEAR-ON-YEAR CHANGE  
**+13% (+\$49 BILLION)**

TOYS, HOBBY, DIY



**\$392.9  
BILLION**

YEAR-ON-YEAR CHANGE  
**+18% (+\$59 BILLION)**

PERSONAL & HOUSEHOLD CARE



owl

**\$381.5  
BILLION**

YEAR-ON-YEAR CHANGE  
**+21% (+\$66 BILLION)**

FOOD

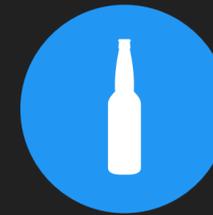


statista

**\$376.6  
BILLION**

YEAR-ON-YEAR CHANGE  
**+38% (+\$103 BILLION)**

BEVERAGES



we  
are  
social

**\$211.5  
BILLION**

YEAR-ON-YEAR CHANGE  
**+35% (+\$55 BILLION)**

PHYSICAL MEDIA



**\$155.0  
BILLION**

YEAR-ON-YEAR CHANGE  
**+11% (+\$15 BILLION)**

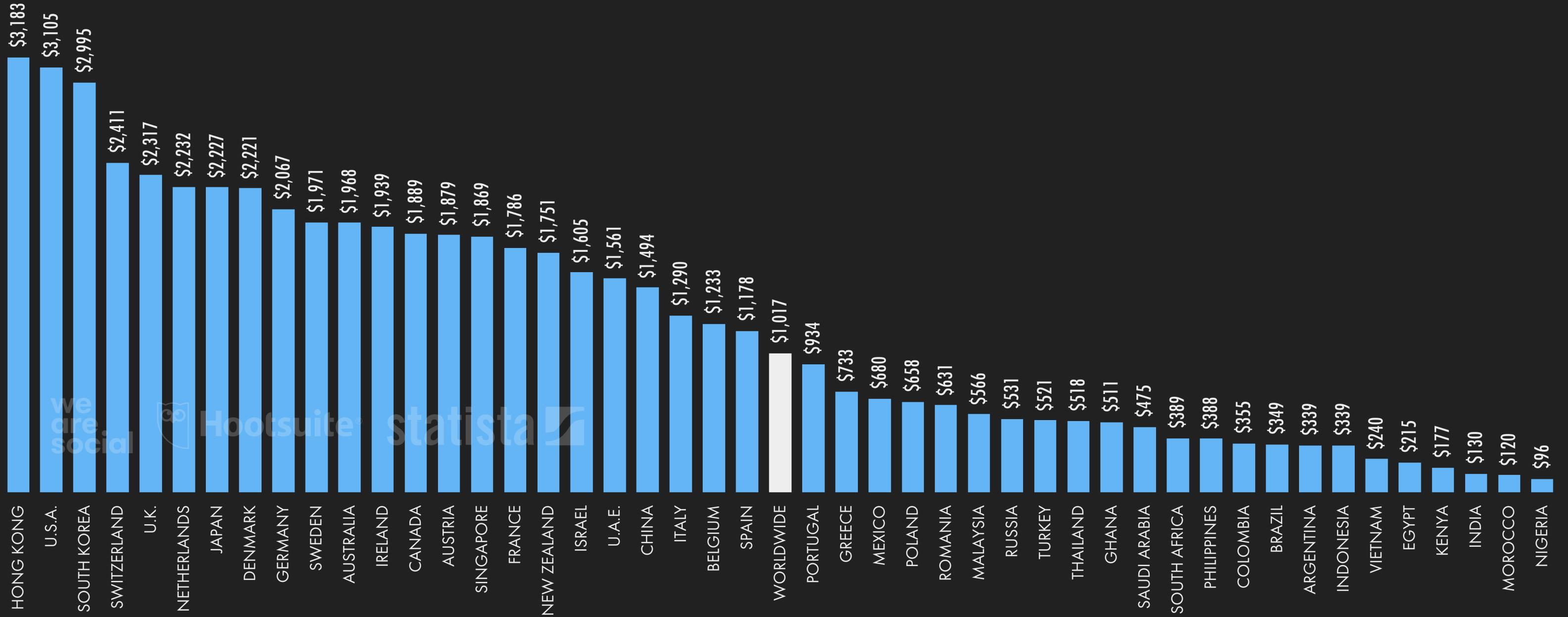
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# CONSUMER GOODS ECOMMERCE ARPU

AVERAGE ANNUAL ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



GLOBAL OVERVIEW



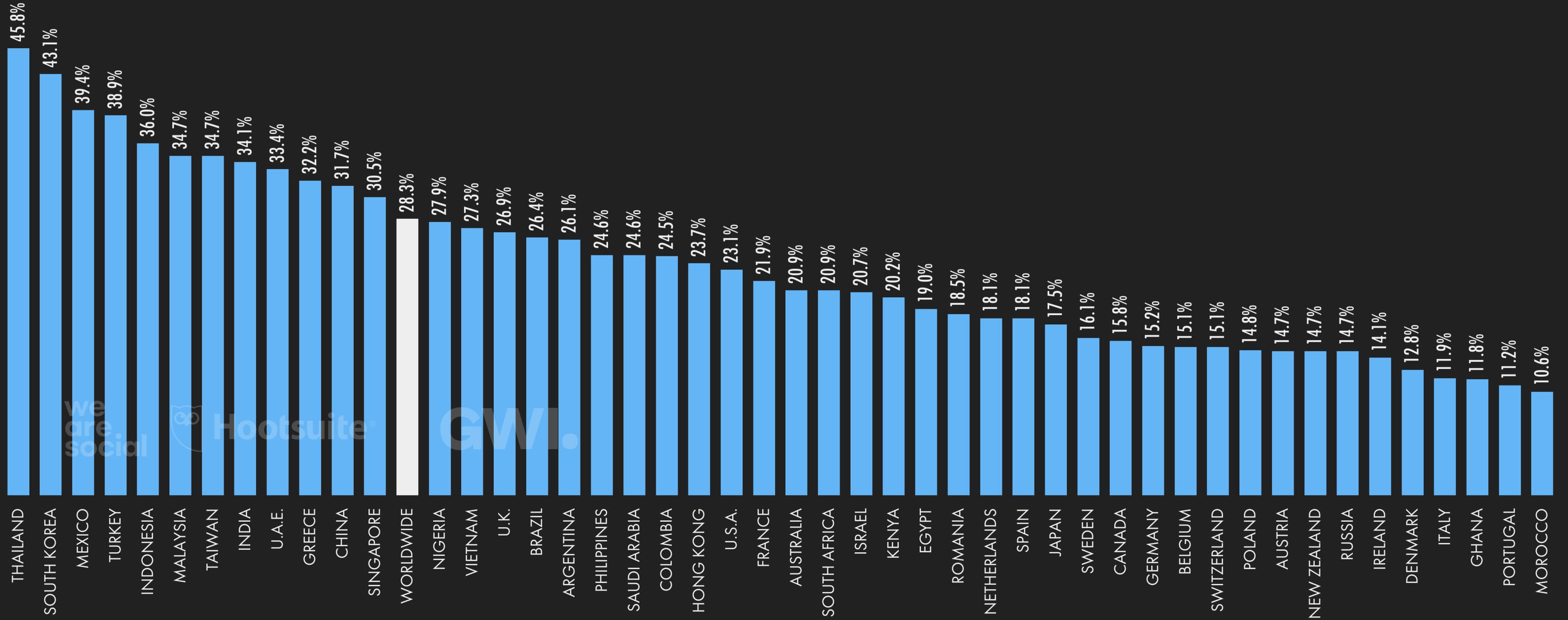
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# WEEKLY ONLINE GROCERY PURCHASES

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



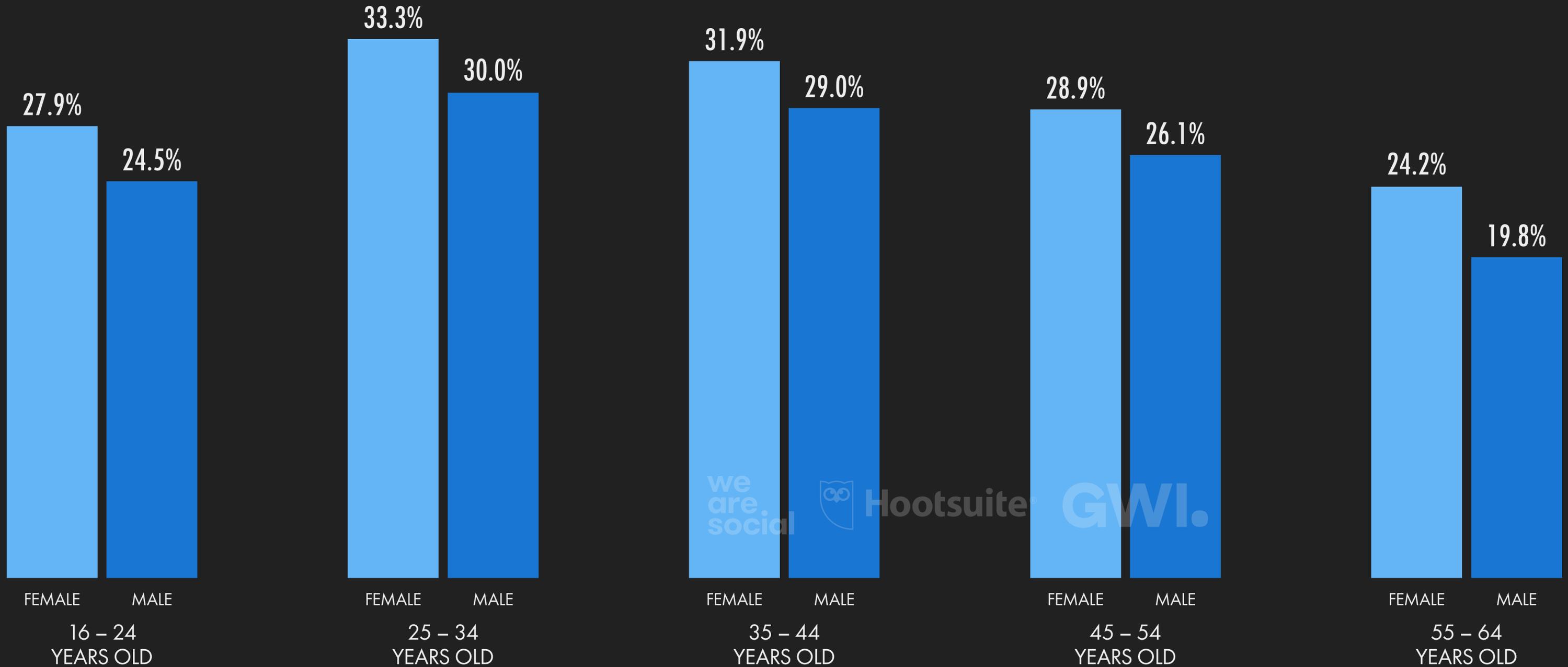
GLOBAL OVERVIEW



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# WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK



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# ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)



FLIGHTS



statista

**\$173.2  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.8% (+\$11 BILLION)**

CAR RENTALS



**\$41.82  
BILLION**

YEAR-ON-YEAR CHANGE  
**+15% (+\$5.5 BILLION)**

TRAINS



statista

**\$41.65  
BILLION**

YEAR-ON-YEAR CHANGE  
**-10% (-\$4.8 BILLION)**

LONG-DISTANCE BUSES



**\$5.30  
BILLION**

YEAR-ON-YEAR CHANGE  
**-6.6% (-\$375 MILLION)**

HOTELS



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are  
social

**\$142.2  
BILLION**

YEAR-ON-YEAR CHANGE  
**+45% (+\$44 BILLION)**

PACKAGE HOLIDAYS



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**\$102.4  
BILLION**

YEAR-ON-YEAR CHANGE  
**+59% (+\$38 BILLION)**

VACATION RENTALS



**\$39.92  
BILLION**

YEAR-ON-YEAR CHANGE  
**+30% (+\$9.2 BILLION)**

CRUISES



**\$1.58  
BILLION**

YEAR-ON-YEAR CHANGE  
**+117% (+\$853 MILLION)**

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# ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES



NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS



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**1.75**  
BILLION

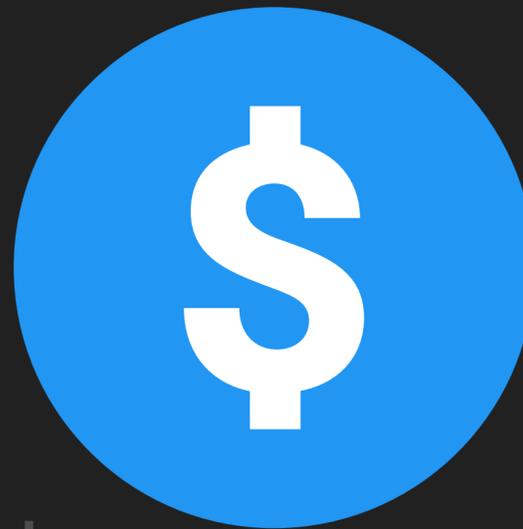
YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS



we are social

**+18.9%**  
**+277 MILLION**

TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)



**\$270.3**  
BILLION

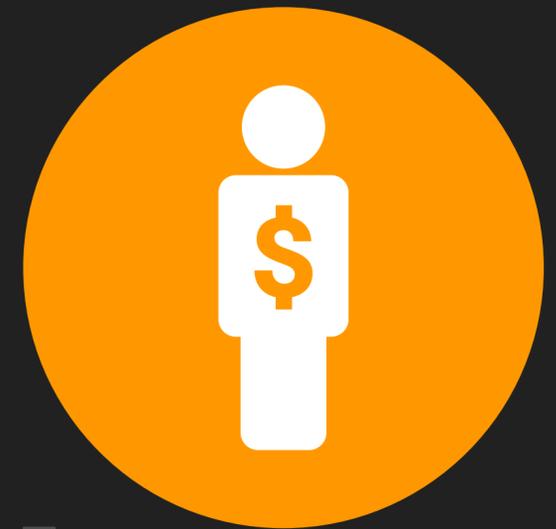
YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS



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**+19.6%**  
**+\$44 BILLION**

AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)



**\$155**  
YOY: **+0.6%**

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# DIGITAL HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES



GLOBAL OVERVIEW

NUMBER OF PEOPLE  
USING DIGITAL HEALTH  
DEVICES AND SERVICES



statista

**3.26**  
BILLION

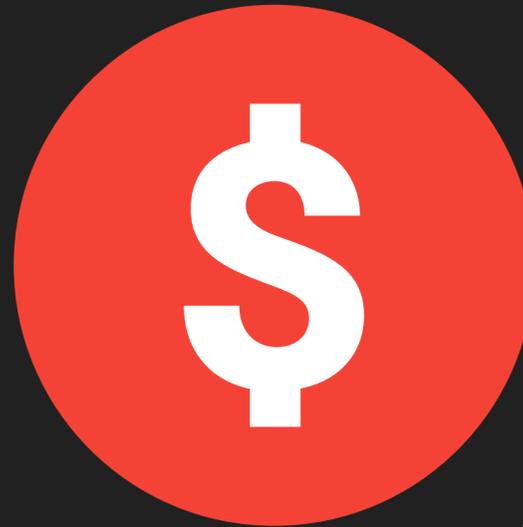
YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
DIGITAL HEALTH USERS



statista

**+8.9%**  
**+267 MILLION**

TOTAL ANNUAL  
VALUE OF THE DIGITAL  
HEALTH MARKET (USD)



statista

**\$128.8**  
BILLION

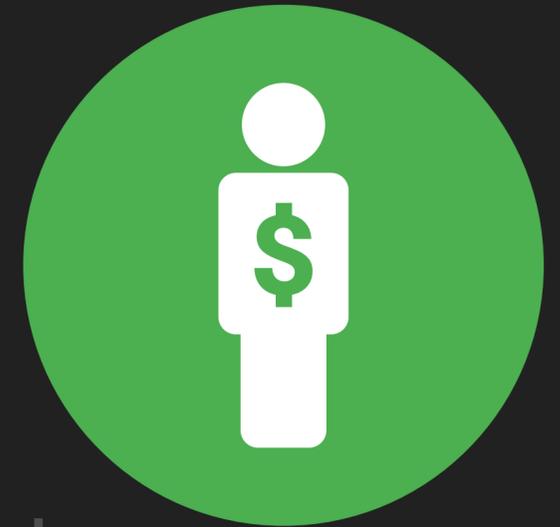
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF THE  
DIGITAL HEALTH MARKET



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social

**+23.5%**  
**+\$24 BILLION**

AVERAGE ANNUAL  
SPEND ON DIGITAL  
HEALTH PER USER (USD)



**\$39.46**  
YOY: **+13%**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "DIGITAL HEALTH" INCLUDES DIGITAL FITNESS & WELLBEING DEVICES AND APPS; EHEALTH DEVICES AND APPS; OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET; AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE 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 2021, 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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# DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS



TOTAL



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**\$293.9**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$43 BILLION)**

VIDEO GAMES

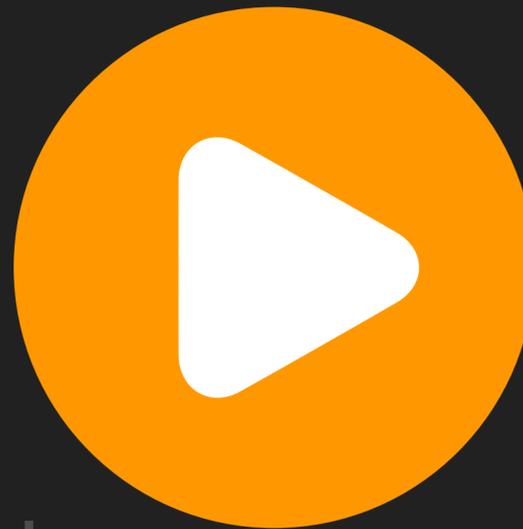


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**\$155.5**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+16% (+\$21 BILLION)**

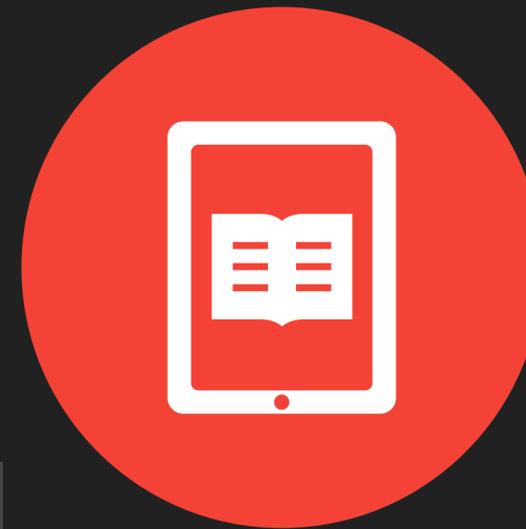
VIDEO-ON-DEMAND



**\$85.76**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+21% (+\$15 BILLION)**

EPUBLISHING



statista

**\$27.59**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+12% (+\$2.9 BILLION)**

DIGITAL MUSIC



**\$25.07**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$3.7 BILLION)**

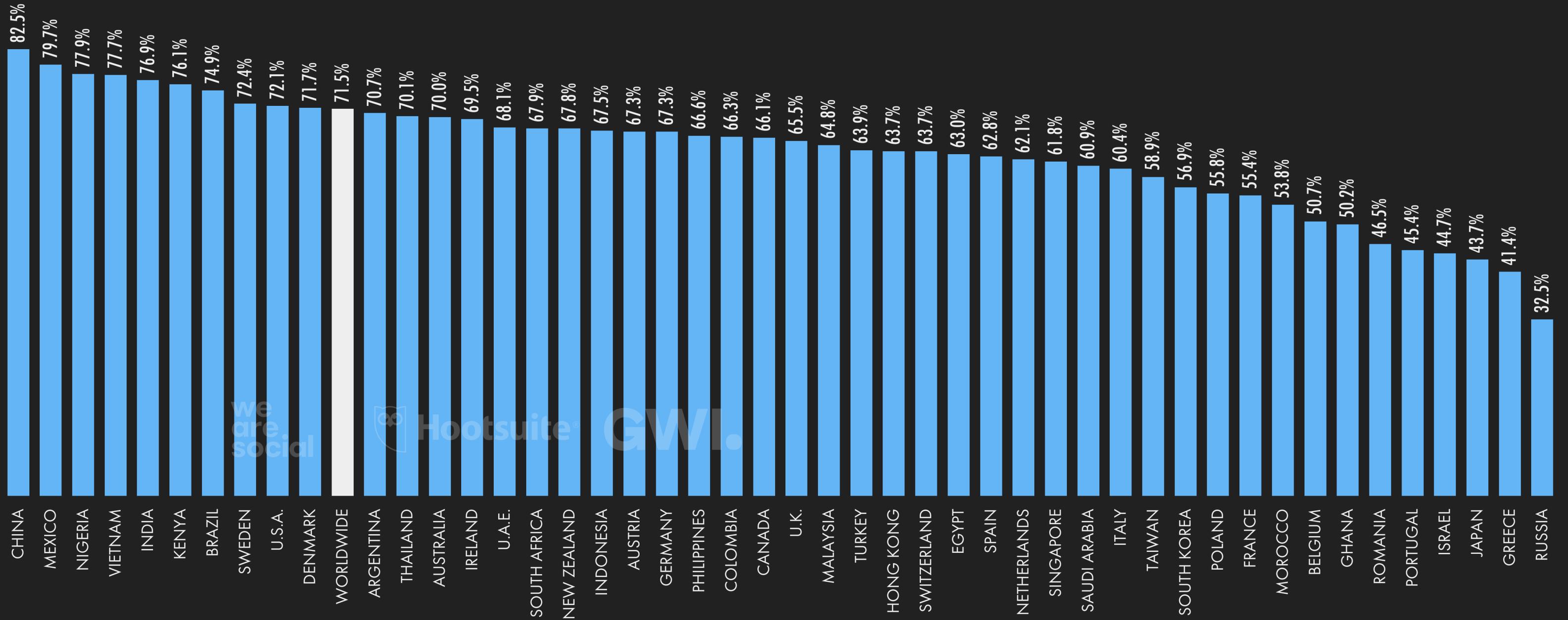
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



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GW

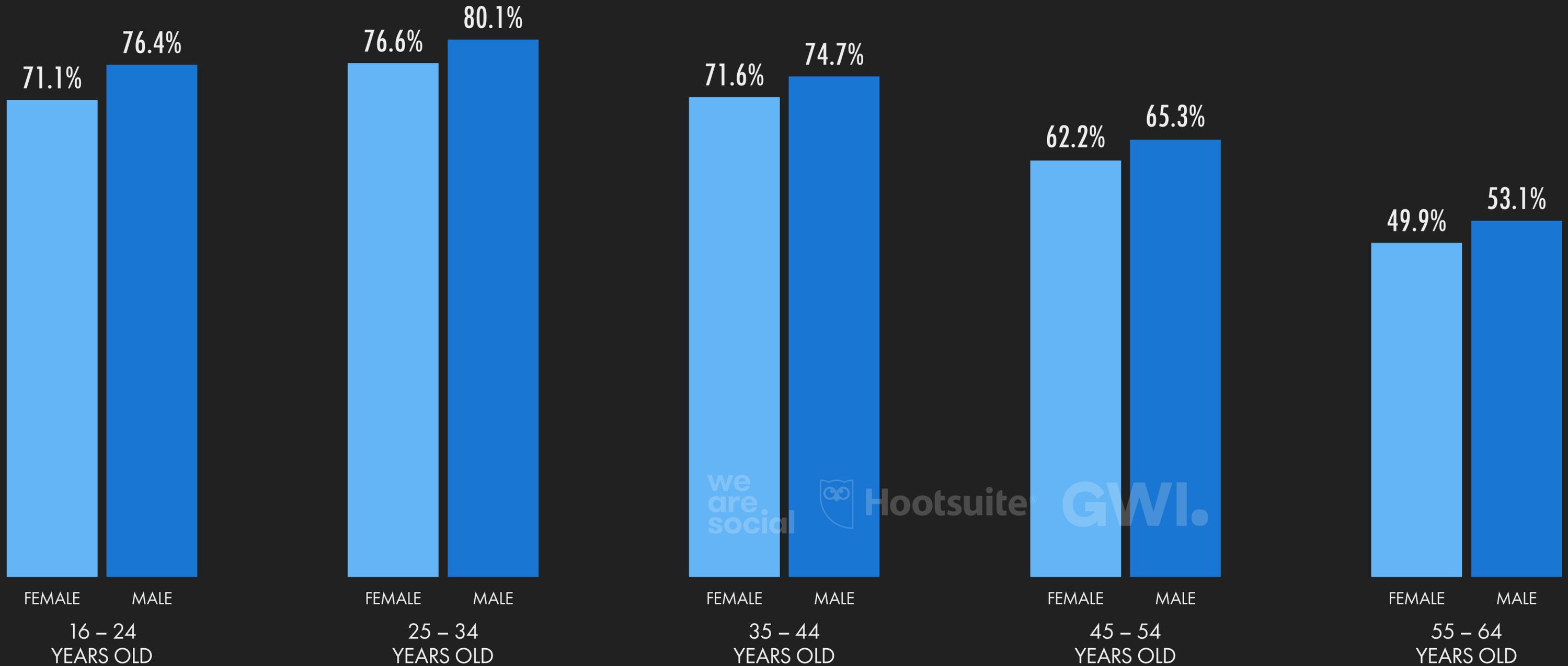
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# DIGITAL CONTENT PURCHASES

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



GLOBAL OVERVIEW



**SOURCE:** GWI (Q3 2021). 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:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES.

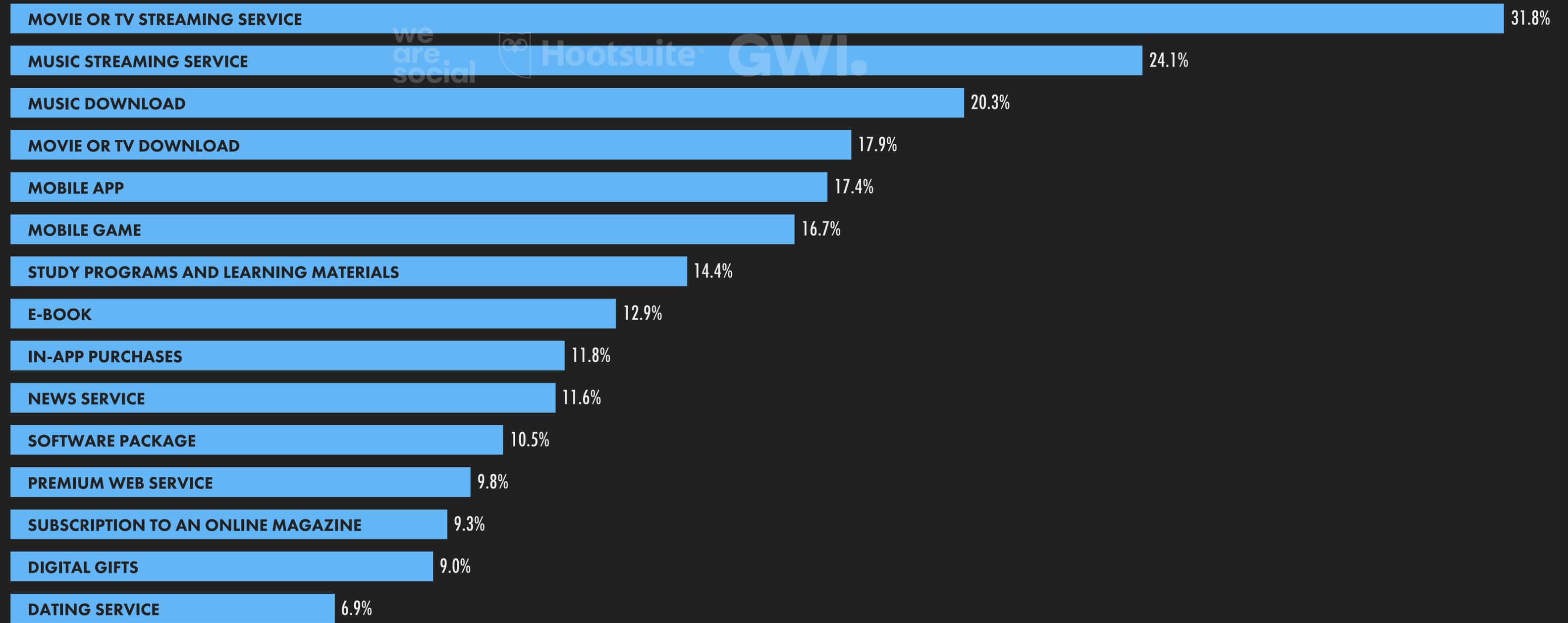
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW



