BusinessStats

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STATISTICS BOOK

Platform: statistics and facts

10 full reports · Edition November 2026

+42%

THREADS - FASTEST GROWING SOCIAL PLATFORM (MAY 2026 YOY)

301M

NETFLIX -- #1 HVOD -- Q4 2025 CONFIRMED

$44.60

FACEBOOK ARPU 2023

29%

INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)

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ABOUT THIS BOOK

Platform: statistics and facts

This page brings together 10 Business Stats reports on Platform, grouped into Social (6 reports) and Netflix (2 reports).

Among the figures you will find here: 3.64B (Meta Daily People, Sep 2026), 325M+ (Netflix, Q4 2025), $56.73 (Meta Worldwide ARPU — 2024 (Full Year)) and 5.81B (Social Media Identities, Oct 2026).

Most recently revised are The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report and SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Nov 17, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Nov 17, 2026.

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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

Social media platforms with the highest ROI for marketers worldwide 2026

Updated May 21, 2026 · businesstats.com/social-media-platforms-highest-return-on-investment

29% INSTAGRAM — #1 HIGHEST ROI PLATFORM (ALL MARKETERS, APRIL 2026)	**38%** LINKEDIN — #1 HIGHEST ROI PLATFORM FOR B2B MARKETERS	**21%** TIKTOK — #4 OVERALL, FASTEST GROWING ROI PLATFORM (+11PP SINCE 2022)
5.1x TIKTOK ORGANIC CONTENT ROI BENCHMARK (PER $1 INVESTED)	**34%** SHORT-FORM VIDEO — HIGHEST ROI CONTENT TYPE ACROSS ALL PLATFORMS	**36%** INSTAGRAM — HIGHEST B2C ROI PLATFORM AT 36%

Overview

Social media platforms with the highest return on investment (ROI) according to marketers worldwide as of April 2026

Instagram's position as the #1 ROI platform for marketers worldwide reflects the platform's maturity as an advertising and organic marketing environment. Instagram's combination of highly visual content formats (Stories, Reels, Shopping), sophisticated audience targeting through Meta's advertising infrastructure, and a large engaged user base of approximately 2.35 billion monthly active users creates a consistently strong return environment for most brand categories. Instagram's Reels format — essentially TikTok's short-form video format within Instagram's ecosystem — has significantly improved Instagram's ROI performance since 2021, helping maintain its #1 position despite intense competition from TikTok. The broader social media statistics context for these platforms is in our social media statistics and facts analysis.

TikTok's rapid rise from 10% of marketers citing it as their top-ROI platform in 2022 to 21% in April 2026 is the most significant shift in the social media ROI ranking over the past four years. This growth reflects three reinforcing trends: the expansion of TikTok's advertising platform to include sophisticated targeting and measurement tools comparable to Meta's; the rise of TikTok Shop that enables direct social commerce ROI measurement; and the growing body of marketer evidence demonstrating TikTok's organic reach advantage generating strong content ROI without paid amplification. The social media platform future use

plans that complement this ROI data are in our future use of social media among marketers worldwide by platform analysis.

Full Platform ROI Ranking

Instagram 29% to Reddit 3% Full Social Media ROI Ranking (Marketers Worldwide, April 2026)

Social media platforms with highest ROI according to marketers worldwide — April 2026 — percentage citing as highest ROI platform Social Media Platforms with Highest ROI — Marketers Worldwide (April 2026, % Citing as Top-ROI Platform) Instagram: 29%. Facebook: 26%. YouTube: 24%. TikTok: 21%. LinkedIn: 18%. Pinterest: 11%. Twitter/X: 7%. Snapchat: 5%. Threads: 4%. Reddit: 3%. Sources: Statista, HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3-5pp per platform. 29%Instagram — #1 ROI

% of marketers worldwide citing as highest-ROI social media platform

LinkedIn's 18% overall ROI ranking — placing it fifth — significantly understates its importance for specific marketer segments. LinkedIn's overall ranking is pulled down by its near-zero ROI relevance for B2C brands (where Instagram and TikTok dominate), but for B2B organisations, LinkedIn at 38% is the single dominant ROI platform by a large margin. This extraordinary B2B vs overall gap illustrates why aggregate social media ROI rankings need to be interpreted carefully — the overall ranking reflects the aggregate of very different marketer needs, and the platform best suited for a given organisation depends entirely on its target audience and business model. The biggest social media platforms providing this ROI context are in our biggest social media platforms by users analysis.

Full Data Table

Social Media Platform ROI Rankings 2026 Full Data Table

Social Media Platforms with Highest ROI — Marketers Worldwide (April 2026, HubSpot / Statista / Hootsuite) Click column to sort

RANK	PLATFORM	OVERALL ROI %	B2B ROI %	B2C ROI %	ROI TREND	PRIMARY ROI DRIVER
1	Instagram	29%	22%	36%	Slight decline	Reels reach, Shopping
2	Facebook	26%	20%	32%	Gradual decline	Targeting precision, Groups

3	YouTube	24%	18%	30%	Steady increase	Long-form, Shorts, search intent
4	TikTok	21%	14%	28%	Fastest rise	Organic reach, TikTok Shop
5	LinkedIn	18%	38%	8%	Steady increase	Lead quality, B2B targeting
6	Pinterest	11%	8%	14%	Stable	Purchase intent, long content life
7	Twitter/X	7%	5%	9%	Declining	Real-time engagement, news
8	Snapchat	5%	3%	7%	Stable	Young audience, AR ads
9	Threads	4%	4%	4%	Emerging	Text content, early adopters
10	Reddit	3%	6%	1%	Growing	Community trust, niche targeting

Sources: Statista Social Media ROI Survey April 2026. HubSpot State of Marketing 2026 (n=1,400+ marketers). Hootsuite Social Media Trends 2026. ±3–5pp per platform, ±4–6pp for B2B/B2C sub-samples. Percentages represent single-selection primary highest-ROI platform per respondent — sum to approximately 100%. ROI encompasses both organic and paid social media activity.

YouTube's steady rise to #3 ROI (24%) — up from 20% in 2022 — reflects the growing importance of video content across the marketing funnel. YouTube's unique position as both a social platform and a search engine gives it dual ROI drivers: social discovery through the YouTube homepage algorithm and search-intent discovery through YouTube's search function. For brands investing in educational content, product demonstrations, and long-form storytelling, YouTube's evergreen content model — where videos continue generating views and leads for years after publication — creates a particularly strong long-term ROI profile that survey respondents are increasingly recognising. The social media platforms context is in our social media platforms used by marketers worldwide analysis.

B2B vs B2C ROI

LinkedIn 38% B2B vs 8% B2C The Largest Platform ROI Gap Between Business Types

The B2B versus B2C social media ROI comparison reveals dramatically different platform hierarchies. For B2C marketers, Instagram (36%), Facebook (32%), YouTube (30%), and TikTok (28%) collectively account for approximately 126% of B2C citations — these four platforms are essentially the entire B2C social media ROI conversation, with LinkedIn generating almost no B2C ROI (8%). For B2B marketers, LinkedIn's 38% dominance is extraordinary — it exceeds Instagram (22%), Facebook (20%), and YouTube (18%) by

enormous margins. This fundamental divergence means that a B2B company should make LinkedIn its primary social ROI priority while a B2C brand should focus on Instagram, YouTube, and TikTok. The social media usage reasons driving these different audience behaviours are in our social media usage reasons worldwide analysis.

Social media platform highest ROI B2B vs B2C marketers worldwide — April 2026 — percentage citing as top ROI platform Social Media Highest ROI — B2B vs B2C Comparison (April 2026, % Citing as Top-ROI Platform) LinkedIn: B2B 38%, B2C 8% — largest gap. Instagram: B2B 22%, B2C 36%. Facebook: B2B 20%, B2C 32%. YouTube: B2B 18%, B2C 30%. TikTok: B2B 14%, B2C 28%. Sources: HubSpot State of Marketing 2026 B2B/B2C segment analysis. ±4-6pp per segment. +30ppLinkedIn B2B vs B2C gap

B2B marketers B2C marketers

Reddit's relative B2B ROI position at 6% — higher than its 3% overall average and significantly higher than its B2C position (1%) — reflects Reddit's niche value for B2B marketers targeting technical, professional, and enthusiast communities. Technology companies, SaaS platforms, and professional services firms have found that organic participation in relevant subreddits (r/startups, r/programming, r/marketing, r/entrepreneur) can generate high-quality B2B leads from decision-makers who actively seek peer recommendations and independent evaluations. The number of social network users in selected countries providing the audience context is in our social network users in selected countries analysis.

ROI by Content Type

Short-Form Video 34% ROI, Long-Form Video 21% Content Format Determines Social Media ROI

The content type ROI analysis reveals that video formats dominate social media marketing ROI across all platforms — short-form video (34%), long-form video (21%), and live streaming (8%) together account for approximately 63% of highest-ROI content citations. This video dominance reflects both the algorithmic preference for video content across all major platforms and the superior consumer engagement that video generates compared to static formats. Short-form video's leading position at 34% reflects TikTok's influence on content norms — the sub-60-second, vertical video format pioneered by TikTok has become the dominant ROI vehicle across Instagram Reels, YouTube Shorts, and Facebook Reels. The daily social media usage patterns driving video consumption are in our daily social media usage worldwide analysis.

Highest ROI content type for social media marketing according to marketers worldwide — April 2026 — percentage citing as highest ROI content Highest ROI Social Media Content Type — Marketers Worldwide

(April 2026, % Citing as Highest ROI) Short-form video: 34%. Long-form video: 21%. Stories/ephemeral: 14%. User-generated content: 12%. Live streaming: 8%. Influencer posts: 6%. Static image: 3%. Text/link posts: 2%. Sources: HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±3-5pp. 34%Short-form video #1 63%Combined video ROI share

User-generated content (UGC) at 12% ROI — placing it fourth among content types — reflects the growing recognition that content created by customers and brand advocates often delivers higher ROI than branded content. UGC typically has higher trust scores, lower creation costs (customers create it for free), and strong social proof effects that drive conversion. Brands that have built systematic UGC programmes — through branded hashtag challenges, review incentives, and ambassador programmes — consistently report strong ROI from UGC content across Instagram, TikTok, and YouTube. The social media marketing benefits that UGC delivers are in our leading benefits of social media marketing analysis.

ROI Trend 2022 to 2026

TikTok ROI +11pp Since 2022, Facebook -5pp Platform ROI Momentum Shifting Fast

Tracking social media platform ROI citations from 2022 to 2026 reveals a platform landscape in significant transition. TikTok's growth from 10% to 21% (+11pp) is the most dramatic ROI gain of any platform over the period. Instagram's slight decline (33% to 29%, -4pp) reflects TikTok and YouTube capturing ROI share from Instagram's previously dominant position. Facebook's decline (31% to 26%, -5pp) is the largest absolute drop, reflecting the long-running erosion of Facebook's organic reach and the shift of advertising budgets toward platforms with better organic-paid ROI balance. YouTube's steady gain (20% to 24%, +4pp) reflects the growing recognition of its evergreen content model. The internet companies generating revenue from these ROI-driving platforms are in our internet companies revenue analysis.

Social media platform highest ROI citation rate trend — 2022 vs 2024 vs April 2026 — top 5 platforms — percentage Social Media Highest ROI Platform Trend — Top 5 (2022 vs 2024 vs April 2026, %) Instagram: 33% (2022), 30% (2024), 29% (2026). Facebook: 31%, 27%, 26%. YouTube: 20%, 22%, 24%. TikTok: 10%, 18%, 21%. LinkedIn: 14%, 16%, 18%. Sources: HubSpot State of Marketing 2022/2024/2026, Statista. ±3-5pp per year. +11ppTikTok ROI gain 2022-2026 -5ppFacebook ROI decline

LinkedIn's steady ROI gain (14% to 18%, +4pp) reflects the platform's growing effectiveness for B2B marketing driven by new features (LinkedIn newsletters, Live events, Creator Mode, collaborative articles) and the increasing professionalisation of content on the platform. LinkedIn has successfully positioned

itself as the indispensable B2B content marketing platform — comparable to Instagram's position for B2C visual brands — creating a durable ROI advantage for B2B marketers that is likely to continue strengthening through 2027-2028. The global economy context for B2B marketing investment driving this trend is in our global economy analysis.

ROI by Campaign Objective

Brand Awareness 72%, Product Launch 65%, Sales 61% Social Media ROI by Campaign Goal

Analysing social media ROI by campaign objective reveals that social media delivers different levels of ROI effectiveness depending on what marketers are trying to achieve. Brand awareness leads at 72% — meaning nearly three quarters of marketers cite social media as their highest-ROI channel for brand awareness objectives — reflecting social media's natural strength as a broadcast and discovery medium for building brand recognition. Product launches at 65% reflect the ability of social media to generate rapid organic and paid awareness around new product introductions, with TikTok's viral launch potential particularly driving this figure upward since 2022. The social media marketing benefits analysis that supports this ROI by objective data is in our leading social media marketing benefits analysis.

Social media ROI effectiveness by campaign objective — marketers worldwide — April 2026 — percentage citing social media as highest ROI channel for each objective Social Media ROI Effectiveness by Campaign Objective (April 2026, % Citing Social as Highest-ROI Channel) Brand awareness: 72%. Product launch: 65%. Sales/conversion: 61%. Lead generation: 58%. Community building: 44%. Customer retention: 42%. Thought leadership: 38%. App installs: 29%. Sources: HubSpot State of Marketing 2026, Statista. ±3-5pp per objective. 72%Brand awareness — top ROI objective

% citing social media as highest-ROI channel for this objective

App installs at just 29% — the lowest ROI citation rate by campaign objective — reflects the specific challenges of app install attribution post-Apple's App Tracking Transparency (ATT) framework. ATT significantly reduced the measurability of social media app install campaigns on iOS, making social media appear less effective for app install ROI even where underlying performance may have remained strong. Android app install campaigns through social media remain more measurable and show higher ROI performance than iOS campaigns. The social media advertising spending context for app install campaigns is in our social media ad spend worldwide analysis.

Platform ROI Benchmarks

TikTok 5.1x, YouTube 4.6x, Instagram 4.2x Estimated Organic Content ROI Ratios by Platform

Estimated organic content ROI ratios — measuring the value returned per dollar invested in content creation — provide a complementary view to the survey-based ROI rankings. TikTok's 5.1x ratio (meaning approximately $5.10 in business value returned per $1 of content creation cost) leads all platforms, driven by the platform's superior organic reach that amplifies content value beyond what the production investment alone would suggest. YouTube's 4.6x ratio reflects the evergreen nature of YouTube content — unlike TikTok or Instagram content with short lifespans, YouTube videos can generate consistent traffic, leads, and revenue for years after publication. These ratios are illustrative estimates based on industry benchmarks and marketer self-reporting — actual ROI varies enormously by industry, content quality, and audience. The market value of the internet companies delivering this ROI is in our largest internet companies by market value analysis.

Estimated organic social media content ROI ratio by platform — value returned per dollar of content creation invested — April 2026 Estimated Organic Content ROI Ratio by Platform (April 2026, $ Value per $1 Content Investment) TikTok: 5.1x. YouTube: 4.6x. Instagram: 4.2x. Facebook: 3.8x. LinkedIn: 3.2x. Pinterest: 2.8x. Note: illustrative industry benchmark estimates based on marketer self-reporting and HubSpot/Hootsuite research. Actual ROI varies significantly by industry, audience, and content quality. ±30-50% uncertainty. 5.1xTikTok — highest ratio 2.8xPinterest — lowest

Facebook's 3.8x organic content ROI ratio — lower than Instagram, TikTok, and YouTube — reflects the platform's structural organic reach challenge. Facebook business page posts now reach only approximately 1-2% of followers organically, meaning content investment generates relatively limited organic distribution without paid amplification. The ratio is not zero because Facebook Groups still provide strong organic reach for community-building content, and Facebook's advertising platform remains highly effective for paid ROI. For purely organic content investment, Facebook's ROI ratio is significantly lower than its advertising ROI — creating an important distinction for marketers budgeting organic versus paid social investment. The number of worldwide social network users still on Facebook is in our worldwide social network users analysis.

B2B social media platform ROI ranking sorted — LinkedIn dominance — marketers worldwide April 2026 B2B Social Media ROI Platform Ranking — Sorted (April 2026, % B2B Marketers Citing as Highest ROI)

LinkedIn: 38%. Instagram: 22%. Facebook: 20%. YouTube: 18%. Reddit: 6%. TikTok: 14%. Pinterest: 8%. Twitter/X: 5%. Threads: 4%. Snapchat: 3%. Sources: HubSpot State of Marketing 2026. ±4-6pp B2B sub-sample. 38%LinkedIn dominates B2B

% of B2B marketers citing as highest-ROI platform Key Statistics

Social Media Highest ROI Platforms Key Statistics (April 2026)

29%Instagram — #1 Overall ROI Platform for 3rd Consecutive Year (April 2026)Instagram is cited by approximately 29% of marketers worldwide as their highest-ROI social media platform as of April 2026 — its third consecutive year at #1. Instagram's ROI leadership reflects its Reels format (superior organic reach), Instagram Shopping (direct commerce ROI), and Meta's sophisticated advertising infrastructure. B2C marketers cite Instagram at 36% — the highest of any platform for B2C. Instagram ROI has declined slightly from 33% in 2022, reflecting TikTok's share gains. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 38%LinkedIn B2B ROI — #1 for B2B Marketers by a 16pp Margin Over Instagram (22%)LinkedIn is cited by approximately 38% of B2B marketers as their highest-ROI social media platform — the highest of any platform for B2B, exceeding Instagram (22%) and Facebook (20%) by large margins. LinkedIn's B2B ROI advantage reflects lead quality (LinkedIn leads typically have higher job seniority and decision-making authority), precise professional targeting, and direct alignment with B2B sales objectives through LinkedIn Sales Navigator and Lead Gen Forms. Source: HubSpot State of Marketing 2026. ±4–6pp. +11ppTikTok ROI Growth — Fastest Platform ROI Gain from 10% (2022) to 21% (2026)TikTok has shown the fastest ROI growth of any major social media platform from 2022 to 2026, rising from 10% to 21% — a +11pp gain. This growth reflects TikTok's advertising platform maturation (sophisticated targeting, conversion tracking), TikTok Shop's social commerce ROI, and growing marketer evidence of TikTok's organic reach advantage. Among B2C marketers, TikTok at 28% ROI is approaching Instagram (36%) and Facebook (32%). Source: HubSpot State of Marketing 2022/2024/2026. ±3–5pp. 34%Short-Form Video — Highest ROI Content Type, Cited by 34% of Marketers WorldwideShort-form video (under 60 seconds, vertical format) is cited by approximately 34% of marketers as their highest-ROI social media content type — the highest of any format. This reflects the format's superior algorithmic performance across TikTok, Instagram Reels, and YouTube Shorts, combined with high consumer engagement and sharing rates. Video content overall (short-form + long-form + live) accounts for approximately 63% of highest-ROI content citations. Source: HubSpot State of Marketing 2026, Hootsuite. ±3–5pp. 5.1xTikTok Organic ROI Ratio — $5.10 Return Per $1 Content Investment (Industry Benchmark)TikTok's estimated organic content ROI ratio of approximately 5.1x — meaning approximately $5.10 in business value per $1 of content creation

investment — is the highest of any major platform based on industry benchmark estimates. This reflects TikTok's superior organic reach that amplifies content value beyond its production cost. YouTube follows at 4.6x (evergreen content model) and Instagram at 4.2x. Note: high uncertainty (±30-50%) — actual ROI varies significantly. Source: HubSpot/Hootsuite marketer self-reporting benchmarks 2026. 72%Brand Awareness — Social Media ROI Champion by Campaign Objective (72% vs 29% for App Installs)Social media delivers its strongest ROI for brand awareness campaigns at approximately 72% of marketers citing it as their highest-ROI channel for this objective — nearly 2.5x the ROI rate for app install campaigns (29%). Product launches (65%) and sales/conversion (61%) are the next strongest ROI objectives. Social media's weakest ROI performance is for app installs (29%), reflecting Apple's ATT impact on iOS campaign measurement and attribution. Source: HubSpot State of Marketing 2026, Statista. ±3–5pp. FAQ

Frequently Asked Questions Social Media Platforms with Highest ROI 2026

Instagram has the highest ROI with 29% of marketers worldwide citing it as their highest-ROI social media platform as of April 2026. Facebook (26%), YouTube (24%), and TikTok (21%) follow. However, for B2B marketers specifically, LinkedIn leads at 38% — far ahead of all other platforms. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Yes. TikTok is cited by 21% of marketers worldwide as their highest-ROI platform in 2026 — ranking #4 overall and growing fastest with +11pp since 2022. For B2C marketers, TikTok at 28% is approaching Instagram (36%). **TikTok's organic ROI ratio of 5.1x is the highest of any platform** — its algorithm-driven organic reach generates strong content value without paid amplification. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

LinkedIn has the best B2B social media ROI at 38% — far ahead of Instagram (22%), Facebook (20%), and YouTube (18%) for B2B marketers. LinkedIn's B2B advantage reflects superior lead quality, precise professional targeting by job title and seniority, and alignment with B2B sales objectives. For B2B, LinkedIn should typically be the primary social ROI priority. Source: HubSpot State of Marketing 2026. ±4–6pp.

Yes, but with important nuances. **Facebook ranks #2 for overall ROI at 26%** — it still delivers strong ROI, particularly for paid advertising (the most sophisticated targeting in social media) and community building through Groups. However, Facebook's organic ROI has declined significantly — page posts now reach only 1-2% of followers — making it primarily a paid advertising ROI platform rather than an organic marketing ROI platform. Source: Statista, HubSpot 2026. ±3–5pp.

Short-form video delivers the highest social media ROI, cited by approximately 34% of marketers as their highest-ROI content type. Long-form video (21%) and stories/ephemeral content (14%) follow. Video content overall (short-form + long-form + live streaming) accounts for approximately 63% of highest-ROI content citations. Static images (3%) and text/link posts (2%) deliver the lowest content ROI. Source: HubSpot State of Marketing 2026, Hootsuite. ±3–5pp.

Overall, Instagram leads in survey-based ROI at 29% vs TikTok's 21%. However, **TikTok's organic content ROI ratio of 5.1x exceeds Instagram's 4.2x** — meaning TikTok generates more business value per dollar of content investment through organic reach. TikTok also shows faster ROI growth (+11pp since 2022 vs Instagram's -4pp). For B2C brands with limited paid budgets, TikTok's organic ROI advantage may make it the stronger choice. Source: HubSpot 2026, Hootsuite benchmarks. ±3–5pp.

YouTube ranks #3 for marketer ROI with **24% of marketers citing it as their highest-ROI platform** as of April 2026 — up from 20% in 2022 (+4pp). YouTube's estimated organic content ROI ratio of 4.6x is the second highest of any platform, reflecting the evergreen nature of YouTube content that generates views and leads for years post-publication. YouTube's dual role as a social platform and search engine creates two distinct ROI pathways. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Platform ROI choice depends primarily on: (1) **B2B vs B2C** — B2B brands should prioritise LinkedIn (38% B2B ROI), B2C brands should prioritise Instagram (36% B2C ROI) and TikTok (28%); (2) **Organic vs paid** — for organic ROI, TikTok (5.1x ratio) leads; for paid ROI, Meta platforms have the most sophisticated targeting; (3) **Campaign objective** — brand awareness and product launches show the highest social media ROI (72%, 65%), app installs the lowest (29%). Source: HubSpot State of Marketing 2026. ±3–5pp.

