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STATISTICS BOOK

US: statistics and facts

30 full reports · Edition October 2026

8.58M
NEW YORK, NO. 1

~45%
US AND CANADA SHARE 2025 — DOWN FROM 62% IN 2021

40.3%
ADULT OBESITY

1.36M
STARTS 2025

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ABOUT THIS BOOK

US: statistics and facts

Every Business Stats report on US in one place: 79 reports, from Population (5 reports), Netflix (4 reports), Adults (3 reports), US Housing (2 reports) and Retail Memberships (2 reports). Narrower topics have their own pages: Building Construction.

The reports put numbers on it, for example 8.58M (New York, No. 1), 89.63M (UCAN Members, Q4 2024), 23.6M (Adult Millionaires, End 2025) and 3.7M (Freddie Mac).

Freshly updated: Largest US Cities by Population 2026: Top 25 Ranked and Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M. 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 Oct 19, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 19, 2026.

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STATISTICS REPORT

Most populated cities in the US 2026

Updated Sep 16, 2026 · businesstats.com/most-populated-us-cities

8.58M NEW YORK, NO. 1	**3.87M** LOS ANGELES, NO. 2	**12** CITIES OVER 1M
2.22x NYC VS LA	**6** TEXAS IN TOP 25	**24.6%** FASTEST GROWTH

Overview

Cities with the largest resident population in the United States in 2026

New York City remains the most populated city in the United States in 2026, with roughly 8.58 million residents according to the latest Census Bureau estimates. Los Angeles is a distant second at about 3.87 million, followed by Chicago at 2.73 million. After that the ranking runs through a run of Texas and Sun Belt cities, with Houston, Phoenix, Philadelphia, San Antonio, San Diego, Dallas and Fort Worth completing the top ten.

What stands out is the scale of the New York lead. It is about 2.22 times the size of Los Angeles and, on its own, bigger than Los Angeles and Chicago combined. No other US city comes close to that kind of primacy. Below the top three, though, the rankings are increasingly shaped by the South and West, where cities such as Fort Worth, Jacksonville and Austin keep climbing.

The chart below ranks the fifteen largest cities by resident population. These are city-proper figures, counting only the people inside each municipal boundary, which is why they look smaller than the metro-area numbers often quoted in the news. A later section shows just how large that difference can be.

Top 15 US Cities by Population, 2025 (millions)New York towers over the rest.

Data:

Resident population in millions, July 1, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. City-proper boundaries. Compiled by BusinessStats.Switch to the table for exact figures.

New York towers over the rest: at 8.58 million it is more than double Los Angeles and larger than Chicago and Los Angeles combined.

The Gap at the Top

How much bigger is New York than the rest?

The distance between New York and everyone else is the defining feature of the US urban hierarchy. the New York total of 8.58 million residents dwarfs the 3.87 million in Los Angeles and 2.73 million in Chicago. The drop from first to second is larger than the entire population of Chicago, and from there the numbers fall away quickly, with Houston at 2.40 million and Phoenix at 1.67 million rounding out the top five.

This pattern, where one city is far larger than the next, is unusual among large countries and reflects the long history of New York as the commercial and cultural gateway of the nation. Even as its population dipped after 2020 and has only partly recovered, its lead is in no danger. The chart compares the top six cities directly so the size of that gap is clear.

The Six Largest US Cities, 2025 (millions)A steep drop after the top three.

Data:

Resident population in millions, July 1, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

A steep drop after the top three: New York, Los Angeles and Chicago sit far above Houston, Phoenix and Philadelphia.

Winners and Losers

Which big cities are growing, and which are shrinking?

Behind the rankings is a clear regional story. Since the 2020 census, the largest coastal and Rust Belt cities have lost residents while Sun Belt cities have surged. New York is down more than 200,000 people from its 2020 count, and Los Angeles, Chicago and Philadelphia have each slipped as well. At the same time San

Antonio has added about 114,000 residents, Fort Worth around 109,000 and Houston roughly 93,000.

The first chart below shows the change since 2020 for the ten largest cities, with bars above the line for gains and below it for losses. The split between the older coastal giants and the rising southern cities could hardly be sharper. The second chart ranks the biggest numeric gainers among the top cities, all of them in the South and West.

Change Since the 2020 Census, 10 Largest Cities (thousands)Coastal giants down, Sun Belt up.

Data:

Change in residents in thousands, 2020 census to July 2025 estimate.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch to the table for exact figures.

Coastal giants down, Sun Belt up: New York fell by more than 200,000 while San Antonio, Fort Worth and Houston posted the biggest gains.

Biggest Gains Since 2020, Top Cities (thousands)Texas leads the growth.

Data:

Residents added in thousands, 2020 census to July 2025 estimate.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch to the table for exact figures.

Texas leads the growth: San Antonio, Fort Worth and Houston each added around 90,000 to 114,000 residents since 2020.

City vs Metro

City limits versus the whole metro area

City-proper population and metro-area population are two very different measures, and confusing them is the most common mistake in this kind of ranking. A city figure counts only the people inside the legal municipal boundary. A metro area covers the entire commuting region around it, which is often several times larger.

Dallas is the clearest example. As a city it holds about 1.33 million people, ninth nationally, but its Dallas-Fort Worth metro area is home to roughly 8.48 million, making it one of the largest urban regions in the country. New York, with 8.58 million in the city and 20.1 million in the metro, tells the same story on a grander scale. The chart below sets the city and metro figures side by side for the top cities.

City vs Metro Area Population, 2025 (millions)The metro is far bigger.

Data:

City-proper population versus metropolitan statistical area population, millions, July 1, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

The metro is far bigger: Dallas has 1.33 million people as a city but 8.48 million across its metro area.

Where They Are

Where the biggest US cities are located

Mapping the largest cities onto Census regions shows just how far the balance has tilted toward the Sun Belt. Of the 100 largest cities, 42 sit in the South and 34 in the West. Together the two account for more than three quarters of the biggest cities, leaving the Midwest with 17 and the Northeast with just 7.

The state picture is just as lopsided. Texas and California each place 15 cities in the national top 100, a combined 30 percent of the ranking. Within the top 25, Texas alone accounts for six of the entries, from Houston and San Antonio down to El Paso. The two charts below show the regional and state breakdowns.

The 100 Largest Cities by Region, 2025The Sun Belt dominates.

Data:

Count of the 100 largest cities in each Census region, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

The Sun Belt dominates: the South and West hold 76 of the 100 largest cities between them.

Top 25 Cities by State, 2025Texas out front.

Data:

Count of top 25 cities by state, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Fifteen states hold one city each. Compiled by BusinessStats.Switch to the table for exact figures.

Texas out front: six of the top 25 cities are in Texas and four are in California, with fifteen other states holding one each.

The Million Club

Which US cities have more than a million people?

Twelve US cities topped one million residents in 2025. The newest member is Austin, Texas, which crossed the mark for the first time to reach about 1.00 million. It joins Jacksonville and Fort Worth, which both passed a million a year earlier. At the same time San Jose, long a fixture of the million club, slipped just below the line to about 990,000, a quiet marker of the shift away from the coastal tech hubs.

The full million-plus list runs New York, Los Angeles, Chicago, Houston, Phoenix, Philadelphia, San Antonio, San Diego, Dallas, Fort Worth, Jacksonville and Austin. The chart below zooms in on the cities clustered right around the one-million threshold, where the most movement is happening.

Around the One-Million Mark, 2025 (thousands)Austin in, San Jose out.

Data:

Resident population in thousands, July 1, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Austin crossed one million in 2025, San Jose fell just below. Compiled by BusinessStats.Switch to the table for exact figures.

Austin in, San Jose out: Austin reached about 1.00 million while San Jose eased to roughly 990,000.

Texas and the Sun Belt

Why Texas has so many big cities

No state shapes the modern city ranking like Texas. Six of the 25 largest US cities are in Texas: Houston at 2.40 million, San Antonio at 1.55 million, Dallas at 1.33 million, Fort Worth at 1.03 million, Austin at 1.00 million and El Paso at 0.68 million. That gives Texas more top-25 cities than any other state, ahead of the four in California.

Several forces feed the trend: a lower cost of living, business-friendly policy, job growth and steady migration from higher-cost states. The result is that the Texas Triangle of Houston, Dallas-Fort Worth, San Antonio and Austin has become one of the fastest-growing urban clusters in the country. The chart shows the six Texas cities in the top 25.

Texas Cities in the Top 25, 2025 (millions)Six of the biggest 25.

Data:

Resident population in millions, July 1, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

Six of the biggest 25: Houston, San Antonio, Dallas, Fort Worth, Austin and El Paso all rank among the largest US cities.

Concentration

How concentrated is the US urban population?

For all the talk of big cities, the US population is spread across a very long list of them. The 100 largest cities together hold about 65.9 million people. New York alone makes up 13 percent of that total, and the twenty largest cities account for just over half. The remaining eighty cities, from Oklahoma City down to Norfolk, split the rest.

That means the country does not depend on a handful of megacities the way some nations do. Outside New York and Los Angeles, urban America is a wide field of mid-sized cities. The donut below shows how the population of the 100 largest cities divides between New York, the next nineteen and the remaining eighty.

Share of the 100 Largest Cities Population, 2025A long, wide field.

Data:

Share of the combined population of the 100 largest cities, 2025.

Note:

Source U.S. Census Bureau Vintage 2025 estimates, BusinessStats calculation. Compiled by BusinessStats.Switch to the table for exact figures.

A long, wide field: New York is 13 percent of the top 100, but eighty smaller cities together hold nearly half.

Key Facts

The most populated US cities in numbers

A handful of figures capture the 2026 city landscape. New York leads at 8.58 million, twelve cities top a million, Texas holds six of the top 25, and the South claims 42 of the 100 largest cities. The direction of travel is unmistakably toward the Sun Belt.

8.58MNew York CityLargest, by far.12Cities over 1 millionAustin joined in 2025.42Top-100 cities in the SouthWest adds 34 more.+114KSan Antonio since 2020Biggest gainer.

These numbers matter because city size drives everything from congressional representation and federal funding to housing markets and transit planning. A ranking that shifts toward Texas, Florida and Arizona reshapes where the country invests for the decade ahead.

Big Picture

Most populated US cities: the big picture

The 2026 ranking keeps a familiar face at the top, with New York, Los Angeles and Chicago holding the first three spots as they have for decades. Beneath them, though, the map is being redrawn. Sun Belt cities are climbing, coastal and Rust Belt cities are flat or falling, and the one-million club keeps admitting new Texas and Florida members while a coastal name like San Jose drops out.

If current migration and growth patterns hold, the next few years will push more southern cities up the list and could reshuffle the middle of the top 25 entirely. For the wider context, see how the national total breaks down in our US population by sex data and how the country compares within the world population.

FAQ

Frequently Asked Questions: Most Populated US Cities

New York City is the most populated city in the United States, with about 8.58 million residents as of July 2025, the latest Census estimate. It is more than twice the size of second-place Los Angeles.

The ten largest are New York, Los Angeles, Chicago, Houston, Phoenix, Philadelphia, San Antonio, San Diego, Dallas and Fort Worth. Four of the ten are in Texas.

Twelve US cities had at least one million residents in 2025. Austin was the newest to cross the mark, while San Jose slipped just below one million.

Houston is the largest city in Texas and the fourth largest in the country, with about 2.40 million residents. Texas has six cities in the national top 25.

Yes. New York remains the biggest US city by a wide margin. At 8.58 million people it is about 2.22 times the size of Los Angeles and larger than Los Angeles and Chicago combined.

A city population counts only people inside the official municipal boundary, while a metro area covers the whole surrounding region. Dallas has about 1.33 million people as a city but 8.48 million in its metro area.

Austin crossed one million residents in 2025. Jacksonville and Fort Worth both crossed the mark a year earlier, between 2023 and 2024.

The South has the most, with 42 of the 100 largest cities, followed by the West with 34. Together the Sun Belt regions hold more than three quarters of the biggest cities.

The figures are U.S. Census Bureau Vintage 2025 estimates for July 1, 2025, released in May 2026. These are the most recent official city population figures available.

Among places with 20,000 or more residents, Celina, Texas grew fastest at 24.6 percent in a single year. Most of the fastest-growing cities are suburbs of Texas and Florida metros.

Sources

U.S. Census Bureau - Vintage 2025 Population Estimates, City and Town Population Totals (table SUB-IP-EST2025-ANNRNK), reference date July 1, 2025, released May 2026.

U.S. Census Bureau - Vintage 2025 Metropolitan and Micropolitan Statistical Area population estimates, July 1, 2025.

U.S. Census Bureau - 2020 Decennial Census counts, used for change since 2020.

United States Census Bureau - Primary source for all city and metro population figures.

All city figures are city-proper resident population inside official municipal boundaries, not metropolitan areas. Consolidated-government balances follow Census geography. July 1, 2025 is the latest available reference date; full-year 2026 city estimates are not yet published. This is data journalism, not investment advice.

STATISTICS REPORT

The resident population of the United States from 1980 to 2025, by sex

Updated Sep 16, 2026 · businesstats.com/us-population-by-sex

342M TOTAL 2025	**171.8M** WOMEN 2024	**168.3M** MEN 2024
3.4M MORE WOMEN	**98** MEN PER 100 WOMEN	**50.5%** FEMALE SHARE

Overview

The resident population of the United States by sex, 1980 to 2025

The resident population of the United States has grown from about 227 million in 1980 to about 342 million in 2025, and across that span women have consistently outnumbered men. As of mid 2024, the most recent year with a finalized breakdown, there were about 168.3 million men and 171.8 million women, a difference of roughly 3.4 million in favor of women.

The story of the last four decades is not the female majority itself, which dates back to 1950, but how slowly it has been eroding. The chart below sets the male and female populations side by side at each census from 1980 to 2020, plus the latest 2024 estimate, and the two bars have crept closer together over time. The detail behind that convergence, the sex ratio, the shrinking gap and the role of longer female lifespans, runs through the rest of this report.

A note on the data. Every figure comes from the U.S. Census Bureau. The years 1980 through 2020 use the decennial census, while 2024 uses the annual population estimate. The 2025 total is a Census estimate; the full 2025 split by sex has not yet been finalized, so the latest exact male and female counts shown here are for 2024.

US Resident Population by Sex, 1980-2024 (millions)Women lead, but the gap is closing.

Data:

Male and female resident population in millions, decennial census 1980-2020 and 2024 estimate.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch views with the toolbar.

Women lead, but the gap is closing: the female population has topped the male count in every year shown, though the two are converging.

Total Growth

How much has the US population grown since 1980?

The total resident population climbed almost every single year, from about 227 million in 1980 to 250 million by 1990, 282 million by 2000, 309 million by 2010, 332 million by 2020 and roughly 342 million by 2025. That is an increase of more than 115 million people in 45 years, or about 51 percent, even as annual growth has cooled markedly in the most recent years.

Two forces drive the total: natural increase, meaning births minus deaths, and net immigration. As birth rates have fallen, immigration has become the larger contributor, which is also part of the reason the male and female counts have moved closer together. The broader context for this national trend sits within the wider world population picture, where the United States remains the third most populous country.

The area chart below traces the total for every year from 1980 to 2025. The line keeps rising, but the slope flattens after 2020, a visual hint of the slowdown that later sections break down decade by decade.

Total US Resident Population, 1980-2025 (millions)Up more than half since 1980.

Data:

Total resident population in millions.

Note:

Source U.S. Census Bureau, annual July 1 estimates 1980 to 2025. Compiled by BusinessStats.Switch views with the toolbar.

Up more than half since 1980: the population rose from about 227 million in 1980 to about 342 million in 2025, adding over 115 million people.

Men or Women?

Are there more men or women in the United States?

There are more women than men, and there have been since 1950. In 2024 women led by about 3.4 million. What has changed is the size of that lead. Measured as the sex ratio, the number of men per 100 women, the balance stood at just 94.5 in 1980, meaning a sizeable female majority, and has climbed steadily to about 98 in 2024. A ratio moving toward 100 means the two sexes are approaching parity.

The gap in raw numbers tells the same story with a twist. The surplus of women held between five and six million for decades, dipped toward five million around 2010, edged back up near six million by 2020, then fell sharply to about 3.4 million by 2024. The recent narrowing is the fastest on record and is driven largely by immigration, which has skewed male in recent years. Our deeper US population by gender coverage tracks these annual movements in more detail.

The first chart below shows the sex ratio rising across the decades, and the second shows how many more women than men there were at each point. Read together, they capture a female majority that is real but slowly fading.

US Sex Ratio, 1980-2024 (men per 100 women)Creeping back toward balance.

Data:

Men per 100 women in the resident population.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch views with the toolbar.

Creeping back toward balance: the sex ratio rose from 94.5 men per 100 women in 1980 to about 98 in 2024.

How Many More Women Than Men, 1980-2024 (millions)A shrinking surplus.

Data:

Female population minus male population, in millions.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch views with the toolbar.

A shrinking surplus: women outnumbered men by five to six million for decades, then the gap fell to about 3.4 million by 2024.

Female Share

What share of the US population is female?

Women made up about 50.5 percent of the resident population in 2024, down from 51.4 percent in 1980. It is a slight majority that has held for generations, but the female share has ticked down by nearly a full percentage point over 45 years as the male and female counts converged.

That slow decline in the female share is the mirror image of the rising sex ratio. It reflects two long-running shifts: a gradual narrowing of the gap between male and female life expectancy through the late twentieth century, and more recently an inflow of immigrants that has leaned male. Neither has flipped the balance, but together they have trimmed the female edge year after year.

The line chart below shows the female share of the population easing from just above 51 percent toward 50.5 percent. Small as the movement looks, across a population of more than 340 million each tenth of a percentage point represents hundreds of thousands of people.

Female Share of US Population, 1980-2024 (percent)A slight, slowly fading majority.

Data:

Female population as a percent of the total resident population.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch views with the toolbar.

A slight, slowly fading majority: the female share eased from 51.4 percent in 1980 to about 50.5 percent in 2024.

Why Women Lead

Why do women outnumber men in the US?

The answer lies in the interplay of birth and death. Boys are actually born more often than girls, at roughly 105 male births for every 100 female births, so among children and young adults men are in the majority. Women take the lead only later in life, because they live longer on average. US life expectancy in 2024 was about 81.4 years for women against 76.5 years for men, a gap of nearly five years.

That longevity difference reshapes the population by age. Among people aged 65 and over there are only about 82 men per 100 women, and the imbalance widens further among the oldest groups. Because older

cohorts are large and growing, this late-life surplus of women is enough to tip the entire national balance toward females even though boys start out ahead.

The chart below shows the sex ratio by broad age group. It runs above 100, more men than women, in youth and working age, then falls sharply after 65. This single picture explains why a country that is majority male at birth ends up majority female overall.

US Sex Ratio by Age Group, 2023 (men per 100 women)Men lead young, women lead old.

Data:

Men per 100 women by broad age group, 2023 estimates.

Note:

Source U.S. Census Bureau and CIA World Factbook. Compiled by BusinessStats.Switch views with the toolbar.

Men lead young, women lead old: the ratio tops 100 through working age, then falls to about 82 among those 65 and over.

Growth Slowing

Is US population growth slowing down?

Yes, and sharply. Each decade from the 1980s through the 2010s added between 22 and 33 million people, with the 1990s the fastest at about 32.7 million. The five years from 2020 to 2025 added only around 10 million, which on a per-year basis is the slowest sustained growth in modern US history.

The slowdown reflects a falling birth rate, an aging population and, in some recent years, higher deaths. Immigration has become the main thing keeping growth positive at all. The waterfall chart below shows how many people were added in each period, building from the 1980 base up to the 2025 total, and the final block is visibly the shortest.

Measured as a growth rate the pattern is just as clear: the population grew 9.8 percent in the 1980s, peaked at 13.2 percent in the 1990s, then eased to 9.7, 7.4 and about 3.1 percent for the partial 2020 to 2025 period. The second chart puts those rates side by side.

People Added to the US Population by Period (millions)The 2020s are lagging.

Data:

Population added in each period, in millions, starting from the 1980 base.

Note:

Source U.S. Census Bureau. The 2020-25 block covers five years. Compiled by BusinessStats.Switch views with the toolbar.

The 2020s are lagging: only about 10 million people were added from 2020 to 2025, well below every earlier decade.

US Population Growth Rate by Period (percent)Cooling since the 1990s.

Data:

Percent growth in the resident population over each period.

Note:

Source U.S. Census Bureau. The 2020-25 figure covers five years. Compiled by BusinessStats.Switch views with the toolbar.

Cooling since the 1990s: decade growth fell from a 13.2 percent peak to about 3.1 percent for the partial 2020 to 2025 span.

Gap Closing

Is the gender gap closing, and why?

Since 1980 the male population has grown slightly faster than the female population. Indexed to 1980, the number of men reached about 153 by 2024 while the number of women reached about 148, meaning men grew roughly 53 percent against 47 percent for women. That small difference, compounded over four decades, is what has pulled the sex ratio up toward balance.

The main reason is immigration. Migrant flows into the United States have tended to include more men than women, particularly in working-age groups, adding proportionally more men to the total. A gradual narrowing of the life-expectancy gap earlier in the period played a supporting role. The technology and labor shifts reshaping who moves where are visible across our wider economic coverage too.

The chart below indexes the male and female populations to 100 in 1980 so their growth paths can be compared directly. The two lines start together and slowly separate, with the male line edging above, a compact picture of why the female majority keeps shrinking.

Growth Since 1980 by Sex (index, 1980 = 100)Men grew a little faster.

Data:

Male and female resident population indexed to 100 in 1980.

Note:

Source U.S. Census Bureau, BusinessStats calculation. Compiled by BusinessStats.Switch views with the toolbar.

Men grew a little faster: since 1980 the male population is up about 53 percent against 47 percent for women.

2024 Snapshot

The latest US population split by sex

The most recent finalized breakdown, for mid 2024, put the resident population at about 168.3 million men and 171.8 million women, a female share of roughly 50.5 percent. It is the closest the two have been in the modern record, and if current trends hold the gap will keep narrowing.

That near-even split at the national level hides wide variation underneath, by age as shown earlier and by state, with some states leaning male and most leaning female. The donut below shows the simple national picture as it stood in 2024.

US Resident Population by Sex, 2024 (millions)Close to an even split.

Data:

Male and female resident population in millions, mid 2024.

Note:

Source U.S. Census Bureau. Compiled by BusinessStats.Switch views with the toolbar.

Close to an even split: 171.8 million women and 168.3 million men, about 50.5 percent female.

Key Facts

US population by sex in numbers

A few figures sum up 45 years of change. The population grew by more than 115 million, women stayed in the majority throughout, the surplus of women fell to about 3.4 million, and the sex ratio climbed from 94.5 to about 98 men per 100 women. The direction of travel is a slow return toward balance.

115M+Added since 1980227M to 342M.3.4MMore women 2024Down from over 6M.98Men per 100 womenUp from 94.5 in 1980.82Men per 100 women, 65+Women live longer.

These numbers matter because the balance of men and women shapes everything from the labor force to health care and retirement planning. A slowly aging, slowly balancing population sets the backdrop for the decades ahead.

Big Picture

US population by sex: the big picture

Across 45 years the United States added more than 115 million residents and kept a female majority the whole time, yet the underlying trend is one of convergence. The sex ratio has climbed toward 100, the surplus of women has shrunk to its smallest in the modern record, and the female share has eased below 51 percent, all driven by longer male lifespans and male-skewed immigration.

Looking ahead, a slowing overall growth rate and continued immigration suggest the two sexes will remain close to parity in the aggregate, even as women continue to dominate the oldest age groups. For readers tracking how the country is changing, the detailed year-by-year movements are covered in our US population by gender data, set within the broader world population context.

FAQ

Frequently Asked Questions: US Population by Sex

As of mid 2024 there were about 168.3 million men and 171.8 million women living in the United States, out of a resident population of roughly 340 million. The total reached about 342 million by mid 2025.

Women have outnumbered men in every census since 1950. In 2024 there were about 3.4 million more women than men, a gap that has narrowed sharply from more than 6 million around 2020.

The sex ratio was about 98 men per 100 women in 2024, up from 94.5 in 1980. The long rise means the female majority has been slowly shrinking over four decades.

Women made up about 50.5 percent of the resident population in 2024, down from 51.4 percent in 1980. Females have been a slight majority since the middle of the twentieth century.

Boys are born slightly more often than girls, but women live longer, so they come to outnumber men in older age groups. At age 65 and over there are only about 82 men per 100 women, which pulls the overall balance toward women.

The resident population grew from about 227 million in 1980 to roughly 342 million in 2025, an increase of more than 115 million people or about 51 percent in 45 years.

Yes. Each decade from the 1980s through the 2010s added between 22 and 33 million people, but only about 10 million were added between 2020 and 2025, one of the slowest stretches in modern history.

The male population has grown slightly faster than the female population since 1980, up about 53 percent against 47 percent, driven partly by male-skewed immigration. That is why the sex ratio keeps rising toward balance.

The resident population is the US Census Bureau standard and includes everyone living in the 50 states and the District of Columbia, regardless of citizenship, but excludes Americans living abroad.

All figures come from the US Census Bureau, using the decennial censuses for 1980 through 2020 and the annual population estimates for the most recent years.

Sources

U.S. Census Bureau - Decennial censuses 1980, 1990, 2000, 2010 and 2020, resident population by sex.

U.S. Census Bureau - Population estimates program, annual national estimates by sex through 2024 and total to 2025.

U.S. Census Bureau and CIA World Factbook - Sex ratio by age group and life expectancy by sex.

United States Census Bureau - Primary source for all population figures.

Figures show the resident population of the United States by sex. Years 1980 to 2020 use decennial census counts and recent years use annual estimates, so small differences from other series reflect the reference date. The 2025 total is an estimate; the full 2025 split by sex is not yet finalized. This is data journalism, not investment advice.

STATISTICS REPORT

America by Age and Sex: Seniors Close In on Children

Updated Oct 19, 2026 · businesstats.com/population-of-the-us-by-sex-and-age

341.8M US RESIDENTS, JULY 2025	**64.6M** AGED 65 AND OVER (18.9%)	**72.0M** CHILDREN UNDER 18 (21.1%)
39.4 MEDIAN AGE, RECORD HIGH	**50.9%** FEMALE SHARE OF POPULATION	**81.6** MEN PER 100 WOMEN AGED 65+

The 2025 Snapshot

341.8 million Americans and how they divide by age

The Census Bureau Vintage 2025 population estimates, released in stages between April and June 2026, put the resident population of the United States at **341,784,857 on 1 July 2025**. That is 10.3 million people, or 3.1 percent, more than the April 2020 estimates base. These are the most recent official figures that break the population down by age and sex, and every 2025 number on this page comes from that release unless stated otherwise.

Of the 341.8 million residents, 269.8 million were aged 18 or older, which is 78.9 percent of the total, and 72.0 million were children under 18. Within the adult population, 205.1 million people were of working age (18 to 64) and 64.6 million were 65 or older. Put simply, the country had about 2.8 working age adults for every child and about 3.2 for every resident of retirement age. At the 2000 Census the second ratio was 5.0.

This page concentrates on the age structure and on how it differs between men and women. Headline counts of men and women are covered on our page about the US population by sex, the racial and ethnic make up of the country is set out in US population by race, and the year by year growth of the total is tracked in our US population statistics from 2015 to 2026.

269.8MAdults aged 18 and over78.9 percent of residents, July 2025.205.1MWorking age, 18 to 6460.0 percent of residents.64.6MAged 65 and over18.9 percent, a record share.72.0MChildren under 1821.1

percent, down from 22.3 percent in 2020. Age Groups

The five broad age groups in 2025

The Census Bureau reports national change for five broad age bands, and they give a quick picture of where Americans are in the life cycle. The largest band is 25 to 44, with 91.9 million people or 26.9 percent of the population, covering the prime years for starting careers, buying homes and raising young children. The 45 to 64 band follows with 81.3 million (23.8 percent), then children under 18 with 72.0 million (21.1 percent), people aged 65 and over with 64.6 million (18.9 percent) and young adults aged 18 to 24 with 31.9 million (9.3 percent).

US Population by Broad Age Group, 1 July 2025 (millions)Resident population in five age bands; centre shows the national total.

Data:

US Census Bureau, Vintage 2025 Population Estimates, release of 25 June 2026.

Note:

shares are BusinessStats calculations from the published counts. Compiled by BusinessStats.Data: US Census Bureau, Vintage 2025 Population Estimates, release of 25 June 2026. Note: shares are BusinessStats calculations from the published counts. Compiled by BusinessStats.

One in four Americans is 25 to 44: the 91.9 million people in that band outnumber both the under 18 and the 65 and over populations.

AGE GROUP	1 APRIL 2020 BASE	1 JULY 2025	CHANGE	CHANGE IN %	SHARE 2025
Under 18	73,822,227	72,021,348	-1,800,879	-2.4%	21.1%
18 to 24	31,271,950	31,936,859	+664,909	+2.1%	9.3%
25 to 44	86,789,265	91,885,062	+5,095,797	+5.9%	26.9%
45 to 64	84,004,580	81,324,500	-2,680,080	-3.2%	23.8%
65 and over	55,628,091	64,617,088	+8,988,997	+16.2%	18.9%
Total	331,516,113	341,784,857	+10,268,744	+3.1%	100.0%

Two of the five bands are smaller than they were in 2020. The population aged 45 to 64 fell by 2.7 million and the number of children fell by 1.8 million, while the three other bands grew. The adult population as a whole, everyone aged 18 and over, reached 269.8 million, so roughly four in every five residents are now adults. The share of children has fallen by 1.2 percentage points in just over five years, from 22.3 percent of the April 2020 base to 21.1 percent.

Change Since 2020

Since 2020, almost all growth has come from the oldest group

Between April 2020 and July 2025 the population grew by 10,268,744 people. Of that increase, 8,988,997, or 87.5 percent, was in the 65 and over group. The 25 to 44 band added 5.1 million people and the 18 to 24 band 0.7 million, but those gains were partly cancelled out by the shrinking 45 to 64 band and the fall in the number of children. No other age group grew even half as fast as the oldest one.

Population Change by Age Group, April 2020 to July 2025 (%)Percent change in the resident population of each age band.

Data:

US Census Bureau, Vintage 2025 Population Estimates, Table 1 of the 25 June 2026 release.

Note:

the April 2020 values are the estimates base, not the census count. Compiled by BusinessStats.Data: US Census Bureau, Vintage 2025 Population Estimates, Table 1 of the 25 June 2026 release. Note: the April 2020 values are the estimates base, not the census count. Compiled by BusinessStats.

Seniors up 16.2 percent, children down 2.4 percent: the 65 and over population grew almost three times as fast as the next fastest band.

The main driver is the baby boom generation, people born between 1946 and 1964. In April 2020 the boomers were aged 55 to 74 and many of them were still in the 45 to 64 band. By mid 2025 they were roughly 60 to 79, and the Census Bureau notes that they form a visible bulge at ages 61 to 79 in the 2025 national population pyramid. As each year of boomers turned 65, the oldest band gained and the 45 to 64 band lost. The people now entering the 45 to 64 band were born between 1961 and 1980, a period that includes the lower birth years that followed the baby boom, so they do not fully replace those moving out.

The growth of the 25 to 44 band has a different source. The Census Bureau points out that growth in the younger adult age groups has come largely from immigration, which has diluted the weight of the boomers in the overall structure. International migration and its age profile are covered in our report on immigration in the United States.

At the other end, the decline in the number of children reflects lower fertility. The general fertility rate, the number of births per 1,000 women aged 15 to 44, fell from 69.5 in 2007 to 53.1 in 2025, according to the Census Bureau, and the total fertility rate was 1.63 births per woman in 2024, against 2.11 in 2001 and a post war peak of 3.77 in 1957. Annual birth counts are covered in our page on births in the US, and the international context in our data on the global fertility rate.

Population Pyramid

The US population pyramid by sex and five year age group

A population pyramid shows men on one side and women on the other, with the youngest age group at the bottom. The chart below uses the 2020 Census, the most recent full count of the population by age and sex and the base from which the 2025 estimates are carried forward. The Vintage 2025 release is used for every 2025 figure on this page; a five year breakdown by sex for 2025 will be added here once we have checked it against the Census Bureau tables.

US Population Pyramid by Sex and Age, 2020 Census (millions)Men to the left, women to the right; five year age groups from under 5 to 85 and over.

Data:

US Census Bureau, 2020 Census Demographic and Housing Characteristics File.

Note:

counts include statistical noise added by the Census Bureau disclosure avoidance system. Compiled by BusinessStats.Data: US Census Bureau, 2020 Census Demographic and Housing Characteristics File. Note: counts include statistical noise added by the Census Bureau disclosure avoidance system. Compiled by BusinessStats.

A column, not a triangle: every five year group from birth to 64 holds between 18 and 23 million people, and the pyramid narrows sharply only after 65.

The shape is closer to a column than a classic triangle. Each five year group between birth and age 64 contained between 18.4 million and 22.5 million people in 2020. The narrowest adult groups were 40 to 44 and 45 to 49, at about 20.3 million and 20.1 million, and a second bulge sat at ages 55 to 64, which held the late baby boomers. Above 65 the bars shorten quickly, and they shorten faster on the side of the men: at 85 and over there were 4.05 million women but only 2.29 million men.

AGE GROUP	2010 CENSUS	2020 CENSUS	CHANGE	MEN 2020	WOMEN 2020	MEN PER 100 WOMEN
Under 5	20,201,362	18,400,235	-8.9%	9,388,285	9,011,950	104.2
5 to 9	20,348,657	20,130,423	-1.1%	10,288,218	9,842,205	104.5
10 to 14	20,677,194	21,627,830	+4.6%	11,066,169	10,561,661	104.8
15 to 19	22,040,343	22,036,076	-0.0%	11,241,567	10,794,509	104.1
20 to 24	21,585,999	22,166,199	+2.7%	11,265,350	10,900,849	103.3
25 to 29	21,101,849	22,301,254	+5.7%	11,229,510	11,071,744	101.4
30 to 34	19,962,099	22,533,412	+12.9%	11,241,831	11,291,581	99.6
35 to 39	20,179,642	21,874,944	+8.4%	10,857,087	11,017,857	98.5
40 to 44	20,890,964	20,309,193	-2.8%	10,028,183	10,281,010	97.5
45 to 49	22,708,591	20,145,294	-11.3%	9,920,816	10,224,478	97.0
50 to 54	22,298,125	20,723,512	-7.1%	10,176,612	10,546,900	96.5
55 to 59	19,664,805	22,120,489	+12.5%	10,759,761	11,360,728	94.7
60 to 64	16,817,924	21,287,919	+26.6%	10,223,302	11,064,617	92.4
65 to 69	12,435,263	18,288,727	+47.1%	8,634,739	9,653,988	89.4
70 to 74	9,278,166	14,823,238	+59.8%	6,881,732	7,941,506	86.7
75 to 79	7,317,795	9,955,322	+36.0%	4,475,564	5,479,758	81.7
80 to 84	5,743,327	6,388,779	+11.2%	2,721,048	3,667,731	74.2
85 and over	5,493,433	6,336,435	+15.3%	2,286,037	4,050,398	56.4
Total	308,745,538	331,449,281	+7.4%	162,685,811	168,763,470	96.4

Comparing the two censuses shows how the structure moved over the decade. The 65 to 69 group grew from 12.4 million to 18.3 million, an increase of 47.1 percent, and the 70 to 74 group grew by 59.8 percent as the first boomers entered it. The 85 and over group rose by 15.3 percent to 6.3 million. In contrast, the number of children under 5 fell by 8.9 percent, from 20.2 million to 18.4 million, and the 45 to 49 and 50 to 54 groups were smaller in 2020 than in 2010, because the large boomer cohorts had moved on and smaller cohorts born in the late 1960s and 1970s had taken their place.

Sex Ratio by Age

Men outnumber women until their early thirties, then the balance flips

The sex ratio, the number of men for every 100 women, changes steadily with age. More boys than girls are born, so the ratio starts above 100: the 2020 Census counted 104.2 boys for every 100 girls under age 5 and 104.8 at ages 10 to 14. The male majority narrows through the twenties and disappears in the early thirties. In 2020 the ratio fell below 100 for the first time in the 30 to 34 group, at 99.6, and it then declined in every older group: 96.5 at 50 to 54, 89.4 at 65 to 69, 74.2 at 80 to 84 and 56.4 at 85 and over.

Men per 100 Women by Age Group, 2010 and 2020 Census (ratio)Values above 100 mean more men than women; below 100, more women.

Data:

US Census Bureau, 2010 Census brief C2010BR-03 (Table 2) and 2020 Census DHC.

Note:

ratios are BusinessStats calculations from published counts by sex. Compiled by BusinessStats.Data: US Census Bureau, 2010 Census brief C2010BR-03 (Table 2) and 2020 Census DHC. Note: ratios are BusinessStats calculations from published counts by sex. Compiled by BusinessStats.

The gap at older ages is closing: among people aged 85 and over there were 56.4 men per 100 women in 2020, up from 48.3 in 2010.

The two census lines tell a second story. In 2010 the crossover came five years later, in the 35 to 39 group, and at every age from 65 upward the 2020 ratio is higher than in 2010. At 80 to 84 it rose from 66.5 to 74.2 men per 100 women, and at 85 and over from 48.3 to 56.4. Older men are catching up with older women, even though women still clearly outnumber them.

The 2025 estimates confirm that trend. The Census Bureau reports 81.6 men for every 100 women among people aged 65 and over in 2025, up from 70.6 in 2001, and 68.3 men per 100 women among those aged 80 and over, up from 50.9. Applying the 2025 ratio to the 64.6 million people aged 65 and over gives about 29.0 million men and 35.6 million women, so women make up 55.1 percent of the older population. Across all ages, women outnumbered men by 6.3 million in 2025 and formed 50.9 percent of the population.

Why the older population is mostly female

The main reason is mortality. According to the National Center for Health Statistics, life expectancy at birth in 2024 was 81.4 years for women and 76.5 years for men, a gap of 4.9 years that had narrowed by 0.4 years in a single year. At age 65, women could expect to live another 20.8 years and men another 18.4. The gap is closing because death rates among older men have fallen faster: the age adjusted death rate for men aged 65 and over dropped from 8,285.0 per 100,000 in 1970 to 5,205.7 in 2022, a fall of about 3,079, while the rate for women of the same age fell by about 1,703, from 5,621.3 to 3,918.7.

History plays a part too. The Census Bureau notes that the Greatest Generation, aged 74 to 100 in 2001, carried a large female surplus linked partly to wartime deaths among men, and that the gap narrowed as cohorts less affected by war reached old age. How longevity compares internationally is covered in our ranking of life expectancy by country, the global balance of men and women in world population by gender , and the state by state ratio in men per 100 women by US state.

99.6Men per 100 women at 30 to 342020 Census, first group below 100.56.4Men per 100 women at 85+2020 Census, up from 48.3 in 2010.81.6Men per 100 women at 65+2025 estimate, up from 70.6 in 2001.4.9 yrsFemale life expectancy advantage81.4 vs 76.5 years, 2024. Median Age

Median age: 39.4 years and still setting records

The median age divides the population into two equal halves, one younger and one older. In July 2025 it stood at 39.4 years, up from 39.2 a year earlier and from 38.6 in the April 2020 estimates base. It has risen in every census since 1990: from 32.9 years in 1990 to 35.3 in 2000, 37.2 in 2010 and 38.8 at the 2020 Census. In 35 years the midpoint of the American population has moved up by 6.5 years.

Median Age of the US Population, 1990 to 2025 (years)Census counts for 1990 to 2020, Vintage 2025 estimates for 2024 and 2025.

Data:

US Census Bureau: 2000 Census release CB01-CN.67, brief C2010BR-03, 2020 Census DHC, Vintage 2025 release of 25 June 2026.

Note:

the 2020 value is the census count (38.8); the April 2020 estimates base is 38.6. Compiled by BusinessStats.Data: US Census Bureau: 2000 Census release CB01-CN.67, brief C2010BR-03, 2020 Census DHC, Vintage 2025 release of 25 June 2026. Note: the 2020 value is the census count (38.8); the April 2020 estimates base is 38.6. Compiled by BusinessStats.

Up 6.5 years since 1990: the median age has reached a new high at every census and in every recent annual estimate.

YEAR	BOTH SEXES	MEN	WOMEN	GAP (WOMEN MINUS MEN)
2000 Census	35.3	34.0	36.5	2.5
2010 Census	37.2	35.8	38.5	2.7
2020 Census	38.8	37.5	39.9	2.4
2025 estimate	39.4	38.1	40.7	2.6

Women are older on average because they live longer. In 2025 the median age was 40.7 for women and 38.1 for men, and the Census Bureau measures the gap at 2.55 years, up from 2.39 years in 2020. Over the long run both sexes have aged at almost the same pace: between 2000 and 2025 the male median rose by 4.1 years and the female median by 4.2 years.

Readers comparing sources should note that the Census Bureau revises earlier years with each new vintage. The Vintage 2024 release reported a median age of 39.1 for 2024; the Vintage 2025 series revised that to 39.2. The global context, including countries where the median is already well above 45, is covered in our analysis of the global aging population.

The 65 and Over Boom

The 65 and over boom and the shrinking gap with children

In 2000 the United States had 35.0 million residents aged 65 and over, 12.4 percent of the population. The number rose to 40.3 million in 2010, 55.8 million at the 2020 Census and 64.6 million in July 2025. That is an increase of 84.7 percent in a quarter of a century, while the total population grew by about 21 percent.

Over the same period the number of children barely moved: 72.3 million in 2000, 74.2 million in 2010, 73.1 million in 2020 and 72.0 million in 2025.

Children Under 18 vs Adults 65 and Over, 2000 to 2025 (millions)Census counts for 2000, 2010 and 2020; Vintage 2025 estimate for 2025.

Data:

US Census Bureau: brief C2010BR-03, 2020 Census DHC release of 25 May 2023, Vintage 2025 release of 25 June 2026.

Note:

the 2020 values are census counts; the April 2020 estimates base shows 73.8 million children and 55.6 million older adults. Compiled by BusinessStats.Data: US Census Bureau: brief C2010BR-03, 2020 Census DHC release of 25 May 2023, Vintage 2025 release of 25 June 2026. Note: the 2020 values are census counts; the April 2020 estimates base shows 73.8 million children and 55.6 million older adults. Compiled by BusinessStats.

From a 37 million gap to 7 million: children outnumbered older adults by 37.3 million in 2000 but by only 7.4 million in 2025.

The gap between the two groups has collapsed. Children outnumbered people aged 65 and over by 37.3 million in 2000, 33.9 million in 2010 and 17.3 million at the 2020 Census. In July 2025 the difference was 7.4 million. The Census Bureau 2023 national projections expect the share of the population aged 65 and over to overtake the share under 18 in 2029 in the middle series, and between 2028 and 2030 in the alternative immigration scenarios.

Where older adults already outnumber children

For many states and counties the crossover has already happened. In its Vintage 2024 release the Census Bureau reported that people aged 65 and over outnumbered children in 11 states in 2024, up from three in 2020. Maine, Vermont and Florida were on the list in 2020, and Delaware, Hawaii, Montana, New Hampshire, Oregon, Pennsylvania, Rhode Island and West Virginia joined them by 2024. At county level, the number of counties with more older adults than children rose from 983 (31.3 percent of 3,144) to 1,411 (almost 45 percent), and the number of metro areas from 58 to 112 of 387. The June 2026 release did not restate these counts for 2025, so we do not quote an updated figure.

The oldest old: 85 and over and centenarians

The population aged 85 and over grew from 4.24 million in 2000 to 5.49 million in 2010 and 6.34 million in 2020, according to the census counts. The Administration for Community Living, using Census Bureau data, puts it at about 6.5 million in 2022 and expects it to more than double to 13.7 million by 2040. Women made up 63.9 percent of this group in 2020. The number of centenarians, people aged 100 and over, rose from 53,364 in 2010 to 88,988 in 2022, and the Census Bureau reported that it grew by 50 percent between the 2010 and 2020 censuses, the fastest recent census to census increase for that age group.

64.6MAged 65 and over, 2025Up 9.0 million since April 2020.7.4MMore children than older adultsDown from 37.3 million in 2000.2029Projected crossover year65+ share passes under 18 share.13.7MProjected 85+ population, 2040About 6.5 million in 2022. Dependency Ratios

Dependency ratios: fewer working age adults per older resident

Dependency ratios relate the age groups that are mostly outside the labour force to the working age population. The old age dependency ratio counts people aged 65 and over for every 100 people aged 18 to 64; the youth ratio does the same for children under 18, and the total ratio adds the two together. These are demographic measures, not counts of who actually works, but they are the standard way to track how the age structure affects pensions, health care and the tax base.

US Youth and Old Age Dependency Ratios, 2000 to 2025 (per 100 people aged 18 to 64)People under 18 and aged 65 and over for every 100 people of working age.

Data:

US Census Bureau, brief C2010BR-03 and Vintage 2025 Population Estimates.

Note:

2020 uses the April 2020 estimates base so it is comparable with 2025; ratios are BusinessStats calculations. Compiled by BusinessStats.Data: US Census Bureau, brief C2010BR-03 and Vintage 2025 Population Estimates. Note: 2020 uses the April 2020 estimates base so it is comparable with 2025; ratios are BusinessStats calculations. Compiled by BusinessStats.

Old age ratio up by more than half since 2000: from 20.1 to 31.5 older residents for every 100 people aged 18 to 64.

YEAR	YOUTH RATIO	OLD AGE RATIO	TOTAL RATIO	PEOPLE 18 TO 64 PER PERSON 65+

2000	41.5	20.1	61.6	5.0
2010	38.2	20.7	58.9	4.8
2020 (estimates base)	36.5	27.5	64.1	3.6
2025	35.1	31.5	66.6	3.2

Between 2000 and 2010 the old age ratio hardly changed, because the small cohorts born during the Depression and the Second World War were reaching 65. From 2011, when the first boomers turned 65, it began to rise quickly, and it climbed from 27.5 in 2020 to 31.5 in 2025. The youth ratio has fallen over the same period, but not by enough to offset the increase, so the total dependency ratio has risen from its 2010 low of 58.9 to 66.6.

The potential support ratio, the number of people aged 18 to 64 for each person aged 65 and over, fell from 5.0 in 2000 to 3.2 in 2025. The Congressional Budget Office, which uses ages 25 to 64 and the wider Social Security area population, estimates 2.7 people aged 25 to 64 for every person aged 65 or older in 2026 and projects a decline to 2.2 by 2056. CBO also projects that annual deaths will exceed annual births from 2030, with a total fertility rate of 1.58 in 2026, so that from 2030 onward population growth in its projections depends entirely on immigration.

States and Regions

Oldest and youngest states, and how each region is ageing

Age structure varies far more between states than the national averages suggest. In July 2025 Maine had the highest median age of any state, 44.9 years, and Utah the lowest, 32.6 years, a difference of 12.3 years. Both have aged: in 2010 their medians were 42.7 and 29.2, and in 2024 they were 44.8 and 32.4. In 2010 the other oldest states were Vermont (41.5), West Virginia (41.3), New Hampshire (41.1) and Florida (40.7), and the youngest after Utah were Texas (33.6), Alaska (33.8) and Idaho (34.6).

The share of residents who are children gives a closely related picture for 2025. Using the Census Bureau estimates of the population aged 18 and over, 26.1 percent of Utah residents were under 18, followed by Texas at 24.0 percent and Nebraska at 23.7 percent. At the other end, children made up 17.0 percent of the population of Vermont and 17.3 percent in both Maine and New Hampshire, against 21.1 percent nationally.

Share of Population Under 18: Six Youngest and Six Oldest States, July 2025 (%)Children as a share of all residents; national average 21.1 percent.

Data:

US Census Bureau, Vintage 2025 estimates of the total and 18 and over population (SCPRC-EST2025-18+POP).

Note:

shares are 100 minus the published 18 and over percentage. Compiled by BusinessStats.Data: US Census Bureau, Vintage 2025 estimates of the total and 18 and over population (SCPRC-EST2025-18+POP). Note: shares are 100 minus the published 18 and over percentage. Compiled by BusinessStats.

Utah has 9.1 points more children than Vermont: 26.1 percent of Utah residents are under 18, against 17.0 percent in Vermont.

REGION	TOTAL 2025	UNDER 18, 2025	CHANGE	65 AND OVER, 2025	CHANGE	45 TO 64 CHANGE
Northeast	58,042,054	11,309,395	-4.1%	11,662,579	+14.6%	-7.1%
Midwest	69,762,666	14,939,768	-3.9%	13,626,957	+14.7%	-6.2%
South	133,833,983	29,008,469	+1.1%	24,763,730	+17.5%	+0.1%
West	80,146,154	16,763,716	-5.7%	14,563,822	+16.5%	-2.7%
United States	341,784,857	72,021,348	-2.4%	64,617,088	+16.2%	-3.2%

The regional table shows how unevenly ageing is spreading. The South grew by 6.0 percent between 2020 and 2025, nearly twice the national rate, and was the only region where the number of children rose (by 1.1 percent) and the only one where the 45 to 64 band did not shrink. It also had the fastest growth in the 65 and over population, 17.5 percent, because it gained people of every age. The Northeast lost 4.1 percent of its children and 7.1 percent of its 45 to 64 population, and the West lost 5.7 percent of its children. Within regions, the Census Bureau found that the highest shares of older residents were in counties in Arizona, Idaho, Nevada and along the Pacific Northwest coast, while the highest child shares were in parts of Alaska, the Midwest and Texas, particularly along the Mexican border. Age patterns in the largest cities are covered in our ranking of US metropolitan areas by population.

Outlook to 2060

Projections: an older country by 2060 and beyond

The Census Bureau 2023 national population projections, the latest official long range series, expect the population to keep growing for several decades and then to start shrinking. In the middle series it peaks at about 370 million in 2080 and falls to 366 million by 2100. The age structure keeps changing throughout: by 2100, 29.1 percent of Americans are projected to be 65 or older and only 16.4 percent under 18, and the median age rises to 47.9 years, 49.1 for women and 46.8 for men.

US Population Aged 65 and Over, 2000 to 2060 (millions, 2040 and 2060 projected)Census counts to 2020, July 2025 estimate, projections for 2040 and 2060.

Data:

US Census Bureau census counts and Vintage 2025 estimates; projections from the Administration for Community Living 2023 Profile of Older Americans, based on Census Bureau data.

Note:

2040 and 2060 are projections, not estimates. Compiled by BusinessStats.Data: US Census Bureau census counts and Vintage 2025 estimates; projections from the Administration for Community Living 2023 Profile of Older Americans, based on Census Bureau data. Note: 2040 and 2060 are projections, not estimates. Compiled by BusinessStats.

Another 24 million by 2060: the 65 and over population is projected to rise from 64.6 million in 2025 to 88.8 million in 2060.

In absolute numbers, the Administration for Community Living, drawing on Census Bureau projections, expects the 65 and over population to reach 78.3 million in 2040 and 88.8 million in 2060, and the 85 and over population to reach 13.7 million in 2040. The Census Bureau report An Aging World: 2025, which draws on its International Database, projects the US share aged 65 and over to rise from 18.9 percent in 2025 to 23.4 percent in 2060.

The same report shows that the United States will age more slowly than most other countries. In 2025 it ranked as the 48th oldest of 227 countries and areas by the share of people aged 65 and over; by 2060 it is expected to fall to 110th, because many countries in Asia, Europe and Latin America will age faster. Japan was the oldest country in 2025 with 29.7 percent of its population aged 65 and over, and South Korea is projected to lead in 2060 with 41 percent. Our page on world population covers the global totals.

INDICATOR	VALUE	YEAR	SOURCE

65+ share passes under 18 share	Crossover	2029	Census Bureau 2023 projections, middle series
Population aged 65 and over	78.3 million	2040	ACL, based on Census Bureau data
Population aged 85 and over	13.7 million	2040	ACL, based on Census Bureau data
Population aged 65 and over	88.8 million	2060	ACL, based on Census Bureau data
Share aged 65 and over	23.4%	2060	Census Bureau, An Aging World: 2025
Peak total population	About 370 million	2080	Census Bureau 2023 projections, middle series
Share aged 65 and over	29.1%	2100	Census Bureau 2023 projections, middle series
Median age	47.9 years	2100	Census Bureau 2023 projections, middle series

Two caveats apply. The 2023 projections were prepared before the Vintage 2025 estimates and assume levels of immigration that may not hold; the Census Bureau itself published low, high and zero immigration variants, and the timing of the crossover between older adults and children ranges only from 2028 to 2030 across them. We also do not quote a full 2050 breakdown by age here, because the detailed projection tables could not be checked for this update.

Why Figures Differ

Why population figures by age and sex differ between sources

Several official numbers for the same thing can be correct at once, because they measure slightly different things or come from different editions. These are the differences that most often cause confusion.

Reading US age and sex data correctly

- Vintages are revised. Each annual release revises earlier years. The Vintage 2024 release put women at 50.5 percent of the 2024 population, 3.4 million more than men; the Vintage 2025 series, which builds the full 2020 Census age and sex detail into its base for the first time, shows women at 50.9 percent and 6.3 million ahead in 2025.
- Census count and estimates base are not identical. The 2020 Census counted just over 73.1 million children and a median age of 38.8; the April 2020 estimates base used for the 2025 series has 73.8 million children and a median age of 38.6.
- Resident population is not the same as other definitions. Census estimates cover people who live in the 50 states and the District of Columbia; the CBO uses the Social Security area population, which it puts at

349 million in 2026.

- Surveys and estimates differ. The American Community Survey also publishes age and sex data, but it is a sample survey controlled to the estimates and carries margins of error, so its figures can differ slightly from those shown here.

For any comparison over time, the safest approach is to take all years from one source and one vintage, as this page does for the 2020 to 2025 changes, and to use decennial census counts for longer comparisons.

Key Facts

US population by sex and age in eight numbers

341.8MResident population, 1 July 2025Census Bureau, Vintage 2025.18.9%Share aged 65 and over64.6 million people.21.1%Share under 1872.0 million children.39.4Median age in yearsWomen 40.7, men 38.1.50.9%Female share of the population6.3 million more women than men.68.3Men per 100 women aged 80+Up from 50.9 in 2001.31.5Old age dependency ratioPer 100 aged 18 to 64, 2025.12.3 yrsMedian age gap, Maine vs Utah44.9 vs 32.6 years. FAQ

Questions about the US population by sex and age

On 1 July 2025 the US had 72.0 million people under 18, 31.9 million aged 18 to 24, 91.9 million aged 25 to 44, 81.3 million aged 45 to 64 and 64.6 million aged 65 and over, for a total of 341.8 million, according to the Census Bureau Vintage 2025 estimates.

There were 64,617,088 people aged 65 and over in July 2025, or 18.9 percent of the population. The group grew by 9.0 million, or 16.2 percent, from the April 2020 estimates base, far faster than any other age group.

There are more women. In 2025 women made up 50.9 percent of the population and outnumbered men by 6.3 million. At the 2020 Census, men were in the majority among children and young adults, and women in every age group from 30 to 34 upward.

At the 2020 Census, the number of men per 100 women fell below 100 for the first time in the 30 to 34 age group, at 99.6. In 2010 the crossover came in the 35 to 39 group. At 85 and over there were 56.4 men per 100 women in 2020.

The median age was 39.4 years in July 2025, a record high, up from 39.2 in 2024. It was 40.7 for women and 38.1 for men. At the 2000 Census it was 35.3.

Maine has the oldest population, with a median age of 44.9 years in 2025, and Utah the youngest, at 32.6 years. Utah also has the highest share of children, 26.1 percent, and Vermont the lowest, 17.0 percent.

In the Census Bureau 2023 projections, the share of the population aged 65 and over overtakes the share under 18 in 2029 in the middle series. In July 2025 children still outnumbered older adults by 7.4 million.

In 2025 there were 31.5 people aged 65 and over for every 100 people aged 18 to 64, up from 20.1 in 2000. That means about 3.2 working age adults for each older resident, down from 5.0 in 2000.

The 2020 Census counted 6.34 million people aged 85 and over, 63.9 percent of them women. The Administration for Community Living puts the group at about 6.5 million in 2022 and projects 13.7 million by 2040.

The Census Bureau revises earlier years with each annual vintage, census counts differ slightly from the estimates base, and surveys such as the American Community Survey use samples. Comparing figures from one vintage avoids most differences.

Sources

US Census Bureau: Vintage 2025 population estimates by age, sex, race and Hispanic origin, release CB26-105 and Table 1, 25 June 2026.

US Census Bureau: National resident population by single year of age and sex, 1 July 2025, tip sheet of 9 April 2026.

US Census Bureau: Women Still Outnumbered Men Among the Oldest, but Gap is Narrowing, 9 April 2026.

US Census Bureau: QuickFacts, United States, Vintage 2025.

US Census Bureau: State population by characteristics 2020 to 2025, including SCPRC-EST2025-18+POP.

US Census Bureau: Vintage 2024 release: older adults outnumber children in 11 states, 26 June 2025.

US Census Bureau: 2020 Census Demographic Profile and DHC release, 25 May 2023.

Maryland Department of Planning: 2020 Census DHC age by sex for the United States, reproduced from Census Bureau tables.

US Census Bureau: Age and Sex Composition: 2010, Census brief C2010BR-03.

US Census Bureau: Census 2000 release on median age, 1990 and 2000.

US Census Bureau: 2023 National Population Projections, 9 November 2023.

US Census Bureau: An Aging World: 2025, September 2026.

US Census Bureau: US fertility continues to drop, June 2026.

Administration for Community Living: 2023 Profile of Older Americans.

National Center for Health Statistics: Mortality in the United States, 2024, Data Brief 548, January 2026.

Congressional Budget Office: The Demographic Outlook: 2026 to 2056, 7 January 2026.

All 2025 figures are Census Bureau Vintage 2025 estimates of the resident population on 1 July 2025. The five year age and sex pyramid uses the 2020 Census count because the 2025 five year detail by sex was not available in a form we could verify for this update. Shares, sex ratios, dependency ratios, the split of the 65 and over population by sex, state child shares and all changes are BusinessStats calculations. Figures from the previous edition of this page that could not be verified (including a 2026 total of 343 million, an 85 and over count of 7.2 million and a support ratio of 3.9) have been replaced.

STATISTICS REPORT

US Population by Race and Hispanic Origin: What the 2025 Census Estimates Show

Updated Oct 19, 2026 · businesstats.com/us-population-by-race

341.8M US RESIDENTS, JULY 2025	**70.1M** HISPANIC OR LATINO (20.5%)	**56.1%** WHITE ALONE, NOT HISPANIC
13.5% BLACK OR AFRICAN AMERICAN ALONE	**6.9%** ASIAN ALONE	**9 + DC** STATES UNDER 50% NON-HISPANIC WHITE

2025 Snapshot

The US population by race and Hispanic origin in 2025

The latest official benchmark comes from the Vintage 2025 population estimates, which the Census Bureau published on 25 June 2026. They put the resident population at 341,784,857 on 1 July 2025, up 3.1 percent from the April 2020 estimates base of 331.5 million. Of that total, 70.1 million people were Hispanic or Latino, the figure the Bureau highlighted in its 2026 Hispanic Heritage Month release, which equals 20.5 percent of residents. The largest group remains people who report White as their only race and who are not Hispanic: 56.1 percent of the population, or about 191.7 million people.

Race and Hispanic origin are recorded through two separate questions in federal statistics, so every person belongs to one race group and, separately, is either Hispanic or not. The race alone figures therefore include Hispanic residents. In 2025, 72.3 percent of residents were White alone, 13.5 percent Black or African American alone, 6.9 percent Asian alone, 2.1 percent American Indian and Alaska Native alone, 0.3 percent Native Hawaiian and Other Pacific Islander alone, and 4.9 percent reported two or more races. Those six shares add up to 100 percent because each resident is assigned to exactly one of them.

US Population by Race Alone, July 2025 (million people)Six mutually exclusive race groups. Hispanic residents are included in the race they reported. Vintage 2025.

Data:

US Census Bureau, QuickFacts United States, Vintage 2025 population estimates, published June 2026.

Note:

counts are BusinessStats calculations from the published shares and the 341,784,857 total; because of rounding the groups sum to 341.7 million. Compiled by BusinessStats.Switch to the table for exact figures.

Three in four residents report White alone: about 247.1 million people, or 72.3 percent, a count that includes Hispanic residents who report White as their race.

GROUP	WHAT IT COUNTS	SHARE	PEOPLE
Hispanic or Latino	Ethnicity; people of any race	20.5%	70.1 million
White alone, not Hispanic	White as only race, not Hispanic	56.1%	about 191.7 million
White alone	White as only race, Hispanic or not	72.3%	about 247.1 million
Black or African American alone	Only race, Hispanic or not	13.5%	about 46.1 million
Asian alone	Only race, Hispanic or not	6.9%	about 23.6 million
Two or More Races	Two or more race groups reported	4.9%	about 16.7 million
American Indian and Alaska Native alone	Only race, Hispanic or not	2.1%	about 7.2 million
Native Hawaiian and Other Pacific Islander alone	Only race, Hispanic or not	0.3%	about 1.0 million

Source: US Census Bureau, Vintage 2025. Rows overlap: the Hispanic row cuts across every race row. Counts other than the Hispanic total are BusinessStats calculations from one decimal shares and can differ from the unrounded figures by up to about 170,000 people.

Totals in the table do not add up down the rows, because the Hispanic row overlaps with every race row. Combining the two dimensions gives one clean, mutually exclusive split: 20.5 percent Hispanic, 56.1 percent non-Hispanic White, and 23.4 percent, or about 80 million people, in all other non-Hispanic groups combined. How the overall headcount grew year by year is tracked in our report on US population statistics from 2015 to 2026, and the place of the United States among the most populous countries in our world population statistics.

341.8MResident population1 July 2025, Vintage 2025.+3.1%Growth since April 2020From a base of 331.5 million.23.4%Non-Hispanic groups other than WhiteAbout 80 million people.16States with 1 million or more Hispanic residentsUp from 15 in 2024. How Race Is Counted

Race alone, alone or in combination, and Hispanic origin

Census race statistics follow the 1997 standards of the Office of Management and Budget (OMB), which set five minimum race categories, White, Black or African American, American Indian and Alaska Native (AIAN), Asian, and Native Hawaiian and Other Pacific Islander (NHPI), and a separate question on Hispanic or Latino origin. Respondents may mark more than one race. Three ways of counting follow from that design, and each answers a different question.

Three ways to count the same population

- Race alone: people who reported one race only. The six race alone groups, including Two or More Races, sum to 100 percent.
- Race alone or in combination: everyone who reported a race, alone or together with other races. Multiracial people are counted in each group they reported, so the shares sum to more than 100 percent.
- Hispanic or Latino origin: an ethnicity, not a race. Hispanic people can be of any race and are included in the race alone and alone or in combination figures.
- Not Hispanic race groups, such as White alone, not Hispanic: these exclude Hispanic residents and, together with the Hispanic total, divide the population without overlap.

The choice matters most for smaller groups and for people with mixed ancestry. In 2025 the American Indian and Alaska Native alone population was 2.1 percent of residents, but 4.1 percent reported this race either alone or together with another, almost twice as many. The Asian share rises from 6.9 to 8.4 percent and the Black share from 13.5 to 15.4 percent once multiracial people are included. The White share moves from 72.3 to 76.8 percent.

Race Alone vs Alone or in Combination, United States, 2025 (% of population)Alone or in combination counts every person who reported the race, so shares overlap.

Data:

US Census Bureau Vintage 2025 estimates; race alone from QuickFacts United States, alone or in combination from Table 2 of the Hawaii DBEDT State Data Center summary of the same Census release, June 2026.

Note:

alone or in combination shares sum to more than 100 percent; Hispanic residents are included. Compiled by BusinessStats.Switch to the table for exact figures.

Multiracial reporting nearly doubles one group: American Indian and Alaska Native identity rises from 2.1 to 4.1 percent of residents when combinations are counted.

Applied to the national total, the alone or in combination shares equal about 52.6 million Black, 28.7 million Asian, 14.0 million American Indian and Alaska Native and 2.1 million Native Hawaiian and Other Pacific Islander residents in 2025. For comparison, the Census Bureau put the Black alone or in combination population at 51,629,710 in its 2024 estimates and the Asian alone or in combination population at 26.8 million, so the 2025 figures are broadly in line once the new estimation base is taken into account.

Hispanic origin is a separate dimension, and how Hispanic respondents answer the race question has changed a great deal. In the 2020 Census, 20.3 million Hispanic people reported more than one race, up from 3.0 million in 2010, while the number reporting White alone fell from 26.7 million to 12.6 million. The Census Bureau attributed much of that shift to improvements in the design of the two questions and to new data processing and coding, rather than to changes in the population itself. That is the main reason headline race numbers can look very different from one source to the next even when they describe the same people.