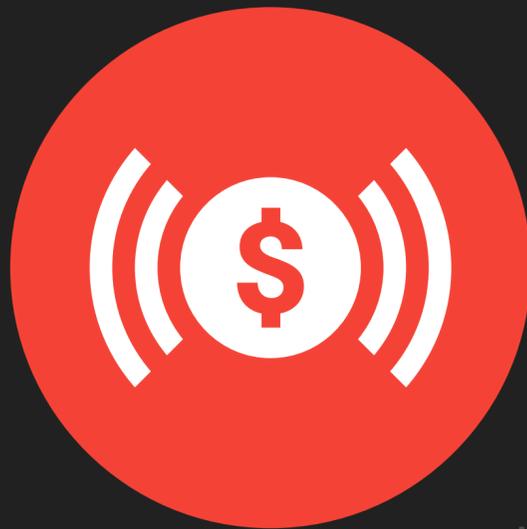
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# OVERVIEW OF CONSUMER DIGITAL PAYMENTS

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



NUMBER OF  
PEOPLE MAKING  
DIGITAL PAYMENTS



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**3.82**  
BILLION

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



**+10.0%**  
**+348 MILLION**

TOTAL ANNUAL VALUE  
OF DIGITAL PAYMENT  
TRANSACTIONS (USD)



statista

**\$6.75**  
TRILLION

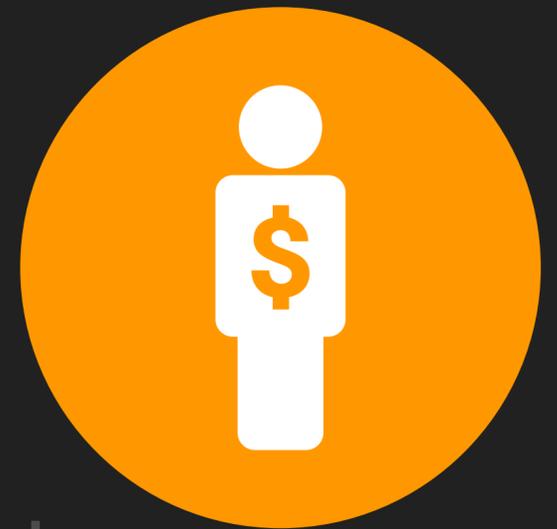
YEAR-ON-YEAR CHANGE  
IN THE VALUE OF DIGITAL  
PAYMENT TRANSACTIONS



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social

**+24.5%**  
**+\$1.3 TRILLION**

AVERAGE ANNUAL VALUE  
OF DIGITAL PAYMENTS  
PER USER (USD)



**\$1,766**  
YOY: **+13%**

**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 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

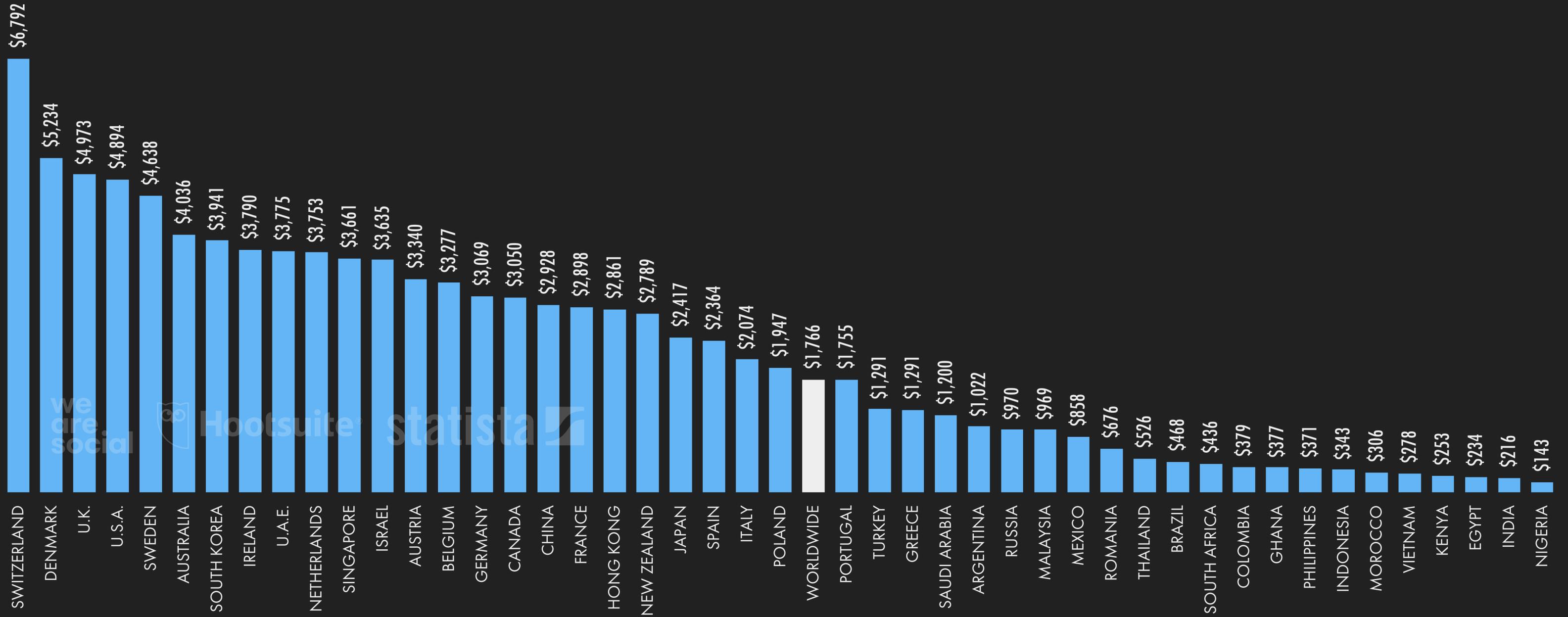
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# DIGITAL PAYMENTS ARPU

AVERAGE ANNUAL VALUE OF CONSUMER DIGITAL PAYMENTS PER USER (U.S. DOLLARS)



GLOBAL OVERVIEW



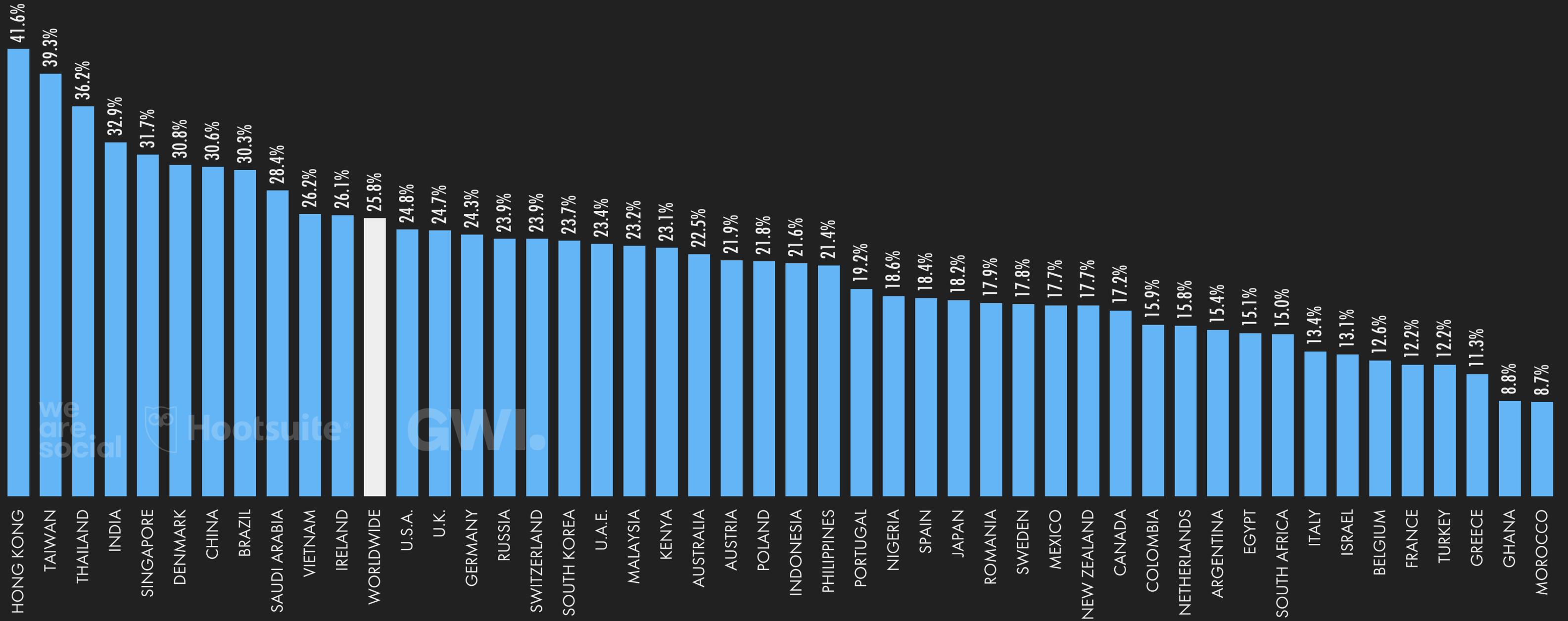
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# USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH



GLOBAL OVERVIEW



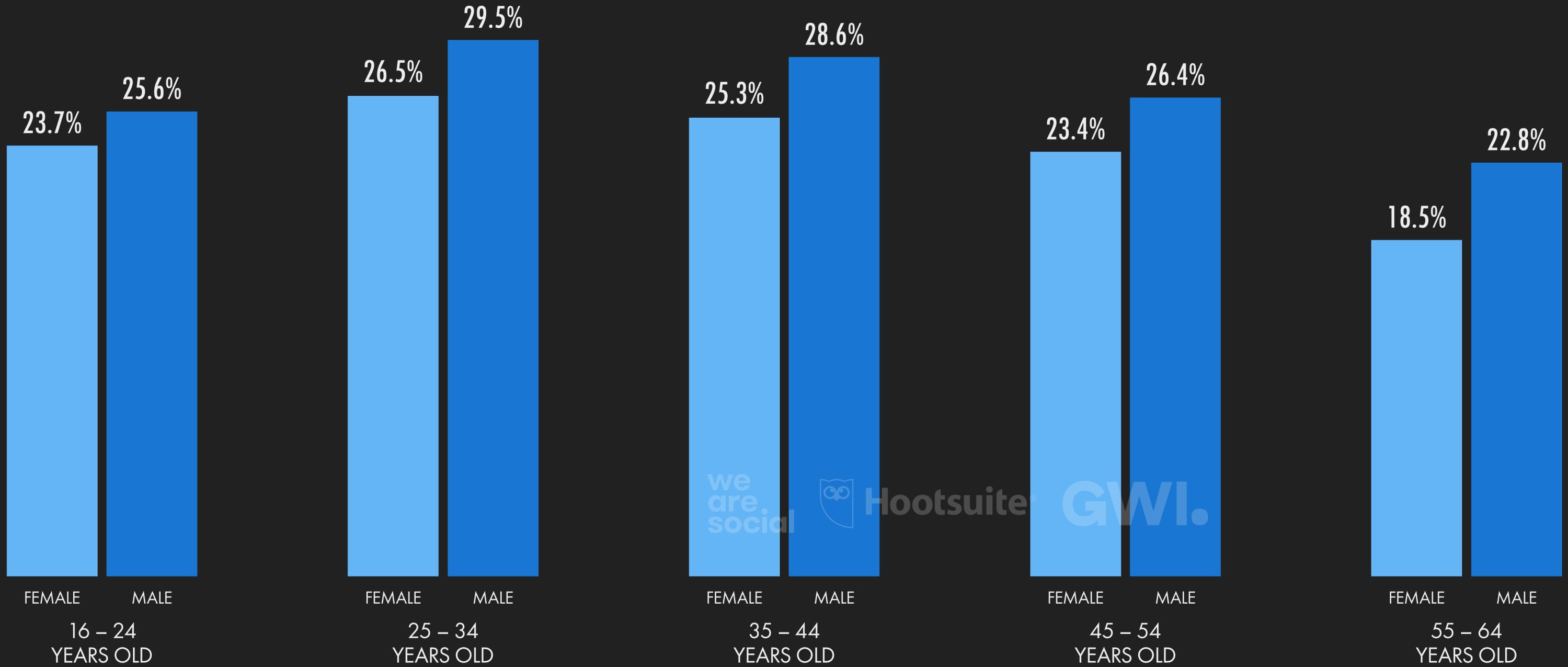
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# USE OF MOBILE PAYMENT SERVICES

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



GLOBAL OVERVIEW



WE ARE SOCIAL'S PERSPECTIVE

# E-COMMERCE IN 2022

## SHIFTS IN HOW WE SHOP AND SPEND ON SOCIAL

### NEW MATERIALISTS

From NFTs to designer Fortnite skins, a growing number of people are seeing the value of digital goods and putting hard cash behind them, including the 33% of Gen Zers who have invested in digital clothing. As online ownership is normalised, the status symbol is being redefined for a life lived more online.

