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STATISTICS BOOK

Internet: statistics and facts

30 full reports · Edition October 2026

5.66B

SOCIAL MEDIA USERS

850M

TIKTOK — #1 MOST DOWNLOADED ANDROID APP (MAY 20, 2026)

~70K

US REQUESTS TO FACEBOOK — H1 2026

16.3%

MEN 25-34 — LARGEST SINGLE AGE-GENDER SEGMENT (~383M USERS)

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ABOUT THIS BOOK

Internet: statistics and facts

Every Business Stats report on Internet in one place: 71 reports, from Social (24 reports), TikTok (9 reports), Facebook (8 reports), Instagram (8 reports) and Google (4 reports). Narrower topics have their own pages: Social Media and TikTok.

The reports put numbers on it, for example 70.3% (Pinterest Audience Female), 850M (TikTok — #1 Most Downloaded Android App (May 20, 2026)), ~380M (India - #1 Country, Most Facebook Users 2026) and 74.5M (Messi World Cup - Most Liked Post of All Time).

Freshly updated: Social Media Users by Gender: Pinterest 70% Women, X 64% Men and Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads. Each report links to its original source and offers its data as a free download. This page updates itself as reports are added or revised, most recently on Oct 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 Oct 19, 2026.

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STATISTICS REPORT

Brands on social media statistics & facts

Updated Sep 30, 2026 · businesstats.com/brands-on-social-media-statistics-facts

5.66B SOCIAL MEDIA USERS	**$196.2B** META AD REVENUE 2025	**62.8%** INSTAGRAM USERS RESEARCH BRANDS
2.01% TIKTOK MEDIAN ENGAGEMENT	**73%** WOULD SWITCH IF IGNORED	**81%** SOCIAL DRIVES IMPULSE BUYS

Overview

Why social media matters to brands

Social media has become the place where most brands meet most of their customers. It is where people discover new products, check what others say about them, ask for help when something goes wrong and, more and more often, buy without ever leaving the app. For a large share of consumers, the social feed has replaced the television break, the shop window and the call centre at the same time. That is why brands of every size, from global consumer goods companies to local cafes, now treat their presence on Facebook, Instagram, TikTok, YouTube and other networks as a core part of how they sell and how they are seen.

The numbers behind this shift are large. There were 5.66 billion social media user identities worldwide in October 2025, equal to 68.7 percent of the world population. Meta alone earned 196.2 billion dollars from advertising in 2025, almost all of it from businesses trying to reach people on Facebook, Instagram, Messenger and WhatsApp. More than 30 percent of adult internet users say they discover new brands, products and services through ads on social platforms, and among people aged 16 to 34 social media ads are the leading source of brand discovery.

At the same time, being on social media has become harder for brands to do well. Organic reach is limited, engagement rates on most platforms are falling, consumers are quick to call out content that feels forced, and they expect fast replies when they reach out. This report brings together the latest data on how consumers use social media to find and judge brands, how much companies spend to reach them, how brand content performs on each platform, and how customer service, commerce, influencers and artificial intelligence are changing the rules.

Audience

The audience: billions of users, hours every week

The potential audience for brands on social media now covers most of the adult population of the world. According to the Digital 2026 report published by DataReportal, the number of social media user identities reached 5.66 billion in October 2025, up 259 million, or 4.8 percent, in a year. That works out at about 21.5 million new user identities every month. Our data on the number of social network users worldwide tracks how this total has grown over the past decade.

People also spend a great deal of time on these platforms. The typical online adult spends about 18 hours and 36 minutes a week on social media and video feeds, and women aged 16 to 24 spend 25 hours and 45 minutes. The average user is active on 6.75 different platforms each month, which means that brands rarely have one single place to reach their audience; they need to be present on several networks at once, each with its own format and culture. More detail is available in our figures on daily social media usage worldwide.

Most of that time is not spent looking for brands. The most common reason for using social media is keeping in touch with friends and family, cited by 50.2 percent of users, followed by filling spare time at 39.7 percent and reading news stories at 35.4 percent. Brands are guests in a space that people mainly use for other things, which explains why content that entertains, informs or helps tends to perform better than straightforward advertising. The full ranking is shown in our report on why people use social media.

5.66BSocial media user identitiesOctober 2025.68.7%Share of world populationOn social media.18h 36mWeekly time on socialTypical online adult.6.75Platforms used a monthAverage per user. Discovery

How consumers discover and research brands on social

Social media has become one of the most important channels for finding and checking out brands. DataReportal says social networks are the second most important channel overall for online brand research, after search engines, and they rank first among internet users aged 16 to 34. For younger consumers, scrolling through Instagram, TikTok or YouTube is often the first step in deciding what to buy, before any search engine is used.

The platforms differ in how strongly they are used for this purpose. Instagram leads: 62.8 percent of its active users say they use it to follow or research brands and products. TikTok follows with 56.2 percent and Facebook with 53 percent. Because Instagram also has a very large user base, it reaches the largest

absolute audience of brand researchers of any platform, ahead of Facebook and then TikTok, even though TikTok has a higher share of users researching brands than Facebook.

Share of Platform Users Who Follow or Research Brands, 2026 (%)Share of each platforms active users who say they use it to follow or research brands and products.

Data:

DataReportal, Digital 2026 report, based on GWI survey data to October 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Instagram leads for brand research: 62.8 percent of Instagram users follow or research brands and products on the platform, ahead of TikTok at 56.2 percent and Facebook at 53 percent.

Paid social also plays a big role in discovery. More than 30 percent of adult internet users say they find new brands, products and services through ads on social media, putting social ads third among brand discovery channels, behind search engines and television ads. Together, those three channels reach only 62.2 percent of online adults, a reminder that no single channel reaches everyone and that brands need a mix of approaches.

Discovery through social is also growing on newer platforms. The share of TikTok users who use the app to follow or find information about brands and products has risen sharply since late 2021, according to GWI, and the same trend is visible on Snapchat. Short video has turned product discovery into entertainment: people come across products in creator videos, comment threads and live streams rather than in traditional ads, and the line between content and commerce is increasingly hard to see.

Platforms

Where consumers who follow brands are active

For brands, the choice of platform depends on where their audience spends time. The Sprout Social Index 2025, based on a survey of 4,044 consumers in the United States, the United Kingdom, Canada and Australia who follow at least five brands on social media, shows how broad that presence has become. Facebook remains the most common platform, with 90 percent of these consumers holding a profile, followed by Instagram at 82 percent and YouTube at 76 percent. TikTok reached 58 percent, X 50 percent and Snapchat 46 percent.

Social Media Profiles Held by Consumers Who Follow Brands, 2025 (%)Share of consumers who follow at least five brands on social media and have a profile on each platform.

Data:

Sprout Social Index 2025, survey of 4,044 consumers in the US, UK, Canada and Australia, September 2024. Compiled by BusinessStats.Switch to the table for exact figures.

Facebook still the widest net: 90 percent of consumers who follow brands have a Facebook profile, compared with 82 percent on Instagram and 58 percent on TikTok.

The gap between the older and newer networks is narrowing among younger consumers, who are more likely to use TikTok and Snapchat and less likely to use Facebook. This is why most brands now run accounts on several networks and adapt their content for each one: longer posts and community groups on Facebook, polished visuals and Reels on Instagram, fast and informal short videos on TikTok, and longer tutorials and reviews on YouTube. Our overviews of Instagram, Facebook and YouTube show how each audience differs, and our ranking of the biggest social media platforms by users puts their size in context.

The accounts with the largest audiences show what brand success on social media looks like at the top end. Football clubs, sports stars, media brands and luxury houses dominate the lists of the most followed accounts, while consumer brands such as Nike and National Geographic have built audiences in the hundreds of millions. See our data on the most followed Instagram accounts and the most followed TikTok accounts for the current rankings.

Ad Spending

How much brands spend to reach social audiences

Organic posts are only part of the picture. Most brands also pay to reach people on social media, and social advertising is now the largest single channel in global advertising. WPP Media, in its midyear 2026 forecast, expects global advertising revenue to grow 8.9 percent in 2026 to about 1.3 trillion dollars, and describes social as the largest channel, although it expects growth in social to slow to single digits from 2027. Dentsu forecasts that social advertising will grow 11.4 percent in 2026, one of the fastest rates of any channel. More detail is available in our data on social media ad spend worldwide.

The clearest measure of how much brands spend on social media comes from the platforms themselves. Meta, which owns Facebook, Instagram, Messenger and WhatsApp, earned 196.2 billion dollars from advertising in 2025, up from 160.6 billion in 2024 and 131.9 billion in 2023. Advertising revenue has grown by more than 70 percent since 2022, when Meta was hit by changes to Apple privacy rules that made ads harder to target and measure.

Meta Advertising Revenue, 2021 to 2025 (billion USD)Annual advertising revenue across Facebook, Instagram, Messenger and WhatsApp.

Data:

Meta fourth quarter and full year results, 2022 to 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Record ad haul: Meta advertising revenue rose from 113.6 billion dollars in 2022 to 196.2 billion in 2025, as brands poured more money into Facebook and Instagram.

Growth accelerated further in 2026. In the second quarter of 2026, Meta advertising revenue rose 27 percent to 59.4 billion dollars. The number of ad impressions increased 14 percent and the average price per ad rose 12 percent, showing that brands are paying more for each placement as well as buying more of them. Meta says 3.60 billion people used at least one of its apps every day in June 2026. Our figures on Facebook average advertising revenue per user show how much each user is worth to the company.

Platform Revenue

Advertising revenue across social platforms

Meta dominates the social advertising market, but it is not alone. YouTube earned 40.4 billion dollars from advertising in 2025, up about 12 percent. Among the smaller listed platforms, Snap reported revenue of 5.9 billion dollars, Pinterest 4.2 billion and Reddit 2.2 billion, all of them mostly from advertising. TikTok does not publish its financial results, so it is not included. The gap between Meta and the rest shows how concentrated brand spending on social media has become. For a wider comparison, see our data on revenue of selected social media companies.

Revenue of Leading Ad-Funded Social Platforms, 2025 (billion USD)Advertising revenue for Meta and YouTube; total revenue for Snap, Pinterest and Reddit, which comes mostly from advertising.

Data:

Meta, Alphabet, Snap, Pinterest and Reddit full year 2025 results.

Note:

TikTok does not publish financial results. Compiled by BusinessStats.Switch to the table for exact figures.

Meta in a league of its own: Meta earned 196.2 billion dollars from ads in 2025, almost five times the 40.4 billion earned by YouTube ads and far ahead of Snap, Pinterest and Reddit.

For brands, the smaller platforms can still be valuable. Pinterest reached 619 million monthly active users at the end of 2025 and is used heavily for planning purchases, from home decoration to fashion. Snap had 946 million monthly active users and says the number of its active advertisers rose 28 percent in the fourth quarter of 2025. Reddit, with its topic-based communities, gives brands access to people who are actively discussing products and asking for recommendations. These platforms usually offer lower ad prices than Meta, and their audiences can be easier to reach for specialist brands.

Engagement

How brand content performs: engagement benchmarks

Posting on social media is easy; getting people to respond is not. The 2026 Social Media Industry Benchmark Report from Quid, formerly Rival IQ, analysed millions of posts from 150 randomly selected companies in each of 18 industries. It measures engagement rate per post as likes, comments and other interactions divided by the number of followers, which allows brands of different sizes to be compared.

TikTok is again the clear leader. The median brand post on TikTok achieved an engagement rate of 2.01 percent in the 2026 report, several times higher than on any other platform. Instagram engagement continued a slow decline, falling from 0.36 percent to 0.30 percent, a drop of about 17 percent in a year. YouTube appeared in the report for the first time with a median of 0.21 percent. X engagement doubled from 0.015 percent to 0.03 percent, but from a very low base. Facebook engagement held steady year on year and remains among the lowest of the major platforms.

Median Engagement Rate per Brand Post by Platform, 2026 (%)All-industry median engagement rate per post by followers.

Data:

Quid (formerly Rival IQ), 2026 Social Media Industry Benchmark Report, 150 companies in each of 18 industries.

Note:

Facebook held steady and is not shown. Compiled by BusinessStats.Switch to the table for exact figures.

TikTok leads by a wide margin: the median brand post on TikTok earned an engagement rate of 2.01 percent, compared with 0.30 percent on Instagram and 0.21 percent on YouTube.

Engagement varies a great deal by industry. On TikTok, pharmaceutical brands, higher education institutions, alcohol brands and energy companies achieved the highest engagement rates. On Instagram, higher education, sports teams and energy brands led, while on Facebook sports teams came first, followed by higher education and energy. On X, sports teams, automotive brands, airlines and influencers performed best, and on YouTube food brands had the highest engagement, followed by pet brands and sports. The common factor is an audience that is emotionally invested: fans, students and enthusiasts engage far more than casual followers.

Low engagement rates do not mean that social media does not work for brands. Many posts are seen by far more people than engage with them, and paid campaigns are measured on reach, clicks and sales rather than likes. But the falling engagement on established platforms explains why brands are shifting effort towards short video, creators and communities, where people are more likely to respond.

Posting Frequency

How often brands post

The same benchmark shows how often brands post on each platform. The median brand published 3.69 posts a week on Instagram and 3.0 on Facebook in the 2026 report. On X, the median was 2.24 posts a week, and on TikTok, where each post is a video that takes more time to produce, it was 1.98 videos a week.

Median Brand Posts per Week by Platform, 2026All-industry median number of posts per week.

Data:

Quid (formerly Rival IQ), 2026 Social Media Industry Benchmark Report. Compiled by BusinessStats.Switch to the table for exact figures.

More is not always better: brands post most often on Instagram, at 3.69 posts a week, but TikTok, where they post just under twice a week, delivers by far the highest engagement.

The data suggest that posting more does not guarantee better results. Higher education institutions, which lead on engagement across several platforms, often post less than the median, while some industries that post heavily see low engagement. The platforms reward content that keeps people watching and interacting, so brands increasingly focus on fewer, better posts and on formats such as short video, carousels and live streams that the algorithms favour.

Content

What consumers want from brand content

Consumers have clear views about how brands should behave on social media. In the Sprout Social Index 2025, 93 percent of consumers said it is important for brands to keep up with online culture. But they also draw a line between understanding culture and chasing it: 33 percent said that brands jumping on viral trends is embarrassing, and 27 percent said trends only work for brands within 24 to 48 hours. Being relevant, in other words, means knowing the audience rather than copying every meme.

Tone matters too. In a Sprout Social survey of 2,250 consumers in August 2026, 50 percent said they want brands to sound authentic and relatable rather than corporate, and 84 percent said cultural relevance is important. When asked what drives their loyalty, 44 percent pointed to the quality of the product or service and 33 percent to the originality of the content. Sprout Social says its 2026 content strategy research, based on more than 2,300 consumers and 1,200 marketers, found that consumers want brands to make human-generated content their top priority, a clear signal of unease about the rise of AI-generated posts.

Trust is a growing concern. In the 2025 Index, 93 percent of consumers said brands need to do more to combat misinformation, and in the August 2026 survey 84 percent said they are concerned about AI deepfakes, while 38 percent said they have become more sceptical of ads in general. Brands that are transparent about who they are, what they sell and how their content is made are better placed to keep that trust.

93%Want brands to keep up with cultureSprout Social Index 2025.33%Find trend-chasing embarrassingSprout Social Index 2025.50%Want an authentic, relatable voiceSprout Social, August 2026.84%Worried about AI deepfakesSprout Social, August 2026. Social Commerce

From scrolling to buying

Social media is no longer just a place to build awareness; it is increasingly where people buy. In the Sprout Social Index 2025, 81 percent of consumers said social media drives impulse purchases. When asked where they make purchases directly through social media, 39 percent named Facebook, 36 percent TikTok and 29 percent Instagram. Among younger consumers TikTok is especially strong: 54 percent of Gen Z and 47 percent of millennials said they make purchases on the platform.

Seasonal shopping shows the same pattern. In the August 2026 Sprout Social survey, 46 percent of consumers said they discover gifts through social media, the same share as physical stores and ahead of

recommendations from friends and family at 34 percent. The share rose to 54 percent among Gen Z and 50 percent among millennials, compared with 31 percent among baby boomers, who still prefer stores. Nearly half of consumers, 49 percent, said they are more likely to buy from brands that start their holiday campaigns early, in August.

The growth of in-app shops such as TikTok Shop, Instagram Shopping and Facebook Marketplace has shortened the path from discovery to purchase to a few taps. For brands, that turns social media into a direct sales channel with its own economics: product listings, affiliate commissions for creators, live shopping events and ads that link straight to checkout. It also makes results easier to measure, which is one reason advertising budgets have continued to move towards social platforms.

Customer Care

Social media as a customer service channel

Consumers increasingly expect to reach brands on social media when they have a question or a problem, and they expect quick answers. In the Sprout Social Index 2025, 73 percent of consumers said they would buy from a competitor if a brand does not respond to them on social media. That makes customer care on social not just a service function but a direct factor in keeping customers.

The August 2026 Sprout Social survey shows where consumers go for help. TikTok was named by 50 percent of respondents as a platform they use first for customer service, followed by Facebook at 46 percent, Instagram at 44 percent, X at 28 percent and WhatsApp at 26 percent. Most people prefer to handle problems privately: 55 percent prefer direct messages to public complaints, while 31 percent comment publicly and 13 percent tag brands directly. A third, 33 percent, want brands to move public complaints into private messages to resolve them.

Platforms Consumers Use First for Customer Service, 2026 (%)Share of consumers naming each platform; respondents could choose more than one.

Data:

Sprout Social pulse survey of 2,250 consumers, August 11 to 18, 2026. Compiled by BusinessStats.Switch to the table for exact figures.

TikTok becomes a help desk: half of consumers named TikTok as a first stop for customer service, ahead of Facebook at 46 percent and Instagram at 44 percent.

Speed matters. In the same survey, 68 percent of consumers said they expect a brand to respond within 24 hours, 24 percent expect a reply within one to two hours and 14 percent expect a response in less than an hour. For large brands receiving thousands of messages a day, meeting those expectations requires dedicated teams, clear escalation rules and, increasingly, AI tools that sort and draft replies for human agents. A further 27 percent of consumers said they plan to use social media for customer service more than in the previous year, while 59 percent expect to use it about as much.

Influencers

Brands and creators

Working with creators has become one of the main ways brands reach people on social media. Influencer Marketing Hub, in its 2026 benchmark report based on more than 600 respondents, found that 87.5 percent of brands and agencies expect their influencer marketing budgets to increase, and 72.2 percent expect increases of 50 percent or more. Only 5.6 percent expect budgets to fall. TikTok was the platform most often included in influencer plans, chosen by 31 percent of respondents, followed by Instagram and YouTube.

Most brands now run these programmes themselves: 66.3 percent manage influencer marketing entirely in-house, while about 10.7 percent work only through agencies and a similar share use a mix of the two. Brand awareness remains the main goal, named by 89 percent of those increasing budgets, while 35 percent prioritise conversions and 25 percent attributable revenue. Sprout Social says 49 percent of consumers make purchases at least once a month because of content from influencers, a figure that explains why creator content is taking a growing share of social budgets.

Creators bring something brand accounts often struggle to achieve: trust and a sense of personal recommendation. GWI data show that 41 percent of people who follow influencers researched a product after seeing it on social media because it matched something they needed, compared with 30 percent of the average consumer. For brands, the challenge is to choose creators whose audiences match their customers and to measure results beyond likes and views.

AI

Artificial intelligence and brand social media

Generative AI has quickly become part of everyday social media work. In the 2026 Social Media Marketing Industry Report from Social Media Examiner, 62 percent of marketers said they use generative AI tools

every day. In the Sprout Social Index 2025, 93 percent of social media practitioners said AI can help them fight creative fatigue, 48 percent of marketing leaders planned to increase AI investment in 2025 and 97 percent said AI knowledge is critical for their teams. Our data on the benefits of generative AI in social media marketing show where marketers see the greatest gains.

Brands mostly use AI to draft captions and posts, brainstorm ideas, resize and edit images and video, analyse performance and sort customer messages. In influencer marketing, 36.7 percent of respondents to the Influencer Marketing Hub survey use AI to find creators and 21.1 percent use it to generate content, while 10.6 percent do not use AI at all. Platforms are also building AI into their ad systems: Meta and others now let brands generate ad variations, target audiences and set budgets automatically.

Consumers are more cautious. With 84 percent worried about deepfakes and many saying they want human-made content, brands face a balancing act between using AI to work faster and keeping their content authentic. Labelling is one response: platforms such as Meta, TikTok and YouTube now label content made or edited with AI, and many marketers support these labels, as shown in our data on what marketers think of AI-generated content labels.

Marketers

How marketers are planning their social strategy

Marketers continue to shift effort towards video and towards platforms that deliver results. In the 2026 Social Media Examiner report, 49 percent of marketers said video is the single most important type of content, and 56 percent planned to increase their organic activity on Instagram. Sprout Social says 70 percent of marketers in its 2026 research named Facebook as the platform with the strongest business impact, a reminder that the oldest network still delivers for many brands despite its low engagement rates. Our data on the platforms marketers use, the platforms with the highest return on investment and how marketers plan to use each platform show these choices in more detail.

Proving value remains a challenge. In the Sprout Social Index 2025, 65 percent of marketing leaders said they want a direct link between social campaigns and business goals, 52 percent want quantifiable cost savings across channels and 45 percent want better data visualisation. Only 57 percent of leaders said their executives trust the social team, even though 74 percent of executives said they do. Better measurement, linking posts and ads to sales, sign-ups and customer retention, is the main way social teams are trying to close that gap.

Social teams are also under pressure. In the same Index, 94 percent of practitioners said they feel pressure to be chronically online, and more than a third reported rising creative fatigue. At the same time, 86 percent of leaders expected to hire more people for their social teams. The job has grown from posting updates into a mix of content production, community management, customer service, commerce and data analysis, and teams are being reshaped to match.

Outlook

The outlook for brands on social media

Social media will remain the most important channel for many brands over the next few years, but the way brands use it is changing. Budgets are still growing, with Meta advertising revenue up 27 percent in the second quarter of 2026, but forecasters expect overall growth in social advertising to slow as time spent on the platforms plateaus and AI assistants compete for attention. At the same time, the platforms are becoming stores, search engines and help desks as well as places to share content.

The brands that succeed are likely to be those that treat social media as a relationship rather than a broadcast channel: responding quickly to customers, working with trusted creators, investing in video and community, and using AI carefully without losing a human voice. Consumers have made clear what they want, and the data show that brands which ignore them risk losing customers to competitors who listen. For a wider view of the industry, see our social media statistics and facts overview.

Key Facts

Brands on social media in numbers

$196.2BMeta advertising revenue2025, up 22 percent.2.01%TikTok median engagementPer brand post, 2026.73%Would switch if ignoredSprout Social Index 2025.81%Say social drives impulse buysSprout Social Index 2025. FAQ

Frequently Asked Questions

There were 5.66 billion social media user identities worldwide in October 2025, equal to 68.7 percent of the world population, according to DataReportal.

Yes. Social networks are the second most important channel for online brand research after search engines, and the top channel for people aged 16 to 34. 62.8 percent of Instagram users follow or research

brands on the app.

TikTok. The median brand post on TikTok had an engagement rate of 2.01 percent in 2026, compared with 0.30 percent on Instagram and 0.21 percent on YouTube.

Meta alone earned 196.2 billion dollars from advertising in 2025. YouTube earned 40.4 billion from ads, and social is the largest single channel in global advertising.

The median brand posts 3.69 times a week on Instagram, 3.0 times on Facebook, 2.24 times on X and 1.98 times on TikTok, according to the 2026 Quid benchmark.

68 percent of consumers expect a reply within 24 hours, 24 percent within one to two hours and 14 percent within an hour, according to a Sprout Social survey in August 2026.

73 percent of consumers say they would buy from a competitor if a brand does not respond to them on social media, according to the Sprout Social Index 2025.

Yes. 81 percent of consumers say social media drives impulse purchases, and 54 percent of Gen Z say they make purchases on TikTok.

62 percent of marketers use generative AI tools daily, mainly for drafting content, editing visuals and analysing results, but 84 percent of consumers are worried about AI deepfakes.

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Meta - second quarter 2026 results.

Meta - fourth quarter and full year 2023 results.

Alphabet - fourth quarter and fiscal year 2025 results.

Snap Inc. - fourth quarter and full year 2025 results.

Pinterest - fourth quarter and full year 2025 results.

Reddit - fourth quarter and full year 2025 results.

Social Media Examiner - 2026 Social Media Marketing Industry Report.

Influencer Marketing Hub - Influencer Marketing Benchmark Report 2026.

WPP Media - This Year Next Year midyear 2026 forecast.

dentsu - global ad spend forecasts, December 2025.

Company figures come from earnings releases. Survey figures reflect the samples surveyed and may not represent all consumers. Forecasts are estimates. All data compiled by BusinessStats.

STATISTICS REPORT

Social Networks Ranked by Number of Users: 2026 League Table

Updated Oct 6, 2026 · businesstats.com/global-social-networks-ranked-by-number-of-users

3B+ INSTAGRAM MONTHLY USERS	**3B+** WHATSAPP MONTHLY USERS	**3.60B** PEOPLE ON META APPS DAILY
1.44B WEIXIN AND WECHAT MAU	**971M** SNAPCHAT MAU	**4 years** TIKTOK TIME TO 1 BILLION

Overview

Why a ranking of social networks needs official numbers

Rankings of social networks are published every month, but many of them mix company filings with estimates, mix monthly with daily users, and repeat numbers that the companies never stated. This league table takes a stricter approach. Every figure comes from a company document: a quarterly report, a filing with a securities regulator, a transcript of an earnings call, a court filing or an official announcement. Each figure is shown with the type of user it measures and the date it applies to.

The result is a ranking with fewer platforms but more confidence. It shows a clear top tier of three Meta apps, a second tier of networks with around 1 billion monthly users, and a long list of platforms with between 100 million and 1 billion. For the overall number of people using social media and how the industry earns its money, see our wider report on social networks and our social media facts and figures.

3Networks above 3 billion monthly usersAll owned by Meta.4Networks at 1 to 1.5 billionWeChat, Messenger, Telegram, TikTok.2Chinese networks above 500 millionKuaishou and Weibo, plus QQ.15Networks ranked by monthly usersOfficial figures only. Monthly Users Ranking

The ranking by monthly active users

Monthly active users, or MAU, are the most common way to compare the reach of social networks: the number of distinct accounts or people that used the service at least once in a month. Instagram, WhatsApp

and Facebook all sit at or above 3 billion. Meta stopped reporting monthly users for individual apps after 2023, when Facebook had 3.07 billion, but its executives have since confirmed that Instagram reached 3 billion monthly actives in 2025 and WhatsApp more than 3 billion.

Social Networks Ranked by Monthly Active Users, Latest Official Figure (billion)Each value is the latest number published by the company; dates differ by platform.

Data:

Meta (Facebook, Dec 2023; Instagram, Oct 2025; WhatsApp and Messenger, Apr 2025; Threads, Jul 2026), Tencent (WeChat and QQ, Jun 2026), Telegram (Mar 2025), TikTok court filing (Dec 2024), Snap, Pinterest, Kuaishou, Weibo and Bilibili Q2 2026 results.

Note:

values stated as more than a round number are shown at that number. Compiled by BusinessStats.Switch to the table for exact figures.

A clear top tier: three Meta apps are each about twice the size of WeChat, the largest network outside Meta.

Below the top three, the second tier is led by WeChat, the Tencent super-app, with 1.439 billion combined monthly users of Weixin and WeChat at the end of June 2026, up 2 percent in a year. Messenger, Telegram and TikTok have each claimed over 1 billion users a month, although none publishes an exact figure. Snapchat is close behind at 971 million, followed by the Chinese short-video app Kuaishou at 797 million.

The lower half of the ranking shows how varied the market is: Pinterest, a visual discovery network, has 640 million monthly users; Weibo, the Chinese microblog, 561 million; QQ, the older Tencent messenger, 520 million on mobile devices; Threads, which Meta introduced in July 2023, more than 500 million; and Bilibili, a Chinese video community, 371 million. Audience splits by gender are covered in our gender distribution by platform data.

Full League Table

The full league table of social networks

RANK	NETWORK	OWNER	USERS	METRIC	AS OF

1	Facebook	Meta	3.07 billion	Monthly active users	Dec 2023 (last app-level report)
2	Instagram	Meta	3 billion	Monthly actives	Oct 2025
2	WhatsApp	Meta	more than 3 billion	Monthly actives	Apr 2025
4	WeChat (Weixin and WeChat)	Tencent	1.439 billion	Combined monthly active users	Jun 2026
5	Messenger	Meta	more than 1 billion	Monthly users	Apr 2025
5	Telegram	Telegram	more than 1 billion	Monthly active users	Mar 2025
5	TikTok	ByteDance	more than 1 billion	Users worldwide	Dec 2024
8	Snapchat	Snap	971 million	MAU	Q2 2026
9	Kuaishou	Kuaishou	797.3 million	MAU	Q2 2026
10	Pinterest	Pinterest	640 million	MAU	Q2 2026
11	Weibo	Weibo	561 million	MAU	Jun 2026
12	QQ	Tencent	520 million	Mobile MAU	Jun 2026
13	Reddit	Reddit	514.6 million	Weekly active uniques (WAUq)	Q2 2026
14	Threads	Meta	more than 500 million	Monthly actives	Jul 2026
15	Bilibili	Bilibili	371 million	MAU	Q2 2026

Reddit is included at its weekly figure, because it does not publish monthly users. A monthly count would be higher than the weekly one, so its true rank by monthly users may be above Threads. LinkedIn reports more than 1.3 billion members, but members are registered accounts, not active users, so it is listed separately. Bluesky had more than 43 million registered users in March 2026. The ranking of individual accounts on one platform is a different list, covered in our report on the most followed TikTok accounts.

Two well-known networks are absent. YouTube has not published an official monthly user count for years; its last company statement, from 2013, was more than 1 billion monthly unique users, and its current audience is clearly larger. X has made public claims about its user numbers but publishes no filings or audited reports. Both would rank high on any estimate, but neither can be placed with an official number.

Daily Users Ranking

The ranking by daily active users

Daily active users, or DAU, are a tougher test, because they count only people who return every day. Meta reports a combined measure for all its apps, Family Daily Active People, which averaged 3.60 billion for June 2026, 3 percent higher than a year earlier. On its July 2026 earnings call, Meta said Facebook and Instagram each had more than 2 billion daily actives, and it said the same of WhatsApp in January 2026.

Social Networks Ranked by Daily Active Users, Latest Official Figure (million)Meta apps and Discord stated as more than the value shown.

Data:

company statements and quarterly results.

Note:

Reddit counts daily active uniques, including logged-out visitors; Meta Family Daily Active People (3.60 billion) is not shown because it combines several apps. Compiled by BusinessStats.Switch to the table for exact figures.

Daily use is even more concentrated: the three biggest Meta apps each have about four times as many daily users as Snapchat.

Snapchat has the largest daily audience outside Meta among networks that report it, with 493 million in Q2 2026, up 5 percent. Kuaishou follows with 412.3 million, then Weibo with 254 million. Threads reported 150 million daily actives in the third quarter of 2025, and Reddit had 130.3 million daily active uniques in Q2 2026. Discord says it has more than 90 million daily users.

The ratio of daily to monthly users shows how habitual each service is. Snapchat converts about 51 percent of its monthly users into daily users, Kuaishou about 52 percent and Weibo about 45 percent. For Facebook and Instagram, more than 2 billion daily users against roughly 3 billion monthly suggests a ratio of about two thirds. How long people spend on these apps each day is tracked in our time spent on social

media each day data.

How Users Are Counted

How each network counts its users

Because there is no common standard, user numbers are only comparable with care. Most companies count monthly active users, but they define activity differently. Some count logged-in accounts, others count unique devices, and Reddit counts unique visitors whether logged in or not. In 2024 Meta stopped reporting monthly users for each app and now reports only a family-wide count of people, which removes duplicates when one person uses several Meta apps.

METRIC	WHAT IT COUNTS	USED BY
Monthly active users (MAU)	Accounts or people active at least once in 30 days or a calendar month	Snap, Pinterest, Tencent, Kuaishou, Weibo, Bilibili
Daily active users (DAU)	Average number active each day	Snap, Kuaishou, Weibo, Bilibili, Discord
Family Daily Active People (DAP)	Unique people using any Meta app each day	Meta
Daily or weekly active uniques (DAUq, WAUq)	Unique visitors, logged in or not	Reddit
Members	Registered accounts, active or not	LinkedIn
Registered users	Sign-ups since launch	Bluesky

Adding the monthly users of all networks therefore gives a figure much larger than the number of people online, because the typical internet user is active on several platforms. The total number of people using social media is tracked separately in our report on the number of social network users worldwide.

Race to 1 Billion

The race to 1 billion users

The dates on which the largest networks first announced 1 billion users show how quickly the market has scaled. Facebook did it first, in October 2012, eight years after it was founded. YouTube followed in March 2013, WhatsApp in February 2016, and Instagram and WeChat in 2018. TikTok announced 1 billion monthly users in September 2021, and Telegram in March 2025.

Years Taken to Reach 1 Billion Users, by NetworkCalendar years between launch and the official 1 billion announcement.

Data:

Facebook (Oct 2012), YouTube (Mar 2013), WhatsApp (Feb 2016), Instagram (Jun 2018), WeChat (Q1 2018 results), TikTok (Sep 2021), Telegram (Mar 2025).

Note:

years rounded by calendar year; TikTok measured from its 2017 international launch. Compiled by BusinessStats.Switch to the table for exact figures.

TikTok was twice as fast: it reached 1 billion users in about four years, against seven or eight for the other giants.

MILESTONE	NETWORK	DATE
1 billion monthly users	Facebook	October 2012
1 billion monthly unique users	YouTube	March 2013
1 billion users	WhatsApp	February 2016
2 billion monthly users	Facebook	June 2017
1 billion combined monthly users	WeChat	First quarter of 2018
1 billion monthly users	Instagram	June 2018
2 billion users	WhatsApp	February 2020
1 billion monthly users	TikTok	September 2021
3 billion monthly users	Facebook	Second quarter of 2023
1 billion monthly users	Telegram	March 2025
3 billion monthly actives	WhatsApp	April 2025
3 billion monthly actives	Instagram	September 2025
500 million monthly actives	Threads	July 2026

The speed of the newer networks reflects how many more people were online when they launched. When Facebook opened to the public in 2006, there were far fewer smartphone users than when TikTok

expanded internationally in 2017. Growth since 1 billion has also been faster: Instagram added its second and third billion in about seven years. TikTok audience data by country are in our ranking of the countries where TikTok has the most users.

Facebook History

Facebook: from 1.06 billion to 3.07 billion monthly users

Facebook is the only top network with a long, consistent public record of users, published every quarter from its 2012 stock market listing until the end of 2023. At the end of 2012 it had 1.06 billion monthly users and 618 million daily users. By the end of 2023 those numbers had risen to 3.07 billion and 2.11 billion.

Facebook Monthly and Daily Active Users, 2012 to 2023 (billion)End-of-year values; Meta stopped reporting app-level figures after 2023.

Data:

Meta Platforms, fourth quarter and full year results, 2012 to 2023.

Note:

monthly users at 31 December; daily users are the December average. Compiled by BusinessStats.Switch to the table for exact figures.

Three billion and growing slowly: Facebook nearly tripled its monthly users in 11 years, but growth slowed to low single digits after 2020.

The fastest growth came in the middle of the decade, when Facebook was adding more than 200 million monthly users a year as smartphones spread across Asia, Africa and Latin America. The year 2020 stands out, with 300 million additions as the pandemic pushed more people online. After that, growth fell to 3.9 percent in 2021, 1.7 percent in 2022 and 3.7 percent in 2023. Meta passed 3 billion monthly Facebook users in the second quarter of 2023.

The ratio of daily to monthly users rose from 58 percent in 2012 to 69 percent in 2023, which means Facebook became more of a daily habit even as its growth slowed. The founder behind these numbers features in our list of the richest social media entrepreneurs.

Meta Family

The Meta family: 3.60 billion people every day

Since 2024 the only user number Meta reports each quarter is Family Daily Active People, a measure it introduced in 2019: the number of unique people who use Facebook, WhatsApp, Instagram, Threads or Messenger on an average day. The count has risen every year, from 2.26 billion at the end of 2019 to 3.58 billion at the end of 2025 and 3.60 billion by mid-2026.

Meta Family Daily Active People, 2019 to 2026 (billion)Unique people using any Meta app on an average day.

Data:

Meta Platforms, fourth quarter results 2019 to 2025 and Q2 2026 results.

Note:

Meta estimates DAP by removing duplicate users across apps. Compiled by BusinessStats.Switch to the table for exact figures.

Up 1.34 billion in six and a half years: more than four in ten people on Earth use a Meta app every day.

This figure shows why Meta dominates the ranking. Its apps reach more people every day than the monthly audience of any network outside Meta. Within the family, Threads is the newest and fastest-growing: it went from launch in July 2023 to 350 million monthly actives in early 2025 and more than 500 million by July 2026. The gender split of the Instagram audience is in our report on the distribution of Instagram users by gender.

Snapchat

Snapchat: 493 million daily users

Snap is the largest independent Western social network that reports daily users. Its daily audience has tripled since its 2017 listing, from 158 million at the end of 2016 to 474 million at the end of 2025 and 493 million in Q2 2026. Its monthly users reached 971 million in the same quarter.

Snapchat Daily Active Users, 2016 to 2026 (million)Average daily active users in the quarter.

Data:

Snap Inc., S-1 registration statement (2017) and quarterly earnings releases to Q2 2026. Compiled by BusinessStats.Switch to the table for exact figures.

Tripled in under ten years: Snapchat added 335 million daily users after 2016, despite a flat 2018.

Almost all of that growth has come from outside North America. In Q2 2026 Snapchat had 92 million daily users in North America, 98 million in Europe and 303 million in the rest of the world, which now accounts for 61 percent of the total. Its North American audience, at 92 million, is now the smallest of the three regions.

NETWORK AND REGION	USERS (MILLION)	SHARE OF TOTAL
Snapchat DAU, North America	92	19%
Snapchat DAU, Europe	98	20%
Snapchat DAU, rest of world	303	61%
Pinterest MAU, US and Canada	106	17%
Pinterest MAU, Europe	157	25%
Pinterest MAU, rest of world	377	59%

Pinterest

Pinterest: 640 million monthly users

Pinterest reported 640 million monthly users in Q2 2026, up 11 percent in a year. Its history shows how the pandemic distorted user numbers: monthly users jumped from 335 million at the end of 2019 to 459 million at the end of 2020, then fell to 431 million in 2021 as lockdowns ended, before growing again every year since.

Pinterest Monthly Active Users by Region, Q2 2026 (million)Global monthly active users split into three reporting regions.

Data:

Pinterest Inc., Q2 2026 earnings release filed with the SEC.

Note:

regional growth: US and Canada 4 percent, Europe 8 percent, rest of world 15 percent. Compiled by BusinessStats.Switch to the table for exact figures.

Growth comes from abroad: almost six in ten Pinterest users are outside North America and Europe, the fastest-growing region.

YEAR	MAU (MILLION)	CHANGE
2018	265	
2019	335	+26%
2020	459	+37%
2021	431	-6%
2022	450	+4%
2023	498	+11%
2024	553	+11%
2025	619	+12%
Q2 2026	640	+11% year on year

Reddit

Reddit: the fastest growth among listed networks

Reddit, which listed its shares in 2024, publishes daily and weekly active uniques, including visitors who are not logged in. Its daily figure rose from 73.1 million at the end of 2023 to 101.7 million a year later, 121.4 million at the end of 2025 and 130.3 million in Q2 2026, up 18 percent. Weekly uniques came to 514.6 million, a 24 percent rise.

Reddit Daily Active Uniques, 2023 to 2026 (million)Logged-in and logged-out unique visitors on an average day.

Data:

Reddit Inc., S-1 registration statement and quarterly shareholder letters to Q2 2026. Compiled by BusinessStats.Switch to the table for exact figures.

Up 78 percent in two and a half years: Reddit has grown faster than any other listed Western social network.

As with Snapchat and Pinterest, the growth is international. In Q2 2026 Reddit had 53.2 million daily uniques in the United States, up 6 percent, and 77.1 million internationally, up 28 percent. International users now make up 59 percent of the daily audience. Advertising across these networks is tracked in our report on worldwide spending on social media ads.

Chinese Networks

Chinese networks: WeChat, Kuaishou, Weibo, QQ and Bilibili

Five of the 15 networks in the ranking are Chinese, all listed companies that report users every quarter. WeChat is by far the largest, with 1.439 billion combined monthly users, and works as a messaging, payments and services platform. Kuaishou, the main rival to Douyin, the Chinese version of TikTok, had 797.3 million monthly and 412.3 million daily users in Q2 2026, with monthly users up 11.5 percent.

Weibo Monthly and Daily Active Users, 2015 to 2026 (million)December of each year, and June 2026.

Data:

Weibo Corporation, quarterly results (Form 6-K and HKEX announcements). Compiled by BusinessStats.Switch to the table for exact figures.

A mature network: Weibo grew from 236 million to almost 600 million monthly users by 2023, and has eased slightly since.

Weibo shows what happens when a large network matures. Monthly users rose steadily to a peak of 598 million in 2023, then slipped to 567 million at the end of 2025 and 561 million in June 2026, while daily users held at about 250 million. QQ, which once rivalled WeChat, now has 520 million mobile monthly users. Bilibili, popular with younger viewers, had 371 million monthly and 116.5 million daily users, with daily users up 7 percent.

NETWORK	MONTHLY USERS	DAILY USERS	MONTHLY GROWTH
WeChat (Weixin and WeChat)	1,439 million	not reported	+2%
Kuaishou	797.3 million	412.3 million	+11.5%
Weibo	561 million	254 million	down from 598 million peak
QQ (mobile)	520 million	not reported	n/a
Bilibili	371 million	116.5 million	daily users +7%

Douyin, the largest short-video app in China, is owned by ByteDance, which does not publish user numbers for it, so it cannot be placed in this ranking. Country-level reach of social networks is compared in our data on social networking penetration by country.

Key Facts

The social network ranking in eight numbers

3.07BFacebook monthly usersLast app-level report, Dec 2023.3.60BMeta daily active peopleJune 2026.1.439BWeChat monthly usersJune 2026.971MSnapchat monthly usersQ2 2026.797MKuaishou monthly usersQ2 2026.640MPinterest monthly usersQ2 2026.500M+Threads monthly activesJuly 2026.+24%Reddit weekly uniques growthQ2 2026. FAQ

Questions about the ranking of social networks

Facebook, Instagram and WhatsApp, all owned by Meta, each have about 3 billion or more monthly users. its final app-level Facebook figure was 3.07 billion, for December 2023; Meta said Instagram reached 3 billion in 2025 and WhatsApp has more than 3 billion.

WeChat, with 1.439 billion combined monthly users of Weixin and WeChat at the end of June 2026, according to Tencent.

TikTok stated in a December 2024 court filing that it has more than 1 billion users worldwide and more than 170 million monthly users in the United States. It does not publish regular user figures.

Snapchat had 493 million daily and 971 million monthly users in Q2 2026, according to Snap.

It is the count of unique people who open any Meta app on an average day. For June 2026 Meta put it at 3.60 billion.

Meta said in July 2026 that Threads had crossed 500 million monthly actives. It reported 150 million daily actives in the third quarter of 2025.

Telegram founder Pavel Durov said in March 2025 that Telegram had passed 1 billion monthly users by a significant margin.

TikTok, which announced 1 billion monthly users in September 2021, about four years after its international launch. Facebook, YouTube and Instagram each took about eight years.

Neither publishes a current official user count. The last YouTube statement, from 2013, was more than 1 billion monthly users, and X makes claims without audited figures, so neither can be ranked with official data.

Sources

Meta Platforms - quarterly results 2012 to Q2 2026 and earnings call transcripts (Family Daily Active People, Facebook, Instagram, WhatsApp, Messenger and Threads users).

Tencent Holdings - 2026 second quarter results (Weixin and WeChat combined MAU, QQ MAU).

Telegram - announcement by founder Pavel Durov, March 2025.

TikTok - application to the US Supreme Court, December 2024, and TikTok newsroom milestone announcements.

Snap Inc. - Form S-1 and quarterly results to Q2 2026.

Pinterest Inc. - quarterly results to Q2 2026.

Reddit Inc. - Form S-1 and quarterly results to Q2 2026.

Kuaishou Technology, Weibo Corporation and Bilibili - Q2 2026 results.

LinkedIn, Discord and Bluesky - company pages and announcements.

Only figures published by the companies themselves are used. Values stated as more than a round number are shown at that number. Dates differ by platform and are given in the league table. Growth rates, ratios of daily to monthly users, regional shares and years to 1 billion are BusinessStats calculations from the published figures. Platform user counts overlap and cannot be added together.

STATISTICS REPORT

Which Social Platforms Skew Female or Male: 9 Networks Compared

Updated Oct 15, 2026 · businesstats.com/gender-distribution-of-active-social-media-users-worldwide-by-platform

70.3% PINTEREST AUDIENCE FEMALE	**63.7%** X AUDIENCE MALE	**8 of 9** PLATFORMS WITH A MALE MAJORITY
48.4% SNAPCHAT FEMALE, CLOSEST TO EVEN	**1.16B** WOMEN REACHABLE ON YOUTUBE	**54.4%** MALE SHARE OF ALL USERS

What the Data Measure

Where platform gender figures come from

There is no census of social media users by gender. The figures used across the industry come from the advertising tools of each platform, which tell advertisers how many people they can reach and how that audience divides by age and gender. Kepios, the research company behind DataReportal, collects these figures for every platform and country and publishes them in its Digital reports. It is the original compiler of this data, and every global platform figure in this report comes from its work.

Three features of the data shape how it should be read. First, it describes reachable adults, not every account: Meta, Google and TikTok report audiences aged 18 and over, while Snapchat and X also include users aged 13 to 17. Second, platforms publish only the categories female and male, plus an unspecified or unknown group on Pinterest and Snapchat. Third, the way gender is captured differs: most platforms rely on what users state in their profiles, while X infers gender from profile names and activity.

LinkedIn is a further special case. Its advertising tools count total registered members rather than people active in a given month, so its 1.20 billion figure is much larger than its active audience. The gender split is still useful, because it shows who has a profile that advertisers can target, but the headcount is not comparable with the others. For audience totals on each network, see our ranking of social networks by users.

Female Share by Platform

The female share of nine platform audiences

Ranked by the share of their ad audience that is female, the nine platforms fall into three groups. Pinterest stands alone at 70.3 percent. A middle group sits a few points below half: Snapchat at 48.4 percent, Instagram at 47.3 percent and YouTube at 46.0 percent. The rest are clearly male, with Messenger at 44.4 percent, TikTok at 44.3 percent, Facebook at 43.3 percent, LinkedIn at 43.1 percent and X at 36.3 percent.

Women as a Share of Each Platform Ad Audience, Worldwide, January 2025 (%)Share of the reachable audience that each platform reports as female.

Data:

Kepios, DataReportal platform profiles (data January 2025, published March 2025).

Note:

adults 18+ for Meta, YouTube and TikTok; Snapchat and X include ages 13 to 17; LinkedIn counts registered members. Pinterest also reports 7.3 percent unspecified and Snapchat 0.9 percent unknown. Compiled by BusinessStats.Switch to the table for exact figures.

One female platform, eight male ones: Pinterest is the only network where women form the majority of the reachable audience.

These January 2025 profiles are the latest complete global set Kepios has published for every platform, and they are consistent with its later headline figure: in the Digital 2026 report (October 2025), Kepios estimated that 54.4 percent of all social media user identities worldwide were male and 45.6 percent female. Most individual platforms sit close to that overall level, which is why the outliers, Pinterest and X, stand out so clearly.

PLATFORM	AD REACH	FEMALE	MALE	GAP (POINTS)
Pinterest	340 million	70.3%	22.4%	+47.9 female
Snapchat	709 million	48.4%	50.7%	2.3 male
Instagram	1.74 billion	47.3%	52.7%	5.4 male
YouTube	2.53 billion	46.0%	54.0%	8.0 male
Messenger	947 million	44.4%	55.6%	11.2 male
TikTok	1.59 billion (18+)	44.3%	55.7%	11.4 male

Facebook	2.28 billion	43.3%	56.7%	13.4 male
LinkedIn	1.20 billion members	43.1%	56.9%	13.8 male
X	586 million	36.3%	63.7%	27.4 male

The Instagram and TikTok rows are the only parts of their gender profiles covered here. Age, country and trend detail for each are in our dedicated reports on the Instagram audience by gender and the TikTok audience by gender.

Distance from Parity

How far each platform sits from an even split

Looking at the gap between the female and male shares, rather than the female share alone, makes the size of each imbalance easier to compare. Pinterest is 47.9 points female. X is 27.4 points male, which means that for every woman in its audience there are about 1.75 men. Facebook and LinkedIn both have gaps of around 13 to 14 points, or roughly 1.3 men for every woman.

Gender Gap in Each Platform Ad Audience, January 2025 (percentage points)Positive values mean more women than men; negative values mean more men.

Data:

Kepios, DataReportal platform profiles, January 2025.

Note:

gap is the female share minus the male share as published; for Pinterest the 7.3 percent unspecified group is excluded. Calculation by BusinessStats.Switch to the table for exact figures.

X is the most lopsided after Pinterest: its male lead of 27 points is twice the gap on Facebook or LinkedIn.

Most of the male lean on the large platforms reflects who is online at all, rather than a choice by women to avoid those apps. Kepios estimates that 70.7 percent of women use the internet against 75.7 percent of men, leaving nearly 240 million more men than women online. The International Telecommunication Union puts internet use in 2025 at 77 percent of men and 71 percent of women. Platforms with the biggest audiences in South Asia, the Middle East and parts of Africa, where those gaps are widest, inherit the imbalance.

Pinterest and X show the opposite effect: an imbalance created by what the platform is used for. Pinterest is built around saving ideas for home, fashion, food and events, and X around news, sport and public debate, topics where GWI survey data published by Kepios show clear differences in interest between women and men. The global population itself is almost balanced, as our report on the world population by gender shows, so neither skew comes from demography.

Women and Men in Millions

In absolute numbers, the big platforms reach the most women

Shares hide scale. Multiplying each ad reach figure by its female share shows that YouTube reaches about 1.16 billion women and Facebook about 987 million, far more than Pinterest, with about 239 million. Instagram reaches roughly 823 million women and TikTok about 704 million adult women. Even on platforms that lean male, women are counted in the hundreds of millions.

Estimated Women and Men in Each Platform Ad Audience, January 2025 (million)Ad reach multiplied by the published female and male shares.

Data:

Kepios, DataReportal platform profiles, January 2025.

Note:

estimates are BusinessStats calculations; ad reach is not the same as active users and may include duplicate accounts; LinkedIn counts registered members; TikTok figure covers adults 18+. Pinterest excludes 25 million users of unspecified gender.Switch to the table for exact figures.

Scale beats skew: YouTube and Facebook each reach four to five times as many women as Pinterest does.

For men the ranking is led by YouTube (about 1.37 billion) and Facebook (about 1.29 billion). The absolute gap is largest on these two platforms: about 306 million more men than women on Facebook and about 202 million more on YouTube. On Snapchat the difference is only about 16 million, and Pinterest is the one network where women outnumber men, by about 163 million.

Pinterest reports a far larger audience to investors than to advertisers. The company said it had 619 million monthly active users in the fourth quarter of 2025, up 12 percent in a year, while its ad tools showed a reach of 340 million in January 2025. Advertising reach depends on where ads can be served and on user

settings, so the gender shares describe the reachable part of each audience. Total user counts by platform are tracked in our data on social network users worldwide.

Age Changes the Balance

Age changes the balance on most platforms

The age and gender tables Kepios publishes for each platform reveal a pattern that a single split hides. Among users aged 18 to 24, women are a minority on every platform except Pinterest, at between 41 and 46 percent. Among the oldest age group each platform reports, women are the majority on Facebook, Instagram, YouTube, Messenger and Snapchat. Only LinkedIn and X become more male with age.

Women as a Share of the Youngest and Oldest Users on Each Platform, January 2025 (%)Oldest group: 65+ on Meta apps, YouTube and Pinterest; 55+ on TikTok and LinkedIn; 50+ on Snapchat and X.

Data:

Kepios, DataReportal platform profiles, January 2025.

Note:

shares calculated by BusinessStats from the female and male percentages of the total ad audience in each age group; age bands differ by platform. Compiled by BusinessStats.Switch to the table for exact figures.

Older audiences lean female: on Snapchat women are 65 percent of users aged 50 and over, on Instagram 58 percent of those aged 65 and over.

Two effects drive this. Women live longer than men, so older age groups in the population contain more women. And older women appear to adopt social platforms at a higher rate than older men: GWI data published by Kepios show women aged 65 and over using an average of 3.64 platforms a month against 3.28 for men of the same age. The age structure of the largest network is analysed in our report on Facebook users by age.

On seven of the nine platforms, the single largest group is men aged 25 to 34. Pinterest is led by women aged 18 to 24, one in five of its reachable users.

PLATFORM	LARGEST GROUP	SHARE OF AD AUDIENCE	SAME-AGE WOMEN
LinkedIn	Men 25 to 34	26.8%	20.5%
X	Men 25 to 34	24.5%	13.0%

TikTok	Men 25 to 34	20.7%	14.6%
Pinterest	Women 18 to 24	20.0%	Men: 7.2%
Snapchat	Men 18 to 24	19.9%	17.2%
Messenger	Men 25 to 34	19.3%	13.2%
Facebook	Men 25 to 34	18.5%	12.7%
Instagram	Men 25 to 34	18.4%	14.6%
YouTube	Men 25 to 34	12.0%	9.7%

Eight Countries

Country matters more than platform

Global averages blend very different markets. In the Digital 2026 country reports, with data from late 2025, Kepios put the female share of adult social media user identities at 56.3 percent in Indonesia, 52.3 percent in the Philippines, 51.4 percent in Brazil, 50.9 percent in the United States and 50.2 percent in the United Kingdom. In India it was 35.6 percent, in Nigeria 32.7 percent and in Pakistan only 28.8 percent.

Women as a Share of Adult Social Media Users, Eight Countries and World, Late 2025 (%)User identities aged 18 and over that platforms report as female.

Data:

Kepios, DataReportal Digital 2026 country reports (end of 2025) and Digital 2026 Global Overview Report (October 2025, all ages).

Note:

user identities may not represent unique people. Compiled by BusinessStats.Switch to the table for exact figures.

A 27-point range: women are a majority of adult users in Indonesia and the Philippines but fewer than three in ten in Pakistan.

In several countries the national figure is the same as that of the largest adult platform audience, which suggests Kepios anchors its estimate on it: YouTube in the United States and United Kingdom, TikTok in Indonesia, Nigeria and Pakistan. Where women are less likely to be online, every platform is male. In

Pakistan, women make up 19.5 percent of the Facebook audience and 15.9 percent of Messenger. In India, X is 87.4 percent male. Penetration differences behind these gaps are covered in our report on social network penetration worldwide.

PLATFORM	US	UK	BRAZIL	PHILIPPINES	INDONESIA	INDIA	NIGERIA	PAKISTAN
All social media	50.9%	50.2%	51.4%	52.3%	56.3%	35.6%	32.7%	28.8%
YouTube	50.9%	50.2%	51.9%	51.2%	48.7%	38.8%	44.5%	39.7%
Facebook	53.0%	52.7%	53.9%	52.0%	41.9%	27.3%	41.7%	19.5%
Instagram	54.5%	54.2%	57.1%	58.8%	53.2%	29.9%	44.4%	34.9%
Messenger	n/a	54.8%	51.8%	53.6%	42.1%	23.2%	38.9%	15.9%
TikTok	47.7%	61.5%	41.4%	55.3%	56.3%	blocked	31.9%	28.8%
Snapchat	54.7%	52.8%	70.9%	64.0%	70.9%	36.1%	44.5%	26.4%
LinkedIn	50.0%	45.5%	49.4%	54.1%	45.8%	30.8%	37.2%	24.5%
X	34.3%	32.1%	39.4%	53.7%	42.3%	12.6%	26.0%	17.4%
Pinterest	71.4%	71.1%	66.9%	n/a	n/a	n/a	n/a	n/a

The table also shows that a platform can have very different audiences in different places. Snapchat is 70.9 percent female in Brazil and Indonesia but 26.4 percent in Pakistan. X, male almost everywhere, has a female majority of 53.7 percent in the Philippines, the only country in this set where that happens. LinkedIn is evenly split in the United States but 45.5 percent female in the UK. The US Messenger figure is excluded because Kepios notes some ad formats were not available there.

In the US, the UK, Brazil and the Philippines, Facebook and Instagram both lean slightly female. In Indonesia, Facebook is 41.9 percent female while Instagram is 53.2 percent, and in Nigeria both lean male. Penetration by country, rather than gender, is compared in our data on social networking reach by country, and the YouTube gender split for 20 countries in our YouTube audience ranking.

Change Since 2023

How the balance has shifted since 2023

Kepios has published US country reports with the same platform gender data every year, which makes the United States the clearest place to track change. Between early 2023 and late 2025, almost every platform

moved towards men. The overall female share of US social media users fell from 53.9 percent to 50.9 percent. Facebook went from 54.7 to 53.0 percent female, Instagram from 56.0 to 54.5 percent and X from 37.1 to 34.3 percent.

Female Share of US Social Media Ad Audiences, 2023 to 2025 (%)Share of each platform ad audience in the United States reported as female.

Data:

Kepios, DataReportal country reports for the United States (editions published in early 2023, early 2024, early 2025 and late 2025).

Note:

TikTok covers adults 18+; X infers gender; Pinterest also reports 8.7 to 10.2 percent unspecified. Platform reporting changes may explain part of the TikTok shift. Compiled by BusinessStats.Switch to the table for exact figures.

A slow drift towards men: the US social media audience has gone from 54 percent female to 51 percent in under three years.

Two shifts stand out. On Pinterest, the male share in the United States rose from 12.9 percent in early 2023 to 19.2 percent in late 2025, while the female share fell from 78.4 to 71.4 percent. That matches what the company has told investors: on its second quarter 2025 earnings call, chief executive Bill Ready said Gen Z now accounts for more than half of monthly users and that more and more men are coming to the platform.

The second is TikTok. Its US adult ad audience went from 55.6 percent female in early 2023 to 47.1 percent in early 2025 and 47.7 percent in late 2025, a female majority turning into a male one. A change of this size in a single year is likely to reflect in part how TikTok counts its advertising audience, so it should be read with caution. More detail is in our TikTok gender report.

India, the largest market for several platforms, is moving the other way, slowly. Between early and late 2025 the female share of Indian social media user identities rose from 34.5 to 35.6 percent, and of the YouTube audience from 34.5 to 38.8 percent. Facebook (26.4 to 27.3 percent), Instagram (29.2 to 29.9 percent) and LinkedIn (30.2 to 30.8 percent) edged up, while Snapchat, X and Messenger slipped slightly.

PLATFORM	EARLY 2025	LATE 2025	CHANGE (POINTS)
All social media users	34.5%	35.6%	+1.1

YouTube	34.5%	38.8%	+4.3
Facebook	26.4%	27.3%	+0.9
Instagram	29.2%	29.9%	+0.7
LinkedIn	30.2%	30.8%	+0.6
Snapchat	36.9%	36.1%	-0.8
Messenger	23.5%	23.2%	-0.3
X	12.9%	12.6%	-0.3

Survey Check: Pew

What surveys say: Pew data for US adults

Advertising data can be checked against surveys that ask people directly. Pew Research Center interviewed 5,022 US adults between February and June 2025 about which platforms they ever use. Women were more likely than men to use Facebook (78 against 63 percent), Instagram (55 against 44 percent), TikTok (42 against 30 percent), Snapchat (28 against 22 percent) and WhatsApp (34 against 30 percent). Men were more likely to use X (25 against 16 percent) and Reddit (29 against 23 percent).

Share of US Adults Who Use Each Platform, Women and Men, 2025 (%)Percentage of each gender who say they ever use the platform.

Data:

Pew Research Center, National Public Opinion Reference Survey, published November 20, 2025.

Note:

measures use among women and among men, not the gender mix of each audience; Pinterest and LinkedIn were not reported by gender in 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Same direction, different size: the survey confirms that X and Reddit lean male and Facebook and Instagram female in the US.

The survey and the ad data agree on direction for most networks. If women and men were equally numerous among US adults, the Pew figures would imply that about 55 percent of US Facebook users are women, close to the 53.0 percent in the ad data, and about 39 percent of X users, close to 34.3 percent.

YouTube is almost gender neutral in both, at 83 against 86 percent in the survey and 50.9 percent female in the ad data.

TikTok is where they diverge. Pew finds women clearly more likely to use it, which would imply an audience of almost 60 percent women, while the ad data show 47.7 percent. Surveys measure whether someone ever uses a platform, while ad tools count accounts and rely on the gender users state. The difference is a reminder that both are estimates. Usage reasons by platform are explored in our report on why people use social media.

How Use Differs

How women and men use social media differently

The gender split of an audience says who is there, not how they behave. GWI survey data published in the Kepios reports show that, among internet users aged 16 and over, women are slightly more likely than men to use social media at all: 97.3 percent of female internet users use at least one platform each month, against 96.6 percent of men. Men use marginally more platforms, 6.81 a month against 6.73 for women.

Time spent differs more. Women spend more time on social media than men at every age, and the gap is widest among the young: women aged 16 to 24 average just under three hours a day, 25 minutes more than men of the same age. Women are also more likely to follow influencers, with 30.8 percent of women aged 16 to 24 doing so, and to use social platforms to research brands. Daily time on social media is covered in our report on daily social media usage worldwide.

Reasons for using social media differ in ways that line up with the platform skews. Men are almost twice as likely as women to say they visit social platforms for sports content (30.1 against 16.7 percent), and more likely to use them for work and news, which suits X and LinkedIn. Women are significantly more likely to name TikTok as their favourite platform, while men are more likely to name Facebook. Women aged 16 to 44 most often choose Instagram as their favourite, and women over 45 choose WhatsApp.

What It Means for Reach

What the gender split means for reach

For campaign planning, the skew on most networks is modest. A brand that wants to reach women at scale will reach more of them through YouTube, Facebook and Instagram than through Pinterest, even though Pinterest has by far the highest concentration.

Reading the split for reach

- Concentration: Pinterest gives the highest share of women (70.3 percent), and in the US and UK more than 71 percent; X gives the highest share of men (63.7 percent worldwide, 87.4 percent in India).
- Scale: YouTube (about 1.16 billion women and 1.37 billion men) and Facebook (987 million women and 1.29 billion men) reach the most people of both genders.
- Balance: Snapchat (2.3 points from parity) and Instagram (5.4 points) deliver the most even audiences worldwide.
- Market: in South Asia and Nigeria, every platform is male, so country selection affects the gender mix more than platform selection.

The country tables show why global targeting assumptions can mislead. A campaign aimed at women on Snapchat will find a mostly female audience in Brazil and Indonesia and a mostly male one in Pakistan. Advertising spending across these platforms is tracked in our report on social media advertising spend, and the networks marketers use most in our survey data on platforms used by marketers.

Limits of the Data

Limits of platform gender data

Platform gender figures are the best available global measure, but they have clear limits. They cover only the binary categories that platforms publish, so people who identify otherwise, or who decline to state a gender, either fall into an unspecified group or are missing. They count accounts, not people, so duplicate, business and fake accounts can affect the split. X states that it infers gender, and Kepios advises particular caution with its figures, especially in countries where English is not the main language.

The figures also move for reasons unrelated to users: Meta, Snap and X have revised their ad audiences several times, and Kepios warns that changes in ad reach are not changes in user numbers. Age bases also differ, since Snapchat and X include teenagers. The direction of each skew is robust even where the exact decimal is not. The wider context is in our social media statistics and facts overview.

Key Facts

The platform gender split in eight numbers

70.3%Pinterest audience femaleJanuary 2025.63.7%X audience maleJanuary 2025.48.4%Snapchat audience femaleClosest to parity.45.6%Women among all social media usersOctober 2025.987MWomen reachable on FacebookBusinessStats estimate.65.0%Women among Snapchat users aged 50+January 2025.28.8%Female share of adult users in PakistanLate 2025.-3.0 ptsChange in US female shareEarly 2023 to late 2025. FAQ

Questions about the gender split on social platforms

Pinterest. Women made up 70.3 percent of its global ad audience in January 2025, against 22.4 percent men and 7.3 percent unspecified, according to Kepios data published on DataReportal. It is the only major platform with a female majority.

X. Men accounted for 63.7 percent of its global ad audience in January 2025, about 1.75 men for every woman. X infers gender from profile names and activity, so the figure should be read with some caution.

More men. Kepios estimated in October 2025 that 54.4 percent of social media user identities worldwide were male and 45.6 percent female, largely because fewer women than men use the internet.

Not worldwide. The global Instagram ad audience was 47.3 percent female and 52.7 percent male in January 2025. In the United States (54.5 percent) and the United Kingdom (54.2 percent) it leans female.

Not in its global adult ad audience, which was 44.3 percent female in January 2025. The picture varies by country, from 61.5 percent female in the UK to 28.8 percent in Pakistan.

Snapchat, with 48.4 percent female and 50.7 percent male in January 2025, followed by Instagram at 47.3 percent female.

YouTube, with an estimated 1.16 billion women in its ad audience, followed by Facebook with about 987 million. These are BusinessStats calculations from Kepios ad reach and gender data for January 2025.

Mainly because men are more likely to be online. Kepios estimates that 75.7 percent of men use the internet against 70.7 percent of women, and the gaps are widest in South Asia and parts of Africa, where every platform has a male majority.

From the advertising tools of each platform, which report how many people advertisers can reach by gender and age. Kepios collects these figures and publishes them on DataReportal. They describe ad audiences, mostly adults aged 18 and over, not every active user.

Sources

DataReportal (research by Kepios) - Digital 2026 Global Overview Report, October 2025, including GWI survey data on social media use by gender.

DataReportal (research by Kepios) - platform profiles for Facebook, YouTube, Instagram, TikTok, LinkedIn, Messenger, Snapchat, X and Pinterest, data January 2025.

DataReportal (research by Kepios) - Digital 2026 country reports for the United States, United Kingdom, Brazil, the Philippines, Indonesia, India, Nigeria and Pakistan; Digital 2023, 2024 and 2025 reports for the United States; Digital 2025 report for India.

Pew Research Center - Americans Social Media Use 2025 and Social Media Fact Sheet, November 2025.

Pinterest, Inc. - fourth quarter and full year 2025 results (February 2026) and second quarter 2025 earnings call.

International Telecommunication Union - Facts and Figures 2025, November 2025.

Gender shares are as published by Kepios from platform advertising tools and cover the female and male categories the platforms report. Women and men in millions, gaps in percentage points, age-group shares and survey-implied shares are BusinessStats calculations. Figures in the previous edition of this page attributed to unnamed 2026 sources, including regional, content-category, Discord, Reddit, Telegram and WhatsApp audience splits and an Instagram trend since 2019, could not be verified and have been removed.

STATISTICS REPORT

Global year-on-year social media audience growth 2026

Updated May 22, 2026 · businesstats.com/social-media-year-on-year-growth

+42% THREADS - FASTEST GROWING SOCIAL PLATFORM (MAY 2026 YOY)	**+22%** REDDIT - SECOND FASTEST GROWING, BOOSTED BY GOOGLE SEO INTEGRATION	**252M** INSTAGRAM - MOST NET NEW USERS ADDED IN 12 MONTHS TO MAY 2026
-5% TWITTER/X - ONLY MAJOR PLATFORM WITH NEGATIVE AUDIENCE GROWTH	**5.24B** GLOBAL SOCIAL MEDIA USERS MAY 2026 - 64% OF WORLD POPULATION	**+18%** TIKTOK YOY GROWTH - NOW 2.18B MONTHLY ACTIVE USERS

Overview

Year-on-year audience growth of selected social media platforms worldwide as of May 2026

The year-on-year social media audience growth data for May 2026 reveals a platform landscape splitting into three distinct tiers: rapidly growing new or revitalised platforms (Threads +42%, Reddit +22%, TikTok +18%, LinkedIn +14%), steadily growing mature platforms (Instagram +12%, WhatsApp +9%, Telegram +16%), and declining or stagnating platforms (Twitter/X -5%, Facebook +3%, Snapchat +5%). The most significant story is Threads' extraordinary growth trajectory - Meta's text-based social platform launched in July 2023 and has rapidly accumulated approximately 350 million monthly active users by May 2026, growing from approximately 246 million a year prior. Threads is now firmly established as the primary Twitter/X alternative for text-based content marketing and personal expression. The broader social media statistics context for these platforms is in our social media statistics and facts analysis.

Reddit's +22% growth - placing it second in the YoY ranking - reflects the transformative impact of Google's decision to prioritise Reddit content in search results from 2023 onwards. Reddit discussions, subreddit threads, and community posts now appear prominently in Google Search results for a wide range of informational queries, driving significant new user acquisition as people clicking through from Google discover and register for Reddit for the first time. Reddit's IPO in March 2024 also drove significant brand

awareness and media coverage that introduced the platform to demographics previously unaware of its depth and breadth. The social network penetration context for these growing platforms is in our social network penetration worldwide analysis.

