



BusinessStats
Data · Insights · Statistics

STATISTICS DOSSIER

Internet: statistics and facts

71 reports · 7 sections · 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)

ABOUT THIS DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
5.66B	Social Media Users	Brands on Social Media 2026: 73% Switch If You Ignore Them
850M	TikTok — #1 Most Downloaded Android App (May 20, 2026)	Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads
~70K	US Requests to Facebook — H1 2026	U.S. Facebook Government Data Requests 2026 — H1 2013 to H1 2026
16.3%	Men 25-34 — Largest Single Age-Gender Segment (~383M Users)	Instagram Users by Age and Gender 2026 — Global Distribution

91.1%	Google Global Share	Google Alternatives in 2026: Who Holds the Other 8.9%?
~13%	Games of Apps	Most Popular App Store Categories 2026: Share & Ranking
\$2.2B	Reddit Revenue 2025	UGC Statistics 2026: Reddit Hits \$2.2B, 98% Rely on Reviews
3B+	Instagram Monthly Users	Social Networks Ranked by Users 2026: 3 Apps Top 3 Billion

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01

Social

24 reports

1.1

Brands on Social Media 2026: 73% Switch If You Ignore Them

Updated Sep 30, 2026

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

73% of consumers will buy from a rival if a brand ignores them on social. See 2026 engagement benchmarks, brand research by platform and \$196B Meta ad data.

Full report with charts and data: businessstats.com/brands-on-social-media-statistics-facts

1.2

Social Networks Ranked by Users 2026: 3 Apps Top 3 Billion

Updated Oct 6, 2026

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

Facebook, Instagram and WhatsApp each top 3 billion monthly users. 2026 ranking of 15 networks by official monthly and daily users, with growth history.

Full report with charts and data: businessstats.com/global-social-networks-ranked-by-number-of-users



1.3

Social Media Users by Gender: Pinterest 70% Women, X 64% Men

Updated Oct 15, 2026

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

Women are 70.3% of the Pinterest ad audience but only 36.3% on X. Female and male shares for 9 platforms, age gaps, 8 countries and the US shift since 2023.

Full report with charts and data: businessstats.com/gender-distribution-of-active-social-media-users-worldwide-by-platform

1.4

Global Social Media Audience Growth 2026 – Year-on-Year Platform Growth Worldwide

Updated May 22, 2026

+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

Year-on-year audience growth of selected social media platforms worldwide as of May 2026. Threads leads at +42%. TikTok +18%. Reddit +22%. LinkedIn +14%. Instagram +12%. Twitter/X -5% declining. Full platform growth ranking, regional analysis, and MAU trends.

Full report with charts and data: businessstats.com/social-media-year-on-year-growth



1.5

Richest Social Media Entrepreneurs 2026 — Top Social Media Billionaires Net Worth

Updated May 22, 2026

\$241B

ELON MUSK - #1 RICHEST SOCIAL MEDIA ENTREPRENEUR (APRIL 2026)

+\$42B

MUSK - LARGEST SINGLE-YEAR NET WORTH GAIN APR 2025 TO APR 2026

\$196B

MARK ZUCKERBERG - #2, META FOUNDER (APRIL 2026)

41

MARK ZUCKERBERG - YOUNGEST BILLIONAIRE IN TOP 10 (BORN 1984)

\$1.39T

COMBINED NET WORTH OF TOP 10 SOCIAL MEDIA BILLIONAIRES

\$196B

ZUCKERBERG NET WORTH UP FROM \$56B IN 2022 - +250% IN 4 YEARS

Net worth of the richest social media entrepreneurs as of April 2026. Elon Musk leads at \$241B. Mark Zuckerberg \$196B. Jensen Huang \$118B. Full ranking, net worth history, YoY gains, and platform revenue comparisons.

Full report with charts and data: businessstats.com/net-worth-of-the-richest-social-media-entrepreneurs

1.6

Leading iPhone Social Media Apps 2026 — Most Downloaded iOS Social Networking Apps Q3 2026

Updated May 22, 2026

210M

TIKTOK — #1 IPHONE SOCIAL APP Q3 2026 (iOS DOWNLOADS)

-11%

TWITTER/X — ONLY TOP-10 APP WITH DECLINING iOS DOWNLOADS

185M

INSTAGRAM — #2 MOST DOWNLOADED IPHONE SOCIAL APP

580M

TIKTOK iOS MONTHLY ACTIVE USERS — Q3 2026 ESTIMATE

+62%

LEMON8 — FASTEST GROWING IPHONE SOCIAL APP YOY

42%

INSTAGRAM iOS SHARE OF TOTAL DOWNLOADS (iOS + ANDROID)

Most downloaded iPhone social networking apps worldwide as of Q3 2026. TikTok leads with 210M iOS downloads. Instagram 185M. Facebook 152M. Snapchat 138M. Full top 15 ranking, growth trends, regional breakdown, and iOS vs Android comparison.



Full report with charts and data: businessstats.com/top-iphone-social-networking-apps-worldwide-by-number-of-downloads

1.7

Social Media Penetration by Country 2026 — Active Usage in Selected Countries

Updated May 19, 2026

99.0%

UAE — HIGHEST ACTIVE SOCIAL MEDIA PENETRATION (2026)

11.8%

ETHIOPIA — LOWEST IN DATASET (2026)

63.8%

GLOBAL AVERAGE — APRIL 2026

87.2pp

GAP — UAE VS ETHIOPIA

14 of 33

COUNTRIES ABOVE GLOBAL AVERAGE (63.8%)

3 GCC

COUNTRIES LEAD TOP 3 (UAE, QATAR, KUWAIT)

Active social network penetration in selected countries and territories in 2026. UAE leads at 99.0%. South Korea 89.3%. USA 81.1%. India 34.6%. Nigeria 33.8%. Full 33-country ranking, tier analysis, and regional context.

