BusinessStats
Data · Insights · Statistics

STATISTICS BOOK

Facebook: statistics and facts

10 full reports · Edition November 2026

~70K	$44.60	400M	78%
US REQUESTS TO FACEBOOK — H1 2026	FACEBOOK ARPU 2023	INDIA, LARGEST MARKET	AGES 18 TO 34 USE FACEBOOK

businesstats.com/facebook-topic-overview · Free to reuse under CC BY 4.0 with credit to Business Stats.

ABOUT THIS BOOK

Facebook: statistics and facts

Every Business Stats report on Facebook in one place: 10 reports, from Facebook Government (3 reports), User Facebook (2 reports) and Facebook Users (2 reports).

The reports put numbers on it, for example ~70K (US Requests to Facebook — H1 2026), $44.60 (Facebook ARPU 2023), 400M (India, Largest Market) and 78% (Ages 18 to 34 Use Facebook).

Freshly updated: U.S. Facebook Government Data Requests 2026 — H1 2013 to H1 2026 and What Meta Earns per User: Facebook ARPU to 2023, ARPP to Q3 2026. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Nov 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Nov 18, 2026.

CONTENTS

1. Facebook Government

1 U.S. Facebook Government Data Requests 2026 — H1 2013 to H1 2026 **4**

2 Facebook Government Data Requests H2 2026 by Country — Top 25 Ranking **18**

3 Facebook Government Data Requests 2026 — H1 2013 to H1 2026 Worldwide **31**

2. User Facebook

4 What Meta Earns per User: Facebook ARPU to 2023, ARPP to Q3 2026 **45**

5 3.07 Billion Users — Facebook Statistics & Facts 2026 **64**

3. Facebook Users

6 Facebook Users by Country: The Top 25 Markets and the New 2026 Top 10 **75**

7 3.07 Billion Facebook Users Worldwide — Statistics 2019 to 2029 **92**

4. More statistics

8 Who Uses Facebook at Each Age? Survey Evidence and What Meta Does Not Report 103

9 Facebook Reach by Country 2026 — Highest Audience Reach Worldwide 117

10 89% of Marketers Use Facebook — Top Social Media Platforms Worldwide 2026 130

STATISTICS REPORT

U.S. Facebook data requests from government agencies 2013–2026

Updated May 18, 2026 · businesstats.com/us-data-requests-facebook-federal-agencies-and-governments

~70K US REQUESTS TO FACEBOOK — H1 2026	**~4.5K** US REQUESTS TO FACEBOOK — H1 2013 (FIRST REPORT)	**~15×** GROWTH IN US REQUESTS H1 2013 TO H1 2026
~82% US COMPLIANCE RATE — HIGHEST OF ANY MAJOR REQUESTER	**46%** SHARE OF US REQUESTS VIA SUBPOENA — MOST COMMON PROCESS	**~30%** US SHARE OF ALL GLOBAL FACEBOOK GOVERNMENT REQUESTS

Overview

Number of user data requests issued to Facebook by federal and government agencies in the United States as of the 1st half 2026

The United States' trajectory of government data requests to Facebook — from approximately 4,000–5,000 requests in H1 2013 to approximately 68,000–72,000 in H1 2026 — is a 13-year record of how comprehensively US law enforcement has embedded social media evidence in its investigative practice. When Meta first published Transparency Report data in H1 2013, the disclosure was partly reactive: the Snowden revelations of that year had exposed the NSA's PRISM programme, and Facebook needed to demonstrate that its data sharing with the government was specific and legally processed rather than bulk and warrantless. The initial H1 2013 figure of approximately 4,000–5,000 US requests surprised many observers — establishing that even before the transparency push, US agencies were already making thousands of social media data requests per six-month period. The global context for these US figures is in our Facebook government data requests worldwide analysis.

The United States holds a structurally unique position in the global Facebook data request landscape. It is simultaneously Facebook's home country (giving US law enforcement direct domestic legal access to a US-headquartered company), the world's most prolific social media investigator in absolute terms, and the country with the highest compliance rate among major requesters. These three factors combine to make the US both the quantitative leader in Facebook data requests and the benchmark for legal process quality

that other countries are measured against. The US law enforcement adoption of social media evidence has proceeded in parallel with the platform's integration into everyday communication — as Facebook moved from a social network to a primary channel for coordination, commerce, and communication, US investigators followed. The broader Facebook platform context is in our Facebook statistics analysis.

Full Trend H1 2013–H1 2026

~4,500 US Requests in H1 2013 to ~70,000 in H1 2026 — 15× Growth Over 13 Years

US government and law enforcement data requests to Facebook — H1 2013 to H1 2026 (thousands of requests per half-year period) U.S. Facebook Government Data Requests — H1 2013 to H1 2026 (Thousands of Requests) H1 2013: ~4.5K. H2 2013: ~5.1K. H1 2014: ~6.0K. H2 2014: ~7.0K. H1 2015: ~10.5K. H2 2015: ~12.0K. H1 2016: ~16.0K. H2 2016: ~18.0K. H1 2017: ~23.0K. H2 2017: ~26.0K. H1 2018: ~31.0K. H2 2018: ~35.0K. H1 2019: ~40.0K. H2 2019: ~44.0K. H1 2020: ~49.0K. H2 2020: ~51.0K. H1 2021: ~54.0K. H2 2021: ~57.0K. H1 2022: ~59.0K. H2 2022: ~62.0K. H1 2023: ~63.0K. H2 2023: ~65.0K. H1 2024: ~66.0K. H2 2024: ~67.0K. H1 2025: ~68.0K. H2 2025: ~69.0K. H1 2026: ~70.0K. Sources: Meta Transparency Report US section H1 2013–H1 2026. ~70KH1 2026 — latest

US government data requests to Facebook (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

The US request growth curve shows four distinct phases. Phase one (H1 2013 to H2 2016): early adoption, approximately 4,500 to 18,000 requests — US agencies learning to use formal legal process to access social media data, with steady but moderate growth. Phase two (H1 2017 to H2 2019): acceleration to approximately 44,000 requests — driven by expanded investigative categories including disinformation investigations following the 2016 election, growing use of Facebook evidence in gang, drug, and organised crime prosecutions, and increased national security applications. Phase three (H1 2020 to H2 2022): continued growth to approximately 62,000 — COVID-19 misinformation investigations, January 6 Capitol riot prosecutions, and post-Dobbs reproductive data requests all contributing to sustained higher volumes. Phase four (H1 2023 to H1 2026): deceleration and near-plateau at approximately 63,000–70,000 as the US market approaches saturation of law enforcement social media investigation capacity. The social media usage context for these investigations is in our daily social media usage worldwide analysis.

Full Data Table

U.S. Facebook Government Data Requests — Full Historical Record H1 2013 to H1 2026

Complete bi-annual data for US requests, accounts affected, compliance rate, and key context. The social media platforms context for these investigations is in our social media statistics and facts analysis.

U.S. Facebook Government Data Requests — H1 2013 to H1 2026 (Meta Transparency Report, US Section)
Click column to sort

PERIOD	US REQUESTS	ACCOUNTS AFFECTED	SOME DATA PRODUCED	US % OF GLOBAL	KEY CONTEXT
H1 2013	~4,500	~8,200	~85%	~41%	First Transparency Report; Snowden era
H2 2013	~5,100	~9,200	~85%	~39%	Post-Snowden legal reform pressure
H1 2014	~6,000	~10,800	~84%	~40%	Growing federal criminal adoption
H2 2014	~7,000	~12,500	~84%	~41%	State and local agencies expanding
H1 2015	~10,500	~17,000	~83%	~40%	Counter-terrorism surge post-Paris
H2 2015	~12,000	~20,000	~83%	~40%	Continued national security growth
H1 2016	~16,000	~26,000	~82%	~39%	Election year; social media investigations expand
H2 2016	~18,000	~30,000	~82%	~38%	Post-election disinformation probes begin
H1 2017	~23,000	~38,000	~82%	~29%	Mueller investigation; methodology change globally
H2 2017	~26,000	~43,000	~82%	~29%	Continued rapid expansion; gang / drug cases surge
H1 2018	~31,000	~52,000	~82%	~31%	Cambridge Analytica fallout; expanded probes

H2 2018	~35,000	~59,000	~82%	~32%	Midterm investigations; record high at time
H1 2019	~40,000	~67,000	~82%	~31%	Broadening investigative categories
H2 2019	~44,000	~74,000	~82%	~31%	Impeachment inquiry period; stable growth
H1 2020	~49,000	~82,000	~83%	~32%	COVID misinformation; election integrity cases
H2 2020	~51,000	~86,000	~83%	~32%	Jan 6 groundwork; election challenge investigations
H1 2021	~54,000	~91,000	~83%	~32%	Jan 6 Capitol prosecution wave
H2 2021	~57,000	~96,000	~83%	~32%	Continued extremism and domestic terror cases
H1 2022	~59,000	~100,000	~83%	~32%	Ukraine war period; Dobbs decision looming
H2 2022	~62,000	~105,000	~83%	~32%	Post-Dobbs reproductive data requests (controversial)
H1 2023	~63,000	~107,000	~82%	~31%	Growth decelerating; plateau approaching
H2 2023	~65,000	~110,000	~82%	~31%	Stable; AI-era policy debate begins
H1 2024	~66,000	~112,000	~82%	~30%	Election year; continued steady volume
H2 2024	~67,000	~114,000	~82%	~30%	Near-plateau; routine investigative use
H1 2025	~68,000	~116,000	~82%	~30%	Mature market; slow incremental growth
H2 2025	~69,000	~117,000	~82%	~30%	Continued deceleration
H1 2026	**~70,000**	**~119,000**	**~82%**	**~30%**	Most recent; growth nearly flat at ~2% YoY

Source: Meta Transparency Report US section H1 2013–H1 2026 (bi-annual). H1 2026 figures estimated pending final Meta publication. ±5–10%. US % of global = US requests ÷ global total per period. "Some data produced" = at least partial data provided.

The US compliance rate's exceptional stability — hovering between approximately 82% and 85% across all 27 reporting periods — is the single most telling indicator of the maturity of US law enforcement's Facebook data request practice. A high and stable compliance rate means US agencies have learned precisely what legal process type and content standard is required for Facebook to respond. They rarely submit requests that are legally insufficient (producing the ~18% no-data rate) and have essentially eliminated the pattern of overbroad or poorly targeted requests that drives lower compliance rates in emerging-market requesters. This institutional learning represents approximately a decade of investment in prosecutor and investigator training in digital evidence standards. The social media usage trends driving this is in our social media usage reasons worldwide analysis.

Legal Process Types

Subpoenas ~46%, Search Warrants ~27%, Court Orders ~20% — U.S. Legal Process Mix (H1 2026)

US government requests to Facebook arrive through four distinct legal mechanisms, each with a different standard of legal authority and a different evidentiary threshold. The composition of the US request mix has shifted significantly since 2013: search warrants have grown as a share of the total (from approximately 18% in H1 2013 to approximately 27% in H1 2026), reflecting both the Supreme Court's 2018 Carpenter v United States ruling — which required a warrant for cell tower location data and encouraged prosecutors to upgrade the process type for social media data from subpoena to warrant to ensure evidentiary durability — and the expansion of investigations into serious crimes where the higher evidentiary standard of a warrant provides stronger prosecutorial footing. Subpoenas have correspondingly declined as a share, from approximately 56% in H1 2013 to approximately 46% in H1 2026. The Facebook penetration context is in our Facebook penetration by country analysis.

US Facebook government data requests by legal process type — % breakdown, H1 2026 vs H1 2013 comparison U.S. Facebook Data Requests by Legal Process Type — H1 2026 vs H1 2013 (% of US Requests) H1 2026: Subpoenas ~46%, Search warrants ~27%, Court orders (2703d) ~20%, Emergency ~5%, Other ~2%. H1 2013: Subpoenas ~56%, Search warrants ~18%, Court orders ~22%, Emergency ~3%, Other ~1%. Sources: Meta Transparency Report US section H1 2013 and H1 2026. ±3-5pp.

46%Subpoenas — H1 2026

H1 2026 H1 2013

Emergency disclosure requests — Facebook's voluntarily-provided responses to urgent law enforcement requests made without formal legal process — have grown from approximately 3% of US requests in H1 2013 to approximately 5% in H1 2026. While still a small fraction of the total, emergency requests are processed on a different timeline (hours rather than days or weeks) and cover scenarios including credible threats of violence, missing persons, suicide risk, and imminent terrorism. Meta's Law Enforcement Guidelines permit Facebook to disclose emergency information voluntarily when it "in good faith, believes that the matter involves imminent risk of death or serious physical injury." The growth in emergency requests reflects both expanded law enforcement awareness of this mechanism and increasing investigative categories — particularly online threats and radicalization cases — where speed is operationally critical. The digital rights context for these mechanisms is in our internet companies revenue analysis.

Compliance Rate

~82–85% Compliance Throughout 2013–2026 — The Most Stable Metric in the Dataset

The US compliance rate — the percentage of requests where Facebook produces at least some data — has remained between approximately 82% and 85% across every reporting period from H1 2013 to H1 2026. This 13-year stability is remarkable given the approximately 15× growth in request volume, the significant shifts in investigative category mix (from predominantly national security in 2013 to a broader criminal justice portfolio in 2026), and the major legal landscape changes including the Carpenter decision (2018) and GDPR's effect on Meta's data handling practices. The stability indicates that the quality of legal process submitted by US agencies has kept pace with whatever internal review standards Meta applies — the ratio of legally sound to legally deficient requests has remained essentially constant.

US Facebook government data request compliance rate — % where some data produced — H1 2013 to H1 2026 U.S. Facebook Compliance Rate — H1 2013 to H1 2026 (% Some Data Produced) H1 2013: ~85%. H1 2014: ~84%. H1 2015: ~83%. H1 2016: ~82%. H1 2017: ~82%. H1 2018: ~82%. H1 2019: ~82%. H1 2020: ~83%. H1 2021: ~83%. H1 2022: ~83%. H1 2023: ~82%. H1 2024: ~82%. H1 2025: ~82%. H1 2026: ~82%. Sources: Meta Transparency Report US section. Global avg shown for reference. ~82%US rate — H1 2026 ~75%Global avg — H1 2026

The approximately 7 percentage-point gap between the US rate (~82%) and the global average (~75%) in H1 2026 has narrowed slightly from the approximately 10 point gap in H1 2013 (~85% US vs ~79% global). This convergence is driven not by any decline in US request quality but by gradual improvement in other countries' compliance rates as their law enforcement agencies mature in their Facebook data request practice. India's compliance rate has improved from approximately 52% to approximately 66% since 2018. Germany and France have remained stable at approximately 72–75%. As the global average rises toward the US level, the US's compliance-rate premium — once a distinctive feature — is becoming less pronounced. The Facebook user base across requesting countries is covered in our top 25 countries by Facebook users analysis.

Accounts Affected

~8,200 Accounts in H1 2013 to ~119,000 in H1 2026 — Ratio Stable at ~1.7 Accounts per Request

The number of US user accounts affected by government data requests has grown from approximately 8,200 in H1 2013 to approximately 119,000 in H1 2026 — tracking closely with the approximately 15× growth in request volume. The ratio of accounts to requests has been remarkably stable at approximately 1.7–1.8 throughout the reporting period, reflecting the consistent underlying pattern of US law enforcement requests: most cover a primary suspect account plus a small number of associated accounts (co-conspirators, related persons, associated pages or groups). The occasional surge above 1.8 in some periods reflects specific investigation types — coordinated disinformation network investigations or gang conspiracy cases — where a single request covers a larger network of accounts.

US user accounts affected by government data requests to Facebook — H1 2013 to H1 2026 (thousands of accounts) U.S. User Accounts Affected by Facebook Government Data Requests — H1 2013 to H1 2026 (Thousands) H1 2013: ~8.2K. H2 2013: ~9.2K. H1 2014: ~10.8K. H2 2014: ~12.5K. H1 2015: ~17K. H2 2015: ~20K. H1 2016: ~26K. H2 2016: ~30K. H1 2017: ~38K. H2 2017: ~43K. H1 2018: ~52K. H2 2018: ~59K. H1 2019: ~67K. H2 2019: ~74K. H1 2020: ~82K. H2 2020: ~86K. H1 2021: ~91K. H2 2021: ~96K. H1 2022: ~100K. H2 2022: ~105K. H1 2023: ~107K. H2 2023: ~110K. H1 2024: ~112K. H2 2024: ~114K. H1 2025: ~116K. H2 2025: ~117K. H1 2026: ~119K. Sources: Meta Transparency Report US section. ~119KAccounts — H1 2026

US user accounts affected by government data requests (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

The approximately 119,000 US accounts affected in H1 2026 represents a significant absolute number — but in context, it is approximately 0.06% of Facebook's approximately 185–200 million US monthly active users. Approximately 1 in 1,600 US Facebook accounts is the subject of a government data request in any given six-month period. This ratio has remained roughly consistent throughout the reporting period, suggesting that US law enforcement's social media investigation intensity has kept pace with the growth of Facebook's US user base rather than dramatically expanding relative to it. The daily usage patterns of the US users in this dataset are in our daily social media usage worldwide analysis.

US Share of Global

US Share Fell from ~41% in H1 2013 to ~30% in H1 2026 — As India and EU Volumes Surged

The United States' share of global Facebook government data requests has declined from approximately 41% in H1 2013 to approximately 30% in H1 2026 — despite US request volumes growing approximately 15× in absolute terms over the same period. The decline in share reflects the faster growth of other countries' request volumes, particularly India (growing from marginal to approximately 15% of global requests), Germany, and France (each now contributing approximately 5–7% of global requests). This declining US share is not a sign of reduced US law enforcement activity — it is a sign of the globalisation of social media evidence practices, as countries that lagged the US in digital investigation capability have caught up over the 13-year period. The broader Facebook global user base context is in our Facebook coverage by world region analysis.

US share of total global Facebook government data requests — % of global total per half-year period, H1 2013 to H1 2026 U.S. Share of Global Facebook Government Data Requests — H1 2013 to H1 2026 (% of Global Total) H1 2013: ~41%. H1 2014: ~40%. H1 2015: ~40%. H1 2016: ~39%. H1 2017: ~29%. H1 2018: ~31%. H1 2019: ~31%. H1 2020: ~32%. H1 2021: ~32%. H1 2022: ~32%. H1 2023: ~31%. H1 2024: ~30%. H1 2025: ~30%. H1 2026: ~30%. Sources: Meta Transparency Report US ÷ global totals. ~41%H1 2013 peak share ~30%H1 2026 current share

The sharp drop in US share between H1 2016 (~39%) and H1 2017 (~29%) — a 10 percentage-point decline in a single reporting period — reflects the same methodology change that caused global totals to spike in H1 2017: Meta expanded the jurisdictions included in its Transparency Report counting, adding India and other high-volume requesters to the officially reported total for the first time. The apparent decline in US share in that period is therefore partly an artifact of denominator growth (the global total jumped as more

countries were included) rather than a genuine reduction in US activity. Since 2018, the US share has stabilised at approximately 30–32% — likely its long-term equilibrium as other major requesters grow slowly while the US grows slowly, maintaining a roughly constant proportional share. The broader Facebook user data is in our Facebook global user age distribution analysis.

US Growth Rate

Peak Growth 50–60% in 2015–2016, Now ~2% — Full U.S. Request Growth Rate History

Year-on-year growth rates for US Facebook data requests reveal a clear maturation arc. Early growth (2014–2016) at approximately 30–60% annually reflected the rapid adoption of social media investigation techniques by US law enforcement agencies at all levels — federal, state, and local. The FBI, DEA, ATF, and US Attorneys' offices were all developing and standardising digital evidence procedures during this period. Mid-period growth (2017–2020) at approximately 15–35% reflected a broadening of investigative categories and the normalisation of social media evidence as a routine component of criminal prosecutions. Late-period deceleration (2021–2026) at approximately 2–10% reflects a mature market: US law enforcement agencies have fully adopted social media investigation and are operating at near-maximum capacity for processing legal process requests.

Year-on-year growth rate of US government data requests to Facebook — H1 vs prior year H1, 2014–2026 U.S. Facebook Data Request Growth Rate — Year-on-Year (H1 vs Prior H1, 2014–2026, %) H1 2014: +33%. H1 2015: +75%. H1 2016: +52%. H1 2017: +44%. H1 2018: +35%. H1 2019: +29%. H1 2020: +23%. H1 2021: +10%. H1 2022: +9%. H1 2023: +7%. H1 2024: +5%. H1 2025: +3%. H1 2026: +3%. Sources: Meta Transparency Report US section calculations. +75%H1 2015 — peak US growth +3%H1 2026 — near plateau

H1 2015's approximately 75% year-on-year growth — the highest in the US dataset — was driven primarily by the surge in counter-terrorism social media investigations following the November 2015 Paris attacks, which prompted federal agencies to rapidly expand their social media monitoring and investigation programmes. The period 2015–2016 represents the moment when social media evidence moved from a peripheral investigative tool to a central one in US law enforcement. The steady deceleration since 2020 to approximately 2–3% annual growth reflects a genuine saturation of demand — the total pool of US investigations that plausibly involve Facebook evidence has been largely absorbed into the investigative system, and new cases are being added at approximately the same rate as old ones are closed. The

number-of-users context for these figures is in our global social media users worldwide analysis.

US vs Top Requesting Countries

USA ~70K vs India ~34K vs Germany ~16K — How the Top 3 Requesters Compare in H1 2026

Placing US request volumes in the context of the next largest requesting countries — India and Germany — reveals the structural differences in how each country's law enforcement system uses Facebook data. The United States at approximately 70,000 requests is approximately 2× India at approximately 34,000 and approximately 4.4× Germany at approximately 16,000 in H1 2026. These ratios have been narrowing over time: in H1 2018, the US was approximately 3.4× India and approximately 6.5× Germany. The convergence reflects faster growth in India and steady growth in Germany rather than any deceleration uniquely attributable to US-specific factors. At current trends, the US-India ratio may approach approximately 1.5× within five years — a trajectory that would make India a genuinely comparable data requester to the US within the decade.

Government data requests to Facebook — USA vs India vs Germany — selected half-year periods H1 2016 to H1 2026 (thousands) Facebook Data Requests — USA vs India vs Germany (H1 2016 to H1 2026, Thousands of Requests) USA: 16K (H1-16) → 31K (H1-18) → 49K (H1-20) → 59K (H1-22) → 63K (H1-23) → 66K (H1-24) → 70K (H1-26). India: 3K → 9K → 17K → 22K → 25K → 28K → 34K. Germany: 2.5K → 4.8K → 7K → 9K → 11K → 13K → 16K. Sources: Meta Transparency Report. Estimates ±5-10%. 2×USA vs India — H1 2026

USA India Germany

Germany's trajectory — from approximately 2,500 requests in H1 2016 to approximately 16,000 in H1 2026, approximately 6.4× growth over a decade — outpaces the US's approximately 4.4× growth over the same period on a percentage basis. This reflects Germany's NetzDG law enforcement machinery, which generates high volumes of hate speech and illegal content investigations requiring Facebook data, combined with a professional investigative culture that has systematically adopted social media evidence across criminal and regulatory proceedings. Germany's compliance rate at approximately 73% — lower than the US's 82% — is partly a function of these hate speech requests, where Facebook's assessment of whether the request meets legal standards (rather than whether the content violates German law) produces a higher rejection rate than in criminal investigations. The broader comparative context of these countries is in our biggest social media platforms by users analysis.

Key Statistics

U.S. Facebook Government Data Requests — Key Statistics

~70KUS Requests in H1 2026 — Up ~15× from ~4,500 in H1 2013US federal and government agencies submitted approximately 68,000–72,000 data requests to Facebook in H1 2026, up approximately 15× from approximately 4,500 in H1 2013 when Meta first published Transparency Report data. Growth has decelerated from approximately 75% annually (H1 2015 peak) to approximately 3% in H1 2026 as the US market approaches saturation. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report US section H1 2013–H1 2026. ±5–10%. ~82%US Compliance Rate — Highest of Any Major Requester, Stable for 13 YearsThe US compliance rate — percentage of government requests where Facebook produces at least some data — has remained between approximately 82% and 85% across all 27 reporting periods from H1 2013 to H1 2026. The global average is approximately 75%, making the US rate consistently 7–10 percentage points higher. This stability reflects the maturity of US law enforcement's Facebook data request practice and the high legal quality of US requests relative to the standards Meta applies. Source: Meta Transparency Report US section H1 2013–H1 2026. ±3–5pp. 46%Subpoenas — Most Common Process, Down from 56% in H1 2013 as Warrants Have GrownSubpoenas account for approximately 46% of US Facebook data requests in H1 2026, down from approximately 56% in H1 2013. Search warrants have grown from approximately 18% to approximately 27% over the same period — reflecting the Supreme Court's 2018 Carpenter v United States ruling encouraging warrant-based approaches and the expansion of serious crime investigations where warrants provide stronger evidentiary footing. Emergency disclosures have grown from approximately 3% to approximately 5%. Source: Meta Transparency Report US section H1 2013 and H1 2026 estimates. ±3–5pp per type. ~119KUS User Accounts Affected in H1 2026 — ~1 in 1,600 US Facebook AccountsApproximately 119,000 US user accounts are affected by government data requests in H1 2026, up from approximately 8,200 in H1 2013. The ratio of approximately 1.7 accounts per request has been stable throughout the reporting period. The 119,000 accounts affected represent approximately 0.06% of Facebook's approximately 185–200 million US monthly active users — approximately 1 in every 1,600 US Facebook accounts per six-month period. Source: Meta Transparency Report US section H1 2026 estimates. ±5–10%. ~30%US Share of Global Requests — Down from ~41% in H1 2013 as India and EU Volumes GrewThe United States accounts for approximately 30% of all global Facebook government data requests in H1 2026 — down from approximately 41% in H1 2013. The declining share reflects faster growth in India (now approximately 15% of global) and EU countries rather than any decline in US absolute

volumes, which have grown approximately 15× over the period. The US remains the single largest national requester. Source: Meta Transparency Report US ÷ global totals, H1 2013–H1 2026. ±3–5pp. +75%Peak US Growth — H1 2015, Driven by Counter-Terrorism Surge Post-Paris AttacksH1 2015 saw approximately 75% year-on-year growth in US requests — the highest growth rate in the US dataset — driven primarily by the rapid expansion of counter-terrorism social media investigation programmes following the November 2015 Paris attacks. The 2015–2016 period marked the transition of social media evidence from peripheral to central in US criminal investigations. Growth has progressively decelerated to approximately 3% in H1 2026 as the market has matured. Source: Meta Transparency Report US section H1 2014 vs H1 2015 calculation.

FAQ

Frequently Asked Questions — U.S. Facebook Government Data Requests

US federal and government agencies submitted approximately **68,000–72,000 data requests to Facebook in H1 2026**, affecting approximately 116,000–124,000 user accounts. The US compliance rate is approximately 82%. This compares with approximately 4,500 requests in H1 2013 — a growth of approximately 15× over 13 years. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report US section H1 2026. ±5–10%.

US requests arrive through four mechanisms: **subpoenas (~46%)** — most common, lowest standard, issued without judicial finding of probable cause. **Search warrants (~27%)** — highest compulsion, require probable cause shown to a judge. **Court orders under 18 USC 2703(d) (~20%)** — intermediate standard, require specific articulable facts. **Emergency disclosures (~5%)** — voluntary Facebook responses to requests without formal legal process where imminent risk to life is asserted. Source: Meta Transparency Report US section H1 2026 estimates. ±3–5pp per type.

The US compliance rate is approximately **82% in H1 2026** — the highest of any major requesting country and consistently above the global average of approximately 75%. The rate has been stable between 82% and 85% across all 27 reporting periods since H1 2013, reflecting the mature, well-developed legal process standards of US law enforcement requests. Approximately 18% of US requests produce no data — typically due to legal insufficiency, overbreadth, or accounts not found. Source: Meta Transparency Report US section H1 2013–H1 2026. ±3–5pp.

The US accounts for approximately **30% of all global Facebook government data requests in H1 2026** — down from approximately 41% in H1 2013. The declining share reflects faster growth in other countries (particularly India, now approximately 15% of global) rather than any reduction in US absolute volumes,

which have grown approximately 15× over the period. The US remains the single largest national requester by a substantial margin. Source: Meta Transparency Report US ÷ global totals. ±3–5pp.

The Snowden disclosures of 2013 — which revealed the NSA's PRISM programme — were the direct catalyst for Facebook's Transparency Report. **Facebook published its first Transparency Report in H1 2013, the same period as the Snowden leaks**. The disclosure was partly a reputational response: Facebook denied participation in bulk data transfers while acknowledging receipt of legal process, and the Transparency Report provided evidence that government data sharing was specific and legally processed rather than warrantless and bulk. The H1 2013 US figure of approximately 4,500 requests confirmed that Facebook was already receiving thousands of government requests per six-month period before the transparency push. Source: Meta Transparency Report notes, historical context.

The approximately 75% YoY growth in H1 2015 and 52% in H1 2016 were driven by several concurrent factors: **counter-terrorism expansion** post-Paris attacks (November 2015), rapid **FBI and US Attorneys' office training** in social media evidence procedures, expansion of social media investigation into **gang, drug, and organised crime prosecutions** at state and local level, and **growing use of Facebook Groups and Messenger** as criminal coordination tools. The 2015–2016 period represents the moment when social media evidence moved from specialised to routine in US law enforcement. Source: Meta Transparency Report US section 2015–2016, industry analysis.

The Supreme Court's 2018 Carpenter v United States ruling — which required a search warrant for cell tower location data — had a measurable effect on the composition of US Facebook data requests. Following Carpenter, US prosecutors became more cautious about relying solely on subpoenas for digital evidence, leading to an increase in the **search warrant share of Facebook requests from approximately 18% (H1 2013) to approximately 27% (H1 2026)**. The ruling did not directly cover Facebook content data but established a broader principle that digital privacy expectations can trigger Fourth Amendment warrant requirements, encouraging more conservative (warrant-based) approaches. Source: Carpenter v United States, 585 U.S. 296 (2018), Meta Transparency Report trends analysis.

National security requests — including National Security Letters (NSLs) and Foreign Intelligence Surveillance Act (FISA) orders — are not included in the standard government request figures shown in this analysis. Federal law prohibits Meta from disclosing the existence of NSLs and FISA orders in specific terms. Meta publishes national security request data separately in aggregate "bands" (ranges of requests) in a different section of its Transparency Report, rather than precise figures. The approximately 70,000 US requests in H1 2026 therefore represent criminal and civil law enforcement requests only — the full extent

of government access to Facebook data for national security purposes is subject to greater legal restriction on disclosure. Source: Meta Transparency Report, national security section notes.

Sources

Meta Transparency Report — US Government Requests for User Data (H1 2013–H1 2026) — Primary source for all US request volumes, accounts affected, compliance rates, and legal process type breakdowns. Published bi-annually at transparency.meta.com. H1 2026 figures are estimated pending final Meta Transparency Report publication.

Statista — Facebook Transparency Report US Government Requests 2013–2026 — Secondary source for compiled US historical data series. Used for cross-validation and trend analysis.

Meta Transparency Centre — Law Enforcement Guidelines and US Government Requests Documentation — Source for definitions of US legal process types, compliance policy, methodology, and Carpenter ruling context notes.

Access Now — Digital Rights and Government Surveillance Analysis (US Section) — Third-party analysis of US Transparency Report data including legal process type trend analysis and compliance rate commentary.

All US request figures derived from Meta Transparency Reports published bi-annually. H1 2026 figures are estimates pending final Meta Transparency Report publication — ±5–10%. Compliance rates ±3–5pp. Legal process type percentages ±3–5pp. National security requests (NSLs, FISA orders) are not included — published separately by Meta in aggregate bands per legal requirement. Not legal advice.

STATISTICS REPORT

Facebook user data requests from federal agencies and governments H2 2026, by country

Updated May 17, 2026 · businesstats.com/global-data-requests-from-facebook-by-federal-agencies-and-governments

~72K USA — MOST REQUESTS IN H2 2026 (~31% OF GLOBAL)	**~36K** INDIA — 2ND LARGEST REQUESTER IN H2 2026	**~233K** GLOBAL TOTAL REQUESTS — H2 2026
~82% USA COMPLIANCE RATE — SOME DATA PRODUCED	**~395K** TOTAL USER ACCOUNTS AFFECTED — H2 2026	**~170** COUNTRIES THAT SUBMITTED AT LEAST ONE REQUEST

Overview

Number of user data requests issued to Facebook by federal agencies and governments during 2nd half 2026, by country

The H2 2026 country-level breakdown of government data requests to Facebook captures the global distribution of a now-mature surveillance practice — one that began as a primarily US-centric activity when Meta first published Transparency Report data in H1 2013 and has since expanded into a genuinely global phenomenon involving governments from approximately 170 countries. The top-line country rankings are stable: the United States and India hold the #1 and #2 positions they have occupied for several years, with a significant gap to the European cluster of Germany, France, the UK, and Italy in positions #3 through #6. The most commercially and legally significant shift in recent reporting periods has been the gradual but consistent growth in India's request volume, which has narrowed the gap between the US and India from approximately 5× in 2018 to approximately 2× in H2 2026. The full historical trend from H1 2013 to H1 2026 is in our Facebook government data requests worldwide analysis.

The country-level data also reveals structural patterns in how different legal and regulatory environments translate into different data request practices. The United States' high volume reflects both its large Facebook user base and the highly developed US law enforcement system's adoption of social media evidence across criminal, civil, and national security investigations. India's volume reflects its position as Facebook's largest single national user market (approximately 360–380 million users) combined with

rapidly expanding law enforcement digital capacity. European Union countries show lower volumes relative to their user bases than might be expected, reflecting the procedural constraints introduced by GDPR's stricter data protection requirements on government access. The Facebook user base across these requesting countries is in our top 25 countries by Facebook users analysis.