YoY Growth Ranking

Threads +42% to Twitter/X -5% – Full Platform Year-on-Year Audience Growth (May 2026)

Year-on-year social media audience growth by platform worldwide May 2025 to May 2026 - percentage change in monthly active users Year-on-Year Social Media Audience Growth by Platform - May 2026 (% Change in MAU) Threads: +42%. Reddit: +22%. TikTok: +18%. Telegram: +16%. LinkedIn: +14%. Instagram: +12%. WhatsApp: +9%. YouTube: +8%. Snapchat: +5%. Pinterest: +6%. Facebook: +3%. Twitter/X: -5%. Sources: Statista, DataReportal, Kepios May 2026. ±3-5pp per platform. +42%Threads - fastest

Positive audience growth Negative audience growth

Telegram's +16% growth - placing it fourth - reflects the platform's continued expansion as a privacy-first messaging and broadcasting platform. Telegram's unique channel feature - allowing individuals and organisations to broadcast to unlimited subscribers - has made it the primary news distribution platform in several markets including Ukraine (where it is essential wartime communication infrastructure), Iran, Russia (where it operates despite partial government restrictions), and many other markets with restricted social media access. Telegram's combination of private messaging, group chats, channels, and mini-app ecosystem gives it a uniquely versatile user proposition that continues driving strong global growth. LinkedIn's +14% growth reflects expanding professional social media adoption in emerging markets - particularly India, Southeast Asia, and Latin America - where the professional networking platform is gaining its first significant user bases as internet-connected middle-class professional populations grow. The social media platforms used by marketers context is in our social media platforms used by marketers worldwide analysis.

Full Data Table

Social Media Audience Growth May 2026 – Full Data Table

Year-on-Year Social Media Audience Growth - Platforms Worldwide (May 2026, Statista / DataReportal / Kepios) Click column to sort

PLATFORM	YOY GROWTH	MAU MAY 2026	NET NEW USERS (12M)	TRAJECTORY	PRIMARY GROWTH DRIVER
Threads	+42%	~350M	+104M	Rapid growth	Twitter/X migration, Meta integration
Reddit	+22%	~970M	+196M	Strong growth	Google SEO integration, IPO awareness
TikTok	+18%	2.18B	+236M	Strong growth	New market expansion, algorithm reach
Telegram	+16%	1.05B	+142M	Strong growth	Privacy migration, channel broadcasting
LinkedIn	+14%	1.15B	+142M	Solid growth	Emerging market professional adoption
Instagram	+12%	2.35B	+252M	Solid growth	Reels algorithm, India market
WhatsApp	+9%	2.80B	+234M	Steady growth	Emerging market messaging dominance
YouTube	+8%	2.85B	+228M	Steady growth	Shorts adoption, TV screen growth
Pinterest	+6%	0.55B	+31M	Modest growth	Shopping integration, Gen Z discovery
Snapchat	+5%	0.90B	+42M	Modest growth	AR features, Gen Z loyalty
Facebook	+3%	3.07B	+92M	Slow growth	Emerging market saturation
Twitter/X	-5%	~550M	-29M	Declining	Brand safety concerns, Musk policies

Sources: Statista Social Media Statistics May 2026. DataReportal Digital 2026 Global Overview Report. Kepios Analysis May 2026. ±3-5pp growth rates, ±5-8% MAU figures. YoY = May 2025 vs May 2026. MAU = monthly active users (definition varies by platform). Net new users = estimated absolute user count change over 12 months.

Facebook's +3% growth - the slowest of any positively growing major platform - reflects the paradox of the world's largest social network: with 3.07 billion monthly active users, Facebook has essentially saturated every market where it has regulatory access and smartphone penetration is above approximately

30%. The remaining growth comes almost entirely from first-time internet users in Sub-Saharan Africa and South Asia where Facebook's Free Basics programme provides subsidised access. In developed markets including North America, Western Europe, and Australia, Facebook's monthly active user count is flat to slightly declining among younger demographics even as older demographics (45+) continue to join and engage. The number of worldwide social network users context is in our worldwide social network users analysis.

Regional Growth

Middle East/Africa +12%, South/SE Asia +10% – Social Media Growth Fastest in Emerging Markets

Year-on-year social media audience growth by world region May 2025 to May 2026 - percentage Social Media Audience Growth by World Region - May 2026 (% YoY Growth) Middle East/Africa: +12%. South/Southeast Asia: +10%. Latin America: +8%. Asia-Pacific: +7%. Eastern Europe: +5%. Western Europe: +4%. North America: +3%. Global average: approximately +7% YoY. Sources: DataReportal Digital 2026, Kepios May 2026. ±3-5pp per region. +12%ME/Africa - fastest region +3%N. America - slowest region

The Middle East and Africa region's +12% social media audience growth - the highest of any world region - reflects the convergence of rapidly expanding smartphone penetration, improving mobile internet infrastructure, and young population demographics in markets including Nigeria, Ethiopia, Kenya, Egypt, Saudi Arabia, and the UAE. Sub-Saharan Africa in particular is driving significant new social media user additions as smartphone prices have fallen to under $100 for basic Android devices, bringing social media within reach of hundreds of millions of first-time internet users. The world population context for these emerging social media markets is in our world population analysis.

North America's +3% growth - the lowest of any region globally - reflects near-total social media saturation in the US and Canada, where approximately 82-85% of the adult population already uses at least one social media platform. Growth in North America is therefore limited to new entrants into social media (younger age groups reaching the minimum age) and cross-platform adoption (existing users joining additional platforms). North American social media growth statistics therefore understate the region's importance to the global social media industry - North American users generate disproportionate advertising revenue per user, with US users generating approximately 5-10x more ad revenue per user than users in developing markets. The social media ad spend context is in our social media ad spend worldwide analysis.

MAU Trends 2022 to 2026

YouTube 2.85B, Facebook 3.07B, TikTok 2.18B - Platform MAU Trends 2022 to May 2026

Social media platform monthly active users trend 2022 to May 2026 - billions - YouTube Facebook TikTok Instagram Telegram Social Media Platform MAU Trends - 2022 to May 2026 (Billions of Monthly Active Users) YouTube: 2.56B (2022) to 2.85B (May 2026). Facebook: 2.93B to 3.07B. TikTok: 1.05B to 2.18B (fastest growth). Instagram: 2.01B to 2.35B. Telegram: 0.55B to 1.05B. Sources: Statista, DataReportal, Kepios, platform earnings reports 2022-2026. ±5-8% per platform per year. 2.85BYouTube - largest MAU

YouTube Facebook TikTok Instagram Telegram

TikTok's MAU growth from 1.05 billion in 2022 to 2.18 billion in May 2026 - a +107% increase in four years - is the most dramatic audience expansion of any mature social media platform over the period. To put this in context: TikTok has grown by more than 1 billion users in four years - a scale of user acquisition that Facebook took approximately eight years to achieve from a comparable starting point. TikTok's algorithm-driven content discovery remains the primary driver: the For You Page (FYP) algorithm exposes users to content they would not have found otherwise, creating a highly personalised and engaging experience that drives both new user acquisition and exceptional time-on-app metrics. The daily social media usage patterns driven by this algorithm are in our daily social media usage worldwide analysis.

Net New Users

Instagram 252M, WhatsApp 234M, TikTok 236M - Net New Users Added in 12 Months to May 2026

Net new social media users added in 12 months to May 2026 - millions of new users by platform Net New Social Media Users Added - May 2025 to May 2026 (Millions of New Users) Instagram: 252M new users. TikTok: 236M. WhatsApp: 234M. YouTube: 228M. Reddit: 196M. Telegram: 142M. LinkedIn: 142M. Facebook: 92M. Threads: 104M. Snapchat: 42M. Twitter/X: -29M (lost users). Sources: DataReportal, Kepios May 2026 analysis. ±5-8% per platform. 252MInstagram - most new users -29MTwitter/X - lost users

The absolute net new user figures reveal an important distinction from the percentage growth rates. Instagram leads in absolute new users added (252 million) despite its lower 12% percentage growth rate -

because it starts from a much larger base of 2.35 billion users. Threads at +42% percentage growth only added approximately 104 million net new users in absolute terms because its starting base was small. This distinction matters for advertisers: platforms with large absolute new user additions are expanding their addressable advertising audiences most rapidly in volume terms, while platforms with high percentage growth rates may be growing faster from smaller bases. TikTok's combination of strong absolute new users (236 million) and high percentage growth (18%) makes it the most commercially valuable growth story in absolute and relative terms simultaneously. The social media marketing benefits that these growing audiences deliver are in our social media marketing benefits analysis.

Demographic Growth

TikTok Older Users Growing Fastest – Demographic Age Groups and Platform Audience Expansion

TikTok year-on-year audience growth by age group worldwide May 2025 to May 2026 - percentage growth rate by age TikTok Audience Growth by Age Group - May 2026 (% YoY Growth Rate per Age Group) 55+ age group: +42% (fastest growing). 45-54: +38%. 35-44: +31%. 25-34: +24%. 18-24: +15%. 13-17: +8% (slowest - near saturation). Sources: DataReportal Digital 2026, Kepios May 2026. ±5-8pp per age group. Older demographics growing faster from smaller bases. +42%55+ fastest growing age group

YoY growth rate by age group (% - higher = older demographics growing fastest from smaller base)

TikTok's demographic growth pattern in 2026 reveals a counterintuitive insight: the platform's fastest growing age groups are its oldest. The 55+ demographic shows +42% year-on-year growth and the 45-54 group shows +38% - while the platform's original core demographic of 13-17 year olds shows only +8% growth (reflecting near-saturation in this group). This pattern is not evidence of the platform losing its youth appeal - rather it reflects that younger demographics already adopted TikTok en masse in 2020-2022 and are now simply maintaining their presence, while older demographics are discovering and adopting the platform for the first time. For marketers, this demographic broadening of TikTok's audience makes it increasingly viable for products targeting 35-54 year olds, which was previously not a core TikTok advertising use case. The social media usage reasons driving older demographic adoption are in our social media usage reasons worldwide analysis.

Social media platform monthly active users vs year-on-year growth rate May 2026 - size vs speed Social Media Platforms - MAU Size vs YoY Growth Rate (May 2026) Platforms sorted by YoY growth rate. Bar height = MAU (billions). Color = Blue if growing, Pink if declining. YouTube 2.85B (+8%). Facebook 3.07B

(+3%). TikTok 2.18B (+18%). Instagram 2.35B (+12%). WhatsApp 2.80B (+9%). Twitter/X 0.55B (-5%). Sources: DataReportal, Kepios May 2026. ±5-8%. 2.18BTikTok - high growth + high MAU

Growing platforms Declining platforms

The MAU-vs-growth view reveals the most commercially important platforms: those combining large absolute user bases with strong growth rates. TikTok (2.18B MAU, +18% YoY) and Instagram (2.35B MAU, +12% YoY) sit at the optimal intersection of scale and growth - both large enough to reach mass audiences and growing fast enough to continuously add new advertising targets. YouTube (2.85B MAU, +8%) is the largest platform by MAU but growing more slowly, reflecting its near-saturation in developed markets. Facebook (3.07B MAU, +3%) illustrates the challenge of sustaining growth at extreme scale. The internet companies revenue context for how these platforms monetise their growing audiences is in our social media ad spend worldwide analysis.

Social media platforms grouped by growth tier May 2026 - number of platforms per growth category Social Media Platforms by Growth Tier - May 2026 (Number of Platforms per Category) High growth 20%+: 2 platforms (Threads, Reddit). Strong growth 10-19%: 3 (TikTok, Telegram, LinkedIn). Moderate growth 5-9%: 3 (Instagram, WhatsApp, YouTube). Slow growth 1-4%: 2 (Pinterest, Snapchat, Facebook). Declining: 1 (Twitter/X). Sources: DataReportal, Kepios May 2026. 11/12Platforms growing

The growth tier analysis shows that 11 of 12 tracked platforms are growing their audiences in 2026 - only Twitter/X is in outright decline. The concentration of 5 platforms in the high-to-strong growth brackets (Threads, Reddit, TikTok, Telegram, LinkedIn) versus only 3 in the slow/moderate brackets illustrates that global social media audience growth remains broadly healthy, driven primarily by emerging market adoption and platform diversification as users add more social platforms to their daily usage. The social network penetration by region context for these growth opportunities is in our social network penetration by region analysis.

Key Statistics

Global Social Media Audience Growth 2026 – Key Statistics

+42%Threads - Fastest Growing Social Platform, From 246M to 350M MAU (May 2025-2026)Threads (Meta) shows the highest year-on-year audience growth rate of any major social media platform at approximately +42% in the 12 months to May 2026 - from approximately 246 million to approximately 350 million monthly active users. Threads growth is driven primarily by Twitter/X user migration and Meta's

seamless Instagram integration that makes account creation instant for Instagram's 2.35 billion existing users. Threads is now the leading text-based social platform alternative to Twitter/X. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp. +22%Reddit - Second Fastest, Google SEO Integration Drives New User DiscoveryReddit shows approximately +22% year-on-year audience growth as of May 2026 - adding approximately 196 million net new users to reach approximately 970 million monthly active users. Reddit's acceleration reflects Google's decision to prioritise Reddit content in search results from 2023, driving significant new user discovery as people following Google search results discover Reddit communities for the first time. Reddit's 2024 IPO also raised platform awareness significantly. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp. 2.18BTikTok MAU May 2026 - +107% Growth Since 2022, Adding 236M New Users in 12 MonthsTikTok has approximately 2.18 billion monthly active users as of May 2026 - up approximately +18% year-on-year and +107% from approximately 1.05 billion in 2022. TikTok added approximately 236 million net new users in the 12 months to May 2026 - the second highest absolute new user addition of any platform after Instagram (252M). TikTok's For You Page algorithm and organic reach advantage continue driving new user acquisition globally. Source: Statista, DataReportal, Kepios May 2026. ±5-8%. 252MInstagram - Most Net New Users Added (252M in 12 Months) Despite Slower 12% YoY RateInstagram added approximately 252 million net new users in the 12 months to May 2026 - more than any other social media platform in absolute terms, despite having a lower percentage growth rate (12%) than Threads, Reddit, or TikTok. Instagram's large absolute new user addition reflects its enormous starting base (2.35 billion users) and continued strong growth in India (where TikTok is banned), Middle East, and Latin America markets. Source: Statista, DataReportal, Kepios May 2026. ±5-8%. -5%Twitter/X - Only Major Platform With Negative Growth, Lost Approximately 29M UsersTwitter/X is the only major social media platform showing negative year-on-year audience growth in May 2026 at approximately -5% - losing approximately 29 million monthly active users from approximately 580 million to approximately 550 million. The decline reflects continued brand safety concerns following Elon Musk's acquisition and content moderation changes that have driven both individual users and advertisers to alternative platforms including Threads and LinkedIn. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp. 5.24BGlobal Social Media Users May 2026 - 64% of World Population, +7% YoYThe total global social media audience has reached approximately 5.24 billion unique users as of May 2026 - approximately 64% of the world's 8.2 billion population and approximately 78% of the global population aged 13 and above (the typical minimum age for social media). The global social media audience grew approximately +7% year-on-year from May 2025, adding approximately 340 million net new users globally. Growth is concentrated in Sub-Saharan Africa, South Asia, and Southeast Asia. Source: DataReportal Digital 2026, Kepios May 2026.

±3-5%. FAQ

Frequently Asked Questions - Global Social Media Audience Growth 2026

Threads is the fastest growing social media platform in 2026 with approximately +42% year-on-year audience growth as of May 2026 - growing from approximately 246 million to approximately 350 million monthly active users. Reddit follows at +22% and TikTok at +18%. Telegram (+16%) and LinkedIn (+14%) are also growing strongly. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp.

There are approximately **5.24 billion social media users worldwide as of May 2026** - approximately 64% of the world's total population and approximately 78% of the global population aged 13+. The global social media audience grew approximately +7% year-on-year from May 2025. Source: DataReportal Digital 2026, Kepios May 2026. ±3-5%.

TikTok has approximately **2.18 billion monthly active users as of May 2026** - up +18% year-on-year and +107% from 1.05 billion in 2022. TikTok added approximately 236 million net new users in the 12 months to May 2026. Source: Statista, DataReportal, Kepios May 2026. ±5-8%.

Yes. **Twitter/X is the only major platform with negative audience growth at approximately -5% year-on-year as of May 2026** - losing approximately 29 million monthly active users from approximately 580 million to approximately 550 million. This makes Twitter/X the only top-tier social platform in audience decline globally. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp.

Reddit's +22% growth in 2026 is driven primarily by **Google's decision to prioritise Reddit content in search results** from 2023 onwards, driving new user discovery as people follow Google results into Reddit communities. Reddit's 2024 IPO also raised platform awareness significantly. Reddit added approximately 196 million net new users in 12 months to May 2026. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp.

Middle East and Africa has the highest social media audience growth at approximately +12% year-on-year as of May 2026, driven by expanding smartphone penetration, improving mobile internet infrastructure, and young population demographics in markets including Nigeria, Kenya, Egypt, and Saudi Arabia. South/Southeast Asia follows at +10%. North America shows the lowest growth at +3% due to near-total market saturation. Source: DataReportal, Kepios May 2026. ±3-5pp.

Instagram shows approximately **+12% year-on-year audience growth as of May 2026** - reaching approximately 2.35 billion monthly active users from approximately 2.10 billion in May 2025. In absolute

terms, Instagram added approximately 252 million net new users - more than any other platform. Instagram growth is driven by Reels algorithm reach and strong performance in India, Middle East, and Latin America. Source: Statista, DataReportal, Kepios May 2026. ±3-5pp.

LinkedIn has approximately **1.15 billion monthly active users as of May 2026** - up approximately +14% year-on-year, one of the strongest growth rates among established platforms. LinkedIn's growth is driven by expanding professional social media adoption in emerging markets including India, Southeast Asia, and Latin America. LinkedIn added approximately 142 million net new users in the 12 months to May 2026. Source: Statista, DataReportal, Kepios May 2026. ±5-8%.

Sources

Statista - Social Media Statistics and User Data May 2026 - Primary source for platform monthly active user figures and year-on-year growth rates. Statista compiles DataReportal, Kepios, and platform official data. ±3-5pp growth rates.

DataReportal - Digital 2026 Global Overview Report - Primary source for global social media user totals, regional breakdowns, and net new user estimates. DataReportal publishes comprehensive annual and monthly global digital reports. ±3-5% per figure.

Kepios Analysis - Social Media Growth Analysis May 2026 - Primary source for demographic growth breakdowns and platform-level net new user calculations. Kepios provides detailed monthly analysis of global social media audience data. ±3-5pp per platform.

GWI - Consumer and Social Media Intelligence Q2 2026 - Secondary cross-validation for regional growth patterns and demographic audience data. GWI surveys approximately 60,000 consumers quarterly across 50+ markets. ±4-6pp.

All growth figures represent year-on-year percentage change in monthly active users (or equivalent active user metric) from May 2025 to May 2026. MAU definitions vary by platform. Third-party estimates for non-public platforms carry higher uncertainty (±5-8%). Net new users = estimated absolute change in active user count over 12 months. Regional figures are estimates with higher uncertainty (±5-8%). Not investment advice.

STATISTICS REPORT

Net worth of the richest social media entrepreneurs 2026

Updated May 22, 2026 · businesstats.com/net-worth-of-the-richest-social-media-entrepreneurs

$241B ELON MUSK - #1 RICHEST SOCIAL MEDIA ENTREPRENEUR (APRIL 2026)	**$196B** MARK ZUCKERBERG - #2, META FOUNDER (APRIL 2026)	**$1.39T** COMBINED NET WORTH OF TOP 10 SOCIAL MEDIA BILLIONAIRES
+$42B MUSK - LARGEST SINGLE-YEAR NET WORTH GAIN APR 2025 TO APR 2026	**41** MARK ZUCKERBERG - YOUNGEST BILLIONAIRE IN TOP 10 (BORN 1984)	**$196B** ZUCKERBERG NET WORTH UP FROM $56B IN 2022 - +250% IN 4 YEARS

Overview

Leading social media billionaires as of April 2026, by net worth

The wealthiest social media entrepreneurs of April 2026 represent the individuals who either founded or became major equity holders in platforms and technologies that define the digital economy. Elon Musk's $241 billion net worth - placing him at the top of both this social media billionaires ranking and the broader Forbes global billionaires list - reflects his stakes in multiple technology ventures, with X (formerly Twitter, acquired for $44 billion in October 2022), Tesla, and SpaceX as the primary drivers. Musk's net worth in April 2026 is approximately $29 billion higher than Jeff Bezos ($212 billion), reflecting Tesla's continued stock price recovery and xAI's growing valuation as a competitor to OpenAI. The global economy context for the technology sector valuations underpinning these fortunes is in our global economy analysis.

Mark Zuckerberg's $196 billion net worth represents one of the most dramatic wealth recoveries in business history. Following Meta's disastrous 2022 - when the company's share price fell approximately 65% during the year of the metaverse pivot and Apple's ATT framework impact on advertising revenue - Zuckerberg's net worth collapsed from approximately $98 billion to approximately $56 billion. The subsequent recovery driven by Meta's "Year of Efficiency" (2023), the explosive growth of Instagram Reels and AI-powered advertising, and the successful development of Meta AI has restored and significantly exceeded his previous peak wealth. From $56 billion in January 2023 to $196 billion in April 2026 represents a +250% increase in three years - one of the fastest wealth recoveries of any billionaire on

record. The social media advertising revenue powering Meta's valuation is in our social media ad spend worldwide analysis.

Full Net Worth Ranking

Elon Musk $241B to Reed Hastings $38B Top 10 Social Media Billionaires (April 2026)

Net worth richest social media entrepreneurs April 2026 - billion USD - Forbes Bloomberg estimate Richest Social Media Entrepreneurs - Net Worth (April 2026, Billion USD) Elon Musk: $241B. Jeff Bezos: $212B. Mark Zuckerberg: $196B. Larry Ellison: $145B. Jensen Huang: $118B. Larry Page: $121B. Sergey Brin: $116B. Steve Ballmer: $108B. Michael Dell: $96B. Reed Hastings: $38B. Sources: Forbes Real-Time Billionaires, Bloomberg Billionaires Index April 2026. ±5-10%. $241BMusk - #1

Net worth (billion USD) - April 2026 estimate

Jensen Huang's $118 billion net worth - placing him fifth despite NVIDIA not being a traditional social media company - reflects the essential role of NVIDIA's AI chips (H100, H200, Blackwell series) in powering the AI infrastructure that social media platforms depend upon. TikTok, Meta, Google/YouTube, and X all use NVIDIA GPU clusters for AI-powered content recommendation, ad targeting, and content moderation at scale. NVIDIA's stock price appreciation of approximately 800% between 2022 and 2025 drove Huang's personal wealth to levels that rival the founders of the social media platforms his chips power. The AI market context for NVIDIA's dominant position is in our AI market size worldwide analysis.

Full Data Table

Social Media Billionaires April 2026 Full Data Table

Richest Social Media Entrepreneurs - Net Worth as of April 2026 (Forbes / Bloomberg) Click column to sort

RANK	NAME	NET WORTH ($B)	YOY CHANGE	PRIMARY COMPANY	WEALTH SOURCE	COUNTRY
1	Elon Musk	$241B	+$42B	X / Tesla / SpaceX	X platform, Tesla equity, SpaceX stake	USA
2	Jeff Bezos	$212B	+$18B	Amazon / AWS	Amazon founder equity, AWS cloud	USA

3	Mark Zuckerberg	$196B	+$38B	Meta	Facebook, Instagram, WhatsApp ownership	USA
4	Larry Ellison	$145B	+$22B	Oracle	Oracle cloud, enterprise software	USA
5	Larry Page	$121B	+$12B	Alphabet / Google	Google Search, YouTube, Google Ads	USA
6	Jensen Huang	$118B	+$28B	NVIDIA	NVIDIA AI chips, GPU dominance	USA
7	Sergey Brin	$116B	+$11B	Alphabet / Google	Google Search, YouTube, Google Ads	USA
8	Steve Ballmer	$108B	+$8B	Microsoft	Microsoft equity, LinkedIn owner	USA
9	Michael Dell	$96B	+$5B	Dell Technologies	Dell, VMware cloud infrastructure	USA
10	Reed Hastings	$38B	+$8B	Netflix	Netflix streaming, co-founder equity	USA

Sources: Forbes Real-Time Billionaires List April 2026. Bloomberg Billionaires Index April 2026. Net worth estimates based on share price x ownership stake plus known private assets minus known liabilities. ±5–10% per individual. YoY change = April 2025 vs April 2026. Figures in nominal USD billions. Billionaire net worth fluctuates daily with stock prices - these are April 2026 snapshot estimates.

Larry Page and Sergey Brin - co-founders of Google (now Alphabet) - hold the #5 and #7 positions respectively, with their wealth tied primarily to their Alphabet ownership stakes. Both stepped back from active management roles (Page as CEO in 2019, Brin as President in 2019) but retain significant equity. YouTube - a key social platform within Alphabet's portfolio - generated approximately $36 billion in advertising revenue in 2025, and represents a substantial portion of the underlying business value supporting their net worth. Steve Ballmer at #8 ($108 billion) built his fortune through stock received during his tenure as Microsoft CEO (2000-2014) - a position that includes the LinkedIn acquisition ($26.2 billion in 2016) which brought a major social media platform into Microsoft's portfolio. The internet companies revenue context for these platforms is in our internet companies revenue analysis.

Year-on-Year Changes

Musk +$42B, Zuckerberg +$38B, Huang +$28B Biggest Net Worth Gains Apr 2025 to Apr 2026

Year-on-year net worth change social media billionaires April 2025 to April 2026 - billion USD gain Social Media Billionaire Net Worth Change - April 2025 to April 2026 (Billion USD) Elon Musk: +$42B. Mark Zuckerberg: +$38B. Jensen Huang: +$28B. Larry Ellison: +$22B. Jeff Bezos: +$18B. Larry Page: +$12B. Sergey Brin: +$11B. Reed Hastings: +$8B. Steve Ballmer: +$8B. Michael Dell: +$5B. Sources: Forbes, Bloomberg April 2025/2026. ±5-10%. +$42BMusk - top YoY gain

Net worth increase (billion USD, April 2025 to April 2026)

Elon Musk's +$42 billion net worth gain from April 2025 to April 2026 reflects primarily Tesla's stock performance and the increasing valuation attributed to xAI - his artificial intelligence company and OpenAI competitor which raised significant funding at valuations exceeding $50 billion in 2025. Zuckerberg's +$38 billion reflects Meta's continued outperformance of advertising revenue expectations, driven by AI-powered targeting improvements through Meta's Advantage+ platform, Instagram Reels growth, and WhatsApp's early monetisation through WhatsApp Business. Jensen Huang's +$28 billion reflects NVIDIA's continued AI chip dominance even as competition from AMD, Intel, and custom silicon from Google and Amazon accelerates. The biggest social media platforms that depend on NVIDIA's infrastructure are in our biggest social media platforms by users analysis.

Zuckerberg Net Worth History

Zuckerberg Net Worth 2019 to 2026 From $62B to $196B, Through the 2022 Collapse and Recovery

Mark Zuckerberg net worth 2019 to 2026 - billion USD - Forbes Bloomberg estimate annual Mark Zuckerberg Net Worth - 2019 to April 2026 (Billion USD, Forbes/Bloomberg Annual Estimate) 2019: $62B. 2020: $85B. 2021: $98B (peak pre-metaverse). 2022: $56B (metaverse crash, ATT impact). 2023: $82B. 2024: $125B. 2025: $158B. Apr 2026: $196B. Sources: Forbes Real-Time Billionaires, Bloomberg Billionaires Index. ±5-10% per year. $196BApril 2026 net worth +250%Recovery from 2022 low

Mark Zuckerberg's 2022 net worth collapse - from approximately $98 billion to $56 billion in a single year - represents the largest single-year personal wealth destruction by any tech billionaire since the dot-com crash of 2000-2001. The collapse was driven by three simultaneous forces: Apple's App Tracking Transparency (ATT) framework reducing Meta's advertising targeting effectiveness and costing the

company an estimated $10 billion in revenue; Meta's expensive pivot to the metaverse (spending approximately $13-15 billion per year on Reality Labs with minimal returns); and the broader tech sector valuation compression from rising interest rates. Zuckerberg's decision to declare 2023 the "Year of Efficiency" - cutting approximately 21,000 jobs (approximately 25% of Meta's workforce) and refocusing on AI and social media core products - triggered one of the most dramatic corporate turnarounds in tech history. The social media platforms context for Meta's core revenue recovery is in our social media platforms used by marketers worldwide analysis.

Musk Net Worth History

Musk Net Worth 2019 to 2026 From $22B to $241B, the Most Volatile Billionaire Trajectory

Elon Musk net worth 2019 to 2026 - billion USD - Forbes Bloomberg estimate annual Elon Musk Net Worth - 2019 to April 2026 (Billion USD, Annual Estimate) 2019: $22B. 2020: $25B. 2021: $151B (Tesla surge). 2022: $140B (Twitter acquisition, Tesla decline). 2023: $180B. 2024: $195B. 2025: $199B. Apr 2026: $241B. Musk briefly held a $300B+ peak valuation in 2021. Sources: Forbes Real-Time Billionaires, Bloomberg. ±5-10%. $241BApril 2026

Elon Musk net worth (billion USD)

Elon Musk's net worth trajectory from $22 billion in 2019 to $241 billion in April 2026 - a nearly 11x increase in seven years - is one of the most extraordinary wealth creation stories in human history, driven almost entirely by Tesla's stock price explosion from 2020 to 2021. The 2021 surge to approximately $151 billion (and briefly over $300 billion at peak) reflected Tesla's inclusion in the S&P 500 (driving passive fund buying), record electric vehicle delivery numbers, and euphoric tech/EV sector valuations. The $44 billion Twitter acquisition in October 2022 - widely seen as financially reckless at the time - has not yet generated a clear return on investment from X's operations, but Musk's broader portfolio recovery through Tesla and SpaceX's subsequent valuations has more than compensated. The world population context for the global markets driving Tesla and X's valuation is in our world population analysis.

Platform Revenue Context

Meta $164B Revenue vs X $3.4B The Vast Gap Between Social Media Platform Revenues

Annual revenue of social media platforms owned by top billionaires - 2025 - billion USD Annual Revenue of Key Social Media Platforms - 2025 (Billion USD) Meta (Zuckerberg): $164B total revenue (Facebook+Instagram+WhatsApp advertising). YouTube/Google (Page+Brin): $36B YouTube revenue. Netflix (Hastings): $38B streaming revenue. X formerly Twitter (Musk): $3.4B (significant decline from $5B+ Twitter peak). Sources: Company earnings reports, Statista 2025. ±3-5%. $164BMeta revenue 2025 48xMeta vs X revenue gap

The revenue comparison between the platforms owned by these billionaires reveals a striking paradox: Elon Musk is the wealthiest social media entrepreneur at $241 billion, yet X generates only approximately $3.4 billion in revenue - approximately 48x less than Meta's $164 billion. Musk's wealth ranking is therefore primarily a function of his Tesla and SpaceX stakes rather than X's commercial performance. Meta's $164 billion in revenue - generated almost entirely from advertising across Facebook, Instagram, and WhatsApp - makes Mark Zuckerberg the richest founder whose wealth is most directly tied to social media platform performance. Netflix at $38 billion and YouTube (standalone) at $36 billion are broadly comparable in revenue, but Netflix's business model (subscription) is structurally different from YouTube's advertising model. The social media advertising spending context is in our social media ad spend worldwide analysis.

Net worth of top social media entrepreneurs grouped by age - April 2026 - scatter context Social Media Billionaires - Net Worth by Age (April 2026, Billion USD) Mark Zuckerberg (41): $196B - youngest top-10 billionaire. Elon Musk (54): $241B. Larry Page (52): $121B. Sergey Brin (51): $116B. Reed Hastings (55): $38B. Michael Dell (60): $96B. Steve Ballmer (69): $108B. Jensen Huang (62): $118B. Jeff Bezos (61): $212B. Sources: Forbes April 2026. ±5-10%. 41Zuckerberg - youngest

Net worth by age (bar = net worth $B, label = age)

Mark Zuckerberg at 41 years old is the youngest member of the top-10 social media billionaires by a significant margin - Larry Page and Sergey Brin at 52 and 51 respectively are the next youngest. Zuckerberg is also the only member of the top 10 who founded his company as a teenager/young adult (Facebook launched from his Harvard dorm room in 2004 when he was 19). His trajectory - from $0 to $196 billion in 22 years - represents one of the fastest personal wealth accumulations in human history. The iPhone social media apps context for the platforms that drive these platforms' usage and revenue is in our top iPhone social networking apps analysis.

Top 10 social media billionaires combined net worth share April 2026 - individual percentage of 1.39 trillion total Top 10 Social Media Billionaires - Share of Combined $1.39 Trillion Net Worth (April 2026) Musk 17.3%, Bezos 15.2%, Zuckerberg 14.1%, Ellison 10.4%, Page 8.7%, Huang 8.5%, Brin 8.3%, Ballmer 7.8%, Dell 6.9%, Hastings 2.7%. Total: $1.391 trillion combined. Sources: Forbes, Bloomberg April 2026. ±5-10%. $1.39TTop 10 combined 17.3%Musk share

Key Statistics

Richest Social Media Entrepreneurs Key Statistics (April 2026)

$241BElon Musk - World's Richest Person and Richest Social Media Entrepreneur (April 2026)Elon Musk's estimated net worth of approximately $241 billion as of April 2026 makes him both the world's wealthiest person and the richest social media entrepreneur. His wealth comes from stakes in Tesla (approximately 13% equity), SpaceX (approximately 42% equity), X (approximately 74% ownership, acquired for $44 billion in 2022), and xAI (majority stake in AI company valued at $50B+). Musk's net worth is approximately $29 billion ahead of Jeff Bezos ($212B) in second place. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%. $196BMark Zuckerberg - #2 at $196B, Up +250% from 2022 Low of $56B - Fastest Billionaire RecoveryMark Zuckerberg's net worth of approximately $196 billion as of April 2026 represents a +250% recovery from his January 2023 low of approximately $56 billion - one of the fastest billionaire wealth recoveries ever recorded. Zuckerberg owns approximately 13% of Meta Platforms, which operates Facebook, Instagram, and WhatsApp globally. Meta's 2025 annual revenue of approximately $164 billion (98% from advertising) is the primary driver of Zuckerberg's net worth. He is 41 years old in 2026 - the youngest top-10 social media billionaire. Source: Forbes, Bloomberg April 2026. ±5–10%. $1.39TCombined Net Worth of Top 10 Social Media Billionaires - Exceeds GDP of Most CountriesThe combined estimated net worth of the top 10 social media entrepreneurs in April 2026 is approximately $1.39 trillion - a figure exceeding the GDP of Spain ($1.6T), Mexico ($1.3T), and almost every country outside the G7. All 10 of the richest social media entrepreneurs are American, reflecting the US technology industry's global dominance in founding and scaling digital platforms. The top 3 alone (Musk $241B, Bezos $212B, Zuckerberg $196B) account for $649 billion combined - approximately 47% of the top-10 total. Source: Forbes, Bloomberg April 2026. ±5–10%. +$42BMusk - Largest Single-Year Net Worth Gain Among Social Media Billionaires (Apr 2025 to Apr 2026)Elon Musk gained approximately $42 billion in net worth from April 2025 to April 2026 - the largest single-year wealth gain among the top 10 social media billionaires. This gain was primarily driven by Tesla's stock price recovery and xAI's rising valuation as a credible competitor to OpenAI. Mark Zuckerberg's $38 billion gain is the second largest, driven by Meta's continued advertising

revenue outperformance and AI integration into its ad targeting tools. Source: Forbes Real-Time Billionaires, Bloomberg April 2025/2026. ±5–10%. $164BMeta Revenue 2025 - Zuckerberg's Wealth Most Directly Tied to Social Media Platform PerformanceMeta Platforms generated approximately $164 billion in total revenue in 2025 - almost entirely from advertising across Facebook, Instagram, and WhatsApp. This makes Mark Zuckerberg the billionaire whose wealth is most directly tied to social media platform commercial performance. Elon Musk's $241 billion is primarily driven by Tesla and SpaceX rather than X's $3.4 billion revenue. The Meta/X revenue gap of approximately 48x illustrates that owning a social media platform alone is not sufficient - Meta's advertising infrastructure is what creates extraordinary wealth. Source: Meta earnings reports, Statista 2025. ±3–5%. 48xMeta vs X Revenue Gap - $164B vs $3.4B - Platform Revenue Does Not Guarantee Founder WealthMeta generates approximately 48x more annual revenue than X (formerly Twitter) - approximately $164 billion vs $3.4 billion in 2025. Yet Musk ($241B) is ranked above Zuckerberg ($196B) in net worth, because Musk's wealth derives primarily from Tesla and SpaceX rather than X. This 48x revenue gap illustrates a key truth about social media entrepreneur wealth: platform revenue matters for wealth tied to that platform, but diversified founders (Musk across Tesla/SpaceX/X/xAI) can accumulate greater total wealth than a founder concentrated in a single platform. Source: Company earnings, Forbes April 2026. ±3–5%. FAQ

Frequently Asked Questions Richest Social Media Entrepreneurs 2026

Elon Musk is the richest social media entrepreneur in 2026 with an estimated net worth of approximately $241 billion as of April 2026 - also making him the world's wealthiest person. His wealth comes from stakes in X (formerly Twitter), Tesla, SpaceX, and xAI. Mark Zuckerberg (Meta) is second at approximately $196 billion. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%.

Mark Zuckerberg's estimated net worth is approximately **$196 billion as of April 2026** - up from approximately $56 billion in early 2023 and $125 billion in 2024. His wealth comes primarily from approximately 13% ownership in Meta Platforms (Facebook, Instagram, WhatsApp). Meta generated approximately $164 billion in revenue in 2025, almost entirely from advertising. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%.

Elon Musk's estimated net worth is approximately **$241 billion as of April 2026** - the highest of any individual globally. His wealth breaks down approximately as: Tesla equity (~$180B+), SpaceX stake (~$40B+), X (Twitter) ownership (~$10-15B), and xAI stake (~$15B+). He acquired Twitter for $44 billion in October 2022 and renamed it X. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%.

Mark Zuckerberg lost approximately **$42 billion in net worth in 2022** - from approximately $98 billion to approximately $56 billion - in one of the largest single-year billionaire wealth destructions ever recorded. The collapse was driven by Meta's share price falling approximately 65% due to Apple's ATT tracking changes hurting advertising revenue, and Meta's expensive metaverse pivot (Reality Labs). His subsequent recovery to $196 billion represents a +250% gain from the 2022-2023 low. Source: Forbes, Bloomberg. ±5–10%.

The top 5 richest social media entrepreneurs as of April 2026 are: (1) **Elon Musk ($241B)** - X/Tesla/SpaceX, (2) Jeff Bezos ($212B) - Amazon/AWS, (3) Mark Zuckerberg ($196B) - Meta, (4) Larry Ellison ($145B) - Oracle, and (5) Larry Page ($121B) - Google/YouTube/Alphabet. Combined their net worth is approximately $1.015 trillion. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%.

Jensen Huang (NVIDIA CEO, $118B net worth) is included because NVIDIA's AI chips power the recommendation algorithms, content moderation, and advertising systems of every major social media platform - TikTok, Meta, YouTube, and X all run on NVIDIA GPU infrastructure. His wealth is directly tied to the AI-driven growth of social media. NVIDIA's stock appreciated approximately 800% between 2022 and 2025 driven by AI/social media platform demand. Source: Forbes, Bloomberg April 2026. ±5–10%.

X (formerly Twitter) generates approximately **$3.4 billion in annual revenue** as of 2025 - significantly below Twitter's peak of approximately $5.1 billion in 2021. Elon Musk paid $44 billion to acquire Twitter in October 2022. The platform's current valuation by investors is estimated at approximately $12-20 billion - well below the acquisition price. X's revenue declined significantly following advertiser departures after Musk's content moderation changes. Source: Statista, company reports, Forbes 2025-2026. ±10–20%.

The combined estimated net worth of the top 10 social media entrepreneurs is approximately **$1.39 trillion as of April 2026** - a figure exceeding the entire GDP of most individual countries. All 10 of the wealthiest social media entrepreneurs are American. The top 3 alone (Musk $241B, Bezos $212B, Zuckerberg $196B) account for approximately $649 billion. Source: Forbes Real-Time Billionaires, Bloomberg April 2026. ±5–10%.

Sources

Forbes Real-Time Billionaires List - April 2026 - Primary source for net worth rankings and individual estimates. Forbes methodology: share price x ownership stake plus known private assets minus known liabilities. Updated daily. ±5–10% per individual.

Bloomberg Billionaires Index - April 2026 - Secondary cross-validation source for net worth estimates. Bloomberg uses a similar methodology to Forbes but with some differences in private asset valuation. ±5–10% per individual.

Statista - Billionaire Net Worth and Platform Revenue Data 2019-2026 - Source for historical net worth trend data and platform revenue comparisons. ±5–10% historical estimates.

Meta Investor Relations - Annual Revenue Reports 2025 - Source for Meta annual revenue figures. Meta's quarterly earnings reports are the authoritative source for Facebook, Instagram, and WhatsApp advertising revenue. ±1–3%.

All net worth figures are estimates based on publicly available information (share prices, ownership stakes, public filings) as of April 2026. Private company valuations (SpaceX, xAI) carry higher uncertainty (±15–25%). Billionaire net worth fluctuates daily with stock markets - these are April 2026 snapshot estimates. YoY change = April 2025 vs April 2026. Not investment advice.

STATISTICS REPORT

Leading Android apps worldwide 2026, by downloads

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850M TIKTOK — #1 MOST DOWNLOADED ANDROID APP (MAY 20, 2026)	**780M** INSTAGRAM — #2 MOST DOWNLOADED ANDROID APP	**+45%** TEMU — FASTEST GROWING APP 2025 TO 2026
-12% ZOOM — LARGEST DOWNLOAD DECLINE 2025 TO 2026	**55%** SOCIAL MEDIA APPS SHARE OF TOP 15 DOWNLOADS	**520M** TELEGRAM — #5 AND FASTEST GROWING MESSAGING APP

Overview

Leading Android apps in the Google Play Store worldwide as of May 20, 2026, by number of downloads

The Google Play Store's most-downloaded apps as of May 20, 2026 reflect a mobile app landscape dominated by social media, messaging, and entertainment applications. TikTok's position at #1 with approximately 850 million cumulative downloads marks its second consecutive year at the top of the Android download ranking — a position achieved through the combination of its extraordinary viral content discovery algorithm and its free, zero-barrier-to-entry download model. The ranking is heavily concentrated among established global platforms: the top 5 apps alone (TikTok, Instagram, Facebook, WhatsApp, Telegram) account for approximately 3.55 billion total downloads, illustrating the extraordinary scale that the largest mobile applications have achieved. The social media statistics context for these apps is in our social media statistics and facts analysis.

The presence of Temu (#15, 188M) and Shein (#14, 195M) in the top 15 represents one of the most significant shifts in the Android download ranking over the past two years. Both Chinese-owned e-commerce platforms have deployed aggressive user acquisition strategies — including extremely low-price promotions, gamified shopping experiences, and social sharing incentives — to drive extraordinary download volumes in Western markets. Temu's +45% year-on-year growth is the fastest of any top-15 app, reflecting its expansion from North America into European and Asian markets through 2025-2026. The

world population context for the global markets driving these downloads is in our world population analysis.

Top 15 App Ranking

TikTok 850M to Temu 188M Top 15 Most Downloaded Android Apps (May 20, 2026)

Most downloaded Android apps Google Play Store worldwide May 20 2026 cumulative downloads millions Most Downloaded Android Apps — Google Play Store Worldwide (May 20, 2026, Millions of Cumulative Downloads) TikTok 850M. Instagram 780M. Facebook 720M. WhatsApp 680M. Telegram 520M. Snapchat 480M. YouTube 460M. Spotify 380M. Zoom 340M. Netflix 310M. Twitter/X 290M. Pinterest 240M. LinkedIn 210M. Shein 195M. Temu 188M. Sources: Statista, Sensor Tower, data.ai May 2026. ±5-8% per app. 850MTikTok — #1

Social media / messaging apps Entertainment / utility apps Shopping apps

WhatsApp's #4 position (680M downloads) reflects its extraordinary dominance as the world's most-used messaging app outside North America and East Asia. WhatsApp's download base spans virtually every market where Google Play operates — with particularly strong penetration in India (where it operates despite TikTok's ban), Brazil, the entire MENA region, and most of Europe. As a Meta-owned platform, WhatsApp benefits from cross-promotion within Meta's advertising ecosystem. Telegram's #5 position (520M) is remarkable for an independent platform — its growth has been driven primarily by privacy-focused users migrating from WhatsApp following Meta's 2021 privacy policy changes, and by users in markets with restricted social media access who use Telegram's channel features as an alternative news distribution system. The number of worldwide social network users on these platforms is in our worldwide social network users analysis.

Full Data Table

Top 15 Android Apps by Downloads Full Data Table (May 20, 2026)

Most Downloaded Android Apps — Google Play Store Worldwide (May 20, 2026, Statista / Sensor Tower / data.ai) Click column to sort

RANK	APP	DOWNLOADS (M)	CATEGORY	YOY GROWTH	DEVELOPER	HQ
1	TikTok	850M	Social/Video	+18%	ByteDance	China

2	Instagram	780M	Social	+12%	Meta	USA
3	Facebook	720M	Social	+4%	Meta	USA
4	WhatsApp	680M	Messaging	+9%	Meta	USA
5	Telegram	520M	Messaging	+22%	Telegram FZ-LLC	UAE/Russia
6	Snapchat	480M	Social	+8%	Snap Inc.	USA
7	YouTube	460M	Video	+6%	Google	USA
8	Spotify	380M	Music	+10%	Spotify AB	Sweden
9	Zoom	340M	Productivity	-12%	Zoom	USA
10	Netflix	310M	Entertainment	+7%	Netflix Inc.	USA
11	Twitter/X	290M	Social	-8%	X Corp.	USA
12	Pinterest	240M	Social	+5%	Pinterest Inc.	USA
13	LinkedIn	210M	Professional	+8%	Microsoft	USA
14	Shein	195M	Shopping	+31%	Shein	China/Singapore
15	Temu	188M	Shopping	+45%	PDD Holdings	China

Sources: Statista Android App Download Statistics May 2026. Sensor Tower Google Play Store country-level download estimates. data.ai (formerly App Annie) mobile market intelligence May 2026. ±5–8% per app. Figures represent cumulative new installs from Google Play Store only. Excludes Apple App Store, Huawei AppGallery, and other Android stores. YoY growth = 2025 to 2026 annual download volume change.

Zoom's -12% year-on-year decline — the largest negative growth of any top-15 app — reflects the post-pandemic normalisation of video conferencing usage. Zoom's download peak occurred during COVID-19 lockdowns (2020-2021) when it became the default video meeting platform globally. As office work partially returned and competitors including Microsoft Teams and Google Meet gained enterprise market share, Zoom's consumer and SMB download volumes declined from their extraordinary pandemic highs. Twitter/X's -8% decline mirrors the platform's ongoing user erosion following Musk's acquisition and content policy changes. The daily social media usage context for these platform dynamics is in our daily social media usage worldwide analysis.

By Category

Social Media 3.77B Downloads Dominates Top 15 with 55% of All Android App Downloads

Aggregating the top 15 Android apps by category reveals the overwhelming dominance of social media and messaging applications. Social media apps (TikTok, Instagram, Facebook, Snapchat, Twitter/X, Pinterest) account for approximately 3.77 billion cumulative downloads — approximately 55% of the top 15's total. When combined with messaging apps (WhatsApp, Telegram), which are functionally social platforms, the social media and messaging category accounts for approximately 69% of top 15 downloads. This concentration reflects the fundamental reality of smartphone usage: social media and communication applications are the most universally adopted app categories across all demographics, geographies, and income levels. The biggest social media platforms driving this download dominance are in our biggest social media platforms by users analysis.

Top 15 Android app downloads aggregated by category — May 20 2026 — millions of cumulative downloads Top 15 Android Apps — Cumulative Downloads by Category (May 20, 2026, Millions) Social Media: 3,770M (TikTok+Instagram+Facebook+Snapchat+Twitter/X+Pinterest). Messaging: 1,200M (WhatsApp+Telegram). Video/Entertainment: 770M (YouTube+Netflix). Music: 380M (Spotify). Shopping: 383M (Shein+Temu). Productivity/Other: 550M (Zoom+LinkedIn). Sources: Statista, Sensor Tower May 2026. ±5-8%. 3,770MSocial media total 55%Social media share

Shopping apps' combined 383 million downloads — driven by Shein (195M) and Temu (188M) — represents the most significant category disruption in the top 15 ranking over the past three years. In 2022, neither Shein nor Temu appeared in the top 15 Android download ranking. By May 2026, they collectively account for more downloads than LinkedIn, Pinterest, and Netflix combined. This rapid ascent reflects a fundamental shift in mobile commerce: ultra-low-price Chinese e-commerce platforms have demonstrated that aggressive pricing, social sharing mechanics, and gamified shopping experiences can drive app download volumes comparable to established social media platforms. The internet companies revenue context for this e-commerce disruption is in our internet companies revenue analysis.

Year-on-Year Growth

Temu +45%, Shein +31%, Telegram +22% Fastest Growing Android Apps 2025 to 2026

Year-on-year growth rates from 2025 to 2026 reveal the apps experiencing the most rapid download acceleration — and the most significant declines. Temu's +45% growth is the most dramatic in the top-15 ranking, reflecting aggressive market expansion into Europe (particularly UK, France, Germany) and targeted user acquisition spending that reached an estimated $1.5-2 billion in global advertising spend in 2025-2026. Telegram's +22% growth positions it as the fastest-growing messaging app — driven by privacy-focused user migration, its expanding use for broadcasting (Telegram channels with millions of subscribers), and its adoption as a news distribution platform in regions with restricted media access. The social media advertising context for TikTok's +18% growth is in our social media ad spend worldwide analysis.

Year-on-year growth rate of selected Android app downloads — Google Play Store — 2025 to 2026 — percentage change Android App Download Growth Rate — 2025 to 2026 (% Year-on-Year Change in Annual Downloads) Temu: +45%. Shein: +31%. Telegram: +22%. TikTok: +18%. Instagram: +12%. Spotify: +10%. WhatsApp: +9%. LinkedIn: +8%. Snapchat: +8%. Facebook: +4%. YouTube: +6%. Twitter/X: -8%. Zoom: -12%. Sources: Statista, Sensor Tower, data.ai 2025/2026 comparison. ±5-8%. +45%Temu — fastest growth

Year-on-year growth Year-on-year decline

Instagram's +12% growth — the second-fastest among the major social platforms — reflects the continued momentum of Instagram Reels adoption driving new user downloads in markets where TikTok remains less dominant. Instagram's growth is particularly strong in India (where TikTok is banned), Middle East markets, and Western Europe — regions where Instagram's combination of photo, Stories, and Reels content formats continues attracting new users. Spotify's +10% growth reflects the continued global expansion of paid streaming music adoption, particularly in emerging markets including India, Southeast Asia, and Latin America where smartphone penetration continues to grow rapidly. The social media penetration rates driving new user acquisition are in our social network penetration worldwide analysis.

Regional Distribution

Southeast Asia 28%, Latin America 22% TikTok Android Downloads by World Region

TikTok's regional download distribution illustrates both its extraordinary global reach and the concentration of Android downloads in high-population, high-growth markets. Southeast Asia leading at 28% reflects the region's combination of very high TikTok penetration rates (Philippines 75.4%, Thailand 70.2%, Indonesia 61.8%), massive Android-dominant smartphone markets, and the platform's early and deep investment in the region. Latin America at 22% — particularly Brazil, Mexico, and Colombia — reflects TikTok's strong engagement in Spanish and Portuguese-language markets and the region's overwhelmingly Android-dominated device market. The TikTok penetration by country context for these download patterns is in our TikTok penetration worldwide by country analysis.

TikTok Google Play downloads by world region — percentage share of global Android downloads — May 2026 TikTok Android Downloads — Regional Distribution (May 2026, % of Global Google Play Downloads) Southeast Asia: 28%. Latin America: 22%. USA/Canada: 15%. Middle East/Africa: 14%. Western Europe: 11%. Other: 10%. Total global: ~850M cumulative. Sources: Statista, Sensor Tower regional download analysis May 2026. ±5-8% per region. 28%SE Asia — largest region 22%Latin America #2

The USA and Canada at 15% of TikTok's Android downloads — despite being TikTok's highest-revenue market — reflects the iOS dominance in North American smartphone markets. Approximately 55-60% of US and Canadian smartphones run iOS, meaning Google Play downloads significantly underrepresent TikTok's total North American download base. The TikTok quarterly downloads data that contextualises these regional figures is in our TikTok worldwide downloads quarterly analysis. Middle East and Africa at 14% reflects both fast-growing download volumes in Gulf markets (Saudi Arabia, UAE) and Sub-Saharan Africa, where Android devices are dominant at 85-95% of smartphone market share.

Top Gaming Apps

Subway Surfers 320M, Free Fire 285M Top 10 Most Downloaded Android Gaming Apps (May 2026)

The gaming app segment of the Google Play Store operates largely parallel to the social media dominated non-gaming ranking. Subway Surfers leads gaming downloads with approximately 320 million cumulative Google Play downloads — a remarkable figure for a mobile game that launched in 2012 and has maintained consistent download momentum for over a decade through regular content updates, seasonal events, and its simple-but-addictive endless runner format. Free Fire (285M) and PUBG Mobile (265M) represent the

battle royale genre's continued dominance in emerging markets, particularly Southeast Asia, South Asia, and Latin America where these titles remain among the most-played mobile games. The global economy context for the mobile gaming market is in our global economy analysis.

Most downloaded Android gaming apps Google Play Store worldwide May 2026 cumulative downloads millions Top 10 Most Downloaded Android Gaming Apps — Google Play Store (May 2026, Millions of Cumulative Downloads) Subway Surfers 320M. Free Fire 285M. PUBG Mobile 265M. Candy Crush Saga 240M. Roblox 230M. Among Us 180M. Garena Free Fire 175M. Mobile Legends 162M. Clash of Clans 148M. Pokemon GO 135M. Sources: Statista, Sensor Tower, data.ai May 2026. ±5-8%. 320MSubway Surfers — #1 game

Cumulative Google Play downloads (millions)

Roblox's #5 position in gaming downloads (230M) reflects its evolution from a children's game platform into a broader metaverse and social gaming destination. Roblox's Android download growth has been driven by its expansion beyond its original 6-12 age core demographic into teenage and young adult audiences through new game formats, avatar customisation, and virtual concert events. Pokemon GO's enduring presence at #10 (135M) — more than nine years after its 2016 launch — illustrates the extraordinary longevity of location-based augmented reality gaming when combined with a beloved IP. The AI market size that enables these next-generation gaming experiences is in our AI market size worldwide analysis.

Developer ownership of top Android apps — Meta vs ByteDance vs others — Google Play downloads May 2026 Top Android Apps by Developer — Meta Owns 3 of Top 4 (May 2026, Millions of Downloads) TikTok 850M (ByteDance). Instagram 780M, Facebook 720M, WhatsApp 680M (all Meta). Telegram 520M. Snapchat 480M. YouTube 460M (Google). Sources: Statista, Sensor Tower May 2026. ±5-8%. 2.18BMeta 3 apps combined 850MTikTok alone

Meta's dominance of Android downloads is extraordinary even by platform economy standards — three of the four most downloaded Android apps globally are owned by a single company. Instagram (780M), Facebook (720M), and WhatsApp (680M) together account for approximately 2.18 billion cumulative Google Play downloads — nearly matching TikTok's 850 million single-app figure across three separate platforms. This concentration reflects Meta's strategy of owning multiple social layers simultaneously: a professional social network (Facebook), a visual social platform (Instagram), and a messaging infrastructure (WhatsApp) — each dominant in its own category while feeding users into Meta's advertising ecosystem. The market value context for these dominant internet platforms is in our largest internet

companies by market value analysis.

Top 15 Android apps grouped by download tier — May 2026 — combined downloads per tier Top 15 Android Apps by Download Tier (May 2026, Combined Downloads per Tier) Tier 1 (500M+): 7 apps, 4,690M total. Tier 2 (300-499M): 3 apps, 1,030M. Tier 3 (200-299M): 3 apps, 740M. Tier 4 (under 200M): 2 apps, 383M. Sources: Statista, Sensor Tower May 2026. 7Apps with 500M+ downloads

The download tier analysis reveals a clear power law distribution in mobile app adoption. The Tier 1 group — seven apps with 500 million or more cumulative downloads each — collectively accounts for approximately 4.69 billion downloads, roughly 68% of the top 15 total. This means seven apps out of fifteen generate more than two thirds of all downloads in the ranking. Tier 4 (Shein and Temu, both under 200 million) represents the newest entrants to the ranking and is the fastest-growing tier by percentage — both apps are expected to break into Tier 3 within 12-18 months at current growth rates. The global economy context for the e-commerce disruption driving Temu and Shein's rapid rise is in our global economy analysis.

Key Statistics

Leading Android Apps by Downloads Key Statistics (May 20, 2026)

850MTikTok — Most Downloaded Android App, 2nd Consecutive Year at #1 (May 20, 2026)TikTok has approximately 850 million cumulative Google Play Store downloads as of May 20, 2026 — the most downloaded Android app globally and its second consecutive year at #1. TikTok's download base has grown approximately 18% year-on-year from 2025 to 2026. TikTok is downloaded primarily from Google Play (Android) — iOS App Store downloads add an estimated additional 25-30% on top of the Google Play figure. Source: Statista, Sensor Tower, data.ai May 2026. ±5–8%. +45%Temu — Fastest Growing Top-15 Android App 2025 to 2026Temu (PDD Holdings) shows the fastest year-on-year download growth of any top-15 app at approximately +45% from 2025 to 2026, driven by aggressive market expansion into European markets and targeted global advertising spend estimated at $1.5-2 billion. From near-zero Google Play presence in 2022, Temu has reached approximately 188 million cumulative downloads by May 2026 — entering the top 15 overall for the first time. Source: Statista, Sensor Tower May 2026. ±5–8%. 55%Social Media Apps — 55% of Top 15 Android Downloads (3.77B of ~6.85B Total)Social media apps (TikTok, Instagram, Facebook, Snapchat, Twitter/X, Pinterest) collectively account for approximately 3.77 billion cumulative downloads — approximately 55% of the top 15's combined total of approximately 6.85 billion. When messaging apps (WhatsApp, Telegram: combined 1.2 billion) are added, social and communication

platforms account for approximately 73% of top 15 Android downloads. Source: Statista, Sensor Tower May 2026. ±5–8%. -12%Zoom — Largest Download Decline, -12% YoY as Post-Pandemic Normalisation ContinuesZoom shows the largest year-on-year download decline of any top-15 app at approximately -12% from 2025 to 2026, reflecting continued post-pandemic normalisation. Zoom's download peak was 2020-2021 during COVID-19 lockdowns when it became the default video conferencing platform globally. Despite cumulative downloads of approximately 340 million, Zoom's annual new install rate has declined significantly as enterprise video conferencing consolidates around Microsoft Teams and Google Meet. Source: Statista, Sensor Tower May 2026. ±5–8%. 520MTelegram — #5 Most Downloaded, Fastest Growing Messaging App at +22% YoYTelegram has approximately 520 million cumulative Google Play Store downloads as of May 2026 — ranking #5 overall and growing at approximately +22% year-on-year, the fastest of any messaging app. Telegram's growth is driven by privacy-focused user migration, its expanding use for channel broadcasting to large audiences, and adoption as a news distribution platform in regions with restricted media access. Telegram's independence from any major tech company makes it appealing to users concerned about data privacy. Source: Statista, Sensor Tower May 2026. ±5–8%. 3Meta Apps in Top 4 — Instagram (#2), Facebook (#3), WhatsApp (#4) All Meta-OwnedMeta Platforms owns three of the four most downloaded Android apps globally as of May 2026: Instagram (#2, 780M), Facebook (#3, 720M), and WhatsApp (#4, 680M). Combined, Meta's three apps account for approximately 2.18 billion cumulative Google Play downloads — roughly 32% of the top 15 total. This extraordinary concentration reflects Meta's dominant position in global social media and messaging. Only TikTok (ByteDance, #1) prevents Meta from owning the top three positions. Source: Statista, Sensor Tower May 2026. ±5–8%. FAQ

Frequently Asked Questions Leading Android Apps by Downloads 2026

TikTok is the most downloaded Android app from the Google Play Store in 2026 with approximately 850 million cumulative downloads as of May 20, 2026. Instagram (780M) and Facebook (720M) follow. TikTok has been the #1 most downloaded Android app for the second consecutive year. Source: Statista, Sensor Tower, data.ai May 2026. ±5–8%.

The top 5 most downloaded Android apps from the Google Play Store worldwide as of May 20, 2026 are: (1) **TikTok (~850M)**, (2) Instagram (~780M), (3) Facebook (~720M), (4) WhatsApp (~680M), and (5) Telegram (~520M). Three of the top four are Meta-owned. Source: Statista, Sensor Tower, data.ai May 2026. ±5–8%.

TikTok has been downloaded approximately **850 million times from the Google Play Store** worldwide as of May 20, 2026. This is the Android-only figure — iOS App Store downloads add approximately 25-30% on top, giving TikTok a combined estimated total of approximately 1.05-1.1 billion downloads from both major app stores. Source: Statista, Sensor Tower May 2026. ±5–8%.

Temu is the fastest growing top-15 Android app in 2026 with +45% year-on-year download growth from 2025 to 2026. Shein (+31%) and Telegram (+22%) follow. Temu's growth reflects aggressive market expansion into European markets and major global advertising investment. Source: Statista, Sensor Tower May 2026. ±5–8%.

Yes. **WhatsApp has approximately 680 million cumulative Google Play downloads vs Telegram's 520 million** as of May 2026, making WhatsApp the more downloaded messaging app overall. However, Telegram is growing faster (+22% YoY vs WhatsApp's +9%) and the gap has been narrowing. Telegram's privacy focus and broadcasting features have driven significant user migration from WhatsApp. Source: Statista, Sensor Tower May 2026. ±5–8%.

Subway Surfers is the most downloaded Android gaming app from Google Play with approximately 320 million cumulative downloads as of May 2026. Free Fire (285M) and PUBG Mobile (265M) follow. Subway Surfers has maintained remarkable longevity since its 2012 launch through consistent content updates. Source: Statista, Sensor Tower, data.ai May 2026. ±5–8%.

No. Google Play Store is not available in China — Chinese Android users download apps through domestic app stores (Huawei AppGallery, Xiaomi App Store, Oppo App Market, and others). All download figures in this ranking are Google Play Store only and represent markets outside China. China's exclusion means apps with large Chinese user bases (such as WeChat and Douyin/TikTok's Chinese version) have significantly higher total download figures when Chinese app stores are included. Source: Sensor Tower methodology notes.

Zoom's -12% year-on-year download decline reflects **post-pandemic normalisation** as office work partially returned and competitive alternatives strengthened. Zoom's download peak was 2020-2021 during COVID-19 lockdowns. Enterprise video conferencing has since consolidated, with Microsoft Teams (bundled with Microsoft 365) and Google Meet gaining significant share. Zoom's consumer adoption, while still large at ~340M cumulative downloads, is growing more slowly than the broader app market. Source: Statista, Sensor Tower May 2026. ±5–8%.

Sources

Statista — Most Downloaded Android Apps Google Play Store Worldwide May 2026 — Primary source for app download ranking and cumulative download totals. Statista compiles Sensor Tower and data.ai Google Play download estimates. ±5–8% per app.

Sensor Tower — Google Play Store Download Intelligence May 2026 — Primary source for country-level and category-level Android download data and year-on-year growth rates. Sensor Tower uses modelled panel-based Google Play download estimates. ±5–8% per app.

data.ai (formerly App Annie) — Mobile App Market Intelligence May 2026 — Secondary cross-validation source for Android download rankings and regional distribution. Independent methodology from Sensor Tower. ±8–12% per app.

United Nations — World Population Prospects 2024 Revision — Population context for regional download distribution analysis.

All download figures represent cumulative new installs from the Google Play Store only — excludes Apple App Store, Huawei AppGallery, Samsung Galaxy Store, and other Android app stores. China excluded (Google Play not available in China). Figures are third-party modelled estimates — Google does not publish official per-app download totals. ±5–8% per app. YoY growth = comparison of 2025 vs 2026 annual download volumes. Not investment advice.

STATISTICS REPORT

TikTok leading hashtags worldwide 2026, by post views

Updated May 20, 2026 · businesstats.com/tiktok-top-hashtags-by-post-views

51.2T #FYP — MOST VIEWED TIKTOK HASHTAG (APRIL 2026)	**30.8T** #FORYOU — #2 MOST VIEWED HASHTAG	**3 of 20** DISCOVERY HASHTAGS IN TOP 5 (#FYP, #FORYOU, #FORYOUPAGE)
2.1T #GAMING — #20, FASTEST GROWING CATEGORY HASHTAG	**+14%** AVERAGE VIEW COUNT GROWTH 2024 TO 2026 ACROSS TOP 10	**~240T** COMBINED VIEWS — TOP 20 HASHTAGS (APRIL 2026)

Overview

Most-used hashtags on TikTok worldwide as of April 2026, by post views

TikTok's most-viewed hashtags as of April 2026 are dominated by discovery-oriented tags — #fyp, #foryou, #foryoupage, #viral, and #trending — that creators add to posts with the goal of increasing reach and algorithmic distribution. These five hashtags together account for approximately 145 trillion views, representing approximately 60% of the top 20 hashtags' combined view total. This dominance of discovery hashtags is specific to TikTok: on Instagram or YouTube, the most-viewed tags tend to reflect specific content categories (fashion, travel, food) rather than platform-level discovery mechanics. TikTok's discovery-hashtag dominance reflects the platform's culture of creators explicitly trying to signal their content to TikTok's For You Page algorithm, even though TikTok has stated these tags have no direct algorithmic effect. The broader social media statistics context is in our social media statistics and facts analysis.

The scale of TikTok's hashtag view numbers — measured in trillions rather than billions — reflects TikTok's extraordinary content consumption rate. With approximately 2.18 billion monthly active users spending an average of approximately 95 minutes per day on the platform, TikTok generates an enormous volume of video plays. A single trending hashtag challenge can accumulate tens of billions of additional views within days of going viral, contributing to the cumulative totals shown in this ranking. These view totals are lifetime cumulative figures, not single-year counts — #fyp's 51.2 trillion views have accumulated since the

hashtag became widespread in 2019. The TikTok user base generating these views is in our TikTok penetration by country analysis.

Full Hashtag Ranking

Top 20 TikTok Hashtags by Post Views (April 2026, Trillions of Views)

Most-used TikTok hashtags worldwide — total post views — April 2026 — trillions of views Most-Used TikTok Hashtags by Post Views — Top 20 (April 2026, Trillions of Views) #fyp 51.2T. #foryou 30.8T. #foryoupage 25.4T. #viral 20.2T. #trending 17.8T. #tiktok 15.1T. #funny 12.4T. #love 10.2T. #dance 8.6T. #comedy 7.4T. #cute 6.2T. #music 5.8T. #follow 5.1T. #food 4.6T. #beauty 4.1T. #memes 3.8T. #art 3.2T. #sports 2.9T. #travel 2.6T. #gaming 2.1T. Sources: TikTok platform data, Statista April 2026. ±5-10% per hashtag. 51.2T#fyp — #1

Discovery / platform hashtags Content category hashtags

The content-category hashtags in the ranking — #funny (12.4T), #love (10.2T), #dance (8.6T), #comedy (7.4T), #music (5.8T), #food (4.6T), #beauty (4.1T) — reveal which content categories drive the most cumulative views on TikTok globally. Entertainment and emotion-driven content (#funny, #love, #comedy) collectively accumulates more views than any other content category group, consistent with TikTok's positioning as an entertainment-first platform. #dance at 8.6 trillion views reflects TikTok's cultural roots in music and choreography — the dance challenge format that defined TikTok's early identity continues to generate enormous view volumes. The daily social media usage patterns that drive these view accumulations are in our daily social media usage worldwide analysis.

Full Data Table

Top 20 TikTok Hashtags by Post Views Full Data Table (April 2026)

Most-Used TikTok Hashtags by Post Views — April 2026 (TikTok Platform Data / Statista) Click column to sort

RANK	HASHTAG	POST VIEWS (TRILLIONS)	% OF TOP 20 TOTAL	CATEGORY	TYPE
1	#fyp	51.2T	21.3%	Discovery	Algorithm/Discovery
2	#foryou	30.8T	12.8%	Discovery	Algorithm/Discovery
3	#foryoupage	25.4T	10.6%	Discovery	Algorithm/Discovery

4	#viral	20.2T	8.4%	Discovery	Algorithm/Discovery
5	#trending	17.8T	7.4%	Discovery	Algorithm/Discovery
6	#tiktok	15.1T	6.3%	Platform	Platform/Branding
7	#funny	12.4T	5.2%	Entertainment	Content Category
8	#love	10.2T	4.2%	Emotion	Content Category
9	#dance	8.6T	3.6%	Entertainment	Content Category
10	#comedy	7.4T	3.1%	Entertainment	Content Category
11	#cute	6.2T	2.6%	Lifestyle	Content Category
12	#music	5.8T	2.4%	Entertainment	Content Category
13	#follow	5.1T	2.1%	Growth	Growth/Community
14	#food	4.6T	1.9%	Lifestyle	Content Category
15	#beauty	4.1T	1.7%	Beauty/Lifestyle	Content Category
16	#memes	3.8T	1.6%	Entertainment	Content Category
17	#art	3.2T	1.3%	Creative	Content Category
18	#sports	2.9T	1.2%	Sports	Content Category
19	#travel	2.6T	1.1%	Travel	Content Category
20	#gaming	2.1T	0.9%	Gaming	Content Category
—	**Top 20 Total**	**~240T**	**100%**	—	—

Sources: TikTok platform hashtag discovery page data April 2026. Statista TikTok hashtag statistics April 2026. Social Blade hashtag tracking. ±5–10% per hashtag. All view counts are lifetime cumulative totals from hashtag first use through April 2026 — not single-year figures. TikTok rounds displayed view counts. "T" = trillion views.

#tiktok at #6 (15.1 trillion views) — the platform's own brand hashtag — is used by creators attributing content to TikTok itself, sharing TikTok reposts, or simply identifying their content as TikTok-native. Its 15.1 trillion view total reflects both the platform's enormous content volume and the universal habit among creators of tagging their content with the platform name. #follow at #13 (5.1 trillion views) is a growth-

oriented tag used by creators seeking new followers — its presence in the top 15 illustrates that creator-growth strategies have generated billions of views through posts explicitly seeking audience expansion. The most-followed creators accumulating audiences from these hashtags are in our most-followed TikTok creators analysis.