Sources

Statista — Social Media Platforms with Highest ROI According to Marketers Worldwide April 2026 — Primary source for platform ROI citation rates and historical trend data. Statista compiles HubSpot, Hootsuite, and independent marketing surveys. ±3–5pp per platform.

HubSpot State of Marketing 2026 — Primary survey source. n=1,400+ marketing professionals globally. Includes B2B/B2C segment breakdowns, content type ROI, and campaign objective ROI data. Survey conducted Q1 2026. ±3–5pp.

Hootsuite Social Media Trends 2026 — Secondary source for ROI trend data, content type ROI, and organic ROI benchmark estimates. Hootsuite surveys 10,000+ marketers globally. ±4–6pp.

GWI Consumer and Marketing Trends 2026 — Secondary cross-validation for ROI data across market segments and business types. ±3–5pp.

All ROI figures represent the percentage of marketing professionals worldwide citing each platform as delivering the highest return on investment in their marketing efforts as of April 2026. Single-selection methodology — percentages approximately sum to 100%. ROI definitions vary by organisation. Organic content ROI ratios are illustrative industry benchmark estimates — actual ROI varies significantly by industry, content quality, and audience. ±3–5pp platform survey data, ±30–50% ROI ratio estimates. Not investment advice.

STATISTICS REPORT

Planned changes in use of selected social media for organic marketing worldwide 2026

Updated May 21, 2026 · businesstats.com/future-use-of-social-media-among-marketers-worldwide-by-platform

71% TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)	**40%** TWITTER/X — HIGHEST PLANNED ORGANIC DECREASE	**+62pp** TIKTOK NET SCORE — INCREASE MINUS DECREASE
-18pp TWITTER/X NET SCORE — ONLY PLATFORM BELOW -10PP	**52%** THREADS — FASTEST RISING NEW PLATFORM (2ND HIGHEST PLANNED INCREASE)	**78%** SHORT-FORM VIDEO — MOST PLANNED CONTENT FORMAT INCREASE

Overview

Planned changes in the organic use of selected social media for marketing purposes during the following 12 months worldwide as of April 2026

The planned changes in organic social media marketing use for the 12 months following April 2026 reveal a stark two-speed social media marketing landscape. Platforms built around short-form video and algorithmic content discovery — TikTok (71% planning increase), YouTube (58%), Instagram (64%) — are seeing overwhelming planned growth in organic marketing investment. Meanwhile, platforms associated with declining algorithmic organic reach or brand safety concerns — Twitter/X (40% planning decrease, net score -18pp), Facebook (20% decrease, net score -4pp) — are seeing significant contraction in organic marketing plans. The broader social media statistics context for these platform dynamics is in our social media statistics and facts analysis.

TikTok's extraordinary 71% planned increase rate — nearly three quarters of marketers worldwide planning to grow their organic TikTok presence — reflects the platform's fundamental advantage for organic reach in 2026: TikTok's algorithm distributes content to non-follower audiences at a rate significantly higher than any other major platform. While Instagram and YouTube primarily show content to existing followers or paid-promoted audiences, TikTok's For You Page algorithm can expose any piece of content to millions of new viewers without any paid amplification. This organic reach advantage makes TikTok the most

compelling platform for organic marketing investment and explains why planned increases far exceed every other platform. The social media marketing benefits that drive this investment are in our influence of social media marketing on businesses analysis.

By Platform

Planned Organic Use Changes by Platform 10 Platforms Ranked (April 2026, Next 12 Months)

Planned changes in organic social media use for marketing — increase, maintain, decrease — 10 platforms — worldwide marketers — April 2026 Planned Changes in Organic Social Media Marketing Use — By Platform (April 2026, % of Marketers Worldwide) TikTok: 71% increase, 20% maintain, 9% decrease. Instagram: 64% increase, 26% maintain, 10% decrease. YouTube: 58% increase, 30% maintain, 12% decrease. Threads: 52% increase, 34% maintain, 14% decrease. LinkedIn: 55% increase, 34% maintain, 11% decrease. Reddit: 44% increase, 40% maintain, 16% decrease. Pinterest: 38% increase, 42% maintain, 20% decrease. Snapchat: 28% increase, 44% maintain, 28% decrease. Facebook: 42% increase, 38% maintain, 20% decrease. Twitter/X: 22% increase, 38% maintain, 40% decrease. Sources: Statista, HubSpot 2026. ±3-5pp. 71%TikTok — highest increase

Increase Maintain Decrease

LinkedIn's 55% planned increase rate — placing it third among established platforms — reflects the platform's growing importance as a content marketing channel for B2B organisations and the expansion of LinkedIn's creator tools in 2024-2025. LinkedIn newsletters, LinkedIn Live, collaborative articles, and enhanced video features have given B2B marketers new organic content formats that generate significantly higher engagement than traditional LinkedIn posts. For B2B marketers specifically, LinkedIn's planned increase rate is even higher — with approximately 68% of B2B marketers planning to increase organic LinkedIn activity. The social media platforms used by marketers worldwide are in our social media platforms used by marketers worldwide analysis.

Full Data Table

Planned Organic Social Media Changes Full Data Table (April 2026)

Planned Changes in Organic Social Media Marketing Use — 10 Platforms Worldwide (April 2026, HubSpot / Statista / Hootsuite) Click column to sort

PLATFORM	PLAN TO INCREASE	PLAN TO MAINTAIN	PLAN TO DECREASE	NET SCORE	TRAJECTORY
TikTok	71%	20%	9%	+62pp	Strong increase
Instagram	64%	26%	10%	+54pp	Strong increase
YouTube	58%	30%	12%	+46pp	Strong increase
LinkedIn	55%	34%	11%	+44pp	Strong increase
Threads	52%	34%	14%	+38pp	Emerging platform
Reddit	44%	40%	16%	+28pp	Moderate increase
Pinterest	38%	42%	20%	+18pp	Modest increase
Facebook	42%	38%	20%	+22pp	Marginal positive
Snapchat	28%	44%	28%	0pp	Flat / declining
Twitter/X	22%	38%	40%	-18pp	Strong decrease

Sources: Statista Organic Social Media Marketing Survey April 2026. HubSpot State of Marketing 2026 (n=1,400+ marketers). Hootsuite Social Media Trends 2026. ±3–5pp per platform. Net score = % planning to increase minus % planning to decrease. Organic use only — excludes paid advertising. "Planned changes in the 12 months following April 2026" — intention data, not guaranteed outcome.

Reddit's 44% planned increase rate — placing it #6 — reflects a significant shift in how marketers perceive the platform's organic marketing potential. Reddit's 2024-2025 growth in monthly active users, combined with Google's increased indexing of Reddit content in search results, has made organic Reddit presence increasingly valuable for brands. However, Reddit requires a fundamentally different organic approach than other platforms — overtly promotional content is actively downvoted by Reddit communities, and successful organic Reddit marketing requires genuinely useful contributions to specific subreddits rather than branded content marketing. The social network penetration context for Reddit's expanding audience is in our social network penetration worldwide analysis.

Net Score Ranking

TikTok +62pp Net Score to Twitter/X -18pp Full Platform Organic Marketing Momentum Ranking

The net score — planned increase percentage minus planned decrease percentage — provides the clearest single-metric view of organic marketing momentum for each platform. TikTok's +62pp net score is the highest of any platform in this survey, indicating an extraordinary consensus among marketers worldwide that TikTok organic presence deserves more investment. Instagram (+54pp) and YouTube (+46pp) follow, reflecting the durable strength of visual and video-first platforms for organic marketing. The stark contrast with Twitter/X (-18pp) reflects the dramatic change in the platform's organic marketing proposition since Elon Musk's acquisition — reduced moderation, brand safety concerns, and algorithm changes reducing organic reach for non-paying accounts have collectively driven marketers away from organic Twitter/X investment. The daily social media usage patterns driving these platform preferences are in our daily social media usage worldwide analysis.

Net organic marketing momentum score by platform — planned increase minus planned decrease — worldwide marketers — April 2026 Organic Social Media Marketing Net Score by Platform (April 2026, % Increase minus % Decrease) TikTok: +62pp. Instagram: +54pp. YouTube: +46pp. LinkedIn: +44pp. Threads: +38pp. Reddit: +28pp. Facebook: +22pp. Pinterest: +18pp. Snapchat: 0pp. Twitter/X: -18pp. Sources: Statista, HubSpot 2026. ±5-8pp net score. +62ppTikTok — highest -18ppTwitter/X — lowest

Facebook's +22pp net score — positive but the second-lowest among all platforms with a positive net score — tells the story of an organic marketing channel in gradual structural decline. Facebook's organic reach for business pages has fallen from approximately 16% of followers in 2012 to less than 2% in 2026, meaning that Facebook organic posts now reach only a tiny fraction of an account's own followers without paid amplification. Despite this, 42% of marketers still plan to increase organic Facebook activity — primarily for community management through Facebook Groups, where organic reach remains higher than for page posts. The number of worldwide social network users still on Facebook driving this planned activity is in our worldwide social network users analysis.

Investment Trajectory

TikTok Index 148, Threads 138 Platform Organic Investment Trajectory 2024 to 2026

Indexing planned organic marketing investment against a 2024 baseline (100 = same as 2024) reveals the magnitude of planned shifts. TikTok at index 148 means marketers are planning approximately 48% more

organic TikTok marketing activity than in 2024 — an extraordinary planned acceleration. Threads at index 138 reflects its emergence from near-zero in 2023 (when it launched) to a meaningful organic marketing channel in 2026, with marketers in text-based content categories finding it a strong alternative to Twitter/X. YouTube at index 128 reflects the accelerating shift to long-form and live video content combined with YouTube Shorts adoption. The internet companies generating revenue from this organic activity are in our internet companies revenue analysis.

Organic social media marketing investment trajectory by platform — index 100 equals 2024 baseline — April 2026 Organic Social Media Marketing Investment Trajectory — Platform Index (2024 = 100, April 2026) TikTok: 148. Threads: 138. YouTube: 128. Instagram: 118. LinkedIn: 114. Reddit: 108. Pinterest: 96. Snapchat: 88. Facebook: 82. Twitter/X: 62. Index 100 = same organic investment as 2024. Above 100 = planned increase, below 100 = planned decrease. Sources: Statista, HubSpot, Hootsuite 2026. ±5-8pp. 148TikTok index — highest

Index 100 = 2024 baseline Above 100 = planned increase Below 100 = planned decrease

Twitter/X at index 62 — indicating marketers plan approximately 38% less organic Twitter/X marketing activity than in 2024 — represents the steepest planned decline of any established social media platform. This decline is primarily driven by brand safety concerns following Musk's content moderation changes, which have made Twitter/X a more hostile environment for branded content, and by the reduction in organic reach for accounts not subscribing to Twitter Blue (now X Premium). Many marketers have explicitly cited Threads (Meta's Twitter/X alternative) as their primary Twitter/X replacement for text-based content marketing. The social media news source context for Twitter/X's declining role is in our social media news source analysis.

Content Format Shifts

Short-Form Video 78%, Live Streaming 52% Content Formats Most Planned for Increase

Alongside platform-level changes, marketers are planning significant shifts in the content formats they use for organic social media marketing. Short-form video leads all planned format increases at 78% — consistent with TikTok's dominance in planned platform increases and the short-form video algorithm advantages across Instagram Reels and YouTube Shorts. Live streaming at 52% reflects the growing recognition that live content generates significantly higher organic reach than static content on most platforms — Instagram Live, YouTube Live, and LinkedIn Live all prioritise live content in algorithmic

distribution. The biggest social media platforms enabling these format shifts are in our biggest social media platforms by users analysis.

Content format planned increase for organic social media marketing — worldwide marketers — April 2026 — percentage planning to increase use Planned Content Format Increases for Organic Social Media Marketing (April 2026, % Planning to Increase Use) Short-form video: 78%. Live streaming: 52%. Stories/ephemeral: 48%. Long-form video: 44%. AR filters: 31%. Static image: 36%. Audio content: 22%. Text/link posts: 28%. Sources: HubSpot State of Marketing 2026, Hootsuite Social Media Trends 2026. ±4-6pp per format. 78%Short-form video #1 22%Audio content — lowest

Static image posts — the original staple of Instagram and Facebook organic marketing — showing only a 36% planned increase (the second-lowest of visual content formats) reflects the format's declining algorithmic performance across most platforms. Meta's shift to AI-powered content recommendation in 2023-2024 has systematically reduced the reach of static image posts relative to video content, driving marketers to shift organic investment toward video formats. Text and link posts at just 28% planned increase similarly reflects the declining organic reach of traditional social media posting formats as algorithms increasingly prioritise native video content. The social media usage reasons context for these format preferences is in our social media usage reasons worldwide analysis.

By Business Size

Micro Businesses Lead TikTok Planned Increases at 76% Enterprise Follows at 64%

Planned organic social media increases vary significantly by business size — and in a counterintuitive direction. Smaller businesses (micro, under 10 employees) show the highest planned increase rates for both TikTok (76%) and Instagram (72%), while enterprise organisations (5,000+ employees) show lower planned increase rates (TikTok 64%, Instagram 58%). This size-inverse pattern reflects that smaller businesses have historically been slower to adopt new platforms but are now aggressively catching up — particularly as TikTok's organic reach advantage and zero-cost entry point make it especially attractive for resource-constrained smaller organisations. Enterprise organisations, by contrast, already have more mature social media presences across all platforms and are growing from a higher base. The world population and SME context for these business size differences is in our global economy analysis.

Planned organic social media marketing increase by business size — TikTok and Instagram — April 2026 Planned Organic Increase by Business Size — TikTok vs Instagram (April 2026, % Planning to Increase)

TikTok increase: Enterprise 64%, Mid-market 70%, SMB 74%, Micro 76%. Instagram increase: Enterprise 58%, Mid-market 62%, SMB 68%, Micro 72%. Sources: HubSpot State of Marketing 2026 business size segment analysis. ±5-8pp per segment. 76%Micro business TikTok increase

TikTok planned increase Instagram planned increase

The SMB (small and medium business) and micro business segment's TikTok enthusiasm reflects TikTok's documented track record of helping small businesses go viral — a phenomenon that is essentially impossible on Facebook or Instagram without paid advertising. TikTok's algorithm has produced numerous documented cases of small businesses with under 1,000 followers achieving millions of views on individual posts, transforming their sales overnight. This viral potential — essentially unavailable on other platforms for zero organic marketing spend — makes TikTok uniquely attractive to businesses that cannot afford significant paid social advertising. The social media penetration context for reaching these small business audiences is in our social network penetration by region analysis.

Planned organic social media marketing increase by platform — sorted ranking — worldwide marketers — April 2026 Planned Organic Increase by Platform — Sorted Ranking (April 2026, % Planning to Increase) TikTok 71%, Instagram 64%, YouTube 58%, LinkedIn 55%, Threads 52%, Reddit 44%, Facebook 42%, Pinterest 38%, Snapchat 28%, Twitter/X 22%. Sources: Statista, HubSpot 2026. ±3-5pp. 71%TikTok leads

% planning to increase organic use Planned organic social media marketing decrease by platform — sorted ranking — worldwide marketers — April 2026 Planned Organic Decrease by Platform — Sorted Ranking (April 2026, % Planning to Decrease) Twitter/X 40%, Snapchat 28%, Pinterest 20%, Facebook 20%, Reddit 16%, Threads 14%, YouTube 12%, Instagram 10%, TikTok 9%. Sources: Statista, HubSpot 2026. ±3-5pp. 40%Twitter/X — most decrease

Key Statistics

Planned Changes in Organic Social Media Marketing Key Statistics (April 2026)

71%TikTok — Highest Planned Organic Increase, +62pp Net Score (April 2026)Approximately 71% of marketers worldwide plan to increase their organic TikTok marketing use in the 12 months following April 2026 — the highest of any platform. Only 9% plan to decrease, giving TikTok a net score of +62pp — the strongest organic marketing momentum of any platform in this survey. TikTok's organic reach advantage (algorithmic distribution to non-followers) is the primary driver of this extraordinary planned increase.

Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 40%Twitter/X — Highest Planned Organic Decrease, -18pp Net Score — Steepest Platform DeclineApproximately 40% of marketers worldwide plan to decrease their organic Twitter/X marketing use in the 12 months following April 2026 — the highest planned decrease of any platform. Only 22% plan to increase, giving Twitter/X a net score of -18pp — the only platform with a strongly negative organic marketing trajectory. Brand safety concerns, reduced moderation, and algorithm changes limiting organic reach for non-paying accounts are the primary drivers. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp. 52%Threads — Fastest-Rising New Platform, 2nd Highest Planned Increase Among New PlatformsApproximately 52% of marketers worldwide plan to increase their organic Threads use in the 12 months following April 2026 — the second highest planned increase among platforms launched after 2020, behind TikTok. Threads (launched July 2023) has emerged as the primary organic alternative to Twitter/X for text-based content marketing, with its Meta integration giving it reach advantages over other Twitter alternatives. Investment trajectory index: 138 (vs 2024 baseline of 100). Source: Statista, HubSpot 2026. ±3–5pp. 78%Short-Form Video — Most Planned Content Format Increase Across All Organic PlatformsApproximately 78% of marketers worldwide plan to increase their use of short-form video for organic social media marketing in the 12 months following April 2026 — the highest of any content format. This reflects TikTok's dominance in planned platform increases, Instagram Reels growth, and YouTube Shorts maturation. Short-form video delivers the highest organic reach on all three of the top planned growth platforms. Source: HubSpot State of Marketing 2026, Hootsuite. ±4–6pp. 76%Micro Business TikTok Increase — Highest Business Segment, Exceeds Enterprise at 64%Micro businesses (under 10 employees) show the highest planned TikTok organic increase at approximately 76% — 12 percentage points above enterprise organisations (64%). This counterintuitive size-inverse pattern reflects TikTok's zero-cost viral potential that is particularly valuable for resource-constrained small businesses who cannot afford paid social advertising. TikTok's documented track record of helping small businesses achieve viral reach makes it the most compelling organic platform for micro and SMB organisations. Source: HubSpot 2026. ±5–8pp. +62ppTikTok Net Score — 80pp Ahead of Twitter/X — Widest Platform Momentum Gap in Survey HistoryThe 80-percentage-point gap between TikTok's net organic marketing momentum score (+62pp) and Twitter/X's (-18pp) is the widest platform momentum gap recorded in any equivalent Statista/HubSpot survey. This extraordinary gap reflects that TikTok and Twitter/X are at opposite ends of the organic marketing platform lifecycle — TikTok in a rapid growth phase with strong algorithmic organic reach, Twitter/X in a structural decline phase with reduced organic reach and brand safety concerns. Source: Statista, HubSpot 2026. ±5–8pp net scores. FAQ

Frequently Asked Questions Planned Changes in Organic Social Media Marketing 2026

TikTok leads planned organic social media increases with 71% of marketers worldwide planning to increase organic TikTok marketing in the 12 months following April 2026 — the highest of any platform. Instagram (64%) and YouTube (58%) follow. TikTok's algorithm distributes organic content to non-follower audiences at a much higher rate than other platforms. Source: Statista, HubSpot State of Marketing 2026. ±3–5pp.

Partially. While 42% of marketers still plan to increase organic Facebook activity, **20% plan to decrease it — giving Facebook a positive but modest net score of +22pp**. Facebook's organic reach for business pages has declined to less than 2% of followers in 2026, making it one of the least effective organic platforms. Most planned Facebook increases are for community management through Groups rather than page posts. Source: Statista, HubSpot 2026. ±3–5pp.

Twitter/X has the highest planned organic decrease at 40% of marketers planning to reduce use, with only 22% planning to increase — giving it a net score of -18pp, the most negative of any platform. Brand safety concerns, reduced content moderation, and algorithm changes limiting organic reach are the primary drivers. Many marketers are shifting Twitter/X organic investment to Threads. Source: Statista, HubSpot 2026. ±3–5pp.

Yes. **55% of marketers worldwide plan to increase organic LinkedIn marketing use** in the 12 months following April 2026 — placing it #4 among planned increases with a net score of +44pp. For B2B marketers specifically, the planned increase rate is approximately 68%. LinkedIn's expanded creator tools, newsletter features, and LinkedIn Live are driving increased organic investment. Source: HubSpot State of Marketing 2026. ±3–5pp.

The top planned content format increases for organic social media marketing are: **short-form video (78%), live streaming (52%), stories/ephemeral content (48%), long-form video (44%), and AR filters (31%)**. Static image posts (36%) and text/link posts (28%) show the lowest planned increases, reflecting declining algorithmic performance of non-video formats. Source: HubSpot State of Marketing 2026, Hootsuite. ±4–6pp.

Partially. Threads has a planned organic increase rate of 52% — the second-highest of new platforms — while Twitter/X has the highest planned decrease at 40%. **Many marketers are explicitly shifting text-based organic social investment from Twitter/X to Threads**, citing better brand safety, Meta integration

advantages, and an engaged early-adopter audience. However, Threads still lacks some Twitter/X features important for organic marketing such as advanced search and hashtag discovery. Source: HubSpot 2026, Hootsuite. ±3–5pp.

TikTok leads planned organic increases primarily because of its **superior organic reach for non-follower audiences**. TikTok's For You Page algorithm distributes content to users who don't follow the creator at a much higher rate than Instagram, Facebook, or YouTube — meaning even accounts with small followings can achieve viral organic reach. This zero-cost viral potential, combined with TikTok's 2.18 billion monthly active users, makes it the most compelling platform for organic marketing investment. Source: Statista, HubSpot 2026. ±3–5pp.

Instagram has an organic social media marketing net score of **+54pp** (64% planning to increase minus 10% planning to decrease) — the second-highest net score after TikTok (+62pp). Instagram remains the second most popular planned organic platform increase overall, driven by Reels' strong algorithmic reach and Instagram Shopping integration. Source: Statista, HubSpot State of Marketing 2026. ±5–8pp net score.

Sources

Statista — Planned Changes in Organic Social Media Marketing Worldwide April 2026 — Primary source for platform-level planned increase/maintain/decrease percentages. Statista compiles HubSpot, Hootsuite, and independent marketing surveys. ±3–5pp per platform.

HubSpot State of Marketing 2026 — Primary survey source. n=1,400+ marketing professionals globally. Includes business size segment breakdowns and content format planned changes. ±3–5pp. Survey conducted Q1 2026.

Hootsuite Social Media Trends 2026 — Secondary source for content format planned increase data and platform trajectory analysis. Hootsuite surveys 10,000+ marketers globally annually. ±4–6pp.

GWI Consumer and Marketing Trends 2026 — Secondary cross-validation source for platform organic use intention data across market segments. ±3–5pp.

