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STATISTICS DOSSIER

Facebook: statistics and facts

10 reports · 4 sections · 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

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ABOUT THIS DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
~70K	US Requests to Facebook — H1 2026	U.S. Facebook Government Data Requests 2026 — H1 2013 to H1 2026
$44.60	Facebook ARPU 2023	What Meta Earns per User: Facebook ARPU to 2023, ARPP to Q3 2026
400M	India, Largest Market	Facebook Users by Country: The Top 25 Markets and the New 2026 Top 10
78%	Ages 18 to 34 Use Facebook	Who Uses Facebook at Each Age? Survey Evidence and What Meta Does Not Report
~72K	USA — Most Requests in H2 2026 (~31% of Global)	Facebook Government Data Requests H2 2026 by Country — Top 25 Ranking

~230K	Government Requests to Facebook — H1 2026 (Estimated)	Facebook Government Data Requests 2026 — H1 2013 to H1 2026 Worldwide
3.07B	Monthly Active Users	3.07 Billion Users — Facebook Statistics & Facts 2026
3.07B	Facebook MAU Worldwide 2025	3.07 Billion Facebook Users Worldwide — Statistics 2019 to 2029

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2. User Facebook

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

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3. Facebook Users

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01

Facebook Government

3 reports

1.1

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

Updated May 18, 2026

~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

Number of user data requests issued to Facebook by federal and government agencies in the United States as of H1 2026. Full trend H1 2013–H1 2026, legal process breakdown, compliance rates, accounts affected, and context vs global total.

Full report with charts and data: businesstats.com/us-data-requests-facebook-federal-agencies-and-governments

1.2

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

Updated May 17, 2026

~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

Number of user data requests issued to Facebook by federal agencies and governments during the 2nd half of 2026, by country. USA leads with ~72,000 requests. Full 25-country ranking, compliance rates, accounts affected, and regional analysis.

Full report with charts and data: businesstats.com/global-data-requests-from-facebook-by-federal-agencies-and-governments

1.3

Facebook Government Data Requests 2026 — H1 2013 to H1 2026 Worldwide

Updated May 17, 2026

~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.)

Number of user data requests issued to Facebook by federal agencies and governments worldwide as of H1 2026. Full trend H1 2013 to H1 2026, top requesting countries, compliance rates, and legal process breakdown.

Full report with charts and data: businesstats.com/facebooks-global-user-data-requests

02

User Facebook

2 reports

2.1

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

Updated Nov 17, 2026

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

Meta last reported Facebook ARPU for 2023: $44.60 a year, $68.44 in US and Canada in Q4. It now reports ARPP: $17.72 per person in Q3 2026. Filings only.

PRIMARY SOURCES: Meta Platforms, Form 10-Q · Meta Platforms, Investor Relations · Meta Platforms, Form 10-K, fiscal 2025 · Meta Platforms, Form 10-K, fiscal 2024

Full report with charts and data: businesstats.com/facebooks-average-advertising-revenue-per-user

2.2

3.07 Billion Users — Facebook Statistics & Facts 2026

Updated Mar 20, 2026

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

Facebook has 3.07 billion monthly active users in 2026. Meta Platforms generated $164B revenue. Complete Facebook statistics, ad revenue, demographics, country rankings and 2028 forecasts.

Full report with charts and data: businesstats.com/facebook-statistics

03

Facebook Users

2 reports

3.1

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

Updated Nov 6, 2026

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

India has 400M Facebook users, the US 198M (Oct 2026 ad reach). New top 10, the full 25-country table, growth, penetration and the 75M fall in reach.

PRIMARY SOURCES: Kepios, DataReportal · Kepios, DataReportal · United States · Indonesia

Full report with charts and data: businesstats.com/top-25-countries-based-on-number-of-facebook-users

3.2

3.07 Billion Facebook Users Worldwide — Statistics 2019 to 2029

Updated May 16, 2026

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

Number of Facebook users worldwide from 2019 to 2029. Facebook had 3.07 billion monthly active users in 2025, up from 2.50 billion in 2019. Projected to reach 3.36 billion by 2029. Full data by year, region, age

group, and growth trend.

Full report with charts and data: businesstats.com/current-coverage-of-facebook-by-world-region

04

More statistics

3 reports

4.1

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

Updated Nov 7, 2026

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

Pew 2026 survey of 37 countries: Facebook use is 78% at ages 18 to 34, 74% at 35 to 49, 59% at 50+. Why Meta reports no age or gender split.

PRIMARY SOURCES: Meta Platforms, Inc. · Meta Investor Relations · Meta Investor Relations · Meta for Developers

Full report with charts and data: businesstats.com/facebook-global-user-age-distribution

4.2

Facebook Reach by Country 2026 — Highest Audience Reach Worldwide

Updated May 16, 2026

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	CHINA — LOWEST REACH (FACEBOOK BLOCKED)

Countries with the highest Facebook audience reach as of April 2026. UAE leads at 88.5% of population, followed by Kuwait (87.2%) and Singapore (83.6%). Full country ranking, penetration data, and regional analysis.

Full report with charts and data: businesstats.com/percentage-of-selected-countries-internet-users-on-facebook

4.3

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

Updated May 14, 2026

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

Most used social media platforms by marketers worldwide in 2026. Facebook leads at 89%, followed by Instagram (80%), LinkedIn (67%), YouTube (55%), and TikTok (52%). Full data on platform adoption, B2B vs B2C split, planned usage changes, and ROI rankings.

Full report with charts and data: businesstats.com/social-media-platforms-used-by-marketers-worldwide

HOW TO CITE THIS DOSSIER

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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 18, 2026.

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