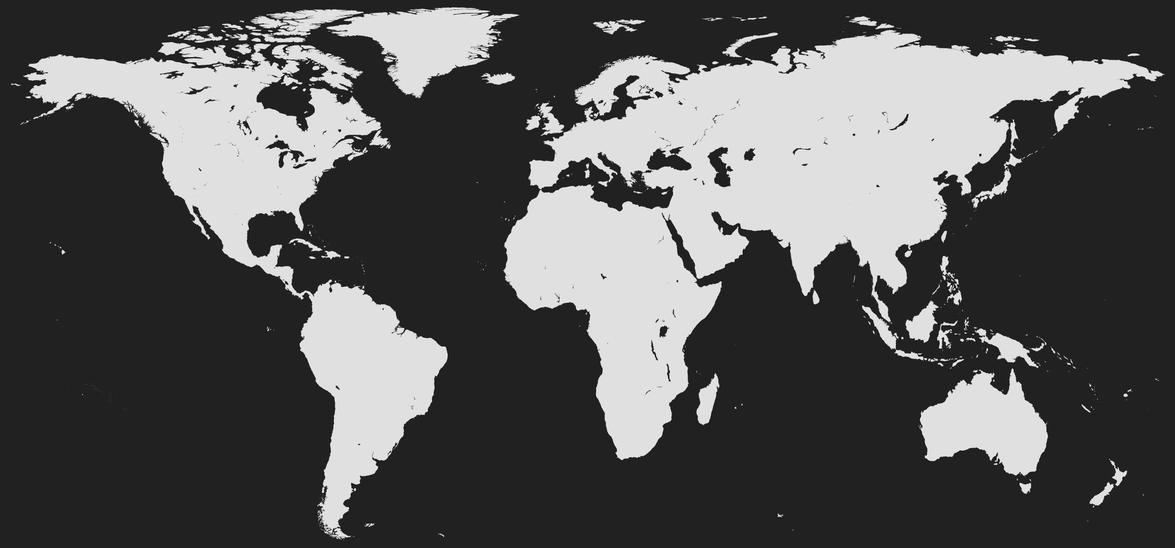

DIGITAL 2026

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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DIGITAL 2026: A WORLD OF OPPORTUNITIES

It's been 14 years since we started publishing these Global Digital Reports, but our Digital 2026 edition is packed with some of the biggest headlines and most impressive milestones that we've seen in this ongoing series.

For example, there are now more than **6 billion** internet users. **2 in 3** people on Earth now use social media each month. Well over **1 billion** people use LLMs and GenAI platforms.

And that's not all; we've also seen compelling growth across many of these headline metrics, with internet users increasing by **5 percent** over the past year, and growth in social media users not far behind.

This year's big headlines aren't limited to user numbers either, with our 2026 reports delivering some truly staggering figures for various other kinds of data point: **hundreds of trillions** of #fyp TikTok views, **trillions of dollars** in global ad spend, and **billions** of daily ChatGPT conversations.

However, despite the rapid pace of change and ever bigger numbers, it's important to stress that many of the world's digital behaviours and preferences remain remarkably **consistent** over time.

Notably, "*finding information*" remains people's most important reason for going online, even as they turn to an ever broader range of platforms and tools to quench their thirst for knowledge, ideas, and inspiration.

Similarly, "*keeping in touch with friends and family*" is still people's primary motivation for using social media today, even as they consume an ever wider variety of content in their social media feeds.

And despite the rise of newer digital powerhouses like ChatGPT and TikTok, Google, YouTube, and Facebook remain perennial favourites, and even Yahoo! retains a highly respectable ranking amongst the world's most widely used digital properties.

Having said that though, there's also plenty of evidence that the world's digital behaviours are **evolving**.

Use of the "world wide web" continues to decline, albeit at a very gradual pace. People are using search engines less than they used to – even if there's a lot more to this story than media headlines suggest – and social media preferences continue to evolve as well, especially when it comes to the time that we spend with each platform.

But perhaps the most striking finding in our Global Digital Reports is that most new digital behaviours are *incremental*. TikTok hasn't "replaced" Facebook or YouTube; it's simply joined those apps on people's home screens, by offering a distinct and compelling experience.

Similarly, data suggests that ChatGPT will not "replace" Google. Rather, AI increasingly enables users to answer different kinds of questions, and satisfy a much broader range of needs than they could with search engines alone.

And as a result, the biggest digital opportunities in 2026 may lie in looking beyond "zero sum" comparisons, to identify how we can harness different combinations of the evolving "digital mix" to create new kinds of value for our audiences, for our organisations, and for society as a whole.

Because of that, I encourage you to read this year's reports with a truly open mind. Our huge collection of Digital 2026 data should deliver most of the answers you need to address *today's* challenges, but I hope that it will also inspire new, higher value questions that will help us all build a better *tomorrow*.

Simon Kemp
Chief Analyst
DataReportal

EXPLORE MORE OF THE GLOBAL DIGITAL REPORTS SERIES

DIGITAL 2026

LOCAL COUNTRY HEADLINES REPORT

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

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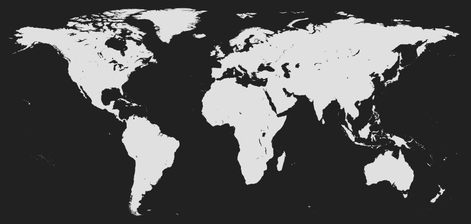
CLICK HERE TO READ OUR DIGITAL 2026 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



DIGITAL 2025

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, CLICK HERE TO READ LAST YEAR'S DIGITAL 2025 GLOBAL OVERVIEW REPORT

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

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

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions **do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

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GLOBAL HEADLINES

OCT 2025

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

TOTAL POPULATION

8.25 BILLION

URBANISATION

58.4%

UNIQUE MOBILE PHONE SUBSCRIBERS

5.78 BILLION

vs. POPULATION

70.1%

INDIVIDUALS USING THE INTERNET

6.04 BILLION

vs. POPULATION

73.2%

SOCIAL MEDIA USER IDENTITIES

5.66 BILLION

vs. POPULATION

68.7%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; GOVERNMENT RESOURCES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; COMPANY EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** BASE REVISIONS; SOURCE CHANGES. SEE NOTES ON DATA.

OCT 2025

DIGITAL GROWTH

CHANGE IN THE REPORTED USE OF CONNECTED DEVICES AND SERVICES OVER TIME

NOTE: BASE REVISIONS MAY DISTORT TRENDS OVER TIME

GLOBAL OVERVIEW

TOTAL POPULATION

+0.8%

YEAR-ON-YEAR CHANGE

+69 MILLION

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UNIQUE MOBILE PHONE SUBSCRIBERS

+1.9%

YEAR-ON-YEAR CHANGE

+108 MILLION

KEPIOS

INDIVIDUALS USING THE INTERNET

+5.1%

YEAR-ON-YEAR CHANGE

+294 MILLION

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SOCIAL MEDIA USER IDENTITIES

+4.8%

YEAR-ON-YEAR CHANGE

+259 MILLION

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; GOVERNMENT RESOURCES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; COMPANY EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER. **NOTES:** REVISIONS AND ADJUSTMENTS IN SOURCE DATA MAY DISTORT TRENDS OVER TIME, RESULTING IN DISPROPORTIONATE VALUES FOR YEAR-ON-YEAR CHANGE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND SIGNIFICANT BASE CHANGES. SEE NOTES ON DATA.

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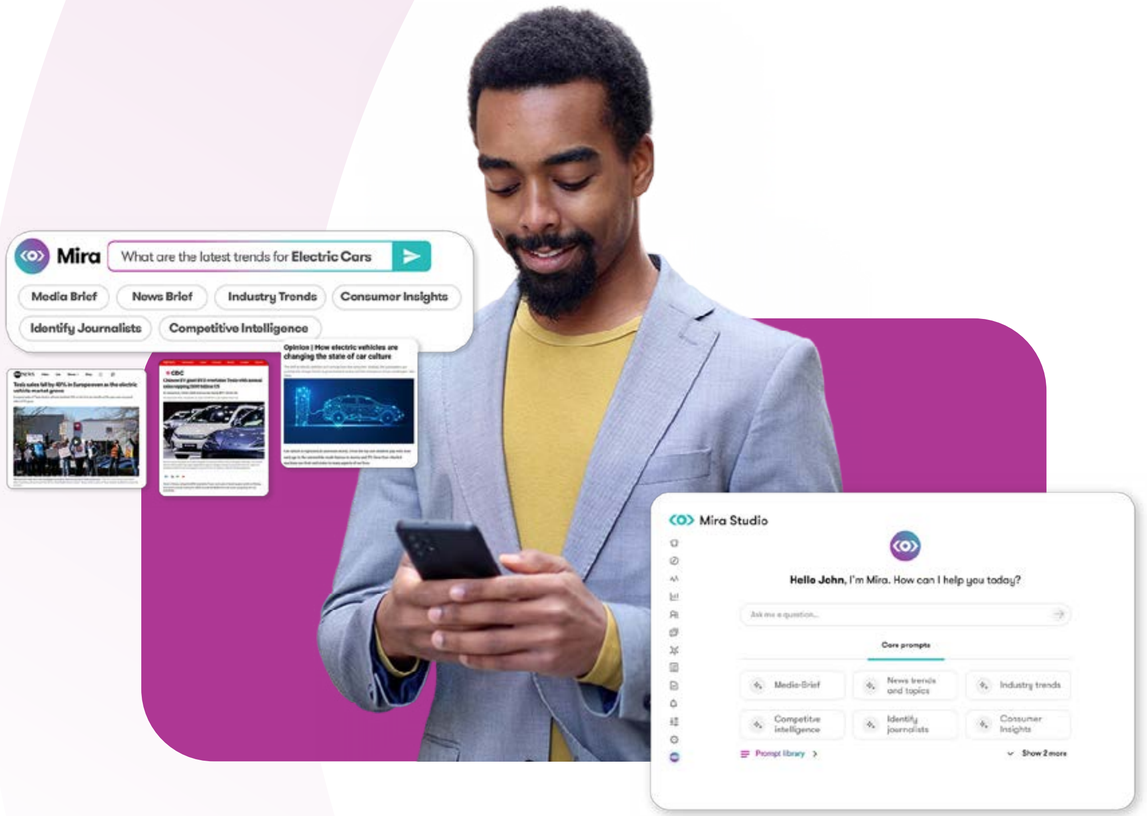

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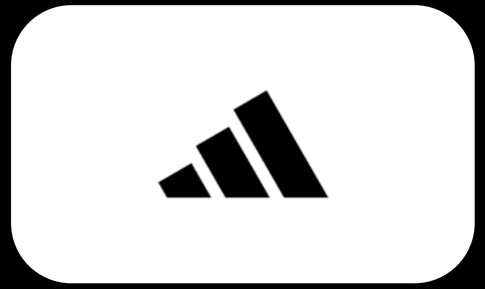

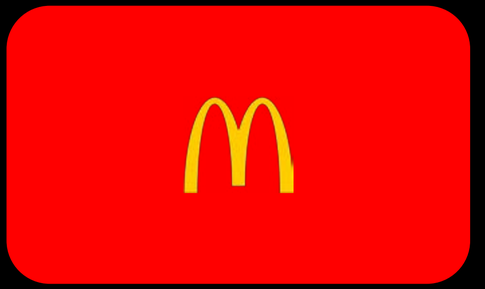

POPULATION ESSENTIALS

OCT 2025

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

GLOBAL OVERVIEW

TOTAL POPULATION

8.25
BILLION

FEMALE POPULATION

49.7%

MALE POPULATION

50.3%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+0.8%
+69 MILLION

MEDIAN AGE OF THE POPULATION

30.9

URBAN POPULATION

58.4%

POPULATION DENSITY (PEOPLE PER KM^2)

63.1

OVERALL LITERACY (ADULTS AGED 15+)

87.4%

FEMALE LITERACY (ADULTS AGED 15+)

84.1%

MALE LITERACY (ADULTS AGED 15+)

90.6%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA. ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL BE FROM THE SAME PERIOD.

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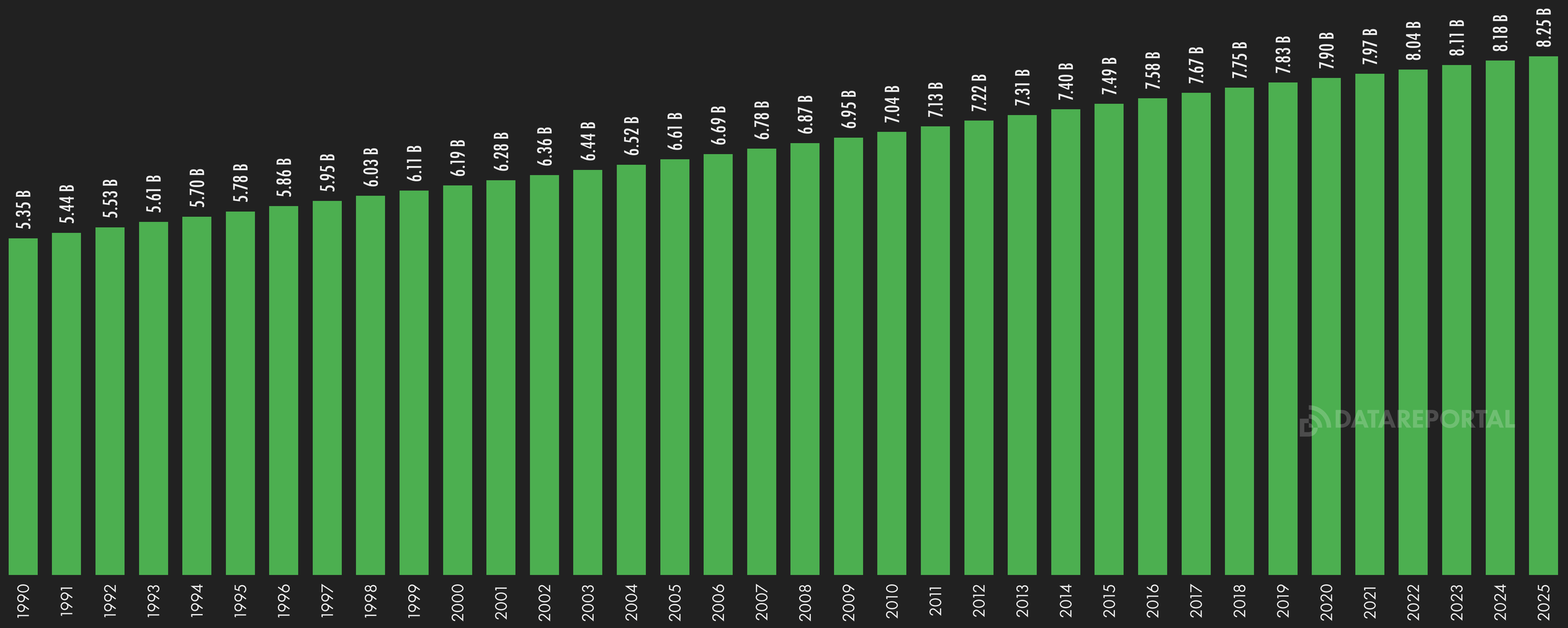
GLOBAL POPULATION TIMELINE

THE TOTAL GLOBAL POPULATION IN OCTOBER OF EACH YEAR

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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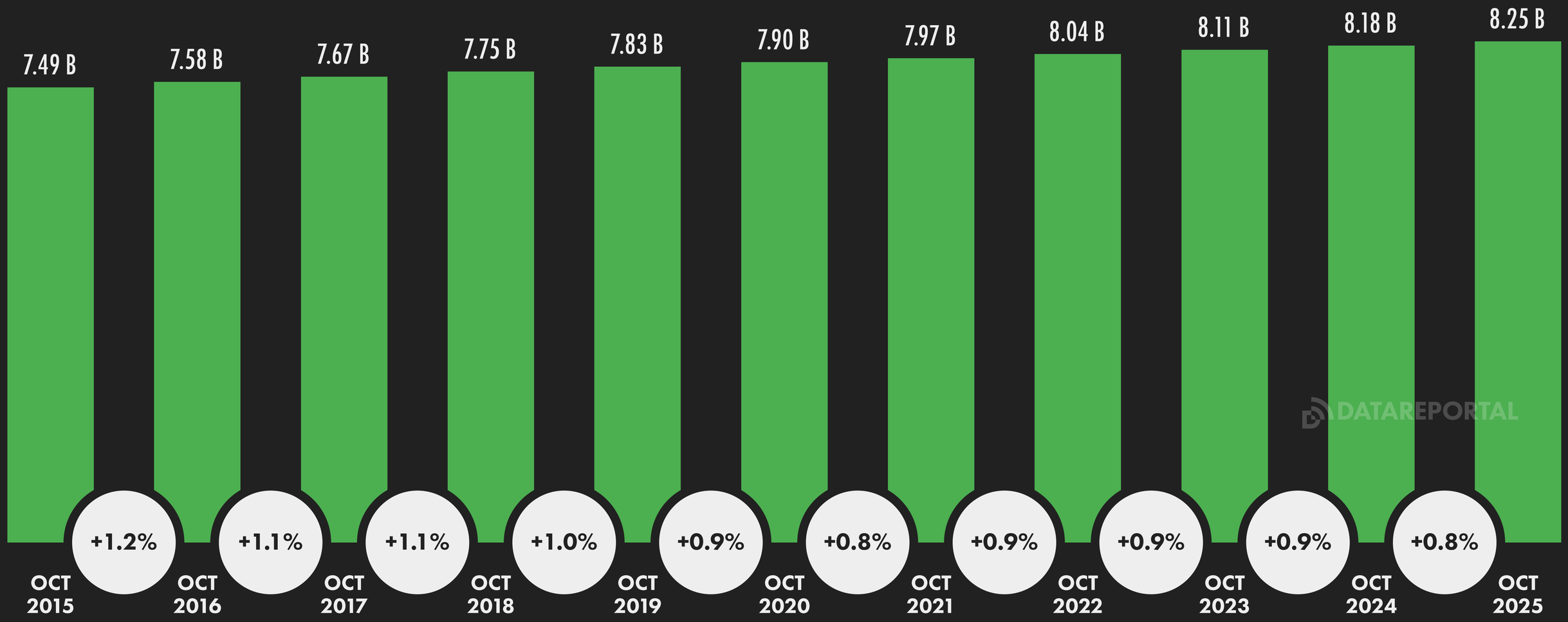
GLOBAL POPULATION OVER TIME

THE GLOBAL POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

GLOBAL OVERVIEW



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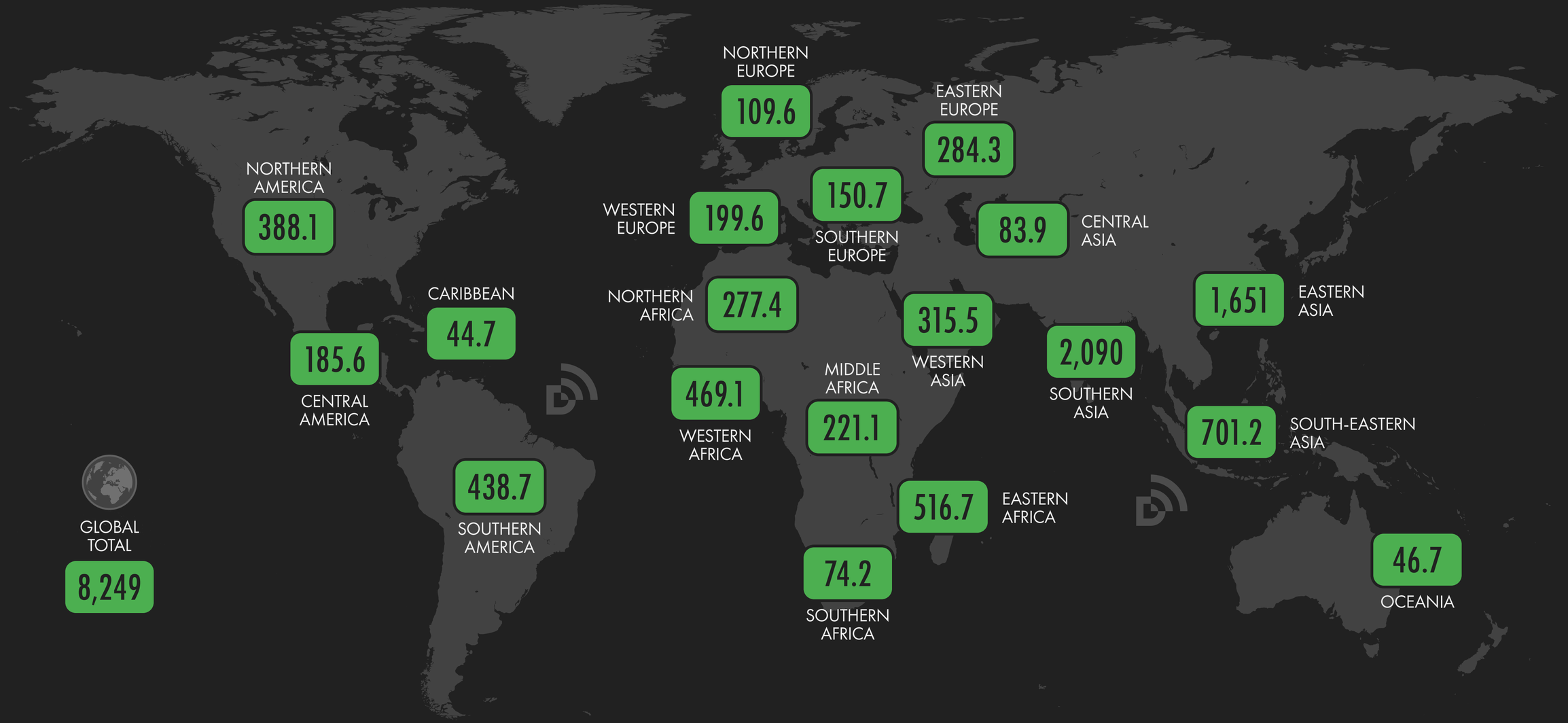
POPULATION BY GEOGRAPHIC REGION

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

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. INDIVIDUAL FIGURES MAY NOT SUM TO TOTAL DUE TO ROUNDING.

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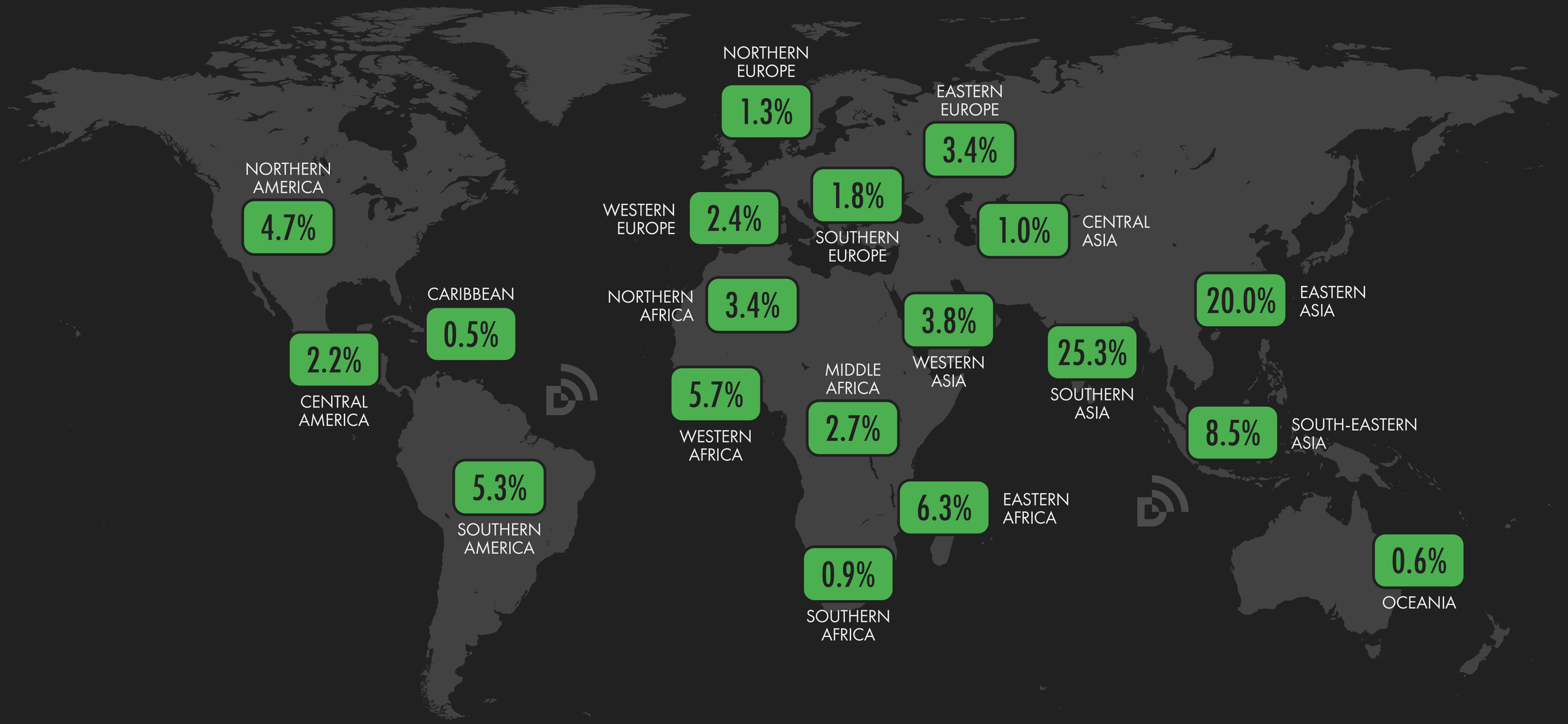
SHARE OF THE GLOBAL POPULATION BY REGION

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

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS

GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌍
01	INDIA	1,467,077,000	+0.89%	17.79%
02	CHINA	1,415,277,000	-0.23%	17.16%
03	UNITED STATES OF AMERICA	347,727,000	+0.53%	4.22%
04	INDONESIA	286,270,000	+0.78%	3.47%
05	PAKISTAN	256,226,000	+1.58%	3.11%
06	NIGERIA	238,745,000	+2.08%	2.89%
07	BRAZIL	213,007,000	+0.38%	2.58%
08	BANGLADESH	176,221,000	+1.22%	2.14%
09	RUSSIAN FEDERATION	143,778,000	-0.59%	1.74%
10	ETHIOPIA	136,323,000	+2.57%	1.65%

#	COUNTRY	POPULATION	▲YOY	vs. 🌍
11	MEXICO	132,213,000	+0.82%	1.60%
12	JAPAN	122,938,000	-0.53%	1.49%
13	EGYPT	118,799,000	+1.52%	1.44%
14	PHILIPPINES	117,022,000	+0.81%	1.42%
15	DEM. REP. OF THE CONGO	113,727,000	+3.24%	1.38%
16	VIETNAM	101,748,000	+0.60%	1.23%
17	IRAN	92,616,000	+0.90%	1.12%
18	TURKEY	87,740,000	+0.25%	1.06%
19	GERMANY	83,908,000	-0.68%	1.02%
20	THAILAND	71,606,000	-0.07%	0.87%

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

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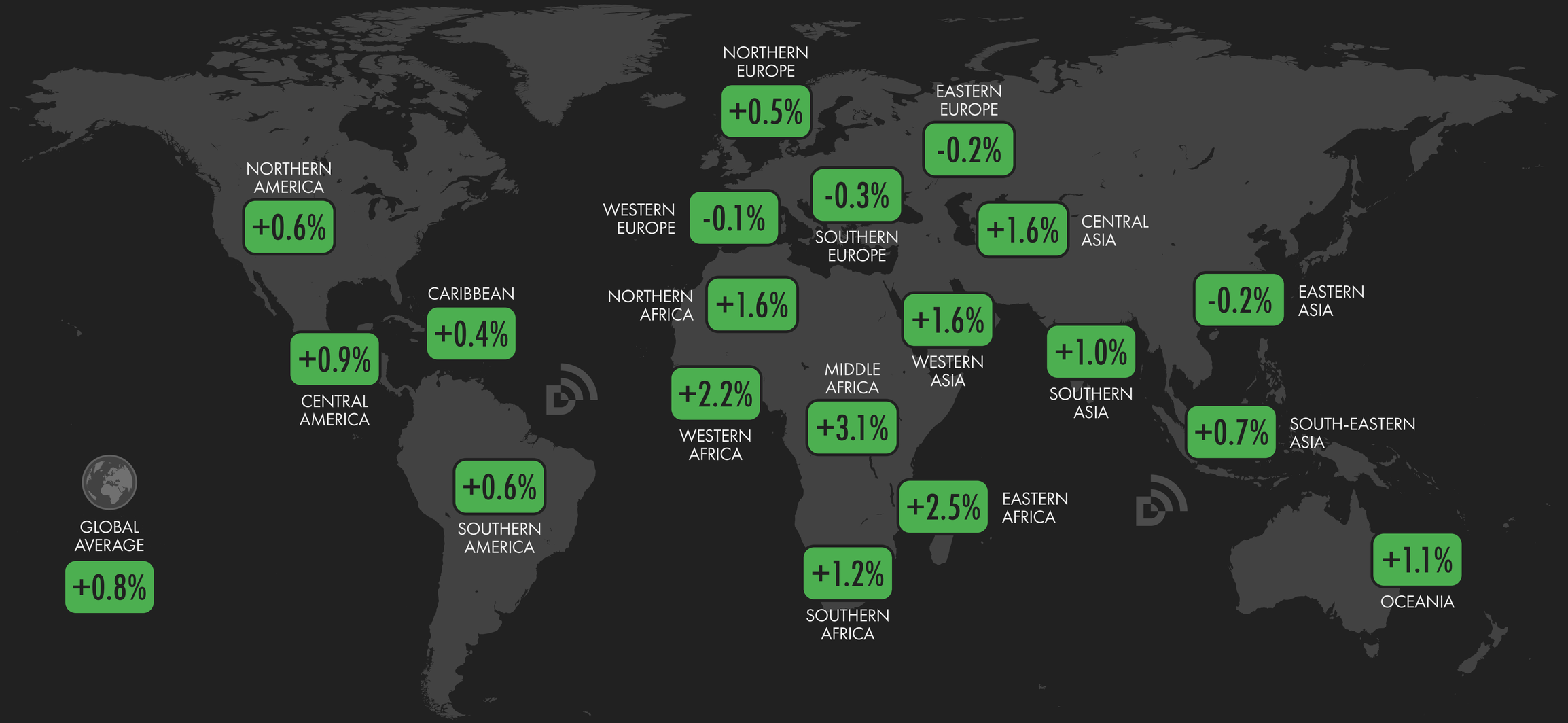
ANNUAL POPULATION CHANGE BY REGION

THE YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE LIVING IN EACH REGION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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MOST RAPID RATES OF POPULATION CHANGE

THE COUNTRIES AND TERRITORIES EXPERIENCING THE MOST RAPID RATES OF CHANGE IN TOTAL POPULATION SIZE

GLOBAL OVERVIEW

POPULATIONS WITH THE MOST RAPID RATES OF GROWTH

#	COUNTRY OR TERRITORY	▲YOY	TOTAL POPULATION
01	TOKELAU	+3.91%	2,600
02	OMAN	+3.81%	5,542,900
03	SYRIA	+3.71%	25,844,200
04	CENTRAL AFRICAN REPUBLIC	+3.41%	5,559,200
05	SOMALIA	+3.37%	19,815,200
06	UKRAINE	+3.31%	39,329,400
07	NIGER	+3.26%	28,139,700
08	DEM. REP. OF THE CONGO	+3.25%	113,727,000
09	MAYOTTE	+3.19%	339,600
10	CHAD	+3.07%	21,141,200

POPULATIONS WITH THE MOST RAPID RATES OF DECLINE

#	COUNTRY OR TERRITORY	▲YOY	TOTAL POPULATION
248	ST. MARTIN	-4.41%	24,700
247	MARSHALL ISLANDS	-3.40%	36,000
246	COOK ISLANDS	-3.38%	13,100
245	NORTHERN MARIANA IS.	-1.62%	43,400
244	AMERICAN SAMOA	-1.57%	45,800
243	TUVALU	-1.55%	9,500
242	SVALBARD & JAN MAYEN	-1.54%	2,600
241	MOLDOVA	-1.32%	2,985,900
240	ESTONIA	-1.31%	1,339,400
239	CZECHIA	-1.25%	10,573,700

SOURCE: EXTRAPOLATED FROM UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTES:** POPULATION VALUES HAVE BEEN ROUNDED TO THE NEAREST 100. FIGURES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN TOTAL POPULATION. RANKING OMITS TERRITORIES FOR WHICH CONTINUOUS DATA SERIES ARE UNAVAILABLE. **GUIDANCE:** CHANGES IN RESIDENT POPULATION MAY BE THE RESULT OF MIGRATION AS WELL AS BIRTHS AND DEATHS.

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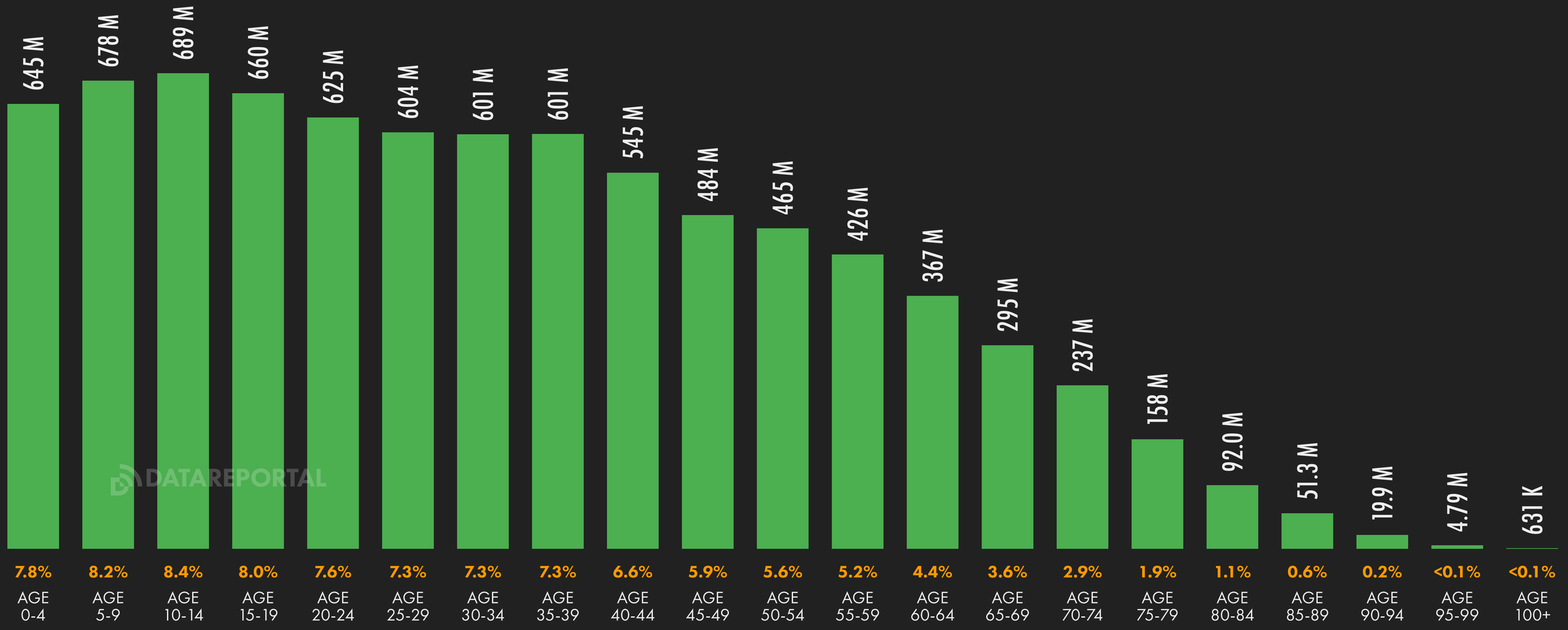
AGE DISTRIBUTION OF THE GLOBAL POPULATION

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL GLOBAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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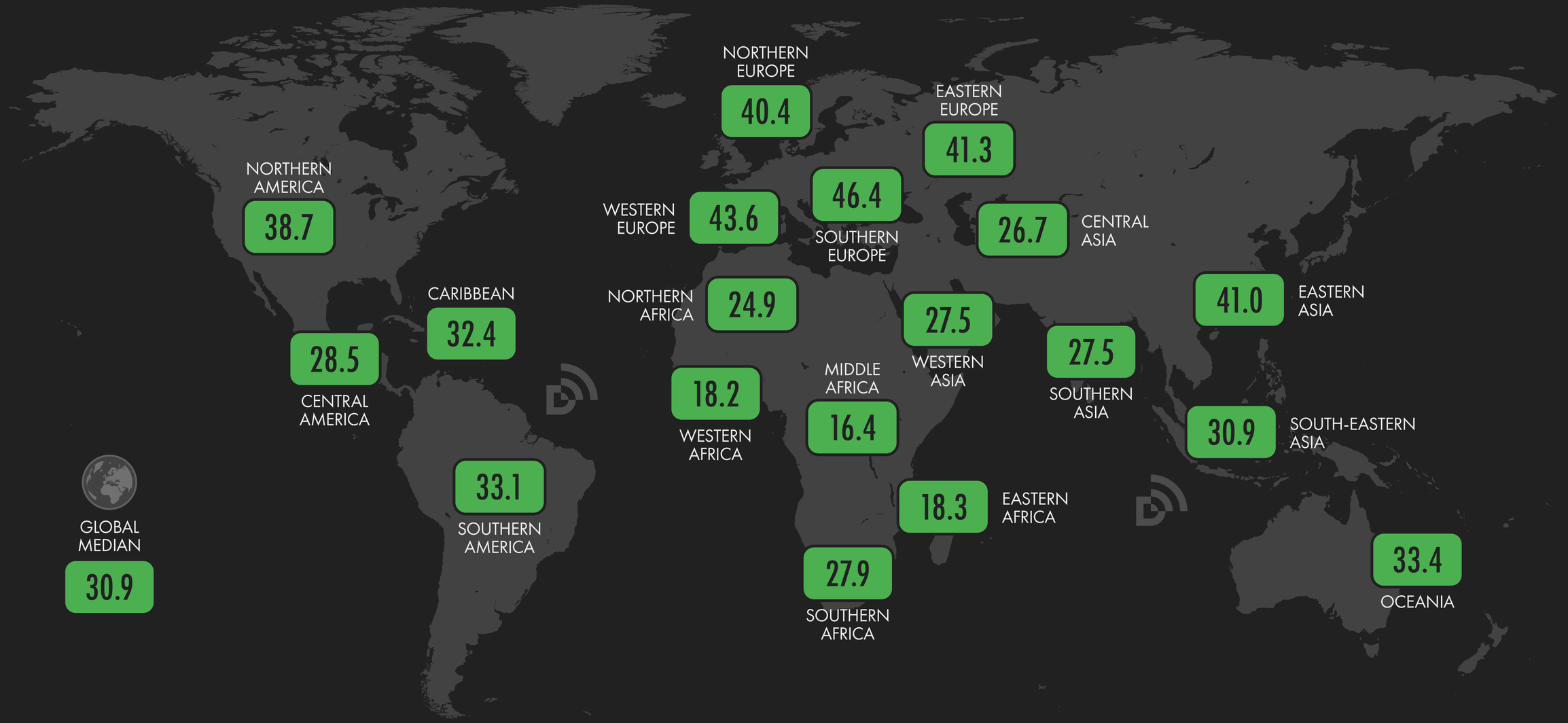
MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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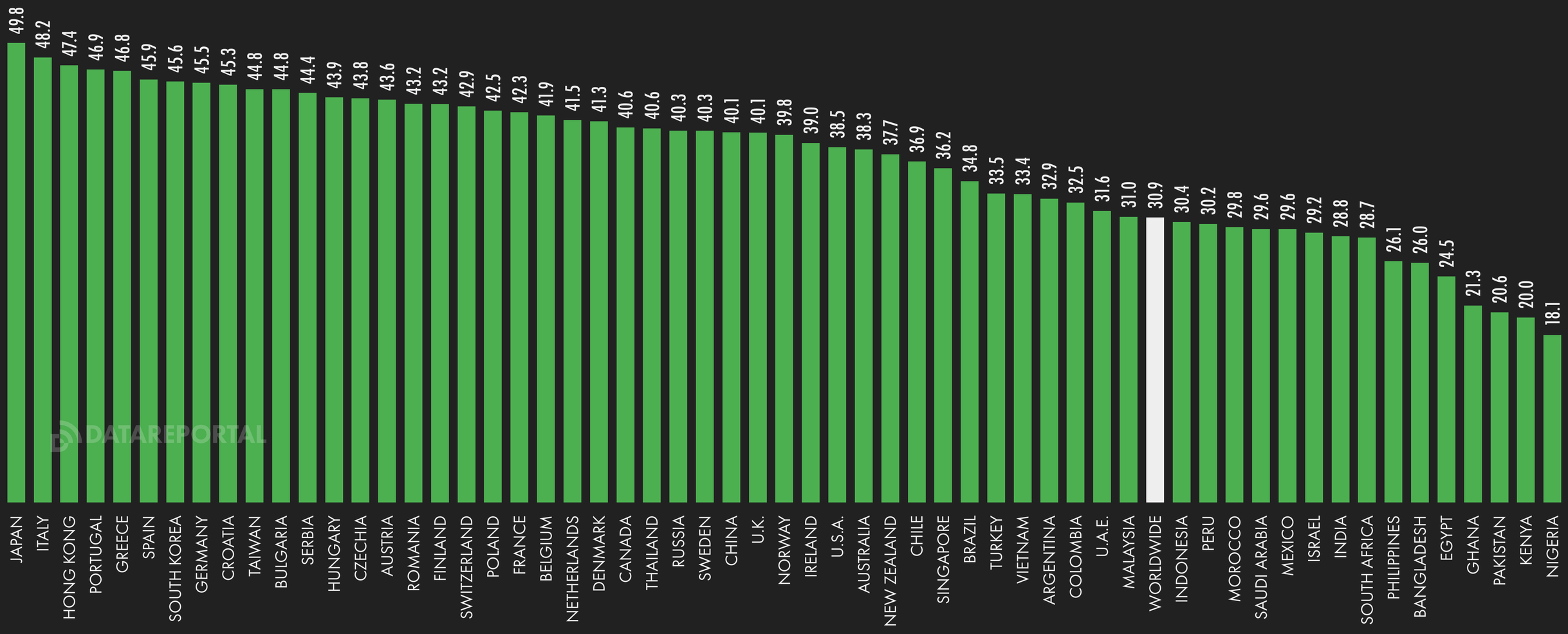
MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES.

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MEDIAN AGE OF THE POPULATION

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

GLOBAL OVERVIEW

COUNTRIES WITH THE HIGHEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
01	THE VATICAN	57.4
02	MONACO	53.6
03	ST. HELENA	50.9
04	JAPAN	49.8
05	MARTINIQUE	49.7
06	SAN MARINO	48.6
07	ITALY	48.2
08	HONG KONG	47.4
09	ST. PIERRE & MIQUELON	47.2
10	GUADELOUPE	47.2

COUNTRIES WITH THE LOWEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
237	CENTRAL AFRICAN REPUBLIC	14.5
236	NIGER	15.6
235	SOMALIA	15.6
234	MALI	15.7
233	CHAD	15.8
232	DEM. REP. OF THE CONGO	15.8
231	BURUNDI	16.4
230	MOZAMBIQUE	16.5
229	ANGOLA	16.6
228	UGANDA	16.9

SOURCE: UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTE:** "MEDIAN AGE" REPRESENTS THE MIDPOINT AGE OF THE POPULATION, WHERE THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE.

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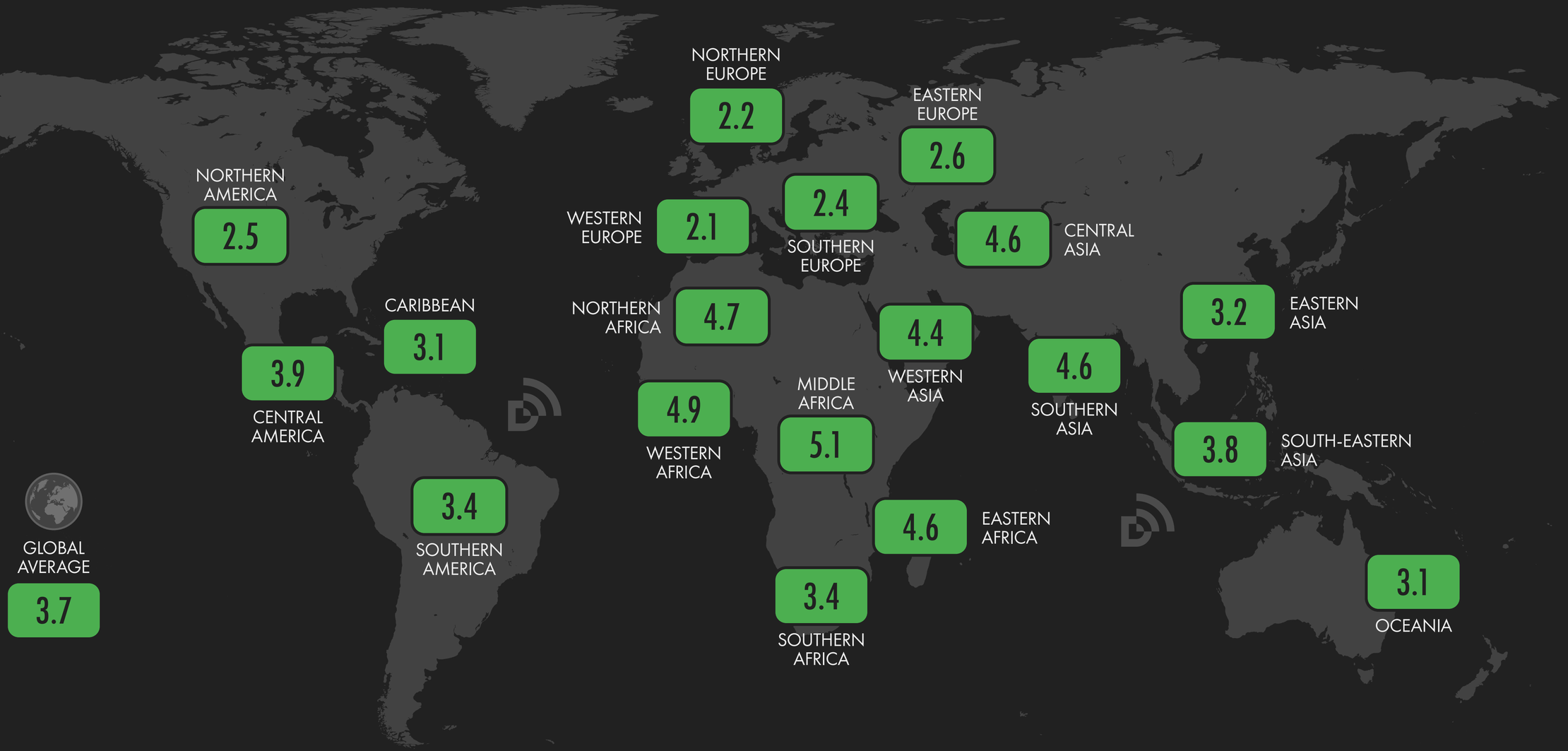
AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD BY REGION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT COLLECTION AND REPORTING METHODOLOGIES, SO INDIVIDUAL VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

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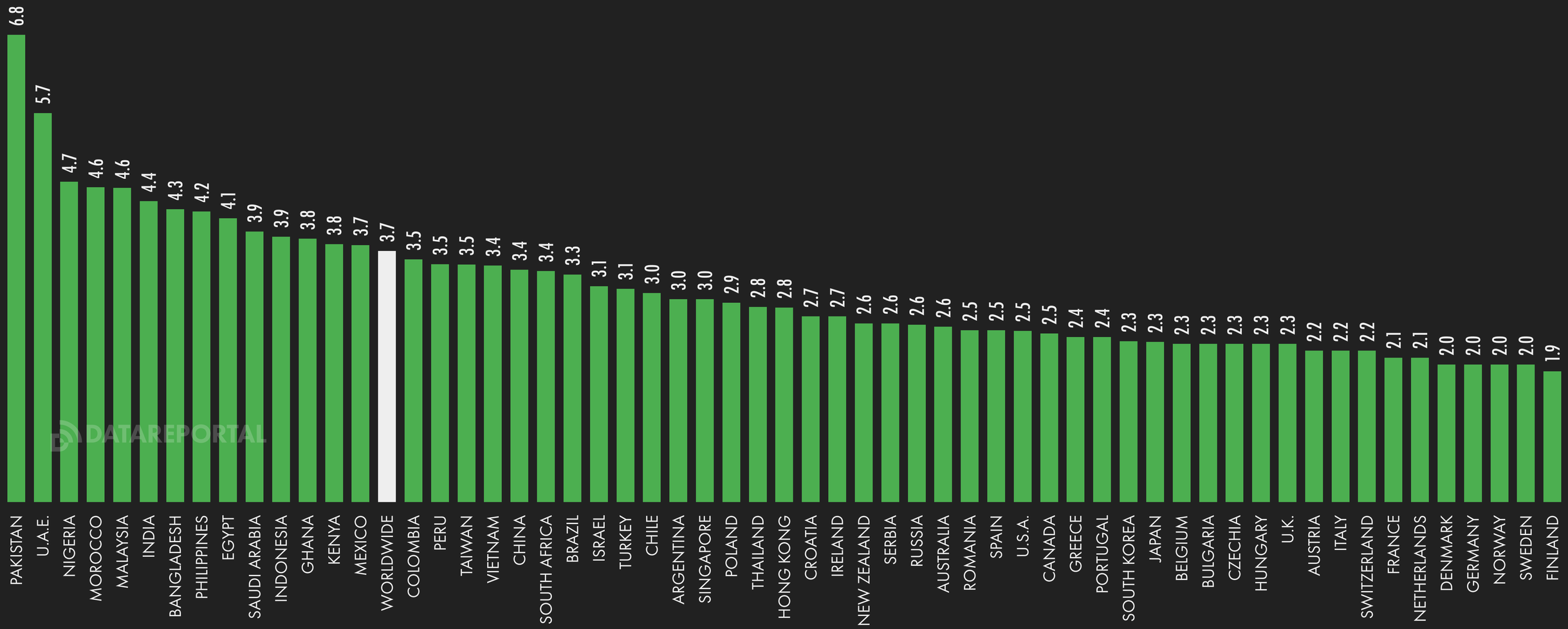
AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT COLLECTION AND REPORTING METHODOLOGIES, SO INDIVIDUAL TERRITORY VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

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AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD

GLOBAL OVERVIEW

LARGEST AVERAGE HOUSEHOLD SIZES

#	COUNTRY OR TERRITORY	AVERAGE PEOPLE PER HOUSEHOLD
01	SENEGAL	8.7
02	THE GAMBIA	8.1
03	AFGHANISTAN	8.0
04	OMAN	8.0
05	GUINEA-BISSAU	6.8
06	PAKISTAN	6.8
07	YEMEN	6.7
08	SAMOA	6.6
09	GUINEA	6.4
10	KUWAIT	6.4
11	IRAQ	6.4

SMALLEST AVERAGE HOUSEHOLD SIZES

#	COUNTRY OR TERRITORY	AVERAGE PEOPLE PER HOUSEHOLD
229=	FINLAND	1.9
229=	LITHUANIA	1.9
228	SVALBARD & JAN MAYEN	2.0
224=	DENMARK	2.0
224=	GERMANY	2.0
224=	NORWAY	2.0
224=	SWEDEN	2.0
223	ÅLAND ISLANDS	2.1
220=	ESTONIA	2.1
220=	FRANCE	2.1
220=	NETHERLANDS	2.1

SOURCES: KEPIOS ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** DATA NOT AVAILABLE FOR ALL TERRITORIES; RANKINGS BASED ON AVAILABLE DATA ONLY. VALUES REFLECT LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT METHODOLOGIES, SO INDIVIDUAL VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

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LITERACY RATES BY REGION AND GENDER

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

GLOBAL OVERVIEW

SOURCES: WORLD BANK; UNESCO; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.
NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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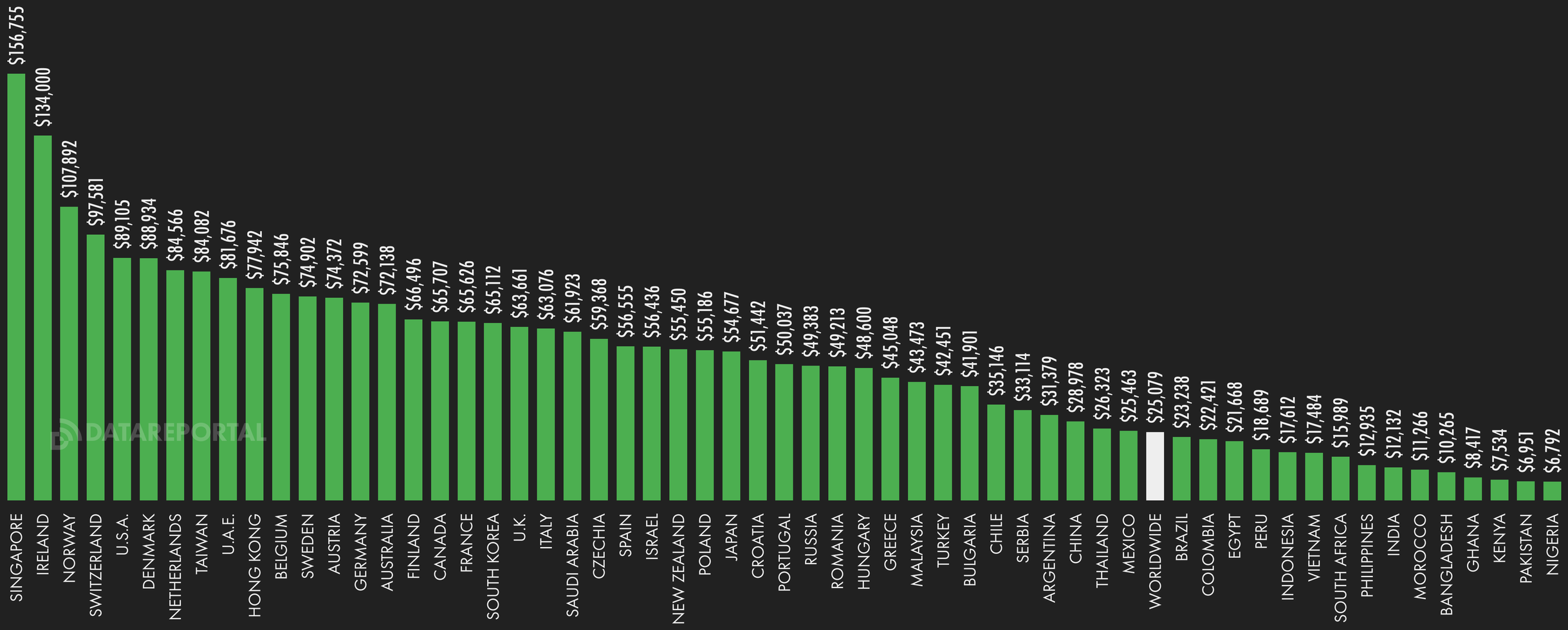
GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

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

GLOBAL OVERVIEW



SOURCES: IMF (FIGURES FOR 2025 OR MOST RECENT YEAR PRIOR TO 2025); KEPIOS ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. VALUE FOR "WORLDWIDE" COMPARES THE LATEST AVAILABLE VALUE FOR GLOBAL GDP (PPP, INTERNATIONAL DOLLARS) WITH THE LATEST AVAILABLE VALUE FOR WORLDWIDE POPULATION. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES AT THE TIME OF REPORT PRODUCTION; DATA MAY NOT ALL BE FROM THE SAME YEAR.

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GDP PER CAPITA (PPP) RANKINGS

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

GLOBAL OVERVIEW

HIGHEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US $)
01	SINGAPORE	$156,755	$92,932
02	LUXEMBOURG	$152,915	$140,941
03	MACAU	$134,042	$76,314
04	IRELAND	$134,000	$108,919
05	QATAR	$121,605	$71,653
06	NORWAY	$107,892	$89,694
07	SWITZERLAND	$97,581	$104,896
08	BRUNEI	$95,758	$34,970
09	GUYANA	$94,258	$32,326
10	UNITED STATES OF AMERICA	$89,105	$89,105

LOWEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US $)
195	SOUTH SUDAN	$716	$251
194	BURUNDI	$1,015	$490
193	CENTRAL AFRICAN REPUBLIC	$1,330	$532
192	YEMEN	$1,675	$417
191	MOZAMBIQUE	$1,729	$663
190	MALAWI	$1,778	$580
189	ERITREA	$1,821	$567
188	DEM. REP. OF THE CONGO	$1,884	$743
187	SOMALIA	$1,916	$766
186	LIBERIA	$2,006	$908

SOURCES: IMF (FIGURES FOR 2025 OR MOST RECENT YEAR PRIOR TO 2025); KEPIOS ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR.

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MEDIA & DEVICES

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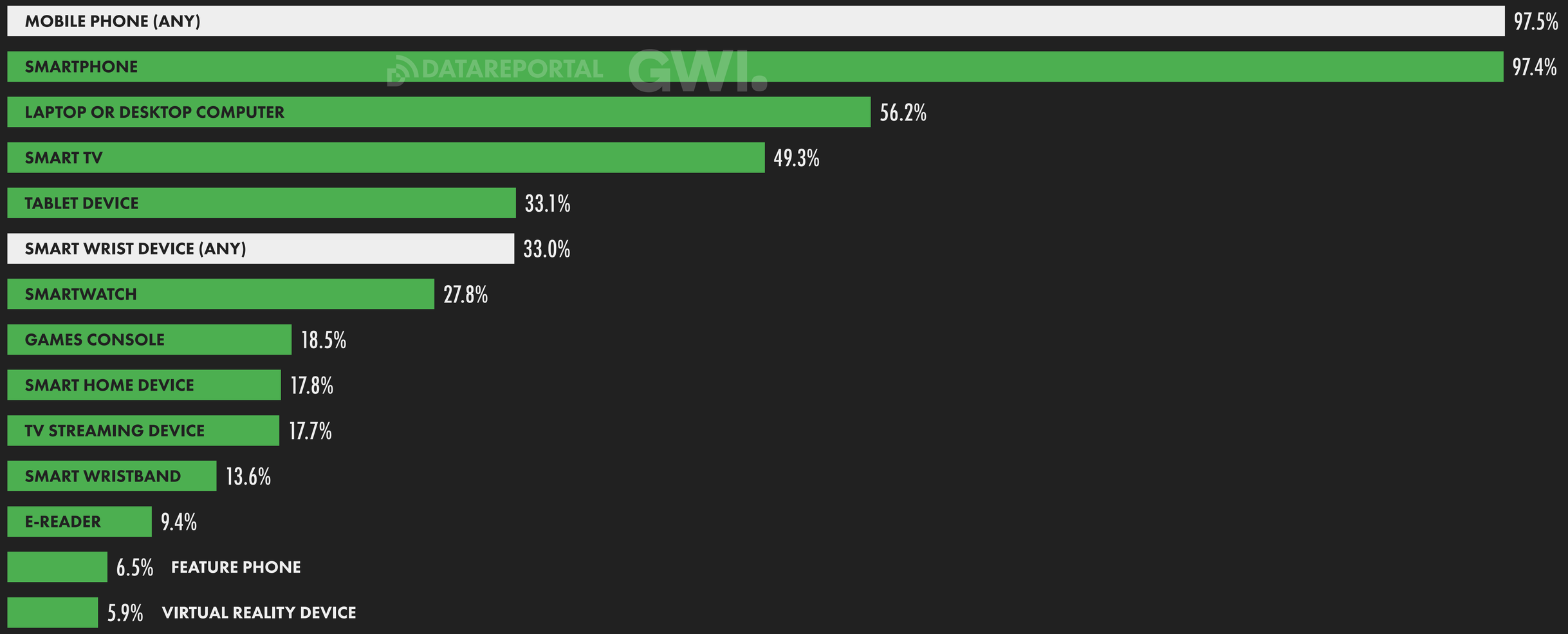
DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" REPRESENTS OWNERSHIP OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SMARTPHONE	97.3%	SMARTPHONE	97.3%	SMARTPHONE	97.8%	SMARTPHONE	97.9%	SMARTPHONE	97.0%	SMARTPHONE	94.5%
LAPTOP OR DESKTOP	53.3%	LAPTOP OR DESKTOP	53.4%	LAPTOP OR DESKTOP	56.0%	LAPTOP OR DESKTOP	57.6%	LAPTOP OR DESKTOP	57.5%	LAPTOP OR DESKTOP	76.3%
SMART TV	39.6%	SMART TV	47.7%	SMART TV	53.6%	SMART TV	53.5%	SMART TV	54.2%	SMART TV	55.1%
TABLET DEVICE	28.2%	TABLET DEVICE	32.0%	TABLET DEVICE	35.6%	TABLET DEVICE	34.2%	TABLET DEVICE	32.8%	TABLET DEVICE	45.6%
SMARTWATCH	27.3%	SMARTWATCH	31.7%	SMARTWATCH	31.4%	SMARTWATCH	26.1%	SMARTWATCH	20.9%	TV STREAMING DEVICE	23.6%
GAMES CONSOLE	19.6%	GAMES CONSOLE	21.4%	GAMES CONSOLE	21.3%	TV STREAMING DEVICE	18.3%	TV STREAMING DEVICE	17.2%	SMARTWATCH	17.1%
TV STREAMING DEVICE	16.1%	SMART HOME DEVICE	19.4%	SMART HOME DEVICE	20.9%	GAMES CONSOLE	18.1%	SMART HOME DEVICE	15.5%	SMART HOME DEVICE	16.7%
SMART HOME DEVICE	14.3%	TV STREAMING DEVICE	17.4%	TV STREAMING DEVICE	18.4%	SMART HOME DEVICE	18.1%	GAMES CONSOLE	11.0%	E-READER	15.7%
SMART WRISTBAND	13.5%	SMART WRISTBAND	15.1%	SMART WRISTBAND	15.5%	SMART WRISTBAND	12.9%	SMART WRISTBAND	10.3%	SMART WRISTBAND	9.0%
E-READER	8.0%	E-READER	9.1%	E-READER	9.9%	E-READER	9.5%	E-READER	9.2%	GAMES CONSOLE	7.3%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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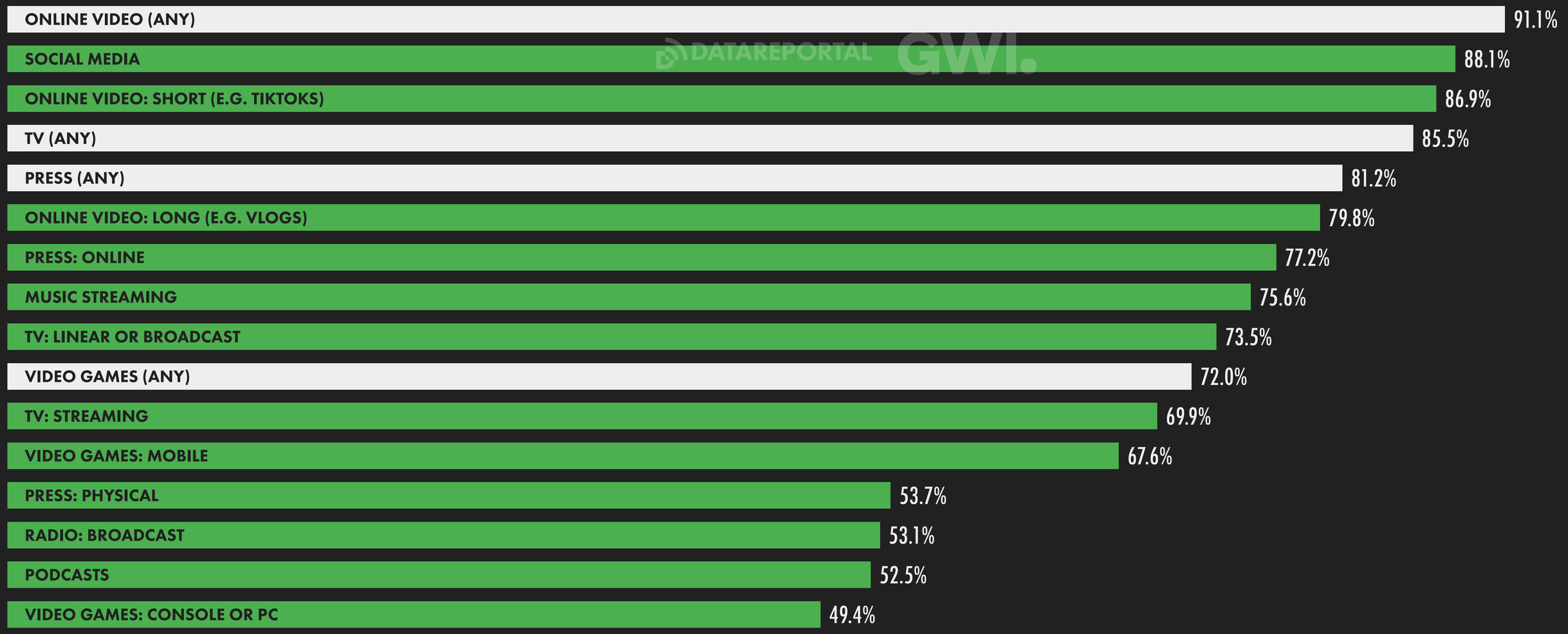
MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE EACH WEEK

NOTE: IN Q4 2024, GWI MADE SIGNIFICANT CHANGES TO THE SURVEY QUESTIONS THAT INFORM THIS CHART, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE WEEKLY TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER, MONTHLY BEHAVIOURS SUCH AS THE USE OF DIFFERENT DEVICES TO ACCESS THE INTERNET, OR THE CONSUMPTION OF SPECIFIC TYPES OF ONLINE MEDIA. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE TIME PERIOD STATED IN THE RESPECTIVE CHART SUBTITLES AND FOOTNOTES. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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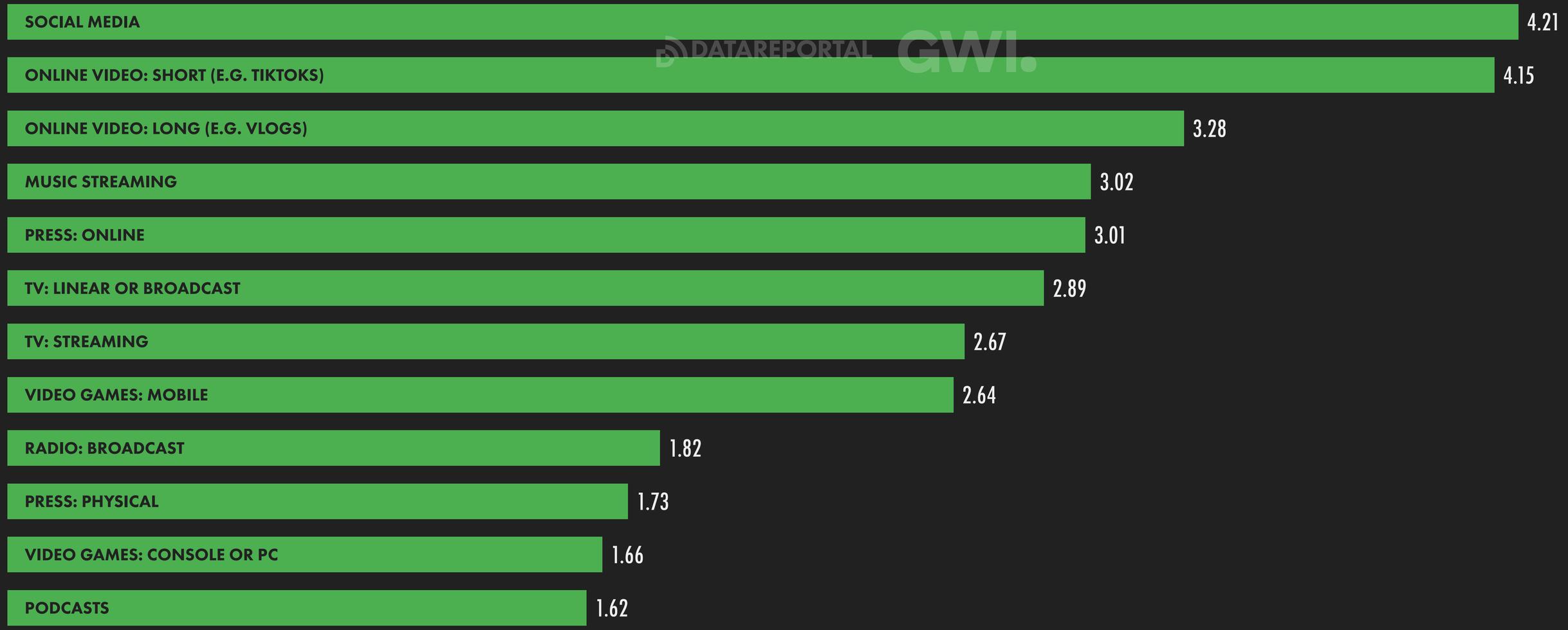
FREQUENCY OF MEDIA USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS AGED 16+ CONSUME EACH MEDIA TYPE

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET.

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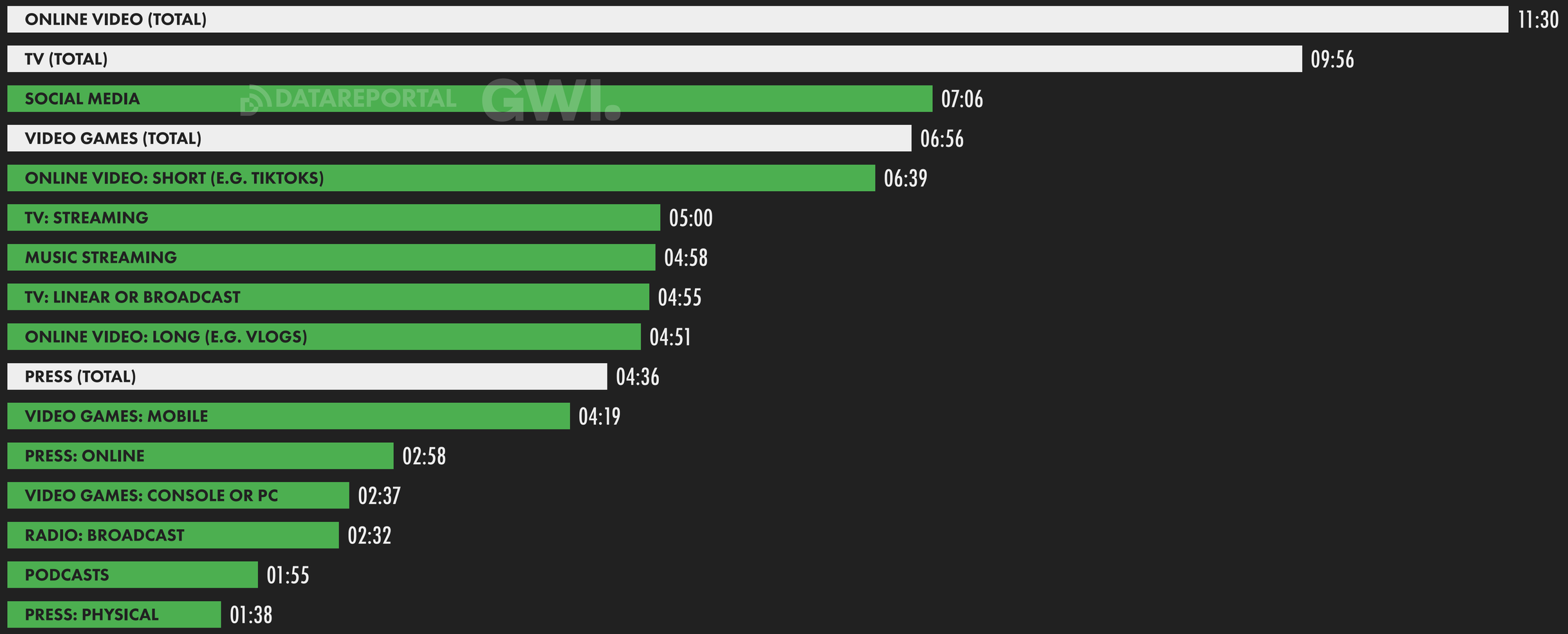
WEEKLY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH WEEK

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING". PEOPLE MAY CONSUME MULTIPLE MEDIA CONCURRENTLY, SO VALUES MAY OVERREPRESENT ACTUAL MEDIA TIME. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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MOBILE CONNECTIVITY

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

GLOBAL OVERVIEW

NUMBER OF UNIQUE MOBILE SUBSCRIBERS (ANY TYPE OF HANDSET)

5.78

BILLION

GSMA

UNIQUE MOBILE SUBSCRIBERS AS A PERCENTAGE OF THE TOTAL POPULATION

70.1%

ANNUAL CHANGE IN THE NUMBER OF UNIQUE MOBILE SUBSCRIBERS

+1.9%

+108 MILLION

GSMA

CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)

8.79

BILLION

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

+2.2%

+188 MILLION

NUMBER OF UNIQUE CELLULAR DATA SUBSCRIBERS

4.82

BILLION

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ANNUAL CHANGE IN THE NUMBER OF UNIQUE CELLULAR DATA SUBSCRIBERS

+2.8%

+130 MILLION

GSMA

TOTAL NUMBER OF BROADBAND MOBILE CONNECTIONS

8.35

BILLION

KEPIOS

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

95.1%

GSMA

AVERAGE NUMBER OF MOBILE CONNECTIONS PER UNIQUE MOBILE SUBSCRIBER

1.52

SOURCE: GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. **COMPARABILITY:** REGULAR BASE REVISIONS. SEE NOTES ON DATA. **POTENTIAL MISMATCHES:** FIGURES FOR "UNIQUE CELLULAR DATA SUBSCRIBERS" MAY NOT MATCH FIGURES FOR MOBILE INTERNET USE SHOWN ELSEWHERE IN THIS REPORT, DUE TO FACTORS SUCH AS THE USE OF WIFI NETWORKS ON MOBILE DEVICES, MULTIPLE CELLULAR DATA SUBSCRIPTIONS PER PERSON, AND THE SHARING OF INDIVIDUAL CELLULAR DATA SUBSCRIPTIONS.

The mobile industry in numbers

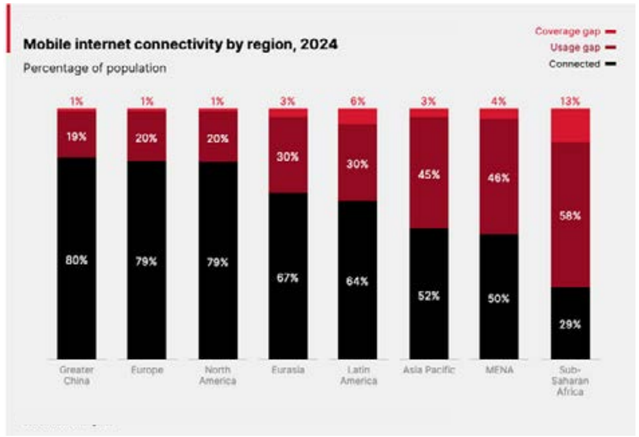
Source: The Mobile Economy 2025, GSMA Intelligence

GSMA Intelligence

Almost 60% of the world's population subscribed to mobile internet at the end of 2024.

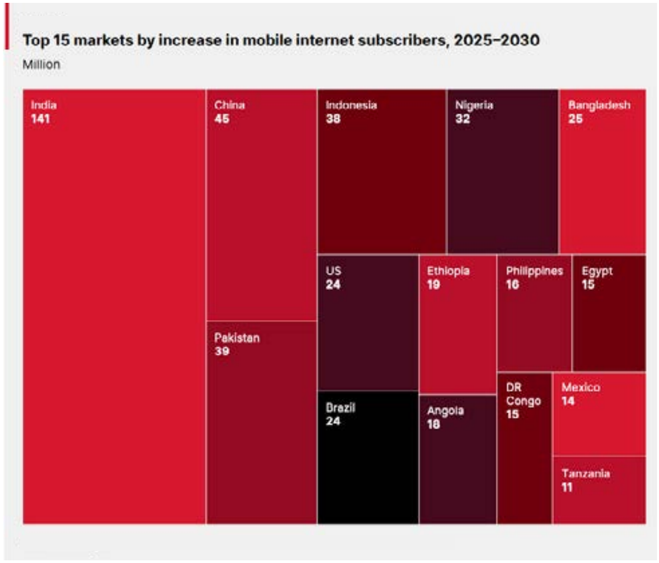
By the end of 2024, 58% of the world's population used mobile internet, equating to 4.7 billion users – an increase of 2.2 billion since 2015.

Of the 3.4 billion people who remain unconnected to mobile internet, almost 90% live in an area already covered by mobile broadband but do not use mobile internet.



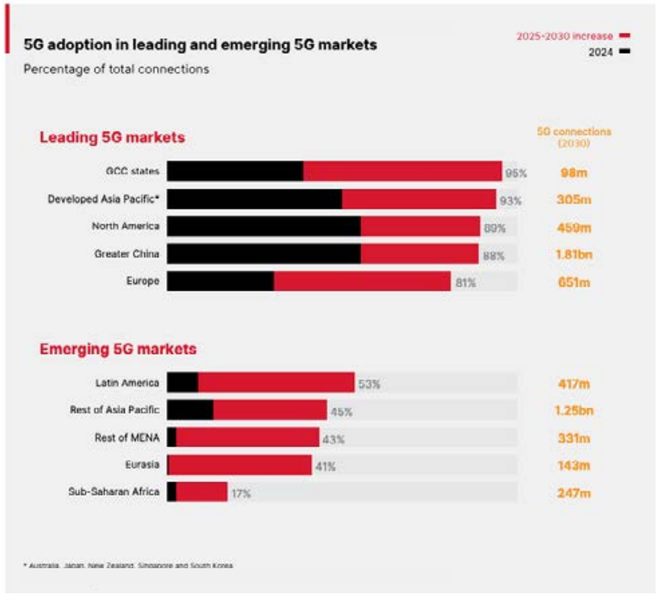
There will be almost 800 million new mobile internet subscribers by 2030

Despite near saturation in high-income countries, there is still room for growth in mobile internet subscribers across many low- and middle-income countries (LMICs). Consequently, mobile internet penetration is projected to increase to 5.5 billion by 2030, encompassing 64% of the global population.



The number of 5G connections worldwide surpassed 2 billion at the end of 2024

By the end of 2024, 5G accounted for more than half of mobile connections in North America, Greater China and developed Asia Pacific. Growth will intensify in the second half of this decade, with 5G adoption set to exceed 80% in leading 5G markets by 2030.



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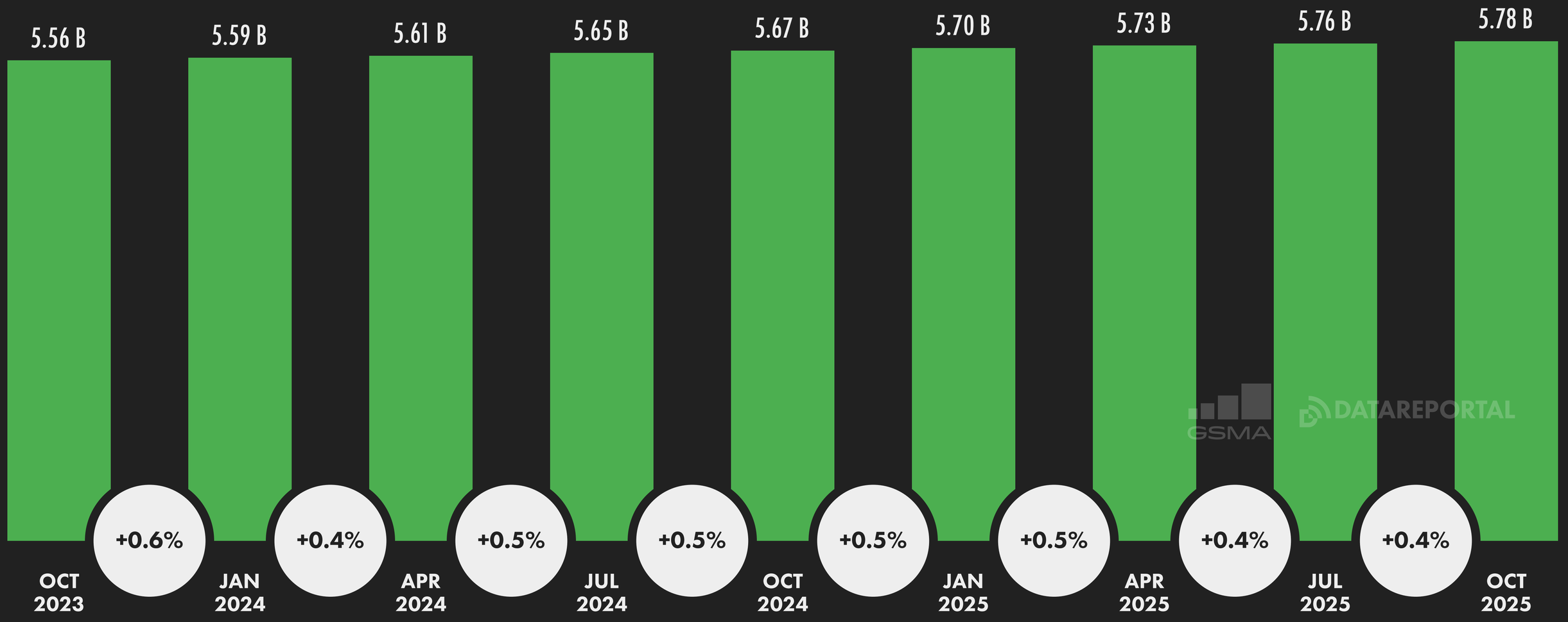
UNIQUE MOBILE SUBSCRIBERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS SUBSCRIBING TO MOBILE CELLULAR PLANS

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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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)

5.78
BILLION

GSMA

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.79
BILLION

ERICSSON DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)

6.72
BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)

8.82
BILLION

SOURCES: GSMA INTELLIGENCE; ERICSSON MOBILITY VISUALIZER. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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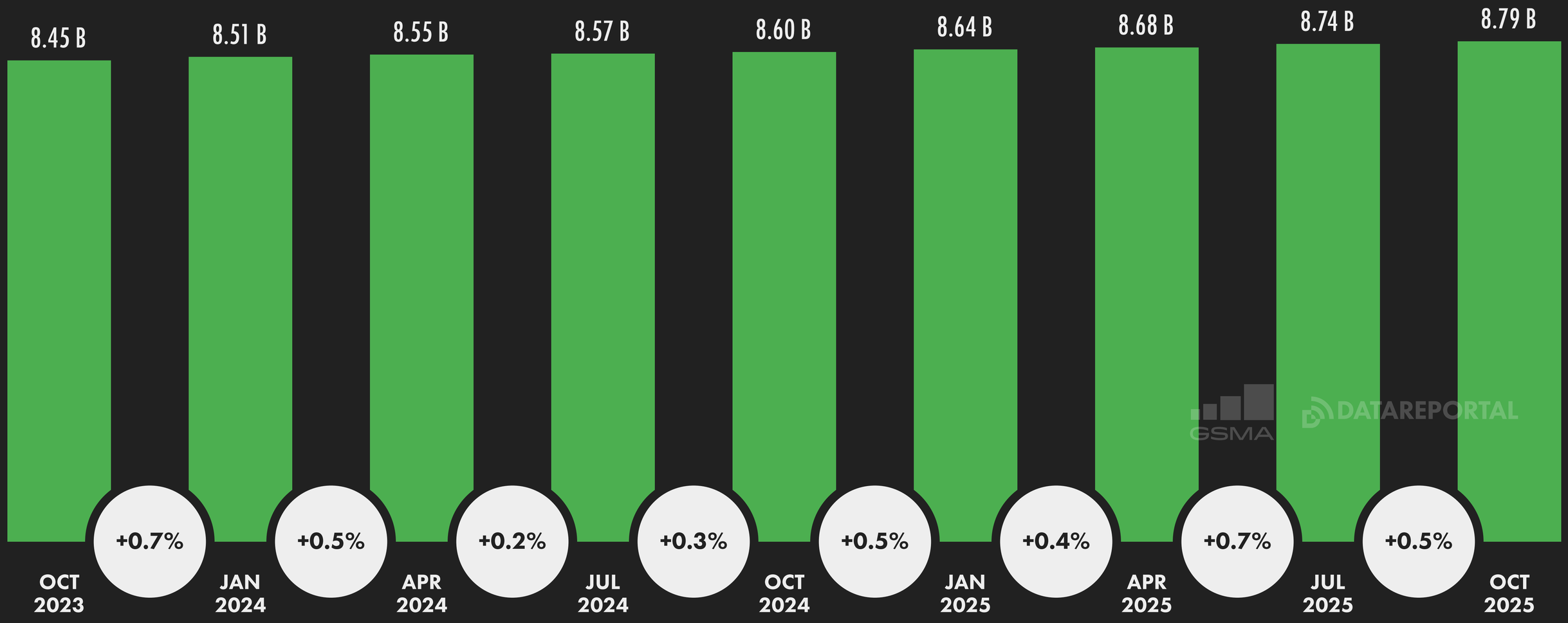
CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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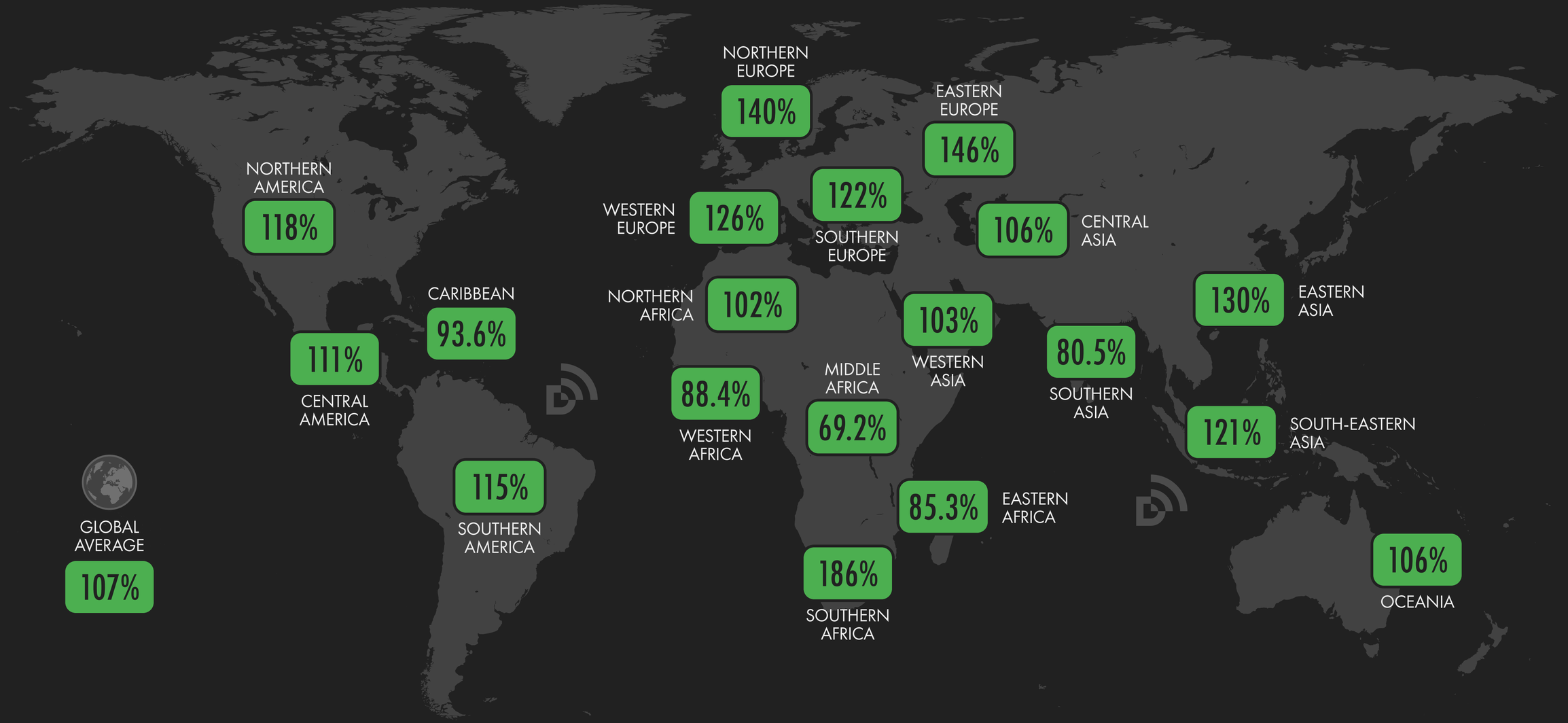
MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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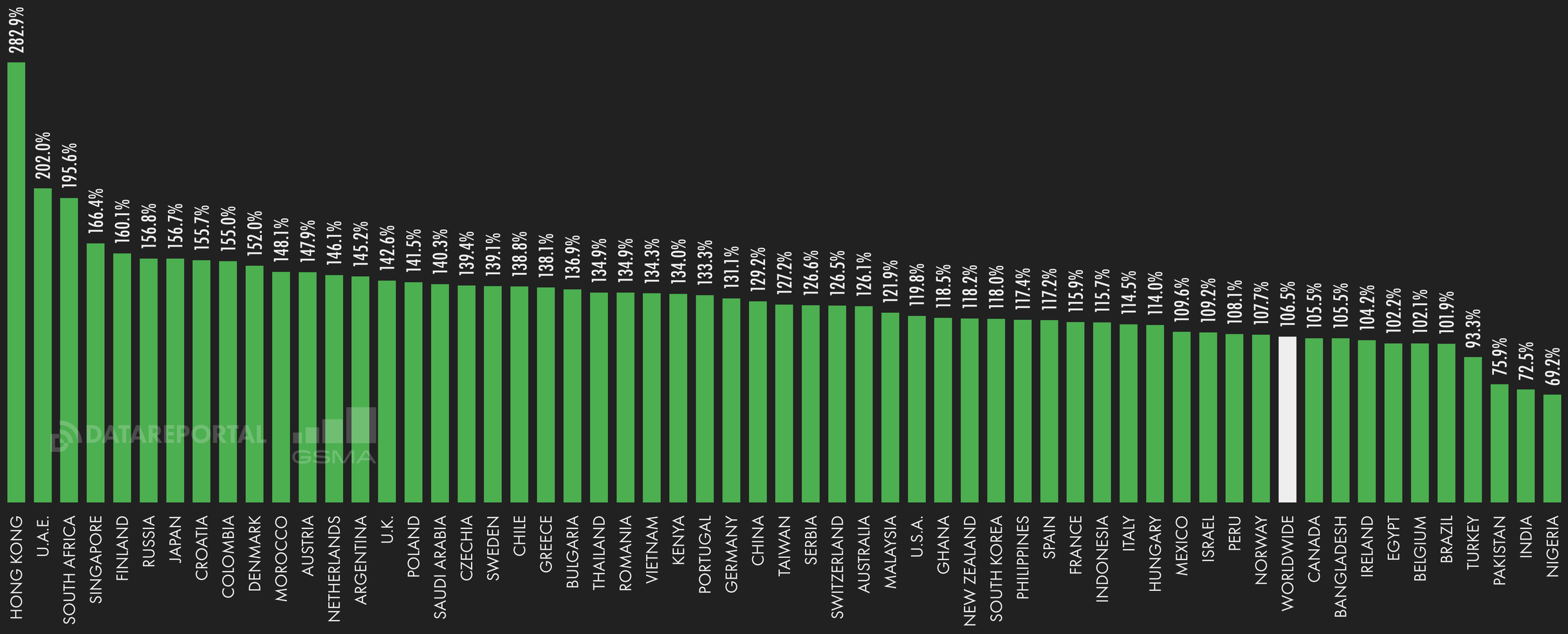
MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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MOBILE CONNECTIVITY RANKING

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

GLOBAL OVERVIEW

HIGHEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	HONG KONG	282.9%	20,924,000
02	MONTENEGRO	254.9%	1,607,000
03	U.S. VIRGIN ISLANDS	252.3%	212,000
04	MACAU	218.2%	1,576,000
05	URUGUAY	215.7%	7,299,000
06	ANTIGUA & BARBUDA	215.6%	203,000
07	ST. MAARTEN	202.5%	89,000
08	UNITED ARAB EMIRATES	202.0%	23,046,000
09	LIBYA	198.7%	14,861,000
10	MARTINIQUE	195.9%	666,000

LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
228	ERITREA	23.7%	859,000
227	FED. STATES OF MICRONESIA	27.1%	31,000
226	NORTH KOREA	29.5%	7,852,000
225	SUDAN	34.1%	17,763,000
224	CENTRAL AFRICAN REPUBLIC	44.8%	2,493,000
223	EQUATORIAL GUINEA	45.4%	885,000
222	SOUTH SUDAN	48.1%	5,888,000
221	PAPUA NEW GUINEA	48.2%	5,209,000
220	AFGHANISTAN	50.7%	22,372,000
219	DJIBOUTI	51.9%	616,000

SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTES:** VALUES FOR CONNECTIONS HAVE BEEN ROUNDED TO THE NEAREST 1,000. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR MOBILE CONNECTION. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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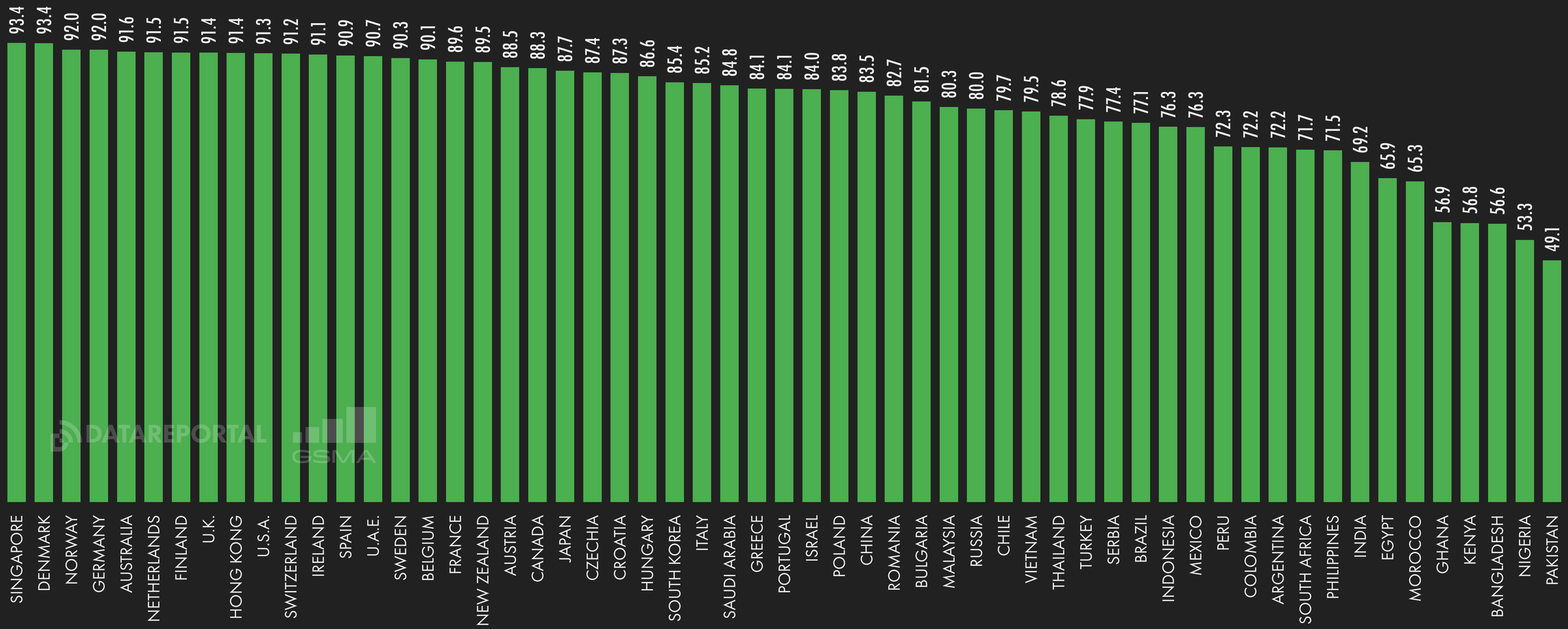
MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX. **NOTES:** THE MOBILE CONNECTIVITY INDEX MEASURES PERFORMANCE AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. A HIGHER SCORE REPRESENTS STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY.

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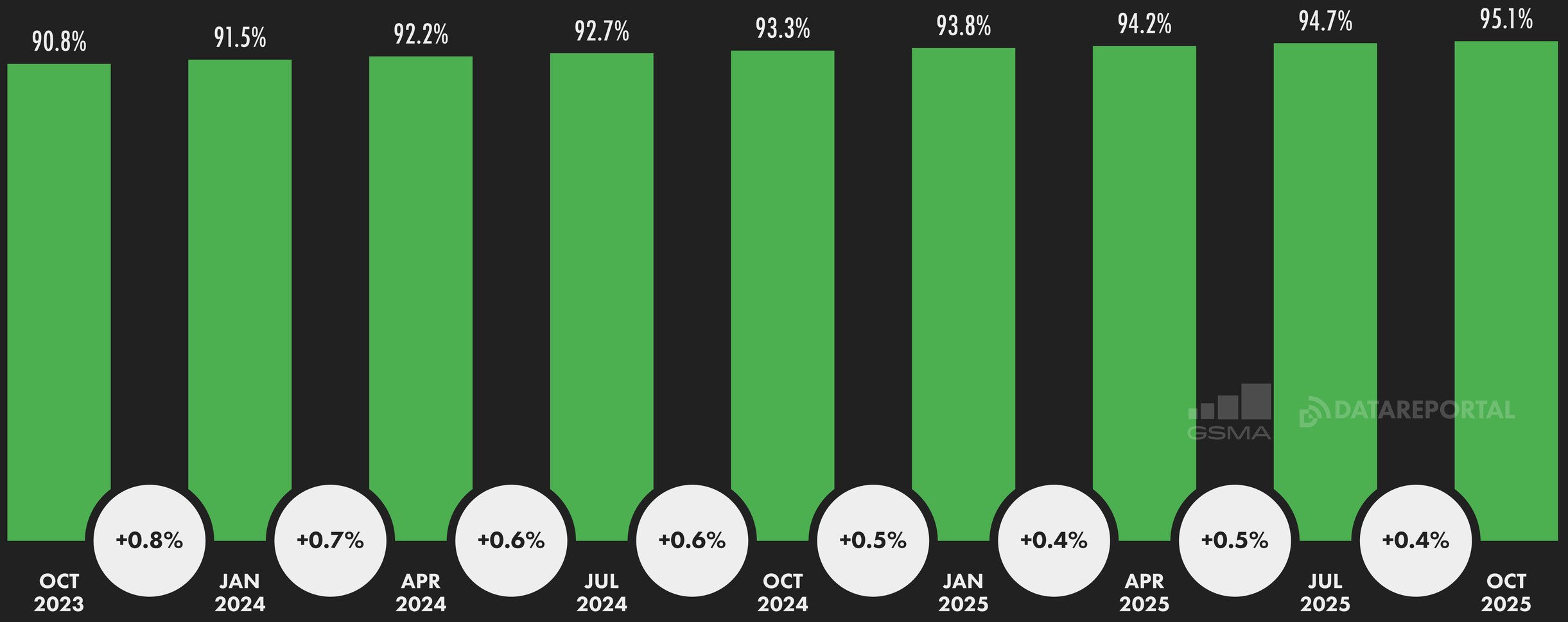
BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



GSMA DATAREPORTAL

SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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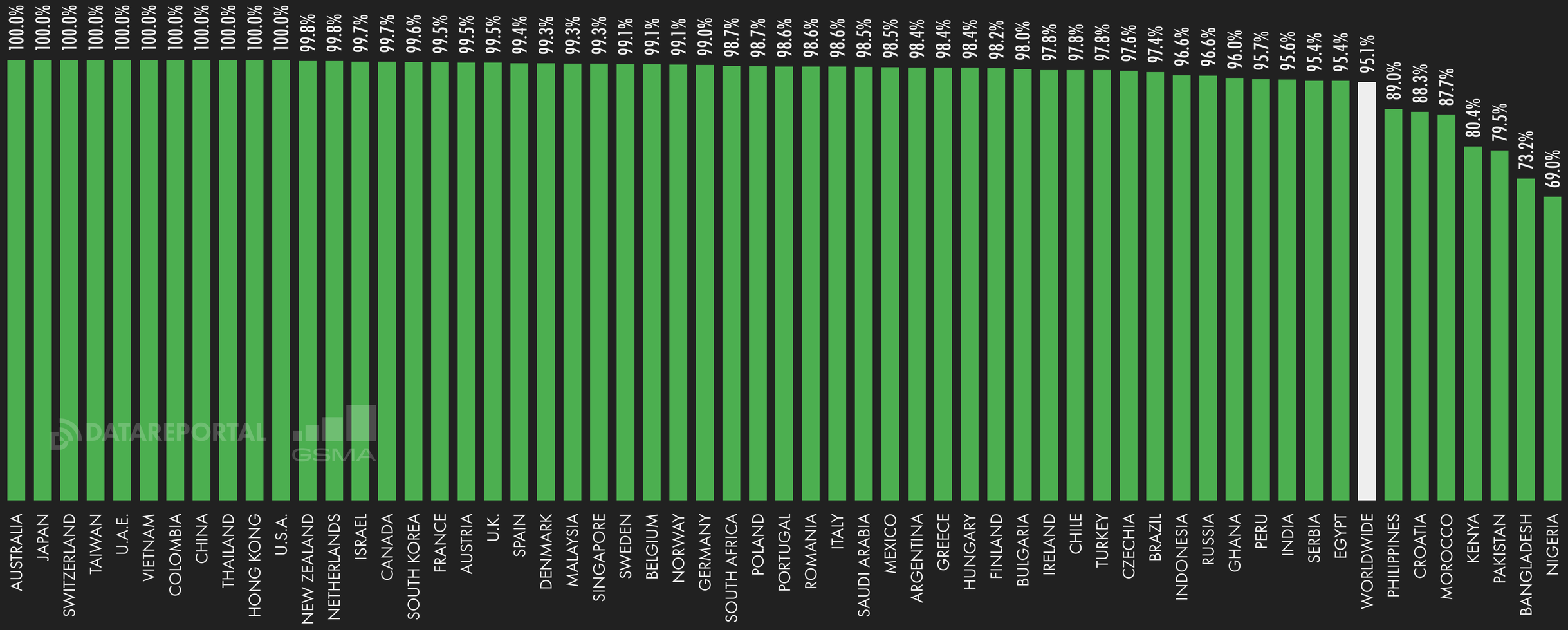
BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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CONNECTED DEVICES

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

GLOBAL OVERVIEW

FIXED PHONES	MOBILE PHONES (ANY TYPE)	PCS, LAPTOPS AND TABLETS	SHORT-RANGE IOT DEVICES	WIDE-AREA IOT DEVICES
770	**8.62**	**1.73**	**17.4**	**4.93**
MILLION	**BILLION**	**BILLION**	**BILLION**	**BILLION**
SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS
2.3%	**25.8%**	**5.2%**	**52.0%**	**14.8%**

SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTES:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR NETWORKS TO OFFER CONNECTIVITY ACROSS MUCH WIDER RANGES. **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR MOBILE CONNECTIONS.

KEPIOS Meltwater we are social Meltwater

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USE OF MOBILE DEVICES

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

GLOBAL OVERVIEW

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES

83.7%

7.38 BILLION CONNECTIONS

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES

12.6%

1.11 BILLION CONNECTIONS

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

3.8%

331 MILLION CONNECTIONS

SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2025). **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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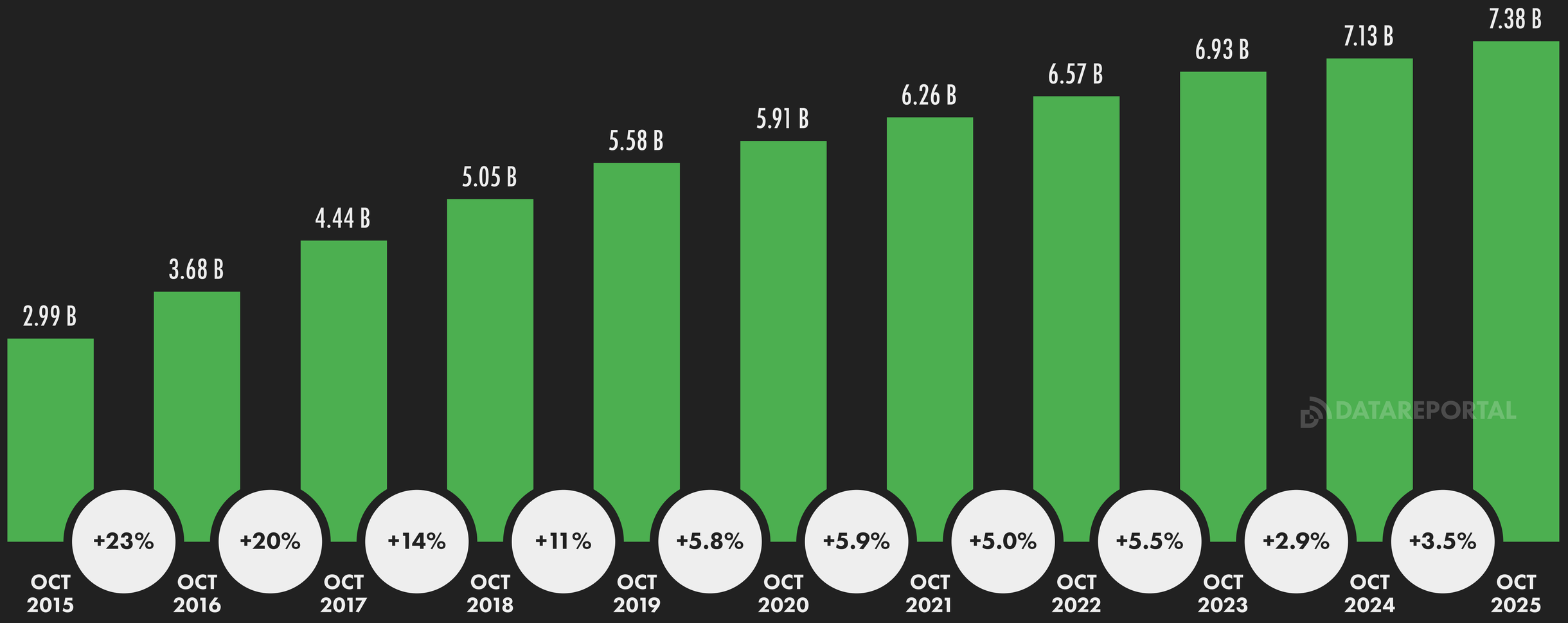
NUMBER OF SMARTPHONES IN USE

NUMBER OF SMARTPHONE HANDSETS IN USE AROUND THE WORLD

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2025). **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE OFFER DIFFERENT FIGURES FOR THE USE OF MOBILE DEVICES, SO FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR MOBILE CONNECTIVITY SHOWN ELSEWHERE IN THIS REPORT. FIGURES MAY EXCEED VALUES FOR UNIQUE MOBILE SUBSCRIBERS DUE TO THE SAME INDIVIDUAL USING MULTIPLE SMARTPHONE HANDSETS (E.G. ONE FOR WORK AND ONE FOR PERSONAL USE).

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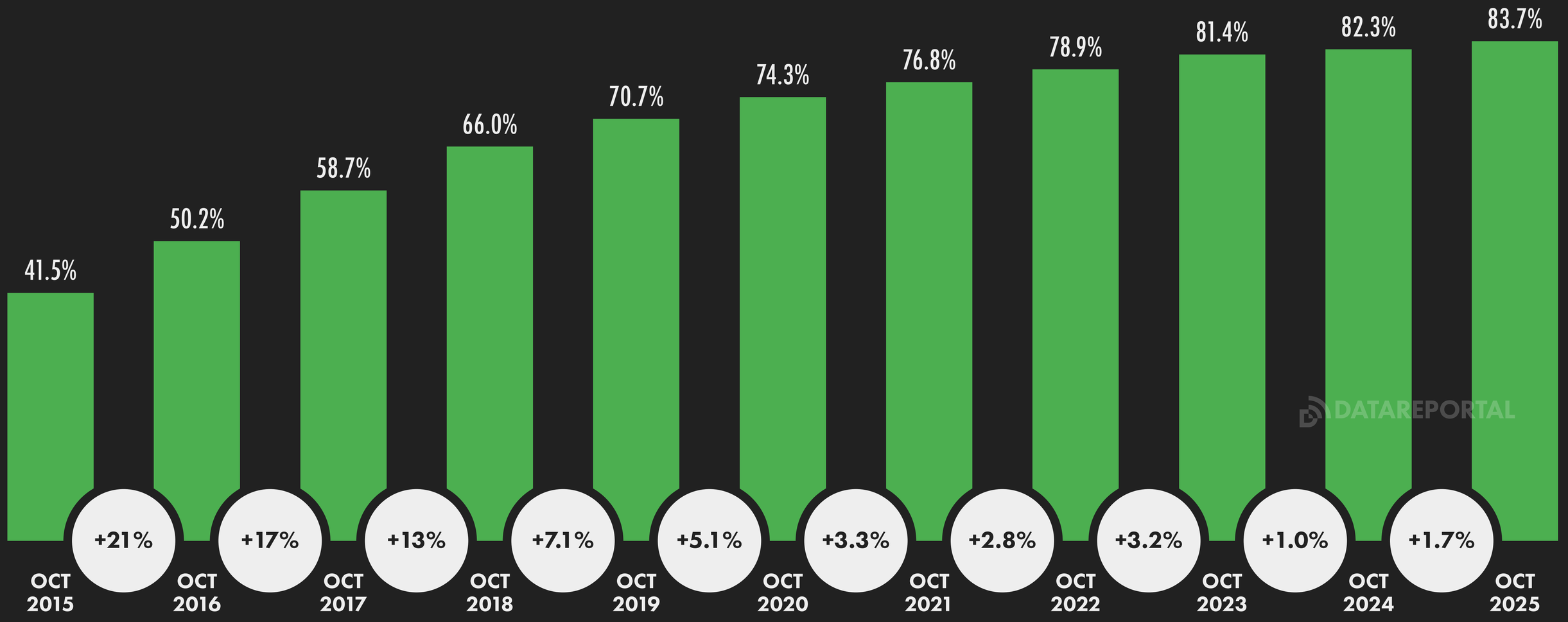
SMARTPHONES' SHARE OF MOBILE CONNECTIONS

NUMBER OF MOBILE CONNECTIONS ASSOCIATED WITH SMARTPHONES, AS A PERCENTAGE OF THE TOTAL NUMBER OF MOBILE CONNECTIONS

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2025). **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE OFFER DIFFERENT FIGURES FOR THE USE OF MOBILE DEVICES, SO FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR MOBILE CONNECTIVITY SHOWN ELSEWHERE IN THIS REPORT.

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DATAREPORTAL.COM/LIBRARY

INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES FOR TIME SPENT SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW

INDIVIDUALS USING THE INTERNET

KEPIOS

6.04

BILLION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

Meltwater

73.2%

YOY: +4.2% (+298 BPS)

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

+5.1%

+294 MILLION

PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET

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70.7%

PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET

75.7%

AVERAGE WEEKLY TIME SPENT CONSUMING ONLINE MEDIA BY EACH INTERNET USER

GWI.

33H 27M

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES

96.0%

YOY: -0.2% (-20 BPS)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA LAPTOPS AND DESKTOPS

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59.6%

YOY: -5.1% (-320 BPS)

PERCENTAGE OF THE TOTAL URBAN POPULATION THAT USES THE INTERNET

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86.5%

PERCENTAGE OF THE TOTAL RURAL POPULATION THAT USES THE INTERNET

54.5%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q2 2025). **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **ADVISORY:** CONCURRENT USE OF MEDIA MAY MEAN THAT VALUES FOR TIME SPENT OVERSTATE INTERNET USE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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GWI.

Key trends for 2026

1

Screen breaks are trending among kids

Today's youth aren't "always online". More than 2 in 5 teens now take breaks from their devices, and the share who do has risen by 18% since 2022. Young people are setting boundaries with tech thanks to better mental health awareness, digital education at school, and more open conversations about screen time.

Read more

2

Digital banks are on the move

Digital banks have been quietly building critical mass. The share of consumers on Revolut is up 68% since 2022. In places with fewer legacy banks like Brazil and South Africa, digital banking is surging ahead and influencing other markets. In Mexico alone, engagement with Brazil's Nubank app has jumped 83% since 2022.

Read more

3

Early AI gaps are closing

AI is "crossing the chasm", spreading from early adopters into the mass market. The gender gap in AI is closing, and adoption of ChatGPT is also growing at a much faster rate among groups like grandparents (+140% since 2023).

Read more

4

Threads is having a moment

Threads is moving out of the shadows and into the mainstream. Usage is accelerating among agender consumers, and professionals like baristas and fitness trainers, who are tapping into it for work-related networking and visibility.

Read more

5

Immersive gaming's future is set

We might not be talking about the metaverse anymore, but immersive gaming spaces are still growing. Outside China, half of 12-15 year-old gamers now play Roblox each month, rising to 58% among aspiring tech developers.

Read more

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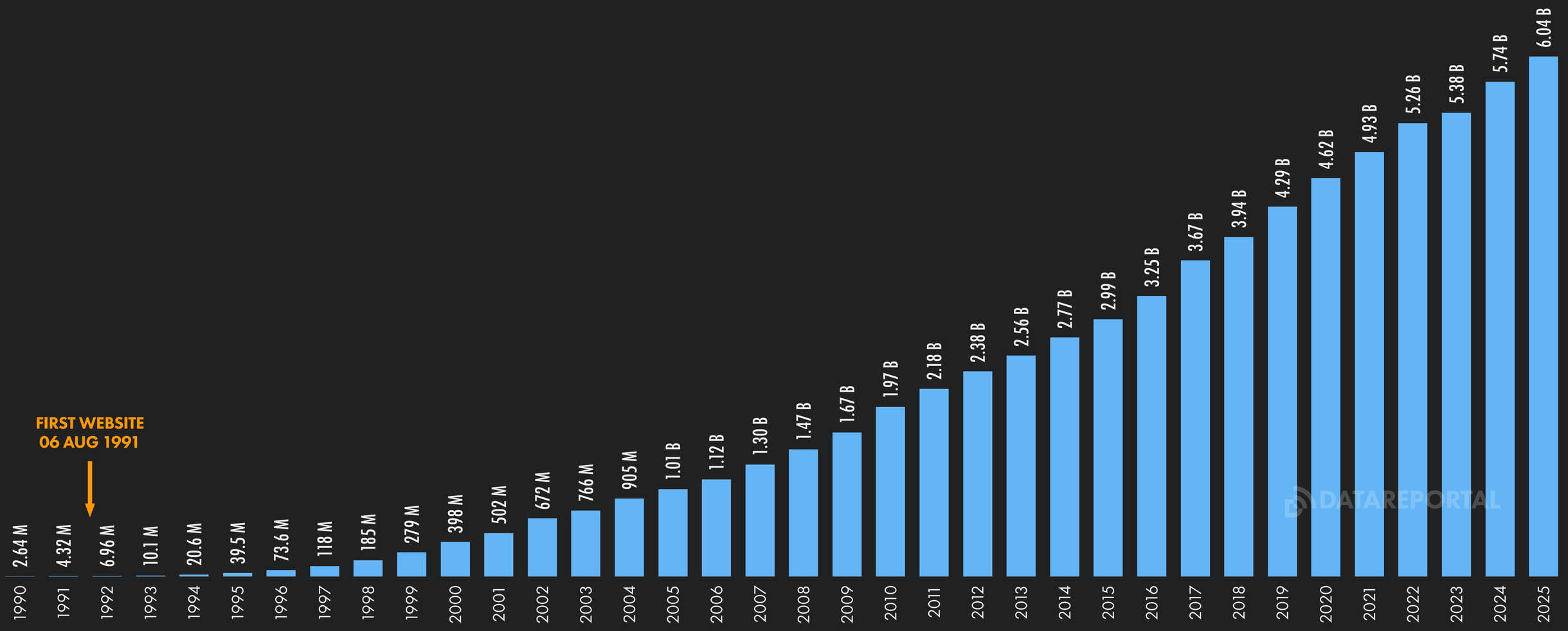
INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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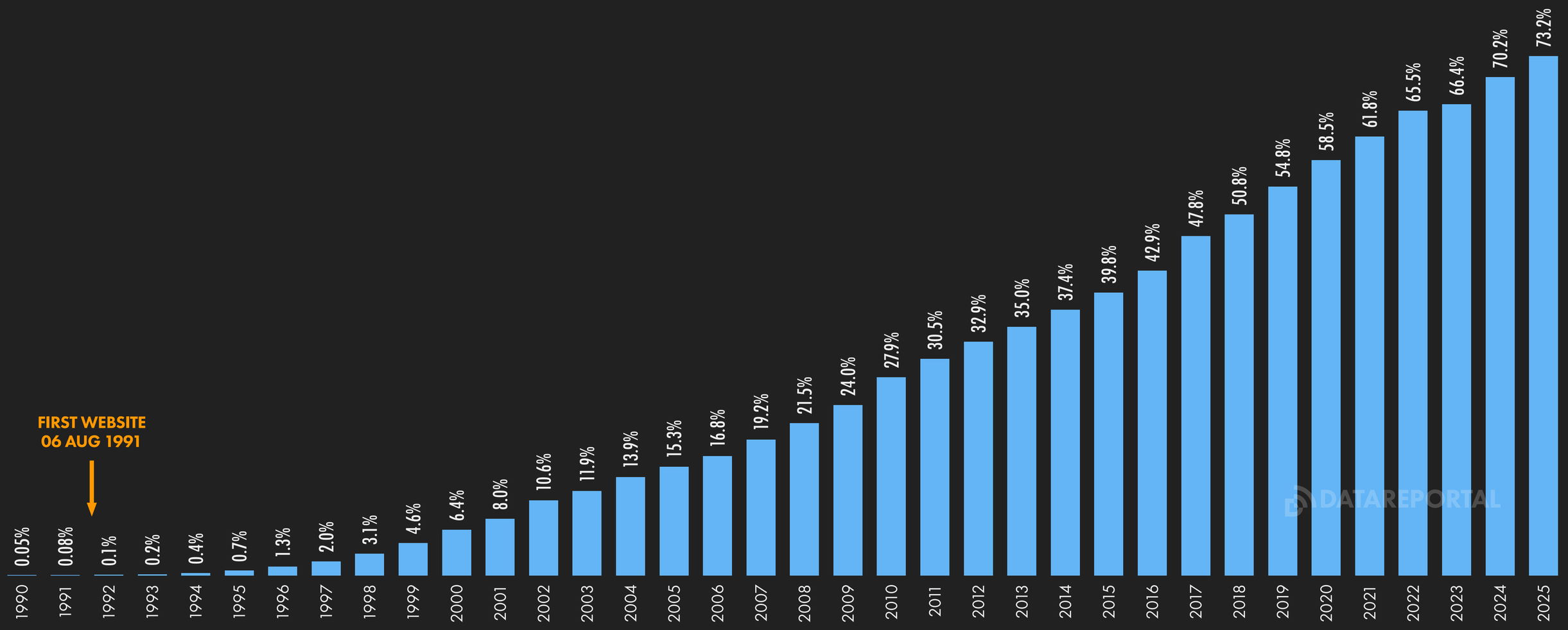
INTERNET ADOPTION TIMELINE

PERCENTAGE OF THE TOTAL POPULATION USING THE INTERNET OVER TIME

GLOBAL OVERVIEW



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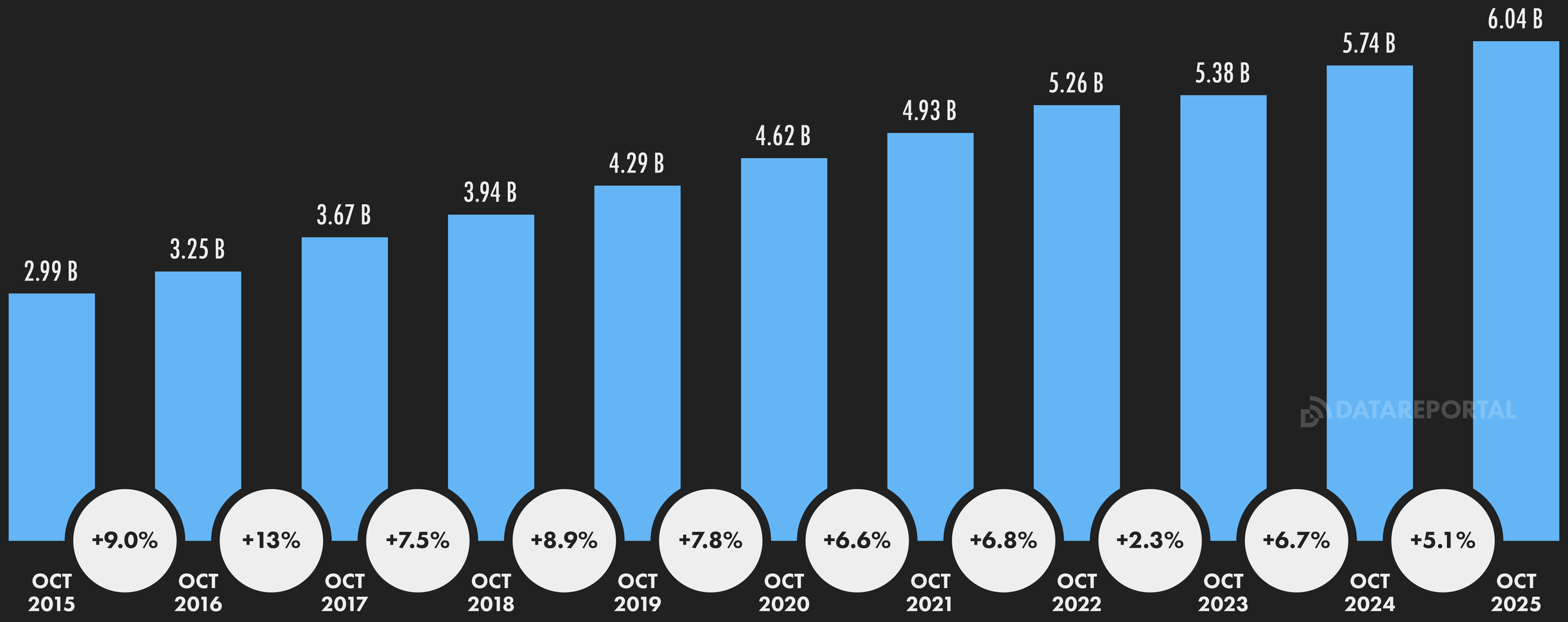
INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

GLOBAL OVERVIEW



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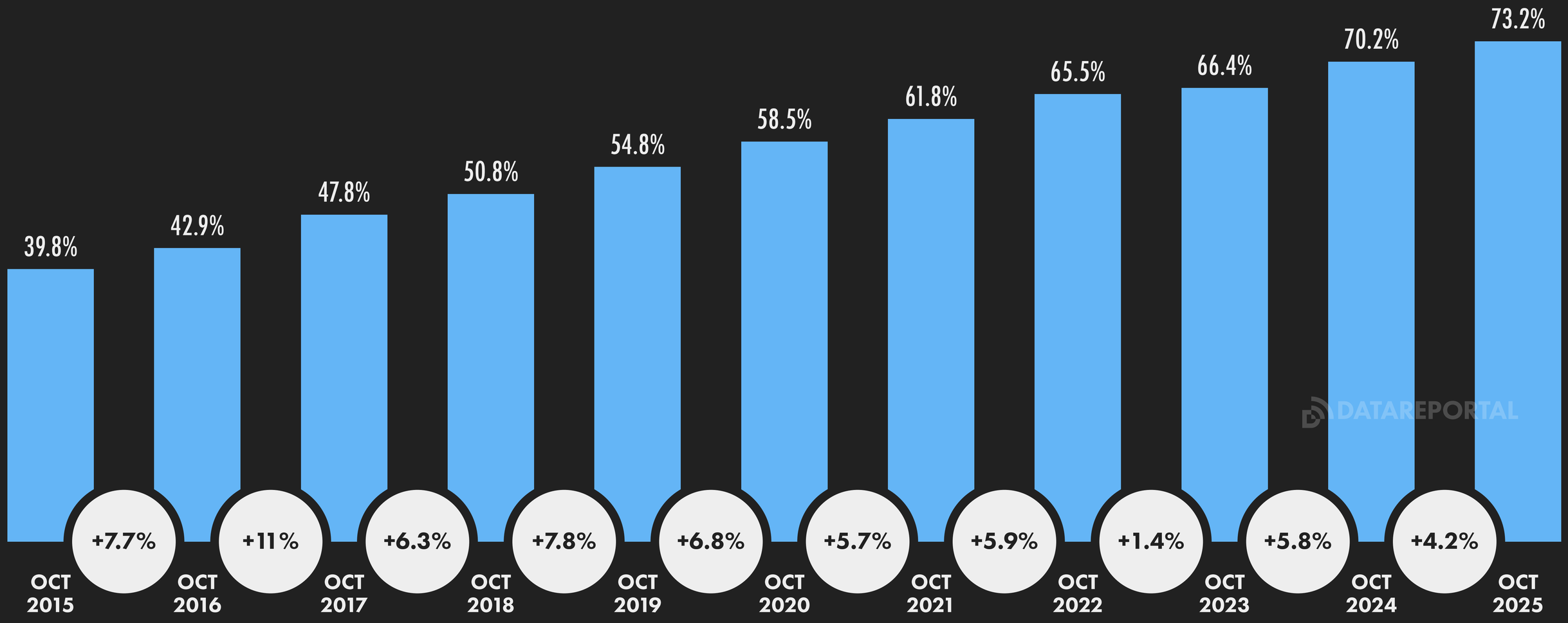
INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE NOTES ON DATA.

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ALTERNATIVE PERSPECTIVES ON INTERNET USE

FIGURES FOR INTERNET USE PUBLISHED BY DIFFERENT SOURCES

GLOBAL OVERVIEW

INDIVIDUALS USING THE INTERNET: KEPIOS

Meltwater

6.04

BILLION

vs. POPULATION

73.2%

INDIVIDUALS USING THE INTERNET: ITU

5.58*

BILLION

vs. POPULATION

67.6%

INDIVIDUALS USING THE INTERNET: WORLD BANK

KEPIOS

5.58

BILLION

vs. POPULATION

67.6%

INDIVIDUALS USING THE INTERNET: CIA WORLD FACTBOOK

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5.61

BILLION

vs. POPULATION

68.0%

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

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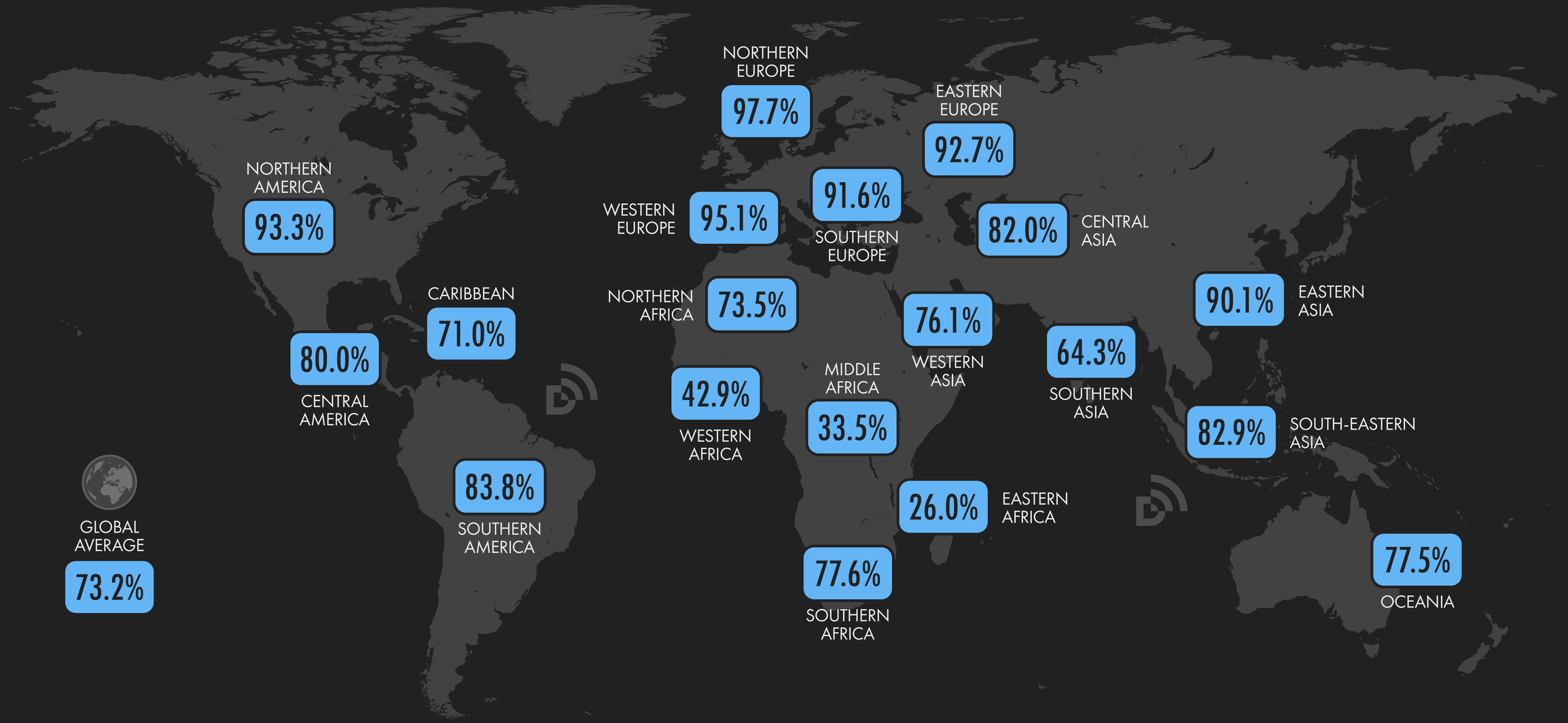
INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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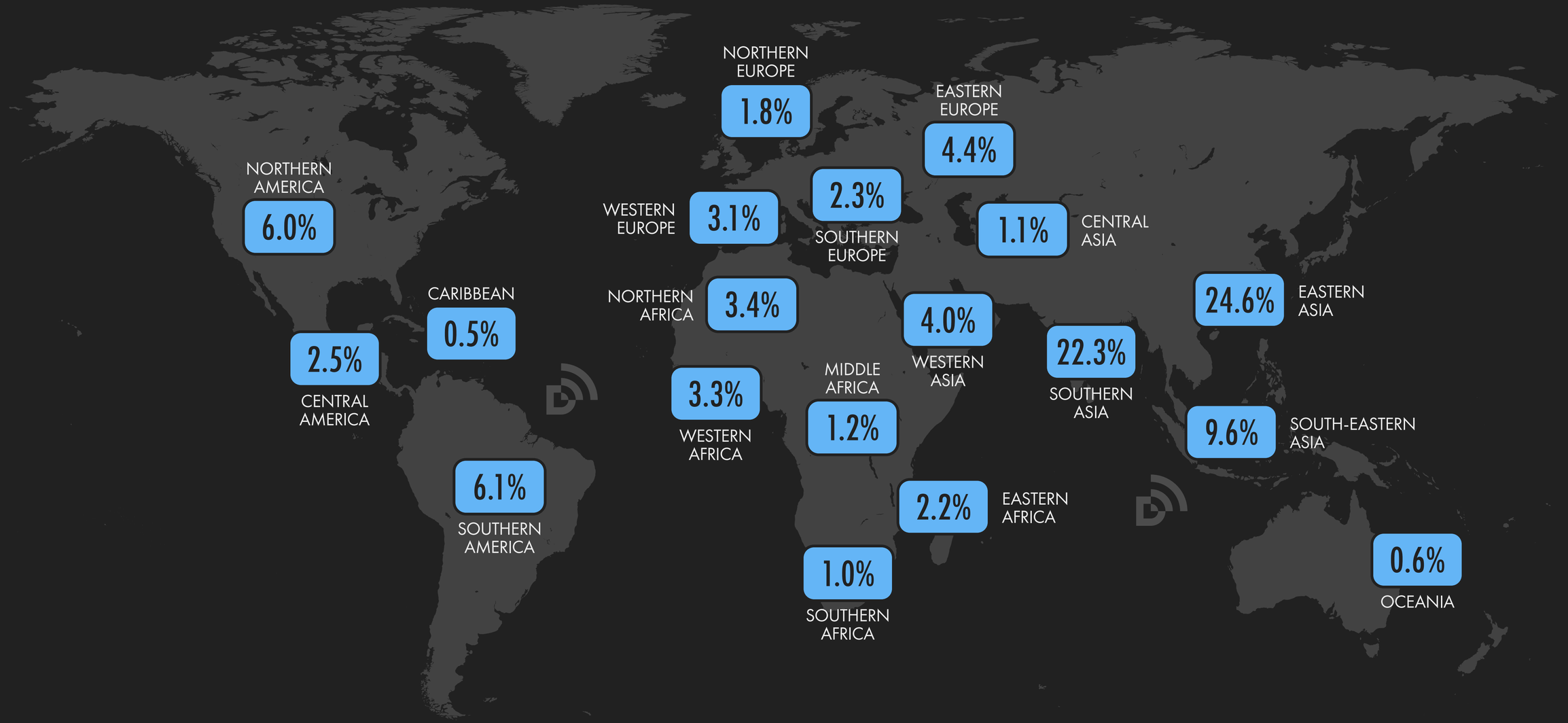
SHARE OF GLOBAL INTERNET USERS

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

GLOBAL OVERVIEW



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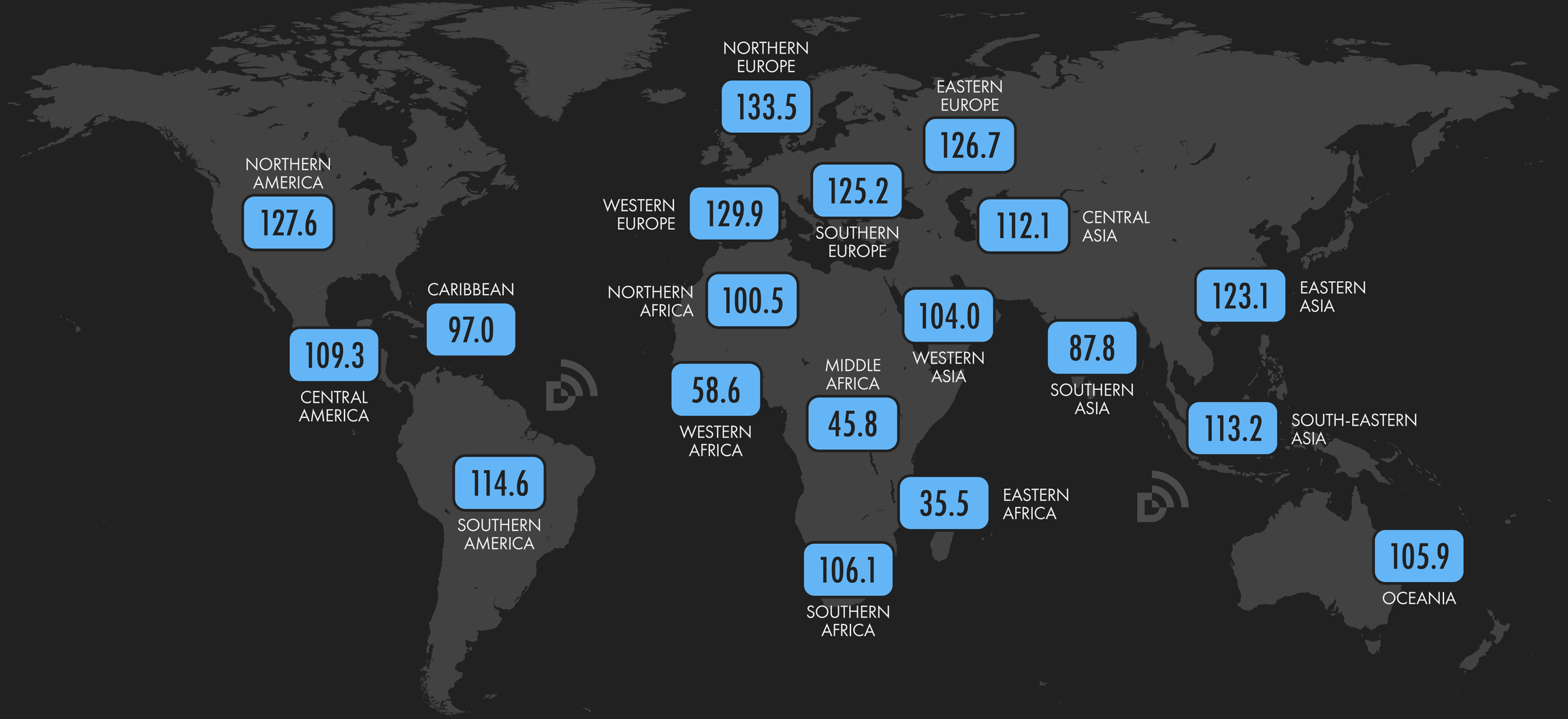
INDEXED SHARE OF GLOBAL INTERNET USERS

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

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **GUIDANCE:** A VALUE OF 100 MEANS THAT THE SHARE OF TOTAL USERS EQUALS THE SHARE OF GLOBAL POPULATION. A VALUE BELOW 100 MEANS THAT THE SHARE OF TOTAL USERS IS BELOW THE SHARE OF GLOBAL POPULATION. A VALUE ABOVE 100 MEANS THE SHARE OF TOTAL USERS IS ABOVE THE SHARE OF GLOBAL POPULATION. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. SEE NOTES ON DATA.

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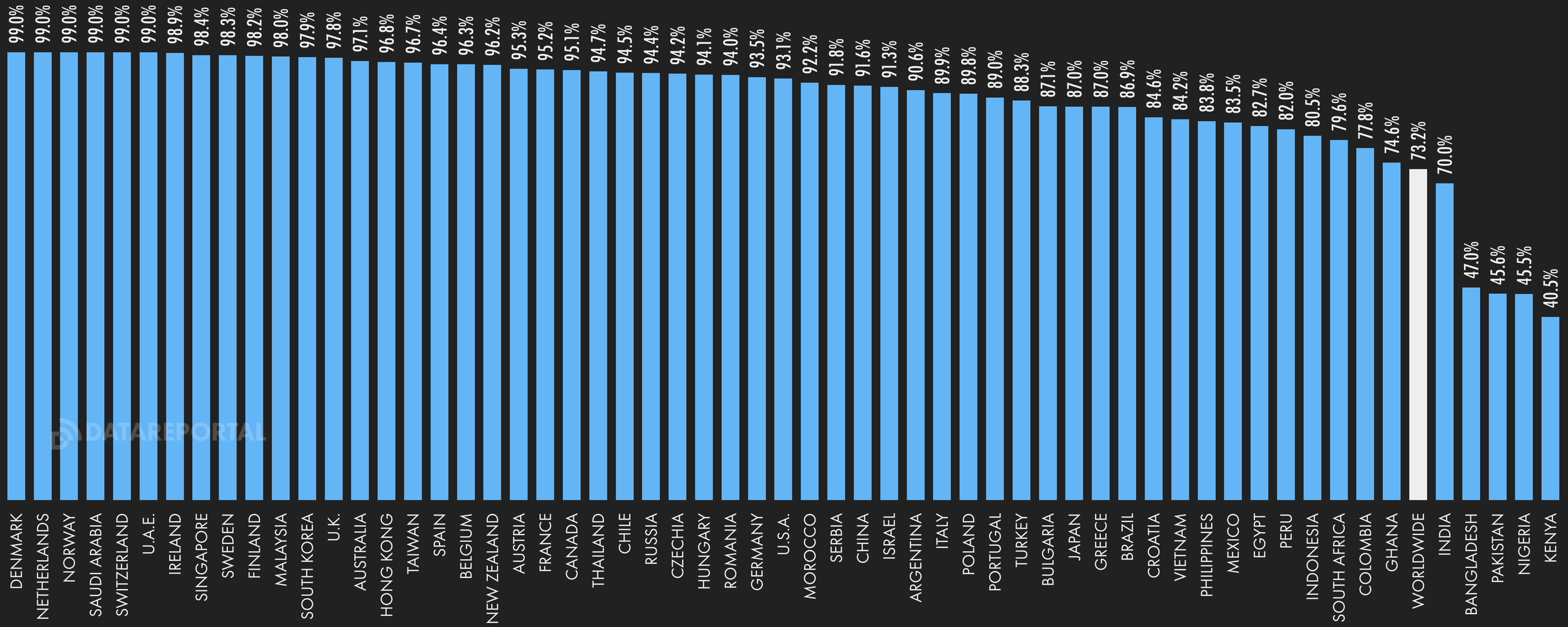
INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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WORLD'S LARGEST CONNECTED POPULATIONS

COUNTRIES WITH THE GREATEST NUMBER OF PEOPLE USING THE INTERNET

GLOBAL OVERVIEW

#	COUNTRY	USERS	vs. POP	▲YOY
01	CHINA	1,296,394,000	91.6%	-0.1%
02	INDIA	1,026,954,000	70.0%	+27.7%
03	UNITED STATES OF AMERICA	323,888,000	93.1%	+0.5%
04	INDONESIA	230,448,000	80.5%	+8.7%
05	BRAZIL	184,997,000	86.9%	+1.1%
06	RUSSIAN FEDERATION	135,676,000	94.4%	-0.6%
07	PAKISTAN	116,839,000	45.6%	+1.3%
08	MEXICO	110,345,000	83.5%	+1.0%
09	NIGERIA	108,700,000	45.5%	+2.3%
10	JAPAN	106,933,000	87.0%	-0.5%

#	COUNTRY	USERS	vs. POP	▲YOY
11	EGYPT	98,211,000	82.7%	+2.4%
12	PHILIPPINES	98,025,000	83.8%	+0.8%
13	VIETNAM	85,621,000	84.2%	+0.6%
14	BANGLADESH	82,806,000	47.0%	+6.9%
15	GERMANY	78,454,000	93.5%	-0.7%
16	TURKEY	77,466,000	88.3%	+0.2%
17	IRAN	73,751,000	79.6%	+0.9%
18	UNITED KINGDOM	68,090,000	97.8%	+0.6%
19	THAILAND	67,826,000	94.7%	+3.7%
20	FRANCE	63,449,000	95.2%	+0.2%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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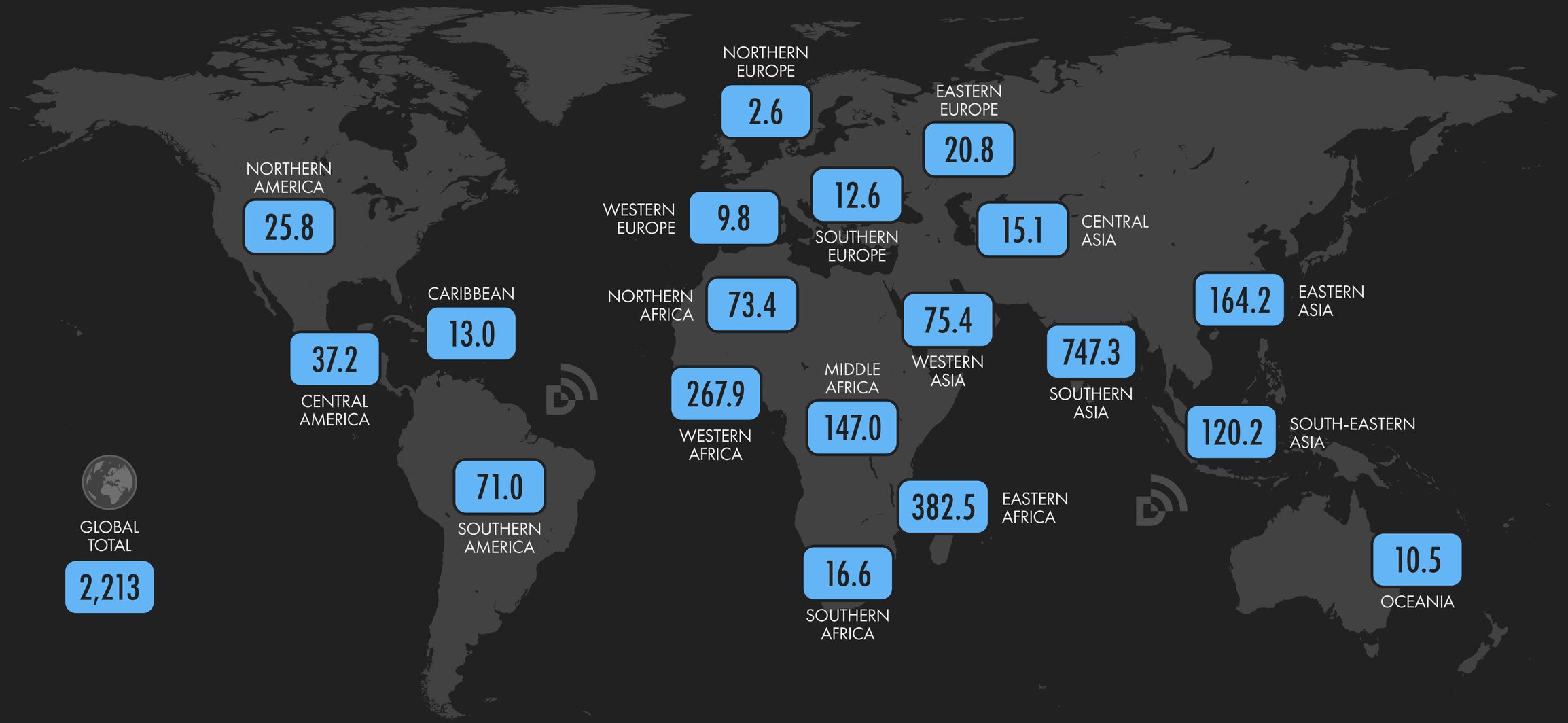
UNCONNECTED POPULATIONS

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

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. WE CAP COUNTRY ADOPTION RATES AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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UNCONNECTED POPULATIONS

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

GLOBAL OVERVIEW

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	440,123,000	30.0%
02	PAKISTAN	139,387,000	54.4%
03	NIGERIA	130,044,000	54.5%
04	CHINA	118,883,000	8.4%
05	ETHIOPIA	106,774,000	78.3%
06	BANGLADESH	93,415,000	53.0%
07	DEM. REP. OF THE CONGO	78,986,000	69.5%
08	INDONESIA	55,823,000	19.5%
09	TANZANIA	50,397,000	70.9%
10	UGANDA	40,341,000	78.0%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
01	NORTH KOREA[1]	>99%	[BLOCKED]
02	BURUNDI	88.9%	12,871,000
03	CENTRAL AFRICAN REPUBLIC	88.0%	4,889,000
04	SOUTH SUDAN	86.8%	10,636,000
05	CHAD	86.8%	18,354,000
06	YEMEN	82.3%	34,626,000
07	MALAWI	82.0%	18,335,000
08	MOZAMBIQUE	80.2%	28,760,000
09	ERITREA	80.0%	2,900,000
10	MADAGASCAR	79.6%	26,227,000

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

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LOW LEVELS OF INTERNET ADOPTION IN CONTEXT

COMPARING LEVELS OF INTERNET ADOPTION WITH VARIOUS KEY METRICS AND INDICATORS

GLOBAL OVERVIEW

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA[1]	<1%	36.5	57.5%	93.9%	84.8%
BURUNDI	11.1%	16.4	11.6%	62.4%	45.7%
CENTRAL AFRICAN REPUBLIC	12.0%	14.5	17.6%	36.3%	13.8%
SOUTH SUDAN	13.2%	18.7	5.4%	41.2%	16.1%
CHAD	13.2%	15.8	12.0%	52.0%	12.9%
YEMEN	17.7%	18.4	83.6%	61.8%	54.8%
MALAWI	18.0%	18.1	15.6%	71.9%	49.2%
MOZAMBIQUE	19.8%	16.5	36.0%	63.2%	37.4%
ERITREA	20.0%	19.2	54.4%	51.8%	11.9%
MADAGASCAR	20.4%	19.2	39.4%	53.5%	14.8%

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
SIERRA LEONE	20.8%	19.7	35.5%	65.3%	22.9%
ETHIOPIA	21.7%	19.1	55.4%	51.5%	9.3%
UGANDA	22.0%	16.9	51.5%	59.3%	21.0%
BURKINA FASO	22.4%	17.7	21.7%	49.5%	24.8%
NIGER	23.2%	15.6	20.1%	48.9%	16.4%
PAPUA NEW GUINEA	24.1%	22.8	20.5%	50.2%	19.3%
AFGHANISTAN	25.5%	17.3	85.3%	82.2%	56.0%
GUINEA	26.5%	18.3	51.1%	71.5%	31.3%
SOMALIA	27.6%	15.6	50.3%	58.3%	40.6%
SUDAN	28.7%	18.5	66.0%	64.9%	36.9%

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

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WHERE INTERNET ACCESS IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE INTERNET CONNECTIVITY IS THE LEAST AFFORDABLE

GLOBAL OVERVIEW

#	LOCATION	CHEAPEST INTERNET ACCESS PLAN vs. GNI PER CAPITA	INTERNET ADOPTION RATE
01	CENTRAL AFRICAN REPUBLIC	26.7%	12.0%
02	VENEZUELA	20.6%	61.6%
03	CUBA	18.6%	71.3%
04	SOUTH SUDAN	13.2%	13.2%
05	PAPUA NEW GUINEA	11.8%	24.1%
06	SYRIA	10.7%	35.8%
07	BURUNDI	10.4%	11.1%
08	EQUATORIAL GUINEA	10.3%	60.4%
09	SOLOMON ISLANDS	9.9%	42.5%
10	MALI	9.2%	35.1%

#	LOCATION	CHEAPEST INTERNET ACCESS PLAN vs. GNI PER CAPITA	INTERNET ADOPTION RATE
11	DEM. REP. OF THE CONGO	9.1%	30.5%
12	MALAWI	8.8%	18.0%
13	FED. STATES OF MICRONESIA	8.7%	40.5%
14	GUINEA-BISSAU	8.5%	32.5%
15	AFGHANISTAN	8.4%	25.5%
16	CHAD	8.4%	13.2%
17	NIGER	8.3%	23.2%
18	LIBERIA	8.2%	30.0%
19	HONDURAS	7.1%	72.4%
20	YEMEN	6.5%	17.7%

SOURCE: ITU; KEPIOS ANALYSIS. **NOTES:** "GNI PER CAPITA" IS GROSS NATIONAL INCOME PER CAPITA, AND REPRESENTS TYPICAL INCOME PER PERSON. VALUES IN THE "CHEAPEST ACCESS PLAN" COLUMNS REPRESENT THE PRICE OF THE CHEAPEST MOBILE BROADBAND PLAN PROVIDING AT LEAST 2 GB OF MONTHLY DATA USING AT LEAST 3G TECHNOLOGY. ALL VALUES USE LATEST AVAILABLE PUBLISHED DATA.

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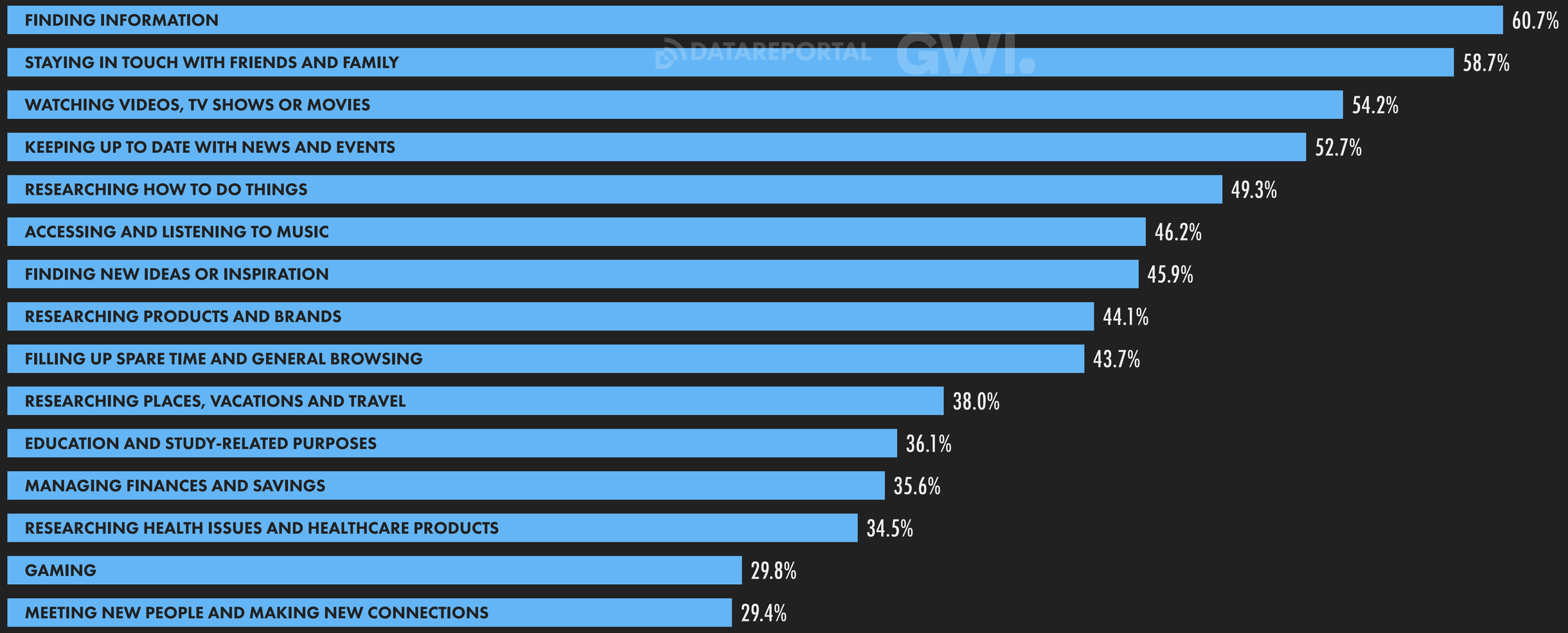
MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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MAIN REASONS FOR USING THE INTERNET

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
CONTACT FRIENDS & FAMILY	61.2%	CONTACT FRIENDS & FAMILY	57.8%	FIND INFORMATION	58.7%	FIND INFORMATION	62.5%	FIND INFORMATION	64.0%	FIND INFORMATION	78.7%
FIND INFORMATION	59.3%	FIND INFORMATION	57.4%	CONTACT FRIENDS & FAMILY	56.7%	CONTACT FRIENDS & FAMILY	57.6%	CONTACT FRIENDS & FAMILY	58.6%	FOLLOW NEWS & EVENTS	66.6%
WATCH VIDEOS & SHOWS	58.7%	WATCH VIDEOS & SHOWS	56.4%	WATCH VIDEOS & SHOWS	54.3%	FOLLOW NEWS & EVENTS	55.7%	FOLLOW NEWS & EVENTS	57.0%	CONTACT FRIENDS & FAMILY	64.0%
LISTEN TO MUSIC	53.9%	FOLLOW NEWS & EVENTS	49.6%	FOLLOW NEWS & EVENTS	52.7%	WATCH VIDEOS & SHOWS	53.2%	LEARN HOW TO DO THINGS	49.7%	LEARN HOW TO DO THINGS	57.1%
LEARN HOW TO DO THINGS	50.2%	FIND NEW IDEAS	47.9%	LEARN HOW TO DO THINGS	48.0%	LEARN HOW TO DO THINGS	50.2%	WATCH VIDEOS & SHOWS	49.5%	RESEARCH BRANDS	52.8%
FIND NEW IDEAS	49.9%	LISTEN TO MUSIC	47.5%	FIND NEW IDEAS	47.2%	RESEARCH BRANDS	46.2%	RESEARCH BRANDS	45.2%	RESEARCH PLACES & TRAVEL	50.2%
EDUCATION & STUDY	49.1%	LEARN HOW TO DO THINGS	47.2%	RESEARCH BRANDS	45.0%	LISTEN TO MUSIC	44.5%	FILL SPARE TIME & BROWSING	42.9%	RESEARCH HEALTH	45.2%
FOLLOW NEWS & EVENTS	48.3%	FILL SPARE TIME & BROWSING	43.2%	LISTEN TO MUSIC	44.4%	FIND NEW IDEAS	44.4%	LISTEN TO MUSIC	41.1%	FILL SPARE TIME & BROWSING	41.5%
FILL SPARE TIME & BROWSING	46.7%	RESEARCH BRANDS	42.5%	FILL SPARE TIME & BROWSING	42.5%	FILL SPARE TIME & BROWSING	43.5%	FIND NEW IDEAS	40.3%	MANAGE FINANCES	40.8%
GAMING	41.3%	EDUCATION & STUDY	37.9%	RESEARCH PLACES & TRAVEL	38.1%	RESEARCH PLACES & TRAVEL	39.2%	RESEARCH PLACES & TRAVEL	40.0%	WATCH VIDEOS & SHOWS	37.1%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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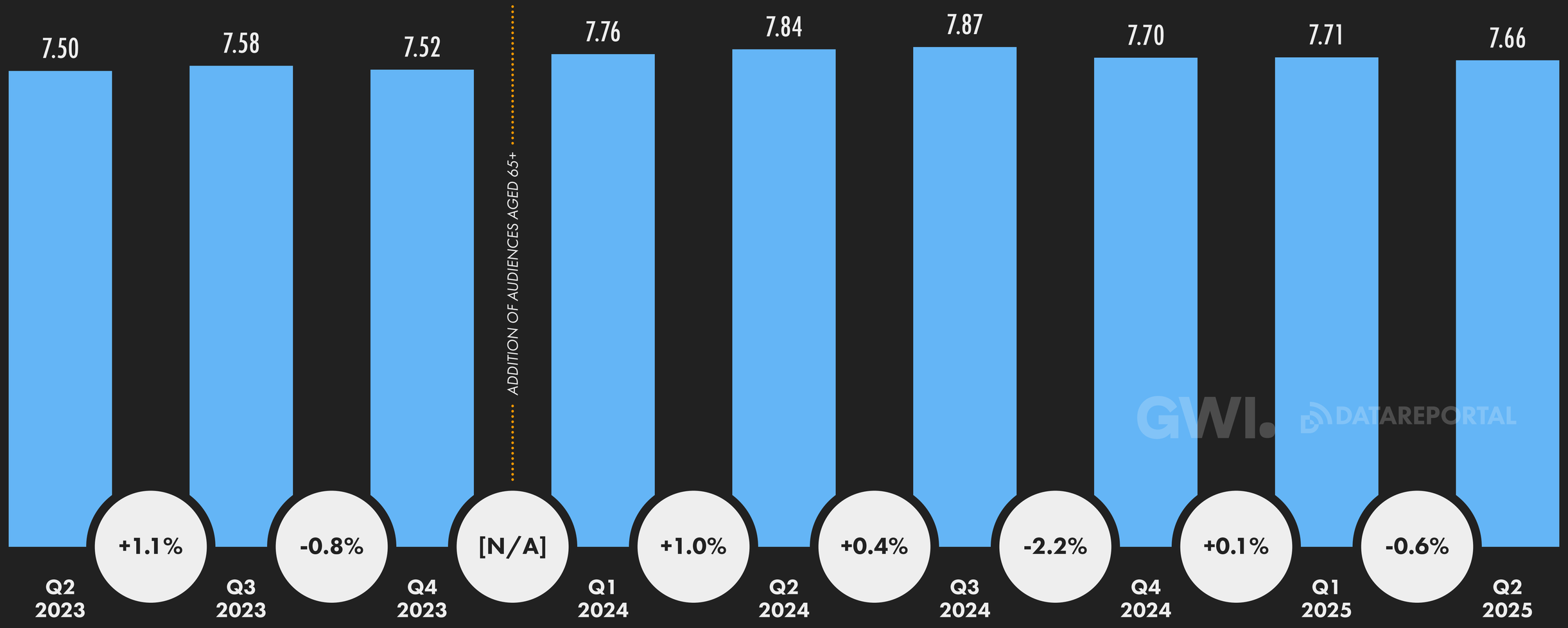
NUMBER OF REASONS FOR USING THE INTERNET

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** RESPONDENTS COULD CHOOSE FROM THE SAME DEFINED LIST OF 19 OPTIONS IN EACH WAVE OF RESEARCH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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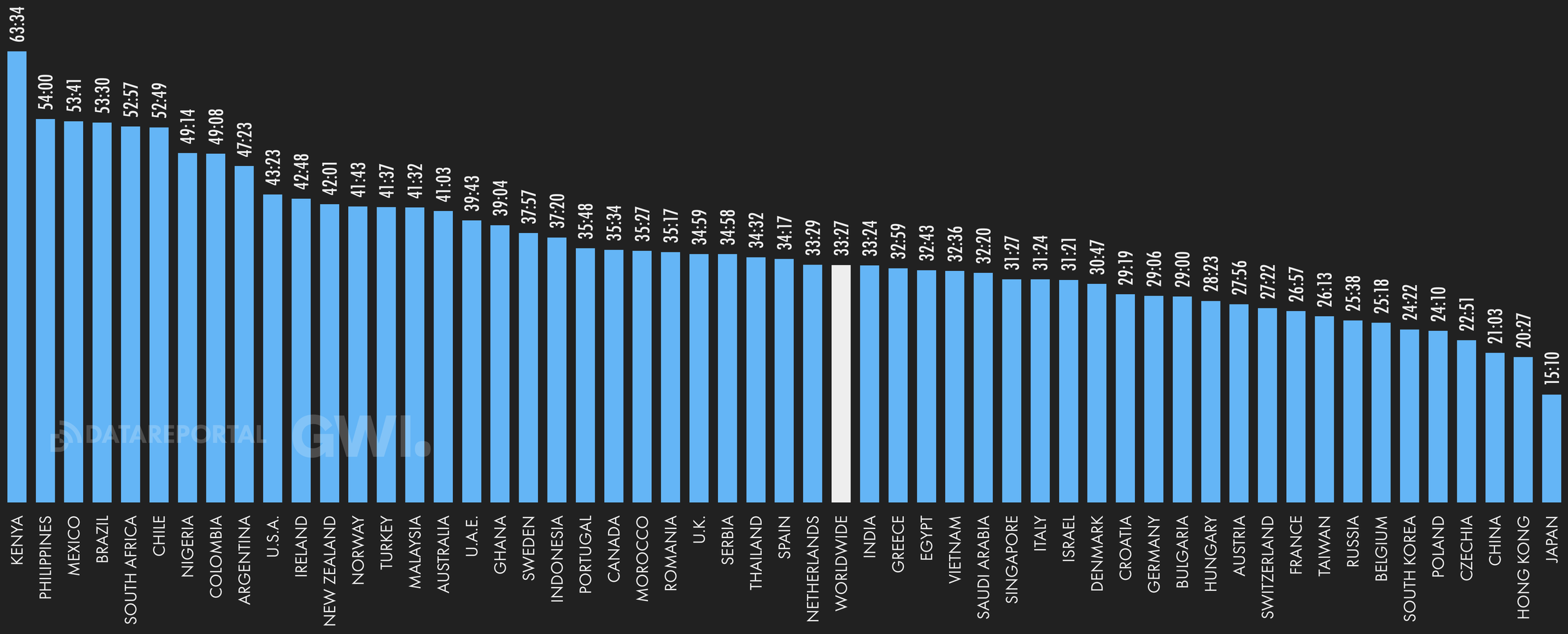
WEEKLY TIME SPENT CONSUMING ONLINE MEDIA

WEEKLY CUMULATIVE TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND CONSUMING ONLINE MEDIA

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** INCLUDES TIME SPENT CONSUMING SOCIAL MEDIA, ONLINE VIDEO, ONLINE PRESS, PODCASTS, MUSIC STREAMING, AND STREAMING TV. **ADVISORY:** VALUES REFLECT A SIMPLE SUM OF THE TIME SPENT CONSUMING A VARIETY OF DIFFERENT ONLINE MEDIA, AND MAY OVERSTATE ACTUAL INTERNET USE DUE TO CONCURRENT MEDIA CONSUMPTION. FOR EXAMPLE, A PERSON MIGHT LISTEN TO STREAMING MUSIC WHILE SIMULTANEOUSLY USING SOCIAL MEDIA. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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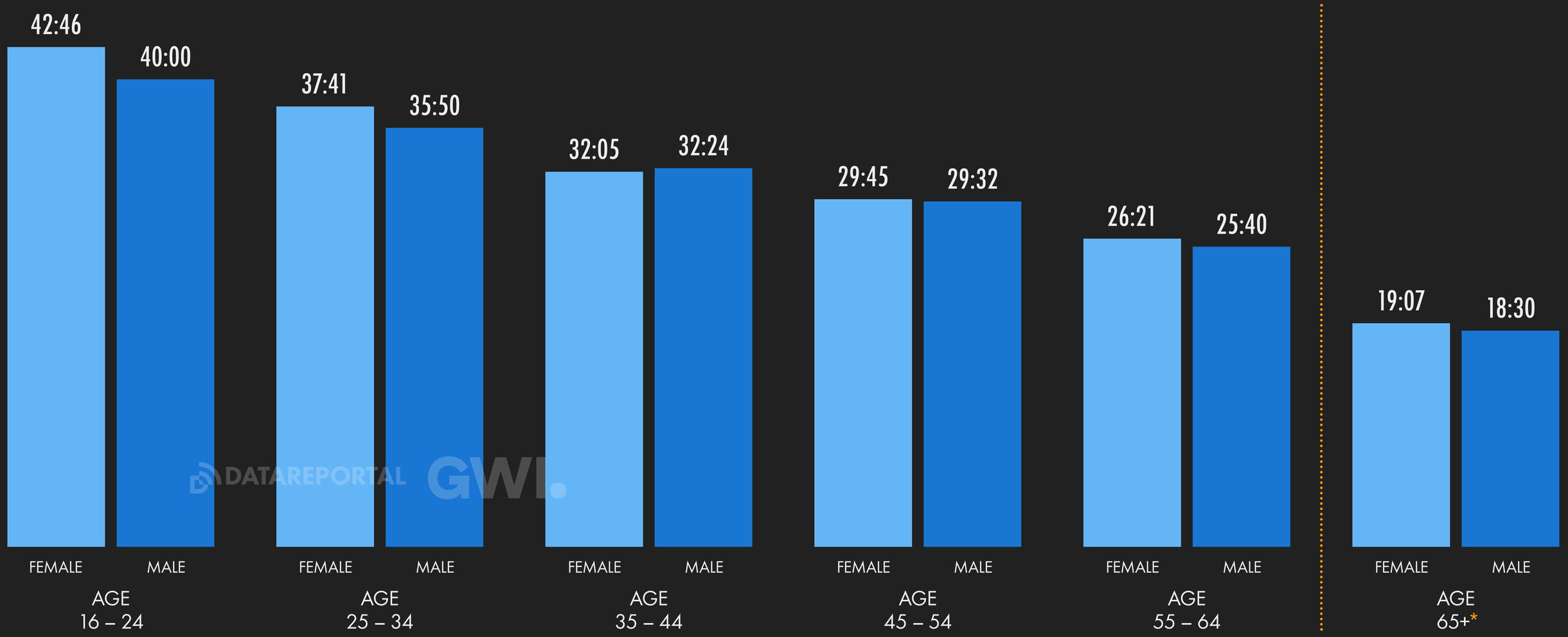
WEEKLY TIME SPENT CONSUMING ONLINE MEDIA

WEEKLY CUMULATIVE TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND CONSUMING ONLINE MEDIA

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** INCLUDES TIME SPENT CONSUMING SOCIAL MEDIA, ONLINE VIDEO, ONLINE PRESS, PODCASTS, MUSIC STREAMING, AND STREAMING TV. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO VALUES MAY NOT BE COMPARABLE WITH OTHER AGES. **ADVISORY:** VALUES REFLECT A SIMPLE SUM OF THE TIME SPENT CONSUMING ONLINE MEDIA, AND MAY OVERSTATE INTERNET USE DUE TO CONCURRENT CONSUMPTION. FOR EXAMPLE, A PERSON MIGHT LISTEN TO STREAMING MUSIC WHILE SIMULTANEOUSLY USING SOCIAL MEDIA. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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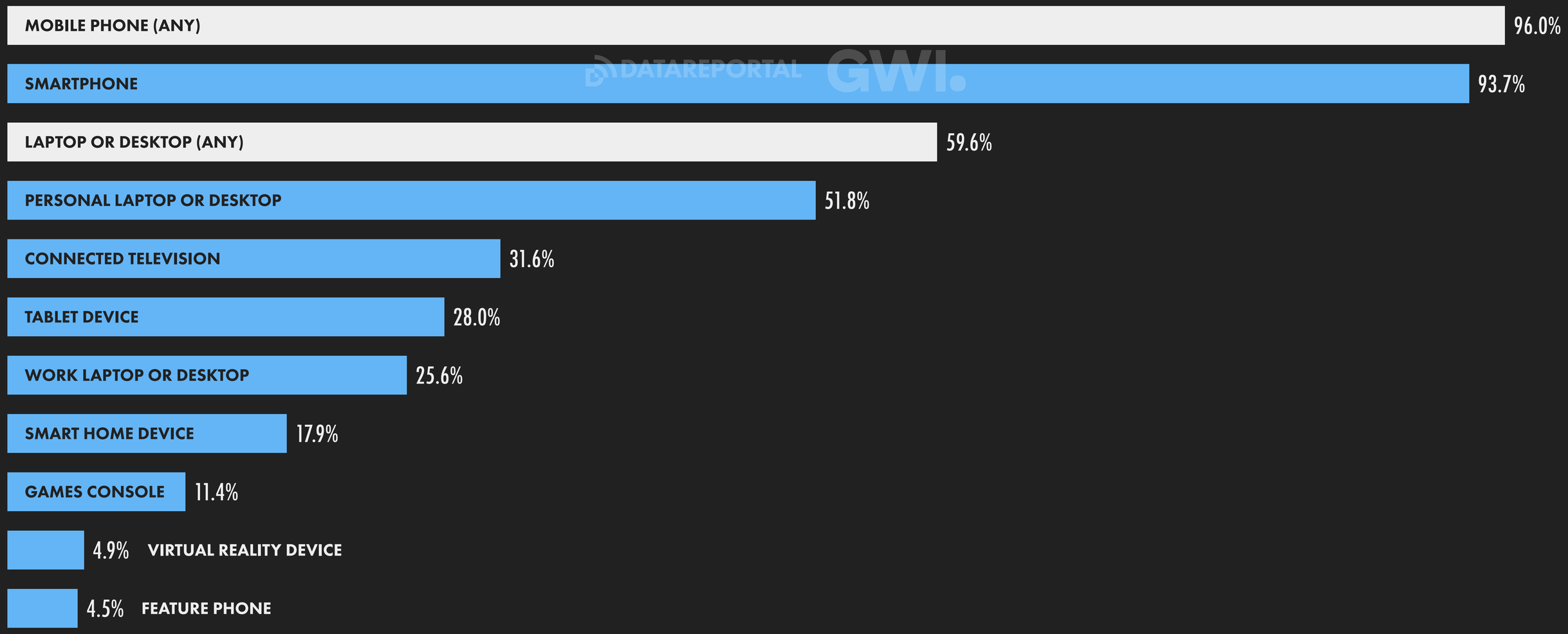
DEVICES USED TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" SHOWS THE USE OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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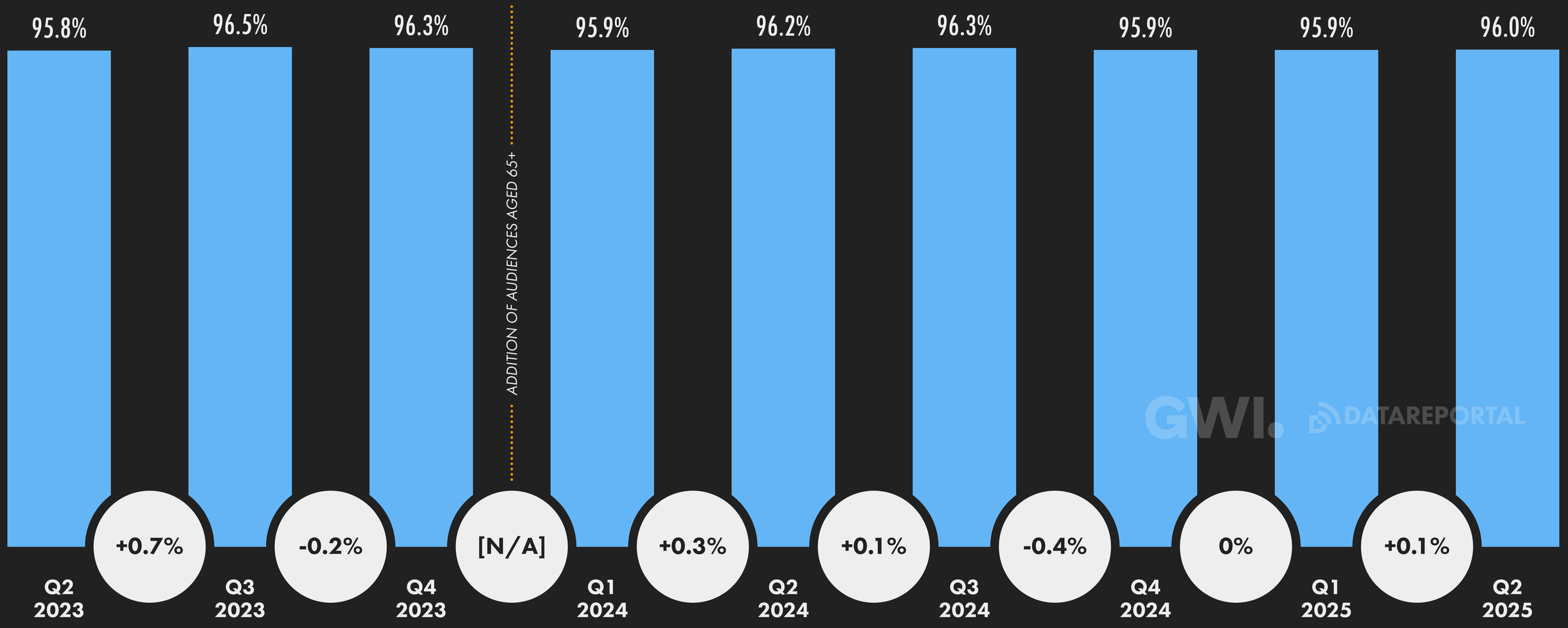
USING MOBILE PHONES TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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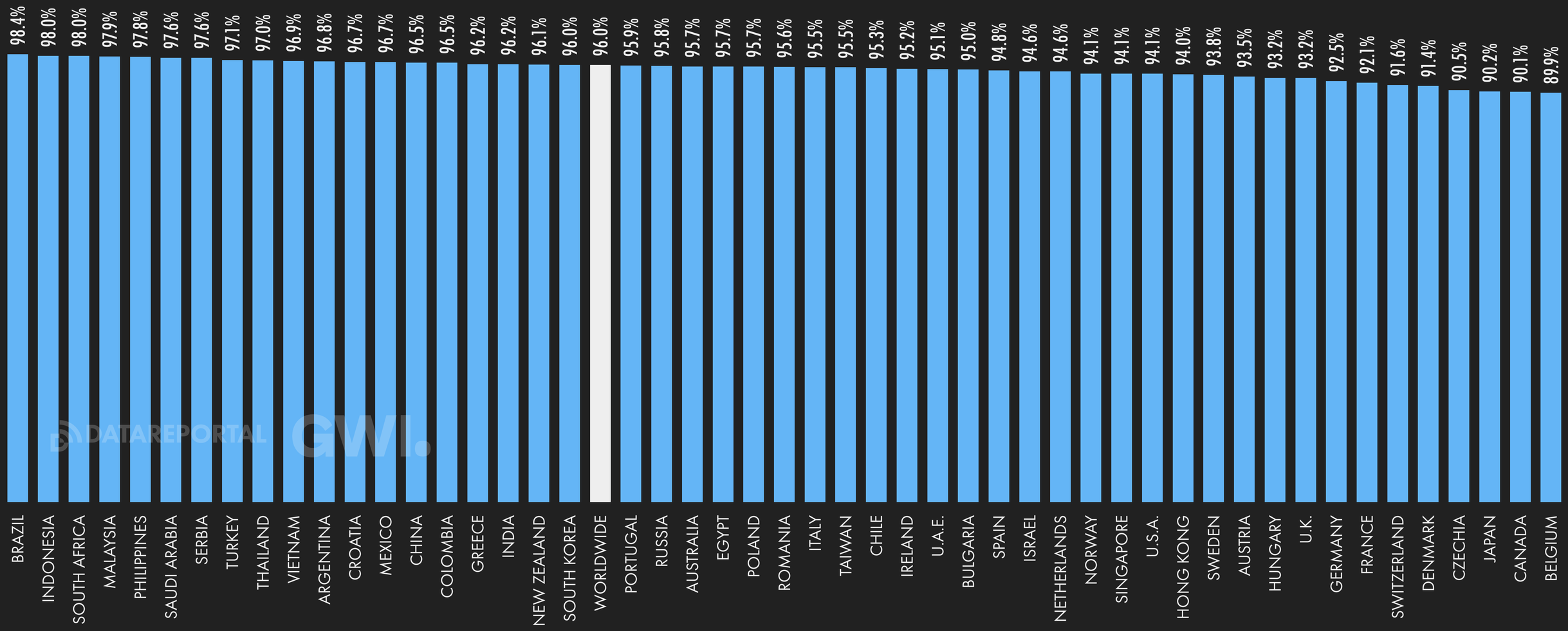
USING MOBILE PHONES TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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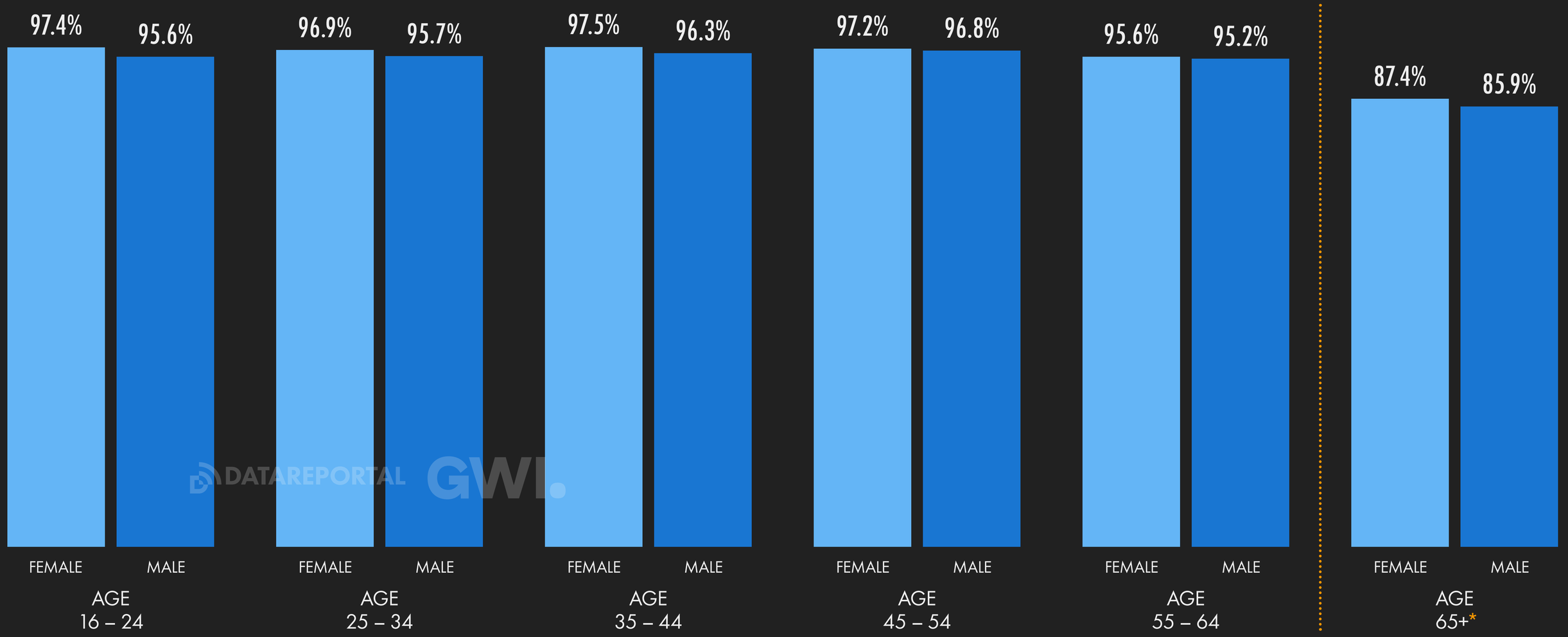
USING MOBILE PHONES TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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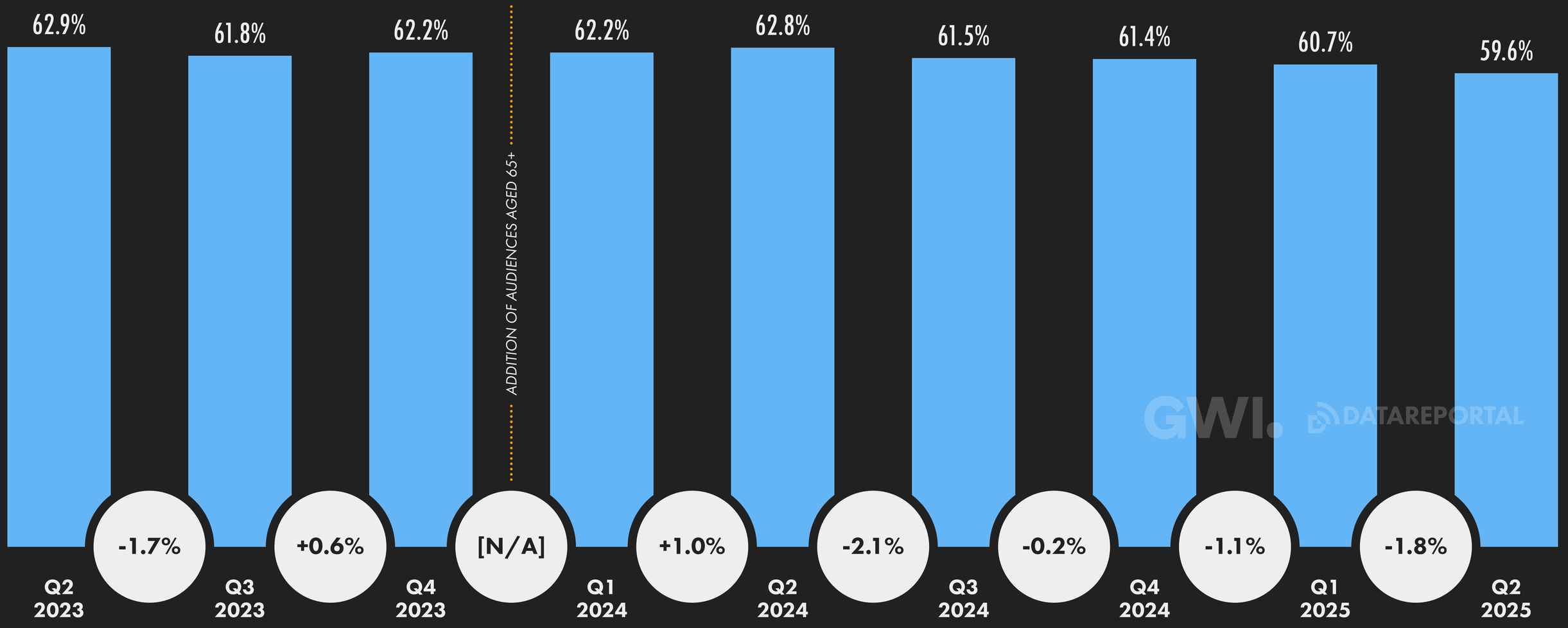
USING COMPUTERS TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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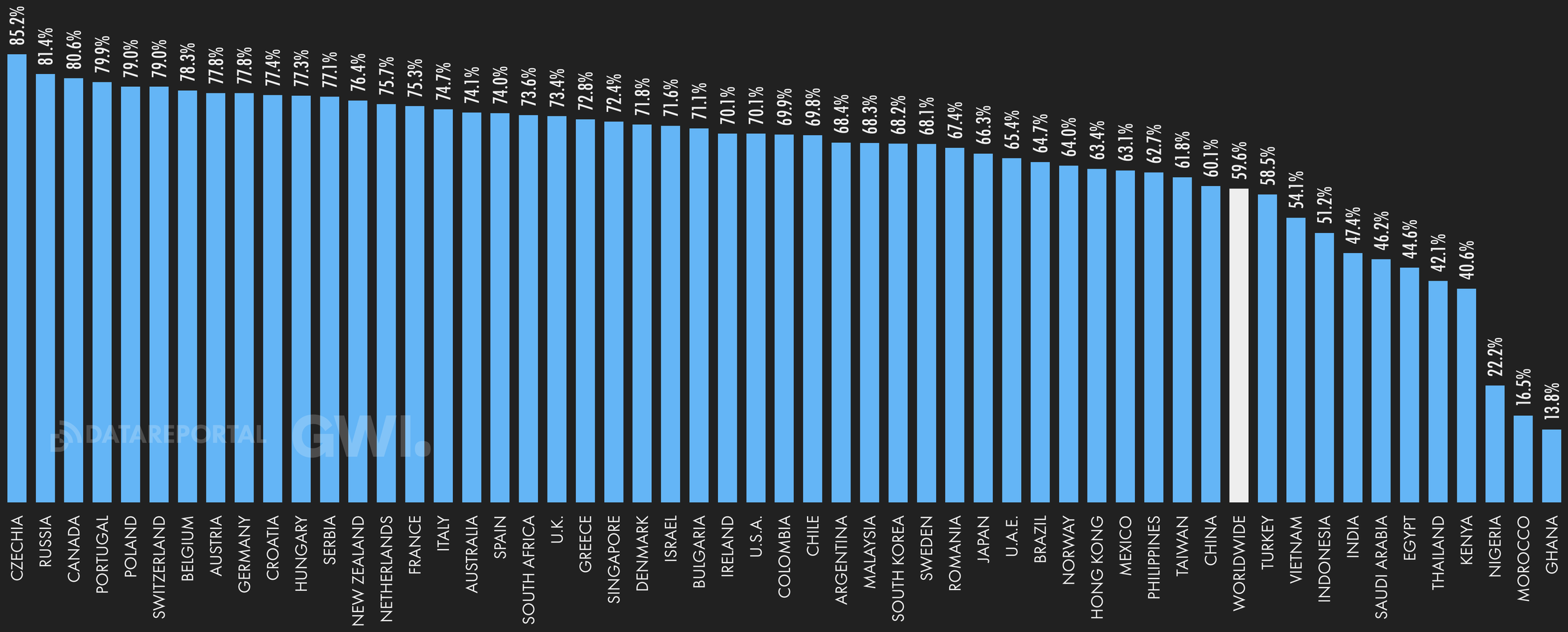
USING COMPUTERS TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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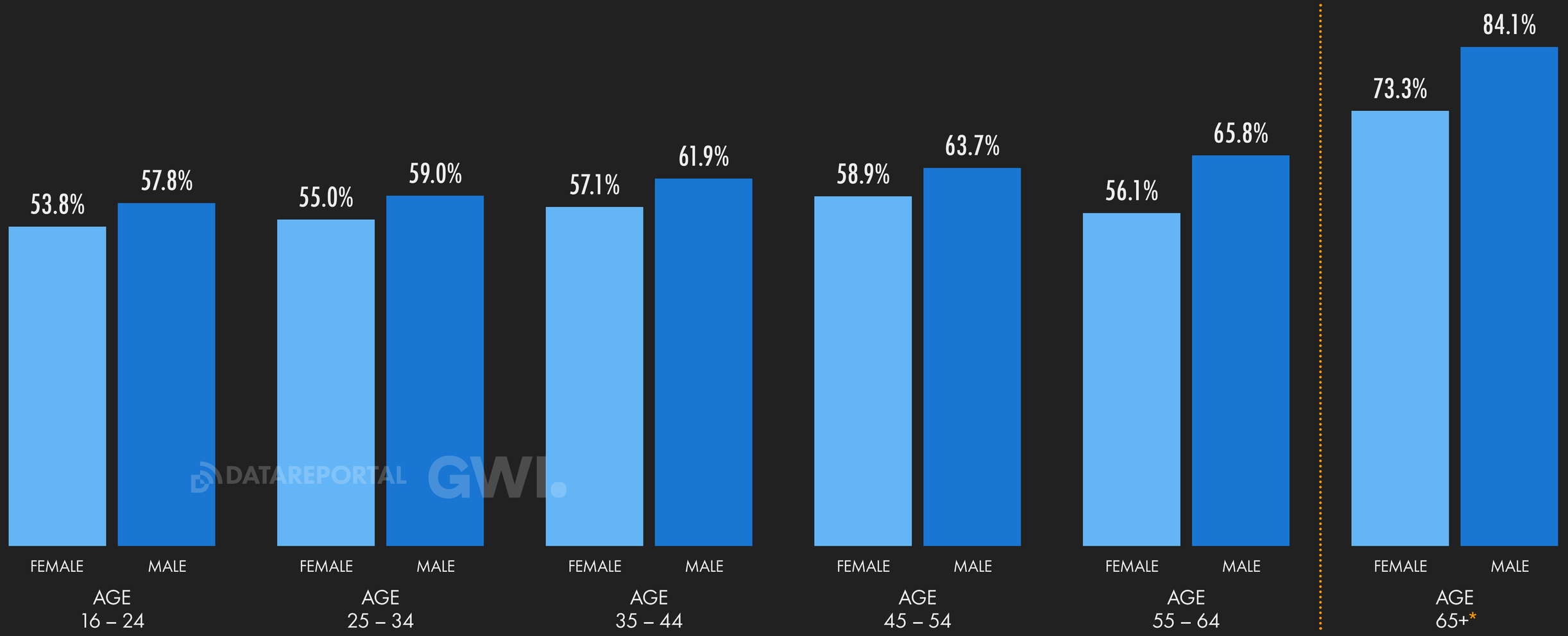
USING COMPUTERS TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

GLOBAL OVERVIEW

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

DOWNLOAD (MBPS)

90.69

UPLOAD (MBPS)

13.06

LATENCY (MS)

25

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

▲ DOWNLOAD

+62.6%

▲ UPLOAD

+18.5%

▲ LATENCY

-7.4%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

DOWNLOAD (MBPS)

104.43

UPLOAD (MBPS)

56.59

LATENCY (MS)

8

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

▲ DOWNLOAD

+11.1%

▲ UPLOAD

+17.0%

▲ LATENCY

-11.1%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT. **COMPARABILITY:** FROM JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO THIS, VALUES ENCOMPASSED ALL MOBILE TECHNOLOGIES. FROM MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO THIS, VALUES REPRESENTED SINGLE-MONTH AVERAGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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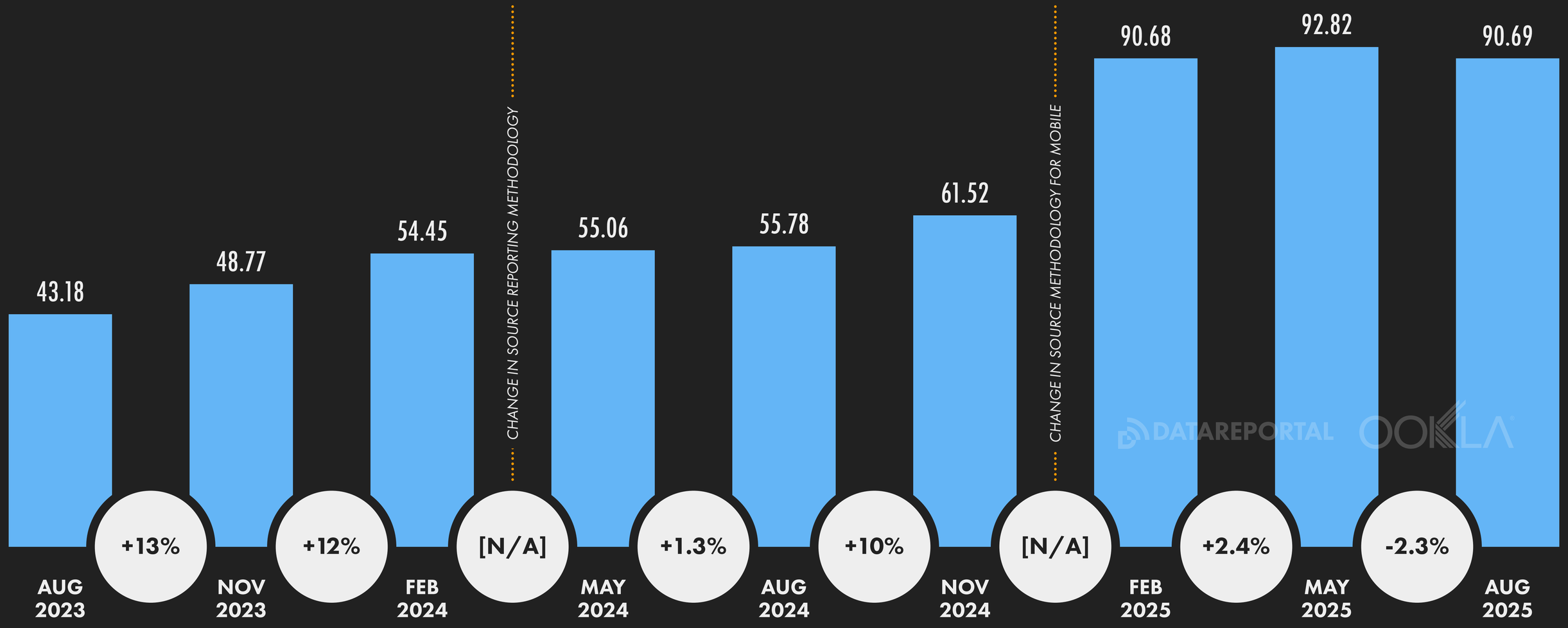
MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



DATAREPORTAL OOKLA

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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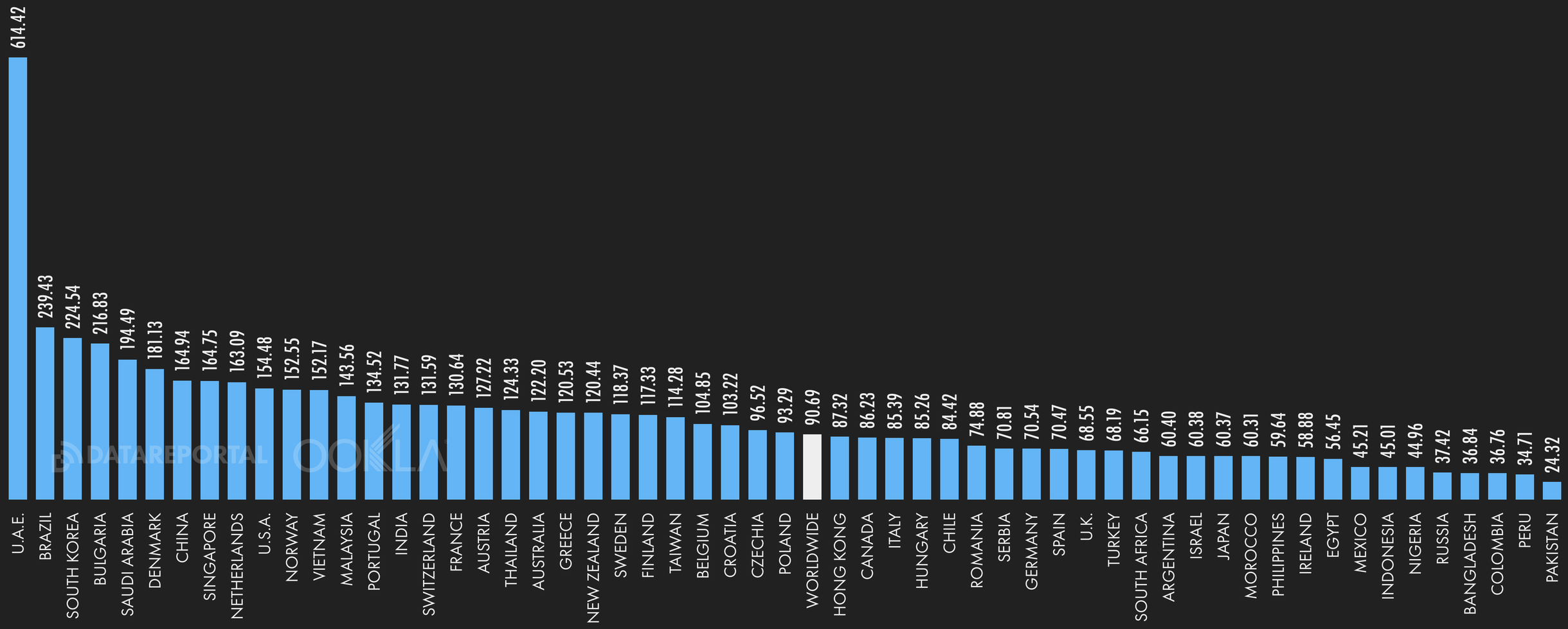
MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



DATAREPORTAL OOKLA

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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MOBILE INTERNET CONNECTION SPEEDS

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

GLOBAL OVERVIEW

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	614.42	+54.2%	35.04	18
02	QATAR	511.35	+48.5%	30.90	19
03	KUWAIT	414.56	+72.9%	28.11	13
04	BRAZIL	239.43	+227.6%	18.10	22
05	SOUTH KOREA	224.54	+59.0%	22.17	26
06	BAHRAIN	223.15	+97.4%	20.76	17
07	BULGARIA	216.83	+84.3%	24.53	19
08	SAUDI ARABIA	194.49	+59.1%	16.21	25
09	BRUNEI	184.86	+79.0%	55.75	13
10	DENMARK	181.13	+39.3%	21.93	19

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
103	BOLIVIA	14.69	+30.46%	11.35	23
102	BELARUS	18.55	+54.84%	8.12	27
101	ESWATINI	19.65	[N/A]	14.00	22
100	PAKISTAN	24.32	+24.14%	8.64	26
99	SYRIA	24.69	+93.04%	6.38	29
98	VENEZUELA	25.42	+85.95%	9.95	30
97	LIBYA	25.48	+68.74%	8.13	24
96	BOSNIA & HERZEGOVINA	27.75	+34.97%	11.18	25
95	NICARAGUA	28.97	+34.81%	11.87	25
94	PANAMA	32.43	+48.83%	15.65	20

OOKLA

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. 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:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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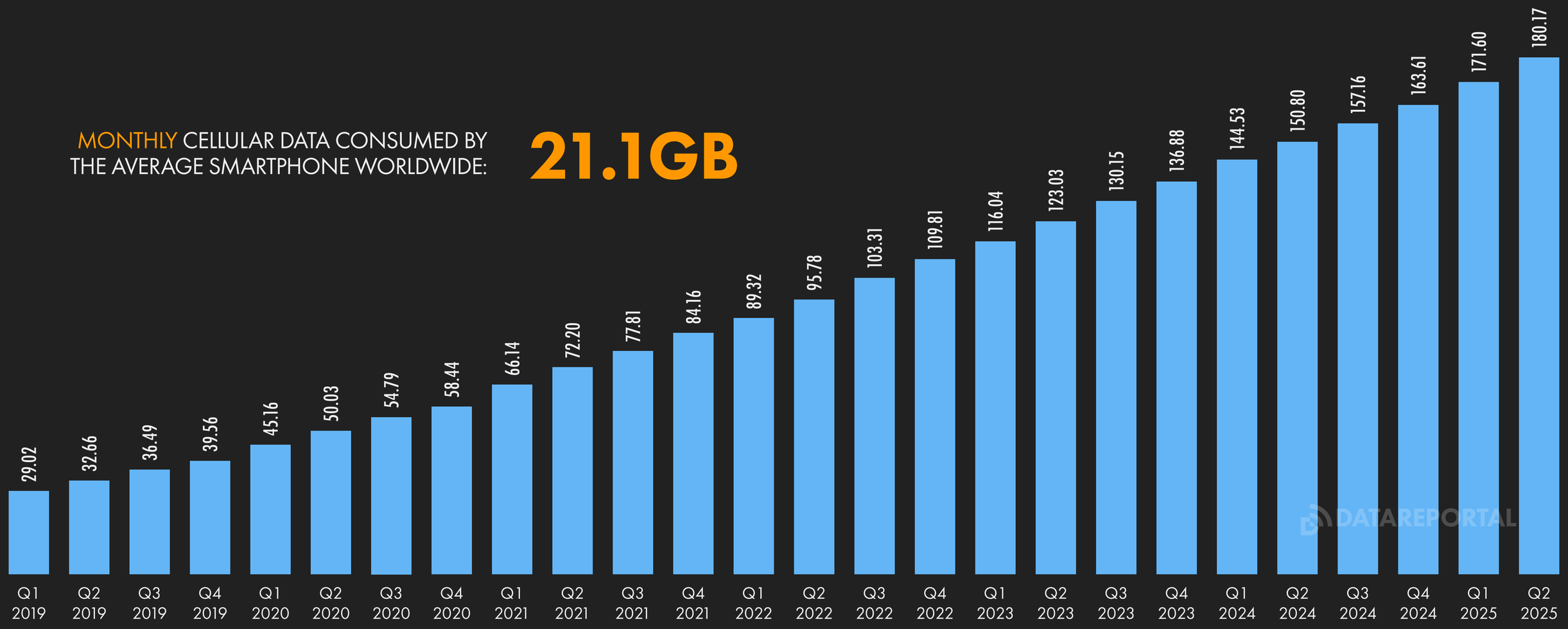
CELLULAR DATA TRAFFIC

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

GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE: **21.1GB**



DATAREPORTAL

SOURCE: ERICSSON MOBILE VISUALIZER (JUN 2025). **NOTES:** GRAPH VALUES REPRESENT THE AVERAGE WORLDWIDE MONTHLY MOBILE NETWORK DATA TRAFFIC FOR EACH QUARTER, IN EXABYTES (BILLIONS OF GIGABYTES) PER MONTH. VALUES INCLUDE TRAFFIC GENERATED BY FIXED WIRELESS ACCESS (FWA) SERVICES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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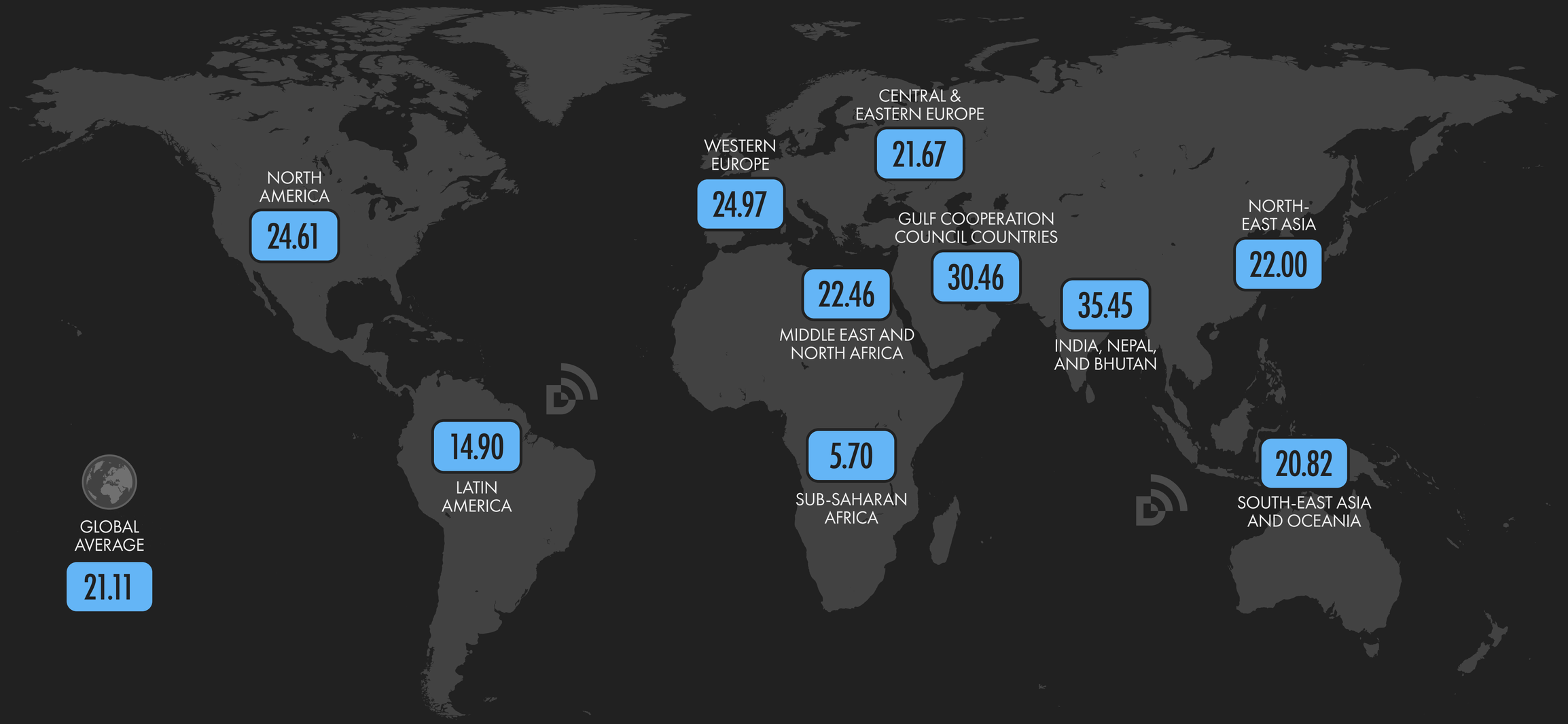
MONTHLY CELLULAR DATA PER SMARTPHONE

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

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILE VISUALIZER (JUN 2025). **NOTES:** VALUES REPRESENT THE AVERAGE MONTHLY MOBILE CELLULAR (NETWORK) DATA TRAFFIC PER SMARTPHONE, IN GIGABYTES PER MONTH. DOES NOT INCLUDE DATA TRANSFERRED VIA WIFI CONNECTIONS. REGIONS AS PER ERICSSON'S DEFINITIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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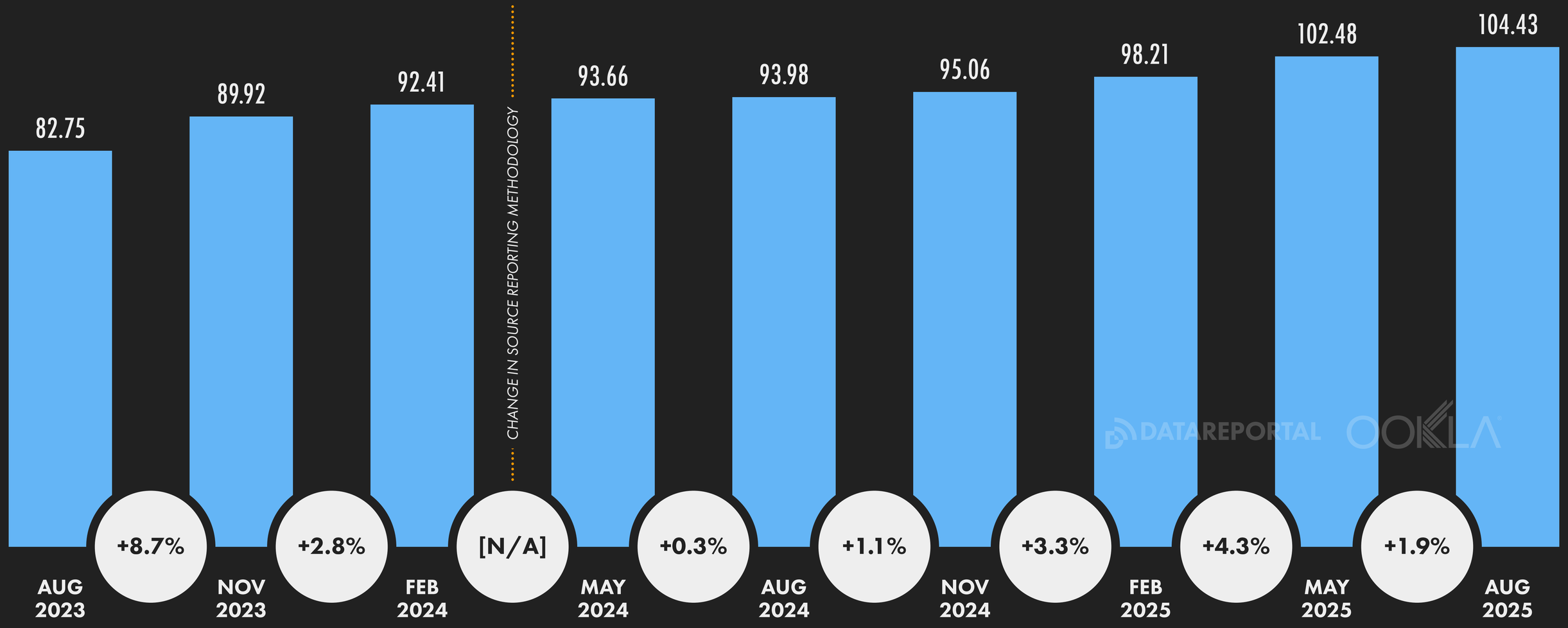
FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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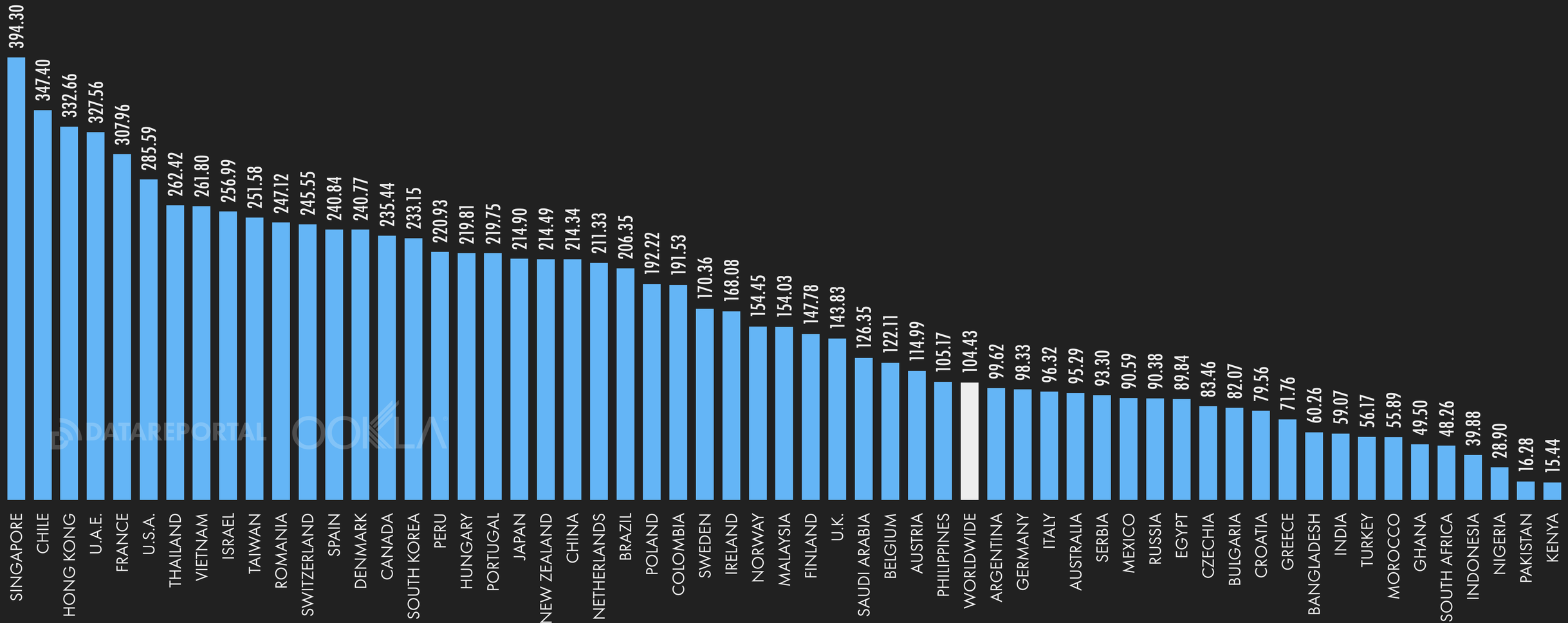
FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

GLOBAL OVERVIEW



DATAREPORTAL OOKLA

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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FIXED INTERNET CONNECTION SPEEDS

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

GLOBAL OVERVIEW

FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	394.30	+32.5%	289.69	4
02	CHILE	347.40	+30.9%	269.75	5
03	HONG KONG	332.66	+18.8%	249.71	4
04	UNITED ARAB EMIRATES	327.56	+10.1%	163.37	5
05	FRANCE	307.96	+37.7%	227.84	9
06	MACAU	305.33	+88.2%	258.46	3
07	UNITED STATES OF AMERICA	285.59	+17.9%	49.20	12
08	ICELAND	262.98	+22.9%	235.37	3
09	THAILAND	262.42	+13.0%	222.88	6
10	VIETNAM	261.80	+72.6%	237.66	4

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
154	SYRIA	3.35	-8.2%	3.12	36
153	CUBA	3.48	[N/A]	0.89	103
152	AFGHANISTAN	4.47	+23.1%	4.09	19
151	ETHIOPIA	9.37	-1.2%	10.40	10
150	LIBYA	10.99	-1.0%	6.95	26
149	CAMEROON	11.01	+10.9%	5.37	59
148	KENYA	15.44	+33.2%	15.96	10
147	NAMIBIA	15.51	+5.2%	11.56	20
146	LEBANON	16.13	-7.2%	12.96	11
145	PAKISTAN	16.28	+4.9%	16.33	6

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. 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:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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COMPARING MOBILE AND FIXED INTERNET SPEEDS

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

GLOBAL OVERVIEW

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

#	LOCATION	MOBILE DL SPEED	FIXED DL SPEED	RATIO
01	SYRIA	24.69 MBPS	3.35 MBPS	7.4:1
02	TUNISIA	67.12 MBPS	16.99 MBPS	4.0:1
03	GEORGIA	144.97 MBPS	41.89 MBPS	3.5:1
04	NORTH MACEDONIA	149.22 MBPS	48.77 MBPS	3.1:1
05	IRAN	57.64 MBPS	19.51 MBPS	3.0:1
06	LEBANON	43.90 MBPS	16.13 MBPS	2.7:1
07	BULGARIA	216.83 MBPS	82.07 MBPS	2.6:1
08	SURINAME	50.74 MBPS	19.74 MBPS	2.6:1
09	QATAR	511.35 MBPS	206.90 MBPS	2.5:1
10	LIBYA	25.48 MBPS	10.99 MBPS	2.3:1

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

#	LOCATION	FIXED DL SPEED	MOBILE DL SPEED	RATIO
01	PERU	220.93 MBPS	34.71 MBPS	6.4:1
02	PANAMA	185.94 MBPS	32.43 MBPS	5.7:1
03	COLOMBIA	191.53 MBPS	36.76 MBPS	5.2:1
04	BELARUS	80.13 MBPS	18.55 MBPS	4.3:1
05	ISRAEL	256.99 MBPS	60.38 MBPS	4.3:1
06	BOLIVIA	61.54 MBPS	14.69 MBPS	4.2:1
07	CHILE	347.40 MBPS	84.42 MBPS	4.1:1
08	JORDAN	186.38 MBPS	47.39 MBPS	3.9:1
09	HONG KONG	332.66 MBPS	87.32 MBPS	3.8:1
10	VENEZUELA	92.09 MBPS	25.42 MBPS	3.6:1

SOURCE: OOKLA. **NOTES:** "DL SPEED" FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. "RATIO" FIGURES OFFER A COMPARISON BETWEEN THE TWO DOWNLOAD SPEEDS. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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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

GLOBAL OVERVIEW

MOBILE PHONES

59.14%

YEAR-ON-YEAR CHANGE

-4.8%

-299 BPS

LAPTOP AND DESKTOP COMPUTERS

39.28%

YEAR-ON-YEAR CHANGE

+10.0%

+358 BPS

TABLET DEVICES

1.55%

YEAR-ON-YEAR CHANGE

-27.2%

-58 BPS

OTHER DEVICES

0.03%

YEAR-ON-YEAR CHANGE

0%

[UNCHANGED]

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN AUG 2025. 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. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE. THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.

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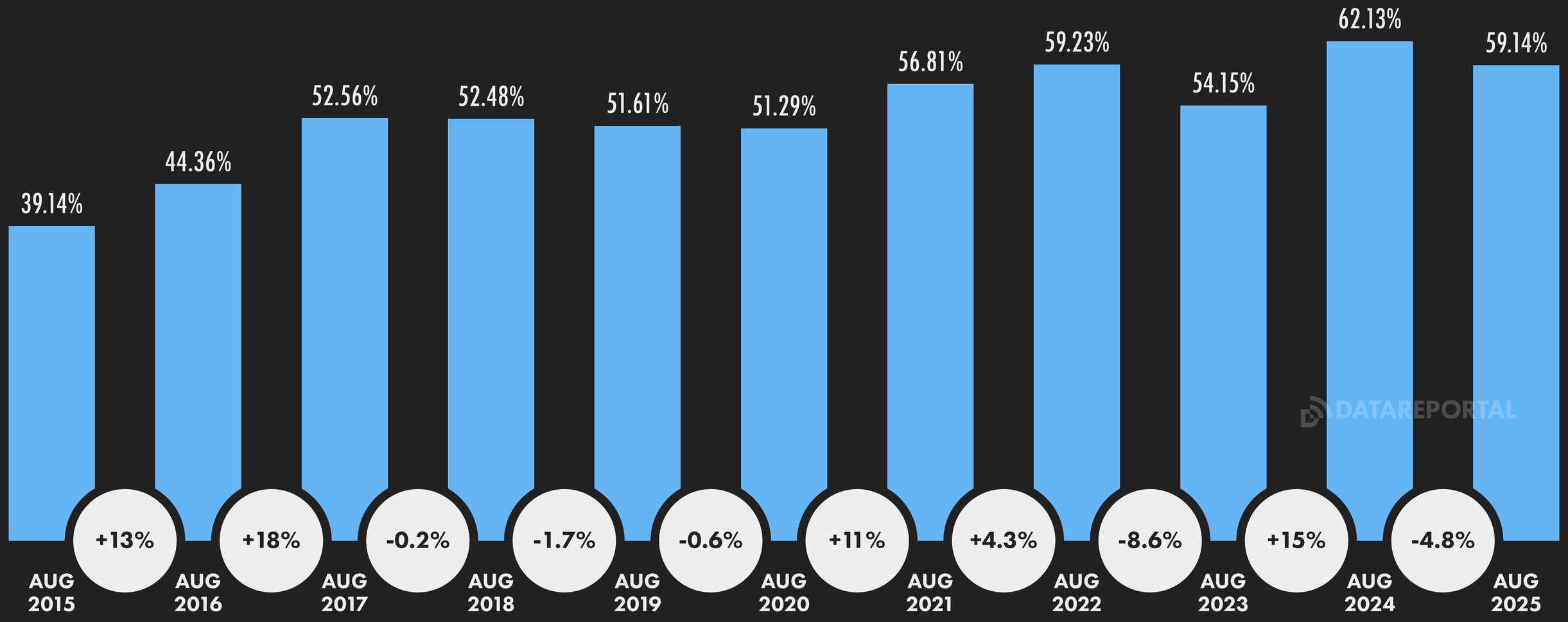
MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES

GLOBAL OVERVIEW



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

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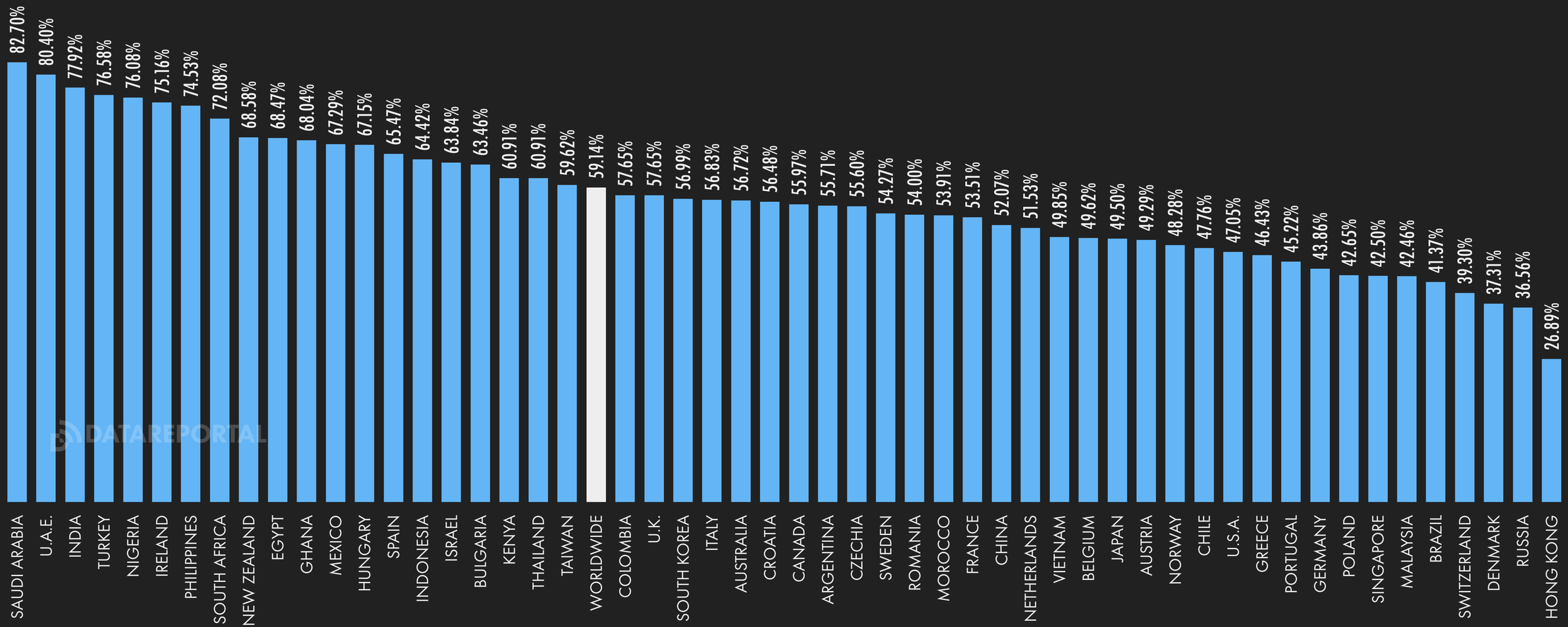
MOBILE'S SHARE OF WEB TRAFFIC

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES

GLOBAL OVERVIEW



DATAREPORTAL

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 AUG 2025.