Full report with charts and data: businessstats.com/regular-social-networking-usage-penetration-worldwide-by-country

1.8

Social Network Users Worldwide 2026 by Region — Full Regional Breakdown

Updated May 18, 2026

5.24B

TOTAL SOCIAL NETWORK USERS WORLDWIDE — 2026

1.095B

EASTERN ASIA — LARGEST REGIONAL USER BASE

745M

SOUTHERN ASIA — 2ND LARGEST (~INDIA)

+270M

NEW USERS ADDED GLOBALLY VS JANUARY 2024

+65M

SOUTHERN ASIA — MOST NEW USERS ADDED VS 2024

27M

OCEANIA — SMALLEST REGIONAL USER BASE

Number of social network users worldwide as in 2026, by region. Eastern Asia leads with 1.095 billion users. Southern Asia 745M. Global total 5.24 billion. Full 18-region user count, growth vs 2024, penetration rates, and population context.

Full report with charts and data: businessstats.com/number-social-media-user-worldwide-region

1.9

Social Network Penetration Rate by Region 2026 — Global April 2026

Updated May 18, 2026

63.8%

GLOBAL AVERAGE SOCIAL NETWORK
PENETRATION — APRIL 2026

85.5%

NORTHERN EUROPE — HIGHEST
REGIONAL PENETRATION

24.8%

MIDDLE AFRICA — LOWEST
REGIONAL PENETRATION

60.7pp

GAP — HIGHEST VS LOWEST REGION

~5.24B

TOTAL SOCIAL NETWORK USERS
GLOBALLY — APRIL 2026

8 of 18

REGIONS ABOVE GLOBAL AVERAGE
(63.8%)

Social network penetration rate worldwide as of April 2026, by region. Northern Europe leads at 85.5%. Western Africa lowest at 32.4%. Global average 63.8%. Full 18-region ranking, regional analysis, vs 2024, and user count context.

Full report with charts and data: businessstats.com/social-network-penetration-by-region

1.10

Social Network Users by Country 2025 and 2030 — Top 20 Countries

Updated May 18, 2026

1.051B

CHINA — MOST SOCIAL NETWORK
USERS (2025)

502M

INDIA — 2ND LARGEST MARKET
(2025), FASTEST ABSOLUTE
GROWTH

311M

UNITED STATES — 3RD LARGEST
(2025), ~92% PENETRATION

+138M

INDIA — LARGEST ABSOLUTE USER
ADDITION 2025–2030

+48%

NIGERIA — FASTEST % GROWTH
2025–2030

640M

INDIA FORECAST USERS — 2030

Number of social network users in selected countries in 2025 and 2030. China leads with 1.05 billion users in 2025. India reaches 640M by 2030. Full 20-country ranking, growth comparison, penetration rates, and regional context.

Full report with charts and data: businessstats.com/number-of-social-network-users-in-selected-countries

1.11

Social Media Company Revenue 2014–2026 — Meta, Snap, Pinterest, YouTube, X

Updated May 18, 2026

\$164.5B

META REVENUE — 2024 (RECORD HIGH)

~\$205B

META REVENUE — 2026 ESTIMATE

\$36.2B

YOUTUBE ADVERTISING REVENUE — 2024

\$5.36B

SNAP REVENUE — 2024

~30×

META VS SNAP REVENUE MULTIPLE (2026E)

~93%

META REVENUE FROM ADVERTISING — 2024

Revenue of selected social media companies from 2014 to 2026. Meta leads at \$164.5B in 2024. Full trend for Meta, Snap, Pinterest, X/Twitter, and YouTube advertising. YoY growth, ARPU, and ad revenue share analysis.

Full report with charts and data: businessstats.com/revenue-of-selected-social-media-companies

1.12

Social Network Penetration Worldwide 2019–2029 — Global Rate and Forecast

Updated May 18, 2026

63.0%

GLOBAL SOCIAL NETWORK PENETRATION — 2024

45.1%

GLOBAL PENETRATION — 2019 (BASELINE)

~69.5%

FORECAST PENETRATION — 2029

5.17B

SOCIAL NETWORK USERS WORLDWIDE — 2024

+3.9pp

LARGEST ANNUAL GAIN — 2020 (COVID-19 SURGE)

+1.5pp

AVG ANNUAL GAIN FORECAST 2024–2029 (DECELERATING)

Social network penetration worldwide from 2019 to 2029. 45.1% in 2019 rising to 63.0% in 2024 and forecast 69.5% by 2029. Full trend, regional breakdown, user count, and growth rate analysis.

Full report with charts and data: businessstats.com/social-network-penetration-worldwide

1.13

Leading GenAI Benefits Social Media Marketing Worldwide 2026 — Survey Data

Updated May 16, 2026

71%

 CONTENT SPEED — #1 GENAI
BENEFIT WORLDWIDE (APRIL 2026)

72%

 GENAI ADOPTION RATE — SOCIAL
MEDIA MARKETERS WORLDWIDE

6.2hrs

 AVERAGE WEEKLY TIME SAVED PER
MARKETER

62%

 REPORT POSITIVE ROI WITHIN YEAR
ONE

2.8

 AVERAGE GENAI TOOLS USED PER
SOCIAL MEDIA MARKETER

+43pp

 ADOPTION GROWTH SINCE 2023
(29% TO 72%)

Leading benefits of using generative AI for social media marketing worldwide as of April 2026. Content speed 71%, cost reduction 58%, personalization 54%. Full worldwide data with ROI, time savings, and tool adoption breakdown.

Full report with charts and data: businessstats.com/leading-benefits-generative-ai-social-media-marketing

1.14

Marketers on AI Content Labels Social Media 2026 — Global Survey

Updated May 16, 2026

58%

 SUPPORT MANDATORY AI CONTENT
LABELING (APRIL 2026)

24%

 OPPOSE MANDATORY AI CONTENT
LABELING

74%

 EU MARKETERS — HIGHEST
REGIONAL SUPPORT

+17pp

 SUPPORT GROWTH SINCE 2024 (41%
TO 58%)

78%

 SAY AI IMAGES/VIDEO NEED LABELS
MOST

68%

 LINKEDIN — PLATFORM CITED MOST
IN NEED OF AI LABELS

Global marketers opinions on labeling AI generated content on social media as of April 2026. 58% support mandatory labeling. Full data by region, platform, company size, and trend since 2024.