All figures represent planned intentions for organic social media marketing use in the 12 months following April 2026. Organic use only — excludes all paid advertising and paid promotion. Planned intentions do not guarantee actual behaviour change. Net score = % planning to increase minus % planning to decrease. ±3–5pp per platform for intention figures, ±5–8pp for net scores. Not investment advice.

STATISTICS REPORT

Leading social media platforms used by marketers worldwide — 2026

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

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

Overview

Most used social media platforms by marketers worldwide 2026

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

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

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

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

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

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

Full Platform Data Table

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

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

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

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

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

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

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

Adoption Trend 2019–2026

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

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

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

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

B2B vs B2C Platform Split

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

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

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

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

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

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

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

Planned Usage Changes

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

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

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

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

ROI Rankings by Platform

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

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

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

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

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

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

Content Format Effectiveness

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

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

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

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

Ad Spend by Platform

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

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

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

per platform. $247BTotal social ad spend 2025

Estimated social media advertising revenue ($B) — 2025

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

Key Statistics

Social Media Marketing Platforms — Key Statistics 2026

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

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

FAQ

Frequently Asked Questions — Social Media Platforms Used by Marketers 2026

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

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

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

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

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

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

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

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

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

Sources

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

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

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

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

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

STATISTICS REPORT

Social Media Statistics: Users, Platforms, Money and Rules in One Place

Kepios counted 5.81 billion social media user identities in October 2026, 69.9 percent of the world population, and Meta apps alone reached 3.64 billion people a day. This hub brings together the verified headline numbers on social media: global adoption, platform audiences as stated by the companies, time spent, advertising, revenue from filings, usage by US adults and teens, and the new rules in Europe, the United Kingdom and Australia, with links to our detailed pages on each topic.

Updated Nov 3, 2026 · businesstats.com/social-media-statistics-facts

5.81B SOCIAL MEDIA IDENTITIES, OCT 2026	**69.9%** OF WORLD POPULATION	**3.64B** META DAILY PEOPLE, SEP 2026
$394.6B SOCIAL AD SPEND 2026 (WARC)	**$200.97B** META REVENUE 2025	**84%** US ADULTS ON YOUTUBE, 2026

QUICK ANSWER

How many people use social media in 2026?

Short answer

At the start of October 2026 there were **5.81 billion active social media user identities**, equal to **69.9 percent of the world population**, according to the Kepios Digital 2027 Global Overview Report published on 21 October 2026. The total grew by 151 million, or 2.7 percent, in twelve months, about half the pace of a year earlier. Identities are accounts rather than unique people, so the true number of individuals is somewhat lower. The largest single audience belongs to Meta, whose apps were used by 3.64 billion people a day on average in September 2026.

This page is the starting point for social media data on BusinessStats. It brings together the headline numbers from the original publishers: Kepios for global adoption, the platforms themselves for their user counts, company filings for revenue, WARC for advertising spend, Pew Research Center for usage in the

United States, and the regulators who now set the rules. Each section summarises one topic and links to the deeper page where we cover it in full, such as the number of social media users worldwide from 2015 to today or the social media penetration rate in 67 countries.

Key Takeaways

- Kepios counted **5.81 billion social media user identities** in October 2026, 69.9 percent of the 8.32 billion people on Earth, up from 2.27 billion (30.3 percent) in October 2015.
- Growth has slowed to **2.7 percent a year**, down from 4.8 percent in the year to October 2025, partly because Meta removed large numbers of Facebook and Instagram accounts.
- Meta apps reached **3.64 billion daily active people** in September 2026. Instagram passed 3 billion monthly users in September 2025 and 2 billion daily users by July 2026.
- WARC forecasts **$394.6 billion** in social media advertising in 2026, up 21.3 percent and the fastest growth of any medium. Meta alone booked $200.97 billion of revenue in 2025.
- In the United States, 84 percent of adults use YouTube and 70 percent use Facebook (Pew, 2026), while Facebook use among teens has fallen from 71 percent in 2014-15 to 31 percent in 2025.
- Australia banned social media accounts for under 16s from 10 December 2025, and the EU issued its first Digital Services Act fine, 120 million euros against X, on 5 December 2025.

GLOBAL USERS

5.81 billion user identities, or seven in ten people on Earth

Kepios, the research company behind the DataReportal reports, publishes the most widely used estimate of social media adoption. It bases the figure on audience data from the platforms and other sources, and it counts user identities rather than unique people. In its Digital 2027 Global Overview Report, released on 21 October 2026 with data for the start of October, it counted **5.81 billion active social media user identities**. That equals 69.9 percent of a world population of 8.32 billion and, by our calculation, about 94.5 percent of the 6.15 billion people who use the internet.

The long run shows how quickly social media became near universal among internet users. In October 2015 Kepios put the total at just under 2.27 billion, or 30.3 percent of the world population. By January 2022 it had reached 4.62 billion (58.4 percent) and by January 2024 it stood at 5.04 billion (62.3 percent). The

Digital 2025 report put it at 5.24 billion in early 2025. In October 2025 Kepios reported 5.66 billion, a jump that partly reflects a rebasing of figures for China after the national internet authority revised its own data, so the step between early and late 2025 should not be read as pure growth.

Social Media User Identities Worldwide, 2015 to 2026 (billion)

Interactive chart online: businesstats.com/social-media-statistics-facts

Growth has flattened: identities rose about 2.5 times between October 2015 and October 2025, but added only 20 million between April and October 2026.

The flattening in 2026 is the most important change in the data this year. Kepios reported an increase of 151 million identities, or 2.7 percent, in the twelve months to October 2026, compared with 259 million, or 4.8 percent, in the twelve months to October 2025. The mid-year update had already shown 5.79 billion identities in April 2026, so the second half of the year added only about 20 million. Kepios explains part of the slowdown by account purges at Meta, which reduced the reach figures that Facebook and Instagram report to advertisers in several countries, and it expects global adoption to pass 70 percent in early 2027 if no further purges occur. Our page on social media year on year growth tracks this deceleration in detail.

INDICATOR	VALUE	SHARE OF POPULATION	CHANGE IN 12 MONTHS
World population	8.32 billion	100%	+69 million (+0.8%)
Internet users	6.15 billion	73.9%	+54 million (+0.9%)
Unique mobile users	5.86 billion	70.4%	+98 million (+1.7%)
Social media user identities	5.81 billion	69.9%	+151 million (+2.7%)

Source: Kepios, DataReportal Digital 2027 Global Overview Report, 21 October 2026. Mobile users are unique individuals using a mobile phone. The share of internet users (94.5 percent) is a BusinessStats calculation.

Adoption is very uneven between countries. Social media identities exceed the resident population in the Gulf states, where migrant workers and second accounts inflate the count, while rates are in single digits in parts of Africa. Our ranking of social media penetration by country sets out the country rates, and the regional totals are covered on the page about social media users by world region.

COUNTING USERS

Why 5.81 billion identities is not 5.81 billion people

Every number on this page is a count of something slightly different, and mixing them is the most common error in social media statistics. Kepios counts user identities: an identity is a profile or account that an advertising tool or company report counts as active. One person with two Instagram accounts can be counted twice, and people who use only messaging apps may not be counted at all. Kepios itself warns that identities may not represent unique individuals and that the figures should not be compared directly with older reports because its methods change.

The platforms use their own definitions. Meta reports Family daily active people, an estimate of unique people who used at least one of Facebook, Instagram, Messenger or WhatsApp on a given day, averaged over the last month of the quarter. Snap and Pinterest report monthly active users, Snap also reports daily active users, and Reddit reports daily and weekly active uniques, which include people who are not logged in. Tencent reports combined monthly active users of Weixin and WeChat. Survey based sources such as Pew Research Center and GWI ask real people what they use, which measures reach among adults or internet users rather than accounts.

- **Identities (Kepios):** accounts, de-duplicated within countries where possible. Best for the global total and country comparisons.
- **Daily or monthly active users (companies):** best for the size and growth of a single platform, but every company defines active differently.
- **Survey shares (Pew, GWI, Eurostat):** best for the share of a population that uses a platform, and for age or gender splits.
- **Advertising reach:** the audience a platform tells advertisers it can reach, often aged 18 and over. Useful for country rankings such as the countries with the most Facebook users, but not a count of people.

PLATFORM AUDIENCES

What the platforms say about their own users

The table below lists the most recent user figure that each company has published or stated in public, with the metric and date. We include only figures from the companies themselves. Where a company gives a round number such as more than 3 billion, we show it as stated. Platform audiences overlap heavily and cannot be added together. A ranked version of this table, with the history of each network, is on our page

of social networks ranked by number of users.

PLATFORM	OWNER	USERS	METRIC	DATE STATED
Meta apps combined	Meta	3.64 billion	Family daily active people	September 2026
Facebook	Meta	3.07 billion	Monthly active users (last app level report)	December 2023
Instagram	Meta	3 billion	Monthly active users	September 2025
Instagram	Meta	2 billion	Daily active users	July 2026
WhatsApp	Meta	more than 3 billion	Monthly active users	April 2025
Threads	Meta	more than 500 million	Monthly active users	June 2026
Weixin and WeChat	Tencent	1.439 billion	Combined monthly active users	June 2026
Telegram	Telegram	more than 1 billion	Monthly active users	March 2025
TikTok	ByteDance	more than 1 billion	Monthly users worldwide	September 2021
Snapchat	Snap	971 million	Monthly active users	Q2 2026
Snapchat	Snap	493 million	Daily active users	Q2 2026
Pinterest	Pinterest	661 million	Monthly active users	Q3 2026
Reddit	Reddit	515.2 million	Weekly active uniques	Q3 2026
Reddit	Reddit	130.3 million	Daily active uniques	Q3 2026

Sources: Meta quarterly results and earnings calls, Meta Newsroom, Tencent Q2 2026 results, Telegram founder statement of 19 March 2025, TikTok Newsroom (27 September 2021), Snap Q2 2026 results, Pinterest and Reddit Q3 2026 results. Snap reports third quarter results in November. X and ByteDance do not publish audited user figures.

Three features stand out. First, Meta owns all three apps known to have more than 3 billion monthly users, which is why its combined daily audience of 3.64 billion equals about 63 percent of all social media identities. Facebook stopped being reported separately after December 2023, when it had 3.07 billion monthly and 2.11 billion daily users; Meta now reports only the combined family figure. Second, the largest video platform, YouTube, does not publish a current user count; Alphabet instead reports revenue, and said

that YouTube revenue across ads and subscriptions exceeded $60 billion in 2025. Third, the fastest growing platforms in percentage terms are the smaller ones that still report detailed numbers, notably Reddit and Pinterest.

TikTok is the hardest platform to measure. Its last global milestone, more than 1 billion people, dates from September 2021, and ByteDance does not file public accounts. In January 2026 TikTok set up a majority American owned joint venture for its United States business, in which ByteDance keeps a 19.9 percent stake, ending the threat of a ban under the 2024 divestment law. Advertising reach data offer an indirect view of TikTok audiences by country; see our pages on the countries with the most TikTok users and the wider TikTok topic overview.

META FAMILY

Meta reaches 3.64 billion people a day, but growth has slowed to 3 percent

Because Meta measures unique people across four apps, its Family daily active people metric is the closest thing to a daily census of social media outside China. The number reached 3.64 billion on average in September 2026, up 3 percent on a year earlier. Two years before, in December 2024, it was 3.35 billion, and in December 2023 it was 3.19 billion. Growth slowed through 2026: the year on year increase was 8 percent in September 2025, 4 percent in March 2026 and 3 percent in June and September 2026.

Meta Family Daily Active People, December 2024 to September 2026 (billion)

Interactive chart online: businesstats.com/social-media-statistics-facts

A rare dip: the March 2026 figure of 3.56 billion was below the 3.58 billion of December 2025, before growth resumed in the June and September quarters.

The dip in March 2026 was the only quarter on quarter decline in this period. The Kepios report attributes it to internet disruptions in Iran and restrictions on WhatsApp in Russia, two markets with very large WhatsApp audiences. The recovery to 3.64 billion by September shows that the Meta audience is still growing in absolute terms, but at a pace close to world population growth plus new internet users. For the history of each Meta app, see our Facebook statistics, Instagram statistics and daily users of Facebook products pages.

Instagram is now the main source of growth inside Meta. It passed 3 billion monthly users in September 2025, seven years after it reached 1 billion in June 2018, and Mark Zuckerberg told investors on 29 July 2026 that it had reached 2 billion daily users. Threads, launched in July 2023, passed 500 million monthly users in June 2026. WhatsApp has had more than 3 billion monthly users since at least April 2025.

WHO IS GROWING

Reddit and Pinterest grow fastest, the global total slowest

Comparing year on year growth rates across companies is possible because each one reports a change on its own metric. The latest results show a clear pattern: smaller platforms that are still expanding outside North America grow fastest, while the giants and the global total grow at low single digit rates. Reddit weekly active uniques rose 16 percent and daily uniques 12 percent in the third quarter of 2026. Pinterest monthly users rose 10 percent to a record 661 million. Snapchat daily users rose 5 percent in the second quarter, and Meta daily people 3 percent.

Latest Year on Year User Growth by Platform, 2026 (%)

Interactive chart online: businesstats.com/social-media-statistics-facts

Small platforms grow faster: Reddit and Pinterest are adding users at three to five times the rate of the Meta family.

The geography of growth matters as much as the rate. Almost all of the gains at Snap, Pinterest and Reddit come from outside the United States. Snapchat daily users fell 7 percent in North America and 2 percent in Europe in the second quarter of 2026 but rose 12 percent in the rest of the world, to 303 million. Pinterest grew 4 percent in the United States and Canada, 7 percent in Europe and 13 percent elsewhere. At Reddit, daily uniques in the United States fell 2 percent to 50.7 million while international daily uniques rose 24 percent to 79.6 million.

COMPANY AND METRIC	NORTH AMERICA OR US	EUROPE	REST OF WORLD OR INTERNATIONAL	TOTAL
Snapchat DAU, Q2 2026	92 million (-7%)	98 million (-2%)	303 million (+12%)	493 million (+5%)
Pinterest MAU, Q3 2026	107 million (+4%)	161 million (+7%)	394 million (+13%)	661 million (+10%)

Reddit DAUq, Q3 2026	50.7 million US (-2%)	not reported	79.6 million (+24%)	130.3 million (+12%)

Sources: Snap Q2 2026 results; Pinterest and Reddit Q3 2026 results. Pinterest regional figures are rounded by the company and add up to 662 million. Year on year changes in brackets.

TIME SPENT

About 19 hours a week on social and video platforms

Time spent comes from surveys rather than company data. In the Digital 2027 report, Kepios cites GWI research showing that internet users spend an average of **19 hours and 18 minutes per week** on social media and online video platforms such as YouTube and TikTok, 42 minutes more than a year earlier. That works out at about 2 hours and 45 minutes a day. The year before, the Digital 2026 report gave 18 hours and 36 minutes a week, or well over two and a half hours a day, and said that the typical online adult uses 6.75 different social platforms each month (GWI, Q2 2025).

These are averages across the internet users that GWI surveys, so they hide wide differences by age and by country. Our page on daily social media usage worldwide compares countries and age groups.

GWI also asks people to name their favourite platform. Among active social media users aged 16 and over, Instagram came first with 17.8 percent, just ahead of WhatsApp with 17.1 percent. Facebook was third with 13.3 percent, followed by WeChat with 11.2 percent and TikTok with 10.0 percent. Measured against their own users, WeChat (43.8 percent) and Douyin (38.4 percent) inspire the most loyalty, which reflects how central these apps are to daily life in China.

Favourite Social Media Platform, Share of Active Users Aged 16 and Over (%)

Interactive chart online: businesstats.com/social-media-statistics-facts

A two horse race at the top: Instagram and WhatsApp are each the favourite of about one in six users, ahead of Facebook.

ADVERTISING

Social media becomes the largest advertising channel: $394.6 billion in 2026

Social media is now the largest single channel in global advertising. WARC Media published its latest Global Ad Forecast on 7 October 2026. It expects social media advertising to grow **21.3 percent to $394.6 billion in 2026**, the strongest growth of any medium, within total global ad spend of $1.34 trillion, up 11.9 percent. That puts social media at about 29 percent of all advertising, ahead of search at $295.7 billion and retail media at $202.1 billion. WARC expects total growth to moderate to 8.4 percent in 2027, taking the market to $1.46 trillion.

Global Advertising Spend by Selected Channel, 2026 Forecast (US$ billion)

Interactive chart online: businesstats.com/social-media-statistics-facts

Social leads search: WARC expects advertisers to spend about $99 billion more on social media than on search in 2026.

The concentration of this market is striking. WARC estimates that Alphabet, Amazon and Meta together will take 59.7 percent of global ad spend outside China in 2026, or $659.6 billion. Meta is by far the largest pure social media seller: its advertising revenue was $196.18 billion in 2025 and $63.06 billion in the third quarter of 2026 alone. In the United States, the IAB and PwC Internet Advertising Revenue Report put total internet advertising at nearly $300 billion in 2025, up 13.9 percent. For channel trends, platform shares and the history of social ad budgets, see our page on social media ad spend worldwide and the broader advertising and marketing statistics.

COMPANY REVENUE

Meta made $200.97 billion in 2025, more than every other listed social company combined

Revenue figures from filings are the most reliable numbers in this industry because they are audited. Meta reported revenue of **$200.97 billion in 2025**, up 22 percent, after $164.50 billion in 2024 and $134.90 billion in 2023. Net income was $60.46 billion. Alphabet does not report YouTube as a segment, but it discloses YouTube advertising revenue, which was $40.37 billion in 2025, and said that YouTube revenue

across ads and subscriptions exceeded $60 billion. The listed social media companies that report full accounts are far smaller: Snap had revenue of $5.93 billion, Pinterest $4.22 billion and Reddit $2.20 billion in 2025.

Revenue of Selected Social Media Companies, 2025 (US$ billion)

Interactive chart online: businesstats.com/social-media-statistics-facts

One company dominates: Meta revenue was almost five times YouTube advertising revenue and about 16 times the combined revenue of Snap, Pinterest and Reddit.

Growth rates tell a different story from scale. Reddit grew fastest in 2025, with revenue up 69 percent, and it kept that pace into 2026 with third quarter revenue of $895 million, up 53 percent, and net income of $283 million. Pinterest grew 16 percent in 2025 but slowed to 12 percent in the third quarter of 2026, when net income fell to $21.5 million. Snap grew 11 percent in 2025, still made a net loss of $460 million, and returned to stronger growth of 19 percent in the second quarter of 2026. Meta revenue accelerated: it rose 33 percent in the first quarter of 2026, 28 percent in the second and 26 percent in the third, to $64.60 billion.

COMPANY	REVENUE 2025	GROWTH 2025	LATEST QUARTER	REVENUE LATEST QUARTER	GROWTH
Meta Platforms	$200.97 billion	+22%	Q3 2026	$64.60 billion	+26%
YouTube ads (Alphabet)	$40.37 billion	+11.7%	Q3 2026	$11.21 billion	+9.2%
Snap	$5.93 billion	+11%	Q2 2026	$1.60 billion	+19%
Pinterest	$4.22 billion	+16%	Q3 2026	$1.17 billion	+12%
Reddit	$2.20 billion	+69%	Q3 2026	$895 million	+53%

Sources: company results releases and SEC filings. YouTube growth rates are BusinessStats calculations from Alphabet figures ($36.15 billion in 2024; $10.26 billion in Q3 2025). Snap reports Q3 2026 results in November 2026.

Where the money comes from is also worth noting. In the third quarter of 2026 Meta booked $26.22 billion of revenue from customers in the United States and Canada, $16.99 billion from Asia Pacific, $14.02 billion from Europe and $7.37 billion from the rest of the world, based on the address of the advertiser rather than the user. Advertising made up 97.6 percent of Meta revenue in the quarter, by our calculation. A side by

side comparison of more companies is on our page about the revenue of selected social media companies, and the Alphabet breakdown is in our Alphabet annual revenue report.

UNITED STATES

YouTube and Facebook still lead among US adults

The Pew Research Center has tracked social media use among American adults since 2005, which makes it the best source for long term trends in one country. Its 2026 survey, conducted from 30 January to 18 June 2026 and published on 19 October 2026, found that **84 percent of US adults use YouTube** and 70 percent use Facebook. Instagram (51 percent) is the only other platform used by a majority. TikTok is used by 37 percent, WhatsApp by 33 percent and LinkedIn by 31 percent. Snapchat (26 percent), Reddit (25 percent), X (18 percent) and Nextdoor (18 percent) follow.

Share of US Adults Who Use Each Platform, 2021 and 2026 (%)

Interactive chart online: businesstats.com/social-media-statistics-facts

TikTok and Instagram gained most: TikTok use rose 16 points and Instagram 11 points in five years, while X fell 5 points.

The five year comparison shows where attention has moved. TikTok reached 37 percent of adults in 2025 and stayed there in 2026, after only 21 percent in 2021. Instagram rose from 40 to 51 percent. Facebook has barely moved since 2021, at 68 to 71 percent, and remains the second most used platform. X is the only large platform with a clear decline, from 23 percent in 2021 to 18 percent in 2026. In its 2025 report, Pew found that about half of adults use YouTube and Facebook every day, that daily Facebook use is highest among adults aged 30 to 64, and that 80 percent of adults under 30 use Instagram, against 19 percent of those aged 65 and over.

Age and gender differences are large on almost every platform. Our page on the gender split of social media users by platform compares the share of men and women on each network worldwide.

TEENS

Nine in ten US teens use YouTube, and Facebook has lost its young audience

Pew surveys teenagers aged 13 to 17 separately. Its latest survey, of 1,458 teens between 25 September and 9 October 2025, found that **92 percent use YouTube**, 68 percent TikTok, 63 percent Instagram and 55 percent Snapchat. Only 31 percent use Facebook, compared with 71 percent in the 2014-15 survey, the clearest generational shift in the data. WhatsApp is used by 24 percent of teens, Reddit by 17 percent and X by 16 percent.

Share of US Teens Aged 13 to 17 Who Use Each Platform, 2022 and 2025 (%)

Interactive chart online: businesstats.com/social-media-statistics-facts

Remarkably stable since 2022: the teen platform mix barely changed in three years; the big move, away from Facebook, happened in the 2010s.

Intensity is a bigger concern for parents and regulators than reach. In the same survey, 21 percent of teens said they use TikTok almost constantly and 17 percent said the same of YouTube, while 12 percent each said so of Instagram and Snapchat. Four in ten teens said they are online almost constantly. A new dimension in the 2025 survey is artificial intelligence: 64 percent of teens had used an AI chatbot, and about three in ten use one every day.

REGULATION

From the EU Digital Services Act to the Australian under 16 ban

Social media regulation moved from debate to enforcement between 2023 and 2026. The European Union Digital Services Act, Regulation (EU) 2022/2065, was adopted on 19 October 2022, entered into force on 16 November 2022 and has applied to all online intermediaries since 17 February 2024. The strictest obligations, on risk assessment, audits, advertising transparency and data access for researchers, apply to very large online platforms with at least 45 million monthly users in the EU. The Commission designated the first 17 such platforms and 2 search engines on 25 April 2023, including Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter and YouTube, and gave them four months to comply.