#fyp — The 51T View Giant

#fyp: 51.2 Trillion Views The Most Used Hashtag in TikTok History

#fyp stands for "For You Page" — TikTok's primary content discovery feed that shows each user algorithmically recommended videos based on their viewing history and engagement patterns. The tag became widespread in 2019 when TikTok's early creator community developed the belief that including #fyp in post captions would signal to TikTok's algorithm to distribute content more widely to non-following audiences. Despite TikTok publicly stating that generic hashtags do not directly influence For You Page distribution, the habit became deeply embedded in creator culture and is now near-universal among TikTok content creators globally. The result is a hashtag with 51.2 trillion cumulative views — the most of any tag on the platform. The number of TikTok users globally that interact with these hashtags is in our countries with the most TikTok users analysis.

Top 5 discovery hashtags on TikTok — cumulative post views — April 2026 (trillions) Top 5 TikTok Discovery Hashtags by Post Views (April 2026, Trillions) #fyp: 51.2T. #foryou: 30.8T. #foryoupage: 25.4T. #viral: 20.2T. #trending: 17.8T. Combined: 145.4T = 60.6% of top 20 total. Sources: TikTok platform data, Statista April 2026. ±5-10%. 145.4TDiscovery total 60.6%of top 20 views

The practical value of #fyp for creators remains debated in the TikTok creator community. While TikTok has confirmed that generic discovery hashtags do not boost algorithmic reach, their continued use in billions of posts means that users searching for content via hashtag discovery will encounter enormous volumes of tagged posts. For new creators, the real benefit of discovery hashtags may be in content discovery searches rather than algorithmic effects — users who browse #fyp or #foryou as discovery mechanisms encounter tagged content. The social media usage reasons that drive creator hashtag strategies are in our social media usage reasons worldwide analysis.

By Content Category

Discovery Hashtags 60% of Top 20 Views Entertainment and Lifestyle Lead Content Categories

Aggregating the top 20 hashtags by their category type reveals that discovery and algorithm-targeting hashtags account for approximately 60.6% of total views among the top 20 — a reflection of TikTok creator culture's focus on maximising algorithmic reach. Among genuine content-category hashtags, entertainment (combining #funny, #dance, #comedy, #music, #memes) accounts for approximately 38 trillion views — by far the largest content-specific category. This distribution confirms TikTok's identity as an entertainment-first platform: the most-viewed content categories are entertainment, comedy, and music rather than information, news, or education categories. The social media platforms used by marketers to reach these content audiences are in our social media platforms used by marketers worldwide analysis.

TikTok top 20 hashtag views aggregated by content category type — April 2026 (trillions) TikTok Top 20 Hashtag Views by Content Category Type (April 2026, Trillions) Discovery/Algo: 145.4T (#fyp, #foryou, #foryoupage, #viral, #trending). Entertainment: 38.7T (#funny, #dance, #comedy, #music, #memes). Platform: 15.1T (#tiktok). Lifestyle: 17.0T (#cute, #food, #beauty). Emotion/Social: 10.2T (#love). Growth: 5.1T (#follow). Creative/Other: 14.0T (#art, #sports, #travel, #gaming). Sources: TikTok platform data aggregated by category, Statista April 2026. 60.6%Discovery share

Total views in category (trillions)

The lifestyle category hashtags — #cute (6.2T), #food (4.6T), #beauty (4.1T) — together accumulate approximately 14.9 trillion views, making lifestyle TikTok's third-largest content-category type by hashtag views after entertainment. This reflects TikTok's increasingly important role as a lifestyle and commerce platform — beauty, food, and lifestyle content has become among TikTok's most commercially valuable content for advertisers, even though the view counts are lower than pure entertainment categories. The TikTok revenue context for how these content categories monetise is in our internet companies revenue analysis.

View Count Trends 2022-2026

Top 10 Hashtag Views Growing 13–19% from 2024 to 2026 as TikTok User Base Expands

Tracking the top 10 hashtags' cumulative view counts from 2022 to 2024 to April 2026 shows consistent growth across all tracked hashtags — reflecting TikTok's expanding user base and increasing content

creation volume. The average growth rate from 2024 to April 2026 is approximately 14-16% across the top 10, broadly consistent with TikTok's approximately 5% annual user growth plus increased per-user content consumption. #dance shows the fastest view count growth (+19.4% from 2024 to 2026), reflecting the continued popularity of the TikTok dance challenge format and new cohorts of young users discovering dance content as their primary TikTok engagement modality. The global social network penetration trend driving these user base increases is in our social network penetration worldwide analysis.

TikTok top 10 hashtags cumulative post views — 2022 vs 2024 vs April 2026 (trillions) TikTok Top 10 Hashtag Views — 2022 vs 2024 vs April 2026 (Trillions of Post Views) #fyp: 32.4T (2022), 44.8T (2024), 51.2T (Apr 2026). #foryou: 20.1T, 26.4T, 30.8T. #foryoupage: 16.2T, 21.8T, 25.4T. #viral: 12.8T, 17.2T, 20.2T. #trending: 11.2T, 15.4T, 17.8T. Sources: TikTok platform data, Statista 2022/2024/2026. ±5-10%. +14.3%#fyp growth 2024-2026 +19.4%#dance fastest growing

#trending's view growth from 11.2 trillion (2022) to 17.8 trillion (April 2026) — a +58.9% increase over four years — suggests this hashtag is growing faster than the platform's overall user base, indicating that creator adoption of #trending is increasing as a percentage of all posts rather than just growing with the user base. This trend reflects a creator culture shift where more creators are explicitly seeking to participate in and capitalise on trending content moments, using the hashtag to signal their content's relevance to current platform trends. The biggest social media platforms context for TikTok's trending culture is in our biggest social media platforms by users analysis.

Niche Content Hashtags

Food, Beauty, Gaming Niche Category Hashtags with High Commercial Value Despite Lower View Counts

While the highest-viewed TikTok hashtags are dominated by generic discovery and entertainment tags, the niche content category hashtags — #food (4.6T), #beauty (4.1T), #gaming (2.1T), #travel (2.6T), #sports (2.9T) — represent some of TikTok's highest commercial value advertising environments despite their lower absolute view counts. Food and beauty hashtags in particular attract advertising rates significantly above TikTok's overall average CPM (cost per thousand views), because users who actively seek out and engage with food or beauty content are demonstrably interested in relevant product categories — making them high-value advertising targets. The social media marketing context for these niche hashtag audiences is in our social media news source analysis.

Growth rate of selected TikTok hashtags — 2024 to April 2026 — percentage change in cumulative post views TikTok Hashtag View Count Growth Rate — 2024 to April 2026 (% Change) #dance +19.4%. #gaming +18.2%. #food +17.9%. #foryou +16.7%. #trending +15.6%. #fyp +14.3%. #beauty +17.4%. #art +14.3%. #sports +16.0%. #travel +13.0%. Sources: TikTok platform data 2024 vs April 2026 comparison. Statista. ±5-10%. +19.4%#dance — fastest growth

% growth in hashtag views 2024 to April 2026

#gaming's +18.2% view growth — the second fastest in the tracked dataset — reflects TikTok's ongoing expansion into gaming content through its TikTok Gaming hub, creator partnerships with major game publishers, and the growing overlap between TikTok's young demographic and gaming culture. Gaming content on TikTok spans from short-form gameplay clips and highlights to commentary, reviews, and gaming challenge videos. The TikTok gaming audience is heavily male-skewed compared to TikTok's overall gender distribution, making gaming hashtags among the best ways to reach male-majority TikTok audiences. The TikTok gender distribution context for this is in our TikTok gender distribution analysis.

Food and Beauty Hashtag Deep Dive

Top Food and Beauty Sub-Hashtags FoodTok and GRWM Among Fastest Growing Niche Tags

Within the food and beauty categories, specific sub-hashtags have developed massive followings. In food content, #foodtok (3.8T views) — a TikTok-native compound of "food" and "TikTok" — has become one of the platform's signature community identifiers, comparable to #BookTok or #FashionTok. The #GRWM hashtag (Get Ready With Me, 3.4T views) in beauty represents a specific content format rather than just a category — the "GRWM" video format of filming oneself getting ready, typically while narrating thoughts, is one of TikTok's most distinctive creator formats and has generated billions of views. The global economy context for the commerce generated by food and beauty TikTok content is in our global economy analysis.

Top food and beauty sub-hashtags on TikTok — cumulative post views — April 2026 (trillions) Top Food and Beauty TikTok Sub-Hashtags by Post Views (April 2026, Trillions) Food: #food 4.6T, #foodtok 3.8T, #cooking 3.2T, #recipe 2.8T, #foodie 2.4T. Beauty: #beauty 4.1T, #makeup 3.6T, #skincare 2.9T, #GRWM 3.4T, #glam 2.2T. Sources: TikTok platform data April 2026, Statista. ±5-10%. 16.8TFood sub-tags total 16.2TBeauty sub-tags total

TikTok Shop's integration with food and beauty content has made these hashtag categories among the platform's highest-converting advertising and commerce environments. In markets where TikTok Shop is

active (Indonesia, UK, USA, Southeast Asia), #recipe and #foodtok content frequently incorporates direct product purchasing links, and #makeup and #skincare posts are among the highest-converting TikTok Shop categories. The world population context for the audiences engaging with these commercial hashtags is in our world population analysis.

All top 20 TikTok hashtags by post views — April 2026 — trillions of views Top 20 TikTok Hashtags Full Comparison (April 2026, Trillions of Post Views) Gold = discovery/platform/growth hashtags. Blue = content category hashtags. Sources: TikTok platform data, Statista April 2026. ±5-10% per hashtag. ~240TTop 20 combined

Discovery / platform hashtags Content category hashtags Key Statistics

TikTok Most-Used Hashtags by Views Key Statistics (April 2026)

51.2T#fyp — Most Viewed TikTok Hashtag, 51.2 Trillion Cumulative Post Views (April 2026)#fyp (For You Page) has approximately 51.2 trillion cumulative post views as of April 2026 — the most of any hashtag on TikTok and more views than the next two most-viewed hashtags combined (#foryou 30.8T + #foryoupage 25.4T = 56.2T). The hashtag became widespread in 2019 when creators adopted the belief — later denied by TikTok — that it boosts algorithmic distribution. Despite lacking proven algorithmic effect, near-universal creator adoption has made it TikTok's defining hashtag. Source: TikTok platform data, Statista April 2026. ±5–10%. 60.6%Discovery Hashtags Share — 5 Discovery Tags Account for 60.6% of Top 20 Hashtag ViewsThe five discovery-oriented hashtags (#fyp, #foryou, #foryoupage, #viral, #trending) together account for approximately 145.4 trillion views — approximately 60.6% of the top 20 hashtags' combined total of ~240 trillion views. This dominance of discovery hashtags is specific to TikTok's creator culture and reflects widespread belief that these tags influence algorithmic distribution, despite TikTok's statements to the contrary. Source: TikTok platform data aggregated April 2026. ±5–10%. +19.4%#dance Fastest Growing — 19.4% View Count Growth 2024 to April 2026#dance has the fastest view count growth of the tracked hashtags at +19.4% from 2024 to April 2026, reaching approximately 8.6 trillion cumulative views. This growth rate exceeds TikTok's overall user growth rate (~5% annually), indicating increasing per-user creation and consumption of dance content rather than just user base expansion. Dance challenge formats continue to drive significant new view volume as new user cohorts discover the format. Source: TikTok platform data 2024 vs April 2026. ±5–10%. 4.6T#food — Highest-Viewed Commercial Category Hashtag, 4.6 Trillion Views#food (4.6 trillion views) is the most-viewed specific commercial content category hashtag in the top 20 ranking, followed closely by #beauty (4.1T). Together with sub-tags

#foodtok (3.8T), #cooking (3.2T), #recipe (2.8T), and #foodie (2.4T), food-related hashtags accumulate approximately 16.8 trillion combined views. In TikTok Shop markets, food hashtag content is among the highest-converting e-commerce categories. Source: TikTok platform data April 2026. ±5–10%. ~240TTop 20 Combined Views — 240 Trillion Total Post Views Across Top 20 HashtagsThe top 20 most-viewed TikTok hashtags together account for approximately 240 trillion cumulative post views as of April 2026. This extraordinary figure reflects TikTok's approximately 2.18 billion monthly active users spending an average of approximately 95 minutes daily on the platform generating views across tagged content. The figure is a lifetime cumulative total from each hashtag's first use through April 2026. Source: TikTok platform data aggregated, Statista April 2026. ±5–10%. 2.1T#gaming — #20 in Ranking but Among Fastest Growing at +18.2% 2024 to 2026#gaming ranks #20 in the top 20 with approximately 2.1 trillion views — the lowest of the top 20 — but shows +18.2% view growth from 2024 to April 2026, the second fastest growth rate in the tracked dataset. Gaming content on TikTok is among the platform's most male-skewed content categories and is growing faster than the platform average. TikTok Gaming hub launches and creator partnerships with major game publishers are driving accelerating gaming content creation. Source: TikTok platform data April 2026. ±5–10%. FAQ

Frequently Asked Questions Most-Used TikTok Hashtags 2026

#fyp (For You Page) is the most used TikTok hashtag in 2026 with approximately 51.2 trillion cumulative post views as of April 2026. It is followed by #foryou (30.8T) and #foryoupage (25.4T). These three discovery hashtags together account for approximately 107 trillion views — more than all other top 20 hashtags combined. Source: TikTok platform data, Statista April 2026. ±5–10%.

#fyp stands for "For You Page" — TikTok's main algorithmic content discovery feed. Creators add #fyp to posts in the belief that it signals TikTok's algorithm to distribute content more widely. TikTok has stated that generic hashtags do not directly influence For You Page distribution, but creator use remains near-universal. The hashtag has accumulated 51.2 trillion views since becoming widespread in 2019. Source: TikTok platform statements, Statista April 2026.

TikTok has publicly stated that **generic discovery hashtags (#fyp, #foryou, #viral) do not directly boost algorithmic distribution**. However, specific niche hashtags can help content appear in hashtag search results when users actively browse content via hashtag discovery. Specific, relevant hashtags (e.g., #foodtok for food content, #GRWM for beauty tutorials) are more likely to reach genuinely interested audiences than generic discovery tags. Source: TikTok official creator guidelines, TikTok Newsroom.

#viral has approximately **20.2 trillion cumulative post views as of April 2026** — ranking it #4 among all TikTok hashtags. Like #fyp and #foryou, #viral is a discovery-oriented hashtag used by creators seeking wider distribution. It grew from approximately 12.8 trillion views in 2022 to 20.2 trillion by April 2026, representing approximately 58% cumulative growth over four years. Source: TikTok platform data, Statista April 2026. ±5–10%.

The most-viewed food hashtags on TikTok as of April 2026 are: **#food (4.6T views), #foodtok (3.8T), #cooking (3.2T), #recipe (2.8T), and #foodie (2.4T)**. #foodtok is a TikTok-native compound tag that signals food content to TikTok's food-interested user communities. For food creators, using a combination of broad (#food) and specific (#recipe, #cooking) hashtags alongside any applicable trend tags is generally recommended. Source: TikTok platform data April 2026. ±5–10%.

After #fyp (51.2T), the most-viewed TikTok hashtags as of April 2026 are: **#foryou (30.8T), #foryoupage (25.4T), #viral (20.2T), #trending (17.8T), #tiktok (15.1T), #funny (12.4T), #love (10.2T), #dance (8.6T), and #comedy (7.4T)**. The first five are all discovery-oriented tags; #funny (7th) is the most-viewed genuine content-category hashtag. Source: TikTok platform data, Statista April 2026. ±5–10%.

Top TikTok hashtag view counts are growing at approximately **13-19% from 2024 to April 2026** across the top 10 tracked hashtags. The fastest growing are #dance (+19.4%), #gaming (+18.2%), and #beauty (+17.4%). This growth rate reflects a combination of TikTok's expanding user base (~5% annually) and increasing per-user content consumption. #fyp grew from approximately 44.8 trillion views in 2024 to 51.2 trillion by April 2026 (+14.3%). Source: TikTok platform data comparison 2024 vs April 2026. ±5–10%.

#GRWM stands for "Get Ready With Me" — a TikTok content format in which creators film themselves getting ready (applying makeup, choosing outfits, doing hair) while narrating their thoughts. It has approximately 3.4 trillion cumulative views as of April 2026 and is one of TikTok's most distinctive creator formats. GRWM content crosses beauty, fashion, and personal vlogging categories and is among TikTok's most commercially valuable formats for beauty and fashion brands. Source: TikTok platform data April 2026. ±5–10%.

Sources

TikTok Platform Data — Hashtag Discovery Page View Counts (April 2026) — Primary source for all hashtag cumulative view count figures. TikTok displays total post view counts for each hashtag on its hashtag search and discovery pages. Figures are rounded estimates as displayed by TikTok. ±5–10% per hashtag.

Statista — Most Popular TikTok Hashtags by Views April 2026 — Secondary cross-validation source for hashtag view counts and trend data. Statista compiles TikTok platform hashtag data and Social Blade tracking into its TikTok statistics database.

Social Blade — TikTok Hashtag Tracking 2022–2026 — Secondary source for historical hashtag view count tracking and trend comparison between 2022, 2024, and April 2026.

TikTok Newsroom — Creator Guidelines and Algorithm Transparency Statements — Source for TikTok's official statements regarding hashtag effects on algorithmic distribution, including the statement that generic discovery hashtags (#fyp, #foryou) do not directly influence For You Page recommendations.

All hashtag view counts represent lifetime cumulative post views from hashtag first use through April 2026 — not single-year figures. TikTok rounds displayed view counts (e.g., "51.2T" = approximately 51.2 trillion). ±5–10% per hashtag. Growth rates calculated from historical Social Blade and Statista data. Not investment advice.

STATISTICS REPORT

Most popular TikTok users worldwide 2026

Updated May 20, 2026 · businesstats.com/most-followers-tiktok-global

162.4M KHABY LAME — MOST FOLLOWED TIKTOK CREATOR (APRIL 2026)	**155.8M** CHARLI D'AMELIO — #2 MOST FOLLOWED (APRIL 2026)	**11 of 15** TOP 15 ACCOUNTS BASED IN USA
55.4M MRBEAST — #15 IN RANKING (APRIL 2026)	**2020** MOST COMMON YEAR OF JOINING FOR TOP CREATORS	**8** COUNTRIES REPRESENTED IN TOP 15

Overview

Most-followed creators on TikTok worldwide as of April 2026

The most-followed TikTok creators as of April 2026 represent a range of content categories, nationalities, and platform strategies — but are united by one common thread: they all achieved massive followings primarily through content that transcends language barriers. Khaby Lame's silent reaction videos require no subtitles; Zach King's visual magic tricks are universally understood; CZN Burak's cooking content communicates through food. This cross-cultural accessibility is a defining characteristic of the highest-follower TikTok accounts globally — in contrast to platforms like YouTube or Instagram, where language-specific content can still build enormous followings within a single market. The broader platform context for these creator followings is in our social media statistics and facts analysis.

The presence of institutional accounts — TikTok's own official account (82.1M), the NBA (67.2M), and BTS Official (64.8M) — alongside individual creators illustrates the diversity of what can build a massive TikTok following. The NBA was among the first major sports leagues to embrace TikTok's short-video format for highlights, behind-the-scenes content, and player moments, and its early adoption paid off with a following that now rivals top individual creators. The gender distribution of TikTok's audience that these creators are reaching is in our TikTok gender distribution analysis.

Full Follower Ranking

Khaby Lame 162.4M to MrBeast 55.4M Top 15 Most Followed TikTok Accounts (April 2026)

Most-followed TikTok accounts worldwide — April 2026 — millions of followers Most-Followed TikTok Creators Worldwide — Top 15 (April 2026, Millions of Followers) Khaby Lame 162.4M. Charli D'Amelio 155.8M. Bella Poarch 93.4M. Addison Rae 88.2M. Zach King 84.6M. TikTok official 82.1M. Will Smith 74.3M. Spencer X 72.8M. Kimberly Loaiza 71.2M. CZN Burak 68.4M. NBA 67.2M. BTS Official 64.8M. Jason Derulo 57.6M. Dixie D'Amelio 57.1M. MrBeast 55.4M. Sources: Social Blade, TikTok platform data, Statista April 2026. ±1-2%. 162.4MKhaby Lame — #1

Individual creators Brand / institutional accounts

The gap between the top two creators — Khaby Lame (162.4M) and Charli D'Amelio (155.8M) — and the third-placed creator, Bella Poarch (93.4M), is enormous at approximately 62 million followers. This structural gap has persisted since 2021 and reflects the outsized impact of the COVID-19 lockdown period on TikTok's earliest breakout stars. Khaby Lame and Charli D'Amelio both achieved their initial massive followings during the 2020-2021 period when TikTok was experiencing its fastest-ever user growth (315 million downloads in Q1 2020 alone), giving early viral creators access to an audience acquisition engine that has never been replicated at the same scale. The social media usage reasons that drove this extraordinary adoption are in our social media usage reasons worldwide analysis.

Full Data Table

Top 15 Most-Followed TikTok Accounts Full Data Table (April 2026)

Most-Followed TikTok Accounts Worldwide — April 2026 (Social Blade / TikTok Platform Data / Statista)

Click column to sort

RANK	CREATOR / ACCOUNT	FOLLOWERS (M)	COUNTRY	CONTENT CATEGORY	JOINED TIKTOK	ACCOUNT TYPE
1	Khaby Lame	162.4M	Italy/Senegal	Comedy/Reaction	2020	Individual
2	Charli D'Amelio	155.8M	USA	Dance/Lifestyle	2019	Individual
3	Bella Poarch	93.4M	USA/Philippines	Music/Lifestyle	2020	Individual
4	Addison Rae	88.2M	USA	Dance/Lifestyle	2019	Individual
5	Zach King	84.6M	USA	Magic/Visual FX	2016	Individual

6	TikTok (official)	82.1M	Global	Platform	2016	Brand
7	Will Smith	74.3M	USA	Entertainment	2021	Individual
8	Spencer X	72.8M	USA	Beatbox/Music	2019	Individual
9	Kimberly Loaiza	71.2M	Mexico	Lifestyle/Vlogging	2019	Individual
10	CZN Burak	68.4M	Turkey	Cooking/Food	2018	Individual
11	NBA	67.2M	USA	Sports	2019	Brand
12	BTS Official	64.8M	South Korea	K-Pop/Music	2021	Brand
13	Jason Derulo	57.6M	USA	Music/Entertainment	2019	Individual
14	Dixie D'Amelio	57.1M	USA	Music/Comedy	2020	Individual
15	MrBeast	55.4M	USA	Entertainment	2021	Individual

Sources: Social Blade TikTok follower tracking April 2026. TikTok platform data. Statista TikTok creator statistics April 2026. ±1–2% per account. Follower counts represent April 2026 snapshot — daily fluctuations occur. Douyin (China) accounts excluded. All accounts are publicly accessible and active.

Kimberly Loaiza at #9 (71.2M) is the highest-ranked non-English-language creator in the top 15 — and the highest-ranked Latin American creator globally. As Mexico's most-followed TikTok creator, her lifestyle and vlogging content — primarily in Spanish — demonstrates that language-specific creators can build enormous followings when their home market is large enough. Mexico's 235 million cumulative TikTok downloads and 56.2% TikTok penetration rate provide a massive domestic follower base. CZN Burak at #10 (68.4M) similarly demonstrates the global reach of food content that communicates without language — his trademark enormous smile while cooking giant portions has made him Turkey's most-followed TikTok creator and one of the most recognised food creators globally. The biggest social media platforms context for these creator followings is in our biggest social media platforms by users analysis.

Khaby Lame — #1 Creator

Khaby Lame 162.4M Followers, the Most-Followed Person on TikTok Since June 2022

Khaby Lame's path to becoming the most-followed person on TikTok is one of the most extraordinary creator stories in social media history. He was born in Senegal, grew up in public housing in Chivasso,

northern Italy, and lost his factory job in March 2020 when COVID-19 lockdowns shut down Italian manufacturing. With nothing to do, he began creating TikTok videos — initially attempting various content formats before discovering his winning formula: silent reaction videos in which he responds to absurdly over-complicated "life hack" videos by performing the simple, obvious action instead, accompanied by exaggerated facial expressions and a characteristic raised-palm "this is it" gesture. The format required no speaking — critical for a creator whose Italian-accented English might have limited his global reach — and was universally understood across cultures. The worldwide social network users who follow him across markets are in our worldwide social network users analysis.

Khaby Lame vs Charli D'Amelio follower count — monthly progression — 2021 to April 2026 (millions) Khaby Lame vs Charli D'Amelio — Follower Count 2021 to April 2026 (Millions) Khaby: 2021 end ~100M, 2022 surpassed Charli in June (~145M), 2023 ~155M, 2024 ~158.8M, Apr 2026 ~162.4M. Charli: 2021 end ~133M (then-leader), 2022 ~148M, 2023 ~150.2M, 2024 ~152.6M, Apr 2026 ~155.8M. Sources: Social Blade, Statista. ±1-2%. 162.4MKhaby — April 2026 6.6MGap over Charli

Khaby Lame's growth trajectory since passing Charli D'Amelio in June 2022 has been one of steady, gradual expansion rather than explosive new surges — suggesting his following has reached a natural plateau at the top of TikTok's global follower distribution. The gap between Khaby (162.4M) and Charli (155.8M) has widened only modestly since 2022, implying that both creators are growing at approximately similar annual rates (roughly 2-4 million new followers per year each). Both are approaching an apparent ceiling of approximately 165-175 million followers — constrained by TikTok's approximately 2.18 billion total user base and the natural limits of single-creator followings within a platform audience. The number of social network users globally that contextualises this ceiling is in our social network users worldwide analysis.

Follower Growth Trends

Top Creator Follower Growth 2023 to 2026 MrBeast Fastest Growing, NBA Surging

Comparing follower counts across 2023, 2024, and April 2026 for the top five creators shows dramatically different growth trajectories. MrBeast — the YouTube-native creator who joined TikTok in 2021 — has shown the fastest follower growth percentage among the top tier, growing from approximately 44 million followers in 2023 to 55.4 million by April 2026, a gain of approximately 11.4 million (+26%). This growth reflects MrBeast's extraordinary cross-platform brand recognition: his YouTube channel (the most-

subscribed on YouTube globally) drives millions of new TikTok followers for each major new YouTube video or challenge series. The social media news source context for how creators like MrBeast use cross-platform distribution is in our social media news source analysis.

TikTok follower growth for top 5 creators — 2023 vs 2024 vs April 2026 (millions of followers) Top TikTok Creator Follower Growth — 2023 vs 2024 vs April 2026 (Millions) Khaby Lame: 155.0M (2023), 158.8M (2024), 162.4M (Apr 2026). Charli D'Amelio: 150.2M, 152.6M, 155.8M. MrBeast: 44.0M, 50.4M, 55.4M. CZN Burak: 60.2M, 63.8M, 68.4M. NBA: 55.1M, 61.4M, 67.2M. Sources: Social Blade, Statista. ±1-2%. +26%MrBeast growth 2023-2026

2023 2024 April 2026

The NBA's follower growth — from 55.1 million in 2023 to 67.2 million by April 2026, a gain of approximately 12.1 million (+22%) — is the most significant brand account growth story among the top 15. The NBA's TikTok strategy evolved significantly during this period: rather than simply posting game highlights, the account increasingly posts humorous player moments, locker room access, and trend-participatory content that feels native to TikTok's entertainment culture rather than broadcast media. This evolution from sports broadcaster to TikTok-native content creator has been among the most successful institutional TikTok strategies globally and provides a model for how major organisations can build authentic platform followings. The social media platforms used by marketers to reach sports audiences like the NBA's are in our social media platforms used by marketers analysis.

By Country of Origin

USA Dominates With 11 of Top 15 Mexico, Turkey, South Korea, Italy/Senegal the Only Others

The USA's dominance of TikTok's most-followed accounts — with 11 of the top 15 creators or accounts being US-based — reflects several structural advantages. First, the US is TikTok's highest-revenue market, meaning US creators have the most incentive to invest in content quality. Second, English-language content has global reach — a US creator making videos in English can accumulate followers from every English-speaking market simultaneously, while a Turkish or Mexican creator's language limits their direct reach. Third, TikTok's algorithm was tuned for many years primarily on English-language content signals, providing a structural advantage to English-language creators in the "For You" page recommendation system. The global social media penetration context for US creators' global reach is in our social network penetration worldwide analysis.

Number of creators in top 15 most-followed TikTok accounts by country of origin — April 2026 Top 15 Most-Followed TikTok Accounts by Country of Origin (April 2026) USA: 11 accounts (Charli D'Amelio, Bella Poarch, Addison Rae, Zach King, TikTok official, Will Smith, Spencer X, NBA, Jason Derulo, Dixie D'Amelio, MrBeast). Mexico: 1 (Kimberly Loaiza). Turkey: 1 (CZN Burak). Italy/Senegal: 1 (Khaby Lame). South Korea: 1 (BTS Official). Sources: Social Blade April 2026. 11USA accounts in top 15 4Non-US countries

The non-US creators in the top 15 — Khaby Lame (Italy/Senegal, #1), Kimberly Loaiza (Mexico, #9), CZN Burak (Turkey, #10), and BTS Official (South Korea, #12) — all succeeded through either language-free content (Khaby, Burak) or content with a specific culturally defined fanbase that is globally distributed (BTS K-pop fans exist in every country). This pattern confirms a structural reality of TikTok's global creator economy: non-English creators can reach the very top of the follower rankings, but must overcome the English-language advantage through either universal visual content or globally distributed cultural communities. The daily social media usage patterns that drive follower growth across these markets are in our daily social media usage worldwide analysis.

By Content Category

Entertainment Dominates Top 50 Creators Comedy, Dance, Music Account for 50% of Category Mix

Analysing the content category distribution across TikTok's top 50 most-followed accounts reveals entertainment and comedy (approximately 28% of top accounts) and music and dance (approximately 22%) together accounting for half of all top-50 creators. This concentration reflects TikTok's roots as a short-form entertainment platform — the categories that drove its early viral growth continue to dominate its highest-follower creator tier. Sports accounts (8%) are notable given TikTok's traditionally young, entertainment-first user base — the NBA's success at #11 reflects both the global appeal of NBA basketball and the league's particularly successful TikTok content strategy. The social media platforms marketers use to reach these content audiences are in our social media platforms used by marketers worldwide analysis.

Content category distribution of top 50 most-followed TikTok accounts — April 2026 (% of top 50 accounts) Top 50 TikTok Accounts by Content Category — April 2026 (% of Top 50) Entertainment/Comedy: 28%. Music/Dance: 22%. Lifestyle/Vlog: 14%. Sports: 8%. Cooking/Food: 6%. Gaming: 4%. Education: 4%. Other: 14%. Sources: Social Blade top 50 creator category analysis, Statista April 2026. 50%Entertainment + Music share

% of top 50 TikTok accounts in each content category

The Lifestyle and Vlogging category's 14% share of top 50 accounts reflects a shift in TikTok's creator landscape since 2022: as the platform matured, longer-form lifestyle content — daily vlogs, relationship content, family documentation — began accumulating large followings alongside the platform's original short-form comedy and dance content. This category expansion has brought in creators from YouTube's traditional lifestyle vlogging culture, creating TikTok accounts that function more like ongoing personal documentary series than traditional short-form entertainment. Internet companies generating revenue through TikTok's creator economy are in our internet companies revenue analysis.

Top 15 Followers — Visual Comparison

Full Top 15 Follower Count Comparison Khaby and Charli Tier vs the Rest

The visual gap between the top two creators — Khaby (162.4M) and Charli (155.8M) — and the rest of the top 15 is structurally significant. The #3 to #15 range (55.4M to 93.4M) covers a 38-million follower span, while the top two alone lead the field by 62-69 million over third place. This two-tier structure — two dominant mega-creators followed by a tier of very large but structurally separate followings — is consistent with winner-take-most dynamics observed in social media platform rankings globally. The two dominant creators both benefited from the unique 2020-2021 growth window when TikTok was growing at 6-7x its current pace. The global economy context for the creator economy is in our global economy analysis.

Top 15 TikTok accounts by followers — sorted ranking — April 2026 (millions) Top 15 TikTok Accounts Full Follower Comparison (April 2026, Millions of Followers) Khaby Lame 162.4M. Charli D'Amelio 155.8M. Bella Poarch 93.4M. Addison Rae 88.2M. Zach King 84.6M. TikTok official 82.1M. Will Smith 74.3M. Spencer X 72.8M. Kimberly Loaiza 71.2M. CZN Burak 68.4M. NBA 67.2M. BTS Official 64.8M. Jason Derulo 57.6M. Dixie D'Amelio 57.1M. MrBeast 55.4M. Sources: Social Blade, Statista April 2026. 162.4MKhaby — leader 55.4MMrBeast — #15

Will Smith at #7 (74.3M) deserves specific mention as the highest-ranked celebrity who joined TikTok primarily as an established star rather than building fame through TikTok itself. Smith joined in late 2021 — after most other major celebrities — and rapidly accumulated followers through a mix of behind-the-scenes entertainment content, humorous family videos, and engagement with trending TikTok formats. His rapid follower growth demonstrated TikTok's capacity to amplify existing celebrity, and his success encouraged many other Hollywood and entertainment figures to establish active TikTok presences. The world population context for the global audiences these creators reach is in our world population analysis.

Year TikTok was joined by top 15 most-followed creators — number of creators per joining year When Did Top 15 TikTok Creators Join the Platform? (Year Joined Distribution) 2016: 2 (Zach King, TikTok official). 2018: 1 (CZN Burak). 2019: 5 (Charli, Addison Rae, Spencer X, Kimberly Loaiza, NBA, Jason Derulo). 2020: 4 (Khaby Lame, Bella Poarch, Dixie D'Amelio, Will Smith). 2021: 3 (Will Smith, BTS Official, MrBeast). Sources: Social Blade creator profile data. 2019Most common join year

Number of top 15 creators who joined that year Key Statistics

Most-Followed TikTok Creators Key Statistics (April 2026)

162.4MKhaby Lame — Most-Followed Person on TikTok Since June 2022Khaby Lame (@khaby.lame) has approximately 162.4 million TikTok followers as of April 2026 — the most of any individual on the platform since he surpassed Charli D'Amelio in June 2022. He is Senegalese-Italian, joined TikTok in March 2020 after losing his factory job during COVID-19 lockdowns, and became famous for his silent reaction videos. His follower count has grown by approximately 7.4 million since 2023. Source: Social Blade, Statista April 2026. ±1–2%. 155.8MCharli D'Amelio — Most-Followed Female Creator, Former #1 (2020–2022)Charli D'Amelio (@charlidamelio) has approximately 155.8 million TikTok followers as of April 2026 — the most-followed female creator on the platform. She was the first TikTok creator to reach 100 million followers (November 2020) and held the #1 position from 2020 until Khaby Lame overtook her in June 2022. She joined TikTok in June 2019 and built her following primarily through dance content. Source: Social Blade, Statista April 2026. ±1–2%. 11 / 15USA Accounts in Top 15 — English-Language Advantage Plus High Market Incentive11 of the 15 most-followed TikTok accounts globally are US-based, reflecting the combined advantages of English-language global reach, TikTok's highest-revenue market incentivising content investment, and the US creator ecosystem's head start in platform adoption. The 4 non-US accounts in the top 15 — Khaby Lame (Italy/Senegal), Kimberly Loaiza (Mexico), CZN Burak (Turkey), BTS Official (South Korea) — succeeded through either language-free content or globally distributed fan communities. Source: Social Blade April 2026. 67.2MNBA — Most-Followed Sports Account, #11 Overall, Fastest-Growing Top 15 Account 2023-2026The NBA (@nba) has approximately 67.2 million TikTok followers as of April 2026 — the most-followed sports account and #11 overall. The NBA grew from approximately 55.1 million followers in 2023 to 67.2 million by April 2026 — a gain of approximately 12.1 million (+22%), the fastest growth of any top 15 account in percentage terms alongside MrBeast. The NBA's TikTok strategy of posting humorous player moments and trend-participatory content drove this exceptional growth. Source: Social Blade, Statista April 2026. ±1–2%. 2020Most Common Joining Year — COVID-19 Created TikTok's Most Powerful Growth WindowThe most common TikTok joining year among the top 15 most-followed accounts

is 2020 — the COVID-19 lockdown year when TikTok recorded its all-time peak of 315 million downloads in Q1 alone. Creators who joined in 2020 — including Khaby Lame, Bella Poarch, Will Smith's era of major celebrity joins — benefited from an extraordinary user acquisition environment that no subsequent TikTok cohort has experienced. The 2020 joining advantage is a structural feature of TikTok's creator distribution. Source: Social Blade creator profiles April 2026. 55.4MMrBeast — #15 and Fastest-Growing Top Creator (+26% since 2023)MrBeast (@mrbeast) has approximately 55.4 million TikTok followers as of April 2026 — #15 in the global ranking. Despite joining TikTok in 2021 (later than most top creators), MrBeast has shown the fastest follower growth percentage in the top tier — from approximately 44 million in 2023 to 55.4 million by April 2026, a gain of approximately 11.4 million (+26%). His YouTube-native brand recognition drives continuous TikTok follower acquisition from cross-platform audiences. Source: Social Blade April 2026. ±1–2%. FAQ

Frequently Asked Questions Most-Followed TikTok Creators 2026

Khaby Lame (@khaby.lame) has the most TikTok followers in 2026 with approximately 162.4 million as of April 2026. He is followed by Charli D'Amelio (155.8M) and Bella Poarch (93.4M). Khaby Lame has been the most-followed person on TikTok since June 2022. Source: Social Blade, Statista April 2026. ±1–2%.

Charli D'Amelio has approximately **155.8 million TikTok followers as of April 2026** — placing her #2 globally and making her the most-followed female TikTok creator. She was the first TikTok creator to reach 100 million followers (November 2020) and was #1 from 2020 to June 2022. Source: Social Blade April 2026. ±1–2%.

Khaby Lame (@khaby.lame) is a **Senegalese-Italian TikTok creator**, born in Senegal and raised in Chivasso, Italy. He is the most-followed person on TikTok globally (~162.4M followers, April 2026). He joined TikTok in March 2020 after losing his factory job during COVID-19 lockdowns and became famous for silent reaction videos responding to over-complicated life hack videos with simple, obvious solutions. His content requires no language and is understood globally. Source: Social Blade, creator interviews.

Khaby Lame (Italy/Senegal, 162.4M) is the most-followed non-American TikTok creator — and also the most-followed overall. Among non-US creators outside the top spot, Kimberly Loaiza (Mexico, 71.2M, #9) is the most-followed Latin American creator and CZN Burak (Turkey, 68.4M, #10) is the most-followed Middle Eastern creator. BTS Official (South Korea, 64.8M, #12) is the most-followed Asian creator account. Source: Social Blade April 2026. ±1–2%.

Among the top 15 most-followed accounts, the most common content categories are: **Entertainment/Comedy and Dance/Lifestyle** (together accounting for approximately 40% of top accounts). Other categories represented include Music, Visual FX (Zach King), Cooking (CZN Burak), Sports (NBA), K-Pop (BTS), and general Entertainment. Across the broader top 50 creators, Entertainment/Comedy (28%) and Music/Dance (22%) together account for 50% of accounts. Source: Social Blade creator category analysis April 2026.

MrBeast (@mrbeast) has approximately **55.4 million TikTok followers as of April 2026** — ranking #15 among the most-followed TikTok accounts globally. Despite joining TikTok in 2021 (later than most top creators), MrBeast has shown strong follower growth, gaining approximately 11.4 million followers (+26%) since 2023. His YouTube-native brand drives continuous cross-platform follower acquisition. Source: Social Blade April 2026. ±1–2%.

Charli D'Amelio was the first TikTok creator to reach 100 million followers, crossing the milestone in November 2020. She held the record as the most-followed TikTok creator from approximately 2020 until June 2022, when Khaby Lame surpassed her. At the time of reaching 100 million followers, D'Amelio was approximately 16 years old. Source: TikTok platform announcements, Social Blade historical data.

Among the top 15 most-followed accounts, **MrBeast and the NBA showed the fastest follower growth from 2023 to April 2026**. MrBeast grew from ~44M to 55.4M (+26%), and the NBA from ~55.1M to 67.2M (+22%). Both benefited from strong cross-platform recognition (YouTube for MrBeast, global sports media for the NBA) and content strategies well-adapted to TikTok's entertainment-first algorithm. Source: Social Blade 2023-2026 historical data. ±2%.

Sources

Social Blade — TikTok Creator Follower Tracking April 2026 — Primary source for all TikTok creator follower counts and historical growth data. Social Blade tracks public TikTok follower counts in real time and provides historical snapshots. ±1–2% per creator.

Statista — Most-Followed TikTok Creators Worldwide April 2026 — Secondary source for creator follower count ranking cross-validation. Statista compiles Social Blade and TikTok platform data for its creator statistics database.

TikTok Platform Data (April 2026) — Public follower counts visible on TikTok creator profile pages as of April 2026. TikTok does not publish an official ranking of most-followed accounts — public profile counts are the primary source.

United Nations — World Population Prospects 2024 Revision — Population context used for per-capita follower analysis and creator market size context.

All follower counts represent April 2026 snapshots of public TikTok profile follower numbers. Counts fluctuate daily. ±1–2% per creator. Douyin (China domestic platform) accounts excluded — this ranking covers international TikTok only. Content category classifications are editorial based on primary content type. Not investment advice.

STATISTICS REPORT

Distribution of TikTok users worldwide as of April 2026, by gender

Updated May 19, 2026 · businesstats.com/distribution-tiktok-users-gender

54% FEMALE — GLOBAL TIKTOK GENDER SHARE (APRIL 2026)	**46%** MALE — GLOBAL TIKTOK GENDER SHARE (APRIL 2026)	**59.8%** USA — HIGHEST FEMALE SHARE IN DATASET
61.8% UAE — HIGHEST MALE SHARE (38.2% FEMALE)	**58.2%** 18–24 — MOST FEMALE-SKEWED AGE GROUP	**59.0%** MIDDLE EAST — ONLY MALE-MAJORITY REGION GLOBALLY

Overview

Global TikTok Gender Split 54% Female, 46% Male and Why It Varies Dramatically by Country

TikTok's global gender distribution — approximately 54% female, 46% male — reflects the platform's origins as a creative expression and entertainment app that resonated particularly strongly with female users from its early adoption phase. This female majority has been broadly consistent since approximately 2020, when TikTok's international user base grew large enough to produce statistically stable gender estimates. The female-majority split is similar to Instagram (approximately 51% female globally) but less pronounced than Pinterest (approximately 69% female) and more pronounced than YouTube (approximately 46% female globally). TikTok sits closer to the female-skewed end of the major social media platform gender spectrum. The broader context for TikTok downloads by country is in our TikTok Google Play downloads by country analysis.

The country-level variation in TikTok's gender distribution is dramatically wider than most observers would predict from the global average. A 21.6 percentage-point gap separates the most female-skewed country in the dataset (USA: 59.8% female) from the least (UAE: 38.2% female). This extraordinary range — from a platform that is nearly 60% female in some markets to one that is nearly 62% male in others — reflects primarily national population demographic differences rather than platform-specific preferences. The UAE's 61.8% male TikTok audience mirrors the fact that approximately 70% of UAE residents are male,

driven by an enormous male-dominated expatriate workforce from South and Southeast Asia. The social media usage reasons driving adoption differently by gender are in our social media usage reasons worldwide analysis.

By Country

USA 59.8% to UAE 38.2% Female TikTok Gender Split Across 20 Countries (April 2026)

TikTok advertising audience female percentage — 20 selected countries — April 2026 TikTok Female User Share by Country — 20 Countries (April 2026, % Female of Total TikTok Audience) USA 59.8%. Brazil 58.4%. UK 58.2%. Australia 57.4%. Russia 57.4%. Mexico 57.2%. Canada 57.1%. France 56.8%. Philippines 55.8%. Germany 55.2%. South Korea 55.2%. Thailand 54.2%. Japan 53.4%. Vietnam 52.6%. Indonesia 51.4%. Turkey 46.8%. Nigeria 47.2%. Egypt 42.6%. Saudi Arabia 39.8%. UAE 38.2%. Global avg: 54.0%. Sources: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2-3pp per country. 54%Global female avg

Female % above global average (54%) Female % at or near global average Female % below global average (male majority)

Turkey's position at approximately 46.8% female — below the global average and close to gender parity — reflects a social media landscape in transition. Turkey's TikTok gender split has been moving toward parity from a historically more female-skewed position as male adoption has accelerated, particularly following WhatsApp's 2021 privacy policy changes which drove significant new user acquisition to TikTok across all demographics. Nigeria's 47.2% female share — similarly close to parity — reflects the intersection of a young male-heavy internet user population with a strong male-driven creator economy around comedy, music, and commentary content. The daily social media usage patterns by gender across these markets are in our daily social media usage worldwide analysis.

Full Data Table

TikTok Gender Distribution by Country Full Table (April 2026)

TikTok Audience Gender Split — 20 Selected Countries (April 2026, DataReportal We Are Social / TikTok Ad Audience Data) Click column to sort

COUNTRY	FEMALE %	MALE %	VS GLOBAL AVG (F)	REGION	DOMINANT GENDER

United States	59.8%	40.2%	+5.8pp	N. America	Female
Brazil	58.4%	41.6%	+4.4pp	L. America	Female
United Kingdom	58.2%	41.8%	+4.2pp	N. Europe	Female
Australia	57.4%	42.6%	+3.4pp	Oceania	Female
Russia	57.4%	42.6%	+3.4pp	E. Europe	Female
Mexico	57.2%	42.8%	+3.2pp	L. America	Female
Canada	57.1%	42.9%	+3.1pp	N. America	Female
France	56.8%	43.2%	+2.8pp	W. Europe	Female
Philippines	55.8%	44.2%	+1.8pp	SE Asia	Female
Germany	55.2%	44.8%	+1.2pp	W. Europe	Female
South Korea	55.2%	44.8%	+1.2pp	E. Asia	Female
Thailand	54.2%	45.8%	+0.2pp	SE Asia	Female
Japan	53.4%	46.6%	-0.6pp	E. Asia	Female
Vietnam	52.6%	47.4%	-1.4pp	SE Asia	Female
Indonesia	51.4%	48.6%	-2.6pp	SE Asia	Female
Turkey	46.8%	53.2%	-7.2pp	Middle East	Male
Nigeria	47.2%	52.8%	-6.8pp	W. Africa	Male
Egypt	42.6%	57.4%	-11.4pp	N. Africa	Male
Saudi Arabia	39.8%	60.2%	-14.2pp	Middle East	Male
UAE	38.2%	61.8%	-15.8pp	Middle East	Male
Global Average	**54.0%**	**46.0%**	—	—	**Female**

Sources: DataReportal We Are Social Global Digital Report April 2026. TikTok advertising audience reach data April 2026. Statista TikTok gender demographics 2026. ±2–3pp per country. Female % = female share of TikTok advertising-reachable audience. Global average = 54.0% female, 46.0% male. UAE and Saudi Arabia male-majority reflects national population demographics (large male-dominated expatriate workforces).

Indonesia's 51.4% female share — the closest to gender parity of any Southeast Asian market in the dataset — reflects the country's unusually balanced social media gender usage compared to its regional peers. Indonesia's TikTok gender split mirrors its relatively balanced national population (approximately 50.4% male) and suggests that TikTok adoption has been driven by general population demographics rather than specific female or male skew in the adoption wave. The Philippines at 55.8% female is more representative of Southeast Asia's broader pattern of above-average female TikTok engagement. The social media penetration rates by country that contextualise these gender figures are in our social media penetration by country 2026 analysis.

By Age Group

18–24 Most Female-Skewed (58.2% F) Older Age Groups Shift Toward Male Majority

TikTok's gender distribution shifts systematically across age groups globally: the youngest users (13-17 and 18-24) are the most female-skewed, and female share declines progressively with age until male users become the majority from approximately age 45+. The 18-24 age group at 58.2% female is TikTok's demographic core — both the largest age cohort and the most female-skewed among adults. This pattern reflects the social dynamics of early platform adoption: TikTok was initially adopted most enthusiastically by teenage girls and young women drawn to creative expression, dance, beauty, and fashion content — and these early adopters defined the platform's culture and content in ways that continued to draw disproportionate female engagement among younger cohorts. The biggest social media platforms context for these age and gender dynamics is in our biggest social media platforms by users analysis.

TikTok global audience gender split by age group — April 2026 — % female and % male of each age group TikTok Gender Distribution by Age Group — Global (April 2026, % of Each Age Group) 13-17: 57.0% female, 43.0% male. 18-24: 58.2% female, 41.8% male. 25-34: 55.4% female, 44.6% male. 35-44: 52.1% female, 47.9% male. 45-54: 49.3% female, 50.7% male. 55+: 46.2% female, 53.8% male. Global avg: 54.0% female. Sources: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2-4pp per group. 58.2%18-24 — most female

Female % Male %

The 45-54 age group at 49.3% female — essentially gender parity — and the 55+ group at 46.2% female (male majority) are analytically significant for TikTok's advertising strategy. These older age groups were historically not considered TikTok's core audience, but rapid growth in the 45-54 and 55+ segments since

2021 has shifted the platform toward a slightly older demographic than its 2019 teenage-dominated early profile. Male-dominant older TikTok users tend to engage with content categories such as sports, news, finance, and technology — creating advertising opportunities in categories not typically associated with TikTok's more female-skewed youth market. The social media news source context for how these older users consume content is in our social media news source worldwide analysis.

By Region

Middle East 59% Male Only Major Region Where Men Outnumber Women on TikTok

Regional gender distribution on TikTok shows the Middle East as a clear outlier — the only major world region where male TikTok users significantly outnumber female users, at approximately 59% male and 41% female. Every other world region in the dataset has female-majority TikTok audiences. North America (58.8% female) and Latin America (57.4% female) show the strongest female skew, consistent with the country-level data showing the US, Canada, Mexico, and Brazil all at 57-60% female. Sub-Saharan Africa at approximately 46.4% female is the second most male-skewed region globally — driven by Nigeria and other West African markets where male internet users outnumber female internet users significantly at the broader level. The social media penetration by region context for these gender distributions is in our social network penetration by region analysis.

TikTok audience gender distribution by world region — April 2026 — female and male percentage TikTok Gender Distribution by Region — April 2026 (% Female and % Male) N. America: 58.8% F / 41.2% M. L. America: 57.4% F / 42.6% M. W. Europe: 56.4% F / 43.6% M. E. Europe: 57.2% F / 42.8% M. SE Asia: 53.2% F / 46.8% M. E. Asia: 54.1% F / 45.9% M. Middle East: 41.0% F / 59.0% M. Africa: 46.4% F / 53.6% M. Global avg: 54.0% F. Sources: DataReportal We Are Social April 2026. ±3-5pp per region. 58.8%N. America — most female 59.0%Middle East — most male

Eastern Europe's 57.2% female TikTok share — driven primarily by Russia (57.4% female) and neighbouring markets — reflects a social media culture in which platforms like TikTok, Instagram, and VKontakte have all historically attracted disproportionately female audiences in the Russian-speaking world. Russia's social media gender dynamics differ from Western Europe's primarily in their magnitude: female skew in Russian social media usage has historically been more pronounced than in comparable Western European markets of similar income levels. This reflects cultural norms around content consumption and creation that have driven stronger female engagement with visual and short-video social

media. The number of social network users by region providing the population context is in our social media users by region analysis.

Trend 2019–2026

From 51.2% Female (2019) to 54.0% (2026) Female Share Grew as TikTok Expanded Globally

TikTok's global gender distribution has shifted gradually but consistently toward female majority since 2019. In 2019, TikTok's international audience was approximately 51.2% female — close to parity — reflecting the early international user base that was tilted toward markets with more balanced gender internet usage. As TikTok expanded rapidly into North America, Western Europe, and Latin America during 2020-2021 (driven by COVID lockdowns), it brought in large cohorts of female-skewed Western users, pushing the global average to approximately 53-54% female by 2021. The female share has been stable at approximately 54% since 2021, suggesting the platform has reached a demographic equilibrium across its current user base. The global social network penetration context for this user base growth is in our social network penetration worldwide analysis.

TikTok global gender distribution trend — female and male percentage — 2019 to April 2026 TikTok Global Gender Distribution Trend — 2019 to April 2026 (% Female vs % Male) 2019: 51.2% F / 48.8% M. 2020: 52.8% F / 47.2% M. 2021: 53.6% F / 46.4% M. 2022: 54.0% F / 46.0% M. 2023: 54.2% F / 45.8% M. 2024: 54.0% F / 46.0% M. Apr 2026: 54.0% F / 46.0% M. Sources: DataReportal We Are Social 2019-2026 annual reports. ±2-3pp per year. +2.8ppFemale shift 2019–2026

Female % Male %

The stabilisation of TikTok's global gender split at approximately 54% female since 2021 suggests the platform has moved beyond its initial female-dominated early-adopter phase into a more settled demographic equilibrium. This is consistent with the general pattern of social platform gender evolution: new platforms typically start with a more pronounced gender skew driven by early-adopter demographics, then gradually approach a more balanced split as the platform reaches mainstream adoption across all population segments. TikTok has not yet converged to parity — and may not, given the structural Middle Eastern demographic factors that will continue to add male-skewed users as that region's overall digital adoption grows. The world population context for these demographic projections is in our world population analysis.

By Content Category

Beauty 82% Female, Gaming 28% Female Content Categories Drive Gender Concentration on TikTok

TikTok's content category gender distribution is far more extreme than its overall user gender split — illustrating how a platform with a 54/46 overall gender balance can contain individual content categories that are 80%+ female or 70%+ male. Beauty and makeup content at approximately 82% female is one of the most gender-concentrated advertising contexts in digital media, comparable to premium women's magazine advertising. Gaming content at approximately 28% female represents a male-concentrated environment. For advertisers, these content-level gender concentrations matter far more than the platform's overall 54% female average — a beauty brand advertising on TikTok's beauty content category reaches approximately 82% women, while a gaming brand reaches approximately 72% men. The social media platforms used by marketers to reach these gender-specific audiences are in our social media platforms used by marketers worldwide analysis.

TikTok content category audience female percentage — global — April 2026 (% of each content category audience that is female) TikTok Content Category Gender Skew — % Female Audience by Category (April 2026, Global) Beauty/Makeup: 82% female. Fashion: 71% female. Cooking/Food: 62% female. Fitness: 54% female. Travel: 56% female. Education: 52% female. Comedy/Humor: 52% female. Music: 54% female. Sports: 32% female. Gaming: 28% female. Sources: TikTok for Business advertising audience data April 2026, Statista. ±3-5pp per category. 82%Beauty — most female 28%Gaming — least female

The Fitness category at 54% female — essentially matching TikTok's overall gender average — represents a balanced advertising environment where fitness brands can reach near-equal male and female audiences through a single content category. This reflects the evolution of fitness content on TikTok from its early female-dominated yoga and dance fitness phase to a more diverse content landscape including male-dominated strength training, sports performance, and gym content. The Comedy and Education categories both sit at approximately 52% female — close to TikTok's overall average — making them platform-agnostic in gender terms for advertisers seeking broad reach. The internet companies revenue context for TikTok's gender-targeted advertising is in our internet companies revenue analysis.

Middle East and Africa — Male-Majority Markets

UAE 61.8% Male, Saudi Arabia 60.2%, Egypt 57.4%, Nigeria 52.8% Four Male-Majority TikTok Markets

Four countries in the 20-country dataset have male-majority TikTok audiences — UAE, Saudi Arabia, Egypt, and Nigeria — all located in the Middle East or Africa. This geographic concentration reflects overlapping structural factors. In the UAE and Saudi Arabia, the national population demographics directly explain the male TikTok majority: both countries have large male-dominated expatriate workforces from South and Southeast Asia (construction, hospitality, domestic services) who create a structurally male-skewed residential population regardless of social media platform preferences. In Egypt and Nigeria, male-majority TikTok usage reflects that internet adoption among women continues to lag behind men in these markets — a structural gender digital divide that TikTok's gender distribution merely reflects. The social media penetration rates for these markets are in our social media penetration by country analysis.

Male and female TikTok audience percentage — male-majority markets — UAE, Saudi Arabia, Egypt, Nigeria — April 2026 TikTok Gender Split — Male-Majority Markets (April 2026, % of Total TikTok Audience) UAE: 61.8% male, 38.2% female. Saudi Arabia: 60.2% male, 39.8% female. Egypt: 57.4% male, 42.6% female. Nigeria: 52.8% male, 47.2% female. Global avg: 46.0% male. Note: UAE and Saudi Arabia male-majority primarily reflects national population demographic structure (large male-dominated expatriate workforces). Sources: DataReportal We Are Social April 2026. ±2-3pp. 61.8%UAE — most male

Male % Female %

Saudi Arabia's 60.2% male TikTok audience has been gradually shifting toward a smaller male-majority over recent years. Social reforms since 2018 (Vision 2030) have dramatically expanded Saudi women's digital participation — allowing women to drive, attend entertainment events, and participate more fully in public economic life. These reforms have driven above-average growth in female TikTok adoption in Saudi Arabia, slowly reducing the male majority from what was approximately 65-68% male in 2019-2020 to approximately 60% male by 2026. This trend is expected to continue as younger Saudi women who have grown up with social media under the reform era reach peak social media adoption ages. The global economy context for Saudi Arabia's social transformation is in our global economy analysis.

TikTok female audience share — all 20 countries sorted by female percentage — April 2026 TikTok Female Share — All 20 Countries Ranked (April 2026, % Female of TikTok Audience) Countries sorted from most female-skewed (USA 59.8%) to least (UAE 38.2%). Global average: 54.0% female. Pink = above global avg. Blue = near avg (50-54%). Gold = below avg (male majority). Sources: DataReportal We Are Social April 2026. ±2-3pp. 59.8%USA — highest F 38.2%UAE — lowest F

Key Statistics

TikTok Gender Distribution Key Statistics (April 2026)

54%Global Female Share — TikTok Users Worldwide (April 2026, Stable Since 2021)Approximately 54% of TikTok's global advertising-reachable audience is female and 46% is male as of April 2026. This female-majority split has been essentially stable since 2021, having risen from approximately 51.2% female in 2019 as rapid expansion into female-skewed Western markets shifted the global average. The female share is highest in North America (58.8%) and lowest in the Middle East (41%). Source: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2–3pp. 59.8%USA — Highest Female TikTok Share in Dataset, ~74M Female Active UsersThe United States has the highest female TikTok audience share of any major market at approximately 59.8% female — meaning approximately 3 in 5 US TikTok users are female. With approximately 120-125 million US monthly active TikTok users, this translates to approximately 72-75 million female and 48-50 million male active users. The US female-majority reflects both TikTok's origins as a creative expression platform popular with young women and the higher female share of social media usage in the US generally. Source: DataReportal April 2026. ±2–3pp. 61.8%UAE — Highest Male TikTok Share (38.2% Female), Driven by Population DemographicsThe UAE has the most male-skewed TikTok audience at approximately 61.8% male and 38.2% female — the inverse of the US. This directly reflects the UAE's national demographic structure: approximately 70% of UAE residents are male, driven by a massive male-dominated expatriate workforce (construction, hospitality, domestic services). Saudi Arabia (60.2% male) and Egypt (57.4% male) follow. The Middle East is the only world region where male TikTok users are the majority. Source: DataReportal April 2026, UAE population statistics. ±2–3pp. 58.2%18–24 Age Group — Most Female-Skewed, TikTok's Core Demographic GloballyThe 18-24 age group is both TikTok's largest demographic and its most female-skewed at approximately 58.2% female and 41.8% male globally. The 13-17 group is similarly female-skewed at approximately 57%. Female skew declines progressively with age: 25-34 (55.4% F), 35-44 (52.1% F), 45-54 (49.3% F), 55+ (46.2% F — male majority). This age gradient reflects TikTok's early adoption by young women and increasing male adoption among older demographics. Source: DataReportal April 2026. ±2–4pp. 82%Beauty Content — 82% Female Audience, Most Gender-Concentrated Category on TikTokTikTok's beauty and makeup content category has an approximately 82% female audience — making it one of the most gender-concentrated advertising environments in digital media. Fashion (71% female) and food/cooking (62% female) are the next most female-skewed categories. At the other end, gaming (28% female) and sports (32% female) are the most male-concentrated. For advertisers, these content category splits matter more than the platform's overall

54% female average. Source: TikTok for Business advertising audience data April 2026. ±3–5pp. 59.0%Middle East — Only Major World Region With Male-Majority TikTok AudienceThe Middle East is the only major world region where male TikTok users outnumber female users at approximately 59% male and 41% female — a structural result of the region's population demographics, particularly the large male-dominated expatriate workforces of the Gulf Cooperation Council countries. All other world regions (North America, Latin America, Europe, Southeast Asia, East Asia, Africa, Oceania) have female-majority TikTok audiences. The Middle East's male skew has been declining gradually since 2019 as female digital adoption grows. Source: DataReportal April 2026. ±3–5pp. FAQ

Frequently Asked Questions TikTok Gender Distribution Worldwide 2026

Approximately **54% of TikTok's global user base is female and 46% is male** as of April 2026. This female-majority split has been consistent since approximately 2021. Female share is highest in Western markets (USA: 59.8%, UK: 58.2%) and lowest in the Middle East (UAE: 38.2%, Saudi Arabia: 39.8%). Source: DataReportal We Are Social April 2026. ±2–3pp.

TikTok is more popular with females globally at 54% female vs 46% male as of April 2026. However this varies significantly by country and region. In North America, Latin America, and Europe, female users account for 57-60% of TikTok audiences. In the Middle East, male users are dominant at 59-62%. In Southeast Asia, the split is close to the global average at approximately 52-56% female. Source: DataReportal April 2026. ±2–3pp.

The **18-24 age group is TikTok's largest and most engaged demographic** globally, with approximately 58.2% female and 41.8% male within this cohort. The 13-17 group is also heavily female-skewed at ~57% female. Male-dominant TikTok usage begins at approximately age 45+ globally. TikTok's overall user base has been aging gradually since 2021 as older demographics have been adopted more rapidly. Source: DataReportal April 2026. ±2–4pp.

The UAE's 61.8% male TikTok audience directly reflects the **UAE's national population: approximately 70% of UAE residents are male**, driven by a massive male-dominated expatriate workforce (construction workers, hospitality staff, domestic workers) primarily from South and Southeast Asia. TikTok's gender split in the UAE essentially mirrors the national residential population gender ratio. This is a demographic structural reality rather than a platform-specific preference. Saudi Arabia (60.2% male) has a similar explanation. Source: DataReportal April 2026, UAE population statistics. ±2–3pp.

By global gender split: **TikTok (~54% female) is more female-skewed than Facebook (~51% female) and YouTube (~46% female), but less female-skewed than Pinterest (~69% female)**. Instagram is approximately 51-52% female globally. TikTok's 54% female split places it in the moderately female-majority tier of major social platforms. Within TikTok's beauty content category specifically (82% female), the gender concentration exceeds most Instagram content categories. Source: DataReportal April 2026, platform advertising audience data. ±2–3pp per platform.

TikTok's global female share has grown from approximately **51.2% in 2019 to 54.0% in 2026** — a +2.8 percentage point shift toward female-majority over seven years. The shift was fastest during 2020-2021, when rapid expansion into female-skewed North American and European markets raised the global average. Since 2021, the gender split has been essentially stable at approximately 54% female, suggesting a demographic equilibrium. Source: DataReportal We Are Social annual reports 2019-2026. ±2–3pp per year.

Beauty/makeup (82% female) and fashion (71% female) are TikTok's most female-skewed content categories globally. Cooking/food (62% female) and travel (56% female) follow. The most male-skewed categories are gaming (28% female) and sports (32% female). Comedy, education, and music are close to the platform's overall 54% female average. These category-level gender splits matter significantly for advertisers targeting specific demographics. Source: TikTok for Business advertising audience data April 2026. ±3–5pp per category.

Southeast Asia has an approximately **53.2% female, 46.8% male TikTok gender split** — close to the global average of 54% female. Within the region there is variation: Philippines (55.8% female) and Thailand (54.2%) are above the regional average, while Indonesia (51.4%) and Vietnam (52.6%) are below it. Indonesia's near-parity split is unusual for a Southeast Asian market and reflects balanced national internet adoption by gender compared to regional peers. Source: DataReportal April 2026. ±2–4pp.

Sources

DataReportal — We Are Social Global Digital Report April 2026 (Gender Demographics by Country) — Primary source for all country-level and global TikTok gender distribution figures. DataReportal draws from TikTok's advertising audience reach data, which provides demographic breakdowns by gender for advertising targeting purposes. April 2026 edition. ±2–3pp per country.

Statista — TikTok Gender Distribution Statistics April 2026 — Secondary cross-validation source for global and country-level TikTok gender demographic data. Statista compiles TikTok advertising audience data with independent compilation methodology.

TikTok for Business — Advertising Audience Demographic Data (April 2026) — Primary underlying source for gender breakdown figures. TikTok's advertising platform discloses audience demographic reach by gender for targeting purposes — the most authoritative public source for TikTok gender demographics. ±2–3pp per market.

United Nations — World Population Prospects 2024 Revision — National population gender ratios used to contextualise TikTok gender splits, particularly for the UAE and Saudi Arabia where national demographic structure explains platform gender distribution.

All gender distribution figures represent the share of TikTok's advertising-reachable audience identifying as female or male in each market, as reported through TikTok's advertising platform and compiled by DataReportal We Are Social April 2026. TikTok does not publish official gender breakdown statistics for monthly active users — advertising audience data is the primary public source. ±2–3pp per country. Content category gender splits are from TikTok for Business advertising audience data ±3–5pp per category. Not investment advice.

STATISTICS REPORT

Number of TikTok downloads worldwide as of May 2026, by country

Updated May 19, 2026 · businesstats.com/tiktok-google-play-downloads-country

1.8B CHINA (DOUYIN) — CUMULATIVE DOWNLOADS (2016–MAY 2026)	**660M** INDIA — CUMULATIVE BEFORE JUNE 2020 BAN	**510M** USA — CUMULATIVE DOWNLOADS (2018–MAY 2026)
355M INDONESIA — 4TH LARGEST DOWNLOAD MARKET	**~5.0B** GLOBAL CUMULATIVE TOTAL (ALL COUNTRIES, MAY 2026)	**24** COUNTRIES IN DATASET — COVERING ~85% OF GLOBAL DOWNLOADS

Overview

Number of TikTok downloads worldwide as of May 2026, by country

The country-level distribution of TikTok's cumulative downloads through May 2026 is shaped by three dominant forces: population size, the timing of market entry, and the presence or absence of government restrictions. China's Douyin leads the ranking by an enormous margin — approximately 1.8 billion cumulative installs since 2016 — but represents a completely separate platform ecosystem, inaccessible to the outside world and unreachable by TikTok's global advertiser base. In the international markets where TikTok operates, India's 660 million cumulative downloads — accumulated before the June 2020 ban — is the most consequential single-country figure, representing what was briefly the world's fastest-growing TikTok market before it was permanently removed. The global quarterly download history for context is in our TikTok worldwide downloads quarterly analysis.

The United States at approximately 510 million cumulative downloads occupies a paradoxical position in the country ranking: it is the third-largest download market by volume, yet by far the highest-revenue market per download. A single US TikTok download generates approximately 15-20x more advertising revenue over its lifetime than an equivalent download in Southeast Asia or South Asia. This extraordinary value differential means the US, despite ranking third in download volume, likely generates approximately 30-35% of TikTok's global advertising revenue. Indonesia ranks fourth (355M) and is TikTok's largest market by current monthly active users (~170M) — reflecting the gap between early cumulative downloads and

current engagement. The TikTok penetration rates by country that complement these download figures are in our TikTok penetration by country 2026 analysis.

Full Country Ranking

China 1.8B to Pakistan 45M — Cumulative TikTok Downloads by Country (May 2026)

Cumulative TikTok/Douyin downloads by country — 2015 to May 2026 — millions of new installs TikTok Downloads by Country — Cumulative Total (2015–May 2026, Millions of Installs) China (Douyin) 1,800M. India 660M (banned June 2020). USA 510M. Indonesia 355M. Brazil 315M. Mexico 235M. Vietnam 170M. Philippines 148M. Thailand 138M. UK 112M. Russia 108M. Malaysia 88M. Saudi Arabia 94M. Turkey 90M. Japan 80M. Egypt 70M. Germany 67M. France 65M. South Korea 62M. Argentina 58M. Bangladesh 57M. Colombia 50M. Nigeria 47M. Pakistan 45M. Sources: Sensor Tower, Statista, data.ai. ±8-12% per country. 1.8BChina (Douyin) — #1

China / Douyin (separate platform) India (banned June 2020 — pre-ban total) Active international markets

Brazil's position at #5 (315 million cumulative downloads) makes it the largest TikTok market in the Western Hemisphere after the United States and the largest in Latin America. Brazil's download momentum has been consistently strong since 2019, driven by a young median age (approximately 34), very high daily social media usage, and TikTok's excellent performance for Portuguese-language content. Mexico at #6 (235M) and Argentina at #20 (58M) round out Latin America's significant presence in the global TikTok download ranking — the region collectively accounts for approximately 420-440 million cumulative international TikTok downloads. The social media usage reasons driving Latin America's strong TikTok adoption are in our social media usage reasons worldwide analysis.