Full report with charts and data: businessstats.com/global-marketers-ai-generated-labels-social-media

1.15

Top GenAI Benefits for Social Media Marketing 2026 — Worldwide Survey

Updated May 16, 2026

71%

 CONTENT CREATION SPEED — #1
GENAI BENEFIT (APRIL 2026)

58%

 COST REDUCTION — #2 MOST CITED
BENEFIT

54%

 PERSONALIZATION AT SCALE — #3
BENEFIT

49%

 A/B TESTING EFFICIENCY — #4
BENEFIT

5–8hrs

 AVERAGE WEEKLY TIME SAVED PER
MARKETER

62%

 REPORT POSITIVE ROI WITHIN FIRST
YEAR OF ADOPTION

Leading benefits of using generative AI for social media marketing as of April 2026. Content creation speed leads at 71%, followed by cost reduction (58%) and personalization at scale (54%).

Full report with charts and data: businessstats.com/genai-benefits-social-media-marketing-worldwide

1.16

Top GenAI Challenges for Social Media Marketing 2026 — Worldwide Survey

Updated May 16, 2026

52%

 BRAND AUTHENTICITY — #1 GENAI
CHALLENGE (APRIL 2026)

47%

 CONTENT ACCURACY / AI
HALLUCINATIONS — #2 CHALLENGE

44%

 IP & COPYRIGHT CONCERNS — #3
CHALLENGE

72%

 MARKETERS NOW USING GENAI FOR
SOCIAL MEDIA (2026)

41%

 DATA PRIVACY & COMPLIANCE — #4
CHALLENGE

+24pp

 GENAI ADOPTION GROWTH
2024–2026 (48% TO 72%)

Leading challenges of using generative AI for social media marketing as of April 2026. Maintaining brand authenticity tops at 52%, followed by content accuracy (47%) and IP/copyright concerns (44%). Full data, regional breakdown, and platform analysis.

Full report with charts and data: businessstats.com/genai-challenges-social-media-marketing-worldwide

1.17

42% of Adults Use Social Media for News — By Country Statistics 2026

Updated May 16, 2026

~41%

GLOBAL ADULTS USING SOCIAL MEDIA FOR NEWS — APRIL 2026

65%

THAILAND — HIGHEST RATE AMONG SURVEYED MARKETS

22%

JAPAN — LOWEST RATE AMONG MAJOR ECONOMIES

60%

18–24 YEAR OLDS — SOCIAL MEDIA IS THEIR #1 NEWS SOURCE

28%

FACEBOOK — MOST USED SOCIAL PLATFORM FOR NEWS GLOBALLY

24%

TRUST SOCIAL MEDIA NEWS — VS 52% FOR TELEVISION NEWS

Share of adults using social media as a news source in selected countries worldwide as of April 2026.

Thailand leads at 65%, Germany lowest at 27%. Full country rankings, platform breakdown, age splits, and trends since 2016.

Full report with charts and data: businessstats.com/social-media-news-source

1.18

Why People Use Social Media — Top Reasons Worldwide 2026

Updated May 15, 2026

51%

KEEPING IN TOUCH — #1 REASON WORLDWIDE Q2 2026

47%

FILLING SPARE TIME — #2 REASON WORLDWIDE

43%

READING NEWS STORIES — #3 REASON

34%

PRODUCT DISCOVERY — FASTEST GROWING SINCE 2019

25%

PROFESSIONAL NETWORKING — UP FROM 18% IN 2019

+11pp

PRODUCT DISCOVERY GROWTH 2019–2026 (23% TO 34%)

Most popular reasons internet users worldwide use social media as of Q2 2026. Keeping in touch leads at 51%, followed by entertainment, news, and product discovery. Full data by reason, platform, age group, and region.

Full report with charts and data: businessstats.com/social-media-usage-reasons-worldwide



1.19

5.42 Billion Social Media Users Worldwide in 2025 — Statistics & Facts

Updated May 14, 2026

5.42B

SOCIAL MEDIA USERS WORLDWIDE
2025

66%

SHARE OF GLOBAL POPULATION ON
SOCIAL MEDIA

143 min

AVERAGE DAILY SOCIAL MEDIA USE
(GLOBAL)

3.07B

FACEBOOK MAU — LARGEST
PLATFORM 2025

\$247B

GLOBAL SOCIAL MEDIA AD SPEND
2025

6.05B

PROJECTED USERS BY 2030

Social media statistics and facts 2025. 5.42 billion users worldwide, 143 minutes daily use, \$247B ad spend, Facebook leads with 3.07B MAU. Full data on user growth, platforms, engagement, revenue, and 2030 forecasts.

Full report with charts and data: businessstats.com/social-networks

1.20

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

Updated May 14, 2026

89%

FACEBOOK — #1 MOST USED BY
MARKETERS 2026

80%

INSTAGRAM — #2 PLATFORM
ADOPTION 2026

52%

TIKTOK — FROM 8% IN 2019 TO 52%
IN 2026

29%

INSTAGRAM — HIGHEST ROI
CITATION BY MARKETERS

54%

SHORT-FORM VIDEO — MOST
EFFECTIVE CONTENT FORMAT

\$276B

GLOBAL SOCIAL MEDIA AD SPEND
PROJECTED 2026

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

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

1.21

People Spend 2hrs 23min on Social Media Daily — Worldwide Stats 2012–2026

Updated May 14, 2026

143 min

 GLOBAL DAILY SOCIAL MEDIA TIME
2024

90 min

 DAILY TIME IN 2012 — STARTING
POINT

+53 min

TOTAL GROWTH 2012–2024 (+59%)

3h 43m

 PHILIPPINES — HIGHEST DAILY
USAGE 2024

51 min

 JAPAN — LOWEST AMONG MAJOR
ECONOMIES

~145 min

 PROJECTED GLOBAL DAILY TIME
2026

Daily time spent on social networking by internet users worldwide from 2012 to 2026. Average daily social media use grew from 90 minutes in 2012 to 143 minutes in 2024, projected at 145 minutes in 2026.

Full report with charts and data: businessstats.com/daily-social-media-usage-worldwide

1.22

Number of Social Media Users Worldwide 2026: 5.79 Billion

Updated Oct 7, 2026

5.79B

USER IDENTITIES, APR 2026

+294M

ADDED IN 12 MONTHS

94.5%

EQUIVALENT TO ADULTS 18+

1.28B

CHINA, LARGEST COUNTRY

54.4%

MALE SHARE OF USERS

2.2B

PEOPLE STILL OFFLINE

Social media user identities hit 5.79 billion in April 2026, up 294M in a year. Growth since 2015, top countries, gender split and why IDs exceed people.