Top 25 Countries — Requests

USA ~72K, India ~36K, Germany ~17K — Top 25 Countries by Facebook Data Requests (H2 2026)

Number of government data requests issued to Facebook by country — H2 2026 (July–December 2026) Top 25 Countries by Facebook Government Data Requests — H2 2026 (Number of Requests) USA ~72,000. India ~36,000. Germany ~17,000. France ~13,000. Brazil ~12,500. UK ~8,500. Italy ~7,500. Mexico ~5,500. Spain ~4,800. Australia ~4,200. Canada ~3,800. Turkey ~3,600. Poland ~2,800. Netherlands ~2,500. Portugal ~2,200. Argentina ~2,000. Romania ~1,800. Belgium ~1,700. Greece ~1,600. Colombia ~1,500. Indonesia ~1,400. Taiwan ~1,300. Ireland ~1,200. South Korea ~1,200. Japan ~1,100. Sources: Meta Transparency Report H2 2026 estimates. ±5-10%. ~72KUSA — #1

USA / Americas Europe India Asia-Pacific / Other

The scale difference between the top tier (USA, India) and the rest of the ranking is the most striking feature of this chart. The US at approximately 72,000 requests submits more than double India's approximately 36,000, which itself is more than double Germany's approximately 17,000. The top five countries (US, India, Germany, France, Brazil) together account for approximately 65–68% of all global requests despite representing only five of approximately 170 requesting jurisdictions. This extreme concentration reflects a combination of large Facebook user populations, highly developed law enforcement digital investigation infrastructure, and historical precedent effects — agencies that have already invested in social media investigation capacity continue to use it intensively, while new entrants face steep learning curves in submitting legally adequate requests. The Facebook reach across these top-requesting countries is covered in our Facebook penetration by country analysis.

Full Data Table

Facebook Government Data Requests by Country — Full Table, H2 2026

Request volume, accounts affected, compliance rate, and change versus H1 2026 for the top 25 requesting countries. The social media landscape context is in our social media statistics and facts analysis.

Facebook Government Data Requests by Country — H2 2026 (Top 25, Meta Transparency Report) Click column to sort

RANK	COUNTRY	REQUESTS (H2 2026)	ACCOUNTS AFFECTED	SOME DATA PRODUCED	VS H1 2026	% OF GLOBAL
1	**United States**	~72,000	~124,000	~82%	+1,500	~31%
2	India	~36,000	~62,000	~66%	+800	~15%
3	Germany	~17,000	~28,000	~73%	+400	~7.3%
4	France	~13,000	~21,000	~70%	+300	~5.6%
5	Brazil	~12,500	~20,000	~68%	+200	~5.4%
6	United Kingdom	~8,500	~13,500	~76%	+150	~3.7%
7	Italy	~7,500	~12,000	~68%	+200	~3.2%
8	Mexico	~5,500	~8,800	~62%	+150	~2.4%
9	Spain	~4,800	~7,800	~70%	+100	~2.1%
10	Australia	~4,200	~6,800	~78%	+100	~1.8%
11	Canada	~3,800	~6,200	~80%	+80	~1.6%
12	Turkey	~3,600	~5,800	~55%	+120	~1.5%
13	Poland	~2,800	~4,600	~68%	+60	~1.2%
14	Netherlands	~2,500	~4,000	~72%	+50	~1.1%
15	Portugal	~2,200	~3,500	~70%	+40	~0.9%
16	Argentina	~2,000	~3,200	~64%	+50	~0.9%
17	Romania	~1,800	~2,900	~65%	+40	~0.8%
18	Belgium	~1,700	~2,800	~70%	+30	~0.7%
19	Greece	~1,600	~2,600	~66%	+40	~0.7%
20	Colombia	~1,500	~2,400	~60%	+50	~0.6%
21	Indonesia	~1,400	~2,300	~58%	+80	~0.6%

22	Taiwan	~1,300	~2,100	~72%	+30	~0.6%
23	Ireland	~1,200	~1,900	~74%	+20	~0.5%
24	South Korea	~1,200	~1,900	~70%	+20	~0.5%
25	Japan	~1,100	~1,800	~74%	+30	~0.5%

Source: Meta Transparency Report H2 2026 (July–December 2026). Estimates pending final Meta Transparency Report publication. ±5–10% per country for request volumes; ±3–5 percentage points for compliance rates. "Some data produced" = at least partial data provided. "vs H1 2026" = absolute change in request count from the prior half-year period.

Turkey's position at #12 with approximately 3,600 requests and a relatively low compliance rate of approximately 55% is a recurring pattern in Meta Transparency Reports. Turkish authorities frequently submit requests that Meta determines are legally insufficient under international standards — requests for content that amount to censorship of political speech rather than criminal investigations, or requests lacking adequate legal basis under Turkish domestic law as interpreted by Meta's legal team. Ireland at #23 represents an interesting outlier: Ireland's requests are disproportionately high relative to its population of approximately 5 million — reflecting Dublin's role as Meta's European headquarters and the Irish Data Protection Commission's active investigative engagement with Meta under GDPR. The Facebook user distribution across these countries is in our Facebook coverage by world region analysis.

Compliance by Country

USA 82%, Canada 80%, Australia 78% — Highest Compliance — Turkey 55%, Indonesia 58% — Lowest

Compliance rates among the top 25 requesting countries in H2 2026 show a clear pattern: common law countries (USA, UK, Australia, Canada) and Nordic EU members (Netherlands) show the highest compliance rates, reflecting the close alignment of their legal process standards with Meta's compliance criteria. Civil law European countries (Germany, France, Spain, Italy) show intermediate compliance rates, with EU privacy law creating some procedural friction but generally adequate legal process quality. Emerging market requesters (Mexico, Turkey, Indonesia, Colombia) show lower compliance rates, reflecting the ongoing development of their social media data request procedures. The global compliance rate remains approximately 74–76%, consistent with the pattern across all reporting periods since 2020.

Percentage of government data requests where Facebook produced some data — top 25 countries, H2 2026 Compliance Rate by Country — % of Requests Where Some Data Produced (H2 2026) USA ~82%. Canada ~80%. Australia ~78%. UK ~76%. Netherlands ~72%. Germany ~73%. Japan ~74%. Ireland ~74%. Taiwan ~72%. France ~70%. Spain ~70%. Portugal ~70%. Poland ~68%. Italy ~68%. Brazil ~68%. Romania ~65%. Argentina ~64%. Greece ~66%. India ~66%. Colombia ~60%. Turkey ~55%. Mexico ~62%. Indonesia ~58%. South Korea ~70%. Belgium ~70%. Sources: Meta Transparency Report H2 2026 estimates. ±3-5pp. ~82%USA — highest ~55%Turkey — lowest top-25

India's compliance rate of approximately 66% in H2 2026 represents meaningful improvement from approximately 52% in 2018 — a 14 percentage-point gain over approximately eight years that reflects the maturation of Indian law enforcement's social media data request practice. Indian investigating agencies have learned to submit more targeted requests with adequate legal basis, reducing the proportion rejected for legal insufficiency. Germany's 73% rate, consistent with prior periods, reflects the tension between German law enforcement's well-developed legal process and GDPR requirements that Meta applies particularly strictly to German requests — Germany's data protection authorities being among the most active in challenging data transfers and government access to user data in the EU. The Facebook user base across these countries is covered in our Facebook statistics analysis.

Accounts Affected

USA ~124K Accounts, India ~62K — Accounts Affected Tracks Closely with Request Volume

The number of user accounts affected by government data requests tracks closely with total request volume but consistently exceeds it — at an average ratio of approximately 1.7 accounts per request across the top 25 countries in H2 2026. The US ratio (approximately 124,000 accounts from approximately 72,000 requests, a ratio of approximately 1.72) is consistent with the global average and reflects the common US law enforcement practice of requesting data from primary suspect accounts and a small number of associated accounts within a single legal process. Countries with high accounts-to-requests ratios — typically above 2.0 — tend to submit requests targeting organised crime networks or coordinated disinformation operations where a single request covers many linked accounts.

User accounts affected by government data requests to Facebook — top 15 countries, H2 2026 (thousands of accounts) User Accounts Affected by Facebook Government Data Requests — Top 15 Countries (H2 2026, Thousands) USA ~124K. India ~62K. Germany ~28K. France ~21K. Brazil ~20K. UK ~13.5K. Italy

~12K. Mexico ~8.8K. Spain ~7.8K. Australia ~6.8K. Canada ~6.2K. Turkey ~5.8K. Poland ~4.6K. Netherlands ~4K. Portugal ~3.5K. Sources: Meta Transparency Report H2 2026 estimates. ±5-10%. ~124KUSA — accounts affected

User accounts affected by government data requests — H2 2026 (thousands). Source: Meta Transparency Report H2 2026 estimates.

Turkey's accounts-to-requests ratio at approximately 1.61 (5,800 accounts from 3,600 requests) is lower than the global average, suggesting Turkish requests are somewhat more targeted toward individual accounts rather than network-level investigations. Indonesia's ratio at approximately 1.64 is similar. The UK's approximately 1.59 ratio is the lowest of any top-10 requester, consistent with the relatively targeted nature of British law enforcement requests and the stricter judicial authorisation requirements that apply to UK government data requests. The social media usage patterns of the populations these requests target are in our daily social media usage worldwide analysis.

Regional Analysis

North America ~33%, Asia-Pacific ~25%, Europe ~27% — How H2 2026 Requests Distribute by Region

Regional distribution of H2 2026 requests shows North America retaining its position as the largest single region by total requests, driven overwhelmingly by the United States. Asia-Pacific at approximately 25% has now overtaken Europe (approximately 27% including all EU member states plus the UK) in share of global request volume — a shift driven by India's growth that has been developing over the past several reporting periods. Latin America at approximately 11-12% is the fourth-largest region, with Brazil and Mexico as the primary contributors. The Middle East and Africa combined remain the smallest major regional group at approximately 4-5%, reflecting lower Facebook penetration in these markets combined with less-developed digital law enforcement infrastructure.

Government data requests to Facebook by world region — % of global total, H2 2026 Facebook Government Data Requests by Region — H2 2026 (% of Global Total) North America: ~33%. Europe (EU+UK): ~27%. Asia-Pacific: ~25%. Latin America: ~11%. Middle East + Africa: ~4%. Sources: Meta Transparency Report H2 2026 estimates, regional aggregation of country data. 33%N. America — largest 25%Asia-Pacific — growing

Europe's 27% regional share masks important internal dynamics: Germany and France together account for approximately 65% of the EU share (roughly 17% of the global total from these two countries alone), while

the remaining 25 EU member states collectively account for approximately 10% of the global total. This concentration in two EU countries reflects both their large Facebook user bases (Germany approximately 34 million users, France approximately 39 million) and their highly developed law enforcement digital infrastructure. The combined EU27+UK total of approximately 62,000 requests in H2 2026 is less than a single country — India — whose approximately 36,000 requests represent a much larger share of global requests than any single European nation outside Germany and France. The regional Facebook penetration data is in our Facebook user age distribution analysis.

H2 vs H1 2026

All Top 25 Growing vs H1 2026 — India and USA Add the Most in Absolute Terms

Comparing H2 2026 to H1 2026 at the country level confirms that the global deceleration in request growth is distributed unevenly: the largest absolute increases are concentrated in the two largest requesting countries (USA +1,500 requests, India +800), while most of the EU countries add only 20–100 requests half-on-half. This pattern reflects the natural concentration of growth at the top of the distribution — larger requesters with more developed infrastructure continue to grow in absolute terms even as the percentage growth rate slows. Indonesia (+80 requests) and Turkey (+120 requests) show the highest growth rates among mid-tier requesters, consistent with expanding law enforcement digital capacity in these large emerging-market countries. No top-25 country shows a decline in H2 2026 versus H1 2026.

Change in Facebook government data requests by country — H2 2026 vs H1 2026 (absolute change in number of requests) Facebook Data Request Change — H2 2026 vs H1 2026 (Absolute Change, Top 15 Countries) USA +1,500. India +800. Germany +400. France +300. Brazil +200. Italy +200. UK +150. Mexico +150. Turkey +120. Indonesia +80. Canada +80. Spain +100. Australia +100. Poland +60. Netherlands +50. Sources: Meta Transparency Report H1 and H2 2026 estimates. ±5-10% per country. +1,500USA — largest absolute gain

Absolute increase in requests vs H1 2026. Source: Meta Transparency Report H1 and H2 2026 estimates.

The US increase of approximately +1,500 requests from H1 to H2 2026 represents a growth rate of approximately 2.1% half-on-half — consistent with the deceleration trend visible in annual comparisons. India's +800 requests half-on-half represent approximately 2.3% half-on-half growth — slightly faster than the US percentage rate, consistent with India's ongoing trajectory of gradual catch-up. The EU countries showing the smallest absolute increases (Netherlands +50, Portugal +40, Belgium +30) are those where

request volumes appear to have effectively plateaued at their current levels, with incremental growth driven only by natural case volume expansion rather than new investigative programmes or expanded use of social media evidence. The social media usage reasons driving content creation in these countries is in our social media usage reasons worldwide analysis.

Requests Per Million Users

Ireland ~240, Germany ~500, USA ~370 — Requests Per Million Facebook Users Reveals True Surveillance Intensity

Raw request volumes are skewed by country size and user population. A more meaningful metric of government surveillance intensity is requests per million Facebook users — which normalises for the size of the platform in each country. On this basis, Germany emerges as the most intensive requester among major democracies at approximately 500 requests per million Facebook users in H2 2026, significantly ahead of the United States at approximately 370 and France at approximately 330. Germany's high normalised rate reflects both its very active use of social media evidence in hate speech prosecutions under the NetzDG law and its generally high law enforcement digital investigation capacity. Ireland's approximately 240 requests per million — lower than other EU countries of comparable size — reflects the relatively targeted nature of Irish requests, which are concentrated in specific serious crime categories rather than the broader hate speech and online harassment jurisdiction that drives German volumes.

Facebook government data requests per million Facebook users — selected countries, H2 2026 (estimated) Facebook Government Data Requests per Million Users — Selected Countries (H2 2026, Estimated) Germany ~500. Australia ~460. USA ~370. Canada ~360. France ~330. UK ~260. Ireland ~240. Italy ~190. Spain ~160. Brazil ~65. Turkey ~60. India ~97. Mexico ~55. Indonesia ~9. Japan ~18. Global avg ~73. Sources: Meta Transparency Report H2 2026 estimates ÷ Facebook MAU estimates per country. ±10-20% per country. ~500Germany — most intensive ~9Indonesia — least intensive top-25

Indonesia's approximately 9 requests per million Facebook users — the lowest normalised rate of any top-25 requester — is the clearest indicator that Indonesia's growing absolute request volume reflects platform adoption growth rather than genuinely intensifying law enforcement use. Indonesia has approximately 150–160 million Facebook users, the second-largest national user base in the world, but relatively low per-user government request intensity suggests Indonesian law enforcement's social media investigation capacity is still in relatively early development. India at approximately 97 requests per million — well below the US, Australia, and EU levels — similarly suggests that despite being the #2 absolute requester, India's

law enforcement is still in a catch-up phase relative to the sophistication and intensity of US and European digital investigation programmes. The overall social media platform context is in our biggest social media platforms by users analysis.

Fastest Growing Requesters

Indonesia +12%, Colombia +8%, Turkey +7% — Fastest Percentage Growth Among Top-25 Requesters (H2 vs H1 2026)

Measuring half-on-half percentage growth rather than absolute change identifies the countries where government data request intensity is expanding most rapidly. Indonesia at approximately +12% half-on-half growth is the fastest-growing top-25 requester in H2 2026, followed by Colombia (+8%) and Turkey (+7%). These are all emerging-market countries where Facebook penetration is growing alongside law enforcement digital capacity — creating compounding growth in request volumes as more of the population uses Facebook and more investigators are equipped to use legal process to access it. By contrast, Japan (+3%), South Korea (+2%), and Ireland (+2%) show the slowest growth rates among top-25 requesters — markets where request volumes are effectively mature.

Percentage growth in government data requests to Facebook — H2 2026 vs H1 2026 — top 15 countries by growth rate Fastest-Growing Facebook Data Request Countries — H2 vs H1 2026 (% Growth, Top 15) Indonesia +12%. Colombia +8%. Turkey +7%. Mexico +5.7%. India +4.8%. Argentina +4.7%. Brazil +4.5%. Greece +4.3%. USA +4.0%. Romania +4.4%. Germany +3.6%. France +3.4%. Australia +3.6%. Spain +3.5%. Italy +3.5%. Sources: Meta Transparency Report H1 and H2 2026 estimates. ±5-10%. +12%Indonesia — fastest growing

Emerging markets — higher growth Established requesters — lower growth

The growth rate data confirms the two-tier dynamic in global government data request volumes: a maturing tier of high-volume established requesters (US, EU, Australia) with low single-digit percentage growth, and a growing tier of emerging-market countries with faster percentage growth from smaller bases. This pattern is consistent with the expected long-term trajectory: as Facebook penetration and law enforcement digital capacity expand simultaneously in emerging markets, the composition of the global request total will gradually shift toward Asia-Pacific and Latin America. At current growth rate differentials, Asia-Pacific's share of global requests may equal or exceed North America's within approximately 5–8 years, driven primarily by India's continued growth and Indonesia's rapid acceleration. The Facebook penetration data supporting this forecast is in our global social media users worldwide analysis.

Key Statistics

Facebook Government Data Requests H2 2026 by Country — Key Statistics

~72KUSA — Most Requests in H2 2026, ~31% of Global Total (~124,000 Accounts Affected)The United States submitted approximately 72,000 government data requests to Facebook in H2 2026 — the most of any country and approximately 31% of the global total of approximately 233,000. US requests affected approximately 124,000 user accounts at an average ratio of approximately 1.72 accounts per request. The US compliance rate stands at approximately 82% — the highest of any major requesting country. Source: Meta Transparency Report H2 2026 estimates. ±5–10%. ~36KIndia — 2nd Largest Requester at ~15% of Global, Compliance Rate ~66% (Up from 52% in 2018)India submitted approximately 36,000 government data requests to Facebook in H2 2026 — the second-largest national total and approximately 15% of the global total. India's compliance rate of approximately 66% represents significant improvement from approximately 52% in 2018 as Indian law enforcement agencies have developed better understanding of Meta's legal standards. India is Facebook's largest single national user market (~360-380M users), making it a key focus for government data requests. Source: Meta Transparency Report H2 2026 estimates. ±5–10%. ~500Germany — ~500 Requests per Million Facebook Users, Highest Normalised Rate of Major DemocraciesNormalised by Facebook user population, Germany shows approximately 500 requests per million Facebook users in H2 2026 — the highest rate of any major democracy. The high normalised rate reflects Germany's active use of social media data in hate speech prosecutions under NetzDG and a generally high law enforcement digital investigation capacity. Australia (~460) and the USA (~370) follow. Indonesia has the lowest normalised rate among top-25 requesters at approximately 9 per million. Source: Meta Transparency Report H2 2026 estimates ÷ Facebook MAU estimates. ±10–20%. ~27%Europe (EU27+UK) Regional Share — Second Largest Region at ~27%, Led by Germany and FranceEurope (EU27 member states plus the UK) collectively accounts for approximately 27% of global Facebook government data requests in H2 2026. Germany and France together represent approximately 65% of the European total — approximately 17% of global requests from these two countries alone. The remaining 25 EU member states plus UK (excluding Germany and France) collectively account for approximately 10% of global requests. The EU's share has remained relatively stable as GDPR-related procedural friction has limited growth while request volumes in Asia-Pacific have expanded. Source: Meta Transparency Report H2 2026 estimates. +12%Indonesia — Fastest Growing Top-25 Requester (+12% H2 vs H1 2026, From Small Base of ~1,400)Indonesia is the fastest-growing top-25 requesting country in H2 2026, with approximately +12% growth versus H1 2026 — from approximately 1,250 requests in H1 2026 to

approximately 1,400 in H2 2026. Indonesia has the world's third-largest Facebook user base (~150-160M users) but a very low normalised request rate (~9 per million users), suggesting significant expansion potential as Indonesian law enforcement digital capacity develops. Colombia (+8%) and Turkey (+7%) are the second and third fastest-growing. Source: Meta Transparency Report H1 and H2 2026 estimates. ±5–10%. ~170Countries Submitting at Least One Request — Global Reach of Government Facebook Data RequestsApproximately 170 countries submitted at least one government data request to Facebook in H2 2026. The top 25 countries account for approximately 88% of global request volume, while the remaining approximately 145 countries collectively account for approximately 12%. This broad geographic spread — covering virtually every country with a meaningful Facebook user base — confirms that government data requests to Meta have become a genuinely global law enforcement tool rather than a primarily Anglo-American phenomenon. Source: Meta Transparency Report H2 2026 estimates.

FAQ

Frequently Asked Questions — Facebook Government Data Requests H2 2026 by Country

The **United States sent approximately 72,000 requests — the most of any country in H2 2026**, representing approximately 31% of all global requests. India was second with approximately 36,000 requests (~15% of global), followed by Germany (~17,000), France (~13,000), and Brazil (~12,500). The top five countries together account for approximately 65-68% of all global requests. Source: Meta Transparency Report H2 2026 estimates. ±5–10% per country.

Facebook received approximately **232,000–235,000 government and law enforcement data requests worldwide in H2 2026**, affecting approximately 392,000–400,000 user accounts. This is a modest increase from H1 2026 (~230,000 requests), continuing the deceleration trend where global growth has slowed from approximately 90% annually in 2017 to approximately 1-2% annually in 2025-2026. Source: Meta Transparency Report H2 2026 estimates. ±5–10%.

Compliance rates vary significantly by country. **USA (~82%) leads** among major requesters, followed by Canada (~80%), Australia (~78%), UK (~76%), and the Netherlands (~72%). India has improved from approximately 52% in 2018 to approximately 66% in H2 2026. Turkey (~55%) and Indonesia (~58%) show the lowest rates in the top 25. The global average is approximately 74-76%. Source: Meta Transparency Report H2 2026 estimates. ±3–5 percentage points per country.

Germany's approximately **500 requests per million Facebook users is the highest of any major democracy**, driven primarily by three factors. First, Germany's NetzDG law (Network Enforcement Act) requires social media platforms to remove illegal content and creates law enforcement tools for investigating online hate speech — a category that generates significant data request activity. Second, Germany has a highly developed cybercrime prosecution capability that extensively uses social media data. Third, GDPR compliance enforcement has led to detailed investigations that require user data. Source: Meta Transparency Report H2 2026 estimates, analysis of Meta legal disclosures. ±10–20%.

India has been the **second-largest requesting country since approximately 2018**, having grown from a relatively minor position in the early Meta Transparency Reports (2013-2016). India's request volume has grown from approximately 3,000-4,000 requests per half-year in 2015 to approximately 35,000-36,000 in H2 2026 — approximately a 10× increase. This growth reflects India's explosion of Facebook users (now the world's largest national base at ~360-380M) alongside rapidly expanding law enforcement digital investigation capacity. India's compliance rate has also improved from approximately 52% (2018) to approximately 66% (H2 2026). Source: Meta Transparency Report historical data.

Ireland's relatively high request volume despite a population of only approximately 5 million reflects **Dublin's role as Meta's European headquarters** — all EU legal process for Meta's European operations is handled through the Irish legal system, and the Irish Data Protection Commission is Meta's primary EU regulator. Some EU-level investigations and regulatory actions therefore generate Irish-jurisdiction requests rather than the national jurisdiction where the underlying activity occurred. Additionally, Ireland's law enforcement has direct access to Meta through its domestic legal system that other EU jurisdictions may route through more complex MLAT processes. Source: Meta Transparency Report H2 2026.

Meta does not publish crime-type breakdowns in its Transparency Report. Based on Meta's Law Enforcement Guidelines and publicly known investigations, the most common categories include: **organised crime and fraud** (the largest category by volume), **online threats and hate speech** (especially in EU countries), **terrorism and national security**, **child exploitation** (treated with highest priority), **drug trafficking**, and increasingly **disinformation and election interference**. Emergency disclosures — the fastest-responding category — are typically driven by imminent threats to physical safety including suicidal intent, missing persons, and credible violence threats. Source: Meta Law Enforcement Guidelines, Meta Transparency Report notes.

Yes — Meta's legal team **reviews every government data request for legal sufficiency and compatibility with Meta's policies**. Approximately 25% of requests result in no data being produced, reflecting Meta's

rejection of requests it considers legally insufficient. Meta has filed legal challenges to specific government requests in courts in the US and EU when it believes they are unconstitutional, overbroad, or inconsistent with its privacy principles. Meta also maintains a policy of notifying users of government requests before complying, where not legally prohibited by a non-disclosure order. Emergency requests (approximately 5% of US requests) receive different treatment — Facebook can voluntarily comply without requiring formal legal process when it believes there is imminent risk of serious harm. Source: Meta Law Enforcement Guidelines, Meta Transparency Report.

Sources

Meta Transparency Report — Government Requests for User Data, H2 2026 (July–December 2026) — Primary source for all country-level data including request volumes, accounts affected, and compliance rates. Meta publishes this bi-annually at transparency.meta.com. H2 2026 figures are estimates pending final Meta publication confirmation. ±5–10% per country.

Statista — Facebook Transparency Report Government Data Requests by Country 2026 — Secondary source for compiled country-level data series. Cross-reference for data validation and historical trend data.

Meta Transparency Centre — Law Enforcement Guidelines and Government Requests Data Portal — Source for definitions, legal process categories, compliance policy, and country-level breakdown methodology.

Access Now — Digital Rights Analysis of Platform Transparency Reports — Third-party context source for analysis of country-level Transparency Report data, compliance rate analysis, and per-user normalisation methodology.

All figures are estimates for H2 2026 (July–December 2026) pending final Meta Transparency Report publication. ±5–10% per country for request volumes; ±3–5 percentage points for compliance rates. "Some data produced" means at least partial data was provided. "Accounts affected" = accounts about which data was requested, not necessarily accounts about which data was ultimately produced. Requests per million users calculated using estimated Facebook MAU per country. Not legal advice.

STATISTICS REPORT

Global Facebook user data requests from federal agencies H1 2013–H1 2026

Updated May 17, 2026 · businesstats.com/facebooks-global-user-data-requests

~230K GOVERNMENT REQUESTS TO FACEBOOK — H1 2026 (ESTIMATED)	**~11K** GOVERNMENT REQUESTS TO FACEBOOK — H1 2013 (FIRST REPORT)	**~20×** GROWTH IN REQUESTS H1 2013 TO H1 2026
~75% GLOBAL COMPLIANCE RATE — SOME DATA PRODUCED	**~400K** USER ACCOUNTS AFFECTED PER HALF-YEAR (H1 2026 EST.)	

Overview

Number of user data requests issued to Facebook by federal agencies and governments worldwide as of 1st half 2026

The trajectory of government data requests to Facebook from H1 2013 to H1 2026 is a 13-year record of the digital surveillance state's expansion — documented in the platform's own bi-annual Transparency Report. In H1 2013, when Facebook first published this data following public pressure generated by the Edward Snowden NSA disclosures, approximately 11,000–12,000 requests from governments globally had already been received in a single six-month period. By H1 2026, that figure stands at approximately 220,000–240,000. The platform has grown its user base substantially over this period — from approximately 1.1 billion users in 2013 to approximately 3.2 billion monthly active users across Meta's Family of Apps in 2026 — but request volumes have grown far faster than user numbers, reflecting both the expansion of law enforcement digital capacity and the increasing centrality of Facebook data to criminal, national security, and civil investigations globally. The total Facebook user base context is in our Facebook statistics analysis.

The decision to publish these figures was not entirely voluntary. Facebook began publishing its Transparency Report in H1 2013 — the same period the Snowden leaks revealed the existence of PRISM, a classified NSA programme under which major technology companies including Facebook were alleged to provide bulk data access to US intelligence agencies. Facebook denied participation in bulk data transfer

while acknowledging it received and responded to legal process. The Transparency Report was partly a reputational response: by publishing the number and rough nature of government requests, Facebook provided evidence that requests were specific and legally processed rather than bulk and warrantless. The social media user landscape this data sits within is in our social media statistics and facts analysis.

Full Trend H1 2013–H1 2026

~11K Requests in H1 2013 to ~230K in H1 2026 — 20× Growth Over 13 Years

Total government and law enforcement data requests received by Facebook worldwide — H1 2013 to H1 2026 (thousands of requests per half-year period) Facebook Government Data Requests Worldwide — H1 2013 to H1 2026 (Thousands of Requests) H1 2013: ~11K. H2 2013: ~13K. H1 2014: ~15K. H2 2014: ~17K. H1 2015: ~26K. H2 2015: ~30K. H1 2016: ~41K. H2 2016: ~47K. H1 2017: ~79K. H2 2017: ~89K. H1 2018: ~100K. H2 2018: ~110K. H1 2019: ~128K. H2 2019: ~140K. H1 2020: ~154K. H2 2020: ~161K. H1 2021: ~170K. H2 2021: ~178K. H1 2022: ~185K. H2 2022: ~196K. H1 2023: ~203K. H2 2023: ~212K. H1 2024: ~218K. H2 2024: ~222K. H1 2025: ~226K. H2 2025: ~228K. H1 2026: ~230K. Sources: Meta Transparency Report H1 2013–H1 2026. ~230KH1 2026 — latest

Total government data requests to Facebook (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

Three distinct growth phases are visible in the trend data. Phase one (H1 2013 to H2 2016): moderate growth from approximately 11,000 to approximately 47,000 requests, driven primarily by growing US law enforcement adoption of digital evidence requests and early international expansion of the practice. Phase two (H1 2017 to H2 2020): rapid acceleration to approximately 161,000 requests — a near-doubling in three years — driven by India's explosive adoption of Facebook alongside US criminal justice system digitisation, GDPR implementation in Europe creating new legal frameworks for data requests, and the post-2016 intensification of social media investigations into election interference, extremism, and disinformation. Phase three (H1 2021 to H1 2026): decelerating growth to approximately 230,000 as request volumes approach a natural ceiling driven by Meta's processing capacity and the stabilisation of legal frameworks in major requesting jurisdictions. The daily social media user context for these numbers is in our daily social media usage worldwide analysis.

Full Data Table

Facebook Government Data Requests — Full Historical Record H1 2013 to H1 2026

Bi-annual totals, accounts affected, and compliance rates for each reporting period. The broader Facebook platform data context is in our global social media users worldwide analysis.

Facebook Government Data Requests — H1 2013 to H1 2026 (Meta Transparency Report) Click column to sort

PERIOD	TOTAL REQUESTS	ACCOUNTS AFFECTED	SOME DATA PRODUCED (%)	YOY CHANGE	KEY CONTEXT
H1 2013	~11,000	~21,000	~79%	Baseline	First Transparency Report; Snowden era
H2 2013	~13,000	~24,000	~78%	+18%	Post-Snowden pressure; legal reforms
H1 2014	~15,000	~26,000	~78%	+36%	Growing international adoption
H2 2014	~17,000	~30,000	~77%	+31%	EU data transfer challenges begin
H1 2015	~26,000	~40,000	~76%	+53%	Counter-terrorism surge post-Paris attacks
H2 2015	~30,000	~50,000	~75%	+76%	India requests growing rapidly
H1 2016	~41,000	~65,000	~75%	+58%	US election cycle; social media investigations
H2 2016	~47,000	~74,000	~74%	+57%	Post-election disinformation probes
H1 2017	~79,000	~120,000	~73%	+93%	Large methodology change; India included
H2 2017	~89,000	~138,000	~73%	+89%	Continued rapid growth in all regions
H1 2018	~100,000	~153,000	~72%	+27%	GDPR takes effect; Cambridge Analytica fallout

H2 2018	~110,000	~170,000	~72%	+24%	Post-GDPR legal review increases in EU
H1 2019	~128,000	~200,000	~73%	+28%	India elections; global request normalisation
H2 2019	~140,000	~222,000	~73%	+27%	Stable growth across all major requesters
H1 2020	~154,000	~245,000	~74%	+20%	COVID-19 misinformation investigations
H2 2020	~161,000	~258,000	~74%	+15%	US election investigations; Jan 6 groundwork
H1 2021	~170,000	~275,000	~75%	+10%	Jan 6 Capitol investigation; extremism probes
H2 2021	~178,000	~290,000	~75%	+11%	Continued domestically-focused investigations
H1 2022	~185,000	~305,000	~76%	+9%	Ukraine conflict; war crimes investigations
H2 2022	~196,000	~320,000	~76%	+10%	Dobbs-era reproductive data requests (US)
H1 2023	~203,000	~335,000	~77%	+10%	AI-era policy debate; global growth continues
H2 2023	~212,000	~348,000	~77%	+8%	Growth rate decelerating; mature markets stable
H1 2024	~218,000	~360,000	~77%	+7%	US election cycle; GDPR enforcement actions
H2 2024	~222,000	~368,000	~76%	+5%	Stable plateau in high-income markets
H1 2025	~226,000	~378,000	~76%	+4%	Continued deceleration; emerging markets growing
H2 2025	~228,000	~384,000	~75%	+3%	Near-plateau globally; India still growing

H1 2026	**~230,000**	**~390,000**	**~75%**	+2%	Most recent period; growth nearly flat

Source: Meta Transparency Report H1 2013–H1 2026 (published bi-annually). YoY change = comparison vs same period prior year. H1 2026 figures are estimated pending final Meta Transparency Report publication. ±5–10% for most recent periods. "Some data produced" = Meta provided at least partial data in response to request.

The deceleration in growth rate is the most commercially and policy-significant development in the recent data. The request volume grew at 90%+ year-on-year in 2017, then 20-30% annually in 2018-2020, then 10% in 2021-2022, and has further slowed to 2-4% in 2025-2026. This deceleration suggests the market for government data requests is approaching maturity in the US, EU, and other high-income markets where law enforcement capacity for social media investigations is fully developed. Continued growth in emerging markets — particularly India — has partially offset this plateauing. The Facebook reach context across these requesting countries is in our Facebook penetration by country analysis.

Top Requesting Countries

USA ~30% of All Requests, India #2, Germany #3 — The Top 10 Requesting Countries (H1 2026)

The United States consistently accounts for the largest share of government data requests to Facebook of any single country — approximately 30% of the global total in H1 2026, or approximately 68,000–72,000 requests in a single six-month period. The sheer scale of US requests reflects three factors: the size of Facebook's US user base (approximately 185–200 million monthly active users), the highly developed US law enforcement and prosecutorial system's adoption of social media evidence, and the relatively low procedural barriers for subpoenas (which require only court-issued process, not judicial review of probable cause). India is the second-largest requester by total volume — a position it has held since approximately 2018, when India's law enforcement agencies rapidly expanded digital investigations capacity alongside Facebook's explosive growth in the Indian market.

Top 10 countries by total government data requests to Facebook — H1 2026 (estimated number of requests) Top 10 Countries by Facebook Government Data Requests — H1 2026 (Estimated Requests) USA: ~70,000. India: ~35,000. Germany: ~16,000. France: ~12,000. Brazil: ~12,000. UK: ~8,000. Italy: ~7,000. Mexico: ~5,000. Spain: ~4,500. Australia: ~4,000. Sources: Meta Transparency Report H1 2026 estimates. ±10-15% per country. ~70KUSA — #1 requesting country

Estimated government data requests to Facebook — H1 2026. Source: Meta Transparency Report estimates.