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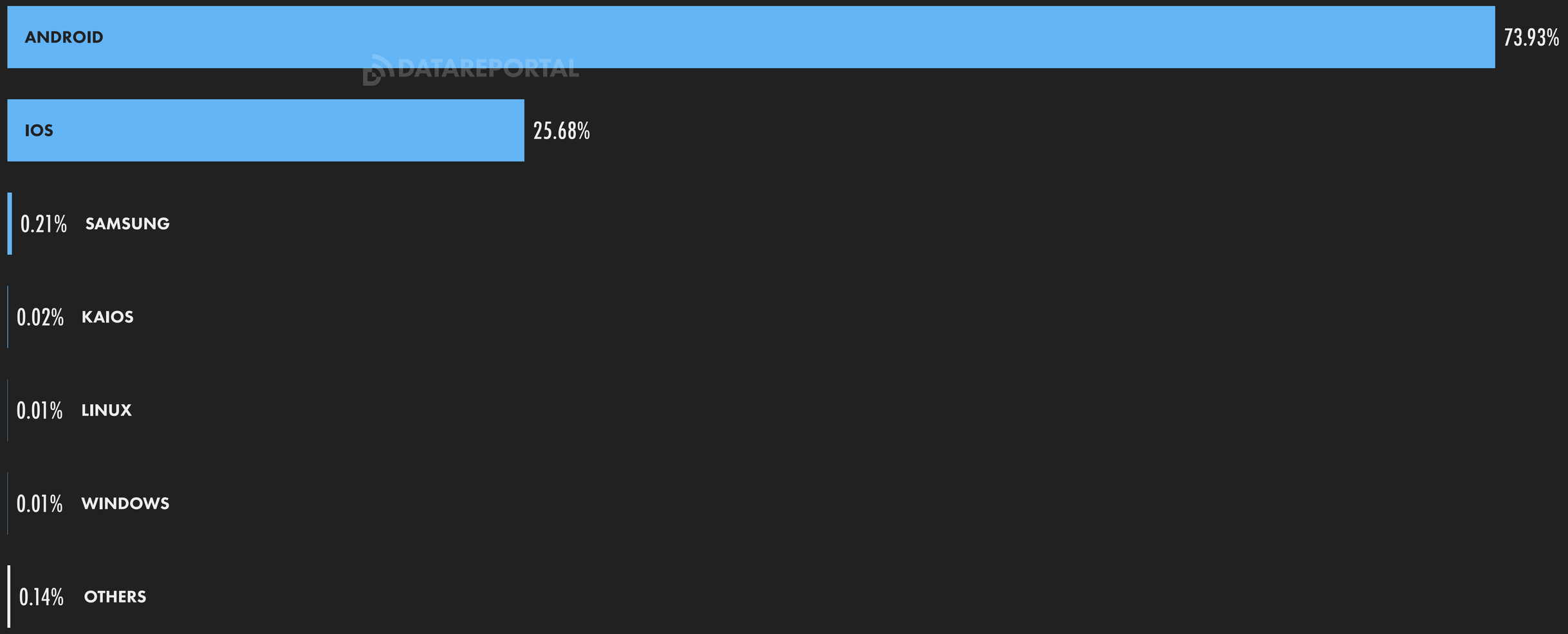
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN AUG 2025

GLOBAL OVERVIEW



DATAREPORTAL

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 AUG 2025. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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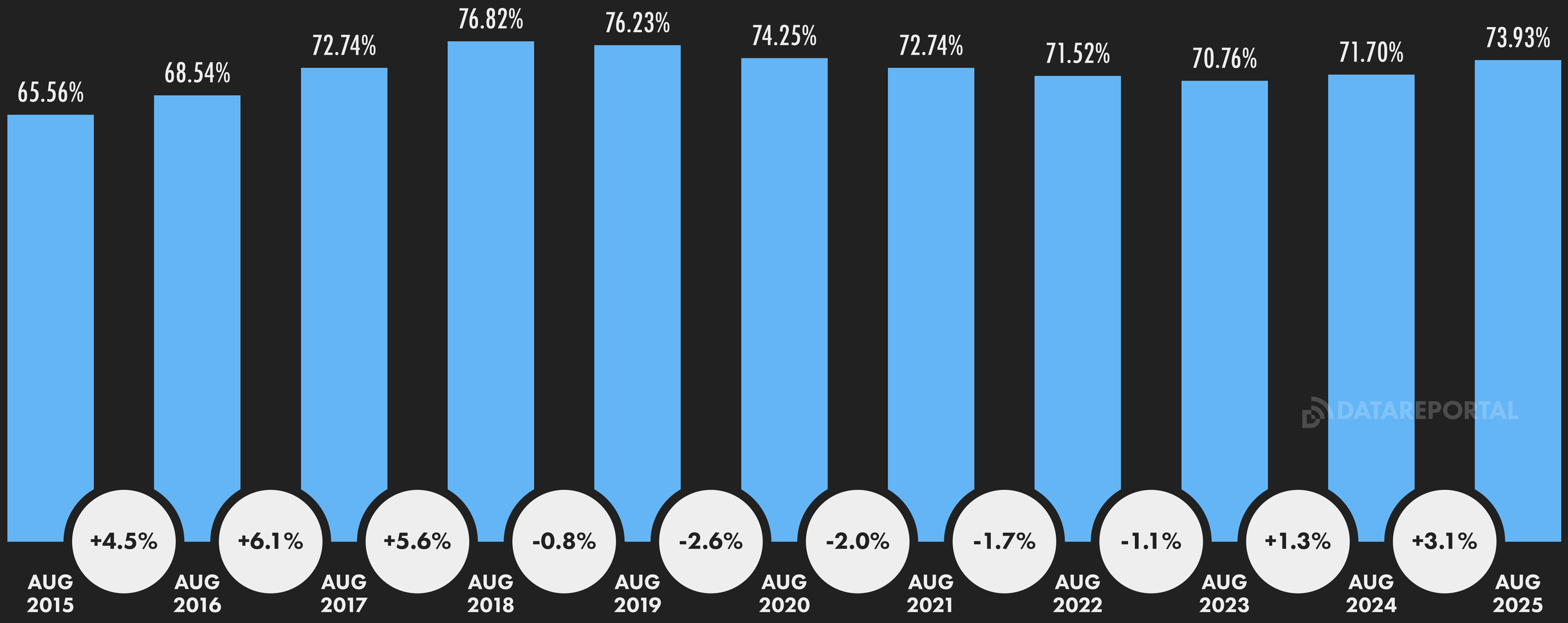
ANDROID'S SHARE OF MOBILE WEB TRAFFIC (YOY)

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

GLOBAL OVERVIEW



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

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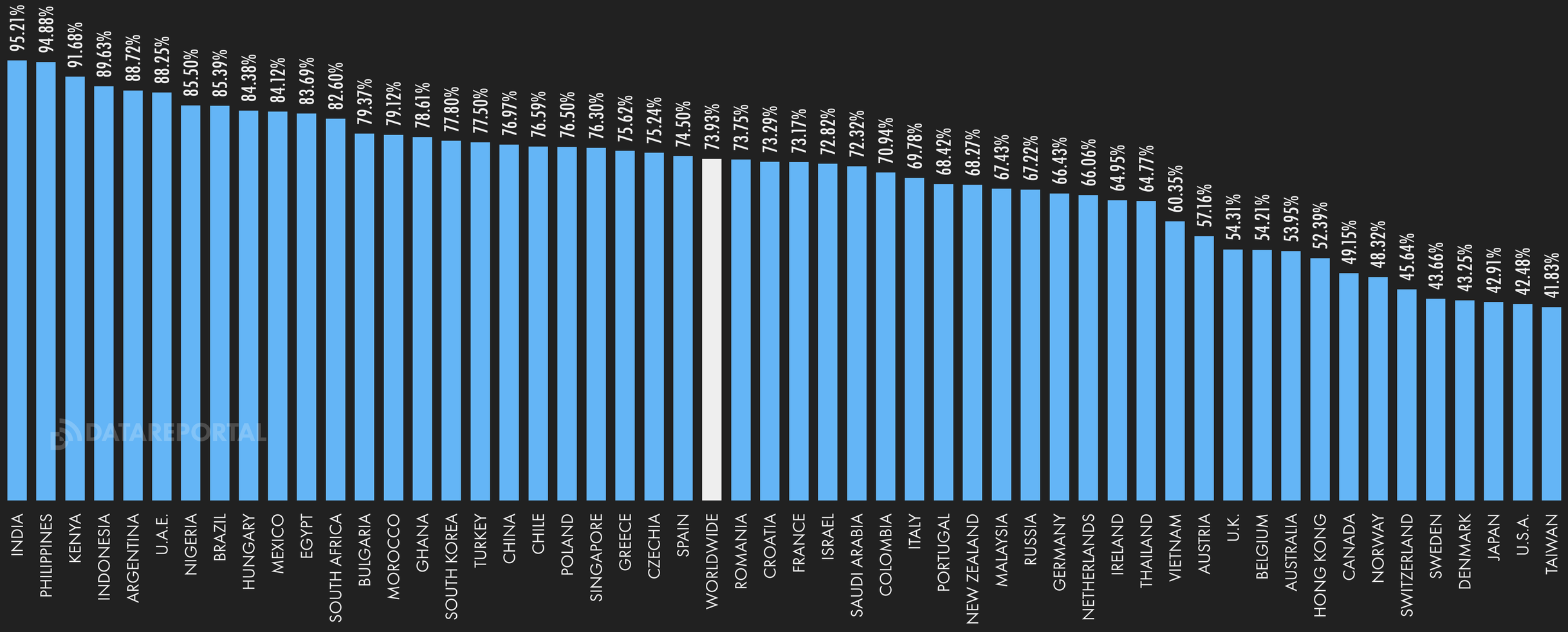
ANDROID'S SHARE OF MOBILE WEB TRAFFIC

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE IN AUG 2025.

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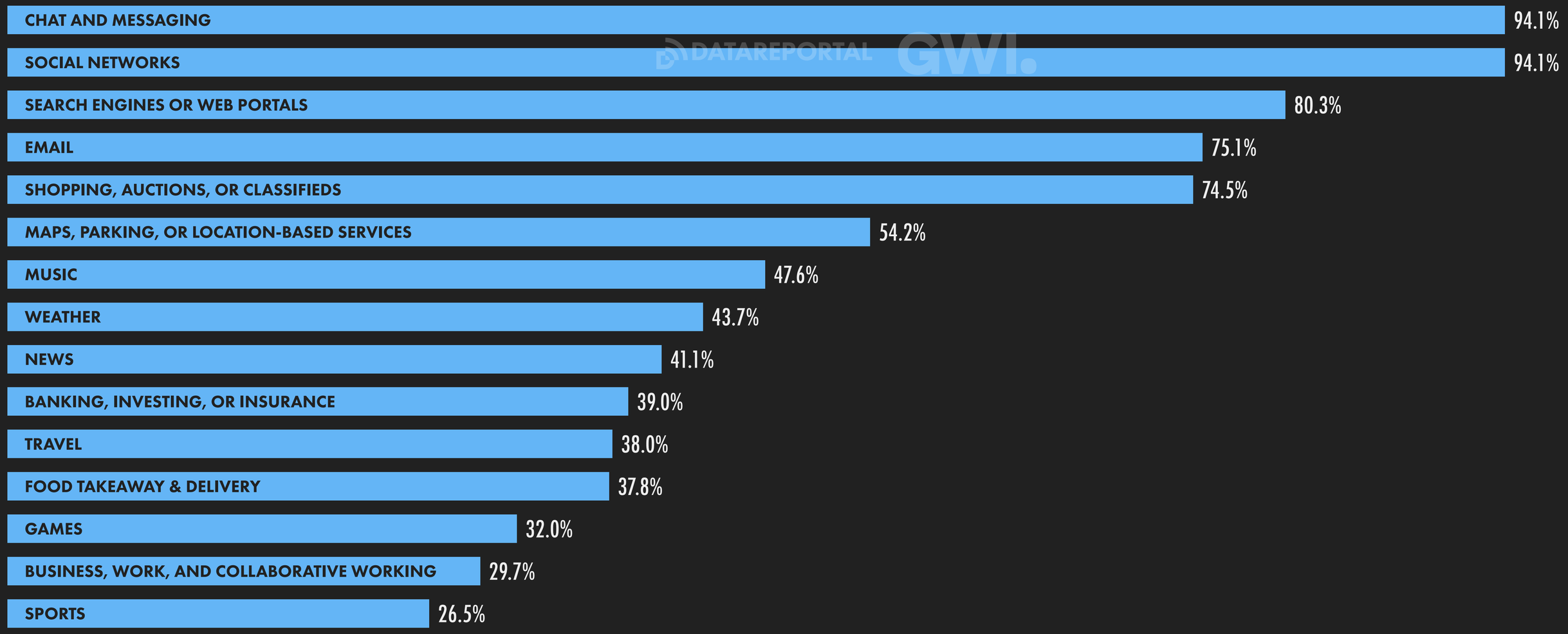
TOP TYPES OF WEBSITES VISITED AND APPS USED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TOP TYPES OF WEBSITES VISITED AND APPS USED

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL NETWORKS	97.4%	SOCIAL NETWORKS	96.3%	SOCIAL NETWORKS	95.2%	CHAT & MESSAGING	94.0%	CHAT & MESSAGING	91.2%	SEARCH ENGINES & PORTALS	85.9%
CHAT & MESSAGING	96.4%	CHAT & MESSAGING	95.6%	CHAT & MESSAGING	95.1%	SOCIAL NETWORKS	93.6%	SOCIAL NETWORKS	89.4%	EMAIL	85.0%
SEARCH ENGINES & PORTALS	81.4%	SEARCH ENGINES & PORTALS	80.8%	SEARCH ENGINES & PORTALS	79.5%	SEARCH ENGINES & PORTALS	79.1%	SEARCH ENGINES & PORTALS	77.8%	CHAT & MESSAGING	78.4%
EMAIL	77.4%	SHOPPING	75.1%	SHOPPING	76.8%	SHOPPING	74.4%	EMAIL	73.0%	SOCIAL NETWORKS	76.4%
SHOPPING	73.7%	EMAIL	74.1%	EMAIL	73.3%	EMAIL	74.3%	SHOPPING	71.2%	SHOPPING	73.9%
MUSIC	56.0%	MAPS, PARKING & LOCATION	55.0%	MAPS, PARKING & LOCATION	53.4%	MAPS, PARKING & LOCATION	53.9%	MAPS, PARKING & LOCATION	52.0%	WEATHER	68.2%
MAPS, PARKING & LOCATION	55.5%	MUSIC	52.2%	MUSIC	46.8%	NEWS	47.7%	WEATHER	51.6%	MAPS, PARKING & LOCATION	55.4%
GAMES	43.2%	FOOD TAKEAWAY & DELIVERY	44.3%	WEATHER	42.7%	WEATHER	47.4%	NEWS	50.6%	NEWS	55.4%
FOOD TAKEAWAY & DELIVERY	40.1%	BANKING & FINANCE	40.6%	NEWS	42.6%	MUSIC	43.8%	MUSIC	38.9%	BANKING & FINANCE	43.4%
BANKING & FINANCE	37.1%	TRAVEL	40.6%	FOOD TAKEAWAY & DELIVERY	42.0%	BANKING & FINANCE	38.7%	BANKING & FINANCE	38.4%	TRAVEL	32.8%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	83.3 B	3.22 B	10M 10S	8.78
02	YOUTUBE.COM	29.9 B	1.76 B	20M 08S	12.84
03	FACEBOOK.COM	11.9 B	1.03 B	10M 11S	12.6
04	INSTAGRAM.COM	6.55 B	1.03 B	8M 28S	12.93
05	CHATGPT.COM	5.65 B	447 M	6M 59S	4.13
06	X.COM	4.42 B	427 M	12M 49S	13.01
07	REDDIT.COM	3.95 B	729 M	5M 57S	4.81
08	WHATSAPP.COM	3.84 B	564 M	9M 57S	3.63
09	BING.COM	3.67 B	201 M	7M 40S	6.27
10	WIKIPEDIA.ORG	3.61 B	829 M	3M 14S	3.27

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.CO.JP	3.15 B	138 M	8M 46S	7.43
12	YAHOO.COM	3.08 B	387 M	6M 46S	5.25
13	YANDEX.RU	2.87 B	178 M	8M 18S	8.49
14	TIKTOK.COM	2.80 B	886 M	4M 25S	7.44
15	AMAZON.COM	2.71 B	516 M	6M 10S	9.58
16	BAIDU.COM	2.13 B	129 M	5M 18S	8.55
17	BET.BR	2.10 B	175 M	13M 01S	14.16
18	LINKEDIN.COM	1.81 B	334 M	7M 50S	8.44
19	PORNHUB.COM	1.69 B	275 M	7M 25S	7.47
20	TEMU.COM	1.63 B	435 M	3M 56S	4.08

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

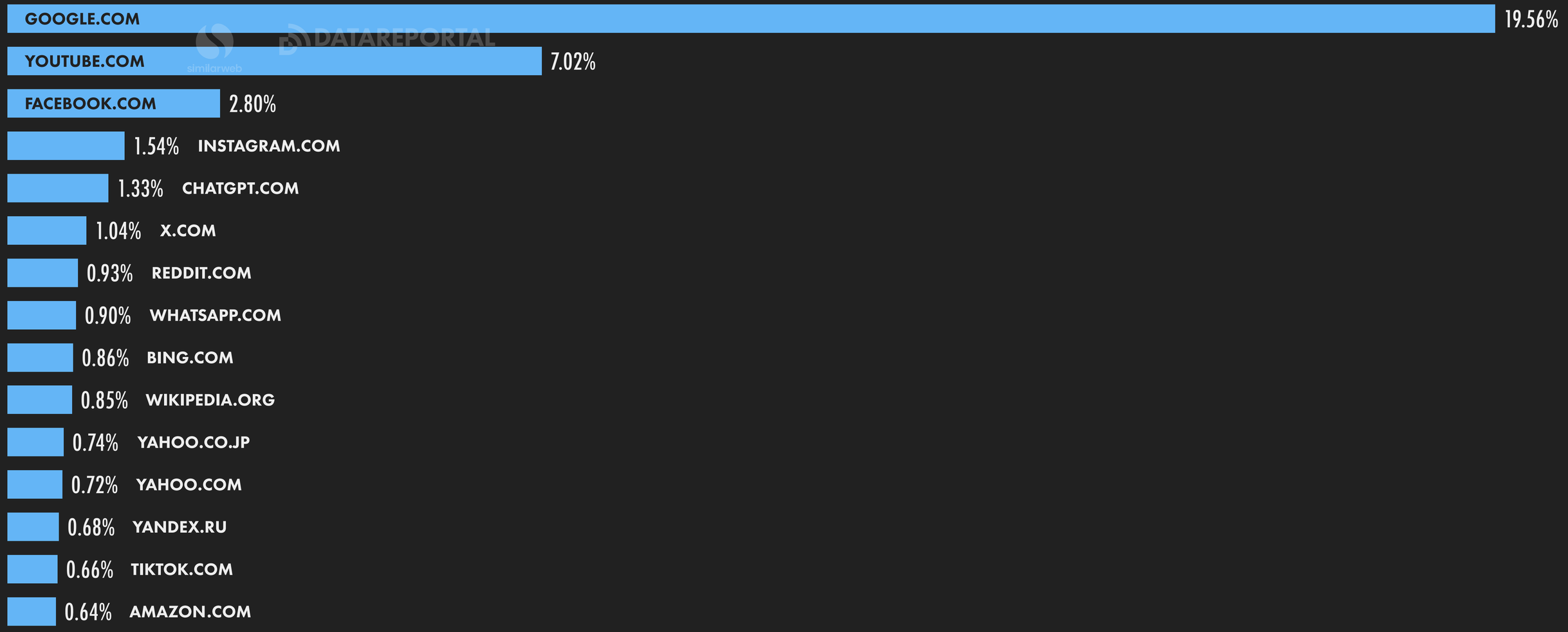
OCT 2025

SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS

GLOBAL OVERVIEW

similarweb DATAREPORTAL



SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** VALUES COMPARE THE TOTAL VISITS TO EACH DOMAIN WITH THE TOTAL VISITS ACROSS ALL OF THE WORLD'S TOP 10,000 MOST VISITED WEB DOMAINS BETWEEN 01 JUNE AND 31 AUGUST 2025. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

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OCT 2025

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2025

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	98.2 B	5.66 B	12M 56S	5.31
02	YOUTUBE.COM	48.1 B	2.98 B	24M 01S	8.83
03	FACEBOOK.COM	9.68 B	1.64 B	16M 17S	7.01
04	INSTAGRAM.COM	5.55 B	1.28 B	13M 15S	8.60
05	CHATGPT.COM	5.38 B	709 M	14M 02S	4.03
06	REDDIT.COM	4.88 B	1.05 B	12M 46S	3.40
07	WIKIPEDIA.ORG	4.67 B	1.14 B	9M 16S	3.14
08	PORNHUB.COM	4.01 B	858 M	10M 10S	7.56
09	YAHOO.COM	3.94 B	876 M	10M 05S	3.50
10	X.COM	3.77 B	807 M	16M 18S	8.04

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XVIDEOS.COM	2.75 B	603 M	12M 18S	9.05
12	WHATSAPP.COM	2.68 B	467 M	36M 51S	5.55
13	AMAZON.COM	2.67 B	588 M	11M 58S	6.97
14	BING.COM	2.36 B	344 M	11M 16S	4.55
15	DUCKDUCKGO.COM	2.16 B	159 M	13M 04S	2.71
16	TEMU.COM	2.08 B	526 M	9M 13S	2.91
17	TIKTOK.COM	2.00 B	750 M	11M 28S	7.17
18	YAHOO.CO.JP	1.97 B	151 M	12M 10S	6.02
19	YANDEX.RU	1.77 B	198 M	11M 21S	4.46
20	WEATHER.COM	1.68 B	550 M	2M 58S	1.49

SEMRUSH

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN AUGUST 2025. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

OCT 2025

MOST VIEWED WIKIPEDIA PAGES

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF COMBINED PAGE VIEWS ACROSS ALL LANGUAGES BETWEEN 01 JULY 2024 AND 30 JUNE 2025

GLOBAL OVERVIEW

#	PAGE	VIEWS: ALL LANGUAGES	VIEWS: ENGLISH
01	DONALD TRUMP	68,820,000	36,230,000
02	ELON MUSK	58,050,000	29,790,000
03	CHATGPT	51,670,000	27,870,000
04	2024 U.S. PRESIDENTIAL ELECTION	47,680,000	30,660,000
05	KAMALA HARRIS	46,060,000	29,690,000
06	YOUTUBE	44,090,000	21,060,000
07	POPE FRANCIS	40,180,000	16,150,000
08	UNITED STATES	37,690,000	16,350,000
09	CRISTIANO RONALDO	37,000,000	13,980,000
10	DEATHS IN 2024	36,000,000	26,590,000

#	PAGE	VIEWS: ALL LANGUAGES	VIEWS: ENGLISH
11	DEATHS IN 2025	31,440,000	23,660,000
12	POPE LEO XIV	29,020,000	14,410,000
13	WORLD WAR II	28,360,000	12,760,000
14	DEADPOOL & WOLVERINE	28,220,000	21,170,000
15	LAMINE YAMAL	26,970,000	10,170,000
16	LYLE AND ERIK MENENDEZ	26,180,000	12,720,000
17	2024 SUMMER OLYMPICS	25,570,000	13,130,000
18	JD VANCE	25,530,000	17,940,000
19	LIST OF PRESIDENTS OF THE U.S.A.	24,310,000	10,160,000
20	LIONEL MESSI	22,640,000	8,780,000

SOURCE: WMCLOUD. **NOTES:** VIEWS REPRESENT TOTAL (CUMULATIVE) PAGE VIEWS BETWEEN 01 JULY 2024 AND 30 JUNE 2025. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. IN LINE WITH GUIDANCE FROM THE WIKIMEDIA FOUNDATION, THIS RANKING EXCLUDES PAGES WITH SIGNIFICANT TRAFFIC IRREGULARITIES AND HIGH VOLUMES OF SUSPECTED AUTOMATED ACTIVITY (E.G. WHERE MOBILE PAGE VIEWS ACCOUNT FOR LESS THAN 10% OR MORE THAN 95% OF TOTAL PAGE VIEWS). PAGES NAMES REPRESENT THE ENGLISH-LANGUAGE VERSION, BUT VALUES FOR "ALL LANGUAGES" INCLUDE VIEWS FOR EQUIVALENT PAGES IN OTHER LANGUAGES THAT MAY HAVE DIFFERENT TITLES. SOME PAGE NAMES HAVE BEEN ABBREVIATED TO FIT AVAILABLE SPACE.

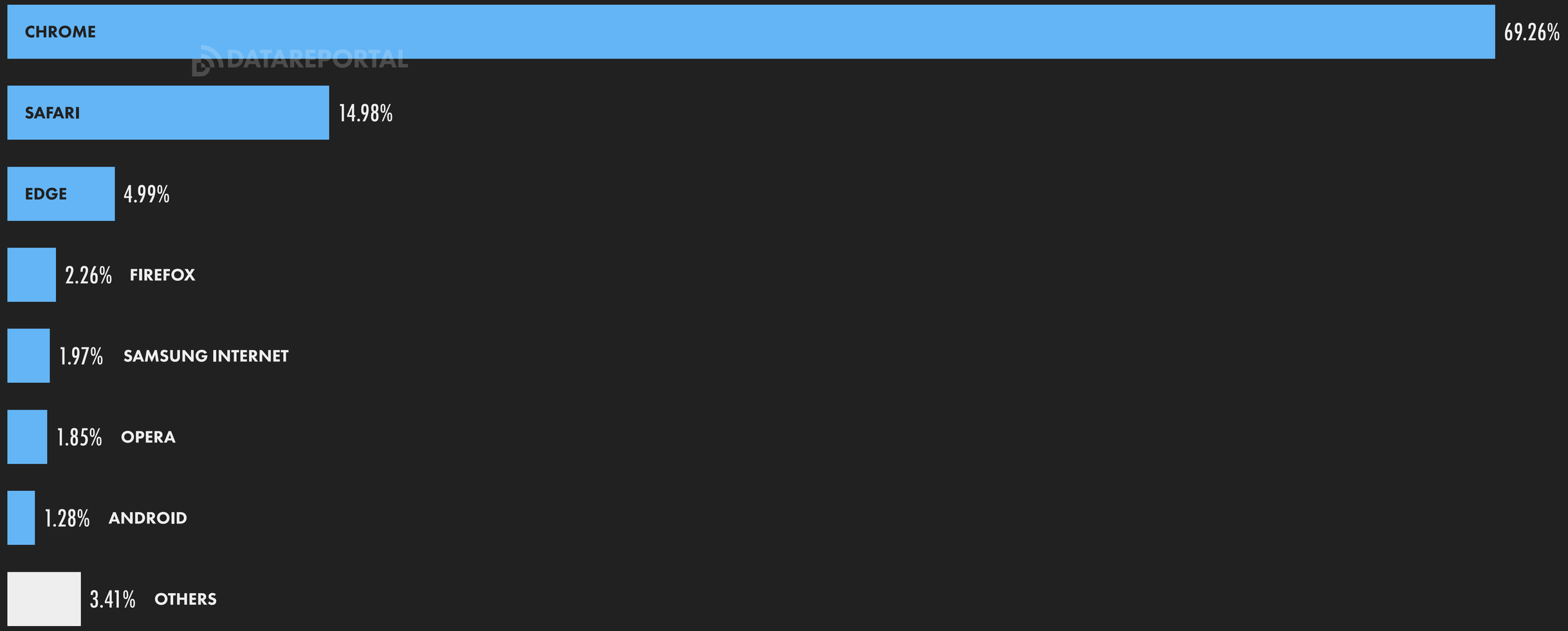
ONLINE NAVIGATION

OCT 2025

SHARE OF WEB TRAFFIC BY BROWSER

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN AUG 2025. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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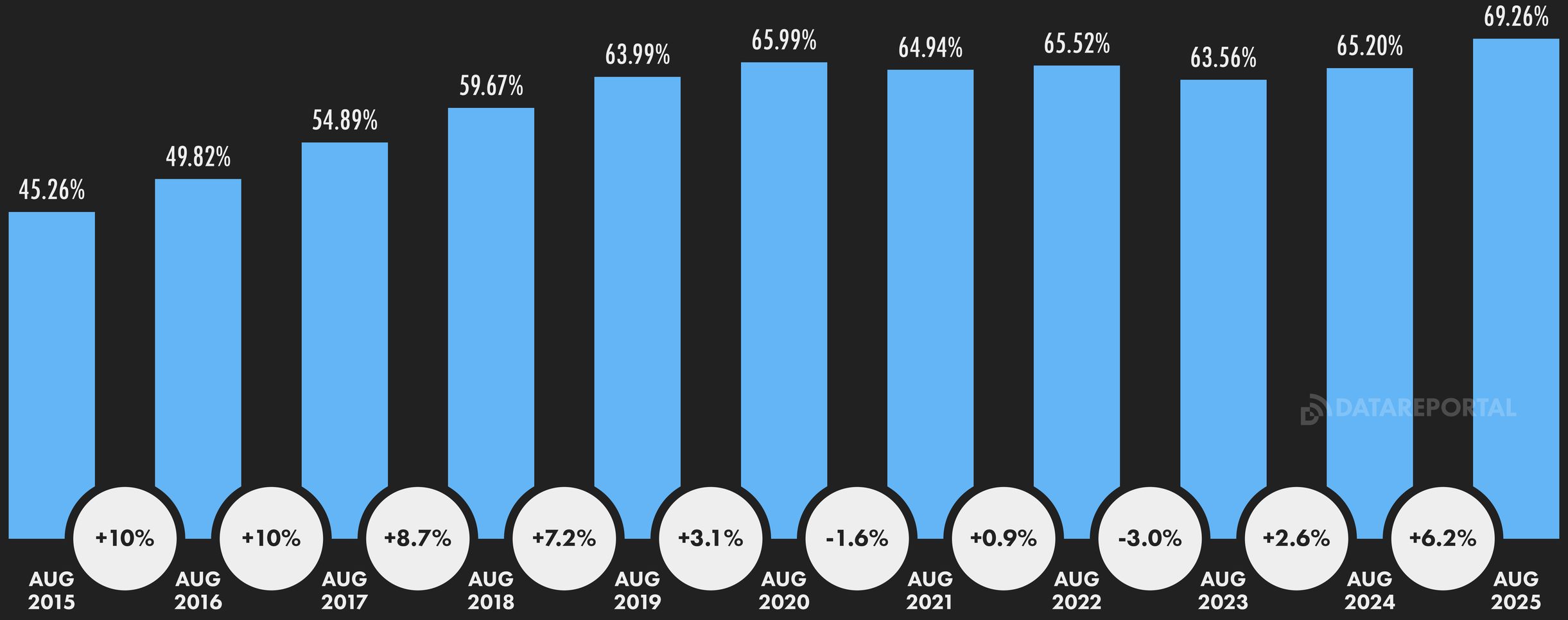
OCT 2025

GOOGLE CHROME'S SHARE OF WEB TRAFFIC (YOY)

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

GLOBAL OVERVIEW



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

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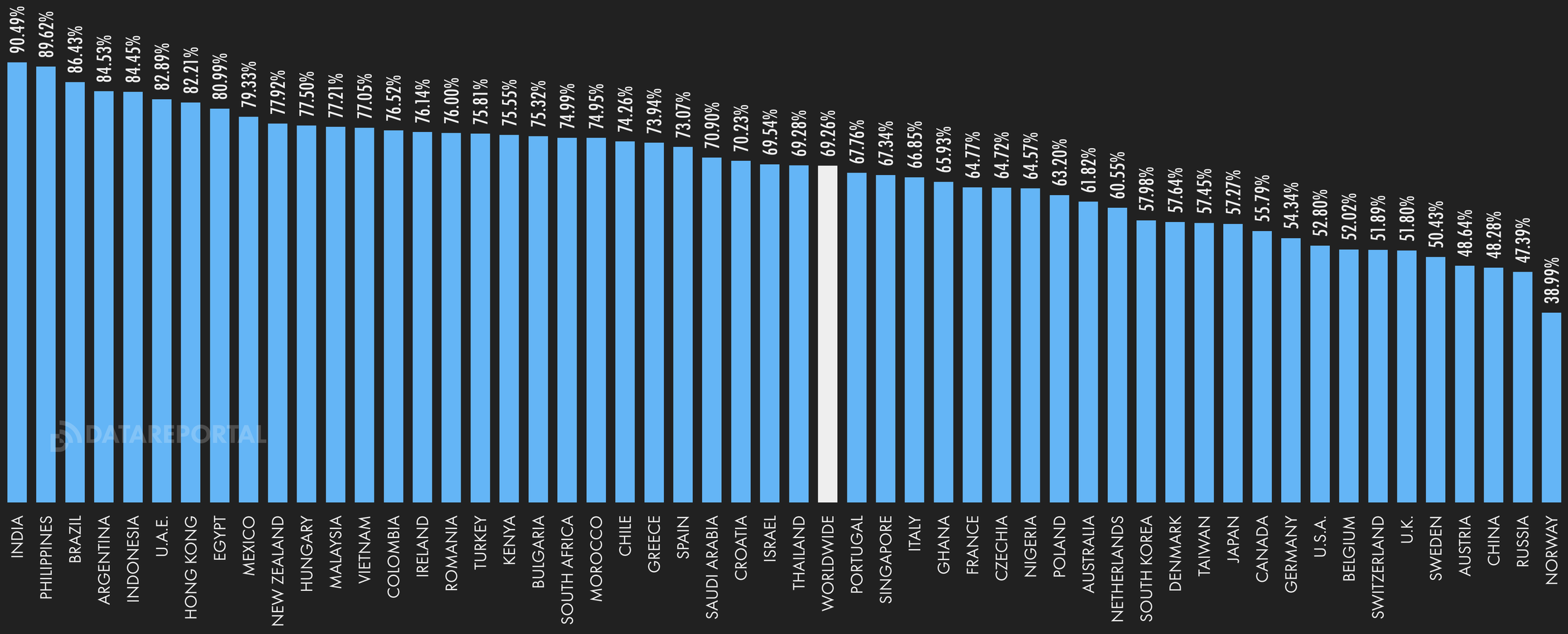
OCT 2025

GOOGLE CHROME'S SHARE OF WEB TRAFFIC

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN AUG 2025.

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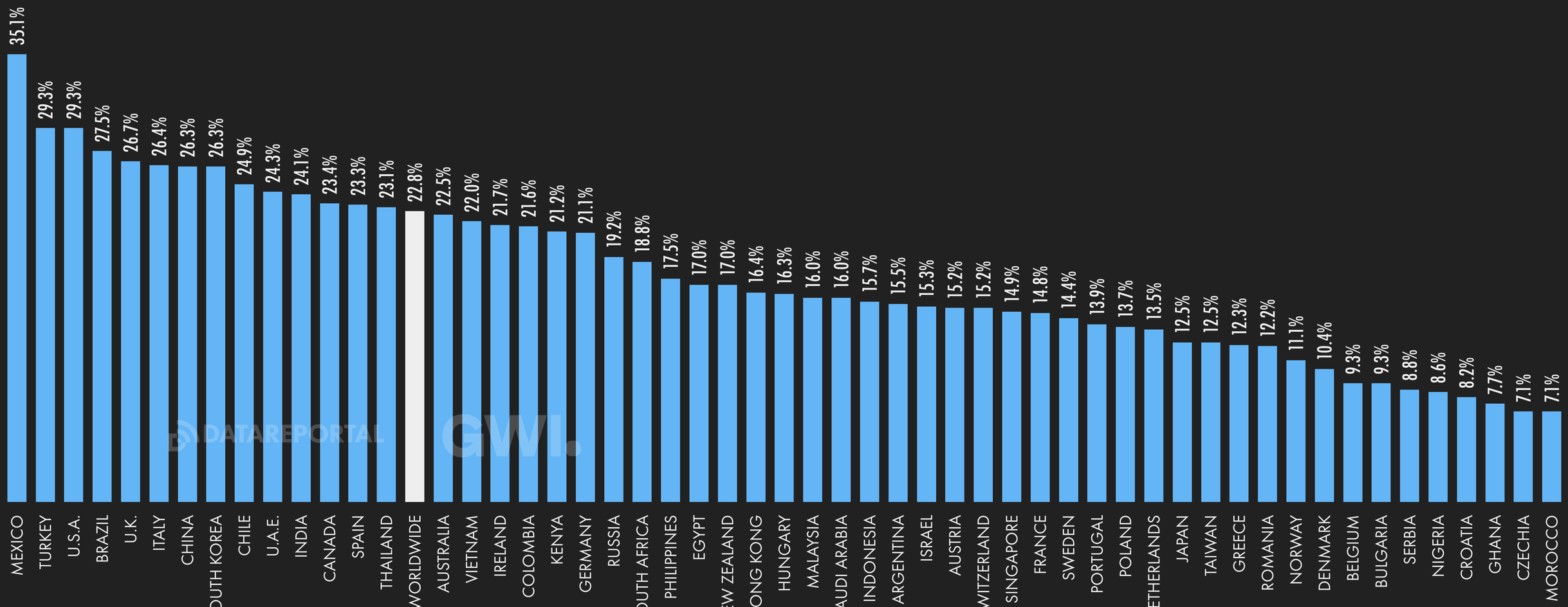
OCT 2025

USE OF VOICE ASSISTANTS

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

NOTE: THE SURVEY QUESTION THAT INFORMS THIS CHART CHANGED IN Q1 2025, SO VALUES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THIS CHART CHANGED IN Q1 2025, SO VALUES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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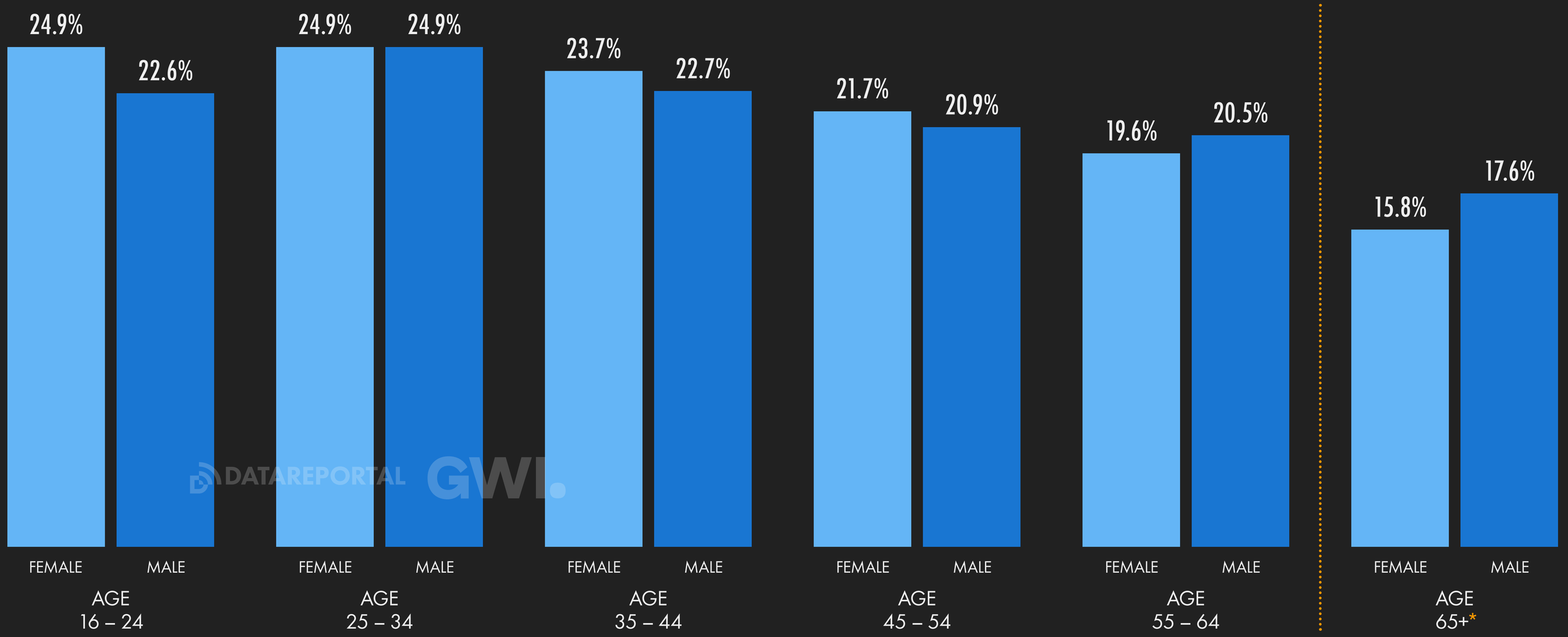
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THIS CHART CHANGED IN Q1 2025, SO VALUES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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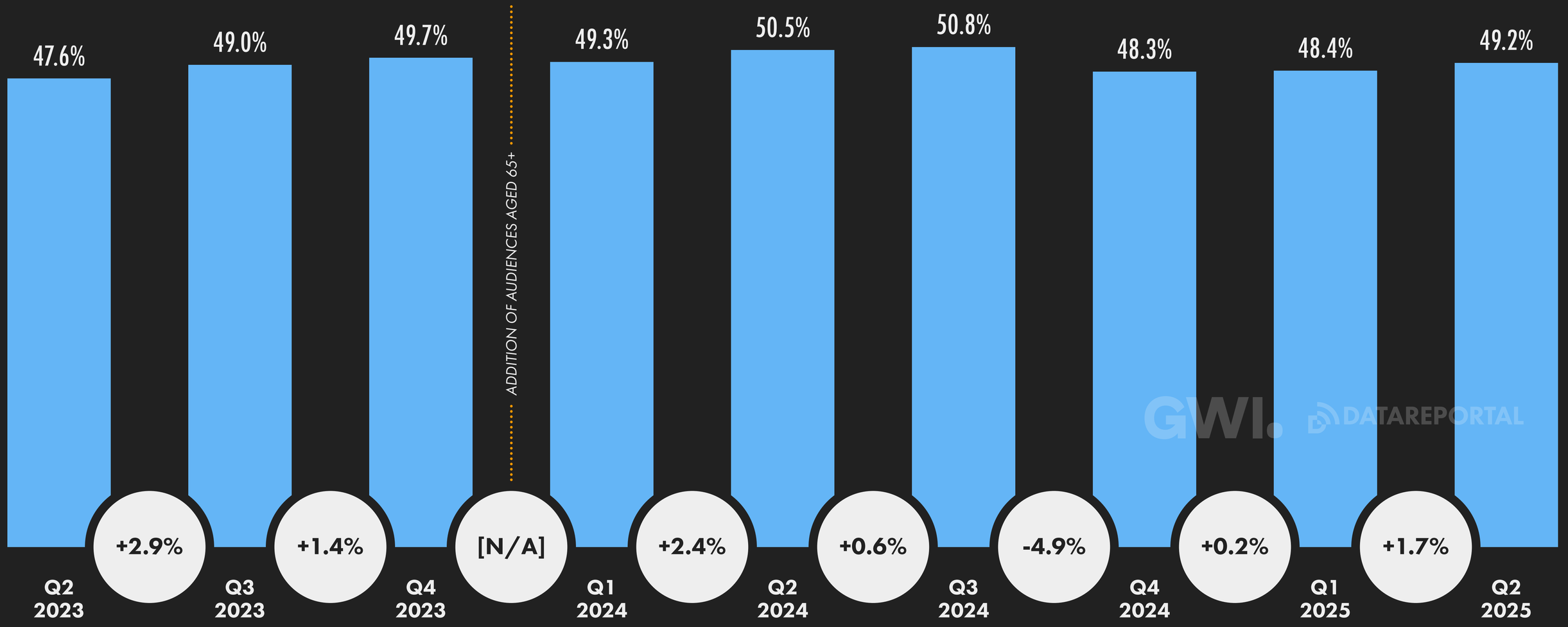
OCT 2025

USE OF QR CODES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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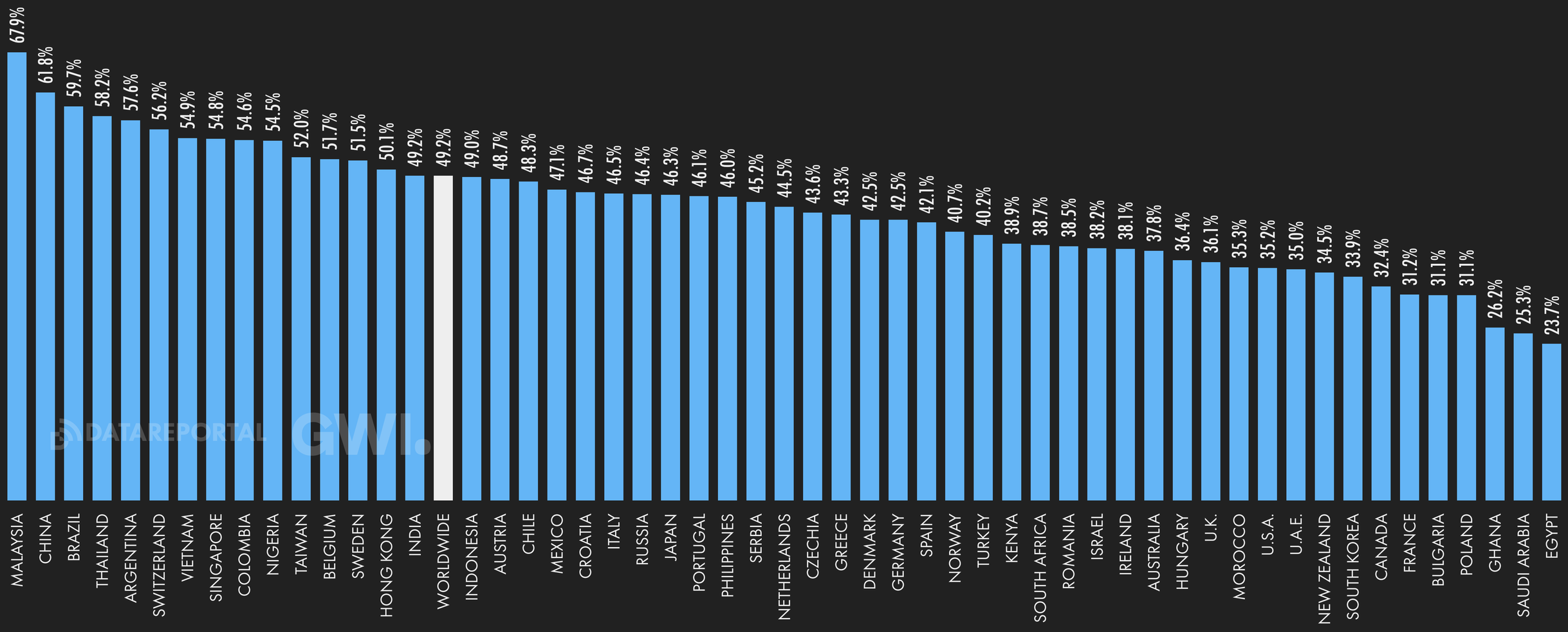
OCT 2025

USE OF QR CODES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

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OCT 2025

USE OF QR CODES

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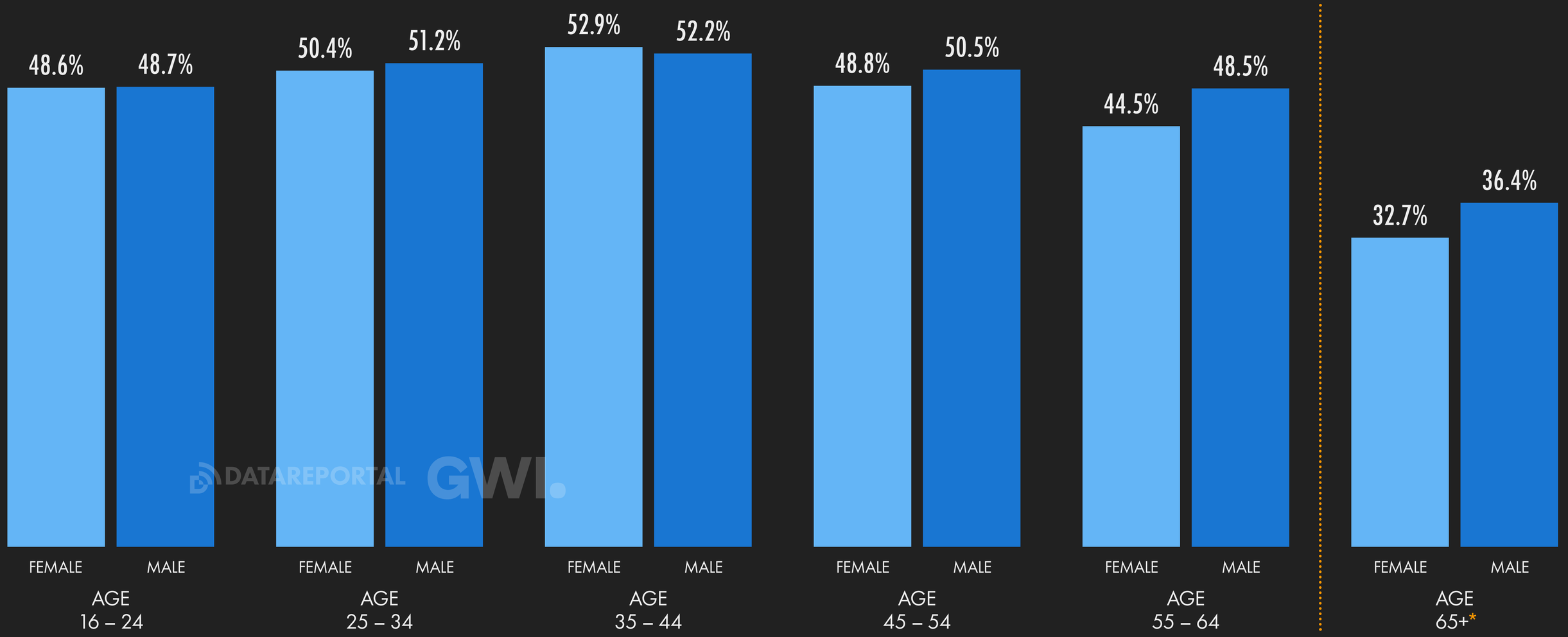
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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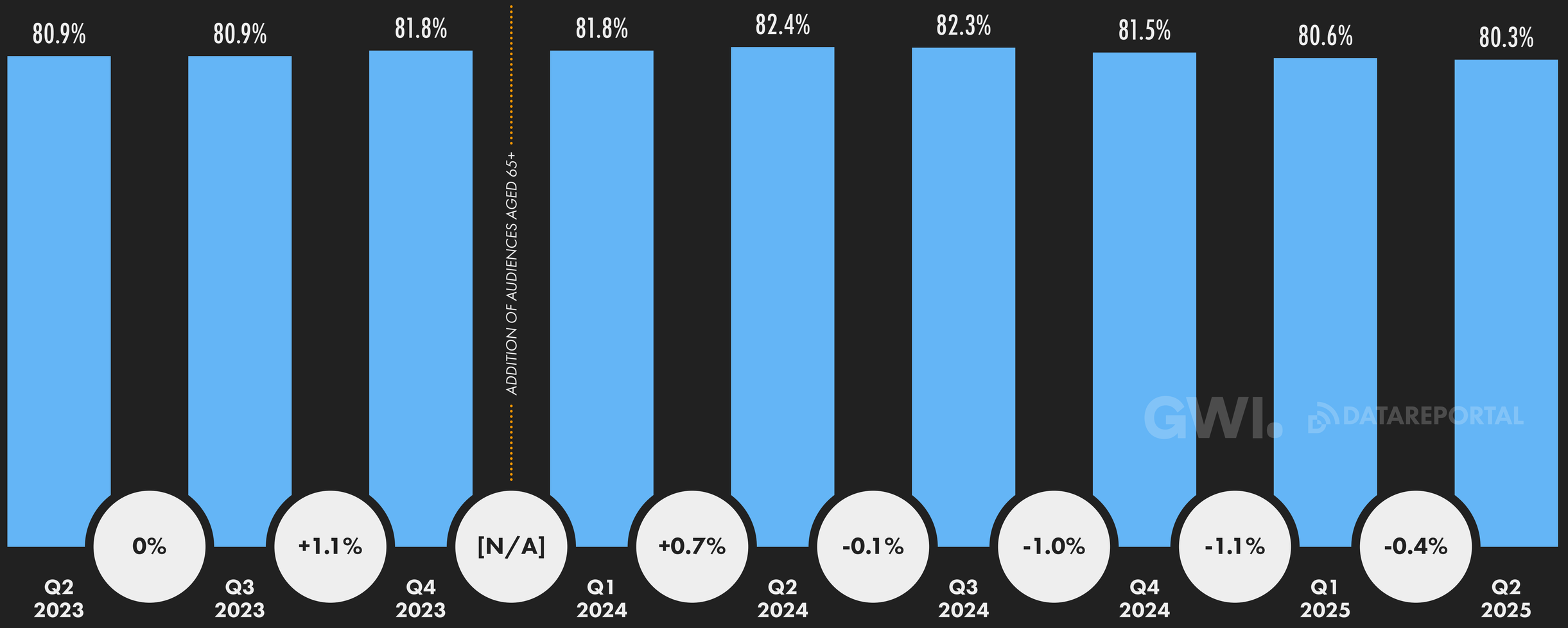
ONLINE SEARCH

OCT 2025

USE OF SEARCH ENGINES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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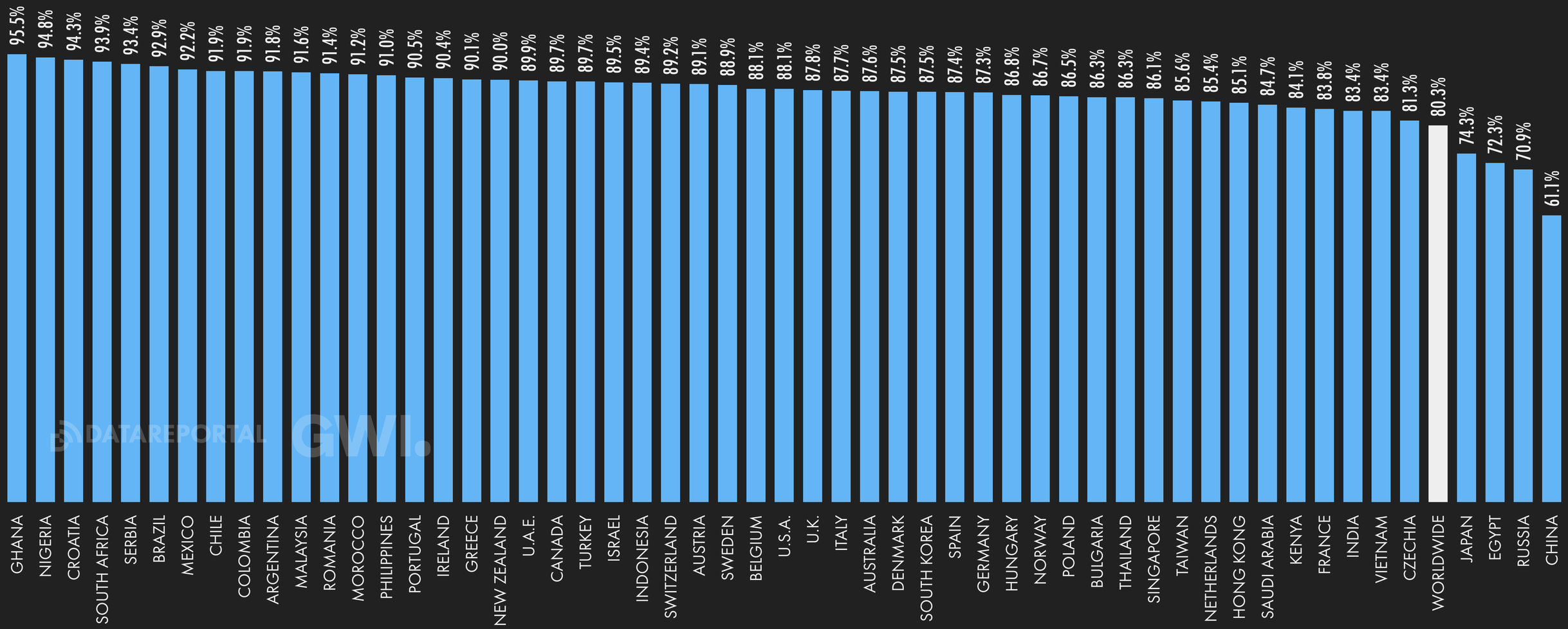
OCT 2025

USE OF SEARCH ENGINES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

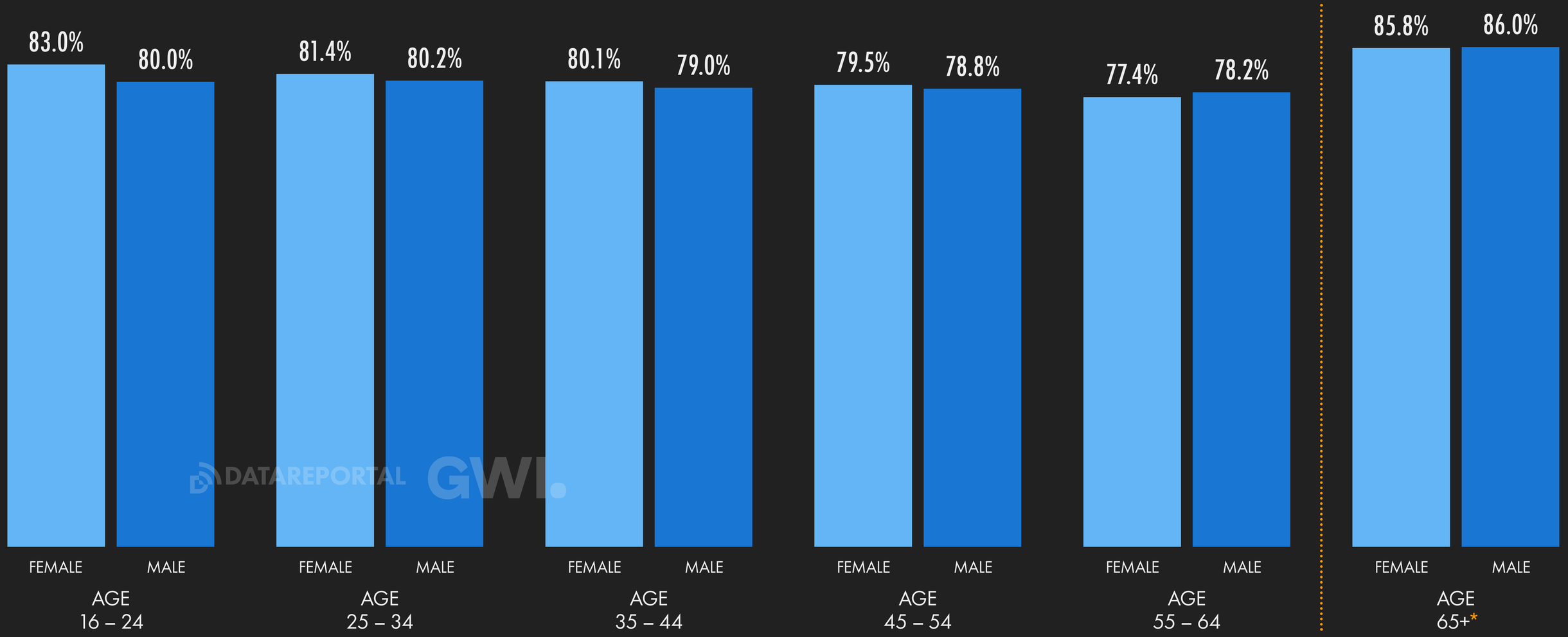
we are social Meltwater

OCT 2025

USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO USE SEARCH ENGINES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

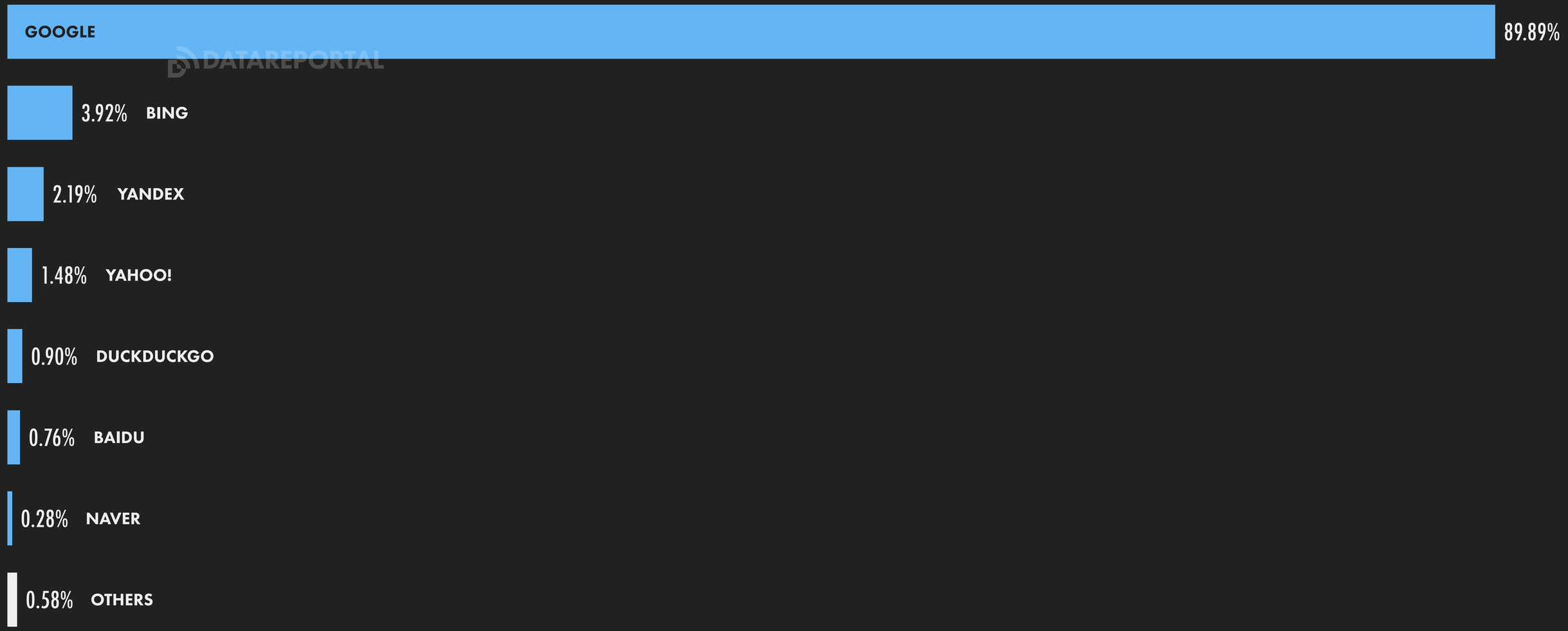
we are social Meltwater

OCT 2025

SHARE OF SEARCH ENGINE REFERRALS

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

GLOBAL OVERVIEW



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 AUG 2025. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

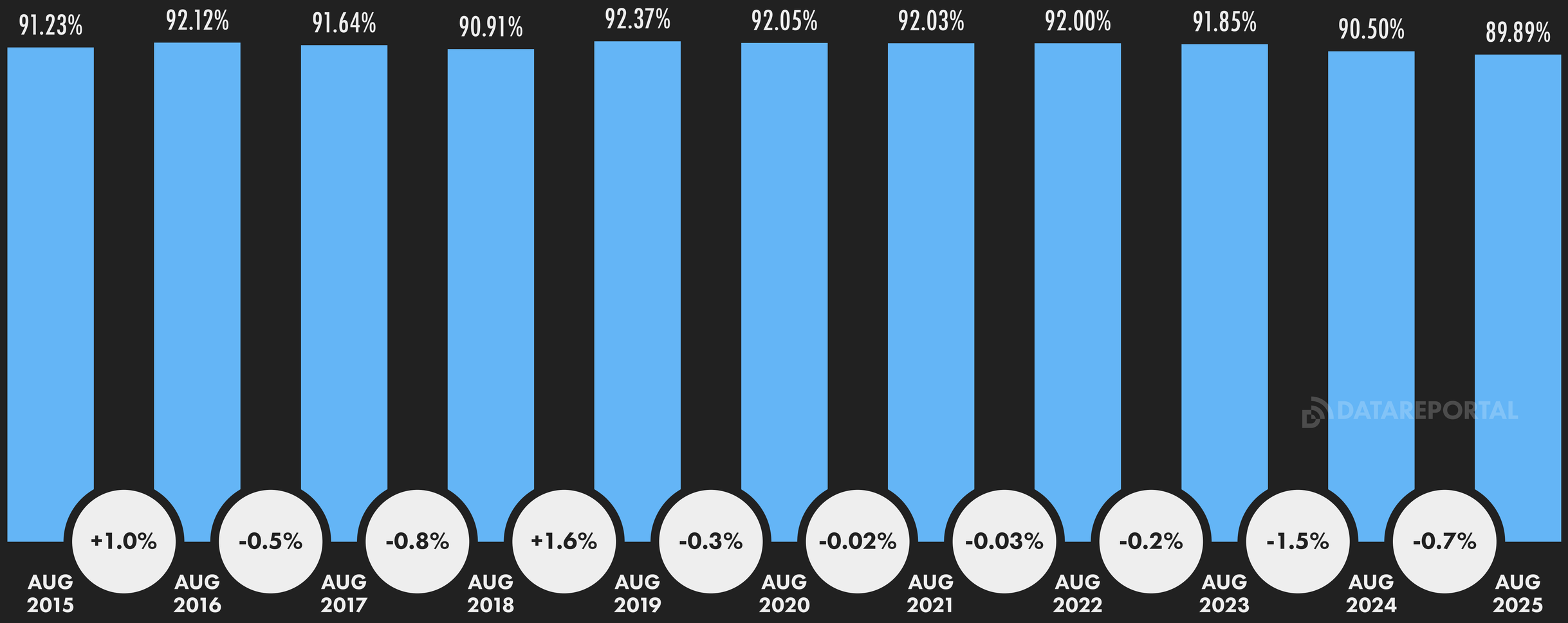
we are social Meltwater

OCT 2025

GOOGLE'S SHARE OF SEARCH REFERRALS (YOY)

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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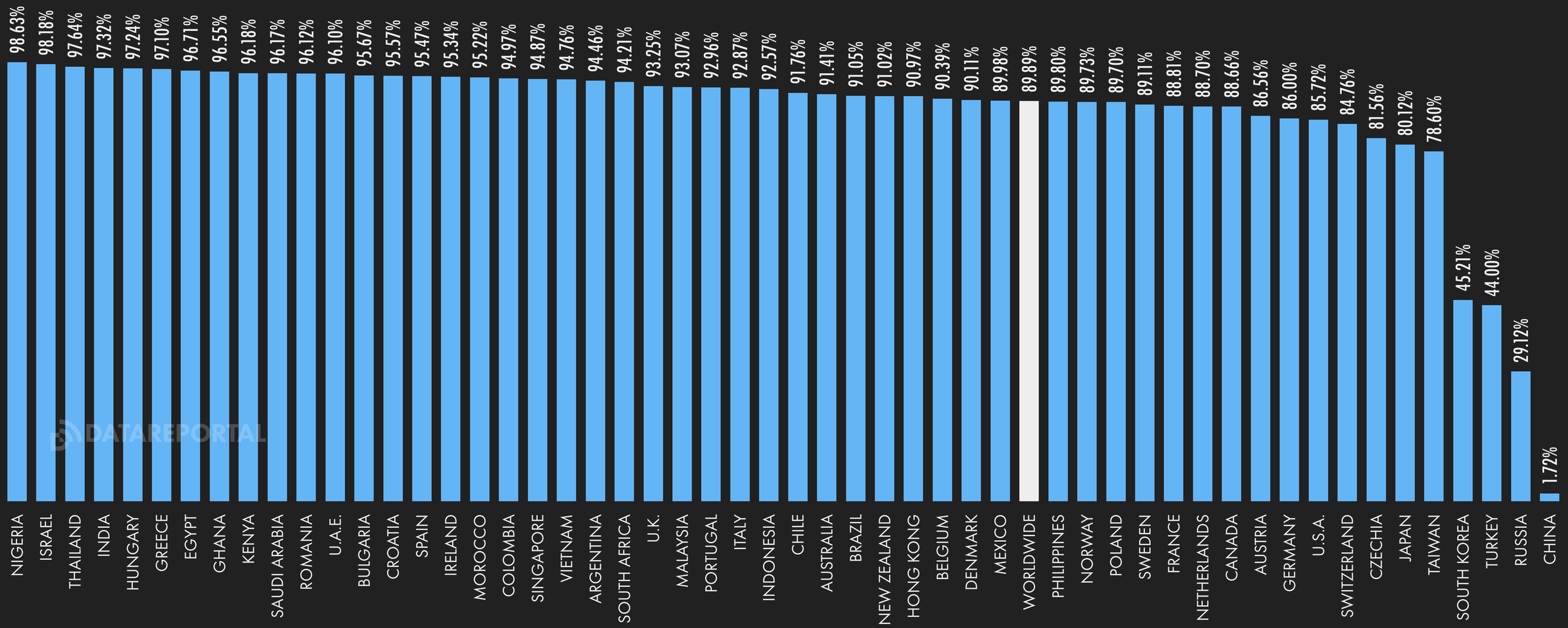
Meltwater

OCT 2025

GOOGLE'S SHARE OF SEARCH REFERRALS

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

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN AUG 2025.

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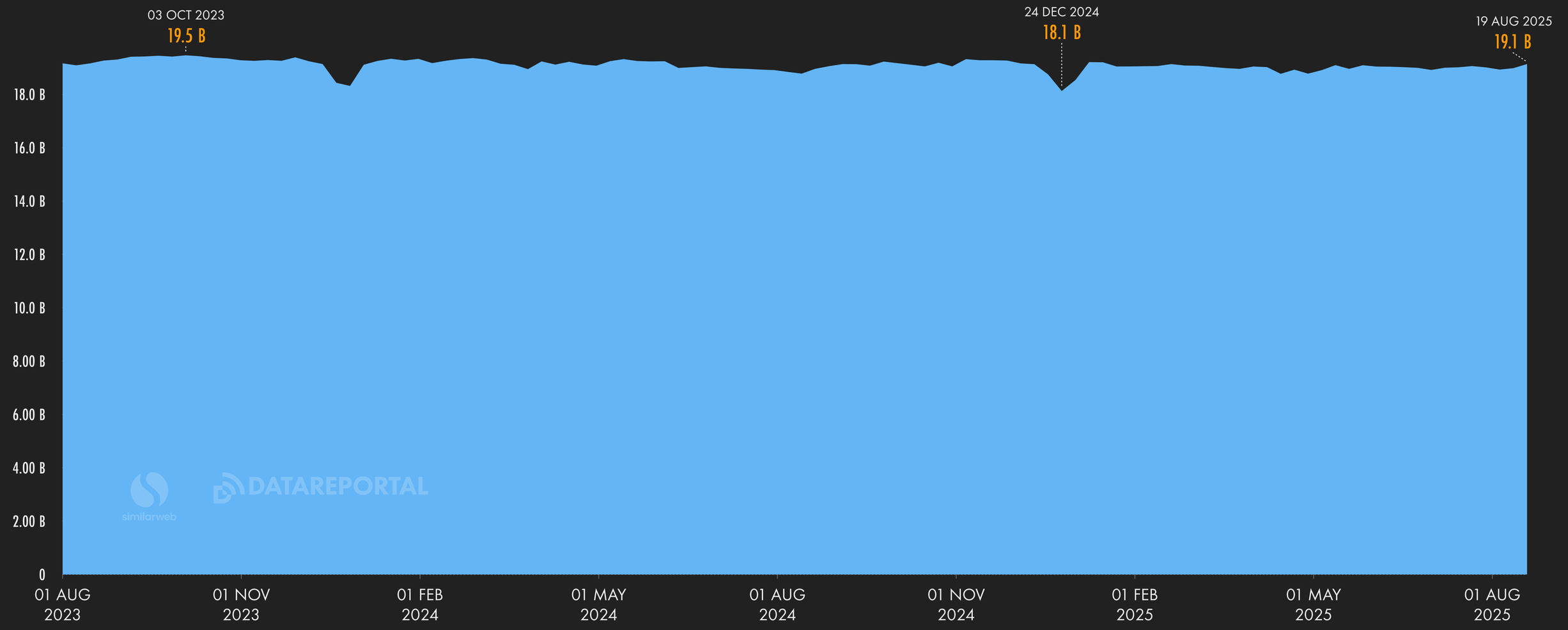
OCT 2025

WEEKLY TRAFFIC TO GOOGLE.COM

TOTAL WEEKLY GLOBAL VISITS TO GOOGLE.COM

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT TOTAL GLOBAL WEEKLY VISITS TO GOOGLE.COM. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS. DATES THAT APPEAR ABOVE INDIVIDUAL VALUES ARE THE "WEEK COMMENCING" DATE.

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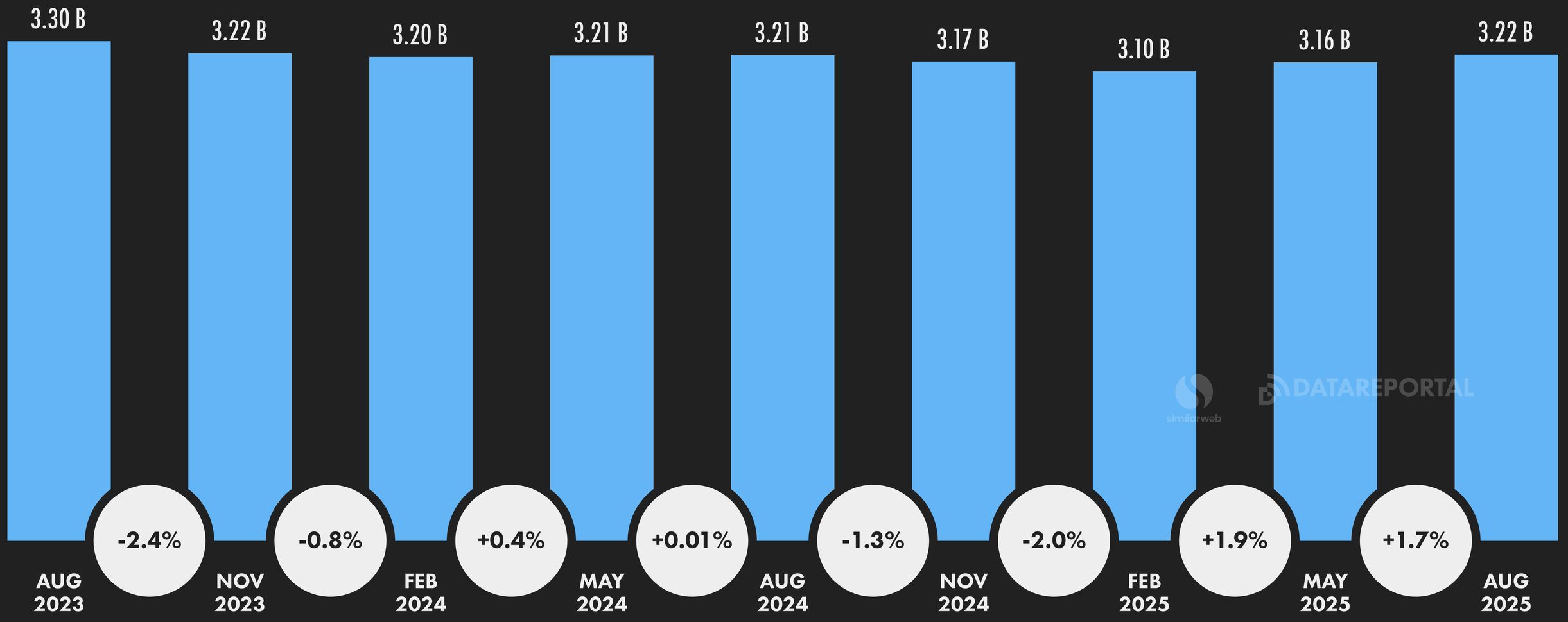
OCT 2025

UNIQUE VISITORS TO GOOGLE.COM

THREE-MONTH AVERAGE OF UNIQUE MONTHLY GLOBAL VISITORS TO GOOGLE.COM

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF UNIQUE MONTHLY VISITORS TO GOOGLE.COM FOR THE THREE-MONTH PERIOD ENDING IN THE MONTH STATED BELOW THE RESPECTIVE BAR. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS. **ADVISORY:** "UNIQUE MONTHLY VISITORS" REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING THE SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, BECAUSE SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS TO ACCESS THE SAME DOMAIN.

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OCT 2025

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	YOUTUBE	93
03	YOU	86
04	WEATHER	57
05	WHATSAPP	54
06	FACEBOOK	44
07	TRANSLATE	42
08	WHATSAPP WEB	37
09	AMAZON	36
10	NEWS	34

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	INSTAGRAM	34
12	GMAIL	29
13	CHATGPT	27
14	CLIMA	26
15	MAPS	21
16	TIEMPO	18
17	MAP	18
18	ПОГОДА	18
19	GPT	18
20	SAMSUNG	16

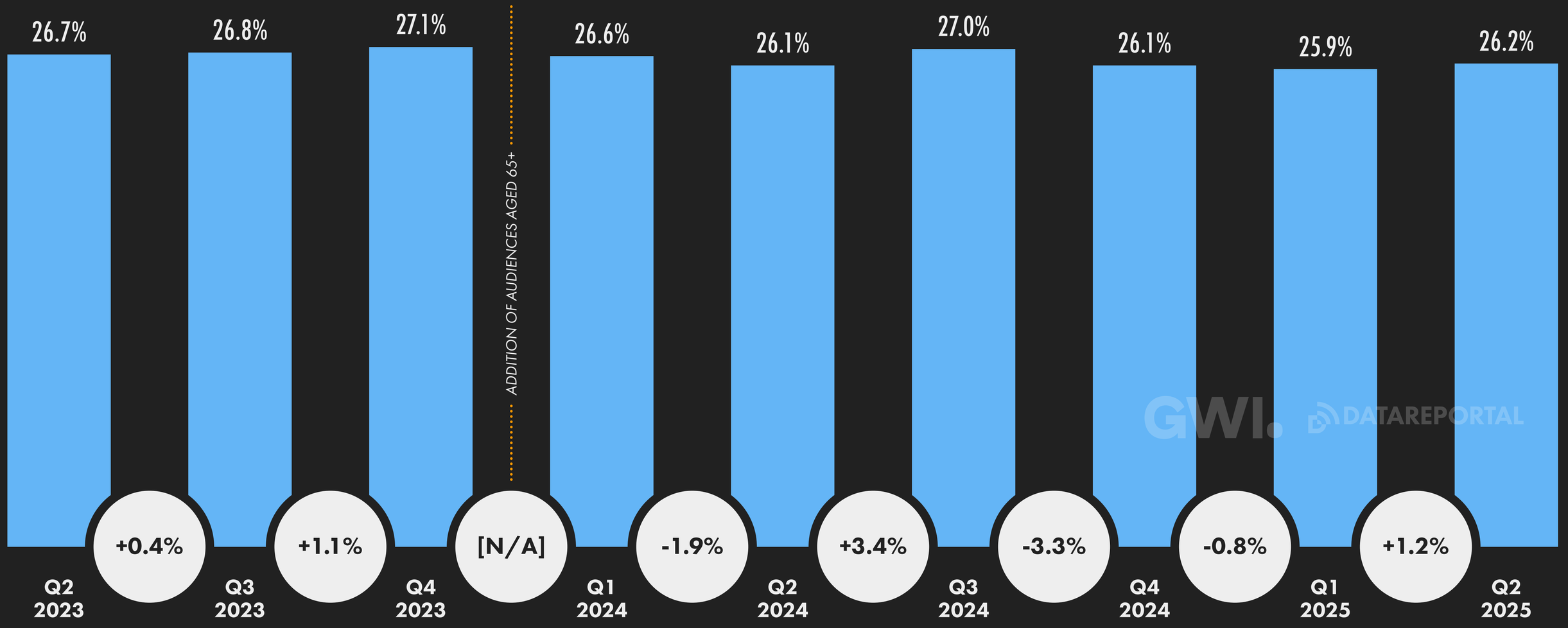
SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

OCT 2025

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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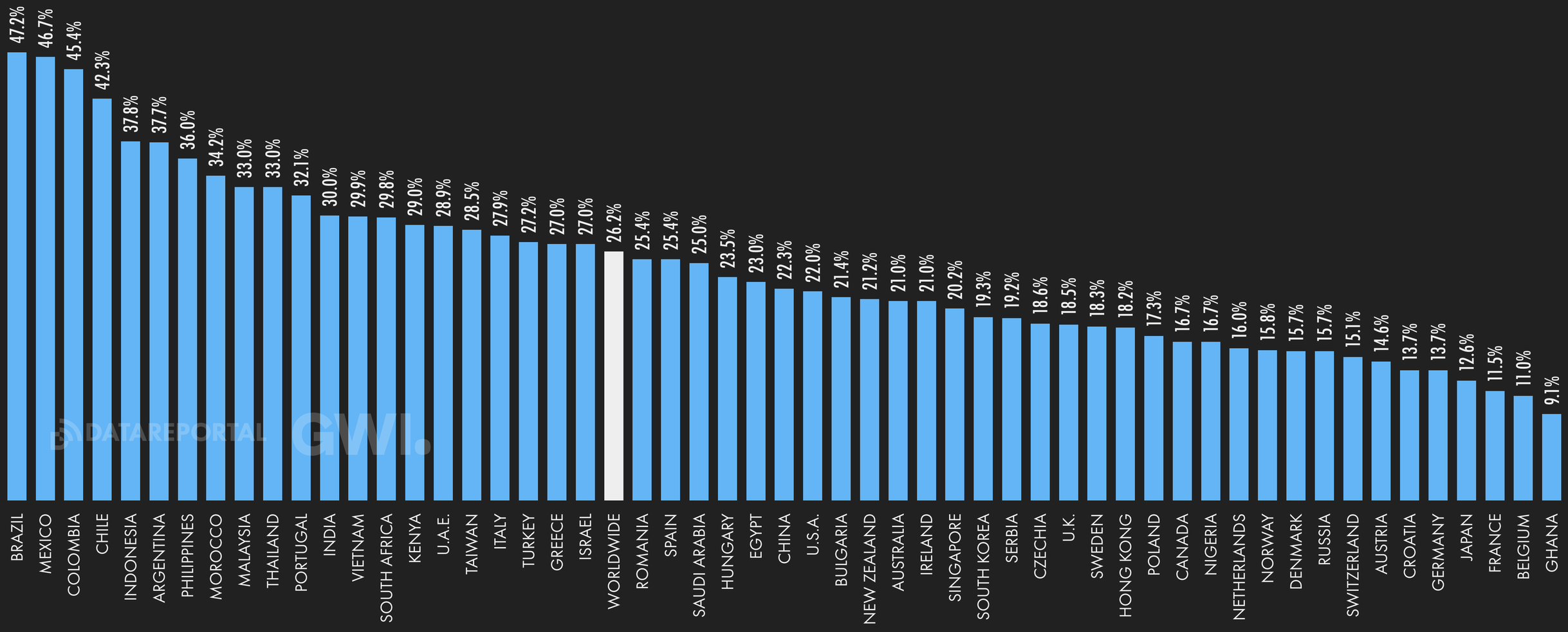

DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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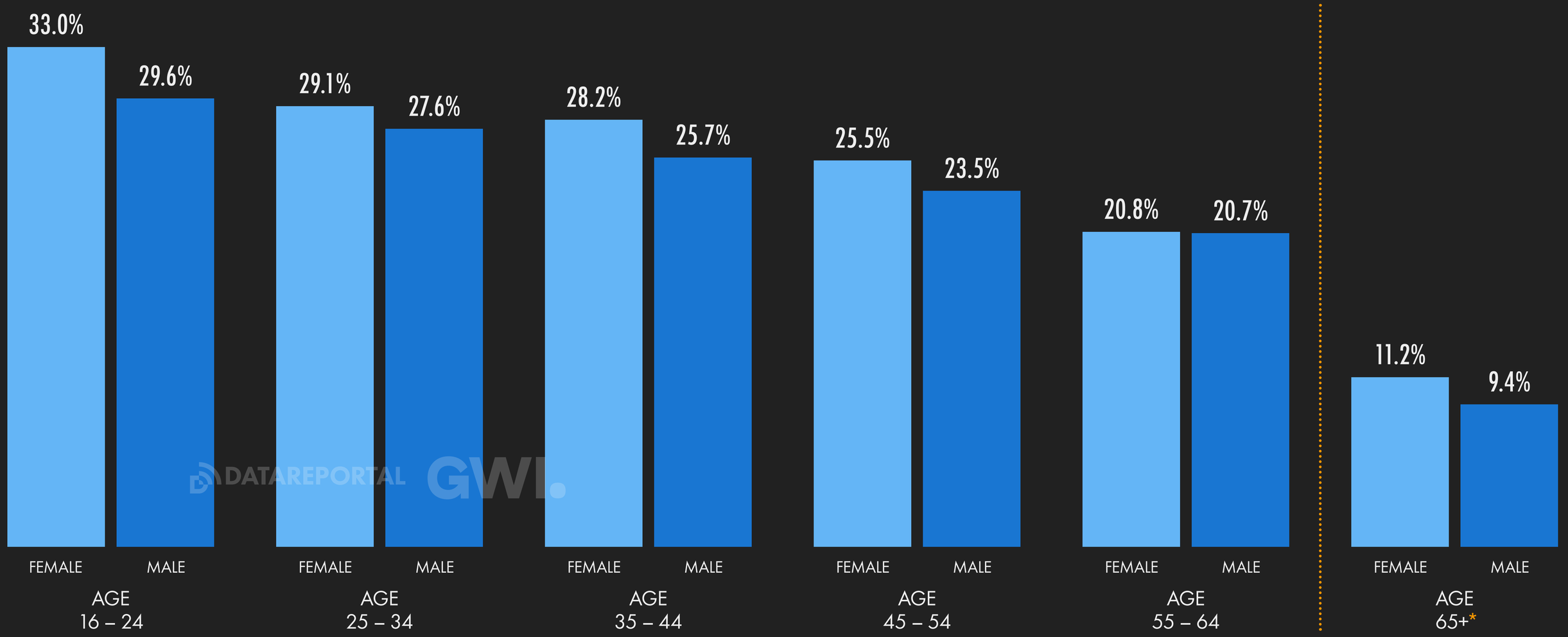

DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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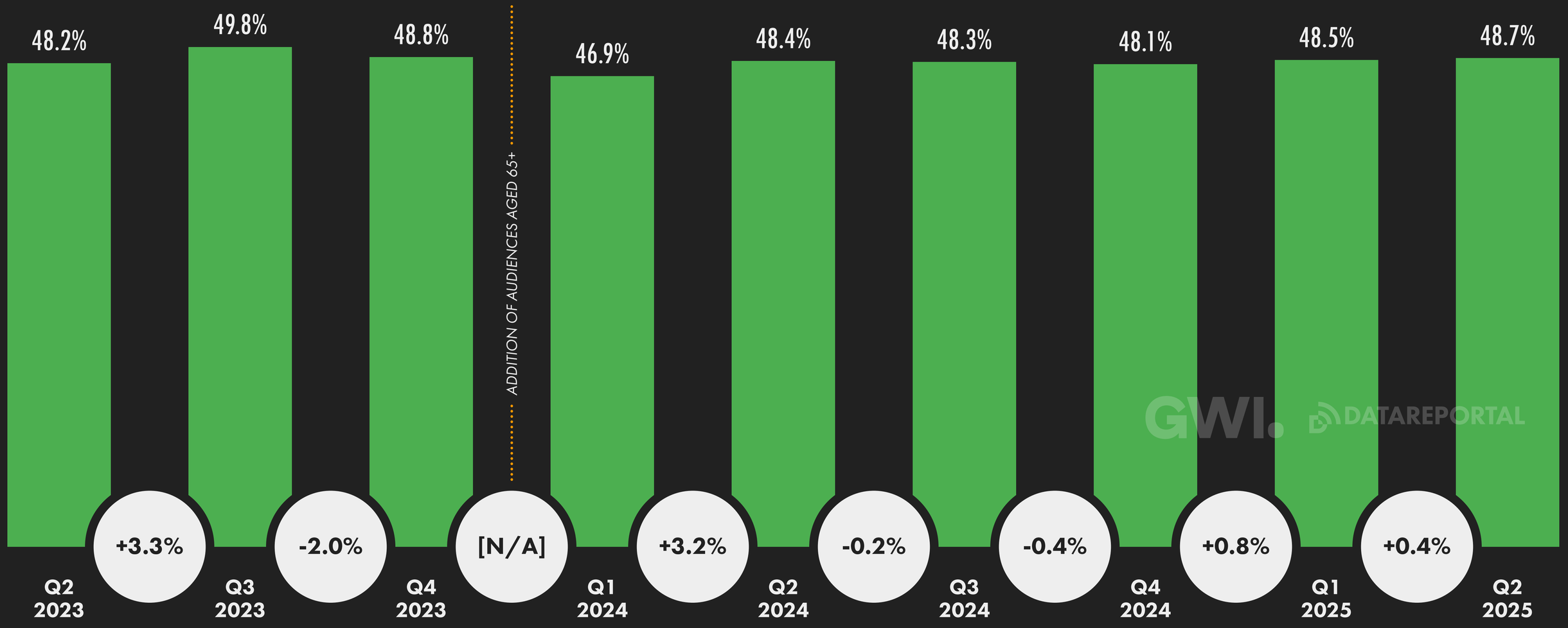
ARTIFICIAL INTELLIGENCE

OCT 2025

EXCITEMENT ABOUT ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE EXCITED ABOUT ARTIFICIAL INTELLIGENCE (AI)

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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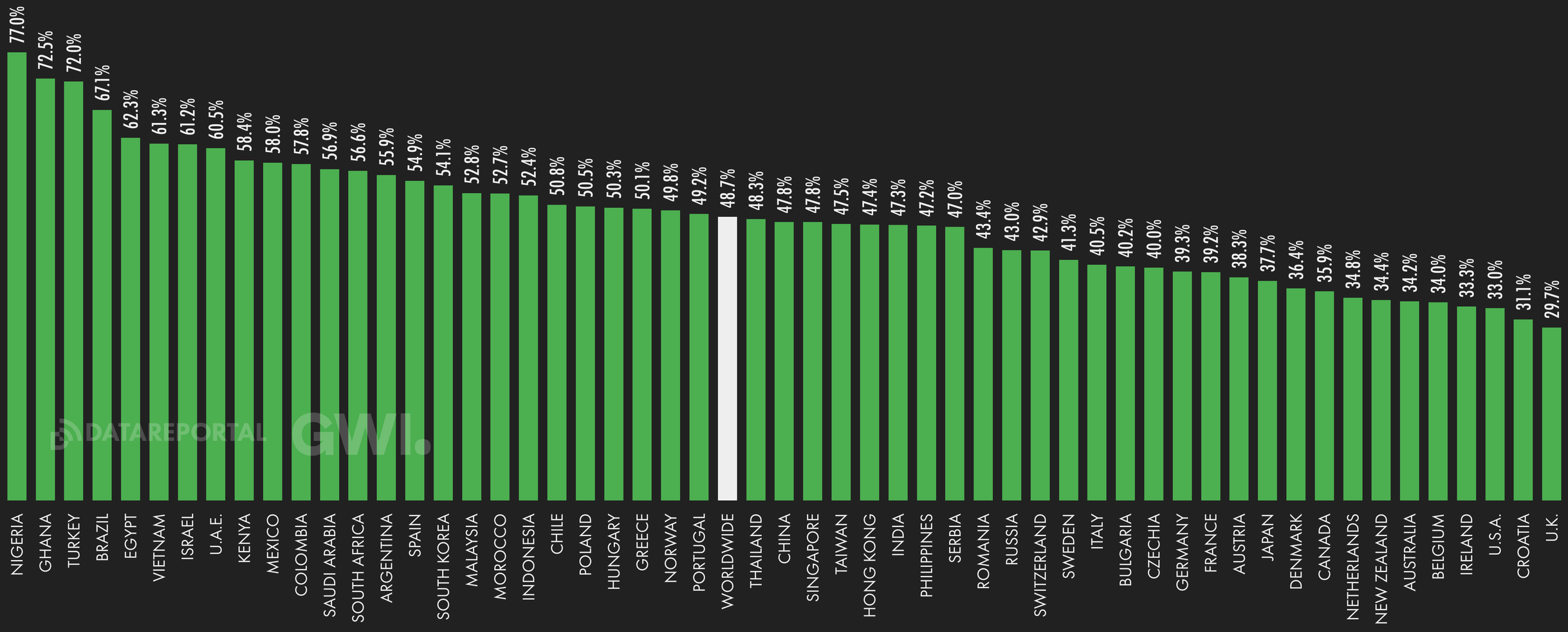
OCT 2025

EXCITEMENT ABOUT ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE EXCITED ABOUT ARTIFICIAL INTELLIGENCE (AI)

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

EXCITEMENT ABOUT ARTIFICIAL INTELLIGENCE (AI)

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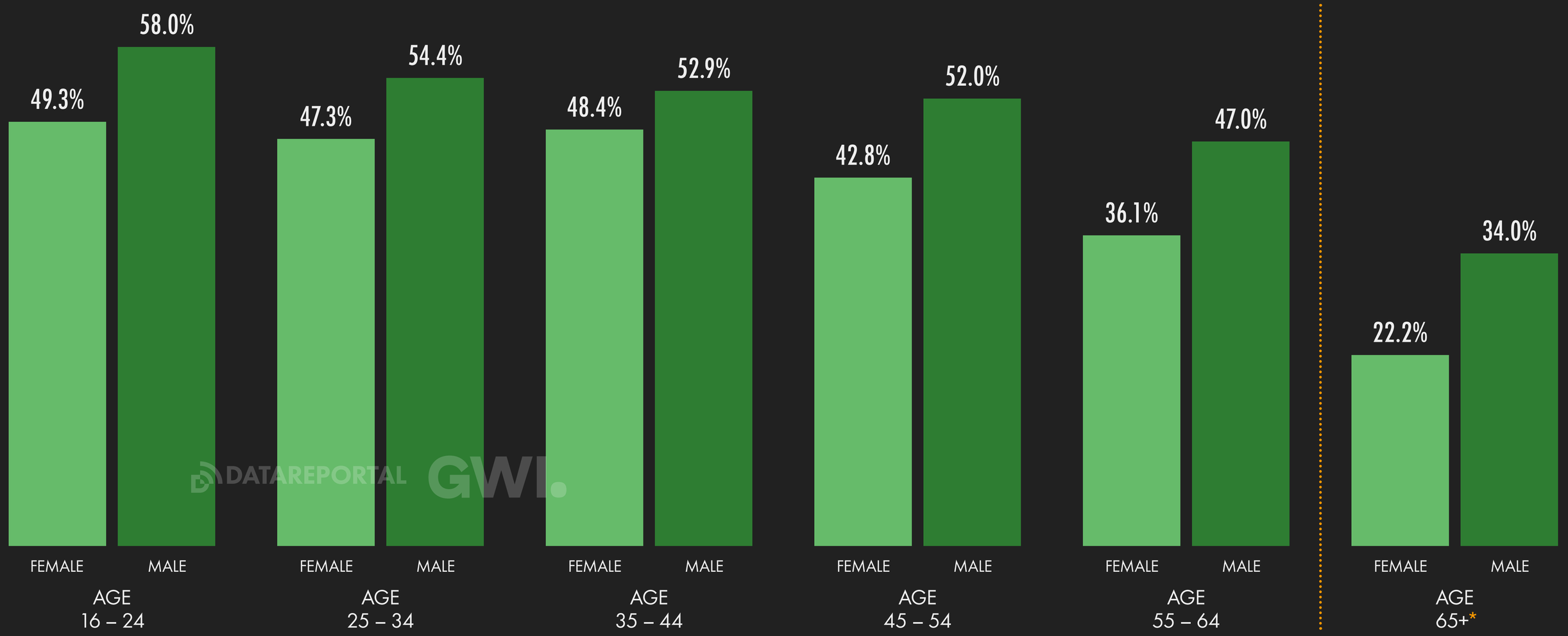
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TOP GENERATIVE AI USE CASES

POPULAR USE CASES FOR GENERATIVE AI (GENAI) TOOLS AND LARGE LANGUAGE MODELS (LLMS)

GLOBAL OVERVIEW

#	USER ACTIVITY	2025 RANK	2024 RANK	▲YOY
01	THERAPY AND COMPANIONSHIP	01	02	▲ +01
02	ORGANISING MY LIFE	02	[N/A]	NEW
03	FINDING PURPOSE	03	[N/A]	NEW
04	ENHANCED LEARNING	04	08	▲ +04
05	GENERATING CODE (PROS)	05	47	▲ +42
06	GENERATING IDEAS	06	01	▼ -05
07	FUN AND NONSENSE	07	06	▼ -01
08	IMPROVING CODE (PROS)	08	19	▲ +11
09	CREATIVITY	09	27	▲ +18
10	HEALTHIER LIVING	10	75	▲ +65

#	USER ACTIVITY	2025 RANK	2024 RANK	▲YOY
11	PREPARING FOR INTERVIEWS	11	35	▲ +24
12	GENERATING RELEVANT IMAGES	12	65	▲ +53
13	SPECIFIC SEARCH	13	03	▼ -10
14	SIMPLE EXPLAINERS	14	12	▼ -2
15	COOKING WITH WHAT YOU HAVE	15	25	▲ +10
16	TROUBLESHOOTING	16	07	▼ -9
17	PERSONALISED LEARNING	17	09	▼ -8
18	BOOSTING CONFIDENCE	18	[N/A]	NEW
19	ADJUSTING TONE OF EMAIL	19	15	▼ -4
20	EXPLAINING LEGALESE	20	41	▲ +21

SOURCE: MARC ZAO-SANDERS; HARVARD BUSINESS REVIEW; FILTERED.COM (APR 2025 AND MAR 2024). **NOTES:** ACTIVITY DEFINITIONS PER SOURCE RESEARCH. RANKING BASED ON SOURCE RESEARCHERS' ANALYSIS OF TENS OF THOUSANDS OF FORUM POSTS TO IDENTIFY AND CLASSIFY REAL-WORLD EXAMPLES OF HOW PEOPLE ARE USING GENERATIVE AI PLATFORMS. VALUES IN THE "2025 RANK" COLUMN REPRESENT THE CURRENT RANKING. VALUES IN THE "2024 RANK" COLUMN REPRESENT THE PREVIOUS YEAR'S RANKING. FIGURES IN THE "▲YOY" COLUMN REPRESENT THE YEAR-ON-YEAR CHANGE IN RANK-ORDER POSITION. **ADVISORY:** RANKINGS ARE BASED ON PREVALENCE OF FORUM CONVERSATIONS ABOUT EACH ACTIVITY, AND MAY NOT BE REPRESENTATIVE OF OVERALL USE OF GENAI TOOLS AND LLMS.

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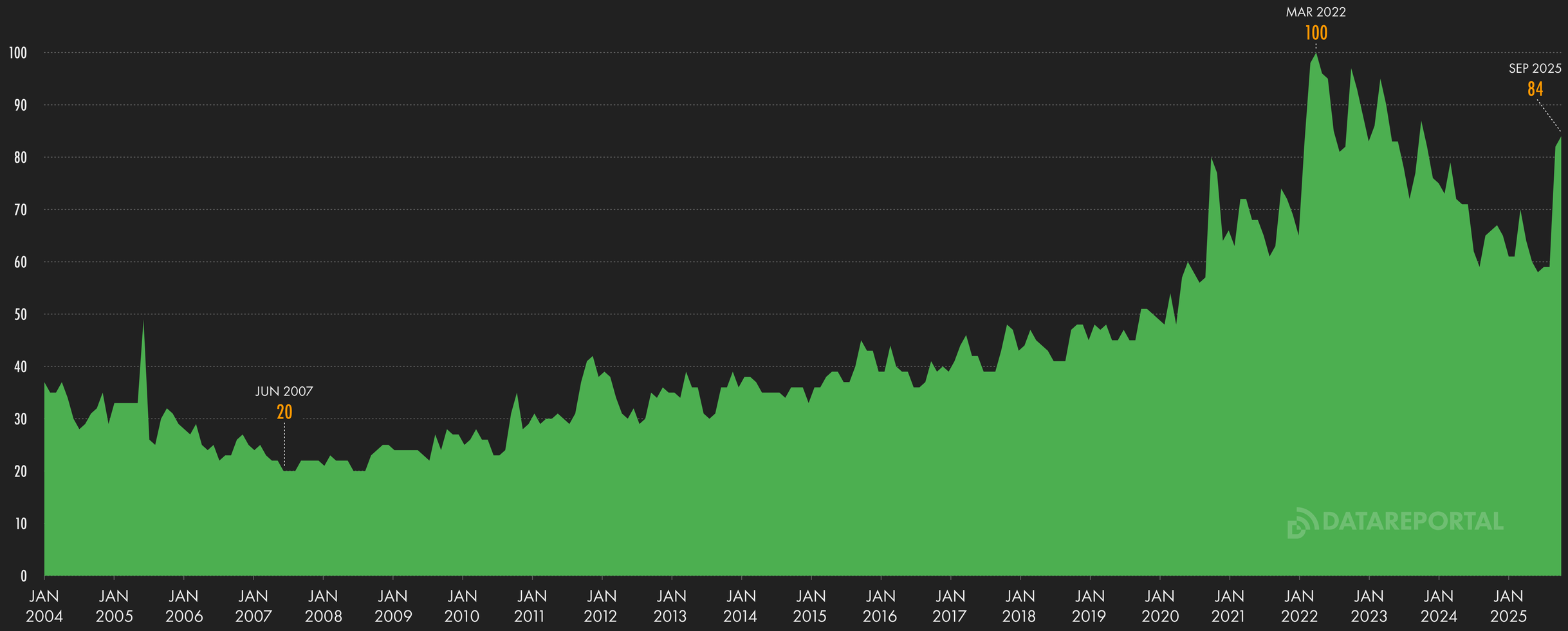
OCT 2025

PERSPECTIVE: ASKING MACHINES ABOUT PURPOSE

TIMELINE OF GOOGLE SEARCH VOLUMES FOR "MEANING OF LIFE"

NOTE: WHILST NOT DEMONSTRATIVE OF AI ACTIVITY, THIS CHART SERVES AS A BENCHMARK FOR THE PREVALENCE OF "FINDING PURPOSE" IN THE RANKING SHOWN ON THE PREVIOUS PAGE IN THIS REPORT

GLOBAL OVERVIEW



SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN JANUARY 2004 AND SEPTEMBER 2025. **NOTES:** THE FIGURES ON THIS CHART ARE "INDEX" VALUES THAT REPRESENT THE RELATIVE VOLUME OF SEARCHES FOR "MEANING OF LIFE" IN EACH PERIOD, AS COMPARED WITH QUERY VOLUMES DURING THE PERIOD(S) WITH THE HIGHEST VOLUME OF SEARCHES FOR THAT SAME QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

OCT 2025

UNIQUE MONTHLY VISITORS TO AI WEBSITES

UNIQUE MONTHLY VISITORS TO A SELECTION OF AI WEB DOMAINS IN AUGUST 2025 (NOTE: MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

similarweb
DATAREPORTAL

SOURCE: SIMILARWEB (AUGUST 2025). **NOTE:** FIGURES REPRESENT THE NUMBER OF UNIQUE VISITOR "IDENTITIES" THAT VISITED EACH SERVICE'S PRIMARY WEB DOMAIN IN AUGUST 2025. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE DEVICES AND BROWSERS TO ACCESS THE SAME SERVICE, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES ONLY REPRESENT VISITORS TO THE RESPECTIVE SERVICE'S WEB DOMAIN, AND DO NOT FACTOR USE OF SERVICES IN BROADER SERVICE OFFERINGS (E.G. GMAIL) OR SOFTWARE PACKAGES (E.G. MICROSOFT OFFICE).

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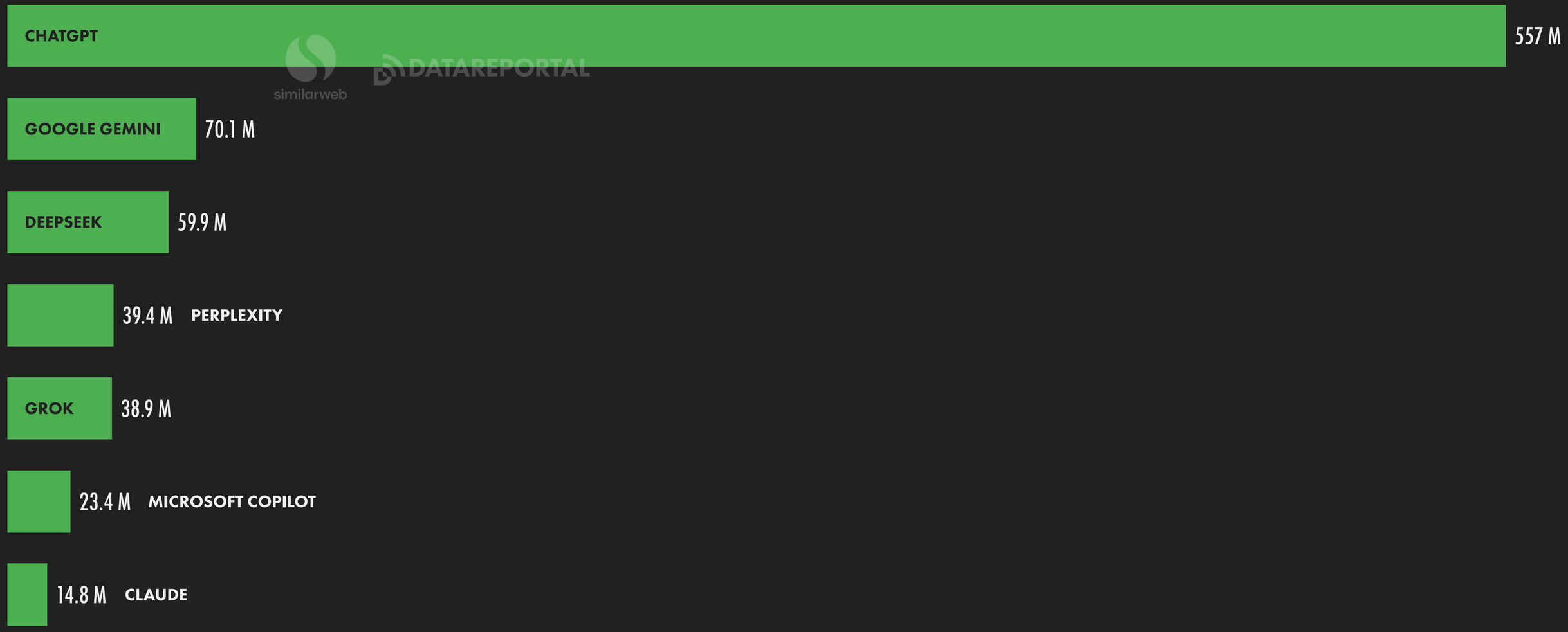
OCT 2025

MONTHLY ACTIVE USERS OF AI MOBILE APPS

COMBINED MONTHLY ACTIVE USERS OF EACH PLATFORM'S GOOGLE PLAY AND IOS MOBILE APPS IN AUGUST 2025

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE (AUGUST 2025). **NOTES:** VALUES REFLECT COMBINED MONTHLY ACTIVE USERS OF THE RESPECTIVE SERVICE'S MOBILE APP(S), AS LISTED IN THE GOOGLE PLAY APP STORE AND APPLE IOS APP STORE. VALUES FOR "MICROSOFT COPILOT" DO NOT INCLUDE VALUES FOR "MICROSOFT 365 COPILOT", BECAUSE THE LATTER IS PRIMARILY FOCUSED ON PROVIDING FUNCTIONALITY RELATED TO OTHER MICROSOFT OFFERINGS (E.G. WORD AND EXCEL), AND AS SUCH DOES NOT QUALIFY AS A STANDALONE AI PLATFORM. **ADVISORY:** SOME PEOPLE MAY BE ACTIVE USERS OF BOTH ANDROID AND IOS APPS, SO FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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OCT 2025

SHARE OF AI WEB TRAFFIC REFERRALS

PERCENTAGE OF AI-RELATED WEB TRAFFIC REFERRED BY A SPECIFIC SELECTION OF TOP LLMS THAT ORIGINATED FROM EACH PLATFORM

GLOBAL OVERVIEW

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 THE SPECIFIC SELECTION OF PLATFORMS SHOWN ON THIS CHART IN AUG 2025. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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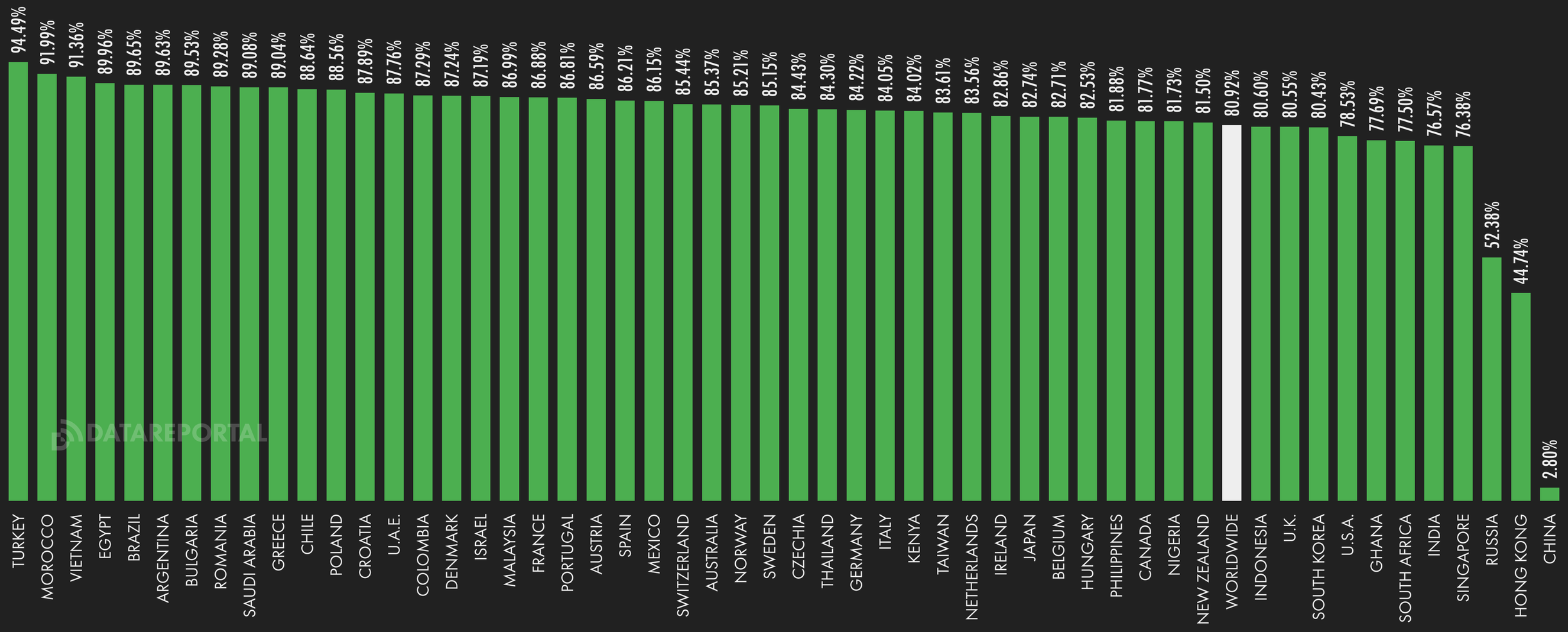
OCT 2025

CHATGPT'S SHARE OF AI WEB TRAFFIC REFERRALS

WEB TRAFFIC REFERRED BY CHATGPT AS A PERCENTAGE OF WEB TRAFFIC REFERRALS FROM A SPECIFIC SELECTION OF TOP LLMS (ANY DEVICE)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM CHATGPT AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM A LIMITED SELECTION OF THE TOP AI-RELATED PLATFORMS (LLMS) IN AUG 2025. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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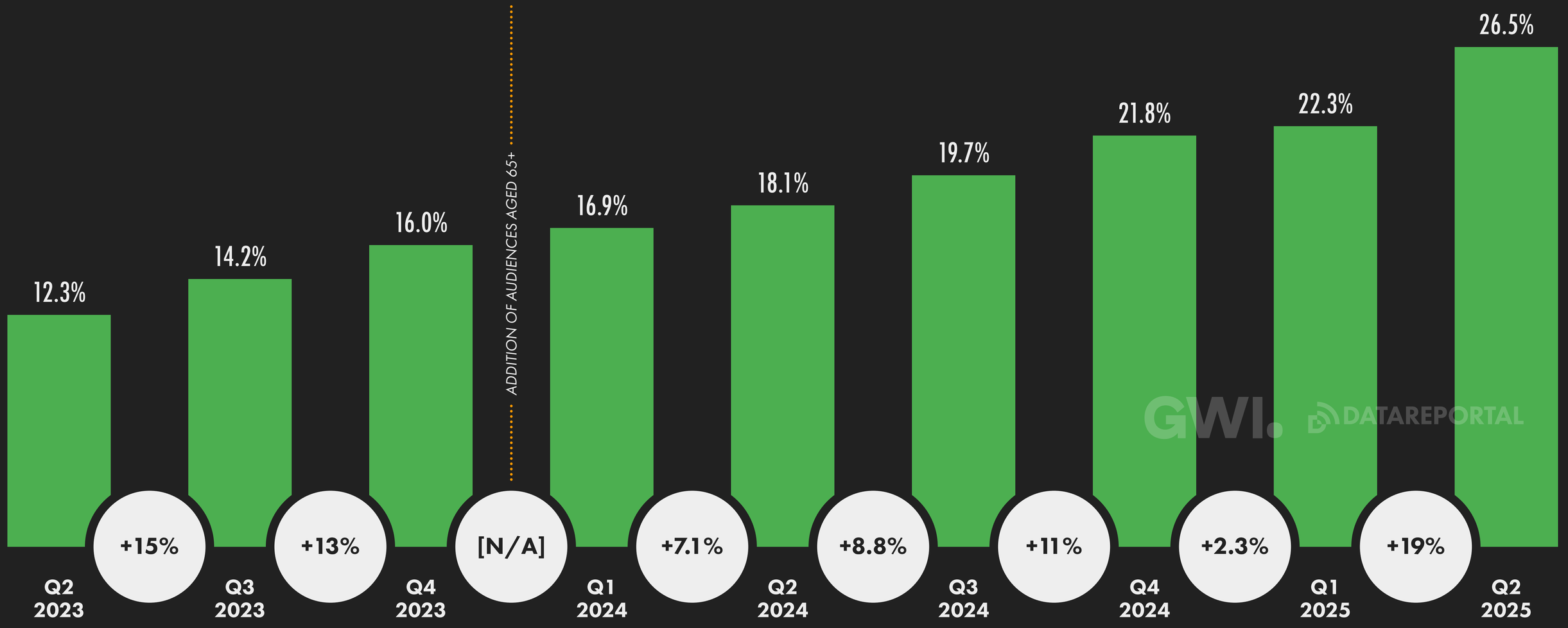
OCT 2025

USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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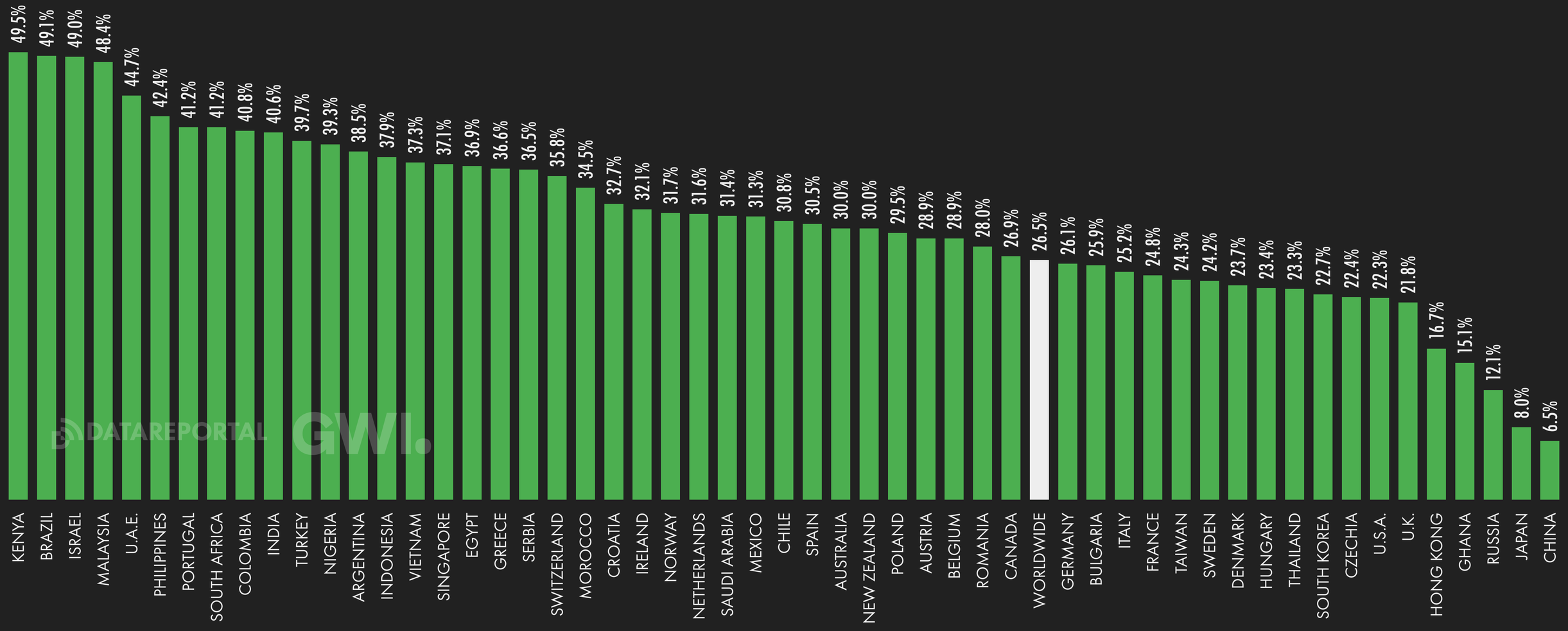
OCT 2025

USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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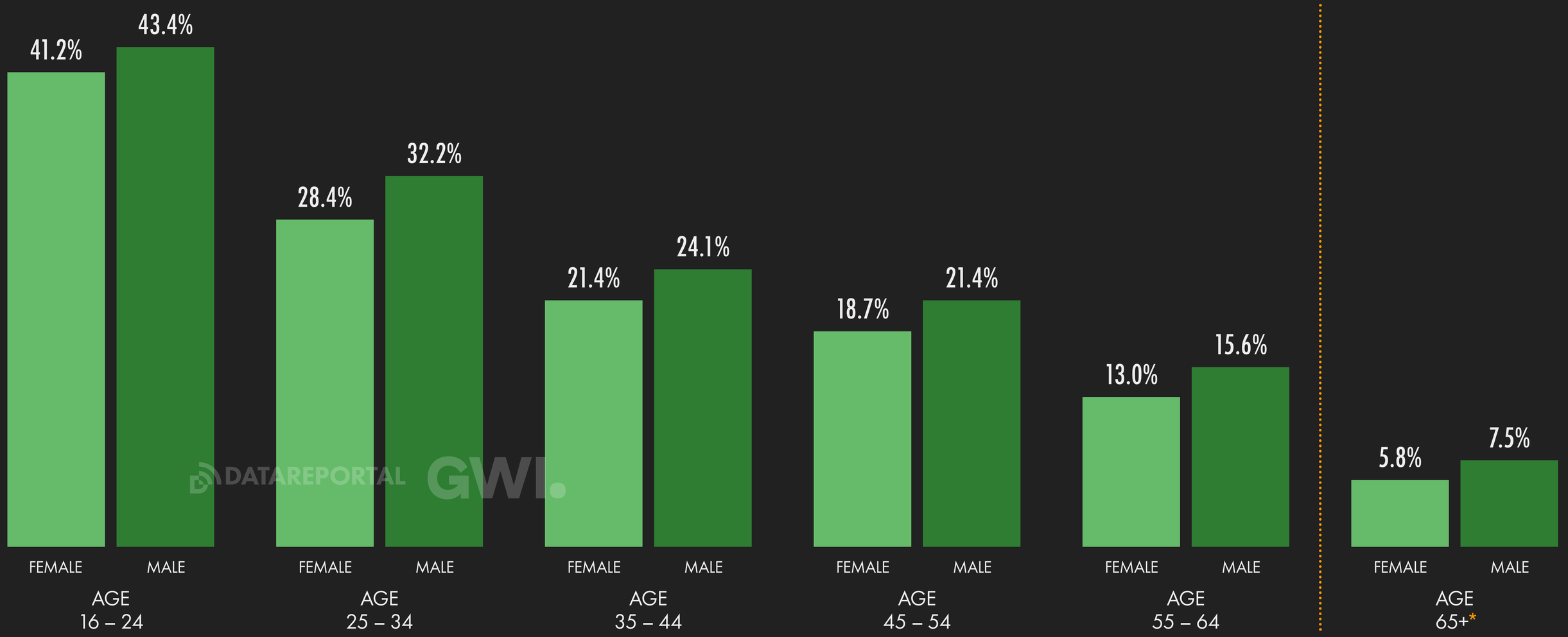
PERCENTAGE OF INTERNET USERS WHO HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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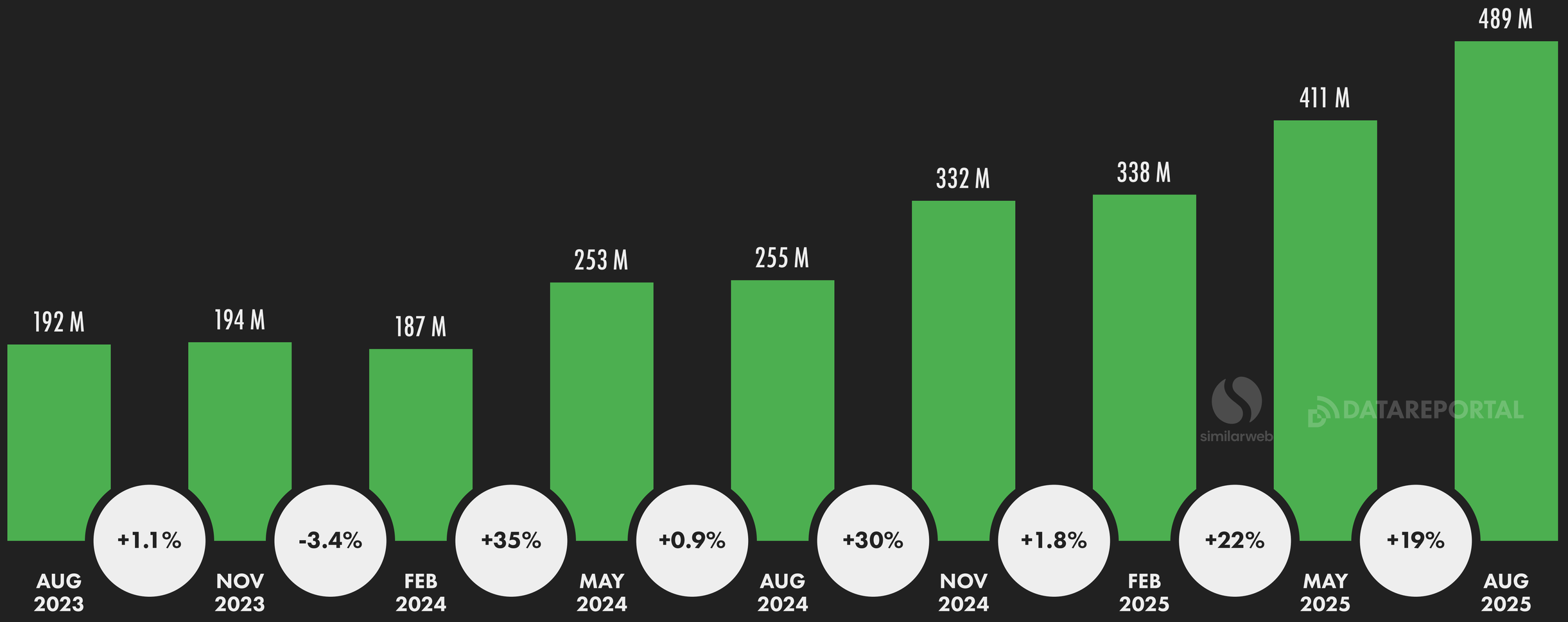
OCT 2025

UNIQUE VISITORS TO CHATGPT'S WEBSITE

NUMBER OF UNIQUE MONTHLY VISITORS TO CHATGPT'S PRIMARY WEB DOMAIN

GLOBAL OVERVIEW



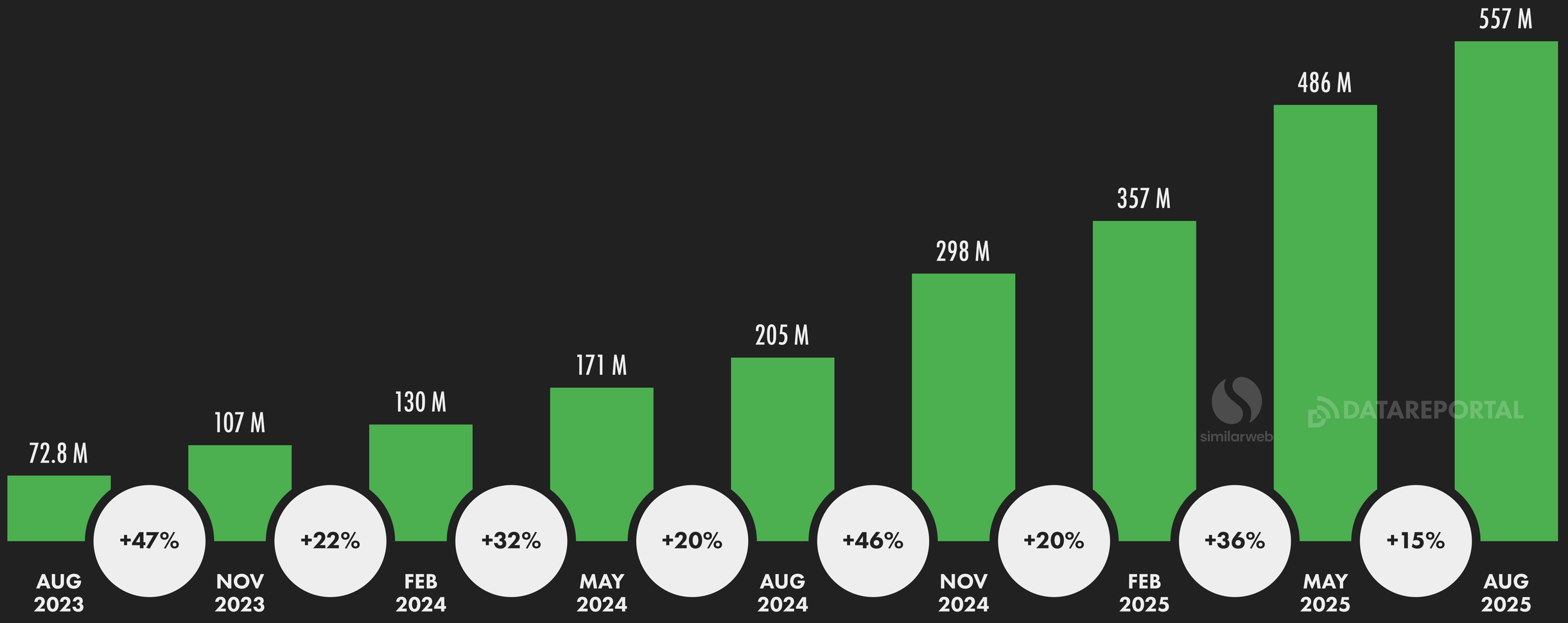
SOURCE: SIMILARWEB (AUGUST 2025). **NOTE:** VALUES REPRESENT UNIQUE VISITOR "IDENTITIES" TO CHATGPT'S PRIMARY WEB DOMAIN. VALUES FOR PERIODS PRIOR TO MAY 2024 REFLECT TRAFFIC TO CHAT.OPENAI.COM; FIGURES FOR MAY 2024 AND AFTER REFLECT TRAFFIC TO CHATGPT.COM. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE DEVICES AND BROWSERS TO ACCESS THE SAME WEBSITE, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

OCT 2025

USE OF CHATGPT'S MOBILE APPS

COMBINED MONTHLY ACTIVE USERS OF CHATGPT'S ANDROID AND IOS MOBILE APPS

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE (AUGUST 2025). **NOTE:** VALUES REPRESENT COMBINED MONTHLY ACTIVE USER FIGURES OF CHATGPT'S ANDROID AND IOS MOBILE APPS. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE DEVICES, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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OCT 2025

CHATGPT: MOST COMMON QUERY TOPICS

TOPICS THAT ACCOUNTED FOR THE GREATEST SHARE OF USERS' CHATGPT CONVERSATIONS BETWEEN MAY 2024 AND JUNE 2025

GLOBAL OVERVIEW

#	TOPIC OF CONVERSATION	SHARE OF TOTAL CONVERSATIONS
01	SEEKING SPECIFIC INFORMATION	18.3%
02	EDITING OR CRITIQUING USER-PROVIDED TEXT	10.6%
03	TUTORING OR TEACHING	10.2%
04	SEEKING "HOW TO" ADVICE	8.5%
05	HELP WITH PERSONAL WRITING OR COMMUNICATION	8.0%
06	HEALTH, FITNESS, BEAUTY, OR SELF-CARE	5.7%
07	TRANSLATION BETWEEN LANGUAGES	4.5%
08=	CREATING AN IMAGE	4.2%
08=	COMPUTER PROGRAMMING	4.2%
10	CREATIVE IDEATION	3.9%
11	ARGUMENT OR SUMMARY GENERATION	3.6%

#	TOPIC OF CONVERSATION	SHARE OF TOTAL CONVERSATIONS
12	MATHEMATICAL CALCULATION	3.0%
13	PURCHASABLE PRODUCTS	2.1%
14	GREETINGS AND CHITCHAT	2.0%
15	RELATIONSHIPS AND PERSONAL REFLECTION	1.9%
16	WRITING FICTION	1.4%
17	GENERATING OR RETRIEVING OTHER MEDIA	1.1%
18	COOKING AND RECIPES	0.9%
19	ANALYSING AN IMAGE	0.6%
20=	ASKING ABOUT THE MODEL	0.4%
20=	DATA ANALYSIS	0.4%
20=	GAMES AND ROLE PLAY	0.4%

SOURCE: NATIONAL BUREAU OF ECONOMIC RESEARCH IN PARTNERSHIP WITH OPENAI (SEP 2025). **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER SOURCE RESEARCH. VALUES REPRESENT SHARE OF A SAMPLE OF 1.1 MILLION CONVERSATIONS BETWEEN APPROXIMATELY 130,000 DISTINCT USERS AND CHATGPT BETWEEN 15 MAY 2024 AND 26 JUNE 2025. "OTHER / UNKNOWN" TOPICS ACCOUNTED FOR 4.1% OF CONVERSATIONS DURING THE SAMPLE PERIOD, SO TABLE VALUES WILL NOT SUM TO 100%.

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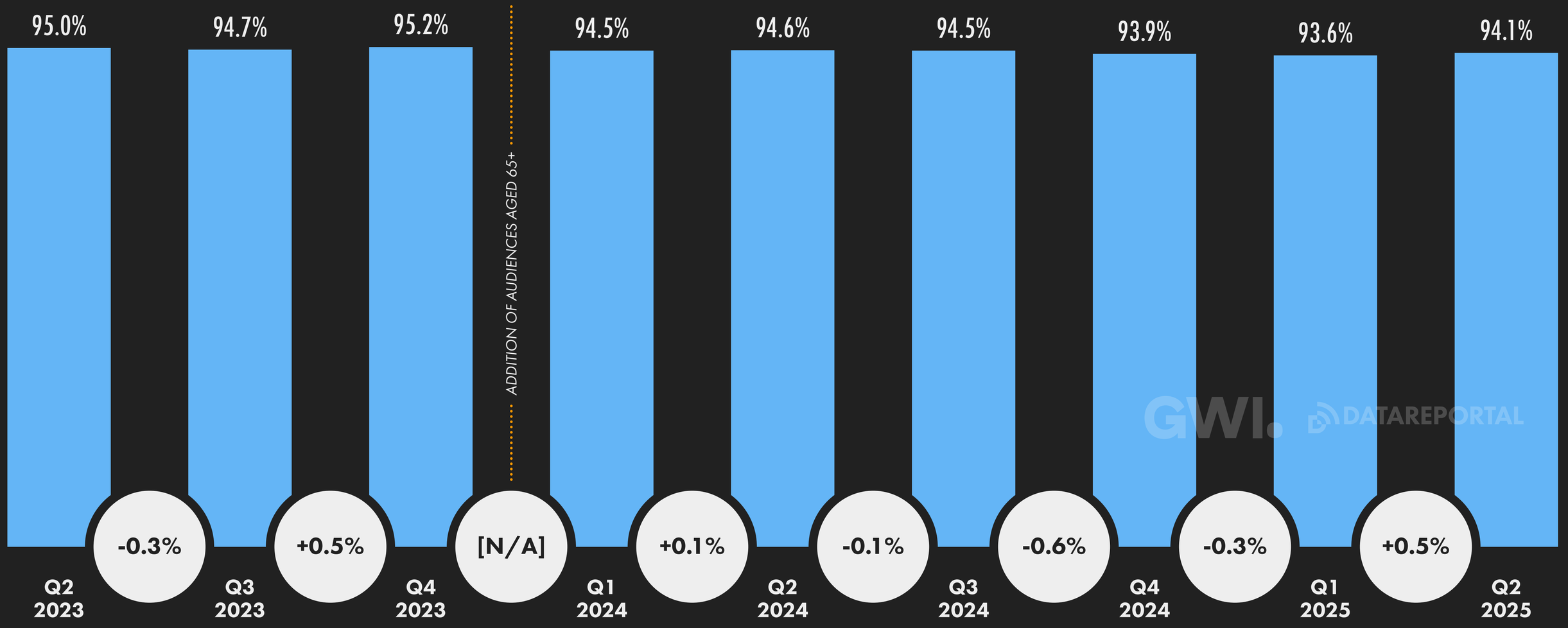
DIGITAL COMMUNICATION

OCT 2025

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

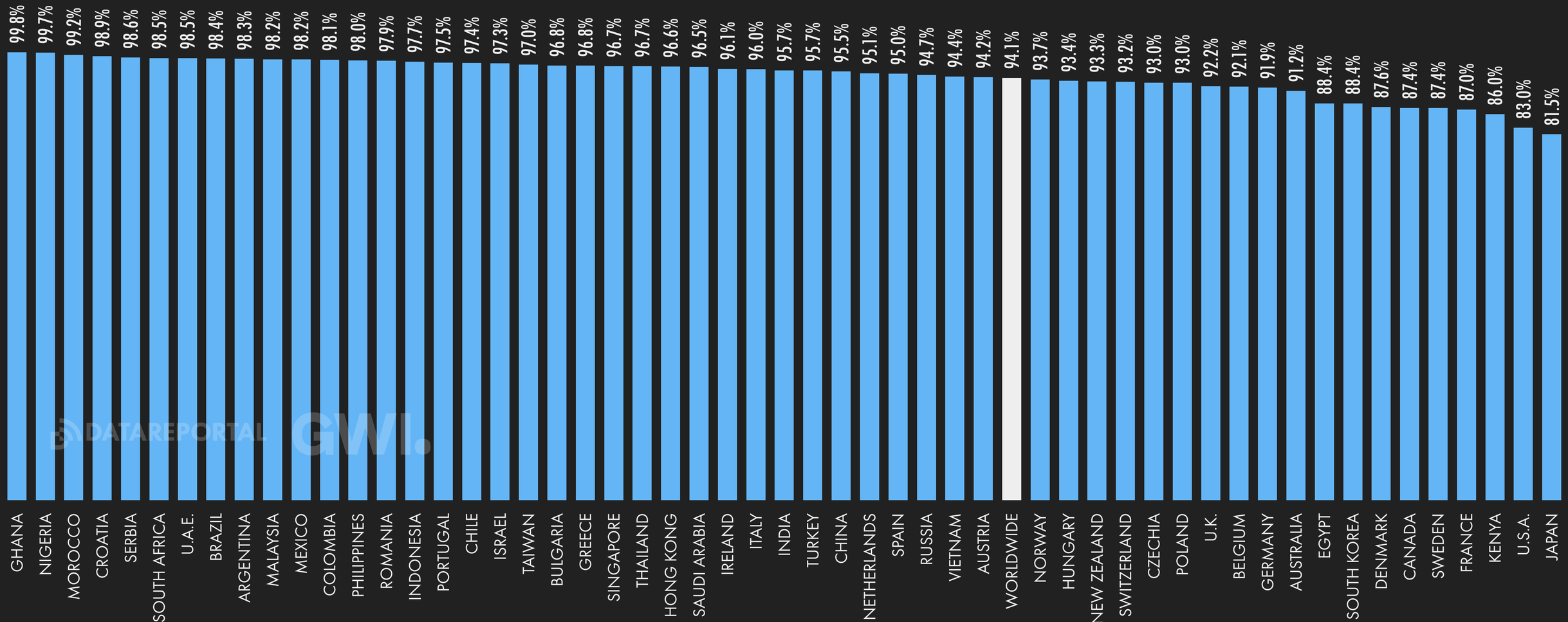
GWI. DATAREPORTAL
we are social Meltwater

OCT 2025

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

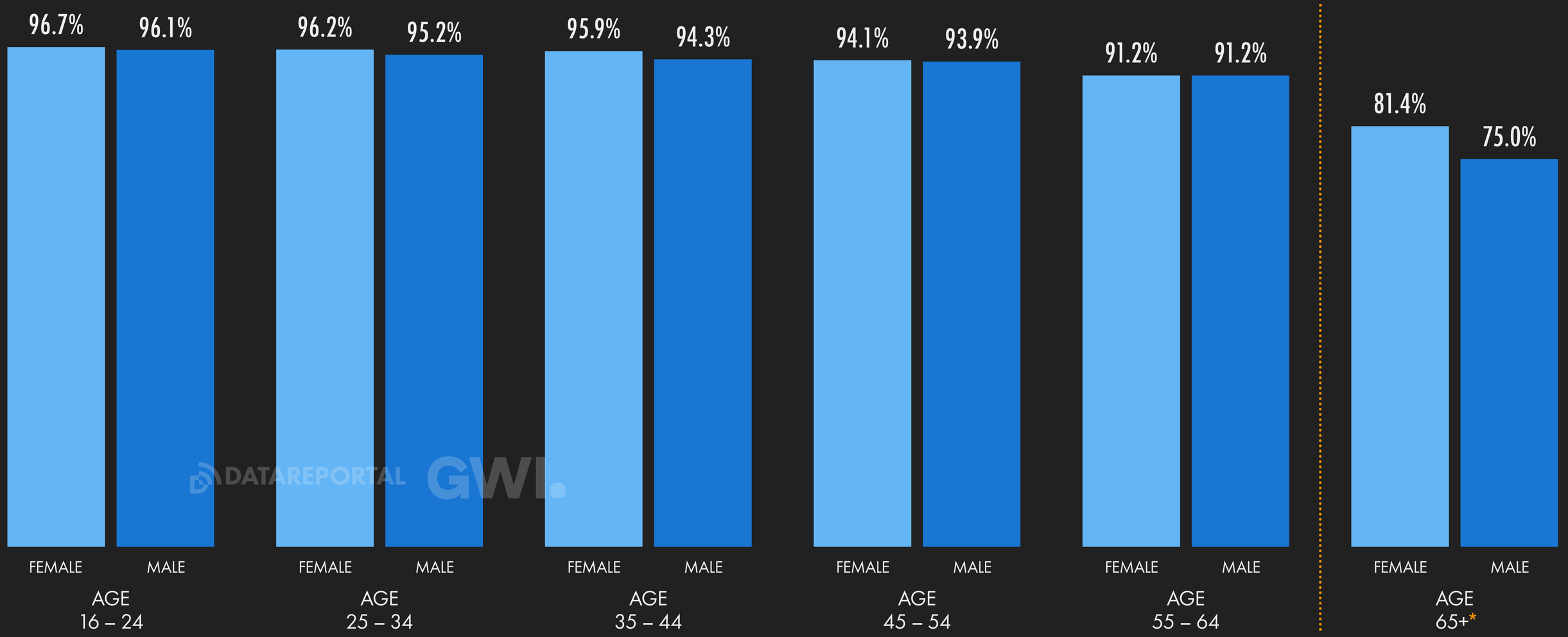
we are social Meltwater

OCT 2025

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



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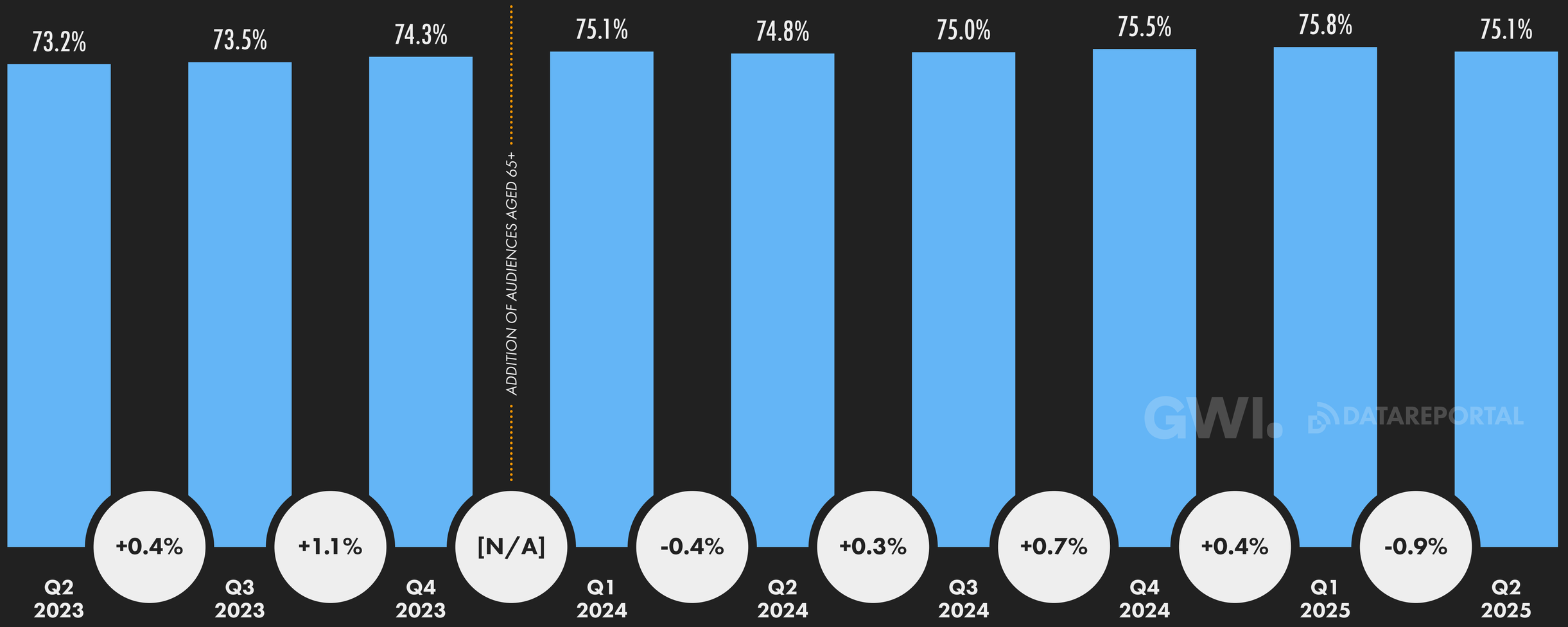
we are social Meltwater

OCT 2025

USE OF EMAIL

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EMAIL SERVICES EACH MONTH

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

we are social Meltwater

OCT 2025

USE OF EMAIL

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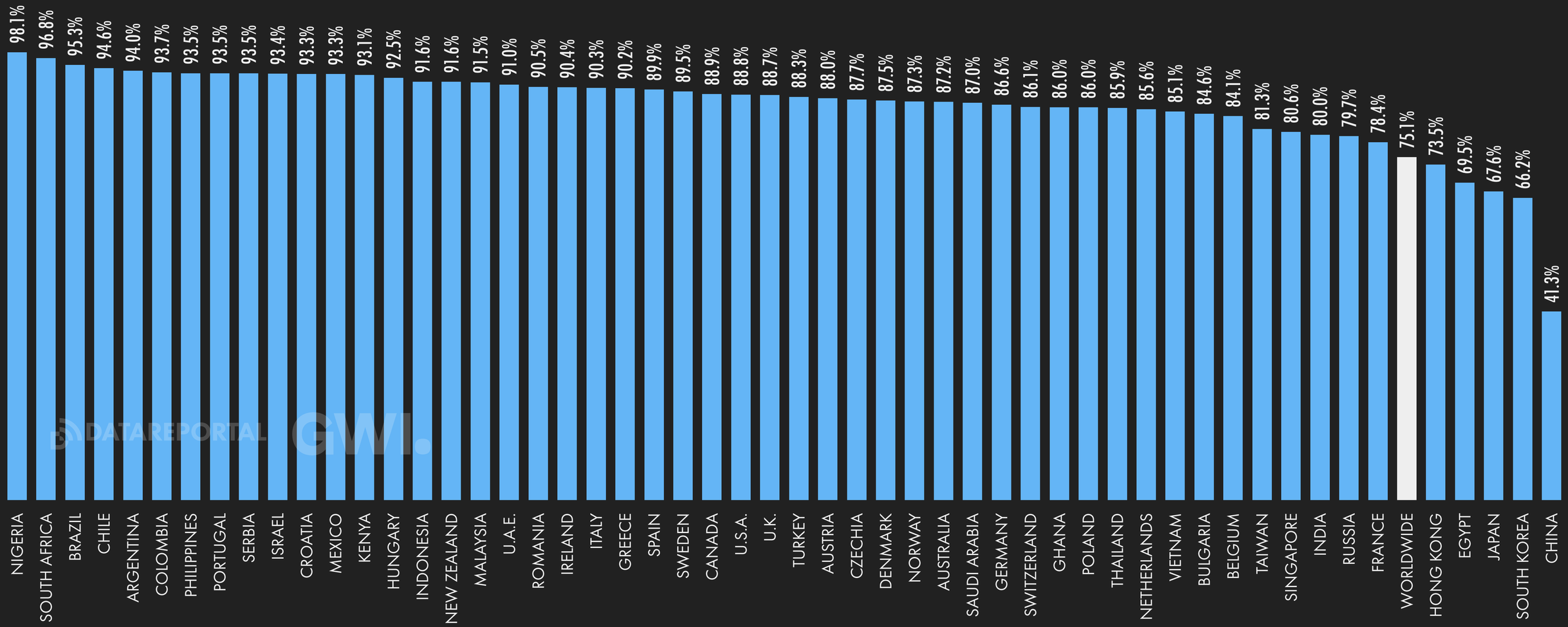
GLOBAL OVERVIEW



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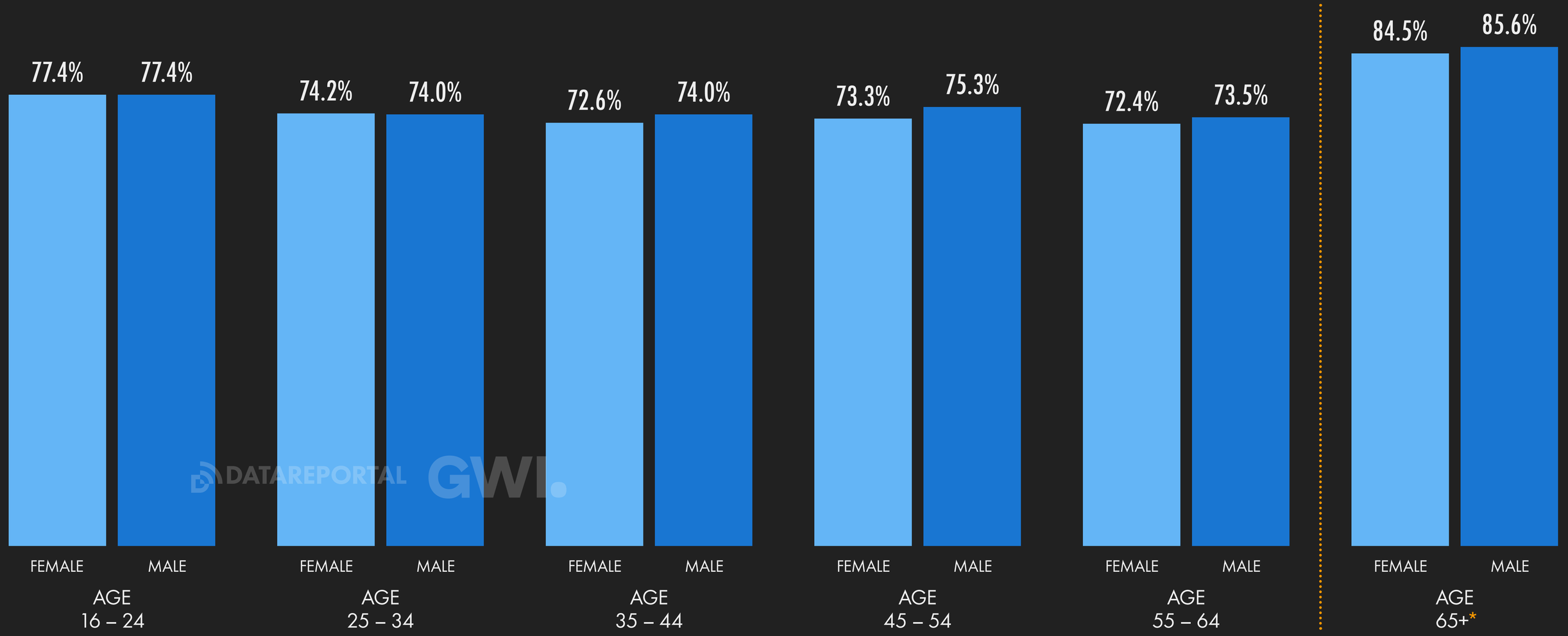
we are social Meltwater

OCT 2025

USE OF EMAIL

PERCENTAGE OF INTERNET USERS WHO USE EMAIL SERVICES EACH MONTH

GLOBAL OVERVIEW



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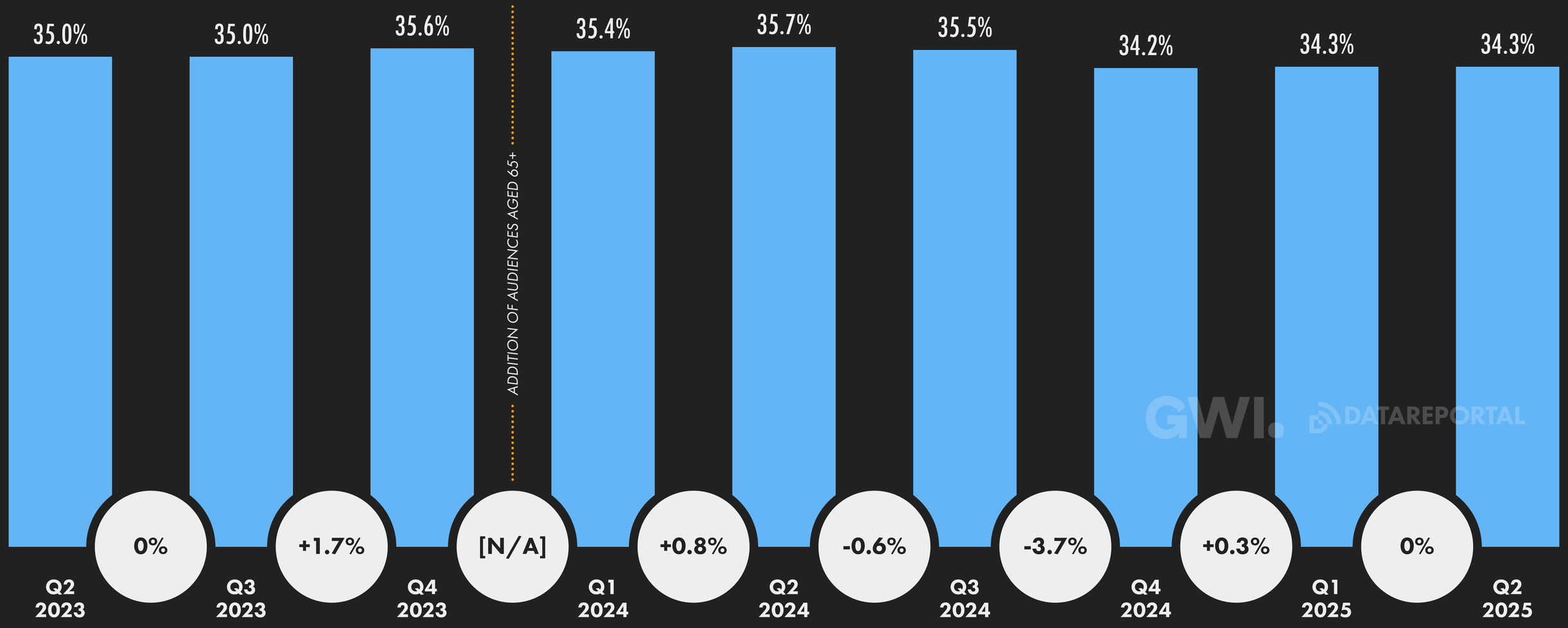
we are social Meltwater

OCT 2025

MOBILE VIDEO CALLING

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

GLOBAL OVERVIEW



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GWI. DATAREPORTAL

we are social Meltwater

OCT 2025

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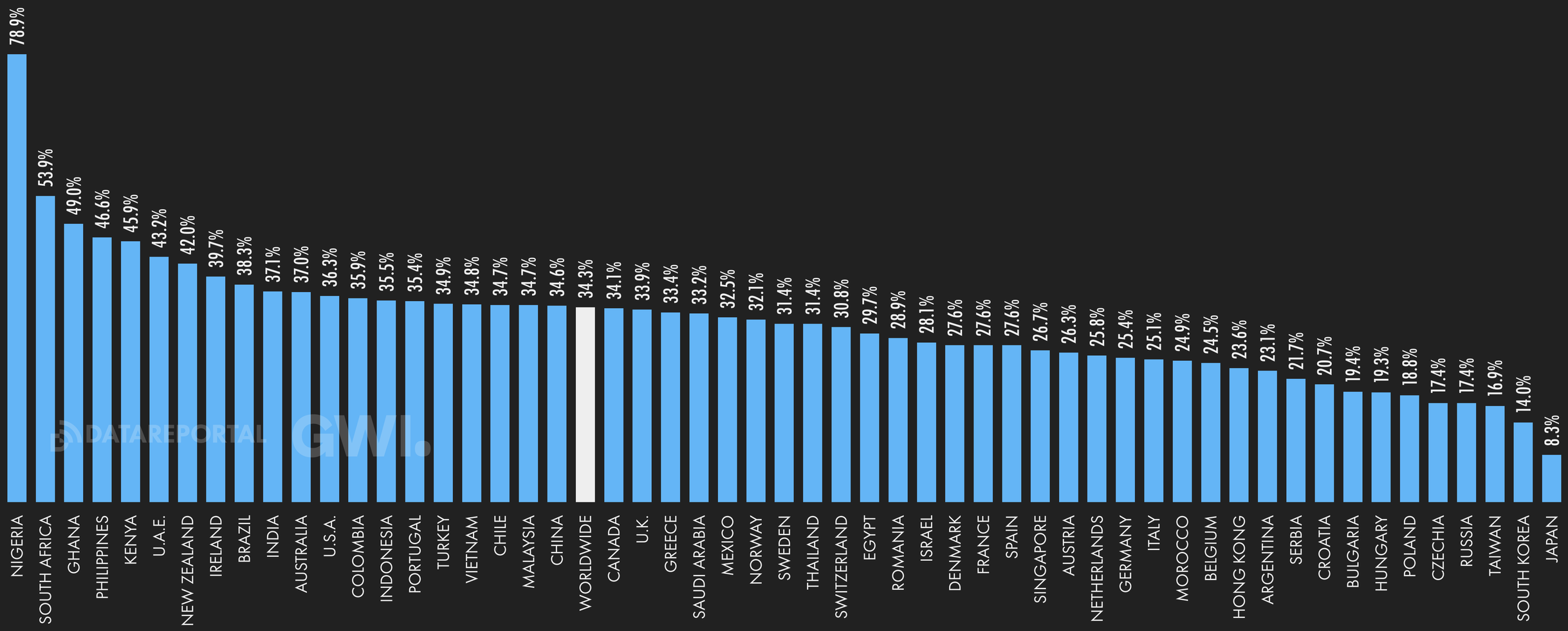

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we are social Meltwater

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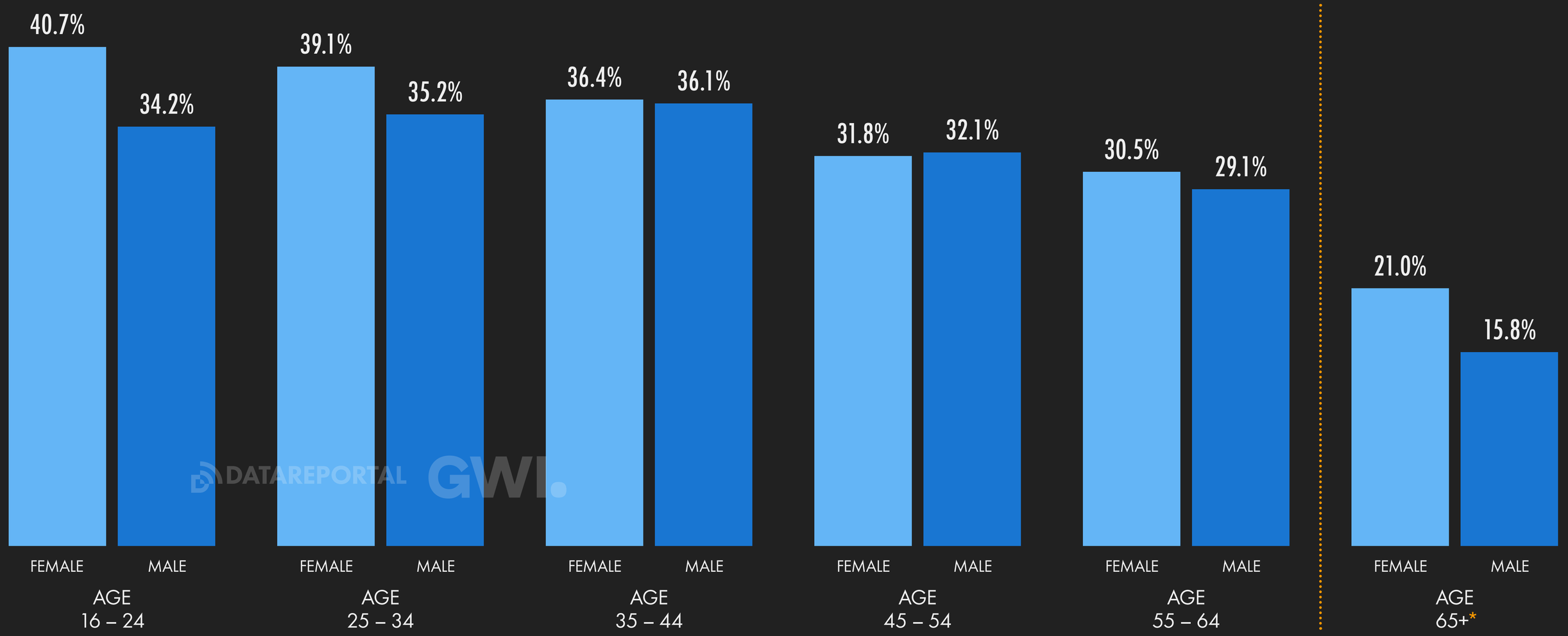

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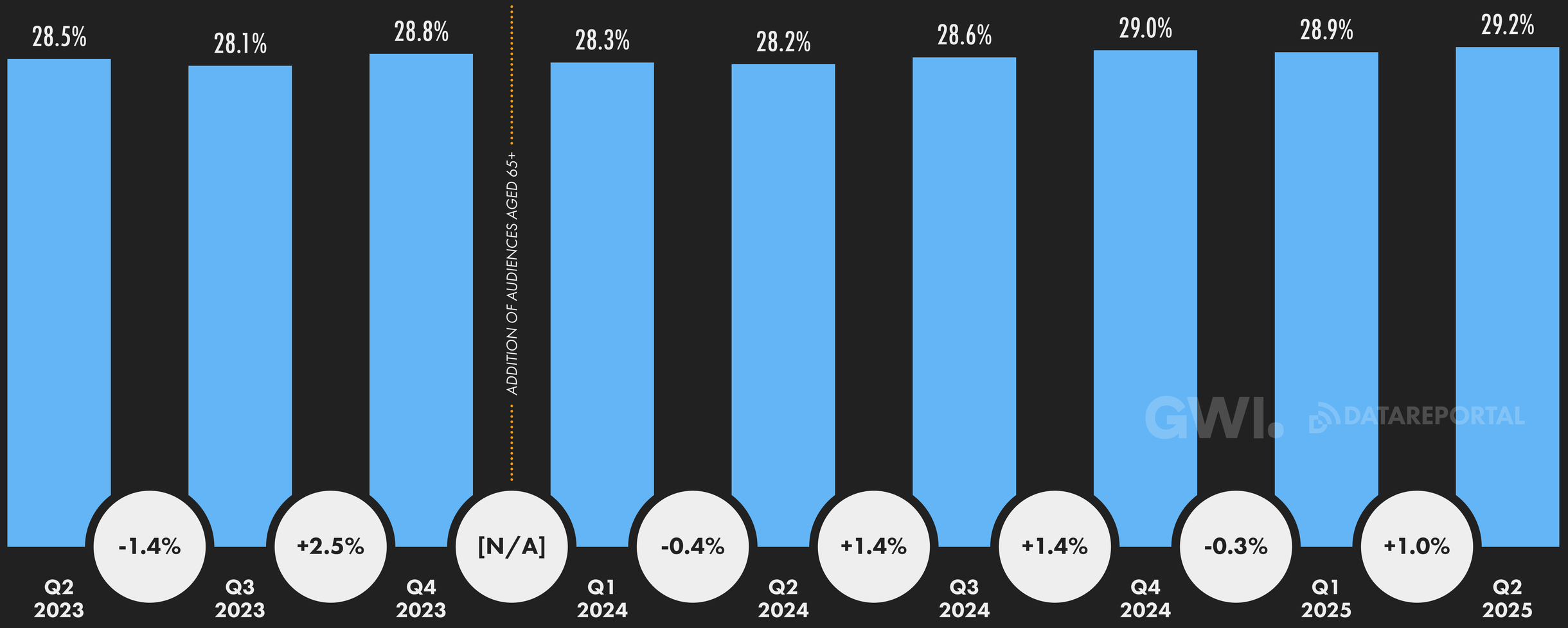
we are social Meltwater

OCT 2025

USE OF ONLINE TRANSLATION TOOLS

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

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

we are social Meltwater

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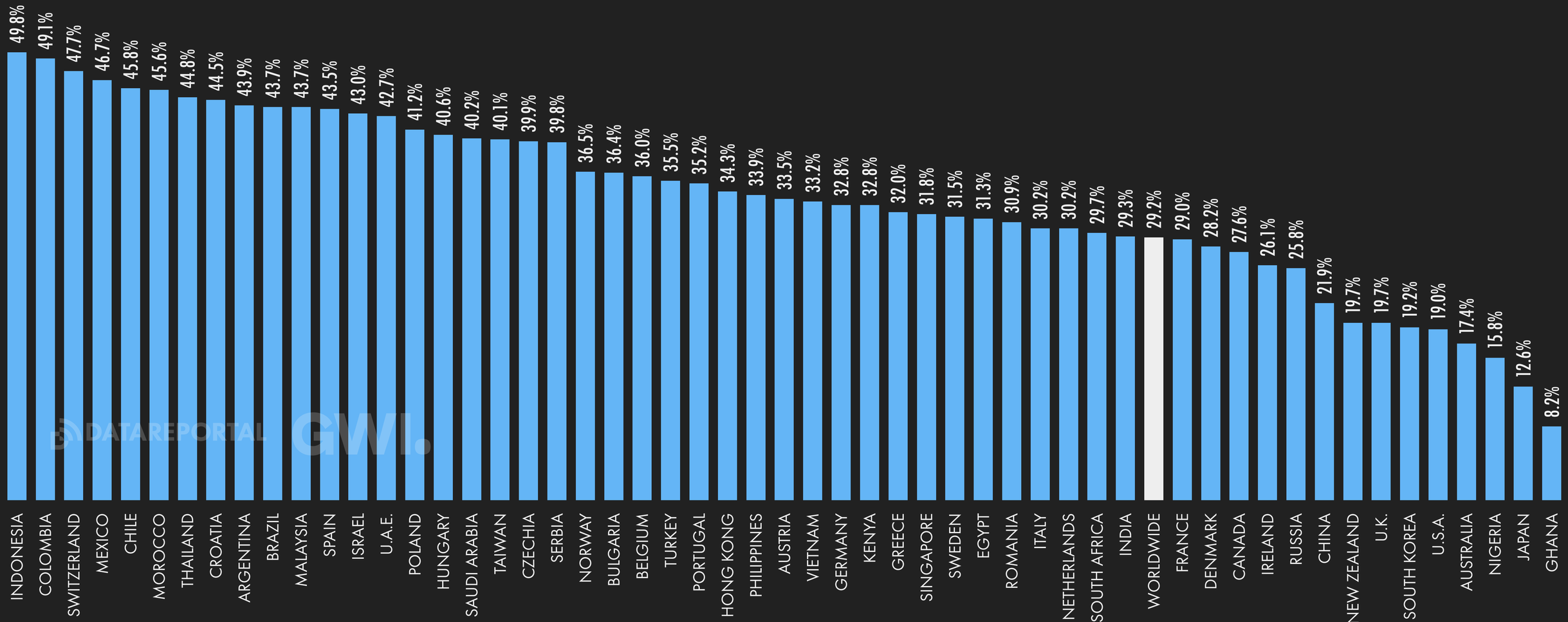

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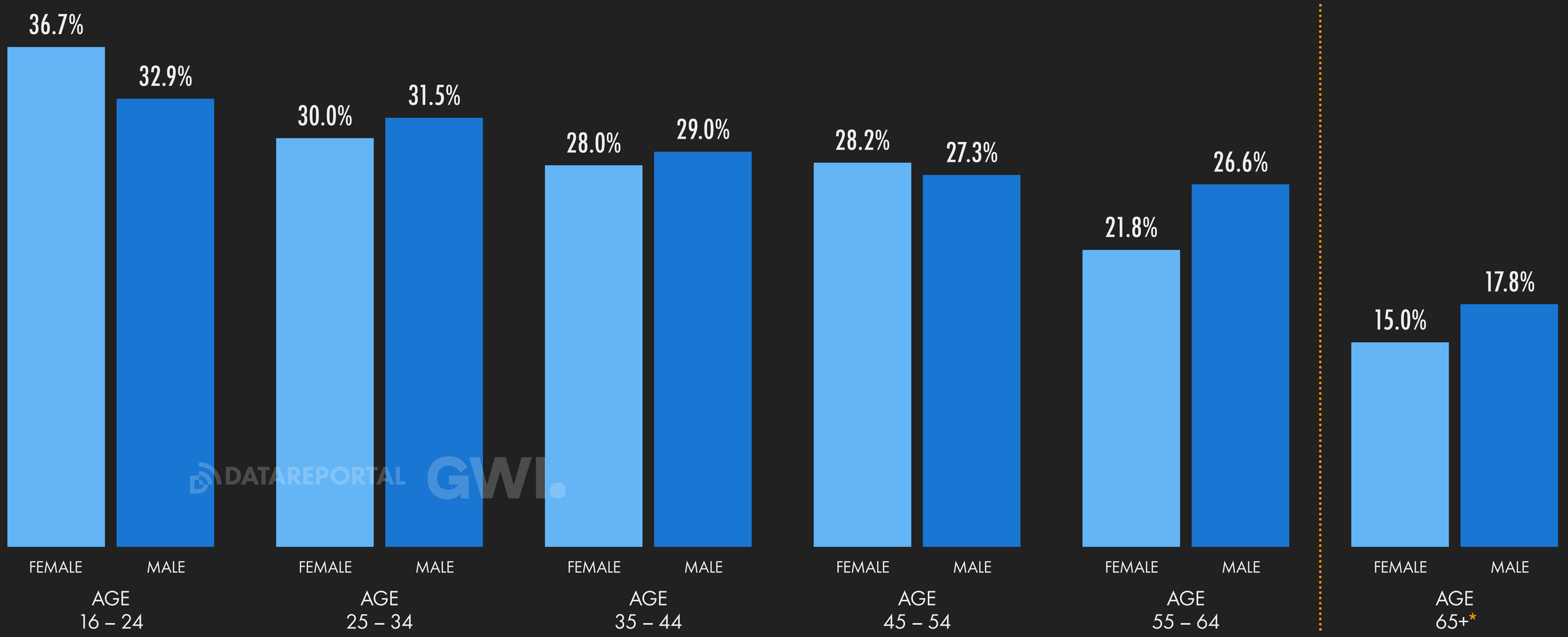

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we are social Meltwater

OCT 2025

MOST COMMON LANGUAGES FOR WEB CONTENT

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

GLOBAL OVERVIEW

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	49.2%	18.5%
02	SPANISH	6.0%	6.8%
03	GERMAN	5.9%	1.7%
04	JAPANESE	5.2%	1.5%
05	FRENCH	4.4%	3.8%
06	PORTUGUESE	4.0%	3.2%
07	RUSSIAN	3.8%	3.1%
08	ITALIAN	2.8%	0.8%
09	DUTCH, FLEMISH	2.2%	0.3%
10	POLISH	1.8%	0.5%

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
11	TURKISH	1.7%	1.1%
12	PERSIAN	1.1%	1.0%
13	CHINESE	1.1%	19.1%
14	VIETNAMESE	1.0%	1.0%
15	INDONESIAN	1.0%	3.1%
16	CZECH	1.0%	0.1%
17	KOREAN	0.8%	1.0%
18	UKRAINIAN	0.7%	0.5%
19	HUNGARIAN	0.6%	0.2%
20	SWEDISH	0.5%	0.2%

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

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ONLINE SHOPPING

OCT 2025

WEEKLY ONLINE SHOPPING ACTIVITIES

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

GLOBAL OVERVIEW

PURCHASE PRODUCTS OR SERVICES ONLINE

GWI.

56.5%

YEAR-ON-YEAR CHANGE

+2.4% (+130 BPS)

ORDER GROCERIES VIA ONLINE STORES

Meltwater

28.4%

YEAR-ON-YEAR CHANGE

+5.2% (+140 BPS)

BUY SECOND-HAND ITEMS VIA ONLINE STORES

we are social

12.3%

YEAR-ON-YEAR CHANGE

+15.0% (+160 BPS)

USE ONLINE PRICE COMPARISON SERVICES

20.7%

YEAR-ON-YEAR CHANGE

+5.1% (+100 BPS)

USE BUY NOW, PAY LATER SERVICES

GWI.

15.7%

YEAR-ON-YEAR CHANGE

+1.3% (+20 BPS)

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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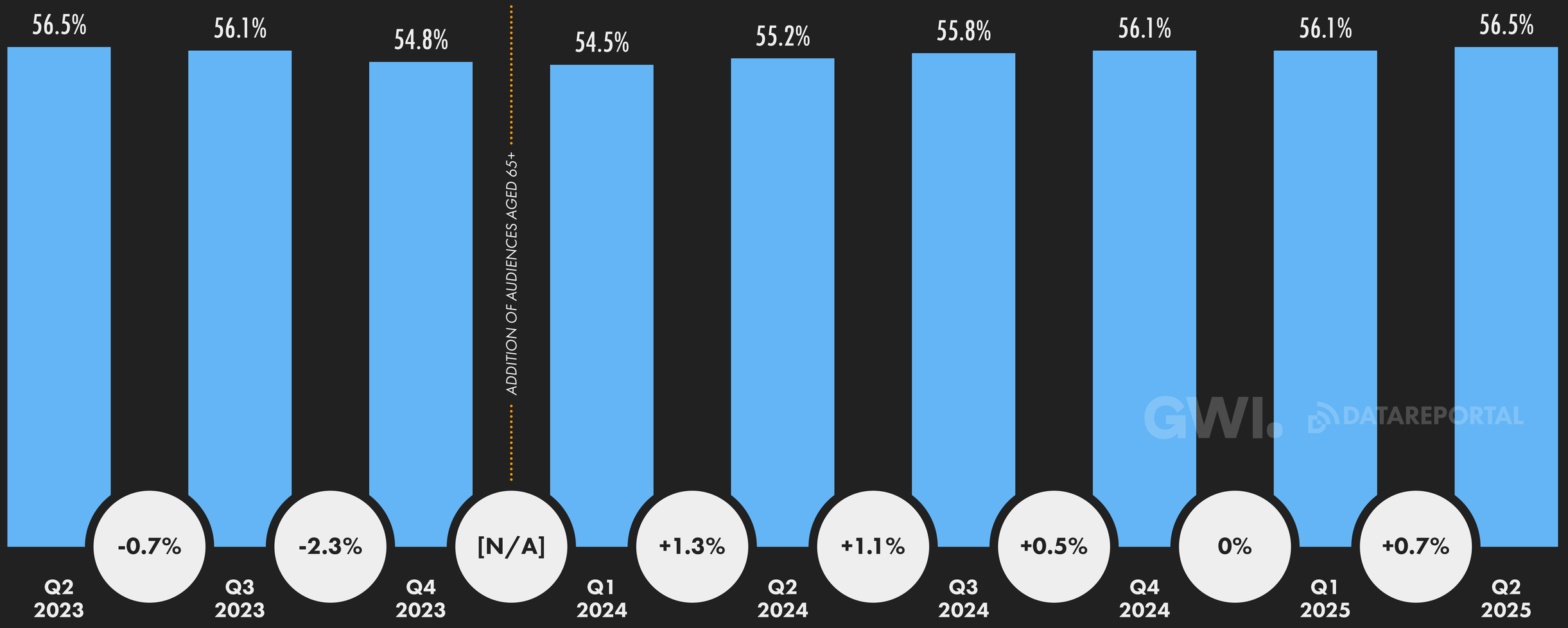
OCT 2025

WEEKLY ONLINE PURCHASES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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OCT 2025

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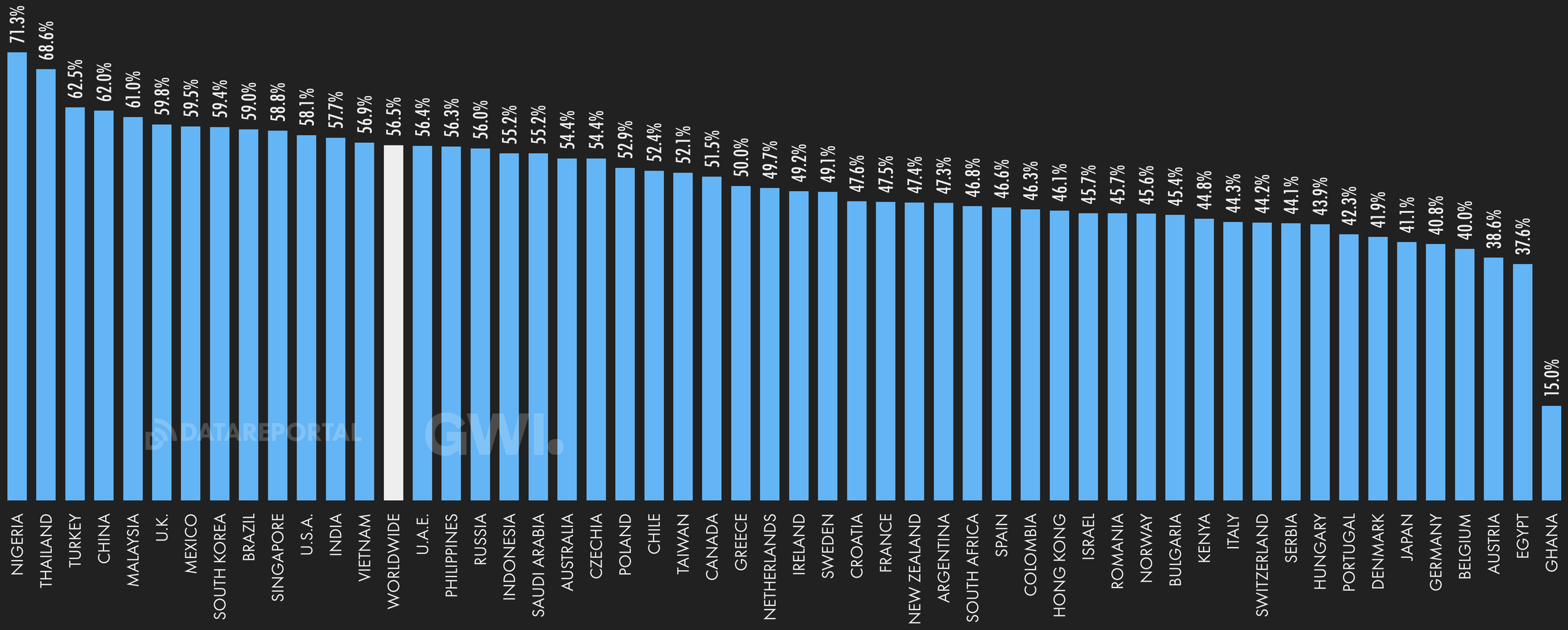
GLOBAL OVERVIEW



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we are social Meltwater

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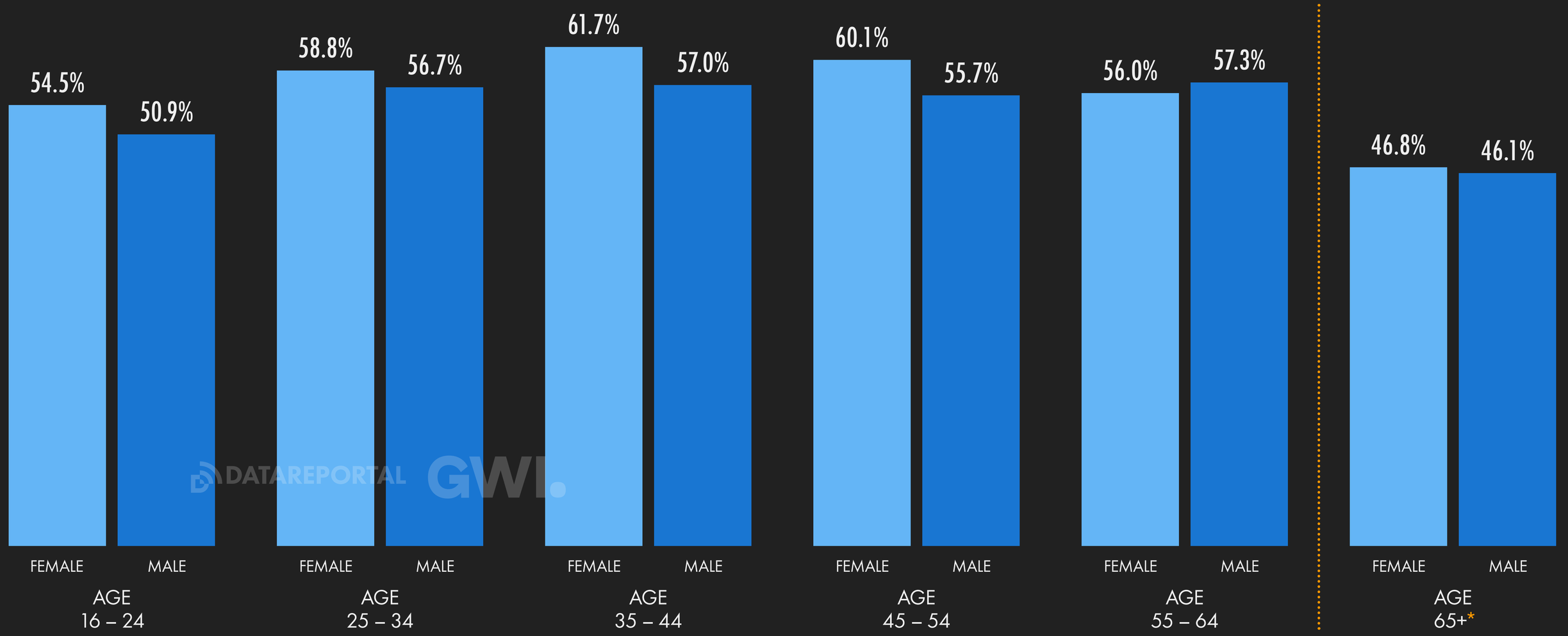
GLOBAL OVERVIEW



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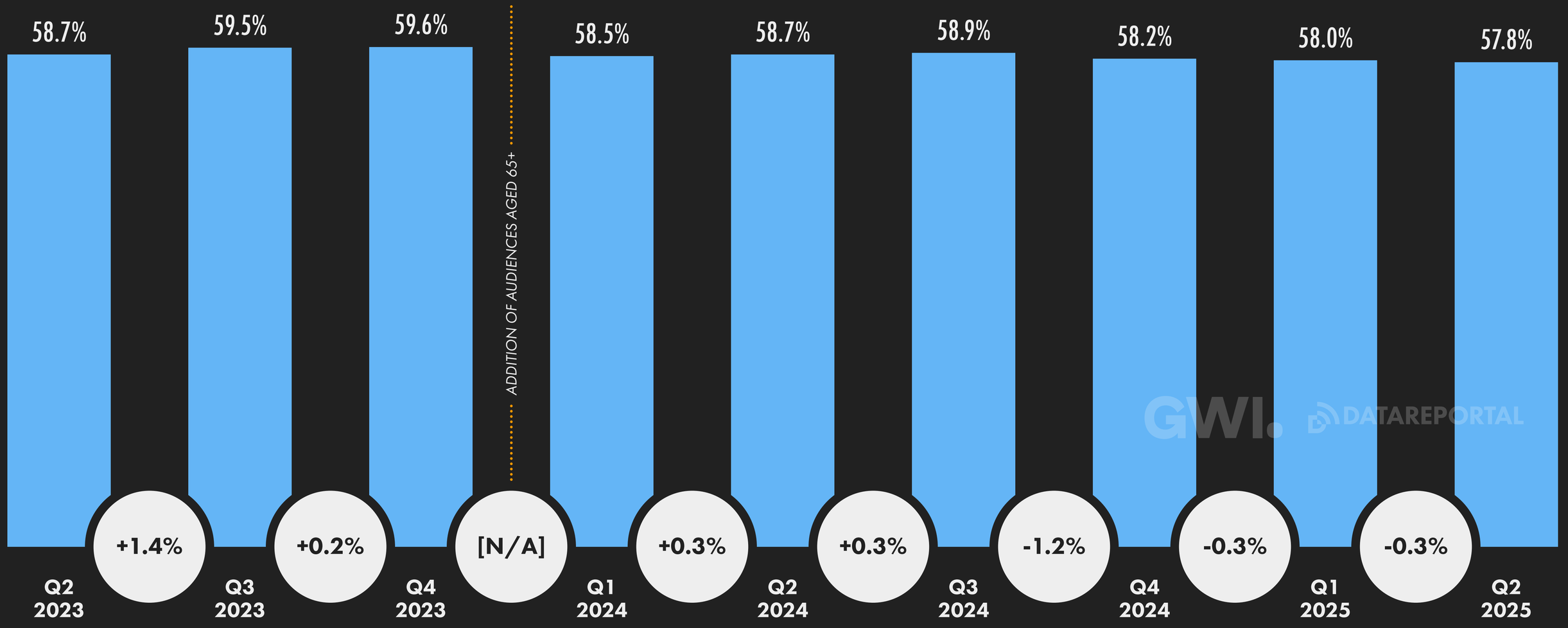
we are social Meltwater

OCT 2025

SHOPPING PREFERENCE: ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PREFER TO SHOP ONLINE RATHER THAN IN A PHYSICAL STORE

GLOBAL OVERVIEW



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OCT 2025

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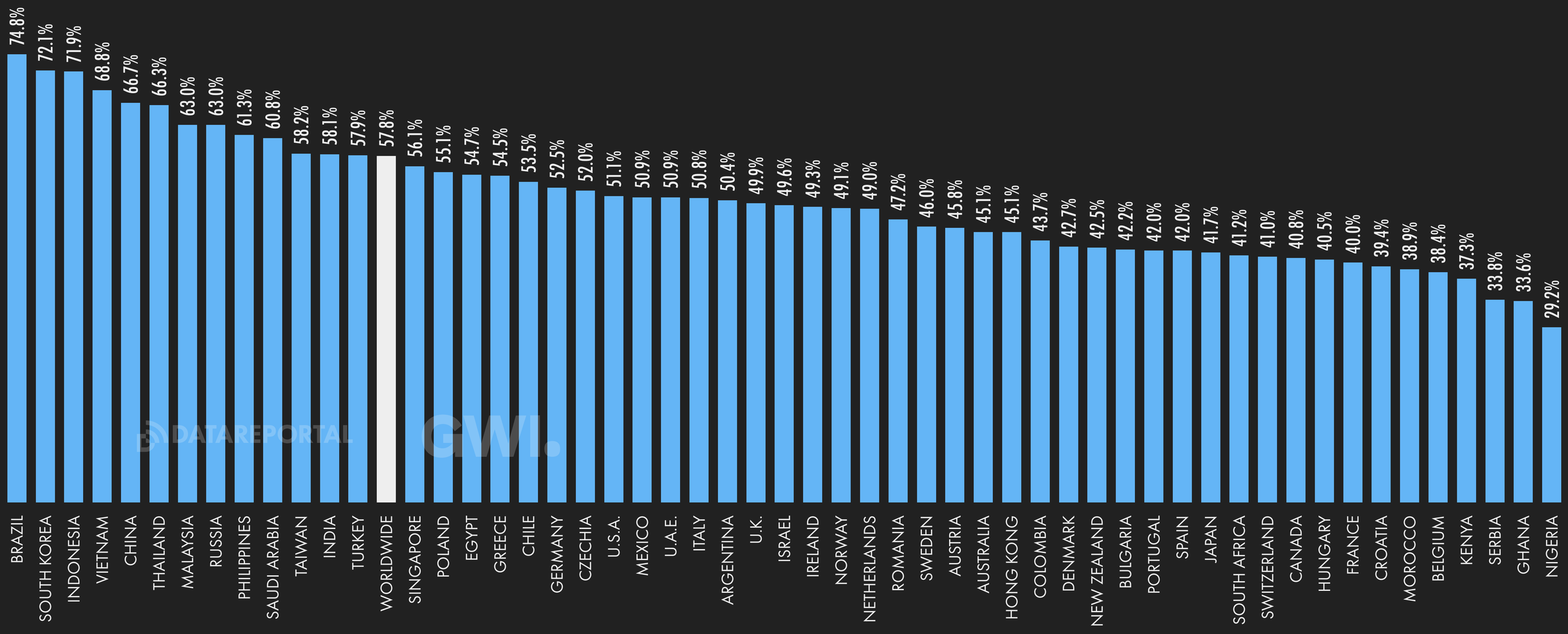

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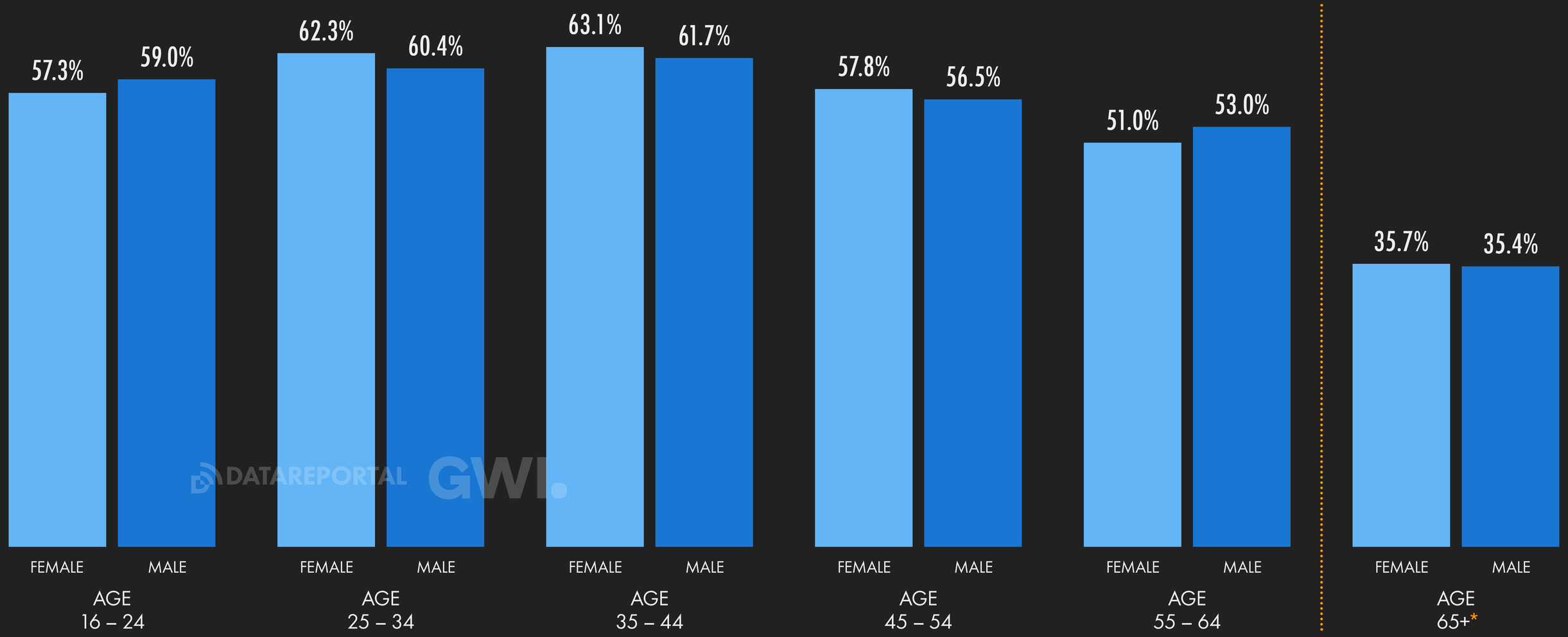
we are social Meltwater

OCT 2025

SHOPPING PREFERENCE: ONLINE

PERCENTAGE OF INTERNET USERS WHO PREFER TO SHOP ONLINE RATHER THAN IN A PHYSICAL STORE

GLOBAL OVERVIEW



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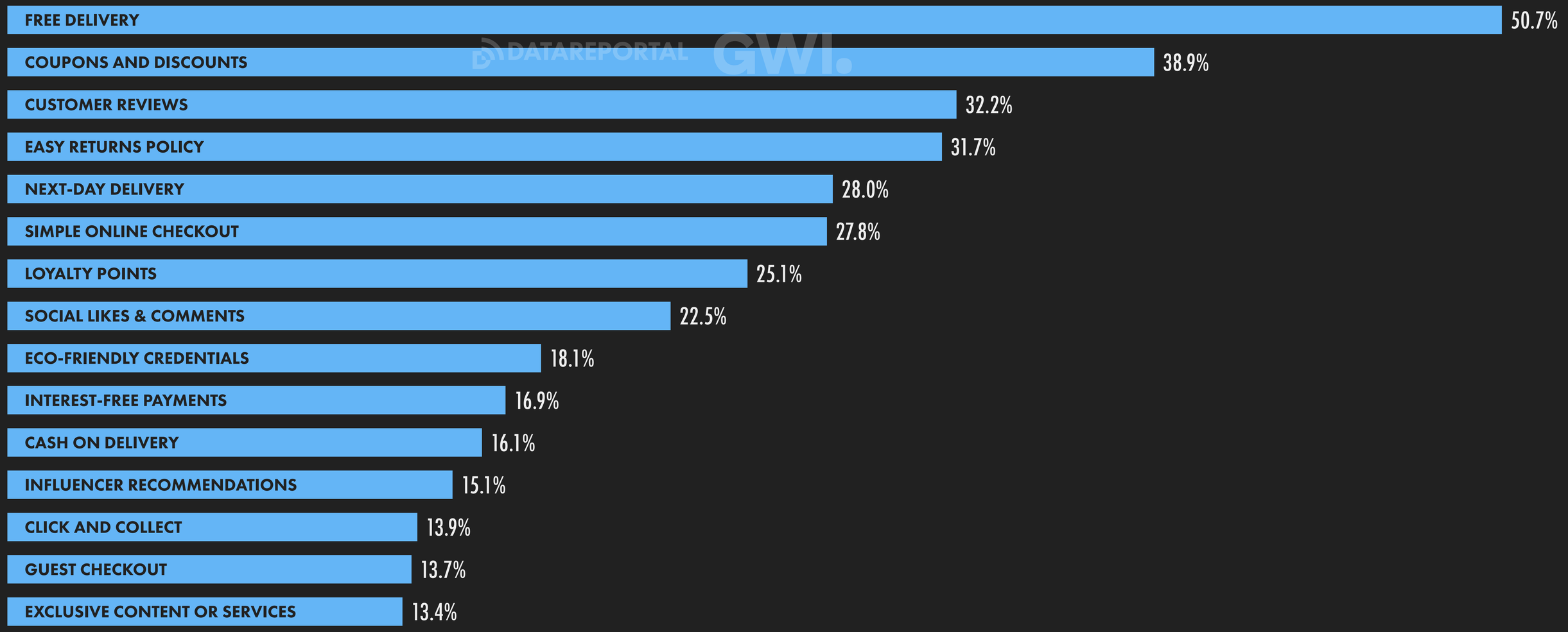
OCT 2025

ONLINE PURCHASE DRIVERS

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

GLOBAL OVERVIEW



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OCT 2025

ONLINE PURCHASE DRIVERS

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FREE DELIVERY	48.2%	FREE DELIVERY	45.7%	FREE DELIVERY	48.1%	FREE DELIVERY	53.1%	FREE DELIVERY	56.3%	FREE DELIVERY	74.2%
COUPONS AND DISCOUNTS	38.7%	COUPONS AND DISCOUNTS	36.5%	COUPONS AND DISCOUNTS	37.3%	COUPONS AND DISCOUNTS	40.6%	COUPONS AND DISCOUNTS	40.9%	COUPONS AND DISCOUNTS	46.9%
CUSTOMER REVIEWS	32.4%	CUSTOMER REVIEWS	31.3%	CUSTOMER REVIEWS	31.4%	CUSTOMER REVIEWS	32.6%	EASY RETURNS POLICY	35.5%	EASY RETURNS POLICY	42.3%
EASY RETURNS POLICY	30.2%	EASY RETURNS POLICY	29.7%	EASY RETURNS POLICY	30.3%	EASY RETURNS POLICY	32.6%	CUSTOMER REVIEWS	33.4%	CUSTOMER REVIEWS	33.9%
NEXT-DAY DELIVERY	29.2%	NEXT-DAY DELIVERY	29.1%	NEXT-DAY DELIVERY	28.2%	SIMPLE ONLINE CHECKOUT	28.7%	SIMPLE ONLINE CHECKOUT	29.9%	SIMPLE ONLINE CHECKOUT	29.6%
SIMPLE ONLINE CHECKOUT	26.2%	SIMPLE ONLINE CHECKOUT	27.1%	SIMPLE ONLINE CHECKOUT	27.9%	NEXT-DAY DELIVERY	27.2%	LOYALTY POINTS	25.9%	LOYALTY POINTS	26.1%
SOCIAL LIKES & COMMENTS	25.5%	SOCIAL LIKES & COMMENTS	24.1%	LOYALTY POINTS	25.3%	LOYALTY POINTS	26.0%	NEXT-DAY DELIVERY	25.8%	NEXT-DAY DELIVERY	24.2%
LOYALTY POINTS	24.6%	LOYALTY POINTS	24.0%	SOCIAL LIKES & COMMENTS	23.6%	SOCIAL LIKES & COMMENTS	21.5%	SOCIAL LIKES & COMMENTS	19.2%	GUEST CHECKOUT	15.7%
CASH ON DELIVERY	18.8%	ECO-FRIENDLY CREDENTIALS	18.0%	ECO-FRIENDLY CREDENTIALS	18.3%	ECO-FRIENDLY CREDENTIALS	17.8%	ECO-FRIENDLY CREDENTIALS	18.1%	ECO-FRIENDLY CREDENTIALS	15.4%
ECO-FRIENDLY CREDENTIALS	18.5%	INTEREST-FREE PAYMENTS	17.6%	INTEREST-FREE PAYMENTS	17.7%	INTEREST-FREE PAYMENTS	17.4%	INTEREST-FREE PAYMENTS	16.9%	INTEREST-FREE PAYMENTS	12.1%

GWI.

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OCT 2025

MOST USED SHOPPING WEBSITES

RANKING OF SHOPPING WEBSITES, BASED ON AVERAGE MONTHLY GLOBAL TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025

GLOBAL OVERVIEW

#	WEBSITE	UNIQUE VISITORS	MONTHLY VISITS
01	AMAZON.COM	516 M	2.71 B
02	TEMU.COM	435 M	1.63 B
03	ALIEXPRESS.COM	230 M	646 M
04	WALMART.COM	182 M	506 M
05	EBAY.COM	164 M	635 M
06	AMAZON.IN	163 M	435 M
07	ETSY.COM	154 M	385 M
08	OZON.RU	116 M	527 M
09	SHOP.APP	88.9 M	154 M
10	TARGET.COM	84.3 M	187 M

#	WEBSITE	UNIQUE VISITORS	MONTHLY VISITS
11	AMAZON.CO.JP	79.2 M	525 M
12	AMAZON.CO.UK	76.4 M	370 M
13	COUPANG.COM	75.9 M	290 M
14	AMAZON.COM.BR	74.8 M	175 M
15	AMAZON.DE	72.8 M	407 M
16	FLIPKART.COM	71.1 M	186 M
17	RAKUTEN.COM	63.9 M	162 M
18	RAKUTEN.CO.JP	61.4 M	419 M
19	TICKETMASTER.COM	60.5 M	108 M
20	MERCADOLIVRE.COM.BR	60.5 M	260 M

similarweb

similarweb

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** VALUES REPRESENT MONTHLY AVERAGES FOR THE STATED PERIOD. ONLY INCLUDES SITES IN SIMILARWEB'S "ECOMMERCE AND SHOPPING" PREDEFINED INDUSTRY LISTINGS. VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, BECAUSE SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS.

OCT 2025

MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE SHOPPING APPS, BASED ON GLOBAL MONTHLY ACTIVE USERS IN AUGUST 2025

GLOBAL OVERVIEW

#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON
02	TEMU	PDD
03	FLIPKART	WALMART
04	SHOPEE	SEA
05	SHEIN	SHEIN
06	MEESHO	MEESHO
07	ALIEXPRESS	ALIBABA
08	MERCADO LIBRE	MERCADO LIBRE
09	WALMART	WALMART
10	EBAY	EBAY

#	SHOPPING APP	COMPANY
11	LAZADA	ALIBABA
12	VINTED	VINTED
13	BLINKIT	ETERNAL
14	MYNTRA	WALMART
15	WILDBERRIES	WILDBERRIES
16	OZON	OZON
17	ZEPTO	ZEPTO
18	OLX	NASPERS
19	LIDL	SCHWARZ GROUP
20	TARGET	TARGET

similarweb

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR APPS LISTED IN THE "SHOPPING" STANDARDISED IAB CATEGORY OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2025. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

OCT 2025

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	IPHONE	100
02	SAMSUNG	86
03	NIKE	71
04	AMAZON	52
05	ADIDAS	49
06	WALMART	40
07	APPLE	26
08	XIAOMI	22
09	LAPTOP	22
10	IPHONE 15	20

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	IPHONE 13	19
12	IPHONE 16	17
13	PS5	15
14	IPHONE 14	15
15	MERCADO LIVRE	15
16	GOOGLE	14
17	IPAD	13
18	NEW BALANCE	13
19	OPPO	11
20	IPHONE 12	11

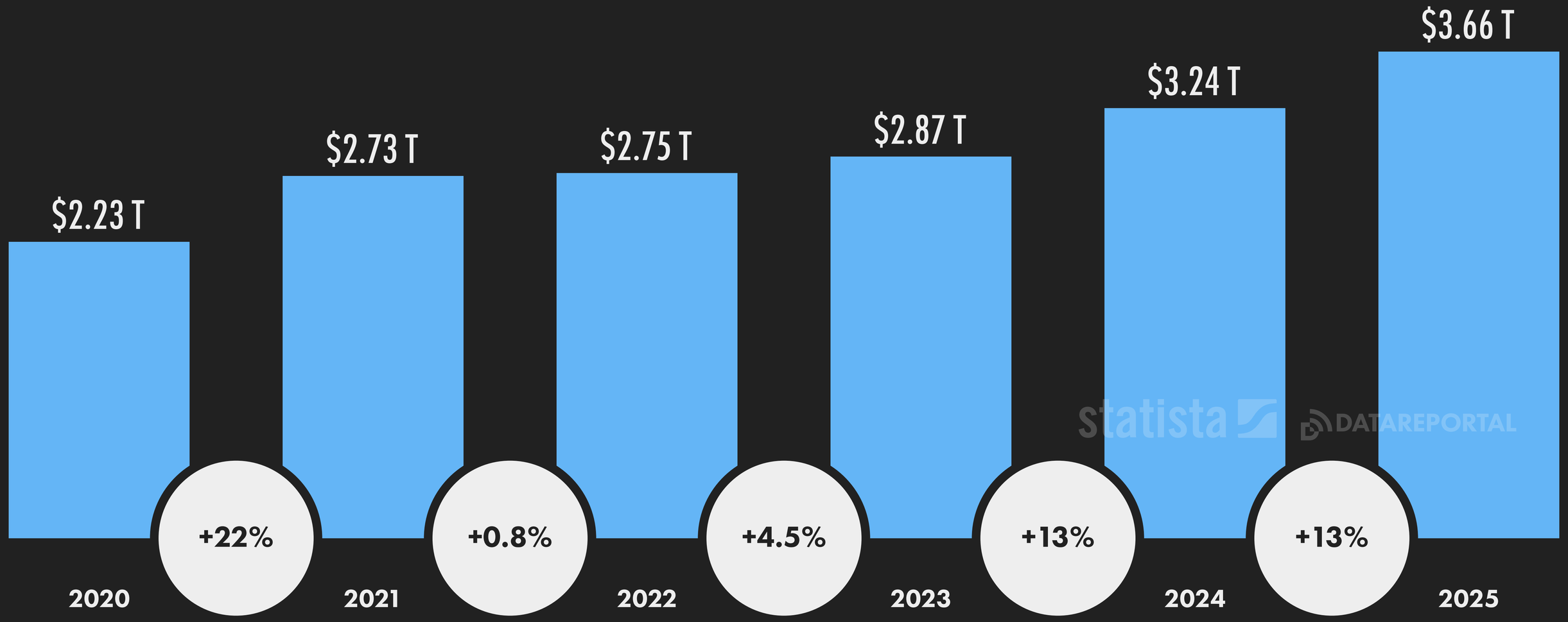
SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

OCT 2025

ECOMMERCE: CONSUMER GOODS SPEND

ESTIMATED ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (B2C ONLY, U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND ON B2C CONSUMER GOODS PURCHASES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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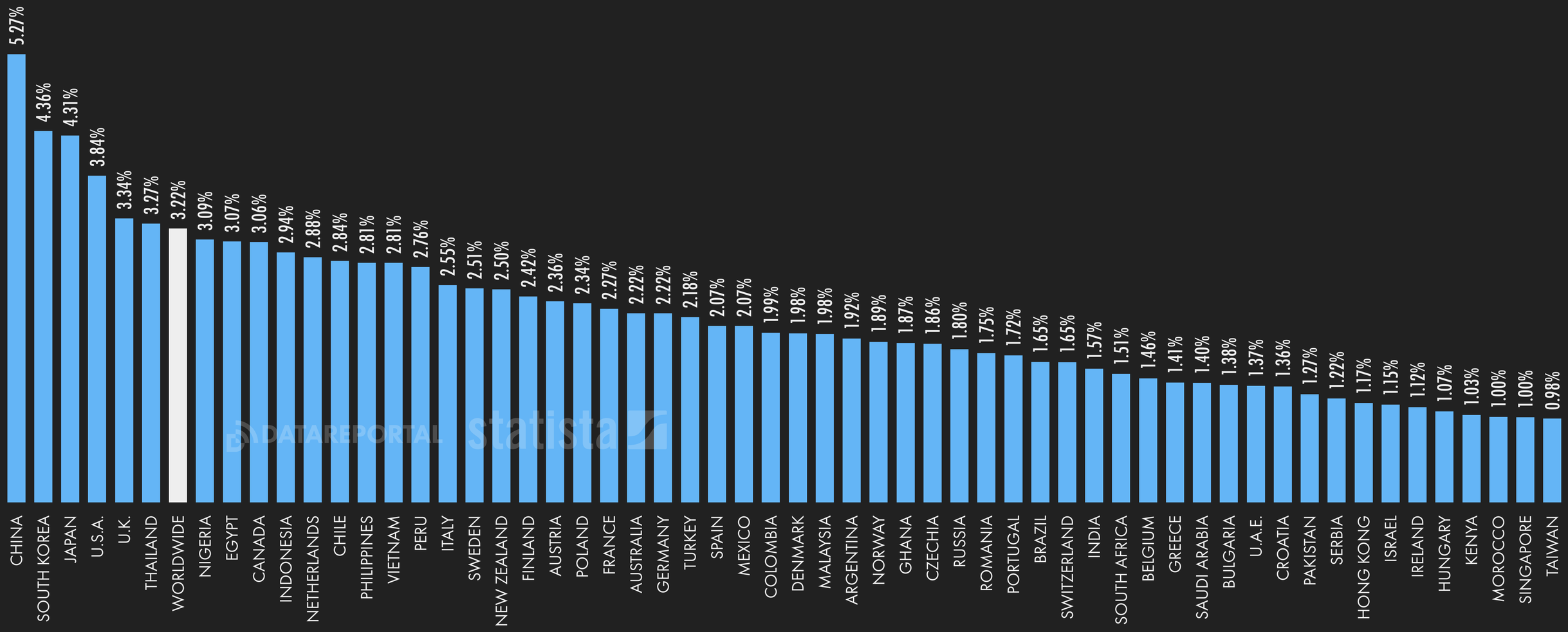
ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2025 ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF GDP (CURRENT USD)

GLOBAL OVERVIEW



SOURCES: STATISTA MARKET INSIGHTS; IMF. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF TOTAL FULL-YEAR SPEND ON ONLINE CONSUMER GOODS PURCHASES FOR 2025 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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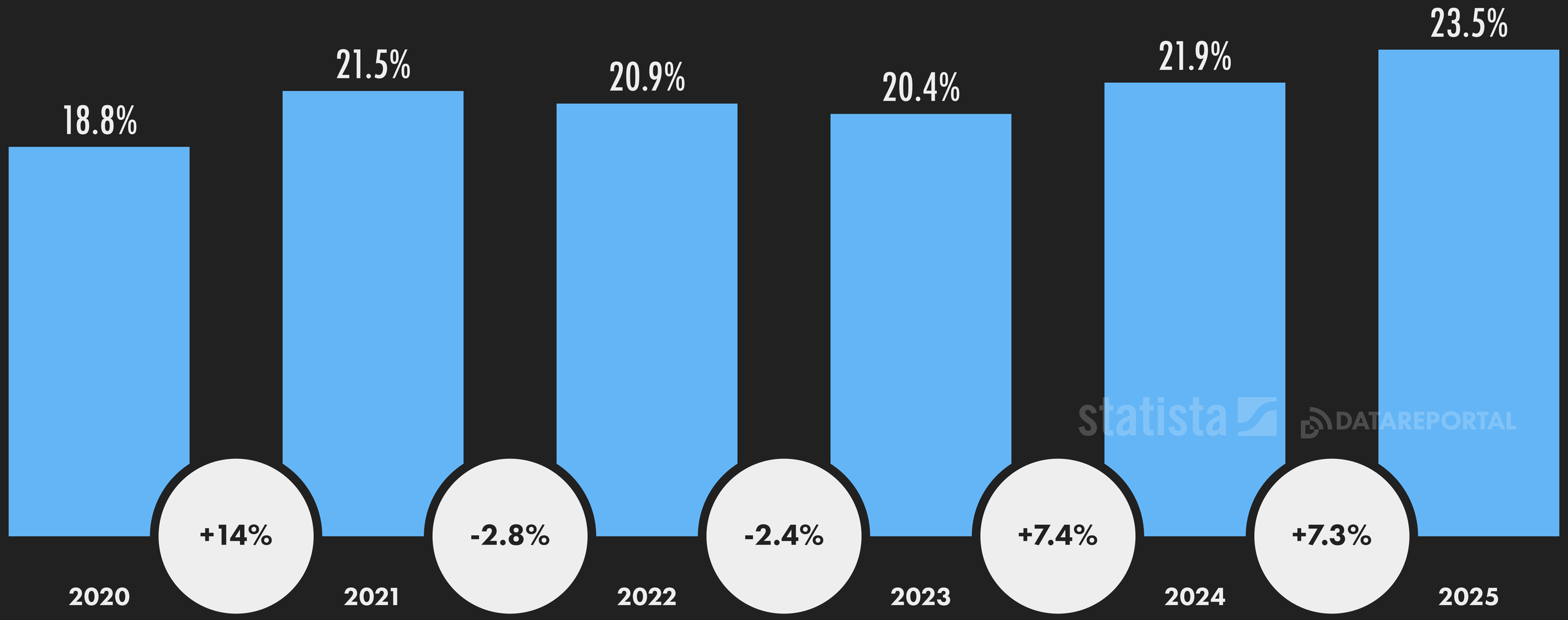
ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND (B2C ONLY)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES BASED ON ESTIMATES AND PROJECTIONS OF FULL-YEAR CONSUMER SPEND ON CONSUMER GOODS PURCHASES. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN ONLINE RETAILERS' SHARE OF TOTAL CONSUMER GOODS SPEND (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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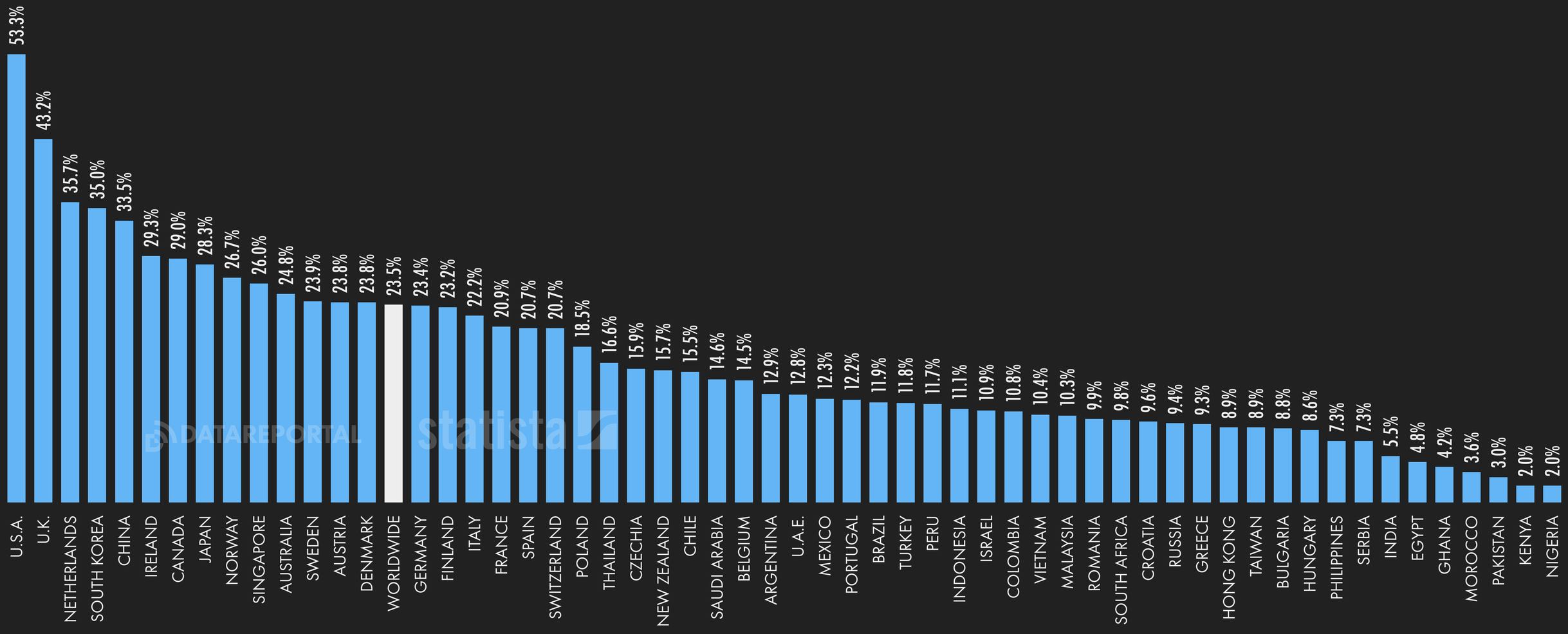
ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND IN 2025 (B2C ONLY)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES BASED ON ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND ON CONSUMER GOODS PURCHASES IN 2025. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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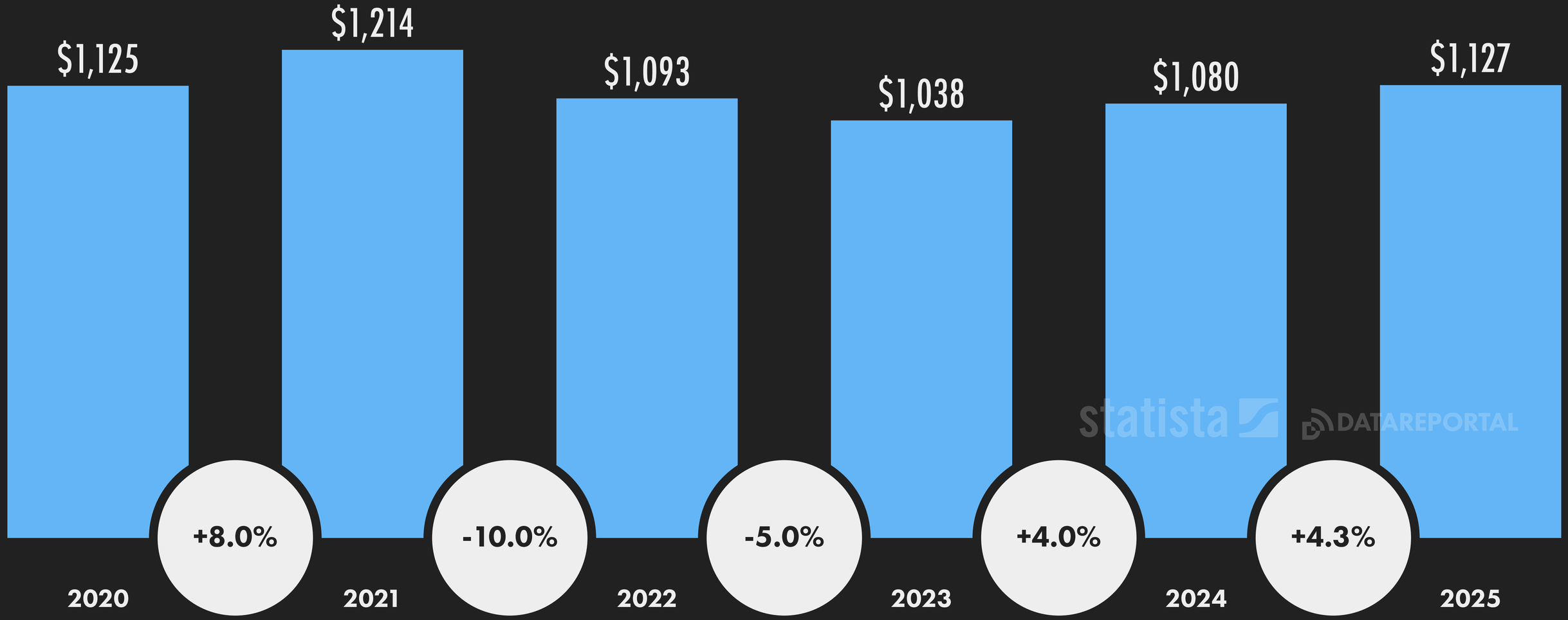
CONSUMER GOODS ECOMMERCE ARPU

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

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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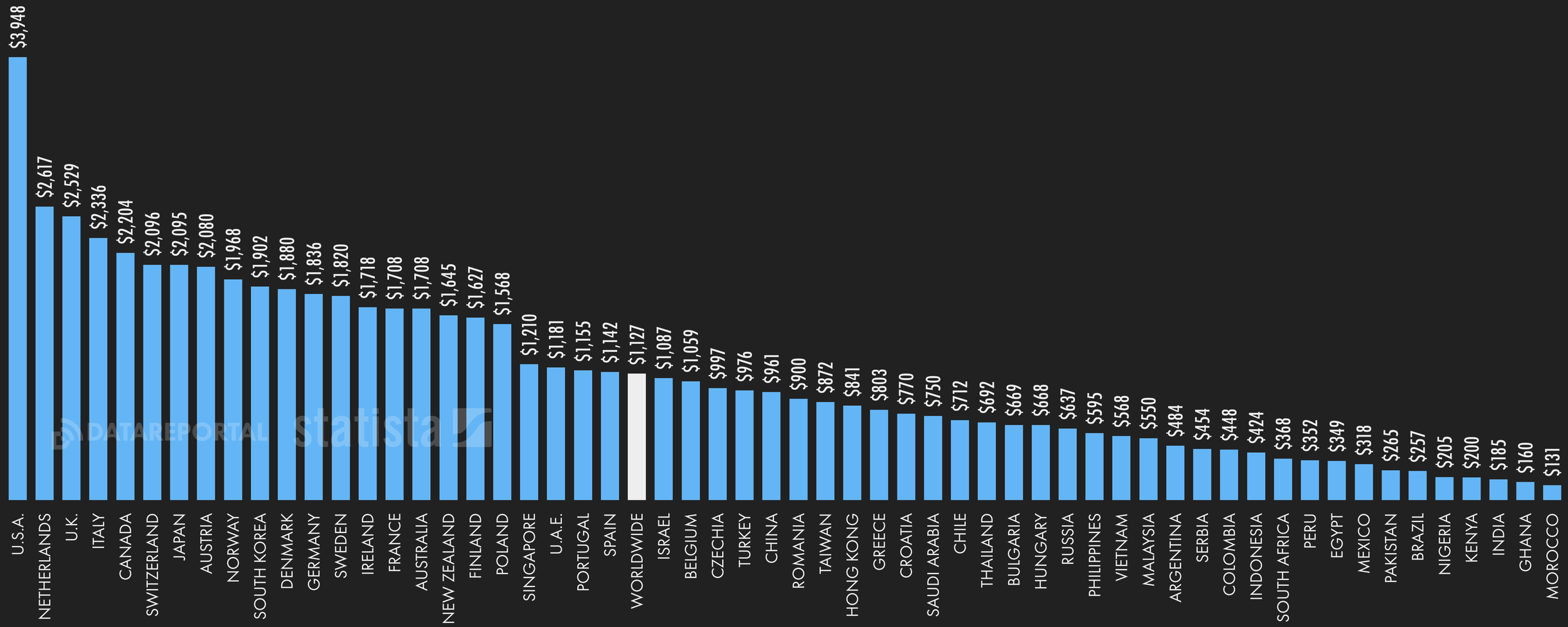
OCT 2025

CONSUMER GOODS ECOMMERCE ARPU

ESTIMATED AVERAGE FULL-YEAR 2025 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2025 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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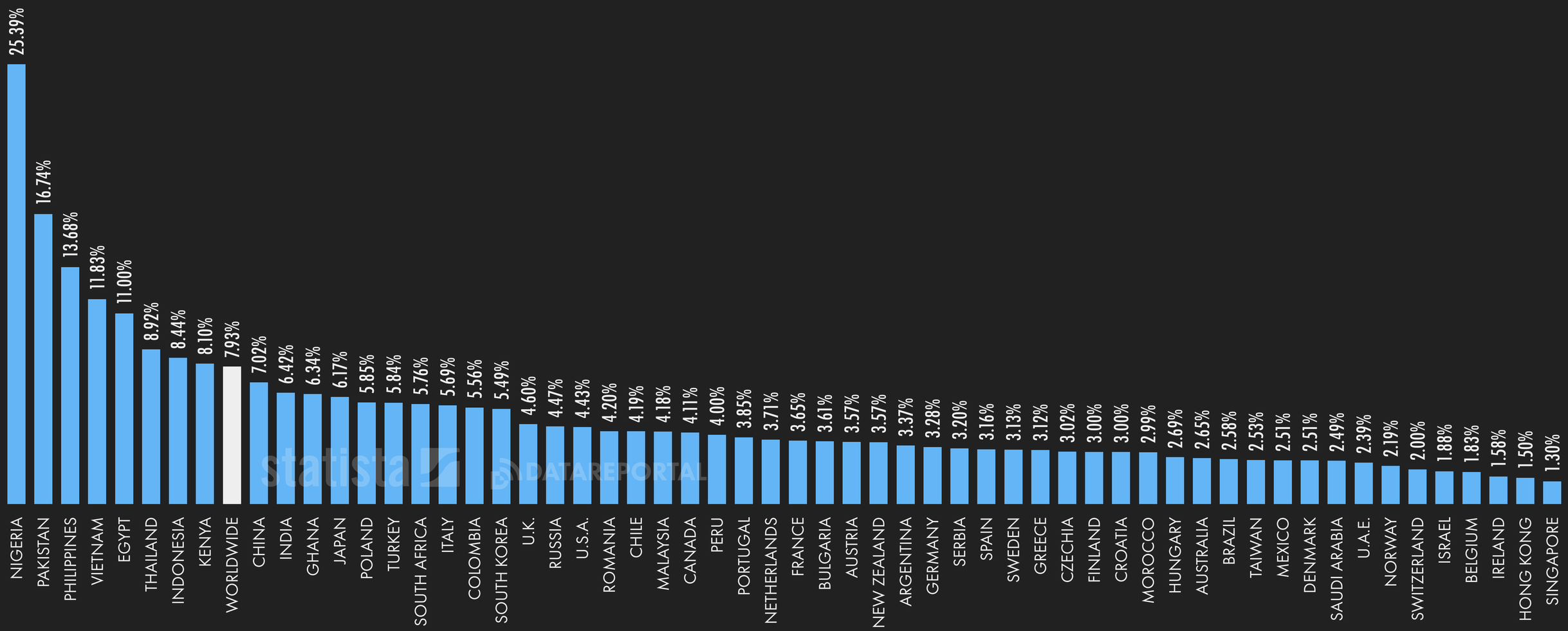
CONSUMER GOODS ARPU vs. GDP PER CAPITA

ESTIMATED AVERAGE FULL-YEAR 2025 REVENUE PER CONSUMER GOODS ECOMMERCE SHOPPER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCES: STATISTA MARKET INSIGHTS; IMF. **GUIDANCE:** ECOMMERCE ACTIVITY IN DEVELOPING ECONOMIES MAY BE LIMITED TO WEALTHIER INDIVIDUALS, WHICH MAY DISTORT COMPARISONS BETWEEN ECOMMERCE ARPU AND GDP PER CAPITA. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2025 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, CONSUMER HEALTHCARE, BEAUTY, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

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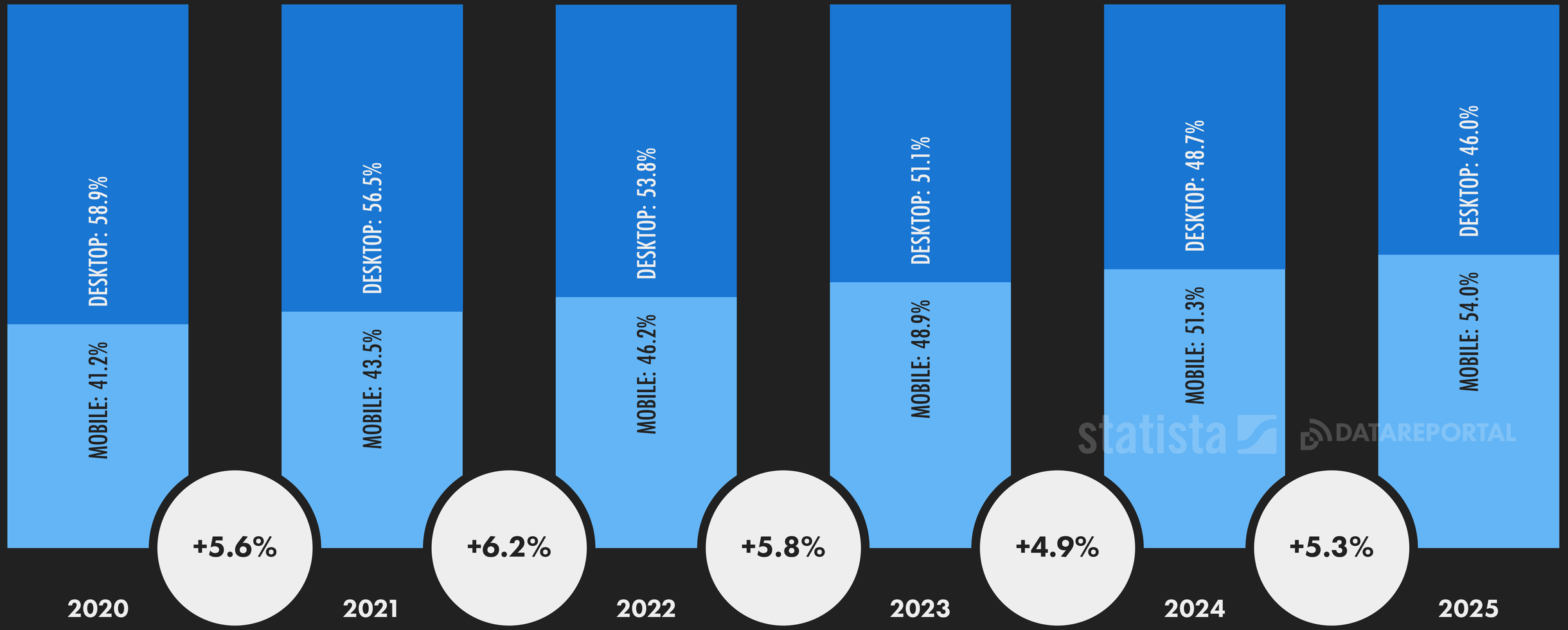
SHARE OF ECOMMERCE PURCHASES BY DEVICE

PERCENTAGE OF ONLINE CONSUMER GOODS PURCHASES ATTRIBUTABLE TO ECOMMERCE ACTIVITY ON EACH DEVICE (B2C ONLY)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF EACH DEVICE'S SHARE OF FULL-YEAR ONLINE CONSUMER GOODS ACTIVITY. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN THE USE OF MOBILE PHONES TO MAKE ONLINE PURCHASES (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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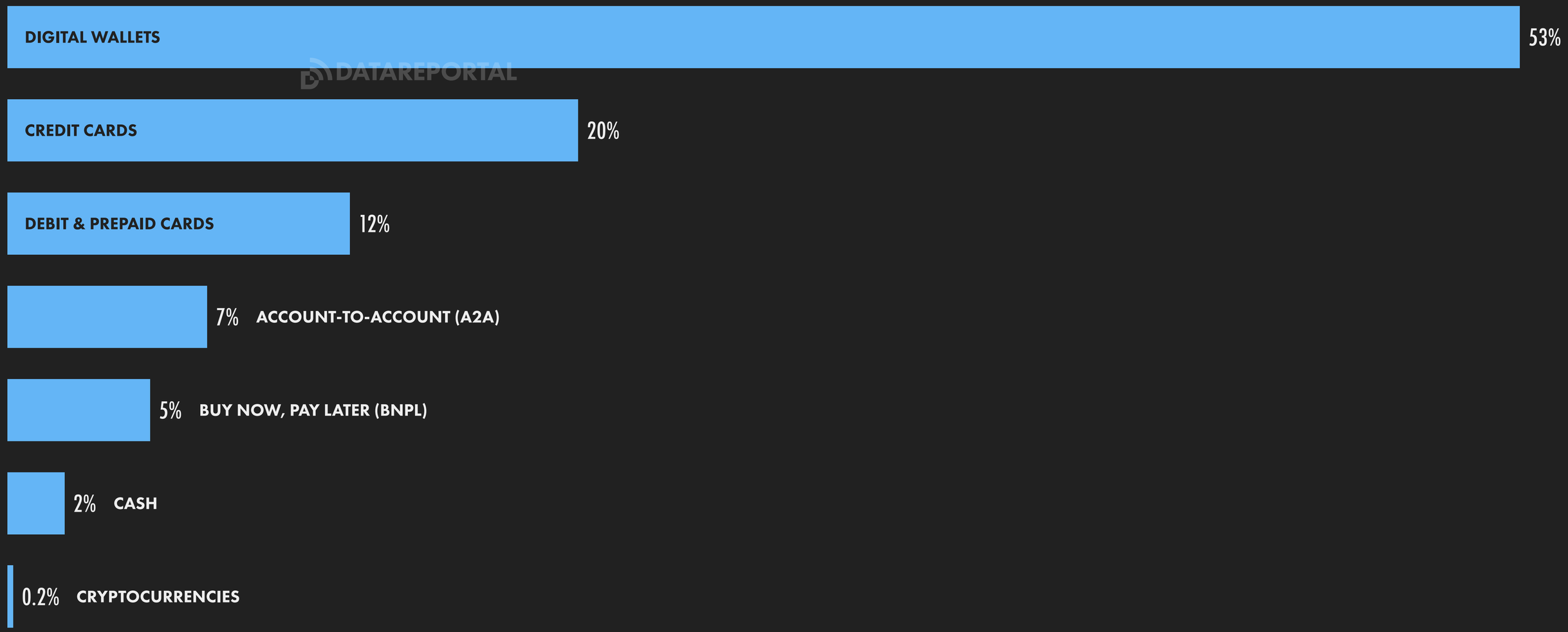
ECOMMERCE PAYMENT METHODS

EACH PAYMENT METHOD'S SHARE OF GLOBAL ECOMMERCE TRANSACTIONS IN 2024

GLOBAL OVERVIEW



SOURCE: WORLDPAY GLOBAL PAYMENTS REPORT 2025. **NOTE:** FIGURES REPRESENT SHARE OF B2C ECOMMERCE TRANSACTION VALUE IN 2024.