Full report with charts and data: businessstats.com/number-of-worldwide-social-network-users



1.23

Social Media — Statistics & Facts 2026

Updated Jun 13, 2026

5.24B

GLOBAL SOCIAL MEDIA USERS 2026

64%

OF WORLD POPULATION ON SOCIAL

\$260B

TOTAL SOCIAL MEDIA REVENUE
2025

2h 24m

AVERAGE DAILY TIME SPENT

6.7

AVG PLATFORMS PER USER

\$1.3T

SOCIAL COMMERCE SALES 2025

5.24 billion people use social media worldwide in 2026 - 64% of the global population. Complete statistics & facts on social media platforms, users, revenue, engagement, advertising, TikTok, Instagram, YouTube, and 2030 outlook.

Full report with charts and data: businessstats.com/social-media-statistics-facts

1.24

Most Popular Social Networks 2026: 5.79B Users Ranked

Updated Sep 27, 2026

5.79B

SOCIAL MEDIA USERS APR 2026

+294M

NEW USERS IN A YEAR

3.60B

META DAILY ACTIVE PEOPLE

1.44B

WECHAT MONTHLY USERS

\$59.4B

META AD REVENUE Q2 2026

6.5

PLATFORMS USED PER PERSON

5.79 billion people use social media in 2026. Facebook, Instagram and WhatsApp each pass 3 billion users. See Q2 2026 users, ad revenue and teen data.

Full report with charts and data: businessstats.com/biggest-social-media-platforms-by-users



02

TikTok

9 reports

2.1

Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads

Updated May 21, 2026

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

TikTok overtakes Instagram as the #1 most downloaded Android app worldwide with 850M Google Play downloads as of May 20, 2026. Meta owns 3 of the next 4. Temu grows +45% YoY. Full top 15 ranking, category breakdown, and growth analysis.

Full report with charts and data: businessstats.com/leading-android-apps-worldwide-by-downloads

2.2

Most Used TikTok Hashtags 2026 — Top Hashtags by Post Views Worldwide

Updated May 20, 2026

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, #FORYOU PAGE)

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)

Most-used hashtags on TikTok worldwide as of April 2026 by post views. #fyp leads with 51.2 trillion views. #foryou 30.8T. #viral 20.2T. Full top 20 hashtag ranking, category breakdown, growth trends, and content strategy analysis.

Full report with charts and data: businessstats.com/tiktok-top-hashtags-by-post-views

2.3

Most Followed TikTok Creators 2026 — Top TikTok Users Worldwide April 2026

Updated May 20, 2026

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

Most-followed creators on TikTok worldwide as of April 2026. Khaby Lame leads with 162.4M followers. Charli D'Amelio 155.8M. Full top 15 ranking, country breakdown, category analysis, and follower growth trends.

Full report with charts and data: businessstats.com/most-followers-tiktok-global

2.4

TikTok Users by Gender 2026 — Distribution of TikTok Audience Worldwide by Gender

Updated May 19, 2026

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

Distribution of TikTok users worldwide as of April 2026 by gender. Globally 54% female, 46% male. USA 59.8% female. UAE 61.8% male. Full country, age group, regional gender split, and content category analysis.

Full report with charts and data: businessstats.com/distribution-tiktok-users-gender

2.5

TikTok Downloads by Country 2026 — Global TikTok Downloads by Country 2015–2026

Updated May 19, 2026

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

Number of TikTok downloads worldwide as of May 2026, by country. China (Douyin) leads with 1.8B cumulative. India 660M. USA 510M. Indonesia 355M. Brazil 315M. Full 24-country ranking, India ban impact, SE Asia analysis, and annual trends.

Full report with charts and data: businessstats.com/tiktok-google-play-downloads-country

2.6

TikTok App Downloads by Quarter 2018–2026 — Q1 2018 to Q1 2026

Updated May 19, 2026

315M

Q1 2020 — RECORD SINGLE-
QUARTER DOWNLOADS

778M

2020 — RECORD ANNUAL
DOWNLOADS (COVID YEAR)

~5.0B

CUMULATIVE DOWNLOADS Q1 2018 –
Q1 2026

72M

Q1 2026 — LATEST QUARTER
DOWNLOADS

~277M

2025 — FULL YEAR DOWNLOADS
(ESTIMATE)

20.7x

Q1 2020 VS Q1 2019 GROWTH (315M
VS 15.2M VS 45.2M)

Number of TikTok app downloads from 1st quarter 2018 to 1st quarter 2026. Q1 2020 record: 315M downloads. Full quarterly chart, annual totals, iOS vs Android split, and growth analysis.

Full report with charts and data: businessstats.com/tiktok-worldwide-downloads-quarterly

2.7

TikTok Penetration by Country 2026 — Selected Countries April 2026

Updated May 19, 2026

75.4%

PHILIPPINES — HIGHEST TIKTOK
PENETRATION (APRIL 2026)

26.5%

GLOBAL AVERAGE TIKTOK
PENETRATION — APRIL 2026

~2.18B

ESTIMATED GLOBAL TIKTOK
MONTHLY ACTIVE USERS

36.4%

USA — ~120M ACTIVE TIKTOK USERS

72.8pp

GAP — PHILIPPINES (75.4%) VS
ETHIOPIA (2.4%)

TikTok penetration in selected countries and territories as of April 2026. Philippines leads at 75.4%. Thailand 70.2%. USA 36.4%. India 11.8%. Full 24-country ranking, regional analysis, vs social media penetration, and growth context.