**In 2022, brands should be exploring the role virtual spaces will play in selling both physical and digital products.**

### VIDEO SHOWROOMS

Retail innovation had already been forced upon brands at the hands of the pandemic. But the mainstreaming of video-first platforms like Twitch and TikTok have further increased people's expectations of shoppable content. It's no longer enough for the journey from feed to basket to be seamless. It's also got to be immersive and multi-sensory. Through shoppable videos and live channels, people want brands to work harder to put products into context online.

**In 2022, brands should be exploring the role video can play in the lower end of the funnel, and what kind of talent can land it.**

### DELAYED PAYMENTS

With major retailers from ASOS to Amazon launching or partnering with 'Buy Now, Pay Later' initiatives, online shopping is on the brink of a new era of frictionless purchases in which delivery times grow ever shorter, while actually cashing out for a product feels like a distant future. While major providers are addressing the ethics of this further normalisation of credit in their communications, this feature is set to become a mainstay in e-commerce.

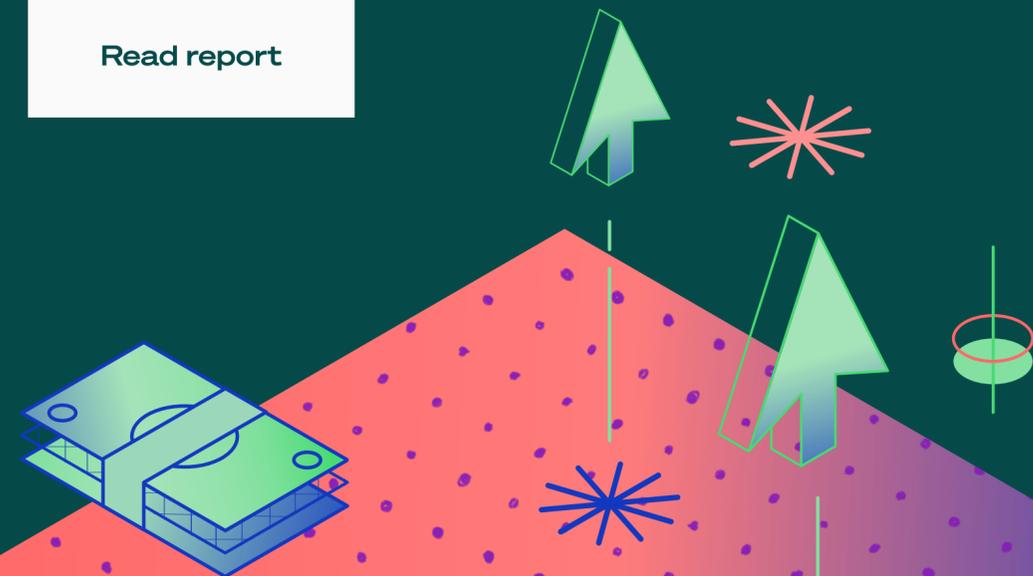
**In 2022, brands should work to ensure their customers are well-versed in the long-term impact of these new offerings.**



Shopify's Future of Commerce 2022 report offers an unparalleled view into what's ahead in ecommerce, retail, and shipping and logistics—based on data from the Shopify platform, which supports more than 1.7 million Shopify merchants, and on analysis of exclusive global survey data from businesses and consumers.

Bring the future into focus with Shopify, a leading provider of essential internet infrastructure for commerce.

[Read report](#)



## The future of ecommerce

As data and privacy regulations risk impacting customer acquisition and retention, brands will experiment with new ways to deepen direct relationships with customers. Expect growth in live shopping, non-fungible tokens (NFTs), private communities, VIP events, and more.

## The future of retail

More digitally native brands will expand into physical retail than ever before, leading to a whole new phase of multichannel shopping that meets the needs of today's shoppers. Changing consumer expectations will also push brands to transform retail staff roles into experiential hosts.

## The future of shipping & logistics

Continuing supply chain vulnerabilities will force merchants to modify their fulfillment strategies in order to meet the all-important delivery promise to customers. These investments will be defined by an emphasis on social and environmental impact across the supply chain.

**40%**

Of brands will invest more in customer loyalty and connection

**55%**

Of consumers want to be able to browse products online and see how many are available in stores

**53%**

Of brands are making sustainability a top priority in the year ahead



**DIGITAL MARKETING**

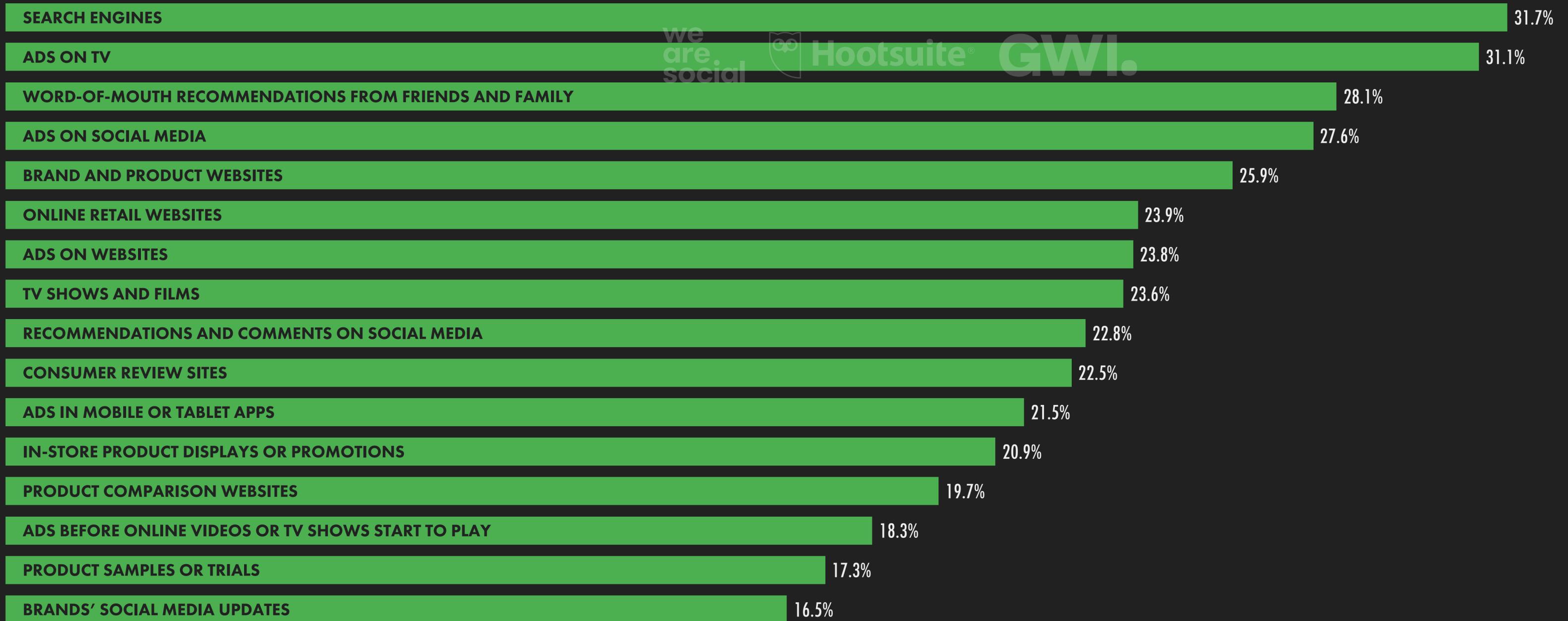
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# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



GLOBAL OVERVIEW



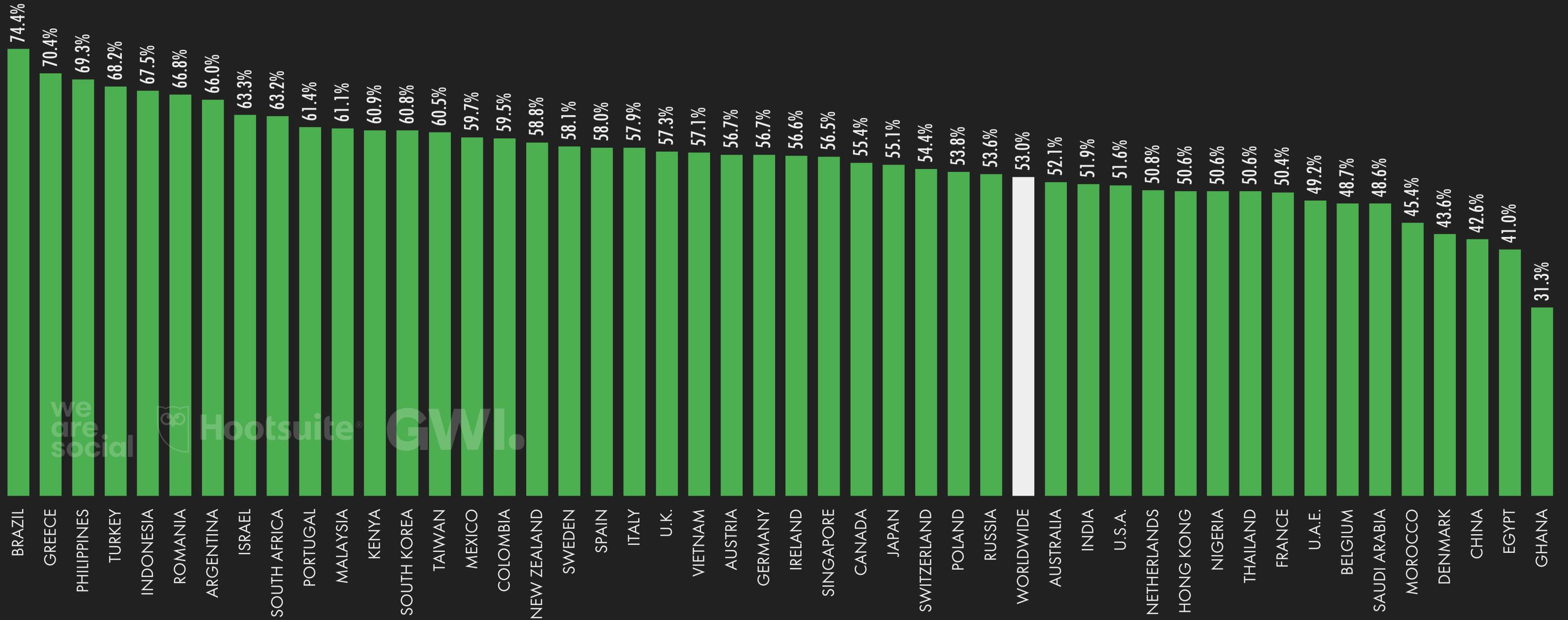
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



GLOBAL OVERVIEW



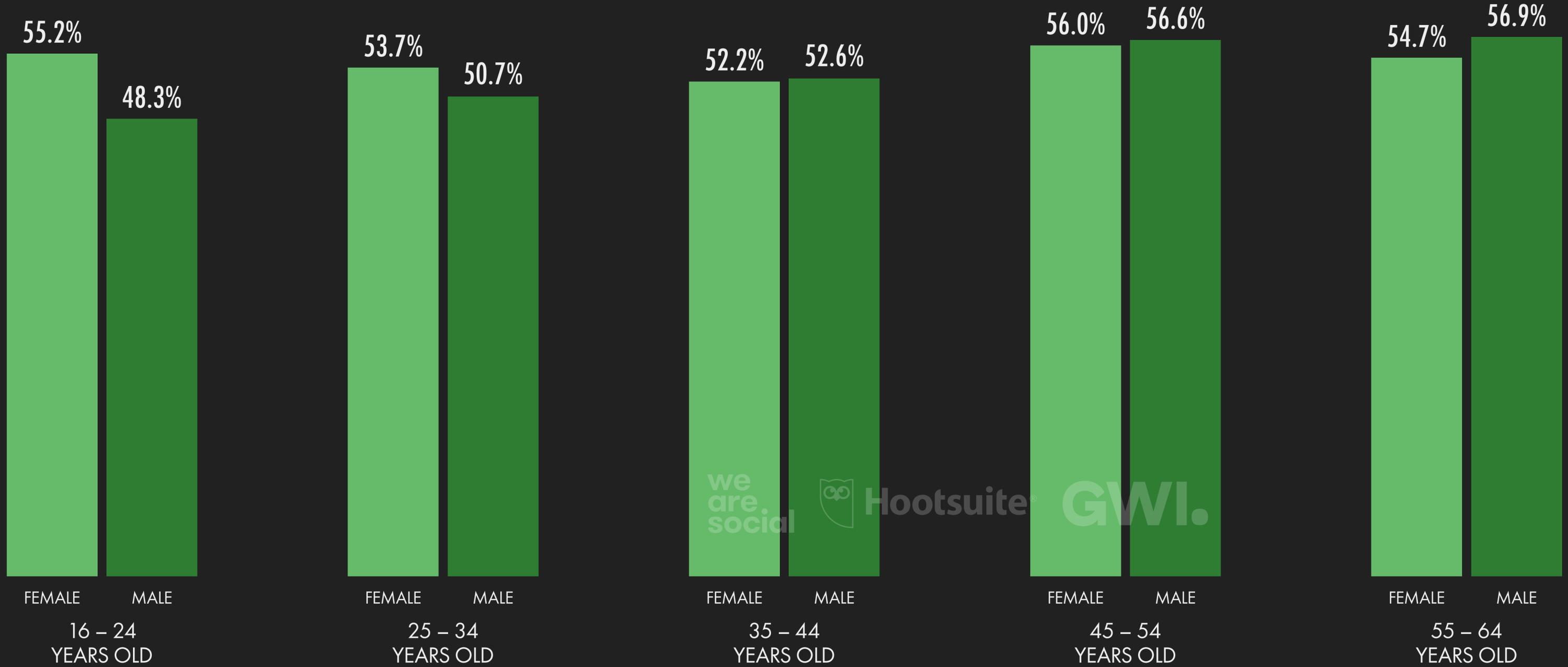
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# ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE



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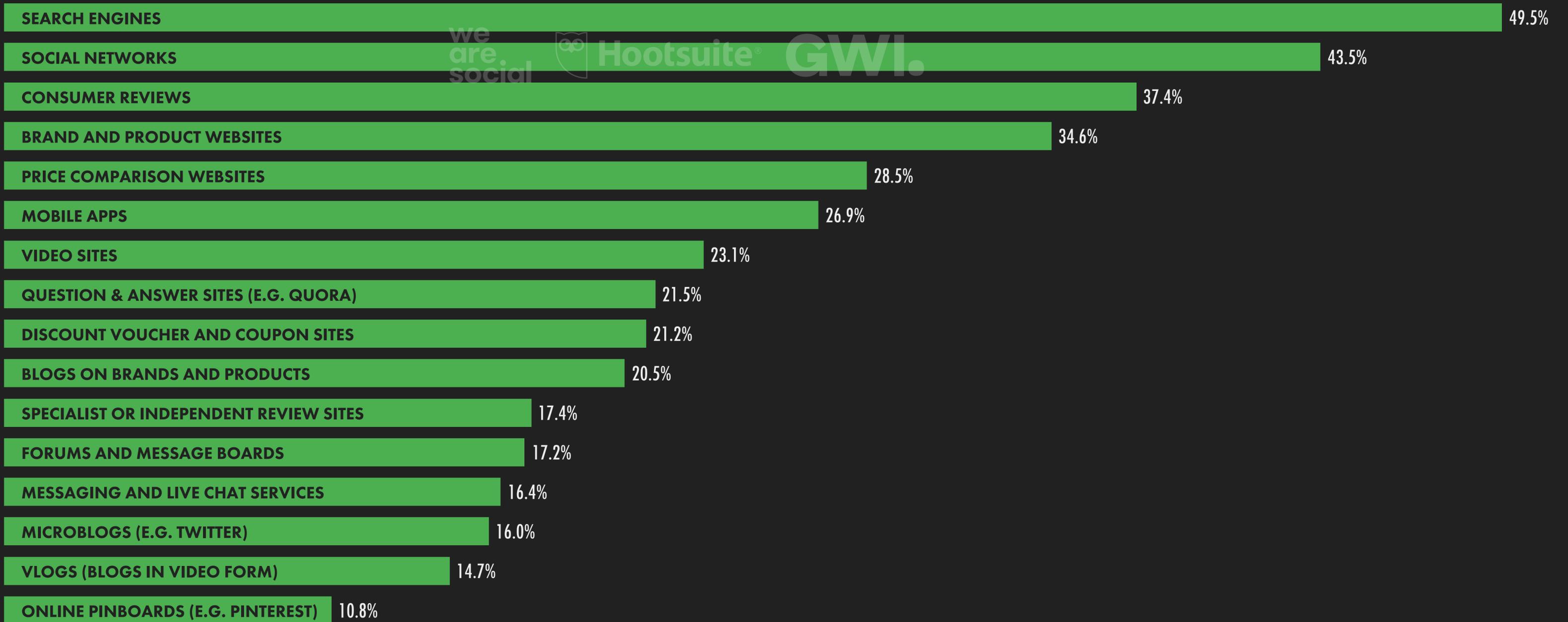
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# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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



GLOBAL OVERVIEW



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# 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

46.1%

SOCIAL NETWORKS

49.6%

25 TO 34  
YEARS OLD

SEARCH ENGINES

47.9%

SOCIAL NETWORKS

46.8%

35 TO 44  
YEARS OLD

SEARCH ENGINES

49.4%

SOCIAL NETWORKS

42.9%

45 TO 54  
YEARS OLD

SEARCH ENGINES

54.1%

SOCIAL NETWORKS

36.1%

55 TO 64  
YEARS OLD

SEARCH ENGINES

57.0%

SOCIAL NETWORKS

28.4%



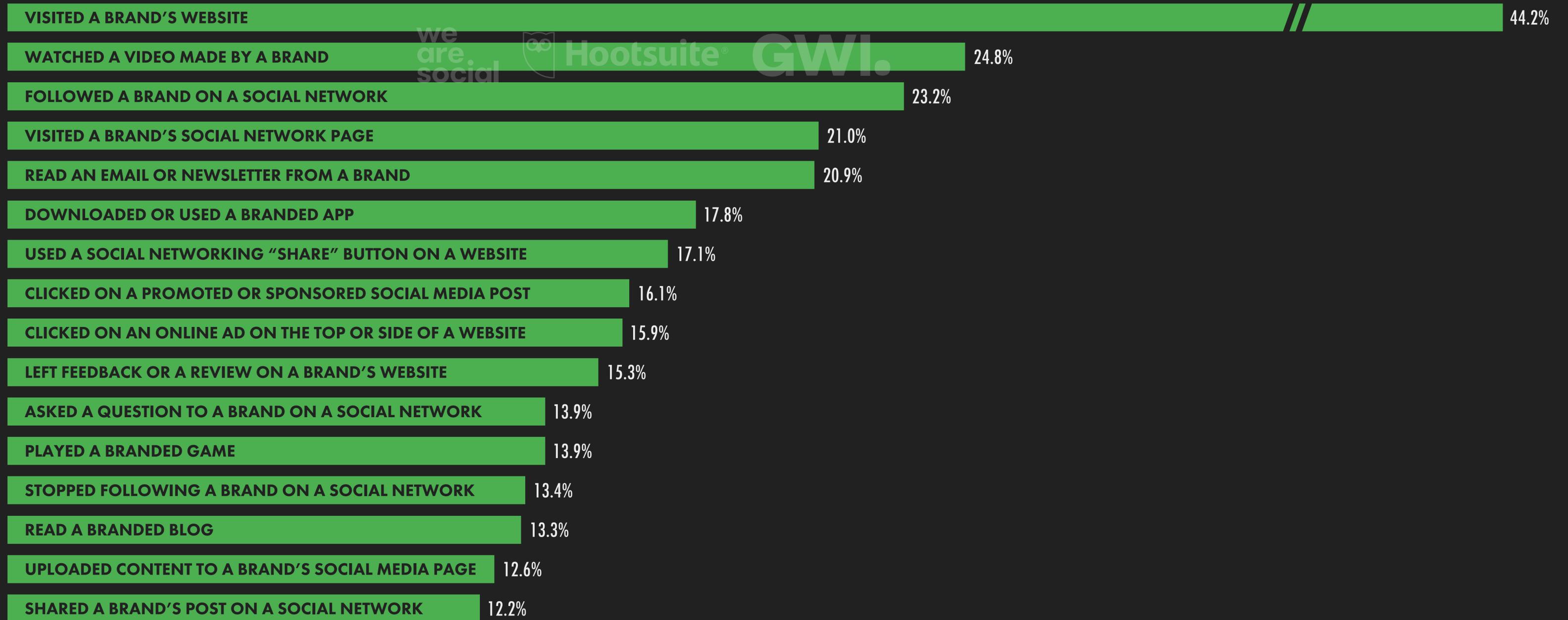
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# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH ACTION EACH MONTH



GLOBAL OVERVIEW



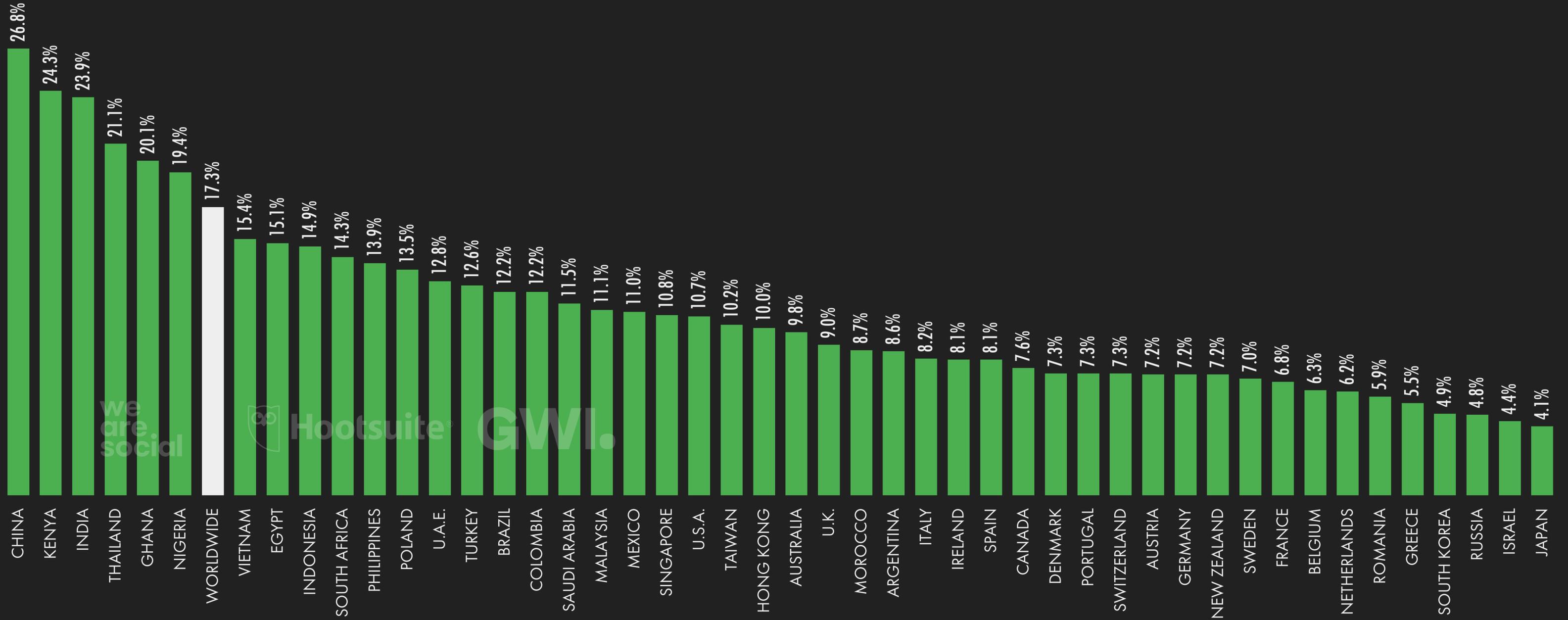
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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



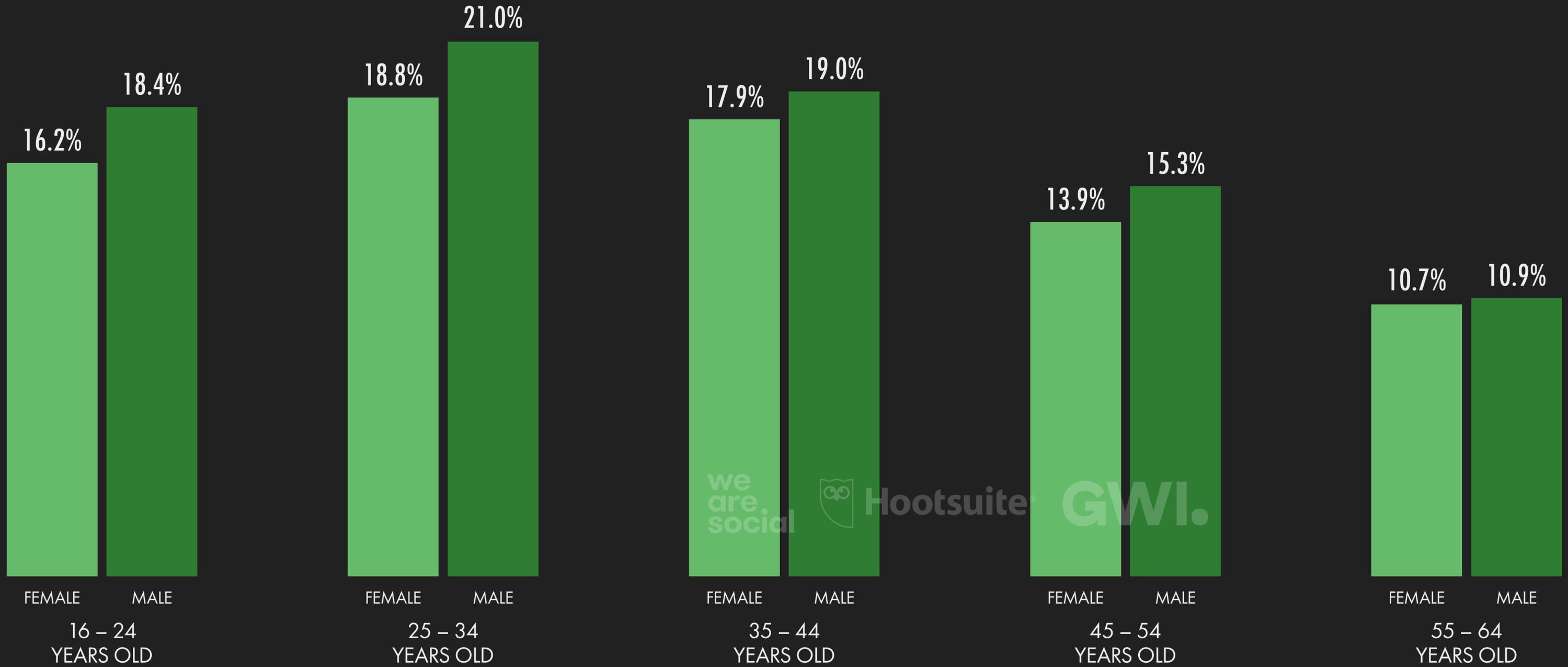
GLOBAL OVERVIEW



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# REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