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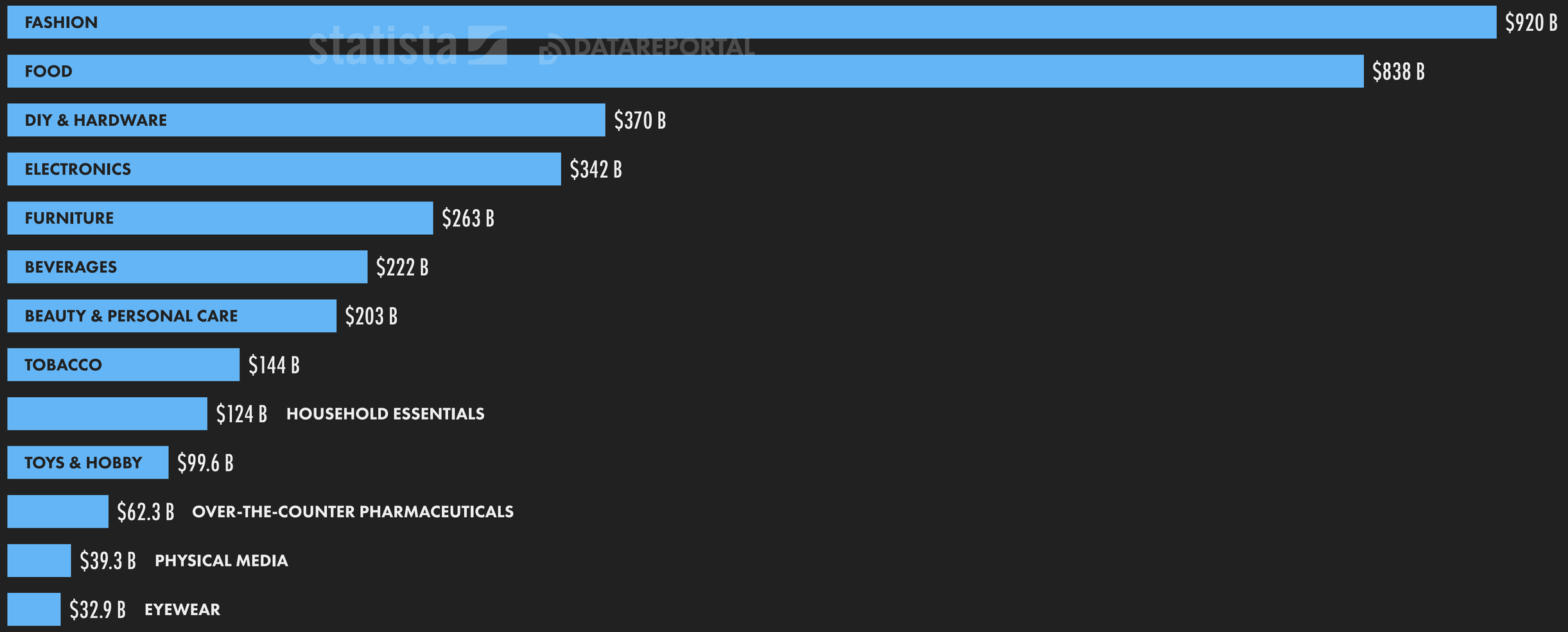
ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES FOR 2025 IN U.S. DOLLARS. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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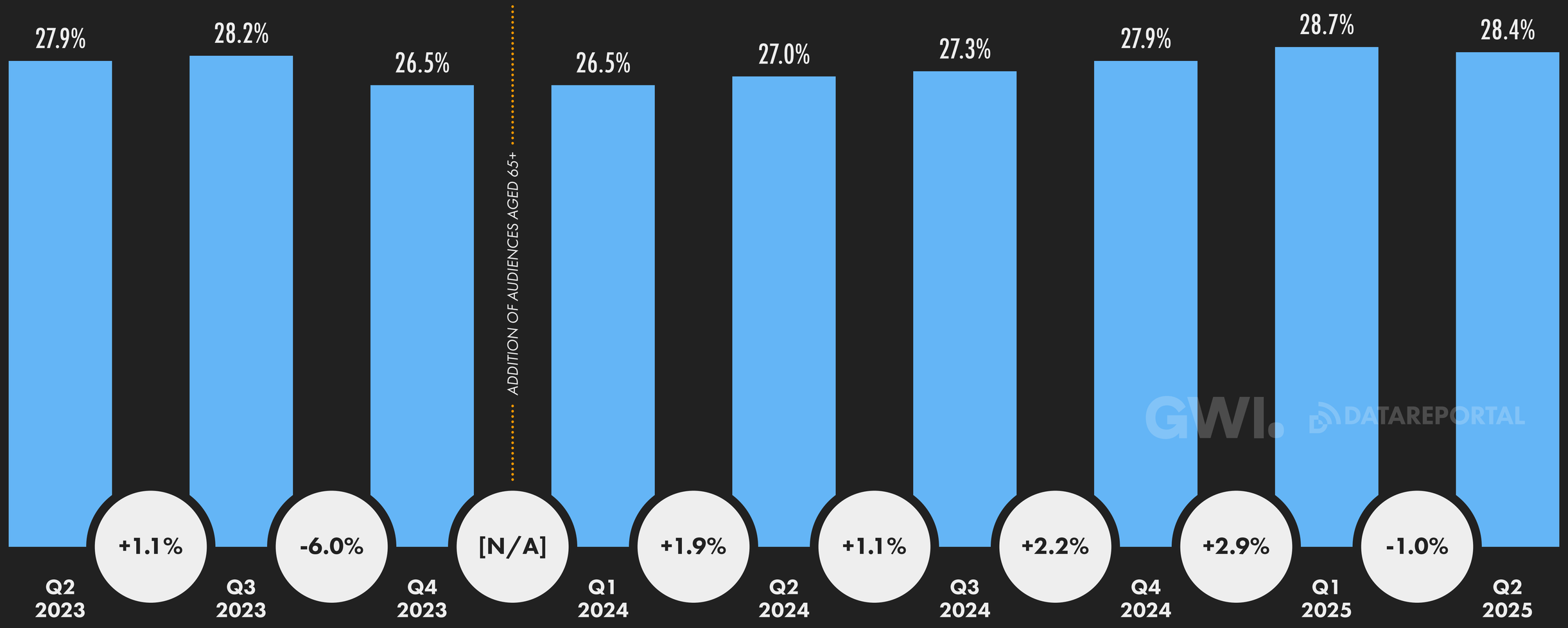
OCT 2025

WEEKLY ONLINE GROCERY PURCHASES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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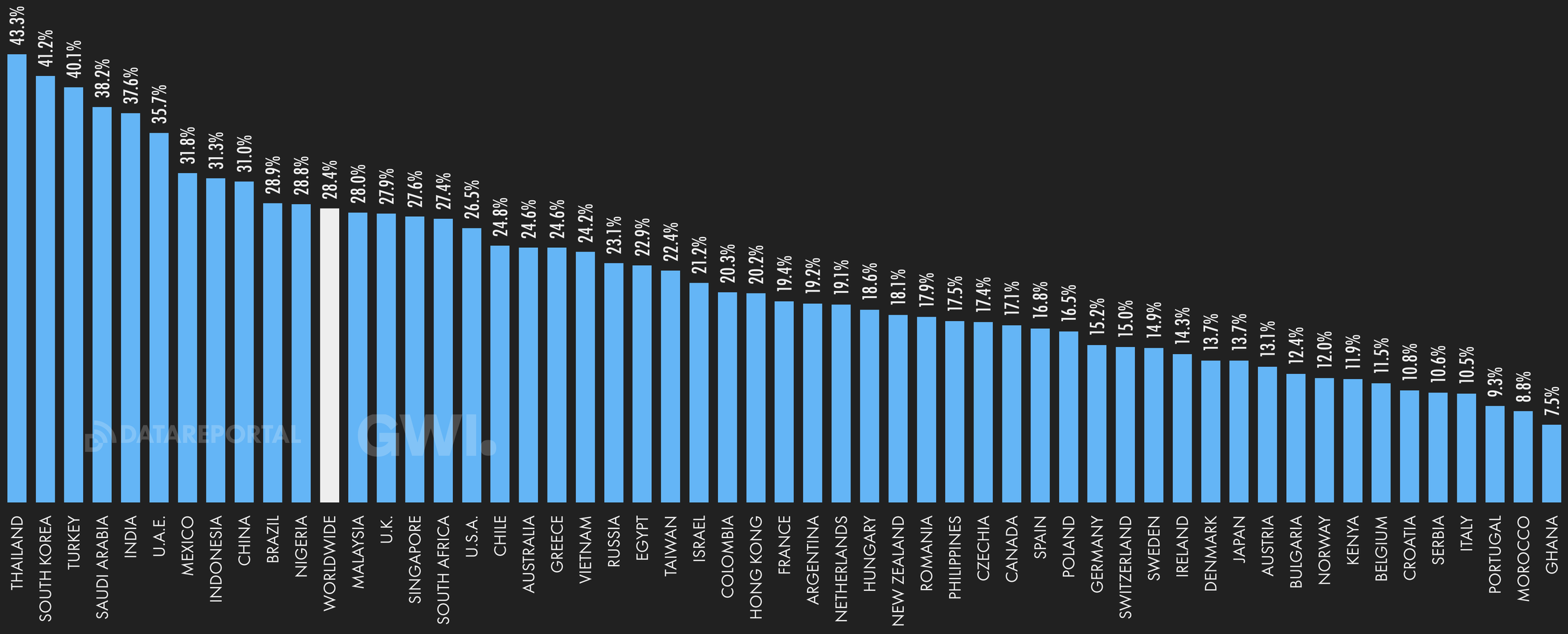
OCT 2025

WEEKLY ONLINE GROCERY PURCHASES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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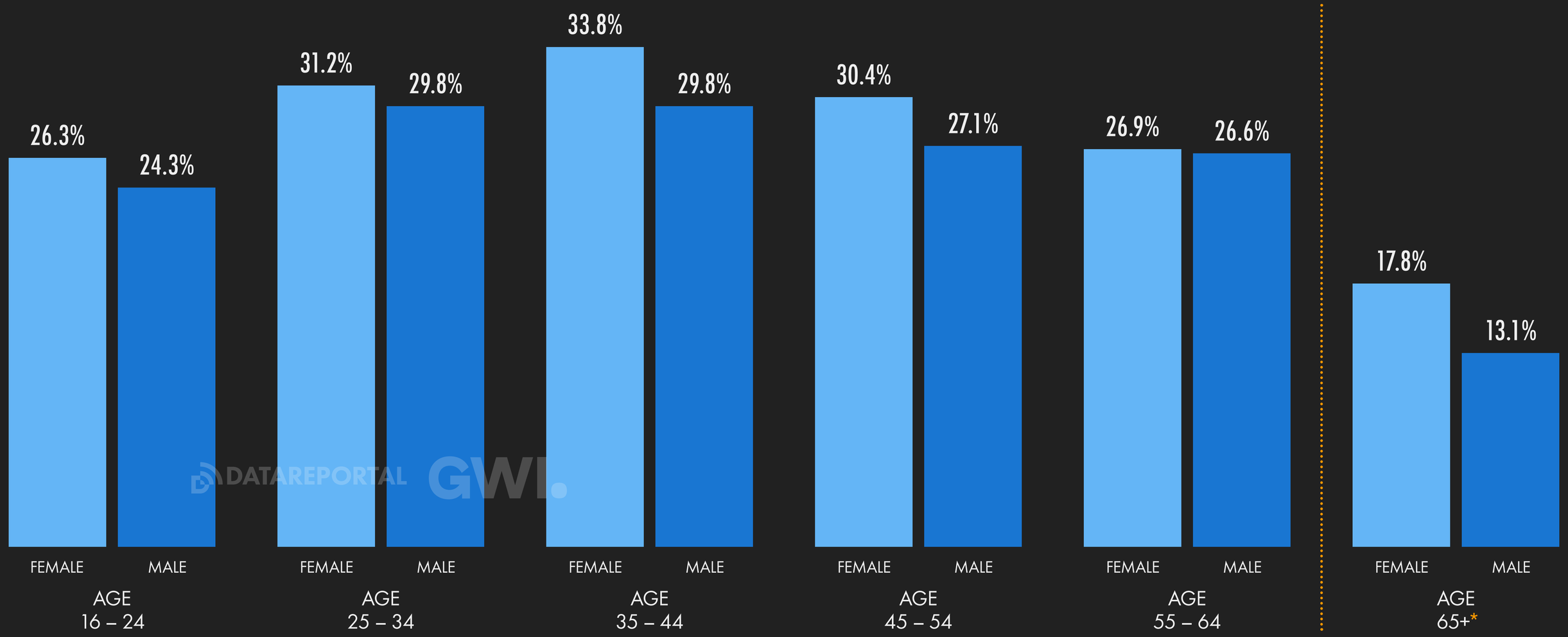
OCT 2025

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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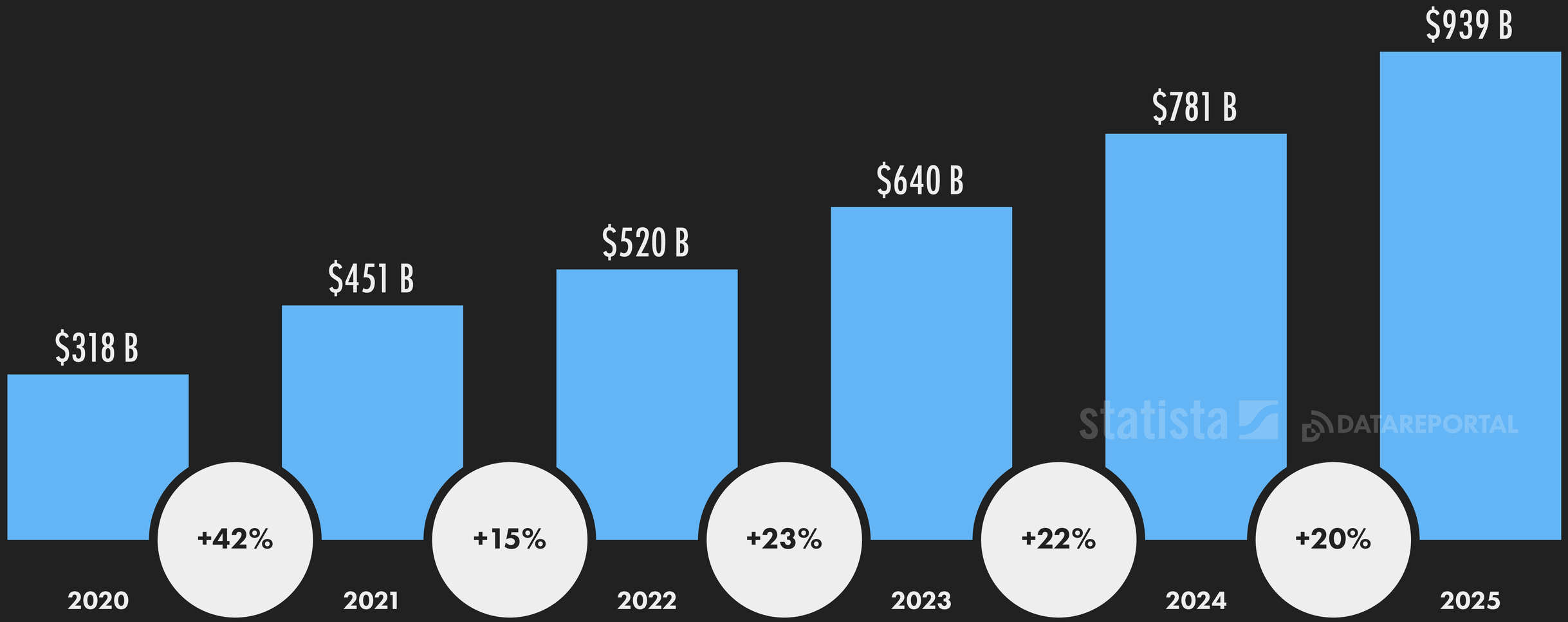
OCT 2025

ONLINE GROCERY: TOTAL MARKET VALUE

ESTIMATED FULL-YEAR CONSUMER SPEND ON ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND IN U.S. DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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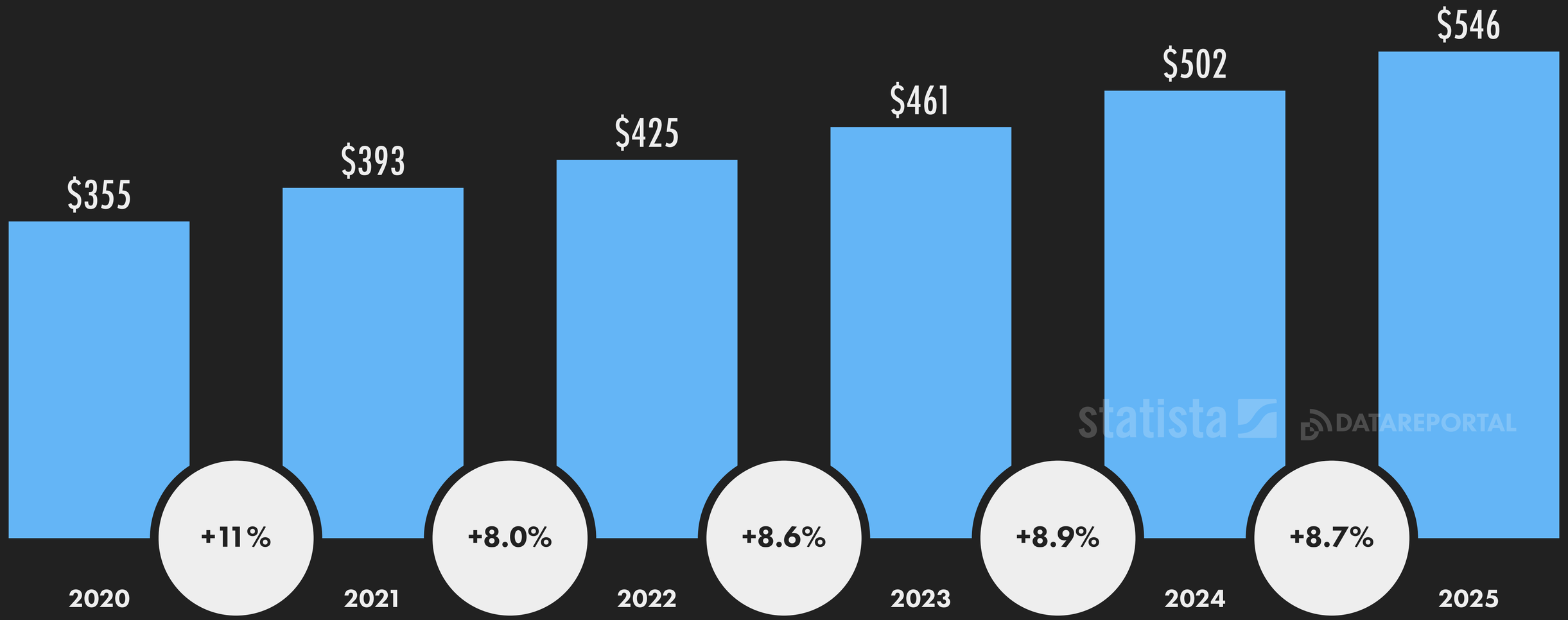
OCT 2025

ONLINE GROCERY: AVERAGE REVENUE PER USER

ESTIMATED AVERAGE FULL-YEAR REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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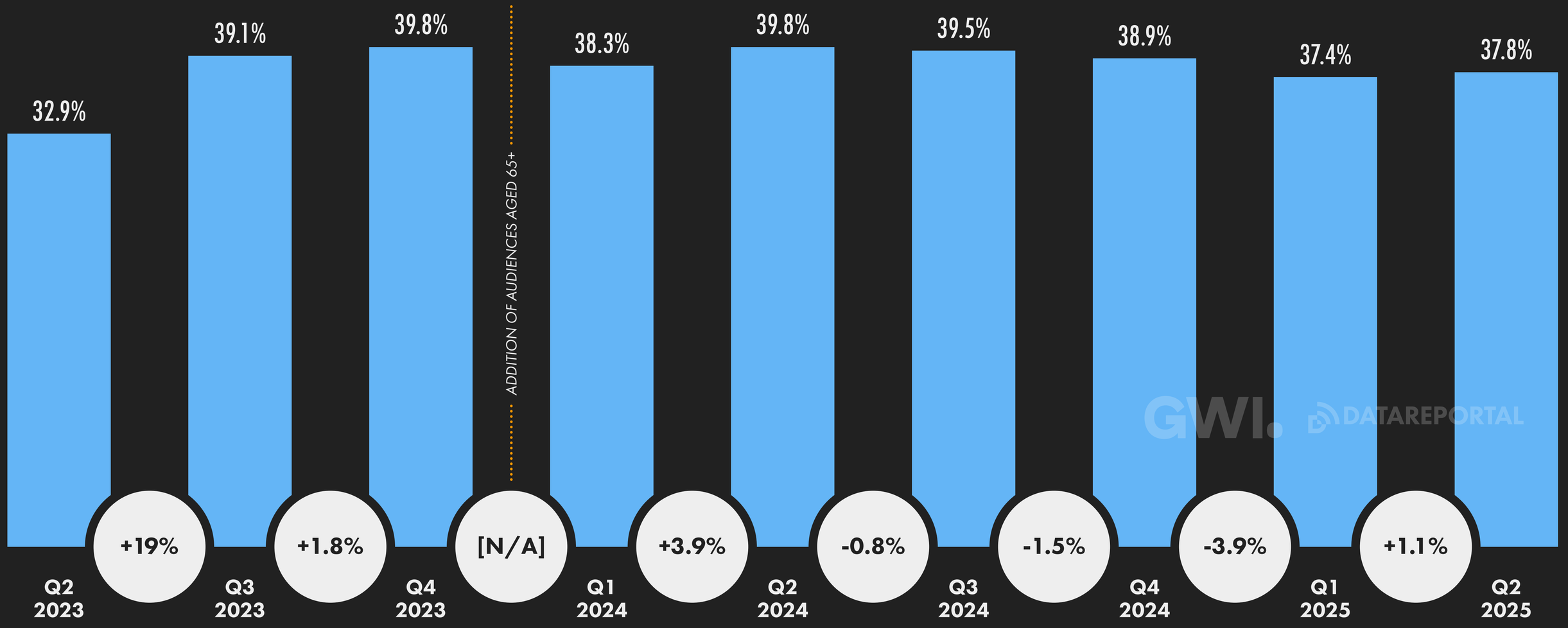
OCT 2025

USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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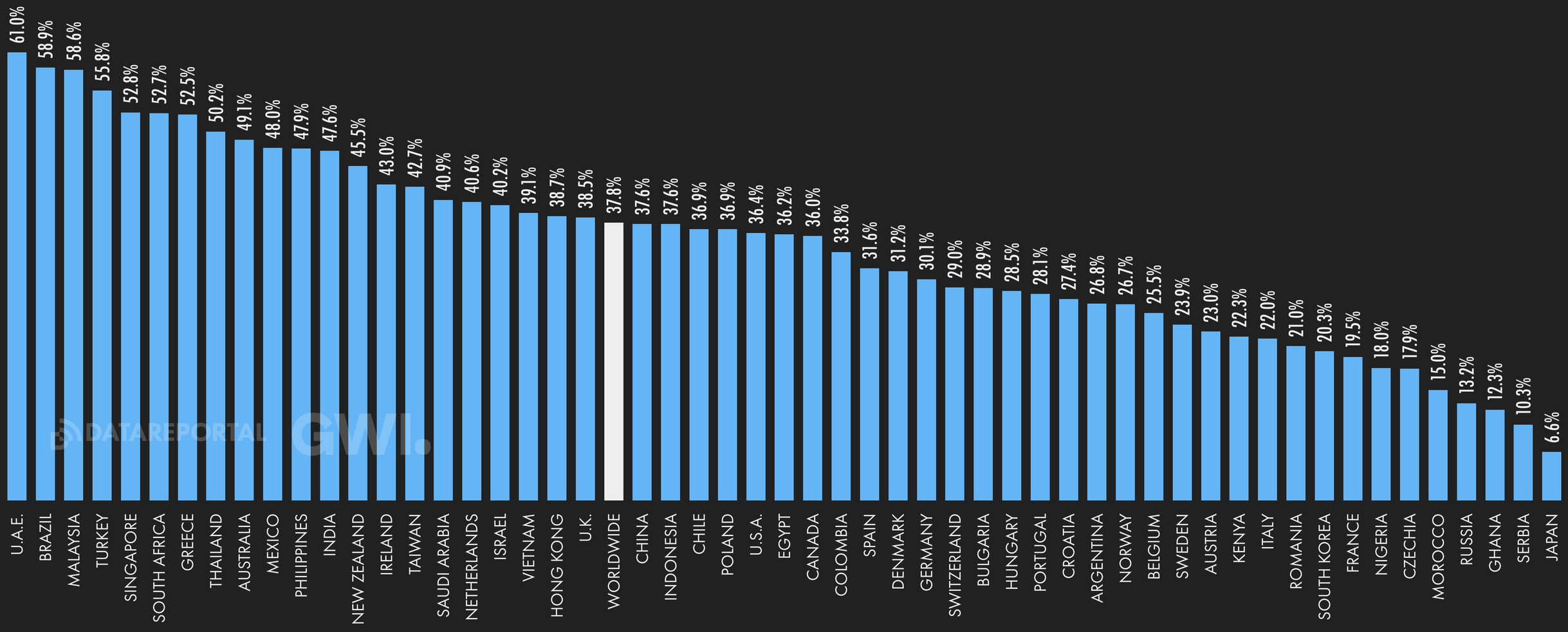
OCT 2025

USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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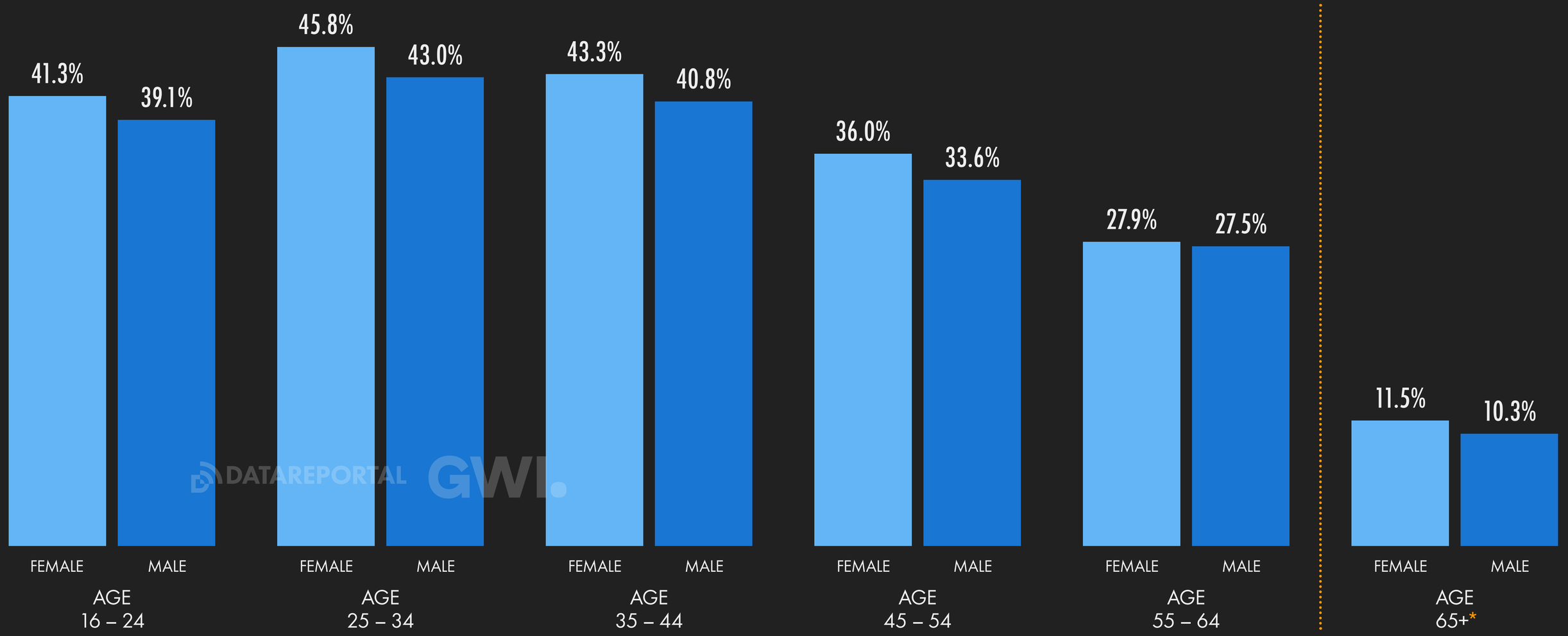
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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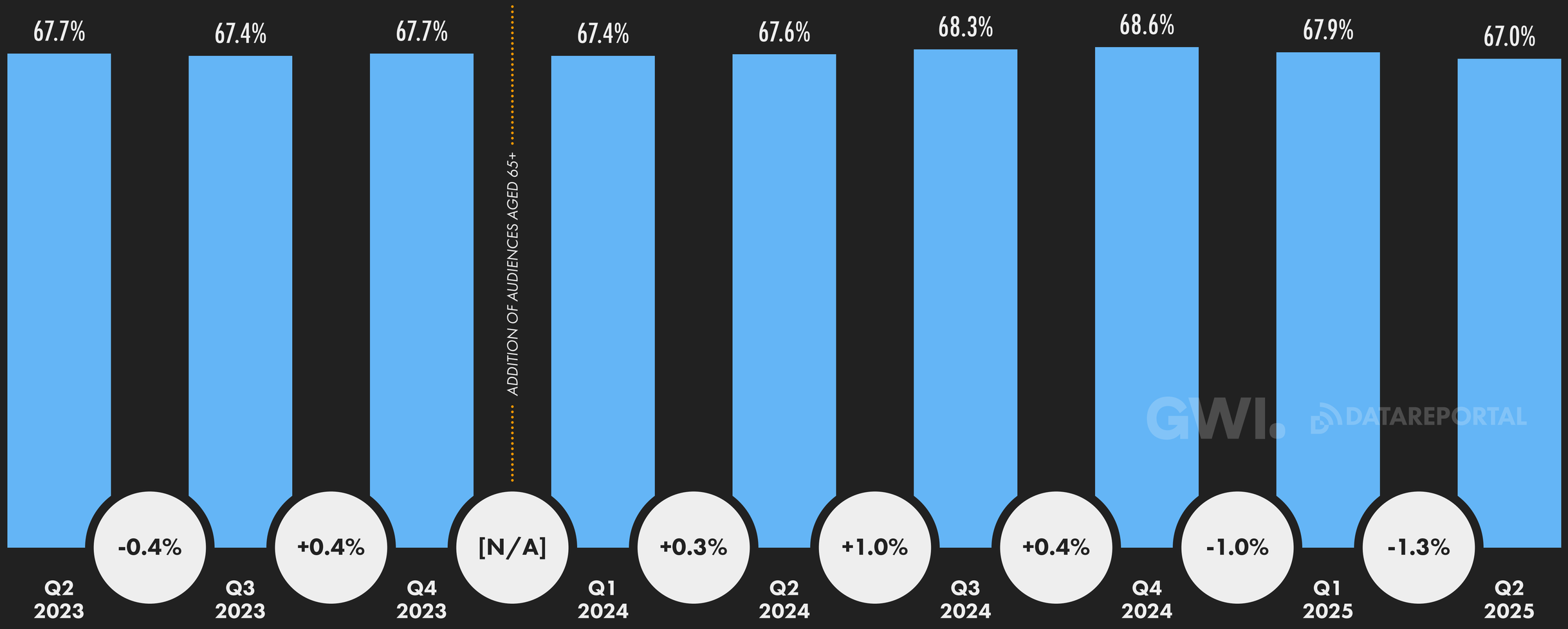
OCT 2025

DIGITAL CONTENT PURCHASES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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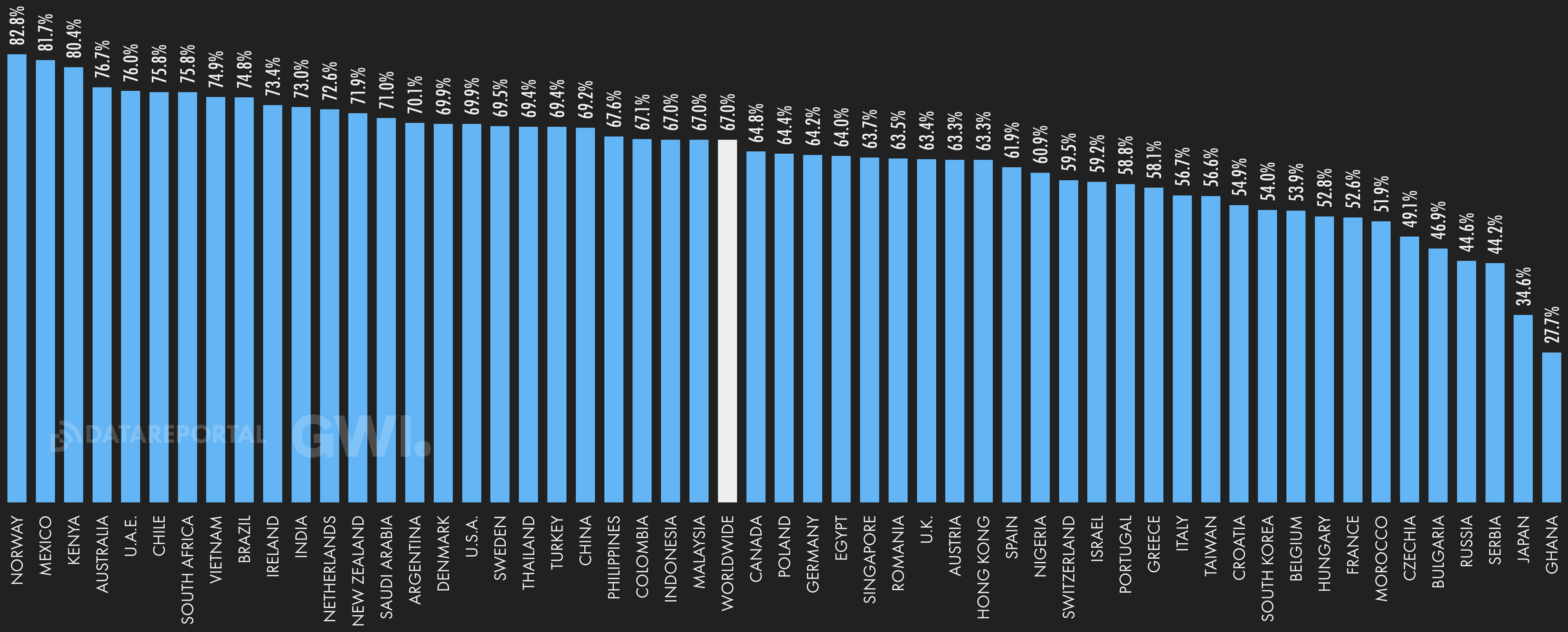
DIGITAL CONTENT PURCHASES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **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. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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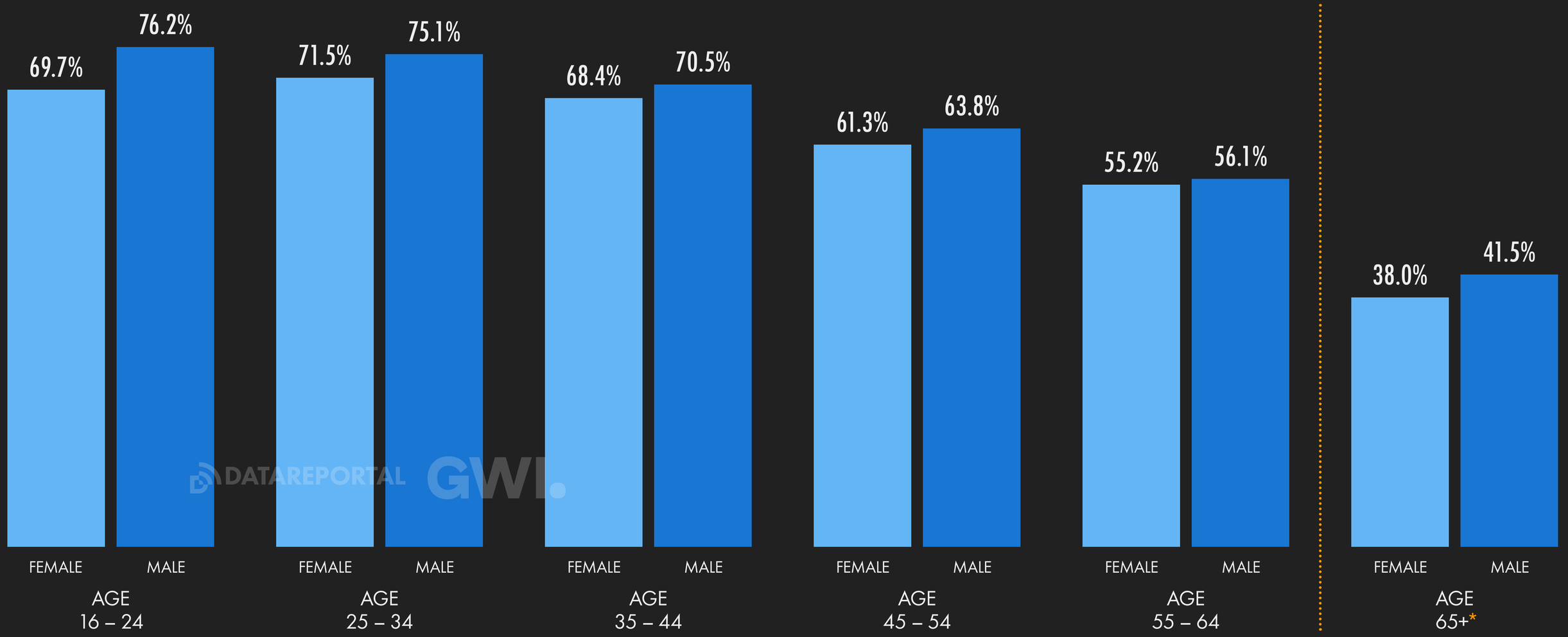
OCT 2025

DIGITAL CONTENT PURCHASES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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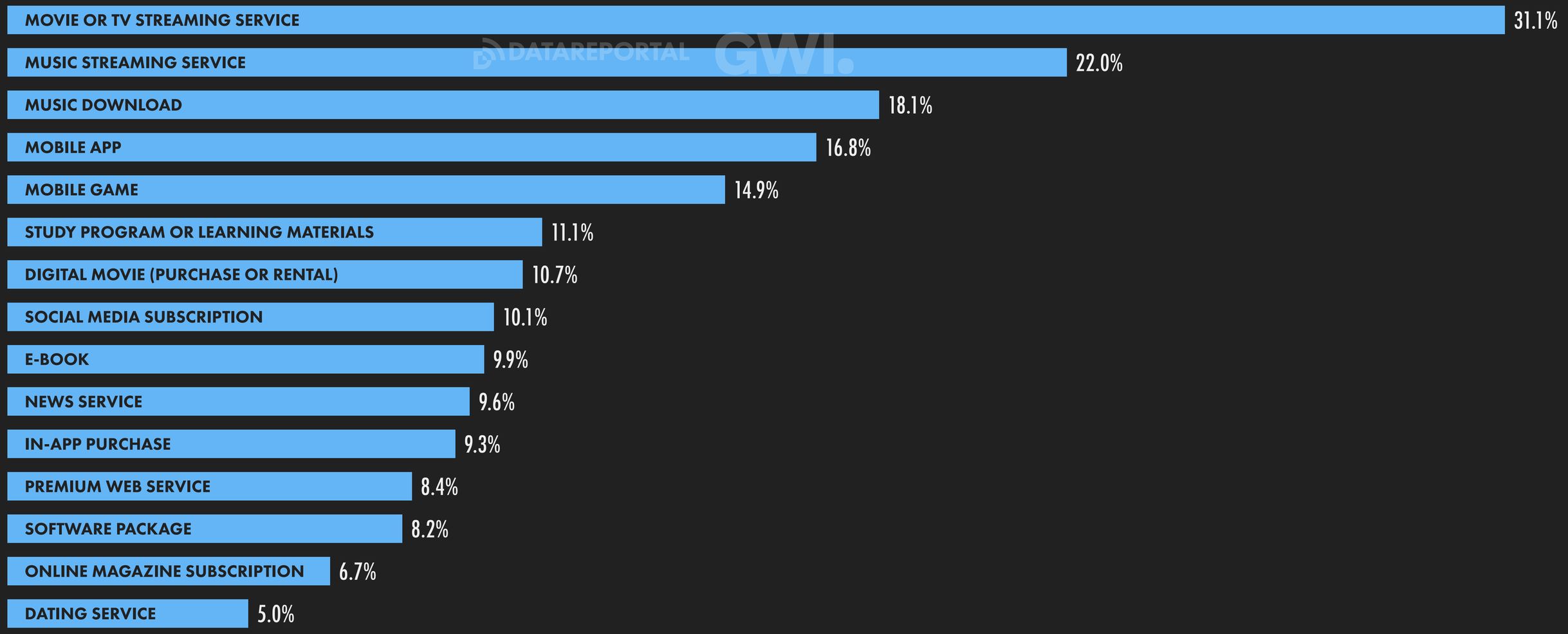
DIGITAL CONTENT PURCHASES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
MOVIE OR TV STREAMING	28.6%	MOVIE OR TV STREAMING	32.9%	MOVIE OR TV STREAMING	33.6%	MOVIE OR TV STREAMING	31.4%	MOVIE OR TV STREAMING	29.5%	MOVIE OR TV STREAMING	25.0%
MUSIC STREAMING	24.9%	MUSIC STREAMING	26.8%	MUSIC STREAMING	22.7%	MUSIC STREAMING	18.5%	MUSIC STREAMING	15.2%	MUSIC STREAMING	10.4%
MUSIC DOWNLOAD	23.2%	MUSIC DOWNLOAD	21.7%	MUSIC DOWNLOAD	18.6%	MUSIC DOWNLOAD	14.8%	MOBILE APP	12.0%	E-BOOK	5.5%
MOBILE GAME	19.9%	MOBILE APP	20.1%	MOBILE APP	18.3%	MOBILE APP	14.3%	MUSIC DOWNLOAD	11.5%	MOBILE APP	3.6%
MOBILE APP	19.1%	MOBILE GAME	18.6%	MOBILE GAME	15.4%	MOBILE GAME	11.3%	DIGITAL MOVIE (BUY OR RENT)	8.9%	NEWS SERVICE	3.6%
EDUCATIONAL CONTENT	15.3%	SOCIAL MEDIA SUBSCRIPTION	12.2%	DIGITAL MOVIE (BUY OR RENT)	12.1%	DIGITAL MOVIE (BUY OR RENT)	10.7%	NEWS SERVICE	8.1%	DIGITAL MOVIE (BUY OR RENT)	3.3%
IN-APP PURCHASES	11.6%	EDUCATIONAL CONTENT	12.1%	EDUCATIONAL CONTENT	11.8%	E-BOOK	9.2%	MOBILE GAME	7.4%	PREMIUM WEB SERVICE	3.0%
SOCIAL MEDIA SUBSCRIPTION	11.3%	DIGITAL MOVIE (BUY OR RENT)	12.0%	SOCIAL MEDIA SUBSCRIPTION	11.0%	NEWS SERVICE	8.8%	SOCIAL MEDIA SUBSCRIPTION	7.3%	SOFTWARE PACKAGE	3.0%
E-BOOK	11.0%	E-BOOK	11.2%	E-BOOK	10.5%	EDUCATIONAL CONTENT	8.8%	E-BOOK	7.0%	IN-APP PURCHASES	2.4%
DIGITAL MOVIE (BUY OR RENT)	10.7%	IN-APP PURCHASES	11.2%	NEWS SERVICE	10.4%	SOCIAL MEDIA SUBSCRIPTION	8.7%	EDUCATIONAL CONTENT	7.0%	MUSIC DOWNLOAD	2.4%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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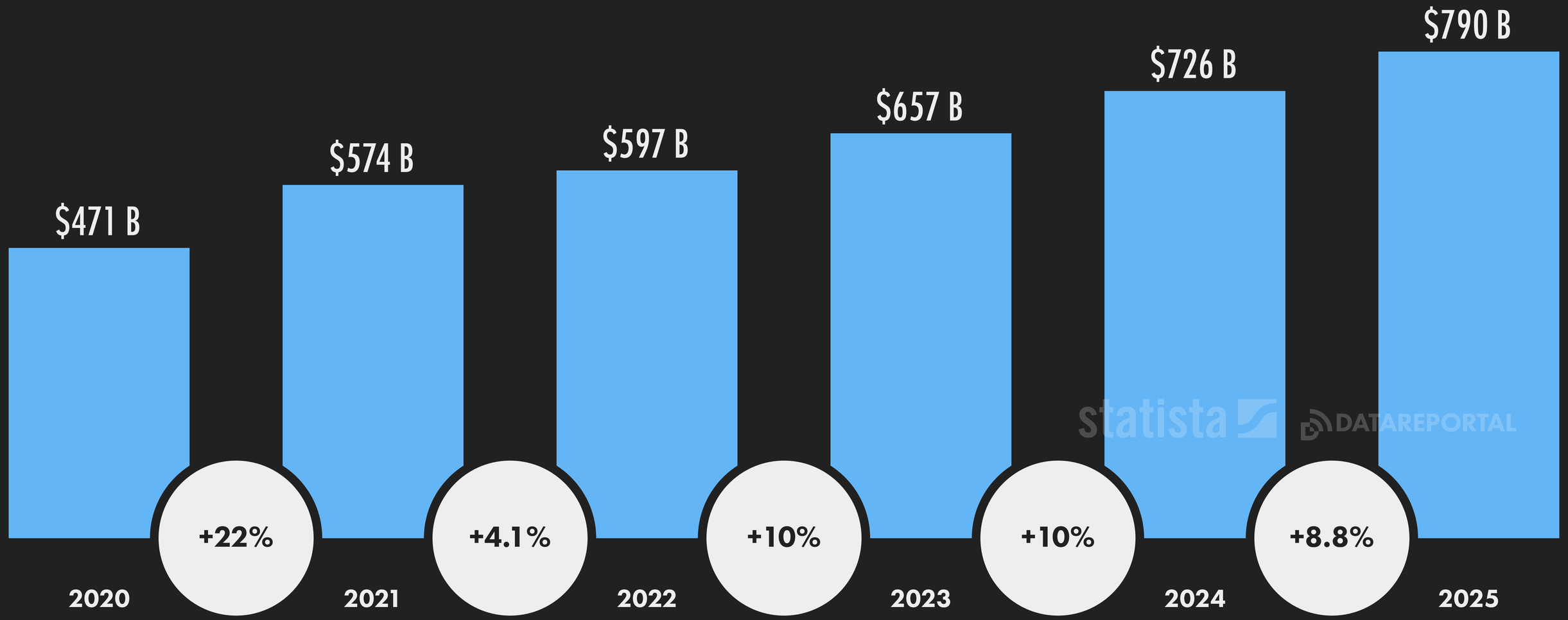
OCT 2025

DIGITAL MEDIA REVENUE

ESTIMATED ANNUAL REVENUE ASSOCIATED WITH DIGITAL MEDIA (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUE ASSOCIATED WITH CONSUMER DIGITAL MEDIA, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. "DIGITAL MEDIA" INCLUDE: ONLINE GAMES, LIVE-STREAMING GAMES, MOBILE GAMES, GAMING NETWORKS, CLOUD GAMING, GAME DOWNLOADS, IN-GAME ADVERTISING, DIGITAL MUSIC, DIGITAL NEWSPAPERS & MAGAZINES, EBOOKS, AND OTT VIDEO. VALUES INCLUDE CONSUMER PURCHASES, SUBSCRIPTIONS, AND ADVERTISING REVENUE WHERE APPLICABLE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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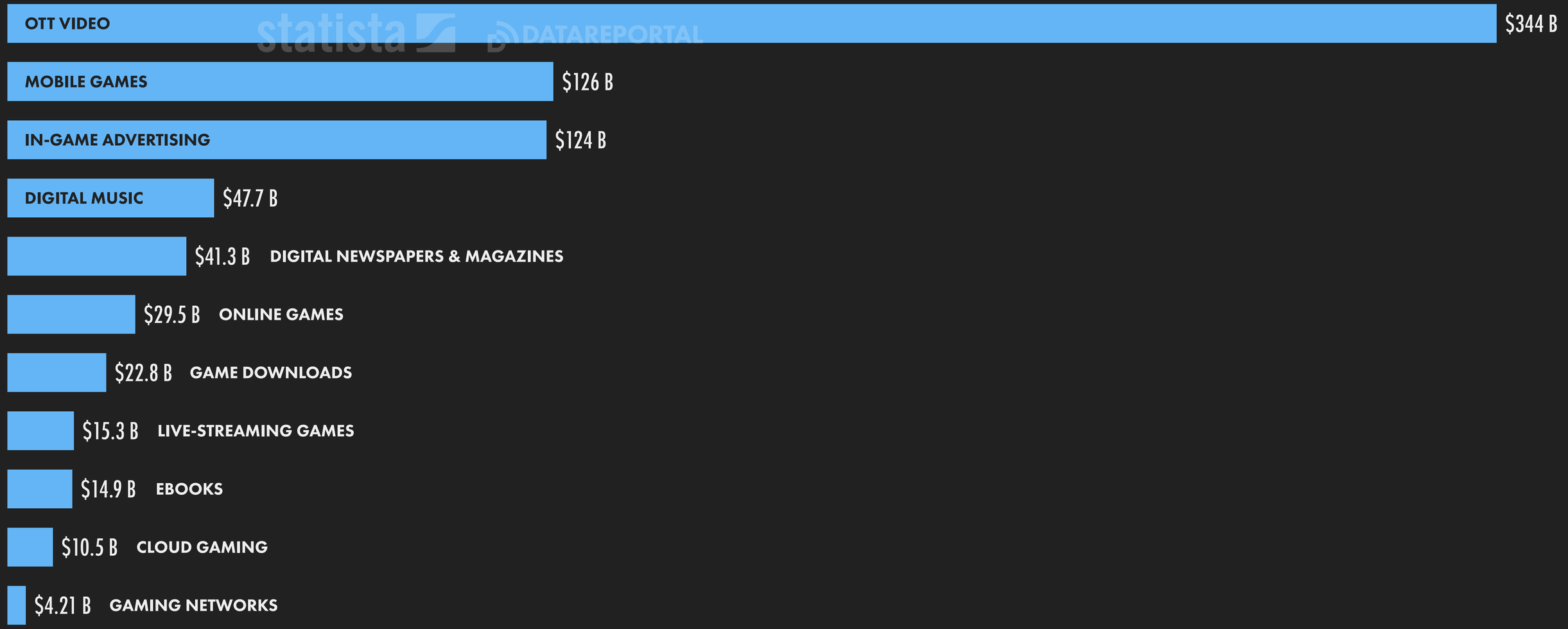
DIGITAL MEDIA CATEGORY REVENUES

ESTIMATED ANNUAL REVENUE ASSOCIATED WITH EACH DIGITAL MEDIA CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW

statista DATAREPORTAL



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES INCLUDE CONSUMER SPEND (E.G. PURCHASES AND SUBSCRIPTIONS) AND ADVERTISING REVENUES AS APPLICABLE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES U.S. DOLLARS. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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DIGITAL MOBILITY

OCT 2025

ONLINE TRAVEL AND TOURISM

ESTIMATED ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW

FLIGHTS

$589 BILLION

YEAR-ON-YEAR CHANGE

+7.6% (+$41 BILLION)

TRAINS

$95.7 BILLION

YEAR-ON-YEAR CHANGE

+2.9% (+$2.7 BILLION)

CAR RENTALS

$74.5 BILLION

YEAR-ON-YEAR CHANGE

+5.3% (+$3.8 BILLION)

LONG-DISTANCE BUSES

$13.2 BILLION

YEAR-ON-YEAR CHANGE

+4.0% (+$506 MILLION)

HOTELS

$355 BILLION

YEAR-ON-YEAR CHANGE

+7.1% (+$24 BILLION)

PACKAGE HOLIDAYS

$231 BILLION

YEAR-ON-YEAR CHANGE

+8.9% (+$19 BILLION)

VACATION RENTALS

$78.7 BILLION

YEAR-ON-YEAR CHANGE

+6.8% (+$5.0 BILLION)

CRUISES

$10.5 BILLION

YEAR-ON-YEAR CHANGE

+12.0% (+$1.1 BILLION)

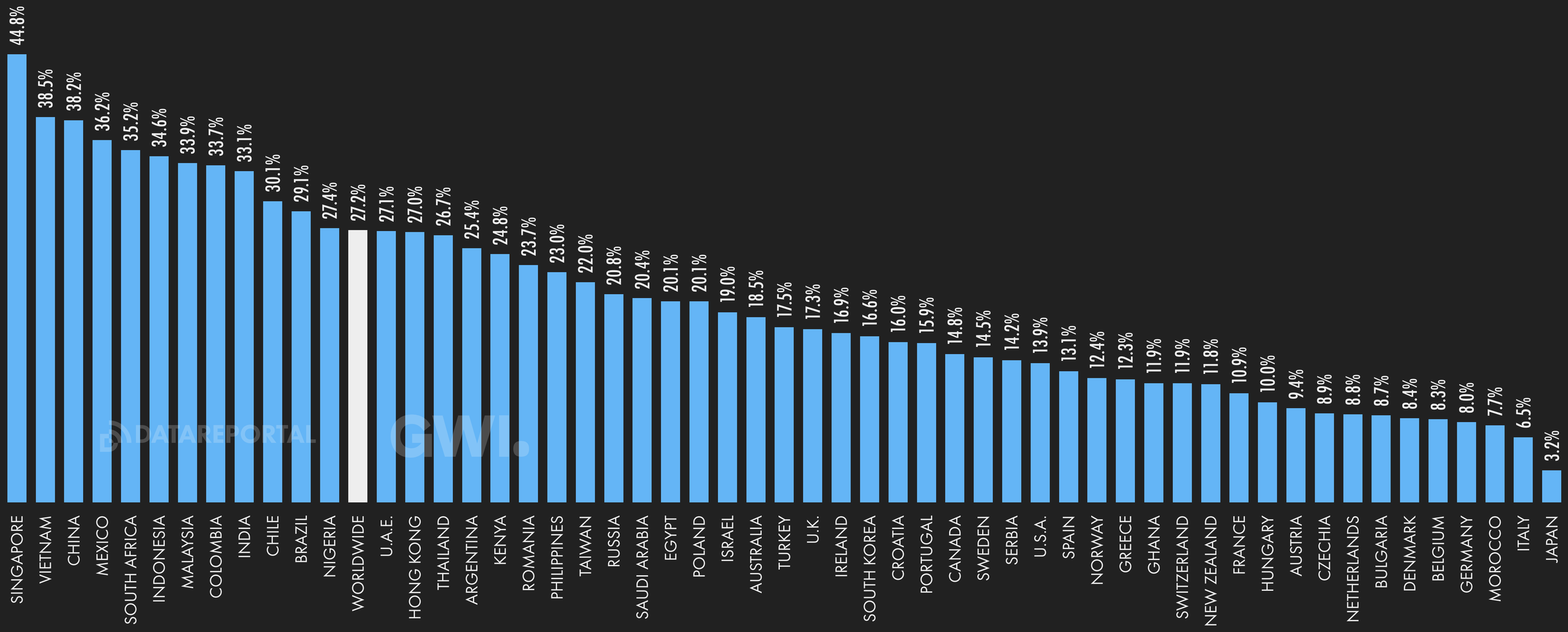
SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** ONLY INCLUDES PURCHASES MADE VIA ONLINE CHANNELS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES FOR 2025 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

OCT 2025

USE OF ONLINE RIDE HAILING AND TAXI SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE AN APP TO BOOK PRIVATE OR SHARED CAR RIDES OR TAXI SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q1 2025, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

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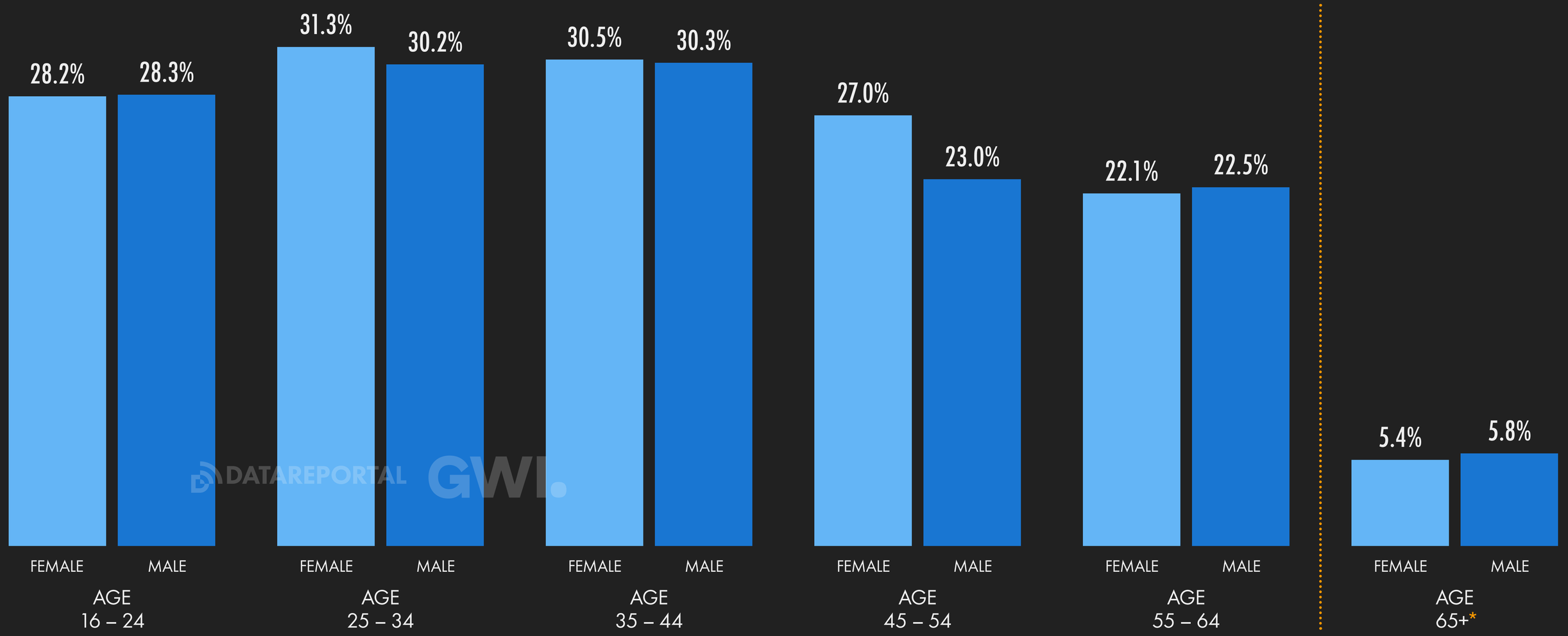
OCT 2025

USE OF ONLINE RIDE HAILING AND TAXI SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE AN APP TO BOOK PRIVATE OR SHARED CAR RIDES OR TAXI SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q1 2025, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

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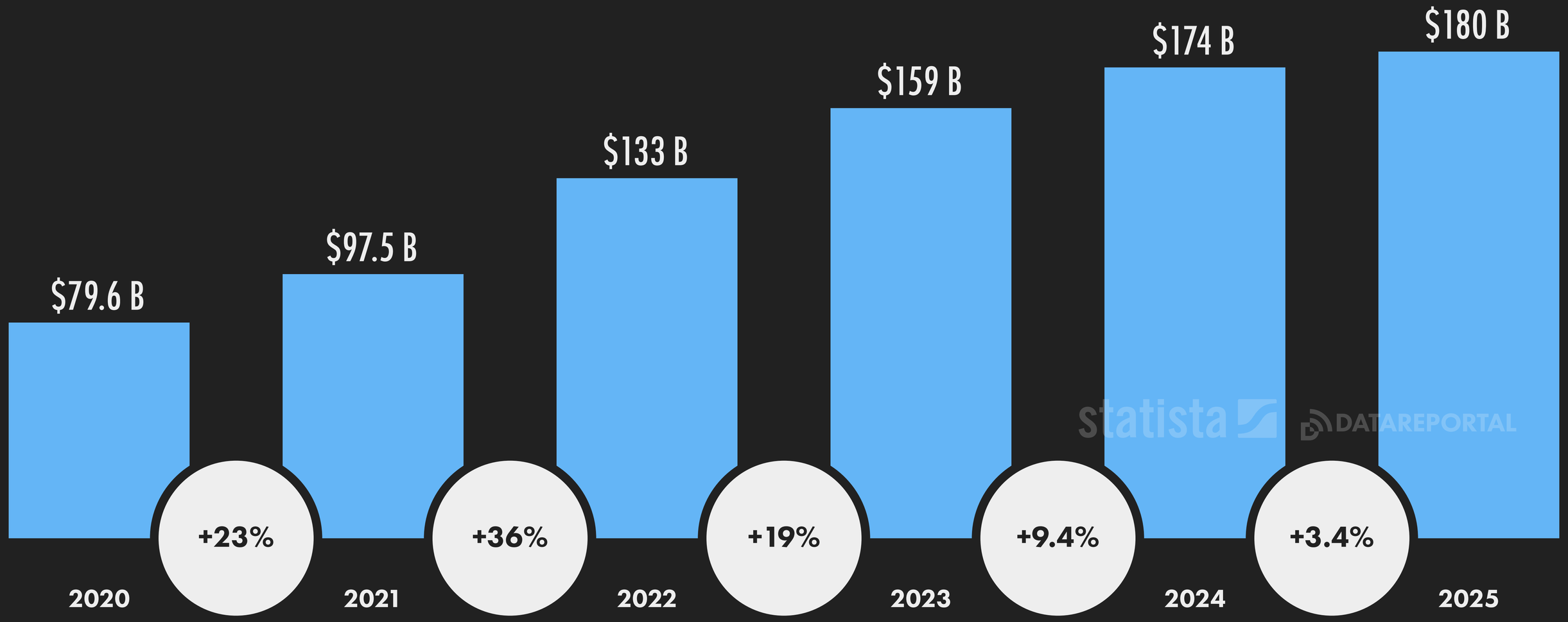
OCT 2025

ONLINE RIDE-HAILING MARKET VALUE

ESTIMATED FULL-YEAR REVENUES FOR ONLINE RIDE-HAILING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF TOTAL FULL-YEAR SPEND ON ONLINE RIDE-HAILING SERVICES. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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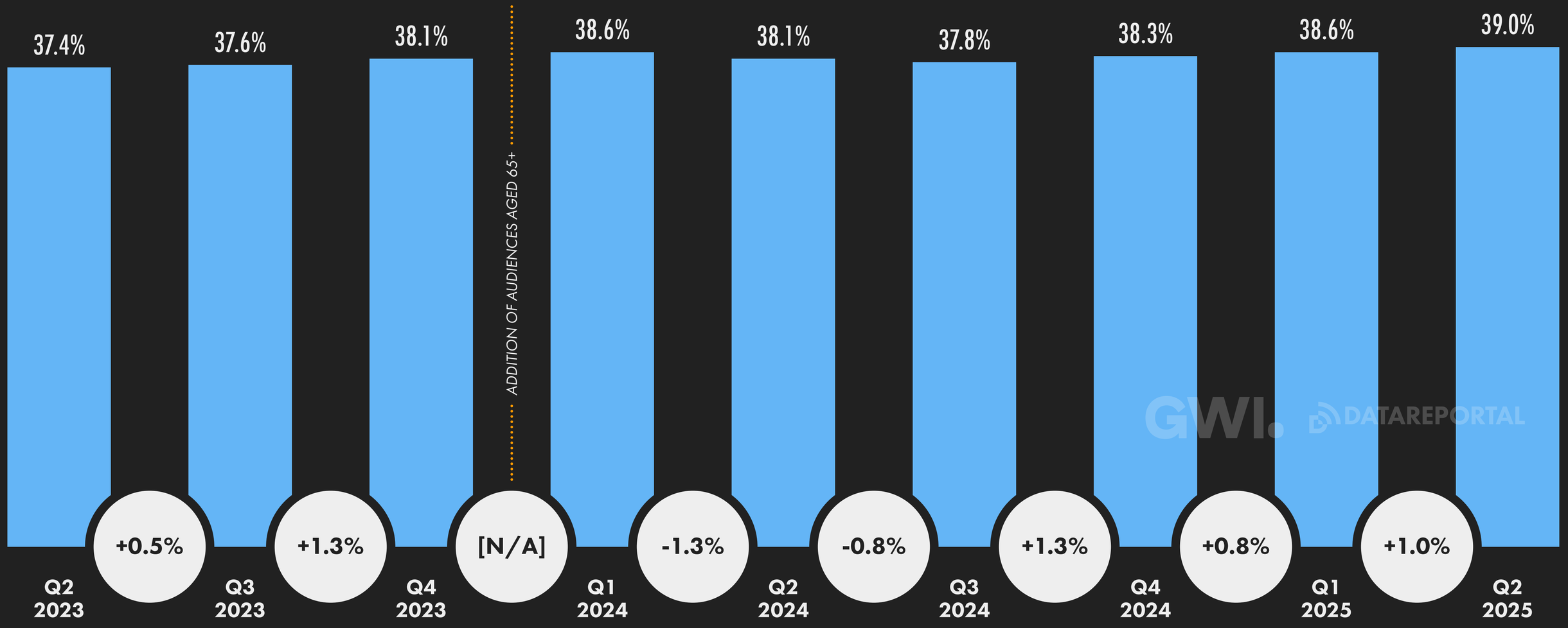
DIGITAL FINANCE

OCT 2025

REGULAR USE OF ONLINE FINANCIAL SERVICES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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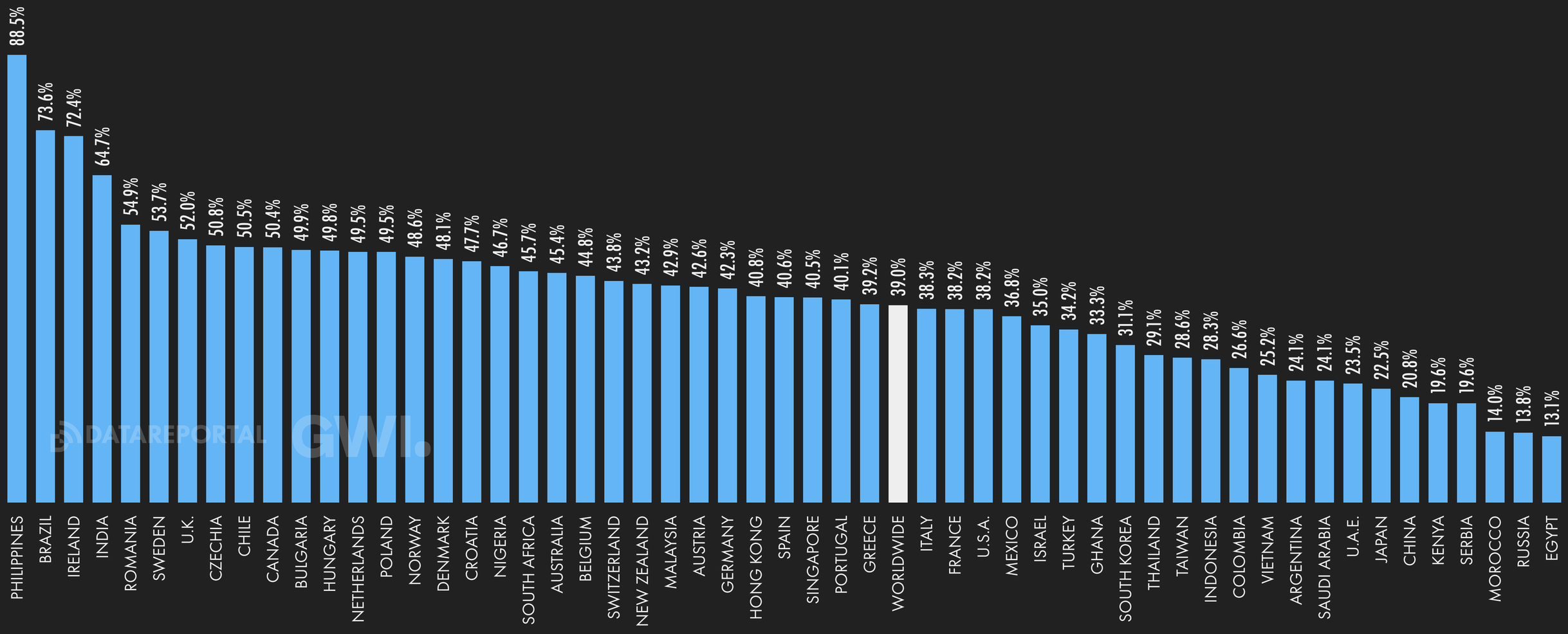
OCT 2025

REGULAR USE OF ONLINE FINANCIAL SERVICES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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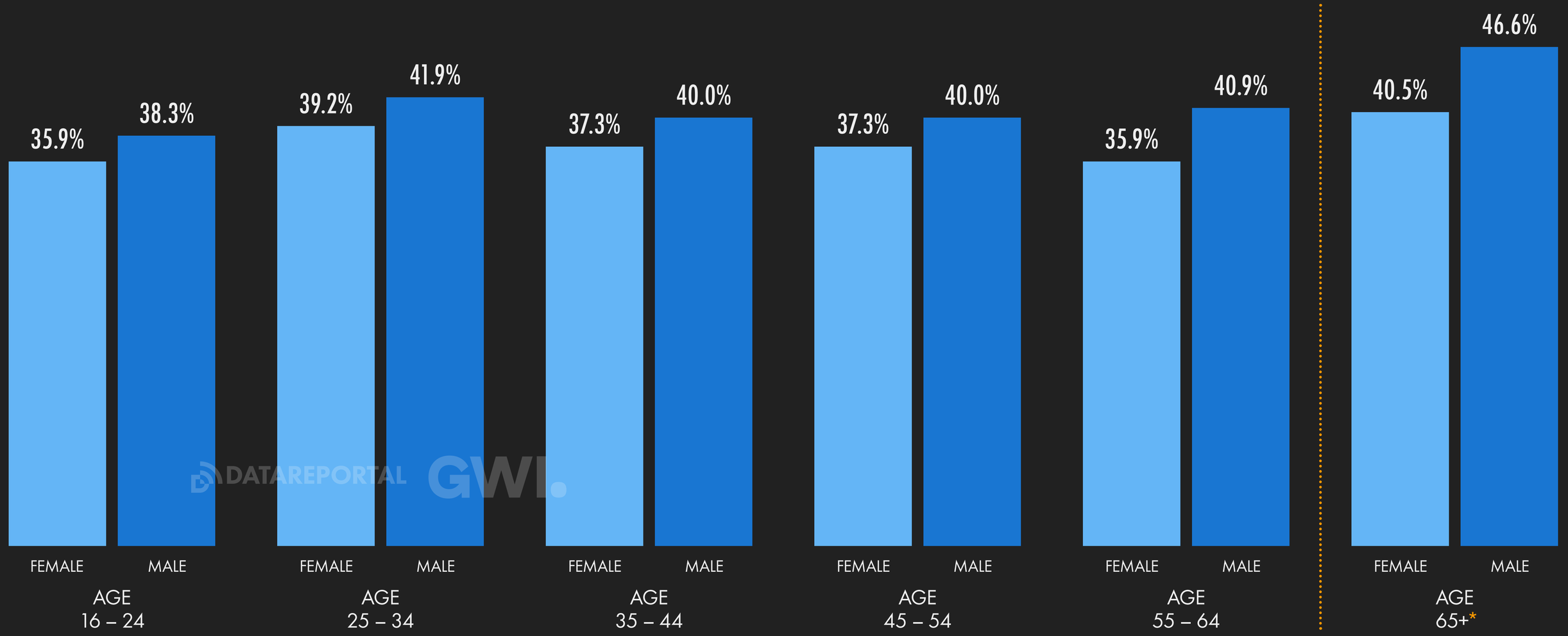
OCT 2025

REGULAR USE OF ONLINE FINANCIAL SERVICES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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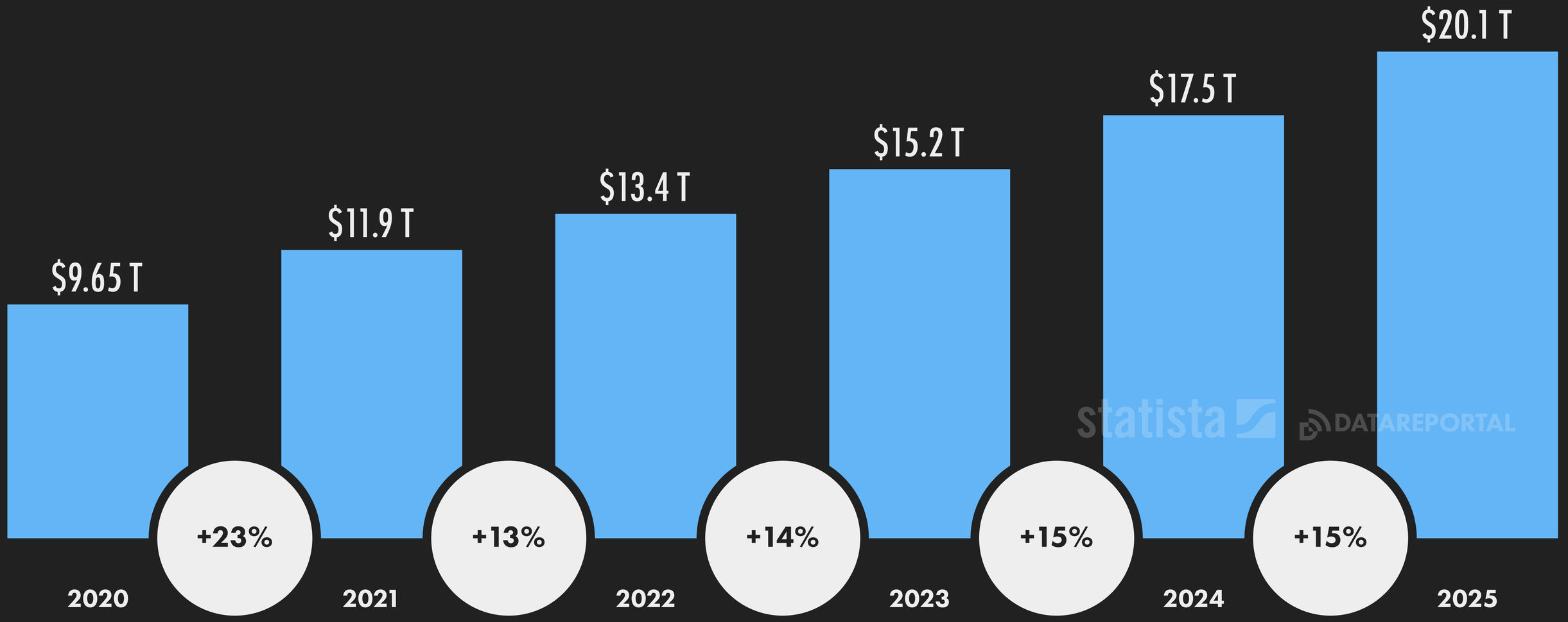
OCT 2025

DIGITAL PAYMENTS TRANSACTION VALUE

TOTAL CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE BY YEAR

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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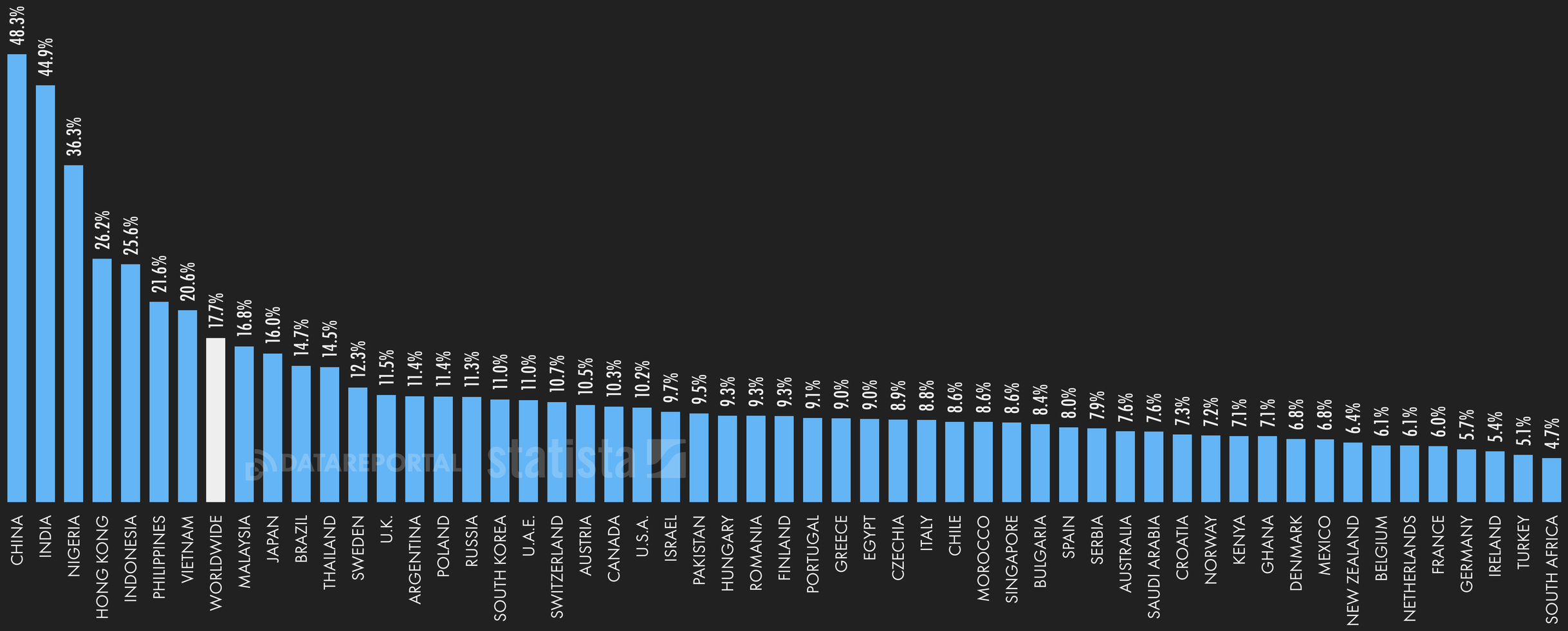
OCT 2025

DIGITAL PAYMENTS TRANSACTION VALUE vs. GDP

ESTIMATED TOTAL FULL-YEAR 2025 CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE AS A PERCENTAGE OF GDP (CURRENT USD)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN 2025 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY) AND B2C DIGITAL COMMERCE. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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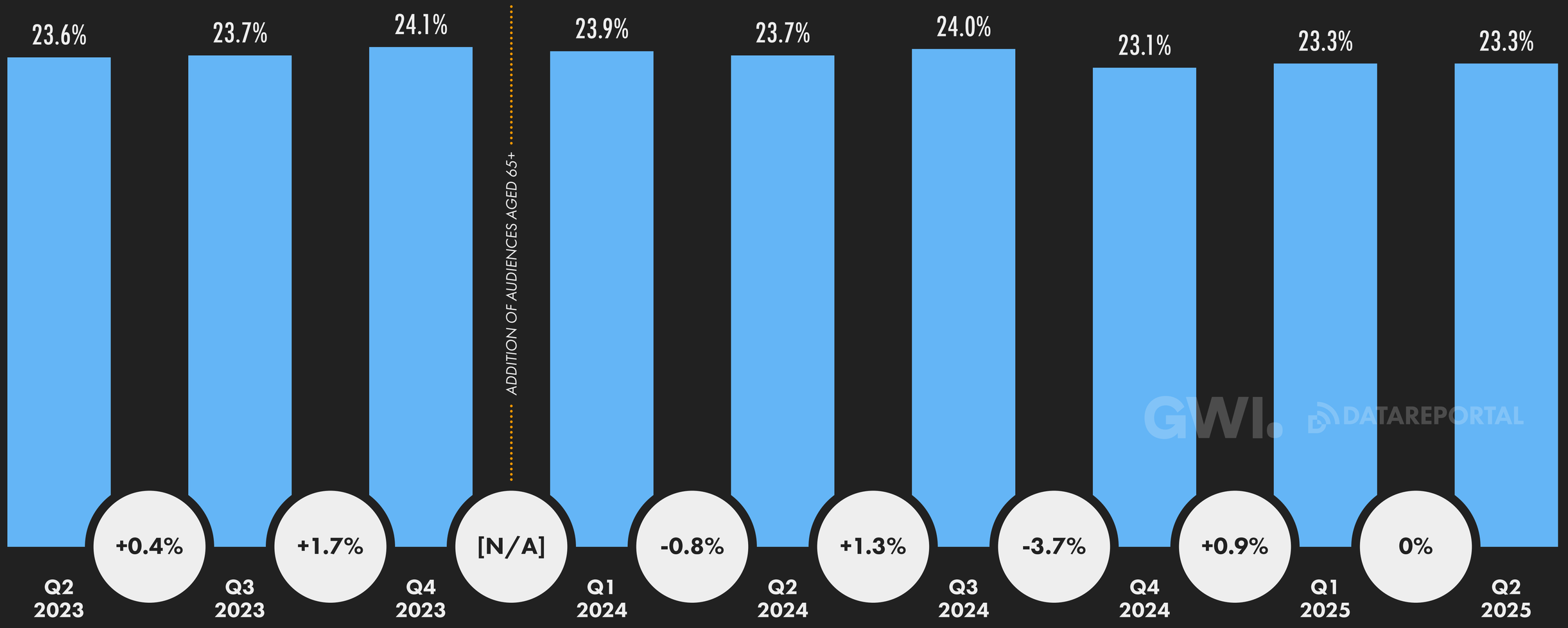
OCT 2025

USE OF MOBILE PAYMENT SERVICES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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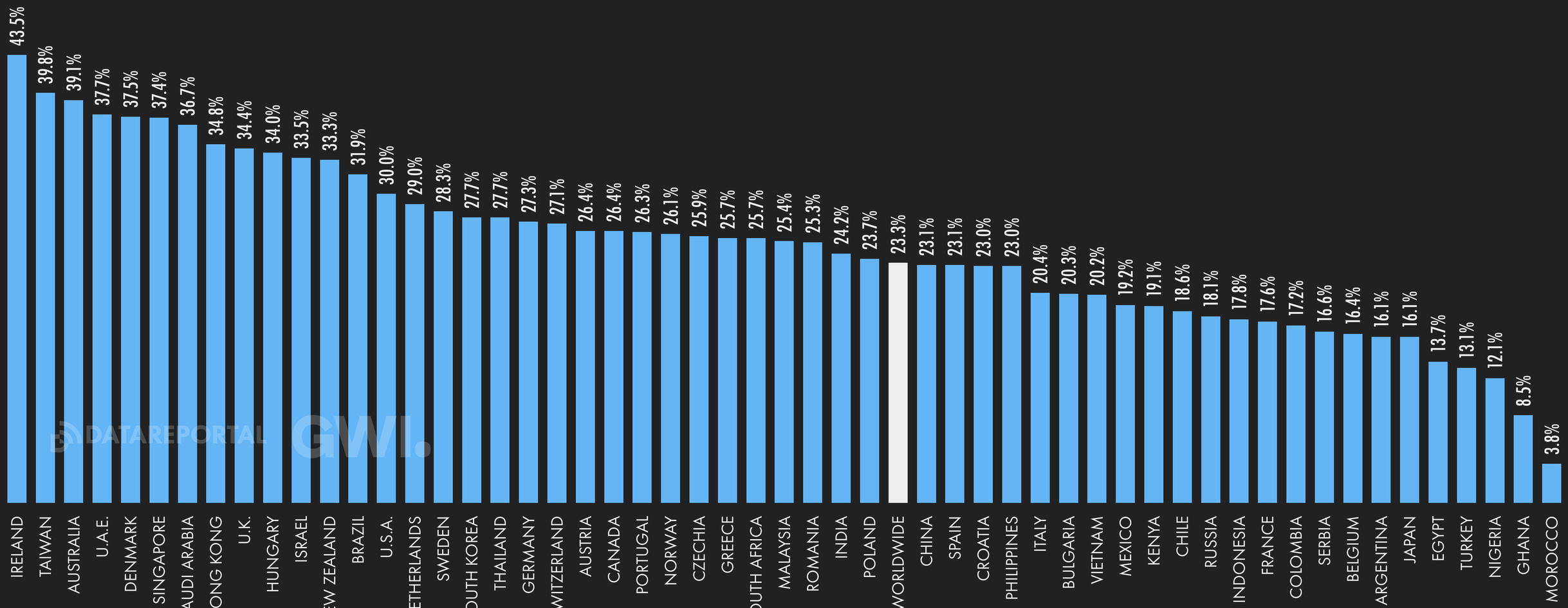
OCT 2025

USE OF MOBILE PAYMENT SERVICES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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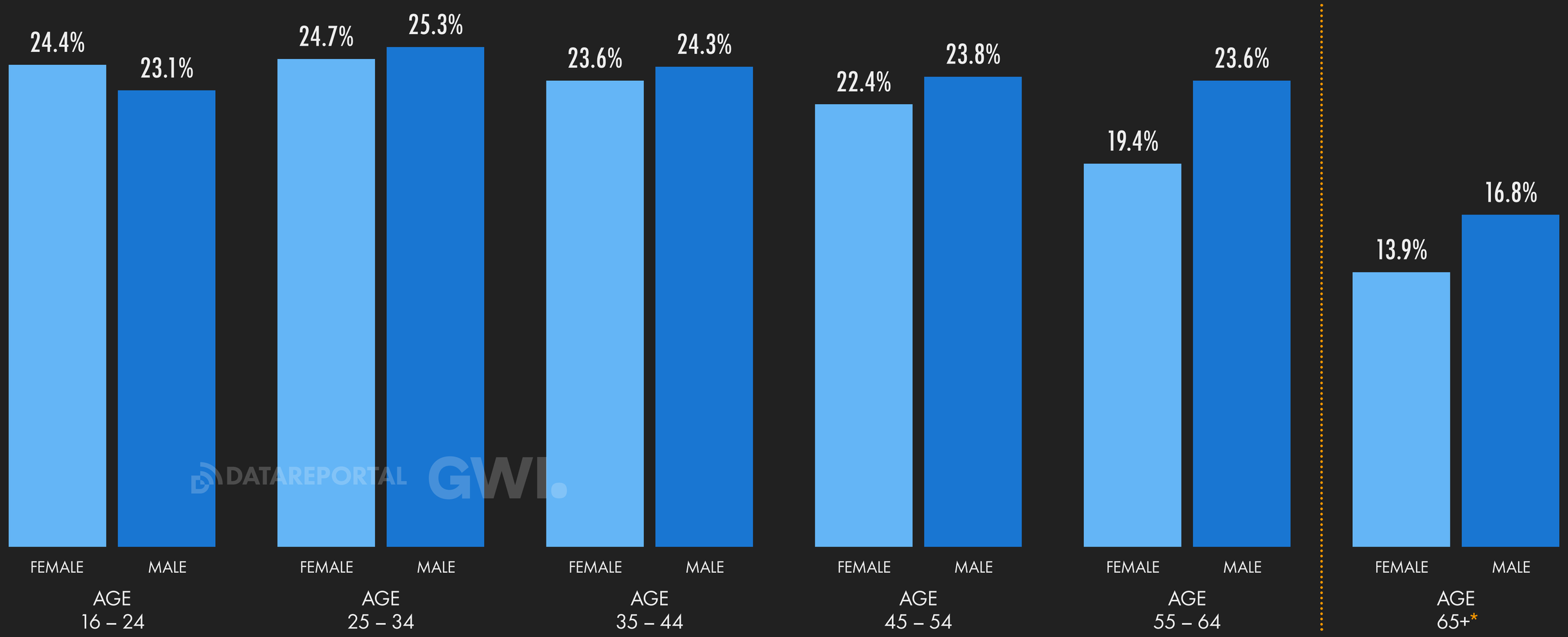
OCT 2025

USE OF MOBILE PAYMENT SERVICES

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

GLOBAL OVERVIEW



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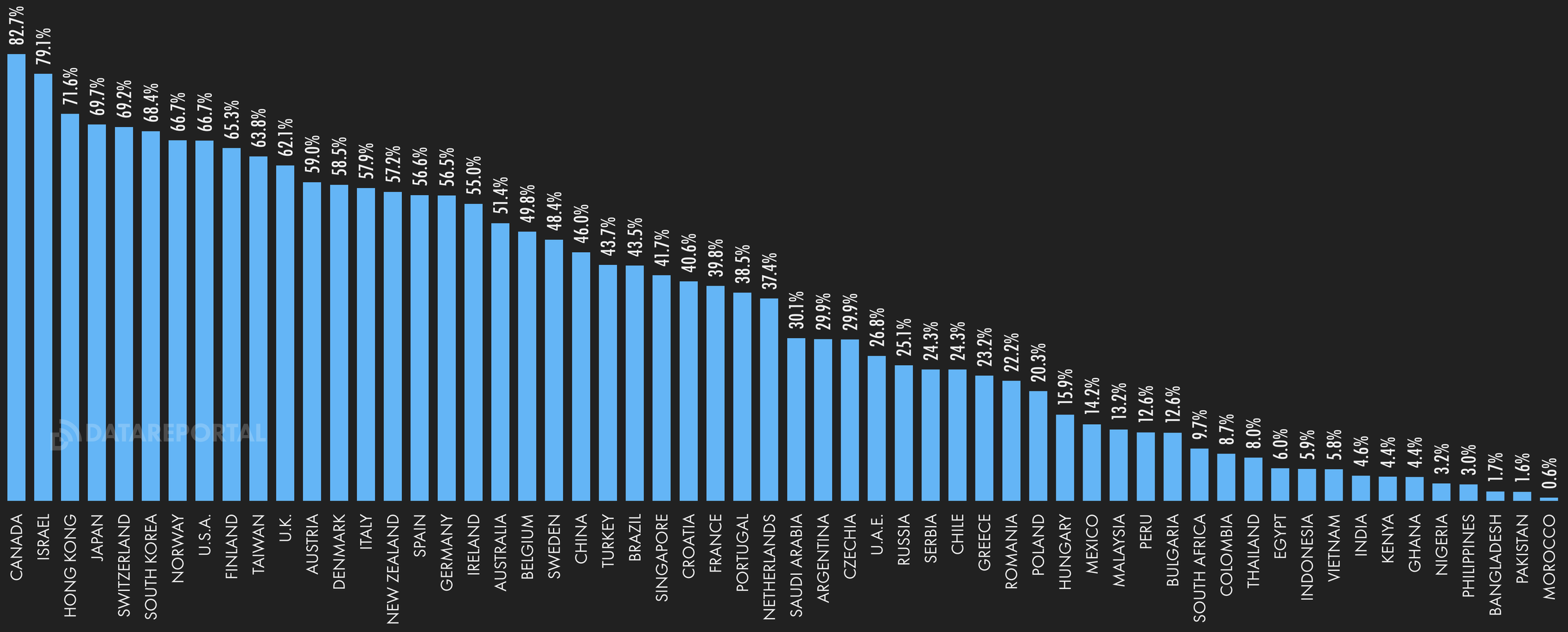
OCT 2025

CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN OR USE A CREDIT CARD

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA. A GLOBAL AVERAGE VALUE WAS UNAVAILABLE AT THE TIME OF REPORT PRODUCTION.

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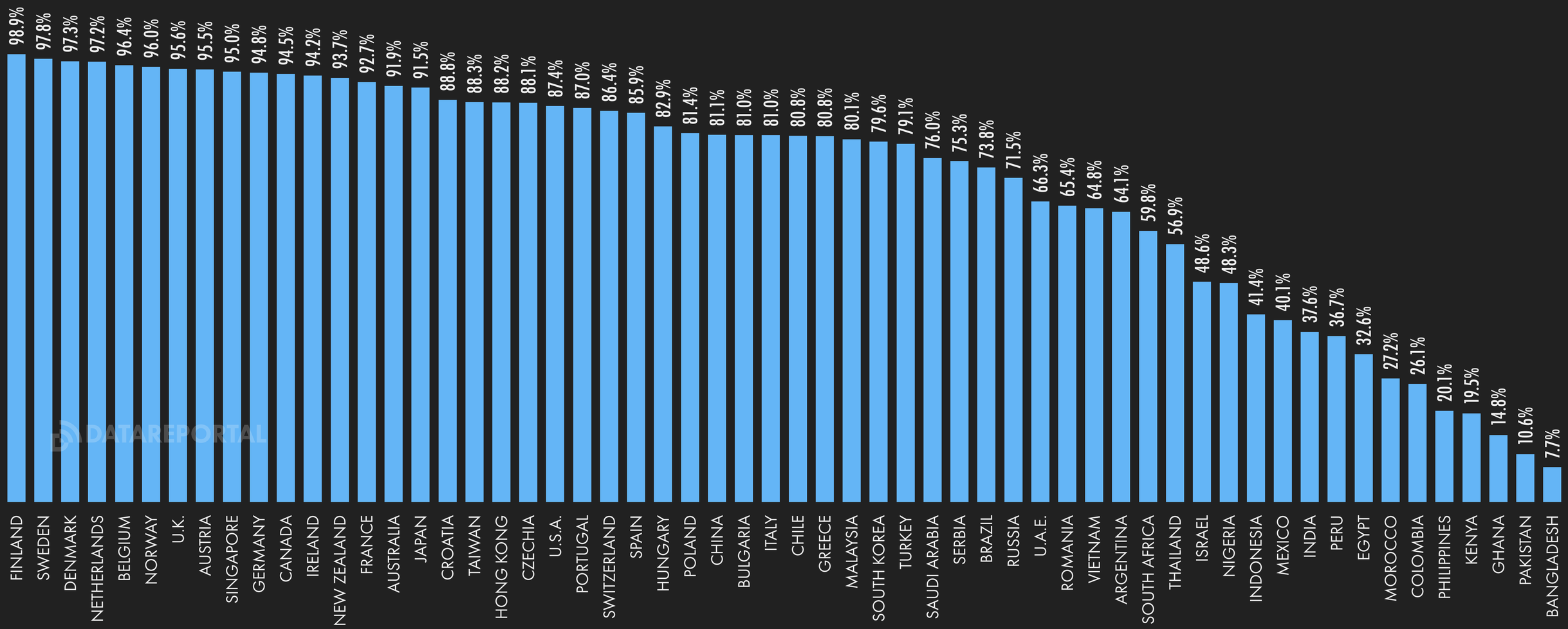
OCT 2025

DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN OR USE A DEBIT CARD

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA. A GLOBAL AVERAGE VALUE WAS UNAVAILABLE AT THE TIME OF REPORT PRODUCTION.

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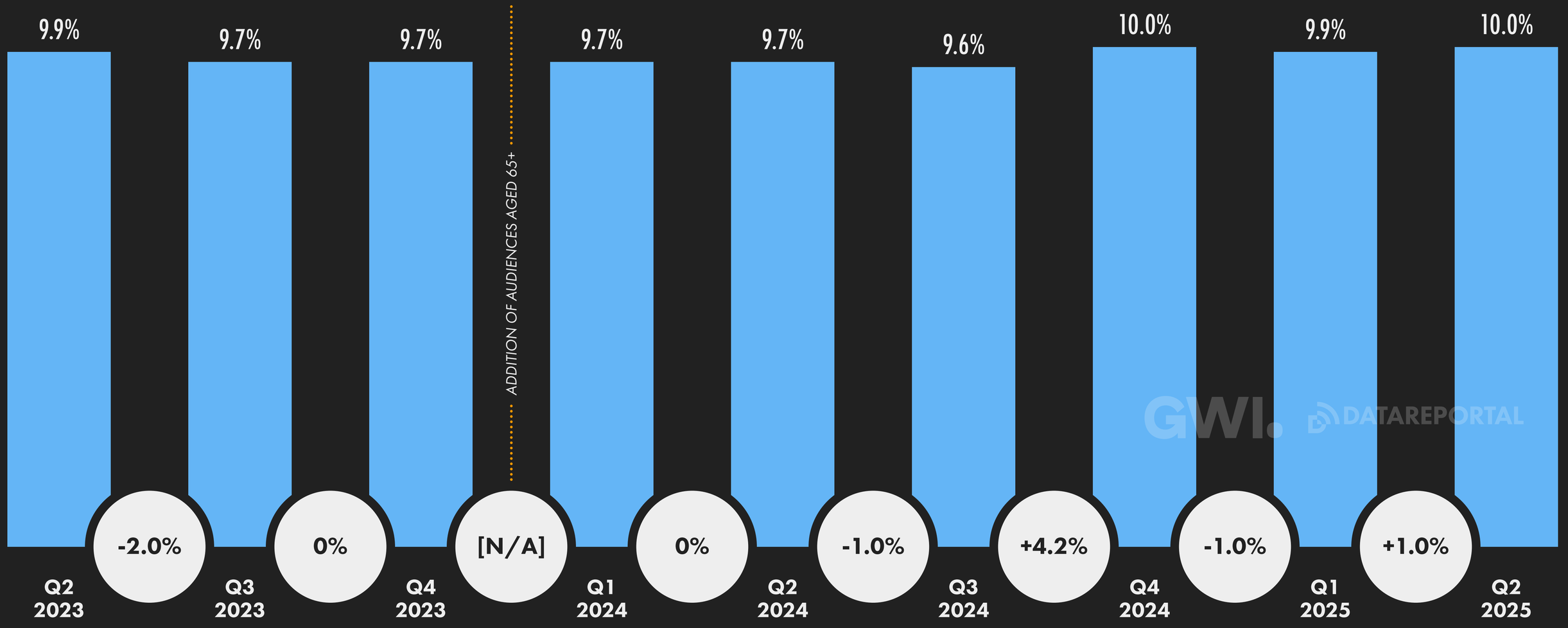
OCT 2025

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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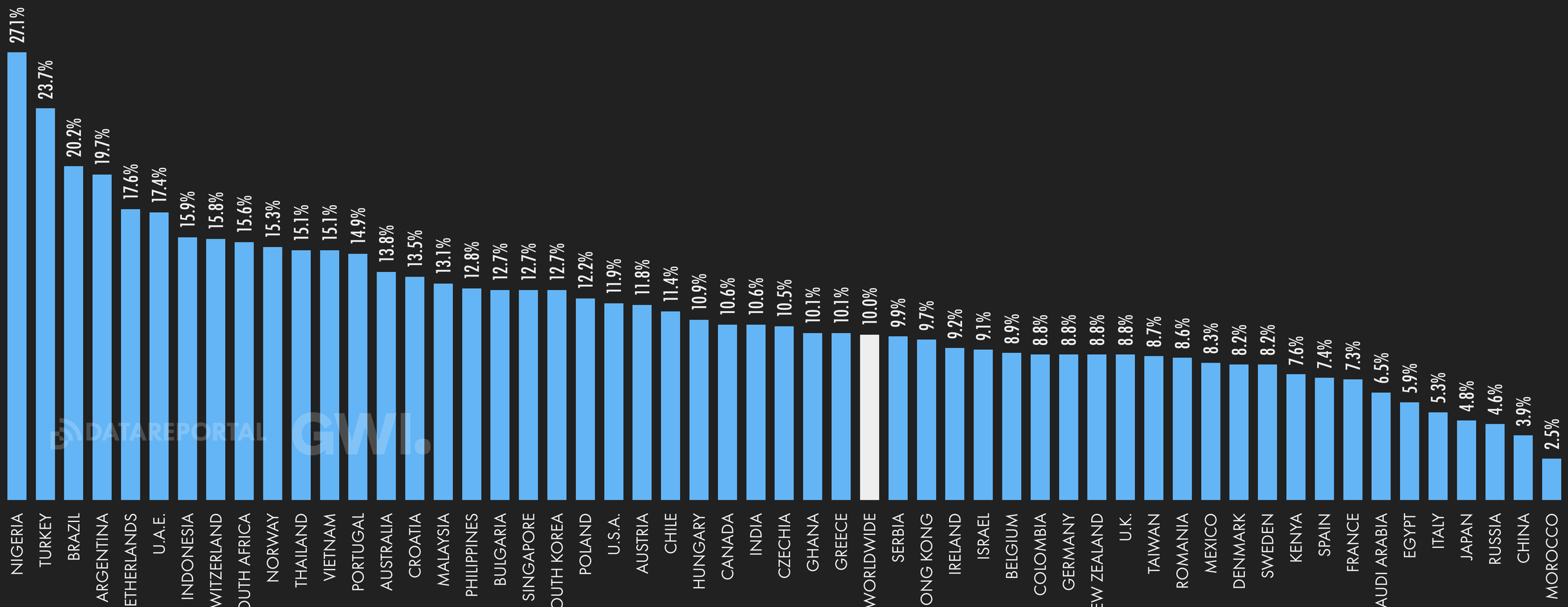
OCT 2025

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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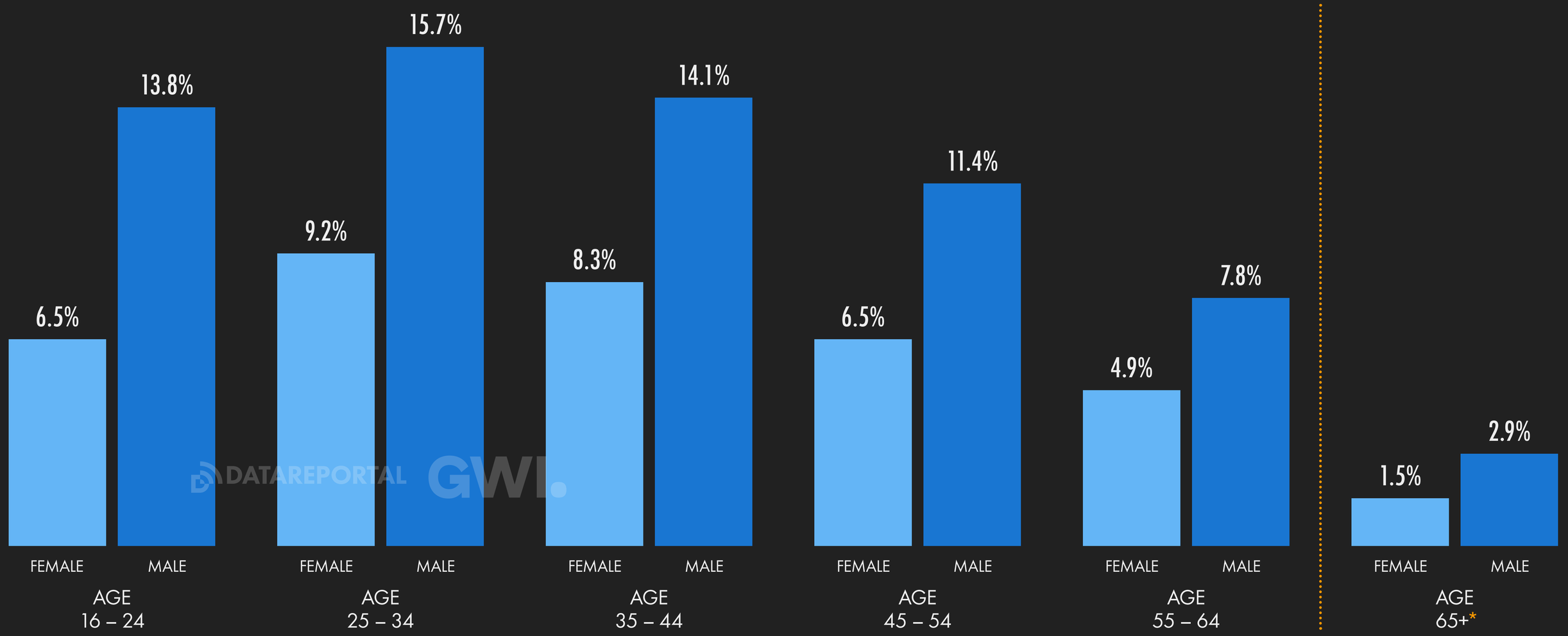
OCT 2025

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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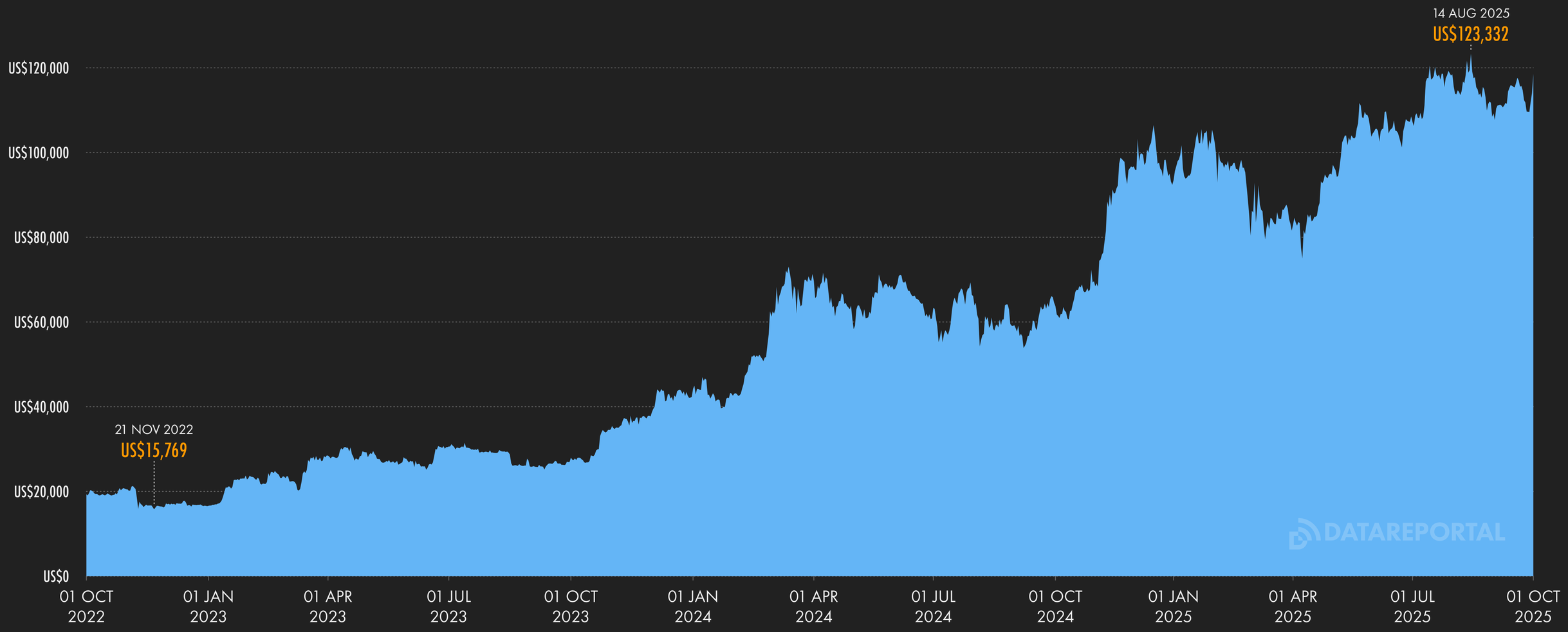
OCT 2025

EQUIVALENT VALUE OF BITCOIN IN USD

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

GLOBAL OVERVIEW



SOURCE: GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE. **NO RECOMMENDATION OR ADVICE:** NONE OF THE INFORMATION SHOWN HERE CONSTITUTES AN OFFER (OR SOLICITATION OF AN OFFER) TO BUY OR SELL ANY CURRENCY, PRODUCT OR FINANCIAL INSTRUMENT, TO MAKE ANY INVESTMENT, OR TO PARTICIPATE IN ANY PARTICULAR TRADING STRATEGY. THE INFORMATION IS NOT INTENDED TO BE AND DOES NOT CONSTITUTE FINANCIAL ADVICE, INVESTMENT ADVICE, TRADING ADVICE, OR ANY OTHER ADVICE OR RECOMMENDATION OF ANY SORT.

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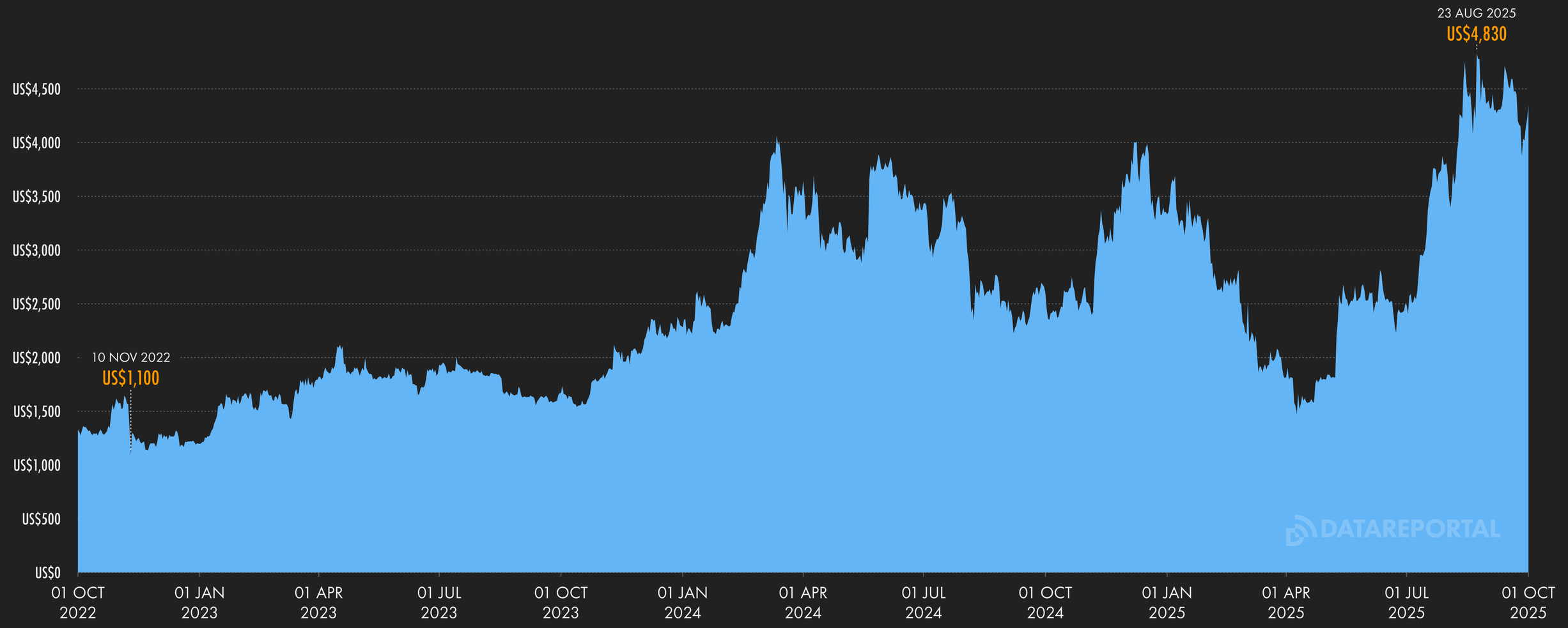
OCT 2025

EQUIVALENT VALUE OF ETHER IN USD

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

GLOBAL OVERVIEW



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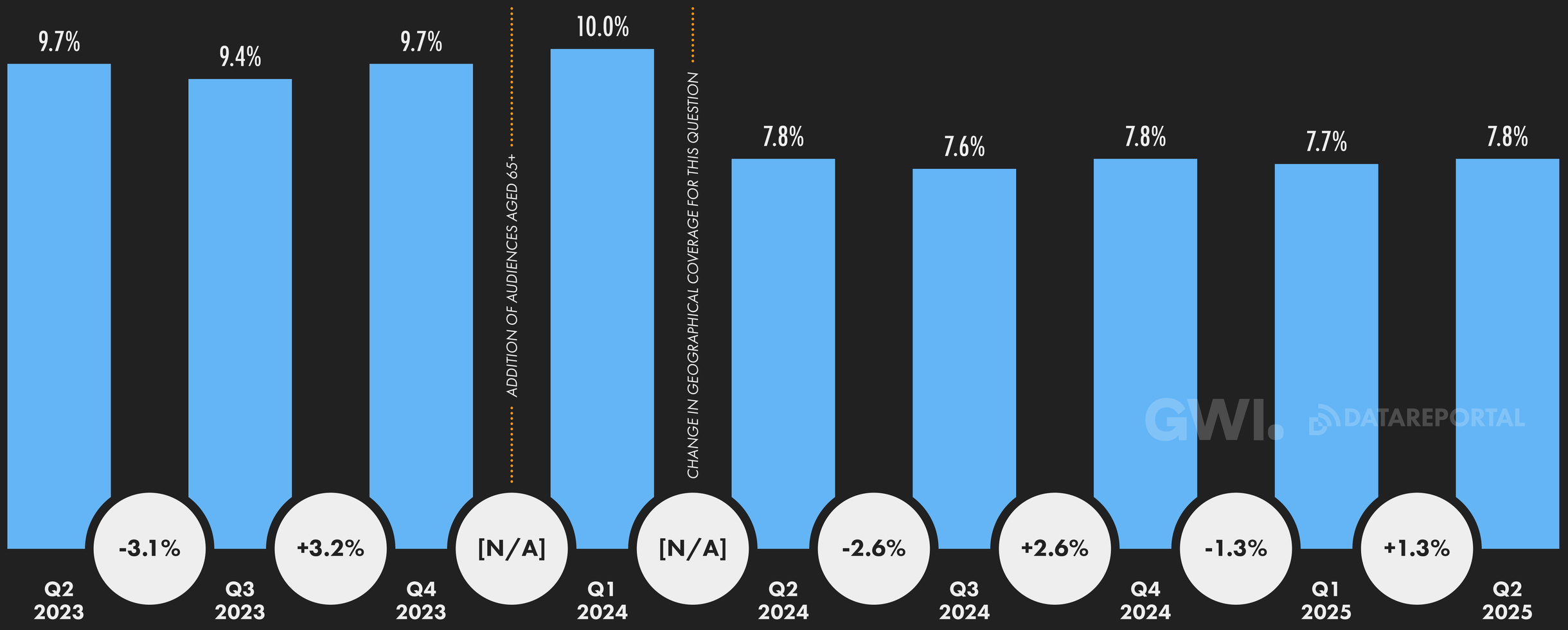
Meltwater

OCT 2025

ONLINE GAMBLING

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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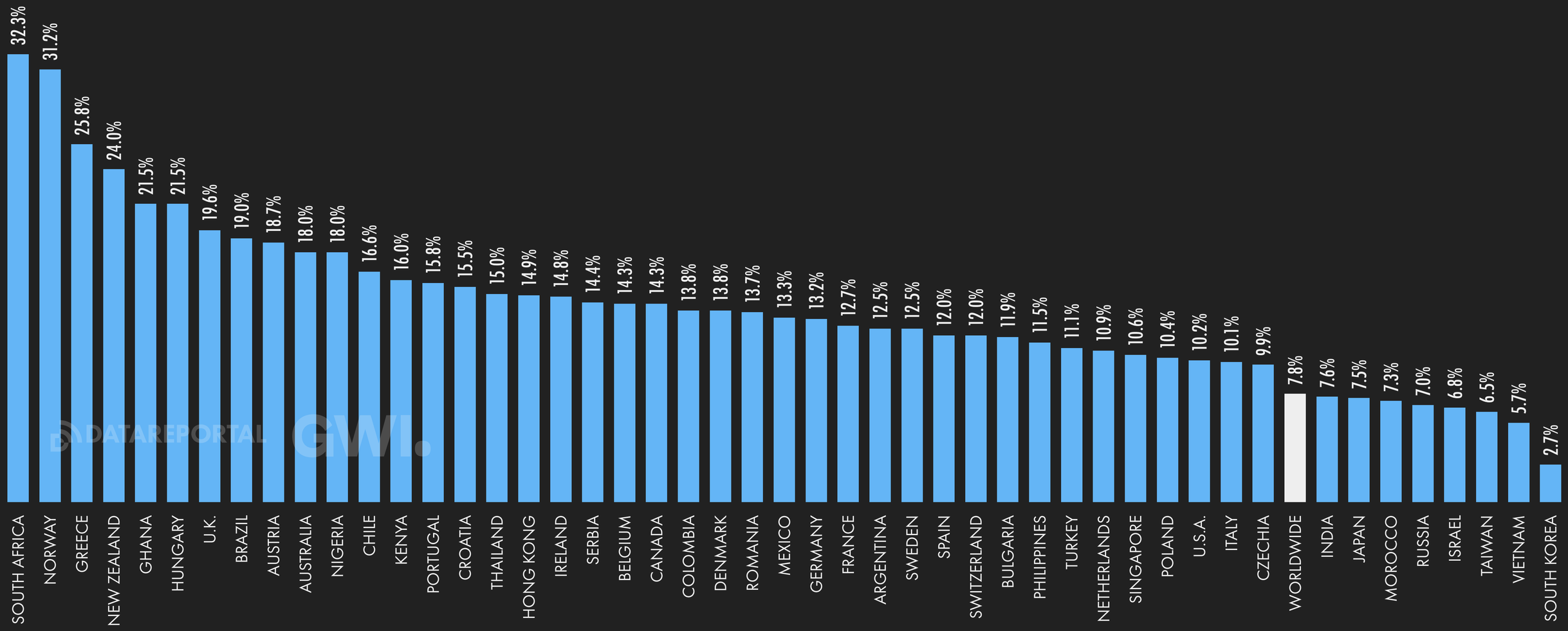

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OCT 2025

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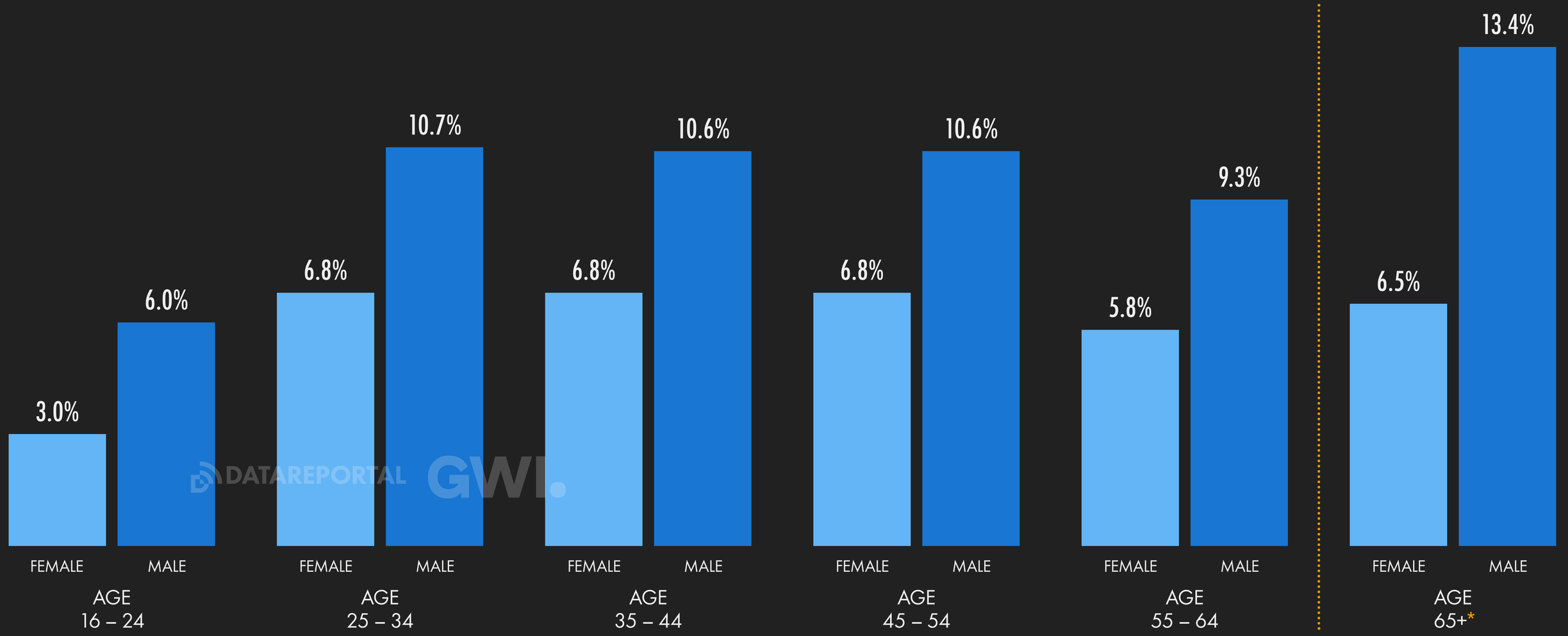

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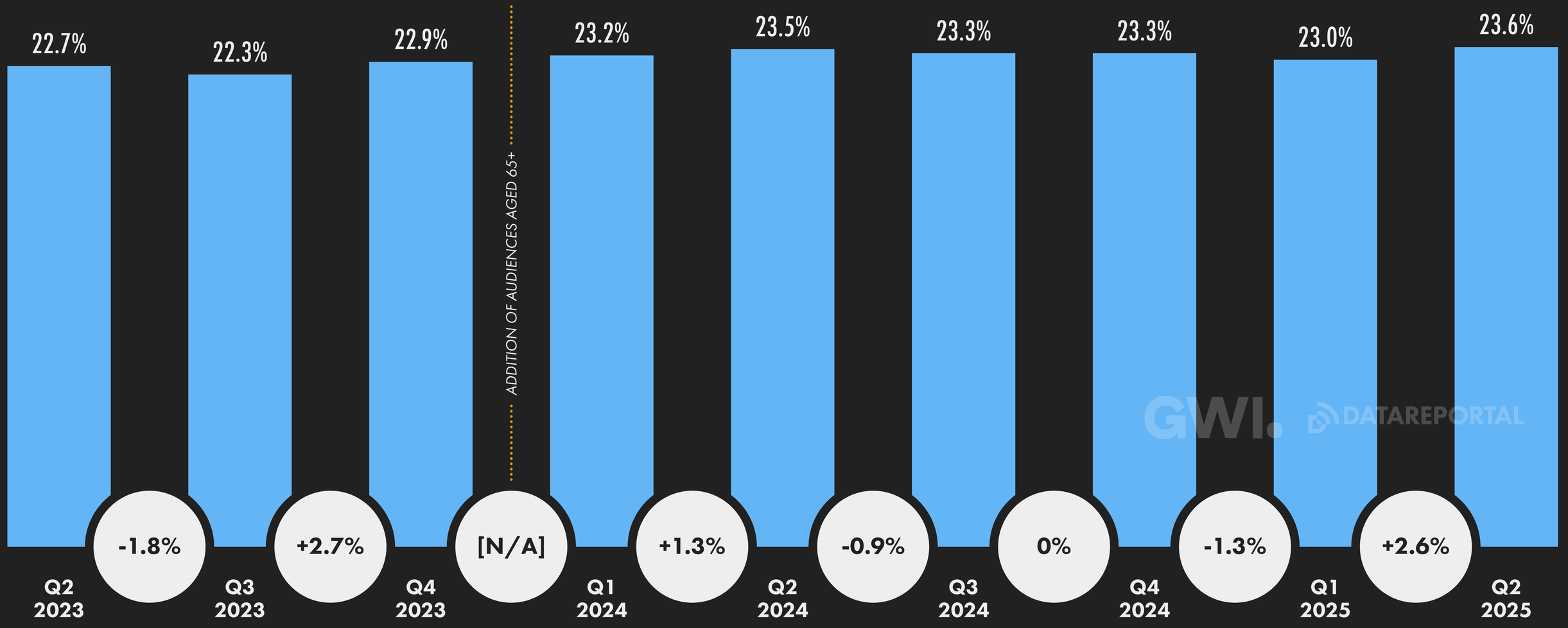
ONLINE HEALTH & FITNESS

OCT 2025

USE OF DIGITAL HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH

GLOBAL OVERVIEW



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we are social Meltwater

OCT 2025

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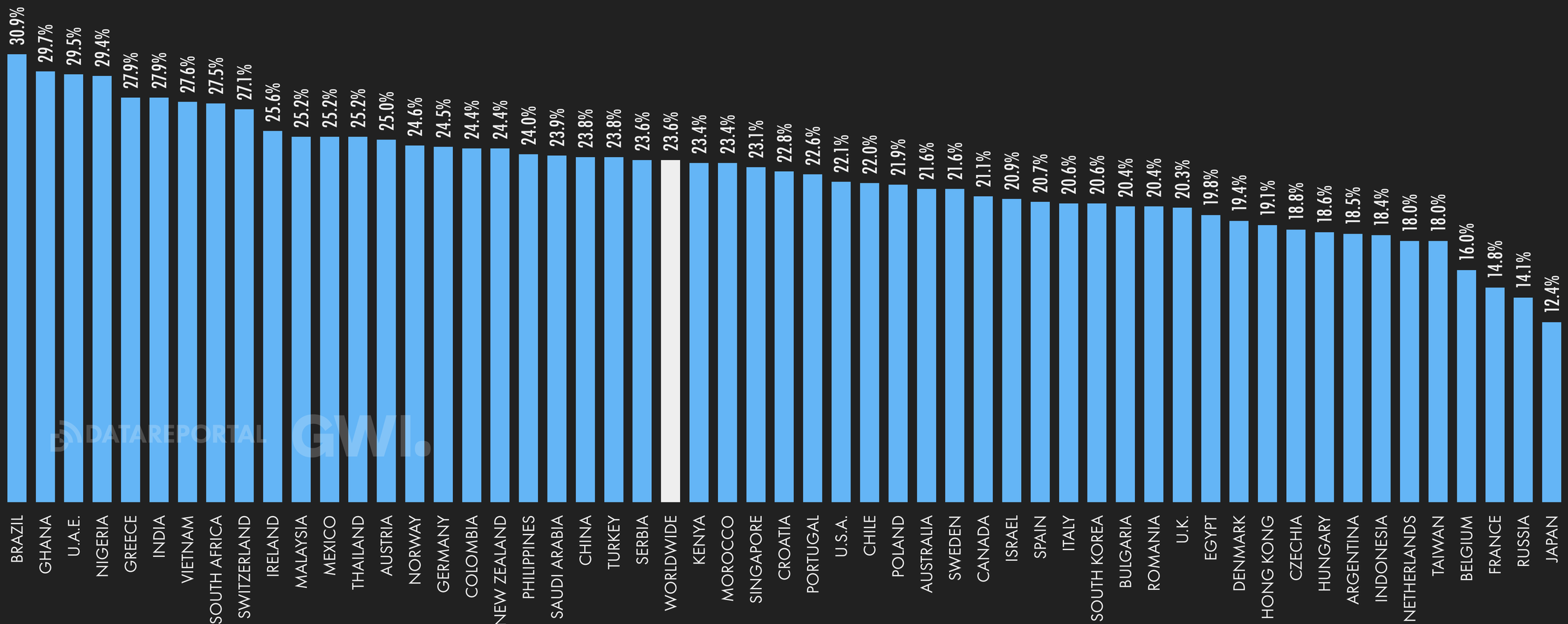

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OCT 2025

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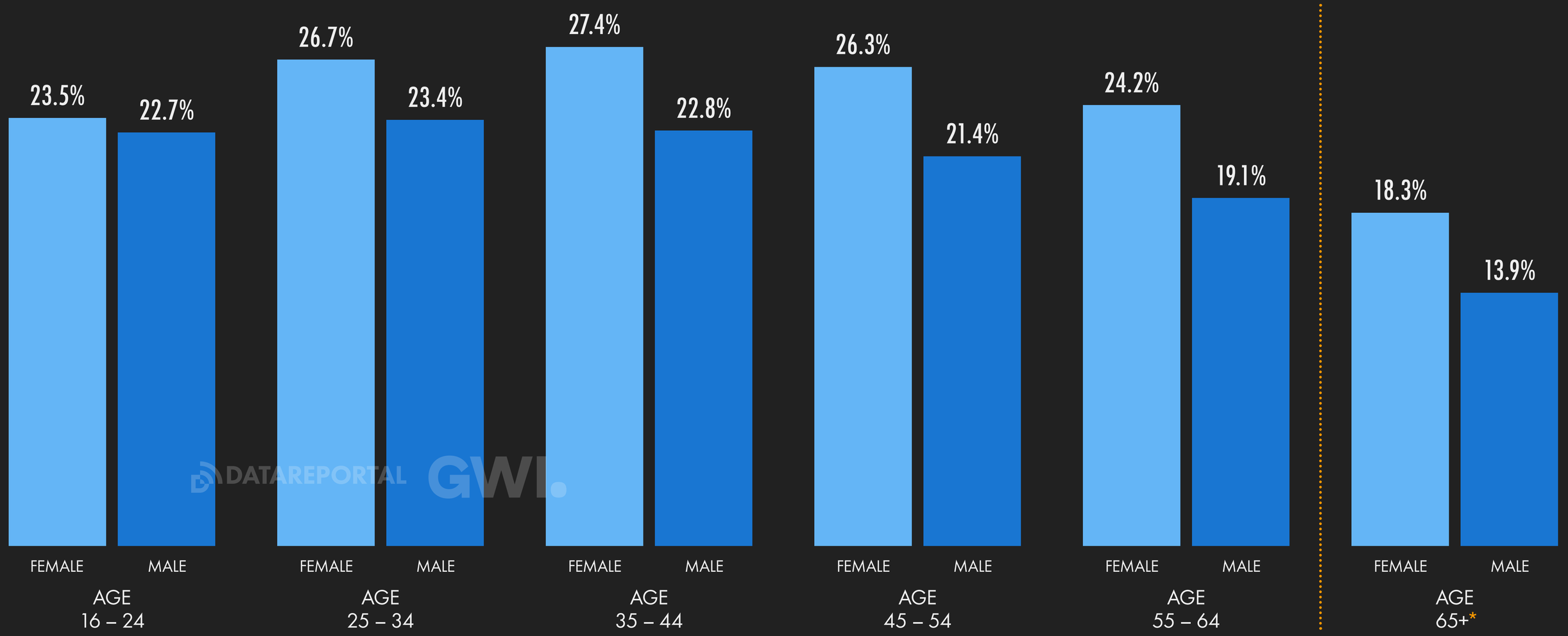

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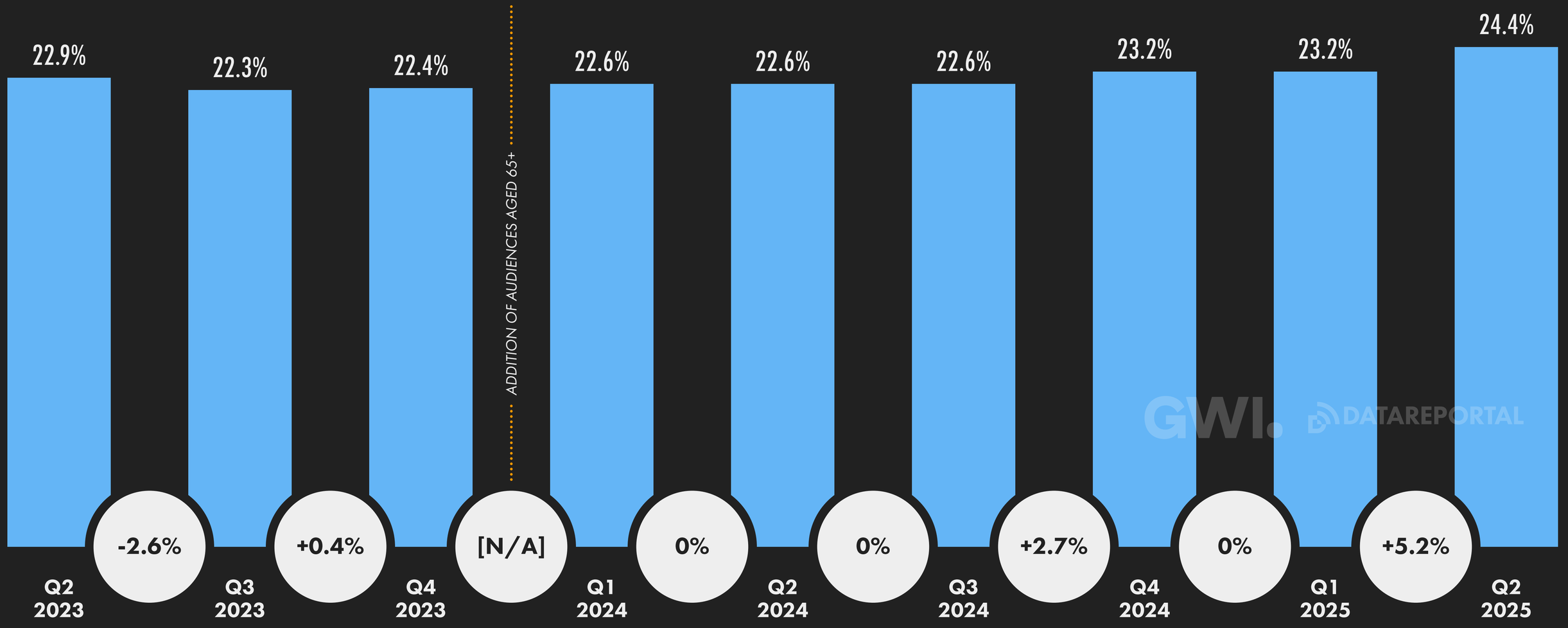
we are social Meltwater

OCT 2025

CHECKING HEALTH SYMPTOMS ONLINE

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

GLOBAL OVERVIEW



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OCT 2025

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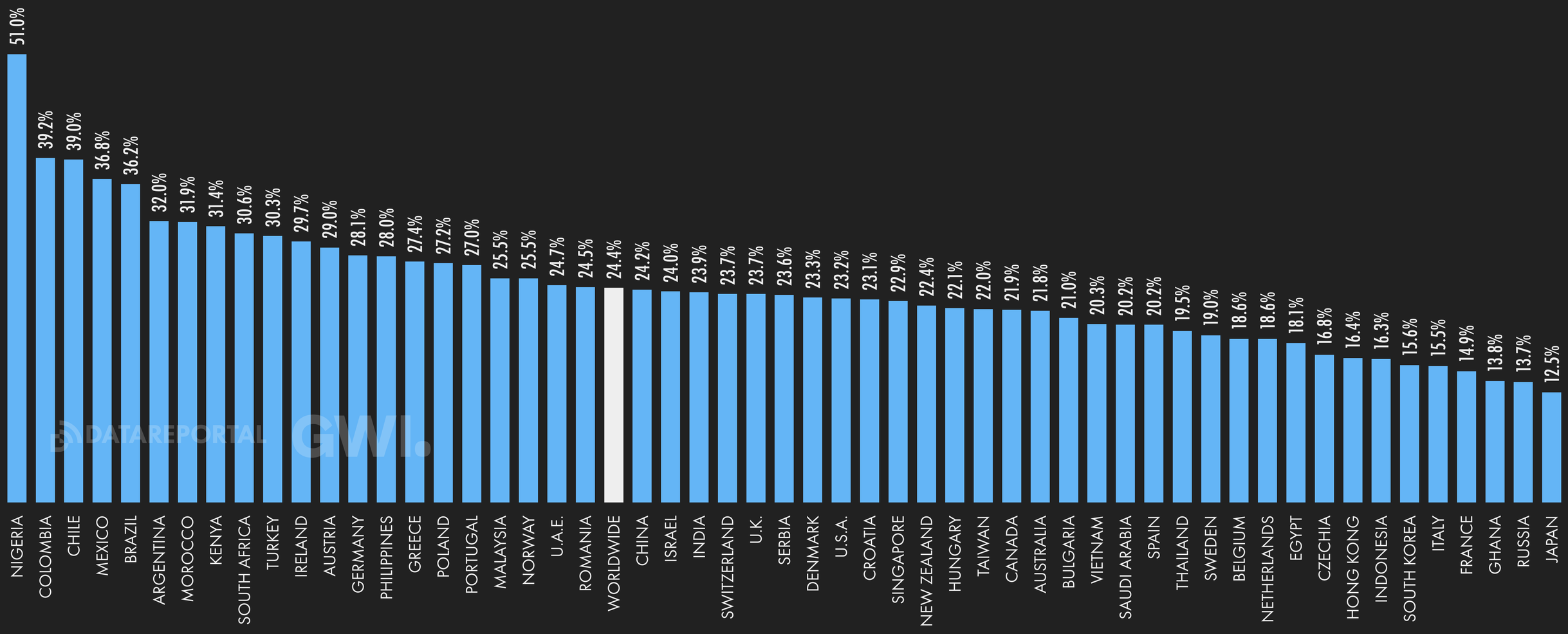

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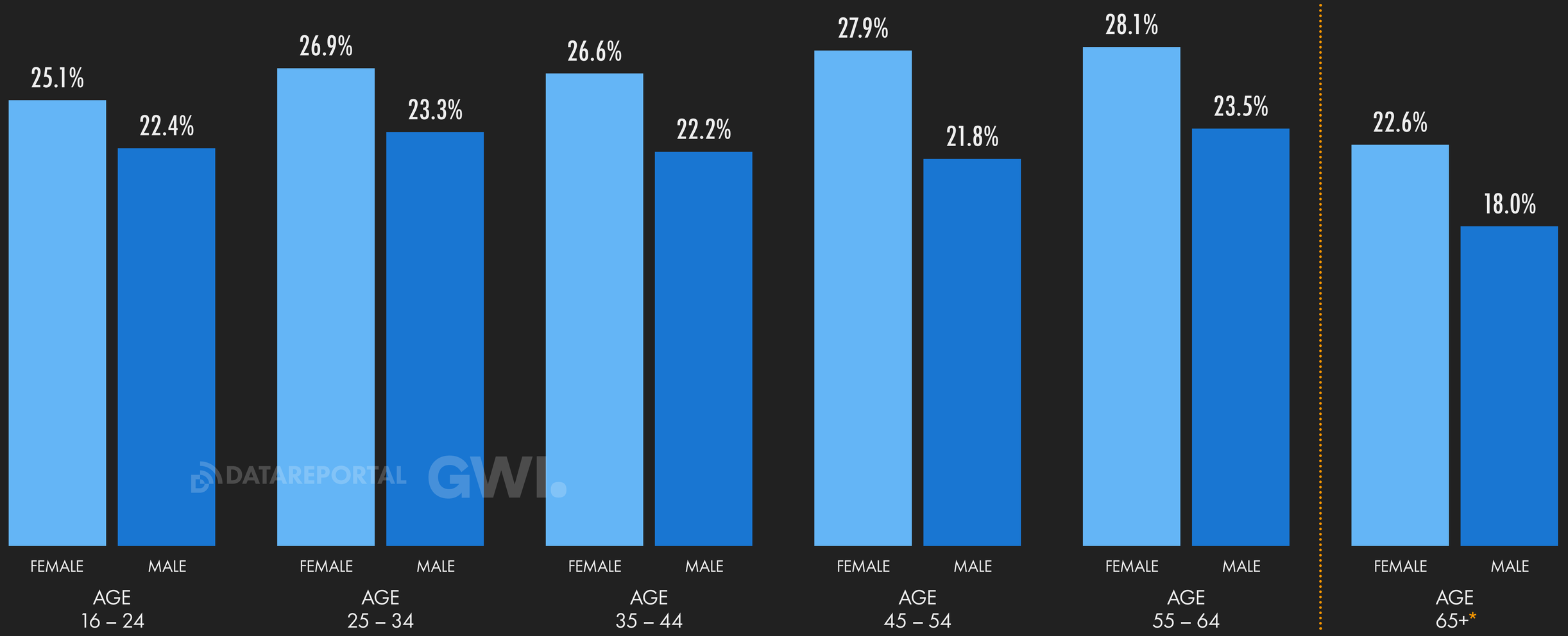

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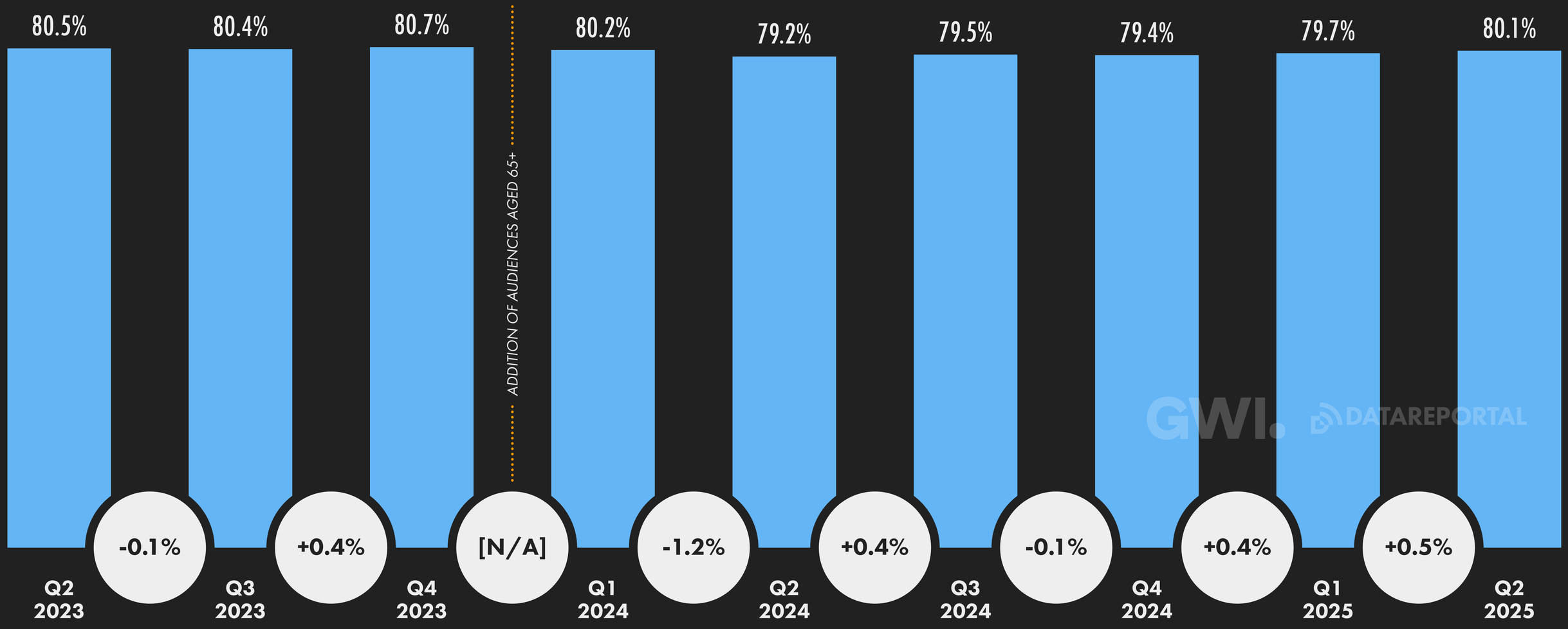
OCT 2025

DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT THE PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THAT INFORMATION OR RECOMMENDATIONS FOUND ONLINE ARE EITHER "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT" WHEN CHOOSING MEDICINES OR DRUGS FOR EVERYDAY AILMENTS SUCH AS COLDS AND HEADACHES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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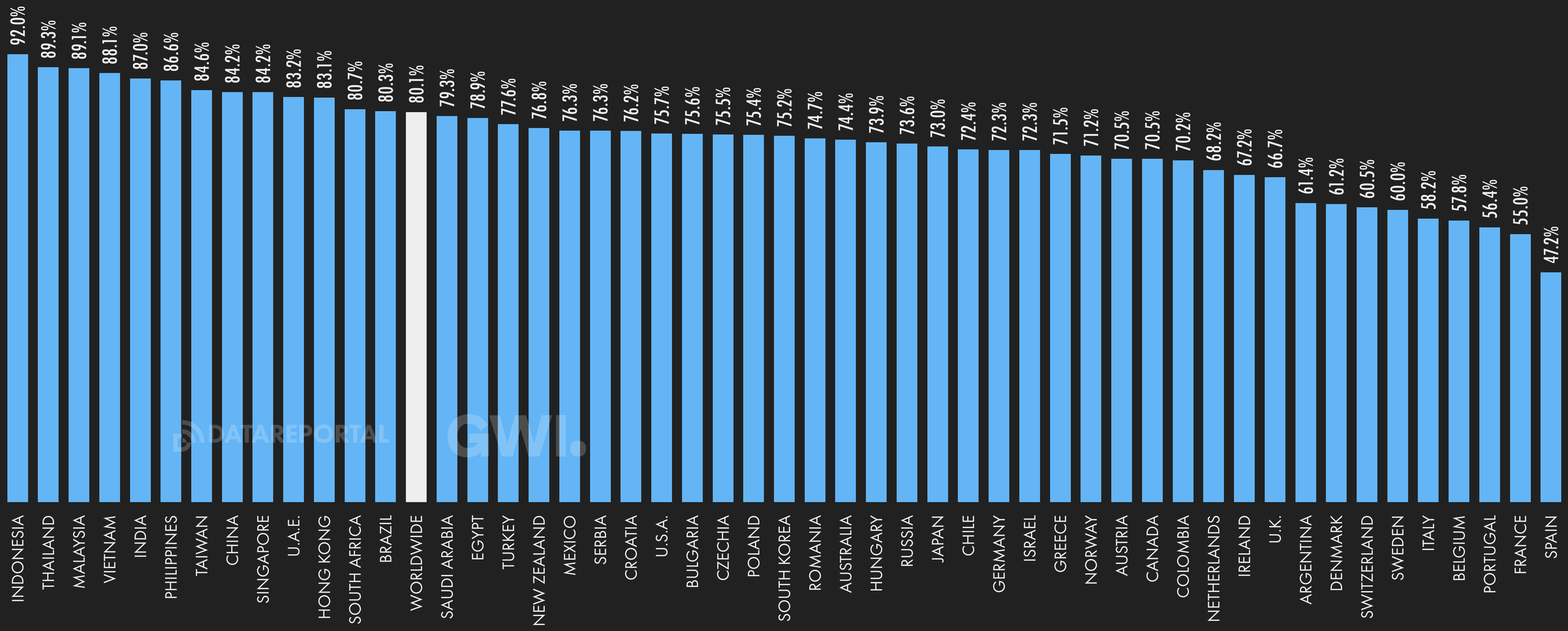

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we are social Meltwater

OCT 2025

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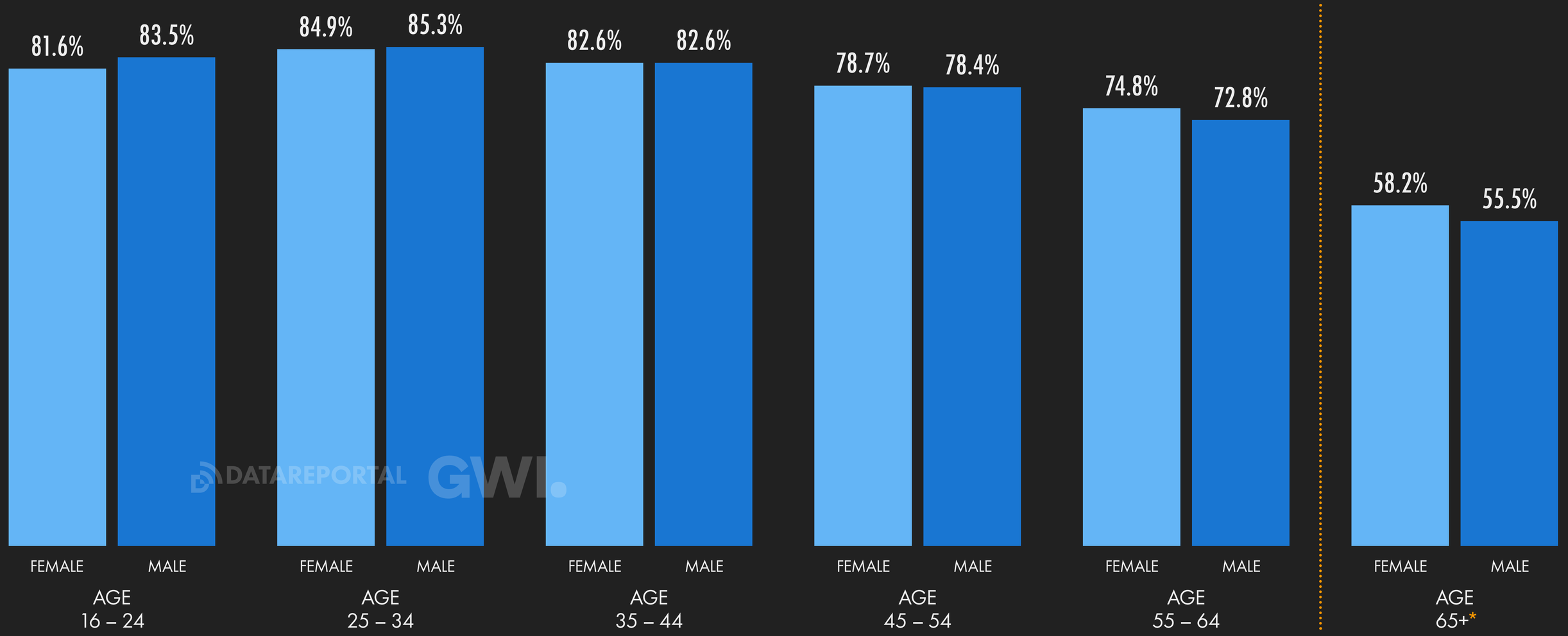

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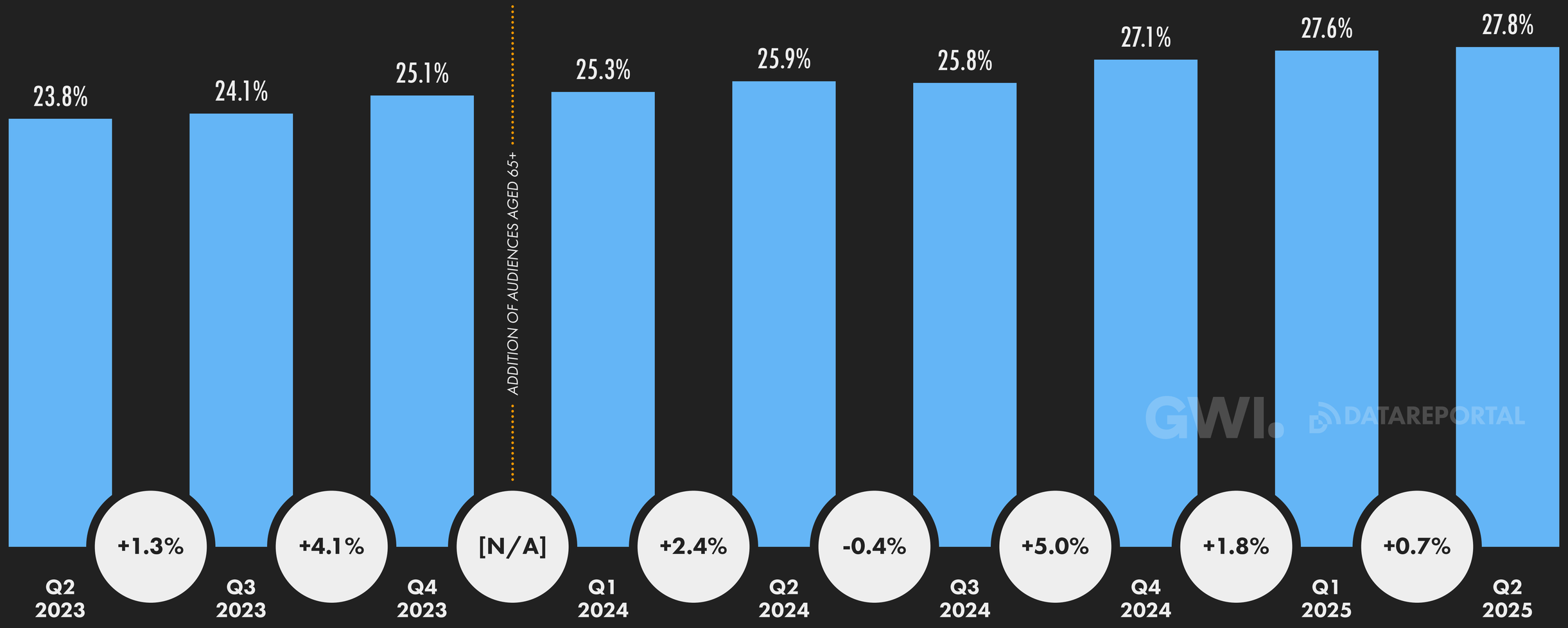
WEARABLES & IOT

OCT 2025

OWNERSHIP OF SMARTWATCHES

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

GLOBAL OVERVIEW



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we are social Meltwater

OCT 2025

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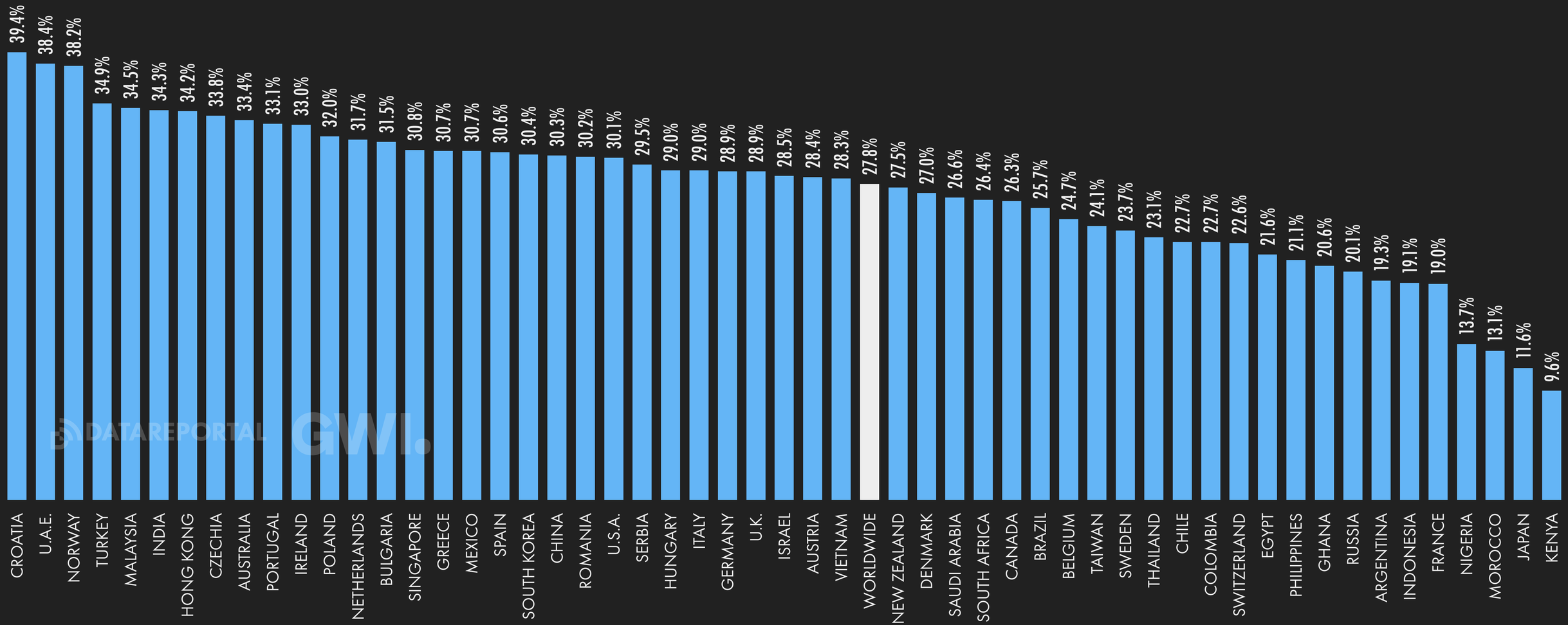
GLOBAL OVERVIEW



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we are social Meltwater

OCT 2025

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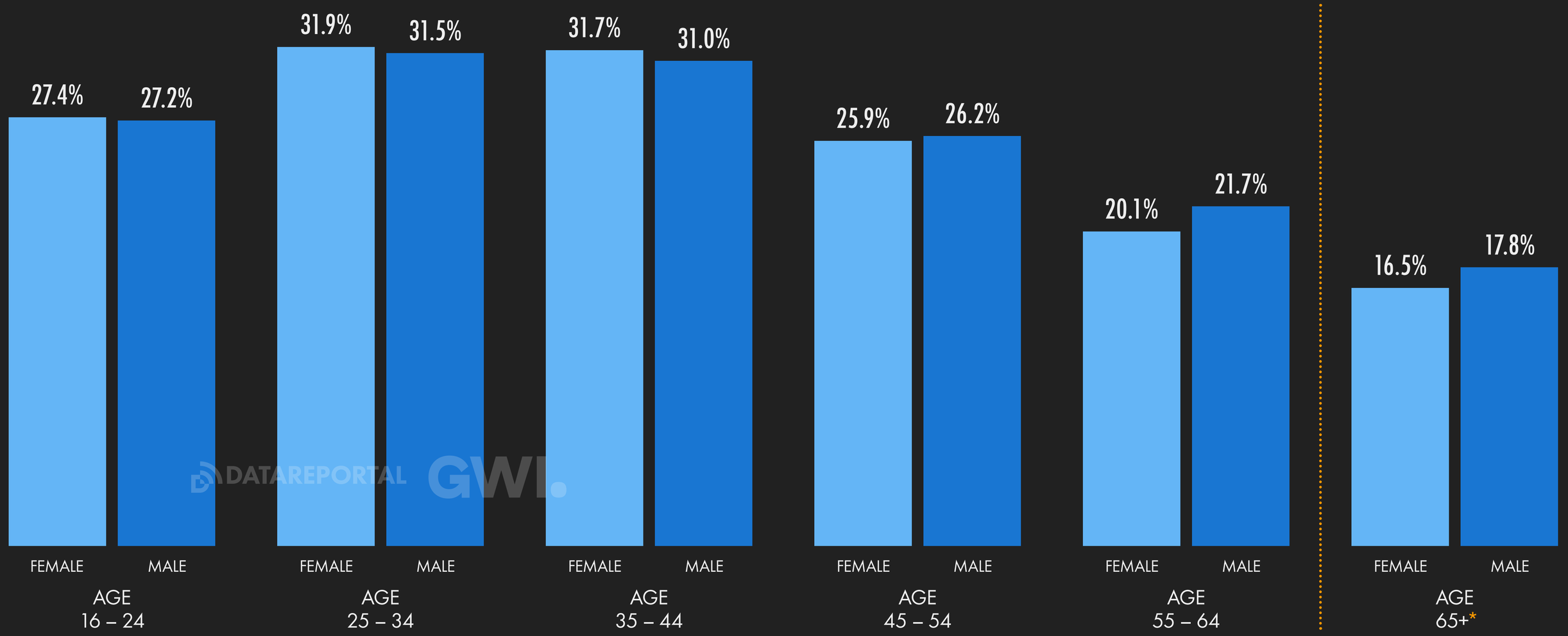

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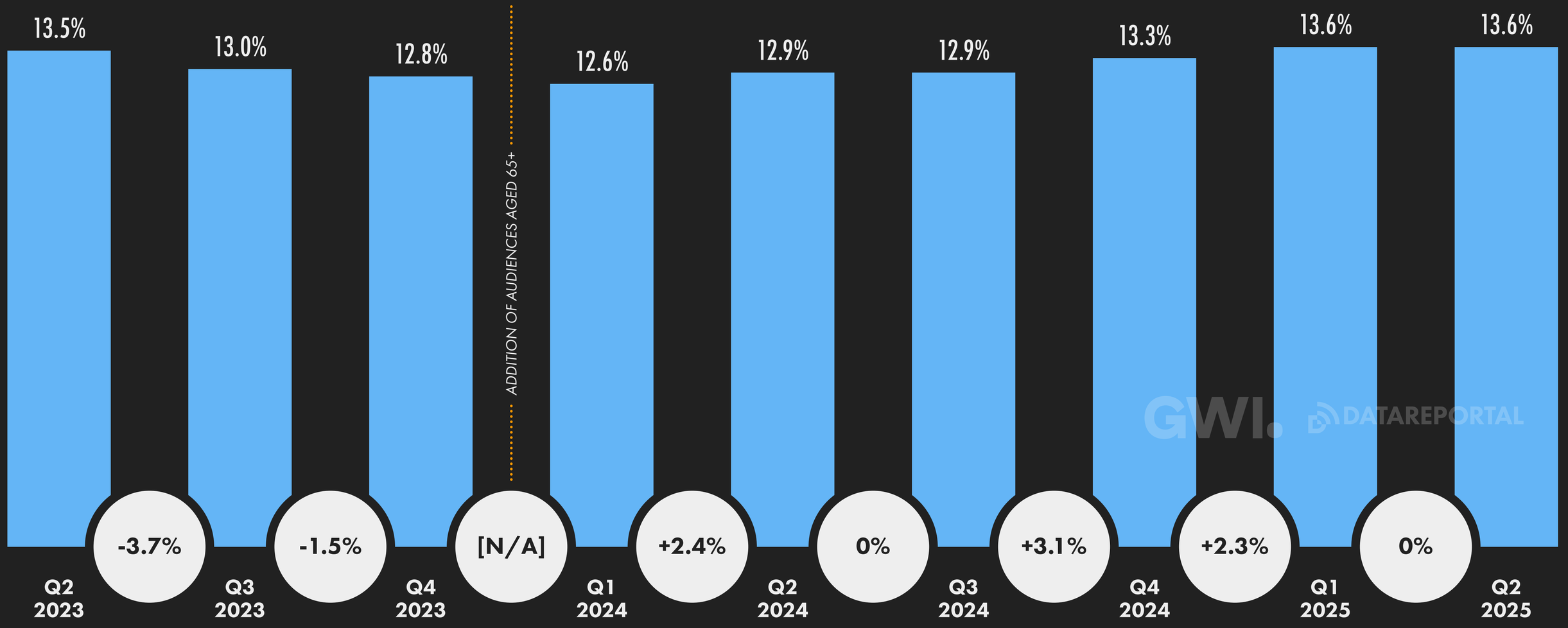
we are social Meltwater

OCT 2025

OWNERSHIP OF SMART WRISTBANDS

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

GLOBAL OVERVIEW



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OCT 2025

OWNERSHIP OF SMART WRISTBANDS

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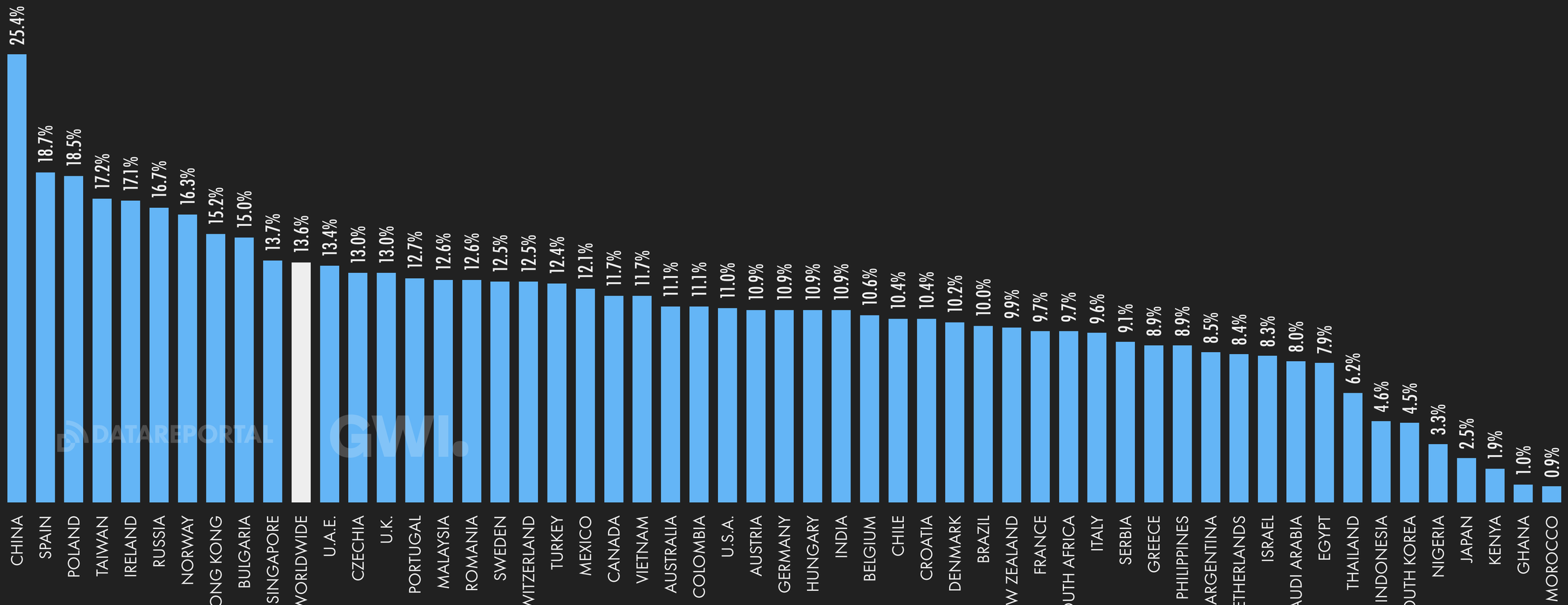
GLOBAL OVERVIEW



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OCT 2025

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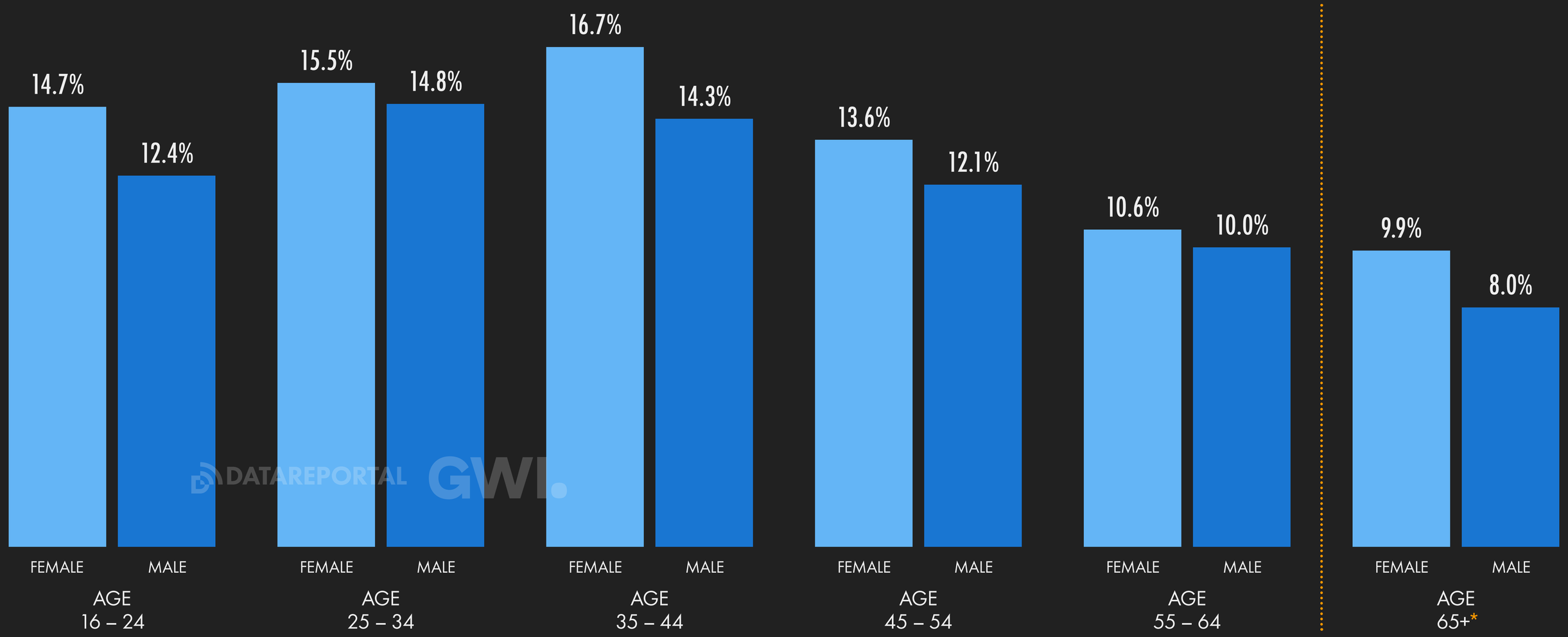

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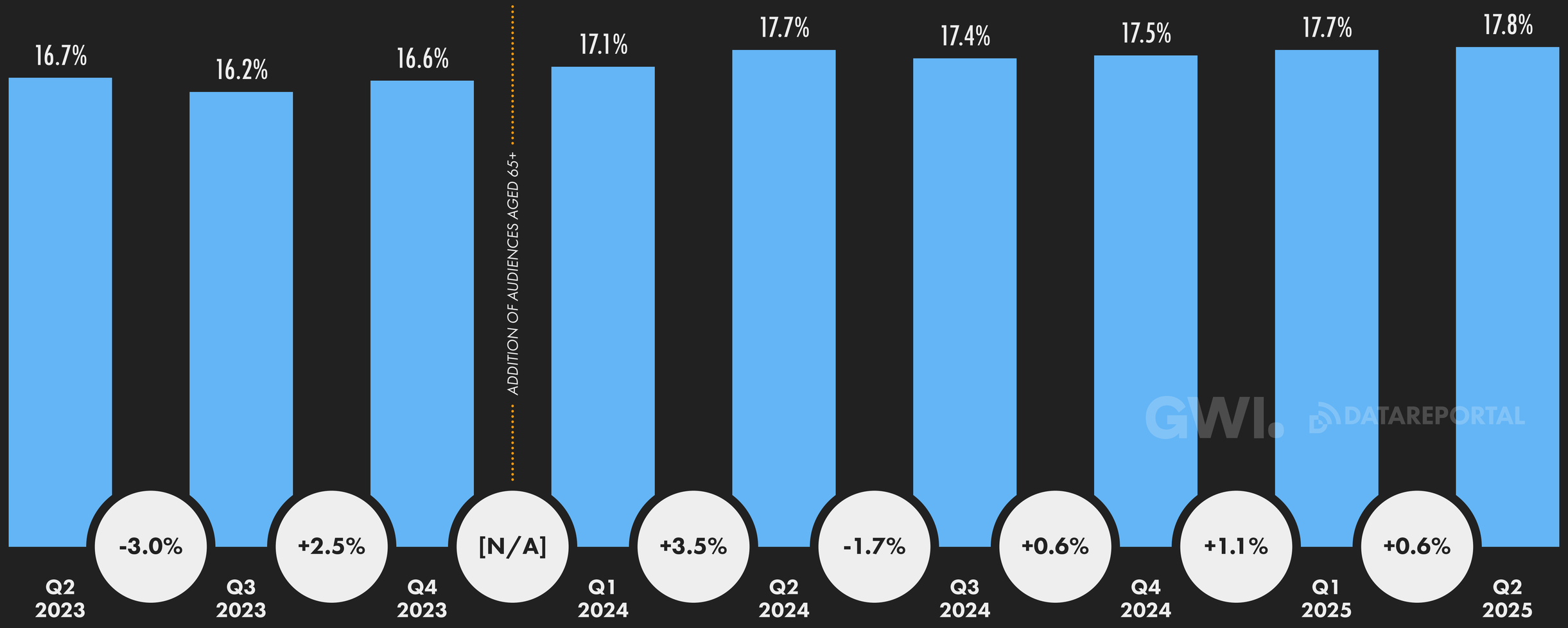
OCT 2025

SMART HOME DEVICE OWNERSHIP

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

GLOBAL OVERVIEW



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GWI. DATAREPORTAL

we are social Meltwater

OCT 2025

SMART HOME DEVICE OWNERSHIP

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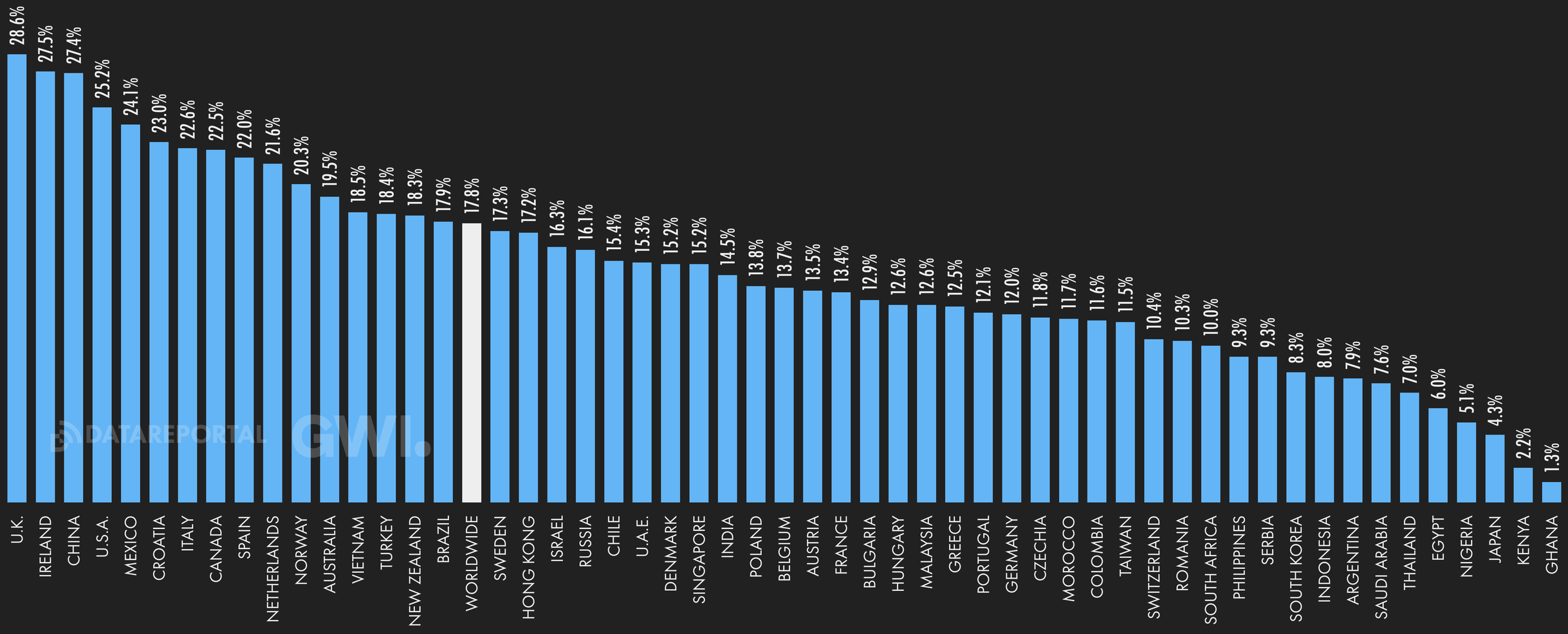
GLOBAL OVERVIEW



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we are social Meltwater

OCT 2025

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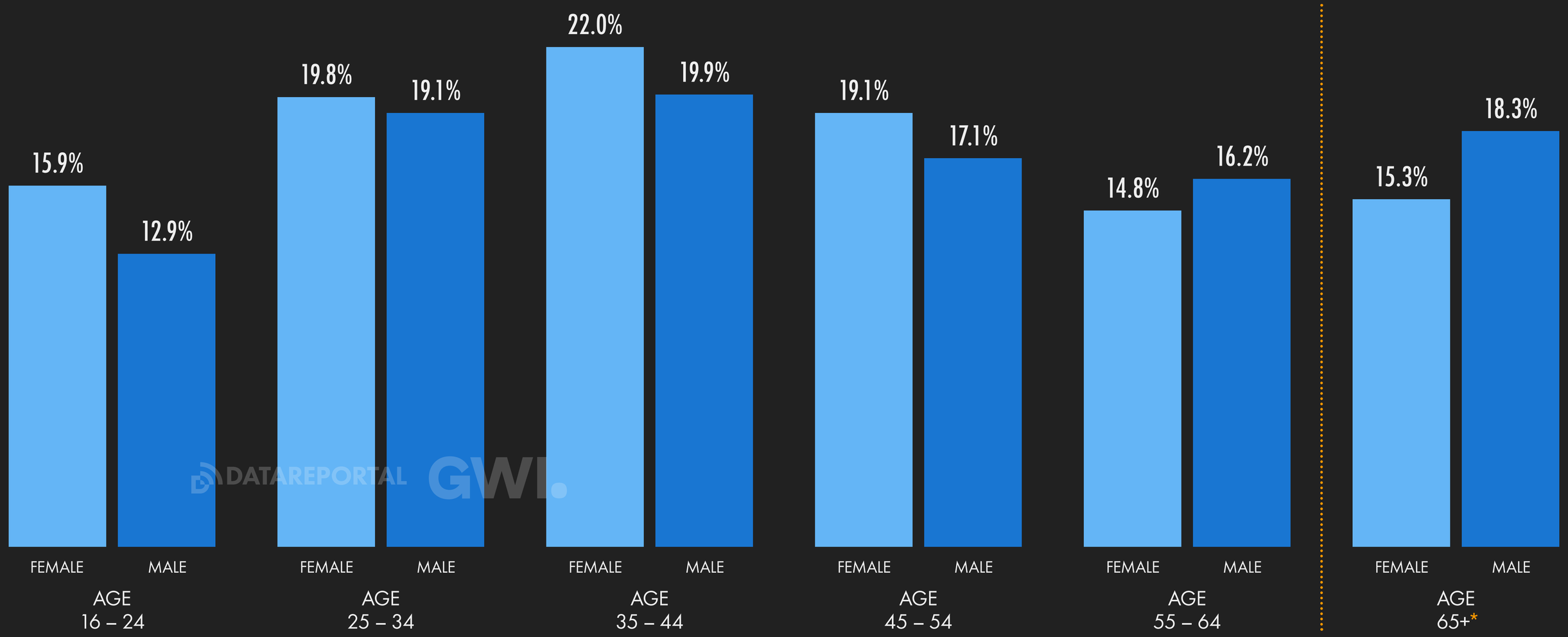

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we are social Meltwater

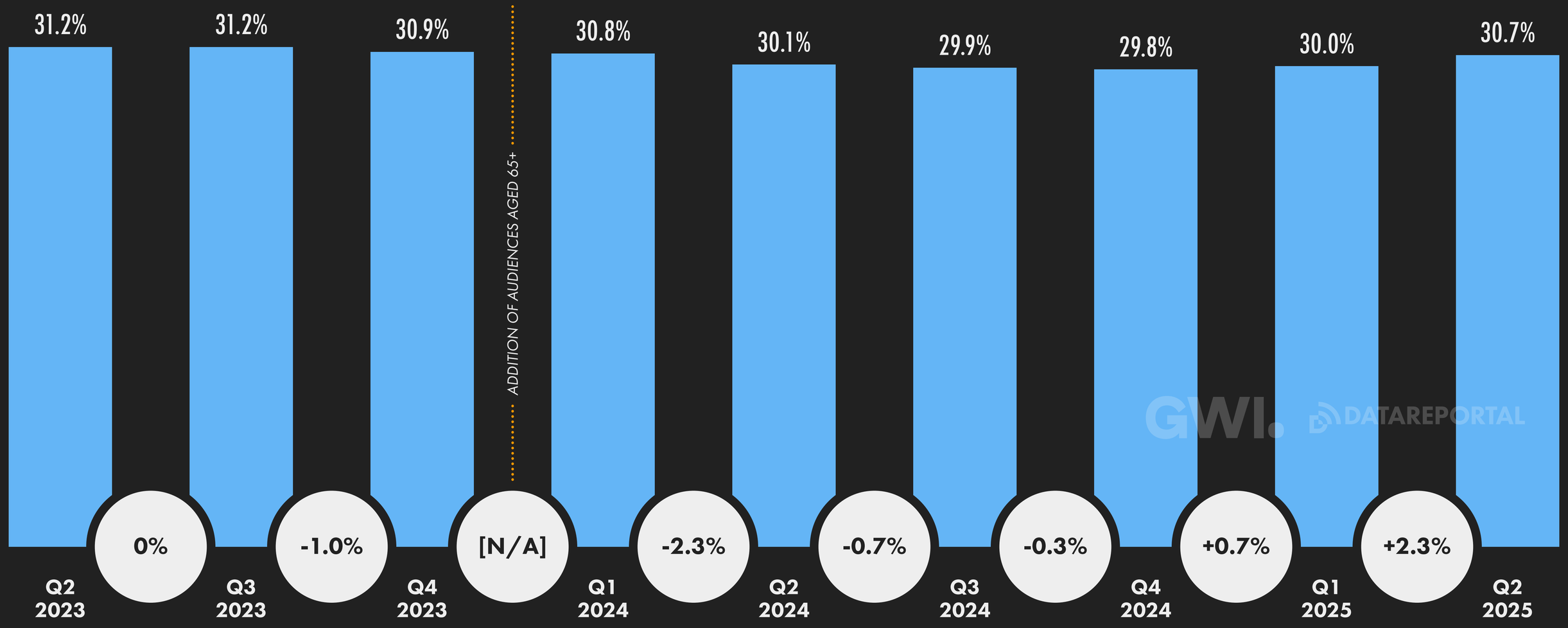
ONLINE SAFETY

OCT 2025

CONCERNS ABOUT MISUSE OF PERSONAL DATA

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

GLOBAL OVERVIEW



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we are social Meltwater

OCT 2025

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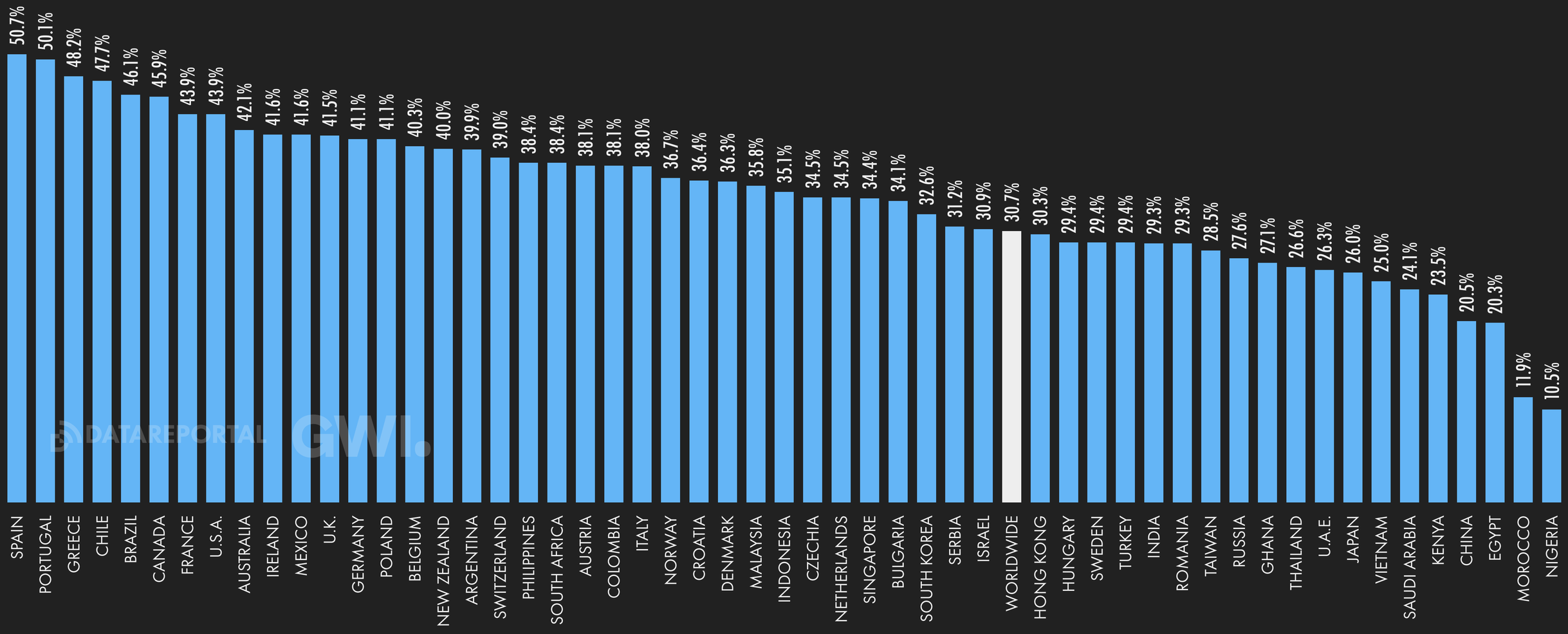

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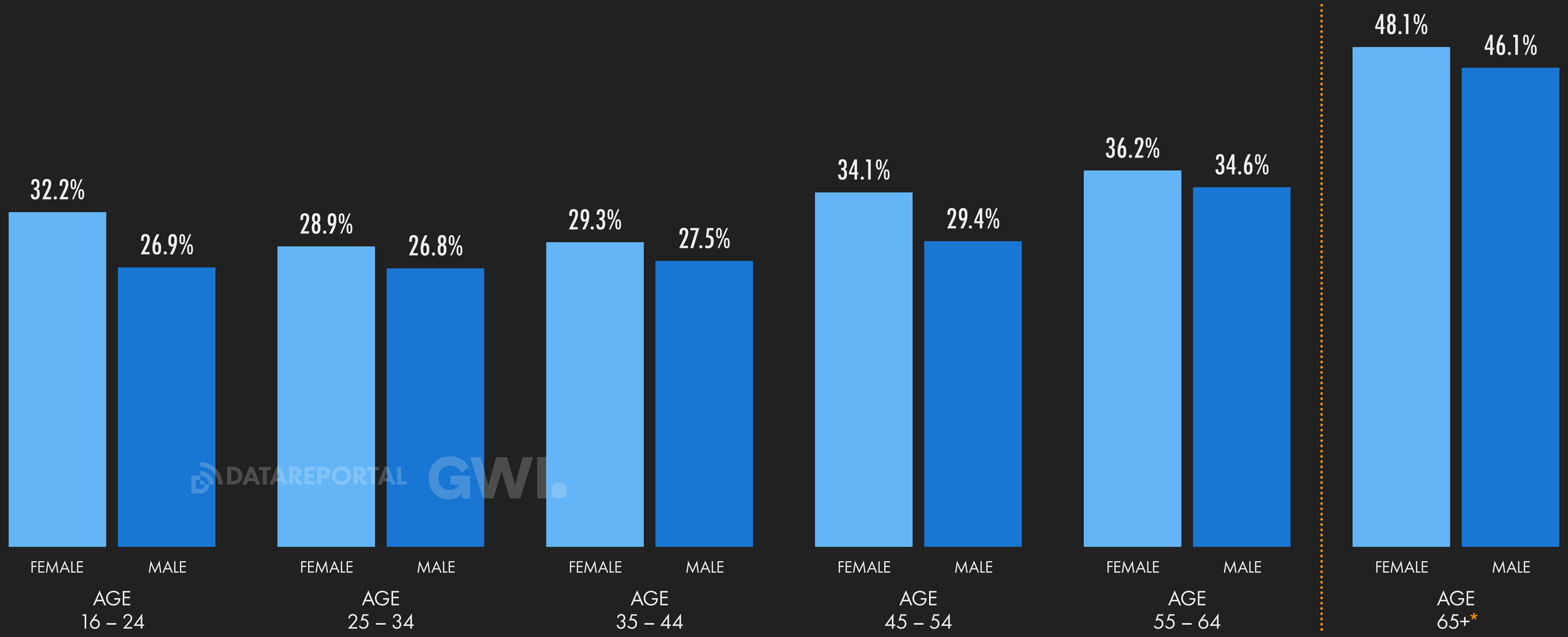
we are social Meltwater

OCT 2025

CONCERNS ABOUT MISUSE OF PERSONAL DATA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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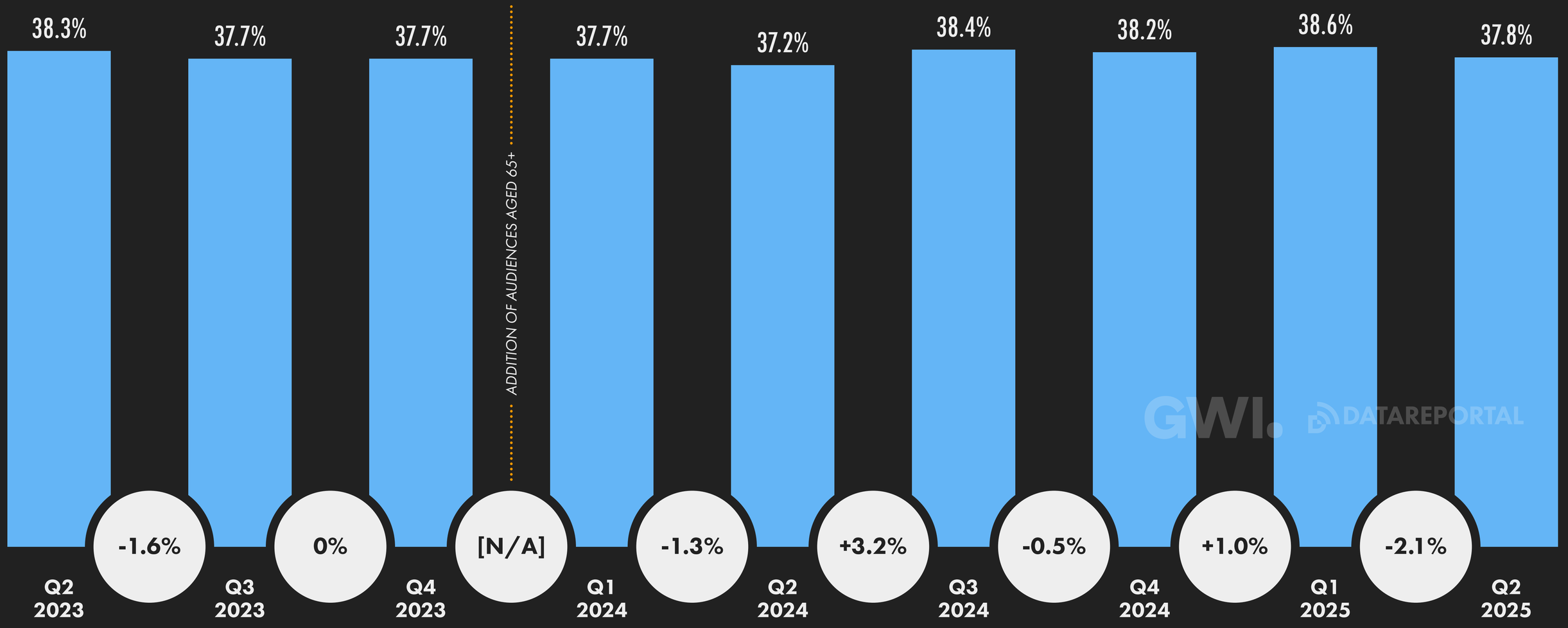
OCT 2025

PREFER TO EXCHANGE PERSONAL DATA vs. PAY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WOULD PREFER TO EXCHANGE THEIR PERSONAL DATA FOR SERVICES RATHER THAN PAY FOR THEM

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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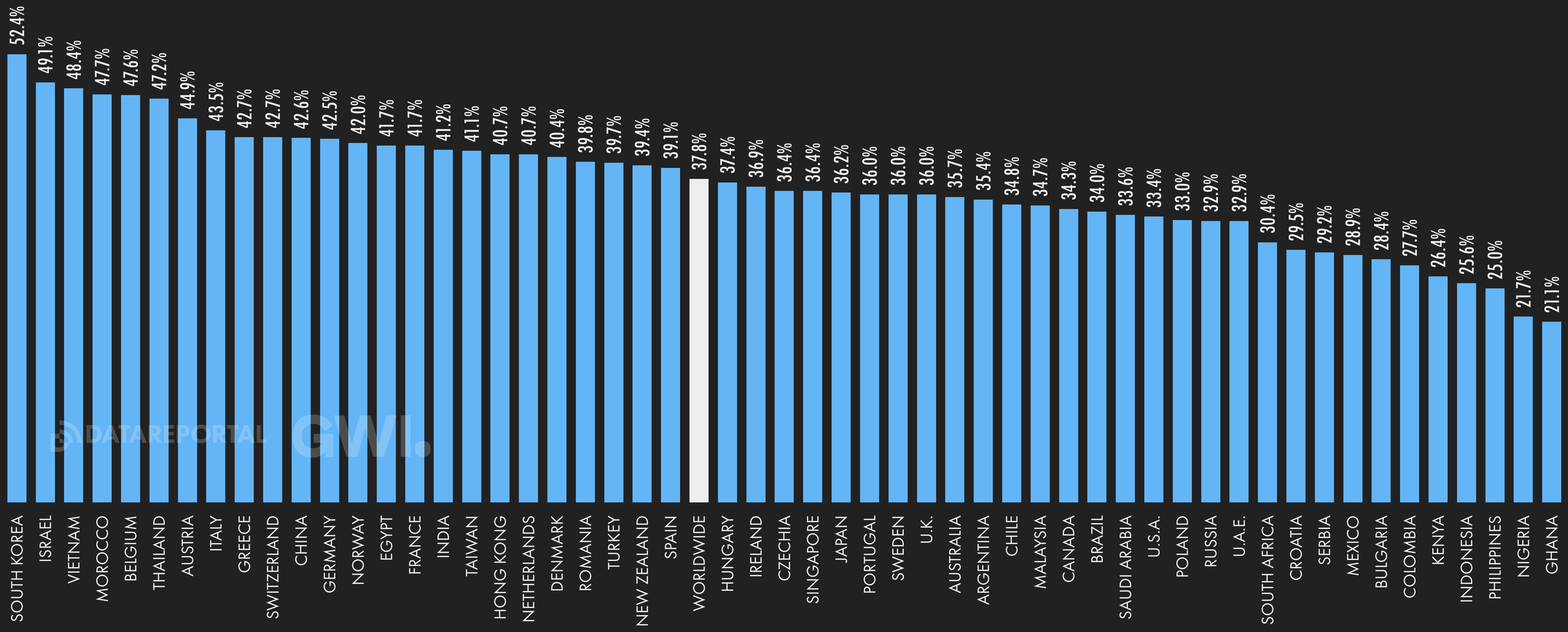

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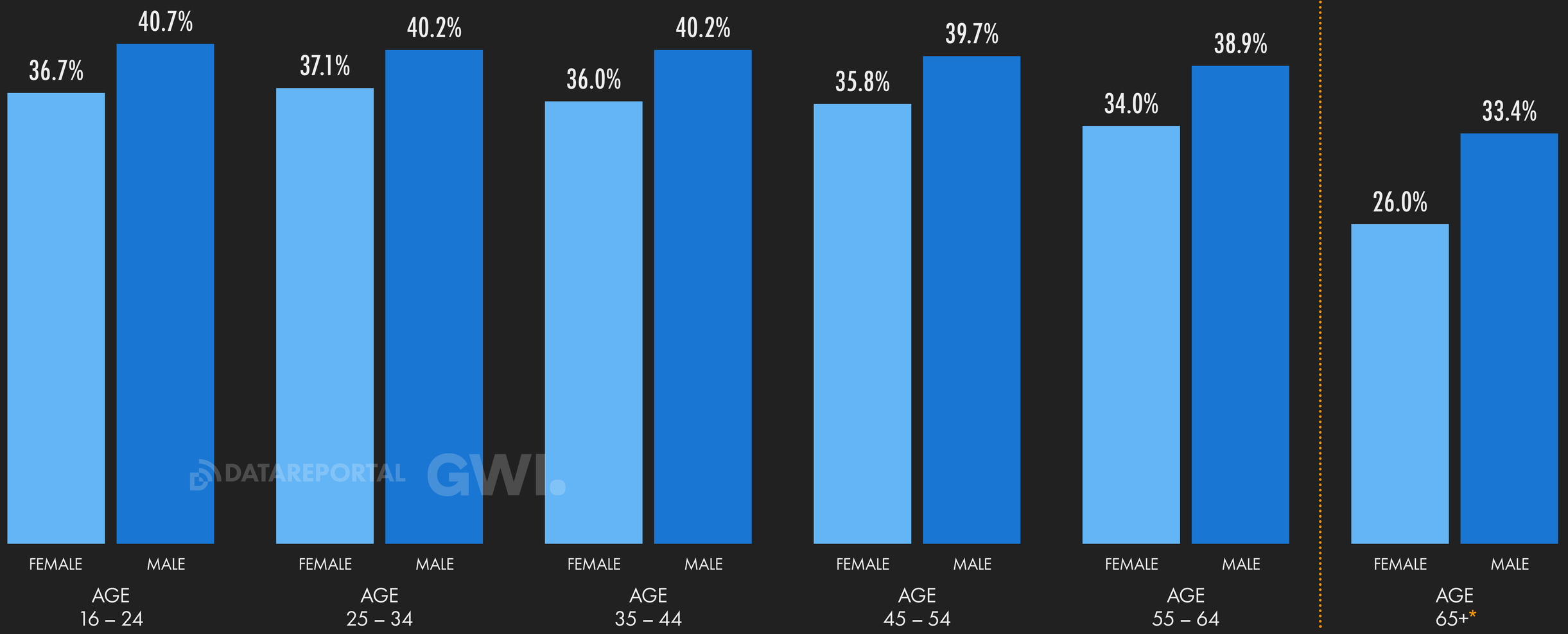

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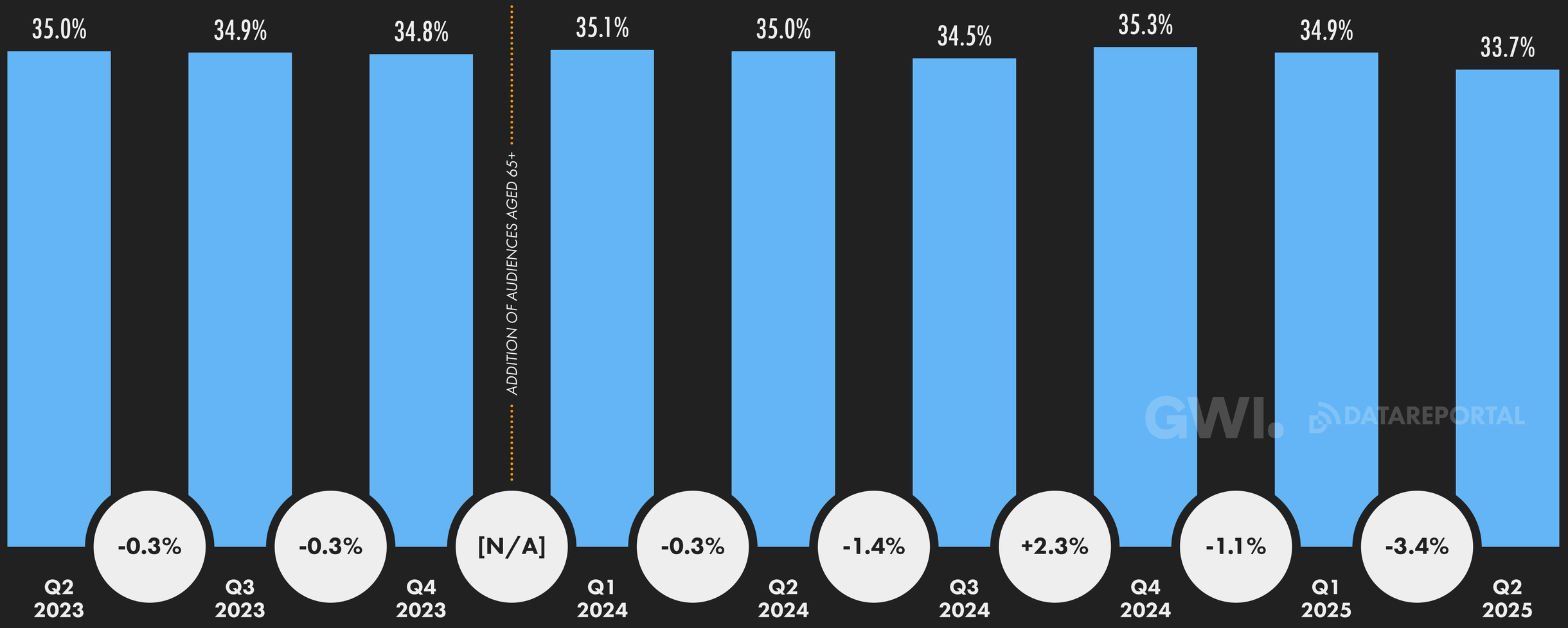
OCT 2025

DECLINE COOKIES ON WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

GLOBAL OVERVIEW



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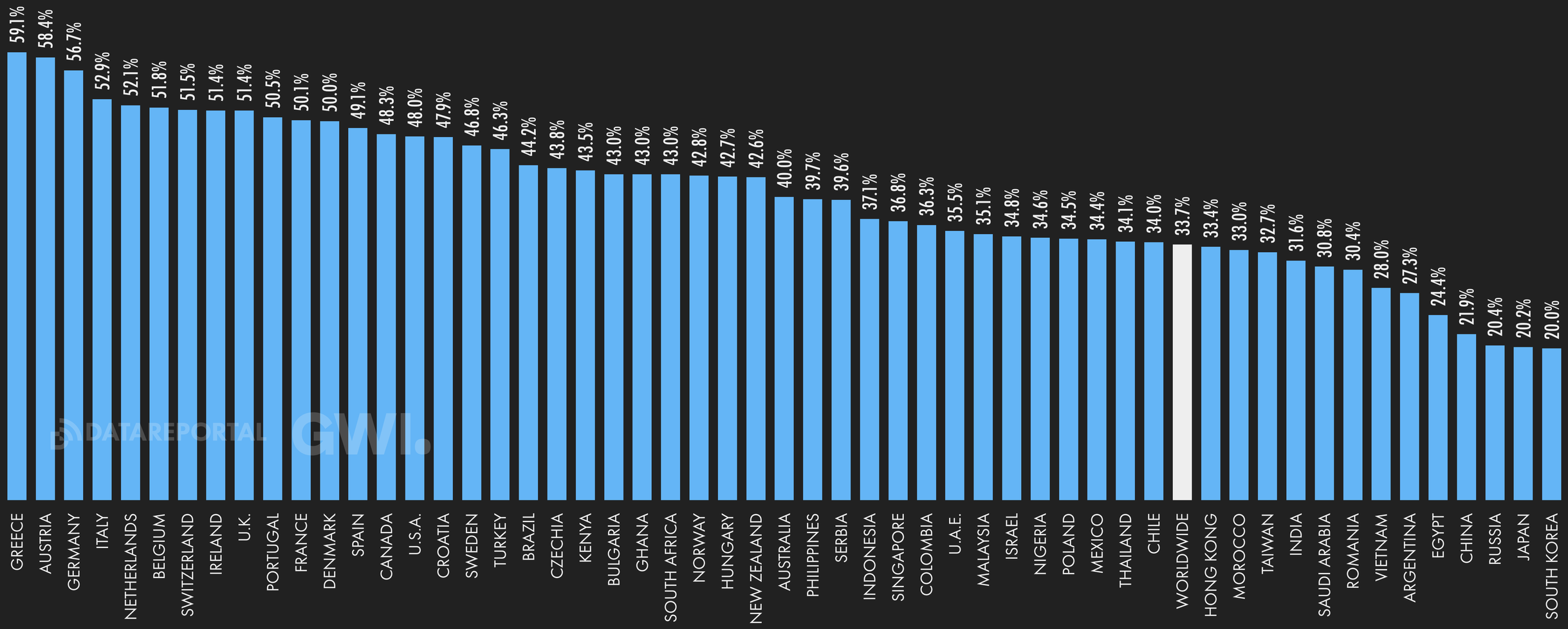

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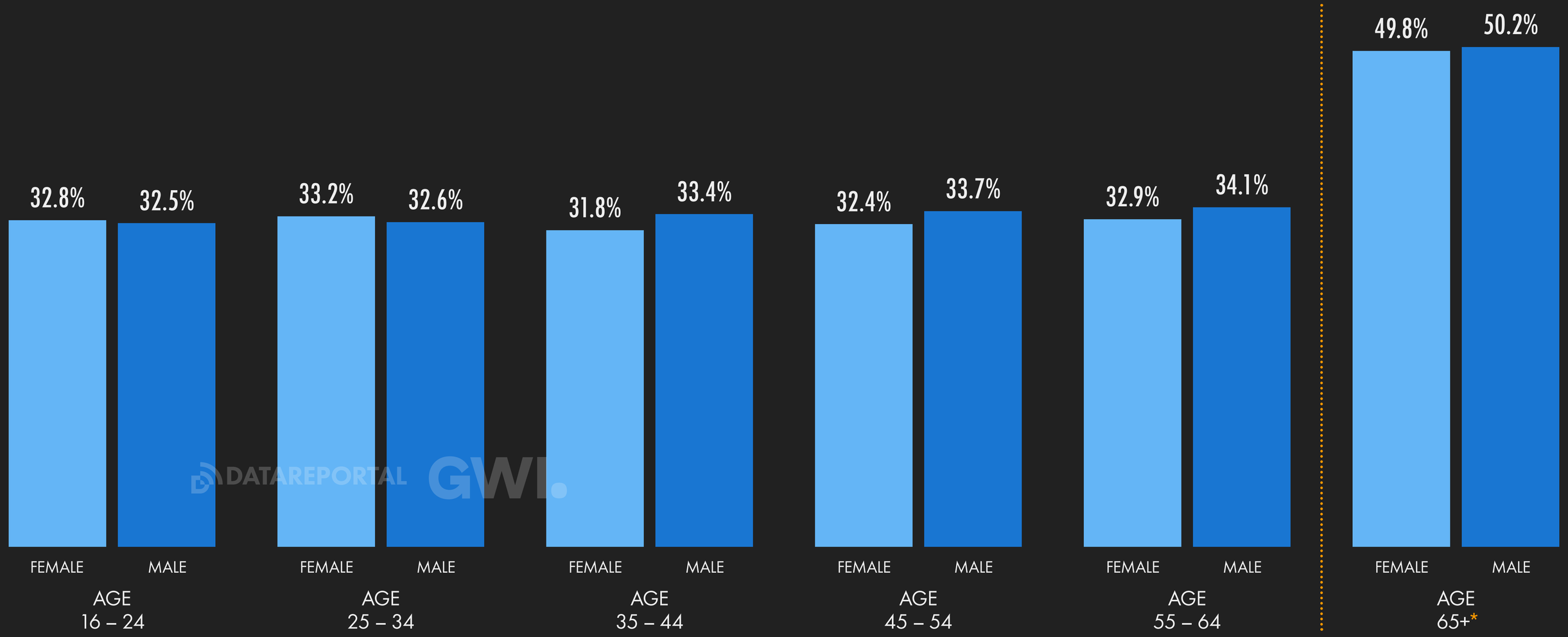

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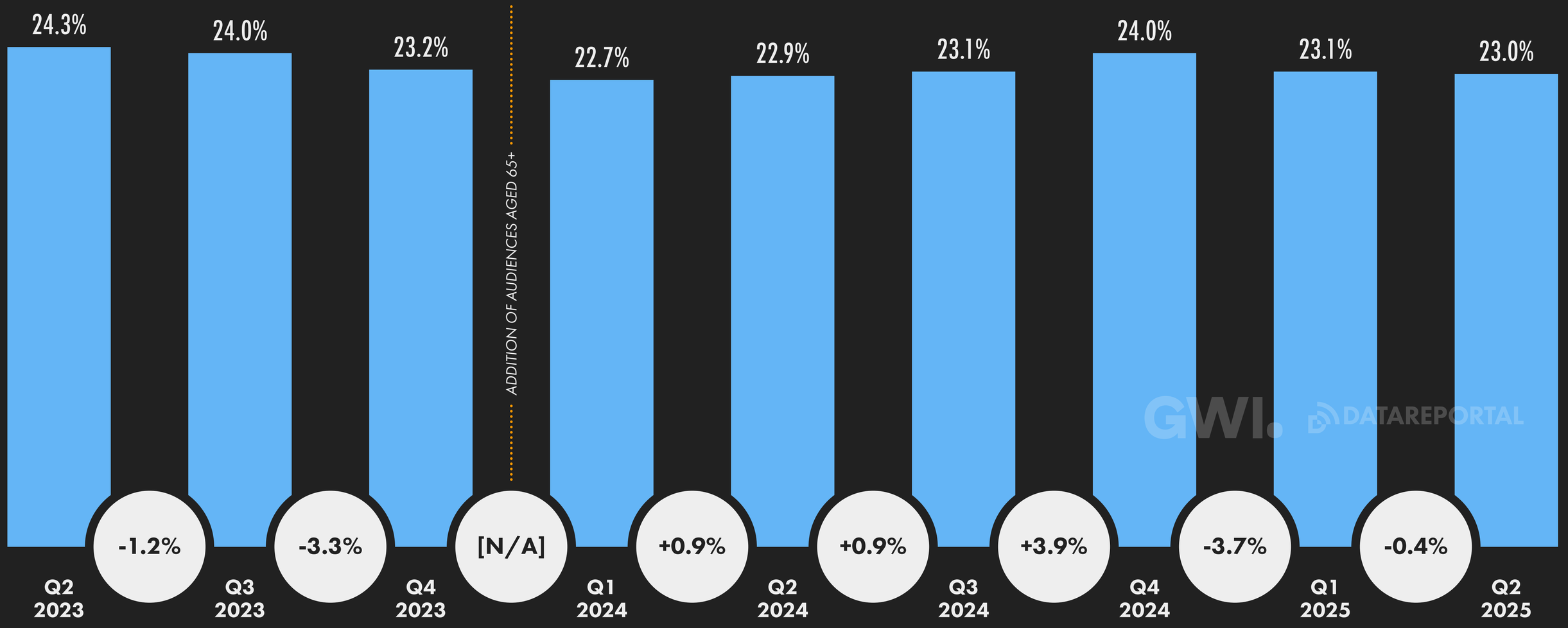
OCT 2025

USE OF VIRTUAL PRIVATE NETWORKS

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

GLOBAL OVERVIEW



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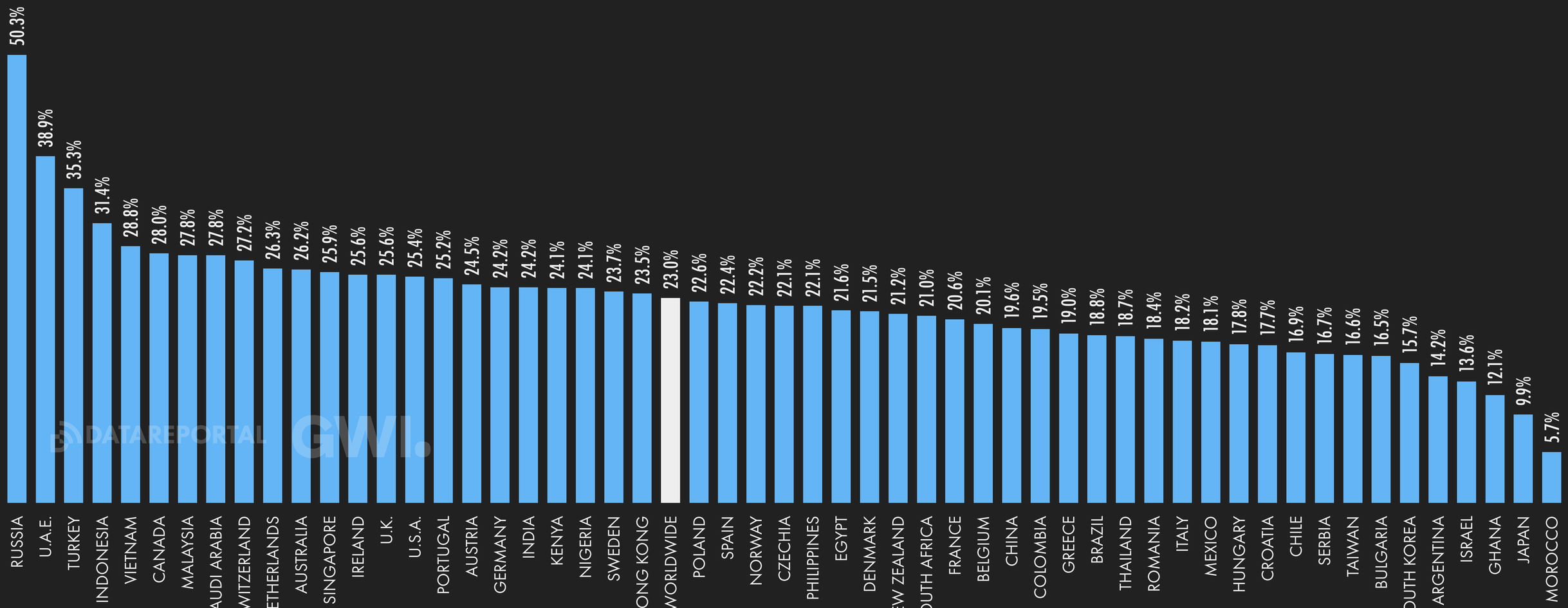

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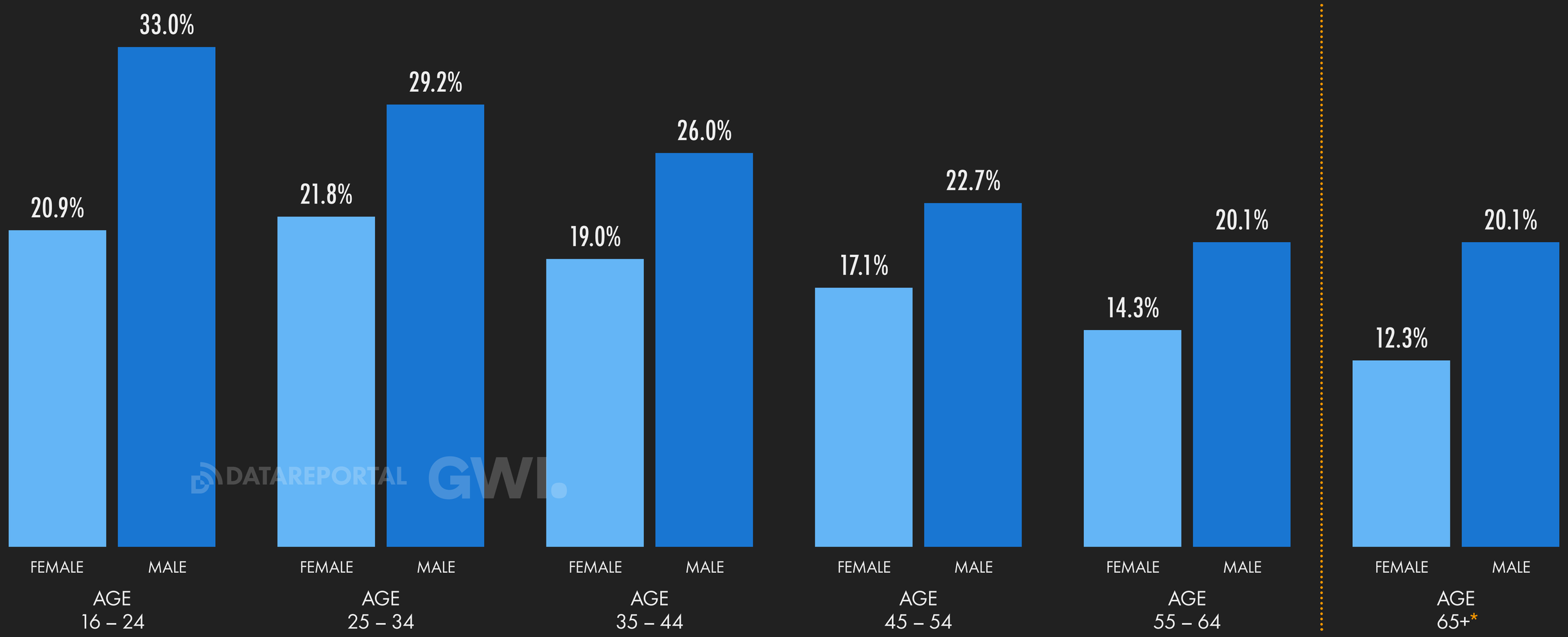

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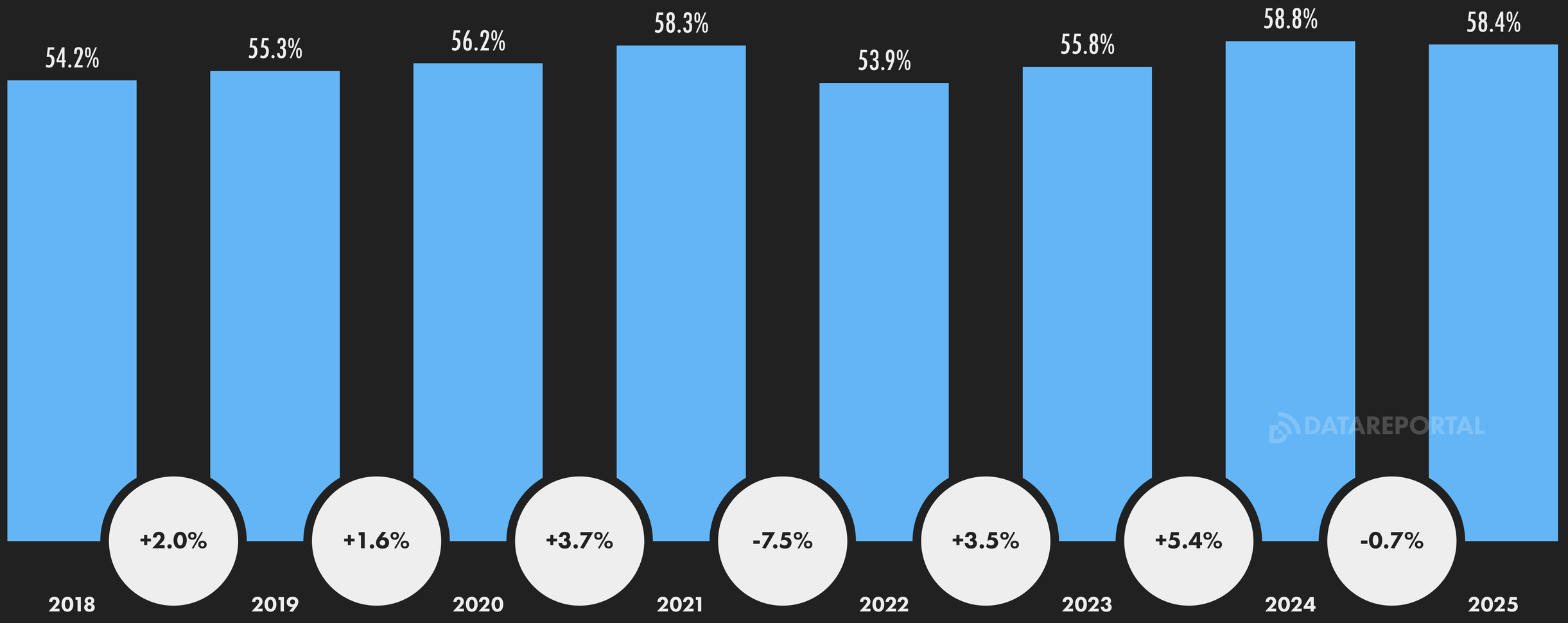
OCT 2025

CONCERNS ABOUT ONLINE MISINFORMATION

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

GLOBAL OVERVIEW



SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM. FIGURES REPRESENT THE FINDINGS OF A SERIES OF BROAD GLOBAL SURVEYS OF ADULTS AGED 18 AND ABOVE. **NOTE:** VALUES REPRESENT THE SIMPLE MEAN ACROSS ALL RESPONDENTS IN EACH SURVEY YEAR, AND HAVE NOT BEEN ADJUSTED FOR ANNUAL DIFFERENCES IN SURVEY COVERAGE, NOR HAVE THEY BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

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OCT 2025

CONCERNS ABOUT ONLINE MISINFORMATION

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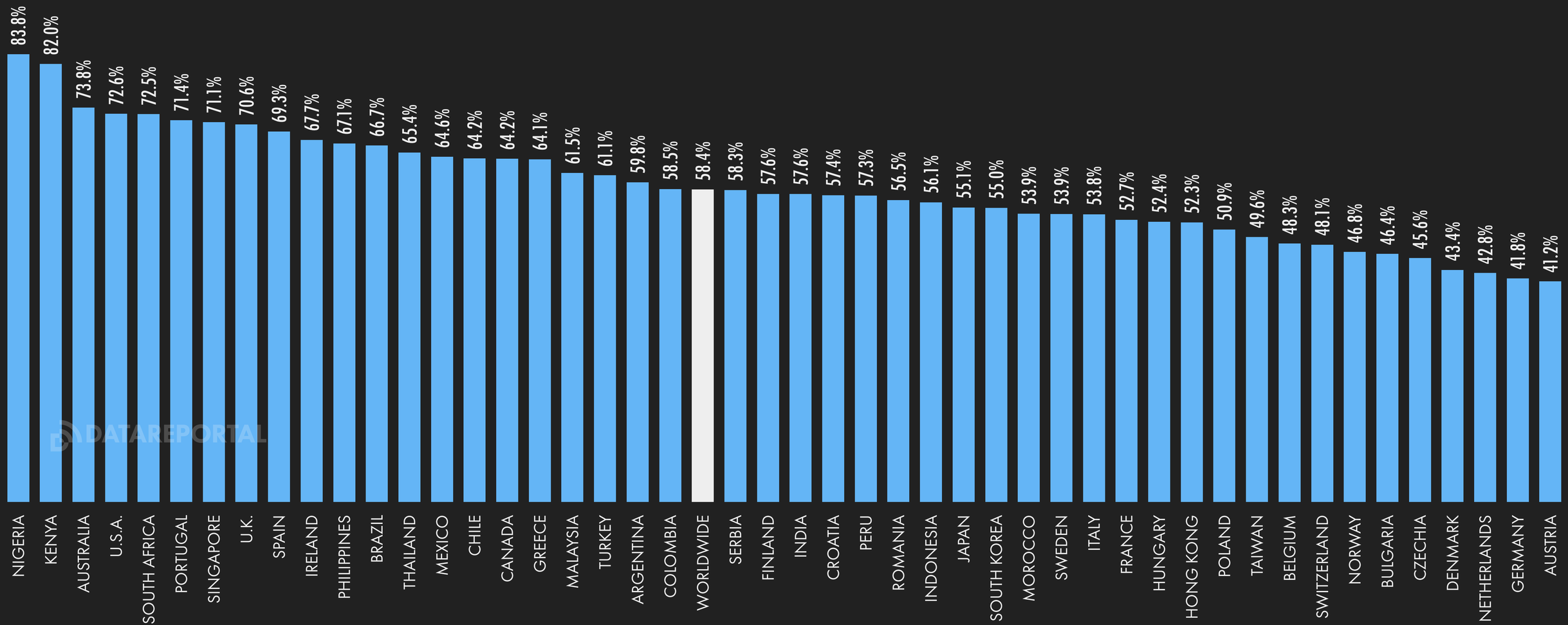
GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM, "DIGITAL NEWS REPORT 2025". FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.
NOTE: THE "WORLDWIDE" VALUE REPRESENTS A SIMPLE MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

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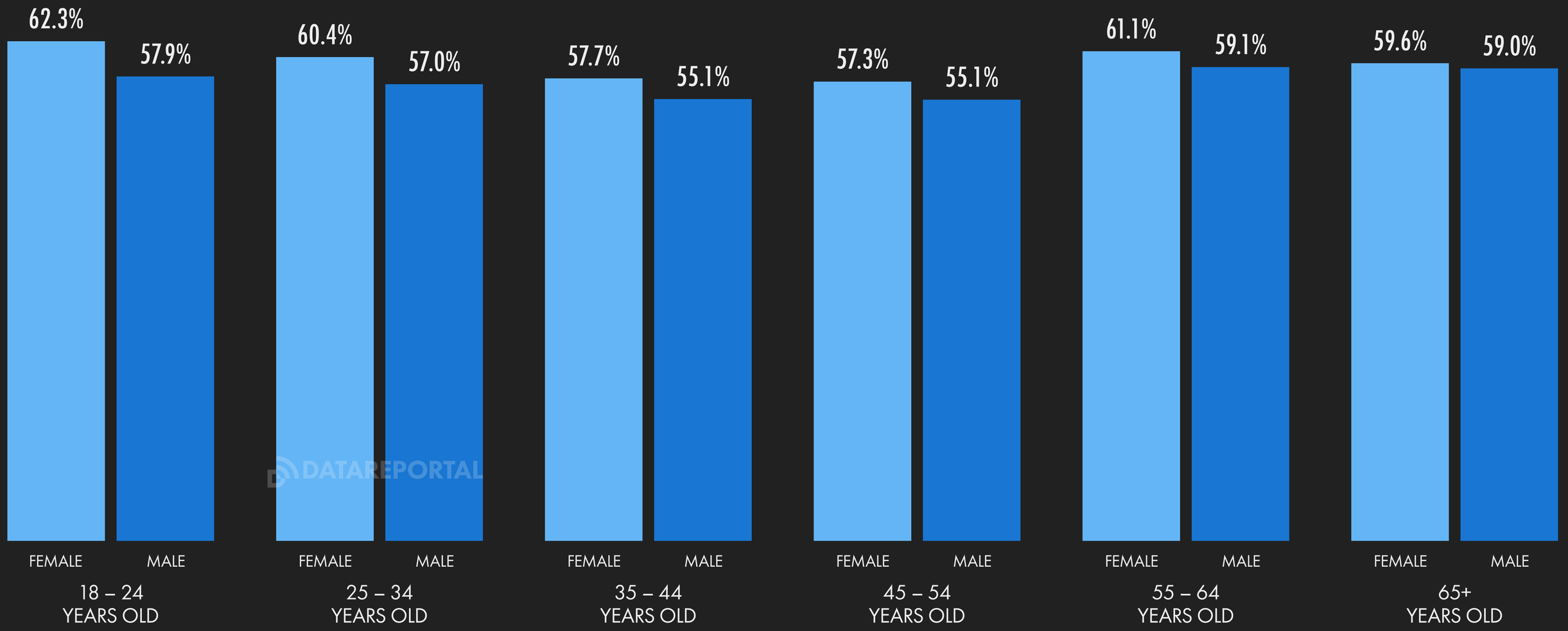

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TELEVISION

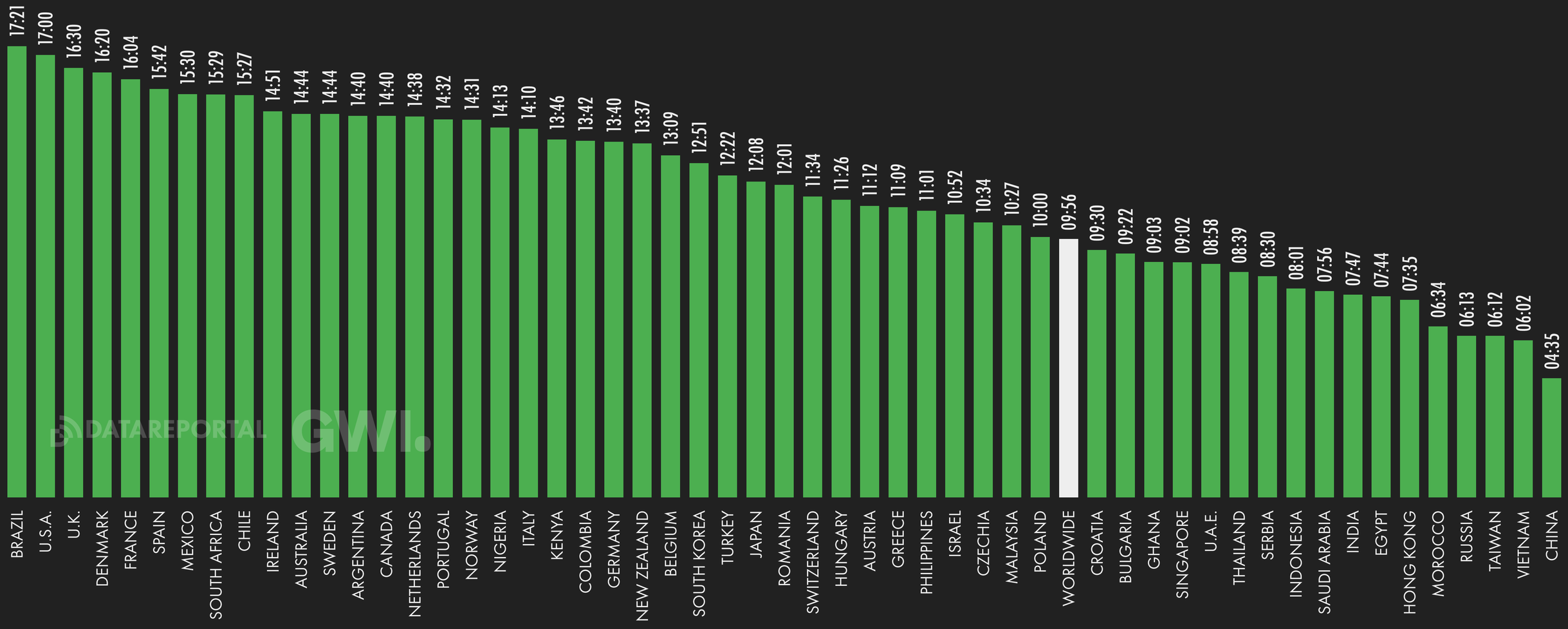
OCT 2025

WEEKLY TIME SPENT WATCHING TELEVISION

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ANY KIND OF TV CONTENT

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT COMBINED WEEKLY TIME FOR ALL FORMS OF TV CONTENT DELIVERY, INCLUDING: BROADCAST TERRESTRIAL TV, CABLE TV, STREAMING AND VIDEO-ON-DEMAND, AND TV CONTENT SAVED TO A RECORDING DEVICE (E.G. DVR). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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OCT 2025

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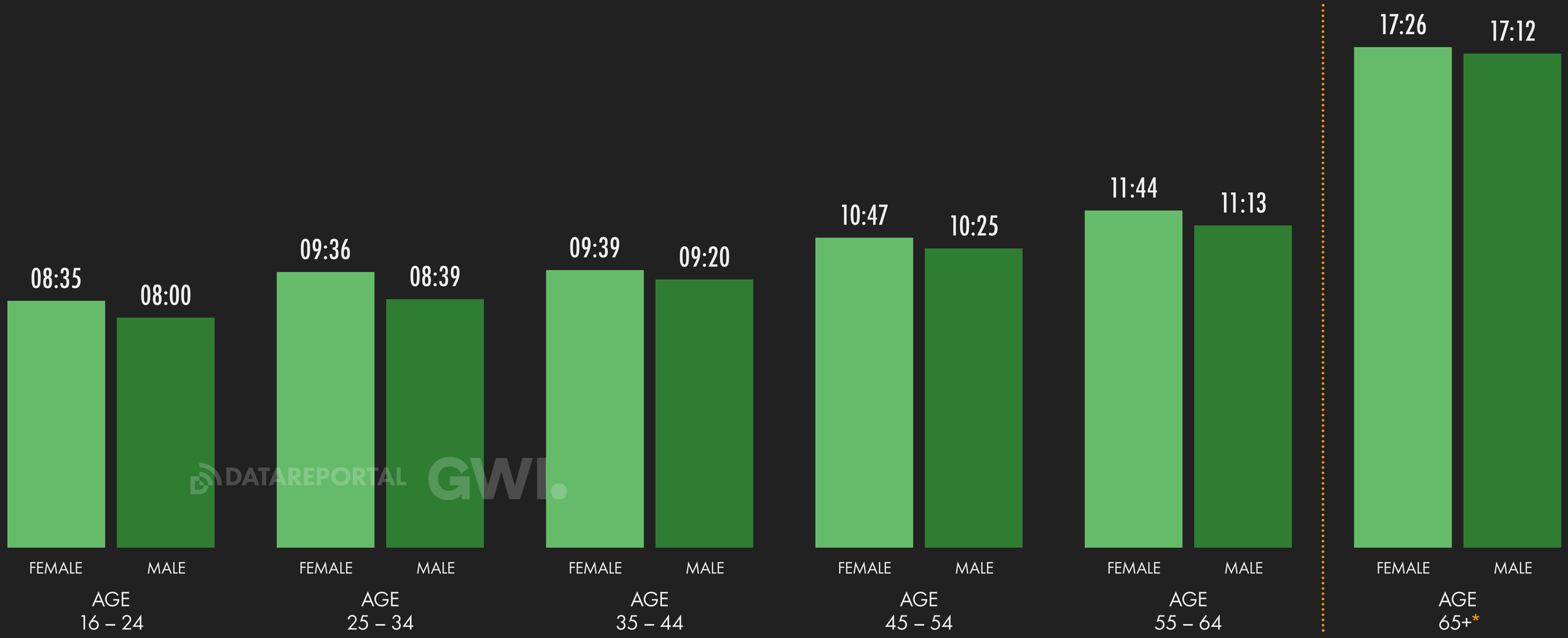

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OCT 2025

HOW INTERNET USERS WATCH TV

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

GLOBAL OVERVIEW

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

GWI.