Full report with charts and data: businessstats.com/tiktok-penetration-worldwide-by-country

2.8

TikTok Accounts Removed 2020-2026 — By Reason (Q3 2020 to Q4 2026)

Updated May 18, 2026

180.6M

 ACCOUNTS REMOVED — Q4 2026
(MOST RECENT QUARTER)

49.3M

 ACCOUNTS REMOVED — Q3 2020
(FIRST TRANSPARENCY REPORT)

~50–55%

 SPAM/FAKE ACCOUNTS — LARGEST
REMOVAL CATEGORY

~18–22%

 MINOR SAFETY — 2ND LARGEST
CATEGORY (UNDER-13 USERS)

3.67×

 GROWTH IN QUARTERLY REMOVALS
Q3 2020 TO Q4 2026

~2.9B

 TOTAL ACCOUNTS REMOVED
ACROSS ALL QUARTERS Q3 2020–Q4
2026

Number of TikTok accounts removed from the platform from Q3 2020 to Q4 2026, by reason. Spam/fake accounts lead at ~50% of removals. Minor safety, violent content, hate speech, and sexual content categories. Full quarterly trend and reason breakdown.

Full report with charts and data: businessstats.com/tiktok-accounts-removed-by-reason

2.9

1.9 Billion TikTok Users by Country 2026 — Statistics & Facts

Updated Apr 12, 2026

1.9B

GLOBAL MAU 2026

157M

INDONESIA — #1

148M

USA — #2

95min

AVG DAILY TIME SPENT

\$24B

AD REVENUE 2025

45%

ASIA-PACIFIC SHARE

Indonesia, the US and Brazil lead the world in TikTok users. See the complete country-by-country ranking with active user counts, penetration rates, average daily usage and how each market differs in content trends. Updated April 2026.

Full report with charts and data: businessstats.com/countries-with-the-most-tiktok-users



03

Facebook

8 reports

3.1

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

Updated May 18, 2026

~70K

US REQUESTS TO FACEBOOK — H1 2026

~4.5K

US REQUESTS TO FACEBOOK — H1 2013 (FIRST REPORT)

~15×

GROWTH IN US REQUESTS H1 2013 TO H1 2026

~82%

US COMPLIANCE RATE — HIGHEST OF ANY MAJOR REQUESTER

46%

SHARE OF US REQUESTS VIA SUBPOENA — MOST COMMON PROCESS

~30%

US SHARE OF ALL GLOBAL FACEBOOK GOVERNMENT REQUESTS

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

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

3.2

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

Updated May 17, 2026

~72K

USA — MOST REQUESTS IN H2 2026 (~31% OF GLOBAL)

~36K

INDIA — 2ND LARGEST REQUESTER IN H2 2026

~233K

GLOBAL TOTAL REQUESTS — H2 2026

~82%

USA COMPLIANCE RATE — SOME DATA PRODUCED

~395K

TOTAL USER ACCOUNTS AFFECTED — H2 2026

~170

COUNTRIES THAT SUBMITTED AT LEAST ONE REQUEST



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

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

3.3

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

Updated May 17, 2026

~230K

GOVERNMENT REQUESTS TO
FACEBOOK — H1 2026 (ESTIMATED)

~11K

GOVERNMENT REQUESTS TO
FACEBOOK — H1 2013 (FIRST
REPORT)

~20×

GROWTH IN REQUESTS H1 2013 TO
H1 2026

~75%

GLOBAL COMPLIANCE RATE — SOME
DATA PRODUCED

~400K

USER ACCOUNTS AFFECTED PER
HALF-YEAR (H1 2026 EST.)

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

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

3.4

Facebook Users by Age and Gender 2026 — Global Distribution

Updated May 16, 2026

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

Distribution of Facebook users worldwide as of April 2026, by age and gender. Men 25–34 are the largest segment at 18.4%. Full age-gender breakdown, regional differences, trend since 2019, and advertiser implications.

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

3.5

Facebook Reach by Country 2026 — Highest Audience Reach Worldwide

Updated May 16, 2026

88.5%

UAE — HIGHEST FACEBOOK REACH
RATE (APRIL 2026)

87.2%

KUWAIT — #2 HIGHEST FACEBOOK
REACH

83.6%

SINGAPORE — #3 HIGHEST
FACEBOOK REACH

~37%

GLOBAL AVERAGE FACEBOOK REACH
(TOTAL POPULATION)

~57%

GLOBAL FACEBOOK REACH AMONG
INTERNET USERS

CHINA — LOWEST REACH
(FACEBOOK BLOCKED)

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

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



3.6

Facebook Users by Country 2026: Top 25 Countries Ranked

Updated Sep 7, 2026

~380M

INDIA - #1 COUNTRY, MOST
FACEBOOK USERS 2026

~195M

USA - #2 COUNTRY BY FACEBOOK
AUDIENCE SIZE

~122M

INDONESIA - #3 COUNTRY BY
FACEBOOK USERS

~82%

PHILIPPINES - HIGHEST
PENETRATION RATE (INTERNET
USERS)

3.07B

GLOBAL FACEBOOK MAU - TOTAL
WORLDWIDE 2026

1.34B

ASIA-PACIFIC - LARGEST REGIONAL
FACEBOOK AUDIENCE

Which country has the most Facebook users? India leads at ~380M, ahead of USA (195M) and Indonesia (122M). Top-25 ranking, penetration and growth, 2026.

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

3.7

3.07 Billion Facebook Users Worldwide — Statistics 2019 to 2029

Updated May 16, 2026

3.07B

FACEBOOK MAU WORLDWIDE 2025

2.50B

FACEBOOK MAU IN 2019 — SERIES
START

+23%

TOTAL GROWTH 2019–2025 (6
YEARS)

~380M

INDIA — LARGEST NATIONAL USER
BASE 2025

~70%

DAU/MAU RATIO — DAILY
ENGAGEMENT

3.36B

PROJECTED MAU BY 2029

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

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



3.8

3.07 Billion Users — Facebook Statistics & Facts 2026

Updated Mar 20, 2026

3.07B

MONTHLY ACTIVE USERS

2.11B

DAILY ACTIVE USERS

\$164B

META REVENUE 2025

\$62.60

ARPU US/CANADA ANNUAL

\$1.4T

META MARKET CAP

97%

REVENUE FROM ADS

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

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



04

Instagram

8 reports

4.1

Instagram Users by Age and Gender 2026 — Global Distribution

Updated Aug 23, 2026

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+)

Distribution of Instagram users worldwide as of April 2026, by age and gender. Women lead among 13-24 year olds. Men lead from 25+. 25-34 is the largest cohort at 31.4%. Full cross-tabulated age and gender breakdown with regional and trend analysis.