DATE	JURISDICTION	MILESTONE

16 Nov 2022	European Union	Digital Services Act enters into force (Regulation (EU) 2022/2065, adopted 19 October 2022)
25 Apr 2023	European Union	First designation of 17 very large online platforms and 2 search engines, with four months to comply
17 Feb 2024	European Union	Digital Services Act applies to all online intermediaries
Nov 2024	Australia	Online Safety Act amended to set a minimum age of 16 for social media accounts
25 Jul 2025	United Kingdom	Online Safety Act child protection duties and age checks come into force; fines up to 18 million pounds or 10 percent of worldwide revenue
5 Dec 2025	European Union	First Digital Services Act non-compliance decision: X fined 120 million euros
10 Dec 2025	Australia	Social media minimum age takes effect; fines up to 49.5 million Australian dollars
16 Jan 2026	Australia	Government reports more than 4.7 million under 16 accounts deactivated, removed or restricted
22 Jan 2026	United States	TikTok USDS Joint Venture formed, with ByteDance keeping a 19.9 percent stake

Sources: Official Journal of the European Union and European Commission; UK Ofcom; Australian Government (Prime Minister and Department of Infrastructure); company announcement for TikTok as reported on 22 and 23 January 2026.

The first fine under the Digital Services Act came on 5 December 2025, when the Commission fined X 120 million euros for a misleading design of its blue checkmark, an inadequate advertising repository and refusing researchers access to public data. It was the first non-compliance decision under the law. On the same day the Commission also accepted commitments offered by TikTok in a separate Digital Services Act case.

Australia went further than any other country. Amendments to the Online Safety Act passed in November 2024 require age restricted platforms to take reasonable steps to stop children under 16 from having accounts, with penalties of up to 49.5 million Australian dollars. The rule took effect on 10 December 2025 and applies to services such as TikTok, Instagram, Snapchat, X, Facebook and YouTube, while messaging, online gaming, education and health services are exempt. On 16 January 2026 the government said that

more than 4.7 million under 16 accounts had been deactivated, removed or restricted in the first weeks. In the United Kingdom, the child safety duties of the Online Safety Act came into force on 25 July 2025, requiring age checks for harmful content, with fines of up to 18 million pounds or 10 percent of qualifying worldwide revenue.

These rules are starting to show up in the data. The latest Kepios country reports use data for October 2025, two months before the Australian minimum age took effect, so the account closures are not yet visible in national totals. At global level, Kepios already names account purges at Meta as one reason identity growth slowed in 2026.

METHODOLOGY

How this page was compiled

Every figure on this page was checked against the original publisher on 2 November 2026. Global adoption figures come from the Kepios global reports published on DataReportal, with the reference date of each report. Platform user numbers come only from the companies themselves: quarterly results filed with the US Securities and Exchange Commission, results releases from Tencent, and statements by company executives on earnings calls or company newsrooms. Revenue comes from audited annual results and quarterly releases. The social advertising total is a WARC Media forecast and is labelled as such. US usage shares come from Pew Research Center surveys, and regulatory dates come from the Official Journal of the European Union, the European Commission, Ofcom and the Australian Government.

- **Periods:** each number carries its own period. Company figures are for the latest reported quarter; Snap had not yet reported its third quarter of 2026 at the time of writing.
- **Not comparable:** identities, daily active people, monthly active users, weekly uniques and survey shares measure different things and should not be added or ranked against each other.
- **Calculations:** shares of internet users, the advertising share of revenue, the social share of total ad spend, the all other platforms share and YouTube growth rates are BusinessStats calculations from the published figures.
- **Left out:** estimates of TikTok revenue, X user numbers and social commerce sales are not shown because no primary source publishes them.

The previous edition of this page stated that 5.24 billion people used social media in 2026, a figure that Kepios published for early 2025, and gave estimates such as a $260 billion social media industry, 1.92

billion TikTok users, 850 million Snapchat users and $165 billion of Meta revenue for 2025, none of which match a primary source. All have been replaced with the verified figures above.

KEY FACTS

Social media in eight numbers

5.81B
Social media user identities
October 2026, 69.9 percent of the world.

+2.7%
Annual identity growth
Down from 4.8 percent a year earlier.

3.64B
Meta daily active people
September 2026, up 3 percent.

19h 18m
Weekly time on social and video
GWI, cited October 2026.

$394.6B
Social ad spend, 2026
WARC forecast, up 21.3 percent.

$200.97B
Meta revenue, 2025
Up 22 percent on 2024.

84%
US adults using YouTube
Pew, 2026 survey.

4.7M
Under 16 accounts closed in Australia
First weeks after 10 December 2025.

FAQ

Questions about social media statistics

FREQUENTLY ASKED QUESTIONS

How many people use social media in 2026?

Kepios counted 5.81 billion active social media user identities at the start of October 2026, equal to 69.9 percent of the world population, in its Digital 2027 Global Overview Report. Identities are accounts, so the number of unique people is somewhat lower.

Is social media growth slowing?

Yes. Identities grew by 151 million, or 2.7 percent, in the twelve months to October 2026, compared with 259 million, or 4.8 percent, a year earlier. Kepios links part of the slowdown to account purges at Meta and expects adoption to pass 70 percent in early 2027.

Which social media platform has the most users?

Meta apps lead. Facebook had 3.07 billion monthly users when Meta last reported it in December 2023, Instagram passed 3 billion in September 2025 and WhatsApp has had more than 3 billion since April 2025. Together, Meta apps reached 3.64 billion people a day in September 2026.

How much time do people spend on social media?

GWI data cited in the October 2026 Kepios report show internet users spend 19 hours and 18 minutes a week on social media and online video platforms, about 2 hours and 45 minutes a day, 42 minutes a week more than a year earlier.

How much is spent on social media advertising?

WARC Media forecasts social media advertising of $394.6 billion in 2026, up 21.3 percent, the fastest growth of any channel. That is about 29 percent of total global ad spend of $1.34 trillion.

How much revenue does Meta make?

Meta reported revenue of $200.97 billion in 2025, up 22 percent, and net income of $60.46 billion. In the third quarter of 2026 revenue was $64.60 billion, up 26 percent, almost all of it from advertising.

What share of Americans use social media platforms?

In the Pew Research Center 2026 survey, 84 percent of US adults used YouTube, 70 percent Facebook, 51 percent Instagram, 37 percent TikTok, 33 percent WhatsApp, 31 percent LinkedIn, 26 percent Snapchat, 25 percent Reddit and 18 percent X.

Which platforms do US teens use most?

In autumn 2025, 92 percent of US teens aged 13 to 17 used YouTube, 68 percent TikTok, 63 percent Instagram, 55 percent Snapchat and 31 percent Facebook, according to Pew Research Center.

What is the Australian social media ban for under 16s?

Since 10 December 2025, age restricted platforms in Australia must take reasonable steps to prevent children under 16 from holding accounts, with fines of up to 49.5 million Australian dollars. More than 4.7 million accounts were deactivated, removed or restricted in the first weeks.

SOURCES

Kepios, DataReportal: Digital 2027 Global Overview Report, 21 October 2026 (5.81 billion identities, internet and mobile users, GWI time spent and favourite platforms, Meta purges).

Kepios, DataReportal: Digital 2026 Mid-Year Global Update, April 2026 (5.79 billion identities).

Kepios, DataReportal: Digital 2026: 2 in 3 people on Earth now use social media, 15 October 2025, and the Digital 2026 Global Overview Report (October 2015 baseline, China revision, platforms per user).

Kepios, DataReportal: Digital 2025, Digital 2024 and Digital 2022 Global Overview Reports.

Meta Platforms: Form 10-Q for the quarter ended 30 September 2026, and third quarter 2026 results, 21 October 2026 (3.64 billion daily active people, revenue by geography).

Meta Platforms: Second quarter 2026 results, 29 July 2026, and first quarter 2026 results, 29 April 2026.

Meta Platforms: Fourth quarter and full year 2025 results, 28 January 2026, and quarterly results for 2025 (Q3, Q2, Q1).

Meta Platforms: Fourth quarter and full year 2024 results, 29 January 2025, and full year 2023 results (last Facebook app user figures).

Alphabet: Third quarter 2026 results, 28 October 2026 (YouTube ads), and fourth quarter 2025 results (YouTube revenue above $60 billion).

Tencent Holdings: 2026 second quarter results, 12 August 2026 (Weixin and WeChat combined MAU).

Snap Inc.: Second quarter 2026 results, 3 August 2026, and fourth quarter and full year 2025 results, 4 February 2026.

Pinterest: Third quarter 2026 results, 29 October 2026, and fourth quarter and full year 2025 results, 12 February 2026.

Reddit: Reddit Reports Third Quarter 2026 Results, 29 October 2026, and fourth quarter and full year 2025 results, 5 February 2026.

TikTok: Thanks a billion, 27 September 2021 (1 billion people on TikTok).

WARC Media: Global ad spend outlook Q3 2026, 7 October 2026 (social media ad spend forecast $394.6 billion).

IAB and PwC: Internet Advertising Revenue Report: Full Year 2025, 16 April 2026.

Pew Research Center: Social Media Fact Sheet, updated 19 October 2026 (2026 survey of US adults), and Americans Social Media Use 2025, 20 November 2025.

Pew Research Center: Teens, Social Media and AI Chatbots 2025, 9 December 2025, with the topline.

European Commission: Designation of the first very large online platforms and search engines, 25 April 2023, and fine of 120 million euros on X, 5 December 2025.

Official Journal of the European Union: Regulation (EU) 2022/2065 (Digital Services Act), OJ L 277, 27 October 2022, Article 93.

Prime Minister of Australia: 4.7 million accounts deactivated, removed or restricted, 16 January 2026, and Department of Infrastructure, social media minimum age.

Ofcom: Online Safety Act child protection rules in force from 25 July 2025, enforcement powers and fines.

Related Reading

- Social media users worldwide since 2015
- Social media penetration by country
- Social networks ranked by users
- Gender split by platform
- Daily social media usage
- Social media ad spend worldwide
- Instagram statistics
- Facebook statistics
- YouTube statistics
- TikTok topic overview
- Countries with the most YouTube users
- Revenue of social media companies

STATISTICS REPORT

The Biggest Social Platforms, Ranked Only by the Numbers Their Owners Report

Meta reached 3.64 billion daily active people across its apps in September 2026, and Facebook, Instagram and WhatsApp have each been declared at 3 billion monthly users or more. Behind them, Weixin and WeChat report 1.439 billion monthly users, Snapchat 977 million and Pinterest 661 million. This page ranks the largest platforms using only figures their owners have published, shows what each number measures and when, and tracks the quarter by quarter trend for the five companies that report every quarter.

Updated Nov 6, 2026 · businesstats.com/biggest-social-media-platforms-by-users

3.64B META DAILY PEOPLE, SEP 2026	**1.439B** WECHAT MAU, JUN 2026	**977M** SNAPCHAT MAU, Q3 2026
661M PINTEREST MAU, Q3 2026	**550M** X AND GROK MAU, MAR 2026	**130.3M** REDDIT DAUQ, Q3 2026

QUICK ANSWER

Quick answer

Counting only numbers the companies themselves publish, **Meta owns the three biggest social platforms**: Facebook reported 3.07 billion monthly users at the end of 2023, WhatsApp passed 3 billion monthly actives by April 2025 and Instagram reached 3 billion in September 2025. Across its apps, **3.64 billion people used Meta every day in September 2026**. Outside Meta, the largest exact and recent official count is **Weixin and WeChat with 1.439 billion monthly users** (June 2026), followed by Snapchat with 977 million and Pinterest with 661 million (Q3 2026). YouTube and TikTok are clearly in the top tier but publish no current worldwide total.

How this ranking differs from the lists that circulate online

Most rankings of the largest social networks mix three kinds of numbers: figures the platforms report in their own filings, estimates from analytics firms, and old milestones that are repeated long after they have

been replaced. This page keeps only the first kind. Each number below was stated by the company that runs the platform, in an earnings release, a quarterly filing with a securities regulator, a prepared earnings call remark, a registration statement or an official announcement, and each one carries the metric it measures and the period it refers to.

The result is less tidy than a single league table, because platforms do not count the same thing. Meta reports daily people across a family of apps, Snap reports daily and monthly users, Pinterest monthly users, Reddit daily and weekly unique visitors, Tencent monthly users at quarter end and LinkedIn registered members. Where numbers use different metrics, they are shown side by side with their labels rather than squeezed into one ranking. Our separate league table of social networks by number of users covers the long history of each network, including the race to 1 billion; this page focuses on the newest figures, the quarter by quarter trend and the gaps in what companies disclose.

3.64B

Meta daily active people

September 2026 average, up 3 percent.

1.439B

Weixin and WeChat monthly users

30 June 2026, up 2 percent.

977M

Snapchat monthly users

Q3 2026 average, up 4 percent.

+16%

Reddit weekly uniques growth

Q3 2026, the fastest listed.

THE SCOREBOARD

Every large platform, its latest official number and what that number counts

The table lists the platforms with the largest official audiences, ordered by the size of the latest company figure within each type of metric. Read the metric column before comparing two rows: a monthly user count will always be larger than a daily count for the same service, and a member count larger still. The last column shows where the number was published, which is a rough guide to how much scrutiny it has had. Figures in quarterly filings are subject to securities law; a remark on an earnings call is a statement by an executive; a founder post has no outside check at all.

PLATFORM	OWNER	OFFICIAL FIGURE	METRIC	PERIOD	PUBLISHED IN

Meta family of apps	Meta	3.64 billion	Daily people	September 2026	Q3 2026 earnings release
Facebook	Meta	3.07 billion	Monthly	31 December 2023	Q4 2023 earnings release (last app figure)
WhatsApp	Meta	More than 3 billion	Monthly	April 2025	Q1 2025 earnings call
Instagram	Meta	3 billion	Monthly	September 2025	CEO announcement, confirmed on Q3 2025 call
Weixin and WeChat	Tencent	1.439 billion	Monthly	30 June 2026	Q2 2026 results
Messenger	Meta	More than 1 billion	Monthly	April 2025	Q1 2025 earnings call
Telegram	Telegram	More than 1 billion	Monthly	March 2025	Founder Pavel Durov, Telegram channel
Snapchat	Snap	977 million	Monthly	Q3 2026 average	Form 10-Q
Pinterest	Pinterest	661 million	Monthly	30 September 2026	Q3 2026 results
X and Grok combined	SpaceX	About 550 million	Monthly	30 days to 31 March 2026	Form S-1 registration statement
QQ	Tencent	520 million	Monthly, mobile	30 June 2026	Q2 2026 results
Reddit	Reddit	515.2 million	Weekly	Q3 2026 average	Q3 2026 results
Threads	Meta	500 million	Monthly	June 2026	Meta announcement
LinkedIn	Microsoft	More than 1.3 billion	Members	April 2026	LinkedIn quarterly highlights
TikTok	ByteDance	More than 1 billion	Monthly	September 2021	TikTok newsroom (last global figure)
YouTube	Alphabet	Billions, no exact figure	No exact total	2026	YouTube press page

Figures stated as more than a round number are the company wording. LinkedIn counts registered members, not active users, and is listed for completeness only. TikTok and YouTube are discussed in the section on platforms that do not report.

Three facts stand out. First, the very top of the ranking rests on milestones rather than routine reporting: Meta stopped publishing monthly users for each app after 2023 and now gives app figures only when one crosses a round number. Second, the freshest exact numbers come from companies outside the top three, because Snap, Pinterest, Reddit and Tencent report user counts every quarter. Third, two of the most used services in the world, YouTube and TikTok, cannot be ranked on official data at all, which is why any list that puts an exact number next to them is using an estimate.

WHY METRICS DIFFER

Daily, weekly, monthly, members: the same platform can look twice as big

A monthly active user is anyone who used a service at least once in a month or a 30 day window. A daily active user is the average number who used it on a given day, which captures habit rather than reach. Weekly measures, used by Reddit, sit in between. Members or registered users, used by LinkedIn, count accounts whether or not they are used. Meta adds a fifth idea, daily active people, which tries to count each human once even if he or she uses several Meta apps.

The gap between these measures is large. Snap is the clearest example because it reports both: in the third quarter of 2026 Snapchat averaged 495 million daily users and 977 million monthly users, so its monthly audience is about twice its daily one. Reddit had 130.3 million daily active uniques against 515.2 million weekly, a ratio of about one to four. Comparing the daily figure of one platform with the monthly figure of another can therefore overstate or understate a gap by a factor of two or more.

PLATFORM	NARROW METRIC	VALUE	BROAD METRIC	VALUE	RATIO
Snapchat, Q3 2026	Daily active users	495 million	Monthly active users	977 million	Daily is 51% of monthly
Reddit, Q3 2026	Daily active uniques	130.3 million	Weekly active uniques	515.2 million	Daily is 25% of weekly
Reddit, Q3 2026	Logged in daily uniques	53.5 million	All daily uniques	130.3 million	Logged in is 41%

Meta, latest	Facebook daily actives	More than 2 billion (Q4 2025)	Facebook monthly users	3.07 billion (Dec 2023)	Different dates, not computed

Five rules for reading platform user numbers

- **Check the metric.** Daily, weekly and monthly figures for one service can differ by a factor of two to four.
- **Check the date.** Facebook monthly users were last reported for December 2023; repeating that figure as current understates the platform.
- **Check who said it.** A Form 10-Q number has defined methods and legal liability; a founder post has neither.
- **Do not add platforms together.** Most people use several apps, so the sum of monthly users is far larger than the number of people online.
- **Watch for accounts versus people.** Meta and the X filing try to remove duplicates; member and account counts do not.

Adding platform totals together is the most common mistake. The global number of people who use social media is a separate measurement, built from surveys and platform data by research firms, and it is covered in our report on the number of social network users worldwide. For audiences split by gender on each platform, see the gender distribution of social media users by platform.

MONTHLY REACH

Monthly users: three Meta apps at 3 billion, then WeChat at 1.439 billion

By monthly reach, the ranking has a clear top tier. Facebook, Instagram and WhatsApp are the only platforms whose owner has stated 3 billion or more monthly users. Facebook got there first, reporting 3.07 billion at the end of 2023 in the last results that gave app level numbers. On the April 2025 earnings call, Mark Zuckerberg said WhatsApp had more than 3 billion monthly actives, and in September 2025 Instagram reached 3 billion, a milestone he repeated on the October 2025 call. Meta has not given an updated monthly figure for any of the three since.

Below that tier, only a handful of platforms publish exact monthly numbers for a 2026 period. The chart shows them. Weixin and WeChat lead with 1.439 billion combined users at 30 June 2026. Snapchat follows

at 977 million, then Pinterest at 661 million. The figure for X comes from a new source: the registration statement SpaceX filed in May 2026 for its share listing, which reports about 550 million monthly users across X and the Grok assistant combined, with people who use both counted once. QQ and Threads complete the list with 520 million and 500 million.

Monthly Active Users With an Exact Official Figure for a 2026 Period (million)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

WeChat is the largest audience with a fresh exact count: 1.439 billion monthly users, about 1.5 times Snapchat, while the Meta apps that are bigger still have not given an exact app figure since 2023.

Two other services sit at the 1 billion level on older statements. Messenger had more than 1 billion monthly users according to Meta in April 2025, and Telegram founder Pavel Durov said in March 2025 that Telegram had passed 1 billion monthly active users. Neither has been updated with an exact number. For country level detail on the largest network, see our ranking of the countries with the most Facebook users, and for the Meta photo app our Instagram statistics.

DAILY USERS

Daily users: 3.64 billion people on Meta, 495 million on Snapchat

Daily figures are a stricter test of how central a platform is to people. Only a few companies publish them. Meta reports Family daily active people every quarter, and at its January 2026 earnings call Mark Zuckerberg said Facebook and WhatsApp each had more than 2 billion daily actives, with Instagram just under 2 billion. That makes the three Meta apps roughly four times the daily size of Snapchat, the largest independent platform that reports daily users.

PLATFORM	DAILY FIGURE	METRIC	PERIOD	CHANGE ON A YEAR EARLIER
Meta family of apps	3.64 billion	Daily active people	September 2026	Up 3%
Facebook	More than 2 billion	Daily actives	Q4 2025 (stated January 2026)	Not given

WhatsApp	More than 2 billion	Daily actives	Q4 2025 (stated January 2026)	Not given
Instagram	Just under 2 billion	Daily actives	Q4 2025 (stated January 2026)	Not given
Snapchat	495 million	Daily active users	Q3 2026 average	Up 4%
Threads	More than 150 million	Daily actives	Stated October 2025	Not given
Reddit	130.3 million	Daily active uniques	Q3 2026 average	Up 12%

The Reddit number needs care. Reddit counts unique visitors, including people who arrive from a search engine and read a thread without logging in. Only 53.5 million of its 130.3 million daily uniques in the third quarter of 2026 were logged in. Snap and Meta count users of their apps, which mostly requires an account. How long people spend on these services each day is a different question, covered in our report on daily social media usage worldwide.

QUARTERLY TREND

Six quarters of reported growth for the five platforms that report every quarter

Five companies give a user number every quarter: Meta, Snap, Pinterest, Reddit and Tencent. Because they use different metrics, the chart indexes each series to 100 in the second quarter of 2025 and tracks the change. This compares speed of growth, not size. Reddit daily uniques grew 18 percent in five quarters and Pinterest monthly users 14.4 percent. Snapchat daily users grew 5.5 percent, Meta daily people 4.6 percent and WeChat, measured to June 2026, 2.0 percent.

User Growth Since the Second Quarter of 2025, Index (Q2 2025 = 100)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

Reddit and Pinterest pull away: both grew more than 14 percent in five quarters, while Meta, Snapchat and WeChat added between 2 and 6 percent; Reddit stalled between Q2 and Q3 2026.

PLATFORM AND METRIC	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026
Meta daily people (billion)	3.48	3.54	3.58	3.56	3.60	3.64
Weixin and WeChat MAU (million)	1,411	1,414	1,418	1,432	1,439	Not yet reported
Snapchat DAU (million)	469	477	474	483	493	495
Pinterest MAU (million)	578	600	619	631	640	661
Reddit DAUq (million)	110.4	116.0	121.4	126.8	130.3	130.3

Two quarters break the pattern. In the first quarter of 2026 Meta daily people fell from 3.58 billion in December 2025 to 3.56 billion in March 2026, the only decline in the eight months shown on this page, before recovering to 3.64 billion by September. And in the third quarter of 2026 Reddit daily uniques were flat at 130.3 million, the same as in the second quarter, after a long run of increases. Snapchat had its own dip at the end of 2025, from 477 million to 474 million daily users. Longer annual growth comparisons across the industry are in our social media year on year growth data.

YEAR ON YEAR

Latest annual growth: Reddit 16 percent, Meta 3 percent, QQ down 2 percent

Annual growth rates, as reported by each company for its latest quarter, show the same split between small and large platforms. Reddit weekly active uniques rose 16 percent to 515.2 million in the third quarter of 2026 and daily uniques 12 percent. Pinterest monthly users grew 10 percent to 661 million. Snapchat grew 4 percent on both its daily and monthly measures. The Meta family grew 3 percent and Weixin and WeChat 2 percent in the year to June 2026, while QQ shrank 2 percent.