97.3%

YEAR-ON-YEAR CHANGE

-0.1% (-10 BPS)

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

86.8%

YEAR-ON-YEAR CHANGE

-1.0% (-90 BPS)

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

91.7%

YEAR-ON-YEAR CHANGE

-0.1% (-10 BPS)

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

GWI.

22.4%

YEAR-ON-YEAR CHANGE

-0.9% (-20 BPS)

DO NOT WATCH ANY KIND OF TV CONTENT

KEPIOS

2.7%

YEAR-ON-YEAR CHANGE

+3.8% (+10 BPS)

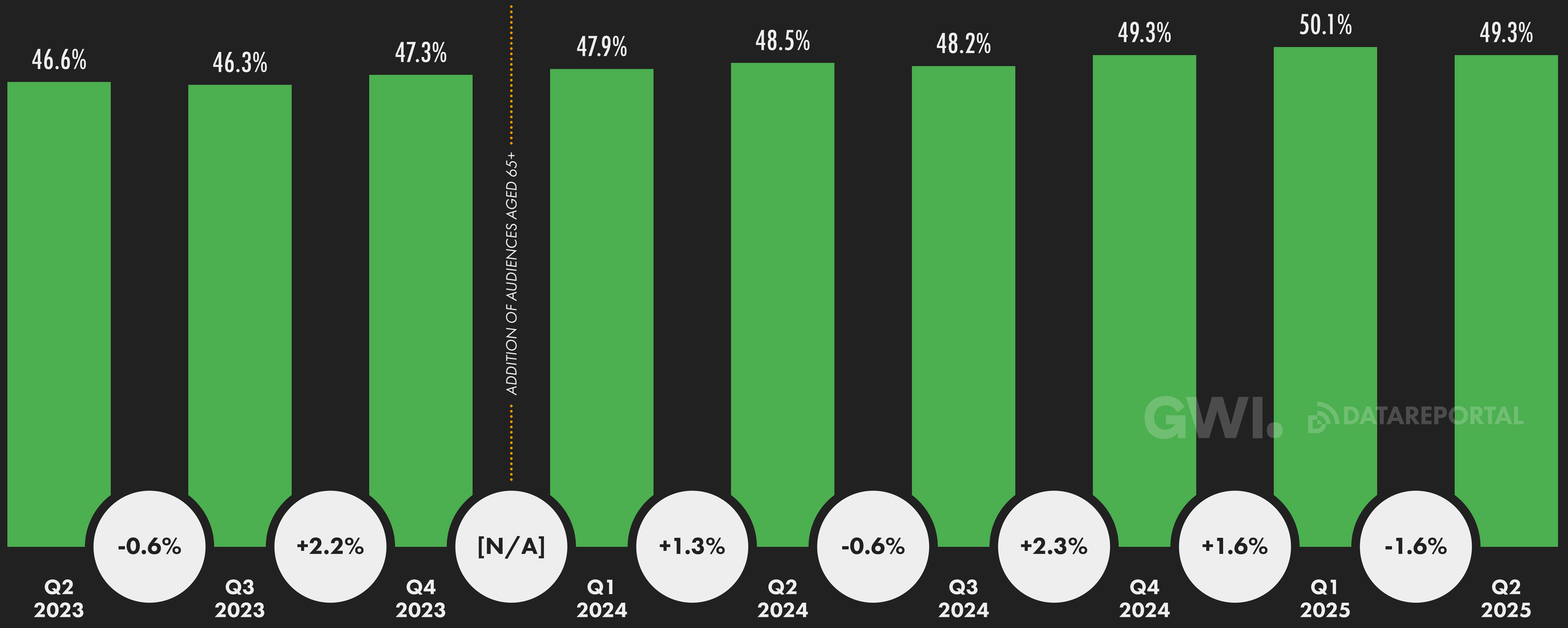
SOURCE: GWI (Q2 2025). **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

OCT 2025

DEVICE OWNERSHIP: SMART TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART TELEVISION

GLOBAL OVERVIEW



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OCT 2025

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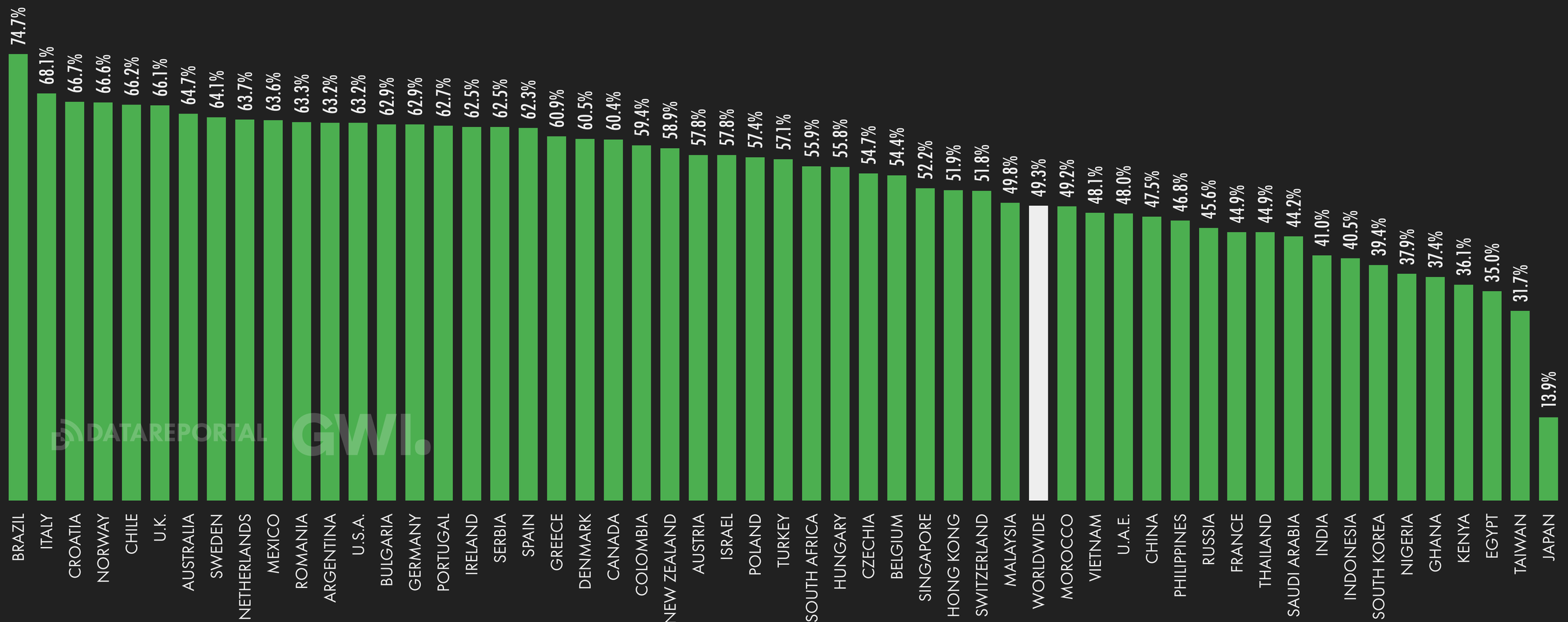
GLOBAL OVERVIEW



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OCT 2025

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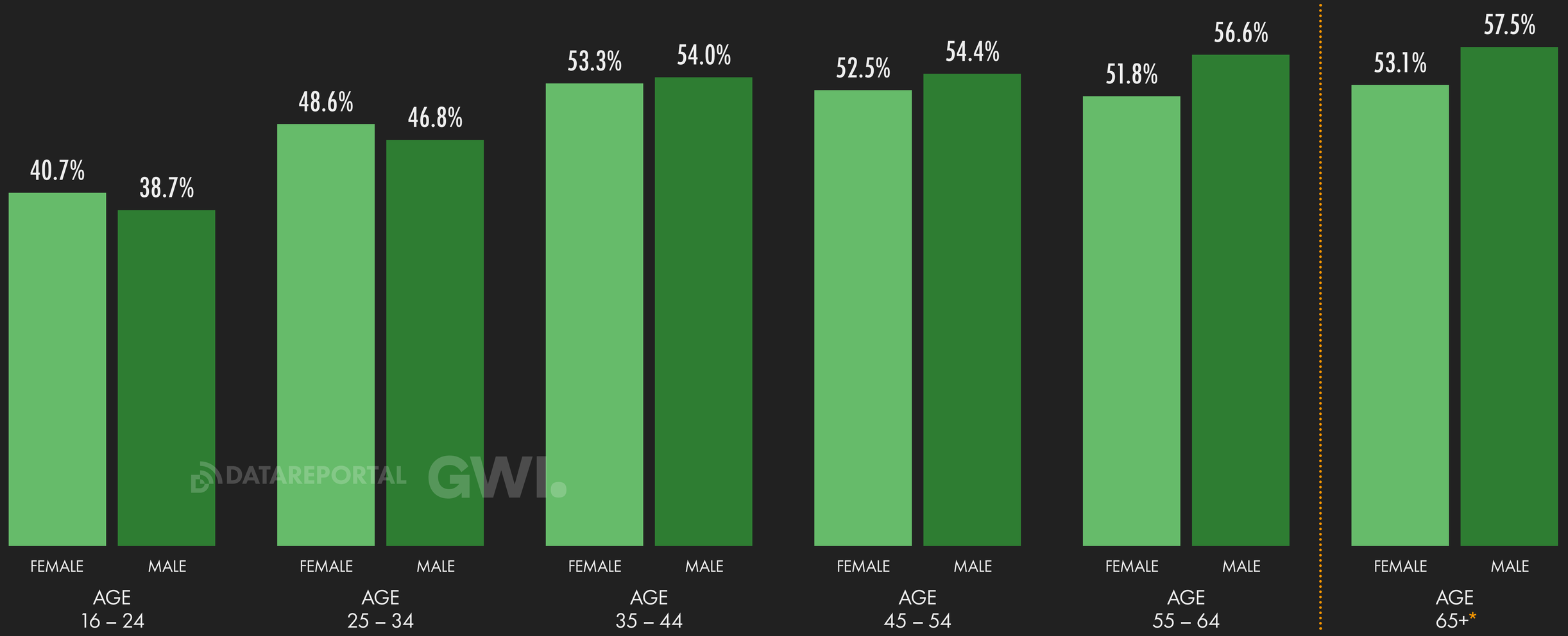

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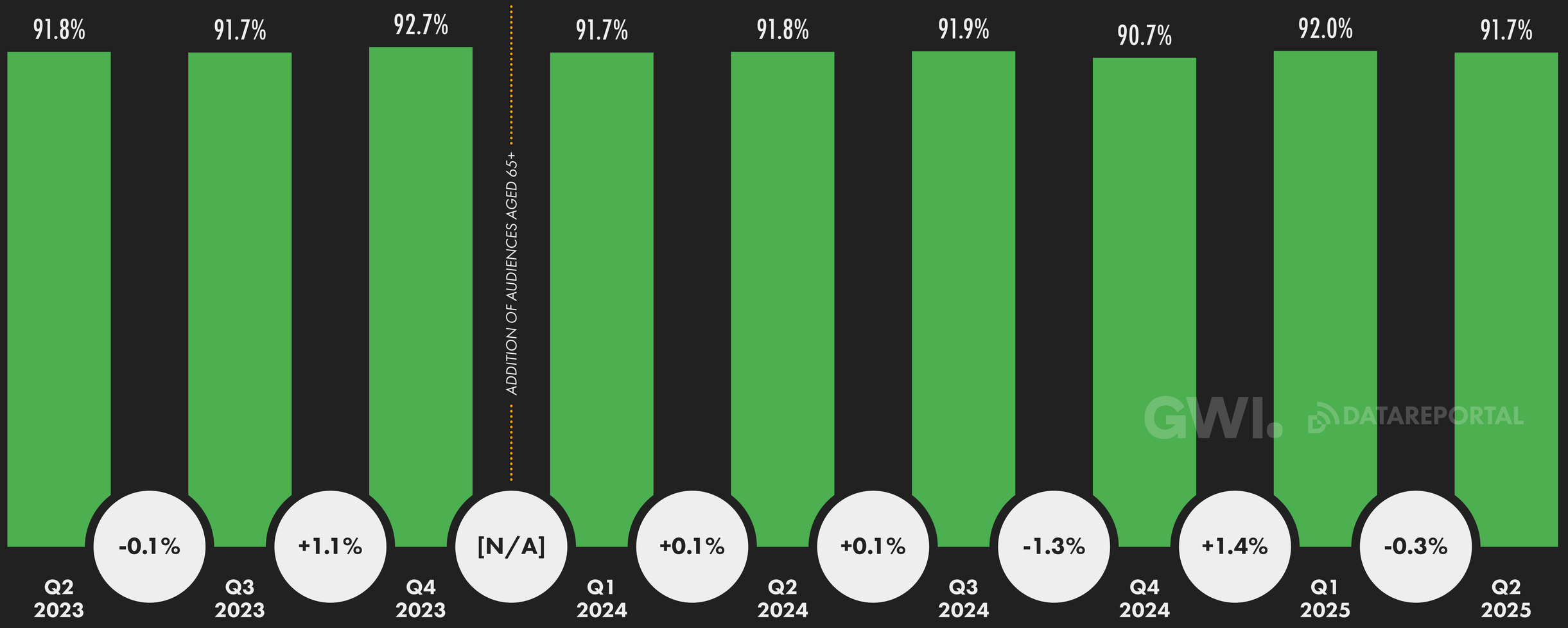
OCT 2025

STREAMING TV CONTENT VIA THE INTERNET

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

GLOBAL OVERVIEW



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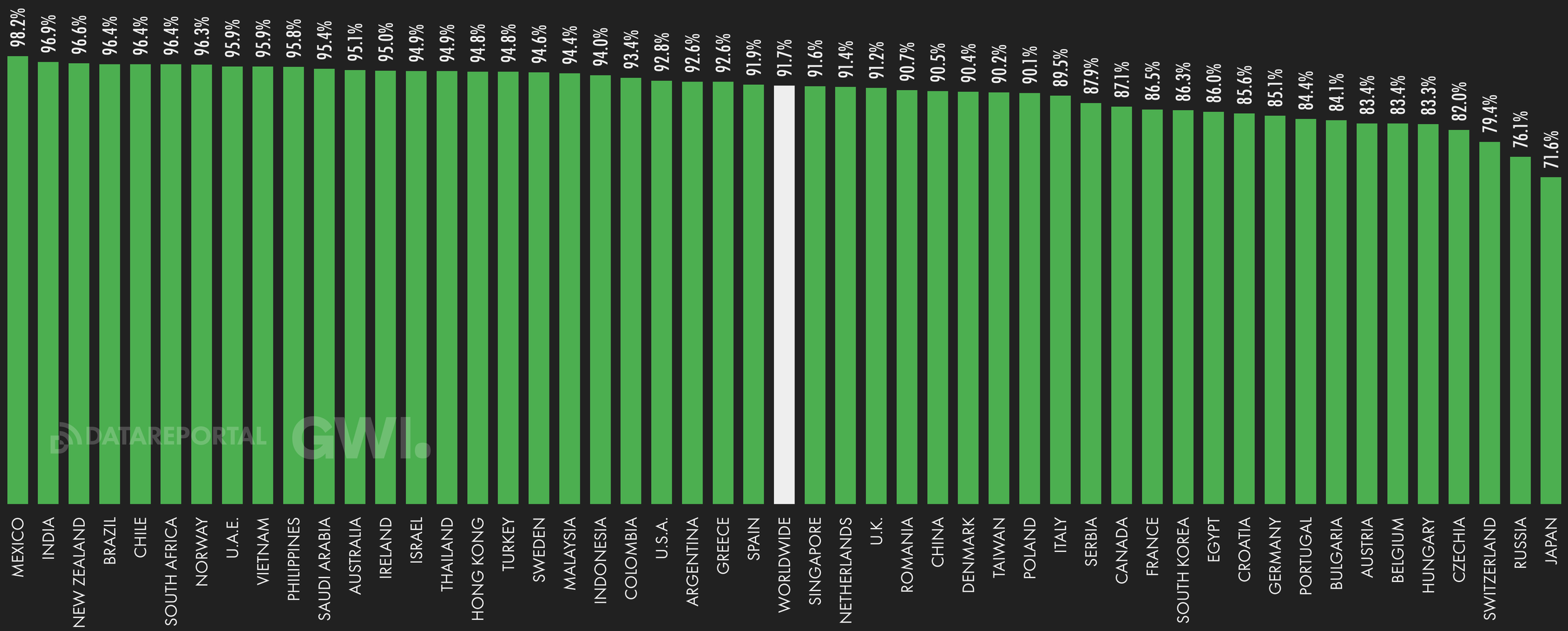

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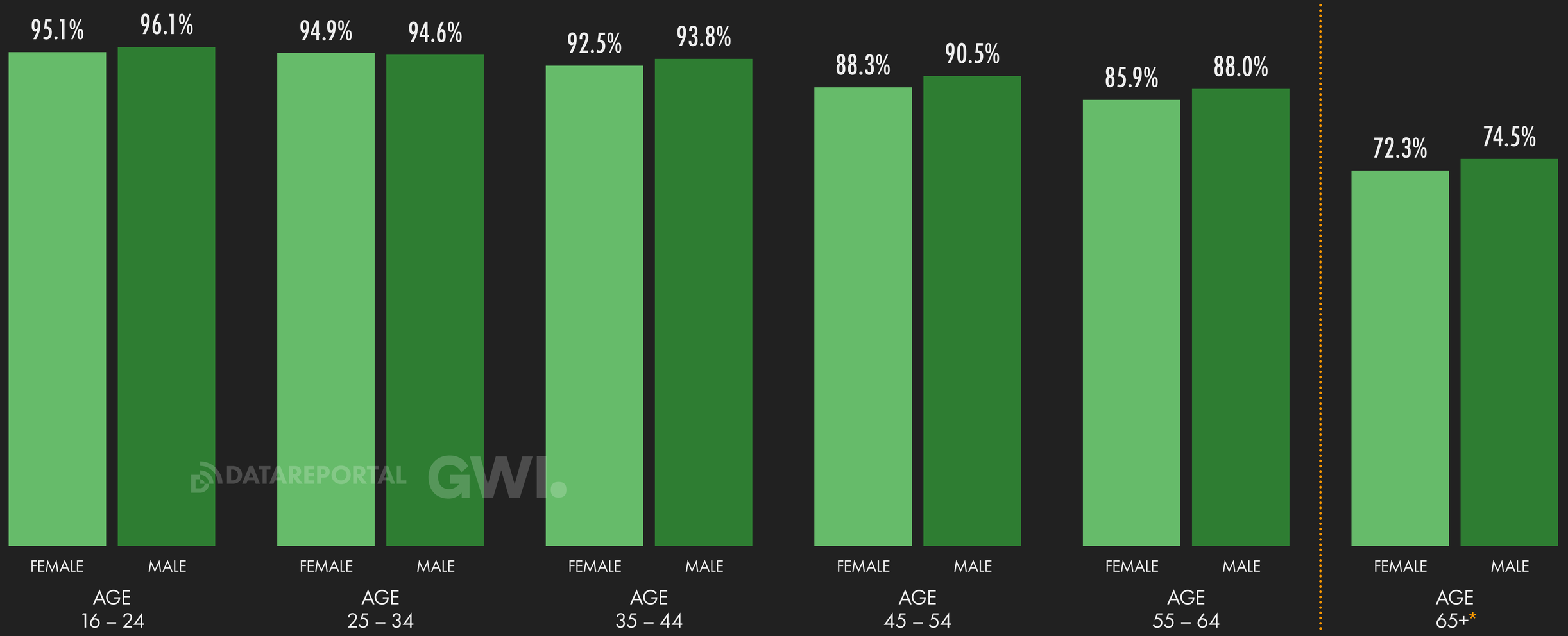

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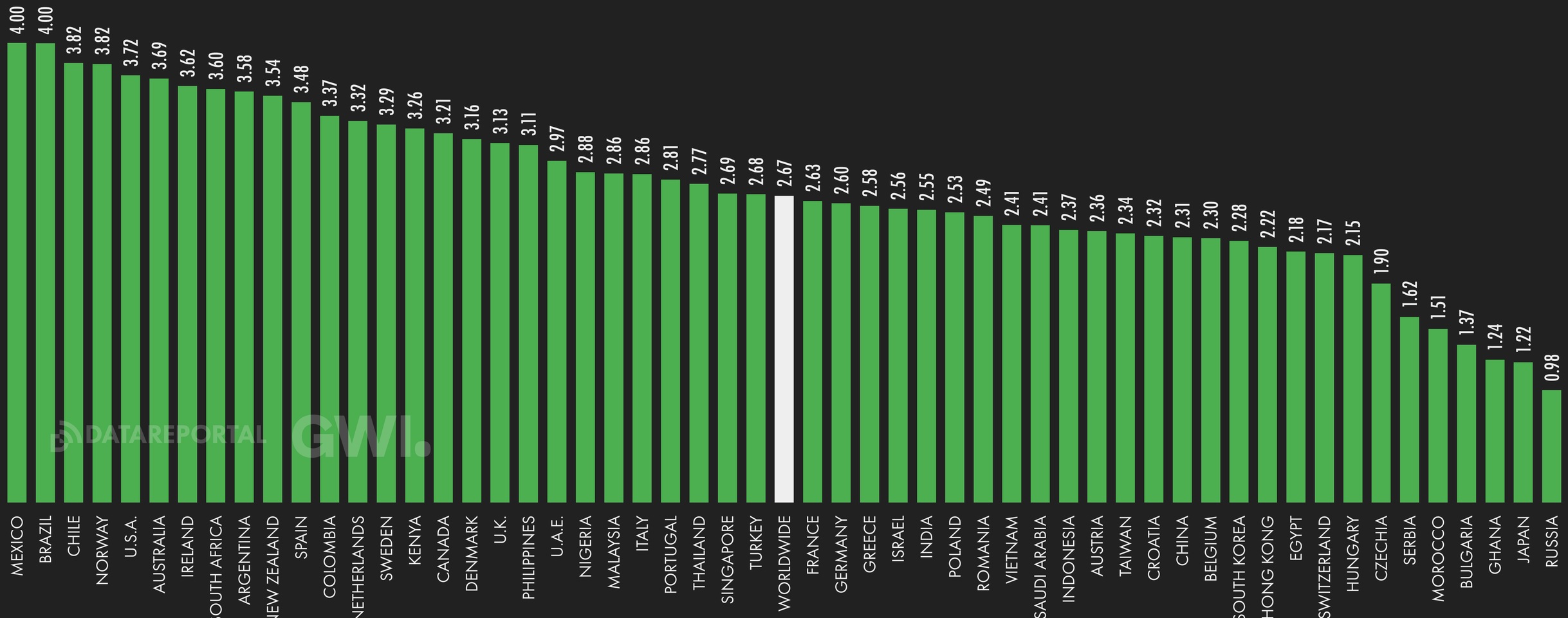
OCT 2025

FREQUENCY OF WATCHING STREAMING TV

THE AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH ONLINE STREAMING TV CONTENT

GLOBAL OVERVIEW



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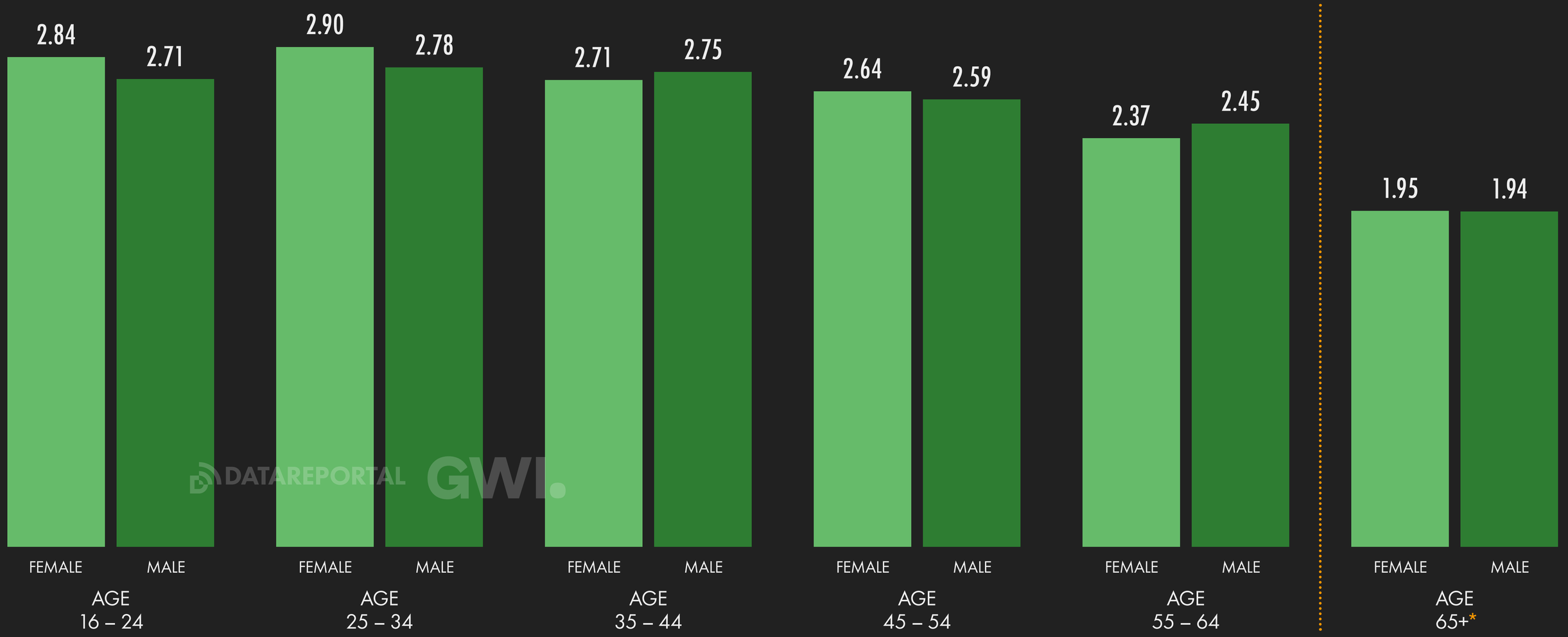

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OCT 2025

WEEKLY TIME SPENT WATCHING STREAMING TV

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ONLINE STREAMING TV CONTENT

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

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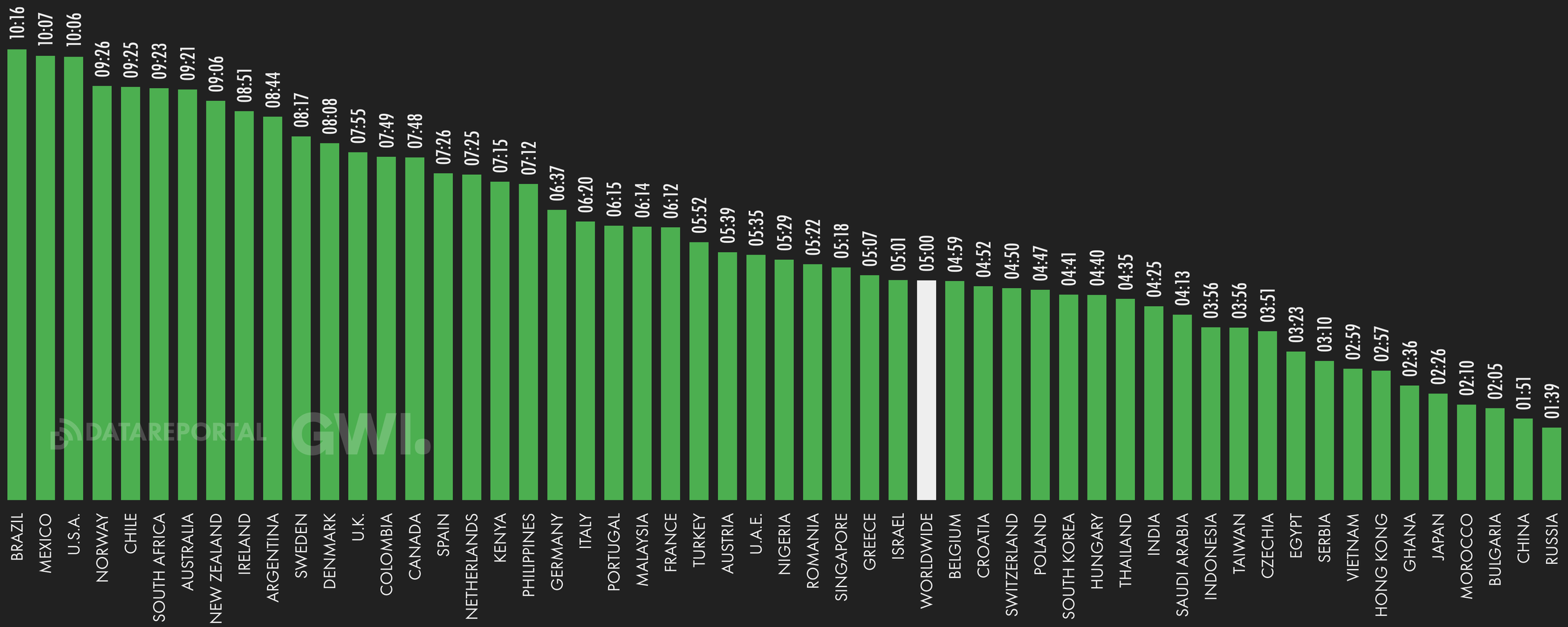

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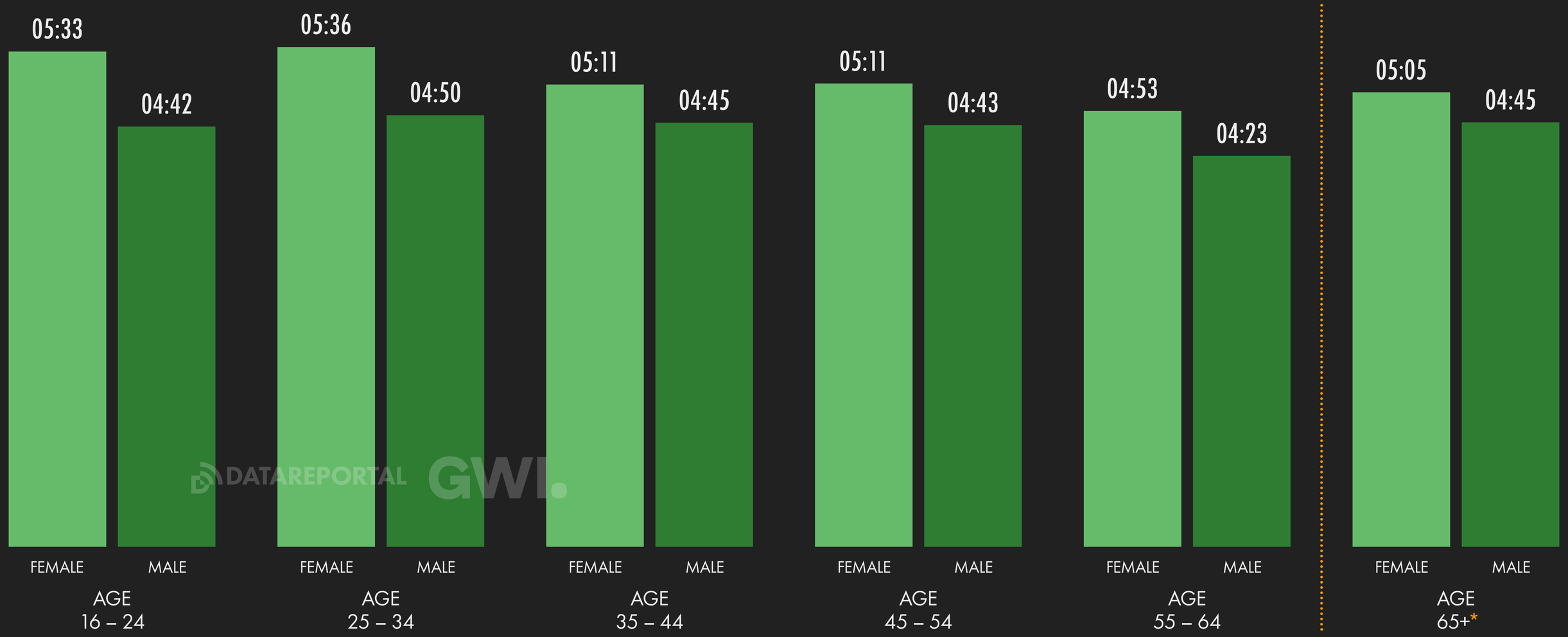
OCT 2025

WEEKLY TIME SPENT WATCHING STREAMING TV

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND WATCHING ONLINE STREAMING TV CONTENT

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT WEEKLY TIME SPENT WATCHING STREAMING TV AND VIDEO-ON-DEMAND SERVICES SUCH AS NETFLIX, DISNEY+, AND AMAZON PRIME. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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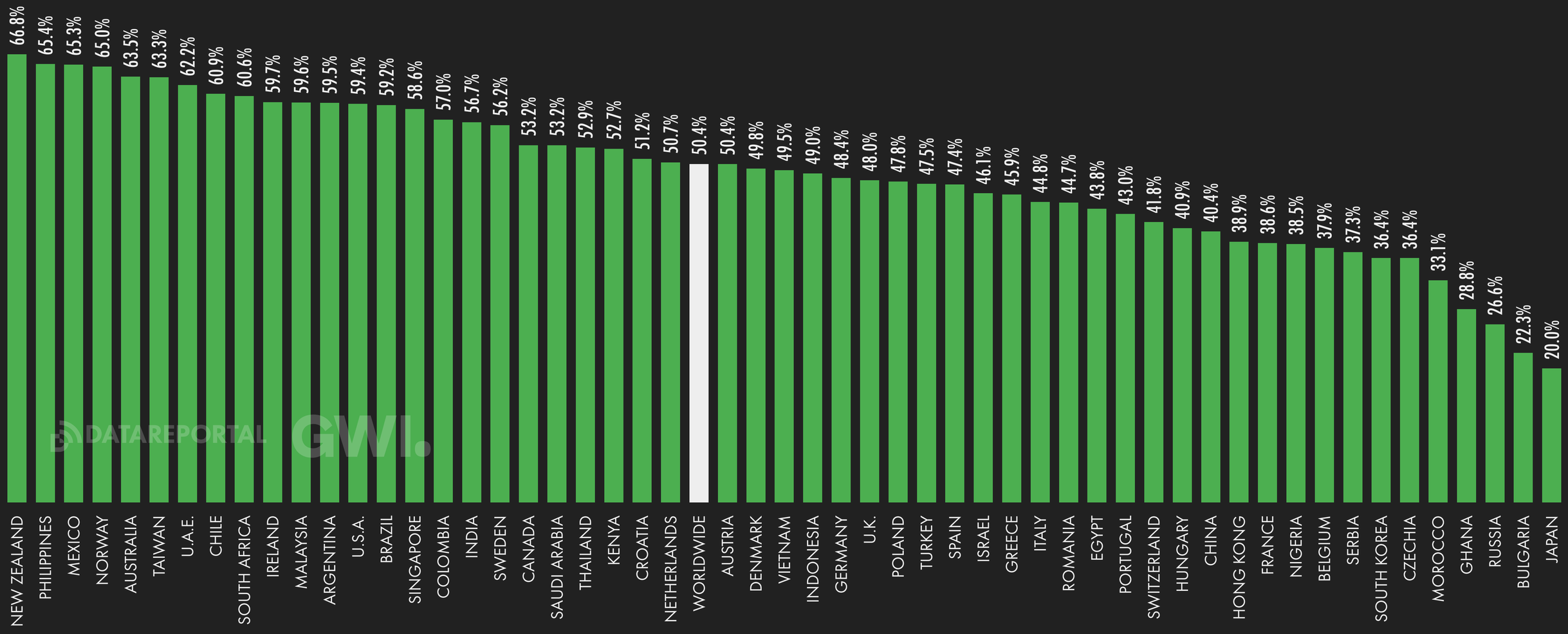
OCT 2025

STREAMING'S SHARE OF TOTAL TV TIME

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

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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OCT 2025

STREAMING'S SHARE OF TOTAL TV TIME

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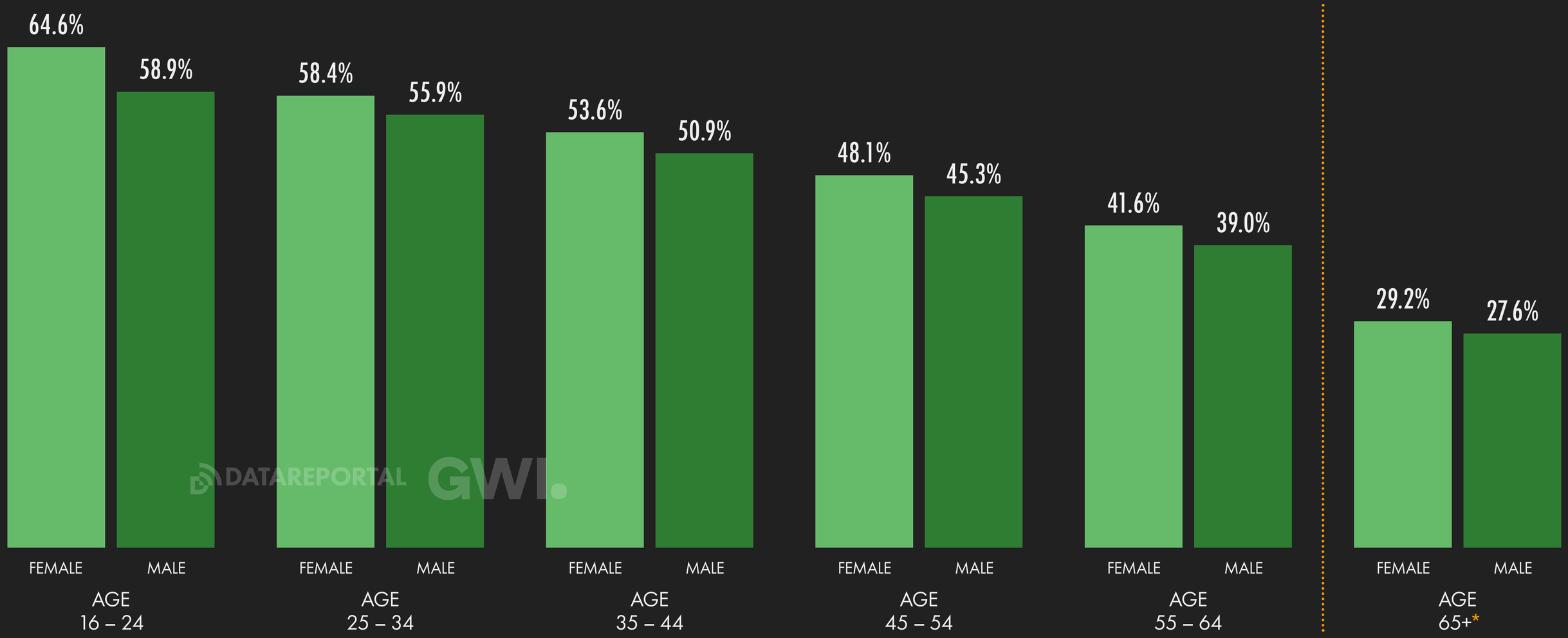
NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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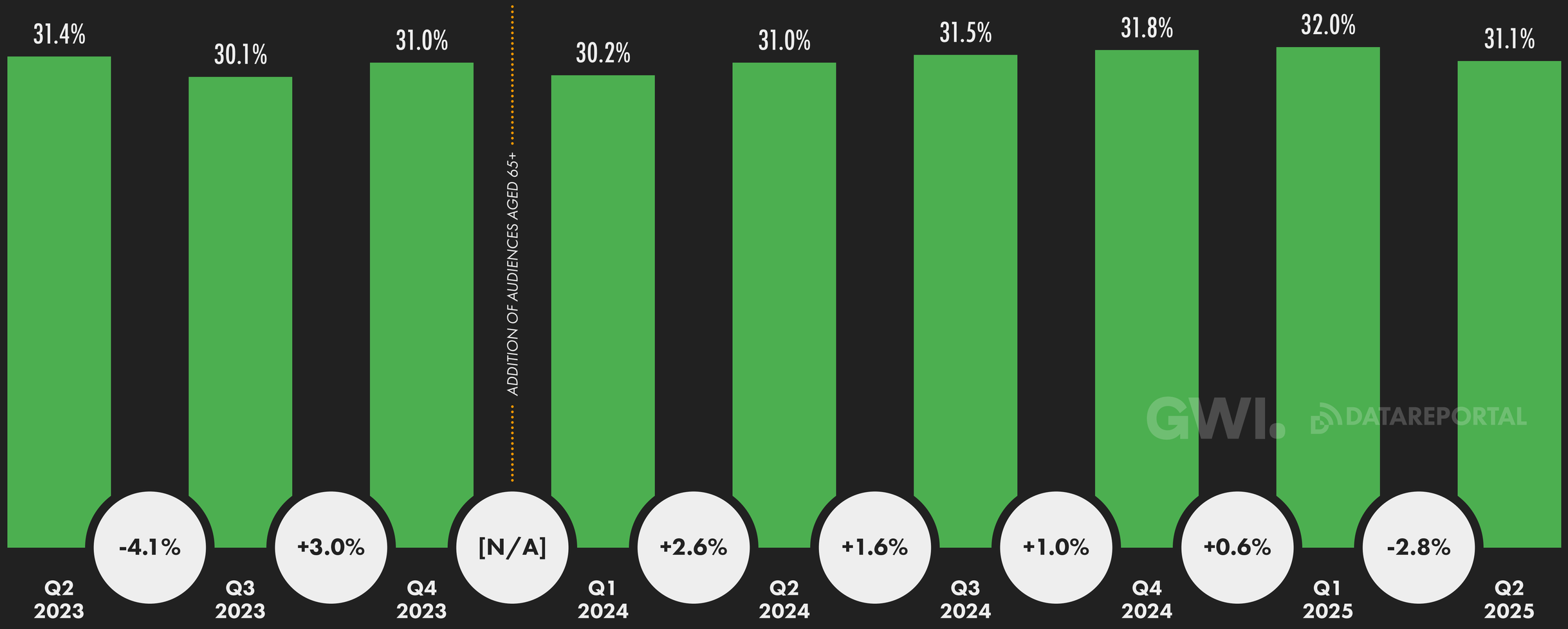
OCT 2025

PAYING FOR TV AND MOVIE STREAMING SERVICES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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OCT 2025

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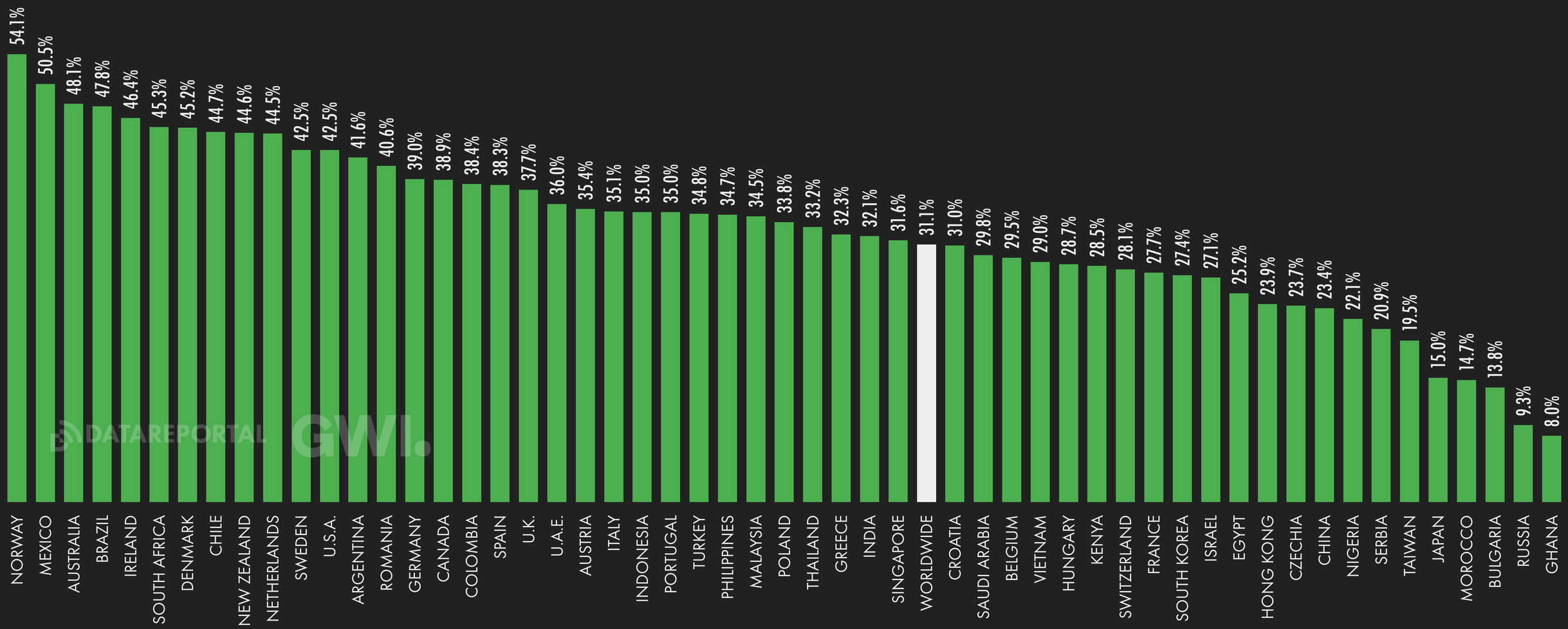

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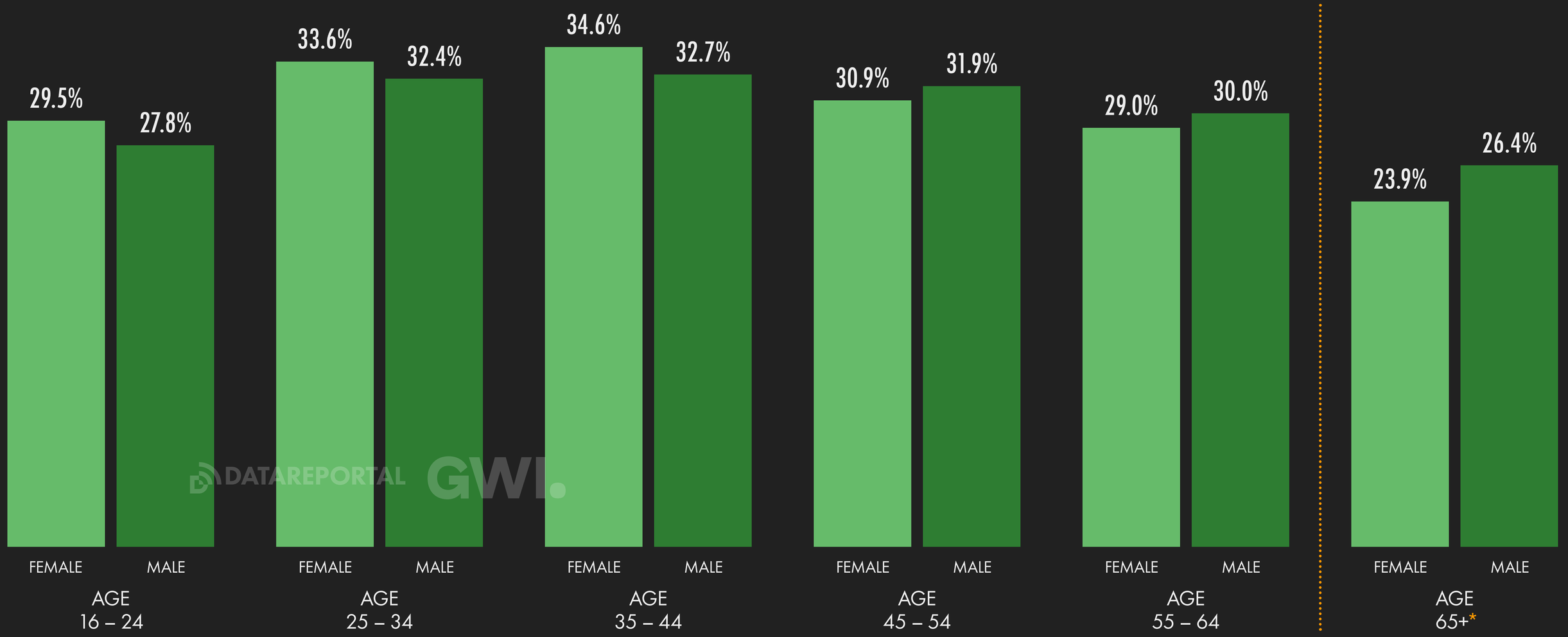
OCT 2025

PAYING FOR TV AND MOVIE STREAMING SERVICES

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

GLOBAL OVERVIEW



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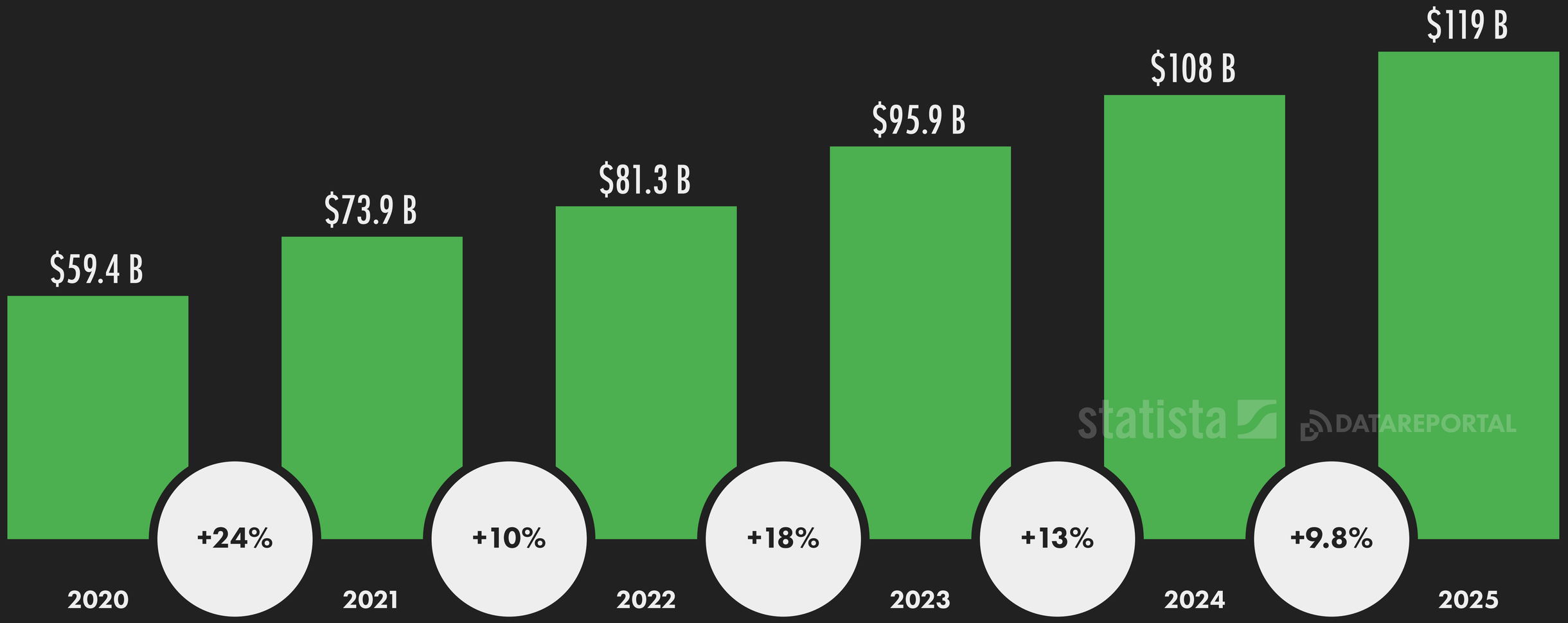
OCT 2025

VIDEO STREAMING SUBSCRIPTION REVENUES

ESTIMATED TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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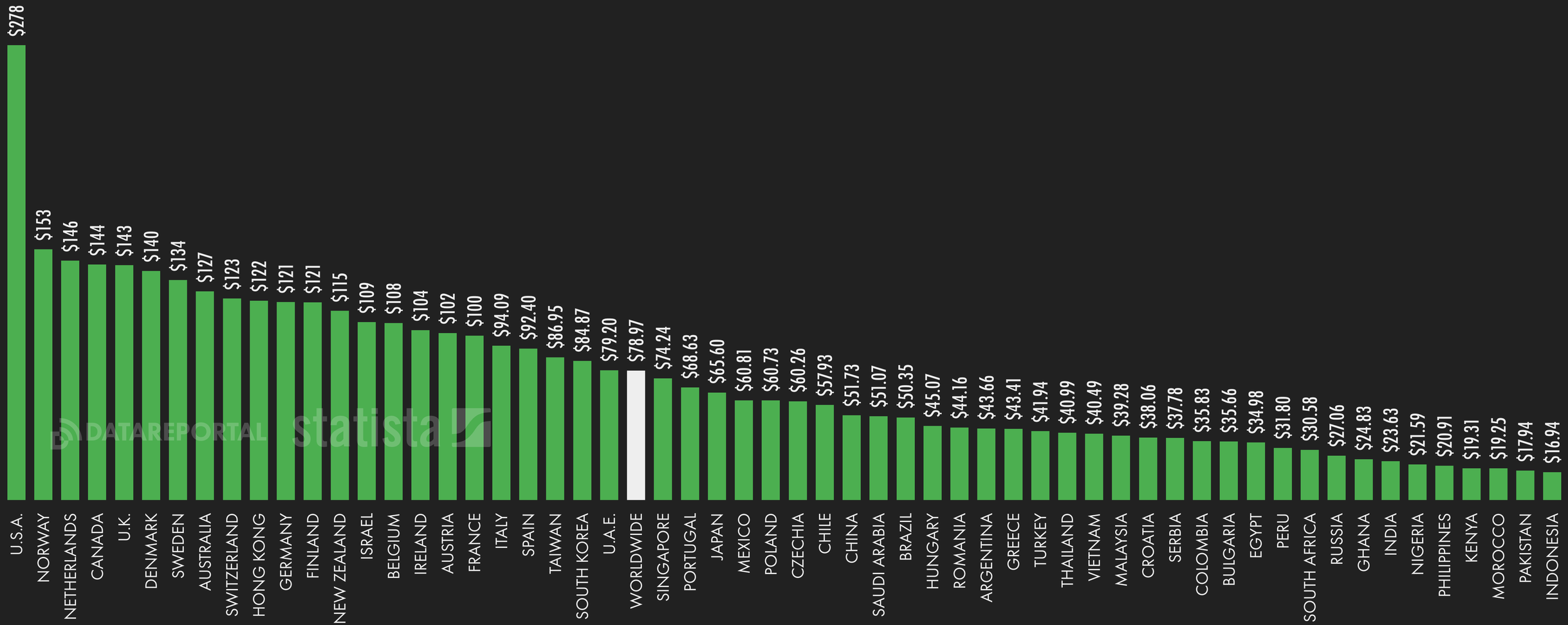
OCT 2025

VIDEO STREAMING SUBSCRIPTION ARPU

ESTIMATED AVERAGE TOTAL ANNUAL SPEND PER USER ON VIDEO STREAMING SERVICE SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2025 SPEND ON VIDEO STREAMING SUBSCRIPTIONS PER USER OF VIDEO STREAMING SERVICES. THE SAME INDIVIDUAL MAY SUBSCRIBE TO MULTIPLE PLATFORMS, SO VALUES MAY INCLUDE SPEND ON MORE THAN ONE SERVICE. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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OCT 2025

TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS BETWEEN 01 JULY AND 30 SEPTEMBER 2025

GLOBAL OVERVIEW

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	KPOP DEMON HUNTERS	100	THE AMATEUR	100	HEADS OF STATE	100	FINAL DESTINATION BLOODLINES	100
02	MY OXFORD YEAR	28.7	SNOW WHITE	93.1	THE PICKUP	60.1	A MINECRAFT MOVIE	86.6
03	HAPPY GILMORE 2	24.1	FREAKY FRIDAY	82.8	THE ACCOUNTANT²	54.5	SINNERS	70.5
04	BRICK	23.6	INCREDIBLES 2	73.6	THE MAP THAT LEADS TO YOU	47.4	KINGDOM OF THE PLANET OF THE APES	30.1
05	THE OLD GUARD 2	21.3	THUNDERBOLTS*	69.8	WAR OF THE WORLDS	45.6	WICKED	27.9
06	FALL FOR ME	20.7	THE INCREDIBLES	58.0	A WORKING MAN	34.3	FINAL DESTINATION	25.4
07	THE THURSDAY MURDER CLUB	19.3	THE FANTASTIC FOUR: FIRST STEPS | A SPECIAL LOOK	57.3	FLIGHT RISK	23.3	NOSFERATU	22.7
08	UNKNOWN NUMBER: THE HIGH SCHOOL CATFISH	13.0	LILO & STITCH	54.1	ICE ROAD: VENGEANCE	23.2	KANDAHAR	22.6
09	NIGHT ALWAYS COMES	10.8	Z-O-M-B-I-E-S 4: DAWN OF THE VAMPIRES	46.3	ANYONE BUT YOU	17.1	THE BEEKEEPER	22.5
10	MADEA'S DESTINATION WEDDING	10.4	CAPTAIN AMERICA: BRAVE NEW WORLD	41.2	ME BEFORE YOU	14.8	UNTIL DAWN	22.1

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2025. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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OCT 2025

TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN BETWEEN 01 JULY AND 30 SEPTEMBER 2025

GLOBAL OVERVIEW

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	WEDNESDAY	100	ALIEN: EARTH	100	THE SUMMER I TURNED PRETTY	100	AND JUST LIKE THAT...	100
02	SQUID GAME	76.3	GREY'S ANATOMY	65.3	COUNTDOWN	72.8	THE GILDED AGE	75.7
03	UNTAMED	73.4	MODERN FAMILY	47.9	WE WERE LIARS	57.1	RICK AND MORTY	68.6
04	THE SANDMAN	44.6	IRONHEART	45.3	BALLARD	42.3	PEACEMAKER	44.1
05	HOSTAGE	41.0	BLUEY	44.9	HEAD OVER HEELS	33.5	CHESPIRITO: NOT REALLY ON PURPOSE	29.8
06	BEYOND THE BAR	40.2	THE SIMPSONS	35.4	GOOD BOY	28.9	BAHAR	24.5
07	BON APPÉTIT, YOUR MAJESTY	39.7	CRIMINAL MINDS	29.1	YO SOY BETTY LA FEA	28.7	RAGE (FURIA)	20.7
08	UNSPEAKABLE SINS	38.1	DESPERATE HOUSEWIVES	26.7	BUTTERFLY	26.5	VIUDAS NEGRAS: P*TAS Y CHORRAS	15.7
09	MY LIFE WITH THE WALTER BOYS	33.1	MALCOLM IN THE MIDDLE	23.6	THE TERMINAL LIST: DARK WOLF	24.8	OUTLANDER: BLOOD OF MY BLOOD	14.6
10	DAN DA DAN	29.7	THE TWISTED TALE OF AMANDA KNOX	19.8	EL CHAVO	23.0	TWISTED METAL	14.3

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2025. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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OCT 2025

ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)

GLOBAL OVERVIEW

MOST POPULAR TV SHOWS (ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	WEDNESDAY: SEASON 1	252,100,000
02	ADOLESCENCE: LIMITED SERIES	142,600,000
03	STRANGER THINGS 4	140,700,000
04	DAHMER: MONSTER: THE JEFFREY DAHMER STORY	115,600,000
05	BRIDGERTON: SEASON 1	113,300,000
06	THE QUEEN'S GAMBIT: LIMITED SERIES	112,800,000
07	WEDNESDAY: SEASON 2	107,000,000
08	BRIDGERTON: SEASON 3	106,000,000
09	THE NIGHT AGENT: SEASON 1	98,200,000
10	FOOL ME ONCE: LIMITED SERIES	98,200,000

MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	KPOP DEMON HUNTERS	325,100,000
02	RED NOTICE	230,900,000
03	CARRY-ON	172,100,000
04	DON'T LOOK UP	171,400,000
05	THE ADAM PROJECT	157,600,000
06	BIRD BOX	157,400,000
07	BACK IN ACTION	147,200,000
08	LEAVE THE WORLD BEHIND	143,400,000
09	THE GRAY MAN	139,300,000
10	DAMSEL	138,000,000

SOURCE: NETFLIX. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE TOTAL NUMBER OF VIEWS WITHIN THE FIRST 91 DAYS AFTER EACH TITLE BECAME AVAILABLE ON NETFLIX. VIEW COUNTS AS PUBLISHED ON NETFLIX.COM AT TIME OF REPORT PRODUCTION.

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OCT 2025

ALL-TIME NETFLIX CHARTS (NON-ENGLISH)

NON-ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)

GLOBAL OVERVIEW

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

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	SQUID GAME: SEASON 1	265,200,000
02	SQUID GAME: SEASON 2	192,600,000
03	SQUID GAME: SEASON 3	145,800,000
04	MONEY HEIST: PART 4	106,000,000
05	LUPIN: PART 1	99,500,000
06	MONEY HEIST: PART 5	99,200,000
07	MONEY HEIST: PART 3	80,000,000
08	LA PALMA: LIMITED SERIES	70,300,000
09	LUPIN: PART 2	68,400,000
10	WHO KILLED SARA?: SEASON 1	58,400,000

MOST POPULAR MOVIES (NON-ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	TROLL	103,000,000
02	UNDER PARIS	102,300,000
03	SOCIETY OF THE SNOW	98,500,000
04	EXTERRITORIAL	91,700,000
05	NOWHERE	85,700,000
06	THE PLATFORM	82,800,000
07	COUNTERATTACK	66,900,000
08	AD VITAM	63,100,000
09	BRICK	61,200,000
10	THROUGH MY WINDOW	61,100,000

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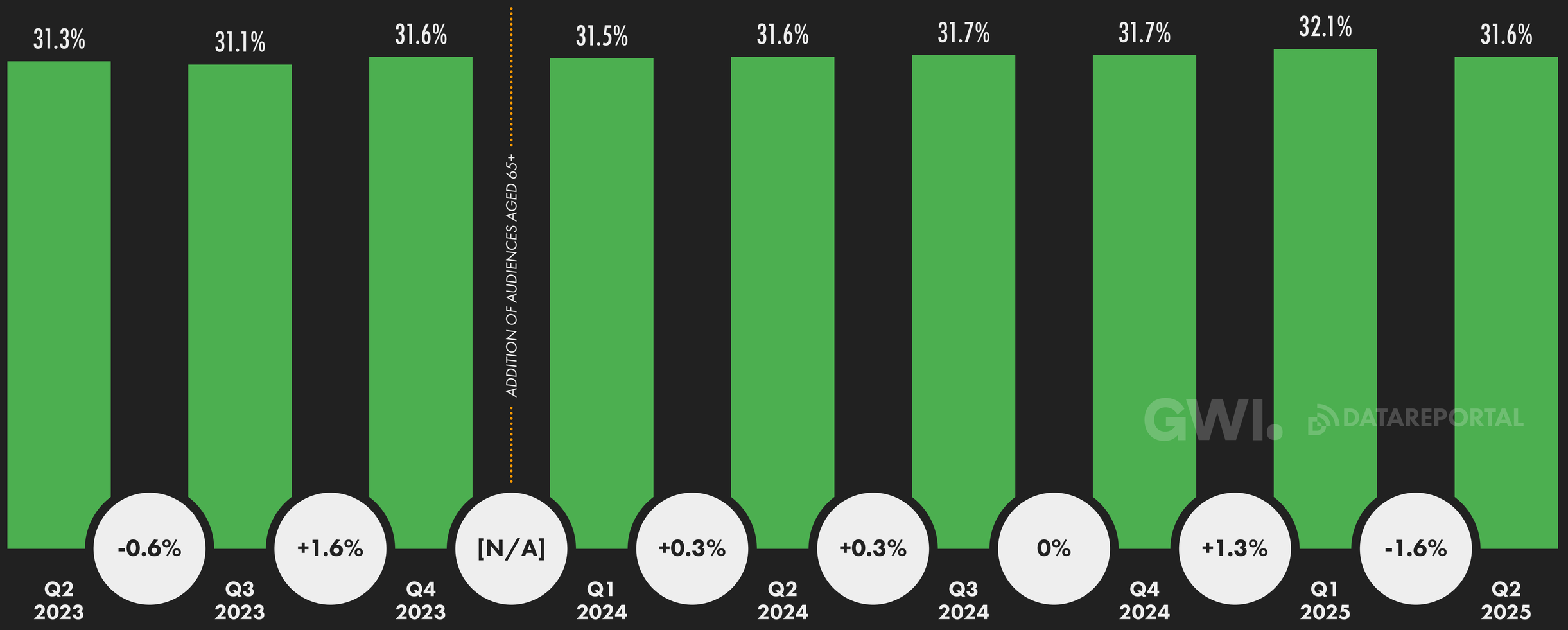
OCT 2025

ACCESSING DIGITAL CONTENT ON A TELEVISION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ACCESS INTERNET CONTENT VIA A TELEVISION EACH MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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OCT 2025

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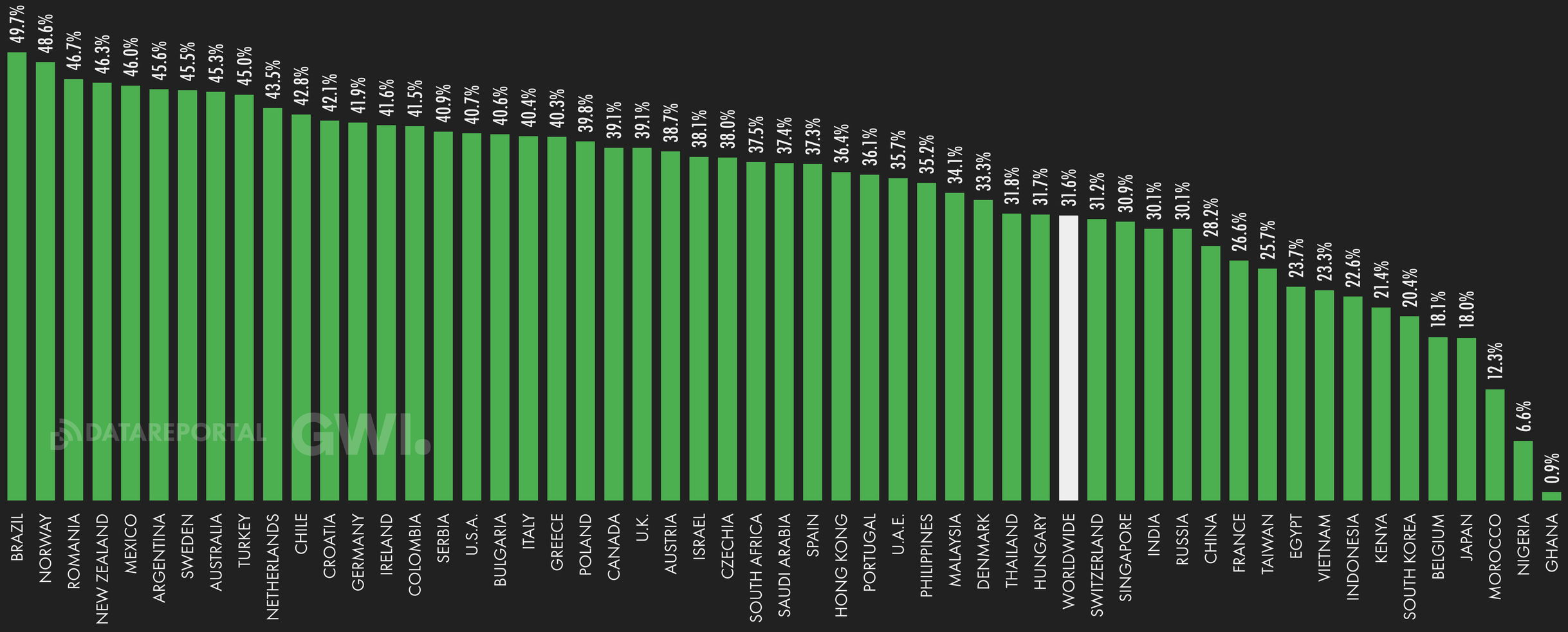

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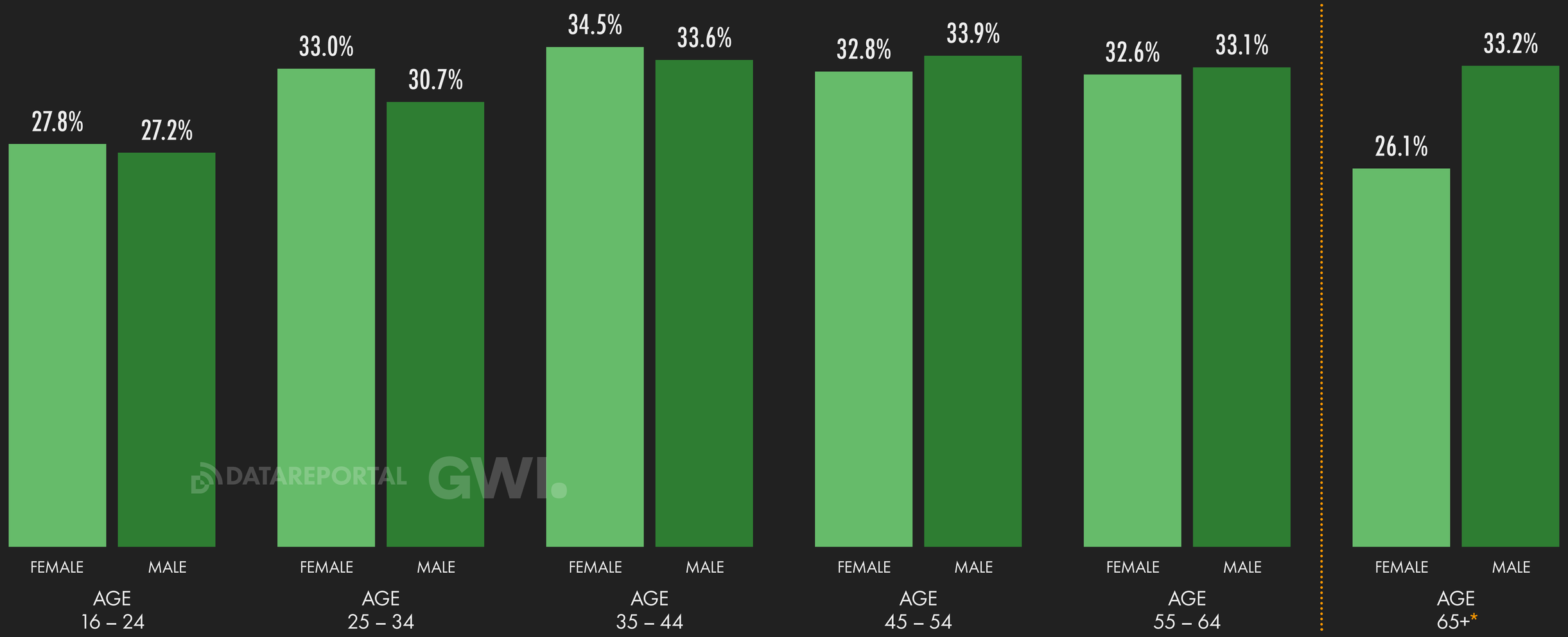

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OCT 2025

TOP MOBILE APPS FOR TV AND MOVIE CONTENT

RANKINGS OF THE MOST USED MOBILE APPS DELIVERING TV AND MOVIE CONTENT ON MOBILE PHONES IN AUGUST 2025

GLOBAL OVERVIEW

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	NETFLIX	NETFLIX
03	JIOHOTSTAR	RELIANCE
04	AMAZON PRIME VIDEO	AMAZON
05	DISNEY+	DISNEY
06	GOOGLE TV	GOOGLE
07	YOUTUBE KIDS	GOOGLE
08	HBO MAX	HBO
09	HULU	DISNEY
10	CRUNCHYROLL	SONY

#	APP NAME	COMPANY
11	DRAMABOX	STORYMATRIX
12	ZEE5	ZEE ENTERTAINMENT
13	JIOTV	RELIANCE
14	VK VIDEO	VKONTAKTE
15	PARAMOUNT+	PARAMOUNT
16	REELSHORT	CRAZY MAPLE STUDIOS
17	TVER	TVER
18	PEACOCK TV	COMCAST
19	JIOCINEMA	RELIANCE
20	MELOLO	BYTEDANCE

similarweb

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR APPS FOCUSING ON TELEVISION AND MOVIE CONTENT, AS LISTED IN A SELECTION OF IAB STANDARDISED CATEGORIES OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2025. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

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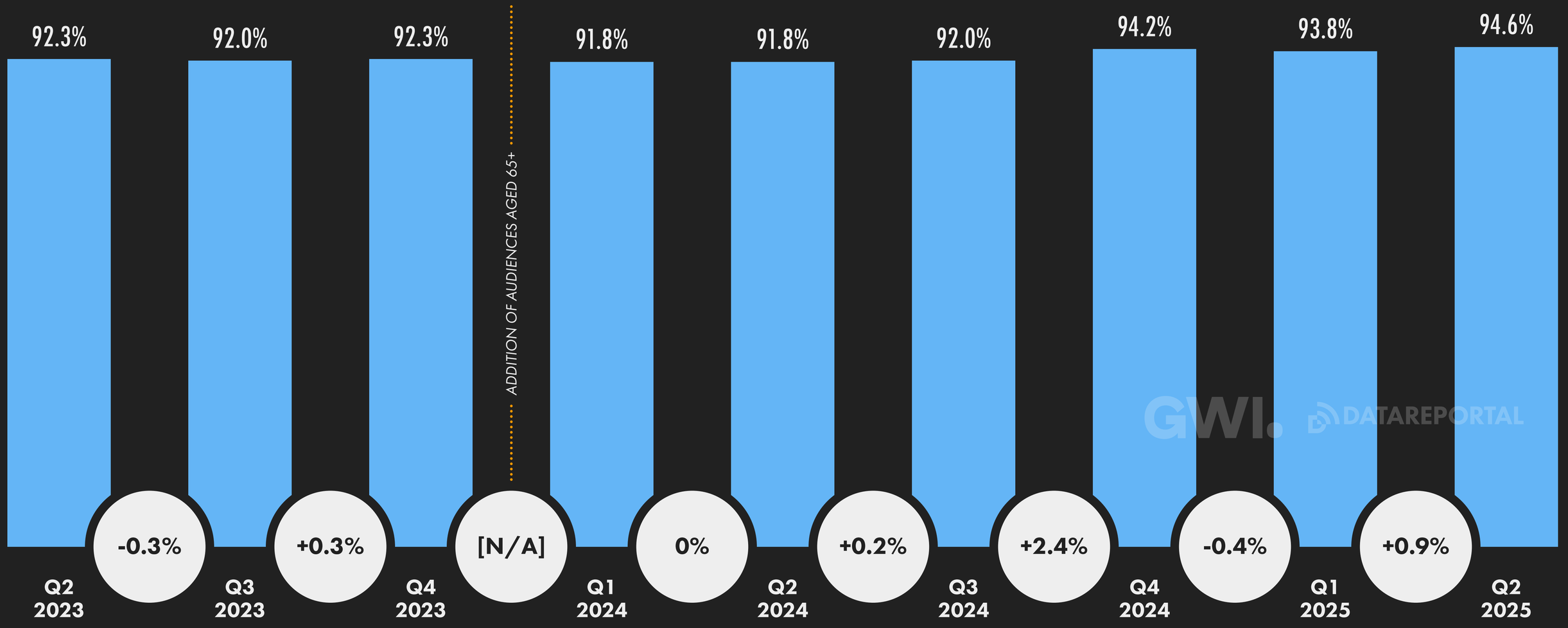
ONLINE VIDEO

OCT 2025

WATCHING ONLINE VIDEO CONTENT

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

GLOBAL OVERVIEW



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OCT 2025

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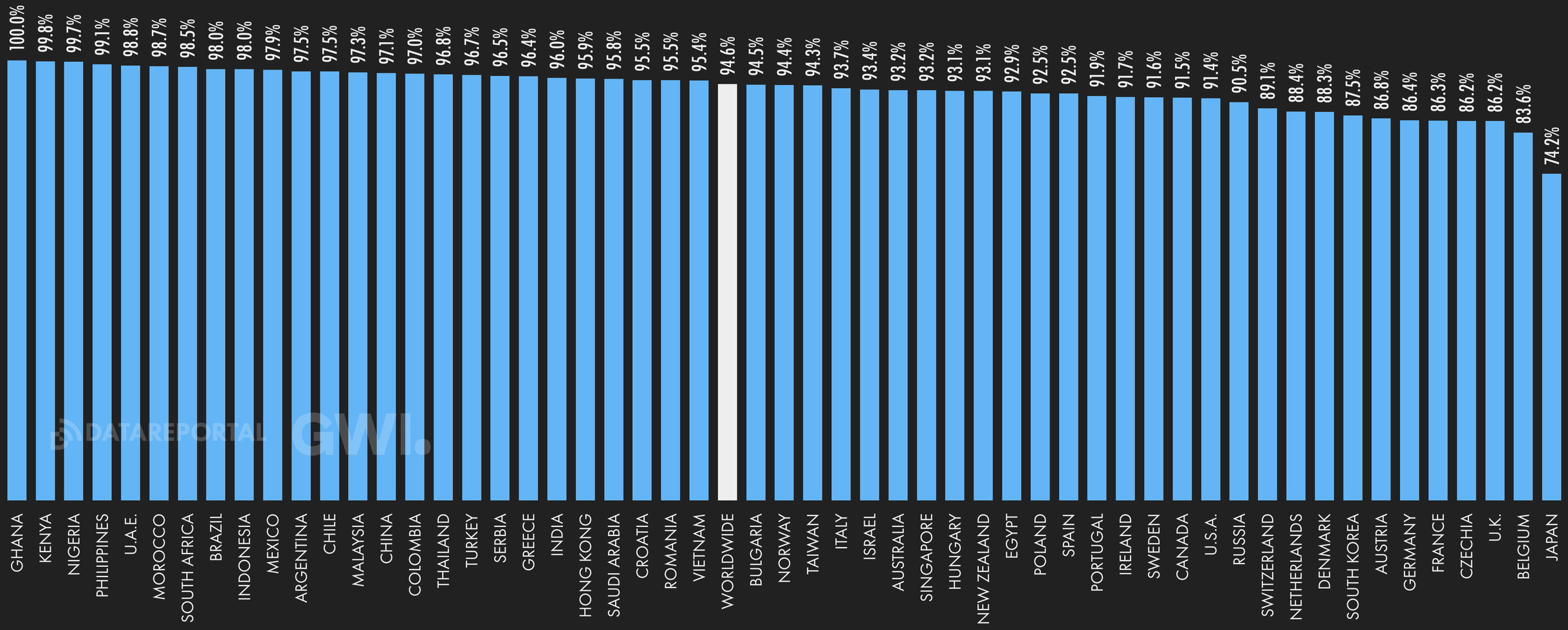

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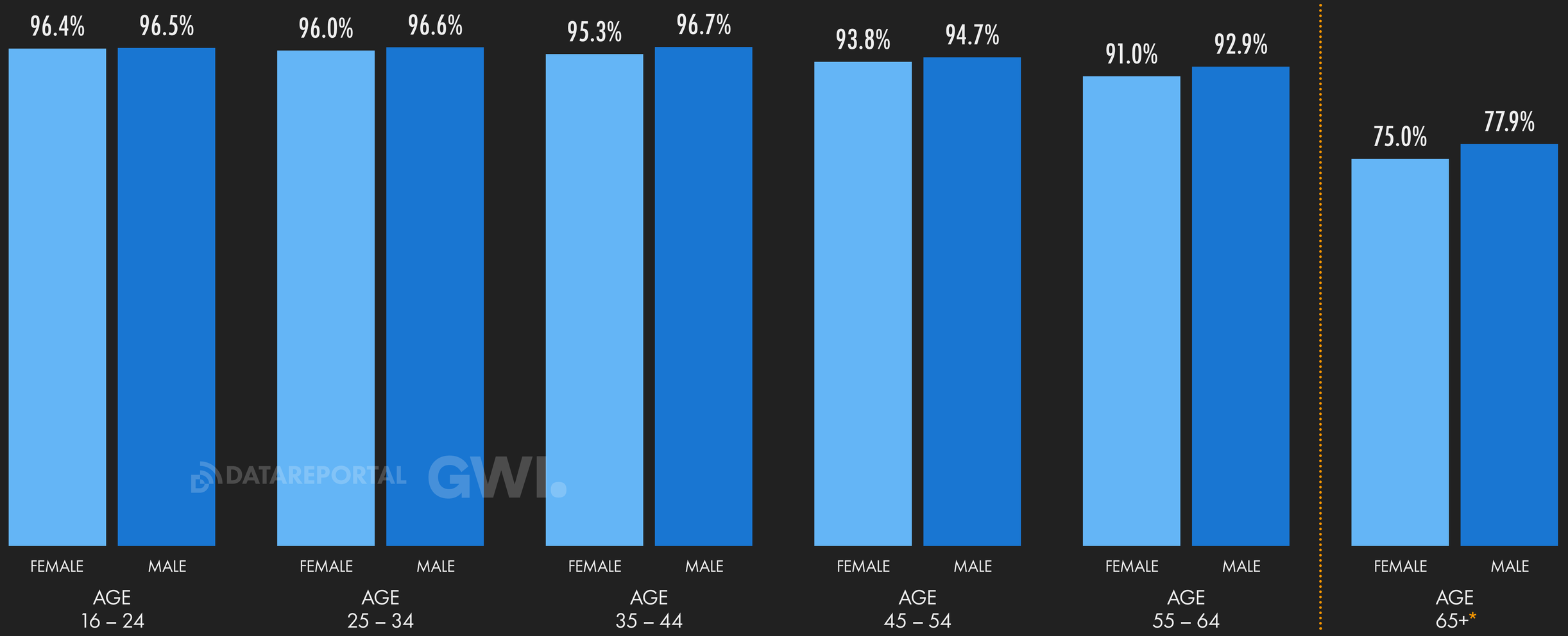

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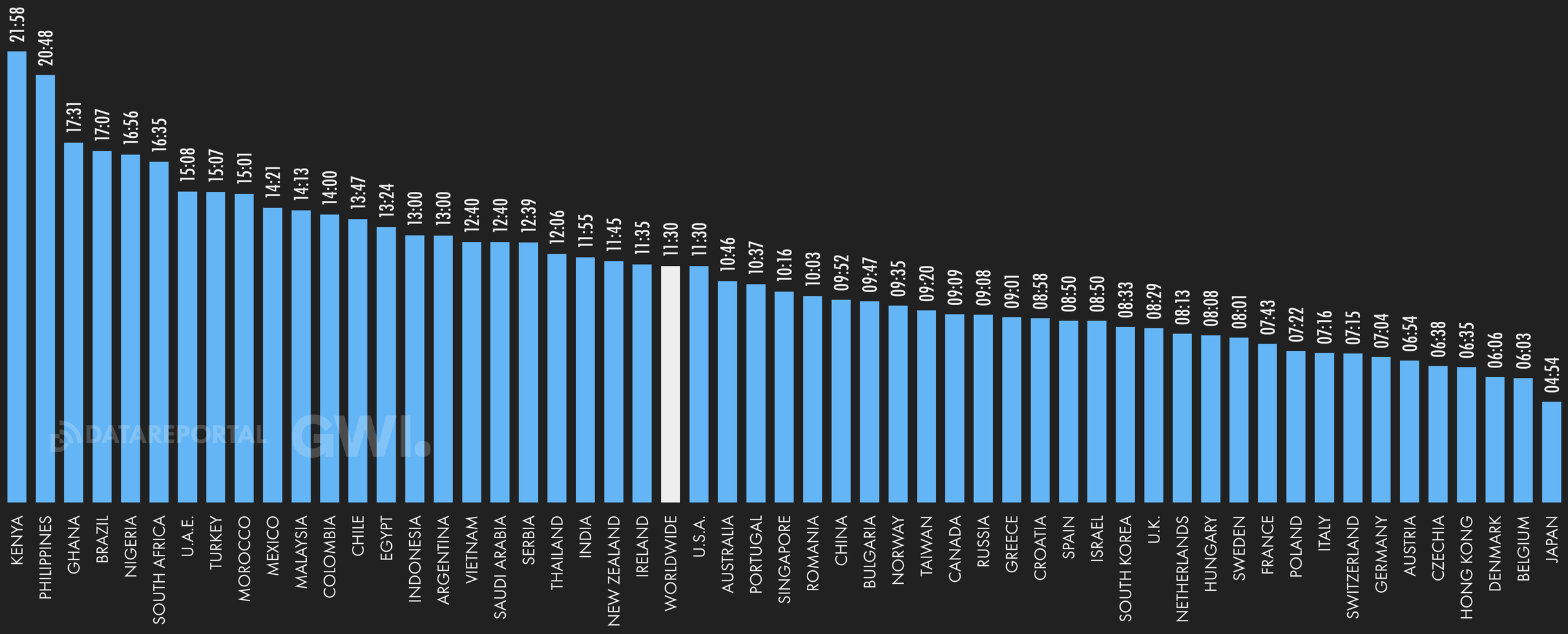
OCT 2025

WEEKLY TIME SPENT WATCHING ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ONLINE VIDEOS (ANY LENGTH)

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** DOES NOT INCLUDE STREAMING TV (E.G. NETFLIX, DISNEY+). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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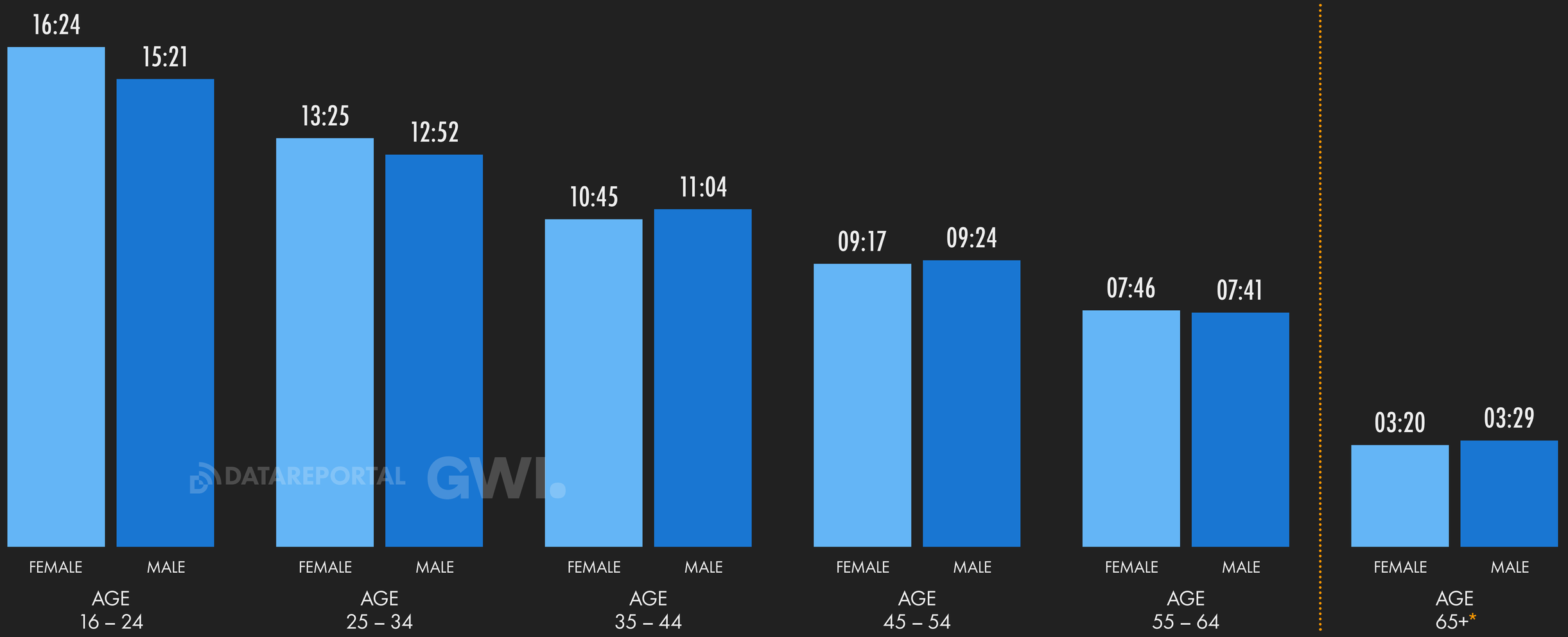
OCT 2025

WEEKLY TIME SPENT WATCHING ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND WATCHING ONLINE VIDEOS (ANY LENGTH)

GLOBAL OVERVIEW



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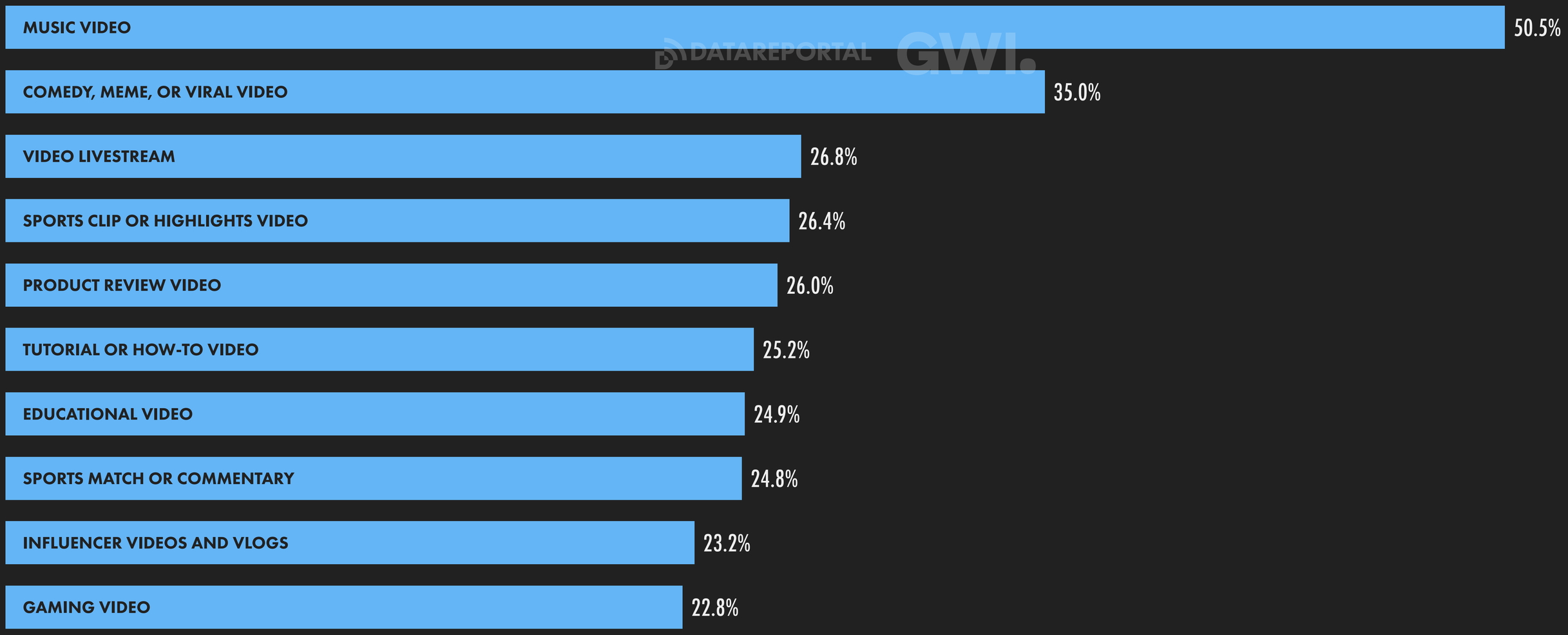
OCT 2025

TYPES OF ONLINE VIDEO CONTENT WATCHED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
MUSIC VIDEO	57.7%	MUSIC VIDEO	54.8%	MUSIC VIDEO	52.5%	MUSIC VIDEO	46.6%	MUSIC VIDEO	40.7%	MUSIC VIDEO	21.0%
COMEDY OR VIRAL VIDEO	42.3%	COMEDY OR VIRAL VIDEO	39.6%	COMEDY OR VIRAL VIDEO	34.1%	COMEDY OR VIRAL VIDEO	32.0%	COMEDY OR VIRAL VIDEO	26.0%	TUTORIAL OR HOW-TO VIDEO	20.3%
GAMING VIDEO	34.2%	SPORTS CLIP	29.6%	VIDEO LIVESTREAM	29.7%	VIDEO LIVESTREAM	25.8%	TUTORIAL OR HOW-TO VIDEO	25.1%	COMEDY OR VIRAL VIDEO	14.7%
EDUCATIONAL VIDEO	31.3%	VIDEO LIVESTREAM	29.2%	SPORTS CLIP	28.8%	PRODUCT REVIEW VIDEO	25.7%	VIDEO LIVESTREAM	24.3%	SPORTS CLIP	14.1%
INFLUENCER VIDEO	28.7%	GAMING VIDEO	29.1%	PRODUCT REVIEW VIDEO	28.3%	SPORTS CLIP	25.4%	PRODUCT REVIEW VIDEO	24.0%	PRODUCT REVIEW VIDEO	11.9%
VIDEO LIVESTREAM	26.1%	SPORTS MATCH	28.2%	SPORTS MATCH	27.3%	TUTORIAL OR HOW-TO VIDEO	25.3%	SPORTS CLIP	23.1%	VIDEO LIVESTREAM	10.3%
TUTORIAL OR HOW-TO VIDEO	25.3%	PRODUCT REVIEW VIDEO	27.7%	EDUCATIONAL VIDEO	26.1%	SPORTS MATCH	23.5%	SPORTS MATCH	20.4%	SPORTS MATCH	10.1%
PRODUCT REVIEW VIDEO	25.2%	INFLUENCER VIDEO	27.4%	TUTORIAL OR HOW-TO VIDEO	26.0%	EDUCATIONAL VIDEO	22.1%	EDUCATIONAL VIDEO	17.1%	EDUCATIONAL VIDEO	6.9%
SPORTS CLIP	24.8%	EDUCATIONAL VIDEO	27.0%	INFLUENCER VIDEO	23.8%	INFLUENCER VIDEO	19.0%	INFLUENCER VIDEO	15.6%	INFLUENCER VIDEO	4.0%
SPORTS MATCH	24.1%	TUTORIAL OR HOW-TO VIDEO	25.2%	GAMING VIDEO	21.5%	GAMING VIDEO	15.2%	GAMING VIDEO	9.9%	GAMING VIDEO	3.2%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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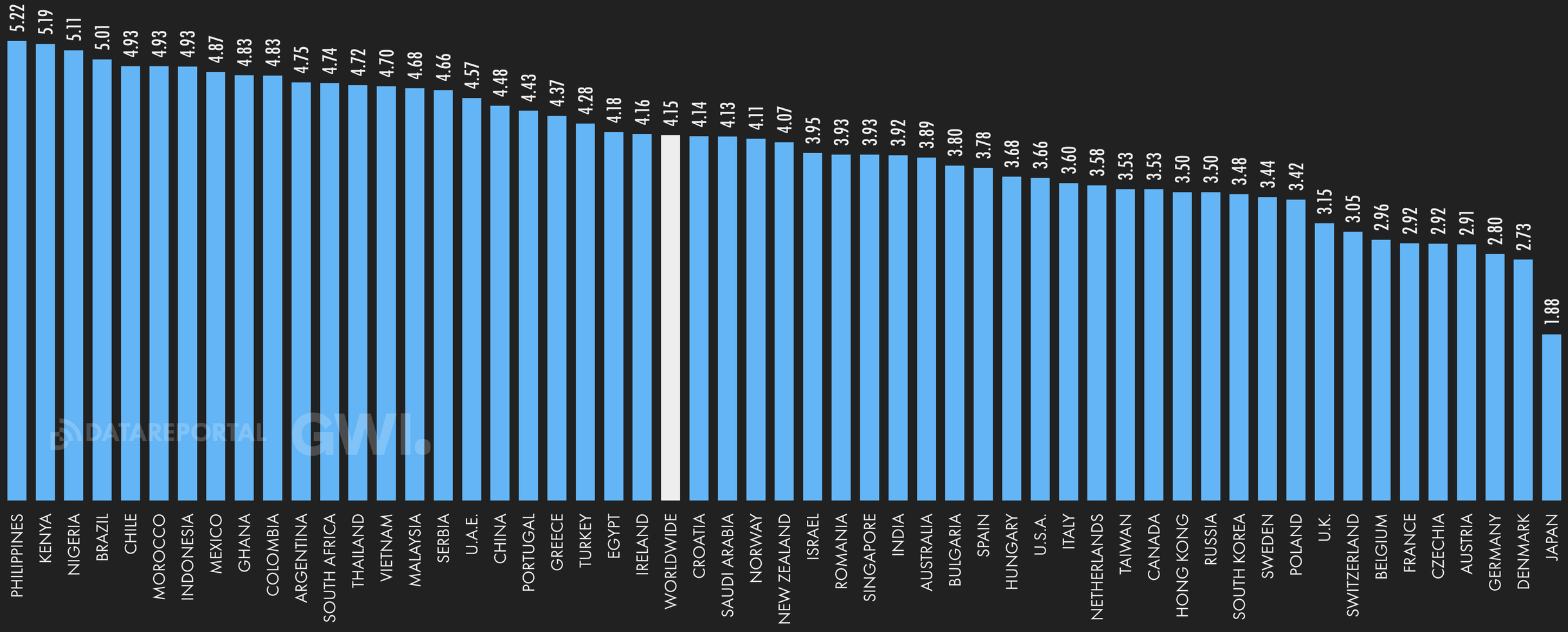
OCT 2025

FREQUENCY OF WATCHING SHORT ONLINE VIDEOS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH SHORT-DURATION ONLINE VIDEOS (E.G. REELS, TIKTOKS)

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTE:** DOES NOT INCLUDE STREAMING TV (E.G. NETFLIX, DISNEY+). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

we are social Meltwater

OCT 2025

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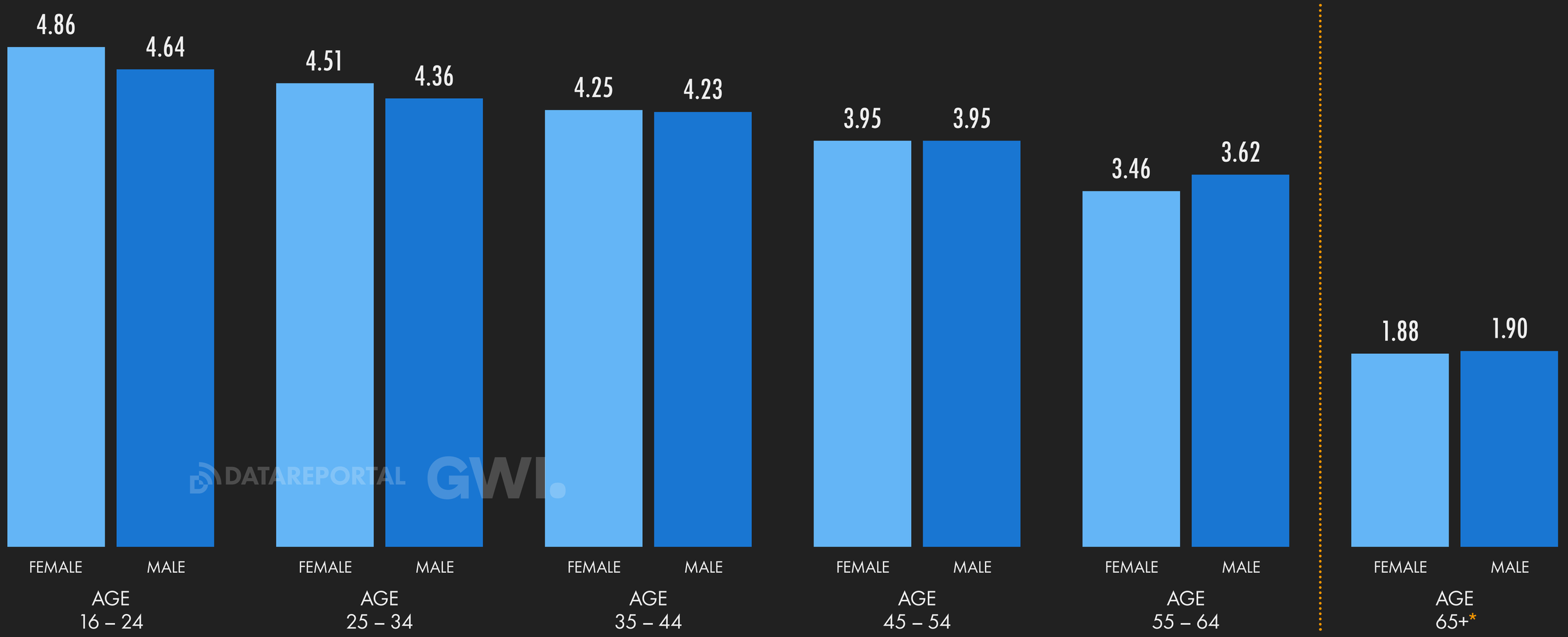

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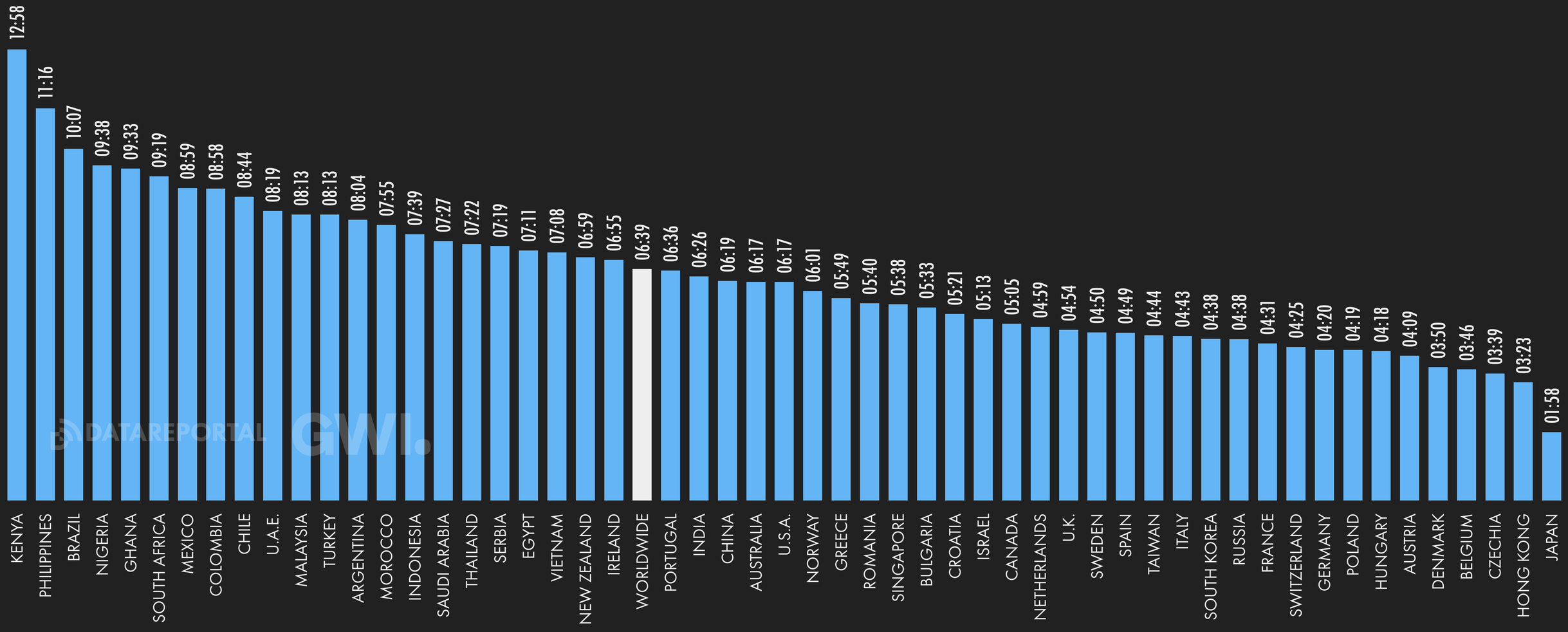
OCT 2025

WEEKLY TIME: SHORT ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING SHORT ONLINE VIDEOS (E.G. REELS, TIKTOKS)

GLOBAL OVERVIEW



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OCT 2025

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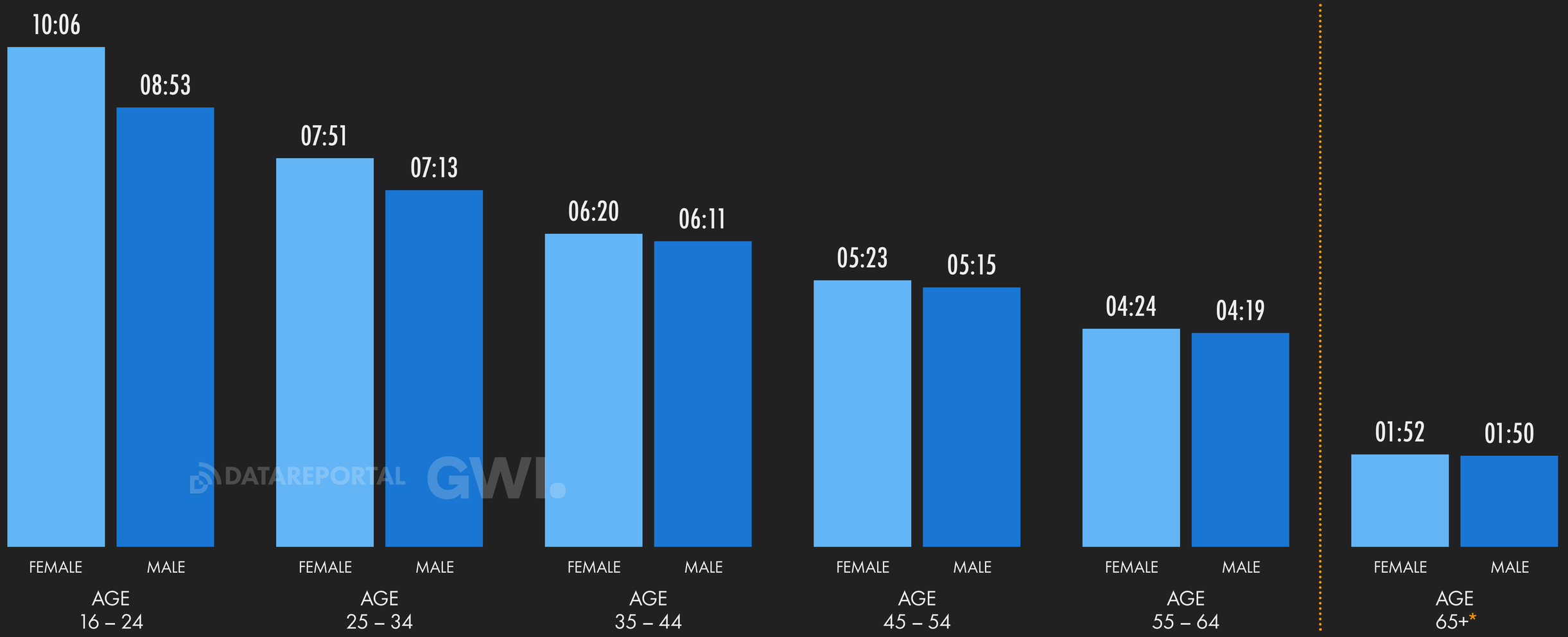
WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND WATCHING SHORT ONLINE VIDEOS (E.G. REELS, TIKTOKS)

GLOBAL OVERVIEW



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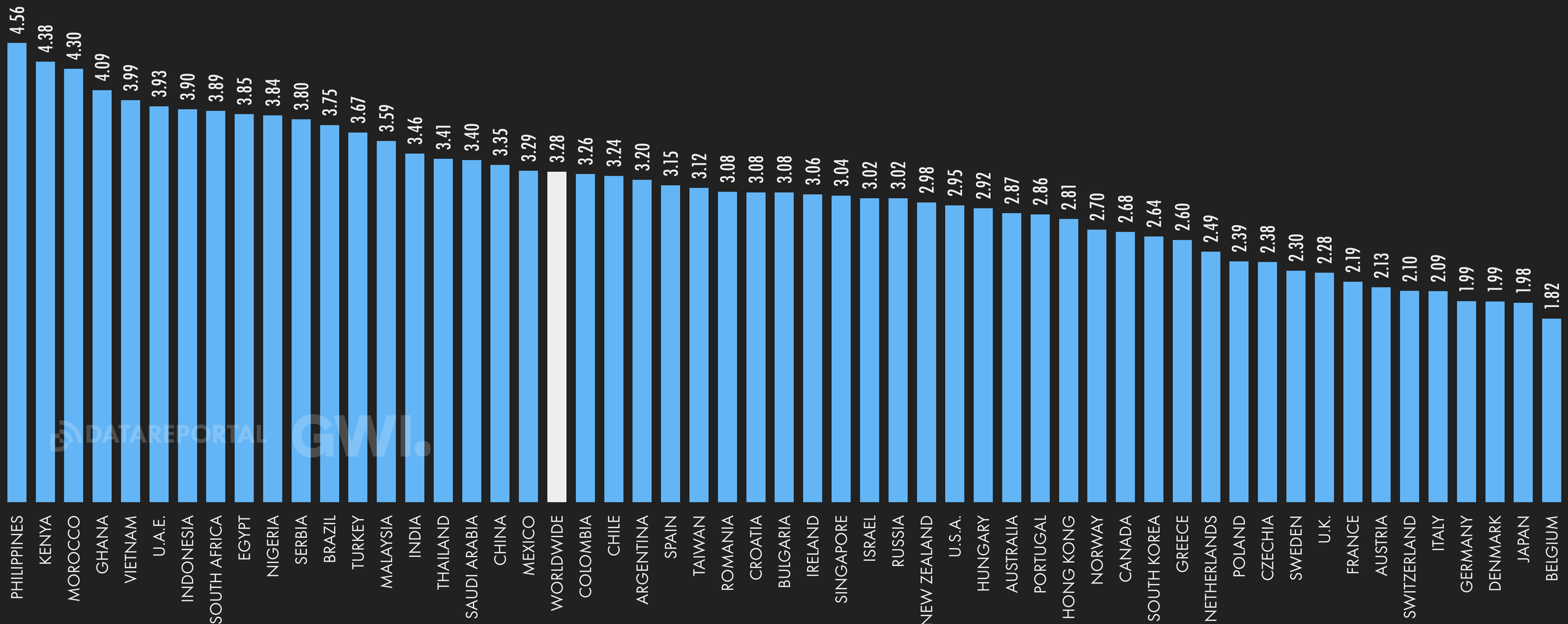
OCT 2025

FREQUENCY OF WATCHING LONG ONLINE VIDEOS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH LONG-DURATION ONLINE VIDEOS (E.G. HOW-TO CONTENT, VLOGS)

GLOBAL OVERVIEW



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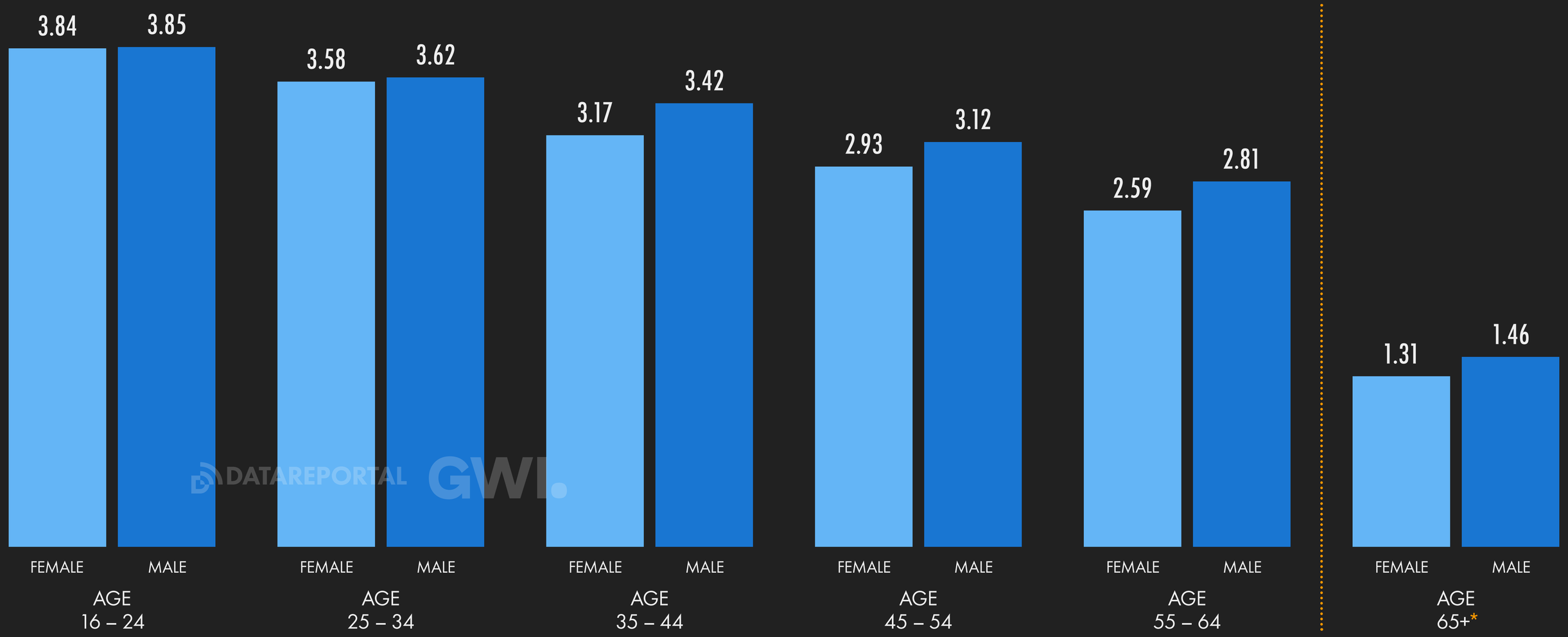
OCT 2025

FREQUENCY OF WATCHING LONG ONLINE VIDEOS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS WATCH LONG-DURATION ONLINE VIDEOS (E.G. HOW-TO CONTENT, VLOGS)

GLOBAL OVERVIEW



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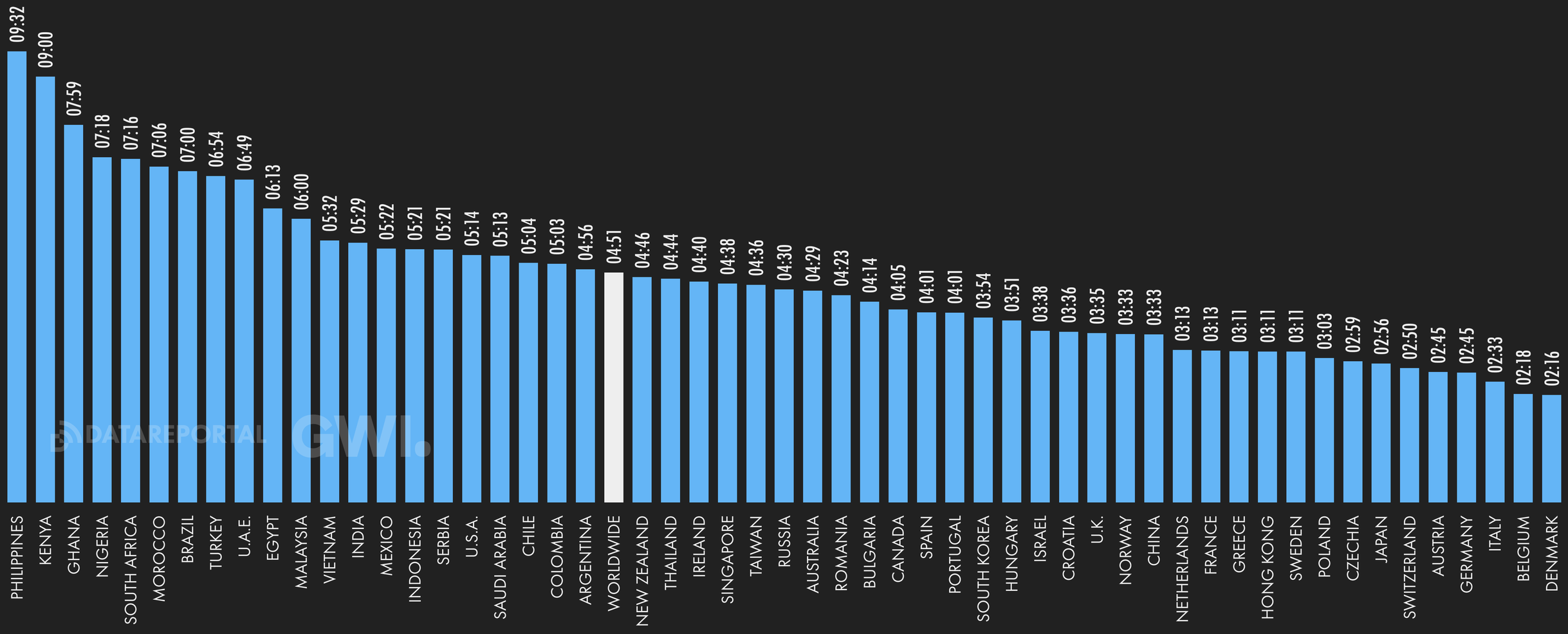
OCT 2025

WEEKLY TIME: LONG ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING LONG ONLINE VIDEOS (E.G. HOW-TO CONTENT, VLOGS)

GLOBAL OVERVIEW



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OCT 2025

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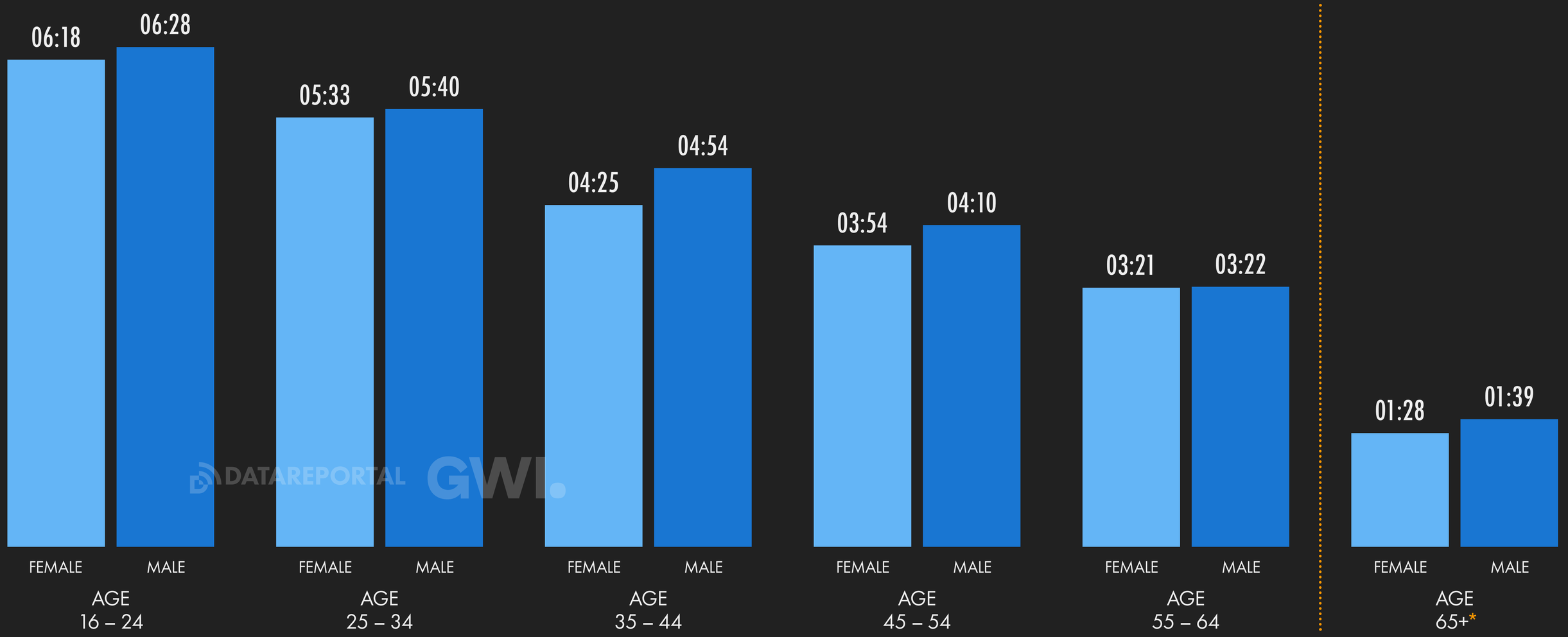
GLOBAL OVERVIEW



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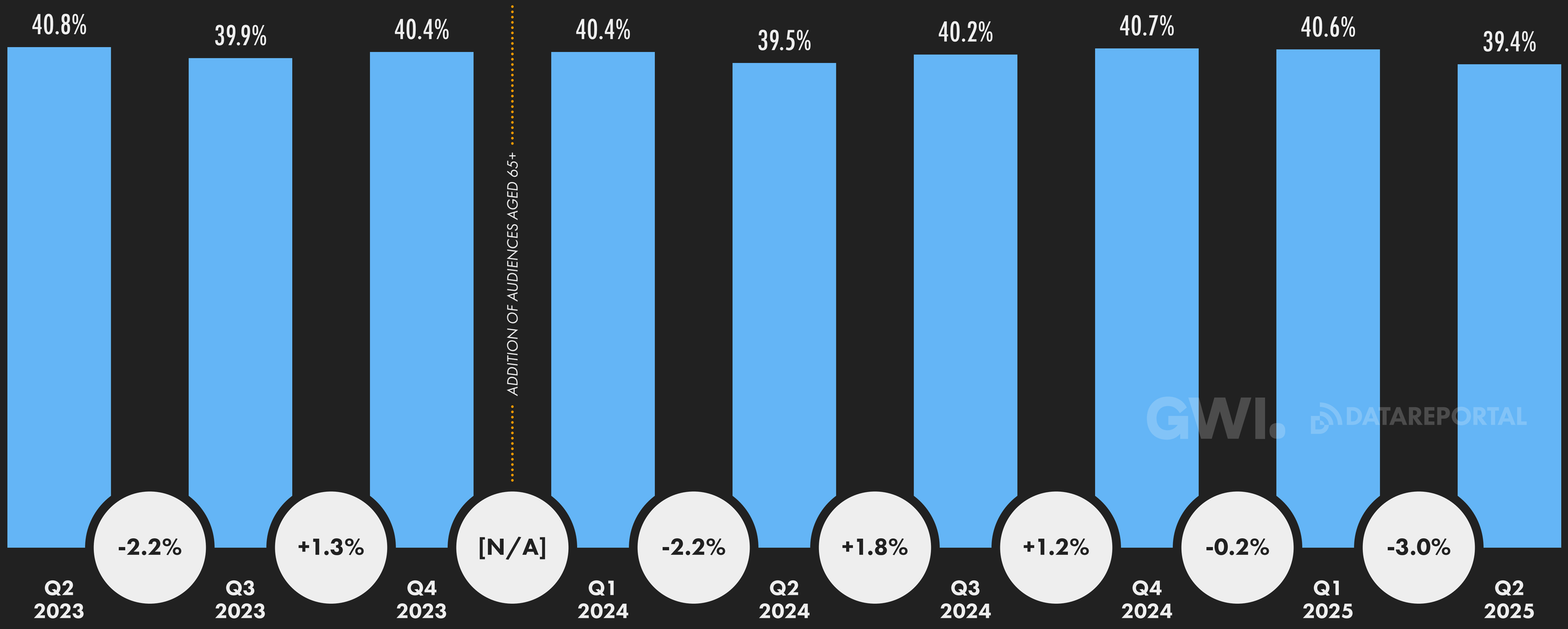
we are social Meltwater

OCT 2025

ONLINE VIDEO AS A SOURCE OF LEARNING

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT INTERNET USERS WHO SAY THAT THEY WATCH ANY ONE OF THE FOLLOWING KINDS OF ONLINE CONTENT EACH WEEK: HOW-TO VIDEOS,TUTORIAL VIDEOS, OR EDUCATIONS VIDEOS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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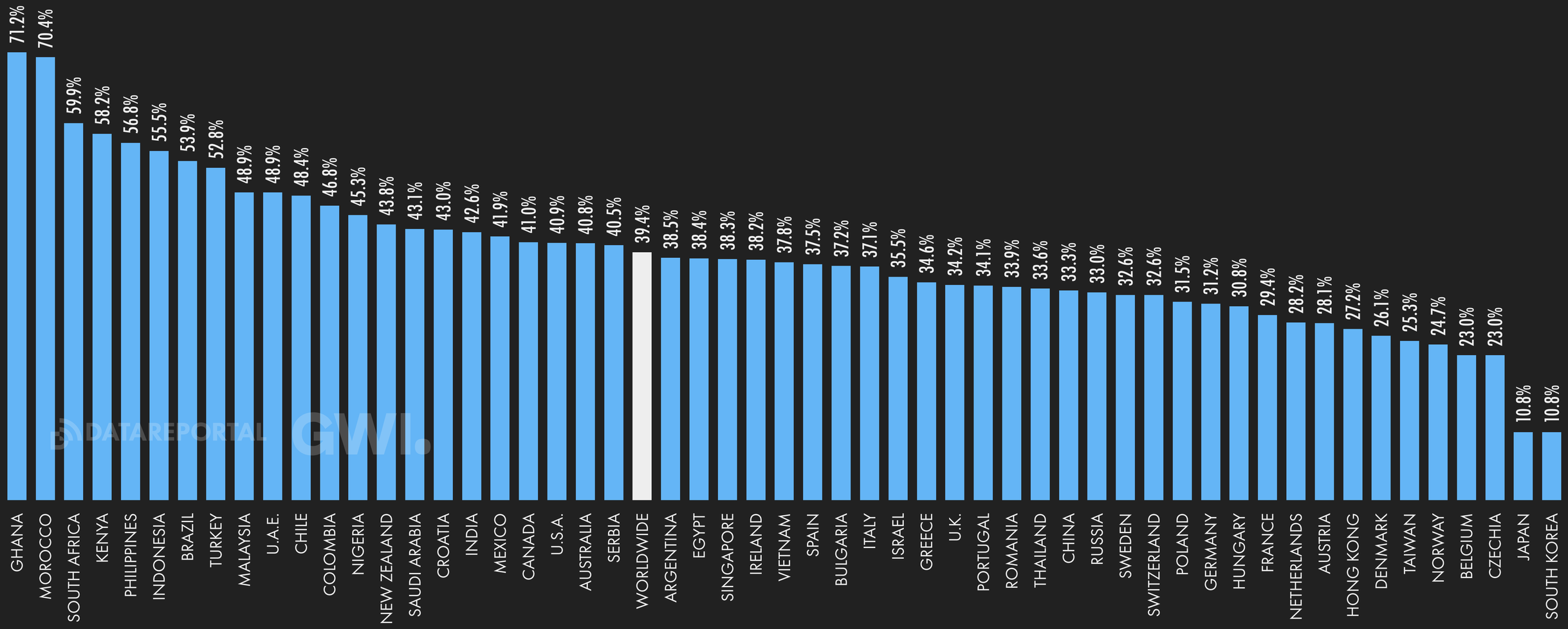
GLOBAL OVERVIEW



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OCT 2025

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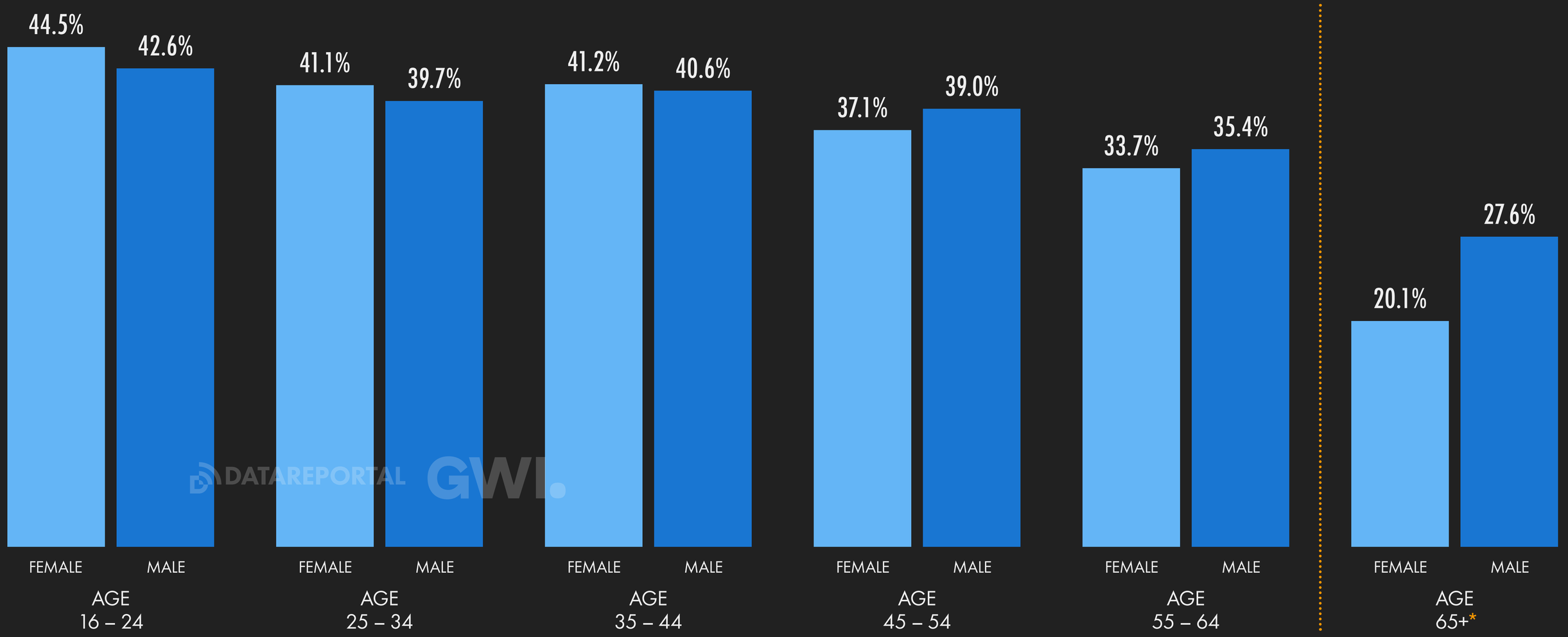

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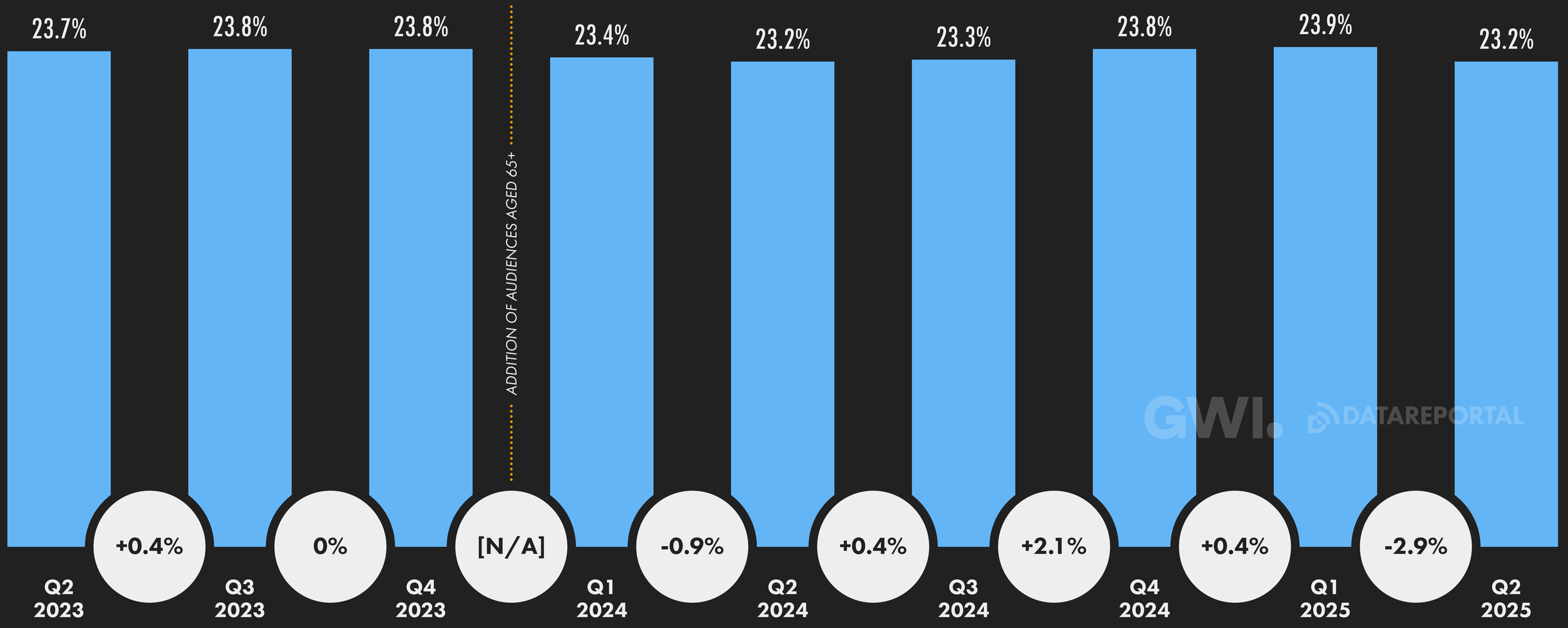
OCT 2025

WATCHING VLOGS

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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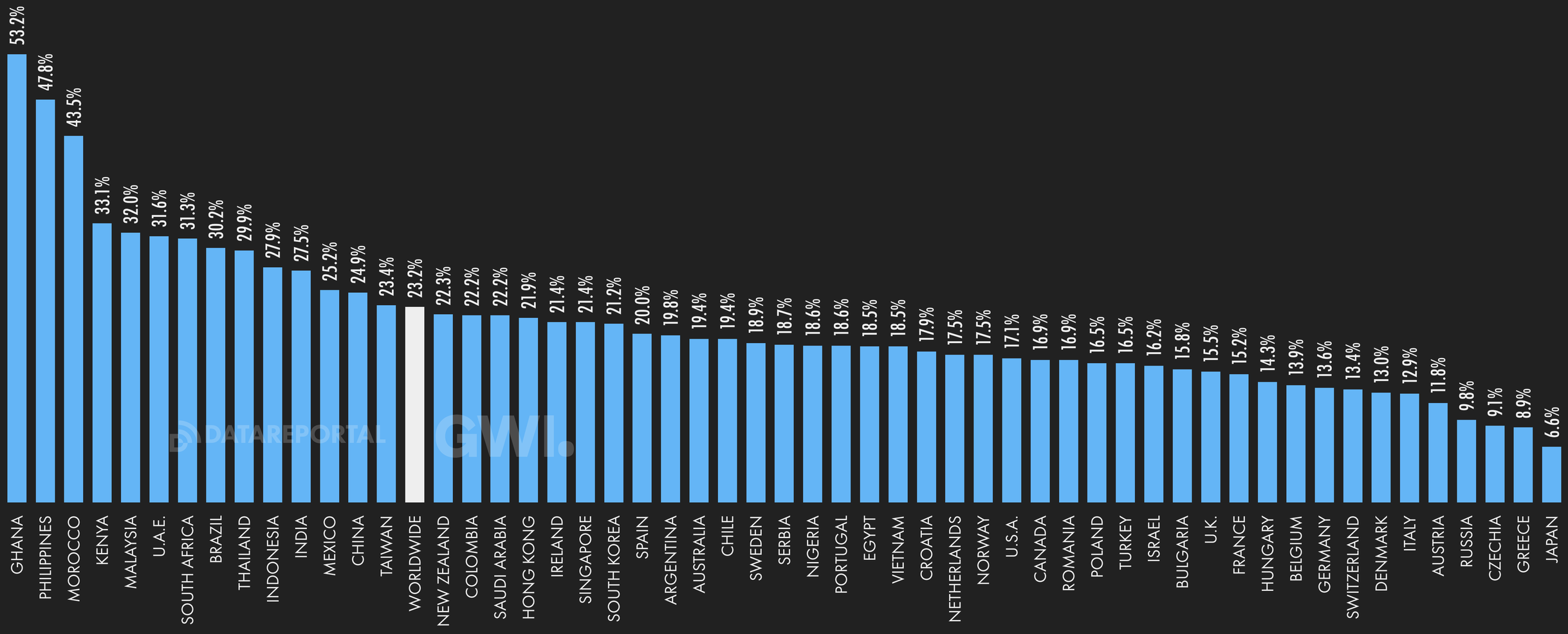
OCT 2025

WATCHING VLOGS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

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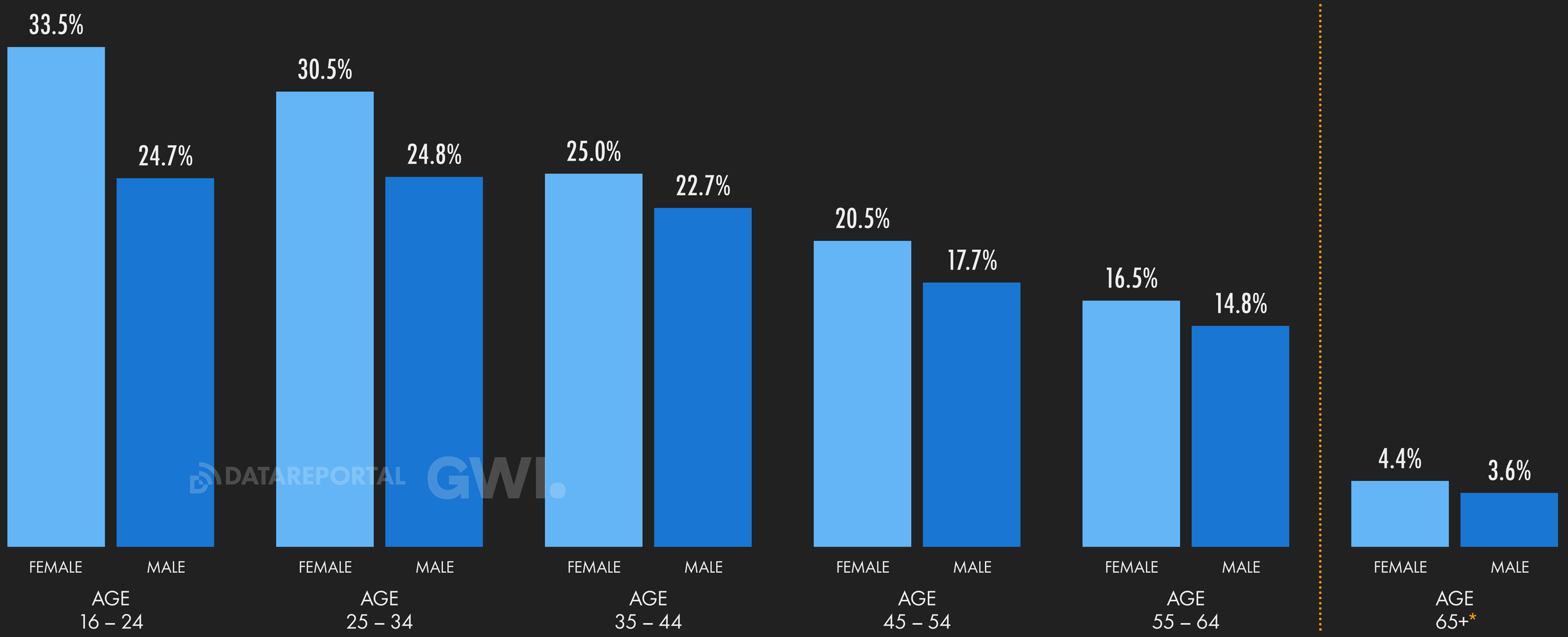
OCT 2025

WATCHING VLOGS

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

GLOBAL OVERVIEW



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OCT 2025

VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED UGC-ORIENTED, VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES IN AUGUST 2025

GLOBAL OVERVIEW

#	VIDEO APP	COMPANY
01	YOUTUBE	GOOGLE
02	INSTAGRAM	META
03	TIKTOK	BYTEDANCE
04	MX PLAYER	AMAZON
05	MI VIDEO	XIAOMI
06	PLAYIT	PLAYIT
07	SHARECHAT	MOHALLA
08	TWITCH	AMAZON
09	VISHA	VISHA
10	VLC	VLC

#	VIDEO APP	COMPANY
11	MOJ	MOHALLA
12	LEMON8	BYTEDANCE
13	PUBLIC	PUBLIC
14	SNACKVIDEO	KUAISHOU
15	KWAI	KUAISHOU
16	BILIBILI	BILIBILI
17	LIKEE	JOYY
18	GOTUBE	NIKO ENTERTAINMENT
19	PURE TUBER	HIGH5 ANIMATION
20	VIDEO PLAYER	INSHOT

similarweb

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** ONLY INCLUDES APPS WHICH PRIORITISE USER-GENERATED CONTENT. DOES NOT INCLUDE APPS PRIMARILY DESIGNED TO DELIVER TELEVISION OR MOVIE CONTENT, WHICH ARE RANKED ELSEWHERE IN THIS REPORT. RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR VIDEO-FOCUSED APPS LISTED IN A SELECTION OF IAB STANDARDISED CATEGORIES OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2025. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

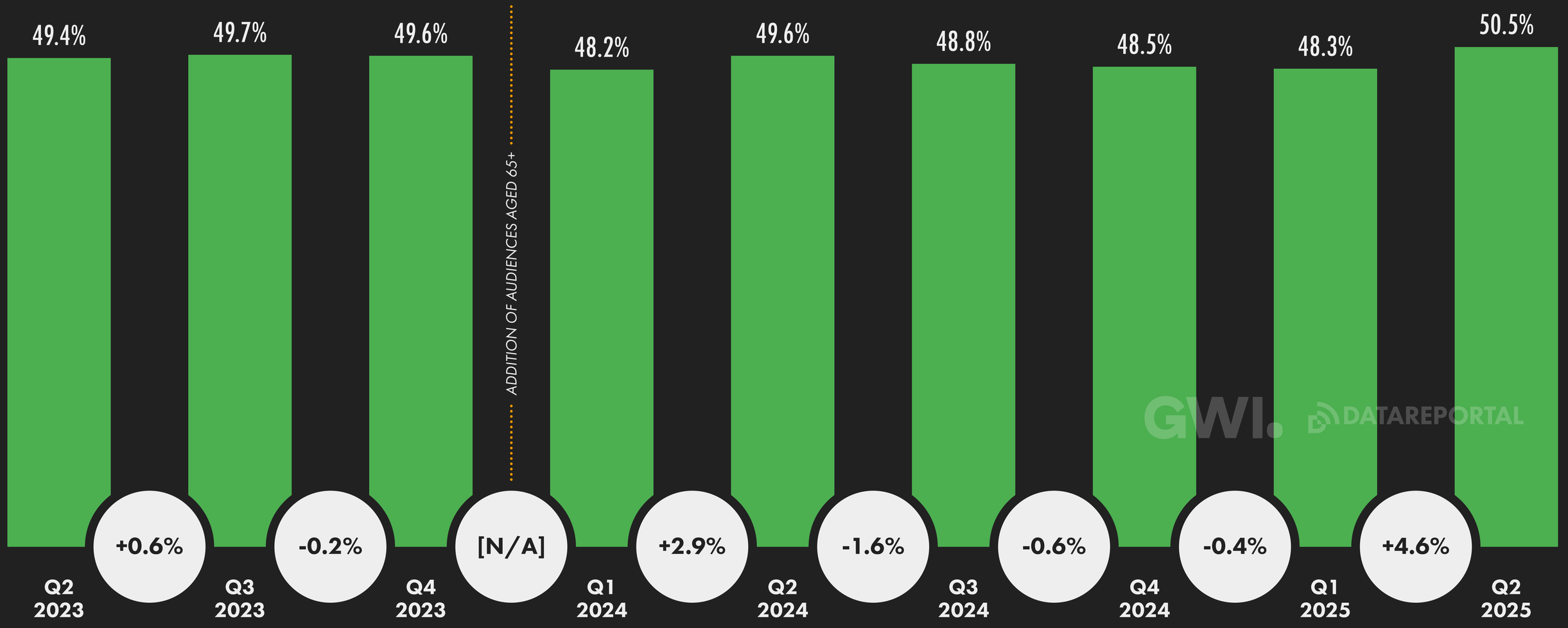
DIGITAL AUDIO

OCT 2025

WATCHING ONLINE MUSIC VIDEOS

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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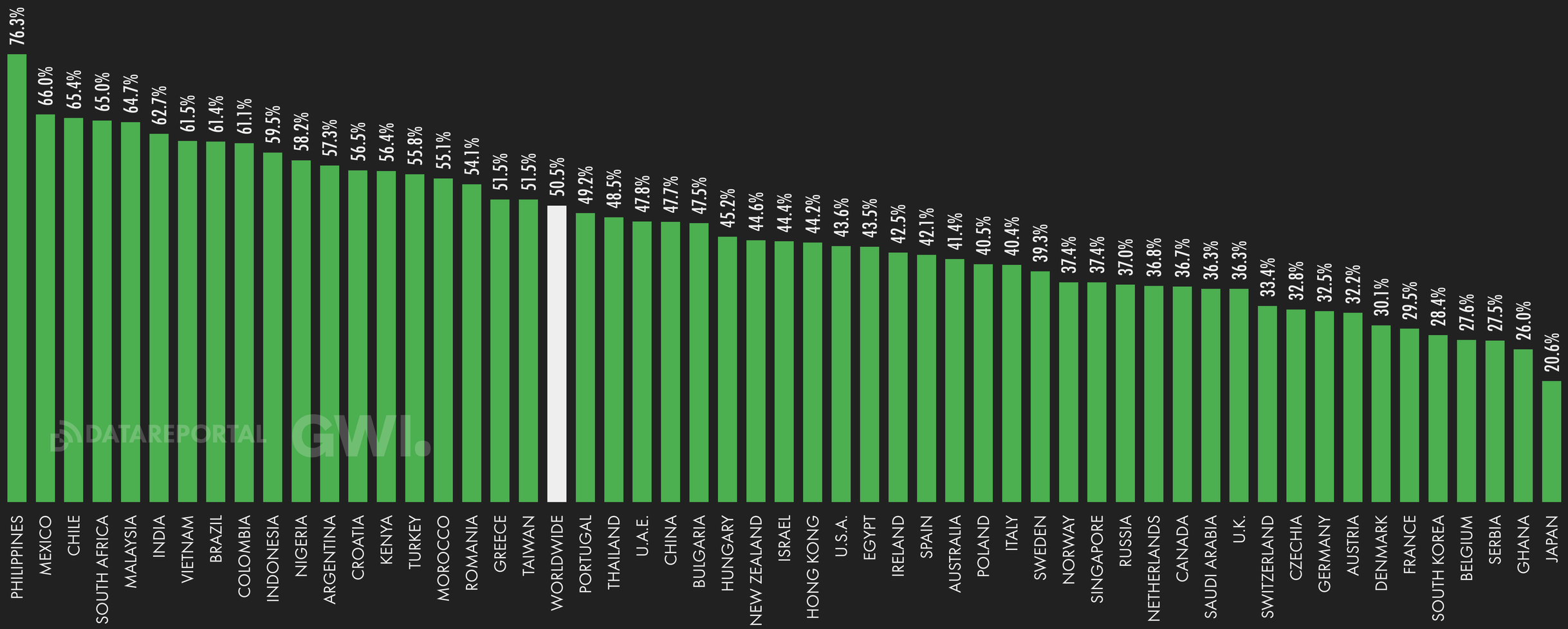
OCT 2025

WATCHING ONLINE MUSIC VIDEOS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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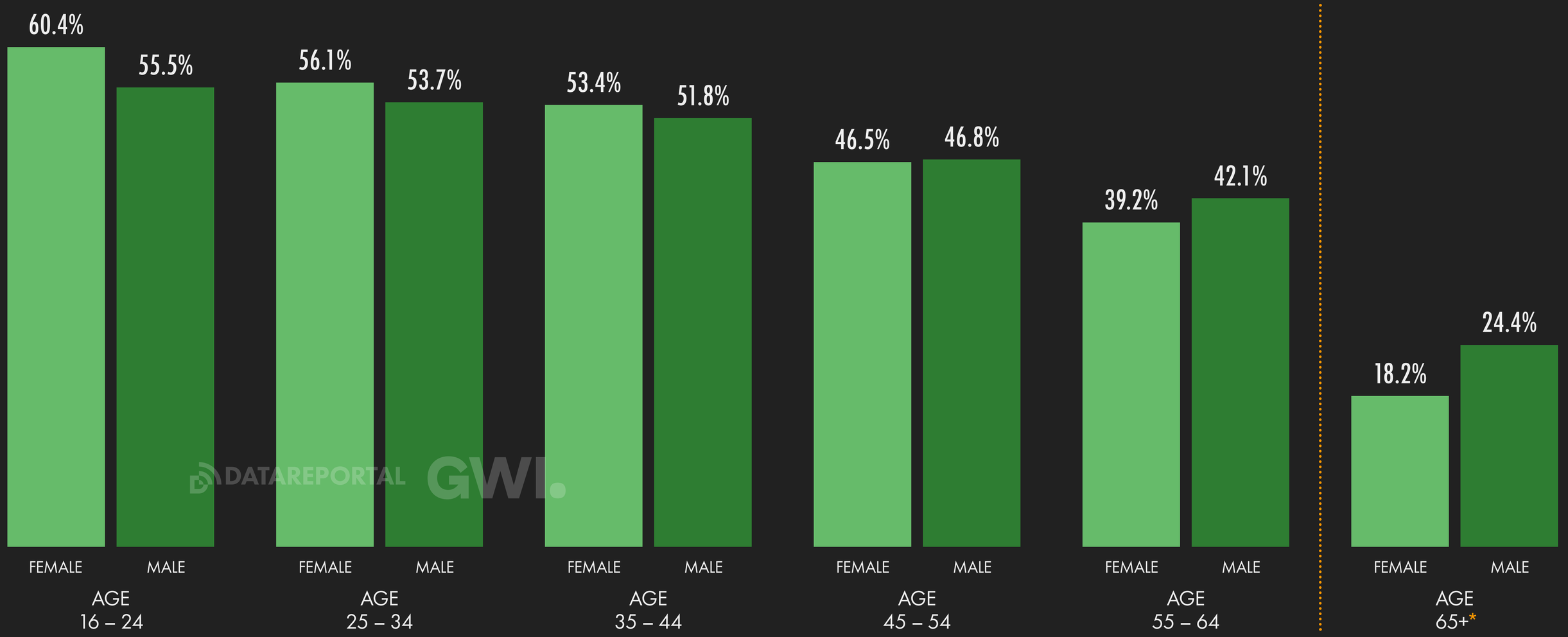
GLOBAL OVERVIEW



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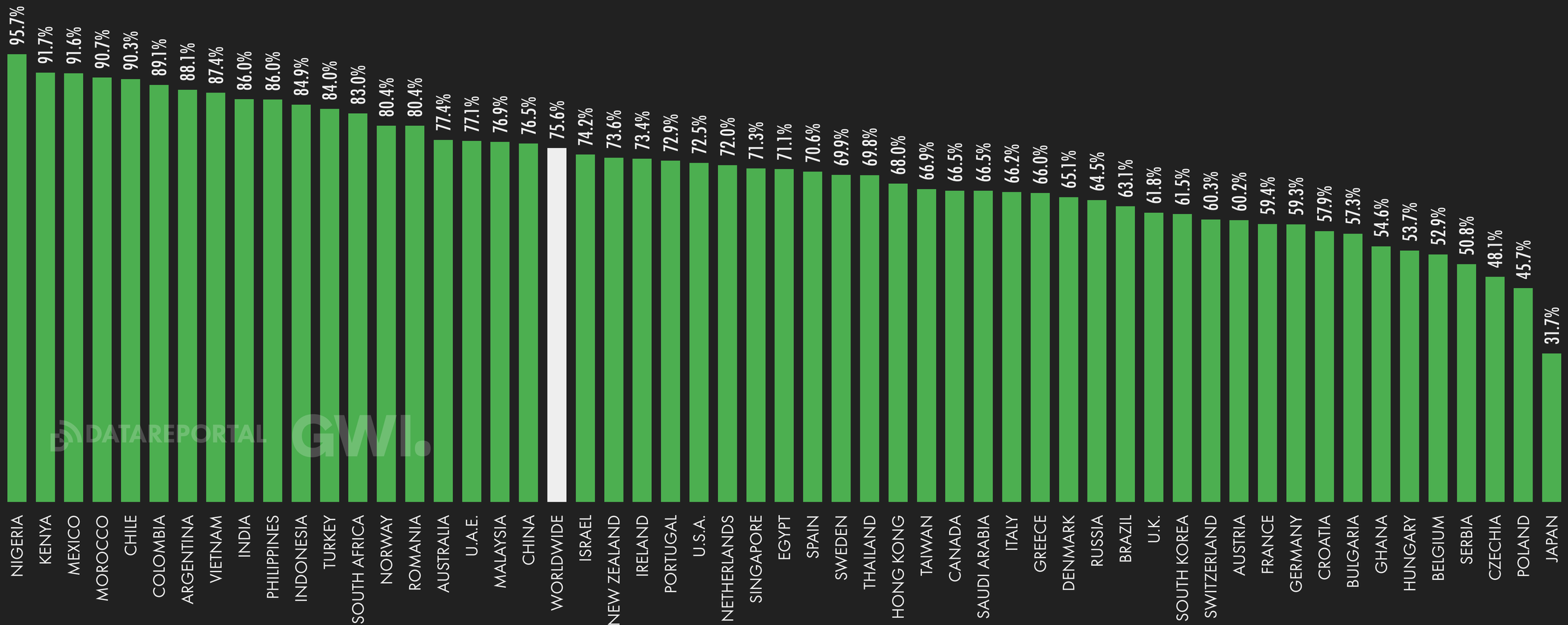
OCT 2025

LISTENING TO STREAMING MUSIC

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

NOTE: THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** SIGNIFICANT CHANGES TO THE SURVEY QUESTION THAT INFORMS THIS CHART. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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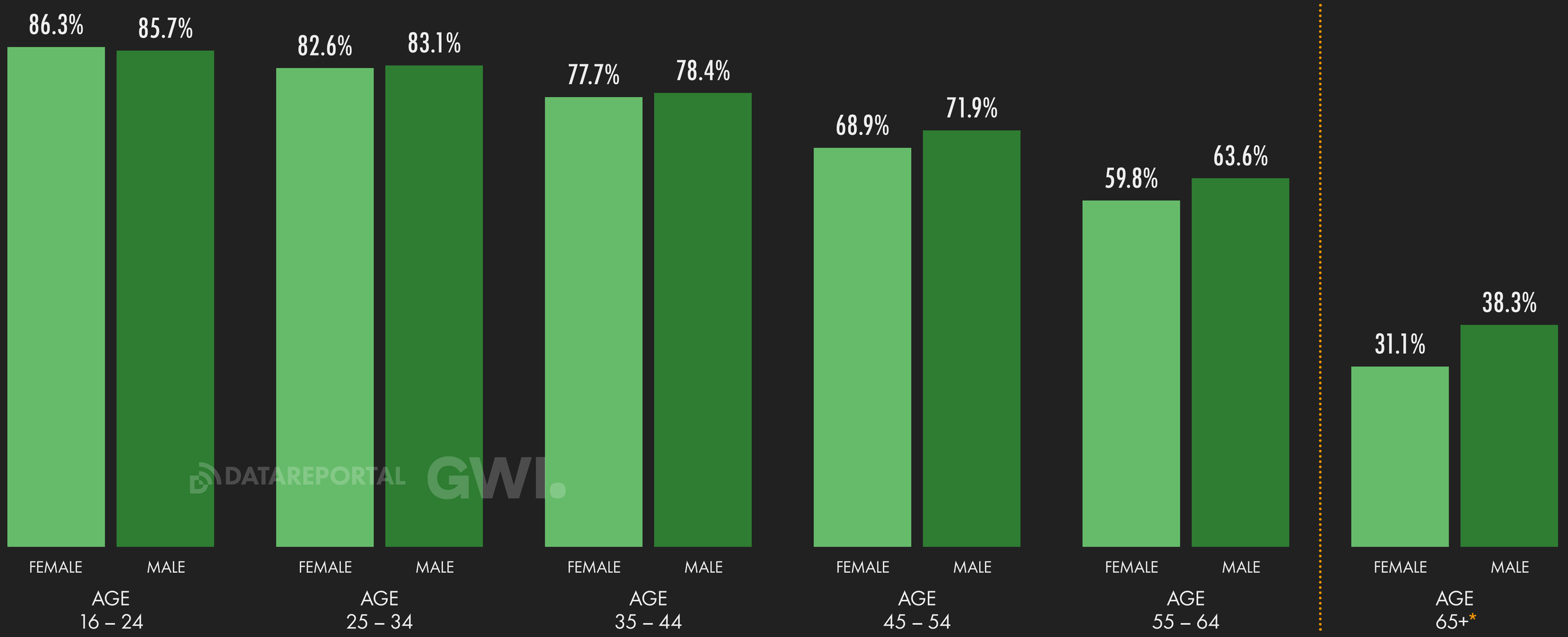
OCT 2025

LISTENING TO STREAMING MUSIC

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

NOTE: THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES TO THE SURVEY QUESTION THAT INFORMS THIS CHART. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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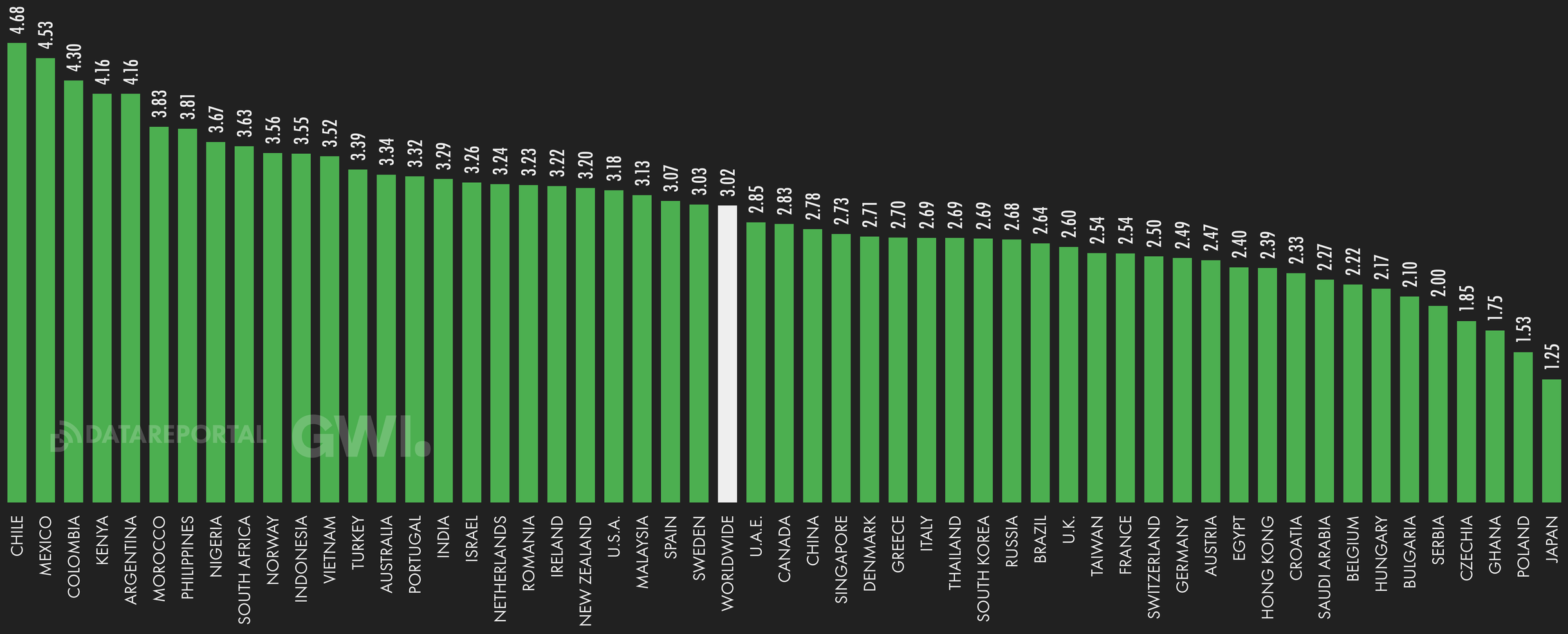
OCT 2025

FREQUENCY OF LISTENING TO STREAMING MUSIC

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ LISTEN TO MUSIC STREAMING SERVICES

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

FREQUENCY OF LISTENING TO STREAMING MUSIC

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS LISTEN TO MUSIC STREAMING SERVICES

GLOBAL OVERVIEW

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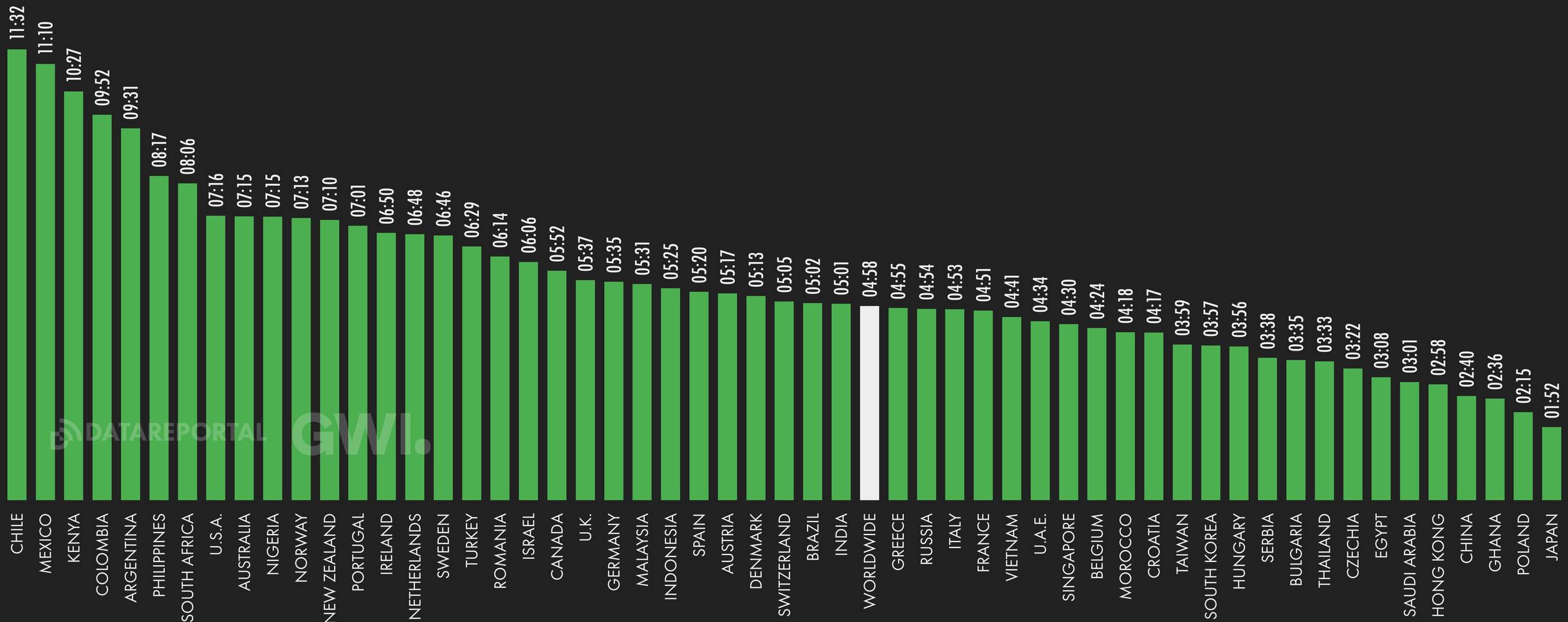
OCT 2025

TIME SPENT LISTENING TO STREAMING MUSIC

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

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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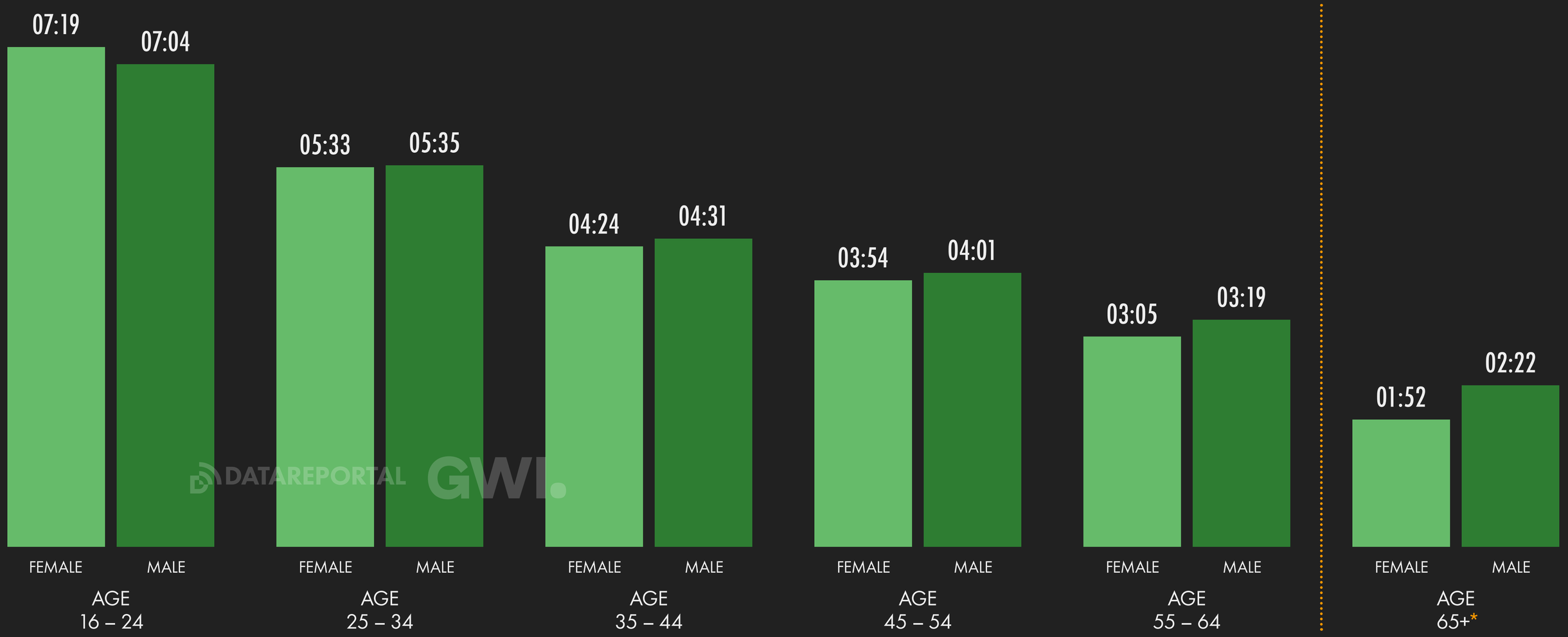
OCT 2025

TIME SPENT LISTENING TO STREAMING MUSIC

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

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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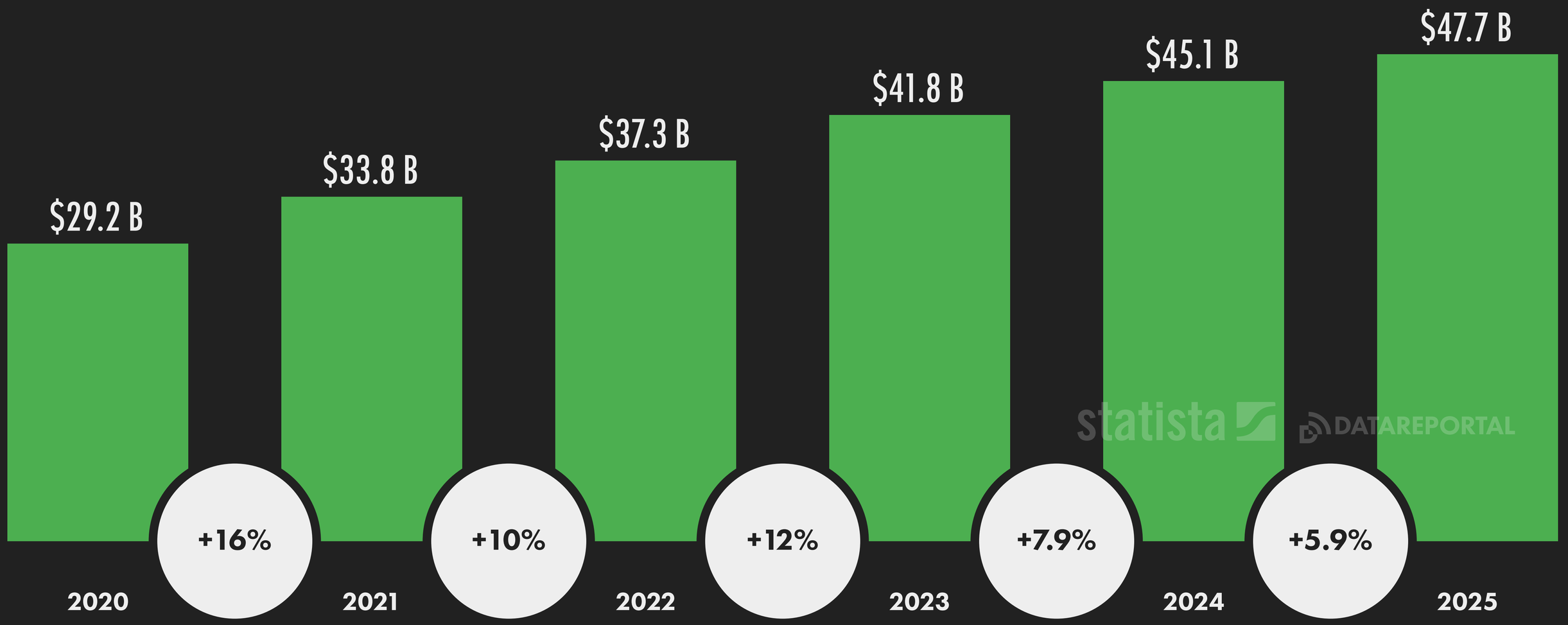
OCT 2025

DIGITAL MUSIC REVENUES

ESTIMATED TOTAL ANNUAL CONSUMER SPEND ON DIGITAL MUSIC PRODUCTS AND SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON DIGITAL MUSIC PRODUCTS AND SUBSCRIPTIONS TO MUSIC STREAMING SERVICES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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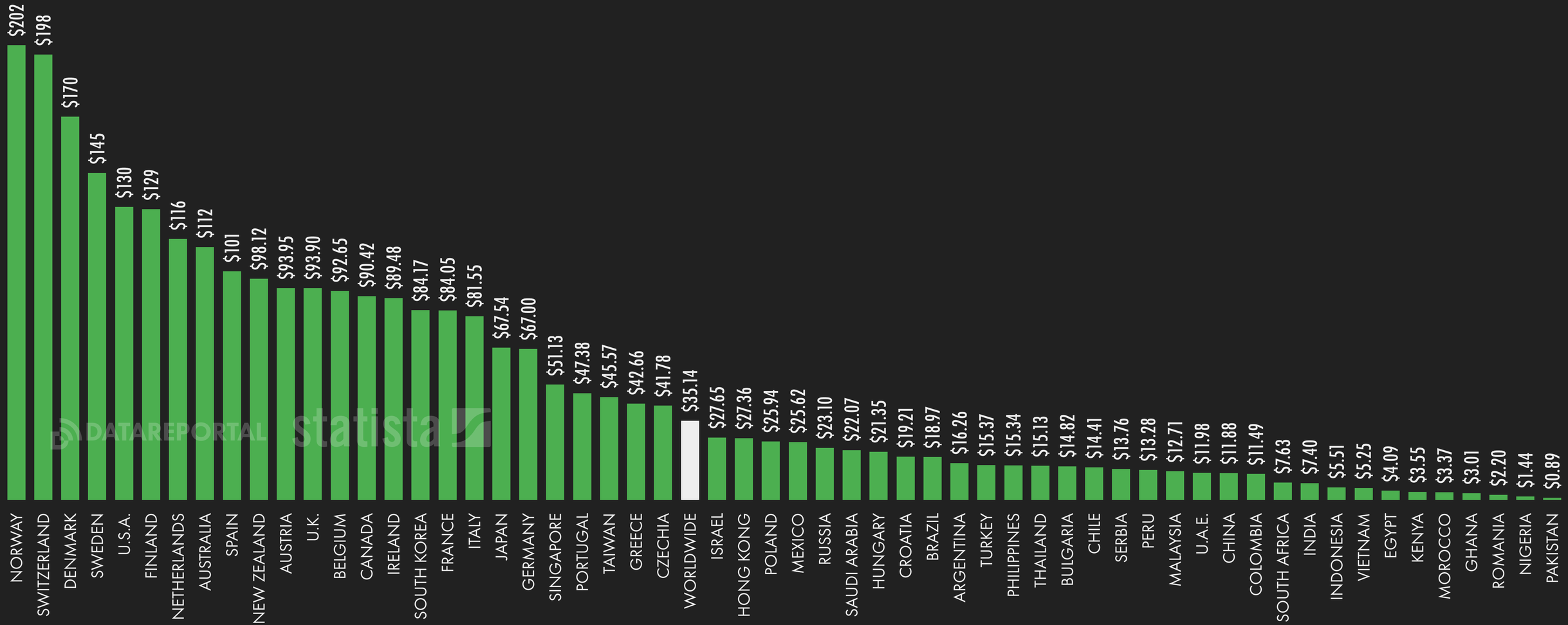
OCT 2025

DIGITAL MUSIC ARPU

ESTIMATED AVERAGE TOTAL ANNUAL SPEND PER USER ON DIGITAL MUSIC DOWNLOADS AND MUSIC STREAMING SERVICES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2025 SPEND PER USER ON PURCHASES OF DIGITAL MUSIC DOWNLOADS AND SUBSCRIPTIONS TO MUSIC STREAMING SERVICES. THE SAME INDIVIDUAL MAY SUBSCRIBE TO MULTIPLE MUSIC STREAMING PLATFORMS, SO VALUES MAY INCLUDE SPEND ON MORE THAN ONE SERVICE.
COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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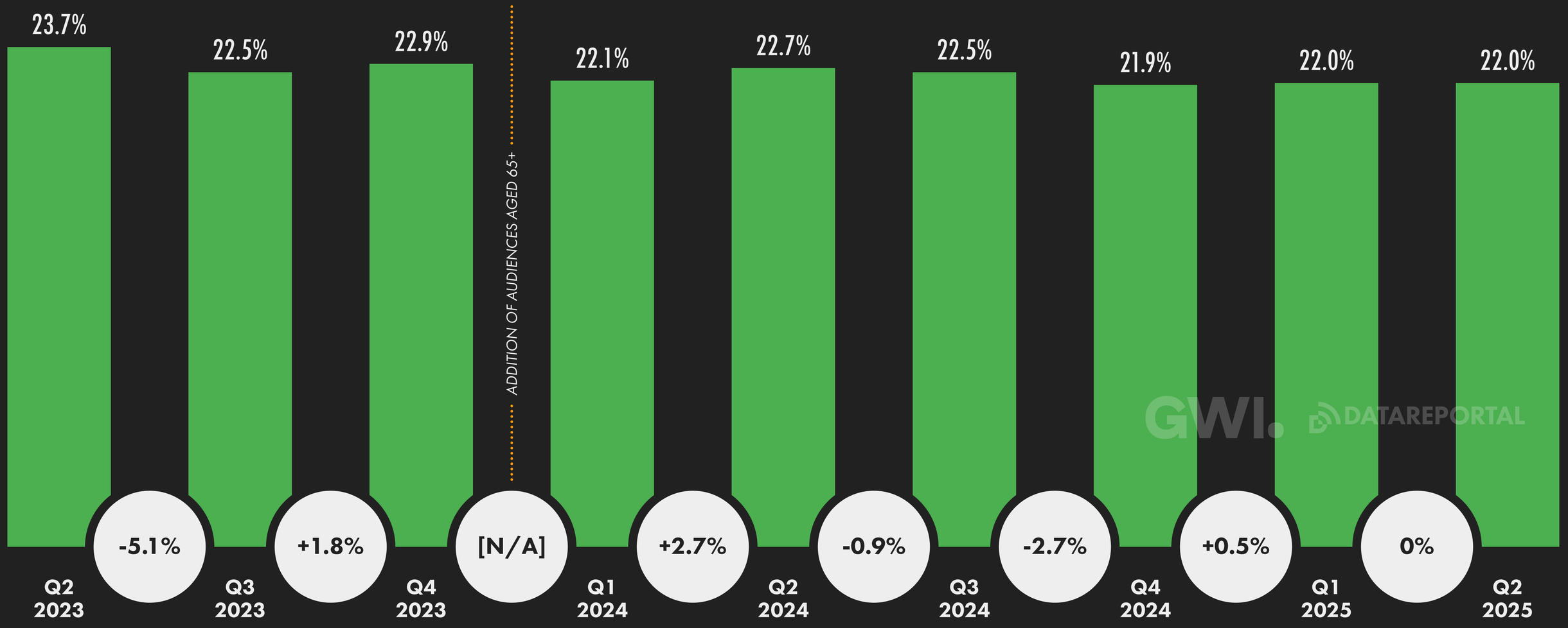
OCT 2025

PAYING FOR STREAMING MUSIC SERVICES

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

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

GWI. DATAREPORTAL
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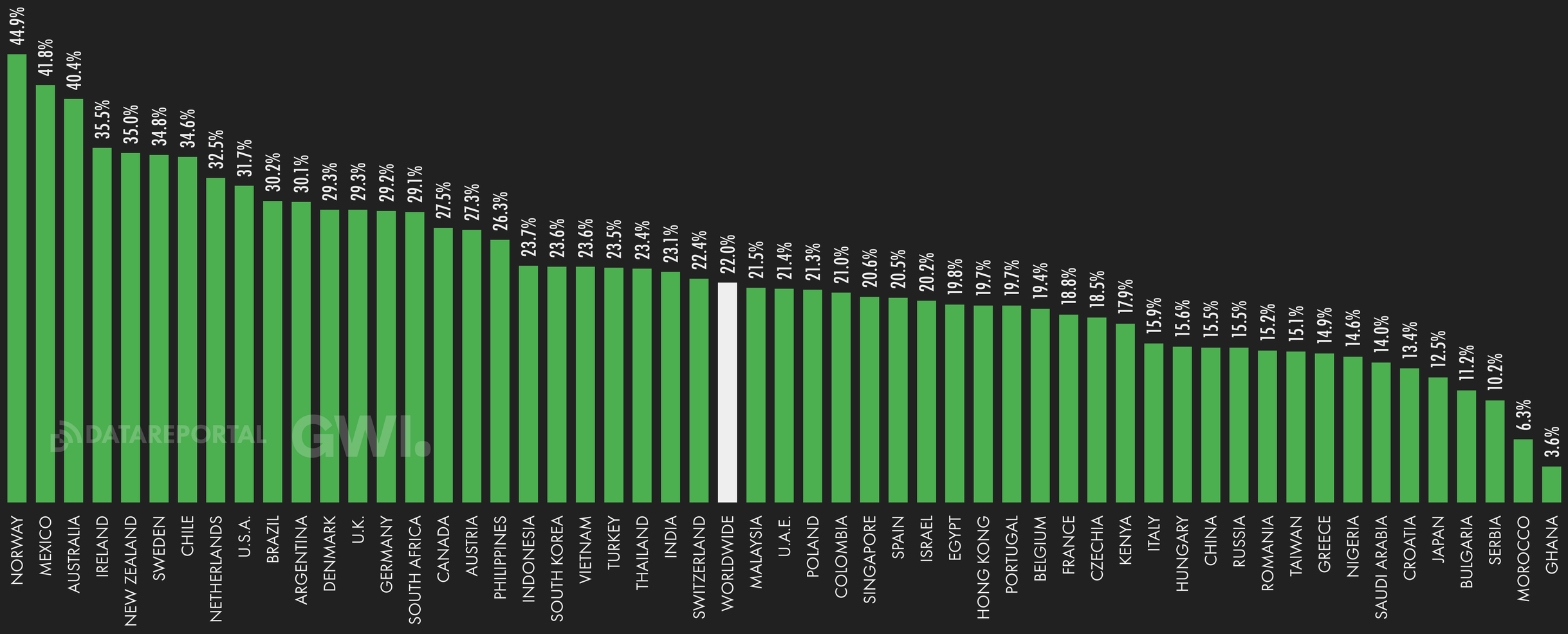
OCT 2025

PAYING FOR STREAMING MUSIC SERVICES

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

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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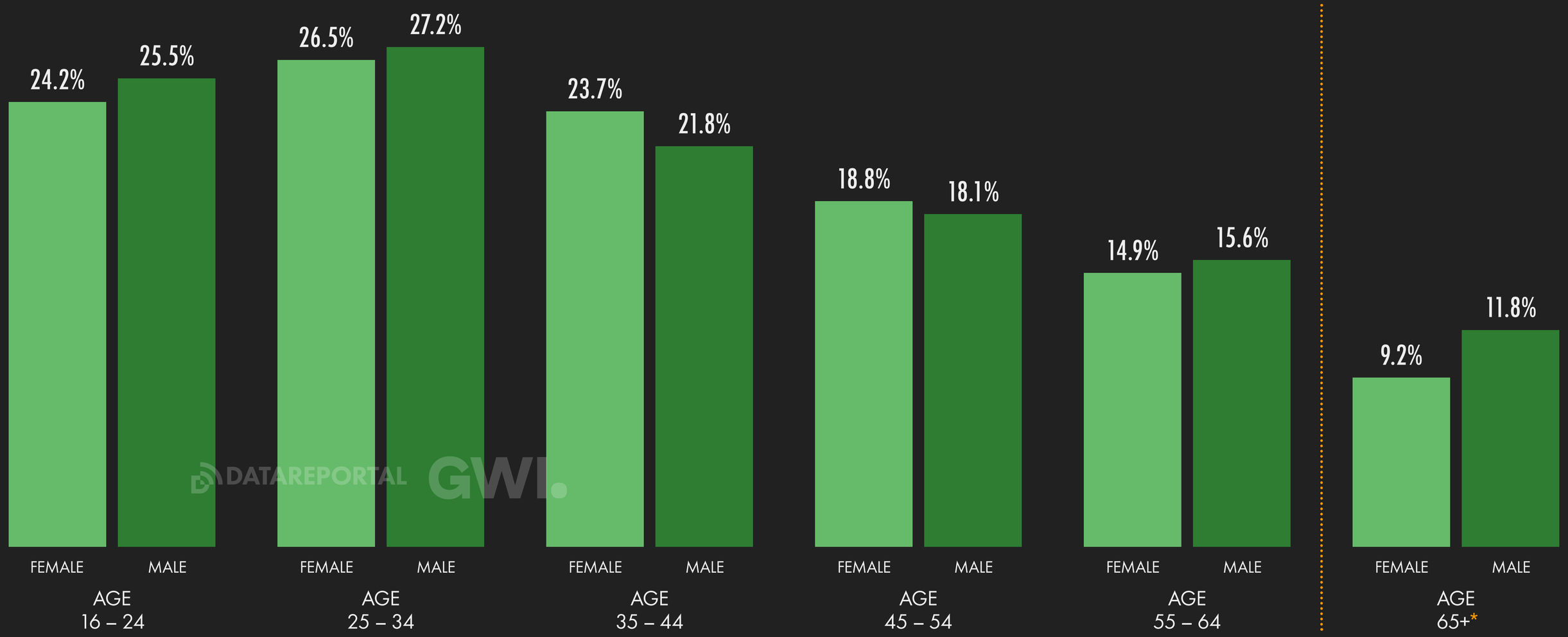
OCT 2025

PAYING FOR STREAMING MUSIC SERVICES

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

GLOBAL OVERVIEW



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OCT 2025

DIGITAL AUDIO: TOP MOBILE APPS

RANKINGS OF THE MOST USED AUDIO-CENTRIC APPS ON MOBILE PHONES IN AUGUST 2025

NOTE: DATA IS CURRENTLY UNAVAILABLE FOR APPLE MUSIC ON IOS, SO THE APP WILL NOT APPEAR IN THIS RANKING

GLOBAL OVERVIEW

#	MUSIC APP	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	SHAZAM	APPLE
04	MI MUSIC	XIAOMI
05	MUSIC	ALL SAINTS
06	SAMSUNG MUSIC	SAMSUNG
07	SOUNDCLOUD	SOUNDCLOUD
08	PANDORA	SIRIUSXM
09	AMAZON MUSIC	AMAZON
10	LARK PLAYER	LARK PLAYER

#	MUSIC APP	COMPANY
11	JIOSAAVN	RELIANCE
12	AUDIBLE	AMAZON
13	MUSIC PLAYER & MP3 PLAYER	INSHOT
14	AUDIOMACK	AUDIOMACK
15	YANDEX MUSIC	YANDEX
16	WYNK MUSIC	AIRTEL
17	MUSIC PLAYER	RECORDER & SMART APPS
18	SIMOSA	JAZZ DIGITAL PAKISTAN
19	OFFLINE MUSIC MP3 PLAYER	BEABLE TECHNOLOGY
20	POCKET FM	POCKET FM

similarweb

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR MUSIC-FOCUSED APPS LISTED IN A SELECTION OF IAB STANDARDISED CATEGORIES OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2025. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. DATA ARE NOT AVAILABLE FOR APPLE MUSIC, SO IT WILL NOT APPEAR IN THIS RANKING. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

OCT 2025

SPOTIFY'S MOST STREAMED SONGS OF ALL TIME

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED SONGS AS OF SEP 2025

GLOBAL OVERVIEW

#	"SONG TITLE" ARTIST	STREAMS
01	"BLINDING LIGHTS" *THE WEEKND*	5.01 B
02	"SHAPE OF YOU" *ED SHEERAN*	4.54 B
03	"STARBOY" *THE WEEKND FEAT. DAFT PUNK*	4.07 B
04	"SOMEONE YOU LOVED" *LEWIS CAPALDI*	4.04 B
05	"AS IT WAS" *HARRY STYLES*	4.03 B
06	"SWEATER WEATHER" *THE NEIGHBOURHOOD*	4.00 B
07	"SUNFLOWER" *POST MALONE & SWAE LEE*	3.94 B
08	"ONE DANCE" *DRAKE FEAT. WIZKID & KYLA*	3.77 B
09	"STAY" *THE KID LAROI & JUSTIN BIEBER*	3.66 B
10	"PERFECT" *ED SHEERAN*	3.60 B

#	"SONG TITLE" ARTIST	STREAMS
11	"BELIEVER" *IMAGINE DRAGONS*	3.57 B
12	"HEAT WAVES" *GLASS ANIMALS*	3.52 B
13	"LOVELY" *BILLIE EILISH & KHALID*	3.45 B
14	"CLOSER" *THE CHAINSMOKERS FEAT. HALSEY*	3.40 B
15	"SAY YOU WON'T LET GO" *JAMES ARTHUR*	3.38 B
16	"SOMETHING JUST LIKE THIS" *THE CHAINSMOKERS & COLDPLAY*	3.32 B
17	"DANCE MONKEY" *TONES AND I*	3.32 B
18	"I WANNA BE YOURS" *ARCTIC MONKEYS*	3.27 B
19	"RIPTIDE" *VANCE JOY*	3.27 B
20	"YELLOW" *COLDPLAY*	3.26 B

SOURCE: CHARTMASTERS; KEPIOS ANALYSIS OF DATA PUBLISHED ON SPOTIFY. **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2025

SPOTIFY'S MOST STREAMED ALBUMS OF ALL TIME

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED ALBUMS AS OF SEP 2025

GLOBAL OVERVIEW

#	"ALBUM TITLE" ARTIST	STREAMS
01	"UN VERANO SIN TI" *BAD BUNNY*	20.4 B
02	"STARBOY" *THE WEEKND*	17.5 B
03	"DIVIDE (÷)" *ED SHEERAN*	17.0 B
04	"SOUR" *OLIVIA RODRIGO*	15.6 B
05	"AFTER HOURS" *THE WEEKND*	14.9 B
06	"HOLLYWOOD'S BLEEDING" *POST MALONE*	14.5 B
07	"SOS / LANA" *SZA*	14.3 B
08	"FUTURE NOSTALGIA" *DUA LIPA*	14.2 B
09	"DUA LIPA" *DUA LIPA*	14.2 B
10	"LOVER" *TAYLOR SWIFT*	13.3 B

#	"ALBUM TITLE" ARTIST	STREAMS
11	"WHEN WE ALL FALL ASLEEP, WHERE DO WE GO?" *BILLIE EILISH*	12.9 B
12	"BEERBONGS & BENTLEYS" *POST MALONE*	12.7 B
13	"AM" *ARCTIC MONKEYS*	12.7 B
14	"?" *XXXTENTACION*	12.3 B
15	"MULTIPLY (X)" *ED SHEERAN*	12.0 B
16	"PURPOSE" *JUSTIN BIEBER*	11.8 B
17	"DON'T SMILE AT ME" *BILLIE EILISH*	11.5 B
18	"YHLQMDLG" *BAD BUNNY*	11.4 B
19	"MIDNIGHTS" *TAYLOR SWIFT*	11.2 B
20	"SCORPION" *DRAKE*	11.2 B

SOURCE: CHARTMASTERS; KEPIOS ANALYSIS OF DATA PUBLISHED ON SPOTIFY. **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2025

SPOTIFY ARTISTS WITH MOST ALL-TIME STREAMS

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED ARTISTS AS OF SEP 2025

GLOBAL OVERVIEW

#	ARTIST	STREAMS
01	TAYLOR SWIFT	108B
02	BAD BUNNY	93.7B
03	DRAKE	91.0B
04	THE WEEKND	72.5B
05	ARIANA GRANDE	56.7B
06	ED SHEERAN	55.2B
07	JUSTIN BIEBER	53.5B
08	EMINEM	52.2B
09	BILLIE EILISH	50.9B
10	KANYE WEST	48.7B

#	ARTIST	STREAMS
11	POST MALONE	46.6B
12	BTS	43.9B
13	TRAVIS SCOTT	41.1B
14	COLDPLAY	41.0B
15	RIHANNA	40.5B
16	KENDRICK LAMAR	39.3B
17	BRUNO MARS	39.1B
18	J BALVIN	38.8B
19	DUA LIPA	37.6B
20	IMAGINE DRAGONS	36.7B

#	ARTIST	STREAMS
21	JUICE WRLD	36.0B
22	DAVID GUETTA	34.4B
23	XXXTENTACION	33.4B
24	LANA DEL REY	33.2B
25	KAROL G	31.9B
26	MAROON 5	31.7B
27	LADY GAGA	31.6B
28	OZUNA	31.3B
29	FUTURE	29.9B
30	CALVIN HARRIS	29.7B

#	ARTIST	STREAMS
31	RAUW ALEJANDRO	29.2B
32	KHALID	28.9B
33	BEYONCÉ	28.6B
34	LINKIN PARK	27.4B
35	SHAWN MENDES	27.2B
36	QUEEN	26.5B
37	SAM SMITH	26.5B
38	ONE DIRECTION	26.1B
39	ADELE	25.8B
40	SZA	25.7B

SOURCE: CHARTMASTERS; KEPIOS ANALYSIS OF DATA PUBLISHED ON SPOTIFY. **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2025

SPOTIFY ARTISTS WITH MOST FOLLOWERS

RANKING OF SPOTIFY'S MOST FOLLOWED ARTISTS IN SEP 2025

GLOBAL OVERVIEW

#	ARTIST	FOLLOWERS
01	ARIJIT SINGH	158 M
02	TAYLOR SWIFT	143 M
03	ED SHEERAN	122 M
04	BILLIE EILISH	117 M
05	THE WEEKND	111 M
06	ARIANA GRANDE	107 M
07	EMINEM	103 M
08	DRAKE	101 M
09	BAD BUNNY	100 M
10	JUSTIN BIEBER	84.2 M

#	ARTIST	FOLLOWERS
11	BTS	80.6 M
12	BRUNO MARS	74.4 M
13	A.R. RAHMAN	68.5 M
14	RIHANNA	68.1 M
15	ADELE	65.8 M
16	COLDPLAY	60.0 M
17	KAROL G	59.3 M
18	IMAGINE DRAGONS	58.0 M
19	PRITAM	56.9 M
20	BLACKPINK	55.4 M

#	ARTIST	FOLLOWERS
21	QUEEN	54.8 M
22	SELENA GOMEZ	53.0 M
23	XXXTENTACION	51.2 M
24	LANA DEL REY	50.5 M
25	NEHA KAKKAR	48.7 M
26	OLIVIA RODRIGO	48.1 M
27	POST MALONE	47.5 M
28	DUA LIPA	46.6 M
29	SHAWN MENDES	45.5 M
30	MAROON 5	45.4 M

#	ARTIST	FOLLOWERS
31	SIDHU MOOSE WALA	44.4 M
32	ANUEL AA	43.9 M
33	KENDRICK LAMAR	43.7 M
34	ANIRUDH RAVICHANDER	42.1 M
35	JUICE WRLD	41.9 M
36	ALAN WALKER	41.1 M
37	LADY GAGA	41.0 M
38	BEYONCÉ	40.9 M
39	TRAVIS SCOTT	40.4 M
40	ONE DIRECTION	40.2 M

SOURCE: CHARTMASTERS; KEPIOS ANALYSIS OF DATA PUBLISHED ON SPOTIFY. **NOTE:** RANKINGS ARE BASED ON ARTIST FOLLOWER NUMBERS AT THE TIME OF REPORT PRODUCTION. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2025

SPOTIFY ARTISTS WITH MOST MONTHLY LISTENERS

RANKING OF SPOTIFY ARTISTS WITH THE HIGHEST MONTHLY LISTENER COUNT IN SEP 2025

GLOBAL OVERVIEW

#	ARTIST	MONTHLY LISTENERS
01	BRUNO MARS	112 M
02	THE WEEKND	111 M
03	JUSTIN BIEBER	99.1 M
04	LADY GAGA	97.0 M
05	ED SHEERAN	95.6 M
06	COLDPLAY	94.9 M
07	RIHANNA	91.1 M
08	BILLIE EILISH	88.8 M
09	TAYLOR SWIFT	88.6 M
10	DAVID GUETTA	81.1 M

#	ARTIST	MONTHLY LISTENERS
11	DRAKE	80.9 M
12	BAD BUNNY	79.3 M
13	ARIANA GRANDE	77.1 M
14	KENDRICK LAMAR	75.1 M
15	CALVIN HARRIS	71.8 M
16	MAROON 5	71.3 M
17	SZA	68.8 M
18	POST MALONE	68.0 M
19	SABRINA CARPENTER	67.9 M
20	J BALVIN	67.8 M

#	ARTIST	MONTHLY LISTENERS
21	EMINEM	67.6 M
22	SHAKIRA	66.0 M
23	KATY PERRY	63.5 M
24	DUA LIPA	63.4 M
25	TRAVIS SCOTT	62.7 M
26	SIA	62.2 M
27	PITBULL	60.0 M
28	KANYE WEST	59.3 M
29	LANA DEL REY	58.8 M
30	CHRIS BROWN	58.8 M

#	ARTIST	MONTHLY LISTENERS
31	DOJA CAT	56.9 M
32	BEYONCÉ	56.7 M
33	BLACK EYED PEAS	56.6 M
34	SOMBR	56.2 M
35	DADDY YANKEE	55.7 M
36	IMAGINE DRAGONS	54.9 M
37	KPOP DEMON HUNTERS CAST	54.8 M
38	MARSHMELLO	54.1 M
39	ALEX WARREN	54.0 M
40	TATE MCRAE	53.5 M

SOURCE: CHARTMASTERS; KEPIOS ANALYSIS OF DATA PUBLISHED ON SPOTIFY. **NOTE:** RANKINGS ARE BASED ON WORLDWIDE SPOTIFY ACTIVITY IN SEP 2025, BASED ON UNIQUE MONTHLY LISTENER ACCOUNTS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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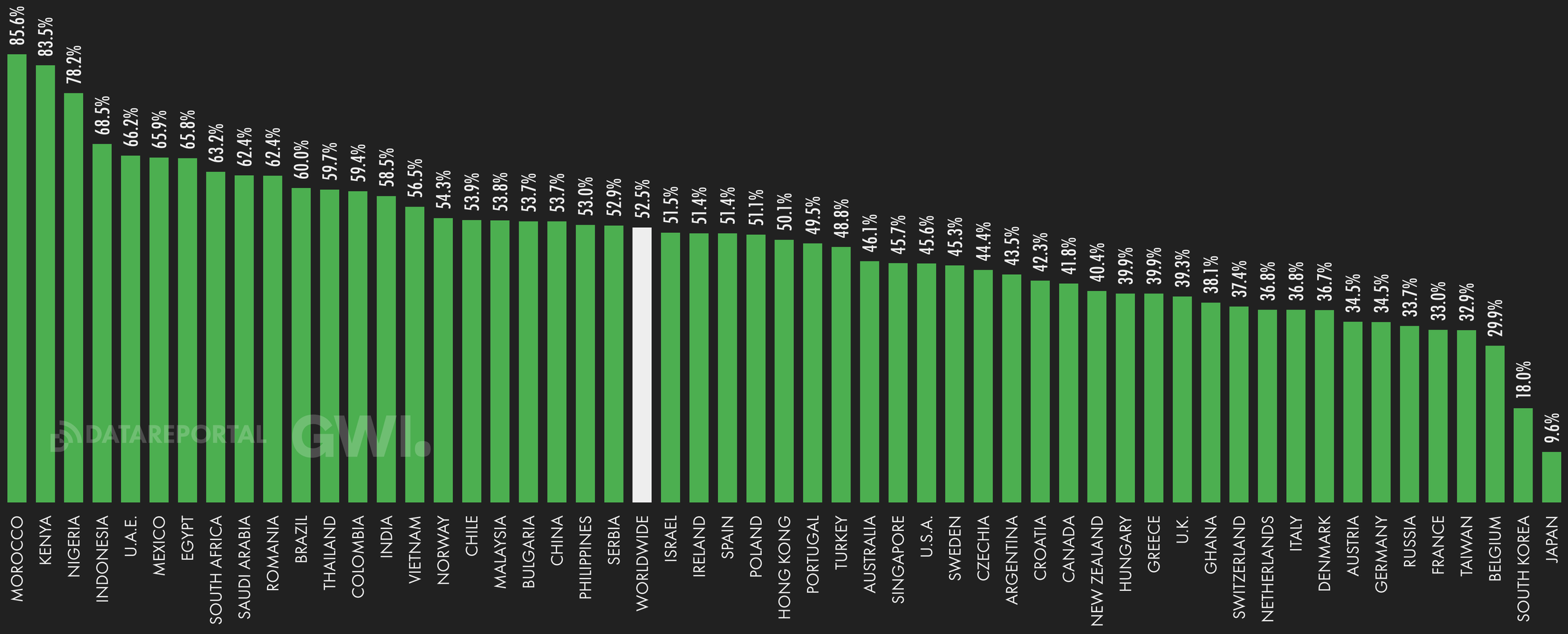
OCT 2025

LISTENING TO PODCASTS

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

NOTE: THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** SIGNIFICANT CHANGES TO THE SURVEY QUESTION THAT INFORMS THIS CHART. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK

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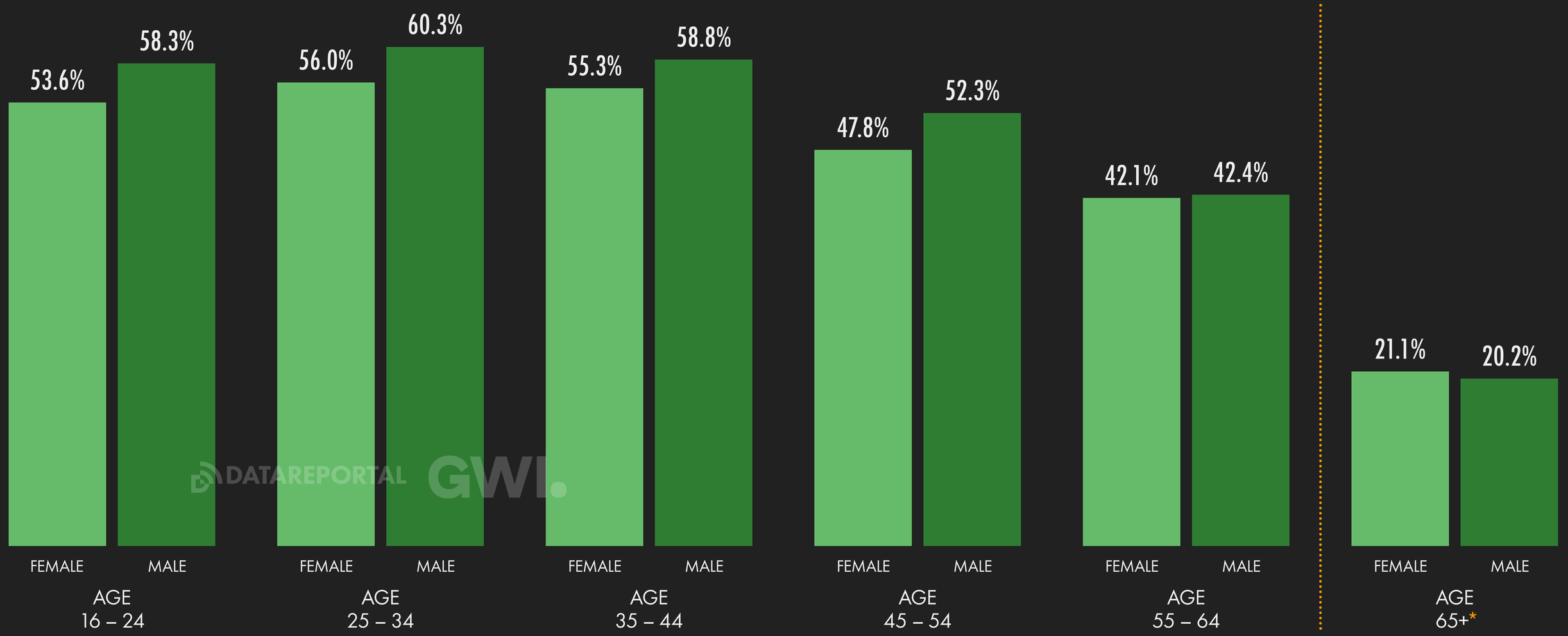
GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES TO THE SURVEY QUESTION THAT INFORMS THIS CHART. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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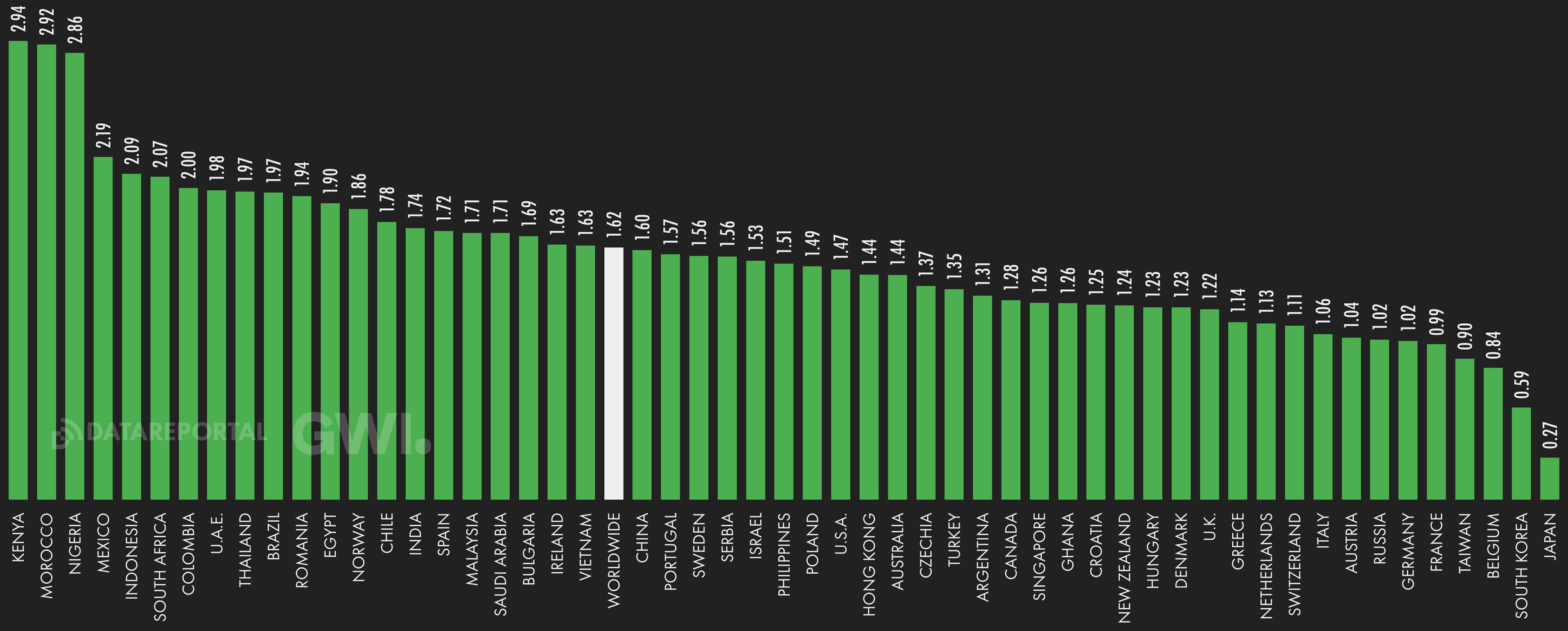
OCT 2025

FREQUENCY OF LISTENING TO PODCASTS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ LISTEN TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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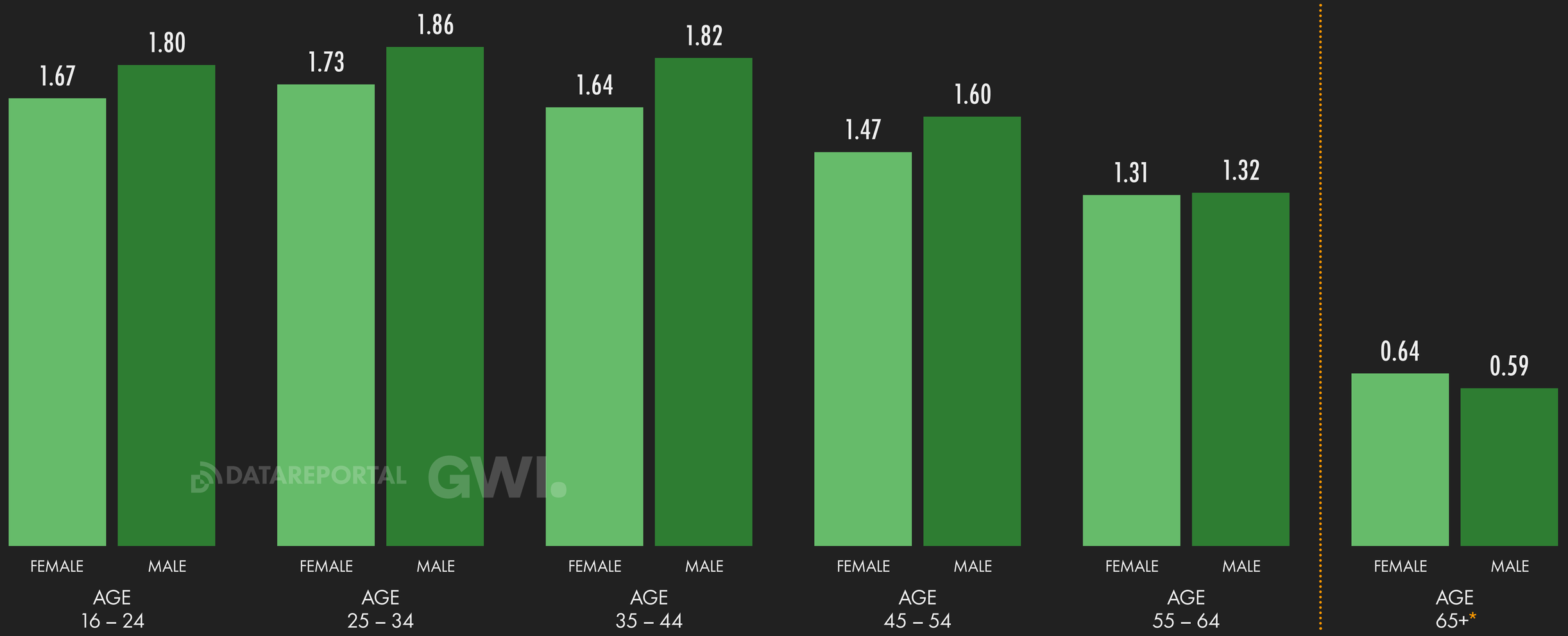
OCT 2025