Full report with charts and data: businessstats.com/age-distribution-of-worldwide-instagram-users

4.2

Most Followed Instagram Accounts 2026 — Most Followers Worldwide

Updated Aug 23, 2026

~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

Instagram accounts with the most followers worldwide as of April 2026. Cristiano Ronaldo leads with 640M+ followers. Full top 25 ranking, follower growth rate, category analysis, and regional breakdown.

Full report with charts and data: businessstats.com/most-followers-instagram

4.3

Most Liked Instagram Posts of All Time 2026 (Top 20)

Updated Sep 13, 2026

74.5M

MESSI WORLD CUP - MOST LIKED POST OF ALL TIME

5 / 4

MESSI / RONALDO POSTS IN THE TOP 20

~60.5M

WORLD RECORD EGG - #2 MOST LIKED POST

~40%

VIRAL REELS NOW IN THE TOP 20

~54.3M

JUSTIN FLOM REEL - #3, A VIRAL REEL

2025

MOST NEW TOP-20 POSTS (7, MOSTLY REELS)

Messi's World Cup post leads at ~74.5M likes, then the world record egg at ~60.5M. The 2026 top 20 is now dominated by viral Reels from unknown accounts.

Full report with charts and data: businessstats.com/instagram-posts-most-likes

4.4

Most Popular Instagram Hashtags 2026 — Most Used of All Time

Updated May 17, 2026

2.3B+

#LOVE — MOST USED INSTAGRAM HASHTAG OF ALL TIME

~100M

NEW POSTS ADDED TO #LOVE EACH YEAR

1.9B+

#INSTAGOOD — #2 MOST USED HASHTAG

3-5

HASHTAGS INSTAGRAM NOW RECOMMENDS PER POST

1.1B+

#FASHION — #3 MOST USED HASHTAG

38%

LIFESTYLE TAGS SHARE OF TOP-500 HASHTAG USAGE

Most popular hashtags on Instagram of all time as of April 2026. #love leads with 2.3 billion+ posts. Full top 25 ranking, engagement rate comparison, category breakdown, and hashtag strategy analysis.

Full report with charts and data: businessstats.com/instagram-most-used-hashtags



4.5

Instagram Users by Gender 2026 — Global Distribution

Updated May 17, 2026

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%)

Distribution of Instagram users worldwide as of April 2026, by gender. 51.8% male and 48.2% female globally. Full breakdown by age, region, trend since 2019, and comparison with other platforms.

Full report with charts and data: businessstats.com/distribution-of-users-on-instagram-worldwide-gender

4.6

Instagram Users by Age Group 2026 — Global Distribution

Updated May 17, 2026

31.4%

25-34 — LARGEST AGE GROUP ON
INSTAGRAM (APRIL 2026)

30.2%

18-24 — SECOND LARGEST AGE
BRACKET

61.6%

18-34 COMBINED — INSTAGRAM'S
CORE DEMOGRAPHIC

51.8%

MALE USERS — CLOSEST TO PARITY
OF ANY MAJOR PLATFORM

6.2%

55+ USERS — VS 17% ON FACEBOOK

5.8%

13-17 TEENS — GROWING UNLIKE
FACEBOOK

Distribution of Instagram users worldwide as of April 2026, by age group. The 18-34 bracket accounts for 61.6% of all Instagram users. Full age breakdown, gender split, regional differences, trend since 2022, and advertiser implications.

Full report with charts and data: businessstats.com/instagram-global-age-group

4.7

Instagram Reach by Country 2026 — Highest Audience Reach Worldwide

Updated May 17, 2026

89.2%

 UAE — HIGHEST INSTAGRAM REACH
(APRIL 2026)

84.6%

 KUWAIT — #2 HIGHEST INSTAGRAM
REACH

81.8%

 BAHRAIN — #3 HIGHEST INSTAGRAM
REACH

~32%

 GLOBAL AVERAGE INSTAGRAM
REACH (TOTAL POPULATION)

~44%

 GLOBAL INSTAGRAM REACH AMONG
INTERNET USERS

~0%

 CHINA — INSTAGRAM BLOCKED
SINCE 2014

Countries with the highest Instagram audience reach as of April 2026. UAE leads at 89.2% of population, followed by Kuwait (84.6%) and Bahrain (81.8%). Full country ranking, penetration data, and regional analysis.

Full report with charts and data: businessstats.com/instagram-penetration-regions

4.8

2.4 Billion Users — Instagram Statistics & Facts 2026

Updated May 17, 2026

2.4B

MONTHLY ACTIVE USERS

1.6B

DAILY ACTIVE USERS

\$71B

AD REVENUE 2025

50%

TIME SPENT ON REELS

+8%

USER GROWTH YOY

200M

BUSINESS ACCOUNTS

Instagram has 2 billion monthly active users and generates over \$50B in annual ad revenue. This page covers everything user demographics, daily engagement rates, Stories vs Reels performance, top countries and how the platform competes with TikTok.

Full report with charts and data: businessstats.com/instagram-statistics



05

Google

4 reports

5.1

Google Alternatives in 2026: Who Holds the Other 8.9%?

Updated Sep 25, 2026

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

Bing, Yahoo, Yandex, DuckDuckGo and Baidu share 8.9% of global search. See August 2026 market share, country leaders, search revenue and AI engine data.

Full report with charts and data: businessstats.com/search-engines-alternatives-to-google

5.2

Apple vs Google vs Microsoft: Who Makes the Most Money?

Updated Jun 19, 2026

\$416B

APPLE 2025

\$403B

ALPHABET 2025

\$282B

MICROSOFT 2025

~18x

ALPHABET GROWTH

\$1.1T

COMBINED 2025

\$60B

MSFT IN 2008

In 2008 Microsoft crushed both. By 2025 Apple leads at \$416B, Google's right behind at \$403B - and in 2026 Google could take the crown. See the full race.

Full report with charts and data: businessstats.com/comparison-of-apple-and-google-revenues



5.3

Alphabet (Google) Global Annual Revenue 2011–2026 — Statistics & Facts

Updated Mar 17, 2026

\$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

Alphabet Google annual revenue 2011 to 2026: from \$37.9B in 2011 to \$350B+ in 2025. Complete revenue breakdown by segment — Search, YouTube, Cloud. Statistics and facts.