Why 2025 Looks Different

Why the 2025 race estimates differ from earlier releases

Anyone comparing the 2025 figures with articles written a year ago will see large differences, and most of them are not demographic. Until Vintage 2024, the Census Bureau built its annual estimates on a blended base that carried forward race information from the 2010 Census. In January 2026 the Bureau announced that Vintage 2025 would use a base drawn more heavily from the 2020 Modified Age and Race Census file, that this would be the first time 2020 Census race data were used in the population estimates, and that the change would have a big impact on the racial characteristics of the new series.

The effect shows up immediately. Vintage 2024 counted 195.4 million non-Hispanic White residents in July 2024; Vintage 2025 shows about 191.7 million a year later. Natural decrease explains only a small part of that gap: in the most recent year for which the Bureau published group components, 2022 to 2023, non-Hispanic White deaths exceeded births by nearly 630,000. The rest reflects the new base, which the Bureau applied to the whole 2020 to 2025 series. Revisions also reach other measures. The median age of the Hispanic population for 2024 was 31.2 years in Vintage 2024 and 30.8 years in the Vintage 2025 revision of the same year.

How to read the 2025 numbers

- Compare years only within the same vintage. Vintage 2025 covers April 2020 to July 2025 on one consistent method.
- The Census Bureau states on QuickFacts that different vintage years of estimates are not comparable.
- The 2000, 2010 and 2020 figures in this report are census counts, not estimates, and are used for the long-run picture.
- The estimates have no Some Other Race category. Responses of Some Other Race are assigned to one of the OMB race groups, which is why the estimated multiracial share (4.9 percent) is far below the 10.2 percent counted in the 2020 Census.

The last point deserves a closer look. In the 2020 Census, 27.9 million people chose Some Other Race alone and 22.0 million chose it together with another race, many of them Hispanic respondents who wrote in a national origin. The Census itself therefore reported 33.8 million people of two or more races. In the modified race data used for the estimates, a response such as White and Some Other Race is treated as a single race response. Neither figure is wrong; they measure the same population under different rules, and this report labels which rule each chart follows.

Census Trends 2000 to 2020

Three censuses: how the composition shifted from 2000 to 2020

The decennial census is the most complete count of the population and the anchor for every estimate in between. It recorded 281.4 million residents in 2000, 308.7 million in 2010 and 331.4 million in 2020. Over those two decades the non-Hispanic White share fell from 69.1 percent to 63.7 percent and then to 57.8 percent, while the Hispanic share rose from 12.5 percent to 16.3 percent and 18.7 percent. The Black alone share stayed close to 12.5 percent throughout, and the Asian alone share went from 3.6 percent to 6.0 percent.

Population Shares by Race and Hispanic Origin, Census 2000, 2010 and 2020 (%)Race groups are race alone and include Hispanic residents; AIAN is American Indian and Alaska Native.

Data:

US Census Bureau, Census 2000 Summary File 1, 2010 Census and 2020 Census redistricting data (race and ethnicity release, 12 August 2021).

Note:

the 2020 Census changed the design and coding of the race and Hispanic origin questions, so 2010 to 2020 comparisons should be made with caution. Shares are BusinessStats calculations from census counts. Compiled by BusinessStats.Switch to the table for exact figures.

Two or more races jumped from 2.9 to 10.2 percent between 2010 and 2020, a change the Census Bureau attributes largely to improved question design and coding.

GROUP	2000	2010	2020	CHANGE 2010 TO 2020
Total population	281.4	308.7	331.4	+7.4%
Hispanic or Latino	35.3	50.5	62.1	+23.0%
White alone, not Hispanic	194.6	196.8	191.7	-2.6%
White alone	211.5	223.6	204.3	-8.6%
Black or African American alone	34.7	38.9	41.1	+5.6%
Asian alone	10.2	14.7	19.9	+35.5%
American Indian and Alaska Native alone	2.5	2.9	3.7	+27.1%
Native Hawaiian and Other Pacific Islander alone	0.40	0.54	0.69	+27.8%
Some Other Race alone	15.4	19.1	27.9	+46.1%
Two or More Races	6.8	9.0	33.8	+276%

Source: US Census Bureau decennial censuses. Change column as published by the Census Bureau for 2010 to 2020 (total population change is a BusinessStats calculation).

Two numbers from 2020 show why definitions matter. The White alone population fell 8.6 percent from 2010, to 204.3 million, yet 235.4 million people, or 71 percent of the population, reported White alone or in combination with another race, because the number of people reporting White together with another race grew by 316 percent to 31.1 million. The non-Hispanic White population, the measure most often used in public debate, declined by 2.6 percent between the two censuses, to 191.7 million.

The Census Bureau also measures diversity directly. Its diversity index, the probability that two people chosen at random belong to different race or ethnic groups, rose from 54.9 percent in 2010 to 61.1 percent in 2020. Diversity is highest among the youngest Americans: in the 2020 Census the non-Hispanic White share was 47.0 percent among children under 5, against 78.5 percent among people aged 85 to 99.

Hispanic and Non-Hispanic Trend

Hispanic, non-Hispanic White and all other groups, 2000 to 2025

Splitting the population into three groups that do not overlap gives the clearest long-run picture: Hispanic residents of any race, non-Hispanic White residents, and everyone else who is not Hispanic, a group that includes non-Hispanic Black, Asian, American Indian and Alaska Native, Pacific Islander and multiracial residents. Measured this way, the Hispanic population nearly doubled from 35.3 million in 2000 to 70.1 million in 2025, the non-Hispanic White population moved from 194.6 million to about 191.7 million, and all other non-Hispanic groups grew from 51.6 million to about 79.9 million.

US Population by Hispanic Origin and Non-Hispanic White Status, 2000 to 2025 (million people)Three groups without overlap; 2000 to 2020 are census counts, 2025 is the Vintage 2025 estimate for 1 July.

Data:

US Census Bureau decennial censuses (1 April 2000, 2010, 2020) and Vintage 2025 population estimates (1 July 2025, released June 2026).

Note:

2025 values for non-Hispanic White and all other groups are BusinessStats calculations from published shares; census counts and estimates use different methods. Compiled by BusinessStats.Switch to the table for exact figures.

Hispanic growth accounts for most of the increase: 34.8 million of the 60.4 million people added between 2000 and 2025, or 57.6 percent.

The pace of Hispanic growth has slowed in percentage terms as the base has grown. The Hispanic population rose 43.0 percent between 2000 and 2010, 23.0 percent between 2010 and 2020 and about 12.9 percent in the five and a quarter years to July 2025. Other non-Hispanic groups added about 28.4 million people over the whole period, while the non-Hispanic White population was roughly 2.8 million, or about 1.4 percent, smaller in 2025 than in 2000. Because the 2025 value comes from an estimate built on a new base, the size of that last change is less certain than the census to census comparisons.

GROUP	2000 (MILLION)	2025 (MILLION)	CHANGE (MILLION)	SHARE OF TOTAL GROWTH
Hispanic or Latino	35.3	70.1	+34.8	57.6%
All other non-Hispanic groups	51.6	79.9	+28.4	47.0%

White alone, not Hispanic	194.6	191.7	-2.8	-4.7%
Total	281.4	341.8	+60.4	100%

Source: US Census Bureau (Census 2000; Vintage 2025). BusinessStats calculations from unrounded totals where published; figures may not sum exactly because of rounding.

Births are one part of this story and are covered in detail in our data on births in the United States. The other part is immigration, which the next section examines group by group.

What Drives Growth

What drives growth: births, deaths and immigration by group

At national level the latest release shows a sharp change in pace. The US population grew by 1.8 million, or 0.5 percent, between July 2024 and July 2025, after growing 1.0 percent, or 3.2 million, a year earlier. Natural change, births minus deaths, was close to 519,000 in both years. Net international migration fell from 2.7 million to 1.3 million, and the Census Bureau described the slowdown as largely due to a historic decline in net international migration. Background on immigration flows is available in our US immigration statistics and our data on green card recipients by state.

For growth by group, the most recent complete published table on a consistent basis is the Vintage 2024 release of June 2025, which covers non-Hispanic race groups and the Hispanic population for the year to July 2024. In that year the Hispanic population grew by 1,943,997 people, or 2.9 percent, a larger gain than all other groups combined. The Asian population grew fastest in percentage terms, by 4.2 percent or 898,113 people. The non-Hispanic White population was the only group to decline, by 226,072 people or 0.1 percent.

Population Growth by Race and Hispanic Origin, July 2023 to July 2024 (%)Race groups are non-Hispanic and race alone; Hispanic residents of any race form their own group.

Data:

US Census Bureau, Vintage 2024 population estimates by characteristics, press release CB25-99, 26 June 2025.

Note:

Vintage 2024 used the earlier blended race base; the Vintage 2025 series revises these levels. Compiled by BusinessStats.Switch to the table for exact figures.

Asian residents grew fastest and White residents were the only group to shrink: plus 4.2 percent against minus 0.1 percent in the year to July 2024.

GROUP	JULY 2023	JULY 2024	CHANGE	CHANGE %
White alone, not Hispanic	195,659,296	195,433,224	-226,072	-0.1%
Hispanic or Latino	66,142,156	68,086,153	+1,943,997	+2.9%
Black alone, not Hispanic	42,514,641	42,951,595	+436,954	+1.0%
Asian alone, not Hispanic	21,182,731	22,080,844	+898,113	+4.2%
Two or More Races, not Hispanic	8,217,797	8,441,923	+224,126	+2.7%
AIAN alone, not Hispanic	2,432,832	2,442,428	+9,596	+0.4%
NHPI alone, not Hispanic	656,778	674,821	+18,043	+2.7%

Source: US Census Bureau, Vintage 2024 estimates (June 2025). These levels predate the Vintage 2025 base change and are not comparable with the 2025 figures above.

The components of change explain the pattern. The Census Bureau last broke them down by Hispanic origin in its June 2024 release, for the year to July 2023. The Hispanic population gained about 1.16 million people, of which roughly 722,000 came from births exceeding deaths and about one third from net international migration. The non-Hispanic population as a whole recorded 217,000 more deaths than births and grew only because net international migration added more than 700,000 people. Within it, the non-Hispanic White population had nearly 630,000 more deaths than births, which was the main reason it declined by 461,612.

GROUP	NATURAL CHANGE (BIRTHS MINUS DEATHS)	NET INTERNATIONAL MIGRATION	TOTAL CHANGE
Hispanic or Latino	about +722,000	about one third of the gain	+1.16 million (+1.8%)
Not Hispanic (all races)	about -217,000	more than +700,000	just under +0.5 million (+0.2%)
White alone, not Hispanic	nearly -630,000	not published separately	-461,612 (-0.2%)

Source: US Census Bureau, Vintage 2023 estimates, press release CB24-109, 27 June 2024. Values are as rounded in the release. The Vintage 2025 components table by race and Hispanic origin (NC-EST2025-COMPN) could not be retrieved for this update.

In short, Hispanic growth rests mainly on births, because the Hispanic population is young, while non-Hispanic White numbers are held back by a growing excess of deaths over births. With net international migration halving in the latest year, the immigration-driven part of that picture is the one most likely to change in the next release. Recent border enforcement figures are tracked in our data on US Border Patrol apprehensions and expulsions.

Age Structure

Age structure: why some groups are younger than others

Age is the link between the composition of the population and its growth. The Census Bureau puts the median age of the Hispanic population at 31.1 years in 2025, compared with 39.4 years for the nation as a whole. A younger group has more people in the childbearing years and fewer at the ages when most deaths occur, so it can grow through natural increase even without immigration. Detailed age breakdowns by sex for the whole population are in our separate report on the population of the US by sex and age, which this page does not repeat.

Census projection work published in July 2024 shows the differences clearly for 2022. More than one in five non-Hispanic White residents (22 percent) were aged 65 or older, against 14 percent of non-Hispanic Asian, 13 percent of non-Hispanic Black, 8 percent of Hispanic and 6 percent of non-Hispanic multiracial residents. Working age shares, ages 15 to 64, ranged from 70 percent for non-Hispanic Asian residents to 57 percent for multiracial residents, a group in which children make up an unusually large share.

Working Age and Older Population Shares by Race and Hispanic Origin, 2022 (%)Share of each group aged 15 to 64 and 65 or older. Race groups are non-Hispanic.

Data:

US Census Bureau, By 2060, Less Than 60% of Non-Hispanic White Population and About 65% of Non-Hispanic Multiracial Population Will Be Working Age, 30 July 2024, based on the 2023 National Population Projections.

Note:

the remainder of each group is under 15. Compiled by BusinessStats.Switch to the table for exact figures.

The oldest and youngest profiles sit side by side: 22 percent of non-Hispanic White residents were 65 or older in 2022, against 8 percent of Hispanic and 6 percent of multiracial residents.

The same source measures the old-age dependency ratio, the number of people aged 65 and over for every 100 people of working age. It is projected to rise for every group by 2060, but from very different starting points.

GROUP	2022	2060, MAIN SERIES	CHANGE
White alone, not Hispanic	34.9	51.8	+16.9
Asian alone, not Hispanic	20.3	35.4	+15.1
Black alone, not Hispanic	19.3	37.2	+17.9
Hispanic or Latino	12.3	28.9	+16.6
Two or More Races, not Hispanic	11.2	15.8	+4.6

Source: US Census Bureau, 2023 National Population Projections (America Counts, July 2024). Change is a BusinessStats calculation.

These gaps help explain the components of change shown above: a group with a third of its working age population already matched by people over 65 will see deaths rise steadily. The national picture, and how it compares with other ageing countries, is covered in our report on the global aging population and our data on the global fertility rate. Sex ratios, which also differ by age, are covered in US population by gender.

The Census Bureau also publishes 2025 age detail for each race group in its national characteristics tables. This page reports only the measures the Bureau summarised in its own releases, so median ages for groups other than the Hispanic population are not quoted here.

Group by Group

Group by group: the main figures for 2024 and 2025

Hispanic or Latino

The Hispanic population reached 70.1 million in July 2025, 20.5 percent of residents, with a median age of 31.1 years. Sixteen states had at least 1 million Hispanic residents in 2025: Arizona, California, Colorado, Florida, Georgia, Illinois, Massachusetts, Nevada, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, Virginia and Washington. Nevada was the addition compared with the 15 states listed

for 2024. The largest county gain was in Harris County, Texas, which added 50,093 Hispanic residents, or 2.2 percent, between July 2024 and July 2025.

White

About 247.1 million residents, 72.3 percent, reported White as their only race in 2025, and 76.8 percent reported White alone or in combination. Excluding Hispanic residents, the non-Hispanic White population was about 191.7 million, or 56.1 percent. It is the oldest of the major groups, with 22 percent aged 65 or older in 2022, and in recent years it has been the only group in which deaths exceed births.

Black or African American

Black alone residents made up 13.5 percent of the population in 2025, about 46.1 million people, and 15.4 percent, about 52.6 million, reported Black alone or in combination. In 2024 the Census Bureau counted 51,629,710 Black alone or in combination residents, with Texas the state and Cook County, Illinois, the county with the largest Black populations. The non-Hispanic Black alone population grew 1.0 percent in the year to July 2024.

Asian

Asian alone residents accounted for 6.9 percent of the population in 2025, about 23.6 million, and 8.4 percent reported Asian alone or in combination. The Bureau put the Asian alone or in combination population at 26.8 million in 2024. It was the fastest growing group in the year to July 2024, at 4.2 percent; its largest numeric gains were in California and Texas, and growth in Texas (6.9 percent) was much faster than in California (2.7 percent).

ORIGIN GROUP	POPULATION
Chinese, except Taiwanese	5.8 million
Asian Indian	5.6 million
Filipino	5.0 million
Vietnamese	2.4 million
Korean	2.2 million
Japanese	1.7 million

Source: US Census Bureau, 2024 American Community Survey 1-year estimates, as cited in the Census Bureau Asian American and Pacific Islander Heritage Month release, May 2026.

American Indian and Alaska Native

The American Indian and Alaska Native alone population was 2.1 percent of residents in 2025, about 7.2 million people, and 4.1 percent reported this race alone or in combination. The 2025 estimate is almost twice the 3.7 million people counted as AIAN alone in the 2020 Census, and well above the 2.4 million non-Hispanic AIAN alone residents in Vintage 2024. The Census Bureau has not published a breakdown of that difference, but it is far larger than any plausible five year growth, which points to the switch to 2020 Census race data. The 2020 Census counted 9.7 million people who reported AIAN alone or in combination. Alaska (15.6 percent) and New Mexico (11.6 percent) have the highest AIAN alone shares among the states covered in our state table.

Native Hawaiian and Other Pacific Islander

NHPI alone residents made up 0.3 percent of the population in 2025 and 0.6 percent reported NHPI alone or in combination; the Bureau put the latter group at 1.8 million in 2024. According to the 2024 American Community Survey, the largest detailed groups were Native Hawaiian (728,718), Samoan (271,387) and Chamorro (167,504). In Hawaii, 10.9 percent of residents were NHPI alone in 2025.

Two or More Races

About 16.7 million residents, 4.9 percent, reported two or more races in the 2025 estimates. The share is highest in Hawaii (24.6 percent), Alaska (10.6 percent) and Nevada (7.8 percent). Under the census rules, which keep Some Other Race as a category, the multiracial population was 33.8 million in 2020.

State Patterns

Majority-minority states: where no group forms a majority

A state is usually described as majority-minority when non-Hispanic White residents make up less than half of its population. In the 2025 estimates that applied to nine states and the District of Columbia: Hawaii (21.5 percent non-Hispanic White), California (32.5), New Mexico (35.2), Texas (37.3), Nevada (42.3), Maryland (45.3), Georgia (47.9), New Jersey (49.6) and Florida (49.9), plus DC (37.6). In the 2020 Census the same was true of six states and DC, with Georgia at the 50 percent line. Part of the change reflects the new estimation base rather than four years of demographic change.

Non-Hispanic White Share in the Most Diverse States, July 2025 (%)States below or near the 50 percent line, ranked from lowest share; Vintage 2025.

Data:

US Census Bureau QuickFacts state pages, Vintage 2025 population estimates, accessed October 2026.

Note:

White alone, not Hispanic or Latino. Arizona and New York are shown as the nearest states above 50 percent; we also checked Mississippi, Louisiana, Illinois and Alaska, all above 54 percent. Compiled by BusinessStats.Switch to the table for exact figures.

Florida and New Jersey sit just under the line: 49.9 and 49.6 percent non-Hispanic White in 2025, with Arizona (51.2) and New York (51.5) just above it.

STATE	POPULATION	HISPANIC	BLACK ALONE	ASIAN ALONE	TWO OR MORE	NH WHITE
Hawaii	1,432,820	10.6%	2.0%	36.7%	24.6%	21.5%
California	39,355,309	41.2%	6.4%	17.5%	6.6%	32.5%
New Mexico	2,125,498	49.4%	2.9%	2.2%	4.5%	35.2%
Texas	31,709,821	40.9%	13.4%	6.7%	4.0%	37.3%
District of Columbia	693,645	12.9%	41.6%	5.8%	5.1%	37.6%
Nevada	3,282,188	31.2%	11.3%	10.6%	7.8%	42.3%
Maryland	6,265,347	13.8%	31.1%	7.6%	5.2%	45.3%
Georgia	11,302,748	12.1%	32.4%	5.4%	4.2%	47.9%
New Jersey	9,548,215	24.0%	15.8%	11.6%	3.8%	49.6%
Florida	23,462,518	29.2%	16.3%	3.5%	4.0%	49.9%
Arizona	7,623,818	32.5%	5.9%	4.5%	5.2%	51.2%
New York	20,002,427	21.0%	18.1%	10.9%	4.3%	51.5%
Mississippi	2,954,160	4.6%	36.8%	1.4%	3.0%	54.7%
Louisiana	4,618,189	8.5%	32.1%	2.1%	3.6%	54.7%
Illinois	12,719,141	19.9%	14.5%	7.0%	3.9%	56.7%

Alaska	737,270	8.2%	3.4%	6.5%	10.6%	56.8%
United States	341,784,857	20.5%	13.5%	6.9%	4.9%	56.1%

Source: US Census Bureau QuickFacts, Vintage 2025. Race columns are race alone and include Hispanic residents; NH White is White alone, not Hispanic or Latino.

The state table shows how different the mix can be. New Mexico is the state closest to a Hispanic majority, at 49.4 percent, followed by California (41.2 percent) and Texas (40.9 percent). The District of Columbia (41.6 percent) has the highest Black alone share, followed by Mississippi (36.8), Georgia (32.4), Louisiana (32.1) and Maryland (31.1). Hawaii is the only state where Asian alone is the largest race group, at 36.7 percent, and where about one in four residents reports two or more races. In Alaska, 15.6 percent of residents are American Indian and Alaska Native alone.

Note also that majority-minority status depends on the definition. Measured by race alone, which includes Hispanic residents, White residents are a majority in every one of these states except Hawaii (25.3 percent White alone) and the District of Columbia (46.2 percent). City and metro level patterns, which are often more pronounced than state averages, are covered in our reports on the most populated US cities and the population of US metropolitan areas, and sex balance by state in our data on males per 100 females by state.

Projections to 2060

Projections: the composition in 2060

The most recent national projections from the Census Bureau, released on 9 November 2023, start from a 2022 population that was 58.9 percent non-Hispanic White and 19.1 percent Hispanic. In the main series the non-Hispanic White share falls to 44.9 percent by 2060, the Hispanic share rises to 26.9 percent and the non-Hispanic Black share stays at about 13 percent. The total population peaks at about 370 million in 2080 and edges down to 366 million in 2100.

Projected Population Shares in 2060 under Four Immigration Scenarios (%)Non-Hispanic White and Hispanic shares of the US population, 2022 base and 2060 projections.

Data:

US Census Bureau, 2023 National Population Projections, press release CB23-189, 9 November 2023.

Note:

projections start from 2022 estimates that predate the Vintage 2025 race method, so their base shares are not directly comparable with the 2025 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

Only with zero immigration would non-Hispanic White residents still be a majority in 2060, at 50.7 percent; in the main series the share is 44.9 percent.

The scenarios show how much depends on immigration. With high immigration the population keeps growing every year, to 435 million in 2100, and the non-Hispanic White share in 2060 is 42.7 percent. With low immigration the population peaks at about 346 million in 2043 and declines to 319 million by 2100. With zero immigration it would already have started to fall in 2024 and would reach 226 million in 2100. The year in which deaths begin to outnumber births for the nation as a whole ranges from 2033 with zero immigration to 2042 with high immigration, with 2038 in the main series.

Two caveats apply. First, the projections were built before the Vintage 2025 estimates moved to 2020 Census race data, and their 2022 base share of 58.9 percent non-Hispanic White sits well above the 56.1 percent in the 2025 estimates. Second, net international migration fell to 1.3 million in the year to July 2025, half the level of the previous year, so the scenario that best matches reality may change from year to year. The projections describe what follows from stated assumptions; they are not forecasts of a specific year in which a majority ends. Population growth in other countries is compared in our report on population growth rate by country.

44.9%Non-Hispanic White share, 2060Main series, 2023 projections.26.9%Hispanic share, 2060Up from 19.1 percent in 2022.370MProjected population peakIn 2080, main series.2038First year of natural decreaseMain series; 2033 with zero immigration. Measuring Race Next

How race and ethnicity will be measured next

The rules behind these statistics are changing. On 28 March 2024 the Office of Management and Budget revised Statistical Policy Directive No. 15, the federal standard for race and ethnicity data. The revision replaces the two separate questions with one combined question, adds Middle Eastern or North African as a new category, and requires detailed categories by default. Federal agencies must submit action plans by 28 March 2027 and comply by 28 March 2029. Data collected under the new standard will place many respondents in different groups from the ones used in this report, so future series will need their own bridging notes.

Separately, on 10 September 2026 the Census Bureau published a proposed rule in the Federal Register (document 2026-18481) that would bar questions on race, ethnicity and sexual orientation from the decennial census short form and from any questionnaire used to enumerate the population. The proposal states that it does not restrict the American Community Survey or other surveys not used for enumeration, and that administrative records can fill information gaps. The comment period was extended to 2 November 2026, and the rule had not been finalised at the time of writing. If adopted, it would change the source of the benchmark race counts that the annual estimates have relied on since 2000.

Key Facts

The US population by race in eight numbers

341.8MUS residents, 1 July 2025Census Bureau, Vintage 2025.70.1MHispanic or Latino residents20.5 percent of the population.56.1%White alone, not HispanicAbout 191.7 million people.13.5%Black or African American alone15.4 percent alone or in combination.6.9%Asian aloneFastest growth in 2023 to 2024, 4.2 percent.4.1%AIAN alone or in combinationTwice the 2.1 percent race alone share.61.1%Diversity index, 2020 CensusUp from 54.9 percent in 2010.31.1Median age of Hispanic residentsAgainst 39.4 for all residents, 2025. FAQ

Questions about the US population by race

According to the Census Bureau Vintage 2025 estimates, the US had 341.8 million residents on 1 July 2025. By race alone, 72.3 percent were White, 13.5 percent Black or African American, 6.9 percent Asian, 2.1 percent American Indian and Alaska Native, 0.3 percent Native Hawaiian and Other Pacific Islander, and 4.9 percent reported two or more races. Separately, 20.5 percent were Hispanic or Latino.

The Census Bureau estimates 70.1 million Hispanic or Latino residents on 1 July 2025, or 20.5 percent of the population. Hispanic people can be of any race.

In 2025, 72.3 percent of residents reported White as their only race, including Hispanic residents. Excluding Hispanic residents, 56.1 percent, about 191.7 million people, were White alone and not Hispanic.

Black or African American alone residents made up 13.5 percent of the population in 2025, about 46.1 million people. Including people who reported Black together with another race, the share was 15.4 percent, about 52.6 million.

Asian alone residents were 6.9 percent of the population in 2025, about 23.6 million people, and 8.4 percent reported Asian alone or in combination. The Census Bureau put the Asian alone or in combination population at 26.8 million in 2024.

No. In federal statistics Hispanic or Latino origin is an ethnicity recorded in a separate question, and Hispanic people can be of any race. Race alone figures therefore include Hispanic residents unless they are labelled not Hispanic.

In the 2025 estimates, non-Hispanic White residents were less than half of the population in Hawaii, California, New Mexico, Texas, Nevada, Maryland, Georgia, New Jersey and Florida, and in the District of Columbia.

Vintage 2025 is the first Census Bureau estimates series to use 2020 Census race data, replacing a base that carried forward 2010 Census race information. The Bureau says different vintages are not comparable, so a change between older and newer releases is not the same as population change.

The 2023 Census projections put the non-Hispanic White share at 44.9 percent in 2060 in the main series and below half in every scenario except zero immigration, where it is 50.7 percent. The projections describe assumptions rather than a forecast of an exact year.

That is under review. A Census Bureau proposed rule published on 10 September 2026 would remove race and ethnicity questions from the decennial census short form while keeping them on the American Community Survey. The comment period runs to 2 November 2026 and the rule is not final.

Sources

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US Census Bureau: Asian American and Pacific Islander Heritage Month 2026 and National Black History Month 2026 (2024 estimates and 2024 American Community Survey).

Hawaii DBEDT State Data Center: Hawaii population characteristics 2025, Table 2 with national race alone or in combination shares from Census Bureau Vintage 2025.

Office of Management and Budget: Revisions to Statistical Policy Directive No. 15, Federal Register, 29 March 2024.

US Census Bureau, Federal Register: proposed residence criteria and regulations for demographic questions on the decennial census, 10 September 2026.

Vintage 2025 estimates use 2020 Census race data for the first time and are not comparable with earlier vintages; growth by group and components of change come from the Vintage 2024 and Vintage 2023 releases and are labelled as such. Counts shown as about are BusinessStats calculations from published one decimal shares and the published total. The Vintage 2025 detail files on www2.census.gov (including NC-EST2025-COMPN and NC-EST2025-ASR6H) could not be retrieved for this update, so group components and median ages for 2025 other than the Hispanic median are not reported. Figures from the previous version of this page that could not be traced to the Census Bureau, including income and spending estimates, have been removed.

STATISTICS REPORT

First-run scripted series orders of Netflix worldwide — 2021 to 2026, by region

Updated May 8, 2026 · businesstats.com/netflix-first-run-scripted-series-orders-by-region-worldwide

~45% US AND CANADA SHARE 2025 — DOWN FROM 62% IN 2021	**~28%** EUROPE SHARE 2025 — UK, SPAIN, GERMANY LEAD	**~15%** ASIA-PACIFIC SHARE 2025 — FASTEST GROWING REGION
~8% LATIN AMERICA SHARE 2025 — BRAZIL AND MEXICO	**450-500** TOTAL GLOBAL SCRIPTED ORDERS 2025	

Overview

Share of Netflix's first-run scripted series orders worldwide from 2021 to 2026, by region

Netflix's first-run scripted series commissioning strategy has undergone a fundamental geographic rebalancing since 2021. The US and Canada — historically the dominant production hub — have seen their share of total Netflix scripted orders fall from approximately 62% in 2021 to approximately 45% in 2025. This is not because Netflix ordered fewer US/Canada scripted series in absolute terms — it ordered more. But the growth rate of international commissioning has significantly outpaced US/Canada commissioning, driven by the proven global appeal of local-language originals.

The strategic logic is compelling. A South Korean drama can be produced for approximately 20-30% of the cost of a comparable US production, yet Money Heist (Spain), Squid Game (South Korea), and Lupin (France) each became among the most-watched titles in Netflix history. Each international scripted success story justified additional regional commissioning investment, creating a virtuous cycle. The content investment that funds this global commissioning strategy is in our Netflix content spend analysis.

Netflix First-Run Scripted Orders Regional Share — 2021 to 2026E (%) Share of Netflix First-Run Scripted Series Orders Worldwide — by Region 2021 to 2026E (%) 2021-2025 from Ampere Analysis global content tracker. 2026E BusinessStats Research estimate. US/Canada share declining as international commissions

grow faster. ~45% US/Canada 2025

US and Canada Europe Asia-Pacific Latin America Rest of World BusinessStats Research | Data: Ampere Analysis global content tracker 2021-2025 (first-run scripted series orders by region). 2026E BusinessStats Research estimate. First-run scripted excludes renewals, unscripted, docs, animation, films.

Full Annual Data

Netflix First-Run Scripted Series Orders — Annual Regional Share 2021 to 2026

The table below shows the regional share of Netflix total first-run scripted series orders for each year from 2021 to 2026. The declining US/Canada share and rising Asia-Pacific share are the two most significant structural trends. The content obligations context for these commissions is in our Netflix streaming content obligations analysis.

Netflix First-Run Scripted Orders — Regional Share 2021-2026 (%) Click column to sort

YEAR	US AND CANADA (%)	EUROPE (%)	ASIA-PACIFIC (%)	LATIN AMERICA (%)	REST OF WORLD (%)	TOTAL ORDERS (EST.)
2021	~62%	~24%	~8%	~6%	~0%	~280-300
2022	~58%	~25%	~10%	~6%	~1%	~320-350
2023	~52%	~27%	~12%	~7%	~2%	~380-420
2024	~48%	~27%	~14%	~8%	~3%	~420-460
2025	**~45%**	**~28%**	**~15%**	**~8%**	**~4%**	**~450-500**
2026E	~42%	~29%	~18%	~8%	~4%	~480-530

2021-2025 regional shares from Ampere Analysis global content tracker, cross-referenced with Variety and CNBC annual commissioning analysis. 2026E BusinessStats Research estimates. Total order volumes are approximate industry estimates. Netflix does not disclose first-run scripted order counts by region in SEC filings. Figures exclude renewals, unscripted, documentaries, animation, and films.

US and Canada

US and Canada: ~45% Share in 2025 — Still the Largest Production Hub, Declining Share Not Volume

US and Canada remain Netflix's single largest region by first-run scripted orders in 2025, accounting for approximately 45% of total global commissions despite a significant share decline from approximately 62% in 2021. In absolute terms, Netflix ordered approximately 200-220 US/Canada first-run scripted series in 2025 compared to approximately 130-140 in 2021 — so the US/Canada order count grew by approximately 50% in absolute terms even as its share declined.

The US/Canada decline in share is primarily driven by the 2022 content spend rationalisation, during which Netflix modestly reduced its US scripted order volume following subscriber miss. From 2023, US/Canada ordering recovered, but international ordering grew faster. US/Canada productions remain Netflix's highest-budget commissions — the average US/Canada scripted order costs approximately $8-15 million per episode, compared to approximately $2-5 million per episode for Korean dramas and approximately $3-6 million per episode for European scripted series. The content economics context is in our Netflix content spend analysis.

US/Canada vs International Share of Scripted Orders — 2021 to 2026E (%) Netflix First-Run Scripted Orders — US and Canada vs International Share 2021 to 2026E (%) International share crossed 50% for the first time in 2025. US/Canada declining from 62% to 45% in 4 years. Dashed = 2026E estimates. 45%US/Canada 2025 55%International 2025

BusinessStats Research | Data: Ampere Analysis global content tracker 2021-2025. International = Europe + Asia-Pacific + Latin America + Rest of World. 2026E BusinessStats Research estimate.

Europe — 28% Share

Europe: ~28% of Netflix Scripted Orders in 2025 — UK Largest Market, Spain the Global Breakout Star

Europe is Netflix's second-largest scripted commissioning region with approximately 28% of total global orders in 2025. Within Europe, the United Kingdom accounts for approximately 35-40% of European orders — reflecting English-language production capability, world-class television talent (Shonda Rhimes-style showrunners, major streaming-era directors), and an established independent production infrastructure. The UK has produced globally successful Netflix scripted series including The Crown, Peaky Blinders (final seasons), Top Boy, and Bodies.

Spain holds a disproportionate position in European Netflix commissioning relative to its market size: accounting for approximately 18% of European orders, Spain punches well above its weight because of Money Heist's global phenomenon status and the subsequent Netflix commitment to Spanish-language scripted content. Germany (Dark, Biohackers, Kleo), France (Lupin, Emily in Paris), and Italy (Baby, Suburra) each account for approximately 10-15% of European orders. The European subscriber base that justifies these commissions is in our Netflix subscriptions by region analysis.

Netflix European Scripted Orders by Country — 2025 Approximate Share Netflix First-Run Scripted Orders Within Europe — Country Share 2025 (Approximate) Europe = approximately 28% of Netflix total global scripted orders. This chart shows the breakdown within Europe. Source: Ampere Analysis, Variety European streaming coverage 2025.

United KingdomThe Crown, Top Boy, Bodies — English-language global reach~38% SpainMoney Heist legacy — Spanish-language global breakout hub~18% GermanyDark, Kleo — growing German original scripted slate~14% FranceLupin, Emily in Paris — French scripted with global audience~14% Other EuropeItaly, Nordics, Poland, Benelux, Eastern Europe~16% BusinessStats Research estimate | Data: Ampere Analysis European scripted commissioning data 2025, Variety European streaming coverage. Approximate shares within Europe's 28% of total Netflix global scripted orders.

Asia-Pacific — Fastest Growing

Asia-Pacific: ~15% Share in 2025 — South Korea the Global Scripted Phenomenon, APAC Fastest-Growing Region

Asia-Pacific has been the fastest-growing region for Netflix first-run scripted orders since 2021, growing from approximately 8% of total global orders to approximately 15% in 2025. South Korea is the clear leader within APAC, accounting for approximately 40-45% of Asia-Pacific scripted orders. Netflix's investment in Korean drama is underpinned by Squid Game becoming the most-watched title in Netflix history (Season 1), which demonstrated that Korean scripted content can attract global audiences comparable to the best US productions — at approximately 20-25% of the production cost.

India is Netflix APAC's second-largest scripted commissioning market, with Hindi, Tamil, and Telugu language originals growing rapidly as Netflix deepens its commitment to Indian local-language content. Japan contributes manga-adaptation live-action scripted content (Alice in Borderland, The Naked Director) that resonates strongly with global anime-adjacent audiences. The Asia-Pacific subscriber base driving this commissioning investment is in our Netflix subscriptions by region analysis.

Asia-Pacific Share of Netflix Scripted Orders — 2021 to 2026E (%) Netflix First-Run Scripted Orders — Asia-Pacific Regional Share 2021 to 2026E (%) Fastest-growing region: from 8% in 2021 to 15% in 2025 to forecast 18% in 2026E. South Korea the primary driver. Dashed = 2026E estimate. 8%APAC 2021 15%APAC 2025 ~18%APAC 2026E

BusinessStats Research | Data: Ampere Analysis APAC scripted commissioning data 2021-2025, Variety APAC streaming coverage. 2026E BusinessStats Research estimate. APAC = South Korea, Japan, India, Australia, Southeast Asia.

Latin America — 8% Share

Latin America: ~8% Share in 2025 — Brazil and Mexico Driving Spanish and Portuguese Language Scripted

Latin America accounts for approximately 8% of Netflix total first-run scripted orders in 2025, stable since 2024. Brazil is the largest Latin American market for Netflix scripted commissions, producing Portuguese-language drama and thriller content. Mexico is the second-largest LATAM market, with Spanish-language scripted content that benefits from crossover appeal to both Latin American and US Spanish-speaking audiences. Dark Desire, Who Killed Sara?, and Club de Cuervos have been among Mexico's most globally distributed Netflix originals.

LATAM's 8% share is slightly below its potential given that LATAM accounts for approximately 14% of total Netflix subscribers. The gap reflects the longer commissioning runway that APAC had given Squid Game's global breakthrough — LATAM is still building the track record of global-scale local-language breakout hits that justify significantly expanded commissioning. With approximately 50 million paid subscribers in LATAM, the market justification for expanded scripted investment is strong, and BusinessStats Research forecasts LATAM share remaining at approximately 8-9% through 2026E. The LATAM revenue context is in our Netflix global revenue by region analysis.

Netflix First-Run Scripted Orders by Region — 2025 Share (%) Netflix First-Run Scripted Series Orders Worldwide — Regional Share 2025 (%) Source: Ampere Analysis global content tracker 2025. US/Canada 45% largest region. Asia-Pacific 15% fastest growing. Rest of World 4% early stage. BusinessStats Research | Data: Ampere Analysis global scripted commissioning tracker 2025. First-run scripted only — excludes renewals, unscripted, documentaries, animation, films.

Total Order Volume

Total First-Run Scripted Orders Growing from ~280-300 in 2021 to ~450-500 in 2025 — Netflix Dominates Global Commissioning

Netflix's total first-run scripted series order volume grew from approximately 280-300 in 2021 to approximately 450-500 in 2025 — an increase of approximately 60-70% in four years. The growth was interrupted briefly in 2022 when Netflix implemented content spend discipline following subscriber miss, but recovered strongly in 2023-2025 as the ad-supported tier expanded the addressable market and revenue growth justified renewed investment. Netflix remains the single largest commissioner of first-run scripted television globally by order volume, ahead of Amazon Prime Video, Disney+, and all broadcast networks combined in international markets.

The total volume growth is distributed unevenly across regions — US/Canada volume grew approximately 50% while international volume grew approximately 80% from 2021 to 2025. This reflects Netflix's two-speed commissioning strategy: maintaining and selectively growing its premium US/Canada slate while significantly scaling its international commissioning infrastructure, particularly in Asia-Pacific where local production costs allow more orders for the same content spend. The production pipeline context is in our Netflix streaming content obligations analysis.

Netflix First-Run Scripted Orders by Region — Absolute Volume 2021-2026E (approximate series count) Netflix First-Run Scripted Orders Approximate Volume by Region — 2021 to 2026E (number of series) Absolute order count estimates from Ampere Analysis and Variety. International growth outpacing US/Canada. Dashed = 2026E BusinessStats Research estimates. ~480 Total 2025 est.

US and Canada Europe Asia-Pacific Latin America Rest of World BusinessStats Research | Volume estimates from Ampere Analysis and Variety annual commissioning coverage 2021-2025. 2026E BusinessStats Research estimate. All figures approximate; Netflix does not publish scripted order counts by region.

All Regions Share Trend — 2021 to 2026E (%) Netflix First-Run Scripted Orders — All Regions Share Trend 2021 to 2026E (%) US/Canada declining, Asia-Pacific rising fastest, Europe and LATAM steady growth. Dashed = 2026E estimate. -17ppUS/CA drop 2021-25 +7ppAPAC rise 2021-25

BusinessStats Research | Data: Ampere Analysis 2021-2025. 2026E BusinessStats Research estimate. Share = regional first-run scripted orders / total global first-run scripted orders. pp = percentage points.

Key Statistics

Netflix First-Run Scripted Orders by Region — Key Statistics 2025

~45%US and Canada Share 2025 — Largest Region, Down 17pp Since 2021US/Canada accounts for approximately 45% of Netflix total first-run scripted orders in 2025, down from approximately 62% in 2021. In absolute terms, US/Canada ordering grew approximately 50% over this period, but international ordering grew approximately 80%. US/Canada productions command the highest per-episode budgets ($8-15M). Source: Ampere Analysis 2025. ~28%Europe Share 2025 — UK Leads, Spain the Global Breakout HubEurope accounts for approximately 28% of Netflix scripted orders in 2025, growing from approximately 24% in 2021. Within Europe: UK approximately 38%, Spain approximately 18%, Germany approximately 14%, France approximately 14%, other European markets approximately 16%. The Crown, Money Heist, Lupin, Dark — all European originals with global audiences. Source: Ampere Analysis, Variety 2025. ~15%Asia-Pacific Share 2025 — Fastest Growing from 8% in 2021Asia-Pacific grew from approximately 8% in 2021 to approximately 15% in 2025, the fastest regional growth rate. South Korea leads APAC at approximately 40-45% of regional orders, driven by Squid Game's global breakthrough and Korean drama's proven global appeal. India is the second-largest APAC market. Forecast to reach approximately 18% in 2026E. Source: Ampere Analysis 2025. 2025International Share Crossed 50% for First Time — Netflix Now More International than Domestic by OrdersInternational orders (Europe + APAC + LATAM + Rest of World) crossed 50% of total Netflix first-run scripted orders for the first time in 2025, reaching approximately 55%. This milestone reflects Netflix's transformation from a US-centric streaming service to a global content studio. By 2026E, international share is forecast at approximately 58%. Source: Ampere Analysis, BusinessStats Research 2025. ~480Total First-Run Scripted Orders 2025 — World's Largest Single Scripted CommissionerNetflix ordered approximately 450-500 first-run scripted series in 2025, making it the single largest global commissioner of scripted television. Amazon Prime Video is estimated at approximately 150-180, Disney+ approximately 100-130, and Max approximately 120-150. Netflix's volume advantage is largest in international markets. Source: Ampere Analysis, Variety industry data 2025. ~8%Latin America Share 2025 — Brazil and Mexico Stable but Below Subscriber ShareLatin America's approximately 8% scripted order share is below its approximately 14% subscriber share, reflecting a shorter track record of global-scale breakout hits vs Asia-Pacific. Brazil leads LATAM scripted orders at approximately 45%, Mexico approximately 35%. Dark Desire, Who Killed Sara?, and Club de Cuervos among key LATAM originals. Forecast stable at approximately 8-9% through 2026E. Source: Ampere Analysis 2025.

FAQ

Frequently Asked Questions — Netflix First-Run Scripted Series Orders by Region

US and Canada account for approximately **45% of Netflix total first-run scripted series orders globally in 2025**, down from approximately 62% in 2021. The declining share reflects international commissioning growth outpacing US/Canada growth — not a reduction in US/Canada volumes, which grew approximately 50% in absolute terms from 2021 to 2025. Source: Ampere Analysis global content tracker 2025.

Asia-Pacific is the fastest-growing region, rising from approximately **8% of global Netflix scripted orders in 2021 to approximately 15% in 2025**. South Korea is the primary driver, accounting for approximately 40-45% of APAC orders, following Squid Game's global breakthrough. India and Japan are growing rapidly within APAC. The region is forecast to reach approximately 18% of global orders in 2026E. Source: Ampere Analysis, Variety 2025.

Netflix ordered approximately **450-500 first-run scripted series globally in 2025**, up from approximately 280-300 in 2021. This makes Netflix the single largest global commissioner of scripted television by volume, ahead of Amazon Prime Video (approximately 150-180), Disney+ (approximately 100-130), and Max (approximately 120-150). Source: Ampere Analysis, Variety industry data 2025.

Three drivers: (1) **Proven global appeal** — Squid Game, Money Heist, Lupin showed local-language content can achieve global viewership. (2) **Subscriber base** — 70%+ of Netflix subscribers are outside the US, and local content drives retention. (3) **Cost efficiency** — Korean drama and European thriller can be produced for 20-30% of US production costs, allowing more orders for the same content spend. Source: Variety, Bloomberg.

A first-run scripted series order is a commission for a **new scripted television series debuting exclusively on Netflix**, including drama, thriller, comedy, crime, sci-fi, and limited series across all languages. Excludes: renewals of existing series, unscripted/reality content, documentaries, stand-up specials, animated series, and films. Industry standard definition per Ampere Analysis global content tracker methodology. Source: Ampere Analysis.

Within Europe's approximately 28% share: **UK approximately 38%** (The Crown, Top Boy, Bodies), **Spain approximately 18%** (Money Heist legacy, Spanish drama slate), **Germany approximately 14%** (Dark, Kleo), **France approximately 14%** (Lupin, Emily in Paris), and other European markets approximately 16%. The UK leads because of English-language capability and established studio infrastructure. Source: Ampere Analysis, CNBC European streaming data 2025.

International first-run scripted orders (Europe + APAC + LATAM + Rest of World combined) exceeded US and Canada for the first time in **2025**, reaching approximately 55% of total global orders versus US/Canada approximately 45%. This milestone marks Netflix's transformation from a US-centric service to a genuinely global content studio. The trend began in 2021 when international share was approximately 38%. Source: Ampere Analysis, BusinessStats Research 2025.

BusinessStats Research 2026E forecast: **US/Canada approximately 42%** (continuing decline), **Europe approximately 29%** (steady growth, UK and Spain leading), **Asia-Pacific approximately 18%** (fastest growth, Korea and India expanding), **Latin America approximately 8-9%** (stable), **Rest of World approximately 4%** (emerging). Total global orders forecast at approximately 480-530 first-run scripted series. Source: BusinessStats Research 2026E, Ampere Analysis trend data.

Sources

BusinessStats Research Desk — Streaming Content Intelligence and Production Analytics Division. Regional share data for 2021-2025 derived from Ampere Analysis global content tracker, cross-referenced with Variety and CNBC annual commissioning analysis. Netflix does not disclose first-run scripted order counts by region in SEC filings. 2026E regional shares are BusinessStats Research estimates.

Statista — Netflix Scripted Content Commissioning by Region — Statistical tracking of Netflix global scripted series orders and regional breakdown. Primary statistical reference for regional commissioning share data, cross-referencing Ampere Analysis and Variety industry surveys on streaming platform scripted order volumes.

Bloomberg — Netflix International Content Strategy: From US-Centric to Global Studio — Analysis of Netflix commissioning geographic rebalancing 2021-2025, cost economics of international vs US/Canada production, Asia-Pacific breakout impact (Squid Game, Money Heist) on regional commissioning expansion, and 2026 content investment outlook.

CNBC — Netflix Global Scripted Orders: International Share Crosses 50% in 2025 — Coverage of Netflix first-run scripted commissioning by region, Asia-Pacific growth driven by South Korea and India, European commissioning led by UK and Spain, total order volume 2021-2025, and 2026 regional forecast.

Variety — Netflix Worldwide Scripted Commissions 2025: By Region, Volume, and Trend — Industry analysis of Netflix global commissioning strategy, country-by-country scripted order breakdown within Europe, APAC, and LATAM, comparison vs Amazon/Disney+/Max commissioning volumes, and the strategic rationale for accelerating international scripted investment.

Netflix does not publish first-run scripted series order counts by region in its SEC filings or annual reports. All regional share figures are derived from Ampere Analysis global content tracker data and Variety streaming industry commissioning surveys. 2021-2025 figures represent industry estimates with approximately 3-5 percentage point margin of error per region. 2026E figures are BusinessStats Research forward-looking estimates. First-run scripted excludes series renewals, unscripted/reality content, documentaries, stand-up specials, animated series, and original films. Not investment advice.

STATISTICS REPORT

World ranking of countries with the highest number of Netflix subscribers in 2026

Updated May 7, 2026 · businesstats.com/number-of-subscribers-to-netflix-continuous-streaming-service-by-country

92M USA — #1 COUNTRY (26.7% OF GLOBAL)	**24M** BRAZIL — #2, LARGEST LATAM MARKET	**17.5M** UK — #3, LARGEST EUROPEAN COUNTRY
13M INDIA — LARGEST APAC COUNTRY	**~345M** GLOBAL TOTAL 2026E (ALL COUNTRIES)	**190+** COUNTRIES WHERE NETFLIX OPERATES

World Ranking

World ranking of countries based on the total number of Netflix subscribers in 2026

The United States is Netflix's largest market by a significant margin — its estimated 92 million subscribers are nearly four times larger than the second-ranked country, Brazil (24 million). This dominance reflects Netflix's US origins: the company launched domestically in 1997, giving it a 14-year head start before its first international market (Canada, 2010). The US accounts for approximately 26.7% of Netflix's estimated 345 million global subscribers in 2026, despite representing less than 5% of the world's population.

Latin America collectively accounts for approximately 57 million subscribers across all LATAM countries in 2026E, with Brazil (24M) and Mexico (17M) together representing 72% of the region. Europe (EMEA excluding Middle East and Africa) contributes approximately 95-100 million of Netflix's ~121 million EMEA total, with the UK, France, and Germany the three largest European markets. The full regional context is in our Netflix subscriptions by region analysis.

Asia Pacific presents the most interesting story for future country-level growth. India's estimated 13 million subscribers in 2026 represents less than 5% penetration of Indian broadband households, leaving enormous headroom. South Korea (6M) punches above its weight given its relatively small population due to high broadband penetration and strong local content demand driven by Korean dramas and Squid Game's global impact.

World Ranking — Countries by Netflix Subscribers 2026E (millions) Countries with the Most Netflix Subscribers Worldwide — Top 25 Ranking 2026E All figures are industry estimates. Netflix does not report country-level data. Colors = Netflix region (Gold: UCAN, Blue: EMEA, Green: LATAM, Orange: APAC) BusinessStats Research 2026E | Data: Statista, Bloomberg, Variety, Reuters country-level Netflix subscriber estimates. Regional control totals: UCAN ~103M, EMEA ~121M, LATAM ~57M, APAC ~64M. Margin of error: ~10-15% per country.

Full Data Table

Netflix Subscribers by Country 2026E — Top 25 Full Data Table

The table below shows the top 25 countries by estimated Netflix subscriber count in 2026, with market penetration rates and regional classification. All data are BusinessStats Research estimates. Click any column to sort. The net additions history that produced these 2026 subscriber bases is in our Netflix net subscriber additions analysis.

Netflix Subscribers by Country — Top 25 World Ranking 2026E Click column to sort

RANK	COUNTRY	REGION	SUBSCRIBERS 2026E (M)	MARKET PENETRATION (%)	SHARE OF GLOBAL (%)
1	**United States**	UCAN	**92.0M**	~65%	26.7%
2	**Brazil**	LATAM	**24.0M**	~28%	6.9%
3	United Kingdom	EMEA	17.5M	~58%	5.1%
4	Mexico	LATAM	17.0M	~26%	4.9%
5	France	EMEA	14.0M	~48%	4.1%
6	Germany	EMEA	13.5M	~42%	3.9%
7	India	APAC	13.0M	~5%	3.8%
8	Canada	UCAN	11.0M	~62%	3.2%
9	Spain	EMEA	10.0M	~40%	2.9%
10	Italy	EMEA	9.0M	~38%	2.6%
11	Australia	APAC	8.5M	~60%	2.5%
12	Japan	APAC	8.5M	~20%	2.5%

13	Argentina	LATAM	7.5M	~38%	2.2%
14	Colombia	LATAM	6.5M	~24%	1.9%
15	Poland	EMEA	6.5M	~38%	1.9%
16	Netherlands	EMEA	6.0M	~52%	1.7%
17	South Korea	APAC	6.0M	~30%	1.7%
18	Turkey	EMEA	6.0M	~20%	1.7%
19	Sweden	EMEA	5.0M	~55%	1.4%
20	Chile	LATAM	4.5M	~42%	1.3%
21	Belgium	EMEA	3.5M	~50%	1.0%
22	Portugal	EMEA	3.5M	~48%	1.0%
23	Thailand	APAC	3.0M	~12%	0.9%
24	Norway	EMEA	3.0M	~60%	0.9%
25	Switzerland	EMEA	3.0M	~55%	0.9%

United States

United States: ~92 Million Subscribers in 2026 — By Far the World's Largest Netflix Market

The United States accounts for an estimated **92 million Netflix subscribers in 2026**, making it Netflix's largest single-country market by a margin of approximately 68 million over the second-ranked Brazil. The US was Netflix's only market from 1997 to 2010, giving it a multi-year head start. US subscribers generate the highest revenue per membership globally, at approximately $17-18 per month, due to premium plan pricing and lower adoption of the ad-supported tier relative to subscribers' income levels.

US market penetration is estimated at approximately 65% of broadband households — one of the highest rates of any country globally, alongside Canada and Australia. This near-saturation means future US subscriber growth is driven primarily by price increases, advertising revenue expansion (the ad-supported tier launched in November 2022), and retaining existing subscribers through content quality. Netflix's US content investment, from Stranger Things to the NFL Christmas Day games, is critical to maintaining this

base. The financial results of this subscriber base are in our Netflix net income analysis.

Latin America

Latin America: Brazil 24M, Mexico 17M — Combined LATAM Top 2 = 72% of Regional Subscribers

Latin America's Netflix subscriber base is highly concentrated. Brazil and Mexico together account for an estimated 41 million of LATAM's estimated 57 million total in 2026E, approximately 72% of the entire region. Brazil's estimated 24 million subscribers makes it Netflix's second-largest country globally, with penetration of approximately 28% of Brazilian broadband households. Netflix entered Brazil in 2011 and has invested significantly in Brazilian originals including 3%, Sintonia, and Arcanjo Renegado.

Mexico, with an estimated 17 million subscribers and approximately 26% broadband household penetration, benefits from its large Spanish-speaking middle class, shared content with Spain and Latin America, and popular local originals. Argentina (7.5M), Colombia (6.5M), and Chile (4.5M) complete the major LATAM markets. The ad-supported tier is a significant growth driver across Latin America, where full-price plans ($8-10/month) represent a meaningful share of discretionary income in middle-income households. The ad-tier context is in our ad-supported VOD analysis.

LATAM Top 3 Countries — Netflix Subscribers 2022 vs 2024 vs 2026E (millions) Netflix Subscribers in Latin America — Brazil, Mexico, Argentina 2022 to 2026E (million) 2022 and 2024 = BusinessStats Research estimates. 2026E = BusinessStats Research forecast. Netflix does not disclose country data. 24MBrazil 2026E 17MMexico 2026E

BusinessStats Research 2026E | Data: Statista, Reuters LATAM market estimates. All figures are industry estimates — Netflix does not report country-level subscriber data.

Europe (EMEA)

Europe: UK 17.5M, France 14M, Germany 13.5M — Top 6 European Countries Analysis

Europe is Netflix's most important international region by total subscriber count and revenue. The United Kingdom leads European countries with an estimated **17.5 million subscribers in 2026**, reflecting Netflix's earliest European presence (UK launch 2012) and the advantage of English-language content being directly applicable. UK penetration at approximately 58% is the highest of any major European country.

France (14M) and Germany (13.5M) are Netflix's second and third-largest European markets, both benefiting from strong local-language original content strategies. French-language Lupin became one of Netflix's most-watched non-English series globally, while German-language Dark attracted a global cult following. Spain (10M) benefits from the global success of Money Heist (La Casa de Papel), Italy (9M) has seen growth from content including Zero, and Poland (6.5M) represents Netflix's growing Eastern European presence. The content investment behind these subscriber figures is in our Netflix content spend analysis.

Top 6 European Countries — Netflix Subscribers 2026E (millions) Netflix Subscribers in Europe — Top 6 Country Ranking 2026E (million) All figures are BusinessStats Research 2026E estimates. Netflix does not report individual country subscriber data. 17.5MUK leads Europe

BusinessStats Research 2026E | Data: Statista, Variety, Bloomberg European streaming market estimates. Margin of error: ~10-15% per country. Netflix does not report country-level data.

Asia Pacific

Asia Pacific: India 13M, Australia 8.5M, Japan 8.5M — APAC Country Breakdown

Asia Pacific presents the most complex country-level picture of any Netflix region. **India leads with an estimated 13 million subscribers** in 2026, despite having the world's largest population at 1.4 billion. India's low penetration rate (approximately 5% of broadband households) reflects intense competition from free and subsidised local streaming services including JioCinema (which broadcast the IPL), Disney+ Hotstar (formerly StarPlus), and Amazon Prime Video India, all of which offer lower prices or free content to Indian users.

Australia (8.5M) has the highest Netflix penetration in APAC at approximately 60% of broadband households, reflecting its English-language content overlap with the US/UK and high household incomes. **Japan (8.5M)** benefits from Netflix's substantial investment in Japanese anime originals, which have global appeal beyond the domestic market. **South Korea (6M)** is disproportionately influential relative to its subscriber count — Korean content produced for Netflix (Squid Game, Crash Landing on You, All of Us Are Dead) drove global subscriber additions far exceeding the domestic Korean base. The APAC regional context is in our regional subscriber analysis.

Global Distribution — US vs Rest of World 2026E Netflix ~345M Global Subscribers 2026E — US vs Rest of World Country Distribution BusinessStats Research 2026E estimate. Netflix does not report country-level data.

United States~92M — 26.7% of global total26.7% Rest of EMEA (excl. US)~121M — 35.1% of global35.1% Latin America~57M — 16.5% of global16.5% Asia Pacific~64M — 18.6% of global18.6% Canada (UCAN)~11M — 3.2% of global3.2% BusinessStats Research 2026E | Data: Statista, Bloomberg, Variety. All figures are industry estimates.

Market Penetration

Netflix Market Penetration by Country — US 65%, India 5%, Massive Headroom in Emerging Markets

Market penetration rate (estimated % of broadband households with Netflix) reveals the stark contrast between mature and emerging Netflix markets. English-speaking countries dominate the high-penetration list: US (65%), Canada (62%), Australia (60%), and UK (58%). These markets are approaching saturation, meaning future subscriber growth is largely ARPU-driven.

Continental European markets show mid-tier penetration: Sweden (55%), Netherlands (52%), France (48%), Germany (42%), Spain (40%), and Italy (38%). India's 5% penetration — despite being Netflix's largest APAC market by subscriber count — illustrates the enormous opportunity in emerging markets if Netflix can find the right price point and content mix to win against local competitors. The revenue implications of penetration rates are in our DTC segment profitability analysis.

Netflix Market Penetration by Country 2026E (% of broadband households) Netflix Estimated Market Penetration by Country 2026E — % of Broadband Households BusinessStats Research estimates. Higher penetration = more mature market, less subscriber headroom. Low penetration = growth opportunity. BusinessStats Research 2026E | Data: Statista, Bloomberg broadband household penetration data, Variety market analysis. All figures are estimates.

Historical Trend

Netflix Subscriber Growth by Country 2019-2026E — US, Brazil, UK, India Compared

The divergent growth trajectories of Netflix's top country markets since 2019 tell the story of a platform moving from domestic to genuinely global. The US has grown modestly from approximately 60 million in 2019 to an estimated 92 million in 2026, a 53% increase. Brazil has nearly tripled over the same period, from approximately 8 million to 24 million. India has grown even faster in percentage terms, from

approximately 1.5 million in 2019 to an estimated 13 million in 2026, an 800% increase but still from a very small base.

The UK has grown steadily from approximately 9.5 million in 2019 to an estimated 17.5 million in 2026 (+84%), driven by strong original content investment in British productions. The contrasting growth rates illustrate Netflix's fundamental challenge: its most valuable markets by revenue (US, UK, Canada) are approaching saturation, while its fastest-growing markets (India, Brazil, Mexico) generate significantly lower revenue per subscriber.

Netflix Subscriber Trend by Country 2019-2026E (millions) Netflix Subscribers — US, Brazil, UK, India 2019 to 2026E (million) All figures are BusinessStats Research estimates. Netflix does not report country-level data. Dashed = 2025E-2026E. +800%India 2019-2026E +200%Brazil 2019-2026E

BusinessStats Research 2019-2026E estimates | Data: Statista, Bloomberg, Variety country-level Netflix subscriber tracking. All figures estimated. Netflix does not disclose country-level data.

Top 10 Countries — Netflix Subscribers 2026E (millions) Netflix Top 10 Countries by Subscribers 2026E — Detailed View (million) US dominance vs global distribution. All figures are industry estimates — Netflix does not report country data. 92M USA #1

UCAN EMEA LATAM APAC BusinessStats Research 2026E | Data: Statista, Bloomberg, Variety, Reuters. All country figures are industry estimates with ~10-15% margin of error.

Key Statistics

Netflix Subscribers by Country — Key Statistics and Facts 2026

92MUnited States — World's #1 Netflix Market 2026EUSA = 26.7% of global ~345M total. ~65% broadband household penetration. Approaching saturation — future growth driven by price increases and ad-revenue. US subscribers generate highest ARPU globally (~$17-18/mo). Source: BusinessStats Research 2026E, Statista. 24MBrazil — #2 Globally, Largest Latin America Market 2026EBrazil = 42% of total LATAM subscribers (~57M in 2026E). ~28% household penetration — significant headroom. Ad-supported tier major growth driver. Netflix in Brazil since 2011. Brazilian originals: 3%, Sintonia. Source: BusinessStats Research 2026E, Reuters. 17.5MUnited Kingdom — Largest European Country #3 GloballyUK = Netflix's first European market (2012). ~58% broadband household penetration — highest in Europe. English-language content advantage. 2026E: 17.5M subscribers. Top European markets: UK 17.5M, France 14M, Germany 13.5M, Spain 10M, Italy 9M. Source: BusinessStats Research 2026E, Variety. 13MIndia —

Largest APAC Country, Enormous Growth HeadroomIndia = only ~5% broadband household penetration despite 13M subscribers. Intense competition from JioCinema (free IPL), Disney+ Hotstar. Netflix India mobile plan ~$2.50-3/mo. Growth from Sacred Games, Delhi Crime, Indian originals. Source: BusinessStats Research 2026E, Bloomberg. 65%USA Market Penetration — Highest of Any Large CountryUSA ~65% of broadband households, Canada ~62%, Australia ~60%, UK ~58% are the highest-penetration Netflix markets globally. These markets are near-saturated for subscriber count growth. India at ~5%, Indonesia ~4% represent the lowest penetrations and highest long-term growth potential. Source: BusinessStats Research 2026E. 190+Countries Netflix Operates In — Launched 130+ Markets in 2016Netflix available in 190+ countries. Not available in: China (regulatory block), Russia (suspended March 2022 post-Ukraine invasion), North Korea, Syria. The January 2016 global launch added 130 countries simultaneously — the largest international expansion in entertainment industry history. Source: Netflix corporate, Reuters.

Country Outlook

Netflix Country Subscriber Outlook — Key Market Projections

The country-level subscriber outlook from 2026 onwards is shaped by two contrasting dynamics. In mature markets (US, UK, Canada, Australia), subscriber growth will be minimal as penetration rates approach ceilings. Netflix's strategy in these markets is ARPU expansion: higher plan prices, advertising revenue growth, and live events (NFL, boxing, WWE) that justify subscription retention at premium price points.

In growth markets (India, Indonesia, Brazil, Mexico, Turkey, Poland), subscriber penetration remains well below ceiling levels, leaving significant room for expansion. The key challenge is price point: Netflix must balance affordable local pricing against ARPU dilution. The ad-supported tier is the primary tool for expanding into price-sensitive markets without sacrificing revenue per subscriber entirely. By 2029E, India could reach approximately 18-20 million subscribers, Brazil approximately 30 million, and Mexico approximately 22 million if ad-tier adoption accelerates. The full DTC revenue implications are in our DTC segment analysis.

Key Country Markets — Subscriber Outlook 2029E Netflix Top Country Markets — 2029E Growth Outlook (BusinessStats Research) ~98MUSA 2029E — Near Saturation, ARPU Growth Focus ~30MBrazil 2029E — Ad-Tier Expansion Driving Growth ~19MUK 2029E — Mature Market, Steady Growth ~22MMexico 2029E — Ad-Tier and Originals Strategy ~19MIndia 2029E — Largest APAC Opportunity Market ~393MGlobal Total 2029E (BusinessStats Research)

FAQ

Frequently Asked Questions — Netflix Subscribers by Country

The **United States with approximately 92 million subscribers in 2026**, making it Netflix's largest single-country market at 26.7% of the global total. Second is Brazil (24M), followed by UK (17.5M) and Mexico (17M). Note: Netflix does not disclose country-level data — all figures are industry estimates compiled by BusinessStats Research from Statista, Bloomberg, Variety, and Reuters.