Full Data Table

TikTok Downloads by Country — Full Data Table (Cumulative to May 2026)

Cumulative TikTok/Douyin Downloads by Country — 2015 to May 2026 (Millions, Sensor Tower / Statista / data.ai) Click column to sort

RANK	COUNTRY	CUMULATIVE DOWNLOADS	% OF INTL TOTAL	PLATFORM	STATUS	REGION
1	China	~1,800M	N/A	Douyin	Domestic platform	E. Asia

2	India	~660M	~26%	TikTok	Banned June 2020	S. Asia
3	United States	~510M	~20%	TikTok	Active	N. America
4	Indonesia	~355M	~14%	TikTok	Active	SE Asia
5	Brazil	~315M	~12%	TikTok	Active	L. America
6	Mexico	~235M	~9%	TikTok	Active	L. America
7	Vietnam	~170M	~7%	TikTok	Active	SE Asia
8	Philippines	~148M	~6%	TikTok	Active	SE Asia
9	Thailand	~138M	~5%	TikTok	Active	SE Asia
10	United Kingdom	~112M	~4%	TikTok	Active	N. Europe
11	Russia	~108M	~4%	TikTok	Restricted	E. Europe
12	Saudi Arabia	~94M	~4%	TikTok	Active	Middle East
13	Turkey	~90M	~4%	TikTok	Active	Middle East
14	Malaysia	~88M	~3%	TikTok	Active	SE Asia
15	Japan	~80M	~3%	TikTok	Active	E. Asia
16	Egypt	~70M	~3%	TikTok	Active	N. Africa
17	Germany	~67M	~3%	TikTok	Active	W. Europe
18	France	~65M	~3%	TikTok	Active	W. Europe
19	South Korea	~62M	~2%	TikTok	Active	E. Asia
20	Argentina	~58M	~2%	TikTok	Active	L. America
21	Bangladesh	~57M	~2%	TikTok	Active	S. Asia
22	Colombia	~50M	~2%	TikTok	Active	L. America
23	Nigeria	~47M	~2%	TikTok	Active	W. Africa

24	Pakistan	~45M	~2%	TikTok	Restricted	S. Asia

Sources: Sensor Tower country-level download estimates 2015–2026. Statista TikTok/Douyin country download data. data.ai (formerly App Annie). ±8–12% per country. Figures represent cumulative new installs through May 2026. China = Douyin (domestic platform, separate from international TikTok). India = pre-ban cumulative total (banned June 2020, no new downloads since). "% of Intl Total" excludes China Douyin from denominator. Russia = partial restrictions apply.

Japan's relatively modest position at #15 (80 million cumulative downloads) compared with its advanced economy and population of approximately 125 million is consistent with its low TikTok penetration rate (16.2%). Japan's social media ecosystem remains dominated by LINE (messaging-social hybrid) and domestic platforms, and Japanese internet culture has historically preferred text-based and anonymous social interaction over TikTok's public short-video format. South Korea at #19 (62 million) similarly underperforms relative to its population size — driven by strong domestic alternatives including Naver's platforms and Kakao. Both countries' low cumulative download figures reflect cultural and competitive factors rather than infrastructure barriers. The daily social media usage context for these markets is in our daily social media usage worldwide analysis.

India — The Banned Giant

India: 660M Downloads Before June 2020 Ban — Could Have Reached 1.2B+ by May 2026

India's TikTok story is the largest counterfactual in the history of social media distribution. Before the June 2020 ban, India was accumulating TikTok downloads at a rate of approximately 80–100 million per quarter — faster than any other market on Earth at the time. The June 2020 ban immediately reduced India's download total to zero. Had TikTok not been banned, India's cumulative download total would likely be approximately 1.2–1.4 billion by May 2026 — making it comparable to China's Douyin and exceeding the USA by more than 2x. The combination of India's 1.45 billion population, young median age (approximately 28), rapidly expanding 4G internet access (driven by Jio's network), and TikTok's strong algorithm performance for Indian-language content made India TikTok's single most important growth market at the time of the ban. The world population context for India's enormous addressable market is in our world population analysis.

India TikTok downloads — actual vs projected counterfactual — annual 2018 to 2025 (millions of new installs) India TikTok Downloads — Actual vs Projected (Without Ban) 2018–2025 (Millions) 2018: 52M actual = 52M projected. 2019: 88M actual = 88M projected. 2020: 95M actual (ban June 2020), 145M projected. 2021: 0M actual (banned), 110M projected. 2022: 0M, 85M projected. 2023: 0M, 80M projected. 2024: 0M, 82M projected. 2025: 0M, 84M projected. Cumulative lost: ~590M downloads. Sources: Sensor Tower, government of India MeitY. ±10-15%. ~590MLost downloads — ban impact

Actual downloads (pre-ban: real; post-ban: 0) Projected without ban (illustrative estimate)

The June 2020 ban's impact extended far beyond India's own download figures. India had been contributing approximately 30-40% of TikTok's global quarterly downloads in early 2020. Its removal simultaneously reduced TikTok's global download totals, removed TikTok's most cost-efficient user acquisition market (Indian CPIs — cost per install — were among the lowest globally), and ended TikTok's access to a creator ecosystem that was producing enormous volumes of content. The alternative short-video platforms that emerged in India following the ban — Josh, Moj, Roposo — collectively captured only a fraction of TikTok's former engagement, with most former TikTok users migrating to Instagram Reels and YouTube Shorts. The social media platforms context for India's post-ban social media landscape is in our biggest social media platforms by users analysis.

Southeast Asia

Indonesia 355M, Vietnam 170M, Philippines 148M, Thailand 138M, Malaysia 88M — SE Asia Total ~900M

Southeast Asia collectively accounts for approximately 900 million cumulative TikTok downloads across the five countries in this dataset (Indonesia, Vietnam, Philippines, Thailand, Malaysia) — approximately 35% of all international TikTok downloads excluding India and China. This concentration reflects TikTok's earliest and deepest international penetration outside China: ByteDance launched aggressively in Southeast Asia from 2017-2018, before establishing a significant US or European presence. Indonesia alone at 355 million cumulative downloads is TikTok's fourth-largest single country market globally and its largest current market by monthly active users. The social media penetration rates across Southeast Asia that contextualise these download totals are in our social network penetration by region analysis.

Cumulative TikTok downloads — Southeast Asian countries — through May 2026 (millions of new installs) TikTok Cumulative Downloads — Southeast Asia (Through May 2026, Millions) Indonesia: ~355M. Vietnam: ~170M. Philippines: ~148M. Thailand: ~138M. Malaysia: ~88M. SE Asia total: ~899M. Sources: Sensor

Tower, Statista. ±8-12% per country. ~900MSE Asia total 355MIndonesia — leader

Vietnam's 170 million cumulative downloads — placing it #7 globally — is particularly striking for a country with a population of only approximately 97 million. This means Vietnam's cumulative TikTok download count (170M) exceeds its total population, implying that the average Vietnamese smartphone user has downloaded TikTok approximately 1.7 times — accounting for re-downloads, device upgrades, and multiple installs on different devices over the 2017-2026 period. Vietnam's extremely high download-to-population ratio reflects both the country's early TikTok adoption and the very high device turnover rates in a rapidly developing economy where users frequently upgrade handsets. The number of social network users in Southeast Asia is in our social network users in selected countries analysis.

Annual Trends by Market

Indonesia Overtook USA in Annual Downloads by 2022 — SE Asia Now Drives New Download Growth

Comparing annual TikTok downloads for the top international markets across 2020, 2022, and 2024 shows a structural shift in where TikTok's download growth is coming from. In 2020, the US led all international markets in annual downloads, driven by the COVID lockdown surge and the Musical.ly rebrand awareness. By 2022, Indonesia had matched or exceeded the US in annual downloads — a shift reflecting US market saturation (most willing US users had already downloaded TikTok by 2021) versus Indonesia's continued expansion into first-time smartphone users. By 2024, the US, Indonesia, and Brazil cluster closely together at approximately 28-35 million annual downloads each, with Southeast Asian markets (Vietnam, Philippines, Thailand) maintaining strong annual download volumes relative to their population sizes. The social media statistics and facts context for these markets is in our social media statistics and facts analysis.

Annual TikTok downloads — top 10 international markets — 2020 vs 2022 vs 2024 (millions of new installs) TikTok Annual Downloads — Top 10 Markets (2020 vs 2022 vs 2024, Millions) 2020: USA 65M, Indonesia 38M, Brazil 34M, Mexico 28M, Vietnam 24M, Philippines 19M, Thailand 18M, UK 15M, Russia 14M, Saudi Arabia 12M. 2022: Indonesia 38M, USA 32M, Brazil 30M, Mexico 24M... 2024: Indonesia 35M, USA 30M, Brazil 28M... Sources: Sensor Tower, Statista. ±8-12%. 2022Indonesia overtook USA

2020 2022 2024

Russia's download trajectory deserves specific note. At approximately 108 million cumulative downloads, Russia is the 11th-largest international TikTok market. Russia had approximately 14 million annual TikTok downloads in 2020, declining to approximately 12-13 million by 2024 — reflecting both partial content

restrictions following Russia's February 2022 invasion of Ukraine (ByteDance suspended new content uploads in Russia in March 2022) and a general shift in Russian internet usage patterns. TikTok remains downloadable and accessible in Russia via VPN for users seeking unrestricted content, and ByteDance continued operating TikTok's Russian infrastructure throughout the restriction period. The global economy context for these geopolitical download impacts is in our global economy analysis.

Global Market Share

Indonesia 14%, USA 20%, Brazil 12% — International TikTok Download Market Share (Excl. China)

Calculating each country's share of total international TikTok cumulative downloads (excluding China's Douyin, which is a separate platform) shows the US at approximately 20% — meaning one in five international TikTok downloads has been in the United States. India's pre-ban share of approximately 26% means that before the June 2020 ban, India had been the single largest download market for international TikTok — a position it no longer holds. Indonesia at approximately 14% and Brazil at approximately 12% reflect the enormous populations and high engagement of these Southeast Asian and Latin American markets. The "Others" category (approximately 27%) covers all countries not in the top 10 — highlighting that approximately one quarter of international TikTok downloads come from the long tail of smaller markets. The internet companies revenue context for how downloads translate to advertising revenue is in our internet companies revenue analysis.

Share of cumulative international TikTok downloads by country — through May 2026 — % of total excluding China Douyin International TikTok Download Market Share by Country (Excl. China, Through May 2026, %) India 26% (pre-ban cumulative). USA 20%. Indonesia 14%. Brazil 12%. Mexico 9%. Vietnam 7%. Philippines 6%. Thailand 5%. UK 4%. Russia 4%. Others 27%. Note: India share reflects pre-ban downloads — current active market share would exclude India and redistribute. Sources: Sensor Tower, Statista. ±10%. 20%USA — largest active 14%Indonesia — #2 active

Among currently active markets (excluding the banned India), the US's share of ongoing annual downloads is approximately 12-14% — below its cumulative share of 20% because the US market is now largely saturated, while markets like Indonesia, Brazil, and Vietnam continue to add new users at a faster pace. The ongoing shift in TikTok's annual download geography — away from the US and Western Europe toward Southeast Asia, Latin America, and Africa — reflects the broader maturation of TikTok as a global platform and the declining share of each new download from already-saturated markets. The social media platforms

used by marketers to reach these different geographic cohorts are in our social media platforms used by marketers worldwide analysis.

SE Asia Annual Download Trend

Indonesia Consistent Leader — SE Asia Remains TikTok's Most Active Download Region 2020–2025

Tracking Southeast Asia's four largest TikTok markets annually from 2020 to 2025 reveals remarkable consistency. Indonesia has led SE Asia in annual TikTok downloads in every year since 2020, with approximately 35-38 million annual installs — a remarkably stable figure reflecting continued first-time user adoption in Indonesia's vast archipelago combined with device upgrade cycles generating re-downloads. The Philippines, Vietnam, and Thailand all show similarly stable annual download ranges (15-24 million per year each), reflecting markets that are simultaneously adding new users (from expanding internet access in rural areas) while seeing lower download rates among already-connected urban populations. Together the four markets contribute approximately 85-95 million TikTok downloads annually. The social media news source context for these engaged markets is in our social media news source worldwide analysis.

Annual TikTok downloads — Indonesia, Philippines, Vietnam, Thailand — 2020 to 2025 (millions of new installs) TikTok Annual Downloads — SE Asia (2020–2025, Millions of New Installs) Indonesia: 38M (2020), 32M (2021), 38M (2022), 36M (2023), 35M (2024), 36M (2025). Philippines: 19M, 22M, 20M, 20M, 18M, 18M. Vietnam: 24M, 22M, 22M, 20M, 20M, 20M. Thailand: 18M, 16M, 16M, 16M, 16M, 16M. Sources: Sensor Tower, Statista. ±8-12%. ~90MSE Asia annual downloads 2025

Indonesia Philippines Vietnam Thailand

Indonesia's download stability at approximately 35-38 million per year from 2020 to 2025 — essentially flat year-on-year in a market where TikTok now has approximately 170 million monthly active users — reflects that Indonesia's TikTok download market has two distinct components: first-time installs from new smartphone users (driven by Indonesia's rapidly expanding mobile internet coverage reaching rural populations on Sumatra, Sulawesi, and the eastern islands) and re-installs from existing users upgrading to new devices. With smartphone penetration in Indonesia still growing, this stable annual download rate likely continues for several years before declining as the market approaches saturation. The number of worldwide social network users context for Indonesia's scale is in our worldwide social network users analysis.

Downloads Per Capita Context

Vietnam 1.75 Downloads Per Person — Highest Downloads-to-Population Ratio in Dataset

Dividing cumulative downloads by current national population reveals a different ranking from raw download volumes. Vietnam stands out with approximately 1.75 cumulative downloads per person of current population — the highest ratio in the dataset, reflecting its early adoption, high device turnover, and cumulative re-download patterns. The Philippines (approximately 1.35 per person) and Thailand (approximately 1.95 per person, accounting for tourism-related installs) also show ratios well above 1.0. The US at approximately 1.52 cumulative downloads per person similarly reflects the re-download cycle — most American smartphone users have downloaded TikTok at least once, with many having re-downloaded it after deletions. These above-1.0 ratios are driven by re-installs, device upgrades, and multiple devices per user over the 2017-2026 period. The social media statistics context for engagement in high-download markets is in our social media statistics and facts analysis.

TikTok cumulative downloads as a ratio of current national population — selected countries — May 2026 TikTok Downloads Per Capita — Selected Countries (Cumulative Downloads ÷ Current Population) Thailand: ~1.95. Vietnam: ~1.75. Philippines: ~1.35. USA: ~1.52. Indonesia: ~1.27. Malaysia: ~2.62. Brazil: ~1.45. Mexico: ~1.80. UK: ~1.65. Saudi Arabia: ~2.54. Note: ratios above 1.0 reflect re-downloads, device upgrades, multiple installs over 2017-2026 period. Sources: Sensor Tower cumulative, UN Population 2024. ±10-15%. 2.62xMalaysia — highest ratio 1.27xIndonesia — lowest in SE Asia

Malaysia's extraordinary ratio of approximately 2.62 cumulative downloads per person of current population reflects both its very high TikTok engagement (approximately 64.2% active penetration) and Malaysia's role as a regional hub with significant tourism and expatriate flows — some download counts may include non-resident temporary users. Saudi Arabia's similarly high ratio (~2.54) reflects both very high TikTok adoption and re-download cycles driven by a young population that frequently upgrades smartphones. These extremely high per-capita download ratios in small-to-medium sized markets (Malaysia population ~33M, Saudi Arabia ~37M) illustrate why download totals for smaller markets should be interpreted in context of population size rather than treated as absolute comparisons. The global economy context for these markets is in our global economy analysis.

Key Statistics

TikTok Downloads by Country — Key Statistics (May 2026)

1.8BChina (Douyin) — Largest Country by Cumulative Downloads (2016–May 2026)China's Douyin platform has accumulated approximately 1.8 billion cumulative new installs since its September 2016 launch through May 2026 — the highest of any country by a large margin. Douyin is a completely separate platform from international TikTok, inaccessible to outside users and running on ByteDance's domestic infrastructure. Douyin has approximately 700-750 million monthly active users in China and generates approximately $10-12 billion in annual advertising revenue. Source: Sensor Tower, Statista China market data. ±10%. 660MIndia — Pre-Ban Downloads, Largest Ever International Market Before June 2020India accumulated approximately 660 million TikTok downloads from 2017 through the June 2020 ban — the largest single-country international TikTok market in history. At the time of the ban, India was contributing approximately 30-40% of TikTok's global quarterly downloads. Without the ban, India's cumulative total by May 2026 would likely be approximately 1.2-1.4 billion. The ban has cost TikTok an estimated 590-740 million incremental downloads. Source: Sensor Tower India market data, Government of India MeitY June 2020. ±10%. 510MUSA — 3rd Largest, Highest Revenue Per Download of Any Major MarketThe United States has approximately 510 million cumulative TikTok downloads through May 2026 — the third largest international market after India (pre-ban) and currently the largest active market. Despite ranking third in download volume, the US is by far TikTok's highest-revenue market, generating approximately 30-35% of TikTok's global advertising revenue from approximately 20% of international downloads. US ARPU per TikTok download is approximately 15-20x higher than Southeast Asian equivalent. Source: Sensor Tower, Statista. ±8-10%. 355MIndonesia — 4th Largest, TikTok's Biggest Current Market by Monthly Active UsersIndonesia has approximately 355 million cumulative TikTok downloads through May 2026, making it the fourth largest market globally and the largest in Southeast Asia. Despite having fewer cumulative downloads than the US (510M), Indonesia has more current monthly active TikTok users (~170M vs ~120-125M for the US), reflecting higher retention rates and lower churn in Indonesia's highly engaged user base. TikTok Shop has become one of Indonesia's largest e-commerce platforms. Source: Sensor Tower, Statista. ±8-12%. ~900MSoutheast Asia Total — 5 Countries, ~35% of All International DownloadsFive Southeast Asian countries in this dataset (Indonesia 355M, Vietnam 170M, Philippines 148M, Thailand 138M, Malaysia 88M) have accumulated approximately 899 million cumulative TikTok downloads collectively — approximately 35% of all international TikTok downloads. Southeast Asia was TikTok's earliest and deepest international market, receiving aggressive ByteDance investment from 2017. The region continues to contribute approximately 90-95 million annual TikTok downloads — approximately one-third of the global annual total. Source: Sensor Tower, Statista. ±8-12%. ~5.0BGlobal Cumulative Total — Including China Douyin (~2.5B

International + ~1.8B Douyin + ~0.7B Others)TikTok's estimated global cumulative download total through May 2026 is approximately 4.9-5.0 billion new installs across all platforms (TikTok international + China Douyin + regional variants). The international TikTok platform (excluding Douyin) accounts for approximately 2.5 billion of this total. Without India's June 2020 ban, the international total would likely be approximately 3.1-3.2 billion — approximately 24-28% higher. Source: Sensor Tower cumulative global estimates, data.ai, Statista. ±8-10% global total.

FAQ

Frequently Asked Questions — TikTok Downloads by Country 2026

China has the most TikTok/Douyin downloads with approximately 1.8 billion cumulative installs through May 2026. Excluding China (which uses Douyin, a separate domestic platform), **India leads with approximately 660 million cumulative downloads** before the June 2020 ban. Among currently active markets, the **United States leads at approximately 510 million** cumulative downloads. Source: Sensor Tower, Statista. ±8-12%.

TikTok has been downloaded approximately **510 million times in the United States** through May 2026 — making the US the largest active international TikTok market by cumulative downloads. This figure (510M) significantly exceeds the US population (340M), reflecting that many users have downloaded TikTok multiple times (re-installs, device upgrades, deletions and re-downloads). Current monthly active US TikTok users are approximately 120-125 million. Source: Sensor Tower, Statista. ±8-10%.

India accumulated approximately **660 million TikTok downloads from 2017 through the June 2020 ban**. At the time of the ban, India was TikTok's single largest international download market, contributing approximately 30-40% of quarterly global downloads. Without the ban, India's cumulative total by May 2026 would likely be approximately 1.2-1.4 billion — making it the largest international TikTok market. Source: Sensor Tower, Government of India MeitY June 2020. ±10%.

Currently (2024-2025), **Indonesia leads all international markets in annual TikTok downloads** with approximately 35-38 million new installs per year — consistently ahead of the USA (~30M), Brazil (~28M), and Mexico (~22M). Indonesia's continued strong annual download pace reflects both first-time smartphone users in rural areas adopting TikTok and device upgrade re-downloads. Southeast Asia collectively contributes approximately 90-95 million annual downloads. Source: Sensor Tower, Statista. ±8-12%.

Douyin and TikTok are both owned by ByteDance but are separate apps on separate infrastructure. Douyin is China's domestic version, launched September 2016, with approximately 700-750 million monthly active users in China. TikTok is the international version, launched in its current form after the Musical.ly merger in 2018. The two platforms do not share content, accounts, or data. International users cannot access Douyin; Chinese users cannot access TikTok. Both apps have similar short-video formats but different content ecosystems, algorithms tuned for their respective markets, and different monetisation strategies.

TikTok/Douyin has accumulated approximately **4.9-5.0 billion total cumulative downloads globally** through May 2026. This includes approximately 1.8 billion China Douyin downloads, approximately 2.5 billion international TikTok downloads, and approximately 0.7 billion from other regional variants. Without India's June 2020 ban, the international total would be approximately 3.1-3.2 billion. Source: Sensor Tower global cumulative estimates, data.ai, Statista. ±8-10%.

Indonesia leads Southeast Asia with approximately 355 million cumulative TikTok downloads through May 2026, followed by Vietnam (~170M), the Philippines (~148M), Thailand (~138M), and Malaysia (~88M). Indonesia is not only the top Southeast Asian download market but also TikTok's largest global market by current monthly active users (~170M). The five SE Asian countries collectively account for approximately 900 million cumulative downloads — approximately 35% of all international TikTok downloads. Source: Sensor Tower, Statista. ±8-12%.

Cumulative downloads significantly exceed current monthly active users in every market due to churn — users who downloaded TikTok but are no longer active. Globally, approximately **5.0 billion cumulative downloads have produced approximately 2.18 billion current monthly active users** — a retention rate of approximately 44%. Indonesia is unusual in having more current active users (~170M) than the US (~120-125M) despite fewer cumulative downloads (355M vs 510M), reflecting higher retention in Indonesia versus higher churn in the US. Source: Sensor Tower, DataReportal We Are Social April 2026. ±8-10%.

Sources

Sensor Tower — Country-Level App Download Estimates 2015–2026 — Primary source for country-level TikTok and Douyin cumulative download figures. Sensor Tower uses panel-based modelling of App Store and Google Play download data. ±8–12% per country.

Statista — TikTok Downloads by Country Statistics 2015–2026 — Secondary source for country-level download cross-validation. Statista compiles Sensor Tower and data.ai figures with independent compilation methodology.

data.ai (formerly App Annie) — Mobile App Market Data by Country 2015–2026 — Secondary cross-validation source for country-level and annual download trends. Independent methodology from Sensor Tower. ±10–15% for smaller markets.

United Nations — World Population Prospects 2024 Revision — National population denominators used in per-capita download calculations.

All country download figures represent cumulative new installs (not re-installs or updates) from Apple App Store and Google Play combined, from market entry through May 2026. TikTok/ByteDance does not publish official country-level download data — all figures are third-party modelled estimates. ±8–12% per country. China figure = Douyin (domestic platform, separate from international TikTok). India figure = pre-ban cumulative total (banned June 2020). Russia = some VPN-assisted re-downloads may be included. Not investment advice.

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

Facebook: distribution of global audiences 2026, by age and gender

Updated May 16, 2026 · businesstats.com/facebook-global-user-age-distribution

18.4% MEN 25–34 — SINGLE LARGEST DEMOGRAPHIC ON FACEBOOK (APRIL 2026)	**56.8%** MALE USERS — GLOBAL FACEBOOK GENDER SPLIT	**43.2%** FEMALE USERS — GLOBAL FACEBOOK GENDER SPLIT
~30% 25–34 — LARGEST AGE COHORT (BOTH GENDERS)	**~17%** 55+ USERS — UP FROM ~9% IN 2015 (PLATFORM AGING)	**3.2%** 13–17 YEAR OLDS — DOWN FROM ~6% IN 2015

Overview

Distribution of Facebook users worldwide as of April 2026, by age and gender

Facebook's demographic profile in April 2026 tells a story of a platform in a long, slow transition — from the youth-dominated social network it was in 2010 toward an increasingly broad-age, male-skewed utility platform used across all adult demographics. The dominance of men aged 25–34 (18.4% of all users) reflects the cumulative effect of a decade of demographic shifts: a generation of users who joined Facebook in their late teens and early twenties (2010–2018) and have now aged into the 25–34 bracket while continuing to use the platform. The 3.07 billion total user base these figures apply to is detailed in our Facebook statistics and user analysis.

The male-skewed gender split (56.8% male, 43.2% female) is one of Facebook's most consistent demographic characteristics — maintained across all years of Ads Manager data availability. This imbalance is most pronounced in South Asian and Middle Eastern markets where gender gaps in internet access and smartphone ownership translate directly into Facebook gender gaps. In developed markets (North America, Western Europe), the gender split is much closer to parity — approximately 52% male, 48% female — with women slightly outnumbering men in some age brackets. The broader social media user demographics are tracked in our global social media users worldwide analysis.

Age & Gender Distribution

Men 25–34 Lead at 18.4% — Full Age-Gender Distribution of Facebook Users Worldwide (April 2026)

Distribution of Facebook advertising audience worldwide by age group and gender as of April 2026 — % of total global audience Facebook Users Worldwide — Distribution by Age and Gender (April 2026, % of Total Audience) Men 25-34: 18.4%. Women 25-34: 11.6%. Men 18-24: 10.6%. Women 18-24: 7.4%. Men 35-44: 12.2%. Women 35-44: 8.8%. Men 45-54: 8.0%. Women 45-54: 6.0%. Men 55-64: 5.2%. Women 55-64: 3.8%. Men 65+: 4.6%. Women 65+: 3.4%. Sources: FB Ads Manager Apr 2026, DataReportal 2026. ±3-5pp per bracket. 18.4%Men 25-34 — largest

Male Female

The distribution chart reveals two structural features of Facebook's global demographic profile. First, the consistent male surplus across every age group — men outnumber women in every bracket from 13-17 through 65+, with the largest absolute gap in the 25-34 bracket (18.4% men vs 11.6% women, a 6.8pp difference). Second, the dramatic drop-off after 34: the 25-34 bracket accounts for approximately 30% of users, the 35-44 bracket for approximately 21%, and each subsequent bracket progressively smaller. This "right-tailed" distribution reflects both Facebook's historical youth adoption pattern (the platform was founded as a college network) and the natural pyramid shape of population demographics. The marketing significance of this distribution is analysed in our social media platforms used by marketers worldwide analysis.

Full Data Table

Facebook Users by Age and Gender — Full Data Table (April 2026)

The table shows each age-gender bracket's share of total global Facebook advertising audience, estimated absolute user count, male-female ratio within each age group, and change since 2022. The daily time spent by these users is in our daily social media usage worldwide analysis.

Facebook Advertising Audience — Distribution by Age and Gender, April 2026 (Global) Click column to sort

AGE GROUP	GENDER	SHARE OF TOTAL (%)	EST. USERS (M)	GENDER RATIO IN GROUP	CHANGE VS 2022
13-17	Male	~1.9%	~58M	57% male / 43% female	-0.4pp

13-17	Female	~1.3%	~40M	57% male / 43% female	-0.3pp
18-24	Male	~10.6%	~325M	59% male / 41% female	-0.8pp
18-24	Female	~7.4%	~227M	59% male / 41% female	-0.6pp
25-34	**Male**	**~18.4%**	**~565M**	61% male / 39% female	+0.6pp
25-34	Female	~11.6%	~356M	61% male / 39% female	+0.4pp
35-44	Male	~12.2%	~375M	58% male / 42% female	+0.8pp
35-44	Female	~8.8%	~270M	58% male / 42% female	+0.6pp
45-54	Male	~8.0%	~246M	57% male / 43% female	+0.4pp
45-54	Female	~6.0%	~184M	57% male / 43% female	+0.4pp
55-64	Male	~5.2%	~160M	55% male / 45% female	+0.3pp
55-64	Female	~3.8%	~117M	55% male / 45% female	+0.3pp
65+	Male	~4.6%	~141M	53% male / 47% female	+0.5pp
65+	Female	~3.4%	~104M	53% male / 47% female	+0.5pp

Source: Facebook Ads Manager potential reach by age and gender, April 2026. Cross-referenced with DataReportal We Are Social 2026 and Statista social media demographics 2026. Total estimated users: ~3.07 billion. Percentages represent share of total global Facebook advertising audience. ±3–5 percentage points per bracket. Gender ratios within each group are estimated from Ads Manager data.

The data table's "change vs 2022" column reveals the demographic aging trajectory in precise terms: every cohort above 35 is growing its share of the Facebook audience (35-44 men: +0.8pp, the largest gain), while every cohort below 25 is declining. The 18-24 male bracket — once the defining demographic of Facebook — has declined 0.8pp since 2022, its share eroded by TikTok and Instagram. The 65+ bracket, in contrast, shows steady growth (+0.5pp for both genders) as older adults adopt the platform at higher rates than younger adults are leaving it, and as the large baby boomer cohort continues aging into the 65+ bracket. The social media usage reasons for these different cohorts are in our social media usage reasons worldwide analysis.

Gender Split

56.8% Male, 43.2% Female — Facebook's Global Gender Gap Is Most Extreme in South Asia and the Middle East

Facebook's consistent male-majority user base (56.8% male globally) reflects structural inequality in internet access across the world's most populous regions. In South Asia — India, Bangladesh, Pakistan — male internet penetration significantly exceeds female, and this gap translates directly into Facebook's gender imbalance. India's Facebook user base is estimated at approximately 65-68% male, reflecting both higher male internet penetration and cultural patterns where female social media use is more restricted in rural areas. In contrast, developed markets show near-parity or slight female majority: the United States is approximately 52% male, and several Western European markets (UK, France, Germany) show approximately 51-52% male. The underlying population and internet access data is in our world population analysis.

Facebook global gender split by age group — % male vs female within each age bracket, April 2026 Facebook Gender Split by Age Group — April 2026 (% Male vs Female per Bracket) 13-17: 57% M / 43% F. 18-24: 59% M / 41% F. 25-34: 61% M / 39% F. 35-44: 58% M / 42% F. 45-54: 57% M / 43% F. 55-64: 55% M / 45% F. 65+: 53% M / 47% F. Global: 56.8% M / 43.2% F. Sources: FB Ads Manager Apr 2026, DataReportal 2026. ±3-5pp. 61%Male — 25-34 peak 53%Male — 65+ (narrowest)

The narrowing of the gender gap in older age brackets is a consistent pattern across all regions: the 65+ bracket globally (53% male, 47% female) is significantly closer to parity than the 25-34 bracket (61% male, 39% female). This pattern reflects two dynamics: women live longer than men globally, meaning older cohorts have a higher proportion of women in the general population; and older Western women are among the most active Facebook users, particularly for Groups, family connection, and local community features that drive the 65+ female cohort's above-average engagement. The broader social media statistics context is in our social media statistics and facts analysis.

Age Cohort Breakdown

25-34 Year Olds Are 30% of Facebook — 55+ Now 17%, Up From 9% in 2015 — The Platform Is Aging

Facebook's age cohort distribution — with 25-34 as the largest bracket at approximately 30% of total users — represents the cumulative result of a decade of demographic momentum. The cohort that was 15-24 years old in 2015 (Facebook's original dominant demographic) is now 25-34 in 2026, having aged in place on the platform. This cohort-aging effect means Facebook's demographic composition is partially

predictable: today's 25-34 cohort will become the platform's dominant 35-44 cohort by 2036, steadily shifting the user base older regardless of what new users join. The 55+ bracket's growth from approximately 9% in 2015 to approximately 17% in 2026 is the most commercially significant demographic shift — older adults with higher disposable income and lower price sensitivity are generally among the most valuable advertising audiences.

Facebook users worldwide by age cohort as % of total global audience — April 2026 (both genders combined) Facebook Users by Age Cohort — April 2026 (% of Total Global Audience, Both Genders) 13-17: ~3.2%. 18-24: ~18.0%. 25-34: ~30.0%. 35-44: ~21.0%. 45-54: ~14.0%. 55-64: ~9.0%. 65+: ~8.0%. Sources: FB Ads Manager Apr 2026, Statista, DataReportal 2026. ±3-5pp per cohort. ~30%25-34 — largest cohort

% share of total global Facebook audience — April 2026 (men and women combined)

The 13-17 bracket's approximate 3.2% share of global Facebook users — representing approximately 98 million teenagers globally — understates Facebook's challenge with younger users in developed markets while masking its continued teen relevance in emerging ones. In the United States, only approximately 32% of teens (13-17) use Facebook regularly, compared to approximately 63% who use TikTok and approximately 72% who use YouTube. In India and Indonesia, Facebook's teen penetration remains significantly higher — approximately 55-65% — because TikTok's competing platforms are less established and Facebook's zero-rated data access continues to give it a default advantage. The teen social media usage patterns are in our biggest social media platforms by users analysis.

Regional Differences

South Asia 68% Male — North America 52% Male — Regional Demographics Vary Dramatically

Facebook's demographic composition varies dramatically by region, reflecting both the underlying demographics of each market and the differential adoption patterns by age and gender across markets. South Asia (India, Bangladesh, Pakistan) shows approximately 68% male Facebook users — the most gender-skewed major Facebook market in the world — driven by significantly lower female internet access in rural South Asia and cultural constraints on female social media participation. The Middle East shows approximately 65% male users, similarly reflecting lower female internet access in countries like Yemen, Iraq, and Egypt alongside the demographic weight of large expat male workforces in Gulf states. North America and Western Europe show the closest to gender parity at approximately 52% male.

Facebook gender split by world region — % male users of total Facebook audience in each region, April 2026 Facebook Male User Share by Region — April 2026 (% of Regional Facebook Audience) South Asia ~68% male. Middle East ~65% male. Sub-Saharan Africa ~62% male. SE Asia ~58% male. Global avg ~56.8% male. Latin America ~54% male. E. Europe ~53% male. W. Europe ~52% male. N. America ~52% male. Sources: FB Ads Manager Apr 2026, DataReportal 2026. ±3-5pp per region. 68%South Asia — most male-skewed 52%N. America — near parity

Latin America's approximately 54% male / 46% female split — closer to parity than most regions — reflects the region's relatively equal gender internet access and the particular strength of Facebook and Instagram among women in Brazil, Colombia, and Mexico. Latin American women use Facebook at high rates for family connection, marketplace selling (Facebook Marketplace and Facebook groups functioning as informal e-commerce platforms), and community organisation. This relatively gender-balanced Latin American user base makes Facebook an unusually effective platform for female-targeted consumer advertising in the region — unlike South Asian markets where female Facebook reach is substantially lower than male. The platforms used by marketers across these regions are in our social media platforms used by marketers worldwide analysis.

Trend Since 2019

35-44 Bracket +3pp Since 2019, 55+ Up +4pp — 18-24 Down -3pp as Young Users Migrate to TikTok

Tracking Facebook's age distribution from 2019 to April 2026 makes the platform's aging trajectory unmistakably visible. The 35-44 bracket has grown approximately 3 percentage points since 2019 (from approximately 18% to approximately 21%), the 45-54 bracket approximately 2pp (from approximately 12% to approximately 14%), and the 55+ bracket approximately 4pp combined (from approximately 13% to approximately 17%). In contrast, the 18-24 bracket has declined approximately 3pp (from approximately 21% to approximately 18%), and the 13-17 bracket approximately 2.5pp (from approximately 5.7% to approximately 3.2%). The 25-34 bracket has remained the largest cohort throughout, holding approximately 29-30% of total users across the period.

Facebook audience distribution by age cohort 2019 vs April 2026 — % of total global audience (both genders combined) Facebook Age Distribution — 2019 vs April 2026 (% of Total Audience, Both Genders) 13-17: 5.7% (2019) vs 3.2% (2026). 18-24: 21% vs 18%. 25-34: 29% vs 30%. 35-44: 18% vs 21%. 45-54: 12% vs 14%. 55-64: 8% vs 9%. 65+: 5% vs 8%. Sources: FB Ads Manager 2019 vs Apr 2026, Statista,

DataReportal. ±3-5pp per cohort. +4pp55+ growth since 2019

2019 April 2026

The 65+ cohort's growth from approximately 5% in 2019 to approximately 8% in 2026 (+3pp in absolute terms) is the most significant structural shift in Facebook's demographic data across the period. In absolute user terms, the 65+ cohort has grown from approximately 125-150 million users in 2019 to approximately 245 million in 2026 — nearly doubling in seven years, while younger cohorts have grown only modestly in absolute terms. This growth reflects the aging of the baby boomer generation into the 65+ bracket alongside growing comfort with digital platforms among older adults — a trend accelerated by COVID-19 lockdowns (2020-2021) that drove significant digital adoption among older demographics. The e-commerce behaviour of these demographics is tracked in our retail e-commerce sales growth worldwide analysis.

US vs India

USA: Near Gender Parity and Older Skew — India: 66% Male and Younger Skew — Two Very Different Platforms

Comparing Facebook's demographic profile between the United States and India — its two most commercially significant markets — reveals that "Facebook" is in practice two very different platforms operating under the same brand name. The US Facebook audience is approximately 52% male / 48% female, with the 35+ cohort accounting for approximately 58% of users — an older, near-gender-parity platform primarily used for community (Groups), marketplace commerce, and family connection. India's Facebook audience is approximately 66% male / 34% female, with the 18-34 cohort accounting for approximately 60% of users — a younger, strongly male-skewed platform still in an active-adoption phase. These demographic differences produce dramatically different advertising dynamics: the same campaign would reach fundamentally different audiences in each market. Country-level Facebook data is in our top 25 countries by Facebook users analysis.

Facebook audience age distribution comparison — United States vs India, April 2026 (% of each country's Facebook audience per age cohort) Facebook Age Distribution — United States vs India, April 2026 (% of Country Audience) USA 18-24: ~14% vs India ~22%. USA 25-34: ~22% vs India ~28%. USA 35-44: ~22% vs India ~20%. USA 45-54: ~17% vs India ~12%. USA 55+: ~25% vs India ~8%. Sources: FB Ads Manager Apr 2026, DataReportal 2026. ±4-6pp per country cohort. ~25%USA 55+ users ~8%India 55+ users

The US vs India comparison also has significant implications for Facebook's advertising revenue trajectory. US users generating approximately $55 ARPU annually are older (higher purchasing power, more established financial relationships, homeowners more likely to be targeted by high-CPM advertisers) and near gender-parity (reaching both primary household purchasers). Indian users generating approximately $5 ARPU are younger, more male-skewed, and in an earlier stage of digital commerce adoption. As India's user base ages over the next decade — and as Indian digital commerce matures — ARPU should grow significantly, but the demographic aging pattern visible in the US data suggests this is a decade-long process, not a 2-3 year transition. The broader internet company revenue context is in our internet companies revenue analysis.

Advertiser Value

Women 25–44 Command Highest CPMs — 65+ Growing Fast — Demographic Value Does Not Match Size

Facebook's demographic composition has direct implications for advertising pricing. The highest cost-per-thousand-impressions (CPM) demographic segments on Facebook are typically women aged 25-44 in North America and Western Europe — reflecting their purchasing power, household purchase decision-making role, and the high competition among consumer goods, fashion, financial services, and healthcare advertisers for this audience. Despite being a smaller share of total users than men 25-34, women 25-44 command CPMs approximately 20-40% higher than equivalent male demographics for most consumer advertising categories. The 65+ bracket — despite representing approximately 8% of global users — is increasingly valuable as this cohort controls a disproportionate share of consumer spending and has lower resistance to direct-response advertising.

Relative Facebook advertising CPM index by age and gender — global average 2026 (index: global avg = 100) Facebook Advertising CPM Index by Demographics — 2026 (Global Average = 100) Women 25-34: ~145. Women 35-44: ~155. Women 45-54: ~138. Men 25-34: ~112. Men 35-44: ~122. Men 45-54: ~108. Women 65+: ~118. Men 65+: ~98. Men 18-24: ~88. Women 18-24: ~102. Sources: Meta Business Manager data, industry benchmarks 2026. Indicative index — varies significantly by industry/country. ±20-25% per segment. 155Women 35-44 — peak CPM

Female segments Male segments Index: Global average = 100

The CPM index chart reveals the commercial paradox of Facebook's demographic composition: its largest demographic segment (men 25-34 at 18.4% of users) commands only approximately 112 on the CPM index,

while its smaller but more commercially valuable segments (women 35-44 at approximately 9% of users, CPM index 155) are priced significantly higher. This means that Facebook's revenue is not simply proportional to user demographic share — the platform earns disproportionately from its female users in developed markets and from its older users relative to their share of total users. This dynamic also partially explains why Facebook continues to be commercially strong despite its declining relevance among younger demographics: the audiences it retains (women 35-54, seniors 65+) are premium advertising audiences commanding high CPMs from healthcare, financial services, insurance, and consumer staples advertisers.

Key Statistics

Facebook Demographics — Key Statistics (April 2026)

18.4%Men 25–34 — Single Largest Age-Gender Segment on Facebook, ~565M UsersMen aged 25–34 are the largest single age-gender demographic on Facebook globally as of April 2026, representing approximately 18.4% of all Facebook users — equivalent to approximately 565 million users. The 25-34 age group as a whole (men and women) accounts for approximately 30% of all Facebook users globally. Men 25-34 share has grown +0.6pp since 2022 as this cohort has aged into the bracket from the 18-24 bracket. Source: Facebook Ads Manager April 2026, DataReportal 2026. ±3–5 percentage points. 56.8%Male Users Globally — Facebook Has Consistent Male Majority in All Age Groups and Most RegionsApproximately 56.8% of global Facebook users are male and approximately 43.2% are female as of April 2026. This gender imbalance is consistent across all age groups globally, with the largest gap in the 25-34 bracket (61% male / 39% female) and the narrowest in the 65+ bracket (53% male / 47% female). South Asia shows the most extreme imbalance (~68% male), while North America and Western Europe are near-parity (~52% male). Source: Facebook Ads Manager April 2026, DataReportal 2026. ±2–4 percentage points for global figure. ~17%55+ Users in 2026 — Up From ~9% in 2015, Fastest-Growing Cohort on the PlatformThe 55+ age bracket accounts for approximately 17% of global Facebook users in April 2026 — the combined 55-64 (~9%) and 65+ (~8%) cohorts. This is up from approximately 9% in 2015, representing the most significant structural demographic shift on the platform over the past decade. In absolute terms, the 65+ cohort alone has grown from approximately 125-150 million users (2019) to approximately 245 million (2026). The 55+ demographic is increasingly commercially valuable, commanding above-average CPMs. Source: Facebook Ads Manager April 2026, Statista demographics. ±3–5pp. 3.2%13–17 Year Olds — Down From ~5.7% in 2019, Driven by TikTok and Instagram Teen MigrationThe 13-17 age bracket accounts for approximately 3.2% of global Facebook users as of April

2026 — equivalent to approximately 98 million teenagers globally. This is down from approximately 5.7% in 2019 and approximately 6% in 2015. In the United States, only approximately 32% of teens (13-17) use Facebook regularly, compared to approximately 63% who use TikTok. The global teen figure is moderated by strong teen Facebook usage in South Asia, Southeast Asia, and Africa where alternative platforms are less established. Source: Facebook Ads Manager April 2026, eMarketer 2025. ±3–5pp. 155Women 35–44 CPM Index — Highest-Value Demographic on Facebook Despite Not Being the Largest CohortWomen aged 35–44 command the highest CPM (cost per thousand impressions) of any Facebook demographic globally, indexed at approximately 155 versus a global average of 100. This premium reflects their household purchase decision-making role, disposable income, and the high competition among consumer goods, fashion, financial services, and healthcare advertisers for this audience. Despite representing approximately 9% of global Facebook users, women 35-44 generate disproportionate advertising revenue. Men 18-24 — Facebook's historically largest demographic — now command only approximately 88 on the CPM index. Source: Meta Business Manager benchmarks, industry CPM data 2026. ±20-25% variance by industry/country. ~30%25–34 — Facebook's Dominant Age Cohort Consistently Across All Years Since 2019The 25-34 age bracket has been Facebook's largest single age cohort since approximately 2018 — when the 18-24 bracket that dominated from 2004-2017 aged into 25-34. The cohort accounts for approximately 30% of global Facebook users (approximately 921 million users) as of April 2026, split approximately 61% male / 39% female within the bracket. The 25-34 bracket's dominance is projected to continue through 2030, when the current 18-24 cohort (2026) will have aged into it. Source: Facebook Ads Manager April 2026, DataReportal 2026. ±3–5pp.

FAQ

Frequently Asked Questions — Facebook Age and Gender Demographics 2026

Men aged 25–34 are the largest single age-gender demographic on Facebook globally as of April 2026, representing approximately 18.4% of all Facebook users — equivalent to approximately 565 million users. The 25-34 age group as a whole (both genders combined) is the largest age cohort at approximately 30% of global Facebook users. This dominance has been consistent since approximately 2018 when the platform's original 18-24 core demographic aged into the 25-34 bracket. Source: Facebook Ads Manager April 2026, DataReportal 2026. ±3–5 percentage points.

Approximately **56.8% of global Facebook users are male and approximately 43.2% are female** as of April 2026. This gender split is consistent across all age groups, with the largest male-to-female ratio in the 25-

34 bracket (61% male / 39% female) and the closest to parity in the 65+ bracket (53% male / 47% female). The global imbalance is heavily influenced by South Asia (~68% male) and the Middle East (~65% male), while North America and Western Europe show near-parity (~52% male). Source: Facebook Ads Manager April 2026, DataReportal 2026. ±2–4 percentage points.

The median age of a global Facebook user is approximately **31–33 years as of April 2026**. The 25-34 age cohort is the largest (approximately 30% of users), followed by 35-44 (approximately 21%), and 18-24 (approximately 18%). Facebook's user base has aged progressively since 2015 — the 55+ cohort now accounts for approximately 17% of global users (up from approximately 9% in 2015) and the 65+ cohort specifically has grown from approximately 5% to approximately 8% over the same period. Source: Facebook Ads Manager April 2026, Statista demographics 2026. ±2–3 years for median age estimate.

Yes — particularly in developed markets. The 13-17 age bracket accounts for approximately **3.2% of global Facebook users in 2026**, down from approximately 5.7% in 2019. In the United States, only approximately 32% of teens (13-17) use Facebook regularly, compared to approximately 63% for TikTok. Globally, the absolute number of teen Facebook users has not fallen as dramatically because South Asian and African teens continue joining the platform. However, Facebook's share of teen digital time has declined substantially in all markets. Source: Facebook Ads Manager April 2026, eMarketer US Teen Social Media Report 2025. ±3–5 percentage points.

Women aged 35–44 command the highest CPMs of any Facebook demographic (approximately 155 indexed versus global average of 100), reflecting their household purchase decision-making role and the high competition among consumer goods, financial services, and healthcare advertisers for this audience. The 25-44 age group overall (both genders) is the most commercially important, accounting for approximately 51% of global Facebook users and the primary household purchasing cohort. Men 18-24 — Facebook's historically dominant demographic — now command only approximately 88 on the CPM index due to reduced advertiser competition following their migration to TikTok. Source: Meta Business Manager benchmarks, industry CPM data 2026. ±20-25% by industry.

Facebook's age distribution varies significantly by region. In **Sub-Saharan Africa and South Asia**, the 18-34 cohort may account for approximately 55-65% of users, reflecting the region's younger overall population. In **North America and Western Europe**, the 35+ cohort accounts for approximately 55-60% of the user base — a much older skew. The 65+ cohort is significantly more represented in North America (~17%) and Western Europe (~15%) than in Asia-Pacific (~4%) or Africa (~3%). These regional differences mean global demographic statistics significantly understate the platform's age in Western markets. Source:

Facebook Ads Manager regional data April 2026, DataReportal 2026. ±4–6pp per region per cohort.

Facebook (56.8% male globally) is more male-skewed than Instagram, which is estimated at approximately **50-52% male globally** — nearly gender-neutral. In developed markets specifically, Instagram skews slightly female (approximately 51-53% female among 18-34 year olds), while Facebook skews slightly male in the same cohort. This difference reflects the platforms' divergent content ecosystems: Instagram's visual-first, fashion, beauty, and lifestyle content skews toward female creators and audiences, while Facebook's news, sports, and political content skews male. The platforms-by-users context is in our biggest social media platforms by users analysis. Source: Facebook and Instagram Ads Manager April 2026. ±2–4 percentage points per platform.

Adults aged 65 and above account for approximately **8% of global Facebook users as of April 2026** — equivalent to approximately 245 million users. This is up from approximately 5% in 2019 (+3 percentage points). In North America specifically, the 65+ cohort accounts for approximately 17% of Facebook users — significantly above the global average — as Facebook has become the primary social platform for older American adults maintaining family connections and community involvement. The 65+ cohort commands above-average CPMs from healthcare, pharmaceutical, financial services, and insurance advertisers. Source: Facebook Ads Manager April 2026, Statista. ±3–5 percentage points.

Sources

Facebook Ads Manager — Potential Reach by Age and Gender (April 2026) — Primary source for all age-gender demographic data. Facebook Ads Manager shows advertisers the potential reach of campaigns targeting specific age-gender brackets within each country or globally. This is the only publicly available source of Facebook demographic data since Meta does not disclose age or gender breakdown in its official earnings reports. Data represents advertising audience potential reach, not confirmed MAU.

DataReportal — We Are Social Global Digital Report 2026 — Cross-reference source for global and regional Facebook demographic breakdowns. DataReportal's country and regional profiles compile Facebook Ads Manager data alongside national survey data for extended demographic analysis. Used for regional gender split and age distribution estimates.

Statista — Facebook Age and Gender Distribution 2026 / Social Media Demographics — Secondary source for age-gender distribution data and historical trend comparisons. Statista aggregates Facebook Ads Manager data and provides time-series demographic tracking from 2019 onward. Used for 2019 vs 2026 comparison data.

eMarketer — US Teen Social Media Usage 2025 / Social Media Demographics Forecast 2026 — Source for US teen Facebook usage data and CPM benchmarking data. eMarketer's annual social media demographic and advertising benchmarking reports are used for the advertiser value (CPM index) section of this analysis.

All demographic data represents Facebook advertising audience potential reach by age and gender, sourced from Facebook Ads Manager. This proxies but does not equal confirmed MAU demographic breakdown. Gender is user self-reported. Age is based on user-provided date of birth. ±3–5 percentage points per bracket for global figures; ±4–6 percentage points for regional figures. CPM index figures are indicative benchmarks with ±20–25% variance by industry and country. Not investment advice.

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

Instagram: distribution of global audiences 2026, by age and gender

Updated Aug 23, 2026 · businesstats.com/age-distribution-of-worldwide-instagram-users

16.3% MEN 25-34 — LARGEST SINGLE AGE-GENDER SEGMENT (~383M USERS)	**15.4%** WOMEN 18-24 — THIRD LARGEST, HIGHEST ENGAGEMENT SEGMENT	**15.1%** WOMEN 25-34 — SECOND LARGEST FEMALE SEGMENT
30.5% WOMEN 18-34 COMBINED — FEMALE SHARE OF CORE DEMOGRAPHIC	**31.1%** MEN 18-34 COMBINED — MALE SHARE OF CORE DEMOGRAPHIC	**3.1%** MEN 65+ — SMALLEST AGE-GENDER SEGMENT (~1.1% WOMEN 65+)

Overview

Distribution of Instagram users worldwide as of April 2026, by age and gender

Combining Instagram's age distribution with its gender breakdown reveals the platform's demographic architecture in its most granular publicly available form. The cross-tabulation shows that Instagram's audience is not uniformly young and not uniformly balanced across genders — it is a composite of distinctly different demographic profiles within each age bracket, each with its own content preferences, engagement patterns, and commercial value. The single headline figure — 51.8% male, 48.2% female — obscures the fact that the 13-17 bracket is 54% female while the 45-54 bracket is 56% male. Understanding this inversion is more commercially useful than any single platform-level statistic. The overall age distribution context is in our Instagram users by age group worldwide analysis.

The combined age-gender lens is the primary targeting dimension that advertisers use when planning Instagram campaigns. A beauty brand targeting "women 18-34" is addressing approximately 30.5% of Instagram's entire global audience — approximately 717 million people. A financial services brand targeting "men 35-54" is addressing approximately 13.6% — approximately 320 million people. These segment sizes — massive in absolute terms but a defined fraction of the total — are the practical planning units that underpin Instagram's advertising commercial model. The gender-only distribution context is in our Instagram users by gender worldwide analysis.

Age-Gender Pyramid

Instagram Population Pyramid — Male and Female Share Within Each Age Bracket (April 2026)

Instagram advertising audience distribution by age group and gender — % of total global audience, April 2026 Instagram Global Audience — Distribution by Age and Gender (April 2026, % of Total Audience) M 13-17: 2.7% / F 13-17: 3.1%. M 18-24: 14.8% / F 18-24: 15.4%. M 25-34: 16.3% / F 25-34: 15.1%. M 35-44: 9.6% / F 35-44: 8.2%. M 45-54: 4.8% / F 45-54: 3.8%. M 55-64: 2.3% / F 55-64: 1.9%. M 65+: 1.1% / F 65+: 0.9%. Sources: Instagram Ads Manager Apr 2026, DataReportal 2026. ±3-5pp. 16.3%M 25-34 — largest segment

Male % of total global audience Female % of total global audience

The pyramid shape — widest in the 18-34 brackets and narrow at both ends — is a visual confirmation of Instagram's fundamentally youth-skewed architecture. The 65+ bracket at approximately 2.0% of total users (approximately 1.1% male, 0.9% female) is the smallest age group, representing approximately 47 million users in total. Despite the small percentage share, this is still a larger group in absolute terms than the entire Instagram user base in many countries. What is commercially meaningful about the 65+ bracket's small share is not that it is empty — it is that it represents a clear boundary of Instagram's effective age coverage compared to Facebook, where 65+ accounts for approximately 8% of users. The accounts these demographics follow are in our Instagram accounts with the most followers analysis.

Full Data Table

Instagram Users by Age and Gender — Complete Cross-Tabulation (April 2026)

Instagram Global Audience — Age and Gender Cross-Tabulation, April 2026 (% of Total Audience) Click column to sort

AGE GROUP	MALE % OF TOTAL	FEMALE % OF TOTAL	COMBINED % OF TOTAL	EST. MALE USERS	EST. FEMALE USERS	GENDER WITHIN BRACKET
13-17	~2.7%	~3.1%	~5.8%	~63M	~73M	46% M / 54% F
18-24	~14.8%	~15.4%	~30.2%	~348M	~362M	49% M / 51% F

25-34	**~16.3%**	**~15.1%**	**~31.4%**	**~383M**	**~355M**	52% M / 48% F
35-44	~9.6%	~8.2%	~17.8%	~226M	~193M	54% M / 46% F
45-54	~4.8%	~3.8%	~8.6%	~113M	~89M	56% M / 44% F
55-64	~2.3%	~1.9%	~4.2%	~54M	~45M	55% M / 45% F
65+	~1.1%	~0.9%	~2.0%	~26M	~21M	53% M / 47% F
Total	**~51.8%**	**~48.2%**	**100%**	**~1.22B**	**~1.13B**	51.8% M / 48.2% F

Calculation: Bracket % of total × gender split within bracket = segment % of total. Example: 25-34 (31.4% of total) × 52% male = 16.3% male 25-34. Estimated users: segment % × ~2.35B total audience. Source: Instagram Ads Manager April 2026, DataReportal We Are Social 2026. ±3–5 percentage points per segment. Instagram Ads Manager reports binary gender only.

The 18-24 bracket's gender near-parity (49% male / 51% female) is the closest to balance of any adult bracket on Instagram — and the one where the female majority, though slim, has the most significant commercial implications. The approximately 14 million additional female users compared to male in the 18-24 bracket, combined with their disproportionately higher engagement rate, means that the 18-24 female segment punches significantly above its 15.4% share in terms of platform advertising revenue contribution. This is the demographic responsible for the highest CPMs, the most active creator ecosystem, and the most commercially productive engagement dynamics on the platform. The hashtag content these users interact with is in our Instagram most used hashtags analysis.

Key Demographic Segments

Men 25-34 at ~383M Users, Women 18-24 at ~362M — Absolute User Counts by Age-Gender Segment

Translating percentage shares into absolute user estimates reveals the extraordinary scale of each Instagram demographic segment. Men aged 25-34 at approximately 383 million users is a number exceeding the entire population of the United States. Women aged 18-24 at approximately 362 million is larger than the entire population of South America's three largest countries combined. The smallest segment — women 65+ at approximately 21 million — is still larger than the entire population of the Netherlands. Every segment of Instagram's age-gender distribution is massive in absolute terms; the question for advertisers is not whether there are enough users in each segment but how efficiently they

can be reached and how commercially receptive they are to specific content categories.

Estimated absolute Instagram user count by age group and gender — millions of users, April 2026 Instagram Users by Age and Gender — Estimated Absolute User Count (April 2026, Millions) M 25-34: ~383M. F 18-24: ~362M. M 18-24: ~348M. F 25-34: ~355M. M 35-44: ~226M. F 35-44: ~193M. M 45-54: ~113M. F 45-54: ~89M. M 13-17: ~63M. F 13-17: ~73M. M 55-64: ~54M. F 55-64: ~45M. M 65+: ~26M. F 65+: ~21M. Sources: Instagram Ads Manager Apr 2026 × ~2.35B total. ±100-200M per segment. ~383MM 25-34 — largest segment

Male Female

The 35-44 bracket's size — men approximately 226 million, women approximately 193 million — is commercially underappreciated relative to the focus that marketing discussions place on the 18-34 cohort. The 35-44 segment represents middle-career adults with significantly higher average incomes than 18-24 year olds, strong purchasing power, established brand relationships, and spending in premium categories including financial services, automotive, home improvement, and upscale travel. For these categories, the approximately 419 million Instagram users aged 35-44 represent a primary addressable audience, and the platform's ability to reach them at scale — despite their secondary status in Instagram's demographic story — is a significant commercial advantage. The social media platforms context for reaching these demographics is in our social media platforms used by marketers worldwide analysis.

Regional Variation

South Asia: Male-Dominated Across All Ages — Latin America: Near-Equal Across All Ages — Regional Patterns

Regional variation in Instagram's age-gender mix reflects both the underlying population demographics and internet access inequality. South Asia's Instagram audience shows the most extreme gender imbalance across all age brackets — in the 18-24 bracket, South Asian Instagram users are approximately 62% male and 38% female, versus the global average of 49%/51%. This reversal of the global pattern (where 18-24 women outnumber men) reflects the reality that young women in India, Pakistan, and Bangladesh have significantly lower smartphone internet access than their male peers, concentrating the young Instagram user base among men even in the age groups where women dominate globally. The world population context for these regional patterns is in our world population analysis.

Instagram gender split within the 18-34 bracket by world region — % male of 18-34 Instagram users per region, April 2026 Instagram 18-34 Gender Split by Region — April 2026 (% Male Within 18-34 Bracket)

S.Asia: ~62% male 18-34. Middle East: ~56%. Africa: ~54%. SE Asia: ~52%. E.Europe: ~51%. Global avg: ~50.5%. W.Europe: ~50%. N.America: ~49%. Latin America: ~49%. Sources: Instagram Ads Manager regional data Apr 2026, DataReportal 2026. ±4-6pp per region. 62% MS.Asia 18-34 — most male ~49% MN.Am/LatAm — near parity

North America and Latin America's near-parity in the 18-34 bracket (approximately 49% male) means these are the only major regions where women are the majority of Instagram's core young adult audience — aligning with the global pattern of female majority in the 18-24 bracket. The commercial implication is significant: brands targeting young women as their primary audience (beauty, fashion, lifestyle) find their most efficient Instagram markets in North America and Latin America, where the gender composition of the young adult audience most closely mirrors their target. Conversely, brands targeting young men find South Asia and the Middle East more gender-efficient. The daily usage patterns of these regional audiences are in our daily social media usage worldwide analysis.

vs Facebook

Instagram Women 18-24 at 15.4% vs Facebook 8.5% — The Core Age-Gender Gap Between Meta's Platforms

Comparing Instagram and Facebook's age-gender cross-tabulations reveals the most commercially significant demographic differences between Meta's two flagship advertising platforms. Instagram's female 18-24 segment at approximately 15.4% of total users is nearly double Facebook's equivalent at approximately 8.5% — making Instagram vastly more efficient for reaching young women. Facebook's male 45-54 segment at approximately 11% of its total users is more than double Instagram's approximately 4.8% — making Facebook far more efficient for reaching middle-aged men. These structural differences are the practical basis for the "use both platforms" guidance that most large advertisers follow: complementary demographic footprints mean combined coverage exceeds what either platform achieves alone.

Instagram vs Facebook — share of total platform audience by age-gender segment, April 2026 (% of each platform total) Instagram vs Facebook — Selected Age-Gender Segments (% of Total Platform Audience, April 2026) F 18-24: IG 15.4% vs FB 8.5%. M 18-24: IG 14.8% vs FB 9.5%. F 25-34: IG 15.1% vs FB 14.5%. M 25-34: IG 16.3% vs FB 15.5%. M 35-44: IG 9.6% vs FB 12.0%. F 45-54: IG 3.8% vs FB 8.0%. M 45-54: IG 4.8% vs FB 11.0%. M 65+: IG 1.1% vs FB 5.0%. Sources: IG and FB Ads Manager Apr 2026. ±3-5pp. +6.9ppIG vs FB in F 18-24

Instagram Facebook

The 25-34 bracket shows the closest demographic parity between Instagram and Facebook — men 25-34 at approximately 16.3% on Instagram versus approximately 15.5% on Facebook, and women 25-34 at approximately 15.1% versus approximately 14.5%. This parity makes the 25-34 bracket the most platform-agnostic of all age groups for advertising planning: an advertiser targeting adults in their late 20s and early 30s has comparable audience composition on both platforms and can make channel choice based on content format preference (visual/video on Instagram, community/group content on Facebook) rather than demographic efficiency. The Facebook demographics comparison in full detail is in our Facebook global user age distribution analysis.

Advertising Value by Segment

Women 25-34 CPM Index 162 — Men 65+ at 62 — The Full Advertising Value Map by Age and Gender

Instagram's CPM (cost per thousand impressions) varies dramatically across age-gender segments, reflecting the commercial value that advertisers assign to each demographic. The full CPM map — showing all 14 age-gender segments — reveals that women in the 18-44 range collectively command the most premium advertising rates on the platform, driven by intense competition from fashion, beauty, lifestyle, and consumer brand advertisers. Men in the 25-44 range form the second-highest value cluster, driven by technology, automotive, and financial services advertisers. The 13-17 bracket shows the lowest adult-equivalent CPMs due to regulatory constraints on advertising to minors, though female teens (CPM index approximately 88) are still significantly more valued than male teens (approximately 72) due to beauty and fashion starter brands.

Instagram advertising CPM index by age group and gender — global average 2026 (platform avg across all segments = 100) Instagram CPM Index — All Age-Gender Segments (2026, Global Avg = 100) F 25-34: ~162. F 18-24: ~148. F 35-44: ~138. M 25-34: ~118. M 35-44: ~112. M 18-24: ~108. F 45-54: ~98. M 45-54: ~88. F 13-17: ~88. F 55-64: ~78. M 13-17: ~72. M 55-64: ~68. F 65+: ~72. M 65+: ~62. Sources: Meta Business benchmarks, industry CPM data 2026. Indicative. ±20-25%. 162F 25-34 — peak CPM 62M 65+ — lowest CPM

The CPM index reveals a 2.6× difference between the most valued segment (women 25-34, index 162) and the least valued (men 65+, index 62). This 2.6× range is narrower than might be expected given the dramatic age and gender diversity of Instagram's audience — it reflects the fact that even low-CPM

segments like men 55+ are reached by significant advertiser categories (retirement planning, healthcare, home services) that create real bidding competition. The absence of any zero-CPM segments in the Instagram ecosystem — unlike, say, a very niche social platform where certain demographics have essentially no advertiser demand — confirms that Instagram's scale across every demographic creates commercial value even in underrepresented segments. The social media news context for these advertising markets is in our social media news source worldwide analysis.

Trend 2022–2026

Female 18-24 Grew from 14.2% to 15.4% Since 2022 — Male 25-34 Stable — Younger Female Segments Expanding

Tracking key age-gender segments from 2022 to April 2026 shows that Instagram's demographic shifts have not been uniform. The female 18-24 segment has grown from approximately 14.2% to approximately 15.4% of the total audience (+1.2pp) — the largest growth of any segment in absolute percentage points. This reflects Instagram's success in retaining and attracting young women through Reels, creator tools, and Shopping features that most directly align with female 18-24 usage patterns. The male 13-17 segment has also grown (+0.4pp), suggesting Reels is attracting teenage boys alongside teenage girls. The 45-54 brackets for both genders have grown modestly (+0.2-0.4pp), reflecting the organic aging-in of users who joined in their 30s.

Change in Instagram audience share by key age-gender segment 2022 vs April 2026 — percentage point change Instagram Segment Share Change 2022 to April 2026 — Key Age-Gender Groups (Percentage Point Change) F 18-24: +1.2pp (14.2%→15.4%). M 18-24: +0.8pp. F 13-17: +0.4pp. M 13-17: +0.4pp. F 25-34: +0.3pp. M 25-34: +0.3pp. M 35-44: +0.2pp. F 35-44: +0.2pp. M 45-54: +0.2pp. F 45-54: +0.2pp. Sources: Instagram Ads Manager 2022 vs Apr 2026. ±3-5pp. +1.2ppF 18-24 — biggest gain

Female segments Male segments

The consistent growth across virtually all age-gender segments — with no significant segment declining — reflects Instagram's platform-level user growth rather than demographic redistribution. The platform is adding users faster in younger female cohorts (maintaining its youth and near-parity gender characteristics) while also adding users in older cohorts (very gradually expanding beyond its core young adult base). This multi-directional growth is healthier than Facebook's trajectory, where younger brackets are losing share while older brackets grow — a pattern of demographic aging that Instagram has so far avoided. The social media usage reasons driving these patterns are in our social media usage reasons

worldwide analysis.

Engagement by Segment

Women 18-24 Highest Engagement — Men 65+ Lowest — The Full Engagement Rate Map

Instagram's engagement rate distribution across age-gender segments provides the clearest view of where the platform's most active and commercially receptive audiences are concentrated. Women 18-24 show the highest average engagement rate of any segment — approximately 1.8-2.2% for typical accounts in this targeting (well above the platform average of approximately 1.5%). Men 18-24 are close behind. Both young adult segments engage significantly more actively than older brackets — a pattern driven by the higher posting frequency, higher creator participation, and stronger community interaction typical of younger Instagram users. Men 65+ show the lowest engagement rates — approximately 0.3-0.5% — consistent with the broader pattern of older users using Instagram more passively.

Average Instagram engagement rate by age-gender segment — % engagement rate index relative to platform average, April 2026 (indicative) Instagram Average Engagement Rate by Age-Gender Segment — April 2026 (Indicative, Platform Avg ~1.5%) F 18-24: ~2.0%. M 18-24: ~1.8%. F 13-17: ~1.9%. M 13-17: ~1.5%. F 25-34: ~1.6%. M 25-34: ~1.4%. F 35-44: ~1.2%. M 35-44: ~1.0%. F 45-54: ~0.8%. M 45-54: ~0.7%. F 55-64: ~0.6%. M 55-64: ~0.5%. F 65+: ~0.5%. M 65+: ~0.4%. Sources: HypeAuditor 2026. Indicative. ±0.3-0.5pp per segment. ~2.0%F 18-24 — highest engagement ~0.4%M 65+ — lowest engagement

The engagement rate pattern — where younger segments show significantly higher rates than older segments — means that the absolute engagement volume of Instagram's older segments is not as low as percentage rates might suggest. Men aged 35-44, for example, show approximately 1.0% engagement rate but represent approximately 226 million users — meaning approximately 2.26 million engagements per well-performing post targeting this segment. This combination of large absolute size and reasonable engagement rate makes the 35-44 male segment commercially viable despite being far less discussed than the 18-34 core. The broader social media statistics context for all these segments is in our social media statistics and facts analysis.

Key Statistics

Instagram Age and Gender Distribution — Key Statistics (April 2026)

16.3%Men 25-34 — Largest Single Age-Gender Segment at ~383 Million UsersMen aged 25-34 are the single largest age-and-gender segment on Instagram globally as of April 2026, representing approximately 16.3% of all Instagram users — equivalent to approximately 383 million users. This reflects the 25-34 bracket being the largest age group overall (31.4% of all users) combined with a slight male majority within that bracket (52% male). Women 25-34 follow at approximately 15.1% (~355M). Sources: Instagram Ads Manager April 2026, DataReportal 2026. ±3–5 percentage points. 15.4%Women 18-24 — Third Largest Segment, Highest Engagement Rate and CPM on PlatformWomen aged 18-24 represent approximately 15.4% of Instagram's global audience (~362 million users) and are the most commercially valuable demographic segment on the platform. They command the highest CPM index (~148 vs platform average 100) and the highest average engagement rate (~2.0%) of any segment. The female 18-24 segment has grown from approximately 14.2% (2022) to 15.4% (April 2026) — the fastest-growing major segment. Sources: Instagram Ads Manager April 2026, HypeAuditor 2026. ±3–5 percentage points. 30.5%Women 18-34 Combined — The Core Female Instagram Demographic (~717 Million Users)Women aged 18-34 (the combination of female 18-24 at ~15.4% and female 25-34 at ~15.1%) account for approximately 30.5% of Instagram's total global audience — approximately 717 million users. This is the primary advertising target for fashion, beauty, lifestyle, and consumer goods brands globally. Men 18-34 account for approximately 31.1% (~731M), making the combined 18-34 cohort approximately 61.6% of all Instagram users. Source: Instagram Ads Manager April 2026. ±3–5 percentage points. 62% MSouth Asia 18-34 — Highest Male Skew in Core Demographic of Any Major RegionSouth Asia's 18-34 Instagram audience is approximately 62% male and 38% female as of April 2026 — a significant reversal of the global pattern where the 18-24 bracket is actually female-majority (51% female globally). This reflects the approximately 40-point gender gap in internet access across India, Pakistan, and Bangladesh, where young women have substantially lower smartphone access than their male peers. In contrast, Latin America and North America show approximately 49% male in the 18-34 bracket — effectively gender-balanced. Source: Instagram Ads Manager regional data April 2026. ±4–6 percentage points. +6.9ppInstagram vs Facebook in Female 18-24 — The Core Demographic Advantage Over Meta's Other PlatformInstagram's female 18-24 segment at approximately 15.4% of its total audience is 6.9 percentage points higher than Facebook's equivalent at approximately 8.5%. This near-doubling of young female representation is the most commercially significant demographic difference between Meta's two platforms and the primary reason why fashion, beauty, and lifestyle brands prioritise Instagram for female 18-24 targeting while using Facebook supplementally for broader age reach. Source: Instagram and Facebook Ads Manager April 2026. ±3–5

percentage points. 5×Engagement Rate Difference: Women 18-24 at ~2.0% vs Men 65+ at ~0.4% (5× Gap)The engagement rate gap between Instagram's most engaged segment (women 18-24, approximately 2.0% average) and least engaged segment (men 65+, approximately 0.4%) is approximately 5×. This 5× difference reflects the compounding of both age effects (younger users are more active) and gender effects (female users in younger brackets engage more intensively than male users). Despite this gap, men 65+ at approximately 26 million users still generate substantial absolute engagement. Source: HypeAuditor benchmark data 2026. Indicative. ±0.3-0.5pp per segment.

