



# DIGITAL 2020

## ITALY

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND  
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

**we  
are  
social**

 **Hootsuite®**

**we  
are  
social**



**Hootsuite®**



## IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.



# DIGITAL 2020

## GLOBAL DIGITAL OVERVIEW

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



# DIGITAL 2020

## GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2020 **GLOBAL OVERVIEW REPORT**, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2020 **GLOBAL DIGITAL YEARBOOK**, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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

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



# 2020 GLOBAL HEADLINES

JAN  
2020

# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.





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2020

# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

INTERNET  
USERS



**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.2%**

JAN 2020 vs. JAN 2019

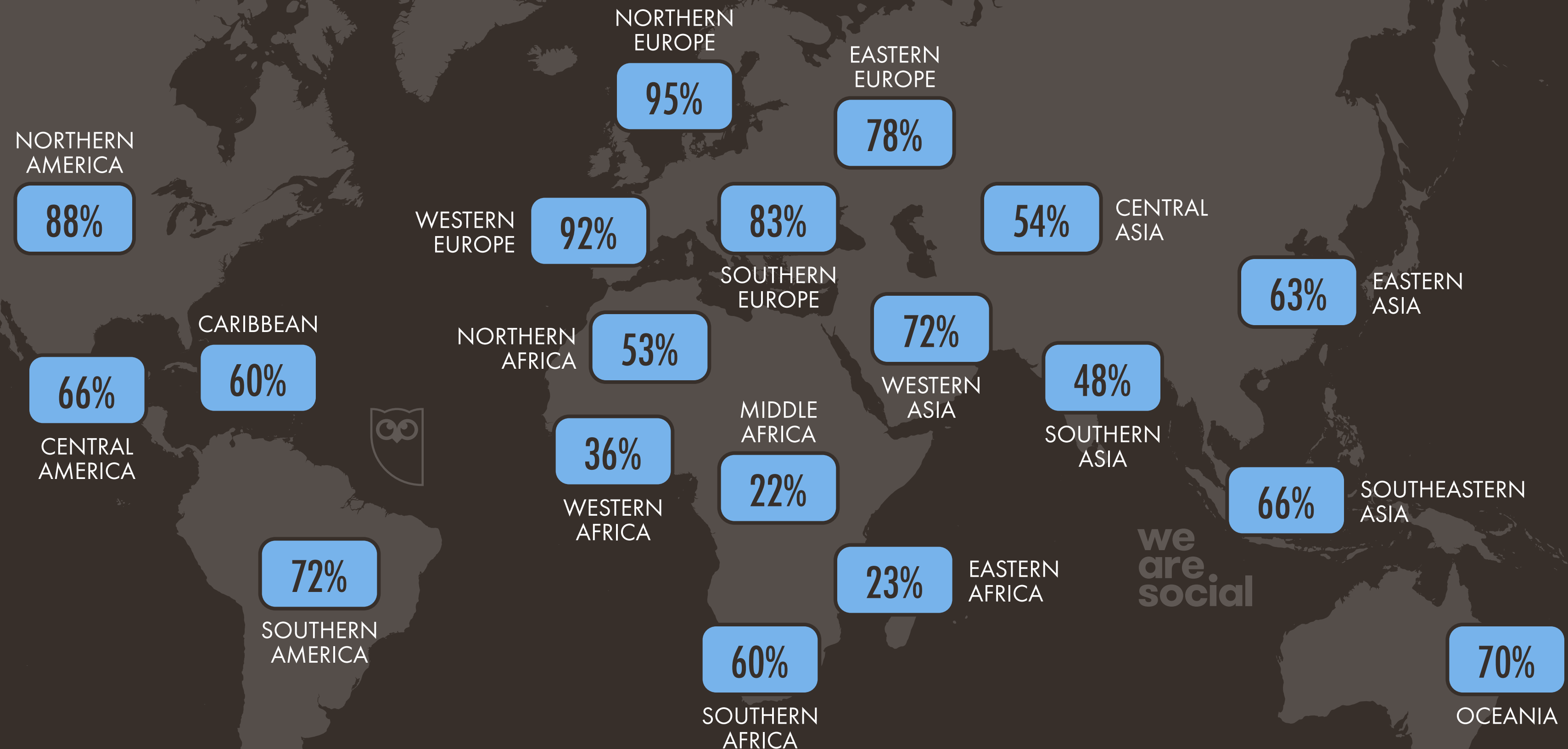
**+321 MILLION**



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2020

# INTERNET PENETRATION BY REGION

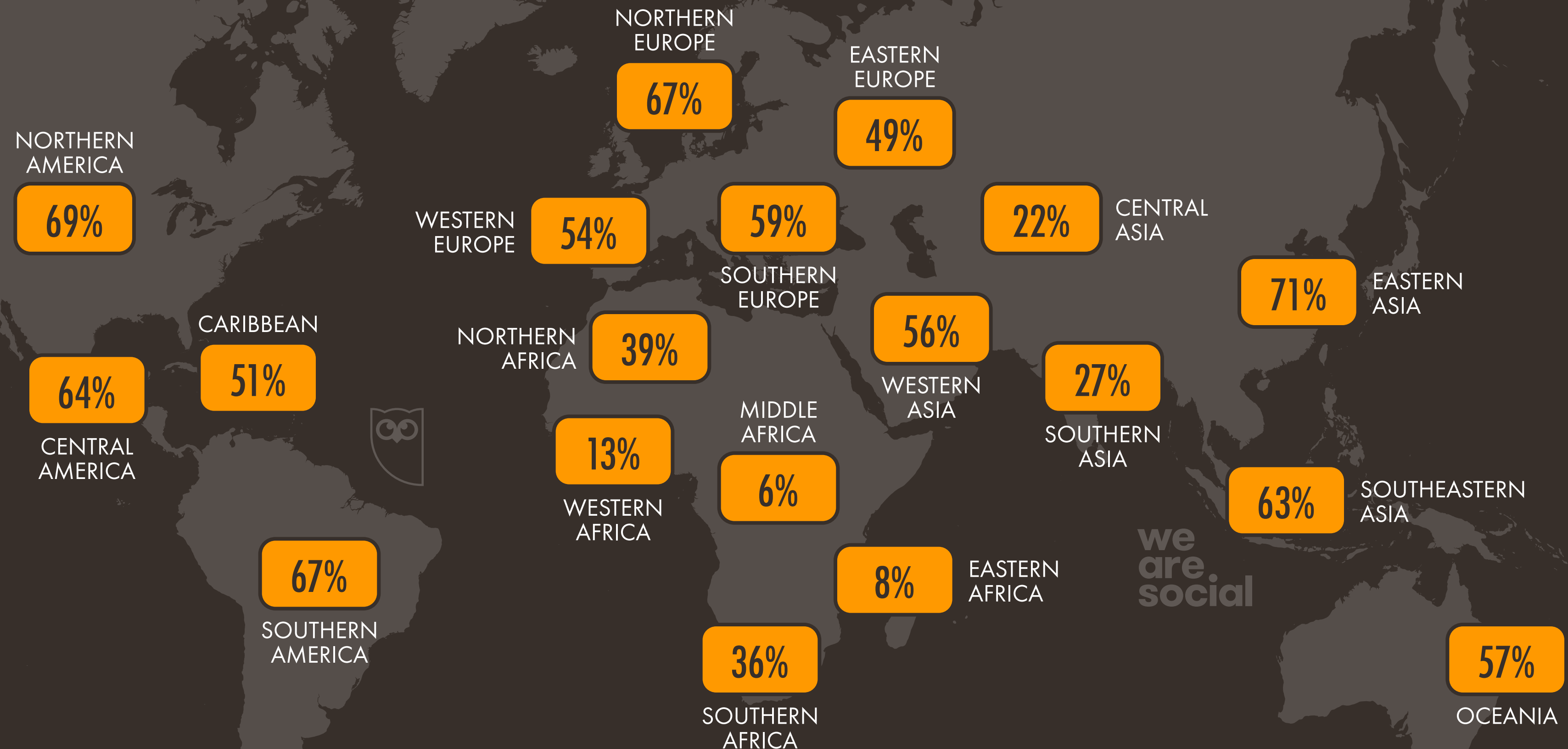
NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*



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# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