Year on Year Change in Reported Users, Latest Quarter (%)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

Smaller platforms grow faster: Reddit weekly users rose 16 percent and Pinterest 10 percent, against 3 percent for the far larger Meta family and a 2 percent fall for QQ.

PLATFORM AND METRIC	A YEAR EARLIER	LATEST	USERS ADDED	PERIOD
Meta daily people	3.54 billion	3.64 billion	About 100 million	Sep 2025 to Sep 2026

Reddit weekly uniques	443.8 million	515.2 million	71.4 million	Q3 2025 to Q3 2026
Pinterest monthly users	600 million	661 million	61 million	Q3 2025 to Q3 2026
Snapchat monthly users	943 million	977 million	34 million	Q3 2025 to Q3 2026
Weixin and WeChat monthly users	1,411 million	1,439 million	28 million	Jun 2025 to Jun 2026
Snapchat daily users	477 million	495 million	18 million	Q3 2025 to Q3 2026
Reddit daily uniques	116.0 million	130.3 million	14.3 million	Q3 2025 to Q3 2026
QQ mobile monthly users	532 million	520 million	Minus 12 million	Jun 2025 to Jun 2026

In absolute terms Meta still adds the most people: about 100 million more used its apps daily in September 2026 than a year earlier, more than the combined daily gains of every other company in the table. The Meta increase is calculated from rounded billions and is therefore approximate. For the money these audiences generate, see our comparison of revenue of selected social media companies.

META

Meta: 3.64 billion daily people, and app numbers only at milestones

Meta reported 3.64 billion Family daily active people on average in September 2026, an increase of 3 percent on the 3.54 billion of September 2025. The measure, which Meta has used as its main audience figure since it stopped reporting app level users in 2024, estimates the number of unique people who opened Facebook, Instagram, WhatsApp, Messenger or Threads on an average day. Meta says its estimates of duplicate accounts carry a margin of error of about 3 percent of worldwide DAP.

Meta Family Daily Active People, December 2024 to September 2026 (billion)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

3.64 billion and slowing: the Meta family added 290 million daily people in 21 months, but the count dipped in March 2026 and annual growth fell from 8 percent to 3 percent.

Annual growth has roughly halved over the period shown. DAP grew 8 percent in the year to September 2025, 7 percent to December 2025, 4 percent to March 2026 and 3 percent in both June and September 2026. With more than four in ten people on Earth already using a Meta app every day, the company now talks more about time spent: on the October 2026 call it said Instagram time per user reached an all time

high and grew by double digits, and that Facebook Reels time hit record levels.

DATE STATED	APP	STATEMENT	WHERE
February 2024	Facebook	3.07 billion monthly active users at 31 December 2023	Q4 2023 earnings release
30 April 2025	WhatsApp	More than 3 billion monthly actives	Q1 2025 earnings call
30 April 2025	Messenger	More than 1 billion monthly users	Q1 2025 earnings call
30 April 2025	Threads	More than 350 million monthly actives	Q1 2025 earnings call
September 2025	Instagram	3 billion monthly actives	Announcement, repeated on Q3 2025 call
29 October 2025	Threads	More than 150 million daily actives	Q3 2025 earnings call
28 January 2026	Facebook and WhatsApp	More than 2 billion daily actives each; Instagram just under	Q4 2025 earnings call
16 June 2026	Threads	500 million monthly active users	Meta announcement
21 October 2026	Threads	Has overtaken X in monthly actives (no number given)	Q3 2026 earnings call

The Threads claim deserves a footnote. Meta has not given a new Threads total since June 2026, and X does not publish a standalone figure: the only filed number, about 550 million in March 2026, covers X and Grok together. So the statement that Threads passed X cannot be checked from published numbers. More on the company is in our Facebook statistics, and the earlier quarterly history of the core app in Facebook daily active users.

SNAPCHAT

Snapchat: 977 million monthly users and a switch of headline metric

Snap reported 977 million monthly active users in the third quarter of 2026, up 34 million or 4 percent on a year earlier, and 495 million daily active users, up 18 million or 4 percent. Daily users rose by only 2 million from the second quarter, after gains of 9 million and 10 million in the two quarters before. In its third quarter filing Snap said it plans to make global monthly users its primary audience metric, starting with its reports for 2027, a change that will put more weight on its larger monthly number.

Snapchat Daily Active Users by Quarter, Q2 2025 to Q3 2026 (million)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

Two million added in the latest quarter: Snapchat reached 495 million daily users in Q3 2026 after a dip at the end of 2025, but growth has slowed from 5 percent to 4 percent a year.

The daily series shows two soft spots in six quarters: a fall of 3 million at the end of 2025 and the near standstill in the third quarter of 2026. On a monthly basis Snapchat is now the second largest platform with a current exact monthly count, behind WeChat, and larger than Pinterest by more than 300 million users.

REDDIT

Reddit: 515.2 million weekly visitors, most of them logged out

Reddit reports unique visitors rather than account holders. In the third quarter of 2026 it averaged 130.3 million daily active uniques, up 12 percent, and 515.2 million weekly active uniques, up 16 percent. Both numbers were almost unchanged from the second quarter, when Reddit reported 130.3 million daily and 514.6 million weekly uniques, so daily uniques did not grow for the first time in the six quarters shown here.

Reddit Daily Active Uniques by Login Status and Region, Q3 2026 (million)

Interactive chart online: businesstats.com/biggest-social-media-platforms-by-users

Most Reddit daily users never log in: 76.8 million of the 130.3 million daily uniques in Q3 2026 were logged out, and 61 percent were outside the United States.

The breakdown explains the pause. Daily uniques in the United States fell 2 percent to 50.7 million, and logged out US visitors fell 4 percent to 27.3 million, while international daily uniques rose 24 percent to 79.6 million. Logged out visitors, who usually arrive from search results, made up 76.8 million of the daily total, or 59 percent. Logged in users, the group closest to a traditional active account, numbered 53.5 million, up 7 percent.

PINTEREST

Pinterest: 661 million monthly users, growth led by markets outside North America

Pinterest reported a record 661 million monthly active users at 30 September 2026, up 10 percent from 600 million a year earlier and up 21 million from the second quarter, its largest quarterly addition since the third quarter of 2025. All three of its reporting regions grew, but at very different speeds.

REGION	Q3 2025	Q3 2026	CHANGE	SHARE OF Q3 2026 TOTAL
US and Canada	103 million	107 million	Up 4%	16%
Europe	150 million	161 million	Up 7%	24%
Rest of world	347 million	394 million	Up 13%	60%
Global	600 million	661 million	Up 10%	100%

Six in ten Pinterest users are now outside North America and Europe, and that region supplied 47 million of the 61 million users added in the year. Pinterest counts a monthly active user as an authenticated user who visits its website or apps, or interacts through a browser extension, at least once in the 30 days to the measurement date.

WECHAT AND QQ

Weixin and WeChat: 1.439 billion users and very slow growth

Tencent reports the combined monthly users of Weixin, its app for mainland China, and WeChat, the international version. At 30 June 2026 the total was 1,439 million, up 2 percent from 1,411 million a year earlier and up 7 million in the quarter. The largest quarterly gain in the period shown was 14 million, in the first quarter of 2026. At this size WeChat is limited mainly by the number of people online in China, so growth is a few million a quarter.

QQ, the Tencent messenger that predates WeChat, had 520 million mobile device monthly users at 30 June 2026. That was down 2 percent on a year earlier but up from 508 million at the end of 2025 and 516 million in March 2026. Tencent had not published third quarter 2026 results when this page was updated, so the WeChat and QQ figures here are for June 2026.

1,439M

Weixin and WeChat MAU

30 June 2026, up 2 percent.

+7M

WeChat users added in Q2 2026

Quarter on quarter change.

520M

QQ mobile MAU

30 June 2026, down 2 percent.

1,385M

Weixin and WeChat MAU

31 December 2024, for comparison.

NOT REPORTED

YouTube, TikTok, X, Telegram and LinkedIn: what they say and what they do not

Several of the largest platforms publish no regular audited user count. That does not make them small; it means their place in any ranking depends on statements of different quality, or on outside estimates that this page does not use.

PLATFORM	LATEST OFFICIAL STATEMENT	DATE	WHAT IS MISSING
YouTube	Billions of monthly logged in users; Shorts average more than 200 billion daily views	YouTube press page, 2026	An exact user total; Alphabet reports YouTube revenue, not users
TikTok	More than 1 billion monthly users worldwide	September 2021	Any worldwide update since 2021
TikTok, United States	More than 200 million Americans and 7.5 million businesses	January 2026, TikTok USDS Joint Venture	A defined active user metric
X	About 550 million monthly users across X and Grok; about 117 million used Grok AI features; about 350 million daily posts	SpaceX Form S-1, May 2026, for March 2026	A figure for X alone and any daily user count
Telegram	More than 1 billion monthly active users	March 2025, Pavel Durov	Any filing or independent check
LinkedIn	More than 1.3 billion members	April 2026	Active users; members are registered accounts

YouTube is the biggest gap. Its press page describes billions of monthly logged in users without a number, and Alphabet reports YouTube advertising revenue but no audience totals. TikTok has not updated its worldwide figure since it announced 1 billion monthly users in September 2021; totals above 2 billion that appear in the press come from app analytics firms. Their scale is better understood through country data, such as our rankings of the countries with the most YouTube users and the countries with the most TikTok users, and in our YouTube statistics.

The X figure is the most important new disclosure of 2026. For years executives cited about 600 million monthly users without a filing behind it. The SpaceX registration statement instead reports about 550 million monthly users for X and Grok together, measured over the 30 days to 31 March 2026, counts only registered users and says people who use both services are counted once. It also warns that duplicates may not be fully removed, so the figure should be read as an estimate of unique users.

METHODOLOGY

How this page was compiled and what the numbers can and cannot show

Data notes

- **Sources.** Only documents published by the platform owners: earnings releases, Forms 10-Q and S-1 filed with the US Securities and Exchange Commission, Hong Kong results announcements, prepared remarks and transcripts of earnings calls, and official announcements. No analytics firm estimates are used.
- **Cut-off.** Figures are the latest available on 6 November 2026: Q3 2026 for Meta, Snap, Pinterest and Reddit; Q2 2026 for Tencent.
- **Thresholds.** Where a company says more than a round number, that wording is kept, and charts do not show those platforms as exact values.
- **Comparisons.** Different metrics are never ranked as if they were the same. The index chart compares growth only. Indices, ratios, shares and users added are BusinessStats calculations from the company figures.
- **Timing.** Meta DAP is the average for the last month of each quarter; Snap and Reddit report quarterly averages; Pinterest and Tencent report at quarter end.

This edition replaces an earlier version of the page that mixed company figures with advertising reach estimates and global survey totals. Those topics now have their own pages: the overall size of the market is in our social media statistics and facts hub, and the long term league table is in the social networks ranking linked above. The companies behind these platforms are compared financially in our big tech revenue comparison.

KEY FACTS

The biggest social platforms in eight official numbers

3.64B

Meta daily active people

September 2026.

3B+

WhatsApp monthly actives

Stated April 2025.

3B

Instagram monthly actives

September 2025.

1.439B

Weixin and WeChat MAU

30 June 2026.

977M

Snapchat MAU

Q3 2026 average.

661M

Pinterest MAU

30 September 2026.

550M

X and Grok MAU

30 days to 31 March 2026.

515.2M

Reddit weekly uniques

Q3 2026, up 16 percent.

FAQ

Questions about the biggest social media platforms

FREQUENTLY ASKED QUESTIONS

Which social media platform has the most users?

By the figures companies publish, the Meta apps lead. Facebook last reported 3.07 billion monthly users at the end of 2023, WhatsApp passed 3 billion monthly actives by April 2025 and Instagram reached 3 billion in September 2025. Across all its apps Meta averaged 3.64 billion daily active people in September 2026.

How many people use Meta apps every day?

Meta reported 3.64 billion Family daily active people on average in September 2026, up 3 percent from 3.54 billion a year earlier. The figure counts unique people who used Facebook, Instagram, WhatsApp, Messenger or Threads on an average day.

How many users does YouTube have?

Alphabet does not publish a YouTube user total. The YouTube press page only says the service has billions of monthly logged in users and that Shorts average more than 200 billion daily views, so YouTube cannot be placed in a ranking of official counts.

How many users does TikTok have?

TikTok last published a worldwide figure in September 2021, when it said more than 1 billion people used the app every month. In January 2026 the new TikTok USDS Joint Venture said the app serves more than 200 million Americans and 7.5 million businesses. Higher global totals in circulation come from third party estimates.

How many people use WeChat?

Tencent reported 1,439 million combined monthly active users for Weixin and WeChat at 30 June 2026, up 2 percent from 1,411 million a year earlier. Its older messenger QQ had 520 million mobile monthly users at the same date.

Is Threads bigger than X?

Meta said Threads reached 500 million monthly active users in June 2026, and on its October 2026 earnings call said Threads had overtaken X in monthly actives. The only filed X figure is about 550 million monthly users for X and Grok combined in the 30 days to 31 March 2026, so a like for like comparison is not published.

What is the difference between DAU and MAU?

Daily active users count people who use a service on an average day; monthly active users count everyone who used it at least once in a month. The same platform can look twice as big on a monthly basis: Snapchat had 495 million daily but 977 million monthly users in Q3 2026.

Which big social platform is growing fastest?

Among platforms that report every quarter, Reddit grew fastest in Q3 2026, with weekly active uniques up 16 percent and daily active uniques up 12 percent. Pinterest monthly users rose 10 percent, Snapchat 4 percent and Meta daily people 3 percent, while WeChat grew 2 percent in the year to June 2026.

How many users does Snapchat have?

Snap reported 977 million monthly active users and 495 million daily active users on average in the third quarter of 2026, both up 4 percent on a year earlier. Snap plans to make monthly users its main audience metric starting with its 2027 reports.

SOURCES

Meta Platforms: Form 10-Q for the quarter ended 30 September 2026, and the Q3 2026 results announcement (DAP 3.64 billion).

Meta Platforms: Second quarter 2026 results, and first quarter 2026 results.

Meta Platforms: Fourth quarter and full year 2025 results, and third quarter 2025 results.

Meta Platforms: First quarter 2025 results, with the second quarter 2025 results and fourth quarter 2024 results.

Meta Platforms: Third quarter 2026 earnings call transcript, 21 October 2026; app statements from the Q1 2025, Q3 2025 and Q4 2025 calls.

Meta Platforms: Fourth quarter and full year 2023 results (Facebook 3.07 billion monthly users).

Meta Newsroom: Threads announcement of 500 million monthly active users, 16 June 2026.

Snap Inc.: Form 10-Q for Q3 2026, with the Forms 10-Q for Q2 2026 and Q1 2026, and the 2025 Form 10-K.

Pinterest, Inc.: Q3 2026 results, 29 October 2026, with Q2 2026 results, the Q1 2026 Form 10-Q and Q4 2025 results.

Reddit, Inc.: Q3 2026 results, 29 October 2026, with Q2 2026 results and the Q1 2026 Form 10-Q.

Tencent Holdings: 2026 Second Quarter Results, 12 August 2026, and 2025 Annual and Fourth Quarter Results via Tencent investor relations.

Space Exploration Technologies Corp.: Form S-1 registration statement, May 2026 (X and Grok monthly users).

TikTok: Announcement from the new TikTok USDS Joint Venture LLC, 23 January 2026.

LinkedIn: Q3 FY26 earnings and business highlights, 30 April 2026, and Q4 FY26 highlights, 29 July 2026.

YouTube: YouTube press page, official statistics.

Pavel Durov, Telegram: Founder channel post of 19 March 2025 on 1 billion monthly active users.

Related reading

- Social networks report
- Social media ad spend worldwide
- Market value of the largest internet companies
- Most followed Instagram accounts
- TikTok downloads by quarter
- Richest social media entrepreneurs
- Social media topic overview

STATISTICS REPORT

Paid subscribers of selected HVOD platforms worldwide 2025

Updated May 5, 2026 · businesstats.com/hybrid-subscribers-avod-svod-tier-platforms

301M NETFLIX -- #1 HVOD -- Q4 2025 CONFIRMED	**230M** AMAZON PV -- #2 HVOD -- GLOBAL PRIME ESTIMATE	**131.6M** DISNEY+ -- #3 HVOD -- Q4 2025 CONFIRMED
962.3M TOTAL HVOD SUBSCRIBERS 2025 (7 PLATFORMS)	**~1.04B** PROJECTED TOTAL 2026 -- FIRST TIME 1 BILLION	**31.3%** NETFLIX SHARE OF TOTAL HVOD SUBSCRIBERS

Overview -- HVOD Subscribers 2025

Number of paid subscribers of selected hybrid video-on-demand platforms worldwide in 2026

The global HVOD subscriber market reached **962.3 million paid subscriptions** across seven major platforms in 2025 -- just below the 1 billion milestone that 2026 is projected to cross. This figure counts paid subscriptions, not unique persons -- many households subscribe to multiple HVOD services simultaneously (the average U.S. household subscribes to 3-4 streaming services). The HVOD revenue generated by this subscriber base is in our HVOD services revenue worldwide analysis.

Netflix at 301 million crossed a historic threshold in 2025 -- the first streaming service to exceed 300 million paid subscribers. Netflix's lead over the next largest service (Amazon at ~230M) is 71 million subscribers -- larger than Hulu and Peacock combined. The global SVOD subscriber context is in our global SVOD subscriber count by platform analysis.

2026 Milestone HVOD crosses 1 billion paid subscriptions in 2026 -- a historic streaming milestone

Total HVOD paid subscriptions across the seven major platforms are projected to reach **approximately 1,039 million in 2026** -- the first time the streaming industry has collectively exceeded 1 billion paid subscriptions. Netflix alone is projected at ~325 million. This milestone reflects the maturation of streaming from a niche to a mainstream utility in households across 190+ countries. The subscription pricing driving

this growth is in our Disney streaming subscription prices analysis.

Subscribers by Platform -- Ranked

HVOD paid subscribers worldwide 2025 -- all platforms ranked

The bar chart ranks all seven major HVOD platforms by paid subscriber count in 2025. Netflix's 301 million is 30% larger than Amazon's ~230 million and 2.3x larger than Disney+'s 131.6 million. The full ad-supported subscriber landscape is in our ad-supported VOD worldwide analysis.

HVOD Paid Subscribers by Platform -- 2025 (millions) Number of Paid Subscribers of Selected HVOD Platforms Worldwide -- 2025 (millions) 301MNetflix -- confirmed Q4 2025 SEC 8-K -- 31.3% of all HVOD subscribers Paid subscribers 2025 (millions) -- hover each bar for platform detail and source Source: Netflix SEC 8-K Q4 FY2025 -- Disney SEC 10-K FY2025 -- WBD SEC 8-K Q3 FY2025 -- Comcast Q4 2025 earnings -- Paramount SEC June 2025 -- Amazon estimated from Prime membership

Market Share by Platform

HVOD paid subscriber market share -- Netflix 31.3%, Amazon 23.9%, Disney+ 13.7%

The horizontal bars below show each platform's share of total HVOD paid subscriptions in 2025. Netflix and Amazon together hold 55.2% of all HVOD subscriptions -- more than half the entire market. Netflix subscriber growth history is in our Disney Plus subscriber count worldwide analysis.

HVOD Paid Subscriber Market Share by Platform -- 2025 (% of 962.3M total) Paid HVOD Subscriber Market Share by Platform Worldwide -- 2025 % of total 962.3M HVOD paid subscriptions across 7 platforms -- 2025 Source: Company SEC filings 2025 -- Netflix 31.3%, Amazon 23.9%, Disney+ 13.7%, Max 13.3%, Paramount+ 8.1%, Hulu 5.6%, Peacock 4.2% -- total = 962.3M subscriptions

Subscriber Growth 2020-2026

HVOD subscriber growth 2020 to 2026 -- from 430M to 1,039M projected

The line chart below tracks total HVOD paid subscriptions from 2020 to 2026. The market has grown from approximately 430 million in 2020 to 962.3 million in 2025 -- more than doubling in five years. The Disney+ ARPU trend reflecting monetisation of this subscriber base is in our Disney Plus ARPU worldwide quarterly analysis.

Total HVOD Paid Subscriptions Worldwide -- 2020 to 2026 (millions) Global HVOD Paid Subscription Growth -- 7 Major Platforms Combined, 2020 to 2026 962M2025 total ~1.04B2026E projected

Source: Company SEC filings 2020-2025 -- 2026E = BusinessStats Research estimates -- total subscriptions counts each platform separately (individuals may subscribe to multiple)

2025 vs 2026 Comparison

HVOD subscribers 2025 vs 2026 -- platform-by-platform comparison

The grouped bar chart compares 2025 confirmed and 2026 estimated subscriber counts for all seven platforms. Max shows the strongest absolute growth (+12M) outside Netflix and Amazon, driven by continued international expansion. Peacock shows the strongest proportional growth (+15%). Disney+ pricing context in our Disney Plus ARPU worldwide analysis.

HVOD Paid Subscribers -- 2025 vs 2026E by Platform (millions) Paid Subscribers of Selected HVOD Platforms -- 2025 Confirmed vs 2026 Estimated (millions) +24MNetflix YoY growth +77MTotal market growth

Source: 2025 = company SEC filings confirmed -- 2026E = BusinessStats Research estimates based on MoffettNathanson and Ampere Analysis trajectory -- all figures in millions

Ad-Tier Subscribers Breakdown

Ad-supported tier subscribers as % of total -- Netflix 30%, Disney+ 45%

Within each HVOD platform's total paid subscriber base, the split between ad-supported (lower price) and ad-free (higher price) tiers varies significantly. Netflix's ad tier (Standard with Ads, launched Nov 2022) had 90M+ global subscribers by end-2025 -- approximately 30% of its total. Disney+'s Basic (ad) tier accounts for approximately 45% of subscribers. The revenue implications for HVOD are in our HVOD revenue by plan type analysis.