FREQUENCY OF LISTENING TO PODCASTS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS LISTEN TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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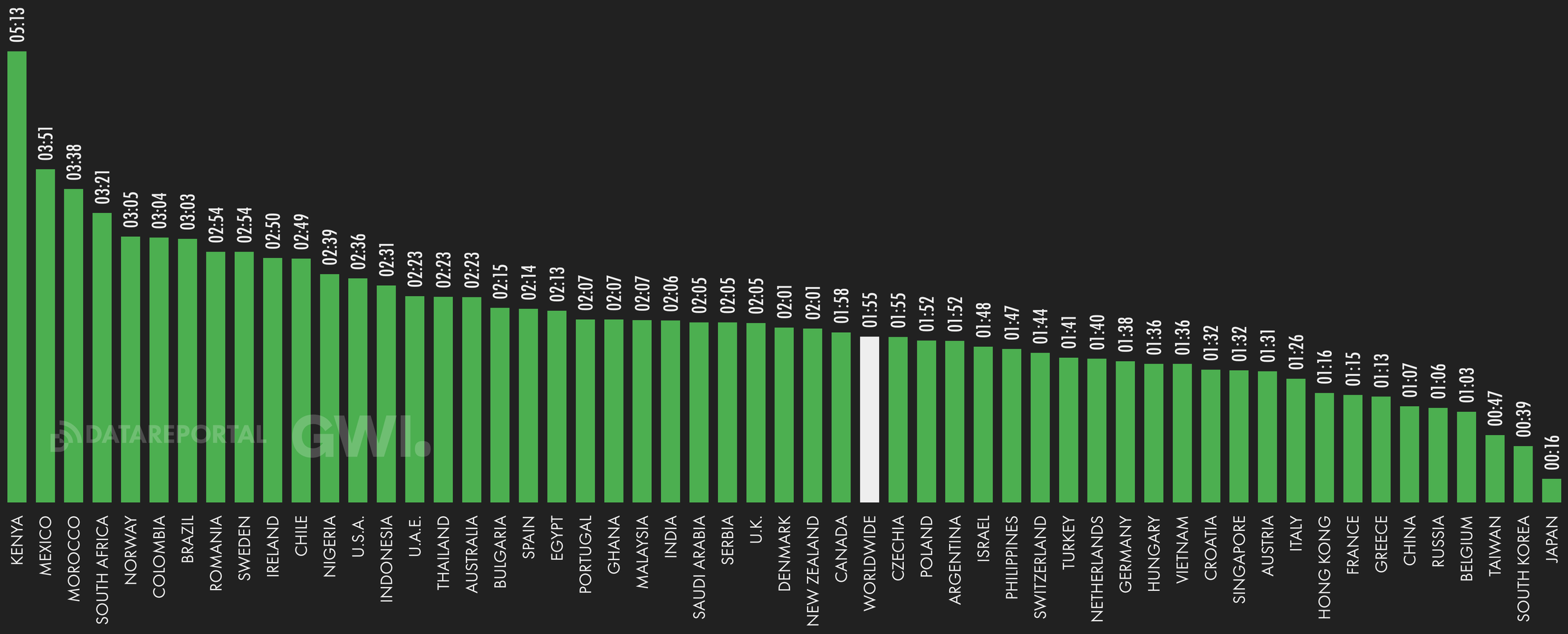
OCT 2025

TIME SPENT LISTENING TO PODCASTS

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

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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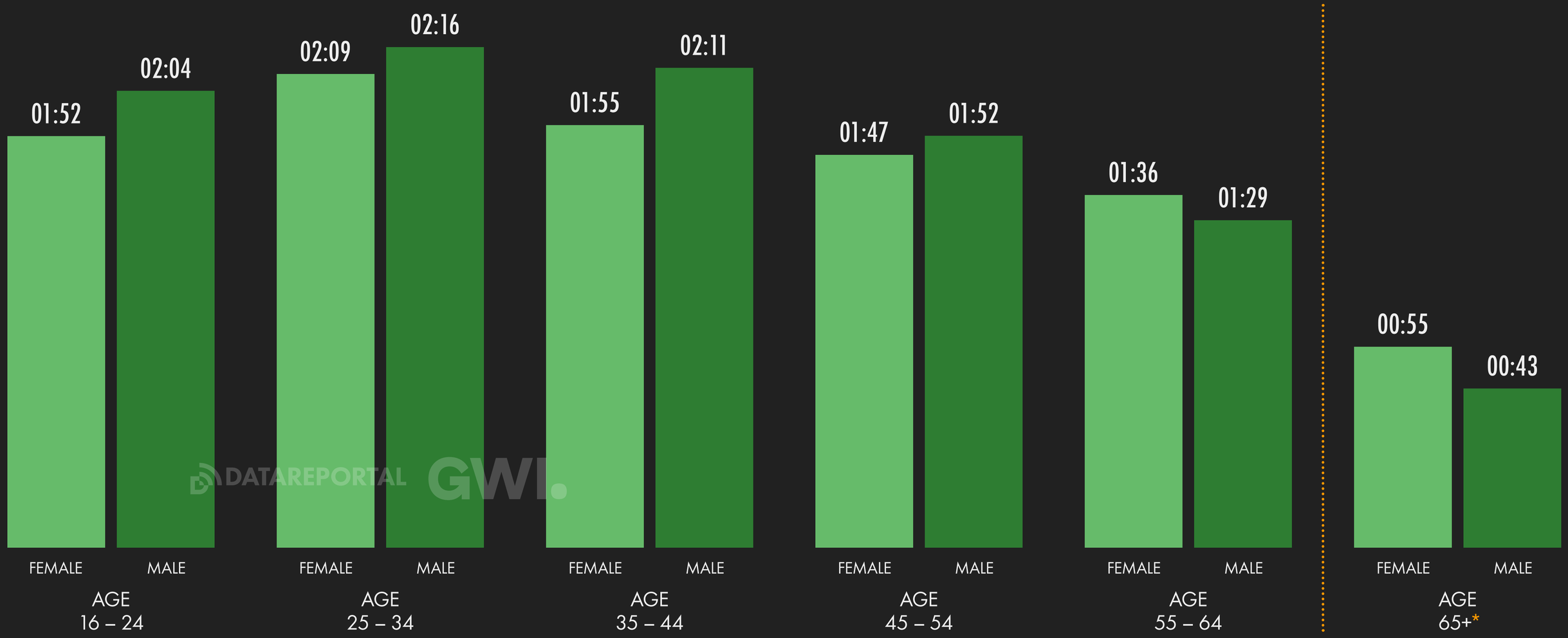
OCT 2025

TIME SPENT LISTENING TO PODCASTS

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

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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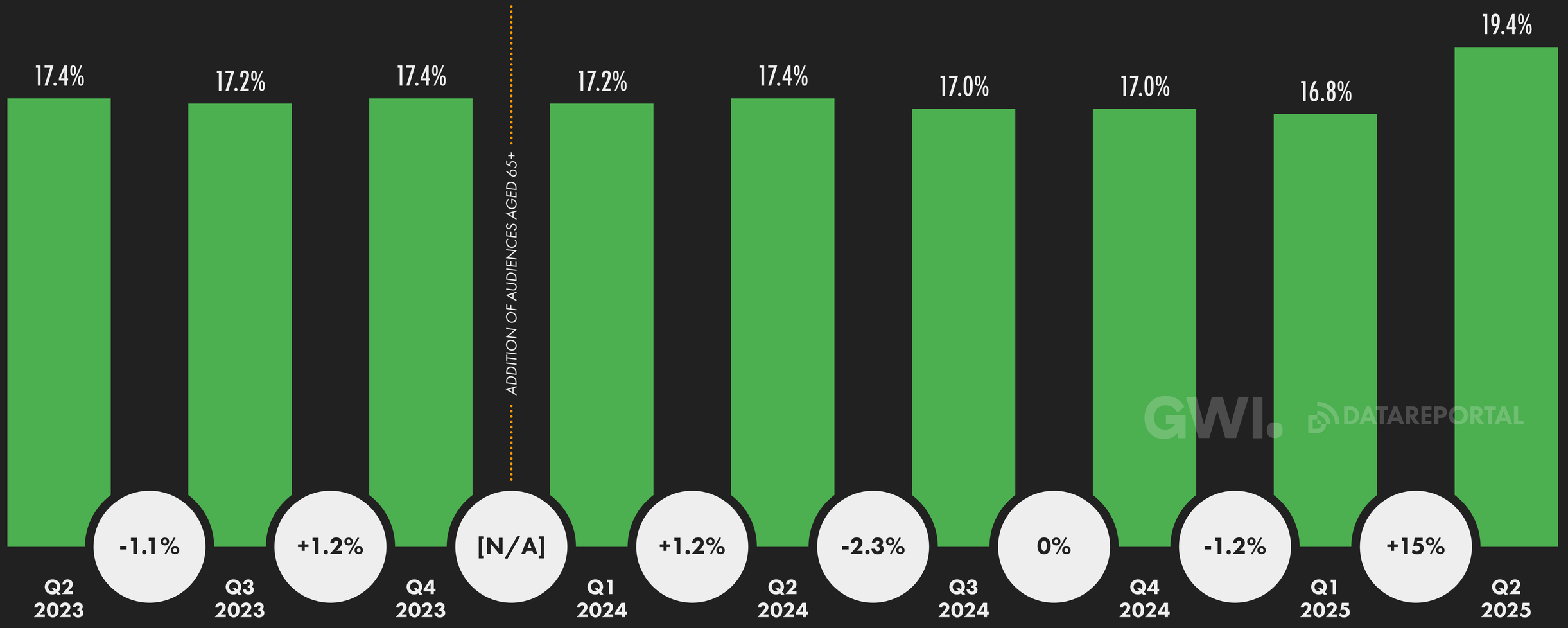
OCT 2025

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS AGED 16+ THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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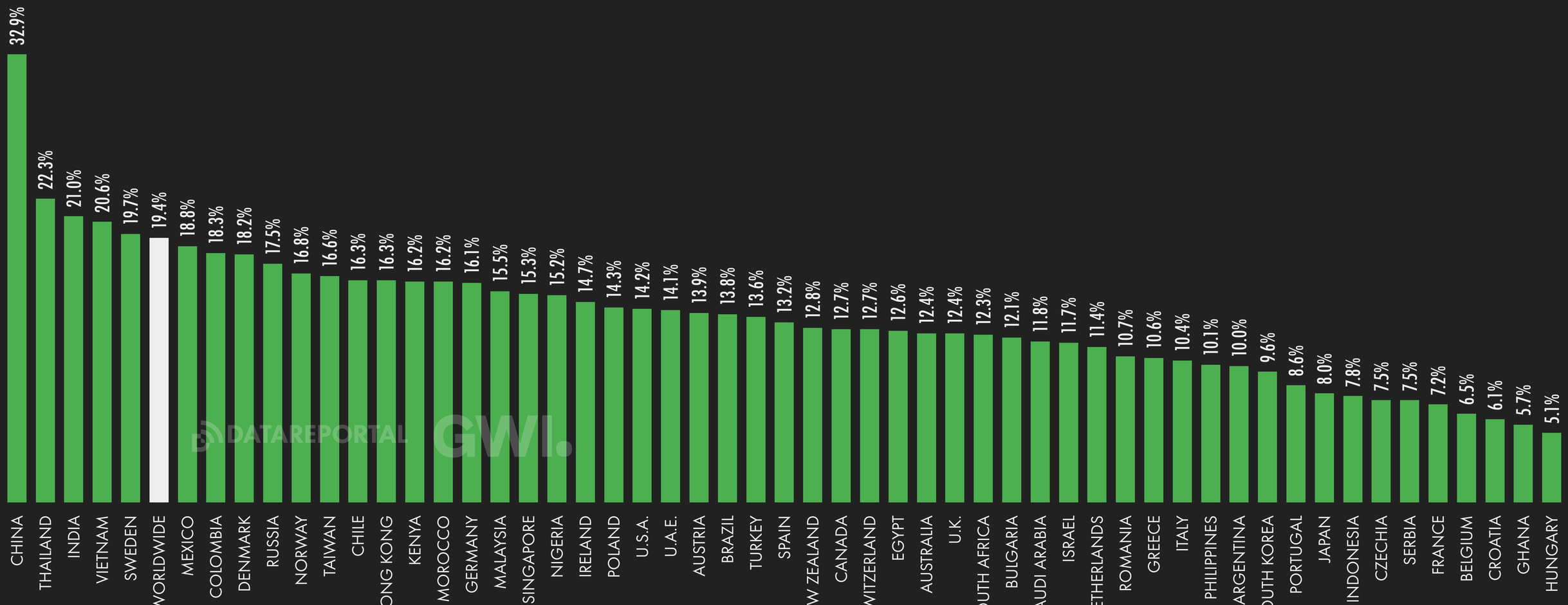
OCT 2025

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS AGED 16+ THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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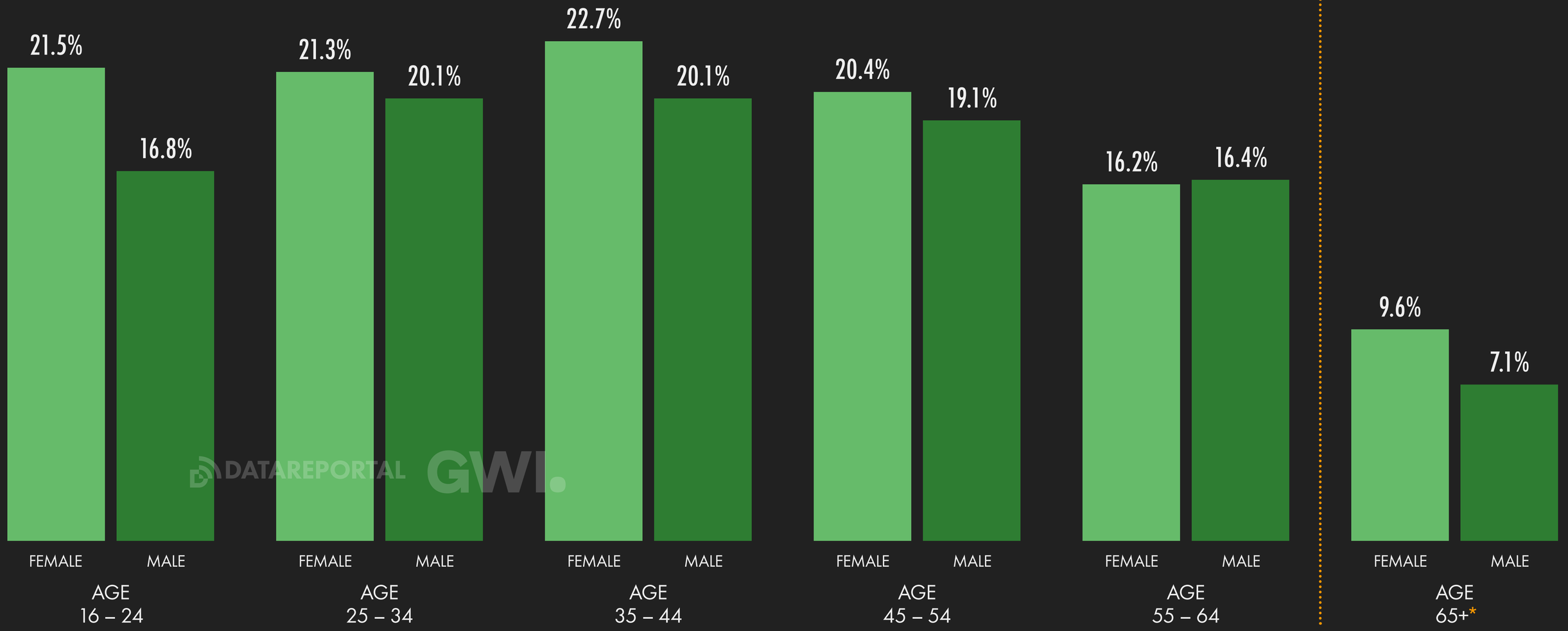
OCT 2025

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



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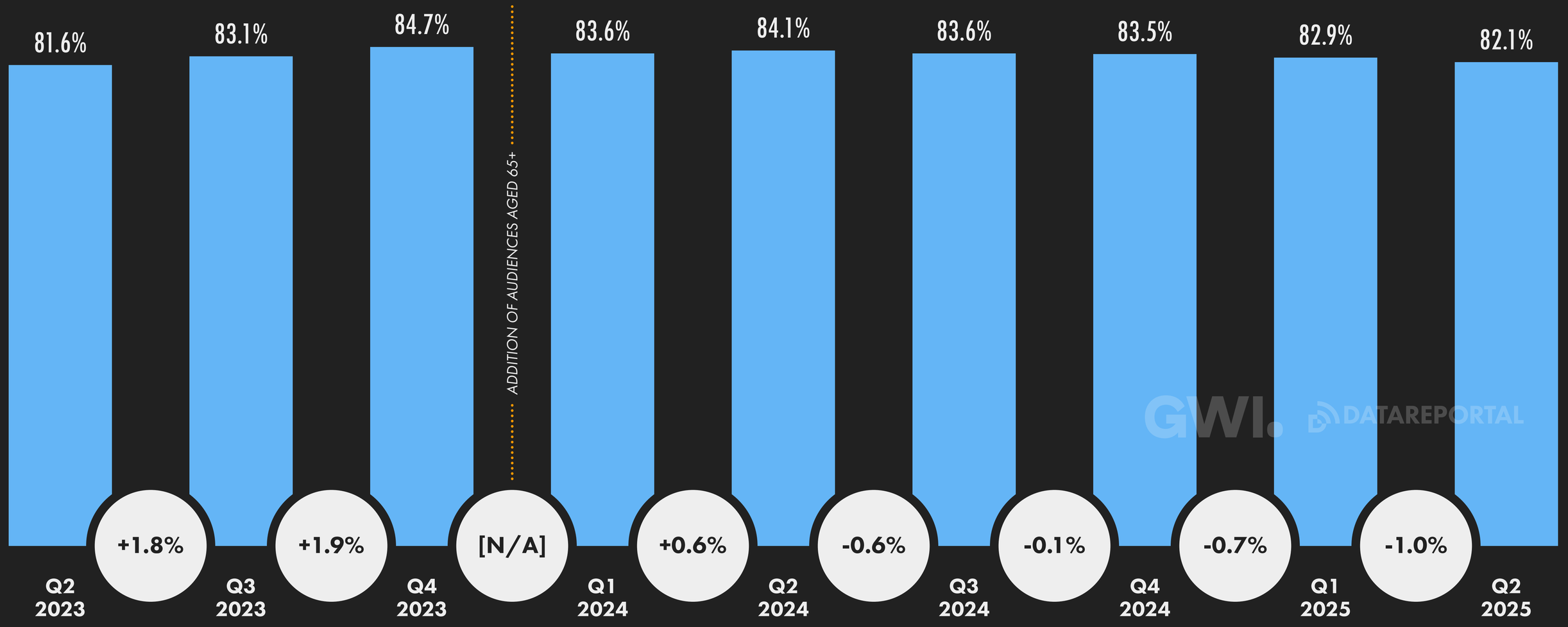
VIDEO GAMES

OCT 2025

PLAYING VIDEO GAMES (QOQ)

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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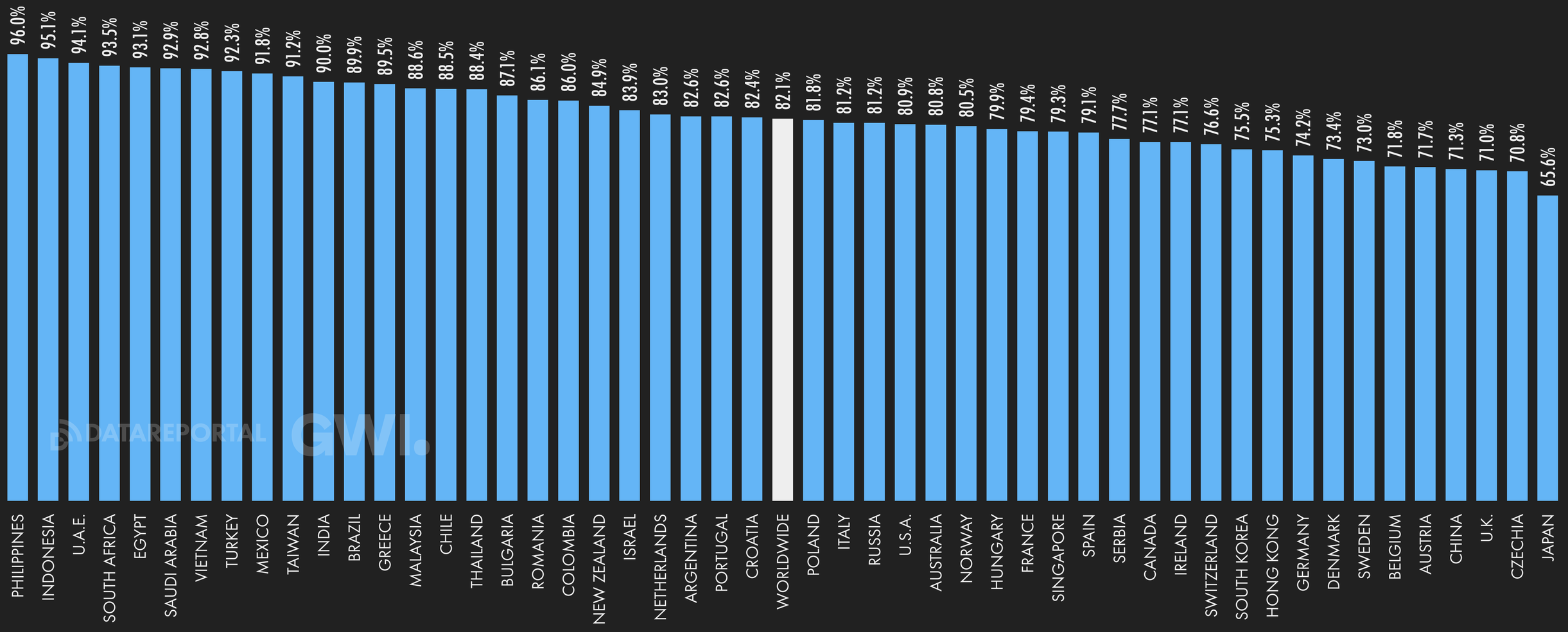
OCT 2025

PLAYING VIDEO GAMES

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

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTE:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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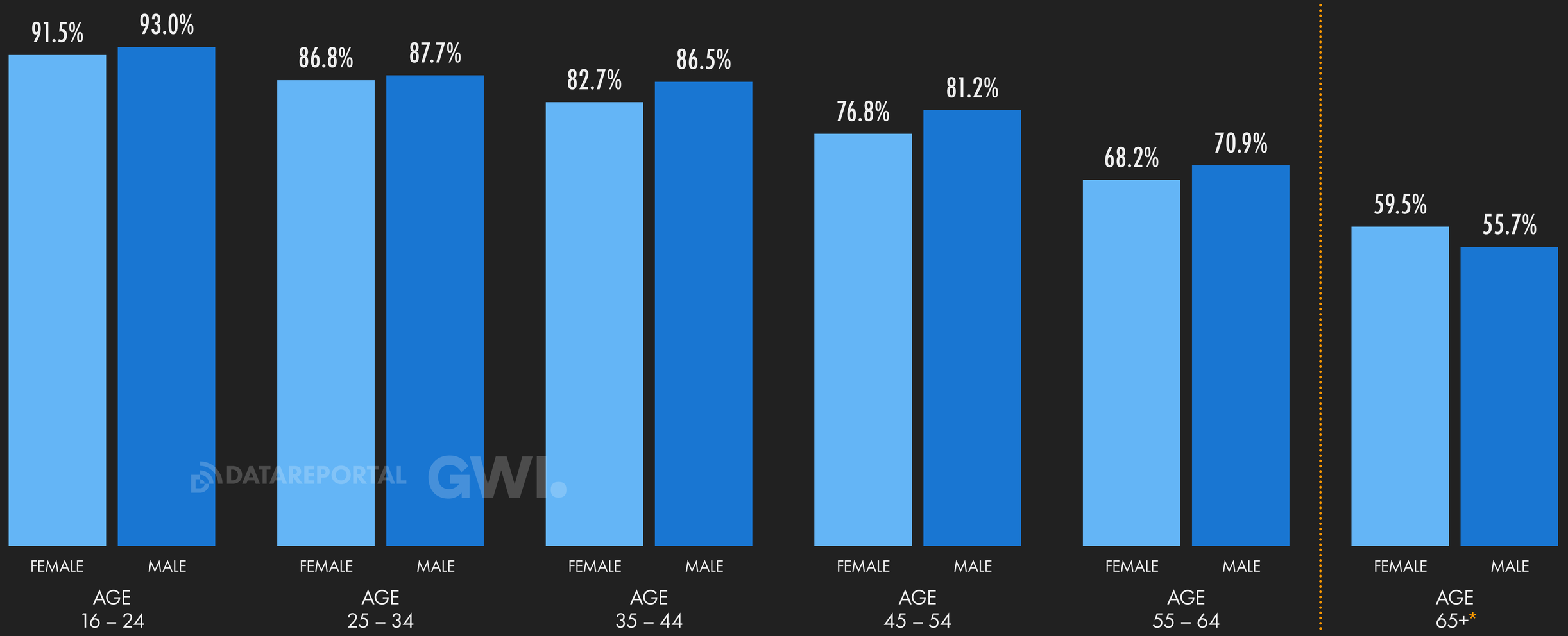
OCT 2025

PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **NOTES:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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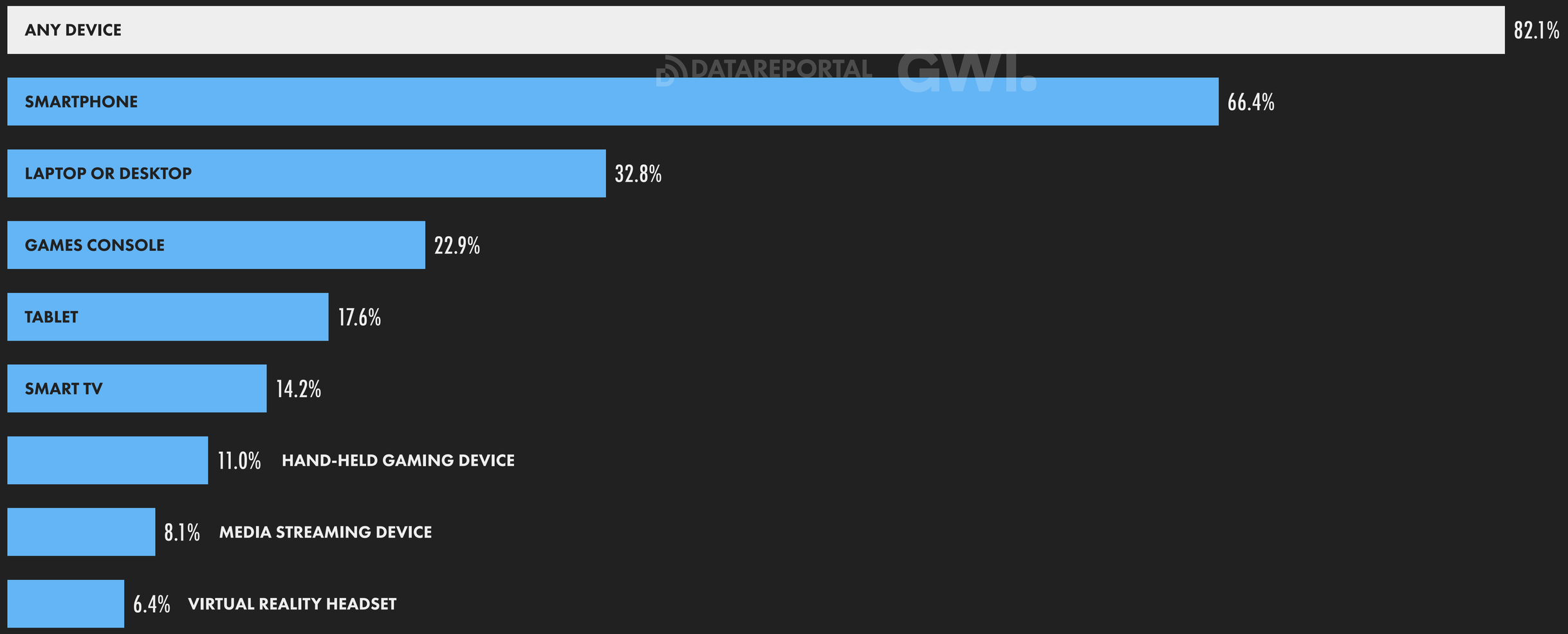
OCT 2025

DEVICES USED TO PLAY VIDEO GAMES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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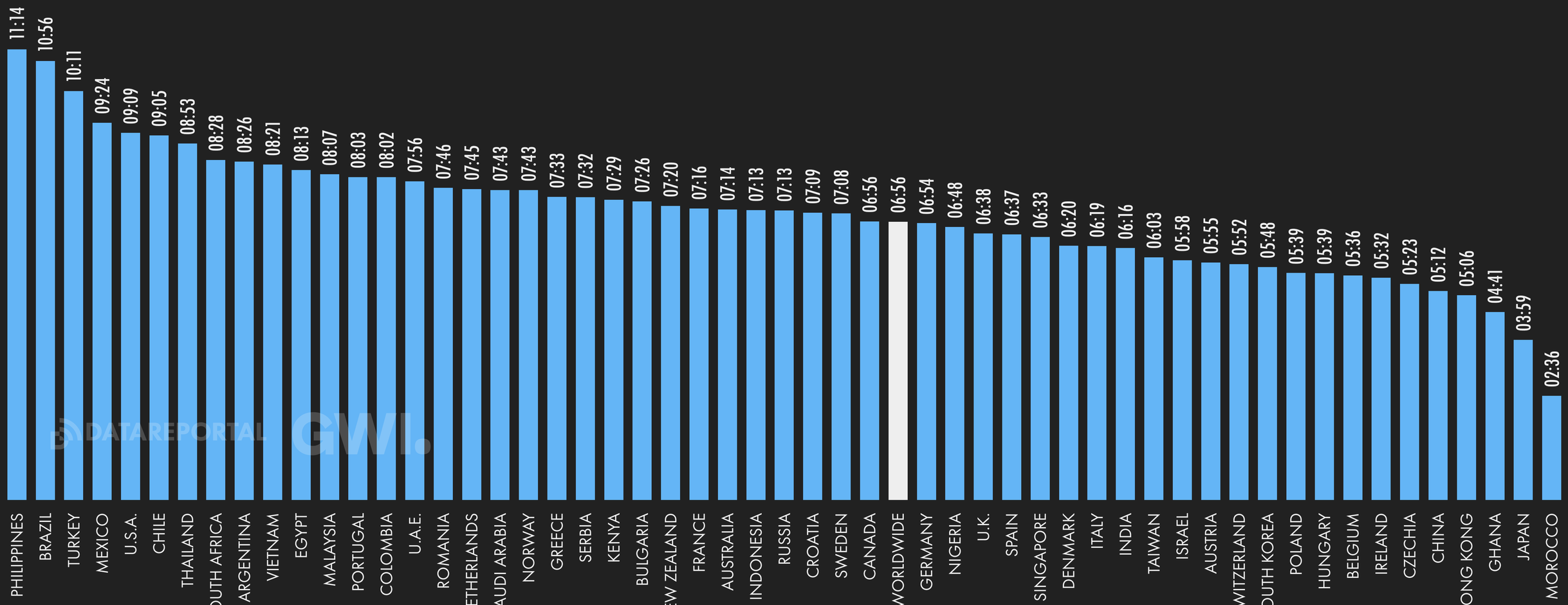
WEEKLY TIME SPENT PLAYING VIDEO GAMES

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND PLAYING VIDEO GAMES ON MOBILES, CONSOLES, AND COMPUTERS

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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SOURCE: GWI (Q2 2025). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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OCT 2025

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WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND PLAYING VIDEO GAMES ON MOBILES, CONSOLES, AND COMPUTERS

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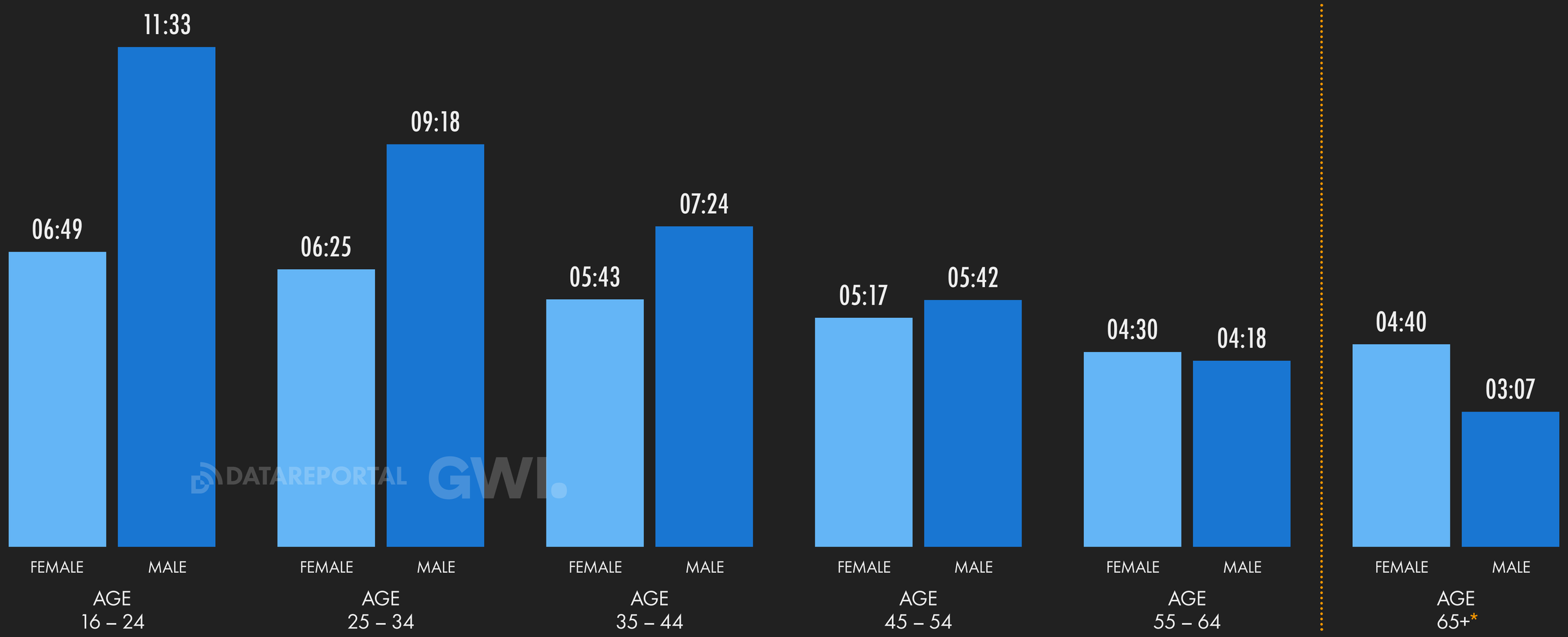
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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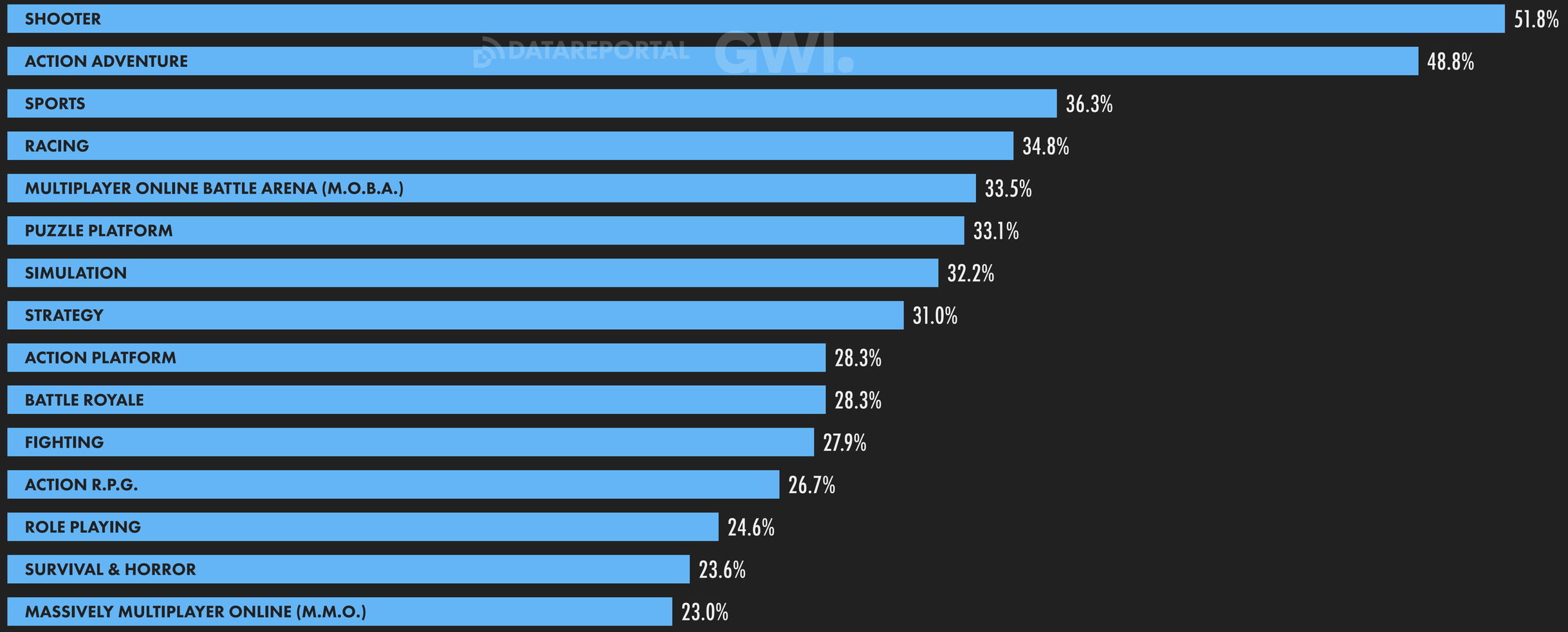
OCT 2025

MOST POPULAR VIDEO GAME FORMATS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

MOST POPULAR VIDEO GAME FORMATS

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SHOOTER	62.0%	SHOOTER	60.0%	SHOOTER	53.9%	SHOOTER	42.7%	SHOOTER	32.7%	PUZZLE PLATFORM	21.5%
ACTION ADVENTURE	58.9%	ACTION ADVENTURE	55.4%	ACTION ADVENTURE	50.2%	ACTION ADVENTURE	41.5%	ACTION ADVENTURE	31.4%	FREE-TO-PLAY CASINO	17.7%
SPORTS	39.2%	SPORTS	42.4%	SPORTS	39.3%	PUZZLE PLATFORM	32.5%	PUZZLE PLATFORM	29.3%	ONLINE BOARD GAMES	14.4%
M.O.B.A.	38.7%	M.O.B.A.	41.7%	RACING	38.2%	RACING	32.4%	SPORTS	24.8%	ACTION ADVENTURE	10.7%
SIMULATION	38.3%	RACING	40.1%	PUZZLE PLATFORM	35.3%	SPORTS	31.8%	RACING	23.4%	SHOOTER	9.0%
BATTLE ROYALE	37.4%	SIMULATION	37.9%	M.O.B.A.	35.1%	STRATEGY	28.6%	SIMULATION	22.1%	SPORTS	8.2%
RACING	36.7%	STRATEGY	36.0%	STRATEGY	33.0%	SIMULATION	26.9%	STRATEGY	21.2%	SIMULATION	7.7%
STRATEGY	33.5%	PUZZLE PLATFORM	35.7%	SIMULATION	31.9%	M.O.B.A.	26.2%	ACTION PLATFORM	19.8%	ACTION PLATFORM	7.2%
PUZZLE PLATFORM	32.2%	BATTLE ROYALE	33.5%	ACTION PLATFORM	31.4%	ACTION PLATFORM	24.8%	M.O.B.A.	19.8%	RACING	7.2%
FIGHTING	31.3%	ACTION PLATFORM	33.2%	FIGHTING	31.2%	FIGHTING	23.0%	ACTION R.P.G.	16.9%	STRATEGY	6.1%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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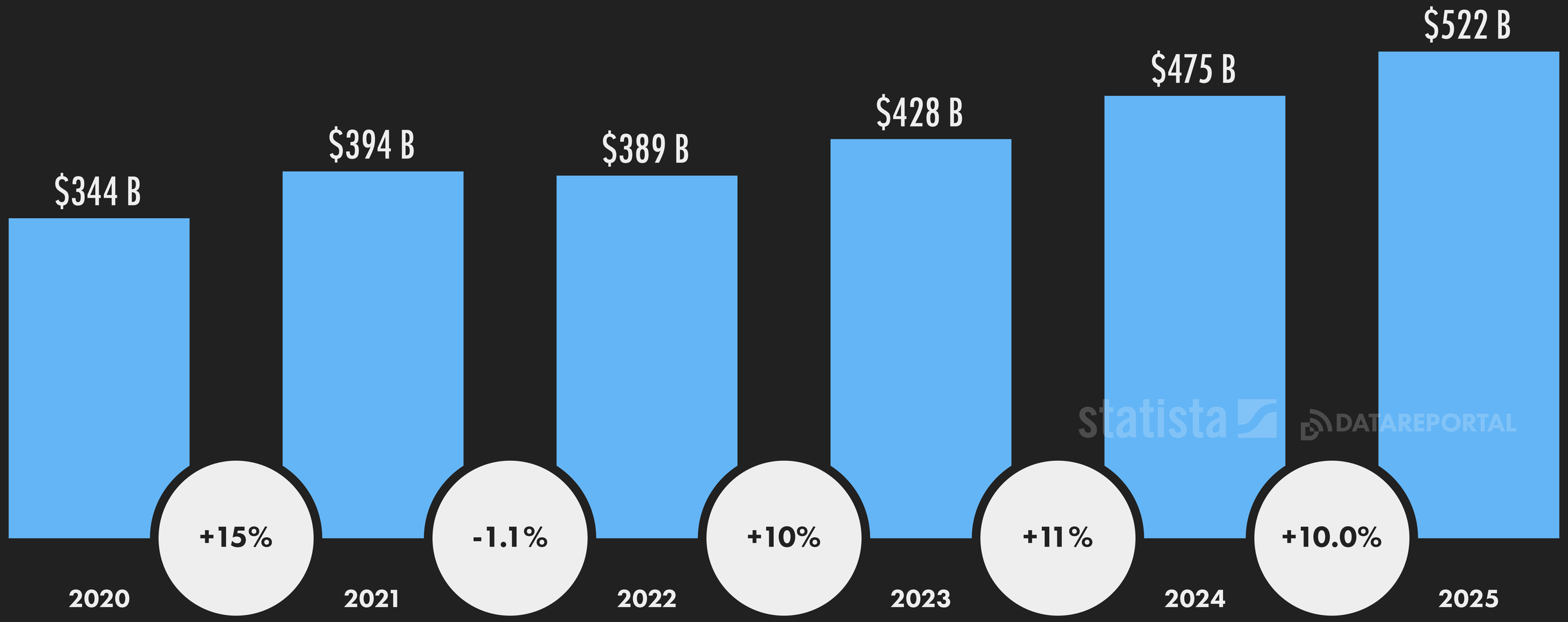
OCT 2025

TOTAL VALUE OF THE VIDEO GAME MARKET

ESTIMATED TOTAL ANNUAL CONSUMER REVENUES (IN U.S. DOLLARS) ASSOCIATED WITH THE VIDEO GAME MARKET (SOFTWARE AND HARDWARE)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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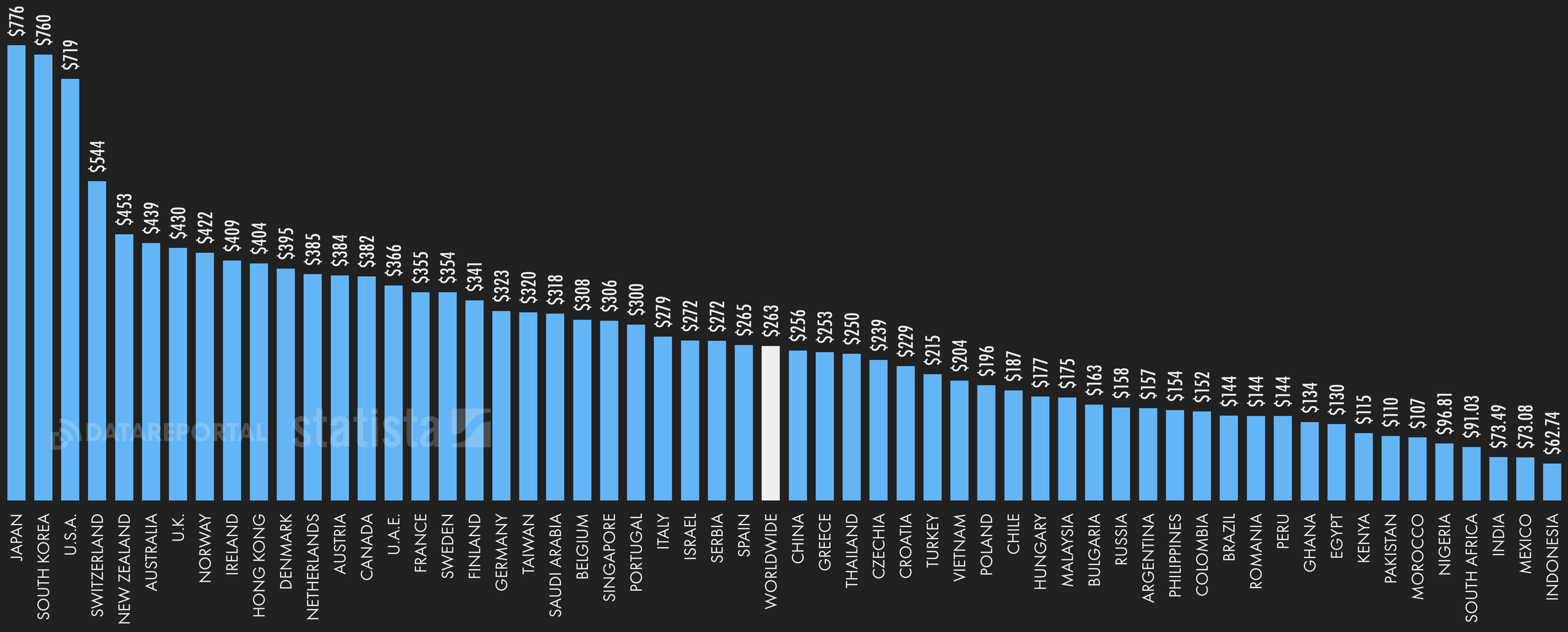
OCT 2025

ANNUAL REVENUE PER USER: VIDEO GAME MARKET

ESTIMATED AVERAGE ANNUAL CONSUMER REVENUES PER GAMER (IN U.S. DOLLARS) ASSOCIATED WITH VIDEO GAMES AND RELATED HARDWARE

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2025 REVENUE PER GAMER ON VIDEO GAMES AND ASSOCIATED HARDWARE, INCLUDING: ONLINE GAMES, MOBILE GAMES, GAMING NETWORKS, GAME DOWNLOADS, CLOUD GAMING, GAME LIVE-STREAMING, SALES OF VIDEO GAME HARDWARE AND PHYSICALLY SOLD GAMES, AND REVENUES ASSOCIATED WITH IN-GAME ADVERTISING. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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OCT 2025

TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES WITH THE GREATEST NUMBER OF MONTHLY ACTIVE USERS IN AUGUST 2025

GLOBAL OVERVIEW

#	GAME	COMPANY
01	ROBLOX	ROBLOX
02	BLOCK BLAST!	HUNGRY STUDIO
03	LUDO KING	GAMETION
04	FREE FIRE MAX x NARUTO	GARENA INTERNATIONAL
05	CANDY CRUSH SAGA	KING
06	CLASH ROYALE	SUPERCELL
07	SUBWAY SURFERS	SYBO
08	MOBILE LEGENDS: BANG BANG	MOONTON
09	FREE FIRE x NARUTO SHIPPUDEN	GARENA INTERNATIONAL
10	BRAWL STARS	SUPERCELL

#	GAME	COMPANY
11	MINECRAFT: DREAM IT, BUILD IT!	MOJANG
12	CHESS – PLAY & LEARN	CHESS.COM
13	EFOOTBALL	KONAMI
14	CLASH OF CLANS	SUPERCELL
15	8 BALL POOL	MINICLIP
16	PUBG MOBILE	TENCENT
17	POKÉMON GO	NIANTIC
18	EA SPORTS FC MOBILE SOCCER	ELECTRONIC ARTS
19	CROWD EXPRESS	ROLLIC GAMES
20	AHA GAMES: 10K+ OFFLINE GAMES	AHA GAMES

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR APPS LISTED IN THE GAME CATEGORIES OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2025. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS.

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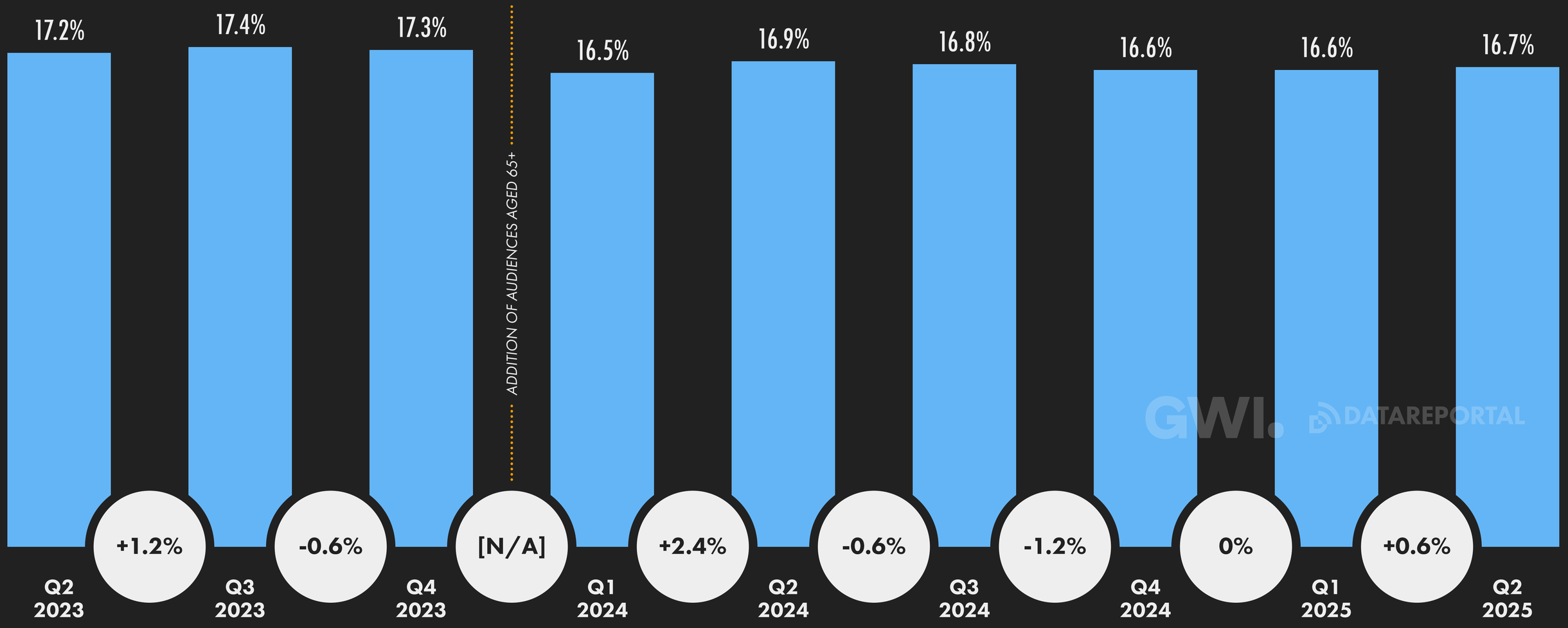
OCT 2025

INTEREST IN ESPORTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN ESPORTS

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN ESPORTS

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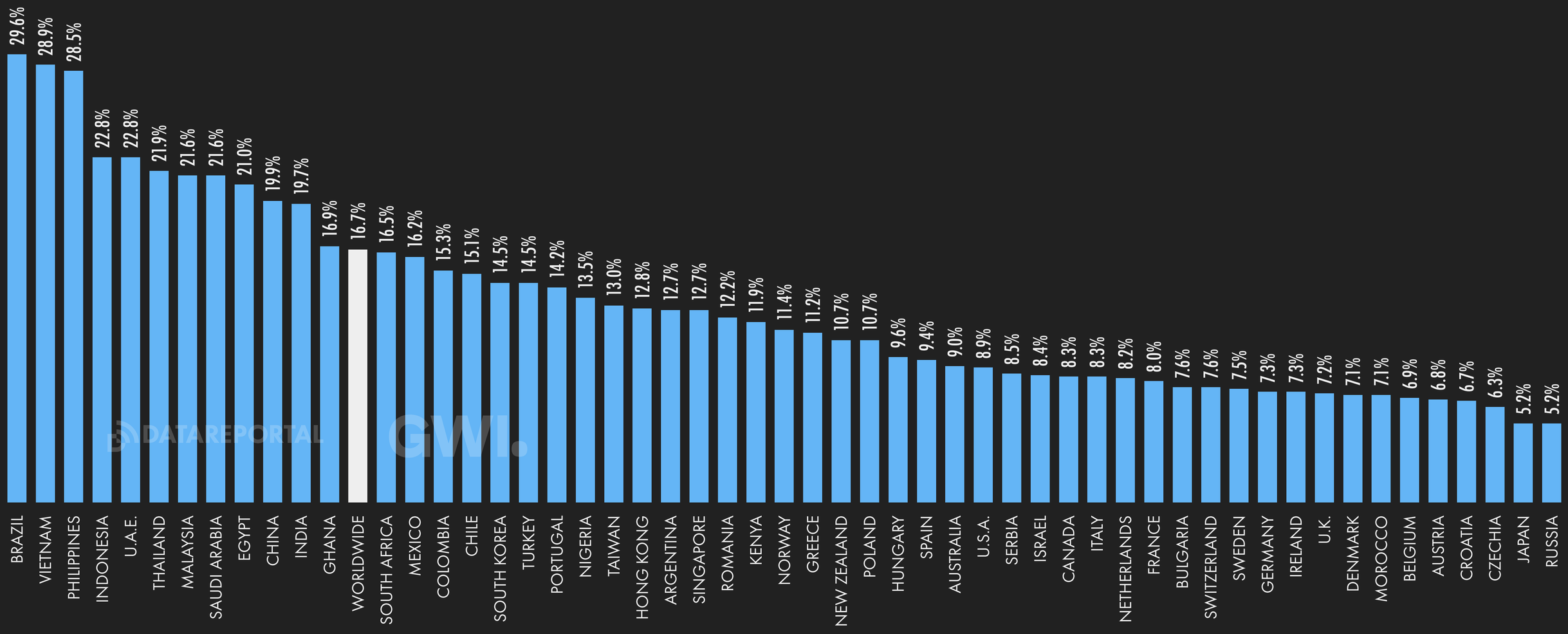

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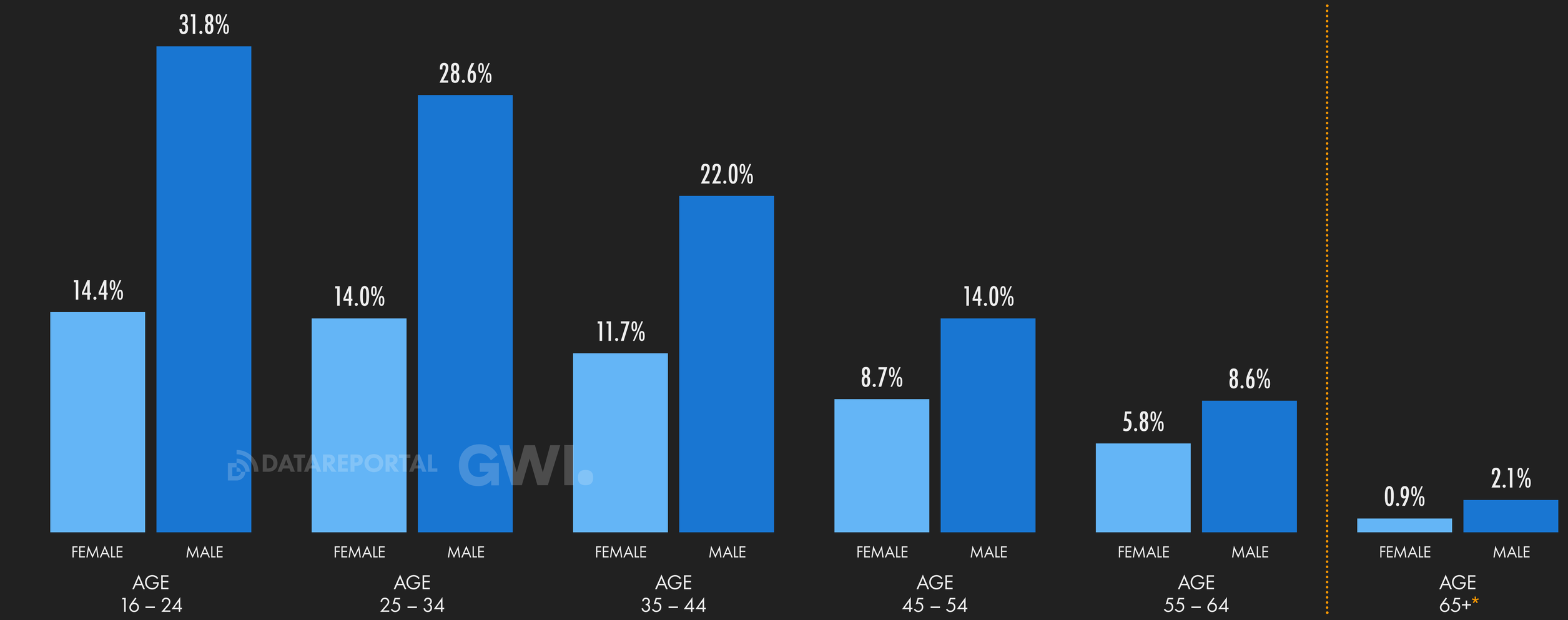
OCT 2025

INTEREST IN ESPORTS

PERCENTAGE OF INTERNET USERS WHO ARE INTERESTED IN ESPORTS

GLOBAL OVERVIEW



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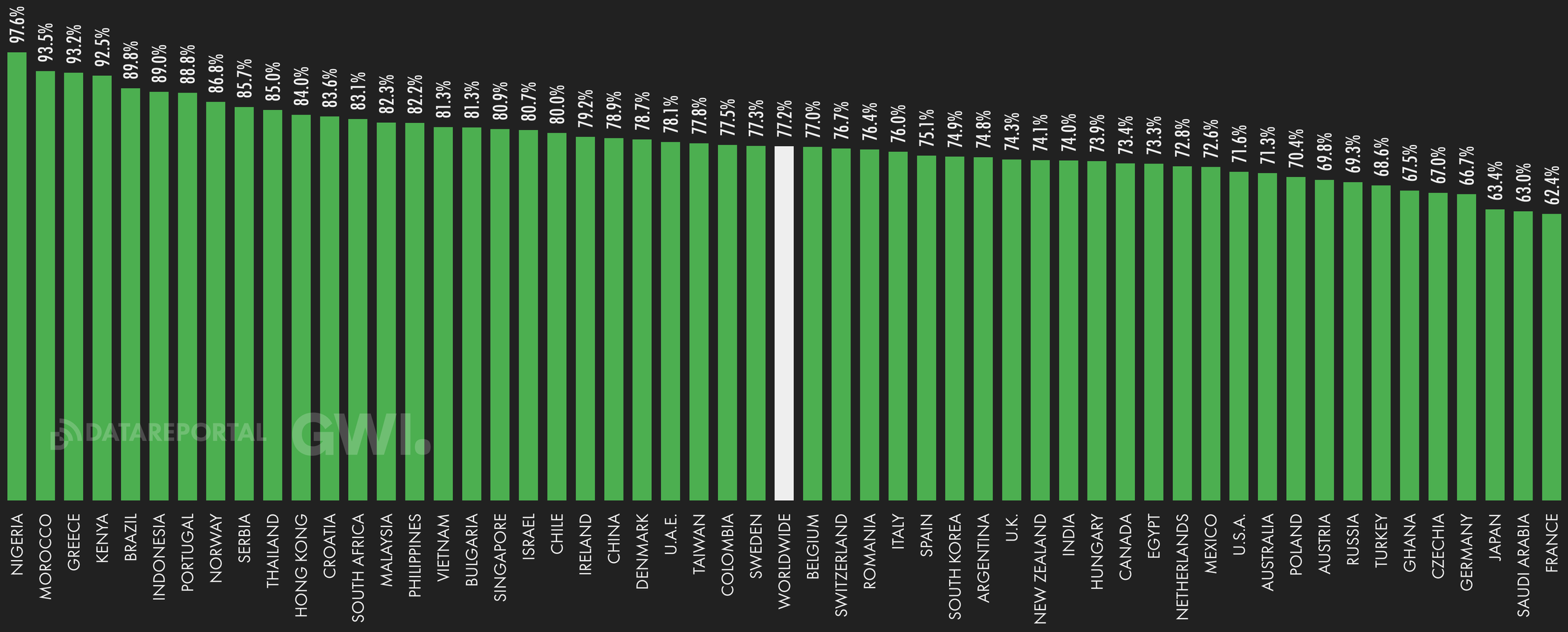
DIGITAL NEWS

OCT 2025

CONSUMPTION OF NEWS VIA ONLINE MEDIA

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME NEWS VIA DIGITAL CHANNELS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **POTENTIAL MISMATCHES:** DATA SHOWN ON THIS CHART IS BASED ON THE FREQUENCY WITH WHICH PEOPLE SAY THEY CONSUME NEWS CONTENT ONLINE, AND VALUES MAY DIFFER MEANINGFULLY FROM VALUES BASED ON DATA FOR THE ACTIVE USE OF DEDICATED NEWS APPS AND WEBSITES SHOWN ELSEWHERE IN THIS REPORT. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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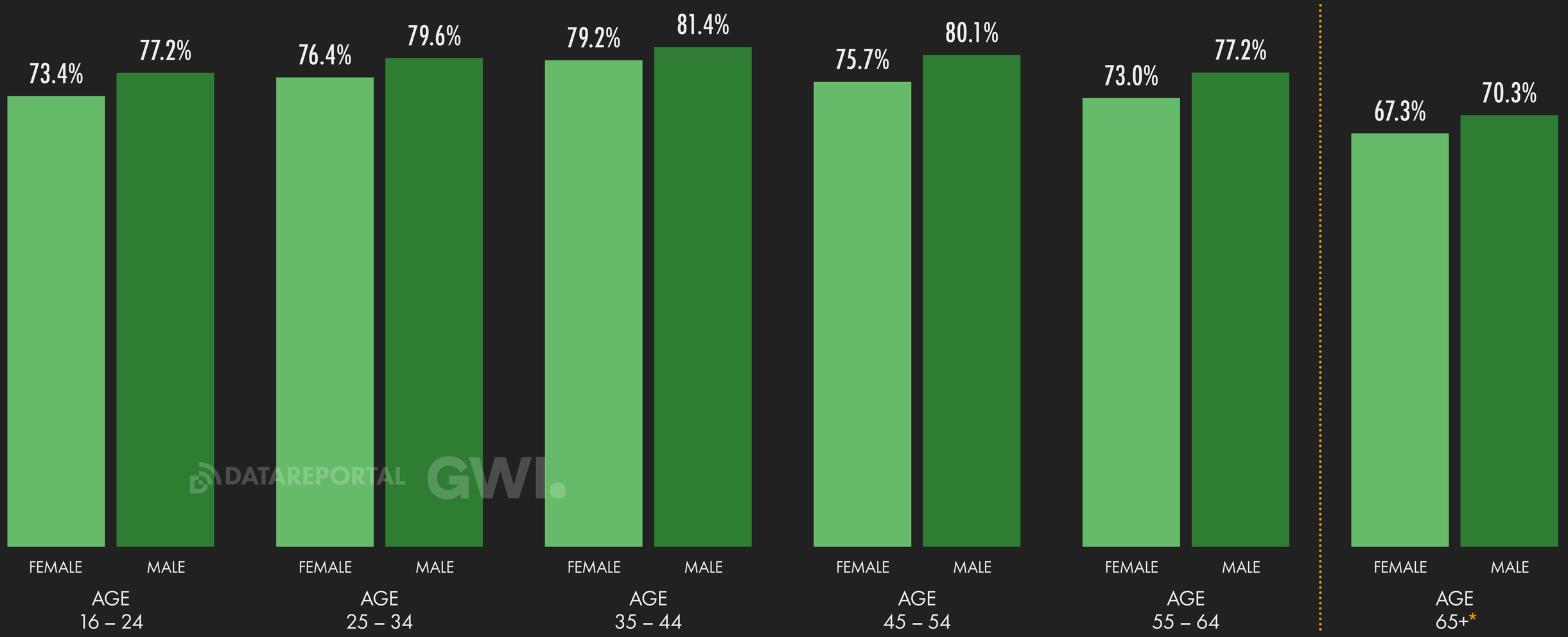
OCT 2025

CONSUMPTION OF NEWS VIA ONLINE MEDIA

THE PERCENTAGE OF INTERNET USERS WHO CONSUME NEWS VIA DIGITAL CHANNELS EACH WEEK

GLOBAL OVERVIEW



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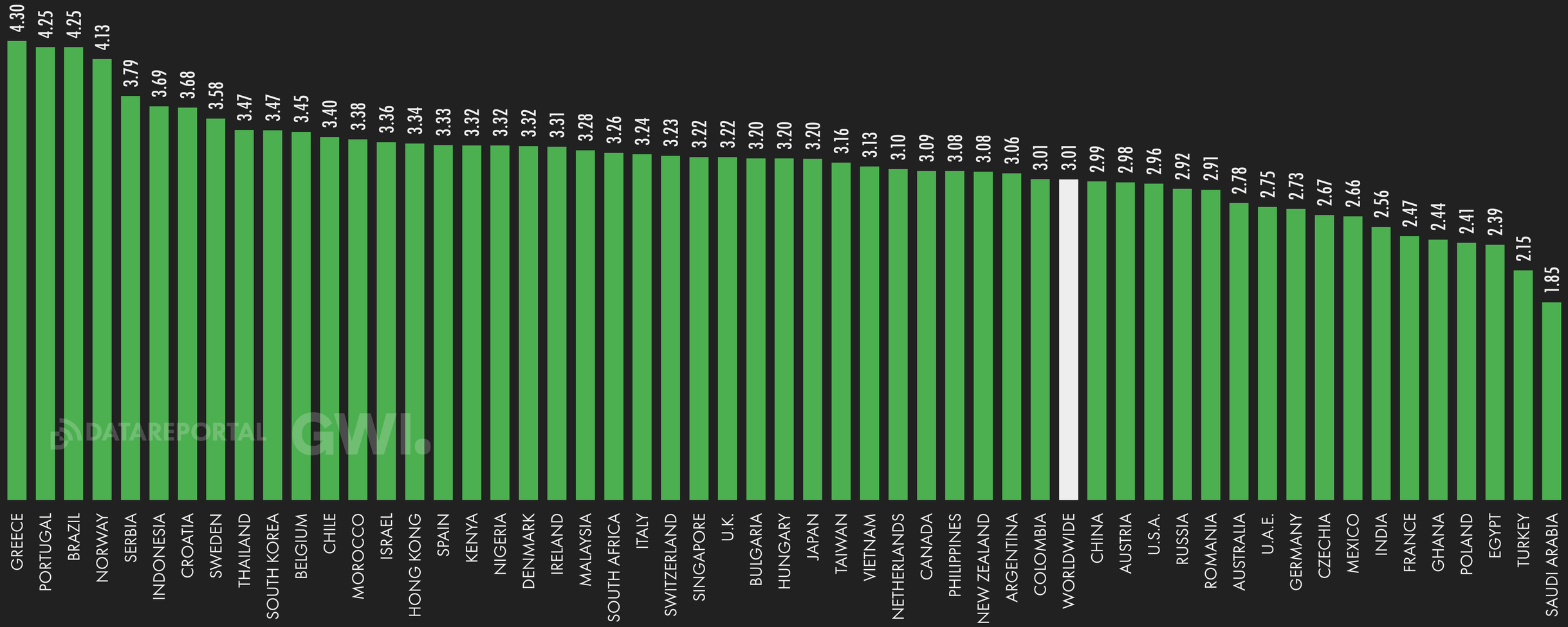
OCT 2025

FREQUENCY OF ONLINE PRESS USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS AGED 16+ CONSUME ONLINE PRESS CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

FREQUENCY OF ONLINE PRESS USE

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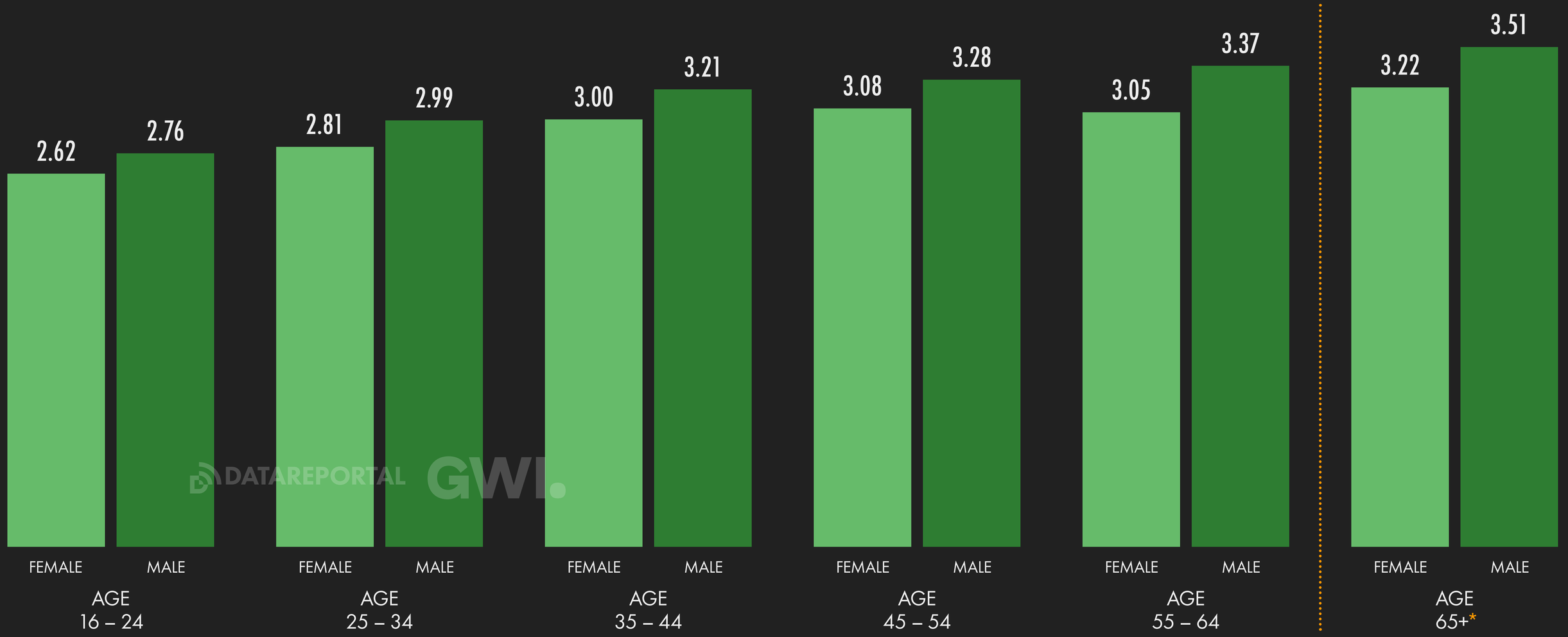
GLOBAL OVERVIEW



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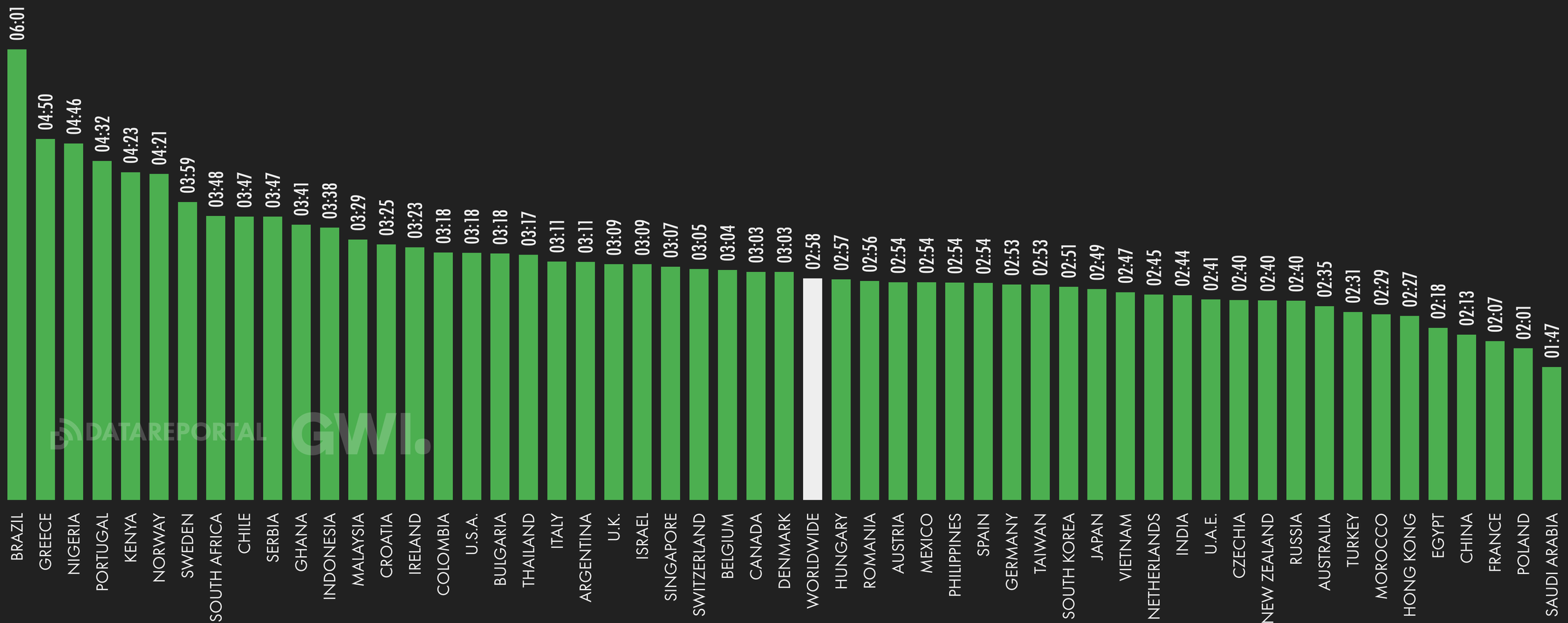
OCT 2025

WEEKLY TIME SPENT USING ONLINE PRESS MEDIA

THE AVERAGE WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND CONSUMING ONLINE PRESS MEDIA

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



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OCT 2025

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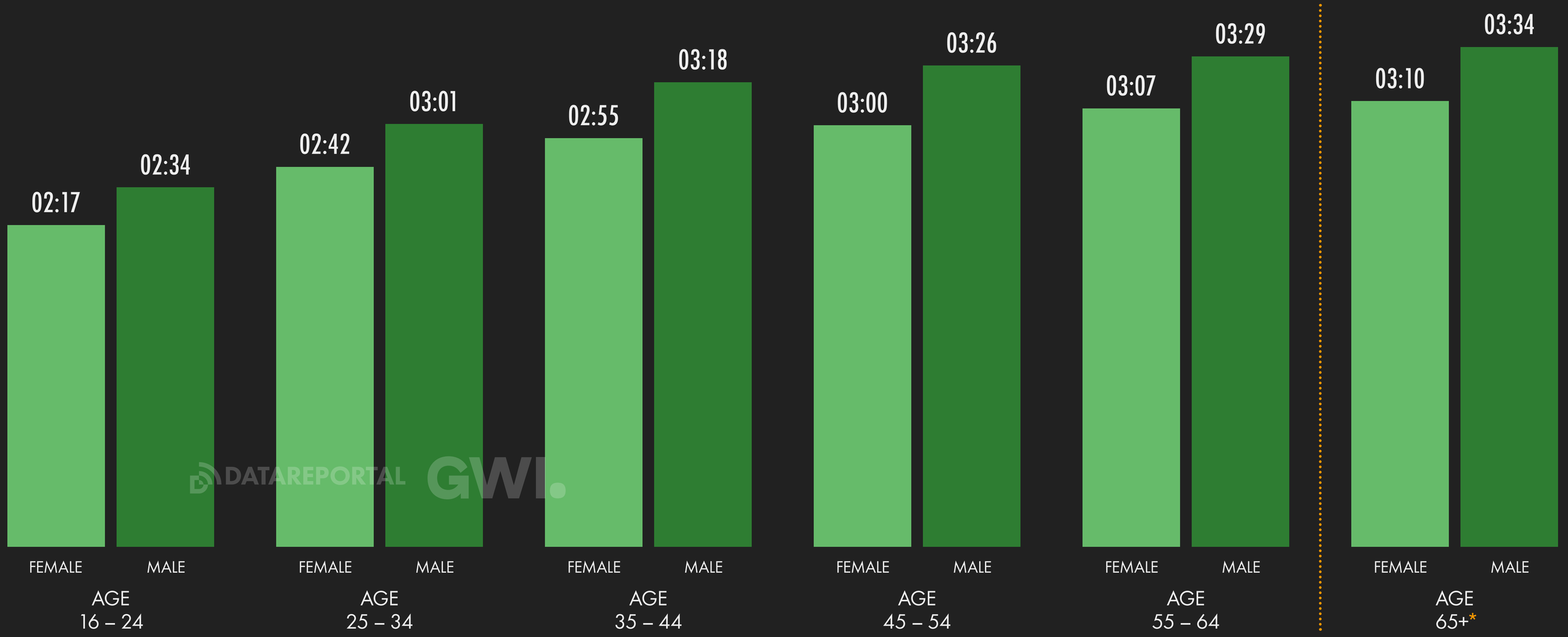

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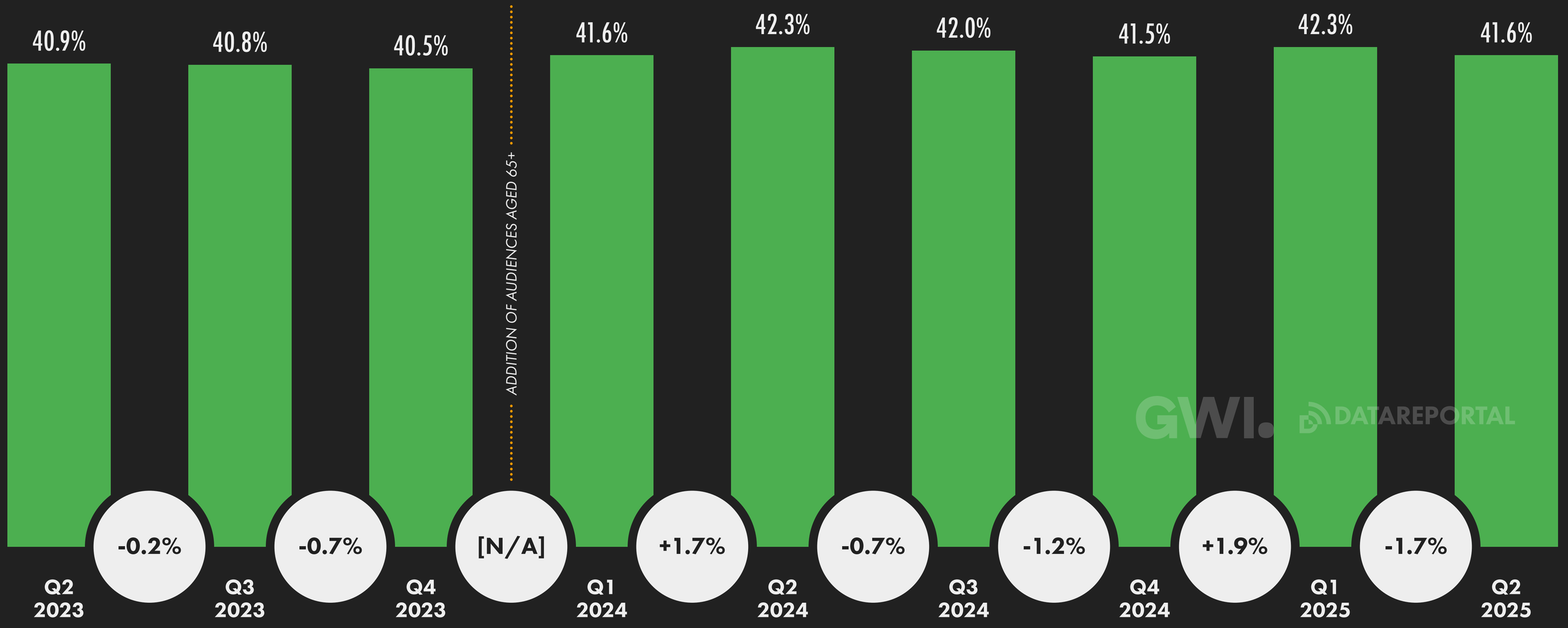
OCT 2025

INTEREST IN NEWS AND CURRENT AFFAIRS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN NEWS AND CURRENT AFFAIRS (REGARDLESS OF DELIVERY CHANNEL)

GLOBAL OVERVIEW



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OCT 2025

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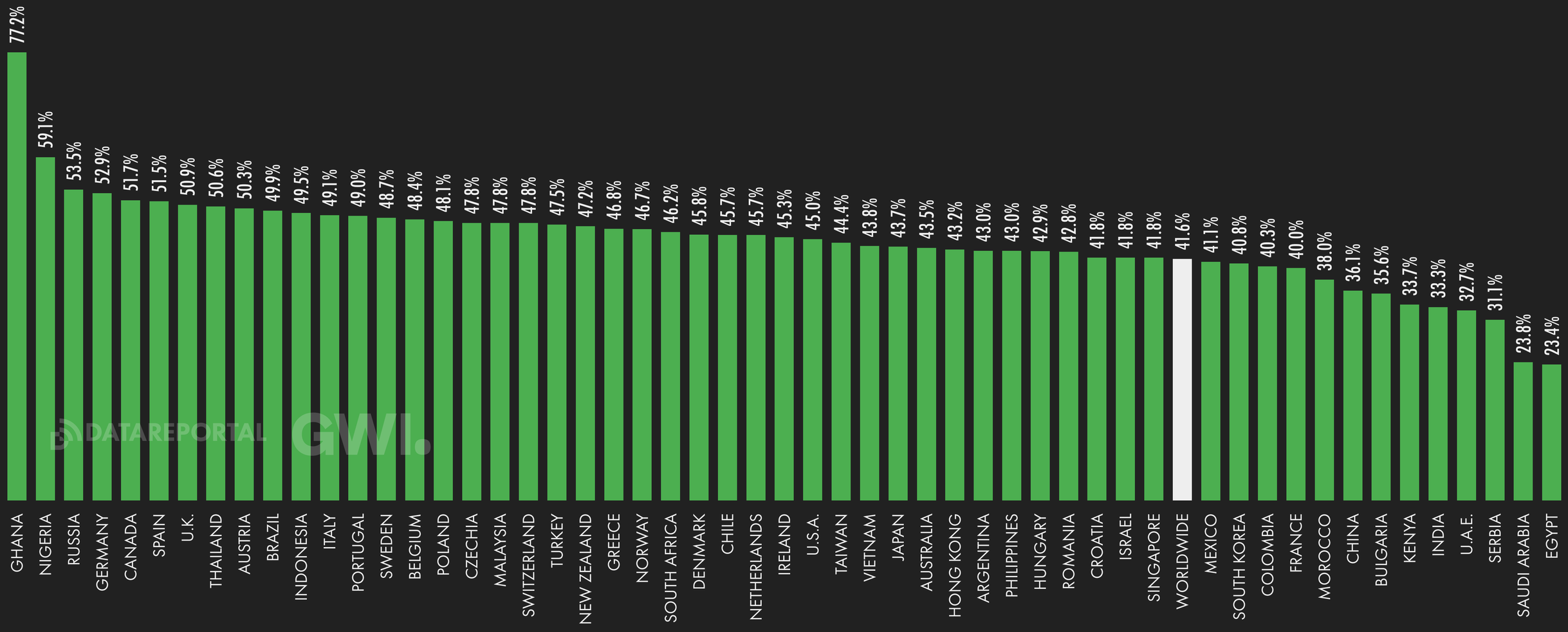

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OCT 2025

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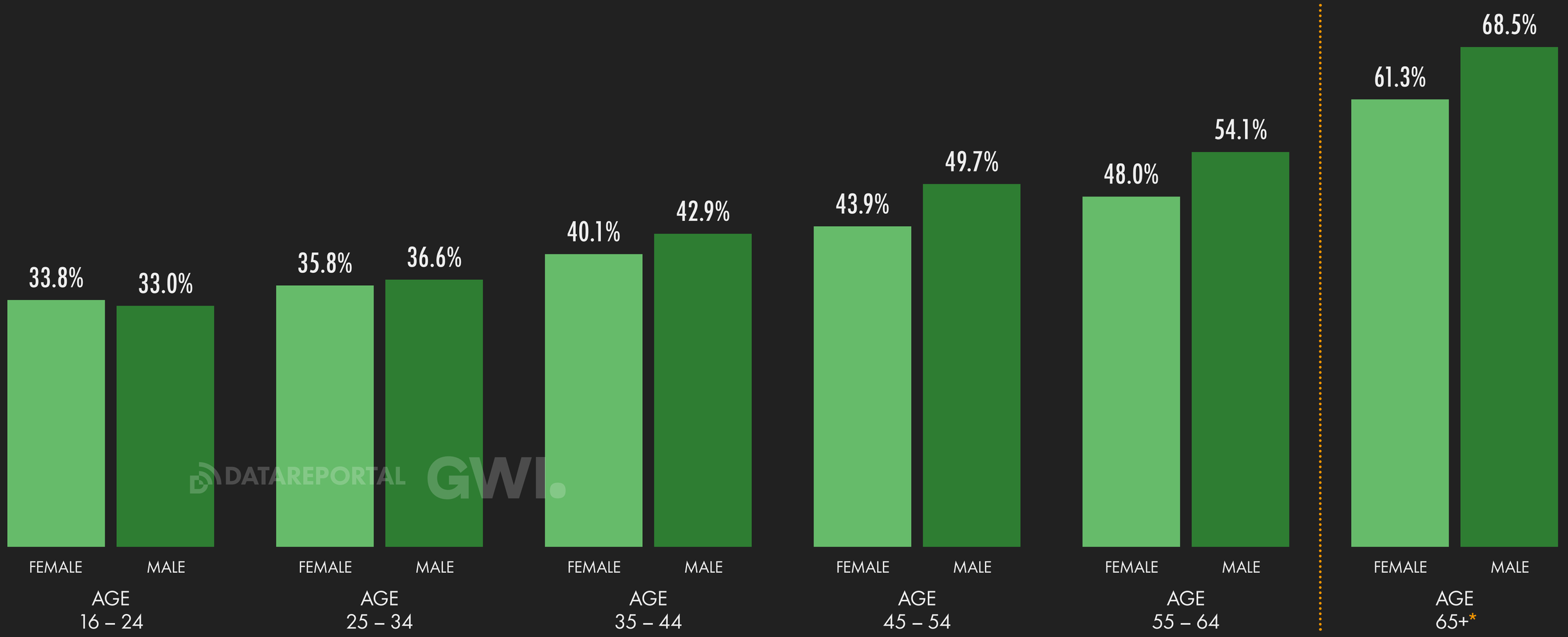

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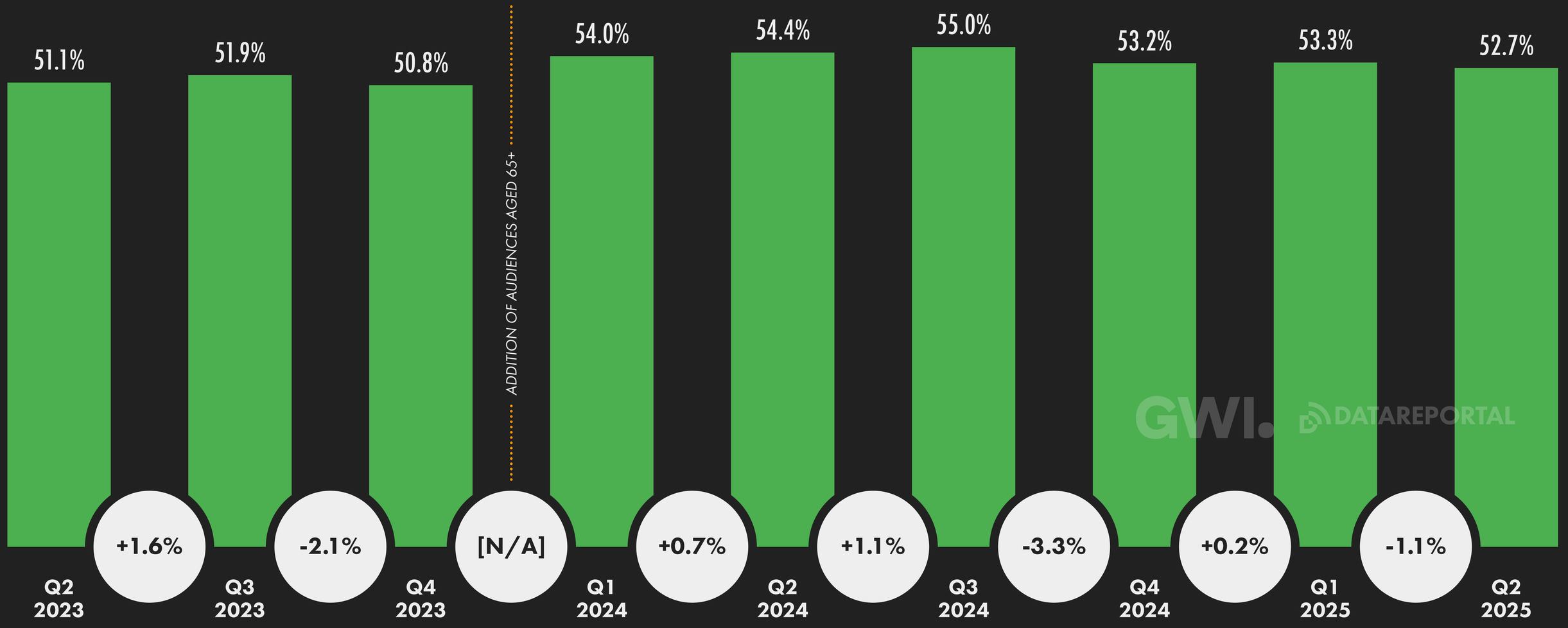
OCT 2025

NEWS AS A PRIMARY INTERNET MOTIVATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT KEEPING UP TO DATE WITH NEWS IS A PRIMARY REASON FOR USING THE INTERNET

GLOBAL OVERVIEW



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OCT 2025

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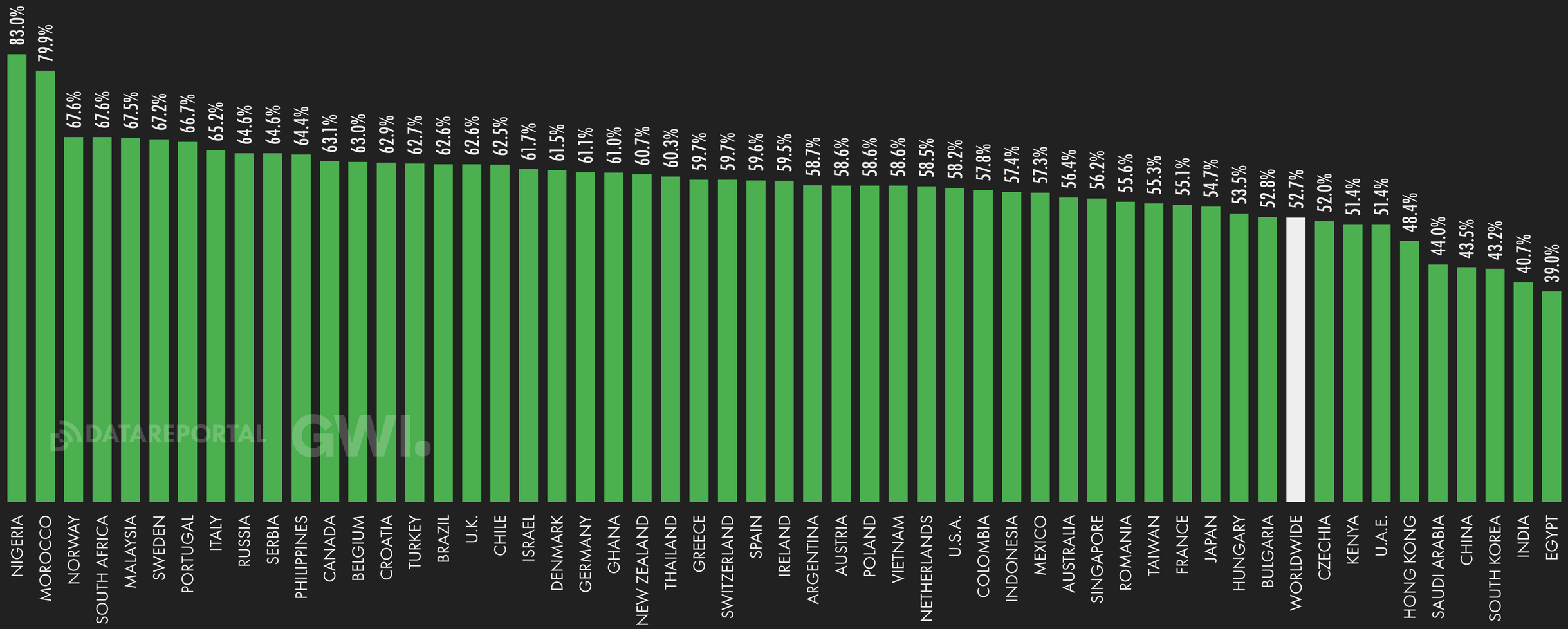

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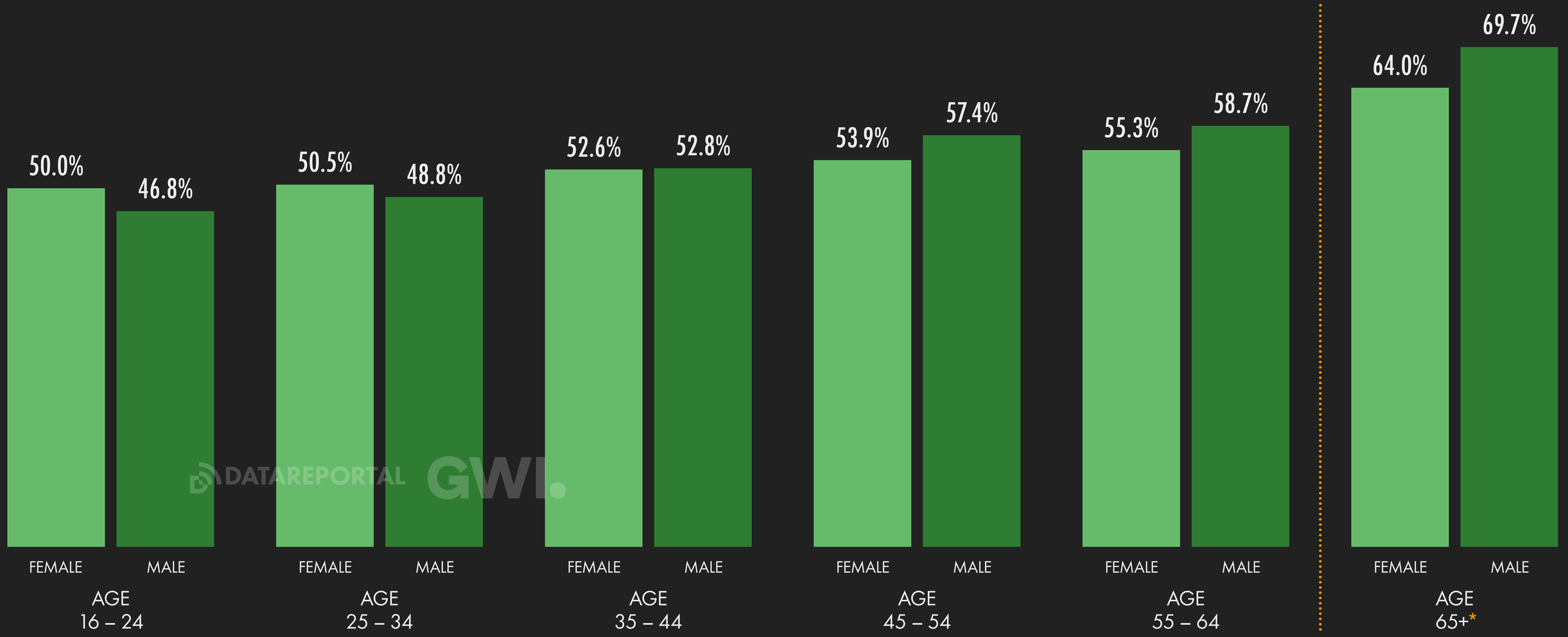

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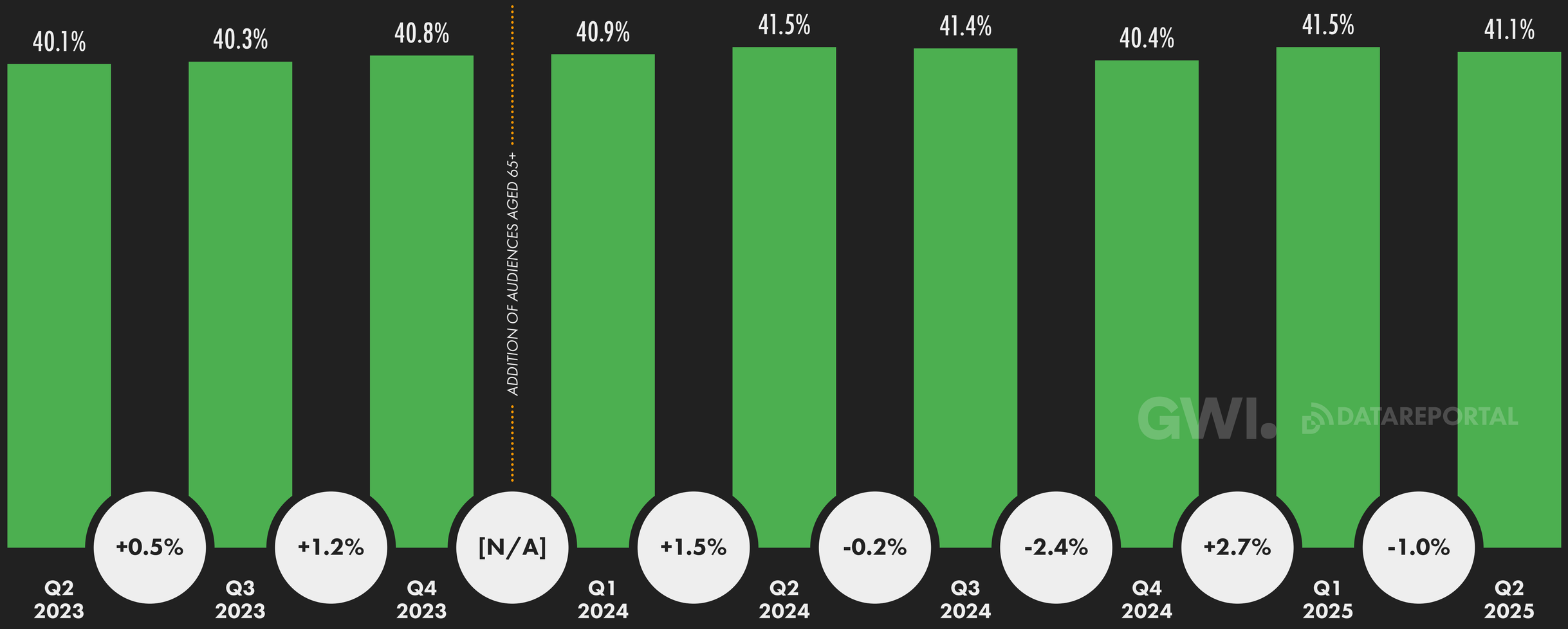
OCT 2025

USE OF DEDICATED DIGITAL NEWS SERVICES

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE NEWS WEBSITES OR MOBILE APPS EVERY MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **POTENTIAL MISMATCHES:** DATA SHOWN ON THIS CHART IS BASED ON THE ACTIVE USE OF DEDICATED NEWS APPS AND WEBSITES, AND VALUES MAY DIFFER MEANINGFULLY FROM VALUES BASED ON DATA FOR THE FREQUENCY WITH WHICH PEOPLE SAY THEY CONSUME NEWS CONTENT ONLINE SHOWN ELSEWHERE IN THIS REPORT. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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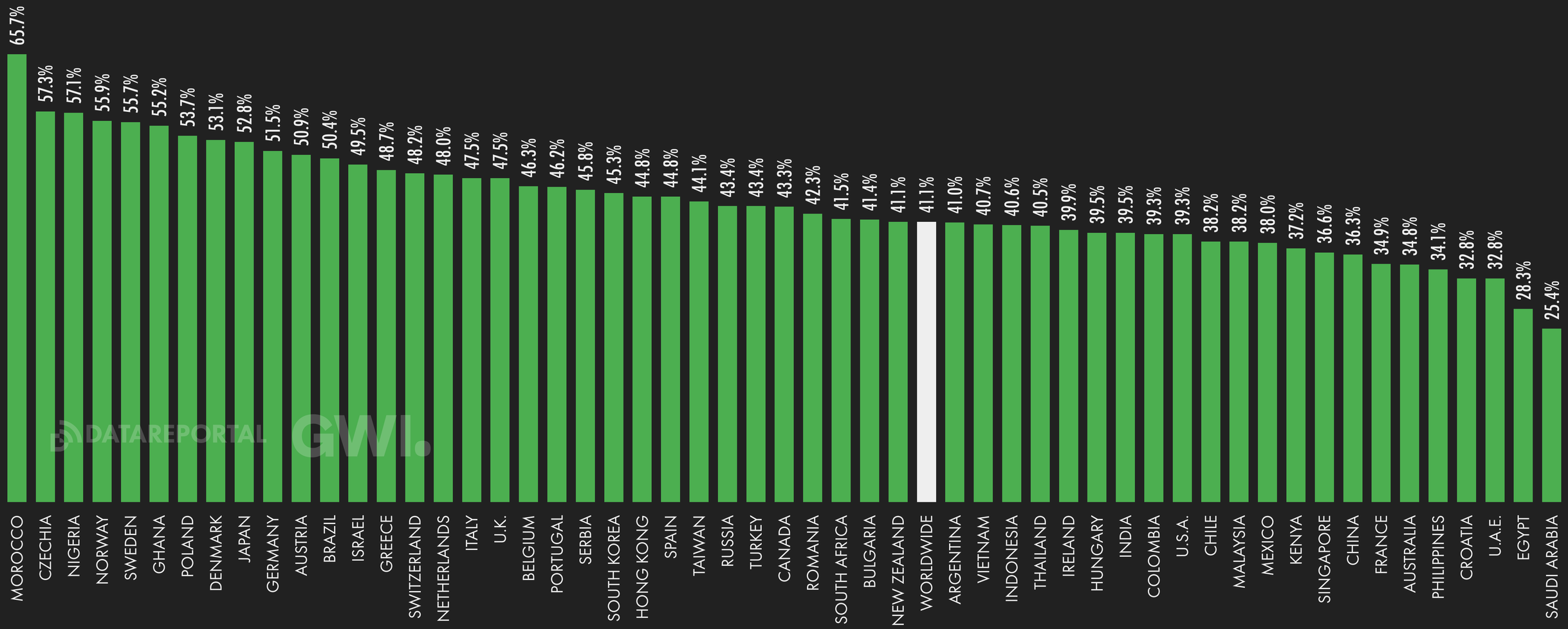

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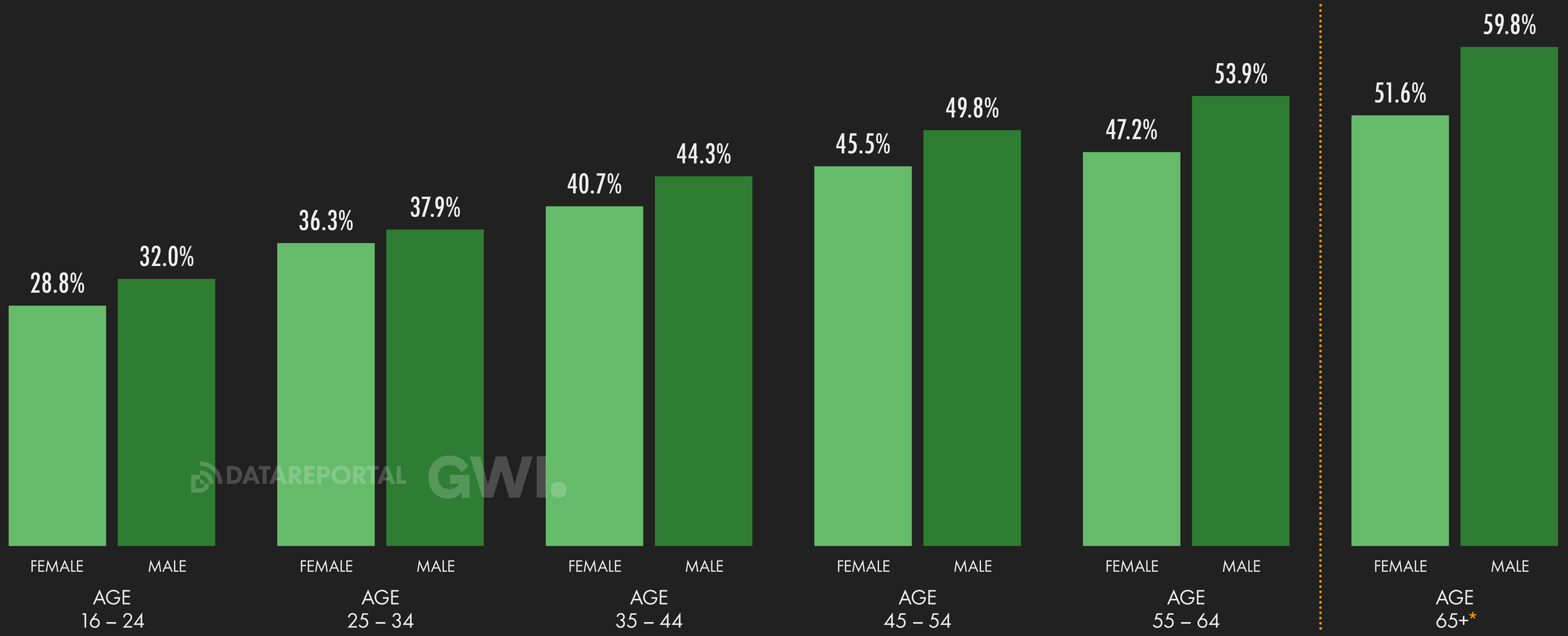

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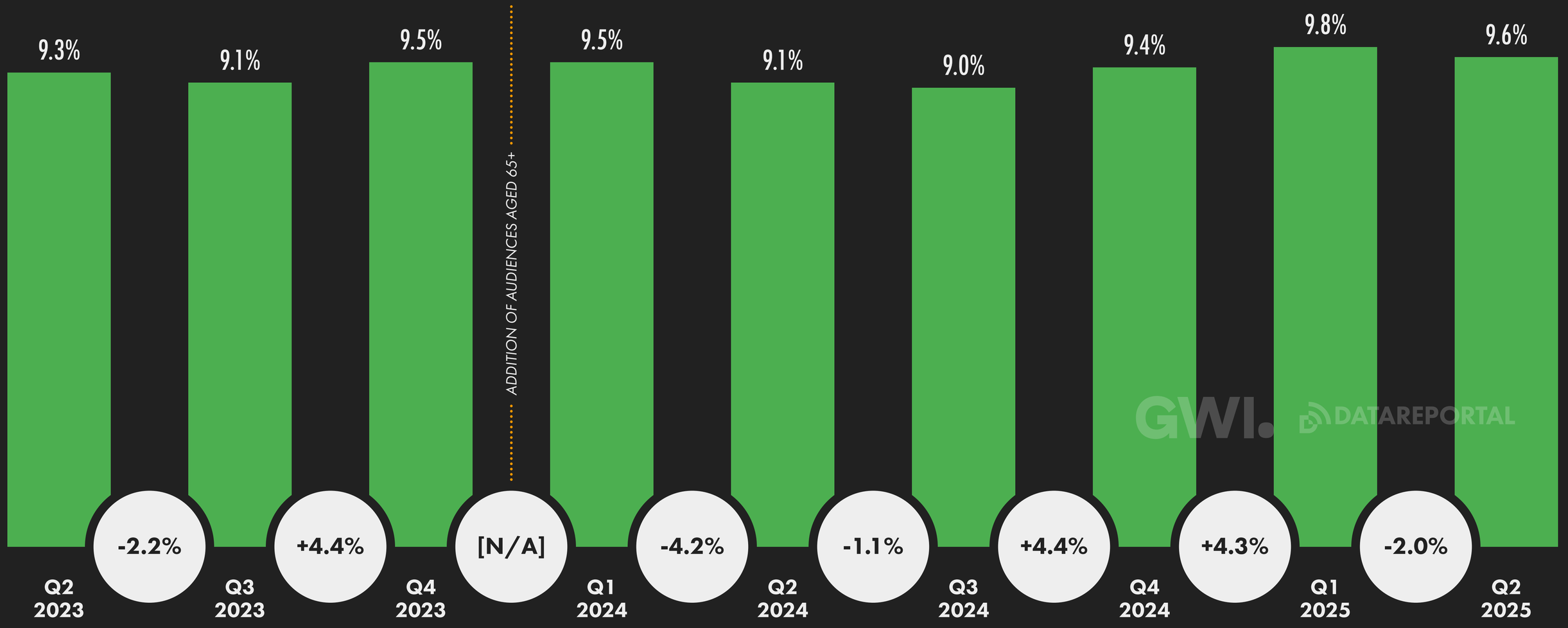
PAYING FOR DIGITAL NEWS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY PAY FOR AT LEAST SOME FORM OF ONLINE NEWS CONTENT

GLOBAL OVERVIEW



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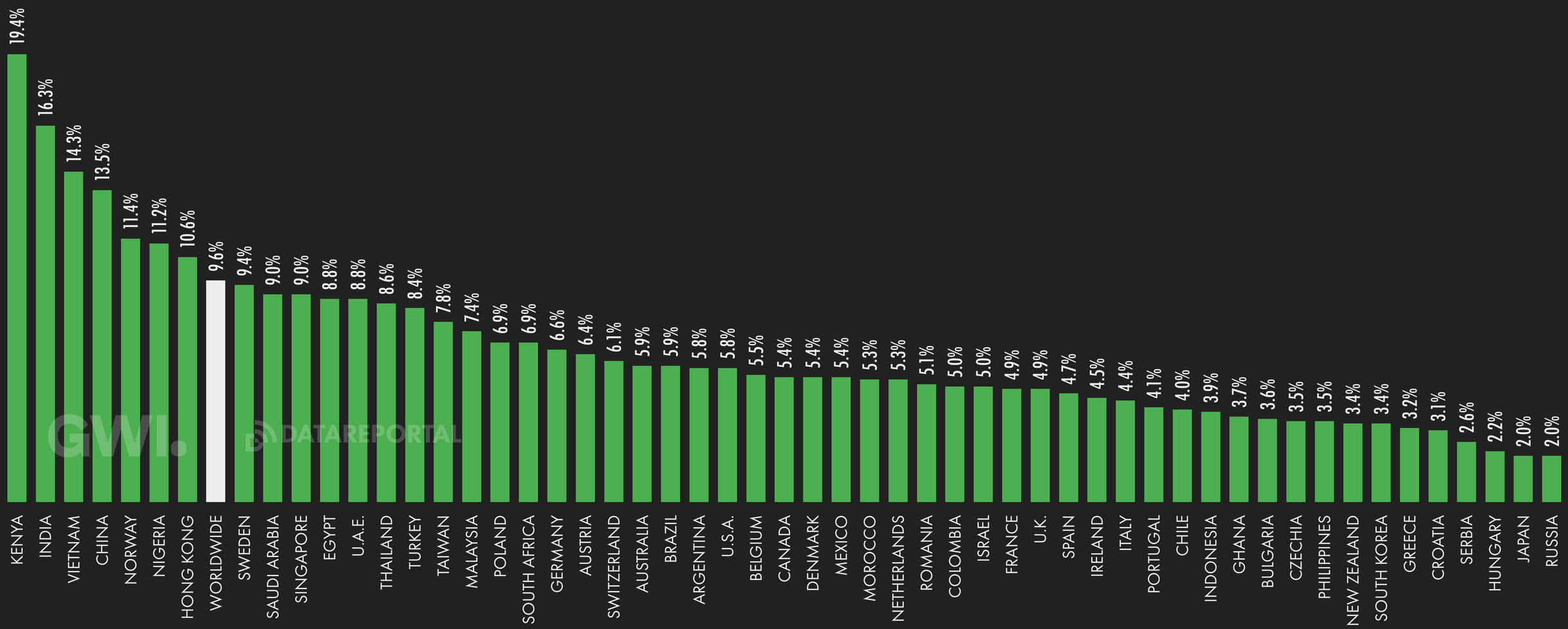

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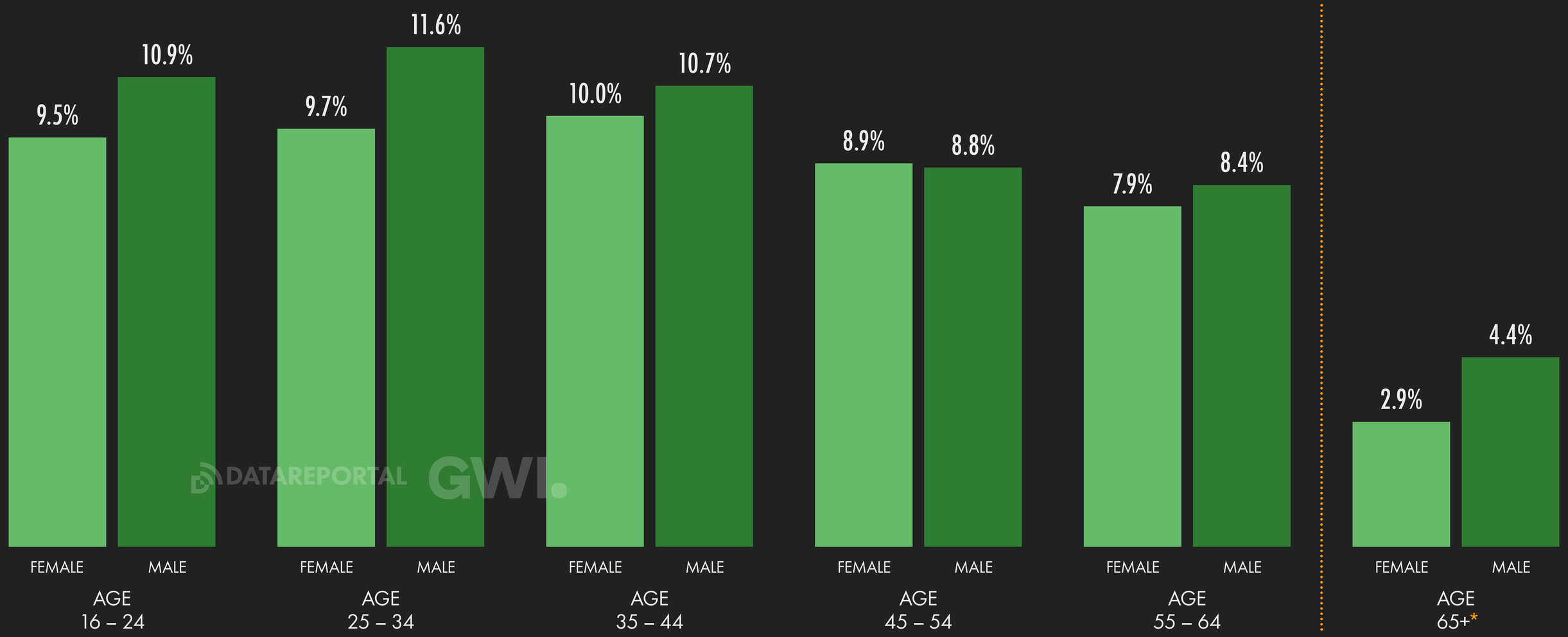
OCT 2025

PAYING FOR DIGITAL NEWS

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR AT LEAST SOME FORM OF ONLINE NEWS CONTENT

GLOBAL OVERVIEW



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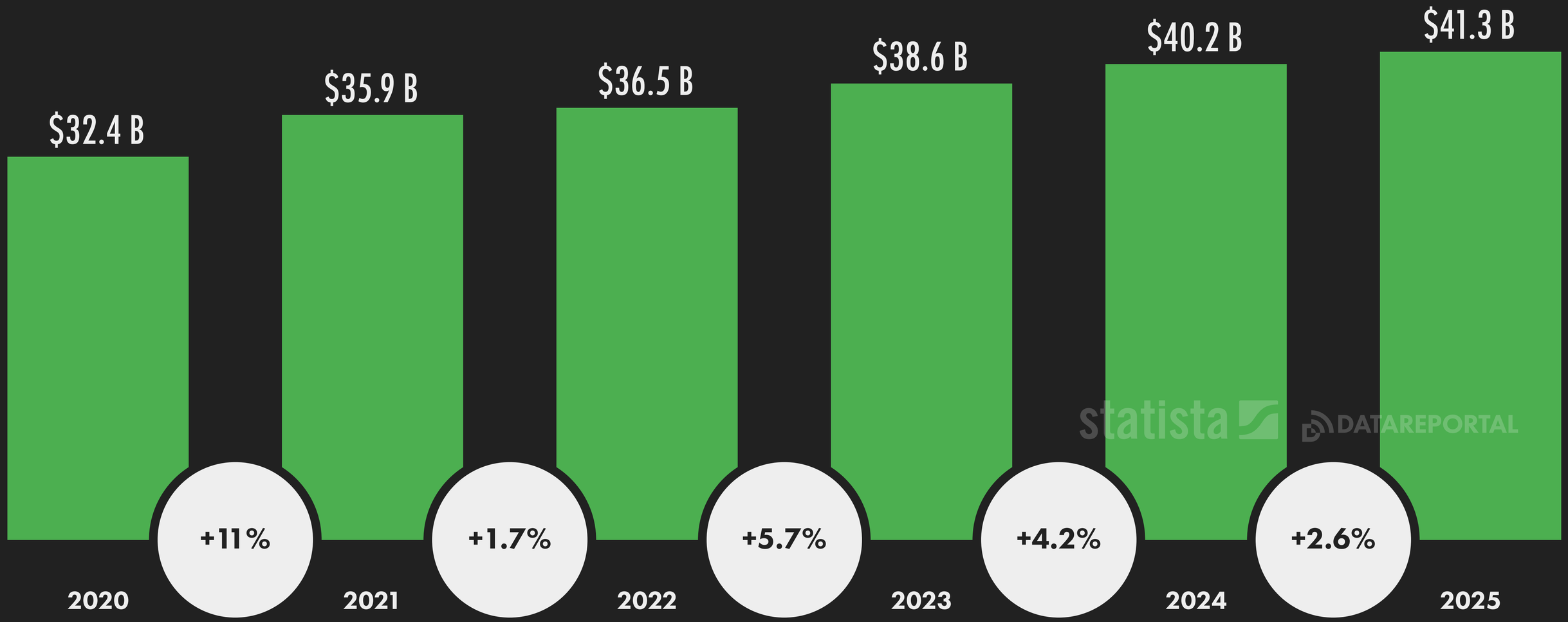
DIGITAL NEWS AND MAGAZINE MARKET REVENUE

ESTIMATED TOTAL ANNUAL REVENUES ASSOCIATED WITH DIGITALLY PUBLISHED NEWS AND MAGAZINES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL FULL-YEAR REVENUE ASSOCIATED WITH DIGITALLY PUBLISHED NEWSPAPERS AND MAGAZINES. VALUES INCLUDE CONSUMER SPEND AND ADVERTISING REVENUES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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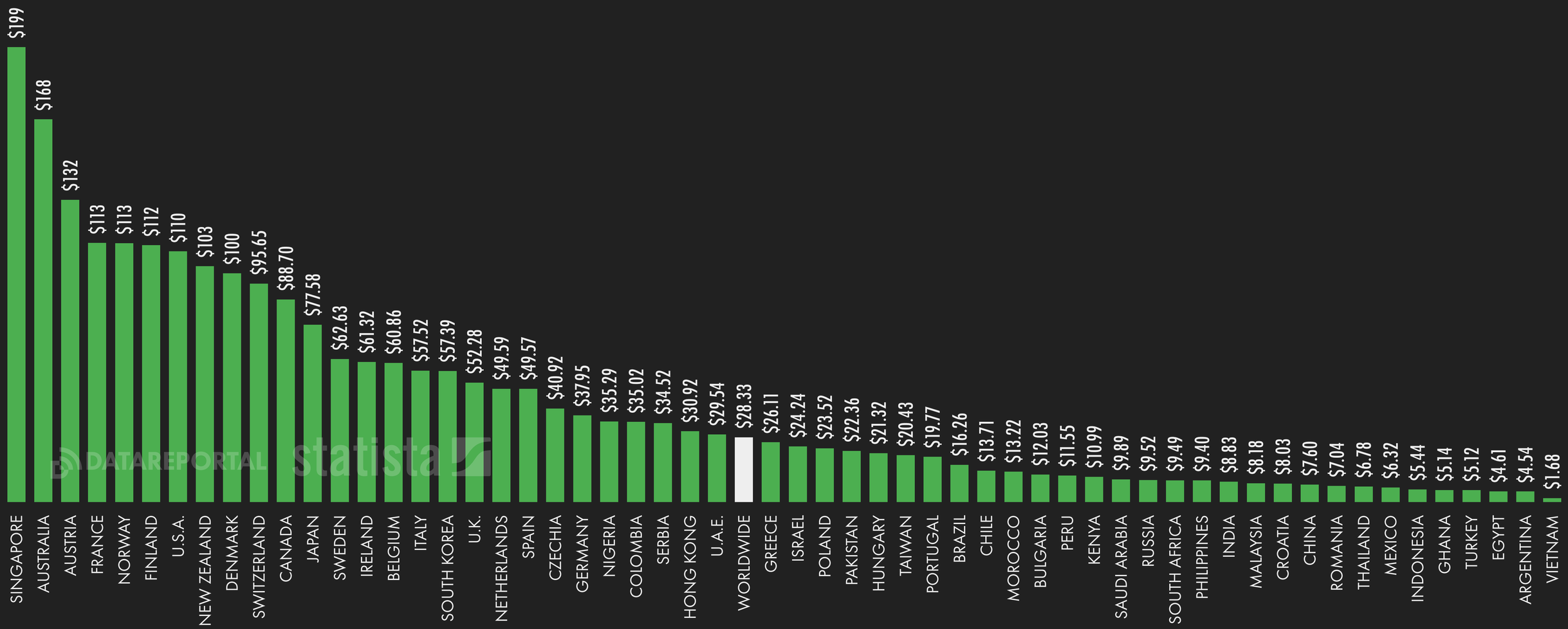
OCT 2025

DIGITAL NEWS AND MAGAZINES: ARPU

ESTIMATED AVERAGE TOTAL ANNUAL REVENUE PER READER OF DIGITALLY PUBLISHED NEWS AND MAGAZINES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2025 REVENUE PER READER OF DIGITALLY PUBLISHED NEWSPAPERS AND MAGAZINES. VALUES INCLUDE CONSUMER SPEND AND ADVERTISING REVENUES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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OCT 2025

TOP GOOGLE NEWS SEARCHES

NEWS-RELATED QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NEWS	100
02	2025	75
03	TRUMP	52
04	INDIA	23
05	ISRAEL	16
06	CHINA	14
07	GOOGLE	13
08	UKRAINE	13
09	IRAN	12
10	UK	12

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	USA	12
12	NOTICIAS	11
13	AI	11
14	WEATHER	10
15	CANADA	10
16	FRANCE	9
17	YOUTUBE	9
18	MUSK	9
19	APPLE	8
20	HARRIS	8

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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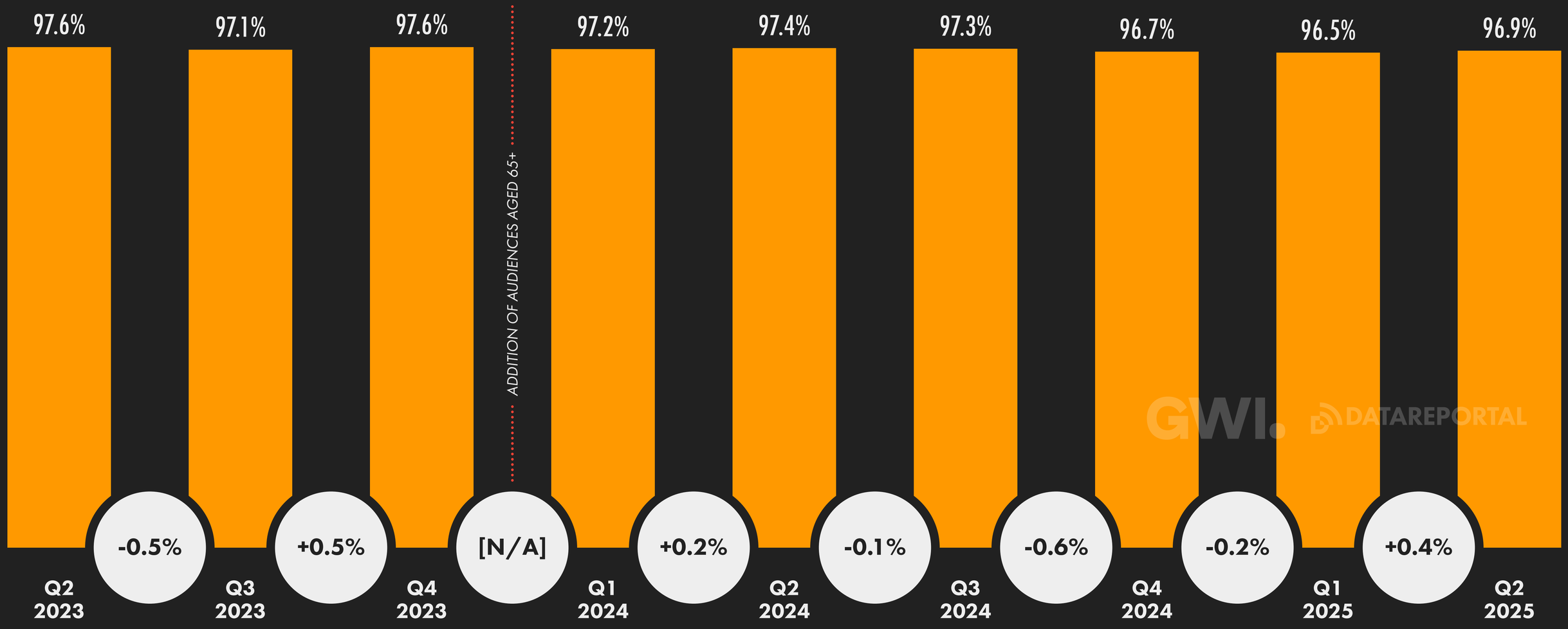
SOCIAL MEDIA USE

OCT 2025

USE OF SOCIAL NETWORKS AND CHAT APPS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AT LEAST ONE SOCIAL NETWORK OR MESSENGER PLATFORM WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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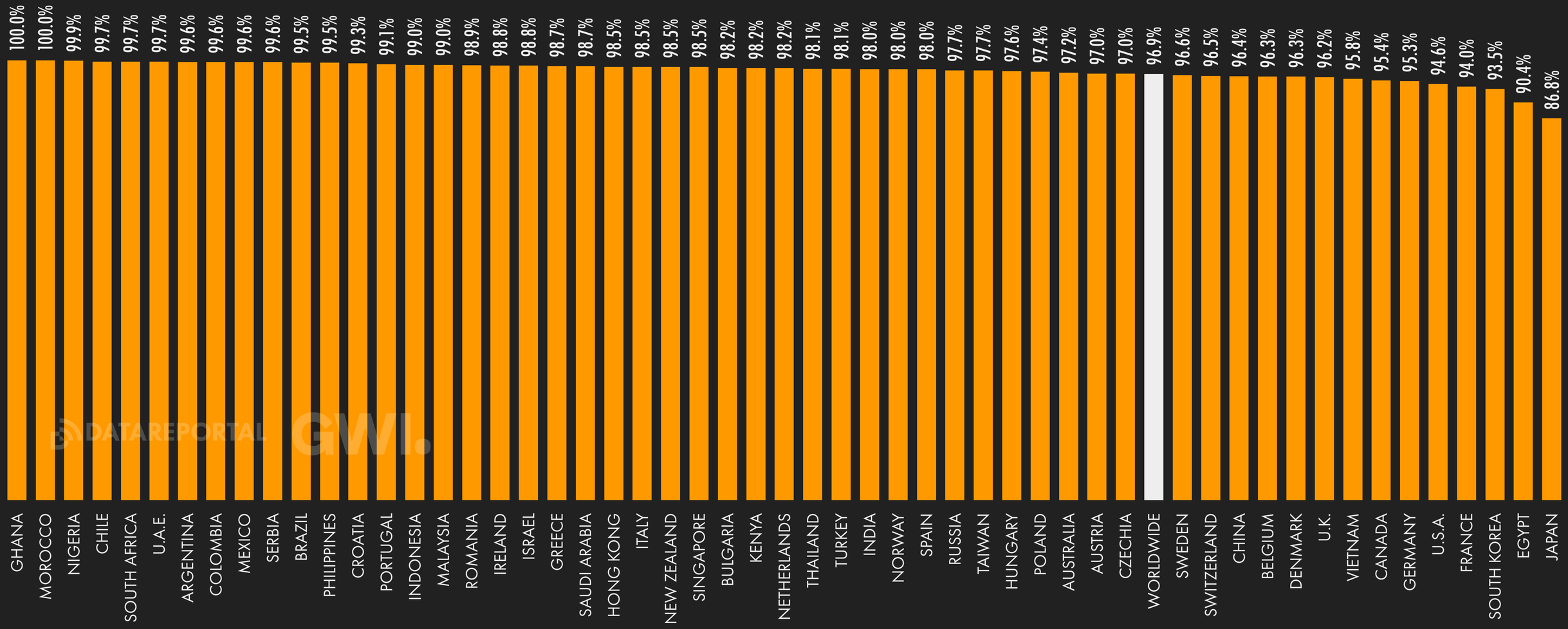

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OCT 2025

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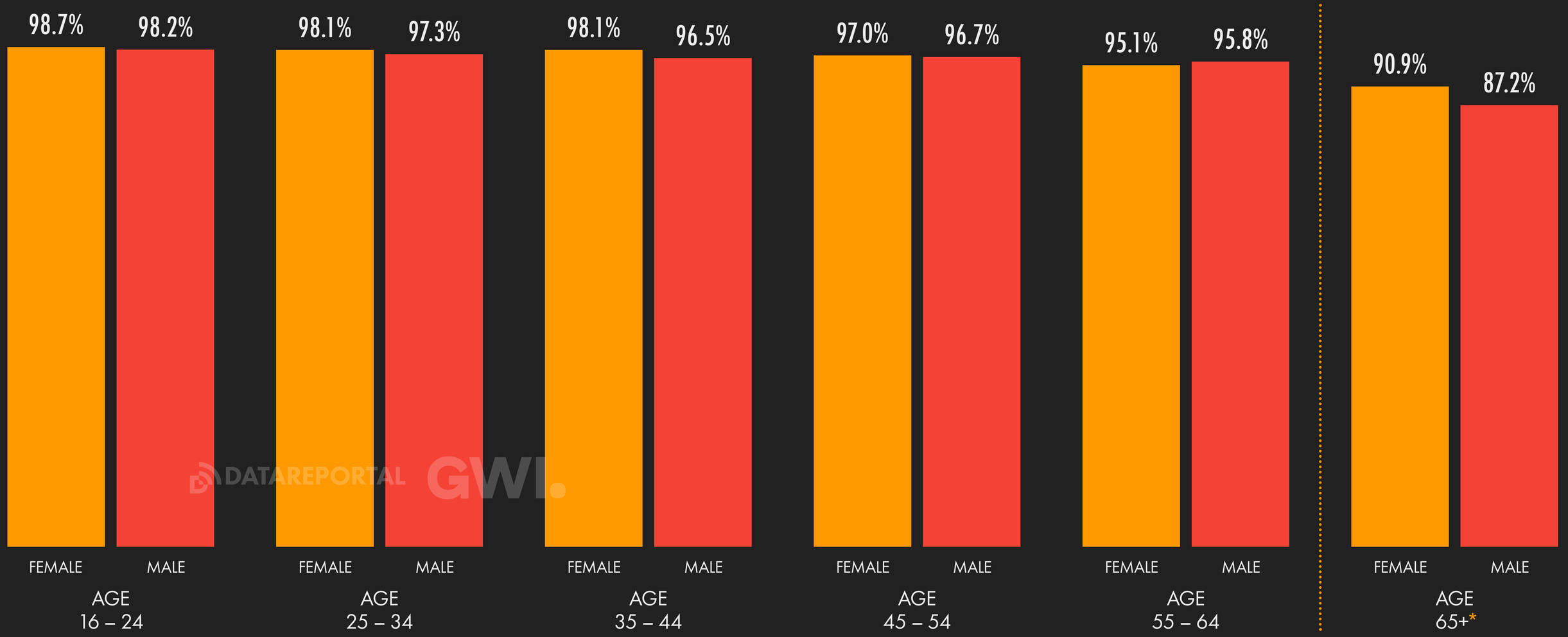

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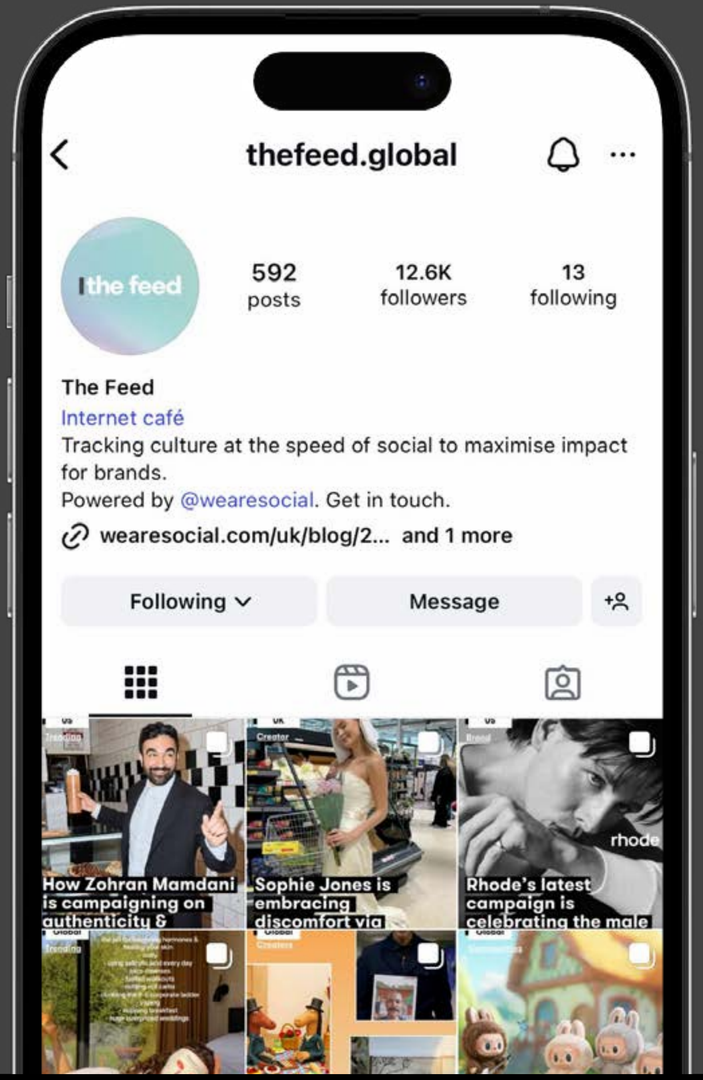
HELPING BRANDS STAY AT THE FOREFRONT OF SOCIAL

Get ahead of the curve
wearesocial.com/reports

@thefeed.global



NEXT GEN INFLUENCE

SOCIAL SNAPSHOT

THINK FORWARD

BRAVING THE BACKLASH

Meltwater

AI for Social Analytics

from the Ultimate Guide to AI for Social Media Management

Reporting and analysis are indispensable parts of assessing social media marketing ROI. For many teams, AI is the key to supercharging and streamlining the process, leaving more time for strategizing and creativity. Here are a few example prompts you can use in AI to get this time-consuming but critical task checked off your to-do list.

01 Campaign optimization

"Analyze the social media performance metrics for our brand over the past 6 months. Identify trends, successful content types, and areas for improvement, along with actionable insights for future campaigns."

02 Strategy recommendations

"Using the attached quarterly report that details our LinkedIn engagement numbers for each post, provide recommendations for the optimal time of day we should be posting for maximum engagement. Please split up your recommendations into the following categories: optimal time for comments, optimal time for shares, and optimal time for impressions."

03 Competitive analysis

"What is the social media sentiment in Europe towards Competitor A over the past year, and how does it compare to ours? Split this analysis by social channel with high-level data points I can include in a presentation."

Download the guide and let AI take some tasks off your plate.

Download the report

OCT 2025

OVERVIEW OF SOCIAL MEDIA USE

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

GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USER IDENTITIES

KEPIOS

5.66

BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

we are social

+1.1%

+62 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

Meltwater

+4.8%

+259 MILLION

WEEKLY TIME SPENT USING SOCIAL PLATFORMS (INC. VIDEO)

GWI.

18H 36M

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

6.75

YOY: -0.2% (-0.02)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

68.7%

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

Meltwater

92.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

KEPIOS

93.8%

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

we are social

45.6%

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

54.4%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q2 2025). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

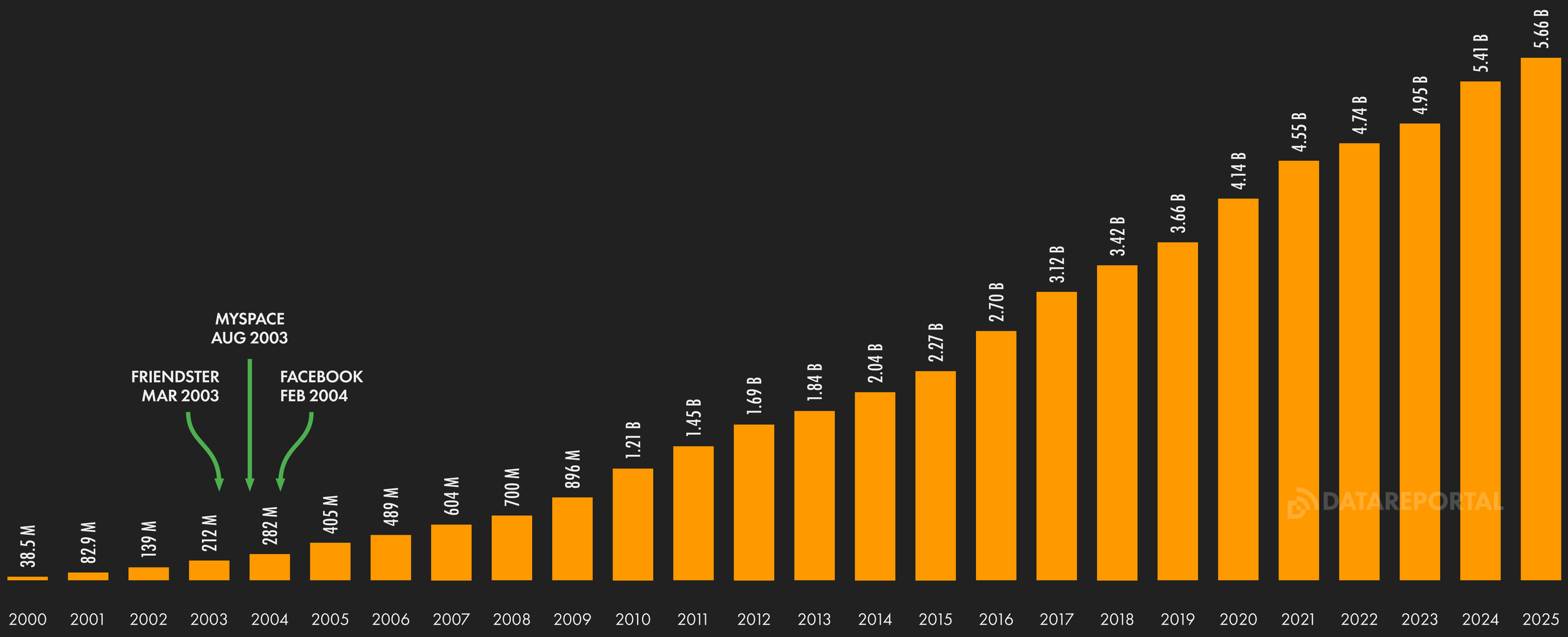
OCT 2025

SOCIAL MEDIA TIMELINE: USER IDENTITIES

NUMBER OF SOCIAL MEDIA USER IDENTITIES OVER TIME

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **NOTES:** BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY AT THE START OF EACH YEAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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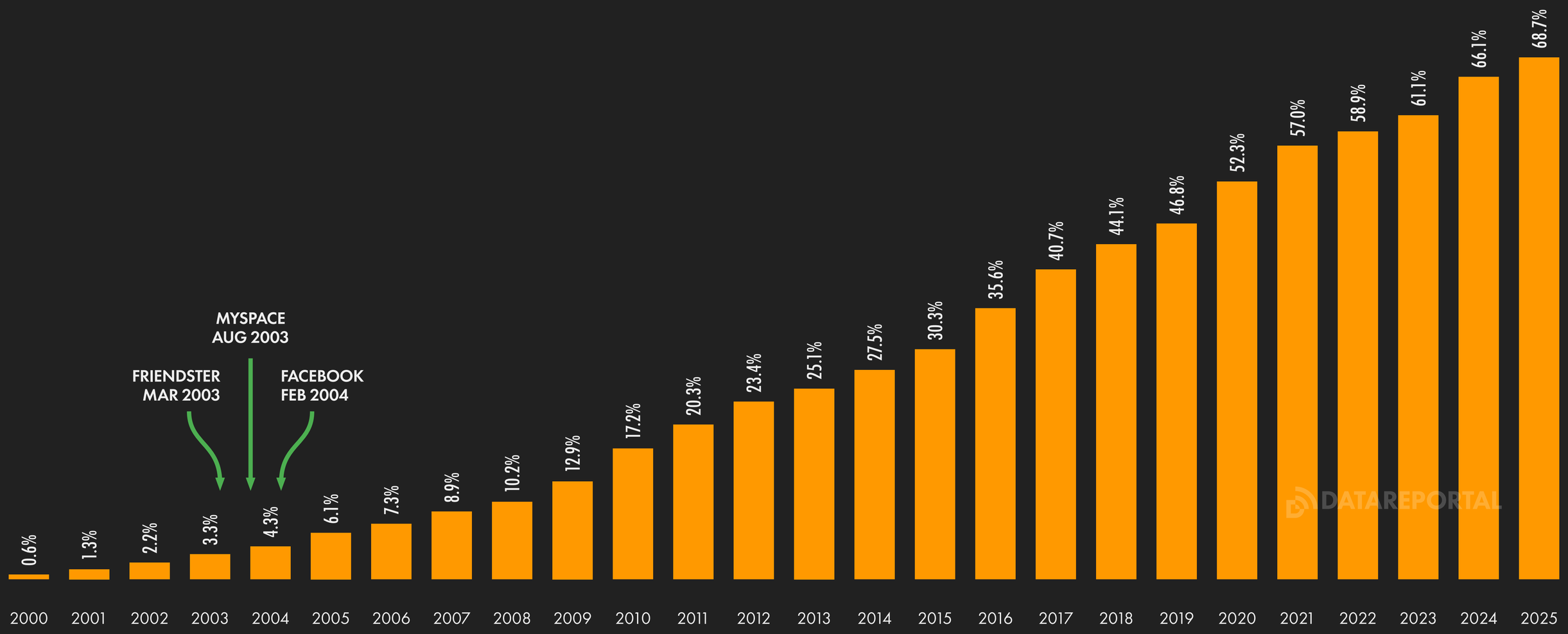
SOCIAL MEDIA TIMELINE: ADOPTION

NUMBER OF SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL GLOBAL POPULATION

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **NOTES:** BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY AT THE START OF EACH YEAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO VALUES DO NOT REPRESENT SOCIAL MEDIA "PENETRATION". **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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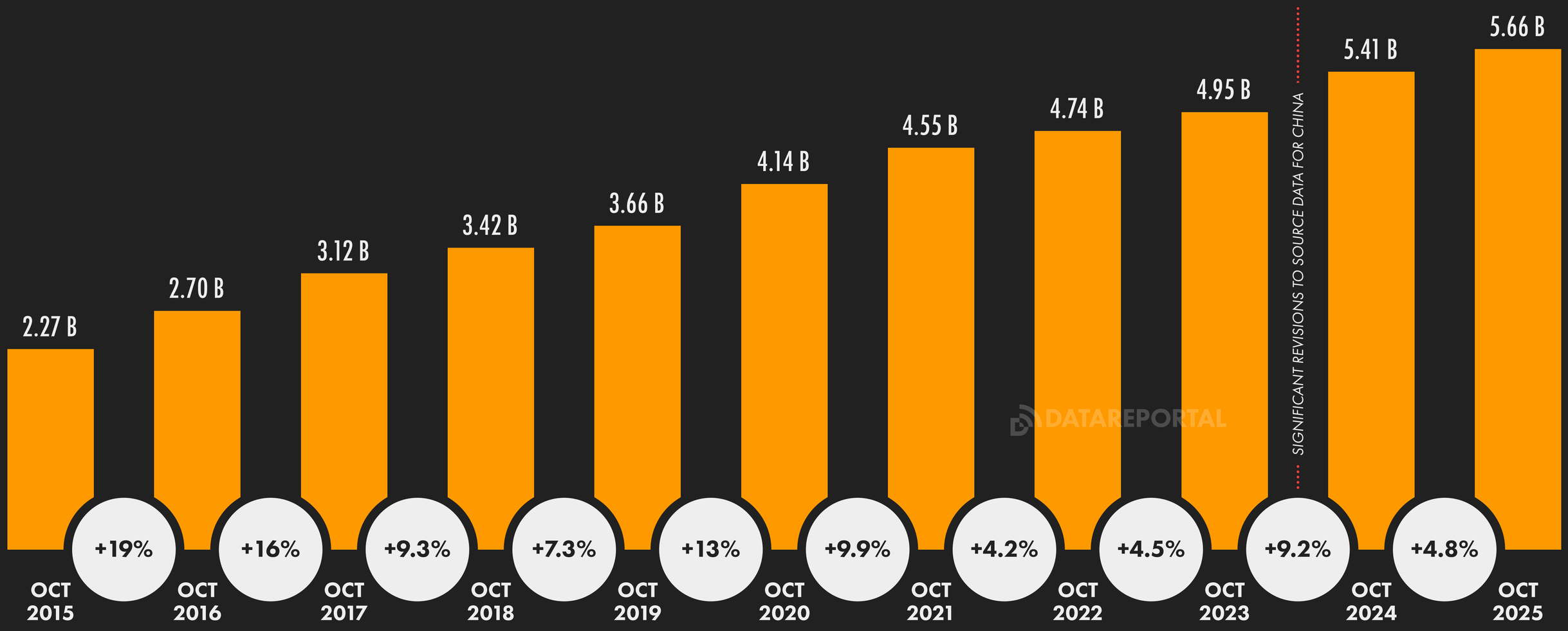
SOCIAL MEDIA USE OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND ANNUAL RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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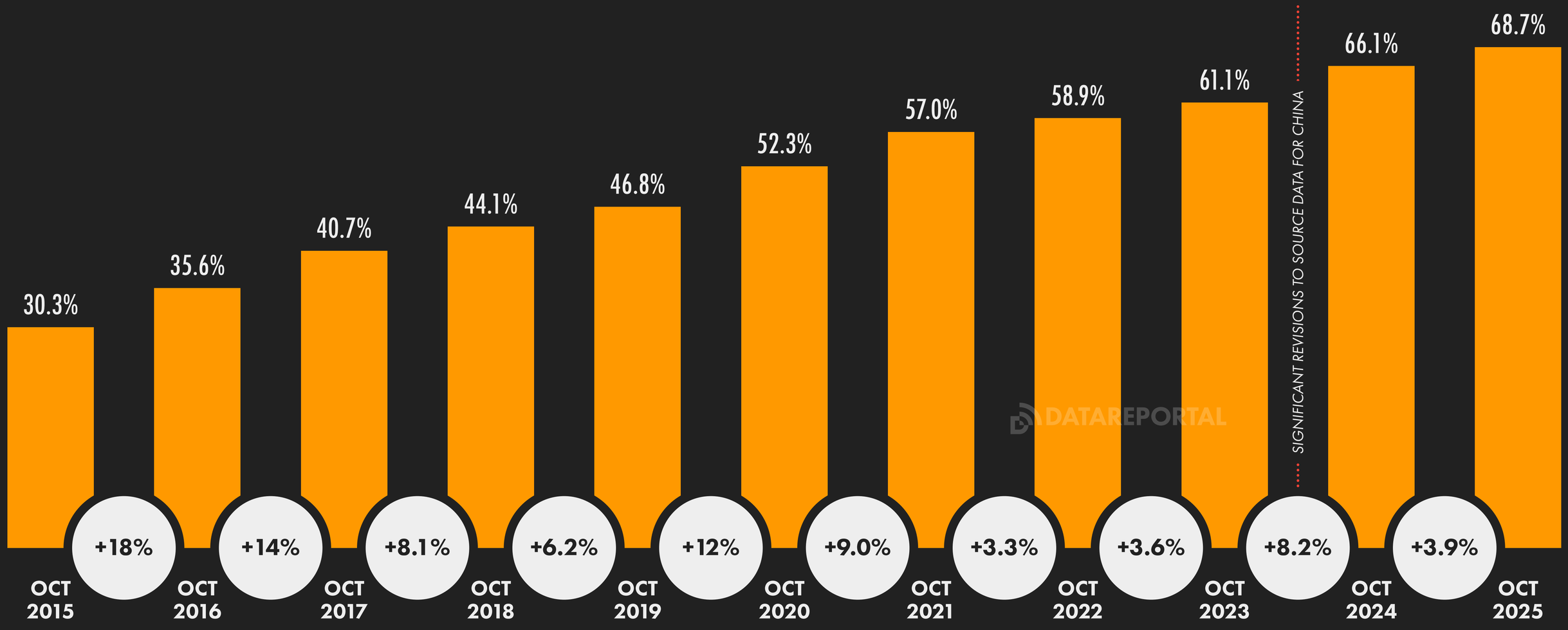
SOCIAL MEDIA ADOPTION RATE OVER TIME (YOY)

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

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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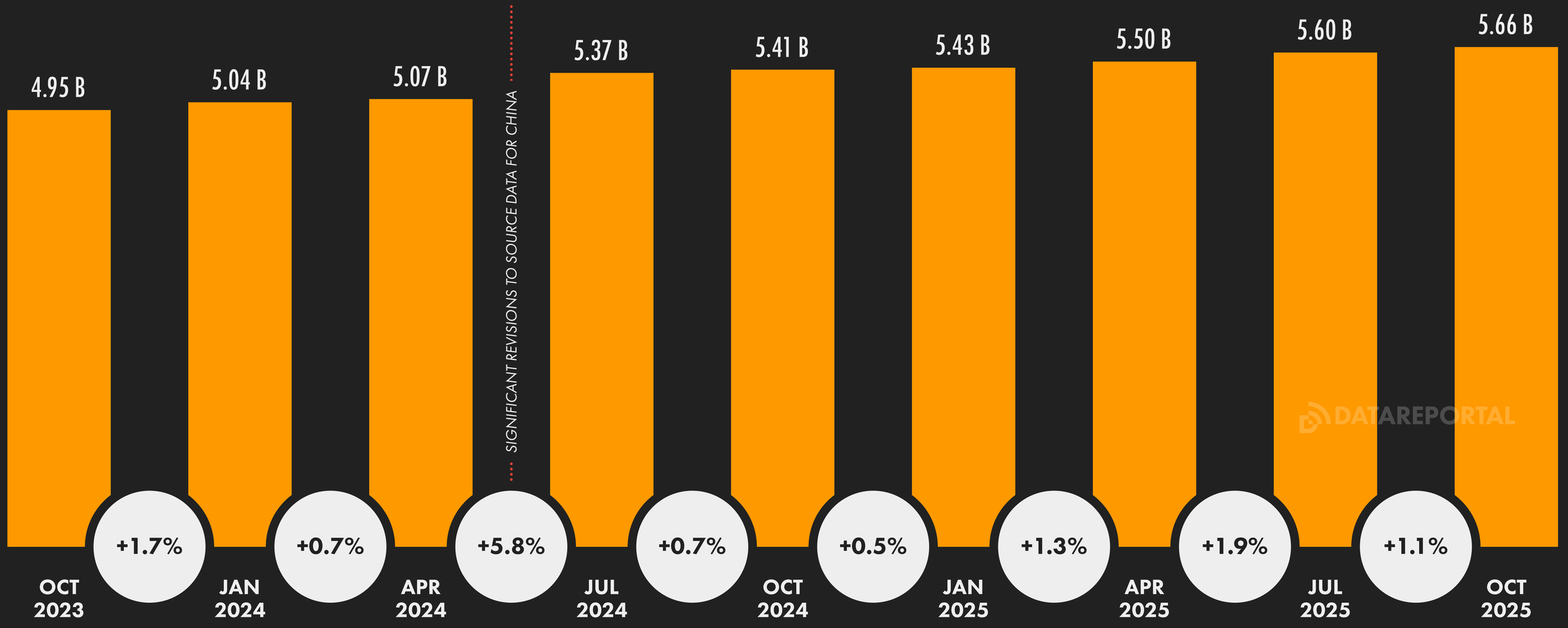
SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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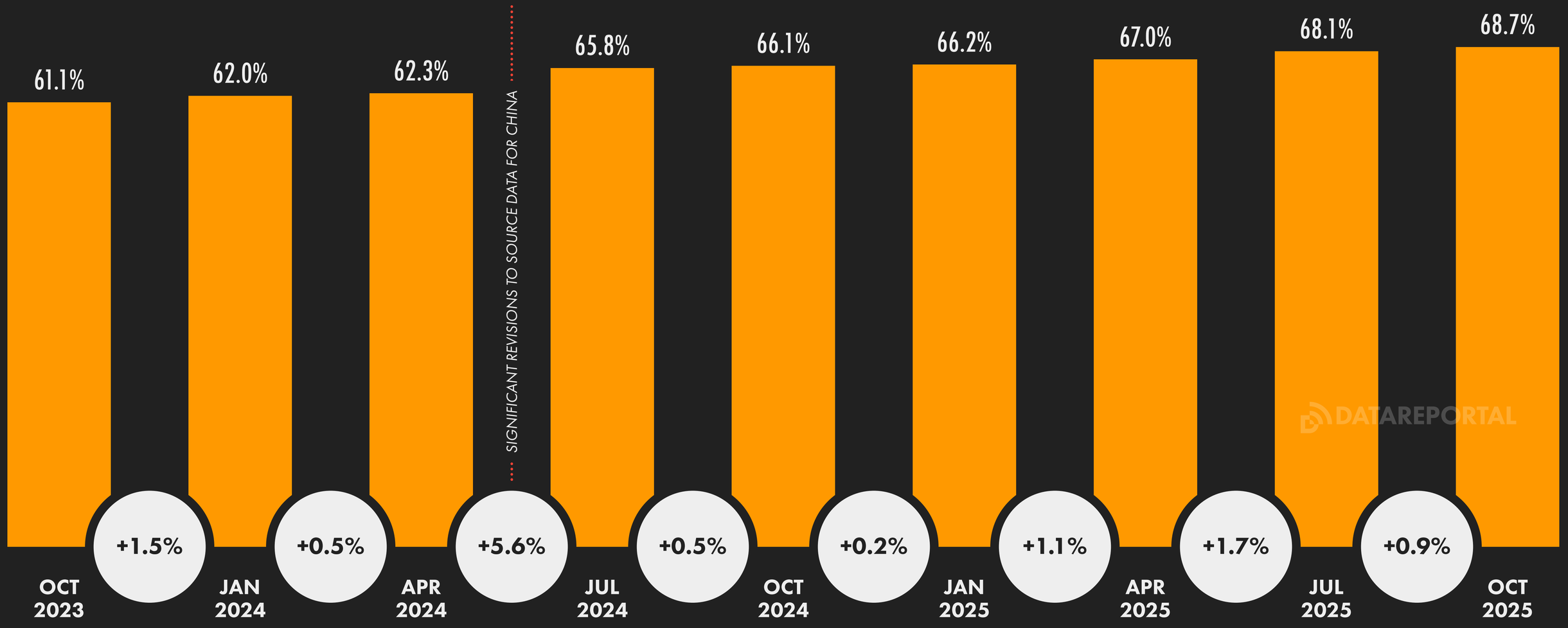
SOCIAL MEDIA ADOPTION RATE OVER TIME (QOQ)

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

NOTE: SIGNIFICANT CHANGES IN THE REPORTING OF DIGITAL ADOPTION AND USE IN CHINA IN JULY 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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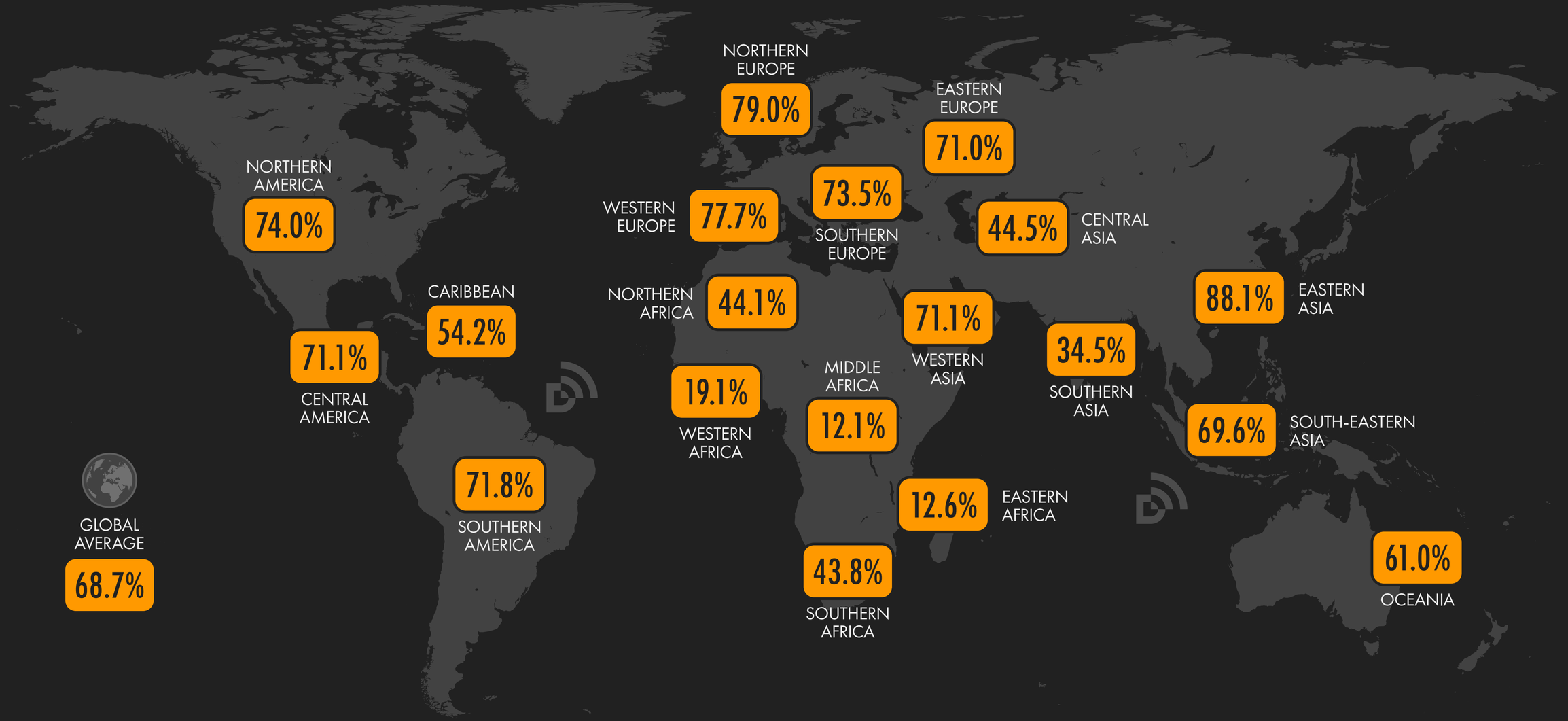
SOCIAL MEDIA USE vs. TOTAL POPULATION

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

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA.

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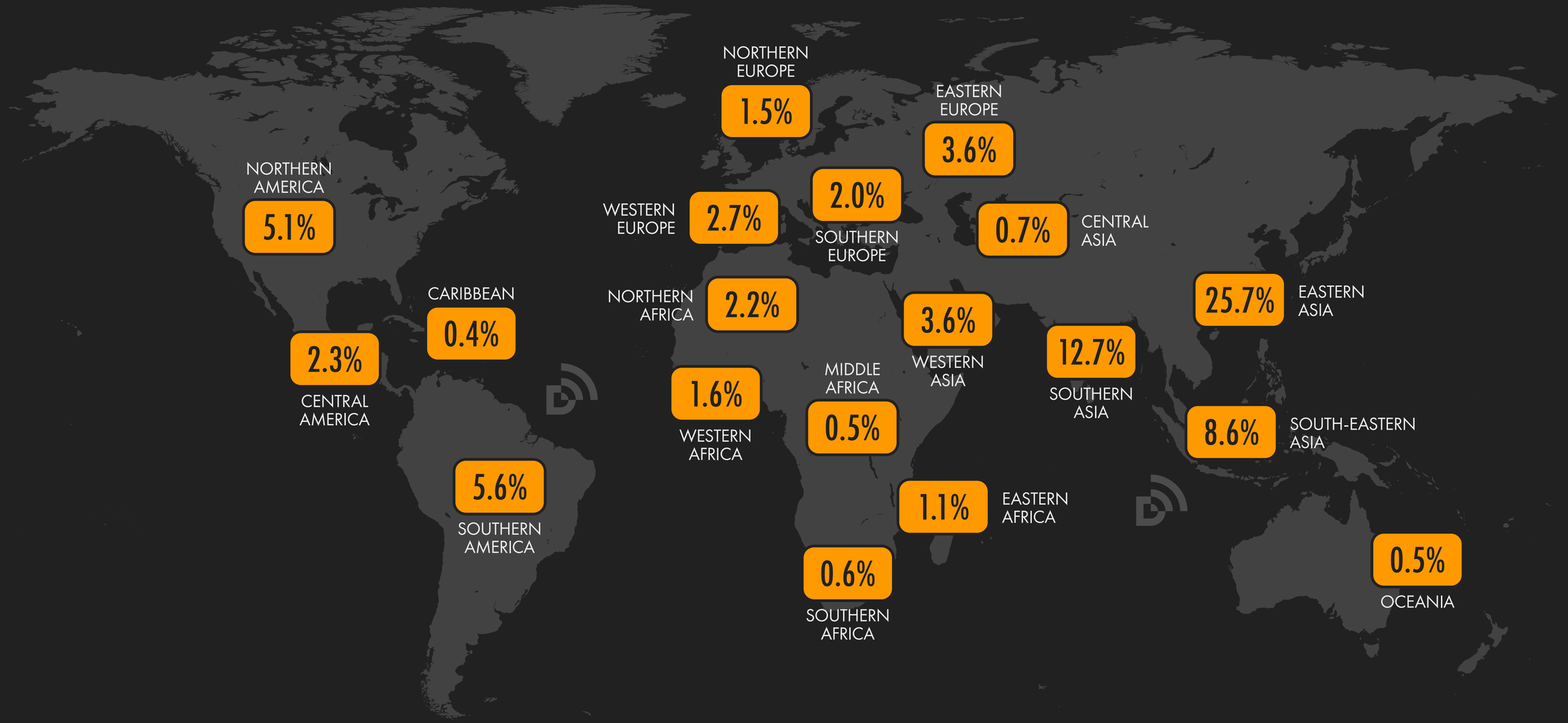
SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

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

GLOBAL OVERVIEW



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

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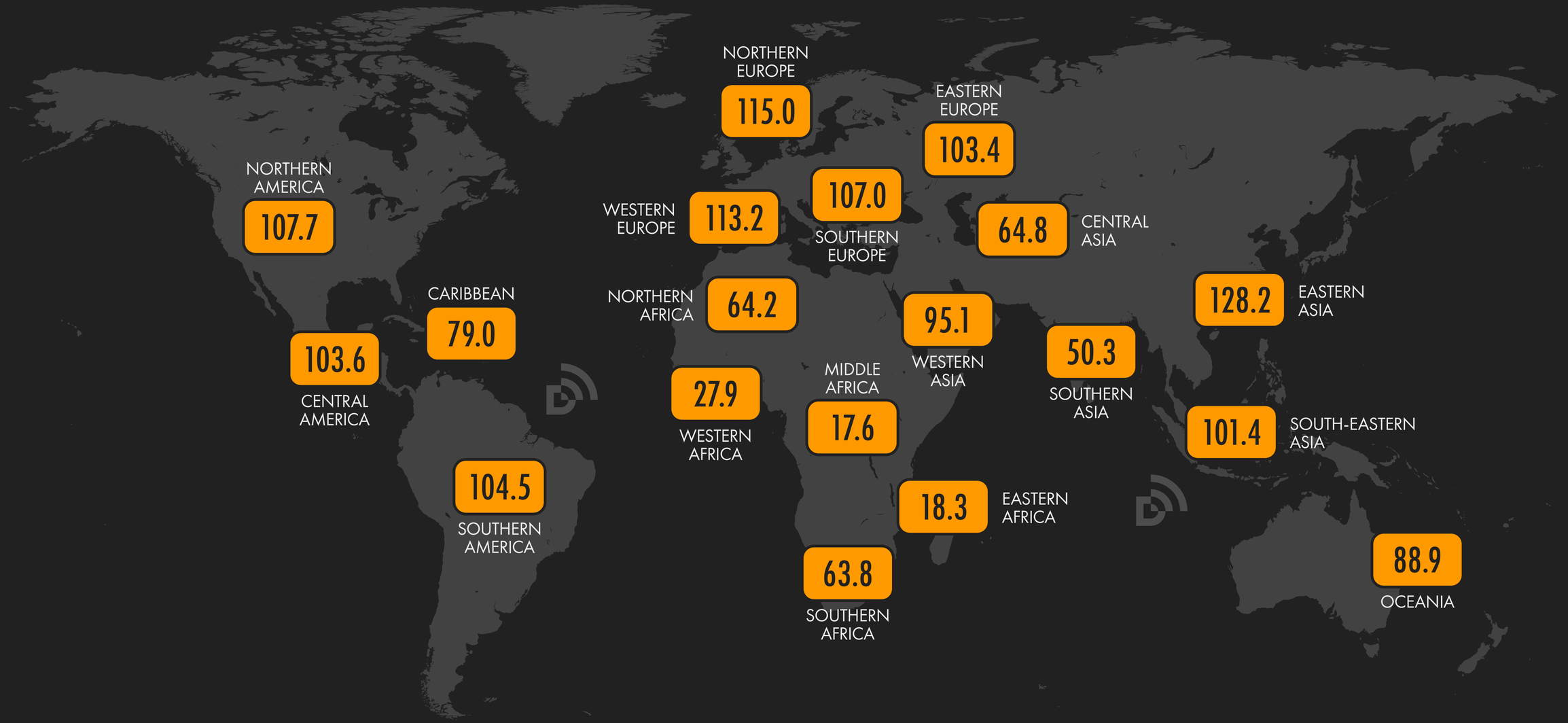
INDEXED SHARE OF SOCIAL MEDIA USER IDENTITIES

EACH REGION'S SHARE OF TOTAL SOCIAL MEDIA USER IDENTITIES COMPARED WITH ITS SHARE OF THE GLOBAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **GUIDANCE:** A VALUE OF 100 MEANS THAT THE SHARE OF TOTAL USERS EQUALS THE SHARE OF GLOBAL POPULATION. A VALUE BELOW 100 MEANS THAT THE SHARE OF TOTAL USERS IS BELOW THE SHARE OF GLOBAL POPULATION. A VALUE ABOVE 100 MEANS THE SHARE OF TOTAL USERS IS ABOVE THE SHARE OF GLOBAL POPULATION. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USER IDENTITIES

GLOBAL OVERVIEW

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. SOURCE DATA ARE ONLY AVAILABLE FOR BINARY GENDERS. **COMPARABILITY:** FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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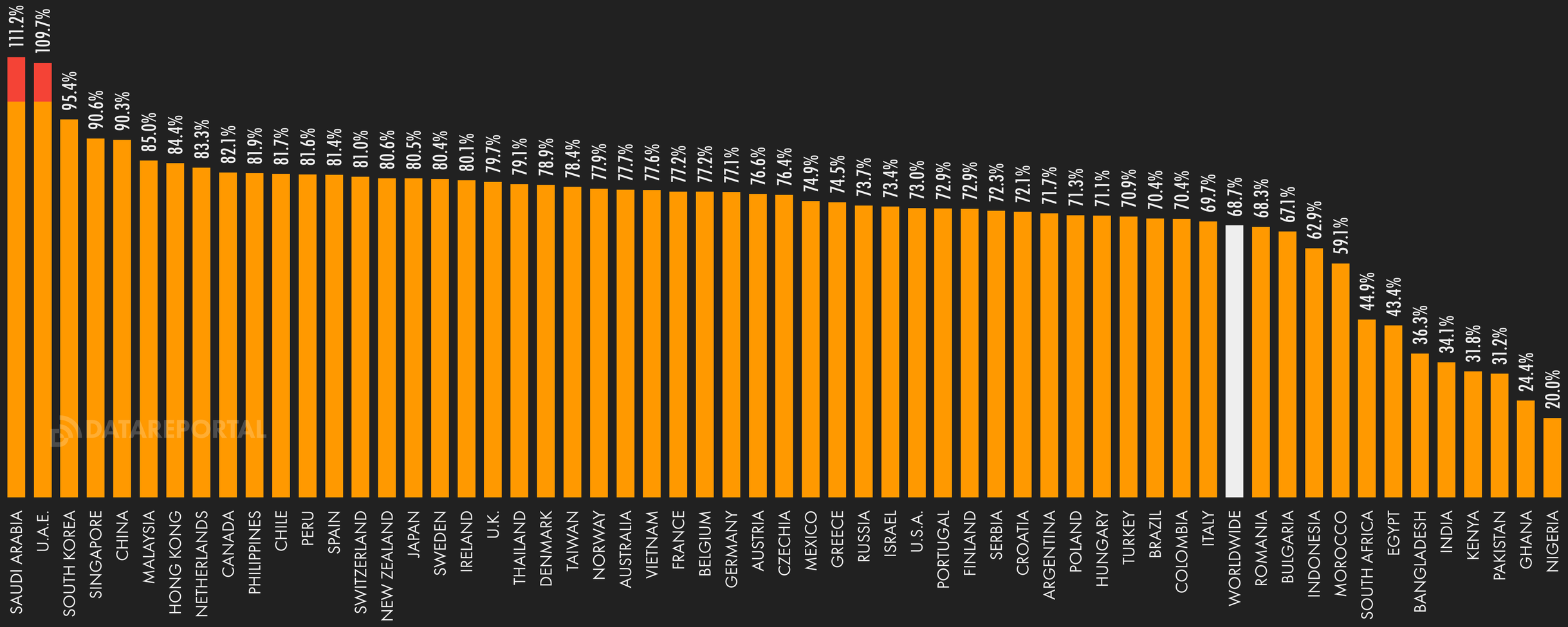
SOCIAL MEDIA USE vs. TOTAL POPULATION

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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SOCIAL MEDIA USE vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST OVERALL LEVELS OF SOCIAL MEDIA ADOPTION

GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
01	SAUDI ARABIA	111.2%*	38,596,000
02	UNITED ARAB EMIRATES	109.7%*	12,517,000
03	SOUTH KOREA	95.4%	49,298,000
04	QATAR	94.3%	2,952,500
05	COOK ISLANDS	90.9%	12,000
06	SINGAPORE	90.6%	5,330,000
07	CHINA	90.3%	1,278,241,400
08	LIBYA	89.6%	6,700,000
09	KUWAIT	87.9%	4,437,000
10	PALAU	87.2%	15,400

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
230	NORTH KOREA[1]	≈0%	[N/A]
229	ERITREA	0.6%	21,200
228	NIGER	2.7%	772,500
227	CENTRAL AFRICAN REPUBLIC	4.1%	230,300
226	UGANDA	4.6%	2,400,000
225	TURKMENISTAN	5.1%	387,900
224	TOGO	6.6%	644,500
223	ETHIOPIA	7.2%	9,800,000
222	SOUTH SUDAN	8.1%	997,300
221	BURUNDI	8.3%	1,200,000

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS CANNOT ACCESS SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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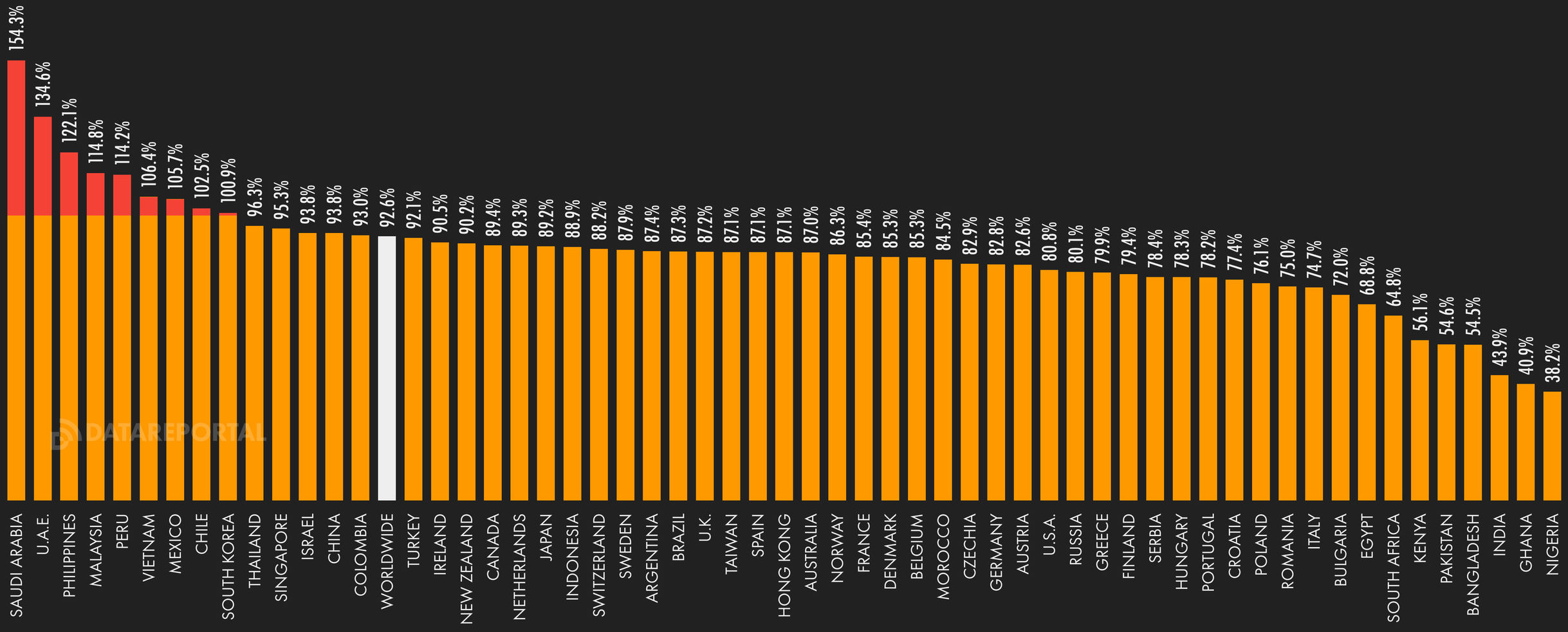
SOCIAL MEDIA USE vs. POPULATION AGE 18+

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF POPULATION AGE 18+ (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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SOCIAL MEDIA USE vs. POPULATION: AGE 18+

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

GLOBAL OVERVIEW

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

#	HIGHEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
01	SAUDI ARABIA	154.3%*	38,596,000
02	IRAQ	147.6%*	40,116,000
03	NAURU	145.0%*	9,800
04	UNITED ARAB EMIRATES	134.6%*	12,517,000
05	LIBYA	133.5%*	6,750,000
06	ST. BARTHÉLEMY	124.8%*	11,100
07	KAZAKHSTAN	122.8%*	16,882,500
08	PHILIPPINES	122.1%*	95,550,000
09	MONGOLIA	121.6%*	2,700,000
10	CAMBODIA	120.1%*	13,950,000

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

#	LOWEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
227	NORTH KOREA[1]	≈0%	[N/A]
226	ERITREA	1.1%	21,700
225	NIGER	5.8%	760,800
224	TURKMENISTAN	7.7%	375,800
223	UGANDA	9.3%	2,400,000
222	CENTRAL AFRICAN REPUBLIC	9.6%	233,600
221	TOGO	12.2%	647,800
220	ETHIOPIA	13.2%	9,800,000
219	SOUTH SUDAN	14.2%	944,400
218	EQUATORIAL GUINEA	16.0%	178,000

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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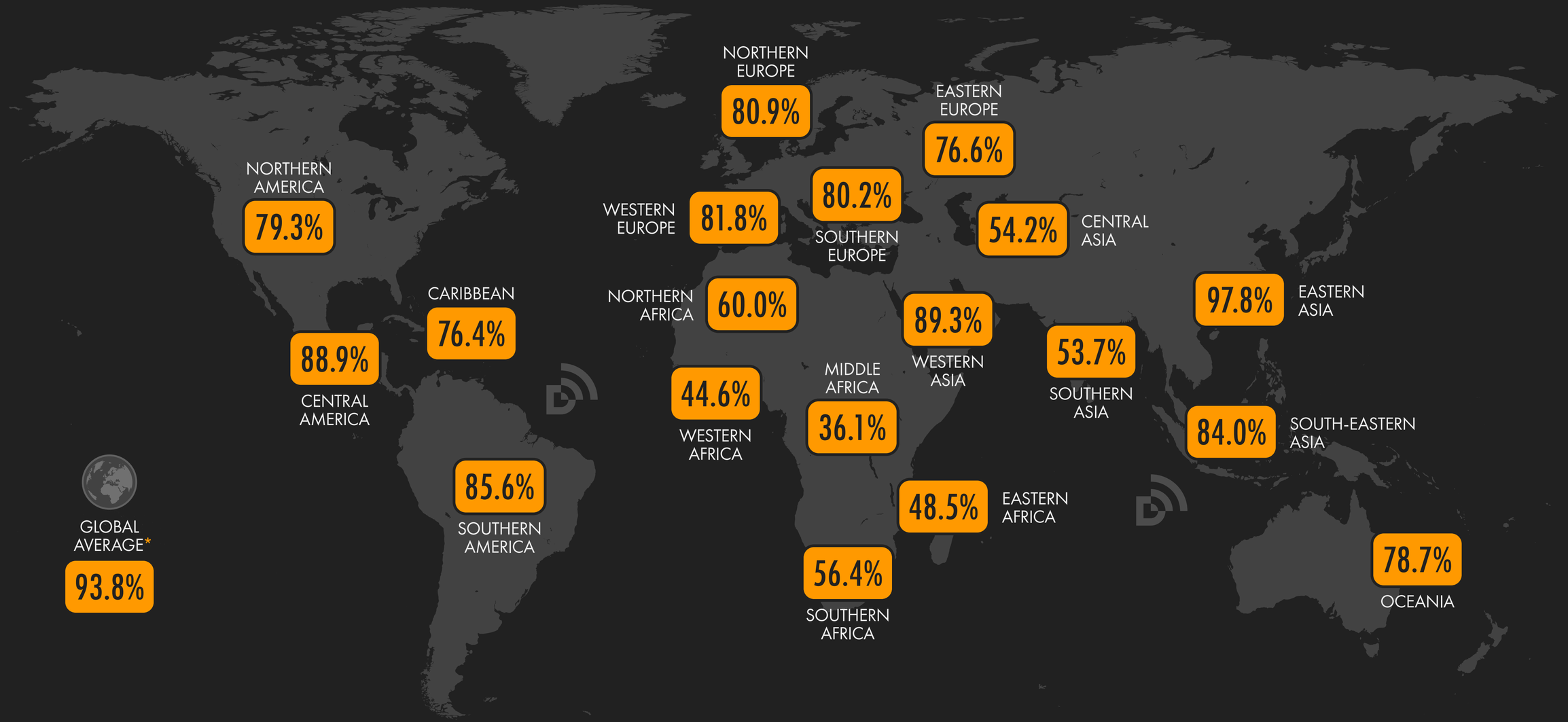
SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES. **ADVISORY:** (*) GLOBAL AVERAGE REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO MAY NOT BE DIRECTLY COMPARABLE. SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES, SO COMPARISONS WILL NOT CORRELATE. SEE NOTES ON DATA.

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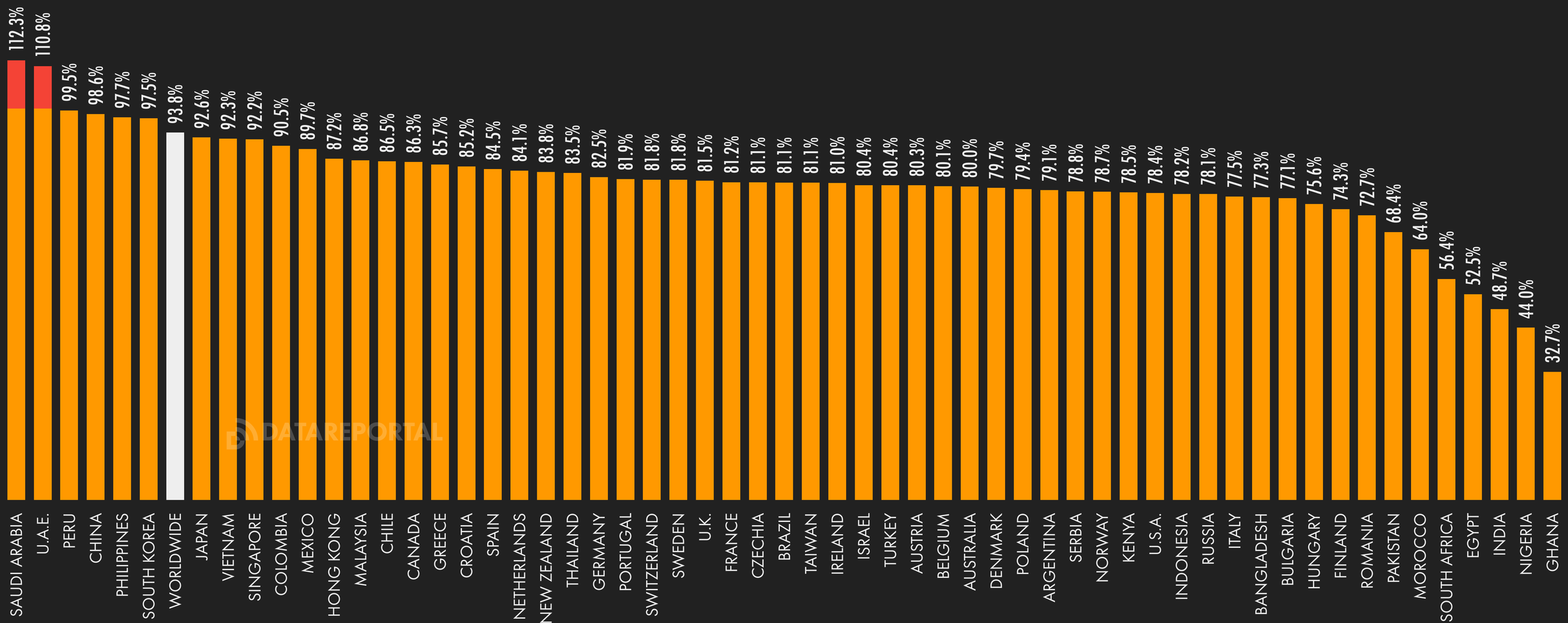
SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; EUROSTAT; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** FIGURE FOR "WORLDWIDE" REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO MAY NOT BE DIRECTLY COMPARABLE. SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA ADOPTION COMPARED WITH REPORTED INTERNET ADOPTION

GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. REPORTED INTERNET ADOPTION RATE

#	HIGHEST ADOPTION	vs. INTERNET	vs. POPULATION
01	ST. BARTHÉLEMY	206.9%*	81.7%
02	COOK ISLANDS	140.0%*	90.9%
03	PALAU	135.1%*	87.2%
04	AMERICAN SAMOA	134.3%*	62.2%
05	TURKS & CAICOS IS.	126.9%*	76.1%
06	TIMOR-LESTE	119.5%*	48.3%
07	CAMBODIA	115.9%*	77.9%
08	TONGA	113.6%*	66.5%
09	SAUDI ARABIA	112.3%*	111.2%
10	UNITED ARAB EMIRATES	110.8%*	109.7%

LOWEST RATES OF SOCIAL MEDIA USE vs. REPORTED INTERNET ADOPTION RATE

#	LOWEST ADOPTION	vs. INTERNET	vs. POPULATION
229	ERITREA	2.9%	0.6%
228	TURKMENISTAN	11.0%	5.1%
227	NIGER	11.8%	2.7%
226	EQUATORIAL GUINEA	15.1%	9.1%
225	TOGO	17.8%	6.6%
224	UGANDA	21.1%	4.6%
223	SAN MARINO	24.8%	21.6%
222	RWANDA	26.9%	9.2%
221	MALI	26.9%	9.5%
220	MONACO	27.3%	27.0%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND STATEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; LOCAL GOVERNMENT AUTHORITIES **NOTES:** SOCIAL MEDIA ADOPTION RATE BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. **ADVISORY:** USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH INTERNET ADOPTION AND POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE SOCIAL MEDIA ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

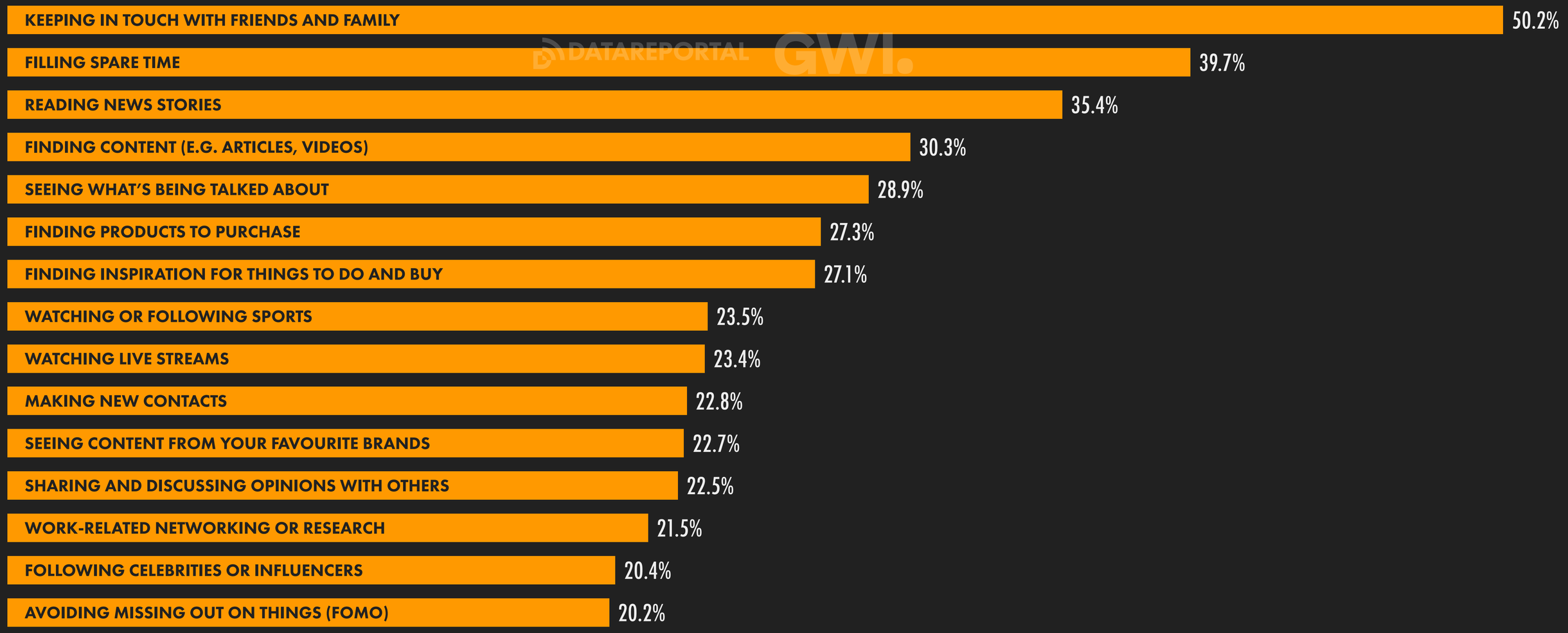
we are social Meltwater

OCT 2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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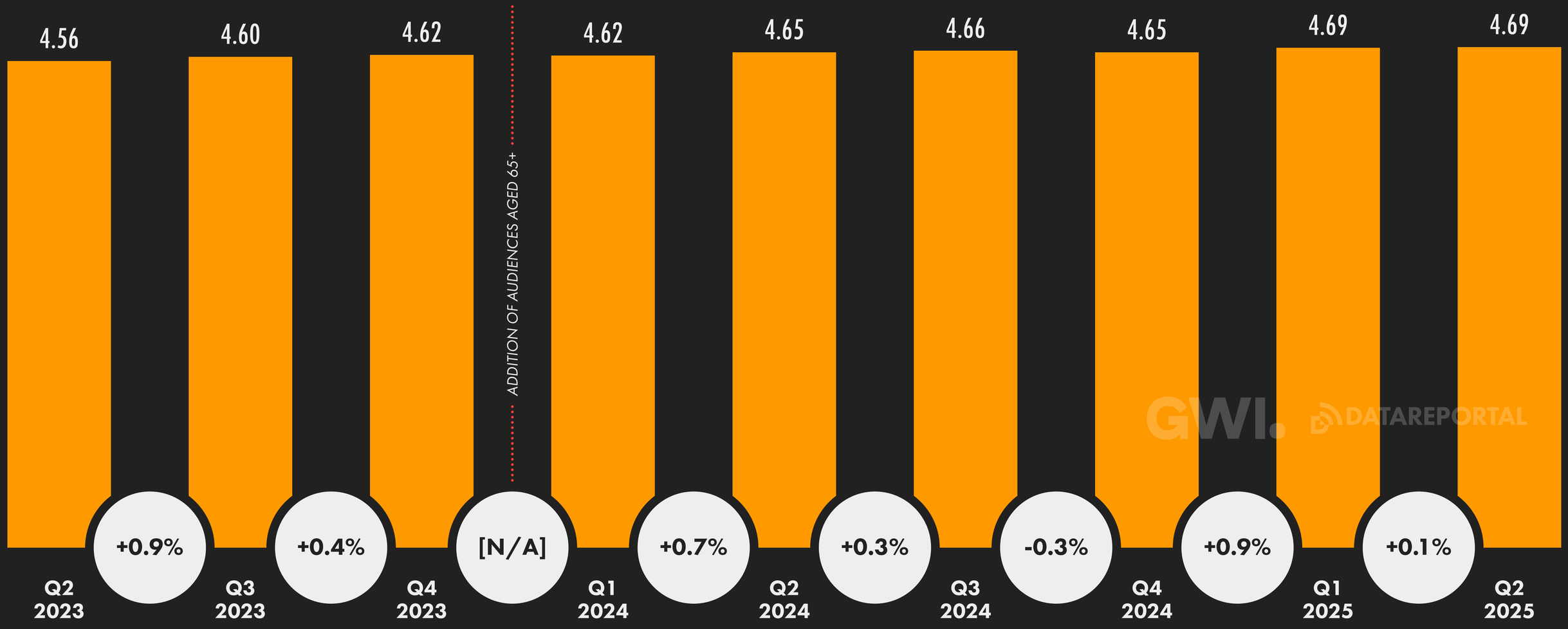
OCT 2025

NUMBER OF REASONS FOR USING SOCIAL MEDIA

AVERAGE NUMBER OF REASONS CITED BY SOCIAL MEDIA USERS AGED 16+ AS PRIMARY MOTIVATIONS FOR USING SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** RESPONDENTS COULD CHOOSE FROM THE SAME DEFINED LIST OF 18 OPTIONS IN EACH WAVE OF RESEARCH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS & FAMILY	48.0%	FRIENDS & FAMILY	48.3%	FRIENDS & FAMILY	49.6%	FRIENDS & FAMILY	51.8%	FRIENDS & FAMILY	53.7%	FRIENDS & FAMILY	59.2%
FILL UP SPARE TIME	44.3%	FILL UP SPARE TIME	40.6%	FILL UP SPARE TIME	38.6%	READ NEWS STORIES	38.9%	READ NEWS STORIES	39.5%	READ NEWS STORIES	34.2%
FIND CONTENT (E.G. VIDEOS)	33.4%	READ NEWS STORIES	34.7%	READ NEWS STORIES	36.6%	FILL UP SPARE TIME	38.3%	FILL UP SPARE TIME	36.9%	FILL UP SPARE TIME	29.6%
SEE TRENDING TOPICS	32.2%	FIND CONTENT (E.G. VIDEOS)	32.5%	FIND CONTENT (E.G. VIDEOS)	30.7%	FIND CONTENT (E.G. VIDEOS)	29.2%	FIND PRODUCTS TO BUY	28.0%	FIND CONTENT (E.G. VIDEOS)	16.0%
READ NEWS STORIES	30.4%	SEE TRENDING TOPICS	31.1%	SEE TRENDING TOPICS	30.0%	FIND PRODUCTS TO BUY	29.0%	FIND CONTENT (E.G. VIDEOS)	26.6%	FIND PRODUCTS TO BUY	15.8%
IDEAS: THINGS TO DO & BUY	28.4%	IDEAS: THINGS TO DO & BUY	28.5%	FIND PRODUCTS TO BUY	29.9%	SEE TRENDING TOPICS	27.4%	SEE TRENDING TOPICS	24.4%	IDEAS: THINGS TO DO & BUY	15.5%
MAKE NEW CONTACTS	26.1%	FIND PRODUCTS TO BUY	27.4%	IDEAS: THINGS TO DO & BUY	28.3%	IDEAS: THINGS TO DO & BUY	27.0%	IDEAS: THINGS TO DO & BUY	24.2%	SHARE & DISCUSS OPINIONS	14.4%
AVOID MISSING OUT	25.5%	WATCH OR FOLLOW SPORTS	25.8%	WATCH LIVE STREAMS	25.5%	WATCH LIVE STREAMS	22.9%	SHARE & DISCUSS OPINIONS	21.5%	SEE TRENDING TOPICS	14.0%
FIND PRODUCTS TO BUY	25.5%	WATCH LIVE STREAMS	25.4%	SEE CONTENT FROM BRANDS	25.2%	SHARE & DISCUSS OPINIONS	22.7%	WATCH LIVE STREAMS	21.3%	FIND LIKE-MINDED PEOPLE	13.6%
SEE CONTENT FROM BRANDS	24.8%	MAKE NEW CONTACTS	24.6%	WATCH OR FOLLOW SPORTS	25.0%	ACTIVITIES FOR WORK	22.7%	WATCH OR FOLLOW SPORTS	19.8%	WATCH OR FOLLOW SPORTS	11.7%

SOURCE: GWI (Q2 2025). **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS IN EACH AGE GROUP WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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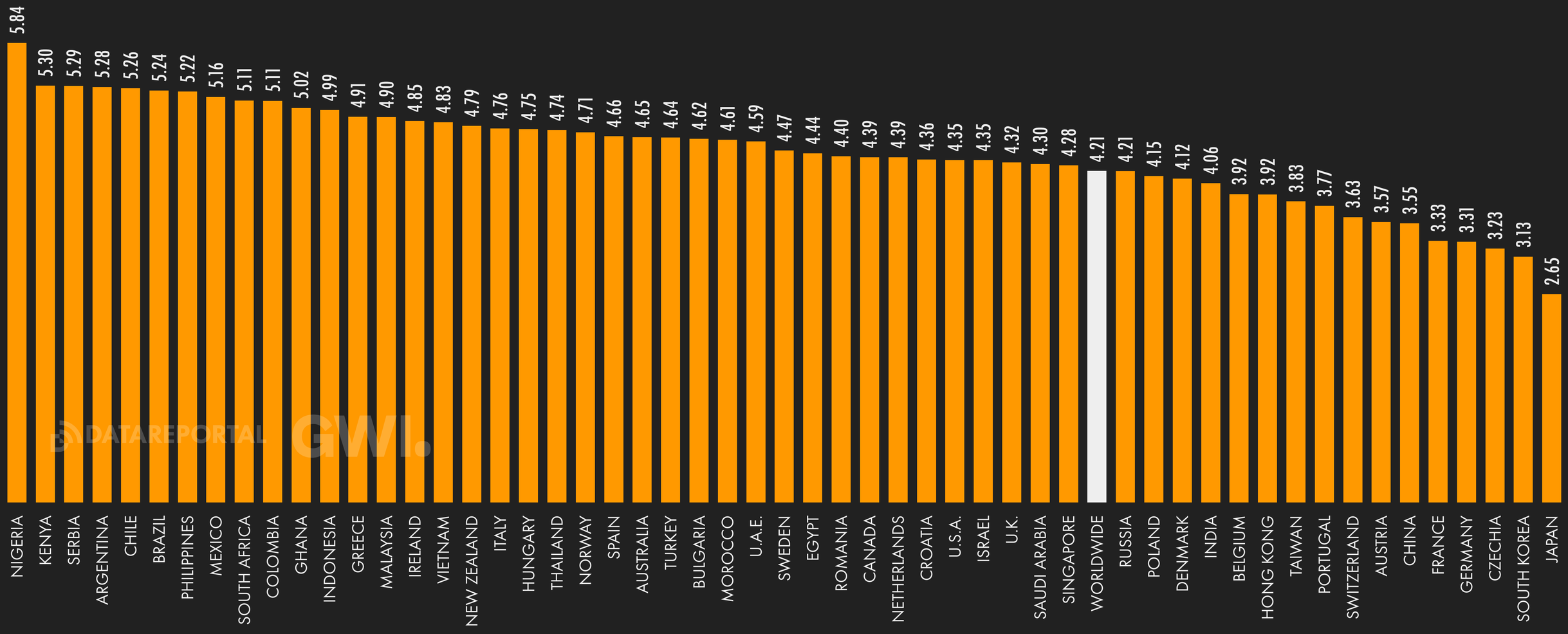
OCT 2025

FREQUENCY OF SOCIAL MEDIA USE

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ USE SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

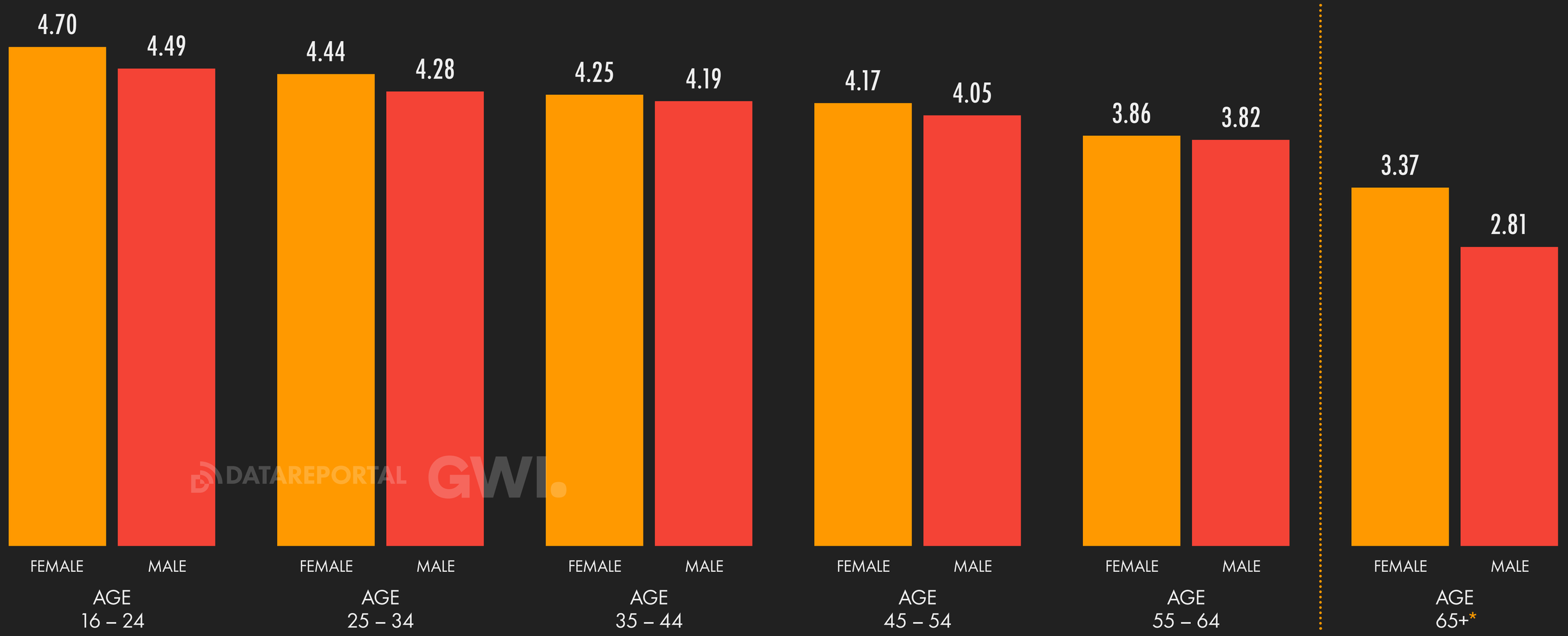
we are social Meltwater

OCT 2025

FREQUENCY OF SOCIAL MEDIA USE

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS USE SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

we are social Meltwater

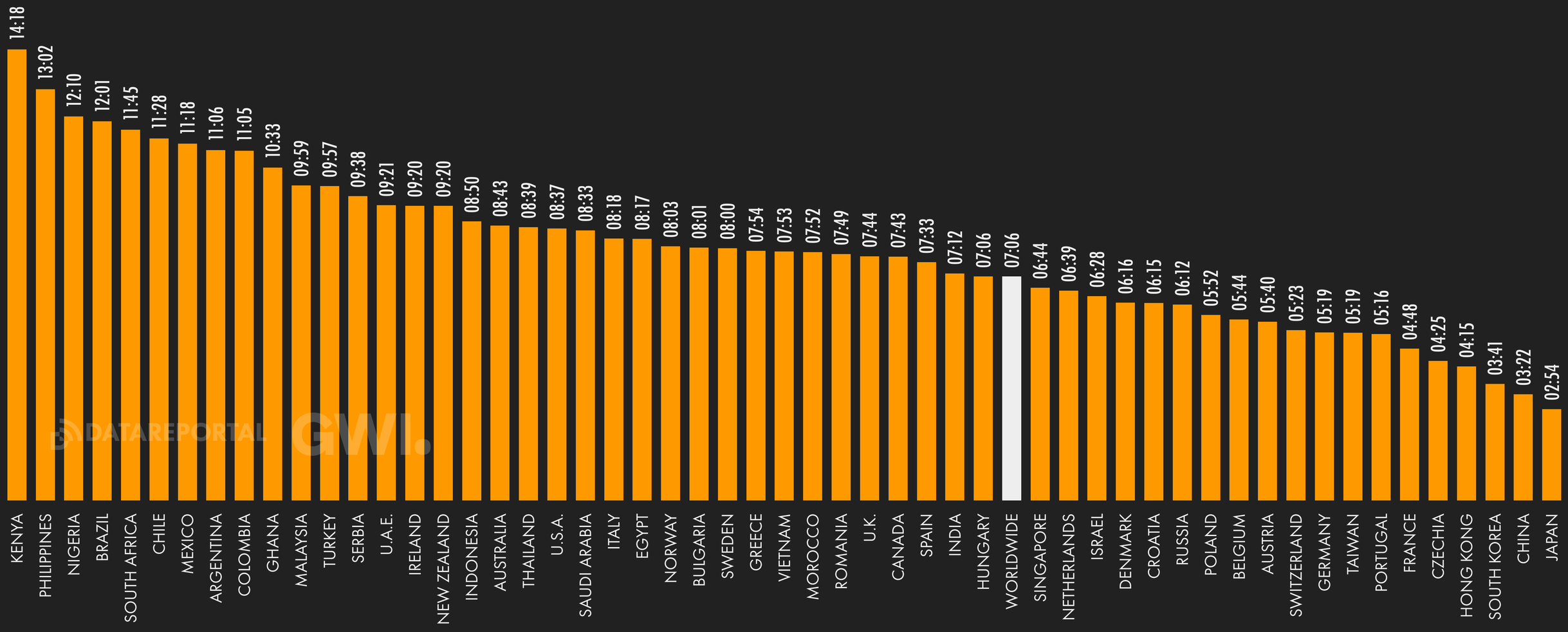
OCT 2025

WEEKLY TIME SPENT BROWSING SOCIAL MEDIA

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND BROWSING SOCIAL MEDIA (POSTS, STORIES, ETC.) EXCLUDING VIDEO

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** DOES NOT INCLUDE TIME SPENT WATCHING VIDEO CONTENT (E.G. TIKTOKS, REELS, VLOGS, ETC.). VALUES FOR SOCIAL MEDIA TIME INCLUDING VIDEO CONSUMPTION ARE SHOWN ON OTHER CHARTS IN THIS REPORT. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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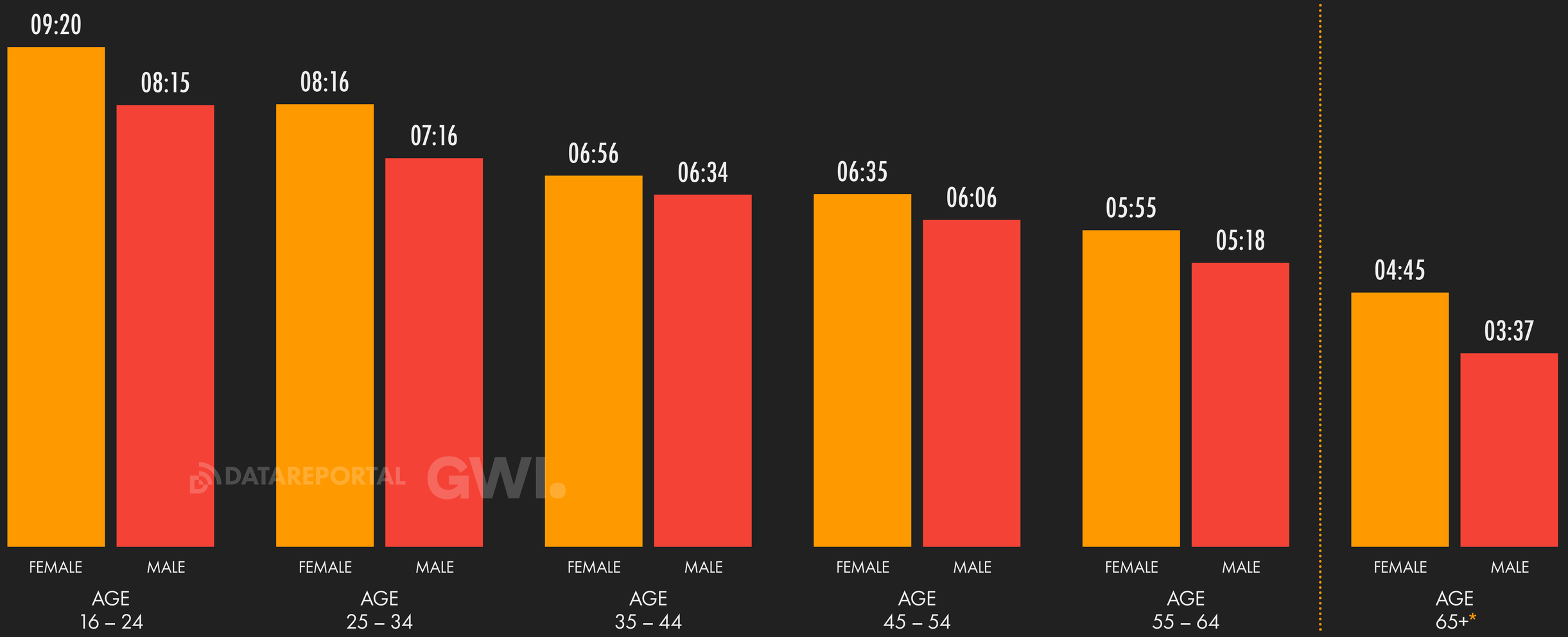
OCT 2025

WEEKLY TIME SPENT BROWSING SOCIAL MEDIA

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND BROWSING SOCIAL MEDIA (POSTS, STORIES, ETC.) EXCLUDING VIDEO

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** DOES NOT INCLUDE TIME SPENT WATCHING VIDEO CONTENT (E.G. TIKTOKS, REELS, VLOGS). VALUES FOR SOCIAL MEDIA TIME INCLUDING VIDEO CONSUMPTION ARE SHOWN SEPARATELY IN THIS REPORT. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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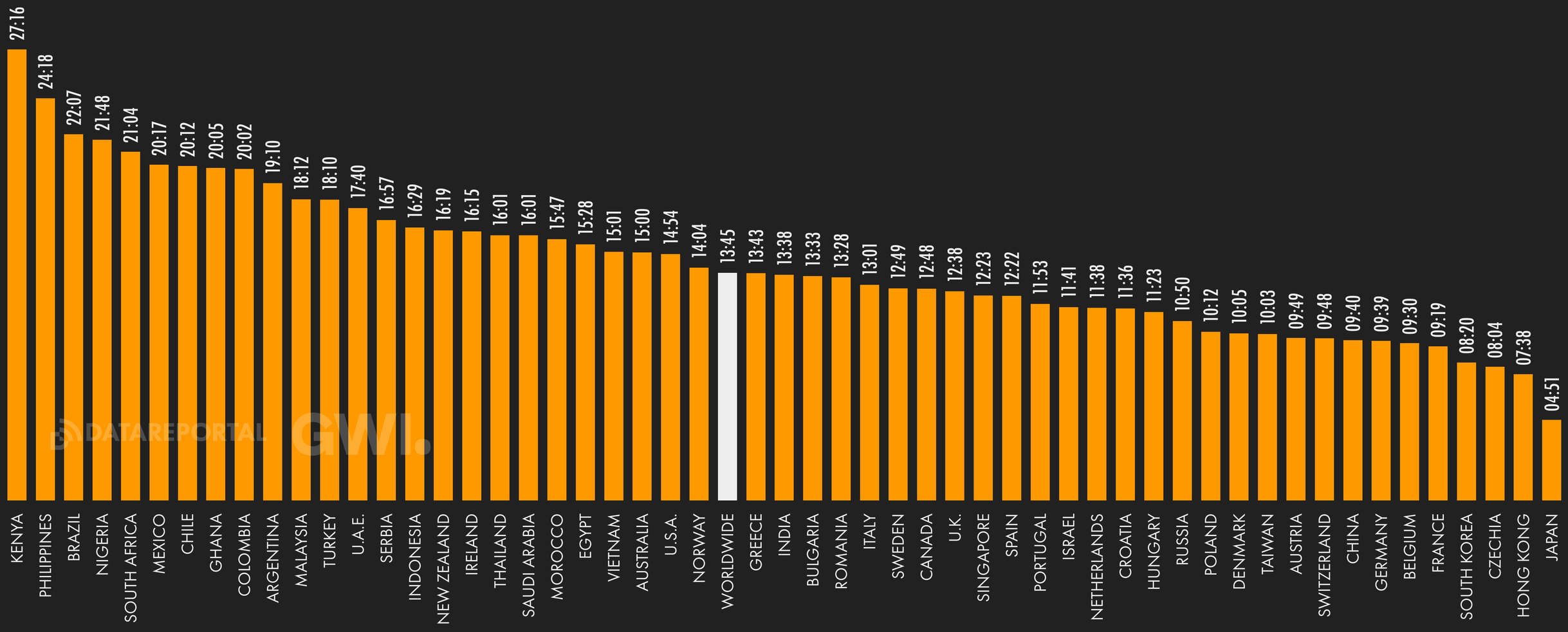
OCT 2025

WEEKLY TIME: SOCIAL MEDIA INC. SHORT VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND SHORT VIDEOS (E.G. TIKTOKS, REELS)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING SHORT VIDEOS (E.G. TIKTOKS, REELS). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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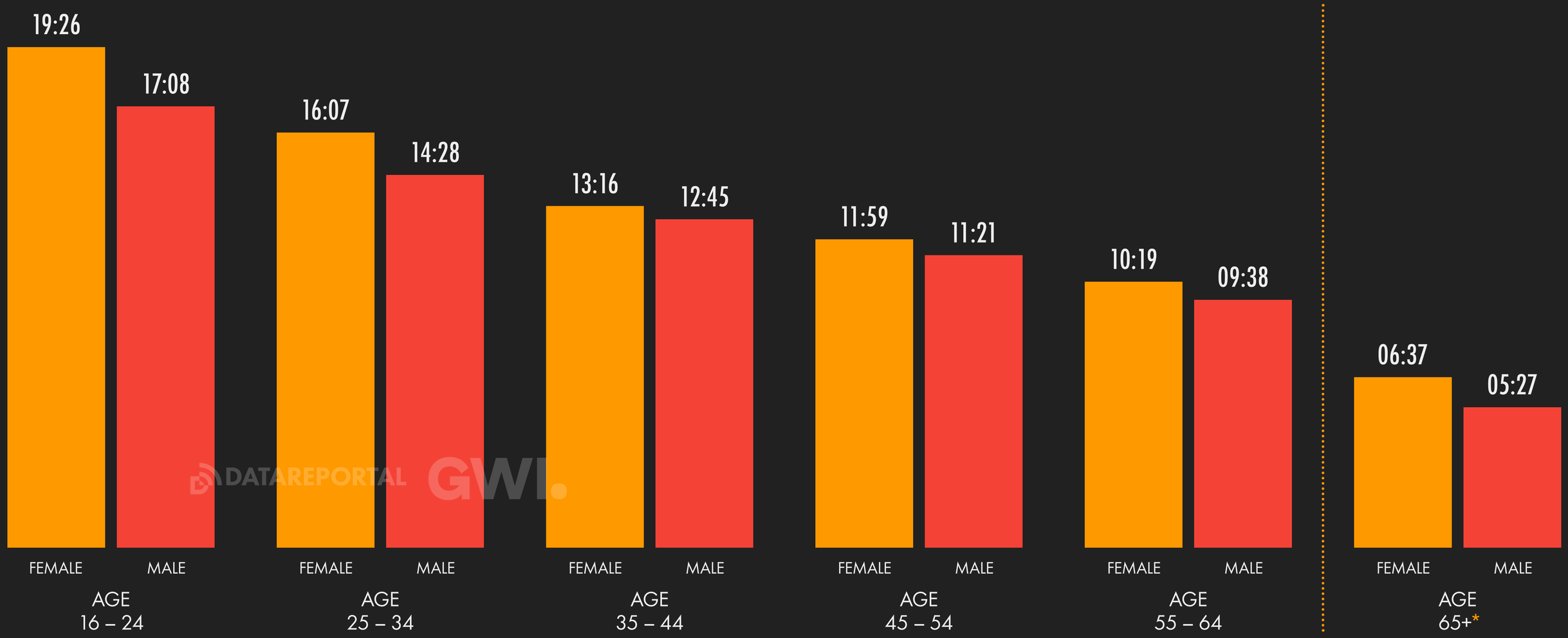
OCT 2025

WEEKLY TIME: SOCIAL MEDIA INC. SHORT VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING SOCIAL MEDIA AND SHORT VIDEOS (E.G. TIKTOKS, REELS)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING SHORT VIDEOS (E.G. TIKTOKS, REELS). (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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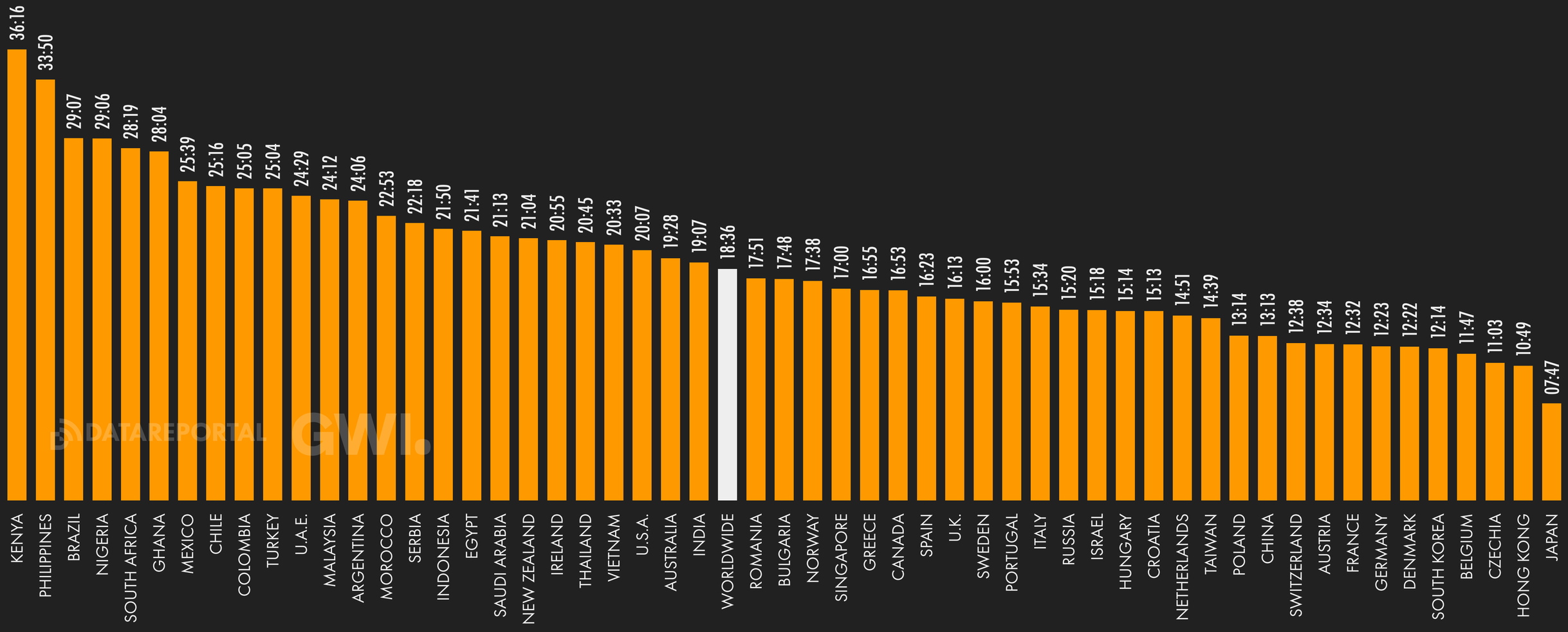
OCT 2025

WEEKLY TIME: SOCIAL MEDIA AND ONLINE VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND ONLINE VIDEO (EXCLUDES STREAMING TV)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING ONLINE VIDEOS OF ANY LENGTH (E.G. TIKTOKS, REELS, VLOGS, ETC.). DOES NOT INCLUDE TIME FOR TV STREAMING PLATFORMS LIKE NETFLIX OR DISNEY+. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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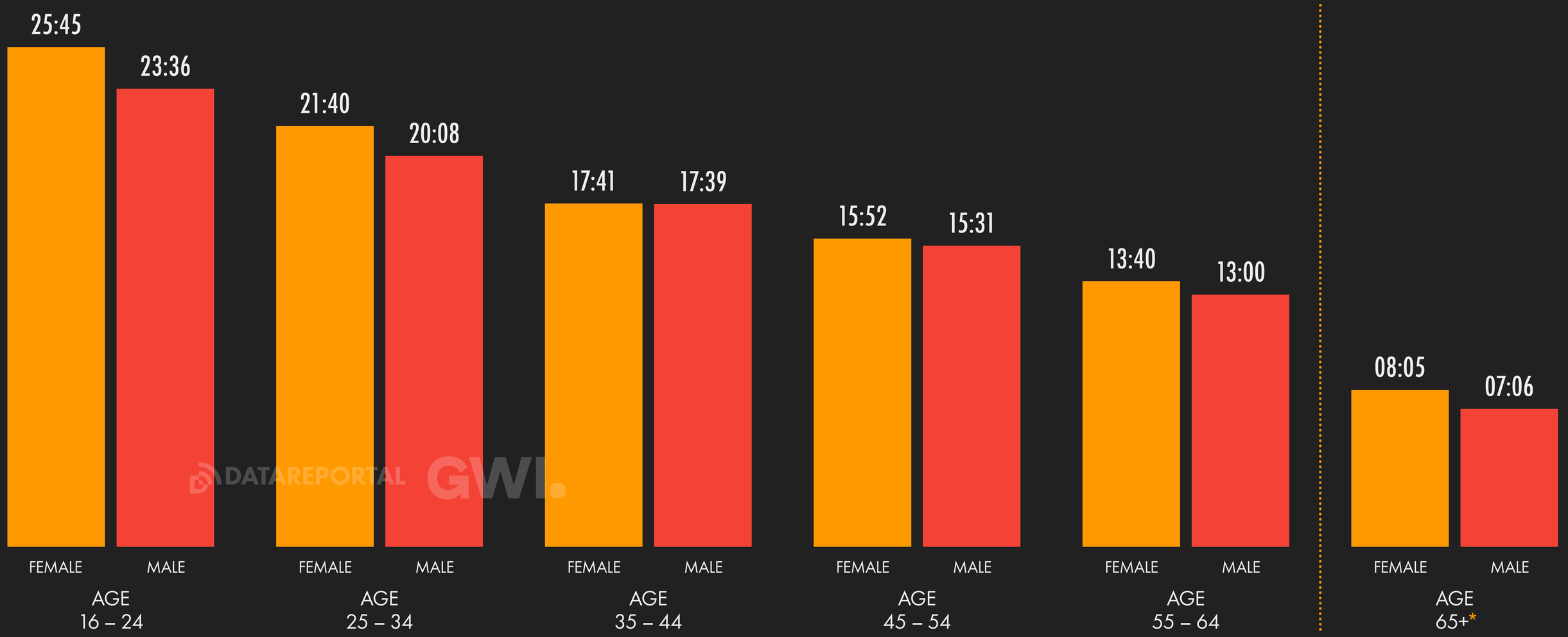
OCT 2025

WEEKLY TIME: SOCIAL MEDIA AND ONLINE VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND ONLINE VIDEO (EXCLUDES STREAMING TV)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA (E.G. POSTS, STORIES, ADS) AND WATCHING ONLINE VIDEOS OF ANY LENGTH (E.G. TIKTOKS, REELS, VLOGS). DOES NOT INCLUDE TIME FOR TV STREAMING PLATFORMS LIKE NETFLIX. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN PERCEIVED DEFINITION OF "SOCIAL MEDIA". VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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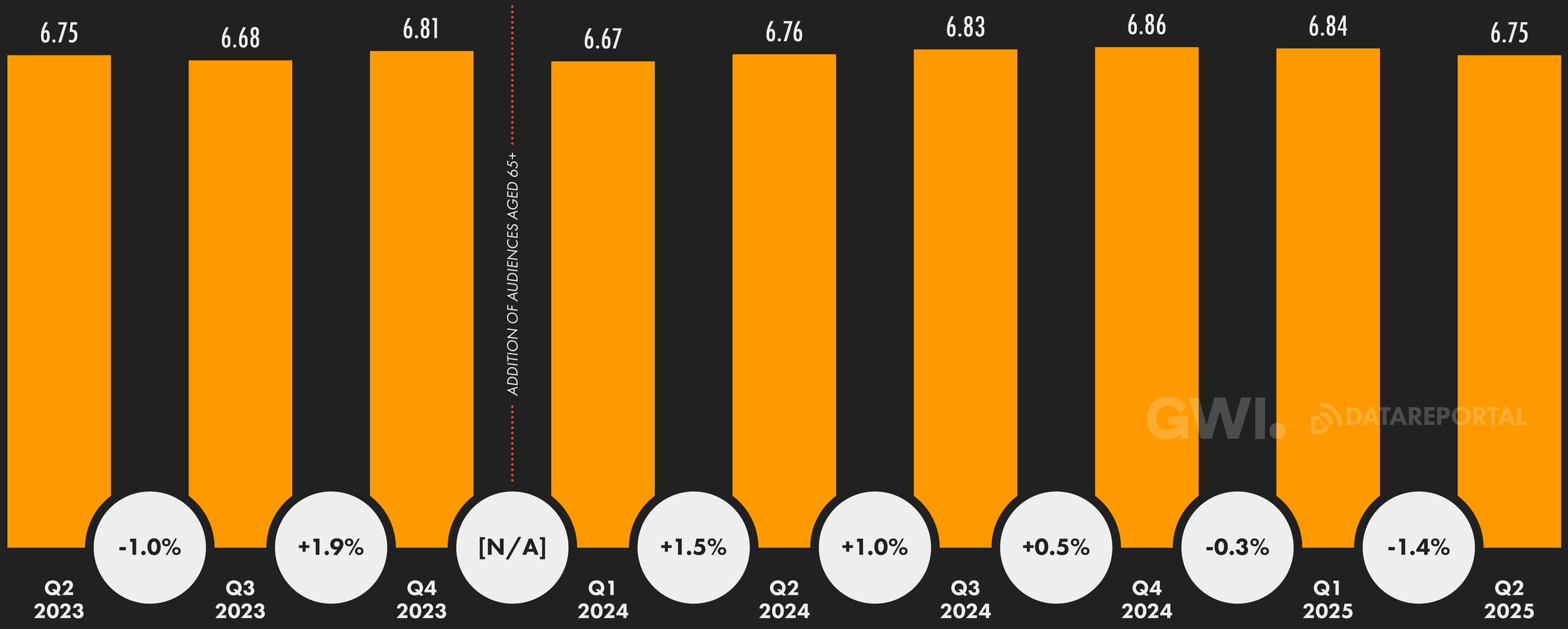
OCT 2025

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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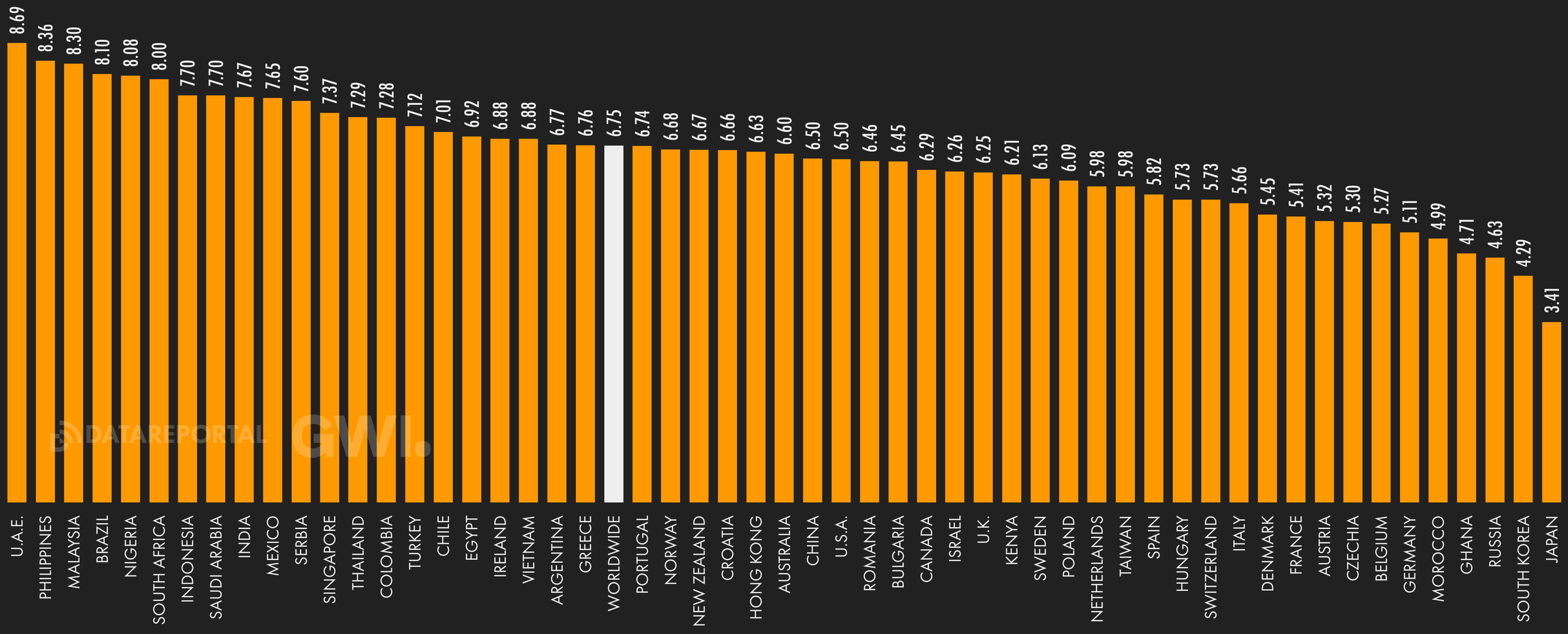
OCT 2025

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** INCLUDES DATA FOR YOUTUBE. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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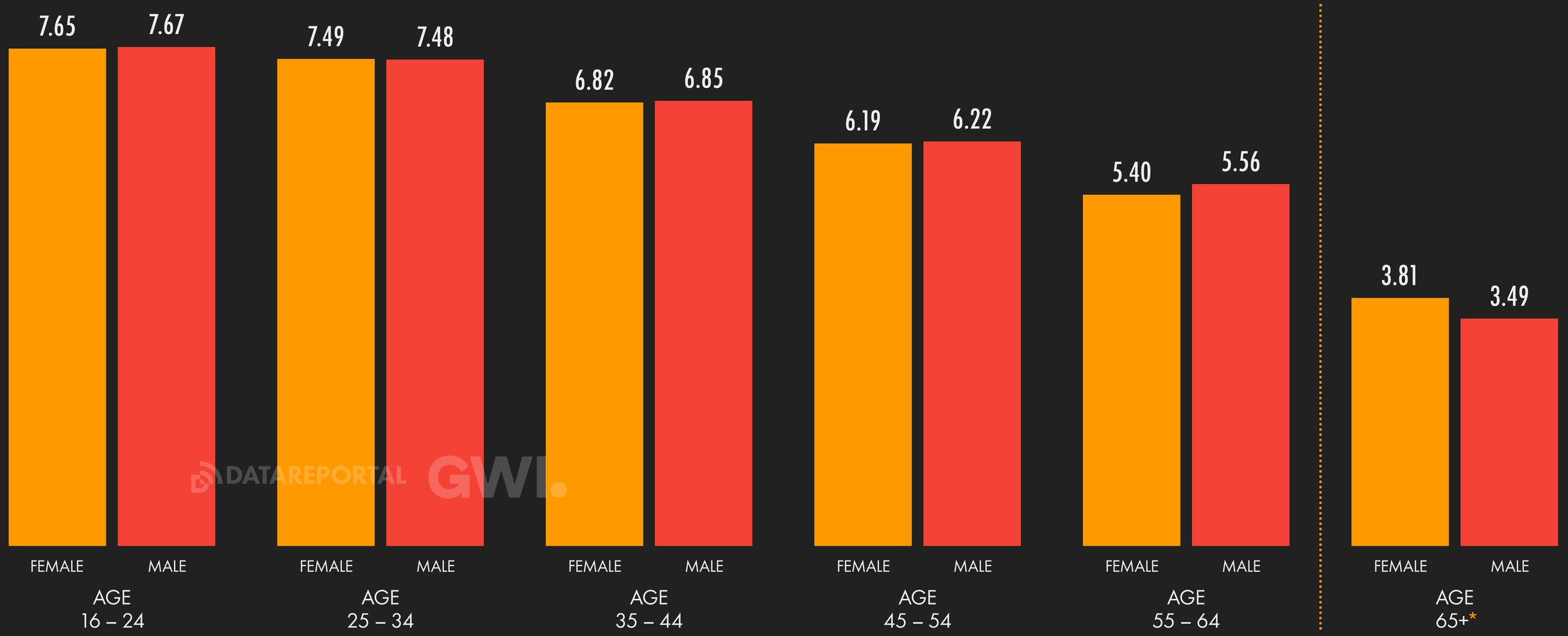
OCT 2025

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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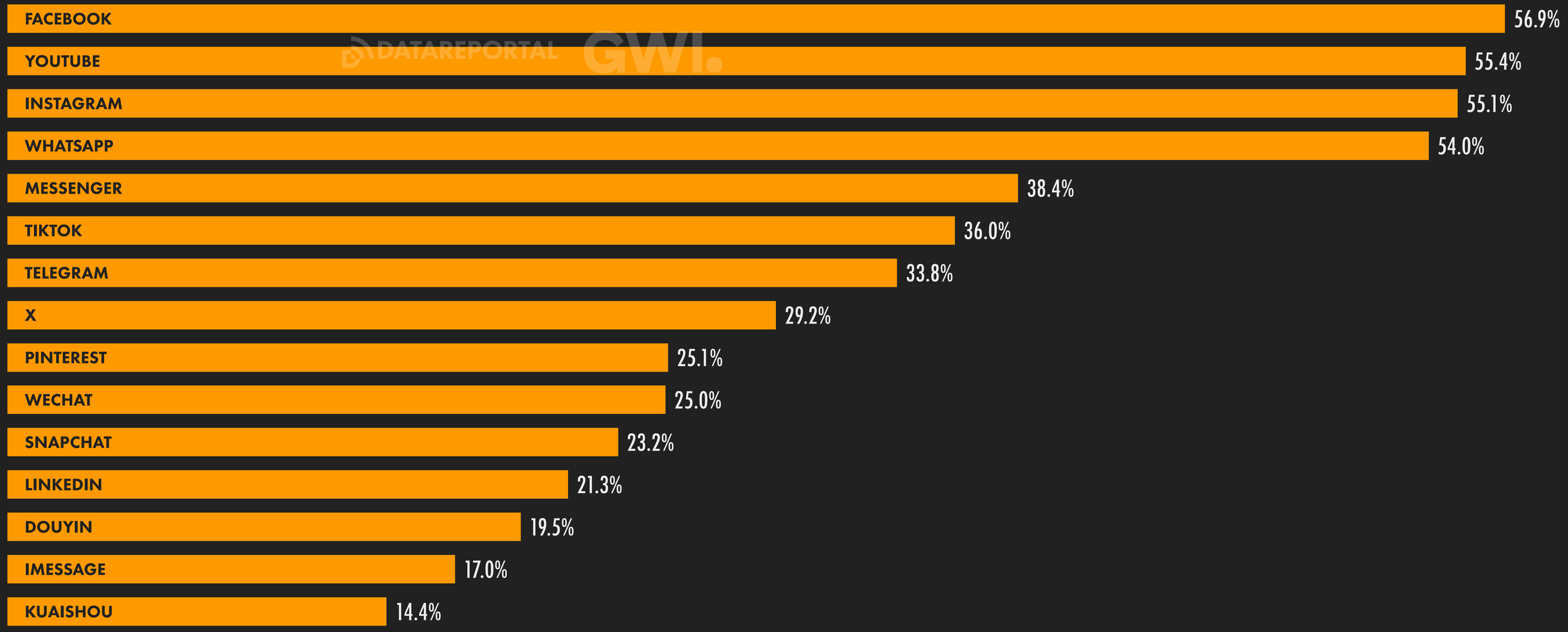
OCT 2025

SELF-DECLARED PLATFORM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED THE RESPECTIVE PLATFORM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** IN LINE WITH BYTEDANCE'S CORPORATE REPORTING, WE SEPARATE FIGURES FOR THE USE OF TIKTOK OUTSIDE OF MAINLAND CHINA AND THE USE OF DOUYIN WITHIN MAINLAND CHINA. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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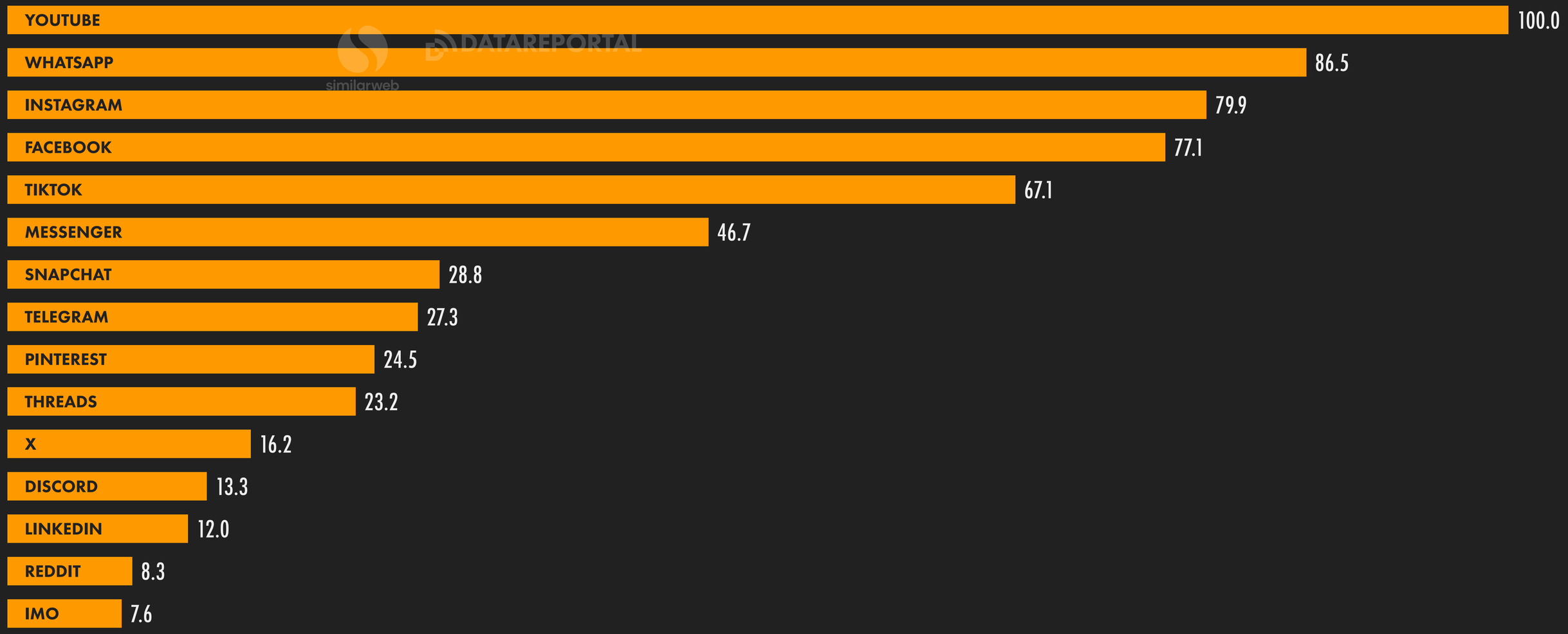
OCT 2025

SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN AUGUST 2025

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** BASED ON A SELECTION OF APPS ONLY. FIGURES BASED ON THE NUMBER OF ANDROID PHONE AND IPHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). VALUES COMPARE EACH PLATFORM'S APP USERS WITH THE APP USERS OF THE MOST USED PLATFORM. DOES NOT INCLUDE DATA FOR CHINA. **ADVISORY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACCOUNTS. SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE ACCOUNTS. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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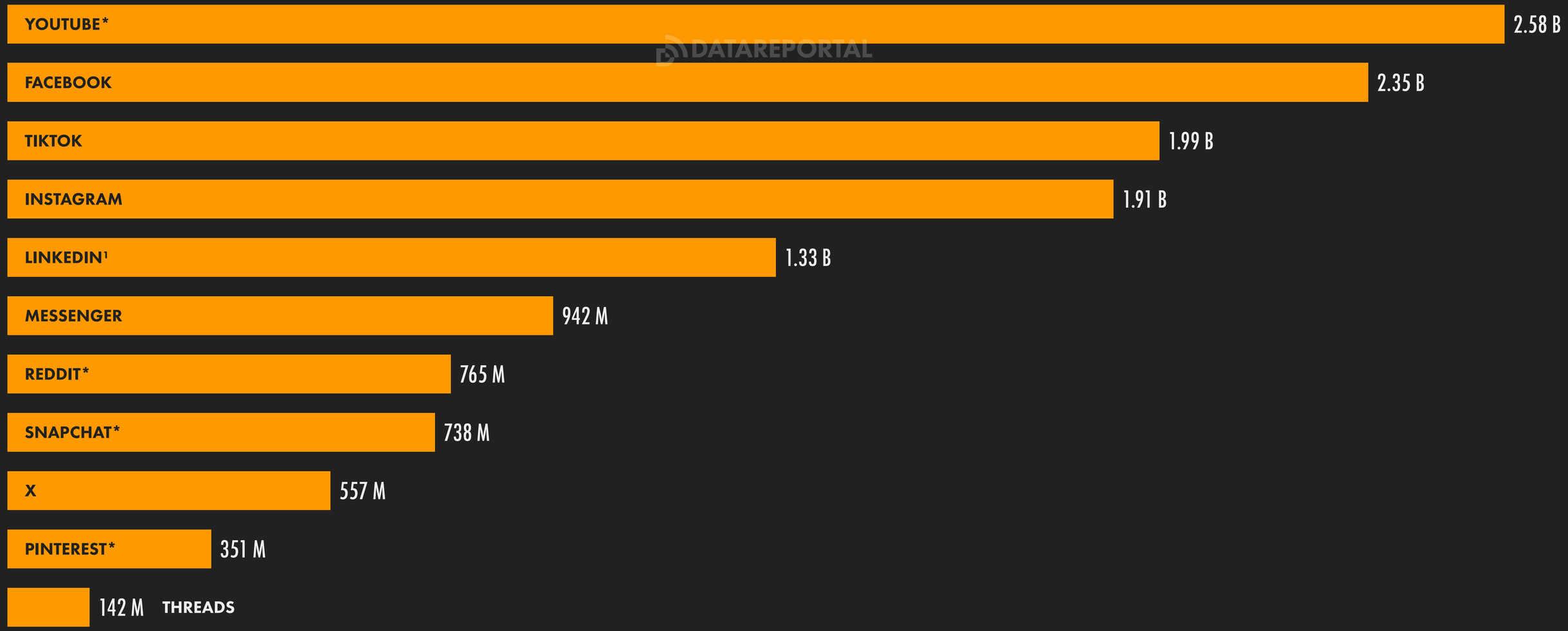
OCT 2025

SOCIAL MEDIA AD AUDIENCES: TOTAL REPORTED

POTENTIAL ADVERTISING REACH REPORTED BY TOP SOCIAL PLATFORMS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

DATAREPORTAL



SOURCES: KEPIOS ANALYSIS OF DATA PUBLISHED IN PLATFORMS' ADVERTISING RESOURCES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** AD REACH DATA ARE NOT AVAILABLE FOR ALL PLATFORMS. RANKING BASED ON AVAILABLE DATA ONLY. (*) THESE PLATFORMS ONLY REPORT DATA FOR A SELECTION OF GEOGRAPHIES. VALUES BASED ON AVAILABLE DATA ONLY; TRUE GLOBAL AD REACH MAY BE HIGHER. (1) UNLIKE OTHER PLATFORMS, LINKEDIN REPORTS POTENTIAL AD REACH BASED ON TOTAL REGISTERED "MEMBERS", NOT ACTIVE USERS. **COMPARABILITY:** SOURCE DATA SUBJECT TO REGULAR REVISIONS. CHANGES IN REPORTED REACH MAY NOT INDICATE A CHANGE IN ACTIVE PLATFORM USE. SEE NOTES ON DATA.