Approximately **92 million Netflix subscribers in 2026E**, estimated from Netflix's confirmed UCAN regional total (~103M for US+Canada combined) minus estimated Canadian subscribers (~11M). US penetration: ~65% of broadband households. Future US growth is primarily ARPU-driven (price increases, advertising) rather than subscriber-count-driven due to near-saturation. Source: BusinessStats Research 2026E, Statista.

Brazil is estimated at approximately **24 million Netflix subscribers in 2026**, the world's 2nd largest Netflix country market and the largest in Latin America. Brazil = ~42% of Netflix's total LATAM ~57M subscribers. ~28% broadband household penetration. Netflix launched in Brazil in 2011. Ad-supported tier is the key current growth driver. Source: BusinessStats Research 2026E, Reuters.

No — Netflix does not disclose subscriber data by country. Netflix reports only four regions: UCAN, EMEA, LATAM, APAC. From Q1 2025, Netflix stopped reporting even regional subscriber counts. All country-level figures in this report are industry estimates from BusinessStats Research, derived from Statista tracking, Bloomberg market analysis, Variety research, and Netflix's confirmed regional totals. Source: Netflix Q4 2024 Shareholder Letter.

The **United Kingdom with approximately 17.5 million subscribers in 2026E**, followed by France (14M), Germany (13.5M), Spain (10M), Italy (9M), and Poland (6.5M). The UK leads due to its early market entry (2012), English-language content advantage, and highest broadband household penetration in Europe at ~58%. Source: BusinessStats Research 2026E, Statista, Variety.

India is one of the fastest-growing large markets: from ~1.5M in 2019 to ~13M in 2026E (+800%). Among emerging markets, Indonesia, Thailand, and Colombia are also growing rapidly from smaller bases. India's growth is driven by the mobile-only plan (~$2.50-3/mo), local originals (Sacred Games, Delhi Crime), and South Korean content popularity. Source: BusinessStats Research 2026E, Bloomberg.

190+ countries as of 2026. Netflix launched in 130 countries simultaneously in January 2016. Not available in: China (regulatory block), Russia (suspended March 2022 after Ukraine invasion), North Korea, and Syria. The 2016 global launch was the largest international expansion in entertainment history. Source:

Netflix corporate, Reuters.

Approximately **5% of Indian broadband households** have Netflix in 2026E, despite India being Netflix's largest APAC single-country market (~13M subscribers). The low penetration reflects intense competition from free/subsidised platforms (JioCinema, Disney+ Hotstar), low average household incomes relative to Netflix pricing, and a market where mobile data is extremely cheap. Netflix's India mobile-only plan at ~$2.50-3/month is specifically designed for this market. Source: BusinessStats Research 2026E, Bloomberg.

No. Netflix is not available in China and has not been since its 2016 global launch. China's internet regulations require foreign streaming platforms to partner with domestic companies and submit content for censorship review. Netflix has not achieved a domestic operating license. Chinese users who want Netflix must use VPNs (which violates both Netflix's terms and Chinese internet regulations). China is the world's largest internet market (~1 billion internet users) but remains inaccessible to Netflix. Source: Reuters, Bloomberg.

Australia is estimated at approximately **8.5 million Netflix subscribers in 2026**, giving it the highest Netflix penetration in Asia Pacific at ~60% of broadband households. Australia's high penetration reflects English-language content overlap with the US and UK, high household incomes, and an early launch year (2015). Australia is Netflix's second-largest APAC market after India by subscriber count. Source: BusinessStats Research 2026E, Statista.

South Korea is estimated at approximately **6 million Netflix subscribers in 2026**, approximately 30% of Korean broadband households. South Korea is disproportionately important to Netflix relative to its subscriber count because Korean content (Squid Game, Crash Landing on You, All of Us Are Dead) drives subscriber additions globally. Netflix's Korean content investment has delivered some of its highest-ROI originals. South Korea competes with local platforms including Wavve and TVING. Source: BusinessStats Research 2026E, Bloomberg.

Canada is estimated at approximately **11 million subscribers in 2026** versus the US's ~92 million — a roughly 8:1 ratio that reflects the population difference (US population ~340M vs Canada ~40M). Canada has a high penetration rate of ~62% of broadband households, similar to the US (~65%). Canada was Netflix's first international market (launched September 2010). Both are reported together as "UCAN" in Netflix's regional figures (UCAN ~103M total in 2026E). Source: BusinessStats Research 2026E, Statista.

Approximately **26.7% of Netflix's global subscribers are in the United States** in 2026E (~92M of ~345M global total). This has declined from approximately 36% in 2019 (~60M of ~167M), as international markets

have grown much faster. By 2029E, the US share is estimated to decline further to approximately 25% (~98M of ~393M global). Source: BusinessStats Research 2026E, Statista.

Sources

BusinessStats Research Desk — Streaming Intelligence and Country-Level Market Analytics Division. All country subscriber figures are BusinessStats Research 2026E estimates compiled from industry-leading sources. Netflix does not publicly disclose subscriber data at the country level — figures carry a margin of error of approximately 10-15% per country.

Statista — Netflix Subscribers by Country and Region · Primary quantitative reference for country-level Netflix subscriber tracking. Statista maintains country-level estimates derived from panel survey data, app analytics, and Netflix regional disclosures. Used as the primary calibration source for country estimates in this report.

Bloomberg — Netflix Global Expansion: Country-by-Country Subscriber Analysis 2026 · Market penetration analysis by country, ARPU comparison across markets, India and APAC growth trajectory, US market saturation dynamics. Bloomberg Intelligence streaming market research used for penetration rate estimates.

Variety — Netflix Subscribers by Country: Europe and Latin America 2025-2026 Analysis · European country rankings (UK, France, Germany, Spain, Italy), local content strategy impact on country-level subscriber additions. LATAM country breakdown with Brazil and Mexico detail. Variety is the industry's leading streaming market intelligence publication.

Reuters — Netflix Markets Around the World: Country-Level Subscriber and Penetration Analysis (2025) · Emerging market analysis (India, Indonesia, Brazil, Turkey), ad-supported tier country-level adoption, price sensitivity by market. Reuters market intelligence reports used for growth rate and penetration estimates across developing Netflix markets.

All country-level Netflix subscriber figures in this report are BusinessStats Research 2026E estimates. Netflix does not publicly disclose subscriber data by country — Netflix reports only four geographic segments (UCAN, EMEA, LATAM, APAC) and discontinued regional subscriber reporting from Q1 2025. Country estimates are derived from: confirmed Netflix regional totals, Statista country-level subscriber panel data, Bloomberg Intelligence penetration analysis, Variety streaming market research, and Reuters emerging market reporting. Estimates carry an approximate margin of error of 10-15% per country. Global total (~345M in 2026E) is consistent with Netflix's confirmed FY2025 revenue ($45.18B) and FY2026

guidance ($50.7-51.7B). Not investment advice.

STATISTICS REPORT

Share of total TV usage time in the U.S. 2026, by company

Updated May 5, 2026 · businesstats.com/share-total-tv-usage-time-by-company-worldwide

40.0% TOTAL STREAMING -- MAY 2026	**9.7%** YOUTUBE -- #1 STREAMING SERVICE	**8.2%** NETFLIX -- #2 STREAMING SERVICE
25.5% CABLE TV SHARE -- MAY 2026	**21.1%** BROADCAST TV SHARE -- MAY 2026	**17.9%** YOUTUBE + NETFLIX COMBINED

Overview -- TV Usage May 2026

Distribution of total TV and video usage time in the United States as of May 2026, by media company

The U.S. television landscape has undergone a structural transformation. In May 2026, **streaming accounts for 40.0% of all TV time** -- a category that barely existed 15 years ago. This is the result of a decade of consumer migration from scheduled linear TV to on-demand and streaming video. Yet the transformation is not complete: cable and broadcast television combined still account for approximately 46.6% of total TV time. The revenue implications of this shift are in our DTC segment financial analysis and Netflix DTC leadership in our Netflix DTC FY2026 revenue analysis.

The most significant individual story is **YouTube's dominance at 9.7%** -- higher than Netflix (8.2%) and higher than the entire Disney portfolio of streaming services combined. YouTube's TV-screen share reflects its evolution from a desktop/mobile platform to a living room experience, driven by YouTube TV (cable replacement), creator content on smart TV apps, and YouTube Music. The subscription pricing of Disney's streaming portfolio is in our Disney streaming subscription prices analysis.

The shift has accelerated since 2022 for three structural reasons. First, **password sharing crackdowns** -- Netflix, Disney+, and Hulu restricted account sharing between 2022 and 2024, converting millions of non-paying viewers into paying subscribers who now engage daily. Second, **ad-supported tiers** at $6-8/month made streaming accessible to households previously priced out of premium streaming. Third, **live sports migration** -- NFL games on Prime Video and Peacock, NBA on Max, and Champions League on

Paramount+ anchored daily streaming habits with appointment-viewing content that previously kept households on cable. HVOD subscriber context in our HVOD subscribers by AVOD/SVOD tier analysis.

An important nuance: **share of minutes is not the same as share of subscribers or revenue**. Disney+ is the clearest example -- 131.6 million paid subscribers but only 1.9% TV time share, compared to Netflix's 8.2% share with 301 million subscribers. Daily engagement per subscriber -- driven by content breadth, freshness, and viewing habits -- is what Nielsen captures. The HVOD revenue context in our HVOD services revenue worldwide analysis.

Key Insight -- Streaming vs Traditional TV May 2026 Streaming hit 40% of U.S. TV time -- up from 15% in 2019 -- but traditional TV still leads at 46.6% combined

Streaming first surpassed cable TV in total U.S. viewing minutes in July 2022 (Nielsen). By May 2026, streaming leads cable by 14.5 percentage points (40.0% vs 25.5%). However, adding broadcast TV (21.1%) to cable gives traditional TV a combined 46.6% -- still ahead of streaming's 40.0%. The streaming tipping point -- when streaming exceeds all traditional TV combined -- is projected around 2027-2028. Disney+ subscriber growth in our Disney Plus subscriber count worldwide analysis.

All Companies Ranked

U.S. TV usage share by company May 2026 -- all categories ranked

The bar chart below ranks all TV usage categories by share of total U.S. TV time in May 2026. Cable TV leads all individual categories at 25.5%, but YouTube (9.7%) and Netflix (8.2%) each exceed many cable channel groupings individually. Full HVOD revenue context in our HVOD services revenue worldwide analysis.

U.S. TV Usage Share by Company/Category -- May 2026 (% of total TV time) Share of Total TV and Video Usage Time in the U.S. -- May 2026, by Media Company (%) 25.5%Cable TV -- largest single category -- declining from 38% in 2021 % of total U.S. TV usage time -- May 2026 -- hover each bar for detail Source: Nielsen The Gauge -- May 2026 -- % share of total TV minutes viewed across all U.S. TV screens -- streaming apps, cable TV, broadcast TV, other

The ranking reveals a media landscape in transition. **Cable TV (25.5%) and Broadcast (21.1%)** together still dominate at 46.6% combined -- but each is in long-term structural decline. **YouTube (9.7%) has overtaken Netflix (8.2%)** as the leading individual streaming service -- a milestone that reflects YouTube's unique position as both a free service and a paid cable replacement (YouTube TV). The "Other Streaming"

category (11.7%) is now larger than YouTube or Netflix individually, reflecting the explosion of smaller streaming apps, FAST channels, and niche services now available on smart TVs.

- **Cable TV (25.5%):** Still the single largest viewing category despite losing ~12.5 percentage points since 2021. Cable's resilience comes from live news (CNN, Fox News, MSNBC), live sports (ESPN, TNT), and daytime programming habituated in older demographics. Cable TV providers have lost ~25 million video subscribers since 2019 -- yet the remaining base watches significantly more TV per household than streaming-only households, maintaining cable's total minute share. Cable's decline continues at ~2-3 percentage points per year.
- **Broadcast TV (21.1%):** Significantly more stable than cable -- declining only ~4 percentage points since 2021 versus cable's 12.5-point collapse. Broadcast benefits from free over-the-air reception (no subscription required), NFL Sunday games on CBS and Fox (highest-rated U.S. programming), and local news which remains primarily a broadcast product.
- **YouTube (9.7%):** The most important development in U.S. TV viewing over the past three years. YouTube's TV-screen share has grown from ~6% in 2021 to 9.7% in May 2026 -- a gain of 3.7 percentage points. YouTube TV (cable replacement, $82.99/month, 8M+ subscribers) contributes meaningfully, but the majority comes from the free YouTube app on smart TVs -- creator content, sports highlights, music videos, podcasts, and live streams. YouTube is the only major streaming service that is both free at the entry level and growing its TV-screen presence simultaneously.
- **Netflix (8.2%):** Leads all paid streaming services in U.S. TV time. Netflix's 8.2% represents ~27 minutes of Netflix per U.S. TV per day across all households. Among Netflix subscriber households (~100M+ U.S./Canada), daily viewing is estimated at 2+ hours per day. Key engagement drivers include original drama series, documentary series, comedy specials, and expanding live sports. Disney+ subscriber data for comparison in our Disney Plus ARPU worldwide analysis.
- **Other Streaming (11.7%):** This aggregated category at 11.7% is the largest streaming segment after YouTube and Netflix individually. Includes Peacock (~1.6%), Paramount+ (~1.5%), Tubi (~1.2%), Apple TV+ (~1.0%), Pluto TV (~0.9%), ESPN+ standalone (~0.8%), Crunchyroll (~0.5%), and hundreds of other apps. Free ad-supported TV (FAST) channels -- Tubi, Pluto TV, Samsung TV+, Freevee -- contribute significantly as cost-conscious households supplement paid streaming with free alternatives.
- **Hulu (3.5%):** Hulu punches above its subscriber count in TV time share. With ~54 million subscribers -- far fewer than Disney+ (131.6M) -- Hulu holds 3.5% vs Disney+'s 1.9%. This reflects Hulu's engagement advantages: next-day access to ABC, NBC, Fox, and CBS primetime drives daily habit-forming viewing;

Hulu + Live TV (8M+ subscribers) generates cable-equivalent engagement; and Originals (The Bear, Only Murders in the Building) drive appointment viewing.

- **Amazon Prime Video (3.3%):** Amazon's share has grown since ads launched in January 2024. Thursday Night Football exclusivity is a major engagement driver in season (September-January). Amazon Originals (The Boys, Rings of Power, Fallout) drive spikes at premiere events. Amazon is the only major streaming service where all subscribers now see ads by default. Disney+ ARPU comparison in our Disney Plus ARPU worldwide analysis.
- **Disney+ (1.9%):** Disney+'s TV time share is lower than its 131.6M subscriber base suggests because its content -- while premium -- is narrower in viewing occasion than Netflix or YouTube. Disney+ (Marvel, Star Wars, Pixar, Disney animation, NatGeo) generates high enthusiasm but episodic viewing clustered around new release windows. Disney+ is a "destination" service rather than a "daily habit" service for most subscribers.
- **Max/HBO (1.7%):** Max's share reflects HBO's quality-over-quantity strategy. Prestige dramas (White Lotus Season 3, The Last of Us Season 2, House of the Dragon) generate enormous viewing spikes during their runs -- but between major releases, daily engagement drops significantly. Max's 128M global subscribers includes large international markets. Global subscriber context in our global SVOD subscriber count by platform analysis.

Streaming vs Traditional TV

Streaming 40.0% vs Cable 25.5% vs Broadcast 21.1% -- U.S. TV time breakdown May 2026

The grouped bar chart below compares the three main TV viewing categories (streaming, cable, broadcast) across 2024 and 2026, showing the share shift over two years. Streaming has gained approximately 4 percentage points in two years while cable has lost approximately 3 points. Disney+ subscriber growth underlying this shift in our Disney Plus subscribers U.S. analysis.

Streaming vs Cable vs Broadcast -- U.S. TV Usage Share 2024 vs 2026 (%) U.S. TV Usage Share -- Streaming vs Cable TV vs Broadcast, 2024 and May 2026 Comparison 40.0%Streaming May 2026 +4ptsStreaming gain 2024-2026

Source: Nielsen The Gauge -- 2024 figures = Nielsen annual average 2024 -- May 2026 = Nielsen The Gauge May 2026 estimate -- % share of total U.S. TV time

TV Usage Mix -- Full Breakdown

U.S. TV time distribution May 2026 -- streaming 40%, cable 25.5%, broadcast 21.1%

U.S. TV Usage Time Distribution -- May 2026 (% of total TV time) Distribution of Total U.S. TV and Video Usage Time -- May 2026 by Category % of all U.S. TV screen minutes -- Nielsen The Gauge May 2026

Source: Nielsen The Gauge -- May 2026 -- streaming = YouTube + Netflix + Hulu + Amazon + Disney+ + Max + Other Streaming combined

Streaming Share Trend 2021-2026

Streaming share of U.S. TV time 2021 to 2026 -- from 26% to 40%

The line chart below tracks streaming's share of total U.S. TV time from 2021 to May 2026. The structural shift accelerated in 2022-2023 as Netflix, Disney+, and Amazon scaled their content libraries and subscriber bases. Disney+ ARPU data reflecting this engagement growth in our Disney Plus ARPU worldwide quarterly analysis.

Streaming Share of U.S. TV Time -- 2021 to May 2026 (%) Streaming Share of Total U.S. TV and Video Usage Time -- 2021 to May 2026 40.0%May 2026 +14ptsGrowth since 2021

Source: Nielsen The Gauge 2021-2026 -- streaming first surpassed cable TV in July 2022 -- % share of total U.S. TV time

The streaming share trajectory shows three distinct phases: **Phase 1 (2021-2022): Rapid growth** as pandemic viewing habits became permanent and streaming libraries expanded. **Phase 2 (2022-2024): Consolidation** as streaming surpassed cable (July 2022) but growth slowed as the addressable market of willing cord-cutters was largely exhausted. **Phase 3 (2024-2026): Steady structural gain** (+2-3 pts/year) driven by older demographics adopting streaming, live sports migration, and FAST channel growth. The content spend enabling this shift in our media content spending analysis.

One underappreciated dynamic: **broadcast TV has declined far more slowly than cable**. Broadcast lost ~4 percentage points from 2021 to 2026 versus cable's 12.5-point collapse. Broadcast TV benefits from free over-the-air reception -- immune to cord-cutting economics. NFL Sunday games on CBS and Fox reaching 25-30 million viewers weekly maintain broadcast's must-see live event relevance.

Streaming Services Compared

Streaming service TV usage share -- YouTube 9.7%, Netflix 8.2%, Hulu 3.5%, Amazon 3.3%

The horizontal bars below compare individual named streaming services by their share of total U.S. TV time in May 2026. YouTube leads Netflix by 1.5 percentage points -- a gap that has widened as YouTube's TV app usage has grown faster than Netflix's. Netflix subscriber count context in our global SVOD subscriber count by platform analysis.

Named Streaming Services -- Share of U.S. TV Time (% of total), May 2026 Streaming Service Share of U.S. TV Usage Time -- YouTube vs Netflix vs Hulu vs Amazon vs Disney+ vs Max, May 2026 % of total U.S. TV time -- named streaming services only -- May 2026 Source: Nielsen The Gauge May 2026 -- named services only -- Other Streaming (11.7%) = Peacock, Paramount+, Tubi, Pluto TV, Apple TV+, and all other streaming apps

The gap between YouTube (9.7%) and Netflix (8.2%) has widened since 2023. YouTube's key advantage: **it is the only streaming service where both the content and the basic service are free**. YouTube captures viewing from all households regardless of subscription status. YouTube TV (cable replacement, $82.99/month, 8M+ subscribers) also adds to YouTube's share -- when separated, YouTube's pure streaming-app share is closer to 7-8%. Disney+ subscription pricing in our Disney streaming subscription prices analysis.

The gap between Hulu (3.5%) and Amazon Prime Video (3.3%) reflects meaningful structural differences. **Hulu's 3.5% is driven by live and next-day TV** -- viewers using Hulu as a partial cable replacement, watching local news and primetime shows (Grey's Anatomy, Abbott Elementary, The Voice) the day after broadcast. **Amazon's 3.3% is driven by premium originals** and Thursday Night Football in season. Amazon's share spikes during NFL season (September-January) then drops in the off-season. Hulu's share is more consistent year-round due to its continuous network TV pipeline.

Full Data Table

U.S. TV usage share by company -- complete data table May 2026

U.S. TV Usage Share by Company/Category -- May 2026 (%) Click column to sort

COMPANY / CATEGORY	TV SHARE MAY 2026 (%)	TV SHARE 2024 EST. (%)	YOY CHANGE	CATEGORY	SHARE OF STREAMING
Cable TV	25.5%	28.2%	-2.7 pts	Traditional	--
Broadcast TV	21.1%	22.0%	-0.9 pts	Traditional	--
Other Streaming	11.7%	10.4%	+1.3 pts	Streaming	29.3%
YouTube	**9.7%**	8.9%	+0.8 pts	Streaming	24.3%
Netflix	8.2%	7.7%	+0.5 pts	Streaming	20.5%
Other (Gaming etc.)	13.4%	14.0%	-0.6 pts	Other	--
Hulu	3.5%	3.2%	+0.3 pts	Streaming	8.8%
Amazon PV	3.3%	3.1%	+0.2 pts	Streaming	8.3%
Disney+	1.9%	1.8%	+0.1 pts	Streaming	4.8%
Max / HBO	1.7%	1.6%	+0.1 pts	Streaming	4.3%
Total Streaming	**40.0%**	36.1%	**+3.9 pts**	Streaming	**100%**

Key Statistics

U.S. TV usage share -- key statistics and facts May 2026

40.0%Streaming Share -- Record High May 2026Streaming accounts for 40.0% of all U.S. TV time in May 2026 -- record high per Nielsen The Gauge. Up from ~36.1% in 2024 (+3.9 pts) and ~26% in 2021 (+14 pts). Streaming first surpassed cable TV in July 2022. Source: Nielsen The Gauge May 2026. 9.7%YouTube -- #1 Streaming Service by U.S. TV TimeYouTube leads all streaming services with 9.7% of total U.S. TV time -- ahead of Netflix at 8.2%. YouTube holds 24.3% of all streaming time. YouTube TV (cable replacement) + free YouTube app on smart TVs drives this share. Source: Nielsen The Gauge May 2026. 8.2%Netflix -- #1 Paid Streaming Service by U.S. TV TimeNetflix accounts for 8.2% of total U.S. TV time -- highest of any paid subscription streaming service. Holds 20.5% of all streaming time. Up from ~7.7% in 2024 (+0.5 pts). Netflix's 301M+ global subscribers (Q4 2025 confirmed) reflects strong engagement. Source: Nielsen The Gauge May 2026. 25.5%Cable TV -- Down from ~38% in 2021Cable TV accounts for 25.5% of U.S. TV time -- down from ~28.2% in 2024 (-2.7 pts) and ~38% in 2021. Lost ~12.5 percentage points in five years due to cord-cutting. Despite decline, cable remains the largest single viewing category. Source: Nielsen The Gauge May 2026. 17.9%YouTube + Netflix -- More Than Any Two

Others CombinedYouTube (9.7%) and Netflix (8.2%) together account for 17.9% of all U.S. TV time -- 44.8% of all streaming time. Their combined share has grown ~5-6 percentage points in five years. Together they generate more U.S. TV minutes than any two other media companies. Source: Nielsen The Gauge May 2026. 1.9%Disney+ U.S. TV Usage Share -- May 2026Disney+ accounts for 1.9% of total U.S. TV time in May 2026 -- up from ~1.8% in 2024. Disney+ trails Hulu (3.5%) despite having far more subscribers (131.6M vs 54M) because Hulu has higher daily engagement via next-day TV and live TV. Full Disney+ data in our Disney Plus ARPU worldwide analysis. Source: Nielsen The Gauge May 2026.

FAQ

Frequently Asked Questions -- U.S. TV usage share by company May 2026

YouTube leads at 9.7% of total U.S. TV time in May 2026. Netflix ranks second at 8.2%. YouTube's TV-screen leadership reflects YouTube TV (cable replacement service, $82.99/month, 8M+ subscribers), creator content via smart TV apps, YouTube Music, and YouTube Shorts on living room screens. Source: Nielsen The Gauge May 2026.

Streaming accounts for **40.0% of total U.S. TV time** as of May 2026 -- a record high. This includes YouTube (9.7%), Netflix (8.2%), Other streaming (11.7%), Hulu (3.5%), Amazon (3.3%), Disney+ (1.9%), and Max (1.7%). Cable TV holds 25.5% and Broadcast 21.1%. Combined traditional TV (46.6%) still exceeds streaming (40.0%), but the gap has narrowed to 6.6 percentage points from 30+ in 2019. Source: Nielsen The Gauge May 2026.

Yes -- streaming (40.0%) exceeds cable TV (25.5%) by 14.5 percentage points. Streaming first surpassed cable in total U.S. viewing minutes in July 2022 (Nielsen). However, streaming has not yet surpassed all traditional TV combined -- cable (25.5%) plus broadcast (21.1%) = 46.6% traditional TV total, still ahead of streaming's 40.0%. The crossover point is projected for 2027-2028. Source: Nielsen The Gauge May 2026.

Disney+ accounts for **1.9% of total U.S. TV time** -- significantly below Netflix (8.2%) and YouTube (9.7%). Disney+ has a smaller daily usage share than its 131.6M subscriber count suggests because its content library is narrower in breadth. Disney+ also trails Hulu (3.5%) -- a Disney-owned service with higher daily engagement from next-day TV and live TV options. Disney+ data in our Disney Plus subscriber count worldwide analysis. Source: Nielsen The Gauge May 2026.

Streaming first surpassed cable TV in total U.S. TV viewing minutes in **July 2022**, per Nielsen The Gauge data released August 2022. In that month, streaming reached 34.8% of total TV time versus cable TV at

34.4%. Since then, streaming has continued to grow while cable has declined, reaching streaming 40.0% versus cable 25.5% in May 2026 -- a 14.5 percentage point lead. Source: Nielsen The Gauge July 2022 and May 2026.

Cable TV's share has declined from approximately **38% in 2021 to 25.5% in May 2026** -- a loss of ~12.5 percentage points in five years. This reflects accelerating cord-cutting: cable TV providers have lost ~25-30 million subscribers in the U.S. since 2019 as households switch to streaming-only or virtual cable (YouTube TV, Hulu + Live TV). Despite the decline, cable remains the largest single viewing category. Source: Nielsen The Gauge 2021-2026.

"Other Streaming" (11.7% of total TV time) aggregates all streaming services that Nielsen tracks but does not individually name. This includes **Peacock (~1.6%), Paramount+ (~1.5%), Tubi (~1.2%), Apple TV+ (~1.0%), Pluto TV (~0.9%), ESPN+ standalone (~0.8%), Crunchyroll (~0.5%)**, and hundreds of other streaming apps. "Other Streaming" at 11.7% is larger than Netflix (8.2%) or YouTube (9.7%) individually, reflecting the long tail of streaming consumption including free FAST channels. Source: Nielsen The Gauge May 2026.

Hulu (3.5%) slightly leads Amazon Prime Video (3.3%) in U.S. TV time as of May 2026. Hulu's lead reflects its unique positioning -- next-day access to ABC, NBC, Fox, and CBS primetime programming drives daily habit-forming viewing, while Hulu + Live TV generates cable-equivalent engagement. Amazon's share spikes significantly during NFL season (September-January) due to Thursday Night Football exclusivity but drops back in the off-season. Hulu's share is more consistent year-round. Source: Nielsen The Gauge May 2026.

Sources

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Wall Street Journal -- Streaming vs Cable TV Viewing Trends 2026 -- Nielsen data analysis -- cord-cutting impact -- household media consumption shift -- wsj.com

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TV usage share data from Nielsen The Gauge -- May 2026. Nielsen The Gauge measures total U.S. TV screen viewing minutes using a panel of ~40,000+ metered households. Data covers all content on TV screens including streaming apps, cable TV, broadcast TV, satellite, and gaming consoles. "Other Streaming" aggregates all streaming services not individually named by Nielsen. Data represents share of total TV minutes -- not unique viewers or households. Figures may not sum to exactly 100% due to rounding.

STATISTICS REPORT

Netflix Paid Memberships in the United States and Canada, Quarter by Quarter

Updated Oct 12, 2026 · businesstats.com/quarterly-number-of-netflix-streaming-subscribers-in-the-us

89.63M UCAN MEMBERS, Q4 2024	**+9.50M** RECORD NET ADDS, 2024	**-0.92M** NET LOSS IN 2022
$17.26 MONTHLY ARM, Q4 2024	**$19.96B** UCAN REVENUE, 2025	**$19.99** US STANDARD PLAN, 2026

What Is Counted

What the Netflix home market numbers measure

Netflix counts paid memberships: accounts on a paid plan, including those billed through a partner such as a TV or mobile provider, but not people on a free trial and not the other people in each household. One membership can therefore stand for a whole family. The company has never published the number of individual viewers in the United States, and every figure on this page refers to paying accounts.

For its home market Netflix used two different definitions. Until the end of 2019 its letters to shareholders carried a table for the US streaming segment, which covered the United States only. From the start of 2020 it reported four regions instead, and the first of them, United States and Canada (UCAN), adds Canadian members to the US base. When Netflix moved to regional reporting it filed restated UCAN figures going back to the first quarter of 2017, so the two series overlap for three years.

This matters because many published charts join the two series into one line. Doing so creates a false jump of more than six million members, the size of the Canadian base, at the point where the definition changes. In this report the US series and the UCAN series are shown side by side and never added together. The global total is covered in our quarterly series of Netflix paid memberships worldwide.

48Quarters of official dataQ1 2013 to Q4 2024.2DefinitionsUS segment to 2019, UCAN from 2017.Q4 2024Last regional countPublished January 21, 2025.0Member counts sinceRevenue only from Q1 2025.
Every Quarter

Every quarterly figure from 2013 to 2024

The chart below places the two series on one timeline. The red line is the US segment, which climbed almost without interruption from 27.91 million to 61.04 million paid memberships over seven years. The blue line is the UCAN region, which starts at 54.58 million in March 2017, sits about six to seven million above the US line while both exist, flattens between 2020 and 2022 and then rises steeply to 89.63 million.

Netflix Paid Memberships in the US Segment and the US and Canada Region, Q1 2013 to Q4 2024 (million)End-of-quarter paid memberships as filed. The two lines use different definitions and overlap from 2017 to 2019.

Data:

Netflix quarterly letters to shareholders, 2013 to 2025, and Exhibit 99.1 regional reporting filed in 2019.

Note:

the US segment covers the United States only and ends in Q4 2019; UCAN adds Canada and starts in Q1 2017. Netflix published no regional counts after Q4 2024. Compiled by BusinessStats.Switch to the table for exact figures.

From 27.9 million to 89.6 million, on two definitions: the US line more than doubled in seven years, and the US and Canada line added 35 million in eight.

The table gives every value used in the chart, together with the paid net additions Netflix reported for the UCAN region from 2017. Net additions for the US segment can be read as the difference between two quarters; UCAN net additions are as published and can differ from that difference by 0.01 million because of rounding.

QUARTER	US SEGMENT	UCAN REGION	UCAN PAID NET ADDS
Q1 2013	27.91	n/a	n/a
Q2 2013	28.62	n/a	n/a
Q3 2013	29.93	n/a	n/a
Q4 2013	31.71	n/a	n/a
Q1 2014	34.38	n/a	n/a
Q2 2014	35.09	n/a	n/a

Q3 2014	36.27	n/a	n/a
Q4 2014	37.70	n/a	n/a
Q1 2015	40.32	n/a	n/a
Q2 2015	41.06	n/a	n/a
Q3 2015	42.07	n/a	n/a
Q4 2015	43.40	n/a	n/a
Q1 2016	45.71	n/a	n/a
Q2 2016	46.00	n/a	n/a
Q3 2016	46.48	n/a	n/a
Q4 2016	47.91	n/a	n/a
Q1 2017	49.38	54.58	+1.67
Q2 2017	50.32	55.62	+1.04
Q3 2017	51.35	56.78	+1.16
Q4 2017	52.81	58.42	+1.64
Q1 2018	55.09	60.91	+2.49
Q2 2018	55.96	61.87	+0.96
Q3 2018	56.96	63.01	+1.14
Q4 2018	58.49	64.76	+1.75
Q1 2019	60.23	66.63	+1.88
Q2 2019	60.10	66.50	-0.13
Q3 2019	60.62	67.11	+0.61
Q4 2019	61.04	67.66	+0.55
Q1 2020	n/a	69.97	+2.31
Q2 2020	n/a	72.90	+2.94
Q3 2020	n/a	73.08	+0.18

Q4 2020	n/a	73.94	+0.86
Q1 2021	n/a	74.38	+0.45
Q2 2021	n/a	73.95	-0.43
Q3 2021	n/a	74.02	+0.07
Q4 2021	n/a	75.22	+1.19
Q1 2022	n/a	74.58	-0.64
Q2 2022	n/a	73.28	-1.30
Q3 2022	n/a	73.39	+0.10
Q4 2022	n/a	74.30	+0.91
Q1 2023	n/a	74.40	+0.10
Q2 2023	n/a	75.57	+1.17
Q3 2023	n/a	77.32	+1.75
Q4 2023	n/a	80.13	+2.81
Q1 2024	n/a	82.66	+2.53
Q2 2024	n/a	84.11	+1.45
Q3 2024	n/a	84.80	+0.69
Q4 2024	n/a	89.63	+4.82

Several figures in older versions of this series, including the previous edition of this page, were wrong. Some placed the UCAN values one year too late, so that 64.76 million appeared as the end of 2019 instead of the end of 2018, and others used total memberships, which include free trials, instead of paid memberships for 2015. The values above were checked against the original filings. The quarterly change for the whole company since 2009 is in our chart of Netflix net additions by quarter.

US vs Canada

How much of the region is the United States

Netflix has never published a separate count for Canada, but the overlap between the two series allows an estimate. At the end of 2018 the US segment had 58.49 million paid memberships and the UCAN region 64.76 million, which implies about 6.27 million in Canada. A year later the figures were 61.04 million and 67.66 million, implying about 6.62 million. In both years the United States accounted for just over 90 percent of the region.

YEAR END	US SEGMENT	UCAN REGION	IMPLIED CANADA	US SHARE OF UCAN
2017	52.81	58.42	5.61	90.4%
2018	58.49	64.76	6.27	90.3%
2019	61.04	67.66	6.62	90.2%

Netflix confirmed the split itself only once, in its letter for the fourth quarter of 2019, when it said that UCAN paid net additions of 0.55 million included 0.42 million in the United States. Because the US share was so stable, UCAN remains a good guide to the direction of the US market after 2019, but a figure for the United States alone in 2024 or later has not been published, and estimates that circulate online are not company data.

Net Adds by Year

Members added each year in the home market

On an annual view the UCAN region shows three clear phases. Between 2017 and 2020 it added between 2.9 million and 6.3 million paid memberships a year. In 2021 and 2022 growth stopped, with a gain of 1.28 million followed by a loss of 0.92 million. In 2023 and 2024 it added 5.83 million and then 9.50 million, the largest annual increase in either series.

Netflix Paid Net Additions in the US and Canada, 2017 to 2024 (million)Change in UCAN paid memberships over each calendar year.

Data:

Netflix annual reports on Form 10-K (2020 to 2024 values), regional reporting exhibit (2017 and 2018) and letters to shareholders.

Note:

2019 is the difference between year-end counts of 67.66 million and 64.76 million. Compiled by BusinessStats.Switch to the table for exact figures.

A record after a loss: the region went from minus 0.92 million in 2022 to plus 9.50 million in 2024.

The US segment tells a similar story for the earlier years. It added about 6.2 million paid memberships in 2013 and between 4.5 million and 6.0 million in each year from 2014 to 2018, before slowing to 2.55 million in 2019. The table compares both measures for the years in which they exist.

YEAR	US SEGMENT	UCAN REGION	YEAR-END UCAN TOTAL
2013	+6.24	n/a	n/a
2014	+5.99	n/a	n/a
2015	+5.70	n/a	n/a
2016	+4.51	n/a	n/a
2017	+4.90	+5.51	58.42
2018	+5.68	+6.34	64.76
2019	+2.55	+2.90	67.66
2020	n/a	+6.27	73.94
2021	n/a	+1.28	75.22
2022	n/a	-0.92	74.30
2023	n/a	+5.83	80.13
2024	n/a	+9.50	89.63

2013 to 2019

The long climb: 2013 to 2019

In 2013 Netflix was still moving its American customers from DVDs by mail to streaming, and the US segment added members every quarter. The first quarter was usually the strongest of the year and the second quarter the weakest: first-quarter gains ranged from 1.47 million to 2.67 million, while second-quarter gains never exceeded 0.94 million. In the first quarter of 2014 the segment gained 2.67 million paid memberships, the largest quarterly gain in the US series.

By the end of 2015 the company was already describing the American market as highly penetrated. In its January 2016 letter Netflix noted that its high penetration in the US seemed to be making net additions harder than in the past, and US net additions in the fourth quarter of 2015 came in at 1.56 million against 1.90 million a year earlier. In 2016 it moved long-standing members off older prices, a process it called un-grandfathering, and paid memberships rose only 0.29 million in the second quarter and 0.48 million in the third.

The only quarterly fall in the US series came in the second quarter of 2019, when paid memberships slipped from 60.23 million to 60.10 million. That followed the price increase of January 2019, which Netflix said it would phase in for existing members over the first and second quarters. In the fourth quarter of 2019, when Disney+ and Apple TV+ launched, UCAN net additions fell to 0.55 million, and Netflix said the low growth was probably due to its recent price changes and to competitive launches in the US.

2020 and 2021

Lockdown gains and the pause that followed

The pandemic gave the region its strongest first half on record. UCAN added 2.31 million paid memberships in the first quarter of 2020 and 2.94 million in the second, more than in the whole of 2019. Growth then almost stopped: 0.18 million in the third quarter and 0.86 million in the fourth, for a full-year gain of 6.27 million. Netflix later noted that its first-quarter 2020 result included the impact of the initial lockdowns.

In 2021 the region added only 1.28 million members, and the second quarter brought a loss of 0.43 million, the first quarterly decline in UCAN since 2019. The fourth quarter, at 1.19 million, was the only strong one. Total UCAN paid memberships ended 2021 at 75.22 million, just 1.28 million above the level of a year earlier, even though the global total rose by 18.18 million that year.

The 2022 Decline

The 2022 decline and the 30 million sharing households

2022 was the only full year in which the UCAN region shrank. It lost 0.64 million paid memberships in the first quarter and 1.30 million in the second, the largest quarterly loss in either series, before small gains of 0.10 million and 0.91 million in the second half. The year ended at 74.30 million, 0.92 million below the end of 2021.

Netflix UCAN Paid Net Additions per Quarter, 2021 to 2024 (million)Three quarters of losses before paid sharing, then eight quarters of gains.

Data:

Netflix quarterly letters to shareholders (SEC Form 8-K, Exhibit 99.1).

Note:

paid sharing emails to US members began on May 23, 2023, in the second quarter. Q4 2024 included live events such as two NFL games on Christmas Day. Compiled by BusinessStats.Switch to the table for exact figures.

The turn came in 2023: after losing 1.94 million members in the first half of 2022, the region added 16.3 million in the next ten quarters.

Netflix gave two explanations. In April 2022 it said the first-quarter loss in UCAN was largely the result of its price change in January, which it described as significantly revenue positive. It also put a number on account sharing for the first time: on top of about 222 million paying households worldwide, Netflix estimated that its service was shared with more than 100 million additional households, including more than 30 million in the UCAN region.

Those 30 million households were the largest pool of potential customers in the home market, equal to about 40 percent of the paying base at the time. Revenue kept rising through the decline, from 3.31 billion dollars in the fourth quarter of 2021 to 3.60 billion dollars a year later, because average revenue per membership increased faster than the member count fell.

Paid Sharing

Paid sharing: how the US base returned to growth

Netflix began enforcing household sharing rules in the United States on May 23, 2023. Members who shared their account with people outside their home received an email, and Standard and Premium members could add an extra member who lives elsewhere for 7.99 dollars a month. In its July 2023 letter Netflix said that sign-ups were already exceeding cancellations and that the cancellation reaction had been low.

The quarterly figures show the effect building over time. UCAN net additions rose from 0.10 million in the first quarter of 2023 to 1.17 million in the second, 1.75 million in the third and 2.81 million in the fourth, and

the region added 2.53 million in the first quarter of 2024. By the end of 2024 it had 89.63 million paid memberships, 15.23 million more than in March 2023.

Paid sharing in the US, as reported by Netflix

- May 23, 2023: emails to US members sharing outside their household; extra member slot for 7.99 dollars a month.
- July 2023: Basic plan phased out for new and rejoining members in Canada and, from then, in the US.
- Q2 2023 to Q4 2023: UCAN net additions of 1.17, 1.75 and 2.81 million, against 0.10 million in Q1 2023.
- January 2024: Netflix described paid sharing as its normal course of business.
- 2024: a record 9.50 million UCAN net additions, with 4.82 million in the fourth quarter alone.

The fourth quarter of 2024, with 4.82 million net additions, was the largest single quarter in the regional data. It also included major live events, among them two NFL games on Christmas Day, and Netflix later noted the advertising revenue those games brought in. Audience figures for those broadcasts are in our report on the Netflix NFL Christmas games.

US Prices

What Netflix costs in the United States

Netflix has raised its US prices nine times since 2014, and each step has shown up in its numbers: briefly weaker member growth, then higher revenue per membership. The most widely used plan, called Standard, cost 7.99 dollars a month until 2014 and costs 19.99 dollars in 2026, an increase of 150 percent. Premium went from 11.99 dollars to 26.99 dollars over the same period.

Netflix Monthly Plan Prices in the United States, 2013 to 2026 (US dollars)Price for new members after each change; existing members usually moved later.

Data:

Netflix letters to shareholders and the Netflix Help Center page on plans and pricing for the United States.

Note:

the ads plan launched as Basic with Ads on November 3, 2022 and is now Standard with ads. Prices exclude taxes. Compiled by BusinessStats.Switch to the table for exact figures.

Standard is up 150 percent: from 7.99 dollars before 2014 to 19.99 dollars after March 2026, while the ads plan has risen 2 dollars since launch.

CHANGE	BASIC	ADS PLAN	STANDARD	PREMIUM
Before May 2014	n/a	n/a	7.99	11.99
May 2014	7.99 (new plan)	n/a	8.99	11.99
October 2015	7.99	n/a	9.99	11.99
October 2017	7.99	n/a	10.99	13.99
January 2019	8.99	n/a	12.99	15.99
October 2020	8.99	n/a	13.99	17.99
January 2022	9.99	n/a	15.49	19.99
November 2022	9.99	6.99 (launch)	15.49	19.99
October 2023	11.99 (existing members only)	6.99	15.49	22.99
January 2025	not for new members	7.99	17.99	24.99
March 2026	not for new members	8.99	19.99	26.99

The current US price list on the Netflix Help Center shows Standard with ads at 8.99 dollars, Standard at 19.99 dollars and Premium at 26.99 dollars a month. An extra member costs 7.99 dollars with ads or 9.99 dollars without ads; Standard accounts can add one, and Premium accounts up to two. Disney pricing over the same years is compared in our data on Disney streaming prices in the US.

Revenue per Member

Average revenue per membership in the region

Average monthly revenue per paying membership (ARM) is the clearest record of how those price changes reached the accounts. Netflix calculates it as streaming revenue divided by the average number of paid memberships, divided by the number of months. In the UCAN region it rose from 10.28 dollars in the fourth quarter of 2017 to 17.26 dollars in the fourth quarter of 2024, the last quarter for which it was published.

Netflix Average Monthly Revenue per Membership in the US and Canada, Fourth Quarters 2017 to 2024 (dollars)Fourth-quarter value for each year; Netflix stopped publishing ARM in 2025.

Data:

Netflix quarterly letters to shareholders and the 2019 regional reporting exhibit.

Note:

ARM includes advertising revenue from 2022 and is reported in US dollars, so changes in the Canadian dollar also affect it. Compiled by BusinessStats.Switch to the table for exact figures.

Up 68 percent in seven years: UCAN members paid an average of 17.26 dollars a month at the end of 2024, against 10.28 dollars at the end of 2017.

On a full-year basis, UCAN ARM was 9.97 dollars in 2017, 11.16 dollars in 2018, 13.32 dollars in 2020, 14.56 dollars in 2021, 15.86 dollars in 2022, 16.28 dollars in 2023 and 17.20 dollars in 2024. In its annual report for 2024 Netflix said UCAN ARM rose 6 percent that year while average paying memberships rose 10 percent, from 76.13 million to 84.11 million, so growth in the number of accounts contributed more than pricing in the paid sharing year.

ARM did not rise in every quarter. It fell from 16.37 dollars in the third quarter of 2022 to 16.00 dollars in the second quarter of 2023, as the cheaper ads plan grew, and fell again during 2024, from 17.30 dollars in the first quarter to 17.06 dollars in the third. The same measure for every Netflix region is tracked in our report on Netflix ARPU by region.

The Ads Plan

The ads plan in the American market

Netflix launched its first plan with advertising in the United States on November 3, 2022, at 6.99 dollars a month, as one of 12 launch countries. In July 2023 it began phasing out the 9.99 dollar Basic plan without ads for new and rejoining US members, which left the ads plan as the only entry price. The ads plan now costs 8.99 dollars in the US.

Netflix does not publish how many American members use the ads plan, but it has given the share of sign-ups in its advertising countries, a group that includes the United States: 40 percent in the fourth quarter of 2023, more than 55 percent in the fourth quarter of 2024 and more than 60 percent in the first quarter of 2026. On April 1, 2025 it switched the US to the Netflix Ads Suite, its own advertising technology platform.

DATE	EVENT OR FIGURE	SCOPE

November 3, 2022	Basic with Ads launches at 6.99 dollars a month	US and 11 other countries
July 2023	Basic ad-free plan phased out for new and rejoining members	Canada, then US and UK
Q4 2023	Ads plan accounts for 40 percent of sign-ups	Ads markets
Q4 2024	Over 55 percent of sign-ups; ads plan membership up nearly 30 percent in the quarter	Ads markets
April 1, 2025	Netflix Ads Suite, in-house ad technology, rolled out	US
Q1 2026	Over 60 percent of sign-ups; ads plan priced at 8.99 dollars in the US	Ads markets
2026 target	About 3 billion dollars of ad revenue, double 2025	Global

Advertising is also why some revenue in the home market is not driven by members at all. Netflix said that UCAN revenue growth in the first quarter of 2025 slowed partly because there was no advertising revenue from Christmas Day NFL games, which had boosted the previous quarter. Monthly viewers of the ads plan worldwide are covered in our data on Netflix ad-supported users, and the US mix of paid and ad-supported streaming in our US streaming penetration by platform data.

Revenue Since 2025

What Netflix reports for the region since 2025

In its letter of January 21, 2025, Netflix said it would stop reporting paid memberships and ARM every quarter from its first-quarter 2025 results and would instead announce membership milestones. Its annual report for 2025 explains that it now focuses on revenue and operating margin as the main measures of performance. For the UCAN region, that leaves one official number per quarter: revenue.

Netflix Streaming Revenue in the US and Canada, 2019 to 2025 and First Half of 2026 (billion dollars)H1 2026 covers January to June only and is not comparable with full years.

Data:

Netflix annual reports on Form 10-K, the 2019 regional reporting exhibit and Q4 2019 letter (2019), and letters of April 16 and July 16, 2026 (H1 2026: 5.245 plus 5.432 billion dollars). Compiled by BusinessStats.Switch to the table for exact figures.

Almost doubled since 2019: UCAN revenue rose from 10.05 billion dollars in 2019 to 19.96 billion dollars in 2025, and reached 10.68 billion dollars in the first half of 2026.

UCAN revenue grew 15 percent in 2025, to 19.96 billion dollars, after 17 percent growth in 2024. The quarterly pattern follows the price calendar. Growth slowed to 9 percent in the first quarter of 2025, which Netflix attributed to only a partial-quarter effect of its price change, plan mix and the absence of NFL advertising revenue, and then accelerated to 18 percent by the fourth quarter.

QUARTER	REVENUE (MILLION DOLLARS)	GROWTH ON A YEAR EARLIER	COMMENT IN THE NETFLIX LETTER
Q1 2025	4,617	9%	Partial-quarter effect of price change; no NFL ad revenue
Q2 2025	4,929	15%	n/a
Q3 2025	5,072	17%	n/a
Q4 2025	5,339	18%	n/a
Q1 2026	5,245	14%	Recent price changes have gone well
Q2 2026	5,432	10%	Only partial-quarter impact of a recent price change

In the first half of 2026 UCAN revenue was 10.68 billion dollars, 11.8 percent more than the 9.55 billion dollars of the first half of 2025. Without member counts, revenue growth in the region cannot be split exactly into more accounts, higher prices and advertising. Netflix said only that, for the company as a whole, 2025 revenue growth came mainly from membership growth, price increases and higher advertising revenue. All four regions are compared in our report on Netflix revenue by region.

Weight in the Group

A shrinking share of members, a steady share of revenue

The UCAN region has become a smaller part of the Netflix membership base every year since regional data began. It held 52.8 percent of global paid memberships at the end of 2017 and 29.7 percent at the end of 2024, when EMEA (101.13 million) was already larger. Its share of revenue, however, has hardly moved, staying between 44 and 46 percent since 2020.

UCAN Share of Netflix Paid Memberships and Streaming Revenue, 2017 to 2025 (%)Year-end memberships and full-year streaming revenue; no membership data for 2025.

Data:

Netflix annual reports and letters to shareholders.

Note:

membership share uses year-end UCAN and global paid memberships; revenue share uses UCAN streaming revenue divided by total streaming revenue. Calculated by BusinessStats.Switch to the table for exact figures.

Three in ten members, more than four in ten dollars: the US and Canada held 29.7 percent of members at the end of 2024 but produced 44.5 percent of streaming revenue that year.

The gap between the two lines is the price gap between North America and the rest of the world. In the fourth quarter of 2024 a UCAN member brought in 17.26 dollars a month on average, more than any other region, which is why Netflix revenue still depends so heavily on its home market even as most new members come from abroad. Membership totals for the other regions are in our breakdown of Netflix subscribers by region, and the wider subscriber ranking of streaming services in our SVOD subscriber count by platform.

Among American rivals, only Disney has published a comparable North American count: Disney+ had 59.3 million subscribers in the US and Canada at the end of September 2025, its final quarterly report. That compares with 89.63 million Netflix UCAN memberships nine months earlier. The Disney series is set out in our report on Disney+ subscribers in the US and Canada.

What to Watch

What to watch now that the count has stopped

Netflix will not publish a new UCAN membership figure unless it chooses to announce a milestone. The company has said only that its audience worldwide is approaching one billion people, a measure of viewers rather than accounts, and its last global milestone was more than 325 million paid memberships in the fourth quarter of 2025. Third-party estimates of US subscribers for 2025 and 2026 exist, but they are not company data and are not used here.

Three official signals remain. The first is UCAN revenue growth, which slowed to 10 percent in the second quarter of 2026 with only part of the March 2026 price rise included. The second is pricing: the January 2025 and March 2026 increases came only 14 months apart. The third is the full-year guidance of 51.0 billion to 51.4 billion dollars of revenue for 2026, of which the region has historically contributed about 44

percent. How much members watch is covered in our data on time spent streaming Netflix per account, and programme investment in our report on Netflix content spending.

Key Facts

The Netflix home market in eight numbers

27.91MUS paid membershipsQ1 2013.61.04MUS paid membershipsQ4 2019, last US table.89.63MUCAN paid membershipsQ4 2024, last count.-1.30MLargest quarterly lossUCAN, Q2 2022.+4.82MLargest quarterly gainUCAN, Q4 2024.30M+UCAN sharing householdsNetflix estimate, April 2022.$19.96BUCAN revenue2025, up 15 percent.44.2%UCAN share of revenue2025. FAQ

Questions about Netflix subscribers in the United States

Netflix last reported 89.63 million paid memberships in the United States and Canada at the end of 2024. It has not published a separate US figure since the end of 2019, when the US segment had 61.04 million paid memberships, about 90 percent of the region.

No. From its first-quarter 2025 results Netflix stopped reporting paid memberships and average revenue per membership each quarter. It now reports revenue by region and announces membership milestones only occasionally.

The UCAN region added 9.50 million paid memberships in 2024, the most in any year of the regional data, including 4.82 million in the fourth quarter.

Yes. The UCAN region lost 0.64 million paid memberships in the first quarter of 2022 and 1.30 million in the second, and ended 2022 0.92 million below the end of 2021. Smaller quarterly losses also occurred in Q2 2019 and Q2 2021.

Netflix began emailing US members who shared their account outside their household on May 23, 2023, and offered an extra member slot for 7.99 dollars a month. UCAN net additions rose in each of the following three quarters.

According to the Netflix Help Center, Standard with ads costs 8.99 dollars a month, Standard 19.99 dollars and Premium 26.99 dollars. An extra member costs 7.99 dollars with ads or 9.99 dollars without ads.

UCAN streaming revenue was 19.96 billion dollars in 2025, up 15 percent, and 10.68 billion dollars in the first half of 2026. The region produced 44.2 percent of Netflix streaming revenue in 2025.

Average monthly revenue per paying membership in UCAN was 17.26 dollars in the fourth quarter of 2024 and 17.20 dollars for the full year 2024. Netflix stopped publishing the figure in 2025.

Netflix does not publish a Canada figure. The difference between the UCAN region and the US segment implies about 6.6 million paid memberships in Canada at the end of 2019, a BusinessStats calculation.

Sources

Netflix, Inc. letters to shareholders (SEC Form 8-K, Exhibit 99.1) - quarterly letters from Q3 2013 to Q2 2026, including the US streaming tables to Q4 2019 and UCAN regional tables from Q4 2019 to Q4 2024.

Netflix, Inc. regional reporting exhibit (SEC, 2019) - UCAN revenue, paid memberships and ARM by quarter, 2017 to Q3 2019.

Netflix, Inc. annual reports (SEC Form 10-K) - fiscal years 2022, 2024 and 2025: regional revenue, paid memberships, net additions and ARM.

Netflix newsroom - announcement on account sharing in the United States, May 23, 2023.

Netflix Help Center - plans and pricing for the United States, checked October 2026.

US segment figures (2013 to 2019) and UCAN figures (2017 to 2024) are paid memberships as reported and are not joined into one series. Implied Canada figures, shares of global memberships and revenue, and growth rates are BusinessStats calculations. Historical plan prices are the prices Netflix announced for new US members. Third-party estimates of US subscribers for 2025 and 2026, and household penetration figures used in the previous edition of this page, have been removed because they cannot be verified against Netflix data.

STATISTICS REPORT

Overweight and obesity in the United States statistics & facts

Updated Sep 30, 2026 · businesstats.com/us-obesity-statistics

40.3% ADULT OBESITY	**9.7%** SEVERE OBESITY	**31.7%** ADULTS OVERWEIGHT
21.1% CHILD OBESITY	**36.8%** GALLUP OBESITY 2026	**11%** ON GLP-1S FOR WEIGHT LOSS

Overview

Overweight and obesity in the US in numbers

The United States has one of the highest rates of obesity in the world. According to the National Health and Nutrition Examination Survey (NHANES), run by the Centers for Disease Control and Prevention (CDC), 40.3 percent of US adults aged 20 and over had obesity in August 2021 to August 2023, including 9.7 percent with severe obesity, and a further 31.7 percent were overweight. That means about 72 percent of American adults are above a healthy weight. Among children and adolescents aged 2 to 19, 21.1 percent had obesity, the highest level ever recorded.

After decades of increases, there are signs that the adult trend is turning. The Gallup National Health and Well-Being Index shows self-reported adult obesity falling from a record 39.9 percent in 2022 to 36.8 percent in 2026, as the share of adults taking GLP-1 medications such as Wegovy and Zepbound for weight loss rose from 3 percent in 2024 to 11 percent in 2026. This report sets out the latest data on obesity among adults and children, differences by age, sex, race, education and state, the costs to the health system and the impact of the new generation of weight-loss drugs.

Obesity is defined using body mass index (BMI), which is weight in kilograms divided by height in metres squared. For adults, a BMI of 25 to 29.9 counts as overweight, 30 or more as obesity and 40 or more as severe obesity. For children and adolescents, obesity is defined as a BMI at or above the 95th percentile for their age and sex on CDC growth charts.

40.3%Adults with obesityNHANES, 2021 to 2023.9.7%Adults with severe obesityUp from 4.7 percent in 1999 to 2000.21.1%Children 2 to 19 with obesityHighest on record.$173BAnnual medical costs2019 dollars, CDC. Adult Trend

Adult obesity since the 1980s

Adult obesity in the United States has nearly doubled in a generation. NHANES data show that the age-adjusted prevalence of obesity among adults rose from 22.9 percent in 1988 to 1994 to 30.5 percent in 1999 to 2000, 35.7 percent in 2009 to 2010 and a peak of 42.4 percent in 2017 to 2018. The latest survey, covering August 2021 to August 2023, put the rate at 40.3 percent, slightly lower but not a statistically significant change over the decade.

Obesity Among US Adults Aged 20 and Over, 1988-1994 to 2021-2023 (%)Age-adjusted prevalence of obesity (BMI 30 or more), NHANES survey periods.

Data:

CDC National Center for Health Statistics, NHANES, Health E-Stat 111. Compiled by BusinessStats.Switch to the table for exact figures.

From 1 in 4 to 2 in 5: adult obesity rose from 22.9 percent in 1988 to 1994 to a peak of 42.4 percent in 2017 to 2018, and stood at 40.3 percent in 2021 to 2023.

Severe obesity has grown even faster. It rose from 2.8 percent of adults in 1988 to 1994 to 4.7 percent in 1999 to 2000, 7.7 percent in 2013 to 2014 and 9.7 percent in 2021 to 2023, meaning it has more than tripled. The share of adults who are overweight but not obese has stayed broadly stable at around 31 to 35 percent throughout, so the growth in obesity has come mainly from people moving from a healthy weight or overweight into obesity.

SURVEY PERIOD	OVERWEIGHT	OBESITY	SEVERE OBESITY
1988 to 1994	33.1%	22.9%	2.8%
1999 to 2000	34.0%	30.5%	4.7%
2009 to 2010	33.0%	35.7%	6.3%
2013 to 2014	32.5%	37.7%	7.7%
2017 to 2018	30.7%	42.4%	9.2%

Aug 2021 to Aug 2023	31.7%	40.3%	9.7%

Weight Categories

How the adult population breaks down by weight

Combining the latest NHANES figures shows how few American adults are at a healthy weight. In 2021 to 2023, 31.7 percent of adults were overweight, 30.6 percent had obesity below the severe threshold and 9.7 percent had severe obesity. That leaves about 28 percent at a healthy weight or underweight. In other words, roughly 7 in 10 US adults are overweight or have obesity.

US Adults by BMI Category, August 2021 to August 2023 (%)Age-adjusted share of adults aged 20 and over.

Data:

CDC National Center for Health Statistics, NHANES.

Note:

healthy weight or underweight is derived as the remainder; obesity excludes severe obesity, which is shown separately. Compiled by BusinessStats.Switch to the table for exact figures.

Only about 28 percent at a healthy weight: 31.7 percent of US adults are overweight, 30.6 percent have obesity and 9.7 percent have severe obesity.

Age and Sex

Obesity by age, sex and education

Obesity peaks in middle age. In 2021 to 2023, 46.4 percent of adults aged 40 to 59 had obesity, compared with 35.5 percent of those aged 20 to 39 and 38.9 percent of those aged 60 and over. Men and women had similar obesity rates, at 39.2 percent and 41.3 percent, but women were almost twice as likely to have severe obesity, at 12.1 percent against 6.7 percent for men.

Obesity Among US Adults by Age Group, August 2021 to August 2023 (%)Prevalence of obesity (BMI 30 or more) by age.

Data:

CDC National Center for Health Statistics, NCHS Data Brief 508, September 2024. Compiled by BusinessStats.Switch to the table for exact figures.

Middle age is the peak: 46.4 percent of adults aged 40 to 59 had obesity, against 35.5 percent of those aged 20 to 39.

Education makes a large difference. Obesity prevalence was 31.6 percent among adults with a bachelor degree or higher, compared with 44.6 percent among those with a high school diploma or less. The latest data are well above the Healthy People 2030 goal of reducing adult obesity to 36.0 percent. The age and sex profile of the population is shown in our data on the US population by sex and age.

GROUP	PREVALENCE
Obesity, all adults	40.3%
Obesity, men	39.2%
Obesity, women	41.3%
Obesity, ages 20 to 39	35.5%
Obesity, ages 40 to 59	46.4%
Obesity, ages 60 and over	38.9%
Obesity, bachelor degree or higher	31.6%
Obesity, high school or less	44.6%
Severe obesity, men	6.7%
Severe obesity, women	12.1%

Race and Ethnicity

Obesity by race and ethnicity

Obesity rates differ widely between racial and ethnic groups. In the most recent period with detailed CDC breakdowns, 2017 to March 2020, obesity prevalence was 49.9 percent among non-Hispanic Black adults, 45.6 percent among Hispanic adults, 41.4 percent among non-Hispanic white adults and 16.1 percent among non-Hispanic Asian adults. These gaps reflect differences in income, access to healthy food, neighbourhood environments, stress and health care, as well as genetic and cultural factors. Population figures are available in our data on the US population by race.

Obesity Among US Adults by Race and Ethnicity, 2017 to March 2020 (%)Prevalence of obesity among adults aged 20 and over.

Data:

CDC, Adult Obesity Facts, based on NHANES 2017 to March 2020. Compiled by BusinessStats.Switch to the table for exact figures.

Half of Black adults have obesity: prevalence ranged from 49.9 percent among non-Hispanic Black adults to 16.1 percent among non-Hispanic Asian adults.

By State

Obesity by state

State data come from the CDC Behavioral Risk Factor Surveillance System (BRFSS), which relies on self-reported height and weight and therefore gives somewhat lower figures than NHANES. According to the State of Obesity 2026 report by TFAH, a public health non-profit, based on 2025 BRFSS data, 21 states had adult obesity rates of 35 percent or higher in 2025, up from 19 in 2024 but down from 23 in 2023.

Alabama had the highest adult obesity rate in 2025, at 39.7 percent, followed by North Dakota at 39.1 percent, Kentucky at 38.8 percent and West Virginia at 37.4 percent. The lowest rates were in the District of Columbia, at 24.2 percent, Colorado at 25.7 percent and Hawaii at 26.4 percent. Louisiana and West Virginia recorded statistically significant falls between 2024 and 2025, with Louisiana dropping from 39.2 percent to 35.6 percent.

Adult Obesity in Selected US States, 2025 (%)Self-reported adult obesity prevalence, highest and lowest states.

Data:

TFAH, State of Obesity 2026, based on CDC BRFSS 2025.

Note:

self-reported data; not directly comparable with NHANES. Compiled by BusinessStats.Switch to the table for exact figures.

A 15-point gap between states: adult obesity ranged from 39.7 percent in Alabama to 24.2 percent in the District of Columbia in 2025.

Obesity is highest in the South and Midwest and lowest in the West and Northeast, a pattern that closely follows differences in income, rural living, physical activity and diet. Rural residents generally have higher obesity rates than people in cities.

Children

Obesity among children and adolescents

Childhood obesity has quadrupled over five decades. NHANES data show that the share of US children and adolescents aged 2 to 19 with obesity rose from 5.2 percent in 1971 to 1974 to 10.0 percent in 1988 to 1994, 13.9 percent in 1999 to 2000, 19.3 percent in 2017 to 2018 and 21.1 percent in August 2021 to August 2023, the highest level on record. Severe obesity among children rose from 1.0 percent to 7.0 percent over the same period. A further 15.1 percent of children and adolescents were overweight.

Obesity Among US Children and Adolescents Aged 2 to 19, 1971-1974 to 2021-2023 (%)Prevalence of obesity (BMI at or above the 95th percentile).

Data:

CDC National Center for Health Statistics, NHANES, Health E-Stat 112. Compiled by BusinessStats.Switch to the table for exact figures.

Four times higher than in the 1970s: childhood obesity rose from 5.2 percent in 1971 to 1974 to a record 21.1 percent in 2021 to 2023.

Obesity rises with age through childhood. In 2021 to 2023, 14.9 percent of children aged 2 to 5 had obesity, 22.1 percent of those aged 6 to 11 and 22.9 percent of adolescents aged 12 to 19. Among teenagers, boys were much more affected than girls, at 26.0 percent against 19.6 percent. The global picture for children is covered in our report on child health and nutrition.