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

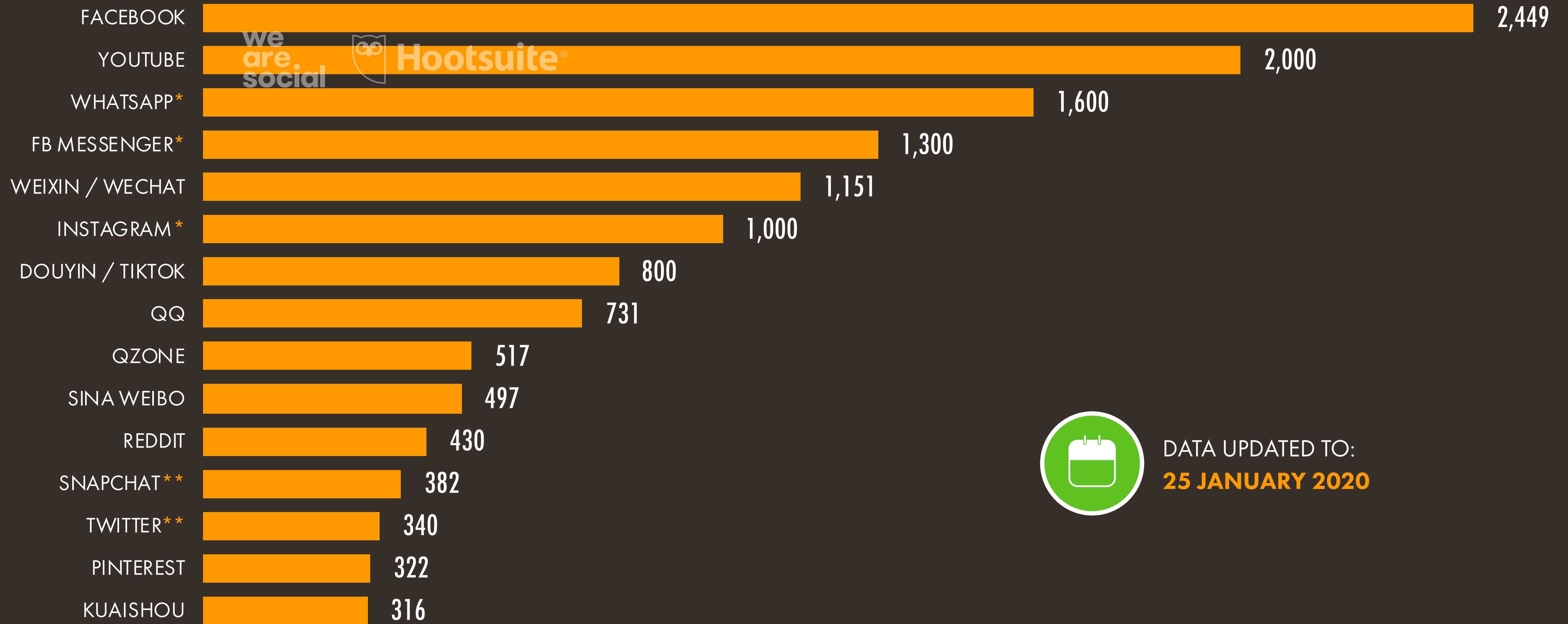


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social

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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

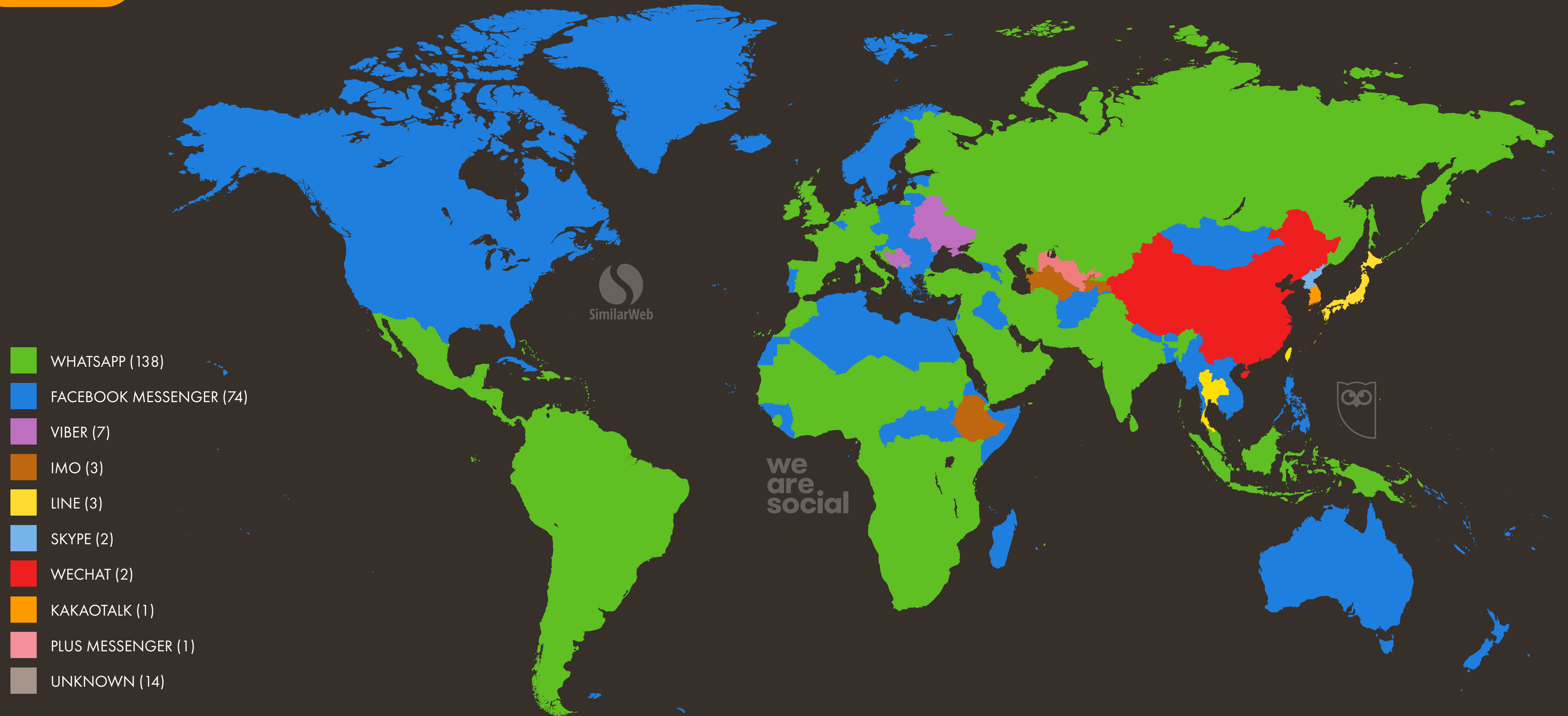


DATA UPDATED TO:  
**25 JANUARY 2020**

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# TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP\* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019