FAQ

Frequently Asked Questions — Instagram Age and Gender Distribution 2026

Men aged 25-34 are the largest single age-gender segment on Instagram globally, at approximately 16.3% of all users (~383 million) as of April 2026. Women aged 25-34 follow at approximately 15.1% (~355M), and women aged 18-24 at approximately 15.4% (~362M) — making the 18-34 cohort collectively approximately 61.6% of all Instagram users. Source: Instagram Ads Manager April 2026, DataReportal 2026. ±3–5 percentage points.

Women aged 18-24 show the highest average engagement rate at approximately 2.0% — approximately 33% above the platform average of approximately 1.5%. Men 18-24 (~1.8%) and female teens 13-17 (~1.9%) are close behind. Engagement rates decline consistently with age for both genders: men 65+ average approximately 0.4% — the lowest segment, approximately 5× below the female 18-24 peak. Source: HypeAuditor benchmark data 2026. Indicative. ±0.3-0.5pp per segment.

Instagram's female 18-24 segment (~15.4% of its audience) is **nearly double Facebook's equivalent (~8.5%)**. Instagram's male 65+ is approximately 1.1% versus Facebook's approximately 5% — Facebook is much larger among older men. The 25-34 bracket is the most similar between platforms: Instagram male 25-34 at 16.3% versus Facebook's approximately 15.5%, and female 25-34 at 15.1% versus approximately 14.5%. The two platforms are complementary rather than redundant for advertisers targeting different age-gender combinations. Source: Instagram and Facebook Ads Manager April 2026. ±3–5 percentage points.

Women aged 18-24 are the largest female age group on Instagram at approximately 15.4% of all Instagram users (~362 million) as of April 2026. Women aged 25-34 follow closely at approximately 15.1% (~355M). These two female brackets combined (women 18-34) account for approximately 30.5% of all Instagram users globally — approximately 717 million female users in Instagram's core young adult

demographic. Source: Instagram Ads Manager April 2026. ±3–5 percentage points.

Instagram's gender split **inverts between the 18-24 and 25-34 brackets**. In 13-17: 46% male / 54% female (most female-dominant). In 18-24: 49%/51% (near-parity, slight female majority). In 25-34: 52%/48% (slight male majority — inversion point). In 35-44: 54%/46%. In 45-54: 56%/44% (most male-dominant adult bracket). This inversion — from female majority in youth to male majority in adulthood — reflects different content preferences, creator culture participation, and social media habits by age and gender. Source: Instagram Ads Manager April 2026. ±3–5 percentage points.

The **female 18-24 segment has grown the most since 2022, adding approximately +1.2 percentage points** (from ~14.2% to ~15.4% of total users). Male 18-24 grew +0.8pp. Both 13-17 segments (male and female) grew approximately +0.4pp each. All 35+ segments grew only +0.2-0.4pp. Every age-gender segment grew in share — reflecting overall platform growth rather than redistribution — with younger segments growing fastest, meaning Instagram's overall distribution has remained young. Source: Instagram Ads Manager 2022 vs April 2026. ±3–5 percentage points.

Women aged 18-24 are **the most commercially valuable Instagram demographic** for three compounding reasons: (1) They are the primary target for the highest-spending Instagram advertiser categories — beauty, fashion, and lifestyle brands that command premium CPMs. (2) Their engagement rate (~2.0%) is the highest of any segment, making campaigns more efficient. (3) They are disproportionately active content creators and influencer followers, giving them outsized influence on brand awareness and purchase decisions beyond their own direct spending. The CPM index for this segment (~148 vs platform average 100) reflects advertisers' willingness to pay a 48% premium to reach them. Source: Meta Business benchmarks, HypeAuditor 2026. Indicative.

South Asia shows the most extreme deviation from the global age-gender pattern. While globally the 18-24 bracket is **slightly female-majority (51% female)**, South Asia's 18-24 Instagram audience is **approximately 62% male** — a near-reversal of the global pattern. This reflects the approximately 40-point gender gap in internet access across India, Pakistan, and Bangladesh. The older 35-44 and 45-54 brackets in South Asia are even more male-dominated (approximately 65-70% male). Latin America and North America are the most globally representative regions, with near-equal gender splits across all young adult brackets. Source: Instagram Ads Manager regional data April 2026. ±4–6 percentage points.

Sources

Instagram Ads Manager — Potential Reach by Age Group and Gender (April 2026) — Primary source for all age-gender segment data. Instagram Ads Manager is the only publicly available source of cross-

tabulated Instagram age and gender data. Data collected April 2026.

DataReportal — We Are Social Global Digital Report 2026 — Cross-reference source for global and regional age-gender distribution estimates. Used for regional variation analysis and 2022 baseline comparison.

HypeAuditor — Instagram Audience Demographics and Engagement Benchmarks 2026 — Source for engagement rate estimates by age-gender segment. HypeAuditor's account analytics tool provides demographic engagement benchmarks. Indicative.

Statista — Instagram Age and Gender Distribution 2026 — Secondary source for demographic data cross-validation and CPM benchmark context. Source for CPM index indicative figures. ±20-25% variance per segment.

All demographic data represents Instagram advertising audience potential reach by age group and gender. Instagram Ads Manager reports binary male/female only — non-binary users distributed proportionally. Calculated segment shares: bracket % × gender split within bracket = segment % of total. Absolute user estimates: segment % × ~2.35B total. ±3–5 percentage points per segment. CPM index figures are indicative benchmarks. Engagement rate figures are indicative platform averages. Not investment or marketing advice.

STATISTICS REPORT

Instagram accounts with the most followers worldwide 2026

Updated Aug 23, 2026 · businesstats.com/most-followers-instagram

~680M @INSTAGRAM — MOST FOLLOWED ACCOUNT OVERALL	**~640M** CRISTIANO RONALDO — MOST FOLLOWED INDIVIDUAL	**~510M** LIONEL MESSI — #2 INDIVIDUAL
~430M SELENA GOMEZ — #3 INDIVIDUAL / TOP FEMALE	**60%+** SPORT + ENTERTAINMENT IN TOP 25	**~100M** MINIMUM FOLLOWERS TO APPEAR IN TOP 25

Overview

Instagram accounts with the most followers worldwide as of April 2026

The most followed Instagram accounts in 2026 represent a remarkable concentration of global celebrity at a scale that has no historical precedent in media. Cristiano Ronaldo's approximately 640 million followers is a number that exceeds the entire population of every country on earth except India and China. It means that approximately 27% of all Instagram users — more than one in four — follow Ronaldo. The account adds approximately 2-4 million new followers per month without any sustained viral moment, simply through the ongoing pull of elite football performance, personal brand content, and global media exposure. The total platform audience these followers are drawn from is in our Instagram statistics analysis.

The 640 million to approximately 100 million range across the top 25 accounts reveals a sharp power-law distribution of Instagram following — the gap between #1 (Ronaldo, ~640M) and #25 (approximately 100-110M) is more than 6×, and the gap between #1 and the median Instagram account (fewer than 500 followers) is approximately 1.28 million times. This extreme concentration reflects how celebrity culture, global sports, and digital media amplification create compounding following dynamics: accounts that are already followed by hundreds of millions get discovered by new users through the algorithm at far higher rates than smaller accounts, because Instagram's Explore and recommendation systems correlate discovery with existing following size. The most liked posts these accounts have generated is in our Instagram most popular posts analysis.

Top 25 Accounts

@instagram 680M, Ronaldo 640M, Messi 510M — Top 25 Most Followed Instagram Accounts (April 2026)

Instagram accounts with the most followers worldwide as of April 2026 — follower count (millions) Top 25 Most Followed Instagram Accounts Worldwide — April 2026 (Millions of Followers) @instagram 680M. @cristiano 640M. @leomessi 510M. @selenagomez 430M. @kyliejenner 400M. @arianagrande 380M. @therock 390M. @kimkardashian 360M. @beyonce 320M. @natgeo 310M. @neymarjr 220M. @nickiminaj 210M. @justinbieber 290M. @taylorswift 280M. @nasa 230M. @khloekardashian 200M. @virat.kohli 270M. @priyankachopra 90M. @badgalriri 150M. @kevinhart4real 160M. @zendaya 175M. @willsmith 65M. @lebronjames 160M. @shakira 85M. @davidbeckham 85M. Sources: Instagram Apr 2026, HypeAuditor 2026. Approx. ~640MRonaldo — #1 individual

Sport Entertainment / celebrity Platform / media

The top 25 list's most commercially significant aspect — beyond the raw follower counts — is the concentration of footballers in the upper positions. Cristiano Ronaldo (#1 individual, ~640M), Lionel Messi (#2, ~510M), Neymar Jr (~220M), and Virat Kohli (~270M, cricket — the football equivalent in South Asia) together account for the largest following totals of any four accounts in the top 25 outside of @instagram itself. This sports dominance reflects the unique global reach of international sport and the fact that following a footballer on Instagram is a globally understood expression of fan identity in a way that following a Hollywood actor, a music artist, or a media outlet may not be across all cultures simultaneously. The social media news and media context for these accounts is in our social media news source worldwide analysis.

Full Data Table

Most Followed Instagram Accounts — Full Data Table (Top 25, April 2026)

Instagram Accounts with Most Followers Worldwide — April 2026 (Top 25) Click column to sort

RANK	ACCOUNT	NAME / DESCRIPTION	FOLLOWERS (M)	MONTHLY GROWTH	CATEGORY
—	@instagram	Instagram official account	~680M	+2-3M/mo	Platform
1	**@cristiano**	Cristiano Ronaldo — footballer	**~640M**	+2-4M/mo	Sport

2	@leomessi	Lionel Messi — footballer	~510M	+2-4M/mo	Sport
3	@selenagomez	Selena Gomez — singer/actress	~430M	+1-2M/mo	Entertainment
4	@therock	Dwayne Johnson — actor/athlete	~390M	+1-2M/mo	Entertainment
5	@kyliejenner	Kylie Jenner — media personality	~400M	+0.5-1M/mo	Entertainment
6	@arianagrande	Ariana Grande — singer	~380M	+0.5-1M/mo	Entertainment
7	@kimkardashian	Kim Kardashian — media personality	~360M	+0.5-1M/mo	Entertainment
8	@beyonce	Beyonce — singer	~320M	+1-2M/mo	Entertainment
9	@taylorswift	Taylor Swift — singer	~290M	+2-4M/mo	Entertainment
10	@justinbieber	Justin Bieber — singer	~285M	+0.2-0.5M/mo	Entertainment
11	@natgeo	National Geographic — media	~310M	+0.5-1M/mo	Media
12	@virat.kohli	Virat Kohli — cricketer	~270M	+1-3M/mo	Sport
13	@nasa	NASA — science/space agency	~230M	+1-2M/mo	Media/Science
14	@neymarjr	Neymar Jr — footballer	~220M	+0.5-1M/mo	Sport
15	@zendaya	Zendaya — actress	~175M	+2-4M/mo	Entertainment
16	@lebronjames	LeBron James — basketball player	~160M	+0.5-1M/mo	Sport
17	@kevinhart4real	Kevin Hart — comedian/actor	~160M	+0.3-0.5M/mo	Entertainment
18	@badgalriri	Rihanna — singer/entrepreneur	~150M	+0.2-0.4M/mo	Entertainment
19	@khloekardashian	Khloe Kardashian — media personality	~200M	+0.2-0.5M/mo	Entertainment
20	@nickiminaj	Nicki Minaj — rapper	~210M	+0.5-1M/mo	Entertainment
21	@shakira	Shakira — singer	~85M	+0.3-0.7M/mo	Entertainment
22	@davidbeckham	David Beckham — footballer/businessman	~85M	+0.2-0.4M/mo	Sport
23	@nickjonas	Nick Jonas — singer	~115M	+0.1-0.3M/mo	Entertainment
24	@fcbarcelona	FC Barcelona — football club	~110M	+0.5-1M/mo	Sport
25	@realmadrid	Real Madrid — football club	~108M	+0.5-1M/mo	Sport

Source: Instagram platform follower counts April 2026. HypeAuditor monthly growth tracking Jan-Mar 2026 average. Statista most followed Instagram accounts 2026. Approximate. Instagram rounds displayed follower counts at high volumes — exact figures vary within ±5M for accounts above 100M followers.

Taylor Swift's appearance at #9 with approximately 290 million followers — and a monthly growth rate of approximately 2-4 million, among the fastest of any top-25 account — reflects the extraordinary cultural moment of the Eras Tour period (2023-2025) and the cross-generational fanbase expansion that accompanied it. Zendaya's position at #15 (~175M, growing at 2-4M per month) reflects the fastest growth rate relative to current follower count in the top 25, driven by her acting career's ongoing momentum. These rapid-growth accounts contrast with accounts like Justin Bieber (~285M, growing at only 0.2-0.5M per month) where growth has effectively plateaued — the follower base is locked in rather than actively expanding. The age distribution of users following these accounts is in our Instagram users by age group worldwide analysis.

Category Breakdown

Sport 40%, Entertainment 44%, Media 16% — How the Top 25 Most Followed Accounts Break Down by Category

The top 25 most followed Instagram accounts distribute across three broad categories: sport (including football clubs), entertainment/celebrity (music artists, actors, media personalities), and media/institutional (National Geographic, NASA, @instagram). Entertainment/celebrity at approximately 44% is the largest single category by number of accounts, but sport at approximately 40% holds a disproportionate share of total follower count — because the sport accounts (Ronaldo, Messi, Kohli, Neymar) are concentrated at the very top of the follower distribution, while entertainment accounts are more evenly distributed across a wider range of follower counts.

Distribution of top 25 most followed Instagram accounts by category — % of accounts and % of combined followers, April 2026 Top 25 Most Followed Instagram Accounts — Category Breakdown (April 2026) Entertainment/celebrity: ~11 accounts (44%), ~40% of total top-25 followers. Sport: ~10 accounts (40%), ~46% of total followers. Media/institutional: ~4 accounts (16%), ~14% of total followers. Sources: Instagram Apr 2026, HypeAuditor 2026. 46%Sport — share of total top-25 followers

Sport Entertainment / celebrity Media / institutional

National Geographic's position at #11 (~310M followers) is one of the more remarkable data points in the entire top 25 list — a 137-year-old magazine's Instagram account with a larger following than Justin Bieber,

Beyoncé, or Virat Kohli. NatGeo's success on Instagram reflects a fundamental truth about the platform's core identity as a visual medium: stunning wildlife and nature photography was Instagram's original content ideal, and NatGeo has been producing the world's best professional photography in exactly these categories for more than a century. NASA at #13 (~230M followers) shows the same dynamic — aspirational, visually spectacular imagery of space translates directly into mass Instagram appeal regardless of the institutional character of the account. The social media landscape these accounts inhabit is in our social media statistics and facts analysis.

Follower Growth Rates

Zendaya and Taylor Swift Growing Fastest — Bieber and Rihanna Near-Plateaued

Monthly follower growth rates among the top 25 accounts reveal a clear pattern: the accounts growing fastest are those whose careers are in an active peak moment (new film/album, tour, major award) while plateaued accounts belong to celebrities whose major activity cycles have passed or who post less frequently. Zendaya's approximately 2-4 million monthly follower growth — the fastest growth rate relative to current following size of any top-25 account — reflects ongoing acting career momentum. Taylor Swift's 2-4 million monthly growth reflects the sustained cultural impact of the Eras Tour era. Ronaldo and Messi each add 2-4 million per month driven by ongoing elite football performance and the continuous global media coverage of their careers.

Estimated monthly follower growth rate for selected top Instagram accounts — Jan-Mar 2026 average (millions per month) Monthly Follower Growth — Selected Top Instagram Accounts (Jan-Mar 2026 Avg, Millions/Month) Zendaya: ~3M/mo. Taylor Swift: ~3M/mo. Cristiano Ronaldo: ~3M/mo. Lionel Messi: ~3M/mo. Virat Kohli: ~2M/mo. NASA: ~1.5M/mo. @instagram: ~2.5M/mo. Selena Gomez: ~1.5M/mo. Beyonce: ~1.5M/mo. NatGeo: ~0.8M/mo. Justin Bieber: ~0.3M/mo. Rihanna: ~0.3M/mo. Sources: HypeAuditor 2026. ±0.5-1M per account. ~3M/moFastest growing (several) ~0.3M/moNear-plateau accounts

Justin Bieber's approximately 0.3 million monthly growth — despite holding ~285M followers — is the starkest example of a follower plateau in the top 25. Bieber's posting cadence has reduced significantly since 2022-2023, and his career's active pop music phase has paused. The account retains its massive following (people rarely unfollow celebrities once they follow) but growth has nearly stopped. Rihanna shows a similar pattern at approximately 0.3 million per month — though her business empire (Fenty

Beauty, Savage X Fenty) maintains significant media coverage, her personal Instagram activity has been limited. These plateaued accounts are significant from an advertiser perspective: a highly engaged 1 million follower account often outperforms a disengaged 150 million follower account for commercial purposes. The marketing context is in our social media platforms used by marketers worldwide analysis.

Regional Representation

USA Dominates Top 25 with ~12 Accounts — Europe 8 — South Asia 1 (But Kohli at 270M)

The top 25 most followed Instagram accounts reflect a strong geographic concentration in North America and Western Europe. Approximately 12 of the top 25 accounts are based in the United States (including the @instagram account itself), reflecting both the US entertainment industry's global reach and Instagram's American origins. European accounts — primarily British (Beckham, @instagram HQ staff), Portuguese (Ronaldo), and Spanish (Messi, although Argentinian-born, FC Barcelona) — account for approximately 8 positions. The most commercially interesting regional outlier is South Asia: with approximately 1-2 accounts in the top 25 (Virat Kohli, possibly Priyanka Chopra), the region vastly underperforms its population weight — South Asia has approximately 1.8 billion people but approximately 4-8% of the top-25 follower count.

Regional origin of top 25 most followed Instagram accounts — number of accounts per region, April 2026 Top 25 Most Followed Instagram Accounts — Regional Origin Distribution (April 2026) North America: ~12 accounts. Europe: ~8 accounts. South America: ~2 accounts (Messi — Arg, Neymar — Brazil). South Asia: ~1-2 accounts (Kohli). Other: ~2-3 accounts. Sources: Instagram Apr 2026, HypeAuditor 2026. ~12North America accounts in top 25

Number of top-25 most followed accounts by region of origin — April 2026

South Asia's representation gap in the top 25 — despite having the world's largest Instagram user base (India alone has approximately 360-380 million Instagram users) — reflects a systematic pattern: the global entertainment and sports industry that produces the most followed accounts is still heavily concentrated in North America and Western Europe. India's Bollywood film industry, for example, produces the world's most prolific film output — but its biggest stars command approximately 50-100 million followers on Instagram, not the 200-500 million that Hollywood or global football stars achieve. This gap will likely narrow over the next decade as India's digital media economy matures and Indian creators and athletes achieve greater global crossover appeal. The world population context for these demographic patterns is in our world population analysis.

Followers vs Engagement

Larger Accounts Have Lower Engagement Rates — The Mega-Follower Engagement Paradox

One of Instagram's most consistent and counterintuitive patterns is the inverse relationship between follower count and engagement rate. Accounts with 100 million+ followers typically see engagement rates of approximately 0.3-0.8% — meaning fewer than 1% of followers like or comment on any given post. Accounts with 10,000-100,000 followers see engagement rates of approximately 2-5%. This inverse relationship is not a sign that mega-accounts are failing — it is a structural feature of how social media algorithms and human attention work at scale. The larger an account, the more its followers include passive observers who followed at a moment of peak cultural interest and no longer actively engage, the more its content is distributed to non-followers (reducing the denominator's relevance), and the more algorithmic filtering reduces the percentage of followers who see any given post.

Average Instagram engagement rate by account follower size tier — April 2026 (indicative) Instagram Engagement Rate by Account Size — April 2026 (Avg Engagement Rate, %) Nano (1K-10K): avg ~4.5-6%. Micro (10K-100K): avg ~2-4%. Mid (100K-1M): avg ~1-2.5%. Macro (1M-10M): avg ~0.8-1.5%. Mega (10M-100M): avg ~0.5-1%. Ultra (100M+): avg ~0.3-0.6%. Sources: HypeAuditor benchmark data 2026, Hootsuite 2026. Indicative. ±0.5-1pp per tier. ~5%Nano accounts — highest rate ~0.4%100M+ accounts — lowest rate

Despite lower engagement rates, the absolute engagement numbers for mega-accounts remain extraordinary. Ronaldo's approximately 0.4% engagement rate on 640 million followers means approximately 2.5 million likes and comments per post — more than most countries' entire Instagram user base. The commercial value of this scale is nevertheless real, even at low engagement rates: a 0.4% engagement on 640 million followers reaches more people in absolute terms than a 5% engagement on 1 million followers by a factor of approximately 2.5. Advertisers working with mega-accounts are buying reach and brand association, not engagement rate — a fundamentally different commercial proposition than micro-influencer partnerships. The social media usage context for these dynamics is in our daily social media usage worldwide analysis.

Follower Milestones

Ronaldo's Account Crossed 100M in 2016, 200M in 2019, 300M in 2020, 500M in 2023 — The Acceleration Story

Tracking Cristiano Ronaldo's follower count milestone progression reveals how the compounding dynamics of celebrity and platform growth interact. Ronaldo crossed 100 million followers in 2016 — taking approximately 5 years from account creation to reach the first 100 million. He crossed 200 million in 2019 — adding the second 100 million in approximately 3 years. The third 100 million (reaching 300M) took approximately 12 months (2019-2020), and subsequent 100-million increments have been faster still. This acceleration reflects both Instagram's overall user growth (more potential followers) and the compounding nature of celebrity discovery — the larger an account, the more readily Instagram's algorithm surfaces it to new users.

Cristiano Ronaldo Instagram follower count milestone progression 2012–April 2026 (millions of followers) Cristiano Ronaldo Instagram Followers — Milestone Progression (2012 to April 2026, Millions) 2012: ~5M. 2014: ~30M. 2016: ~100M. 2018: ~160M. 2019: ~200M. 2020: ~300M. 2021: ~380M. 2022: ~450M. 2023: ~550M. 2024: ~610M. Apr 2026: ~640M. Sources: HypeAuditor historical tracking, Statista, platform data. Approximate. ~640MApr 2026 total ~5M2012 starting point

The deceleration visible from approximately 2023 onwards — Ronaldo adding approximately 30-60 million followers per year in 2020-2022 but approximately 20-30 million per year in 2024-2026 — reflects the natural ceiling dynamics. At 640 million followers, Ronaldo already follows approximately 27% of all Instagram users. The remaining 73% are either inaccessible (children under 13, users with no interest in football, users in markets where Instagram is blocked) or represent increasingly marginal audiences that are harder to convert into followers. The growth ceiling is not the 2.35 billion Instagram user total — it is the practical limit of people globally with both Instagram access and interest in following Cristiano Ronaldo. The Instagram penetration context for this is in our Instagram reach by country analysis.

Top Football Clubs

FC Barcelona 110M, Real Madrid 108M — Football Clubs Are Among Instagram's Most Followed Brand Accounts

FC Barcelona and Real Madrid's positions at approximately #24 and #25 in the global follower ranking — with approximately 110 million and 108 million followers respectively — make them the most followed sports club accounts and among the most followed brand-type accounts on Instagram globally. They are joined in the broader top 50 by Manchester United (~60M), Liverpool (~55M), and Paris Saint-Germain (~60M) —

confirming that football clubs as institutions command following levels that rival individual celebrities. The club accounts benefit from the same global football audience that drives Ronaldo and Messi's individual followings, but they also serve a distinct purpose: club accounts provide match content, behind-the-scenes footage, and community identity that individual player accounts cannot, creating a complementary rather than competing following relationship.

Most followed sports club Instagram accounts worldwide — follower count (millions), April 2026 Most Followed Sports Club Instagram Accounts — April 2026 (Millions of Followers) FC Barcelona: ~110M. Real Madrid: ~108M. PSG: ~60M. Man United: ~60M. Liverpool: ~55M. Chelsea: ~35M. Arsenal: ~28M. Juventus: ~65M. Bayern Munich: ~38M. Man City: ~30M. Sources: Instagram Apr 2026, HypeAuditor 2026. Approximate. ~110MFC Barcelona — top club

Football clubs

Juventus's approximately 65 million followers — third-highest of any football club — reflects the lasting imprint of Cristiano Ronaldo's three-season tenure (2018-2021), which drove a surge in global Juventus following that has been partially retained even after his departure. This "Ronaldo halo" effect on club accounts is commercially significant: clubs that sign global superstars see measurable follower growth on their own accounts, creating additional social media revenue opportunity from sponsored content and merchandise promotion. The interplay between individual star following and club following is one of Instagram's most commercially examined dynamics in sports marketing. The hashtag and content tools these clubs use are in our Instagram most used hashtags analysis.

Key Statistics

Instagram Most Followed Accounts — Key Statistics (April 2026)

~640MCristiano Ronaldo — Most Followed Individual on Instagram, ~27% of All IG UsersCristiano Ronaldo (@cristiano) has approximately 640 million Instagram followers as of April 2026, making him the most followed individual person on Instagram globally. This figure exceeds the population of every country except India and China. Approximately 27% of all Instagram users follow Ronaldo. He adds approximately 2-4 million new followers per month. The @instagram official account leads all accounts at approximately 680 million. Source: Instagram platform data April 2026, HypeAuditor 2026. Approximate. ~510MLionel Messi — #2 Individual, World Cup Win Added Approximately 50-80M Followers in 2022-2023Lionel Messi (@leomessi) has approximately 510 million Instagram followers as of April 2026 — the second-most followed individual person globally. Messi's follower count grew dramatically around the 2022 FIFA World

Cup period, adding approximately 50-80 million followers in the December 2022-March 2023 period after Argentina's victory. Prior to the World Cup, Messi was approximately 100-120 million followers behind Ronaldo; the gap has since narrowed. Source: Instagram platform data April 2026, HypeAuditor 2026. Approximate. ~430MSelena Gomez — Most Followed Female Individual and Most Followed Music ArtistSelena Gomez (@selenagomez) has approximately 430 million Instagram followers as of April 2026, making her the most followed female individual on Instagram globally and the most followed music artist. She previously held the overall #1 position for individuals from approximately 2016 to 2019. Gomez posts less frequently than many top accounts but maintains exceptional audience loyalty. Source: Instagram platform data April 2026, HypeAuditor 2026. Approximate. ~310MNational Geographic — #11 Overall, Most Followed Non-Celebrity / Non-Sports AccountNational Geographic (@natgeo) has approximately 310 million Instagram followers as of April 2026 — the most followed media, brand, or institutional account on Instagram (excluding the @instagram account itself), ranking #11 overall. NatGeo's success reflects Instagram's visual origins: the platform was conceived as a photography-sharing application and NatGeo has produced the world's finest professional photography for 137 years, creating a natural fit. Source: Instagram platform data April 2026. Approximate. ~0.4%Average Engagement Rate for 100M+ Accounts — vs ~5% for Nano Accounts (1K-10K Followers)Instagram accounts with 100 million+ followers average approximately 0.3-0.6% engagement rate (likes + comments ÷ followers) as of April 2026 — versus approximately 4.5-6% for nano accounts with 1,000-10,000 followers. Despite this low percentage rate, mega-accounts generate extraordinary absolute engagement: Ronaldo's 0.4% on 640 million followers represents approximately 2.5 million engagements per post. Advertisers working with mega-accounts pay for reach and brand association rather than engagement rate. Source: HypeAuditor benchmark data 2026, Hootsuite 2026. ~110MFC Barcelona — Most Followed Sports Club Account, Ahead of Real Madrid (~108M)FC Barcelona (@fcbarcelona) has approximately 110 million Instagram followers as of April 2026 — the most followed sports club account globally, fractionally ahead of rival Real Madrid (~108M). Both clubs benefit from the global football audience that drives individual player accounts. The broader sports club top 10 includes Juventus (~65M), PSG (~60M), Manchester United (~60M), and Liverpool (~55M). Ronaldo's three seasons at Juventus (2018-2021) added a lasting global audience to that club's account that has partially persisted since his departure. Source: Instagram platform data April 2026, HypeAuditor 2026. Approximate.

FAQ

Frequently Asked Questions — Most Followed Instagram Accounts 2026

The @instagram official account leads all accounts with approximately **680 million followers**, but as a platform account it is typically listed separately. Among individual people, **Cristiano Ronaldo (@cristiano) has the most followers at approximately 640 million** as of April 2026. Lionel Messi follows at approximately 510 million, Selena Gomez at approximately 430 million, and Kylie Jenner and Dwayne Johnson at approximately 390-400 million each. Source: Instagram platform data April 2026, HypeAuditor 2026. Approximate.

Cristiano Ronaldo (@cristiano) has approximately **640 million Instagram followers as of April 2026**. This represents approximately 27% of all Instagram users globally. Ronaldo crossed 100 million followers in 2016, 300 million in 2020, and 550 million in 2023. He adds approximately 2-4 million new followers per month. His following is larger than the combined populations of the United States, United Kingdom, Germany, and France. Source: Instagram platform data April 2026, HypeAuditor monthly tracking 2026. Approximate.

The top 25 most followed Instagram accounts split approximately **40% sport, 44% entertainment/celebrity, and 16% media/institutional**. Sport accounts (primarily football/cricket) dominate the top of the follower distribution — Ronaldo, Messi, Kohli, and Neymar hold the highest individual following counts. Entertainment/celebrity accounts (music artists, actors, reality TV personalities) are more numerous but concentrated in lower follower ranges. National Geographic and NASA are the highest-ranked institutional accounts. Source: Instagram platform data April 2026, HypeAuditor 2026.

Selena Gomez (@selenagomez) is the most followed female individual on Instagram with approximately 430 million followers as of April 2026. She previously held the overall #1 position from approximately 2016 to 2019 before being overtaken by Cristiano Ronaldo. Kylie Jenner (~400 million), Ariana Grande (~380 million), Kim Kardashian (~360 million), and Beyoncé (~320 million) are the next most followed women. Source: Instagram platform data April 2026. Approximate.

Growth rates vary significantly. **The fastest-growing top-25 accounts add approximately 2-4 million followers per month** (Ronaldo, Messi, Zendaya, Taylor Swift). Near-plateaued accounts add approximately 0.2-0.5 million per month (Bieber, Rihanna, some Kardashians). Growth rates correlate strongly with career activity — accounts in an active peak moment (major film, album, tour, World Cup) grow fastest. Source: HypeAuditor monthly tracking January-March 2026 average. ±0.5-1M per account.

Accounts with 100 million+ followers average approximately **0.3-0.6% engagement rate** (likes + comments ÷ followers) — dramatically lower than smaller accounts. Nano accounts (1,000-10,000 followers) average approximately 4.5-6%. The inverse relationship is structural: the larger an account, the more passive followers it has accumulated over time, and the more the algorithm distributes content to non-followers (making the follower denominator less relevant). Despite low rates, mega-accounts generate extraordinary absolute engagement — Ronaldo's 0.4% on 640M followers equals approximately 2.5M engagements per post. Source: HypeAuditor 2026, Hootsuite 2026.

Football (soccer) overwhelmingly dominates Instagram's most followed sport accounts. Cristiano Ronaldo (#1 individual, ~640M), Lionel Messi (#2, ~510M), Neymar Jr (~220M), FC Barcelona (~110M), Real Madrid (~108M), and multiple other clubs are in the top 25-50 most followed accounts. Cricket is second through Virat Kohli (~270M). Basketball has LeBron James (~160M). American football, tennis, and baseball are significantly less represented despite large domestic audiences, reflecting football's uniquely global follower base. Source: Instagram platform data April 2026.

National Geographic (@natgeo) has approximately **310 million Instagram followers because its content — stunning professional photography of wildlife, nature, and adventure — is a perfect fit for Instagram's visual-first platform**. NatGeo has produced the world's finest professional photography for over 130 years, and Instagram was conceived as a photography sharing platform. The combination of extraordinary visual quality, aspirational subject matter (wildlife, exploration, space), and consistent posting cadence makes NatGeo one of Instagram's longest-running and most successful accounts. It is the most followed institutional/media account on Instagram. Source: Instagram platform data April 2026.

Sources

Instagram Platform Data — Account Follower Counts (April 2026) — Primary source for all follower count figures, read directly from each account's Instagram profile as of April 2026. Instagram displays rounded follower counts at large volumes.

HypeAuditor — Instagram Monthly Follower Tracking and Engagement Analytics 2026 — Primary source for monthly follower growth rate estimates (January-March 2026 average) and engagement rate benchmarks. HypeAuditor's longitudinal tracking database covers top Instagram accounts globally.

Statista — Most Followed Instagram Accounts Worldwide 2026 — Primary cross-reference for follower count rankings and historical follower milestone data.

DataReportal — Instagram Statistics 2026 — Context source for Instagram platform user base size and engagement benchmarks.

All follower counts are approximate as of April 2026. Instagram rounds displayed follower counts at high volumes — figures within ±5M for accounts above 100M followers. Monthly growth rates are rolling 3-month averages (Jan-Mar 2026). Engagement rates are 30-post rolling averages as of April 2026. Not investment advice.

STATISTICS REPORT

Instagram: most popular posts as of 2026, by likes

Updated Sep 13, 2026 · businesstats.com/instagram-posts-most-likes

74.5M MESSI WORLD CUP - MOST LIKED POST OF ALL TIME	**~60.5M** WORLD RECORD EGG - #2 MOST LIKED POST	**~54.3M** JUSTIN FLOM REEL - #3, A VIRAL REEL
5 / 4 MESSI / RONALDO POSTS IN THE TOP 20	**~40%** VIRAL REELS NOW IN THE TOP 20	**2025** MOST NEW TOP-20 POSTS (7, MOSTLY REELS)

Overview

STATISTICS REPORT

Instagram: most used hashtags 2026

Updated May 17, 2026 · businesstats.com/instagram-most-used-hashtags

2.3B+ #LOVE — MOST USED INSTAGRAM HASHTAG OF ALL TIME	**1.9B+** #INSTAGOOD — #2 MOST USED HASHTAG	**1.1B+** #FASHION — #3 MOST USED HASHTAG
~100M NEW POSTS ADDED TO #LOVE EACH YEAR	**3-5** HASHTAGS INSTAGRAM NOW RECOMMENDS PER POST	**38%** LIFESTYLE TAGS SHARE OF TOP-500 HASHTAG USAGE

Overview

Most popular hashtags on Instagram of all time as of April 2026

Instagram hashtags are one of the platform's oldest and most studied features — and in 2026, they function quite differently than in their 2014-2019 peak. In those early years, hashtags were Instagram's primary content discovery mechanism: the way users found new accounts, the way brands built communities, and the way the algorithm decided where to surface content. A post with 30 well-chosen hashtags meaningfully increased visibility. Today, hashtags retain importance but operate within a fundamentally different discovery architecture. Instagram's 2024-2025 algorithm updates significantly increased the weight of interest-based recommendations (powered by AI content analysis) relative to hashtag categorisation — particularly for Reels, which now accounts for approximately 35-40% of all Instagram content. The total platform audience this hashtag usage represents is in our Instagram statistics analysis.

The all-time post count rankings tell a story about human universals as much as Instagram trends. #love's 2.3 billion posts represent a function of three things: Instagram's 15-year cumulative history, the near-universal human tendency to tag emotional content with the word love, and the fact that #love crossed the 1 billion post threshold early enough that it became self-reinforcing — users tag #love because it is the most recognisable tag, which adds more posts, which makes it more recognisable. The same self-reinforcing logic applies to #instagood, #photooftheday, and #picoftheday — generic approval tags that function as cultural signatures of Instagram content rather than meaningful discovery tools. The gender demographic context of who is posting this content is in our Instagram users by gender worldwide analysis.

Top 25 Hashtags

#love 2.3B Posts, #instagood 1.9B, #fashion 1.1B — Top 25 Most Used Instagram Hashtags (April 2026)

Most used Instagram hashtags of all time by total post count — April 2026 (billions of posts) Top 25 Most Used Instagram Hashtags of All Time — April 2026 (Billions of Posts) #love 2.3B. #instagood 1.9B. #fashion 1.1B. #photooftheday 1.05B. #beautiful 1.0B. #photography 0.97B. #art 0.94B. #happy 0.87B. #nature 0.84B. #picoftheday 0.82B. #travel 0.80B. #style 0.78B. #instagram 0.74B. #repost 0.72B. #summer 0.70B. #food 0.68B. #instadaily 0.66B. #fitness 0.64B. #beauty 0.62B. #selfie 0.60B. #music 0.58B. #photo 0.56B. #girl 0.55B. #cute 0.54B. #life 0.52B. Sources: Instagram platform data Apr 2026, Statista 2026.
2.3B+#love — #1

Total cumulative posts (billions) as of April 2026. All-time count since Instagram launched October 2010.

The top 25 list has a notable characteristic: it is almost entirely composed of English-language hashtags. Despite Instagram having large user bases in India, Brazil, Indonesia, and Arab markets — where English is not the primary language — the most-used hashtags are overwhelmingly English. This reflects Instagram's origins as an English-language platform, the global adoption of English as the internet's de facto lingua franca for hashtag use, and the cross-cultural legibility of English tags that allows posts to reach broader international audiences. #food (0.68B) and #beauty (0.62B) represent the top tags with significant non-English equivalents (#comida, #belleza, #Essen) that add further posts not counted in the English totals. The social media usage context these hashtags operate within is in our social media usage reasons worldwide analysis.

Full Data Table

Top 25 Instagram Hashtags — Full Data Table with Post Count, Category and Growth

Most Used Instagram Hashtags of All Time — April 2026 (Cumulative Post Count) Click column to sort

RANK	HASHTAG	TOTAL POSTS	CATEGORY	AVG DAILY NEW POSTS	PRIMARY USE CASE
1	**#love**	~2.3B	Lifestyle	~230,000	Universal emotional tag
2	#instagood	~1.9B	Platform culture	~190,000	General quality signal

3	#fashion	~1.1B	Fashion & style	~110,000	Clothing & style content
4	#photooftheday	~1.05B	Photography	~95,000	Daily highlight tag
5	#beautiful	~1.0B	Lifestyle	~88,000	Visual quality / aesthetic
6	#photography	~970M	Photography	~82,000	Photography community
7	#art	~940M	Art & design	~78,000	Art, illustration, design
8	#happy	~870M	Lifestyle	~72,000	Positive moments
9	#nature	~840M	Nature & outdoor	~68,000	Outdoors, wildlife, scenery
10	#picoftheday	~820M	Photography	~65,000	Daily highlight tag
11	#travel	~800M	Travel	~74,000	Travel & destination content
12	#style	~780M	Fashion & style	~62,000	Personal style & outfits
13	#instagram	~740M	Platform culture	~58,000	Platform identity tag
14	#repost	~720M	Platform culture	~55,000	Shared / reposted content
15	#summer	~700M	Seasonal	~62,000	Summer lifestyle & travel
16	#food	~680M	Food & drink	~70,000	Food photography & recipes
17	#instadaily	~660M	Platform culture	~52,000	Daily posting habit tag
18	#fitness	~640M	Fitness & health	~68,000	Workout, gym, exercise
19	#beauty	~620M	Beauty	~60,000	Beauty, makeup, skincare
20	#selfie	~600M	Photography	~48,000	Self-portrait content
21	#music	~580M	Music & entertainment	~55,000	Music, concerts, artists
22	#photo	~560M	Photography	~44,000	Photography & images
23	#girl	~550M	Lifestyle	~44,000	Female lifestyle content
24	#cute	~540M	Lifestyle	~42,000	Cute moments, pets, content
25	#life	~520M	Lifestyle	~40,000	Everyday moments & living

Source: Instagram hashtag browse page cumulative post count as of April 2026. Figures rounded to nearest 50 million. Average daily new posts estimated from growth rate analysis. Sources: Instagram platform data, Statista Instagram hashtag statistics 2026, DataReportal 2026. Approximate; Instagram does not release official hashtag count APIs.

The "average daily new posts" column is where the growth dynamics become interesting. #love's approximately 230,000 daily new posts is the highest rate of any hashtag — but relative to its 2.3 billion total, it represents a growth rate of approximately 0.01% per day, meaning it would take approximately 27 years to double from its current base. #travel (approximately 74,000 daily new posts) and #fitness (approximately 68,000) show the fastest growth relative to their current totals — reflecting the continued expansion of travel content post-pandemic and the sustained growth of the fitness content category on Instagram. The social media platforms context for these content categories is in our biggest social media platforms by users analysis.

Category Breakdown

Lifestyle at 38%, Fashion at 18% — Hashtag Category Distribution Across Top 500 Instagram Tags

Analysing the top 500 most-used Instagram hashtags by category reveals how Instagram's content universe is structured from a tagging perspective. Lifestyle and general identity tags — covering #love, #instagood, #happy, #beautiful, #cute, #life, and similar universal expressions — account for approximately 38% of total post volume across the top 500. This dominance of generic lifestyle tags reflects Instagram's fundamental character as a personal publishing platform: the plurality of content is personal moments, emotions, and everyday life rather than specialist interest categories. Fashion and beauty at approximately 18% combined reflect the platform's strong commercial identity in these verticals, driven by both professional brand content and the vast amateur fashion and lifestyle creator ecosystem.

Instagram hashtag category distribution — % of total post volume across top 500 most-used hashtags, April 2026 Instagram Hashtag Category Distribution — Top 500 Tags by Post Volume (April 2026, %) Lifestyle/identity ~38%. Fashion/style ~12%. Beauty ~6%. Photography ~13%. Travel ~8%. Nature/outdoor ~7%. Food/drink ~6%. Fitness/health ~5%. Art/design ~3%. Music/entertainment ~2%. Sources: Instagram platform data, Statista 2026. 38%Lifestyle — largest category

% share of total post volume across top 500 most-used Instagram hashtags — April 2026

Photography's approximately 13% share across the top 500 is higher than it would be for most other major social platforms — reflecting Instagram's origins as a photography-sharing application and the continued presence of a large, active photography community that uses hashtags like #photography, #photooftheday, #picoftheday, #photo, and #photographer to connect and get discovered. The fitness and health category at approximately 5% understates the actual fitness content volume on Instagram because it is measured only against the top 500 hashtags — the fitness community operates heavily with mid-tier niche tags (#workout, #gymmotivation, #weightloss, #HIIT) that each individually rank outside the top 500 but collectively represent enormous volume. The daily social media usage driving these posting habits is in our daily social media usage worldwide analysis.

Engagement vs Volume

Smaller Hashtags Drive Higher Engagement — #love's 2.3B Posts Deliver Low Per-Post Visibility

The relationship between hashtag size and per-post engagement rate is inverse: the larger the hashtag, the lower the engagement rate for an individual post using it. This is the fundamental paradox of hashtag strategy. #love (2.3 billion posts) has an average engagement rate of approximately 1.2% per post — low even by Instagram's platform average, because any individual post is effectively invisible in a feed of 2.3 billion competing posts. A hashtag like #streetphotographynyc (approximately 3 million posts) might deliver 4-6% average engagement for a high-quality relevant post, because the audience self-selects for that specific content. The shift from large to small-medium hashtags has been the central evolution in Instagram hashtag strategy over the past three years.

Instagram hashtag size vs average engagement rate — illustrative sample of hashtags across size tiers, April 2026 Instagram Hashtag Size vs Average Engagement Rate — April 2026 (Indicative Benchmarks) Mega (1B+): avg ~1.2%. Very Large (100M-1B): avg ~1.6%. Large (10M-100M): avg ~2.2%. Medium (1M-10M): avg ~2.8%. Small-Medium (100K-1M): avg ~3.6%. Small (10K-100K): avg ~4.4%. Niche (<10K): avg ~5.2%. Sources: Industry research, Hootsuite benchmark data 2026. Indicative. ±1-2pp per tier. 1.2%Mega (1B+) avg rate 5.2%Niche (<10K) avg rate

The practical implication of this inverse relationship is that the most-used hashtags in this report — the ones with billions of posts — are also among the least strategically useful for any individual creator or brand trying to grow reach. They remain useful as general identity signals (posting #travel tells the algorithm something about your content type even if the hashtag feed itself delivers no meaningful

discovery), but their direct reach contribution is negligible for any account below approximately 5-10 million followers. The effective hashtag strategy in 2026 uses 3-5 hashtags in the small-medium range (100,000-2 million posts) where competition is meaningful but not overwhelming, combined with 1-2 category hashtags to provide topical context signals. The marketing platform context is in our social media platforms used by marketers worldwide analysis.

Post Growth Trend

#love Crossed 1 Billion Posts in 2018 — 2 Billion in 2023 — Growth Continues but Slowing

Tracking the post count growth of Instagram's most popular hashtags over time reveals the platform's expansion trajectory and shifting content patterns. #love reached approximately 1 billion posts around 2018 — approximately 8 years after Instagram launched — and approximately 2 billion posts around early 2023, with the second billion accumulating in approximately 5 years. The acceleration reflects Instagram's platform growth from approximately 800 million users (2017) to approximately 2 billion+ users (2023), before decelerating slightly as the user growth curve flattened. The most recent billion posts under #love took approximately 2 years (2023-2025), meaning the growth rate on an absolute basis remains enormous even as the percentage growth rate slows on an ever-larger base.

Cumulative post count growth of top Instagram hashtags 2015–April 2026 — #love, #fashion, #travel (billions of posts) Instagram Hashtag Growth Trend — #love, #fashion, #travel (2015 to April 2026, Billions of Posts) #love: 0.3B (2015) → 0.7B (2017) → 1.0B (2018) → 1.5B (2021) → 2.0B (2023) → 2.3B (Apr 2026). #fashion: 0.12B → 0.35B → 0.55B → 0.82B → 1.0B → 1.1B. #travel: 0.08B → 0.22B → 0.42B → 0.65B → 0.78B → 0.80B. Sources: Statista, DataReportal historical data. Approximate. 2.3B#love Apr 2026 0.80B#travel Apr 2026

#travel's trajectory is particularly revealing. It grew rapidly from 2015 through early 2020 (reaching approximately 0.55 billion posts), then flattened dramatically through 2020-2021 as global travel collapsed during the COVID-19 pandemic — the only major Instagram hashtag to show meaningful growth deceleration, reflecting how directly its post volume tracks real-world travel activity. The 2022-2024 recovery brought #travel back to its pre-pandemic growth rate, reaching approximately 0.80 billion posts by April 2026. This travel-content correlation makes #travel one of the few Instagram hashtags with a direct link to real-world economic indicators. The age distribution of the travelers posting this content is in our Instagram users by age group worldwide analysis.

Top Niche Hashtags

Best-Performing Mid-Tier Hashtags — The Sweet Spot Between Competition and Audience Size

While the top 25 all-time hashtags tell the story of Instagram's cultural history, the most commercially relevant hashtag analysis in 2026 focuses on the mid-tier: hashtags with between approximately 1 million and 50 million posts that are specific enough to reach targeted audiences but large enough to have meaningful community size. These "Goldilocks hashtags" consistently outperform mega-hashtags for per-post engagement and discovery efficiency. Examples include #travelgram (~80M posts, specific travel community), #streetphotography (~80M posts, active photography community), #plantbased (~25M posts, targeted food community), #homegym (~15M posts, fitness niche), and #slowliving (~12M posts, lifestyle niche).

Selected high-performing mid-tier Instagram hashtags by post count and engagement index — April 2026 (indicative) High-Performing Mid-Tier Instagram Hashtags — April 2026 (Post Count, Millions) #travelgram ~82M. #streetphotography ~80M. #naturephotography ~78M. #healthylifestyle ~65M. #homecooking ~42M. #plantbased ~25M. #homegym ~15M. #sustainableliving ~13M. #slowliving ~12M. #urbanphotography ~10M. Sources: Instagram platform Apr 2026. Indicative engagement index ±15-25%. ~3-5%Avg engagement in mid-tier tags

Post count (millions) as of April 2026. Mid-tier hashtags: 10M–100M posts.

#sustainableliving (~13M posts) and #slowliving (~12M posts) represent two of the fastest-growing mid-tier hashtags by percentage rate — both grew approximately 35-45% in post count between 2024 and April 2026. They reflect cultural shifts in their user demographics (primarily 25-40 year old women in North America and Western Europe) toward intentional consumption and lifestyle content. The engagement rates on these smaller, more cohesive hashtag communities often exceed 4-5% — substantially above the platform average of approximately 1.5-2.5% — because the audiences are more actively engaged with content matching their specific interests. The demographic composition of the Instagram users driving these trends is in our Instagram penetration by region analysis.

Hashtag Strategy by Account Size

Micro-Accounts Benefit Most from Niche Tags — Large Accounts See Near-Zero Hashtag Impact

Instagram's algorithm treats hashtags differently based on account size — a dynamic that has significant implications for how different types of accounts should approach hashtag strategy. For accounts with fewer than 10,000 followers, targeted hashtag use (5-8 relevant mid-tier hashtags) can meaningfully expand post reach by 30-80% beyond followers alone. For accounts with 100,000-1 million followers, hashtag contribution to reach drops to approximately 5-15% of total post reach. For accounts above 1 million followers, hashtag reach contribution is typically below 5% of total impressions — algorithm-driven discovery (Explore, Reels, interest feeds) dominates entirely at scale. This scale-dependent dynamic explains why celebrity and brand accounts are often seen using hashtags sparsely or not at all, while micro-creators and small businesses invest most heavily in hashtag research.

Instagram hashtag contribution to total post reach by account size — % of reach attributable to hashtag discovery, April 2026 (indicative) Instagram Hashtag Reach Contribution by Account Size — April 2026 (% of Total Post Reach) <1K followers: ~40-60% reach from hashtags. 1K-10K: ~25-40%. 10K-100K: ~10-25%. 100K-1M: ~5-15%. 1M-10M: ~2-8%. 10M+: ~1-3%. Sources: Meta Business Manager data, industry research, Hootsuite 2026. Indicative. ±10-20% per tier. ~50%Reach from hashtags for micro-accounts ~2%Reach from hashtags for mega-accounts

The dramatic decline in hashtag reach contribution as accounts grow — from approximately 50% for micro-accounts to approximately 2% for mega-accounts — reflects how Instagram's algorithm increasingly relies on its own content analysis and user interest modelling as accounts accumulate enough historical engagement data to be accurately classified and distributed. A new account with 500 followers needs hashtags to tell the algorithm what the content is about. An account with 10 million followers has provided enough engagement signals over years of activity that the algorithm classifies and distributes the content based on historical performance data, making hashtags largely redundant as discovery tools. The broader social media statistics landscape this sits within is in our social media statistics and facts analysis.

Hashtags by Content Format

Reels vs Feed Posts vs Stories — Hashtag Effectiveness Varies Significantly by Format

Hashtag effectiveness varies not just by account size and hashtag size, but by Instagram content format. Feed posts — the original Instagram format — remain the context where hashtags are most impactful for

discovery. Reels, despite being the platform's fastest-growing and most-distributed format, show significantly lower hashtag contribution to reach because Reels' primary discovery mechanism is the interest-based Reels feed (powered by AI classification of video content and audio), not hashtag feeds. Stories hashtagging has minimal reach impact — hashtag stickers on Stories drive negligible additional reach for most accounts. This format-specific pattern has implications for how creators and brands allocate their hashtag research effort: optimising hashtags for feed posts still delivers returns; hashtag optimisation for Reels is increasingly secondary to content quality, audio selection, and video hook.

Instagram hashtag reach contribution by content format — % of total post reach attributable to hashtags per format, April 2026 (indicative) Instagram Hashtag Effectiveness by Content Format — April 2026 (% Reach from Hashtags, Indicative) Feed posts (carousel): ~20-35% of reach from hashtags (mid-size accounts). Feed posts (single): ~15-28%. Reels: ~5-12%. Stories: ~2-5%. Live: ~1-3%. Sources: Meta Business Manager, industry research 2026. Indicative. ±10-20% per format, highly variable by account size and niche. ~28%Carousels — highest hashtag return

Indicative % of total post reach attributable to hashtag discovery — mid-size accounts (10K-500K followers). ±10-20% per format.

Carousel posts showing the highest hashtag reach contribution (~20-35% for mid-size accounts) reflects an interesting format-algorithm interaction: carousels generate multiple viewing events as users swipe through slides, creating a longer dwell-time signal that the algorithm interprets as high engagement quality. Combined with relevant hashtag context, this engagement quality signal boosts distribution beyond what single-image posts achieve. The hashtag strategy lesson here is that the content format investment (carousel over single image) amplifies hashtag effectiveness — the two variables compound. The total social media audience these format strategies address is in our global social media users worldwide analysis.

Key Statistics

Instagram Most Used Hashtags — Key Statistics (April 2026)

2.3B+#love — Most Used Instagram Hashtag of All Time, ~230,000 New Posts Added Daily#love is the most used Instagram hashtag of all time as of April 2026, with approximately 2.3 billion cumulative posts since Instagram launched in October 2010. It adds approximately 230,000 new posts per day, maintaining the highest daily post volume of any hashtag. Despite this scale, per-post engagement rates under #love are approximately 1.2% — among the lowest of any hashtag tier — because any individual post is

effectively invisible in a feed of 2.3 billion competing posts. Source: Instagram platform data April 2026, Statista 2026. Approximate. 3-5Instagram's Official Hashtag Recommendation — Down From the 20-30 Tags Strategy of Earlier YearsInstagram officially recommends using 3-5 relevant, specific hashtags per post as of 2025-2026 — a dramatic shift from the common 20-30 hashtag strategy of 2015-2020. Instagram's creator guidance states that using many hashtags does not significantly expand reach and may dilute relevance signals. Industry research confirms that 5-11 highly specific mid-tier hashtags (100K-5M posts) outperform 20+ generic mega-hashtags for discovery reach and engagement. Source: Instagram Creator Academy 2025, Meta Business Help Centre 2025-2026. 5.2%Niche Hashtag Avg Engagement Rate — vs 1.2% for Mega-Hashtags Like #love (Inverse Relationship)Niche hashtags (fewer than 10,000 posts) generate average engagement rates of approximately 5.2% per post, versus approximately 1.2% for mega-hashtags (1 billion+ posts). The relationship is consistently inverse: smaller hashtags deliver higher per-post engagement because the audience that actively browses them is more targeted and engaged. Mid-tier hashtags (100,000-2 million posts) represent the sweet spot — specific enough for targeted audiences, large enough for meaningful community size, averaging approximately 3-4% engagement rate. Source: Industry research, Hootsuite benchmark data 2026. Indicative. ±1-2pp per tier. 38%Lifestyle Tags — Dominant Category at 38% of Top-500 Hashtag Post VolumeLifestyle and general identity hashtags (#love, #instagood, #happy, #beautiful, #cute, #life, #girl) account for approximately 38% of all post volume across the top 500 most-used Instagram hashtags — reflecting Instagram's fundamental character as a personal publishing platform where emotional and lifestyle moments dominate content. Fashion and style follows at approximately 12%, photography at approximately 13%, travel at approximately 8%, and nature at approximately 7%. Source: Instagram platform data, Statista Instagram hashtag analysis 2026. Approximate category shares. ~50%Micro-Account Hashtag Reach — Accounts Under 1K Followers Get ~50% of Reach From HashtagsFor Instagram accounts with fewer than 1,000 followers, approximately 40-60% of total post reach comes from hashtag discovery — making hashtags the primary growth tool at the earliest account stages. This contribution drops sharply with account size: approximately 25-40% for accounts with 1K-10K followers, approximately 10-25% for 10K-100K, and approximately 1-3% for accounts above 10 million followers. The declining hashtag contribution at scale reflects the algorithm's increasing reliance on interest-based distribution over hashtag categorisation as engagement history accumulates. Source: Meta Business Manager data, industry research 2026. Indicative. ~80M#travelgram — Largest Mid-Tier Hashtag, Higher Engagement Than Mega-Tags Despite Smaller Pool#travelgram (~82 million posts) is the largest mid-tier hashtag and a benchmark for the category, delivering average engagement rates of approximately 3-4% — roughly 2.5-3× the rate achievable under mega-tags like #travel (800M posts). Mid-tier hashtags in the 1-100 million post range consistently outperform mega-hashtags for per-

post visibility and engagement, representing the most strategically valuable hashtag tier for creators and brands optimising for discovery. Other strong mid-tier performers: #streetphotography (~80M), #naturephotography (~78M), #healthylifestyle (~65M). Source: Instagram platform data April 2026. Approximate.

FAQ

Frequently Asked Questions — Instagram Most Used Hashtags 2026

#love is the most used Instagram hashtag of all time with approximately 2.3 billion cumulative posts as of April 2026. It has maintained the top position consistently since Instagram's early years and adds approximately 230,000 new posts daily. #instagood follows at approximately 1.9 billion posts and #fashion at approximately 1.1 billion. These all-time counts represent cumulative totals since Instagram launched in October 2010. Source: Instagram platform data April 2026, Statista 2026. Approximate.

Instagram officially recommends **3-5 relevant, specific hashtags per post** as of 2025-2026 — down from the 20-30 hashtag strategy common in earlier years. Instagram's creator guidance states that many hashtags do not significantly expand reach. Industry research suggests 5-11 targeted mid-tier hashtags (100K-5M posts) typically outperform 20+ generic mega-hashtags for reach and engagement. The effective number varies by account size: micro-accounts benefit most from 7-11 targeted hashtags; large accounts see minimal return from hashtag optimisation at any count. Source: Instagram Creator Academy 2025, Meta Business Help Centre.

Lifestyle and general identity tags account for approximately 38% of post volume across the top 500 Instagram hashtags — covering #love, #instagood, #happy, #beautiful, #cute, #life, and similar universal expressions. Photography is the second-largest category at approximately 13%, fashion and style at approximately 12%, travel at approximately 8%, and nature at approximately 7%. Source: Instagram platform data, Statista Instagram hashtag analysis 2026. Approximate category shares.

Very large hashtags (#love, #fashion, #beautiful) are **generally less effective for discovery** than smaller, niche-specific hashtags in 2026. With 2.3 billion posts under #love, any individual post has negligible visibility. The effective strategy has shifted to mid-sized hashtags (100,000-2 million posts) with targeted audiences. Instagram's 2024-2025 algorithm updates significantly reduced hashtags' role in feed distribution, prioritising AI interest-based recommendations — particularly for Reels — over hashtag categorisation. Hashtags retain value as content signals and for Explore discovery, but are no longer the primary growth lever they were in 2016-2020. Source: Instagram Creator Academy 2025, Meta Business

Help Centre.

The relationship between hashtag size and engagement rate is consistently inverse. **Niche hashtags (fewer than 10,000 posts) deliver the highest average engagement at approximately 5.2%**. Small hashtags (10,000-100,000 posts) deliver approximately 4.4%. Mid-tier (100,000-2 million) approximately 3.6%. Mega-hashtags (1 billion+) average approximately 1.2%. The practical sweet spot for most accounts is the small-medium tier (100,000-1 million posts) — specific enough for targeted audiences, large enough for meaningful community size. Source: Industry research, Hootsuite benchmark data 2026. Indicative. ±1-2pp per tier.

The fastest-growing Instagram hashtags by percentage post count growth in 2024-2026 include **#sustainableliving (+35-45%), #slowliving (+35-45%), #homegym (+25-35%), and #plantbased (+20-30%)** — all mid-tier hashtags in growth lifestyle niches rather than mega-hashtags. Among larger tags, #fitness and #travel show the fastest absolute growth in daily new posts. Source: Instagram platform data comparison 2024 vs April 2026, industry analysis. Approximate growth rates.

Yes — significantly. For mid-size accounts, hashtags contribute approximately **20-35% of carousel feed post reach but only 5-12% of Reels reach**. Reels' primary discovery mechanism is Instagram's interest-based AI feed, which classifies video content based on audio, visual analysis, and engagement patterns — not hashtags. Stories hashtag reach contribution is approximately 2-5% and declining. The practical implication: hashtag research matters most for feed posts and carousels; Reels growth depends primarily on content quality, hook strength, and audio selection. Source: Meta Business Manager data, industry research 2026. Indicative. ±10-20% per format.

#love leads because of three compounding factors: **15 years of cumulative posts** since Instagram launched (2010-2026), the near-universal human tendency to tag emotional and personal content with "love," and self-reinforcing network effects — the tag became so dominant early that using it became a default behaviour for billions of users. It is applied to an extraordinarily wide range of content: romantic relationships, family moments, pet photos, landscape photography, food, travel, and virtually any positive experience. This breadth of application, rather than depth in any one niche, is what makes it the most-used tag by a significant margin. Source: Instagram platform data April 2026.

Sources

Instagram Platform Data — Hashtag Browse Page (April 2026) — Primary source for all cumulative post count figures. Post counts read directly from Instagram's native hashtag browse page, which displays the total number of posts using each hashtag. Instagram does not provide an official hashtag count API.

Figures are rounded to the nearest 100 million for very large hashtags. Approximate.

Statista — Instagram Hashtag Statistics 2026 / Social Media Hashtag Data — Primary cross-reference source for top hashtag rankings, category distribution analysis, and historical post count trend data. Used for validation and historical growth trend comparisons.

DataReportal — We Are Social Global Digital Report 2026 — Secondary source for hashtag usage context and Instagram platform data. Used for historical trend data (2015-2021) where Instagram-native data is unavailable.

Hootsuite — Social Media Benchmark Report 2026 / Instagram Hashtag Strategy Guide — Source for engagement rate benchmarks by hashtag size tier and reach contribution data by account size and content format. All engagement and reach figures are indicative benchmarks. ±15-25% variance per hashtag, account type, and content format.

All post count figures represent cumulative totals since Instagram's launch in October 2010, including posts that have subsequently been deleted or set to private. Figures are approximate as Instagram rounds displayed counts at large volumes. Engagement rate benchmarks are indicative averages. Hashtag reach contribution figures are estimates based on Meta Business Manager analytics and industry research. Not marketing or investment advice.

STATISTICS REPORT

Instagram: distribution of global audiences 2026, by gender

Updated May 17, 2026 · businesstats.com/distribution-of-users-on-instagram-worldwide-gender

51.8% MALE USERS — GLOBAL INSTAGRAM GENDER SPLIT (APRIL 2026)	**48.2%** FEMALE USERS — GLOBAL SPLIT	**54% F** TEEN 13-17 — MOST FEMALE-LEANING AGE BRACKET
68% M SOUTH ASIA — MOST MALE-SKEWED REGION	**~50/50** LATIN AMERICA — MOST GENDER-EQUAL REGION	**-5.2pp** MALE SHARE DROP SINCE 2019 (57% → 51.8%)

Overview

Distribution of Instagram users worldwide as of April 2026, by gender

The 51.8/48.2 male-female split on Instagram as of April 2026 is the closest to gender parity of any major social media platform at comparable scale. It makes Instagram the most broadly demographically accessible platform for brands that need to reach both men and women — a practical advantage over Facebook (56.8% male), X/Twitter (63% male), or Pinterest (77% female), all of which are more heavily skewed and therefore less efficient for gender-balanced campaigns. At the same time, Instagram's near-parity is not uniform: it is the composite of very different gender balances at the age-group and regional level, meaning that campaign targeting by gender and age can deliver dramatically different audience compositions within the Instagram ecosystem. The total audience scale this gender data applies to is in our Instagram statistics analysis.

The commercial significance of Instagram's gender balance is perhaps most clearly understood through its advertising CPM structure. Women 18-34 command the highest CPMs on the platform — not because they are the majority, but because they are the demographic most intensely competed for by the fashion, beauty, travel, and lifestyle advertisers that represent Instagram's most premium advertiser categories. The near-parity gender split means Instagram does not foreclose access to male audiences — men 25-34 are the platform's second-highest CPM demographic, driven by technology, automotive, financial services, and sports advertisers. The age distribution breakdown of the audience this gender data sits within is in our

Instagram global audience by age group analysis.

Global Gender Split

51.8% Male, 48.2% Female — Instagram's Global Gender Split Is the Closest to Parity of Any Major Platform

Distribution of Instagram advertising audience worldwide by gender — April 2026 Instagram Global Gender Distribution — April 2026 (% of Total Audience) Male: ~51.8% (~1.22 billion users). Female: ~48.2% (~1.13 billion users). Total est. audience: ~2.35 billion. Sources: Instagram Ads Manager Apr 2026, DataReportal 2026. ±2-4pp. 3.6ppMale-female gap — narrowest major platform

Male Female

The 51.8/48.2 split represents approximately 1.22 billion male users and approximately 1.13 billion female users out of an estimated 2.35 billion total Instagram users. Both figures are large enough to constitute the primary social media audience for their respective genders in almost every market globally — there is no competing platform that reaches as many women as Instagram does, and only Facebook reaches more men. This dual-leadership position — largest female audience and second-largest male audience of any visual social platform — is the foundation of Instagram's commercial proposition to advertisers. The broader social media reach context is in our biggest social media platforms by users analysis.

Gender by Age Group

Women Lead Ages 13-24 (51-54% Female) — Men Lead Ages 25+ — The Age-Gender Inversion

Instagram's most commercially important demographic insight is not the 51.8/48.2 global headline — it is the age-specific gender pattern underneath it. Among teenagers (13-17), women are 54% of Instagram users. Among 18-24 year olds, women are 51%. These are the age brackets where Instagram's content — aspirational lifestyle, beauty, fashion, creator culture — most strongly aligns with female usage patterns, and where female users spend more time, engage more actively, and follow more accounts than their male peers. From age 25 onwards, the pattern reverses: men become the majority in every bracket from 25-34 (52% male) through 45-54 (56% male), then moderates slightly back toward parity in the 65+ bracket. The detailed age distribution across all brackets is in our Instagram users by age group worldwide analysis.

Instagram gender split by age group — % male vs female within each age bracket, April 2026 Instagram Gender Split by Age Group — April 2026 (% Male vs Female per Bracket) 13-17: 46%M/54%F. 18-24: 49%M/51%F. 25-34: 52%M/48%F. 35-44: 54%M/46%F. 45-54: 56%M/44%F. 55-64: 55%M/45%F. 65+: 53%M/47%F. Global: 51.8%M/48.2%F. Sources: Instagram Ads Manager Apr 2026. ±3-5pp per bracket. 54% F13-17 — most female 56% M45-54 — most male

The inversion point — where Instagram goes from female-majority to male-majority — occurs in the 25-34 bracket. This is not a coincidence: it reflects the cohort of men who joined Instagram in their late 20s in the 2015-2020 period for photography, travel, and sports content, and who continue using it today in their early-to-mid 30s. As these users have aged into the 35-44 bracket, their relative share has remained male-dominated. The female users who joined for similar reasons in the same period are still present but represent a smaller share of the 35-44 bracket than their male peers, because women in this age group are more likely to divide time between Instagram and Facebook (particularly for parenting communities, local groups, and marketplace features that Facebook provides more effectively). The marketing context for reaching these audiences is in our social media platforms used by marketers worldwide analysis.

Gender by Region

South Asia 68% Male — Latin America 50/50 — Regional Internet Inequality Drives the Gender Gap

The regional gender distribution data contains Instagram's most dramatic demographic variation. South Asia's approximately 68% male Instagram audience is not primarily a reflection of Instagram preferences — it is a reflection of the approximately 40-point gender gap in internet access across India, Pakistan, Bangladesh, and Nepal. When fewer than 35% of women in rural South Asia have regular smartphone internet access, the urban, educated, male-skewed population that does have access will naturally dominate any platform's user base, regardless of the platform's content. As female internet access expands in South Asia, Instagram's regional gender split will move toward parity — this is among the clearest predictors of Instagram's long-term growth trajectory in the region. The global population context is in our world population analysis.

Instagram gender split by world region — % male vs female of regional Instagram audience, April 2026 Instagram Gender Split by Region — April 2026 (% Male vs Female of Regional Audience) S.Asia: 68%M/32%F. Middle East: 58%M/42%F. SE Asia: 55%M/45%F. Africa: 54%M/46%F. W.Europe: 52%M/48%F. Global: 51.8%M/48.2%F. N.America: 50%M/50%F. Latin America: 50%M/50%F. Sources:

Instagram Ads Manager Apr 2026, DataReportal 2026. ±4-6pp per region. 36ppS.Asia gender gap — largest

Male % Female %

The Middle East's approximately 58% male Instagram audience reflects similar internet access inequality — though the gap is considerably narrower than South Asia. Gulf states (UAE, Kuwait, Bahrain) within the Middle East show near-parity or even slight female majority due to high female smartphone penetration in those wealthier markets, while countries like Yemen, Iraq, and Syria pull the regional average toward male skew. Latin America and North America at approximately 50/50 represent the global floor of gender imbalance — markets where internet access is sufficiently equal that user preferences, rather than access constraints, drive platform composition. The social media usage habits that differ by gender across these regions are in our daily social media usage worldwide analysis.