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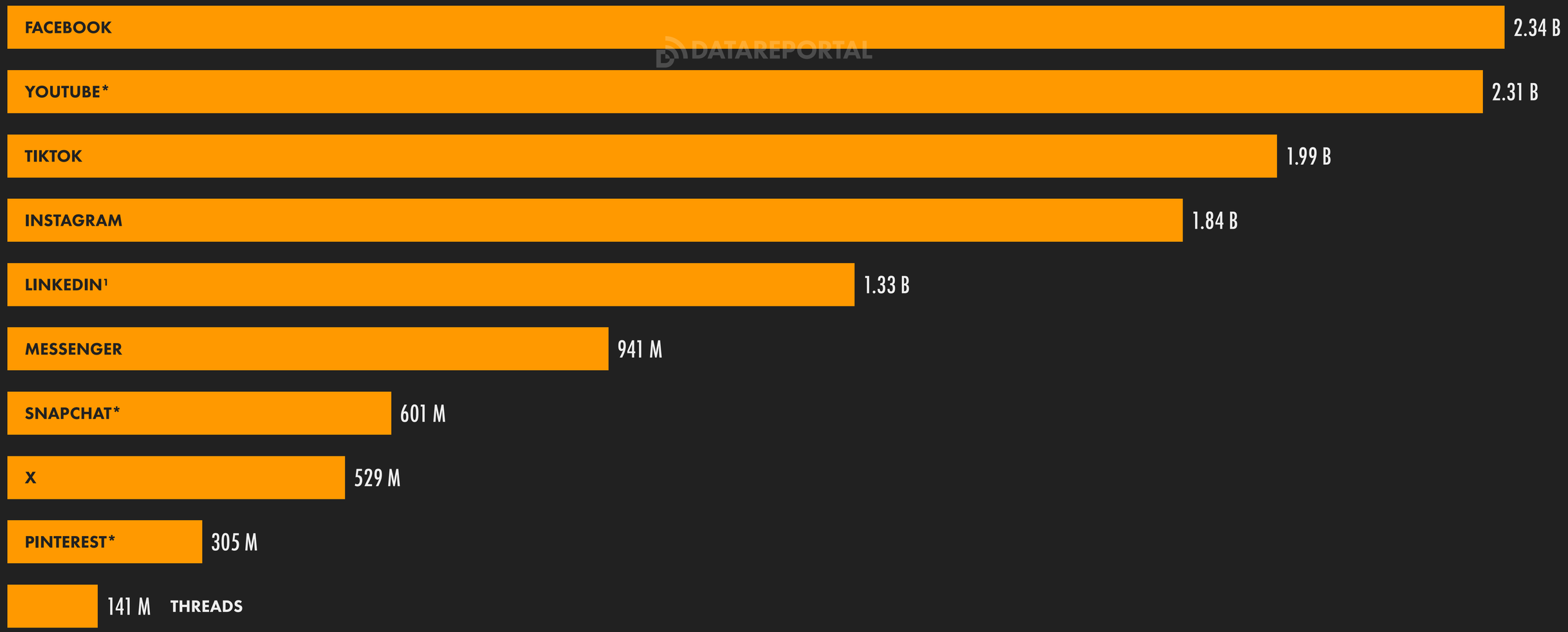
SOCIAL MEDIA AD AUDIENCES: ADULTS AGED 18+

POTENTIAL AD REACH AMONGST USERS AGED 18+ REPORTED BY TOP SOCIAL PLATFORMS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS OF DATA PUBLISHED IN PLATFORMS' ADVERTISING RESOURCES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** AD REACH DATA FOR AUDIENCES AGED 18+ ARE NOT AVAILABLE FOR ALL PLATFORMS. RANKING BASED ON AVAILABLE DATA ONLY. (*) THESE PLATFORMS ONLY REPORT DATA FOR A SELECTION OF GEOGRAPHIES. VALUES BASED ON AVAILABLE DATA ONLY; TRUE GLOBAL AD REACH MAY BE HIGHER.(1) UNLIKE OTHER PLATFORMS, LINKEDIN REPORTS POTENTIAL AD REACH BASED ON TOTAL REGISTERED "MEMBERS", NOT ACTIVE USERS. **COMPARABILITY:** SOURCE DATA SUBJECT TO REGULAR REVISIONS. CHANGES IN REPORTED REACH MAY NOT INDICATE A CHANGE IN ACTIVE PLATFORM USE. SEE NOTES ON DATA.

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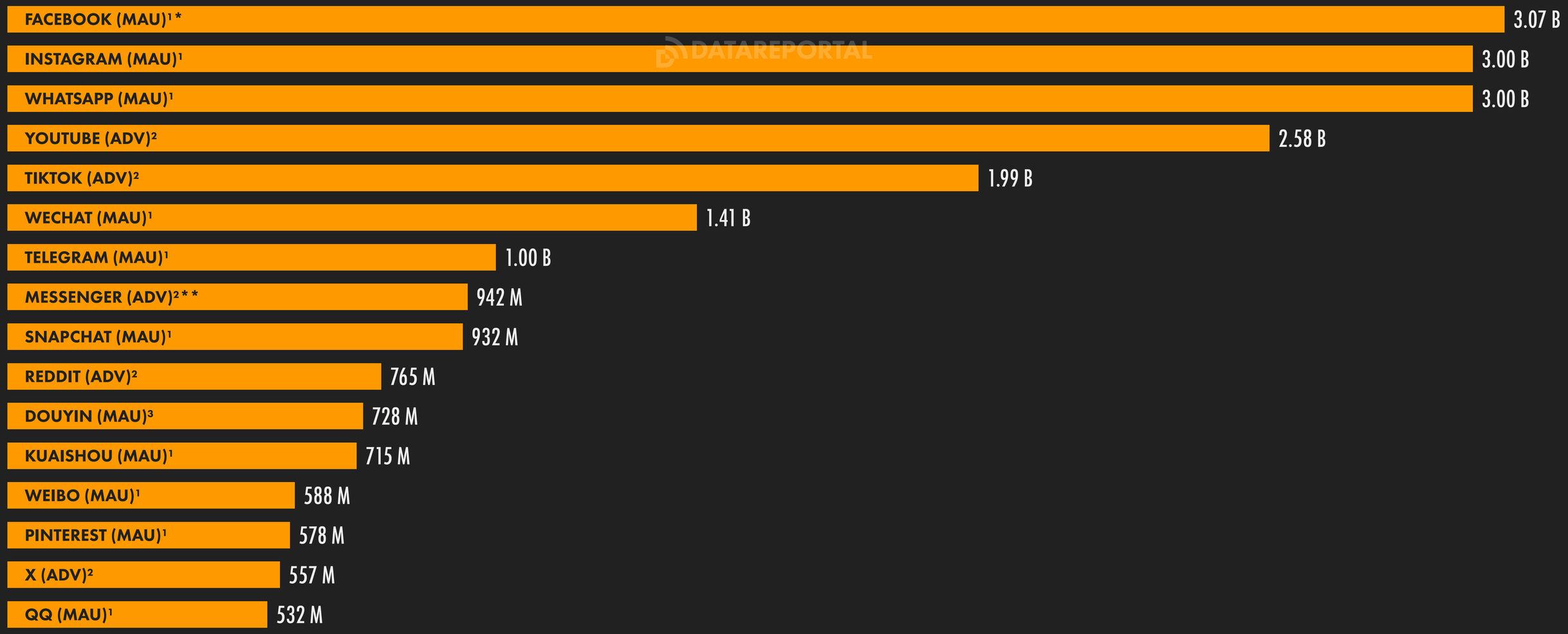
PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS OF (1) COMPANY STATEMENTS; (2) COMPANY ADVERTISING RESOURCES; (3) DATA FROM IIMEDIA. **NOTES:** A CONSISTENT METRIC IS NOT AVAILABLE FOR ALL PLATFORMS. "ADV" INDICATES POTENTIAL AD REACH, MEASURED IN MONTHLY ACTIVE ACCOUNTS. "MAU" INDICATES MONTHLY ACTIVE USERS. VALUE FOR YOUTUBE BASED ON AVAILABLE GEOGRAPHIES ONLY. **ADVISORY:** VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND ARE NOT DIRECTLY COMPARABLE DUE TO DIFFERING METRICS. PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS. (**) SOME AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, SO VALUE MAY UNDER-REPRESENT ACTUAL USE. **COMPARABILITY:** METRIC AND SOURCE CHANGES. SEE NOTES ON DATA.

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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

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

GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING YOUTUBE	USING FACEBOOK	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X	USING REDDIT	USING PINTEREST	USING DISCORD	USING LINKEDIN	USING LINE
YOUTUBE USERS	1.2%	100.0%	75.7%	72.5%	77.4%	48.4%	48.0%	30.7%	42.0%	19.1%	37.5%	15.2%	32.1%	11.1%
FACEBOOK USERS	0.6%	73.4%	100.0%	75.1%	78.6%	53.9%	46.6%	32.9%	40.2%	16.0%	34.2%	12.6%	31.4%	8.6%
WHATSAPP USERS	1.0%	74.0%	77.3%	100.0%	78.9%	50.4%	52.6%	35.0%	39.9%	14.8%	36.2%	12.8%	32.2%	5.3%
INSTAGRAM USERS	0.1%	76.8%	80.5%	78.4%	100.0%	54.5%	50.6%	36.9%	45.0%	17.4%	38.8%	14.5%	32.6%	9.5%
TIKTOK USERS	0.2%	76.4%	81.8%	74.2%	80.9%	100.0%	51.3%	34.8%	48.7%	17.5%	39.9%	15.6%	29.6%	11.6%
TELEGRAM USERS	0.2%	79.8%	78.5%	86.1%	83.3%	57.0%	100.0%	41.2%	50.8%	18.8%	41.4%	18.0%	37.7%	7.7%
SNAPCHAT USERS	<0.1%	81.2%	80.7%	83.2%	88.5%	56.2%	59.9%	100.0%	48.2%	22.9%	45.8%	18.1%	38.5%	7.1%
X USERS	0.1%	81.0%	80.5%	77.5%	88.1%	64.3%	60.4%	39.4%	100.0%	25.7%	43.1%	22.3%	41.7%	14.1%
REDDIT USERS	0.1%	82.8%	79.5%	71.5%	84.4%	57.3%	55.4%	46.3%	63.9%	100.0%	61.4%	40.4%	55.1%	9.5%
PINTEREST USERS	0.2%	79.2%	77.7%	80.0%	86.3%	59.9%	55.9%	42.5%	49.0%	28.1%	100.0%	21.4%	43.8%	9.2%
DISCORD USERS	<0.1%	85.6%	77.3%	76.3%	87.1%	63.2%	65.7%	45.4%	68.6%	49.9%	57.9%	100.0%	48.7%	13.9%
LINKEDIN USERS	0.2%	78.6%	85.0%	84.5%	86.3%	52.8%	60.6%	42.5%	56.4%	30.0%	52.1%	21.4%	100.0%	9.0%
LINE USERS	4.7%	77.3%	66.1%	39.6%	71.1%	58.6%	34.9%	22.1%	54.0%	14.6%	31.1%	17.3%	25.4%	100.0%

GWI.

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES USERS AGED 16+. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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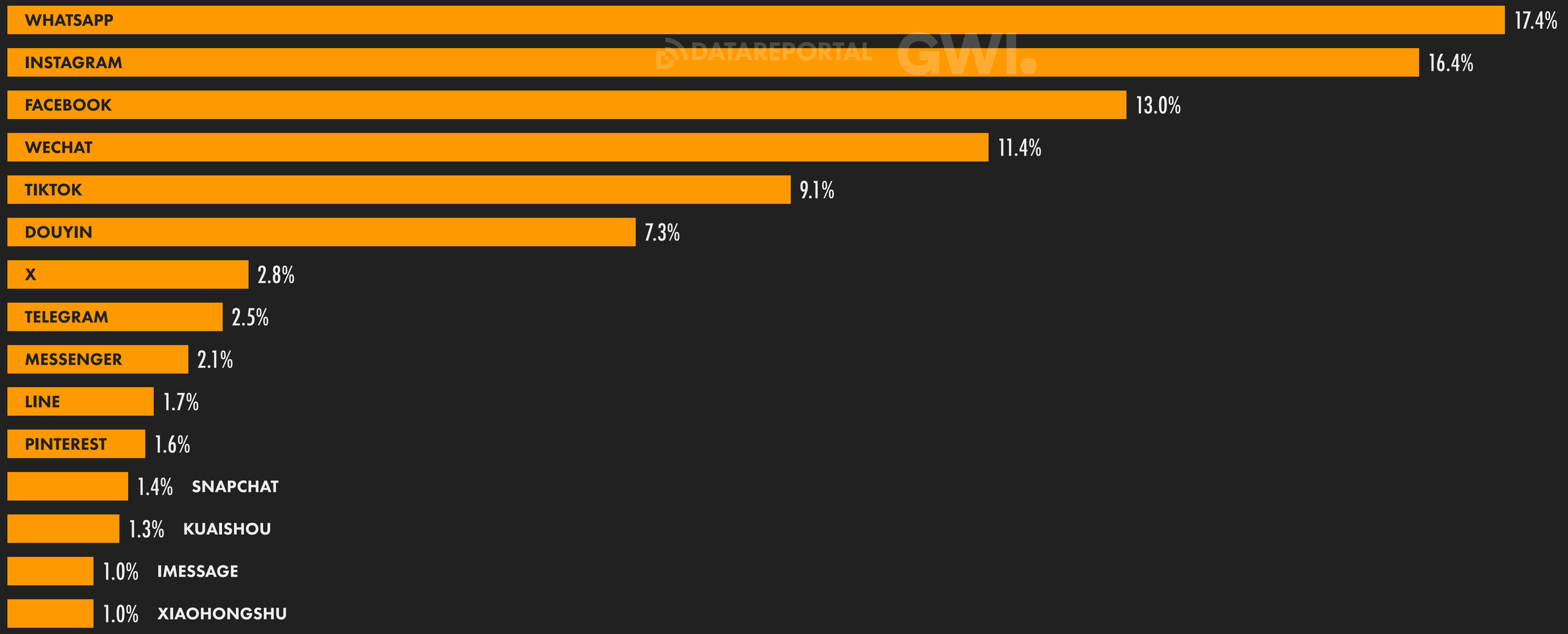
FAVOURITE SOCIAL MEDIA PLATFORMS

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

NOTE: *YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART*

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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FAVOURITE SOCIAL MEDIA PLATFORMS

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

NOTE: *YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES*

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	13.5%	15.7%	**16.9%**	**19.3%**	**21.0%**
INSTAGRAM	**24.0%**	**20.1%**	15.4%	13.1%	11.6%
FACEBOOK	6.2%	10.5%	12.4%	14.0%	16.3%
WECHAT	8.7%	10.8%	14.1%	12.6%	11.4%
TIKTOK	17.6%	12.9%	8.7%	8.3%	5.9%
DOUYIN	5.8%	7.9%	11.2%	7.7%	5.9%
X	2.7%	2.1%	1.3%	1.5%	1.6%
TELEGRAM	2.2%	2.2%	2.2%	2.1%	2.3%
MESSENGER	1.4%	2.1%	2.3%	2.2%	2.4%
LINE	0.5%	0.8%	1.2%	2.2%	2.9%

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	14.9%	16.1%	**17.4%**	**20.6%**	**21.2%**
INSTAGRAM	**25.7%**	**19.9%**	12.3%	9.6%	7.1%
FACEBOOK	8.6%	12.5%	14.8%	15.9%	16.9%
WECHAT	8.8%	11.0%	14.4%	14.1%	15.4%
TIKTOK	10.3%	7.9%	6.8%	6.4%	4.7%
DOUYIN	6.4%	7.3%	9.3%	7.0%	7.1%
X	3.8%	4.2%	3.5%	3.4%	2.9%
TELEGRAM	3.5%	3.3%	2.7%	2.7%	2.4%
MESSENGER	1.5%	1.7%	2.0%	2.2%	2.3%
LINE	0.7%	0.8%	1.1%	2.1%	2.5%

GWI.

GWI.

SOURCE: GWI (Q2 2025). **NOTES:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE FOR THE RESPECTIVE AGE GROUP. DATA ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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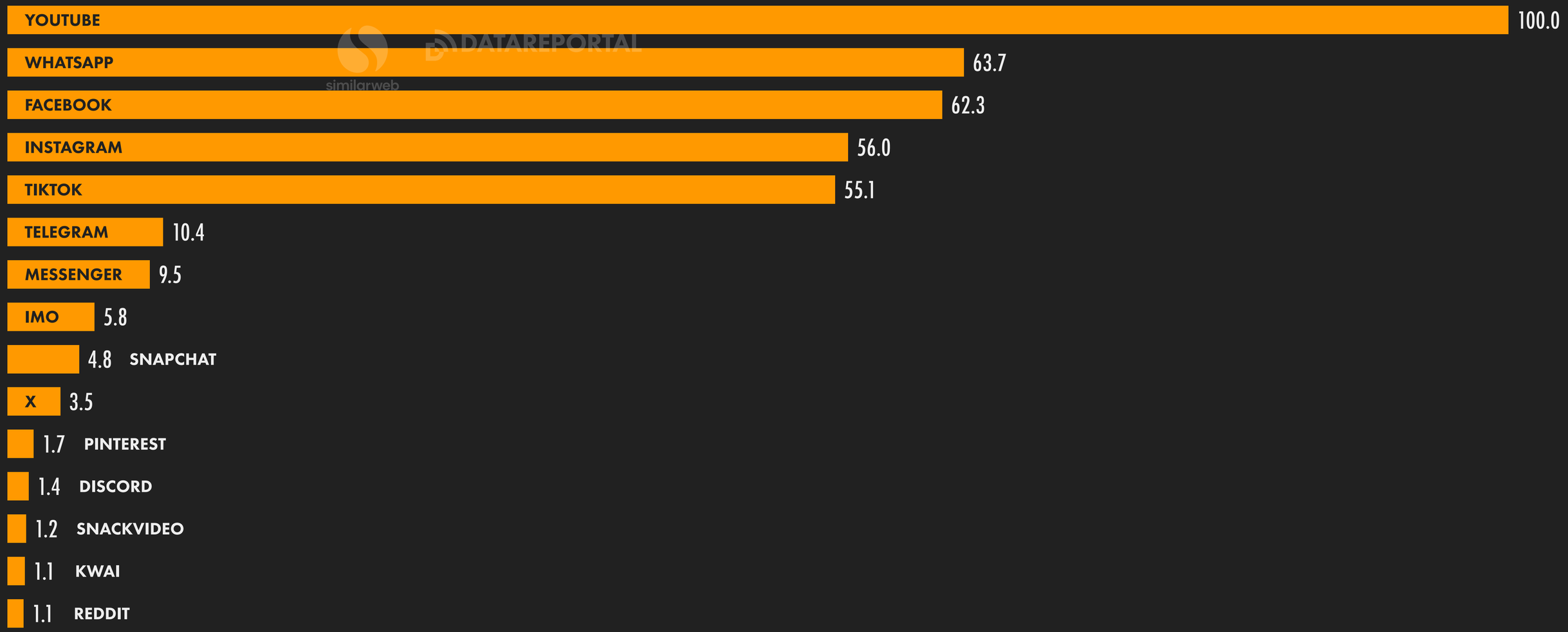
SOCIAL MEDIA APPS: TOTAL USER TIME INDEX

INDEXED SUM OF THE TOTAL DAILY TIME SPENT BY ALL ACTIVE USERS OF EACH PLATFORM'S ANDROID APP IN AUGUST 2025

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF APPS ONLY. FIGURES REFLECT THE AVERAGE CUMULATIVE DAILY TIME THAT ALL ACTIVE USERS SPENT USING EACH PLATFORM'S APP(S) ON ANDROID PHONES ONLY IN AUGUST 2025. FIGURES ARE INDEX VALUES THAT COMPARE THE TIME SPENT USING EACH PLATFORM WITH THE TIME SPENT USING THE PLATFORM WITH THE HIGHEST DAILY TIME VALUE. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **GUIDANCE:** FOR PERSPECTIVE, ROUGHLY 7 IN 10 OF THE WORLD'S CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

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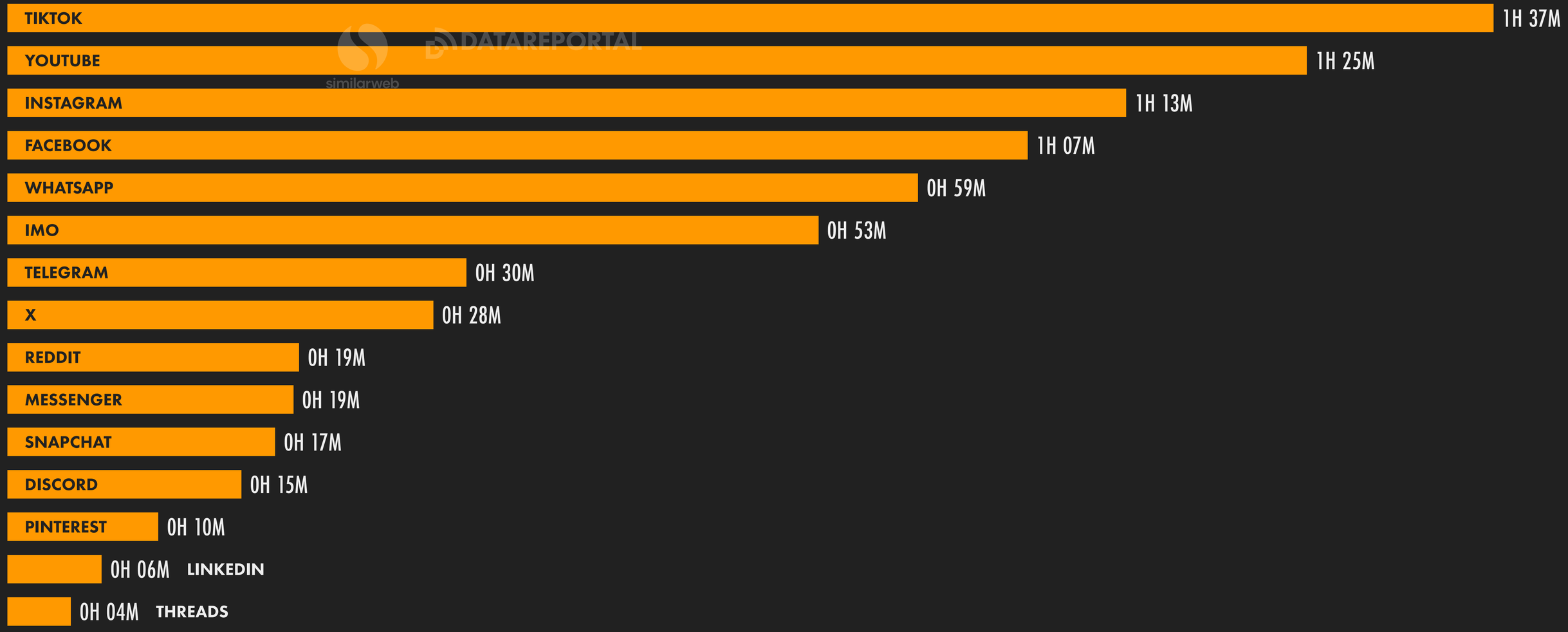
SOCIAL MEDIA APPS: AVERAGE DAILY TIME PER USER

AVERAGE TIME PER DAY THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN AUGUST 2025

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. FIGURES REPRESENT AVERAGE TIME SPENT (IN HOURS AND MINUTES) PER USER, PER DAY USING EACH PLATFORM'S MOBILE APP(S) ON ANDROID PHONES IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **GUIDANCE:** FOR PERSPECTIVE, ROUGHLY 7 IN 10 OF THE WORLD'S CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

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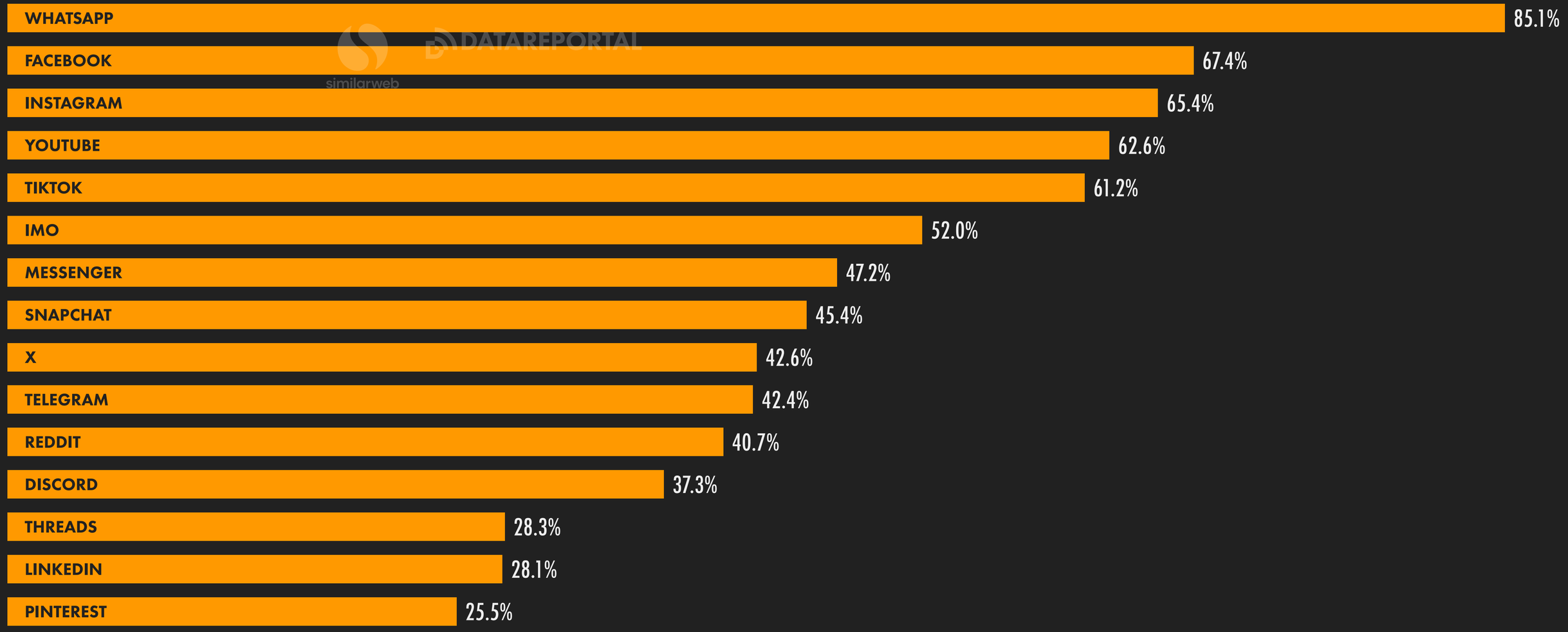
SOCIAL MEDIA APPS: AVERAGE DAILY OPEN RATE

PERCENTAGE OF DAYS IN AUGUST 2025 THAT ACTIVE USERS OF THE RESPECTIVE ANDROID APP OPENED THAT APP

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. VALUES COMPARE THE AVERAGE NUMBER OF DAILY ACTIVE USERS OF EACH PLATFORM'S APP(S) WITH MONTHLY ACTIVE USERS OF THE SAME PLATFORM'S ANDROID APP(S) IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **GUIDANCE:** FOR PERSPECTIVE, ROUGHLY 7 IN 10 OF THE WORLD'S CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

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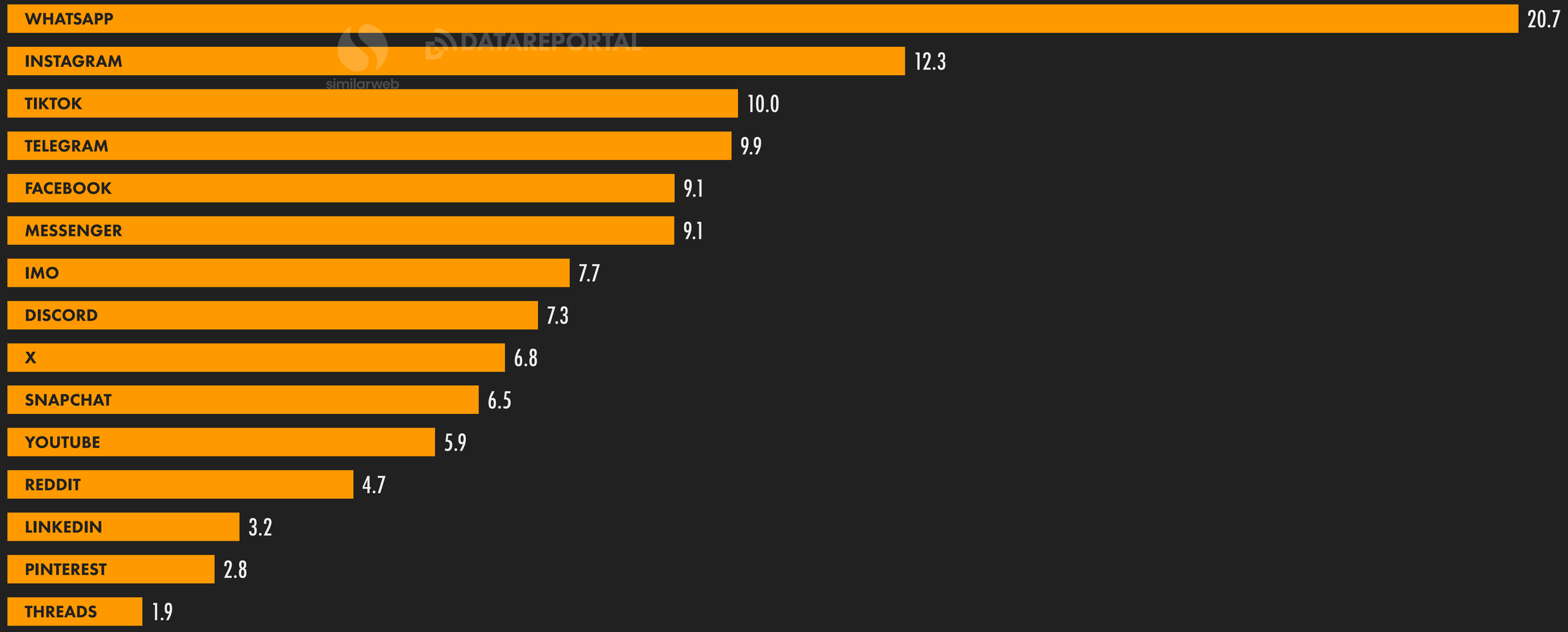
SOCIAL MEDIA APPS: AVERAGE DAILY SESSIONS

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

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE PLATFORM'S ANDROID APP(S) OPENED THE RELEVANT APP(S) EACH DAY IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **GUIDANCE:** ROUGHLY 7 IN 10 OF THE WORLD'S SMARTPHONES RUN ON ANDROID.

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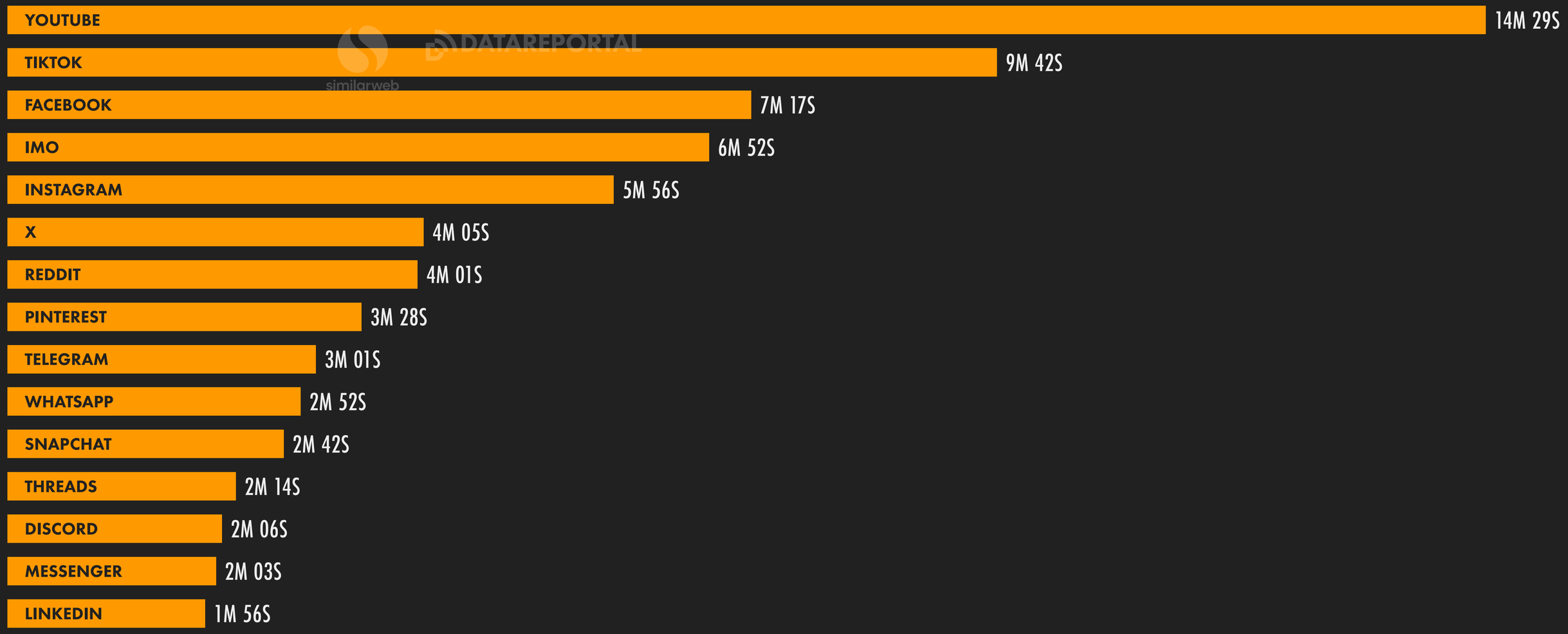
SOCIAL MEDIA APPS: AVERAGE SESSION DURATION

AVERAGE SESSION DURATION (IN MINUTES AND SECONDS) EACH TIME A USER OPENS THE RESPECTIVE PLATFORM'S ANDROID APP

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. FIGURES REPRESENT THE AVERAGE AMOUNT OF TIME (IN MINUTES AND SECONDS) THAT USERS SPENT USING THE RESPECTIVE PLATFORM'S ANDROID APP(S) EACH TIME THEY OPENED THE RELEVANT APP(S) IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **GUIDANCE:** FOR PERSPECTIVE, ROUGHLY 7 IN 10 OF THE WORLD'S CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

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SOCIAL MEDIA ACTIVITIES BY PLATFORM

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

GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	55.9%	53.0%	58.3%	**71.9%**	62.0%
INSTAGRAM	67.9%	62.8%	55.8%	62.4%	**70.1%**
TIKTOK	**80.3%**	56.2%	49.4%	26.3%	45.0%
LINKEDIN	12.9%	26.6%	**29.7%**	13.9%	17.6%
SNAPCHAT	40.4%	30.9%	28.9%	45.1%	**48.0%**
X	35.7%	38.1%	**59.7%**	19.4%	28.3%
REDDIT	28.9%	**32.4%**	31.9%	7.8%	13.1%
PINTEREST	21.8%	**36.1%**	14.3%	8.0%	15.6%

GWI. GWI. GWI. GWI.

SOURCE: GWI (Q2 2025). **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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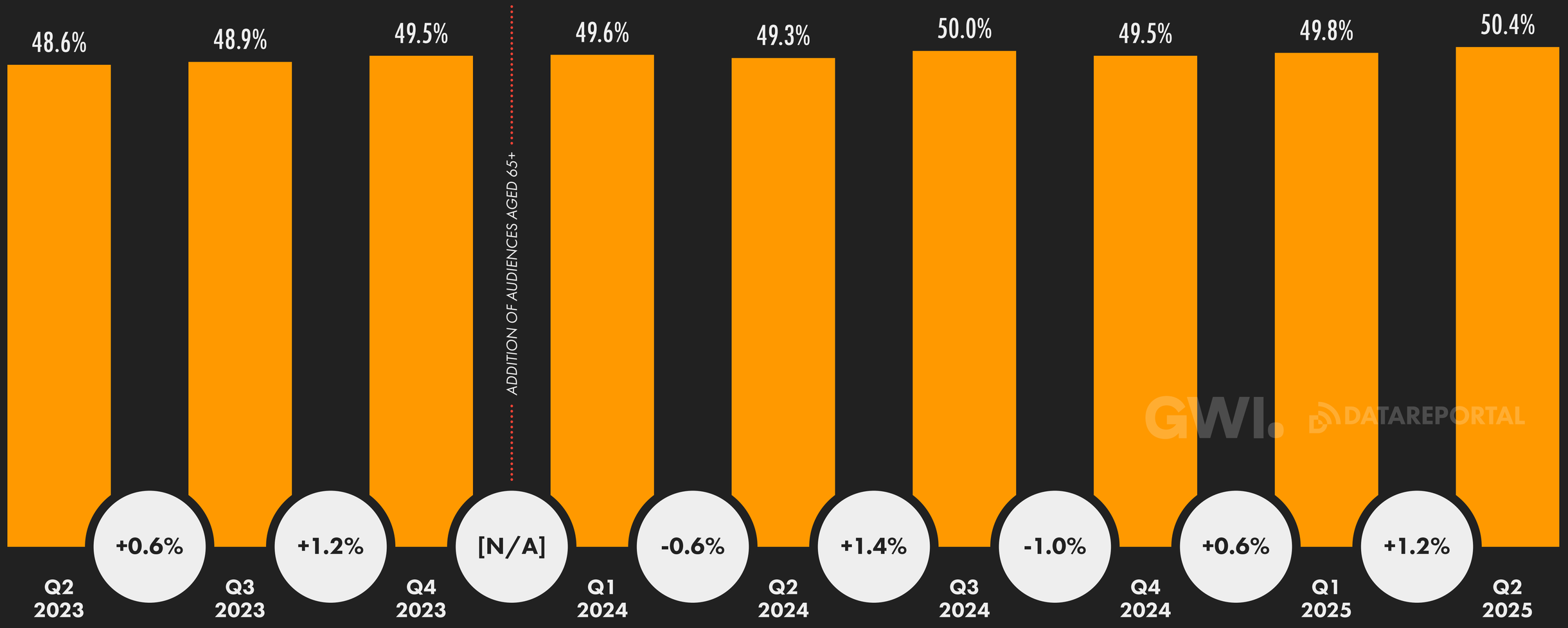
OCT 2025

SEEKING OUT BRANDS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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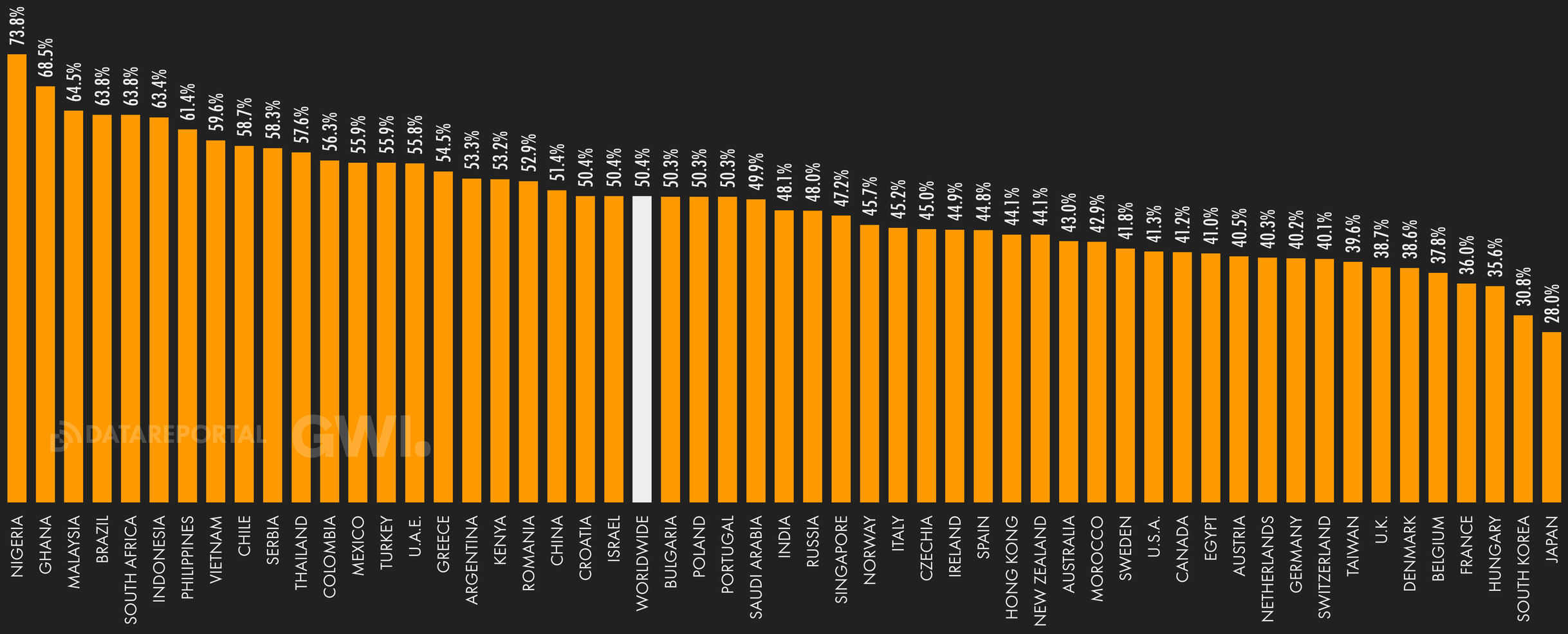
SEEKING OUT BRANDS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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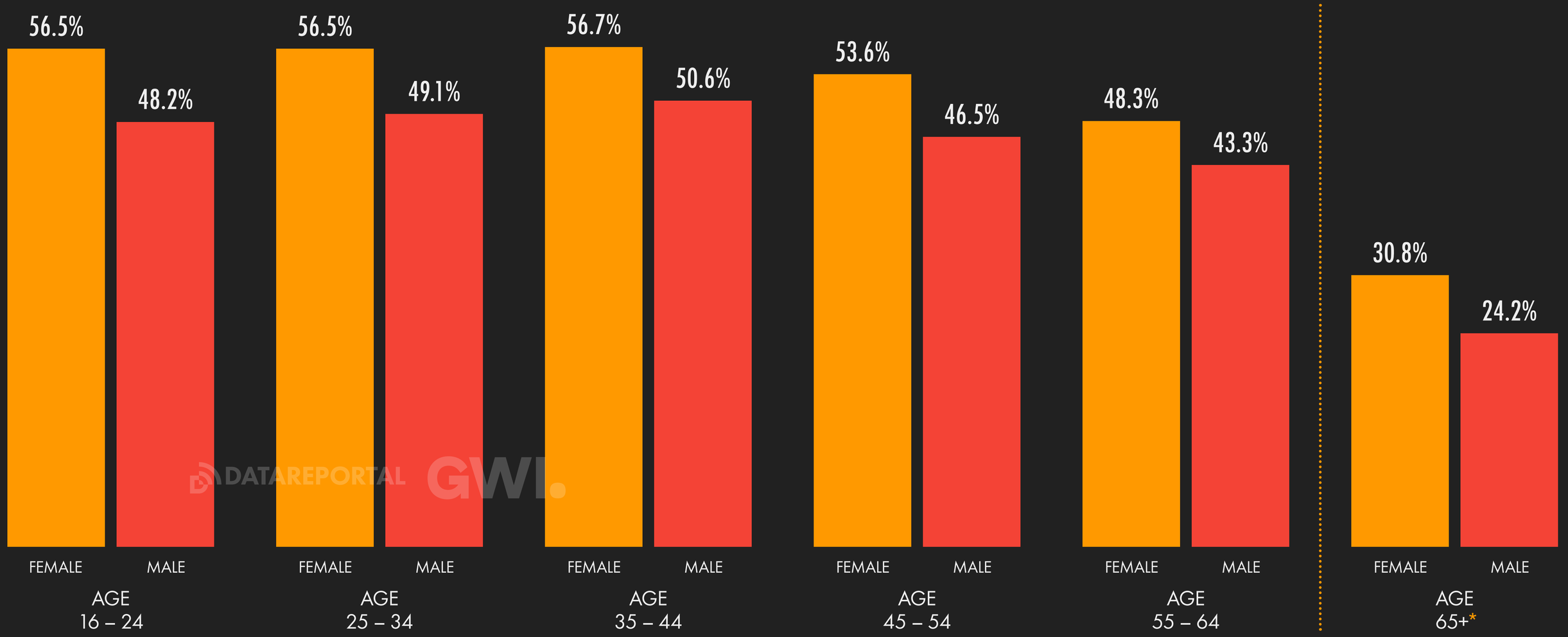
SEEKING OUT BRANDS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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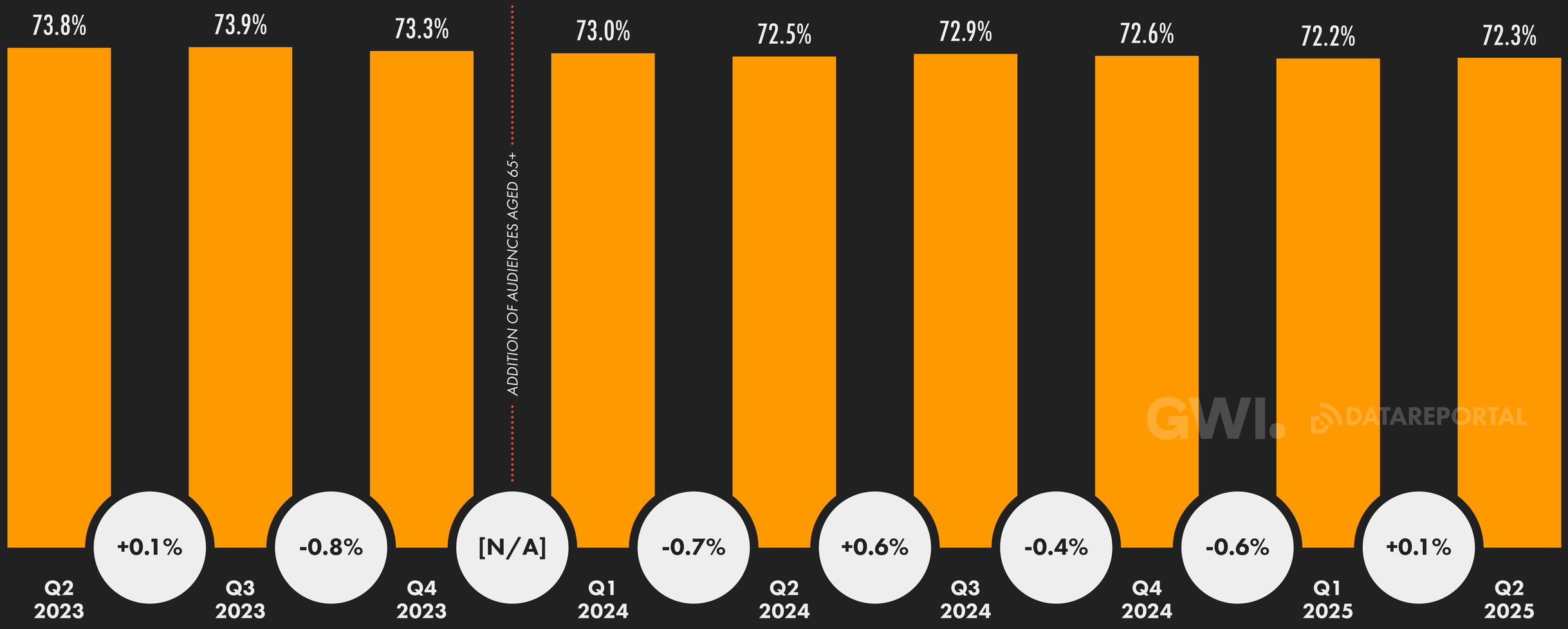
OCT 2025

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH POTENTIAL PURCHASES ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, Q&A SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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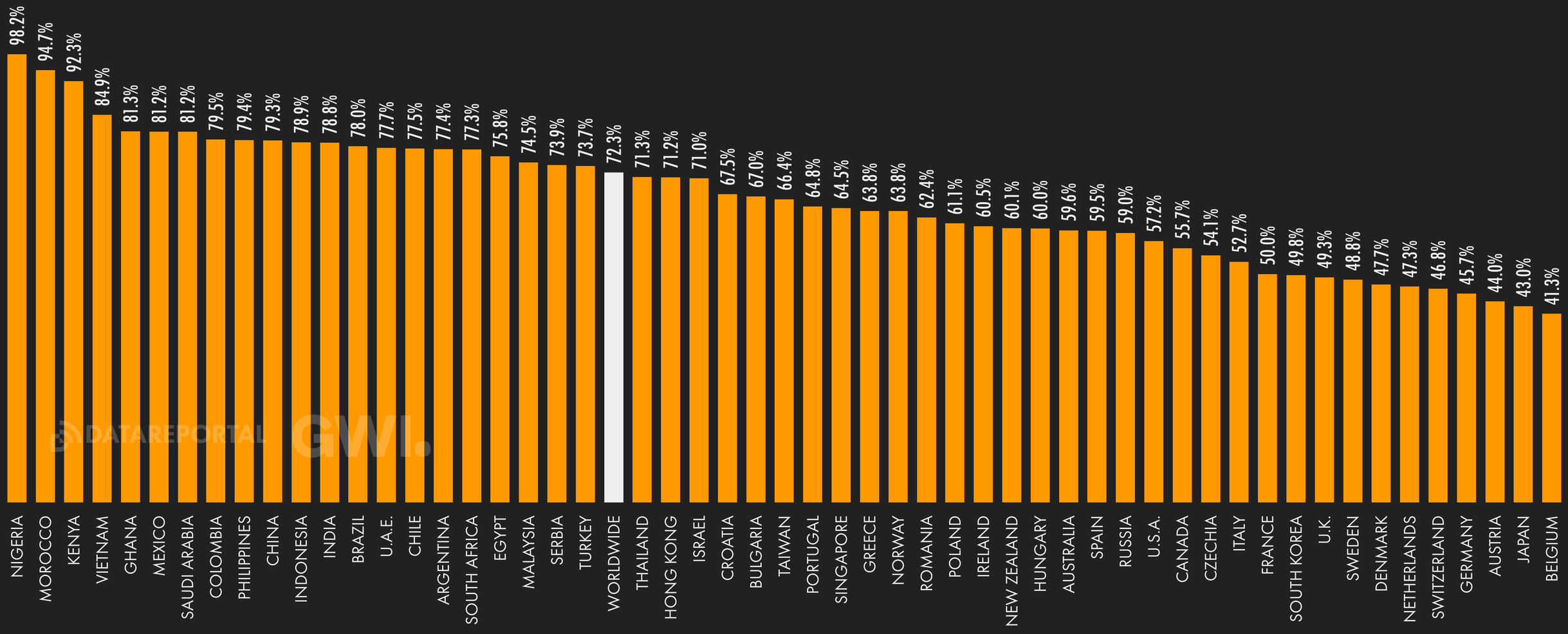
OCT 2025

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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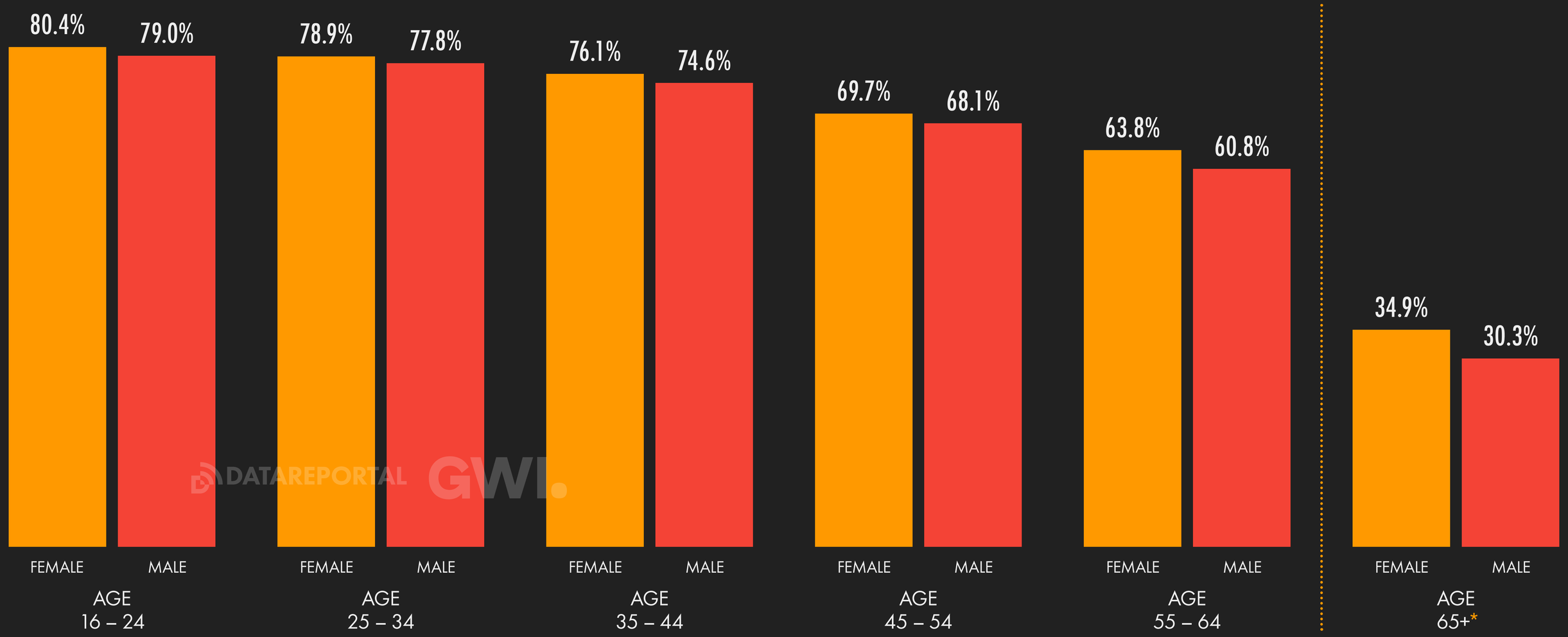
OCT 2025

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. X), BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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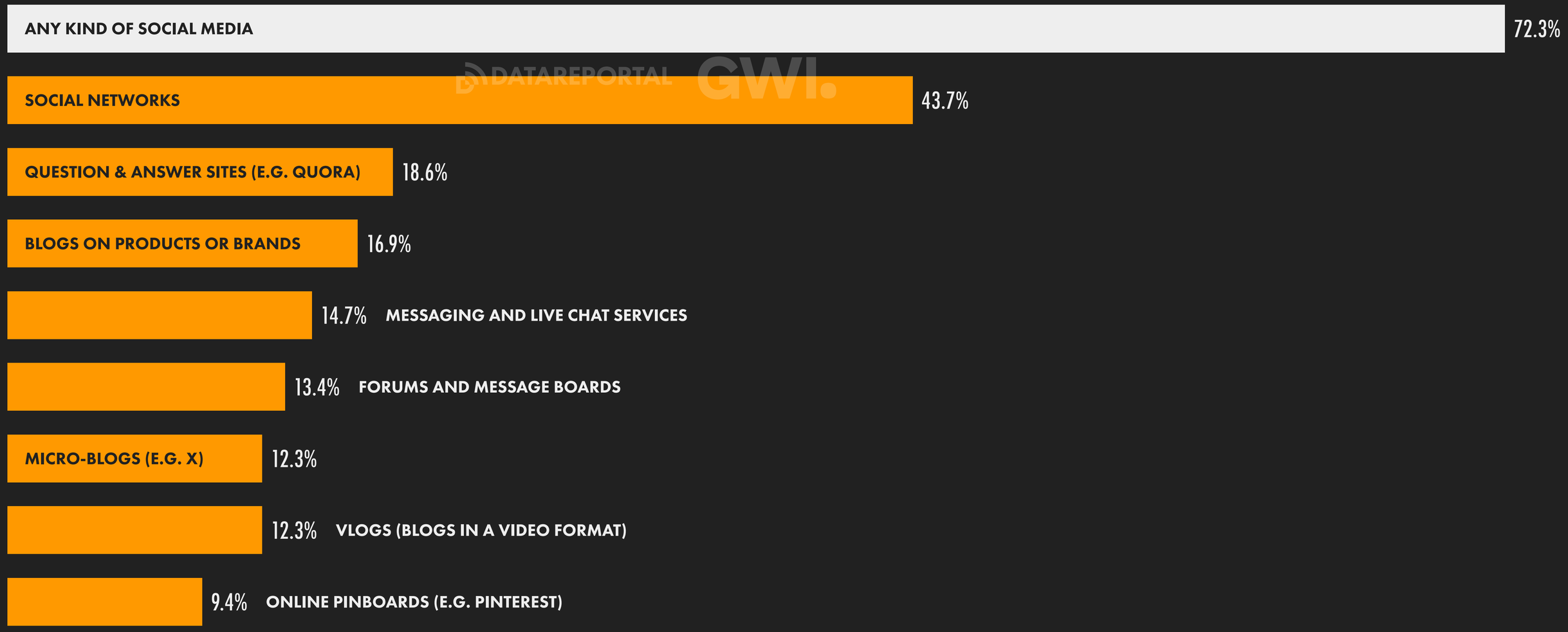
USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA" REPRESENT SOCIAL MEDIA USERS WHO SELECTED AT LEAST ONE OF THE INDIVIDUAL CHANNELS SHOWN ON THIS CHART.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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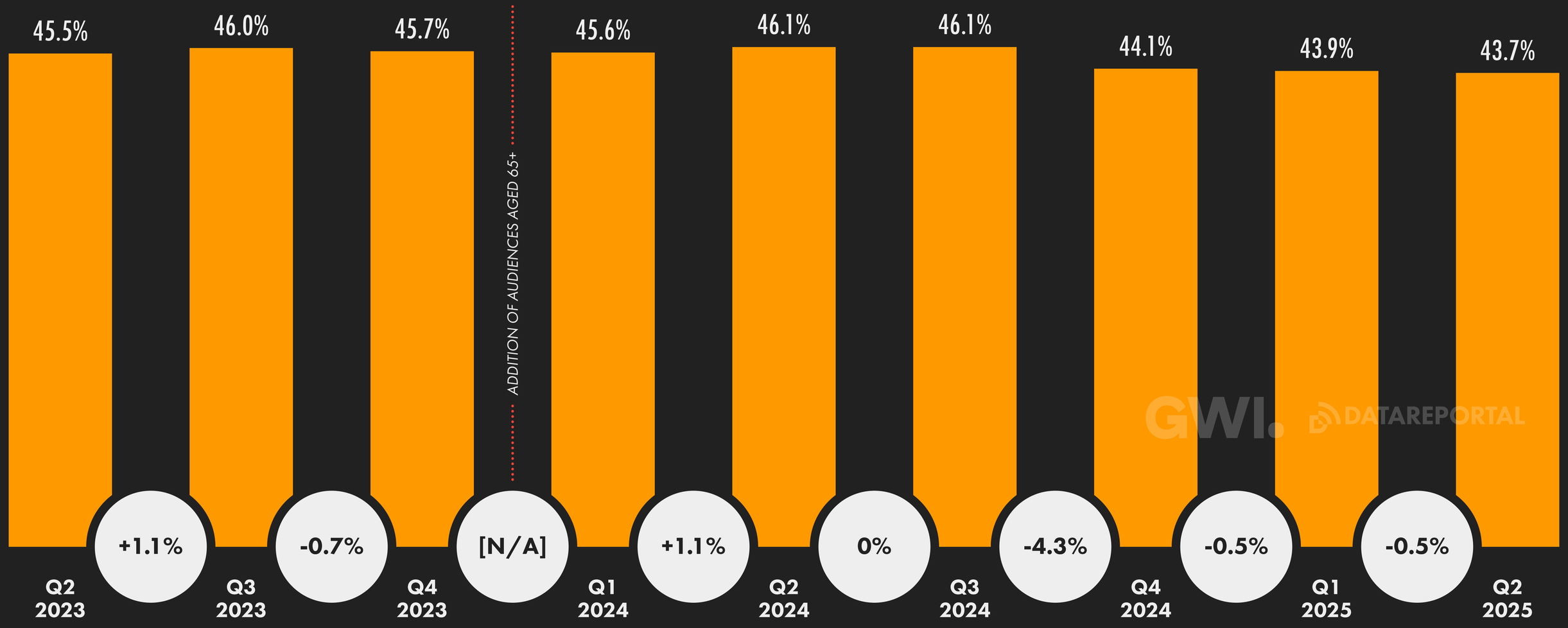
USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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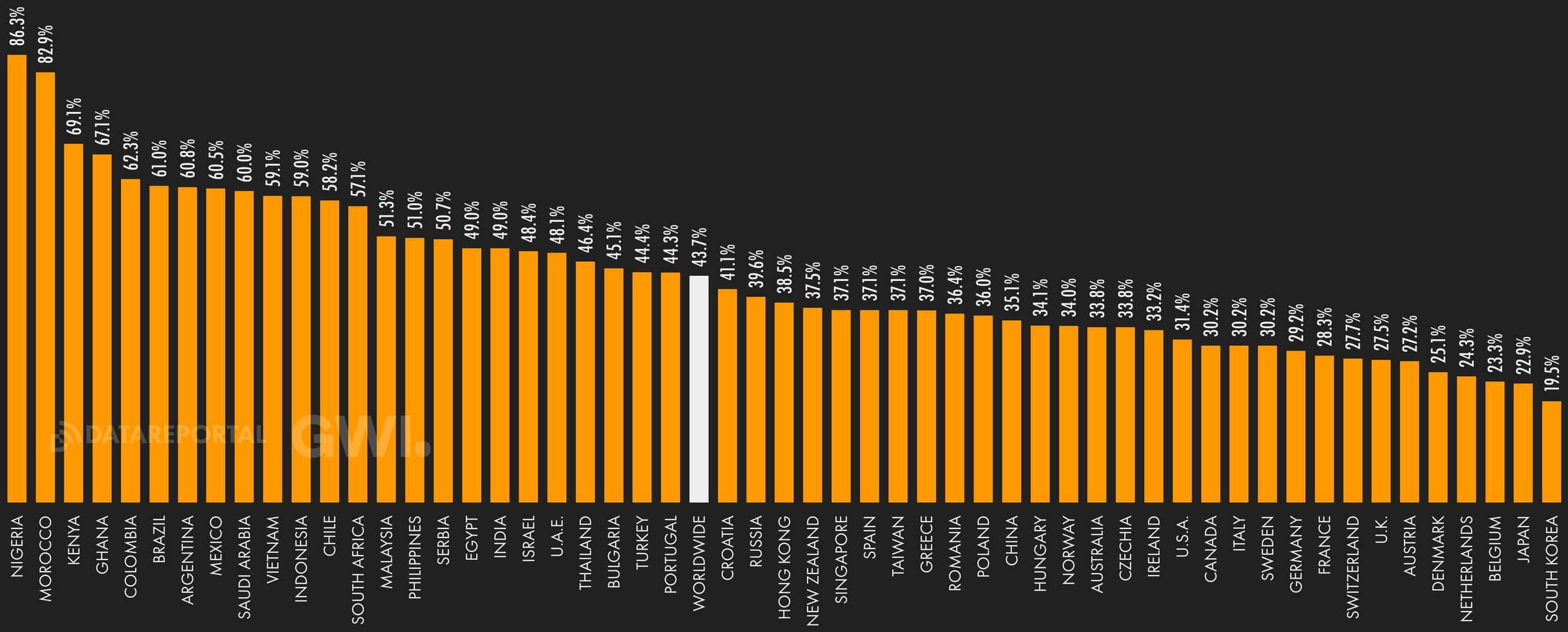
OCT 2025

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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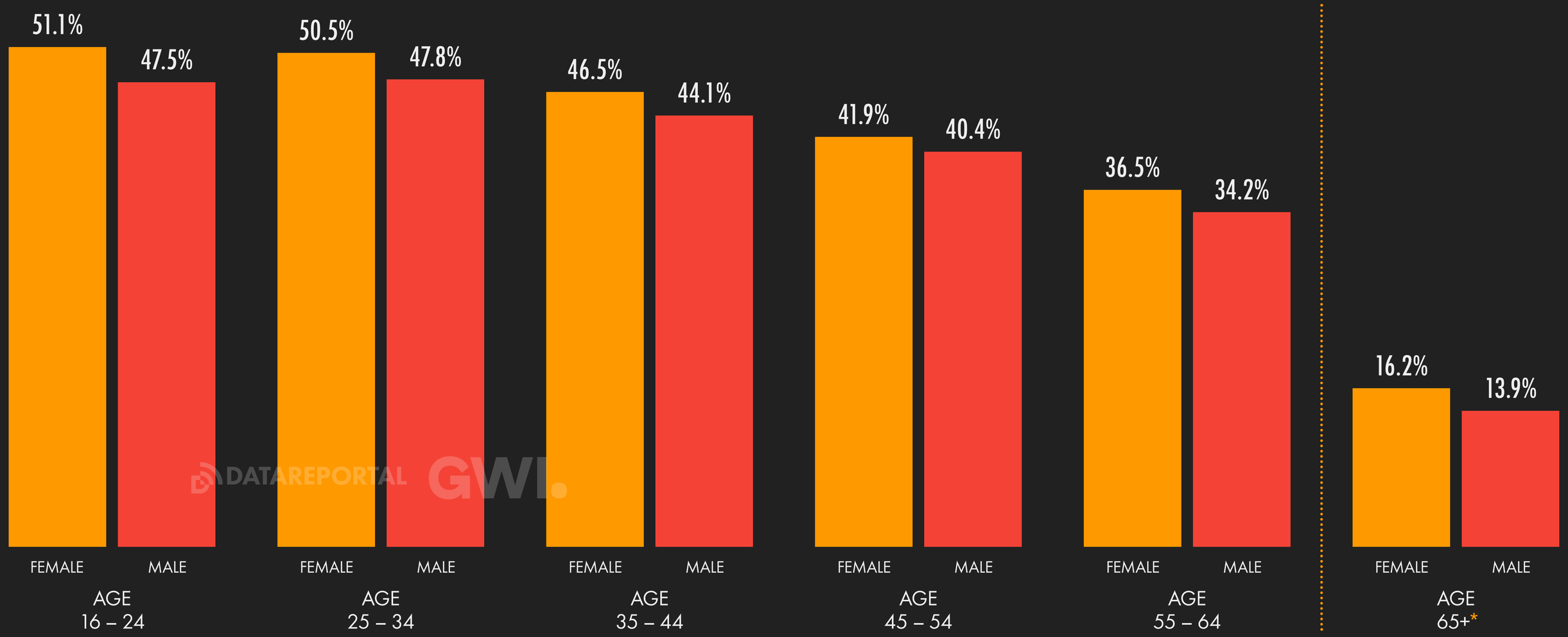
OCT 2025

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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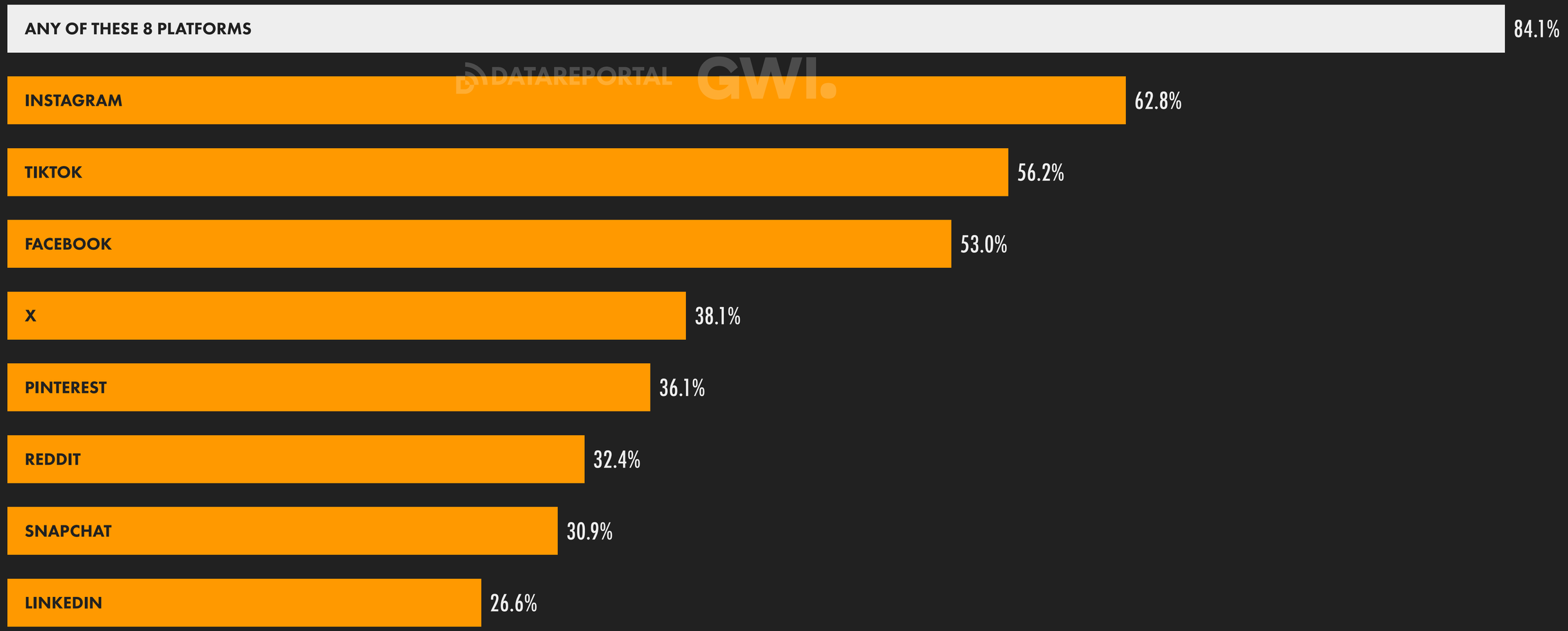
OCT 2025

BRAND RESEARCH BY SOCIAL PLATFORM

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY HAVE USED EACH RESPECTIVE SOCIAL MEDIA PLATFORM AT LEAST ONCE IN THE PAST 30 DAYS, AND WHO ALSO SAY THAT THEY USE THAT RESPECTIVE PLATFORM TO FOLLOW OR FIND INFORMATION ABOUT PRODUCTS AND BRANDS. DOES NOT INCLUDE DATA FOR USERS IN CHINA. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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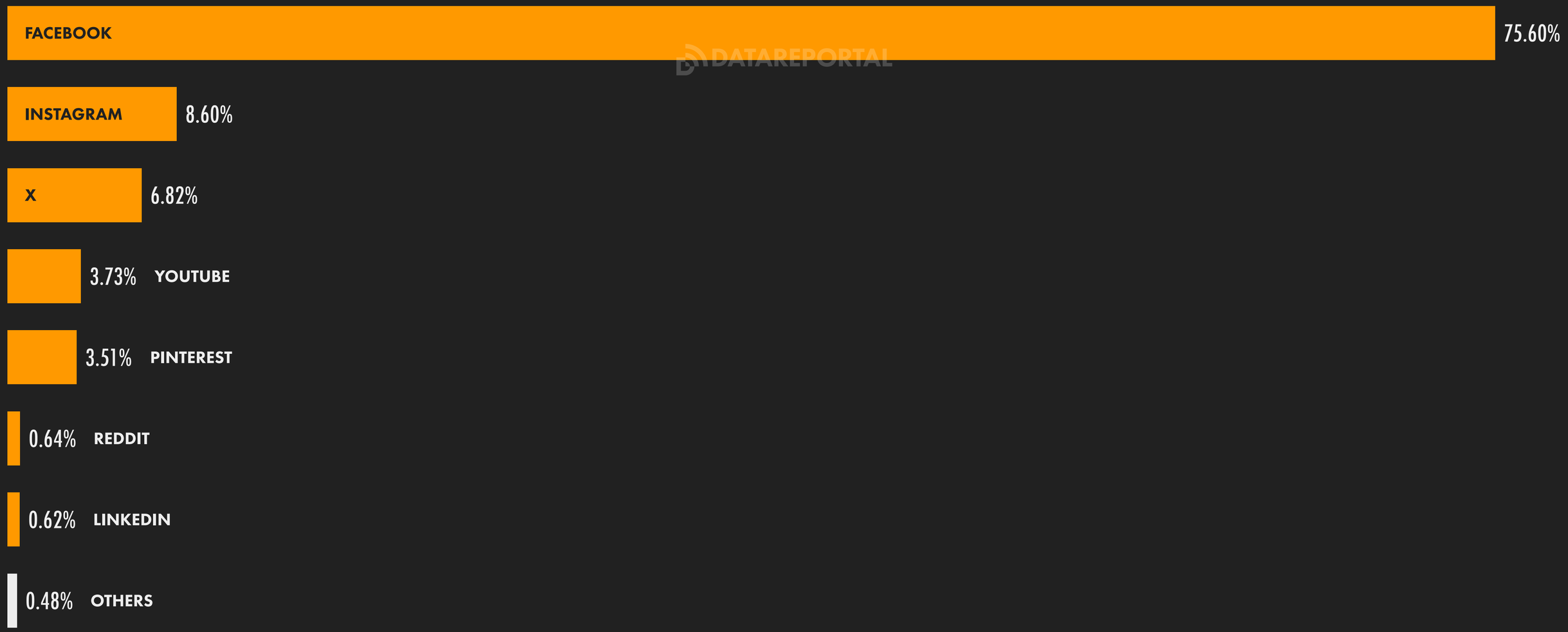
OCT 2025

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN AUG 2025. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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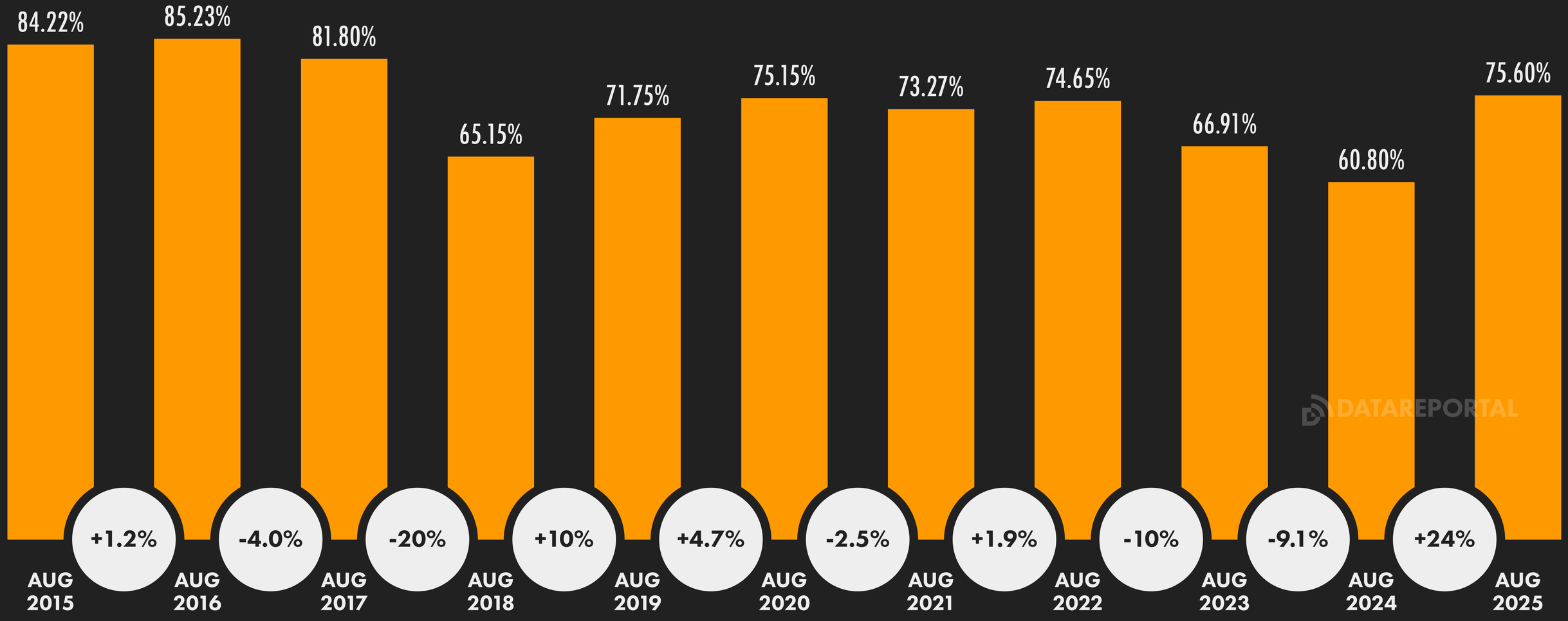
OCT 2025

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN AUG 2025.

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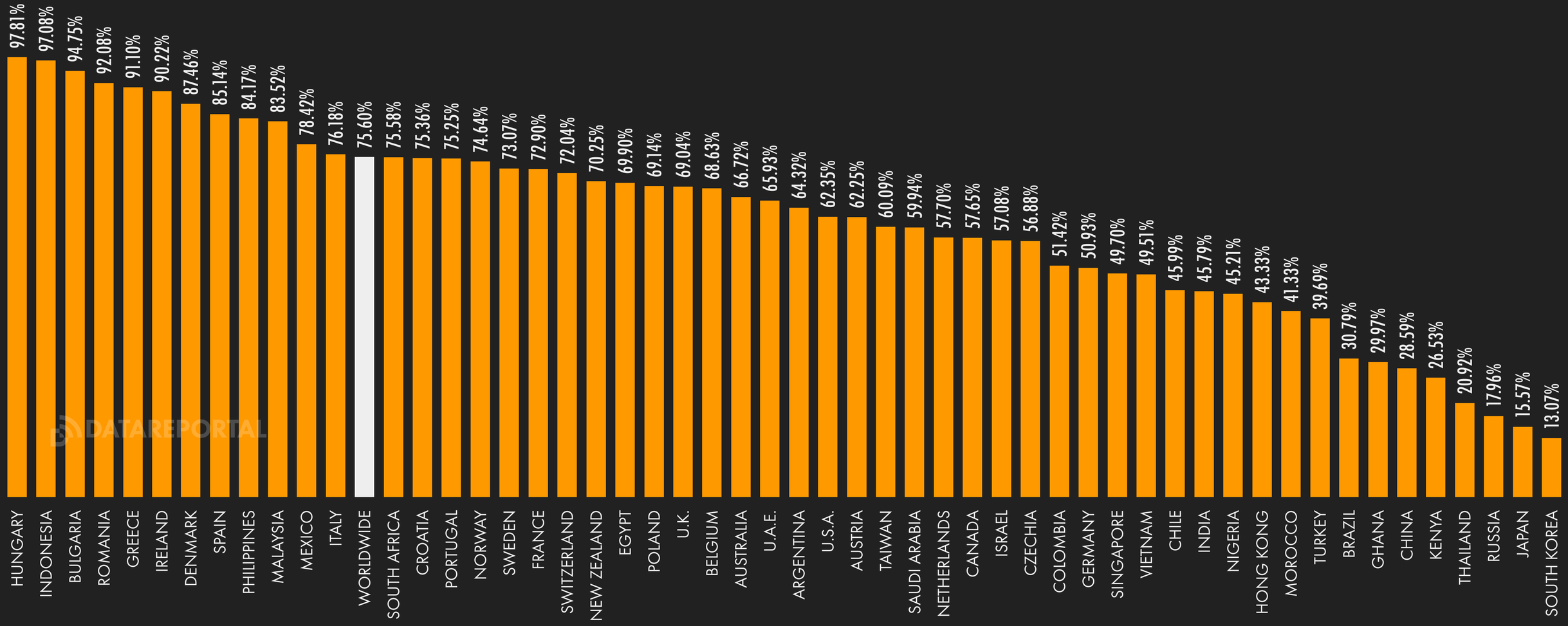
OCT 2025

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN AUG 2025.

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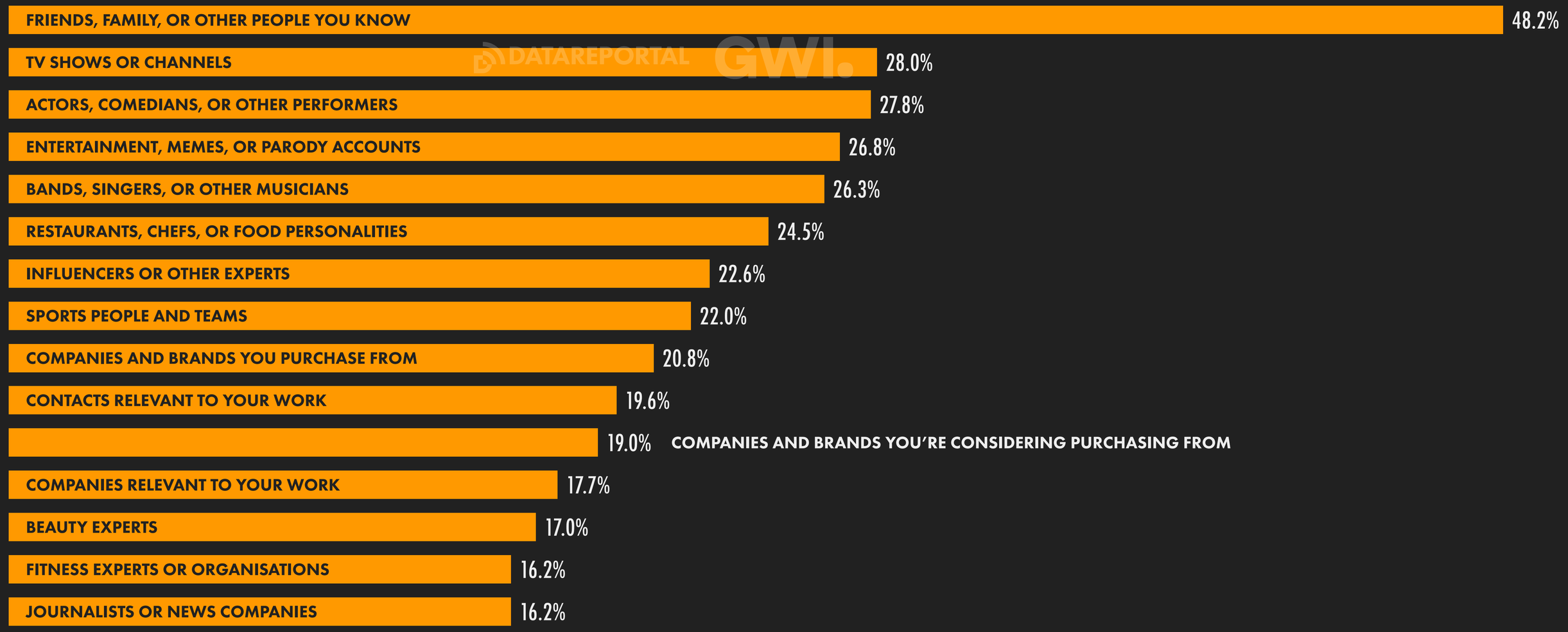
OCT 2025

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS IN EACH AGE GROUP WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	48.1%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	46.9%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	47.7%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	48.9%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	49.5%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	51.9%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	35.8%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	32.7%	TV SHOWS OR CHANNELS	29.1%	TV SHOWS OR CHANNELS	28.1%	TV SHOWS OR CHANNELS	26.1%	TV SHOWS OR CHANNELS	18.1%
ACTORS, COMEDIANS, OR OTHER PERFORMERS	33.8%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	32.4%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	28.1%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	24.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	20.9%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	12.5%
BANDS, SINGERS, OR OTHER MUSICIANS	31.8%	TV SHOWS OR CHANNELS	29.9%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	26.6%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	23.8%	BANDS, SINGERS, OR OTHER MUSICIANS	19.3%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	12.2%
INFLUENCERS OR OTHER EXPERTS	29.0%	BANDS, SINGERS, OR OTHER MUSICIANS	29.2%	BANDS, SINGERS, OR OTHER MUSICIANS	26.1%	BANDS, SINGERS, OR OTHER MUSICIANS	23.7%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	18.9%	BANDS, SINGERS, OR OTHER MUSICIANS	12.0%
TV SHOWS OR CHANNELS	27.6%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	27.7%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	26.0%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	21.9%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	18.5%	SPORTS PEOPLE AND TEAMS	11.9%
SPORTS PEOPLE AND TEAMS	25.6%	INFLUENCERS OR OTHER EXPERTS	26.2%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	23.4%	CONTACTS RELEVANT TO YOUR WORK	21.9%	CONTACTS RELEVANT TO YOUR WORK	17.6%	JOURNALISTS OR NEWS COMPANIES	11.4%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	23.5%	SPORTS PEOPLE AND TEAMS	24.9%	CONTACTS RELEVANT TO YOUR WORK	23.1%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	21.2%	JOURNALISTS OR NEWS COMPANIES	17.0%	MAGAZINES OR PUBLICATIONS YOU READ	10.0%
GAMING EXPERTS OR GAMING STUDIOS	23.0%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	21.8%	SPORTS PEOPLE AND TEAMS	22.9%	COMPANIES RELEVANT TO YOUR WORK	19.6%	BRANDS YOU'RE EXPLORING (POTENTIAL PURCHASES)	16.6%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	9.5%
BEAUTY EXPERTS	20.2%	CONTACTS RELEVANT TO YOUR WORK	20.5%	INFLUENCERS OR OTHER EXPERTS	22.4%	INFLUENCERS OR OTHER EXPERTS	19.6%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	15.9%	EVENTS YOU'RE ATTENDING	9.1%

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS IN EACH AGE GROUP WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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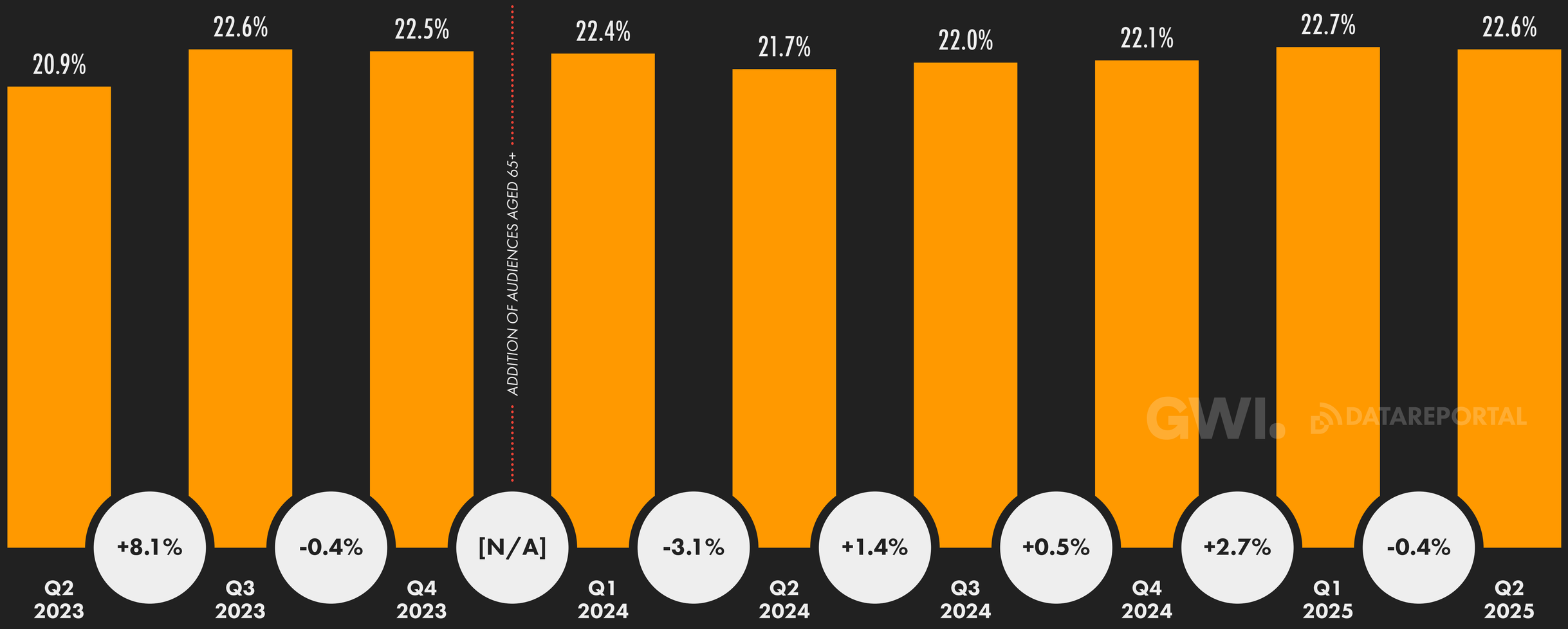
OCT 2025

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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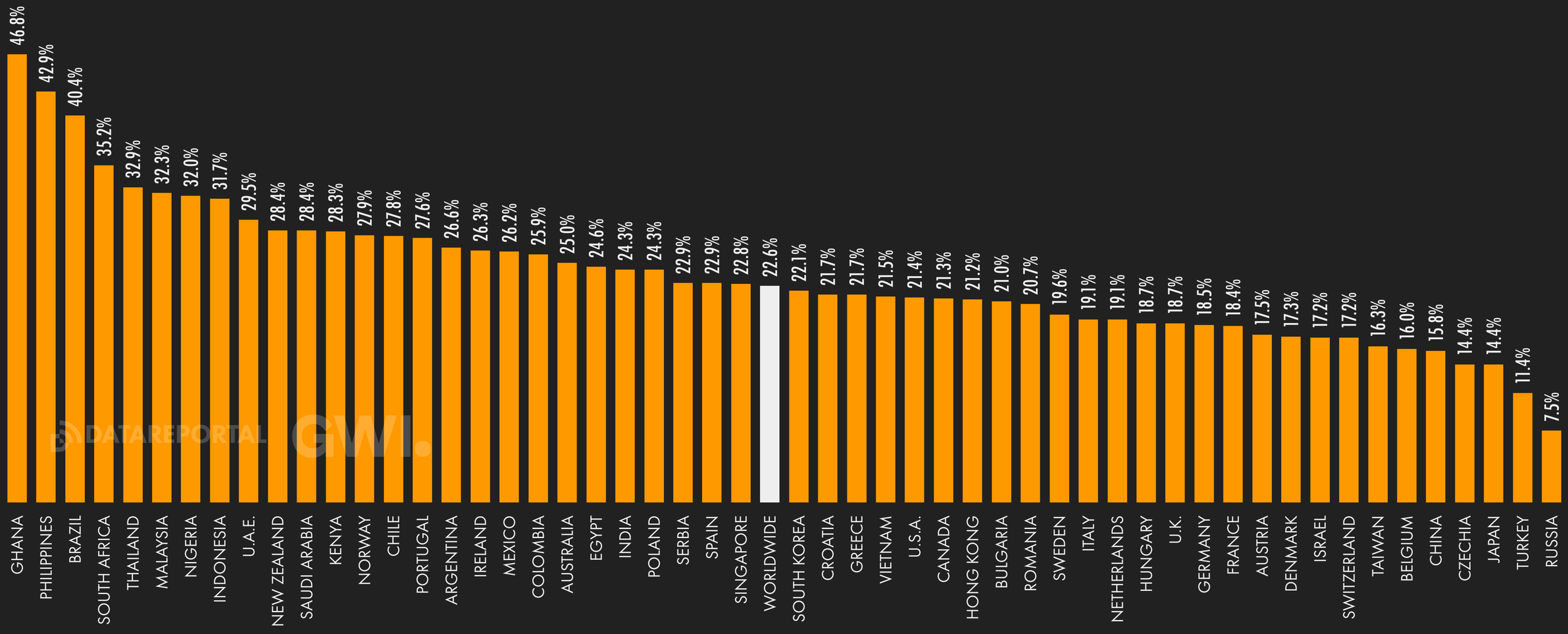
OCT 2025

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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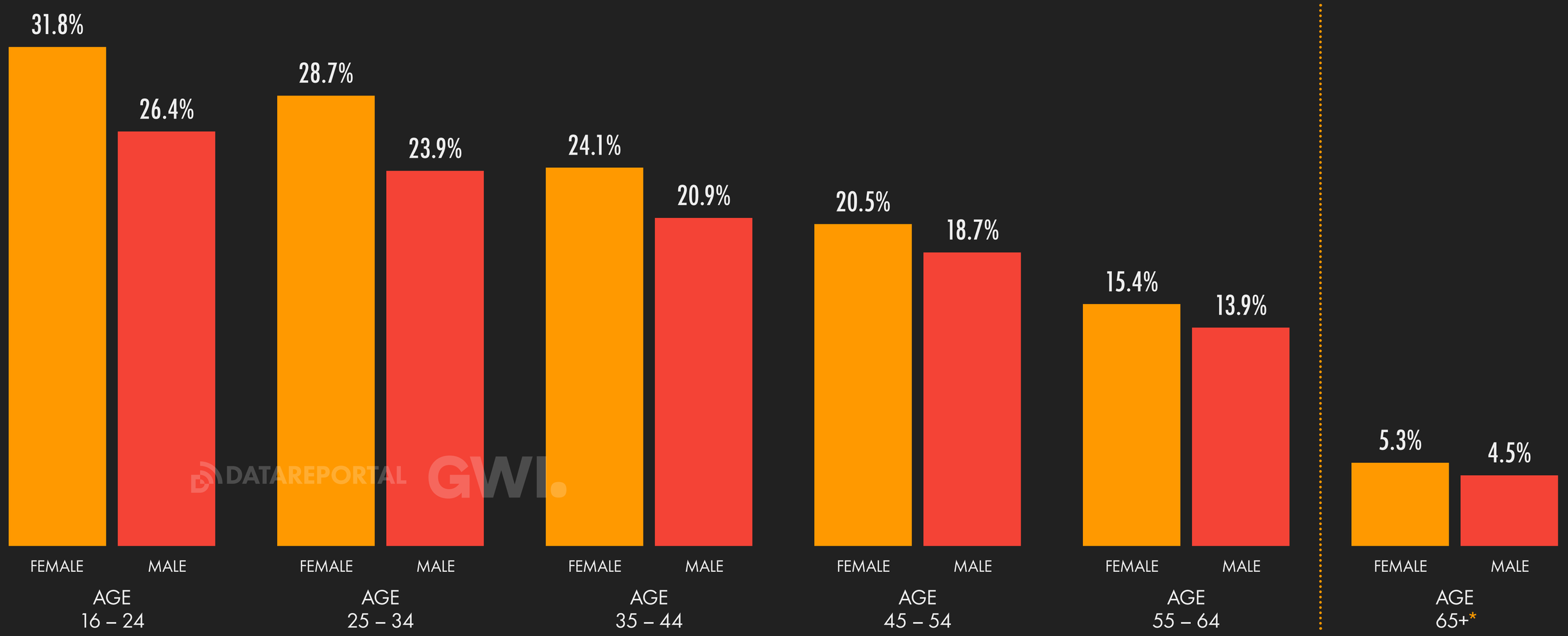
OCT 2025

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

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

GLOBAL OVERVIEW



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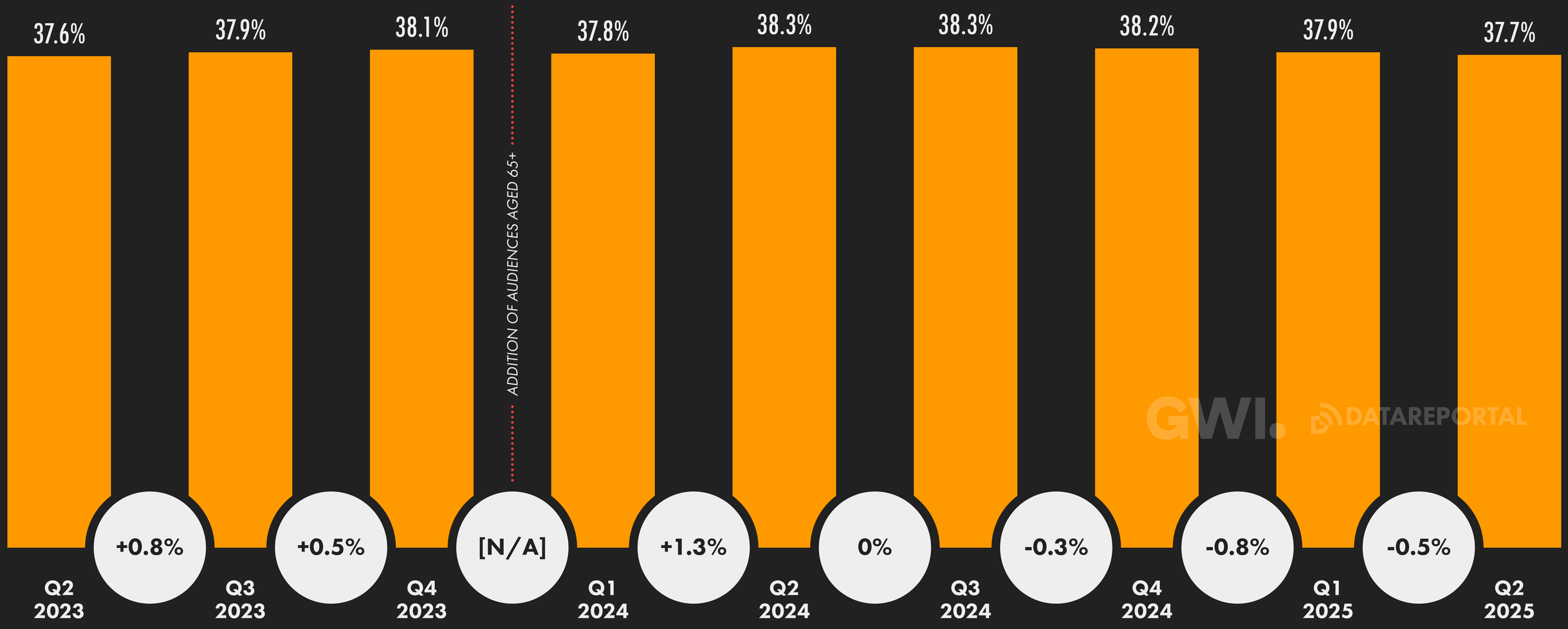
OCT 2025

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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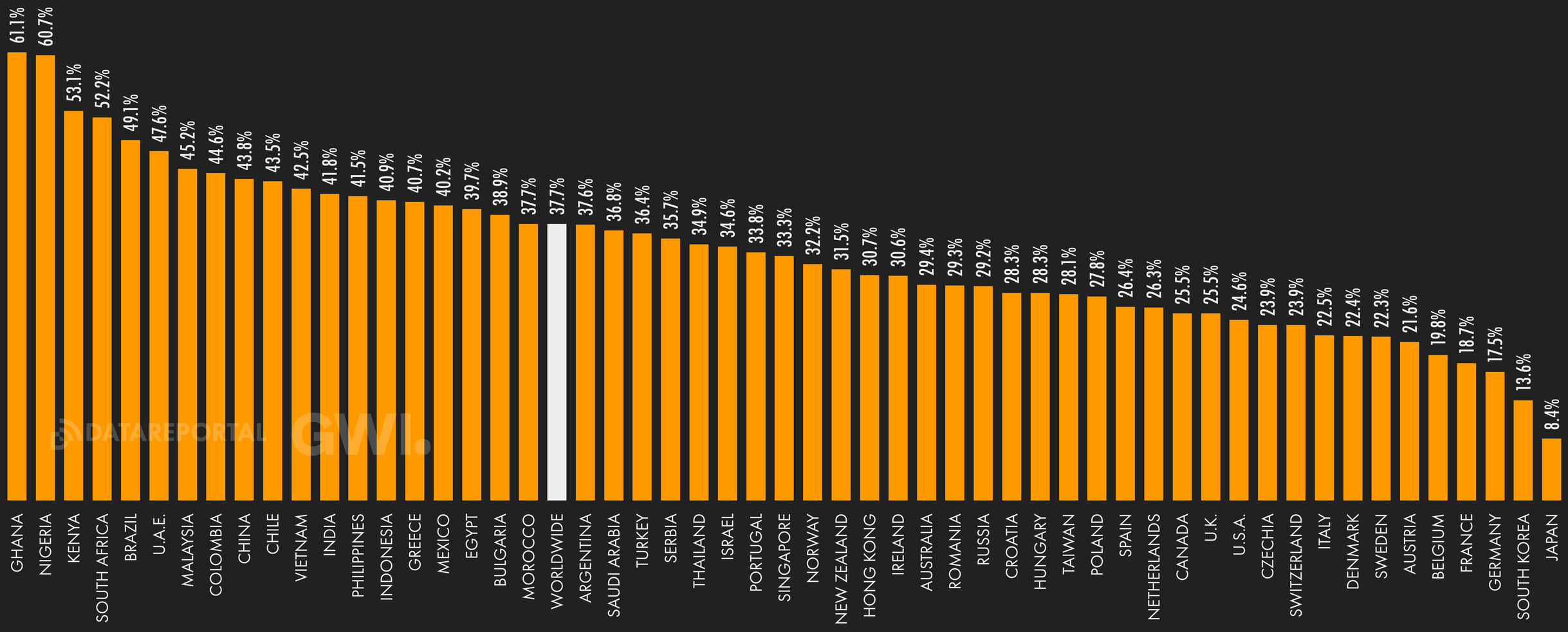
OCT 2025

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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

GLOBAL OVERVIEW



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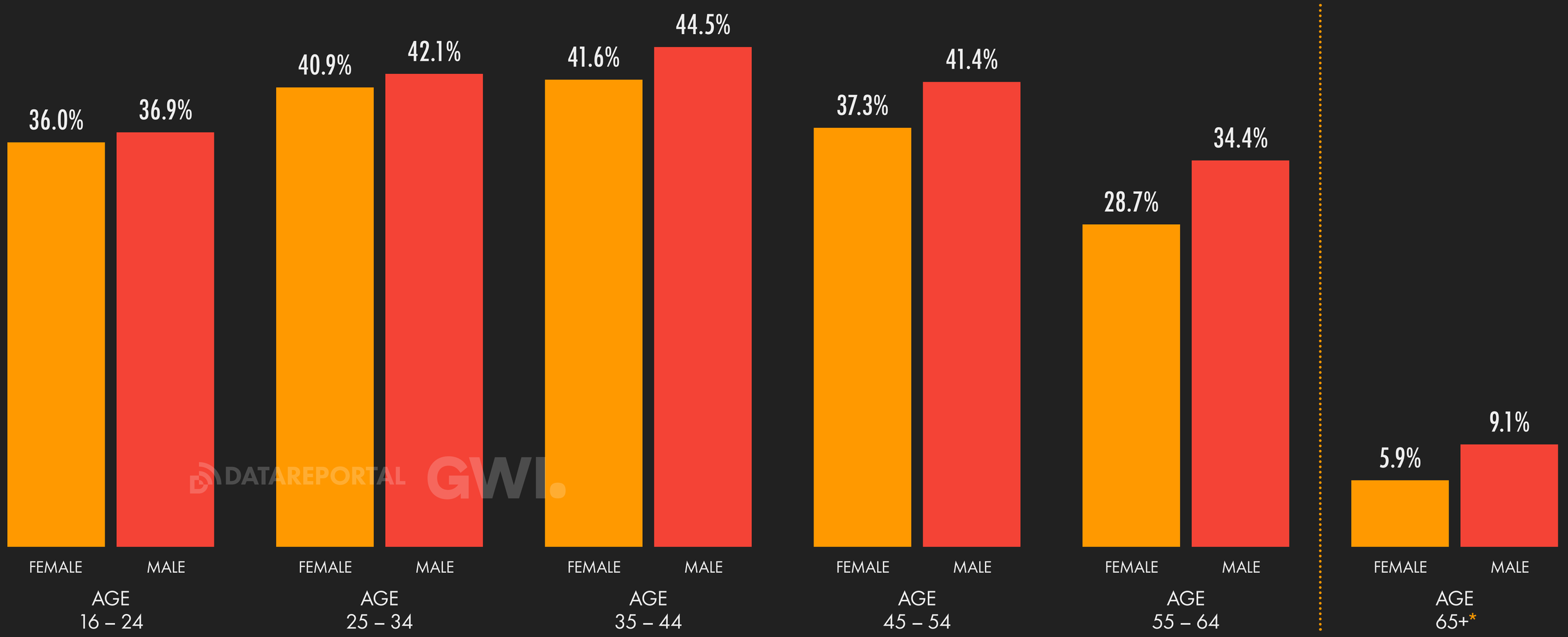
OCT 2025

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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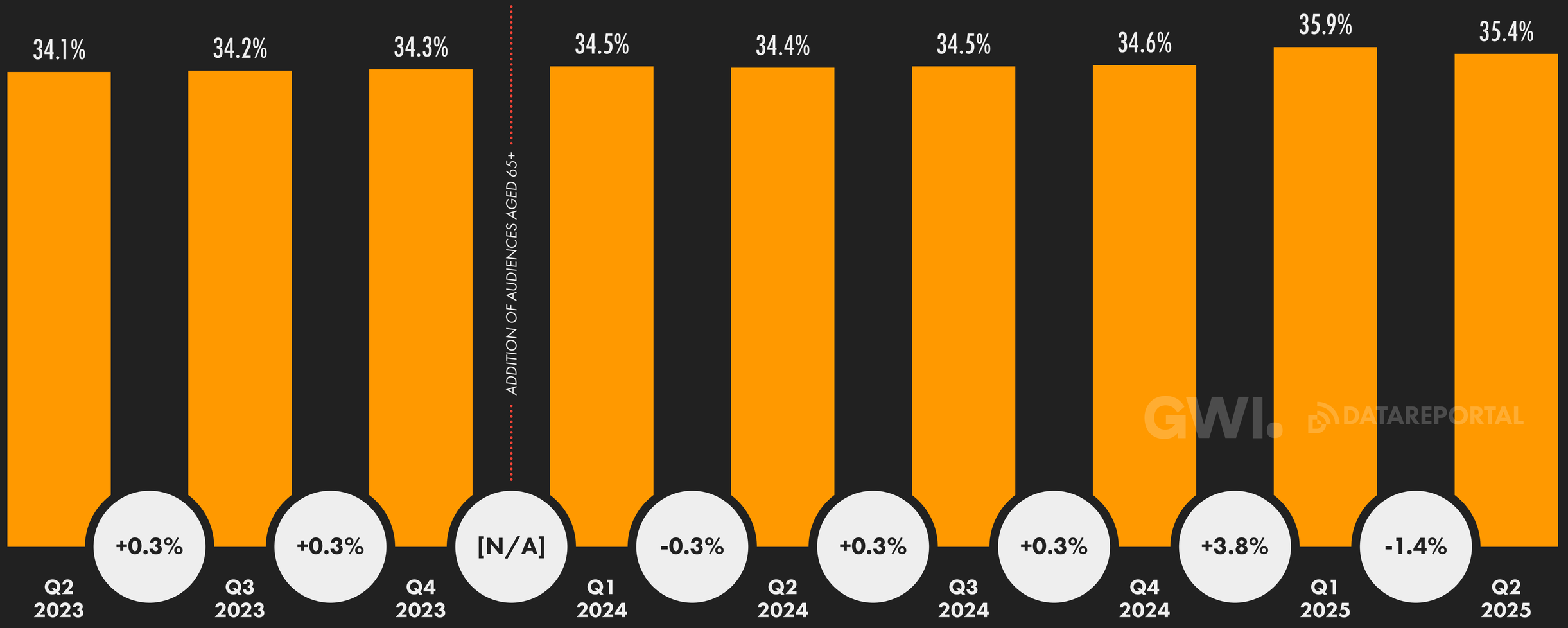
OCT 2025

SOCIAL MEDIA AS A SOURCE OF NEWS

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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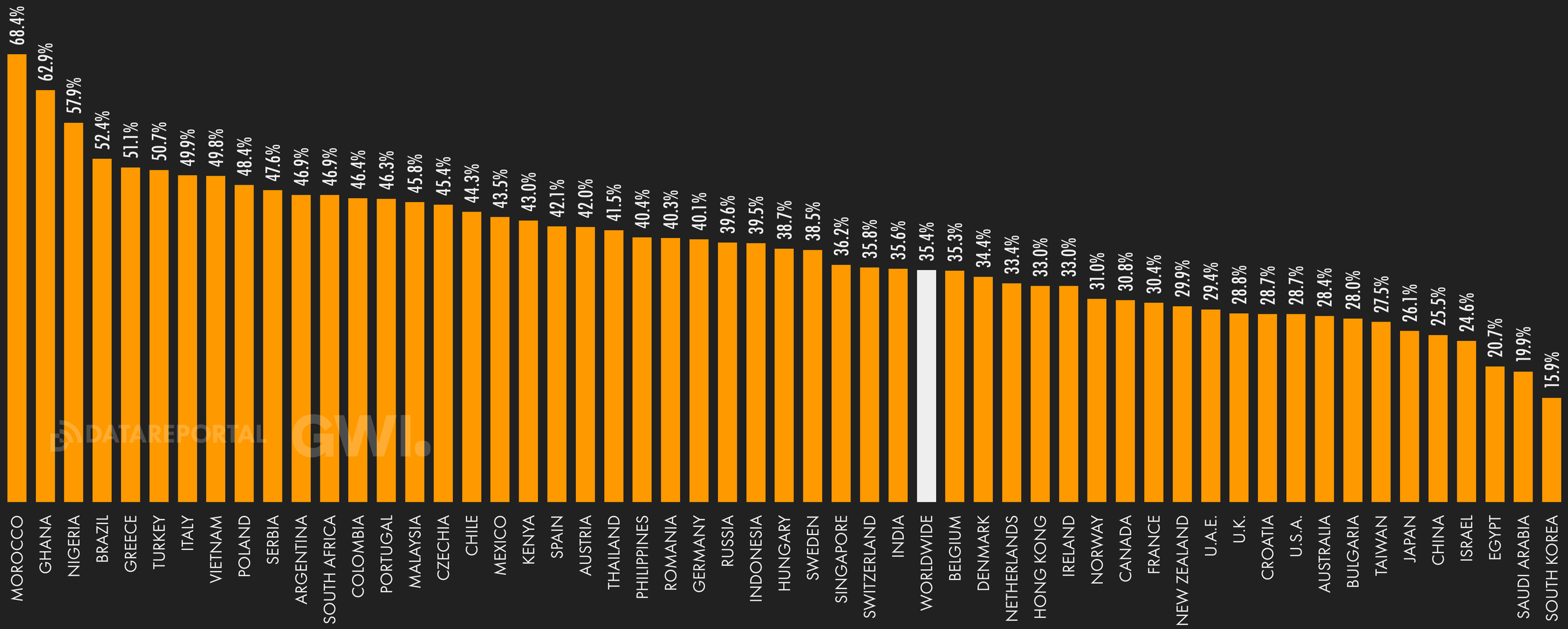
OCT 2025

SOCIAL MEDIA AS A SOURCE OF NEWS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

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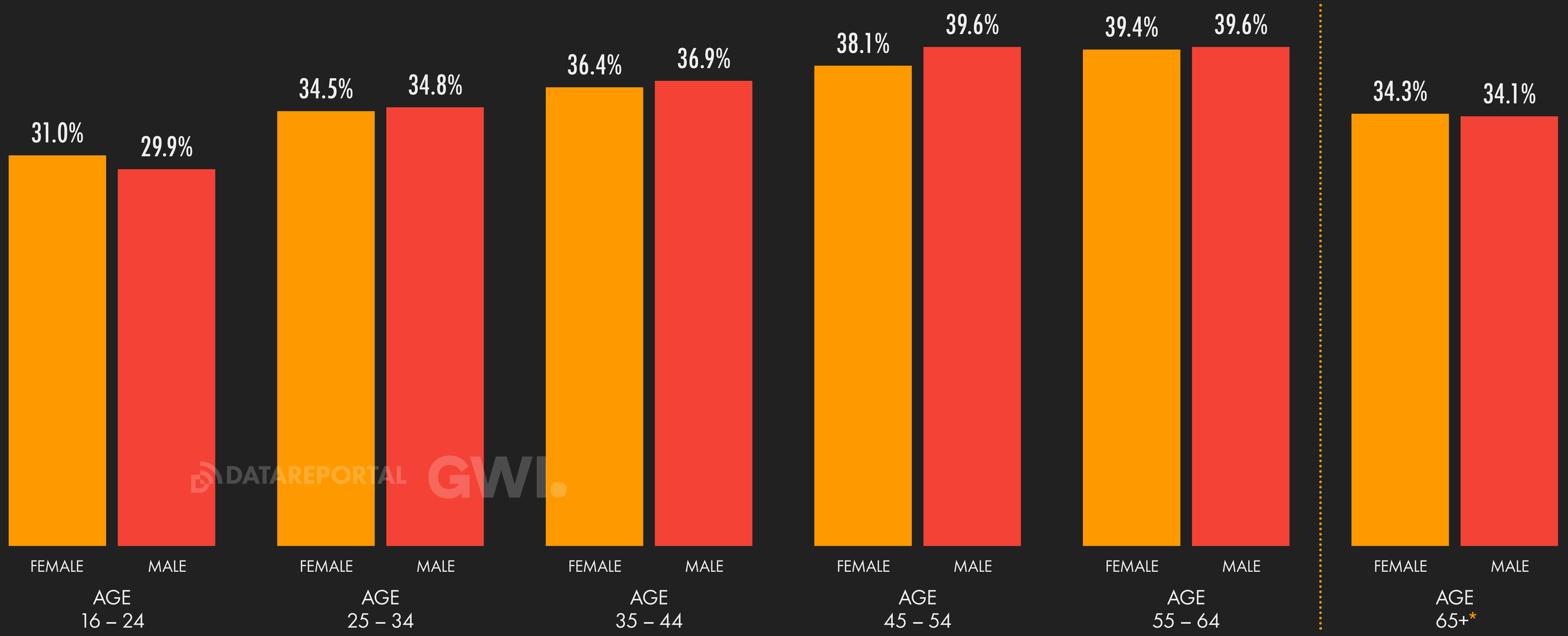

DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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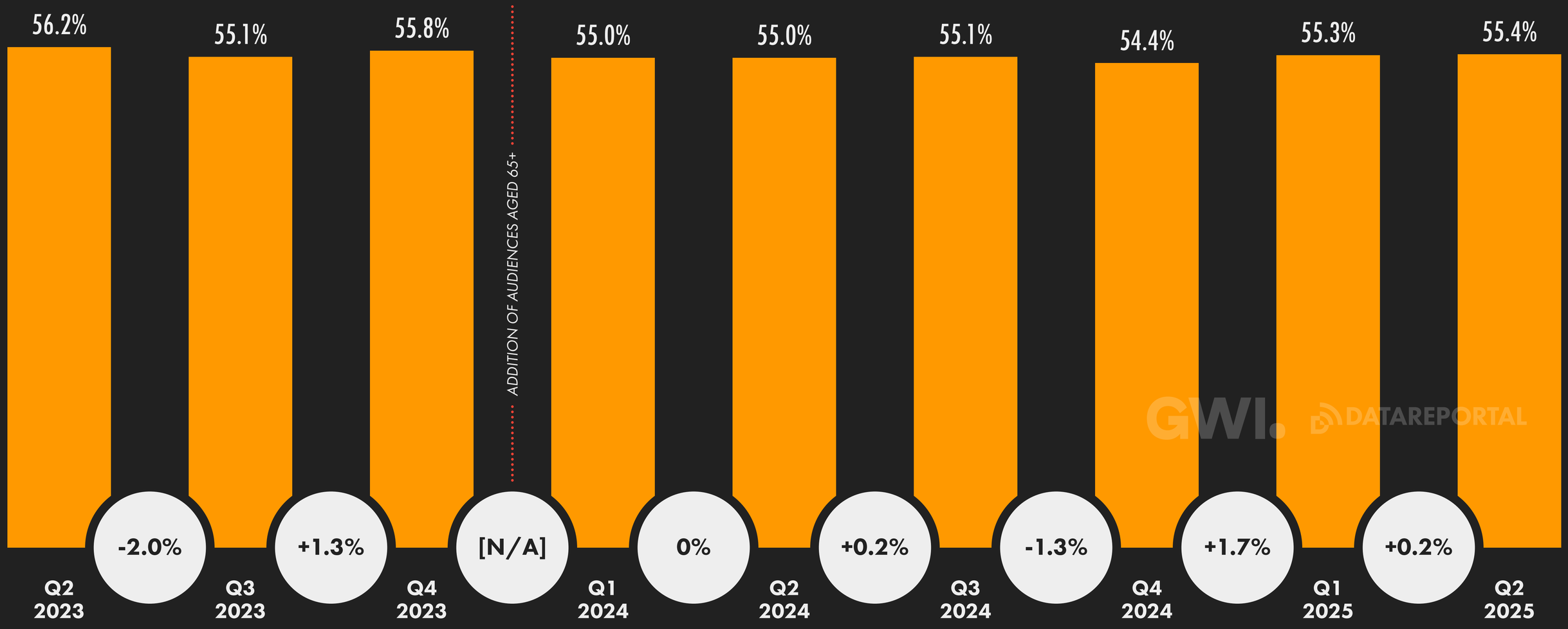
YOUTUBE

OCT 2025

YOUTUBE USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED YOUTUBE AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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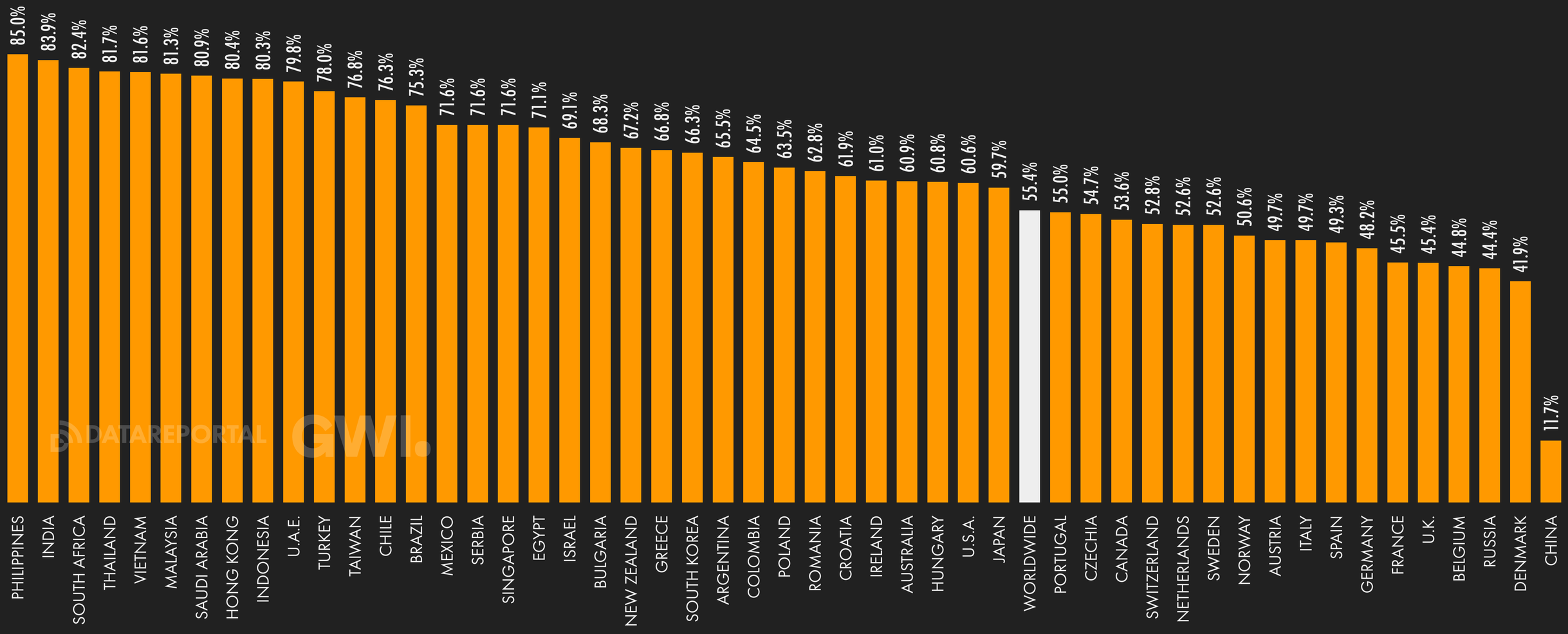
OCT 2025

YOUTUBE USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED YOUTUBE AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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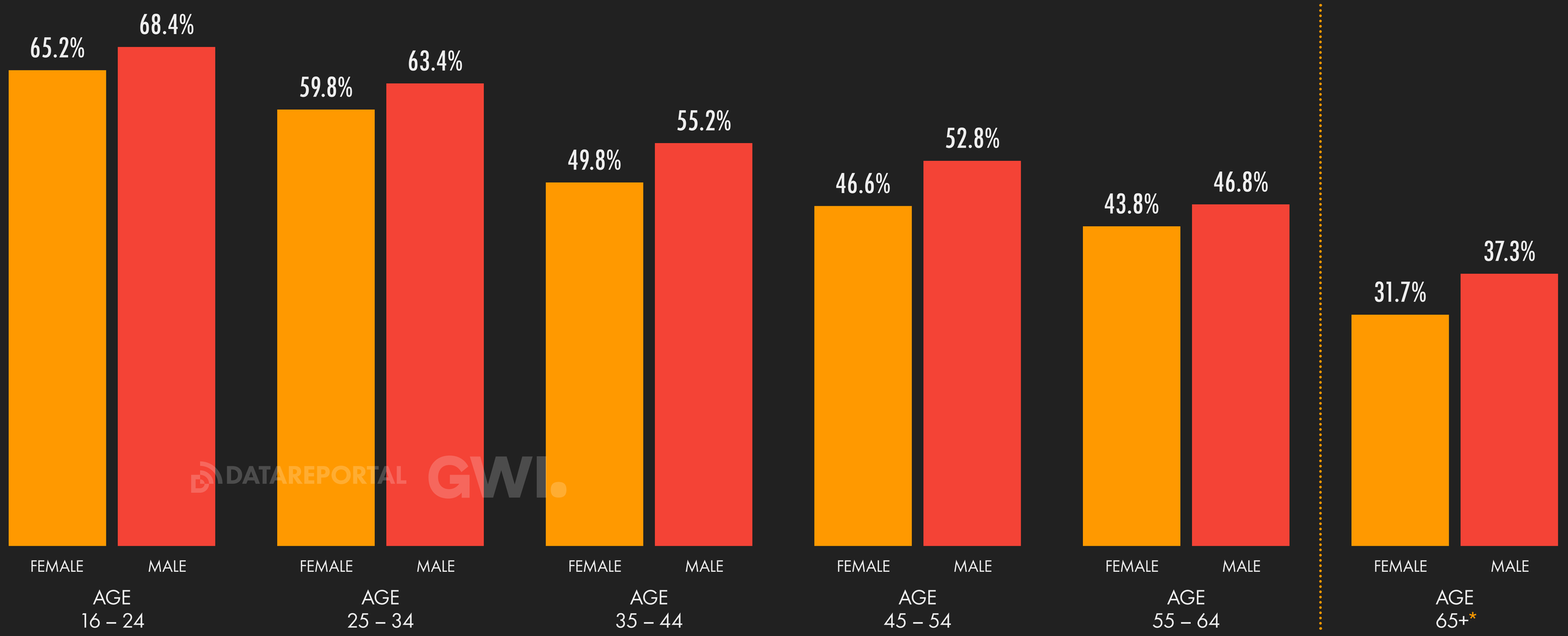
OCT 2025

YOUTUBE USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED YOUTUBE AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE

2.58

BILLION

YOUTUBE AD REACH vs. TOTAL POPULATION

31.3%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS

42.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH

+1.7%

+44 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH

+2.1%

+53 MILLION

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

47.0%

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

53.0%

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

39.6%

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

37.1%

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

42.1%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

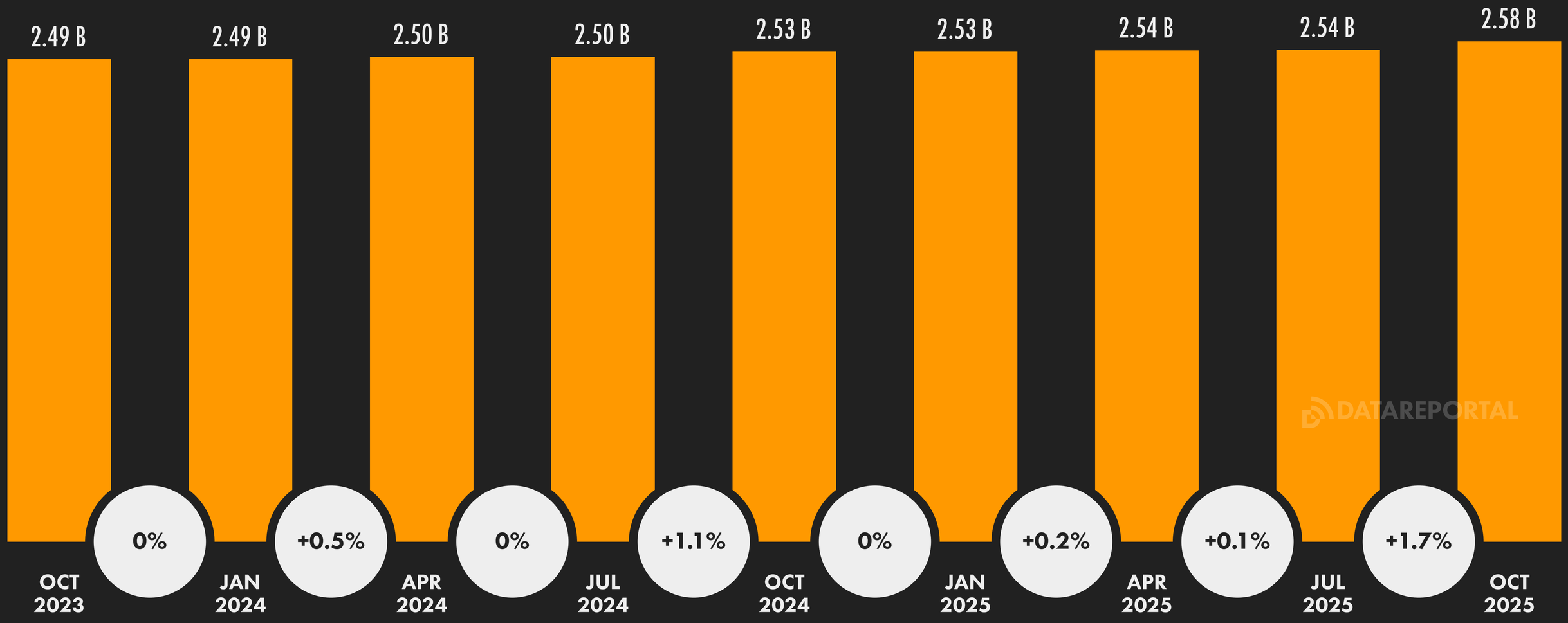
OCT 2025

YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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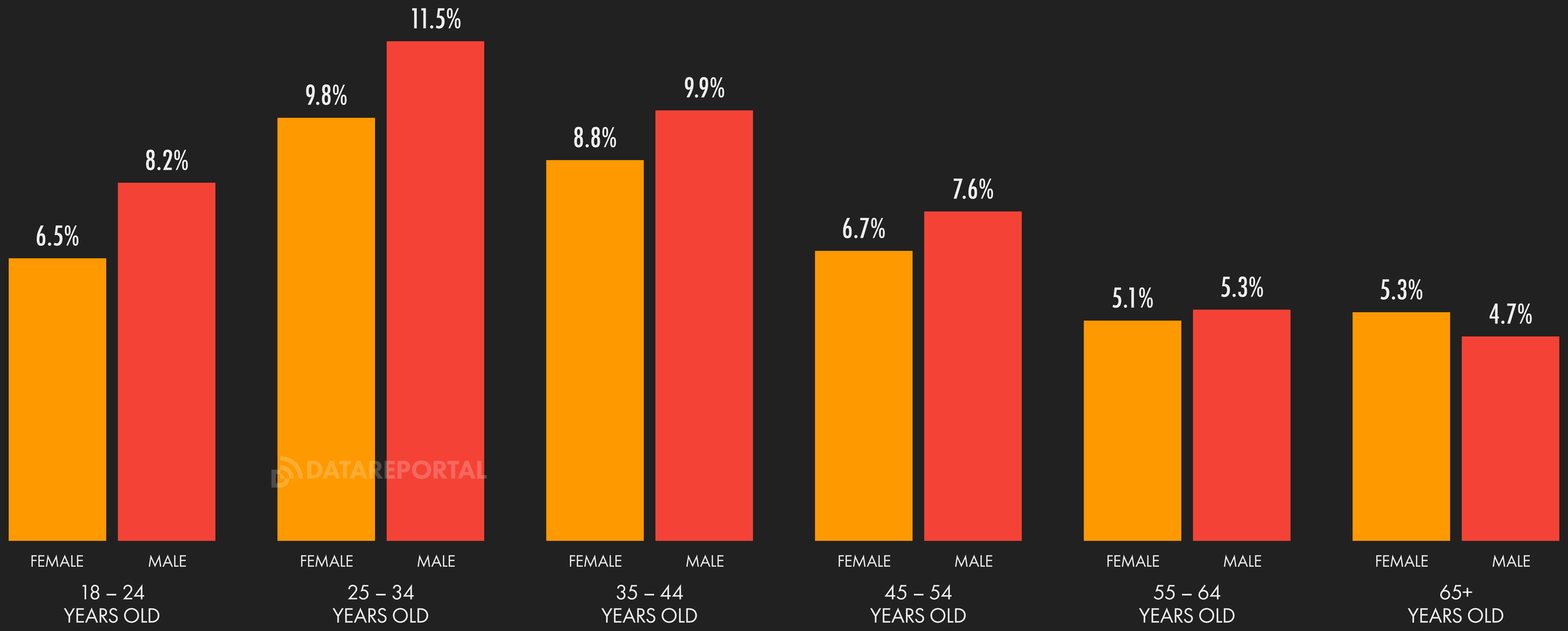
YOUTUBE: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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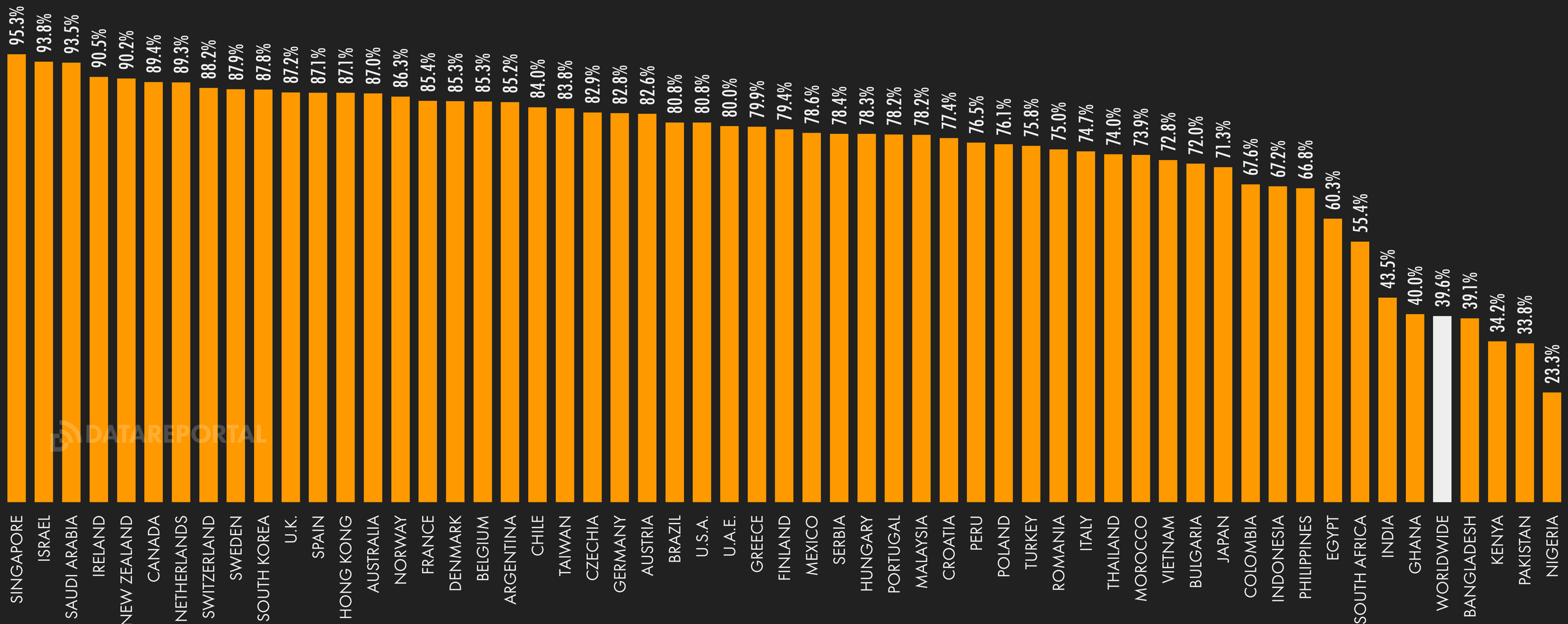
YOUTUBE ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF YOUTUBE ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	500,000,000	-1.8%
02	UNITED STATES OF AMERICA	254,000,000	+2.4%
03	INDONESIA	151,000,000	+4.1%
04	BRAZIL	150,000,000	+4.9%
05	MEXICO	85,000,000	+4.3%
06	JAPAN	78,500,000	+4.1%
07	GERMANY	64,700,000	+0.9%
08	VIETNAM	62,100,000	+0.8%
09	PHILIPPINES	59,600,000	+3.1%
10	TURKEY	57,900,000	+0.7%

#	LOCATION	TOTAL REACH	▲QOQ
11	UNITED KINGDOM	55,500,000	+2.0%
12	PAKISTAN	54,300,000	[UNCHANGED]
13	FRANCE	51,500,000	+3.4%
14	BANGLADESH	49,800,000	+1.0%
15	EGYPT	49,300,000	+1.9%
16	THAILAND	47,200,000	+3.3%
17	SOUTH KOREA	42,900,000	-1.4%
18	ITALY	41,200,000	-1.2%
19	SPAIN	39,000,000	-0.8%
20	CANADA	33,000,000	+4.1%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2025

YOUTUBE ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SINGAPORE	95.3%	4,800,000
02	ISRAEL	93.8%	6,080,000
03	SAUDI ARABIA	93.5%	23,390,000
04	ICELAND	93.0%	292,000
05	IRELAND	90.5%	3,740,000
06	NEW ZEALAND	90.2%	3,710,000
07	CANADA	89.4%	29,400,000
08	NETHERLANDS	89.3%	13,430,000
09	SWITZERLAND	88.2%	6,500,000
10	SWEDEN	87.9%	7,470,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	SOUTH KOREA	87.8%	39,500,000
12	URUGUAY	87.5%	2,310,000
13	UNITED KINGDOM	87.2%	48,200,000
14	SPAIN	87.1%	35,100,000
15	HONG KONG	87.1%	5,630,000
16	AUSTRALIA	87.0%	18,490,000
17	NORWAY	86.3%	3,910,000
18	COSTA RICA	85.8%	3,430,000
19	FRANCE	85.4%	45,600,000
20	DENMARK	85.3%	4,150,000

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. PERCENTAGE VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2025

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025

GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	62
03	VIDEO	46
04	SONGS	34
05	DJ	22
06	MINECRAFT	21
07	FILM	19
08	CARTOON	17
09	KARAOKE	17
10	CARTOON CARTOON	17

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

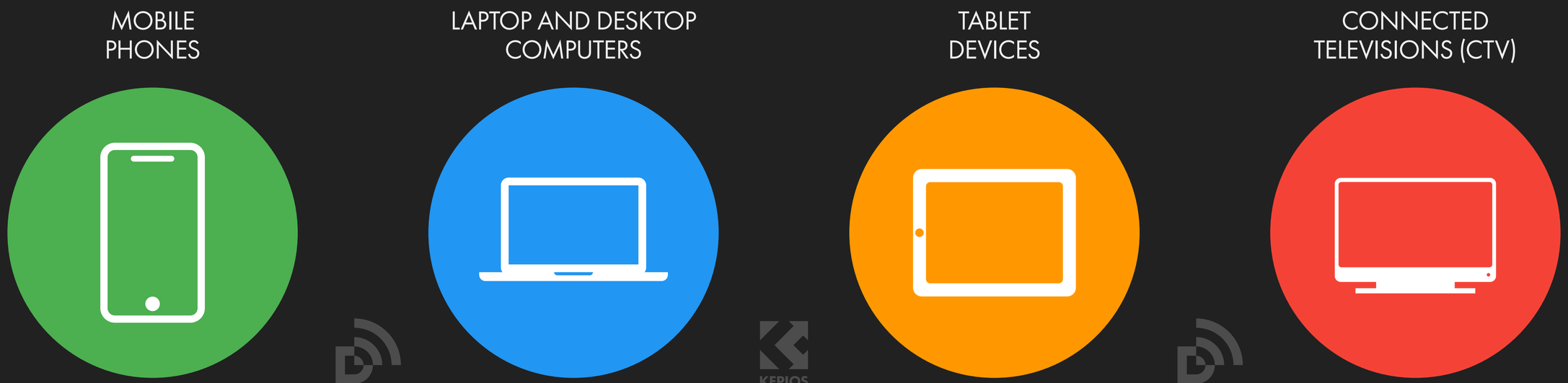
SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

OCT 2025

YOUTUBE AD REACH SHARE BY DEVICE

PERCENTAGE OF YOUTUBE'S AD AUDIENCE THAT MARKETERS CAN REACH VIA EACH USER DEVICE

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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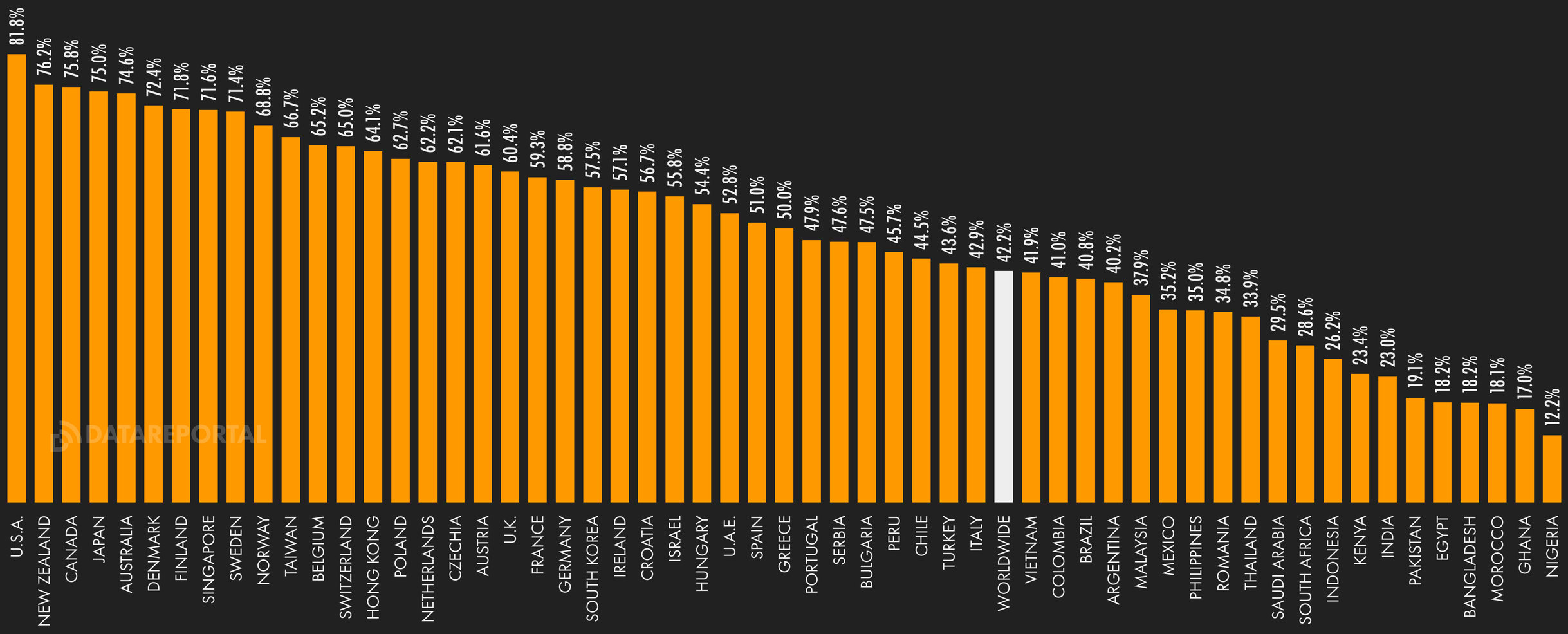
YOUTUBE AD REACH BY DEVICE: COMPUTERS

PERCENTAGE OF YOUTUBE'S TOTAL AD AUDIENCE THAT MARKETERS CAN REACH VIA ADS ON LAPTOP AND DESKTOP COMPUTERS

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUE FOR "WORLDWIDE" BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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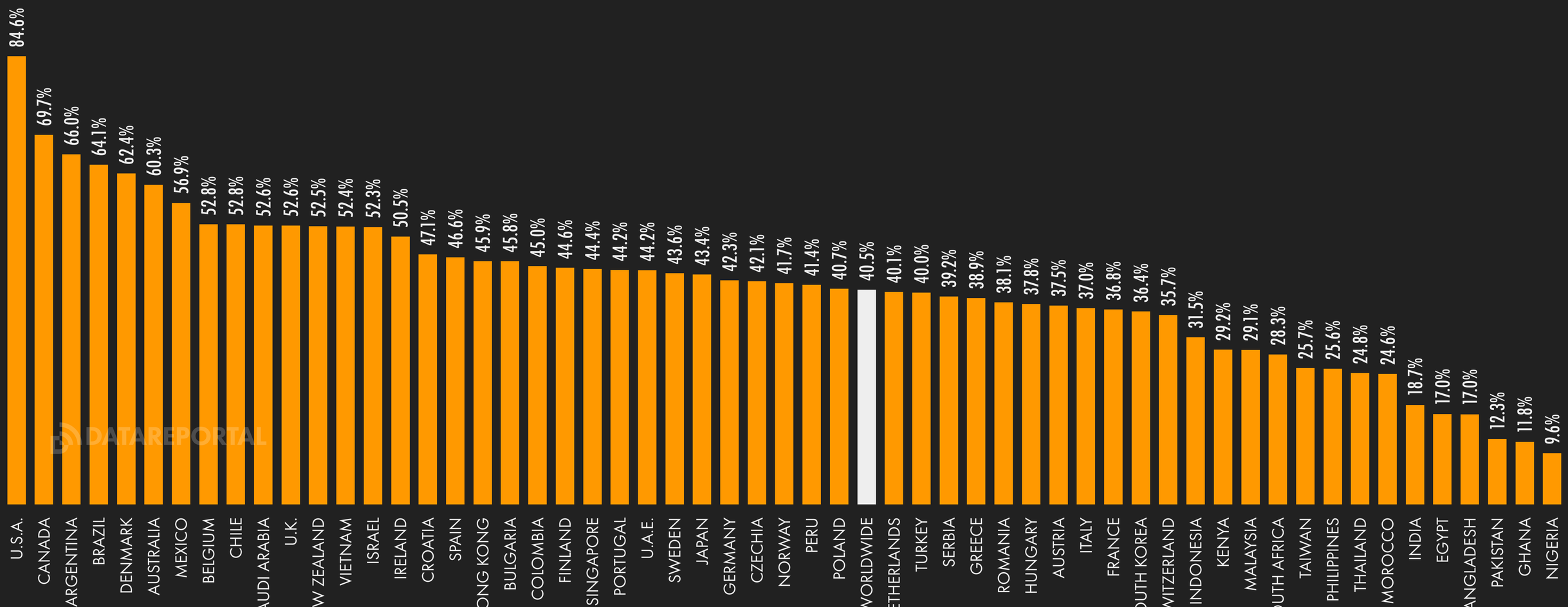
YOUTUBE AD REACH BY DEVICE: CONNECTED TVS

PERCENTAGE OF YOUTUBE'S TOTAL AD AUDIENCE THAT MARKETERS CAN REACH VIA ADS ON CONNECTED TELEVISIONS (CTV)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUE FOR "WORLDWIDE" BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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TOP YOUTUBE CHANNELS BY SUBSCRIBERS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

GLOBAL OVERVIEW

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
01	MRBEAST @MRBEAST	430.0 M 94.1 B
02	T-SERIES @TSERIES	302.0 M 310.6 B
03	COCOMELON ... @COCOMELON	197.0 M 208.2 B
04	SET INDIA @SETINDIA	186.0 M 181.3 B
05	VLAD AND NIKI @VLADANDNIKI	144.0 M 112.0 B
06	✿ KIDS DIANA SHOW @KIDSDIANASHOW	136.0 M 118.7 B
07	STOKES TWINS @STOKESTWINS	131.0 M 25.4 B
08	LIKE NASTYA @LIKENASTYAOFFICIAL	130.0 M 115.9 B
09	ZEE MUSIC @ZEEMUSICCOMPANY	120.0 M 81.1 B
10	김프로KIMPRO @KIMPRO828	119.0 M 104.0 B
11	PEWDIEPIE @PEWDIEPIE	110.0 M 29.4 B
12	WWE @WWE	110.0 M 97.8 B
13	GOLDMINES @GOLDMINESTELEFILMS	107.0 M 30.8 B
14	SONY SAB @SONYSAB	103.0 M 133.9 B
15	BLACKPINK @BLACKPINK	98.7 M 40.0 B
16	CHUCHU TV NURSERY ... @CHUCHUTV	97.3 M 56.4 B
17	ALAN CHIKIN CHOW @ALANCHIKINCHOW	96.4 M 56.3 B
18	ZEE TV @ZEETV	94.1 M 108.9 B
19	ALEJO IGOA @ALEJOIGOA	91.0 M 27.5 B
20	A4 @A4A4A4A4	89.0 M 35.1 B
21	PINKFONG @PINKFONG	83.0 M 51.8 B
22	BANGTANTV @BTS	81.3 M 25.8 B
23	5-MINUTE CRAFTS @5MINUTECRAFTSYOUTUBE	81.0 M 28.3 B
24	COLORS TV @COLORSTV	81.0 M 81.4 B
25	ZAMZAM ELECTRONICS ... @ZAMZAMELECTRONICSTRADINGLLC	79.9 M 39.7 B
26	TOYS AND COLORS @TOYSANDCOLORS	79.0 M 104.8 B
27	T-SERIES BHAKTI SAGAR @TSERIESBHAKTISAGAR	78.7 M 42.1 B
28	HYBE LABELS @HYBELABELS	78.4 M 41.1 B
29	TIPS OFFICIAL @TIPSOFFICIAL	78.3 M 49.9 B
30	KL BRO BIJU RITHVIK @KLBROBIJURITHVIK1	76.8 M 78.4 B
31	UR · CRISTIANO @CRISTIANO	76.6 M 0.9 B
32	TOPPER GUILD @TOPPERGUILD	76.2 M 26.5 B
33	JUSTIN BIEBER @JUSTINBIEBER	76.1 M 35.6 B
34	AAJ TAK @AAJTAK	73.4 M 41.0 B
35	SHEMAROO FILMI GAANE @FILMIGAANE	73.2 M 33.3 B
36	INFOBELLS - HINDI @INFOBELLSHINDIRHYMES	71.0 M 44.2 B
37	MARK ROBER @MARKROBER	70.8 M 14.0 B
38	EL REINO INFANTIL @ELREINOINFANTIL	70.0 M 68.9 B
39	HAR PAL GEO @HARPALGEOOFFICIAL	69.7 M 74.3 B
40	FEDE VIGEVANI @FEDEVIGEVANI	69.4 M 22.1 B

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** SUBSCRIBER NUMBERS ROUNDED AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "SUBSCRIBERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** SUBSCRIBER AND VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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TOP YOUTUBE CHANNELS BY TOTAL VIDEO VIEWS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF CUMULATIVE VIDEO VIEWS

GLOBAL OVERVIEW

#	CHANNEL	TOTAL VIEWS VIEWS PER VIDEO
01	T-SERIES @TSERIES	310.6 B 12.8 M
02	COCOMELON ... @COCOMELON	208.2 B 123.1 M
03	SET INDIA @SETINDIA	181.3 B 1.1 M
04	SONY SAB @SONYSAB	133.9 B 1.3 M
05	✿ KIDS DIANA SHOW @KIDSDIANASHOW	118.7 B 83.8 M
06	LIKE NASTYA @LIKENASTYAOFFICIAL	115.9 B 118.1 M
07	VLAD AND NIKI @VLADANDNIKI	112.0 B 119.5 M
08	ZEE TV @ZEETV	108.9 B 0.5 M
09	TOYS AND COLORS @TOYSANDCOLORS	104.8 B 65.1 M
10	김프로KIMPRO @KIMPRO828	104.0 B 30.0 M
11	WWE @WWE	97.8 B 1.1 M
12	MRBEAST @MRBEAST	94.1 B 104.9 M
13	COLORS TV @COLORSTV	81.4 B 0.3 M
14	ZEE MUSIC @ZEEMUSICCOMPANY	81.1 B 5.5 M
15	KL BRO BIJU RITHVIK @KLBROBIJURITHVIK1	78.4 B 23.8 M
16	ANAYA KANDHAL @ANAYAKANDHAL	75.5 B 25.2 M
17	HAR PAL GEO @HARPALGEOOFFICIAL	74.3 B 0.4 M
18	EL REINO INFANTIL @ELREINOINFANTIL	68.9 B 36.2 M
19	ARY DIGITAL HD @ARYDIGITALASIA	67.8 B 0.4 M
20	SIERRA & RHIA FAM @SIERRARHIAFAM	67.0 B 23.6 M
21	MOVIECLIPS @MOVIECLIPS	66.8 B 1.5 M
22	STARPLUS @STARPLUS	63.8 B 0.5 M
23	RYAN'S WORLD @RYANSWORLD	61.9 B 18.6 M
24	ABS-CBN ENTERTAINMENT @ABSCBNENTERTAINMENT	58.1 B 0.2 M
25	SUPER SIMPLE SONGS @SUPERSIMPLESONGS	57.8 B 67.5 M
26	CHUCHU TV NURSERY ... @CHUCHUTV	56.4 B 60.0 M
27	ALAN CHIKIN CHOW @ALANCHIKINCHOW	56.3 B 38.7 M
28	ISSEI / いっせい @ISSEI0806	54.3 B 13.7 M
29	VIJAY TELEVISION @VIJAYTELEVISION	53.9 B 0.4 M
30	ALFREDO LARIN @ALFREDOLARIN	53.3 B 26.8 M
31	PINKFONG @PINKFONG	51.8 B 14.2 M
32	NETD MÜZIK @NETDMUZIK	51.5 B 2.6 M
33	YRF @YRF	51.4 B 11.0 M
34	TIPS OFFICIAL @TIPSOFFICIAL	49.9 B 5.9 M
35	D BILLIONS @DBILLIONS	48.7 B 25.3 M
36	THE GEETA GURJAR @THEGEETAGURJAR	48.7 B 14.4 M
37	ZACK D. FILMS @ZACKDFILMS	48.3 B 21.6 M
38	LEONATA FAMILY @LEONATAFAMILY	47.4 B 10.0 M
39	MAVIGADGET @MAVIGADGETS	47.2 B 5.5 M
40	HUM TV @HUMTV	46.8 B 0.3 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "TOTAL VIEWS" COLUMN, "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS

GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – "VIDEO TITLE"	VIEWS	UPLOADED	LIKES
01	PINK FONG – "BABY SHARK DANCE"	16,220,600,000	18 JUN 2016	45,000,000
02	LUIS FONSI FEAT. DADDY YANKEE – "DESPACITO"	8,806,400,000	13 JAN 2017	55,000,000
03	COCOMELON - NURSERY RHYMES – "WHEELS ON THE BUS"	7,934,600,000	24 MAY 2018	20,000,000
04	COCOMELON - NURSERY RHYMES – "BATH SONG"	7,223,200,000	2 MAY 2018	17,000,000
05	LOOLOO KIDS – "JOHNY JOHNY YES PAPA"	7,099,500,000	8 OCT 2016	19,000,000
06	WIZ KHALIFA FEAT. CHARLIE PUTH – "SEE YOU AGAIN"	6,779,600,000	7 APR 2015	45,000,000
07	CHUCHU TV NURSERY RHYMES & KIDS SONGS – "PHONICS SONG WITH TWO WORDS"	6,683,000,000	7 MAR 2014	[N/A]
08	ED SHEERAN – "SHAPE OF YOU"	6,553,800,000	30 JAN 2017	34,000,000
09	PSY – "GANGNAM STYLE"	5,693,800,000	15 JUL 2012	30,000,000
10	MARK RONSON FEAT. BRUNO MARS – "UPTOWN FUNK"	5,648,700,000	19 NOV 2014	22,000,000

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. **NOTES:** VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. "LIKE" COUNTS ARE ROUNDED AT SOURCE. **COMPARABILITY:** VIEW AND LIKE COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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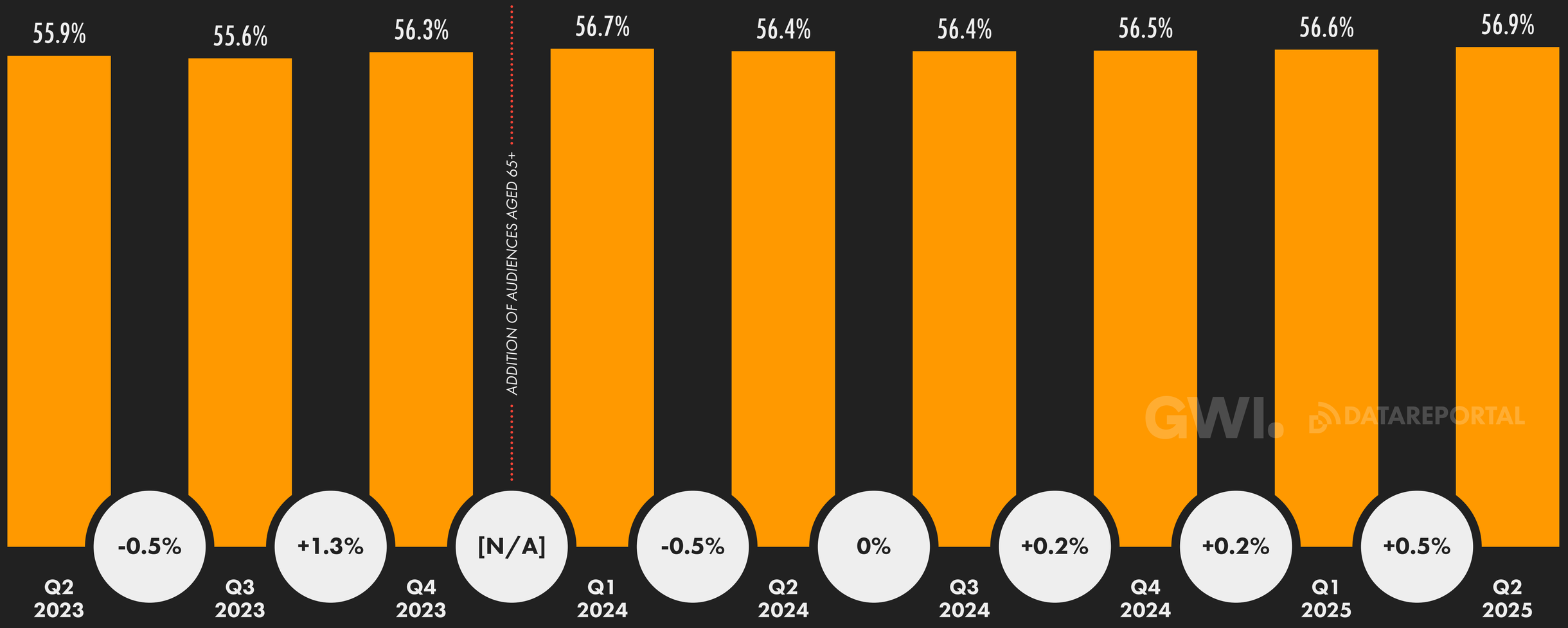
FACEBOOK

OCT 2025

FACEBOOK USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED FACEBOOK AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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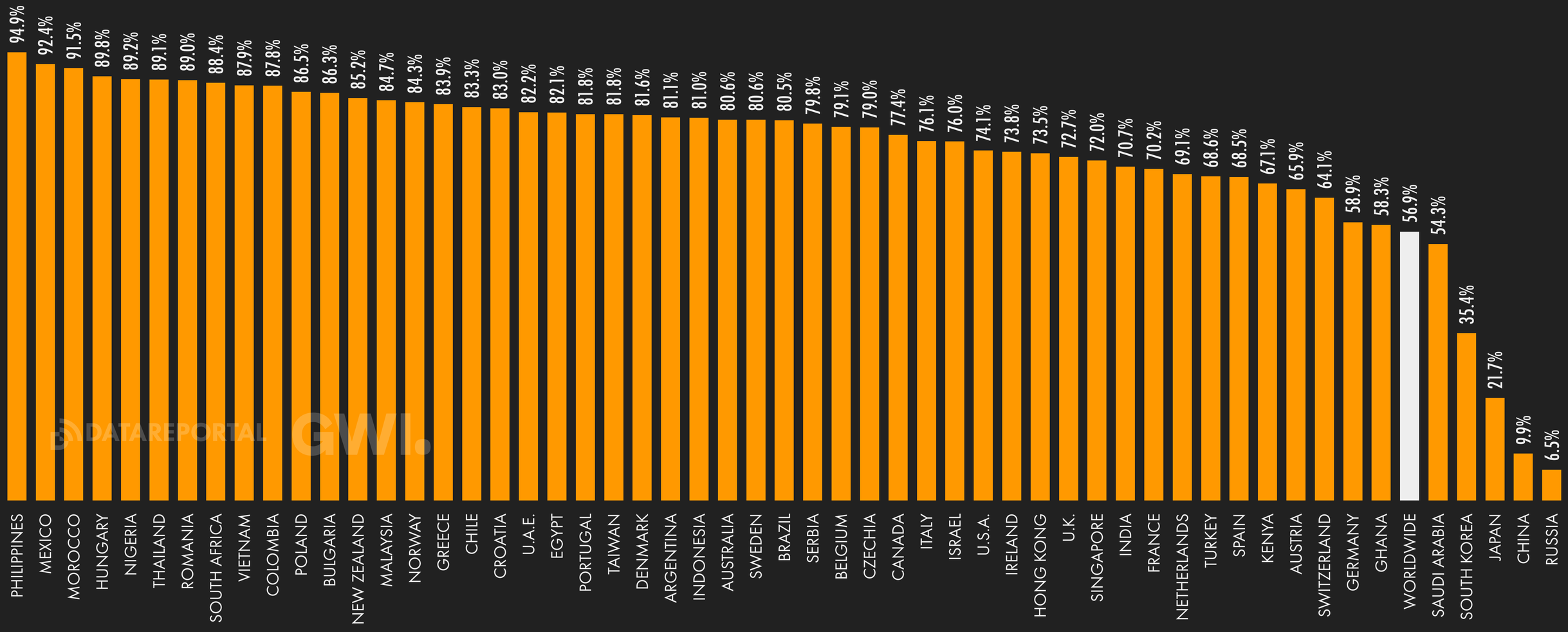
FACEBOOK USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED FACEBOOK AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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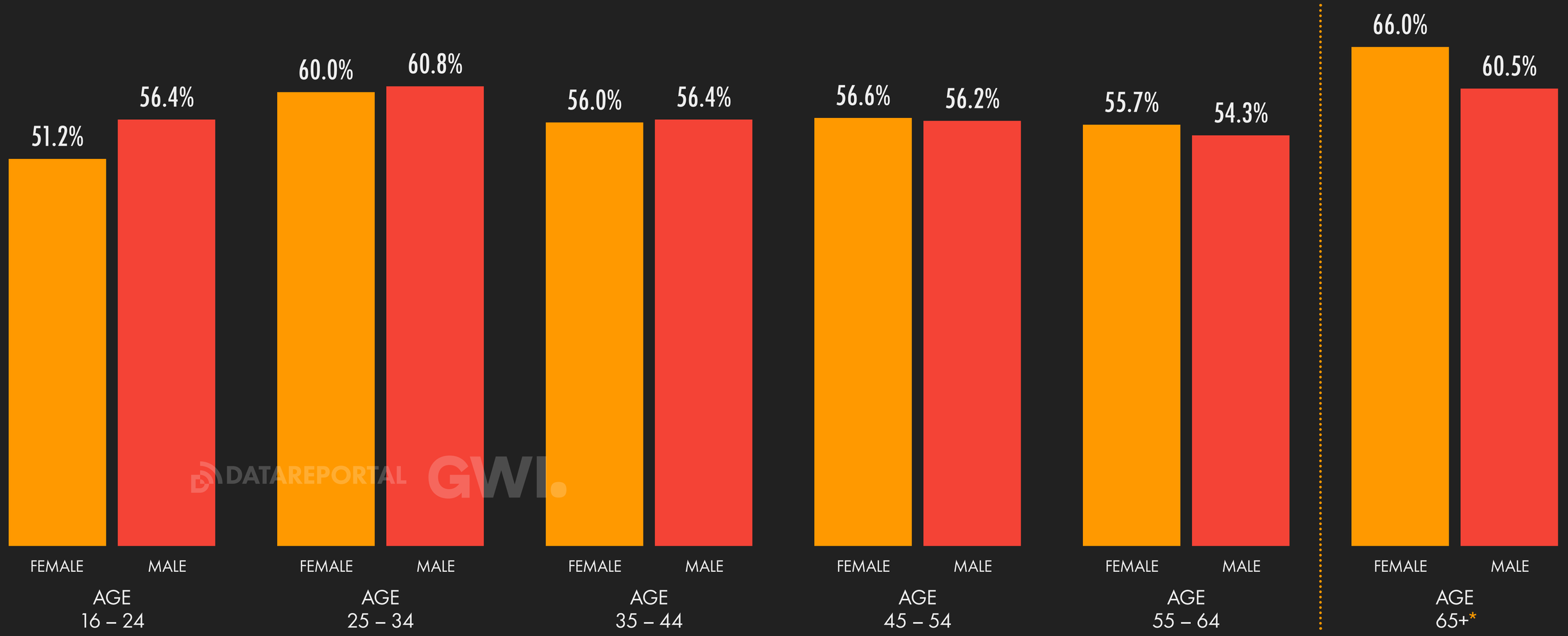
OCT 2025

FACEBOOK USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED FACEBOOK AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK

2.35
BILLION

FACEBOOK AD REACH vs. TOTAL POPULATION

28.5%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS

38.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-0.3%
-8 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

+5.7%
+126 MILLION

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

43.0%

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

56.6%

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

40.2%

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

34.4%

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

45.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

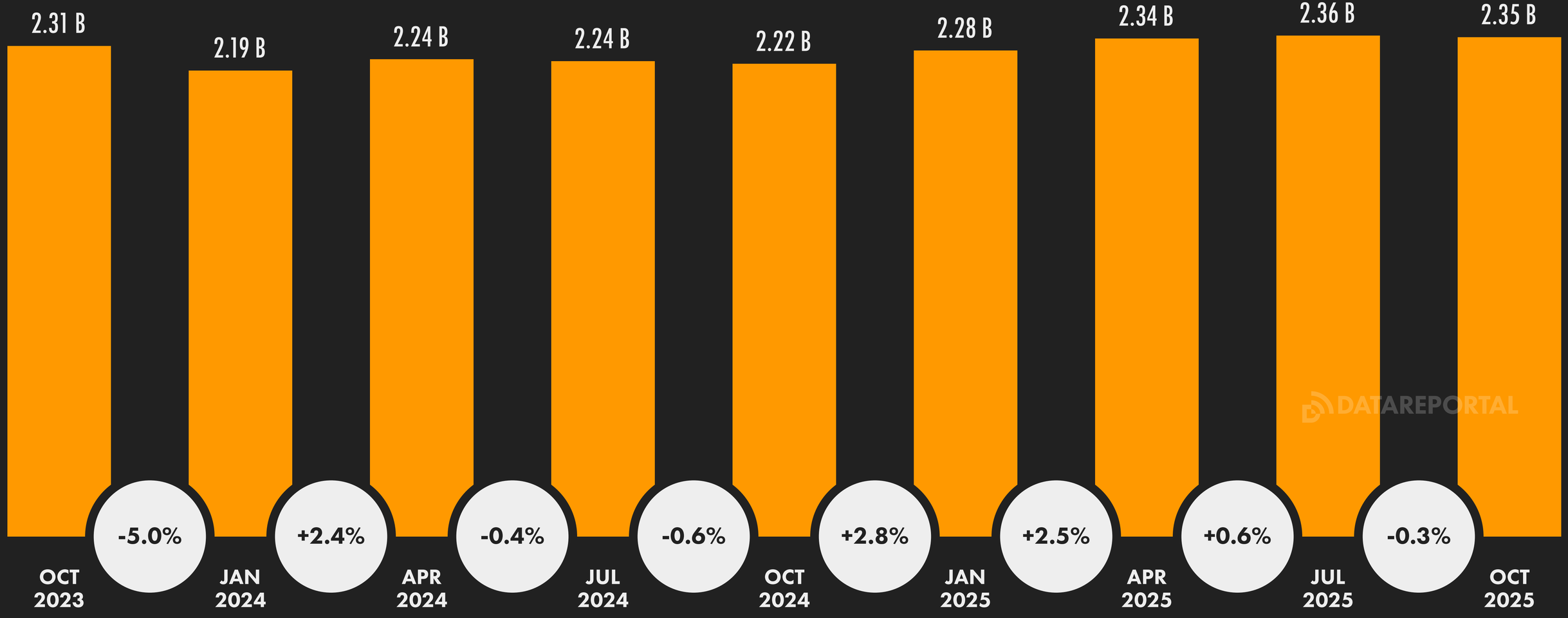
OCT 2025

FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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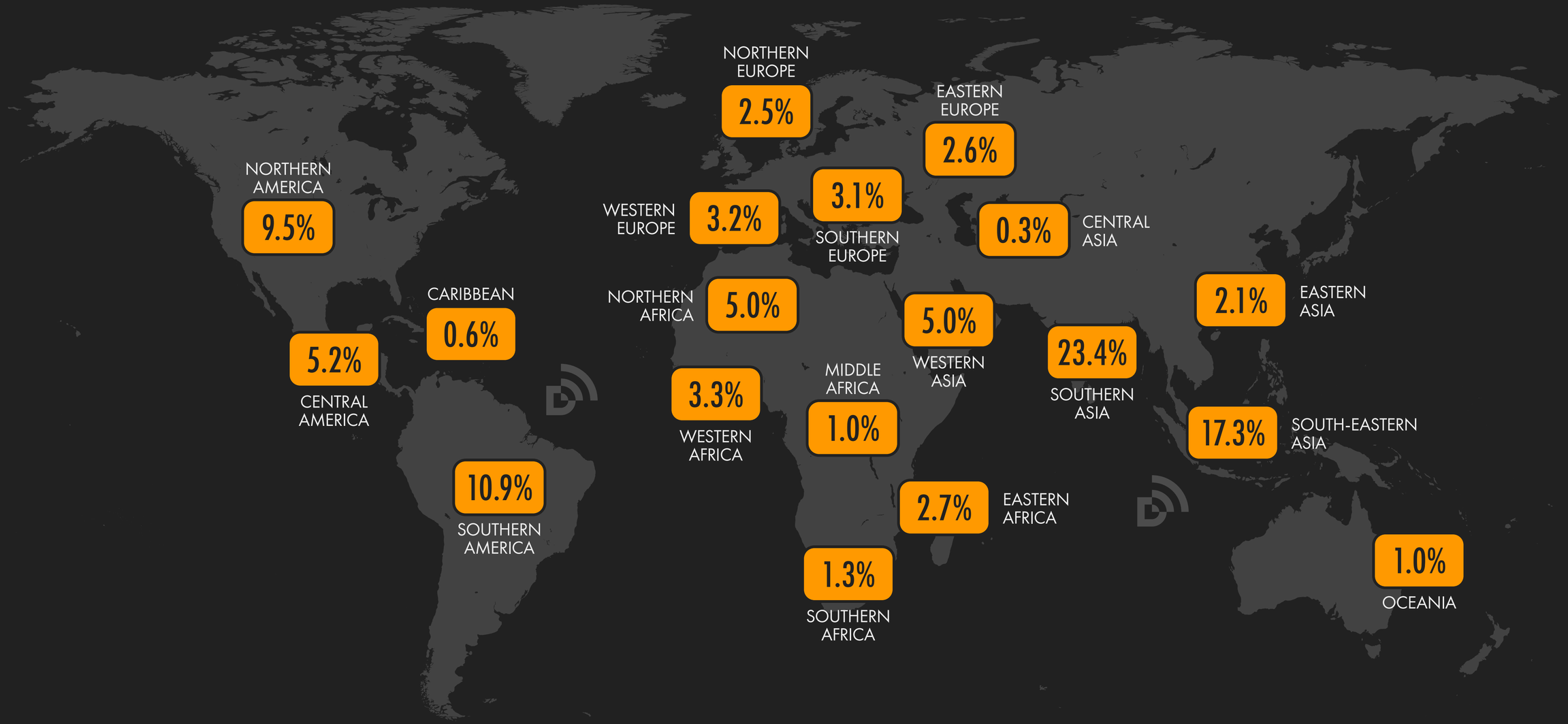
SHARE OF FACEBOOK ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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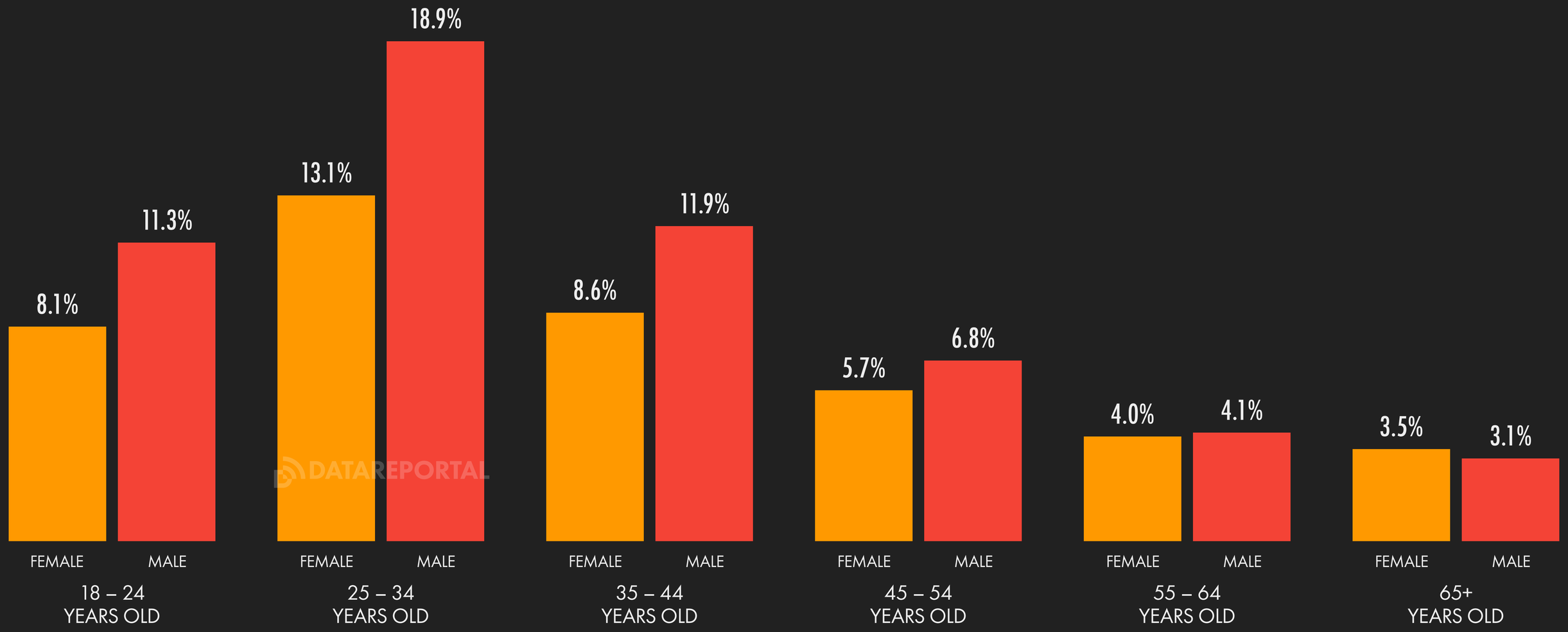
FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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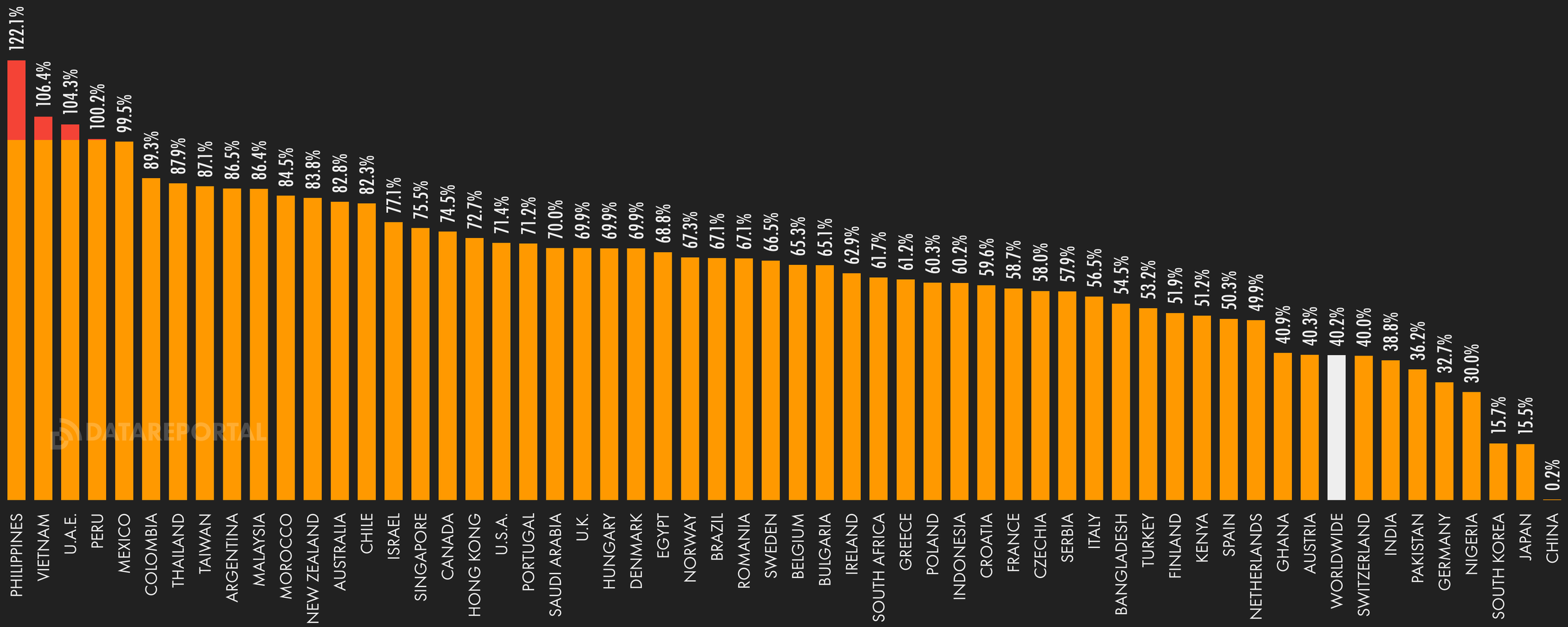
FACEBOOK ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF FACEBOOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	403,400,000	-1.2%
02	UNITED STATES OF AMERICA	197,600,000	-0.3%
03	INDONESIA	120,900,000	-1.2%
04	BRAZIL	109,250,000	-1.6%
05	PHILIPPINES	95,800,000	+0.4%
06	MEXICO	93,450,000	-2.5%
07	VIETNAM	79,000,000	+1.4%
08	BANGLADESH	64,000,000	-0.8%
09	PAKISTAN	52,900,000	-1.4%
10	EGYPT	51,550,000	+0.1%

#	LOCATION	TOTAL REACH	▲QOQ
11	THAILAND	51,450,000	-1.2%
12	UNITED KINGDOM	38,750,000	+0.3%
13	NIGERIA	37,950,000	-7.8%
14	COLOMBIA	36,350,000	-2.2%
15	TURKEY	34,700,000	-1.3%
16	FRANCE	31,450,000	+2.4%
17	ARGENTINA	29,300,000	-1.7%
18	ITALY	28,450,000	+2.9%
19	SOUTH AFRICA	27,850,000	+1.5%
20	ALGERIA	27,450,000	+2.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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FACEBOOK ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	NAURU	145.0%*	10,000
02	LIBYA	133.5%*	6,750,000
03	ST. BARTHÉLEMY	124.8%*	11,000
04	PHILIPPINES	122.1%*	95,550,000
05	MONGOLIA	121.6%*	2,700,000
06	CAMBODIA	120.1%*	13,950,000
07	MARSHALL ISLANDS	114.4%*	24,000
08	TONGA	114.4%*	69,000
09	VIETNAM	106.4%*	78,650,000
10	GEORGIA	106.2%*	3,050,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	GUYANA	105.0%*	577,000
12	UNITED ARAB EMIRATES	104.3%*	9,700,000
13	COOK ISLANDS	102.3%*	10,000
14	PERU	100.2%*	24,800,000
15	MEXICO	99.5%	93,150,000
16	ARUBA	99.1%	85,000
17	ECUADOR	96.7%	12,550,000
18	PALAU	94.5%	13,000
19	SAMOA	94.1%	114,000
20	TURKS & CAICOS IS.	93.7%	35,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

CITIES WITH THE LARGEST FACEBOOK AD AUDIENCES

#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	22,000,000	28,800,000
02	DELHI	14,600,000	24,350,000
03	BANGKOK	13,500,000	18,100,000
04	HO CHI MINH CITY	11,300,000	17,000,000
05	CAIRO	11,100,000	19,450,000
06	MUMBAI	10,550,000	16,000,000
07	MEXICO CITY	10,150,000	18,350,000
08	BANGALORE	10,100,000	11,850,000
09	LIMA	9,800,000	10,550,000
10	PHNOM PENH	9,800,000	10,450,000

BROADER METRO AREAS WITH THE LARGEST FACEBOOK AD AUDIENCES

#	BROADER METRO AREA	CITY +40KM	CITY ONLY
01	DHAKA	28,800,000	22,000,000
02	MANILA	28,050,000	3,000,000
03	QUEZON CITY	27,200,000	4,550,000
04	DELHI	24,350,000	14,600,000
05	CAIRO	19,450,000	11,100,000
06	GIZA	19,050,000	1,550,000
07	MEXICO CITY	18,350,000	10,150,000
08	BANGKOK	18,100,000	13,500,000
09	BEKASI	17,850,000	2,200,000
10	JAKARTA	17,050,000	7,800,000

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.
COMPARABILITY: BASE REVISIONS. SEE NOTES ON DATA.

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FACEBOOK USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

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

GLOBAL OVERVIEW

#	LANGUAGE	AUDIENCE	SHARE
01	ENGLISH	1,375,000,000	65.5%
02	SPANISH	347,550,000	14.7%
03	HINDI	237,550,000	10.0%
04	ARABIC	198,300,000	8.4%
05	FRENCH	138,100,000	5.8%
06	PORTUGUESE	131,350,000	5.5%
07	INDONESIAN	129,300,000	5.5%
08	BENGALI	121,300,000	5.1%
09	FILIPINO	101,550,000	4.3%
10	VIETNAMESE	82,500,000	3.5%

#	LANGUAGE	AUDIENCE	SHARE
11	URDU	65,200,000	2.8%
12	PUNJABI	57,800,000	2.4%
13	THAI	57,400,000	2.4%
14	JAVANESE	41,250,000	1.7%
15	TURKISH	39,500,000	1.7%
16	GERMAN	37,950,000	1.6%
17	SWAHILI	37,000,000	1.6%
18	CHINESE*	36,450,000	1.5%
19	ITALIAN	32,900,000	1.4%
20	MALAY	26,200,000	1.1%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE VALUES BASED ON META'S DETERMINATION OF USERS THAT CAN UNDERSTAND ADS IN EACH STATED LANGUAGE. META MAY DETERMINE THAT AN INDIVIDUAL USER CAN UNDERSTAND MORE THAN ONE LANGUAGE, SO "SHARE" VALUES MAY SUM TO MORE THAN 100%. AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** LANGUAGE UNDERSTANDING AS DETERMINED BY META; INDIVIDUAL USER PROFICIENCY MAY VARY. LANGUAGE NAMES AND CATEGORISATION AS PER META'S ADVERTISING RESOURCES. (*) VALUE FOR "CHINESE" INCLUDES BOTH TRADITIONAL AND SIMPLIFIED CHINESE. SEE NOTES ON DATA.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

ENGAGEMENTS vs. PAGE FOLLOWERS

0.20%

ENGAGEMENTS vs. POST REACH

2.00%

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

ENGAGEMENTS vs. PAGE FOLLOWERS

0.30%

ENGAGEMENTS vs. POST REACH

1.40%

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

ENGAGEMENTS vs. PAGE FOLLOWERS

0.25%

ENGAGEMENTS vs. POST REACH

2.00%

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

ENGAGEMENTS vs. PAGE FOLLOWERS

0.15%

ENGAGEMENTS vs. POST REACH

2.30%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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OCT 2025

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS

0.25%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS

0.20%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS

0.18%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS

0.23%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS

0.18%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS

0.10%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS

1.80%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS

2.25%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS

2.05%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS

2.65%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS

1.35%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS

1.50%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF SIGNIFICANT OUTLIERS. PRIOR TO THIS DATE, VALUES WERE NOT ADJUSTED.

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MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS
01	CRISTIANO RONALDO	171 M
02	SAMSUNG	162 M
03	FACEBOOK	155 M
04	MR. BEAN	140 M
05	5-MINUTE CRAFTS	131 M
06	REAL MADRID C.F.	130 M
07	CGTN	125 M
08	SHAKIRA	122 M
09	FC BARCELONA	120 M
10	LIONEL MESSI	116 M

#	FACEBOOK PAGE	FOLLOWERS
11	WILL SMITH	115 M
12=	CHINA DAILY	108 M
12=	COCA-COLA	108 M
12=	YOUTUBE	108 M
15	VIN DIESEL	104 M
16	RIHANNA	103 M
17	TASTY	102 M
18	CHINA XINHUA NEWS	99 M
19	EMINEM	94 M
20=	NETFLIX	93 M

#	FACEBOOK PAGE	FOLLOWERS
20=	UEFA CHAMPION'S LEAGUE	93 M
22=	META	91 M
22=	NEYMAR JR.	91 M
22=	WWE	91 M
25	JUSTIN BIEBER	89 M
26=	LA LIGA	86 M
26=	SELENA GOMEZ	86 M
28	MANCHESTER UNITED	85 M
29	PEOPLE'S DAILY, CHINA	84 M
30	MCDONALD'S	82 M

#	FACEBOOK PAGE	FOLLOWERS
31	TAYLOR SWIFT	79 M
32	GLOBAL TIMES	77 M
33=	BLOSSOM	72 M
33=	HARRY POTTER	72 M
33=	JASON STATHAM	72 M
36	KATIE PERRY	70 M
37=	INSTAGRAM	69 M
37=	MICHAEL JACKSON	69 M
37=	成龍 JACKIE CHAN	69 M
40	ADELE	68 M

SOURCE: KEPIOS ANALYSIS OF DATA PUBLISHED ON FACEBOOK.COM. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FACEBOOK ROUNDS REPORTED VALUES FOR PAGE FOLLOWERS TO THE NEAREST MILLION. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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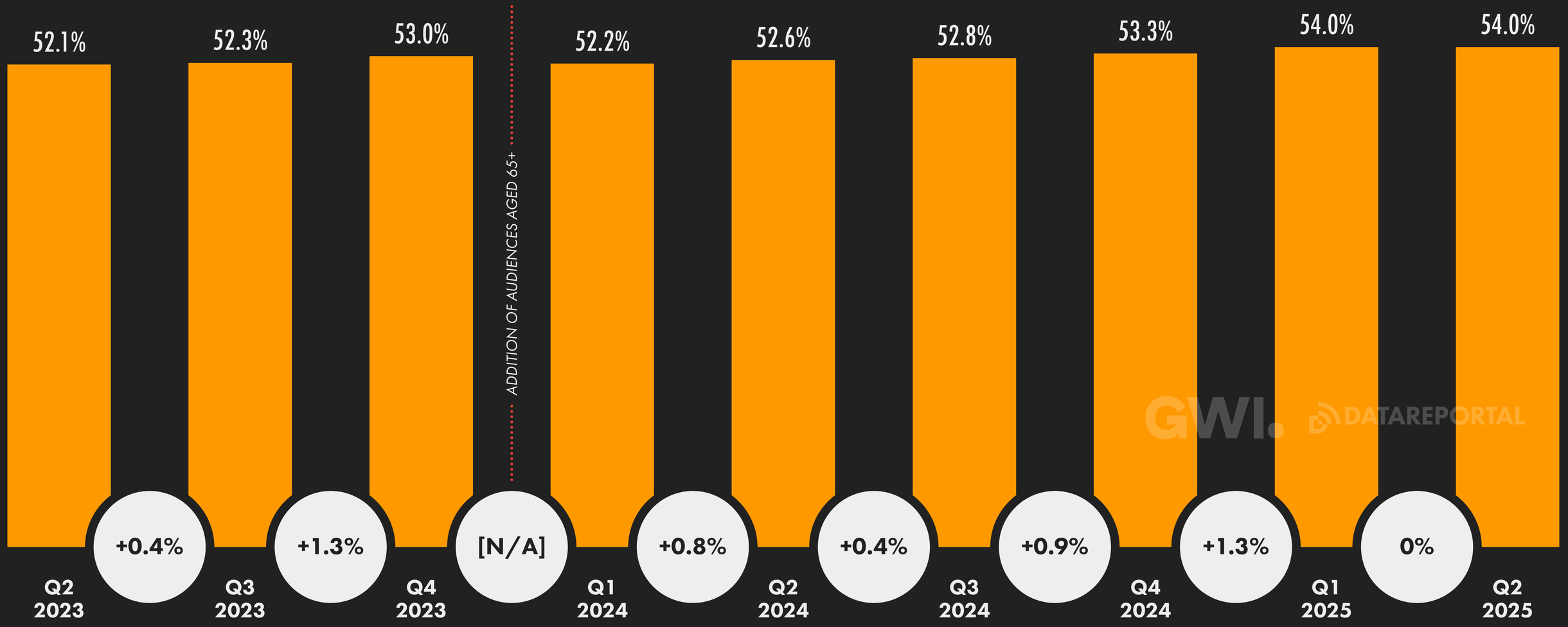
WHATSAPP

OCT 2025

WHATSAPP USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED WHATSAPP AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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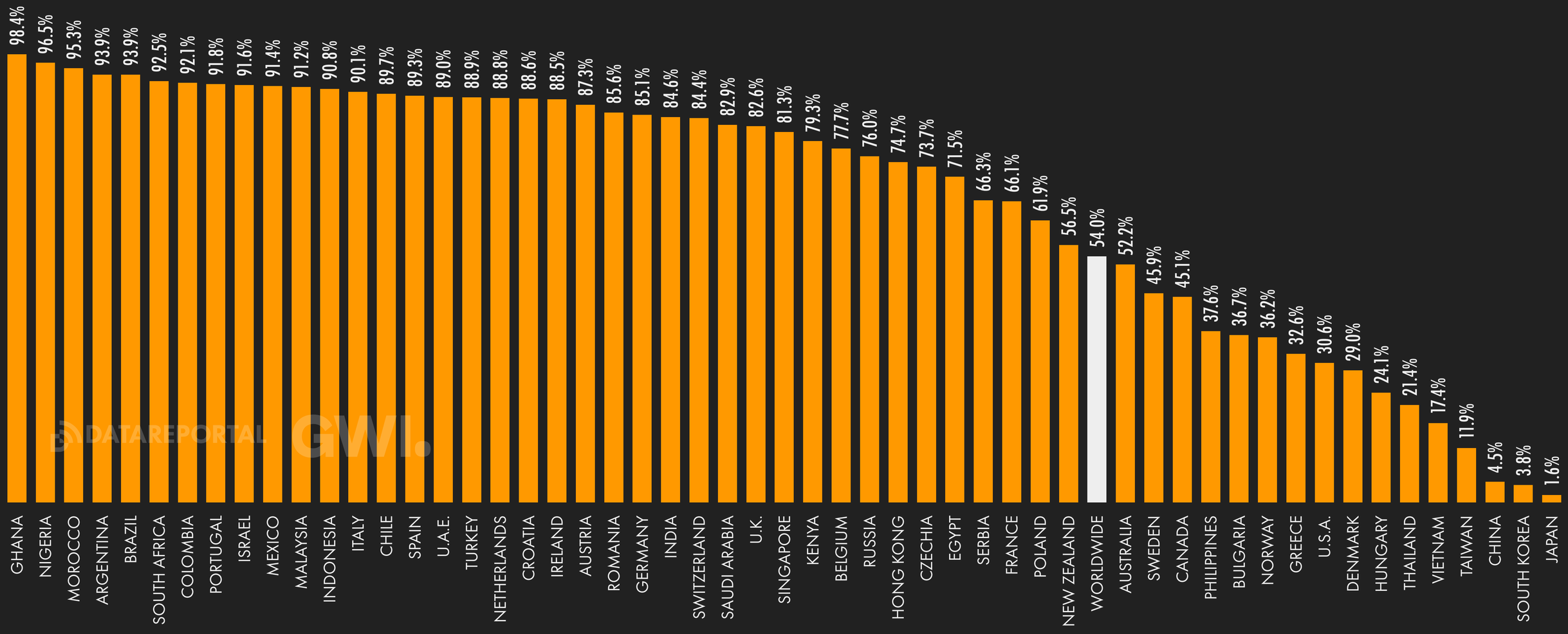
WHATSAPP USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED WHATSAPP AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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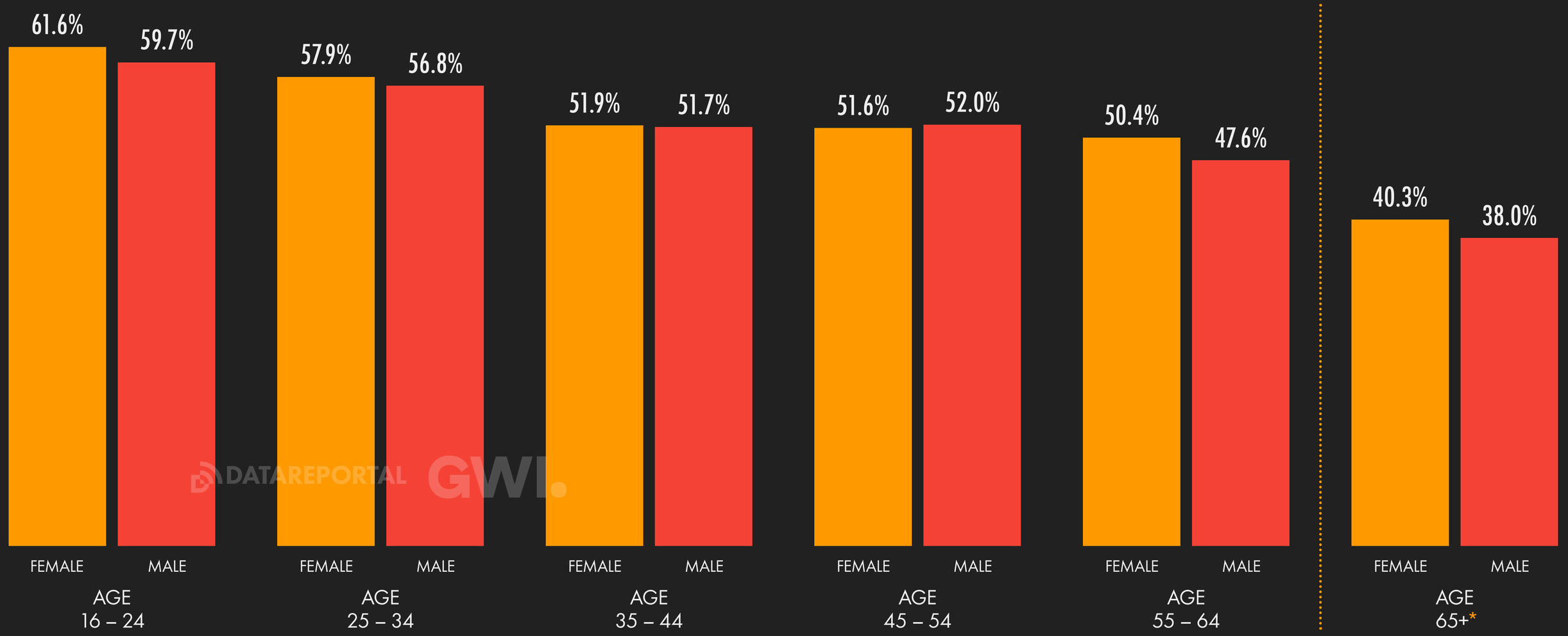
WHATSAPP USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED WHATSAPP AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE

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

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE WHATSAPP USERS

KEPIOS

3 BILLION

MONTHLY ACTIVE WHATSAPP USERS vs. TOTAL POPULATION

Meltwater

36.4%

MONTHLY ACTIVE WHATSAPP USERS vs. POPULATION AGED 13+

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46.1%

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS

GWI.