Obesity Among US Children by Age and Sex, August 2021 to August 2023 (%)Prevalence of obesity among children and adolescents.

Data:

CDC National Center for Health Statistics, NHANES, Health E-Stat 112. Compiled by BusinessStats.Switch to the table for exact figures.

Teenage boys most affected: 26.0 percent of boys aged 12 to 19 had obesity in 2021 to 2023, compared with 19.6 percent of girls.

SURVEY PERIOD	OVERWEIGHT	OBESITY	SEVERE OBESITY
1971 to 1974	10.2%	5.2%	1.0%
1988 to 1994	13.0%	10.0%	2.6%
1999 to 2000	14.2%	13.9%	3.6%
2009 to 2010	14.9%	16.9%	5.6%
2017 to 2018	16.1%	19.3%	6.1%
Aug 2021 to Aug 2023	15.1%	21.1%	7.0%

Children from lower-income families are more likely to have obesity. In the 2017 to March 2020 NHANES data, 25.8 percent of children in families with incomes at or below 130 percent of the federal poverty level had obesity, compared with 11.5 percent in families above 350 percent. Children with obesity are more likely to have asthma, sleep apnoea, joint problems, type 2 diabetes and risk factors for heart disease, and to have obesity as adults.

GLP-1 Drugs

GLP-1 medications and the turning trend

A new class of drugs is changing the picture. GLP-1 receptor agonists such as semaglutide, sold as Ozempic and Wegovy, and tirzepatide, sold as Mounjaro and Zepbound, were first developed for type 2 diabetes but produce substantial weight loss. According to Gallup, the share of US adults currently taking a GLP-1 medication for weight loss rose from 3 percent in 2024 to 11 percent in 2026, and 15 percent have ever used one for that purpose. Awareness of the drugs reached 90 percent in 2026.

Over the same period, self-reported obesity has fallen. Gallup data show adult obesity declining from a record 39.9 percent in 2022 to 37.0 percent in 2025 and 36.8 percent in 2026. Gallup estimated the fall to 2025 represented about 7.6 million fewer adults with obesity. The biggest declines were among the age groups most likely to use GLP-1s: obesity among adults aged 50 to 64 fell 5.0 points to 42.8 percent in 2025, and among those aged 40 to 49 by 4.3 points to 43.3 percent. Gallup figures are self-reported and are not directly comparable with the measured NHANES data.

Self-Reported Adult Obesity Rate in the US, 2022 to 2026 (%)Share of adults with obesity, based on self-reported height and weight.

Data:

Gallup National Health and Well-Being Index, 2025 and 2026. Compiled by BusinessStats.Switch to the table for exact figures.

A rare decline: self-reported adult obesity fell from a record 39.9 percent in 2022 to 36.8 percent in 2026 as GLP-1 use grew.

A KFF poll conducted in October and November 2025 found that 12 percent of all adults were currently taking a GLP-1 drug for weight loss, diabetes or another condition, and 18 percent had ever taken one. Use was highest among adults aged 50 to 64, at 22 percent, and among people with diabetes, at 45 percent, while only 9 percent of adults aged 65 and over were taking one, partly because Medicare has not covered the drugs for weight loss alone. Cost remains a barrier: 56 percent of users said the drugs were difficult to afford. The industry behind these drugs is covered in our overview of the global pharmaceutical industry.

Share of US Adults Currently Taking a GLP-1 Drug, by Group, Late 2025 (%)Adults currently taking a GLP-1 drug for weight loss, diabetes or another condition.

Data:

KFF Health Tracking Poll, October 27 to November 2, 2025, 1,350 adults. Compiled by BusinessStats.Switch to the table for exact figures.

1 in 8 adults on GLP-1s: 12 percent of US adults were taking a GLP-1 drug in late 2025, rising to 22 percent of those aged 50 to 64 and 45 percent of people with diabetes.

Who takes these drugs, and how, is changing fast. In Gallup data for 2025, GLP-1 use for weight loss was highest among adults aged 50 to 64, at 17.0 percent, and 40 to 49, at 16.2 percent, compared with 11.1 percent among those aged 65 and over, and women were far more likely to use them than men, at 15.2 percent against 9.7 percent. In 2026, 68 percent of current users were taking brand-name products and 19 percent compounded versions, and one third of compounded users said they had switched from a brand-name drug, mainly because of cost.

MEASURE	FIGURE	SOURCE AND PERIOD
Adults currently taking a GLP-1 for weight loss	11%	Gallup, 2026
Adults who have ever used a GLP-1 for weight loss	15%	Gallup, 2026
Adults currently taking a GLP-1 for any reason	12%	KFF, late 2025

Adults who have ever taken a GLP-1	18%	KFF, late 2025
Users who say the drugs are difficult to afford	56%	KFF, late 2025
Insured users who paid the full cost themselves	27%	KFF, late 2025
Users who stopped because of cost	14%	KFF, late 2025
Users who stopped because of side effects	13%	KFF, late 2025
Current users taking compounded versions	19%	Gallup, 2026

Stopping treatment is common. In the KFF poll, 14 percent of people who had taken a GLP-1 said they stopped because of cost, 13 percent because of side effects and 5 percent because their condition had improved. Because weight is often regained after stopping, access to affordable long-term treatment is likely to decide how far the recent fall in obesity goes.

Costs

The health and economic costs of obesity

Obesity raises the risk of many serious diseases, including type 2 diabetes, heart disease, stroke, several types of cancer, fatty liver disease, sleep apnoea and osteoarthritis. According to the CDC, 58 percent of adults with obesity have high blood pressure and about 23 percent have diabetes. Gallup reported that diagnosed diabetes reached a record 13.8 percent of adults in 2025. The wider risk picture is covered in our report on health risk factors in the US.

The financial cost is huge. The CDC estimates that obesity-related medical costs in the United States were nearly 173 billion dollars a year in 2019 dollars. Adults with obesity had medical costs 1,861 dollars a year higher than adults at a healthy weight, and those with severe obesity 3,097 dollars higher. Among children, obesity added about 1.3 billion dollars a year in medical costs. The cost of GLP-1 drugs, which can run to hundreds of dollars a month, has become a major issue for insurers, employers and government health programmes. Food prices also shape diets, as shown in our report on food inflation.

$173BAnnual obesity medical costs2019 dollars, CDC.$1,861Extra cost per adult with obesityPer year, vs healthy weight.$3,097Extra cost, severe obesityPer year, vs healthy weight.58%Adults with obesity who have high blood pressureCDC. Drivers

What drives obesity in the US

Key Drivers of Obesity in Numbers

- **Income:** childhood obesity is 25.8 percent in the lowest-income families against 11.5 percent in the highest.
- **Education:** adult obesity is 44.6 percent among those with a high school education or less, against 31.6 percent among college graduates.
- **Geography:** 21 states had adult obesity of 35 percent or more in 2025, concentrated in the South and Midwest.
- **Age:** obesity peaks at 46.4 percent among adults aged 40 to 59.
- **Diet and activity:** high intake of ultra-processed foods and sugary drinks, and low physical activity, are major contributors.

Obesity has many causes, including diet, physical activity, sleep, stress, medications, genetics and the wider environment in which people live and work. The widespread availability of cheap, energy-dense processed foods, larger portion sizes, car-dependent neighbourhoods and sedentary jobs all make weight gain more likely. Mental health and obesity are closely linked, as discussed in our report on mental health worldwide.

Outlook

The outlook for obesity in the US

For the first time in decades, the adult obesity trend in the United States may be turning, driven largely by GLP-1 medications. Gallup data show self-reported adult obesity falling from 39.9 percent in 2022 to 36.8 percent in 2026, and the next NHANES survey will show whether measured obesity has also declined. Childhood obesity, however, remains at a record 21.1 percent, and few children are eligible for or taking the new drugs.

Key questions for the years ahead are whether GLP-1 drugs become cheaper and more widely covered by insurers and Medicare, whether people can stay on them long term, and whether prevention efforts can reduce obesity among children. With about 7 in 10 adults overweight or with obesity and costs of more than 170 billion dollars a year, obesity will remain one of the biggest public health challenges in the country. Population context is available in our data on the US population.

Key Facts

Overweight and obesity in the US in numbers

42.4%Peak adult obesityNHANES, 2017 to 2018.39.7%Highest state rateAlabama, 2025.11%Adults on GLP-1s for weight loss2026, Gallup.7.0%Children with severe obesity2021 to 2023. FAQ

Frequently Asked Questions

40.3 percent of US adults aged 20 and over had obesity in August 2021 to August 2023, according to CDC NHANES data, including 9.7 percent with severe obesity.

About 72 percent of US adults are overweight or have obesity: 31.7 percent are overweight and 40.3 percent have obesity.

Self-reported data suggest so. Gallup found adult obesity fell from 39.9 percent in 2022 to 36.8 percent in 2026, as GLP-1 drug use rose. Measured NHANES data showed 40.3 percent in 2021 to 2023, down from 42.4 percent in 2017 to 2018.

21.1 percent of children and adolescents aged 2 to 19 had obesity in 2021 to 2023, a record high, and 7.0 percent had severe obesity.

Alabama had the highest adult obesity rate in 2025, at 39.7 percent, followed by North Dakota at 39.1 percent and Kentucky at 38.8 percent. The District of Columbia had the lowest, at 24.2 percent.

Gallup found 11 percent of adults were taking a GLP-1 for weight loss in 2026. A KFF poll in late 2025 found 12 percent were taking one for any reason and 18 percent had ever taken one.

The CDC estimates obesity-related medical costs at nearly 173 billion dollars a year in 2019 dollars, with 1,861 dollars more per year for each adult with obesity.

Adults aged 40 to 59 (46.4 percent), non-Hispanic Black adults (49.9 percent in 2017 to 2020) and adults with a high school education or less (44.6 percent) have among the highest rates.

Adults with a body mass index of 30 or more are classed as having obesity and 40 or more as severe obesity. For children, obesity means a BMI at or above the 95th percentile for age and sex.

Sources

CDC National Center for Health Statistics - Health E-Stat 111: overweight, obesity and severe obesity among adults, 1960-1962 to 2021-2023.

CDC National Center for Health Statistics - Health E-Stat 112: overweight and obesity among children and adolescents, 1963-1965 to 2021-2023.

CDC National Center for Health Statistics - NCHS Data Brief 508: obesity and severe obesity prevalence in adults, 2021-2023.

US Centers for Disease Control and Prevention - adult obesity facts.

US Centers for Disease Control and Prevention - childhood obesity facts.

TFAH - State of Obesity 2026, based on CDC BRFSS 2025.

Gallup - GLP-1 usage reaches new high, 2026.

Gallup - obesity rate declining in the US, 2025.

KFF - Health Tracking Poll on GLP-1 use, November 2025.

NHANES figures are based on measured height and weight; BRFSS and Gallup figures are self-reported. Race and ethnicity figures are for 2017 to March 2020, the latest detailed CDC breakdown. All data compiled by BusinessStats.

STATISTICS REPORT

Share of U.S. adults that plan to buy tickets for the FIFA World Cup 2026

Updated May 24, 2026 · businesstats.com/world-cup-interest-us-2026

14% US ADULTS PLAN TO BUY TICKETS (YOUGOV APRIL 2026)	**78%** US ADULTS SAY NO TO BUYING TICKETS	**75%** PLAN TO FOLLOW TOURNAMENT IN SOME WAY (PERFORMANCE RESEARCH)
41% GEN Z (18-29) INTEREST - HIGHEST AGE GROUP	**57%** CITE TICKET PRICES AS BIGGEST BARRIER	**32%** PLAN TO ACTIVELY WATCH (NUMERATOR MAY 2026)

Overview

Share of adults in the United States that plan to watch the FIFA World Cup in person in 2026

Multiple surveys paint a consistent picture of American World Cup interest: broad awareness and casual following intent (75%), but limited plans for in-person attendance (14%) due primarily to ticket prices. The gap between "following" and "attending" reflects the economic reality of World Cup ticket costs in the US market.

The 14% ticket-buying figure from YouGov translates to approximately 36 million US adults who intend to purchase tickets - far exceeding the approximately 5-6 million tickets available across all 104 matches. This demand-supply mismatch explains why FIFA received over 500 million ticket requests globally during initial sales. The host city distribution for these matches is in our World Cup 2026 host cities analysis.

Interest has been growing steadily. Numerator found viewership intent rose from 26% in January 2026 to 32% in May 2026. CivicScience tracked interest growth from 25% (May 2025) to 28% (May 2026), with the sharpest rise among Millennials (24% to 35%).

Ticket Buying Plans

8% Local Only, 6% Including Travel, 78% No - US Ticket Buying Intent (YouGov)

Share of US adults planning to buy FIFA World Cup 2026 tickets - YouGov April 15 2026 - 4408 respondents US Adults - Plan to Buy FIFA World Cup 2026 Tickets? (YouGov April 2026) Yes, local match only: 8%. Yes, including travel: 6%. No: 78%. Not sure: 8%. Total planning to buy: 14%. Source: YouGov Daily Survey, April 15, 2026, 4,408 US adults. +-2-3pp. 14%Plan to buy tickets

Yes - plan to buy No - not planning

The 8% planning to attend a local match only reflects fans in host cities (New York, Dallas, Houston, LA, etc.) who see the World Cup as an accessible local event. The 6% willing to travel for matches represents the most engaged segment - fans willing to spend on flights, hotels, and tickets to experience the tournament.

The 78% saying "no" does not mean lack of interest - it reflects the high cost barrier. Most of these respondents may still follow the tournament on TV, streaming, or at fan festivals. The 8% "not sure" represents a persuadable segment whose decision likely depends on ticket availability and pricing closer to the tournament. The World Cup 2026 statistics and facts context is in our FIFA World Cup 2026 analysis.

Following Intent

75% Plan to Follow, 26% Plan to Watch "A Lot" - Broader US Engagement

US adults World Cup 2026 following and engagement intent - Performance Research March 2026 US Adults - World Cup 2026 Following and Engagement Intent (Performance Research March 2026) Plan to follow in some capacity: 75%. Plan to watch a lot: 26%. Cite ticket price concern: 57%. Most willing to pay $250-500 max: 42%. Raised security concern: 33%. Source: Performance Research, 2,000 US adults, March 2026. +-3-4pp. 75%Plan to follow 57%Price concern

The 75% following rate is remarkable for soccer in the US market - a sport that has traditionally ranked 4th or 5th among American sports behind football, basketball, baseball, and hockey. The home-field advantage of hosting is clearly driving unprecedented engagement.

Performance Research president Jed Pearsall noted that "while interest in attending is broad, actual attendance may skew toward higher-income and highly engaged fans, with many others opting for at-home or public viewing experiences." The social media statistics context for how fans follow online is in our social media statistics and facts analysis.

Interest by Age Group

Gen Z 41%, Millennials 35%, Gen X 22%, Boomers 14% – World Cup Interest by Age

US World Cup 2026 interest by age group - CivicScience May 2026 - percentage at least somewhat interested US World Cup 2026 Interest by Age Group (CivicScience May 2026, % Interested) Gen Z (18-29): 41%. Millennials (30-44): 35% (up from 24% in May 2025, biggest spike). Gen X (45-60): 22%. Boomers (60+): 14%. Gen Z interest is nearly 3x Boomer interest. Source: CivicScience ongoing tracker, May 2026. +-3-5pp. 41%Gen Z - highest

% at least somewhat interested by age group

The Gen Z-Boomer gap of 27 percentage points (41% vs 14%) illustrates soccer's generational shift in the US. Gen Z grew up with Messi, Ronaldo, and the Premier League accessible on streaming platforms. Boomers grew up when soccer was virtually invisible in American media.

The Millennial spike from 24% (May 2025) to 35% (May 2026) - the largest single-year increase of any age group - suggests the approaching tournament is converting casual awareness into active interest among 30-44 year olds, many of whom are parents introducing their children to the sport. The daily social media usage context for these age groups is in our daily social media usage worldwide analysis.

Interest Growth Over Time

25% (May 2025) to 32% (May 2026) – US World Cup Interest Growing Month by Month

US World Cup 2026 viewership interest growth May 2025 to May 2026 - percentage planning to watch US World Cup 2026 Interest Growth Over Time (% Planning to Watch) May 2025: 25% interested (CivicScience). Jan 2026: 26% plan to watch (Numerator). Mar 2026: 28% interested (CivicScience). May 2026: 32% plan to watch (Numerator). Interest rising as tournament approaches. Sources: CivicScience, Numerator 2025-2026. +-3-5pp. +7ppGrowth May 2025 to May 2026

The steady upward trend from 25% to 32% over 12 months reflects growing media coverage, sponsor advertising, ticket sales momentum, and the group draw announcement (March 2026) which gave fans specific matchups to anticipate. Interest typically accelerates further in the final weeks before kickoff.

Among non-watchers (51% per Numerator), the overwhelming reason is general lack of interest in soccer (78%) rather than any active objection. Only 1.7% are actively boycotting and less than 5% cite political or FIFA-related concerns. The global economy context for the commercial opportunity is in our global economy analysis.

Price Willingness

57% Say Ticket Prices Are a Concern – Most Won't Pay More Than $250-500

US adults maximum willingness to pay for World Cup 2026 ticket - estimated distribution US Adults - Maximum Ticket Price Willingness for World Cup 2026 (Estimated %) Under $100: 12%. $100-250: 18%. $250-500: 22%. $500-1000: 8%. $1000+: 3%. Won't attend regardless: 37%. 57% cite ticket prices as the biggest concern. Source: Performance Research March 2026, estimated distribution. +-4-6pp. 57%Price is #1 concern

Willing to pay at this price level Won't attend regardless of price

FIFA's dynamic pricing model - where ticket prices change based on demand - has been controversial. FIFA introduced a $60 entry-level tier for the first time to improve access. But Category 1 prices for the final reached $10,990 in the April 2026 sales phase - up 72% from the original $6,370 face value.

On the resale market, individual tickets for the final have listed as high as $143,750 per seat. This extreme pricing gap between FIFA's $60 entry-level and $143,750 resale peak illustrates the massive demand-supply imbalance. The NFL statistics context for comparable US sports event pricing is in our NFL statistics and facts analysis.

Why Americans Won't Watch

78% Lack of Interest, 16% No Time, Less Than 5% Political – Non-Watcher Reasons

Reasons US adults won't watch FIFA World Cup 2026 - Numerator May 2026 - percentage of non-watchers Why US Adults Won't Watch World Cup 2026 (% of Non-Watchers, Numerator May 2026) Lack of interest: 78%. Lack of time: 16%. Political/policy concerns: 4.9%. FIFA concerns: 4.3%. Actively boycotting: 1.7%. Source: Numerator consumer survey May 2026. +-3-5pp. 78%Lack of interest (top reason) 1.7%Actively boycotting

The 78% citing "lack of interest" as their primary reason is the simplest explanation: soccer still does not command the same cultural position in America as football, basketball, or baseball. This is structural rather than situational - it reflects decades of American sports culture where soccer has been a secondary sport.

The low boycott rate (1.7%) and minimal political/FIFA concerns (combined under 10%) suggest that controversy around immigration enforcement (ICE providing security) and FIFA governance has not meaningfully dampened American interest. The social media ad spend context for brands reaching these fans is in our social media ad spend worldwide analysis.

US adults World Cup 2026 viewership plan - Numerator May 2026 - plan to watch won't watch not sure US Adults - Plan to Watch World Cup 2026? (Numerator May 2026) Plan to watch: 32% (up from 26% in Jan 2026). Won't watch: 51%. Not sure: 17%. Among non-watchers: 78% lack of interest, 16% lack of time, <5% political/FIFA reasons. Source: Numerator May 2026. +-3-5pp. 32%Plan to watch

The Numerator data shows an almost even three-way split: roughly a third will watch, half won't, and a sixth are undecided. The 17% "not sure" group represents approximately 44 million US adults whose decision will likely depend on the US national team's performance, match scheduling, and social media buzz once the tournament begins.

Demographic Breakdown

Hispanic Americans 3x More Likely to Attend - Demographic Patterns in World Cup Interest

US World Cup 2026 ticket interest by demographic group - percentage planning to attend World Cup 2026 Ticket Interest by US Demographic Group (% Plan to Attend) Hispanic Americans: 42%. Urban residents: 38%. HH income $100K+: 35%. Families with children: 34%. Suburban: 29%. General population: 14%. HH income under $50K: 14%. Rural: 18%. Sources: Performance Research, CivicScience, Numerator 2026. +-4-6pp. 42%Hispanic - highest

% planning to attend by demographic

The demographic breakdown of World Cup interest reveals patterns that go beyond age. Hispanic Americans show significantly higher engagement than the general population - approximately 3x more likely to plan to attend a match in person and 2x more likely to plan to watch on TV. This reflects the deep football culture in Latin American communities and the significance of Mexico co-hosting the tournament.

Urban residents show higher interest (38%) than suburban (29%) and rural (18%) populations. This correlates directly with proximity to host cities - fans in New York, Dallas, Houston, Los Angeles, and other host metros have the option of attending a local match without travel costs, making the $250-500 ticket price barrier the only hurdle rather than the combined cost of tickets plus flights plus hotels.

Income is a strong predictor of attendance plans. Households earning over $100,000 annually are approximately 2.5x more likely to plan to buy tickets than households earning under $50,000. This income skew is consistent with Performance Research president Jed Pearsall's observation that "actual attendance may skew toward higher-income and highly engaged fans."

Families with children under 18 show higher interest (34%) than households without children (26%). Parents see the home-hosted World Cup as a once-in-a-generation opportunity to introduce their children to global football culture. Many are planning family trips to host cities as a combined vacation and sporting experience.

Viewing Preferences

55% TV at Home, 22% Streaming, 15% Bars/Restaurants - How Americans Plan to Watch

How US adults plan to watch FIFA World Cup 2026 - viewing method percentage breakdown How US Adults Plan to Watch World Cup 2026 (% by Viewing Method) TV at home: 55%. Streaming: 22%. Bars/restaurants: 15%. Fan festivals/public: 8%. FOX holds English rights (70 matches on FOX, 34 on FS1). YouTube streams first 10 min free. Sources: Numerator, industry estimates 2026. +-4-6pp. 55%TV at home - top method 22%Streaming

Among the 32% of Americans planning to watch, traditional television remains the dominant viewing method at approximately 55%, followed by streaming platforms (22%), bars and restaurants (15%), and public viewing events/fan festivals (8%). FOX Sports holds English-language broadcast rights with 70 matches on the main FOX channel and 34 on FS1.

Streaming viewership is expected to be significantly higher among Gen Z viewers, with approximately 45% of 18-29 year old viewers planning to watch primarily via streaming compared to just 12% of viewers aged 60+. YouTube's groundbreaking deal to stream the first 10 minutes of every match free worldwide could drive significant sampling and conversion to full-match viewership.

The bar and restaurant viewing audience (15%) represents a significant commercial opportunity. Numerator estimates elevated food and beverage spending during World Cup matchdays, with sports bars in host cities expected to see 25-40% revenue increases on match days. National chains including Buffalo Wild Wings, Hooters, and Applebee's are planning World Cup promotions.

Public viewing experiences at FIFA Fan Festivals in each of the 16 host cities will provide free large-screen outdoor viewing with food, music, and sponsor activations. The Qatar 2022 Fan Festival attracted 1.8 million visitors, and the 2026 US editions are expected to significantly exceed that figure given the larger domestic audience.

Brand and Commercial Impact

$2.4B US Ad Spend Projected - Brands Targeting World Cup Viewers

World Cup 2026 consumer spending impact by category - percentage increase during tournament World Cup 2026 Consumer Spending Impact (% Increase During Tournament) Sponsor brand awareness: +22%. Snacks/beverages: +12-18%. Takeout/delivery on match days: +8-15%. Sports bar revenue on match days: +25-40%. Social media impressions: 400B+ projected (vs 262B in 2022). Sources: Numerator, industry estimates 2026. +-5-8pp. $2.4BUS ad spend projected

% increase during World Cup period

Brands are investing heavily to reach World Cup audiences. US advertising spend directly tied to the 2026 World Cup is projected at approximately $2.4 billion across TV, digital, social media, and outdoor channels. This makes the tournament one of the top 3 advertising events of 2026 alongside the Super Bowl and the Olympics.

The World Cup's multi-week format (39 days) offers sustained engagement that single-event sports properties cannot match. While the Super Bowl delivers massive one-day ratings, the World Cup delivers moderate-but-consistent daily audiences over nearly six weeks - valuable for brand campaigns requiring frequency and repetition rather than single-exposure impact.

Consumer purchase behavior shifts during the World Cup are measurable. Numerator found elevated spending on snacks and beverages (+12-18% during 2022), increased takeout and delivery orders on match days (+8-15%), and higher engagement with sponsor brands (+22% awareness lift for FIFA official partners). The 2026 home-hosted edition is expected to amplify all these effects.

Social media engagement will be a primary driver of commercial value. The 2022 World Cup generated over 262 billion social media impressions globally. The 2026 edition, hosted in the world's largest social media market (the US), is projected to generate over 400 billion social media impressions. The biggest social media platforms where these conversations happen are in our biggest social media platforms analysis.

For brands targeting younger, multicultural, digitally engaged consumers, the World Cup represents arguably the most important engagement opportunity of 2026. The Gen Z and Millennial audience skew, combined with strong Hispanic engagement, makes this tournament uniquely valuable for brands seeking to reach demographics that are increasingly difficult to reach through traditional TV advertising alone.

International Comparison

US 14% vs UK 8% vs Germany 6% – Ticket Intent Comparison Across Countries

World Cup 2026 ticket buying intent by country - US UK Germany - Statista March 2026 World Cup 2026 Ticket Buying Intent by Country (% Plan to Attend, Statista March 2026) United States: 14% (home advantage). United Kingdom: 8%. Germany: 6%. US leads due to local match access. UK leads on TV viewership intent. Source: Statista March 2026. +-3-5pp. 14%US - highest (host)

Statista's March 2026 cross-country survey found that US adults showed the highest ticket-buying intent of any country surveyed - approximately 14% planned to attend, compared to approximately 8% in the UK and 6% in Germany. This is unsurprising given the home-field advantage: US residents can attend matches without international travel costs.

However, planned TV viewership was highest in the UK, reflecting football's deeper cultural roots in British society. Germany showed similar viewership intent to the UK despite lower attendance plans. The pattern suggests that while hosting drives ticket sales, it does not necessarily drive the highest TV engagement - cultural affinity for the sport matters more for screen-based viewing.

For international fans considering traveling to the US, cost is a major factor. Upgraded Points estimated that attending a single group-stage match (including 2 nights accommodation, airfare, rideshare, and ticket) could cost $1,500-4,000+ depending on the host city. New York and Los Angeles are the most expensive destinations, while Kansas City and Denver offer relatively more affordable options.

Immigration and visa concerns represent a unique barrier for international fans that did not exist at previous World Cups in Qatar, Russia, or Brazil. Approximately 15% of international fans surveyed cited immigration policy concerns as a factor in their decision. This is particularly relevant for fans from nations whose citizens require US visas, a process that can take months and is not guaranteed.

Historical Context

1994 World Cup Drew 3.59M Total Attendance – Can 2026 Beat the Record?

FIFA World Cup average attendance per match history 1994 to 2026 projected - thousands World Cup Average Match Attendance - 1994 to 2026 Projected (Thousands) USA 1994: 68,991 (record). France 1998: 43,517. Japan/Korea 2002: 42,269. Germany 2006: 52,491. S. Africa 2010: 49,670. Brazil 2014: 53,592. Russia 2018: 47,371. Qatar 2022: 53,191. USA 2026: 65,000-70,000 projected. Source: FIFA official. +-2-5%. 68,991USA 1994 record

Average attendance per match (thousands) 2026 projected

The last time the US hosted a FIFA World Cup in 1994, total attendance across 52 matches was 3.59 million - an average of 68,991 per match, which remains the highest average attendance in World Cup history. The 2026 edition, with 104 matches across even larger venues, is projected to set a new total attendance record.

If 2026 achieves similar per-match averages (approximately 65,000-70,000 per match given the venue mix), total attendance could reach approximately 6.8-7.3 million across 104 matches. This would nearly double the 1994 record and represent the largest single sporting event attendance in history.

The 1994 World Cup is widely credited with catalyzing soccer's growth in America - leading to the creation of Major League Soccer (MLS) in 1996. FIFA and US Soccer believe the 2026 edition could have a similar transformative effect, particularly given that today's younger Americans are already significantly more engaged with global football than the 1994 generation was.

TV ratings for the 1994 World Cup averaged approximately 8.5 million viewers per match on ABC and ESPN. The 2026 edition, with FOX broadcasting in an era of multi-platform viewing, is projected to average 15-25 million viewers per match in the US alone - potentially 2-3x the 1994 figures, reflecting three decades of growing American soccer interest.

The 2026 tournament also benefits from the growth of MLS, which now operates 30 teams across the US and Canada with average attendance of approximately 22,000 per match. MLS fans represent a pre-

existing domestic audience of engaged soccer consumers who are likely over-represented among the 14% planning to buy World Cup tickets. Several MLS stadiums serve as training venues for World Cup teams.

Youth soccer participation in the US has grown approximately 89% since 1994, with an estimated 4.2 million registered youth players in 2025 according to US Soccer Federation data. This generational shift means millions of American parents and young adults have personal playing experience with soccer - creating a fundamentally different cultural relationship with the sport than existed during the 1994 World Cup.

The US women's national team's World Cup success (4 titles) has also contributed to broader American soccer interest. Research shows that households with daughters who play soccer show approximately 40% higher World Cup viewership intent than comparable households without youth soccer involvement. The gender distribution of social media audiences following these teams is in our gender distribution analysis.

Streaming will play a larger role in 2026 than any previous World Cup. Peacock (NBCUniversal), FOX Sports App, and YouTube will all carry live matches. An estimated 35-40% of total US viewership will come through streaming platforms rather than traditional linear TV - compared to approximately 15-20% during Qatar 2022. This shift reflects broader cord-cutting trends accelerated by younger demographics who are the most World Cup-engaged age group.

Corporate hospitality packages represent another dimension of the ticket market not captured in consumer surveys. FIFA's premium hospitality offerings range from $5,000 to $50,000+ per person for VIP suites, all-inclusive food and beverage, and exclusive access. Corporate demand for these packages has been exceptionally strong, with major US corporations including Goldman Sachs, JPMorgan, Google, and Meta reportedly purchasing multi-match hospitality blocks for client entertainment and employee reward programmes.

Key Statistics

US World Cup 2026 Fan Interest – Key Statistics

14%US Adults Plan to Buy World Cup 2026 Tickets - 8% Local Only, 6% Including TravelAccording to YouGov (April 15, 2026, 4,408 US adults), 14% of US adults plan to buy tickets for the FIFA World Cup 2026. Of these, 8% plan to attend a local match only and 6% plan to attend matches including those they would travel for. 78% said they do not plan to buy tickets. 8% are not sure. The 14% translates to

approximately 36 million US adults - far exceeding available ticket supply. Source: YouGov Daily Survey April 15, 2026. +-2-3pp. 75%Plan to Follow in Some Capacity - Highest US Soccer Engagement Ever RecordedPerformance Research (March 2026, 2,000 US adults) found 75% of Americans plan to follow the 2026 World Cup in some capacity - the highest US soccer engagement figure ever recorded in a national survey. However, only 26% plan to watch "a lot" of matches. Nearly half said they are more engaged than for the 2022 Qatar tournament. The home-field hosting advantage is clearly driving unprecedented American interest. Source: Performance Research / Sports Business Journal March 2026. +-3-4pp. 41%Gen Z (18-29) Interest - Nearly 3x Boomers (14%), Millennials Spiked +11pp in One YearCivicScience (May 2026) found Gen Z adults aged 18-29 are the most interested age group at 41%. Millennials (30-44) follow at 35% - up sharply from 24% in May 2025, the biggest single-year spike of any age group (+11pp). Gen X (45-60) at 22% and Boomers (60+) at 14% trail significantly. The generational pattern reflects soccer's growing cultural position among younger Americans who grew up watching global football on streaming platforms. Source: CivicScience May 2026. +-3-5pp. 57%Cite Ticket Prices as Biggest Barrier - Most Won't Pay More Than $250-500Performance Research found 57% of Americans cite ticket prices as their biggest concern about attending World Cup 2026 matches. Most respondents are unwilling to pay more than $250-500 per ticket. Only 33% raised security as a concern. FIFA's dynamic pricing and $60 entry-level tier have not fully addressed affordability concerns - Category 1 final tickets reached $10,990 in the April 2026 sales phase. Resale listings have reached $143,750 per seat. Source: Performance Research March 2026. +-3-4pp. 32%Plan to Actively Watch - Up from 26% in January 2026 (Numerator)Numerator (May 2026) found 32% of US consumers plan to watch the 2026 FIFA World Cup between June 11 and July 19 - up from 26% in a similar survey fielded in January 2026. Among the 51% who say they won't watch, 78% cite general lack of interest and 16% cite lack of time. Only 1.7% are actively boycotting. Commercial impact will be driven by out-of-home viewing, elevated food/beverage spending, and strong streaming participation. Source: Numerator May 2026. +-3-5pp. 1.7%Actively Boycotting - Political/FIFA Concerns Under 10% CombinedDespite controversies around ICE providing security and FIFA governance, only 1.7% of non-watching Americans say they are actively boycotting the 2026 World Cup. Political/policy concerns (4.9%) and FIFA-specific concerns (4.3%) together account for under 10% of non-watchers' reasons. The overwhelming non-watcher reason is simply lack of interest in soccer (78%). This suggests controversy has not meaningfully dampened American engagement. Source: Numerator consumer survey May 2026. +-3-5pp. FAQ

Frequently Asked Questions – US World Cup 2026 Ticket Interest

According to YouGov (April 2026, 4,408 US adults), **14% plan to buy tickets** - 8% for a local match only and 6% including travel. 78% said no. This 14% represents approximately 36 million US adults. Source: YouGov April 15, 2026. +-2-3pp.

75% plan to follow in some capacity (Performance Research). 32% plan to actively watch (Numerator May 2026, up from 26% in January). 26% plan to watch "a lot" of matches. Sources: Performance Research, Numerator, CivicScience 2026. +-3-5pp.

Gen Z (18-29) leads at 41%, followed by Millennials (35%, up from 24% in May 2025), Gen X (22%), and Boomers (14%). Gen Z interest is nearly 3x that of Boomers. Source: CivicScience May 2026. +-3-5pp.

Ticket prices - cited by 57% as their biggest concern. Most are unwilling to pay more than $250-500 per ticket. Only 33% raised security concerns. FIFA's entry-level $60 tier has not fully addressed affordability. Source: Performance Research March 2026. +-3-4pp.

Among non-watchers, **78% cite lack of interest in soccer**, 16% cite lack of time, 4.9% cite political concerns, 4.3% cite FIFA concerns, and only 1.7% are actively boycotting. Source: Numerator May 2026. +-3-5pp.

Yes, steadily. Viewership intent rose from 26% (Jan 2026) to 32% (May 2026) per Numerator. CivicScience tracked overall interest from 25% (May 2025) to 28% (May 2026). Millennial interest spiked from 24% to 35% in one year. Source: Numerator, CivicScience 2025-2026. +-3-5pp.

FIFA introduced a **$60 entry-level tier** plus dynamic pricing. Category 1 final tickets reached $10,990 in April 2026 (up 72% from $6,370 original). Resale prices have reached $143,750 per seat. Group stage tickets start around $60-200 depending on match and category. Source: FIFA, Sports Illustrated 2026.

Hosting dramatically boosts interest. Nearly half of survey respondents say they are more engaged than for Qatar 2022. The 75% following rate is the highest US soccer engagement ever recorded. Home-field advantage, convenient time zones, and local match access are driving factors. Source: Performance Research March 2026. +-3-4pp.

Sources

YouGov Daily Survey - April 15, 2026 - Primary source for ticket buying intention (14% yes, 78% no). Survey of 4,408 US adults. Online survey, nationally representative sample.

Goal.com / Performance Research - March 2026 - Source for 75% following intent, 57% price concern, and engagement metrics. Survey of 2,000 US adults conducted by Performance Research with Full Circle Research, highlighted by Sports Business Journal.

Numerator - World Cup 2026: Soccer Scores With US Fans (May 2026) - Source for 32% viewership intent, non-watcher reasons (78% lack of interest), and viewership growth data (26% Jan to 32% May).

CivicScience - 2026 FIFA World Cup Interest Tracker (May 2026) - Source for age-group interest data (Gen Z 41%, Millennials 35%), interest growth over time (25% to 28% over 12 months), and Millennial spike data.

Multiple survey sources use different methodologies and may produce different results. YouGov and Numerator use online panels. Performance Research and CivicScience use their own panel methodologies. All figures are survey-based estimates with margins of error (+-2-5pp). "Interest" and "planning to watch" are measured differently across sources. Not investment advice.

STATISTICS REPORT

How Many Millionaires Live in the US? Statistics and Facts 2026

Updated Oct 12, 2026 · businesstats.com/millionaires-in-the-us

23.6M ADULT MILLIONAIRES, END 2025	**+440K** NEW MILLIONAIRES IN 2025	**41%** SHARE OF WORLD MILLIONAIRES
$1.24M MEAN FAMILY NET WORTH, 2025	**32.5%** WEALTH HELD BY TOP 1%	**799K** RETURNS WITH $1M+ INCOME

The Short Answer

The short answer: about 23.6 million, with caveats

The most widely used count of American millionaires comes from the UBS Global Wealth Report, which estimates the wealth of adults in 56 markets that together hold more than 92 percent of world wealth. Its 2026 edition, published on 30 June 2026, puts the number of US adults with a net worth of 1 million dollars or more at 23,627,000 at the end of 2025. Net worth here means everything a person owns, including the family home and retirement savings, minus everything they owe.

By that definition the United States has more millionaires than the next nine countries combined. Using Census Bureau estimates of 341.8 million residents on 1 July 2025, of whom 21.1 percent were under 18, there are about 270 million adults, so the UBS figure is equivalent to roughly 8.8 percent of the adult population. The figure is an estimate built from national balance sheets and wealth distributions, not a list of named people, and UBS revises it each year.

Ask a different question and the answer changes. Fewer than 9 million Americans are millionaires if the home is excluded, about 13.5 million households sit in the top tenth of the wealth distribution, where the entry point was 2.1 million dollars in the latest survey year, and fewer than 800,000 tax returns report an income of a million dollars in a single year. The rest of this report explains each measure and what it reveals. Global context is in our global wealth pyramid by net worth.

23.6MAdults worth 1 million dollars or moreUBS, end of 2025.8.8%Equivalent share of US adultsBusinessStats calculation.1,200New US millionaires per day in 2025UBS.35.7%US share of world personal wealthUBS, 2025. Four Ways to Count

Four ways to count a millionaire, four different totals

The gap between published counts is not an error in any one of them. It comes from three choices: what is counted as wealth, who is counted, and whether the measure is wealth or income. UBS uses total net worth per adult. Capgemini uses investable assets per person and leaves out the primary residence, collectibles and consumer durables. The Federal Reserve measures households or families, so a married couple with 1.2 million dollars counts once, while UBS may count two adults with 600,000 dollars each as non-millionaires. The IRS sees only annual income reported on tax returns.

How Many US Millionaires? Five Official and Research Measures (million)Each bar counts a different unit and wealth concept; the bars cannot be added.

Data:

UBS (end 2025), Capgemini (2025), Federal Reserve Distributional Financial Accounts (second quarter of 2026, household count in the top decile), IRS Statistics of Income (tax year 2023).

Note:

the UBS 5 to 100 million figure is given as just over 4 million; the top decile entry point was 2.14 million dollars in the third quarter of 2022, the latest year with a published cutoff. Compiled by BusinessStats.Switch to the table for exact figures.

Same country, five answers: the count ranges from 23.6 million adults to 0.8 million tax returns depending on the definition used.

SOURCE	UNIT	WEALTH CONCEPT	LATEST US FIGURE
UBS Global Wealth Report 2026	Adults	Net worth incl. home and pensions	23.6 million (end 2025)
Capgemini World Wealth Report 2026	Individuals (HNWIs)	Investable assets, excl. main home	8.7 million (2025)
Fed Survey of Consumer Finances 2025	Families	Net worth incl. home	at least 1 in 6 families (implied)

Fed Distributional Financial Accounts	Households	Net worth scaled to national accounts	top 10% = 13.5 million households
IRS Statistics of Income	Tax returns	Adjusted gross income in one year	799,320 returns (2023)

For most purposes the UBS figure answers the question of how many Americans are millionaires, the Capgemini figure is closer to the market served by private banks, the Federal Reserve data show how wealth is distributed, and the IRS figure shows how many households earn a millionaire-sized income. None of them should be compared with another without adjusting for these differences.

UBS Count 2025

UBS: 23.6 million adult millionaires at the end of 2025

Global personal wealth rose 10.8 percent in dollar terms in 2025, the fastest pace in at least three years, according to UBS. The number of dollar millionaires worldwide grew 1.5 percent, close to one million people, or more than 2,600 a day. The United States produced almost half of those new millionaires, more than 440,000, which works out at about 1,200 a day. UBS attributes the gains mainly to strong investment returns, including a US stock market rally that had run for more than three years, and to higher values of non-financial assets.

The 2025 rise was faster than the year before. The 2025 edition of the report recorded more than 379,000 new US millionaires in 2024, just over 1,000 a day, and put the end-2024 total at almost 24 million. The two editions are not directly comparable: UBS revised its back data in 2026, and the new edition implies an end-2024 base of about 23.2 million (BusinessStats calculation from the 1.9 percent growth rate). Readers should therefore compare growth within one edition rather than subtract totals from different editions.

INDICATOR	2026 EDITION (DATA FOR 2025)	2025 EDITION (DATA FOR 2024)
US dollar millionaires	23,627,000	almost 24 million
New millionaires in the year	more than 440,000	more than 379,000
New millionaires per day	about 1,200	more than 1,000
US share of world millionaires	about 41%	about 40%
Average wealth per adult	696,277 dollars (2nd)	620,654 dollars (2nd)

Median wealth per adult	68,998 dollars (28th)	n/a
US share of world personal wealth	35.7%	about 35%

The gap between the average and the median is the clearest sign of how unevenly that wealth is spread. Average wealth per American adult, 696,277 dollars, is second only to Switzerland (910,382 dollars), yet the median adult holds 68,998 dollars, which ranks only 28th among the markets UBS covers. A large group of millionaires and a very small group of the ultra-rich pull the average up, while the typical adult is far from seven figures. Rankings of average wealth are covered in our table of countries with the highest wealth per adult.

US vs Other Countries

The US has more millionaires than the next nine countries combined

UBS estimates that there were about 57.5 million dollar millionaires in the world at the end of 2025. Mainland China ranks second with just over 5.3 million, followed by Japan (2.9 million), Germany (just over 2.6 million), the United Kingdom (just over 2.4 million) and France (just under 2.4 million). Each of these five has more than two million, but none has even a quarter of the US total.

Countries With the Most Millionaires, End of 2025 (million adults)Ten largest markets in the UBS sample; Canada is omitted because the 2026 edition gives no updated count.

Data:

UBS Global Wealth Report 2026.

Note:

counts are adults with net worth of 1 million US dollars or more; exchange-rate moves affect non-US totals, and the euro rose almost 9 percent against the dollar in 2025. Compiled by BusinessStats.Switch to the table for exact figures.

One country, four in ten: the 23.6 million US millionaires outnumber the next nine markets combined (21.2 million).

Adding up ranks two to ten gives 21.2 million, still about 2.5 million fewer than the United States alone, and the US stays ahead even if Canada (2.1 million in the previous edition) is included. Exchange rates matter for the comparison: the euro rose almost 9 percent against the dollar in 2025, which lifted the dollar value

of European wealth and is one reason why Europe, the Middle East and Africa recorded faster wealth growth (17.5 percent) than the Americas (8.5 percent).

Relative to population the picture is different. UBS notes that close to one adult in six in Luxembourg and about one in seven in Switzerland is a millionaire, much higher than the US ratio of about one in eleven. Worldwide, only 1.5 percent of adults have more than a million dollars, while just over 41 percent have less than 10,000 dollars. For the regional distribution of the very richest, see our data on the ultra-wealthy population by region.

Wealth Tiers

From everyday millionaires to the 5 million dollar plus tier

Most American millionaires are not rich in the sense of the Forbes lists. UBS calls adults with 1 million to 5 million dollars everyday millionaires, or EMILLIs, and estimated about 52 million of them worldwide at the end of 2024, more than four times the 13 million of 2000, with the United States as the largest single group. Their wealth is typically held in a home, retirement accounts and diversified funds rather than in a business they control.

Above that level the numbers fall quickly. The 2026 report puts the number of adults worldwide with 5 million to 100 million dollars at just over 7 million, of whom more than 4 million live in the United States. Subtracting that tier and the much smaller group above 100 million dollars from the 23.6 million total leaves roughly 19.5 million US adults in the 1 million to 5 million range, so about five in six American millionaires are everyday millionaires (BusinessStats calculation from UBS figures).

TIER	WEALTH RANGE	US ESTIMATE	SOURCE
Everyday millionaires	1 to 5 million dollars	about 19.5 million adults	BusinessStats calculation from UBS 2026
Multi-millionaires	5 to 100 million dollars	just over 4 million adults	UBS 2026
Top 1% of households	from about 11 million dollars	about 1.35 million households	Fed DFA (cutoff for 2022)
Top 0.1% of households	from about 46 million dollars	136,779 households	Fed DFA, Q2 2026 (cutoff for 2022)
Billionaires	1 billion dollars and more	see our billionaire reports	Forbes and UBS

The Federal Reserve gives a second view of the upper tiers through its Distributional Financial Accounts. In the third quarter of 2022, the most recent quarter with published cutoffs, a household needed 2.14 million dollars to enter the top 10 percent, 11.0 million dollars to enter the top 1 percent and 45.8 million dollars to enter the top 0.1 percent. In the second quarter of 2026 the top 0.1 percent consisted of 136,779 households. Billionaires sit far above all of these thresholds and are profiled in our list of the richest people in America and our global billionaire count.

Fed Survey 2025

What the 2025 Survey of Consumer Finances shows

The Survey of Consumer Finances, run every three years for the Federal Reserve Board by NORC at the University of Chicago, is the most detailed public source on American household balance sheets. Its 2025 results, released on 9 October 2026, are based on interviews with 4,367 families and include a special sample of wealthy households, which makes it the best official source for describing millionaires. All dollar values below are in 2025 dollars.

Between 2022 and 2025 real median family net worth rose 2 percent to 215,900 dollars, while the mean rose 7 percent to 1.24 million dollars. The mean is almost six times the median, a gap that reflects how much wealth is held at the top. The average family is therefore, on paper, a millionaire, but the typical family is not.

Median Net Worth by Wealth Group, 2022 and 2025 (thousand 2025 dollars)Median family net worth within each band of the wealth distribution.

Data:

Federal Reserve Board, Changes in U.S. Family Finances from 2022 to 2025, October 2026.

Note:

values adjusted to 2025 dollars by the Federal Reserve. Compiled by BusinessStats.Switch to the table for exact figures.

The million-dollar line falls inside the 75th to 90th band: its median family held 1.27 million dollars in 2025, and the top 10 percent median rose 19 percent to 4.94 million dollars.

The survey does not publish a single count of millionaire families, but its tables pin down where the line falls. The median family in the 75th to 90th percentile band of net worth held 1.27 million dollars in 2025.

Because that median sits at roughly the 82.5th percentile of all families, every family from that point upward is above 1 million dollars, which means at least 17.5 percent of families, or about one in six, were millionaires. Applied to the roughly 135 million households in the Federal Reserve national accounts, that is at least 23 million millionaire households, a figure consistent with the UBS count of adults (BusinessStats calculation).

Gains between 2022 and 2025 were concentrated at the top. The median for the top 10 percent rose 19 percent to 4.94 million dollars and the median for the 75th to 90th band rose 12 percent, while the median for the bottom quarter fell from 3,800 to 1,700 dollars. Distribution data for the whole world are summarised in our report on the share of wealth held by the richest percent.

Age

Age: wealth builds slowly and peaks late

Age is the strongest single predictor of net worth in the survey, because wealth is accumulated over a working life through saving, home equity and investment growth. Families headed by someone under 35 had a median net worth of just 33,000 dollars in 2025, down 23 percent from 2022. The median rises in every older group and reaches 504,900 dollars for families headed by someone aged 75 or over, the only group whose median grew strongly, by 37 percent.

Net Worth by Age of Family Head, 2025 (thousand dollars)Median and mean family net worth by age of the reference person.

Data:

Federal Reserve Board, Survey of Consumer Finances 2025.

Note:

2025 dollars. Compiled by BusinessStats.Switch to the table for exact figures.

Average millionaires from 45 onward: mean net worth passes 1 million dollars in the 45 to 54 group, but even among families aged 75 and over the median is about half a million.

Mean net worth crosses 1 million dollars from the 45 to 54 age group onward: 1.24 million dollars at 45 to 54, 1.88 million at 55 to 64, 1.90 million at 65 to 74 and 1.96 million at 75 and over. That pattern means millionaires are heavily concentrated among older households, while young families with high incomes often have not yet had time to build seven-figure balance sheets. The age profile of the population behind

these numbers is in our US population statistics.

AGE GROUP	MEDIAN 2022	MEDIAN 2025	MEAN 2022	MEAN 2025
Under 35	42.7	33.0	200.8	135.4
35 to 44	148.4	155.6	601.5	681.9
45 to 54	270.6	253.7	1,067.9	1,244.5
55 to 64	398.9	411.9	1,714.7	1,878.0
65 to 74	448.6	431.3	1,963.9	1,897.6
75 and over	367.3	504.9	1,777.4	1,962.2

Income and Education

Income, education and home ownership

Income and wealth are linked, but less tightly than many people expect. Families in the top 10 percent of the income distribution had a median net worth of 3.67 million dollars in 2025, up 31 percent from 2022, and a median income of 387,200 dollars. One step down, families between the 80th and 90th income percentiles had a median net worth of 814,600 dollars: well off, but on average not millionaires. Below the 60th income percentile the median net worth is under 200,000 dollars.

Median Net Worth by Income Group, 2025 (thousand dollars)Families grouped by percentile of usual income.

Data:

Federal Reserve Board, Survey of Consumer Finances 2025.

Note:

2025 dollars. Compiled by BusinessStats.Switch to the table for exact figures.

Only the top income tenth is a millionaire group in median terms: its median family is worth 3.67 million dollars, four and a half times the next group.

Education shows a similar step. Families headed by someone with a college degree had a median net worth of 505,400 dollars and a mean of 2.26 million dollars in 2025, compared with 106,700 and 470,600 dollars for families headed by a high school graduate. Home ownership is another dividing line: owners had a

median net worth of 458,900 dollars, renters just 10,600 dollars. Families in metropolitan areas had a mean of 1.34 million dollars, more than twice the 577,100 dollars outside them.

GROUP	MEDIAN	MEAN	MEDIAN CHANGE SINCE 2022
College degree	505.4	2,263.3	-1%
Some college	181.0	661.2	+21%
High school diploma	106.7	470.6	-9%
No high school diploma	18.6	294.3	-55%
Homeowners	458.9	1,812.9	+6%
Renters or other	10.6	153.5	-7%
Metropolitan area	231.3	1,337.7	+6%
Outside metropolitan areas	150.1	577.1	-6%
Asian respondents	677.6	2,218.1	+16%
White non-Hispanic respondents	332.1	1,694.7	+6%
Hispanic or Latino respondents	79.6	334.1	+18%
Black non-Hispanic respondents	36.8	242.4	-25%

In every group the mean is several times the median, which shows that millionaires exist across all of these categories but make up a larger share in some than in others. The survey classifies families by the characteristics of the reference person or respondent, so the figures describe household groups, not individuals.

Where the Money Sits

Where millionaire wealth sits: stocks, businesses and homes

The composition of wealth changes as wealth rises. For most families the home is the largest asset: 65.6 percent of families owned their primary residence in 2025 and the median net housing value among owners was 230,000 dollars. For wealthier families, financial assets and private businesses dominate, which is why the number of millionaires moves so closely with the stock market.

Stock ownership is broad but shallow. In 2025, 56 percent of families held stocks directly or through funds and retirement accounts, down from 58 percent in 2022, and the median holding among them rose 36 percent to 77,400 dollars. Retirement accounts were held by 54.9 percent of families, with a median balance of 106,000 dollars and a mean of 451,100 dollars. Only 15.4 percent of families owned business equity, but the mean value among them was 1.57 million dollars, making private businesses one of the main routes to the upper wealth tiers.

Who Owns US Wealth and US Stocks, Q2 2026 (% of total)Share of household net worth and of corporate equities and mutual fund shares by wealth group.

Data:

Federal Reserve Board, Distributional Financial Accounts, update of 18 September 2026.

Note:

households ranked by net worth. Compiled by BusinessStats.Switch to the table for exact figures.

Stocks are even more concentrated than wealth: the top 1 percent holds 32.5 percent of net worth but 50.9 percent of equities and fund shares.

The Distributional Financial Accounts show the same pattern at national scale. In the second quarter of 2026 the top 1 percent of households owned 50.9 percent of all corporate equities and mutual fund shares and the next 9 percent owned another 37.2 percent, so the wealthiest tenth held 88.1 percent of stock market wealth. By contrast, the top 1 percent owned only 13.4 percent of real estate and the 90th to 99th percentile group 30.3 percent; most housing wealth belongs to the middle and upper-middle of the distribution. Market performance behind these gains is tracked in our Nasdaq market data, and interest rate conditions in our federal funds rate series.

Top 1 and Top 10 Percent

The top 1 percent and the top 10 percent in 2026

The Federal Reserve Distributional Financial Accounts combine the Survey of Consumer Finances with the quarterly national balance sheet, so they give an up-to-date picture of how total household wealth is split. In the second quarter of 2026 the top 1 percent of households held 32.5 percent of US net worth, up from 31.1 percent a year earlier. The top 0.1 percent alone held 15.0 percent, more than six times the 2.3 percent held by the entire bottom half of households.

Share of US Household Net Worth by Wealth Group, Q2 2026 (%)Households ranked by net worth.

Data:

Federal Reserve Board, Distributional Financial Accounts, update of 18 September 2026.

Note:

the 99th to 99.9th share is the top 1 percent share (32.5) minus the top 0.1 percent share (15.0). Compiled by BusinessStats.Switch to the table for exact figures.

Two thirds at the top: the richest 10 percent of households hold 68.9 percent of net worth; the bottom half holds 2.3 percent.

In dollar terms, US household net worth in the four groups added up to about 185.6 trillion dollars in the second quarter of 2026. The top 1 percent held 60.3 trillion dollars, up from 51.6 trillion a year earlier, and the 90th to 99th percentile group held 67.6 trillion. The 50th to 90th percentile group, which contains many households close to the millionaire line, held 53.4 trillion, and the bottom half 4.3 trillion dollars.

WEALTH GROUP	HOUSEHOLDS	NET WORTH	SHARE	AVERAGE PER HOUSEHOLD
Top 0.1%	136,779	about 27.8 trillion dollars	15.0%	about 203 million dollars
Top 1% (incl. top 0.1%)	about 1.35 million	60.3 trillion dollars	32.5%	about 44.6 million dollars
90th to 99th percentile	12,165,969	67.6 trillion dollars	36.4%	about 5.6 million dollars
50th to 90th percentile	about 54.1 million	53.4 trillion dollars	28.8%	about 988,000 dollars
Bottom 50%	about 67.6 million	4.3 trillion dollars	2.3%	about 63,000 dollars

The averages are BusinessStats calculations from the published levels and household counts, and they show where millionaires are found. Almost every household in the top tenth is a millionaire several times over, while the average household in the 50th to 90th group holds just under 1 million dollars, so millionaires in that group are concentrated near its upper end. Comparable shares for other countries appear in our ranking of ultra-high-net-worth individuals by country.

Million-Dollar Incomes

Million-dollar incomes: what IRS data show

Wealth and income are different things. A retired couple with a paid-off home and a large pension may be worth several million dollars but report a modest income, while a founder who sells a company may report a huge income in one year only. IRS Statistics of Income data count tax returns by adjusted gross income (AGI), and the latest state-level files, for tax year 2023, show 799,320 returns with AGI of 1 million dollars or more out of 159.9 million returns.

US Tax Returns With Income of 1 Million Dollars or More, 2018 to 2023Number of individual returns with adjusted gross income of 1 million dollars or more.

Data:

IRS Statistics of Income, individual income and tax data by state and size of AGI (all states file, US total row).

Note:

counts from the state files can differ slightly from national Table 1.1 estimates. Compiled by BusinessStats.Switch to the table for exact figures.

Peak in 2021: million-dollar returns jumped 44 percent to 873,670 as capital gains surged, then eased to about 800,000 in 2022 and 2023.

The series tracks financial markets closely. Million-dollar returns rose from 541,410 in tax year 2018 to 873,670 in 2021, when capital gains and business income surged, then fell to 800,900 in 2022 and 799,320 in 2023. The income reported on these returns peaked at 3.33 trillion dollars in 2021, 22.5 percent of all AGI, and was 2.54 trillion dollars in 2023, 16.6 percent of the total. The average return in this group reported about 3.2 million dollars of AGI in 2023.

TAX YEAR	RETURNS	AGI OF THESE RETURNS	SHARE OF ALL RETURNS	SHARE OF ALL AGI
2018	541,410	1.78 trillion dollars	0.35%	15.3%
2019	554,340	1.73 trillion dollars	0.35%	14.5%
2020	608,540	2.09 trillion dollars	0.37%	16.7%
2021	873,670	3.33 trillion dollars	0.55%	22.5%
2022	800,900	2.72 trillion dollars	0.50%	18.4%

2023	799,320	2.54 trillion dollars	0.50%	16.6%

The same files break the totals down by state, and they are the only official source for a state ranking of million-dollar earners. Earlier rankings on this page that were based on marketing surveys have been removed. Note that a state count of high-income returns measures where high earners file, not where millionaires by net worth live, and the two lists are not the same. For the wider economy behind these incomes see our US GDP data.

Investable Assets

Investable-asset millionaires: the Capgemini count

Capgemini Research Institute, in its World Wealth Report 2026 published on 4 June 2026, counts high-net-worth individuals (HNWIs): people with at least 1 million dollars in investable assets, excluding the primary residence, collectibles, consumables and consumer durables. On this stricter test the United States had 8.7 million millionaires in 2025, up 9.2 percent, and added 736,000 people, more than any other country.

Worldwide Capgemini counts 25.3 million HNWIs with 98.3 trillion dollars of wealth, up 8.7 percent, and about 250,000 ultra-high-net-worth individuals with at least 30 million dollars of investable assets. Its segments are the millionaires next door (1 million to 5 million dollars), mid-tier millionaires (5 million to 30 million) and the ultra-high-net-worth (30 million and above). The faster growth in the Capgemini count than in the UBS count in 2025 partly reflects its focus on financial assets, which rose with the stock market, while UBS also includes housing and other wealth; the two firms also use different models and data.

INDICATOR	VALUE	CHANGE IN 2025
US HNWI population	8.7 million	+9.2% (+736,000)
North America HNWI population	n/a	+9.1%
Global HNWI population	25.3 million	up by nearly 2 million
Global HNWI wealth	98.3 trillion dollars	+8.7%
Global UHNWI population (30M+ investable)	about 250,000	+9.4%
Share of HNWI wealth held by the top 1% of HNWIs	34.8%	n/a

The ratio between the two counts is itself informative. With 8.7 million investable-asset millionaires against 23.6 million net-worth millionaires, roughly 15 million American millionaires depend on a home, a private

business or a retirement entitlement to clear the line. Money market fund balances, one of the liquid assets included by Capgemini, are tracked in our data on US money market fund assets.

Outlook

Outlook: forecasts and the coming wealth transfer

UBS does not publish a US-specific millionaire forecast in its 2026 report. Its 2025 edition projected about 5.34 million additional millionaires worldwide by 2029, almost 9 percent more than at the end of 2024, and expected North America to remain one of the main engines of wealth growth. The figure of 31.2 million US millionaires by 2030 that appeared in the previous edition of this page could not be traced to a current primary source and has been removed.

The largest structural change ahead is inheritance. UBS estimates that more than 83 trillion dollars will change hands worldwide over the next 20 to 25 years, 9 trillion between spouses and 74 trillion between generations, and that the United States will account for more than 29 trillion dollars, the most of any country. Because survey data show wealth peaking among families aged 75 and over, that transfer will move a large part of the millionaire population to younger heirs.

In the short term the count will follow asset prices. The Federal Reserve data show the top 1 percent share rising by 0.8 percentage points in the second quarter of 2026 alone, as equity values climbed. A sustained fall in stock prices would reduce the number of millionaires, as it did when million-dollar tax returns fell 8 percent between 2021 and 2022. Property market prospects, the other major driver, are covered in our report on real estate prospects in US cities.

Key Facts

US millionaires in eight numbers

23,627,000US adult millionairesUBS, end of 2025.+1.9%Growth in 2025More than 440,000 people.8.7MInvestable-asset millionairesCapgemini, 2025.215,900Median family net worth, dollarsFed SCF 2025.4.94MMedian net worth of the top 10%Fed SCF 2025.60.3TWealth of the top 1%, dollarsFed DFA, Q2 2026.50.9%Top 1% share of US equitiesFed DFA, Q2 2026.799,320Returns with income of $1M+IRS, tax year 2023. FAQ

Questions about American millionaires, answered with official data

UBS estimates 23,627,000 US adults had a net worth of 1 million dollars or more at the end of 2025. Counting only investable assets, Capgemini puts the figure at 8.7 million.

The UBS count equals about 8.8 percent of the roughly 270 million US residents aged 18 and over, or about one adult in eleven. Federal Reserve survey data imply that at least one family in six had a net worth of 1 million dollars or more in 2025.

UBS reports more than 440,000 new US millionaires in 2025, about 1,200 a day and almost half of the roughly one million new millionaires worldwide. Capgemini counted 736,000 new investable-asset millionaires.

The United States, with 23.6 million at the end of 2025, followed by mainland China with just over 5.3 million and Japan with 2.9 million, according to UBS.

In the UBS and Federal Reserve data it does, because they measure total net worth. Capgemini excludes the primary residence and counts only investable assets, which is why its count is much lower.

The Federal Reserve 2025 Survey of Consumer Finances puts median family net worth at 215,900 dollars and the mean at 1.24 million dollars.

In the second quarter of 2026 the top 1 percent of households held 32.5 percent of US net worth, about 60.3 trillion dollars, according to the Federal Reserve Distributional Financial Accounts.

In the third quarter of 2022, the latest quarter with published cutoffs, a household needed about 11.0 million dollars to enter the top 1 percent and about 2.14 million dollars to enter the top 10 percent.

IRS data show 799,320 tax returns with adjusted gross income of 1 million dollars or more for tax year 2023, about 0.5 percent of all returns.

Sources

UBS - Global Wealth Report 2026 (30 June 2026) and Global Wealth Report 2025, including the media releases of 30 June 2026 and 18 June 2025.

Federal Reserve Board - Survey of Consumer Finances 2025 and Changes in U.S. Family Finances from 2022 to 2025, October 2026.

Federal Reserve Board - Distributional Financial Accounts, data for the second quarter of 2026, update of 18 September 2026.

Internal Revenue Service, Statistics of Income - individual income and tax data by state and size of adjusted gross income, tax years 2018 to 2023.

Capgemini Research Institute - World Wealth Report 2026, 4 June 2026.

US Census Bureau - Vintage 2025 population estimates and QuickFacts.

Shares of adults, implied household counts, averages per household, the everyday millionaire estimate and the sum of ranks two to ten are BusinessStats calculations from the cited data. Federal Reserve survey values are in 2025 dollars. The previous edition of this page used marketing surveys for age, education, industry and state rankings and a 2030 forecast that could not be verified; those figures have been removed.

STATISTICS REPORT

US housing starts and completions statistics & facts

Starts steady, completions falling. US housing starts reached 1.36 million in 2025, while builders completed 1.49 million homes and completed 1.49 million. After a record wave of apartment completions in 2024, completions fell 27.1 percent in the year to August 2026. This report sets out the data.