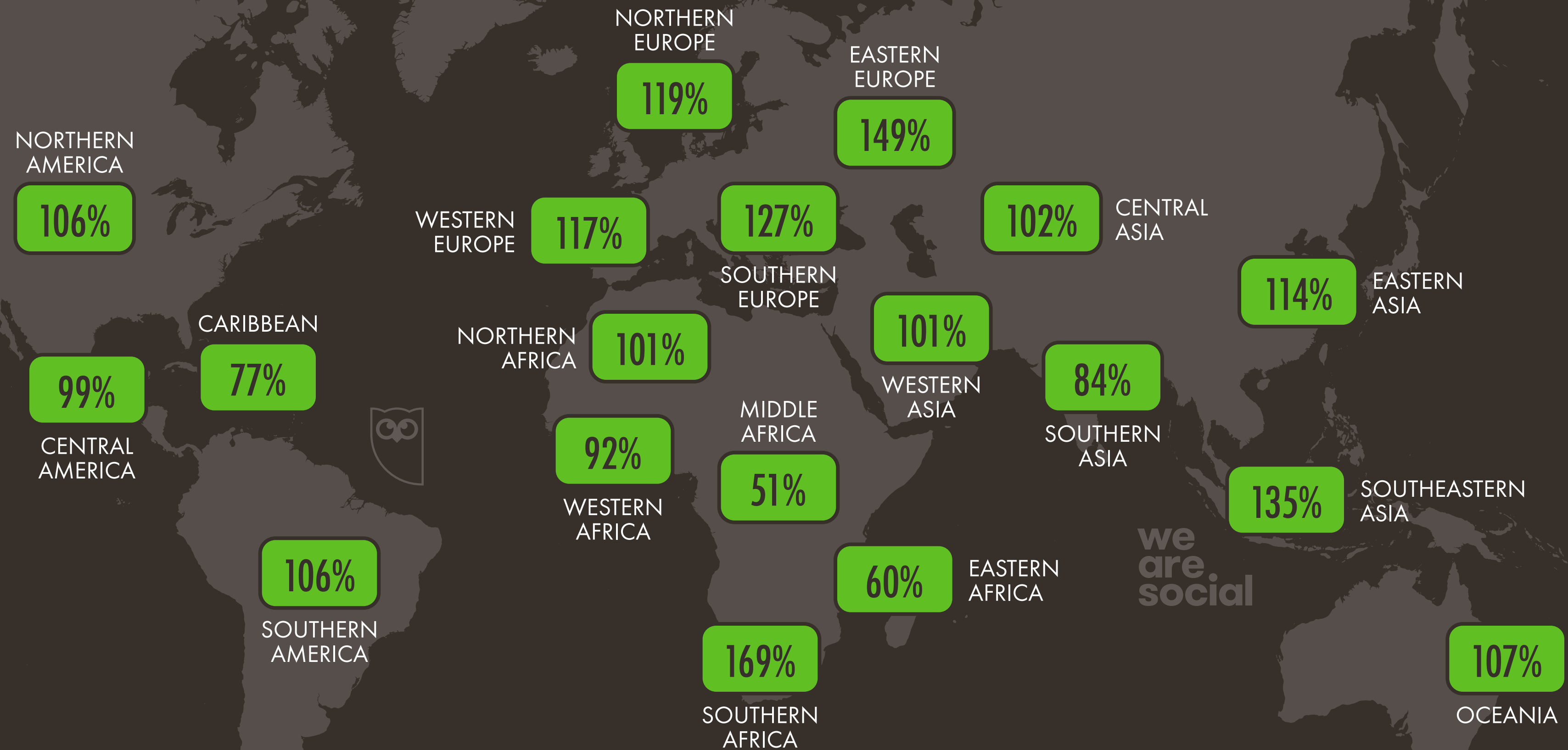




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2020

# MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS\* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



we  
are  
social

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# GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	TIKTOK	BYTEDANCE
07	ALIPAY	ANT FINANCIAL SERVICES GRP.
08	QQ	TENCENT
09	TAOBAO	ALIBABA GROUP
10	BAIDU	BAIDU

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	HONOUR OF KINGS	TENCENT
04	ANIPOP 	HAPPY ELEMENTS
05	GAME FOR PEACE	TENCENT
06	CLASH OF CLANS	SUPERCCELL
07	POKÉMON GO	NIANTIC
08	SUBWAY SURFERS	KILOO
09	CLASH ROYALE	SUPERCCELL
10	FREE FIRE	SEA

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are  
social



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# GLOBAL ECOMMERCE ACTIVITIES

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

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



global  
web  
index

80%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



90%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



global  
web  
index

74%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



we  
are  
social

36%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



52%



**ITALY**

JAN  
2020

# ITALY

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



ITALY

TOTAL  
POPULATION



**60.51**  
MILLION

URBANISATION:

**70%**

MOBILE PHONE  
CONNECTIONS



**80.40**  
MILLION

vs. POPULATION:

**133%**

INTERNET  
USERS



**49.48**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



**35.00**  
MILLION

PENETRATION:

**58%**



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



ITALY

TOTAL  
POPULATION



we  
are  
social

**-0.1%**

JAN 2020 vs. JAN 2019

**-83 THOUSAND**

MOBILE PHONE  
CONNECTIONS



**-2.7%**

JAN 2020 vs. JAN 2019

**-2.2 MILLION**

INTERNET  
USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+1.2 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+6.4%**

JAN 2020 vs. APR 2019

**+2.1 MILLION**

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2020

# OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



ITALY

TOTAL  
POPULATION



**60.51**  
MILLION

we  
are  
social

FEMALES AS A PERCENTAGE  
OF POPULATION\*



**51%**



MALES AS A PERCENTAGE  
OF POPULATION\*



**49%**



ANNUAL CHANGE  
IN TOTAL POPULATION



**-0.1%**  
**-83 THOUSAND**



MEDIAN  
AGE



**47.3**

URBAN POPULATION AS A  
SHARE OF TOTAL POPULATION



**70%**



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



**205.6**



OVERALL LITERACY RATE  
(ADULTS AGED 15+)



**99%**



FEMALE LITERACY RATE  
(ADULTS AGED 15+)



**99%**

we  
are  
social

MALE LITERACY RATE  
(ADULTS AGED 15+)



**99%**

JAN  
2020

# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



ITALY

TOTAL  
POPULATION



we  
are  
social

**60.51**  
MILLION

POPULATION AGED  
13 AND ABOVE



KEPIOS

**89%**  
53.7 MILLION

POPULATION AGED  
18 AND ABOVE



owl

**84%**  
50.9 MILLION

POPULATION  
AGED 16 TO 64



**63%**  
38.0 MILLION



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# DEVICE OWNERSHIP

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



ITALY

MOBILE PHONE  
(ANY TYPE)



94%



SMART  
PHONE



94%



NON-SMARTPHONE  
MOBILE PHONE



1.6%



LAPTOP OR DESKTOP  
COMPUTER



77%



TABLET  
DEVICE



54%

DEVICE FOR STREAMING TV  
CONTENT OVER THE INTERNET



13%



GAMES  
CONSOLE



38%



SMART HOME  
DEVICE



7.9%



SMART WATCH  
OR WRISTBAND



15%



VIRTUAL  
REALITY DEVICE



2.9%

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# DAILY TIME SPENT WITH MEDIA

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



ITALY

USING THE  
INTERNET



we  
are  
social

6H 00M

USING  
SOCIAL MEDIA



global  
web  
index

1H 57M

WATCHING  
TELEVISION\*



3H 07M

LISTENING TO MUSIC  
STREAMING SERVICES



global  
web  
index

1H 01M

USING A  
GAMES CONSOLE



0H 49M



**INTERNET USE**

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# OVERVIEW OF INTERNET USE

NUMBER OF PEOPLE USING THE INTERNET, AND HOW MUCH TIME THEY SPEND USING THE INTERNET EACH DAY



ITALY

TOTAL NUMBER  
OF INTERNET USERS  
ON ANY DEVICE



we  
are  
social

**49.48**  
MILLION

INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**82%**

ANNUAL GROWTH  
IN THE NUMBER  
OF INTERNET USERS



global  
web  
index

**+2.4%**  
**+1.2 MILLION**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET ON ANY  
DEVICE BY EACH INTERNET USER



**6H 00M**

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# MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



ITALY

TOTAL NUMBER  
OF MOBILE  
INTERNET USERS



45.57  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



92%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA SMARTPHONES\*



92%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA FEATURE PHONES\*



1.2%

AVERAGE DAILY TIME SPENT  
USING THE INTERNET  
ON MOBILE DEVICES



2H 42M



global  
web  
index

we  
are  
social

global  
web  
index

**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) \*NOTE: FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS AGED 16 TO 64, NOT JUST SHARE OF MOBILE INTERNET USERS. ♦ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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# INTERNET CONNECTION SPEEDS: OVERVIEW

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



ITALY

AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

**36.78**  
MBPS

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



KEPIOS

**+24%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



HOOTSUITE

**59.27**  
MBPS

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



**+37%**



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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



ITALY

MOBILE  
PHONES



**39.2%**

DEC 2019 vs. DEC 2018:

**+2.2%**

LAPTOPS &  
DESKTOPS



we  
are  
social

**58.0%**

DEC 2019 vs. DEC 2018:

**+0.9%**

TABLET  
COMPUTERS



KEPIOS

**2.7%**

DEC 2019 vs. DEC 2018:

**-33%**

OTHER  
DEVICES



**0.2%**

DEC 2019 vs. DEC 2018:

**-27%**

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# MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO **SIMILARWEB**



ITALY

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	1,675,000,000	10M 38S	8.8
02	FACEBOOK.COM	SOCIAL	524,700,000	11M 09S	10.7
03	YOUTUBE.COM	STREAMING VIDEO	401,300,000	20M 41S	9.4
04	GOOGLE.IT	SEARCH	292,300,000	8M 41S	10.0
05	AMAZON.IT	E-COMMERCE	191,100,000	7M 35S	10.0
06	WIKIPEDIA.ORG	REFERENCE	190,000,000	3M 47S	3.0
07	REPUBBLICA.IT	NEWS & MEDIA	94,780,000	9M 20S	3.9
08	PORNHUB.COM	ADULT	86,500,000	8M 24S	7.0
09	INSTAGRAM.COM	SOCIAL	81,620,000	5M 50S	12.6
10	LIBERO.IT	NEWS & MEDIA	66,840,000	8M 46S	9.0



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# MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



ITALY

#	WEBSITE	TIME / VISIT	PAGES / VISIT	#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6	11	LIVEJASMIN.COM	2M 20S	1.5
02	YOUTUBE.COM	11M 44S	6.7	12	LIVE.COM	4M 53S	5.0
03	GOOGLE.IT	3M 40S	4.2	13	BONGACAMS.COM	3M 04S	1.7
04	AMAZON.IT	7M 00S	7.1	14	MYMOVIES.IT	2M 51S	2.0
05	WIKIPEDIA.ORG	3M 55S	3.0	15	DAGOSPIA.COM	8M 11S	5.2
06	FACEBOOK.COM	17M 48S	7.8	16	SUBITO.IT	8M 12S	7.1
07	LIBERO.IT	3M 28S	3.3	17	GDS.IT	2M 29S	1.3
08	REPUBBLICA.IT	15M 12S	2.6	18	LALEGGEPERTUTTI.IT	2M 08S	1.2
09	YAHOO.COM	4M 34S	4.4	19	PORNHUB.COM	10M 02S	3.4
10	EBAY.IT	6M 53S	5.8	20	NETFLIX.COM	3M 15S	2.7