48.6%

MALE USERS AS A PERCENTAGE OF TOTAL USERS

51.3%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

INSTAGRAM

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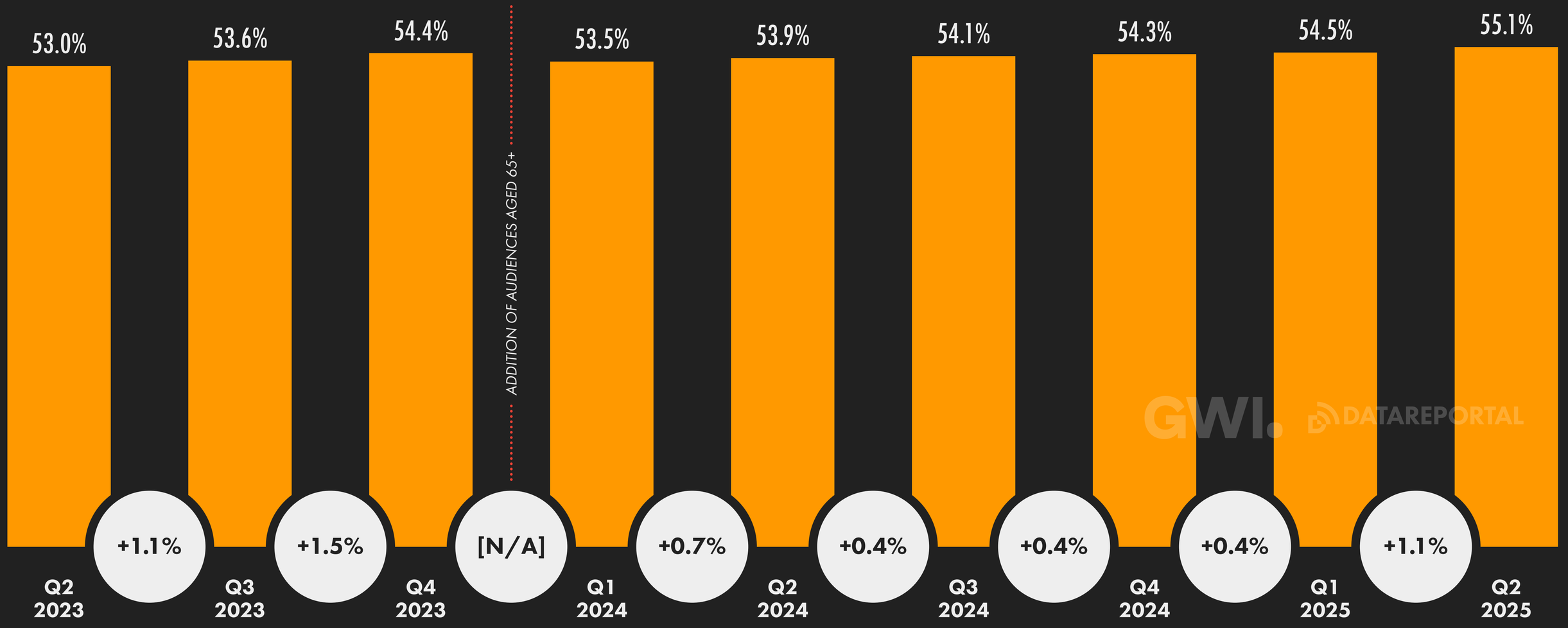
INSTAGRAM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED INSTAGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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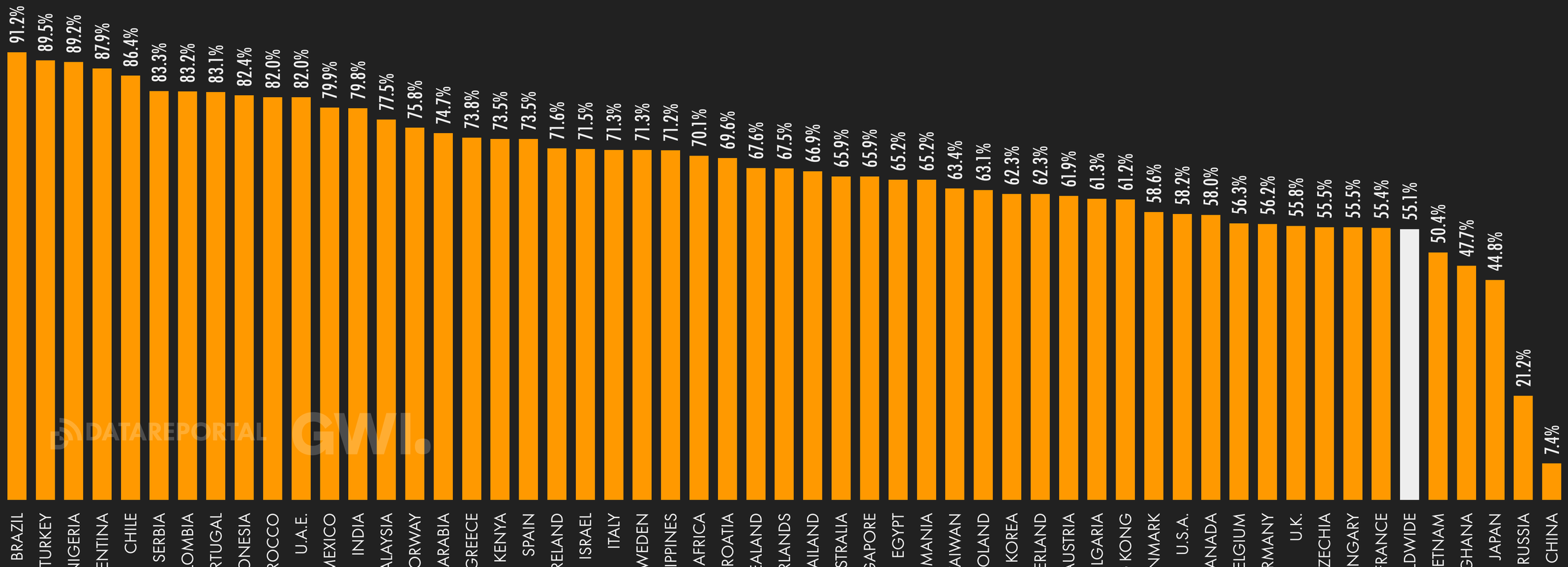
INSTAGRAM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED INSTAGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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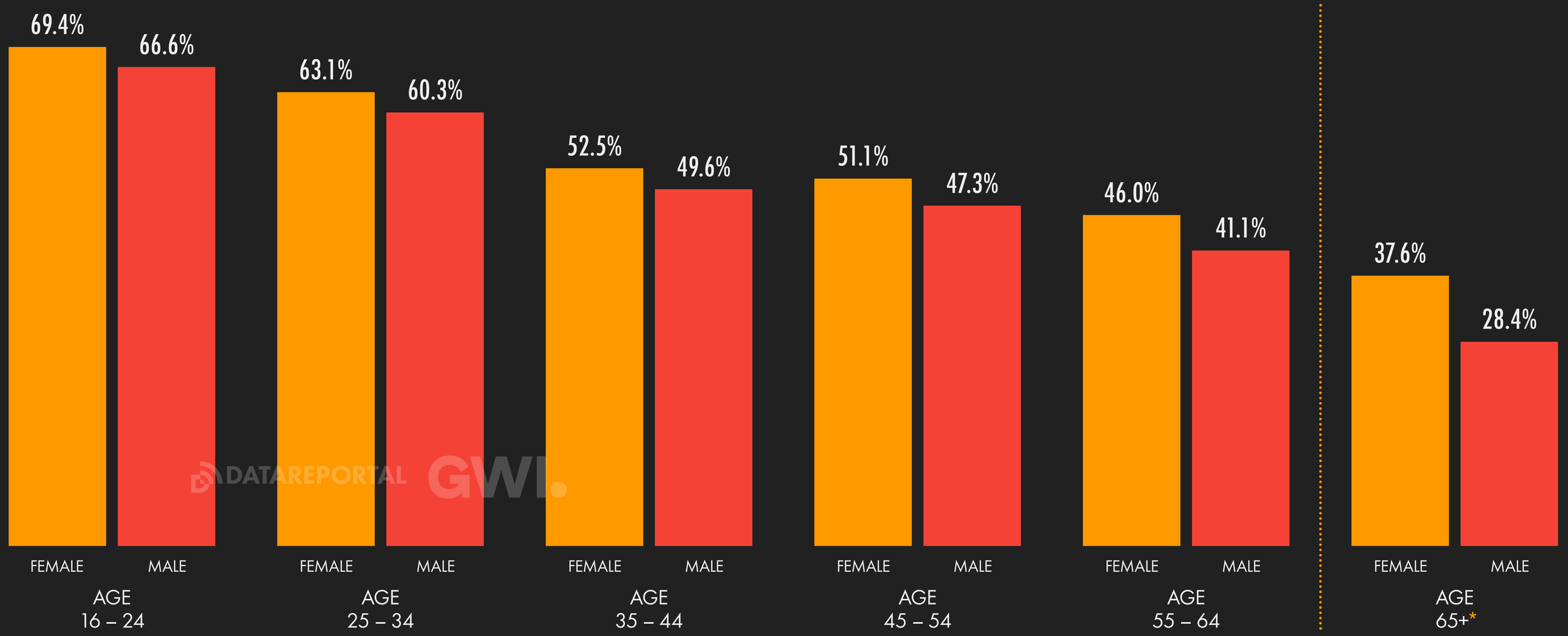
INSTAGRAM USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED INSTAGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

1.91

BILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

23.1%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

31.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

+1.7%

+32 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+13.1%

+221 MILLION

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

46.4%

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

52.5%

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

31.5%

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

29.1%

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

33.2%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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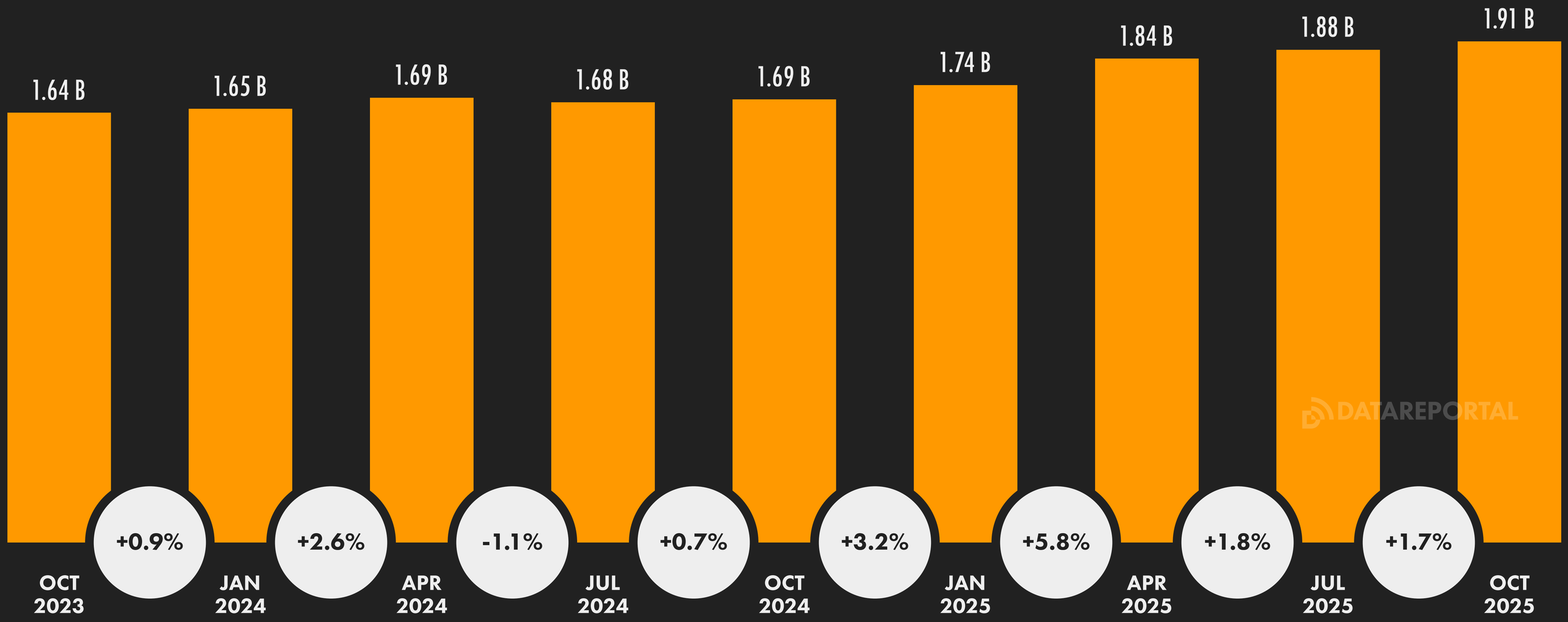
INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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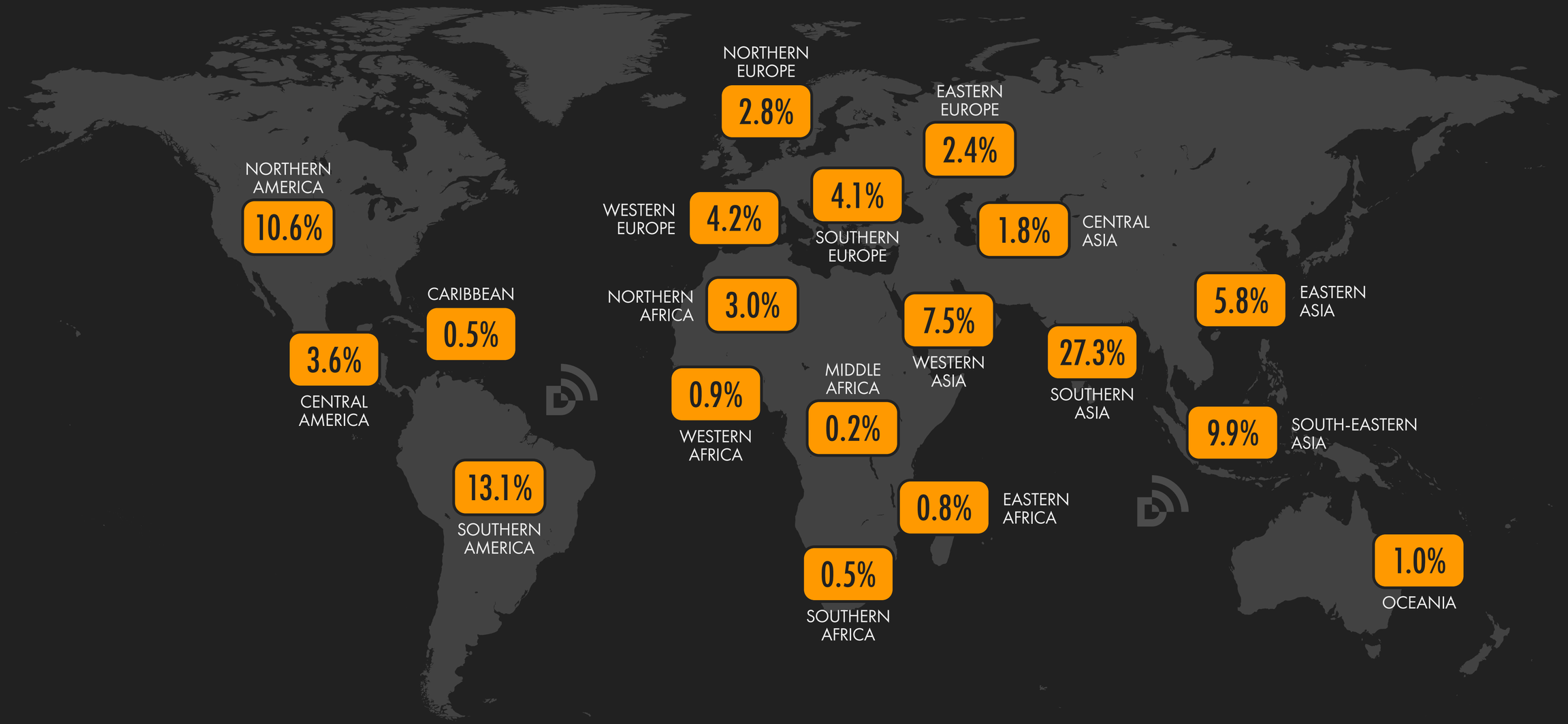
SHARE OF INSTAGRAM ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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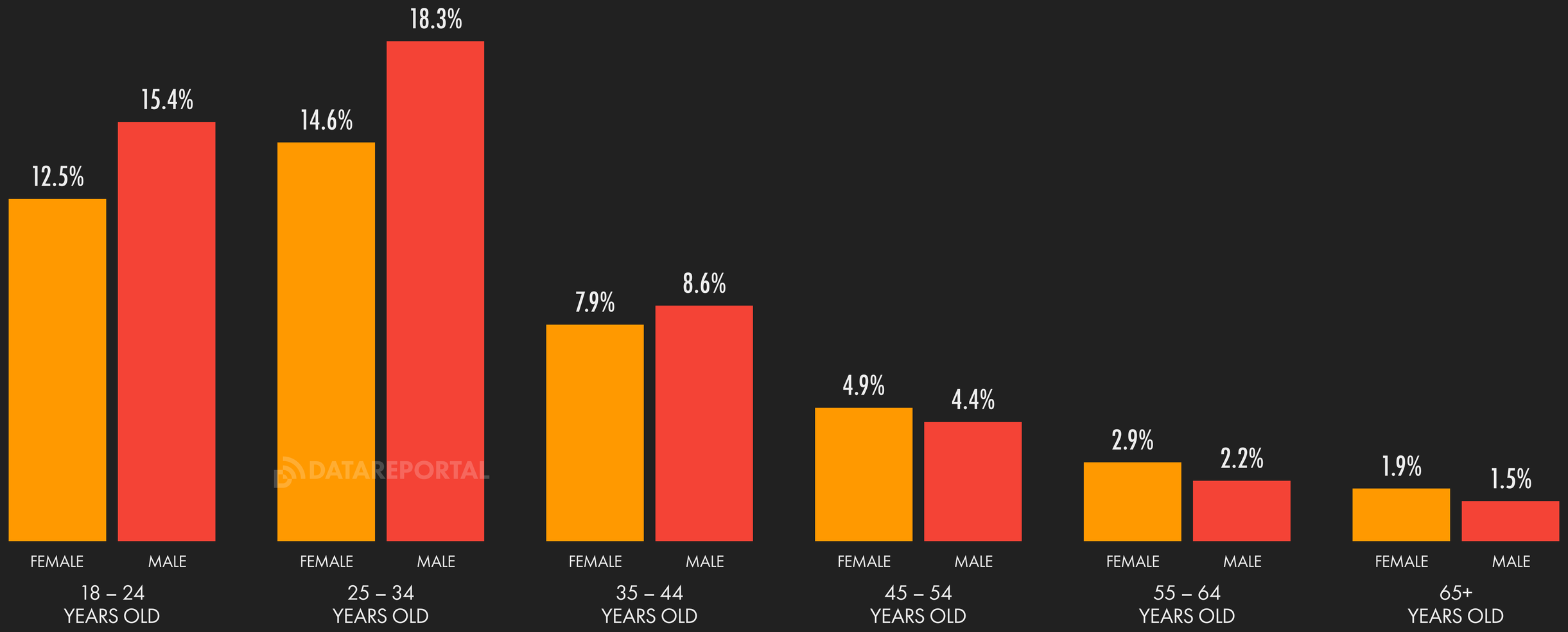
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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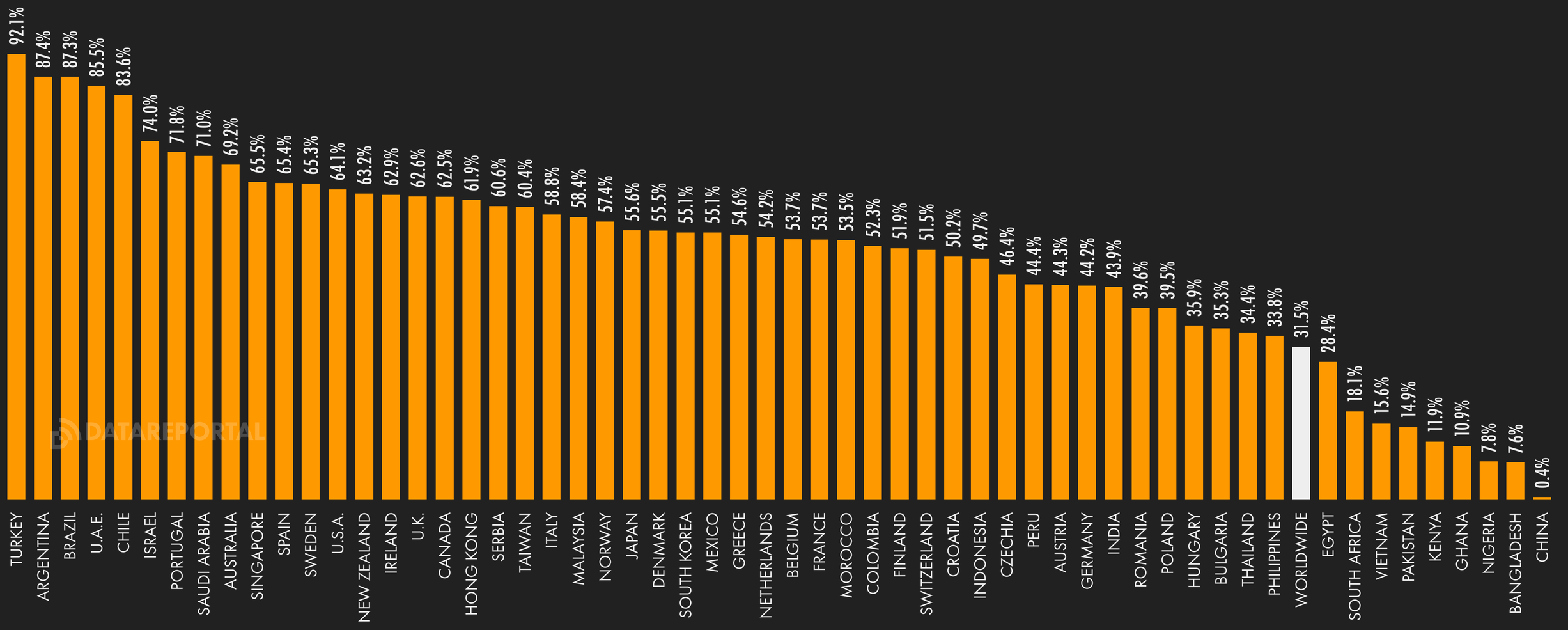
INSTAGRAM ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	480,550,000	+1.7%
02	UNITED STATES OF AMERICA	181,750,000	+1.0%
03	BRAZIL	147,000,000	[UNCHANGED]
04	INDONESIA	107,600,000	-1.3%
05	JAPAN	63,200,000	+2.6%
06	TURKEY	62,250,000	+1.6%
07	MEXICO	53,550,000	+2.1%
08	UNITED KINGDOM	35,450,000	+0.9%
09	GERMANY	31,250,000	+0.8%
10	ARGENTINA	31,050,000	+2.6%

#	LOCATION	TOTAL REACH	▲QOQ
11	ITALY	29,850,000	+6.4%
12	FRANCE	28,150,000	+4.3%
13	PHILIPPINES	26,850,000	+4.7%
14	SPAIN	26,350,000	+6.3%
15	SOUTH KOREA	25,550,000	+1.2%
16	PAKISTAN	22,400,000	+1.8%
17	EGYPT	21,650,000	+1.4%
18	COLOMBIA	21,550,000	+0.5%
19	IRAQ	21,450,000	+3.4%
20	CANADA	21,000,000	+1.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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INSTAGRAM ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	TURKEY	92.1%	60,250,000
02	URUGUAY	90.9%	2,400,000
03	KAZAKHSTAN	90.2%	12,400,000
04	ST. BARTHÉLEMY	89.8%	8,000
05	MONTENEGRO	88.5%	436,000
06	ARGENTINA	87.4%	29,750,000
07	BRAZIL	87.3%	142,350,000
08	UNITED ARAB EMIRATES	85.5%	7,950,000
09	BARBADOS	85.1%	190,000
10	BAHRAIN	85.1%	1,100,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	CHILE	83.6%	13,250,000
12	BRUNEI	83.1%	293,000
13	GUAM	83.0%	98,000
14	CAYMAN ISLANDS	82.3%	51,000
15	PANAMA	80.3%	2,600,000
16	KYRGYZSTAN	78.7%	3,600,000
17	IRAQ	76.5%	20,800,000
18	ARUBA	76.3%	66,000
19	ST. KITTS & NEVIS	74.5%	27,000
20	ISRAEL	74.0%	4,800,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES

ENGAGEMENTS vs. FOLLOWERS

0.45%

ENGAGEMENTS vs. POST REACH

3.05%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS

ENGAGEMENTS vs. FOLLOWERS

0.35%

ENGAGEMENTS vs. POST REACH

3.00%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS

ENGAGEMENTS vs. FOLLOWERS

0.45%

ENGAGEMENTS vs. POST REACH

2.80%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS

ENGAGEMENTS vs. FOLLOWERS

0.50%

ENGAGEMENTS vs. POST REACH

3.55%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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OCT 2025

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS

ENGAGEMENTS vs. FOLLOWERS

0.45%

ENGAGEMENTS vs. POST REACH

3.05%

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

ENGAGEMENTS vs. FOLLOWERS

0.65%

ENGAGEMENTS vs. POST REACH

2.10%

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

ENGAGEMENTS vs. FOLLOWERS

0.45%

ENGAGEMENTS vs. POST REACH

2.65%

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

ENGAGEMENTS vs. FOLLOWERS

0.40%

ENGAGEMENTS vs. POST REACH

3.90%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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OCT 2025

MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	INSTAGRAM @INSTAGRAM	694.4 M
02	CRISTIANO RONALDO @CRISTIANO	663.6 M
03	LIONEL MESSI @LEOMESSI	506.3 M
04	SELENA GOMEZ @SELENAGOMEZ	417.6 M
05	KYLIE JENNER @KYLIEJENNER	392.9 M
06	DWAYNE JOHNSON @THEROCK	392.6 M
07	ARIANA GRANDE @ARIANAGRANDE	374.0 M
08	KIM KARDASHIAN @KIMKARDASHIAN	355.5 M
09	BEYONCÉ @BEYONCE	310.1 M
10	KHLOÉ KARDASHIAN @KHLOEKARDASHIAN	301.7 M

#	ACCOUNT	FOLLOWERS
11	NIKE @NIKE	299.5 M
12	JUSTIN BIEBER @LILBIEBER	294.1 M
13	KENDALL JENNER @KENDALLJENNER	286.2 M
14	TAYLOR SWIFT @TAYLORSWIFT	282.2 M
15	NATIONAL GEOGRAPHIC @NATGEO	277.2 M
16	VIRAT KOHLI @VIRAT.KOHLI	273.5 M
17	JENNIFER LOPEZ @JLO	248.0 M
18	NEYMAR @NEYMARJR	231.5 M
19	NICKI MINAJ @NICKIMINAJ	224.4 M
20	KOURTNEY KARDASHIAN @KOURTNEYKARDASH	217.4 M

#	ACCOUNT	FOLLOWERS
21	MILEY CYRUS @MILEYCYRUS	212.1 M
22	KATY PERRY @KATYPERRY	202.9 M
23	REAL MADRID CF @REALMADRID	177.6 M
24	ZENDAYA @ZENDAYA	177.6 M
25	KEVIN HART @KEVINHART4REAL	176.6 M
26	CARDI B @IAMCARDIB	163.5 M
27	LEBRON JAMES @KINGJAMES	158.8 M
28	DEMI LOVATO @DDLOVATO	153.5 M
29	RIHANNA @BADGALRIRI	149.4 M
30	CHRIS BROWN @CHRISBROWNOFFICIAL	144.4 M

#	ACCOUNT	FOLLOWERS
31	FC BARCELONA @FCBARCELONA	143.7 M
32	DRAKE @CHAMPAGNEPAPI	142.3 M
33	ELLEN DEGENERES @ELLENDEGENERES	135.5 M
34	KYLIAN MBAPPÉ @K.MBAPPE	125.9 M
35	BILLIE EILISH @BILLIEEILISH	124.9 M
36	UEFA CHAMPIONS LEAGUE @CHAMPIONSLEAGUE	121.3 M
37	GAL GADOT @GAL_GADOT	107.4 M
38	LISA @LALALALISA_M	106.8 M
39	VIN DIESEL @VINDIESEL	103.8 M
40	NARENDRA MODI @NARENDRAMODI	96.9 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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OCT 2025

MOST USED INSTAGRAM HASHTAGS

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

GLOBAL OVERVIEW

#	HASHTAG	POSTS
01	#LOVE	2.15 B
02	#INSTAGOOD	1.92 B
03	#INSTAGRAM	1.60 B
04	#FASHION	1.21 B
05	#PHOTOGRAPHY	1.12 B
06	#ART	1.11 B
07	#REELS	1.10 B
08	#VIRAL	1.10 B
09	#PHOTOOFTHEDAY	1.09 B
10	#TRENDING	958 M

#	HASHTAG	POSTS
11	#EXPLORE	887 M
12	#BEAUTIFUL	858 M
13	#NATURE	853 M
14	#TRAVEL	786 M
15	#FOLLOW	772 M
16	#INSTADAILY	768 M
17	#PICOFTHEDAY	737 M
18	#HAPPY	736 M
19	#FYP	720 M
20	#STYLE	693 M

#	HASHTAG	POSTS
21	#EXPLOREPAGE	679 M
22	#INSTALIKE	607 M
23	#TBT	590 M
24	#BEAUTY	583 M
25	#SUMMER	578 M
26	#REELSINSTAGRAM	575 M
27	#REPOST	572 M
28	#FOOD	546 M
29	#PHOTO	533 M
30	#MUSIC	510 M

#	HASHTAG	POSTS
31	#TRENDINGREELS	503 M
32	#LIFE	481 M
33	#LIKE4LIKE	476 M
34	#FAMILY	470 M
35	#FRIENDS	468 M
36	#MOTIVATION	462 M
37	#OOTD	461 M
38	#ME	460 M
39	#LIKE	454 M
40	#SELFIE	447 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "POSTS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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TIKTOK

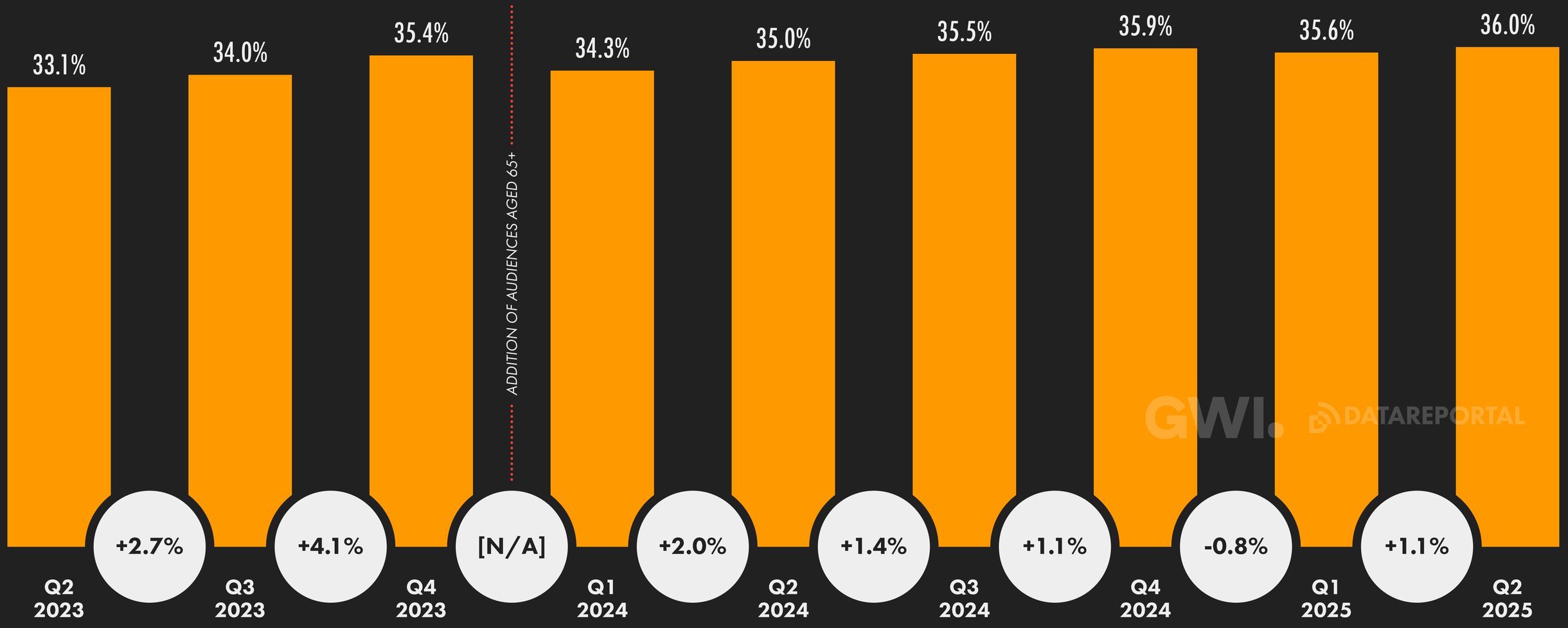
OCT 2025

TIKTOK USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED TIKTOK AT LEAST ONCE WITHIN THE PAST MONTH

NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TIKTOK USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED TIKTOK AT LEAST ONCE WITHIN THE PAST MONTH

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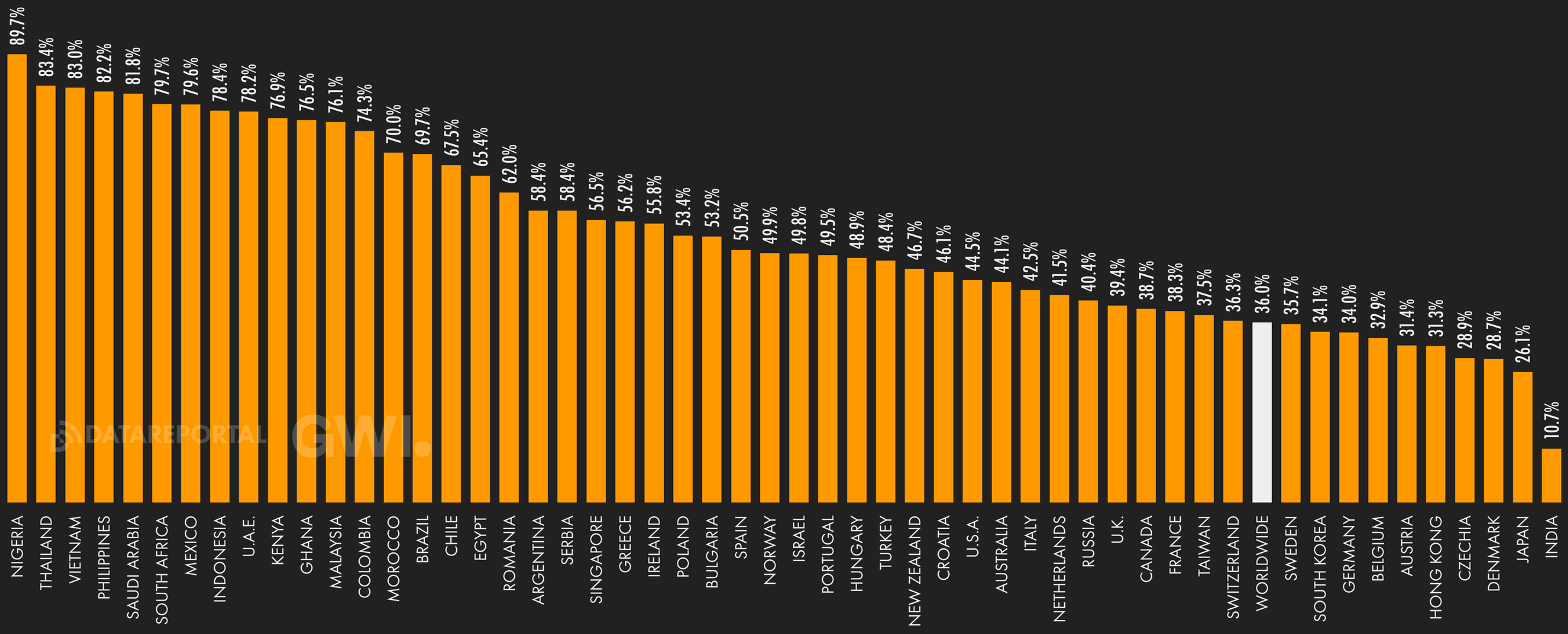
GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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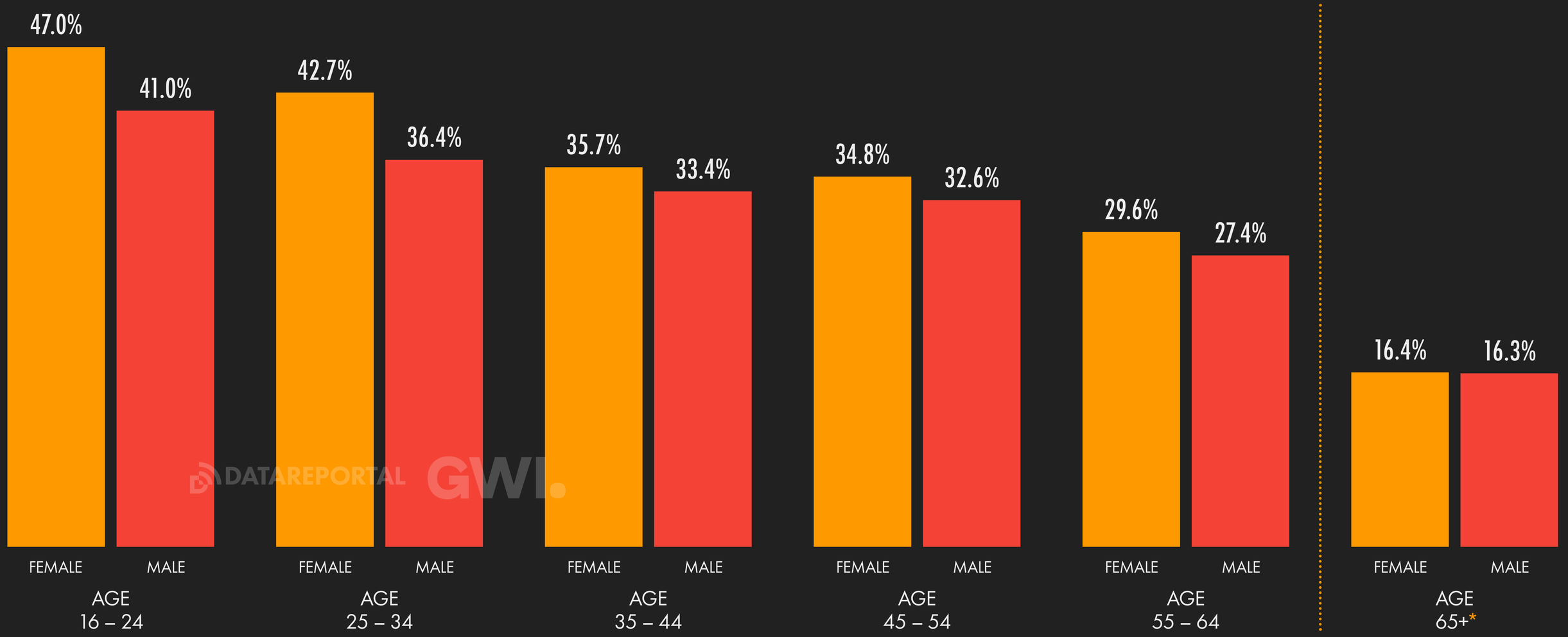
OCT 2025

TIKTOK USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED TIKTOK AT LEAST ONCE WITHIN THE PAST MONTH

NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON TIKTOK AGED 18+

1.99

BILLION

KEPIOS

TIKTOK AD REACH AGED 18+ vs. TOTAL POPULATION (ALL AGES)

24.1%

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TIKTOK AD REACH AGED 18+ vs. TOTAL INTERNET USERS (ALL AGES)

32.9%

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QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH

+2.6%

+51 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH

+17.6%

+298 MILLION

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

45.5%

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

54.5%

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

34.1%

KEPIOS

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

30.8%

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

37.3%

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

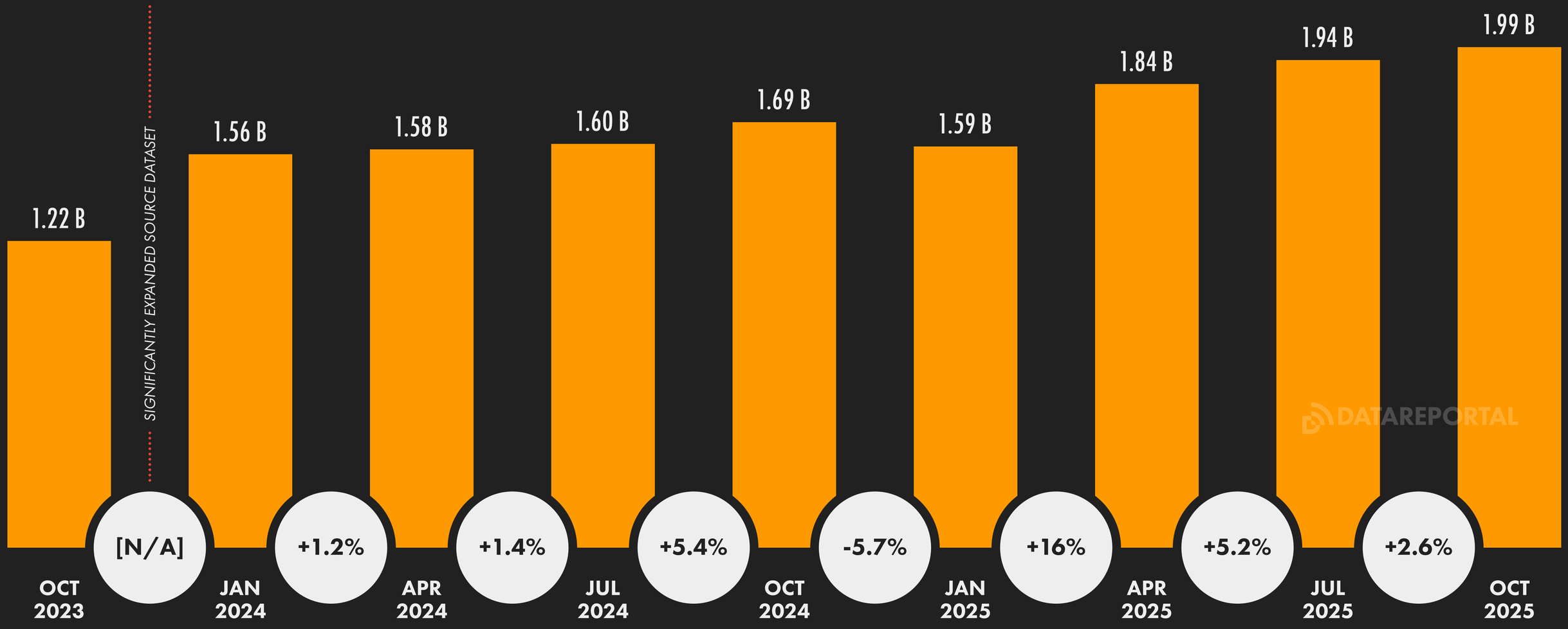
OCT 2025

TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE NOTES ON DATA.

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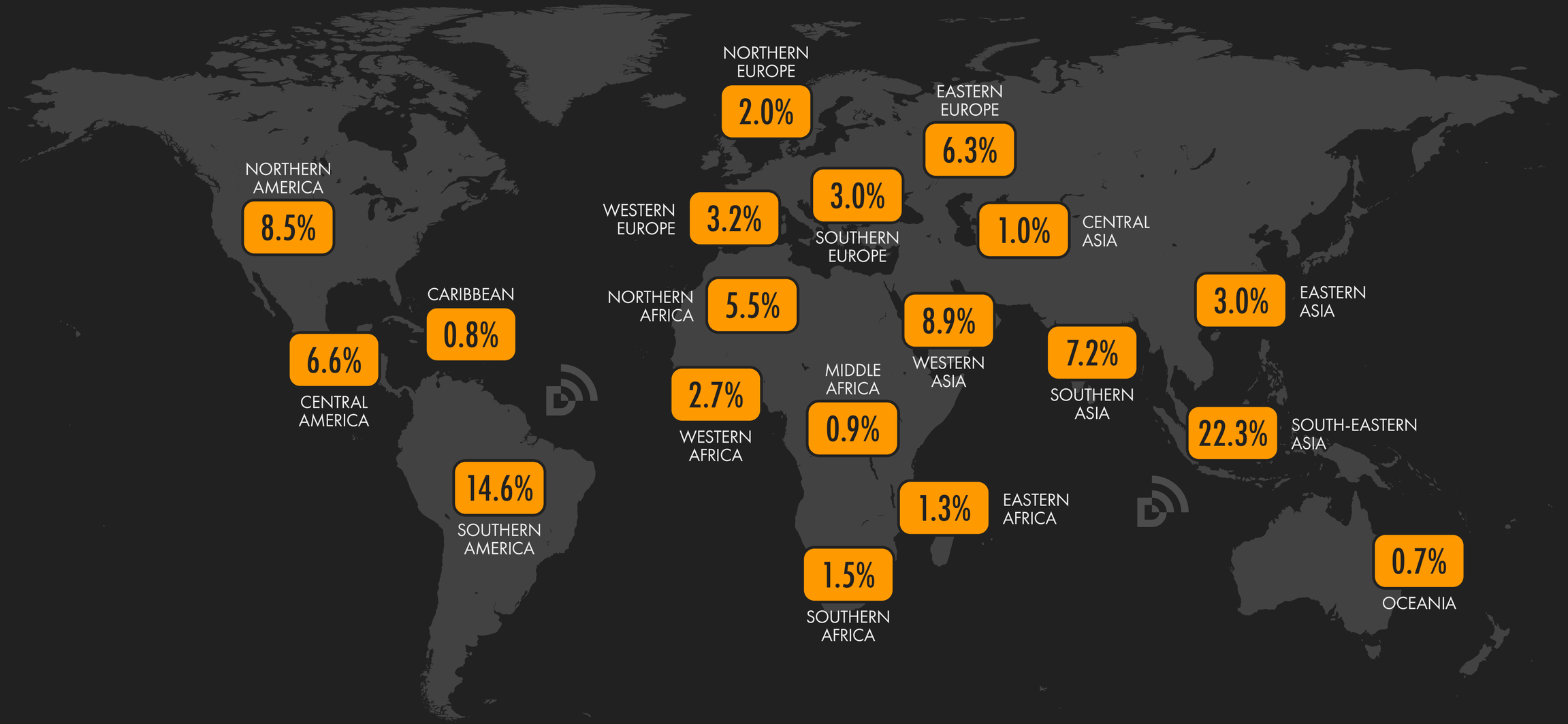
SHARE OF TIKTOK ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCE: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. TIKTOK IS CURRENTLY BLOCKED IN INDIA, SO VALUE FOR SOUTHERN ASIA WILL APPEAR DISPROPORTIONATELY LOW. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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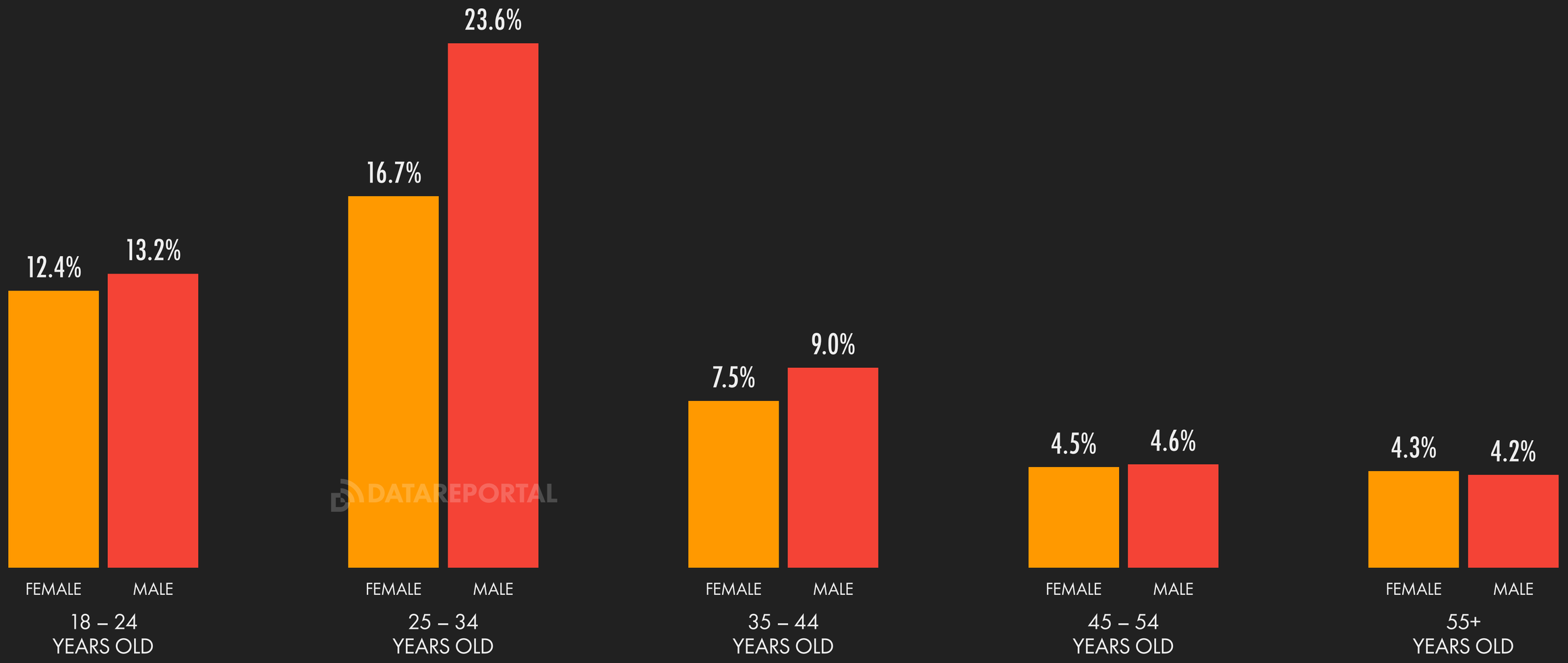
TIKTOK: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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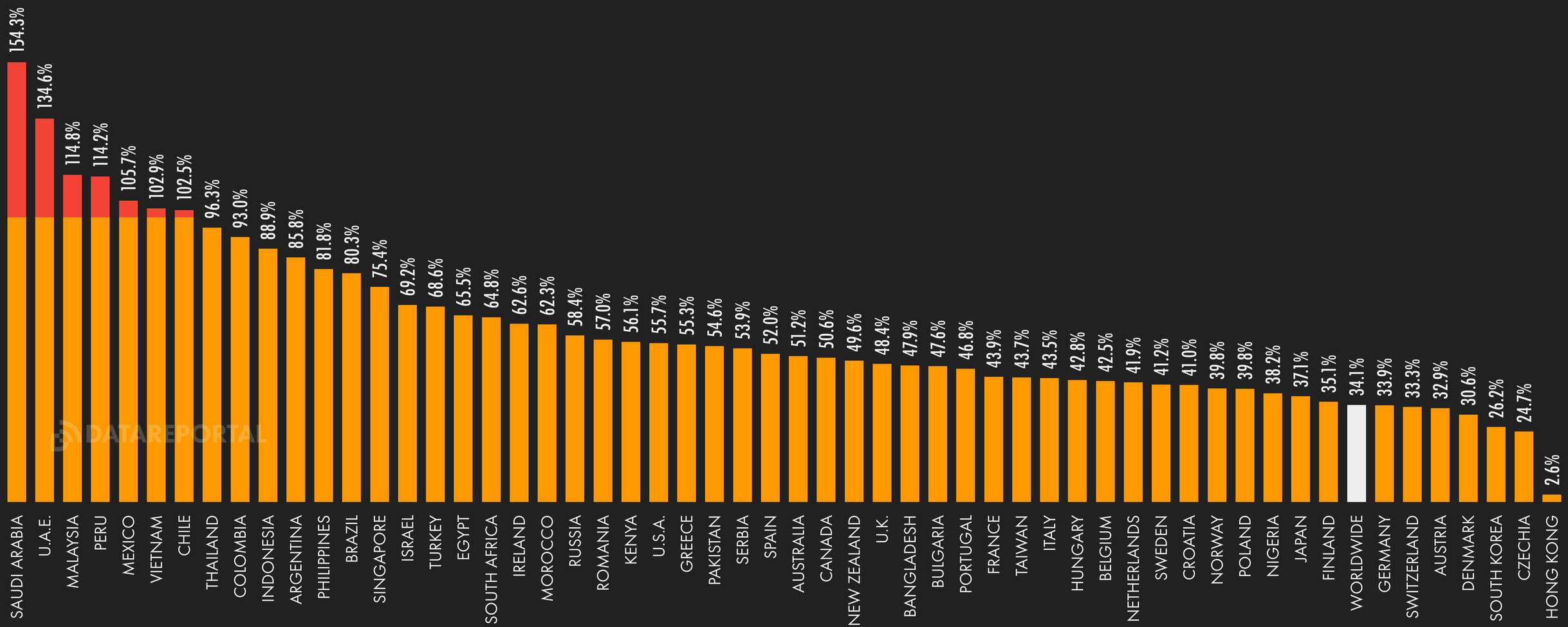
TIKTOK ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF TIKTOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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TIKTOK AD REACH RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDONESIA	180,112,000	-7.3%
02	UNITED STATES OF AMERICA	153,123,000	+4.8%
03	BRAZIL	130,837,000	+6.7%
04	MEXICO	98,963,000	+4.6%
05	PAKISTAN	79,927,000	+5.1%
06	VIETNAM	76,064,000	-5.2%
07	RUSSIAN FEDERATION	66,703,000	+3.4%
08	PHILIPPINES	64,004,000	-6.9%
09	THAILAND	56,626,000	-4.2%
10	BANGLADESH	56,221,000	+3.9%

#	LOCATION	TOTAL REACH	▲QOQ
11	EGYPT	48,784,000	+5.6%
12	NIGERIA	47,823,000	+6.7%
13	TURKEY	44,887,000	+3.6%
14	IRAQ	40,116,000	+5.6%
15	JAPAN	39,205,000	+33.8%
16	SAUDI ARABIA	38,596,000	+5.8%
17	COLOMBIA	37,680,000	+6.1%
18	MALAYSIA	30,682,000	-4.3%
19	ARGENTINA	29,223,000	+5.1%
20	SOUTH AFRICA	29,145,000	+8.9%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. TIKTOK'S TOOLS ONLY PUBLISH AD REACH DATA FOR USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2025

TIKTOK ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	TURKS & CAICOS IS.	2,726.1%*	1,032,000
02	MONACO	531.8%*	171,000
03	SAUDI ARABIA	154.3%*	38,596,000
04	IRAQ	147.6%*	40,116,000
05	UNITED ARAB EMIRATES	134.6%*	12,517,000
06	ANGUILLA	127.8%*	15,000
07	KAZAKHSTAN	122.8%*	16,883,000
08	LIBYA	122.4%*	6,189,000
09	ECUADOR	118.6%*	15,402,000
10	BOLIVIA	115.2%*	9,433,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	MALAYSIA	114.8%*	30,682,000
12	PERU	114.2%*	28,273,000
13	QATAR	114.1%*	2,953,000
14	LEBANON	113.4%*	4,575,000
15	KUWAIT	112.1%*	4,437,000
16	MEXICO	105.7%*	98,963,000
17	BELARUS	105.6%*	7,640,000
18	VIETNAM	102.9%*	76,064,000
19	CHILE	102.5%*	16,239,000
20	ARUBA	102.1%*	88,000

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2025

TIKTOK ENGAGEMENT RATES: SOCIALINSIDER

MEDIAN ENGAGEMENT RATES FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

GLOBAL OVERVIEW

MEDIAN ENGAGEMENT RATE FOR POSTS PUBLISHED BY TIKTOK BUSINESS ACCOUNTS (ENGAGEMENTS vs. VIEWS)

socialinsider

5.20%

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

4.20%

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

KEPIOS

0.10%

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

0.10%

SOURCE: SOCIALINSIDER. FIGURES BASED ON ACTIVITY BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST LIKES, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES REPRESENT MEDIANS BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF TIKTOK BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES.

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OCT 2025

MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	KHABANE LAME *@KHABY.LAME*	161.5 M
02	CHARLI D'AMELIO *@CHARLIDAMELIO*	156.4 M
03	MRBEAST *@MRBEAST*	119.3 M
04	BELLA POARCH *@BELLAPOARCH*	93.3 M
05	TIKTOK *@TIKTOK*	90.9 M
06	ADDISON RAE *@ADDISONRE*	88.4 M
07	KIMBERLY LOAIZA *@KIMBERLY.LOAIZA*	83.7 M
08	ZACH KING *@ZACHKING*	82.0 M
09	THE ROCK *@THEROCK*	80.3 M
10	WILL SMITH *@WILLSMITH*	79.6 M

#	ACCOUNT	FOLLOWERS
11	DOMINIK LIPA *@DOMELIPA*	76.7 M
12	WILLIE SALIM *@WILLIESALIM*	74.8 M
13	BURAK ÖZDEMIR *@CZNBURAK*	74.7 M
14	BTS *@BTS_OFFICIAL_BIGHIT*	73.7 M
15	BILLIE EILISH *@BILLIEEILISH*	73.6 M
16	JASON DERULO *@JASONDERULO*	66.2 M
17	REAL MADRID C.F. *@REALMADRID*	64.8 M
18	VILMEI *@VILMEIJUGA*	62.7 M
19	F.C. BARCELONA *@FCBARCELONA*	60.0 M
20	SELENA GOMEZ *@SELENAGOMEZ*	59.6 M

#	ACCOUNT	FOLLOWERS
21	KYLIE JENNER *@KYLIEJENNER*	58.7 M
22	YOUNES ZAROU *@YOUNESZAROU*	56.9 M
23	KAROL G *@KAROLG*	55.9 M
24	SEO WON-JEONG *@OX_ZUNG*	55.8 M
25	HIROAKI NAKABAYASHI *@BAYASHI.TIKTOK*	55.1 M
26	ESPN *@ESPN*	54.9 M
27	DIXIE D'AMELIO *@DIXIEDAMELIO*	54.7 M
28	SPENCER POLANCO KNIGHT *@SPENCERX*	54.4 M
29	HOMA *@HOMM9K*	53.5 M
30	LOREN GRAY *@LORENGRAY*	53.2 M

#	ACCOUNT	FOLLOWERS
31	CHAMPIONS LEAGUE *@CHAMPIONSLEAGUE*	52.2 M
32	ROSÉ *@ROSES_ARE_ROSIE*	52.0 M
33=	BLACKPINK *@BP_TIKTOK*	51.1 M
33=	ALIEV OMAR *@OMARI.TO*	51.1 M
35	KRIS COLLINS *@KALLMEKRIS*	50.7 M
36	MICHAEL LE *@JUSTMAIKO*	50.5 M
37	BRENT RIVERA *@BRENTRIVERA*	50.4 M
38	NETFLIX *@NETFLIX*	49.2 M
39	PARIS SAINT-GERMAIN *@PSG*	49.1 M
40	RIA RICIS *@RIARICIS*	48.5 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK.COM. **NOTE:** TIKTOK ROUNDS FOLLOWER COUNTS AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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OCT 2025

MOST VIEWED TIKTOKS

TIKTOK VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS

GLOBAL OVERVIEW

#	CREATOR – "TIKTOK DESCRIPTION"	POSTED	VIEWS	LIKES	COMMENTS	SAVES	SHARES
01	LASI – "VIDEO DE LA CHICA (BLACK SCREEN)"	08 JUN 2023	3.60 B	2.00 M	260 K	232 K	238 K
02	ZACH KING – "MAGIC BROOMSTICK RIDE"	10 DEC 2019	2.40 B	26.7 M	707 K	761 K	1.10 M
03	JAMES CHARLES – "SISTERS CHRISTMAS PARTY 2019"	09 DEC 2019	1.70 B	9.50 M	107 K	295 K	138 K
04	ZACH KING – "BEST HIDING SPOT EVER"	04 DEC 2019	1.10 B	9.60 M	17.1 K	124 K	60.3 K
05	LEAH HALTON – "SUMMER FUN LIP SYNC"	06 FEB 2024	1.10 B	68.2 M	2.10 M	5.50 M	2.40 M
06	ZACH KING – "GLASS HALF FULL OR HALF EMPTY?"	19 OCT 2019	967 M	13.3 M	70.5 K	207 K	494 K
07	BELLA POARCH – "M TO THE B LIP SYNC"	18 AUG 2020	880 M	71.5 K	2.40 M	4.50 M	42.5 M
08	ZACH KING – "CAUTION: WET PAINT"	09 OCT 2019	661 M	11.3 M	67.9 K	217 K	244 K
09	NYADOLLIE – "BEAUTY TUTORIAL"	09 MAR 2023	516 M	38.1 M	667 K	1.80 M	1.70 M
10	JAMIE BIG SORREL HORSE – "DANCING TO 'SAY IT RIGHT'"	28 JAN 2022	459 M	54.0 M	729 K	4.20 M	1.80 M

SOURCE: DEXERTO; KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** MOST TIKTOKS DO NOT HAVE ACTUAL "TITLES"; VALUES SHOWN IN THE "TIKTOK DESCRIPTION" COLUMN REPRESENT A SUBJECTIVE DESCRIPTION OF THE TIKTOK'S CONTENT AND ELEMENTS INCLUDED IN THE TIKTOK'S DESCRIPTION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. ALL VALUES ROUNDED AT SOURCE. **COMPARABILITY:** ALL METRICS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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TOP TIKTOK HASHTAGS: POSTS

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

GLOBAL OVERVIEW

#	HASHTAG	TIKTOKS
01	#CAPCUT	8.70 B
02	#FYP	7.70 B
03	#FORYOU	5.30 B
04	#FORYOUPAGE	3.90 B
05	#DUET	3.40 B
06	#VIRAL	2.90 B
07	#FYPシ	2.70 B
08	#TIKTOK	1.80 B
09	#TRENDING	1.30 B
10=	#FYPシVIRAL	1.00 B

#	HASHTAG	TIKTOKS
10=	#VIRALVIDEO	1.00 B
12	#PARATI	922 M
13	#COMEDY	922 M
14	#FYPPPPPPPPPPPPPPPPPPPPPP	775 M
15	#PEK	658 M
16	#FY	630 M
17	#GREENSCREEN	529 M
18	#FORYOURPAGE	501 M
19	#VIRALTIKTOK	468 M
20	#FYPAGE	437 M

#	HASHTAG	TIKTOKS
21	#LOVE	432 M
22	#TIKTOKINDIA	420 M
23	#TREND	407 M
24	#XUHUONG	376 M
25	#XYZBCA	357 M
26	#РЕКОМЕНДАЦИИ	331 M
27	#FYPシ゚	322 M
28	#FUNNY	313 M
29	#LIKE	299 M
30	#VIDEO	279 M

#	HASHTAG	TIKTOKS
31	#GOVIRAL	244 M
32	#POURTOI	217 M
33	#اكسبلور	213 M
34	#VIRAL_VIDEO	212 M
35	#TIKTOKVIRAL	196 M
36	#FOLLOW	195 M
37	#TIKTOKLOVER	193 M
38	#HUMOR	191 M
39	#EXPLORE	183 M
40	#TIK_TOK	173 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** THE SAME TIKTOK MAY INCLUDE MULTIPLE HASHTAGS, SO ONE TIKTOK MAY REGISTER IN THE TIKTOKS COUNT FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. POST COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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TOP TIKTOK HASHTAGS: VIEWS

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

GLOBAL OVERVIEW

#	HASHTAG	VIEWS
01	#FYP	100 T
02	#FORYOU	50.9 T
03	#VIRAL	38.4 T
04	#FORYOUPAGE	32.1 T
05	#FYPシ	29.4 T
06	#CAPCUT	14.0 T
07	#PARATI	13.2 T
08	#TIKTOK	13.0 T
09	#TRENDING	10.6 T
10	#FY	9.48 T

#	HASHTAG	VIEWS
11	#FYPシ゚VIRAL	7.63 T
12	#FUNNY	7.03 T
13	#VIRALVIDEO	6.84 T
14	#XYZBCA	5.94 T
15	#XUHUONG	4.87 T
16	#FYPAGE	4.77 T
17	#FYPPPPPPPPPPPPPPPPPPPPPP	4.68 T
18	#TREND	4.68 T
19	#HUMOR	4.55 T
20	#اكسبلور	4.20 T

#	HASHTAG	VIEWS
21	#DUET	4.00 T
22	#EXPLORE	3.53 T
23	#FORYOURPAGE	3.41 T
24	#РЕКОМЕНДАЦИИ	3.38 T
25	#VIRALTIKTOK	3.21 T
26	#EDIT	2.98 T
27	#LOVE	2.87 T
28	#PEK	2.80 T
29	#POURTOI	2.76 T
30	#COMEDY	2.67 T

#	HASHTAG	VIEWS
31	#FYPシ゚	2.52 T
32	#MEME	2.46 T
33	#ANIME	2.44 T
34	#GREENSCREEN	2.23 T
35	#ASMR	2.15 T
36	#POV	2.03 T
37	#FOOTBALL	1.99 T
38	#COMEDIA	1.88 T
39	#GOVIRAL	1.87 T
40	#FUNNYVIDEOS	1.84 T

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. **NOTES:** VIEW COUNTS REPRESENT THE NUMBER OF VIEWS ON TIKTOKS THAT INCLUDE THE RELEVANT HASHTAG. TIKTOKS MAY INCLUDE MULTIPLE HASHTAGS, SO ONE VIEW MAY REGISTER IN THE VIEW COUNTS FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. POST VIEW COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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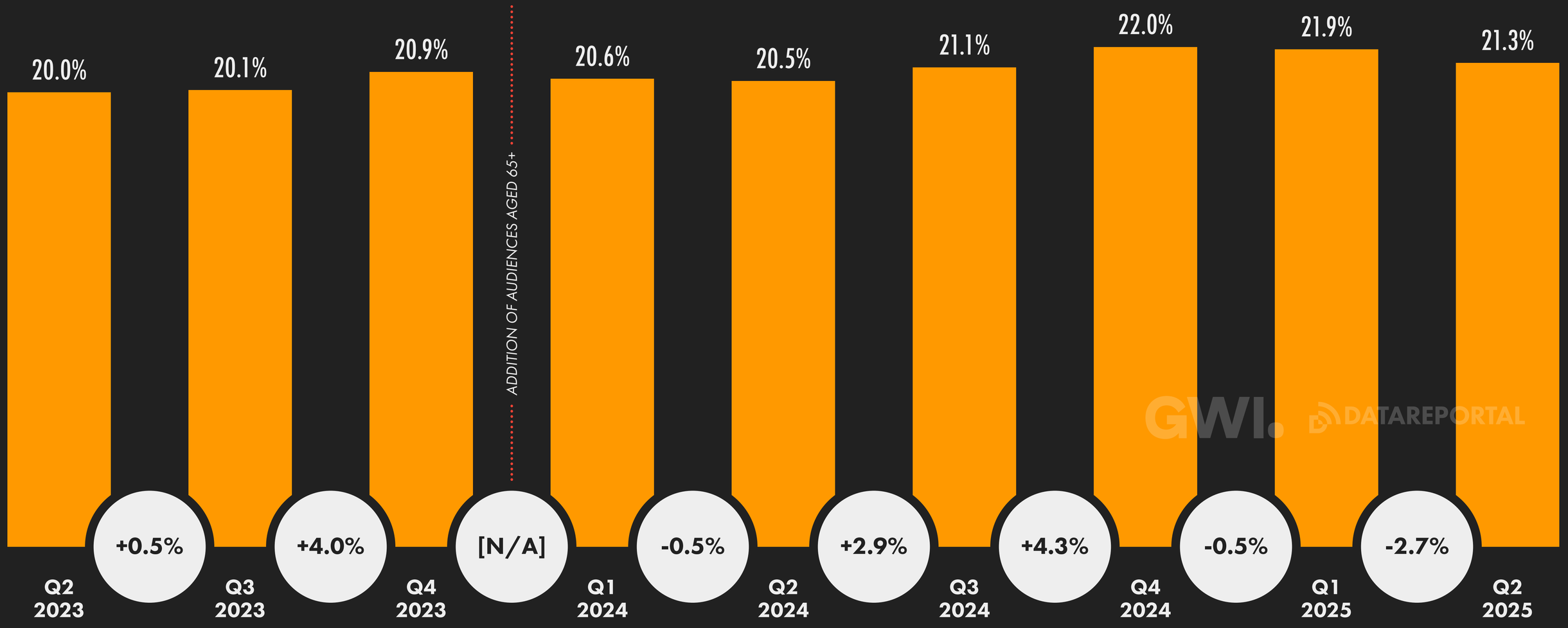
LINKEDIN

OCT 2025

LINKEDIN USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED LINKEDIN AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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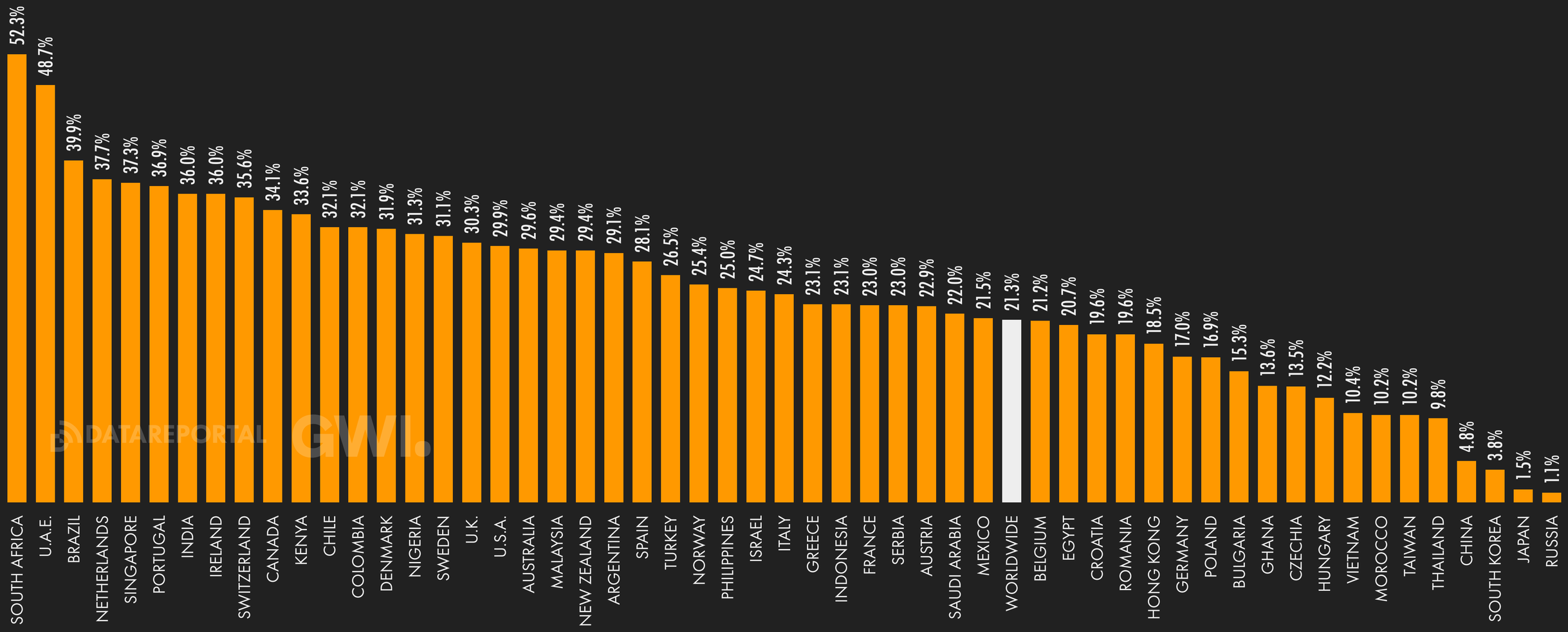
OCT 2025

LINKEDIN USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED LINKEDIN AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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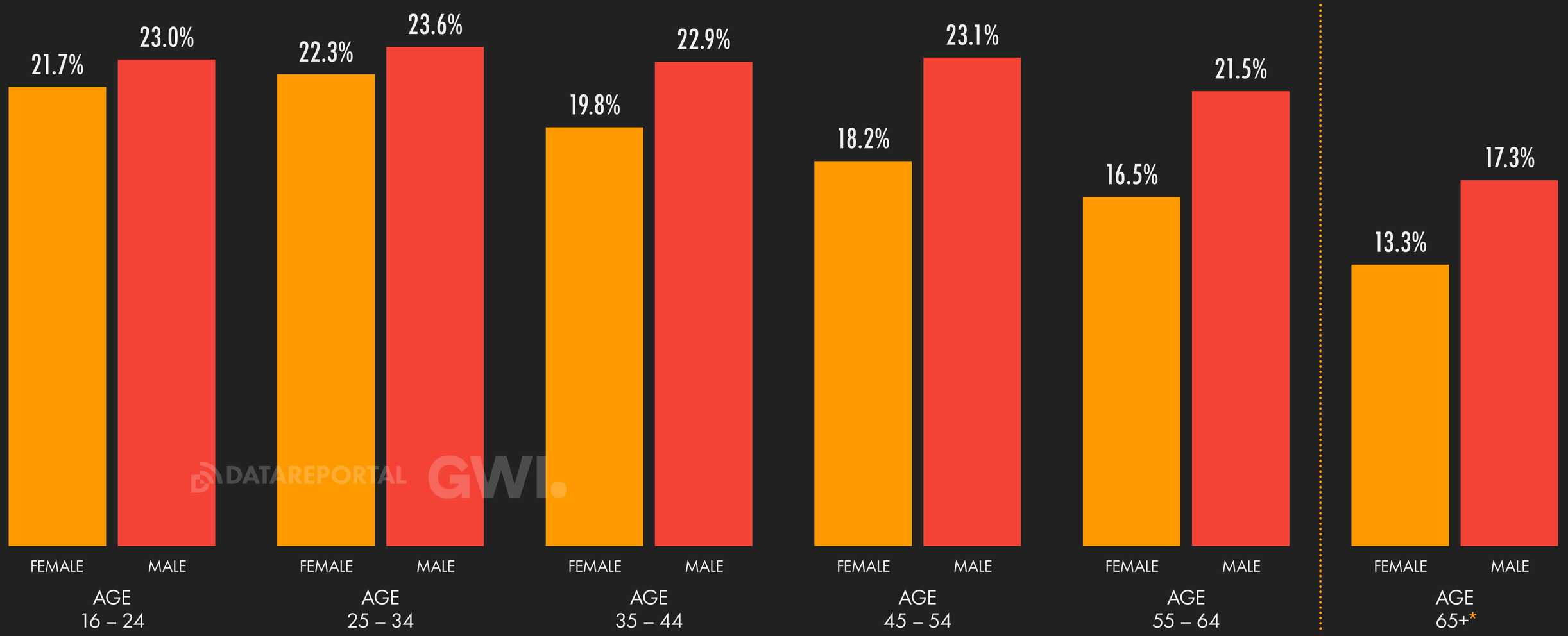
OCT 2025

LINKEDIN USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED LINKEDIN AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

1.33

BILLION

LINKEDIN AD REACH vs. TOTAL POPULATION

16.1%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS

22.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+2.9%

+37 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+14.9%

+172 MILLION

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

43.2%

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

56.8%

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

22.7%

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

13.9%

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

18.5%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

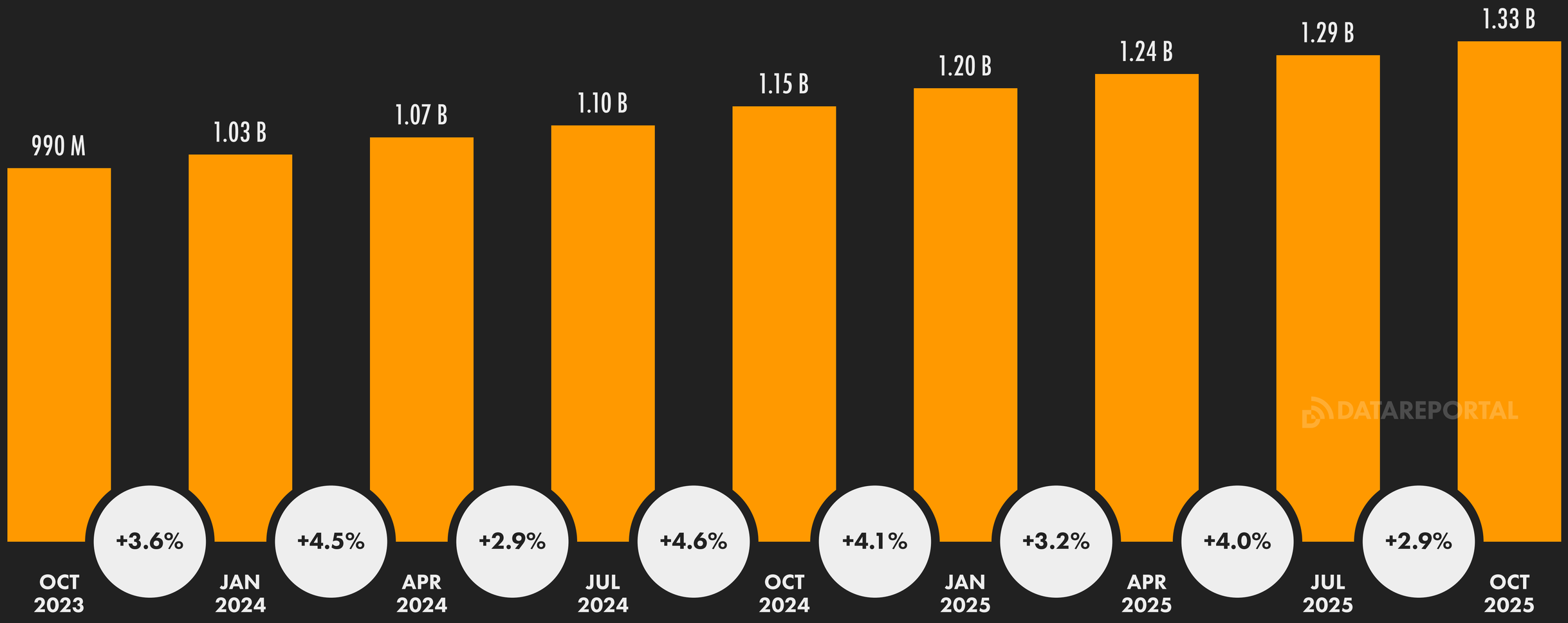
OCT 2025

LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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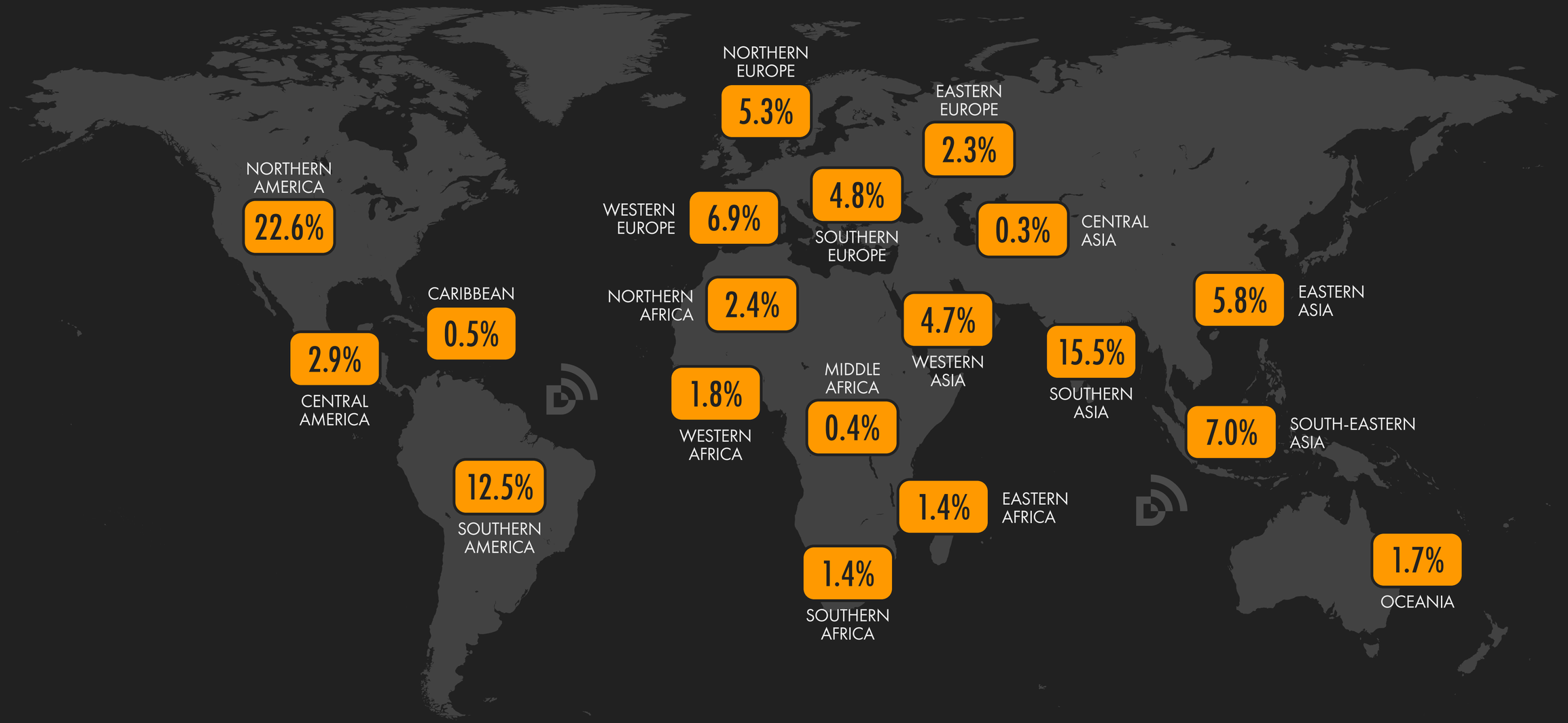
SHARE OF LINKEDIN ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. REACH FIGURES MAY NOT MATCH SHARE OF THE TOTAL REGISTERED MEMBER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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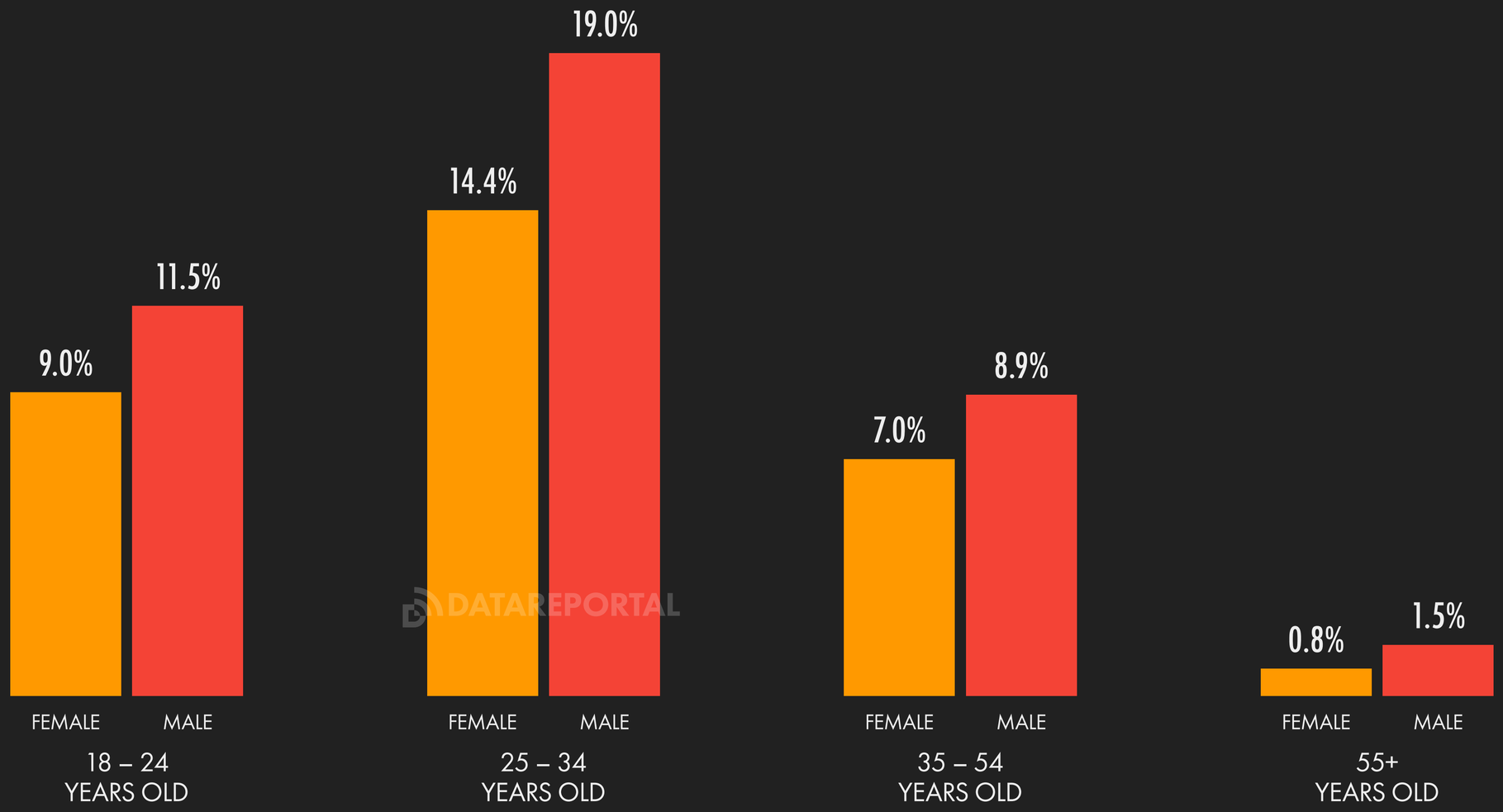
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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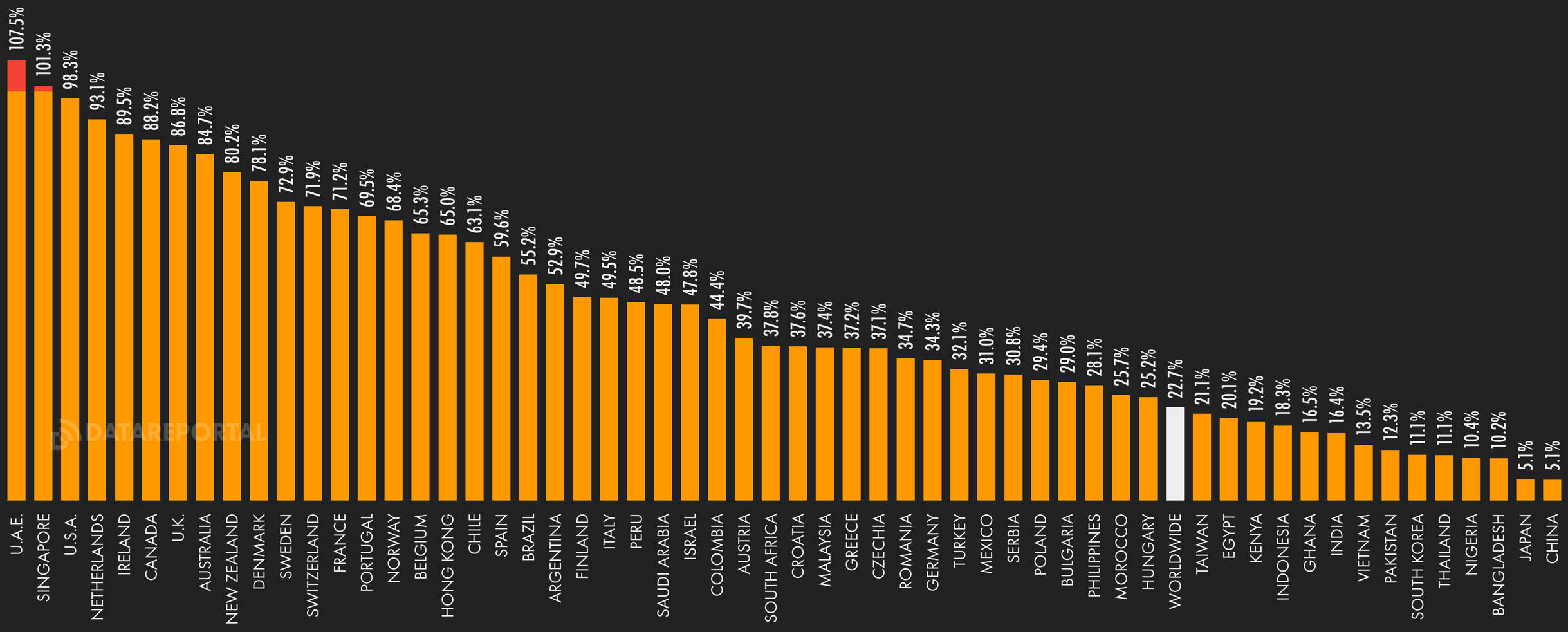
OCT 2025

LINKEDIN ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF LINKEDIN ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL REGISTERED MEMBER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	270,000,000	+3.8%
02	INDIA	170,000,000	[UNCHANGED]
03	BRAZIL	90,000,000	+3.4%
04	CHINA	58,000,000	[UNCHANGED]
05	UNITED KINGDOM	48,000,000	+2.1%
06	FRANCE	38,000,000	+2.7%
07	INDONESIA	37,000,000	+2.8%
08=	CANADA	29,000,000	+3.6%
08=	MEXICO	29,000,000	+3.6%
10	ITALY	25,000,000	[UNCHANGED]

#	LOCATION	TOTAL REACH	▲QOQ
11=	GERMANY	24,000,000	+4.3%
11=	SPAIN	24,000,000	[UNCHANGED]
13	PHILIPPINES	22,000,000	+4.8%
14	TURKEY	21,000,000	+5.0%
15=	ARGENTINA	18,000,000	+5.9%
15=	AUSTRALIA	18,000,000	+5.9%
15=	COLOMBIA	18,000,000	+5.9%
15=	PAKISTAN	18,000,000	+5.9%
19	SOUTH AFRICA	17,000,000	+6.3%
20	EGYPT	15,000,000	+7.1%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. LINKEDIN RESTRICTS USE OF ITS PLATFORM TO USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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LINKEDIN ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	AMERICAN SAMOA	807.5%*	250,000
02	COOK ISLANDS	226.1%*	21,000
03	MONACO	187.2%*	60,000
04	ANGUILLA	179.0%*	21,000
05	U.S. VIRGIN ISLANDS	149.0%*	100,000
06	CAYMAN ISLANDS	130.1%*	80,000
07	BERMUDA	126.3%*	68,000
08	UNITED ARAB EMIRATES	107.5%*	10,000,000
09	NAURU	107.1%*	7,000
10	GIBRALTAR	107.0%*	34,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	ANDORRA	104.5%*	74,000
12	SINGAPORE	101.3%*	5,100,000
13	UNITED STATES OF AMERICA	98.3%	270,000,000
14	ICELAND	95.6%	300,000
15	GUAM	93.3%	110,000
16	NETHERLANDS	93.1%	14,000,000
17	IRELAND	89.5%	3,700,000
18	CANADA	88.2%	29,000,000
19	LIECHTENSTEIN	87.1%	29,000
20	UNITED KINGDOM	86.8%	48,000,000

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST FOLLOWED PAGES ON LINKEDIN

LINKEDIN PAGES WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	COMPANY PAGE	FOLLOWERS
01	GOOGLE	38.7 M
02	AMAZON	35.1 M
03	LINKEDIN	31.8 M
04	MICROSOFT	26.3 M
05	TED CONFERENCES	24.5 M
06	UNILEVER	20.2 M
07	DELOITTE	19.6 M
08	LINKEDIN NEWS	18.7 M
09	IBM	18.6 M
10	FORBES	18.1 M

#	COMPANY PAGE	FOLLOWERS
11	APPLE	17.9 M
12	TATA CONSULTANCY SERVICES	17.8 M
13	NESTLÉ	16.8 M
14	HARVARD BUSINESS REVIEW	14.5 M
15	ACCENTURE	13.8 M
16	THE ECONOMIST	13.1 M
17	TESLA	12.3 M
18	META	11.2 M
19	NETFLIX	11.2 M
20	WIPRO	11.1 M

#	COMPANY PAGE	FOLLOWERS
21	BUSINESS INSIDER	10.9 M
22	ORACLE	10.6 M
23	INFOSYS	10.4 M
24	EY	10.4 M
25	AMAZON WEB SERVICES (AWS)	10.3 M
26	THE WALL STREET JOURNAL	9.9 M
27	JOHNSON & JOHNSON	9.6 M
28	PEPSICO	9.2 M
29	PROCTER & GAMBLE	8.5 M
30	COGNIZANT	8.5 M

#	COMPANY PAGE	FOLLOWERS
31	LINKEDIN NEWS INDIA	8.4 M
32	OPEN AI	8.3 M
33	THE COCA-COLA COMPANY	8.2 M
34	CAPGEMINI	8.1 M
35	HCL TECH	8.1 M
36	BBC NEWS	8.0 M
37	SIEMENS	8.0 M
38	FINANCIAL TIMES	7.6 M
39	TECH MAHINDRA	7.3 M
40	PWC	7.3 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **COMPARABILITY:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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MOST FOLLOWED PROFILES ON LINKEDIN

LINKEDIN PERSONAL PROFILES WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	PROFILE	FOLLOWERS
01	BILL GATES	38.7 M
02	RICHARD BRANSON	18.7 M
03	SATYA NADELLA	11.6 M
04	JEFF WEINER	10.4 M
05	ARIANA HUFFINGTON	9.60 M
06	SIMON SINEK	8.66 M
07	MARK CUBAN	8.13 M
08	TONY ROBBINS	7.32 M
09	JACK WELCH	6.82 M
10	MELINDA GATES	6.67 M

#	PROFILE	FOLLOWERS
11	GARY VAYNERCHUK	5.81 M
12	DANIEL GOLEMAN	5.81 M
13	DEEPAK CHOPRA	5.60 M
14	ADAM GRANT	5.55 M
15	JUSTIN TRUDEAU	5.51 M
16	NARENDRA MODI	4.96 M
17	BRENÉ BROWN	4.72 M
18	KEVIN O'LEARY	4.47 M
19	MARIO SERGIO CORTELLA	4.25 M
20	BARACK OBAMA	4.10 M

#	PROFILE	FOLLOWERS
21	HH SHEIKH HAMDAN BIN MOHAMMED BIN RASHID AL...	3.73 M
22	IAN BREMMER	3.68 M
23	ANTHONY J. JAMES	3.66 M
24	RYAN REYNOLDS	3.66 M
25	HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM	3.38 M
26	JAMES CAAN	3.29 M
27	RICARDO AMORIM	3.08 M
28	EMMANUEL MACRON	3.01 M
29	LIZ RYAN	2.97 M
30	GUY KAWASAKI	2.97 M

#	PROFILE	FOLLOWERS
31	CHRISTINE LAGARDE	2.94 M
32	STEVEN BARTLETT	2.93 M
33	CAROLINA MARTINS	2.89 M
34	GRETCHEN RUBIN	2.88 M
35	RAY DALIO	2.77 M
36	AMAN GUPTA	2.76 M
37	MIKE BLOOMBERG	2.73 M
38	REID HOFFMAN	2.72 M
39	DAYMOND JOHN	2.71 M
40	NAOMI SIMSON B.COMM	2.65 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. NAMES ENDING IN "..." HAVE BEEN TRUNCATED TO FIT AVAILABLE SPACE. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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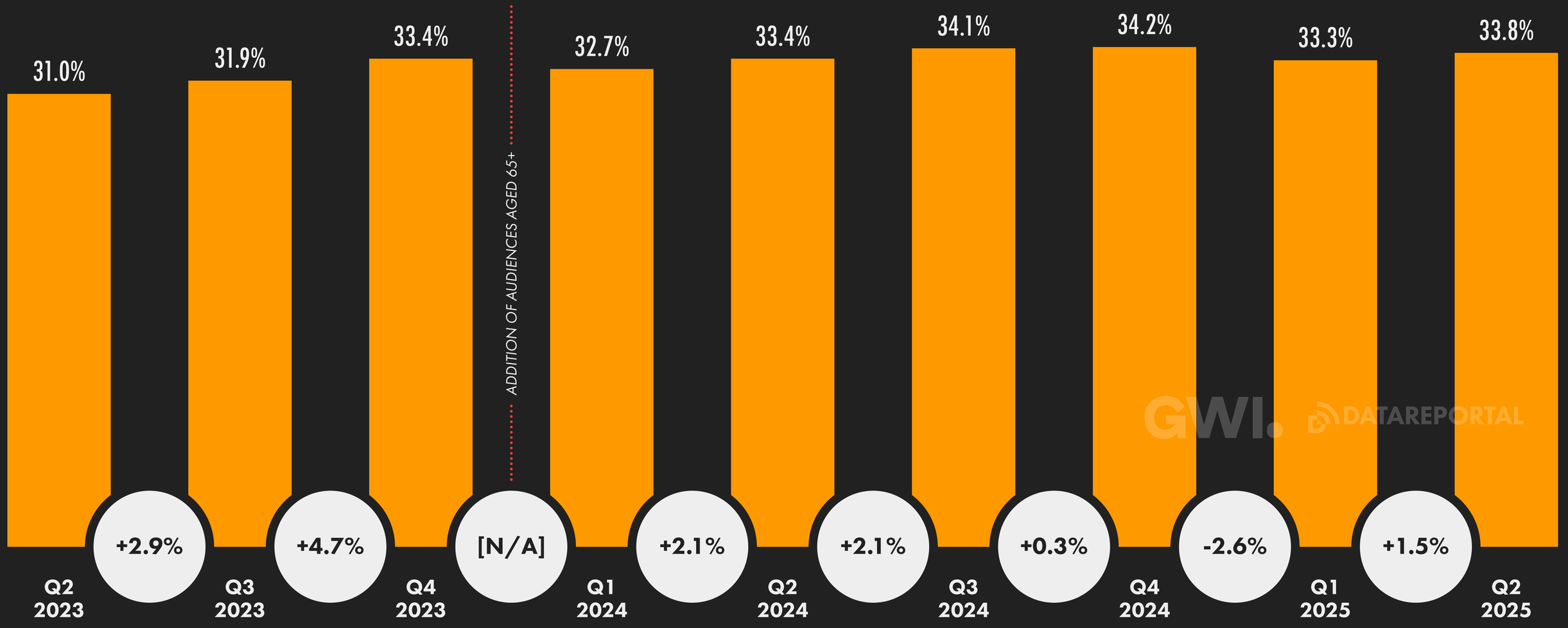
TELEGRAM

OCT 2025

TELEGRAM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED TELEGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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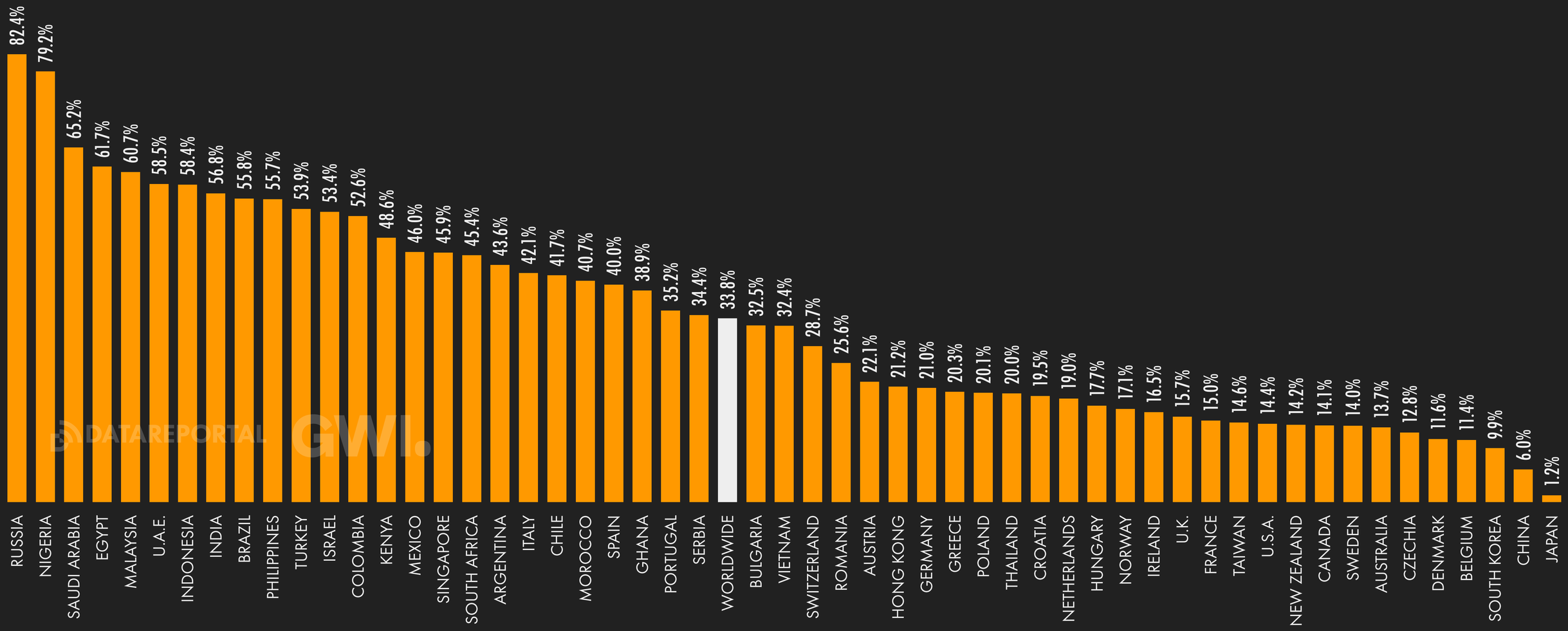
OCT 2025

TELEGRAM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED TELEGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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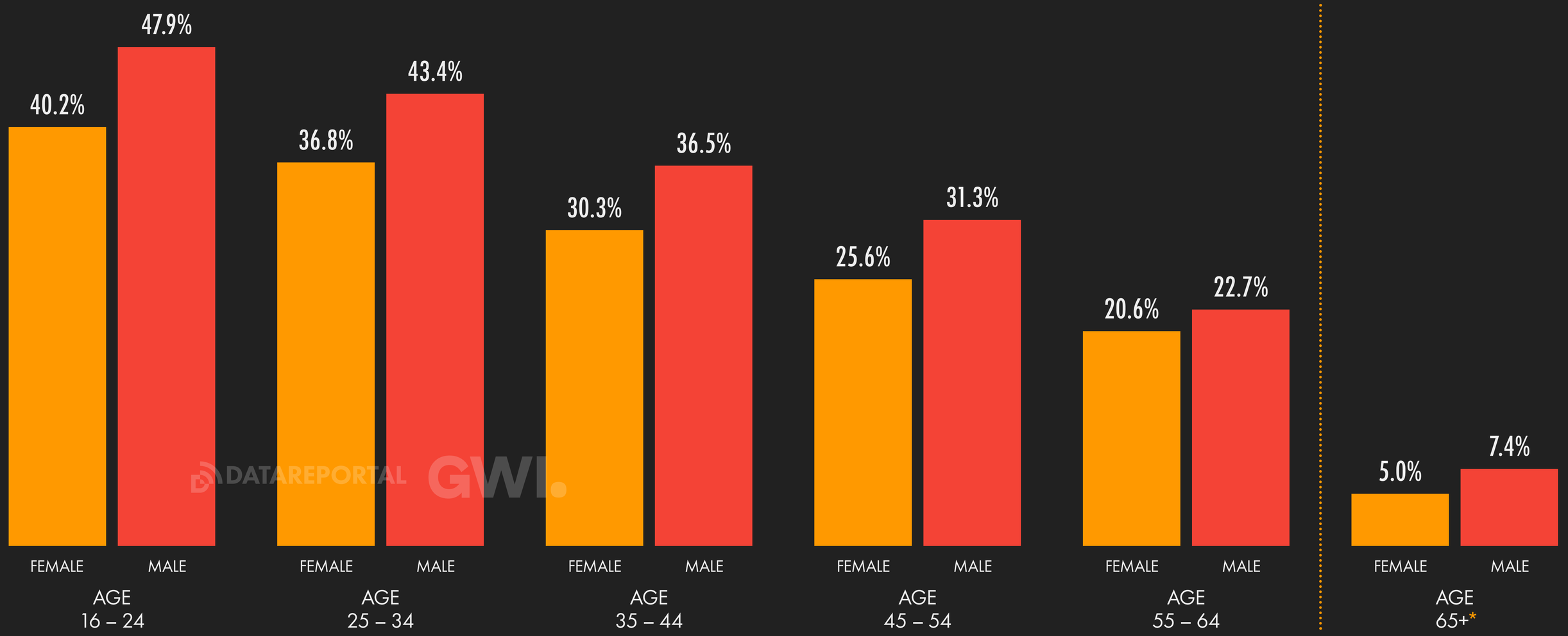
OCT 2025

TELEGRAM USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED TELEGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

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

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE TELEGRAM USERS

1 BILLION

MONTHLY ACTIVE TELEGRAM USERS vs. TOTAL POPULATION

we are social

12.1%

MONTHLY ACTIVE TELEGRAM USERS vs. POPULATION AGED 16+

Meltwater

16.4%

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS

43.5%

MALE USERS AS A PERCENTAGE OF TOTAL USERS

GWI.

56.4%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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TOP TELEGRAM CHANNELS

TELEGRAM CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS
01	HAMSTER KOMBAT ANN... @HAMSTER_KOMBAT	35.3 M
02	BLUM: ALL CRYPTO ... @BLUMCRYPTO	24.2 M
03	PAWS COMMUNITY @PAWSUPFAM	21.4 M
04	MAJOR COMMUNITY @MAJORS	18.8 M
05	TAPSWAP COMMUNITY @TAPSWAPAI	16.8 M
06	MEMEFI COMMUNITY @MEMEFICLUB	14.3 M
07	SEED UPDATES @SEEDUPDATES	13.4 M
08	TELEGRAM TIPS @TELEGRAMTIPS	13.2 M
09	CATS COMMUNITY @CATS_HOUSEWTF	13.1 M
10	NOTCOIN COMMUNITY @NOTCOIN	13.0 M

#	CHANNEL NAME	SUBSCRIBERS
11	TELEGRAM NEWS @TELEGRAM	11.9 M
12	WHALE CHANEL @WHALE_CHANEL	11.6 M
13	DU ROVE'S CHANNEL @DUROV	10.8 M
14	TOMARKET ANN... @TOMARKET_AI	10.8 M
15	DOGS COMMUNITY @DOGS	10.8 M
16	ROXMAN @ROXMAN	10.4 M
17	W-COMMUNITY @W_COMMUNITY	10.1 M
18	YESCOIN @THEYESCOIN	9.5 M
19	TON COMMUNITY @TONCOIN	9.0 M
20	PROXY MTPROTO @PROXYMTPROTO	8.9 M

#	CHANNEL NAME	SUBSCRIBERS
21	TELEGRAM PREMIUM @PREMIUM	8.6 M
22	TIME FARM NEWS @TIMEFARMCHANNEL	8.6 M
23	$BAKS TON @BAKS_TON	8.5 M
24	DEGENS COMMUNITY @DEGENS_COMMUNITY	7.6 M
25	BUM'S CORNER 📦 @BUMS_OFFICIAL	7.5 M
26	GOATS CHANNEL @REALGOATS_CHANNEL	7.4 M
27	ACTIVITY NEWS @ACTIVITYLAUNCHER_OFFICAL	7.3 M
28	CLAYTON @CLAYTON	7.2 M
29	HOT UPDATES @HOTONNEAR	7.2 M
30	TONKEEPER NEWS @TONKEEPER_NEWS	7.0 M

#	CHANNEL NAME	SUBSCRIBERS
31	BITGET WALLET ANN... @BITGET_WALLET_ANNOUNCEMENT	6.5 M
32	OKX НОВОСТИ @OKX_RU	6.4 M
33	TOFAN TRADE | طوفان کریپتو @TOFAN_TRADE	6.4 M
34	BITS COMMUNITY @BITS_CHANNEL_OFFICIAL	6.3 M
35	DOTCOIN COMMUNITY @DOTCOINCOMMUNITY	6.3 M
36	ZOO FAMILY @ZOO_STORY	6.2 M
37	ARZ PROXY | ارز دیجیتال @ARZ_PROXY	6.0 M
38	X EMPIRE APPS @XEMPIREAPPS	5.9 M
39	IRO PROXY | پروکسی @IROPROXY	5.8 M
40	PROXY MTPROTO | پروکسی @IMTPROTO	5.8 M

SOURCE: TGSTAT; KEPIOS ANALYSIS OF DATA PUBLISHED ON TELEGRAM. **NOTES:** CHANNEL NAMES ENDING IN "..." HAVE BEEN SHORTENED TO FIT AVAILABLE TABLE SPACE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "SUBSCRIBERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SUBSCRIBER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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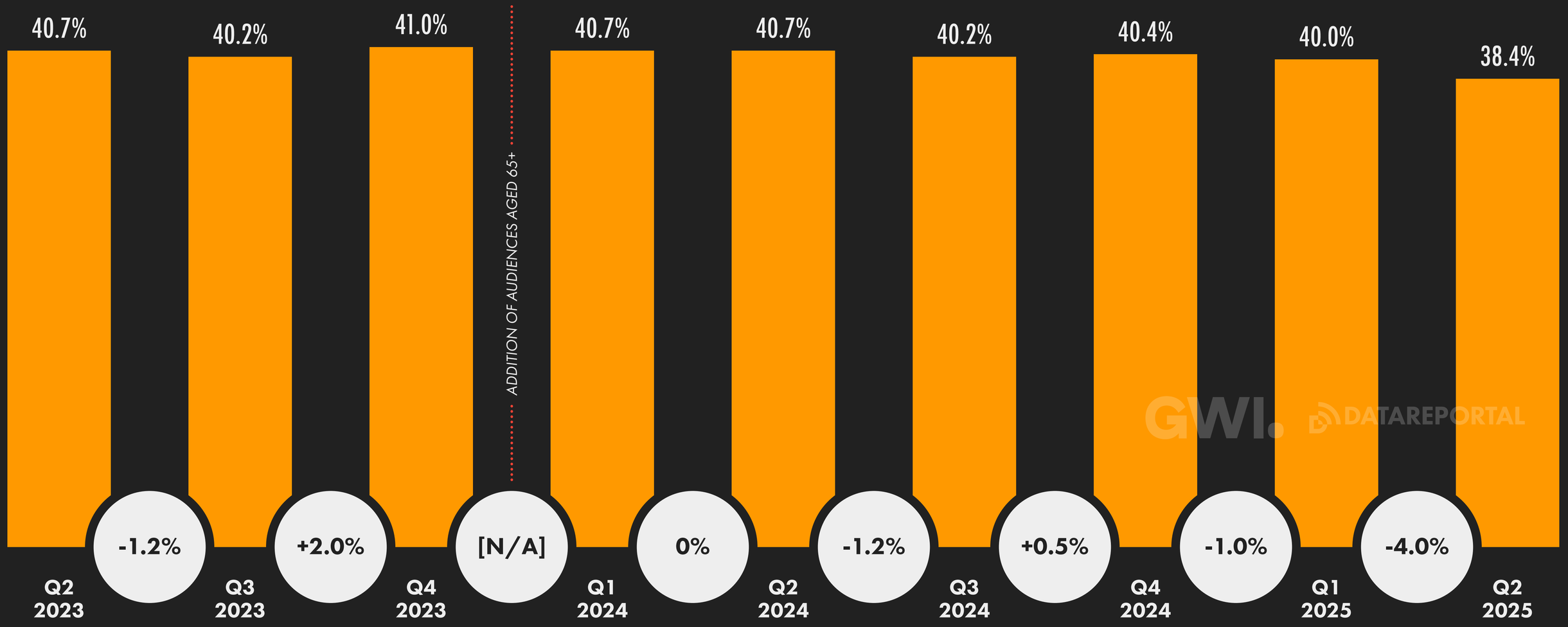
MESSENGER

OCT 2025

MESSENGER USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED MESSENGER AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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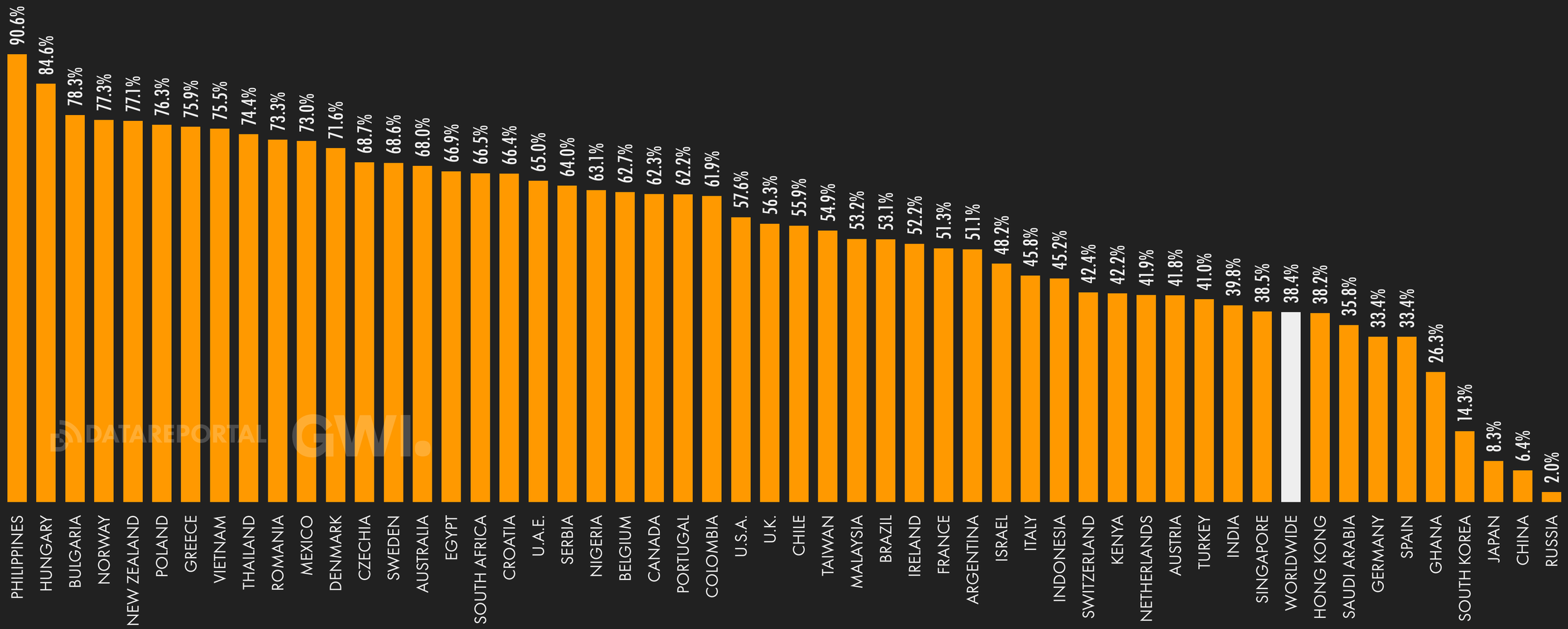
OCT 2025

MESSENGER USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED MESSENGER AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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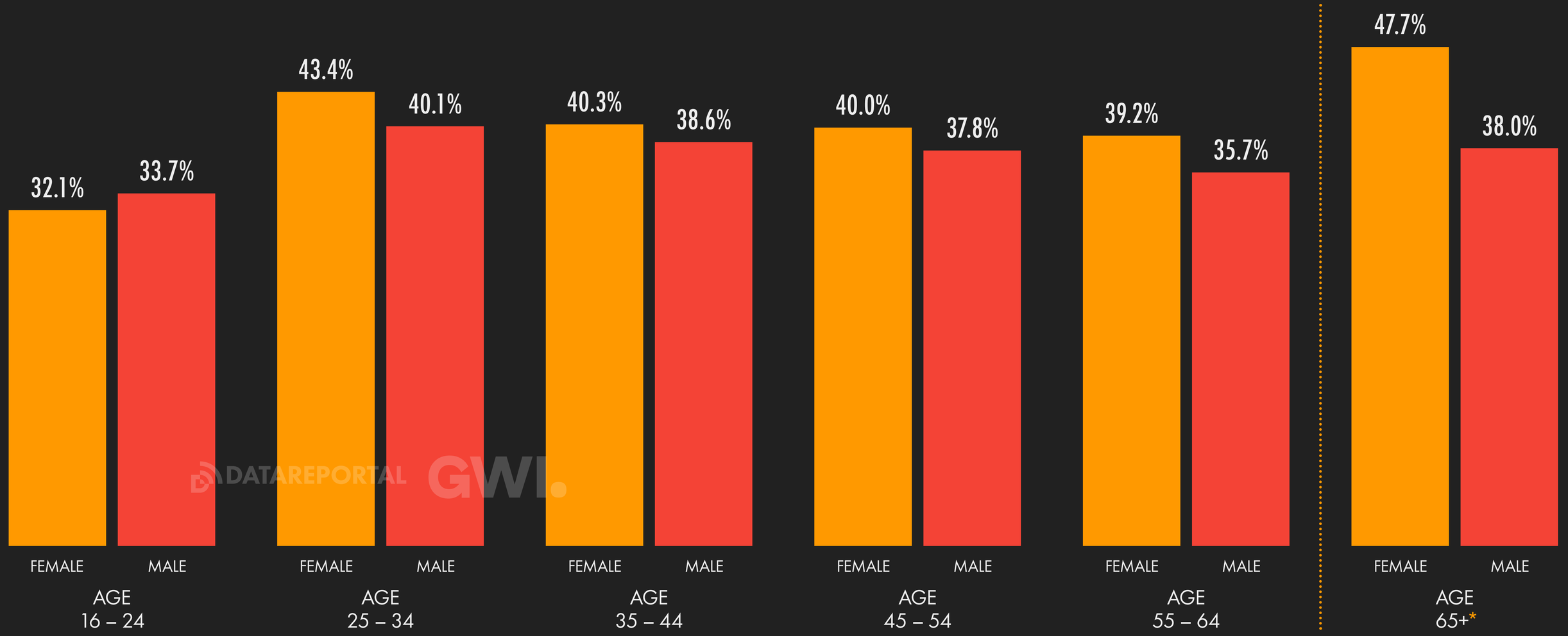
OCT 2025

MESSENGER USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED MESSENGER AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON MESSENGER

941.9
MILLION

MESSENGER AD REACH vs. TOTAL POPULATION

11.4%

MESSENGER AD REACH vs. TOTAL INTERNET USERS

15.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

-1.1%
-10 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

+0.5%
+4 MILLION

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

43.5%

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

55.8%

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

16.1%

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

14.0%

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

18.1%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** LIMITED AVAILABILITY OF AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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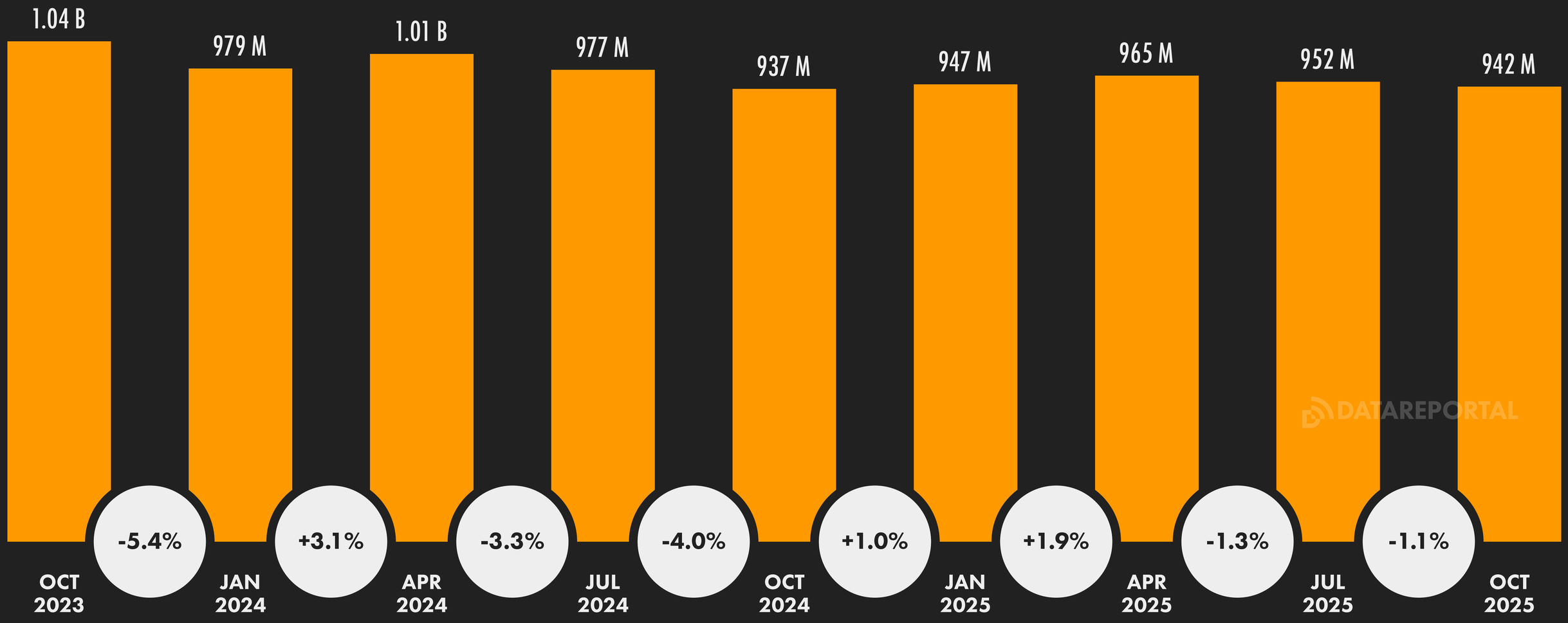
MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE NOTES ON DATA.

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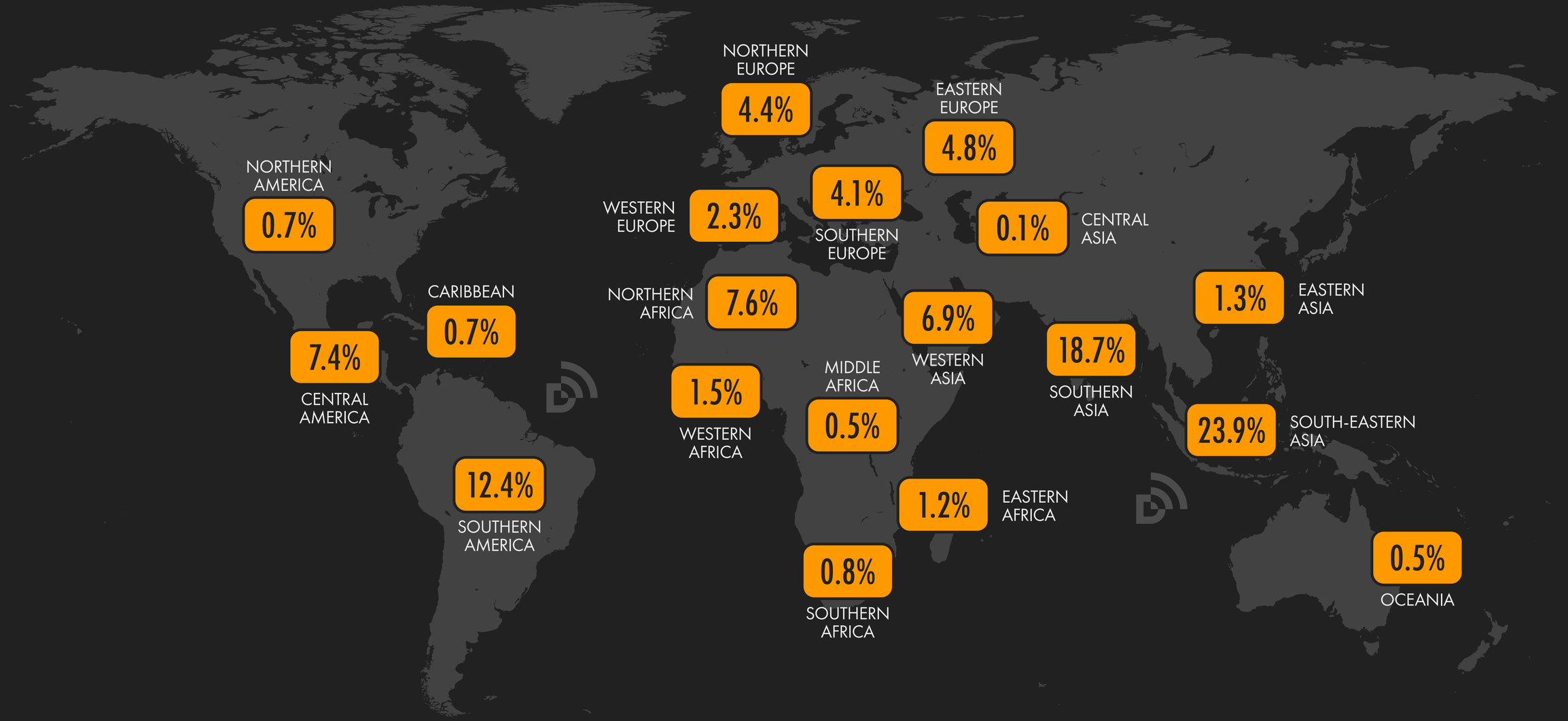
SHARE OF MESSENGER ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN CERTAIN COUNTRIES IN NORTHERN AMERICA, WESTERN EUROPE, AND OCEANIA, WHICH MAY SIGNIFICANTLY IMPACT SHARE FIGURES IN THOSE REGIONS. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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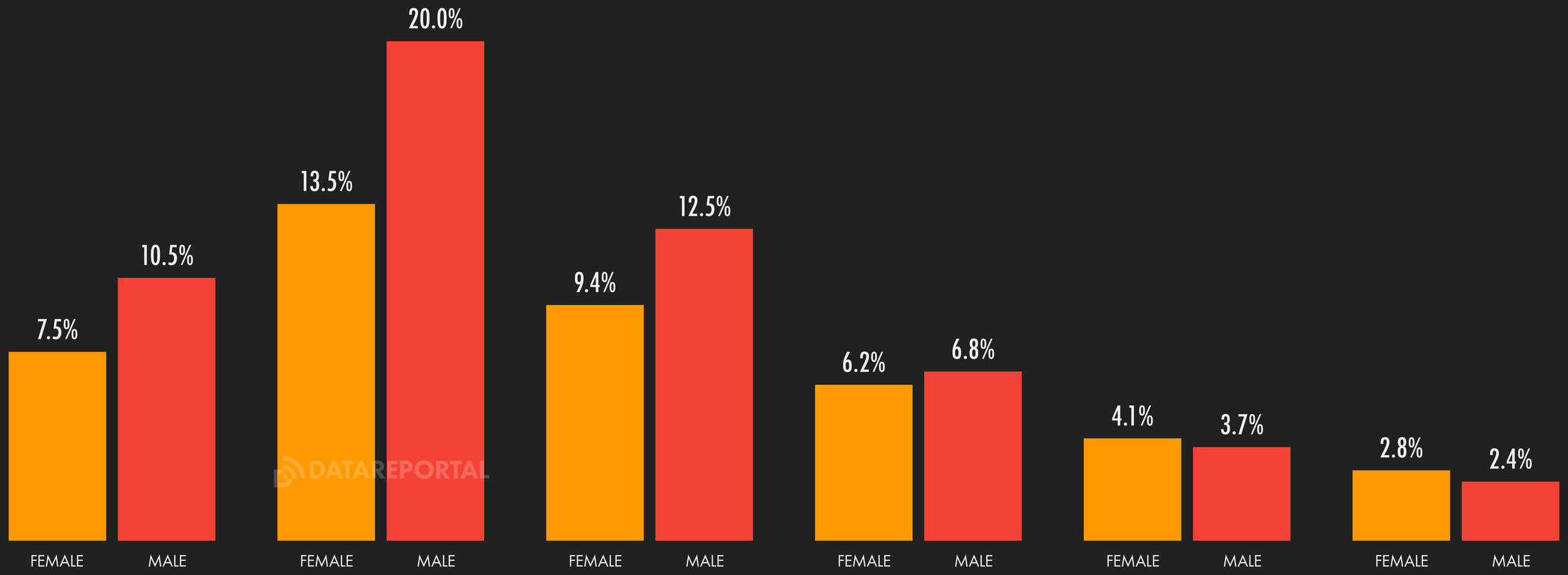
MESSENGER: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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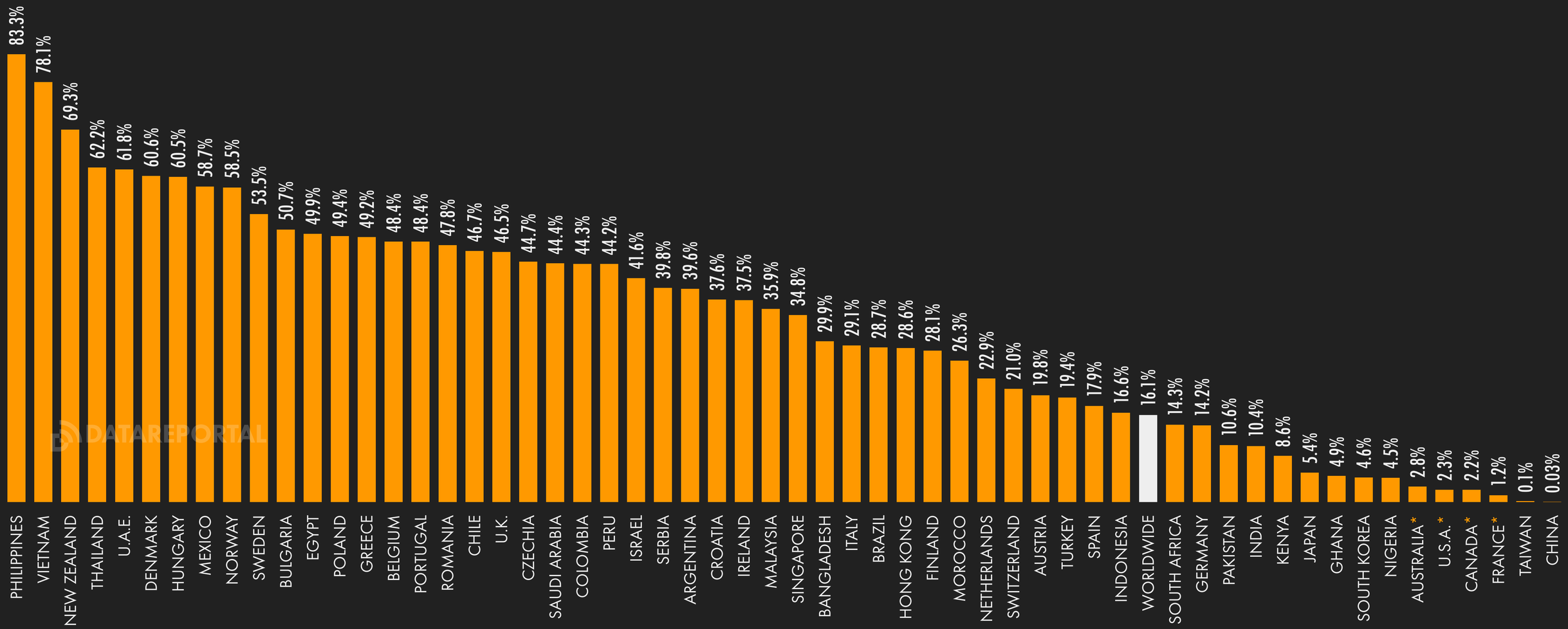
MESSENGER ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF MESSENGER ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN COUNTRIES IDENTIFIED BY (*), WHICH MAY IMPACT POTENTIAL REACH. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2025

MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST MESSENGER ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	108,150,000	-3.3%
02	PHILIPPINES	65,800,000	+2.7%
03	VIETNAM	57,750,000	+1.0%
04	MEXICO	54,600,000	-5.0%
05	BRAZIL	46,900,000	-4.7%
06	EGYPT	37,000,000	+0.5%
07	THAILAND	36,500,000	-1.6%
08	BANGLADESH	35,000,000	+2.5%
09	INDONESIA	33,650,000	+34.9%
10	UNITED KINGDOM	25,650,000	-2.5%

#	LOCATION	TOTAL REACH	▲QOQ
11	COLOMBIA	17,950,000	-4.8%
12	ALGERIA	16,200,000	+1.3%
13	POLAND	15,550,000	[UNCHANGED]
14	PAKISTAN	15,450,000	+30.4%
15	IRAQ	14,900,000	-0.7%
16	ITALY	14,800,000	+0.7%
17	ARGENTINA	13,500,000	-1.5%
18	TURKEY	12,750,000	-1.5%
19	SAUDI ARABIA	11,100,000	+0.9%
20	NEPAL	11,000,000	-0.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT THEIR RESPECTIVE RANKING. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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MESSENGER ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	NAURU	115.3%*	8,000
02	COOK ISLANDS	111.4%*	10,000
03	MONGOLIA	103.6%*	2,300,000
04	PALAU	98.8%	14,000
05	LIBYA	96.9%	4,900,000
06	MARSHALL ISLANDS	89.6%	19,000
07	GEORGIA	87.1%	2,500,000
08	TONGA	85.3%	51,000
09	PHILIPPINES	83.3%	65,200,000
10	GREENLAND	81.9%	34,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	FAROE ISLANDS	81.0%	35,000
12	VIETNAM	78.1%	57,700,000
13	CAMBODIA	75.7%	8,800,000
14	AMERICAN SAMOA	74.8%	23,000
15	FIJI	74.0%	469,000
16	SAMOA	71.0%	86,000
17	FRENCH POLYNESIA	70.5%	153,000
18	NEW ZEALAND	69.3%	2,850,000
19	GUYANA	68.9%	379,000
20	ST. BARTHÉLEMY	68.9%	6,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT RANKINGS. VALUES USE MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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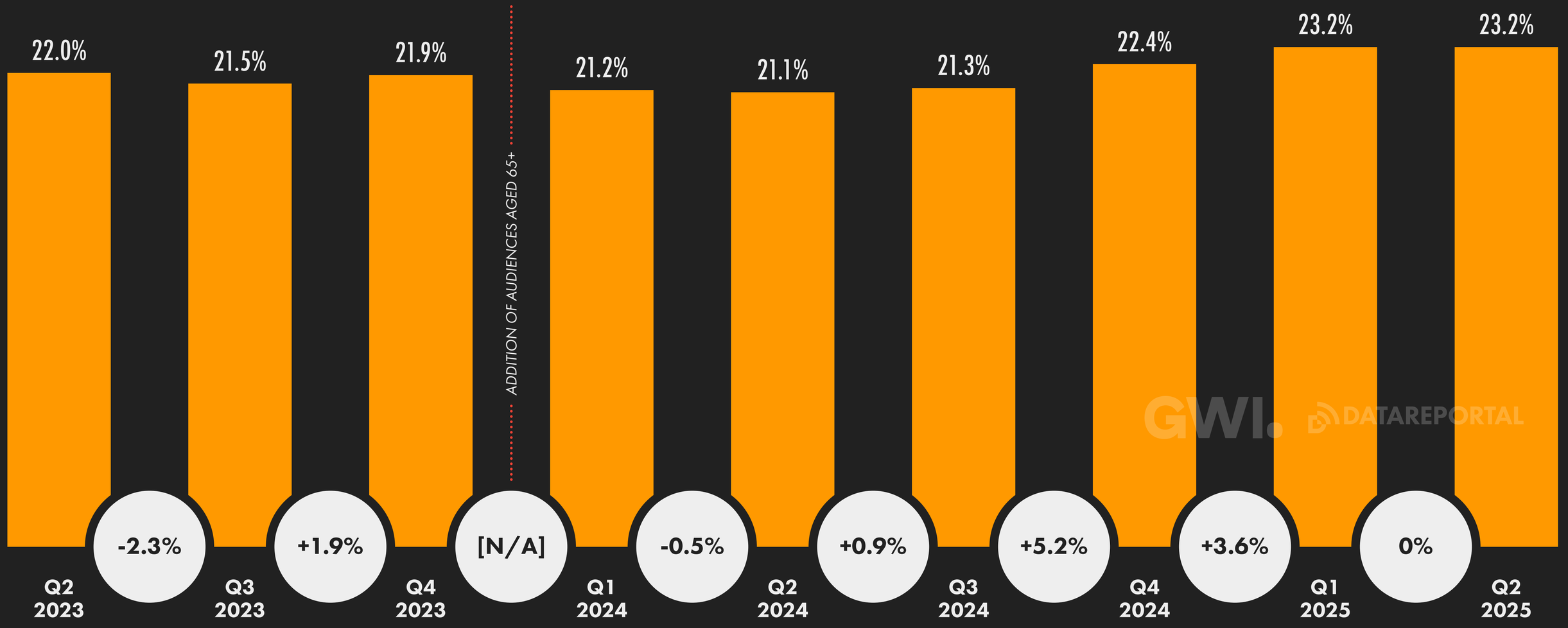
SNAPCHAT

OCT 2025

SNAPCHAT USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED SNAPCHAT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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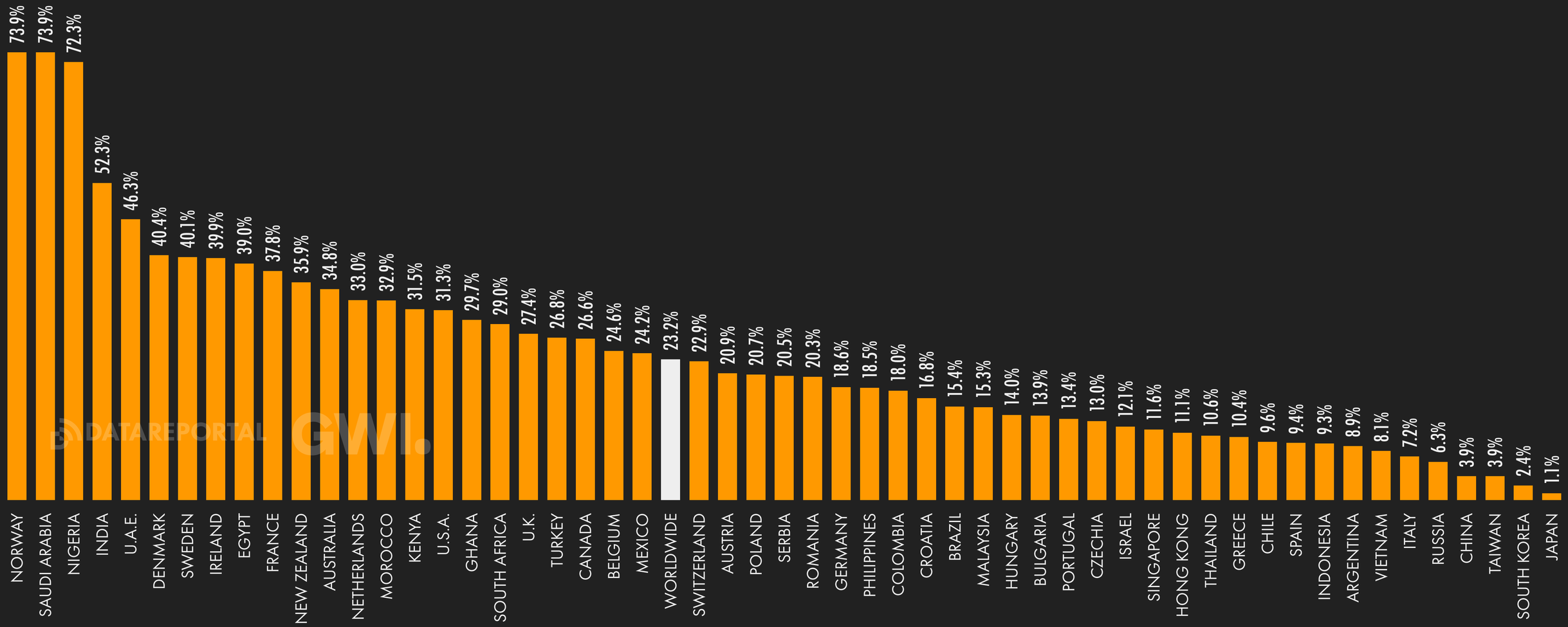
OCT 2025

SNAPCHAT USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED SNAPCHAT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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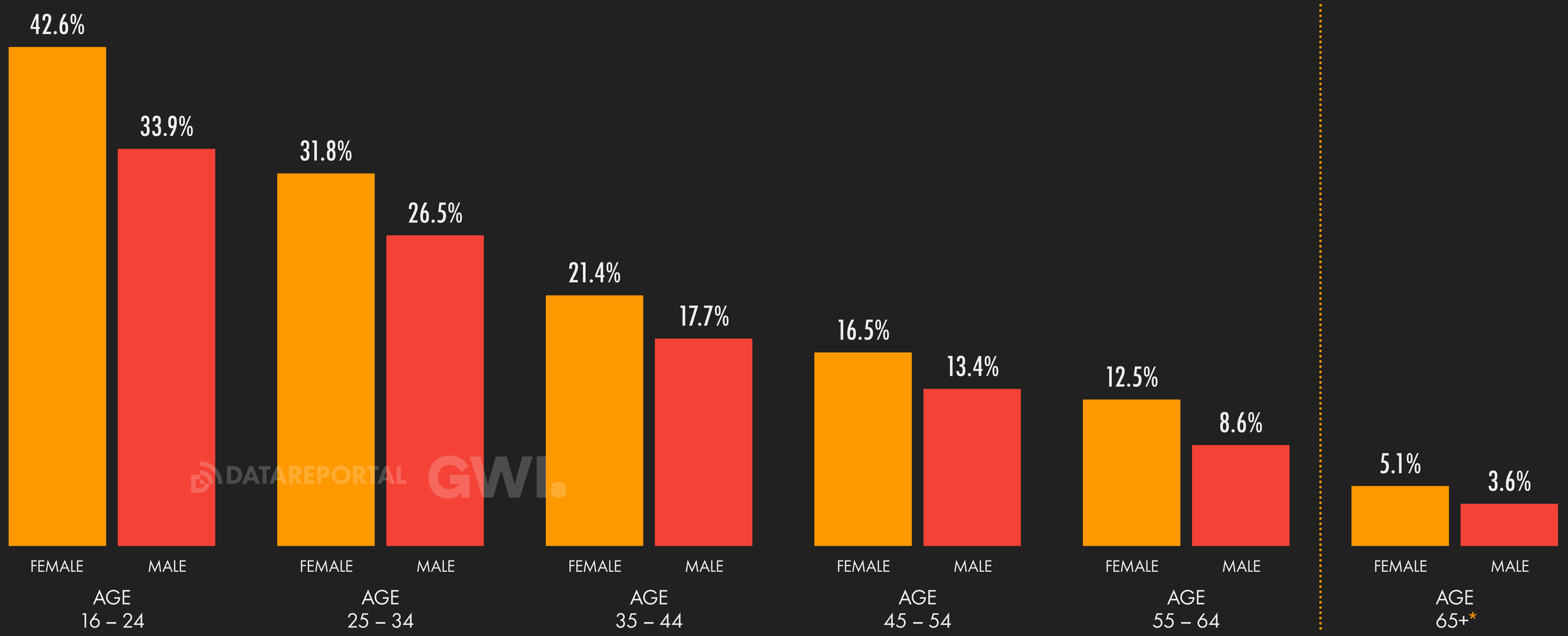
OCT 2025

SNAPCHAT USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED SNAPCHAT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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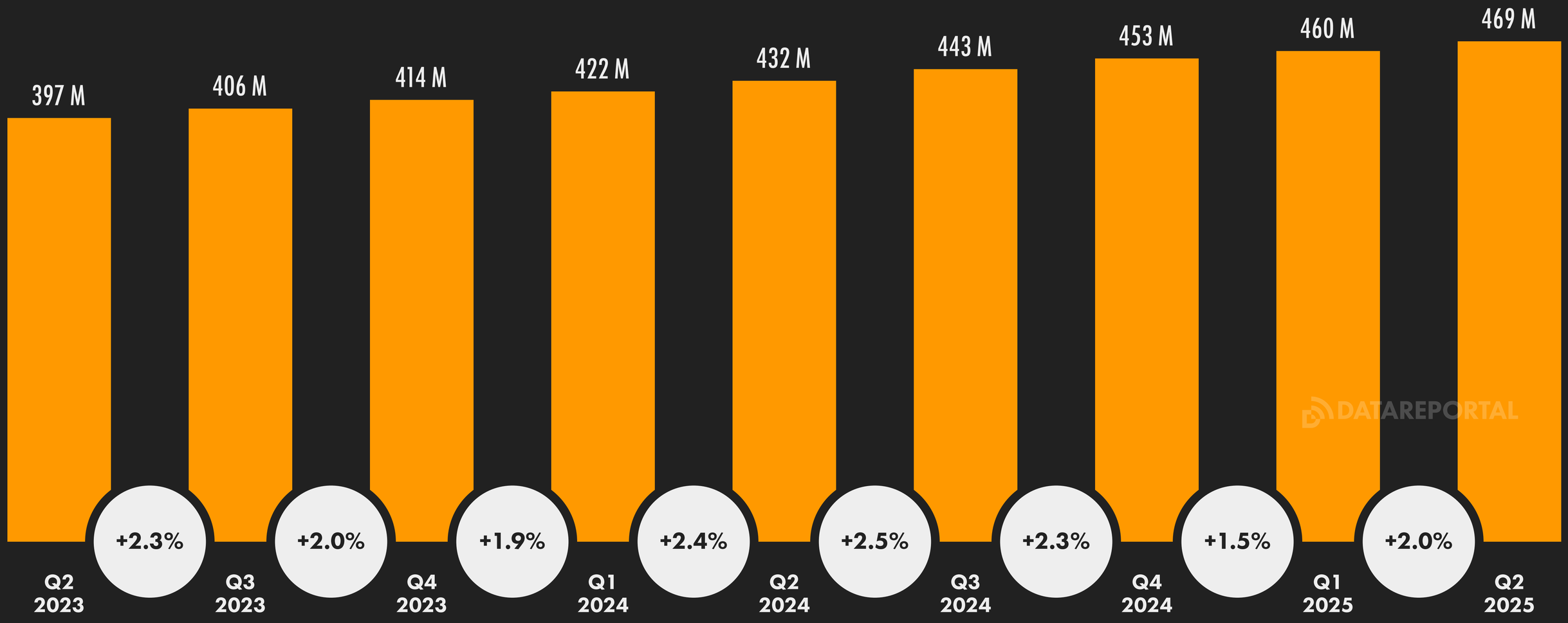
SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: SNAP COMPANY ANNOUNCEMENTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SNAP'S EARNINGS ANNOUNCEMENTS REPORT DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES BASED ON MONTHLY ACTIVE USERS.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

737.6

MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

8.9%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

12.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

+0.4%

+3 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

+4.5%

+32 MILLION

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

48.0%

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

50.9%

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

10.3%

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

9.8%

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

10.5%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. SNAP'S TOOLS ALSO PUBLISH DATA FOR USERS OF "UNKNOWN" GENDER, SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

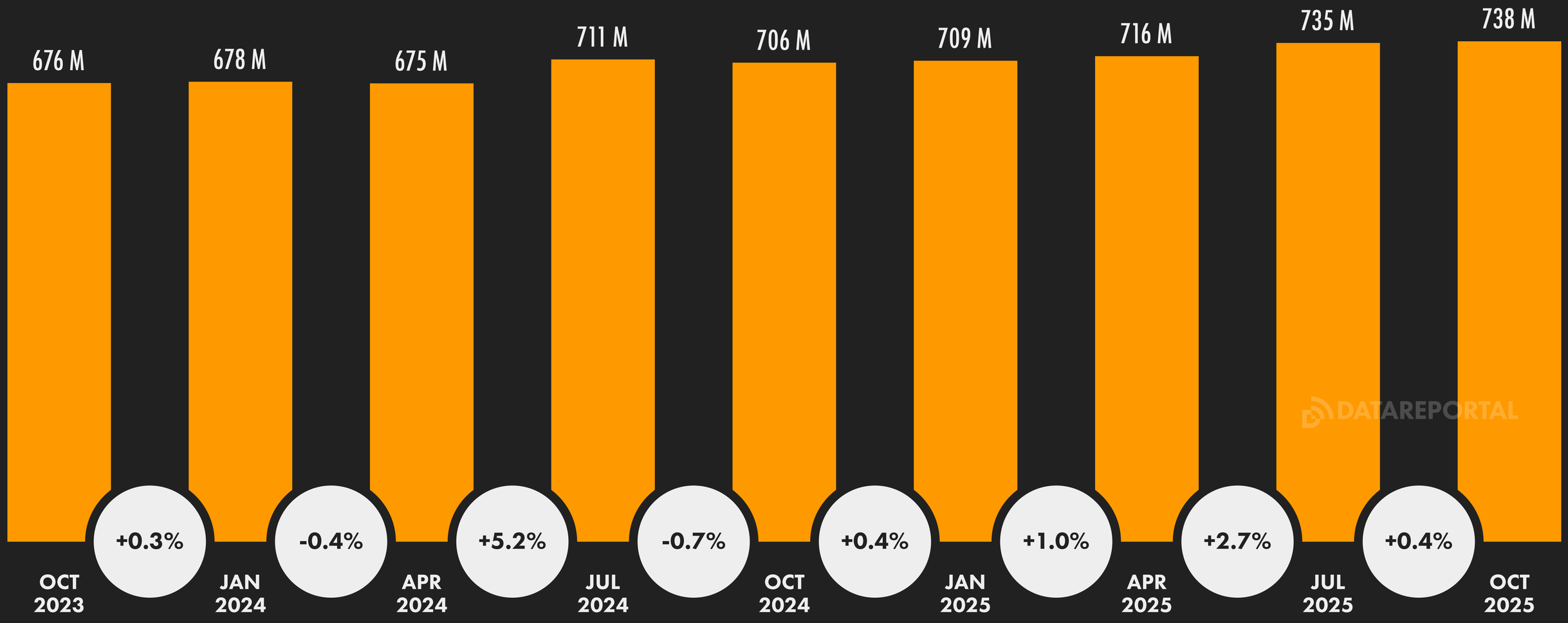
OCT 2025

SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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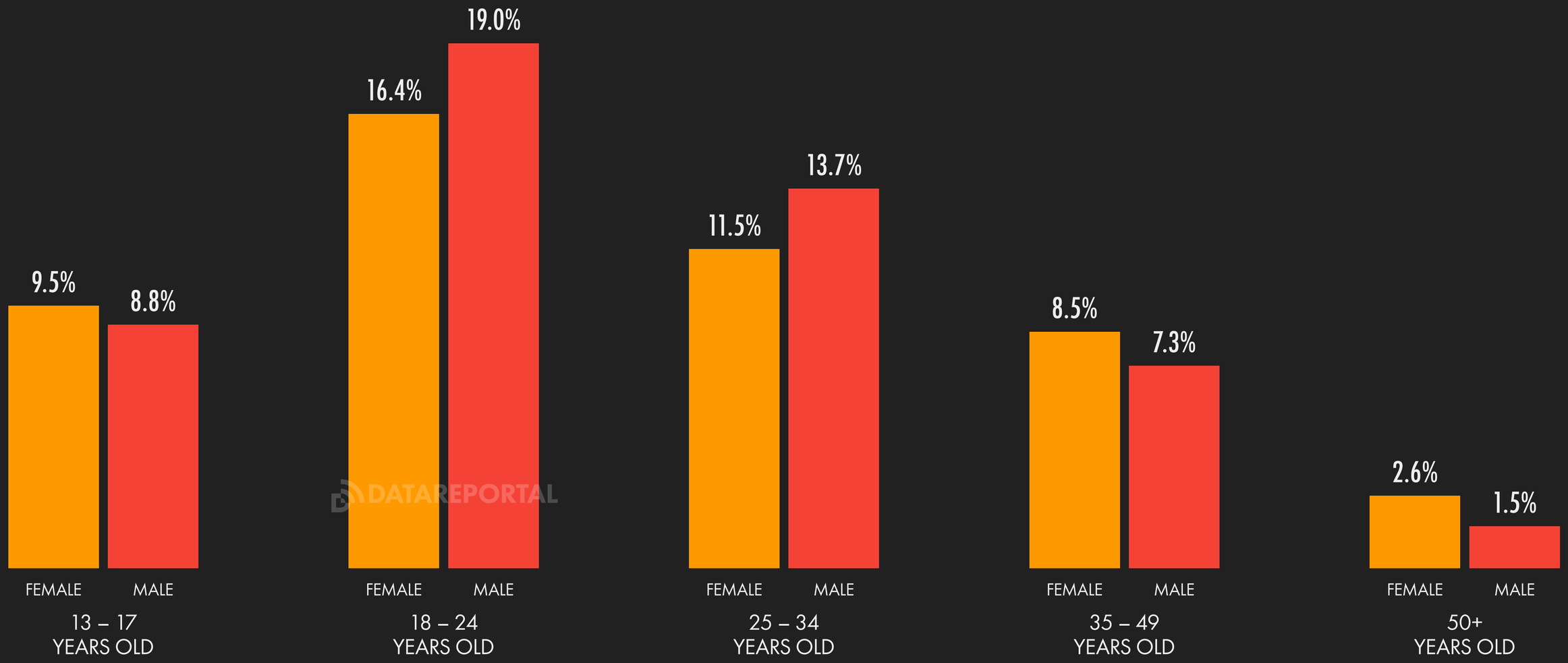
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. SNAP'S TOOLS ALSO PUBLISH DATA FOR USERS OF "UNKNOWN" AGE AND GENDER, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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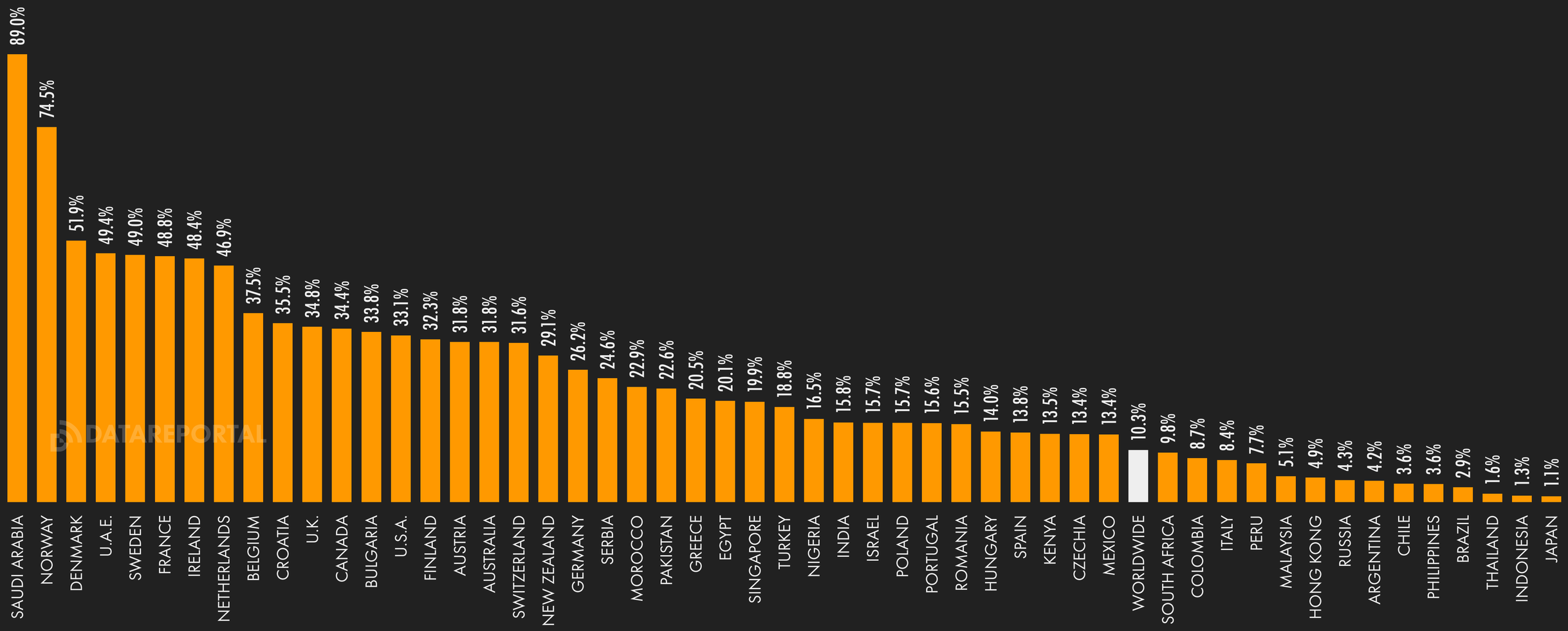
SNAPCHAT ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2025

SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	212,735,000	-0.6%
02	UNITED STATES OF AMERICA	103,680,000	-0.8%
03	PAKISTAN	41,140,000	-1.7%
04	FRANCE	29,815,000	+3.6%
05	SAUDI ARABIA	25,310,000	-0.0%
06	UNITED KINGDOM	23,885,000	+0.1%
07	NIGERIA	22,970,000	+4.3%
08	GERMANY	22,965,000	+6.2%
09	EGYPT	20,605,000	-1.1%
10	IRAQ	19,260,000	-0.6%

#	LOCATION	TOTAL REACH	▲QOQ
11	TURKEY	16,235,000	-1.7%
12	MEXICO	14,805,000	-3.4%
13	CANADA	13,765,000	+4.7%
14	ALGERIA	9,775,000	-1.1%
15	NETHERLANDS	8,360,000	+5.0%
16	AUSTRALIA	8,165,000	+2.4%
17	MOROCCO	7,640,000	+7.3%
18	RUSSIAN FEDERATION	6,640,000	-9.5%
19	SPAIN	6,425,000	+7.2%
20	BRAZIL	6,000,000	-0.2%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2025

SNAPCHAT ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	MONACO	267.9%*	86,000
02	SAUDI ARABIA	89.0%	22,247,000
03	BAHRAIN	75.4%	975,000
04	NORWAY	74.5%	3,374,000
05	LUXEMBOURG	73.5%	407,000
06	IRAQ	57.4%	15,601,000
07	KUWAIT	54.4%	2,153,000
08	DENMARK	51.9%	2,524,000
09	OMAN	51.0%	2,033,000
10	UNITED ARAB EMIRATES	49.4%	4,592,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	SWEDEN	49.0%	4,170,000
12	FRANCE	48.8%	26,058,000
13	IRELAND	48.4%	1,998,000
14	NETHERLANDS	46.9%	7,056,000
15	JORDAN	45.9%	3,356,000
16	QATAR	42.0%	1,088,000
17	PALESTINE	41.9%	1,316,000
18	BELGIUM	37.5%	3,561,000
19	CROATIA	35.5%	1,132,000
20	UNITED KINGDOM	34.8%	19,227,000

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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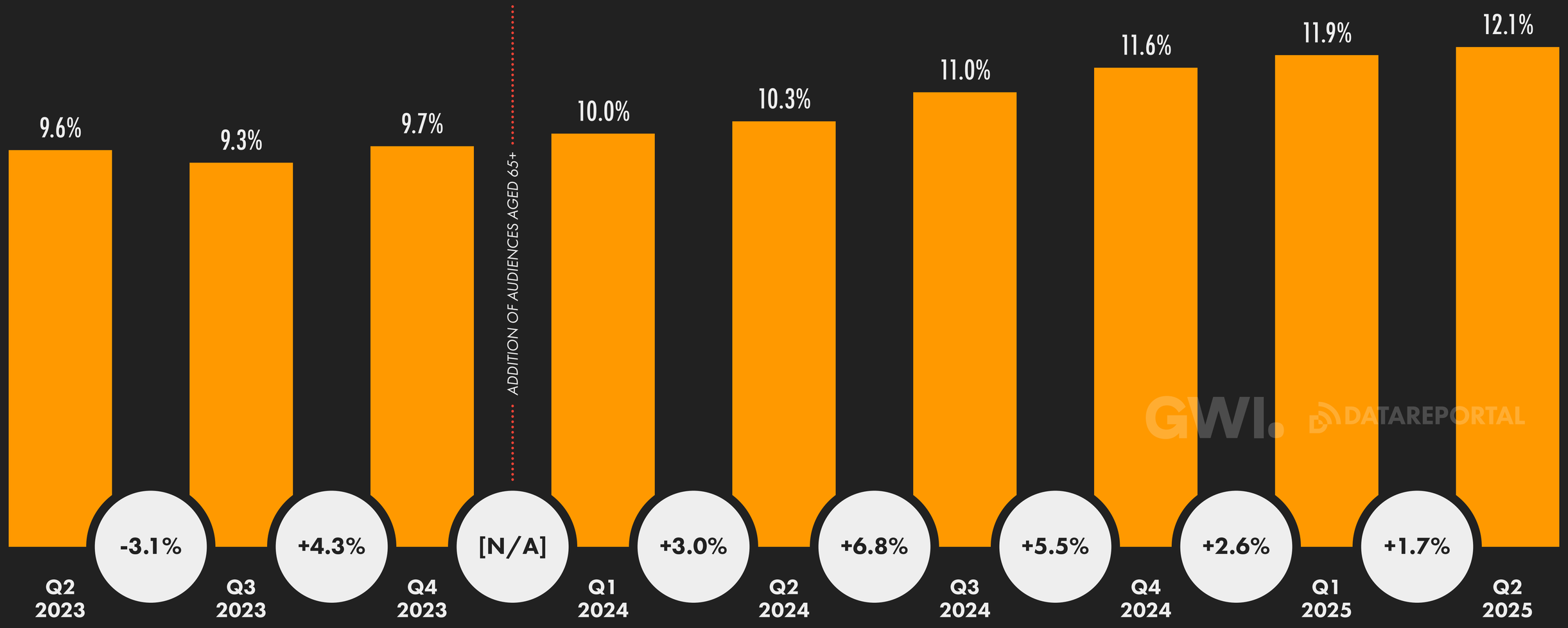
REDDIT

OCT 2025

REDDIT USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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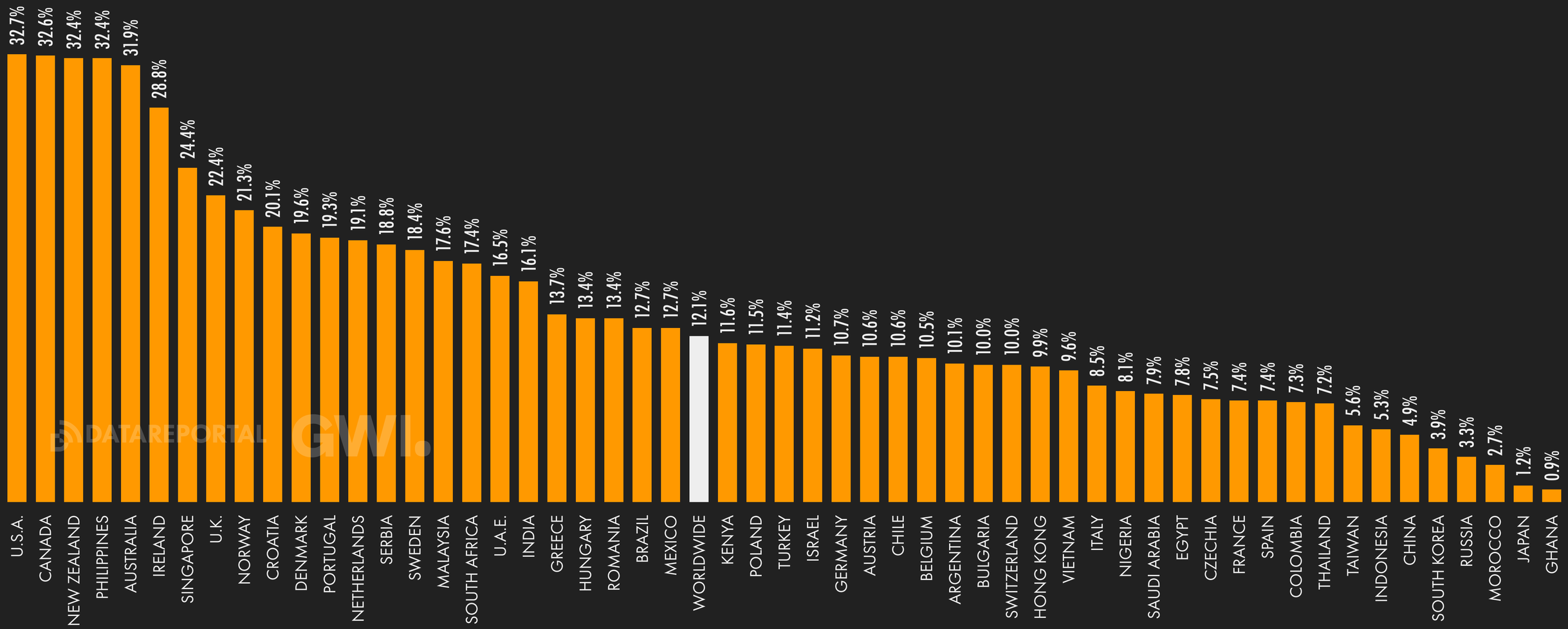
OCT 2025

REDDIT USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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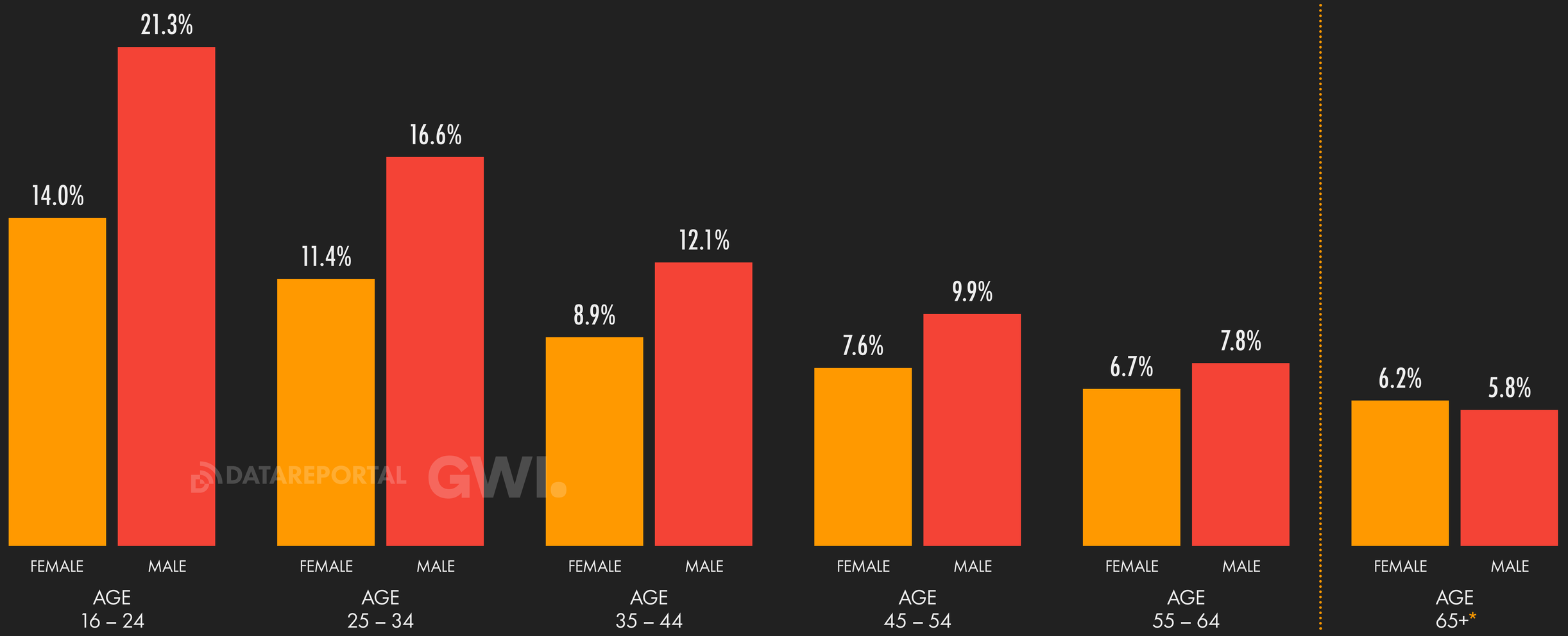
OCT 2025

REDDIT USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

REDDIT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON REDDIT

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

GLOBAL OVERVIEW

POTENTIAL REACH OF ADS ON REDDIT

765.2
MILLION

KEPIOS

REDDIT AD REACH vs. TOTAL POPULATION

9.3%

Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED REDDIT AD REACH

+10.1%
+70 MILLION

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YEAR-ON-YEAR CHANGE IN REPORTED REDDIT AD REACH

+189%
+501 MILLION

REDDIT AD REACH vs. TOTAL INTERNET USERS

12.7%

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REDDIT AD REACH vs. POPULATION AGED 13+

11.8%

Meltwater

FEMALE REDDIT USERS AS A PERCENTAGE OF TOTAL USERS

39.4%

GWI.

MALE REDDIT USERS AS A PERCENTAGE OF TOTAL USERS

60.0%

SOURCES: REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

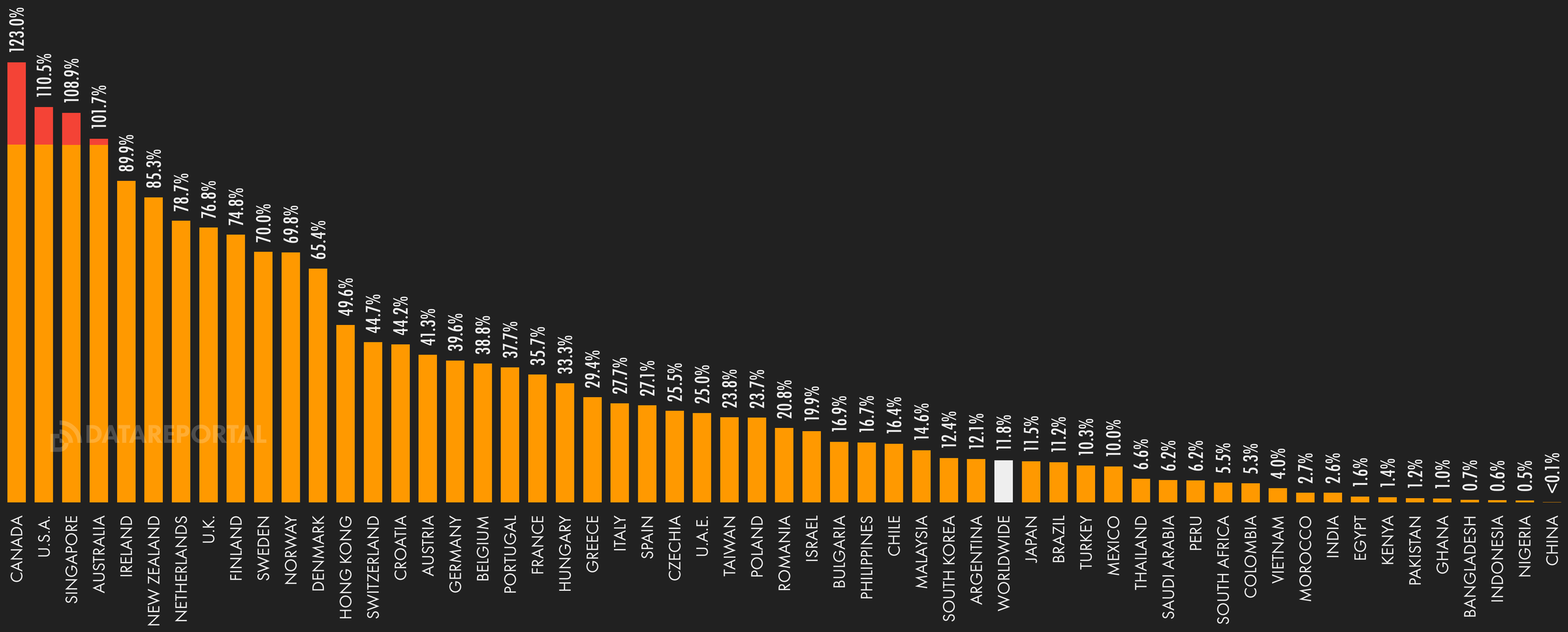
OCT 2025

REDDIT ADVERTISING: ELIGIBLE AD REACH RATE

POTENTIAL REACH OF REDDIT ADS AMONGST USERS AGED 13+ COMPARED WITH POPULATION AGED 13+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: REDDIT'S ADVERTISING RESOURCES; UNITED NATIONS. **NOTE:** VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS.

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OCT 2025

REDDIT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST REDDIT ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	327,900,000	+1.6%
02	UNITED KINGDOM	45,750,000	+4.6%
03	CANADA	43,100,000	+11.1%
04	INDIA	30,800,000	+7.5%
05	GERMANY	29,250,000	+16.5%
06	AUSTRALIA	23,300,000	+8.4%
07	FRANCE	20,500,000	+36.7%
08	BRAZIL	19,900,000	+22.8%
09	PHILIPPINES	15,050,000	+6.7%
10	ITALY	14,750,000	+29.4%

#	LOCATION	TOTAL REACH	▲QOQ
11	JAPAN	12,750,000	+177.2%
12	NETHERLANDS	12,600,000	+21.7%
13	SPAIN	11,600,000	+32.6%
14	MEXICO	10,450,000	+19.4%
15	POLAND	7,900,000	+15.3%
16	TURKEY	7,400,000	+49.5%
17	SWEDEN	6,400,000	+11.3%
18	SOUTH KOREA	5,850,000	+112.7%
19	SINGAPORE	5,750,000	+9.5%
20	TAIWAN	4,950,000	+41.4%

SOURCES: REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING AND VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY

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OCT 2025

REDDIT ELIGIBLE AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	CANADA	123.0%*	43,100,000
02	UNITED STATES OF AMERICA	110.5%*	327,900,000
03	SINGAPORE	108.9%*	5,750,000
04	AUSTRALIA	101.7%*	23,300,000
05	IRELAND	89.9%	4,050,000
06	ICELAND	86.8%	295,000
07	NEW ZEALAND	85.3%	3,800,000
08	ISLE OF MAN	84.2%	63,000
09	GUAM	80.2%	105,000
10	NETHERLANDS	78.7%	12,600,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	UNITED KINGDOM	76.8%	45,750,000
12	FINLAND	74.8%	3,700,000
13	JERSEY	71.9%	66,000
14	SWEDEN	70.0%	6,400,000
15	NORWAY	69.8%	3,400,000
16	DENMARK	65.4%	3,400,000
17	MONACO	61.8%	21,000
18	BERMUDA	61.2%	35,000
19	GUERNSEY	60.2%	34,000
20	GIBRALTAR	58.2%	20,000

SOURCES: REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING AND VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS.

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LARGEST COMMUNITIES ON REDDIT

REDDIT COMMUNITIES WITH THE GREATEST NUMBER OF MEMBERS

GLOBAL OVERVIEW

#	COMMUNITY	MEMBERS
01	R/FUNNY	67M
02	R/ASKREDDIT	57M
03	R/GAMING	47M
04	R/WORLDNEWS	47M
05	R/TODAYILEARNED	41M
06	R/MUSIC	38M
07	R/AWW	38M
08	R/MOVIES	37M
09	R/MEMES	35M
10	R/SCIENCE	34M

#	COMMUNITY	MEMBERS
11	R/SHOWERTHOUGHTS	34M
12	R/PICS	33M
13	R/NEWS	31M
14	R/JOKES	30M
15	R/SPACE	28M
16	R/DIY	27M
17	R/BOOKS	27M
18	R/VIDEOS	27M
19	R/ASKSCIENCE	26M
20	R/NOTTHEONION	26M

#	COMMUNITY	MEMBERS
21	R/MILDLYINTERESTING	25M
22	R/FOOD	24M
23	R/GETMOTIVATED	24M
24	R/EARTHPORN	24M
25	R/EXPLAINLIKEIMFIVE	23M
26	R/LIFEPROTIPS	23M
27	R/GADGETS	23M
28	R/IAMA	22M
29	R/ART	22M
30	R/SPORTS	22M

#	COMMUNITY	MEMBERS
31	R/DATAISBEAUTIFUL	22M
32	R/FUTUROLOGY	22M
33	R/GIFS	22M
34	R/PERSONALFINANCE	21M
35	R/PHOTOSHOPBATTLES	20M
36	R/UPLIFTINGNEWS	20M
37	R/DOCUMENTARIES	20M
38	R/TECHNOLOGY	20M
39	R/DAMNTHATSINTERESTING	20M
40	R/WALLSTREETBETS	20M

SOURCE: REDDIT. **NOTES:** RANKING POSITION AS PUBLISHED BY REDDIT. VALUES FOR COMMUNITY MEMBERS ROUNDED AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "MEMBERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** MEMBER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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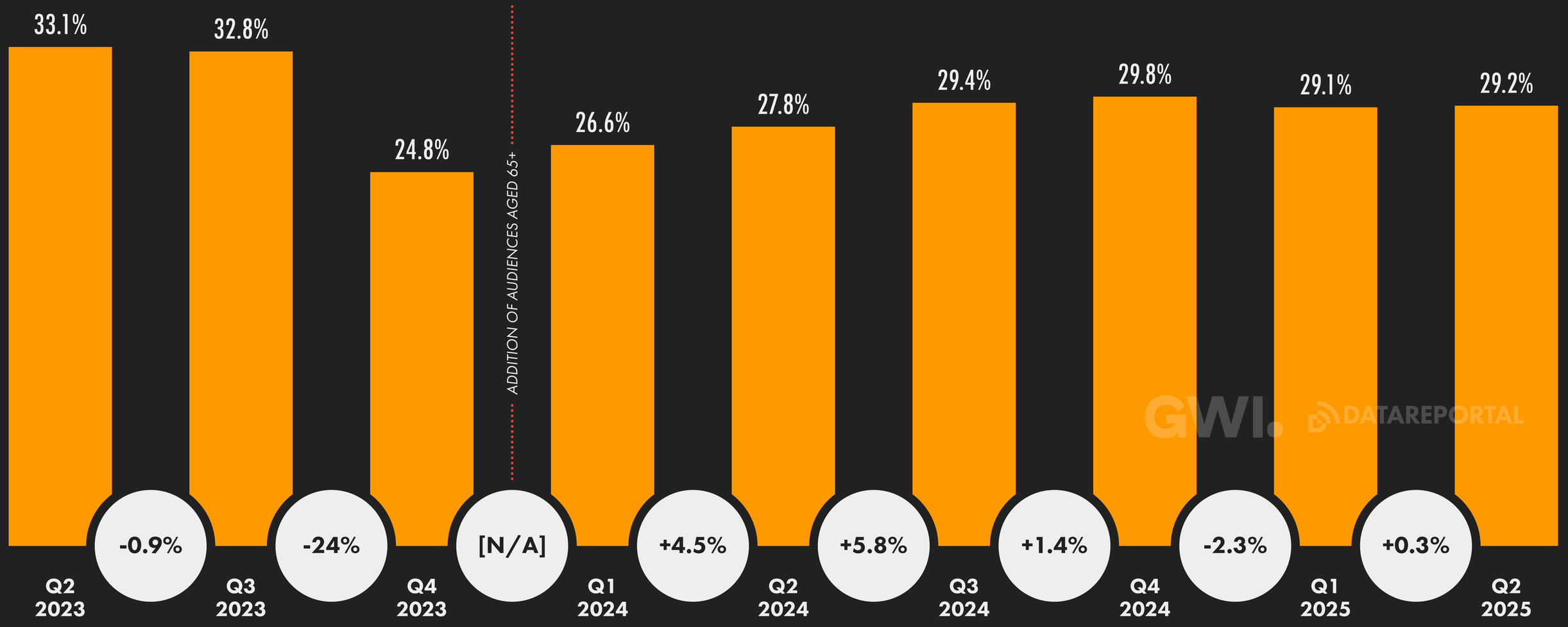
X

OCT 2025

X USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED X AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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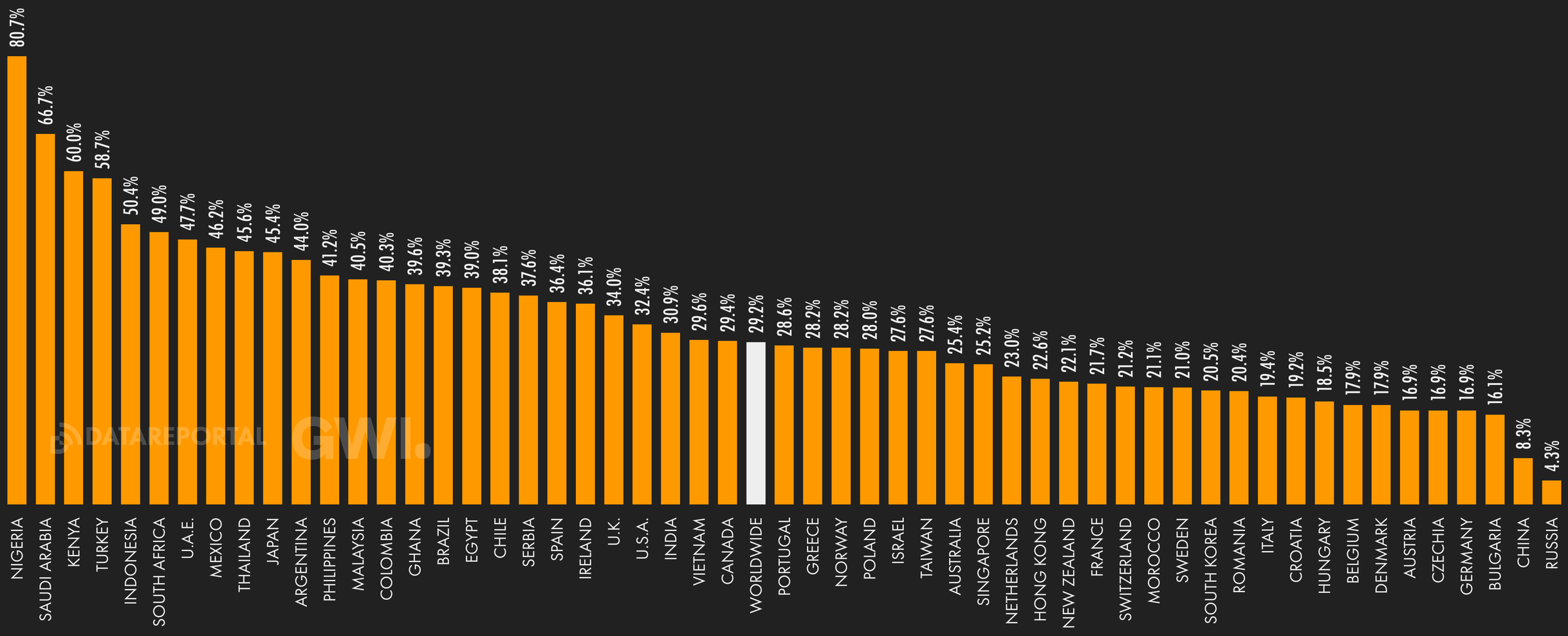
OCT 2025

X USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED X AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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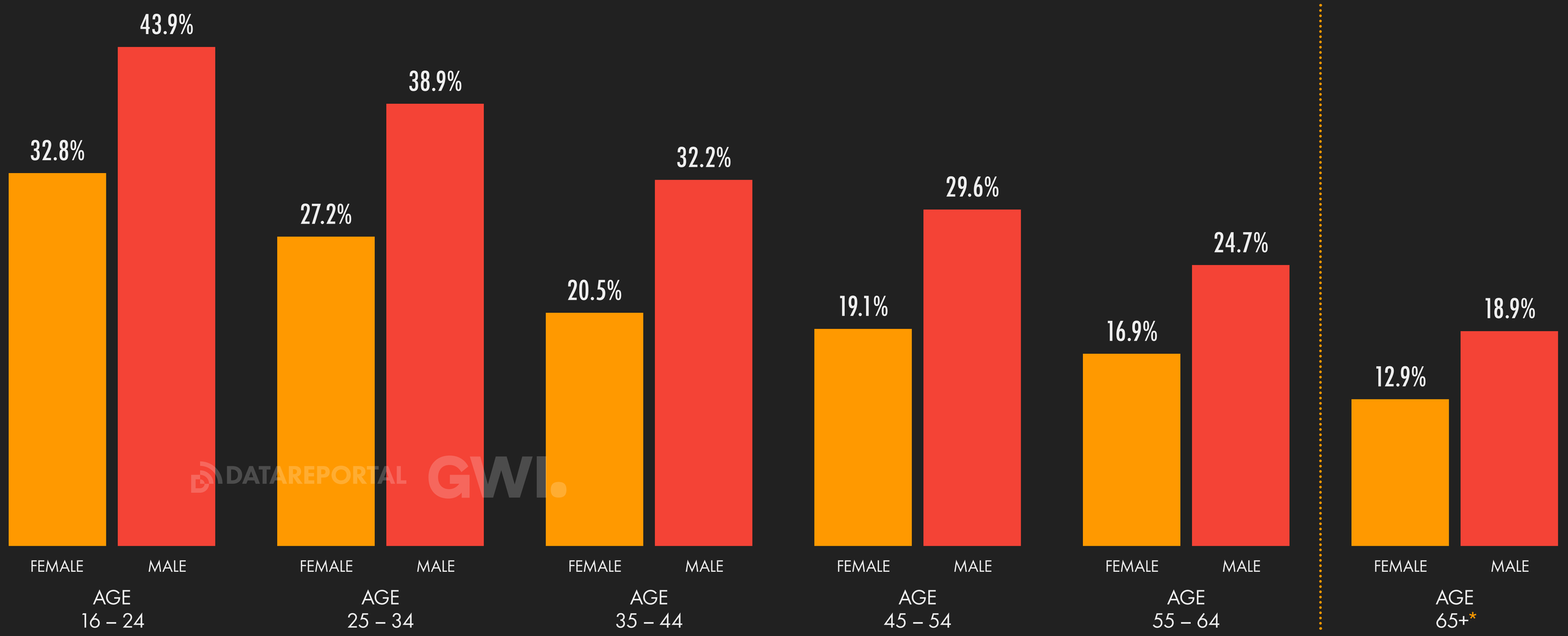
X USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED X AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON X

557.5
MILLION

KEPIOS

X AD REACH vs. TOTAL POPULATION

6.8%

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X AD REACH vs. TOTAL INTERNET USERS

9.2%

Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

-0.7%
-4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

-5.5%
-33 MILLION

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

35.4%

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

64.4%

Meltwater

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

9.1%

KEPIOS

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

6.4%

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

11.7%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT VALUES MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, NON-INDIVIDUAL ACCOUNTS (E.G. BUSINESSES), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

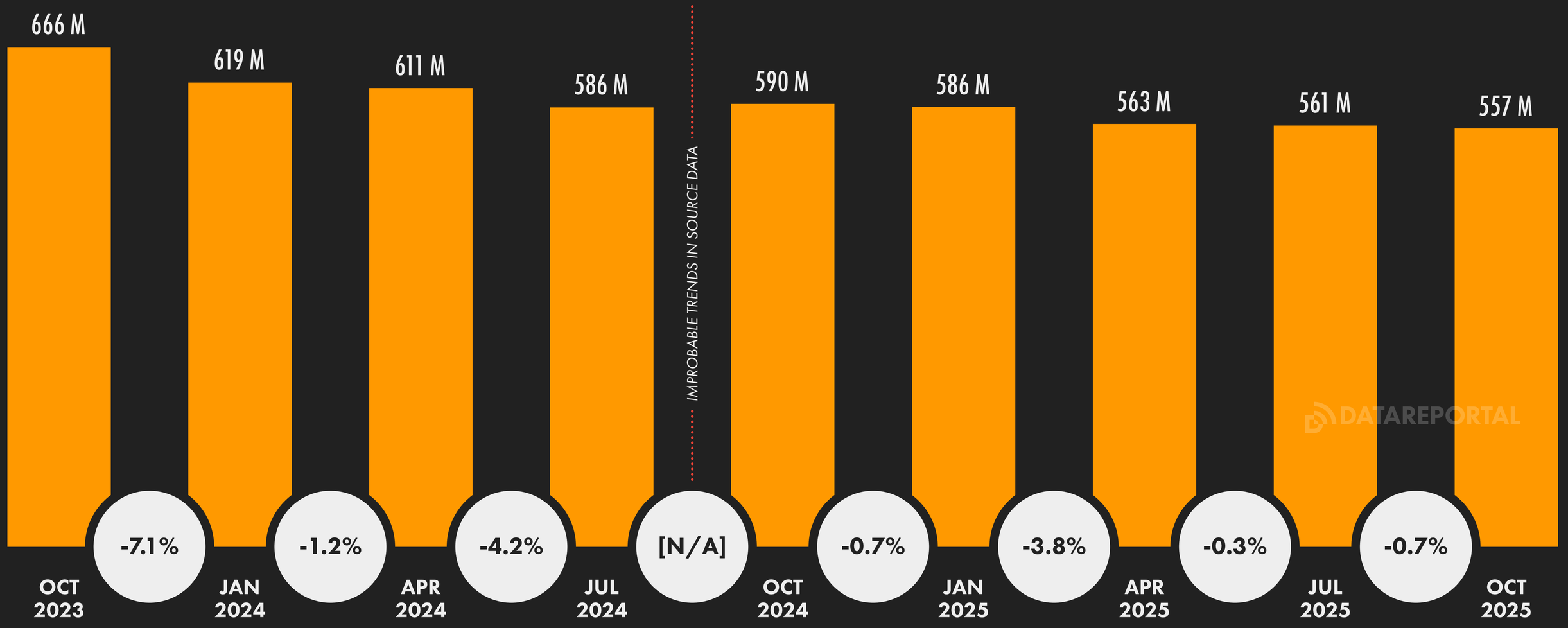
OCT 2025

X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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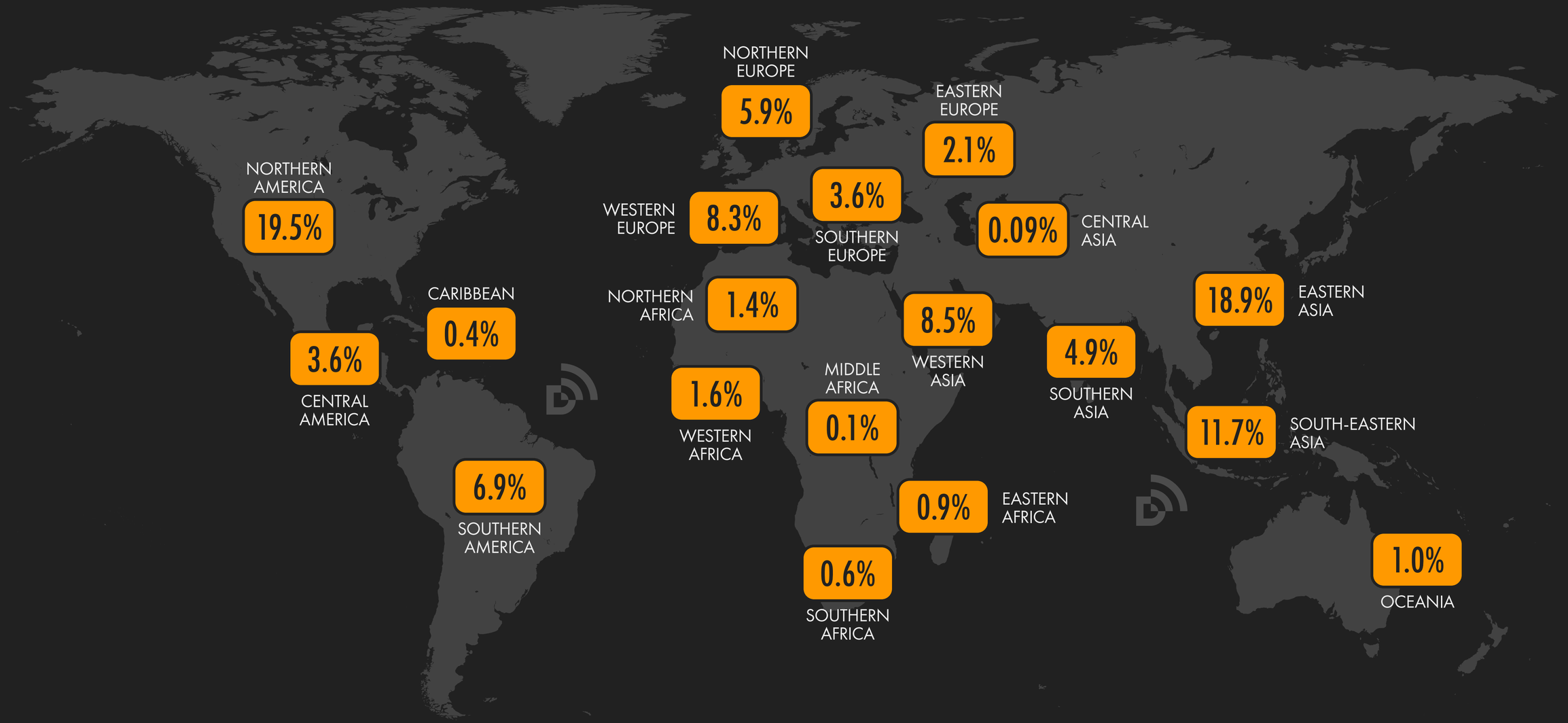
SHARE OF X ADVERTISING AUDIENCE

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

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

GLOBAL OVERVIEW



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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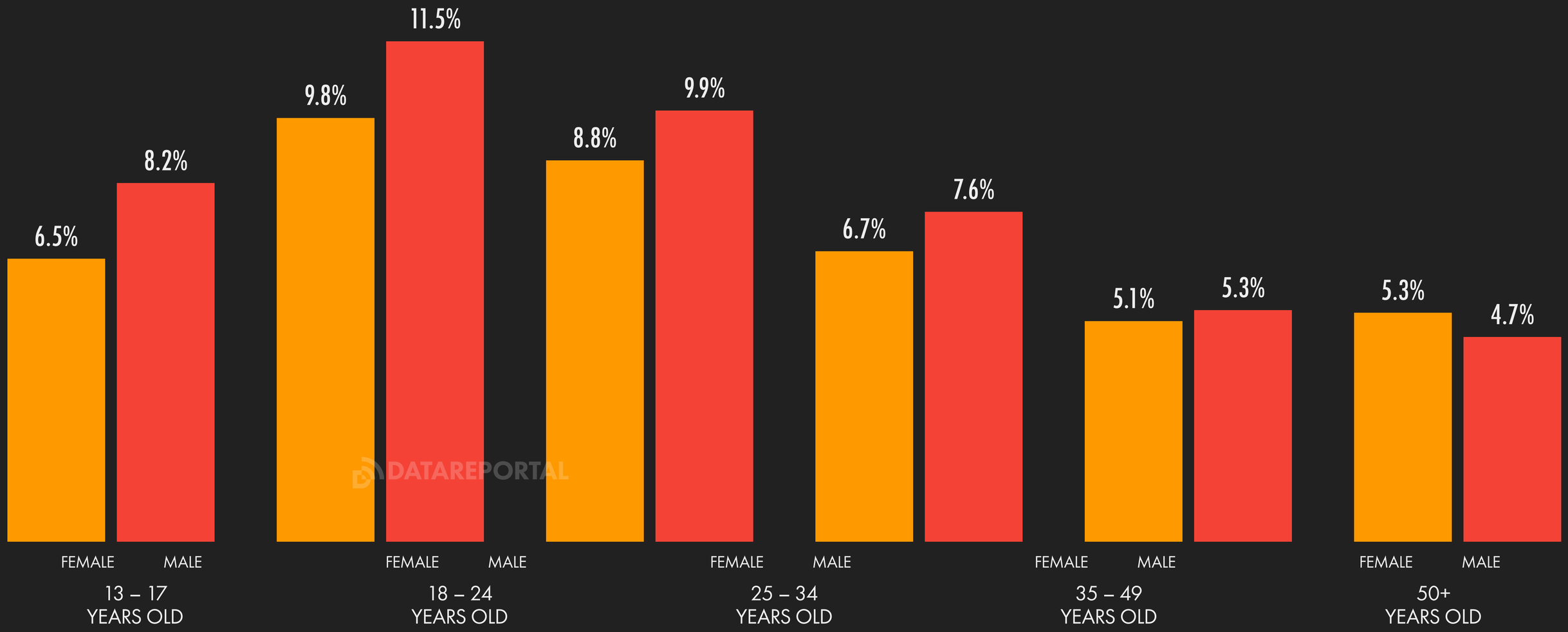
X: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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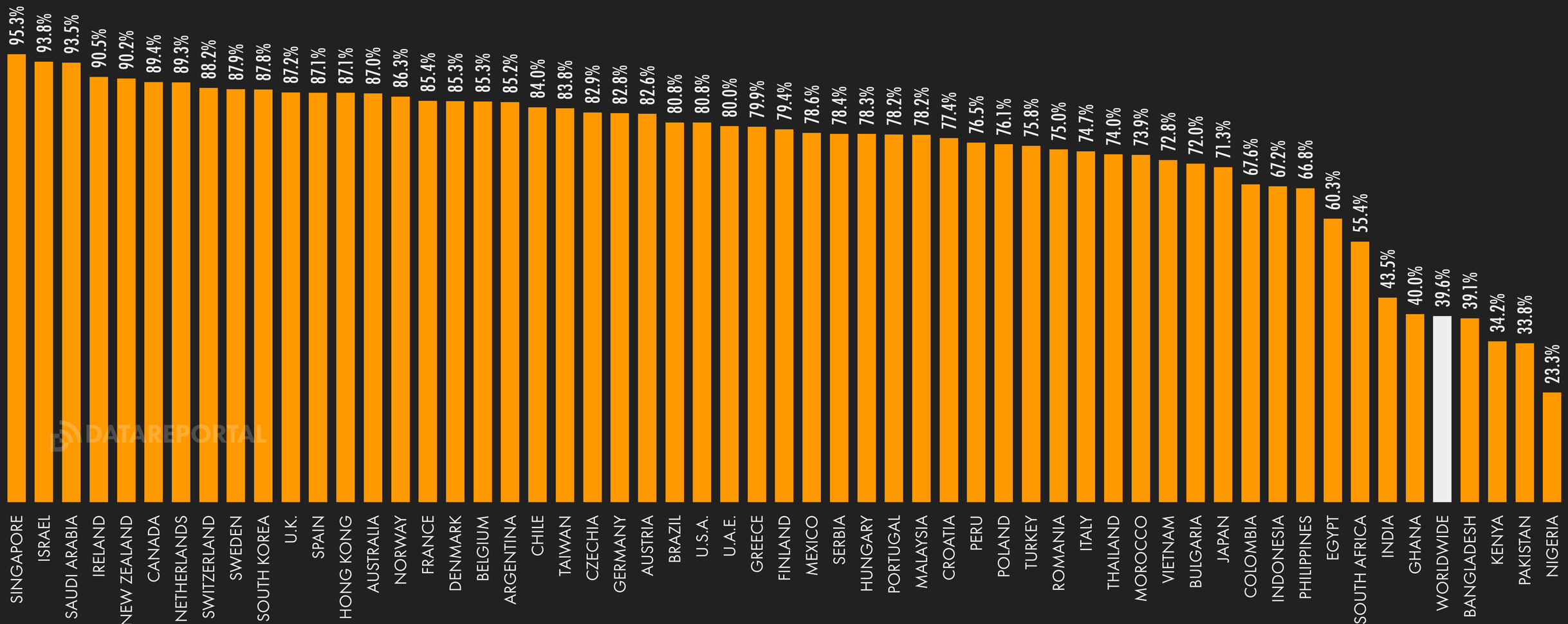
X ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF X ADS AMONGST USERS AGED 18+ COMPARED WITH POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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X AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST X ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	99,038,000	-1.0%
02	JAPAN	71,189,000	+0.2%
03	INDONESIA	22,921,000	-3.5%
04	INDIA	22,165,000	-9.6%
05	UNITED KINGDOM	18,960,000	-6.7%
06	GERMANY	18,953,000	+39.6%
07	TURKEY	18,539,000	+0.2%
08	BRAZIL	17,141,000	-2.5%
09	MEXICO	16,372,000	-2.3%
10	SAUDI ARABIA	14,979,000	-2.6%

#	LOCATION	TOTAL REACH	▲QOQ
11	THAILAND	13,308,000	-4.4%
12	HONG KONG	12,422,000	+1.9%
13	FRANCE	12,356,000	-7.0%
14	SOUTH KOREA	10,369,000	+2.6%
15	SPAIN	9,751,000	-4.5%
16	CANADA	9,743,000	+3.0%
17	NETHERLANDS	8,952,000	+6.0%
18	PHILIPPINES	7,985,000	-6.9%
19	SINGAPORE	7,784,000	+9.7%
20	FINLAND	7,578,000	-4.8%

SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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X ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 18+	REACH AGE 18+
01	HONG KONG	177.3%*	11,462,000
02	FINLAND	160.9%*	7,441,000
03	SINGAPORE	147.4%*	7,419,000
04	ST. MARTIN	70.5%	13,000
05	ST. BARTHÉLEMY	68.3%	6,000
06	JAPAN	63.9%	67,561,000
07	SAUDI ARABIA	57.2%	14,315,000
08	NETHERLANDS	57.2%	8,593,000
09	MONACO	55.6%	18,000
10	ANDORRA	54.6%	39,000

#	LOCATION	REACH vs. POP. 18+	REACH AGE 18+
11	U.S. VIRGIN ISLANDS	46.1%	31,000
12	BRITISH VIRGIN ISLANDS	44.8%	15,000
13	ICELAND	40.7%	128,000
14	LUXEMBOURG	39.8%	220,000
15	GIBRALTAR	39.7%	13,000
16	MALTA	38.3%	177,000
17	ARUBA	37.1%	32,000
18	IRELAND	36.5%	1,510,000
19	ISLE OF MAN	36.5%	25,000
20	KUWAIT	34.6%	1,369,000

SOURCES: X'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR X ACCOUNTS

X ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	ELON MUSK @ELONMUSK	225.1 M
02	BARACK OBAMA @BARACKOBAMA	130.6 M
03	CRISTIANO RONALDO @CRISTIANO	115.7 M
04	NARENDRA MODI @NARENDRAMODI	109.0 M
05	JUSTIN BIEBER @JUSTINBIEBER	108.9 M
06	DONALD TRUMP @REALDONALDTRUMP	108.7 M
07	RIHANNA @RIHANNA	107.6 M
08	KATY PERRY @KATYPERRY	104.4 M
09	TAYLOR SWIFT @TAYLORSWIFT13	93.7 M
10	NASA @NASA	87.8 M

#	ACCOUNT	FOLLOWERS
11	LADY GAGA @LADYGAGA	81.7 M
12	YOUTUBE @YOUTUBE	79.0 M
13	KIM KARDASHIAN @KIMKARDASHIAN	74.4 M
14	ELLEN DEGENERES @THEELLENSHOW	72.3 M
15	X @X	68.9 M
16	VIRAT KOHLI @IMVKOHLI	67.9 M
17	BILL GATES @BILLGATES	66.4 M
18	SELENA GOMEZ @SELENAGOMEZ	64.9 M
19	CNN BREAKING NEWS @CNNBRK	64.0 M
20	NEYMAR @NEYMARJR	63.9 M

#	ACCOUNT	FOLLOWERS
21	CNN @CNN	63.7 M
22	JUSTIN TIMBERLAKE @JTIMBERLAKE	59.2 M
23	ESPN @ESPN	59.1 M
24	PMO INDIA @PMOINDIA	59.0 M
25	THE NEW YORK TIMES @NYTIMES	55.1 M
26	UEFA CHAMPIONS LEAGUE @CHAMPIONSLEAGUE	54.0 M
27	BRITNEY SPEARS @BRITNEYSPEARS	53.3 M
28	REAL MADRID CF @REALMADRID	52.8 M
29	LEBRON JAMES @KINGJAMES	52.8 M
30	SHAKIRA @SHAKIRA	52.6 M

#	ACCOUNT	FOLLOWERS
31	BBC BREAKING NEWS @BBCBREAKING	51.8 M
32	DEMI LOVATO @DDLOVATO	51.3 M
33	FC BARCELONA @FCBARCELONA	50.2 M
34	AMITABH BACHCHAN @SRBACHCHAN	48.9 M
35	JIMMY FALLON @JIMMYFALLON	48.6 M
36	NBA @NBA	48.4 M
37	방탄소년단 @BTS_TWT	48.4 M
38	AKSHAY KUMAR @AKSHAYKUMAR	47.1 M
39	PREMIER LEAGUE @PREMIERLEAGUE	46.0 M
40	SALMAN KHAN @BEINGSALMANKHAN	45.8 M

SOURCE: KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON X. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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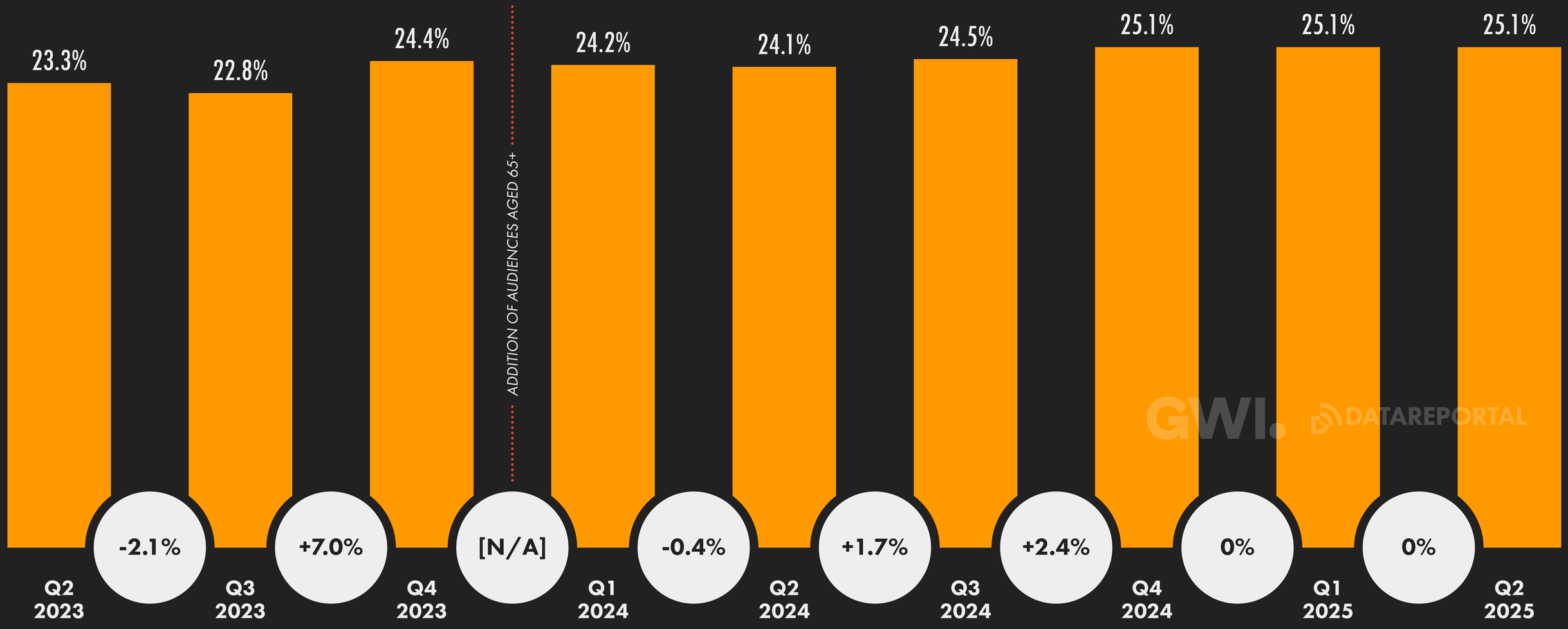
PINTEREST

OCT 2025

PINTEREST USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED PINTEREST AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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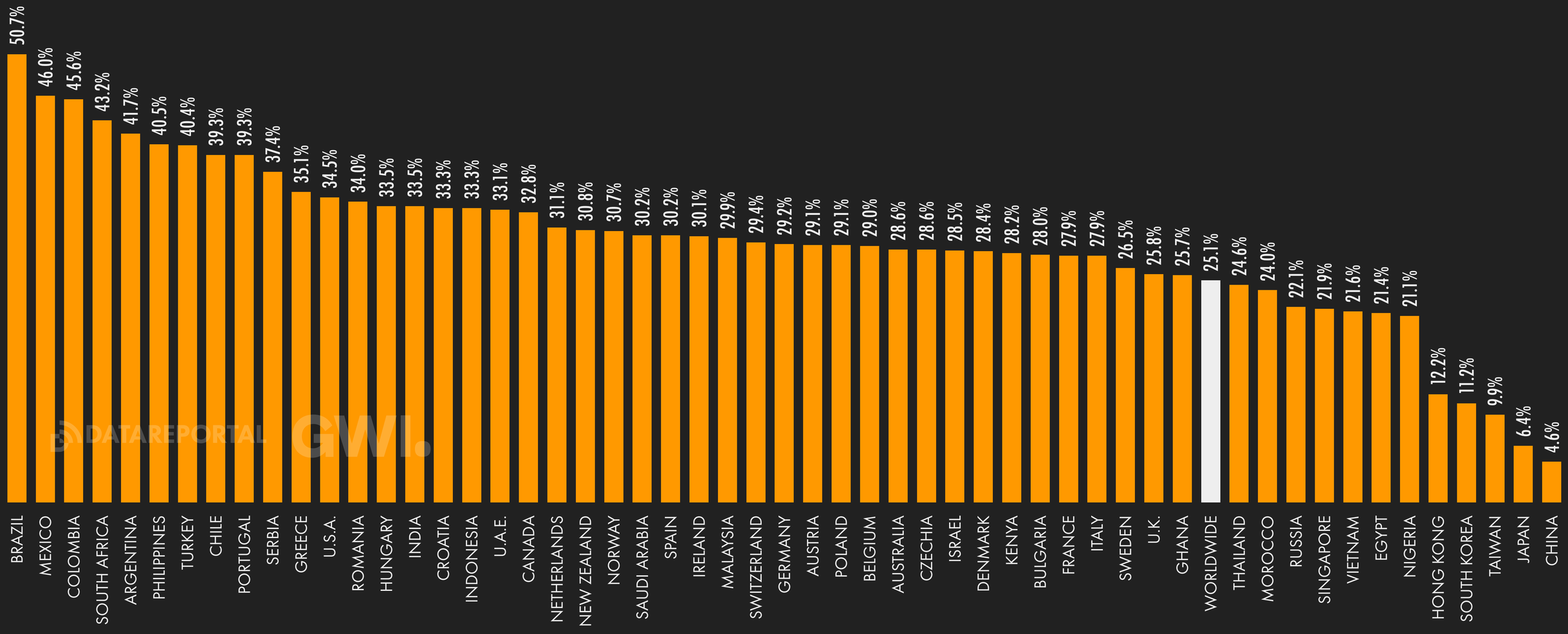
PINTEREST USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED PINTEREST AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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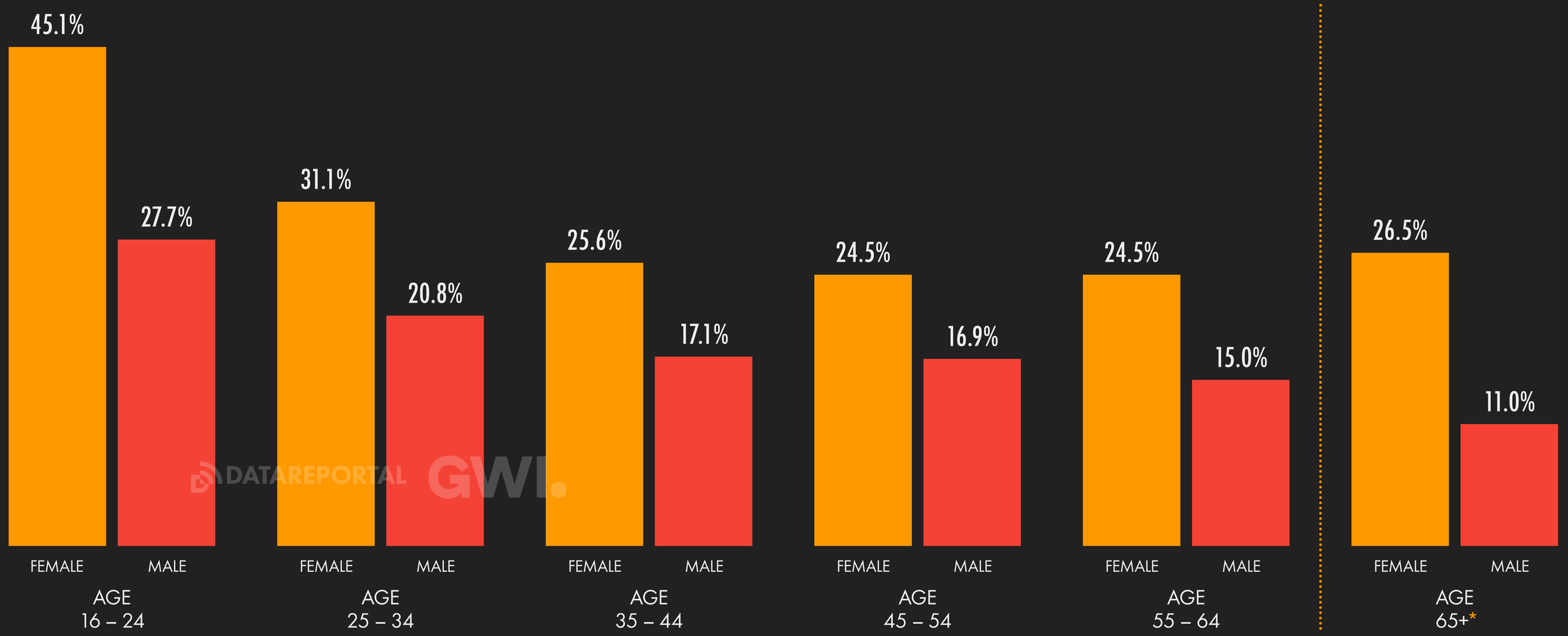
PINTEREST USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED PINTEREST AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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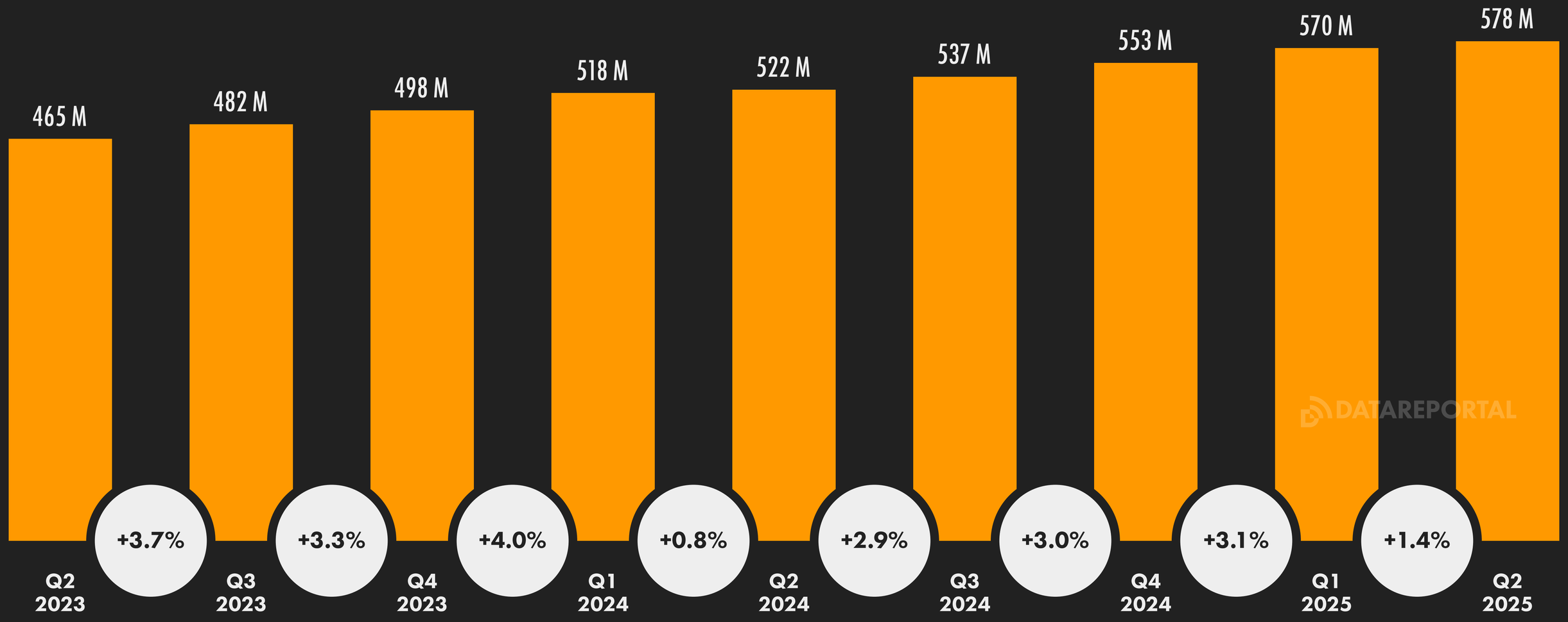
PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: PINTEREST COMPANY ANNOUNCEMENTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** PINTEREST'S EARNINGS ANNOUNCEMENTS REPORT TOTAL MONTHLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES ONLY PUBLISH DATA FOR A SELECTION OF COUNTRIES AND TERRITORIES.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

351.4

MILLION

PINTEREST AD REACH vs. TOTAL POPULATION

4.3%

PINTEREST AD REACH vs. TOTAL INTERNET USERS

5.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH

+0.6%

+2 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH

+3.8%

+13 MILLION

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

70.0%

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

22.8%

ADOPTION: OVERALL PINTEREST AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

5.2%

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

7.3%

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

2.4%

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

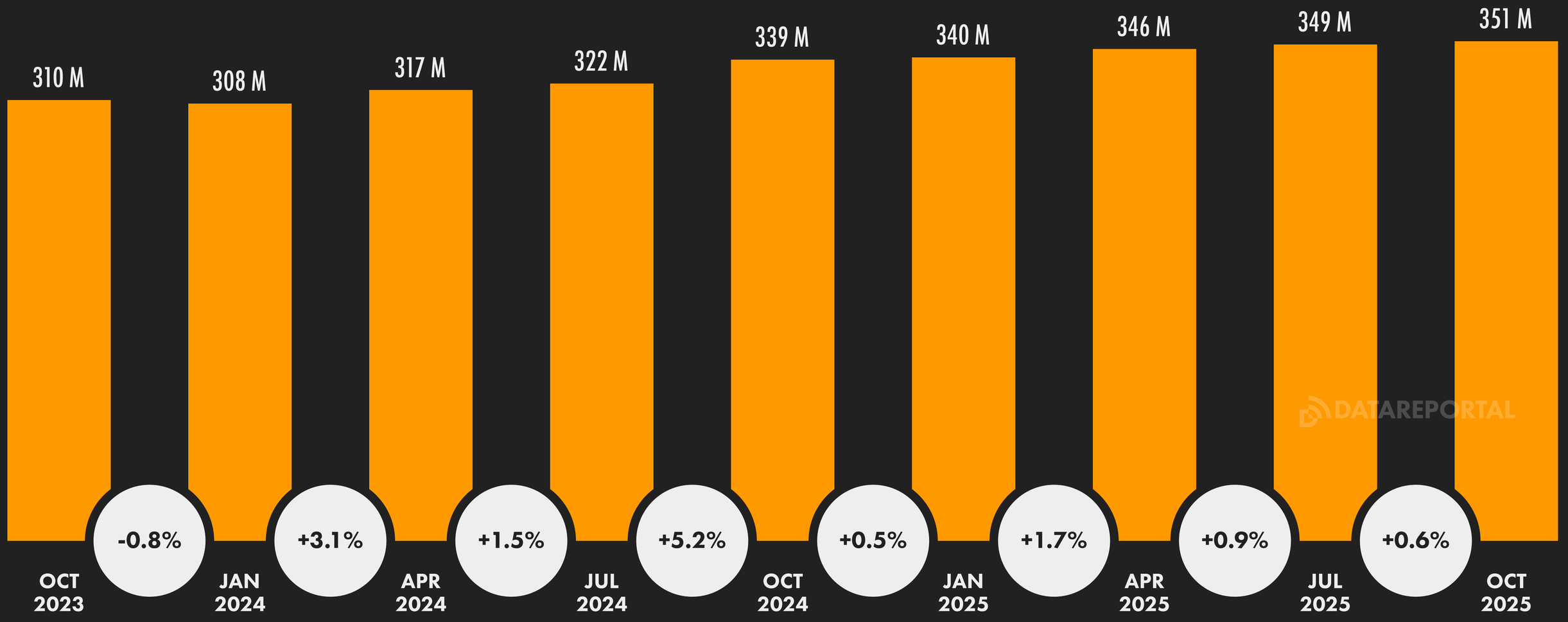
OCT 2025

PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

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

GLOBAL OVERVIEW



SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

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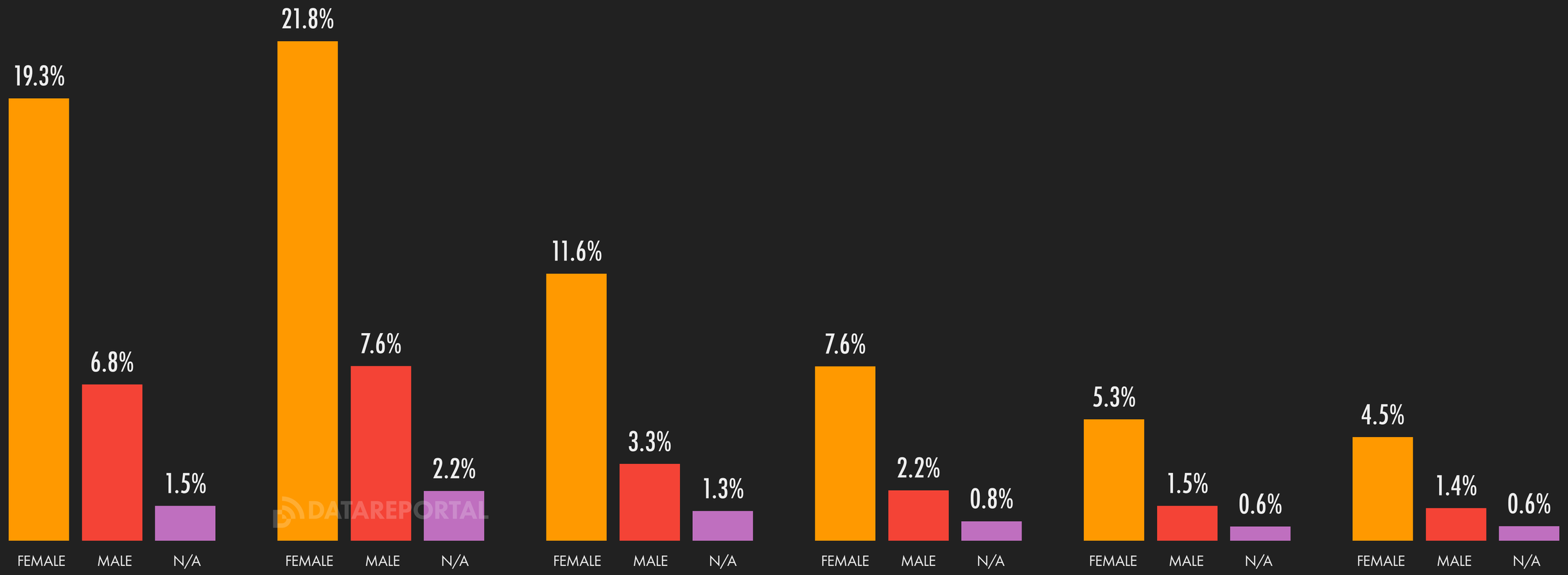
PINTEREST: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "N/A" REPRESENT SHARE OF USERS OF "UNSPECIFIED" GENDER, AS REPORTED IN PINTEREST'S TOOLS. GENDER VALUES REPORTED IN PINTEREST'S TOOLS DO NOT SUM TO THE TOTAL REPORTED REACH FIGURE, SO VALUES MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. BASE REVISIONS. SEE NOTES ON DATA.

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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	96,900,000	-0.4%
02	BRAZIL	42,220,000	+1.2%
03	MEXICO	28,520,000	+2.9%
04	GERMANY	22,720,000	-2.1%
05	FRANCE	18,320,000	-0.2%
06	UNITED KINGDOM	15,520,000	-0.3%
07	ARGENTINA	11,920,000	+4.0%
08	CANADA	11,120,000	+1.9%
09	COLOMBIA	10,945,000	+3.9%
10	ITALY	10,870,000	+3.4%

#	LOCATION	TOTAL REACH	▲QOQ
11	NETHERLANDS	10,455,000	+18.0%
12	SPAIN	10,310,000	+4.4%
13	JAPAN	9,185,000	-0.7%
14	POLAND	7,355,000	+6.2%
15	AUSTRALIA	5,680,000	+6.7%
16	CHILE	5,360,000	+1.1%
17	ROMANIA	3,480,000	+23.6%
18	CZECHIA	3,150,000	-37.6%
19	BELGIUM	3,070,000	-2.5%
20	PORTUGAL	2,705,000	-3.0%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2025

PINTEREST ELIGIBLE AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	NETHERLANDS	65.3%	10,455,000
02	FINLAND	36.8%	1,820,000
03	MALTA	36.0%	175,000
04	CZECHIA	34.2%	3,150,000
05	LUXEMBOURG	33.9%	200,000
06	CYPRUS	33.0%	390,000
07	UNITED STATES OF AMERICA	32.6%	96,900,000
08	FRANCE	31.9%	18,320,000
09	CANADA	31.7%	11,120,000
10	GUAM	31.7%	42,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	ARGENTINA	31.6%	11,920,000
12	CHILE	31.4%	5,360,000
13	NORWAY	31.1%	1,515,000
14	GERMANY	30.8%	22,720,000
15	PUERTO RICO	30.7%	900,000
16	SWITZERLAND	30.4%	2,375,000
17	BELGIUM	30.1%	3,070,000
18	AUSTRIA	29.9%	2,390,000
19	U.S. VIRGIN ISLANDS	29.8%	22,000
20	PORTUGAL	29.1%	2,705,000

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH vs. POP. 13+" COLUMN COMPARE TOTAL REACH WITH THE OVERALL POPULATION AGED 13+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR PINTEREST ACCOUNTS

PINTEREST ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	WATTPAD @WATTPAD	32.2 M
02	JOY CHOO @OHJOY	15.1 M
03	ETSY @ETSY	11.1 M
04	POPPYTALK @POPPYTALK	10.4 M
05	TASTY @BUZZFEEDTASTY	10.3 M
06	MARYANN RIZZO @MARYANNRIZZO	9.0 M
07	BEHANCE @BEHANCE	8.9 M
08	MAMAS UNCUT @MAMASUNCUTMAIN	8.5 M
09	SHEIN @SHEINOFFICIAL	8.1 M
10	CATHIE HONG INTERIORS @CATHIEHONGINTERIORS	7.9 M

#	ACCOUNT	FOLLOWERS
11	JANE WANG @JANEW	7.7 M
12	ERICA CHAN COFFMAN @HONESTLYWTF	7.1 M
13	BONNIE TSANG @BONNIETSANG	7.0 M
14	EVELYN PAGE @EVECPAGE	6.7 M
15	PEJPER @PEJPER	6.7 M
16	DELISH @DELISH	6.5 M
17	STYLE ME PRETTY @STYLEMEPRETTY	6.4 M
18	HARPER'S BAZAAR @HARPERSBAZAAR	6.4 M
19	TREY RATCLIFF @TREYRATCLIFF	6.3 M
20	PINTEREST @PINTEREST	6.3 M

#	ACCOUNT	FOLLOWERS
21	HGTV @HGTV	5.6 M
22	NORDSTROM @NORDSTROM	5.5 M
23	VEANAD @VEANAD	5.1 M
24	POPSUGAR @POPSUGAR	5.1 M
25	FREEPIK @FREEPIK	5.0 M
26	L.L.BEAN @LLBEAN	5.0 M
27	CHRISTINE MARTINEZ LOYA @CHRISEM	5.0 M
28	WEDDING CHICKS @WEDDINGCHICKS	4.9 M
29	STEPHANIE B @STEPHANIEANNAGAIN	4.9 M
30	TARGET @TARGET	4.8 M

#	ACCOUNT	FOLLOWERS
31	RACHEL TURNBULL @RAYT	4.6 M
32	AMANDA LIVESAY @FAKEGINGER	4.6 M
33	KATHY'S LITTLETHINGS @KATIEINTN	4.5 M
34	LAUREN ZWANZIGER @LAURENZWANZIGER	4.3 M
35	APRIL AND MAY @APRILANDMAY	4.3 M
36	REDBUBBLE @REDBUBBLE	4.2 M
37	BETTER HOMES & GARDENS @BHG	4.1 M
38	ALIEXPRESS @ALIEXPRESS	4.0 M
39	ARTSTATION @ARTSTATION_HQ	3.9 M
40	LOWE'S @LOWES	3.8 M

SOURCE: NOTCOMMON; KEPIOS ANALYSIS, BASED ON DATA PUBLISHED ON PINTEREST. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ROUNDED AT SOURCE. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES CORRECT AT TIME OF REPORT PRODUCTION.

