



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

Social media – statistics & facts

| Business Stats

22 reports · 5 sections · Edition October 2026

71%

TIKTOK — HIGHEST
PLANNED ORGANIC
INCREASE (NEXT 12
MONTHS)

70.3%

PINTEREST AUDIENCE
FEMALE

+42%

THREADS - FASTEST
GROWING SOCIAL
PLATFORM (MAY 2026
YOY)

~41%

GLOBAL ADULTS
USING SOCIAL MEDIA
FOR NEWS — APRIL
2026



ABOUT THIS DOSSIER

Social media – statistics & facts | Business Stats

Social media statistics 2026 5.4B+ users, \$267B ad revenue & daily usage trends. Get Facebook, Instagram, TikTok data, marketing & AI insights.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
71%	TikTok — Highest Planned Organic Increase (Next 12 Months)	Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide
70.3%	Pinterest Audience Female	Social Media Users by Gender: Pinterest 70% Women, X 64% Men
+42%	Threads - Fastest Growing Social Platform (May 2026 YoY)	Global Social Media Audience Growth 2026 – Year-on-Year Platform Growth Worldwide
~41%	Global Adults Using Social Media for News — April 2026	42% of Adults Use Social Media for News — By Country Statistics 2026
5.66B	Social Media Users	Brands on Social Media 2026: 73% Switch If You Ignore Them
84%	Brand Awareness — #1 Benefit, 5th Consecutive Year at Top	Leading Benefits of Social Media Marketing 2026 — Marketers Worldwide April 2026
71%	Content Speed — #1 GenAI Benefit Worldwide (April 2026)	Leading GenAI Benefits Social Media Marketing Worldwide 2026 — Survey Data
71%	Content Creation Speed — #1 GenAI Benefit (April 2026)	Top GenAI Benefits for Social Media Marketing 2026 — Worldwide Survey

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01

Media Marketing

5 reports

1.1

Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide

Updated May 21, 2026

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

Planned changes in organic social media use for marketing worldwide as of April 2026. TikTok leads increases at 71%. Instagram 64%. YouTube 58%. Twitter/X sees 40% planning to decrease. Full platform ranking, content format shifts, and business size analysis.

Full report with charts and data: businessstats.com/future-use-of-social-media-among-marketers-worldwide-by-platform



1.2

Leading Benefits of Social Media Marketing 2026 — Marketers Worldwide April 2026

Updated May 21, 2026

84%

BRAND AWARENESS — #1 BENEFIT,
5TH CONSECUTIVE YEAR AT TOP

73%

WEBSITE TRAFFIC — #2 BENEFIT
(APRIL 2026)

66%

LEAD GENERATION — #3 BENEFIT,
#2 FOR B2B MARKETERS

72%

B2B LEAD GENERATION BENEFIT
CITATION — ABOVE GLOBAL
AVERAGE

78%

INSTAGRAM — TOP PLATFORM FOR
BRAND AWARENESS BENEFIT

62%

MEASURING ROI — MOST COMMON
SOCIAL MEDIA MARKETING
CHALLENGE

Leading benefits of social media marketing according to marketers worldwide as of April 2026. Brand awareness leads at 84%. Website traffic 73%. Lead generation 66%. Full ranking, B2B vs B2C breakdown, platform analysis, and ROI measurement methods.

Full report with charts and data: businessstats.com/influence-of-global-social-media-marketing-usage-on-businesses

1.3

Leading GenAI Benefits Social Media Marketing Worldwide 2026 — Survey Data

Updated May 16, 2026

71%

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

72%

GENAI ADOPTION RATE — SOCIAL
MEDIA MARKETERS WORLDWIDE

6.2hrs

AVERAGE WEEKLY TIME SAVED PER
MARKETER

62%

REPORT POSITIVE ROI WITHIN YEAR
ONE

2.8

AVERAGE GENAI TOOLS USED PER
SOCIAL MEDIA MARKETER

+43pp

ADOPTION GROWTH SINCE 2023
(29% TO 72%)

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

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



1.4

Top GenAI Benefits for Social Media Marketing 2026 — Worldwide Survey

Updated May 16, 2026

71%

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

58%

COST REDUCTION — #2 MOST CITED
BENEFIT

54%

PERSONALIZATION AT SCALE — #3
BENEFIT

49%

A/B TESTING EFFICIENCY — #4
BENEFIT

5–8hrs

AVERAGE WEEKLY TIME SAVED PER
MARKETER

62%

REPORT POSITIVE ROI WITHIN FIRST
YEAR OF ADOPTION

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

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

1.5

Top GenAI Challenges for Social Media Marketing 2026 — Worldwide Survey

Updated May 16, 2026

52%

BRAND AUTHENTICITY — #1 GENAI
CHALLENGE (APRIL 2026)

47%

CONTENT ACCURACY / AI
HALLUCINATIONS — #2 CHALLENGE

44%

IP & COPYRIGHT CONCERNS — #3
CHALLENGE

72%

MARKETERS NOW USING GENAI FOR
SOCIAL MEDIA (2026)