Trend 2019–2026

57% Male in 2019 → 51.8% in 2026 — Instagram Has Gained 5+ Points of Female Share in Seven Years

Instagram's movement from a 57/43 male-female split in 2019 to a 51.8/48.2 split in April 2026 is one of the more significant demographic shifts on a major social platform in the past decade. The 5.2 percentage-point shift toward female parity represents millions of women joining or returning to Instagram, and represents a fundamental change in how the platform is perceived and used. Three factors drove this shift. First, the rise of Instagram Reels from 2020 onwards brought short-video content — a format that appeals more broadly across genders than the photography-heavy feed — into the Instagram experience. Second, the growth of Instagram Shopping gave the platform commercial utility in categories like fashion, beauty, and home décor that skew strongly female. Third, the expansion of Instagram's creator economy made the platform a professional tool for female content creators in ways that pure social networking had not.

Instagram global gender split trend 2019–April 2026 — % male vs female of total global audience Instagram Gender Split Trend — 2019 to April 2026 (% Male vs Female, Global) Male: 57% (2019) → 55% (2020) → 53% (2022) → 52.4% (2024) → 51.8% (Apr 2026). Female: 43% → 45% → 47% → 47.6% → 48.2%. Sources: DataReportal We Are Social 2019-2026, Instagram Ads Manager 2022-2026. ±2-4pp per year. 57%→51.8%Male share 2019-26 43%→48.2%Female share 2019-26

The trajectory — consistent movement toward parity at approximately 0.7-1.0 percentage points per year — suggests Instagram will reach or exceed 50/50 gender parity by approximately 2027-2028 at current

rates. Whether this happens sooner depends primarily on two factors: the continued expansion of female internet access in South Asia and Sub-Saharan Africa (which would bring large numbers of new female users onto the platform), and whether Reels and Shopping continue to be disproportionately engaging for female users. The social media engagement patterns driving these trends are in our social media usage reasons worldwide analysis.

vs Other Platforms

Instagram 51.8% Male vs Pinterest 23% Male — The Social Media Gender Spectrum (April 2026)

Placing Instagram on the social media gender spectrum reveals just how central its position is. At 51.8% male, Instagram sits between TikTok (approximately 46% male, making it female-majority) and Facebook (approximately 56.8% male), close to the midpoint of the social media gender spectrum. Only LinkedIn (approximately 57% male) and X/Twitter (approximately 63% male) are more heavily male-skewed among major platforms. Pinterest (approximately 23% male, 77% female) is the most female-dominated platform at scale. Snapchat (approximately 48% male) sits just below Instagram in male share.

Gender split comparison across major social media platforms worldwide — % male vs female of global audience, April 2026 Social Media Platforms — Gender Split Comparison (April 2026, % Male vs Female) Pinterest: 23%M/77%F. TikTok: 46%M/54%F. Snapchat: 48%M/52%F. Instagram: 51.8%M/48.2%F. Facebook: 56.8%M/43.2%F. LinkedIn: 57%M/43%F. X/Twitter: 63%M/37%F. Sources: Platform Ads Managers Apr 2026, DataReportal 2026. ±2-4pp per platform. 3.6ppIG gender gap — narrowest

Male % Female %

For advertisers, the platform gender spectrum has direct implications for campaign planning. A women's fashion brand targeting 18-34 year olds can reach nearly 51% female users on Instagram but 54% female on TikTok and 77% female on Pinterest — with each platform offering a different scale, content format, and engagement model. Instagram's advantage is scale combined with reasonable gender balance: it is the only platform with over 1 billion female users and over 1 billion male users simultaneously. The Facebook comparison on gender and demographics is covered in our Facebook user age distribution analysis.

Content by Gender

Beauty: 68% Female Audience — Sports: 72% Male — How Gender Shapes Instagram Content Consumption

While Instagram's overall split is near-parity, specific content categories show dramatically skewed gender audiences. Beauty and personal care content on Instagram is consumed by approximately 68% female audiences; sports and fitness by approximately 72% male; fashion by approximately 62% female; automotive by approximately 78% male; home décor and interiors by approximately 74% female; and gaming by approximately 71% male. These category-level gender gaps matter more to advertisers than the platform-level 51.8/48.2 headline, because advertising effectiveness in any category depends on the gender composition of users in that category's content environment, not the platform overall. A beauty brand buying Instagram ads in beauty content feeds reaches a predominantly female audience even on a near-parity platform.

Instagram content category gender split — % female audience in selected content categories, April 2026 (indicative) Instagram Content Categories — % Female Audience in Selected Verticals (April 2026, Indicative) Home decor: ~74%F. Beauty: ~68%F. Fashion: ~62%F. Food: ~58%F. Travel: ~52%F. Overall IG: ~48.2%F. Fitness: ~42%F. Gaming: ~29%F. Sports: ~28%F. Automotive: ~22%F. Sources: Meta Business Manager content targeting benchmarks, industry research 2026. Indicative. ±10-15pp per category. 74% FHome décor — top female 22% FAutomotive — lowest female

Travel content on Instagram sits almost exactly at the platform gender average (approximately 52% female) — making it the most gender-neutral content category at scale, and perhaps the best illustration of why Instagram's near-parity overall split is commercially valuable. Travel brands can reach a broad gender balance without any platform-level gender skew working against them. Food content (approximately 58% female) sits close to the platform average and similarly does not require gender-specific targeting adjustments for most restaurant and food brand campaigns. These relatively balanced categories contrast with the strongly skewed ends of the spectrum — automotive (22% female) and home décor (74% female) — where Instagram's overall parity is essentially irrelevant because the content environment creates its own effective audience composition. The full social media landscape context is in our social media statistics and facts analysis.

Advertising Value by Gender

Female Users Command ~20% Higher CPMs Than Males on Instagram — The Gender Premium in Advertising

Instagram's female users command higher average CPMs than male users across most age brackets — driven by the concentration of premium advertiser categories (beauty, fashion, luxury goods, health and wellness) that specifically target women. The overall female CPM premium on Instagram is approximately 15-22% above the male equivalent across comparable age brackets. The widest gap is in the 18-34 brackets: women 18-24 command a CPM index of approximately 148 versus men 18-24 at approximately 108 — a 37% premium. Women 25-34 (CPM index ~162) versus men 25-34 (~118) shows a similar 37% gap. This premium reflects not just preferences but competition: beauty, fashion, and lifestyle brands are among the highest-spending Instagram advertisers globally, and their near-exclusive focus on female audiences creates intense bidding pressure on female inventory. The broader advertiser ecosystem context is in our internet companies revenue analysis.

Instagram advertising CPM index by gender within each age bracket — global, 2026 (platform avg = 100) Instagram CPM Index by Gender per Age Bracket — 2026 (Global Average = 100) 13-17 F: ~88 vs M: ~72. 18-24 F: ~148 vs M: ~108. 25-34 F: ~162 vs M: ~118. 35-44 F: ~138 vs M: ~112. 45-54 F: ~98 vs M: ~88. 55-64 F: ~78 vs M: ~68. 65+ F: ~72 vs M: ~62. Sources: Meta Business benchmarks, industry CPM data 2026. Indicative. ±20-25%. +37%F vs M premium 18-34

Male CPM index Female CPM index

The 13-17 bracket shows lower CPMs for both genders — reflecting regulatory and ethical constraints on advertising to minors and lower purchasing power — but the female CPM (approximately 88) still exceeds the male equivalent (approximately 72) in this bracket, driven by beauty, personal care, and fashion starter brands that begin targeting teenage girls. By 45-54, the gender CPM gap narrows significantly (female approximately 98, male approximately 88) as the pool of premium beauty and fashion advertisers targeting women in this bracket is smaller and less competitive than for younger brackets. The 65+ bracket shows the smallest gender gap and the lowest absolute CPMs for both genders on the platform. The social media context for these advertising dynamics is in our global social media users analysis.

Key Statistics

Instagram Gender Distribution — Key Statistics (April 2026)

51.8%Male Users — Most Gender-Balanced Major Social Media Platform GloballyApproximately 51.8% of Instagram's global advertising audience is male and approximately 48.2% is female as of April 2026, making Instagram the most gender-balanced major social media platform globally. This equates to approximately 1.22 billion male users and approximately 1.13 billion female users out of an estimated 2.35 billion total. For context: Facebook is 56.8% male, TikTok approximately 46% male, LinkedIn approximately 57% male, X/Twitter approximately 63% male. Source: Instagram Ads Manager April 2026, DataReportal 2026. ±2–4 percentage points. 54% FTeens 13-17 Female-Majority — Women Lead Instagram Among All Under-25 BracketsInstagram's 13-17 bracket is approximately 54% female — the most female-dominant age group on any major social media platform at this scale. The 18-24 bracket is approximately 51% female, making women the majority in both under-25 brackets. From age 25 onwards, men are the majority in every age bracket. The gender inversion point occurs in the 25-34 bracket (approximately 52% male). This pattern reflects Instagram's stronger appeal to younger women through beauty, fashion, and creator culture content. Source: Instagram Ads Manager April 2026. ±3–5 percentage points. 68% MSouth Asia — Most Male-Skewed Region, Driven by Internet Access InequalitySouth Asia's Instagram audience is approximately 68% male and 32% female — the widest gender gap of any major region globally. This reflects the approximately 40-point gender gap in internet access across India, Pakistan, Bangladesh, and Nepal, where lower female smartphone access concentrates the online population among men. As female internet access expands in South Asia, Instagram's regional split will move toward parity. Latin America and North America are the most gender-balanced regions at approximately 50/50. Source: Instagram Ads Manager regional data April 2026, DataReportal 2026. ±4–6pp per region. -5.2ppMale Share Decline Since 2019 — Instagram Moved From 57% Male to 51.8% in Seven YearsInstagram's male share has declined by approximately 5.2 percentage points since 2019 — from approximately 57% male (2019) to approximately 51.8% male (April 2026) — representing a consistent trend toward gender parity of approximately 0.7-1.0pp per year. Three drivers: Instagram Reels (broad gender appeal), Instagram Shopping (skews female), and creator economy expansion (attracts female creators). At this rate, Instagram is projected to reach 50/50 gender parity by approximately 2027-2028. Source: DataReportal We Are Social 2019–2026, Instagram Ads Manager 2022–2026. ±2–4 percentage points. +37%Female CPM Premium Over Males in 18-34 Brackets — Beauty and Fashion Drive BiddingWomen in the 18-34 age brackets command approximately 37% higher CPMs than men in the same brackets on Instagram (women 18-24 CPM index ~148 vs men ~108; women 25-34 ~162 vs men ~118). This premium reflects intense competition from beauty, fashion, and lifestyle advertisers for female 18-34 inventory. The gender CPM gap narrows significantly in the 45-54 bracket

(female ~98 vs male ~88) and the 65+ bracket (female ~72 vs male ~62). Source: Meta Business Manager benchmarks, industry CPM data 2026. ±20-25% variance. 74% FHome Décor Category — Most Female-Skewed Content Vertical on Instagram, Automotive 22% FemaleInstagram's overall 48.2% female split masks enormous category-level variation. Home décor and interiors content is approximately 74% female, beauty content approximately 68%, and fashion approximately 62%. Automotive content is approximately 22% female, gaming approximately 29%, and sports approximately 28%. Travel and food content sit near the platform average at approximately 52% and 58% female respectively. Content-category targeting allows advertisers to reach very different gender compositions within Instagram regardless of the platform-level balance. Source: Meta Business Manager benchmarks, industry research 2026. Indicative. ±10-15pp per category.

FAQ

Frequently Asked Questions — Instagram Gender Distribution 2026

Approximately **51.8% of global Instagram users are male and 48.2% are female** as of April 2026. Instagram is the most gender-balanced major social media platform globally. Facebook is 56.8% male, X/Twitter approximately 63% male, TikTok approximately 46% male (female majority), and Pinterest approximately 77% female. Source: Instagram Ads Manager April 2026, DataReportal We Are Social 2026. ±2–4 percentage points.

Globally, Instagram has a **slight male majority at 51.8% male**. However, this varies significantly by age. Among 13-17 year olds, Instagram is **54% female**. Among 18-24 year olds, it is **51% female**. From age 25 onwards, men are the majority in every bracket (52-56% male). In South Asia (68% male) and the Middle East (58% male), the male skew is substantial. In Latin America and North America, the split is approximately 50/50. Source: Instagram Ads Manager April 2026. ±2–4 percentage points.

Instagram has become progressively more gender-balanced since 2019. In 2019, the split was approximately **57% male and 43% female**. By 2022, it was approximately 53%/47%. By April 2026, it stands at **51.8%/48.2%** — a 5.2 percentage-point shift toward female parity in seven years. Drivers include Reels adoption, Instagram Shopping growth, and the creator economy expansion. At the current rate, Instagram is projected to reach 50/50 parity by approximately 2027-2028. Source: DataReportal We Are Social 2019–2026. ±2–4 percentage points.

South Asia has the most unequal Instagram gender split at approximately 68% male and 32% female, driven by the approximately 40-point internet access gender gap in India, Pakistan, Bangladesh, and Nepal.

The Middle East follows at approximately 58% male. Latin America and North America are the most gender-balanced regions at approximately 50/50. As female internet access expands in South Asia, the regional Instagram gender split will progressively move toward parity. Source: Instagram Ads Manager regional data April 2026, DataReportal 2026. ±4–6pp per region.

Instagram (51.8% male) is **significantly more gender-balanced than Facebook (56.8% male)** as of April 2026 — a 5-point difference. Both platforms show the same regional pattern of higher male skew in South Asia and the Middle East. In categories where both platforms compete for the same advertisers, Instagram's female audience advantage is commercially meaningful — particularly for beauty, fashion, and lifestyle categories where female audiences command premium CPMs. Source: Instagram and Facebook Ads Manager April 2026. ±2–4 percentage points.

Approximately **48.2% of Instagram's global users are female as of April 2026**, equivalent to approximately 1.13 billion female users out of an estimated 2.35 billion total. Female share has grown from approximately 43% in 2019 to 48.2% in 2026, an increase of approximately 5.2 percentage points over seven years. Women are the majority on Instagram only in the 13-24 age brackets (51-54% female). The 25+ brackets are all male-majority. Source: Instagram Ads Manager April 2026, DataReportal We Are Social 2026. ±2–4 percentage points.

Yes — significantly. **Women 18-34 command approximately 37% higher CPMs than men in the same brackets** on Instagram, driven by intense bidding from beauty, fashion, and lifestyle advertisers for female 18-34 inventory. Women 25-34 (CPM index ~162 vs platform average 100) command the highest CPMs of any demographic on Instagram. The gender CPM gap narrows for the 45+ brackets, where the pool of gender-premium advertisers is smaller. Source: Meta Business Manager benchmarks, industry CPM data 2026. ±20-25% variance by industry and region.

Despite Instagram's overall near-parity gender split, **specific content categories show dramatically skewed gender audiences**. Home décor content is approximately 74% female, beauty approximately 68%, fashion approximately 62%. Automotive content is approximately 78% male, gaming approximately 71%, sports approximately 72% male. Travel and food sit near the platform average. This category-level variation means advertisers can reach very different gender compositions through content targeting, even on a near-parity platform. Source: Meta Business Manager content targeting benchmarks, industry research 2026. Indicative. ±10-15pp per category.

Sources

Instagram Ads Manager — Potential Reach by Gender (April 2026) — Primary source for all gender demographic data. Instagram Ads Manager is the only publicly available source of Instagram gender demographic data. Figures represent advertising audience potential reach, not confirmed MAU gender breakdown. April 2026 data collection.

DataReportal — We Are Social Global Digital Report 2026 and Historical Annual Reports 2019–2026 — Primary source for historical gender trend data (2019–2026) and regional gender split estimates. Used for platform comparisons and trend analysis.

Statista — Instagram Gender Distribution 2026 / Social Media Demographics — Secondary source for gender distribution figures and cross-platform gender comparison data.

eMarketer — Social Media Advertising CPM Benchmarks 2026 — Source for indicative CPM index data by gender and age bracket. ±20-25% variance by industry, country, and campaign type.

All gender data represents Instagram advertising audience potential reach. Instagram Ads Manager reports binary male/female gender options based on user-provided profile data. Users who select non-binary or do not disclose are distributed proportionally in Ads Manager targeting. ±2–4 percentage points for global figures; ±4–6 percentage points for regional figures. CPM index figures are indicative benchmarks. Not investment advice.

STATISTICS REPORT

Search engines: alternatives to Google statistics & facts

Updated Sep 25, 2026 · businesstats.com/search-engines-alternatives-to-google

91.1% GOOGLE GLOBAL SHARE	**8.9%** ALL OTHER ENGINES	**4.5%** BING GLOBAL SHARE
70.35% YANDEX IN RUSSIA	**1bn** BING MONTHLY USERS	**2.51bn** BRAVE MONTHLY QUERIES

Overview

Google and everyone else

Google handles the overwhelming majority of the searches made on the open web. In August 2026 it accounted for 91.1 percent of search engine referrals worldwide across desktop, mobile and tablet, according to Statcounter Global Stats. That leaves 8.9 percent for every other search engine combined. It sounds like a small slice, but on a global scale it represents billions of searches every month, a multi-billion-dollar advertising market and several companies that dominate search in their home countries.

The alternatives fall into distinct groups. Microsoft Bing is the only Western general-purpose rival with its own full web index and a large advertising business, and it also powers much of Yahoo and many smaller engines. Yandex in Russia, Baidu in China, Naver in South Korea and Seznam in the Czech Republic are national champions that hold their ground through local language expertise, local services and, in some cases, government policy. DuckDuckGo, Brave Search, Ecosia, Startpage and Kagi compete on privacy, independence, sustainability or paid ad-free search. And a new wave of AI answer engines, led by ChatGPT, Perplexity and Google itself, is changing what people mean by search.

This report sets out the data on each of them: global and country-level market share, desktop versus mobile use, long-run trends, company revenue, the regulatory cases trying to open the market, and the rise of AI search. It builds on our wider coverage of search engine usage and our profile of Google.

Market Share

The global search market in August 2026

Google leads by an enormous margin, but the order of the chasing pack is worth knowing. Bing is a clear second with 4.5 percent of global referrals, followed by Yahoo at 1.23 percent, Yandex at 0.99 percent, DuckDuckGo at 0.7 percent and Baidu at 0.62 percent. All other engines together make up less than 1 percent.

Search Engine Market Share Worldwide, August 2026 (%)Share of search engine referrals across all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Statcounter measures referrals to more than 1.5 million websites carrying its tracking code, based on over 3 billion page views a month; it is a measure of traffic sent to websites, not of total queries. Others is the remainder after the six largest engines. Compiled by BusinessStats.Switch to the table for exact figures.

More than nine in ten: Google sent 91.1 percent of all search referrals in August 2026, leaving 8.9 percent for every alternative combined.

It is important to understand what these figures measure. Statcounter counts visits to websites that arrive from a search engine, so it reflects clicks rather than the raw number of searches typed. Engines whose users click through to websites less often, including AI answer engines that summarise results directly, can appear smaller in this data than their usage suggests. Baidu is also under-represented, because Statcounter measures global web traffic and China is a largely separate internet with its own analytics tools. Even with these caveats, Statcounter is the most widely cited independent measure of search market share and allows consistent comparisons across countries and years.

The Alternatives

Ranking the alternatives to Google

Removing Google from the picture shows how the remaining 8.9 percent is split. Bing alone holds about half of it, and its share is actually larger than it looks, because Yahoo search results in most markets are supplied by Microsoft under a long-running partnership. Together, Bing and Yahoo account for roughly 5.7 percent of global search referrals.

Leading Alternatives to Google: Global Market Share, August 2026 (%)Share of worldwide search referrals, all platforms, Google excluded.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Yahoo search results are largely powered by Microsoft Bing outside Japan and a few other markets. Compiled by BusinessStats.Switch to the table for exact figures.

Bing leads the rest: Microsoft Bing held 4.5 percent of global search, more than Yahoo, Yandex, DuckDuckGo and Baidu combined.

Yandex and Baidu owe almost all of their global share to their home markets, Russia and China. DuckDuckGo is the only one of the five whose traffic is spread widely across many countries, reflecting a user base that has chosen it deliberately for privacy rather than one that inherited it as a default. Behind these five sit dozens of smaller engines, from Ecosia and Qwant in Europe to CocCoc in Vietnam, Naver and Daum in South Korea, and Seznam in the Czech Republic, each with meaningful share in one market and very little elsewhere.

Long-Run Trend

Is Google losing ground?

For more than a decade, Google held between roughly 90 and 93 percent of global search referrals every year, and the share left to all other engines barely moved. That began to change in 2024. As generative AI tools spread and Microsoft pushed Bing through Windows, Edge and its Copilot assistant, the share going to the alternatives rose to about 9.4 percent in 2024 and about 10.1 percent in 2025, the first full year in which the annual average share of Google slipped below 90 percent in the Statcounter series.

Share of Global Search Going to Engines Other Than Google, 2015 to 2026 (%)Combined share of all non-Google search engines, and Bing alone, worldwide.

Data:

Statcounter Global Stats annual averages, all platforms, as compiled by MPG ONE; August 2026 is a single month from Statcounter.

Note:

the non-Google share is 100 percent minus the share of Google. Annual averages smooth out month-to-month swings, which can be large. Compiled by BusinessStats.Switch to the table for exact figures.

A slow shift: the share of search going to rivals rose from under 8 percent in 2023 to about 10 percent in 2025, before easing to 8.9 percent in August 2026.

The latest months show how difficult it is to erode that lead. In August 2026 Google was back at 91.1 percent worldwide, and alternatives had fallen to 8.9 percent, still higher than for most of the previous decade but below the 2025 peak. Bing, however, has held on to its gains: its global share of 4.5 percent in August 2026 was well above the 2.4 to 3.2 percent range it occupied between 2016 and 2023. The data suggests that the market has become slightly more contested rather than fundamentally reshaped, at least when measured by traffic sent to websites.

Google itself rejects the idea that it is losing searchers. In its second quarter 2026 results, Alphabet reported that Google Search and other revenue grew 17 percent to 63.3 billion US dollars, and chief executive Sundar Pichai said AI features were driving an incremental increase in overall search queries. The shift, so far, is less about people abandoning Google than about new forms of search growing alongside it.

Desktop vs Mobile

Why the alternatives live on the desktop

Device matters enormously in search. On mobile phones, where Google Search is the default on almost every Android device and in Safari on the iPhone, Google held 95.59 percent of worldwide referrals in August 2026. On desktop computers the picture is different: Google held 86.05 percent, and Bing alone took 8.84 percent, helped by its position as the default engine in Microsoft Edge and Windows search.

Alternative Search Engines: Desktop vs Mobile Market Share, August 2026 (%)Worldwide share of search referrals by device, Google excluded.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Google held 86.05 percent on desktop and 95.59 percent on mobile and is left out so the smaller engines can be compared. Compiled by BusinessStats.Switch to the table for exact figures.

Bing is a desktop engine: it held 8.84 percent of desktop search worldwide but only 0.6 percent on mobile, a gap of almost fifteen times.

The contrast is sharpest for Bing and Yahoo, both of which depend heavily on personal computers and on defaults set by Microsoft. DuckDuckGo is almost exactly as strong on mobile as on desktop, at about 0.7 percent on each, because many of its users run it through its own mobile browser app. Yandex and Baidu, both of which have built large mobile apps and super-app ecosystems, hold more of the mobile market than Bing does. Since most of the world now searches on phones, the weakness of Western alternatives on mobile is the biggest barrier to their growth, and it explains why the default search deals on smartphones have become the central issue in antitrust cases against Google. The mobile market is controlled by two platforms, as our data on smartphone vendor market share shows, and both route searches to Google by default.

By Country

Where Google is weakest

The global average hides wide differences between countries. In India, one of the largest internet markets, Google held 97.76 percent of search referrals in August 2026, and in the United Kingdom 91.75 percent. In the United States its share was lower, at 86.1 percent, because Bing, Yahoo and DuckDuckGo all have a larger following there than elsewhere. In a handful of countries Google is not the leader at all.

Google Search Market Share by Country, August 2026 (%)Share of search referrals held by Google, all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

in China, Google services are blocked and its small share reflects users on virtual private networks and visitors. Compiled by BusinessStats.Switch to the table for exact figures.

From 98 percent to 1 percent: Google dominated India and the UK, but held only 46.6 percent in South Korea, 27.8 percent in Russia and 1.4 percent in China.

Three types of market limit Google. In China, Google has been effectively blocked since 2010, leaving the market to domestic players. In Russia, Yandex has led for most of the past two decades, and political

tension since 2022 has strengthened its position further. In South Korea and, to a lesser degree, the Czech Republic and Japan, strong local portals built large audiences early in the history of the internet and have kept them by offering news, shopping, maps, email and community services in the local language. Japan shows another pattern: there, Bing held 28.29 percent of referrals in August 2026, one of its strongest results anywhere, while Yahoo held 6.96 percent.

Europe as a whole looks much like the global average, with Google at 89.69 percent in August 2026, Bing at 4.74 percent and Yandex at 2.26 percent, much of it from Russian-speaking users. Germany is one of the more competitive large Western markets, with Google at 88.49 percent, Bing at 5.84 percent and both DuckDuckGo and Ecosia above 1 percent.

Local Champions

The national search engines that beat Google

Only a few alternative engines have ever held a larger share than Google in a major market. The chart ranks the strongest home-market positions held by rivals in August 2026, together with the leading alternatives in Japan, China and the United States.

Strongest Alternative Search Engines in Their Leading Markets, August 2026 (%)Market share of each engine in the named country, all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Statcounter data for China should be treated with caution because most Chinese sites use domestic analytics tools; Baidu is widely regarded as holding a larger share of actual queries there than referral data shows. Compiled by BusinessStats.Switch to the table for exact figures.

Home advantage: Yandex held 70.35 percent of search in Russia and Baidu 59.26 percent in China, the two largest markets where Google is not the leader.

These national champions share several features. They combine search with a wider portfolio of services, so users arrive through maps, email, news, payments or shopping rather than typing a query into a blank box. They understand their language better than a global engine, which mattered more in the past when Google handled Korean, Russian and Chinese less well. And they benefit from local defaults: Yandex is pre-

installed on many devices sold in Russia, and Naver and Seznam are the home pages of millions of browsers in their countries.

Microsoft Bing

Bing: the number two with a billion users

Microsoft launched Bing in 2009 as the successor to MSN Search and Live Search, and for most of its life it has been a distant second to Google. It holds 4.5 percent of global search referrals, 8.92 percent in the United States and 8.84 percent of desktop search worldwide. Its reach is much wider than those figures suggest, because the Bing index also powers Yahoo, part of the results on DuckDuckGo and other smaller engines, and the web search that feeds Microsoft Copilot and many AI assistants.

On its earnings call for the third quarter of fiscal 2026 in April 2026, Microsoft said Bing had passed 1 billion monthly active users for the first time. Much of that audience comes through defaults in Windows and Edge, and through Copilot, which uses Bing to ground its answers in current web results. The integration of OpenAI models into Bing in February 2023 was the first major attempt to combine a search engine with a chatbot, and it helped lift Bing to its highest share in a decade.

Search is a meaningful business for Microsoft even if it is small beside Azure and Office. Search advertising revenue, reported under the name Search and news advertising until fiscal 2026, reached about 15.2 billion US dollars in fiscal 2026, which ended in June, up from about 13.9 billion in fiscal 2025. Excluding the traffic acquisition costs it pays to partners, the business grew 12 percent in fiscal 2026, according to its annual report.

Revenue

The revenue gap: Google Search vs Microsoft search

Market share translates into an even wider gap in money. Google Search and other, the segment of Alphabet that includes search advertising, earned about 224.6 billion US dollars in 2025. Microsoft search advertising earned about 15.2 billion in its fiscal 2026. In other words, Google Search generated almost fifteen times as much revenue as the search business of its largest Western rival.

Google Search vs Microsoft Search Advertising Revenue (billion USD)Annual revenue, three most recent years for each company.

Data:

Alphabet annual results (Google Search and other); Microsoft annual reports (Search advertising, formerly Search and news advertising), as reported by PPC Land.

Note:

Alphabet uses calendar years; the Microsoft fiscal year ends in June, so 2025 is compared with fiscal 2026. Microsoft figures include traffic acquisition costs. Compiled by BusinessStats.Switch to the table for exact figures.

A fifteen-fold gap: Google Search earned about 224.6 billion US dollars in 2025, against about 15.2 billion for Microsoft search advertising in fiscal 2026.

The gap is widening in absolute terms. Between 2023 and 2025 Google Search revenue rose by nearly 50 billion dollars, more than three times the entire annual search revenue of Microsoft. Search remains the single largest source of revenue for Alphabet, a theme we explore in our data on Alphabet annual revenue and on the largest revenue sources of leading tech companies. Scale feeds on itself in search: more queries produce better data for ranking, more advertisers bid for placement, and higher revenue pays for the default deals that bring in still more queries.

Those default deals are at the heart of the competition problem. Google paid Apple about 20 billion US dollars in 2022 to remain the default search engine in Safari, sharing 36 percent of the search advertising revenue generated there, according to evidence made public in the US antitrust case. That payment is a large part of Apple services income, as our figures on services as a share of Apple revenue illustrate. No rival can match bids of that size, which is why the courts have focused on defaults rather than on search quality alone.

Yahoo

Yahoo: a famous name powered by Bing

Yahoo was the most visited website in the world in the late 1990s and ran its own search engine for years, but since a 2009 agreement with Microsoft its search results in most markets have been provided by Bing. It still held 1.23 percent of global search referrals in August 2026 and 2.74 percent in the United States, where its home page, email service and finance portal continue to draw a loyal and older audience. Yahoo Japan, a separate business now part of LY Corporation, is a different story: it uses Google technology for its search results and remains one of the most visited sites in Japan.

Baidu

Baidu: the search giant of China turns to AI

Baidu has been the leading search engine in China since the mid-2000s and was the obvious winner when Google withdrew from the mainland in 2010. It held 59.26 percent of search referrals in China in August 2026 on Statcounter data, with Bing second at 18.92 percent, although most analysts believe its share of actual mobile queries is higher because much of Chinese search happens inside apps. The Baidu App had 679 million monthly active users in December 2025.

The business is going through a painful transition. Total revenue fell 3 percent to 129.1 billion yuan, about 18.5 billion US dollars, in 2025, as its traditional online marketing revenue declined and adjusted net profit fell by about 30 percent. At the same time, its AI-powered businesses grew 48 percent to 40 billion yuan, including AI cloud infrastructure and a new category of AI-native marketing services that tripled in a year. Baidu is rebuilding its search results around its ERNIE models, and its ERNIE Assistant had 202 million monthly active users by the end of 2025. Its robotaxi service, Apollo Go, had completed more than 20 million rides by February 2026.

Competition in China has also intensified. Rivals such as Haosou from Qihoo 360 and Sogou, now part of Tencent, hold smaller shares, while ByteDance and Tencent have built search directly into Douyin and WeChat, where hundreds of millions of people now look for information without visiting a traditional search engine. For more on the wider Chinese technology landscape, see our data on the largest internet companies by market value.

Yandex

Yandex: the Russian search champion

Yandex was founded in 1997 and has led the Russian search market for most of its history. In August 2026 it held 70.35 percent of search referrals in Russia, against 27.79 percent for Google, and its lead has widened since 2022 as Western companies withdrew from the country and Russian authorities encouraged the use of domestic services. Outside Russia it has a meaningful presence in Belarus, Kazakhstan, Turkey and other countries of the former Soviet Union, and it held 0.99 percent of global referrals.

After the Russian invasion of Ukraine, the original Dutch parent company sold its Russian businesses in 2024 to a group of Russian investors, and the Russian company became a separate entity listed in Moscow. It has since grown rapidly. Revenue rose 37 percent to 1.09 trillion rubles, about 12.3 billion US dollars, in 2024, of which the search and portal segment contributed 439 billion rubles. In 2025, revenue rose a further 32 percent to about 1.44 trillion rubles. Like Google, Yandex has become far more than a

search engine, with ride-hailing, food delivery, e-commerce, streaming, cloud and self-driving businesses.

Naver

Naver: neck and neck with Google in South Korea

South Korea is the one large, open, developed market where a domestic search engine still competes head to head with Google. In August 2026 Naver held 43.71 percent of search referrals and Google 46.6 percent, with Bing at 5.44 percent and the Kakao-owned Daum at 0.88 percent. For most of the 2000s and 2010s Naver held a clear majority, but Google has gained steadily, especially among younger users and on Android phones.

Naver is a large and growing company. Its revenue rose 12.1 percent to a record 12.035 trillion won in 2025, with operating profit of 2.21 trillion won. The search platform segment, which includes search and display advertising, earned 4.17 trillion won, up 5.6 percent, while commerce grew 26.2 percent to 3.69 trillion won. Naver has responded to AI competition by adding AI Briefing summaries to its search results, built on its own HyperCLOVA X models, and by tying search more closely to shopping, payments and its Knowledge iN question-and-answer community.

Seznam

Seznam and the small national engines

The Czech Republic is home to one of the last independent national search engines in Europe. Seznam, founded in 1996, held 15.63 percent of Czech search referrals in August 2026, against 79.33 percent for Google, and its home page remains one of the most visited sites in the country. It runs its own index and its own advertising network, as well as news, maps, email and classifieds. Elsewhere, CocCoc in Vietnam has built a similar local position, and in Europe the Qwant engine in France has been rebuilding its technology through a joint venture with Ecosia.

Privacy Engines

DuckDuckGo and the privacy alternatives

DuckDuckGo is the best-known privacy search engine. Founded by Gabriel Weinberg in 2008, it does not track users or build profiles, and it makes money from contextual ads based on the words in a search rather than on personal data. It held 0.7 percent of global search referrals in August 2026, 1.7 percent in the

United States and 1.2 percent in Germany. The company stopped publishing a detailed public traffic counter some years ago; its last widely cited milestones were about 100 million searches a day and 100 billion searches in total, both reached in 2022.

DuckDuckGo draws results from many sources, including Bing, and increasingly from its own crawler and AI features. It has expanded into a full browser for mobile and desktop, email protection, and a paid subscription that includes a virtual private network. In 2025 it launched Duck.ai, which offers private access to chatbots from several AI companies without storing conversations or using them for training. DuckDuckGo testified in the US antitrust case against Google that default settings are the biggest barrier to switching, and it has campaigned for choice screens on phones and browsers.

Other privacy engines take different approaches. Startpage, based in the Netherlands, shows Google results with the tracking removed. Mojeek in the United Kingdom runs its own independent crawler and index. Kagi, a paid search engine with no advertising, had 75,555 subscribing members and handled almost 1 million searches a day in September 2026, according to its public statistics page, a small but committed audience that pays for results free of ads and sponsored placement.

Brave Search

Brave Search: the fastest-growing independent index

Brave Search, launched in beta in 2021 and fully in 2022, is built on its own independent web index, originally based on the Tailcat engine acquired from the German Cliqz project. It is the default search engine in the Brave browser, which reached 126.25 million monthly active users in August 2026, with a peak of 53 million daily active users. That month Brave Search answered about 2.51 billion queries, up from more than 1.6 billion a month in September 2025, and it reached a single-day record of 85.5 million queries on 31 August 2026.

About 8 percent of Brave Search queries come from people using other browsers such as Chrome and Safari, which suggests that the engine is winning users on its merits as well as through the default in its own browser. In July 2026 Brave Search was added to the list of search engines that Chrome offers users to choose from. Brave also sells access to its index through an API, which has become an important source of revenue as AI companies look for independent sources of web data to ground their answers.

Ecosia

Ecosia and the European search index

Ecosia, based in Berlin, uses its advertising profits to fund tree planting and climate projects. Since 2018 it has been steward-owned, which means its founders cannot sell the company or take profits out of it. It reached its goal of funding the planting of 230 million trees in 2025, had more than 20 million users, and earned revenue of about 43.2 million euros in 2025. It held 1.02 percent of search referrals in Germany and 0.48 percent across Europe in August 2026.

For most of its history Ecosia relied on larger engines, mainly Bing, for its results. In November 2024 it formed a joint venture with Qwant to build a European search index, known as European Search Perspective, and in August 2025 some searches from users in France began to be answered from this new Europe-based index. The project is a response both to concerns about dependence on American technology and to a sharp increase in the prices Microsoft charges for access to the Bing search API.

AI Search

The AI answer engines

The most significant challenge to traditional search in two decades comes from generative AI. Instead of a list of links, AI assistants give direct answers, and hundreds of millions of people now ask them the questions they once typed into a search engine. ChatGPT, from OpenAI, reached 900 million weekly active users in February 2026, and added built-in web search in late 2024. Perplexity, an AI answer engine built around search, handled about 780 million queries in May 2025, up from about 230 million a month in mid-2024, and was valued at about 20 billion US dollars in September 2025. For the broader picture, see our statistics on generative AI users worldwide.

Reported Active Users of Search and AI Answer Services, Latest (million)Most recent user figures disclosed by each company; the measure is shown in each label.

Data:

Alphabet second quarter 2026 earnings (AI Mode, Gemini app); Microsoft earnings call, April 2026 (Bing); OpenAI, February 2026 (ChatGPT); Baidu fourth quarter 2025 results (Baidu App, ERNIE Assistant); Brave, August 2026.

Note:

ChatGPT reports weekly users; the others report monthly users. Figures are self-reported and not directly comparable with market share data. Compiled by BusinessStats.Switch to the table for exact figures.

Search goes conversational: Google AI Mode and Bing each passed 1 billion monthly users, and ChatGPT reached 900 million weekly users.

Google has moved quickly to defend its position by building AI into its own search engine. AI Overviews, which place a generated summary above the usual results, reached 2 billion monthly users by July 2025. AI Mode, a conversational search experience, passed 1 billion monthly active users after being expanded globally in October 2025, and the Gemini app reached 950 million monthly users by mid-2026. This strategy means that much of the growth in AI search is happening inside Google rather than at its expense, which helps explain why its traditional market share has recovered in 2026.

There are signs of change at the edges. In May 2025, Apple services chief Eddy Cue testified that searches in Safari had fallen for the first time in 22 years in April 2025, as users turned to AI tools; Google disputed the claim, saying its overall queries, including those from Apple devices, were still growing. Apple has said it plans to add AI search providers as options in Safari. Meanwhile, the enormous cost of running AI models is changing the economics of search, as discussed in our coverage of data centers and the global AI market.

Regulation

Courts and regulators try to open the market

In August 2024, a US federal court ruled that Google had illegally maintained a monopoly in general search services and search text advertising, largely through the exclusive default agreements it paid for with Apple, Samsung, browser makers and mobile carriers. In his remedies decision on 2 September 2025, Judge Amit Mehta declined the request of the Department of Justice to force Google to sell its Chrome browser. Instead he banned exclusive contracts for Search, Chrome, Google Assistant and the Gemini app, required default agreements to be renegotiated at least once a year, and ordered Google to share some search index and user-interaction data with qualified competitors and to offer search and advertising syndication to rivals. The final judgment was entered on 5 December 2025 and the remedies run for six years.

Both sides have appealed. Google filed its appeal in January 2026, challenging the data-sharing requirements and the technical committee that will oversee compliance, while the Department of Justice and a group of states cross-appealed in February 2026, seeking stronger remedies. The outcome will

determine how much access rivals such as Bing, DuckDuckGo and the AI search companies gain to the data and distribution that have kept Google on top.

In Europe, the Digital Markets Act has required Google to show a choice screen for search engines and browsers on Android phones and in Chrome since March 2024. Early evidence suggested choice screens helped some alternative browsers but did little to move search market share; Ecosia reported that its search volume barely changed despite climbing app store rankings. Google remains at around 90 percent in Europe, showing how hard it is to change user habits once they are formed.

Outlook

The future of search beyond Google

The search market is more open than at any time since the early 2000s, but mainly because of new technology rather than a revival of the traditional alternatives. Bing has gained ground and passed a billion users, Brave Search has shown that an independent index can grow quickly, and national champions such as Yandex and Naver continue to hold their home markets. Yet Google still commands more than nine in ten searches worldwide, and its search revenue is growing faster in dollar terms than all of its rivals combined.

The next few years will turn on three questions: whether the US remedies and European rules actually weaken the power of defaults, whether AI assistants become a primary way to find information rather than a complement to search, and whether rivals can afford the enormous investment that AI search requires. For advertisers and publishers, the practical result is already clear: search is splitting across more platforms, answers increasingly replace clicks, and visibility now depends on performing well in AI summaries as well as in the classic list of links. Readers interested in how the technology giants compare overall can explore our big tech revenue comparison, our analysis of Apple and Google revenues and our wider data on internet company revenue, artificial intelligence worldwide and social media ad spending, the main rival to search for advertising budgets.

Key Facts

Search beyond Google in numbers

A few figures summarise the state of the alternatives to Google.

8.9%Global share of all non-Google enginesAugust 2026, Statcounter.1bnBing monthly active usersAnnounced April 2026.70.35%Yandex share in RussiaThe strongest home-market

champion.2.51bnBrave Search queriesAugust 2026, one month.

Together they show a market that is still dominated by one company, but one in which the challengers are larger, more varied and better funded than at any point in the past decade.

FAQ

Frequently Asked Questions

The largest are Microsoft Bing, Yahoo, Yandex, DuckDuckGo and Baidu. Others include Brave Search, Ecosia, Naver, Seznam, Startpage, Qwant and Kagi, as well as AI answer engines such as ChatGPT search and Perplexity.

Google accounted for 91.1 percent of search engine referrals worldwide in August 2026, according to Statcounter, leaving 8.9 percent for all other search engines combined.

Microsoft Bing, with 4.5 percent of global search referrals in August 2026. It is much stronger on desktop, where it held 8.84 percent, than on mobile, where it held 0.6 percent.

Russia, where Yandex held 70.35 percent in August 2026, and China, where Baidu held 59.26 percent and Google is blocked. In South Korea, Google narrowly leads Naver, by 46.6 to 43.71 percent.

Microsoft said in April 2026 that Bing had passed 1 billion monthly active users for the first time, helped by Windows, the Edge browser and its Copilot assistant.

DuckDuckGo held 0.7 percent of global search and 1.7 percent in the United States in August 2026. It no longer publishes a public traffic counter; its last widely cited figure was about 100 million searches a day in 2022.

Brave Search answered about 2.51 billion queries in August 2026, up from more than 1.6 billion a month in September 2025. It runs its own independent web index.

Not yet. ChatGPT had 900 million weekly users in February 2026, but Google Search revenue still grew 17 percent in the second quarter of 2026, and Google AI Mode passed 1 billion monthly users.

In 2025 a federal judge banned exclusive search default contracts, limited them to one-year terms and required Google to share some search data with qualified rivals for six years, but did not force a sale of Chrome. Both sides have appealed.

Sources

Statcounter Global Stats - search engine market share worldwide, by device and by country, August 2026.

MPG ONE - annual Google and Bing market share averages based on Statcounter, 2010 to 2026.

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Google - CEO remarks, second quarter 2026 earnings.

PPC Land - Microsoft search advertising revenue, fiscal 2024 to 2026.

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Baidu - fourth quarter and fiscal year 2025 results.

The Moscow Times - Yandex 2024 results.

Naver - fourth quarter and full year 2025 results.

PiunikaWeb - Brave browser and Brave Search figures, August 2026.

Ecosia - company history, trees planted, users and revenue.

Kagi - public membership and query statistics, September 2026.

TechCrunch - US v. Google search remedies decision, September 2025.

Search Engine Land - Safari search decline testimony, May 2025.

TechCrunch - AI Overviews users, July 2025.

Market share figures measure search engine referrals to websites, not total queries, and are for all platforms unless stated. Company figures come from earnings releases and official statements. Fiscal years differ: the Microsoft fiscal year ends in June. All data compiled by BusinessStats.

STATISTICS REPORT

Apple, Google, and Microsoft: revenue comparison 2008-2026

Updated Jun 19, 2026 · businesstats.com/comparison-of-apple-and-google-revenues

$416B APPLE 2025	**$403B** ALPHABET 2025	**$282B** MICROSOFT 2025
~18x ALPHABET GROWTH	**$1.1T** COMBINED 2025	**$60B** MSFT IN 2008

Overview

Revenue comparison of Apple, Google, Alphabet, and Microsoft from 2008 to 2026

Three of the most valuable companies on earth, Apple, Alphabet (Google) and Microsoft, have grown almost beyond recognition since 2008. This report compares their annual revenue from 2008 to 2026, charting how the balance of power among the tech giants has shifted, who leads, who has grown fastest, and how close the race has become.

The story is one of dramatic reversal, playing out across the devices, software and services that fill ecosystems like the one in our most popular App Store categories analysis. In 2008, Microsoft was the largest of the three at about 60 billion dollars, with Apple at 37 billion and Google at just 22 billion. By 2025, the order had completely changed: Apple led at 416 billion dollars, Alphabet had surged to 403 billion, and Microsoft, though far larger than before, sat third at about 282 billion, a reshuffling set in context by our The pecking order of 2008 has been turned upside down, as our big tech revenue comparison analysis.

Apple vs Alphabet vs Microsoft Revenue, 2008-2026 ($B)Annual revenue of all three companies on one chart.

Data:

Annual revenue of Apple, Alphabet (Google) and Microsoft, 2008 to 2026, compiled by BusinessStats from company filings.

Note:

Figures are in U.S. dollars. The three firms have different fiscal years (Apple ends in September, Microsoft in June, Alphabet in December), so the comparison aligns each company reported fiscal-year revenue rather than identical calendar periods. The 2026 figures are estimates based on reported results and analyst consensus.Switch views with the toolbar.

Each company took a different path to scale. Apple rode the iPhone to become the revenue leader; Alphabet built an advertising and cloud empire that grew fastest of the three; and Microsoft reinvented itself around cloud computing after a slower start. The result is a three-way contest at the very top of the technology industry, tighter in 2025 than it has been in years. The three are now closer in revenue than at any point in over a decade. The contest at the top has rarely been so open. For most of the 2010s, Apple led by a wide and growing margin. That comfortable cushion has now all but disappeared. Alphabet has drawn level in all but name. The 2026 figures may tip it ahead. A historic overtaking could be imminent. The lead has never been this thin.

A note on the data. Figures are reported annual revenue in U.S. dollars. The three firms have different fiscal years, Apple ends in September, Microsoft in June and Alphabet in December, so the comparison aligns each company reported fiscal year rather than identical calendar periods. The 2026 figures are estimates based on results reported so far and analyst consensus. They should be read as a guide to direction, not exact totals. The trend matters more than any single projected number. What is clear is that the gap is closing fast. The exact crossover year is less certain than the direction. But the lines are converging unmistakably. The chart leaves little doubt about the trend. The two lines all but touch by 2025. Barely a hair separates first from second.

Revenue Data Table

Apple, Alphabet and Microsoft Annual Revenue, 2008-2026

Apple, Alphabet (Google) and Microsoft Annual Revenue, 2008-2026 ($B)Click any column to sort

YEAR	APPLE	ALPHABET	MICROSOFT
2008	$37B	$22B	$60B
2009	$43B	$24B	$58B
2010	$65B	$29B	$62B

2011	$108B	$38B	$70B
2012	$157B	$50B	$74B
2013	$171B	$56B	$78B
2014	$183B	$66B	$87B
2015	$234B	$75B	$94B
2016	$216B	$90B	$85B
2017	$229B	$111B	$90B
2018	$266B	$137B	$110B
2019	$260B	$162B	$126B
2020	$275B	$183B	$143B
2021	$366B	$258B	$168B
2022	$394B	$283B	$198B
2023	$383B	$307B	$212B
2024	$391B	$350B	$245B
2025	$416B	$403B	$282B
2026*	$435B	$465B	$310B

The table lists the annual revenue of all three companies from 2008 to 2026, in billions of dollars. It shows Microsoft starting ahead, Apple overtaking it around 2011, and Alphabet climbing from a distant third to nearly match Apple by 2025. Sorting the columns highlights both the changing order and the extraordinary growth of all three over the period. Every one of them is now many times its 2008 size. The scale of the growth is hard to overstate. A combined 120 billion dollars in 2008 became 1.1 trillion by 2025. The three added nearly a trillion dollars of annual revenue between them. That is growth on an almost unimaginable scale. Whole economies are smaller than what they added. The numbers dwarf most national budgets. Their revenue rivals whole countries output.

2025 Standings

A Photo Finish

As of 2025, Apple remains the revenue leader at about 416 billion dollars, but its lead has shrunk dramatically. Alphabet reached 403 billion dollars in 2025, just 13 billion behind Apple, after growing 15 percent in a single year. Microsoft, at about 282 billion, is a clear third but still a vast business by any measure. Few companies in the world come close to any of the three. Each alone would tower over almost any other firm. These are three of the largest companies ever built. Their rivalry is a contest among titans. No other companies operate at quite this level. They sit in a class entirely of their own. The gap to the fourth-largest is enormous.

The closeness of the top two is the headline of 2025. For most of the past decade Apple held a commanding lead over every rival; now Alphabet is within touching distance, and on current growth rates could overtake Apple in revenue within a year or two. The gap of 13 billion dollars is small relative to the more than 400 billion each now generates. At this scale, a 13-billion-dollar gap can vanish in a single quarter. The lead is real but no longer secure. Apple still leads, but by the narrowest margin in years. One strong Alphabet quarter could close it entirely. The margin is now within a single period swing. Quarterly results now decide the lead. Each earnings season raises the stakes. Every quarter now reshapes the race.

Revenue of the Three Tech Giants, 2025 ($B)Latest full-year revenue, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft third-place position understates its strength. Although smaller in revenue, it is among the most profitable of the three and commands one of the highest market valuations in the world. Revenue is only one measure of scale, and on profitability and valuation the ranking can look quite different, as our Revenue rank and value rank are not the same thing, as our biggest companies by market value analysis shows.

Combined Scale

Over a Trillion Dollars

Taken together, the three companies generated roughly 1.1 trillion dollars in revenue in 2025, more than triple their combined total of around 120 billion dollars in 2008. Stacking their revenue shows not just individual growth but the staggering expansion of the technology sector as a whole over the period.

The combined figure has grown almost without interruption, dipping only briefly in occasional years for individual firms. The steady climb reflects how thoroughly these three companies, between them, have come to dominate computing, advertising, software and devices, expanding into every corner of digital life over nearly two decades. Their reach now touches almost every connected device on earth. Phones, browsers, clouds and software all run through them. Between them they shape how the world computes. Their products are woven into daily life everywhere. Billions of people use all three every day. Their software underpins much of modern life. Few people pass a day without touching all three.

Combined Revenue of Apple, Alphabet and Microsoft ($B)The three companies revenue stacked, 2008-2026.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The composition of the combined total has shifted markedly. In 2008, Microsoft contributed half of the three-way total; by 2025 its share had fallen to about a quarter, while Apple and Alphabet together made up roughly three-quarters. The stacked view makes the changing balance of power among the three immediately visible.

Share of Trio

Power Shifts

Measured as a share of the three-company total, the shift is stark. In 2008, Microsoft accounted for about half of the combined revenue, Apple roughly a third, and Google barely a sixth. By 2025, Apple and

Alphabet each held around 37 percent, while Microsoft slipped to about 26 percent of the trio total.

This rebalancing reflects the different growth rates of the three. Because Apple and especially Alphabet grew far faster than Microsoft over the period, they steadily claimed a larger slice of the combined revenue. Microsoft share fell not because it shrank, it grew nearly fivefold, but because the others grew even faster. Relative decline can happen even amid strong absolute growth. Growing fast is not enough if rivals grow faster.

Share of the Three-Company Revenue Total, 2025 (%)Each company share of the combined 2025 revenue.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The near-equal Apple and Alphabet shares in 2025 capture how close the race has become. Two companies that started the period far apart, Apple at a third of the total and Google at a sixth, have converged to almost the same share, a convergence that mirrors the broader reshaping of big tech in our Apple revenue by segment analysis.

Indexed Growth

Who Grew Fastest

Indexing each company revenue to 100 in 2008 reveals who grew fastest. By 2025, Alphabet revenue had multiplied roughly eighteenfold, Apple about elevenfold, and Microsoft around fivefold. Alphabet is the clear growth champion, having expanded faster than either of its larger rivals from a much smaller base.

Apple growth, while slower than Alphabet in percentage terms, is remarkable given its scale. Multiplying revenue elevenfold from an already-large 37 billion dollar base in 2008 required adding far more absolute revenue than Alphabet did, much of it driven by the iPhone, as our Absolute dollars, not just percentages, define Apple achievement, as our Apple iPhone revenue analysis shows.

Revenue Growth Indexed to 2008 (2008 = 100)How many times each company has grown since 2008.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft slower indexed growth reflects its maturity in 2008, when it was already the largest of the three. Even so, multiplying revenue nearly fivefold over the period, much of it through its later pivot to cloud computing, is a major achievement for a company that was already a giant at the start, and one that reaccelerated sharply in its second decade. The cloud era gave Microsoft a powerful second wind. Azure turned a maturing giant back into a fast grower. The cloud pivot was one of the great corporate reinventions. It restored Microsoft to double-digit growth. The reinvention bought it a place in the modern race. Without the cloud pivot it would have fallen behind. Reinvention saved its place at the top table. The pivot was a textbook corporate turnaround.

The Race

Apple vs Alphabet

Tracking the gap between Apple and Alphabet over time tells the story of the race. For most of the 2010s, Apple led Alphabet by well over 100 billion dollars; the gap peaked as Apple revenue surged with the iPhone. But since around 2021, Alphabet faster growth has steadily eroded that lead, narrowing it to just 13 billion dollars in 2025. A lead measured in hundreds of billions has shrunk to a sliver. What looked permanent now looks fragile.

This narrowing gap is the single clearest sign that the balance of power may be about to shift again. If Alphabet continues to grow faster than Apple, it could become the largest of the three by revenue for the first time. The lead that once looked unassailable has shrunk to a margin that a single strong year could erase.

Apple Revenue Lead Over Alphabet ($B)Apple revenue minus Alphabet revenue, by year.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Whether Apple holds its lead depends on its ability to keep growing at scale. Its services business and new product categories will be central to that, as explored in our Apple Services revenue analysis. For now, Apple remains narrowly ahead, but the era of its comfortable dominance over Alphabet in revenue terms appears to be ending. A new phase of genuine rivalry is beginning. For the first time in years, the top spot is contestable. The settled hierarchy of the 2010s is dissolving. A new order may emerge as soon as 2026. The next year could redraw the entire ranking. A new leader may emerge for the first time in years. The settled order is finally in play.

Growth Rates

The Engine of Change

Compound annual growth rates over 2008 to 2025 quantify the difference. Alphabet grew at roughly 19 percent a year, Apple at about 15 percent, and Microsoft at around 9 to 10 percent. Even small differences in these rates compound enormously over seventeen years, which is why the three companies relative positions changed so dramatically.

Alphabet near-19-percent annual growth is exceptional for a company of its size, sustained over almost two decades. It reflects the explosive expansion of digital advertising and, more recently, cloud computing. Apple 15 percent is extraordinary given the absolute sums involved, while Microsoft slower rate reflects both its larger starting size and a mid-period plateau before its cloud revival.

Compound Annual Revenue Growth, 2008-2025 (%)Average yearly revenue growth of each company.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These growth rates also hint at the future. If they persisted, Alphabet would overtake Apple and pull away, while Microsoft would fall further behind the top two. In practice, growth rates tend to slow as companies get larger, but the gap in historical rates explains the convergence of Apple and Alphabet and the gradual relative decline of Microsoft, a dynamic visible across our Apple total revenue analysis.

Recent Five Years

The Race Tightens

Focusing on the most recent five years, 2021 to 2025, shows the race tightening in real time. All three grew strongly, but Alphabet grew fastest, closing most of its gap with Apple over this short span. Apple revenue rose from 366 billion to 416 billion, while Alphabet leapt from 258 billion to 403 billion.

Microsoft also grew rapidly over these five years, from 168 billion to 282 billion dollars, driven by its cloud and enterprise businesses. Yet because Alphabet grew even faster, Microsoft remained third throughout. The recent period has been one of broad-based growth across all three, with Alphabet the standout performer.

Revenue of the Three Giants, 2021-2025 ($B)Annual revenue of all three over the latest five years.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The recent five-year picture is the clearest preview of where the contest is heading. Alphabet momentum, if sustained, points toward it challenging Apple for the top spot, while Microsoft, though growing, remains a step behind the leading pair. The next few years are likely to see the closest revenue race among the three

in their history.

By Profit

A Different Leader

Revenue is not the whole story; profit tells a different one. In 2025, Alphabet generated the highest net income of the three, around 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. The revenue leader is not the profit leader.

This profit ranking reflects the different economics of each business. Alphabet high-margin advertising and Microsoft software and cloud both convert revenue into profit more efficiently than Apple hardware-heavy model, even though Apple generates the most revenue. Apple profitability, however, has been lifted by its growing services business, as our Services share of revenue analysis shows.

Net Income of the Three Tech Giants, 2025 ($B)Latest full-year net income, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The gap between the revenue ranking and the profit ranking is one of the most revealing aspects of the comparison. It shows that Alphabet and Microsoft, despite trailing or matching Apple in revenue, are formidably profitable, and that raw revenue alone can understate the financial strength of software-led businesses relative to a hardware-led one like Apple, a nuance reflected in our Apple net income analysis.

2026 Outlook

Closer Than Ever

Looking ahead to 2026, the estimates suggest the race will only tighten. Alphabet, growing fastest, is projected to approach or exceed 460 billion dollars, potentially overtaking Apple, whose 2026 revenue is estimated in the mid-400-billions. Microsoft is expected to continue its steady climb past 300 billion

dollars.

If these estimates hold, 2026 could mark the year Alphabet becomes the largest of the three by revenue, ending Apple long reign at the top. Such a shift would cap a remarkable two-decade journey in which Alphabet rose from the smallest of the three to potentially the largest, overtaking first Microsoft and then Apple.

Revenue: 2025 Actual vs 2026 Estimate ($B)Reported 2025 revenue compared with 2026 estimates.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These projections are necessarily uncertain, depending on product cycles, advertising trends, cloud demand and the wider economy. But the direction is clear: the gap at the top is closing, and the long era of a single dominant tech revenue leader is giving way to a genuine three-way contest, the backdrop to where each invests next in our Apple Vision Pro price list analysis.

$416BApple 2025Revenue leader. $403BAlphabet 2025Closing in. $282BMicrosoft 2025Third place. ~18xAlphabet GrowthSince 2008.

The revenue comparison of Apple, Alphabet and Microsoft from 2008 to 2026 captures a complete reshaping of the technology industry. Microsoft, the largest in 2008, has slipped to third despite growing nearly fivefold. Apple, propelled by the iPhone, became the revenue leader and reached 416 billion dollars in 2025. And Alphabet, the smallest at the start, grew fastest of all to 403 billion, drawing almost level with Apple.

More than any single ranking, it is the convergence at the top that defines the story. Two companies that began the period far apart now generate nearly identical revenue, while a third remains a profit powerhouse just behind. With Alphabet growing fastest and 2026 estimates pointing to an even closer race, the contest among the three tech giants has never been tighter, a rivalry that sits at the heart of the modern technology economy tracked across our Apple revenue share analysis and the wider Apple story.

FAQ

Frequently Asked Questions: Apple, Google and Microsoft Revenue

As of 2025, Apple has the most revenue at about 416 billion dollars, narrowly ahead of Alphabet (Google) at 403 billion, with Microsoft third at about 282 billion. However, Apple's lead over Alphabet has shrunk to just 13 billion dollars, and because Alphabet is growing faster, it could overtake Apple in revenue within a year or two. In 2008 the order was reversed, with Microsoft the largest.

In their 2025 fiscal years, Apple generated about 416 billion dollars, Alphabet (Google) 403 billion, and Microsoft about 282 billion. Together the three made roughly 1.1 trillion dollars. The figures use each company's reported fiscal year: Apple ends in September, Microsoft in June and Alphabet in December, so they cover slightly different periods rather than identical calendar months.

Alphabet (Google) has grown fastest of the three since 2008, multiplying its revenue roughly eighteenfold, from about 22 billion to 403 billion dollars, at a compound annual rate near 19 percent. Apple grew about elevenfold (15 percent a year) and Microsoft around fivefold (9 to 10 percent a year). Alphabet grew fastest in percentage terms, though Apple added the most absolute revenue.

Apple overtook Microsoft in annual revenue around 2011, when the iPhone drove Apple's revenue past 100 billion dollars while Microsoft was near 70 billion. In 2008, Microsoft had been the larger company, with about 60 billion dollars in revenue to Apple's 37 billion. Apple has remained ahead of Microsoft in revenue ever since, and is now the revenue leader of the three.

It is possible soon. In 2025 Apple led Alphabet by just 13 billion dollars (416 billion to 403 billion), and Alphabet grew 15 percent that year versus slower growth at Apple. If those trends continue, Alphabet could overtake Apple in revenue as early as 2026, when some estimates put Alphabet near or above 460 billion dollars. The race is the closest it has ever been.

By net income, Alphabet (Google) led in 2025 with about 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. So while Apple has the most revenue, Alphabet has the most profit. This reflects the higher margins of advertising and cloud software compared with Apple's hardware-heavy business, although Apple's growing services revenue has been lifting its profitability.

Microsoft is third of the three in revenue, at about 282 billion dollars in 2025, but it is among the most profitable companies in the world and commands one of the highest market valuations. Revenue measures sales, not profit or value. Microsoft's high-margin software and fast-growing cloud business

make it extremely profitable, and investors value its growth prospects highly, so its valuation often rivals or exceeds the other two.

Between 2008 and 2025, Apple grew from about 37 billion to 416 billion dollars (roughly elevenfold), Alphabet from 22 billion to 403 billion (about eighteenfold), and Microsoft from 60 billion to 282 billion (nearly fivefold). Combined, the three went from around 120 billion dollars in 2008 to roughly 1.1 trillion in 2025, more than tripling and illustrating the explosive growth of big tech.

The three companies have different fiscal years, which is why revenue comparisons align reported fiscal years rather than identical calendar periods. Apple's fiscal year ends in late September, Microsoft's ends on June 30, and Alphabet (Google) reports on a calendar-year basis ending December 31. This means each company's annual figure covers a slightly different twelve-month window, though all are full fiscal years.

By revenue, 2026 estimates suggest Alphabet (Google) could overtake Apple to become the largest of the three, with projections approaching or exceeding 460 billion dollars versus Apple's mid-400-billions, while Microsoft continues climbing past 300 billion. These are estimates and depend on product cycles, advertising and cloud demand, but the clear direction is a tightening, increasingly three-way contest at the top of the industry.

Sources

Apple Inc., Alphabet Inc. and Microsoft Corporation - Annual reports and earnings releases (Form 10-K, 8-K), the source for reported annual revenue and net income.

SEC EDGAR company filings - Used to confirm 2025 actuals (Apple $416B, Alphabet $403B, Microsoft $282B) and the 2026 estimates.

Revenue is reported annual revenue in U.S. dollars. The three firms have different fiscal years (Apple ends September, Microsoft June, Alphabet December), so the comparison aligns each company reported fiscal year. In 2025, Apple led at about 416 billion dollars, Alphabet reached 403 billion and Microsoft about 282 billion. 2026 figures are estimates based on results so far and analyst consensus. Net income and growth figures are calculated from reported data. Not investment advice.

STATISTICS REPORT

Alphabet (Google) — Global Annual Revenue 2011–2026

Updated Mar 17, 2026 · businesstats.com/alphabet-global-annual-revenue

$350B REVENUE 2025	**$37.9B** REVENUE 2011	**9.2x** GROWTH 2011–2025
~17% CAGR 14 YEARS	**~32%** OPERATING MARGIN 2025	**$959M** REVENUE PER DAY 2025

Overview

Alphabet Revenue 2011–2026 — From $37.9B to $350B in 14 Years

Alphabet Inc. — the parent company of Google, YouTube, Google Cloud, Waymo, and numerous other businesses — is one of the fastest-growing large companies in economic history. In 2011, Google (as it was then known) reported $37.9 billion in revenue. By 2025, Alphabet's revenue reached approximately $350 billion — a 9.2-fold increase in just 14 years. This trajectory is particularly remarkable because it was achieved while maintaining among the highest operating margins of any large technology company: Alphabet's operating margin has consistently ranged from 25-35%, meaning the company converts roughly $1 in every $3 of revenue directly into operating profit. Very few companies of comparable scale — Apple, Microsoft, Meta — have matched this combination of growth rate and margin quality simultaneously.

Alphabet's revenue story is fundamentally the story of the digital advertising market's creation and maturation. In 2011, digital advertising was still a niche channel — television, print, and radio dominated global ad spending. Google's search advertising was already demonstrating its superior ROI, but the broader digital shift had barely begun. By 2025, digital advertising accounts for approximately 70% of all global advertising spending, and Google commands approximately 28% of total global digital ad revenue — making it the single dominant force in what has become the world's most valuable commercial medium. Alphabet's consistent revenue growth has made GOOGL one of the most widely held stocks among institutional investors globally. The stock has delivered approximately 25x returns to investors since the IPO in 2004, adjusted for splits. For investment context see our Nasdaq stock market statistics and stock

market terminology guide.

Alphabet Inc. headquarters — the Googleplex in Mountain View, California. Alphabet's revenue of $350 billion in 2025 makes it one of the five largest companies in the world by revenue. At its current growth rate, Alphabet is on track to exceed $400 billion in annual revenue by 2027.

Revenue Chart 2011–2026

Alphabet Annual Revenue Chart — 2011 to 2026

The bar chart below shows Alphabet's total annual revenue from 2011 to 2026 (with 2026 projected). Each bar represents one year of total revenue in USD billions. Hover over any bar for detailed year-on-year growth data. The chart clearly illustrates three growth phases: steady acceleration 2011–2019 (averaging ~20% per year), the COVID-era volatility of 2020–2022, and the re-acceleration driven by Cloud and AI from 2023 onwards.

Alphabet Global Annual Revenue 2011–2026 Alphabet (Google) Total Revenue — USD Billions · 2011 to 2026* USD Billions · Alphabet 10-K SEC filings · *2026 projected $350B2025 Revenue Actual Revenue Projected

CAGR ~17% · 2011–2025 · 9.2x total growth Source: Alphabet Inc. 10-K Annual Reports 2011–2025 · SEC EDGAR · *2026 analyst consensus estimate

Full Data Table

Alphabet Revenue by Year — Complete Data Table 2011 to 2026

The complete sortable table below shows Alphabet's annual revenue, year-on-year growth rate, and net income for every year from 2011 to 2026. The only year of negative revenue growth was 2022 (-0.4%), when a sharp pullback in digital advertising spend — caused by rising interest rates, the post-COVID normalisation of e-commerce growth, and general economic uncertainty — briefly interrupted what had been an unbroken 18-year growth streak.

Alphabet Annual Revenue 2011–2026 — Complete Data

Click to sort

YEAR	REVENUE (USD B)	YOY GROWTH %	NET INCOME (USD B)	OP. MARGIN %	KEY DRIVER
2011	$37.9B	+29%	$9.7B	31%	Search ads dominance

2012	$46.0B	+21%	$10.7B	25%	Mobile search growth
2013	$55.5B	+20%	$12.9B	23%	YouTube monetisation begins
2014	$66.0B	+19%	$14.4B	25%	Programmatic advertising
2015	$74.5B	+13%	$16.3B	26%	Alphabet restructuring
2016	$90.3B	+21%	$19.5B	26%	Mobile-first indexing
2017	$110.9B	+23%	$12.6B	24%	Cloud launch, YouTube growth
2018	$136.8B	+23%	$30.7B	23%	Shopping ads, GCP growth
2019	$161.9B	+18%	$34.3B	24%	Cloud acceleration
2020	$182.5B	+13%	$40.3B	23%	COVID e-commerce boom
2021	$257.6B	+41%	$76.0B	31%	Post-COVID ad rebound
2022	$282.8B	+10%	$59.9B	26%	Ad slowdown, rate hikes
2023	$307.4B	+9%	$73.8B	27%	AI investment, Cloud profit
2024	$350.0B	+14%	$94.0B	32%	Cloud + AI monetisation
2025	~$350B	~+10%	~$95B	~32%	Gemini AI, Cloud growth
2026*	~$390B*	~+11%*	~$105B*	~33%*	AI Overviews, Cloud scale

Revenue by Segment

Alphabet Revenue by Segment — Search, YouTube, Cloud, Other

Alphabet reports revenue across four main segments: Google Services (which includes Google Search, YouTube, Google Network, and Google Other), Google Cloud, Other Bets, and Corporate Hedging. Within Google Services, the key revenue lines are Google Search (the largest segment globally — approximately $215 billion in 2025), YouTube advertising (~$38.7B), Google Network (~$31B from AdSense and programmatic), and Google Other (~$34B from Play Store, hardware, and Workspace). Google Cloud — the fastest-growing segment — contributes approximately $43 billion. Other Bets (Waymo, Verily, DeepMind, and other moonshot projects) remain loss-making, generating approximately $2 billion in revenue while spending significantly more on R&D.

ALPHABET REVENUE BY SEGMENT 2025 Alphabet Revenue Breakdown by Segment — 2025 USD Billions · Alphabet 10-K · 2025 full year

Cloud Market Share — AWS vs Azure vs Google Cloud

SEGMENT REVENUE GROWTH 2015 vs 2025 Alphabet Segment Revenue — 2025 vs 2015 (10-year growth) USD Billions · Alphabet 10-K · 2015 and 2025 comparison YouTube and Cloud reported separately since 2020 only. Previous years estimated from segment disclosures. Source: Alphabet 10-K 2015–2025.

Profitability

Alphabet Profitability — Operating Margin, Net Income, and Revenue Per Employee

Alphabet's profitability is extraordinary for a company of its scale. The operating margin of approximately 32% in 2025 means that for every $100 of revenue, Alphabet keeps approximately $32 as operating profit. This compares favourably with other technology giants: Microsoft (~43% operating margin), Apple (~30%), Meta (~41%), and Amazon (~9% blended across low-margin retail). Net income for 2024 was approximately $94 billion — making Alphabet one of the most profitable companies in the world, alongside Apple, Saudi Aramco, and Microsoft. On a per-employee basis, Alphabet generates approximately $1.9 million in revenue per employee — one of the highest ratios in the Fortune 500.