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# TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



ITALY

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	METEO	100	11	NAPOLI	20
02	FACEBOOK	55	12	INSTAGRAM	18
03	ROMA	41	13	DIRETTA	17
04	YOUTUBE	32	14	TRADUZIONE	16
05	TRADUTTORE	32	15	REPUBBLICA	15
06	GOOGLE	32	16	LIBERO MAIL 	14
07	AMAZON	27	17	GAZZETTA	14
08	LIBERO	22	18	INTER	14
09	SERIE A	22	19	CORRIERE	13
10	NEWS	21	20	MILAN	13

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# ONLINE CONTENT ACTIVITIES

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



ITALY

WATCH  
ONLINE VIDEOS



global  
web  
index

92%

WATCH  
VLOGS



34%

LISTEN TO MUSIC  
STREAMING SERVICES



global  
web  
index

57%

LISTEN TO ONLINE  
RADIO STATIONS



we  
are  
social

39%

LISTEN TO  
PODCASTS



23%



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# ONLINE PRIVACY AND WELL-BEING

EXTENT TO WHICH INTERNET USERS AGED 16 TO 64 WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELL-BEING



ITALY

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH



we are social

15%

EXPRESSED CONCERN ABOUT WHAT'S REAL OR FAKE ON THE INTERNET\*



we are social

52%

EXPRESSED CONCERN ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



global web index

59%

USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH (ANY DEVICE)



KEPIOS

40%

DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH (ANY DEVICE)



54%



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# PLAYING GAMES: DEVICE PERSPECTIVE

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



ITALY

ANY  
DEVICE



we  
are  
social

79%

SMART  
PHONE



global  
web  
index

60%

PC (LAPTOP  
OR DESKTOP)



owl

35%

GAMES  
CONSOLE



global  
web  
index

35%

TABLET  
COMPUTER



25%

JAN  
2020

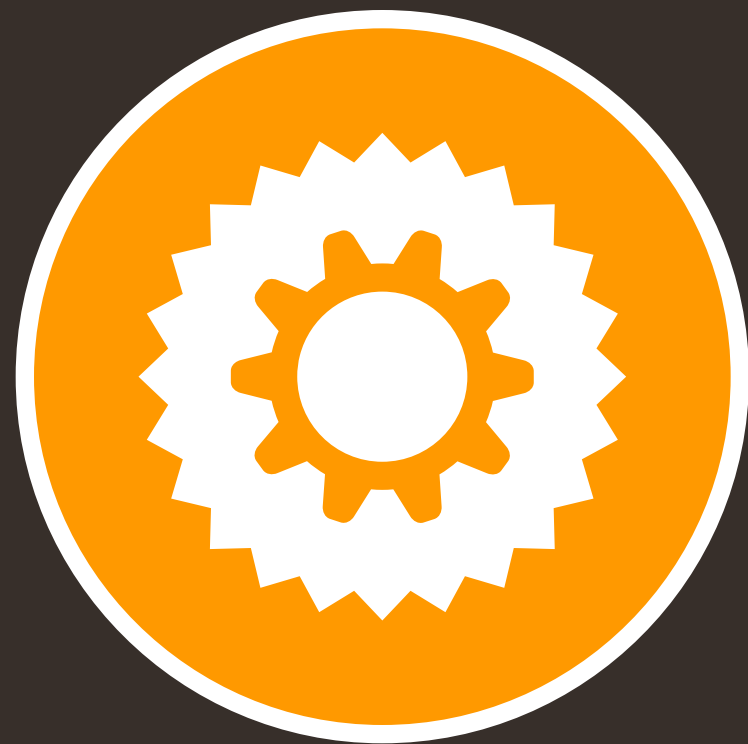
# GAMING-RELATED ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH



ITALY

PURCHASED A  
GAME ADD-ON  
OR PAID FOR DLC\*



4.8%

PLAYED A GAME ON  
A CLOUD GAMING OR  
STREAMING PLATFORM



5.2%

SHARED IMAGES  
OR VIDEOS OF  
OWN GAMEPLAY



6.2%

WATCHED A LIVE STREAM  
OF OTHER PEOPLE  
PLAYING GAMES



12%

WATCHED  
AN ESPORTS  
TOURNAMENT



5.1%



global  
web  
index

we  
are  
social

global  
web  
index

JAN  
2020

# ADOPTION OF DIGITAL INNOVATIONS

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



ITALY

USE VOICE SEARCH OR  
VOICE COMMANDS EACH  
MONTH (ANY DEVICE)



we  
are  
social

35%

WATCH TV CONTENT VIA A  
STREAMING SUBSCRIPTION  
SERVICE EACH MONTH



global  
web  
index

60%

OWN SOME  
FORM OF SMART  
HOME DEVICE



7.9%

OWN SOME  
FORM OF  
CRYPTOCURRENCY



4.8%

JAN  
2020

# SMART HOME DEVICE MARKET OVERVIEW

SIZE AND VALUE OF THE MARKET FOR SMART HOME DEVICES IN 2019, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)



ITALY

NUMBER OF HOMES WITH  
SMART HOME DEVICES



1.77  
MILLION



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



\$821.0  
MILLION

statista

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



\$185.0  
MILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



\$247.0  
MILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



\$137.0  
MILLION

statista

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



\$124.0  
MILLION

we  
are  
social

VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



\$68.00  
MILLION

KEPIOS

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



\$59.00  
MILLION

**SOURCE:** STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

JAN  
2020

# SMART HOME DEVICE MARKET GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET (2019 vs. 2018), WITH DETAIL BY SUB-CATEGORY



ITALY

ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+30%



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



+29%



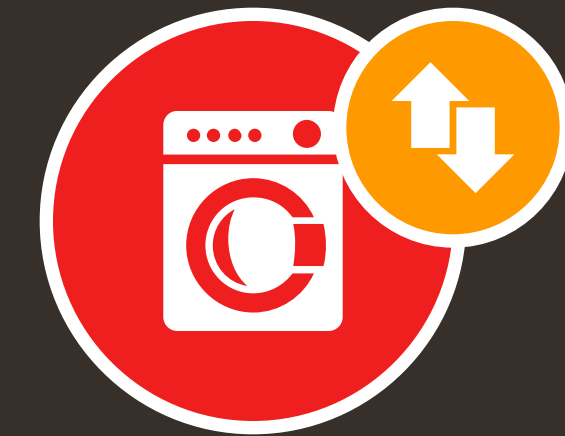
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+41%



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



+29%

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



+25%



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



+19%



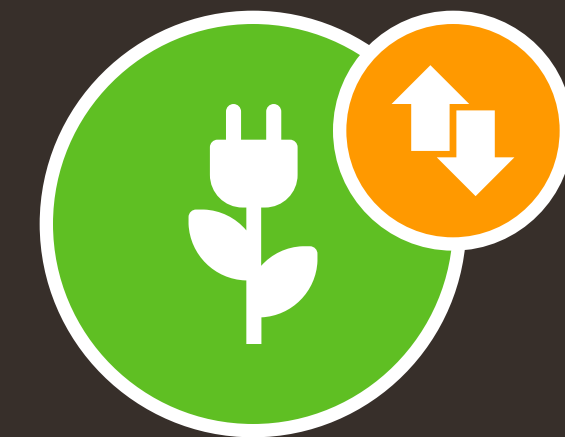
Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+29%



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



+31%



JAN  
2020

# AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME IN 2019 (IN U.S. DOLLARS)



ITALY

PENETRATION OF  
SMART HOME DEVICES\*



7.4%



ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$464



ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$117



ARPU\*: SMART  
HOME APPLIANCES



\$337

ARPU\*: SMART HOME  
SECURITY DEVICES



\$238



ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$111



ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$77



ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$81



**SOCIAL MEDIA USE**

JAN  
2020

# SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



ITALY

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**35.00**  
MILLION

SOCIAL MEDIA USERS  
COMPARED TO  
TOTAL POPULATION



global  
web  
index

**58%**

CHANGE IN SOCIAL  
MEDIA USER NUMBERS  
(APR 2019 TO JAN 2020)



**+6.4%**  
**+2.1 MILLION**

PERCENTAGE OF ACTIVE  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**98%**