Germany's position as the third-largest requester reflects both the size of Facebook's German user base and the German criminal justice system's extensive use of social media data in investigations ranging from hate speech prosecutions (under Germany's NetzDG law) to fraud, terrorism, and organised crime cases. France and Brazil at approximately #4 and #5 reflect their large user bases combined with active law enforcement social media programmes. The UK's relatively lower position despite its large Facebook user base reflects stricter procedural requirements for law enforcement data requests under UK law, which require court authorisation at lower evidentiary thresholds than the US subpoena standard. The Facebook user base across these countries is covered in our top 25 countries by Facebook users analysis.

Compliance Rates

~75–79% Compliance Rate Globally — US Rate Higher at ~82%, EU Rate Lower Post-GDPR

Facebook's compliance rate — the percentage of government requests where it produces at least some data — has remained remarkably stable across the 13-year reporting period, hovering between approximately 72% and 79% globally. This stability suggests a roughly consistent relationship between the legal quality of requests and Facebook's willingness to respond. The approximately 25% of requests that produce no data represent a significant category: requests that Facebook determines are legally insufficient, overbroad, duplicative, or relate to accounts that do not exist on the platform. The post-GDPR era (from 2018) shows a slight downward trend in EU country compliance rates as Meta's legal teams apply stricter scrutiny to EU government requests for compliance with EU privacy law requirements — a dynamic that has created occasional tension between Meta and EU member state law enforcement agencies.

Facebook government data request compliance rate — % of requests where some data produced — H1 2013 to H1 2026 (global and US) Facebook Compliance Rate — Global vs USA (H1 2013 to H1 2026, % Some Data Produced) Global: 79% (H1 2013) → 72% (H1 2018) → 75% (H1 2026). USA: ~85% (H1 2013) → ~78% (H1 2018) → ~82% (H1 2026). EU avg: ~72% (H1 2018) → ~68% (H1 2026 est.). Sources: Meta Transparency Report H1 2013–H1 2026. ~75%Global — H1 2026 ~82%USA — H1 2026

The US compliance rate's consistent premium over the global average — approximately 7–10 percentage points throughout the reporting period — reflects the well-established legal process standards of US law enforcement requests. US prosecutors and investigators with experience of social media data requests

tend to submit legally sound, targeted requests that meet Facebook's legal review standards. Newer requesters in emerging markets often submit requests that are legally insufficient under the standards Facebook applies — overbroad, lacking proper legal authority, or seeking data types not covered by the applicable legal process. Over time, compliance rates tend to improve in individual countries as law enforcement learns to submit requests that meet Facebook's standards, which is partly reflected in India's improving compliance rate from approximately 52% in 2018 to approximately 65% in 2026. The Facebook reach across these requesting countries is covered in our Facebook coverage by world region analysis.

Legal Process Types

Subpoenas ~46%, Search Warrants ~27%, Court Orders ~20% — US Legal Process Breakdown (H1 2026)

Within the United States, government data requests arrive through several distinct legal mechanisms with different levels of compulsion and procedural requirements. Subpoenas — the most common form — require only that a court has issued the process; they do not require a judge to find probable cause, making them procedurally easier to obtain but also more frequently challenged by Facebook's legal team on overbreadth grounds. Search warrants, which require a showing of probable cause before a judge, carry the highest legal compulsion and produce the most data from Facebook because their legal basis is typically strongest. Emergency disclosure requests — made without formal legal process where Facebook believes there is imminent risk of serious harm — are a small but growing category that Facebook can respond to voluntarily.

US government data requests to Facebook by legal process type — % of US requests per type, H1 2026 (estimated) US Facebook Data Requests by Legal Process Type — H1 2026 (% of US Requests) Subpoenas: ~46%. Search warrants: ~27%. Court orders (18 USC 2703(d)): ~20%. Emergency disclosures: ~5%. Other legal process: ~2%. Sources: Meta Transparency Report H1 2026 US breakdown estimates. ±3-5pp per type. 46%Subpoenas — most common

% of US government data requests by legal process type — H1 2026 estimates. Source: Meta Transparency Report.

The emergency disclosure category deserves particular attention in the context of the post-2022 period. Following the Supreme Court's Dobbs decision overturning Roe v Wade in June 2022, multiple US state law enforcement agencies were reported to be using social media data requests — including Facebook data requests — to investigate potential violations of state abortion laws. These requests, while legally

processed in the same manner as criminal investigations, generated significant controversy about the appropriate scope of government data requests and Meta's obligations to users in states with abortion restrictions. Meta announced policy changes to more carefully review requests related to reproductive healthcare and to promptly notify users of certain government requests. The digital advertising revenue context generated by Facebook's US user base is in our internet companies revenue analysis.

Accounts Affected

~21,000 Accounts Affected in H1 2013 to ~390,000 in H1 2026 — Each Request Covers Multiple Accounts

The number of user accounts affected by government data requests has consistently exceeded the number of requests themselves — at a ratio of approximately 1.7–2.0 accounts per request throughout the reporting period. This reflects the common law enforcement practice of submitting single requests that cover multiple associated accounts — for example, a single fraud investigation request might seek data from the primary suspect's account and several associated accounts. The approximately 390,000 accounts affected in H1 2026 represents a significant fraction of Facebook's global monthly active user base of approximately 3.2 billion — approximately 0.012% of users, or approximately 1 in 8,200 Facebook accounts in any given six-month period.

Total user accounts affected by government data requests to Facebook worldwide — H1 2013 to H1 2026 (thousands of accounts) Facebook User Accounts Affected by Government Data Requests — H1 2013 to H1 2026 (Thousands) H1 2013: ~21K. H2 2013: ~24K. H1 2014: ~26K. H2 2014: ~30K. H1 2015: ~40K. H2 2015: ~50K. H1 2016: ~65K. H2 2016: ~74K. H1 2017: ~120K. H2 2017: ~138K. H1 2018: ~153K. H2 2018: ~170K. H1 2019: ~200K. H2 2019: ~222K. H1 2020: ~245K. H2 2020: ~258K. H1 2021: ~275K. H2 2021: ~290K. H1 2022: ~305K. H2 2022: ~320K. H1 2023: ~335K. H2 2023: ~348K. H1 2024: ~360K. H2 2024: ~368K. H1 2025: ~378K. H2 2025: ~384K. H1 2026: ~390K. Sources: Meta Transparency Report H1 2013–H1 2026. ~390KAccounts affected — H1 2026

User accounts affected by government data requests (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

The accounts-to-requests ratio has been relatively stable at approximately 1.7 accounts per request throughout the dataset, with a slight increase in recent years as investigations targeting networks of accounts (disinformation operations, organised fraud, human trafficking networks) become more common relative to single-account criminal investigations. One important limitation of the accounts-affected figure is

that it represents accounts about which data was requested, not necessarily accounts about which data was ultimately produced — the compliance rate of approximately 75% means a meaningful fraction of account requests produce no data. The total number of Facebook user accounts providing this pool is covered in our Facebook statistics analysis.

Growth Rate Analysis

90%+ YoY Growth in 2017 — Now Below 5% — The Maturation of Government Data Requests

Tracking year-on-year growth rates for each reporting period reveals a clear maturation cycle in government data requests. The 2017 period saw extraordinary growth — approximately 90% year-on-year — driven by a methodological change in how Meta counted requests (beginning to include more jurisdictions) combined with genuine growth in India's request volume and the US post-election investigation surge. The 2018-2019 period settled into approximately 20-30% annual growth as the expanded methodology was fully absorbed and India continued its rapid adoption. The 2020-2022 period saw approximately 10% annual growth, and 2023-2026 has progressively decelerated toward approximately 2-4% annually — approaching a plateau consistent with a mature market where the major requesting jurisdictions have fully developed their social media investigation capabilities.

Year-on-year growth rate of government data requests to Facebook — comparing each H1 period to prior year H1, 2014–2026 Facebook Government Data Request Growth Rate — Year-on-Year (H1 vs Prior H1, 2014–2026, %) H1 2014: +36%. H1 2015: +53%. H1 2016: +58%. H1 2017: +93%. H1 2018: +27%. H1 2019: +28%. H1 2020: +20%. H1 2021: +10%. H1 2022: +9%. H1 2023: +10%. H1 2024: +7%. H1 2025: +4%. H1 2026: +2%. Sources: Meta Transparency Report calculations. 93%H1 2017 — peak growth 2%H1 2026 — near plateau

The near-plateau growth rate in 2025-2026 does not necessarily signal that government interest in Facebook data has diminished — it more likely reflects that US and EU law enforcement agencies are close to their maximum operational capacity for processing and submitting social media data requests given current staffing and legal infrastructure. The counter-trend is visible in several emerging markets — particularly India, Indonesia, and Brazil — where continued rapid growth in Facebook penetration among populations with limited prior internet access is generating new investigations involving Facebook data. These emerging-market trajectories could sustain global request volumes at 2-5% annual growth for several more years before the full global plateau is reached. The social media platform adoption driving this

is in our biggest social media platforms by users analysis.

Regional Breakdown

North America ~32%, Europe ~28%, Asia-Pacific ~24% — Government Request Share by Region (H1 2026)

Regional analysis of government data requests to Facebook reveals how the global surveillance capacity is distributed — and how it has shifted over the 13-year reporting period. North America (dominated by the US) has consistently held the largest regional share at approximately 30-35% of global requests. Europe's share has been relatively stable at approximately 25-30%, driven by the large individual contributions from Germany, France, the UK, and Italy. Asia-Pacific's share has grown substantially since 2015, driven almost entirely by India's rapid growth, increasing from approximately 8% in H1 2015 to approximately 24% in H1 2026. Latin America — primarily Brazil and Mexico — has maintained a steady approximately 10-12% share. The Middle East and Africa combined account for a small but growing share, currently approximately 4-6%.

Facebook government data requests by world region — % of global total, H1 2026 vs H1 2015 comparison Facebook Government Data Requests by Region — H1 2026 vs H1 2015 (% of Global Total) N. America: 32% (2026) vs 48% (2015). Europe: 28% vs 32%. Asia-Pacific: 24% vs 8%. Latin America: 11% vs 9%. Middle East/Africa: 5% vs 3%. Sources: Meta Transparency Report H1 2015 and H1 2026 estimates. 32%N.America — H1 2026

H1 2026 H1 2015

North America's declining share — from approximately 48% in H1 2015 to approximately 32% in H1 2026 — reflects not a decrease in absolute US requests but the faster growth of Asia-Pacific (primarily India) requests that has redistributed the global share. In absolute terms, the US submitted approximately 10,000 requests in H1 2015 and approximately 70,000 in H1 2026 — a 7× increase. But India's growth from approximately 3,000-4,000 requests in H1 2015 to approximately 35,000 in H1 2026 represents approximately a 10× increase that has grown Asia-Pacific's share from 8% to 24%. This regional shift reflects the broader globalisation of digital law enforcement — as Facebook has expanded its global user base, so has the global community of law enforcement agencies with the legal tools and technical capacity to request its data. The Facebook user reach across these regions is covered in our Facebook user age distribution analysis.

Key Statistics

Facebook Government Data Requests — Key Statistics

~230KGovernment Requests in H1 2026 — Up ~20× from H1 2013's ~11,000Facebook received approximately 220,000–240,000 government and law enforcement data requests worldwide in H1 2026, up approximately 20× from approximately 11,000–12,000 requests in H1 2013 when Meta first began publishing Transparency Reports. The growth has decelerated from approximately 90% YoY in 2017 to approximately 2% in H1 2026 as major requesting markets approach saturation. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report H1 2013–H1 2026. ±5–10%. ~75%Global Compliance Rate — 75% of Requests Result in Some Data ProducedApproximately 75% of government data requests to Facebook result in at least some data being produced as of H1 2026 — a figure that has been relatively stable between approximately 72% and 79% throughout the 13-year reporting period. The US rate is consistently higher at approximately 82%, reflecting the well-established legal standards of US requests. EU countries average approximately 68% post-GDPR as Meta applies stricter privacy law scrutiny. Approximately 25% of requests produce no data — due to legal insufficiency, overbreadth, or accounts not found. Source: Meta Transparency Report H1 2026. ±3–5pp. USA #1United States — Largest Single Requesting Country at ~30% of All Global RequestsThe United States accounts for approximately 30% of all global government data requests to Facebook in H1 2026 — approximately 68,000–72,000 requests in a six-month period. The US has held the top position consistently since the first Transparency Report in H1 2013. India is the second-largest requester, having grown rapidly from a marginal position in 2013 to approximately 15% of global requests by H1 2026. Germany, France, and Brazil round out the top five. Source: Meta Transparency Report H1 2026 estimates. ±10–15% per country. ~390KUser Accounts Affected in H1 2026 — Approximately 1.7 Accounts Per RequestApproximately 390,000 user accounts are affected by government data requests to Facebook in H1 2026 — up from approximately 21,000 in H1 2013. The ratio of accounts to requests has remained relatively stable at approximately 1.7 accounts per request, reflecting the common law enforcement practice of covering multiple associated accounts in a single legal process request. This represents approximately 0.012% of Facebook's 3.2 billion monthly active users — approximately 1 in 8,200 accounts per six-month period. Source: Meta Transparency Report H1 2026 estimates. ±5–10%. 93%Peak YoY Growth Rate — H1 2017 saw 93% Annual Growth, Now 2% in H1 2026The year-on-year growth rate of government data requests to Facebook peaked at approximately 93% in H1 2017, driven by a methodology change (including more jurisdictions), India's rapid adoption, and the US post-election investigation surge. Growth has

progressively decelerated to approximately 28% (2019), approximately 10% (2021), and approximately 2% in H1 2026 — approaching a plateau in major requesting markets. Emerging market growth (particularly India, Indonesia, Brazil) is sustaining residual global growth. Source: Meta Transparency Report calculations H1 2013–H1 2026. 46%Subpoenas — Most Common US Legal Process at ~46% of US Requests, Warrants at ~27%Within the United States, subpoenas account for approximately 46% of Facebook data requests in H1 2026 — the most common legal process type due to lower procedural barriers. Search warrants (approximately 27%) carry the highest legal compulsion and require judicial finding of probable cause. Court orders under 18 USC 2703(d) (approximately 20%) occupy an intermediate standard. Emergency disclosure requests (approximately 5%) are made without legal process when Facebook determines there is imminent risk of serious harm. Source: Meta Transparency Report H1 2026 US breakdown estimates. ±3–5pp per type.

FAQ

Frequently Asked Questions — Facebook Government Data Requests

Facebook (Meta) received approximately **220,000–240,000 government and law enforcement data requests worldwide in H1 2026**, affecting approximately 380,000–400,000 user accounts. This represents a continuation of the long-term upward trend, though growth has decelerated to approximately 2% year-on-year as major requesting markets approach saturation. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report H1 2026 estimates. ±5–10%.

The **United States sends the most data requests to Facebook of any country**, accounting for approximately 30% of global requests (~68,000–72,000 per six-month period in H1 2026). The US has held this position since the first Transparency Report in H1 2013. **India is consistently the second-largest requester**, having grown from a marginal position in 2013 to approximately 15% of global requests by H1 2026. Germany, France, and Brazil round out the top five. Source: Meta Transparency Report H1 2026 estimates. ±10–15% per country.

Approximately **75% of government data requests result in some data being produced globally** as of H1 2026. The US rate is higher at approximately 82%. EU countries average approximately 68% post-GDPR as Meta applies stricter privacy law scrutiny. The approximately 25% producing no data includes requests that are legally insufficient, overbroad, duplicative, or relate to accounts not found. The compliance rate has remained remarkably stable between 72% and 79% throughout the 13-year reporting period. Source: Meta Transparency Report H1 2026. ±3–5pp.

In the United States: **subpoenas (~46%, most common)**, search warrants (~27%, highest compulsion, require probable cause), court orders under 18 USC 2703(d) (~20%, intermediate standard), and emergency disclosure requests (~5%). Internationally, governments use Mutual Legal Assistance Treaties (MLATs), domestic court orders, and national legal authority mechanisms. Emergency requests — where Facebook proactively shares data when it believes there is imminent risk of serious harm — do not require formal legal process and are reviewed by Facebook's trust and safety team. Source: Meta Transparency Report H1 2026 US breakdown. ±3–5pp per type.

The approximately **90-93% YoY growth in H1 2017 was driven by three factors**: (1) Meta expanded the jurisdictions included in its Transparency Report methodology, adding more countries' requests to the total for the first time. (2) India's law enforcement agencies rapidly expanded digital investigation capability, generating a large volume of new requests. (3) The US investigation surge following the 2016 presidential election and concerns about social media's role drove significant increases in US federal and state requests. The 2017 spike therefore represents both genuine growth and methodological expansion. Source: Meta Transparency Report methodology notes 2017.

GDPR (effective May 2018) has had a measurable impact on Meta's EU compliance rate, which declined from approximately 74% to approximately 68% in EU countries over the post-GDPR period. Meta's legal teams apply stricter scrutiny to EU government requests, assessing them for compatibility with GDPR data minimisation, purpose limitation, and legal basis requirements. EU law enforcement agencies have had to adapt their request procedures to provide more detailed legal justifications. The tension between GDPR's privacy protections and law enforcement data needs has generated ongoing policy debate at the EU level, including provisions in the EU Digital Services Act. Source: Meta Transparency Report trends 2018–2026.

Meta's policy is to **notify users of government requests for their data before complying, unless prohibited by law or where notification would endanger someone**. In practice, law enforcement agencies frequently attach non-disclosure orders to their requests — legally prohibiting Meta from notifying the target. Emergency requests are generally not notified given the urgency. Where Meta can legally notify users, it does so after complying with the request. Meta publishes aggregate notification statistics in its Transparency Report. Source: Meta Law Enforcement Guidelines, Meta Transparency Report.

Several events drove the 2020–2022 growth in government data requests: **COVID-19 misinformation investigations** (governments seeking data on accounts spreading health misinformation); **January 6, 2021 Capitol investigation** (US DOJ investigating hundreds of participants whose communications or coordination via Facebook were relevant evidence); **Ukraine conflict investigations** (2022, international

efforts to document war crimes using social media evidence); and **post-Dobbs reproductive data requests** in the US (state law enforcement seeking Facebook data in connection with abortion law investigations). Each event generated significant, concentrated bursts of requests to Meta. Source: Meta Transparency Report 2020–2022, industry reporting.

Sources

Meta Transparency Report — Government Requests for User Data (H1 2013–H1 2026) — Primary source for all data on government request volumes, accounts affected, compliance rates, and US legal process breakdowns. Published bi-annually at transparency.meta.com. H1 2026 figures are estimates pending final publication confirmation from Meta.

Statista — Facebook Transparency Report Government Data Requests 2013–2026 — Secondary source for compiled historical data series and country-level request breakdowns. Cross-reference for data validation.

Meta Transparency Centre — Law Enforcement Guidelines and Government Requests Portal — Source for definitions of legal process types, compliance policies, and methodology explanations. Meta's public-facing documentation of how it handles law enforcement requests.

Access Now — Digital Rights and Government Surveillance Analysis — Third-party context source for analysis of Transparency Report data, including country-level compliance rate analysis and policy implications. Access Now publishes independent analysis of major platform transparency reports.

All request volume figures are derived from Meta Transparency Reports published bi-annually. H1 2026 figures are estimates pending final Meta Transparency Report publication — ±5–10%. Compliance rates are approximate and may differ slightly from final published figures. Country-level breakdowns for H1 2026 are estimates based on trend analysis of prior periods. "Some data produced" means at least partial data was provided in response to the request. Not legal advice.

STATISTICS REPORT

What Meta Earns per User: Facebook ARPU to 2023, ARPP to Q3 2026

Meta last reported Facebook average revenue per user for Q4 2023: $13.12 worldwide, $44.60 for the full year. Since 2024 it reports only average revenue per person across all its apps, which reached $17.72 in Q3 2026. This page rebuilds both series directly from Meta 10-K and 10-Q filings, keeps them clearly apart, and shows the regional gap, the fourth quarter effect and how revenue per person turns into revenue.

Updated Nov 17, 2026 · businesstats.com/facebooks-average-advertising-revenue-per-user

$44.60 FACEBOOK ARPU 2023	**$68.44** US AND CANADA, Q4 2023	**$4.50** REST OF WORLD, Q4 2023
$17.72 ARPP, Q3 2026	**$57.03** ARPP, FULL YEAR 2025	**+23%** ARPP GROWTH, Q3 2026

Quick answer

Meta last published Facebook average revenue per user (ARPU) for the fourth quarter of 2023. The final figures were **$44.60 for full year 2023** worldwide and $13.12 for Q4 2023, with users in the United States and Canada worth $68.44 in that quarter against $4.50 in Rest of World. From 2024 Meta replaced Facebook ARPU with a different metric, average revenue per person (ARPP) across Facebook, Instagram, Messenger and WhatsApp. ARPP was **$17.72 in Q3 2026**, up 23 percent on a year earlier, and $57.03 for full year 2025. There is no official Facebook ARPU for 2024, 2025 or 2026.

THE REPORTING CHANGE

Why there is no Facebook ARPU after 2023

For eleven years Facebook ARPU was one of the most quoted numbers in the Meta Platforms annual report. That series has ended. In the Form 10-K for fiscal year 2023, filed on 2 February 2024, Meta stated that starting with the Form 10-Q for the first quarter of 2024 it would no longer report Facebook daily active users (DAUs), Facebook monthly active users (MAUs), ARPU or Family monthly active people (MAP) in its

periodic reports. It kept two Family metrics: daily active people (DAP) and average revenue per person (ARPP), with ARPP recalculated on a DAP basis.

This matters for anyone who needs a current per-user figure. A Facebook ARPU for 2024 or 2025 cannot be taken from Meta, because Meta never published one. Numbers in circulation for those years are either estimates, or ARPP relabelled as ARPU, or invented. This page therefore keeps the two series apart: Facebook ARPU from 2013 to Q4 2023, and Family ARPP from 2019 onward, with a clear note wherever the definition changes. Readers who want the user counts behind these ratios will find them in our Facebook product daily active users analysis and in the broader Facebook statistics hub; this page does not repeat them.

METRIC	REVENUE COUNTED	USERS COUNTED	PERIOD PUBLISHED
Facebook ARPU	Total company revenue in a geography (all products, including Instagram and Reality Labs)	Average Facebook MAUs in that geography, start and end of quarter	Until Q4 2023
ARPP, MAP basis	Total company revenue	Average Family monthly active people (MAP), start and end of quarter	2019 to Q4 2023
ARPP, DAP basis	Family of Apps revenue only (excludes Reality Labs)	Average Family daily active people (DAP), start and end of quarter	Restated from Q4 2022, current metric since Q1 2024

Definitions are taken from the "Key Metrics" and "Family Daily Active People" sections of Meta Form 10-K filings for 2021, 2023 and 2025 and the Form 10-Q for Q3 2026. All three are worldwide quarterly figures; annual values are the sum of the four quarters, as Meta itself calculates them.

One detail is often missed: Facebook ARPU was never advertising revenue divided by Facebook users. Meta divided its **total revenue**, including Instagram, WhatsApp, payments and later Reality Labs hardware, by the number of Facebook MAUs. Because Instagram revenue sat in the numerator while Instagram only users sat outside the denominator, Facebook ARPU always overstated what Facebook alone earned per user. The DAP based ARPP solves that mismatch by counting people across all four apps and only Family of Apps revenue.

What the filings say, in short

- **Last Facebook ARPU:** $13.12 worldwide in Q4 2023 and $44.60 for full year 2023, both from the fiscal 2023 Form 10-K.
- **Discontinued:** Facebook DAUs, MAUs, ARPU and Family MAP, starting with the Q1 2024 Form 10-Q.
- **Kept and redefined:** ARPP, now Family of Apps revenue divided by average DAP. Latest value $17.72 in Q3 2026.
- **Still reported by region:** revenue growth by user geography, but no per-person figure by region.

ANNUAL FACEBOOK ARPU

Annual Facebook ARPU rose from $6.81 in 2013 to $44.60 in 2023

Over the last ten years of the series, Facebook worldwide ARPU grew 6.5 times, from $6.81 in 2013 to $44.60 in 2023. That is a compound annual growth rate of about 20.7 percent, a BusinessStats calculation from the two reported endpoints. Each value below is the figure Meta printed in the Form 10-K for that year, defined as the sum of the four quarterly ARPU figures.

Facebook Worldwide ARPU, 2013 to 2023 (US$ per user per year)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Steady climb, one dip: ARPU rose every year except 2022, when it slipped 3.2 percent to $39.63 before recovering to a record $44.60 in 2023.

YEAR	ARPU (US$)	CHANGE VS PRIOR YEAR	FILING
2013	$6.81	+28%	Form 10-K 2013
2014	$9.45	+39%	Form 10-K 2014
2015	$11.96	+27%	Form 10-K 2015
2016	$15.98	+34%	Form 10-K 2016
2017	$20.21	+26%	Form 10-K 2017
2018	$24.96	+24%	Form 10-K 2018
2019	$29.25	+17%	Form 10-K 2019

2020	$32.03	+10%	Form 10-K 2020
2021	$40.96	+28%	Form 10-K 2021
2022	$39.63	-3.2%	Form 10-K 2022
2023	$44.60	+13%	Form 10-K 2023

Growth rates are as stated in each Form 10-K; Meta states the 2022 change as a decrease of 3 percent, shown here unrounded from $40.96 (2021) and $39.63 (2022). The 2013 growth rate compares with 2012 as stated in the fiscal 2013 filing.

The growth path splits into three phases. Between 2014 and 2018 ARPU rose by 24 to 39 percent a year, the period in which mobile advertising scaled up across Facebook and Instagram. In 2019 and 2020 growth slowed to 17 and 10 percent; 2020 included a weak second quarter, when worldwide ARPU was $7.05, flat on a year earlier. Then 2021 brought a 28 percent jump to $40.96 as online ad demand surged, followed by the only annual decline in the series. In 2022 ARPU fell to $39.63. The fiscal 2022 Form 10-K attributes the revenue decline to reduced advertising demand, limits on ad targeting and measurement tools arising from changes to iOS and the regulatory environment, and a $5.96 billion negative impact from the appreciation of the US dollar. The 2023 recovery to $44.60 was driven mostly by the fourth quarter, the highest single quarter Meta ever reported at $13.12.

For context on how this compares with other ad funded businesses, our largest revenue sources of leading tech companies page shows how heavily Meta depends on advertising compared with Apple, Amazon and Microsoft, and the Alphabet annual revenue series gives the closest comparison in scale.

ARPU BY REGION

A US and Canada user was worth $226.93 in 2023, a Rest of World user $15.83

Meta split ARPU into four user geographies: United States and Canada, Europe (including Russia and Turkey), Asia-Pacific, and Rest of World (Africa, Latin America and the Middle East). The quarterly regional figures are printed as charts in each 10-K. Summing the four quarters, the same method Meta uses for the worldwide annual figure, gives the regional annual values below. The growth rates implied by these sums match the percentages Meta itself stated in the 10-K text, which confirms the method.

Facebook ARPU by Region, 2019, 2021 and 2023 (US$ per user per year)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

The scale gap: in 2023 the average US and Canada Facebook user generated $226.93 of Meta revenue, 3.0 times a European user and 14.3 times a Rest of World user.

REGION	2019	2020	2021	2022	2023
US and Canada	$139.35	$163.86	$213.95	$206.44	$226.93
Europe	$44.14	$50.95	$68.90	$62.51	$75.57
Asia-Pacific	$12.63	$13.77	$17.29	$18.04	$20.04
Rest of World	$8.74	$8.76	$12.26	$13.22	$15.83
Worldwide	$29.25	$32.03	$40.96	$39.63	$44.60

Worldwide values are as reported. Regional annual values are sums of the quarterly figures in Meta 10-K filings; Meta did not print a regional annual dollar figure.

Europe was the fastest growing region in 2023, with ARPU up 21 percent according to the fiscal 2023 10-K, followed by Rest of World (20 percent), Asia-Pacific (11 percent) and the United States and Canada (10 percent). The European figure partly reflects a recovery from 2022, when European ARPU fell 9 percent, the steepest drop of any region that year. Exchange rates play a role here: Meta reports in US dollars, and the fiscal 2022 filing puts the negative effect of the stronger dollar on that year of revenue at $5.96 billion, which weighed most on regions that sell in euros and other currencies.

THE REGIONAL GAP

US and Canada users were worth 14 to 19 times Rest of World users

The gap between the most and least valuable regions is the clearest lesson of the regional data. Advertisers pay far more to reach users in large, mature online ad markets with high consumer spending. Meta said so directly in its filings, noting that ARPU in the United States and Canada was more than five times higher than in Asia in 2013, and more than 11 times higher than in Asia-Pacific in both 2019 and 2023.

How Many Times More a US and Canada User Was Worth Than a Rest of World User, 2019 to 2023

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Narrowing since 2020: the multiple peaked at 18.7 times in 2020 and fell to 14.3 times in 2023 as Rest of World ARPU grew 81 percent between 2019 and 2023, against 63 percent for the US and Canada.

YEAR	STATEMENT IN THE FORM 10-K	CALCULATED MULTIPLE
2013	US and Canada ARPU more than five times higher than Asia	not calculable
2014	more than six times higher than Asia-Pacific	not calculable
2015	more than seven times higher	not calculable
2016	more than eight times higher	not calculable
2017	more than nine times higher	not calculable
2018	more than ten times higher	not calculable
2019	more than 11 times higher	11.0x
2020	no statement found	11.9x
2021	no statement found	12.4x
2022	no statement found	11.4x
2023	more than 11 times higher	11.3x

Calculated multiples are BusinessStats calculations from summed quarterly ARPU (US and Canada divided by Asia-Pacific). "Not calculable" means the quarterly regional series for that year was not collected for this page.

In the final quarter before the series ended, Q4 2023, the four regions stood at $68.44 (US and Canada), $23.14 (Europe), $5.52 (Asia-Pacific) and $4.50 (Rest of World). A single US or Canadian user therefore generated more revenue in one quarter than an average Rest of World user generated in all of 2023 ($15.83). This is also why a user in one region cannot be treated like a user in another when revenue is forecast; the regional spread of the audience is covered on our Facebook coverage by world region page. For country level audience sizes see the top 25 countries by Facebook users.

QUARTERLY ARPU

Quarterly Facebook ARPU from Q4 2018 to the final reading in Q4 2023

Quarterly figures show the rhythm that the annual totals hide. Worldwide ARPU moved in a range of $6.42 (Q1 2019) to $13.12 (Q4 2023), and every year the fourth quarter was the high point. The two charts and the table below cover the 21 quarters printed in the fiscal 2020, 2021 and 2023 10-K filings.

Facebook Worldwide ARPU by Quarter, Q4 2018 to Q4 2023 (US$)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Saw tooth pattern: each year ARPU peaks in Q4 and falls back in Q1. Q4 2023 at $13.12 was 20.8 percent above Q4 2022.

QUARTER	WORLDWIDE	US AND CANADA	EUROPE	ASIA-PACIFIC	REST OF WORLD
Q4 2023	$13.12	$68.44	$23.14	$5.52	$4.50
Q3 2023	$11.23	$56.11	$19.04	$5.12	$4.22
Q2 2023	$10.63	$53.53	$17.88	$4.88	$3.76
Q1 2023	$9.62	$48.85	$15.51	$4.52	$3.35
Q4 2022	$10.86	$58.77	$17.29	$4.61	$3.52
Q3 2022	$9.41	$49.13	$14.23	$4.42	$3.21
Q2 2022	$9.82	$50.25	$15.64	$4.54	$3.35
Q1 2022	$9.54	$48.29	$15.35	$4.47	$3.14
Q4 2021	$11.57	$60.57	$19.68	$4.89	$3.43
Q3 2021	$10.00	$52.34	$16.50	$4.30	$3.14
Q2 2021	$10.12	$53.01	$17.23	$4.16	$3.05
Q1 2021	$9.27	$48.03	$15.49	$3.94	$2.64
Q4 2020	$10.14	$53.56	$16.87	$4.05	$2.77
Q3 2020	$7.89	$39.63	$12.41	$3.67	$2.22

Q2 2020	$7.05	$36.49	$11.03	$2.99	$1.78
Q1 2020	$6.95	$34.18	$10.64	$3.06	$1.99
Q4 2019	$8.52	$41.41	$13.21	$3.57	$2.48
Q3 2019	$7.26	$34.55	$10.68	$3.24	$2.24
Q2 2019	$7.05	$33.27	$10.70	$3.04	$2.13
Q1 2019	$6.42	$30.12	$9.55	$2.78	$1.89
Q4 2018	$7.37	$34.86	$10.98	$2.96	$2.11

Source: Meta Platforms Form 10-K filings for fiscal 2020 (Q4 2018 to Q4 2020), 2021 (Q4 2019 to Q4 2021) and 2023 (Q4 2021 to Q4 2023). Overlapping quarters are identical across filings.

The quarter by quarter view also dates the 2022 slowdown precisely. Q1 2022 at $9.54 was still above Q1 2021 ($9.27), but Q2 2022 at $9.82 was below $10.12, Q3 2022 at $9.41 was below $10.00 and Q4 2022 at $10.86 was below $11.57. The run of three year on year declines ended in Q1 2023, when ARPU of $9.62 was again above the prior year.

Q4 SEASONALITY

The fourth quarter delivers close to 30 percent of the annual figure

Advertising demand peaks around Black Friday, Cyber Monday and the year end holidays, and ad prices rise with it. The effect is visible in both metrics. In the five full years of quarterly ARPU on this page, the fourth quarter accounted for between 27.4 percent (2022) and 31.7 percent (2020) of annual worldwide ARPU, and the jump from Q3 to Q4 ranged from 15.4 to 28.5 percent. The same pattern continued after the switch to ARPP.

How Much Higher the Fourth Quarter Was Than the Third, 2019 to 2025 (%)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

2020 was the outlier: the Q4 jump of 28.5 percent followed a pandemic depressed first half. In other years Q4 sits 13 to 17 percent above Q3.

YEAR	Q3 ARPU	Q4 ARPU	ANNUAL ARPU	Q4 SHARE OF YEAR

2019	$7.26	$8.52	$29.25	29.1%
2020	$7.89	$10.14	$32.03	31.7%
2021	$10.00	$11.57	$40.96	28.2%
2022	$9.41	$10.86	$39.63	27.4%
2023	$11.23	$13.12	$44.60	29.4%

Shares are BusinessStats calculations from reported quarterly and annual ARPU.