41%

DATA PRIVACY & COMPLIANCE — #4
CHALLENGE

+24pp

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

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

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



02

Media Users

3 reports

2.1

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

Updated Oct 15, 2026

70.3%

PINTEREST AUDIENCE FEMALE

63.7%

X AUDIENCE MALE

8 of 9

PLATFORMS WITH A MALE
MAJORITY

48.4%

SNAPCHAT FEMALE, CLOSEST TO
EVEN

1.16B

WOMEN REACHABLE ON YOUTUBE

54.4%

MALE SHARE OF ALL USERS

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

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

2.2

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

Updated May 14, 2026

5.42B

SOCIAL MEDIA USERS WORLDWIDE
2025

66%

SHARE OF GLOBAL POPULATION ON
SOCIAL MEDIA

143 min

AVERAGE DAILY SOCIAL MEDIA USE
(GLOBAL)

3.07B

FACEBOOK MAU — LARGEST
PLATFORM 2025

\$247B

GLOBAL SOCIAL MEDIA AD SPEND
2025

6.05B

PROJECTED USERS BY 2030



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

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

2.3

Number of Social Media Users Worldwide 2026: 5.79 Billion

Updated Oct 7, 2026

5.79B

USER IDENTITIES, APR 2026

+294M

ADDED IN 12 MONTHS

94.5%

EQUIVALENT TO ADULTS 18+

1.28B

CHINA, LARGEST COUNTRY

54.4%

MALE SHARE OF USERS

2.2B

PEOPLE STILL OFFLINE

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

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



03

Platform

3 reports

3.1

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

Updated May 22, 2026

+42%

THREADS - FASTEST GROWING
SOCIAL PLATFORM (MAY 2026 YOY)

+22%

REDDIT - SECOND FASTEST
GROWING, BOOSTED BY GOOGLE
SEO INTEGRATION

252M

INSTAGRAM - MOST NET NEW
USERS ADDED IN 12 MONTHS TO
MAY 2026

-5%

TWITTER/X - ONLY MAJOR
PLATFORM WITH NEGATIVE
AUDIENCE GROWTH

5.24B

GLOBAL SOCIAL MEDIA USERS MAY
2026 - 64% OF WORLD POPULATION

+18%

TIKTOK YOY GROWTH - NOW 2.18B
MONTHLY ACTIVE USERS

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

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



3.2

Social Media Platforms Highest ROI Marketers 2026 — Return on Investment by Platform

Updated May 21, 2026

29%

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

5.1x

TIKTOK ORGANIC CONTENT ROI BENCHMARK (PER \$1 INVESTED)

38%

LINKEDIN — #1 HIGHEST ROI PLATFORM FOR B2B MARKETERS

34%

SHORT-FORM VIDEO — HIGHEST ROI CONTENT TYPE ACROSS ALL PLATFORMS

21%

TIKTOK — #4 OVERALL, FASTEST GROWING ROI PLATFORM (+11PP SINCE 2022)

36%

INSTAGRAM — HIGHEST B2C ROI PLATFORM AT 36%

Social media platforms with highest ROI according to marketers worldwide as of April 2026. Instagram leads at 29%. Facebook 26%. YouTube 24%. TikTok 21%. Full platform ranking, B2B vs B2C split, content type ROI, and campaign objective analysis.

Full report with charts and data: businessstats.com/social-media-platforms-highest-return-on-investment