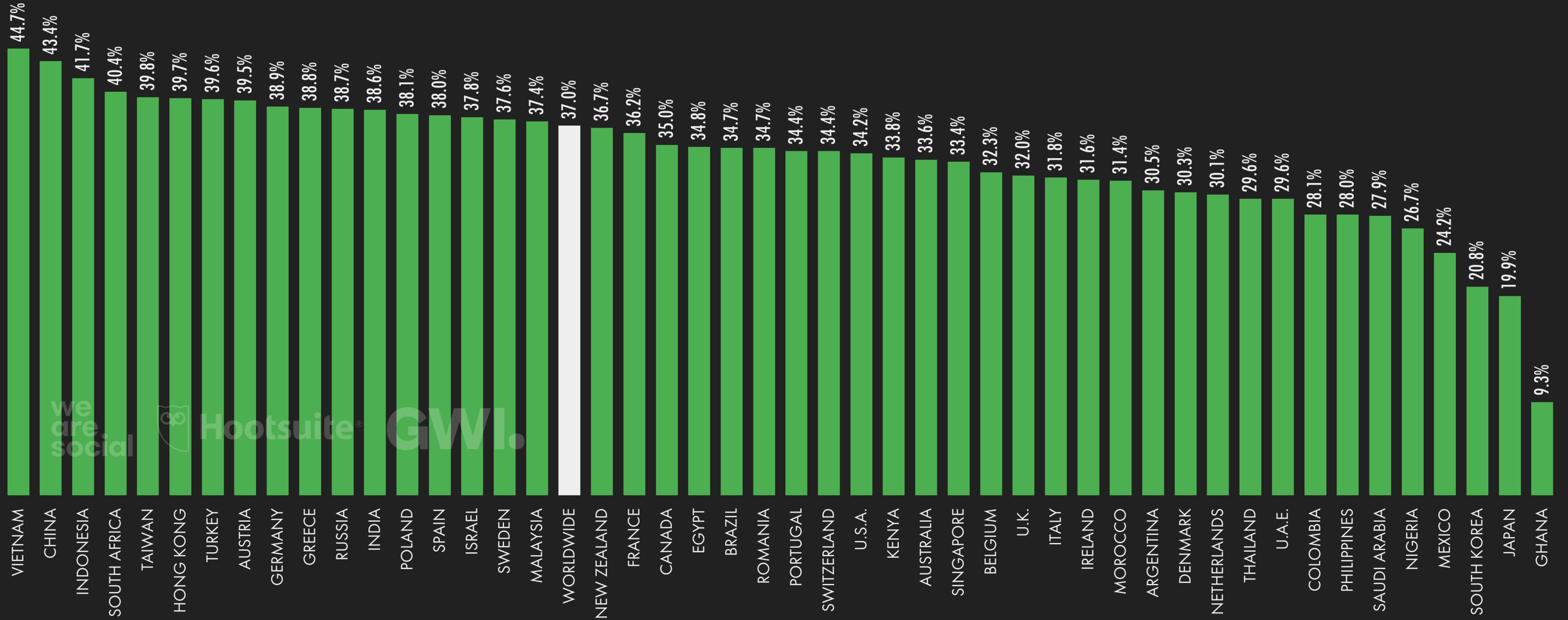
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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



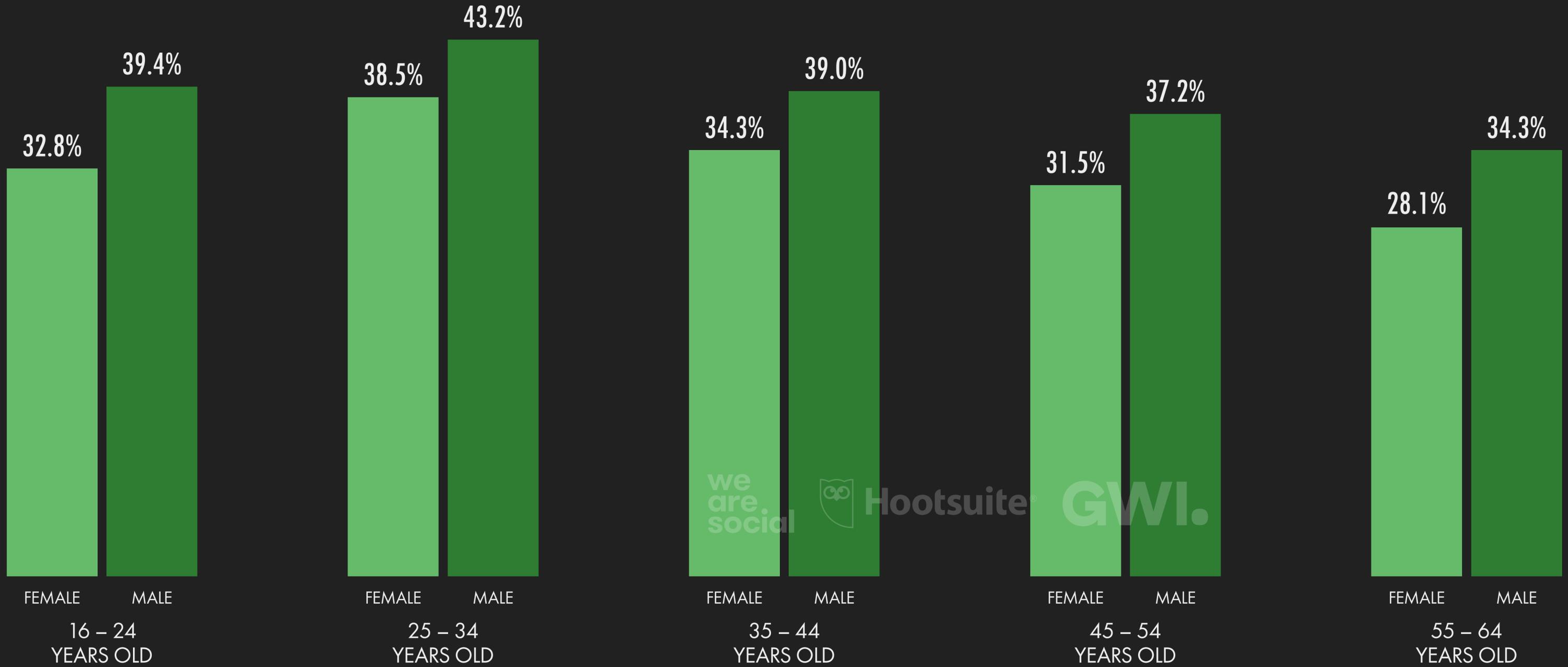
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# USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



GLOBAL OVERVIEW



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# REASONS FOR USING AD BLOCKERS

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



GLOBAL OVERVIEW

THERE ARE TOO MANY ADS

62.1%

ADS GET IN THE WAY

55.3%

TO PROTECT MY PRIVACY

41.2%

ADS AREN'T RELEVANT TO ME

40.8%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

40.8%

TO IMPROVE MY DEVICE'S PERFORMANCE (E.G. PAGE LOAD TIMES)

34.6%

TO STOP COMPANIES COLLECTING MY PERSONAL DATA

28.8%

1.4% OTHER

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Hootsuite®

GW.I.



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# VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)



TOTAL

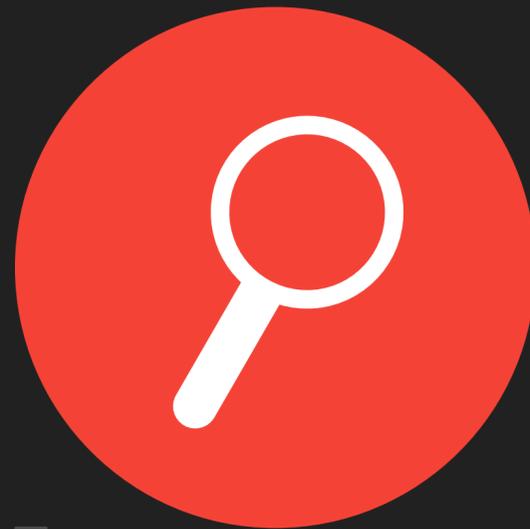


statista

**\$465.5**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$67 BILLION)**

SEARCH ADS

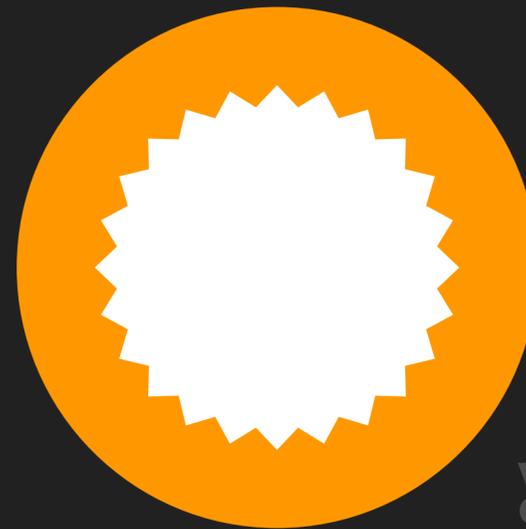


statista

**\$182.4**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$27 BILLION)**

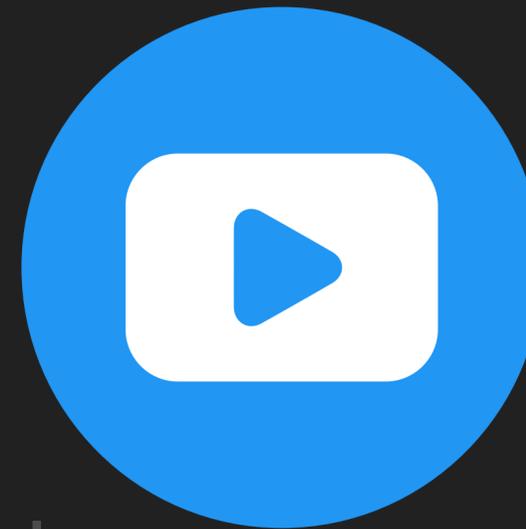
BANNER ADS



**\$170.0**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+12% (+\$19 BILLION)**

VIDEO ADS



we  
are  
social

**\$92.19**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+21% (+\$16 BILLION)**

CLASSIFIEDS



statista

**\$20.10**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+9.5% (+\$1.7 BILLION)**

JAN  
2022

# SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET



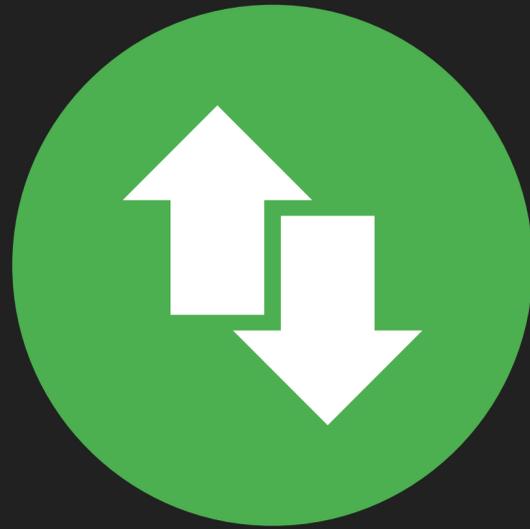
SOCIAL MEDIA'S SHARE  
OF TOTAL DIGITAL  
ADVERTISING SPEND



statista

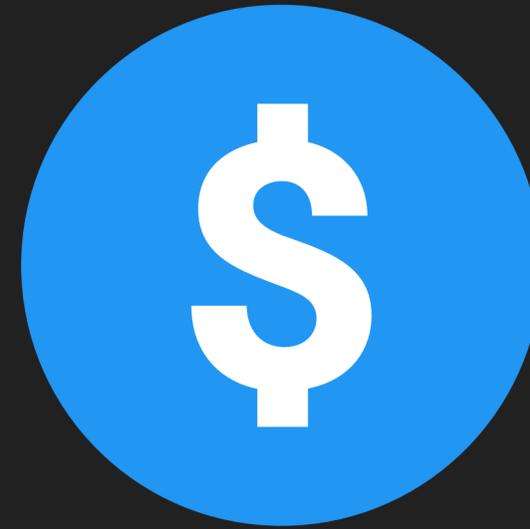
**33.1%**

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA'S SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+0.5%**  
**+15 BPS**

ANNUAL SPEND  
ON SOCIAL MEDIA  
ADVERTISING (USD)



we  
are  
social

**\$154.0**  
**BILLION**

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA  
ADVERTISING SPEND



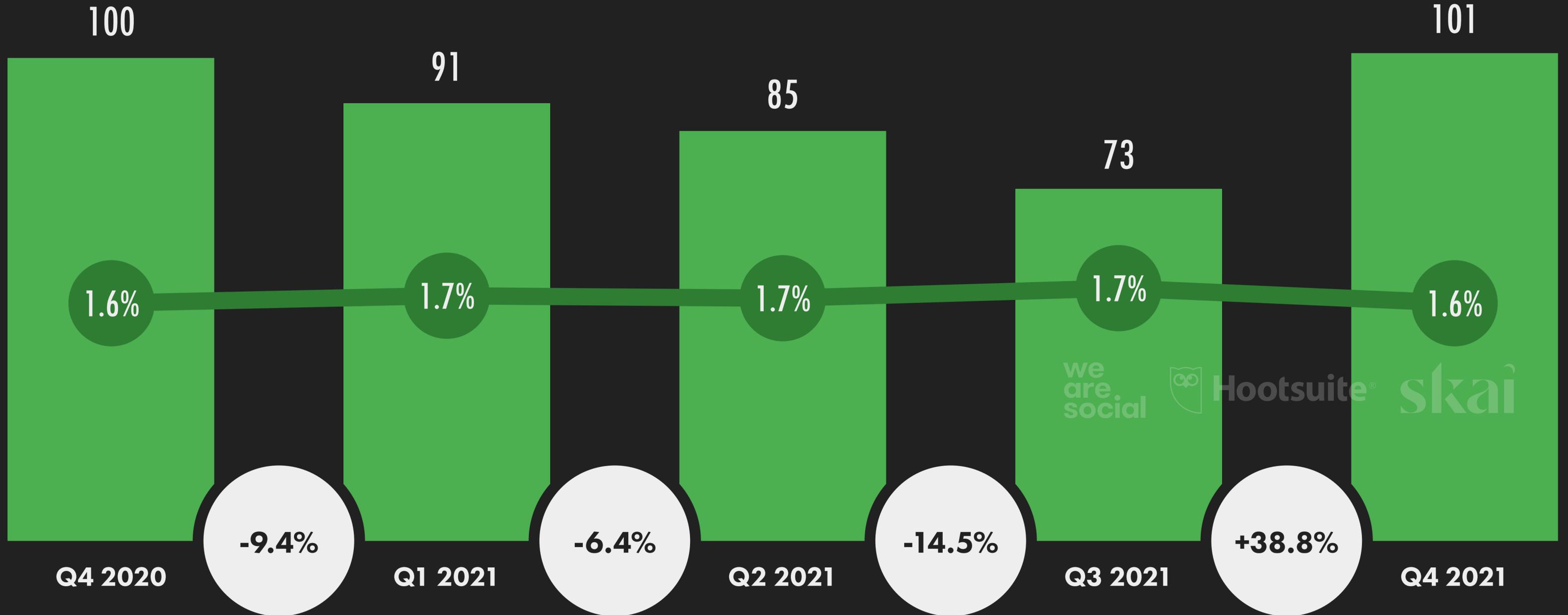
**+17.4%**  
**+\$23 BILLION**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. 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.