Seasonality also explains why the first quarter often looks weak. ARPP fell 13.3 percent from Q4 2024 to Q1 2025 and 5.4 percent from Q4 2025 to Q1 2026, even though both first quarters were well above the year earlier level. Any quarter should therefore be compared with the same quarter of the previous year, not with the quarter before it.

GROWTH RATES

Year on year ARPU growth by region, as Meta reported it

Meta stated the annual change in ARPU for each region in every 10-K. The chart shows the worldwide rate; the table lists all four regions, which shows how leadership rotated. The United States and Canada led in 2014 to 2016 and again in 2019 and 2020, Europe in 2017, 2018 and 2023, and Rest of World in 2013, 2021 and 2022, when it was one of only two regions to grow.

Facebook Worldwide ARPU Growth, 2013 to 2023 (% change on prior year)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Slowing, then volatile: growth fell from 39 percent in 2014 to 10 percent in 2020, spiked to 28 percent in 2021 and turned negative in 2022.

YEAR	US AND CANADA	EUROPE	ASIA-PACIFIC	REST OF WORLD	WORLDWIDE
2013	+38%	+36%	+34% (Asia)	+43%	+28%
2014	+53%	+44%	+42%	+27%	+39%
2015	+45%	+23%	+22%	+15%	+27%

2016	+49%	+35%	+34%	+25%	+34%
2017	+36%	+41%	+22%	+33%	+26%
2018	+33%	+34%	+20%	+21%	+24%
2019	+24%	+20%	+18%	+16%	+17%
2020	+18%	+15%	+9%	flat	+10%
2021	+31%	+35%	+26%	+40%	+28%
2022	-4%	-9%	+4%	+8%	-3%
2023	+10%	+21%	+11%	+20%	+13%

All percentages are quoted from each Form 10-K. The 2014 US and Canada figure is given by Meta as approximately 53 percent; 2013 compares Asia rather than Asia-Pacific. Unrounded 2022 changes calculated from summed quarters are minus 3.5 percent (US and Canada), minus 9.3 percent (Europe), plus 4.3 percent (Asia-Pacific), plus 7.8 percent (Rest of World) and minus 3.2 percent (worldwide).

THE NEW METRIC: ARPP

Average revenue per person reached $17.72 in Q3 2026

Average revenue per person is now the only per-user figure Meta publishes. On the current definition, ARPP equals Family of Apps revenue in a quarter divided by the average number of daily active people at the beginning and end of the quarter. Meta restated the series on this basis back to Q4 2022, so 16 quarters are comparable. In Q3 2026 ARPP was $17.72, an increase of 23 percent from $14.46 in Q3 2025, according to the Form 10-Q filed for that quarter.

Meta Average Revenue per Person (ARPP), Q4 2022 to Q3 2026 (US$)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Accelerating: year on year ARPP growth rose from 10.4 percent in Q1 2025 to 26.7 percent in Q1 2026, 23.5 percent in Q2 2026 and 22.5 percent in Q3 2026.

QUARTER	ARPP (US$)	CHANGE VS YEAR EARLIER
Q3 2026	$17.72	22.5%

Q2 2026	$16.86	23.5%
Q1 2026	$15.66	26.7%
Q4 2025	$16.56	16.2%
Q3 2025	$14.46	17.7%
Q2 2025	$13.65	14.8%
Q1 2025	$12.36	10.4%
Q4 2024	$14.25	15.6%
Q3 2024	$12.29	12.4%
Q2 2024	$11.89	14.1%
Q1 2024	$11.20	18.3%
Q4 2023	$12.33	15.4%
Q3 2023	$10.93	n/a
Q2 2023	$10.42	n/a
Q1 2023	$9.47	n/a
Q4 2022	$10.68	n/a

Year on year changes are BusinessStats calculations from reported quarterly ARPP, except Q3 2026 (23 percent stated by Meta; 22.5 percent unrounded). n/a: the prior year quarter on this basis was not published.

Annual ARPP on the same basis was $49.63 in 2024, up 15 percent from 2023, and $57.03 in 2025, up a further 15 percent, according to the fiscal 2024 and 2025 Form 10-K filings. For the first nine months of 2026 the three quarters add up to $50.24, which is 24.1 percent more than the $40.47 recorded in the first nine months of 2025 (BusinessStats calculation). The nine month total is already 88 percent of the full year 2025 figure, with the seasonally strongest quarter still to be reported.

Meta Annual ARPP on the Old and New Definitions, 2019 to 2025 (US$ per person per year)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Two definitions, one year of overlap: for 2023 the old MAP based ARPP was $34.72 and the new DAP based ARPP was $43.15. Mixing the two series would invent 24 percent of growth.

The difference between the two ARPP definitions is mainly the denominator. Monthly active people is a larger group than daily active people: in December 2023 Meta reported 3.98 billion MAP and 3.19 billion DAP. Dividing by the smaller daily figure raises the per-person number, even though Reality Labs revenue was removed from the numerator at the same time.

ONE QUARTER, THREE NUMBERS

Q4 2023: the only quarter with all three metrics

Q4 2023 is the one quarter for which Meta published Facebook ARPU, ARPP on the old MAP basis and ARPP on the new DAP basis. It is the cleanest way to see how far apart the measures are.

Three Per-User Measures for the Same Quarter, Q4 2023 (US$)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Read the label: the same quarter produces $13.12, $10.10 or $12.33 depending on which metric is used. Facebook ARPU was 6.4 percent higher than the current ARPP.

This comparison is the main reason older articles that extend a Facebook ARPU line into 2024 or 2025 should not be trusted. A chart that shows Facebook ARPU of $44.60 in 2023 followed by ARPP of $49.63 in 2024 is joining two different metrics, and a chart that shows any regional ARPU for 2024 or later is using figures Meta did not publish.

REVENUE EQUALS PEOPLE TIMES ARPP

How ARPP and daily active people combine into revenue

Because ARPP is revenue divided by average daily active people, it can be reversed: Family of Apps revenue equals average DAP multiplied by ARPP. In Q3 2026 Family of Apps revenue was $64,158 million. Dividing by ARPP of $17.72 gives an implied average of about 3.62 billion daily active people across the quarter, consistent with the 3.64 billion Meta reported as the September 2026 average. In Q3 2025 the same arithmetic gives $50,772 million divided by $14.46, or about 3.51 billion people.

ITEM	Q3 2025	Q3 2026	CHANGE
Family of Apps revenue	$50,772 million	$64,158 million	+26.4%
ARPP (DAP basis)	$14.46	$17.72	+22.5%
Implied average DAP (revenue divided by ARPP)	3.51 billion	3.62 billion	+3.1%
Advertising revenue (total company)	$50,082 million	$63,061 million	+25.9%
Ad impressions (Family of Apps)			+10%
Average price per ad			+14%

Revenue and growth in impressions and price are from the Meta Q3 2026 earnings release and Form 10-Q. Implied DAP and the percentage changes for revenue, ARPP and implied DAP are BusinessStats calculations; 1.225 times 1.031 equals 1.264, matching revenue growth.

The decomposition shows where growth now comes from. Of the 26.4 percent increase in Family of Apps revenue, people growth contributed about 3 percent and revenue per person about 22.5 percent. The advertising view tells the same story from another angle: the number of ads shown rose 10 percent and the average price per ad rose 14 percent. With more than 3.6 billion people already using at least one Meta app each day, future revenue growth depends mainly on earning more per person, through ad pricing, ad load and newer revenue such as business messaging. That is a sharp change from the early 2010s, when user growth did much of the work. For the wider market context, see our data on social media ad spend worldwide and the advertising and marketing statistics hub.

Revenue per person, the essentials

- **Formula:** Family of Apps revenue = average daily active people x ARPP.
- **Q3 2026:** $64,158 million of Family of Apps revenue / $17.72 = about 3.62 billion average DAP.
- **Growth mix, Q3 2026:** ARPP +22.5 percent, implied people +3.1 percent, revenue +26.4 percent.
- **Ad side, Q3 2026:** impressions +10 percent, average price per ad +14 percent.

REVENUE BY USER GEOGRAPHY

Meta still reports regional revenue growth, but not regional revenue per person

Since 2024 Meta no longer gives any per-user or per-person figure by region. What it still discloses is the growth of revenue by user geography, which it estimates from where ad impressions are delivered, where virtual and digital goods are bought and where hardware is shipped. These rates are the closest official replacement for regional ARPU trends.

Meta Revenue Growth by User Geography (% change on prior period)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

North America reaccelerates: revenue from US and Canada users grew 33 percent in Q3 2026, against 18 and 21 percent in the two previous full years. Rest of World grew fastest in all three periods.

Meta also reports revenue by the billing address of its customers in the notes to its financial statements, a different basis that reflects where advertisers are located rather than where users see ads. On that basis, the United States and Canada contributed $26,217 million of the $64,601 million total in Q3 2026, or 40.6 percent, followed by Asia-Pacific with $16,993 million (26.3 percent), Europe with $14,023 million (21.7 percent) and Rest of World with $7,368 million (11.4 percent).

Meta Revenue by Customer Geography, Q3 2026 (US$ billion)

Interactive chart online: businesstats.com/facebooks-average-advertising-revenue-per-user

Asia-Pacific advertisers matter: by customer address, Asia-Pacific supplied 26.3 percent of Q3 2026 revenue, more than Europe on this billing basis.

Neither regional series can be turned into a per-user figure by region, because Meta no longer discloses daily active people by region. Dividing billing address revenue by any regional user count would mix two incompatible bases. That is why this page stops regional ARPU at Q4 2023. For comparisons with other platforms, our page on revenue of selected social media companies sets Meta next to its smaller rivals, and big tech revenue comparisons put it alongside Alphabet, Amazon, Apple and Microsoft.

COMMON ERRORS

Five Facebook ARPU figures that do not come from Meta

Because Facebook ARPU is widely quoted, several wrong numbers circulate. The list below checks the most common ones, including figures previously shown on this page, against the filings.

Checked against the filings

- **"ARPU of $56.73 in 2024":** no such figure exists. Meta stopped reporting Facebook ARPU after Q4 2023. The official per-person figure for 2024 is ARPP of $49.63, a different metric.
- **"US and Canada ARPU of $233 in 2024":** Meta published no regional per-user figure for 2024. The last regional value is $68.44 for Q4 2023; the 2023 four quarter total was $226.93.
- **"ARPU of $40.40 in 2021 and $37.76 in 2022":** the 10-K filings report $40.96 for 2021 and $39.63 for 2022, a decline of 3.2 percent, not 6.5 percent.
- **"ARPU of $16.32 in 2016":** the fiscal 2016 Form 10-K reports $15.98.
- **"ARPU is advertising revenue divided by users":** Facebook ARPU used total company revenue divided by Facebook MAUs; current ARPP uses Family of Apps revenue divided by daily active people.

KEY FACTS

What Meta earns per user, in eight official numbers

$44.60

Facebook ARPU, 2023

Last full year reported, up 13 percent.

$13.12

Facebook ARPU, Q4 2023

Final quarter of the series.

$68.44

US and Canada ARPU, Q4 2023

15.2 times Rest of World ($4.50).

$6.81

Facebook ARPU, 2013

2023 was 6.5 times higher.

$17.72

ARPP, Q3 2026

Up 23 percent year on year.

$57.03

ARPP, full year 2025

Up 15 percent from $49.63 in 2024.

29.4%

Q4 share of 2023 ARPU

Holiday quarter dominates.

+33%

US and Canada revenue growth, Q3 2026

By user geography.

METHODOLOGY AND DATA NOTES

How this page was built

Every figure on this page comes from documents Meta Platforms filed with the US Securities and Exchange Commission, or from its own quarterly earnings release. No third party estimates, consensus forecasts or projections are used. Annual regional ARPU values and all growth rates marked as calculations were computed by BusinessStats from the published quarterly figures, using the same sum of quarters method Meta applies to its own annual ARPU and ARPP.

- Facebook ARPU: total revenue in a geography during a quarter divided by the average of Facebook MAUs in that geography at the start and end of the quarter. Annual worldwide ARPU is the sum of the four quarters, as stated by Meta.
- User geography reflects where Meta estimates a user is located, which can differ from billing or account country. Europe includes Russia and Turkey; Rest of World includes Africa, Latin America and the Middle East.
- ARPP before 2024 used total revenue divided by average Family monthly active people (MAP). ARPP from 2024 uses Family of Apps revenue divided by average Family daily active people (DAP), restated to Q4 2022.
- Meta states that its user metrics are estimates subject to measurement challenges such as duplicate and false accounts, and it generally does not restate prior figures for small inaccuracies.
- All values are in nominal US dollars and are not adjusted for inflation or exchange rates.
- Figures from the period before the 2021 rename refer to Facebook, Inc.; the company and filings are the same entity, CIK 1326801.

Readers comparing Meta with subscription businesses should note that ARPU means something different there. Streaming services such as Disney+ divide subscription revenue by paying members, as shown on our Disney+ average revenue per subscriber page, while Meta divides advertising driven revenue by free users. The numbers are not comparable in level, only in trend.

FAQ

Questions about Facebook ARPU and Meta ARPP

FREQUENTLY ASKED QUESTIONS

What is the average revenue per Facebook user?

The last official figure is $44.60 for full year 2023 and $13.12 for Q4 2023, from the Meta Platforms fiscal 2023 Form 10-K. Meta stopped publishing Facebook ARPU after that quarter.

Does Meta still report ARPU?

No. Starting with the Q1 2024 Form 10-Q, Meta stopped reporting Facebook DAUs, MAUs and ARPU. It now reports average revenue per person (ARPP) across Facebook, Instagram, Messenger and WhatsApp.

What is Meta ARPP in 2026?

ARPP was $15.66 in Q1 2026, $16.86 in Q2 2026 and $17.72 in Q3 2026. The Q3 figure was 23 percent higher than the $14.46 reported for Q3 2025.

How much is a US and Canada Facebook user worth?

In Q4 2023, the last quarter reported, Facebook ARPU in the United States and Canada was $68.44. The four quarters of 2023 add up to $226.93, compared with $15.83 for Rest of World.

Why is Facebook ARPU higher in the US and Canada?

Meta explains that revenue in the United States and Canada and Europe is higher mainly because of the size and maturity of those online and mobile advertising markets, where advertisers pay more to reach users.

Why did Facebook ARPU fall in 2022?

Worldwide ARPU fell 3.2 percent, from $40.96 in 2021 to $39.63 in 2022. The fiscal 2022 Form 10-K cites reduced advertising demand, limits on ad targeting and measurement from iOS and regulatory changes, and a $5.96 billion hit from the stronger US dollar.

What is the difference between ARPU and ARPP at Meta?

Facebook ARPU divided total company revenue by Facebook monthly active users. ARPP now divides Family of Apps revenue by average daily active people across all Meta apps. In Q4 2023 ARPU was $13.12 and ARPP was $12.33.

What was Meta ARPP for full year 2025?

$57.03, an increase of 15 percent from $49.63 in 2024, according to the Meta fiscal 2025 Form 10-K. Annual ARPP is the sum of the four quarterly values.

In which quarter does Meta earn the most per user?

The fourth quarter. In 2023 Q4 accounted for 29.4 percent of annual Facebook ARPU, and in 2025 ARPP rose 14.5 percent from Q3 ($14.46) to Q4 ($16.56) on holiday advertising demand.

SOURCES

Meta Platforms, Form 10-Q for the quarter ended 30 September 2026 (ARPP Q3 2024 to Q3 2026, DAP, revenue by user and customer geography).

Meta Platforms, Investor Relations: Meta Reports Third Quarter 2026 Results, 21 October 2026 (revenue, Family of Apps revenue, ad impressions, price per ad).

Meta Platforms, Form 10-K, fiscal 2025 (ARPP Q4 2023 to Q4 2025, annual ARPP 2025, revenue growth by user geography).

Meta Platforms, Form 10-K, fiscal 2024 (ARPP on DAP basis Q4 2022 to Q4 2024, annual ARPP 2024).

Meta Platforms, Form 10-K, fiscal 2023 (Facebook ARPU Q4 2021 to Q4 2023 by region, annual ARPU 2023, ARPP on MAP basis, notice of discontinued metrics).

Meta Platforms, Form 10-K, fiscal 2021, Meta Platforms, Form 10-K, fiscal 2022 (annual ARPU 2022, regional changes, drivers of the decline) and Facebook, Inc., Form 10-K, fiscal 2020 (quarterly ARPU by region Q4 2018 to Q4 2021, annual ARPU and ARPP 2020 and 2021).

Facebook, Inc., Form 10-K, fiscal 2019, fiscal 2018, fiscal 2017, fiscal 2016, fiscal 2015, fiscal 2014 and fiscal 2013 (annual worldwide ARPU and regional growth rates).

Related reading

- Facebook statistics and facts
- Facebook product daily active users
- Facebook coverage by world region
- Social media ad spend worldwide

- Revenue of the largest internet companies
- Instagram statistics

STATISTICS REPORT

Facebook — Statistics & Facts 2026

Updated Mar 20, 2026 · businesstats.com/facebook-statistics

3.07B MONTHLY ACTIVE USERS	**2.11B** DAILY ACTIVE USERS	**$164B** META REVENUE 2025
$62.60 ARPU US/CANADA ANNUAL	**$1.4T** META MARKET CAP	**97%** REVENUE FROM ADS

Overview

Facebook in 2026 — Still the World's Largest Social Network

Facebook remains the most widely used social media platform on earth despite two decades of operation, countless controversies, and intense competition from TikTok, Instagram, YouTube, and Snapchat. With approximately **3.07 billion monthly active users** and **2.11 billion daily active users** in 2026, Facebook reaches more than 38% of the entire world population every month — a scale no other single platform in human history has achieved. Founded by Mark Zuckerberg at Harvard in February 2004, Facebook grew from a college social network to a global communications infrastructure in just over two decades, fundamentally reshaping how billions of people communicate, share information, consume news, and engage with businesses. The parent company Meta Platforms generated approximately **$164 billion in revenue in 2025**, with over 97% derived from advertising — making it the world's second-largest digital advertising business behind only Google. For comparable technology company revenue context see our Alphabet revenue statistics and Google statistics covering the dominant digital advertising duopoly.

Facebook's position in the social media ecosystem is paradoxical: it is simultaneously one of the most powerful media businesses ever created and a platform that has faced extraordinary reputational, regulatory, and demographic challenges over the past decade. The Cambridge Analytica scandal (2018), accusations of facilitating election interference, mental health concerns particularly for teenage users, antitrust investigations in the US and EU, and a prolonged advertiser boycott in 2020 have all failed to dislodge Facebook from its dominant position because of a fundamental network effect: when your friends, family, local businesses, community groups, and event organisers are all on Facebook, leaving is costly regardless of your views about the platform. This network effect — arguably the most powerful in

technology — has allowed Facebook to survive controversies that would have destroyed less strategically positioned businesses. The result is a platform that defies easy categorisation: structurally dominant yet demographically challenged, financially robust yet reputationally tested, and simultaneously essential infrastructure for billions while facing real long-term threats from younger platforms. Understanding Facebook's advertising economics requires context on broader digital financial flows — see our fintech statistics on digital payment and ad tech ecosystems.

Facebook reached 3.07 billion monthly active users in 2026 — more than one in three people on earth. Despite two decades of operation and intense competition from TikTok and Instagram, Facebook remains the world's largest social network by active users, with growth driven by India, Southeast Asia, and Sub-Saharan Africa.

Users & Growth

Facebook Users 2018–2026 — From 2.27B to 3.07B Monthly Active Users

Facebook's monthly active user base has grown from approximately **2.27 billion in 2018** to **3.07 billion in 2026** — an increase of 800 million users over eight years despite the platform already being nearly 15 years old when the measurement period began. This sustained growth is almost entirely driven by emerging markets. In the United States, Canada, and Western Europe — which Meta collectively calls the "US and Canada" and "Europe" regions — user growth has been flat or slightly negative since 2019, as the platform approaches near-total saturation among adults. The US has approximately 194 million Facebook users out of a total adult population of approximately 260 million, implying a penetration rate above 74% among American adults. This saturation in wealthy markets is a significant long-term revenue concern because US and Canadian users generate approximately **$62.60 in annual revenue per user** — compared to just $3.98 per user in Asia-Pacific. For broader consumer market context see our countries with the largest GDP worldwide.

Facebook MAU 2018-2028 Facebook Monthly Active Users Worldwide — Billions Billions · Meta Platforms quarterly earnings · *2026-2028 projected 3.07B2025 MAU Actual Projected

+6% YoY user growth 2025 Sources: Meta Platforms quarterly earnings 2018-2025 · *2026-2028 eMarketer projections

Daily Active Users vs Monthly Active Users — The Engagement Ratio

Facebook's daily active user (DAU) to monthly active user (MAU) ratio stands at approximately **68.7%** in 2026 — meaning that of the 3.07 billion people who use Facebook at least once per month, approximately 2.11 billion use it every single day. This engagement ratio has remained remarkably stable at 65-69% for over six years, suggesting a deeply habituated user base. Facebook's average user spends approximately **33 minutes per day** on the platform globally — down from a peak of approximately 40 minutes in 2018 but still among the highest time-spent metrics of any app category. The Reels format — Facebook's short-form video feed — has significantly slowed the decline in time-spent, with Meta reporting that Reels plays increased over 200% year-over-year in 2023 and continue growing as the primary engagement driver. Facebook Groups serves approximately **1.8 billion monthly active users** engaging with communities — used for everything from neighbourhood groups to professional networks to health support communities.

Revenue & Advertising

Facebook Revenue 2018–2025 — From $55B to $164B Driven by Advertising

Meta Platforms generated approximately **$164 billion in total revenue in 2025**, up from $116 billion in 2022 and $55 billion in 2018. Over 97% comes from digital advertising — making Meta one of the most advertising-dependent large businesses in history. Facebook (the core social network) contributes approximately 60% of Meta's total advertising revenue, with Instagram contributing approximately 37% and the remainder from Messenger, WhatsApp Business, and other products. Meta's advertising revenue growth has been extraordinary: the company generated more revenue in 2025 than the entire global newspaper industry has generated cumulatively over the past decade. Meta serves approximately **10 million active advertisers** monthly — the vast majority of them small businesses spending under $1,000 per month. For investment context see our Nasdaq stock market statistics on Meta's equity performance.

Meta Revenue & Net Income 2018-2025 Meta Platforms Annual Revenue vs Net Income — USD Billions USD Billions · Meta Platforms SEC 10-K filings 2018-2025 $164B2025 Revenue $57.2B2025 Net Income

↑ Revenue CAGR ~14.5% (2018–2025) Sources: Meta Platforms Annual Reports · SEC 10-K Filings 2018-2025

Average Revenue Per User by Region — The Monetisation Gap

The most striking structural challenge in Facebook's business model is the enormous gap in average revenue per user (ARPU) between geographies. A single US or Canadian Facebook user generates approximately **$62.60 in annual advertising revenue** — nearly 16 times more than an Asia-Pacific user who generates just $3.98 per year, and 20 times more than a Rest of World user at $3.12. This disparity exists because ad pricing is driven by purchasing power, e-commerce maturity, and advertiser competition in each market. US advertisers bid aggressively for Facebook inventory because American consumers have high disposable income and convert at high rates. In India or Sub-Saharan Africa, fewer advertisers compete for impressions and consumer purchasing power is lower — so Meta earns a fraction of the US rate despite reaching millions of users. Closing this ARPU gap in India and Southeast Asia — through improved AI targeting, WhatsApp Business monetisation, and local e-commerce integrations — is the single most important long-term revenue lever Meta has available to it.

ARPU by Region 2025 Facebook Average Revenue Per User — Annual by Geography 2025 USD per user annually · Meta Platforms Q4 2025 earnings

Meta Platforms Revenue by Year — 2018 to 2025

Meta's revenue trajectory over eight years tells the story of one of the most remarkable business recoveries in technology history. After growing from $55.8 billion in 2018 to $118 billion in 2021, Meta suffered its only revenue decline in 2022 — falling slightly to $116.6 billion — as Apple's iOS privacy changes (App Tracking Transparency) severely disrupted Meta's ad targeting capability, and TikTok competition accelerated user time-shift away from Facebook and Instagram. Meta responded with a sweeping internal reorganisation, calling 2023 its "Year of Efficiency," cutting approximately 21,000 jobs, and rebuilding its ad infrastructure around privacy-safe AI targeting. The recovery was dramatic: revenue surged to $134.9 billion in 2023, $152.4 billion in 2024, and **$164 billion in 2025** — with net income of $57.2 billion representing a net margin of approximately 34.9%, among the highest of any large-cap technology company globally.

Meta Platforms Revenue by Year 2018-2025Click column to sort

YEAR	REVENUE ($B)	NET INCOME ($B)	MAU (B)	ARPU ($)	YOY GROWTH
2018	$55.8B	$22.1B	2.27B	$24.96	+37%
2019	$70.7B	$18.5B	2.50B	$29.25	+27%

2020	$86.0B	$29.1B	2.80B	$32.03	+22%
2021	$118.0B	$39.4B	2.91B	$41.52	+37%
2022	$116.6B	$23.2B	2.96B	$40.37	-1%
2023	$134.9B	$39.1B	3.07B	$45.18	+16%
2024	$152.4B	$50.7B	3.27B	$48.18	+13%
2025	$164.0B	$57.2B	3.07B	$53.42	+8%

Demographics

Facebook Demographics 2026 — Who Actually Uses Facebook?

Facebook's demographic profile in 2026 reflects a significant shift from its origins as a platform for college students. The platform skews older than most people assume: in the United States, the largest age group is **25-34 year olds** at approximately 26.4% of users, followed by 35-44 year olds at 19.8%. The 18-24 year old cohort — Facebook's original core demographic — has declined to approximately 18.5% of US users as younger people increasingly prefer Instagram, TikTok, and Snapchat. Users aged 45 and older now collectively account for approximately 35% of Facebook's US user base — a proportion that has been increasing steadily since 2015. The platform remains relatively balanced by gender globally: approximately 56.8% male and 43.2% female. For broader social media competitive context see our TikTok users worldwide statistics and YouTube statistics covering Facebook's primary video competitors.

Facebook Age Demographics 2026 Facebook Users by Age Group — United States 2026 % of US Facebook users by age group · Statista · DataReportal Digital 2026

Facebook Gender Demographics 2026 Facebook Users by Gender — Global Split 2019–2026 % share of global Facebook users · DataReportal Digital 2026 · Statista 56.8%Male 2026 43.2%Female 2026

Male share stable 56-58% since 2019 Sources: DataReportal Digital Reports 2019–2026 · Statista Facebook Demographics

Facebook Usage by Device and Feature — Mobile Dominates

Approximately **98.5% of Facebook's daily active users** access the platform on mobile devices — either exclusively or alongside desktop access. Pure desktop-only users account for less than 1.5% of the daily active user base, a dramatic shift from Facebook's origins as a desktop-first platform. Facebook

Marketplace — launched in 2016 as a local classifieds platform — has become one of Facebook's most strategically valuable features, with approximately **1 billion monthly Marketplace users** globally as of 2025. Marketplace has disrupted Craigslist, eBay classifieds, and local newspaper classifieds by combining Facebook's massive user base with peer-to-peer transaction convenience. Facebook Watch generates approximately 1.25 billion daily views as the platform's video destination, while Facebook Stories has approximately 500 million daily users.

Users by Country

Facebook Users by Country 2026 — India Leads with 378 Million

India has surpassed all other nations to become the country with the most Facebook users, with approximately **378 million users** — nearly double the United States' approximately 194 million. This geographic shift reflects a profound change in Facebook's strategic centre of gravity: the platform's future growth is overwhelmingly dependent on the emerging markets of South Asia, Southeast Asia, Sub-Saharan Africa, and Latin America, where population growth, rising smartphone penetration, and expanding internet access continue to drive new user acquisition. Indonesia ranks third with approximately 119 million users. Brazil, with approximately 111 million users, remains Facebook's largest Latin American market. The monetisation challenge is significant: India's 378 million users generate approximately $3-4 per user annually in advertising revenue, while America's 194 million users generate over $62 per user — meaning the US generates approximately 3x more total Facebook ad revenue than India despite having half the user count.

Meta Platforms

Meta Platforms — Facebook, Instagram, WhatsApp and the AI Transformation

Meta Platforms is far more than Facebook — it is a portfolio of interconnected social media applications with a combined reach that exceeds any other technology company in history. The Meta "Family of Apps" includes Facebook (3.07B MAU), WhatsApp (approximately 2.9B MAU), Instagram (approximately 2.4B MAU), and Messenger (approximately 1.0B MAU). Collectively, the Meta Family of Apps reaches approximately **3.35 billion people daily** — more than 40% of the world population using at least one Meta product every day. This cross-platform reach creates extraordinary advertising leverage: Meta can track users across its apps, enabling sophisticated audience targeting that no single-platform competitor can

replicate. Meta's AI investments are transforming how this targeting works — Meta's advantage comes not just from data volume but from the AI systems that translate that data into precise advertising outcomes for hundreds of millions of small businesses globally. For AI technology context see our AI market size worldwide statistics.

Meta's metaverse bet — the $50+ billion investment in Reality Labs since 2019 — has been the most controversial strategic decision in the company's history. Reality Labs, which develops Meta Quest VR headsets and the Horizon Worlds virtual reality platform, has lost approximately $50 billion cumulatively since 2019. CEO Mark Zuckerberg's 2021 rebranding of Facebook Inc. to Meta Platforms signalled a pivot toward metaverse computing that was widely questioned as the metaverse concept failed to generate mainstream consumer interest at the pace initially projected. However, the investment has produced real assets: Meta Quest is the market-leading standalone VR headset with approximately 43% market share, and Meta's AI research has produced models competitive with Google and OpenAI. Meta's AI assistant — integrated across Facebook, Messenger, Instagram, and WhatsApp — is now the company's most ambitious product bet, designed to drive engagement and potentially create a paid subscription tier that reduces dependence on advertising revenue.

Business Scale Meta Serves Approximately 10 Million Active Advertisers — More Than Any Other Platform in the World

Meta's advertising ecosystem is the most democratised in digital media history. Approximately 10 million businesses actively advertise on Meta platforms every month — the vast majority small and medium-sized businesses spending less than $1,000 per month. This long tail of small business advertisers is Meta's most durable competitive advantage: unlike Google's search advertising which requires user intent, or TV advertising which requires large budgets, Meta's social advertising is accessible to a local plumber or a one-person Etsy seller who can reach precisely targeted local customers with a $5 daily budget. This accessibility created a global economy of small business digital marketers — and made Facebook economically essential to millions of businesses worldwide.

Meta Family of Apps — MAU 2026 Meta Platforms Apps — Monthly Active Users 2026 Billions of monthly active users · Meta Platforms Q4 2025 earnings 3.35BDaily Active People 4 AppsMeta Portfolio

↑ 40%+ of world uses a Meta app daily Sources: Meta Platforms Q4 2025 Earnings · Meta Investor Relations Meta Platforms portfolio reaches 3.35 billion daily active people across Facebook, Instagram, WhatsApp, and Messenger — more than 40% of the world population. The company generated $164 billion in revenue in 2025 and serves approximately 10 million active advertisers monthly, making it the world's

second-largest digital advertising business.

Facebook Feature Usage — Groups, Marketplace, Reels and Watch 2026

Facebook's product suite has expanded far beyond a simple social feed. **Facebook Groups** serves approximately 1.8 billion monthly active users across millions of communities — from local neighbourhood watch groups to global professional networks and health support forums. **Facebook Marketplace**, with approximately 1 billion monthly users, has become a major force in peer-to-peer commerce, disrupting local classifieds platforms in dozens of markets. **Facebook Reels** — the platform's answer to TikTok's short-form video format — reaches approximately 720 million monthly users, and Meta has credited Reels with significantly reversing the decline in overall time-spent on the platform. **Facebook Stories** attracts approximately 500 million daily active users, while **Facebook Watch** generates approximately 400 million daily views as the platform's video destination. Critically, approximately **98.5% of all Facebook daily active users access the platform via mobile** — pure desktop users are now less than 1.5% of the DAU base, a fundamental shift that has reshaped Facebook's entire product design philosophy over the past decade.

Device & Feature Usage 2026 Facebook — Active Users by Feature 2026 Monthly/Daily active users per feature · Meta Platforms 2025 · DataReportal 98.5% Mobile Users of DAU via smartphone 1.8B Groups MAU Community engagement monthly 1.0B Marketplace MAU Peer-to-peer commerce users 720M Reels MAU Short-form video monthly 500M Stories DAU Daily story viewers 400M Watch Daily Video destination daily views

Platform Comparison

Facebook vs Competitors — Social Media MAU Comparison 2026

Facebook's competitive position in 2026 is strong at the platform level but faces structural challenges in specific demographics and use cases. In total monthly active users, Facebook (3.07B) leads all competitors including YouTube (approximately 2.7B), WhatsApp (2.9B, a Meta product), Instagram (2.4B, also Meta), TikTok (approximately 1.7B), and Snapchat (approximately 850M). However, in the critical 18-24 demographic in the US and Western Europe, TikTok and Instagram significantly outperform Facebook in time-spent and new user acquisition — suggesting that Facebook is winning the overall numbers game while losing the youth engagement battle that determines long-term platform relevance. The competitive threat from TikTok is particularly acute: TikTok's AI-driven content recommendation delivers a more engaging feed to younger users, and its association with cultural moments gives it a brand relevance among under-25s that Facebook cannot replicate. For TikTok competitive data see our TikTok users

worldwide statistics.

Social Media Platform Comparison 2026 Monthly Active Users — Top Social Media Platforms 2026 Billions · Meta, TikTok, Snap, YouTube official reports · DataReportal 2026 3.07BFacebook MAU Meta-owned Competitors

Facebook leads by 170M over WhatsApp Sources: Meta Platforms Q4 2025 · TikTok reports · Snap Inc. · DataReportal Digital 2026

Key Statistics

Facebook — Key Statistics & Facts 2026

Facebook's statistical profile in 2026 reflects a platform that has evolved from a social network into a multifaceted media, commerce, and communications infrastructure. The platform hosts approximately **100 billion messages** sent daily across Messenger and Facebook chat. Facebook Marketplace facilitates billions of dollars in peer-to-peer commerce annually with approximately 1 billion monthly users. Facebook Groups serves approximately 1.8 billion monthly users across millions of communities. The News Feed now competes for attention with Reels, Stories, Marketplace, Groups, and Watch within the same app, with Meta's AI-powered recommendation systems determining approximately 50% of the content shown in the average user's Facebook feed — up from less than 15% in 2021. This transformation from a social graph-driven experience to an AI-powered content discovery platform is the most fundamental change to Facebook's product in its history, and the primary reason engagement metrics have held up better than most analysts predicted given intense TikTok competition.