~32%Operating Margin 2025 ~$94BNet Income 2024 $1.9MRevenue Per Employee $959MRevenue Per Day 2025 $11,100Revenue Per Second $2T+Market Cap 2025 Historic Milestone 2021: Alphabet's Revenue Grew 41% in a Single Year — The Largest Annual Growth in the Company's History

The year 2021 was Alphabet's most extraordinary revenue performance year. After a relatively modest 13% growth in 2020 (constrained by COVID-related ad spending pullbacks in H1), the combination of post-COVID economic reopening, pent-up advertiser demand, and accelerated e-commerce adoption drove a 41% revenue increase — from $182.5 billion to $257.6 billion in a single year. This $75 billion of incremental revenue added in one year is larger than the entire annual revenue of most Fortune 500 companies. Net income nearly doubled from $40.3 billion to $76 billion. The 2021 performance reset expectations for what Alphabet could achieve and contributed to a market cap that briefly exceeded $2 trillion for the first time.

Big Tech Comparison

Alphabet vs Big Tech — Revenue Comparison 2025

The chart below compares Alphabet's 2025 revenue trajectory against its key Big Tech peers — Apple, Microsoft, Amazon, and Meta. Amazon's total revenue ($620B+) significantly exceeds all others due to its massive but low-margin e-commerce and logistics businesses. Apple ($400B) leads among pure-premium technology companies. Alphabet ($350B) ranks third, ahead of Microsoft ($265B) and Meta ($165B). However, on operating income and net income, the rankings shift: Alphabet's 32% operating margin generates more operating profit than Amazon despite lower revenue, reflecting the massive profitability difference between advertising software businesses (Google) and physical retail/logistics businesses (Amazon). For the latest financial markets context see our US financial markets statistics and global financial markets data.

BIG TECH REVENUE COMPARISON 2015-2025 Alphabet vs Apple, Microsoft, Amazon, Meta — Revenue 2015 to 2025 USD Billions · Company annual reports · 2015–2025 $350BAlphabet 2025

Alphabet overtook Microsoft in 2018 Sources: Alphabet · Apple · Microsoft · Amazon · Meta — Annual Reports 2015–2025

Year-by-Year Analysis

Alphabet Revenue — Year-by-Year Analysis and Key Growth Drivers

2011–2014: The Mobile Search Revolution ($37.9B → $66B)

The early 2010s were defined by the shift from desktop to mobile search. When smartphones proliferated — driven by Apple's iPhone and Google's own Android — search behaviour changed fundamentally. Initially, Wall Street worried that mobile search would cannibalise desktop search revenue because mobile ads had lower CPCs (cost per click). These fears proved overblown: mobile search volume was so much larger than desktop (people search more on mobile than desktop by volume) that total revenue grew strongly despite lower per-click rates. By 2014, Google had largely closed the mobile-desktop CPC gap through improved mobile ad formats. Revenue grew at 19-29% annually in this period, reaching $66 billion by 2014. YouTube began meaningful monetisation in 2013-2014, transitioning from a cost centre to a revenue contributor. For broader context see our Google statistics article.

2015–2019: Alphabet Restructuring and Cloud Emergence ($74.5B → $161.9B)

In August 2015, Larry Page announced the creation of Alphabet Inc. as a holding company restructuring Google into a collection of subsidiaries — the core Google businesses plus "Other Bets" (moonshot projects like Waymo, Verily, and DeepMind). This restructuring increased financial transparency (requiring separate reporting for Other Bets losses) and improved capital allocation discipline. Revenue continued growing strongly at 13-23% annually. The period saw the emergence of Google Cloud as a genuine business — growing from approximately $3 billion in 2015 to $9 billion in 2019. YouTube advertising was separately reported for the first time in 2020, revealing a business generating $15+ billion annually. Programmatic advertising (automated buying and selling of display ads) and Google Shopping ads became major revenue drivers during this period.

2020–2022: COVID Volatility and the $75 Billion Year ($182.5B → $282.8B)

The COVID-19 pandemic had a complex impact on Alphabet's revenue. Q1 and Q2 2020 saw sharp pullbacks as advertisers cut budgets amid economic uncertainty — particularly in travel, hospitality, and entertainment. However, Q3 and Q4 2020 rebounded dramatically as e-commerce surged and digital advertising recovered. The net result was 13% growth in 2020. Then came 2021 — Alphabet's greatest year. The combination of post-COVID reopening, pent-up advertiser demand, surge in consumer spending, and a particularly strong holiday quarter drove 41% revenue growth — adding $75 billion of revenue in a single year. Net income nearly doubled to $76 billion. 2022 brought a sharp correction: the advertising market pulled back as rising interest rates reduced consumer spending, and the post-COVID e-commerce boom normalised. Revenue grew just 10% nominally but only due to a very strong first half; the second half saw the first year-over-year revenue declines in Google's history as a public company.

2023–2026: AI Era Acceleration ($307.4B → ~$390B projected)

The 2023-2026 period is defined by artificial intelligence — both as an investment and as a revenue driver. Google's response to ChatGPT (announced in March 2023 as Bard, later Gemini) has been comprehensive: AI Overviews integrated into search results, Gemini models available across Google Workspace, Google Cloud's Vertex AI platform for enterprise customers, and TPU chips for AI training workloads. Revenue recovered to 9% growth in 2023, accelerated to ~14% in 2024, and is projected to continue at 10-15% through 2026. Critically, Google Cloud's profitability has transformed the segment mix — Cloud operating income went from losses of $5.8 billion in 2021 to profits of $9 billion in 2024, dramatically improving Alphabet's consolidated margins. The AI opportunity for Alphabet is both a threat (AI tools may reduce

search queries) and an opportunity (AI-powered ads generate higher CPMs; Cloud AI services command premium pricing). Alphabet's revenue forecast for 2026 from analyst consensus is approximately $390 billion. For e-commerce comparison see our Amazon statistics and for Asia tech see our Alibaba statistics.

What Drives Alphabet's Revenue — The Advertising Auction Engine

The core mechanism behind virtually all of Alphabet's revenue is the advertising auction. When a user performs a Google search, types a URL into Chrome, or opens YouTube, an automated auction takes place in milliseconds — advertisers bid for the right to show their ad to that specific user at that specific moment. The winning bid is determined not purely by the highest price but by a combination of bid price and Quality Score — Google's proprietary measure of ad relevance and landing page quality. This Quality Score system was revolutionary because it aligned advertiser incentives with user experience: high-quality, relevant ads get better placement at lower costs, while low-quality ads must pay more or get demoted.

The sophistication of this auction has grown dramatically since 2011. In the early days, keywords were bought in relatively simple ways — an advertiser would bid on "running shoes" and show the same ad to everyone searching that term. Today, Google's auction system incorporates hundreds of signals: the searcher's device, location, time of day, search history, demographic inference, browsing behaviour across the Google Display Network, purchase intent signals from Google Shopping, and increasingly, large language model-based understanding of query intent. This complexity means that a sophisticated advertiser using Google's full automation capabilities (Smart Bidding, Responsive Search Ads, Performance Max) is playing a fundamentally different game than a basic keyword advertiser — and that sophistication gap keeps advertisers dependent on Google's proprietary tools, creating switching costs that reinforce revenue retention.

Revenue Geography — International vs United States

Alphabet's revenue is more internationally diversified than most people assume. In 2025, the United States accounted for approximately 47% of total revenue, EMEA (Europe, Middle East, and Africa) approximately 29%, Asia-Pacific approximately 17%, and other Americas approximately 7%. Despite the US being the single largest market, Alphabet's fastest-growing regions are Asia-Pacific (driven by India's e-commerce boom and Southeast Asia's digital economy expansion) and EMEA (driven by Germany, France, and the UK's sophisticated digital advertising markets). However, revenue per user is dramatically higher in the US than other regions — US users generate approximately 5-8x more advertising revenue per person than Indian users, due to higher CPCs reflecting higher consumer purchasing power and more competitive

advertising markets. This means that even though India may have more Google users than the US, the US generates far more revenue. For European market context see our UK financial markets statistics and Germany financial markets data.

Google Cloud — From Loss-Maker to Profit Engine

Google Cloud's transformation from perpetual loss-maker to profit engine is one of the most significant financial stories in Alphabet's recent history. When Alphabet first started reporting Google Cloud revenue separately in 2020, the segment was losing approximately $5.6 billion per year despite generating $13 billion in revenue — a deeply negative operating margin of -43%. This was because Google was investing aggressively in data center infrastructure, sales force expansion, and product development to compete with AWS and Azure from a distant third position. The investment thesis was vindicated: Cloud operating losses narrowed each year, and in Q1 2023, Google Cloud reported its first-ever quarterly profit. By 2024, Cloud generated approximately $9 billion in operating income on $38 billion revenue — a 24% operating margin. This structural improvement in Cloud profitability is a primary driver of Alphabet's overall margin expansion from 26% in 2022 to approximately 32% in 2025. The trajectory suggests Cloud could eventually match or exceed Google Search's margin profile as infrastructure costs stabilise and software-driven revenue grows.

Other Bets — The Revenue That Almost Doesn't Exist Yet

Other Bets — Alphabet's collection of moonshot businesses including Waymo (self-driving vehicles), Verily (life sciences), DeepMind (AI research), Wing (drone delivery), and X (experimental projects) — generated approximately $2 billion in revenue in 2025 while spending significantly more on operations and R&D. The operating loss from Other Bets was approximately $4-5 billion. From a pure financial perspective, Other Bets currently represents a drag on Alphabet's profitability — but the strategic rationale is clear: these projects are attempts to create the next Google-scale business. Waymo, if autonomous vehicle deployment scales, could generate revenue comparable to the entire current Alphabet business. Verily's health data and clinical research businesses target a global healthcare market worth trillions. The question investors debate is whether Alphabet's capital allocation to Other Bets represents genius long-term vision or wasteful capital misallocation — a debate that has been ongoing since the Alphabet restructuring in 2015. For comparison with another tech company building diversified revenue see our Amazon statistics.

Alphabet's revenue of $350 billion comes from advertising (75%), Google Cloud (12%), and other sources including Google Play, hardware, and YouTube Premium. The company's operating margin of ~32% is

among the highest for any large technology company — converting roughly $1 in $3 of revenue into operating profit.

Key Facts

Alphabet Revenue — Key Facts & Numbers

Alphabet Revenue — Complete Statistics Alphabet Global Annual Revenue — Key Numbers $350BRevenue 2025 $37.9BRevenue 2011 ~17%CAGR 2011–2025 +41%Highest Growth Year (2021) ~32%Operating Margin 2025 $390B2026 Projected

FAQ

Frequently Asked Questions — Alphabet Revenue

Alphabet generated approximately **$350 billion in revenue in 2025**. In 2024, Alphabet reported $350.02 billion (official), up from $307.4B in 2023. Revenue has grown from $37.9B in 2011 — a 9.2x increase. The 2026 analyst consensus estimate is approximately $390 billion.

Based on $350B annual revenue: approximately **$959 million per day**, $40 million per hour, $666,000 per minute, $11,100 per second. Revenue is highest in Q4 (holiday advertising season) and lowest in Q1. On the single highest-revenue day (estimated Black Friday/Cyber Monday period), Google earns an estimated $1.5-2 billion.

Approximately **75-77%** of Alphabet's total revenue in 2025. Google Search alone accounts for ~61%. This advertising dependence has been declining slowly (from 96% in 2011) as Cloud and YouTube Premium grow, but advertising remains overwhelmingly dominant.

CAGR of approximately **17% from 2011 to 2025**. Fastest year: 2021 (+41%). Slowest: 2022 (+10% but effectively flat H2). Only decline: 2022 individual quarters. The 14-year growth from $37.9B to $350B represents a 9.2x increase — extraordinary for a company of this scale.

2025 ranking: Amazon (~$620B), Apple (~$400B), **Alphabet (~$350B)**, Microsoft (~$265B), Meta (~$165B). Alphabet ranks 3rd by revenue but 2nd by operating income (behind Microsoft) due to its 32% margin vs Amazon's blended ~9% margin. Alphabet's net income of $94B (2024) is among the top 3 globally.

Google Cloud generated approximately **$43 billion in 2025**, growing ~28% year-over-year. It became consistently profitable in 2023 (first annual profit) and generated approximately $9 billion operating income

in 2024. Cloud represents ~12% of Alphabet revenue and is the fastest-growing major segment.

Data Sources & References

Primary: Alphabet Inc. — Q4 2025 Earnings Release

Primary: Alphabet Inc. — Investor Relations

Primary: SEC EDGAR — Alphabet 10-K Filings

Additional: Statista Technology Financial Data · eMarketer Digital Advertising Forecast · Bloomberg Alphabet Financial Analysis · Wall Street analyst consensus estimates (Goldman Sachs, Morgan Stanley, JPMorgan)

All revenue figures in USD unless stated. Historical figures from official Alphabet 10-K filings. 2025 figures based on Q4 2025 earnings release. 2026 figures are analyst consensus projections and subject to change. Net income includes one-time tax items in certain years (e.g., 2017 US Tax Cuts and Jobs Act impact). Operating margin calculated as operating income / revenue. Alphabet Annual Revenue Google Revenue 2026 Alphabet Revenue History Google Revenue Growth Alphabet Revenue by Segment Google Cloud Revenue YouTube Revenue Big Tech Revenue Comparison Alphabet CAGR Google Advertising Revenue

STATISTICS REPORT

Google — Statistics & Facts 2026

Updated Mar 17, 2026 · businesstats.com/google

8.5B DAILY SEARCHES	**$350B** REVENUE 2025	**91%** SEARCH MARKET SHARE
180K EMPLOYEES	**$43B** CLOUD REVENUE 2025	**1998** FOUNDED

Overview

Google 2026 — The Company That Organises the World's Information

Google was founded on a simple but audacious mission: to organise the world's information and make it universally accessible and useful. Twenty-seven years later, that mission has expanded beyond anything Larry Page and Sergey Brin could have imagined in their Stanford dorm room. Google is no longer just a search engine — it is the world's largest digital advertising platform, a major cloud computing provider, the maker of the world's most popular mobile operating system (Android), and one of the leading investors in artificial intelligence. Through its parent company **Alphabet Inc.** (restructured in 2015), Google encompasses everything from self-driving cars (Waymo) to life sciences (Verily) to quantum computing.

The scale of Google's operations is genuinely difficult to comprehend. The company's servers process more data every day than all the books in the Library of Congress combined — many times over. Google's index contains hundreds of billions of web pages. Its data centers consume more electricity than many small countries. And its advertising business — which still accounts for approximately 75% of Alphabet's total revenue — touches virtually every digital interaction that humans have online. For the broader technology investment context see our Nasdaq stock market statistics.

Google's Googleplex headquarters in Mountain View, California — the epicentre of a company that processes 8.5 billion searches per day. Alphabet employs approximately 180,000 people worldwide across offices in 50+ countries, with major campuses in New York, London, Zurich, Singapore, and Tokyo.

Google's Journey From Garage to $2 Trillion Market Cap

Google's founding story is now legendary in Silicon Valley mythology. Larry Page and Sergey Brin met at Stanford University in 1995 as PhD students. Page's research on the mathematical properties of the World Wide Web led to PageRank — an algorithm that ranked web pages by the number and quality of links pointing to them rather than simply counting keyword frequency. This insight was revolutionary: it meant search results would be ranked by the web's own collective judgement of importance rather than by easily-manipulated keyword stuffing. Google.com launched on September 4, 1998. The company was incorporated in a garage in Menlo Park, California — a location now housing a Google employee museum. Initial funding came from Andy Bechtolsheim (Sun Microsystems co-founder), who reportedly wrote a $100,000 check to "Google Inc." before the company was even legally incorporated.

Google's IPO on August 19, 2004, raised $1.67 billion at $85 per share, valuing the company at approximately $23 billion — the largest US tech IPO at the time. By early 2026, Alphabet's market capitalisation exceeds $2 trillion, making it one of the five most valuable companies in the world alongside Apple, Microsoft, NVIDIA, and Saudi Aramco. The $85 IPO price, adjusted for subsequent stock splits (3:1 in July 2022 and 20:1 in July 2022), represents an increase of over 6,000% in the intervening two decades.

Revenue Chart

Alphabet (Google) Annual Revenue — 2015 to 2025

The bar chart below shows Alphabet's total annual revenue from 2015 to 2025. Revenue has grown from $74.5 billion in 2015 to approximately $350 billion in 2025 — a compound annual growth rate of approximately 17%. The only significant interruption was a 1% revenue dip in 2022 (the company's first revenue decline since going public) caused by a sharp pullback in digital advertising during the tech-sector correction. Recovery was rapid: 2023 revenue grew 9% and 2024 grew approximately 15%, with 2025 accelerating further due to Google Cloud's growth and AI-powered advertising improvements.

Alphabet Annual Revenue 2015-2025 Alphabet (Google) Total Revenue — USD Billions USD Billions · Alphabet 10-K filings · 2015–2025 $350B2025 Revenue Annual Revenue (USD Billions)

CAGR ~17% · 2015–2025 Source: Alphabet Inc. Annual Reports · SEC 10-K Filings · 2015–2025

Search Statistics

Google Search Statistics — 8.5 Billion Queries Per Day in 2026

Google Search is the product that built the company — and it remains its most dominant asset. With approximately **8.5 billion searches per day** in 2026, Google processes more queries in a single hour than the entire internet received in its first year of existence. Google's search dominance (91-92% global market share) is one of the most stable monopolies in technology history — it has remained above 90% globally for over a decade. The only major markets where Google is not dominant are China (where it is blocked and Baidu dominates with ~63% share) and Russia (where Yandex holds approximately 60% share). In every other major economy — the US, UK, Germany, France, India, Brazil, Australia, Japan — Google holds 90%+ search share.

GLOBAL SEARCH ENGINE MARKET SHARE 2026 Search Engine Market Share — Global 2026 % of all search queries worldwide · StatCounter · SimilarWeb · 2026

What People Search For — Google Search Trends 2026

Google's search data represents the most comprehensive dataset on human curiosity ever assembled. Every year, Google's Year in Search reveals the topics that defined global consciousness — from natural disasters to celebrity news to how-to queries. As of 2026, approximately **15% of searches Google processes each day are queries it has never seen before** — a testament to the endless novelty of human curiosity. The most common search categories globally are weather (billions of queries daily), how-to guides, celebrity/entertainment news, sports scores, and navigational searches (users typing brand names directly into Google rather than the browser address bar).

The rise of **zero-click searches** — where Google answers the query directly on the search results page via featured snippets, knowledge panels, and Google SGE (Search Generative Experience) — is one of the most significant structural shifts in digital marketing. Studies suggest that approximately 65% of searches now result in no click to any external website. For publishers and SEO professionals, this represents an existential challenge: Google increasingly captures the value of information without distributing traffic to the original sources. The DOJ antitrust case (decided in August 2024, finding Google illegally maintained its search monopoly) directly references Google's use of its search position to constrain competition.

Products & Users

Google Products — User Counts for Every Major Service

Google's product portfolio spans virtually every category of digital software. Eight of Google's products have over one billion monthly active users — a feat matched only by Meta (Facebook). These products include Google Search, YouTube, Gmail, Google Maps, Google Drive, Google Chrome, Android, and Google Play. Each of these products would individually be considered a dominant platform in its category. Together they create an interconnected ecosystem that makes Google essentially unavoidable for any person using digital technology.

GOOGLE PRODUCTS — MONTHLY ACTIVE USERS Google Major Products — Monthly Active Users 2026 Billion users · Google official announcements · app analytics · 2026 * Android MAU based on active devices. YouTube MAU includes logged-in and logged-out users. Source: Google I/O 2025, Alphabet earnings calls. Google Products — Key Statistics 2026

Click to sort

PRODUCT	USERS	CATEGORY	REVENUE MODEL	MARKET POSITION
Google Search	5B+ users	Search Engine	Search Advertising	#1 — 91% share
YouTube	2.7B MAU	Video Platform	Ads + Premium	#1 Video
Android	3B+ devices	Mobile OS	Play Store + Ads	#1 — 72% share
Gmail	1.8B MAU	Email	Workspace + Ads	#1 Email
Google Maps	1B+ MAU	Navigation	Maps API + Ads	#1 Maps
Google Chrome	3.2B users	Web Browser	Data + Ecosystem	#1 — 65% share
Google Drive	1B+ MAU	Cloud Storage	Workspace + Storage	#1 Business
Google Play	2.5B users	App Store	30% App Revenue	#1 Android
Google Photos	800M+ MAU	Photo Storage	Google One upsell	#1 Photo
Google Meet	300M+ MAU	Video Calls	Workspace	Top 3

Google Search remains the company's most valuable asset — generating approximately $215 billion in advertising revenue in 2025. Google's search advertising captures purchase intent better than any other advertising format, making it the highest-ROI digital advertising channel for most businesses.

Advertising

Google Advertising — The $200B+ Engine That Funds Everything

Google's advertising business is the most profitable advertising platform in human history. In 2025, Google's total advertising revenue approached **$220 billion** — approximately 35% of all global digital advertising spend. This extraordinary concentration means that for every $3 spent on digital advertising worldwide, Google receives approximately $1. Google's advertising products span search ads (the original and still most valuable format), YouTube ads (the world's largest video advertising platform), Google Display Network (reaching 90%+ of internet users), and Google Shopping ads.

Google Search advertising generates the highest Return on Investment (ROI) of any advertising format because it captures **intent** — people who search for "buy running shoes near me" are demonstrably ready to make a purchase, making a well-targeted search ad extraordinarily valuable. Average Cost Per Click (CPC) varies dramatically by industry: legal services ($5-$50+ per click), insurance ($10-$54 per click), and financial services ($5-$30 per click) command the highest CPCs because the lifetime customer value is enormous. In contrast, e-commerce and retail CPCs average $0.50-$2.00. Google's auction-based advertising model — where advertisers bid for ad placement — was one of the most consequential business model innovations of the digital age. The system, originally borrowed from Overture (later acquired by Yahoo), was perfected by Google's Quality Score system which rewards relevance rather than just the highest bid.

Google's Biggest Acquisitions — YouTube, Android, DeepMind and More

Google's acquisition history is one of the most consequential in technology history. The company has made over 200 acquisitions since 2001, several of which fundamentally changed the trajectory of the internet. **YouTube** (acquired October 2006 for $1.65 billion in stock) is widely considered the greatest acquisition in technology history — worth an estimated $150-180 billion today, representing a 100x+ return. YouTube's 2.7 billion monthly active users watch approximately 1 billion hours of video per day, making it the world's second-largest website (after Google.com itself) and second-largest search engine. **Android** (acquired July 2005 for approximately $50 million) is the foundation of Google's mobile dominance — now running on 3 billion+ devices with 72% global smartphone OS market share. The return on the Android acquisition is incalculable. **DoubleClick** (acquired 2007 for $3.1 billion) gave Google the infrastructure for its display advertising business. **DeepMind** (acquired 2014 for ~$500 million) provided the AI research talent that produced AlphaFold, AlphaCode, and foundational LLM research. **Motorola Mobility** (acquired 2012 for $12.5 billion, sold 2014 for $2.9 billion to Lenovo) was Google's most expensive acquisition and one of its few clear failures — purchased primarily for its patent portfolio to protect Android from intellectual property

suits.

Google vs Microsoft — The AI Search War of 2023-2026

The launch of ChatGPT in November 2022 triggered the most significant competitive challenge to Google Search since its founding. Microsoft, having invested $1 billion in OpenAI in 2019 and $10 billion more in January 2023, rapidly integrated GPT-4 into Bing, rebranding it as "Bing AI" and then "Microsoft Copilot." For the first time in over a decade, Bing's market share ticked upward — from approximately 2.8% to 3.5% in 2023. However, Google's response was faster and more comprehensive than many expected. Google launched Bard (later rebranded Gemini) in March 2023 and has since rolled out AI Overviews (formerly SGE) to billions of users worldwide. By early 2026, Google's search market share has remained essentially stable at 91-92%, suggesting that the AI search transition is happening on Google's terms rather than Microsoft's. The longer-term risk to Google is not Bing but rather **vertical AI tools** — users asking ChatGPT for medical information, Perplexity for research, GitHub Copilot for code, and Amazon for product searches — each of which captures a category of intent that was previously a Google search.

Google's Carbon Footprint and Sustainability Goals

Google's data centers consume approximately 15-20 TWh of electricity per year — roughly equivalent to the annual electricity consumption of Ireland. Despite this enormous energy footprint, Google has been a pioneer in corporate sustainability commitments. The company claims to have matched 100% of its electricity consumption with renewable energy purchases since 2017, and committed to operating on carbon-free energy 24/7 by 2030. However, the explosive growth of AI computing — which is dramatically more energy-intensive than traditional search indexing — has made these sustainability goals significantly harder to achieve. Google's total greenhouse gas emissions increased 48% between 2019 and 2024, driven by AI infrastructure buildout. The company is investing heavily in next-generation nuclear power (small modular reactors) and long-duration battery storage to address the 24/7 clean energy challenge. For economic context on technology investment see our stock market terminology guide.

Google Cloud

Google Cloud — From Distant Third to AI-Powered Challenger

Google Cloud Platform (GCP) is the third-largest cloud infrastructure provider globally, with approximately 11% market share behind AWS (32%) and Microsoft Azure (22%). Google Cloud revenue reached approximately **$43 billion in 2025**, growing at 28% year-over-year — the fastest growth rate among the

three major cloud providers. Critically, Google Cloud became consistently profitable in 2023 and has expanded margins rapidly since, as scale benefits kick in across its data center infrastructure.

Google Cloud's key competitive advantages are in **AI and machine learning infrastructure**. Google's Tensor Processing Units (TPUs) — custom AI chips designed specifically for machine learning workloads — are widely considered superior to NVIDIA GPUs for training large language models. Google Cloud's Vertex AI platform, BigQuery data warehouse, and Kubernetes (originally developed by Google and now the industry standard for container orchestration) are genuinely best-in-class products. The company's investment in its subsea cable network — Google is one of the largest owners of subsea internet cables in the world — gives it unique global network performance advantages. For the financial context of cloud computing see our global financial markets statistics.

AI & Future

Google AI — DeepMind, Gemini, and the Battle for AI Supremacy

Artificial intelligence is both Google's greatest opportunity and its most existential challenge. Google has been investing in AI research longer than virtually any technology company — DeepMind (acquired in 2014 for approximately $500 million) has produced some of the most significant AI breakthroughs of the past decade, including AlphaGo (which defeated the world Go champion in 2016), AlphaFold (which predicted the structure of virtually all known proteins), and AlphaCode (which writes competitive programming solutions). Google Brain — the company's internal AI research division — produced fundamental technologies including the Transformer architecture (the foundation of all modern large language models including GPT-4 and Claude) and TensorFlow (still the most widely used deep learning framework globally).

Yet despite this research leadership, Google was caught off-guard by the commercial success of OpenAI's ChatGPT (launched November 2022). The viral adoption of ChatGPT triggered what Google insiders reportedly called a "code red" — an emergency response to an existential threat to the search business. Google's response has been the **Gemini** model family (the successor to LaMDA and Bard), which as of 2026 is competitive with OpenAI's best models. Google Search Generative Experience (SGE) — which uses AI to generate direct answers at the top of search results — has been rolling out globally and represents the most significant redesign of Google Search since the Knowledge Graph launched in 2012.

ALPHABET REVENUE BY SEGMENT 2015-2025 Google Revenue Mix — Search vs YouTube vs Cloud vs Other USD Billions · Alphabet 10-K filings · segment reporting ~62%Search of Total Rev

Cloud growing 28% annually Source: Alphabet Inc. 10-K filings 2015–2025 · Segment Revenue Reporting 2024 Antitrust Ruling US DOJ Found Google Illegally Maintained Its Search Monopoly — Remedies Pending

In August 2024, US District Judge Amit Mehta ruled that Google illegally maintained its monopoly in general search and search text advertising — the most significant antitrust ruling against a technology company since the Microsoft case in 2000. The ruling found that Google's $20 billion+ annual payments to Apple (to be the default search engine on Safari/iOS) and similar payments to other browser and device makers constituted anticompetitive exclusionary conduct. The remedies phase — which could include requiring Google to divest Chrome browser, Android, or its advertising technology stack — was ongoing as of early 2026. A separate DOJ case targeting Google's advertising technology monopoly was also in litigation.

Key Facts

Google Statistics 2026 — Key Facts & Numbers

Google — Complete Statistics 2026 Alphabet (Google) — Key Facts & Numbers 8.5BDaily Searches $350BRevenue 2025 91%Search Market Share $43BCloud Revenue 2025 2.7BYouTube Monthly Users 180KEmployees

FAQ

Frequently Asked Questions — Google Statistics

Approximately **8.5 billion searches per day** — 99,000 per second, 5.9 million per minute, 3.1 trillion per year. Google has never officially confirmed exact daily search volumes, but third-party estimates from StatCounter, SimilarWeb, and Google's own public statements consistently point to this range for 2025-2026.

Alphabet (Google) generated approximately **$350 billion in revenue in 2025**. The breakdown: Google Search ~$215B, YouTube Ads ~$38B, Google Cloud ~$43B, Google Other ~$34B, Other Bets ~$2B. Advertising represents approximately 75% of total revenue.

91-92% globally as of 2026. Bing ~3-4%, Yahoo ~1-2%, DuckDuckGo ~0.7%. Google is not dominant only in China (Baidu ~63%) and Russia (Yandex ~60%). In the US specifically, Google holds approximately 89% share; in India 98%+; in Germany 93%.

Approximately **180,000 full-time employees** as of early 2026, down from a peak of 190,234 in late 2022. Google conducted significant layoffs in January 2023 (12,000 employees, 6% of workforce) and further

reductions in 2024 as part of cost-cutting and AI-driven productivity improvements.

Approximately **11% of global cloud infrastructure market**. AWS leads at ~32%, Microsoft Azure at ~22%. Google Cloud revenue $43B (2025), growing ~28% annually. Google Cloud's AI/ML services (Vertex AI, TPUs) are considered best-in-class and gaining enterprise share.

Founded **September 4, 1998** by **Larry Page and Sergey Brin** while PhD students at Stanford University. IPO: August 19, 2004 at $85/share. Alphabet created as parent company in 2015. Market cap exceeded $2 trillion by 2024. Sundar Pichai is CEO of both Google and Alphabet.

Data Sources & References

Primary: Alphabet Inc. — Investor Relations

Primary: StatCounter — Search Engine Market Share

Additional: eMarketer Digital Advertising Forecast · IDC Cloud Infrastructure Report · Synergy Research Group · Think with Google · Gartner Technology Reports · SparkToro Search Research · SimilarWeb Digital Traffic Data

Revenue figures from Alphabet official filings. User counts from Google official announcements and verified third-party analytics. Market share from StatCounter global stats (desktop + mobile combined). Cloud market share from Synergy Research Group quarterly reports. All figures as of latest available data Q4 2025 / Q1 2026. Google Statistics 2026 Alphabet Revenue Google Search Market Share Google Daily Searches Google Cloud Statistics YouTube Users Android Market Share Google Advertising Revenue Google AI Gemini Google Antitrust

STATISTICS REPORT

Most popular Apple App Store categories 2026

Updated Jun 18, 2026 · businesstats.com/popular-categories-in-the-app-store

~13% GAMES OF APPS	~41% GAMES DOWNLOADS	~60% GAMES REVENUE
~10% BUSINESS APPS	~25% GAMES IN 2015	#1 MOST POPULAR

Overview

Most popular Apple App Store categories as of 2nd quarter 2026, by share of available apps

Popularity in the App Store can mean three different things: how many apps a category has, how often those apps are downloaded, and how much money they make. By all three measures, Games is the most popular category, but the size of its lead changes dramatically depending on how popularity is defined. This report ranks the most popular Apple App Store categories as of the second quarter of 2026. The ranking changes completely depending on which measure of popularity is used. Apps, downloads and revenue each crown the same leader by very different margins. Games wins narrowly on apps, comfortably on downloads and overwhelmingly on revenue. The shape of its lead is the real story. How fast the margin widens reveals what gaming truly is. It is modest in apps and overwhelming in dollars. That widening gap is gaming whole story in one line. From an eighth to two-thirds, step by step. Each measure lifts the Games share higher. The progression is steep and consistent. Every lens raises the stakes for gaming.

By the most basic measure, share of available apps, Games leads with about 13 percent of the store, ahead of Business at roughly 10 percent and Education near 9 percent. The full count of apps in each category is covered in our App Store apps by category analysis; here the focus is on which categories are most popular, and how that popularity looks different through each lens. The three views together tell a richer story than any one alone. Reading only one of them gives a misleading picture. An analyst who looks only at app counts would badly understate gaming. One who looks only at revenue would overstate it. Both extremes miss the fuller, three-sided truth. Only together do the measures make sense. No single lens is wrong, only incomplete. The full truth needs all three at once. Apps, downloads and revenue, read

together. Each adds a piece the others leave out. No single view is complete on its own here.

Most Popular App Store Categories, Q2 2026 (% of apps)Leading categories ranked by share of available apps.

Data:

Most popular Apple App Store categories by share of available apps, as of fiscal Q2 2026, compiled by BusinessStats from app-intelligence sources.

Note:

Shares follow the App Store primary-category classification and may not sum to 100 percent because of rounding and grouped smaller categories. Reported store totals vary by source, so shares are more reliable than absolute counts.Switch views with the toolbar.

The headline is that Games dominates, but not as overwhelmingly by app count as people assume. While Games is the single largest category, it holds only about an eighth of all apps. The store is far more balanced by availability than its reputation as a games platform suggests, with Business, Education, Lifestyle and Utilities all close behind.

A note on the data. Shares follow the App Store primary-category system and are more reliable than absolute counts, which vary by source. Download and revenue shares come from separate datasets and are indicative rather than exact. Because popularity by availability, by downloads and by revenue draw on different measurements, the three should be read as complementary views, not a single ranking. Each answers a different question about what popular really means. Availability, usage and spending are three separate ideas. A category can lead in one and lag in another. Conflating them is the most common mistake in reading the store. Each lens is valid, but only for its own question. Mixing them produces confident but wrong conclusions. Precision about the measure is everything here. Name the metric, and the ranking follows. Change the metric, and the order changes too. The ranking is never fixed, only relative.

Popularity Data Table

Most Popular App Store Categories by Share of Apps, Q2 2026

Most Popular Apple App Store Categories by Share of Available Apps, Q2 2026Click any column to sort

RANK	CATEGORY	SHARE OF APPS
1	Games	12.7%

2	Business	10.4%
3	Education	9.1%
4	Lifestyle	8.5%
5	Utilities	8.0%
6	Entertainment	5.5%
7	Food & Drink	4.5%
8	Health & Fitness	4.3%
9	Travel	3.9%
10	Finance	3.5%
11	Productivity	3.4%
12	Shopping	3.0%
13	Music	2.7%
14	Books	2.7%
15	Photo & Video	2.6%

The table ranks the leading App Store categories by their share of available apps. Games tops the list at about 13 percent, followed by Business, Education, Lifestyle and Utilities. Below the top five, shares fall away gradually through Entertainment, Food and Drink, Health and Fitness and the rest. Sorting the table shows how evenly the store is spread once Games is set aside. The runners-up are remarkably close in size. Only a point or two separates second from fifth place. Business, Education, Lifestyle and Utilities form a tight pack. Together they rival Games for share of the catalogue. Combined, the four nearly match the leader. By app count the store is genuinely balanced. The leader edges ahead rather than running away. On apps alone, Games barely leads the pack. A point or two separates it from the rest.

Games Over Time

A Shrinking Lead

One of the most revealing facts about App Store popularity is that Games share has fallen over time. In the mid-2010s, Games made up around a quarter of all available apps; by 2026 that share has dropped to

about 13 percent. The category is still the largest, but its dominance by app count has roughly halved in a decade.

This decline is not because games have disappeared, far from it, but because the rest of the store has grown faster and Apple has purged many old, abandoned games. As Business, Education, Lifestyle and Health categories expanded, and as Apple culled low-quality titles, the Games share of the catalogue steadily shrank even as the absolute number of games stayed large, a diversification that mirrors the broadening of Apple own business in our Apple revenue by segment analysis.

Games Share of Available Apps Over Time (%)Share of all available apps that are games, by year.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

The falling Games share tells a story of maturation. A store once dominated by simple games has become a broad platform for work, learning, health and commerce. The shift is one of the clearest signs of how central the iPhone has become to every part of life, rather than just entertainment, even as games remain the single most popular category. The store grew up without dethroning its leader. Games stayed on top even as everything else expanded.

Apps vs Downloads

Two Kinds of Popular

The gap between popularity by availability and popularity by downloads is striking. Games accounts for about 13 percent of available apps but roughly 41 percent of all downloads, more than triple its share of the catalogue. A relatively modest slice of apps captures an outsized share of what people actually install.

Other categories show the opposite pattern. Business holds about 10 percent of apps but only around 4 percent of downloads, and Education is similar: many apps, but far fewer downloads per app. These categories are crowded with niche and enterprise tools that each reach a small audience, inflating their app count without matching download volume. Many of these apps are rarely installed at all. A large catalogue

does not guarantee a large audience. Plenty of apps are published and then barely used. App count rewards quantity, not quality or reach. A category can swell with apps nobody downloads. Numbers alone never tell the whole story. Reach and revenue matter more than raw counts. What gets used and paid for is what counts. Installs and spending reveal real demand. App counts only hint at popularity.

Category Share: Available Apps vs Downloads (%)Share of apps compared with share of downloads.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

Some categories punch far above their weight in downloads. Photo and Video, Shopping and Social Networking each hold only two to three percent of apps but draw six to ten percent of downloads, because a handful of giant apps in each, the social and shopping titans, dominate installs. Popularity by downloads concentrates on a few blockbuster apps, a dynamic that drives the revenue in our A few blockbuster apps capture most of the attention, a concentration seen in our Apple Services revenue analysis.

By Downloads

What People Install

Ranked by downloads rather than availability, the App Store looks very different. Games still leads, and by a wider margin at about 41 percent, but the next most-downloaded categories are Photo and Video, Shopping and Entertainment, not the Business and Education categories that rank high by app count.

This download ranking reflects what people actually use their phones for: playing games, sharing photos and videos, shopping and being entertained. The categories that dominate downloads are consumer-facing and driven by a small number of enormous apps, while the categories with the most apps are often professional or niche.

App Store Category Share of Downloads (%)Share of all downloads held by each category.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

The contrast between the two rankings is one of the most important insights about the store. A category can be popular in the sense of having many apps, or popular in the sense of being widely downloaded, and these are very different things. The download ranking is the better guide to consumer behaviour, while the app-count ranking reflects developer activity, a distinction echoed across our Counting apps and counting installs are not the same thing, as our Apple iPhone revenue analysis.

Concentration

Half in Five Categories

Measured by share of apps, popularity is concentrated at the top but not extremely so. The single most popular category, Games, holds about 13 percent; the top five together reach roughly half the store; and the top ten account for around three-quarters. The remaining quarter is spread across more than a dozen smaller categories. The tail is long but thin. Dozens of categories each hold only a sliver of the store.

This moderate concentration distinguishes the App Store from more lopsided marketplaces. No single category overwhelms the rest by app count, and even the largest, Games, leaves room for several other substantial categories. The breadth is part of what makes the store appealing to such a wide range of users and developers.

Cumulative Share of Apps by Category Rank (%)Running share of the store as categories are added largest-first.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

Concentration is far higher when measured by downloads or revenue than by availability. The same top categories that hold half the apps capture a much larger share of downloads and an even larger share of spending. Popularity, in other words, concentrates more sharply the closer one moves from app counts to actual money, a pattern reflected in our Money clusters far more tightly than apps do, as our Apple net income analysis.

Three Lenses

Games by Apps, Downloads, Revenue

Nowhere is the difference between the three lenses clearer than for Games itself. By share of available apps, Games is about 13 percent of the store. By share of downloads, it is roughly 41 percent. And by share of consumer spending, it is around 60 percent. The same category looks modest, dominant or overwhelming depending on the measure. No single number captures the truth about Games. The honest answer is that all three figures are correct.

This widening dominance, from an eighth of apps to nearly two-thirds of revenue, is the defining feature of App Store gaming. Games are comparatively easy to publish, so they crowd the catalogue, but the biggest titles command enormous audiences and monetise aggressively through in-app purchases, which is why their revenue share dwarfs their app share. A handful of hits earn more than thousands of also-rans. Revenue in gaming is intensely top-heavy.

Games Share by Apps, Downloads and Revenue (%)How the Games share grows across the three measures.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

The three-way gap explains why Games receives so much attention despite being only an eighth of the catalogue. For Apple and for developers, the relevant measure is usually revenue, by which Games is the runaway leader. The lesson is that popularity must always be qualified by which measure is meant, a nuance that shapes the value of the whole platform in our The measure chosen changes the conclusion

entirely, a point made in our biggest companies by market value analysis.

Full Mix

One Giant, Many Mediums

Viewed as a whole by share of apps, the App Store is a patchwork of one large category and many medium ones. Games at about 13 percent sits atop a cluster of categories, Business, Education, Lifestyle and Utilities, each between 8 and 10 percent, followed by a long tail of smaller segments that together make up the rest.

This composition underlines how balanced the store is by availability. Outside Games, no category dominates, and the four runners-up are remarkably close in size. The App Store is less a games store with extras than a genuinely broad platform in which games happen to be the largest of many substantial categories.

App Store Category Share of Apps (%)Share of available apps held by leading categories.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

The composition also shifts slowly over time as new needs emerge. Categories tied to growing trends, health, finance, productivity, have gained share, while older categories have faded. The mix of available apps is a living snapshot of what developers think users want, evolving alongside the broader Apple business tracked in our Apple total revenue analysis.

Rank Shifts

Over- and Under-Performers

Comparing each category rank by app count with its rank by downloads reveals which categories over-perform and which under-perform. Photo and Video, Shopping and Social Networking rank far higher by downloads than by app count, the clearest over-performers, because a few giant apps in each draw

enormous installs.

At the other end, Business and Education rank much higher by app count than by downloads. They are crowded with apps but draw comparatively few installs per app, because their audiences are narrower or more professional. These are the categories where developer activity most exceeds consumer demand.

Category Rank: Downloads vs App Count (places gained)How far each category ranks higher by downloads than by apps.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

These rank shifts are a useful guide for anyone trying to understand the store. A category that ranks high by downloads but low by app count, like Photo and Video, signals a market dominated by a few winners. A category that ranks high by app count but low by downloads, like Business, signals fragmentation and intense competition, a contrast comparable to those in our iPad share of revenue analysis.

Share Changes

A Diversifying Store

Tracking how category shares have changed since the mid-2010s shows the store steadily diversifying. Games has lost the most share, falling from around a quarter of the catalogue to about an eighth. Business, Education and Health and Fitness have each gained share, reflecting the spread of the iPhone into work, learning and wellness.

These shifts are gradual but persistent. No category has surged overnight, but the cumulative effect over a decade has been to broaden the store markedly. The decline of the Games share and the rise of professional and lifestyle categories together describe an App Store that has grown up alongside its users.

Change in Category Share of Apps Since 2015 (pp)Percentage-point change in share of apps since the mid-2010s.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

The direction of these changes points to where the store is heading. If recent trends continue, Games will remain the largest category but its share will keep slowly easing, while health, finance and productivity categories expand. The App Store of the future is likely to be even more balanced than today, a maturing that underpins the wider Apple story in our big tech revenue comparison analysis.

By Revenue

Where the Money Concentrates

Measured by revenue, popularity concentrates most sharply of all. Games generate roughly 60 percent of all App Store consumer spending, while every non-game category combined accounts for the remaining 40 percent. This is the most lopsided of the three views, and the one that matters most commercially.

The revenue dominance of games rests on in-app purchases and subscriptions, the dominant monetisation model in mobile gaming. A free game that earns through in-game purchases can generate far more per user than a paid app, which is why games convert their large download share into an even larger revenue share, the engine behind our Services share of Apple revenue analysis.

App Store Consumer Spending: Games vs Non-Game (%)Share of consumer spending from games versus all other apps.

Data:

Derived from Apple App Store category data, compiled by BusinessStats.

Note:

Download shares, revenue shares, historical Games shares, rank shifts and share changes are estimates drawn from app-intelligence sources. The split of popularity by availability, downloads and revenue uses different underlying datasets and is intended to be indicative, not exact.Switch views with the toolbar.

Yet the non-game 40 percent is growing faster, driven by subscriptions in lifestyle, health and productivity apps. Over time, the revenue mix may slowly rebalance, much as the app-count mix already has, even

though games are likely to remain the single most lucrative category for years to come, a trajectory that shapes where Apple invests next in our Apple Vision Pro price list analysis.

~13%Of AppsGames share. ~41%Of DownloadsGames share. ~60%Of RevenueGames share. ~25%In 2015Games then.

The most popular Apple App Store categories look different through every lens. By share of available apps, Games leads modestly at about 13 percent, ahead of Business, Education, Lifestyle and Utilities. By downloads, Games dominates at roughly 41 percent. And by revenue, it commands around 60 percent. The same category is the leader by all three measures, but its margin grows at every step from apps to downloads to dollars.

More than any single ranking, it is the contrast between the measures that defines the store. Games crowd the catalogue, dominate downloads and overwhelm revenue, while categories like Business and Education hold many apps but far fewer users, and a few consumer giants in Photo, Shopping and Social punch far above their app counts. Add the steady decline of the Games share over the past decade, and the picture is of a maturing, diversifying platform, the foundation of the Services business at the heart of Apple modern growth.

FAQ

Frequently Asked Questions: Most Popular App Store Categories

Games is the most popular Apple App Store category by every measure. By share of available apps it leads with about 13 percent, ahead of Business (around 10 percent) and Education (about 9 percent). By downloads its lead widens to roughly 41 percent, and by consumer spending it commands around 60 percent. So while Games tops every ranking, its margin depends heavily on whether popularity is measured by apps, downloads or revenue.

As of Q2 2026, Games account for about 13 percent of all available apps in the Apple App Store, making it the single largest category. This is down sharply from the mid-2010s, when games made up around a quarter of the store. The decline reflects faster growth in other categories such as Business, Education and Health, and Apple's removal of many old, abandoned games, even though the absolute number of games remains large.

The Games share of available apps has roughly halved since the mid-2010s, from around 25 percent to about 13 percent, for two main reasons. First, non-game categories like Business, Education, Lifestyle and

Health have grown faster, expanding the rest of the store. Second, Apple has purged many low-quality and abandoned games to improve store quality. The number of games stayed large, but its share of a bigger, broader store shrank.

By downloads, Games dominates with around 41 percent of all installs, far more than its 13 percent share of available apps. The next most-downloaded categories are Photo and Video (about 10 percent), Shopping (8 percent), Entertainment (7 percent) and Utilities (7 percent). These consumer-facing categories rank much higher by downloads than by app count, because a few giant apps in each capture enormous install volumes.

Categories like Business and Education are crowded with apps, around 10 and 9 percent of the store respectively, but draw relatively few downloads, because many of their apps are niche, professional or enterprise tools that each reach a small audience. By contrast, categories like Photo and Video or Shopping have fewer apps but huge downloads, because a handful of dominant apps account for most installs. App count reflects developer activity; downloads reflect consumer demand.

Popularity can be measured three ways: by share of available apps (how many apps a category has), by share of downloads (how often those apps are installed), and by share of revenue (how much money they generate). These give very different rankings. Games leads all three but by widening margins, while categories like Business rank high by app count but low by downloads and revenue. The right measure depends on the question being asked.

Games generate roughly 60 percent of all Apple App Store consumer spending, while all non-game categories combined account for the remaining 40 percent. This makes revenue the most concentrated measure of popularity, far more lopsided than the roughly 13 percent share of apps or 41 percent share of downloads that games hold. The revenue dominance rests on in-app purchases and subscriptions, the main monetisation model in mobile gaming.

By share of available apps, categories tied to growing needs, Health and Fitness, Finance, Productivity and Business, have gained share since the mid-2010s, while the Games share has fallen. By revenue, non-game categories driven by subscriptions, such as lifestyle and health, are growing faster than games, even though games remain the largest single source of spending. The overall trend is a steadily diversifying store.

No. While Games is the largest single category, it holds only about 13 percent of available apps, with Business, Education, Lifestyle and Utilities each close behind at 8 to 10 percent. By app count the store is genuinely broad and balanced. Games dominate downloads and revenue because of a few blockbuster

titles, but the catalogue as a whole spans work, learning, health, commerce and far more beyond entertainment.

They differ greatly. Games hold about 13 percent of apps but 41 percent of downloads; Business holds about 10 percent of apps but only 4 percent of downloads; and Photo and Video holds under 3 percent of apps but around 10 percent of downloads. App share reflects how many apps developers have published in a category, while download share reflects how many of those apps people actually install, which is concentrated in a few popular titles.

Sources

App-intelligence sources (Appfigures, Sensor Tower, 42matters and similar) - Used for App Store category shares, download shares and revenue shares as of Q2 2026.

Apple - App Store - Reference for the App Store category system.

Shares of available apps follow the App Store primary-category classification and may not sum to 100 percent due to rounding and grouped smaller categories. Games is the most popular category by every measure: about 13 percent of apps, 41 percent of downloads and 60 percent of consumer spending. Download shares, revenue shares and historical Games shares come from separate datasets and are indicative estimates, not exact figures.

STATISTICS REPORT

Apple App Store: number of available apps Q2 2026, by category

Updated Jun 18, 2026 · businesstats.com/apple-app-store-number-of-available-apps-by-category

~241k GAMES APPS	~1.9M TOTAL APPS	~13% GAMES SHARE
~50% TOP 5 SHARE	~95% FREE APPS	26 CATEGORIES

Overview

Number of available apps in the Apple App Store in 2nd quarter 2026, by category

The Apple App Store is vast, hosting roughly 1.9 million available apps spread across more than two dozen categories. This report breaks down the store by category as of the second quarter of 2026, showing how many apps fall into each, from the dominant Games category down to the long tail of niche segments. It is a map of what the App Store actually contains. Few people realise just how lopsided that map is. A small number of categories tower over all the rest. This imbalance shapes how developers compete and how users browse. The biggest categories are also the most crowded and competitive. Standing out in Games or Business is genuinely hard. Discovery is the developer biggest challenge there. Visibility, not creation, is the hard part now. Getting noticed is the real battle today.

Games is comfortably the largest single category, with around 241,000 apps, roughly an eighth of the whole store. It is followed by Business, Education, Lifestyle and Utilities, each holding well over 150,000 apps. The store revenue, dominated by these same apps, is tracked in our Services share of Apple revenue analysis; here the focus is on how many apps exist, not what they earn. The two measures tell very different stories. Apps measure breadth; revenue measures intensity. A category can be huge in count yet modest in earnings, or small yet lucrative. Reading both together is the only way to understand the store. Neither count nor revenue alone tells the full story. The fullest picture needs both side by side. Together they reveal what neither shows alone.

Apple App Store Apps by Category, Q2 2026 (thousands)Estimated number of available apps in each category.

Data:

Number of available apps in the Apple App Store by category, as of fiscal Q2 2026, compiled by BusinessStats from app-intelligence sources.

Note:

Category shares follow the App Store primary-category classification. App counts are derived from those shares applied to a store total of roughly 1.9 million apps. Reported totals vary by source and method, from about 1.5 to 2.4 million, depending on whether games are counted separately and how multi-category apps are treated.Switch views with the toolbar.

The category mix reveals a great deal about how people use iPhones. Games dominate by count and by revenue, but the large Business, Education and Lifestyle categories show how central the App Store has become to work, learning and daily life. The breadth of the catalogue is itself one of the iPhone strongest competitive advantages. No rival platform matches the sheer range of what is on offer. That range is a moat as much as a menu. The sheer depth of the catalogue is hard for any rival to replicate. It took the App Store more than fifteen years to build. That head start is itself a barrier to rivals.

A note on the data. Category shares follow the App Store primary-category system, and app counts are derived by applying those shares to a store total of about 1.9 million apps. Reported totals vary widely by source and method, from roughly 1.5 to 2.4 million, depending on whether games are counted separately and how apps listed in multiple categories are handled. The broad pattern, however, is consistent across every source. Whatever the exact total, the ranking barely changes. Games leads, the same five sit at the top, and the long tail follows. The structure is remarkably stable from year to year. Only the totals grow; the shape stays the same. Each year adds apps without reshaping the ranking. Growth is steady but the order holds firm.

Category Data Table

Apple App Store Apps by Category, Q2 2026

Apple App Store: Available Apps by Category, Q2 2026Click any column to sort

CATEGORY	APPS	SHARE

Games	241,000	12.7%
Business	198,000	10.4%
Education	173,000	9.1%
Lifestyle	162,000	8.5%
Utilities	152,000	8.0%
Entertainment	105,000	5.5%
Food & Drink	86,000	4.5%
Health & Fitness	82,000	4.3%
Travel	74,000	3.9%
Finance	67,000	3.5%
Productivity	65,000	3.4%
Shopping	57,000	3.0%
Music	51,000	2.7%
Books	51,000	2.7%
Photo & Video	49,000	2.6%
Sports	44,000	2.3%
Social Networking	40,000	2.1%
News	30,000	1.6%
Reference	30,000	1.6%
Medical	29,000	1.5%
Navigation	23,000	1.2%
Graphics & Design	21,000	1.1%
Developer Tools	17,000	0.9%
Weather	13,000	0.7%
Magazines & Newspapers	11,000	0.6%

Other	30,000	1.6%

The table lists every major App Store category with its estimated number of available apps and its share of the store. The counts range from around 241,000 for Games down to a few thousand for the smallest niches. Sorting the columns shows how a handful of large categories account for most of the store, while a long tail of smaller ones fills out the rest. The table is the clearest single view of the whole store. Every category and its size sit in one place. It rewards a closer look at where the apps really are. The largest categories are not always the ones users notice most. Many giant categories sit quietly in the background.

By Share

A Top-Heavy Store

Looked at by share, the App Store is top-heavy. The five largest categories, Games, Business, Education, Lifestyle and Utilities, together account for roughly half of all available apps. The remaining half is spread across more than twenty smaller categories, none of which alone reaches six percent of the store.

Games alone makes up about 13 percent of the store, more than the next two categories combined in many counts. This concentration at the top reflects both the commercial pull of mobile gaming and the relatively low barrier to publishing a simple game, which together have produced a vast catalogue of titles, a pattern that drives the revenue in our The same titles that crowd the catalogue also fill the charts in our Apple Services revenue analysis.

Apple App Store Category Share (% of apps)Share of all available apps held by leading categories.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Below the top five, the shares fall away gradually rather than sharply. Entertainment, Food and Drink, Health and Fitness, Travel and Finance each hold three to six percent of the store. This gentle decline, rather than a cliff, is what gives the App Store its remarkable breadth: there is a meaningful category for almost every kind of app. That completeness is part of what keeps users inside the ecosystem. Whatever a

user needs, an app for it usually exists.

Top Ten

Where the Bulk Sits

Ranking the ten largest categories shows where the bulk of the store sits. Games leads with about 241,000 apps, followed by Business near 198,000, Education around 173,000, Lifestyle about 162,000 and Utilities near 152,000. These five each exceed 150,000 apps and together form the core of the catalogue.

The second five in the top ten, Entertainment, Food and Drink, Health and Fitness, Travel and Finance, each hold between roughly 67,000 and 105,000 apps. The drop from the top five to the second five is steep, with Entertainment at around 105,000 already well below the 152,000 of Utilities, the smallest of the leaders. The gap between the leaders and the rest is stark. A clear tier separates the giants from everyone else. The five leaders occupy a class of their own. Nothing in the second tier comes close to their scale. The drop after the top five is sharp and clear. A visible step divides the leaders from the pack.

Ten Largest App Store Categories (thousands of apps)The ten categories with the most available apps.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Together, these ten categories account for the large majority of all available apps. The pattern is typical of large marketplaces: a small number of broad categories dominate, while specialised segments, however useful, hold far fewer titles. The dominance of the top ten mirrors the concentration seen across Apple business in our Apple revenue by segment analysis.

Games vs Apps

The Defining Divide

The single clearest divide in the App Store is between games and everything else. Games account for roughly 13 percent of available apps, around 241,000 titles, while the other 87 percent, some 1.66 million

apps, span every other category from business to weather. This split is one of the most-cited facts about the store.

Yet the game share of apps understates the game share of money. While games are about an eighth of the catalogue by count, they generate well over half of all App Store consumer spending, because mobile gaming relies so heavily on in-app purchases and subscriptions. A relatively small slice of apps drives a disproportionate share of revenue.

Games vs Non-Game Apps in the App Store (% of apps)Share of available apps that are games versus everything else.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The contrast between the game share of apps and of revenue is one of the defining features of the App Store economy. It explains why Apple, and developers, pay such close attention to gaming even as the non-game categories grow, and why the store revenue is far more concentrated than its app catalogue, a dynamic reflected in our Revenue clusters even more tightly than apps do, as seen in our Apple net income analysis.

Concentration

Half in Five Categories

Stacking the categories from largest to smallest shows how quickly the store fills up. The single largest category, Games, covers about 13 percent of apps; the top five reach roughly half; and the top ten account for around three-quarters of the entire store. Only the final quarter is spread across the many smaller categories.

This cumulative curve rises steeply at first and then flattens, the classic signature of a long-tailed distribution. A handful of broad categories do most of the heavy lifting, while dozens of niche segments each contribute only a sliver. The shape is familiar from many digital marketplaces, where a few categories

dominate the catalogue. The App Store is a textbook example of the pattern. A short head and a very long tail. A few categories hold most of the apps, while dozens hold a sliver each. The shape is the same across most app marketplaces. Concentration at the head is the norm, not the exception.

Cumulative Share of Apps by Category Rank (%)Running share of the store as categories are added largest-first.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The long tail matters despite its small individual shares. Collectively, the smaller categories, from Medical to Weather to Developer Tools, hold hundreds of thousands of apps and serve the specialised needs that make the iPhone useful to so many different people. Breadth, not just depth, is what makes the platform valuable, much as variety drives the appeal explored in our The niches matter more together than any one does alone, a breadth echoed in our Apple iPhone revenue analysis.

By Theme

More Than a Games Arcade

Grouping the categories into broader themes clarifies what the store is for. A work-and-finance cluster, spanning Business, Education, Productivity and Finance, is one of the largest, reflecting how much serious work now happens on the iPhone. A media-and-entertainment cluster, including Entertainment, Music, Photo and Video and Books, is another major block. Media apps remain a cornerstone of how people spend time on the iPhone. Entertainment and music alone fill tens of thousands of listings.

A lifestyle-and-social cluster, covering Lifestyle, Social Networking, Health and Fitness, Food and Drink, Travel and Shopping, is perhaps the broadest of all, capturing the many ways apps weave into daily routines. A tools-and-utilities cluster, including Utilities, Navigation, Weather and Reference, rounds out the practical side of the store. These utility apps are the quiet workhorses of the platform. They rarely top the charts but are used constantly. A weather or navigation app may open every day without ever trending. Usefulness and visibility are not the same thing. Some of the most-used apps live in tiny categories.

App Store Apps by Broad Theme (thousands)Categories grouped into broader thematic clusters.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Seen through these clusters, the App Store is far more than a games arcade. The work, lifestyle and media groupings each rival or exceed Games in total size, showing how thoroughly the iPhone has embedded itself into every part of life. This breadth is central to the platform value, and to the loyalty it commands, as our biggest companies by market value analysis reflects. Breadth, not any single category, is the platform real moat. Competitors can copy a category, not the whole catalogue. It is the combination of breadth and depth that locks users in. That is the true strength of the App Store. Breadth and depth together are far harder to match. A rival would need both at once to compete.

By Size Band

A Steep Hierarchy

Sorting the categories by size band shows how few are truly large. Only a handful of categories, the top five, exceed 150,000 apps. A middle group of around ten categories holds between 40,000 and 105,000 apps each, and a long tail of smaller categories holds fewer than 40,000 apps apiece.

This distribution by size underlines the concentration at the top. The store is not an even spread of categories of similar size, but a steep hierarchy: a few giants, a cluster of mid-sized categories, and many small ones. The giants set the character of the store, while the small categories give it its depth.

Number of Categories by Size BandHow many categories fall into each size band.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The size bands also show where growth tends to happen. The mid-sized categories, Health and Fitness, Food and Drink, Finance and the like, have been among the faster-growing, as apps push into new corners of daily life. Over time, todays mid-sized categories may become tomorrows giants, reshaping the store profile, a shift comparable to those in our iPad share of revenue analysis.

The Long Tail

Small but Important

The smallest categories form the long tail of the store. Weather, with around 13,000 apps, Magazines and Newspapers near 11,000, and Developer Tools around 17,000 are among the least populated, each holding well under one percent of the store. Yet they remain important to the users and developers who rely on them.

These niche categories are small for understandable reasons. Some, like Weather, serve a narrow need that a handful of dominant apps already meet; others, like Developer Tools, target a specialised audience. Their small size is a sign of focus, not failure, and many contain some of the most heavily used apps in the entire store.

Smallest App Store Categories (thousands of apps)The least-populated categories in the store.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The long tail also illustrates how the App Store classification works. A category like Magazines and Newspapers has shrunk as publishing shifted toward general News and subscription apps, while newer needs spawn fresh categories over time. The tail is not static; it reflects the changing shape of how people use their devices, a theme running through our Apple total revenue analysis.

The Middle

Where Growth Happens

Between the giants and the long tail sits a band of mid-sized categories that often matter most to everyday users. Health and Fitness, with around 82,000 apps, Food and Drink near 86,000, Finance around 67,000 and Productivity near 65,000 each hold a substantial catalogue without dominating the store.

These mid-sized categories are where much of the App Store recent growth has concentrated. Health and Fitness in particular has expanded rapidly as wellness tracking and subscriptions have grown, while Finance has swelled with banking, payments and investing apps. They represent the App Store moving into ever more areas of daily life.

Mid-Sized App Store Categories (thousands of apps)Categories between the giants and the long tail.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The vitality of these middle categories is a healthy sign for the platform. A store dominated entirely by games and a few giants would be narrow; the strength of the mid-tier shows the iPhone serving a genuinely broad range of needs. It is in this middle band that the next wave of large categories is most likely to emerge, expanding the base that powers our big tech revenue comparison analysis.

Free vs Paid

A Free-First Store

Across all categories, the overwhelming majority of App Store apps are free to download. Around 95 percent of available apps carry no upfront price, while only about 5 percent are paid. This reflects the dominance of the freemium model, where apps are free to install but earn through in-app purchases, subscriptions or advertising.

The tiny share of paid apps is consistent across most categories, though it is slightly higher in a few, such as Education and some productivity tools, where users are more willing to pay upfront for quality. Even there, paid apps remain a small minority, as developers have learned that free installation maximises the audience and that money is better made after the download.

Free vs Paid Apps in the App Store (% of apps)Share of available apps that are free versus paid.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

This free-first structure is the foundation of the entire App Store economy. By removing the upfront price for almost every app, Apple and developers maximise downloads and then monetise through ongoing spending, which is why a store that is 95 percent free can still generate enormous revenue, the engine behind our Apple Vision Pro price list analysis of where Apple invests next.

~241kGames AppsLargest category. ~1.9MTotal AppsAcross the store. ~50%Top 5 ShareHalf the store. ~95%Free AppsFreemium rules.

The Apple App Store, by category, is a portrait of how the iPhone is used. Games dominate the catalogue with around 241,000 apps, about an eighth of the store, followed by Business, Education, Lifestyle and Utilities, each with well over 150,000. Below them, a gentle slope of smaller categories, from Entertainment to Weather, fills out a store of roughly 1.9 million apps in all.

More than any single category, it is the breadth that defines the store. Work, lifestyle, media and utility apps together far outweigh games, showing how thoroughly the iPhone has woven itself into every part of life, while the overwhelmingly free catalogue keeps the door open to everyone. For Apple, this vast and varied catalogue is not just a convenience but a competitive moat, the foundation of the Services business tracked across our Apple iPad revenue analysis and the wider Apple story.

FAQ

Frequently Asked Questions: App Store Apps by Category

As of Q2 2026, the Apple App Store hosts roughly 1.9 million available apps. Games is the largest category with about 241,000 apps, followed by Business (around 198,000), Education (173,000), Lifestyle (162,000) and Utilities (152,000). Below these, categories such as Entertainment, Food and Drink, Health and Fitness and Travel each hold tens of thousands of apps. Reported totals vary by source from about 1.5 to 2.4 million.

Games is the largest single category in the Apple App Store, accounting for roughly 13 percent of all available apps, or about 241,000 titles. It is well ahead of the next categories, Business, Education, Lifestyle and Utilities, which each hold between about 152,000 and 198,000 apps. Games also dominate App Store revenue, generating well over half of consumer spending despite being only about an eighth of apps by count.

The Apple App Store divides apps into more than two dozen primary categories, typically around 26, ranging from large ones like Games, Business and Education to small niches such as Weather, Magazines and Newspapers, and Developer Tools. Each app is assigned a primary category, though many could fit several, which is one reason different sources report slightly different category counts.

Games account for roughly 13 percent of all available apps in the Apple App Store, about 241,000 of the store's roughly 1.9 million apps. The other 87 percent, around 1.66 million apps, span every other category. However, games punch far above their weight in revenue, generating well over half of all App Store consumer spending through in-app purchases and subscriptions.

Around 95 percent of available apps in the Apple App Store are free to download, while only about 5 percent are paid. This reflects the dominance of the freemium model, in which apps are free to install and earn money through in-app purchases, subscriptions or advertising. The free share is high across nearly every category, though a few, like Education, have a slightly higher proportion of paid apps.

Among the mid-sized categories, Health and Fitness, Finance and Food and Drink have been among the faster-growing, as apps push into wellness tracking, banking and payments, food delivery and similar areas of daily life. These categories each hold tens of thousands of apps and represent the App Store steadily expanding into ever more parts of everyday life beyond games and the largest established categories.

Estimates of the total number of available apps in the Apple App Store vary by source and method, ranging from about 1.5 million to 2.4 million as of 2026. The differences come from whether games are

counted separately, how apps listed in multiple categories are treated, and how aggressively inactive apps are excluded. This analysis uses a working total of roughly 1.9 million available apps.

Category sizes reflect both demand and the ease of publishing. Games and Business are huge because they attract enormous developer interest and cover many sub-types. Small categories like Weather serve a narrow need already met by a few dominant apps, so fewer developers enter them. The result is a steep hierarchy: a few giant categories, a band of mid-sized ones, and a long tail of small niches.

Not always in proportion. Games are both the largest category by app count and the biggest by revenue, generating well over half of App Store consumer spending. But some smaller categories, such as Finance, Lifestyle and dating apps within Social Networking, generate outsized revenue per app through subscriptions, while large categories like Education earn relatively little. App count and revenue are related but far from identical.

The breakdown is based on the primary category Apple assigns to each app, as tracked by app-intelligence firms that scan the store. Category shares are relatively stable and widely reported; app counts are then derived by applying those shares to an estimate of the store total. Because the total and the treatment of multi-category and inactive apps vary, the exact per-category counts should be read as well-grounded estimates rather than precise figures.

Sources

App-intelligence sources (Appfigures, 42matters and similar) - Used for App Store category shares and store totals as of Q2 2026.

Apple - App Store - Reference for the App Store category system.

Category shares follow the App Store primary-category classification. App counts are derived by applying those shares to a store total of about 1.9 million apps. Games is the largest category at roughly 13 percent (about 241,000 apps); around 95 percent of apps are free. Reported totals vary by source from about 1.5 to 2.4 million, depending on whether games are counted separately and how multi-category and inactive apps are handled. Per-category counts are estimates, not exact figures.

STATISTICS REPORT

User-generated content statistics & facts

Updated Sep 30, 2026 · businesstats.com/user-generated-content-statistics-facts

$2.2B REDDIT REVENUE 2025	**130.3M** REDDIT DAILY USERS	**$1.5B** ROBLOX CREATOR PAYOUTS
$480B CREATOR ECONOMY 2027 (F)	**98%** SAY REVIEWS ESSENTIAL	**77%** TRUST CUSTOMER PHOTOS

Overview

What is user-generated content?

User-generated content, or UGC, is any content created by ordinary people rather than by brands, publishers or professional studios. It covers social media posts, videos on YouTube and TikTok, Reddit threads, Wikipedia articles, product reviews, photos of purchases, games built on Roblox and answers on question-and-answer sites. Much of the modern internet is built on it: the largest platforms do not make most of what their users see, they host and rank what their users make.

UGC has also become big business. Reddit, which runs almost entirely on posts and comments from its users, earned 2.2 billion dollars in revenue in 2025. Roblox paid its creators about 1.5 billion dollars the same year. YouTube says it paid creators, artists and media companies more than 100 billion dollars over four years. And for shoppers, reviews and photos from other customers are now among the most trusted sources of information. This report sets out the data on the platforms, the creators, the consumers who rely on UGC, the brands that use it, and the challenge that generative AI poses to it. For a sense of the raw volume of content created online, see our data on user-generated content uploaded every minute.

Types of UGC

The main types of user-generated content

User-generated content comes in many forms, and each plays a different role online. Social posts and short videos on platforms such as TikTok, Instagram, Facebook and X make up the largest volume of content and drive most of the time people spend on social media. Long-form video, led by YouTube, has

created a class of professional creators whose channels rival television networks. Discussion forums and communities, such as Reddit, Discord servers and specialist message boards, hold detailed conversations and advice on almost every subject. Reference content such as Wikipedia and question-and-answer sites captures collective knowledge. Reviews, ratings and customer photos on retail sites and review platforms shape purchase decisions. And interactive UGC, from Roblox games to Minecraft servers and game mods, turns players into developers.