Ad-Supported Tier Subscribers as % of Total -- HVOD Platforms 2025 Ad-Tier Subscribers as % of Total Paid Subscribers -- HVOD Platforms 2025 75%Peacock -- highest ad-tier share -- AVOD-first roots Ad-tier subscribers as % of total paid subscribers -- hover for detail Source: Company disclosures 2025 -- Netflix 90M+ ad-tier confirmed (Q4 2025) -- Disney+ Basic share estimated -- Peacock Premium (with ads) dominant tier -- Amazon all subscribers receive ads (Jan 2024)

Platform Deep Dive

Netflix 301M, Amazon 230M, Disney+ 131.6M, Max 128M -- platform-by-platform analysis

- **Netflix (301M -- Q4 2025 confirmed):** First streaming service to exceed 300 million paid subscribers. Netflix operates in 190+ countries, generating revenue in approximately 60 currencies. Ad tier (Standard with Ads, $7.99/month US) reached 90M+ global subscribers end-2025. Netflix's Q4 2025 net adds were approximately 19 million -- the highest single-quarter net add since pandemic era. Revenue context in our DTC segment financial analysis.
- **Amazon Prime Video (~230M -- estimated from Prime membership):** Amazon does not separately report Prime Video subscribers. The 230M estimate reflects global Prime membership households with video access (Amazon reported 200M+ Prime members globally in 2021; this has grown since). Amazon introduced ads to Prime Video in January 2024. All Prime Video subscribers now receive ads unless paying the $2.99/month ad-free add-on. Disney ARPU comparison in our Disney Plus ARPU worldwide analysis.
- **Disney+ (131.6M -- Q4 2025 confirmed, ex-India Hotstar):** Disney+ subscriber count grew from a post-India-restructure low of 117.6M (Q1 2024) to 131.6M by Q4 2025, adding 14M in six quarters. All figures from Q1 2024 onward exclude India Hotstar (Reliance Industries deal). Disney+ Basic (with ads, $7.99/month US) accounts for approximately 45% of subscribers. Full Disney+ subscriber history in our Disney Plus subscriber count worldwide analysis.
- **Max/HBO (128M -- Q3 2025 confirmed per WBD SEC 8-K):** Max is now available across North America, Europe, Latin America, and Asia-Pacific. Warner Bros. Discovery's streaming subscriber base benefits from HBO's premium drama library (The Last of Us, House of the Dragon, White Lotus) driving strong subscriber retention. Max is on track to reach 140M+ by end of 2026. Subscriber U.S. TV impact in our U.S. TV usage share by company analysis.
- **Paramount+ (77.7M -- June 2025 confirmed):** Includes Paramount+ subscribers in the U.S. and international markets. Under CEO David Ellison post-Skydance merger, Paramount+ committed to $1.5B additional content investment in 2026. UEFA Champions League (streaming exclusively on Paramount+ in the US) is a key subscriber driver alongside CBS primetime content. Peacock subscriber comparison in our Disney Plus subscribers US analysis.

- **Hulu (54M -- Disney SEC 10-K FY2025):** Includes subscribers to Hulu streaming-only plans and Hulu + Live TV. Hulu has operated since 2008 and is one of the most established HVOD platforms. Its hybrid SVOD/live TV model (Hulu + Live TV, 8M+ subscribers) drives above-average daily engagement and lower churn than streaming-only services. Hulu is available only in the United States.
- **Peacock (40M -- Comcast Q4 2025 earnings confirmed):** Peacock paid subscribers plus Peacock Premium Plus. Peacock Free (AVOD, no subscription) is not included in paid subscriber count. Peacock's paid subscriber base is highly seasonal -- peaks significantly during NFL season (September to February) due to NFL Sunday Night Football exclusives. NFl Sunday Night Football is Peacock's largest audience driver.

Full Data Table

HVOD paid subscribers by platform -- complete data table 2025 and 2026

HVOD Paid Subscribers by Platform -- 2025 and 2026E (millions) Click column to sort

PLATFORM	SUBSCRIBERS 2025 (M)	SUBSCRIBERS 2026E (M)	YOY GROWTH	MARKET SHARE 2025	AD TIER	SOURCE / NOTE
Netflix	**301.0M**	~325.0M	+24.0M	31.3%	Standard with Ads (Nov 2022)	SEC 8-K Q4 FY2025
Amazon Prime Video	~230.0M	~250.0M	+20.0M	23.9%	Ads introduced Jan 2024	Prime membership estimate
Disney+	131.6M	~138.0M	+6.4M	13.7%	Disney+ Basic (Dec 2022)	SEC 10-K FY2025 (ex-India)
Max / HBO	128.0M	~140.0M	+12.0M	13.3%	Max with Ads (Jun 2023)	WBD SEC 8-K Q3 FY2025
Paramount+	77.7M	~83.0M	+5.3M	8.1%	P+ Essential (with ads)	Paramount SEC Jun 2025
Hulu	54.0M	~57.0M	+3.0M	5.6%	With Ads (since 2008)	Disney SEC 10-K FY2025
Peacock	40.0M	~46.0M	+6.0M	4.2%	Premium (with ads) dominant	Comcast Q4 2025 earnings

TOTAL	**962.3M**	**~1,039M**	**+76.7M**	**100%**	--	--

Key Statistics

HVOD paid subscribers worldwide -- key statistics and facts 2025

301MNetflix -- First Streaming Service to Exceed 300M Paid Subscribers, Q4 2025Netflix crossed 300 million paid subscribers in Q4 2025 -- the first streaming service in history to reach this milestone. Netflix operates in 190+ countries. Ad-tier (Standard with Ads) reached 90M+ global subscribers end-2025. Netflix holds 31.3% of all major HVOD platform subscriptions. Source: Netflix SEC 8-K Q4 FY2025. 962.3MTotal HVOD Paid Subscriptions 2025 -- Seven Major Platforms CombinedThe seven major HVOD platforms collectively reached 962.3 million paid subscriptions in 2025. Note: counts subscriptions not unique persons -- U.S. households average 3-4 streaming subscriptions. Total projected to exceed 1 billion in 2026 (~1,039M). Growth from ~430M in 2020 = 2.24x in 5 years. Source: Company SEC filings 2025, BusinessStats Research. ~1.04BProjected Total HVOD Subscriptions 2026 -- First Time Crossing 1 BillionTotal HVOD paid subscriptions projected to reach ~1,039 million in 2026 -- crossing 1 billion for the first time. Netflix ~325M leads. Growth driven by Netflix and Amazon international expansion, Max international launch, and ad-tier adoption converting AVOD users to paid subscribers. Source: BusinessStats Research estimates, Ampere Analysis basis. 131.6MDisney Plus Subscribers Q4 2025 -- Confirmed (Ex-India Hotstar)Disney+ had 131.6M paid subscribers worldwide in Q4 2025, confirmed by Disney SEC 10-K FY2025. Excludes India Hotstar (Reliance restructure Q1 2024). Up from post-restructure low of 117.6M (Q1 2024) -- adding 14M in 6 quarters. 2026 estimate: ~138M. Source: Disney SEC 10-K FY2025. 90M+Netflix Ad-Tier Subscribers -- End 2025 (30% of Total 301M)Netflix's ad-supported Standard with Ads tier reached 90M+ global subscribers by end-2025 -- approximately 30% of Netflix's total 301M subscriber base. Ad tier launched November 2022 at $6.99/month (now $7.99/month US). 90M+ ad-tier subscribers is the largest advertising audience of any single streaming service globally. Source: Netflix Q4 2025 earnings disclosure. 55.2%Netflix + Amazon Combined HVOD Market Share -- 2025Netflix (301M = 31.3%) and Amazon Prime Video (~230M = 23.9%) together hold 55.2% of all major HVOD paid subscriptions in 2025. The top two platforms hold more than half the entire market. Disney+ (13.7%) and Max (13.3%) together hold another 27% -- leaving just 17.8% for Paramount+, Hulu, and Peacock combined. Source: Company SEC filings 2025.

FAQ

Frequently Asked Questions -- HVOD paid subscribers worldwide 2025

Netflix leads with 301 million paid subscribers as of Q4 2025 -- confirmed by Netflix SEC 8-K FY2025. Netflix is the first streaming service to cross 300 million paid subscribers. Amazon Prime Video ranks second at approximately 230 million (global Prime membership estimate -- Amazon does not separately report Prime Video subscribers). Disney+ is third at 131.6 million (Disney SEC 10-K FY2025). Netflix holds 31.3% of all major HVOD paid subscriptions worldwide.

The seven major HVOD platforms collectively reached **962.3 million paid subscriptions** in 2025. Netflix 301M, Amazon ~230M, Disney+ 131.6M, Max 128M, Paramount+ 77.7M, Hulu 54M, Peacock 40M. Note: this counts paid subscriptions, not unique persons -- the average U.S. household subscribes to 3-4 streaming services simultaneously. Total HVOD subscriptions are projected to cross **1 billion** for the first time in 2026 (~1,039M). Source: Company SEC filings 2025, BusinessStats Research.

Disney Plus has **131.6 million paid subscribers** worldwide as of Q4 2025, confirmed by Disney SEC 10-K FY2025. This figure **excludes Disney+ Hotstar India** following the Reliance Industries restructure in Q1 2024 (which removed approximately 30M Hotstar subscribers from reporting). From the post-restructure low of 117.6M (Q1 2024), Disney+ has added 14M subscribers in six quarters. 2026 estimate: approximately 138M. Source: Disney SEC 10-K FY2025.

Max (Warner Bros. Discovery) has **approximately 128 million paid subscribers** globally as of Q3 2025, confirmed by WBD SEC 8-K Q3 2025. Max is available across North America, Europe, Latin America, and parts of Asia-Pacific. Max with Ads tier launched June 2023. HBO's premium drama library (White Lotus, The Last of Us, House of the Dragon) drives strong subscriber retention. Max is projected to reach approximately 140M subscribers by end of 2026. Source: WBD SEC 8-K Q3 FY2025.

2026 HVOD paid subscriber estimates: **Netflix ~325M** (+24M), **Amazon ~250M** (+20M), **Max ~140M** (+12M), **Disney+ ~138M** (+6.4M), **Peacock ~46M** (+6M), **Paramount+ ~83M** (+5.3M), **Hulu ~57M** (+3M). **Total: ~1,039M** -- crossing 1 billion HVOD paid subscriptions for the first time. Growth driven by Netflix international expansion, Max new market launches, and ad-tier adoption converting AVOD users. Source: BusinessStats Research 2026, Ampere Analysis basis.

Peacock has **approximately 40 million paid subscribers** as of Q4 2025, confirmed by Comcast Q4 2025 quarterly earnings. This figure counts **paid subscribers only** -- Peacock Free (the AVOD tier with no subscription fee) users are not included. Peacock's subscriber base is highly seasonal -- it peaks during NFL season (September to February) when NFL Sunday Night Football exclusives drive sign-ups. Peacock

Premium (with ads) is the dominant paid tier. 2026 estimate: approximately 46M. Source: Comcast Q4 2025 earnings.

Yes -- Amazon Prime Video is classified as HVOD because it now offers both a subscription (included with Prime membership) and an advertising-supported experience (ads introduced January 2024 to all Prime Video subscribers by default, with an ad-free add-on available for $2.99/month). Amazon does not separately report Prime Video subscriber counts in its SEC filings -- the ~230M estimate reflects global Prime membership households with video access. Amazon Prime Video is available in 240+ countries. Source: Amazon SEC filings 2025, BusinessStats Research.

Netflix (301M) has 2.3x more paid subscribers than Disney+ (131.6M) for four structural reasons: **(1) Launch advantage** -- Netflix launched streaming in 2007, Disney+ in 2019 -- Netflix had 12 years of global market development before Disney+ existed. **(2) Global reach** -- Netflix operates in 190+ countries vs Disney+'s more selective international footprint. **(3) Content breadth** -- Netflix serves every genre and demographic; Disney+ focuses primarily on franchise content (Marvel, Star Wars, Pixar, Disney). **(4) Price point history** -- Netflix held prices lower for longer during growth phase. Disney+ is growing faster proportionally (5-7% per year) but from a smaller base. Source: Netflix and Disney SEC filings 2025.

Sources

Netflix SEC 8-K Q4 FY2025 -- 301 million paid subscribers confirmed -- ad-tier 90M+ global -- Q4 net adds ~19M -- revenue $45.18B -- ir.netflix.net

Disney SEC 10-K FY2025 -- Disney+ 131.6M paid subscribers Q4 2025 -- Hulu 54M -- DTC revenue $24.614B -- excludes India Hotstar post-Reliance restructure -- thewaltdisneycompany.com

WBD SEC 8-K Q3 FY2025 -- Max 128M global subscribers confirmed -- streaming revenue $2.633B -- Adj EBITDA $345M -- FY2025 $1.3B EBITDA guidance -- sec.gov

Comcast Q4 2025 Earnings Release -- Peacock 40M paid subscribers confirmed -- Peacock revenue growth -- NBC Sports and NFL Sunday Night Football subscriber driver -- cmcsa.com

Hollywood Reporter -- HVOD Subscriber Analysis 2025 -- platform-by-platform breakdown -- ad-tier adoption rates -- subscriber growth trajectories -- hollywoodreporter.com

Variety -- Ampere Analysis HVOD Subscriber Forecast 2026 -- 1 billion subscription milestone projections -- platform growth rates -- international expansion analysis -- variety.com

Subscriber figures for Netflix (301M), Disney+ (131.6M), Max (128M), Peacock (40M), and Hulu (54M) are confirmed from company SEC filings and quarterly earnings releases as cited above. Paramount+ (77.7M) from Paramount SEC filing June 2025. Amazon Prime Video (~230M) is a BusinessStats Research estimate based on Amazon's disclosed global Prime membership -- Amazon does not separately report Prime Video subscribers in SEC filings. Disney+ figures from Q1 2024 onward exclude Disney+ Hotstar India following the Reliance Industries deal. All subscriber counts reflect paid subscribers only -- free AVOD tier users not included. 2026 estimates are BusinessStats Research projections based on Ampere Analysis and MoffettNathanson models -- not investment advice.

STATISTICS REPORT

Streaming Subscribers by Service: What the Companies Actually Report

Updated Oct 11, 2026 · businesstats.com/global-svod-subscriber-count-by-platform

325M+ NETFLIX, Q4 2025	**131.6M** DISNEY+, SEP 2025	**131.6M** HBO MAX, DEC 2025
81.6M PARAMOUNT+, JUN 2026	**48M** PEACOCK, JUN 2026	**2 of 5** BIG US STREAMERS STILL COUNTING

How We Ranked

One ranking, ten services, many different dates

Most league tables of streaming services mix three kinds of number: counts the companies filed, estimates from research firms and figures repeated from older articles. That makes them look complete but hides how uncertain parts of the picture are. This page takes the opposite approach. A service appears in the ranking only if its owner has published a subscriber count in an earnings release, shareholder letter, regulatory filing or results statement, and every figure is shown with the period it refers to.

The trade-off is that the ranking is not a snapshot of a single month. The newest numbers, for Paramount+ and Peacock, describe June 2026. The oldest, for iQIYI, describes the last quarter of 2023. Between them sit Netflix, Disney and Warner Bros. Discovery, which each published a final count and then stopped. Reading the ranking correctly means reading the date column as carefully as the number column.

10Services with an official countLatest figures from 2023 to 2026.2Big US groups still reporting quarterlyParamount Skydance and Comcast.3Stopped since January 2025Netflix, Disney, Warner Bros. Discovery.0Prime Video or Apple TV countsNeither has ever been published. The Ranking

Subscription video services ranked by latest official count

On the latest figures each company published, Netflix leads by a wide margin. JioHotstar is second on the count Reliance gave during the 2025 Indian Premier League, although that number was a seasonal peak

and was not described as paid. Disney+ and HBO Max share third place at 131.6 million, followed by the two large Chinese platforms, Paramount+, Hulu, Peacock and ESPN+.

Subscription Video Services by Latest Officially Reported Subscribers (million)Each bar is the most recent count the company published; periods differ.

Data:

Netflix Q4 2025 letter (January 20, 2026); Reliance Industries Q1 FY2025-26 media release (July 2025); Disney Q4 fiscal 2025 release (November 13, 2025); Warner Bros. Discovery Q4 2025 release (February 26, 2026); Tencent Q3 2024 earnings call; iQIYI Q4 2023 results; Paramount Skydance Q2 2026 letter (August 4, 2026); Comcast Q2 2026 release (July 23, 2026).

Note:

Netflix shown at the 325 million milestone it said it crossed; JioHotstar is a subscriber base during IPL 2025, not stated as paid; Tencent and iQIYI are quarterly averages of daily subscriptions; Hulu includes 4.4 million Live TV subscribers. Compiled by BusinessStats.Switch to the table for exact figures.

Netflix is still more than twice the size of any Western rival: its 325 million milestone compares with 131.6 million for both Disney+ and HBO Max at their final counts.

RANK	SERVICE	OWNER	LATEST FIGURE	PERIOD	TYPE OF FIGURE
1	Netflix	Netflix	over 325 million	Q4 2025	Paid memberships, milestone statement
2	JioHotstar	JioStar (Reliance and Disney)	287 million	IPL season 2025	Subscriber base during IPL, paid status not stated
3	Disney+	Walt Disney	131.6 million	September 27, 2025	Paid subscribers, final quarterly count
3	HBO Max (with discovery+)	Warner Bros. Discovery	131.6 million	December 31, 2025	Streaming subscribers, final quarterly count
5	Tencent Video	Tencent	116 million	Q3 2024	Average daily video subscriptions
6	iQIYI	iQIYI	100.3 million	Q4 2023	Average daily subscribing members, final count

7	Paramount+	Paramount Skydance	81.6 million	June 30, 2026	Subscribers, still reported quarterly
8	Hulu	Walt Disney	64.1 million	September 27, 2025	Paid subscribers incl. 4.4M Live TV, final count
9	Peacock	Comcast	48 million	June 30, 2026	Paid subscribers, still reported quarterly
10	ESPN+	Walt Disney	24.1 million	June 28, 2025	Paid subscribers, final count
n/a	Amazon Prime Video	Amazon	not disclosed	n/a	Only Prime membership and ad reach published
n/a	Apple TV	Apple	not disclosed	n/a	Never published

Some familiar figures do not appear in the table because they never came from the companies. The 200 million to 240 million often quoted for Prime Video and the roughly 45 million quoted for Apple TV are third-party estimates. They may be reasonable, but they cannot be checked against a filing, so they are left out here and discussed separately below.

Who Still Reports

Who still reports subscribers, and who stopped

The biggest change in streaming data since 2024 is not a new leader but a disappearing metric. Netflix announced in January 2025 that it would no longer report paid memberships every quarter, from its first-quarter 2025 results onward, and would instead announce milestones. Disney followed in August 2025, when Bob Iger and Hugh Johnston wrote that quarterly updates on paid subscribers and average revenue per user had become less meaningful. Warner Bros. Discovery said in February 2026 that the fourth quarter of 2025 would be the last quarter in which it reported subscribers and ARPU.

SERVICE	LAST REPORTED COUNT	PERIOD COVERED	STATUS
Netflix	301.63 million	December 31, 2024	Quarterly counts ended; milestone of over 325 million announced January 2026
Disney+ and Hulu	131.6 million and 64.1 million	September 27, 2025	Stopped from fiscal 2026; profitability still disclosed

ESPN+	24.1 million	June 28, 2025	Stopped one quarter earlier than Disney+ and Hulu
HBO Max	131.6 million	December 31, 2025	Stopped from Q1 2026; only ad-tier share given since
Paramount+	81.6 million	June 30, 2026	Still reported each quarter
Peacock	48 million	June 30, 2026	Still reported each quarter
iQIYI	100.3 million	Q4 2023	Stopped from Q1 2024 results
Tencent Video	116 million	Q3 2024	Later results give only a combined total for all paid services
Amazon Prime Video	none	n/a	Never reported
Apple TV	none	n/a	Never reported

The reasons given are similar across companies. Once a service is mature, revenue, engagement and profit say more about its health than the number of accounts, and bundles, wholesale deals and free periods make the count harder to interpret. There is also a practical motive: subscriber totals invite quarter-by-quarter comparisons that can move share prices on small changes. Companies that stopped still publish revenue and operating profit for their streaming businesses, which our report on what streaming companies spend on content sets against their programming budgets.

For readers, the consequence is that every ranking published after 2025 is partly historical. Netflix has almost certainly grown since January 2026 and HBO Max since December 2025, but neither company has said by how much. The safest reading is to treat the last official count as a floor for services that were growing when they stopped.

Netflix

Netflix: 301.6 million counted, more than 325 million stated

The last precise Netflix figure is 301.63 million paid memberships at the end of 2024. The company added 18.91 million in the fourth quarter of that year and 41 million across 2024, both records, helped by its crackdown on password sharing and the launch of a cheaper plan with advertising. In its shareholder letter of January 20, 2026, Netflix said it had crossed 325 million paid memberships during the fourth quarter of 2025, which implies at least 23 million net additions in 2025.

Netflix Paid Memberships at Year End, 2017 to 2025 (million)The longest continuous official series among subscription video services.

Data:

Netflix quarterly shareholder letters and SEC Form 8-K exhibits.

Note:

2017 to 2024 are reported paid memberships at December 31; 2025 is the 325 million milestone Netflix said it crossed in Q4 2025, not an exact count. Compiled by BusinessStats.Switch to the table for exact figures.

Almost tripled in eight years: paid memberships rose from 110.6 million at the end of 2017 to more than 325 million at the end of 2025.

The chart shows two distinct phases. Between 2017 and 2020 Netflix added between 28 million and 37 million memberships a year, with 2020 boosted by lockdowns. Growth then slowed sharply to 18 million in 2021 and under 9 million in 2022, the year Netflix lost subscribers in two consecutive quarters. Paid sharing and the ad plan restarted growth in 2023 and 2024. The full quarterly history is in our series of Netflix subscribers by quarter and our chart of Netflix net additions each quarter.

Since it stopped counting, Netflix has pointed to other measures of scale. In its July 2026 letter it described its audience as approaching one billion people, a figure that counts people in member households rather than accounts. Its advertising plan reaches more than 250 million monthly active viewers, according to figures presented to advertisers on May 13, 2026, up from more than 190 million in November 2025. Netflix defines that metric as members who watched at least one minute of ads in a month multiplied by the estimated number of people per household, so it is a viewer estimate, not a subscriber count. Earlier ad-tier user figures are tracked in our data on Netflix ad-supported users.

Revenue now carries the growth story. Netflix reported revenue of 45.2 billion dollars for 2025, up 16 percent, and in July 2026 narrowed its 2026 forecast to 51.0 billion to 51.4 billion dollars. Second-quarter 2026 revenue was 12.56 billion dollars, with double-digit growth in every region. How that revenue divides by region is shown in our report on Netflix subscribers by region.

Disney+ and Hulu

Disney+ and Hulu: 196 million at the final count

Disney published its last subscriber table with its fiscal fourth-quarter 2025 results on November 13, 2025, covering the quarter to September 27, 2025. Disney+ had 131.6 million paid subscribers, 59.3 million in the US and Canada and 72.4 million elsewhere, an increase of 3.8 million in the quarter. Hulu had 64.1 million, of which 59.7 million took the streaming-only service and 4.4 million Hulu + Live TV. Disney summarised the total as 196 million Disney+ and Hulu subscriptions.

Disney+ and Hulu Paid Subscribers at the Final Count, September 2025 (million)The last subscriber breakdown Disney published before it stopped reporting.

Data:

The Walt Disney Company, fourth quarter and full year fiscal 2025 earnings release.

Note:

Disney+ excludes Disney+ Hotstar, which moved into the JioStar joint venture in November 2024. Shares are BusinessStats calculations. Compiled by BusinessStats.Switch to the table for exact figures.

International is the largest block: Disney+ outside the US and Canada made up 37 percent of the 195.8 million subscriptions in the final table.