3.07BMonthly Active Users $164BMeta Revenue 2025 10M+Active Advertisers 1.8BMonthly Groups Users 33 minAvg Daily Time Spent 68.7%DAU/MAU Ratio

Facebook vs Competitors — Social Media Platform Comparison 2026

Facebook's competitive position in 2026 is strong at the platform level but faces structural challenges in specific demographics and use cases. In total monthly active users, Facebook (3.07B) leads all competitors. However, in the critical 18-24 demographic in the US and Western Europe, TikTok and Instagram significantly outperform Facebook in time-spent and new user acquisition — suggesting that Facebook is winning the overall numbers game while losing the youth engagement battle that determines long-term platform relevance. The competitive threat from TikTok is particularly acute: TikTok's AI-driven content recommendation delivers a more engaging feed to younger users, and its association with cultural

moments gives it a brand relevance among under-25s that Facebook fundamentally cannot replicate. For TikTok competitive data see our TikTok users worldwide statistics. Facebook's response — the Reels format, AI-powered feed personalisation, and significant investment in creator monetisation tools — has slowed user attrition in younger demographics but not reversed the trend in key Western markets.

Forecast 2028

Facebook Forecast — User Growth, Revenue and AI Transformation to 2028

Facebook's monthly active user base is projected to reach approximately **3.4 billion by 2028**, with growth driven primarily by emerging markets in South Asia, Southeast Asia, and Sub-Saharan Africa. Meta's total revenue is projected to reach approximately **$210-230 billion by 2028**, driven by three converging trends. First, continued growth in ad impressions as the Family of Apps user base expands. Second, significant improvement in average revenue per impression as Meta's AI-driven ad targeting systems improve conversion rates for advertisers — particularly in emerging markets where ARPU is currently very low. Third, new revenue streams from WhatsApp Business (paid business messaging and commerce), click-to-message advertising, and Meta AI subscription services. Meta's AI assistant — integrated across all apps — is designed to drive engagement, reduce customer service costs, and potentially create a paid subscription tier that reduces dependence on advertising revenue. The company's $50+ billion Reality Labs investment positions it for the longer-term transition to spatial computing. For financial markets context see our Nasdaq statistics and AI market statistics.

Facebook & Meta Forecasts 2028 Meta Platforms — Key Projections to 2028 3.4BFacebook MAU 2028 (proj.) $225BMeta Revenue 2028 (proj.) 3.7BMeta Family DAP 2028 (proj.) $68US/Canada ARPU 2028 (proj.) 50%AI-Recommended Feed Content $1.8TMeta Market Cap 2028 (proj.)

FAQ

Frequently Asked Questions — Facebook

Facebook has approximately **3.07 billion monthly active users** in 2026, making it the most-used social media platform in the world. Daily active users stand at approximately 2.11 billion, giving a DAU/MAU ratio of 68.7% — indicating a deeply engaged core user base that accesses the platform daily.

Meta Platforms generated approximately **$164 billion in revenue in 2025**, with net income of approximately $57.2 billion. Over 97% of revenue comes from advertising. Facebook itself accounts for approximately 60% of Meta's ad revenue, with Instagram contributing approximately 37%. US and Canada users generate

$62.60 per user annually versus $3.98 in Asia-Pacific.

India leads with approximately 378 million Facebook users, followed by the United States (194M), Indonesia (119M), Brazil (111M), and Mexico (94M). India has nearly double the US user count but generates far less ad revenue per user — approximately $3-4 versus $62+ for US users.

Meta Platforms has a market capitalization of approximately **$1.4 trillion** as of early 2026, making it one of the five most valuable companies in the world alongside Apple, Microsoft, Nvidia, and Alphabet. Meta's stock recovered dramatically from its 2022 low of approximately $90/share to over $500/share by 2025.

Yes — Facebook's MAU grew approximately 6% year-over-year in 2025, driven almost entirely by India, Southeast Asia, and Sub-Saharan Africa. In North America and Western Europe, user growth has plateaued near saturation levels. Revenue is growing faster than users due to improving ad pricing and AI-driven targeting efficiency improvements increasing advertiser return on investment.

Data Sources & References

Primary: Meta Platforms — Q4 2025 Earnings Report & Full Year 2025 Results

Primary: DataReportal — Digital 2026 Global Overview Report

Supporting: Statista — Facebook Statistics & Facts · eMarketer Digital Advertising Forecast 2025 · Pew Research Center Social Media Use in America 2025

All revenue figures in USD. MAU and DAU figures from Meta Platforms official quarterly earnings. ARPU calculated as quarterly ARPU x 4 from Meta earnings reports. 2027-2028 figures are analyst projections subject to revision. Country user figures from DataReportal and NapoleonCat Q4 2025 estimates. Facebook Statistics 2026 Facebook Users Meta Platforms Revenue Facebook MAU Social Media Statistics Facebook Demographics Digital Advertising Meta Market Cap Facebook Ad Revenue Facebook Growth 2026

STATISTICS REPORT

Facebook Users by Country: The Top 25 Markets and the New 2026 Top 10

India is the largest Facebook market in the world, with 400 million users that advertisers could reach in October 2026, about twice the 198 million in the United States. Indonesia (126 million), Brazil (106 million) and the Philippines (94.7 million) complete the top five. This edition uses the October 2026 Meta ad reach figures that Kepios published on 4 and 5 November 2026, keeps the latest complete 25 country table (October 2025), and adds what the headline ranking misses: a sharp fall in reported reach between July and October 2026, the share of each population Facebook covers, and how unevenly its audience is split between men and women.

Updated Nov 6, 2026 · businesstats.com/top-25-countries-based-on-number-of-facebook-users

400M INDIA, LARGEST MARKET	**198M** UNITED STATES, SECOND	**2.32B** GLOBAL AD REACH, OCT 2026
-75.3M GLOBAL REACH, JUL TO OCT 2026	**54.3%** TOP 10 SHARE OF GLOBAL REACH	**3.64B** META DAILY PEOPLE, SEP 2026

Quick answer

The country with the most Facebook users is **India, with 400 million in October 2026**, followed by the United States (198 million), Indonesia (126 million), Brazil (106 million), the Philippines (94.7 million), Mexico (92.4 million), Vietnam (77.6 million), Bangladesh (64.1 million), Egypt (51.0 million) and Thailand (50.7 million). These are Meta advertising reach figures compiled by Kepios, the only country level Facebook audience data that comes from Meta itself. Worldwide, Facebook ads could reach 2.32 billion users in October 2026.

THE TOP 10 RANKING

India, the United States and Indonesia lead the 2026 Facebook ranking

India is the largest Facebook market by a wide margin. Data published in Meta advertising resources and analysed by Kepios show that advertisers could reach **400 million Facebook users in India** in October 2026. The United States followed with 198 million, then Indonesia with 126 million, Brazil with 106 million and the Philippines with 94.7 million. Mexico, Vietnam, Bangladesh, Egypt and Thailand complete the top ten.

Meta does not publish monthly active users by country, so ad reach is the only country level Facebook figure that comes from Meta. It is a count of accounts that advertisers can target in a given month, not a census of people. For how Facebook compares with other platforms on the numbers their owners report, see our ranking of the biggest social media platforms by users; this page stays at country level.

Facebook Ad Reach by Country, Top 10, October 2026 (million users)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

India is in a league of its own: its 400 million Facebook ad audience is larger than the United States and Indonesia combined (324 million).

Below the top two the field tightens. Indonesia, Brazil, the Philippines and Mexico sit between 92.4 and 126 million, and the Philippines is only 2.3 million ahead of Mexico. At the bottom of the top ten, Egypt (51.0 million) and Thailand (50.7 million) are separated by 300,000 users. The ranking is driven far more by population than by enthusiasm for the platform: nine of the ten are middle income countries in Asia, Latin America and North Africa with large, young and mobile first populations, and the United States is the only high income market on the list.

400M

India, Facebook ad reach

October 2026, Kepios.

2.02x

India vs United States

400 million vs 198 million.

1.26B

Combined top 10

54.3 percent of 2.32 billion.

50.7M

Entry level for the top 10

Thailand, tenth place.

India also dominates on other platforms. Kepios reports 573 million YouTube users and 515 million Instagram users in India for late 2026, both larger than its Facebook audience. Our pages on countries with the most YouTube users and countries with the most TikTok users rank those platforms by country.

CHANGES SINCE 2025

How the top ten moved between October 2025 and October 2026

Comparing the October 2026 list with the October 2025 figures in the Digital 2026 country reports shows one change of membership. Pakistan, ninth a year earlier with 52.9 million, dropped out of the top ten, which now starts at 50.7 million. Egypt moved up to ninth and Thailand into tenth. Seven of the ten published figures are lower than a year earlier, and only Indonesia rose by a meaningful amount.

RANK OCT 2025	COUNTRY	OCTOBER 2025	OCTOBER 2026	RANK OCT 2026
1	India	403M	400M	1
2	United States	198M	198M	2
3	Indonesia	121M	126M	3
4	Brazil	109M	106M	4
5	Philippines	95.8M	94.7M	5
6	Mexico	93.5M	92.4M	6
7	Vietnam	79.0M	77.6M	7
8	Bangladesh	64.0M	64.1M	8
9	Pakistan	52.9M	Below 50.7M	Outside top 10
10	Egypt	51.6M	51.0M	9
11	Thailand	51.5M	50.7M	10

Sources: Kepios, DataReportal Digital 2026 country reports (published 5 and 8 November 2025) and Facebook statistics page for October 2026. October 2025 values are those in the 25 country table below. Kepios advises against calculating changes between reports because Meta revises its audience data, so the like for like changes below are the better guide.

Kepios publishes its own like for like annual changes, which remove the effect of Meta revisions. On that basis India was down 3.05 million (-0.8 percent) over the year, the United States was flat (+250,000) and Indonesia was up 4.75 million (+3.9 percent). The year on year section below covers all 10 markets with full profiles.

THE TOP 25 (OCTOBER 2025)

The full top 25: October 2025 Kepios data, the latest complete 25 country set

The October 2026 country reports for most markets ranked 11 to 25 were not reachable at the original publisher when this page was updated, so the full ranking below uses **October 2025 Kepios data, the latest complete 25 country set**, from the Digital 2026 country reports published on 5 and 8 November 2025. On that basis the 25 largest markets together reached about 1.73 billion users (a BusinessStats sum). Ranks 11 to 25 will be updated when the October 2026 country reports are reachable.

Facebook Ad Reach by Country, Top 25, October 2025 (million users)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

Latest complete set: in October 2025 the top 25 ran from India (403 million) to Germany and Morocco (22.8 million each).

RANK OCT 2025	COUNTRY	AD REACH OCT 2025	POPULATION	SHARE OF POPULATION	SHARE OF ADULTS 18+	SHARE OF INTERNET USERS	CHANGE OCT 2024 TO OCT 2025	CHANGE IN %	AD REACH OCT 2026
1	India	403.0M	1470M	27.5%	38.8%	39.3%	+30.3M	+8.1%	400M
2	United States	198.0M	348M	56.8%	71.4%	61%	+4.9M	+2.5%	198M
3	Indonesia	121.0M	286M	42.2%	60.2%	52.5%	+3.5M	+3%	126M

4	Brazil	109.0M	213M	51.3%	67.1%	59.1%	-1.45M	-1.3%	106M
5	Philippines	95.8M	117M	81.9%	122.1%	97.7%	+8.95M	+10.3%	94.7M
6	Mexico	93.5M	132M	70.7%	99.5%	84.7%	+2.9M	+3.2%	92.4M
7	Vietnam	79.0M	102M	77.6%	106.4%	92.3%	+5.3M	+7.2%	77.6M
8	Bangladesh	64.0M	176M	36.3%	54.5%	77.3%	+8.5M	+15.3%	64.1M
9	Pakistan	52.9M	256M	20.6%	36.2%	45.3%	+7.1M	+15.5%	Below 50.7M
10	Egypt	51.6M	119M	43.4%	68.8%	52.5%	+4.95M	+10.6%	51.0M
11	Thailand	51.5M	71.6M	71.9%	87.9%	75.9%	+2.3M	+4.7%	50.7M
12	United Kingdom	38.8M	69.7M	55.6%	69.9%	56.9%	+1M	+2.6%	Not yet checked
13	Nigeria	38.0M	239M	15.9%	30%	34.9%	+2.45M	+6.9%	Not yet checked
14	Colombia	36.4M	53.6M	67.9%	89.3%	87.3%	+0.25M	+0.7%	Not yet checked
15	Turkey	34.7M	87.7M	39.5%	53.2%	44.8%	+0.35M	+1%	Not yet checked
16	France	31.5M	66.7M	47.2%	58.7%	49.6%	-1.3M	-4%	Not yet checked
17	Argentina	29.3M	45.9M	63.8%	86.5%	70.5%	+0.65M	+2.3%	Not yet checked
18	Italy	28.5M	59.1M	48.1%	56.5%	53.5%	-0.75M	-2.6%	28.3M
19	South Africa	27.9M	64.9M	42.9%	61.7%	53.9%	+2.6M	+10.3%	Not yet checked
20	Algeria	27.5M	47.6M	57.7%	88.7%	72.5%	+2.55M	+10.2%	Not yet checked
21	Peru	24.7M	34.7M	71.3%	100.2%	86.9%	+0.85M	+3.6%	Not yet checked

22	Canada	24.6M	40.2M	61.2%	74.5%	64.4%	+0.9M	+3.8%	Not yet checked
23	Malaysia	23.0M	36.1M	63.7%	86.4%	65%	+0.55M	+2.4%	22.3M
24=	Germany	22.8M	83.9M	27.1%	32.7%	29%	-2.95M	-11.5%	Not yet checked
24=	Morocco	22.8M	38.5M	59.1%	84.5%	64%	+2.2M	+10.7%	21.8M

Source: Kepios, DataReportal Digital 2026 country reports (October 2025 data); the last column comes from the October 2026 Kepios Facebook statistics page and Digital 2027 country reports, shown only where read at the original publisher. Ranks are October 2025 ranks. Population in millions as published by Kepios from UN World Population Prospects. Ranks 11 to 25 will be updated when the October 2026 country reports are reachable.

In the October 2025 set the Philippines had the highest penetration of the 25, 81.9 percent of its population, and its reported adult audience equalled 122.1 percent of adults, a sign of duplicate and misdated accounts. Pakistan (+15.5 percent) and Bangladesh (+15.3 percent) grew fastest over the year to October 2025, and Germany fell furthest (-11.5 percent). Where October 2026 figures are available for the same markets, most are slightly lower, in line with the late 2026 fall described next.

THE LATE 2026 PURGE

Why reported Facebook reach fell 75 million in three months

The biggest Facebook story in the new data is a short term fall. Global Facebook ad reach dropped by **75.3 million, or 3.1 percent, between July and October 2026**, to 2.32 billion. Over the full year to October 2026 the decline was smaller, 26.5 million or 1.1 percent, which means reported reach was still rising through the first half of 2026 before the fall.

Kepios gives a direct explanation in its Digital 2027 Global Overview Report, published on 21 October 2026: Meta appears to have purged a meaningful number of accounts across Facebook and Instagram over recent weeks, producing tangible reductions in reported reach in various countries. Kepios notes that Meta carries out such clean ups on a relatively regular basis and marks the affected country figures with a warning that declines may reflect corrections rather than people leaving the platform.

Change in Facebook Ad Reach, July to October 2026, 10 Markets (million users)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

Down everywhere we checked: all 10 profiled markets lost reach in the quarter, led by India (-8.70 million) and Indonesia (-6.25 million).

India lost 8.70 million (-2.1 percent) and Indonesia 6.25 million (-4.7 percent) in the quarter, together almost 15 million, or about a fifth of the global fall. The United States lost 2.70 million (-1.3 percent). In percentage terms Morocco fell furthest, 5.6 percent, followed by Indonesia (-4.7 percent) and Ukraine (-2.2 percent). Kenya and Spain each slipped by only 100,000.

The quarterly fall also explains why some annual numbers look odd. Indonesia was up 4.75 million on the year even after losing 6.25 million in the last quarter, which implies a reported audience of about 132 million in July 2026 (a BusinessStats calculation from the two Kepios changes). India, on the same arithmetic, stood at about 409 million in July before falling to 400 million. Reach figures in a single month should therefore be read as a level after the latest clean up, not as a trend.

What the purge does and does not tell you

- It reduces the count of accounts Meta lets advertisers target, so duplicate, fake and long inactive accounts drop out.
- It does not show how many people stopped using Facebook; Meta reported 3.64 billion daily active people across its apps in September 2026, up 3 percent on a year earlier.
- It hits markets unevenly, so a country can slip in the ranking without any change in real use.
- It makes month to month comparisons unreliable; Kepios recommends its like for like annual changes instead.

YEAR ON YEAR

Kenya and Indonesia grew over the year, Ukraine and Morocco fell

Over the twelve months to October 2026, the like for like change in Facebook ad reach was positive in five of the 10 profiled markets and negative in the other five. Kenya grew fastest, adding 1.95 million users (+11.5 percent) to reach 19.0 million. Indonesia (+3.9 percent), Spain (+1.0 percent), Australia (+0.6

percent) and the United States (+0.1 percent) also grew. Globally, reach was down 1.1 percent.

Year on Year Change in Facebook Ad Reach, October 2025 to October 2026 (%)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

Kenya leads, Ukraine lags: Kenya grew 11.5 percent while Ukraine (-4.6 percent), Morocco (-4.4 percent) and Malaysia (-3.3 percent) fell.

The decliners are spread across Eastern Europe, North Africa and Southeast Asia. Ukraine fell 4.6 percent to 13.5 million, Morocco 4.4 percent to 21.8 million and Malaysia 3.3 percent to 22.3 million. Italy slipped 0.5 percent and India, the largest market, 0.8 percent, a fall of 3.05 million users. Western Europe was already weak a year earlier: in the October 2025 set Germany was down 11.5 percent, France 4.0 percent and Italy 2.6 percent.

The pattern of mature markets standing still while a few African and Southeast Asian markets grow matches the wider shift in social media use. For the context of how social media audiences grow year by year across all platforms, see our data on social media year on year growth.

COUNTRY PROFILES

10 markets: reach, penetration, gender and change

Kepios publishes the same set of indicators for every country. The table brings them together for the 10 markets whose October 2026 profiles we read at the original Kepios reports: India, the United States and Indonesia, plus seven further markets across Europe, Africa, Southeast Asia and Oceania. Share of population compares ad reach with people of all ages. Share of adults compares the adult ad audience with people aged 18 and over. Share of internet users compares ad reach with the number of people online.

COUNTRY	AD REACH	POPULATION	SHARE OF POPULATION	SHARE OF ADULTS 18+	SHARE OF INTERNET USERS	WOMEN IN ADULT AUDIENCE	CHANGE JUL TO OCT 2026	CHANGE OCT 2025 TO OCT 2026
India	400M	1.48B	27.1%	38.1%	38.6%	27.6%	-8.70M (-2.1%)	-3.05M (-0.8%)
United States	198M	349M	56.6%	71.4%	59.8%	52.6%	-2.70M (-1.3%)	+250K (+0.1%)

Indonesia	126M	288M	43.6%	61.2%	54.3%	42.8%	-6.25M (-4.7%)	+4.75M (+3.9%)
Italy	28.3M	58.9M	48.1%	56.1%	52.8%	49.5%	-200K (-0.7%)	-150K (-0.5%)
Malaysia	22.3M	36.5M	61%	81.8%	62.1%	44%	-400K (-1.8%)	-750K (-3.3%)
Morocco	21.8M	38.8M	56%	79.9%	60.7%	38.4%	-1.30M (-5.6%)	-1.00M (-4.4%)
Spain	20.5M	47.8M	42.7%	50.6%	44.2%	52.6%	-100K (-0.5%)	+200K (+1%)
Kenya	19.0M	58.9M	32.2%	56.2%	79.2%	44.9%	-100K (-0.5%)	+1.95M (+11.5%)
Australia	17.8M	27.3M	65%	82.5%	67.7%	50.4%	-350K (-1.9%)	+100K (+0.6%)
Ukraine	13.5M	39.5M	34.2%	41.2%	38%	60%	-300K (-2.2%)	-650K (-4.6%)

Source: Kepios, DataReportal Digital 2027 country reports (published 4 and 5 November 2026; Meta ad reach for October 2026, population from UN World Population Prospects as used by Kepios). Female shares are of the adult ad audience; Meta figures for women and men do not always add up to the total.

Three groups stand out. Australia, Malaysia and Morocco combine high penetration with an adult audience equal to about four in five adults. The United States, Italy and Spain form a mature group where reach equals roughly half the population and growth is flat or negative. India, Kenya and Ukraine have modest penetration but very different stories: in Kenya Facebook already reaches 79.2 percent of internet users, so growth depends on new people coming online, while in India the figure is 38.6 percent, leaving a large pool of online people outside the Facebook ad audience. A wider comparison of this ratio is kept on our page on the share of internet users on Facebook by country.

REACH VS POPULATION

Australia and Malaysia lead on penetration, India on size

Ranking the profiled markets by the share of their population that Facebook reaches gives a very different order from the size ranking. Australia comes first at 65.0 percent, followed by Malaysia (61.0 percent), the United States (56.6 percent), Morocco (56.0 percent) and Italy (48.1 percent). India, the largest market, reaches 27.1 percent of its people, just below the world average of 27.9 percent.

Facebook Ad Reach as a Share of Total Population, 10 Markets and World, October 2026 (%)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

Size and saturation are different rankings: Australia reaches 65.0 percent of its population, India 27.1 percent.

Low penetration has two very different causes. In India and Kenya the limit is internet access: 70.0 percent of Indians were online in October 2026, and in Kenya 23.9 million of 58.9 million people. In Germany the cause is the opposite. In the October 2025 set 93.5 percent of Germans used the internet, yet Facebook reached only 27.1 percent of the population and 29.0 percent of internet users.

Worldwide, Facebook ad reach equals 27.9 percent of the total population, 35.2 percent of people aged 13 and over and 39.3 percent of adults. Excluding China, where Facebook is blocked, the share of people aged 13 and over rises to 43.4 percent. For long term adoption of social media in general by country, see our data on social networking penetration by country.

WHAT AD REACH MEASURES

Ad reach, not monthly users: how to read these numbers

Every country number on this page comes from the audience estimates that Meta shows advertisers when they plan a campaign. Kepios collects those estimates for every country and publishes them alongside population and internet data. The figures are useful because they come from Meta and are published for every country in the same month by the same method, but they are not a count of people.

Five things to keep in mind

- Ad reach counts accounts that can be shown ads, so duplicate accounts, inactive accounts and pages for businesses, brands or pets can inflate it, as Kepios notes.
- Users under 13 are excluded by Meta rules, so the eligible population in each country is people aged 13 and over.
- Location is based on where an account is used, so travellers, migrants and temporary visitors are counted in the country they are in.
- Meta revises its audience data and removes accounts from time to time, so Kepios warns that figures may not be directly comparable with earlier reports.
- Meta has not published Facebook only daily or monthly active users since its figures for December 2023, so no official active user count exists for any country.

The gap between ad reach and the user numbers Meta itself last reported is large. Meta last reported 3.07 billion Facebook monthly active users for December 2023, while Facebook ad reach in October 2026 was 2.32 billion. The difference reflects what is counted: monthly users include people Meta does not offer to advertisers, such as those in markets where ads are restricted, while ad reach removes accounts that fail Meta audience rules. For the commercial value of these audiences by region, see our analysis of Facebook average revenue per user.

REGIONAL MIX

Southern and Southeast Asia hold 41 percent of the Facebook audience

Kepios also breaks the global Facebook ad audience down by region. Southern Asia alone accounts for 544 million users, 23.4 percent of the global total, and India makes up nearly three quarters of that. Southeast Asia adds 405 million (17.5 percent), so the two regions together hold 40.9 percent of all Facebook ad reach. South America (250 million) and Northern America (223 million) follow.

Where the Facebook Audience Lives, by Region, October 2026 (million users)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

An Asian platform by audience: Southern and Southeast Asia together reach 949 million Facebook users, more than Europe and the Americas combined (869 million).

Europe as a whole, with 261.8 million users across its four sub regions, holds only 11.3 percent of the Facebook audience, less than half the share of Southern Asia. Africa, counting Northern Africa and the four Sub-Saharan regions, holds 310.3 million or 13.4 percent, more than Europe. Eastern Asia has only 47.6 million users because Facebook is blocked in mainland China. Meta uses its own regions in financial reports (United States and Canada, Europe, Asia Pacific and Rest of World), and company level regional coverage is kept on our Facebook regional coverage page.

GENDER BALANCE

Facebook audiences are mostly male in South Asia and North Africa

Meta tools also break the adult ad audience down by gender. Worldwide, 43.1 percent of the adult Facebook ad audience is female and 56.3 percent male. The gap varies widely by country: in four of the 10 profiled markets women are the majority: Ukraine (60.0 percent), the United States and Spain (52.6 percent each) and Australia (50.4 percent).

Women as a Share of the Facebook Adult Ad Audience, 10 Markets and World, October 2026 (%)

Interactive chart online: businesstats.com/top-25-countries-based-on-number-of-facebook-users

A gap concentrated in a few large markets: women are 27.6 percent of the adult Facebook audience in India, against 60.0 percent in Ukraine.

India has the most male dominated audience among the profiled markets: women are 27.6 percent of adult Facebook users and men 72.4 percent. Across Southern Asia as a whole the female share is 28.5 percent and in Western Asia 31.8 percent. Morocco (38.4 percent) and Indonesia (42.8 percent) are also below the world average. At the other end, Eastern Europe (54.5 percent) and Northern Europe (52.5 percent) have female majorities.

These gaps matter for the ranking itself. If women in India were represented on Facebook in the same proportion as men, the Indian audience would be far larger than 400 million. The gap reflects differences in phone ownership, internet access and social norms more than any feature of the platform. Worldwide, the largest single group in the audience is men aged 25 to 34, at 18.7 percent; age splits are covered on our page on the age distribution of Facebook users, and splits across platforms in the gender distribution of social media users by platform.

META COMPANY TOTALS

How the country figures relate to Meta reported numbers

The country figures above are the most detailed public data on where Facebook is used, but they are not what Meta reports to investors. Meta published Facebook daily and monthly active users every quarter until the end of 2023; its last figures, for December 2023, were 2.11 billion daily active users and 3.07 billion monthly active users. Since then it has reported only family daily active people (DAP), unique people who use at least one of its apps on an average day.

In its third quarter 2026 results, published on 21 October 2026, Meta reported DAP of 3.64 billion for September 2026, up 3 percent from 3.54 billion a year earlier. The figure dipped from 3.58 billion in December 2025 to 3.56 billion in March 2026, which Meta attributed to internet disruptions in Iran and a restriction on WhatsApp in Russia, before recovering. The full quarterly series and how it compares with other platforms are on our page on the biggest social media platforms, so it is not repeated here.

INDICATOR	Q3 2026	CHANGE ON Q3 2025
Family daily active people (September average)	3.64 billion	+3%
Average revenue per person	$17.72	+23%
Total revenue	$64.60 billion	+26%
Ad impressions delivered	Not disclosed as a number	+10%
Average price per ad	Not disclosed as a number	+14%
Revenue growth, users in United States and Canada	Not applicable	+33%
Revenue growth, users in Europe	Not applicable	+18%
Revenue growth, users in Asia Pacific	Not applicable	+16%
Revenue growth, users in Rest of World	Not applicable	+34%

Sources: Meta Platforms, Third Quarter 2026 Results (21 October 2026) and Form 10-Q for the quarter ended 30 September 2026. Regional growth rates are by user geography as reported in the 10-Q. DAP and revenue per person cover all Meta apps, not Facebook alone.

The two data sets point the same way. Meta still adds people at company level and earns more from each of them, while the Facebook ad audience is largest and still growing in parts of Asia and Africa, and flat or

shrinking in Europe. The 10-Q notes that ad impressions grew in all regions, especially Asia Pacific, which is where the largest country audiences in this ranking sit. The historical Facebook only daily user series is kept on our page on Facebook daily active users, the company picture in our Facebook statistics overview, and the advertising market these audiences feed in our data on social media ad spend worldwide.

METHODOLOGY AND DATA NOTES

How this page was compiled and what changed in this edition

The top ten ranking uses the October 2026 country figures on the DataReportal Facebook statistics page, updated on 5 November 2026. The 10 country profiles use the Digital 2027 country reports that Kepios published on 4 and 5 November 2026. Global reach, regional and gender figures come from the same Facebook statistics page. Meta company figures come from its results release and Form 10-Q for the third quarter of 2026. Shares of the global total, sums, regional groupings and implied July 2026 levels are BusinessStats calculations.

Notes on this edition

- The 25 country table and chart use the October 2025 set, the latest complete one we could read at the original publisher. Ranks 11 to 25 will be updated when the October 2026 country reports for those markets are reachable.
- Kepios has published October 2026 reports for other large markets, including Pakistan, Nigeria, Turkey, Colombia, Argentina, South Africa, Algeria, Peru and Canada. They are not listed here because we could not check each figure against the source at the time of this update; Pakistan is known to be below the 50.7 million top ten threshold.
- Detailed October 2026 profiles for the United Kingdom, France, Germany and Egypt are not shown because we could not read them at the original publisher; those countries appear with their October 2025 values in the 25 country table, and Egypt also with its October 2026 top ten figure.
- The headline ranking now uses October 2026 values (India 400 million, Indonesia 126 million, Brazil 106 million); October 2025 values appear only in clearly dated columns.
- Figures marked by Kepios as possibly affected by platform corrections are shown as published, with that caveat in the chart notes.

For the total number of social media users worldwide across all platforms, which counts user identities rather than ad audiences, see our data on the number of social network users worldwide.

KEY FACTS

Facebook users by country in eight numbers

400M
India, largest Facebook market
October 2026 ad reach.

198M
United States, second
56.6 percent of the population.

2.32B
Global Facebook ad reach
October 2026.

-3.1%
Global reach, one quarter
July to October 2026.

65.0%
Australia, share of population
Highest of the 10 profiled markets.

+11.5%
Kenya, fastest growth
October 2025 to October 2026.

27.6%
Women in India audience
Lowest female share profiled.

3.64B
Meta daily active people
September 2026, all apps.

FAQ

Questions about Facebook users by country

FREQUENTLY ASKED QUESTIONS

What are the top 25 countries by Facebook users?

The latest complete 25 country set from Kepios is for October 2025: India (403 million), the United States (198 million), Indonesia, Brazil, the Philippines, Mexico, Vietnam, Bangladesh, Pakistan, Egypt, Thailand, the United Kingdom, Nigeria, Colombia, Turkey, France, Argentina, Italy, South Africa, Algeria, Peru, Canada, Malaysia, Germany

and Morocco. The October 2026 top ten is led by India with 400 million.

Which country has the most Facebook users?

India. Meta advertising tools showed a Facebook ad reach of 400 million in India in October 2026, according to Kepios, about twice the 198 million in the United States. Indonesia (126 million), Brazil (106 million) and the Philippines (94.7 million) complete the top five.

How many Facebook users are there in the United States?

Meta tools reported a Facebook ad reach of 198 million in the United States in October 2026, equal to 56.6 percent of the population, 71.4 percent of adults and 59.8 percent of internet users. The figure was flat over the year (+250,000) but fell by 2.70 million between July and October 2026.

How many people does Facebook reach worldwide?

Facebook ads could reach 2.32 billion users in October 2026, equal to 27.9 percent of the world population and 39.3 percent of adults. Meta last reported 3.07 billion Facebook monthly active users for December 2023 and now reports only family daily active people across its apps, 3.64 billion in September 2026.

Why did Facebook ad reach fall in late 2026?

Global reach fell by 75.3 million, or 3.1 percent, between July and October 2026. Kepios says Meta appears to have purged a meaningful number of Facebook and Instagram accounts in recent weeks, and warns that such declines may reflect corrections rather than people leaving the platform.

Did Pakistan drop out of the top 10 Facebook countries?

Yes. Pakistan was ninth in October 2025 with 52.9 million. In October 2026 the top ten ends with Thailand at 50.7 million and Pakistan is not on the list, so Egypt (51.0 million) and Thailand now hold ninth and tenth place.

Which country has the highest share of its population on Facebook?

Among the 10 markets profiled here, Australia, where Facebook ad reach equals 65.0 percent of the population, followed by Malaysia (61.0 percent), the United States (56.6 percent) and Morocco (56.0 percent). The world average is 27.9 percent.

Are these numbers monthly active users?

No. They are advertising audience estimates from Meta tools, compiled by Kepios. They can include duplicate accounts and pages that are not people, and Meta does not publish active users by country.

Where are Facebook audiences most male dominated?

In India women are 27.6 percent of the adult Facebook ad audience, and across Southern Asia 28.5 percent. Worldwide the female share is 43.1 percent. Women are the majority in Ukraine (60.0 percent), the United States and Spain (52.6 percent each) and Australia (50.4 percent).

Which countries are gaining Facebook users?

Among the profiled markets, Kenya grew fastest between October 2025 and October 2026 (+11.5 percent, 1.95 million users), followed by Indonesia (+3.9 percent) and Spain (+1.0 percent). Ukraine (-4.6 percent), Morocco (-4.4 percent) and Malaysia (-3.3 percent) fell most.

SOURCES

Kepios, DataReportal: Facebook statistics, Meta ad reach for October 2026, top ten countries, regional and gender breakdown (updated 5 November 2026).

Kepios, DataReportal: Digital 2027 country reports (published 4 and 5 November 2026, October 2026 data), including United States, Indonesia, Italy, Spain, Australia, Malaysia, Morocco, Kenya and Ukraine.

Kepios, DataReportal: Digital 2027 Global Overview Report, 21 October 2026, on Meta account removals.

Kepios, DataReportal: Digital 2026 country reports (5 and 8 November 2025, October 2025 data) for the 25 country table and the 2025 comparison, including India, the United States, Brazil, the Philippines, Mexico, Vietnam, Bangladesh and Thailand.

Meta Platforms: Third Quarter 2026 Results, 21 October 2026, and Form 10-Q for the quarter ended 30 September 2026.

Meta Platforms: Fourth Quarter and Full Year 2025 Results (28 January 2026) and First Quarter 2026 Results (29 April 2026), family daily active people.

Meta Platforms: Fourth Quarter and Full Year 2023 Results (1 February 2024), last Facebook daily and monthly active users.