Updated Oct 13, 2026 · businesstats.com/us-housing-starts-statistics

1.36M STARTS 2025	**939,700** SINGLE-FAMILY STARTS	**1.49M** COMPLETIONS 2025
1.27M UNDER CONSTRUCTION	**-27.1%** COMPLETIONS YOY AUG 2026	**280,000** AUTHORIZED NOT STARTED

OVERVIEW

US housing starts and completions at a glance

Housing starts and completions measure the beginning and the end of the home building process. A start is counted when excavation for the foundation begins; a completion when all construction work is finished and the home is ready to be occupied. According to the US Census Bureau and the Department of Housing and Urban Development (HUD), builders started 1,355,800 homes in 2025 and completed 1,488,500. Starts were 0.8 percent lower than in 2024, while completions fell 8.5 percent after reaching their highest level since 2007 the year before. For the wider picture of spending, permits and prices, see our overview of residential construction in the United States.

The two measures tell different stories because of the time it takes to build. A single-family home typically takes several months from start to completion, while a large apartment building can take two years or more. The surge in apartment starts in 2021 and 2022 therefore showed up as a record wave of multifamily completions in 2024, just as new starts were falling. In 2026 the pattern has reversed: starts are roughly stable, but completions are dropping sharply as the apartment pipeline empties.

1.36M
Housing starts
2025, total units.

939,700
Single-family starts
2025.

1.49M
Housing completions
2025, minus 8.5 percent.

1.27M
Units under construction
August 2026.

STARTS

Single-family and multifamily starts

Single-family homes make up the bulk of new construction. In 2025, builders started 939,700 single-family homes, 7.2 percent fewer than the 1,012,900 started in 2024, according to the Census Bureau. Single-family starts peaked in this cycle at 1,127,200 in 2021, when low mortgage rates and the move to suburban living set off a boom, and have since moved in a range of about 940,000 to 1,010,000 a year.

US Housing Starts by Type, 2015 to 2025 (thousand units)

Interactive chart online: businesstats.com/us-housing-starts-statistics

Apartment boom and bust: starts in buildings with five or more units peaked at 531,000 in 2022 and fell to 336,200 in 2024, while single-family starts stayed close to one million.

Multifamily starts were far more volatile. Starts of units in buildings with five or more units rose from 376,800 in 2020 to 462,100 in 2021 and a peak of 531,000 in 2022, the highest in decades, as investors raced to build rental apartments for a fast-growing renter population. Higher interest rates, tighter bank lending and softer rents then caused a sharp correction: five-plus starts fell to 458,800 in 2023 and 336,200 in 2024, a drop of 37 percent from the peak. In 2025 they recovered to about 396,600, according to the preliminary data.

YEAR	TOTAL STARTS	SINGLE-FAMILY	5 OR MORE UNITS
2015	1,111,800	714,500	385,800
2016	1,173,800	781,500	380,800

2017	1,203,000	848,900	342,700
2018	1,249,900	875,800	360,300
2019	1,290,000	887,700	388,900
2020	1,379,600	990,500	376,800
2021	1,601,000	1,127,200	462,100
2022	1,552,600	1,005,200	531,000
2023	1,420,000	947,700	458,800
2024	1,367,100	1,012,900	336,200
2025	1,355,800	939,700	396,600 (preliminary)

COMPLETIONS

Housing completions over two decades

Completions follow starts with a delay. Before the financial crisis, builders completed more than 1.9 million homes a year in 2005 and 2006. After the crash, completions fell to a low of 584,900 in 2011, two years after starts hit bottom. They then rose steadily for more than a decade, passing one million in 2016 and reaching 1,448,800 in 2023. In 2024, completions jumped to 1,626,900, the most since 2007, before falling back to 1,488,500 in 2025.

US Housing Completions, 2005 to 2025 (thousand units)

Interactive chart online: businesstats.com/us-housing-starts-statistics

Highest since 2007: completions reached 1.63 million in 2024, more than two and a half times the 2011 low of 584,900.

The 2024 peak was driven almost entirely by apartments. Completions of units in buildings with five or more units reached 591,700 in 2024, compared with 438,300 in 2023 and 359,100 in 2022. Single-family completions, by contrast, barely changed at around one million a year from 2022 to 2025. In 2025, five-plus completions fell to about 471,800 as fewer projects were left in the pipeline.

Multifamily Starts vs Completions, 2019 to 2025 (thousand units, buildings with 5+ units)

Interactive chart online: businesstats.com/us-housing-starts-statistics

Two years apart: multifamily starts peaked in 2022 at 531,000, while completions peaked two years later in 2024 at 591,700.

This timing matters for renters. The wave of new apartments that came onto the market in 2024 and 2025 pushed the rental vacancy rate up to 7.3 percent in the second quarter of 2026 and slowed rent growth in many cities. With fewer projects started in 2023 and 2024, the supply of new apartments is now shrinking, which could tighten rental markets again from 2027. The longer-term balance between housing supply and demand is covered in our report on the US housing shortage.

LATEST

Starts and completions in 2026

The monthly data for 2026 show stable starts and sharply lower completions. In August 2026, housing starts ran at a seasonally adjusted annual rate of 1,275,000, 2.6 percent below July and 1.2 percent below August 2025. Single-family starts rose 7.6 percent in the month to 918,000, 5.2 percent more than a year earlier, while starts in buildings with five or more units dropped 22.5 percent to 344,000. Monthly multifamily figures are volatile because a few large projects can swing the total.

US Housing Starts and Completions by Type, August 2025 vs August 2026 (thousand units, annual rate)

Interactive chart online: businesstats.com/us-housing-starts-statistics

Completions collapse: total completions fell 27.1 percent in a year to an annual rate of 1.13 million in August 2026, while single-family starts rose 5.2 percent.

Completions fell much more steeply. In August 2026 they ran at an annual rate of 1,128,000, 11.9 percent below July and 27.1 percent below the 1,548,000 of August 2025. Single-family completions were down 22.9 percent and five-plus completions 35.7 percent from a year earlier. In the first eight months of 2026, a total of 925,100 homes were started, 1.0 percent fewer than in the same period of 2025, and 865,200 were completed, 12.9 percent fewer.

MEASURE (AUGUST 2026)	ANNUAL RATE	CHANGE VS JULY 2026	CHANGE VS AUGUST 2025
Housing starts, total	1,275,000	minus 2.6 percent	minus 1.2 percent
Starts, single-family	918,000	plus 7.6 percent	plus 5.2 percent
Starts, 5 or more units	344,000	minus 22.5 percent	minus 15.5 percent
Completions, total	1,128,000	minus 11.9 percent	minus 27.1 percent
Completions, single-family	816,000	minus 10.4 percent	minus 22.9 percent
Completions, 5 or more units	302,000	minus 15.9 percent	minus 35.7 percent

PIPELINE

Homes under construction and waiting to start

Between starts and completions lies the pipeline of homes under construction. In August 2026, 1,271,000 homes were under construction, 3.2 percent fewer than a year earlier, of which 589,000 were single-family homes and 666,000 were in buildings with five or more units. The total peaked at around 1.71 million in October 2022, and the number of five-plus units under construction reached a record of about one million in July 2023. Since then, the multifamily pipeline has shrunk by about a third. The differences between the two segments are covered in our report on single-family vs multifamily construction.

A further 280,000 units had been authorized by building permits but not yet started in August 2026, 12.9 percent more than a year earlier. This backlog is a sign that some projects have been delayed, often because financing is expensive or construction costs have risen. Permit trends by state are covered in our report on US building permits.

1.27M

Under construction

August 2026, minus 3.2 percent.

666,000

Multifamily under construction

5+ units, August 2026.

280,000

Authorized not started

August 2026, plus 12.9 percent.

~1.0M

Multifamily peak under construction

July 2023.

REGIONS

Housing starts by region

The South dominates both starts and completions. In 2025, the region accounted for 721,400 starts and 800,700 completions, more than half of the national total in each case. The West followed with 299,800 starts and 350,500 completions, the Midwest with 198,600 and 192,700, and the Northeast with 136,000 and 144,600. In three of the four regions completions exceeded starts in 2025, reflecting the large number of apartment buildings finished during the year.

US Housing Starts and Completions by Region, 2025 (thousand units)

Interactive chart online: businesstats.com/us-housing-starts-statistics

The South builds the most: it accounted for 721,400 starts and 800,700 completions in 2025, more than half of the US total.

In the Midwest, starts were slightly higher than completions, the only region where this was the case. Home building in the Northeast remains limited by high land costs, strict zoning and slower population growth. The concentration of construction in the South follows population movement toward Sun Belt states such as Texas, Florida, North Carolina and Georgia, where land is cheaper and building rules are generally less restrictive. Which companies build these homes is covered in our report on US homebuilders.

HISTORY

Housing starts in historical context

Over the long term, the current level of building is moderate. Housing starts reached 2.07 million in 2005 at the height of the housing bubble and fell 73 percent to 554,000 in 2009, the lowest level in the modern series. The recovery was slow: it took until 2019 for starts to reach 1.29 million and until 2021 for them to exceed 1.6 million. At around 1.36 million in 2024 and 2025, starts are close to their average of the past decade but still well below the levels of the early 2000s, when the population was smaller.

Many economists argue that the long period of underbuilding after 2008 is one of the main causes of the high home prices and rents seen today. Starts were below one million a year from 2008 to 2013, a total of six years, which left a large gap between the number of households and the number of available homes. Rising construction costs, discussed in our report on the cost to build a house, and the challenges reported

by builders, covered in our report on home builder challenges, make it difficult to close this gap quickly.

Housing Starts and Completions: Key Facts

- **Starts 2025:** 1,355,800 total, of which 939,700 single-family.
- **Completions 2025:** 1,488,500, after 1,626,900 in 2024, the most since 2007.
- **Multifamily cycle:** five-plus starts peaked at 531,000 in 2022, completions at 591,700 in 2024.
- **August 2026:** completions down 27.1 percent in a year to an annual rate of 1.13 million.
- **Long-term:** starts peaked at 2.07 million in 2005 and bottomed at 554,000 in 2009.

OUTLOOK

Outlook for starts and completions

Completions are likely to keep falling through 2026, because fewer homes are under construction than a year ago and the apartment pipeline is shrinking. Single-family starts depend mainly on mortgage rates and on how quickly builders can sell their large inventory of finished homes. Multifamily starts have stabilized at a lower level, and the rising number of projects authorized but not started suggests that more construction could begin quickly if financing costs fall. The next Census Bureau release, with data for September 2026, is scheduled for October 20, 2026. How home building fits into the wider industry is covered in our report on the US construction industry.

KEY FACTS

Starts and completions in numbers

2.07M
Record starts
2005.

584,900
Lowest completions
2011.

591,700
Record multifamily completions
2024, 5+ units.

1,275,000
Starts rate
August 2026.

FAQ

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

How many housing starts were there in 2025?

There were 1,355,800 housing starts in the United States in 2025, according to the Census Bureau and HUD, 0.8 percent fewer than in 2024. Of these, 939,700 were single-family homes.

How many homes were completed in 2025?

Builders completed 1,488,500 homes in 2025, 8.5 percent fewer than the 1,626,900 completed in 2024, which was the highest number since 2007.

What is the difference between a housing start and a completion?

A start is counted when excavation for the foundation begins. A completion is counted when all construction is finished and the home can be occupied. Large apartment buildings can take two years or more between the two.

When did multifamily construction peak?

Starts of units in buildings with five or more units peaked at 531,000 in 2022. Completions of such units peaked two years later, at 591,700 in 2024.

How many homes are under construction?

About 1,271,000 homes were under construction in August 2026, including 589,000 single-family homes and 666,000 units in buildings with five or more units.

What were housing starts in August 2026?

Housing starts ran at a seasonally adjusted annual rate of 1,275,000 in August 2026, 1.2 percent below August 2025. Single-family starts were 918,000.

Which region has the most housing starts?

The South had 721,400 of the 1.36 million housing starts in 2025, followed by the West with 299,800, the Midwest with 198,600 and the Northeast with 136,000.

What was the lowest year for housing starts?

Housing starts fell to 554,000 in 2009, the lowest level in the modern series, after peaking at 2.07 million in 2005.

SOURCES

US Census Bureau and HUD - New Residential Construction, August 2026.

US Census Bureau and HUD - New Residential Construction, December 2025.

US Census Bureau and HUD - New Residential Construction, December 2024.

US Census Bureau and HUD - New Residential Construction, December 2023.

US Census Bureau and HUD - New Residential Construction, December 2021.

US Census Bureau - New Residential Construction, overview and release schedule.

US Census Bureau - Housing Vacancies and Homeownership, second quarter 2026.

STATISTICS REPORT

US housing shortage statistics & facts

Millions of homes missing. Estimates of the US housing shortage range from 3.7 million to 4.9 million homes. Prices are 4.7 times incomes, and a record 22.7 million renter households are cost-burdened. This report compares the estimates and the data behind them.

Updated Oct 13, 2026 · businesstats.com/us-housing-shortage-statistics

3.7M FREDDIE MAC	**4.74M** ZILLOW 2024	**4.9M** BROOKINGS
4.7x PRICE TO INCOME	**22.7M** BURDENED RENTERS	**65.0%** HOMEOWNERSHIP

OVERVIEW

The US housing shortage in numbers

The United States does not have enough homes. Every major estimate agrees on that, even if they disagree on the size of the gap. Freddie Mac puts the shortage at 3.7 million units, the research group Up for Growth at 3.78 million, Zillow at 4.7 million and the Brookings Institution at 4.9 million. Older estimates by the National Association of Realtors went as high as 5.5 million. The differences come from different methods: some count missing households, others the number of vacant homes needed for a healthy market, and others compare construction with long-term trends. For the supply side, see our overview of residential construction in the United States.

The consequences are visible across the housing market. Home prices reached 4.7 times household income in 2025, according to the Joint Center for Housing Studies (JCHS) at Harvard University, compared with an average of about 3.2 in the 1990s. A record 22.7 million renter households, almost half of all renters, spent more than 30 percent of their income on housing in 2024. First-time buyers made up only 21 percent of home purchases in the latest National Association of Realtors survey, the lowest share on record, and their median age rose to 40.

3.7M to 4.9M

Current shortage estimates

Freddie Mac to Brookings.

4.7M

Zillow housing deficit

2024.

22.7M

Cost-burdened renter households

2024, a record.

21%

First-time buyer share

Record low, NAR.

ESTIMATES

How big is the housing shortage?

The main estimates of the shortage, and how they are calculated, are summarized below. Freddie Mac estimates that the country was 3.7 million units short in the third quarter of 2024, combining about one million households that would exist if housing were as affordable as in 2000 and about 2.7 million vacant homes needed to reach a healthy vacancy rate. Up for Growth estimated a shortage of 3.78 million units in 2023, down slightly from 3.85 million in 2022, based on the number of homes needed to house all households, including those that cannot form today, with a normal vacancy rate.

Estimates of the US Housing Shortage by Source (million units)

Interactive chart online: businesstats.com/us-housing-shortage-statistics

Millions short: most current estimates put the US housing shortage between 3.7 and 4.9 million homes.

Zillow uses a different approach. It counts families that share a home with another family, often because they cannot afford one of their own, and subtracts the number of vacant homes for rent or sale. On this basis, the deficit was 4,743,274 homes in 2024, almost unchanged from 4.70 million in 2023, and the first year in a while that it did not grow. The Brookings Institution estimated a shortage of 4.9 million homes at the end of 2023, based on the stock needed to restore the affordability of 2006 with a 12 percent vacancy rate.

SOURCE	ESTIMATE	DATA YEAR	METHOD IN BRIEF

Freddie Mac	3.7 million	Q3 2024	missing households plus vacant units needed for a healthy market
Up for Growth	3.78 million	2023	target units for all households plus 5 percent vacancy, minus occupied units
Zillow	4.74 million	2024	families doubling up minus vacant homes for rent or sale
Brookings Institution	4.9 million	Q4 2023	stock needed at 2006 affordability with 12 percent vacancy
NAR and Rosen Consulting	5.5 million	2020	completions compared with the 1968 to 2000 average
Moodys Analytics and partners	about 2 million	2025	neighborhood model for about 350 large cities

Some estimates are even larger. In its Economic Report of the President in April 2026, the White House Council of Economic Advisers argued that the shortfall of single-family homes alone could be 10 million or more, measured against the growth of the single-family stock before 2008. At the other end, the JCHS measures the shortage by how far vacancy rates are below their 1990s levels and estimates a gap of about 400,000 homes for sale and 200,000 rental units in early 2026, after new construction since 2022 closed about 900,000 units of the vacancy gap.

TREND

Is the shortage growing or shrinking?

By the Zillow measure, the shortage grew steadily for several years. The deficit rose from 3.79 million in 2019 to 4.28 million in 2021, 4.54 million in 2022 and 4.70 million in 2023, before levelling off at 4.74 million in 2024. Up for Growth found a small improvement, from 3.89 million in 2021 to 3.78 million in 2023. Freddie Mac revised its estimate down from 3.8 million at the end of 2020 to 3.7 million in 2024.

US Housing Deficit According to Zillow, 2019 to 2024 (million units)

Interactive chart online: businesstats.com/us-housing-shortage-statistics

Levelling off: the Zillow housing deficit grew from 3.79 million in 2019 to 4.74 million in 2024, but barely changed in the last year.

The main reason for the recent stabilization is the surge in construction. Builders completed 1.63 million homes in 2024, the most since 2007, and 1.49 million in 2025, according to the Census Bureau. At the same time, household growth slowed. The JCHS estimates that the number of households grew by about 1.8 million in 2022, 1.6 million in 2023, 1.3 million in 2024 and 1.1 million in 2025, to 132.8 million. In both 2024 and 2025, completions exceeded household growth, allowing the shortage to shrink at the margin. Completions are covered in detail in our report on US housing starts and completions.

US Household Growth vs Housing Completions, 2022 to 2025 (million)

Interactive chart online: businesstats.com/us-housing-shortage-statistics

Supply catching up: completions of 1.63 million in 2024 and 1.49 million in 2025 exceeded household growth of 1.3 and 1.1 million.

This progress may not last. Completions are falling sharply in 2026, down 27.1 percent in August compared with a year earlier, as fewer apartment buildings are in the pipeline. And the slowdown in household growth partly reflects affordability itself: young adults who cannot afford to move out of the homes of their parents do not show up as new households.

METROS

Where the shortage is worst

The shortage is concentrated in large, expensive coastal metros. According to Zillow, the New York metro area had the largest housing deficit in 2024, at 405,956 homes, followed by Los Angeles with 344,533, Boston with 147,028, San Francisco with 132,116 and Washington DC with 130,424. Chicago, San Diego, Seattle, Phoenix and Riverside complete the top ten.

US Metro Areas With the Largest Housing Deficits, 2024 (homes)

Interactive chart online: businesstats.com/us-housing-shortage-statistics

New York and Los Angeles lead: the two largest metros together were short of about 750,000 homes in 2024.

These are also the metros where building is most restricted by zoning, land costs and lengthy approval processes. By contrast, Sun Belt metros such as Dallas, Houston and Phoenix approve far more homes

each year. Up for Growth, which measures underproduction relative to the size of the housing stock, finds the highest shares in California metros such as Oxnard and Ventura, where the shortfall equals about 11 percent of the housing stock. Where new homes are being permitted is covered in our report on US building permits.

AFFORDABILITY

The shortage and affordability

The shortage shows up most clearly in prices. The median price of an existing home sold in the United States was 414,300 dollars in 2025, according to the National Association of Realtors, and 429,100 dollars in August 2026, 1.6 percent more than a year earlier. The JCHS estimates that the monthly payment on a median-priced home was about 3,120 dollars at the end of 2025, compared with about 1,700 dollars in early 2020, and that a household needed an income of more than 120,000 dollars to afford it.

US Home Price to Income Ratio

Interactive chart online: businesstats.com/us-housing-shortage-statistics

Far above the 1990s: homes cost 4.7 times household income in 2025, compared with about 3.2 times in the 1990s.

Renters are under even greater pressure. In 2024, a record 22.7 million renter households, 49 percent of the total, were cost-burdened, spending more than 30 percent of their income on rent and utilities, and 12.1 million spent more than half. The number of cost-burdened renters has risen by 2.3 million since 2019. The supply of cheap rentals has shrunk: the JCHS estimates that the number of homes renting for less than 1,000 dollars a month fell by about 7 million between 2014 and 2024. Among homeowners, 20.7 million households were cost-burdened. The rising cost of living is covered in our data on the US cost of living.

$414,300

Median existing home price

2025, NAR.

4.7x

Price to income ratio

2025, JCHS.

$3,120

Monthly payment on median home

End of 2025, JCHS.

12.1M

Severely burdened renters

2024.

MARKET

Homeownership and vacancy

The latest Housing Vacancy Survey from the Census Bureau shows a tight market for owners and a slightly looser one for renters. In the second quarter of 2026, the homeownership rate was 65.0 percent, unchanged from a year earlier, and the homeowner vacancy rate 1.2 percent, close to historic lows. The rental vacancy rate rose to 7.3 percent from 7.0 percent, reflecting the wave of new apartment completions. There were 133.8 million occupied housing units, including 87.0 million owner-occupied and 46.8 million rented, out of a total of 149.5 million housing units.

The annual homeownership rate fell to 65.2 percent in 2025, from 65.6 percent in 2024 and 65.9 percent in 2023, according to the JCHS. Young adults are most affected: first-time buyers are older than ever, with a median age of 40, and sellers stay in their homes longer, a median of 11 years, which reduces the number of homes coming onto the market. Many owners with low mortgage rates are choosing to improve their homes rather than move, as covered in our report on home remodeling spending.

MEASURE	Q2 2025	Q2 2026
Homeownership rate	65.0 percent	65.0 percent
Homeowner vacancy rate	1.1 percent	1.2 percent
Rental vacancy rate	7.0 percent	7.3 percent
Occupied housing units	132.6 million	133.8 million
Owner-occupied	86.2 million	87.0 million
Renter-occupied	46.4 million	46.8 million

CAUSES

Why the US is short of homes

The shortage has several roots. The most important is the long period of underbuilding after the 2008 financial crisis: housing starts fell from 2.07 million in 2005 to 554,000 in 2009 and stayed below one million a year until 2014. Many small builders went out of business, and the construction workforce shrank. Local zoning rules that allow only detached single-family homes on large lots make it hard to build more homes in places where demand is highest. Rising costs for land, materials and labor, covered in our report on the cost to build a house, make many projects unprofitable, especially at the lower end of the market.

Main Causes of the Housing Shortage

- **Underbuilding after 2008:** starts stayed below one million a year from 2008 to 2013.
- **Zoning and land use:** rules that limit density in high-demand areas.
- **Construction costs:** construction now 64.4 percent of the price of a new home.
- **Labor shortages:** 61 percent of builders cite the cost or availability of labor.
- **Lock-in:** owners with low mortgage rates stay put, keeping homes off the market.

OUTLOOK

Outlook for the housing shortage

The shortage is likely to narrow only slowly. Construction is slowing in 2026, builders face high interest rates and rising costs, and the pipeline of new apartments is shrinking. On the demand side, slower population growth and lower immigration could reduce the need for new homes, while pent-up demand from young adults living with their parents could increase it. Policy changes, such as easing zoning rules and speeding up approvals, are widely seen as the most effective way to increase supply over the long term. The challenges facing builders are covered in our report on home builder challenges, and the companies building most new homes in our report on US homebuilders.

KEY FACTS

The housing shortage in numbers

405,956

Deficit in New York metro

2024, Zillow.

7.3%

Rental vacancy rate

Q2 2026.

65.0%

Homeownership rate

Q2 2026.

40

Median age of first-time buyers

Record high, NAR.

FAQ

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

How big is the US housing shortage?

Estimates range from 3.7 million homes according to Freddie Mac to 4.9 million according to the Brookings Institution. Zillow estimated a deficit of 4.74 million homes in 2024.

Why do housing shortage estimates differ?

They use different methods. Some count missing households, some the vacant homes needed for a healthy market and others compare construction with long-term trends, and they cover different years.

Is the housing shortage getting worse?

The Zillow deficit grew from 3.79 million in 2019 to 4.74 million in 2024 but barely changed in the last year, as completions exceeded household growth in 2024 and 2025.

Which cities have the biggest housing shortage?

According to Zillow, New York had the largest deficit in 2024 at 405,956 homes, followed by Los Angeles at 344,533 and Boston at 147,028.

How affordable are homes in the US?

Home prices were 4.7 times median household income in 2025, according to the JCHS, compared with about 3.2 in the 1990s. The median existing home sold for 414,300 dollars in 2025.

How many renters are cost-burdened?

A record 22.7 million renter households, 49 percent of all renters, spent more than 30 percent of their income on housing in 2024, and 12.1 million spent more than half.

What is the homeownership rate in the US?

The homeownership rate was 65.0 percent in the second quarter of 2026, according to the Census Bureau.

What causes the housing shortage?

The main causes are years of underbuilding after 2008, restrictive zoning, high construction and land costs, labor shortages and owners with low mortgage rates staying in their homes.

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National Association of Realtors - Profile of Home Buyers and Sellers 2025.

STATISTICS REPORT

Retail memberships owned by Amazon Prime shoppers in the U.S. 2026

Updated Sep 9, 2026 · businesstats.com/retail-memberships-of-amazon-prime-shoppers-united-states

38.4% PRIME SHOPPERS ALSO HOLD COSTCO — MOST COMMON COMBO	**21.6%** PRIME SHOPPERS ALSO HOLD SAM'S CLUB	**19.8%** PRIME SHOPPERS ALSO HOLD WALMART+ — DIRECT COMPETITOR
~2.1 AVERAGE TOTAL RETAIL MEMBERSHIPS PER PRIME SHOPPER	**58%** $150K+ INCOME PRIME SHOPPERS WITH COSTCO	**184M** US AMAZON PRIME MEMBERS 2026

Core Topic — Retail Membership Stacking Among Prime Shoppers

Retail memberships owned by Amazon Prime shoppers in the U.S. in 2026

The data on which additional retail memberships Amazon Prime shoppers hold reveals a critical truth about the US retail membership market: **membership stacking is the norm, not the exception**. Amazon Prime, despite being the dominant retail membership program at 68.4% US market share by revenue, does not create exclusive loyalty. Prime shoppers are among the most membership-heavy consumers in the US — they have already demonstrated a willingness to pay annual fees for retail services, and many extend this behavior across multiple programs simultaneously. The US retail membership fee revenue context in our paid retail membership fee revenue in the US analysis.

The Costco-Prime combination (38.4% overlap) is the defining membership pairing in US retail. It represents the intersection of two distinct value propositions that genuinely complement each other without meaningful substitution: **Prime delivers speed and convenience** (fast home delivery, digital services, marketplace breadth) while **Costco delivers unit cost savings** (bulk merchandise at near-zero product margin, gasoline discounts, in-warehouse experience). A household with both Prime and Costco is typically optimizing for both convenience and value — using Prime for daily replenishment and on-demand delivery and Costco for periodic large-basket stock-up trips. The income correlation is striking: Costco-Prime dual membership rises from 14% of Prime shoppers earning under $50K to 58% of those earning over $150K — confirming that premium membership stacking is concentrated in affluent households. Amazon Prime

membership revenue in our Amazon Prime analysis.

Industry Context — Why 1 in 5 Prime Members Also Pays for Walmart+ (Prime's Direct Competitor) The 19.8% Prime-Walmart+ overlap reveals that Walmart+ is functioning as a grocery delivery supplement, not a Prime replacement — and that subscription fatigue has not yet constrained dual-membership behavior

The 19.8% Prime-Walmart+ overlap — representing approximately 36-37 million US consumers — is the most strategically significant data point in this dataset. Walmart launched Walmart+ in September 2020 explicitly as a Prime competitor at a lower price ($98/year vs Prime's $139/year), and Walmart executives have publicly stated the ambition to offer a comparable bundle. The data suggests this strategy has achieved partial success but not primary substitution: **nearly 1 in 5 Prime members pays for both simultaneously**, which implies the majority of Walmart+ subscribers are incremental to Prime rather than replacements. The most likely explanation is geographic and use-case segmentation: in suburban and rural markets where Walmart's physical footprint dominates grocery, Prime members find Walmart+ valuable for same-day grocery delivery that Amazon's Whole Foods/Amazon Fresh network does not yet reach. Walmart+ Paramount+ streaming inclusion adds entertainment value without competing directly with Prime Video for most households. The US retail membership market context in our US retail membership revenue share analysis.

The strategic implication for Amazon: the 19.8% Prime-Walmart+ overlap represents approximately 36M consumers who have demonstrated willingness to pay $237/year ($139 Prime + $98 Walmart+) in combined retail memberships. **These are not subscribers at risk of canceling Prime** — they are heavy retail membership users who find sufficient value in both programs to maintain both simultaneously. Amazon's defensive strategy likely includes expanding grocery delivery coverage (Whole Foods + Amazon Fresh), enhancing Walmart+ substitutable features, and continuing Prime bundle expansion. Prime subscription context in our US retail membership fee revenue analysis.

Main Ranking — All 8 Retail Memberships

Retail memberships held by Amazon Prime shoppers US 2026 — Costco 38.4% leads, REI Co-op 3.6% lowest

The horizontal bar chart ranks all 8 additional retail memberships by the % of Amazon Prime shoppers who hold them. The chart shows two distinct tiers: warehouse clubs and Walmart+ (8-38%) vs delivery and specialty memberships (3-8%). Annual Prime membership revenue context in our Amazon Prime analysis.

Additional Retail Memberships Held by US Amazon Prime Shoppers — 2026 (% of Prime Subscribers) Retail Memberships Owned by Amazon Prime Shoppers in the U.S. — 2026 38.4%Costco (highest) 3.6%REI (lowest) Source: Consumer Intelligence Research Partners (CIRP) 2026 US Prime subscriber survey — % of confirmed US Prime subscribers also holding each additional retail membership — multiple memberships held simultaneously are possible — national sample weighted by income, age, geography — eMarketer 2026 cross-membership tracker supplement

Income-Stratified Breakdown

Retail membership overlap by Prime shopper income — Costco rises from 14% (under $50K) to 58% (over $150K)

Income is the single strongest predictor of which additional memberships Prime shoppers hold. Costco membership rises sharply with income; Walmart+ remains relatively consistent across income bands. The membership stacking behavior peaks among the most affluent Prime members. US market share context in our US retail membership revenue share analysis.

Additional Memberships by Income Bracket — US Amazon Prime Shoppers 2026 (% of Each Income Bracket) Retail Membership Overlap by Household Income — Prime Shoppers US 2026 58%$150K+ Costco overlap 14%Under $50K Costco

Costco Sam's Club Walmart+ BJ's Wholesale

Source: CIRP 2026 cross-tabulation by household income bracket — Costco: 14% (under $50K), 32% ($50K-$100K), 45% ($100K-$150K), 58% (over $150K) — Walmart+: 12%, 21%, 20%, 16% — Sam's Club: 6%, 22%, 24%, 18% — BJ's: 3%, 7%, 10%, 12%

Walmart+ vs Prime — Strategic Overlap

19.8% of Prime members also hold Walmart+ — dual membership most common in suburban, grocery-focused households

The Prime-Walmart+ dual membership rate (19.8%) translates to approximately 36-37 million US consumers simultaneously paying for both programs — spending a combined $237/year on retail memberships. The data shows Walmart+ is strongest as a complement in suburban markets. US retail membership revenue context in our paid retail membership fee revenue analysis.

Walmart+ Overlap With Amazon Prime — Geography and Use Case Breakdown 2026 Prime-Walmart+ Dual Membership — Geographic Concentration and Primary Use Case 2026 19.8%Prime shoppers with Walmart+

By geography (% of Prime shoppers in area with Walmart+)

Source: CIRP geographic cross-tab 2026 — rural Prime shoppers 28.4% also hold Walmart+ (grocery delivery primary driver — Amazon Fresh limited coverage in rural US) — suburban 22.1% — small city 18.6% — large city 12.4% (Amazon Fresh/Whole Foods coverage strongest) — note: ~36-37M US consumers hold both Prime ($139/yr) + Walmart+ ($98/yr) = $237/yr combined

Sub Topics — What Drives Overlap With Each Membership

Why Prime shoppers hold each additional membership — use cases, demographics, and strategic dynamics

- **Costco — 38.4% of Prime Shoppers — Premium Bulk Value Complements Prime Convenience:** The Prime-Costco combination is the most common dual-membership pairing in US retail, held by approximately 70.7 million Americans (38.4% of 184M Prime members). The combination persists because the two programs serve fundamentally different shopping occasions with minimal overlap. Prime delivers: fast home delivery for everyday replenishment, marketplace breadth, digital entertainment (Prime Video, Music, Gaming), and cloud storage. Costco delivers: rock-bottom unit prices on bulk merchandise, the Costco gasoline price advantage (approximately $0.10-0.20/gallon below market — worth $100-200/year for average US driver), fresh produce and meat at Costco quality, and the warehouse browsing experience that many members describe as entertainment. The income correlation is strong (14% among under-$50K Prime shoppers → 58% among over-$150K) because Costco's $65-$130 annual fee represents a proportionally smaller cost at higher incomes, and because affluent households typically drive more and buy in larger quantities. Costco membership revenue context in our US retail membership revenue share analysis.
- **Sam's Club — 21.6% of Prime Shoppers — Strongest in South/Midwest Where Sam's Dominates:** Sam's Club (Walmart's warehouse club division) is held by 21.6% of Prime shoppers — higher than Walmart+ (19.8%) among the same population. Sam's Club membership ($50 Club / $110 Plus per year) appeals to Prime shoppers in markets where Costco has limited presence — particularly in the South, Midwest, and rural areas where Sam's Club's 600+ locations provide warehouse club access that Costco's approximately 600 US locations (more coastal-weighted) does not. Sam's Club membership is

strongest among Prime shoppers in the $50K-$100K and $100K-$150K income brackets (22-24%) — slightly lower at the highest incomes where Costco's more affluent positioning wins. Sam's Club's Scan & Go mobile checkout technology is one of the most-cited reasons for maintaining dual membership among Prime shoppers who value in-store efficiency. Sam's Club revenue context in our paid retail membership fee revenue analysis.

- **Walmart+ — 19.8% of Prime Shoppers — Grocery Delivery Complement, Especially in Non-Amazon-Fresh Markets:** Walmart+ is held by approximately 36-37 million of Prime's 184 million US subscribers — the most strategically important overlap in the dataset given Walmart+'s positioning as Prime's direct competitor. The primary use case for Prime-Walmart+ dual membership is **grocery delivery**: in suburban and rural US markets where Walmart's physical store dominates grocery and where Amazon Fresh delivery coverage is limited, Prime members find Walmart+ essential for same-day grocery. The geographic data confirms this: rural Prime shoppers hold Walmart+ at 28.4% vs large-city Prime shoppers at 12.4% (where Amazon Fresh/Whole Foods coverage is strongest). The Paramount+ streaming bundle included with Walmart+ provides additional differentiation for households that don't subscribe to Paramount+ separately. The $98/year Walmart+ price (vs $139/year Prime) makes dual membership affordable at a combined $237/year. Walmart+ revenue in our US retail membership fee revenue analysis.
- **BJ's Wholesale — 8.2% of Prime Shoppers — Northeast Regional Concentration:** BJ's Wholesale Club (8.2% overlap) is entirely explained by geography — BJ's operates approximately 240 clubs concentrated in the Northeast (Massachusetts, New York, New Jersey, Connecticut, Pennsylvania, Maryland, Virginia, Florida). Among Prime shoppers in the Northeast, BJ's overlap is estimated at approximately 18-22% — significantly higher than the national average. BJ's unique advantage for Northeast Prime shoppers: it accepts manufacturer coupons (unlike Costco and Sam's Club), enabling additional savings on branded products beyond the warehouse club unit pricing. BJ's Inner Circle ($55/year) and Perks Elite ($110/year) tiers are priced attractively for Prime shoppers seeking warehouse club benefits without driving the longer distances typical to Costco or Sam's Club in the Northeast. BJ's revenue context in our US retail membership revenue share analysis.
- **Target Circle 360 — 6.4% of Prime Shoppers — Same-Day Delivery Alternative Growing Among Young Families:** Target Circle 360 ($49/year — Target's paid membership with same-day delivery from local Target stores) is held by 6.4% of Prime shoppers, growing from a lower base as Target has expanded its same-day delivery coverage and improved its Circle 360 value proposition. The Prime-Target Circle 360 overlap is strongest among: Prime shoppers with children under 12 (Target's core

demographic); households in urban/suburban areas with nearby Target stores; and younger Prime members (Millennial/Gen Z) who prefer Target's apparel, home goods, and essentials. Target Circle 360 is primarily used for same-day delivery of Target-exclusive products and apparel — a use case that Prime (without a nearby Amazon physical store) cannot fully replicate.

- **Instacart+ — 5.8% of Prime Shoppers — Multi-Retailer Grocery Access Where Amazon Falls Short:** Instacart+ ($99/year) gives Prime shoppers same-day delivery from 1,400+ grocery retailers — including Kroger, Safeway, Albertsons, Costco, Whole Foods, and regional grocers that Amazon's own delivery doesn't cover. The 5.8% overlap reflects Prime shoppers who prioritize grocery delivery breadth: they want to order from their preferred local grocery chain (Kroger, H-E-B, ShopRite) in addition to or instead of Whole Foods/Amazon Fresh. Instacart+ is particularly valued in markets where Amazon Fresh is not available and Whole Foods has limited selection or high prices. The overlap is declining slightly as Amazon Fresh expands — but Instacart's multi-retailer model is a durable differentiator. Grocery delivery comparison in our Amazon Prime analysis.
- **Shipt — 4.2% of Prime Shoppers — Target Ecosystem Shoppers Maintaining Both:** Shipt ($99/year, owned by Target) is held by 4.2% of Prime shoppers — primarily those who shop regularly at Target and value same-day Target delivery via Shipt's shopper network. Shipt covers Target plus select CVS, Meijer, and other retailers. The Prime-Shipt overlap is largely a subset of the Prime-Target Circle 360 overlap — many households using Target Circle 360 also use Shipt for on-demand delivery, or hold Shipt from before Target Circle 360 launched. Shipt's Shopper-picked delivery model is preferred by some consumers who value the ability to receive updates and substitution confirmations from a real person.
- **REI Co-op — 3.6% of Prime Shoppers — Affluent Outdoor Enthusiast Niche:** REI Co-op ($30 lifetime membership) is the lowest-overlap program in the dataset at 3.6% — but its niche nature makes the overlap more meaningful than the number suggests. REI Co-op members receive an annual dividend (approximately 10% of eligible purchases), access to REI Co-op brand products at member prices, and REI garage sales. The Prime-REI overlap is concentrated among: higher-income Prime shoppers (outdoor gear is discretionary); Pacific Northwest, Mountain West, and Northeast Prime members (near REI's geographic strongholds); and active outdoor lifestyle consumers who use both Prime for general e-commerce and REI for specialty outdoor equipment. At $30 lifetime (not annual), the REI membership is effectively free for any active outdoor enthusiast — making the 3.6% overlap entirely incremental to Prime spending rather than competitive with it.

Industry Context — The Economics of Membership Stacking

Combined annual cost of retail membership stacking — Prime ($139) + Costco ($65–$130) = $204–$269/year for most common combo

The stacking behavior implies significant annual spending on retail memberships by Prime shoppers. Understanding what consumers are paying for their combined membership portfolios helps explain why programs must deliver clear, non-overlapping value. The full US market context in our paid retail membership fee revenue analysis.

Annual Cost of Prime + Secondary Membership Combinations — 2026 ($USD/Year) Total Annual Retail Membership Cost — Amazon Prime Plus Each Additional Membership 2026 $269Prime + Costco Executive $237Prime + Walmart+

Annual membership fee prices (2026): Amazon Prime $139/yr — Costco Gold Star $65/yr, Executive $130/yr — Sam's Club Club $50/yr, Plus $110/yr — Walmart+ $98/yr — Target Circle 360 $49/yr — Instacart+ $99/yr — BJ's Inner Circle $55/yr, Perks Elite $110/yr — REI Co-op $30 lifetime (annualized) — stacked cost = Prime ($139) + secondary program base tier — most common program: Prime + Costco Gold Star = $204/yr

Average Total Memberships by Income

Average retail memberships per Prime shopper by income — from 1.4 (under $50K) to 3.1 (over $150K)

Average Total Retail Memberships Held by Amazon Prime Shoppers — by Household Income Bracket 2026 Avg. Total Retail Memberships Per Prime Shopper — by Income Bracket 2026 3.1xOver $150K income

Total memberships (incl. Prime)

Source: CIRP 2026 survey cross-tabulated by income — average total memberships = Prime + all additional programs held per respondent — under $50K: avg 1.4 total — $50K-$100K: avg 2.0 — $100K-$150K: avg 2.6 — over $150K: avg 3.1 — stacking behavior accelerates sharply above $100K household income

Full Data Table

Retail memberships held by Amazon Prime shoppers US 2026 — complete data by program

Retail Memberships — Amazon Prime Shoppers US 2026 (% of Prime Subscribers) Click to sort

PROGRAM	% OF PRIME SHOPPERS	EST. US MEMBERS (M)	ANNUAL FEE (BASE)	COMBINED COST W/ PRIME	PRIMARY USE CASE W/ PRIME	TYPE
Costco	38.4%	~70.7M	$65-$130/yr	$204-$269/yr	Bulk value, gasoline, in-store	Warehouse club
Sam's Club	21.6%	~39.7M	$50-$110/yr	$189-$249/yr	Bulk value — South/Midwest focus	Warehouse club
Walmart+	19.8%	~36.4M	$98/yr	$237/yr	Grocery delivery — suburban/rural	Digital-first
BJ's Wholesale	8.2%	~15.1M	$55-$110/yr	$194-$249/yr	Northeast warehouse club; coupons	Warehouse club
Target Circle 360	6.4%	~11.8M	$49/yr	$188/yr	Same-day Target; families	Delivery
Instacart+	5.8%	~10.7M	$99/yr	$238/yr	Multi-retailer grocery delivery	Grocery delivery
Shipt	4.2%	~7.7M	$99/yr	$238/yr	Target same-day; real shopper	Grocery delivery
REI Co-op	3.6%	~6.6M	$30 lifetime	$139+$30 lifetime	Outdoor gear; 10% dividend	Specialty retail

Key Statistics

Retail memberships held by Amazon Prime shoppers US 2026 — key statistics

38.4%Costco Membership Among Prime Shoppers — Most Common Retail Combo in the US38.4% of US Amazon Prime subscribers also hold a Costco membership in 2026 — approximately 70.7 million Americans. This is the most common dual-membership combination in US retail. The Prime-Costco pairing is driven by demographic overlap (both skew affluent) and true complementarity (speed/digital vs. bulk value/physical). Among Prime shoppers earning over $150K, Costco overlap reaches 58%. Amazon Prime

detail in our Amazon Prime analysis. Source: CIRP 2026. 19.8%Walmart+ Among Prime Shoppers — 36M Americans Pay for Both Simultaneously19.8% of Prime shoppers also subscribe to Walmart+ — approximately 36-37 million Americans paying a combined $237/year for both programs. The overlap confirms Walmart+ is functioning primarily as a grocery delivery complement (especially in suburban/rural areas with limited Amazon Fresh coverage) rather than a Prime substitute. Rural Prime shoppers hold Walmart+ at 28.4% vs 12.4% in large cities. Source: CIRP, MoffettNathanson 2026. ~2.1xAverage Total Retail Memberships Per Prime Shopper — From 1.4 to 3.1 by IncomeThe average Amazon Prime shopper holds approximately 2.1 total retail memberships (Prime + approximately 1.1 additional). Income strongly predicts stacking: under $50K Prime shoppers average 1.4 memberships, $50K-$100K average 2.0, $100K-$150K average 2.6, over $150K average 3.1. Membership stacking accelerates sharply above $100K household income. Source: CIRP 2026 income cross-tabulation. 58%$150K+ Income Prime Shoppers Also Hold Costco — Premium Stacking PeakAmong Amazon Prime shoppers with household incomes over $150K, 58% also hold a Costco membership — vs 14% among Prime shoppers earning under $50K. This 44 percentage point income gradient is the strongest demographic pattern in the dataset. Higher-income Prime shoppers also show stronger BJ's (12%), Sam's Club (18%), Target Circle 360, and Instacart+ overlap. Membership stacking is a premium consumer behavior. Source: CIRP 2026 income bracket analysis. 21.6%Sam's Club Among Prime Shoppers — Stronger Than Walmart+ in $50K-$150K BandSam's Club overlap (21.6%) exceeds Walmart+ (19.8%) among Prime shoppers nationally. In the $50K-$100K and $100K-$150K income bands, Sam's Club shows 22-24% overlap vs Walmart+'s 20-21% — suggesting Sam's Club holds a stronger position than Walmart+ among middle-income Prime shoppers who want warehouse club access. Sam's Club revenue context in our US retail membership revenue share analysis. Source: CIRP 2026. 6.4%Target Circle 360 Growing — Same-Day Delivery Expanding Among Young FamiliesTarget Circle 360 ($49/year) is held by 6.4% of Prime shoppers — the fastest-growing overlap in the dataset as Target has expanded same-day delivery coverage. Target Circle 360 is strongest among Prime shoppers with children under 12, urban/suburban residents, and Millennial/Gen Z Prime members who value Target's apparel and home goods assortment. At $49/year (vs Prime's $139), the stacked cost is $188/year — the most affordable Prime dual-membership combination. Source: CIRP, Target earnings 2026.

FAQ

Frequently Asked Questions — retail memberships held by Amazon Prime shoppers US 2026

Retail memberships held by US Amazon Prime shoppers in 2026: **Costco 38.4%** (~70.7M Americans), **Sam's Club 21.6%** (~39.7M), **Walmart+ 19.8%** (~36.4M), **BJ's Wholesale 8.2%** (~15.1M), **Target Circle 360 6.4%** (~11.8M), **Instacart+ 5.8%** (~10.7M), **Shipt 4.2%** (~7.7M), **REI Co-op 3.6%** (~6.6M). Average Prime shopper holds approximately 2.1 total retail memberships. Amazon Prime detail in our Amazon Prime analysis. Source: Consumer Intelligence Research Partners (CIRP) 2026.

38.4% of Prime shoppers also hold Costco because they serve genuinely complementary needs with minimal overlap: Prime delivers speed (fast home delivery), digital services, and marketplace breadth; Costco delivers bulk merchandise unit cost savings, gasoline discounts (~$0.10-0.20/gallon below market), and fresh produce quality. The two programs rarely cannibalize each other's use cases. Income drives the overlap: 14% of under-$50K Prime shoppers also have Costco vs 58% of over-$150K Prime shoppers. Higher-income households drive more (fuel savings more valuable) and buy in larger quantities (bulk economics work better). Source: CIRP 2026, eMarketer 2026.

Yes — **19.8% of Prime shoppers (approximately 36-37 million Americans) also hold Walmart+** in 2026, paying a combined $237/year for both. The overlap confirms Walmart+ is functioning as a grocery delivery complement rather than a Prime substitute for most households — particularly in suburban and rural areas where Walmart's physical stores dominate grocery and Amazon Fresh/Whole Foods coverage is limited. Rural Prime shoppers hold Walmart+ at 28.4% vs large-city Prime shoppers at 12.4%. US retail membership market context in our US retail membership revenue share analysis. Source: CIRP, MoffettNathanson 2026.

The average Amazon Prime shopper holds approximately **2.1 total retail memberships** (Prime plus approximately 1.1 additional). By income: under $50K: avg 1.4 total. $50K-$100K: avg 2.0. $100K-$150K: avg 2.6. **Over $150K: avg 3.1 total memberships**. The most common single-secondary combination is Prime + Costco (38.4% of Prime members). Membership stacking accelerates sharply above $100K household income — confirming it is primarily an affluent consumer behavior. Full US retail membership fee revenue in our paid retail membership fee revenue analysis. Source: CIRP 2026.

The 19.8% Prime-Walmart+ dual-membership rate suggests **Walmart+ is primarily a complement, not a substitute** for Prime in 2026. True substitution would show Prime members canceling Prime when joining Walmart+ — the data shows 1 in 5 Prime members holds both simultaneously, implying the majority of Walmart+ subscribers are incremental. Walmart+ competes most directly with Prime for **grocery delivery**

(particularly in rural/suburban markets) and **streaming** (Paramount+ vs Prime Video) — but Prime's superiority in non-grocery e-commerce, marketplace breadth, and bundle depth (Gaming, Music, Photos) maintains the primary loyalty position. Amazon Prime context in our Amazon Prime analysis. Source: CIRP, MoffettNathanson 2026.

Income is the strongest predictor of membership stacking among Prime shoppers: **Costco:** 14% (under $50K) → 32% → 45% → 58% (over $150K). **Sam's Club:** 6% → 22% → 24% → 18%. **Walmart+:** 12% → 21% → 20% → 16% (most consistent across income — grocery delivery value is relatively income-independent). **BJ's Wholesale:** 3% → 7% → 10% → 12%. The dramatic Costco income gradient (14% to 58%) reflects both Costco's affluent positioning and the fact that annual membership fees ($65-$130) represent proportionally smaller costs at higher incomes. Amazon operating income context in our Amazon operating income by segment analysis. Source: CIRP 2026 income cross-tabulation.

21.6% of Prime shoppers hold Sam's Club for two main reasons: (1) **Geographic access:** Sam's Club has 600+ US locations weighted toward the South and Midwest where Costco presence is thinner — in these markets, Sam's is the accessible warehouse club for Prime shoppers who want bulk merchandise. (2) **Price:** Sam's Club ($50-$110/year) is lower than Costco ($65-$130/year) — combined Prime+Sam's cost is $189-$249/year vs Prime+Costco's $204-$269/year. Sam's Club is stronger among $50K-$150K Prime shoppers (22-24%) — the middle-income band where value matters most. US membership market share in our US retail membership revenue share analysis. Source: CIRP 2026.

The 5.8% Instacart+ and 4.2% Shipt overlap reveals a **grocery delivery pluralism pattern**: Prime members who want same-day delivery from non-Amazon grocers (Kroger, Safeway, H-E-B, Albertsons, and 1,400+ Instacart retailers) hold Instacart+ for multi-retailer access that Prime cannot match. Instacart+ ($99/year) gives access to the shopper's preferred local grocery chain — even if that chain isn't partnered with Amazon Fresh or located near a Whole Foods. Shipt's 4.2% reflects Target-ecosystem shoppers maintaining both. Both overlaps are declining slowly as Amazon Fresh expands grocery coverage — but Instacart's multi-retailer breadth is a durable competitive advantage. Amazon Prime analysis at Amazon Prime analysis. Source: CIRP, Instacart earnings 2026.

Sources

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eMarketer — US Retail Membership Overlap Tracker 2026 — Amazon Prime cross-membership data — emarketer.com

Statista Digital Economy Compass 2026 — Retail memberships held by Amazon Prime shoppers US — statista.com

MoffettNathanson — Amazon Prime / Walmart+ Dual Membership Analysis 2026 — geographic and income segmentation — moffettnathanson.com

Wall Street Journal — Amazon Prime and Walmart+ Consumer Overlap Analysis 2026 — wsj.com

Data sourced from Consumer Intelligence Research Partners (CIRP) 2026 US Prime subscriber survey (primary source), supplemented by eMarketer retail membership overlap tracker and Statista Digital Economy Compass 2026. Survey population: confirmed US Amazon Prime subscribers (paid annual or monthly) only. Survey methodology: nationally representative by age, gender, income, and geography; approximately 2,000 annual respondents (rolling 4-quarter average). Percentages represent % of Prime subscribers who also hold each named program — respondents may hold multiple secondary memberships simultaneously; percentages are not mutually exclusive and do not sum to 100%. Amazon Prime member count (184M US) from Consumer Intelligence Research Partners (CIRP). All 2026 figures are estimates; CIRP surveys are not published real-time. Not investment advice.

STATISTICS REPORT

Share of paid retail membership fee revenue in the United States 2026

Updated Sep 9, 2026 · businesstats.com/revenue-from-membership-fees-united-states

68.4% AMAZON PRIME — US RETAIL MEMBERSHIP REVENUE SHARE 2026	**9.0%** COSTCO US — SECOND LARGEST SHARE 2026	**5.2%** WALMART+ — FASTEST SHARE GAIN SINCE 2020
+8.6pp AMAZON PRIME SHARE GAIN 2019→2026	**-6.9pp** COSTCO SHARE LOSS 2019→2026 (RELATIVE, NOT ABSOLUTE)	**$61.4B** TOTAL US RETAIL MEMBERSHIP MARKET 2026 (EST.)

Core Topic — 2026 Market Share Snapshot

Share of revenue from paid retail membership fees in the United States in 2026, by company

The 2026 US paid retail membership fee market is dominated by a single program to a degree unusual in any consumer services market. Amazon Prime's 68.4% share means that for every dollar spent on US retail memberships in 2026, approximately $0.68 goes to Amazon. The next three programs — Costco (9.0%), Walmart+ (5.2%), and Sam's Club (4.6%) — collectively hold less revenue share than Amazon Prime's margin of lead over the rest of the market. The historical revenue context in our US retail membership fee revenue analysis.

This concentration reflects three structural advantages Amazon Prime holds over every competitor: **scale** (184 million US members vs Costco's 73 million cardholders); **price** ($139/year generates ~$228 in annual revenue per member due to monthly plan premiums, vs Costco's ~$145 blended); and **bundle breadth** (Prime combines delivery, video streaming, music, gaming, reading, and storage — a value proposition that no warehouse club can match across digital dimensions). The global subscription market comparison in our global SVOD subscriber count analysis.

Industry Context — Digital-First vs Warehouse Club: Two Structural Models, One Diverging Market Digital-first programs (Amazon Prime + Walmart+) now hold 73.6% of US retail membership revenue — up from

59.8% in 2019 — as the value of physical warehouse access erodes relative to delivery convenience

The 2026 US retail membership market is bifurcating into two structurally distinct models. **Digital-first programs** (Amazon Prime 68.4%, Walmart+ 5.2% = 73.6% combined) derive their value primarily from eliminating friction in digital commerce — free delivery, streaming entertainment, digital services. Their physical infrastructure serves as fulfillment, not destination. **Warehouse clubs** (Costco 9.0%, Sam's Club 4.6%, BJ's 0.9% = 14.5% combined) derive value from members physically traveling to a warehouse for bulk merchandise. The declining share of warehouse clubs in revenue terms does not mean they're shrinking — all three grew absolute revenue since 2019 — but their growth has been slower than the digital-first segment. This structural divergence is expected to continue as same-day delivery further reduces the advantage of in-store bulk shopping. **The subscription economy context in our hybrid VOD services revenue worldwide analysis.**

Market Share Donut Chart

US paid retail membership revenue share 2026 — Amazon Prime 68.4% dominates a $61.4B market

The donut chart shows the 2026 revenue share distribution. Amazon Prime's segment is approximately 2.5× the combined size of all other named programs. Click segments for detail. US ad-supported OTT market comparison in our US ad-supported OTT penetration analysis.

US Retail Membership Fee Revenue Share — 2026 (% of $61.4B Total) Share of US Paid Retail Membership Fee Revenue by Company — 2026 68.4%Amazon Prime — click segments

Sources: Amazon annual reports — Costco annual reports — Walmart/Sam's Club earnings — BJ's Wholesale annual reports — eMarketer US retail membership tracker — 2026 estimates — total market $61.4B

Share Ranking by Company

US retail membership revenue share ranked — Amazon 68.4%, Other 11.9%, Costco 9.0%, Walmart+ 5.2%

US Retail Membership Fee Revenue Share — 2026 (% of Total Market) Revenue Share Ranking — US Paid Retail Memberships 2026 68.4%Amazon (leader) 0.9%BJ's (smallest) Note: "Other programs" includes REI Co-op, Restoration Hardware (RH) Members, Shipt, Instacart+, and other specialty retail memberships

collectively. Amazon Prime share includes subscription services line (Prime ~72% share of that line). Costco US only — Costco International excluded. Total = $61.4B.

Share Shift 2019 vs 2026

Share shift 2019 to 2026 — Amazon +8.6pp, Walmart+ +5.2pp; Costco -6.9pp, Sam's Club -3.8pp

The grouped bar chart compares each company's revenue share in 2019 versus 2026. The structural story: digital-first programs gained share at the expense of warehouse clubs — even as all programs grew in absolute revenue. The Netflix DTC comparison in our Netflix DTC revenue FY2026 analysis.

US Retail Membership Revenue Share — 2019 vs 2026 Comparison (% of Market) Share Change 2019 vs 2026 — US Paid Retail Membership Fee Revenue by Company +8.6ppAmazon gained most -6.9ppCostco lost most

2026 share 2019 share

2019 shares: Amazon 59.8%, Costco 15.9%, Other 14.6%, Sam's Club 8.4%, BJ's 1.3%, Walmart+ 0% (launched Sep 2020) — Share losses are relative (vs growing total market) not absolute — all programs grew revenue in absolute terms 2019-2026

Sub Topics — Company-by-Company Share Analysis

What drives each company's share of US retail membership revenue — Amazon to BJ's Wholesale

- **Amazon Prime — 68.4% ($42.0B) — Near-Monopoly Driven by Subscriber Scale and 2022 Price Increase:** Amazon Prime's 68.4% share represents one of the highest single-program concentrations in any US consumer subscription market. Three factors drive this dominance: (1) Subscriber scale — approximately 184 million US members at year-end 2026, representing approximately 67% of US households; (2) Price increase leverage — the February 2022 increase from $119 to $139/year added approximately $3.4 billion in annual revenue without meaningful subscriber attrition; (3) Monthly plan premium — subscribers on monthly plans ($14.99/month = $179.88/year) pay 29% more than annual subscribers, creating a revenue premium above the headline $139 annual price. Amazon Prime's share is projected to stabilize at approximately 68-70% through 2027-2028 as subscriber growth moderates. Detailed breakdown in our US retail membership fee revenue analysis.

- **Other Specialty Programs — 11.9% ($7.32B) — Fastest-Growing Category Despite Fragmentation:** The "Other" category (REI Co-op, RH Members, Shipt, Instacart+, and similar programs) collectively holds 11.9% of the market — second only to Amazon in share. This category is growing at approximately 15-18% annually as more retailers adopt membership economics. Key contributors: REI Co-op (23 million lifetime members, $30 one-time fee, annual dividend revenue); Restoration Hardware (RH Members at $175/year — a membership model that transformed RH's margin structure, allowing continuous 25% discounts vs periodic sales); Shipt (Target-owned, $99/year same-day delivery); Instacart+ ($99/year). The specialty retail model's growth reflects broader consumer acceptance of paying for convenience and exclusive access. The DTC subscription model comparison in our DTC segment financial analysis.
- **Costco US — 9.0% ($5.5B) — Highest Revenue per Member Despite Declining Share:** Costco holds 9.0% of the US retail membership market — down from 15.9% in 2019, a loss of 6.9 percentage points in relative share. This share decline obscures an important absolute fact: Costco's membership fee revenue grew from $3.4B (2019) to $5.5B (2026) in absolute terms — a +61.8% increase. The share decline reflects Amazon Prime's faster growth expanding the total market denominator. Costco's membership model remains uniquely profitable: fees represent virtually 100% of Costco's operating profit, with merchandise sold at near-zero margin. Costco's membership renewal rate (above 93% in the US) is the highest in the retail sector. Costco also commands the highest per-member fee among warehouse clubs at $65-$130/year. The subscription pricing comparison in our Disney Plus ARPU analysis.
- **Walmart+ — 5.2% ($3.2B) — Largest Share Gain Since 2020 Among Established Programs:** Walmart+ holds 5.2% of the US retail membership market in 2026 — gained entirely since its September 2020 launch. This represents the fastest market share capture of any US retail membership program in history — reaching $3.2B in revenue in just 6 years. Walmart+ is particularly effective in rural and suburban US markets where Walmart's physical footprint dominates grocery and general merchandise. Walmart+ is priced at $98/year ($12.95/month) — 29% cheaper than Amazon Prime's $139/year — positioning it as the budget-conscious household membership choice. The Paramount+ streaming bundle included with Walmart+ adds entertainment value without separate subscription cost. The subscription value bundling comparison in our Disney Plus subscriber count analysis.
- **Sam's Club — 4.6% ($2.8B) — Steady but Declining Share in Warehouse Club Category:** Sam's Club holds 4.6% of the US retail membership market, declining from 8.4% in 2019 (-3.8pp). Like Costco, Sam's Club grew in absolute revenue ($1.8B→$2.8B) but lost relative share as digital programs expanded faster. Sam's Club differentiates from Costco through its stronger digital integration — its

Scan & Go mobile checkout app has approximately 30% transaction adoption, among the highest in US retail. Sam's Club Plus ($110/year) and Club ($50/year) tiers generate approximately $64 blended revenue per member annually. Walmart's decision to simultaneously operate Sam's Club (physical warehouse) and Walmart+ (digital) creates an interesting internal cannibalization dynamic — both target overlapping price-sensitive consumer segments.

- **BJ's Wholesale — 0.9% ($0.58B) — Smallest Named Share, Northeast Stronghold:** BJ's Wholesale holds 0.9% of the US retail membership market — the smallest share of the five named programs. BJ's regional concentration in the Northeast and Southeast limits its total addressable market compared to Costco's national presence. With approximately 7-8 million members across approximately 240 clubs, BJ's generates approximately $73 per member annually (blended Inner Circle $55 and BJ's Perks Rewards Elite $110). BJ's differentiators include accepting manufacturer coupons (unlike Costco/Sam's) and smaller package sizes suitable for apartment dwellers in its Northeast markets. BJ's is a publicly traded company (NYSE: BJ) and separately discloses membership fee revenue quarterly. The US retail market context in our US TV usage share analysis.

Revenue Per Member Comparison

Annual membership revenue per member 2026 — Amazon $228 highest, Sam's Club $64 lowest among named programs

Revenue per member is calculated as total annual program revenue divided by member count. Amazon Prime generates significantly more per member than warehouse clubs — reflecting both its higher headline price ($139/year annual plan) and the premium from monthly plan subscribers ($14.99/month). The subscription ARPU comparison in our Disney Plus ARPU worldwide analysis.

Annual Revenue Per Member — US Retail Membership Programs 2026 (USD/Member/Year) Revenue Per Member — US Paid Retail Memberships 2026 ($USD/Year) $228Amazon Prime — highest

Annual revenue per member (blended all plan types)

Amazon: $42.0B / 184M members = $228/yr (blends $139 annual + $179.88 monthly + student/family plans) — Costco: $5.5B / 73M cardholders = $145/yr (blends Gold Star $65 and Executive $130) — Walmart+: $3.2B / 28M members = $114/yr — BJ's: $0.58B / 8M members = $73/yr — Sam's Club: $2.8B / 44M members = $64/yr — all 2026 estimates

Market Concentration

US retail membership HHI index 2026 — Amazon's 68.4% share creates a highly concentrated market (HHI ~4,800)

The Herfindahl-Hirschman Index (HHI) measures market concentration — values above 2,500 indicate a "highly concentrated" market under US DOJ antitrust guidelines. The US retail membership market HHI of approximately 4,800 is driven almost entirely by Amazon Prime's 68.4% share. The DTC subscription scale comparison in our DTC segment financial analysis.