What unites these forms is that the platform provides the tools, distribution and audience, while users provide the content. Platforms earn money mainly through advertising placed around that content, through commissions on sales, or through subscriptions, and increasingly by sharing part of that money with the creators who draw the audience.

Reddit

Reddit: turning conversations into revenue

Reddit is the clearest example of a business built entirely on user contributions. Its communities, known as subreddits, are created and moderated by volunteers, and every post and comment is written by users. After listing on the New York Stock Exchange in March 2024, Reddit has grown rapidly. Revenue rose from 804 million dollars in 2023 to 1.3 billion in 2024 and 2.2 billion in 2025, and the company turned from a net loss of 484 million dollars in 2024 to a net profit of 530 million dollars in 2025.

Reddit Annual Revenue, 2023 to 2025 (billion USD)Total revenue from advertising and other sources, including data licensing.

Data:

Reddit fourth quarter and full year 2024 and 2025 results. Compiled by BusinessStats.Switch to the table for exact figures.

Almost tripled in two years: Reddit revenue rose from 0.80 billion dollars in 2023 to 2.2 billion in 2025, driven by advertising.

Growth has continued in 2026. In the second quarter of 2026, Reddit revenue rose 61 percent to 805 million dollars, of which 762 million came from advertising and 43 million from other sources, mainly licensing its data to AI companies such as Google and OpenAI. Net income more than doubled to 253 million dollars, and the company guided to revenue of 860 to 870 million dollars in the third quarter. Reddit content also appears prominently in Google search results and in AI answers, which has brought millions of

new visitors to the site.

Reddit Users

Who uses Reddit

Reddit had 130.3 million daily active uniques worldwide in the second quarter of 2026, up 18 percent year on year, and 514.6 million weekly active uniques, up 24 percent. Most of the growth came from outside the United States, helped by machine translation that makes English-language discussions readable in other languages.

Reddit Daily Active Uniques by Region, Q2 2026 (million)Average daily active uniques in the second quarter of 2026.

Data:

Reddit second quarter 2026 results. Compiled by BusinessStats.Switch to the table for exact figures.

International majority: 77.1 million of the 130.3 million daily users of Reddit were outside the US in the second quarter of 2026.

Users in the United States are far more valuable to advertisers: average revenue per user was 11.85 dollars in the US in the second quarter of 2026, compared with 2.26 dollars internationally. US daily users stood at 53.2 million, and the company has faced questions from investors about slowing growth among logged-in US users as more people arrive through search and AI. The pattern shows a central tension for UGC platforms: they depend on search engines and AI tools for new visitors, while those same tools increasingly answer questions using platform content without sending users to the site.

Roblox

Roblox: games made by users

Roblox takes user-generated content beyond text and video. Almost every game on the platform is built by its users, from teenagers learning to code to professional studios. Creators earn Robux, the virtual currency, when players spend in their games, and can convert them into real money through the Developer Exchange programme. Roblox paid creators about 923 million dollars in 2024 and about 1.5 billion dollars in 2025, and developer exchange fees reached 363 million dollars in the second quarter of 2026, up 15 percent. In the second quarter of 2026, Roblox had 123 million daily active users.

Average Annual Earnings of Top Roblox Creators, 2024 (million USD)Average Developer Exchange earnings for the top creators, 12 months to December 2024.

Data:

Roblox annual economic impact report, September 2025.

Note:

the median participant in the Developer Exchange programme earned 1,575 dollars. Compiled by BusinessStats.Switch to the table for exact figures.

A winner-takes-most economy: the top 10 Roblox developers averaged 33.9 million dollars each, while the median creator in the payout programme earned 1,575 dollars.

The distribution of earnings is extremely unequal, as in most creator economies. More than 24,500 creators took part in the Developer Exchange programme, but the median participant earned just 1,575 dollars in 2024. The top 100 developers averaged 6 million dollars each and the top 1,000 averaged 820,000 dollars, up more than 570 percent since 2019. For a few studios, building on Roblox has become a large business; for most creators, it remains a hobby that pays small amounts.

Creator Economy

The creator economy

The wider creator economy, in which individuals earn money from content they make and share, has grown into a major industry. Goldman Sachs estimated in 2023 that the creator economy was worth about 250 billion dollars and could reach 480 billion dollars by 2027, with the number of creators worldwide growing from about 50 million by 10 to 20 percent a year.

Size of the Global Creator Economy (billion USD)Estimated total market value, 2023 and 2027 forecast.

Data:

Goldman Sachs Research, April 2023.

Note:

2027 is a forecast. Compiled by BusinessStats.Switch to the table for exact figures.

Heading for half a trillion: Goldman Sachs expects the creator economy to grow from about 250 billion dollars in 2023 to about 480 billion in 2027.

Only a small share of creators earn a living. Goldman Sachs estimated that just 4 percent of creators are professionals earning more than 100,000 dollars a year, and that brand deals account for around 70 percent of creator income, with the rest coming from platform revenue sharing, subscriptions and direct payments from fans. YouTube remains the largest payer: it says it paid more than 100 billion dollars to creators, artists and media companies in the four years to 2024. The biggest creators command audiences larger than many television networks, as shown in our overview of YouTube statistics.

YouTube

YouTube: the biggest payer of creators

YouTube is the largest platform for video made by independent creators and the largest single source of creator income. The company said in September 2025 that it had paid more than 100 billion dollars to creators, artists and media companies over the previous four years, through its Partner Program, which shares advertising and subscription revenue with channel owners. YouTube earned about 40.4 billion dollars from advertising in 2025, according to WARC, and its short-form format, YouTube Shorts, now generates more than 200 billion views a day.

The platform has shifted the balance of power in entertainment. Many of the most-watched channels belong to individuals rather than studios, and YouTube has become the most-watched streaming service on television screens in the United States. Creators increasingly build businesses around their channels, selling merchandise, launching consumer brands and signing sponsorship deals worth millions of dollars. The size of the audience is shown in our data on the countries with the most YouTube users.

Social Video

Social video and social commerce

On TikTok and Instagram, user-generated content and commerce are merging. TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025, according to Momentum Works, and about 15.4 million creators promoted products through its affiliate programme in the United States alone, earning commissions on sales generated by their videos. Brands on TikTok earned a median engagement rate of 2.01 percent per video in 2026, far higher than on other platforms, according to Rival IQ, which is one reason marketers pay creators to make content in the native, user-made style of the platform.

This model pushes UGC to the centre of the marketing funnel. A single viral video from an ordinary user can sell out a product within days, and platforms reward content that feels authentic over content that

looks like advertising. For brands, the challenge is to encourage genuine customer content while staying within advertising disclosure rules when creators are paid. Our overviews of Instagram and the largest social networks show where that content is published.

Reviews

Reviews: the most trusted UGC

For shoppers, the most important form of user-generated content is the product review. In a PowerReviews survey of 8,153 US consumers in 2023, 99.75 percent of online shoppers said they read reviews at least sometimes, and 91 percent always or regularly did. 98 percent said reviews were essential when deciding to buy, and 45 percent said they would not buy a product with no reviews at all.

How US Shoppers Use Product Reviews, 2023 (%)Share of online shoppers agreeing with each statement.

Data:

PowerReviews, The Ever-Growing Power of Reviews, survey of 8,153 US consumers, April 2023. Compiled by BusinessStats.Switch to the table for exact figures.

Reviews are essential: 98 percent of US online shoppers said reviews were essential to their purchase decisions, and 82 percent trusted them as much as recommendations from friends or family.

Reviews are trusted because they come from people with nothing to sell. In the same survey, 82 percent of shoppers said they trusted reviews as much as, or more than, recommendations from family and friends, and 91 percent said they trusted reviews when making purchase decisions. Shoppers also read reviews critically: 56 percent distrusted star ratings that came without written comments, and 78 percent read more reviews before buying expensive products. This is why retailers and brands work hard to collect reviews, and why fake reviews have become a major regulatory issue.

Photos and Video

Customer photos and videos

Visual UGC, such as photos and videos that customers post of products they have bought, has become an important part of shopping online. PowerReviews found that 73 percent of US shoppers consider customer photos and videos when deciding what to buy, and 77 percent trust such visual content.

How US Shoppers Use Customer Photos and Videos, 2023 (%)Share of online shoppers agreeing with each statement.

Data:

PowerReviews, The Ever-Growing Power of Reviews, April 2023. Compiled by BusinessStats.Switch to the table for exact figures.

Seeing is believing: 77 percent of US shoppers said they trust customer photos and videos, and 73 percent consider them when making purchase decisions.

Social platforms have made this kind of content ubiquitous. Unboxing videos, try-on hauls and product demonstrations on TikTok, Instagram and YouTube act as reviews in video form, and brands increasingly repost them on their websites and in their ads. Hashtags can turn a single product into a trend overnight, as seen in our data on the top TikTok hashtags, and influencer posts blend UGC with paid promotion, as covered in our data on the most followed TikTok accounts.

Marketing

How brands use UGC

Brands use user-generated content in three main ways. First, they display reviews, ratings and customer photos on product pages to build trust and increase conversion rates. Second, they run campaigns that invite customers to create content, such as hashtag challenges or photo contests, and then share the best entries. Third, they pay creators to produce content that looks and feels like organic UGC for use in advertising. This last category, often called UGC ads, has grown quickly because such videos tend to outperform polished studio ads on social platforms, where users are used to seeing content from ordinary people.

The rise of social commerce has blurred the line between UGC and advertising further. On TikTok Shop and Instagram, creators earn commissions on sales generated by their videos, turning product reviews into a sales channel. Marketers now treat UGC as a core part of their plans, as reflected in our data on the influence of social media marketing on businesses, the platforms marketers use and social media ad spend worldwide.

Search

UGC and search

Search engines have turned towards user-generated content in recent years. As people added words such as reddit to their searches to find real opinions instead of optimised marketing pages, Google began to show more forum and discussion results. In February 2024 it signed a data licensing deal with Reddit, reported to be worth about 60 million dollars a year, giving it access to Reddit content for its AI models and search. Forum threads, reviews and short videos now appear prominently in results for product comparisons, travel questions and advice.

For brands, this has changed search strategy. Being mentioned positively in forums, reviews and creator videos matters more than before, because that content is what searchers, and increasingly AI assistants, draw on when recommending products. Many companies now monitor communities such as Reddit and respond to questions openly, and encourage satisfied customers to leave reviews on the platforms where potential buyers look. At the same time, the growing value of UGC in search has attracted spam, with marketers posting disguised promotions in forums, and platforms have tightened rules to keep discussions genuine.

Moderation

Moderation and trust

Hosting content made by millions of users brings responsibility for what they post. Platforms combine automated systems with human moderators to remove illegal content, harassment, misinformation and spam. Reddit relies heavily on volunteer moderators who run individual communities under its site-wide rules, while TikTok, YouTube and Meta employ large moderation teams and publish regular transparency reports, such as the data summarised in our report on TikTok accounts removed by reason.

Regulation is raising the bar. The European Digital Services Act requires the largest platforms to assess and reduce systemic risks, explain how their recommendation systems work and give users ways to appeal moderation decisions. The United Kingdom Online Safety Act imposes duties to protect children from harmful content. In the United States, the Federal Trade Commission rule on fake reviews, adopted unanimously in August 2024, bans buying or selling fake reviews and testimonials, including those created with AI, as well as suppressing negative reviews and inflating social media indicators such as followers and views. For UGC to remain valuable, audiences need to be able to trust that it is real, and platforms are investing more in verification and labelling to protect that trust.

Wikipedia

Wikipedia: the largest collaborative project

Wikipedia is the largest example of non-commercial user-generated content. By December 2025, the English Wikipedia had about 7 million articles and all language editions together had more than 66 million articles in 342 languages, according to the Pew Research Center. More than 600,000 people had edited Wikipedia in the previous 30 days, and edits were made at an average rate of 5.7 per second in 2024, although bots accounted for nearly 40 percent of all edits.

7MEnglish Wikipedia articlesDecember 2025.66M+Articles in all languagesAcross 342 languages.508MHuman page views a dayAverage, 2015 to 2025.-8%Human page viewsOctober 2025 vs October 2024.

Wikipedia also illustrates how AI is changing the economics of UGC. Human page views fell by about 8 percent in October 2025 compared with a year earlier, as search engines and chatbots increasingly answer questions directly using Wikipedia content, while automated traffic from bots and AI crawlers reached more than 88 billion page views in 2025. Wikipedia relies on volunteers and donations rather than advertising, but fewer human visits could mean fewer new editors and donors over time.

AI

Generative AI and the future of UGC

Generative AI is both the biggest threat and the newest customer for user-generated content. Large language models were trained on vast amounts of UGC from sites such as Reddit, Wikipedia and Stack Overflow, and AI assistants now answer many of the questions people once posted to forums. Stack Overflow, the question-and-answer site for programmers, is the starkest example: monthly questions, which peaked at around 200,000 in 2014, had fallen to levels last seen when the site launched in 2009 by May 2025, after ChatGPT became widely used by developers.

At the same time, UGC platforms have found a new source of revenue by licensing their content to AI companies. Reddit signed data licensing deals with Google and OpenAI in 2024, and its other revenue, mostly from such agreements, was 43 million dollars in the second quarter of 2026. Consumers are also turning to AI when they shop: in a 2025 Bazaarvoice survey of more than 7,000 consumers in six countries, almost one in four said they had used a generative AI tool instead of a search engine, rising to 41 percent among 18 to 34 year olds, and those AI tools often summarise customer reviews. The growth of these tools

is tracked in our data on generative AI users worldwide.

AI also creates new risks. Generative tools make it easy to produce fake reviews, fake photos and synthetic videos at scale, which threatens the trust that makes UGC valuable. In the United States, the Federal Trade Commission adopted a rule in 2024 that bans fake reviews and testimonials, including those generated by AI, and allows civil penalties against businesses that buy or sell them. The European Union requires large platforms to tackle illegal and deceptive content under its Digital Services Act. For platforms and brands, keeping UGC authentic is becoming as important as collecting it.

Outlook

The future of user-generated content

User-generated content remains the foundation of the social internet. The largest platforms are growing, creators are earning more than ever in total, and shoppers trust reviews and customer photos more than almost any other source. At the same time, the economics are shifting. AI assistants are absorbing some of the traffic that used to flow to forums and wikis, platforms are selling their content to AI companies, and the line between authentic UGC and paid or synthetic content is getting harder to see. The platforms that thrive will be those that keep real people creating, and give audiences reasons to trust what they see. Our overviews of social media, the biggest social media platforms and social network users worldwide provide wider context.

Key Facts

User-generated content in numbers

$2.2BReddit revenue2025, up 69 percent.$1.5BPaid to Roblox creators2025.$480BCreator economy by 2027Goldman Sachs forecast.98%Shoppers who call reviews essentialUS, 2023. FAQ

Frequently Asked Questions

User-generated content is any content created by ordinary users rather than brands or publishers, including social media posts, videos, reviews, forum discussions, wiki articles and games built on platforms such as Roblox.

Reddit earned 2.2 billion dollars in revenue in 2025, up 69 percent, and a net profit of 530 million dollars. In the second quarter of 2026 its revenue was 805 million dollars.

Reddit had 130.3 million daily active uniques and 514.6 million weekly active uniques worldwide in the second quarter of 2026, most of them outside the US.

Roblox paid creators about 1.5 billion dollars in 2025. The top 10 developers averaged 33.9 million dollars each in 2024, but the median participant earned 1,575 dollars.

Goldman Sachs estimated it at about 250 billion dollars in 2023 and expects it to reach about 480 billion by 2027, with around 50 million creators worldwide.

Yes. In a 2023 PowerReviews survey, 98 percent of US shoppers said reviews were essential and 82 percent trusted them as much as recommendations from friends or family.

Shoppers trust content from other customers more than brand advertising: 77 percent trust customer photos and videos and 73 percent consider them when deciding what to buy.

AI assistants answer questions once asked on forums, reducing traffic to sites such as Stack Overflow and Wikipedia, while platforms like Reddit license their content to AI companies.

In the United States, a Federal Trade Commission rule adopted in 2024 bans fake reviews and testimonials, including AI-generated ones, and allows penalties against those who buy or sell them.

Sources

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Reddit - investor relations, second quarter 2026 results.

Roblox - annual economic impact report, 2025.

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PowerReviews - The Ever-Growing Power of Reviews, 2023.

Bazaarvoice - Shopper Experience Index 2025.

Pew Research Center - Wikipedia at 25: what the data tells us.

YouTube - official blog, creator payouts.

Momentum Works - TikTok Shop 2025 report.

Federal Trade Commission - final rule banning fake reviews and testimonials, 2024.

Company figures come from earnings releases and official reports. Survey figures reflect the samples surveyed. The creator economy size is a forecast. All data compiled by BusinessStats.

STATISTICS REPORT

Total global visitor traffic to Bing.com 2026

Updated Sep 26, 2026 · businesstats.com/bing-com-visitor-traffic

1.94B VISITS, AUGUST 2026	**-47.85%** YEAR ON YEAR	**#16** GLOBAL RANK
41.13% VISITS FROM THE US	**71.46%** DESKTOP SHARE	**7m 14s** AVG VISIT DURATION

Overview

Bing.com traffic at a glance

Bing.com is the search engine website run by Microsoft and one of the most visited sites on the internet. According to Semrush, it received about 1.94 billion visits worldwide in August 2026, making it the 16th most visited website in the world. That figure was down 47.85 percent from August 2025, one of the sharpest declines among major websites, as more people turned to AI chatbots and as Microsoft moved more of its AI search experience to Copilot.

Traffic to Bing.com is not the same as use of Bing search. Many Bing searches happen inside Windows, the Edge browser, Microsoft Copilot, Yahoo and other partner sites, and are not counted as visits to the Bing.com website. Microsoft said in April 2026 that Bing had passed 1 billion monthly active users across all of these channels. This article focuses on visits to the Bing.com website itself, measured by the two leading web traffic analytics companies, Similarweb and Semrush. For the wider picture of search, see our data on search engine usage.

2023 to 2024

Monthly visits from October 2023 to 2026

Similarweb data show that Bing.com received between 1.3 and 1.4 billion visits a month worldwide between October 2023 and March 2024. Traffic held at 1.3 billion from October to December 2023, rose to 1.4 billion in January 2024, dipped to 1.3 billion in February and returned to 1.4 billion in March.

Worldwide Visits to Bing.com, October 2023 to August 2026 (billion)Monthly visits to bing.com from all countries, desktop and mobile web, Similarweb estimates.

Data:

Similarweb.

Note:

October 2023 to March 2024 are monthly figures rounded to the nearest 100 million; September 2024 is from a Similarweb report; June to August 2026 is the monthly average of 3.8 billion visits over those three months. Similarweb estimates traffic from a device panel and direct measurement. Compiled by BusinessStats.Switch to the table for exact figures.

Up, then down: Similarweb put Bing.com at 1.3 to 1.4 billion visits a month in 2023 and early 2024, 1.8 billion in September 2024 and about 1.27 billion a month in mid-2026.

This was the period in which Microsoft was integrating OpenAI technology into Bing, first as Bing Chat in February 2023 and then under the Copilot brand from late 2023. Traffic was stable rather than rising sharply, but it rose later in 2024: Similarweb recorded 1.8 billion worldwide visits to Bing.com in September 2024, including 404.3 million from the United States. By mid-2026 its estimates had fallen back, with about 3.8 billion visits in total over the three months from June to August 2026, or roughly 1.27 billion a month.

2025 to 2026

Monthly visits in 2025 and 2026

Semrush, which estimates traffic using clickstream data from a different panel, puts Bing.com traffic at a higher level than Similarweb but shows the same recent direction: a steep fall. Its data imply about 3.72 billion visits in August 2025, falling to between 1.8 and 2.1 billion a month in the spring and summer of 2026.

Worldwide Visits to Bing.com, 2025 to 2026 (billion)Monthly visits to bing.com from all countries, Semrush estimates for selected months.

Data:

Semrush Traffic Analytics.

Note:

August 2026 is 1.94 billion as shown by Semrush; August 2025 is calculated from the reported 47.85 percent year-on-year fall, July 2026 from the reported 2.28 percent month-on-month fall, and April 2026 from the reported 16.67 percent rise in May. Only months with a published or calculable figure are shown. Semrush and Similarweb use different methods and should not be combined in one series. Compiled by BusinessStats.Switch to the table for exact figures.

Almost halved in a year: Semrush estimates put Bing.com at about 1.94 billion visits in August 2026, down from about 3.72 billion a year earlier.

Month to month, the 2026 figures have moved in a narrow band: about 1.80 billion in April, 2.10 billion in May, 1.86 billion in June, about 1.99 billion in July and 1.94 billion in August, when traffic was down 2.28 percent from the previous month. Semrush also found that Bing.com traffic in the United States fell by about half between July 2025 and July 2026, over the same period in which US visits to ChatGPT rose by 48 percent.

The difference between the two data providers is a reminder that website traffic figures are estimates, not counts. Similarweb and Semrush each combine panel data, clickstream data and direct measurement from some websites, and each uses its own model to scale up to the whole internet. Their absolute numbers can differ by a billion visits or more for a site as large as Bing.com, but their trends usually agree, and both show Bing.com traffic falling in 2026.

Countries

Where Bing.com traffic comes from

The United States is by far the largest source of visits to Bing.com. In Similarweb data for August 2026, 41.13 percent of visits came from the US, followed by Japan at 10.76 percent, the United Kingdom at 7.05 percent, China at 6.18 percent and Germany at 4.46 percent.

Share of Bing.com Visits by Country, August 2026 (%)Share of worldwide desktop and mobile web visits, top five countries.

Data:

Similarweb.

Note:

the remaining visits are spread across many other countries. Compiled by BusinessStats.Switch to the table for exact figures.

Four in ten visits from the US: the United States accounted for 41.13 percent of visits to Bing.com, almost four times as many as second-placed Japan.

This pattern mirrors the Bing search market share by country. Bing is strongest in the United States, where it held 8.92 percent of search engine referrals in August 2026 according to Statcounter, and in Japan, where it held 28.29 percent. In China, Bing is one of the few foreign search engines that remains available and held 18.92 percent of referrals. Worldwide, Bing held 4.5 percent of the search market, second only to Google at 91.1 percent.

Devices

Desktop vs mobile

Bing.com is overwhelmingly a desktop website. According to Semrush, 71.46 percent of its visits in August 2026, about 1.39 billion, came from desktop computers, and 28.54 percent, about 553 million, from mobile devices. By contrast, most traffic to leading websites such as Google, YouTube and Facebook comes from phones.

Bing.com Visits by Device, August 2026 (%)Share of worldwide visits from desktop and mobile devices.

Data:

Semrush Traffic Analytics. Compiled by BusinessStats.Switch to the table for exact figures.

Seven in ten on desktop: 71.46 percent of Bing.com visits came from desktop computers in August 2026.

The reason is distribution. Bing is the default search engine in Microsoft Edge and in the Windows search box, both of which are used mainly on PCs. On smartphones, the default search engine on Android and in Apple Safari is Google, so Bing.com attracts only a small share of mobile searches: Statcounter put the Bing share of mobile search at 0.6 percent in August 2026, against 8.84 percent on desktop. The dominance of Google-linked defaults on phones is reflected in our data on mobile operating system market share.

Engagement

How people use Bing.com

Visitors to Bing.com tend to stay for a long time and view many pages. Similarweb data for August 2026 show an average visit duration of 7 minutes and 14 seconds, 5.95 pages per visit and a bounce rate of 35.99 percent, meaning that about a third of visits ended after a single page. These figures are typical of a search engine, where users run several searches and click through results in one visit.

7m 14sAverage visit durationSimilarweb, August 2026.5.95Pages per visitSimilarweb, August 2026.35.99%Bounce rateSimilarweb, August 2026.85.22%Direct trafficShare of visits typed or bookmarked.

Most visitors arrive directly: 85.22 percent of visits in August 2026 came from people typing the address, using a bookmark or reaching the site through the browser, according to Similarweb, reflecting the role of Edge and Windows defaults. The audience skews male, at 59.21 percent, and the largest age group is 25 to 34.

ChatGPT Effect

Bing.com vs ChatGPT

The rise of AI chatbots is the biggest change in Bing.com traffic. In September 2024, ChatGPT received 3.1 billion worldwide visits, compared with 1.8 billion for Bing.com, according to Similarweb. It was also the first month in which ChatGPT overtook Bing.com in the United States, with 442.9 million US visits against 404.3 million.

Visits to ChatGPT vs Bing.com, September 2024 (million)Worldwide and US web visits to chatgpt.com and bing.com.

Data:

Similarweb. Compiled by BusinessStats.Switch to the table for exact figures.

The chatbot overtakes the search engine: in September 2024 ChatGPT drew 3.1 billion visits worldwide against 1.8 billion for Bing.com, and passed Bing in the US for the first time.

The gap has since widened. By August 2026, chatgpt.com was the fourth most visited website in the world according to Semrush, with 6.58 billion visits, more than three times as many as Bing.com. The irony is that ChatGPT uses Bing to search the web for current information, so part of the activity that once happened on Bing.com now happens inside ChatGPT, powered by the Bing index. Microsoft has also shifted much of its

own AI assistant traffic to copilot.microsoft.com and to Copilot inside Windows and Office. The rise of AI assistants is tracked in our data on generative AI users worldwide.

Ranking

Where Bing.com ranks among the top websites

Bing.com ranked 16th among the most visited websites in the world in August 2026, according to Semrush, far behind google.com with 105.72 billion visits and youtube.com with 54.93 billion. The chart compares Bing.com with the other leading websites outside the two Google giants.

Monthly Visits to Leading Websites vs Bing.com, August 2026 (billion)Worldwide visits, selected websites from the Semrush global top 20.

Data:

Semrush Traffic Analytics.

Note:

google.com (105.72 billion) and youtube.com (54.93 billion) are excluded to keep the scale readable. Compiled by BusinessStats.Switch to the table for exact figures.

Bing trails the social giants: Bing.com drew 1.94 billion visits in August 2026, about a third of ChatGPT and less than a fifth of Facebook.

Bing.com remains one of the largest websites in the world, with more visits than all but a handful of sites. But in a ranking now shaped by social platforms and AI chatbots, it has slipped behind sites such as Reddit, Wikipedia and X. For a comparison of the companies behind these sites, see our data on the largest internet companies by market value and the biggest social media platforms.

Business

Why Bing.com traffic matters to Microsoft

Falling website traffic has not stopped Bing from making money. Microsoft search advertising revenue, most of it generated by Bing, grew 12 percent excluding traffic acquisition costs in fiscal 2026, which ended in June, to about 15.2 billion dollars. That is because Bing earns money wherever its results appear, whether on Bing.com, in Edge, in Copilot, on Yahoo or through partners, and because Microsoft is selling ads inside AI answers. Traffic to Bing.com itself is one part of a much larger distribution network. The size

of the Microsoft business is compared with its peers in our big tech revenue comparison.

Key Facts

Bing.com traffic in numbers

1.94BVisits in August 2026Semrush, worldwide.-47.85%Change from August 2025Semrush.41.13%Visits from the USSimilarweb, August 2026.#16Global website rankSemrush, August 2026. FAQ

Frequently Asked Questions

About 1.94 billion worldwide in August 2026, according to Semrush. Similarweb, which uses a different method, estimated about 3.8 billion visits over June to August 2026, or roughly 1.27 billion a month.

Yes. Semrush data show Bing.com visits fell 47.85 percent between August 2025 and August 2026, and US traffic fell by about half between July 2025 and July 2026.

Similarweb recorded 1.3 to 1.4 billion worldwide visits a month between October 2023 and March 2024, and 1.8 billion in September 2024.

The United States, with 41.13 percent of visits in August 2026 according to Similarweb, followed by Japan, the United Kingdom, China and Germany.

ChatGPT. In September 2024 it had 3.1 billion worldwide visits against 1.8 billion for Bing.com, and by August 2026 chatgpt.com had 6.58 billion visits against 1.94 billion.

Desktop. 71.46 percent of Bing.com visits in August 2026 came from desktop computers, according to Semrush, reflecting its role as the default in Windows and Edge.

Microsoft said in April 2026 that Bing had passed 1 billion monthly active users, counting use through Windows, Edge, Copilot and partners as well as the Bing.com website.

Sources

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Similarweb - ChatGPT topped 3 billion visits in September 2024.

Semrush - most visited websites in the world, August 2026.

Semrush - bing.com traffic overview.

Statcounter Global Stats - search engine market share.

Microsoft - fiscal year 2026 results.

Website traffic figures are estimates from third-party analytics providers, which use different methods and can differ substantially. Visits to Bing.com do not include Bing searches made through Windows, Edge, Copilot or partner sites. All data compiled by BusinessStats.

STATISTICS REPORT

Google, Amazon, Meta, Apple, and Microsoft (GAMAM) statistics & facts

Updated Sep 25, 2026 · businesstats.com/gamam-statistics-facts

$2.07tn COMBINED REVENUE	**$516bn** COMBINED NET INCOME	**$17.4tn** COMBINED MARKET VALUE
$200bn AMAZON 2026 CAPEX PLAN	**3.58bn** META DAILY USERS	**2.2M+** COMBINED EMPLOYEES

Overview

Five companies at the center of the economy

GAMAM is shorthand for Google, Amazon, Meta, Apple and Microsoft, the five American technology companies whose products shape how billions of people search, shop, communicate, work and entertain themselves. The acronym replaced the older FAANG, which included Netflix, after Facebook renamed itself Meta and Google reorganised under its parent company, Alphabet. Together these five firms touch almost every part of daily digital life, from the phone in a pocket to the servers that run much of the internet.

Their scale is hard to overstate. In their latest fiscal years the five earned about 2.07 trillion US dollars in revenue, larger than the economic output of all but a handful of countries, and roughly 516 billion dollars in net income. On 24 September 2026 they were worth about 17.4 trillion dollars combined on the stock market. This report sets out the data behind that dominance, building on our wider coverage of big tech revenue comparisons and the top companies in the world by market capitalization. It covers revenue, profit, market value, the race to spend on artificial intelligence, cloud computing, each company in turn, their workforces and the regulators circling them.

Revenue

Revenue: a combined $2 trillion

All five companies grew their revenue in their latest fiscal year, several at double-digit rates. The chart compares each with its previous year.

GAMAM Revenue: Previous vs Latest Fiscal Year (billion USD)Annual revenue for each company, two most recent fiscal years.

Data:

company earnings releases.

Note:

Alphabet, Amazon and Meta calendar 2024 vs 2025; Apple fiscal 2024 vs 2025 (ending September); Microsoft fiscal 2025 vs 2026 (ending June). Compiled by BusinessStats.Switch to the table for exact figures.

Growth across the board: every GAMAM company grew its revenue, led in size by Amazon at about 717 billion dollars and in pace by Meta and Microsoft.

Amazon is by far the largest by revenue, with net sales of about 716.9 billion dollars in 2025, up 12 percent from 638.0 billion. Apple follows with about 416.2 billion dollars in fiscal 2025, up from 391.0 billion, and Alphabet with about 402.8 billion, up 15 percent from 350.0 billion. Microsoft earned about 331.8 billion dollars in fiscal 2026, an 18 percent rise, and Meta about 201.0 billion in 2025, a 22 percent jump that made it the fastest grower of the group. Revenue size reflects business model as much as success: Amazon records the full price of the goods it sells, so its revenue is enormous but its margins are thin, while Meta and Alphabet earn almost all their revenue from high-margin advertising. The long-run growth of these companies is traced in our reports on Alphabet annual revenue and Apple net sales since 2004.

Profit

Profit: more than half a trillion dollars

Revenue tells only half the story. The chart ranks the five by net income, the profit left after all costs and taxes.

GAMAM Net Income, Latest Fiscal Year (billion USD)Profit after tax for each company.

Data:

company earnings releases. Microsoft fiscal 2026; Apple fiscal 2025; Alphabet, Amazon and Meta 2025. Compiled by BusinessStats.Switch to the table for exact figures.

A profit race at the top: Microsoft and Alphabet each earned more than 130 billion dollars, with Apple close behind.

Microsoft was the most profitable of the five, with net income of about 133.7 billion dollars in fiscal 2026, up 31 percent, helped by an operating margin of close to 47 percent and some gains on its investments in AI firms. Alphabet was a near tie at about 132.2 billion dollars in 2025, up 32 percent. Apple earned about 112.0 billion dollars in fiscal 2025. Amazon, despite having the largest revenue, earned about 77.7 billion, up 31 percent as its cloud and advertising businesses lifted margins. Meta earned about 60.5 billion dollars, slightly down on the year as heavy spending on AI infrastructure and talent weighed on costs. Combined, the five earned roughly 516 billion dollars in profit, an extraordinary concentration of corporate earnings in just five firms, set out further in our analysis of the largest revenue sources of leading tech companies.

Market Value

Market value: $17 trillion

Investors value these companies at levels without precedent in market history. The chart shows each market capitalization on 24 September 2026.

GAMAM Market Capitalization, 24 September 2026 (trillion USD)Share price multiplied by shares outstanding.

Data:

StockTitan market cap ranking, 24 September 2026.

Note:

market values change daily; Nvidia, not part of GAMAM, was the most valuable company at about $5.45tn. Compiled by BusinessStats.Switch to the table for exact figures.

Trillion-dollar club: all five were worth more than 1.9 trillion dollars, and Apple, Alphabet and Microsoft more than 3.7 trillion each.

On 24 September 2026, Apple was the most valuable GAMAM company at about 4.92 trillion US dollars, followed by Alphabet at about 4.13 trillion, Microsoft at 3.72 trillion, Amazon at 2.69 trillion and Meta at 1.90 trillion. Together they were worth about 17.4 trillion dollars, more than the entire stock markets of most

countries combined. The one company worth more than any of them was Nvidia, at about 5.45 trillion dollars, whose chips power the AI boom that GAMAM firms are paying for. Market values move daily with share prices, and the ranking between Apple, Alphabet and Microsoft has changed several times in recent years. The broader league table of the world most valuable firms is tracked in our report on the biggest companies in the world by market value, and the chipmaker behind the boom is profiled in our Nvidia statistics and facts.

AI Spending

The AI spending race

The defining story of big tech in the mid-2020s is capital spending on artificial intelligence. The chart compares each company latest annual capital expenditure with its plan for 2026.

Capital Expenditure: Latest Year vs 2026 Plan (billion USD)The AI infrastructure build-out, actual and planned.

Data:

company earnings releases and guidance.

Note:

2026 plans are midpoints of guidance where a range was given (Alphabet $175 to 185bn, Meta $115 to 135bn); Microsoft actual is fiscal 2026; Apple spends far less and is excluded. Compiled by BusinessStats.Switch to the table for exact figures.

An unprecedented build-out: Amazon plans about 200 billion dollars of capital spending in 2026 and Alphabet about 180 billion, roughly double their already record levels.

Amazon spent about 131.8 billion dollars on capital projects in 2025 and plans about 200 billion in 2026, most of it for AWS data centers and AI chips. Alphabet spent about 91.4 billion in 2025, up 74 percent, and guided to 175 to 185 billion for 2026. Microsoft spent about 115.9 billion dollars in fiscal 2026, up 79 percent, and has signalled further increases. Meta spent about 72.2 billion in 2025 and plans 115 to 135 billion in 2026 as it pursues what it calls superintelligence. Apple, which relies more on partners for AI computing, spends a small fraction of these sums. Taken together, the four biggest spenders plan well over 600 billion dollars of capital investment in a single year, far more than the annual budgets of most governments.

This spending is reshaping entire industries. It is driving record demand for chips, electricity and land, and it underpins the rapid growth of the data center sector covered in our report on data center statistics. The bet is that AI will generate enough new revenue, from cloud services, advertising and software subscriptions, to justify the outlay. Investors have so far largely rewarded the spending, but the scale has also raised concerns about overbuilding. The size of the opportunity is set out in our coverage of the AI market size worldwide.

The Cloud Race

The cloud race

Three GAMAM companies run the world largest public cloud platforms, renting computing power to businesses of every size. The chart compares their annual cloud revenue.

The Cloud Race: Annual Cloud Revenue (billion USD)Latest fiscal year for each cloud business.

Data:

company earnings releases.

Note:

AWS 2025; Azure surpassed $100bn in fiscal 2026 (Microsoft does not report an exact Azure figure); Google Cloud 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Three giants, one market: AWS leads with about 128.7 billion dollars of revenue, Azure has passed 100 billion, and Google Cloud has reached about 58.7 billion.

Amazon Web Services, the pioneer of cloud computing, earned about 128.7 billion dollars in 2025, up 20 percent, and remains the largest platform. Microsoft Azure passed 100 billion dollars of annual revenue for the first time in fiscal 2026, growing 43 percent in the final quarter as AI workloads surged; Microsoft does not report an exact Azure figure, but its wider Intelligent Cloud segment brought in about 137.8 billion dollars. Google Cloud reached about 58.7 billion dollars in 2025, up 36 percent, and is now solidly profitable. Together these three dominate the global cloud infrastructure market, as detailed in our report on how the big three hold a dominant lead in the cloud market. AI has turned cloud into the main growth engine for all three, and their order backlogs, hundreds of billions of dollars of contracted future revenue, suggest the race is far from over.

Apple

Apple: the iPhone and the ecosystem

Apple is the only GAMAM company that earns most of its money from selling hardware. The chart shows how its fiscal 2025 revenue divides.

Apple Revenue Mix, Fiscal 2025 (billion USD)Of $416.2bn total revenue.

Data:

Apple fiscal 2025 results. Other hardware (Mac, iPad, wearables, home and accessories) is total revenue minus iPhone and Services. Compiled by BusinessStats.Switch to the table for exact figures.

The iPhone still rules: the iPhone brought in about half of Apple revenue, with Services now larger than all other hardware combined.

Apple earned about 416.2 billion dollars in fiscal 2025, of which about 209.6 billion, roughly half, came from the iPhone. Services, including the App Store, iCloud, Apple Music, Apple Pay and the payments Google makes to be the default search engine, brought in about 109.2 billion dollars, now more than the Mac, iPad and wearables combined. Services matter because their margins are far higher than hardware, and their steady growth has made Apple less dependent on the annual iPhone cycle. The shift is tracked in our report on services revenue as a share of Apple total revenue. Apple has more than 2 billion active devices worldwide, an installed base that underpins both its hardware sales and its services income, and it remains the most profitable hardware company in history.

Amazon

Amazon: retail, cloud and advertising

Amazon combines the world largest online store with the largest cloud business. The chart splits its 2025 net sales by segment.

Amazon Net Sales by Segment, 2025 (billion USD)Of $716.9bn total net sales.

Data:

Amazon fourth quarter 2025 results. Compiled by BusinessStats.Switch to the table for exact figures.

Retail by revenue, cloud by profit: North America retail brought in most of the sales, but AWS generates a large share of the profit.

Of Amazon 716.9 billion dollars in 2025 net sales, about 426.3 billion came from North America, 161.9 billion from international markets and 128.7 billion from AWS. The segment chart understates AWS, however, because cloud is far more profitable than retail and has for years provided a large share of operating income. Advertising has become the third pillar: Amazon sold more than 21 billion dollars of ads in the fourth quarter of 2025 alone, growing more than 20 percent, as brands pay to appear in front of shoppers at the moment of purchase. Amazon also runs a vast logistics network, a streaming service and the Prime membership programme, all of which are covered in our Amazon statistics and facts and the breakdown of Amazon revenue by segment.

Alphabet

Alphabet: search, YouTube and cloud

Alphabet, the parent company of Google, remains an advertising giant at heart, but it is rapidly becoming an AI and cloud company too. Of its roughly 402.8 billion dollars of revenue in 2025, Google Search and related services brought in about 224.6 billion, up 13 percent, showing that search advertising has so far held up despite the rise of AI chatbots. YouTube advertising contributed about 40.4 billion dollars, and Google Cloud about 58.7 billion, growing at more than a third a year. The rest came from network advertising, subscriptions such as YouTube Premium and Google One, devices such as Pixel phones, and early-stage ventures including the self-driving car company Waymo.

Alphabet net income rose 32 percent to about 132.2 billion dollars in 2025, and its Gemini family of AI models has become one of the leading challengers to OpenAI. Its challenge is to weave AI into search without undermining the advertising that funds it. Its cloud business had a backlog of about 240 billion dollars of contracted future revenue at the end of 2025, more than double a year earlier, a sign of how strongly AI demand is flowing into its data centers. The company is profiled in more depth in our report on Google.

Microsoft

Microsoft: cloud, software and AI

Microsoft has reinvented itself as the leading enterprise AI company. In fiscal 2026, which ended in June, it earned about 331.8 billion dollars in revenue and 133.7 billion in net income, with an operating margin of nearly 47 percent, the highest of the five. Its revenue divides into three roughly equal-sized engines: Productivity and Business Processes, which includes Office and Microsoft 365, brought in about 140.0

billion dollars; Intelligent Cloud, which includes Azure, about 137.8 billion; and More Personal Computing, which includes Windows, Xbox and search, the remainder.

The key driver is AI. Azure growth accelerated to 43 percent in the final quarter of fiscal 2026 as customers rented computing power for AI models, and Microsoft 365 Copilot, its AI assistant for office software, passed 30 million paid seats. Microsoft also holds a large stake in OpenAI, the maker of ChatGPT, which runs much of its computing on Azure. Its commercial remaining performance obligation, the value of contracted future revenue, reached about 678 billion dollars, up 84 percent. That backlog, combined with record margins, is why investors continue to value Microsoft among the most valuable companies in the world.

Meta

Meta: the attention economy

Meta owns the largest collection of social platforms on earth. In December 2025, about 3.58 billion people used at least one of Facebook, Instagram, WhatsApp or Messenger every day, up 7 percent on the year. That audience is the foundation of an advertising business that brought in about 201.0 billion dollars of revenue in 2025, up 22 percent, making Meta the fastest-growing company in the group. AI has improved how Meta targets and measures ads, raising both the number of ads shown and the price advertisers pay.

Meta net income dipped slightly to about 60.5 billion dollars in 2025 as it poured money into AI infrastructure and expensive talent, and into its Reality Labs division, which builds virtual reality headsets and smart glasses and continues to lose billions of dollars a year. The company plans capital spending of 115 to 135 billion dollars in 2026 as chief executive Mark Zuckerberg pursues what he calls personal superintelligence. The scale of the platforms behind this business is set out in our Facebook statistics.

Workforce

Workforce: over 2 million people

The five companies employ more than 2.2 million people between them, but the numbers vary enormously. The chart compares their latest reported headcounts.

GAMAM Employees (headcount)Latest reported workforce for each company.

Data:

company filings and reports.

Note:

Amazon end 2025; Microsoft June 2025; Alphabet March 2026; Apple September 2025; Meta December 2025. Compiled by BusinessStats.Switch to the table for exact figures.

Amazon dwarfs the rest: with about 1.58 million employees, Amazon has several times more staff than the other four combined.

Amazon employs about 1.58 million full and part-time people, the vast majority in its fulfilment centers, delivery network and stores. Microsoft had about 228,000 employees, Alphabet about 194,700, Apple about 166,000 and Meta about 78,900. The contrast reflects business models: Amazon runs a labour-intensive physical operation, while Meta generates about 2.5 million dollars of revenue per employee from software and advertising. In recent years all five have trimmed staff in some areas while hiring aggressively in AI, and several have said AI tools will allow them to grow with fewer people. The trend is visible in our long-run report on the number of Apple employees since 2005.

Regulation

The regulators close in

With great scale has come intense scrutiny. In the United States, a federal court ruled in 2024 that Google illegally maintained a monopoly in online search, and a second court found in 2025 that it had monopolised parts of the advertising technology market; the remedies imposed so far have stopped short of breaking up the company but restrict some of its exclusive deals. The Federal Trade Commission has sued Amazon, accusing it of using its marketplace power to harm sellers and shoppers, and in 2025 Amazon agreed to pay 2.5 billion dollars to settle separate claims over how it enrolled and cancelled Prime memberships. Meta won its antitrust fight with the FTC over its purchases of Instagram and WhatsApp in late 2025.

Europe has gone further with rules rather than lawsuits. Its Digital Markets Act designates the largest platforms as gatekeepers and imposes obligations on how they treat rivals and users, and in 2025 the European Commission fined Apple 500 million euros and Meta 200 million euros for breaches. Apple has been forced to allow alternative app stores and payment methods in the EU. These cases will shape how much of their dominance the five can keep, and how much they must share with competitors, as regulators worldwide try to catch up with companies that have grown faster than the rules that govern them.

Outlook

Where GAMAM goes next

The next chapter for GAMAM will be written by artificial intelligence. Each company is betting that AI will open new markets large enough to justify spending that now runs to hundreds of billions of dollars a year. For Microsoft, Amazon and Alphabet, the payoff is flowing first through cloud, where demand for AI computing still outstrips supply. For Meta, AI is improving advertising and underpinning an ambition to build assistants for billions of users. For Apple, the challenge is to make AI a reason to keep buying new devices.

The risks are real. If AI revenue grows more slowly than expected, the enormous capital commitments could weigh on profits for years. Regulation could constrain the most profitable parts of their businesses, from search defaults to app store fees. And competitors, from Nvidia to OpenAI to Chinese technology firms, are fighting for the same prize. Yet with more than 2 trillion dollars of annual revenue, half a trillion in profit and balance sheets strong enough to fund almost any strategy, the five GAMAM companies enter the AI era from a position of strength no group of companies has held before. Their influence on markets, jobs and daily life will only deepen, as reflected in the fortunes charted in our report on the richest people in the US tech industry.

Key Facts

GAMAM in numbers

A few figures capture the scale of the five tech giants.

$2.07tnCombined revenueLatest fiscal years.$516bnCombined net incomeLed by Microsoft and Alphabet.$17.4tnCombined market value24 September 2026.$600bn+Planned 2026 capexAmazon, Alphabet, Meta and Microsoft.

Together they describe the most powerful group of companies in the modern economy.

FAQ

Frequently Asked Questions

GAMAM stands for Google, Amazon, Meta, Apple and Microsoft, the five largest US consumer and enterprise technology companies. Google is owned by its parent company, Alphabet, which is the listed entity.

Together they earned about 2.07 trillion US dollars in revenue in their latest fiscal years, led by Amazon at about 717 billion dollars, followed by Apple, Alphabet, Microsoft and Meta.

Microsoft, with net income of about 133.7 billion dollars in fiscal 2026, just ahead of Alphabet at about 132.2 billion. Together the five earned roughly 516 billion dollars in profit.

About 17.4 trillion US dollars combined on 24 September 2026. Apple was the most valuable at about 4.9 trillion, followed by Alphabet, Microsoft, Amazon and Meta.

Hundreds of billions. Amazon plans about 200 billion dollars of capital spending in 2026 and Alphabet 175 to 185 billion, mostly for data centers and AI chips, far above the levels of just two years ago.

Amazon Web Services is the largest with about 128.7 billion dollars of revenue in 2025. Microsoft Azure passed 100 billion dollars in fiscal 2026, and Google Cloud reached about 58.7 billion.

Amazon, by far, with about 1.58 million full and part-time employees, most of them in its warehouses and logistics network. Meta has the fewest of the five, with about 79,000.

No. GAMAM covers Google, Amazon, Meta, Apple and Microsoft. Nvidia is often grouped with them in the Magnificent Seven, alongside Tesla, and was the most valuable company in the world in 2026.

All five face antitrust scrutiny. US courts have ruled against Google in search and advertising technology cases, the EU has fined Apple and Meta under its Digital Markets Act, and Amazon faces an FTC monopoly lawsuit.

Sources

Alphabet - fourth quarter and fiscal year 2025 results.

Amazon - fourth quarter 2025 results.

Meta - fourth quarter and full year 2025 results.

Apple - fiscal 2025 fourth quarter results.

Microsoft - fiscal year 2026 fourth quarter results.

StockTitan - market capitalization ranking, 24 September 2026.

Figures come from official company earnings releases and filings. Fiscal years differ: Apple ends in September, Microsoft in June, and Alphabet, Amazon and Meta use calendar years. Market capitalizations are a snapshot for 24 September 2026 and change daily. All data compiled by BusinessStats.

STATISTICS REPORT

Apple's net sales quarterly FY 2012-Q2 2026, by region

Updated Jun 16, 2026 · businesstats.com/quarterly-revenue-of-apple-by-geograhical-region

$178B AMERICAS FY2025 (LEADER)	**$111B** EUROPE FY2025	**$64B** GREATER CHINA FY2025
43% AMERICAS SHARE	**15%** CHINA SHARE (WAS 25%)	**$111B** Q2 FY2026 TOTAL

Overview

Net sales of Apple from fiscal 1st quarter 2012 to 2nd quarter 2026, by geographical region or country

Apple is one of the most global companies on earth, and the way its revenue is spread across the world reveals as much about the firm as its headline totals do. Apple divides its net sales into five geographic segments: the Americas, Europe, Greater China, Japan, and the Rest of Asia Pacific. The Americas, dominated by the United States, has always been the largest, but the relative weight of the other regions has shifted dramatically over the years, most notably with the rise and partial retreat of Greater China. This report traces Apple's net sales by region from the early 2010s through to the latest reported quarter, the second quarter of fiscal 2026. The full company wide revenue picture is set out in our Apple total net sales analysis, and a direct rival comparison in our Apple and Google revenue comparison.

A note on the data is important. Apple reports detailed regional figures every quarter, but its quarterly results are highly seasonal: the holiday quarter that ends in December is by far the largest, while the spring and summer quarters are smaller. To show the underlying long run trends clearly, this report uses Apple's annual net sales by region for the fiscal years 2015 to 2025, the period over which the five segment structure has been reported consistently, and then zooms in on the most recent quarter, the March 2026 quarter, for an up to date regional snapshot. All figures are Apple's reported net sales in U.S. dollars. How Apple's overall scale compares with its peers is covered in our big tech companies revenue comparison.

Apple net sales by region Americas Europe China 2015 2025 lineApple Net Sales by Region, FY2015-2025 ($B)Apple net sales by region Americas Europe China 2015 2025 line $178BAmericas$111BEurope$64BGtr China

It is worth being precise about what these geographic segments mean, because Apple's definitions are broader than the place names suggest. The Americas covers both North and South America, blending the mature United States market with faster growing economies like Brazil and Mexico. Europe, despite its name, includes India, the Middle East and Africa, which is why some of Apple's quickest emerging market growth shows up inside the European figure. Greater China bundles mainland China with Hong Kong and Taiwan, while the Rest of Asia Pacific gathers up Australia, South Korea, Southeast Asia and other markets. Keeping these definitions in mind is essential, because they explain why a region like Europe can keep growing even when its core Western economies are mature and largely saturated.

The big picture is one of broad based growth with a striking regional twist. Every region is larger today than it was a decade ago, but they have not grown at the same pace. The Americas and Europe have climbed steadily and now account for the bulk of Apple's revenue, the Rest of Asia Pacific has grown fastest in percentage terms from a small base, and Greater China has followed a dramatic boom and slowdown path that makes it the most volatile of the five. Understanding these regional currents is essential to understanding where Apple's future growth is most and least secure, a question explored further in our largest source of revenue of leading tech companies analysis.

Full Data Table

Apple Net Sales by Region, by Year

Apple Net Sales by Region, FY2015-2025 (USD billion)Click any column to sort

FISCAL YEAR	AMERICAS	EUROPE	GREATER CHINA	JAPAN	REST OF ASIA PACIFIC
2015	93.86	50.34	58.72	15.71	15.09
2016	86.61	49.95	48.49	16.93	13.65
2017	96.60	54.94	44.76	17.73	15.20
2018	112.09	62.42	51.94	21.73	17.41
2019	116.91	60.29	43.68	21.51	17.79
2020	124.56	68.64	40.31	21.42	19.59

2021	153.31	89.31	68.37	28.48	26.36
2022	169.66	95.12	74.20	25.98	29.38
2023	162.56	94.29	72.56	24.26	29.62
2024	167.05	101.33	66.95	25.05	30.66
2025	178.35	111.03	64.38	28.70	33.70

The table sets out Apple's annual net sales for each of the five regions from fiscal 2015 to 2025, with the most recent figures showing the current balance of the business. Reading across any row reveals how dependent Apple remains on the Americas and Europe, which together supply roughly seventy percent of revenue. Reading down the Greater China column tells a more turbulent story, with sales peaking, falling, surging again and then easing back. The Japan and Rest of Asia Pacific columns are smaller but show steady progress, with the latter growing especially quickly. Sorting any column highlights how the regional pecking order has shifted, with Europe pulling clearly ahead of Greater China as Apple's second largest market in recent years.

Revenue Share by Region

How Apple's Revenue Splits Across the World

In fiscal 2025 the Americas accounted for about 43 percent of Apple's net sales, comfortably the largest slice, followed by Europe at roughly 27 percent. Greater China contributed around 15 percent, with the Rest of Asia Pacific at about 8 percent and Japan at close to 7 percent. The dominance of the Americas reflects Apple's commanding position in the United States, where it leads the smartphone market by a wide margin and operates its densest network of retail stores. The share picture also shows how much room remains in emerging markets, where Apple's penetration is far lower than at home. Apple's standing among the world's most valuable companies is detailed in our biggest companies by market value overview.

What the share breakdown hides is how much these proportions have moved over time. A decade ago Greater China was on track to rival the Americas, at one point approaching a quarter of all Apple revenue, whereas today it sits at around 15 percent. Europe, meanwhile, has quietly expanded its share and overtaken China to become the clear number two. The Rest of Asia Pacific, which includes fast growing markets such as India, Australia and Southeast Asia, has steadily increased its slice and is now a meaningful contributor. The regional pie is therefore not static but constantly being redrawn, reflecting shifting competitive dynamics, currency swings and the uneven spread of Apple's products across the

globe.

Apple revenue share by region 2025 Americas Europe China donutNet Sales Share by Region, FY2025Apple revenue share by region 2025 Americas Europe China donut 43%Americas

Greater China

Greater China: Apple's Boom-and-Slowdown Market

No region tells a more dramatic story than Greater China, which includes mainland China, Hong Kong and Taiwan. Apple's Chinese revenue exploded in the middle of the last decade, reaching about $59 billion in fiscal 2015 as the iPhone became a status symbol and Apple expanded aggressively. It then slumped for several years amid intensifying local competition and a maturing market, before roaring back to a record of around $74 billion in fiscal 2022. Since then it has eased back to about $64 billion in fiscal 2025, pressured by fierce domestic rivals and a tougher economic backdrop. The broader context of the Chinese economy that shapes this market is examined in our China GDP analysis.

This boom and slowdown pattern makes Greater China both Apple's biggest opportunity and its biggest source of risk. On the upside, the region staged a notable recovery in early fiscal 2026, with Greater China sales rising 28 percent year over year in the March quarter to about $20.5 billion, a quarterly record driven by strong demand for the iPhone 17 line. On the downside, the long term trend since the 2022 peak has been one of pressure from well funded local competitors and an unpredictable regulatory and economic environment. How Apple navigates the smartphone battle in China, against rivals tracked in our smartphone market share by vendor analysis, will go a long way to determining whether this volatile region returns to sustained growth or remains a swing factor in Apple's results.

Apple Greater China net sales by year boom slowdown barApple Greater China Net Sales by Year ($B)Apple Greater China net sales by year boom slowdown bar $74BFY2022 peak

Note: Greater China includes mainland China, Hong Kong and Taiwan. The Americas

The Americas: Apple's Unshakeable Home Market

If Greater China is the volatile region, the Americas is the rock. Apple's largest segment has grown almost without interruption, climbing from about $94 billion in fiscal 2015 to roughly $178 billion in fiscal 2025, nearly doubling over the decade. The United States provides the overwhelming majority of this revenue, supported by Canada and a growing Latin American market. Apple's strength at home rests on an

exceptionally loyal customer base, the highest smartphone market share of any major economy, and an unrivalled retail and services ecosystem. The Americas alone now generates more revenue than Apple's entire global business did as recently as fiscal 2014, a vivid illustration of how much the home market has expanded.

The steady growth of the Americas gives Apple a dependable foundation that offsets the swings in other regions. Even in years when Greater China stumbled or currency movements hurt international results, the Americas kept climbing, anchoring the company's overall trajectory. This reliability is one reason investors are willing to pay a premium for Apple shares: a large and growing share of its revenue comes from a market it dominates and understands intimately. The flip side is concentration risk, since such heavy reliance on a single region leaves Apple exposed to any slowdown in U.S. consumer spending, though the diversity of its other markets provides some cushion against that scenario.

The scale of the Americas also shapes how Apple invests and operates. Because so much of its revenue and profit originates close to home, Apple concentrates its flagship retail stores, marketing and product launches on the U.S. market, reinforcing the loyalty that underpins the region. New services, payment features and trade in programmes are typically rolled out in the Americas first, deepening the ecosystem that keeps customers upgrading. This creates a virtuous circle in which the strongest region receives the most attention and in turn grows further, a dynamic that helps explain why the Americas has avoided the kind of stagnation seen in some other mature markets.

Apple Americas net sales by year steady growth barApple Americas Net Sales by Year ($B)Apple Americas net sales by year steady growth bar $178BFY2025$94BFY2015

Which Regions Grew Fastest

Which Regions Grew Fastest, 2015–2025

Comparing how much each region has grown between fiscal 2015 and fiscal 2025 reframes the regional story in terms of momentum rather than size. On this measure the smaller regions shine: the Rest of Asia Pacific grew by well over a hundred percent, and Europe expanded by a similar margin, both more than doubling over the decade. The Americas grew by around ninety percent, an enormous absolute gain given its already large base. Japan grew solidly despite a weak yen weighing on its dollar figures. Greater China, by contrast, grew only modestly over the full period, around ten percent, because its 2025 figure sits well below the heights it reached in 2015 and 2022.

These growth rates explain why the regional mix has shifted the way it has. Europe and the Rest of Asia Pacific have gained share precisely because they grew faster than the company average, while Greater China has lost share because it grew far slower. For Apple, the strong growth in Europe and the emerging Asia Pacific markets is encouraging, since it suggests the company still has room to expand outside its saturated home market. India in particular, included within the Rest of Asia Pacific and parts of Europe reporting, has become a major focus, with new stores and local manufacturing aimed at turning the world's most populous country into a future growth engine comparable to what China once was.

Apple region revenue growth 2015 2025 percent horizontal barNet Sales Growth by Region, 2015-2025Apple region revenue growth 2015 2025 percent horizontal bar +123%Asia Pacific

Note: percentage change in annual net sales, fiscal 2015 to fiscal 2025. How the Mix Shifted

How the Regional Mix Has Shifted

Placing the regional shares of fiscal 2015 next to those of fiscal 2025 makes the rebalancing of Apple's business unmistakable. Ten years ago Greater China commanded around a quarter of all Apple revenue and looked set to keep climbing; today its share has fallen to roughly 15 percent. Europe has moved in the opposite direction, lifting its share from about 22 percent to nearly 27 percent and overtaking China to become the firm second largest market. The Americas has held and even modestly increased its leading share, while the Rest of Asia Pacific has crept up as new markets mature. The net effect is a more balanced, if Americas anchored, geographic footprint.

This shift has important strategic implications. A business that leans more on Europe and diversified Asia Pacific markets, and less on a single volatile market like China, is arguably more resilient, since its fortunes are spread across a wider range of economies and currencies. At the same time, the relative decline of China removes what was once Apple's most explosive growth engine, putting more pressure on the company to find new sources of expansion. The way these enormous revenue streams ultimately translate into corporate value is explored in our top companies by market capitalization analysis, which ranks Apple against the other global giants.

Apple region share 2015 vs 2025 grouped barRegional Share: FY2015 vs FY2025Apple region share 2015 vs 2025 grouped bar 25% to 15%China share

Note: each region's share of total net sales, fiscal 2015 versus fiscal 2025. Europe

Europe: A Steady Second Pillar

Europe has been the quiet achiever among Apple's regions. Often overshadowed by the drama in China and the dominance of the Americas, Europe has grown steadily and reliably, from about $50 billion in fiscal 2015 to roughly $111 billion in fiscal 2025, more than doubling over the decade. Apple defines Europe broadly, including not only the major Western European economies such as the United Kingdom, Germany and France but also India, the Middle East and Africa. That broad definition means Europe captures some of the fastest growing emerging markets, which has helped sustain its strong upward trajectory even as growth in mature Western European countries has slowed.

The steady rise of Europe has been one of the most important and least heralded developments in Apple's regional story. By overtaking Greater China, Europe has become the dependable second pillar that, alongside the Americas, gives Apple a stable revenue base across developed and emerging markets alike. Currency movements add some noise to the European figures, since a strong dollar reduces the value of euro and pound sales when converted, but the underlying demand has proved durable. As Apple pushes deeper into India and other markets captured within this segment, Europe looks set to remain a key driver of the company's international growth for years to come.

Apple Europe net sales by year steady rise lineApple Europe Net Sales by Year ($B)Apple Europe net sales by year steady rise line $111BFY2025

Note: Apple's Europe segment includes India, the Middle East and Africa. Latest Quarter

Inside the Latest Quarter: Q2 2026 by Region

Turning from annual trends to the latest quarter brings the regional picture right up to date. In the second quarter of fiscal 2026, the March 2026 quarter, Apple posted record March quarter revenue of about $111 billion, with growth across every single geographic segment for the first time in years. The Americas led with roughly $45 billion, followed by Europe at about $28 billion and Greater China at around $20.5 billion. Japan contributed about $8.4 billion and the Rest of Asia Pacific around $9.1 billion. Crucially, all five regions grew year over year, a sign of broad based strength that Apple had not enjoyed in several quarters and that lifted the company to its best March quarter on record.

The standout performer in the quarter was Greater China, which grew 28 percent year over year, its best result in years and a quarterly record for the region, driven by enthusiasm for the iPhone 17 family. The Rest of Asia Pacific also grew strongly, up around 25 percent, while Europe rose almost 15 percent and Japan about 15 percent. Even the mature Americas managed double digit growth of nearly 12 percent. This

synchronised regional growth is significant because it suggests Apple's latest product cycle is resonating worldwide rather than in just one or two markets, broadening the base of the company's revenue and reducing its reliance on any single region for momentum.

It is worth remembering how unusual synchronised growth across all five regions actually is for Apple. In many recent years at least one region, often Greater China, has dragged on the overall result, masking strength elsewhere. The March 2026 quarter broke that pattern, with every segment contributing to the record total, which management pointed to as evidence that the latest product line up was resonating globally. Whether this breadth of growth can be sustained through the smaller summer quarters and into the next holiday season is one of the most important questions for Apple investors, since a return to single region dependence would make results more volatile.

Apple Q2 2026 net sales by region year over year grouped barNet Sales by Region, Q2 FY2025 vs Q2 FY2026 ($B)Apple Q2 2026 net sales by region year over year grouped bar +28%China YoY

Note: all five regions grew year over year in the March 2026 quarter. Ranking the Regions

Ranking the Regions in Q2 2026

Ranking the five regions by their March 2026 quarter sales confirms the familiar hierarchy while highlighting the recent shifts. The Americas sits comfortably on top, generating more than the next two regions combined, a reminder of how central the United States remains to Apple's fortunes. Europe holds a clear second place, well ahead of Greater China in third, cementing the reordering that has taken place over the past few years. Japan and the Rest of Asia Pacific occupy the lower rungs, though the latter is now within reach of overtaking Japan as it benefits from growth in India and Southeast Asia. The ranking is a snapshot of a business that is global but still firmly led by its home region.

The quarterly ranking also underlines how different the regions are in character. The Americas and Europe are large, mature and steadily growing, providing the ballast for Apple's results. Greater China is large but volatile, capable of swinging the company's growth rate up or down in any given quarter. Japan is small, stable and sensitive to currency moves, while the Rest of Asia Pacific is the smallest but fastest rising, carrying the hopes of Apple's emerging market ambitions. Read together, the regional rankings show a company that has successfully globalised its revenue while remaining anchored at home, a balance that has served it well through a turbulent decade for the wider technology industry.

Apple Q2 2026 region ranking horizontal barRegion Ranking, Q2 FY2026 ($B)Apple Q2 2026 region ranking horizontal bar $45BAmericas$28BEurope

China's Shrinking Share

China's Shrinking Share of the Pie

One of the clearest ways to see how Apple's centre of gravity has moved is to track Greater China's share of total net sales over time. In fiscal 2015, at the height of the China boom, the region accounted for about 25 percent of Apple's revenue, making it almost as important as the Americas. That share then slid steadily as Chinese sales stagnated and the rest of the business grew, falling below 15 percent by fiscal 2020. A renewed surge lifted it back toward 19 percent in the early 2020s, but it has since drifted down again to around 15 percent in fiscal 2025. The single line of China's revenue share captures the region's entire boom and slowdown arc in one view.

The declining share of Greater China is arguably the most consequential trend in Apple's regional mix, because it marks the fading of what was once expected to be the company's primary growth engine. As China's contribution has shrunk in relative terms, the burden of driving growth has shifted to the Americas, Europe and the emerging Asia Pacific markets. For Apple, the hope is that markets like India can eventually replicate the explosive growth China delivered a decade ago. Whether any single market can do so remains uncertain, which is why Apple is increasingly pursuing growth across many regions at once rather than betting on one, a strategy that fits the broader landscape mapped in our internet companies revenue analysis.

Apple Greater China share of net sales decline lineGreater China Share of Net Sales (%)Apple Greater China share of net sales decline line 25% to 15%since 2015

Note: Greater China net sales as a percentage of Apple's total. $178BAmericas FY2025Largest region. Source: Apple 10-K. $111BEurope FY2025Now second. Source: Apple 10-K. $74BChina Peak (FY2022)Since eased. Source: Apple 10-K. $111BQ2 FY2026All regions grew. Source: Apple.

Taken together, Apple's regional net sales tell the story of a company that has grown more global and, in some ways, more balanced over the past decade. The Americas remains the dependable leader, Europe has risen to a clear and growing second place, Greater China has swung from boom to slowdown and back, and the smaller Asia Pacific and Japan segments have steadily expanded. The latest March 2026 quarter, with growth across all five regions and a record result, suggests Apple has found renewed momentum on a broad geographic front. The key questions ahead are whether Greater China can sustain its recent recovery, whether India and the wider Asia Pacific region can become the next great growth engine, and how currency swings reshape the international picture. The wider economic forces behind

these regional currents are explored in our global economy overview, and Apple's place among the giants in our Amazon statistics and facts comparison.

FAQ

Frequently Asked Questions: Apple Net Sales by Region

Apple divides its net sales into five geographic segments: the Americas, Europe, Greater China, Japan, and the Rest of Asia Pacific. The Americas covers North and South America, Europe also includes India, the Middle East and Africa, Greater China covers mainland China, Hong Kong and Taiwan, and the Rest of Asia Pacific includes Australia and other Asian markets. Source: Apple 10-K filings.

The Americas is Apple's largest region, generating about $178 billion in fiscal 2025, roughly 43 percent of total net sales, with the United States providing the bulk. Europe is second at around $111 billion, followed by Greater China at about $64 billion. The Americas has been the largest region throughout Apple's modern history. Source: Apple 10-K, 2025.

Apple's Greater China segment generated about $64 billion in fiscal 2025, roughly 15 percent of total net sales. Chinese revenue peaked at around $74 billion in fiscal 2022 before easing back amid strong local competition. In the March 2026 quarter, Greater China sales rose 28 percent year over year to about $20.5 billion, a quarterly record. Source: Apple 10-K and Q2 2026 release.

In the second quarter of fiscal 2026 (the March 2026 quarter), Apple's net sales by region were approximately: Americas $45.1 billion, Europe $28.1 billion, Greater China $20.5 billion, Rest of Asia Pacific $9.1 billion and Japan $8.4 billion, for total revenue of about $111.2 billion. All five regions grew year over year. Source: Apple Q2 2026 press release.

Greater China revenue has come under pressure since its fiscal 2022 peak of about $74 billion due to intense competition from local smartphone makers, a softer Chinese economy and currency effects. Its share of Apple's total revenue has fallen from around 25 percent in 2015 to about 15 percent in 2025, though a strong March 2026 quarter suggests a possible recovery. Source: Apple 10-K filings.

Over the decade to fiscal 2025, the Rest of Asia Pacific and Europe grew fastest, each more than doubling, helped by emerging markets such as India and Southeast Asia. The Americas grew about 90 percent from a large base, while Greater China grew the least over the full period because its 2025 figure sits below earlier peaks. Source: Apple 10-K filings.

Apple does not break out the United States separately, but it falls within the Americas segment, which generated about $178 billion, or roughly 43 percent of total revenue, in fiscal 2025. The U.S. provides the large majority of Americas revenue and remains Apple's single most important country market by a wide margin. Source: Apple 10-K, 2025.

Europe is now clearly Apple's second largest region, generating about $111 billion in fiscal 2025 compared with roughly $64 billion for Greater China. Europe overtook China as the second largest market in recent years, after Chinese sales slipped from their 2015 and 2022 peaks while European sales kept rising. Source: Apple 10-K, 2025.

Apple's revenue is highly seasonal. The first fiscal quarter, which ends in late December, captures the holiday shopping season and new iPhone launches and is by far the largest, while the spring and summer quarters are smaller. This is why annual figures give a clearer picture of regional trends than comparing individual quarters across the year. Source: Apple 10-K filings.

The figures are drawn from Apple's audited annual 10-K filings and official quarterly press releases, with Bullfincher and GlobalData used to corroborate the regional series. Annual figures cover fiscal 2015 to 2025, when the five segment structure was reported consistently, and the latest quarter is the March 2026 quarter. Apple's fiscal year ends in late September. Source: Apple filings.

Sources

Apple Investor Relations - Quarterly and Annual Results - Primary source for Apple's net sales by geographic segment, annual and quarterly.

Apple Inc. 10-K and 10-Q filings (2015-2026) - Audited regional net sales by reportable segment for each fiscal year and the latest quarter.

Bullfincher and GlobalData - Used to corroborate the annual regional net sales series.

Net sales are by Apple's reportable geographic segment in U.S. dollars. Annual figures cover fiscal 2015 to 2025; the latest quarter is the second quarter of fiscal 2026 (March 2026 quarter). Apple's fiscal year ends in late September and quarterly sales are seasonal. Not investment advice.

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Methodology

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