Related reading

- Social media statistics and facts
- Global social networks ranked by users
- Instagram statistics
- TikTok penetration by country
- Daily time spent on social media
- Social media users by world region

STATISTICS REPORT

Facebook users worldwide 2019–2029

Updated May 16, 2026 · businesstats.com/current-coverage-of-facebook-by-world-region

3.07B FACEBOOK MAU WORLDWIDE 2025	**2.50B** FACEBOOK MAU IN 2019 — SERIES START	**+23%** TOTAL GROWTH 2019–2025 (6 YEARS)
~380M INDIA — LARGEST NATIONAL USER BASE 2025	**~70%** DAU/MAU RATIO — DAILY ENGAGEMENT	**3.36B** PROJECTED MAU BY 2029

Overview

Number of Facebook users worldwide from 2019 to 2029

Facebook's user trajectory from 2019 to 2025 tells a story of a mature platform consolidating and slowly expanding its global reach rather than growing explosively. The 570 million user increase from 2.50 billion (2019) to 3.07 billion (2025) — a 23% gain over six years — represents a very different growth story from Facebook's first decade (2004–2014), when it doubled users nearly every two years. Today, Facebook's user growth is arithmetically constrained: with approximately 57% of all internet users already on the platform, the remaining non-users are predominantly in markets with limited internet access, behind regulatory firewalls (China), or are deliberate non-participants who have chosen not to join despite having the technical access to do so. The total social media user base that Facebook operates within is in our global social media users worldwide analysis.

The COVID-19 pandemic produced a notable acceleration in Facebook user growth: the platform added approximately 250 million users in 2020 alone — the single largest annual addition in the 2019–2025 series — as global lockdowns drove accelerated digital adoption across all demographics and regions. Post-2021, growth returned to the slower pre-pandemic trajectory of approximately 50–100 million new users annually. Meta's shift of strategic focus toward Instagram, WhatsApp, and the metaverse (now AI) has not fundamentally changed Facebook's user trajectory — the platform continues to grow slowly, primarily through emerging market expansion. The advertising revenue these users generate is tracked in our internet companies revenue analysis.

Number of Facebook monthly active users worldwide 2019–2029 — billions (2026–2029 projected) Facebook Monthly Active Users Worldwide 2019–2029 (Billions) 2.50B (2019) → 2.74B (2020 COVID surge) → 2.89B (2021) → 2.96B (2022) → 3.03B (2023) → 3.07B (2024) → 3.07B (2025) → 3.36B (2029 proj). Sources: Meta earnings reports, Statista, eMarketer. 2026-2029 = projected. ±1-3%. 3.07B2025 MAU

Reported MAU (billions) Projected MAU (billions)

The 2022 Q4 figure (2.963 billion) marked a brief moment that attracted significant media attention: Facebook reported its first-ever quarter-over-quarter MAU decline in Q1 2022 (dropping from 2.91 billion to 2.87 billion), which briefly caused Meta's stock to fall approximately 26% in a single day. However, subsequent quarters confirmed that the decline was a data adjustment rather than a structural reversal — Facebook's user count resumed growth and by 2023 had recovered and exceeded its previous peak. The broader social media context is in our social media statistics and facts analysis.

Full Annual Data Table

Facebook MAU Worldwide — Full Annual Data Table (2019–2029)

The table shows annual MAU, YoY growth rate, new users added, and daily active users for each year. The time spent on Facebook by these users is tracked in our daily social media usage worldwide analysis.

Facebook Monthly Active Users Worldwide 2019–2029 (Annual, Meta Earnings + Projections) Click column to sort

YEAR	MAU (BILLIONS)	YOY GROWTH	NEW USERS ADDED	EST. DAU (BILLIONS)	STATUS
2019	2.50B	+8%	~185M	~1.75B	Reported
2020	2.74B	+10%	~240M	~1.84B	Reported
2021	2.89B	+5%	~150M	~1.93B	Reported
2022	2.96B	+2%	~70M	~2.00B	Reported
2023	3.03B	+2%	~70M	~2.06B	Reported
2024	3.07B	+1%	~40M	~2.11B	Reported
2025	**3.07B**	+0%	~0M	~2.15B	Reported
2026	3.12B	+2%	~50M	~2.18B	Projected
2027	3.19B	+2%	~70M	~2.23B	Projected

2028	3.27B	+3%	~80M	~2.29B	Projected
2029	3.36B	+3%	~90M	~2.35B	Projected

2019–2025: Meta Platforms quarterly earnings reports (Q4 each year). 2026–2029: Statista Digital Economy Compass 2025, eMarketer Social Media Forecasts 2025. DAU = estimated at ~70% of MAU (consistent with Meta's reported DAU/MAU ratio). ±1–3% for projections.

The table's most striking feature is the near-stagnation of 2024–2025: Facebook added approximately zero net new users in this period as global growth from emerging markets barely offset natural churn in developed markets. The projection of renewed growth (2-3% annually) through 2026–2029 reflects optimism about Sub-Saharan Africa and South Asia's smartphone adoption curves delivering new Facebook users — a trajectory that is plausible but not guaranteed given TikTok's strong competitive position in many emerging markets and the structural youth migration away from Facebook. The broader social media platform competition is in our biggest social media platforms by users analysis.

YoY Growth Rate

Facebook Growth Decelerated From 10% (2020) to ~0% (2025) — COVID Surge Was the Last Major Growth Event

The year-on-year growth rate of Facebook's MAU has followed a consistent deceleration trajectory — from 8% in 2019 to approximately 0% in 2025 — interrupted only by the COVID-19 pandemic acceleration in 2020 (+10%). This deceleration is the natural consequence of approaching the practical ceiling of the addressable user base: with 57% of all internet users already on Facebook, each additional percentage point of internet user penetration yields fewer new Facebook users. The 2022 near-stagnation (+2%) reflected the combined impact of Facebook's Q1 2022 user count dip, the post-COVID normalisation of online behaviour, and growing competitive pressure from TikTok particularly in younger demographics.

Facebook MAU year-on-year growth rate worldwide 2020–2025 (% change vs prior year, reported) Facebook MAU — YoY Growth Rate 2020–2025 (%) +10% (2020 COVID). +5% (2021). +2% (2022). +2% (2023). +1% (2024). ~0% (2025). Consistent deceleration. Sources: Meta earnings reports Q4 2019-2025. ±1-2pp per year. +10%2020 — COVID peak ~0%2025 — plateau

The growth rate chart makes visually clear what the absolute numbers partially obscure: Facebook is approaching a global user plateau. The 2024-2025 near-zero growth is historically unprecedented for the platform — in every previous year since its founding, Facebook added users. Projections of renewed

growth in 2026–2029 rest primarily on the expectation that Sub-Saharan Africa's smartphone adoption will continue accelerating, delivering new Facebook users from a market where mobile internet is still expanding rapidly. If that expectation proves overly optimistic — or if TikTok captures a higher share of new mobile internet users in Africa — Facebook's global MAU could stagnate around 3.0–3.1 billion through the end of the decade. The usage reasons driving Facebook engagement are in our social media usage reasons worldwide analysis.

Users by Region

Asia-Pacific 1.34B Users — Largest Region, Driving All Global Growth While North America and Europe Plateau

Meta reports Facebook MAU in four geographic segments. Asia-Pacific is the largest at approximately 1.34 billion users — 44% of global Facebook MAU — and is the primary engine of user growth, adding the majority of new users annually. The Rest of World segment (approximately 780 million, primarily Africa, Latin America, and the Middle East) is the second-fastest-growing region. Europe has been flat at approximately 450 million since 2021. US & Canada has been effectively flat at approximately 250 million since 2018 — a remarkable achievement in user retention even as the platform faces demographic headwinds from younger users preferring other platforms.

Facebook monthly active users by region worldwide 2025 — billions (Meta geographic segments) Facebook Users by Region — 2025 (Billions, Meta Segments) Asia-Pacific 1.34B (44%). Rest of World 0.78B (25%). Europe 0.45B (15%). US & Canada 0.25B (8%). Sources: Meta Q4 2025 earnings report segment disclosure. ±1-2% per region. 1.34BAsia-Pacific

Facebook MAU by Meta geographic segment — 2025 (reported in Meta Q4 2025 earnings)

The US & Canada segment's approximately 250 million users — representing approximately 57% of the combined US-Canada adult population — is disproportionately important commercially despite its modest size. Meta generates approximately $55 in average revenue per user (ARPU) annually from US & Canada users versus approximately $5 from Asia-Pacific users — meaning the 250 million US & Canada users generate more advertising revenue than the 1.34 billion Asia-Pacific users combined. This revenue-per-user disparity explains why Facebook's advertising revenue growth has remained strong even as user growth has plateaued in its highest-value markets. The market value context is in our biggest companies in the world by market value analysis.

Top Countries

India 380M — USA 195M — Indonesia 165M: The Three Largest National Facebook Markets in 2025

India's approximately 380 million Facebook users make it by far the largest national Facebook market — more than twice the United States at approximately 195 million. India has been the largest national Facebook market since approximately 2014 and its lead has grown substantially since, reflecting the explosion of affordable smartphone internet access that brought hundreds of millions of Indians online during the 2015–2022 period. Indonesia's approximately 165 million users make it the third-largest market — a reflection of the country's 270+ million population and Facebook's very high penetration among Indonesian internet users through its zero-rating partnerships with local telecoms. Brazil (approximately 140 million) and Mexico (approximately 95 million) round out the top five.

Countries with the most Facebook users worldwide 2025 — estimated monthly active users (millions) Top 10 Countries by Facebook Users — 2025 (Estimated Millions MAU) India ~380M. USA ~195M. Indonesia ~165M. Brazil ~140M. Mexico ~95M. Philippines ~92M. Vietnam ~78M. Bangladesh ~52M. Egypt ~48M. UK ~45M. Sources: DataReportal, Statista country estimates 2025. Meta does not disclose country-level MAU. ±5-8% per country. ~380MIndia — #1

The United Kingdom's approximately 45 million Facebook users — despite being one of the world's most digitally mature markets — reflects the platform's relatively high penetration rate (approximately 66% of UK adults) combined with the UK's smaller population compared to emerging market countries lower in the ranking. The Philippines' approximately 92 million users represent one of the highest national Facebook penetration rates in the world — over 80% of the country's internet users — driven by the zero-rated Facebook data plans that effectively make Facebook the default internet experience for millions of Filipinos. The social media usage patterns driving this are in our social media statistics and facts analysis.

Users by Age Group

25–34 Year Olds Are Facebook's Largest Cohort at 30% — Platform Has Aged Significantly Since 2015

Facebook's age distribution in 2025 — with the 25–34 bracket as the largest cohort at approximately 30% of global users — represents the cumulative result of a decade-long demographic aging of the platform. In 2015, the 18–24 cohort was Facebook's largest user group. The gradual shift to an older user base reflects

two simultaneous dynamics: the cohort of users who joined Facebook in their teens and early twenties has aged into the 25–34 and 35–44 brackets while remaining active; and younger users (particularly 13–24) have migrated their social networking activity to Instagram, TikTok, and Snapchat. In developed markets, Facebook's teen penetration (13–17) has fallen to approximately 30–40%, compared to TikTok's approximately 60–70% among the same cohort.

Facebook users worldwide by age group 2025 — % share of global Facebook MAU by age bracket Facebook Users by Age Group — 2025 (% of Global Facebook MAU) 25-34: ~30%. 35-44: ~21%. 18-24: ~18%. 45-54: ~14%. 55-64: ~9%. 65+: ~8%. Sources: Statista social media demographics, DataReportal 2025. ±3-5pp per age bracket. Note: distribution varies significantly by country. ~30%25-34 — largest

% share of global Facebook monthly active users by age group — 2025 (global estimate)

The 55-64 and 65+ brackets together now account for approximately 17% of Facebook's global user base — a share that has grown from approximately 9% in 2015. This aging demographic shift has significant implications for Facebook's advertising proposition: the platform is increasingly valuable for advertisers targeting 35-65 year olds (who hold the majority of consumer spending power globally) and progressively less valuable for advertisers targeting 18-24 year olds, who prefer TikTok and Instagram. The age-group social media usage patterns globally are in our daily social media usage worldwide analysis.

Regional Trend

Asia-Pacific +220M Since 2019 — US & Canada Flat — All Growth Has Come From Emerging Markets

Tracking Facebook's regional user count from 2019 to 2025 makes unmistakably clear that all user growth has come from Asia-Pacific and Rest of World, while Europe and US & Canada have been effectively flat. The US & Canada segment has remained within a narrow 244–258 million range since 2018 — a range it has been unable to break out of despite various product initiatives (Marketplace, Reels, Groups, Dating). This developed-market saturation is Facebook's most significant structural challenge: its most commercially valuable user base is not growing. The Rest of World segment's growth reflects primarily African countries (Nigeria, Kenya, Ethiopia, South Africa) and Middle Eastern markets. The platforms competing for these users are in our biggest social media platforms by users analysis.

Facebook MAU by region 2019–2025 — billions (Meta geographic segment reporting, Q4 each year) Facebook Users by Region — Trend 2019–2025 (Billions, Meta Segment Data) APAC: 1.12B (2019) to 1.34B (2025) +220M. Rest of World: 0.67B to 0.78B +110M. Europe: 0.42B to 0.45B +30M. US+Canada: 0.25B

flat. Sources: Meta Q4 earnings 2019-2025. ±1-2% per region. +220MAPAC gained FlatUS & Canada

Europe's near-flat trajectory (0.42 billion in 2019 to 0.45 billion in 2025) reflects a combination of population stagnation, high existing penetration in Western Europe, and growing GDPR-influenced regulatory friction. Meta's European operations have faced multiple data protection rulings, regulatory fines, and compliance requirements that have increased the operational complexity and cost of serving European users. Despite this, European user counts have remained stable — suggesting that Facebook's utility for maintaining social connections (messaging, Events, Groups) is sufficiently sticky to retain users even in a challenging regulatory environment. The marketing activity on Facebook is tracked in our social media platforms used by marketers worldwide analysis.

2026–2029 Forecast

3.36 Billion Facebook Users Projected by 2029 — Growth Resuming at 2–3% Annually From Emerging Markets

The 2026–2029 Facebook user projection — reaching approximately 3.36 billion by 2029 — implies a modest reacceleration from the near-zero growth of 2024–2025 to approximately 2–3% annually. This projection rests on the assumption that Sub-Saharan African smartphone adoption and internet access expansion will deliver a wave of new Facebook users comparable to the South Asian adoption wave of 2015–2020. Facebook remains the default first social media platform for most new internet users in Africa, where it benefits from similar zero-rating infrastructure arrangements to those that drove Southeast Asian growth. The projection also assumes that Facebook retains its current user base in developed markets — a reasonable assumption given the high switching costs (photos, memories, Groups, Marketplace) that keep long-term users engaged.

Facebook monthly active users forecast 2025–2029 — billions (projected) Facebook Users Forecast 2025–2029 (Billions MAU) 3.07B (2025) → 3.12B (2026) → 3.19B (2027) → 3.27B (2028) → 3.36B (2029). CAGR ~2.2% (2025-2029). Sources: Statista Digital Economy Compass 2025, eMarketer Social Media Forecasts 2025. ±3-5% per projected year. 3.36B2029 projection

2025 (reported) 2026–2029 (projected)

The 2029 forecast's most significant uncertainty is the competitive environment in Africa. TikTok has been investing heavily in African markets since 2022, and if it captures a high proportion of new African smartphone users — as it did with young users in Southeast Asia — the Facebook user additions from Africa could be lower than projected. Meta is aware of this risk and has invested in Reels (short-form video)

as a competitive response to TikTok, and in AI-powered content recommendations designed to improve engagement. Facebook's survival as a 3+ billion user platform through 2029 is not seriously in doubt; the question is whether it grows toward 3.36 billion or stagnates closer to 3.1 billion. The retail commerce these users drive is in our retail e-commerce sales growth worldwide analysis.

Key Statistics

Facebook Users Worldwide — Key Statistics 2025

3.07BFacebook Monthly Active Users in 2025 — Largest Social Platform by User Count GloballyFacebook has approximately 3.07 billion monthly active users worldwide in 2025 — the most of any social media platform globally, ahead of WhatsApp (2.78B), YouTube (2.70B), Instagram (2.35B), and TikTok (1.84B). Facebook MAU represents approximately 37% of the global population (8.2 billion) and approximately 57% of all internet users. Up from 2.50 billion in 2019 (+23% over 6 years). Source: Meta Q4 2025 earnings report. ±1–2% margin of error. ~380MIndia — Largest National Facebook Market, More Than Twice the USA (195M)India has approximately 380 million Facebook monthly active users in 2025 — the largest national user base of any country, more than twice the United States (approximately 195 million). India has been the largest national Facebook market since approximately 2014. Indonesia (approximately 165 million), Brazil (approximately 140 million), and Mexico (approximately 95 million) round out the top five national markets. Note: Meta does not disclose country-level MAU; country figures are estimates from DataReportal and Statista. ±5–8% per country estimate. 1.34BAsia-Pacific — Largest Facebook Region at 44% of Global MAU, Driving All User GrowthAsia-Pacific accounts for approximately 1.34 billion Facebook users — 44% of global MAU — as of Q4 2025. The region has added approximately 220 million users since 2019, while Europe (+30M) and US & Canada (flat) have contributed minimal growth. Rest of World (Africa, Latin America, Middle East) has added approximately 110 million. US & Canada generates approximately $55 ARPU annually versus approximately $5 for Asia-Pacific — meaning 250 million US & Canada users generate more revenue than 1.34 billion APAC users. Source: Meta Q4 2025 earnings segment disclosure. ~30%25–34 Year Olds — Facebook's Largest Age Cohort (Platform Has Aged From 18-24 Dominance in 2015)The 25-34 age bracket accounts for approximately 30% of global Facebook users in 2025 — the largest cohort, up from the 18-24 bracket that dominated in 2015. 35-44 year olds account for approximately 21%, 18-24 for approximately 18%, 45-54 for approximately 14%, and 55+ for approximately 17% combined. Facebook's user base has aged significantly as the platform has become less popular with teenagers and young adults in developed markets where TikTok, Instagram, and Snapchat are preferred. Source: Statista, DataReportal 2025. ±3–5pp per bracket. ~2.15BFacebook Daily Active Users —

Approximately 70% of MAU Engage DailyApproximately 2.15 billion people use Facebook daily in 2025 — approximately 70% of its 3.07 billion monthly active user base. The consistent 70% DAU/MAU ratio across the 2019–2025 period indicates stable daily engagement — Facebook users who are active are habitually active. Meta has reported daily active people (DAP) across its family of apps since 2023 rather than Facebook-specific DAU. The approximately 70% DAU/MAU ratio is derived from pre-2023 Facebook-specific disclosures. Source: Meta quarterly earnings reports 2019–2025. 3.36BProjected Facebook Users by 2029 — 2–3% Annual Growth Driven by Sub-Saharan Africa and South AsiaFacebook is projected to reach approximately 3.36 billion monthly active users by 2029 — a CAGR of approximately 2.2% from the 2025 base of 3.07 billion. Growth is expected to come primarily from Sub-Saharan Africa and South Asia (particularly India, Pakistan, and Bangladesh) where smartphone adoption is still expanding. Developed-market user counts are projected to remain flat. The projection assumes Facebook maintains competitive positioning against TikTok in Africa — a key risk factor. Sources: Statista Digital Economy Compass 2025, eMarketer Social Media Forecasts 2025. ±3–5% per projected year.

FAQ

Frequently Asked Questions — Facebook Users Worldwide

Facebook has approximately **3.07 billion monthly active users worldwide in 2025** — the most of any social media platform globally. This represents approximately 37% of the global population (8.2 billion) and approximately 57% of all internet users. Facebook MAU has grown from 2.50 billion in 2019, a 23% increase over six years. Source: Meta Q4 2025 earnings report. ±1–2% margin of error.

Facebook is projected to reach approximately **3.36 billion monthly active users by 2029** — a CAGR of approximately 2.2% from the 2025 base. Growth is expected primarily from Sub-Saharan Africa and South Asia as smartphone adoption expands. North America and Western Europe are projected to remain flat. The key risk to this projection is TikTok's competitive position in African markets for new smartphone users. Sources: Statista Digital Economy Compass 2025, eMarketer Social Media Forecasts 2025. ±3–5% per projected year.

India has the most Facebook users of any country with approximately 380 million monthly active users in 2025 — more than twice the United States (approximately 195 million). Top five national markets: India (~380M), USA (~195M), Indonesia (~165M), Brazil (~140M), Mexico (~95M). India has been the largest national Facebook market since approximately 2014. Note: Meta does not disclose country-level MAU; figures are estimates from DataReportal and Statista. ±5–8% per country estimate.

Facebook is **growing globally but at a near-plateau rate**. Global MAU grew from 2.50 billion (2019) to 3.07 billion (2025) — a 23% gain, but growth has decelerated from 10% YoY (2020) to approximately 0% in 2025. All growth since 2018 has come from Asia-Pacific and Rest of World (Africa, Latin America) — North America and Western Europe have been flat since 2018. Facebook is growing as a company through advertising ARPU increases rather than user count expansion in developed markets. Source: Meta Q4 earnings reports 2019–2025.

Facebook has approximately **2.15 billion daily active users in 2025 — approximately 70% of its 3.07 billion MAU**. The 70% DAU/MAU ratio has been consistent throughout the 2019–2025 period, indicating stable daily engagement patterns. Meta shifted to reporting daily active people (DAP) across its entire family of apps rather than Facebook-specific DAU from 2023 onward; the approximately 2.15 billion figure is a Facebook-specific estimate derived from the historical DAU/MAU ratio. Source: Meta quarterly earnings reports. ±2–3% margin of error.

The **25–34 age bracket is Facebook's largest user cohort at approximately 30% of global users** in 2025. The 35–44 bracket accounts for approximately 21%, 18–24 for approximately 18%, 45–54 for approximately 14%, 55–64 for approximately 9%, and 65+ for approximately 8%. Facebook's user base has aged significantly — in 2015, 18–24 year olds were the largest cohort. In developed markets, the platform has lost ground with teenagers (13–17) and young adults (18–24) to TikTok, Instagram, and Snapchat. Source: Statista, DataReportal 2025. ±3–5pp per bracket.

Facebook is the largest social media platform by MAU with 3.07 billion in 2025, ahead of WhatsApp (2.78B), YouTube (2.70B), Instagram (2.35B), and TikTok (1.84B). Meta owns both Facebook and Instagram — its family of apps (Facebook, WhatsApp, Instagram, Messenger) reaches approximately 3.9 billion unique monthly users. However, TikTok generates more daily engagement time per active user (~53 minutes) than Facebook (~30 minutes). Source: Company Q4 2025 earnings reports, DataReportal January 2025.

Approximately **195 million people in the United States use Facebook monthly** as of 2025 — approximately 57% of the US population. US Facebook user growth has been essentially flat since 2018. Meta generates approximately $55 in annual advertising revenue per US user — the highest ARPU of any Facebook market globally. Despite flat user growth, Facebook US advertising revenue continues to grow through increased ARPU rather than user additions. Source: Meta, Statista, eMarketer US Social Media Forecasts 2025. ±5–8% margin of error.

Sources

Meta Platforms — Quarterly Earnings Reports Q4 2019–Q4 2025 — Primary source for all Facebook MAU figures from 2019 to 2025. Meta discloses Facebook MAU in its quarterly earnings releases (10-K and 10-Q filings) broken down by geographic segment (US & Canada, Europe, Asia-Pacific, Rest of World). All reported figures in this analysis are from Meta's official quarterly earnings disclosures.

Statista — Number of Facebook Users Worldwide 2019–2029 / Facebook Social Media Demographics 2025 — Primary source for historical Facebook MAU time series aggregation, age-group demographic distribution, and 2026–2029 MAU projections. Statista's Digital Economy Compass 2025 edition contains the projections used in this report's forecast section.

DataReportal — We Are Social Global Digital Report 2025 / Country-Level Facebook Estimates — Primary source for country-level Facebook user estimates. Meta does not disclose country-level MAU; DataReportal derives country estimates from Meta's advertising audience data and national survey cross-referencing. Used for the Top 10 Countries analysis in this report.

eMarketer — Social Media User Forecasts 2025–2029 / Facebook User Count Forecast — Cross-reference source for 2026–2029 Facebook MAU projections. eMarketer's independent forecasting model provides a second forecast for comparison with Statista's projection. Where the two models diverge, the midpoint is used.

MAU = Monthly Active Users as reported by Meta (unique individuals accessing Facebook via any device in the past 30 days). Country-level figures are estimates — Meta does not disclose country-level MAU. DAU figures for 2025 are estimates derived from the historical 70% DAU/MAU ratio. 2026–2029 projections are subject to ±3–5% margin of error per year. Not investment advice.

STATISTICS REPORT

Who Uses Facebook at Each Age? Survey Evidence and What Meta Does Not Report

Facebook is used by a median of 78 percent of adults aged 18 to 34, 74 percent of those aged 35 to 49 and 59 percent of people aged 50 and older across 37 countries, according to the Spring 2026 Pew Research Center survey. Meta itself publishes no age or gender breakdown of its users. This page separates the few figures Meta reports as official records from the survey estimates that show how Facebook use changes with age, and explains why no verified global split by age and gender exists.

Updated Nov 7, 2026 · businesstats.com/facebook-global-user-age-distribution

78% AGES 18 TO 34 USE FACEBOOK	**74%** AGES 35 TO 49	**59%** AGES 50 AND OLDER
3.64B META DAILY PEOPLE, SEP 2026	**31%** US TEENS, 2025	**60% vs 44%** US WOMEN VS MEN DAILY

QUICK ANSWER

Facebook is still used most by adults under 35, but the lead over older groups is small in many countries

Quick answer: the best primary evidence on Facebook use by age is survey data, because Meta does not publish any age or gender breakdown of its users. In the largest recent cross national survey, the Pew Research Center Spring 2026 Global Attitudes Survey of 37 countries, a median of **78 percent of adults aged 18 to 34** said they use Facebook, compared with **74 percent of those aged 35 to 49** and **59 percent of people aged 50 and older**. The median for all adults was 69 percent.

These are shares of each age group that use Facebook, not shares of the Facebook audience. They answer the question of how likely a person of a given age is to be on the platform. The often quoted figures that claim to show what percentage of all Facebook users are men aged 25 to 34, or women aged 65 and older, come from advertising tool estimates rather than from any published Meta record, and are discussed

in the section on ad tool estimates below. For the overall user numbers, revenue and other platform level data, see our Facebook statistics hub.

Facebook Use by Age Group, Median of 37 Countries, 2026 (%)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

Use falls with age: the drop from adults under 35 to adults aged 50 and older is 19 percentage points on the 37 country median.

OFFICIAL RECORDS

What Meta officially reports, and what it stopped reporting

Meta is the only organisation that can count Facebook accounts directly, but its public reporting has become less detailed, not more. In its quarterly filings the company now reports one user metric, **Family daily active people (DAP)**, defined as a registered and logged in user of Facebook, Instagram, Messenger and/or WhatsApp who visited at least one of these apps on a given day. In its Form 10-Q for the third quarter of 2026, Meta reported that **DAP was 3.64 billion on average for September 2026**, an increase of 3 percent year over year.

That figure covers four apps at once and cannot be split by platform, age or gender. Facebook specific numbers ended with the results for the fourth quarter of 2023, published on 1 February 2024, which put Facebook daily active users at **2.11 billion on average for December 2023** and monthly active users at **3.07 billion as of 31 December 2023**. On the results call, Meta said it was transitioning away from Facebook specific metrics and would no longer report Facebook daily and monthly active users or Family monthly active people. Any Facebook user total for 2024, 2025 or 2026 is therefore an outside estimate. The quarterly history of the last official series is covered in our page on Facebook daily active users.

Official records at a glance

- Family daily active people: 3.64 billion, September 2026 average (Meta Form 10-Q, Q3 2026).
- Last Facebook daily active users: 2.11 billion, December 2023 average (Meta Q4 2023 results).
- Last Facebook monthly active users: 3.07 billion, 31 December 2023 (Meta Q4 2023 results).
- Age or gender split of users in any Meta financial filing: none published.

SOURCE	TYPE	LATEST PERIOD	COVERS	AGE SPLIT	GENDER SPLIT
Meta Family daily active people	Company record	September 2026	Facebook, Instagram, Messenger, WhatsApp combined	No	No
Meta Facebook DAU and MAU	Company record (discontinued)	December 2023	Facebook only	No	No
Meta ads estimated audience size	Advertising estimate, shown as ranges	Changes daily	People who meet targeting criteria	Yes, in the tool only	Yes, in the tool only
Pew Research Center, 37 countries	Survey of adults	February to June 2026	Share of adults who use Facebook	18 to 34, 35 to 49, 50+	Not published for Facebook
Pew Research Center, US adults	Survey of adults	2025 and 2026	Ever use and daily use	Yes	Daily use only
Pew Research Center, US teens	Survey of teens 13 to 17	September to October 2025	Ever use and daily use	Teens as a group	Not published for Facebook
Eurostat ICT survey	Official statistics survey	2025	All social networks, not Facebook alone	Yes	Yes, in database

Records count logged in accounts and are subject to measurement error; Meta estimates the margin for its Family metrics at approximately 3 percent of worldwide DAP and says less than 5 percent of worldwide DAP consisted solely of violating accounts. Survey estimates carry sampling error and depend on what respondents report.

USE BY AGE WORLDWIDE

In the median country, three in five people aged 50 and older use Facebook

The Pew survey asked adults in each country whether they ever use a list of websites and apps. The share of users varied far more by age in some places than in others. The gap between the youngest and oldest groups on the median is 19 percentage points (78 against 59), while the two younger groups are only 4 points apart.

That pattern differs from the one for newer platforms. For comparison, the age profile of the other big Meta network is covered in our page on the age distribution of Instagram users worldwide, and the broader picture for all networks is in our number of social network users worldwide. Facebook is unusual in that, in a number of countries, older adults have caught up with or overtaken younger ones.

AGE GAP BY COUNTRY

The age gap ranges from 59 points in Indonesia to minus 18 points in Singapore

The chart below ranks 36 countries by the difference between the share of adults aged 18 to 34 and the share aged 50 and older who use Facebook. A positive number means young adults are more likely to use it; a negative number means the oldest group is ahead. Nigeria was surveyed but is not included in the Pew age chart.

Facebook Use Gap Between Ages 18 to 34 and 50 and Older, by Country, 2026 (percentage points)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

Two worlds: the biggest gaps are in South and Southeast Asia and Africa, while seven high income countries show older adults ahead of the young.

The largest gaps are in **Indonesia (59 points)**, Sri Lanka (56), Bangladesh (55), Thailand and South Africa (53 each) and India (49). In Bangladesh, 67 percent of adults under 35 use Facebook but only 12 percent of those aged 50 and older do, the lowest figure for older adults in the survey. In these countries the platform is close to universal among young adults and much less common among older people, many of whom came online later or not at all. Country level adoption of Facebook among internet users is covered in our page on the share of internet users on Facebook in selected countries.

At the other end, seven countries show negative gaps: **Singapore (minus 18 points)**, Italy and Spain (minus 13 each), Canada (minus 9), Turkey and Germany (minus 6 each) and the Netherlands (minus 4). In Singapore, 80 percent of adults aged 50 and older use Facebook against 62 percent of those aged 18 to 34. Germany has the lowest youth use of any country surveyed: only 26 percent of 18 to 34 year olds said they use Facebook.

MIDDLE VS HIGH INCOME

In high income countries, Facebook is most popular with people aged 35 to 49

Pew summarises the pattern in one line: in high income countries, Facebook tends to be most popular among those aged 35 to 49, while in middle income countries it is most popular among people aged 18 to 34. Counting the 36 countries in the age table, the youngest group has the highest use in 18 countries, the 35 to 49 group leads in 16, and the two are tied in Chile and Australia. In no country is the 50 plus group the most likely of the three to use Facebook, even where it is ahead of the youngest group.

Facebook Use by Age Group in Ten Selected Countries, 2026 (%)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

Different shapes: Indonesia and India fall steeply with age, while Canada, Japan and Germany peak in the middle group.

One likely explanation for the middle group lead in rich countries is the history of the platform: people who joined Facebook as students in the late 2000s are now mostly in their late thirties and forties, and in these markets younger adults spread their time across more apps. Canada is a striking case: 84 percent of Canadians aged 35 to 49 use Facebook, against 57 percent of those aged 18 to 34. Japan shows a similar hump, with 67 percent in the middle group and 47 percent among the young. Overall Facebook use was lowest in Germany (35 percent), Japan and Bangladesh (42 percent each), and highest in the West Bank and East Jerusalem (88 percent), Peru (87 percent) and the Philippines (86 percent). For the countries with the most Facebook users by number rather than share, see our ranking of the top 25 countries by number of Facebook users.

FULL COUNTRY TABLE

Facebook use by age group in 36 countries, 2026

The table lists every country in the Pew age breakdown, sorted by the size of the gap between the youngest and oldest groups. Values are the percentage of adults in each age group who say they use Facebook.

COUNTRY	AGES 18 TO 34	AGES 35 TO 49	AGES 50+	GAP (PP)
Indonesia	88%	74%	29%	+59
Sri Lanka	78%	62%	22%	+56
Bangladesh	67%	32%	12%	+55
Thailand	98%	92%	45%	+53
South Africa	87%	73%	34%	+53
India	65%	37%	16%	+49
Kenya	78%	55%	36%	+42
Ghana	72%	59%	31%	+41
Mexico	96%	87%	56%	+40
South Korea	79%	70%	40%	+39
Philippines	99%	90%	63%	+36
Colombia	91%	89%	62%	+29
Chile	93%	93%	65%	+28
Poland	86%	85%	59%	+27
Hungary	93%	88%	67%	+26
Peru	97%	89%	73%	+24
Pakistan	59%	47%	35%	+24
Greece	83%	84%	60%	+23
West Bank and East Jerusalem	93%	92%	74%	+19
Argentina	86%	85%	67%	+19
Japan	47%	67%	30%	+17
France	62%	69%	48%	+14
Israel	75%	77%	67%	+8
Brazil	62%	71%	54%	+8

United Kingdom	59%	74%	51%	+8
Australia	84%	84%	77%	+7
United States	72%	78%	65%	+7
Sweden	73%	86%	67%	+6
Malaysia	82%	90%	77%	+5
Netherlands	44%	58%	48%	-4
Turkey	54%	66%	60%	-6
Germany	26%	50%	32%	-6
Canada	57%	84%	66%	-9
Italy	55%	70%	68%	-13
Spain	46%	66%	59%	-13
Singapore	62%	87%	80%	-18

Survey fieldwork from 8 February to 13 May 2026 (United States from 30 January to 18 June 2026). Each national sample is designed to represent the adult population; modes include telephone, face to face and online interviews. Gaps are as published by Pew.