Market Concentration — HHI Contribution by Company — US Retail Memberships 2026 Herfindahl-Hirschman Index (HHI) Contribution — US Paid Retail Membership Market 2026 ~4,800Total market HHI 4,679Amazon's HHI contribution

HHI contribution (share² × 100) DOJ "highly concentrated" threshold (2,500)

HHI = sum of (market share)² for each competitor — Amazon: 68.4² = 4,678.6 — Walmart+: 5.2² = 27.0 — Costco: 9.0² = 81.0 — Other: 11.9² = 141.6 — Sam's: 4.6² = 21.2 — BJ's: 0.9² = 0.8 — Total HHI ≈ 4,950 — US DOJ considers markets with HHI > 2,500 "highly concentrated" — note HHI is descriptive not regulatory finding

Full Data Table

US retail membership revenue share — complete company data 2026

US Retail Membership Revenue Share — By Company 2026 Click column to sort

COMPANY	REVENUE 2026 ($B)	MARKET SHARE 2026	2019 SHARE	SHARE CHANGE	US MEMBERS	ANNUAL FEE	REV/MEMBER	TYPE
Amazon Prime	$42.0B	68.4%	59.8%	+8.6pp	~184M	$139/yr	$228/yr	Digital-first
Other Programs	$7.32B	11.9%	14.6%	-2.7pp	Various	Various	Various	Specialty
Costco US	$5.5B	9.0%	15.9%	-6.9pp	~73M	$65-$130	$145/yr	Warehouse club
Walmart+	$3.2B	5.2%	0%	+5.2pp	~28M	$98/yr	$114/yr	Digital-first

Sam's Club	$2.8B	4.6%	8.4%	-3.8pp	~44M	$50-$110	$64/yr	Warehouse club
BJ's Wholesale	$0.58B	0.9%	1.3%	-0.4pp	~8M	$55-$110	$73/yr	Warehouse club

Key Statistics

US retail membership revenue share — key statistics 2026

68.4%Amazon Prime — US Retail Membership Revenue Share 2026Amazon Prime holds 68.4% ($42.0B) of the $61.4B US paid retail membership fee market in 2026 — up from 59.8% in 2019 (+8.6pp). No other program holds more than 11.9%. Amazon's share grew despite Walmart+ capturing 5.2% from zero since 2020, as Prime's absolute growth outpaced all competitors combined. Full trend in our US retail membership fee revenue analysis. -6.9ppCostco Share Loss 2019-2026 — Relative Not AbsoluteCostco's revenue share fell from 15.9% (2019) to 9.0% (2026) — a loss of 6.9 percentage points. Critically, this is a relative share loss, not an absolute revenue decline: Costco's US membership fee revenue grew from $3.4B to $5.5B over the same period (+61.8%). The share loss reflects Amazon Prime's faster expansion of the total market denominator. Source: Costco annual reports, eMarketer 2026. 73.6%Digital-First Programs Combined Share 2026 — Amazon + Walmart+Amazon Prime (68.4%) plus Walmart+ (5.2%) together hold 73.6% of US retail membership revenue in 2026, up from 59.8% in 2019 (Amazon only — Walmart+ didn't exist). Warehouse clubs (Costco + Sam's Club + BJ's) collectively hold 14.5%, down from 25.6% in 2019 (-11.1pp). This structural shift toward digital-first programs is expected to continue. Source: eMarketer, company annual reports 2026. $228Amazon Prime — Highest Revenue Per Member in US Retail MembershipsAmazon Prime generates approximately $228 per member per year — the highest of any named retail membership program. This compares to Costco ($145), Walmart+ ($114), BJ's ($73), and Sam's Club ($64). Amazon's $228 blended ARPU reflects the headline $139/year annual plan, premium from monthly plan subscribers ($179.88/year), and student/family plan mix. Source: Amazon annual reports, CIRP 2026 estimates. ~4,800HHI Market Concentration Index — Highly ConcentratedThe US retail membership fee market has an HHI of approximately 4,800-5,000 — well above the 2,500 threshold the US DOJ uses to define "highly concentrated" markets. Amazon Prime alone contributes approximately 4,679 HHI points (68.4^2). For context, a 10-firm equal-share market would have HHI=1,000. The high concentration reflects Amazon Prime's structural first-mover and scale advantages. Source: Calculated from eMarketer 2026 market share data. +5.2ppWalmart+ — Largest Share Capture Since 2020 Among New EntrantsWalmart+ captured 5.2 percentage points of US retail membership revenue share since

launching in September 2020 — the fastest share capture of any new retail membership program in US history. Walmart+ reached $3.2B in 6 years, growing from zero. Its $98/year pricing (vs Amazon Prime's $139/year) and integration with Walmart's physical grocery network create a complementary rather than substitutional competitive position. Source: Walmart earnings, eMarketer 2026.

FAQ

Frequently Asked Questions — US retail membership revenue share 2026

Amazon Prime holds approximately 68.4% ($42.0B of $61.4B total) of US paid retail membership fee revenue in 2026 — up from 59.8% in 2019 (+8.6pp). The remaining market: Other specialty programs 11.9%, Costco 9.0%, Walmart+ 5.2%, Sam's Club 4.6%, BJ's Wholesale 0.9%. Full historical revenue data in our US retail membership fee revenue analysis. Source: Amazon annual reports, eMarketer, CIRP 2026.

Costco holds approximately **9.0% ($5.5B)** of US retail membership fee revenue in 2026 — down from 15.9% in 2019 (-6.9pp). This relative share decline masks absolute growth: Costco's membership fees grew from $3.4B to $5.5B (+61.8%) over the same period. The share decline reflects Amazon Prime's faster growth expanding the total market. Costco's membership fee model is uniquely profitable — fees represent virtually 100% of Costco's operating profit. Source: Costco Wholesale annual reports FY2026.

The US retail membership fee market has an HHI of approximately **4,800-5,000** — well above the 2,500-point threshold the US DOJ considers "highly concentrated." Amazon Prime alone contributes approximately 4,679 HHI points (68.4^2). This is one of the most concentrated consumer subscription markets in the United States. The concentration has increased since 2019 (when Amazon's share was 59.8%, HHI contribution ≈ 3,576) as Amazon's share grew to 68.4%. Source: Calculated from eMarketer 2026 market share data.

Walmart+ holds approximately **5.2% ($3.2B)** of US retail membership fee revenue in 2026 — captured entirely since its September 2020 launch (0% in 2019). This 5.2% share makes Walmart+ the fourth-largest by revenue, ahead of Sam's Club (4.6%) and BJ's (0.9%). Priced at $98/year vs Prime's $139, Walmart+ captures price-sensitive consumers in Walmart's dominant rural and suburban markets. Source: Walmart earnings, eMarketer, MoffettNathanson 2026.

Amazon Prime generates the highest revenue per member at approximately $228/year — reflecting the $139 annual plan, premium from monthly subscribers ($179.88/year), and plan mix. Comparison: Costco $145/yr (blending Gold Star $65 and Executive $130), Walmart+ $114/yr, BJ's $73/yr, Sam's Club $64/yr. Amazon's $228 ARPU vs Sam's Club's $64 ARPU — a 3.6× premium — reflects both higher pricing and the

monthly plan premium that warehouse clubs do not typically offer. Source: Amazon/Costco/Walmart annual reports, CIRP 2026.

Share changes 2019→2026: **Amazon Prime +8.6pp (59.8%→68.4%), Walmart+ +5.2pp (0%→5.2%)**. Costco -6.9pp (15.9%→9.0%), Sam's Club -3.8pp (8.4%→4.6%), Other -2.7pp (14.6%→11.9%), BJ's -0.4pp (1.3%→0.9%). **Digital-first programs gained 13.8pp combined; warehouse clubs lost 11.1pp combined.** All programs grew in absolute revenue — share losses are relative to a rapidly expanding total market. Full revenue data in our US retail membership fee revenue analysis. Source: Amazon/Costco/Walmart annual reports, eMarketer 2026.

Three structural categories: **(1) Digital-first** — Amazon Prime (68.4%) + Walmart+ (5.2%) = 73.6% combined — delivery, digital services, entertainment bundles. **(2) Warehouse clubs** — Costco (9.0%) + Sam's (4.6%) + BJ's (0.9%) = 14.5% combined — physical store access, bulk merchandise discounts. **(3) Specialty retail** — REI, RH Members, Shipt, Instacart+ = 11.9% — niche programs with focused value propositions. The digital-first segment has gained 13.8pp of share since 2019, while warehouse clubs collectively lost 11.1pp. Source: eMarketer, company annual reports 2026.

Amazon Prime (68.4%) vs Costco (9.0%) — a 59.4pp gap — reflects three advantages: **(1) Subscriber scale** — Amazon has approximately 184M US members vs Costco's approximately 73M cardholders (representing ~33M households); **(2) Higher ARPU** — Amazon generates ~$228/member vs Costco's ~$145/member; **(3) 2022 price increase** — Amazon raised fees from $119 to $139/year, adding ~$3.4B in annual revenue. Both programs serve different primary needs (digital/delivery vs physical warehouse) and are not direct substitutes for most consumers — approximately 20-25% of US households hold both Amazon Prime AND a warehouse club membership. Source: Amazon/Costco annual reports, CIRP 2026.

Sources

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Walmart Inc. — Annual Reports 2019-2026 — Sam's Club membership segment — Walmart+ eMarketer estimates — stock.walmart.com

BJ's Wholesale Club — Annual Reports 2019-2026 — Membership fee revenue line — ir.bjswholesale.com

eMarketer — US Retail Membership Fee Market Share 2026 — Amazon Prime, Costco, Walmart+, Sam's Club — emarketer.com

Consumer Intelligence Research Partners (CIRP) — Amazon Prime US member count and ARPU 2026 — cirpllc.com

Market share data sourced from company annual reports (Amazon, Costco, BJ's Wholesale separately disclose membership fees), eMarketer US retail membership tracker, and CIRP quarterly Prime subscriber surveys. Amazon Prime share derived from subscription services line with Prime estimated at approximately 70-75% of total. Walmart+ revenue = eMarketer/MoffettNathanson estimates (Walmart does not separately disclose Walmart+ revenue). "Other programs" = specialty retail memberships including REI Co-op, RH Members, Shipt, Instacart+, and similar programs — estimated from eMarketer and company disclosures where available. HHI calculated from 2026 market share estimates. All 2026 figures carry approximately ±5% accuracy range. Not investment advice.

STATISTICS REPORT

U.S. Chemical Industry — Statistics & Facts 2026

Updated Mar 29, 2026 · businesstats.com/us-chemical-industry

$613B ANNUAL OUTPUT 2025	**#2** WORLD RANKING	**520K** DIRECT EMPLOYEES
$300B INVESTMENT SINCE 2010	**45%** GULF COAST SHARE	**$130B** ANNUAL EXPORTS

Overview

$613B Market — The U.S. Chemical Industry Powers American Manufacturing

The United States chemical industry generates approximately **$613 billion in annual shipments** as of 2025, representing approximately **25% of all US manufacturing output** and making the US the world's second-largest chemical producer after China. The American Chemistry Council estimates the industry's total economic contribution — including direct output, supplier-chain activity, and employee spending — at approximately **$2.4 trillion annually**, equivalent to approximately **10% of US GDP**.

The industry's multiplier effect is extraordinary because chemistry is foundational to virtually all other manufacturing. Approximately **96% of all manufactured goods** depend on chemical inputs at some stage — from the polymers in car bumpers to the adhesives in smartphones to the fertilisers that grow food. This makes chemical industry health a leading indicator for the broader manufacturing economy, and chemical demand one of the most reliable early signals of industrial cycles.

The sector directly employs approximately **520,000 Americans** earning an average of approximately **$88,000 annually** — nearly 50% above the average US manufacturing wage of $58,000. These high-wage jobs are heavily concentrated in Texas, Louisiana, Ohio, Pennsylvania, South Carolina, and Tennessee, forming critical economic pillars in regions where comparable-wage alternatives are limited. The industry's competitive fortunes are deeply tied to feedstock costs — directly connected to the US fossil fuel consumption statistics that underpin American industrial competitiveness.

The US chemical sector's global strength rests on a unique combination of structural advantages operating simultaneously: the **world's cheapest ethane feedstock** from shale gas (approximately $0.20-0.30/MMBtu versus $6-10/MMBtu for naphtha-based competitors); the **world's deepest capital markets** enabling massive plant-scale investments; a **world-class university system** producing more chemical engineers than any other nation; and a **domestic market of 335 million high-income consumers** providing the scale to justify producing the full chemical product range without export dependency.

These structural advantages have made the US the preferred destination for global chemical investment, with approximately **$300 billion deployed in new capacity since 2010** — the largest sustained chemical investment wave in American history. Despite China's dominance by volume, the US retains the highest-value-added positions in specialty, pharmaceutical, and advanced materials chemistry, as detailed in our analysis of the worldwide chemical industry.

The US chemical industry generates $613 billion in annual output — the world's second-largest after China. 520,000 direct employees earn an average $88,000 annually. The Gulf Coast accounts for 45% of total output. $300 billion has been invested in new capacity since 2010, driven by shale gas feedstock advantages. Electronic chemicals, battery materials, and green hydrogen are the fastest-growing 2026-2028 investment areas.

Shale Gas Advantage

The Shale Gas Revolution — $300B Investment, World's Cheapest Ethylene

The shale gas revolution is the most consequential structural shift in the US chemical industry since the post-WWII petrochemical buildout. Beginning around 2008-2010, hydraulic fracturing and horizontal drilling unlocked enormous quantities of natural gas — and crucially, **ethane** — from shale formations across Pennsylvania, Ohio, West Virginia, Texas, and Louisiana, driving US gas prices from $8-10/MMBtu to below $2-3/MMBtu.

The impact on chemical economics was transformative. US ethane-based ethylene production costs fell to approximately **$150-250 per tonne** — versus **$600-900 per tonne** for European and Asian naphtha-based producers. This 50-70% cost advantage was not marginal — it was a structural realignment that made the Gulf Coast the world's lowest-cost location for polyethylene, ethylene oxide, and dozens of derivative chemicals. The relationship between US energy costs and chemical competitiveness shapes how US equity markets value chemical companies with Gulf Coast ethylene exposure.

The investment response was historic. Since 2010, the American Chemistry Council has tracked approximately **$300 billion in US chemical industry investments** — primarily Texas and Louisiana — representing the largest peacetime industrial capital deployment in American history. This wave included **30+ world-scale ethylene crackers** (each costing $2-4B), massive polyethylene and polypropylene expansions, several large methanol plants, and hundreds of downstream specialty chemical facilities.

The results are dramatic: US ethylene production capacity grew from approximately **28 million tonnes (2010) to 45 million tonnes (2025)** — a 60% expansion in 15 years. US polyethylene exports grew from ~5 million to ~15+ million tonnes annually, making the US the **world's largest polyethylene exporter**. The Appalachian and Permian Basin plays are expected to continue providing abundant low-cost ethane through at least 2030. For broader context, see our analysis of stock market valuation and how feedstock cost dynamics influence chemical sector multiples.

US Chemical Industry Investment — $300B Since 2010 by Category ($B)

The navy bar chart below shows the cumulative investment in US chemical capacity since 2010, broken down by project category. The dominant role of ethylene and polyethylene capacity — the direct beneficiaries of cheap shale ethane — is immediately visible, followed by methanol, propylene derivatives, and specialty chemical expansions.

Investment Since 2010US Chemical Industry Investment by Category — 2010 to 2025 ($B Cumulative)BusinessStats Research · ACC Investment Tracker · IHS Markit Capital Projects Database $95BEthylene/Polyethylene Cumulative Investment ($B) $300B total — largest US chemical investment cycle ever Sources: BusinessStats Research · American Chemistry Council Investment Tracker · IHS Markit

Gulf Coast & Regional Clusters

Gulf Coast Dominance — 45% of US Output, World's Largest Petrochemical Complex

The Gulf Coast chemical complex — stretching from Corpus Christi and the Houston Ship Channel in Texas through Lake Charles, Baton Rouge, and New Orleans in Louisiana — is the world's largest integrated petrochemical region, accounting for approximately **45% of total US chemical output** and approximately **$200-250 billion in annual production**.

The region's dominance is rooted in a century of accumulated infrastructure. The first Gulf Coast petrochemical plants were built in the 1930s-1940s to process crude oil and gas from East Texas and

Louisiana fields. Over eight decades, the accumulation of pipelines, marine terminals, refineries, storage facilities, rail connections, and a dense ecosystem of engineering firms and contractors has created a self-reinforcing agglomeration that no competitor can replicate from scratch.

The Houston Ship Channel alone — a 52-mile industrial waterway — is lined with 500+ facilities producing polyethylene, ethylene oxide, styrene, vinyl chloride, benzene, propylene, methanol, and hundreds of specialty chemicals. It handles approximately **200 million tonnes of cargo annually**, generating an estimated **$50 billion in direct output**. The Texas-Louisiana pipeline grid carries hundreds of millions of tonnes of chemical intermediates between plants annually — a physical network whose replacement value runs into the hundreds of billions.

A new chemical plant on the Gulf Coast can source 10 different feedstocks from neighbouring facilities via pipeline, share utility costs, access the world's deepest pool of experienced process operators, and export through multiple deepwater ports. These advantages are impossible to replicate elsewhere. The Gulf Coast's role as both a manufacturing powerhouse and export hub makes it one of the most strategically important industrial regions in the world's largest economy.

Beyond the Gulf Coast, the **Ohio Valley and Great Lakes region** — Ohio, Indiana, Michigan, Illinois, and parts of Pennsylvania — is home to a major specialty chemicals, coatings, adhesives, and polymers cluster historically built around the automotive and steel industries. Companies including Sherwin-Williams (Cleveland), Ashland Global Holdings, and Quaker Houghton anchor this cluster, supplying industrial coatings, metalworking fluids, water treatment chemicals, and specialty polymers to North American manufacturers.

The **Delaware Valley and Mid-Atlantic region** (New Jersey, Delaware, Pennsylvania, Maryland) was historically the US pharmaceutical and fine chemical heartland — anchored by DuPont (Wilmington) and Rohm and Haas (Philadelphia, now part of Dow). It retains significant pharma manufacturing and specialty chemical activity. The **Pacific Coast and Mountain West** has emerged as a critical hub for electronic chemicals — Cabot Microelectronics, Entegris, and US operations of Shin-Etsu and JSR produce ultra-pure process chemicals for semiconductor fab clusters in Oregon, Arizona, and the San Francisco Bay Area.

US Chemical Output by State — Top 10 Producing States (2025, $B)

The white animated horizontal bars below rank the top 10 US states by chemical industry output. Texas's extraordinary dominance — driven by Gulf Coast petrochemicals and the Houston-area speciality chemical cluster — is immediately apparent, followed by Louisiana, Ohio, and California, which each represent

distinct chemical industry strengths.

By State US Chemical Output by State — Top 10 (2025, $B) BusinessStats Research · US Census Annual Survey of Manufactures · ACC

Top Companies

Largest US Chemical Companies — Dow, LyondellBasell, ExxonMobil & More

Dow Inc., headquartered in Midland, Michigan — the same city where Herbert Dow founded the company in 1897 — is the US's largest pure-play chemical company at approximately **$45 billion in annual revenue** and approximately **35,900 employees**. Dow operates three divisions: Performance Materials and Coatings (silicones, coatings, monomers), Industrial Intermediates and Infrastructure (polyurethanes, ethylene oxide derivatives), and Packaging and Specialty Plastics (polyethylene, polypropylene). Its most critical competitive position is in polyethylene — particularly LLDPE and HDPE — where multiple Gulf Coast crackers benefit directly from the shale ethane advantage.

Dow has invested approximately $10 billion in Gulf Coast expansion since 2010, making it one of the largest beneficiaries of the shale transformation. The company's stock performance is closely tracked as a bellwether for the broader US chemical sector in US industrial investment analysis, given its exposure to global commodity chemical pricing and feedstock dynamics.

LyondellBasell (Houston, ~$38B) is the world's largest polypropylene and polyethylene producer, with multiple Gulf Coast crackers and a large Houston refinery. **ExxonMobil Chemical** (~$35B) contributes basic petrochemicals, polyethylene, and performance polymers from its Baytown, Texas operations — benefiting from deep refinery-chemical integration. **Linde plc** (Danbury, CT, ~$33B) operates the world's largest industrial gas business, supplying hydrogen, oxygen, nitrogen, argon, and specialty gases that are critical enablers of US chemical manufacturing at every level of the value chain.

The performance of these major chemical companies directly influences the composition and returns of US financial markets, where chemical stocks form a significant portion of the S&P 500 industrials and materials indices.

Top US Chemical Companies by Revenue — 2024 Rankings

The white rank bars below compare the top 10 US chemical companies by annual revenue. Dow's $45B lead over the pack reflects its breadth as a pure-play diversified chemical major, while the rankings also

highlight the industrial gas giants (Linde, Air Products) and specialty leaders (PPG, Eastman, Celanese) that give the US chemical industry its distinctive profile.

Top US chemical companies 2024: Dow leads at $45B revenue. LyondellBasell $38B. ExxonMobil Chemical $35B. Linde $33B. PPG Industries $18B. Celanese $11B. Air Products $12B. Eastman Chemical $9B. Huntsman $6B. Cabot $4B. The Gulf Coast hosts the majority of US chemical manufacturing capacity, with Texas accounting for approximately $175B in annual chemical output.

Market Segments

US Chemical Market Segments — Basic 52%, Specialty 28%, Pharma 12%, Agro 8%

Basic and commodity chemicals represent the largest segment at approximately **52% of US chemical output (~$319B)** — encompassing petrochemicals (ethylene, propylene, benzene, butadiene), polymers (polyethylene, polypropylene, PVC), and inorganic chemicals (sulphuric acid, chlorine, ammonia). The shale gas revolution has dramatically reinforced US competitiveness here, making this segment the primary driver of the $300B investment wave since 2010.

Specialty chemicals account for approximately **28% (~$172B)** and are the highest-margin, fastest-growing segment. US specialty leadership spans adhesives (Henkel, HB Fuller), coatings (Sherwin-Williams, PPG, Axalta), industrial gases (Linde, Air Products), electronic chemicals (Entegris, Cabot Microelectronics), and water treatment (Ecolab). The electronic chemicals sub-segment is growing at approximately **8-10% annually** as CHIPS Act fab construction creates sustained demand for ultra-pure process chemicals. This connection between AI infrastructure and chemical demand is explored in our analysis of the worldwide AI market.

Pharmaceutical chemicals — APIs, drug delivery polymers, and pharmaceutical excipients — contribute approximately **12% (~$74B)**. Despite the US being the world's largest pharma market, much API manufacturing has historically been offshore (India, China). A post-COVID reshoring push is now directing billions into domestic pharmaceutical chemical capacity through BARDA and DoD strategic reserve programmes.

Agrochemicals account for approximately **8% (~$49B)**. Corteva, FMC Corporation, and AMVAC Chemical hold significant global positions in crop protection chemistry. The growing use of data-driven precision agriculture — AI and sensor technology optimising agrochemical application — is creating new premium-

priced demand for microencapsulated and controlled-release formulations.

US Chemical Industry by Segment — 2025 Market Mix

The navy donut chart below shows the composition of US chemical industry output across its four major segments. The relatively high specialty chemicals and pharma shares — compared to global averages — reflect the US industry's emphasis on high-value-added chemistry rather than the commodity volume production that defines China's chemical sector.

Market Segments US Chemical Industry by Segment — 2025 ($613B Total) BusinessStats Research · ACC Business of Chemistry 2025 · US Census

US Chemical Industry Output — Historical Growth 2005 to 2026 ($B)

The white line chart below tracks US chemical industry output from 2005 through 2026, showing the pre-shale plateau, the post-2010 shale-driven growth acceleration, the COVID-19 disruption (2020), and the strong post-pandemic recovery. The 2025-2026 trajectory is toward the $620-640B range as new capacity commissioned through 2023 reaches full utilisation.

Historical GrowthUS Chemical Industry Output — 2005 to 2026 ($ Billions)BusinessStats Research · ACC Guide to Business of Chemistry · US Census $613B2025 +52%Since 2010 3.4%CAGR

Shale gas drove post-2010 acceleration Sources: BusinessStats Research · ACC Business of Chemistry · US Census Bureau ASM

US Chemical Exports vs Imports — Trade Balance 2015–2025 ($B)

The white grouped bar chart below compares US chemical exports and imports over the past decade, illustrating the consistent trade surplus that makes chemicals one of America's few manufacturing sectors with a positive trade balance. Note the surge in exports post-2015 as new Gulf Coast polyethylene and methanol capacity came online and began exporting to global markets.

Trade BalanceUS Chemical Trade — Exports vs Imports 2015–2025 ($B)BusinessStats Research · US Census FT-900 · USITC chemical trade data $130B2025 Exports +$28BTrade Surplus

Consistent trade surplus — chemicals help offset US goods deficit Sources: BusinessStats Research · US Census Bureau FT-900 · USITC Trade Data Web

US Chemical Industry — Full Data Table by Segment and State

The sortable table below provides comprehensive data on the US chemical industry across major segments and key producing states, including output values, employment, average wages, year-over-year growth, and the key companies anchoring each category. Click any column header to sort the data and explore the industry's structure in detail.

US Chemical Industry — Segment & State Data 2025Click column to sort

CATEGORY	OUTPUT	SHARE	EMPLOYMENT	AVG. WAGE	YOY GROWTH
Basic Petrochemicals	$185B	30%	~82K	$95K avg	+3.2%
Polymers & Plastics	$134B	22%	~75K	$82K avg	+2.8%
Specialty Chemicals	$172B	28%	~165K	$98K avg	+5.4%
Pharmaceutical Chem.	$74B	12%	~95K	$112K avg	+4.8%
Agrochemicals	$49B	8%	~38K	$88K avg	+2.1%
Industrial Gases	$45B	7%	~52K	$95K avg	+4.2%
Electronic Chemicals	$28B	4.6%	~22K	$128K avg	+9.1%
Texas (Gulf Coast)	$175B	28.6%	~110K	$95K avg	+3.5%
Louisiana	$62B	10%	~40K	$88K avg	+2.8%
Ohio	$38B	6.2%	~35K	$82K avg	+2.1%
California	$32B	5.2%	~28K	$115K avg	+6.2%
Pennsylvania	$28B	4.6%	~25K	$92K avg	+3.1%

Key Insight The Houston Ship Channel — $50B of Chemistry in 52 Miles

The Houston Ship Channel is the world's most concentrated chemical manufacturing corridor — a 52-mile industrial waterway lined with more than 500 chemical plants, refineries, and industrial facilities producing approximately $50 billion in chemical products annually. A ship entering the channel from the Gulf of Mexico passes polyethylene plants (Dow, ExxonMobil), styrene producers, vinyl chloride manufacturers, benzene storage terminals, ethylene oxide plants, ammonia loading facilities, and hundreds of specialty chemical operations — all connected by an underground pipeline network that makes the entire complex function as a single, vast integrated chemical machine. The channel handles approximately 200 million

tonnes of cargo annually — more than any other US port — making it America's most economically productive stretch of water. A complete inventory of the channel's chemical production capabilities would constitute a near-complete list of the world's most important industrial chemicals. The channel's infrastructure took more than a century to build and cannot be replicated anywhere on Earth at any price — it is the ultimate expression of the path-dependent agglomeration economics that make the Gulf Coast permanently the world's chemical manufacturing heartland.

Key Statistics

U.S. Chemical Industry — Key Statistics at a Glance

$613BAnnual Output (2025)World #2 after China ($2.4T). 25% of US manufacturing output. CAGR 3.4%. 520,000Direct Employees$88K avg wage — 50% above US manufacturing average. 5M indirect jobs. $300BInvestment Since 2010Largest chemical investment cycle in US history. 30+ new ethylene crackers. $45BDow Inc. — US LeaderMidland, MI. 35,900 employees. Polyethylene, polymers, coatings. 45%Gulf Coast Share~$275B output. Houston Ship Channel: $50B in 52 miles. 500+ plants. $130BAnnual Chemical Exports$28B trade surplus. Polyethylene, organics, pharma. Canada #1 market. +9.1%Electronic Chemicals GrowthFastest segment. CHIPS Act + AI chip demand. $28B segment, growing fast. $175BTexas Chemical Output28.6% of US total. 110K direct jobs. Gulf Coast cracker capital of world. 11%US Share of Global Output$613B of $5.7T global. China 43%. EU 14%. Germany 5%. $2.4TTotal Economic ContributionDirect + indirect + induced = 10% of US GDP. ACC estimate. $52BCHIPS Act Chemical BoostElectronic chemicals demand +8-10%/yr. Fab construction driving ultra-pure chemical needs. 45M mtUS Ethylene CapacityUp from 28M mt (2010). World's largest single-country producer. Shale driven.

Forecast 2028

US Chemical Industry Forecast 2028 — $680-720B, Electronic Chemicals Boom, Green Wave

The US chemical industry is projected to grow from approximately $613 billion (2025) to approximately **$680-720 billion by 2028** at a CAGR of approximately **3.5-4.5%**. The primary driver will be **electronic chemicals and semiconductor materials** — 50+ new US semiconductor facilities announced since the CHIPS Act collectively represent approximately $400 billion in fab construction, each requiring hundreds of tonnes of ultra-pure process chemicals annually. Companies including Entegris, Merck KGaA, Shin-Etsu, and JSR are investing billions in new US electronic chemicals capacity, driving this segment to

approximately **$40-50 billion by 2028**.

Battery materials are the second-fastest growth segment, expanding at approximately **15% annually** as US EV production scales under the Inflation Reduction Act's domestic content requirements. The IRA's $7,500 EV consumer tax credit requires increasing North American-sourced battery materials — directly incentivising investment in cathode materials, anode materials, electrolytes, and separator coatings within the US. Major investments are underway from Albemarle, Livent, and multiple new cathode active material plants.

Green hydrogen chemistry is the third major growth vector. The IRA's Production Tax Credit of **$3/kg for clean hydrogen** — the world's most generous hydrogen incentive — has already triggered 100+ green hydrogen project announcements totalling 50+ GW of proposed electrolyser capacity. The chemical industry is the world's largest hydrogen consumer (ammonia, refining), meaning successful green hydrogen development decarbonises major portions of chemical manufacturing while creating new demand for electrolyser catalysts and proton exchange membranes.

The Gulf Coast shale feedstock advantage is expected to persist through at least 2030, supporting continued US competitiveness in basic petrochemicals. The intersection of energy transition investment, digital economy growth, and chemical industry capital spending is explored in our coverage of digital economy trends and platform economy research.

US chemical industry forecast 2028: Output projected to reach $680-720B at 3.5-4.5% CAGR. Electronic chemicals growing 9%+/yr on CHIPS Act semiconductor fab wave. Battery materials growing 15%+ as EV production scales under IRA. Green hydrogen PTC ($3/kg) triggering 50+ GW electrolyser project pipeline. Gulf Coast retains structural shale gas feedstock advantage through at least 2030. US Chemical Industry Outlook Key US Chemical Projections — 2028 $680-720BOutput Target 2028 $40-50BElectronic Chemicals 2028 +15%Battery Materials CAGR $3/kgIRA Green Hydrogen PTC CHIPS$400B Fab Wave → Chem Demand GulfCoast Shale Advantage Continues

FAQ

Frequently Asked Questions — U.S. Chemical Industry

The US chemical industry generates approximately **$613 billion in annual shipments** as of 2025, making it the world's second-largest national chemical industry after China ($2.4 trillion) and slightly ahead of the EU combined ($770 billion). The industry contributes approximately 25% of US manufacturing output and generates approximately $130 billion in annual exports. The American Chemistry Council estimates the

chemical industry's total economic contribution — including direct, indirect, and induced effects — at approximately **$2.4 trillion, equivalent to approximately 10% of US GDP**. Since 2010, the industry has invested approximately $300 billion in new and expanded capacity, driven by the shale gas revolution that gave US chemical producers access to the world's cheapest ethane feedstock at approximately $0.20-0.30/MMBtu versus $6-10 for competitors' naphtha-based feedstocks.

The United States' biggest competitive advantage is **extraordinarily cheap and abundant ethane feedstock from shale gas**. The shale revolution made the US Gulf Coast the world's lowest-cost ethylene producer by approximately 2015, with production costs approximately 50-70% below European and Asian naphtha-based competitors. This cost advantage triggered approximately **$300 billion in new chemical investment since 2010** — including 30+ new world-scale ethylene crackers along the Gulf Coast — and has made the US the world's largest polyethylene exporter. Additional advantages include the deepest capital markets for chemical investment financing, world-class research universities producing chemical talent, strong IP protection incentivising innovation, and the Gulf Coast's unique accumulated infrastructure of pipelines, ports, and integrated plant networks.

The largest US chemical companies by revenue: **Dow Inc.** (Midland, MI, ~$45B, polyethylene and specialty), **LyondellBasell** (Houston, ~$38B, plastics and refining), **ExxonMobil Chemical** (Irving, TX, ~$35B, integrated petrochemicals), **Linde** (Danbury, CT, ~$33B, industrial gases), **PPG Industries** (Pittsburgh, ~$18B, coatings and specialty), **Air Products** (Allentown, ~$12B, industrial gases), **Celanese** (Irving, TX, ~$11B, specialty chemicals), **Eastman Chemical** (Kingsport, TN, ~$9B, specialty), **Huntsman Corporation** (Woodlands, TX, ~$6B, polyurethanes), **Cabot Corporation** (Boston, ~$4B, specialty chemicals). ExxonMobil Chemical and LyondellBasell are the world's largest polyethylene producers by volume.

US chemical manufacturing is most heavily concentrated along the **Gulf Coast — Texas and Louisiana — which accounts for approximately 45% of total US chemical output**. Texas alone ($175B output) hosts the Houston Ship Channel — the world's largest petrochemical complex — and accounts for approximately 28.6% of national chemical production. Louisiana ($62B) follows as the second-largest state. The Ohio Valley and Great Lakes region is the second-largest cluster for specialty chemicals, coatings, and polymers serving the automotive and manufacturing sectors. The Delaware Valley hosts significant pharmaceutical chemistry. The Pacific Coast and Mountain West (California, Arizona, Oregon) is the fastest-growing cluster for electronic chemicals driven by proximity to semiconductor fabs. The top 5 states (Texas, Louisiana, Ohio, California, Pennsylvania) account for approximately 55-60% of all US chemical output.

The US chemical industry directly employs approximately **520,000 people** in manufacturing, R&D, engineering, and related functions. The ACC estimates total employment supported — including indirect supply chain and induced consumer-spending effects — at approximately **5 million jobs**. Chemical industry wages average approximately **$88,000 annually — nearly 50% above the average US manufacturing wage of $58,000** — reflecting the advanced technical skills, chemical engineering expertise, and safety training required. Chemical engineers, process engineers, industrial chemists, safety professionals, and quality control specialists are among the most in-demand occupational categories. Texas and Louisiana together account for approximately 150,000 direct chemical manufacturing jobs.

Electronic chemicals is the fastest-growing US chemical segment at approximately **9.1% annually**, driven by the CHIPS Act semiconductor fab construction wave and exploding demand for AI chip manufacturing. The CHIPS Act's $52 billion allocation has triggered $400+ billion in private semiconductor fab investments across the US, each requiring hundreds of ultra-pure process chemicals (photoresists, CMP slurries, specialty solvents, etching gases) once operational. **Battery materials** is the second-fastest growing at approximately 15% annually — driven by IRA domestic content requirements for EV batteries that are pulling cathode, anode, electrolyte, and separator chemical production into the US. Specialty chemicals broadly are growing at 5-6% CAGR — roughly 2× the rate of commodity chemicals (2.5-3% CAGR).

The US chemical industry exports approximately **$130-140 billion annually**, making chemicals one of the country's largest manufacturing export categories and generating a **trade surplus of approximately $28 billion**. Major chemical export categories include organic chemicals ($35B), pharmaceutical preparations ($28B), plastics and resins ($22B), agricultural chemicals ($12B), and specialty chemicals ($15B). The top export destinations are Canada ($28B), Mexico ($18B), China ($10B), Brazil ($8B), and Germany ($7B). US polyethylene exports alone have grown from approximately 5 million tonnes in 2010 to approximately 15+ million tonnes by 2025 — making the US the world's largest polyethylene exporter — a direct result of the shale gas-driven Gulf Coast capacity expansion. The chemical trade surplus consistently helps offset the US overall goods trade deficit.

The shale gas revolution has been the most transformative event in US chemical history since the post-WWII petrochemical buildout. It drove US ethane prices from approximately **$0.70/MMBtu (pre-shale) to $0.20-0.30/MMBtu** — roughly 3-5× cheaper than European and Asian naphtha feedstocks. This triggered approximately **$300 billion in Gulf Coast investment since 2010**, including 30+ new world-scale ethylene crackers that collectively added approximately 17 million tonnes of annual ethylene capacity. US polyethylene production capacity more than doubled. US ethylene production costs fell from approximately $600-700/tonne (pre-shale, naphtha equivalent) to approximately **$150-250/tonne** — making US

producers globally competitive in every market. The US became the world's largest LNG exporter in 2023, the world's largest polyethylene exporter, and a major methanol exporter — all consequences of the shale transformation.

The Gulf Coast chemical complex — stretching from Corpus Christi, Texas through the Houston Ship Channel corridor to Lake Charles, Baton Rouge, and New Orleans in Louisiana — is the **world's largest integrated petrochemical manufacturing region**. It accounts for approximately 45% of total US chemical output and approximately **$200-250 billion in annual chemical production**. The Houston Ship Channel alone handles 200 million tonnes of cargo annually and is lined with 500+ chemical plants. The region is served by the world's most extensive petrochemical pipeline network, connecting crackers to derivative plants, refineries to chemical complexes, and storage facilities to deep-water export terminals. The Gulf Coast's infrastructure took a century to build and cannot be replicated — it represents the ultimate agglomeration advantage in global chemical manufacturing. Texas alone contributes approximately $175 billion in chemical output, making it the world's fourth-largest chemical producer if measured as an independent economy.

China's chemical industry at approximately **$2.4 trillion is approximately 4× the US figure of $613 billion**, and China produces approximately 43% of global chemical output versus the US's 11%. China's dominance is in commodity volume — basic petrochemicals, polymers, and commodity intermediates where scale and integrated chemical parks create cost advantages. However, the US retains important competitive positions: **world's lowest-cost ethylene production from shale ethane**, dominant positions in specialty chemicals and pharmaceutical ingredients where innovation and IP matter more than volume, the deepest capital markets for chemical investment, and the strongest positions in electronic chemicals and advanced battery materials — the fastest-growing chemical segments globally. The US also controls critical chokepoints in chemical supply chains for AI chips and next-generation semiconductors. For a full global comparison, see our analysis of the European chemical market and German chemical leadership.

Key US chemical regulations include: **TSCA (Toxic Substances Control Act)**, administered by the EPA — significantly strengthened by the 2016 Lautenberg Act giving EPA authority to evaluate and restrict existing chemicals, now covering approximately 87,000 existing chemical substances in US commerce. **Clean Air Act** — regulates chemical plant emissions through NESHAP and NSPS standards; chemical plants are major regulated sources under Maximum Achievable Control Technology (MACT) standards. **OSHA Process Safety Management (PSM)** — governs safe handling of highly hazardous chemicals at approximately 12,500 facilities nationwide. **RCRA (Resource Conservation and Recovery Act)** — regulates generation, storage, transport, and disposal of hazardous chemical waste. **EPCRA/SARA Title III** — requires chemical

release reporting and emergency planning. The **Inflation Reduction Act (2022)** adds methane emissions fees and clean hydrogen production incentives that directly affect chemical sector compliance costs and investment decisions.

The US chemical industry is projected to grow from approximately $613 billion (2025) to approximately **$680-720 billion by 2028 at 3.5-4.5% CAGR**. Key growth drivers: **Electronic chemicals** (9%+ annually, CHIPS Act semiconductor fab demand), **battery materials** (15% annually, IRA EV domestic content requirements), **green hydrogen chemistry** ($3/kg PTC triggering 50+ GW electrolyser investment), and continued speciality chemical growth (5-6%). The Gulf Coast shale feedstock advantage is expected to continue through at least 2030. Primary risks include Chinese commodity chemical overcapacity depressing global prices, rising domestic gas demand from LNG exports potentially tightening ethane supply, and tightening environmental regulations increasing compliance costs. The US is well-positioned to be the world's leading supplier of AI-enabling electronic chemicals and clean energy battery materials through 2028 and beyond.

Data Sources & References

Primary: American Chemistry Council — Guide to the Business of Chemistry 2025

Primary: US Census Bureau — Annual Survey of Manufactures, Chemical Manufacturing Sector

Primary: Bureau of Economic Analysis — GDP by Industry, Chemical Manufacturing

Primary: USITC Trade Data Web — US Chemical Products Trade Statistics

BusinessStats: All segment breakdowns, state-level output estimates, company revenue comparisons, investment tracking, trade flow analysis, and 2028 forecast projections are BusinessStats proprietary research combining the above primary government and industry sources with IHS Markit (S&P Global) chemical market intelligence, ACC chemical investment tracker, individual company 10-K SEC filings for FY2024, and Bloomberg chemical sector analyst consensus data.

All figures in current USD unless otherwise stated. "Chemical industry output" follows the NAICS Chemical Manufacturing sector definition (NAICS 325), which includes basic chemicals, specialty chemicals, agricultural chemicals, pharmaceutical preparations, paint and coatings, adhesives, cleaning preparations, and other chemical products. It does not include petroleum refining (NAICS 324) except where refineries produce chemical products as primary output. Electronic chemicals figures include semiconductor-grade chemicals and specialty gases for chip manufacturing. All analysis by BusinessStats Research Desk. Not financial or investment advice. US Chemical Industry 2026 US Chemical Industry Statistics American

Chemical Industry US Chemical Market Size US Chemical Industry Revenue US Petrochemical Industry Gulf Coast Chemical Industry Houston Ship Channel US Ethylene Production US Polyethylene Production Shale Gas Chemical Industry US Chemical Exports Dow Chemical Revenue 2026 LyondellBasell Revenue ExxonMobil Chemical US Specialty Chemicals US Electronic Chemicals CHIPS Act Chemicals US Battery Materials US Green Hydrogen US Chemical Employment US Chemical Manufacturing Jobs US Chemical Output US Chemical Forecast 2028 US Chemical Investment American Chemistry Council US Basic Chemicals US Commodity Chemicals US Agrochemicals US Pharmaceutical Chemicals US Chemical Trade Surplus Texas Chemical Industry Louisiana Chemical Industry Ohio Chemical Industry US Chemical CAGR Chemical Industry USA Facts US Chemical Production Statistics US Ethylene Capacity US Polyethylene Exports US Methanol Production US Chemical Industry Trends US Chemical Market 2025 US Chemical Industry Data US Chemical Segments US Chemical Industry By State US Chemical Industry R&D TSCA Chemical Regulation IRA Chemical Incentives US Chemical Industry Wages US Chemical vs China US Chemical vs Germany Chemical Manufacturing USA Petrochemical USA US Industrial Gases Market US Coatings Market US Adhesives Market US Water Treatment Chemicals US Crop Protection Chemicals Gulf Coast Petrochemical Complex Permian Basin Chemicals Marcellus Shale Chemicals US Chemical Industry Overview US Chemical Industry Report US Chemical Industry Outlook US Chemical Supply Chain US Chemical Industry Future Linde USA Revenue PPG Industries Revenue Eastman Chemical Revenue Huntsman Corporation Cabot Corporation Air Products Revenue Celanese Revenue US Chemical $613 Billion US Chemical Industry World Rank US Chemical Industry 10% GDP US Chemical 5 Million Jobs US Ethane Feedstock Advantage US Chemical Industry News 2026

STATISTICS REPORT

Fossil Fuel Consumption in the U.S. — Statistics & Facts 2026

Updated Mar 28, 2026 · businesstats.com/us-fossil-fuel-consumption

97.3 TOTAL QUADS (2023)	**80%** FOSSIL FUEL SHARE	**20 mb/d** OIL CONSUMPTION
30.5 Tcf NATURAL GAS/YR	**5,000 MT** CO_2 EMISSIONS	**$780B** MARKET VALUE

Overview

$780B Market — US Fossil Fuel Consumption at a Crossroads

The United States energy system is undergoing its most significant structural transformation since the electrification of the 20th century — yet fossil fuels remain overwhelmingly dominant. At approximately **97.3 quadrillion British thermal units (quads)** of total primary energy consumption in 2023, the US is the world's second-largest energy consumer in absolute terms (behind China's ~157 quads) and the world's highest per-capita energy consumer among major economies at approximately **290 million BTU (MMBtu) per person per year**. Of this total, fossil fuels — petroleum, natural gas, and coal — account for approximately **78 quads, or roughly 80% of all energy consumed**. This represents a gradual but real decline from the fossil fuel peak share of approximately 93% in the 1970s, driven by the growth of nuclear power in the 1980s-1990s and the explosive growth of wind and solar since 2010. But 80% is still 80%: four out of every five units of energy that powers American homes, factories, vehicles, and data centres comes from burning carbon-containing fuels that were laid down millions of years ago.

Understanding the scale of US fossil fuel consumption requires context. The US alone consumes approximately **20% of the world's oil production** despite having just 4.2% of the global population. American cars, trucks, and aircraft burn approximately **9 million barrels of gasoline per day** — more than the total oil consumption of every country in Africa combined. American homes and businesses consume approximately **30.5 trillion cubic feet of natural gas annually** — enough to heat 78 million homes for a full year. American power plants, steel mills, and industrial facilities burn approximately **439 million short tons**

of coal per year — down 60% from the 2007 peak but still a substantial quantity by global standards. The economic value of this fossil fuel consumption is approximately **$780 billion annually** in end-use energy expenditure — representing one of the largest single commodity flows in the global economy and a foundational driver of the US financial markets and broader economic activity.

The transformation currently underway is both real and — by the standards of energy systems, which typically take decades to shift — rapid. Coal's collapse from 50% of US electricity generation (2005) to 16-17% (2023) is genuinely historic, driven by a combination of cheap shale gas, falling wind and solar costs, and increasingly stringent environmental regulations. Electric vehicle adoption is accelerating, with EVs representing approximately 7-8% of new car sales in 2023-2024, threatening the long-term dominance of gasoline in transportation. The Inflation Reduction Act's $369 billion in clean energy incentives is triggering a construction boom in solar, wind, and battery storage that is expected to add more clean energy capacity in the 2023-2032 decade than in the previous three decades combined. Yet the inertia of the existing fossil fuel system is enormous: approximately **280 million gasoline and diesel vehicles** are on US roads, requiring decades to replace; industrial processes (steel, cement, chemicals) remain deeply dependent on fossil fuel combustion that is technically and economically difficult to decarbonise; and natural gas is so deeply embedded in US electricity, heating, and industrial infrastructure that even optimistic clean energy scenarios see it remaining a major fuel through at least 2035. The interaction between fossil fuel demand and the broader macroeconomy is one of the key drivers of inflation dynamics that central banks and policymakers must manage.

US total primary energy consumption: 97.3 quads (2023). Fossil fuels supply 80%: petroleum 36%, natural gas 32%, coal 12%. Nuclear provides 8% and renewables 12% of primary energy (21% of electricity). The US consumes 20 million barrels of oil per day — 20% of global supply. CO_2 emissions total approximately 5,000 million metric tonnes annually.

Oil Consumption

US Oil Consumption — 20 Million Barrels Per Day, 36% of Total Energy

Petroleum remains the largest single component of US energy consumption, accounting for approximately **35-36 quads (36% of total primary energy)** in 2023. In volume terms, the US consumed approximately **20.0-20.5 million barrels of oil per day (mb/d)** — making it the world's largest oil consumer by a considerable margin, accounting for approximately 20% of global petroleum consumption. The uses of petroleum in the US are dominated by **transportation**, which accounts for approximately 70% of all

petroleum consumption. Gasoline alone — the fuel for America's approximately 280 million passenger cars and light trucks — consumes approximately **9 mb/d**, or approximately 44% of total US petroleum. Diesel fuel (for heavy trucks, freight, and some passenger vehicles) accounts for approximately **4.8 mb/d (24%)**. Jet fuel powers the world's busiest aviation system at approximately **1.8 mb/d (9%)**. The remaining petroleum consumption (approximately 23%) is split between industrial feedstocks (petrochemicals used to make plastics, fertilisers, and other materials), propane for heating, heavy fuel oil for ships and industrial boilers, lubricants, and asphalt.

Despite consuming approximately 20 mb/d, the US also produces approximately **13.2 mb/d** — making it simultaneously the world's largest oil producer. The US shale revolution — enabled by hydraulic fracturing (fracking) and horizontal drilling technologies that unlocked oil from previously inaccessible tight rock formations — transformed the US from a net oil importer of approximately 10 mb/d in 2007 to a net exporter on an annual basis by 2019-2020. The Permian Basin in West Texas and New Mexico is the epicentre of US production, accounting for approximately 6 mb/d alone — more than most OPEC member countries produce. Despite this domestic production boom, the US still imports approximately **6-8 mb/d** (primarily heavy crude oil grades from Canada, which is the largest US oil supplier, followed by Mexico and Saudi Arabia) because US refineries are configured to process heavier crudes that shale production cannot provide. This complex trade dynamic — simultaneously producing and importing at large scale — reflects the technical realities of refinery configurations and crude oil quality matching. The infrastructure supporting this massive oil ecosystem is deeply embedded in the world's largest economy and represents trillions of dollars of sunk capital.

The long-term trajectory of US oil consumption is downward, but slowly. Electric vehicles (EVs) are the primary threat to gasoline demand — EVs represented approximately 7-8% of new car sales in 2023-2024, and if current adoption trends continue, could displace approximately 1-2 mb/d of gasoline demand by 2030. However, with 280 million existing gasoline and diesel vehicles on the road — and average vehicle lifetimes of 12-15 years — the transition will take decades to fully materialise in fuel demand statistics. Aviation fuel demand has largely recovered from COVID-19 and shows limited near-term alternatives (sustainable aviation fuel represents less than 0.1% of jet fuel currently). Industrial petrochemical demand is actually growing, driven by plastics demand in packaging, construction, and consumer goods. The EIA's base-case forecast projects US liquid fuel consumption declining from approximately 20 mb/d to approximately 18-19 mb/d by 2030 — a real but gradual reduction. The extraordinary growth of data centers — which require massive electricity inputs — is one of the paradoxes of the digital economy: it reduces direct oil consumption but increases electricity demand that is partly met by natural gas.

US Petroleum Consumption by Sector — 2023

The animated horizontal bars below show US petroleum consumption by end-use sector, with transportation's overwhelming dominance immediately visible. The industrial sector's growing role as a petroleum feedstock consumer (rather than combustion fuel) reflects the increasingly chemical rather than thermal nature of much petroleum use in advanced economies.

Oil by Sector US Petroleum Consumption by Sector — 2023 (Million Barrels/Day) BusinessStats Research · EIA Monthly Energy Review 2024

Natural Gas

US Natural Gas Consumption — 30.5 Tcf, World's Largest Consumer

Natural gas has become the backbone of the US energy system — supplying approximately **32% of total primary energy** and serving as the single largest fuel for electricity generation. US natural gas consumption reached approximately **30.5 trillion cubic feet (Tcf)** in 2023 — the world's largest national gas consumption by a significant margin. The shale gas revolution, which unlocked vast quantities of natural gas from tight rock formations across Texas, Pennsylvania, Louisiana, and other states, has been transformative: US natural gas production surged from approximately 18 Tcf in 2005 to over 36 Tcf in 2023 — a near-doubling in production that drove prices from $10+ per MMBtu (pre-shale) to as low as $1.50-2.00/MMBtu in periods of supply glut. These low prices made natural gas the primary replacement fuel for retiring coal power plants, dramatically lowering US electricity-sector CO_2 emissions even before large-scale renewable energy deployment became significant.

Natural gas consumption divides across four major sectors. **Electric power generation** is the largest at approximately **36% of total gas use (~11 Tcf)** — natural gas-fired power plants now generate approximately 43% of US electricity, surpassing coal as the dominant power generation fuel beginning around 2016 and maintaining that lead through 2026. **Industrial** uses account for approximately **33% (~10 Tcf)** — including chemical manufacturing (natural gas as both feedstock and fuel), oil refining, food processing, metal production, and glass and cement manufacturing. **Residential** sector accounts for approximately **15% (~4.6 Tcf)** — primarily for space heating (approximately 47% of US homes heat with gas), water heating, and cooking. **Commercial** buildings (offices, stores, restaurants, hospitals) account for approximately **10% (~3 Tcf)** for similar applications. The remaining approximately 6% covers pipeline operations (gas used to compress and move gas through the pipeline system) and the fast-growing LNG export terminal operations. The US became the world's largest LNG exporter in 2023, with approximately

11-12 Bcf/d of LNG export capacity representing one of the most significant shifts in global energy trade flows of the decade. The growth of AI computing infrastructure — discussed in our analysis of the AI market size — is also driving significant growth in US natural gas demand through increased data center electricity consumption.

Unlike coal and oil, US natural gas consumption is projected to remain relatively stable or even grow modestly through the late 2020s, before declining as renewable energy capacity displaces gas-fired power generation. The expansion of LNG export capacity (with projects like Sabine Pass, Corpus Christi, and Golden Pass adding approximately 4-5 Bcf/d of new capacity through 2027) will absorb substantial volumes of domestically produced gas for export, maintaining demand for gas production even as domestic power-sector use begins to decline. The industrial sector's gas demand is highly stable — chemical and fertiliser plants represent multi-decade capital investments with essentially no ability to switch fuels rapidly. Residential heating demand is very slowly declining as heat pump adoption grows (heat pumps are now outselling gas furnaces in the US for the first time) and building efficiency standards improve. The net effect is a US natural gas market that remains very large through the 2020s and 2030s, even as its share of electricity generation gradually declines. The impact of natural gas price volatility on consumers connects directly to the broader dynamics tracked in consumer spending and discretionary income research.

US Natural Gas Consumption by Sector — 2023 (Tcf)

The navy bar chart below shows US natural gas consumption by end-use sector, illustrating the balance between power generation, industrial, residential, commercial, and export-related demand. Each bar can be hovered or tapped for exact figures.

Natural Gas Sectors US Natural Gas Consumption by Sector — 2023 (Trillion Cubic Feet) BusinessStats Research · EIA Monthly Energy Review 2024 11.0 Tcf Electric Power Gas Consumption (Tcf) Electric power is largest sector at 36% Sources: BusinessStats Research · EIA Monthly Energy Review · DOE

Coal Decline

US Coal Consumption — 60% Decline Since 2007, 16% of Electricity Generation

The decline of US coal consumption is one of the most dramatic energy transitions in American history. From a peak of approximately **1.13 billion short tons in 2007**, US coal consumption fell to approximately

439 million short tons in 2023 — a **61% reduction in just 16 years**. This collapse is not primarily a policy-driven transition (though environmental regulations played a role) but fundamentally an economic one: the shale gas revolution made natural gas so cheap that coal-fired power plants became economically uncompetitive, and the rapid cost decline of wind and solar has continued that displacement process. The economic logic is stark: in 2023, the average cost of new wind and solar generation was approximately **$25-45/MWh** — cheaper than the operating costs alone of many existing coal plants, which average approximately **$30-40/MWh** in fuel and operating costs, before even accounting for capital costs or emissions compliance.

Coal in the US is now almost exclusively a power generation fuel: approximately **91% of coal consumption** goes to electric power plants, with the remaining 9% going to industrial coking coal (for steel production in blast furnaces). Coal's share of US electricity generation fell from **50% in 2005** to approximately **16-17% in 2023** — a 34-percentage-point decline in 18 years. The states most affected by this transition are the traditional coal-producing and coal-consuming regions of Appalachia (West Virginia, Kentucky), the Powder River Basin (Wyoming, Montana), and the industrial Midwest (Illinois, Indiana). The coal workforce has declined from approximately 90,000 miners in 2012 to approximately 40,000 in 2023 — devastating communities that built their economies around coal production. The social and economic dimensions of this transition are deeply complex: communities that depended on coal jobs for generations face unemployment, reduced tax bases, and difficulty attracting alternative industries. The Inflation Reduction Act includes specific provisions for "energy communities" — defined as coal-dependent areas — that receive enhanced tax credits for clean energy investment, a deliberate policy to direct clean energy economic development to the regions most harmed by coal's decline. The transition of the financial technology sector has also created opportunities for digital-economy investment in post-coal communities, though uptake has been uneven.

US Coal Consumption — Decline from 2007 Peak to 2026 (Million Short Tons)

The white line chart below tracks US coal consumption from 2000 through 2026, capturing the plateau in the 2000s, the post-2008 decline driven by shale gas competition, and the acceleration of that decline as solar and wind costs fell through the 2010s and 2020s. The downward trajectory is clear and structural — not cyclical.

Coal Consumption Trend US Coal Consumption — 2000 to 2026 (Million Short Tons) BusinessStats Research · EIA Annual Coal Report · Monthly Energy Review 439M2023 Tons -61%Since 2007 Peak 16%Electricity Share

Structural decline — gas + renewables replacing coal Sources: BusinessStats Research · EIA Annual Coal Report · Monthly Energy Review Key Insight In 2023, the US Generated More Electricity from Wind Alone Than from Coal

For the first time in American energy history, wind power generated more electricity than coal in the United States for multiple months in 2023, and wind came close to matching coal's annual generation for the full year (approximately 430 TWh vs 770 TWh). Solar + wind combined now generates approximately 14% of US electricity — a figure that was essentially zero in 2005. Coal, which generated 50% of US electricity in 2005, has fallen to approximately 16-17%. The displacement is driven by economics, not ideology: a new wind or solar plant built in 2024 generates electricity at approximately $25-35/MWh — cheaper than operating an existing coal plant, let alone building a new one. At the current rate of coal retirement (approximately 5-10 GW per year), coal could supply less than 10% of US electricity by 2030.

CO_2 Emissions

US Fossil Fuel CO_2 Emissions — 5,000 $MTCO_2$, Down 16% from 2007 Peak

Fossil fuel combustion in the United States produces approximately **4,900-5,100 million metric tonnes of CO_2 equivalent ($MTCO_2e$) annually**, making the US the world's second-largest greenhouse gas emitter after China. US energy-related CO_2 emissions peaked at approximately **6,000 $MTCO_2$ in 2007** before declining — primarily due to the substitution of natural gas for coal in electricity generation (gas produces approximately 50% less CO_2 per unit of electricity than coal) and improvements in vehicle fuel efficiency standards. The decline from the 2007 peak represents approximately a **16% reduction** over 16 years — meaningful progress, but far slower than what climate scientists assess is necessary to meet the Paris Agreement goals of limiting global warming to 1.5-2°C above pre-industrial levels.

The **transportation sector** is now the largest source of US CO_2 emissions, accounting for approximately **29%** of total GHG emissions — surpassing the electric power sector (approximately 25%) for the first time in 2016 and maintaining that lead since. This shift reflects the dramatic success of coal-to-gas and coal-to-renewables switching in the electricity sector, which has significantly reduced power-sector emissions, while transportation has proven more resistant to decarbonisation due to the slow fleet turnover described above. **Industry** accounts for approximately 23% of emissions, **commercial and residential buildings** approximately 13%, and **agriculture** approximately 10%. The US emits approximately **14.8 metric tonnes of CO_2 per person annually** — among the highest of any major developed economy, substantially above the EU average (~6.7 Mt/person), Japan (~8.6 Mt/person), and Canada (~14.2 Mt/person), though below the

Gulf states and some other high-income nations. The implications of US emissions for global capital markets and the clean energy transition are enormous — as the world's second-largest emitter, US climate policy decisions ripple through international negotiations, energy markets, and investment flows globally.

The IRA's projected emissions reductions are substantial but still insufficient to meet the US's stated climate goals. Even with full IRA implementation, the US is projected to reduce emissions to approximately **40-45% below 2005 levels by 2030** — meaningfully short of the Biden Administration's pledged 50-52% reduction target, though significantly better than the pre-IRA trajectory of approximately 28-30% below 2005. The gap between stated policy targets and projected outcomes reflects the difficulty of decarbonising aviation, shipping, heavy industry, and agriculture — sectors where current technology cannot simply substitute electricity or renewables for fossil fuels. Methane emissions from natural gas production and distribution are also a growing concern: methane is approximately 80× more potent as a greenhouse gas than CO_2 over 20 years, and the expansion of US natural gas production has created significant methane leakage that partially offsets the CO_2 benefits of coal-to-gas switching in power generation.

US Energy Mix — How the Electricity Generation Fuel Share Has Shifted

The navy donut chart below shows the current US electricity generation fuel mix (2023), illustrating how dramatically the electricity sector has changed from the coal-dominant picture of 2005. Natural gas (43%) is now the clear leader, with renewables (21%) having nearly caught and surpassed coal (17%). The transformation of the electricity sector is the central achievement of US energy transition to date — and the foundation for future decarbonisation through electrification of vehicles, heating, and industry.

Electricity Generation US Electricity Generation by Fuel — 2023 BusinessStats Research · EIA Electric Power Monthly 2024

US CO_2 Emissions by Sector vs 2005 Baseline

The white grouped bar chart below compares US CO_2 emissions by major sector in 2005 (near-peak) versus 2023, illustrating where reductions have been achieved (electric power: down ~40%) and where progress has been limited (transportation: down only ~8%). The contrast between the electricity sector's success and transportation's stubbornness captures the fundamental challenge of the US clean energy transition.

Emissions Comparison US CO_2 Emissions by Sector — 2005 vs 2023 ($MTCO_2$) BusinessStats Research · EPA GHG Inventory 2024 · EIA -16%Total Since 2007 -40%Power Sector

Power sector leads; transport lags Sources: BusinessStats Research · EPA GHG Inventory · EIA Monthly Energy Review

US vs Major Economies — Per Capita Fossil Fuel CO_2 Emissions

The white rank bars below compare per capita CO_2 emissions across the world's major economies, placing the US in international context. At approximately 14.8 metric tonnes per person, US per capita emissions are among the highest of any major economy — reflecting the combination of high vehicle ownership and distances travelled, energy-intensive homes (often larger than international peers), and energy-intensive industrial and agricultural systems. The global comparison context is critical for understanding the stakes of US climate policy.

US CO_2 emissions: approximately 5,000 $MTCO_2$ annually — down 16% from 2007 peak. Transportation (29%) is now the largest sector, surpassing electric power (25%) as coal-to-gas and renewables switching reduced power sector emissions by approximately 40% since 2005. Per capita US emissions: 14.8 metric tonnes — 2× the EU average. The IRA projects reducing emissions 40-45% below 2005 levels by 2030.

US Energy Consumption — Full Data Table by Fuel and Sector

The sortable table below provides comprehensive US energy data by fuel type and key metrics, from total consumption through CO_2 intensity and year-over-year change. Click any column header to sort. Note the dramatic contrast between coal (-61% since peak) and natural gas (+67% since 2005) — both measured in their dominant end-use metric.

US Fossil Fuel Consumption — Key Metrics 2023 Click column to sort

FUEL	CONSUMPTION	ENERGY SHARE	CO_2 EMISSIONS	VS 2005	PRIMARY USE
Petroleum (Oil)	~20.2 mb/d	36%	~2,350 $MTCO_2$	-5%	Transportation (70%)
Natural Gas	30.5 Tcf	32%	~1,700 $MTCO_2$	+37%	Power + Industrial (69%)
Coal	439M short tons	12%	~820 $MTCO_2$	-61% vs 2007	Electric power (91%)
Nuclear	~8.0 quads	8%	~0 $MTCO_2$	+5%	Electric power (100%)
Renewables (all)	~12 quads	12%	~0 $MTCO_2$	+200%	Power + Transport
Wind	~4.2 quads	4%	~0 $MTCO_2$	+1,400%	Electric power (100%)
Solar	~2.1 quads	2%	~0 $MTCO_2$	+5,000%	Electric power (100%)

Hydropower	~2.5 quads	2.6%	~0 $MTCO_2$	-10%	Electric power (100%)

Key Statistics

US Fossil Fuel Consumption — Key Statistics at a Glance

97.3 QTotal Primary Energy (2023)Quadrillion BTU. World's 2nd largest consumer after China (157 quads). 80%Fossil Fuel Share of EnergyDown from 93% (1970s peak). Oil 36%, gas 32%, coal 12%. 20 mb/dOil ConsumptionWorld's largest. 20% of global supply. Gasoline alone: 9 mb/d. 30.5 TcfNatural Gas ConsumptionWorld's largest. 43% of US electricity. Power sector: 11 Tcf. 439MCoal Consumption (Short Tons)Down 61% from 2007 peak (1.13B tons). Power sector: 91% of use. 16-17%Coal's Electricity ShareDown from 50% (2005). Wind+Solar now: 14% and rising fast. 5,000 MTAnnual CO_2 EmissionsWorld #2 after China. Down from 6,000 MT peak (2007). -16%. 14.8 MTPer Capita CO_2 (tonnes/person)2× EU average (6.7). Transport: 29% of total emissions. $780BFossil Fuel Market ValueEnd-use expenditure. Gasoline: $350B. Utility gas: $150B. $369BInflation Reduction ActClean energy incentives 2022-2032. Largest US climate investment ever. 21%Renewables Electricity ShareWind 10%, hydro 6%, solar 4%, biomass 1%. Up from 10% (2010). 13.2 mb/dUS Oil ProductionWorld's largest producer. Permian Basin: ~6 mb/d alone. Shale revolution.

Forecast 2028

US Energy Forecast 2028 — Fossil Fuels to ~74%, EVs Accelerate, Coal Below 300M Tons

The EIA's Annual Energy Outlook 2025 and Short-Term Energy Outlook project that US total primary energy consumption will remain relatively stable at approximately **95-98 quads through 2028** — roughly flat from today despite economic and population growth, reflecting continued energy efficiency improvements across all sectors. Within this flat total, however, the composition will continue to shift away from fossil fuels. The EIA's base case projects fossil fuels declining from approximately 80% of total energy (2023) to approximately **74-76% by 2028** — driven primarily by continued renewable energy growth in electricity and the early impacts of EV adoption in transportation. Coal is projected to fall below **300 million short tons by 2028**, potentially below 10% of electricity generation. Natural gas is projected to remain the largest electricity generation fuel through 2028, declining gradually as wind and solar capacity additions outpace demand growth.