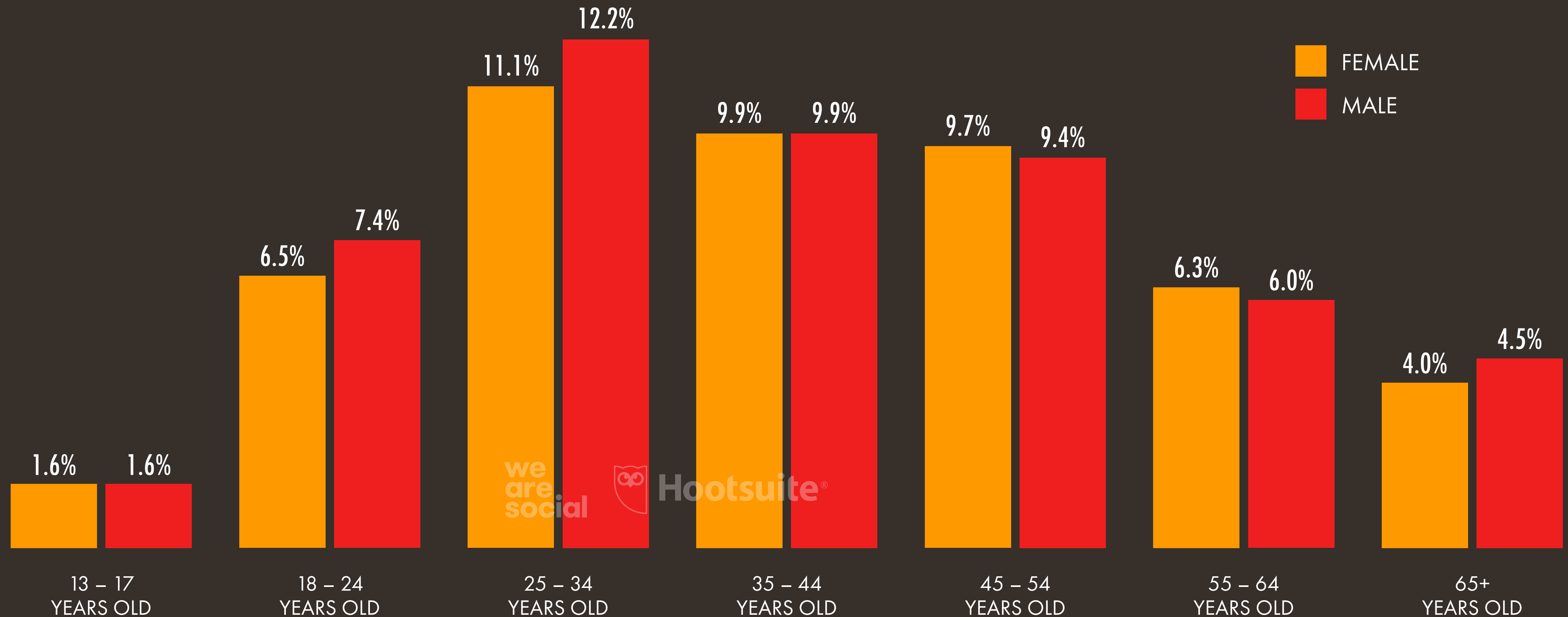
JAN  
2020

# SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE\* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



ITALY



JAN  
2020

# SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



ITALY

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



99%

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



81%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



1 H 57 M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



7.8

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



31%



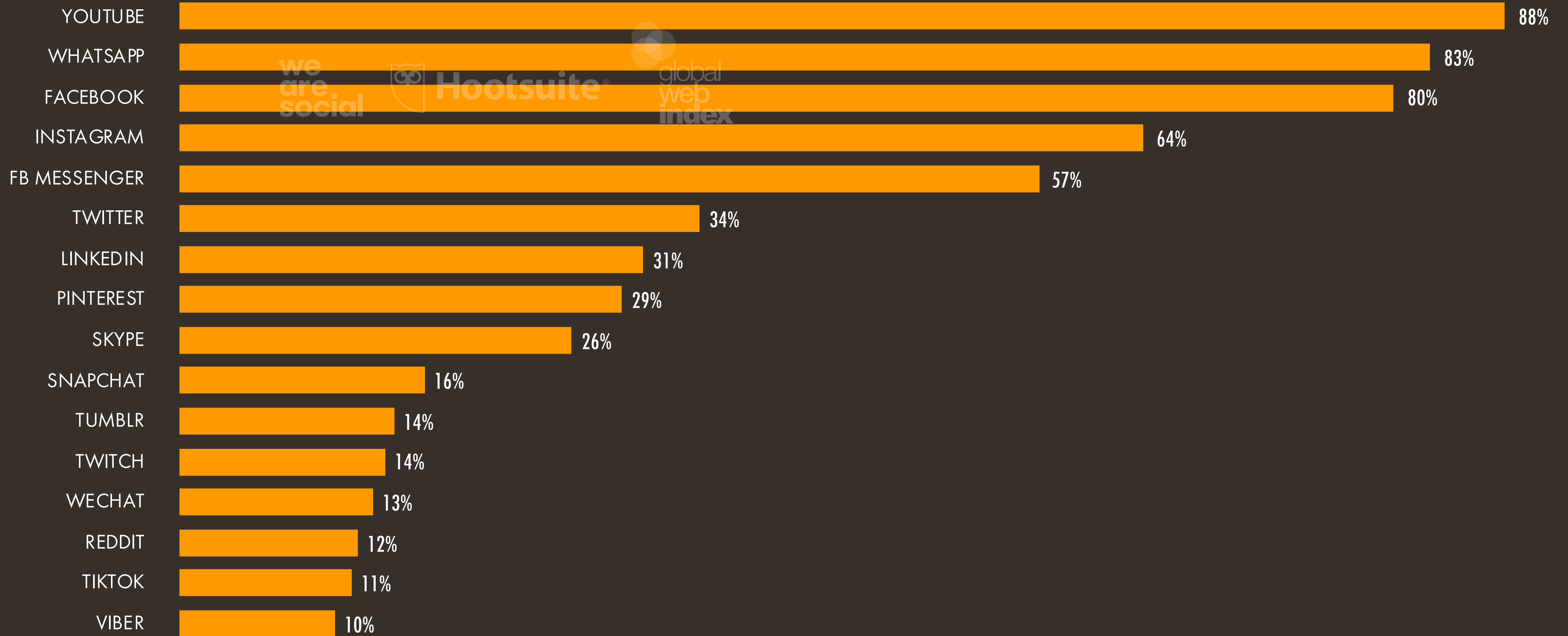
JAN  
2020

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



ITALY



we  
are  
social



Hootsuite®

global  
web  
index



JAN  
2020

# FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



ITALY

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK



we  
are  
social

29.00  
MILLION

FACEBOOK'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+



54%

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



0%  
[UNCHANGED]

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



50.0%

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



50.0%

JAN  
2020

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



ITALY

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



98.0%



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



2.0%



PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



24.9%



PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



73.1%

JAN  
2020

# FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A 'TYPICAL' USER\* PERFORMS EACH ACTIVITY ON FACEBOOK



ITALY

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME\*)



KEPIOS

1

FEMALE: MALE:

2 1

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



we are social

16

FEMALE: MALE:

22 12

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



we are social

6

FEMALE: MALE:

9 4

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



we are social

2

FEMALE: MALE:

3 1

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



21

FEMALE: MALE:

24 18

JAN  
2020

# FACEBOOK PAGE REACH BENCHMARKS

AVERAGE\* MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE ROLE OF PAID MEDIA