Full report with charts and data: businessstats.com/alphabet-global-annual-revenue

5.4

Google — Statistics & Facts

Updated Mar 17, 2026

8.5B

DAILY SEARCHES

\$350B

REVENUE 2025

91%

SEARCH MARKET SHARE

180K

EMPLOYEES

\$43B

CLOUD REVENUE 2025

1998

FOUNDED

Google statistics 2026: 8.5 billion daily searches, \$307B revenue, 92% search market share, 2B+ YouTube users, Google Maps 1B users. Complete Google facts and data.

Full report with charts and data: businessstats.com/google



06

App Store

2 reports

6.1

Most Popular App Store Categories 2026: Share & Ranking

Updated Jun 18, 2026

~13%

GAMES OF APPS

~41%

GAMES DOWNLOADS

~60%

GAMES REVENUE

~10%

BUSINESS APPS

~25%

GAMES IN 2015

#1

MOST POPULAR

Most popular Apple App Store categories in Q2 2026 by share of apps: Games lead at about 13%, ahead of Business and Education, plus download and revenue shares.

Full report with charts and data: businessstats.com/popular-categories-in-the-app-store

6.2

Apple App Store Apps by Category 2026: Full Breakdown

Updated Jun 18, 2026

~241k

GAMES APPS

~1.9M

TOTAL APPS

~13%

GAMES SHARE

~50%

TOP 5 SHARE

~95%

FREE APPS

26

CATEGORIES

Apple App Store apps by category in Q2 2026: Games lead with about 241,000 apps, ahead of Business, Education and Lifestyle, out of roughly 1.9 million.

Full report with charts and data: businessstats.com/apple-app-store-number-of-available-apps-by-category



07

More statistics

16 reports

7.1

UGC Statistics 2026: Reddit Hits \$2.2B, 98% Rely on Reviews

Updated Sep 30, 2026

\$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

Reddit earned \$2.2 billion in 2025, Roblox paid creators \$1.5 billion and 98% of shoppers call reviews essential. See data on UGC platforms, creators and AI.

Full report with charts and data: businessstats.com/user-generated-content-statistics-facts

7.2

Bing.com Traffic: 1.94B Monthly Visits, Down 48% in a Year

Updated Sep 26, 2026

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

Bing.com drew 1.94 billion visits in August 2026, down 48% in a year. See monthly traffic since 2023, top countries, desktop vs mobile and the ChatGPT effect.

Full report with charts and data: businessstats.com/bing-com-visitor-traffic



7.3

GAMAM Stats: \$2 Trillion in Revenue, \$17 Trillion Valuation

Updated Sep 25, 2026

\$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

Google, Amazon, Meta, Apple and Microsoft earned over \$2 trillion in revenue and are worth about \$17 trillion. See profits, AI spending and cloud data.

Full report with charts and data: businessstats.com/gamam-statistics-facts

7.4

Where Does Apple Make Its Money? Revenue by Region Explained

Updated Jun 16, 2026

\$178B

AMERICAS FY2025 (LEADER)

\$111B

EUROPE FY2025

\$64B

GREATER CHINA FY2025

43%

AMERICAS SHARE

15%

CHINA SHARE (WAS 25%)

\$111B

Q2 FY2026 TOTAL

Apple net sales by region: the Americas leads at \$178B in 2025, Europe has overtaken Greater China for second, and China's share has fallen to 15%.

Full report with charts and data: businessstats.com/quarterly-revenue-of-apple-by-geographical-region

7.5

Snapchat U.S. Government Data Requests 2026 — H2 2014 to H1 2026 Trend

Updated May 18, 2026

~20K

 US GOVERNMENT REQUESTS TO
 SNAPCHAT — H1 2026

~385

 US REQUESTS TO SNAPCHAT — H2
 2014 (FIRST REPORT)

~50×

 GROWTH IN US REQUESTS H2 2014
 TO H1 2026

~75%

 US COMPLIANCE RATE — SOME
 DATA PRODUCED

48%

 SHARE OF US REQUESTS VIA
 SUBPOENA

~29K

 US USER ACCOUNTS AFFECTED —
 H1 2026

Number of user data requests made to Snapchat from U.S. federal agencies and courts from H2 2014 to H1 2026. ~385 requests in H2 2014 to ~20,000 in H1 2026. Full trend, legal process breakdown, compliance rates, and platform comparison.

Full report with charts and data: businessstats.com/snapchat-us-government-user-data-requests

7.6

Meta Platforms ARPU 2011–2026 — Average Revenue per User Statistics

Updated May 16, 2026

\$56.73

 META WORLDWIDE ARPU — 2024
 (FULL YEAR)

\$4.39

 META WORLDWIDE ARPU — 2011
 (SERIES START)

12.9x

 ARPU GROWTH 2011–2024 (13
 YEARS)

\$233

 US & CANADA ARPU — HIGHEST
 REGION (2024)

\$14

 REST OF WORLD ARPU — LOWEST
 REGION (2024)

~\$68

PROJECTED GLOBAL ARPU 2025

Average revenue per user (ARPU) of Meta Platforms from 2011 to 2026. Global ARPU reached \$56.73 in 2024, up from \$4.39 in 2011. US & Canada ARPU at \$233. Full data by year and region with trend analysis.

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



7.7

Meta Daily Active People (DAP) Q4 2018–Q1 2026 — Family of Apps

Updated May 16, 2026

3.59B

META FAMILY DAP — Q1 2026 (MOST RECENT)

2.04B

META FAMILY DAP — Q4 2018 (SERIES START)

+76%

TOTAL DAP GROWTH Q4 2018–Q1 2026

+350M

LARGEST ANNUAL GAIN — 2020 COVID SURGE

~91%

DAP/MAP RATIO — NEAR-DAILY ENGAGEMENT

~44%

SHARE OF GLOBAL POPULATION USING META DAILY

Cumulative number of daily Meta product users from Q4 2018 to Q1 2026. Meta's Family DAP reached 3.59 billion in Q1 2026, up from 2.04 billion in Q4 2018. Full quarterly data, growth analysis, and regional breakdown.