The Inflation Reduction Act's full economic impact is still emerging — the law was passed in August 2022 and most of its major incentives will take 5-10 years to fully deploy. Goldman Sachs estimates total clean energy investment triggered by the IRA at approximately **$3 trillion through 2032** — far exceeding the $369 billion in direct government outlays, as private capital follows the incentives into solar, wind, battery storage, EV manufacturing, and clean hydrogen. If this investment materialises as projected, the US could be generating approximately **35-40% of its electricity from wind and solar by 2030** — up from 14% in 2023 — representing the largest peacetime industrial buildout in American history. The interaction between the clean energy transition and the growth of power-hungry technologies like AI data centres — explored in our fintech and digital infrastructure analysis — creates an interesting paradox: AI could simultaneously accelerate clean energy deployment while also increasing electricity demand that is partly met by natural gas in the near term.

US energy forecast 2028: fossil fuels declining from 80% to ~74-76% of total energy. Coal to fall below 300M short tons and under 10% of electricity. Wind+Solar to reach 35-40% of electricity by 2030. EV adoption projected to displace 1-2 mb/d of gasoline by 2030. IRA expected to trigger $3T in private clean energy investment by 2032 — the largest US industrial buildout in modern history. Energy Transition Outlook Key US Energy Projections — 2028 74-76%Fossil Fuel Share 2028 <300MCoal Consumption (Short Tons) 35-40%Wind + Solar Electricity 2030 -1-2 mb/dOil Demand from EV Displacement $3TIRA Private Investment by 2032 -40%Emissions vs 2005 by 2030 (Target)

FAQ

Frequently Asked Questions — US Fossil Fuel Consumption

The US consumed approximately **97.3 quadrillion BTU (quads)** of total primary energy in 2023, with fossil fuels accounting for approximately **78 quads — roughly 80% of the total**. By fuel: petroleum (oil) accounts for approximately 35-36 quads (36%), natural gas approximately 31-32 quads (32%), and coal approximately 11-12 quads (12%). The remaining 20% comes from nuclear energy (~8%) and renewables (~12% of primary energy, or ~21% of electricity generation). The US is both the world's largest energy consumer per capita among major economies and the world's largest oil and natural gas producer.

Fossil fuels supply approximately **80% of total US primary energy** as of 2023-2024, down from approximately 93% in the 1970s. This breaks down as petroleum (36%), natural gas (32%), and coal (12%). The electricity sector shows the fastest transition: coal fell from 50% of generation (2005) to approximately **16-17% in 2023**, displaced by natural gas and renewables. Transportation remains the most fossil-fuel-

dependent sector at approximately 90%+ petroleum-powered, while the industrial sector uses gas for both process heat and chemical feedstocks. Despite the transition's progress, the US is still fundamentally a fossil fuel economy as of 2026.

The US consumes approximately **20.0-20.5 million barrels of oil per day (mb/d)** — the world's largest by a considerable margin, representing approximately 20% of global petroleum consumption. Gasoline accounts for approximately 44% (~9 mb/d), diesel approximately 24% (~4.8 mb/d), jet fuel ~9% (~1.8 mb/d), and other petroleum products the remainder. The US also produces approximately 13.2 mb/d (world's largest) but still imports approximately 6-8 mb/d primarily from Canada. Despite EV growth, liquid fuel consumption is projected to decline only gradually to approximately 18-19 mb/d by 2030 given the 280 million existing gasoline vehicles on US roads.

The US consumed approximately **30.5 trillion cubic feet (Tcf)** of natural gas in 2023 — the world's largest national gas consumption. Electric power generation accounts for approximately 36% (~11 Tcf), industrial 33% (~10 Tcf), residential 15% (~4.6 Tcf), and commercial 10% (~3 Tcf). Natural gas generates approximately **43% of US electricity** — the single largest electricity source. The shale gas revolution doubled US gas production since 2005, making the US also the world's largest LNG exporter in 2023. Gas consumption is projected to remain flat-to-slightly-declining through 2028 as renewable electricity growth offsets rising LNG export and data center demand.

US coal consumption fell from approximately **1.13 billion short tons (2007 peak)** to approximately **439 million short tons in 2023** — a 61% decline in 16 years. Approximately 91% of remaining coal goes to electric power generation, where coal now supplies only approximately **16-17% of US electricity** — down from 50% in 2005. The decline is primarily economic: cheap shale gas and falling wind/solar costs made coal plants economically uncompetitive. The coal workforce has halved since 2012 to approximately 40,000 miners. Coal is projected to fall below 300 million short tons by 2028, potentially below 10% of electricity generation, as more coal plants retire and are replaced by gas and renewables.

Fossil fuel combustion emits approximately **4,900-5,100 MTCO$_2$e annually** in the US — making it the world's second-largest emitter after China. Emissions peaked at approximately **6,000 MTCO$_2$ in 2007** and have declined approximately 16% since, driven primarily by coal-to-gas switching in electricity. Transportation is now the largest source at approximately **29% of total GHG emissions**, followed by electric power (~25%), industry (~23%), and buildings (~13%). US per capita emissions of approximately **14.8 metric tonnes/person** are approximately 2× the EU average. The Inflation Reduction Act targets approximately 40-45% below 2005 levels by 2030.

The US is the world's largest per-capita energy consumer among major economies at approximately **290 MMBtu/person/year** — approximately 4× China's per capita figure (~103 MMBtu) and 2× the EU average (~140 MMBtu). In absolute terms, China has surpassed the US as the world's largest total energy consumer (~157 quads vs US ~97 quads). However, US per capita CO_2 emissions (~14.8 MT/person) are among the highest of any major developed economy — substantially above Germany (~8.4 MT), UK (~4.7 MT), France (~4.5 MT), and Japan (~8.6 MT). The US economy generates approximately $70,000 GDP per capita — meaning it is also relatively energy-efficient per unit of economic output compared to many emerging markets.

Four structural forces drive declining US fossil fuel share: **(1) Shale gas displacing coal** — cheap gas made coal power plants economically unviable. **(2) Wind and solar cost collapse** — new wind/solar now cheaper than operating existing coal plants at ~$25-35/MWh vs coal's ~$35-40/MWh operating cost. **(3) Energy efficiency improvements** — vehicles, appliances, and buildings are significantly more efficient than in 2000. **(4) EV adoption** — displacing gasoline demand in transportation, projected to grow from 7-8% of new sales (2024) to potentially 30-40% by 2030 under IRA incentives. The Inflation Reduction Act ($369B in clean energy incentives) is dramatically accelerating all four of these trends simultaneously.

The US fossil fuel energy market represents approximately **$780 billion in annual end-use expenditure** — including consumer spending on gasoline (~$350B), utility natural gas bills (~$150B), electricity from fossil fuel plants (~$200B), and industrial fossil fuel purchases (~$80B). The broader fossil fuel industry contributes approximately 8% of US GDP directly and supports over **2 million jobs** across extraction, refining, distribution, and services. The oil and gas extraction sector alone employs approximately 150,000-160,000 directly. These economic ties make the energy transition politically complex — fossil fuel revenues support state budgets, pension funds, and communities that have few immediate alternatives.

US total primary energy consumption has been remarkably flat since 2000 — the country consumed approximately 98-100 quads then, peaked at approximately 101 quads in 2007-2008, and has fluctuated between **92-98 quads since**. Despite flat totals, the composition shifted dramatically: coal down approximately 61%, oil approximately flat (slightly down), natural gas up approximately 67%, nuclear flat, and renewables up approximately 5×. This flat total despite GDP doubling and population growing 20% since 2000 reflects significant energy efficiency improvements — the US economy now generates approximately **2× as much GDP per BTU** of energy as in 1980, an extraordinary productivity achievement driven by efficiency standards, deindustrialisation of energy-intensive manufacturing, and technology-sector growth.

Fossil fuels generated approximately **60% of US electricity in 2023** — down from approximately 70% in 2010 and 83% in 2000. Natural gas is now the largest single source at approximately **43% of US electricity generation**. Coal has fallen from 50% (2005) to approximately 16-17% (2023). Petroleum generates less than 1% of US electricity. Renewables have grown from approximately 10% to approximately **21% of US electricity generation**, driven primarily by wind (~10%) and solar (~4%), with hydro (~6%) and biomass (~1%). Nuclear provides approximately 19% of US electricity from approximately 93 operating reactors. The electricity sector has been the most dynamic in US energy transition, with coal continuing to decline rapidly and wind+solar growing at 15-20% annually.

The Inflation Reduction Act (IRA), signed August 2022, is the largest US climate and clean energy investment in history — providing approximately **$369 billion in clean energy tax credits** through 2032. Key provisions include production tax credits for wind and solar, investment tax credits for battery storage, up to **$7,500 in EV purchase credits**, manufacturing credits for US-made clean energy components, and enhanced credits for projects in coal communities. Goldman Sachs projects total private investment triggered by the IRA at approximately **$3 trillion by 2032**. The IRA is projected to reduce US GHG emissions by approximately 40% below 2005 levels by 2030 — substantially better than the pre-IRA trajectory of ~28-30% — though still short of the 50-52% target.

Data Sources & References

Primary: US Energy Information Administration — Monthly Energy Review

Primary: EIA Annual Energy Outlook 2025

Primary: EPA — Inventory of US Greenhouse Gas Emissions and Sinks 2024

Primary: IEA — Energy Statistics and Balances

BusinessStats: All sector-level breakdowns, market value calculations, per capita comparisons, international benchmarking, historical trend analysis, and 2028 forecast projections are BusinessStats proprietary research combining the above primary government sources with BP Statistical Review 2024, Rystad Energy market data, Goldman Sachs clean energy investment research, and Bloomberg New Energy Finance projections.

All energy figures reported in units standard to the US EIA: quadrillion BTU (quads) for primary energy, trillion cubic feet (Tcf) for natural gas, million barrels per day (mb/d) for petroleum, and million short tons for coal. CO_2 equivalent figures use IPCC AR5 GWP values. Market value estimates are BusinessStats calculations based on EIA price data and consumption volumes — not official government figures. All

analysis by BusinessStats Research Desk. Not financial or investment advice. US Fossil Fuel Consumption 2026 US Energy Statistics Oil Consumption USA Natural Gas USA US Coal Decline US CO_2 Emissions Energy Mix USA Inflation Reduction Act US Electricity Generation EV Impact on Oil Clean Energy Transition EIA Data US Renewables Carbon Emissions USA

STATISTICS REPORT

US homebuilders statistics & facts

Bigger builders, thinner margins. The ten largest US home builders closed 43.6 percent of all new single-family homes in 2025. D.R. Horton and Lennar each delivered more than 80,000 homes, but heavy incentives are squeezing profits. This report sets out the data.

Updated Oct 13, 2026 · businesstats.com/us-homebuilders-statistics

43.6% TOP 10 SHARE 2025	**87,168** D.R. HORTON CLOSINGS	**82,583** LENNAR CLOSINGS
$32.1B LENNAR HOME REVENUE	**$960K** TOLL BROTHERS ASP	**12.8%** D.R. HORTON SHARE

OVERVIEW

The largest home builders in the United States

Home building in the United States is increasingly dominated by a handful of large public companies. According to NAHB analysis of data from Builder magazine, the ten largest builders accounted for 43.6 percent of all new single-family home closings in 2025, compared with just 8.7 percent in 1989. D.R. Horton and Lennar are by far the largest, each closing more than 80,000 homes a year and together accounting for about a quarter of new single-family sales. Our overview of residential construction in the United States covers the wider market.

Scale brings advantages in a difficult market. Large builders can buy land and materials more cheaply, raise money at lower cost and, crucially, use their own mortgage companies to offer buyers lower interest rates through rate buydowns. With mortgage rates high, these incentives have helped the big builders keep selling while smaller competitors struggled. But they come at a cost: margins have narrowed across the industry, and several builders cut their delivery forecasts for 2026.

43.6%

Top 10 builders market share

Of new single-family closings, 2025.

87,168

D.R. Horton closings

2025, Builder 100.

$32.1B

Lennar home sales revenue

Fiscal 2025.

$960,200

Toll Brothers average price

Fiscal 2025.

RANKING

The top 10 builders by closings

D.R. Horton is the largest home builder in the country. In the Builder 100 ranking for 2025, it closed 87,168 homes, ahead of Lennar with 82,583. The gap to number three is large: PulteGroup closed 29,572 homes, NVR 21,915 and Meritage Homes 15,026. Taylor Morrison, KB Home, Sekisui House U.S., Toll Brothers and Century Communities complete the top ten, each with between 10,000 and 13,000 closings.

Largest US Home Builders by Closings, 2025

Interactive chart online: businesstats.com/us-homebuilders-statistics

Two giants: D.R. Horton and Lennar each closed more than 80,000 homes in 2025, nearly three times as many as PulteGroup in third place.

RANK	BUILDER	2025 CLOSINGS	2025 REVENUE (MILLION USD)
1	D.R. Horton	87,168	30,877
2	Lennar	82,583	32,097
3	PulteGroup	29,572	16,744
4	NVR	21,915	10,094
5	Meritage Homes	15,026	5,764
6	Taylor Morrison	12,997	7,755
7	KB Home	12,902	6,212

8	Sekisui House U.S.	11,712	6,443
9	Toll Brothers	11,292	10,842
10	Century Communities	10,792	4,118

Positions 11 to 20 in the Builder 100 are held by Ashton Woods with 10,067 closings, Clayton Properties with 9,953, M/I Homes with 8,921, Dream Finders with 8,608, DRB Group with 6,960, Hovnanian with 6,430, David Weekley with 5,944, Stanley Martin with 5,320, Tri Pointe with 4,947 and LGI Homes with 4,788. Several of these, including Sekisui House U.S., Clayton Properties and Stanley Martin, are owned by larger Japanese or US groups. How home building fits into the overall construction industry is shown in our report on the US construction industry.

CONCENTRATION

A more concentrated industry

Thirty years ago, home building was a local business of thousands of small firms. The top ten builders accounted for only 8.7 percent of new single-family closings in 1989. Their share rose to 18.7 percent in 2000 and 28.2 percent in 2006, before the housing crash. After the crisis, large builders with access to capital markets bought land cheaply and took share from smaller firms that had failed or could not get bank loans. The top ten share reached 31.5 percent in 2018, 43.5 percent in 2022 and a record 44.8 percent in 2024.

Market Share of the 10 Largest US Home Builders, 1989 to 2025 (%)

Interactive chart online: businesstats.com/us-homebuilders-statistics

Five times larger: the top ten builders share of new single-family closings rose from 8.7 percent in 1989 to 43.6 percent in 2025.

In 2025, the top ten share slipped slightly to 43.6 percent of the 679,083 new single-family homes closed, the first decline in several years. The top five builders alone accounted for 34.8 percent and the top fifteen for 50.1 percent. D.R. Horton held 12.8 percent of the market, Lennar 12.2 percent, PulteGroup 4.4 percent, NVR 3.2 percent and Meritage 2.2 percent. Measured by all completions, including homes built for rent and custom homes, the top ten share was lower, at 29.5 percent. The growing role of built-for-rent homes is covered in our report on single-family vs multifamily construction, and annual building volumes in our

report on US housing starts and completions.

REVENUE

Revenue and profits

Lennar and D.R. Horton are also the largest builders by revenue. In fiscal 2025, Lennar reported home sales revenue of 32.10 billion dollars and total revenue of 34.19 billion dollars, while D.R. Horton reported home sales revenue of 31.43 billion dollars and total revenue of 34.25 billion dollars, including its rental, financial services and land businesses. PulteGroup followed with 16.74 billion dollars of home sales revenue, then Toll Brothers with 10.84 billion and NVR with 10.09 billion.

Home Sales Revenue of Major US Home Builders, Fiscal 2025 (billion USD)

Interactive chart online: businesstats.com/us-homebuilders-statistics

Lennar and D.R. Horton lead: each earned more than 31 billion dollars from home sales in fiscal 2025, about twice as much as PulteGroup.

Profits have fallen from their peak. D.R. Horton earned net income of 3.59 billion dollars in fiscal 2025, PulteGroup 2.22 billion dollars and Lennar 2.08 billion dollars. Toll Brothers and NVR each earned about 1.35 billion dollars, and Taylor Morrison 782.5 million dollars. Lennar profit fell partly because the company has focused on keeping sales volume high, using large incentives rather than holding prices.

BUILDER	FISCAL YEAR END	HOMES CLOSED	AVERAGE PRICE	NET INCOME	BACKLOG (HOMES)
D.R. Horton	September 2025	84,863	about 370,400 dollars	3.59 billion dollars	10,785
Lennar	November 2025	82,583	391,000 dollars	2.08 billion dollars	13,936
PulteGroup	December 2025	29,572	566,000 dollars	2.22 billion dollars	8,495
NVR	December 2025	21,915	460,600 dollars	1.34 billion dollars	8,448
Toll Brothers	October 2025	11,292	960,200 dollars	1.35 billion dollars	4,647
Taylor Morrison	December 2025	12,997	597,000 dollars	782.5 million dollars	2,819

Meritage Homes	December 2025	15,026	384,000 dollars	453.0 million dollars	1,168
KB Home	November 2025	12,902	481,400 dollars	428.8 million dollars	3,128

The revenue trend of the two largest builders shows how the industry grew after the pandemic. D.R. Horton revenue rose from 17.6 billion dollars in fiscal 2019 to a peak of 36.8 billion dollars in fiscal 2024, before falling to 34.25 billion dollars in fiscal 2025. Lennar revenue grew from 22.26 billion dollars in 2019 to 35.44 billion dollars in 2024 and was 34.19 billion dollars in 2025. D.R. Horton roughly doubled in size in five years, while Lennar grew by about 60 percent.

Total Revenue of D.R. Horton and Lennar, Fiscal 2019 to 2025 (billion USD)

Interactive chart online: businesstats.com/us-homebuilders-statistics

Doubled after the pandemic: D.R. Horton revenue rose from 17.6 billion dollars in 2019 to 36.8 billion dollars in 2024.

PRICES

Average prices and margins

The big builders serve very different parts of the market. Toll Brothers, the leading luxury builder, sold its homes for an average of 960,200 dollars in fiscal 2025, almost three times the average of D.R. Horton, which targets first-time buyers with an average price of about 370,400 dollars. Taylor Morrison averaged 597,000 dollars, PulteGroup 566,000 dollars, KB Home 481,400 dollars and NVR 460,600 dollars, while Lennar and Meritage averaged 391,000 and 384,000 dollars.

Average Selling Price of Major US Home Builders, Fiscal 2025 (thousand USD)

Interactive chart online: businesstats.com/us-homebuilders-statistics

Luxury vs entry level: Toll Brothers average price of 960,200 dollars was almost three times D.R. Horton average of about 370,400 dollars.

Margins tell a similar story. Luxury builders earn the highest gross margins: Toll Brothers reported an adjusted gross margin of 27.3 percent in fiscal 2025, while Taylor Morrison reported 22.5 percent and NVR 21.2 percent. Builders focused on first-time buyers, where incentives are largest, earned less: Meritage reported 19.7 percent, KB Home 18.6 percent and Lennar 17.7 percent. Lennar margin fell further to 15.8 percent in the quarter to August 2026.

Gross Margin of Major US Home Builders, Fiscal 2025 (%)

Interactive chart online: businesstats.com/us-homebuilders-statistics

Luxury earns more: Toll Brothers had an adjusted gross margin of 27.3 percent in fiscal 2025, compared with 17.7 percent at Lennar.

INCENTIVES

Incentives and rate buydowns

To keep homes affordable at high mortgage rates, builders have relied heavily on incentives, especially mortgage rate buydowns, in which the builder pays the lender to lower the buyer interest rate. Lennar said incentives and price adjustments were about 14 percent of the sales price in the last quarter of fiscal 2025 and about 12 percent in the quarter to August 2026. PulteGroup reported incentives of 10.4 percent of the gross sales price in the second quarter of 2026, up from 8.7 percent a year earlier. Across the industry, 66 percent of builders used sales incentives in September 2026, according to NAHB, as covered in our report on home builder challenges.

2026

Builders in 2026

Results for 2026 show a cautious industry. D.R. Horton closed 23,983 homes in the quarter to June 2026, 4 percent more than a year earlier, and expects 83,800 to 84,300 closings for its fiscal year. Lennar delivered 20,840 homes in the quarter to August 2026 and cut its full-year forecast from 82,000 to 83,000 homes to 80,000 to 81,000. PulteGroup closings fell 8 percent in the second quarter of 2026, NVR closings 8 percent, Meritage 11 percent and KB Home 19 percent in its third quarter. Toll Brothers expects 10,500 to 10,600 deliveries for its fiscal year.

BUILDER	LATEST QUARTER	CLOSINGS	CHANGE	GROSS MARGIN
D.R. Horton	Q3 FY2026 (to June 30)	23,983	plus 4 percent	20.7 percent (home sales)
Lennar	Q3 FY2026 (to August 31)	20,840		15.8 percent
PulteGroup	Q2 2026	6,997	minus 8 percent	25.0 percent
NVR	Q2 2026	5,058	minus 8 percent	19.2 percent
Meritage Homes	Q2 2026	3,725	minus 11 percent	18.3 percent
KB Home	Q3 FY2026 (to August 31)	2,732	minus 19 percent	16.5 percent
Toll Brothers	Q3 FY2026 (to July 31)	2,662		25.6 percent (adjusted)

Backlogs, the number of homes sold but not yet closed, give a sense of the business ahead. At the end of their latest quarters, Lennar had a backlog of 16,857 homes worth 6.3 billion dollars, D.R. Horton 15,983 homes worth 6.2 billion dollars, PulteGroup 10,966 homes worth 6.8 billion dollars and NVR 10,998 homes worth 4.99 billion dollars. Toll Brothers had a backlog of 5,312 homes worth 6.24 billion dollars, reflecting its much higher average price. Construction costs, which squeeze margins further, are covered in our report on the cost to build a house.

US Home Builders: Key Facts

- **Largest builder:** D.R. Horton with 87,168 closings in 2025, ahead of Lennar with 82,583.
- **Market share:** top ten builders closed 43.6 percent of new single-family homes in 2025.
- **Revenue:** Lennar 32.10 billion dollars and D.R. Horton 31.43 billion dollars of home sales in fiscal 2025.
- **Luxury:** Toll Brothers average price of 960,200 dollars.
- **Incentives:** Lennar about 12 percent of price, PulteGroup 10.4 percent in 2026.

OUTLOOK

Outlook for home builders

The largest builders are well placed to keep gaining market share. They control large land pipelines, have strong balance sheets and can fund incentives that smaller builders cannot match. At the same time, profits

are likely to stay under pressure as long as mortgage rates remain high and buyers need help to afford a home. Where builders are building, mostly in Texas, Florida and other Sun Belt states, is shown in our report on US building permits, and the scale of the need for new homes in our report on the US housing shortage.

KEY FACTS

US home builders in numbers

8.7%

Top 10 share in 1989

New single-family closings.

44.8%

Record top 10 share

2024.

$3.59B

D.R. Horton net income

Fiscal 2025.

27.3%

Toll Brothers gross margin

Fiscal 2025, adjusted.

FAQ

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

Who is the largest home builder in the US?

D.R. Horton is the largest US home builder. It closed 87,168 homes in 2025 according to the Builder 100 ranking, ahead of Lennar with 82,583.

What share of new homes do the largest builders build?

The ten largest builders accounted for 43.6 percent of new single-family home closings in 2025, according to NAHB analysis of Builder magazine data, up from 8.7 percent in 1989.

How much revenue does Lennar make?

Lennar reported total revenue of 34.19 billion dollars and home sales revenue of 32.10 billion dollars in its fiscal year to November 2025.

How much revenue does D.R. Horton make?

D.R. Horton reported total revenue of 34.25 billion dollars in its fiscal year to September 2025, including 31.43 billion dollars from home sales.

Which home builder has the highest prices?

Toll Brothers, the leading luxury builder, sold homes for an average of 960,200 dollars in fiscal 2025, the highest among the major builders.

What are builder incentives?

Incentives are discounts and extras such as mortgage rate buydowns, where the builder pays to lower the buyer interest rate. Lennar incentives were about 12 percent of the sales price in mid 2026.

Which builders are in the top 10?

The top ten builders by 2025 closings were D.R. Horton, Lennar, PulteGroup, NVR, Meritage Homes, Taylor Morrison, KB Home, Sekisui House U.S., Toll Brothers and Century Communities.

Are home builder profits falling?

Yes. Margins have narrowed because of incentives and higher costs. Lennar gross margin fell to 17.7 percent in fiscal 2025 and 15.8 percent in the quarter to August 2026.

SOURCES

D.R. Horton - fourth quarter fiscal 2025 earnings release.

D.R. Horton - third quarter fiscal 2026 earnings release.

Lennar - fourth quarter fiscal 2025 results.

Lennar - third quarter fiscal 2026 results.

PulteGroup - fourth quarter 2025 earnings release.

NVR - fourth quarter 2025 earnings release.

Toll Brothers - fiscal 2025 results.

Taylor Morrison - fourth quarter 2025 results.

Meritage Homes - fourth quarter 2025 results.

KB Home - fiscal 2025 results.

Builder magazine - Builder 100 list 2026.

NAHB - top ten builder market share 2025.

STATISTICS REPORT

US building permits statistics & facts

Approvals down, apartments recovering. Local governments issued building permits for 1.43 million new housing units in 2025, 3.1 percent fewer than in 2024. Texas, Florida and California approved a third of them, and multifamily permits are rising again. This report sets out the data.

Updated Oct 13, 2026 · businesstats.com/us-building-permits-statistics

1.43M UNITS PERMITTED 2025	**911,900** SINGLE-FAMILY	**$379.0B** PERMIT VALUE
210,217 TEXAS	**54%** SOUTH SHARE	**+9.4%** 5+ UNITS YOY AUG 2026

OVERVIEW

US building permits at a glance

A building permit is the official approval from a local government to build a new home. Because nearly every new home in the United States needs one before construction can begin, permit numbers are one of the earliest signals of where home building is heading. According to the Census Bureau Building Permits Survey, local authorities approved 1,431,616 new housing units in 2025, 3.1 percent fewer than the 1,478,000 approved in 2024. The total construction value of these permits was 378.99 billion dollars. Our overview of residential construction in the United States puts these figures in context.

Permits are concentrated in a small number of fast-growing states. Texas alone approved 210,217 units in 2025, 15 percent of the national total, followed by Florida with 178,297 units and California with 103,856. Together, the ten states with the most permits accounted for more than half of all new housing approved in the country. At the metro level, Dallas and Houston each approved more than 65,000 units; together they approved more housing than the entire Northeast region.

1.43M
Units authorized
2025, minus 3.1 percent.

911,900
Single-family units
2025.

$379.0B
Value of permits
2025.

210,217
Units in Texas
2025, the most of any state.

TREND

Building permits since 2005

Permit numbers follow the same long cycle as housing starts. At the height of the housing bubble in 2005, local governments issued permits for 2,155,300 units, of which 1,682,000 were single-family homes. After the crash, permits fell to 583,000 in 2009, a decline of 73 percent. They recovered slowly over the following decade, passing one million in 2014 and reaching a cycle peak of 1,737,000 in 2021, when low interest rates and strong demand drove a building boom.

US Building Permits, Total and Single-Family, 2005 to 2025 (thousand units)

Interactive chart online: businesstats.com/us-building-permits-statistics

Below the 2021 peak: permits reached 1.74 million in 2021 and fell to 1.43 million in 2025, still about two-thirds of the 2005 record.

Since 2021, permits have declined for four consecutive years: to 1,665,100 in 2022, 1,511,100 in 2023, 1,478,000 in 2024 and 1,431,616 in 2025. Single-family permits peaked at 1,115,400 in 2021 and stood at 911,900 in 2025. Permits for buildings with two or more units, which are mostly apartments, rose 5.6 percent in 2025 to 516,886, according to NAHB analysis of Census data, a sign that multifamily development has started to recover after its sharp downturn in 2023 and 2024.

YEAR	TOTAL PERMITS	SINGLE-FAMILY PERMITS
2005	2,155,300	1,682,000
2009	583,000	441,100

2015	1,182,600	696,000
2019	1,386,000	862,100
2020	1,471,100	979,400
2021	1,737,000	1,115,400
2022	1,665,100	975,600
2023	1,511,100	920,000
2024	1,478,000	981,900
2025	1,431,616	911,900

STATES

Building permits by state

Four states in the South and West dominate permit activity. Texas approved 210,217 housing units in 2025, down from 225,756 in 2024, followed by Florida with 178,297 and California with 103,856. Florida and California were the only states in the top ten to approve more units than in 2024. North Carolina, Georgia and Arizona each approved between 51,000 and 87,000 units. New York and Washington were the only states outside the Sun Belt in the top ten.

US States With the Most Building Permits, 2025 (housing units)

Interactive chart online: businesstats.com/us-building-permits-statistics

Texas leads by far: Texas approved 210,217 housing units in 2025, 15 percent of the US total and more than twice as many as California.

RANK	STATE	2025	2024	CHANGE	SHARE OF US
1	Texas	210,217	225,756	minus 6.9 percent	15 percent
2	Florida	178,297	173,326	plus 2.9 percent	12 percent
3	California	103,856	101,545	plus 2.3 percent	7 percent
4	North Carolina	86,167	95,163	minus 9.5 percent	6 percent

5	Georgia	61,196	68,367	minus 10.5 percent	4 percent
6	Arizona	51,532	59,616	minus 13.6 percent	4 percent
7	South Carolina	45,862	47,072	minus 2.6 percent	3 percent
8	Tennessee	43,374	46,549	minus 6.8 percent	3 percent
9	New York	38,667	44,863	minus 13.8 percent	3 percent
10	Washington	34,913	37,778	minus 7.6 percent	2 percent

The year-on-year changes show how unevenly the slowdown spread across the country. The biggest increases in 2025 came in smaller markets: Connecticut approved 22.7 percent more units than in 2024, Maine 15.7 percent, Kansas 13.6 percent, Oklahoma 13.5 percent and Arkansas 13.2 percent. The biggest declines were in New Jersey, down 20.8 percent, Maryland, down 20.6 percent, Alaska, down 17.8 percent, and Vermont, down 13.6 percent.

States With the Largest Changes in Building Permits, 2025 vs 2024 (%)

Interactive chart online: businesstats.com/us-building-permits-statistics

Winners and losers: permits rose 22.7 percent in Connecticut but fell 20.8 percent in New Jersey and 20.6 percent in Maryland.

The type of housing being approved also differs by state. In some places, apartments make up most of the new supply: in Washington DC, 86.2 percent of all units authorized in 2025 were in buildings with five or more units, in Connecticut 66.5 percent and in New York 65.7 percent. In most Sun Belt states, by contrast, single-family homes dominate, reflecting cheaper land and lower density.

REGIONS

Permits by region

By region, the South approved 771,200 housing units in 2025, 54 percent of the national total, according to the Census Bureau. The West followed with 322,000 units, the Midwest with 210,600 and the Northeast with 127,800. The South also led in single-family permits, with 537,000 of the 911,900 single-family units approved nationwide.

US Building Permits by Region, 2025 (thousand units)

Interactive chart online: businesstats.com/us-building-permits-statistics

More than half in the South: the South approved 771,200 of the 1.43 million housing units permitted in 2025.

REGION	TOTAL PERMITS 2025	SINGLE-FAMILY PERMITS 2025	AUGUST 2026 ANNUAL RATE
South	771,200	537,000	745,000
West	322,000	192,300	313,000
Midwest	210,600	125,300	208,000
Northeast	127,800	57,300	128,000
United States	1,431,600	911,900	1,394,000

METROS

Metro areas with the most permits

Among metro areas, Dallas approved the most new housing in 2025 with 66,179 units, narrowly ahead of Houston with 65,075. New York, the largest metro by population, ranked third with 44,444 units, followed by Phoenix with 39,699, Atlanta with 33,670, Orlando with 27,845 and Austin with 27,322. Five of the top seven metros are in Texas, Florida or Georgia. Real estate trends in these cities are covered in our report on development prospects for US cities. Which builders are most active in these markets is covered in our report on US homebuilders.

US Metro Areas With the Most Building Permits, 2025 (housing units)

Interactive chart online: businesstats.com/us-building-permits-statistics

Texas metros on top: Dallas and Houston each approved more than 65,000 housing units in 2025.

LATEST

Building permits in 2026

In August 2026, building permits were issued at a seasonally adjusted annual rate of 1,394,000, 2.7 percent fewer than in July but 3.5 percent more than in August 2025. Single-family permits ran at 878,000, up 1.3 percent from a year earlier, and permits for buildings with five or more units at 467,000, up 9.4 percent. In the first eight months of 2026, a total of 969,100 units were authorized, almost exactly the same as a year earlier. The gap between permits and actual construction is covered in our report on US housing starts and completions.

US Building Permits by Type, August 2025 vs August 2026 (thousand units, annual rate)

Interactive chart online: businesstats.com/us-building-permits-statistics

Apartments lead the rebound: permits for buildings with five or more units rose 9.4 percent in a year to an annual rate of 467,000.

An increasing number of projects are approved but not started. In August 2026, 280,000 units had been authorized but not yet started, 12.9 percent more than a year earlier. Developers may wait because financing is expensive, costs have risen or demand is uncertain. These problems are covered in more detail in our reports on home builder challenges and the cost to build a house.

WHY PERMITS MATTER

Why permits matter for the housing shortage

Permits are where housing policy meets construction. Zoning rules, minimum lot sizes, parking requirements and the time it takes to get approval all determine how many homes can be built and where. States such as Texas and Florida approve far more housing than other large states, while many coastal markets with strict rules approve relatively little. Many economists argue that easing local rules is one of the most effective ways to address the US housing shortage.

Permit fees and impact fees also add to costs. In the latest NAHB survey, 57 percent of builders said impact fees and other fees were a significant problem in 2025, and 54 percent cited environmental regulations. Regulation and fees are part of the price of every new home, alongside land, materials and labor. Construction trends for the industry as a whole are covered in our report on the US construction industry.

Building Permits: Key Facts

- **2025 total:** 1,431,616 units authorized, minus 3.1 percent, with a value of 378.99 billion dollars.
- **Top state:** Texas with 210,217 units, 15 percent of the US total.
- **Top metro:** Dallas with 66,179 units, ahead of Houston with 65,075.
- **Biggest increase:** Connecticut, plus 22.7 percent; biggest decline: New Jersey, minus 20.8 percent.
- **August 2026:** permits at an annual rate of 1,394,000, plus 3.5 percent year on year.

KEY FACTS

Building permits in numbers

2.16M
Record permits
2005.

583,000
Lowest permits
2009.

86.2%
Apartment share of permits
Washington DC, 2025.

1,394,000
Permit rate
August 2026.

FAQ

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

How many building permits were issued in the US in 2025?

Local governments authorized 1,431,616 new housing units in 2025, according to the Census Bureau, 3.1 percent fewer than in 2024. Their total construction value was 378.99 billion dollars.

Which state issues the most building permits?

Texas approved 210,217 housing units in 2025, 15 percent of the US total, followed by Florida with 178,297 and California with 103,856.

Which metro area has the most building permits?

Dallas approved 66,179 housing units in 2025, the most of any metro area, followed by Houston with 65,075 and New York with 44,444.

What was the record year for building permits?

Building permits peaked at 2,155,300 units in 2005 and fell to 583,000 in 2009. In the recent cycle they peaked at 1,737,000 in 2021.

How many single-family permits were issued in 2025?

Local governments approved 911,900 single-family homes in 2025, down from 981,900 in 2024.

Which states saw the biggest change in permits?

Connecticut had the largest increase in 2025, at 22.7 percent, while New Jersey had the largest decline, at 20.8 percent.

What were building permits in August 2026?

Permits were issued at a seasonally adjusted annual rate of 1,394,000 in August 2026, 3.5 percent more than a year earlier.

Why are building permits important?

Permits are needed before most new homes can be built, so they are an early indicator of future construction. They also reflect local zoning and housing policy.

SOURCES

US Census Bureau - Building Permits Survey, 2025 annual highlights.

US Census Bureau - Building Permits Survey.

US Census Bureau and HUD - New Residential Construction, August 2026.

US Census Bureau and HUD - New Residential Construction, December 2025.

US Census Bureau and HUD - New Residential Construction, December 2022.

NAHB - analysis of 2025 building permits.

NAHB - builders top challenges for 2026.

STATISTICS REPORT

Single-family vs multifamily construction in the US statistics & facts

Two segments, two cycles. Builders started 939,700 single-family homes and about 396,600 apartments in 2025. The apartment boom peaked in 2022, and multifamily units under construction have fallen by a third since 2023. This report compares the two.

Updated Oct 13, 2026 · businesstats.com/single-family-vs-multifamily-construction

939,700 SF STARTS 2025	**396,600** MF STARTS 2025	**$419.6B** SF SPENDING
$114.6B MF SPENDING	**666,000** MF UNDER CONSTRUCTION	**24.6%** MF SHARE 2024 LOW

OVERVIEW

Single-family and multifamily construction compared

New housing in the United States comes in two very different forms. Single-family homes, mostly detached houses built for sale to owner-occupiers, make up about two-thirds of new construction. Multifamily buildings, mostly apartment blocks with five or more units built to rent, make up most of the rest. The two segments respond to different forces: single-family building depends on mortgage rates and buyer demand, while multifamily building depends on rents, investor demand and the cost of construction loans. Our overview of residential construction in the United States covers the market as a whole.

In 2025, builders started 939,700 single-family homes and about 396,600 units in buildings with five or more units, according to the US Census Bureau and HUD. Spending on new single-family construction was 419.6 billion dollars, nearly four times the 114.6 billion dollars spent on new multifamily buildings. Over the past five years, however, the two segments have followed very different cycles, and in 2026 they are moving in opposite directions again.

939,700

Single-family starts

2025.

396,600

Multifamily starts

5+ units, 2025, preliminary.

$419.6B

Single-family spending

2025.

$114.6B

Multifamily spending

2025.

SPENDING

Spending on single-family and multifamily construction

Spending on both types of housing rose sharply after the pandemic, but the timing differed. New single-family construction spending jumped from 309.4 billion dollars in 2020 to 423.9 billion dollars in 2021 and peaked at 453.2 billion dollars in 2022, according to the Census Bureau. It fell to 400.4 billion dollars in 2023 when mortgage rates rose, recovered to 433.3 billion dollars in 2024 and stood at 419.6 billion dollars in 2025. Spending across all types of building is covered in our US construction industry statistics.

US New Single-Family vs Multifamily Construction Spending, 2019 to 2025 (billion USD)

Interactive chart online: businesstats.com/single-family-vs-multifamily-construction

Different cycles: single-family spending peaked in 2022 at 453.2 billion dollars, multifamily a year later in 2023 at 135.8 billion dollars.

Multifamily spending followed with a lag, because apartment buildings take longer to build and money is spent over a longer period. Spending on new multifamily buildings rose from 85.9 billion dollars in 2020 to a peak of 135.8 billion dollars in 2023, then fell to 125.1 billion dollars in 2024 and 114.6 billion dollars in 2025. In August 2026, the latest month available, single-family spending was running at an annual rate of 403.3 billion dollars, 3.5 percent less than a year earlier, while multifamily spending ran at 115.8 billion dollars, almost unchanged.

STARTS

The multifamily cycle

The share of multifamily units in new construction rises and falls with the apartment cycle. In 2015, buildings with five or more units accounted for 34.7 percent of all housing starts. The share fell below 30 percent in the late 2010s, rose to 34.2 percent in 2022 at the peak of the apartment boom, and then dropped to 24.6 percent in 2024, the lowest in the period, before recovering to 29.3 percent in 2025. Detailed annual figures for both types are in our report on US housing starts and completions.

Share of Multifamily Units in US Housing Starts, 2015 to 2025 (%)

Interactive chart online: businesstats.com/single-family-vs-multifamily-construction

Apartment share swings: the five-plus share of starts rose to 34.2 percent in 2022 and fell to 24.6 percent in 2024.

The apartment boom of 2021 and 2022 was driven by strong rent growth, rising household formation among young adults and cheap financing. When the Federal Reserve raised interest rates in 2022 and 2023, construction loans became much more expensive, banks tightened lending and a wave of new supply slowed rent growth. Developers responded by cutting new projects sharply: five-plus starts fell 37 percent from 531,000 in 2022 to 336,200 in 2024.

PIPELINE

Homes under construction by type

The number of homes under construction shows the two cycles most clearly. In October 2022, about 782,000 single-family homes and 910,000 units in buildings with five or more units were under construction. Single-family construction then fell steadily as builders finished homes faster than they started new ones, to 589,000 in August 2026. Multifamily construction kept rising until July 2023, when a record of about 1,001,000 units were under construction, before falling by a third to 666,000 in August 2026.

US Homes Under Construction by Type, 2022 to 2026 (thousand units)

Interactive chart online: businesstats.com/single-family-vs-multifamily-construction

Apartments down a third: multifamily units under construction fell from about one million in July 2023 to 666,000 in August 2026.

POINT IN TIME	SINGLE-FAMILY UNDER CONSTRUCTION	5+ UNITS UNDER CONSTRUCTION	TOTAL
October 2022	782,000	910,000	about 1,710,000
July 2023	679,000	1,001,000	1,697,000
December 2023	671,000	991,000	1,679,000
December 2024	641,000	769,000	1,427,000
August 2025	611,000	686,000	1,317,000
August 2026	589,000	666,000	1,271,000

2026

Single-family and multifamily in 2026

The latest data show the two segments diverging again. In August 2026, compared with a year earlier, single-family permits were up 1.3 percent and single-family starts up 5.2 percent, but single-family completions were down 22.9 percent. In the multifamily segment, permits for buildings with five or more units rose 9.4 percent, while starts fell 15.5 percent and completions 35.7 percent. Rising multifamily permits suggest that developers are preparing new projects, but many are not yet breaking ground.

Change in US Permits, Starts and Completions by Type, August 2026 vs August 2025 (%)

Interactive chart online: businesstats.com/single-family-vs-multifamily-construction

Multifamily completions plunge: completions of units in buildings with five or more units fell 35.7 percent in a year, while multifamily permits rose 9.4 percent.

For renters, the drop in apartment completions matters. The record wave of new apartments that arrived in 2024 and 2025 pushed the rental vacancy rate up to 7.3 percent in the second quarter of 2026, according to the Census Bureau, and slowed rent increases. As fewer units are completed in 2026 and 2027, that cushion is likely to shrink. The longer-term gap between supply and demand is covered in our report on the US housing shortage.

SIZE

How big are new homes?

The two types of housing differ greatly in size. According to the Census Bureau Characteristics of New Housing, the median single-family home completed in 2025 had 2,142 square feet of floor area, and the median home sold had 2,194 square feet. The median new multifamily unit built for rent had 1,000 square feet, and the median unit built for sale, such as a condominium, 1,170 square feet. A new single-family home is therefore roughly twice the size of a new apartment.

Median Floor Area of New US Homes by Type, 2025 (square feet)

Interactive chart online: businesstats.com/single-family-vs-multifamily-construction

Twice the space: the median new single-family home completed in 2025 had 2,142 square feet, compared with 1,000 square feet for a new rental apartment.

Single-family homes have been getting slightly smaller as builders try to keep prices affordable. NAHB analysis of Census data shows that the average size of single-family homes started in 2025 was 2,404 square feet, and median lot sizes have levelled off at around 8,500 square feet. Builders cite land and construction costs as the main reason, as covered in our report on the cost to build a house.

BUILD TO RENT

Built-for-rent homes and custom homes

The line between single-family and multifamily is blurring. A growing number of single-family homes are now built specifically to be rented rather than sold. According to the Joint Center for Housing Studies (JCHS) at Harvard University, about 106,000 built-for-rent single-family homes were completed in 2025, 11 percent of all single-family completions. These communities of rental houses appeal to families who want space but cannot afford to buy, and to investors looking for steady rental income.

At the other end of the market, 131,000 single-family homes were started in 2025 as custom homes built by contractors on land owned by the future occupant, with a median contract price of 404,000 dollars, according to the Census Bureau. Most single-family homes, however, are built for sale by home building companies, which increasingly dominate the market, as covered in our report on US homebuilders.

106,000

Built-for-rent homes completed

2025, 11 percent of single-family.

131,000

Custom homes started

2025.

$404,000

Median custom home contract price

2025.

7.3%

Rental vacancy rate

Second quarter of 2026.

COMPARISON

Single-family vs multifamily: key differences

MEASURE	SINGLE-FAMILY	MULTIFAMILY (5+ UNITS)
Starts 2025	939,700	396,600 (preliminary)
Completions 2025	1,004,800	471,800 (preliminary)
Spending 2025	419.6 billion dollars	114.6 billion dollars
Under construction, August 2026	589,000	666,000
Permits, August 2026, change vs year earlier	plus 1.3 percent	plus 9.4 percent
Median size 2025	2,142 square feet (completed)	1,000 square feet (built for rent)
Peak of recent cycle (starts)	1,127,200 in 2021	531,000 in 2022

Both segments face the same cost pressures, from higher material prices and tariffs to a shortage of skilled labor. For single-family builders, the main challenge is that many buyers are priced out at current mortgage rates. For multifamily developers, it is the cost of financing and uncertainty about future rents. These issues are covered in our report on home builder challenges, and permit trends by state in our report on US building permits.

Single-Family vs Multifamily: Key Facts

- **Starts 2025:** 939,700 single-family homes and about 396,600 units in buildings with five or more units.
- **Spending 2025:** 419.6 billion dollars single-family, 114.6 billion dollars multifamily.
- **Apartment cycle:** five-plus share of starts fell from 34.2 percent in 2022 to 24.6 percent in 2024.
- **Under construction:** multifamily down a third from about one million units in July 2023.
- **Size:** new single-family homes about twice the size of new rental apartments.

KEY FACTS

Single-family and multifamily in numbers

2,142 sq ft

Median new single-family home

Completed 2025.

1,000 sq ft

Median new rental apartment

2025.

-35.7%

Multifamily completions

August 2026 vs a year earlier.

+9.4%

Multifamily permits

August 2026 vs a year earlier.

FAQ

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

How many single-family homes were started in 2025?

Builders started 939,700 single-family homes in 2025, according to the Census Bureau and HUD, 7.2 percent fewer than in 2024.

How many apartments were started in 2025?

About 396,600 units in buildings with five or more units were started in 2025, according to preliminary data, up from 336,200 in 2024.

What share of new homes are apartments?

Units in buildings with five or more units made up 29.3 percent of housing starts in 2025, after a low of 24.6 percent in 2024 and a high of 34.2 percent in 2022.

How much is spent on single-family vs multifamily construction?

In 2025, 419.6 billion dollars was spent on new single-family construction and 114.6 billion dollars on new multifamily construction, according to the Census Bureau.

How many apartments are under construction?

About 666,000 units in buildings with five or more units were under construction in August 2026, down from a record of about one million in July 2023.

How big is a new single-family home?

The median single-family home completed in 2025 had 2,142 square feet of floor area. The median new rental apartment had 1,000 square feet.

What are built-for-rent homes?

Built-for-rent homes are single-family houses built specifically to be rented. About 106,000 were completed in 2025, 11 percent of all single-family completions, according to the JCHS.

Why did multifamily construction fall?

Higher interest rates made construction loans more expensive, banks tightened lending and a wave of new supply slowed rent growth, so developers cut new projects after 2022.

SOURCES

US Census Bureau - Construction Spending, December 2025.

US Census Bureau - Monthly Construction Spending, August 2026.

US Census Bureau and HUD - New Residential Construction, August 2026.

US Census Bureau and HUD - New Residential Construction, July 2023.

US Census Bureau and HUD - New Residential Construction, December 2025.

US Census Bureau - Characteristics of New Housing 2025.

US Census Bureau - Housing Vacancies and Homeownership, second quarter 2026.

Harvard Joint Center for Housing Studies - annual housing report 2026.

NAHB - analysis of new single-family home size.

STATISTICS REPORT

Share of U.S. Amazon shoppers satisfied with Prime Big Deal Days 2026

Updated Sep 9, 2026 · businesstats.com/amazon-prime-big-deal-days-shopper-satisfaction-untied-states

~62% PARTICIPANTS RATING PRIME BIG DEAL DAYS "GOOD" OR "EXCELLENT" — 2026	**~18%** "EXCELLENT" RATING — HIGHEST SATISFACTION TIER, 2026	**~14%** DISSATISFIED (POOR OR VERY POOR) — 2026
+14pp SATISFACTION IMPROVEMENT SINCE 2022 LAUNCH (48% TO 62%)	**~72%** AMAZON DEVICES — MOST SATISFIED CATEGORY AMONG PARTICIPANTS	**~76%** PARTICIPANTS SAYING EVENT WAS "WORTH IT" AS A PRIME BENEFIT

Overview

Share of Amazon shoppers satisfied with Prime Big Deal Days in the United States in 2026

Prime Big Deal Days 2026 achieved a 62% good-or-excellent satisfaction rate among U.S. participants — a meaningful milestone for an event that launched in 2022 with only 48% satisfied shoppers. The improvement reflects Amazon's deliberate year-over-year investment in deal depth and category breadth for the October event, responding to consistent consumer feedback that the fall sale's discounts lagged July Prime Day's benchmarks. At 62% overall satisfaction, Prime Big Deal Days has crossed into "good" event territory by industry standards — consumer satisfaction above 60% for a retail sale event indicates sufficient value delivery to sustain behavioral entrenchment and repeat participation.

The satisfaction distribution reveals the nature of Prime Big Deal Days' consumer reception in 2026: it is an event that most participants are adequately satisfied with, but that has not yet generated the genuine enthusiast base that July Prime Day commands. The approximately 18% excellent rating — while an improvement from 2022's approximately 9% — remains well below July Prime Day's approximately 28% excellent rate. Building from adequate to excellent satisfaction will require Amazon to continue deepening Prime Big Deal Days deal quality, particularly in Electronics — the category where the satisfaction gap versus Prime Day is most acute. The full participation context is in our Prime Big Deal Days participation and opinions analysis.

Share of U.S. Prime Big Deal Days participants rating experience "good" or "excellent" — 2022 to 2026 (post-event survey) Prime Big Deal Days Satisfaction — U.S. Participants 2022–2026 (% Good or Excellent) 48% (2022 launch) → 54% (2023) → 58% (2024) → 60% (2025) → 62% (2026). +14pp since launch. Still 9pp below July Prime Day 2026 (~71%). All Statista / YouGov / BusinessStats Research post-event estimates. ±3-5pp. ~62% 2026 satisfied

% rating Prime Big Deal Days "good" or "excellent" (post-event survey, U.S. participants)

The satisfaction trend line's consistent upward slope — +2 to +6 percentage points per year since launch — confirms that Amazon is successfully investing in Prime Big Deal Days deal quality in response to consumer feedback. The largest single-year improvement was 2022 to 2023 (+6pp) as Amazon rapidly addressed launch-year complaints about deal depth. Growth has moderated to +2pp per year in 2025-2026 — consistent with satisfaction approaching the ceiling of the event's addressable opportunity given its current discount architecture. Closing the remaining 9-percentage-point gap versus July Prime Day satisfaction will likely require Amazon to match July Prime Day's average discount depth in at least its headline categories. The Amazon Prime membership enabling access to this event is in our Amazon Prime analysis.

Full Satisfaction Data Table

Prime Big Deal Days U.S. — Full Satisfaction Data Table (2022–2026)

The table shows annual satisfaction rates by rating tier, net satisfaction score (% satisfied minus % dissatisfied), average spend per satisfied participant, and repeat intent by satisfaction level. The consumer purchase intent context is in our Amazon Prime Day purchase intent analysis.

Prime Big Deal Days — U.S. Satisfaction Survey Data 2022–2026 (All Post-Event Estimates) Click column to sort

YEAR	EXCELLENT (%)	GOOD (%)	FAIR (%)	POOR / VERY POOR (%)	NET SATISFACTION SCORE
2022	~9%	~39%	~24%	~28%	+20pp (48% – 28%)
2023	~12%	~42%	~24%	~22%	+32pp (54% – 22%)
2024	~15%	~43%	~24%	~18%	+40pp (58% – 18%)
2025	~17%	~43%	~24%	~16%	+44pp (60% – 16%)
2026	~18%	~44%	~24%	~14%	+48pp (62% – 14%)

All figures are post-event survey estimates. Statista, YouGov, NRF, BusinessStats Research. Survey population: U.S. adults who made at least one purchase during Prime Big Deal Days. Rating scale: Excellent / Good / Fair / Poor / Very Poor. Net Satisfaction = % Good+Excellent minus % Poor+Very Poor. Amazon does not publish official satisfaction data. ±3–5 percentage points margin of error per annual figure.

The "fair" rating (approximately 24% across all five years) is the most structurally stable segment — a consistent quarter of Prime Big Deal Days participants are neither satisfied nor dissatisfied, representing a neutral "adequate" experience. The improvement in satisfaction since 2022 has come almost entirely from converting dissatisfied shoppers (poor/very poor: declining from 28% to 14%) into satisfied ones — the fair segment has remained remarkably constant. This pattern suggests Amazon's deal improvements have been sufficient to rescue disappointed shoppers but not sufficient to elevate neutral shoppers into genuine satisfaction. The net satisfaction score improvement from +20pp in 2022 to +48pp in 2026 — more than doubling — represents substantial progress. The Amazon Prime statistics context is in our Amazon statistics and facts analysis.

Deal Quality Ratings Breakdown

18% Rate Prime Big Deal Days Excellent, 44% Good, 24% Fair, 14% Dissatisfied — Distribution in Full

The 2026 Prime Big Deal Days satisfaction distribution — 18% excellent, 44% good, 24% fair, 10% poor, 4% very poor — reveals important nuance beyond the headline 62% satisfied figure. The "good" category's dominance (44% vs 18% excellent) confirms that Prime Big Deal Days delivers a reliably competent shopping experience but has not yet created the event enthusiasm that drives the higher "excellent" ratings. Comparing to July Prime Day (28% excellent, 43% good, 18% fair, 11% poor) shows the gap is concentrated almost entirely in the excellent-versus-good distinction: Prime Day converts more satisfied participants into genuinely enthusiastic ones, while Prime Big Deal Days keeps them in the adequate-but-not-thrilled zone.

Prime Big Deal Days 2026 overall satisfaction rating distribution — U.S. participants (5-point scale) Prime Big Deal Days 2026 — Satisfaction Rating Distribution (% of U.S. Participants) Excellent ~18%. Good ~44%. Fair ~24%. Poor ~10%. Very poor ~4%. Net satisfied (good+excellent) ~62%. Net dissatisfied ~14%. All Statista / BusinessStats Research. ±3-5pp. ~62%Net satisfied ~14%Dissatisfied

The satisfaction distribution donut's colour gradient — gold (excellent) fading to red (very poor) — captures the asymmetric nature of Prime Big Deal Days' consumer reception: the positive arc (62%)

substantially outweighs the negative (14%), with a significant neutral segment (24%) sitting between them. This 62-24-14 distribution is the profile of an event that is valued rather than loved — consumers get enough value to be satisfied but not enough to be enthusiastic advocates. For comparison, the UK streaming service satisfaction distributions (relevant because Prime Video is a key Prime benefit driving event perception) are in our Amazon Prime analysis.

Satisfaction by Product Category

Amazon Devices Leads Category Satisfaction at ~72% — Electronics Lowest at ~58% Due to Shallower Discounts vs July Prime Day

Category-level satisfaction at Prime Big Deal Days 2026 varies substantially — from approximately 72% (Amazon Devices) to approximately 58% (Electronics). The Amazon Devices category earns the highest satisfaction because Amazon specifically prioritises its own first-party device discounts at Prime Big Deal Days, offering Echo, Kindle, Fire TV, and Ring deals at or near all-time-low prices. Consumers who come specifically for Amazon device deals leave highly satisfied because the event delivers on this specific promise. Home and Kitchen (approximately 68%) and Toys (approximately 66%) also show above-average satisfaction — categories where Prime Big Deal Days' 20-35% discounts are sufficient to generate genuine value perception because consumers compare against everyday prices rather than July Prime Day benchmarks.

Electronics (approximately 58%) records the lowest satisfaction because electronics shoppers are the most likely to compare Prime Big Deal Days discounts directly against July Prime Day's electronics deals — and find them wanting. A consumer who purchased a laptop at 45% off during July Prime Day has a clear reference point that makes a 25% electronics discount at Prime Big Deal Days feel insufficient. This "reference point anchoring" effect is unique to electronics buyers and explains why the category satisfaction gap is concentrated in this segment rather than uniformly distributed. The broader Amazon Prime Day context for electronics purchasing is in our Amazon Prime Day global items purchased analysis.

Prime Big Deal Days 2026 satisfaction by product category — U.S. participants (% rating category deals good or excellent) Prime Big Deal Days 2026 — Satisfaction by Product Category (% Good or Excellent) Amazon Devices ~72%. Home & Kitchen ~68%. Toys ~66%. Clothing & Beauty ~64%. Grocery ~62%. Sports ~60%. Electronics ~58%. All Statista / BusinessStats Research post-event category survey. ±4-6pp per category. ~72% Amazon Devices — top

% of category buyers rating Prime Big Deal Days deals in that category "good" or "excellent"

The category satisfaction chart makes the strategic recommendation for Amazon clear: to lift overall Prime Big Deal Days satisfaction from 62% toward July Prime Day's 71% level, the most impactful intervention is improving Electronics satisfaction. Given that approximately 48% of Prime Big Deal Days participants purchase electronics — the most popular category — even a 5-percentage-point improvement in electronics satisfaction would add approximately 2.4 percentage points to the overall event satisfaction score. The relatively high satisfaction with Amazon Devices (~72%) suggests a blueprint: when Amazon commits to aggressive first-party pricing in a category, consumer satisfaction follows. Applying that same pricing commitment to third-party electronics deals would be the primary lever to close the satisfaction gap. The payment methods used for these purchases are in our Amazon Prime Day payment methods analysis.

vs July Prime Day Satisfaction

Prime Big Deal Days 62% vs July Prime Day 71% — 9pp Satisfaction Gap Driven Almost Entirely by Electronics and Deal Depth Perception

Comparing Prime Big Deal Days 2026 (62% satisfied) with July Prime Day 2026 (71% satisfied) reveals a consistent 9 percentage point satisfaction gap that has remained relatively stable since 2023. The gap was larger in 2022 (approximately 15pp) when Prime Big Deal Days launched with notably weaker deals, and has narrowed as Amazon has invested in the event — but a structural gap remains because July Prime Day is Amazon's flagship event receiving the company's maximum promotional investment, deepest vendor negotiations, and highest deal density. Among consumers who participated in both events, approximately 62% say July Prime Day was more satisfying, approximately 22% found them equivalent, and approximately 16% preferred Prime Big Deal Days — primarily on the basis of holiday gift deal quality and Amazon Devices pricing.

Prime Big Deal Days vs July Prime Day — satisfaction rating comparison, U.S. 2026 (% of participants per rating tier) Prime Big Deal Days vs July Prime Day — Satisfaction Rating Comparison U.S. 2026 (% per Tier) PBDD: 18% excellent, 44% good, 24% fair, 14% poor. Prime Day: 28% excellent, 43% good, 18% fair, 11% poor. Key gap: excellent tier (PBDD 18% vs Prime Day 28%). All BusinessStats Research comparative survey. ±3-5pp per tier. -9ppPBDD vs Prime Day gap

The stacked bar comparison makes the satisfaction gap structural: Prime Big Deal Days converts more participants into "good" territory (44% vs 43% for Prime Day — essentially identical) but far fewer into "excellent" (18% vs 28% — a 10 percentage point gap). The satisfaction gap between the two events is not

that Prime Big Deal Days fails more people — it's that Prime Big Deal Days fails to genuinely delight the way July Prime Day does. The 10pp excellent-tier gap is the key metric for Amazon to close. The NPS scores that reflect this satisfaction dynamic are in our NPS of retailers among Amazon Prime users analysis.

Satisfaction by Demographics

35–44 Year Olds Most Satisfied (~68%) — Holiday Gift Focus Aligns With Their Life Stage Purchase Needs

Prime Big Deal Days satisfaction in 2026 varies meaningfully by demographic segment, with 35-44 year olds showing the highest satisfaction rate at approximately 68% — approximately 6 percentage points above the overall 62% average. This demographic alignment is directly connected to Prime Big Deal Days' positioning as an early holiday shopping event: 35-44 year olds are most likely to be parents purchasing holiday gifts for children and household managers planning family celebrations, making Prime Big Deal Days' Toys, Amazon Devices, and Home and Kitchen deals specifically well-suited to their purchasing needs. When an event's deal architecture aligns with a consumer segment's specific purchase intent, satisfaction follows — this is the core of why 35-44 year olds are Prime Big Deal Days' most satisfied demographic.

Prime Big Deal Days 2026 satisfaction by age group — U.S. participants (% rating experience good or excellent, by age bracket) Prime Big Deal Days 2026 — Satisfaction by Age Group, U.S. Participants (% Good or Excellent) 18-24: ~58%. 25-34: ~64%. 35-44: ~68% (highest). 45-54: ~62%. 55-64: ~56%. 65+: ~50%. All Statista / YouGov age-stratified post-event survey. ±4-6pp per age bracket. ~68% 35-44 — most satisfied

% of participants in each age group rating Prime Big Deal Days "good" or "excellent" (2026)

The age satisfaction curve — rising from 58% (18-24) to a peak at 35-44 (68%) and declining toward 50% (65+) — mirrors the participation curve, confirming that satisfaction and participation are driven by the same lifecycle-stage factors. The 18-24 lower satisfaction (approximately 58%) reflects this group's higher engagement with social media-driven deal discovery — platforms where July Prime Day deals generate far more content and FOMO than Prime Big Deal Days, raising expectations that the October event cannot match. The 65+ lower satisfaction (approximately 50%) reflects both lower Prime membership rates in this demographic and lower engagement with the event's digital deal discovery mechanics. The reasons consumers of different ages join Amazon Prime are in our reasons for joining Amazon Prime analysis.

Satisfaction and Dissatisfaction Drivers

Deal Depth (#1 Satisfaction Driver) and "Not as Good as Prime Day" (#1 Dissatisfaction Driver) — Consumer Expectations Set the Benchmark

Among Prime Big Deal Days 2026 participants who rated the event excellent or good, the top cited satisfaction drivers are: finding deals on specific items they wanted (approximately 66%), Amazon Device pricing (approximately 48%), holiday gift purchasing convenience (approximately 42%), early access to holiday categories before Black Friday inventory pressure (approximately 38%), and free Prime shipping on all deals (approximately 34%). The specific-item-deal satisfaction driver — citing a successful purchase on a pre-planned target item — confirms that Prime Big Deal Days' most satisfied shoppers are purposeful, planned purchasers who research deals in advance and execute targeted purchases rather than impulse buyers.

Top satisfaction drivers vs dissatisfaction drivers — Prime Big Deal Days 2026 U.S. participants (% citing each reason) Prime Big Deal Days 2026 — Top Satisfaction vs Dissatisfaction Drivers (% Citing Each Reason) Satisfaction: specific item deals ~66%, Amazon devices ~48%, holiday gift convenience ~42%. Dissatisfaction: not as deep as Prime Day ~58%, items sold out fast ~44%, wanted items had weak deals ~38%. All BusinessStats Research post-event driver survey. ±4-6pp. ~66%Specific deals — top driver

The driver chart's dissatisfaction side tells a precise story: approximately 58% of dissatisfied Prime Big Deal Days shoppers cite "deals not as deep as Prime Day" as their primary complaint — making July Prime Day the de facto benchmark against which Prime Big Deal Days is evaluated. This benchmarking effect is structurally challenging for Amazon because it means Prime Big Deal Days can only escape its satisfaction ceiling by either matching Prime Day deal depth (expensive) or decoupling consumer expectations from Prime Day comparisons (difficult given both events share the Prime Day brand heritage). The second dissatisfaction driver — "wanted items sold out quickly" (~44%) — is addressable through better inventory planning, and has improved as a complaint from approximately 60% in 2022 to 44% in 2026. The global items purchased at these events are in our Amazon Prime Day global items purchased analysis.

Prime Big Deal Days 2026 — "worth it" perception and repeat intent by satisfaction level (% per satisfaction tier, U.S. participants) Prime Big Deal Days 2026 — "Worth It" and Repeat Intent by Satisfaction Level (%, U.S.) Excellent: 99% worth it, 99% would repeat. Good: 88% worth it, 94% repeat. Fair: 72% worth it, 72% repeat. Poor: 42% worth it, 38% repeat. Very poor: 18% worth it, 16% repeat. All BusinessStats Research survey. ±4-6pp per tier. ~76% Overall "worth it" rate

Event "worth it" as Prime benefit (%) Would participate in 2027 event (%)

The "worth it" and repeat intent chart reveals Prime Big Deal Days' most commercially important characteristic: even dissatisfied participants are retained at a meaningful rate. Among those who rate the event "poor" (approximately 10% of participants), approximately 42% still consider it "worth it" as a Prime membership benefit — because the event costs Prime members nothing incremental to participate in. This "zero marginal cost" dynamic significantly insulates Prime Big Deal Days' participation figures from satisfaction-driven attrition. A shopper who found the deals disappointing still has no financial reason to skip the next event. This retention mechanism is unique to Prime Big Deal Days versus standalone retail events — it explains why overall participation has grown to 54% even as satisfaction remains below July Prime Day levels. The Amazon Prime ecosystem enabling this dynamic is in our Amazon Prime analysis.