ITALY

AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



locowise

+0.12%

AVERAGE POST REACH  
vs. PAGE LIKES



we  
are  
social

8.9%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



locowise

4.1%

PERCENTAGE OF PAGES  
USING PAID MEDIA



owl

31.4%

AVERAGE PAID REACH  
vs. TOTAL REACH



30.4%



JAN  
2020

# FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE\* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH



ITALY

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS OF ANY KIND



3.03%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



7.59%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE IMAGE POSTS



4.63%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



3.01%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



1.32%

JAN  
2020

# INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



ITALY

NUMBER OF PEOPLE THAT  
INSTAGRAM REPORTS  
CAN BE REACHED WITH  
ADVERTS ON INSTAGRAM



20.00  
MILLION

INSTAGRAM'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



37%

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



+2.6%

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



50.5%

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



49.5%

JAN  
2020

# SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



ITALY

NUMBER OF PEOPLE THAT  
SNAPCHAT REPORTS  
CAN BE REACHED WITH  
ADVERTS ON SNAPCHAT



3.05  
MILLION

SNAPCHAT'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



5.7%

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



-7.6%

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



72.0%

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



27.0%

JAN  
2020

# TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



ITALY

NUMBER OF PEOPLE THAT  
TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



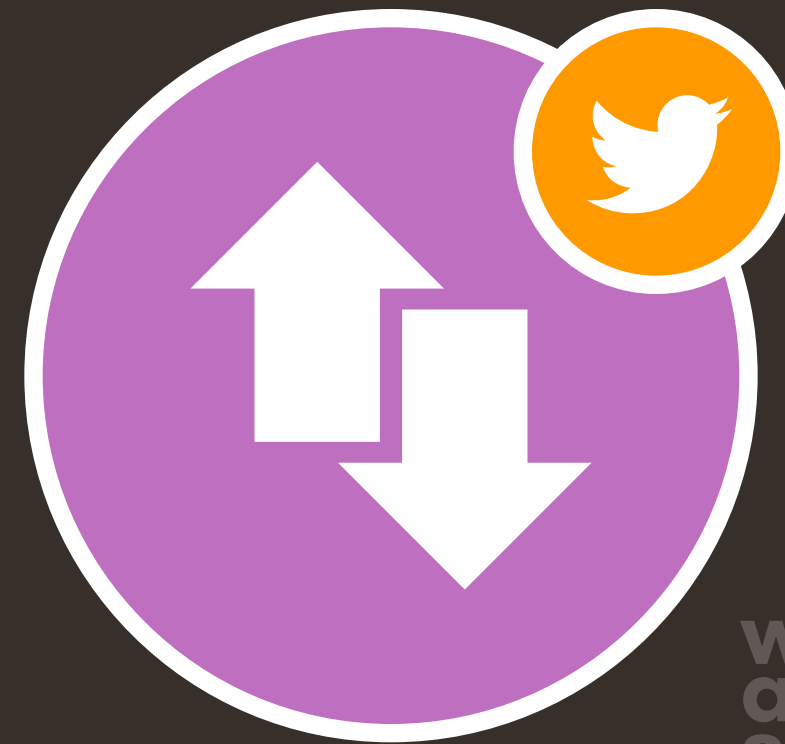
**3.17**  
MILLION

TWITTER'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



**5.9%**

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



**-11%**

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



**38.7%**

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



**61.3%**



JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



ITALY

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN\*



14.00  
MILLION

LINKEDIN'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 18+



28%

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



+7.7%

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



47.3%

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



52.7%



JAN  
2020

# TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



ITALY

#	SEARCH QUERY	INDEX
01	CANZONI	100
02	FILM	89
03	CANZONE	72
04	MUSICA	51
05	FORTNITE	48
06	SOLDI	44
07	ULTIMO	42
08	ME CONTRO TE	41
09	MIA	31
10	CALMA	30

#	SEARCH QUERY	INDEX
11	MAHMOOD	28
12	LYON	27
13	MINECRAFT	27
14	ASMR	23
15	SANREMO 2019	20
16	SOLDI MAHMOOD	19
17	QUEEN	19
18	FAVIJ	18
19	SALMO	17
20	SFERA EBBASTA	16



**MOBILE USE**

JAN  
2020

# MOBILE CONNECTIONS BY TYPE

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



ITALY

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



GSMA

80.40  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

133%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



GSMA

81%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



we  
are  
social

19%

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



83%

JAN  
2020

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE INTERNET CONNECTIVITY



ITALY

OVERALL COUNTRY  
INDEX SCORE



**73.98**

OUT OF MAX. 100

MOBILE NETWORK  
INFRASTRUCTURE



**74.82**

OUT OF MAX. 100

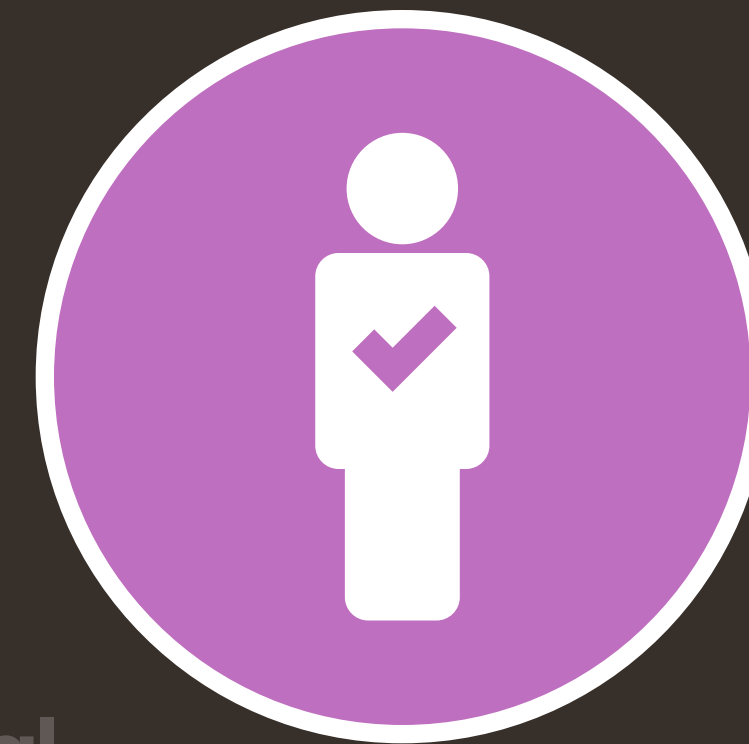
AFFORDABILITY OF  
DEVICES & SERVICES



**61.87**

OUT OF MAX. 100

CONSUMER  
READINESS



**82.71**

OUT OF MAX. 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



**78.23**

OUT OF MAX. 100

JAN  
2020

# USE OF MOBILE APPS BY CATEGORY

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



ITALY

CHAT APPS  
(MESSENGERS)



92%



SOCIAL  
NETWORKING APPS



91%



ENTERTAINMENT  
OR VIDEO APPS



73%



GAMES  
(ANY TYPE)



43%



SHOPPING  
APPS



68%

MUSIC  
APPS



52%



MAP  
APPS



79%



BANKING  
APPS



34%



DATING AND  
FRIENDSHIP APPS



6.0%



HEALTH AND  
FITNESS APPS



25%



JAN  
2020

# SHARE OF WEB TRAFFIC BY MOBILE OS

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



ITALY

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

**74.2%**

DEC 2019 vs. DEC 2018:

**+1.9%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



KEPIOS

**25.4%**

DEC 2019 vs. DEC 2018:

**-1.2%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



owl

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



lightbulb

**0.2%**

DEC 2019 vs. DEC 2018:

**-66%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**0.3%**

DEC 2019 vs. DEC 2018:

**-69%**

JAN  
2020

# MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



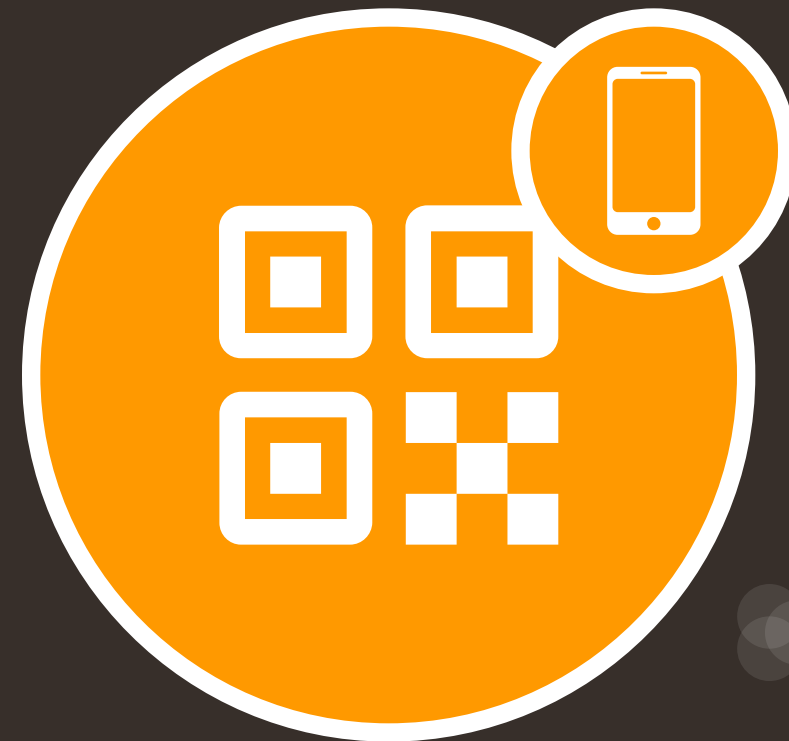
ITALY

WATCH CONTENT  
ON A TV BY CASTING IT  
FROM A MOBILE PHONE\*



21%

USE OR  
SCAN  
QR CODES



38%

USE AN  
IMAGE SEARCH  
TOOL OR SERVICE



43%

USE A MOBILE  
PHONE AS A TICKET  
OR BOARDING PASS



26%

TRANSFER MONEY  
TO FRIENDS  
OR FAMILY



25%



**ECOMMERCE USE**

JAN  
2020

# FINANCIAL INCLUSION FACTORS

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



ITALY

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



94%



HAS A  
CREDIT CARD



42%



HAS A MOBILE  
MONEY ACCOUNT



[N/A]



MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



65%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



34%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



52%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



61%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



70%

JAN  
2020

# ECOMMERCE ACTIVITIES

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



ITALY

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



global  
web  
index

87%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



93%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



global  
web  
index

77%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



we  
are  
social

50%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



40%



JAN  
2020

# ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



ITALY

FASHION  
& BEAUTY



\$4.54  
BILLION

statista

ELECTRONICS &  
PHYSICAL MEDIA



\$4.67  
BILLION



FOOD &  
PERSONAL CARE



\$1.83  
BILLION

we  
are  
social

FURNITURE &  
APPLIANCES



\$2.12  
BILLION

TOYS, DIY  
& HOBBIES



\$2.68  
BILLION



TRAVEL (INCLUDING  
ACCOMMODATION)\*



\$21.78  
BILLION

we  
are  
social

DIGITAL  
MUSIC



\$190.0  
MILLION

statista

VIDEO  
GAMES



\$1.10  
BILLION



JAN  
2020

# ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES (2019 vs. 2018)



ITALY

FASHION  
& BEAUTY



+16%

statista

ELECTRONICS &  
PHYSICAL MEDIA



+15%



FOOD &  
PERSONAL CARE



+20%

we  
are  
social

FURNITURE &  
APPLIANCES



+20%

TOYS, DIY  
& HOBBIES



+5.3%



TRAVEL (INCLUDING  
ACCOMMODATION)\*



+2.0%

we  
are  
social

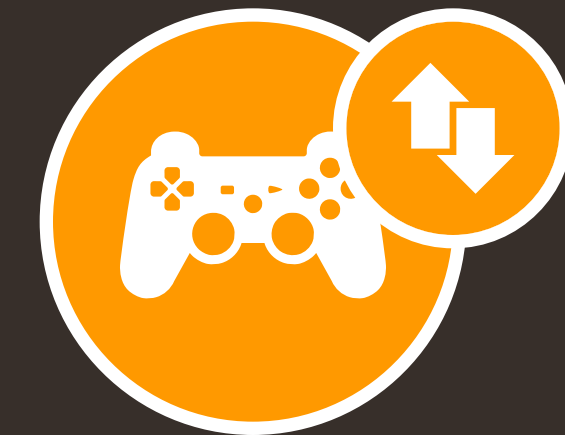
DIGITAL  
MUSIC



+1.1%

statista

VIDEO  
GAMES



+5.5%

**SOURCES:** STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON COMPARISONS OF ESTIMATES OF FULL-YEAR CONSUMER SPEND IN 2019 AND 2018, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **COMPARABILITY ADVISORY:** SOME BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.



JAN  
2020

# ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES IN 2019



ITALY

TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS ONLINE IN 2019



**39.50**  
MILLION



VALUE OF THE MARKET FOR  
ONLINE CONSUMER GOODS  
PURCHASES (IN U.S. DOLLARS)



**\$15.83**  
BILLION



AVERAGE ANNUAL REVENUE PER  
ONLINE CONSUMER GOODS  
SHOPPER (ARPU) IN U.S. DOLLARS



**\$401**



ONLINE CONSUMER GOODS  
ARPU AS A PERCENTAGE OF GDP  
PER CAPITA (BOTH U.S. DOLLARS)



**1.2%**

JAN  
2020

# ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

ALTERNATIVE PERSPECTIVES ON THE OVERALL SIZE, VALUE, AND GROWTH OF THE B2C ECOMMERCE MARKET (IN U.S. DOLLARS)



ITALY

TOTAL VALUE OF THE  
CONSUMER (B2C)  
ECOMMERCE MARKET



we  
are  
social

**\$32.90**  
BILLION

ANNUAL GROWTH  
IN THE VALUE OF B2C  
ECOMMERCE SPEND



**+16%**

B2C ECOMMERCE SPEND  
AS A PERCENTAGE OF  
TOTAL B2C RETAIL SPEND



**4.0%**

AVERAGE ANNUAL  
ONLINE SPEND PER  
B2C CONSUMER



**\$1,510**

MOBILE'S SHARE OF  
B2C ECOMMERCE  
TRANSACTION VALUE



**41%**

JAN  
2020

# ECOMMERCE PURCHASES BY PAYMENT METHOD

PERCENTAGE OF ECOMMERCE TRANSACTIONS COMPLETED USING EACH METHOD OF PAYMENT



ITALY

CREDIT CARD



41%

CASH



8.0%

BANK TRANSFER



10%

EWALLET



29%

OTHER



12%

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# DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET IN 2019 (IN U.S. DOLLARS)



ITALY

NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



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**36.80**  
MILLION

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



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**\$40.56**  
BILLION

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



**+12%**

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



**\$1,101**

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# RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET IN 2019 (IN U.S. DOLLARS)



ITALY

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



2.60  
MILLION

TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



\$516.0  
MILLION

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



+21%

ANNUAL REVENUE PER  
USER OF DIGITALLY ENABLED  
RIDE-HAILING SERVICES



\$195



statista

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**SOURCE:** STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. **\*NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

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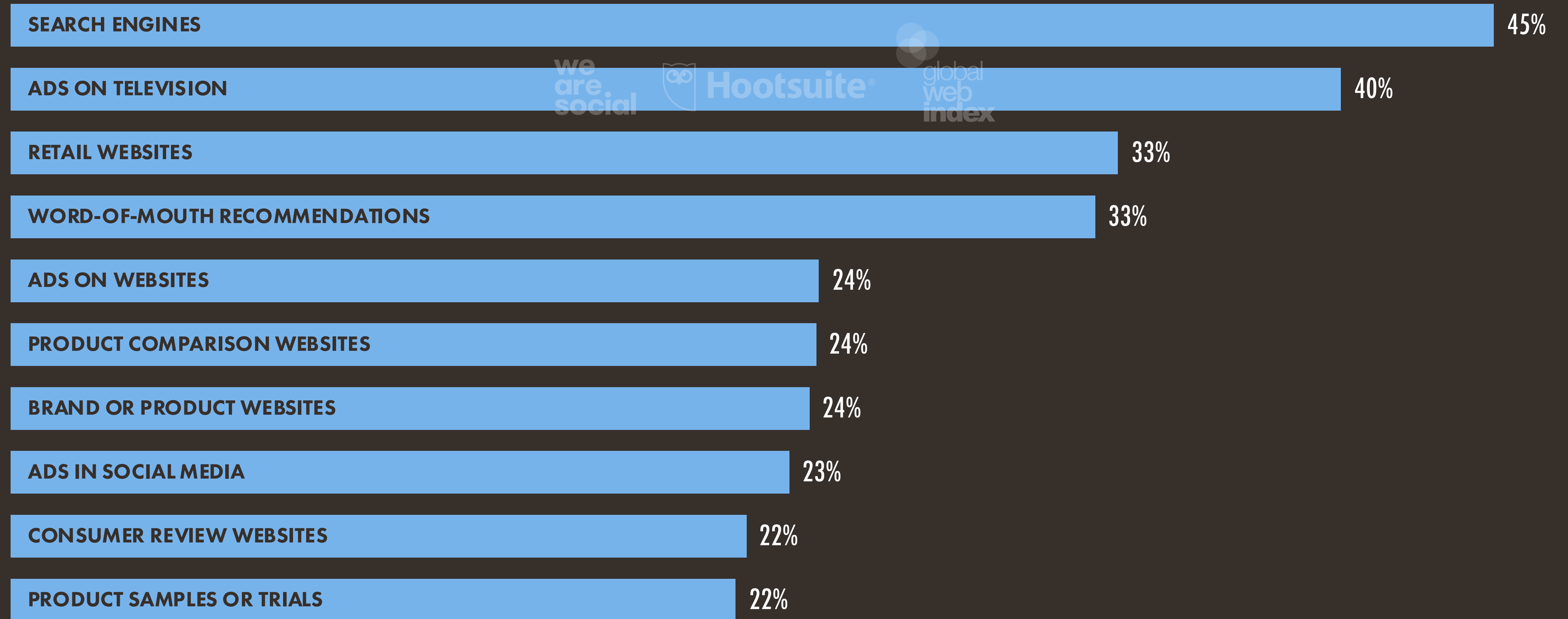
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# SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL



ITALY



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global  
web  
index

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# TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



ITALY

#	SEARCH QUERY	INDEX
01	AMAZON	100
02	SCARPE	79
03	NIKE	49
04	IPHONE	45
05	SAMSUNG	42
06	ADIDAS	27
07	IKEA	27
08	HUAWEI	23
09	EBAY	21
10	GUCCI	20

#	SEARCH QUERY	INDEX
11	NIKE AIR	16
12	PS4	15
13	NIKE SCARPE	11
14	AIR MAX	11
15	XIAOMI	11
16	LEGO	11
17	OROLOGI	10
18	APPLE	10
19	PANDORA	10
20	OFF WHITE	9