JAN  
2022

# SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)

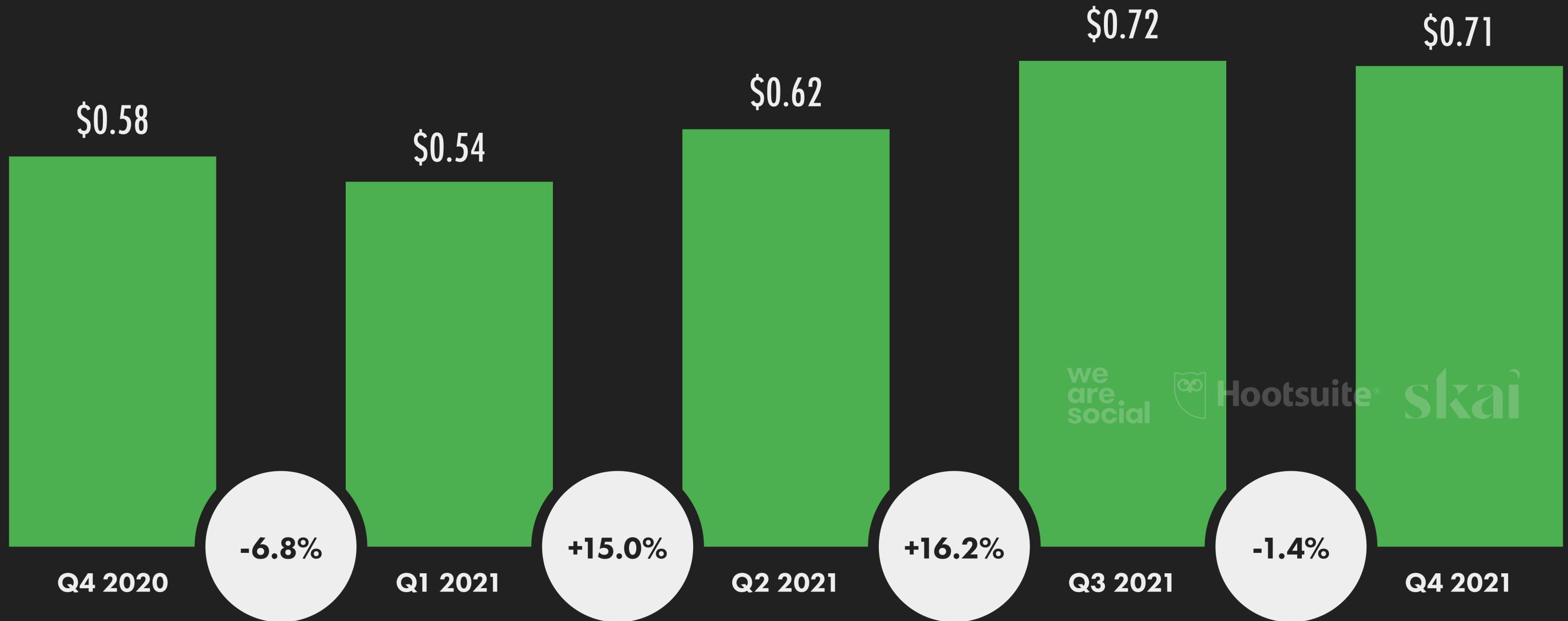


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. 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  
2022

# SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS

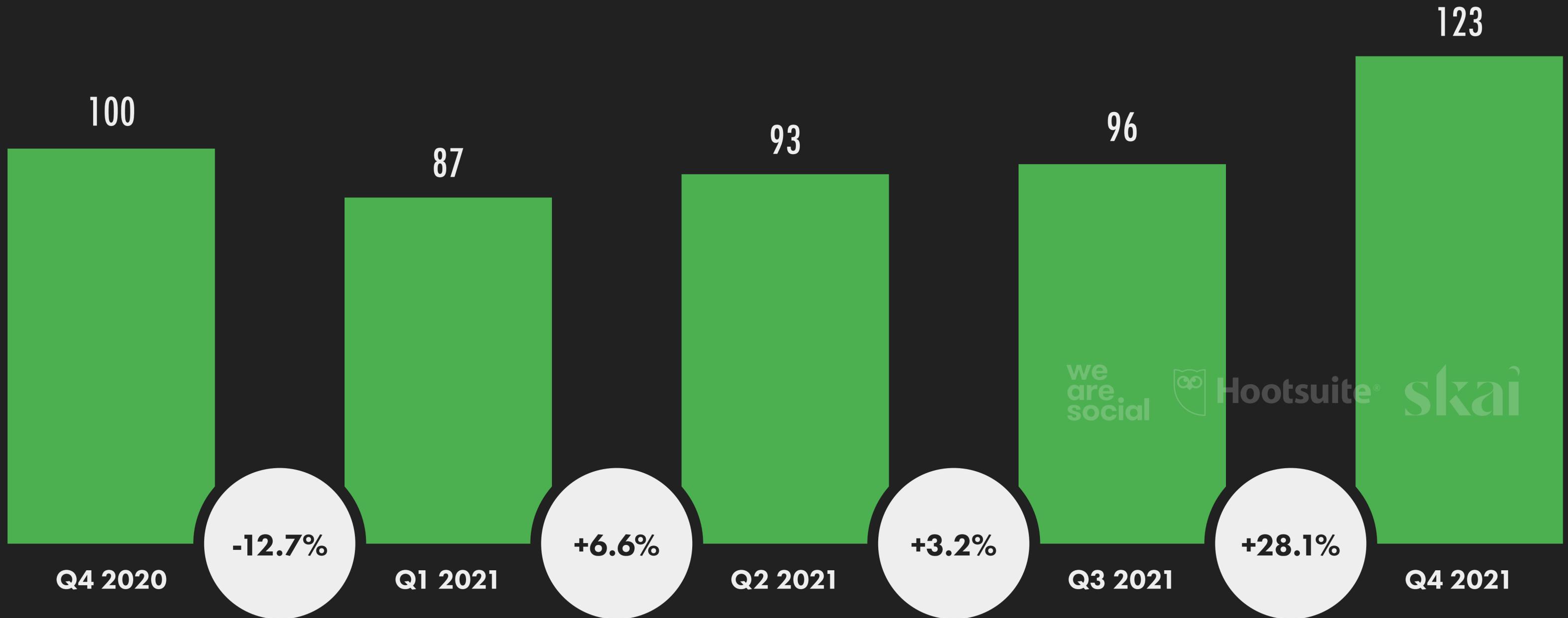


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS 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  
2022

# SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)

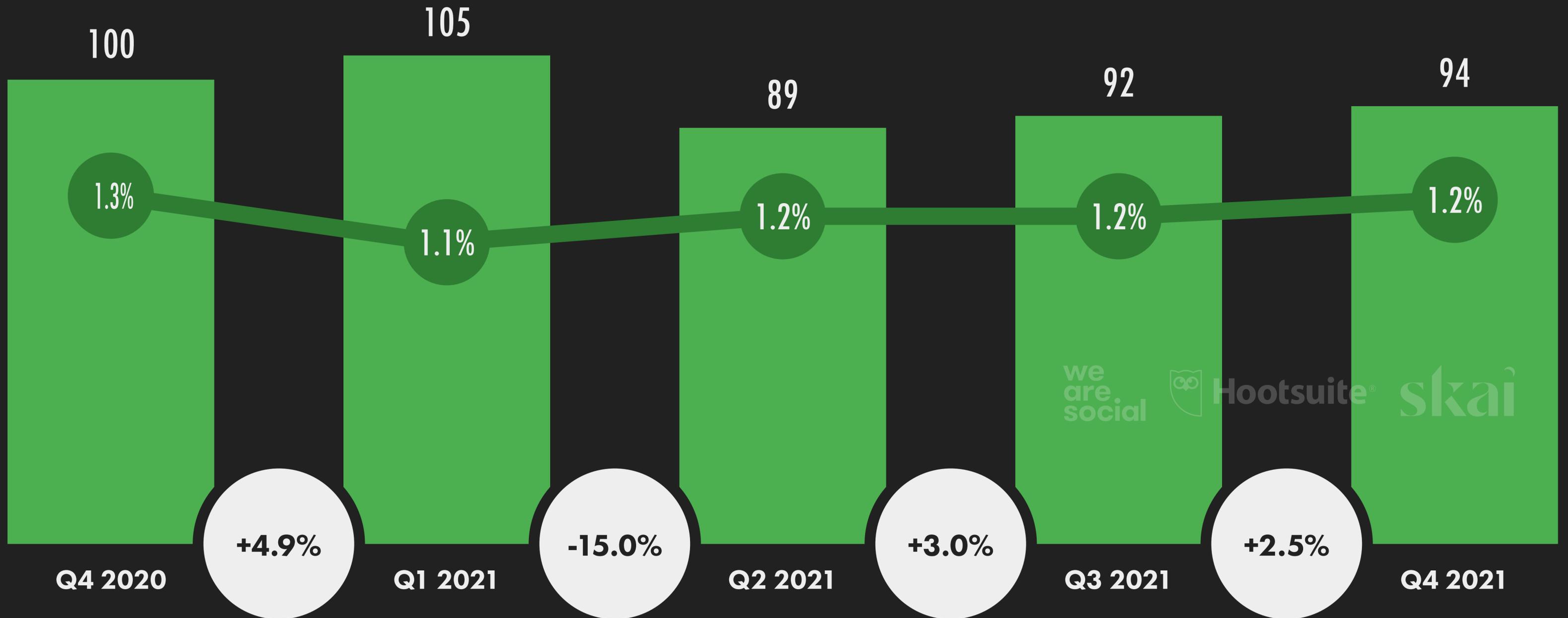


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER 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  
2022

# SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)

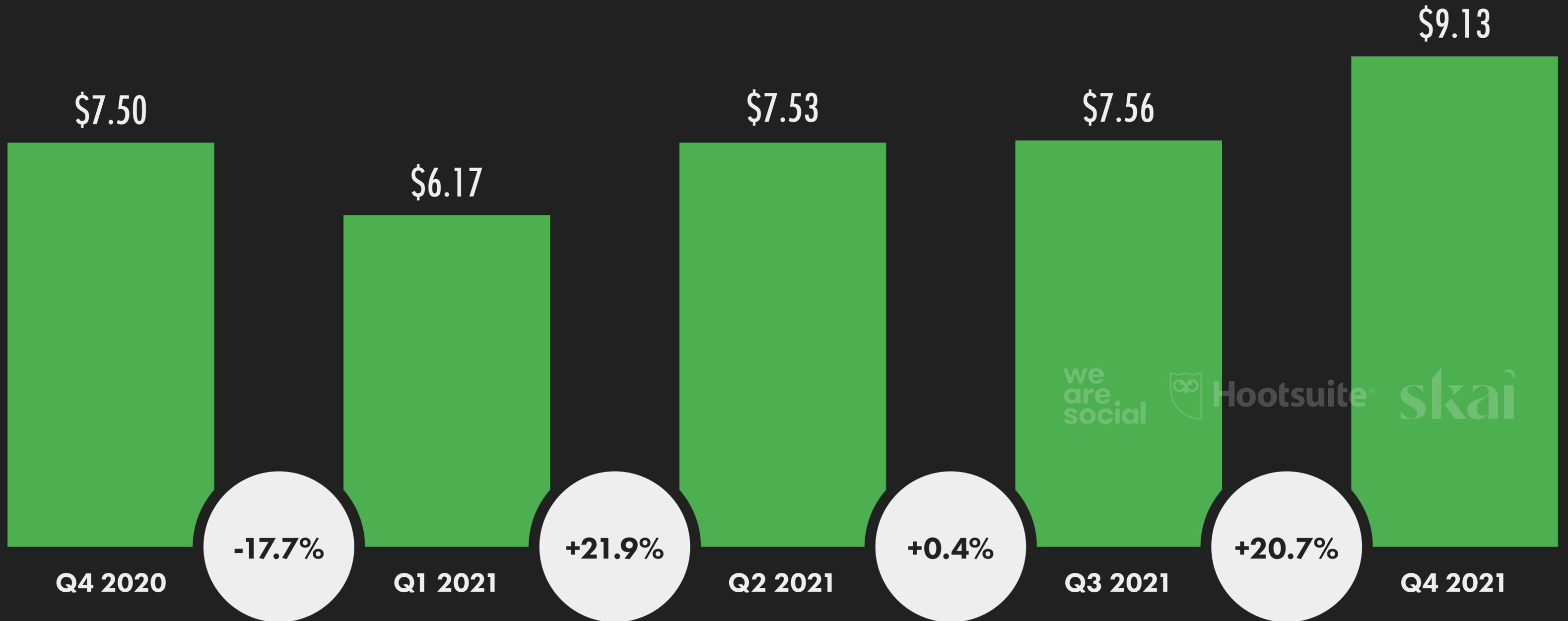


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2022

# SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (CPM)

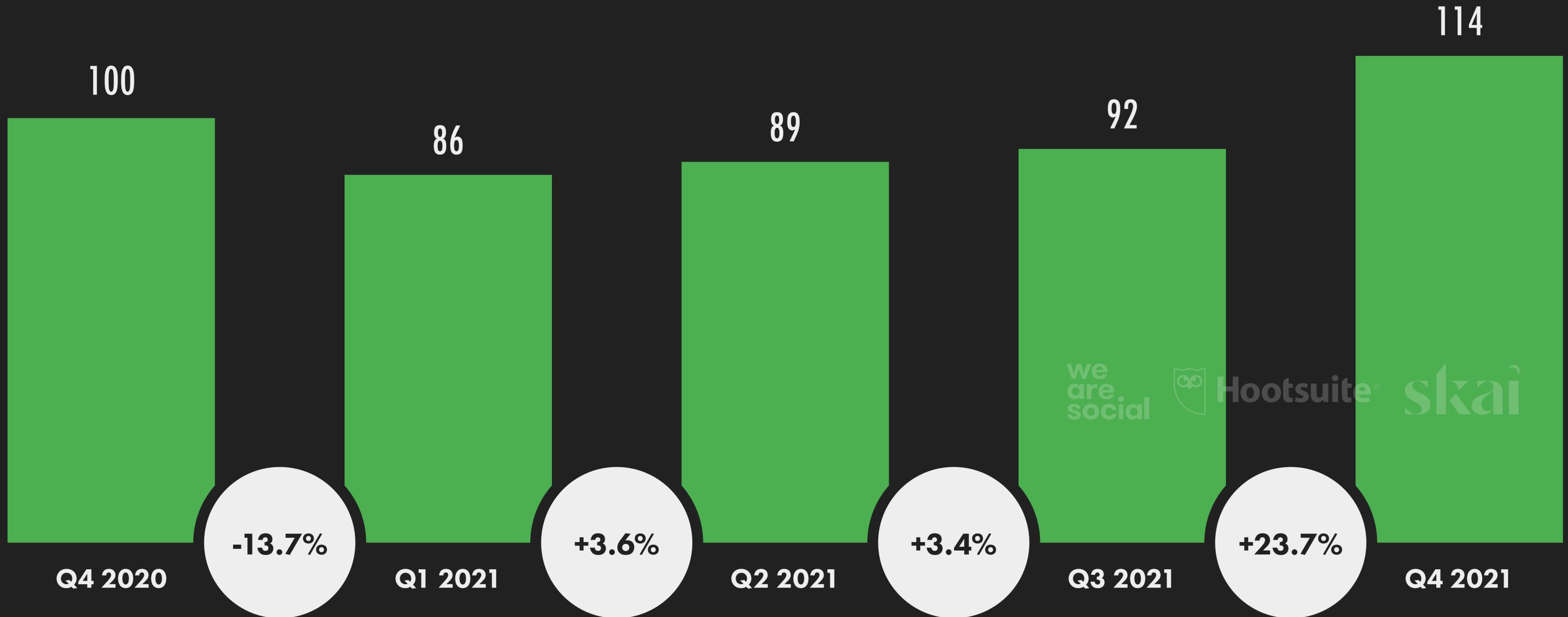


**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL 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  
2022

# SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)



**SOURCE:** SKAI. **NOTES:** GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 12 BILLION AD CLICKS, AND US\$7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

JAN  
2022

# SHARE OF THE DIGITAL ADVERTISING MARKET

SHARE OF WORLDWIDE DIGITAL AD SPEND ATTRIBUTABLE TO THE INDUSTRY'S LARGEST PLAYERS



GLOBAL OVERVIEW

GLOBAL SPEND ON  
DIGITAL ADVERTISING



statista

**\$466 BILLION**

YEAR-ON-YEAR CHANGE  
**+17% (+\$67 BILLION)**

GLOBAL DIGITAL AD SPEND  
vs. TOTAL GLOBAL AD SPEND



KEPIOS

**66.9%**

YEAR-ON-YEAR CHANGE  
**+4.7% (+299 BPS)**

GOOGLE'S SHARE OF  
GLOBAL DIGITAL AD SPEND



KEPIOS

**28.6%**

YEAR-ON-YEAR CHANGE  
**+4.0% (+110 BPS)**

META'S SHARE OF  
GLOBAL DIGITAL AD SPEND



**23.7%**

YEAR-ON-YEAR CHANGE  
**+6.3% (+140 BPS)**

ALIBABA'S SHARE OF  
GLOBAL DIGITAL AD SPEND



we  
are  
social

**8.7%**

YEAR-ON-YEAR CHANGE  
**+1.2% (+10 BPS)**

AMAZON'S SHARE OF  
GLOBAL DIGITAL AD SPEND

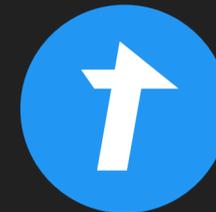


KEPIOS

**5.8%**

YEAR-ON-YEAR CHANGE  
**+11.5% (+60 BPS)**

TENCENT'S SHARE OF  
GLOBAL DIGITAL AD SPEND



KEPIOS

**2.9%**

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

OTHER PLATFORMS' SHARE OF  
GLOBAL DIGITAL AD SPEND



**30.3%**

YEAR-ON-YEAR CHANGE  
**-9.6% (-320 BPS)**

**SOURCES:** STATISTA DIGITAL MARKET OUTLOOK (SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS); EMARKETER. **NOTES:** AD SPEND FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH 2020 SPEND, NOT INCLUDING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. FIGURES FOR COMPANIES' SHARE OF DIGITAL SPEND INCLUDE ADVERTISING ACROSS ALL INTERNET-CONNECTED DEVICES, NET OF TRAFFIC ACQUISITION COSTS. ALIBABA INCLUDES YOUKU TUDOU; META INCLUDES FACEBOOK AND INSTAGRAM; GOOGLE INCLUDES YOUTUBE. ALL PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES IDENTIFY ABSOLUTE SHARE CHANGE.

WE ARE SOCIAL'S PERSPECTIVE

# DIGITAL MARKETING IN 2022

## SHIFTS IN HOW BRANDS ARE COMMUNICATING ONLINE

### TOKENIZED BRANDS

In the sports world, 'fan tokens' have taken off. Enabled by a secondary app called Socios, these branded 'coins' are sold (usually for \$1-\$2 a piece), and in exchange, holders given access to a range of fan-related membership perks. This is the next generation of membership, and in 2022, brands across industries will harness this technology to generate heightened engagement, foster community, and drive profit.

**In 2022, brands should incentivise engagement by experimenting with tokens.**

### PERSONALITY PARTNERSHIPS

In 2021, many commentators rang the death knell for major celebrities. But these figureheads aren't over, people are just engaging with them in new ways: 51% of Gen Zers say that they would be more likely to buy a product because a celebrity recommended it. Many are leaning into shared fandom to connect with audiences, from Grimes' love of gaming to Halsey's cosplay content. And brands are leaning into these interests to form partnerships with personality: like [adidas' partnership](#) with anime-lover and sprinter Noah Lyles.

**In 2022, brands should humanise famous faces by giving them a platform to indulge in what they love.**

### EPHEMERAL MARKETING

Instagram may remain the darling of commercial content, but with feeds more cluttered than ever, the platform as we know it is being repurposed to maximise hype and draw eyeballs. While influencers have taken to charging brands based on how long they want a sponsored Story kept in the Highlights, the grid is transforming from a space for brands to diarise their existence to a space to create unmissable events. It's why [Balenciaga](#) deletes its posts for new product launches.

**In 2022, brands should explore the value of ephemerality on social channels.**

Hootsuite's Perspective

# Digital Advertising Trends

## Social ads blend in (to stand out)

Ads that interrupt the social media experience aren't working anymore. Consumers respond better to content that fits organically into the platforms they're using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our [Social Trends 2022 survey](#). But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.

## Integrated ad strategies boost ROI confidence

Of the marketers we surveyed, the majority of those *most* confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social's impact, but also helps increase the effectiveness of their other marketing activities.

## Paid and organic strategies unite

Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

**With Hootsuite, you can manage your paid and organic content side-by-side.**



**[Discover what Hootsuite Social Advertising can do for you.](#)**



**MORE INFORMATION**

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A B O U T  
W E A R E S O C I A L

We are a global socially-led creative agency, with unrivaled social media expertise.

With 1,000+ people in 15 offices spanning four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas powered by people. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

[wearesocial.com](http://wearesocial.com)

The logo for 'we are social' is displayed in white text on a red rectangular background. The text is arranged in three lines: 'we' on the first line, 'are.' on the second line, and 'social' on the third line. The font is a clean, sans-serif typeface. The red background has a slight gradient and is positioned on the right side of the overall image.

we  
are.  
social

Hootsuite's Perspective

# Digital Advertising Trends

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**With Hootsuite, you can manage your paid and organic content side-by-side.**



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# MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what's *really* happening online.  
In addition to producing the Global Digital Reports, we also offer:



## DIGITAL BRIEFINGS

Interactive briefings that make it easy to keep track of digital trends, and identify how evolving behaviours will impact future success.

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## CONSUMER RESEARCH

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# Get closer to your audience with the world's **largest study** on the online consumer

**18M+**  
consumers

**40,000+**  
data points

**4,000+**  
brands

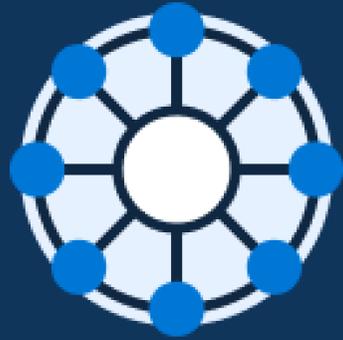
**40+**  
markets

**GWI.**



[Book free demo](#)

# Statista – a universe of data



## Diversity of industries and topics

Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.



## Quick help for all cases

With Statista, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.



## Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

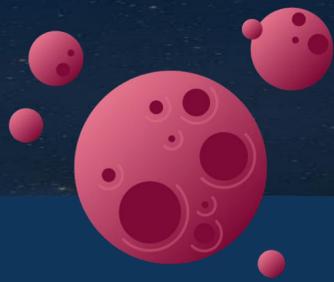


## Reliable and efficient research basis

Statista has been the market leader in providing business data for 13 years. Companies, universities, schools and the media trust our service.



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AND FIND DATA FOR YOUR BUSINESS COSMOS**



# Definitive data and analysis for the mobile industry



**3 Global  
Offices**

📍 Delhi 📍 Barcelona 📍 London



Serves over  
**800**  
organisations



**40,000**  
users worldwide



**Extensive  
Datasets**

We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.



**Topical and  
Timely  
Research**

Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.



**Pinpoint  
Accuracy**

Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5 % of reported data.



**Industry  
Trusted**

We serve a wide array of industries in the mobile ecosystem and beyond, including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.



# Semrush .Trends

Data. Insights. Impact.

Semrush .Trends provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.



Accurate data for real-time market and competitive insights



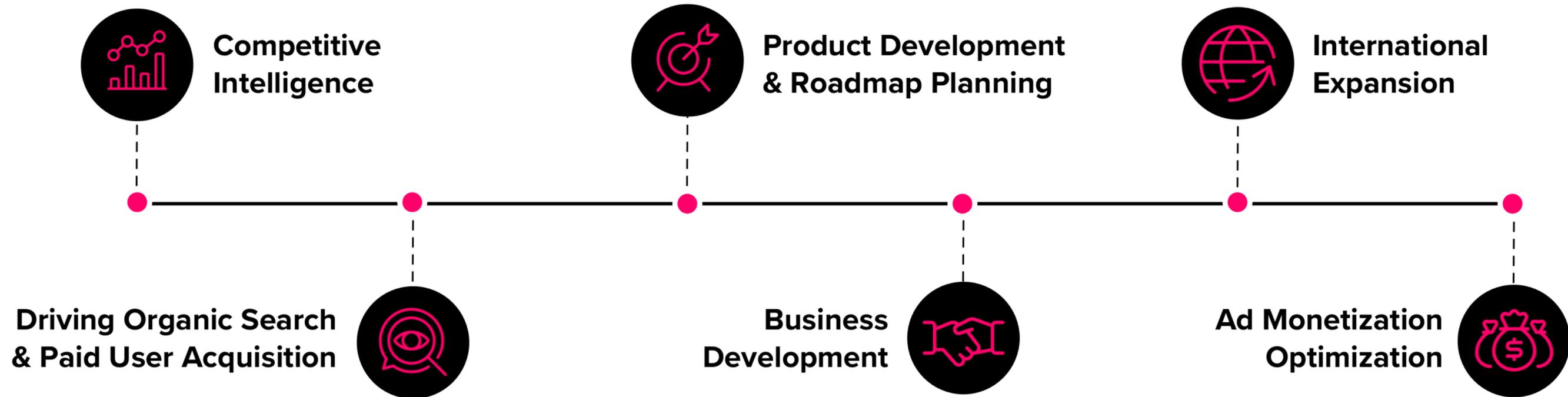
All-encompassing insights for any website, industry or market across 190 countries & regions



A single solution with 50+ tools for your strategic vision



# We Fuel Successful Mobile Experiences & Monetization



**DEMO TODAY**

# Similarweb provides insights for any website, app, industry and market



**100M+**  
Websites



**4.7M+**  
Apps



**190+**  
Countries



**210+**  
Industries



**1B+**  
Search Terms



**250M+**  
E-commerce  
product SKUs

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Use our analytic expertise to quickly find vital data and insights about you, your clients, competitors and potential new business opportunities.

Be the one who can be ready in minutes.



Your best friend in social  
media management



Skai's commerce intelligence platform powers insights, decisions, and execution for faster, more predictable go-to-market outcomes



## Consumer & Market Intelligence

Because the right intelligence makes decision-making 97% more accurate.

---

### Skai's difference:

#### Data quantity

internal + 13K external sources

#### Data quality

contextual relevance driven by NLP

#### Data accessibility

multiple ways to access the insights to entire organization benefits

[Learn more here](#)



## Media Execution

Because every digital touchpoint can be powerful in driving shopper outcomes.

---

### Skai's difference:

#### Publisher Mastery

from the core platforms to the torso media players

#### Connected Insights

informing every investment, audience and creative decision

#### Dynamic Experiments

for real-time learnings

[Learn more here](#)



## Measurement & Planning

Because agility and connectivity across digital GTM is key to new-normal growth.

---

### Skai's difference:

#### Visualization

one complete view of the business, customer and market

#### Dynamic

measurement for ongoing planning

#### Simulation

of product launch outcomes for predictive success

[Learn more here](#)

# 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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