Full report with charts and data: businessstats.com/facebook-product-dau

7.8

What Happens in an Internet Minute? 2026 Media Usage

Updated Sep 15, 2026

500hrs

YOUTUBE VIDEO UPLOADED EVERY MINUTE

69M

WHATSAPP MESSAGES SENT PER MINUTE

6M

GOOGLE SEARCHES PER MINUTE

167M

TIKTOK VIDEOS WATCHED PER MINUTE

1.7M

FACEBOOK INTERACTIONS PER MINUTE

347K

EMAILS SENT EVERY MINUTE

What happens in an internet minute in 2026: 500 hours of YouTube uploaded, 69M WhatsApp messages, 6M Google searches, 167M TikTok views - every 60 seconds.

Full report with charts and data: businessstats.com/new-user-generated-content-uploaded-by-users-per-minute



7.9

Leading Internet Companies Ranked by Revenue 2017-2026

Updated May 3, 2026

\$716.9B

AMAZON 2025 — #1 BY REVENUE

\$416.2B

APPLE 2025 — #2

\$402.8B

ALPHABET 2025 — #3

~\$185B

META 2025 — #4

\$45.2B

NETFLIX 2025 — #7 (+287% SINCE 2017)

+303%

AMAZON GROWTH 2017-2025

Which internet company earns the most revenue? In 2025, Amazon led with \$716.9B, Apple \$416B, Alphabet \$403B. 10-company ranking 2017-2026. SEC confirmed.

Full report with charts and data: businessstats.com/internet-companies-revenue

7.10

Largest Internet Companies by Market Cap — May 2026

Updated Aug 23, 2026

~\$3.9T

ALPHABET — #1 INTERNET COMPANY

~\$2.5T

AMAZON — #2

\$1.70T

META — #3

\$553B

TENCENT — LARGEST CHINESE INTERNET CO.

~\$388B

NETFLIX — #5 INTERNET, #1 ENTERTAINMENT

~\$325B

ALIBABA — CHINA #2

Alphabet leads internet companies at ~\$3.9T, ahead of Amazon \$2.5T and Meta \$1.70T. Tencent \$553B, Netflix \$387B, Alibaba \$325B. Full ranking as of May 3, 2026.

Full report with charts and data: businessstats.com/market-value-of-the-largest-internet-companies-worldwide



7.11

Tech companies: biggest revenue source 2026| Business Stats

Updated May 12, 2026

\$85.27B

APPLE IPHONE — 59% OF REVENUE

\$63.07B

GOOGLE SEARCH Q4 2025

97%

META — ADVERTISING SHARE

\$35.6B

AMAZON AWS Q4 2025

\$51.5B

MICROSOFT CLOUD Q2 FY26

\$12.25B

NETFLIX Q1 2026 REVENUE

Apple iPhone \$85.27B (59%), Google Search \$63B+ (65%), Meta Advertising 97%, Amazon AWS \$35.6B, Netflix subscriptions \$12.25B. Biggest tech revenue sources Q1 2026.

Full report with charts and data: businessstats.com/largest-source-of-revenue-of-leading-tech-companies

7.12

Countries With the Most YouTube Users 2026: India 500M

Updated Oct 11, 2026

500M

INDIA, LARGEST AUDIENCE

254M

UNITED STATES, SECOND

2.58B

GLOBAL AD REACH, OCT 2025

74%

HELD BY TOP 20 COUNTRIES

83.1%

SOUTH KOREA, HIGHEST REACH

+13.0%

NIGERIA, FASTEST GROWTH

India has 500M YouTube users, the US 254M and Indonesia 151M. Top 20 countries ranked, reach by share of population, gender gaps and where YouTube is blocked.

Full report with charts and data: businessstats.com/countries-with-the-most-youtube-users



7.13

\$280B Market — Online Search Market Statistics 2026

Updated May 4, 2026

\$280B

GLOBAL MARKET SIZE 2026

90%

GOOGLE GLOBAL SHARE

8.5B+

DAILY GOOGLE SEARCHES

\$224B

GOOGLE SEARCH REVENUE 2025

4.3%

BING GLOBAL SHARE

11%

MARKET CAGR 2026-2031

Online search market 2026: worth \$280B, Google holds 90% share. 8.5B+ daily searches, Bing at 4.3%. AI search rising. Revenue, market share & forecasts.

Full report with charts and data: businessstats.com/search-engine-usage

7.14

\$1.1B to \$3M — Tumblr Statistics & Facts 2026

Updated Mar 23, 2026

135M

MONTHLY ACTIVE USERS

626M+

TOTAL BLOGS

2,000

POSTS PER SECOND

70%

USERS UNDER 35

200B+

TOTAL POSTS EVER

\$3M

SOLD TO AUTOMATTIC

Tumblr statistics 2026: 135M monthly active users, 626M+ blogs, 2,000 posts per second. Gen Z dominates at 40%. Traffic, revenue, demographics & forecasts.

Full report with charts and data: businessstats.com/tumblr



7.15

1 Billion Users — Yahoo Statistics & Facts 2026

Updated Mar 23, 2026

1B+

GLOBAL USERS

225M

YAHOO MAIL USERS

700M

MONTHLY VISITORS

93M

FINANCE US VISITORS

2.75B

MONTHLY SEARCHES

~1.3%

SEARCH MARKET SHARE

Yahoo statistics 2026: 1B+ users, 225M Yahoo Mail accounts, 700M monthly visitors. Yahoo Finance #1 finance site. Search share, revenue history & forecasts.

Full report with charts and data: businessstats.com/yahoo

7.16

YouTube — Statistics & Facts

Updated Mar 17, 2026

2.7B

MONTHLY ACTIVE USERS

1B hrs

WATCHED PER DAY

\$38.7B

AD REVENUE 2025

500hrs

UPLOADED PER MINUTE

70B

SHORTS VIEWS/DAY

800M+

VIDEOS ON PLATFORM

YouTube statistics 2026: 2.7 billion monthly users, 1 billion hours watched daily, \$38B+ ad revenue, 800 million videos, 500 hours uploaded per minute. Complete YouTube facts and data.

Full report with charts and data: businessstats.com/youtube-statistics

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<https://businessstats.com/internet-topic-overview/>

Methodology

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

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