3.3

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

Updated May 14, 2026

89%

FACEBOOK — #1 MOST USED BY MARKETERS 2026

29%

INSTAGRAM — HIGHEST ROI CITATION BY MARKETERS

80%

INSTAGRAM — #2 PLATFORM ADOPTION 2026

54%

SHORT-FORM VIDEO — MOST EFFECTIVE CONTENT FORMAT

52%

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

\$276B

GLOBAL SOCIAL MEDIA AD SPEND PROJECTED 2026

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

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



04

Use Social

2 reports

4.1

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

Updated May 16, 2026

~41%

GLOBAL ADULTS USING SOCIAL MEDIA FOR NEWS — APRIL 2026

65%

THAILAND — HIGHEST RATE AMONG SURVEYED MARKETS

22%

JAPAN — LOWEST RATE AMONG MAJOR ECONOMIES

60%

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

28%

FACEBOOK — MOST USED SOCIAL PLATFORM FOR NEWS GLOBALLY

24%

TRUST SOCIAL MEDIA NEWS — VS 52% FOR TELEVISION NEWS

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

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

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

4.2

Why People Use Social Media — Top Reasons Worldwide 2026

Updated May 15, 2026

51%

KEEPING IN TOUCH — #1 REASON WORLDWIDE Q2 2026

47%

FILLING SPARE TIME — #2 REASON WORLDWIDE

43%

READING NEWS STORIES — #3 REASON

34%

PRODUCT DISCOVERY — FASTEST GROWING SINCE 2019

25%

PROFESSIONAL NETWORKING — UP FROM 18% IN 2019

+11pp

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



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

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



05

More statistics

9 reports

5.1

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

Updated Sep 30, 2026

5.66B

SOCIAL MEDIA USERS

\$196.2B

META AD REVENUE 2025

62.8%

INSTAGRAM USERS RESEARCH BRANDS

2.01%

TIKTOK MEDIAN ENGAGEMENT

73%

WOULD SWITCH IF IGNORED

81%

SOCIAL DRIVES IMPULSE BUYS

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

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

5.2

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

Updated May 22, 2026

\$241B

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

\$196B

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

\$1.39T

COMBINED NET WORTH OF TOP 10 SOCIAL MEDIA BILLIONAIRES

+\$42B

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

41

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

\$196B

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



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

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

5.3

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

Updated May 22, 2026

210M

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

-11%

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

185M

INSTAGRAM — #2 MOST DOWNLOADED IPHONE SOCIAL APP

580M

TIKTOK iOS MONTHLY ACTIVE USERS — Q3 2026 ESTIMATE

+62%

LEMON8 — FASTEST GROWING IPHONE SOCIAL APP YOY

42%

INSTAGRAM iOS SHARE OF TOTAL DOWNLOADS (iOS + ANDROID)

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

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

5.4

Social Media Ad Spend Worldwide 2019–2030 — Global Social Media Advertising Spending

Updated May 21, 2026

\$234.5B

GLOBAL SOCIAL MEDIA AD SPEND
2024

+162%

GROWTH 2019 TO 2024 (\$89.5B TO
\$234.5B)

\$368.1B

FORECAST GLOBAL AD SPEND 2030

82.4%

MOBILE SHARE OF SOCIAL MEDIA AD
SPEND 2024

\$105.2B

META — LARGEST PLATFORM 2024

~33%

SOCIAL MEDIA SHARE OF TOTAL
DIGITAL AD SPEND 2024

Social media advertising spending worldwide from 2019 to 2030. \$234.5B in 2024, growing to \$368.1B by 2030. Meta leads with \$105.2B. Full platform breakdown, regional analysis, mobile vs desktop split, and growth rate trends.

Full report with charts and data: businessstats.com/social-media-ad-spend-worldwide

5.5

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

Updated May 19, 2026

99.0%

UAE — HIGHEST ACTIVE SOCIAL
MEDIA PENETRATION (2026)

87.2pp

GAP — UAE VS ETHIOPIA

11.8%

ETHIOPIA — LOWEST IN DATASET
(2026)

14 of 33

COUNTRIES ABOVE GLOBAL
AVERAGE (63.8%)

63.8%

GLOBAL AVERAGE — APRIL 2026

3 GCC

COUNTRIES LEAD TOP 3 (UAE,
QATAR, KUWAIT)

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

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

5.6

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

Updated May 18, 2026

\$164.5B

META REVENUE — 2024 (RECORD HIGH)

\$5.36B

SNAP REVENUE — 2024

~\$205B

META REVENUE — 2026 ESTIMATE

~30×

META VS SNAP REVENUE MULTIPLE (2026E)

\$36.2B

YOUTUBE ADVERTISING REVENUE — 2024

~93%

META REVENUE FROM ADVERTISING — 2024

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

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

5.7

Marketers on AI Content Labels Social Media 2026 — Global Survey

Updated May 16, 2026

58%

SUPPORT MANDATORY AI CONTENT LABELING (APRIL 2026)

+17pp

SUPPORT GROWTH SINCE 2024 (41% TO 58%)

24%

OPPOSE MANDATORY AI CONTENT LABELING

78%

SAY AI IMAGES/VIDEO NEED LABELS MOST

74%

EU MARKETERS — HIGHEST REGIONAL SUPPORT

68%

LINKEDIN — PLATFORM CITED MOST IN NEED OF AI LABELS

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

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



5.8

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

Updated May 14, 2026

143 min

GLOBAL DAILY SOCIAL MEDIA TIME
2024

90 min

DAILY TIME IN 2012 — STARTING
POINT

+53 min

TOTAL GROWTH 2012–2024 (+59%)

3h 43m

PHILIPPINES — HIGHEST DAILY
USAGE 2024

51 min

JAPAN — LOWEST AMONG MAJOR
ECONOMIES

~145 min

PROJECTED GLOBAL DAILY TIME
2026

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

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

5.9

Social Media — Statistics & Facts 2026

Updated Jun 13, 2026

5.24B

GLOBAL SOCIAL MEDIA USERS 2026

64%

OF WORLD POPULATION ON SOCIAL

\$260B

TOTAL SOCIAL MEDIA REVENUE
2025

2h 24m

AVERAGE DAILY TIME SPENT

6.7

AVG PLATFORMS PER USER

\$1.3T

SOCIAL COMMERCE SALES 2025

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

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



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Methodology

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