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# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



ITALY

TOTAL DIGITAL AD  
SPEND IN 2019



**\$4.83**  
BILLION

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SPEND ON DIGITAL  
SEARCH ADS IN 2019



**\$824.0**  
MILLION

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SPEND ON SOCIAL  
MEDIA ADS IN 2019



**\$1.33**  
BILLION

SPEND ON DIGITAL  
BANNER ADS IN 2019



**\$1.36**  
BILLION

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SPEND ON DIGITAL  
VIDEO ADS IN 2019



**\$739.0**  
MILLION



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2019



**\$584.0**  
MILLION

**SOURCE:** STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.



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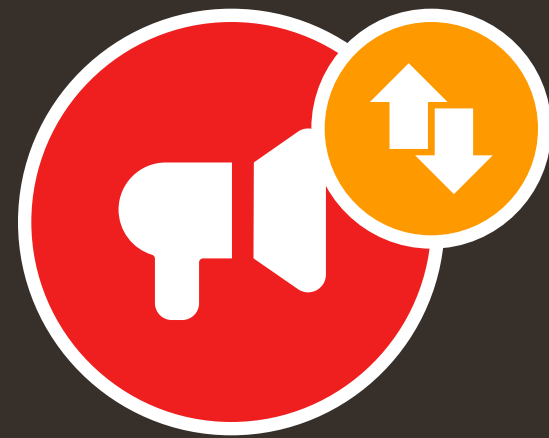
# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



ITALY

YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+10%

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YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+11%

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YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+20%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+7.4%

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YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+6.5%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND



+1.4%

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

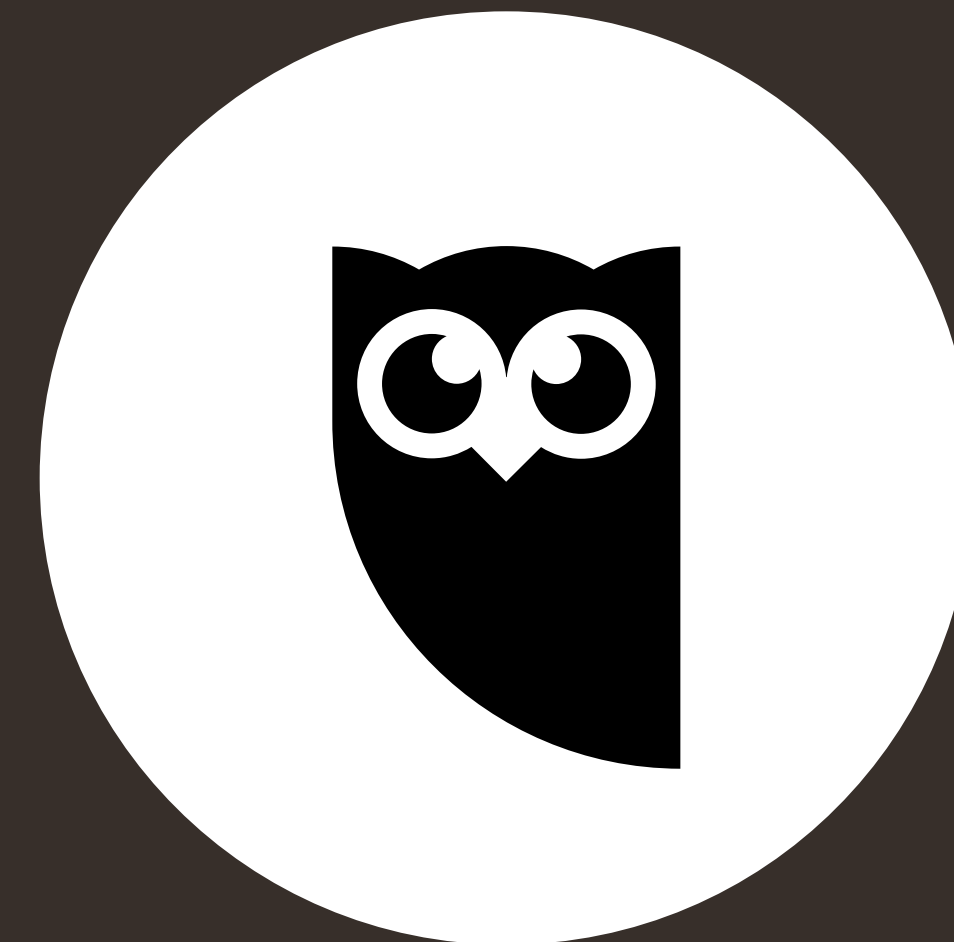


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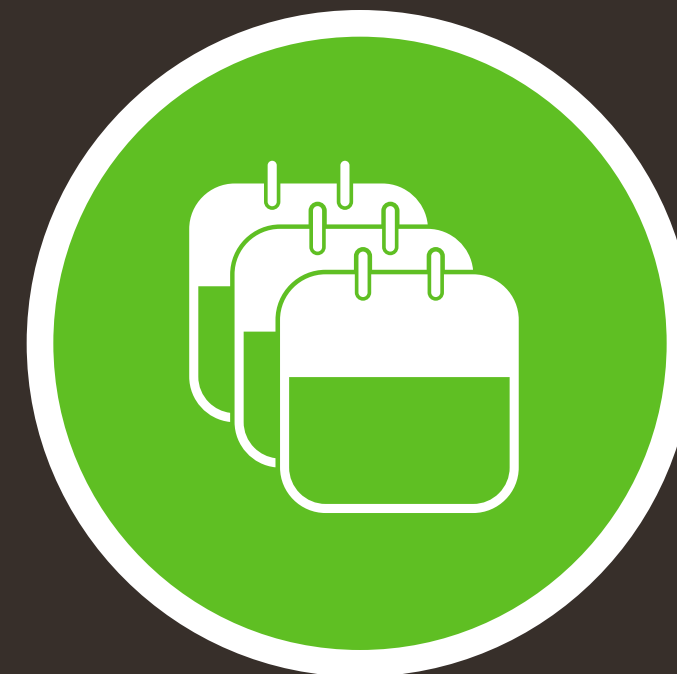
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# SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

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

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REGISTERED USERS**



**BEST-IN-CLASS  
DATA**



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150 COUNTRIES**



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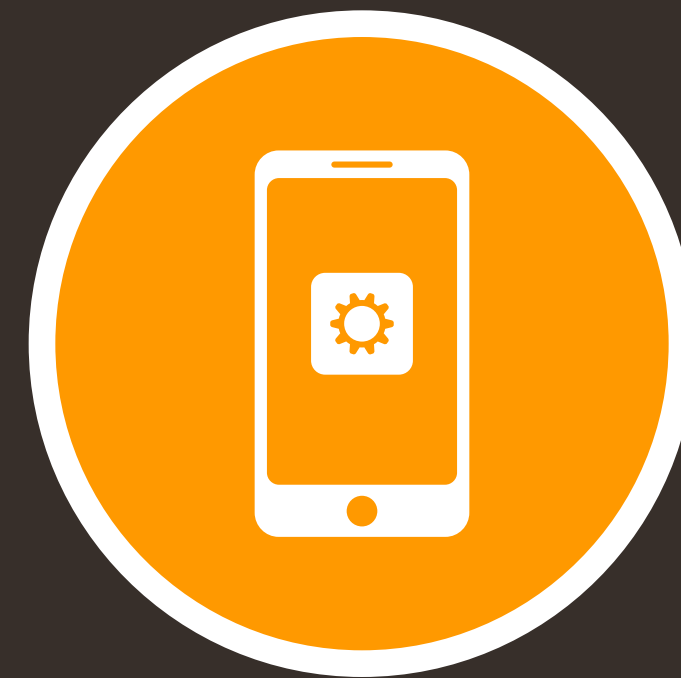


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# DATA SOURCES

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

**INTERNET USERS:** ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)\*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019).\* **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears**, **voice search**, and **ad blockers** from GlobalWebIndex (Q3 2019).\* Data on concerns about **'fake news'** from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019).\* **Smart Home** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019).

## **SOCIAL MEDIA USERS & ADVERTISING**

**AUDIENCES:** Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent** on social media from GlobalWebIndex (Q3 2019)\*. **Facebook and Instagram reach and engagement** data from Locowise (January 2020, based on averages for Q4 2019).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

**ECOMMERCE USERS & SPEND:** Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019)\*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook\* (accessed January 2020); eMarketer (February 2019).

\* For more details of GlobalWebIndex's methodology, visit <https://www.globalwebindex.com>.

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

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-service advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, we've changed the source for a number of our data points in this year's reports, and a number of metrics that we reported in last year's Global Digital reports have also been revised by the original data provider since publication. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

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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**SIMON KEMP**



**@ESKIMON**



**REPORTS@KEPIOS.COM**



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