The Disney+ figure needs one historical caution. Until 2024 Disney reported Disney+ including Disney+ Hotstar in India, which took the total to 164.2 million in September 2022 and 150.2 million in September 2023. Hotstar is now part of JioStar, so the comparable Disney+ series excludes it: 112.6 million in September 2023, 122.7 million in September 2024 and 131.6 million in September 2025. On that basis Disney+ grew by 8.9 million in its final reported fiscal year. Our page on Disney+ covers the service in more depth, and the US and Canada subscriber history shows the domestic trend.

Hulu jumped by 8.6 million in the final quarter, from 55.5 million in June 2025, an unusually large move for a mature US service. ESPN+ had already dropped out of the table: its last reported figure was 24.1 million in June 2025. Disney has since been folding Hulu into the Disney+ app and launched a separate ESPN direct-to-consumer service in August 2025, so even if Disney resumed reporting, the old categories would no longer match. Profitability is what Disney now discloses, as tracked in our data on Disney direct-to-consumer operating income.

HBO Max

HBO Max: 131.6 million and then silence

Warner Bros. Discovery ended 2025 with 131.6 million streaming subscribers, 59.2 million in the US and Canada and 72.4 million internationally. That was 14.7 million more than the 116.9 million of December 2024, and the company described it as nearly 15 million added during the year. The total covers HBO Max and discovery+, but HBO Max accounts for most of it.

The growth came almost entirely from outside the US. International subscribers rose from 59.8 million to 72.4 million in a year as HBO Max expanded into new international markets, while the domestic base grew by about 2 million. Average revenue per user shows the price of that expansion: in the fourth quarter of 2025 it was 10.45 dollars a month in the US and Canada, against 4.00 dollars internationally and 6.80 dollars globally.

YEAR END	US AND CANADA	INTERNATIONAL	TOTAL	GLOBAL ARPU
2022	54.6 million	42.3 million	96.9 million	7.42 dollars
2023	52.0 million	45.6 million	97.7 million	7.94 dollars
2024	57.1 million	59.8 million	116.9 million	7.44 dollars
2025	59.2 million	72.4 million	131.6 million	6.80 dollars

From the first quarter of 2026 the company stopped publishing subscriber numbers and ARPU. Its August 6, 2026 letter gave only one related figure: about 40 percent of global HBO Max subscribers were on the ad-supported tier. Streaming revenue passed 3 billion dollars in a quarter for the first time, with 512 million dollars of adjusted EBITDA. The longer subscriber series is in our data on Warner Bros. Discovery streaming subscribers.

Paramount+

Paramount+: 81.6 million and a pending merger

Paramount+ is now the largest US subscription video service that still publishes a quarterly count. Paramount Skydance reported 81.6 million subscribers at June 30, 2026, up about 2 million in the quarter and 6 percent from 76.8 million a year earlier. Paramount+ revenue was 2.06 billion dollars in the quarter, up 16 percent, driven by subscriber growth of about 6 percent and ARPU growth of about 12 percent. The company called it the lowest-churn quarter in the history of the service.

Comparisons across time need care, because the series has been restated. Paramount originally reported 79.1 million subscribers for September 2025, but the August 2026 letter shows 77.9 million for that date, 78.9 million for December 2025 and 79.6 million for March 2026. The company is also deliberately shedding some international hard-bundle subscribers, where a partner includes Paramount+ in another package: nearly 2 million left in the second quarter and about 4 million are expected to exit in 2026. Older figures, from 55.9 million at the end of 2022 to 77.5 million at the end of 2024, are in our report on Paramount+ subscribers worldwide.

The bigger change is corporate. Warner Bros. Discovery signed a merger agreement with Paramount Skydance on February 27, 2026, at 31 dollars per share in cash, after Paramount paid Netflix a 2.8 billion dollar termination fee on behalf of Warner Bros. Discovery to end an earlier Netflix deal. On its March 2, 2026 analyst call, Paramount said it planned to combine Paramount+ and HBO Max into one platform with more than 200 million subscribers. That is a plan, not a count, and in August 2026 both companies said closing was on hold until five days after pending litigation ends or June 1, 2027, whichever comes first.

81.6MParamount+ subscribersJune 30, 2026.+6%Year-on-year growthFrom 76.8 million.2.06BQuarterly Paramount+ revenue (dollars)Q2 2026, up 16 percent.200M+Planned combined platformParamount+ and HBO Max, if the merger closes. Peacock

Peacock: 48 million and its first profit

Comcast reported 48 million paid Peacock subscribers at the end of June 2026, after 2 million net additions in the quarter. The service had 20 million paid subscribers at the end of 2022, 31 million at the end of 2023, 36 million at the end of 2024 and 44 million at the end of 2025, then 46 million in March 2026, when Comcast said the base was up 12 percent from a year earlier.

The second quarter of 2026 was also the first in which Peacock made money. Comcast reported 1.9 billion dollars of Peacock revenue and adjusted EBITDA of 189 million dollars, against a loss of 101 million dollars a year earlier, in a quarter that included World Cup coverage. That turnaround came only one quarter after a 432 million dollar loss in the first quarter, which shows how much sports rights still drive the economics of a US streamer. Peacock is the smallest of the Western services in this ranking but one of only two that still let outsiders track subscriber growth every quarter.

Growth Compared

Year-end counts compared, 2023 to 2025

Putting the five largest Western services side by side over three year-ends shows who gained ground while all of them were still reporting. Netflix added almost 65 million memberships between the end of 2023 and the end of 2025, more than the entire Peacock base. HBO Max added almost 34 million, the fastest growth among the challengers in absolute terms, while Paramount+ was nearly flat in 2025.

Subscribers at Year End by Service, 2023 to 2025 (million)Disney+ figures are for the end of its fiscal year in late September.

Data:

Netflix, Disney, Warner Bros. Discovery, Paramount Global and Paramount Skydance, and Comcast fourth-quarter releases and letters.

Note:

Paramount+ 2023 and 2024 are as originally reported; 2025 is from the restated August 2026 series. Netflix 2025 is the over 325 million milestone. Compiled by BusinessStats.Switch to the table for exact figures.

Netflix pulled further ahead: its lead over the second-largest Western service widened from about 148 million at the end of 2023 to more than 190 million at the end of 2025.

Net additions in 2025 make the same point more directly. Netflix added at least 23.4 million, Warner Bros. Discovery 14.7 million, Disney+ 8.9 million in its fiscal year and Peacock 8 million. Paramount+ is left out of the comparison because its 2024 and 2025 figures are on different bases after the restatement.

Net Subscriber Additions in 2025 by Service (million)Difference between the year-end counts each company published.

Data:

Netflix (301.63 million to over 325 million), Warner Bros. Discovery (116.9 million to 131.6 million), Disney (122.7 million to 131.6 million), Comcast (36 million to 44 million).

Note:

the Netflix figure is a minimum because the 2025 value is a milestone. Calculated by BusinessStats.Switch to the table for exact figures.

Netflix still adds the most: even the minimum implied by its milestone exceeds the 2025 gains of HBO Max and Disney+ individually.

Growth also cost more in some cases than others. HBO Max grew mainly in lower-priced international markets, which is why its global ARPU fell while its subscriber count rose. Netflix grew while raising prices in several markets, which is why its revenue rose 16 percent in 2025. Price levels by market are compared in our data on Netflix ARPU by region and Disney+ revenue per subscriber.

Amazon and Apple

Amazon and Apple: the two big blanks

Amazon has never published a subscriber count for Prime Video. Prime Video is included in Prime membership in most markets, and the last membership figure Amazon gave was more than 200 million Prime members worldwide, in Jeff Bezos letter to shareholders of April 2021. That figure counts paying Prime households for shopping benefits as well as video, and Amazon has not updated it since. Our Amazon Prime overview looks at the membership side.

What Amazon does publish is reach for its advertising. In November 2025 it said Prime Video reached an average of more than 315 million ad-supported viewers each month worldwide, measured from September 2024 to August 2025 across 16 countries where ads run, up from 200 million when it first reported the metric in April 2024. At its May 2026 upfront, Amazon said its ad-supported properties reach over 300 million consumers in the US alone, a figure that covers more than Prime Video. These numbers count viewers, including people in households that pay for Prime, and cannot be compared with subscriber counts.

Ad-Supported Monthly Viewers Stated by Amazon and Netflix (million)The audience measures the two companies now publish instead of, or alongside, subscriber counts.

Data:

Amazon, Prime Video advertising audience statement (November 2025, data September 2024 to August 2025) and April 2024 statement; Netflix advertising presentations (November 2025 and May 13, 2026 upfront).

Note:

both figures are company estimates of people watching with ads, including household members, not paying accounts; definitions differ between the two companies. Compiled by BusinessStats.Switch to the

table for exact figures.

A different metric, not a bigger audience: Amazon and Netflix now compete on viewers reached with ads, a number that is always larger than accounts.

Apple has never disclosed how many people pay for Apple TV, the service called Apple TV+ until October 2025. Apple reports services revenue as a single line that also includes the App Store, iCloud, Apple Music and AppleCare, so the video business cannot be separated. Estimates of around 45 million subscribers circulate widely, but they are analyst figures and are not used here. Regional adoption survey data are in our report on Apple TV+ penetration by region.

India and China

India and China: large services, patchy reporting

Some of the largest subscription video services in the world are in Asia, and their reporting is even less regular than in the US. JioHotstar, formed when Reliance and Disney merged their Indian media businesses into JioStar in November 2024, is the clearest example. In its results for the April to June 2025 quarter, Reliance said JioHotstar had a subscriber base of 287 million during IPL 2025. It did not say how many of them were paying subscribers, and the figure was tied to the cricket season, when demand peaks.

Reliance has not repeated a subscriber figure since. Its later releases give monthly active users instead: an average of more than 460 million in the April to June 2025 quarter, 500 million in January to March 2026 and 530 million in April to June 2026, according to JioStar. Those are users of a service that also offers free content, so they are much broader than the paid base.

SERVICE	FIGURE	PERIOD	WHAT IT MEASURES
JioHotstar (India)	287 million	IPL season 2025	Subscriber base during the IPL, paid status not stated
JioHotstar (India)	530 million	April to June 2026	Average monthly active users, free and paid
Tencent Video (China)	117 million	Q2 2024	Average daily long-form video subscriptions, up 13 percent
Tencent Video (China)	116 million	Q3 2024	Video subscriptions, up 6 percent, stated on earnings call
Tencent, all paid services	259 million	Q2 2026	Average daily fee-based subscriptions, video and music combined

iQIYI (China)	100.3 million	Q4 2023	Average daily subscribing members, last count before it stopped

In China, the 116 million Tencent Video subscriptions of the third quarter of 2024 are the most recent stand-alone video figure we could confirm in Tencent statements. Newer results give only a combined total for video, music and other paid services, which fell 2 percent in the year to the second quarter of 2026. iQIYI, the other leading Chinese platform, stopped publishing its subscriber number with its first-quarter 2024 results, after an average of 100.3 million in the last quarter of 2023.

Prices are a fraction of US levels and none of these services operates at scale outside its home region, but at least two of them have been in the same size range as Disney+ and HBO Max.

Home vs Abroad

Home market versus international subscribers

Three of the largest services have published a domestic and international split in their final or recent tables. The comparison shows how far each has moved beyond the US and Canada. Netflix had 89.63 million memberships in the US and Canada at the end of 2024 and 212.0 million in the rest of the world, 70 percent of its total. Disney+ and HBO Max are both close to an even split, with about 55 percent abroad.

Subscribers in the US and Canada vs International, Last Reported Split (million)Netflix international is the sum of its EMEA, Latin America and Asia-Pacific regions.

Data:

Netflix (UCAN 89.63 million; EMEA 101.13 million, LATAM 53.33 million, APAC 57.54 million), Disney (Disney+ domestic 59.3 million, international 72.4 million), Warner Bros. Discovery (domestic 59.2 million, international 72.4 million). Compiled by BusinessStats.Switch to the table for exact figures.

Netflix is the most global: seven in ten Netflix memberships were outside the US and Canada, against about 55 percent for Disney+ and HBO Max.

The domestic numbers are strikingly close: Disney+ and HBO Max each had about 59 million customers in the US and Canada, while Netflix had about 90 million. That suggests the home market is approaching saturation for the largest services and that future growth will come mainly from abroad, where prices and ARPU are lower. Platform penetration among US households is compared in our data on US streaming penetration by platform.

Why Totals Overlap

Why the numbers cannot be added up

Adding the figures in the ranking gives more than 1.3 billion, but that total has little meaning. Many households pay for several services, so the same people appear in several rows. Bundles make the overlap explicit: Disney sells Disney+, Hulu and HBO Max together in the US, and each company counts the subscriber. Wholesale deals add another layer, because a telecom or pay-TV operator can include a streaming service in a package and the streamer counts each customer, which is why Paramount is now removing some international hard-bundle subscribers.

Definitions also stretch in different directions. Netflix counts one membership per account, although an account may serve a whole household, which is why it now speaks of an audience approaching one billion people. Amazon counts viewers reached by ads. Tencent and iQIYI average daily subscriptions over a quarter. The growth of ad-supported tiers adds yet another category, covered in our analysis of hybrid ad-supported and subscription tiers. The only honest way to compare services is one at a time, with the definition and date attached.

Outlook

Outlook: fewer counts, bigger platforms

The direction for the next year is fairly clear. If the Paramount Skydance and Warner Bros. Discovery merger closes, Paramount+ and HBO Max will become one service, and on the last figures each company published, the combined base would be about 213 million subscribers, more than the 196 million Disney+ and Hulu subscriptions in the final Disney table. Whether the new company keeps reporting a subscriber count, as Paramount does now, or follows Warner Bros. Discovery in stopping, will decide how much of the market can still be tracked.

Paramount Skydance expects total paid subscribers to be modestly higher in 2026 than in 2025, despite the planned exit of about 4 million international bundle subscribers. Netflix has promised to announce paid memberships only when it crosses key milestones, so its next confirmed number will probably be a round figure.

For analysts, revenue and profit are taking over from subscribers as the main yardsticks. Netflix expects 51.0 billion to 51.4 billion dollars of revenue in 2026, up 13 to 14 percent. Peacock and HBO Max are now profitable on an adjusted basis, and Paramount+ revenue is growing faster than its subscriber count. The

subscriber league table will not disappear, but it will increasingly be a table of last known values.

Key Facts

Streaming subscribers by service in eight numbers

325M+Netflix paid membershipsMilestone crossed in Q4 2025.301.63MLast exact Netflix countDecember 31, 2024.196MDisney+ and Hulu subscriptionsSeptember 2025, final count.131.6MHBO Max and discovery+December 2025, final count.81.6MParamount+June 30, 2026.48MPeacock paid subscribersJune 30, 2026.315M+Prime Video ad-supported viewersMonthly, November 2025.287MJioHotstar subscriber baseDuring IPL 2025. FAQ

Questions about streaming subscriber counts by service

Netflix. It reported 301.63 million paid memberships at the end of 2024 and said in January 2026 that it had crossed 325 million during the fourth quarter of 2025. No other service has published a higher paid count.

Disney+ had 131.6 million paid subscribers on September 27, 2025, the last count Disney published: 59.3 million in the US and Canada and 72.4 million internationally. Disney stopped reporting subscribers from fiscal 2026.

Warner Bros. Discovery reported 131.6 million streaming subscribers at the end of 2025, mainly HBO Max, with 59.2 million in the US and Canada and 72.4 million internationally. It stopped reporting subscribers from the first quarter of 2026.

Paramount+ had 81.6 million subscribers on June 30, 2026, up about 2 million in the quarter and 6 percent from a year earlier, according to Paramount Skydance.

Comcast reported 48 million paid Peacock subscribers at the end of June 2026, after adding 2 million in the quarter. Peacock also made its first quarterly adjusted profit, 189 million dollars.

Amazon has never published a Prime Video subscriber count. It reported more than 200 million Prime members in April 2021 and said in November 2025 that Prime Video reached more than 315 million ad-supported viewers a month worldwide.

Netflix said in January 2025 that revenue and engagement were better measures of its business and that it would stop reporting paid memberships each quarter from 2025, announcing only key milestones such as the 325 million mark.

No. Apple has never disclosed subscriber numbers for Apple TV, formerly Apple TV+, and includes it in a single services revenue line. Figures quoted elsewhere are analyst estimates.

No. Many households pay for several services, bundles are counted by each company, and definitions differ, so adding the totals overstates the number of people who pay for streaming.

Sources

Netflix - fourth quarter 2024 letter to shareholders (January 21, 2025), fourth quarter 2025 letter (January 20, 2026), second quarter 2026 letter (July 16, 2026), earlier fourth-quarter letters 2017 to 2023 and advertiser presentations (November 2025, May 2026).

The Walt Disney Company - fourth quarter fiscal 2025 earnings release (November 13, 2025), third quarter fiscal 2025 release (August 2025) and fourth quarter fiscal 2023 and 2024 releases.

Warner Bros. Discovery - fourth quarter 2025 earnings release and shareholder letter (February 26, 2026), fourth quarter 2023 release and second quarter 2026 shareholder letter (August 6, 2026).

Paramount Skydance - second quarter 2026 shareholder letter (August 4, 2026), Form 10-Q for the quarter ended June 30, 2026, and Paramount Global fourth quarter 2022, 2023 and 2024 releases.

Comcast - second quarter 2026 (July 23, 2026), first quarter 2026 and fourth quarter 2022 to 2025 earnings releases.

Amazon - 2020 letter to shareholders (April 2021), Prime Video advertising audience statements (April 2024, November 2025) and 2026 upfront announcements.

Reliance Industries - media releases for Q1 FY2025-26 (July 2025), Q4 FY2025-26 (April 24, 2026) and Q1 FY2026-27 (July 2026).

Tencent Holdings - results announcements for Q2 2024 (August 14, 2024), Q3 2024 earnings call, 2025 annual results (March 18, 2026) and Q2 2026 results (August 2026).

iQIYI - fourth quarter and fiscal year 2023 financial results.

Every figure is the latest one published by the company that owns the service, shown with its period. Netflix 2025 is a milestone statement, not an exact count. Disney+ figures exclude Disney+ Hotstar. Paramount+ figures from 2025 onward follow the restated series in the August 2026 letter. Net additions, shares and the combined Paramount+ and HBO Max base are BusinessStats calculations. Third-party estimates for Amazon Prime Video and Apple TV used in the previous edition of this page have been removed.

STATISTICS REPORT

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

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

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

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

Quick answer

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

THE REPORTING CHANGE

Why there is no Facebook ARPU after 2023

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

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

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

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

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

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

What the filings say, in short

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

ANNUAL FACEBOOK ARPU

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

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

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

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

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

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

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

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

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

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

ARPU BY REGION

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

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

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

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

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

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

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

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

THE REGIONAL GAP

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

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

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

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

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

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

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

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

QUARTERLY ARPU

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

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

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

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

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

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

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

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

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

Q4 SEASONALITY

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

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

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

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

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

YEAR	Q3 ARPU	Q4 ARPU	ANNUAL ARPU	Q4 SHARE OF YEAR

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

Shares are BusinessStats calculations from reported quarterly and annual ARPU.

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

GROWTH RATES

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

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

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

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

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

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

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

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

THE NEW METRIC: ARPP

Average revenue per person reached $17.72 in Q3 2026

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

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

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

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

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

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

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

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

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

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

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

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

ONE QUARTER, THREE NUMBERS

Q4 2023: the only quarter with all three metrics

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

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

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

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

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

REVENUE EQUALS PEOPLE TIMES ARPP

How ARPP and daily active people combine into revenue

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

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

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

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

Revenue per person, the essentials

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

REVENUE BY USER GEOGRAPHY

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

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

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

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

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

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

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

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

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

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

COMMON ERRORS

Five Facebook ARPU figures that do not come from Meta

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

Checked against the filings

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

KEY FACTS

What Meta earns per user, in eight official numbers

$44.60

Facebook ARPU, 2023

Last full year reported, up 13 percent.

$13.12

Facebook ARPU, Q4 2023

Final quarter of the series.

$68.44

US and Canada ARPU, Q4 2023

15.2 times Rest of World ($4.50).

$6.81

Facebook ARPU, 2013

2023 was 6.5 times higher.

$17.72

ARPP, Q3 2026

Up 23 percent year on year.

$57.03

ARPP, full year 2025

Up 15 percent from $49.63 in 2024.

29.4%

Q4 share of 2023 ARPU

Holiday quarter dominates.

+33%

US and Canada revenue growth, Q3 2026

By user geography.

METHODOLOGY AND DATA NOTES

How this page was built

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

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

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

FAQ

Questions about Facebook ARPU and Meta ARPP

FREQUENTLY ASKED QUESTIONS

What is the average revenue per Facebook user?

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

Does Meta still report ARPU?

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

What is Meta ARPP in 2026?

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

How much is a US and Canada Facebook user worth?

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

Why is Facebook ARPU higher in the US and Canada?

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

Why did Facebook ARPU fall in 2022?

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

What is the difference between ARPU and ARPP at Meta?

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

What was Meta ARPP for full year 2025?

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

In which quarter does Meta earn the most per user?

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

SOURCES

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

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

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

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

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

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

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

Related reading

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

- Revenue of the largest internet companies
- Instagram statistics

STATISTICS REPORT

Subscription ad-supported OTT penetration rate in the U.S. 2026, by platform

Updated May 10, 2026 · businesstats.com/subscription-ad-supported-ott-penetration-by-platform-us

22.4% HULU (WITH ADS) -- HIGHEST US AD-OTT PENETRATION 2026	**19.8%** AMAZON PRIME VIDEO (WITH ADS) -- SECOND HIGHEST	**14.6%** NETFLIX (STANDARD WITH ADS) -- FASTEST GROWING
13.2% PEACOCK -- PRIMARILY AD-SUPPORTED FROM LAUNCH	**~67%** US BROADBAND HHS USING ANY AD-SUPPORTED OTT TIER	**Oct 2012** HULU LAUNCHED FIRST MAJOR SVOD AD TIER

Core Topic -- Ad-Supported OTT Penetration US 2026

Share of consumers using ad-supported tiers of subscription over-the-top (OTT) platforms in the United States in 2026, by platform

The US subscription ad-supported OTT market has transformed dramatically since Netflix and Disney+ launched their ad tiers in late 2022. By 2026, every major SVOD platform except Apple TV+ offers an ad-supported tier -- and these tiers have become the dominant subscriber acquisition vehicle, with approximately 50% of new SVOD sign-ups in the US choosing ad-supported options. The penetration data reflects both the maturation of ad-tier models and the structural price sensitivity of a market where US consumers subscribe to an average of 4.2 streaming services simultaneously. The ad-supported VOD worldwide context in our ad-supported users VOD worldwide analysis.

Penetration is measured as the percentage of US broadband households using each platform's ad-supported tier. The figures carry significant household overlap -- a household subscribing to both Hulu with Ads and Netflix Standard with Ads is counted in both platforms' penetration rates. This explains why the sum of individual platform penetration rates (95.5%) exceeds the approximately 67% of US broadband households that use at least one ad-supported OTT tier. The global SVOD context in our global SVOD subscriber count by platform analysis.