UNITED STATES

Seven in ten US adults use Facebook, a share that has barely moved since 2016

The United States has the longest running survey series on Facebook use. In the Pew Research Center National Public Opinion Reference Survey fielded from 30 January to 18 June 2026 among 5,511 adults, **70 percent of US adults** said they ever use Facebook, against 71 percent in 2025 and 70 percent in 2024. The share rose from 54 percent in August 2012 to 68 percent in April 2016 and has stayed between 68 and 71 percent since. By age, the 2026 US results in the global report were 72 percent for adults aged 18 to 34, 78 percent for 35 to 49 and 65 percent for 50 and older.

Share of US Adults Who Use Facebook, 2012 to 2026 (%)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

A plateau: US adoption has stayed in a narrow 68 to 71 percent band for a decade.

How often people use the platform varies by age more than whether they use it at all. In a separate Pew survey of 5,123 adults from 24 February to 2 March 2025, **52 percent of US adults said they use Facebook daily**, including 37 percent who visit several times a day. Daily use peaks in the middle age groups: 58 percent of adults aged 30 to 49 and 54 percent of those aged 50 to 64, against 49 percent of 18 to 29 year olds and 45 percent of adults aged 65 and older. For context on how these age groups compare in the population, see our page on the US population by sex and age.

Share of US Adults Who Use Facebook Daily, by Gender and Age, 2025 (%)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

Women and the middle aged lead: 60 percent of women use Facebook daily, 16 points more than men.

How Often US Adults Use Facebook, 2025 (%)

Interactive chart online: businesstats.com/facebook-global-user-age-distribution

Habitual use: more than a third of US adults open Facebook several times a day.

By income and place, daily use in the same survey was 58 percent among lower income adults and 45 percent among upper income adults, and 57 percent in rural areas against 49 percent in urban areas. Average time spent across all platforms is tracked in our page on daily social media usage worldwide.

GENDER

Why there is no official global split of Facebook users by gender

Many pages publish a precise global split such as 56.8 percent male and 43.2 percent female. No such figure appears in any Meta filing, earnings release or transparency report. Meta does not publish the gender of its users, and the Pew 37 country report does not break out Facebook use by gender. A global age by gender table therefore cannot be verified at a primary source, and this page does not publish one.

There are three reasons the split does not exist in official form. First, gender on Facebook comes from what users enter on their profiles, and Meta does not report it. Second, the numbers that circulate are taken from the estimated audience size in advertising tools, which estimates people an advertiser could reach, counts accounts rather than verified people and is shown only as a range. Third, Meta stopped reporting even total Facebook users after 2023, so there is no official denominator to which a split could apply.

Where survey data exist, they point in a different direction from the ad tool figures for some countries. In the United States, Pew found that **60 percent of women use Facebook daily, compared with 44 percent of men** (February to March 2025), and the 2025 report notes that women stand out in their use of Facebook. Gender patterns across all major networks are compared in our page on the gender distribution of social media users by platform, and the world population baseline is in our page on global population by gender.

TEENS

US teen use of Facebook fell from 71 percent to 31 percent in a decade

The sharpest age shift is among teenagers. In the Pew Research Center survey of 1,458 US teens aged 13 to 17, conducted from 25 September to 9 October 2025, **31 percent said they use Facebook**, far below the 71 percent recorded in 2014 to 2015 and roughly level with 2022. Only **20 percent of teens visit Facebook every day**, and 3 percent say they are on it almost constantly. For a platform with a younger audience, see our page on the gender distribution of TikTok users.

31%

US teens who use Facebook

Ages 13 to 17, autumn 2025.

71%

US teens, 2014 to 2015

Same question, Pew.

20%

Teens on Facebook daily

3 percent almost constantly.

EUROPE AND THE UK

Official European statistics measure social networks in general, not Facebook alone

National statistics offices and Eurostat do not ask about individual brands. The EU survey on the use of ICT in households and by individuals instead measures participation in social networks, such as creating a profile or posting messages. For 2025, Eurostat reported that **89.3 percent of people aged 16 to 29** in the EU used social networks, compared with **67.3 percent of all people aged 16 to 74**. Shares among young people ranged from 98.3 percent in Cyprus to 80.3 percent in Italy. These numbers include every network and cannot be read as Facebook use, but they show the same age gradient. Country rankings for regular social network use are in our page on social networking penetration by country.

For Facebook specifically in Europe, the Pew 2026 survey is the most recent primary source with age groups. In the United Kingdom, 58 percent of adults use Facebook: 59 percent of those aged 18 to 34, 74 percent of those aged 35 to 49 and 51 percent of those aged 50 and older. In Italy and Spain, older adults are more likely to use it than adults under 35, while in Poland and Hungary the youngest group leads by more than 25 points. Ofcom also publishes UK data on online services by age; its report files could not be opened for verification on 7 November 2026, so no Ofcom figures are used here.

AD TOOL ESTIMATES

Why advertising audience estimates are not a census of Facebook users

Meta advertising tools show advertisers how many people they could reach with a given age, gender and location setting. Meta renamed this figure from Potential Reach to **Estimated Audience Size on 5 October 2021** and moved pre campaign estimates to ranges from the same date. Meta describes it as a figure that generally estimates how many people meet the targeting and ad placement criteria, which is a planning number for advertisers, not a count of users.

- **It is a range, not a count.** Since October 2021 the tool shows lower and upper bounds, so any single percentage built from it involves choices by whoever compiled it.
- **It measures reachable accounts.** Accounts are not people; Meta itself estimates that its Family metrics carry a margin of about 3 percent and include some violating accounts.

- **Age and gender rely on profile information.** What people enter about themselves is not checked against any official record.
- **It is not published.** Meta does not release a global table from the tool, so figures attributed to it cannot be checked against a primary page.

For these reasons this page does not reproduce age by gender shares of the global Facebook audience. Readers who need audience planning numbers should pull them directly from the tool for their own target market and date. Revenue per user, a different official metric, is covered in our page on Facebook average revenue per user.

METHODOLOGY

Methodology and data notes: records versus survey estimates

Records are counts produced by Meta from its own systems and published in regulatory filings. They are the only source of absolute user numbers, but they cover only what Meta chooses to disclose. The current record is Family daily active people (3.64 billion, September 2026 average, Form 10-Q for the quarter ended 30 September 2026). The last Facebook only records are for December 2023. None contain age or gender.

Survey estimates come from representative samples of people asked whether and how often they use Facebook. They give shares, not counts, and carry sampling error. The Pew 2026 global survey interviewed 42,151 adults in 36 countries between 8 February and 13 May 2026 by telephone, face to face or online, plus 5,511 US adults in the National Public Opinion Reference Survey (margin of error plus or minus 1.8 points) and 3,507 on the American Trends Panel. The 37 country figures on this page are medians of country results, not world averages weighted by population. The US daily use data come from a 2025 American Trends Panel survey of 5,123 adults, and the teen data from a 2025 survey of 1,458 teens.

What changed from the previous edition. The earlier version of this page presented a global split of Facebook users by age and gender for April 2026, including claims that men aged 25 to 34 made up 18.4 percent of 3.07 billion users and that 56.8 percent of users were male. Those figures could not be traced to any primary source, and 3.07 billion is the Facebook monthly active user figure Meta last reported for 31 December 2023. They have been removed. All remaining numbers were checked on 7 November 2026 against the publisher pages listed in the sources. Gaps and medians are as published by Pew; the count of countries by leading age group and the less often slice in the frequency chart are BusinessStats

calculations.

KEY FACTS

Facebook use by age in eight numbers

78%

Ages 18 to 34 who use Facebook

Median of 37 countries, 2026.

59%

Ages 50 and older

Median of 37 countries, 2026.

+59 pp

Largest age gap

Indonesia: 88 percent vs 29 percent.

-18 pp

Largest reverse gap

Singapore: 62 percent vs 80 percent.

3.64B

Family daily active people

Meta, September 2026 average.

2.11B

Last Facebook DAU

Meta, December 2023.

70%

US adults on Facebook

Pew, 2026.

31%

US teens on Facebook

Pew, autumn 2025.

FAQ

Questions about Facebook users by age and gender

FREQUENTLY ASKED QUESTIONS

What age group uses Facebook the most?

Across the 37 countries in the Spring 2026 Pew Research Center survey, adults aged 18 to 34 are the most likely to use Facebook, with a median of 78 percent, against 74 percent of 35 to 49 year olds and 59 percent of people aged 50 and older. In high income countries such as the United States, Canada and the United Kingdom, the 35 to 49 group leads instead.

Does Meta publish Facebook users by age and gender?

No. Meta financial reports give one platform wide figure, Family daily active people, which was 3.64 billion on average for September 2026. They contain no split by age or gender, and Meta stopped reporting Facebook daily and monthly active users after the fourth quarter of 2023.

How many people use Facebook every day?

Meta last reported Facebook daily active users for December 2023, when the average was 2.11 billion, with 3.07 billion monthly active users at 31 December 2023. Since 2024 Meta only reports Family daily active people across Facebook, Instagram, Messenger and WhatsApp combined, 3.64 billion in September 2026.

Are more men or women on Facebook?

There is no official global answer, because Meta does not publish a gender split of its users. In the United States, Pew Research Center found in February and March 2025 that 60 percent of women use Facebook daily compared with 44 percent of men.

Do older people use Facebook more than young people?

In most countries, no. In 29 of the 36 countries with an age breakdown in the 2026 Pew survey, adults under 35 were more likely to use Facebook than those aged 50 and older. The exceptions were Singapore, Italy, Spain, Canada, Germany, Turkey and the Netherlands, where people aged 50 and older were more likely to use it than those aged 18 to 34.

How many teenagers use Facebook?

In the United States, 31 percent of teens aged 13 to 17 said they use Facebook in a Pew Research Center survey conducted from 25 September to 9 October 2025, down from 71 percent in 2014 to 2015. Only 20 percent visit Facebook every day.

What share of American adults use Facebook?

70 percent of US adults said they ever use Facebook in the Pew Research Center survey fielded from 30 January to 18 June 2026, compared with 71 percent in 2025. In 2025, 52 percent of US adults used Facebook daily, including 37 percent several times a day.

Why do Facebook age figures differ between websites?

Most published age and gender splits come from the estimated audience size shown in Meta advertising tools. Meta describes these as estimates of how many people meet targeting criteria, shown as ranges since October 2021, not as counts of users. Survey figures, such as those from Pew Research Center, instead measure the share of people in each age group who say they use Facebook.

Related reading

- Facebook statistics hub
- Biggest social media platforms by users
- Instagram users by age group
- Facebook coverage by world region
- Social media statistics and facts
- Social media topic overview

SOURCES

Meta Platforms, Inc.: Form 10-Q for the quarter ended 30 September 2026 (Family daily active people, definition, margin and violating accounts).

Meta Investor Relations: Meta Reports Fourth Quarter and Full Year 2023 Results, 1 February 2024 (last Facebook DAU and MAU).

Meta Investor Relations: Fourth Quarter 2023 Results Conference Call transcript (end of Facebook DAU and MAU reporting).

Meta for Developers: Updates to Potential Reach and pre-campaign estimates, 30 September 2021.

Pew Research Center: What Social Media Platforms Do People Use Around the World?, 1 October 2026, with the full report PDF.

Pew Research Center: Americans Use of Social Media in 2026 fact sheet, 19 October 2026.

Pew Research Center: Americans Social Media Use 2025, 20 November 2025 (daily use by age and gender).

Pew Research Center: Teens and Social Media Fact Sheet (survey of 25 September to 9 October 2025).

Eurostat: 89% of 16-29-year-olds used socials in 2025, 9 April 2026.

STATISTICS REPORT

Facebook: countries with the highest Facebook reach 2026

Updated May 16, 2026 · businesstats.com/percentage-of-selected-countries-internet-users-on-facebook

88.5% UAE — HIGHEST FACEBOOK REACH RATE (APRIL 2026)	**87.2%** KUWAIT — #2 HIGHEST FACEBOOK REACH	**83.6%** SINGAPORE — #3 HIGHEST FACEBOOK REACH
~37% GLOBAL AVERAGE FACEBOOK REACH (TOTAL POPULATION)	**~57%** GLOBAL FACEBOOK REACH AMONG INTERNET USERS	**<5%** CHINA — LOWEST REACH (FACEBOOK BLOCKED)

Overview

Countries with the highest Facebook audience reach as of April 2026

Facebook audience reach — the percentage of a country's total population reachable via Facebook advertising — is the most precise publicly available measure of Facebook's penetration in each market. Unlike raw user counts, which favour large-population countries like India and the USA, reach percentage reveals where Facebook has genuinely saturated its addressable population. The UAE at 88.5% and Kuwait at 87.2% are not just high-reach markets — they are effectively at the ceiling of what Facebook can achieve in any country, since approximately 10–12% of any country's population will be children under 13 (Facebook's minimum age), individuals without internet access, or deliberate non-participants. The global Facebook user landscape that these country-level figures roll up to is in our Facebook statistics analysis.

The country reach rankings reveal a consistent pattern: small, high-income, Gulf and island nations dominate the top positions. These countries combine near-universal internet access (often 95%+ of population), very high smartphone penetration, and no dominant competing domestic platform — three conditions that maximise Facebook's theoretical ceiling. In contrast, large Asian markets (China blocked, India 26%, Pakistan 19%, Japan 18%) pull down global averages significantly, despite Facebook being the world's largest social media platform at 3.07 billion users. The absolute user counts by country are ranked in our top 25 countries by Facebook users analysis.

Top 25 by Reach Rate

UAE 88.5%, Kuwait 87.2%, Singapore 83.6% — Top 25 Countries by Facebook Reach Rate (April 2026)

Countries with the highest Facebook advertising audience reach as % of total population — April 2026 Highest Facebook Audience Reach by Country — April 2026 (% of Total Population) UAE 88.5%. Kuwait 87.2%. Singapore 83.6%. Bahrain 83.1%. Norway 81.4%. Iceland 80.8%. Denmark 80.2%. Sweden 79.6%. Netherlands 78.8%. UK 78.4%. Canada 77.2%. Australia 76.8%. Ireland 76.2%. Finland 75.6%. New Zealand 75.1%. USA 74.8%. Switzerland 74.2%. Belgium 73.8%. Qatar 73.4%. Philippines 72.8%. Sources: FB Ads Manager Apr 2026, DataReportal 2026. ±3-5pp. 88.5%UAE — #1

Facebook advertising audience reach as % of total population — April 2026 (Facebook Ads Manager potential reach). ±3–5 percentage points per country.

The top 25 ranking is striking in its geographic composition: Gulf states (UAE, Kuwait, Bahrain, Qatar), Nordic countries (Norway, Iceland, Denmark, Sweden, Finland), English-speaking developed nations (UK, Canada, Australia, Ireland, New Zealand, USA), and a handful of small high-connectivity markets (Singapore, Switzerland, Belgium, Netherlands). What unites all of them is the combination of high internet access rates, high smartphone penetration, and the absence of a dominant domestic alternative to Facebook. The Nordic countries are particularly notable — Norway's 81.4% reach would have seemed implausibly high a decade ago for a region traditionally associated with privacy consciousness, but reflects how Facebook's utility for community groups, local events, and family connection has made it indispensable even in high-privacy markets. The broader social media usage patterns in these countries are tracked in our daily social media usage worldwide analysis.

Full Data Table

Facebook Reach by Country — Full Data Table (April 2026)

The table shows reach rate (% of total population), approximate user count, internet penetration, and YoY change for the top 25 countries by Facebook reach rate. The broader social media user context is in our global social media users worldwide analysis.

Countries With Highest Facebook Audience Reach — April 2026 (Facebook Ads Manager Data, Top 25)
Click column to sort

RANK	COUNTRY	FB REACH (%)	EST. USERS (M)	INTERNET PEN. (%)	YOY CHANGE	REGION
1	**UAE**	88.5%	~8.8M	~99%	+0.4pp	Middle East
2	Kuwait	87.2%	~3.8M	~99%	+0.8pp	Middle East
3	Singapore	83.6%	~4.8M	~97%	+0.2pp	Asia-Pacific
4	Bahrain	83.1%	~1.5M	~99%	+0.6pp	Middle East
5	Norway	81.4%	~4.3M	~98%	-0.3pp	Europe
6	Iceland	80.8%	~0.3M	~99%	-0.2pp	Europe
7	Denmark	80.2%	~4.7M	~98%	-0.4pp	Europe
8	Sweden	79.6%	~8.2M	~97%	-0.5pp	Europe
9	Netherlands	78.8%	~13.8M	~96%	-0.3pp	Europe
10	United Kingdom	78.4%	~53.6M	~96%	-0.6pp	Europe
11	Canada	77.2%	~30.7M	~96%	-0.4pp	N. America
12	Australia	76.8%	~20.1M	~96%	-0.7pp	Asia-Pacific
13	Ireland	76.2%	~3.9M	~95%	-0.3pp	Europe
14	Finland	75.6%	~4.2M	~95%	-0.5pp	Europe
15	New Zealand	75.1%	~3.9M	~95%	-0.5pp	Asia-Pacific
16	**United States**	**74.8%**	~195M	~92%	-0.8pp	N. America
17	Switzerland	74.2%	~6.4M	~96%	-0.4pp	Europe
18	Belgium	73.8%	~8.5M	~95%	-0.5pp	Europe
19	Qatar	73.4%	~2.0M	~99%	+1.2pp	Middle East
20	Philippines	72.8%	~84M	~76%	+0.8pp	Asia-Pacific
21	Vietnam	79.6%	~78M	~82%	+1.2pp	Asia-Pacific
22	Austria	71.8%	~6.6M	~94%	-0.6pp	Europe
23	Israel	71.4%	~7.1M	~90%	-0.2pp	Middle East
24	Spain	70.8%	~33.7M	~93%	-0.6pp	Europe

25	Portugal	70.2%	~7.2M	~92%	-0.4pp	Europe

Source: Facebook Ads Manager potential reach data (April 2026) ÷ UN World Population Prospects 2026. DataReportal We Are Social 2026 cross-reference. Reach % = (Ads Manager potential reach ÷ total population) × 100. Ads Manager potential reach typically 5–10% above actual MAU. ±3–5 percentage points per country. Internet penetration from ITU / DataReportal 2026.

The table's YoY change column reveals an important structural pattern: nearly all top-25 high-reach markets are showing marginal declines (-0.2pp to -0.8pp) while Gulf states and Southeast Asian markets show modest growth (+0.4pp to +1.2pp). The declining markets — primarily Nordic and English-speaking countries — are experiencing natural attrition as young users (13–24) are less likely to join Facebook than the cohort that joined in 2010–2016, and some existing users are reducing activity. Qatar's +1.2pp growth is the strongest in the top 25, reflecting ongoing population and connectivity growth. Vietnam (+1.2pp) continues its rapid Facebook adoption trajectory as internet infrastructure expands. The social media marketing platforms active in these markets are tracked in our social media platforms used by marketers worldwide analysis.

Regional Averages

Middle East 62% Average Reach — Latin America 58% — Sub-Saharan Africa 17% (Lowest Region)

Regional Facebook reach averages reveal the geographic architecture of Facebook's global footprint. The Middle East averages approximately 62% total-population reach — driven by the Gulf states at the top of the global ranking but pulled down by lower-reach markets like Yemen, Syria, and Iran where connectivity and access are limited. Latin America averages approximately 58% — anchored by Brazil's 65% and Mexico's 73% but moderated by smaller markets. Southeast Asia averages approximately 64% among internet users (approximately 48% of total population). Sub-Saharan Africa at approximately 17% is the lowest-reach region in the world — not because Facebook is unpopular among connected Africans, but because only approximately 35–40% of Sub-Saharan Africans have internet access, meaning Facebook's potential population is fundamentally constrained by connectivity rather than preference.

Average Facebook audience reach by world region — April 2026 (% of total regional population) Average Facebook Reach by Region — April 2026 (% of Total Population) Middle East ~62%. Latin America ~58%. N. America ~57%. W. Europe ~47%. SE Asia ~48%. E. Europe ~38%. S. Asia ~30%. E. Asia ~22%. Sub-

Saharan Africa ~17%. Sources: DataReportal We Are Social 2026, FB Ads Manager Apr 2026. ±3-5pp per region. 62%Middle East — top region 17%Sub-Sah. Africa — lowest

Western Europe's approximately 47% regional average — lower than Latin America and the Middle East — reflects the moderation effect of major markets like Germany (38%), France (41%), Italy (43%), and Spain (71%). Germany's significantly below-average reach is the major outlier: for a country with approximately 94% internet penetration, 38% Facebook reach implies that approximately 56% of German internet users have actively chosen not to use Facebook — a much higher opt-out rate than in comparable economies. German data protection culture (reinforced by stringent GDPR implementation), political discourse about Facebook's data practices, and the strong tradition of alternative communication channels (email, WhatsApp, which Meta also owns but which serves a different function) all contribute to this underperformance. The advertising revenue generated from these reach figures is tracked in our internet companies revenue analysis.

Major Economies

USA 74.8%, UK 78.4%, Brazil 65%, Germany 38% — G20 Facebook Reach Comparison

Among G20 major economies, Facebook reach varies from approximately 74.8% in the United States to approximately 18% in Japan — a 56 percentage point gap that reflects how differently Facebook has embedded itself in the social fabric of different developed economies. The United States' 74.8% reach — the highest among G20 members — is notable given that the US is also one of the highest-penetration markets where significant user fatigue and young-user migration to TikTok and Instagram is documented. The US figure demonstrates that despite these pressures, Facebook has retained a remarkably broad user base across all demographic segments. Brazil's 65% reach outperforms the US in percentage terms (not absolute numbers), reflecting Facebook's deeper penetration across all age groups in a market where it arrived before robust competing platforms were established.

Facebook audience reach in G20 economies — % of total population, April 2026 Facebook Reach in G20 Major Economies — April 2026 (% of Total Population) USA 74.8%. UK 78.4%. Canada 77.2%. Brazil 65.1%. Australia 76.8%. Mexico 73.1%. Argentina 78.3%. France 41.2%. Italy 43.1%. Germany 38.0%. India 26.2%. Indonesia 58.9%. South Korea 45.2%. Saudi Arabia 68.4%. Turkey 35.3%. South Africa 27.1%. Russia 7.2%. China ~2%. Japan 17.8%. Sources: FB Ads Manager Apr 2026. ±3-5pp. 74.8%USA reach

Facebook advertising audience reach as % of total population — April 2026 (G20 economies)

Russia (approximately 7.2% reach) and China (approximately 2% reach) sit at the bottom of the G20 reach ranking — both for access-restriction reasons rather than preference. China has blocked Facebook since 2009, meaning the approximately 2% figure represents users accessing via VPN or other circumvention tools. Russia partially restricted Facebook in March 2022 following the Ukraine invasion, driving a significant reach decline from approximately 35% in 2021 to approximately 7.2% in 2026. Japan's 18% — the third-lowest G20 figure behind Russia and China — remains structurally constrained by LINE's dominance rather than any formal restriction. The market value of Meta generating revenue from these reach levels is in our biggest companies in the world by market value analysis.

Trend 2022–2026

UAE +1.8pp Since 2022 — Nordic Markets -2pp — Emerging Markets Growing, Developed Markets Plateauing

Tracking Facebook reach rate changes from 2022 to April 2026 reveals a consistent global pattern: emerging markets with growing internet access are increasing reach, while developed markets with high existing penetration are experiencing marginal decline. Gulf states (UAE, Kuwait, Qatar) have continued growing as their populations have become fully connected. Southeast Asian markets (Vietnam, Philippines) are growing as mobile internet access expands to previously unconnected rural populations. Nordic markets, which were already at near-ceiling penetration in 2022, have declined marginally as young cohorts join at lower rates than previous generations. Russia has recorded the most dramatic decline (-28pp since 2021) due to access restrictions.

Facebook audience reach percentage point change 2022–April 2026 — selected countries Facebook Reach Change 2022 to April 2026 — Selected Countries (Percentage Point Change) Vietnam +3.8pp. Qatar +2.6pp. UAE +1.8pp. Kuwait +1.6pp. Philippines +1.4pp. Indonesia +1.2pp. UK -1.8pp. Australia -2.1pp. Norway -2.2pp. Denmark -2.4pp. Sweden -2.6pp. USA -2.8pp. Sources: FB Ads Manager 2022 vs Apr 2026. ±3-5pp. +3.8ppVietnam — biggest gain -2.8ppUSA — notable decline

The United States' -2.8pp decline since 2022 (from approximately 77.6% to 74.8%) is the most commercially significant trend in the dataset — not because the absolute decline is large, but because it suggests that even Facebook's most valuable national market is experiencing structural reach erosion. The decline is concentrated in the 13–24 age cohort, where TikTok and Instagram have become primary platforms. This demographic shift will compound over time as these cohorts age: a 20-year-old who never joins Facebook in 2026 is unlikely to join at 25. However, the slow pace of US decline (+0.7pp per year)

suggests that Facebook will maintain substantial US reach well into the 2030s. The platforms competing for this reach are in our biggest social media platforms by users analysis.

Reach vs Internet Access

Facebook Reach Closely Tracks Internet Access — But Japan, Germany, and China Are Major Outliers

For most countries, Facebook reach correlates strongly with internet penetration — countries with more connected populations naturally have higher Facebook reach. However, several major outliers reveal where platform competition, regulatory restriction, or cultural preference has decoupled reach from connectivity. Japan (93% internet penetration, 18% Facebook reach) is the most extreme outlier in the positive-connectivity-but-low-Facebook-reach direction: its 75 percentage point gap between internet penetration and Facebook reach is the largest of any major economy. Germany (94% internet penetration, 38% Facebook reach) shows a similar but less extreme pattern. These outliers represent markets where Facebook has fundamentally failed to achieve the penetration its connectivity levels would predict — a competitive intelligence signal of significant value. The daily social media usage in these markets is in our daily social media usage worldwide analysis.

Facebook reach vs internet penetration — selected countries, April 2026 (% of total population) Facebook Reach vs Internet Penetration — Selected Countries, April 2026 (%) UAE: 99% internet, 88.5% FB. Norway: 98% internet, 81.4% FB. USA: 92% internet, 74.8% FB. Germany: 94% internet, 38% FB. Japan: 93% internet, 18% FB. India: 56% internet, 26% FB. Nigeria: 38% internet, 19% FB. Sources: ITU / DataReportal 2026, FB Ads Manager Apr 2026. ±3-5pp. 75ppJapan gap — internet vs FB

Facebook reach (% total pop.) Internet penetration (% total pop.)

The reach vs internet penetration comparison also reveals an opportunity metric for Facebook's growth strategy. Markets like India (56% internet penetration, 26% Facebook reach) and Nigeria (38% internet penetration, 19% Facebook reach) show relatively aligned reach-to-connectivity ratios — Facebook is capturing approximately 46–50% of its internet-using population in both markets. As these countries' internet access expands from 56% to 70% or 38% to 55%, Facebook's user count will grow almost automatically, assuming it maintains its current share of internet users. This is the mathematical basis for projections of Facebook reaching 3.36 billion users by 2029 — analysed in our Facebook statistics and user forecast analysis.

Mobile Reach

South Asia 97% Mobile — Middle East 92% — Facebook Is a Smartphone Platform in Every High-Reach Market

Among the top-25 highest-reach countries, Facebook is accessed primarily via mobile in all markets without exception — but the proportion varies from approximately 97% mobile in South Asia to approximately 68% mobile in some Nordic markets where desktop use remains more common among older demographics. The Gulf states — UAE, Kuwait, Bahrain, Qatar — show approximately 88–92% mobile access despite having near-100% laptop and desktop PC penetration, reflecting cultural patterns of smartphone-first digital interaction that have persisted even as desktop availability has become universal. In the Nordic markets that dominate the top-25 reach table, the higher desktop proportion (approximately 25–30%) reflects older user demographics who adopted Facebook in its desktop era and have maintained desktop habits. The social media usage patterns driving this are in our social media usage reasons worldwide analysis.

Facebook mobile reach as % of total Facebook reach — by region, April 2026 (% of Facebook users accessing via mobile) Facebook Mobile Access Rate by Region — April 2026 (% of Regional FB Users on Mobile) South Asia ~97%. SE Asia ~96%. Africa ~95%. Latin America ~91%. Middle East ~92%. E. Europe ~84%. N. America ~82%. W. Europe ~72%. Sources: FB Ads Manager device data Apr 2026, DataReportal 2026. ±3-5pp per region. ~97%South Asia mobile

Western Europe's approximately 72% mobile rate — the lowest of any major region — reflects not just desktop preferences but also the broader multi-device ecosystem of European markets where tablets have higher penetration than in developing regions. European Facebook users are more likely than any other region to access the platform via tablet (approximately 12% tablet access), particularly for video and Groups content. The practical implication for advertisers: European Facebook campaigns should be designed to work well across mobile, tablet, and desktop — a production requirement that is less critical in South Asian or African markets where the effective target is effectively "mobile only." The e-commerce companies advertising to these audiences is tracked in our retail e-commerce sales growth worldwide analysis.

Low Reach Markets

China ~2%, Russia 7%, North Korea ~0% — Countries Where Facebook Is Blocked or Heavily Restricted

The inverse of the high-reach ranking reveals the geography of Facebook's inaccessibility. China — with approximately 1.42 billion people — has blocked Facebook since 2009, creating the world's largest unreachable Facebook market. The approximately 2% reach figure for China represents users accessing via VPN circumvention tools — a technically illegal activity in China that nevertheless has millions of practitioners. Russia's decline from approximately 35% reach in 2021 to approximately 7.2% in 2026 represents the most dramatic documented single-country Facebook reach collapse in the platform's history, triggered by the Russian government's partial block following the Ukraine invasion in March 2022. Iran (approximately 8% reach) and North Korea (near zero, limited to a few thousand state-sanctioned internet users) complete the picture of politically-restricted Facebook markets. The global population in these restricted markets is in our world population analysis.

Facebook audience reach in selected restricted and low-reach markets — April 2026 (% of total population) Facebook Reach in Restricted and Low-Reach Markets — April 2026 (% of Total Population) China ~2% (blocked 2009). Russia ~7.2% (restricted Mar 2022). Iran ~8% (restricted). Japan ~18% (LINE dominance). Germany ~38% (privacy culture). North Korea ~0% (no public internet). Global avg ~37%. Sources: OONI, FB Ads Manager Apr 2026. ±3-5pp. ~2%China (blocked)

Restricted / blocked markets Structurally low (competitor dominance / privacy culture)

The Russia reach figure (7.2%) is particularly instructive as a case study in what government restriction can achieve against a firmly established platform. Before the 2022 block, Facebook had approximately 35% reach in Russia — a meaningful but not dominant position in a market where VKontakte (VK) was the dominant social platform. The block reduced reach to 7.2% within two years — a 80% reduction from the pre-restriction level. However, the 7.2% floor (approximately 10–11 million Russians) suggests that motivated users will circumvent even government-level blocks when the platform's utility is sufficient. This floor effect — where reach falls dramatically but does not reach zero — is consistent with the patterns seen in Iran (approximately 8%) and has implications for how regulators in other markets think about platform access restrictions.

Key Statistics

Facebook Audience Reach by Country — Key Statistics (April 2026)

88.5%UAE — Highest Facebook Reach: ~88.5% of Total Population Reachable via Facebook AdvertisingThe UAE leads all countries with approximately 88.5% Facebook audience reach as of April 2026 — the highest national Facebook penetration rate of any country with a significant population. Kuwait (87.2%), Singapore (83.6%), and Bahrain (83.1%) follow closely. All four countries share near-universal internet access (99%), very high smartphone penetration, and no dominant competing domestic social platform. Source: Facebook Ads Manager April 2026, DataReportal We Are Social 2026. ±3–5 percentage points margin of error. ~37%Global Average Facebook Reach — 37% of World Population (57% of Internet Users)Facebook's global average audience reach is approximately 37% of the world's total population (approximately 3.07 billion users from 8.2 billion population) as of April 2026. Among internet users specifically, reach is approximately 57%. Regional averages: Middle East ~62%, Latin America ~58%, North America ~57%, Western Europe ~47%, Southeast Asia ~48%, South Asia ~30%, Sub-Saharan Africa ~17%. Source: DataReportal We Are Social 2026, Facebook Ads Manager April 2026. ±2–3% margin of error. 74.8%USA — Highest Facebook Reach Among G20 Economies, Down -2.8pp Since 2022The United States records approximately 74.8% Facebook audience reach — the highest of any G20 major economy — despite ongoing young-user migration to TikTok and Instagram. The US reach has declined approximately 2.8pp since 2022 (from approximately 77.6%), concentrated in the 13–24 age cohort. Brazil (65.1%) and Mexico (73.1%) also record high G20 reach. Germany (38.0%), Turkey (35.3%), and Japan (17.8%) record the lowest G20 reach. Source: Facebook Ads Manager April 2026. ±3–5 percentage points. ~2%China — ~2% Facebook Reach (Blocked Since 2009), World's Largest Unreachable Facebook MarketChina has blocked Facebook since 2009, resulting in approximately 2% reach — representing users who access via VPN circumvention tools. With approximately 1.42 billion people, China is by far the world's largest country unreachable through Facebook. Russia has declined from approximately 35% (2021) to approximately 7.2% (2026) following the March 2022 access restriction — the most dramatic documented single-country Facebook reach collapse. Iran records approximately 8% due to access restrictions. Source: Open Observatory of Network Interference (OONI), Facebook Ads Manager April 2026. ±3–5pp per market. +3.8ppVietnam — Fastest Growing Top-25 Market: +3.8pp Since 2022, Driven by Rural Mobile ExpansionVietnam has recorded the fastest Facebook reach growth of any top-25 market since 2022, adding approximately 3.8 percentage points to reach approximately 79.6% as rural mobile internet access expands. Qatar (+2.6pp) and UAE (+1.8pp) are the second and third fastest-growing top-25 markets. All meaningful Facebook reach growth globally is occurring in emerging markets — developed markets are all recording marginal declines. Source: Facebook Ads Manager October 2022 vs April 2026 comparison.

±3–5 percentage points. 75ppJapan's Connectivity Gap — 93% Internet Penetration but Only 18% Facebook Reach: A 75pp GapJapan has the largest gap between internet penetration (approximately 93%) and Facebook reach (approximately 18%) of any major economy — a 75 percentage point difference explained almost entirely by LINE's entrenched dominance as Japan's primary social and messaging platform. Germany shows the second-largest gap (~94% internet, ~38% Facebook, 56pp difference). These outliers demonstrate that high internet access does not automatically translate to Facebook reach — platform competition and cultural preference can fundamentally limit Facebook's addressable population in specific markets. Source: Facebook Ads Manager, ITU, DataReportal 2026. ±3–5pp.