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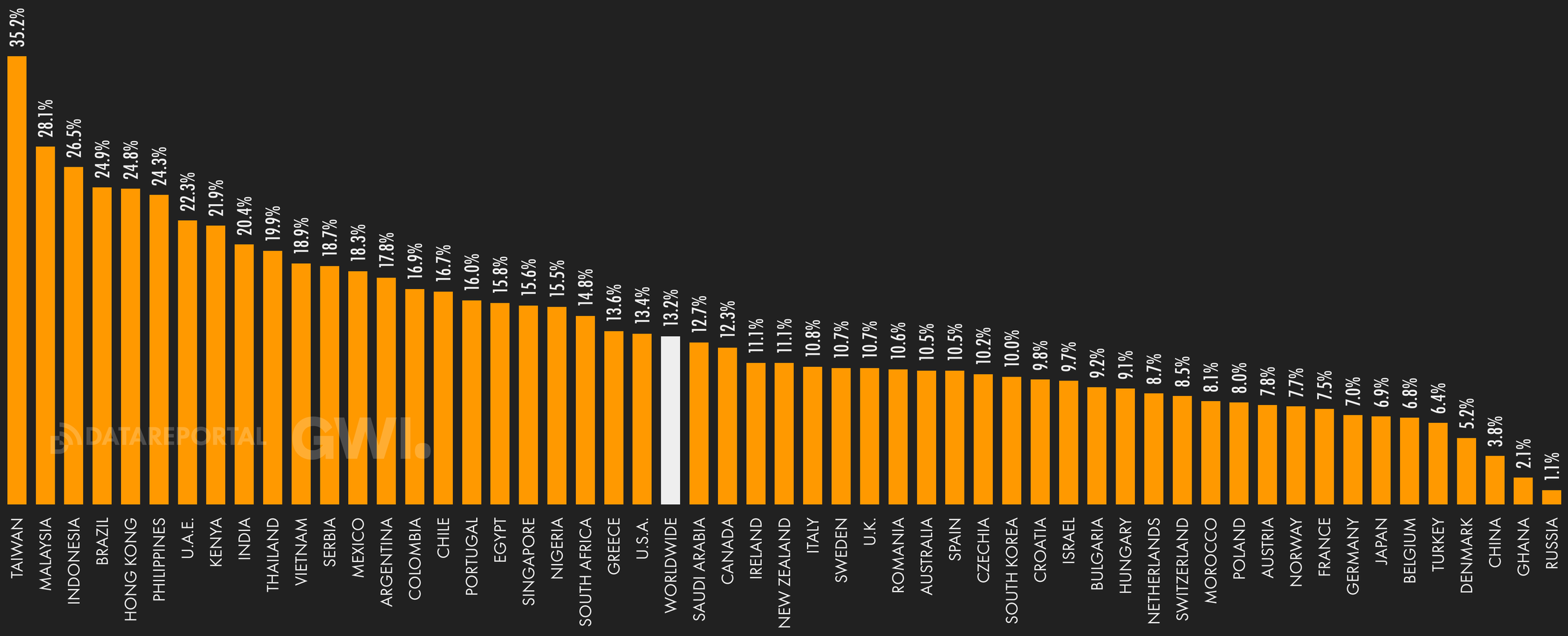
THREADS

OCT 2025

THREADS USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED THREADS AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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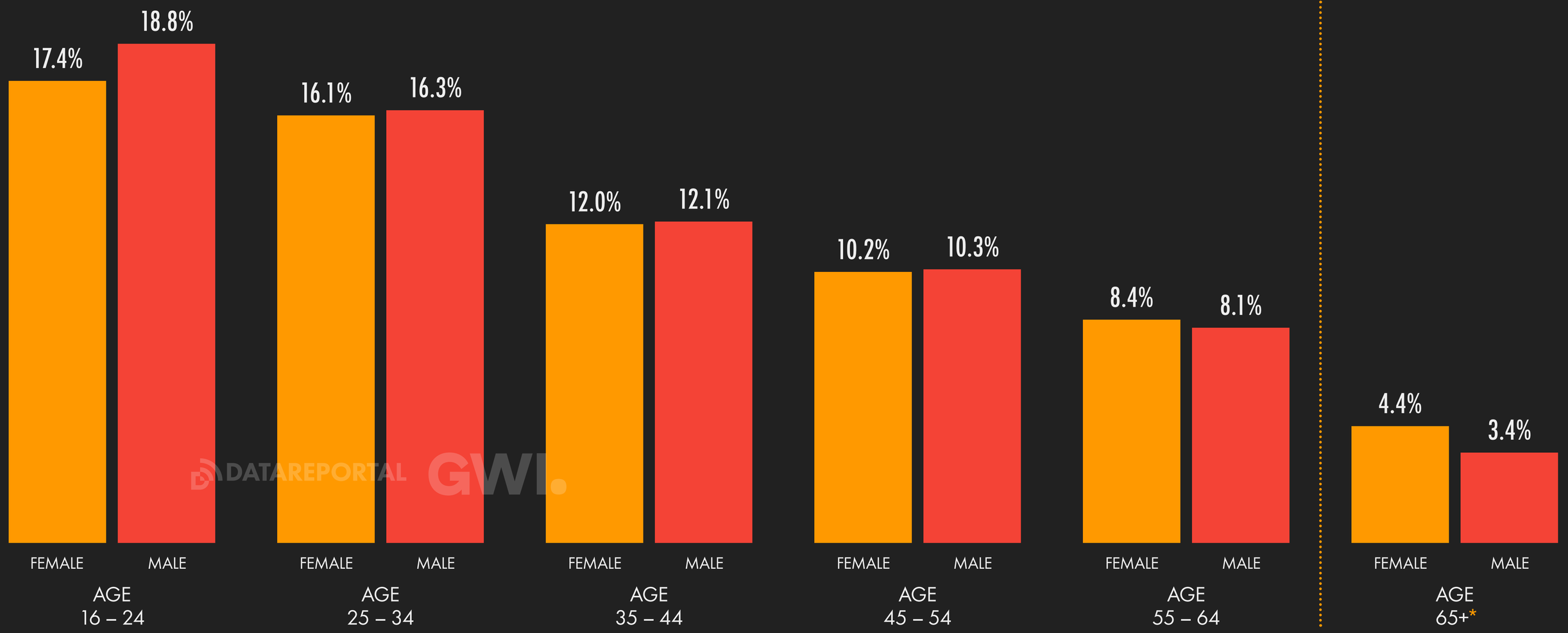
OCT 2025

THREADS USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED THREADS AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2025

THREADS: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON THREADS

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON THREADS

141.8 MILLION

KEPIOS

THREADS AD REACH vs. TOTAL POPULATION

1.7%

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THREADS AD REACH vs. TOTAL INTERNET USERS

2.4%

Meltwater

QUARTER-ON-QUARTER CHANGE IN REPORTED THREADS AD REACH

[N/A]

[NEW DATASET]

YEAR-ON-YEAR CHANGE IN REPORTED THREADS AD REACH

[N/A]

[NEW DATASET]

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

43.1%

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

56.6%

Meltwater

ADOPTION: OVERALL THREADS AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

2.4%

KEPIOS

ADOPTION: FEMALE THREADS AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

2.1%

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

2.8%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

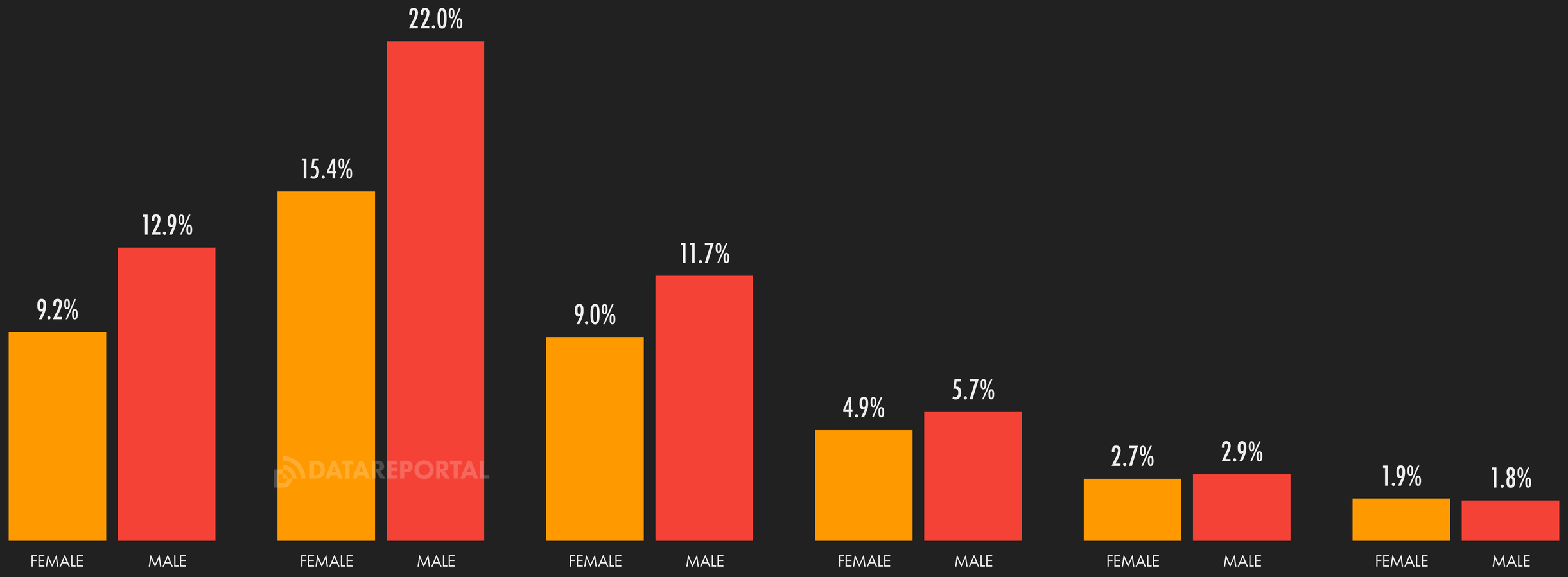
OCT 2025

THREADS: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2025

THREADS AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST THREADS ADVERTISING AUDIENCES

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

GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	26,550,000	[N/A]
02	UNITED STATES OF AMERICA	24,600,000	[N/A]
03	JAPAN	12,950,000	[N/A]
04	INDONESIA	8,150,000	[N/A]
05	MEXICO	7,400,000	[N/A]
06	TAIWAN	6,650,000	[N/A]
07	PHILIPPINES	4,800,000	[N/A]
08	VIETNAM	4,650,000	[N/A]
09	SOUTH KOREA	4,400,000	[N/A]
10	MALAYSIA	3,600,000	[N/A]
11	ARGENTINA	3,350,000	[N/A]

#	LOCATION	TOTAL REACH	▲QOQ
12	EGYPT	3,150,000	[N/A]
13	COLOMBIA	2,700,000	[N/A]
14	CANADA	2,300,000	[N/A]
15=	KAZAKHSTAN	1,850,000	[N/A]
15=	PAKISTAN	1,850,000	[N/A]
17	UKRAINE	1,750,000	[N/A]
18=	CHILE	1,600,000	[N/A]
18=	IRAQ	1,600,000	[N/A]
20=	HONG KONG	1,550,000	[N/A]
20=	SAUDI ARABIA	1,550,000	[N/A]
22	AUSTRALIA	1,350,000	[N/A]

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH, BUT THIS IS A NEW DATASET, SO QOQ CHANGE FIGURES ARE CURRENTLY UNAVAILABLE. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2025

THREADS ADULT AD REACH RATE RANKING

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

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

GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	TAIWAN	31.9%	6,650,000
02	HONG KONG	22.9%	1,550,000
03	MONGOLIA	15.6%	400,000
04	MALAYSIA	12.2%	3,600,000
05	KAZAKHSTAN	11.9%	1,850,000
06	JAPAN	11.6%	12,950,000
07	KYRGYZSTAN	10.2%	538,000
08	CHILE	9.4%	1,600,000
09	SOUTH KOREA	9.3%	4,400,000
10	UNITED ARAB EMIRATES	9.1%	893,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	ARGENTINA	8.9%	3,350,000
12	SINGAPORE	8.8%	464,000
13	UNITED STATES OF AMERICA	8.3%	24,600,000
14	SERBIA	8.2%	479,000
15	MEXICO	7.1%	7,400,000
16	BELARUS	6.9%	533,000
17	CANADA	6.6%	2,300,000
18	JORDAN	6.5%	552,000
19	DOMINICAN REPUBLIC	6.5%	577,000
20	COLOMBIA	6.1%	2,700,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; KEPIOS ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OTHER SOCIAL PLATFORMS

OCT 2025

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

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

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

1.41

BILLION

WECHAT AND WEIXIN USERS vs. TOTAL POPULATION

17.1%

QUARTER-ON-QUARTER CHANGE IN WECHAT AND WEIXIN USERS

+0.6%

+9.0 MILLION

YEAR-ON-YEAR CHANGE IN WECHAT AND WEIXIN USERS

+2.9%

+40 MILLION

WECHAT AND WEIXIN USERS vs. TOTAL INTERNET USERS

23.4%

WECHAT AND WEIXIN USERS vs. POPULATION AGED 13+

21.7%

FEMALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS

47.6%

MALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS

52.4%

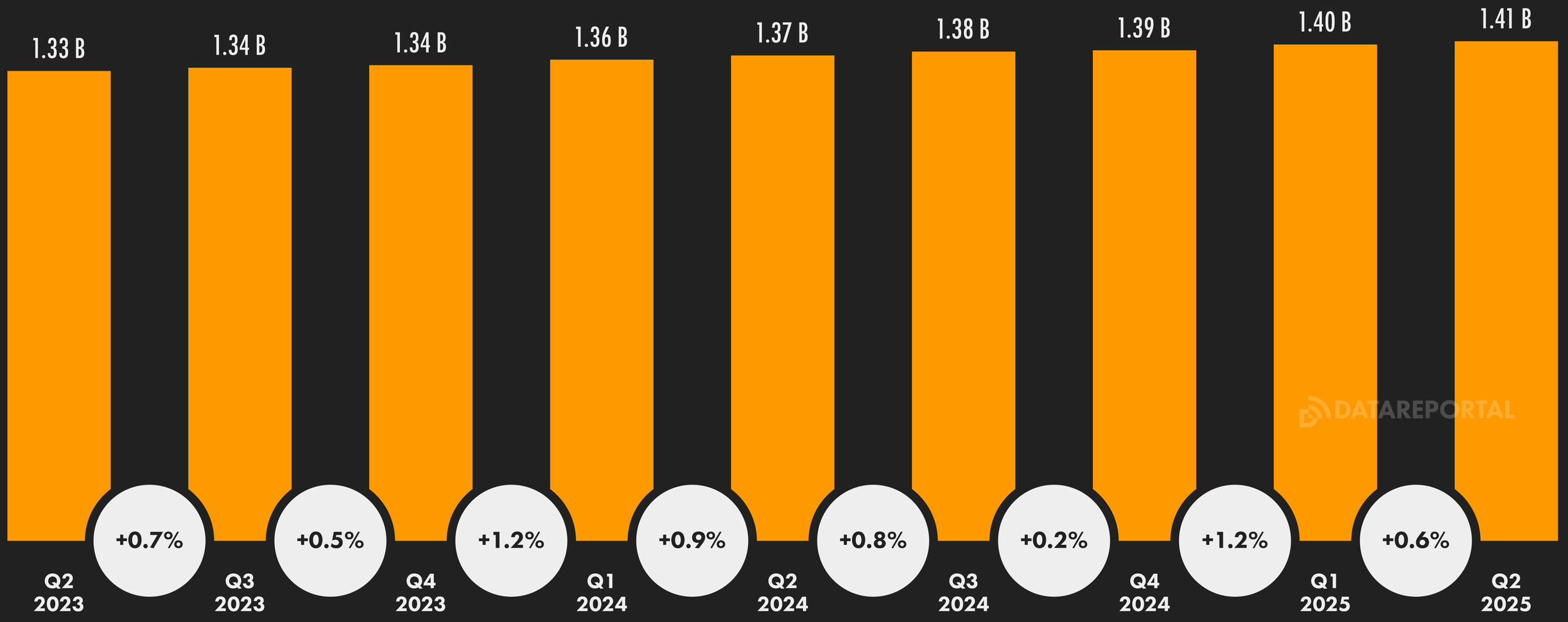
SOURCES: TENCENT EARNINGS REPORTS; KEPIOS ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

OCT 2025

WECHAT MONTHLY ACTIVE USERS

COMBINED WECHAT AND WEIXIN MONTHLY ACTIVE USERS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TENCENT EARNINGS REPORTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

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

GLOBAL OVERVIEW

DAILY ACTIVE DOUYIN USERS

727.8 MILLION

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DAILY ACTIVE DOUYIN USERS vs. TOTAL POPULATION

8.8%

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FEMALE USERS AS A PERCENTAGE OF TOTAL USERS

48.1%

GWI.

MALE USERS AS A PERCENTAGE OF TOTAL USERS

51.9%

SOURCES: IIMEDIA; COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTES:** BOTH DOUYIN AND TIKTOK ARE OWNED BY BYTEDANCE, AND THERE ARE MANY SIMILARITIES BETWEEN THE TWO PLATFORMS, BUT THE COMPANY OPERATES THEM AS SEPARATE ENTITIES, AND REPORTS DISTINCT USER FIGURES FOR EACH PLATFORM. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

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

GLOBAL OVERVIEW

MONTHLY ACTIVE KUAISHOU USERS

714.8
MILLION

MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL POPULATION

8.7%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE KUAISHOU USERS

+0.4%
+3 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE KUAISHOU USERS

+3.3%
+23 MILLION

MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL INTERNET USERS

11.8%

MONTHLY ACTIVE KUAISHOU USERS vs. POPULATION AGED 13+

11.0%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE KUAISHOU USERS

49.0%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE KUAISHOU USERS

51.0%

SOURCES: COMPANY ANNOUNCEMENTS; KEPIOS ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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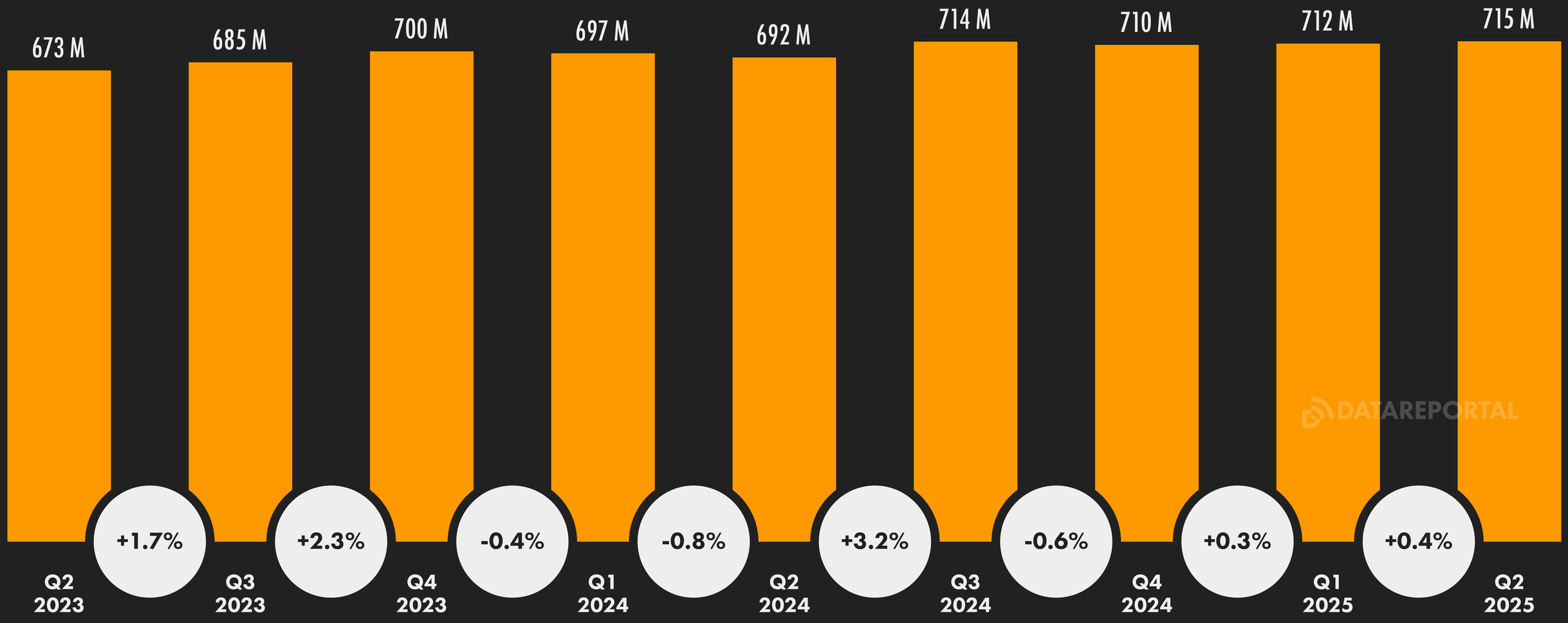
KUAISHOU MONTHLY ACTIVE USERS

KUAISHOU MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KUAISHOU EARNINGS REPORTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR WEIBO USE

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

GLOBAL OVERVIEW

MONTHLY ACTIVE WEIBO USERS

588.0 MILLION

MONTHLY ACTIVE WEIBO USERS vs. TOTAL POPULATION

7.1%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE WEIBO USERS

-0.5%

-3 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE WEIBO USERS

+0.9%

+5 MILLION

MONTHLY ACTIVE WEIBO USERS vs. TOTAL INTERNET USERS

9.7%

MONTHLY ACTIVE WEIBO USERS vs. POPULATION AGED 14+

9.2%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS

53.5%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS

46.5%

SOURCES: WEIBO CORPORATION EARNINGS REPORTS; KEPIOS ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

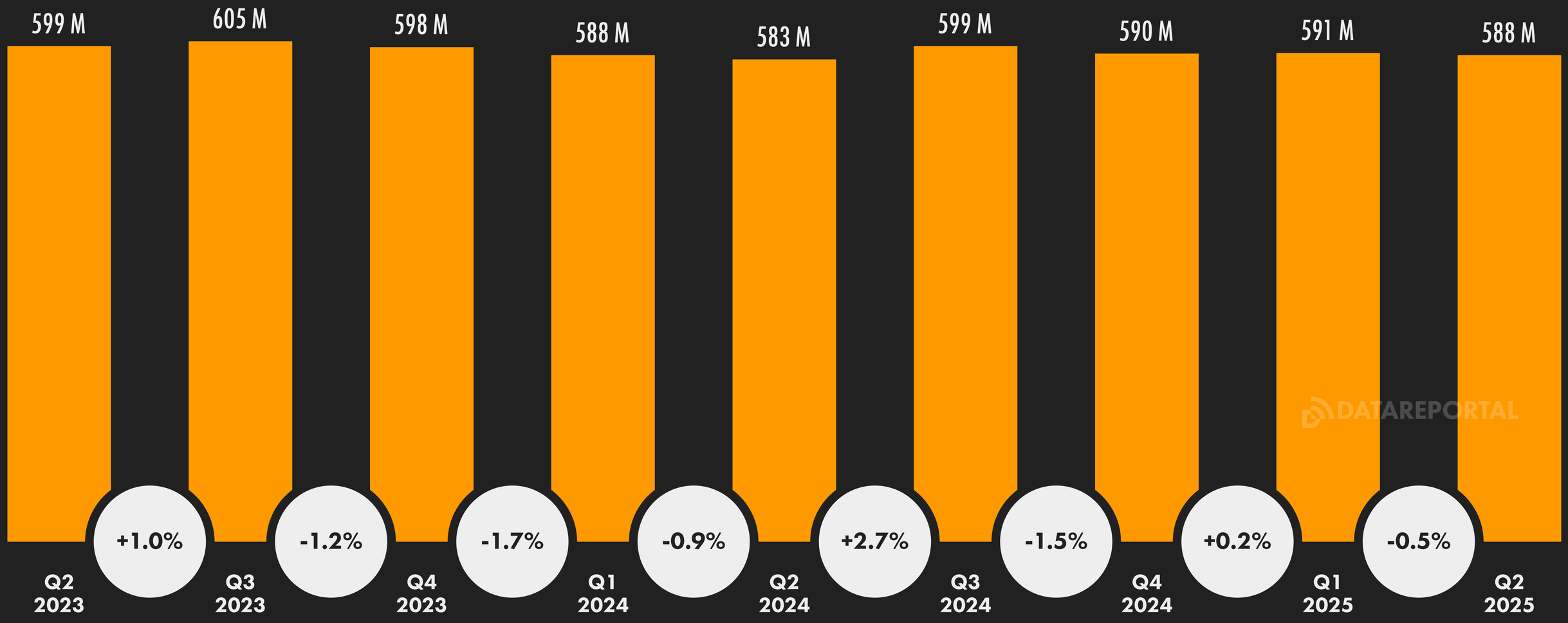
OCT 2025

WEIBO MONTHLY ACTIVE USERS

WEIBO MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: WEIBO CORPORATION EARNINGS REPORTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

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

GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE QQ USERS ACCESSING VIA SMART DEVICES

532.0

MILLION

GLOBAL MONTHLY ACTIVE QQ USERS vs. TOTAL POPULATION

6.4%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE QQ USERS

-0.4%

-2 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE QQ USERS

-6.8%

-39 MILLION

MONTHLY ACTIVE QQ USERS vs. TOTAL INTERNET USERS

8.8%

MONTHLY ACTIVE QQ USERS vs. POPULATION AGED 13+

8.2%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS

48.9%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS

51.1%

SOURCES: TENCENT EARNINGS REPORTS; KEPIOS ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTES:** DATA IS ONLY AVAILABLE FOR "SMART DEVICE" USE; TOTAL ACTIVE USER BASE MAY BE HIGHER. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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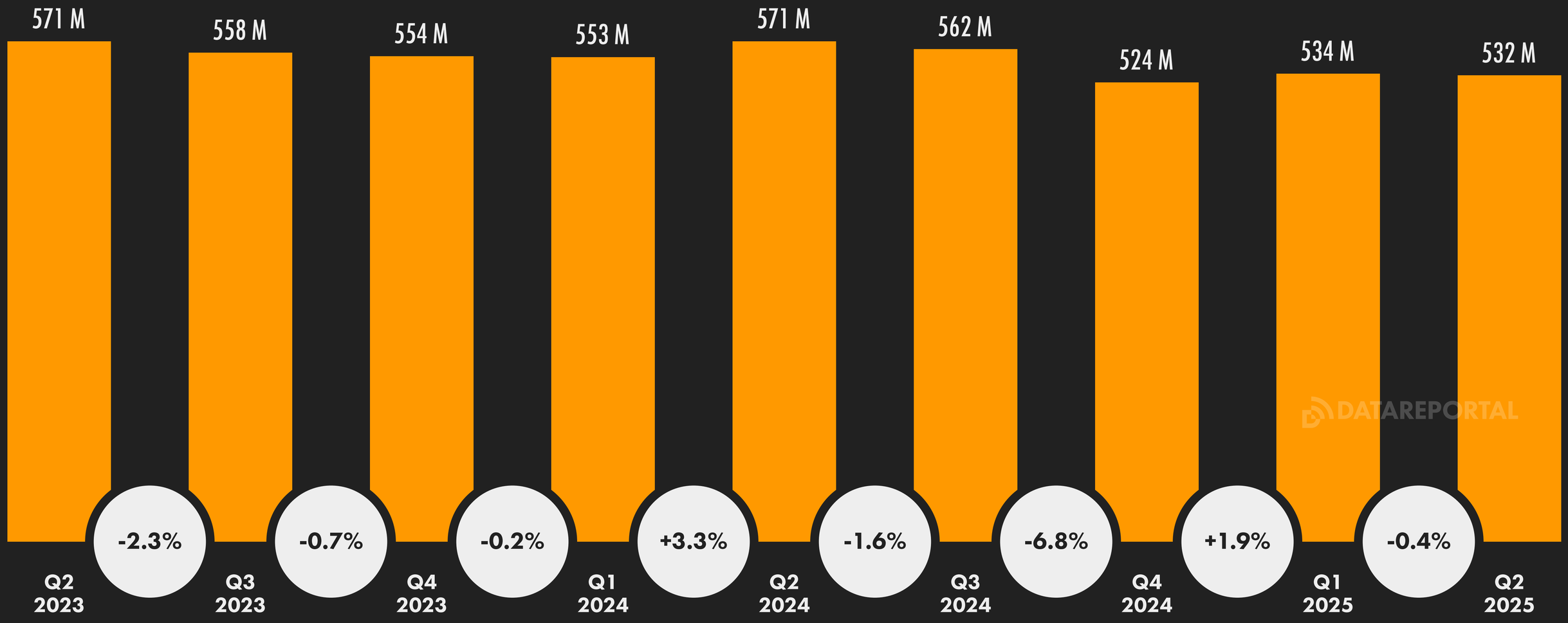
QQ MONTHLY ACTIVE USERS

QQ MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TENCENT EARNINGS REPORTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

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

GLOBAL OVERVIEW

MONTHLY ACTIVE QUORA USERS

400 MILLION

MONTHLY ACTIVE QUORA USERS vs. TOTAL POPULATION

Meltwater

4.8%

MONTHLY ACTIVE QUORA USERS vs. POPULATION AGED 13+

6.1%

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS

KEPIOS

42.4%

MALE USERS AS A PERCENTAGE OF TOTAL USERS

GWI.

57.4%

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%. **COMPARABILITY:** QUORA HAS NOT PUBLISHED ANY UPDATES TO ITS MONTHLY ACTIVE USER FIGURE IN THE PAST 12 MONTHS, SO FIGURES SHOWN HERE MAY BE LESS REPRESENTATIVE OF CURRENT AUDIENCES COMPARED WITH FIGURES FOR OTHER PLATFORMS FEATURED IN THIS REPORT.

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DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

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

GLOBAL OVERVIEW

MONTHLY ACTIVE DISCORD USERS	MONTHLY ACTIVE DISCORD USERS vs. TOTAL POPULATION	MONTHLY ACTIVE DISCORD USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
KEPIOS	we are social	we are social	Meltwater	GWI.
200 MILLION	**2.4%**	**3.1%**	**32.2%**	**67.2%**

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2025). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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LARGEST DISCORD SERVERS

DISCORD SERVERS WITH THE GREATEST NUMBER OF MEMBERS

GLOBAL OVERVIEW

#	SERVER	MEMBERS
01	MIDJOURNEY	20.6 M
02	VIGGLE	4.26 M
03	MARVEL RIVALS	4.18 M
04	BLOX FRUITS	2.27 M
05	GENSHIN IMPACT OFFICIAL	2.12 M
06	LIMEWIRE	2.11 M
07	LEONARDO.AI	1.70 M
08	ALL STAR	1.67 M
09	ROBLOX	1.62 M
10	VALORANT	1.60 M

#	SERVER	MEMBERS
11	WHITEOUT SURVIVAL	1.48 M
12	GROW A GARDEN TRADING | STOCKS...	1.44 M
13	HONKAI: STAR RAIL OFFICIAL	1.44 M
14	GROW A GARDEN TRADING & SEED STOCKS...	1.44 M
15	GEOMETRY DASH	1.30 M
16	OFFICIAL FORTNITE	1.28 M
17	VOLLEYBALL LEGENDS	1.17 M
18	HELLDIVERS™ OFFICIAL DISCORD	1.10 M
19	NO HESI	1.09 M
20	TABI	1.09 M

#	SERVER	MEMBERS
21	MIKA PARADISE...	1.07 M
22	ANIME VANGUARDS	1.07 M
23	KING LEGACY	1.06 M
24	VALORANT LFG	1.00 M
25	RELL GAMES	990 K
26	MONOPOLY GO!	981 K
27	LOFI GIRL	966 K
28	FUSIONIST	964 K
29	BELUGANG	949 K
30	WUTHERING WAVES OFFICIAL	932 K

#	SERVER	MEMBERS
31	SUI	927 K
32	SOCIALIZE | ACTIVE VC SERVER • HANGOUT...	892 K
33	STUDY TOGETHER	868 K
34	GROW A GARDEN | TRADING, STOCKS, EGGS...	863 K
35	AOT REVOLUTION	854 K
36	ARENA BREAKOUT	846 K
37	RAINBOW 6	846 K
38	ONCE HUMAN	845 K
39	FISCH	843 K
40	ENGLISH	838 K

SOURCE: DISCORD. **NOTES:** RANKING POSITION AND MEMBER COUNTS AS PUBLISHED BY DISCORD. SERVER NAMES ENDING IN "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "MEMBERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FOLLOWER COUNTS ROUNDED AT SOURCE.

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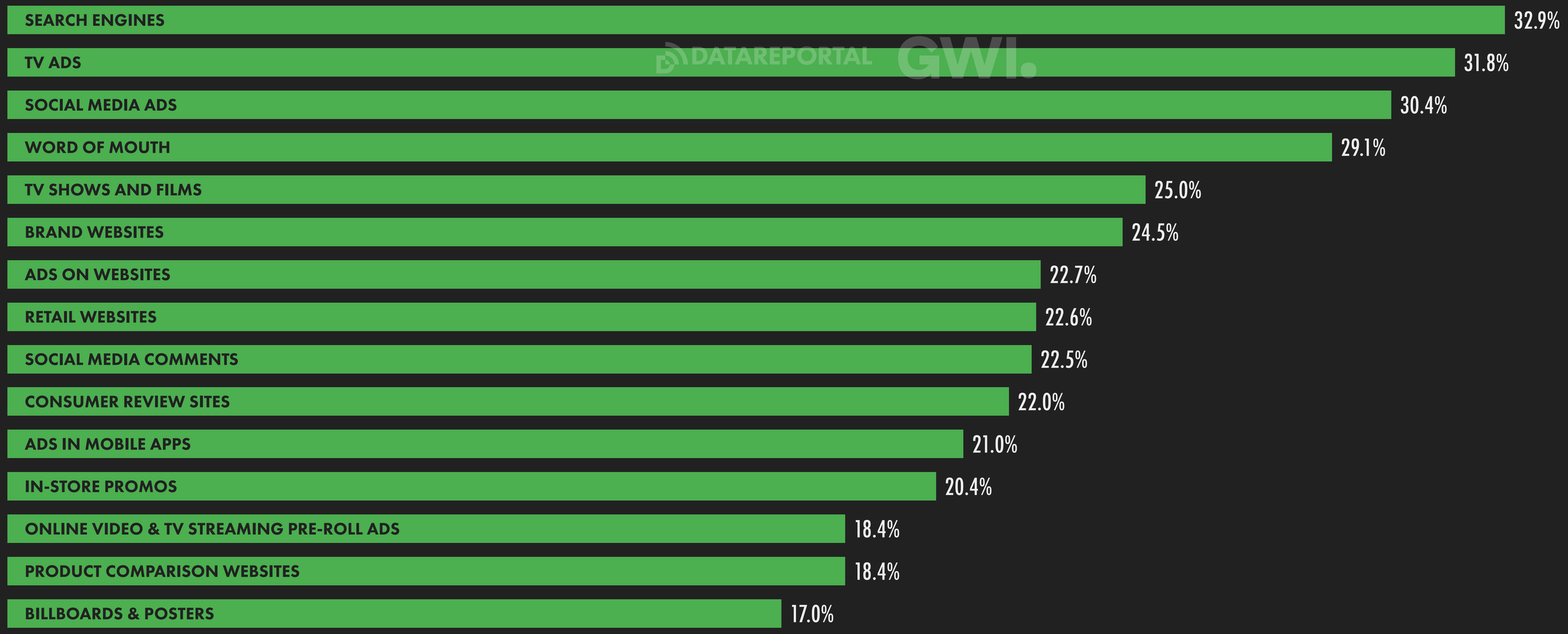
DIGITAL MARKETING

OCT 2025

SOURCES OF BRAND DISCOVERY

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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SOURCES OF BRAND DISCOVERY

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL MEDIA ADS	34.2%	SOCIAL MEDIA ADS	32.1%	SEARCH ENGINES	32.7%	SEARCH ENGINES	35.9%	SEARCH ENGINES	37.7%	TV ADS	47.9%
SEARCH ENGINES	28.9%	SEARCH ENGINES	31.4%	SOCIAL MEDIA ADS	31.3%	TV ADS	34.3%	TV ADS	37.3%	WORD OF MOUTH	41.7%
TV ADS	28.2%	TV ADS	28.5%	TV ADS	30.6%	WORD OF MOUTH	31.6%	WORD OF MOUTH	34.1%	SEARCH ENGINES	38.1%
WORD OF MOUTH	26.0%	WORD OF MOUTH	26.2%	WORD OF MOUTH	28.1%	SOCIAL MEDIA ADS	29.4%	SOCIAL MEDIA ADS	26.0%	RETAIL WEBSITES	28.3%
TV SHOWS AND FILMS	24.9%	TV SHOWS AND FILMS	25.2%	BRAND WEBSITES	25.7%	BRAND WEBSITES	25.5%	TV SHOWS AND FILMS	25.3%	IN-STORE PROMOS	25.6%
SOCIAL MEDIA COMMENTS	23.9%	SOCIAL MEDIA COMMENTS	24.8%	SOCIAL MEDIA COMMENTS	24.3%	TV SHOWS AND FILMS	25.4%	BRAND WEBSITES	25.0%	TV SHOWS AND FILMS	25.5%
ADS IN MOBILE APPS	23.7%	BRAND WEBSITES	24.5%	TV SHOWS AND FILMS	24.3%	ADS ON WEBSITES	23.5%	RETAIL WEBSITES	23.9%	PRINT PRESS ADS	23.3%
ADS ON WEBSITES	23.0%	ADS ON WEBSITES	22.7%	CONSUMER REVIEW SITES	23.3%	CONSUMER REVIEW SITES	23.2%	CONSUMER REVIEW SITES	23.7%	EMAILS OR PHYSICAL MAIL	22.7%
BRAND WEBSITES	22.7%	ADS IN MOBILE APPS	22.6%	RETAIL WEBSITES	23.3%	RETAIL WEBSITES	23.2%	IN-STORE PROMOS	22.6%	BRAND WEBSITES	22.0%
RETAIL WEBSITES	20.7%	CONSUMER REVIEW SITES	22.1%	ADS ON WEBSITES	23.2%	SOCIAL MEDIA COMMENTS	22.2%	ADS ON WEBSITES	22.2%	PRODUCT BROCHURES	20.9%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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BRANDS ARE WON OR LOST ON SOCIAL

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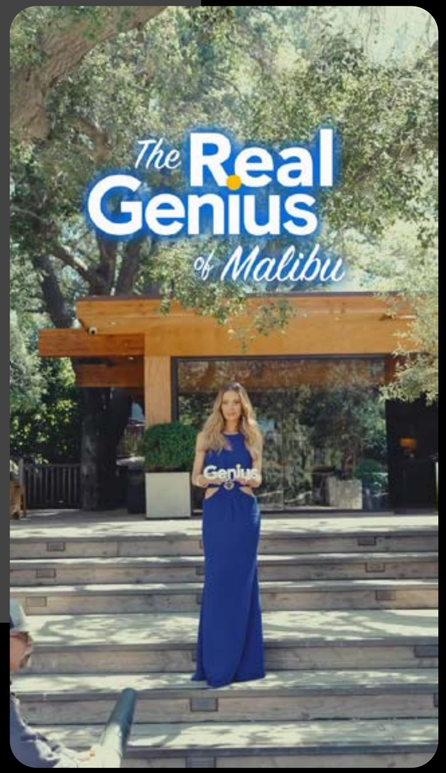
talktous@wearesocial.net



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3 Best Practices for AI Prompts

from the 80+ AI Prompts for Social Media guide

01 Train AI on your tone of voice

Help AI understand your brand identity better with instructions like:

> *"After this prompt, I will paste writing examples for you to analyze and emulate. When I'm done, summarize the style and tone of voice in a few sentences before I ask you to start writing for me."*

02 Be specific

Save time (and headaches) with prompts that include important details that will lead to stronger outputs. For example:

> *"We are a home appliance installation and repair company serving middle-income families in an area that gets colder temperatures each year. Create a 4-week content calendar plan for LinkedIn and Instagram Stories that focuses on preparing your home for winter in a light-hearted but engaging way."*

03 Outline your objectives

Make the goals of your prompt clear by adding details about the outcome you want. Try something like:

> *"Provide 10 ideas for LinkedIn posts about brand management that will make readers want to download an ebook on the topic. Each post should contain a strong, engaging CTA that drives readers to a dedicated landing page."*

Discover more best practices and sample prompts in this guide.

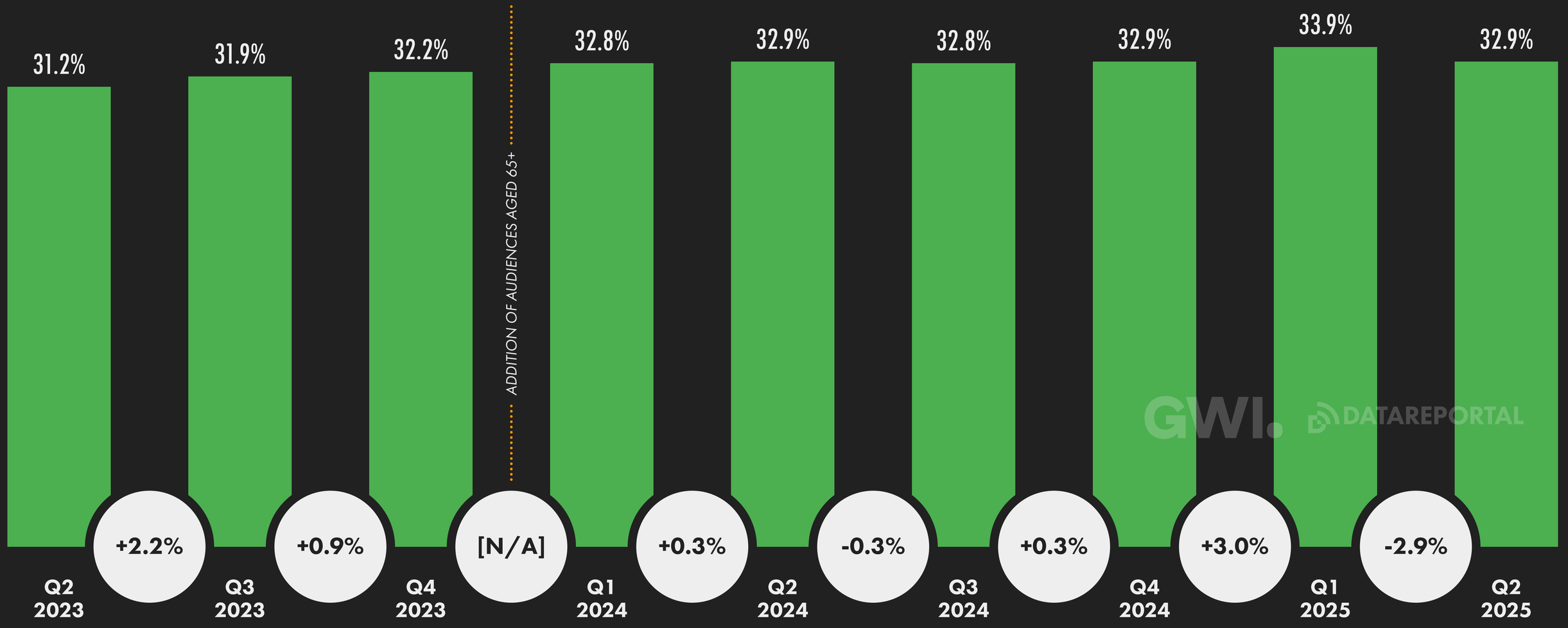
Download

OCT 2025

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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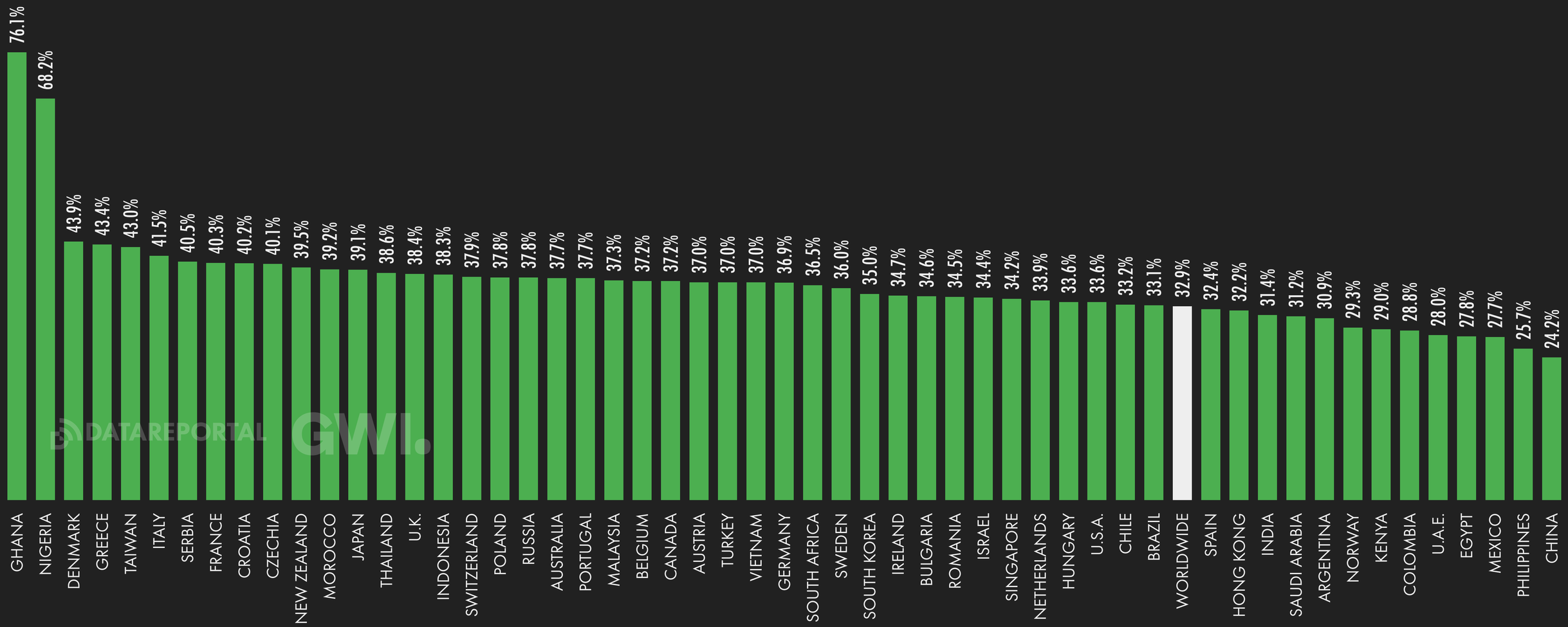
OCT 2025

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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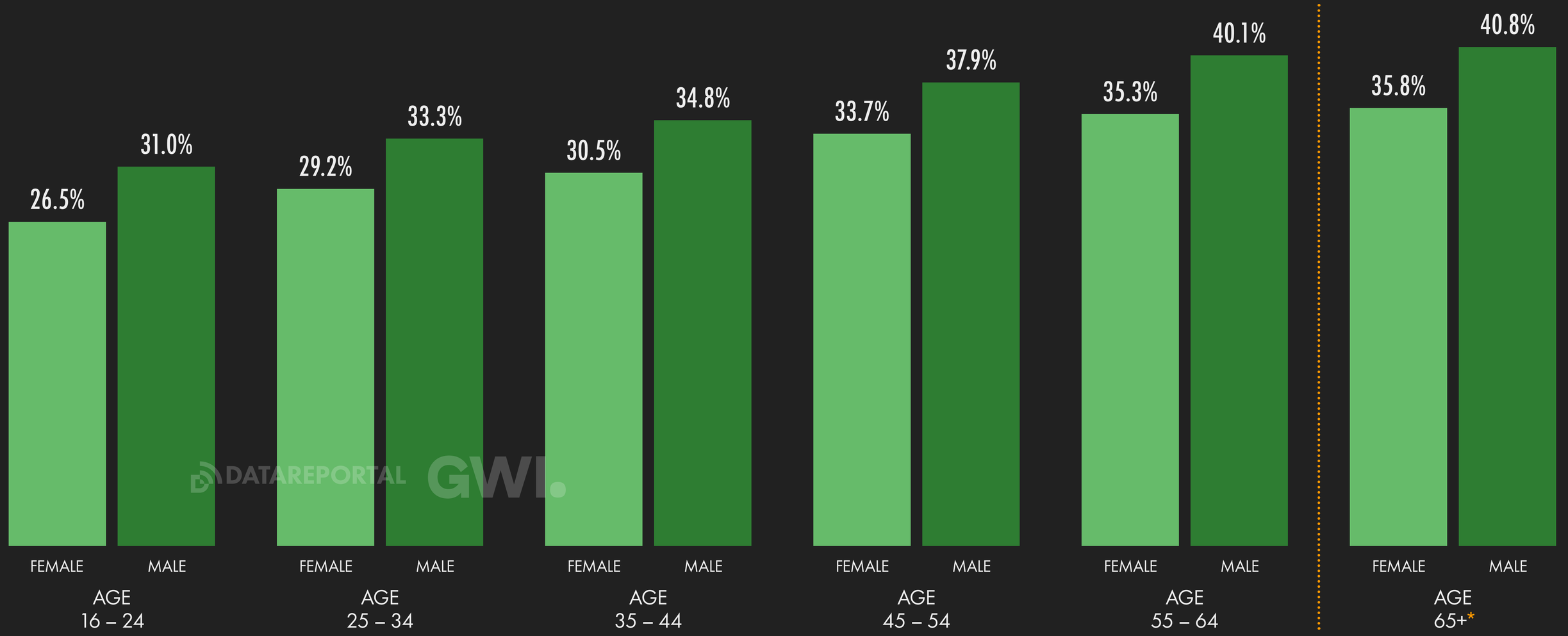
OCT 2025

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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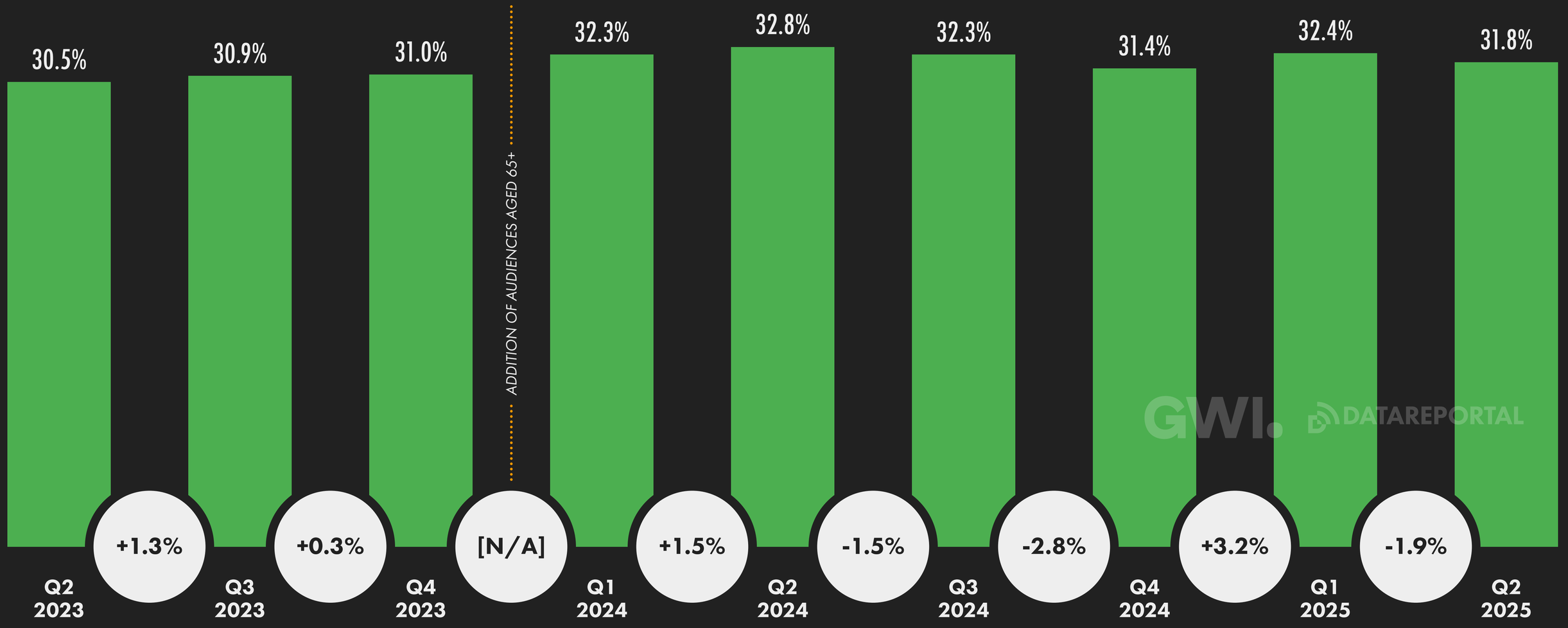
BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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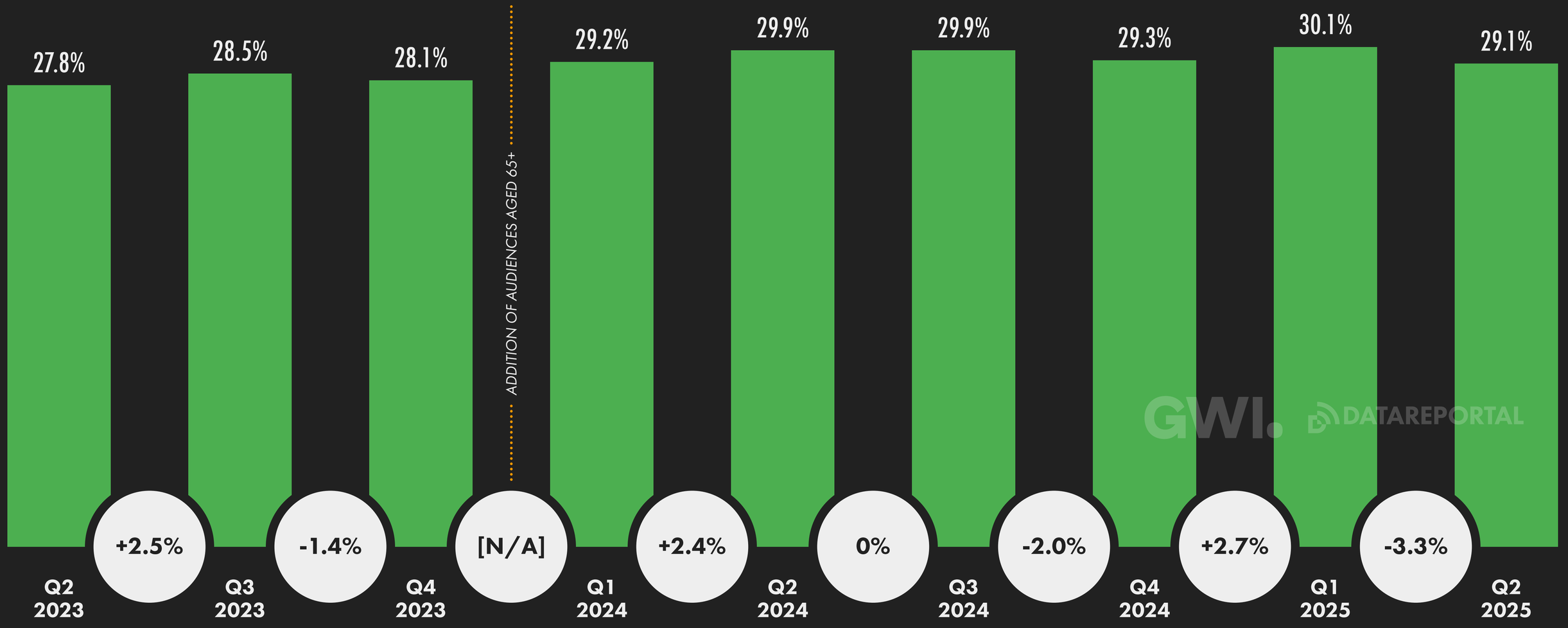
BRAND DISCOVERY: WORD OF MOUTH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA WORD-OF-MOUTH RECOMMENDATION

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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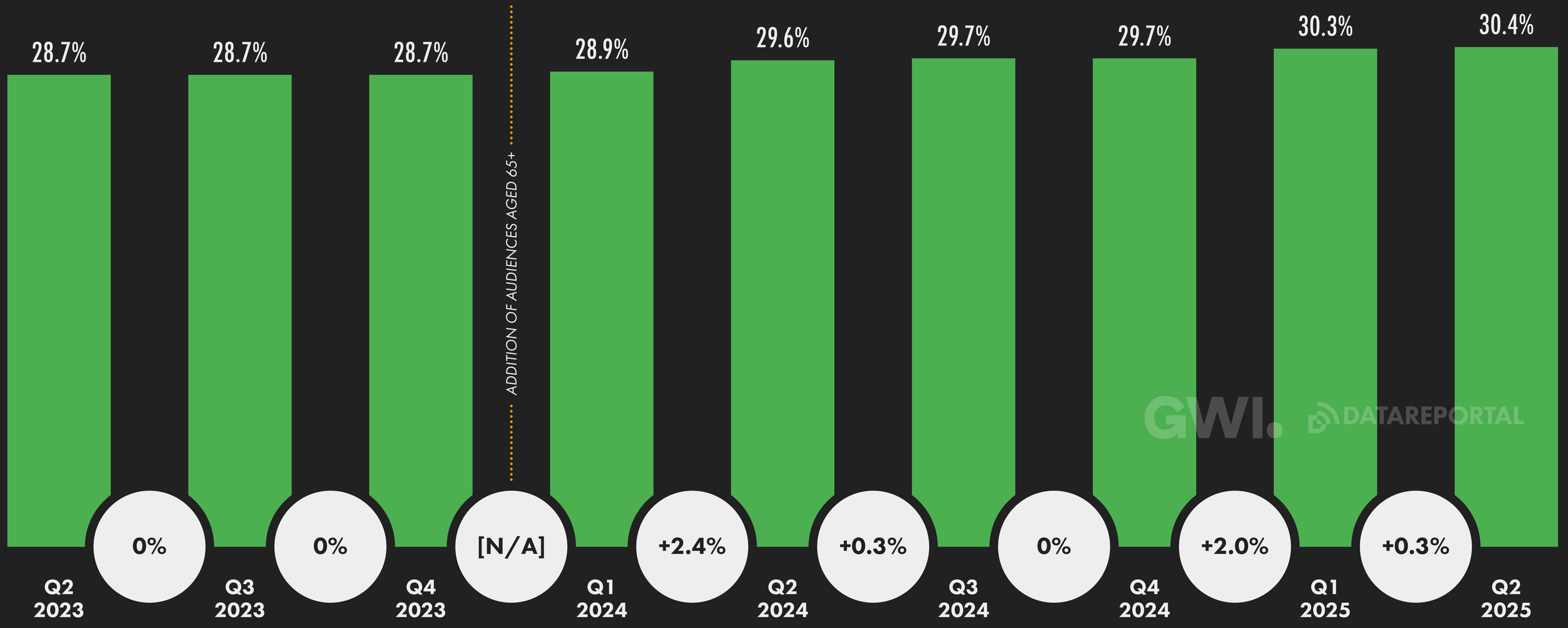
BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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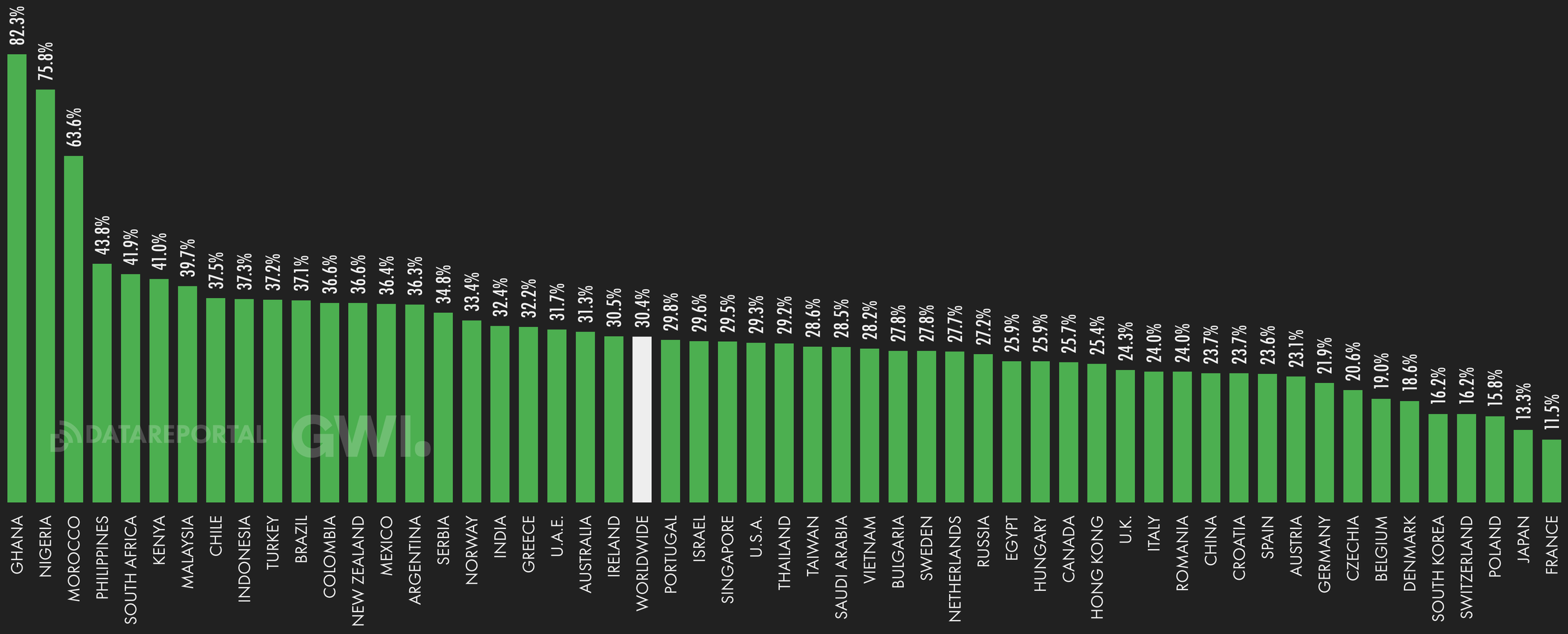
BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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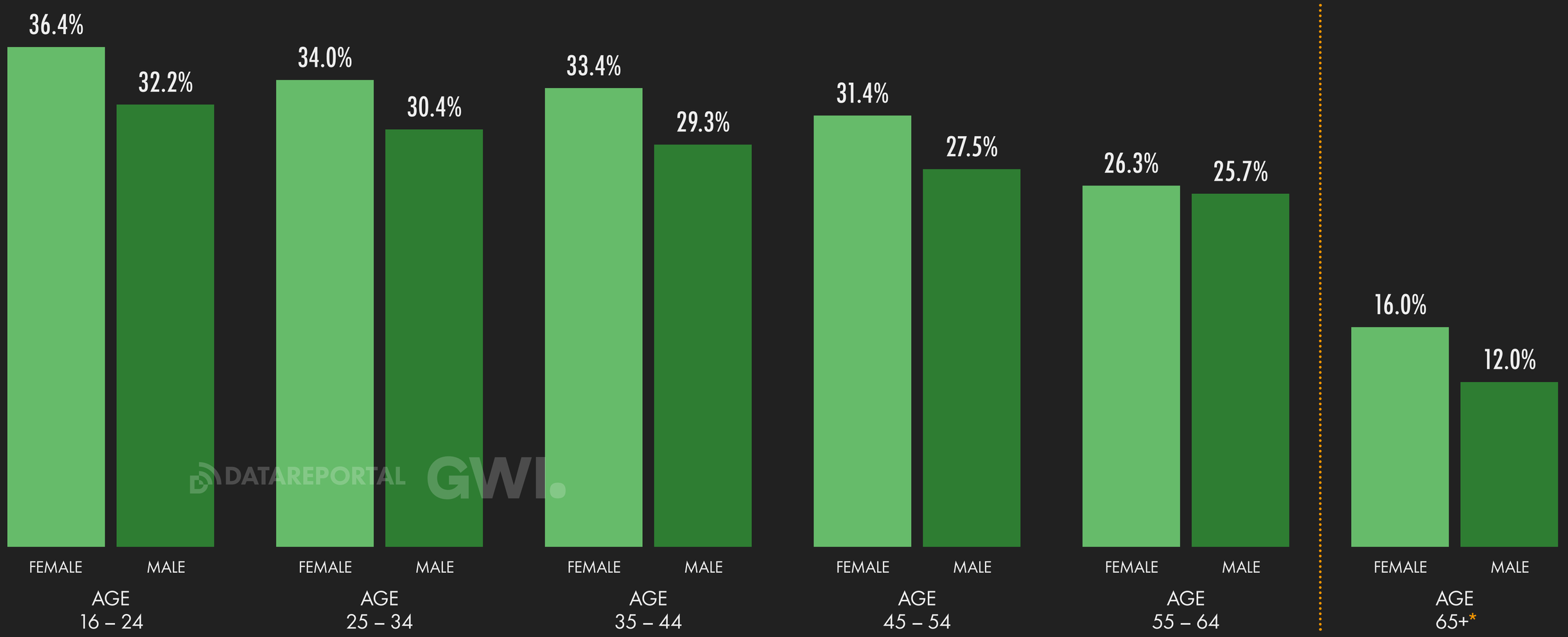
BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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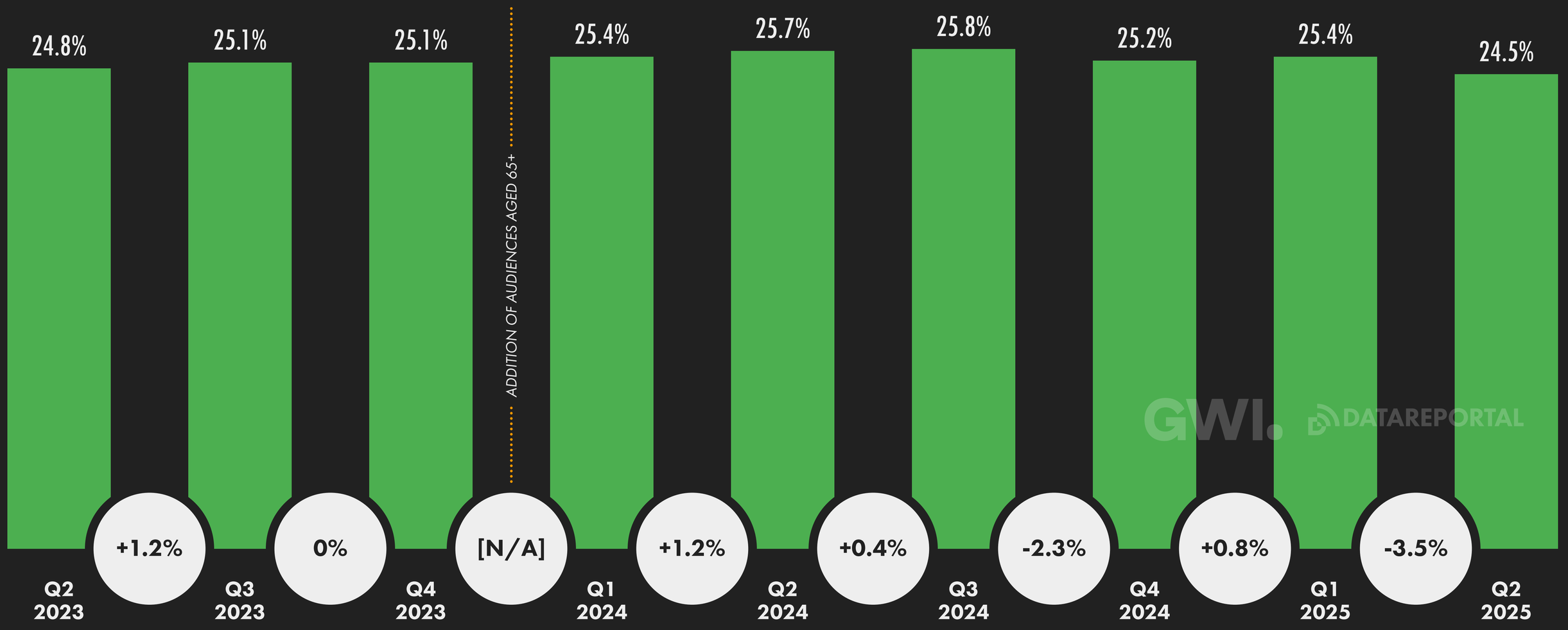
BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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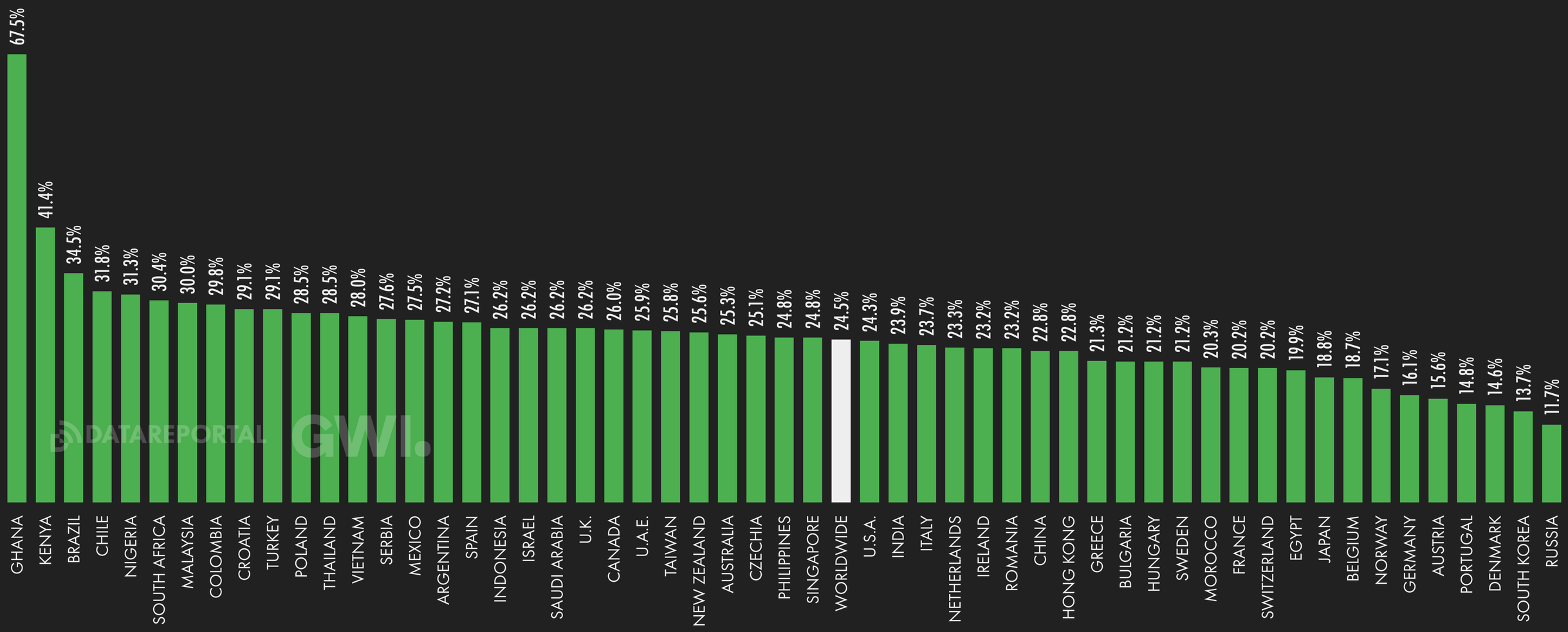
BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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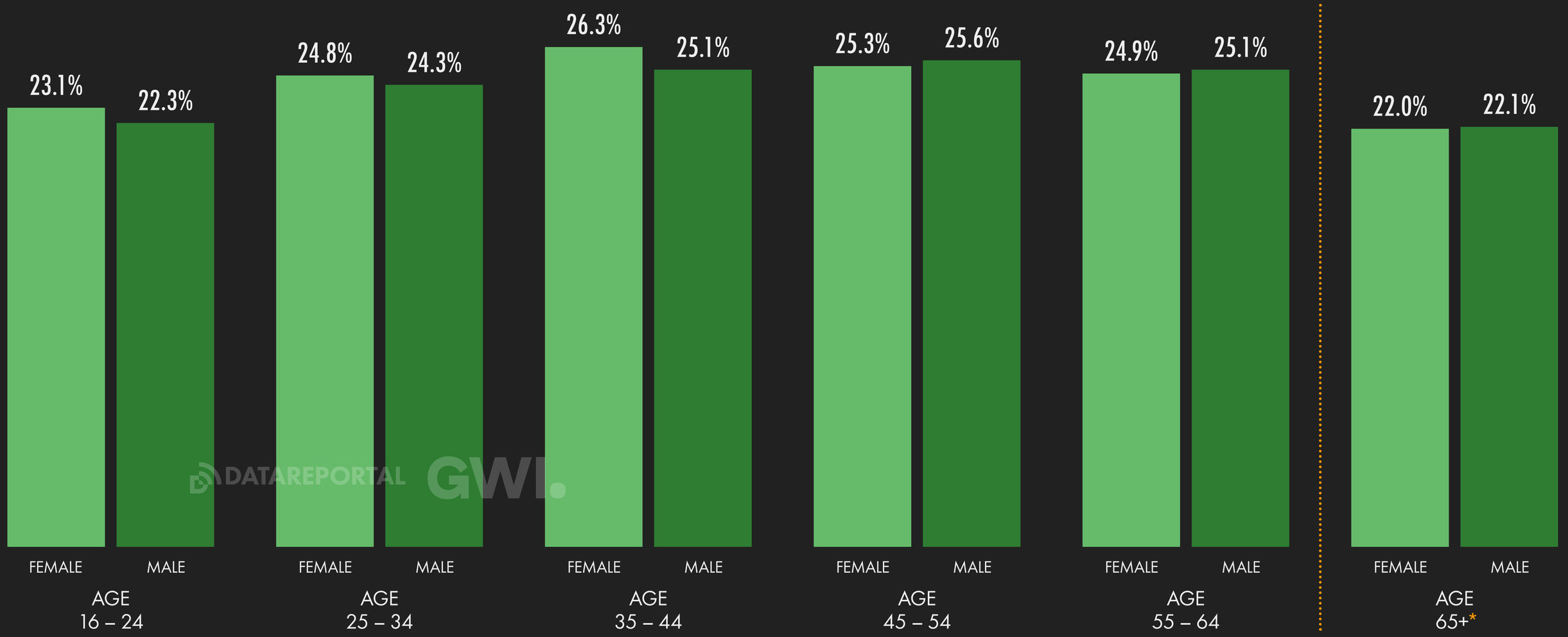
BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

ESTIMATED TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW

ESTIMATED TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)	YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)	ESTIMATED DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)	YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND	DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
$1.16	**+6.5%**	**$862**	**+9.0%**	**74.4%**
TRILLION	**+$70 BILLION**	**BILLION**	**+$71 BILLION**	

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KEPIOS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

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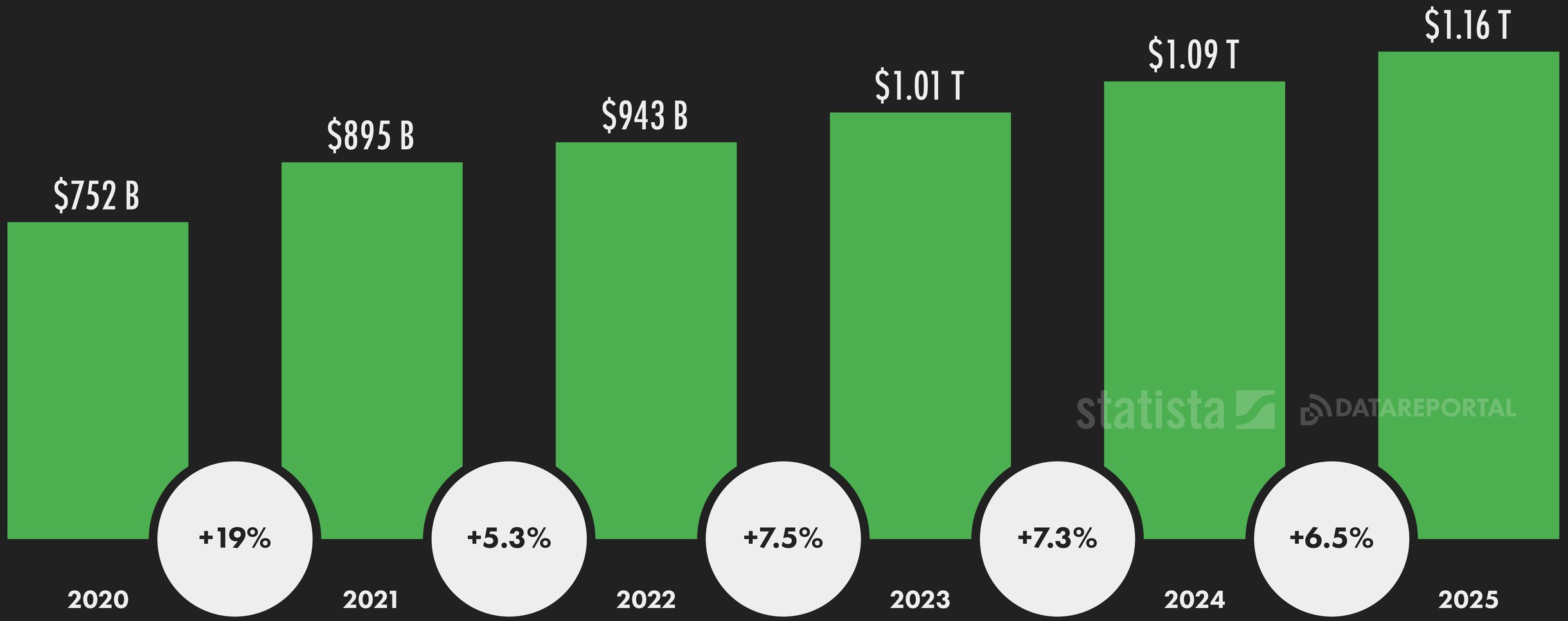
ADVERTISING SPEND: ALL CHANNELS

ESTIMATED ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR ADVERTISING SPEND ACROSS ALL CHANNELS, BOTH OFFLINE AND ONLINE. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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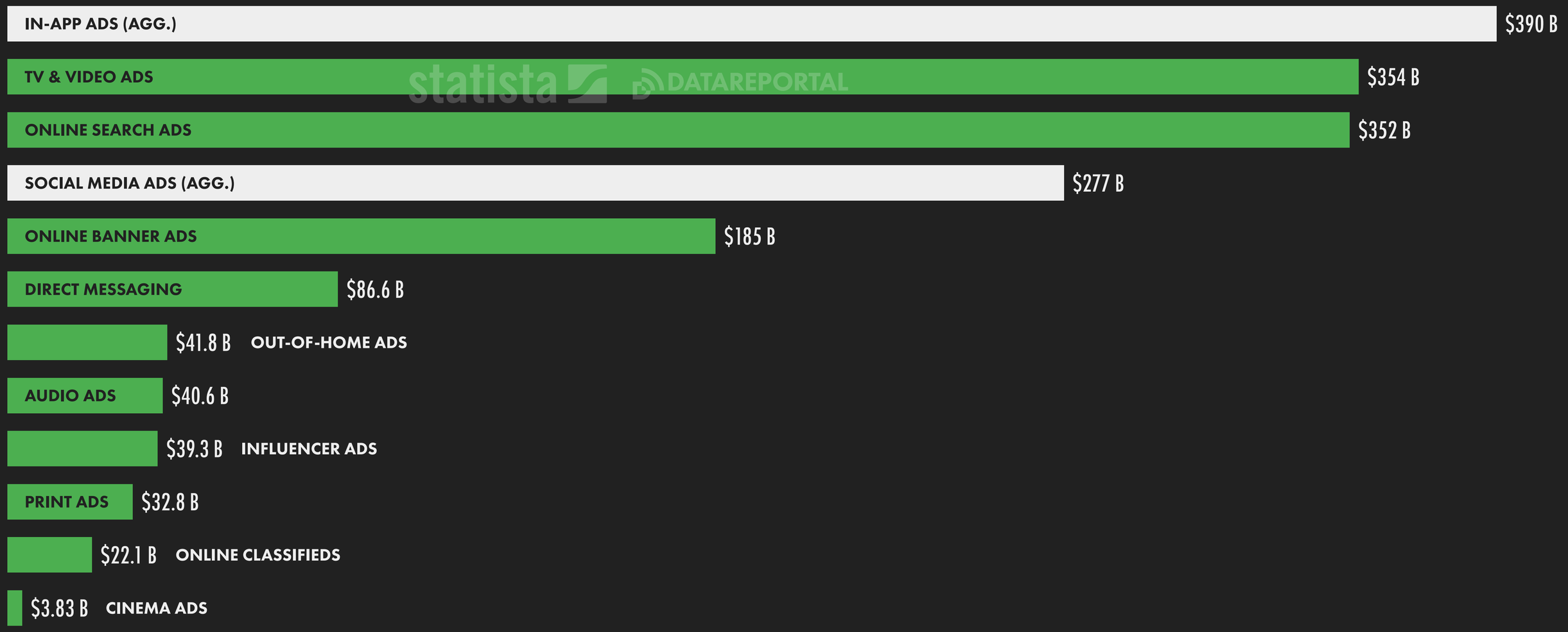
ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL ADVERTISING REVENUE BY CHANNEL (OFFLINE AND ONLINE; U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.)" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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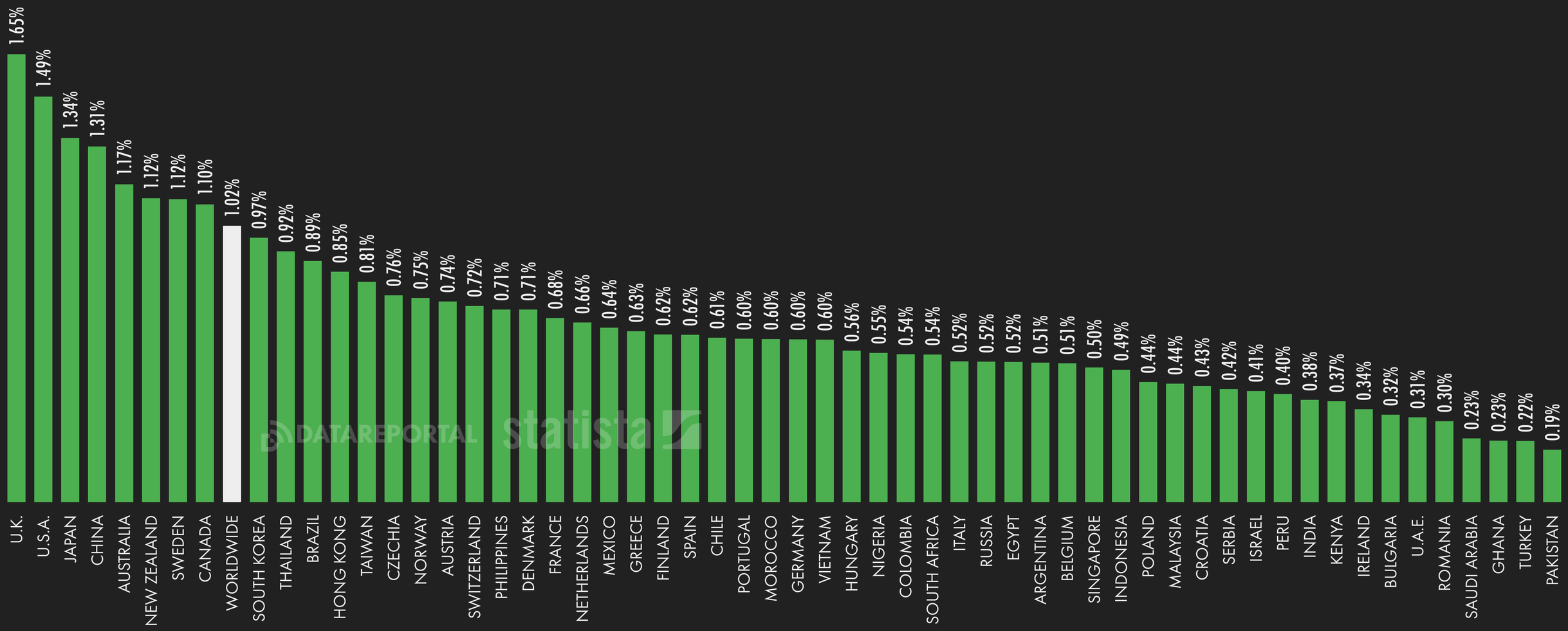
TOTAL ADVERTISING SPEND vs. GDP

ESTIMATED ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE) AS A PERCENTAGE OF GROSS DOMESTIC PRODUCT

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, COMPARED WITH THE LATEST AVAILABLE VALUE FOR GROSS DOMESTIC PRODUCT.
COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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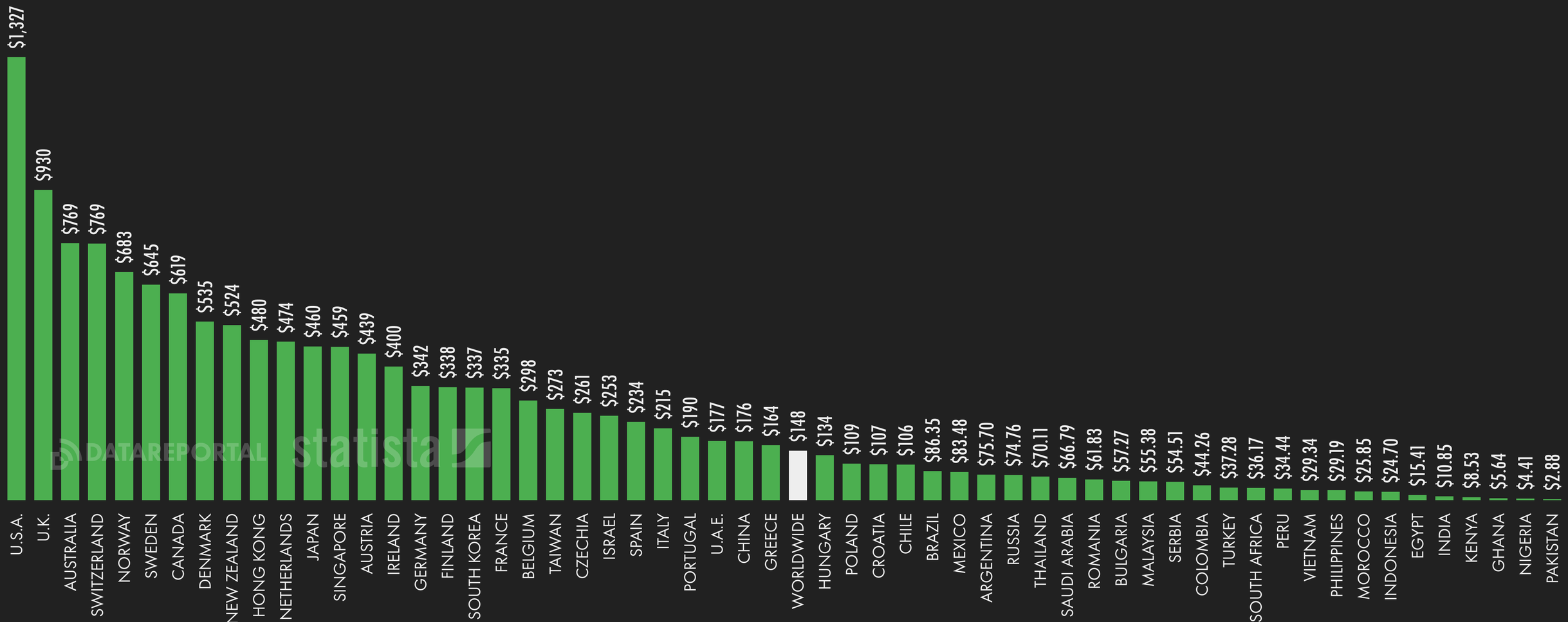
AD SPEND PER CAPITA

ESTIMATED AVERAGE ANNUAL AD SPEND BY ALL ADVERTISERS (ALL CHANNELS, OFFLINE AND ONLINE, U.S. DOLLARS), DIVIDED BY TOTAL POPULATION

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND REFLECT THE TOTAL AMOUNT SPENT ON ADVERTISING (OFFLINE AND ONLINE) DIVIDED BY THE FIGURE FOR TOTAL POPULATION, REGARDLESS OF AGE. **COMPARABILITY:** VALUES CALCULATED AT SOURCE BY STATISTA. CALCULATIONS MAY USE DIFFERENT FIGURES FOR POPULATION COMPARED WITH POPULATION FIGURES SHOWN ELSEWHERE IN THIS REPORT, SO VALUES MAY NOT CORRELATE. BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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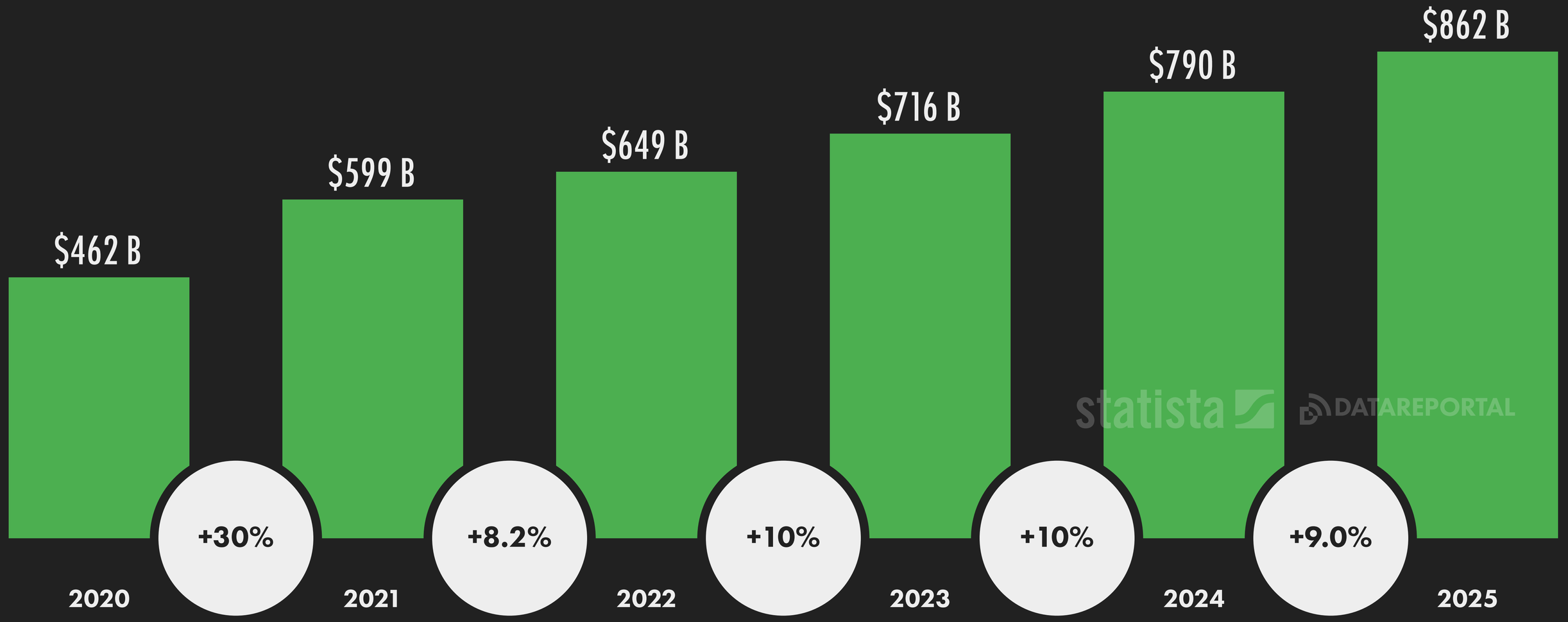
ADVERTISING SPEND: DIGITAL CHANNELS

ESTIMATED ADVERTISING REVENUES ASSOCIATED WITH DIGITAL CHANNELS

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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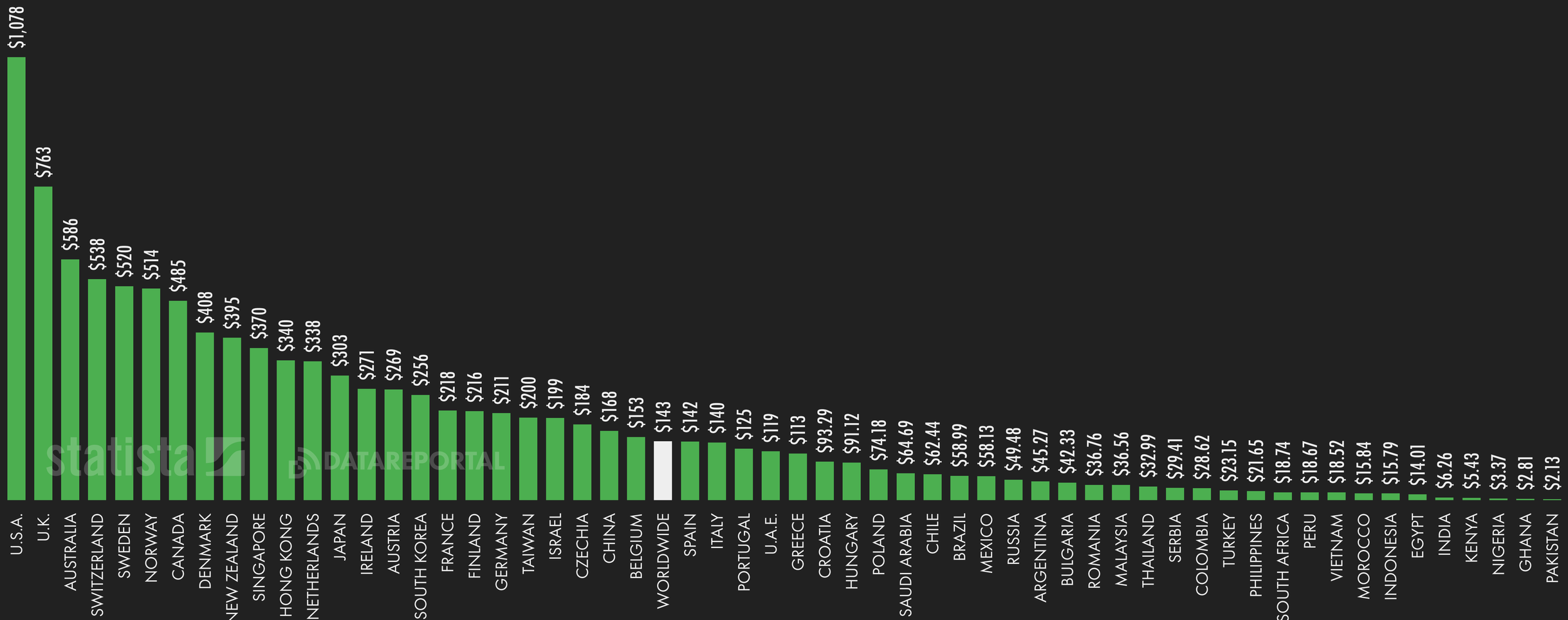
DIGITAL AD SPEND PER INTERNET USER

ESTIMATED TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2025 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: KEPIOS ANALYSIS; STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025. VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. FIGURES SHOWN HERE USE DIFFERENT BASES COMPARED WITH A SIMILAR METRIC PUBLISHED IN STATISTA'S DIGITAL MARKET OUTLOOK, SO FIGURES WILL NOT MATCH.

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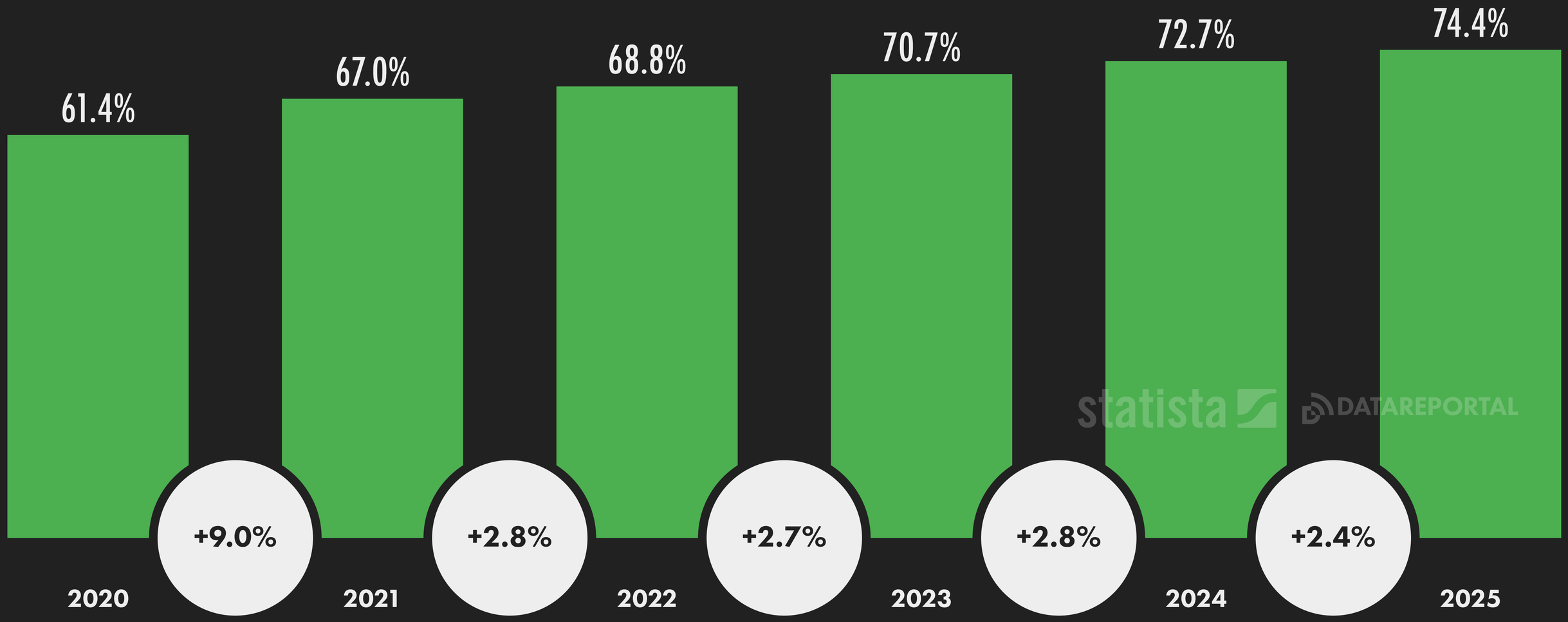
DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS (ESTIMATED)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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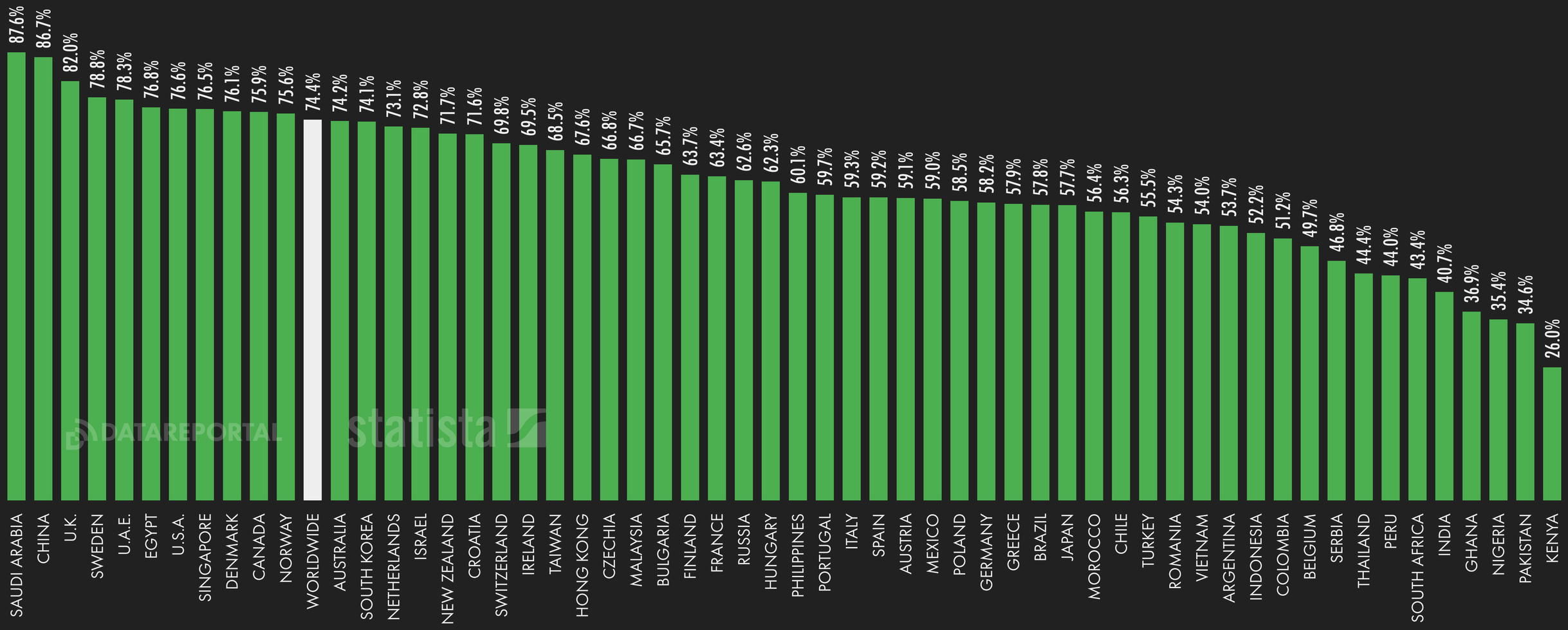
DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025. DIGITAL AD SPEND DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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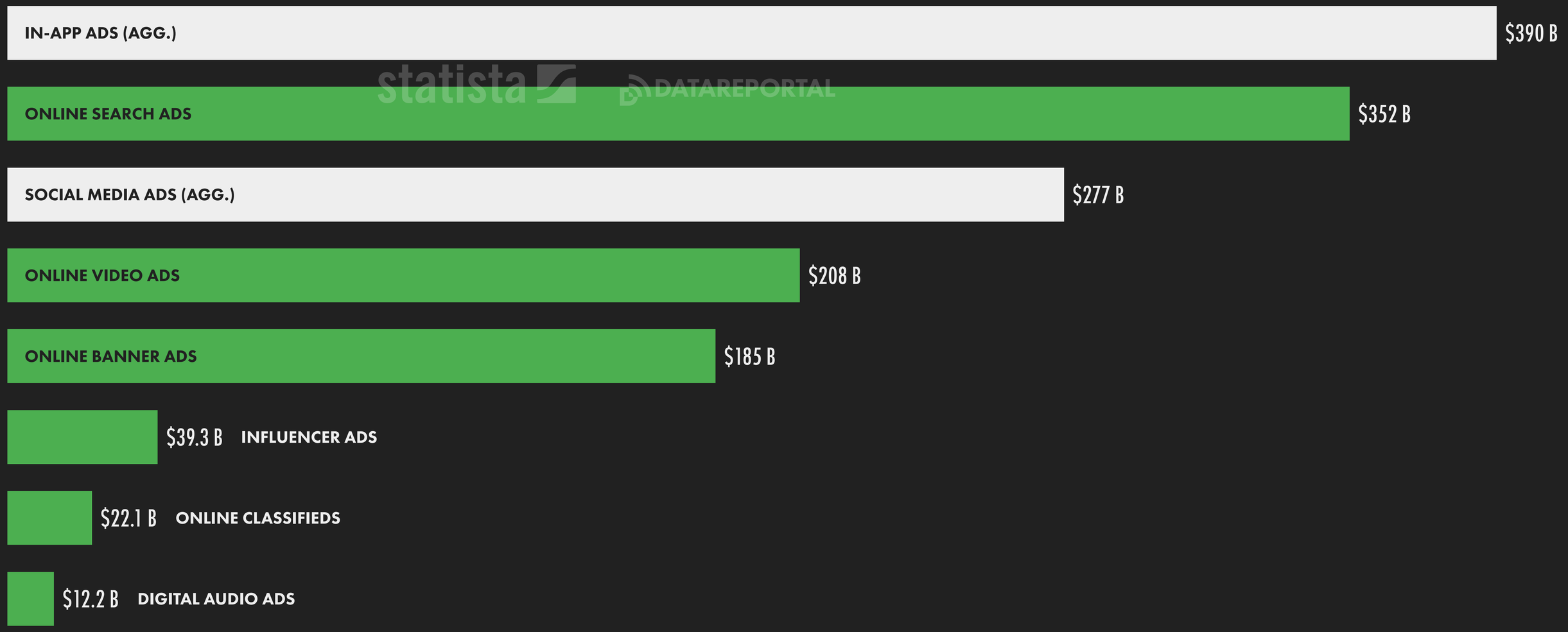
DIGITAL ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2025)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.)" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW

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DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. VALUES ARE BASED ON A SMALLER SUBSET OF DIGITAL ADVERTISING ACTIVITIES COMPARED WITH OTHER CHARTS IN THIS REPORT.

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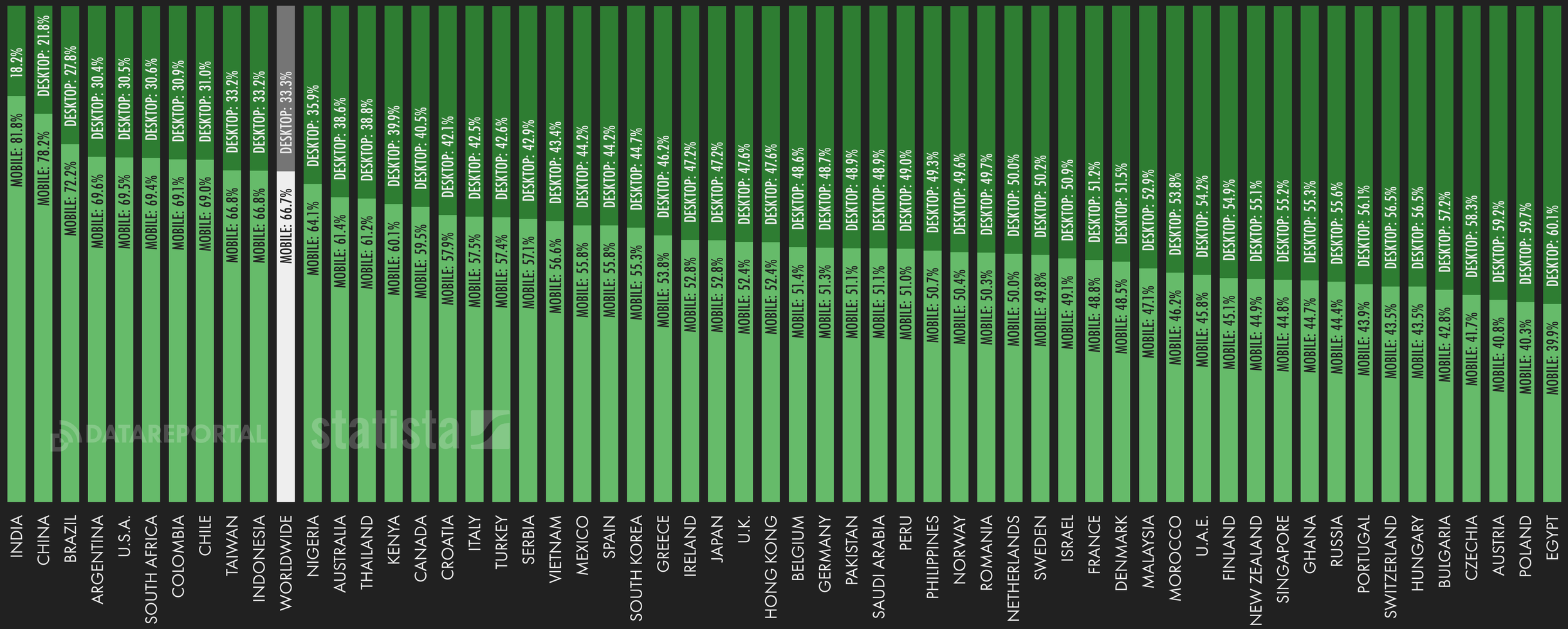
SHARE OF DIGITAL ADVERTISING BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL DIGITAL ADVERTISING REVENUES

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. VALUES ARE BASED ON A SMALLER SUBSET OF DIGITAL ADVERTISING ACTIVITIES COMPARED WITH OTHER CHARTS IN THIS REPORT.

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PROGRAMMATIC ADVERTISING OVERVIEW

ESTIMATED SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

$716

BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)

+10.0%

+$65 BILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND (ESTIMATED)

83.2%

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

+0.9%

+71 BPS

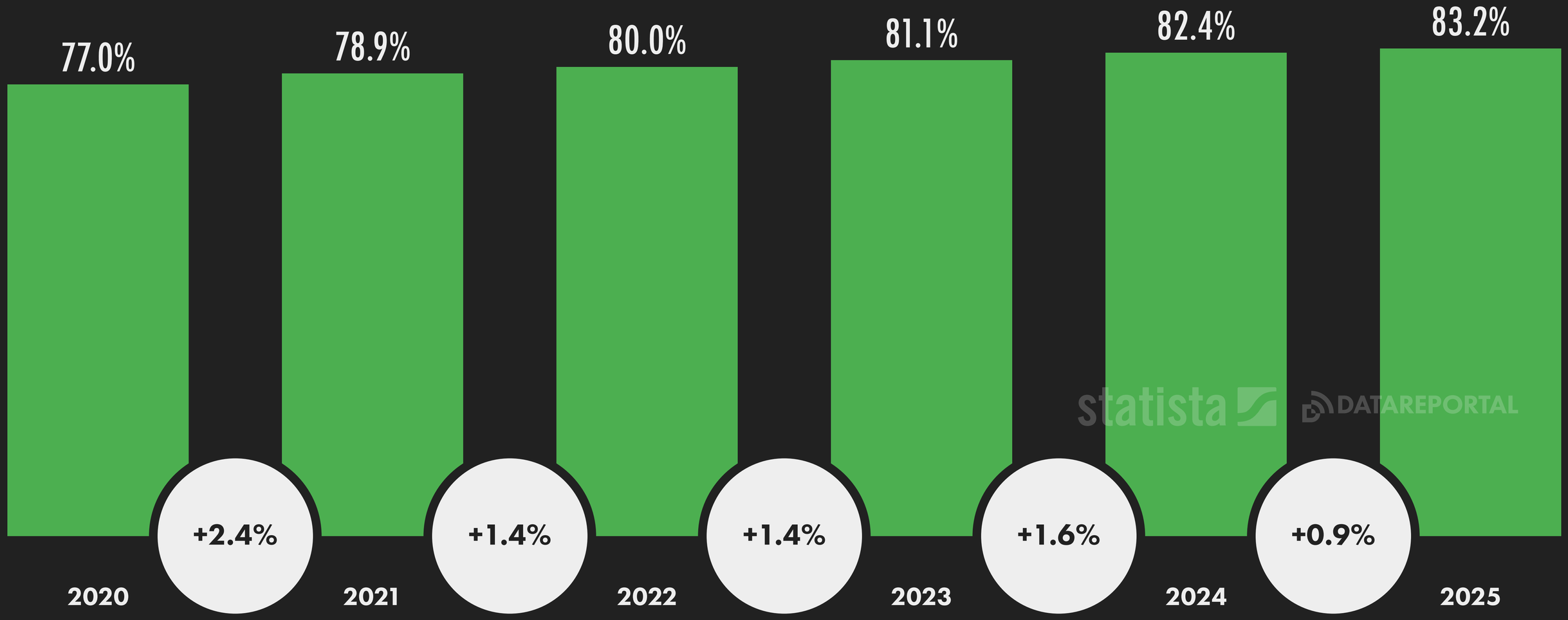
SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE 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.

OCT 2025

SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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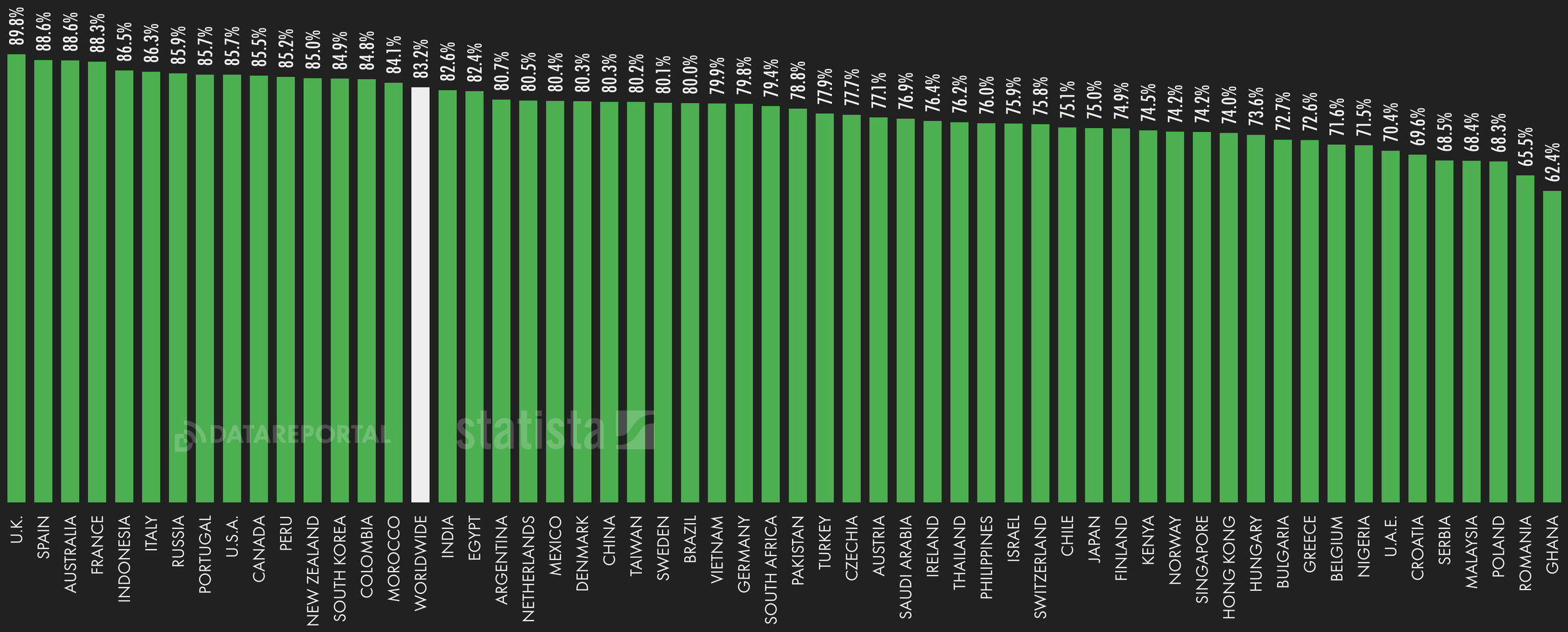
SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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IN-APP ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON IN-APP ADVERTISING (USD)

$390

BILLION

YEAR-ON-YEAR CHANGE IN IN-APP ADVERTISING SPEND (USD)

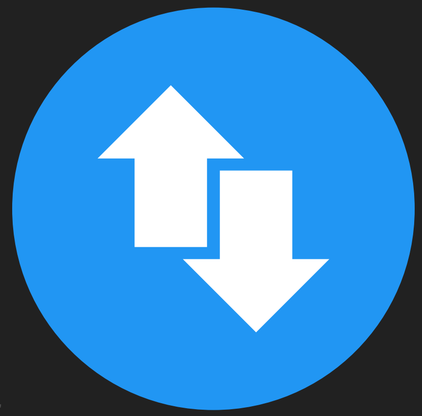
+10.8%

+$38 BILLION

IN-APP ADVERTISING'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND (ESTIMATED)

45.3%

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



+1.6%

+71 BPS

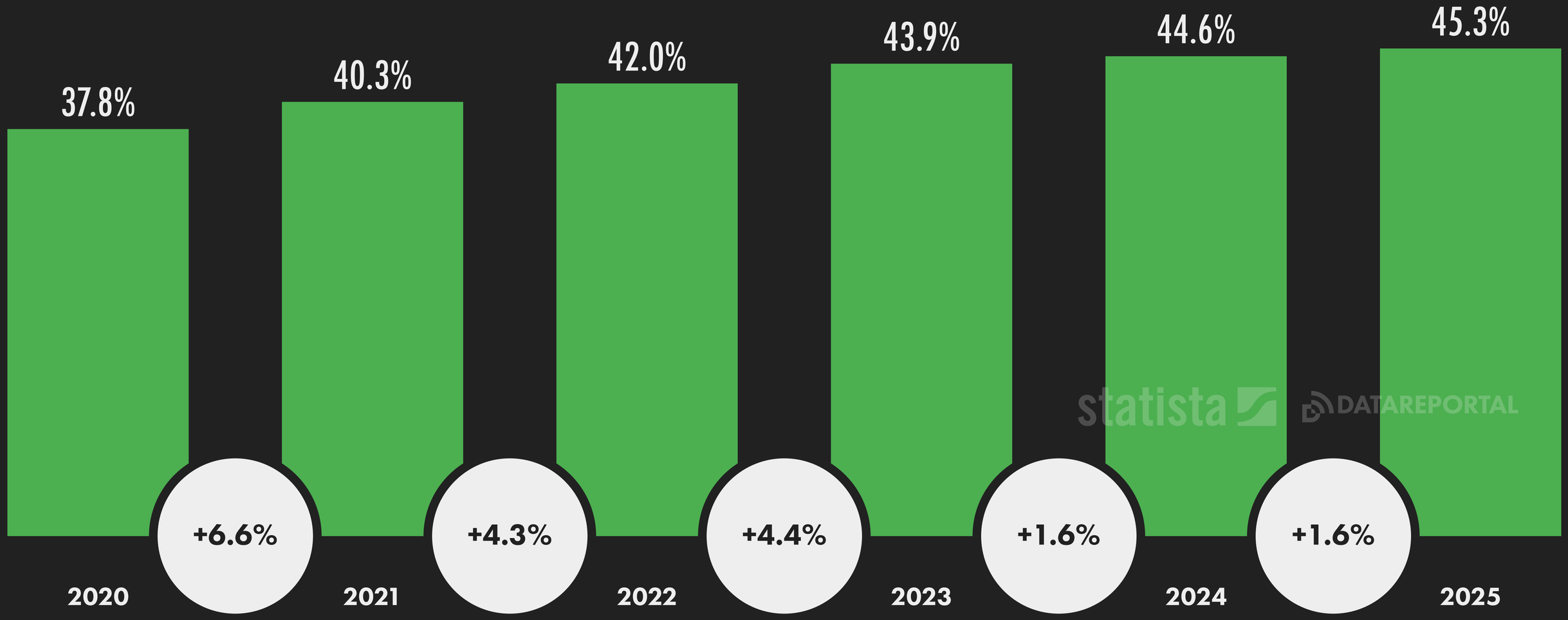
SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE 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.

OCT 2025

SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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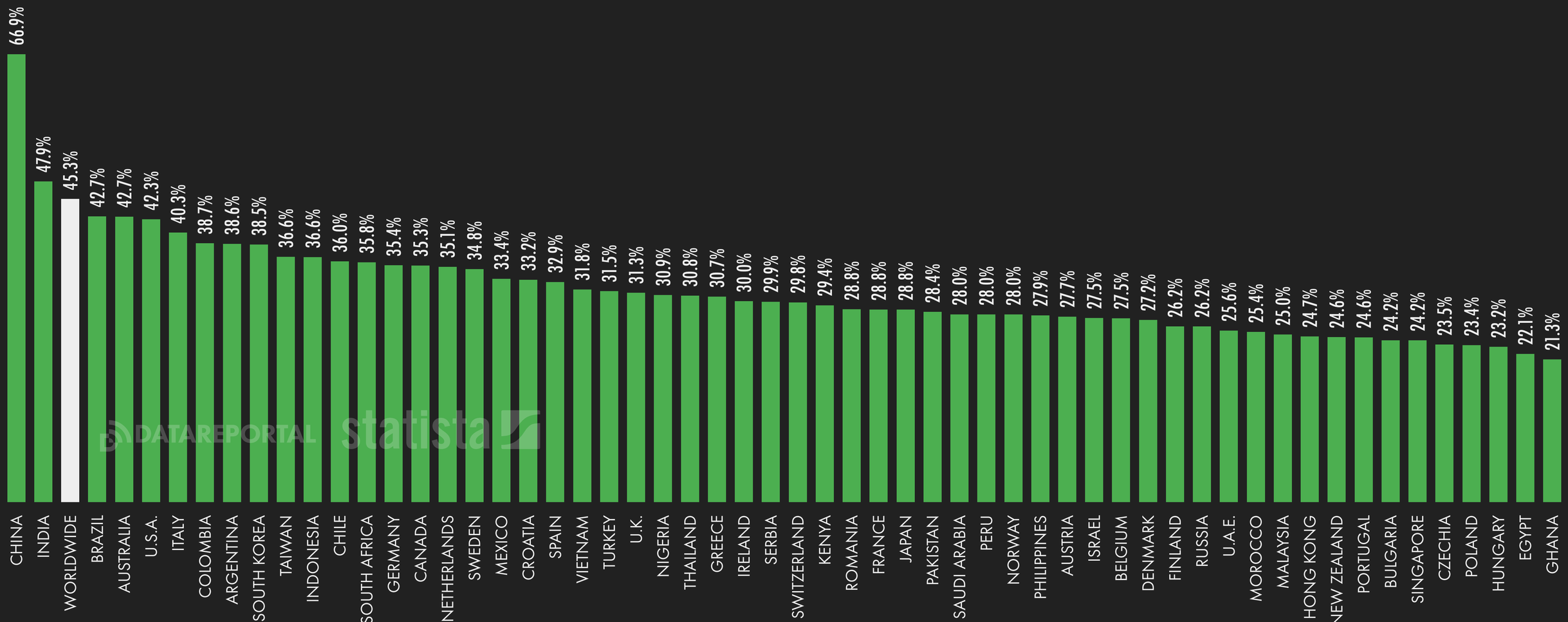
SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE RETAIL PLATFORM ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING ON ONLINE RETAIL PLATFORMS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON ADVERTISING ON ONLINE RETAIL PLATFORMS (USD)

$204

BILLION

ANNUAL CHANGE IN ADVERTISING SPEND ON ONLINE RETAIL PLATFORMS

+22.0%

+$37 BILLION

ONLINE RETAIL PLATFORMS' SHARE OF TOTAL DIGITAL ADVERTISING SPEND (ESTIMATED)

23.7%

ANNUAL CHANGE IN ONLINE RETAIL PLATFORMS' SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+11.9%

+251 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, 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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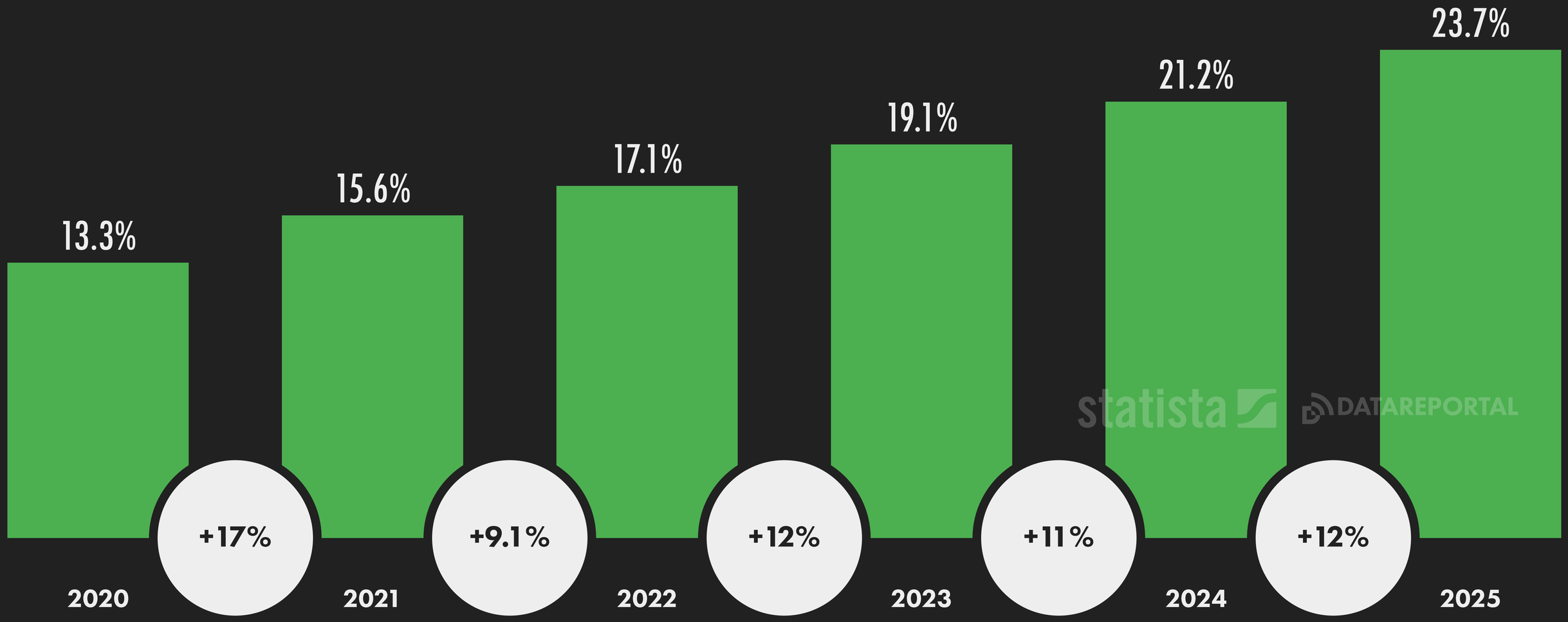
SHARE OF DIGITAL AD SPEND: RETAIL PLATFORMS

REVENUES ASSOCIATED WITH ADVERTISING ON ONLINE RETAIL PLATFORMS AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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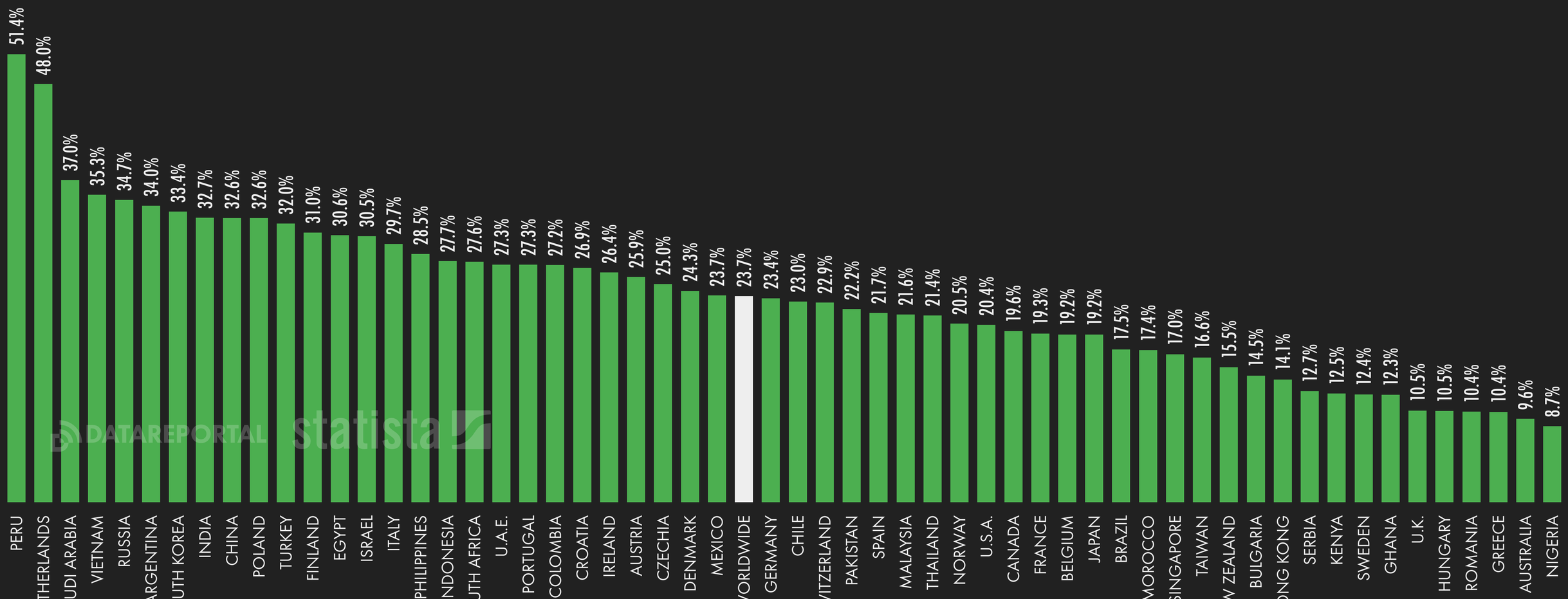
SHARE OF DIGITAL AD SPEND: RETAIL PLATFORMS

REVENUES ASSOCIATED WITH ADVERTISING ON ONLINE RETAIL PLATFORMS AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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SEARCH ADVERTISING OVERVIEW

ESTIMATED SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)

$352

BILLION

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND

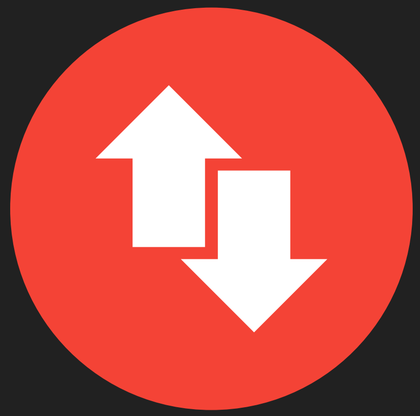
+11.1%

+$35 BILLION

ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND (ESTIMATED)

40.8%

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND



+2.0%

+78 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, 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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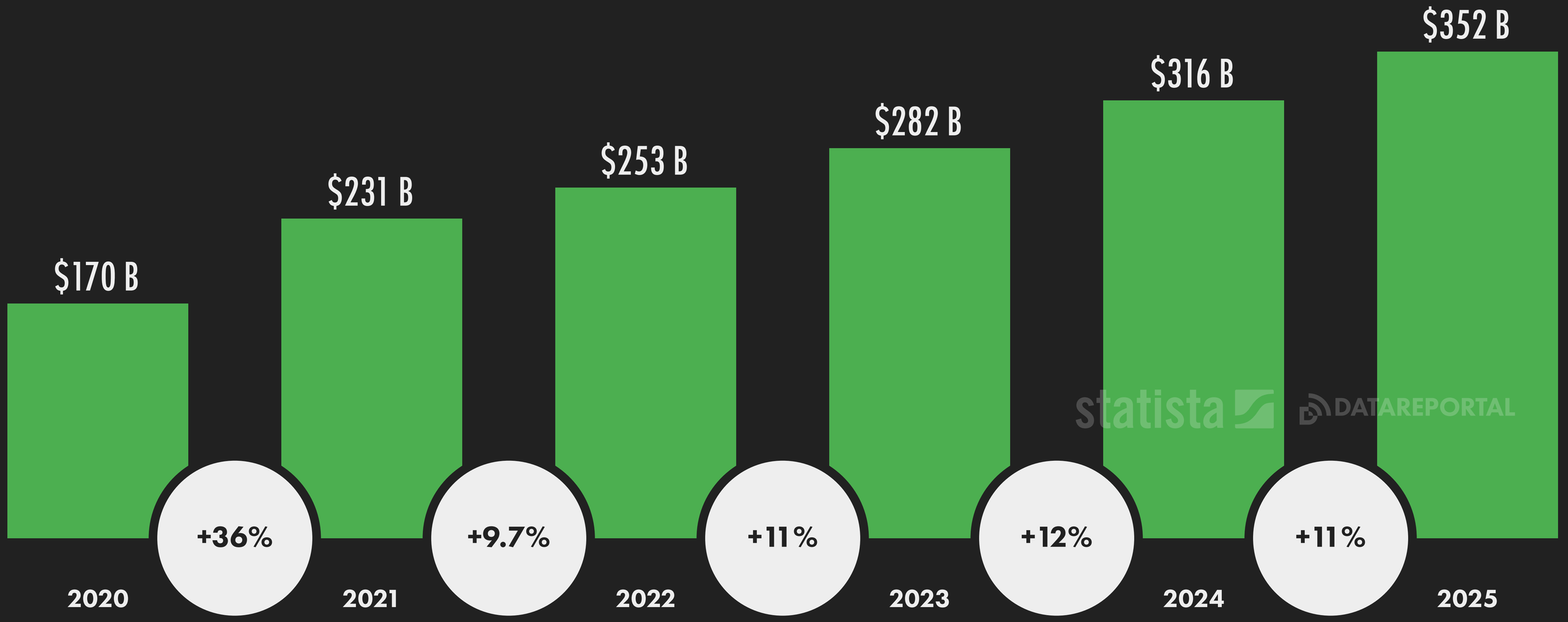
OCT 2025

SEARCH ADVERTISING SPEND

ESTIMATED ANNUAL WORLDWIDE SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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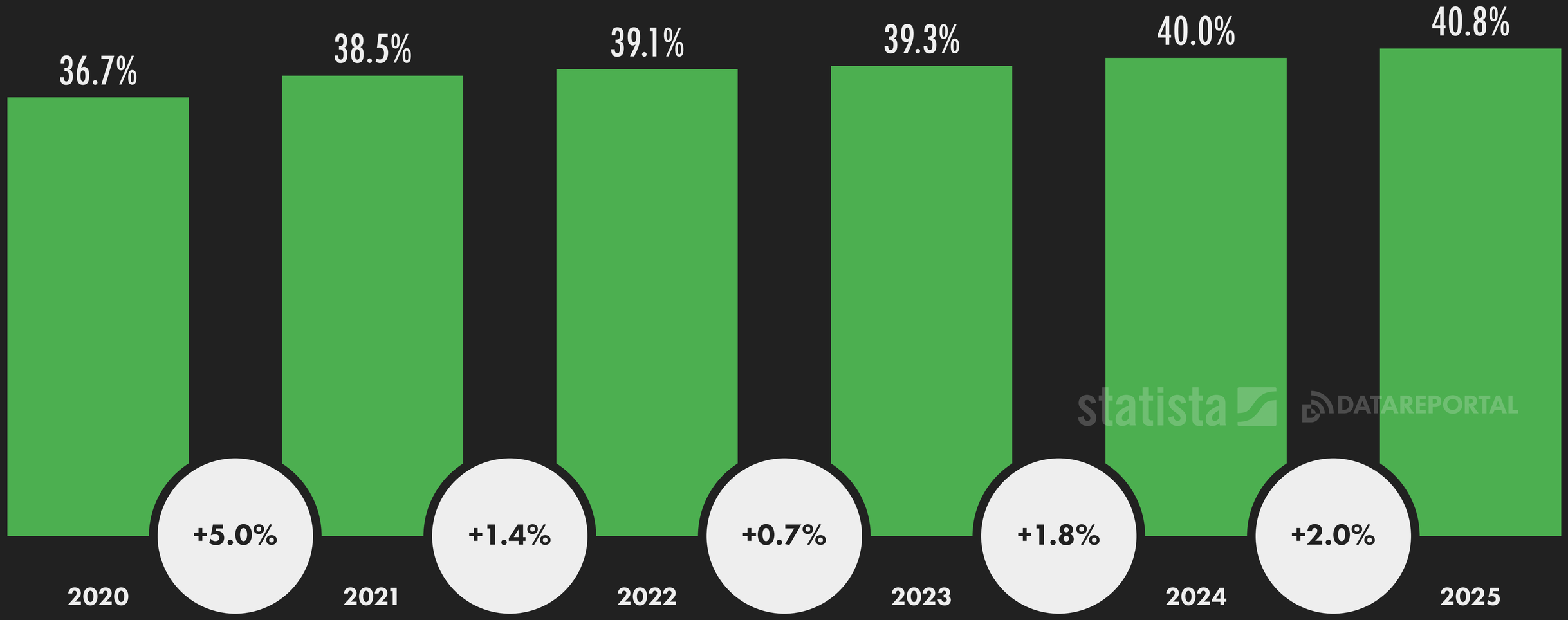
SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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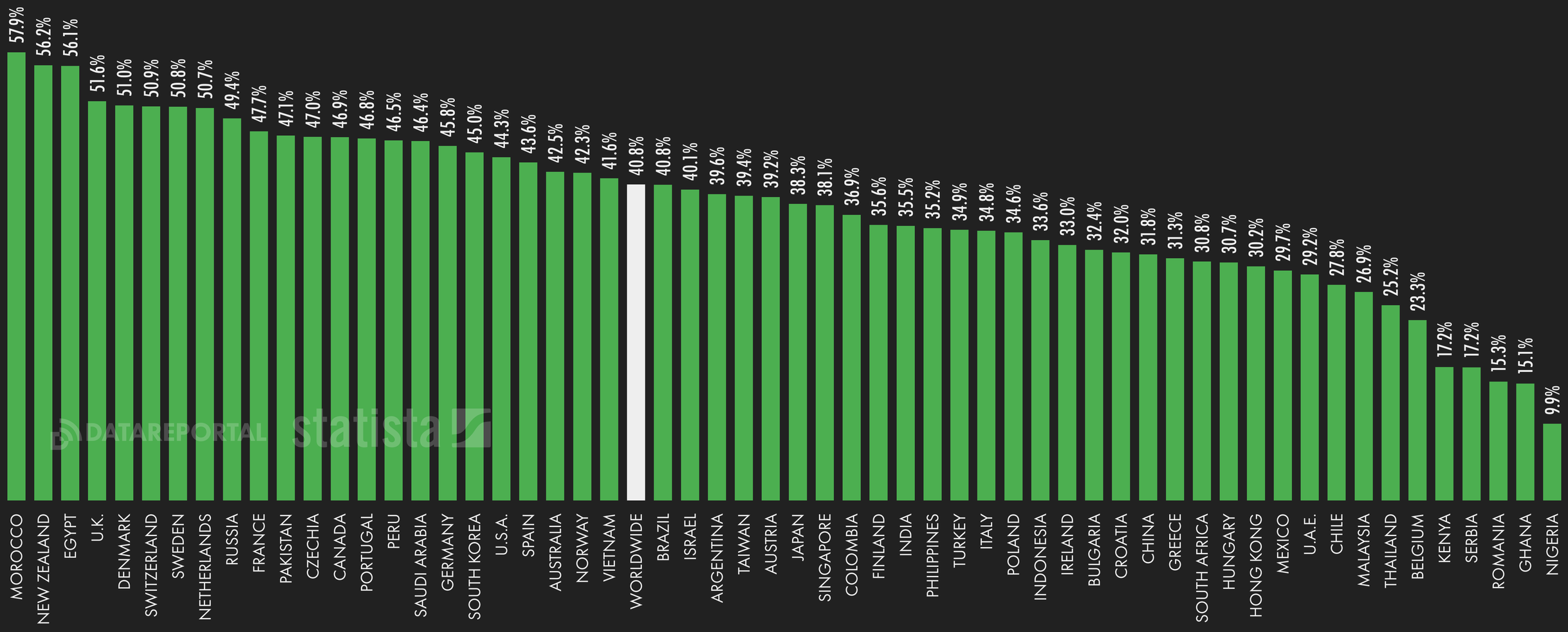
SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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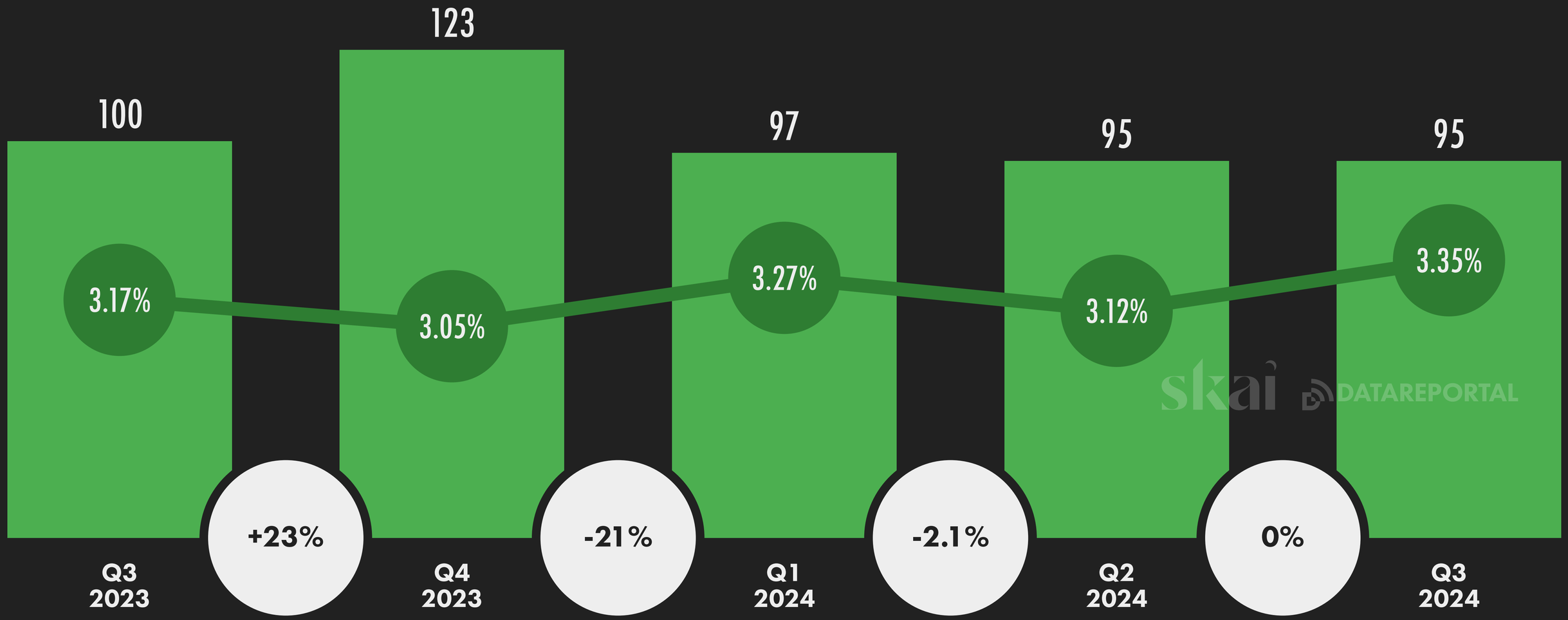
SEARCH ADVERTISING: IMPRESSIONS & CTR

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

GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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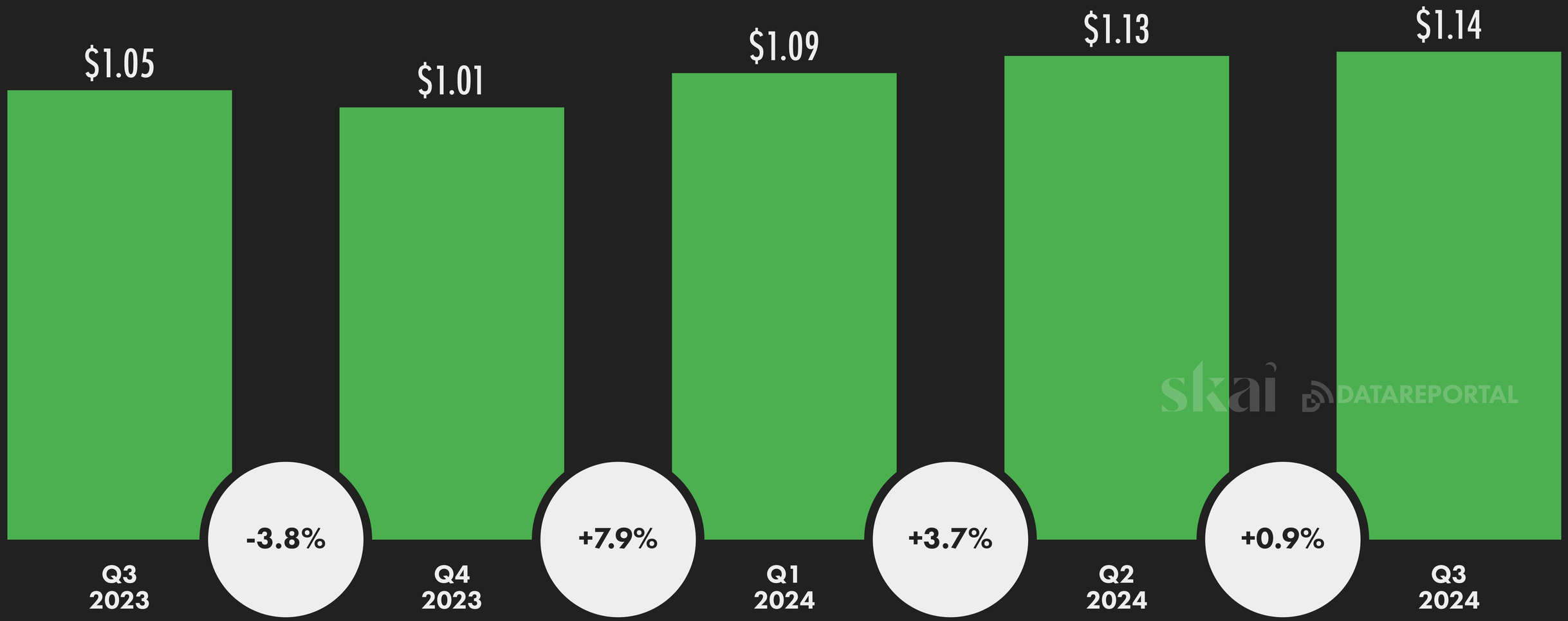
SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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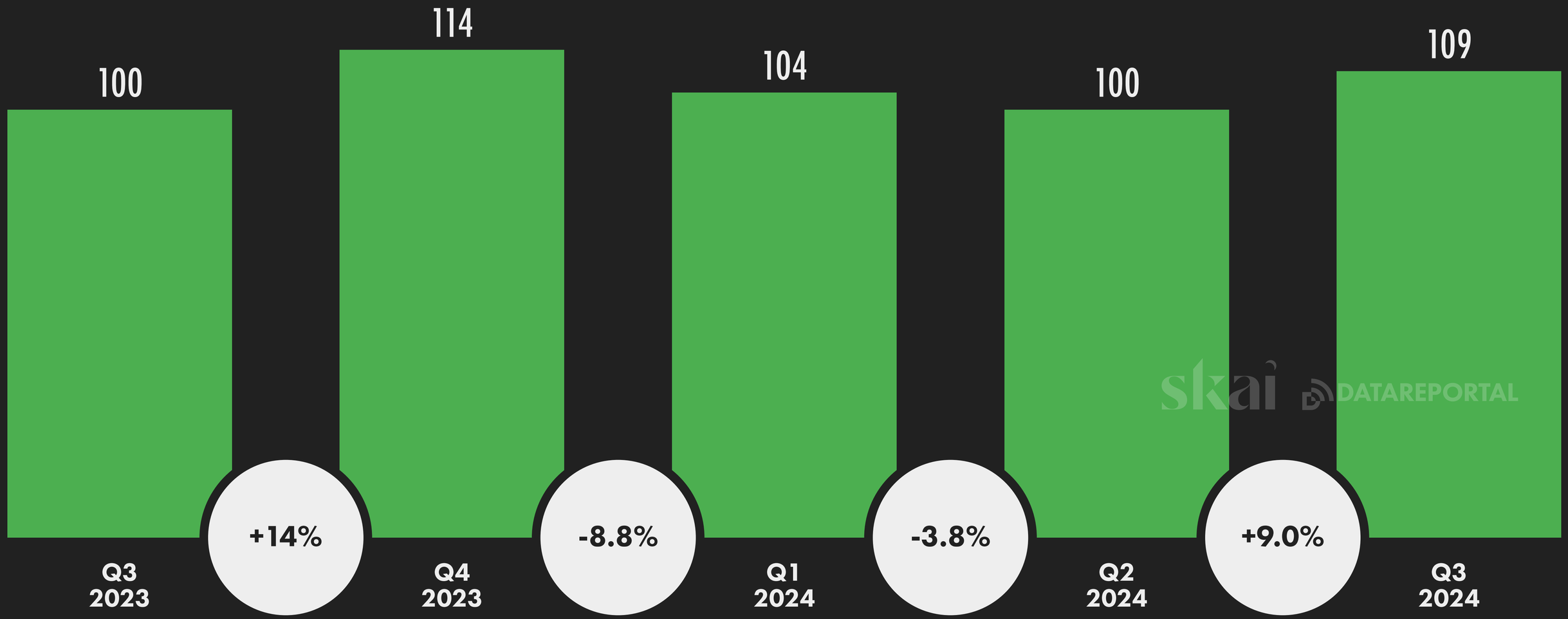
SEARCH ADVERTISING: TOTAL SPEND

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

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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 QUARTERLY CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI REGULARLY RE-BASES ITS SAMPLE, SO VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS.

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SOCIAL MEDIA ADVERTISING OVERVIEW

ESTIMATED SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)

$277

BILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND

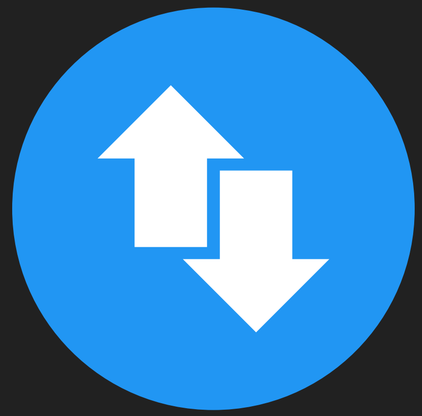
+13.6%

+$33 BILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND (ESTIMATED)

32.1%

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



+4.2%

+130 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, 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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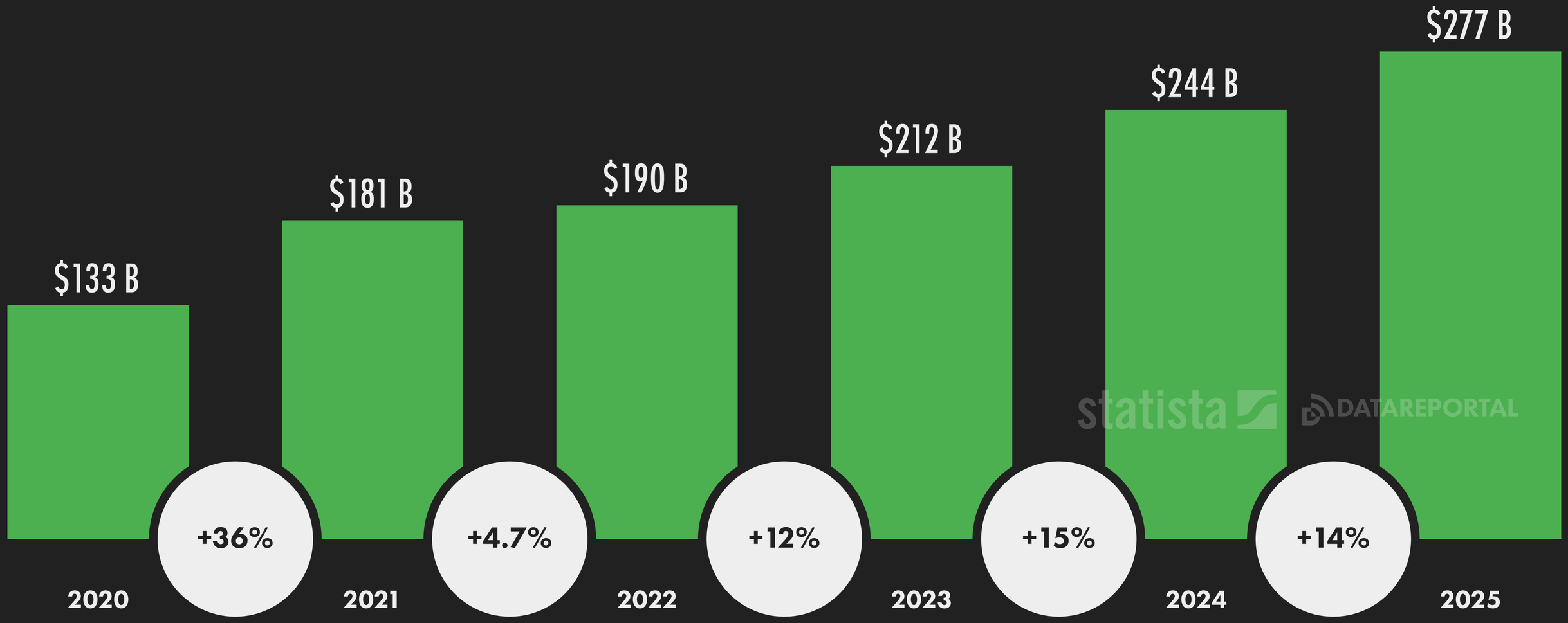
SOCIAL MEDIA ADVERTISING SPEND

ESTIMATED ANNUAL WORLDWIDE SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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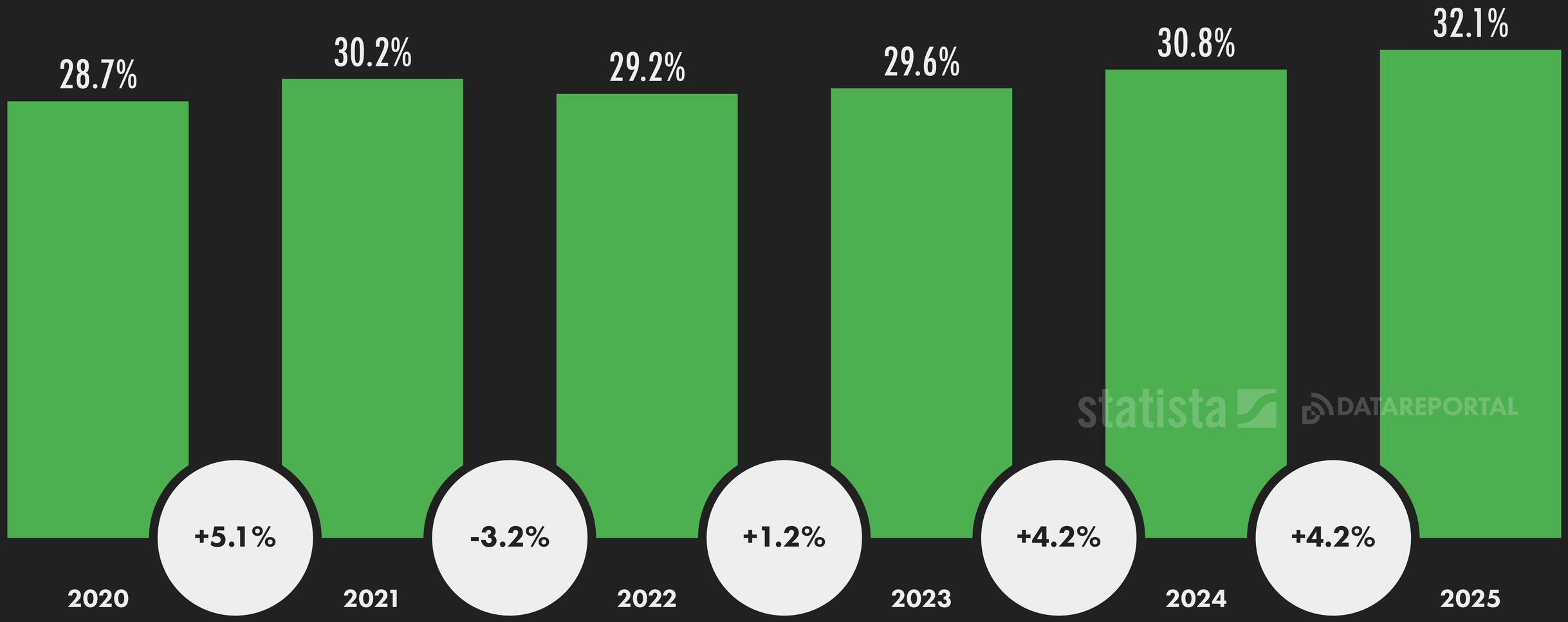
SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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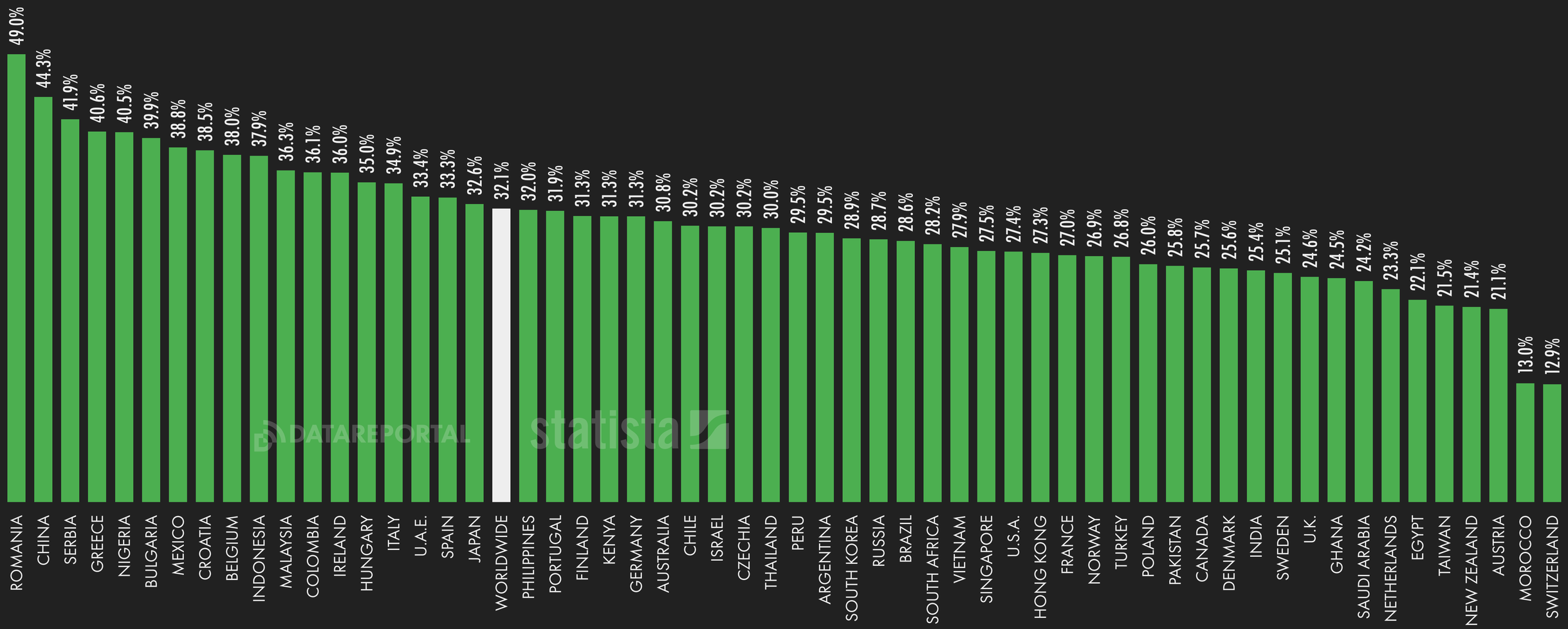
SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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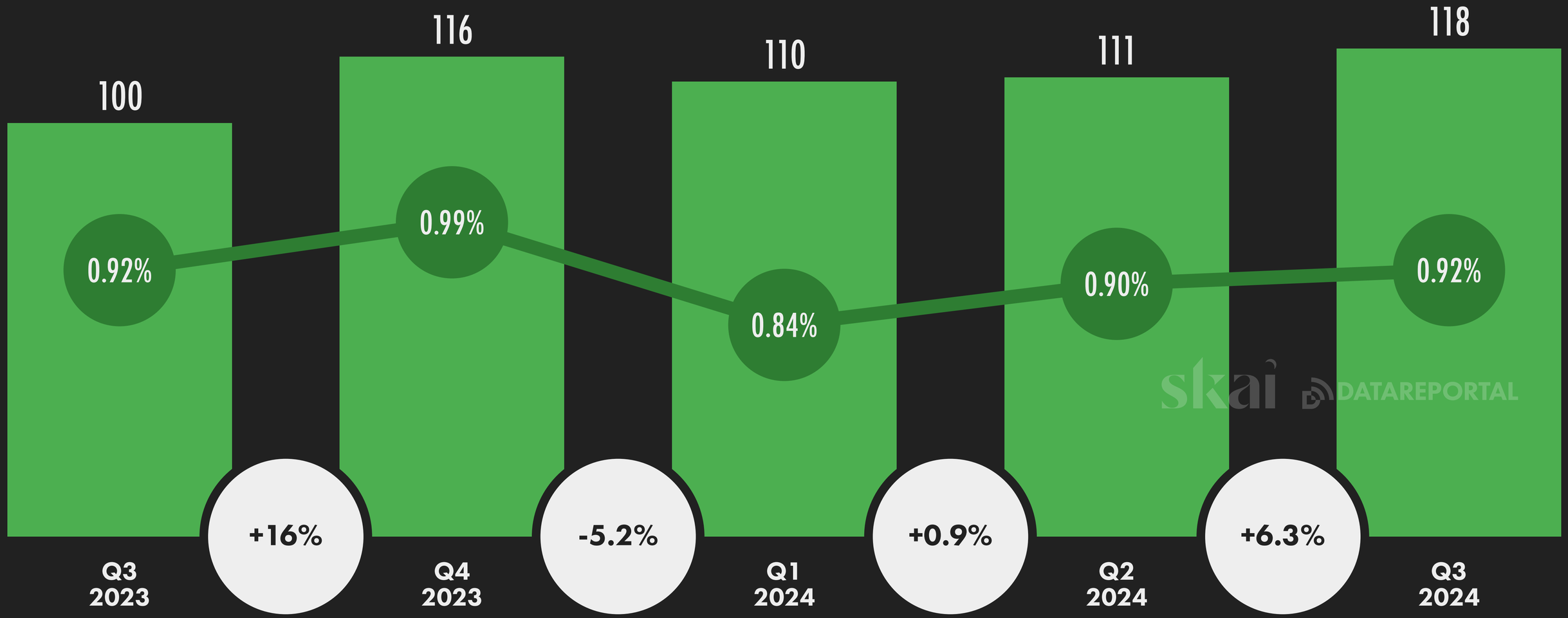
SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

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

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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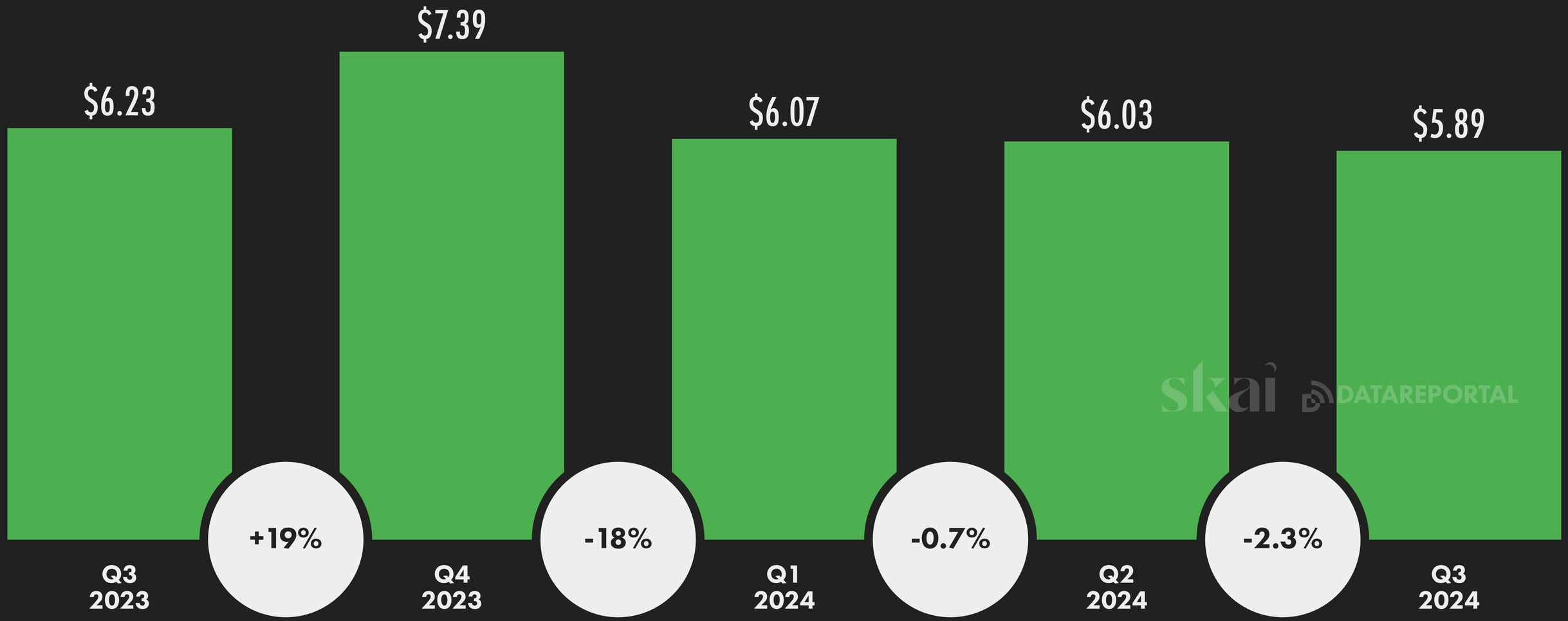
SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

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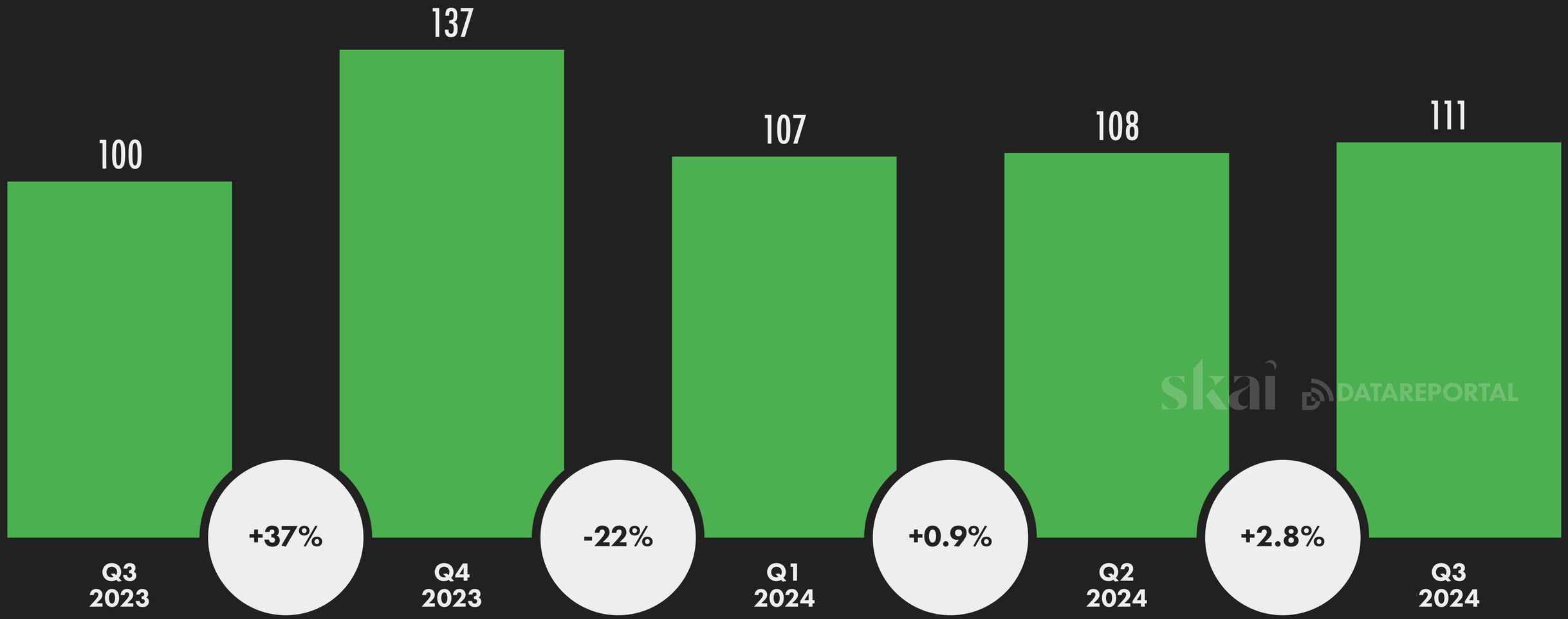
SOCIAL MEDIA ADVERTISING: TOTAL SPEND

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

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. 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 QUARTERLY CHANGE. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI REGULARLY RE-BASES ITS SAMPLE, SO VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS.

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INFLUENCER ADVERTISING OVERVIEW

ESTIMATED SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

GLOBAL OVERVIEW

ESTIMATED ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)

$39.3

BILLION

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND

+12.1%

+$4.2 BILLION

INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND (ESTIMATED)

4.6%

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND

+2.8%

+12 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. 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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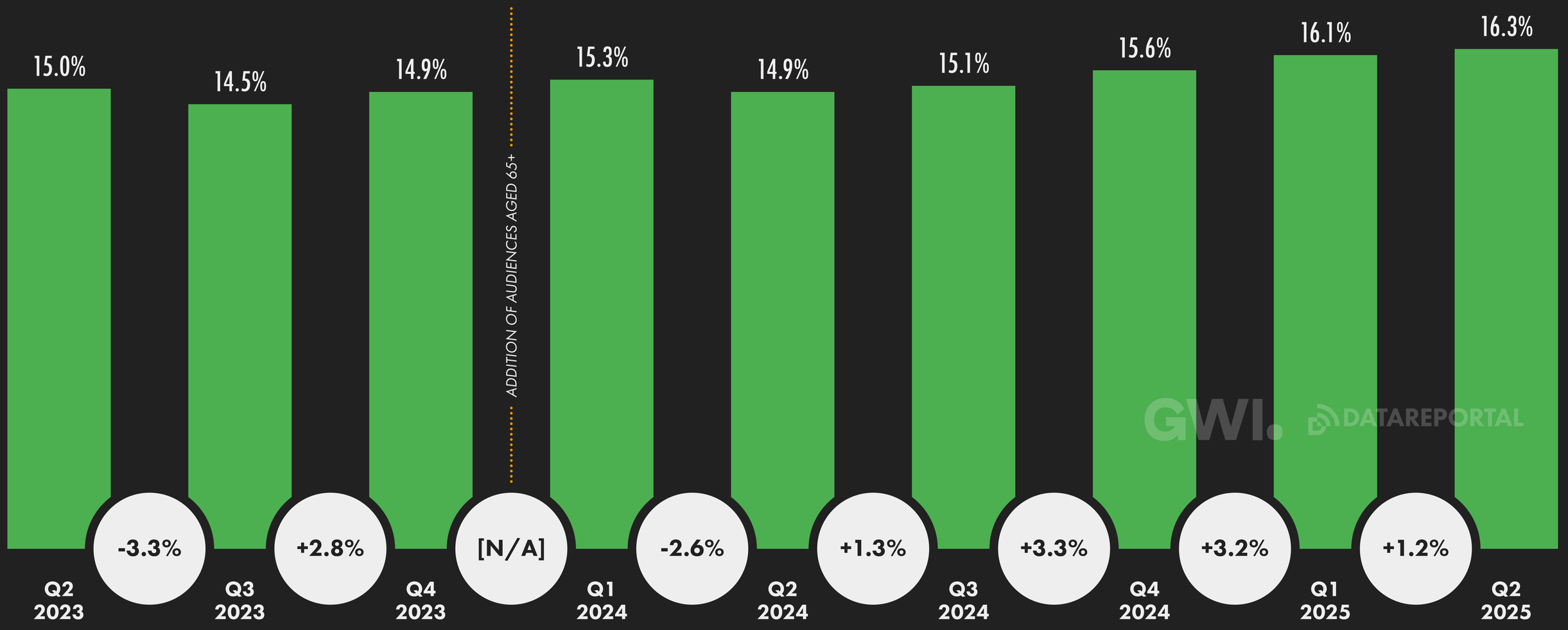
REPRESENTATIVENESS OF ADVERTISING

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

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

GWI. DATAREPORTAL
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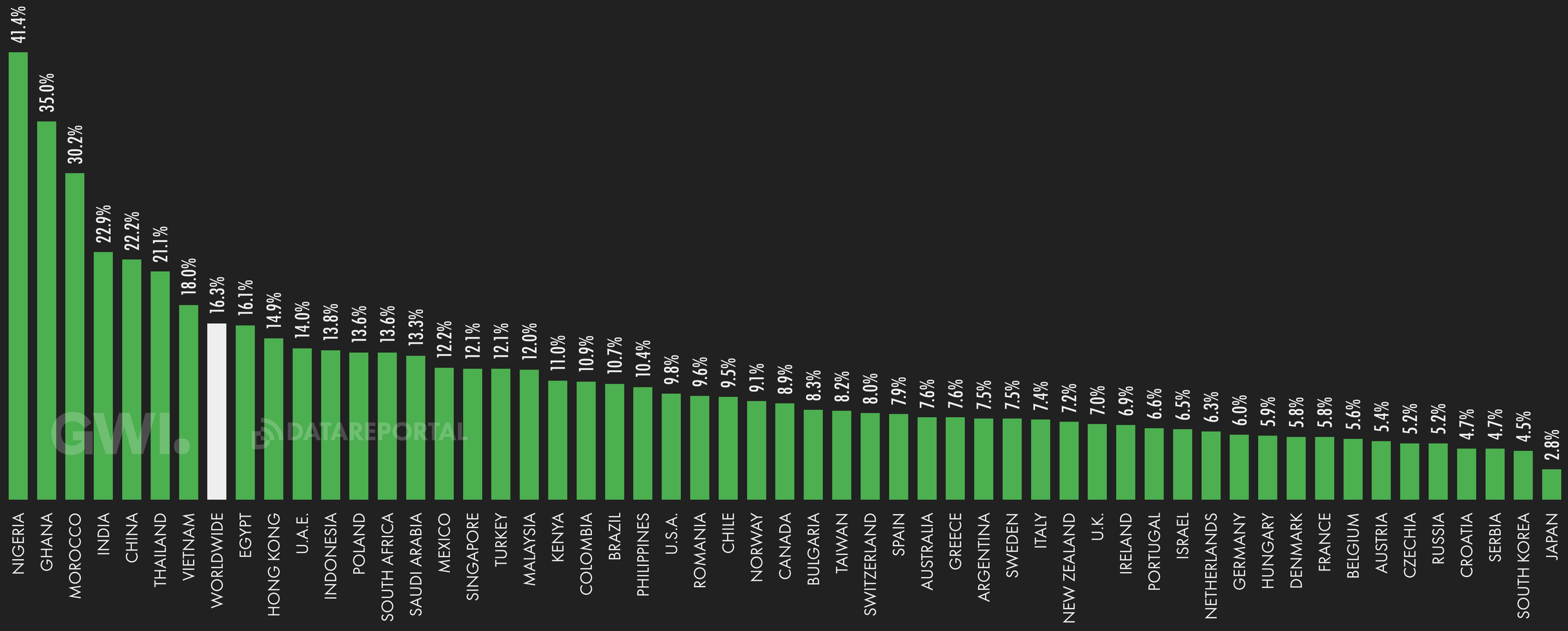
REPRESENTATIVENESS OF ADVERTISING

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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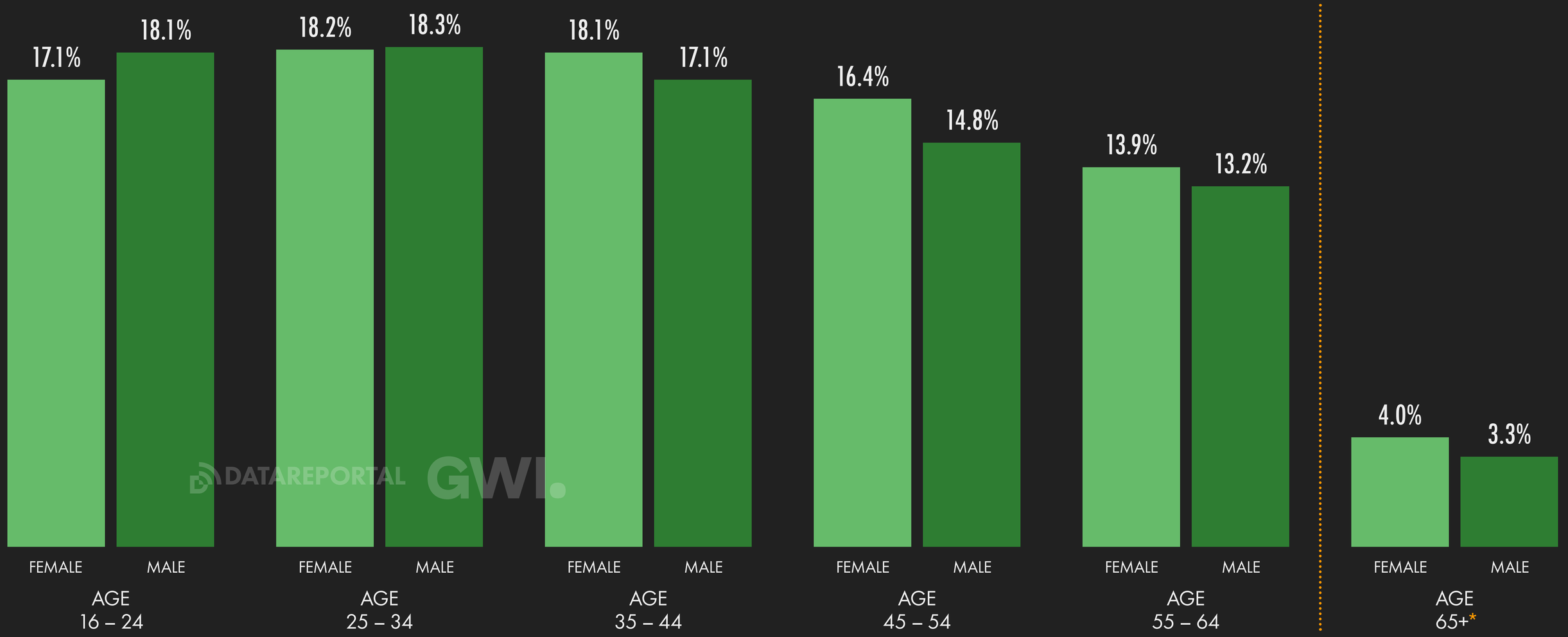
OCT 2025

REPRESENTATIVENESS OF ADVERTISING

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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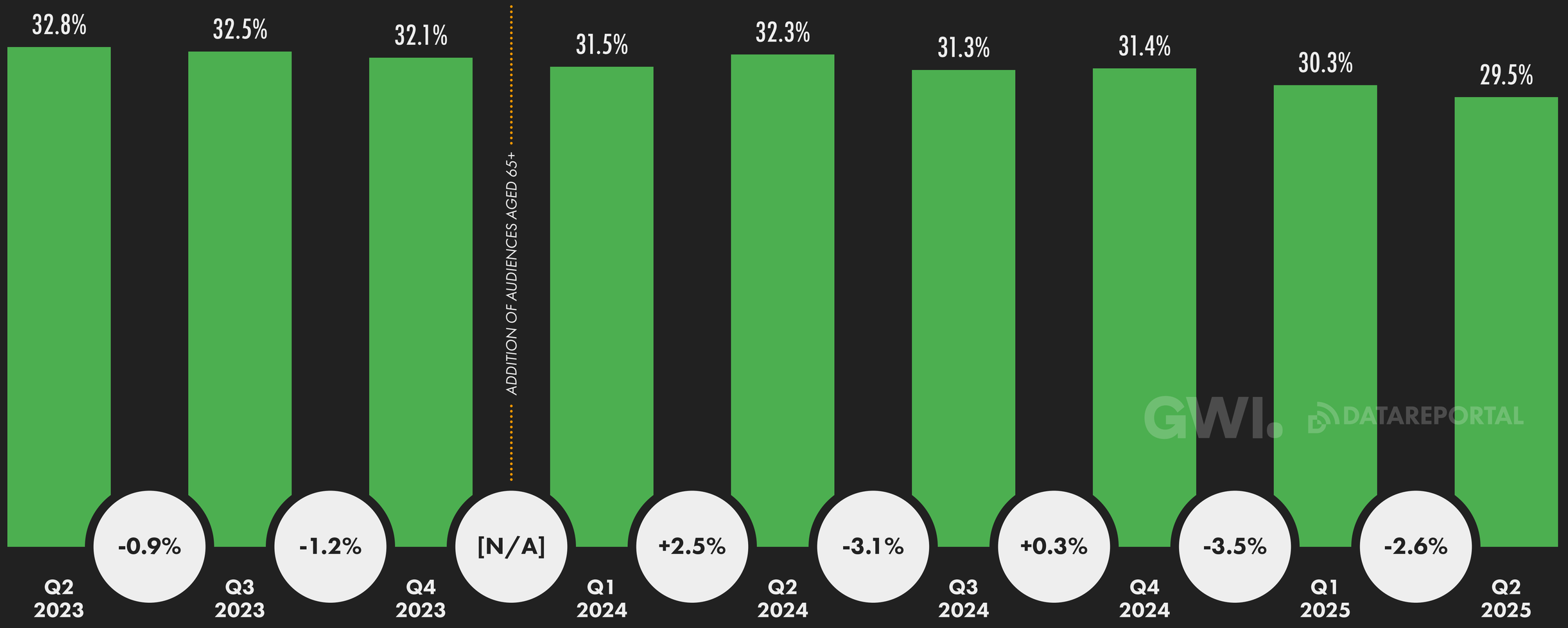
OCT 2025

USE OF AD BLOCKERS

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

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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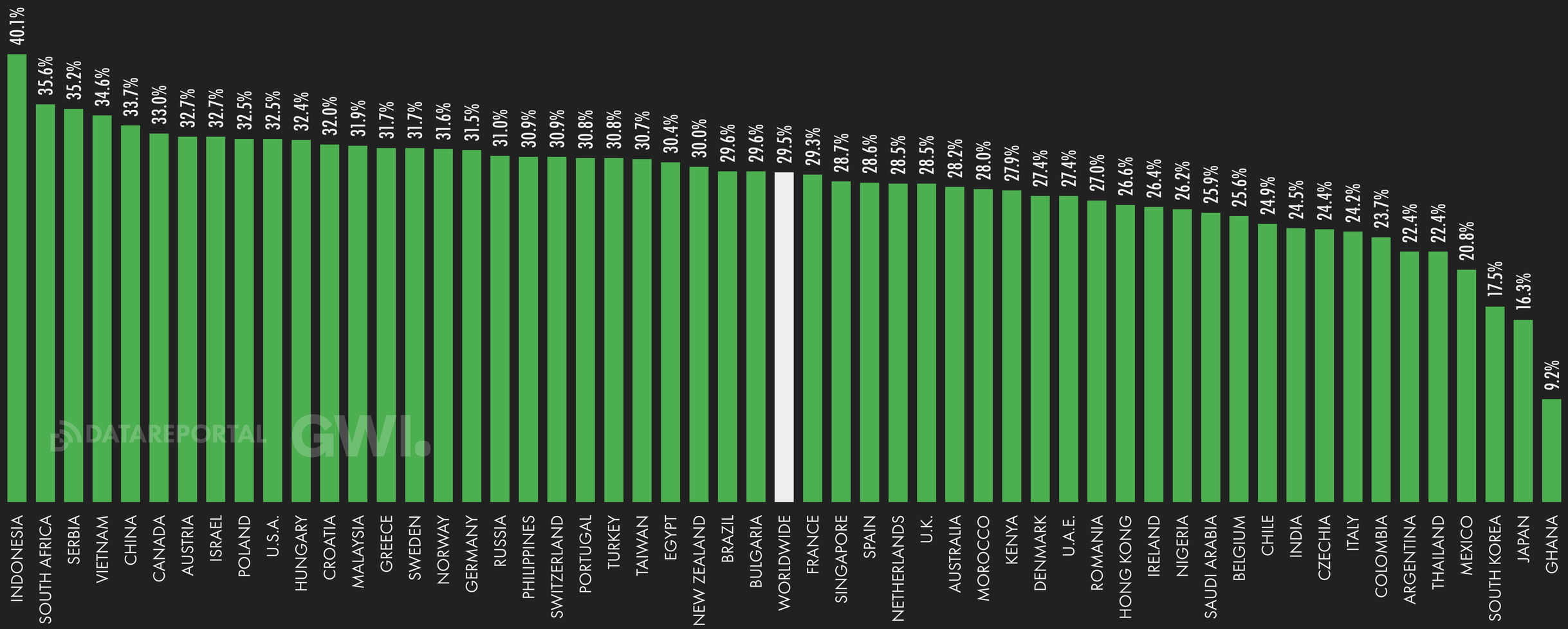
OCT 2025

USE OF AD BLOCKERS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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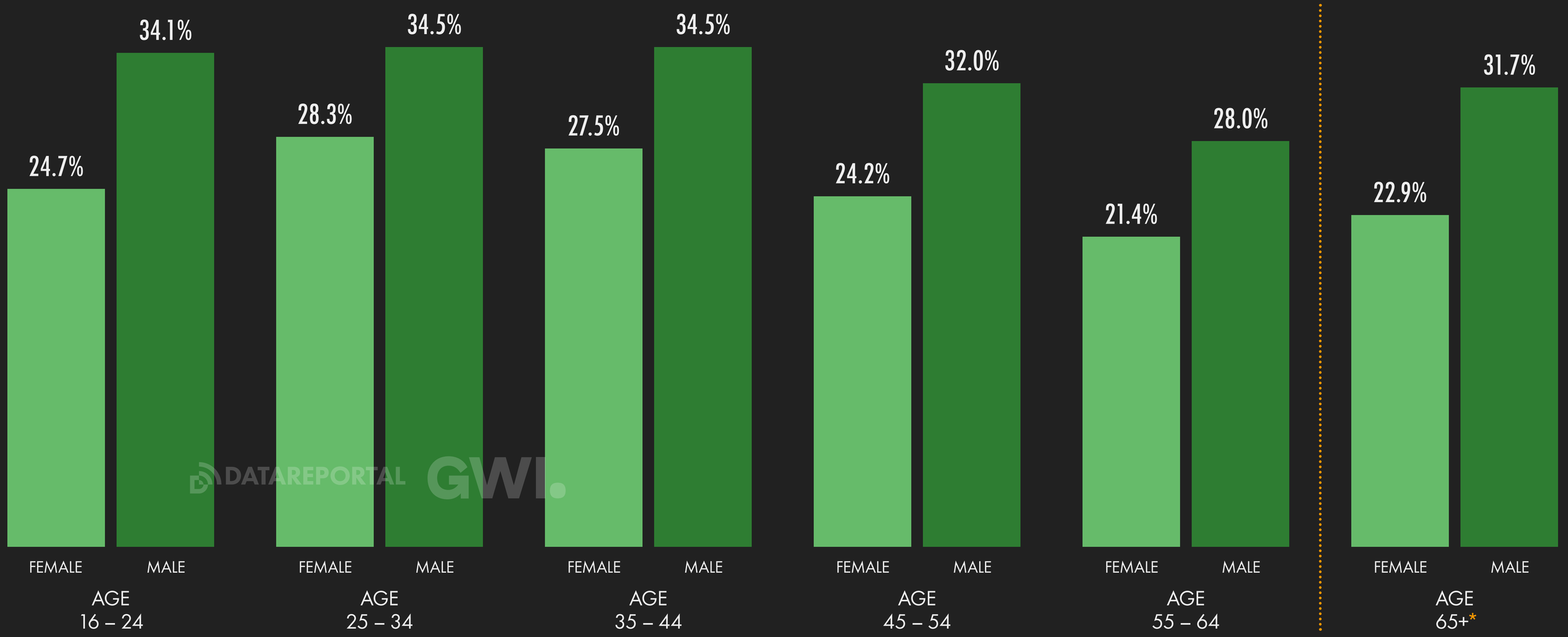
USE OF AD BLOCKERS

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

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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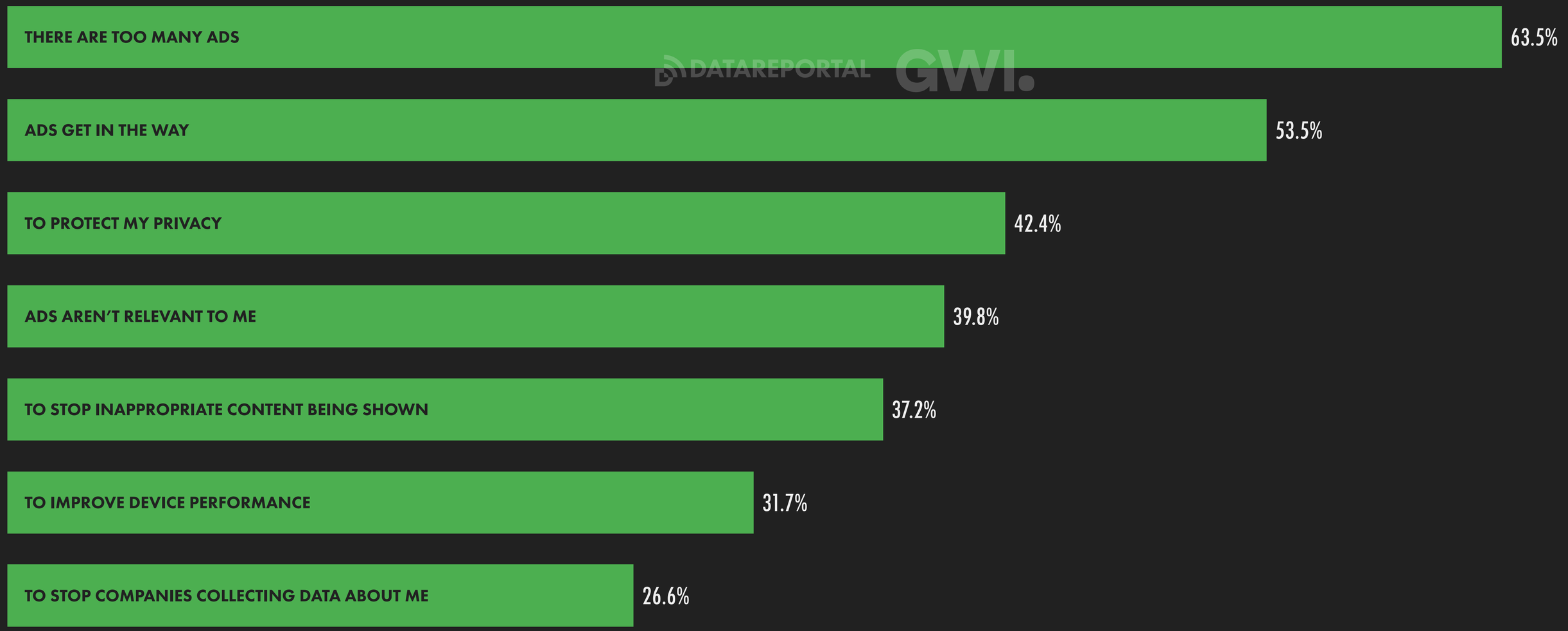
REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16+ WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME

GLOBAL OVERVIEW



DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **NOTE:** PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USE AN AD-BLOCKING TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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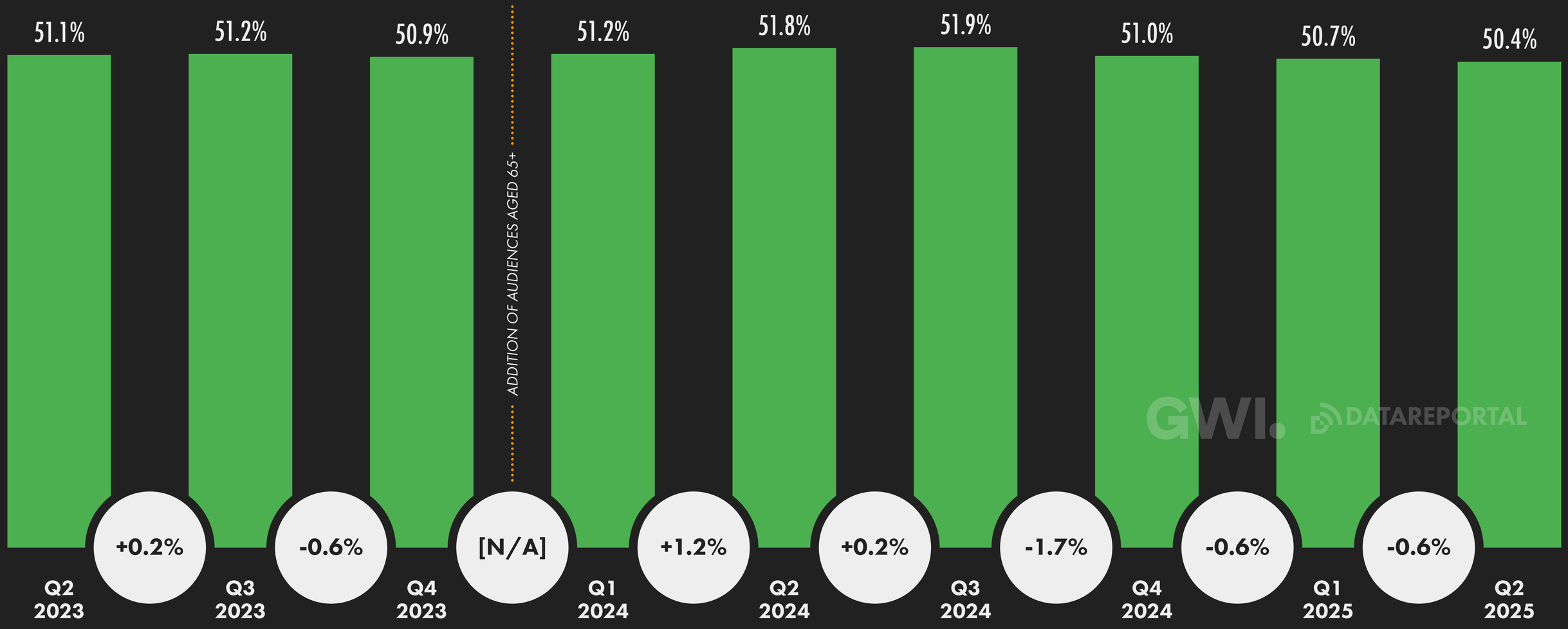
ONLINE BRAND RESEARCH

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

GLOBAL OVERVIEW



GWI. DATAREPORTAL

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ONLINE BRAND RESEARCH

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

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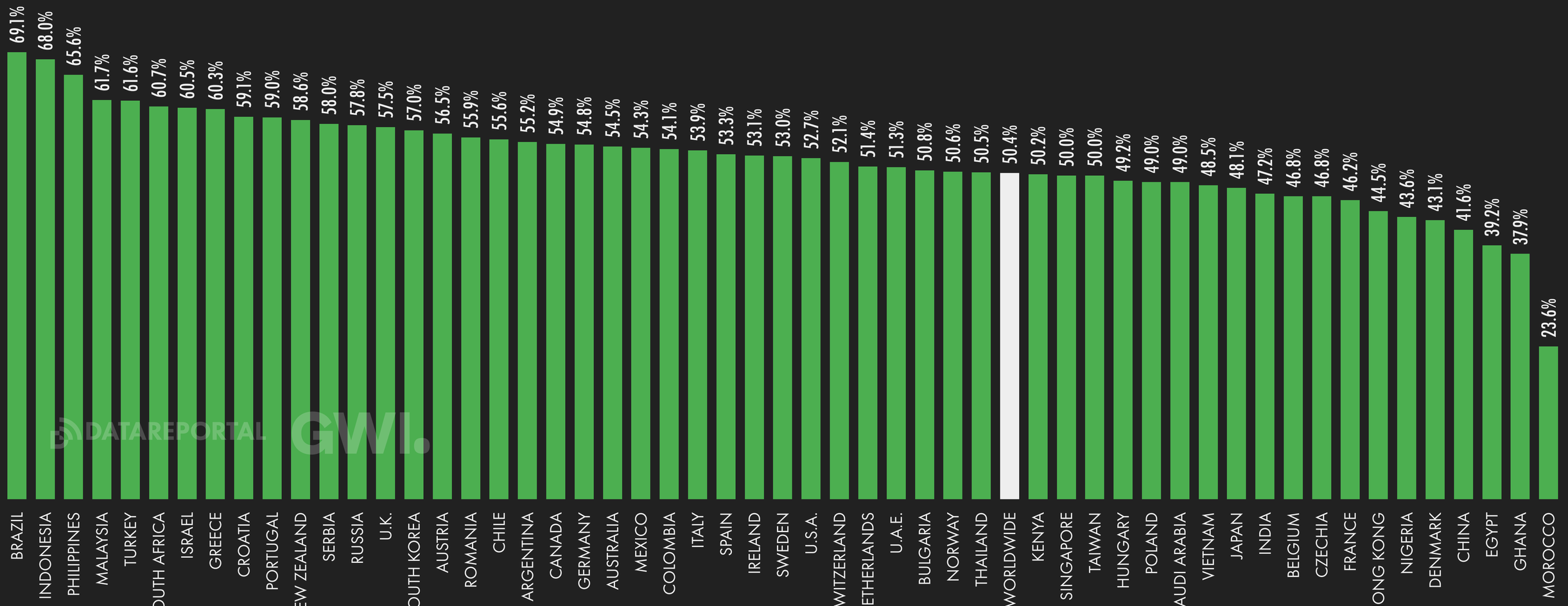

DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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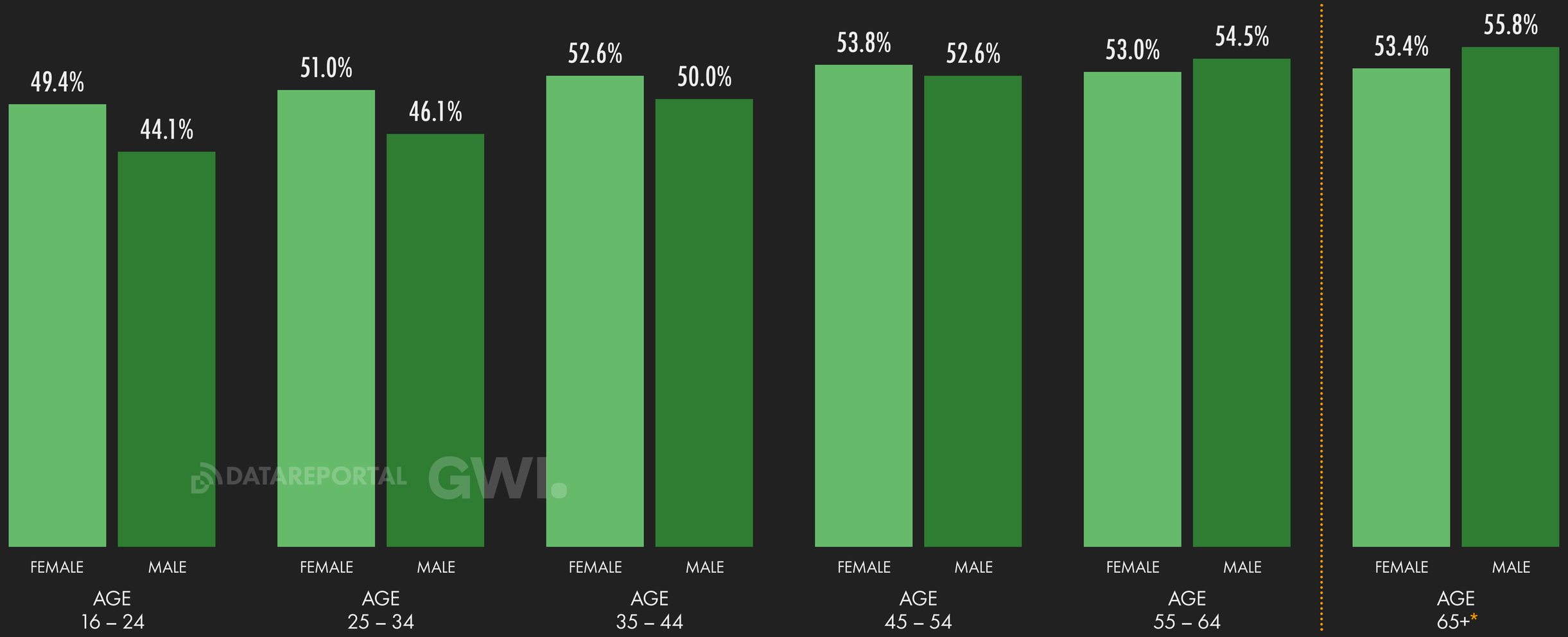
PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



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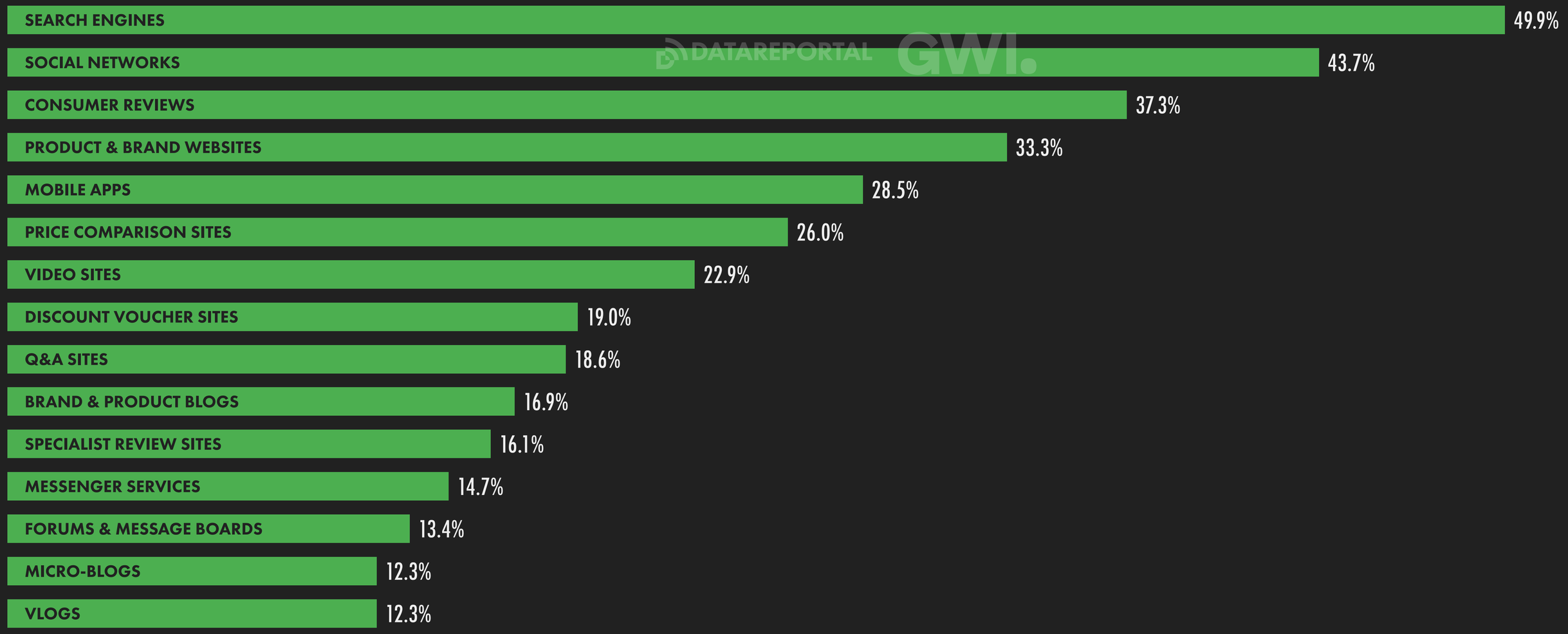
MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

GLOBAL OVERVIEW



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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL NETWORKS	49.2%	SOCIAL NETWORKS	49.1%	SEARCH ENGINES	49.4%	SEARCH ENGINES	53.0%	SEARCH ENGINES	55.1%	SEARCH ENGINES	67.9%
SEARCH ENGINES	43.7%	SEARCH ENGINES	47.8%	SOCIAL NETWORKS	45.2%	SOCIAL NETWORKS	41.1%	CONSUMER REVIEWS	40.2%	PRODUCT & BRAND WEBSITES	41.0%
CONSUMER REVIEWS	34.9%	CONSUMER REVIEWS	35.8%	CONSUMER REVIEWS	37.7%	CONSUMER REVIEWS	39.2%	PRODUCT & BRAND WEBSITES	37.2%	CONSUMER REVIEWS	40.0%
MOBILE APPS	32.8%	MOBILE APPS	32.4%	PRODUCT & BRAND WEBSITES	34.1%	PRODUCT & BRAND WEBSITES	35.5%	SOCIAL NETWORKS	35.3%	PRICE COMPARISON SITES	31.5%
PRODUCT & BRAND WEBSITES	29.3%	PRODUCT & BRAND WEBSITES	31.2%	MOBILE APPS	29.4%	PRICE COMPARISON SITES	29.2%	PRICE COMPARISON SITES	30.1%	SPECIALIST REVIEW SITES	16.0%
VIDEO SITES	26.4%	VIDEO SITES	25.8%	PRICE COMPARISON SITES	26.5%	MOBILE APPS	25.7%	MOBILE APPS	22.9%	SOCIAL NETWORKS	15.1%
PRICE COMPARISON SITES	21.9%	PRICE COMPARISON SITES	23.8%	VIDEO SITES	24.1%	VIDEO SITES	21.0%	VIDEO SITES	18.0%	DISCOUNT VOUCHER SITES	13.7%
Q&A SITES	20.2%	DISCOUNT VOUCHER SITES	19.8%	DISCOUNT VOUCHER SITES	19.6%	DISCOUNT VOUCHER SITES	19.2%	DISCOUNT VOUCHER SITES	17.8%	Q&A SITES	11.8%
DISCOUNT VOUCHER SITES	19.5%	Q&A SITES	19.5%	Q&A SITES	18.9%	Q&A SITES	18.2%	SPECIALIST REVIEW SITES	17.4%	MOBILE APPS	10.4%
BRAND & PRODUCT BLOGS	18.3%	BRAND & PRODUCT BLOGS	18.9%	BRAND & PRODUCT BLOGS	18.2%	SPECIALIST REVIEW SITES	17.3%	Q&A SITES	17.1%	VIDEO SITES	5.7%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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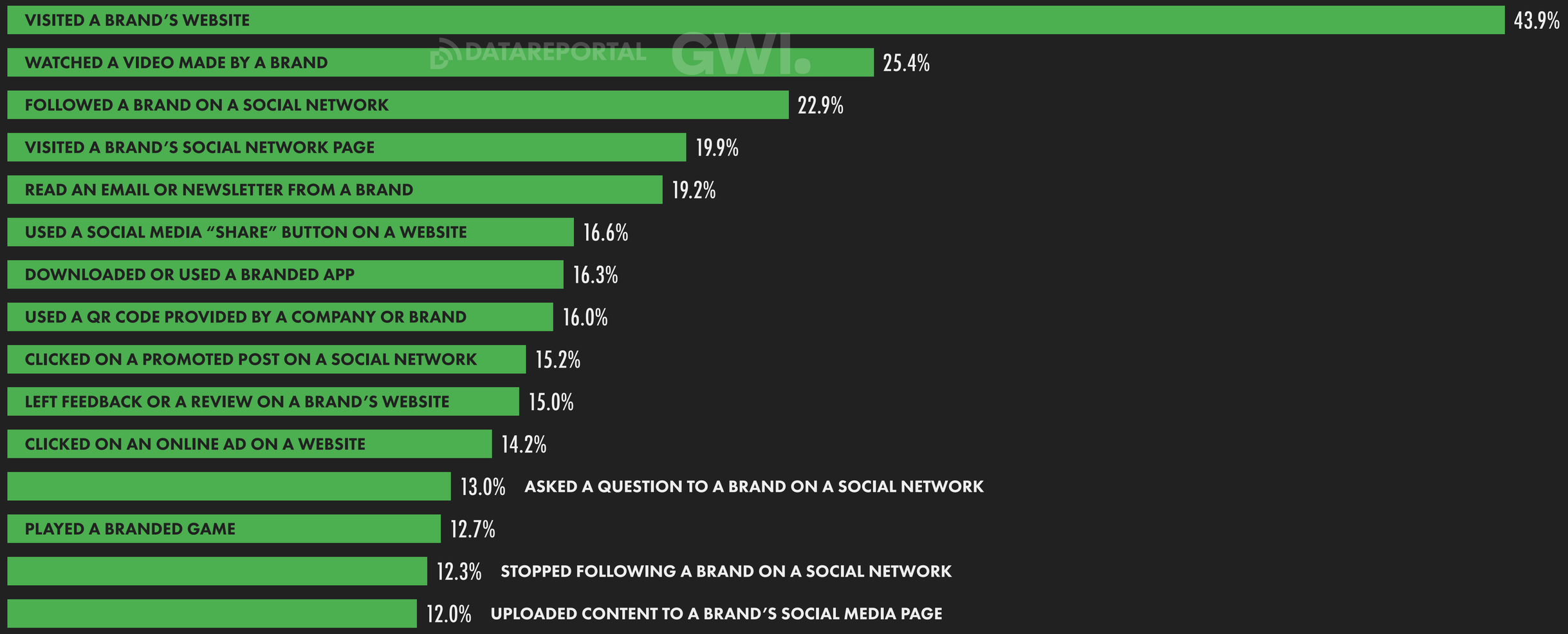
ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGED IN EACH ACTION IN THE PAST MONTH

GLOBAL OVERVIEW

DATAREPORTAL GWI.



SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS WHO ENGAGED IN EACH BRAND-RELATED ACTION IN THE PAST MONTH

GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
VISITED A BRAND'S WEBSITE	44.5%	VISITED A BRAND'S WEBSITE	42.2%	VISITED A BRAND'S WEBSITE	43.0%	VISITED A BRAND'S WEBSITE	43.4%	VISITED A BRAND'S WEBSITE	43.5%	VISITED A BRAND'S WEBSITE	56.6%
WATCHED A VIDEO MADE BY A BRAND	27.6%	WATCHED A VIDEO MADE BY A BRAND	26.6%	WATCHED A VIDEO MADE BY A BRAND	26.3%	WATCHED A VIDEO MADE BY A BRAND	24.9%	WATCHED A VIDEO MADE BY A BRAND	22.8%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	32.9%
FOLLOWED A BRAND ON A SOCIAL NETWORK	24.2%	FOLLOWED A BRAND ON A SOCIAL NETWORK	25.4%	FOLLOWED A BRAND ON A SOCIAL NETWORK	24.2%	FOLLOWED A BRAND ON A SOCIAL NETWORK	22.7%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	22.1%	WATCHED A VIDEO MADE BY A BRAND	14.2%
DOWNLOADED OR USED A BRANDED APP	20.2%	VISITED A BRAND'S SOCIAL NETWORK PAGE	21.7%	VISITED A BRAND'S SOCIAL NETWORK PAGE	21.8%	VISITED A BRAND'S SOCIAL NETWORK PAGE	20.6%	FOLLOWED A BRAND ON A SOCIAL NETWORK	19.0%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	13.8%
VISITED A BRAND'S SOCIAL NETWORK PAGE	20.2%	DOWNLOADED OR USED A BRANDED APP	18.3%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	18.4%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	19.7%	VISITED A BRAND'S SOCIAL NETWORK PAGE	17.2%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	10.6%
PLAYED A BRANDED GAME	17.4%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	18.2%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	17.7%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	16.1%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	15.1%	CLICKED ON AN AD ON A WEBSITE	10.4%
USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	17.2%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	17.7%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	17.2%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	15.8%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	14.6%	FOLLOWED A BRAND ON A SOCIAL NETWORK	9.0%
READ AN EMAIL OR NEWS-LETTER FROM A BRAND	16.4%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	17.2%	DOWNLOADED OR USED A BRANDED APP	16.7%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	14.7%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	14.2%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	7.3%
CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	15.9%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.4%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	16.3%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	14.7%	CLICKED ON AN AD ON A WEBSITE	13.5%	DOWNLOADED OR USED A BRANDED APP	7.1%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND	15.7%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	16.0%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	15.9%	DOWNLOADED OR USED A BRANDED APP	14.1%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	13.0%	VISITED A BRAND'S SOCIAL NETWORK PAGE	6.8%

SOURCE: GWI (Q2 2025). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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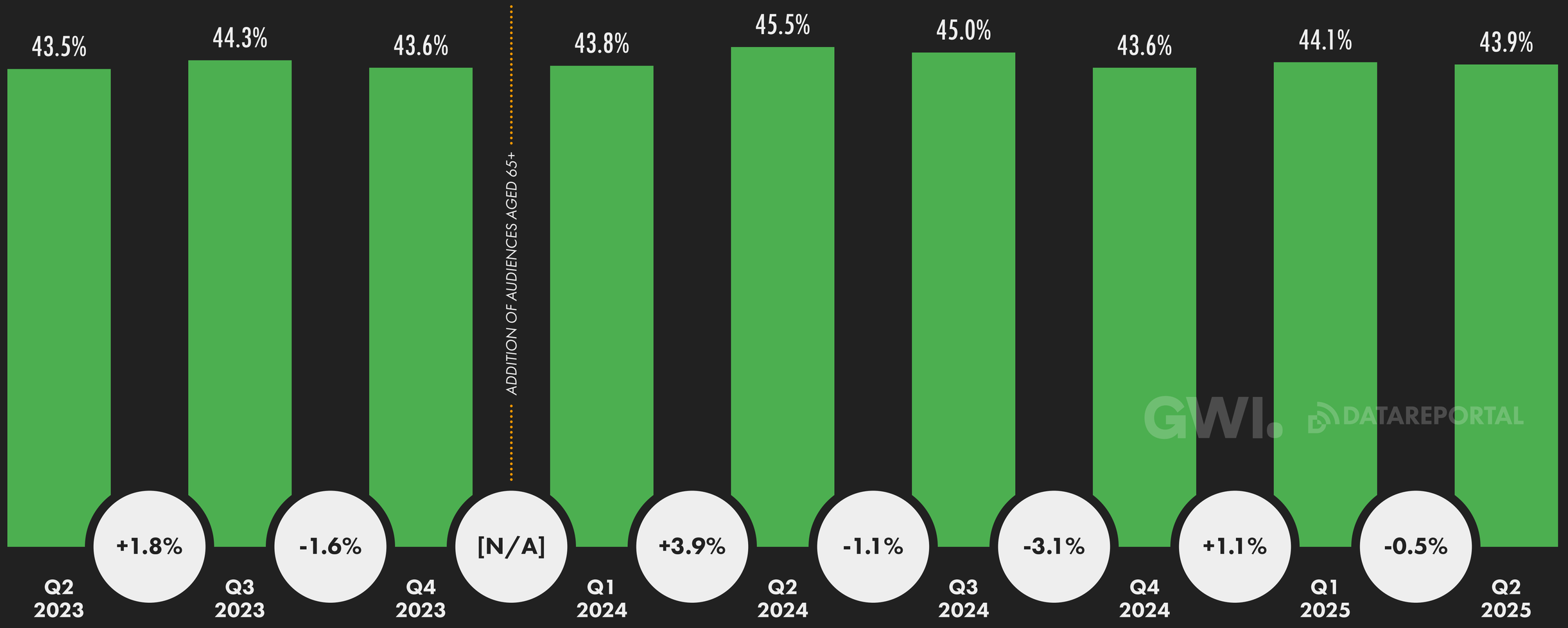
VISITING BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED A BRAND WEBSITE IN THE PAST MONTH

GLOBAL OVERVIEW



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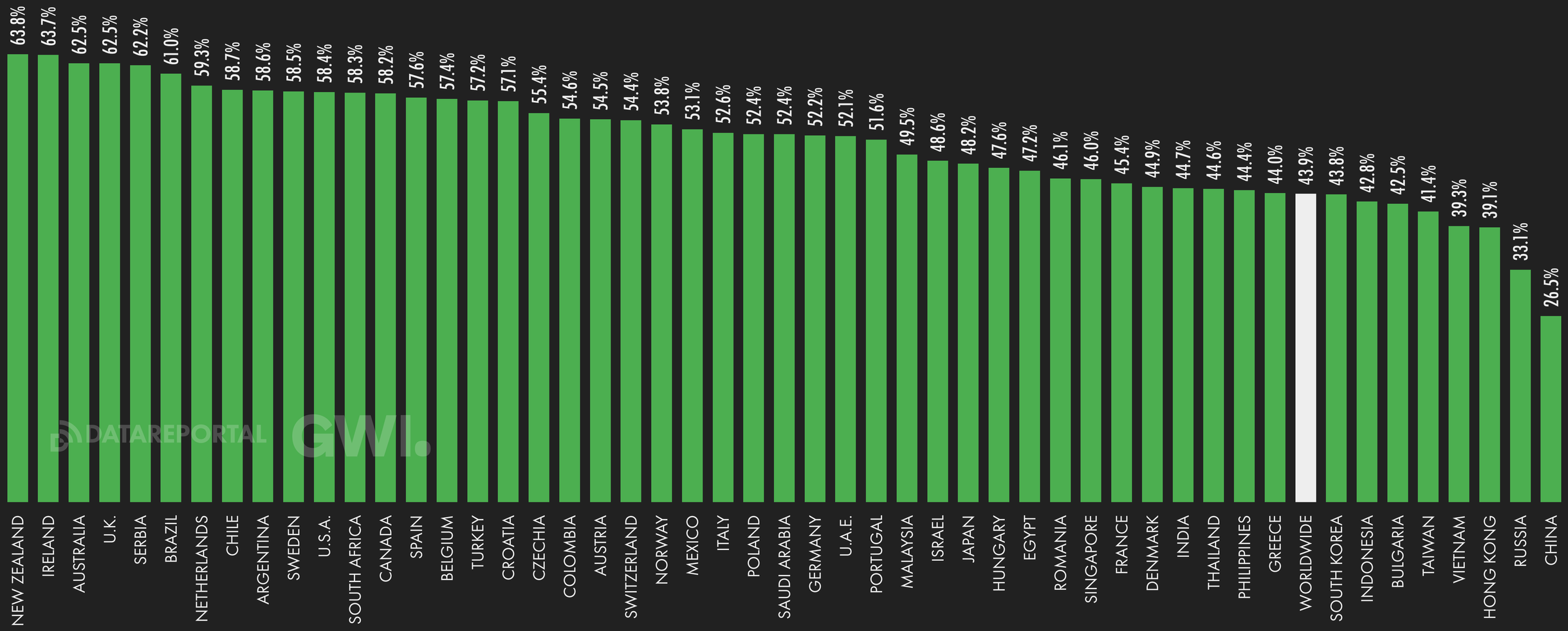

DATAREPORTAL GWI.

SOURCE: GWI (Q2 2025). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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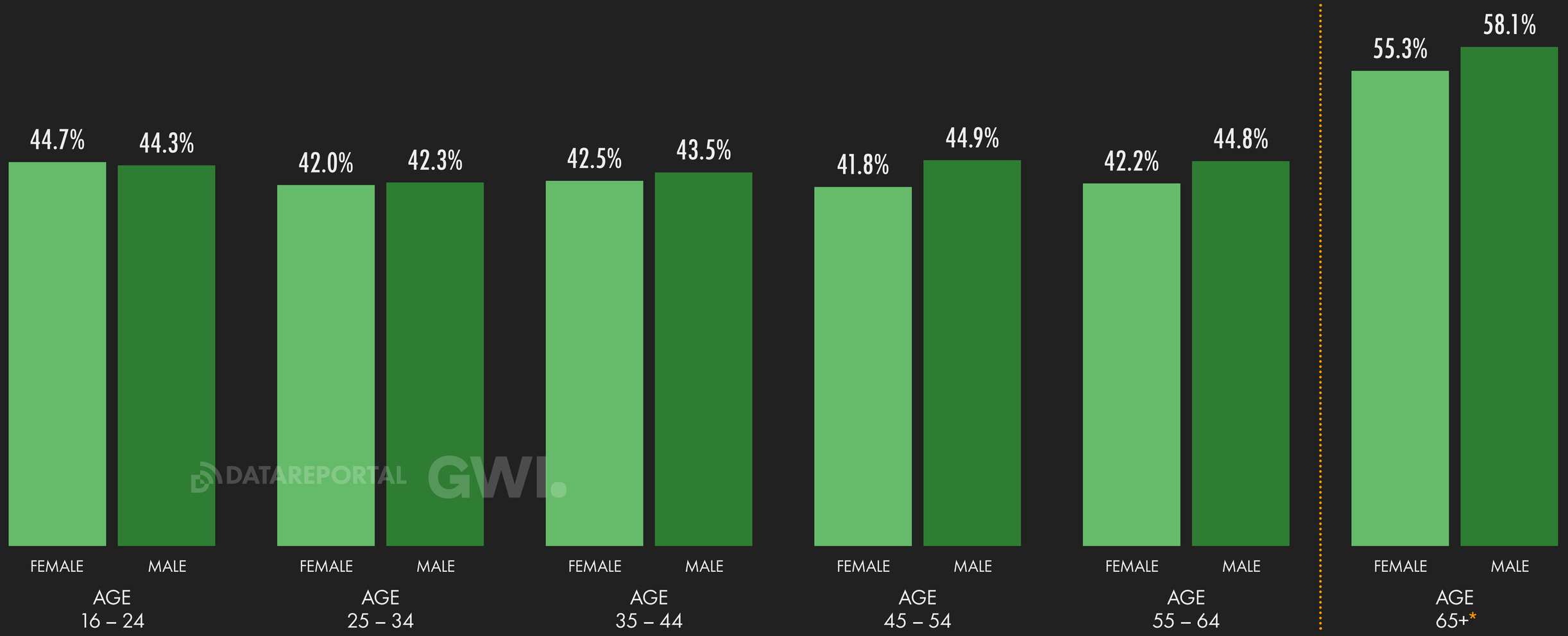
GLOBAL OVERVIEW



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WHO'S WINNING THE WEB?

OCT 2025

CONNECTED CATS vs. DIGITAL DOGS

HOW THE AGE-OLD COMPETITION BETWEEN CATS AND DOGS IS PLAYING OUT ONLINE

GLOBAL OVERVIEW

DOGS

WEB PAGES ABOUT DOGS	AVERAGE GOOGLE SEARCH INDEX: DOG	ANNUAL WIKIPEDIA PAGE VIEWS: DOG	INSTAGRAM POSTS TAGGED WITH #DOG	VIEWS OF TIKTOK POSTS TAGGED WITH #DOG	REDDIT COMMUNITY MEMBERS: R/DOGS	NUMBER OF X USERS INTERESTED IN DOGS
3.67 BILLION	89	2.54 MILLION	394 MILLION	913 BILLION	2.80 MILLION	219 MILLION

CATS

WEB PAGES ABOUT CATS	AVERAGE GOOGLE SEARCH INDEX: CAT	ANNUAL WIKIPEDIA PAGE VIEWS: CAT	INSTAGRAM POSTS TAGGED WITH #CAT	VIEWS OF TIKTOK POSTS TAGGED WITH #CAT	REDDIT COMMUNITY MEMBERS: R/CATS	NUMBER OF X USERS INTERESTED IN CATS
4.44 BILLION	55	3.68 MILLION	307 MILLION	911 BILLION	8.60 MILLION	39.1 MILLION

SOURCES: GOOGLE.COM; GOOGLE TRENDS; WMCLOUD; INSTAGRAM; TIKTOK; TWITTER'S ADVERTISING RESOURCES. **NOTES:** WEB PAGES BASED ON NUMBER OF RESULTS FOR A GOOGLE SEARCH FOR EACH ANIMAL. GOOGLE TRENDS INDICES BASED ON WORLDWIDE SEARCHES FOR EACH ANIMAL IN THE 12 MONTHS PRIOR TO REPORT PRODUCTION (ENGLISH LANGUAGE ONLY). INSTAGRAM BASED ON TOTAL NUMBER OF POSTS INCLUDING EACH RESPECTIVE HASHTAG. TIKTOK BASED ON ALL-TIME VIEWS OF TIKTOK POSTS INCLUDING EACH RESPECTIVE HASHTAG. X (TWITTER) INTEREST BASED ON TOTAL POTENTIAL AD REACH FOR USERS INTERESTED IN EACH ANIMAL, ACCORDING TO X'S OWN CLASSIFICATION. **PS:** GOOD DOG.

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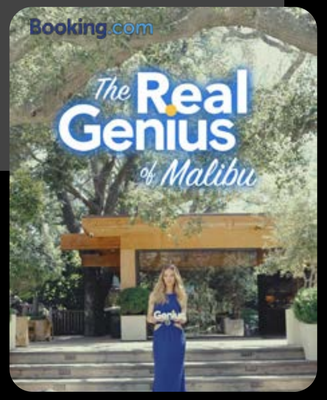
MORE INFORMATION



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4M+
Apps

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Display Ads

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Product SKUs

5B
Search Terms

10Y
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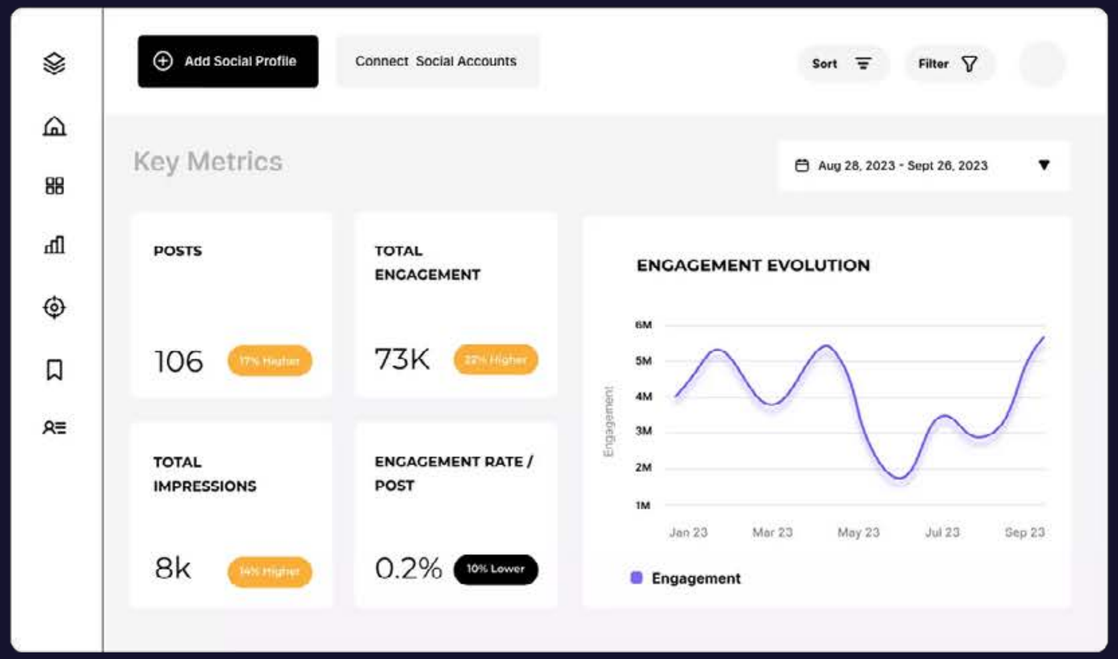

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

DATAREPORTAL.COM