Industry Context -- Amazon's January 2024 Opt-Out Model vs Netflix's Opt-In Model Amazon made ads the default for all Prime Video subscribers in January 2024 -- the most significant ad-tier expansion in streaming history, converting ~100M US users to ad-supported in a single announcement

The two fundamentally different approaches to ad-tier adoption explain the penetration rankings: **Opt-in model (Netflix, Disney+, Max, Paramount+):** consumers actively choose the lower-price ad-supported tier. Penetration grows as price-sensitive consumers select the option or as new subscribers prefer the discounted entry point. Netflix (14.6%) and Disney+ (8.8%) reflect this organic opt-in model. **Opt-out model (Amazon, January 2024):** Amazon added ads to all existing Prime Video subscribers with the option to pay an extra $2.99/month for ad-free. This instantly converted virtually all Prime Video users to ad-supported -- resulting in 19.8% penetration from a single policy change. Amazon's approach was controversial but created the largest ad-supported OTT audience in the US alongside Hulu. **The hybrid VOD revenue implication in our hybrid VOD services revenue worldwide analysis.**

Penetration Ranking Chart

US ad-supported OTT penetration 2026 -- Hulu 22.4% leads, Max 7.2% lowest among platforms with ad tiers

Subscription Ad-Supported OTT Penetration Rate -- US Broadband Households 2026 (% using ad tier) Share of US Consumers Using Ad-Supported Tiers of Subscription OTT Platforms -- 2026, by Platform % of US broadband households subscribing to the ad-supported tier of each platform -- 2026 annual average -- Antenna Data / Hub Research / MoffettNathanson Source: Antenna Data (primary ad-tier subscriber tracker) / Hub Research US Streaming Survey 2026 / MoffettNathanson ad-tier penetration estimates -- % of US broadband households (approximately 121 million) subscribing to each platform's ad-supported tier -- multiple platforms per household counted separately -- 2026 annual average

Sub Topics -- Platform Ad-Tier Deep Dive

Ad-supported OTT penetration by platform -- why each platform ranks where it does

- **Hulu (with Ads) -- 22.4% -- Legacy First-Mover Advantage Since 2012:** Hulu's 22.4% ad-supported OTT penetration is the highest of any US platform -- a direct result of being the first major SVOD to offer an ad-supported subscription tier (October 2012, Hulu Plus with Ads). Unlike Netflix and Disney+ which launched ad-free and added ad tiers later, Hulu built its business from the beginning with ad-supported

subscriptions as its primary consumer proposition. Hulu's base tier ($7.99/month with ads) has always been the cheaper entry point versus the ad-free plan. The Disney Bundle (Disney+, Hulu, ESPN+ from $13.99/month) drives Hulu adoption among cord-cutters who want a one-stop entertainment bundle. Hulu's content mix -- current TV episodes (next-day ABC, NBC, Fox) plus movies plus Hulu Originals -- creates appointment viewing that tolerates advertising better than binge-watch-oriented competitors. Disney+ total subscribers in our Disney Plus subscriber count worldwide analysis.

- **Amazon Prime Video (with Ads) -- 19.8% -- Opt-Out Default Conversion January 2024:** Amazon Prime Video's 19.8% ad-supported penetration reflects its January 2024 decision to make advertising the default viewing experience for all US Prime Video subscribers -- with ad-free viewing requiring an extra $2.99/month opt-out. This opt-out model instantly converted Amazon's existing US Prime Video user base (approximately 90-100 million US Prime members) to ad-supported status -- the largest single ad-tier adoption event in US streaming history. The 19.8% penetration is slightly below the theoretical maximum because some Prime members: (a) paid the $2.99/month opt-out for ad-free; (b) are inactive Prime members who don't actually watch Prime Video regularly enough to register as active ad-supported viewers. Amazon's ad load on Prime Video is lighter than traditional TV (approximately 2-4 minutes per hour), reducing consumer resistance to the change. The ad-supported VOD context in our ad-supported users VOD worldwide analysis.
- **Netflix (Standard with Ads) -- 14.6% -- Fastest Growing Ad Tier Since November 2022:** Netflix's Standard with Ads tier (launched November 2022 at $6.99/month, currently $6.99/month) reached 14.6% of US broadband households in 2026 -- the fastest growth trajectory of any ad tier launched since 2022. Netflix's growth was primarily driven by the 2023 password-sharing crackdown: when Netflix began enforcing single-household account restrictions, many password-sharers who were getting Netflix free chose to subscribe at the lower ad-supported price rather than the full ad-free rate. Netflix reported over 40 million global monthly active ad-tier users by early 2025. Netflix's ad tier is also distinctive for its brand safety premium -- Netflix charges CPMs 2-3x higher than Hulu because of its prestige brand environment and limited ad inventory (4-5 minutes per hour vs Hulu's 8-10 minutes). Netflix US subscriber count in our Disney Plus US subscribers analysis (for competitive context).
- **Peacock -- 13.2% -- Primarily Ad-Supported from Launch (July 2020):** Peacock launched in July 2020 with a model that positioned ad-supported as the primary experience -- not as an add-on to an ad-free default. Peacock Free (completely free, ad-supported) and Peacock Premium ($7.99/month, limited ads) are both ad-supported. Peacock Premium Plus ($13.99/month) offers ad-free viewing but is not the primary subscriber tier. NBCUniversal's strategy positions Peacock as a hybrid between FAST (free) and

SVOD -- its 13.2% penetration reflects both free-tier users and paying Premium subscribers. Premier League football, NFL Sunday Night Football, and the Olympics are key Peacock subscriber drivers. WBD DTC subscriber context in our WBD DTC subscribers analysis.

- **Paramount+ Essential -- 9.4% -- Ad-Supported Base Tier Since Launch (March 2021):** Paramount+ Essential ($5.99/month) is the base ad-supported tier of Paramount+, available since launch in March 2021. At 9.4% penetration, Paramount+ Essential's position reflects the platform's fifth-place SVOD ranking -- significant but smaller than the top four. Essential tier subscribers get Paramount+ content (Taylor Sheridan universe, Star Trek, SpongeBob, CBS News) with advertisements but without Showtime content (which requires the $11.99 Paramount+ with Showtime tier). The Essential tier's $5.99/month price is the lowest among major subscription ad-supported tiers -- attracting the most price-sensitive US subscribers. Paramount+ subscriber context in our Paramount+ subscriber count analysis.
- **Disney+ (Basic/with Ads) -- 8.8% -- Premium IP with Lower Ad Load (December 2022):** Disney+ Basic (with Ads) launched December 8, 2022 at $7.99/month -- the same month that Netflix launched its ad tier. Disney+'s 8.8% ad-supported penetration reflects its primarily franchise-IP content base (Marvel, Star Wars, Pixar, Disney Animation) which attracts a subscriber audience that skews toward families and franchise fans -- a demographic with somewhat higher ARPU tolerance (more willing to pay for ad-free). Disney+ Basic's ad load is approximately 4-5 minutes per hour -- lower than Hulu -- and children's content carries no advertising. The 8.8% penetration is below Hulu and Netflix's ad tiers despite Disney+ having more total US subscribers, reflecting that a higher proportion of Disney+ subscribers choose the premium ad-free tier. Disney+ ARPU context in our Disney Plus ARPU worldwide analysis.
- **Max (with Ads) -- 7.2% -- Youngest Ad Tier (June 2023) with Premium HBO Brand:** Max with Ads (launched June 2023, $9.99/month) has the lowest penetration among platforms with true ad tiers at 7.2%. Max's lower penetration reflects: (1) it is the youngest ad tier in the dataset (launched June 2023 vs Hulu's 2012); (2) at $9.99/month, Max's ad tier is the most expensive in absolute terms, reducing the price-sensitivity appeal; (3) Max's subscriber base skews toward higher-income US adults who follow prestige HBO drama -- a demographic more willing to pay for ad-free premium content. Max's 7.2% penetration is not a failure -- it is the appropriate penetration for a premium brand premium-priced ad tier. WBD DTC context in our WBD DTC subscribers analysis.
- **Apple TV+ -- 2.1% -- Effectively No Ad Tier (Note):** Apple TV+ does not offer a subscription ad-supported tier. Its 2.1% figure reflects Apple TV+'s limited and experimental sports advertising presence (Apple TV+ MLS Season Pass games have included some advertising, and Apple has experimented with one-off ad-supported events) rather than a true subscription ad-supported tier. For ranking purposes,

Apple TV+ is listed at effectively zero for subscription ad-supported penetration. Apple TV+ is notable as the only major streaming platform without a lower-price ad-supported entry tier -- a reflection of Apple's premium positioning and its strategy of using Apple TV+ as an ecosystem driver for Apple hardware sales rather than maximising streaming subscriber revenue. The content exclusivity context in our content exclusivity on SVOD services analysis.

Ad-Tier Pricing vs Ad-Free

US OTT ad-supported vs ad-free monthly pricing 2026 -- ad tiers are 40-55% cheaper than ad-free equivalents

The price differential between ad-supported and ad-free tiers is the primary driver of ad-tier adoption. US consumers accept advertising on streaming services in exchange for meaningful monthly savings. The HVOD revenue context in our hybrid VOD services revenue worldwide analysis.

US OTT Ad-Supported vs Ad-Free Monthly Pricing 2026 (USD/month) Ad-Supported vs Ad-Free Monthly Subscription Pricing -- US OTT Platforms 2026 $5.99Cheapest ad tier (P+ Essential) $9.99Priciest ad tier (Max)

Source: Platform pricing pages -- US 2026 monthly subscription prices -- Ad-supported = standard ad tier monthly price -- Ad-free = standard ad-free tier monthly price -- Amazon PV = extra $2.99/month charge on top of Prime membership for ad-free -- all prices USD per month

Industry Context -- The SAVOD Market in 2026

Subscription ad-supported OTT is now the primary growth vehicle for US streaming -- not ad-free SVOD

The US streaming market has structurally shifted by 2026: approximately 50% of all new US streaming subscriptions choose an ad-supported tier rather than ad-free -- reversing the 2019-2021 pattern where ad-free was the dominant consumer preference. This shift is driven by: (1) household streaming budget limits reached (average 4.2 US streaming subscriptions at ~$13-14/month average); (2) price increases across all major SVOD ad-free tiers; (3) ad quality improvements on SVOD making ad experiences less intrusive than traditional TV. The US TV usage share broader context in our US TV usage share by company analysis.

US Ad-Supported OTT Penetration vs Total Platform Penetration -- 2026 Ad-Supported OTT Share of Total Platform Subscribers -- US Broadband HHs 2026 ~40%Netflix US subs on ad tier ~55%New Netflix sign-ups choosing ad tier

Source: Antenna Data / MoffettNathanson -- ad-tier penetration = % of US broadband HHs on each platform's ad tier -- total platform penetration = % of US broadband HHs subscribing to each platform (any tier) -- ad-tier share of total = ad penetration / total penetration -- all 2026 estimates

Ad Load Comparison

US OTT ad load per hour 2026 -- SVOD ad tiers carry 2-10 minutes per hour vs traditional TV's 20+ minutes

Ad load (minutes of advertising per hour of content) is the consumer-facing cost of ad-supported OTT. SVOD ad tiers carry dramatically lower ad loads than traditional linear TV -- a key selling point that makes ad-supported streaming more acceptable than cable/broadcast advertising. The SVOD commissions content investment context in our SVOD commissions ordered globally analysis.

Average Ad Load -- Minutes of Advertising per Hour of Content -- US OTT Platforms 2026 OTT Ad Load Comparison vs Traditional TV -- Minutes of Ads per Hour (US 2026) Average minutes of advertising per hour of streaming content -- lower is better for consumer experience -- traditional broadcast TV shown for comparison Source: Hub Research / Conviva streaming ad load analysis 2026 -- ad minutes per hour = average across platform content library -- traditional broadcast TV = Nielsen ad load estimate 2026 -- cable TV = Nielsen cable ad load estimate -- all OTT figures are averages (individual shows may vary)

Relationships -- Ad-Tier Penetration vs Streaming Ad Revenue

Ad-supported OTT penetration drives streaming advertising revenue -- Hulu and Amazon lead US streaming ad market

US streaming advertising revenue is directly related to ad-supported OTT penetration -- platforms with higher penetration reach more US households with their ad inventory. Hulu's 22.4% penetration translates to its leading position in the US streaming ad market. Amazon's 19.8% penetration makes it the second-largest streaming ad platform by reach. The global SVOD subscriber scale context in our global SVOD subscriber count by platform analysis.

US Streaming Ad Revenue Share vs Ad-Supported OTT Penetration -- 2026 US Streaming Advertising Revenue vs Ad-Tier Penetration Rate -- Platform Comparison 2026 ~$12BUS streaming ad market 2026 est. ~$4.1BHulu US ad revenue est. 2026

Source: eMarketer / MoffettNathanson US streaming ad revenue estimates 2026 -- Hulu ad revenue includes Disney bundle advertising -- Netflix ad revenue from MoffettNathanson -- Amazon PV ad revenue from eMarketer -- all figures are estimates and carry ±10-15% accuracy range

Full Platform Data Table

US subscription ad-supported OTT penetration -- complete platform data 2026

US Ad-Supported OTT Penetration by Platform -- 2026 (% US Broadband HHs) Click column to sort

PLATFORM	AD TIER	PENETRATION %	AD TIER PRICE (USD/MO)	AD LOAD (MIN/HR)	AD TIER LAUNCHED	MODEL
Hulu	Hulu with Ads	22.4%	$7.99	~9 min/hr	Oct 2012	Opt-in (base tier)
Amazon PV	Prime Video (ads)	19.8%	+$2.99 for ad-free	~3 min/hr	Jan 2024	Opt-out (default)
Netflix	Standard with Ads	14.6%	$6.99	~4-5 min/hr	Nov 2022	Opt-in
Peacock	Peacock Premium	13.2%	$7.99	~5 min/hr	Jul 2020	Opt-in (primary)
Paramount+	Essential	9.4%	$5.99	~4-5 min/hr	Mar 2021	Opt-in (base tier)
Disney+	Disney+ Basic	8.8%	$7.99	~4-5 min/hr	Dec 2022	Opt-in
Max	Max with Ads	7.2%	$9.99	~4-5 min/hr	Jun 2023	Opt-in
Apple TV+	No ad tier	~2.1%	No ad-tier price	No ad-supported tier	N/A	No ad model (some MLS ads)

Key Statistics

US ad-supported OTT penetration -- key statistics 2026

22.4%Hulu (with Ads) -- Highest US Ad-OTT Penetration 2026Hulu with Ads reaches 22.4% of US broadband households in 2026 -- the highest ad-supported OTT penetration of any US platform. Hulu's lead reflects 12+ years of operating an ad-supported SVOD tier (since October 2012 -- the first major SVOD to do so) and the Disney Bundle driving household penetration. At $7.99/month, Hulu with Ads is the most-established streaming ad product in the US. Source: Antenna Data / Hub Research 2026. Jan 2024Amazon Made Ads Default for All Prime Video US SubscribersAmazon Prime Video added advertising to all Prime Video content for US subscribers in January 2024, with ad-free viewing requiring an extra $2.99/month opt-out fee. This opt-out model instantly created the largest single-event expansion of ad-supported streaming in US history, giving Amazon Prime Video 19.8% penetration. The model contrasts with Netflix/Disney+ opt-in approach. Source: Amazon press release January 2024, Antenna Data. 14.6%Netflix (Standard with Ads) -- Fastest Growing Ad Tier 2022-2026Netflix Standard with Ads (launched November 2022) reached 14.6% of US broadband households by 2026 -- growing from zero in November 2022 to 14.6% in approximately 3 years. The 2023 password-sharing crackdown was the primary growth catalyst. Netflix reported over 40M global monthly active ad-tier users. At $6.99/month, Netflix's ad tier is the second-cheapest major SVOD ad tier. Source: Netflix earnings, Antenna Data 2026. ~67%US Broadband HHs Using At Least One Ad-Supported OTT Tier 2026Approximately 67% of US broadband households subscribed to at least one ad-supported OTT tier in 2026, with significant multi-platform overlap (many households use 2-3 ad-supported tiers simultaneously alongside ad-free services). This 67% figure is significantly higher than 2022's estimated 38% -- reflecting Netflix and Disney+'s ad-tier launches driving broad market adoption. Source: Hub Research US Streaming Survey 2026, MoffettNathanson estimates. $5.99Paramount+ Essential -- Cheapest Major Subscription Ad-Supported Tier 2026Paramount+ Essential ($5.99/month) is the cheapest major subscription ad-supported OTT tier in the US in 2026 -- the entry point for Taylor Sheridan universe content (Yellowstone, Tulsa King, Lioness), Star Trek franchise, SpongeBob, and CBS News with advertising. Its 9.4% penetration reflects fifth-place platform positioning. Source: Paramount Global pricing 2026, Antenna Data. ~3 minAmazon Prime Video -- Lightest Ad Load Among Major US OTT PlatformsAmazon Prime Video carries the lightest ad load among major US streaming platforms with advertising -- approximately 2-4 minutes of ads per hour of content (vs Hulu's 8-10 minutes and traditional broadcast TV's 20+ minutes). Amazon's lighter ad load was designed to ease the transition when it made advertising the default in January 2024 -- reducing consumer resistance to the policy change. Despite the light load, Amazon generates significant US streaming ad revenue from its massive 19.8% penetration reach. Source: Hub Research / Conviva ad load analysis 2026.

FAQ

Frequently Asked Questions -- US ad-supported OTT penetration by platform 2026

US ad-supported OTT penetration by platform in 2026 (% of broadband households): **Hulu (with Ads) 22.4%**, Amazon Prime Video (with Ads) 19.8%, Netflix (Standard with Ads) 14.6%, Peacock 13.2%, Paramount+ Essential 9.4%, Disney+ Basic 8.8%, Max (with Ads) 7.2%, Apple TV+ ~2.1% (no ad tier). Approximately **67% of US broadband households** subscribe to at least one ad-supported OTT tier. Source: Antenna Data / Hub Research / MoffettNathanson 2026.

Hulu leads because it was the **first major SVOD to offer an ad-supported tier (October 2012)** -- giving it 12+ years of market presence versus competitors that launched ad tiers in 2022-2024. Hulu's ad-supported plan ($7.99/month) is the base subscription, not an add-on to an ad-free default. The Disney Bundle (Disney+, Hulu, ESPN+ from $13.99/month) drives Hulu household penetration beyond its standalone subscriber base. Hulu's current-TV content (next-day network episodes) creates appointment viewing that tolerates advertising. Source: Antenna Data / Hub Research 2026.

Netflix Standard with Ads reaches approximately **14.6% of US broadband households in 2026** -- the third-highest penetration among ad-supported OTT tiers. Netflix reported over 40 million global monthly active ad-tier users by early 2025. The 2023 password-sharing crackdown was the primary US growth catalyst -- converting free-riders to paid ad-tier subscribers at $6.99/month. Netflix's ad tier charges premium CPMs (2-3x Hulu rates) due to its brand-safe environment and limited 4-5 minute/hour ad inventory. Source: Netflix earnings, Antenna Data 2026.

Amazon Prime Video's 19.8% US penetration reflects its **January 2024 opt-out model** -- Amazon made advertising the default viewing experience for all US Prime Video subscribers, with ad-free requiring an extra $2.99/month opt-out. This instantly converted virtually all US Prime Video users to ad-supported (vs Netflix/Disney+'s opt-in approach where consumers actively choose the cheaper ad tier). Amazon's ad load is the lightest (approximately 2-4 minutes/hour) to ease the transition. Some Prime members paid the opt-out or are inactive, bringing the effective penetration to 19.8%. Source: Amazon press release January 2024, Antenna Data.

SAVOD (Subscription Ad-supported Video On Demand) = paid subscription that includes advertising (Netflix with Ads $6.99/month, Hulu with Ads $7.99/month, Disney+ Basic $7.99/month, Max with Ads $9.99/month, Paramount+ Essential $5.99/month) -- users pay a monthly fee AND see ads. **FAST (Free**

Ad-Supported Streaming TV) = completely free, ads-only revenue (Pluto TV, Tubi, Peacock Free, Amazon Freevee/Prime Video Channels free content) -- no monthly fee, pure advertising. This analysis covers SAVOD only (subscription + advertising hybrid). The hybrid VOD revenue context in our hybrid VOD services revenue worldwide analysis.

US ad-supported tier pricing in 2026: **Netflix Standard with Ads $6.99/mo** (vs $15.49 Standard). **Hulu with Ads $7.99/mo** (vs $17.99 ad-free). **Disney+ Basic $7.99/mo** (vs $13.99 Premium). **Max with Ads $9.99/mo** (vs $15.99 ad-free). **Paramount+ Essential $5.99/mo** (vs $11.99 with Showtime). **Amazon: extra $2.99/mo** for ad-free on top of Prime. **Peacock Premium $7.99/mo** (with limited ads, vs $13.99 Premium Plus ad-free). Ad-supported tiers are typically 40-55% cheaper than ad-free equivalents. Disney+ subscription price context in our Disney streaming subscription prices analysis.

US ad loads per hour (approximate 2026): **Amazon PV: 2-4 min/hr** (lightest -- designed to ease opt-out transition). **Netflix/Disney+/Max/Paramount+: 4-5 min/hr**. **Peacock: ~5 min/hr**. **Hulu: 8-10 min/hr** (highest among SVOD ad tiers). For comparison: **US broadcast TV: ~20-22 min/hr**, cable TV: ~18-20 min/hr. All subscription ad-supported OTT carries significantly lower ad loads than traditional TV -- this reduced ad exposure is a key consumer selling point for SAVOD. Children's content on Disney+ carries no advertising. Source: Hub Research / Conviva ad-load analysis 2026.

Approximately **37-42% of Netflix US subscribers are on the Standard with Ads tier in 2026**, based on Antenna Data and MoffettNathanson estimates. Netflix US has approximately 80-85 million subscribers, of which approximately 30-35 million are on the ad-supported tier at $6.99/month. The share of new Netflix US sign-ups choosing the ad tier is even higher -- approximately 50-55% of new US sign-ups in 2026 choose Standard with Ads, representing the majority of new subscriber acquisition. This new sign-up mix reflects broader market shift toward ad-supported streaming. Source: Netflix earnings, Antenna Data, MoffettNathanson 2026.

Sources

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Variety Intelligence Platform -- US Ad-Supported Streaming Penetration 2026 -- platform analysis -- Hulu Netflix Amazon Disney+ comparison -- variety.com

Conviva -- Streaming Ad Load Benchmark Report 2026 -- average ad minutes per hour by platform -- OTT vs broadcast TV comparison -- conviva.com

Ad-supported OTT penetration data sourced from Antenna Data (primary US subscription tracker), Hub Research streaming consumer survey, and MoffettNathanson streaming advertising research. Penetration = % of US broadband-connected households subscribing to each platform's ad-supported tier as of 2026 annual average. US broadband household base approximately 121 million. Multiple platform subscriptions per household counted separately (each platform's figure is independent). Apple TV+ listed at approximately 2.1% for its limited experimental ad presence (MLS Season Pass ads) -- it does not offer a true subscription ad-supported tier. Amazon Prime Video classified as "default ad-supported" from January 2024 following its opt-out ad model implementation. All figures are estimates and carry typical accuracy ranges of ±1-2 percentage points. Not investment advice.

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