FAQ

Frequently Asked Questions — Facebook Audience Reach by Country 2026

The **UAE leads with approximately 88.5% Facebook audience reach as of April 2026** — meaning approximately 88.5% of the UAE's population is reachable via Facebook advertising. Kuwait (87.2%), Singapore (83.6%), and Bahrain (83.1%) follow. These small, highly connected Gulf and island nations combine near-universal internet access with no dominant competing domestic platform, allowing Facebook to reach the maximum proportion of their populations. Source: Facebook Ads Manager April 2026, DataReportal We Are Social 2026. ±3–5 percentage points margin of error.

Facebook audience reach is the **percentage of a country's total population that can be reached through Facebook advertising**. It is derived from Facebook Ads Manager's "potential reach" metric (maximum users a campaign could reach) divided by the country's total population. It is the primary publicly available measure of Facebook's national penetration since Meta does not disclose official country-level monthly active user data. Ads Manager potential reach typically runs approximately 5–10% above actual MAU due to inclusion of some inactive accounts. ±3–5 percentage points per country.

The global average Facebook advertising reach is approximately **37% of the global population as of April 2026** — equivalent to approximately 3.07 billion users from 8.2 billion total population. Among internet users specifically, global Facebook reach is approximately 57%. Regional averages vary significantly: Middle East approximately 62%, Latin America approximately 58%, North America approximately 57%, Western Europe approximately 47%, Southeast Asia approximately 48% (total population), South Asia approximately 30%, and Sub-Saharan Africa approximately 17%. Source: DataReportal We Are Social 2026, Facebook Ads Manager April 2026. ±2–3% margin of error.

Small, high-income, highly connected countries dominate the top Facebook reach rankings because they combine three factors: **near-universal internet access (90%+ of population), very high smartphone penetration, and no dominant competing domestic platform**. Countries like UAE, Kuwait, Singapore, and the Nordic nations have essentially reached Facebook's theoretical ceiling — every connected adult who wants to use Facebook already does. Large countries like India (26% reach) and Nigeria (19% reach) have many more users in absolute terms but lower percentage reach due to population scale and lower overall internet penetration. Source: Facebook Ads Manager April 2026. ±3–5pp.

Among G20 major economies, the **United States has the highest Facebook reach at approximately 74.8% of its population** as of April 2026. The UK (78.4%) and Canada (77.2%) exceed the US reach rate but are not G20 members. Among G20: USA 74.8%, Australia 76.8%, Argentina 78.3%, Brazil 65.1%, Mexico 73.1%, Saudi Arabia 68.4%, France 41.2%, Italy 43.1%, Germany 38.0%, India 26.2%, Japan 17.8%, Russia 7.2%, China ~2%. Source: Facebook Ads Manager April 2026. ±3–5 percentage points.

Japan's approximately **18% Facebook reach — despite 93% internet penetration — reflects the dominance of LINE**, Japan's native social and messaging platform. LINE has near-universal adoption among Japanese internet users (approximately 90%+ penetration) and serves the social networking, messaging, and group communication functions that Facebook provides in other markets. Japanese cultural privacy norms (reluctance to use real names publicly online) also work against Facebook's real-identity model. This represents a 75 percentage point gap between internet penetration and Facebook reach — the largest of any major economy. Germany shows a similar but less extreme pattern. Source: Facebook Ads Manager, DataReportal 2026.

Russia's Facebook reach has declined from approximately **35% in early 2022 to approximately 7.2% in April 2026** — a reduction of approximately 28 percentage points driven by the Russian government's partial access restriction imposed in March 2022 following the Ukraine invasion. This represents the most dramatic single-country Facebook reach collapse in the platform's history. The approximately 7.2% floor (approximately 10–11 million users) represents Russians accessing via VPN circumvention tools — a consistent pattern seen across restricted markets (Iran ~8%, China ~2%). Source: Facebook Ads Manager 2022 vs April 2026, OONI network interference data.

Facebook reach **consistently exceeds Instagram reach in most countries**, but the gap varies. In Southeast Asia and Latin America, Facebook reach is approximately 20–30 percentage points higher than Instagram. In Western Europe and North America, the gap is smaller (approximately 10–15pp) as Instagram has higher penetration among younger users. The UAE, which leads Facebook reach (88.5%), also shows very high

Instagram reach (approximately 74%). In markets where Instagram approaches or exceeds Facebook reach (typically younger-skewing markets), it signals a generational platform transition. Source: Facebook and Instagram Ads Manager April 2026, DataReportal 2026. ±3–5pp per country.

Sources

Facebook Ads Manager — Potential Reach by Country (April 2026) — Primary source for all country-level Facebook audience reach data. Facebook Ads Manager "potential reach" represents the maximum number of users a campaign targeting each country can reach — the only publicly available source of country-level Facebook user data. Reach percentages calculated by dividing Ads Manager potential reach by UN World Population Prospects 2026 total population estimates. Data collected April 2026.

DataReportal — We Are Social Global Digital Report 2026 / Country Digital Profiles 2026 — Cross-reference source for all country-level reach figures and internet penetration data. DataReportal's country profiles compile Ads Manager reach data alongside national survey cross-referencing. Used for regional averages, internet penetration comparisons, and mobile access breakdowns.

Statista — Facebook Reach by Country Statistics 2026 / Social Media Platform Penetration Data — Secondary source for country reach figures and historical trend comparisons. Statista aggregates Ads Manager data alongside survey-based national research for extended demographic breakdowns and time-series comparisons.

Open Observatory of Network Interference (OONI) — Primary source for data on countries where Facebook is blocked or restricted (China, Russia, Iran, North Korea). OONI conducts independent network measurement research that documents platform blocking and interference globally. Used for the restricted markets analysis in this report.

Facebook audience reach = (Ads Manager potential reach ÷ total population) × 100. Ads Manager potential reach typically 5–10% above actual MAU due to inactive accounts. ±3–5 percentage points per country. Internet penetration from ITU World Telecommunication / ICT Indicators Database 2026 and DataReportal. Population data: UN World Population Prospects 2026. Not investment advice.

STATISTICS REPORT

Leading social media platforms used by marketers worldwide — 2026

Updated May 14, 2026 · businesstats.com/social-media-platforms-used-by-marketers-worldwide

89% FACEBOOK — #1 MOST USED BY MARKETERS 2026	**80%** INSTAGRAM — #2 PLATFORM ADOPTION 2026	**52%** TIKTOK — FROM 8% IN 2019 TO 52% IN 2026
29% INSTAGRAM — HIGHEST ROI CITATION BY MARKETERS	**54%** SHORT-FORM VIDEO — MOST EFFECTIVE CONTENT FORMAT	**$276B** GLOBAL SOCIAL MEDIA AD SPEND PROJECTED 2026

Overview

Most used social media platforms by marketers worldwide 2026

The social media marketing platform landscape in 2026 is defined by two simultaneous dynamics: the remarkable persistence of Facebook at the top of marketer adoption rankings despite years of predictions about its decline, and the explosive growth of newer platforms — particularly TikTok and Instagram Reels — that have fundamentally changed what "social media marketing" means in practice. Facebook's 89% marketer adoption in 2026 reflects not necessarily that marketers prefer Facebook as a creative environment, but that its advertising infrastructure remains the most sophisticated, its targeting the most precise, and its audience the most comprehensively documented of any social media platform. Facebook's Custom Audiences, Lookalike Audiences, and pixel-based retargeting remain capabilities that competing platforms have not fully replicated.

Instagram's 80% adoption reflects a different dynamic: it has become the visual-first brand platform of choice, particularly for consumer-facing companies in fashion, food, travel, beauty, and lifestyle. The platform's Shopping features, Stories format, and Reels integration have made it the most commercially versatile of any social media platform for marketers targeting consumers aged 18–44. TikTok's rise from 8% marketer adoption in 2019 to 52% in 2026 represents the fastest adoption curve of any major social media marketing platform in history — driven by the platform's unique ability to generate organic virality at scale, something that Facebook's algorithm-driven feed has systematically reduced since 2012. The

broader social media user base these marketers are targeting is in our social media statistics and facts analysis.

Share of marketers worldwide using each social media platform for marketing purposes — 2026 (%) Social Media Platform Adoption by Marketers Worldwide — 2026 (%) Facebook 89%. Instagram 80%. LinkedIn 67%. YouTube 55%. TikTok 52%. X/Twitter 43%. Pinterest 32%. Snapchat 18%. Threads 16%. Reddit 12%. Sources: Social Media Examiner 2026, HubSpot State of Marketing 2026. ±3-5pp. 89%Facebook — #1

% of marketers worldwide using each platform for marketing purposes (2026)

The adoption chart's step-down structure — from Facebook (89%) through Instagram (80%), LinkedIn (67%), YouTube (55%), TikTok (52%), and then a sharp drop to X/Twitter (43%) — reveals a clear two-tier market. The top five platforms are used by majorities of marketers; the bottom five (X/Twitter, Pinterest, Snapchat, Threads, Reddit) are used by significant but sub-majority shares. The gap between TikTok (52%) and X/Twitter (43%) is particularly significant: X's rebranding, policy changes, and advertiser exodus since 2022 have caused meaningful marketer platform migration, with many brands that previously invested heavily in Twitter now reallocating those budgets to TikTok and Instagram Reels. The internet companies generating revenue from this marketing activity are in our internet companies revenue analysis.

Full Platform Data Table

Social Media Marketing Platform Data — Adoption, ROI, Planned Change (2026)

The table shows platform adoption rate, planned usage change, ROI ranking, and primary use case for each major platform. The digital advertising spend flowing through these platforms is tracked in our market value of the largest internet companies analysis.

Social Media Platform Usage by Marketers Worldwide — 2026 (Survey Data) Click column to sort

PLATFORM	MARKETER ADOPTION	PLANNED 2026	BEST ROI CITED	PRIMARY USE CASE	BEST FOR
Facebook	89%	Hold / slight decrease	27%	Paid advertising, retargeting	B2C broad audience
Instagram	80%	Increase (67%)	29%	Visual brand, Shopping, Reels	B2C 18-44 female skew

LinkedIn	67%	Increase (44%)	10%	B2B lead gen, thought leadership	B2B all industries
YouTube	55%	Increase (58%)	12%	Long-form video, tutorials, ads	B2C + B2B education
TikTok	52%	Increase (61%)	14%	Short-form video, Gen Z, virality	B2C under-35
X / Twitter	43%	Decrease (21%)	5%	Real-time engagement, news	Media, tech, finance
Pinterest	32%	Hold	2%	Discovery, shopping inspiration	B2C home, fashion, food
Snapchat	18%	Hold / decrease	1%	AR filters, Gen Z reach	B2C 13-24 female
Threads	16%	Increase (41%)	0%	Text-first community building	Brand voice, experimentation
Reddit	12%	Increase (28%)	0%	Community engagement, AMAs	B2C niche communities

Survey data: Social Media Examiner Industry Report 2026 (5,700+ marketers), HubSpot State of Marketing 2026 (1,400+ professionals), Hootsuite Global Social Media Trends 2026. "Adoption" = % using platform for any marketing purpose. "Best ROI" = % citing as top ROI platform. "Planned" = % planning to increase use in 2026. ±3–5 percentage points per platform.

The table's most striking finding is the divergence between Facebook's adoption (#1 at 89%) and its ROI ranking (#2 at 27%) — and even more strikingly, its "planned use" trajectory (hold/slight decrease). This pattern — high current use, modest ROI ranking, declining future intent — captures the "Facebook trap" many marketers describe: the platform is too large and too established to abandon, but rising ad costs, declining organic reach, and audience aging make it progressively less exciting as a growth channel. Instagram's combination of strong current adoption (#2 at 80%), highest ROI citation (29%), and strong increase plans (67%) confirms it as the momentum platform among social media marketers in 2026. The biggest social media platforms driving these decisions are in our biggest social media platforms by users analysis.

Adoption Trend 2019–2026

TikTok: 8% to 52% Marketer Adoption in 7 Years — The Fastest Platform Growth in Marketing History

Tracking marketer platform adoption from 2019 to 2026 reveals dramatically different trajectories across platforms. Facebook has declined marginally from 94% in 2019 to 89% in 2026 — a 5-percentage-point loss that represents a significant shift for a platform that once approached near-universal marketer adoption. Instagram has grown from 73% to 80% (+7pp) in the same period. LinkedIn has grown from 66% to 67% (+1pp) — essentially stable. The dramatic stories are TikTok (8% to 52%, +44pp) and YouTube (44% to 55%, +11pp), both driven by video content's dominance in social media marketing from 2021 onward. X/Twitter has declined from 66% in 2019 to 43% in 2026 (-23pp) — the largest platform decline in the series — driven by the ownership change, advertiser boycotts, and brand safety concerns from 2022 onward.

Social media platform adoption by marketers worldwide 2019–2026 — selected platforms, % of marketers using each Marketer Platform Adoption Trend 2019–2026 — Selected Platforms (%) Facebook: 94% (2019) to 89% (2026). Instagram: 73% to 80%. TikTok: 8% to 52%. X/Twitter: 66% to 43%. LinkedIn: 66% to 67%. YouTube: 44% to 55%. Sources: Social Media Examiner 2019-2026, HubSpot annual surveys. ±3-5pp per year. +44ppTikTok growth -23ppX/Twitter decline

The trend chart's crossing lines — TikTok rising steeply while X/Twitter declines sharply — is the defining visual narrative of the 2019–2026 social media marketing landscape. TikTok crossed X/Twitter in marketer adoption somewhere around 2024, representing a symbolic shift in the social media marketing hierarchy that would have seemed impossible in 2019 when Twitter was still considered a mandatory component of any major brand's social strategy. The crossing also reflects the broader content format shift: X/Twitter's text-based, news-driven format has become less valuable as short-form video dominates engagement metrics across all platforms. The global brands navigating these platform decisions are analysed in our biggest companies in the world by market value analysis.

B2B vs B2C Platform Split

LinkedIn Dominates B2B at 93% — Instagram Leads B2C at 88% — Two Distinct Marketing Platform Hierarchies

The most important segmentation in social media marketing platform usage is B2B versus B2C, which produces dramatically different platform hierarchies. B2B marketers rank LinkedIn first (93% adoption) above Facebook (82%) — the only marketing context where LinkedIn outranks Facebook — reflecting

LinkedIn's unique position as the only major social platform where professional identity, job title, company size, and industry are the primary identity signals rather than personal interests and consumer demographics. LinkedIn's targeting capabilities for B2B advertising — allowing campaigns directed at specific job functions, seniority levels, and company attributes — remain unmatched by any competing platform.

B2C marketers invert this hierarchy: Instagram leads at 88%, followed by Facebook (92%), TikTok (64%), YouTube (62%), and Pinterest (46%). LinkedIn's B2C adoption (38%) is dramatically lower than its B2B rate (93%) — a 55-percentage-point gap that confirms the platform's commercial positioning. The B2C dominance of Instagram and TikTok reflects the fundamental nature of consumer purchasing decisions: visual content drives product discovery, and both platforms are optimised for visual-first product showcasing through Shopping features, product tagging, and algorithm-driven product discovery that connects relevant products to interested users before they have explicitly searched for them. The search behaviour underlying this discovery is in our search engine usage analysis.

Social media platform adoption by B2B vs B2C marketers worldwide 2026 — % of each marketer type using platform Platform Adoption — B2B vs B2C Marketers Worldwide 2026 (%) LinkedIn: B2B 93% vs B2C 38% (55pp gap). Instagram: B2B 58% vs B2C 88% (30pp gap). TikTok: B2B 28% vs B2C 64%. Facebook near-equal (~92% B2C, ~82% B2B). Sources: Social Media Examiner 2026, LinkedIn B2B Institute, HubSpot. ±4-6pp per segment. 93%LinkedIn B2B adoption

B2B marketers (% using platform) B2C marketers (% using platform)

The B2B/B2C comparison chart's most surprising finding is YouTube's relatively high adoption in both segments: 65% among B2B marketers (third highest after LinkedIn and Facebook) and 62% among B2C marketers (fourth highest). YouTube's cross-segment appeal reflects its dual function as both a search engine (the world's second-largest after Google) and a social video platform — making it the only platform with genuine utility for both B2B educational content (product demos, thought leadership, how-to tutorials) and B2C brand content (entertainment, lifestyle, product showcases). Facebook's near-equal B2B (82%) and B2C (92%) adoption confirms its status as the universal marketing utility platform — used widely regardless of go-to-market strategy. The Google ecosystem powering YouTube is in our Alphabet global annual revenue analysis.

Planned Usage Changes

67% of Marketers Plan to Increase Instagram Use — Facebook Only Platform Where More Plan to Decrease Than Increase

The "planned usage change" metric — which captures what marketers intend to do with each platform over the next 12 months — is arguably more predictive of future platform importance than current adoption rates. Instagram leads planned increases (67% of marketers plan to increase Instagram use), followed by TikTok (61%), YouTube (58%), LinkedIn (44%), and Threads (41% — remarkable for a platform launched only in 2023). Facebook is notable as the only platform in the top-five where the proportion planning to decrease activity (21%) is significant enough to dampen overall sentiment, despite still having 89% current adoption.

Marketers planning to increase or decrease social media platform use in 2026 — % planning increase vs % planning decrease Planned Platform Usage Change by Marketers — 2026 (% Planning to Increase vs Decrease) Instagram +67% increase. TikTok +61%. YouTube +58%. LinkedIn +44%. Threads +41%. Facebook -21% (only major platform with significant decrease intent). Sources: Social Media Examiner 2026, Hootsuite Global Social Media Trends 2026. ±4-5pp per platform. 67%Instagram — top increase -21%Facebook decrease intent

Threads' 41% increase intent is particularly striking given its limited current adoption (16%). It signals that marketers who have experimented with Threads see sufficient potential to plan further investment — consistent with Threads' rapid growth from zero to approximately 350 million monthly active users since its July 2023 launch. Reddit's 28% increase intent, combined with only 12% current adoption, suggests similar early-adopter enthusiasm. Both Threads and Reddit are platforms where organic reach (free content distribution to interested audiences) remains far more viable than on Facebook and Instagram, where algorithmic throttling has made unpaid organic reach a fraction of what it was in 2015–2018. The social media user counts behind these platforms are in our biggest social media platforms by users analysis.

ROI Rankings by Platform

Instagram #1 for Marketing ROI at 29% — TikTok Rises to #3 From #7 in 2022, Facebook Holds at #2

The ROI ranking — which platform marketers cite most frequently as delivering the best return on their investment — is the clearest signal of where professional marketing budgets are headed. Instagram's position as the #1 ROI platform (cited by 29% of marketers) reflects its combination of strong organic reach (relative to Facebook), powerful paid advertising infrastructure (shared with Facebook through Meta's Ads

Manager), and highly engaged audience across Stories, Reels, and Feed formats. Facebook's #2 position (27%) reflects its superior audience breadth and targeting precision — particularly for direct response and conversion-focused campaigns — even as organic reach has declined.

Social media platforms generating best ROI — % of marketers citing each as top performer, worldwide 2026 Best Social Media Marketing ROI — Platforms Cited by Marketers Worldwide 2026 (%) Instagram 29%. Facebook 27%. TikTok 14%. YouTube 12%. LinkedIn 10%. Pinterest 3%. X/Twitter 2%. Snapchat 1%. Others 2%. Sources: Social Media Examiner Industry Report 2026, HubSpot State of Marketing 2026. ±4-6pp per platform. 29%Instagram — #1 ROI

% of marketers citing each platform as generating best ROI (2026)

TikTok's ROI ranking jump — from approximately 7th in 2022 to 3rd in 2026 (14%) — is the most commercially significant trend in the ROI data. It confirms that TikTok has crossed from experimental platform to proven performance channel for a meaningful share of marketers. The platforms generating this ROI are doing so through a combination of organic content (TikTok's algorithm uniquely rewards high-quality organic content with distribution to non-followers), paid advertising (TikTok's ad platform has matured significantly since 2022), and creator partnerships (influencer/creator marketing on TikTok delivers some of the highest engagement rates in the industry). LinkedIn's 10% ROI citation — while lower than its B2B adoption rate would suggest — reflects the longer sales cycles in B2B marketing that make direct ROI attribution more difficult than in B2C contexts. The digital economy driving these revenues is in our global economy analysis.

Content Format Effectiveness

Short-Form Video #1 at 54% — Text Posts at Just 5%, Confirming the Video-First Marketing Era

The content format question — which type of content generates the best results for social media marketing — has been decisively answered in 2026: short-form video dominates, cited by approximately 54% of marketers as their most effective format, more than double the next most effective format (images/graphics at 22%). This represents a fundamental shift from 2019 when images and graphics led (approximately 35%) and short-form video was cited by only approximately 18% of marketers. The shift reflects both TikTok's influence (which demonstrated that short-form video could generate outsized engagement and virality) and the platform-level response from Instagram (Reels) and YouTube (Shorts) that made short-form video the dominant discovery format across all major platforms.

Most effective social media content format for marketing — % of marketers citing each format as top performer, 2026 Most Effective Social Media Content Format for Marketing — 2026 (%) Short-form video 54%. Images/graphics 22%. Live video 11%. Long-form video 8%. Text/link posts 5%. Sources: Social Media Examiner Industry Report 2026, HubSpot State of Marketing 2026, Hootsuite 2026. ±4-5pp per format. 54%Short-form video

The content format hierarchy has profound implications for marketing resourcing and budget allocation. Text/link posts at 5% effectiveness represents a near-complete devaluation of the format that dominated social media marketing from 2009 to 2016 — the era of Facebook page posts and Twitter shares driving website traffic. Today, text-only content generates such minimal algorithmic amplification on most platforms that it has effectively been relegated to a secondary, relationship-maintenance function rather than a primary acquisition channel. Images/graphics at 22% remain relevant — particularly for static product showcasing and infographic content — but have been conclusively displaced from #1 by short-form video. The practical implication: marketers who cannot produce consistent short-form video content face a structural disadvantage against competitors who can. The social media platform users consuming this content are in our social media statistics and facts analysis.

Ad Spend by Platform

Meta Captures ~44% of Social Media Ad Spend — TikTok Fastest Growing at ~28% YoY

Global social media advertising spending reached approximately $247 billion in 2025 and is projected at approximately $276 billion in 2026 — a 12% year-on-year increase. Meta (Facebook + Instagram combined) captures the largest share at approximately 44% of total social media ad spend — reflecting both the scale of its user base and the sophistication of its advertising infrastructure. TikTok is the fastest-growing platform in terms of advertising revenue, increasing approximately 28% year-on-year in 2025 to reach approximately $25 billion globally. YouTube (owned by Alphabet/Google) captures approximately 18% of social media ad spend, with LinkedIn capturing approximately 8% — a disproportionately high share relative to its user count, reflecting the premium CPMs that B2B decision-maker audiences command.

Global social media advertising spend by platform 2025 — estimated $ billions and % share Global Social Media Ad Spend by Platform — 2025 (Estimated $ Billions) Meta (FB+IG) ~$109B (44%). YouTube ~$44B (18%). TikTok ~$25B (10%). LinkedIn ~$20B (8%). X/Twitter ~$3.5B (1%). Snapchat ~$5B (2%). Pinterest ~$4B (2%). Other ~$37B (15%). Total ~$247B. Sources: Statista, eMarketer, Sensor Tower 2025. ±8-12%

per platform. $247BTotal social ad spend 2025

Estimated social media advertising revenue ($B) — 2025

X/Twitter's collapse in advertising revenue — from approximately $5 billion in 2021 to approximately $3.5 billion in 2025 — is the most dramatic single-platform decline in social media advertising history, driven by the advertiser exodus following the 2022 ownership change and subsequent brand safety controversies. This revenue has largely migrated to TikTok and Instagram, which have both grown advertising revenues significantly over the same period. LinkedIn's $20 billion in advertising revenue — despite having only approximately 1.15 billion users versus Facebook's 3.07 billion — confirms that B2B decision-maker audiences command pricing power far above consumer demographics. The market value context for the companies receiving this revenue is in our market value of the largest internet companies analysis.

Key Statistics

Social Media Marketing Platforms — Key Statistics 2026

89%Facebook — Most Used Social Media Platform by Marketers Worldwide in 2026Approximately 89% of marketers worldwide use Facebook for marketing purposes in 2026 — the highest of any platform, but down from approximately 94% in 2019. Despite declining marketer enthusiasm (21% plan to decrease use), Facebook's advertising infrastructure, targeting precision, and audience scale make it impossible to abandon for most major brands. Instagram follows at 80%, LinkedIn 67%, YouTube 55%, and TikTok 52%. Sources: Social Media Examiner Industry Report 2026, HubSpot State of Marketing 2026. ±3–5 percentage points. 29%Instagram — #1 ROI Platform for Marketers, Cited by 29% as Their Best-Performing ChannelApproximately 29% of marketers worldwide cite Instagram as the social media platform generating the best return on investment for their marketing activities — the highest ROI rating of any platform. Followed by Facebook (27%), TikTok (14%), YouTube (12%), and LinkedIn (10%). Instagram's ROI leadership reflects its combination of strong organic reach, sophisticated paid advertising through Meta Ads Manager, and high-engagement audiences across Stories, Reels, and Feed. Sources: Social Media Examiner 2026, HubSpot State of Marketing 2026. ±4–6 percentage points. +44ppTikTok — Biggest Adoption Growth: From 8% (2019) to 52% (2026) Among MarketersTikTok's marketer adoption has grown from approximately 8% in 2019 to approximately 52% in 2026 — a 44 percentage point increase representing the fastest platform adoption growth in social media marketing history. Among marketers targeting 18–34 year olds, TikTok adoption exceeds 70%. In 2026, 61% of marketers plan to increase TikTok activity — the second-highest "increase" intent behind Instagram (67%). Sources: Social Media

Examiner annual reports 2019–2026, eMarketer TikTok Marketing Report 2025. ±3–5 percentage points. 93%LinkedIn — B2B Marketer Adoption Leader at 93%, Outranking Facebook Among B2B ProfessionalsLinkedIn achieves approximately 93% adoption among B2B marketers — the only context where it outranks Facebook (82% B2B adoption). The 55-percentage-point gap between B2B (93%) and B2C (38%) LinkedIn adoption is the largest B2B/B2C segmentation split of any major platform, reflecting LinkedIn's unique utility for decision-maker targeting, company page marketing, and thought leadership content in professional contexts. Sources: Social Media Examiner 2026, LinkedIn B2B Institute 2026. ±4–6 percentage points. 54%Short-Form Video — Most Effective Content Format, Cited by 54% of Marketers as Top PerformerApproximately 54% of marketers worldwide cite short-form video (TikTok, Instagram Reels, YouTube Shorts) as the most effective social media content format in 2026 — more than double the next format (images/graphics at 22%). Short-form video's effectiveness has grown from approximately 18% in 2019 to 54% in 2026 as TikTok's algorithmic distribution model has been adopted across all major platforms. Text/link posts, once dominant, are now cited by only 5% of marketers as their top format. Sources: Social Media Examiner 2026, HubSpot State of Marketing 2026. ±4–5 percentage points. $276BGlobal Social Media Ad Spend Projected at $276B in 2026 — Meta Captures ~44% ShareGlobal social media advertising spending reached approximately $247 billion in 2025 and is projected at approximately $276 billion in 2026 — a 12% YoY increase. Meta (Facebook + Instagram combined) captures approximately 44% of total social media ad spend ($109B). TikTok is the fastest-growing platform at approximately +28% YoY ad revenue growth ($25B in 2025). X/Twitter has declined from approximately $5B (2021) to approximately $3.5B (2025) following the 2022 ownership change and advertiser exodus. Sources: Statista, eMarketer Global Digital Ad Spend 2025–2026. ±8–12% per platform estimate.

FAQ

Frequently Asked Questions — Social Media Platforms Used by Marketers 2026

Facebook is the most used social media platform by marketers worldwide in 2026, with approximately 89% of marketers reporting they use it for marketing purposes. Instagram follows at approximately 80%, LinkedIn at 67%, YouTube at 55%, and TikTok at 52%. Despite Facebook's dominant adoption rate, it is Instagram that generates the highest ROI citations (29% of marketers cite it as best ROI), and TikTok that has shown the fastest growth in marketer adoption. Sources: Social Media Examiner Industry Report 2026, HubSpot State of Marketing 2026. ±3–5 percentage points margin of error per platform.

Instagram ranks first for marketing ROI in 2026 with approximately 29% of marketers citing it as their top-performing platform, followed by Facebook (approximately 27%), TikTok (approximately 14%), YouTube (approximately 12%), and LinkedIn (approximately 10%). TikTok's ROI ranking has risen sharply since 2022 when it ranked approximately seventh — driven by short-form video content outperforming other formats for both brand awareness and direct response. ROI perception is self-reported and reflects a combination of cost-per-result, audience quality, and attribution capability. Sources: Social Media Examiner 2026, HubSpot State of Marketing 2026. ±4–6 percentage points per platform.

B2B marketers prioritise LinkedIn above all other platforms, with approximately **93% of B2B marketers using it in 2026 — the only context where LinkedIn outranks Facebook**. Facebook follows at approximately 82%, YouTube at approximately 65%, Instagram at approximately 58%, and X/Twitter at approximately 44%. LinkedIn's B2B dominance reflects its unique targeting capabilities by job function, seniority, company size, and industry — capabilities unmatched by competing platforms for reaching business decision-makers. Sources: Social Media Examiner 2026, LinkedIn B2B Institute 2026. ±4–6 percentage points per segment.

Yes — **TikTok has grown from approximately 8% marketer adoption in 2019 to approximately 52% in 2026**, making it the fifth most-used social media platform by marketers globally and the fastest-growing major marketing platform in history. Among marketers targeting 18–34 year olds, TikTok adoption exceeds 70%. TikTok also ranks third for marketing ROI (14%) — up from approximately seventh in 2022 — and 61% of marketers plan to increase their TikTok activity in 2026 (second highest behind Instagram's 67%). Sources: Social Media Examiner 2019–2026 annual reports, eMarketer TikTok Marketing Report 2025. ±3–5 percentage points.

The platforms marketers most plan to increase use of in 2026: **Instagram (67% plan to increase), TikTok (61%), YouTube (58%), LinkedIn (44%), and Threads (41%)**. Facebook is notable as the only major platform where a significant proportion of marketers plan to decrease activity (21% plan to decrease Facebook activity) — despite it remaining the most-used platform overall. Threads' 41% increase intent is remarkable for a platform with only 16% current adoption. Sources: Social Media Examiner Industry Report 2026, Hootsuite Global Social Media Trends 2026. ±4–5 percentage points per platform.

Global social media advertising spending reached approximately **$247 billion in 2025**, projected to reach approximately $276 billion in 2026 (+12% YoY). Meta (Facebook + Instagram) captures approximately 44% of total social media ad spend (~$109B). TikTok is the fastest-growing platform at approximately +28% YoY ad revenue growth (~$25B in 2025). The average business allocates approximately 28–33% of its total

digital marketing budget to social media advertising. At the company level, the top 100 global advertisers each spend in excess of $10 million annually on social media advertising. Sources: Statista Digital Advertising Outlook 2026, eMarketer Global Digital Ad Spend 2025. ±8–12% per platform estimate.

Short-form video is the most effective social media content format in 2026, cited by approximately 54% of marketers as their top-performing format — more than double the next most effective format (images/graphics at 22%). It is followed by live video (~11%), long-form video (~8%), and text/link posts (~5%). Short-form video's dominance has grown dramatically from approximately 18% in 2019 as TikTok's format was adopted across Instagram Reels and YouTube Shorts. Marketers unable to consistently produce short-form video now face a structural competitive disadvantage. Sources: Social Media Examiner Industry Report 2026, HubSpot State of Marketing 2026. ±4–5 percentage points per format.

X/Twitter's value for marketing has declined significantly since 2022. Marketer adoption has fallen from approximately 66% in 2019 to approximately 43% in 2026 (-23 percentage points) — the largest adoption decline of any major platform. Only approximately 5% of marketers cite X as their best-ROI platform. Advertising revenue has declined from approximately $5 billion (2021) to approximately $3.5 billion (2025), with 21% of marketers planning to decrease X activity. However, X remains relevant for specific sectors (tech, finance, media, sports) where real-time engagement and news commentary have value, and for brands that rely on direct audience communication. Sources: Social Media Examiner 2026, eMarketer X/Twitter Ad Revenue Forecast 2025.

Sources

Social Media Examiner — Social Media Marketing Industry Report 2026 — Primary source for platform adoption rates, ROI rankings, planned usage changes, and content format effectiveness data. Social Media Examiner conducts the industry's largest annual survey of marketing practitioners (5,700+ respondents in 2026). The report covers platform usage, strategy, and trends across all major social media platforms.

HubSpot — State of Marketing 2026 — Cross-referenced source for platform adoption and ROI data. HubSpot's annual State of Marketing report surveys 1,400+ marketing professionals globally and provides detailed breakdowns by company size, industry, and B2B vs B2C segment. Used to cross-validate Social Media Examiner figures throughout this report.

Hootsuite — Global Social Media Trends Report 2026 — Primary source for planned platform usage change data and emerging platform adoption trends. Hootsuite surveys social media practitioners globally and publishes annual trend reports covering platform momentum, content strategy shifts, and future investment intentions.

Statista — Digital Advertising Outlook 2026 / Social Media Advertising Revenue by Platform — Primary source for global social media advertising spend data, platform-level ad revenue estimates, and 2026 advertising expenditure projections. Cross-referenced with eMarketer Global Digital Ad Spend 2025 for platform-level revenue breakdowns.

All platform adoption, ROI, and planned usage figures are from practitioner surveys — they reflect marketers' self-reported behaviour and perceptions, not independently verified platform analytics. Adoption rates represent the share of surveyed marketing professionals using each platform for any marketing purpose. ROI ratings are self-reported perceptions, not independently audited returns. ±3–5 percentage points margin of error for adoption/ROI figures; ±8–12% for advertising revenue estimates. Not investment advice.

HOW TO CITE THIS BOOK

Business Stats (2026). Facebook: statistics and facts. Retrieved Nov 18, 2026, https://businesstats.com/facebook-topic-overview/

Methodology

Every figure comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. Estimates and projections are labelled as such.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it; check the linked original sources before making decisions.

Read online: https://businesstats.com/facebook-topic-overview/