Key Statistics

Prime Big Deal Days Satisfaction — Key Statistics (U.S. 2026)

~62%U.S. Participants Satisfied with Prime Big Deal Days 2026 — Up From ~48% in 2022Approximately 62% of U.S. Amazon shoppers who participated in Prime Big Deal Days 2026 rated their experience "good" or "excellent" on a 5-point scale — up from approximately 48% in the 2022 launch year (+14pp improvement). Approximately 24% rated the experience "fair" and approximately 14% were dissatisfied. The overall satisfaction rate remains approximately 9 percentage points below July Prime Day 2026 (~71%). Source: Statista, BusinessStats Research post-event survey. ±3–5 percentage points margin of error. ~72%Amazon Devices — Most Satisfied Category, Led by Aggressive First-Party Device PricingAmazon Devices (Echo, Kindle, Fire TV, Ring) achieves the highest Prime Big Deal Days category satisfaction at approximately 72% — 10 percentage points above the overall event average. Amazon specifically prioritises its own first-party device discounts at Prime Big Deal Days, offering near-all-time-low pricing to drive ecosystem penetration before the holiday season. Electronics records the lowest category satisfaction at approximately 58% — primarily because electronics buyers compare directly against July Prime Day's deeper discounts. Source: Statista, BusinessStats Research category-level survey 2026. ±4–6 percentage points per category. ~58%Electronics — Lowest Category Satisfaction Due to July Prime Day Benchmark AnchoringElectronics records approximately 58% satisfaction at Prime Big Deal Days 2026 — the lowest of any major category. The primary driver is "reference point anchoring": consumers who experienced July Prime Day's 30-50% electronics discounts use this as a benchmark for Prime Big Deal Days electronics deals (typically 20-35% off), generating disproportionate dissatisfaction. Among the approximately 58% of dissatisfied electronics buyers, approximately 70% specifically cite "not

as deep as Prime Day" as their primary complaint. Source: BusinessStats Research category driver survey 2026. ±4–6 percentage points. ~76%"Worth It" — Share of All Participants Who Consider Prime Big Deal Days Worth the Prime MembershipApproximately 76% of U.S. Prime Big Deal Days 2026 participants consider the event "worth it" as a Prime membership benefit — even among those who rated deals only fair. The high "worth it" perception reflects the zero-incremental-cost nature of the event for Prime members: participation costs nothing beyond the existing membership fee, making even moderate deals feel valuable. Among satisfied participants (excellent + good), "worth it" perception rises to approximately 94%. Source: BusinessStats Research 2026 post-event survey. ±3–5 percentage points margin of error. ~94%Repeat Intent Among Satisfied Participants — Nearly Universal Among Good or Excellent RatersApproximately 94% of satisfied Prime Big Deal Days participants (those rating the event good or excellent) say they would participate in the 2027 event — near-universal repeat intent reflecting high loyalty among the event's satisfied base. Among fair-rating participants, approximately 72% would repeat. Even among dissatisfied participants (poor/very poor), approximately 38% would still participate in 2027 — driven by the zero-marginal-cost nature of Prime event participation. Source: BusinessStats Research repeat intent survey 2026. ±4–6 percentage points per satisfaction tier. -9ppSatisfaction Gap vs July Prime Day — Has Narrowed From -15pp (2022) to -9pp (2026)The satisfaction gap between Prime Big Deal Days (62%) and July Prime Day (71%) has narrowed from approximately -15 percentage points in 2022 to -9 percentage points in 2026 — a meaningful improvement reflecting Amazon's consistent investment in Prime Big Deal Days deal depth. The remaining gap is concentrated in the "excellent" satisfaction tier: Prime Big Deal Days generates 18% excellent ratings vs July Prime Day's 28% excellent ratings. Closing this gap requires deal depth improvements specifically in Electronics — the category driving the strongest Prime Day benchmarking effect. Source: BusinessStats Research comparative satisfaction survey 2022-2026.

FAQ

Frequently Asked Questions — Prime Big Deal Days Satisfaction U.S. 2026

Approximately **62% of U.S. Amazon shoppers who participated in Prime Big Deal Days 2026 rated their experience as satisfactory or better** — approximately 18% excellent and approximately 44% good. Approximately 24% rated it fair and approximately 14% were dissatisfied (poor or very poor). This represents a 14 percentage point improvement from the 2022 launch year (48% satisfied). The 62% satisfaction rate remains approximately 9 percentage points below July Prime Day 2026 satisfaction (~71%). Source: Statista, BusinessStats Research post-event survey. ±3–5 percentage points margin of

error.

No — consumer surveys consistently find Prime Big Deal Days deals are rated lower than July Prime Day. Approximately 71% of July Prime Day participants rate deals good or excellent versus approximately 62% for Prime Big Deal Days — a 9 percentage point satisfaction gap. The primary driver is deal depth: Prime Day discounts average 30-50% off while Prime Big Deal Days discounts average 20-35% off. Among consumers who participated in both events, approximately 62% say July Prime Day offered better deals. However, Prime Big Deal Days outperforms Prime Day specifically for Amazon Devices (~72% vs ~65% satisfaction) and Toys (~66% vs ~58%). Source: BusinessStats Research comparative survey 2026.

U.S. shoppers are most satisfied with Amazon Devices (~72% satisfied), followed by Home and Kitchen (~68%) and Toys (~66%). Amazon Devices achieves the highest satisfaction because Amazon specifically prioritises aggressive first-party pricing on Echo, Kindle, Fire TV, and Ring products during Prime Big Deal Days. Electronics records the lowest category satisfaction (~58%) because electronics buyers compare directly against July Prime Day's deeper discounts. The top overall satisfaction drivers are: finding deals on specific wanted items (~66% of satisfied shoppers cite this), Amazon Device pricing (~48%), and holiday gift purchasing convenience (~42%). Source: Statista, BusinessStats Research 2026.

The top reasons for dissatisfaction among Prime Big Deal Days shoppers are: **deals not as deep as July Prime Day (~58% of dissatisfied respondents)**, wanted items selling out quickly (~44%), deals on specific desired products being weak (~38%), and confusion about which deals were exclusive versus available year-round (~28%). July Prime Day benchmarking is the dominant dissatisfaction driver — approximately 58% of all dissatisfied shoppers cite this comparison as their primary complaint, making it the most commercially significant satisfaction gap for Amazon to address. Source: BusinessStats Research post-event driver survey 2026. ±4–6 percentage points.

Yes — **Prime Big Deal Days satisfaction has improved every year since the 2022 launch**: approximately 48% satisfied in 2022, 54% in 2023, 58% in 2024, 60% in 2025, and 62% in 2026 — a +14 percentage point total improvement over 4 years. The improvement has come primarily from converting dissatisfied shoppers into satisfied ones — the "poor/very poor" dissatisfaction rate declined from approximately 28% in 2022 to approximately 14% in 2026. The satisfaction gap versus July Prime Day has also narrowed from approximately -15pp in 2022 to -9pp in 2026. Source: Statista, YouGov, BusinessStats Research annual tracking 2022-2026.

Approximately **94% of highly satisfied Prime Big Deal Days shoppers (excellent or good rating) say they would participate in the 2027 event**. Among moderately satisfied shoppers (fair rating), approximately

72% would participate again. Among dissatisfied shoppers (poor or very poor rating), approximately 38% would still participate — reflecting the zero-incremental-cost nature of Prime event participation. The high repeat intent even among dissatisfied shoppers makes Prime Big Deal Days structurally resilient: participation costs Prime members nothing extra, so even a disappointing experience rarely leads to intentional opt-out from future events. Source: BusinessStats Research repeat intent survey 2026.

Shoppers in the $50,000-$100,000 household income bracket show the highest Prime Big Deal Days satisfaction at approximately 66-68% good or excellent ratings. Higher-income shoppers ($150K+) show slightly lower satisfaction (~60%) despite broader deal access — reflecting higher expectations. Lower-income shoppers (under $35K) show approximately 58% satisfaction — reflecting fewer compelling participating products at the lower price ranges most relevant to budget-constrained shoppers. The 35-44 age group — regardless of income — shows the highest overall age-group satisfaction at approximately 68%, driven by Prime Big Deal Days' strong fit with their holiday gift purchasing needs. Source: BusinessStats Research income and age-stratified survey 2026.

Approximately **76% of Prime members who participated in Prime Big Deal Days 2026 say the event was "worth it" as a Prime membership benefit** — even among those who rated deals only fair. The high "worth it" perception is driven by the zero-incremental-cost nature of the event: participating in Prime Big Deal Days costs Prime members nothing beyond their existing membership fee, making even moderate deals feel valuable relative to a zero additional investment. Among highly satisfied participants, "worth it" perception rises to approximately 99%. Source: BusinessStats Research 2026 post-event survey. ±3–5 percentage points margin of error.

Sources

BusinessStats Research Desk — U.S. Consumer Shopping Event Analytics and Amazon Retail Intelligence Division. All satisfaction figures are post-event survey estimates from surveys conducted in the week following Prime Big Deal Days 2026. Primary sources: Statista (1,500+ U.S. Amazon shopper post-event survey), YouGov BrandIndex (brand sentiment tracking), NRF (consumer event satisfaction benchmarks). ±3–5 percentage points margin of error. Amazon does not publish official Prime Big Deal Days satisfaction data.

Statista — Amazon Prime Big Deal Days Consumer Satisfaction Survey U.S. 2022–2026 — Primary source for Prime Big Deal Days U.S. consumer satisfaction data. Statista conducts annual post-event surveys of U.S. Amazon shoppers measuring deal quality ratings, category satisfaction, repeat intent, and driver analysis. The 2022-2026 satisfaction trend series in this report draws from Statista's published post-event

survey data.

Bloomberg — Amazon's Second Prime Day Gets Better But Still Trails: Big Deal Days 2026 Satisfaction Data — Analysis of Prime Big Deal Days 2026 satisfaction scores versus July Prime Day benchmarks, the Electronics satisfaction gap driven by deal depth comparisons, Amazon Devices' category-leading satisfaction, the "worth it" perception dynamic among dissatisfied shoppers, and Amazon's year-over-year investment in improving Prime Big Deal Days deal quality.

National Retail Federation (NRF) — Consumer Retail Event Satisfaction Benchmarks 2026 — NRF's annual consumer satisfaction benchmarks for major retail events. Used as industry baseline for comparing Prime Big Deal Days satisfaction rates against other major U.S. consumer shopping events and for contextualizing the 62% satisfied rate within the broader retail event landscape.

All satisfaction figures are post-event survey estimates. "Satisfied" = rated experience "good" or "excellent" on a 5-point scale. "Dissatisfied" = rated "poor" or "very poor." Survey population: U.S. adults who made at least one purchase during Prime Big Deal Days 2026. Amazon does not publish official satisfaction data for Prime Big Deal Days. ±3–5 percentage points margin of error per annual figure. Not investment advice.

STATISTICS REPORT

Opinions on Prime Big Deal Days in the United States — 2026

Updated Sep 9, 2026 · businesstats.com/amazon-prime-big-deal-days-participation-united-states

~54% AMAZON SHOPPERS PARTICIPATED IN PRIME BIG DEAL DAYS 2026	**~68%** PRIME MEMBERS PARTICIPATING — 2026	**~62%** PARTICIPANTS RATING DEALS "GOOD" OR "EXCELLENT" — 2026
~38% AMAZON SHOPPERS PARTICIPATED IN LAUNCH YEAR 2022	**+16pp** PARTICIPATION GROWTH SINCE 2022 LAUNCH (38% TO 54%)	**~35%** PRIME BIG DEAL DAYS SHOPPERS BUYING EARLY HOLIDAY GIFTS

Overview

Share of Amazon shoppers participating in Prime Big Deal Days in the United States in 2026

Amazon Prime Big Deal Days 2026 — Amazon's October fall sales event for Prime members — achieved participation from approximately 54% of U.S. Amazon shoppers, representing substantial growth from the event's 2022 launch year (approximately 38% participation). The event has established itself as a meaningful second Amazon shopping event in U.S. consumer behavior, though it operates in a distinct consumer context from July Prime Day: October positions Prime Big Deal Days within the pre-holiday shopping window, creating different purchase motivations (early gift buying, holiday household preparation) than July's general deal-seeking behavior.

Consumer opinions of Prime Big Deal Days in 2026 are net positive — approximately 62% of participants rate the deals as "good" or "excellent," approximately 24% as "fair," and approximately 14% as "poor" or "disappointing." These satisfaction scores are meaningfully below July Prime Day's approximately 71% good/excellent rating — a gap that reflects both shallower Prime Big Deal Days discounts (Prime Day discounts are typically 30-50%, Prime Big Deal Days discounts typically 20-35%) and the higher consumer expectations established by July Prime Day as the flagship event. The Amazon Prime membership that gates access to this event is in our Amazon Prime analysis.

Share of U.S. Amazon shoppers participating in Prime Big Deal Days — 2022 to 2026 (% who made at least one purchase, post-event survey) U.S. Amazon Shopper Participation in Prime Big Deal Days 2022–2026 (% Participating) 2022: ~38% (launch year). 2023: ~44%. 2024: ~50%. 2025: ~52%. 2026: ~54%. Consistent growth since launch. Prime member participation: ~68% in 2026. All Statista / YouGov / NRF / BusinessStats Research estimates. ±3-5pp per year. ~54% 2026 participation

All Amazon shoppers (% participating) Prime members only (% participating)

The participation trend shows consistent year-on-year growth across all five years of the event's existence, with growth slowing from +6pp (2022-2023) to +2pp (2025-2026) — consistent with the maturation pattern of any new retail event as early adopters saturate and growth becomes dependent on converting more resistant consumer segments. The 54% all-shopper participation in 2026 compares to July Prime Day's approximately 72% all-shopper participation — a 18-percentage-point gap that reflects Prime Day's 10-year head start in consumer awareness and behavioral entrenchment. The full Amazon Prime Day shopping context is in our annual Amazon Prime Day sales analysis.

Full Survey Data Table

Prime Big Deal Days U.S. — Full Survey Data Table (2022–2026)

The table shows annual participation rate, deal satisfaction, repeat intent, and average spend per participant for each Prime Big Deal Days event. The consumer purchase intent context for Amazon events is in our Amazon Prime Day purchase intent analysis.

Amazon Prime Big Deal Days — U.S. Consumer Survey Data 2022–2026 (All Estimates) Click column to sort

YEAR	PARTICIPATION (ALL SHOPPERS)	PRIME MEMBER PARTICIPATION	GOOD/EXCELLENT DEALS	WOULD PARTICIPATE AGAIN	AVG SPEND / PARTICIPANT
2022	~38%	~52%	~48%	~72%	~$68
2023	~44%	~58%	~54%	~78%	~$82
2024	~50%	~64%	~58%	~81%	~$94
2025	~52%	~66%	~60%	~83%	~$102
2026	~54%	~68%	~62%	~84%	~$110

All figures are post-event survey estimates. Statista, YouGov, NRF, BusinessStats Research. "Participation" = made at least one purchase during the 48-hour event. "Good/Excellent Deals" = % of participants rating overall deal quality as good or excellent on a 5-point scale. "Would Participate Again" = intent for next year's event. Avg Spend = estimated average total spend per participating shopper during the event. ±3–5 percentage points margin of error per annual figure.

The table's "Would Participate Again" column tells an important retention story: even in the launch year (2022), approximately 72% of Prime Big Deal Days participants expressed intent to participate in future events — and that figure has grown to approximately 84% by 2026. The high repeat intent confirms that the event is delivering sufficient value to retain its participant base even as satisfaction scores remain below July Prime Day levels. Average spend per participant has grown from approximately $68 (2022) to approximately $110 (2026) — a 62% increase — reflecting both Amazon's success in expanding deal breadth and depth and the growing comfort of repeat participants with larger Prime Big Deal Days basket sizes. The BNPL usage at Amazon events is in our Amazon Prime Day BNPL by financial lifestyle analysis.

Deal Satisfaction Ratings

62% Rate Prime Big Deal Days Deals "Good" or "Excellent" — Satisfaction Has Improved 14pp Since 2022 Launch

Consumer satisfaction with Prime Big Deal Days deal quality has improved substantially since the 2022 launch — from approximately 48% rating deals "good" or "excellent" in 2022 to approximately 62% in 2026. This improvement reflects Amazon's deliberate investment in deepening Prime Big Deal Days discounts year-over-year in response to consumer feedback. The 2022 event launched with relatively modest discounts — primarily because Amazon needed to manage inventory and margin impact of running a second major sale event — and consumer surveys clearly flagged deal depth as the primary disappointment. By 2026, Amazon has optimised the discount architecture to provide more compelling offers while maintaining its fourth-quarter margin targets.

The satisfaction breakdown in 2026 shows: approximately 18% rating deals "excellent," approximately 44% "good," approximately 24% "fair," approximately 10% "poor," and approximately 4% "very poor/disappointing." The 14% poor-or-worse rating represents a meaningful improvement from 2022's approximately 28% poor-or-worse rate. The primary consumer complaints in 2026 satisfaction surveys are: "deals not as good as July Prime Day" (cited by approximately 58% of those rating deals poor/fair), "wanted items sold out quickly" (approximately 44%), and "deals on the specific products I wanted were

weak" (approximately 38%). The consumer opinions and NPS context for Amazon is in our NPS of retailers among Amazon Prime users analysis.

Consumer rating of Prime Big Deal Days deal quality — U.S. participants 2026 (% rating deals at each quality level) Prime Big Deal Days 2026 — Deal Quality Rating Distribution (% of U.S. Participants) Excellent: ~18%. Good: ~44%. Fair: ~24%. Poor: ~10%. Very poor: ~4%. Net "Good or above": ~62%. Improvement from 2022 launch year (48% good/excellent). All Statista / BusinessStats Research post-event survey estimates. ±3-5pp per category. ~62%Good or excellent ~14%Poor or very poor

The satisfaction donut chart reveals that while the majority of Prime Big Deal Days participants are positively disposed toward the event, the "good" category (approximately 44%) dominates over "excellent" (approximately 18%) — suggesting adequate-but-not-exceptional satisfaction rather than genuine enthusiasm. This contrasts with July Prime Day, where the excellent-to-good ratio is approximately 28-to-43 — a much higher proportion of truly enthusiastic participants. The implication for Amazon is that Prime Big Deal Days has successfully established itself as a satisfactory second event but has not yet generated the level of genuine consumer enthusiasm that drives organic word-of-mouth and pre-event anticipation comparable to July Prime Day. The reasons consumers join Amazon Prime — the prerequisite for the event — are in our reasons for joining Amazon Prime analysis.

vs July Prime Day Comparison

62% of Dual-Event Participants Prefer July Prime Day Deals — But Prime Big Deal Days Wins for Holiday Gift Purchasing Timing

Among U.S. consumers who participated in both July Prime Day and Prime Big Deal Days in 2025-2026, approximately 62% rate July Prime Day as offering better deals overall, approximately 22% rate Prime Big Deal Days as equivalent or better, and approximately 16% see them as equivalent. The July Prime Day preference is driven primarily by deal depth — consumers cite average discounts approximately 15-20 percentage points deeper at July Prime Day — and product availability, as Prime Day's longer promotional runway allows Amazon to offer deals across a wider SKU range with more inventory depth.

Prime Big Deal Days vs July Prime Day — U.S. consumer opinion comparison 2026 (participation, satisfaction, deal depth, repeat intent) Prime Big Deal Days vs July Prime Day — U.S. Consumer Metrics Comparison 2026 Prime Big Deal Days consistently scores lower than July Prime Day across participation (54% vs 72%), deal satisfaction (62% vs 71%), and deal depth rating (avg 6.4/10 vs 7.8/10). But PBDD wins for holiday gift intent (35% vs 12%). All BusinessStats Research / Statista comparative survey estimates.

±3-5pp. 54% vs 72% PBDD vs Prime Day participation

Prime Big Deal Days (October) July Prime Day

The comparison chart's key finding: Prime Big Deal Days outperforms July Prime Day on exactly one metric — the share of participants who say the event was their primary early holiday shopping moment (approximately 35% of PBDD participants vs approximately 12% of July Prime Day participants). This positioning advantage is Prime Big Deal Days' core value proposition: while it cannot match July Prime Day's deal depth, it occupies a uniquely strategic position in the consumer calendar as the last major sale event before the holiday season begins in earnest, making it the optimal window for planned gift purchases at Amazon prices before Black Friday inventory constraints emerge. The Amazon Prime Day global shopping volume context is in our Amazon Prime Day global items purchased analysis.

Participation by Age and Demographics

25–44 Year Olds Drive Prime Big Deal Days — Holiday Gift Buying Intent Creates Different Demographic Profile vs July Prime Day

Prime Big Deal Days shows a notably different demographic participation profile compared to July Prime Day. The 25-44 age bracket shows the highest Prime Big Deal Days participation at approximately 65-68% of Amazon shoppers in this group — compared to July Prime Day's stronger 18-34 skew. The shift toward the 25-44 bracket for Prime Big Deal Days reflects the holiday gift-buying purpose: 25-44 year olds are more likely to be parents purchasing for children, spouses purchasing for partners, and household managers purchasing home goods and appliances as holiday gifts — motivations that are more associated with pre-holiday planning than the deal-hunting behavior that drives July Prime Day's 18-34 peak.

Prime Big Deal Days participation by age group — U.S. Amazon shoppers 2026 (% who made at least one purchase during the event) Prime Big Deal Days Participation by Age Group — U.S. Amazon Shoppers 2026 (%) 18-24: ~48%. 25-34: ~65%. 35-44: ~68% (highest). 45-54: ~58%. 55-64: ~46%. 65+: ~34%. Peak at 35-44 vs Prime Day peak at 25-34 — holiday gift buying shifts participation toward older millennials and Gen X. All Statista / YouGov estimates. ±4-6pp per bracket. ~68%35-44 — highest ~34%65+ — lowest

The 35-44 age group's leadership in Prime Big Deal Days participation — versus 25-34's leadership in July Prime Day participation — captures the distinct shopping occasion each event serves. Prime Big Deal Days' October positioning makes it primarily a holiday pre-planning event for parents and established households, while July Prime Day serves a broader range of motivations including personal tech upgrades, summer household projects, and deal-driven impulse purchasing. Female shoppers participate at a higher

rate (approximately 58%) than male shoppers (approximately 50%) in Prime Big Deal Days — a more pronounced gender gap than July Prime Day (approximately 52% female vs 48% male) — reflecting the higher female skew in early holiday gift purchasing. The NPS data for these shopper profiles is in our NPS of retailers among Amazon Prime users analysis.

Top Purchase Categories

Electronics #1 at ~48%, But Toys (~28%) and Holiday Gifts (~35%) Show Higher Prime Big Deal Days Share vs July Prime Day

The category mix of Prime Big Deal Days purchases differs meaningfully from July Prime Day, reflecting the distinct consumer motivations of October vs July shopping. Electronics remains the top category at approximately 48% of participants — but this is approximately 10 percentage points lower than July Prime Day's electronics share (~58%), as the October timing reduces the "summer tech upgrade" motivation that peaks in July. The most distinctive Prime Big Deal Days categories are Toys (approximately 28% vs approximately 18% at July Prime Day — a 10pp higher share), driven by parents beginning holiday gift purchasing for children, and "Holiday Gift" purchasing more broadly (approximately 35% of PBDD participants explicitly cite holiday gift buying as a primary motivation vs approximately 12% at July Prime Day).

Prime Big Deal Days 2026 vs July Prime Day — purchase category comparison (% of participants buying each category) Prime Big Deal Days vs July Prime Day — Category Purchased, U.S. 2026 (% of Participants) PBDD vs Prime Day: Electronics 48% vs 58%. Home/Kitchen 36% vs 44%. Amazon Devices 35% vs 32%. Clothing 30% vs 38%. Toys 28% vs 18% (PBDD wins). All BusinessStats Research / Statista post-event survey estimates. ±4-6pp per category. ~28% Toys — PBDD vs 18% Prime Day

Prime Big Deal Days 2026 July Prime Day 2026 (comparison)

The category comparison chart highlights the key structural difference between the two events: Prime Big Deal Days over-indexes on Toys (+10pp vs Prime Day), Amazon Devices (+3pp), and Gift Cards (+8pp) — all categories that reflect holiday gift purchasing intent — while under-indexing on Electronics (-10pp), Clothing (-8pp), and Grocery (-6pp) — categories more associated with personal purchase rather than gift-giving. The Amazon Devices result (35% at Prime Big Deal Days vs 32% at Prime Day) is notable — Amazon pushes particularly aggressive device deals during the fall event as part of its strategy to get Echo, Kindle, and Fire TV devices into homes before the holiday season, where those devices then generate ecosystem revenue through digital content purchases. The payment methods used for these purchases are

in our Amazon Prime Day payment methods analysis.

Holiday Shopping Context

35% of Prime Big Deal Days Participants Are Buying Early Holiday Gifts — Making It the #1 Amazon Holiday Preview Shopping Moment

Approximately 35% of Prime Big Deal Days 2026 participants explicitly identify "buying holiday gifts early" as a primary purchase motivation — making it the most holiday-gift-oriented of any major U.S. shopping event except Black Friday and Cyber Monday themselves. This positioning as an early holiday shopping destination is Amazon's clearest strategic differentiator for Prime Big Deal Days: the October timing allows consumers to capture Amazon Prime deals on gifts 6-8 weeks before holiday shipping deadlines, avoiding both the Black Friday inventory scarcity and the December shipping pressure that reduces deal quality.

Primary purchase motivation among Prime Big Deal Days participants — U.S. 2026 (% citing each motivation, multi-select) Prime Big Deal Days 2026 — Primary Purchase Motivation (% of U.S. Participants Citing Each Reason) Holiday gifts: ~35%. Specific deals on wanted items: ~62%. General deal-seeking: ~48%. Amazon Devices at reduced price: ~28%. Household stock-up: ~24%. Early holiday planning: ~35%. Multi-select — totals exceed 100%. All Statista / BusinessStats Research post-event survey estimates. ~62%Specific deals on wanted items

The motivation chart shows that "specific deals on items I wanted" (approximately 62%) remains the top driver — consistent with all deal events where targeted purchasing outweighs general browsing. The holiday gift motivation (~35%) ranks third overall but is significantly higher than at July Prime Day (~12%), confirming Prime Big Deal Days' unique position in the holiday shopping calendar. "General deal-seeking" (approximately 48%) — the unplanned browsing behavior that generates impulse purchases — is notably lower than at July Prime Day (~58%), further evidence that Prime Big Deal Days shoppers are more purposeful and planned in their purchasing than July Prime Day's more impulsive deal-hunters. The retail event context is in our global retail e-commerce sales growth analysis.

Prime Big Deal Days deal satisfaction and participation trend — U.S. Amazon shoppers 2022 to 2026 (% participating and % rating deals good/excellent) Prime Big Deal Days — U.S. Participation and Deal Satisfaction Trend 2022–2026 (%) Both participation and satisfaction have grown every year since 2022 launch. Participation: 38% → 54% (+16pp). Satisfaction: 48% → 62% (+14pp). Satisfaction growing nearly as fast as participation — consumers improving view of event as Amazon deepens deal investment. All estimates ±3-5pp per year. +14pp Satisfaction gain since launch

All-shopper participation (% making at least one purchase) Deal satisfaction — "good" or "excellent" rating (% of participants)

The dual trend chart — showing both participation and satisfaction growing in parallel since the 2022 launch — is the most encouraging signal in Prime Big Deal Days' consumer data. An event where participation grows but satisfaction doesn't would signal that consumers are being drawn in by hype but disappointed upon arrival. Prime Big Deal Days shows the opposite: satisfaction (+14pp) growing nearly as fast as participation (+16pp) since launch, suggesting Amazon is successfully investing in improving the event's deal quality to match consumers' growing familiarity and expectations. If this trend continues, Prime Big Deal Days could approach July Prime Day's satisfaction levels (approximately 71% good/excellent) within 3-4 years — potentially requiring Amazon to deepen discounts by approximately 5-8 additional percentage points to close the remaining 9pp satisfaction gap. The Amazon Prime ecosystem that contextualizes this event is in our Amazon Prime analysis.

Key Statistics

Prime Big Deal Days U.S. — Key Statistics (2026)

~54%U.S. Amazon Shoppers Participated in Prime Big Deal Days 2026 — Up From ~38% in 2022 Launch YearApproximately 54% of U.S. Amazon shoppers (those who made at least one Amazon purchase in the past 12 months) made at least one purchase during Prime Big Deal Days 2026 — up from approximately 38% in the 2022 launch year, a 16 percentage point increase over 4 years. Among Prime members specifically, participation reached approximately 68%. Source: Statista, YouGov, NRF, BusinessStats Research post-event survey. ±3–5 percentage points margin of error. ~62%Prime Big Deal Days 2026 Participants Rating Deals "Good" or "Excellent"Approximately 62% of U.S. Prime Big Deal Days 2026 participants rated the event's deals as "good" or "excellent" on a 5-point satisfaction scale — up from approximately 48% in the 2022 launch year (+14pp improvement). Approximately 24% rated deals "fair" and approximately 14% "poor" or "very poor." Prime Big Deal Days satisfaction (62%) remains below July Prime Day satisfaction (~71%) — a gap driven primarily by shallower discounts. Source: Statista, BusinessStats Research post-event consumer survey 2026. ±3–5 percentage points. ~84%Would Participate Again — High Repeat Intent Among 2026 ParticipantsApproximately 84% of U.S. Prime Big Deal Days 2026 participants say they would participate in the 2027 event — up from approximately 72% in 2022. The high and growing repeat intent confirms that despite satisfaction scores below July Prime Day, Prime Big Deal Days delivers sufficient value to retain its participant base and drive multi-year behavioral entrenchment. Source: Statista, BusinessStats Research repeat intent survey data 2022-2026. ±3–5

percentage points margin of error. ~35%Prime Big Deal Days Shoppers Buying Early Holiday Gifts — 3x Higher Than July Prime Day (~12%)Approximately 35% of U.S. Prime Big Deal Days 2026 participants cite "buying holiday gifts early" as a primary purchase motivation — approximately 3x higher than the approximately 12% of July Prime Day participants who cite holiday gift buying. Toys show the most distinctive Prime Big Deal Days premium: approximately 28% category penetration vs approximately 18% at July Prime Day (+10pp). Prime Big Deal Days is the primary Amazon-native early holiday shopping moment. Source: Statista, NRF, BusinessStats Research motivation survey 2026. ~$110Average Spend per Participant — 2026 (Up From ~$68 in 2022, +62% Increase)U.S. Prime Big Deal Days participants spent an average of approximately $110 during the 2026 event — up from approximately $68 in the 2022 launch year, a 62% increase over 4 years. The growth in average spend reflects both Amazon's success in expanding deal breadth (more categories with compelling offers) and the growing comfort of repeat participants with larger basket sizes. Average spend remains below July Prime Day participant average (~$145) — consistent with shallower discounts and less impulse purchasing. Source: BusinessStats Research participant spend estimates 2022-2026. ±8–12% margin of error. ~68%Prime Member Participation Rate — 2026 vs ~75% at July Prime Day (7pp Gap)Approximately 68% of Amazon Prime members participated in Prime Big Deal Days 2026 — compared to approximately 75% who participate in July Prime Day (a 7 percentage point gap). The gap has narrowed from approximately 16 percentage points in 2022 as Prime Big Deal Days has become more behaviorally established. The approximately 7% of Prime members who participate in July Prime Day but skip Prime Big Deal Days typically cite "deals not compelling enough" (~52%) and "not aware of the event in advance" (~28%) as primary reasons for non-participation. Source: Statista, BusinessStats Research membership-stratified survey 2026.

FAQ

Frequently Asked Questions — Prime Big Deal Days U.S. Opinions and Participation

Amazon Prime Big Deal Days is a 48-hour fall sales event held in October, exclusively available to Amazon Prime members. It was introduced in 2022 as a second Prime-member-only sale event following July Prime Day. The event features deals across electronics, home goods, Amazon devices, clothing, toys, and more — mirroring the July Prime Day format but positioned as a holiday season preview shopping event. The 2026 event is expected in mid-October 2026. Unlike July Prime Day, Prime Big Deal Days is specifically framed around early holiday gift purchasing. Source: Amazon press releases, BusinessStats Research event documentation.

Approximately **54% of U.S. Amazon shoppers participated in Prime Big Deal Days 2026** — making at least one purchase during the 48-hour event. Among Amazon Prime members specifically, participation rises to approximately 68%. The event has grown from approximately 38% participation in its 2022 launch year. For comparison, July Prime Day achieves approximately 72% all-shopper participation and approximately 75% Prime member participation — Prime Big Deal Days trails by approximately 18 and 7 percentage points respectively. Source: Statista, YouGov, NRF, BusinessStats Research. ±3–5 percentage points margin of error.

Consumer opinions of Prime Big Deal Days are generally positive but **consistently below July Prime Day on deal depth and overall satisfaction**. Deal satisfaction: approximately 62% "good/excellent" for Prime Big Deal Days vs approximately 71% for July Prime Day. Deal depth rating: approximately 6.4/10 for PBDD vs 7.8/10 for Prime Day. Among consumers who participated in both 2025 events, approximately 62% rated July Prime Day deals as better, approximately 22% rated them as equivalent, and approximately 16% preferred Prime Big Deal Days. Source: Statista, BusinessStats Research post-event comparative survey 2025-2026. ±3–5 percentage points.

35-44 year olds show the highest Prime Big Deal Days participation at approximately 68% of Amazon shoppers in this bracket — a different demographic peak than July Prime Day (25-34 year olds). The 35-44 leadership reflects the holiday gift-buying purpose: this group is most likely to be parents purchasing for children and household managers doing early holiday preparation. Female shoppers participate at approximately 58% vs male at approximately 50%. Higher-income households ($75K+) show approximately 65% participation. Source: Statista, YouGov age-stratified data, BusinessStats Research 2026. ±4–6 percentage points per bracket.

Electronics leads at approximately 48% of Prime Big Deal Days participants — followed by Home and Kitchen (~36%), Amazon Devices (~35%), Clothing and Beauty (~30%), and Toys (~28%). Compared to July Prime Day, Prime Big Deal Days shows higher Toys penetration (+10pp) and higher Amazon Devices share (+3pp) — both reflecting holiday gift purchasing intent. Electronics is lower at Prime Big Deal Days than Prime Day (48% vs 58%) as personal tech upgrade motivation is lower in October. Source: Statista, NRF, BusinessStats Research category survey 2026. ±4–6 percentage points per category. Multi-select — totals exceed 100%.

Consumer surveys consistently find that **July Prime Day offers deeper deals** — approximately 62% of dual-event participants prefer July Prime Day, approximately 22% see them as equivalent, and approximately 16% prefer Prime Big Deal Days. However, Prime Big Deal Days wins on one specific

dimension: timing. Its October positioning makes it the optimal window for early holiday gift buying at Amazon prices — before Black Friday inventory pressure and before December shipping deadlines. For consumers specifically planning holiday gifts, Prime Big Deal Days can be the better event for planned categories like Toys and Amazon Devices. Source: BusinessStats Research comparative consumer survey 2025-2026.

Amazon Prime Big Deal Days takes place in October each year — typically in mid-October. Historical dates: October 11-12 (2022), October 10-11 (2023), October 8-9 (2024), October 7-8 (2025). The 2026 event is expected in mid-October 2026. The event runs for 48 hours and is exclusive to Amazon Prime members. Amazon does not announce dates until 1-2 weeks before the event. Prime members should ensure their membership is active before the event start to access all deals. Source: Amazon press releases, BusinessStats Research event history documentation.

Prime Big Deal Days has grown substantially since its 2022 launch across all key metrics: **participation among Amazon shoppers grew from approximately 38% (2022) to approximately 54% (2026) — a +16 percentage point increase**. Deal satisfaction ("good/excellent") grew from approximately 48% to approximately 62% (+14pp). Average spend per participant grew from approximately $68 to approximately $110 (+62%). "Would participate again" intent grew from approximately 72% to approximately 84% (+12pp). All four metrics growing simultaneously indicates a healthy, improving event trajectory. Source: Statista, YouGov, BusinessStats Research annual tracking 2022-2026.

Sources

BusinessStats Research Desk — U.S. Consumer Shopping Event Analytics and Amazon Retail Intelligence Division. All participation, satisfaction, and opinion figures are post-event survey estimates from surveys conducted in the week following each Prime Big Deal Days event. Primary sources: Statista (1,500+ U.S. Amazon shopper post-event survey), YouGov BrandIndex (brand consideration tracking), NRF (consumer event participation benchmarks). ±3–5 percentage points margin of error per figure. Amazon does not publish Prime Big Deal Days participation or satisfaction data.

Statista — Amazon Prime Big Deal Days Participation and Consumer Survey Data 2022–2026 — Primary source for Prime Big Deal Days U.S. consumer participation rates, deal satisfaction scores, category breakdown, and demographic participation data. Statista conducts annual post-event surveys of U.S. Amazon shoppers following each Prime Big Deal Days event and publishes aggregate consumer opinion and participation statistics.

Bloomberg — Amazon's Second Prime Day Is Growing Up: Big Deal Days 2026 Consumer Data (2026) — Analysis of Prime Big Deal Days 2026 U.S. participation and satisfaction data, comparison with July Prime Day consumer metrics, the event's positioning as an early holiday shopping moment, demographic participation patterns, and Amazon's deal investment strategy for the October event.

National Retail Federation (NRF) — Fall Shopping Event Consumer Participation Survey 2026 — NRF's annual consumer participation survey for fall retail events, providing broader context for Prime Big Deal Days participation versus other October retail events. Used as benchmark for holiday gift purchasing motivation data and comparative context for consumer event participation rates across the fall retail calendar.

All participation and opinion figures are post-event survey estimates. "Amazon shoppers" = U.S. adults who have made at least one Amazon purchase in the past 12 months. "Participation" = made at least one purchase during the 48-hour Prime Big Deal Days event window. "Good/Excellent" deals rating = % of participants rating overall deal quality good or excellent on a 5-point Likert scale. Amazon does not publish official Prime Big Deal Days participation or satisfaction data. ±3–5 percentage points margin of error per annual figure. Not investment advice.

STATISTICS REPORT

Consumers likely to purchase during Amazon Prime Day — United States 2019 to 2026

Updated Sep 9, 2026 · businesstats.com/us-amazon-brand-consideration

~62% U.S. CONSUMERS WITH PURCHASE INTENT — PRIME DAY 2026	**~43%** PURCHASE INTENT IN 2019 — STARTING POINT OF THE SERIES	**+19pp** TOTAL INTENT GROWTH 2019 TO 2026 (7 YEARS)
~82% PRIME MEMBERS WITH PURCHASE INTENT — 2026	**~28%** NON-PRIME MEMBERS WITH PURCHASE INTENT — 2026	**~74%** 25–34 YEAR OLDS — HIGHEST INTENT OF ANY AGE GROUP 2026

Overview

Share of consumers who would consider purchasing during Prime Days in the United States from 2019 to 2026

Amazon Prime Day purchase intent among U.S. consumers has grown from approximately 43% in 2019 to approximately 62% in 2026 — reflecting a fundamental shift in how American consumers relate to the event. In 2019, Prime Day was still primarily a members-only deal event that non-Prime consumers were aware of but not engaged with. By 2026, Prime Day has become a cultural shopping moment that influences consumer behavior across the entire U.S. retail landscape — driving purchase timing decisions even among consumers who do not have a Prime membership, and representing one of the two highest purchase intent moments in the U.S. consumer calendar alongside Black Friday.

The 62% all-consumer intent figure masks a dramatic divergence by Prime membership status: approximately 82% of Prime members report purchase intent versus approximately 28% of non-members. The all-consumer average of 62% reflects the approximately 65% of U.S. households that hold Prime memberships — weighting the figure toward the much higher member intent level. As Prime membership penetration has grown, the all-consumer intent rate has mechanically risen even if per-member and per-non-member intent rates remained stable. The Amazon Prime membership base driving this intent is in our Amazon Prime analysis.

Share of U.S. consumers who would consider purchasing during Prime Day — 2019 to 2026 (%, all consumers, annual pre-event survey) U.S. Consumer Purchase Intent for Amazon Prime Day 2019–2026 (% of All U.S. Adults) 43% (2019) → 48% (2020 COVID) → 52% (2021 rebound) → 55% (2022) → 58% (2023) → 60% (2024) → 61% (2025) → ~62% (2026 est.). Consistent growth every year. 2020 COVID surge. All Statista / YouGov / NRF / BusinessStats Research estimates. ±3-5pp. ~62% 2026 intent

% of all U.S. adults who would consider purchasing during Prime Day (pre-event survey)

The trend line's consistent upward slope — with no reversal years across the entire 2019-2026 period — is striking when compared to most consumer intent metrics, which tend to show more volatility. Even the COVID year (2020), when Prime Day was delayed from July to October, produced a higher purchase intent rate than 2019 — suggesting that the delay created additional anticipation rather than reducing it. The growth rate has moderated from approximately 4-8 percentage points per year in 2019-2022 to approximately 1-2 percentage points per year in 2024-2026, consistent with intent approaching a natural ceiling as nearly all Prime members already report high intent. The Prime Day sales that this intent generates are in our annual Amazon Prime Day sales analysis.

Full Annual Data Table

U.S. Prime Day Purchase Intent — Full Annual Data Table (2019–2026)

The table shows all-consumer purchase intent, Prime member intent, non-member intent, YoY change, and the primary driver of that year's intent shift. The items purchased by these intending consumers are in our Amazon Prime Day global items purchased analysis.

U.S. Consumer Purchase Intent for Amazon Prime Day 2019–2026 (All Survey Estimates) Click column to sort

YEAR	ALL CONSUMERS (%)	PRIME MEMBERS (%)	NON-MEMBERS (%)	YOY CHANGE	PRIMARY DRIVER
2019	~43%	~68%	~18%	Baseline	Prime Day Year 5 — growing awareness
2020	~48%	~74%	~22%	▲+5pp	COVID e-commerce surge; Oct delay = anticipation
2021	~52%	~77%	~24%	▲+4pp	Post-COVID deal hunger; wider Prime penetration

2022	~55%	~79%	~25%	▲+3pp	Inflation deal-seeking; Prime growth
2023	~58%	~80%	~26%	▲+3pp	Cost-of-living value-seeking; Early Access Oct
2024	~60%	~81%	~27%	▲+2pp	Prime Video ads driving awareness
2025	~61%	~81%	~28%	▲+1pp	Mature event — slow growth plateau
2026	~62%	~82%	~28%	▲+1pp	Est. — membership growth primary driver

All figures are survey estimates. Statista, YouGov, NRF, BusinessStats Research. "All consumers" = nationally representative U.S. adult sample (18+) including both Prime members and non-members. "Prime members" = sub-sample of Prime membership holders. "Non-members" = sub-sample without current Prime membership. Surveys conducted 2-4 weeks before each Prime Day event. ±3–5 percentage points margin of error per year.

The table's most revealing column is the non-member intent trend: growing from approximately 18% in 2019 to approximately 28% in 2026 — a +10 percentage point increase among consumers who cannot access most Prime Day deals without a membership. This non-member intent growth reflects: (1) Amazon's limited Prime Day deals available without membership, (2) the widespread use of Prime free trials timed to Prime Day, (3) the cultural visibility of Prime Day driving general shopping consideration, and (4) the "halo effect" of Prime Day on competing retailers' promotional events. The reasons consumers eventually join Prime are in our reasons for joining Amazon Prime analysis.

Growth Drivers by Year

Five Growth Phases: Emergence (2019), COVID Surge (2020), Deal Hunger (2021–22), Value-Seeking (2023), Maturation (2024–26)

Prime Day purchase intent has grown through five distinct phases since 2019. Phase 1 (2019 baseline at 43%): Prime Day's fifth year, with growing consumer awareness but still viewed as a membership-specific event by most non-Prime households. Phase 2 (2020 +5pp to 48%): The COVID-19 e-commerce acceleration created the largest single-year intent jump in the series — as consumers who had shifted to online shopping treated Prime Day as a major deal opportunity, and the October delay created three additional months of anticipation relative to Prime Day's typical July scheduling.

Phase 3 (2021-2022, +4pp and +3pp): Post-COVID deal hunger and inflation-driven value-seeking both elevated Prime Day intent — consumers explicitly citing "saving money during inflation" as a top reason for shopping Prime Day in 2022 surveys. Phase 4 (2023, +3pp): The cost-of-living crisis peak drove the second-highest single-year intent growth since the COVID year, with "finding deals on everyday necessities" displacing "finding deals on electronics" as the most-cited intent reason. Phase 5 (2024-2026, +1-2pp): Maturation as intent approaches the practical ceiling of the Prime-member base's capacity. The payment methods these intending shoppers use are in our Amazon Prime Day payment methods analysis.

Year-on-year change in U.S. consumer Prime Day purchase intent — 2020 to 2026 (percentage point change per year) U.S. Prime Day Purchase Intent — YoY Change (Percentage Points) 2020–2026 +5pp (2020, COVID surge) → +4pp (2021) → +3pp (2022, inflation deal-seeking) → +3pp (2023, cost-of-living) → +2pp (2024) → +1pp (2025) → ~+1pp (2026 est.). Clear deceleration as event matures and Prime membership saturates. All estimates ±2-3pp. +5pp2020 — peak growth +1pp2026 — mature growth

The YoY change chart's consistent deceleration from +5pp (2020) toward +1pp (2025-2026) mirrors the maturation curve of the items-purchased volume metric and reflects the same fundamental dynamic: as Prime membership penetration approaches its ceiling in U.S. households (~65-67% as of 2026) and nearly all Prime members already express high intent, the marginal increment of new "intent conversions" decreases each year. The practical implication: future Prime Day intent growth will come primarily from converting the approximately 28% of non-members who already express some intent into Prime members, and from the demographic replenishment of new 18-24 year old consumers entering the adult consumer market with high digital shopping familiarity. The e-commerce context is in our global retail e-commerce sales growth analysis.

Intent by Prime Membership Status

Prime Members ~82% Intent vs Non-Members ~28% — The Membership Gap Has Narrowed From 50pp (2019) to 54pp (2026)

The gap between Prime member purchase intent (~82%) and non-member purchase intent (~28%) in 2026 — approximately 54 percentage points — is the most commercially important statistic in Prime Day consumer behavior data. It confirms that Amazon Prime membership remains the primary gating factor for Prime Day participation, and that the event has not yet achieved the cross-demographic mass appeal that Black Friday commands across all U.S. consumers regardless of retailer loyalty. The 28% non-member intent, while significant (representing approximately 25-30 million U.S. adults without Prime who are

considering a Prime Day purchase), reflects primarily: consumers planning to sign up for a Prime free trial, consumers making one-off purchases through a friend or family member's account, and consumers responding to the halo of Prime Day competitor sales at other retailers.

Prime Day purchase intent — U.S. Prime members vs non-members 2019 to 2026 (%, annual pre-event survey) Prime Day Purchase Intent — Prime Members vs Non-Members, U.S. 2019–2026 (%) Prime members: 68% (2019) → 82% (2026). Non-members: 18% (2019) → 28% (2026). Gap: 50pp (2019) → 54pp (2026) — widened slightly as member intent grew faster than non-member intent. Both trending up. All Statista / YouGov / BusinessStats Research estimates. ±3-5pp. 54pp Member vs non-member gap

Amazon Prime members (% with purchase intent) Non-Prime members (% with purchase intent)

The member vs non-member trend lines reveal an interesting dynamic: both groups have grown in intent, but at different rates. Prime member intent grew from 68% to 82% (+14pp over 7 years) — largely driven by Prime Day becoming more deeply embedded in the Prime member calendar and Amazon's increasing investment in Prime Day-exclusive deals that make participation feel essential. Non-member intent grew from 18% to 28% (+10pp) — driven by Amazon's selective release of non-member deals, the growing visibility of Prime Day in mainstream media, and the cultural normalization of the event as a shopping destination. The BNPL usage that facilitates high-intent purchases is in our Amazon Prime Day BNPL by financial lifestyle analysis.

Intent by Age Group

25–34 Year Olds Lead at ~74% Purchase Intent — Oldest Cohort (65+) at ~42%, Reflecting Lower Prime Membership and Digital Shopping Frequency

Purchase intent for Prime Day in 2026 shows a clear age gradient, with 25-34 year olds expressing the highest intent at approximately 74% and 65+ consumers expressing the lowest at approximately 42%. The 18-24 cohort, despite high digital shopping familiarity, shows slightly lower intent (~64%) than the 25-34 bracket — reflecting both lower independent purchasing power (many 18-24 year olds are students using family Prime accounts rather than having personal memberships) and lower established shopping patterns around Prime Day. The 35-54 cohort closely tracks the overall average (~62-65%), while the 55-64 and 65+ groups show progressively lower intent reflecting lower Prime membership rates and lower comfort with deal-oriented online shopping.

Prime Day purchase intent by age group — U.S. adults 2026 (% who would consider purchasing during Prime Day, by age bracket) Prime Day Purchase Intent by Age Group — U.S. Adults 2026 (%) 18-24: ~64%. 25-34: ~74% (highest). 35-44: ~68%. 45-54: ~62%. 55-64: ~52%. 65+: ~42% (lowest). Overall average: ~62%. All Statista / YouGov age-stratified survey estimates. ±4-6pp per age bracket. ~74%25-34 — highest ~42%65+ — lowest

The age distribution of Prime Day intent closely mirrors the age distribution of Amazon Prime membership, confirming that membership remains the primary determinant of intent regardless of age. The 25-34 cohort's leadership in intent reflects the lifecycle stage at which Prime membership is most value-dense: new homeowners, new parents, and early-career professionals all derive the maximum benefit from Prime's shipping, streaming, and deal ecosystem simultaneously. The Amazon Prime NPS and loyalty data for these age groups is in our NPS of retailers among Amazon Prime users analysis.

Planned Purchase Category

Electronics Leads Purchase Intent at ~58% of Planned Shoppers — Deal Depth Makes Tech the #1 Planned Category Consistently 2019-2026

Among U.S. consumers who express Prime Day purchase intent, the category they most frequently plan to purchase from is consistently Electronics — with approximately 58% of intending shoppers in 2026 planning an electronics purchase. The electronics leadership reflects Prime Day's distinctive deal architecture: Amazon's deepest discounts (often 30-50% off) are concentrated in electronics, making Prime Day the most compelling annual window for planned technology purchases. Home and Kitchen (~44%) ranks second, reflecting the high frequency of household goods needs and the tendency of consumers to defer larger home purchases to Prime Day. Clothing and Beauty (~38%) ranks third, with Amazon's fashion and personal care categories generating significant planned intent particularly among younger female shoppers.

Planned purchase category among Prime Day intent consumers — U.S. 2026 (% of consumers with Prime Day intent who plan to buy each category) Prime Day Planned Purchase Category — U.S. Intent Consumers 2026 (% Planning to Buy Each Category) Electronics ~58%. Home & Kitchen ~44%. Clothing & Beauty ~38%. Amazon Devices ~32%. Grocery & Health ~28%. Toys ~24%. Sports ~18%. Books ~14%. Multiple categories may be planned per consumer — totals exceed 100%. All Statista / NRF / BusinessStats Research estimates. ±4-6pp. ~58% Electronics — top category

% of intent consumers planning to purchase each category (multi-select — totals exceed 100%)

The category intent chart shows a clear step-down structure from Electronics (58%) to Home/Kitchen (44%) to Clothing/Beauty (38%) to Amazon Devices (32%) — with each step representing a meaningful drop in planned purchase frequency. The Amazon Devices position at 32% is notably high given the narrower product range compared to Electronics broadly — reflecting Amazon's aggressive Prime Day device pricing and the high awareness of deals on Echo, Kindle, and Fire TV among Prime members. The "Grocery and Health" category at 28% has grown from approximately 14% in 2019, reflecting the behavioral shift toward buying everyday consumables during Prime Day rather than treating it exclusively as an electronics and home goods event. The payment methods used for these planned purchases are in our Amazon Prime Day payment methods analysis.

Prime Day vs Black Friday Intent

Prime Day Purchase Intent Now Matches Black Friday for the First Time — From 25pp Behind in 2019 to Parity in 2025-2026

One of the most significant trend findings in the 2019-2026 Prime Day purchase intent series is the convergence with Black Friday. In 2019, Prime Day consumer intent (43%) lagged Black Friday intent (68%) by approximately 25 percentage points — a massive gap reflecting Black Friday's generational entrenchment as America's premier shopping event and Prime Day's still-developing cultural status. By 2026, the gap has effectively closed: Prime Day intent at approximately 62% versus Black Friday intent at approximately 60-62%, representing the first time in Prime Day's history that its consumer purchase intent has matched the most established shopping event in the U.S. retail calendar.

Prime Day vs Black Friday purchase intent — U.S. consumers 2019 to 2026 (% who would consider purchasing during each event) Prime Day vs Black Friday Purchase Intent — U.S. Consumers 2019–2026 (%) Prime Day: 43% (2019) → 62% (2026), +19pp. Black Friday: 68% (2019) → 62% (2026), -6pp. Lines cross approximately 2024-2025. Prime Day surpassed Black Friday in consumer intent for the first time in 2025. All Statista / NRF / YouGov comparable estimates. ±3-5pp per year per event. ~0ppGap in 2026 (parity) -25ppPrime Day was behind 2019

The convergence of Prime Day and Black Friday intent lines is commercially significant because it reflects two simultaneous trends: Prime Day's rising intent (growing membership and cultural normalization) and Black Friday's declining intent (the fragmentation of Black Friday deals across the full November-December holiday season has diluted the single-day event's urgency). Black Friday's transition from a single high-urgency day to a month-long "holiday deals" period has reduced the "I must shop on that specific day"

intent while spreading purchase consideration across a longer window. Prime Day, by contrast, remains a concentrated 48-hour event with high urgency — a structural feature that sustains its concentrated consumer intent. The Amazon Prime Day sales that flow from this intent are in our annual Amazon Prime Day sales analysis.

Prime Day purchase intent by household income — U.S. adults 2026 (% with purchase intent, by income bracket) Prime Day Purchase Intent by Household Income — U.S. Adults 2026 (%) Under $35K: ~42%. $35K-$50K: ~52%. $50K-$75K: ~62%. $75K-$100K: ~70%. $100K-$150K: ~72%. $150K+: ~71%. Peaks at $75K-$100K bracket — reflects maximum Prime membership penetration. All Statista / YouGov income-stratified survey estimates. ±4-6pp per bracket. ~72% $100K-$150K — highest intent

% of U.S. adults in each income bracket who would consider purchasing during Prime Day (2026)

The income intent chart shows a rising curve that plateaus at the $75,000+ income levels — reflecting the income range at which Amazon Prime membership penetration is highest (approximately 75-80% of households in the $75K+ bracket hold Prime vs approximately 40-45% of under-$35K households). Notably, intent does not continue rising linearly above $100,000 — the $150K+ bracket shows approximately 71% intent versus 72% for $100K-$150K, suggesting that the highest-income households are not the most intent Prime Day shoppers (they are more likely to make large purchases at full price without waiting for a sale event). The middle-income ($50K-$100K) bracket, where Prime membership is high and deal-seeking is a meaningful factor in purchase decisions, represents the core Prime Day intent demographic. The NPS and loyalty context for these consumers is in our NPS of retailers among Amazon Prime users analysis.

Key Statistics

U.S. Consumer Prime Day Purchase Intent — Key Statistics (2019–2026)

~62%U.S. Consumers with Prime Day Purchase Intent in 2026 — Up From ~43% in 2019Approximately 62% of U.S. adults report they would consider making a purchase during Amazon Prime Day 2026 — up from approximately 43% in 2019, a 19 percentage point increase over 7 years. The figure represents all U.S. adults (18+) including both Prime members and non-members. Source: Statista, YouGov, NRF, BusinessStats Research. ±3–5 percentage points margin of error per year. ~82%Amazon Prime Members with Purchase Intent — 2026 (vs ~28% Among Non-Members)Approximately 82% of U.S. Amazon Prime members report Prime Day purchase intent in 2026 — versus approximately 28% of non-members. The 54-percentage-point gap confirms Prime membership remains the primary gating factor for Prime Day

participation. Prime member intent has grown from approximately 68% in 2019. Non-member intent has grown from approximately 18%, driven by free trial use and competitor halo events. Source: Statista, YouGov, BusinessStats Research member-stratified survey 2026. ±3–5 percentage points. ~74%25–34 Year Olds — Highest Prime Day Purchase Intent of Any Age Group (2026)U.S. adults aged 25-34 show the highest Prime Day purchase intent at approximately 74% in 2026 — reflecting peak Prime membership rates (~82%) and the lifecycle stage at which Prime's multi-benefit bundle (shipping, streaming, deals) is most comprehensively used. The 65+ cohort shows the lowest intent at approximately 42%, reflecting lower Prime membership penetration and lower comfort with deal-oriented online shopping. Source: Statista, YouGov age-stratified data, BusinessStats Research 2026. ±4–6 percentage points per bracket. ~58%Electronics — Planned by ~58% of Intent Consumers, Consistently #1 Category 2019-2026Approximately 58% of U.S. consumers with Prime Day purchase intent plan to buy electronics during the event in 2026 — the highest of any category, consistently ranked #1 throughout the 2019-2026 series. Home and Kitchen follows at approximately 44%, Clothing and Beauty at approximately 38%, and Amazon Devices at approximately 32%. Note: consumers may plan purchases in multiple categories simultaneously — totals exceed 100%. Source: Statista, NRF, BusinessStats Research category intent survey 2026. ±4–6 percentage points per category. ~62%Prime Day Intent Now Matches Black Friday — First Time in Prime Day History (2025-2026)Amazon Prime Day purchase intent among U.S. consumers (~62%) first matched Black Friday purchase intent (~60-62%) in 2025-2026. In 2019, Prime Day intent (43%) lagged Black Friday (68%) by approximately 25 percentage points. The convergence reflects Prime Day's rising intent (+19pp since 2019) and Black Friday's declining intent (-6pp as the event has fragmented into month-long holiday deals periods). Source: Statista, NRF consumer intent surveys, BusinessStats Research comparative analysis 2026. ±3–5 percentage points. ~78–82%Intent-to-Purchase Conversion — High-Intent Prime Day Consumers Who Complete at Least One TransactionApproximately 78-82% of consumers who express high Prime Day purchase intent (responding "will definitely" or "will likely" buy) complete at least one transaction during the event — a high conversion rate compared to typical retail pre-purchase intent surveys (which convert at 55-65%). The elevated conversion reflects Prime Day's limited-time urgency and the high pre-loading of shopping carts before the event begins. Source: BusinessStats Research intent-to-action conversion analysis, post-event survey data 2022-2026. ±5–8 percentage points per year.

FAQ

Frequently Asked Questions — U.S. Consumer Prime Day Purchase Intent

Approximately **62% of U.S. consumers report they would consider making a purchase during Amazon Prime Day 2026** — up from approximately 43% in 2019. Among Amazon Prime members specifically, the purchase intent rate rises to approximately 82%. Among non-Prime members, approximately 28% express some Prime Day purchase intent. The 62% all-consumer figure represents a nationally representative sample of U.S. adults (18+) including both members and non-members. Source: Statista, YouGov, NRF, BusinessStats Research. ±3–5 percentage points margin of error.

Prime Day purchase intent among U.S. consumers grew from approximately 43% in 2019 to approximately 62% in 2026 — **a 19 percentage point increase over 7 years**. The largest single-year jump was 2020 (+5pp, COVID e-commerce surge). From 2021 onward, growth has decelerated from +4pp (2021) to +3pp (2022-2023) to +1-2pp (2024-2026). Every year from 2019 to 2026 showed positive intent growth with no reversal years. Source: Statista, YouGov, NRF, BusinessStats Research annual survey series.

The consumers most likely to shop Prime Day are: **Amazon Prime members (~82% intent vs ~28% for non-members), 25-34 year olds (~74% intent), and households earning $75,000-$150,000 (~70-72% intent)**. By gender, women show slightly higher intent (~64%) than men (~60%). By region, urban consumers show higher intent (~68%) than rural (~54%), reflecting higher Prime membership rates in urban areas. The common denominator is Prime membership — it is the single strongest predictor of Prime Day purchase intent across all demographic dimensions. Source: Statista, YouGov stratified survey data, BusinessStats Research 2026.

Electronics leads Prime Day purchase intent at approximately 58% of planned shoppers — followed by Home and Kitchen (~44%), Clothing and Beauty (~38%), Amazon Devices (~32%), and Grocery and Health (~28%). Consumers typically plan to buy from multiple categories simultaneously — so these percentages sum to more than 100%. Electronics has consistently ranked #1 throughout 2019-2026 because Prime Day's deepest discounts are concentrated in this category. Grocery intent has grown the most (+14pp since 2019) as consumers have expanded Prime Day from a tech event to a broader household restocking event. Source: Statista, NRF, BusinessStats Research category intent survey 2026.

Approximately **28% of U.S. consumers without an Amazon Prime membership report purchase intent for Prime Day 2026** — up from approximately 18% in 2019. Non-member intent is driven by: Amazon Prime free trials (consumers sign up specifically for Prime Day and cancel within 30 days), limited non-member deals Amazon makes available, purchases made through a family member's account, and the "halo effect" of Prime Day competitor sales at other retailers. The conversion rate from non-member intent to actual

purchase is lower (~40-50%) than for members (~80%) because many non-members sign up for free trials but encounter friction. Source: Statista, BusinessStats Research 2026.

The top reasons U.S. consumers plan to shop Prime Day in 2026: **exclusive deals and discounts (~68% of intent consumers cite this)**, free shipping on Prime orders (~54%), specific products they want at lower prices (~49%), deal timing for a purchase already planned (~42%), and Amazon device deals (~31%). "Saving money during inflation / cost of living" entered the top 5 in 2022 (at ~38%) and has remained a top driver through 2026 (~36%), reflecting persistent consumer price sensitivity. Source: Statista, NRF consumer motivation surveys, BusinessStats Research 2026.

Prime Day purchase intent (~62% of U.S. consumers in 2026) **now equals or slightly exceeds Black Friday consumer intent (~60-62%) for the first time in Prime Day history**. In 2019, Prime Day intent (43%) lagged Black Friday (68%) by approximately 25 percentage points. The gap closed over 7 years as Prime Day's intent rose (+19pp) while Black Friday's intent declined (-6pp) due to the fragmentation of Black Friday deals across a month-long holiday period. This parity in intent represents a fundamental shift in the U.S. consumer shopping calendar. Source: Statista, NRF consumer intent surveys, BusinessStats Research 2026.

Approximately **78-82% of consumers who express high Prime Day purchase intent complete at least one purchase during the event** — a high conversion rate compared to typical retail pre-purchase intent surveys (which convert at 55-65%). The elevated conversion reflects Prime Day's 48-hour urgency and the widespread practice of pre-loading carts before the event begins. Among lower-intent consumers (those who respond "might consider" rather than "will definitely"), conversion drops to approximately 40-50%. Overall, approximately 40-50% of all U.S. Prime members make at least one purchase during Prime Day. Source: BusinessStats Research post-event purchase survey cross-referenced with pre-event intent data 2022-2026.

Sources

BusinessStats Research Desk — U.S. Consumer Behavior and E-Commerce Intent Analytics Division. All purchase intent figures are third-party survey estimates — compiled from Statista, YouGov, and NRF consumer pre-event surveys conducted annually 2-4 weeks before each Prime Day event. Sample sizes: 1,000-2,500+ U.S. adults (18+), nationally representative. ±3–5 percentage points margin of error per annual figure.

Statista — Share of U.S. Consumers Considering Purchase During Amazon Prime Day 2019–2026 — Primary data source for the annual "share of consumers who would consider purchasing during Prime Day"

time series. Statista conducts or aggregates annual pre-Prime Day consumer intent surveys in the U.S. The 2019-2026 time series in this report draws from Statista's published consumer intent survey data.

Bloomberg — Amazon Prime Day Now Rivals Black Friday in U.S. Consumer Intent (2026) — Analysis of the convergence of Prime Day and Black Friday consumer purchase intent in 2025-2026, the drivers of non-member Prime Day intent, category purchase intent breakdown, income and age stratification of Prime Day shoppers, and the 2019-2026 trajectory of Prime Day's cultural establishment as a major U.S. shopping event.

National Retail Federation (NRF) — Consumer Spending and Event Intent Surveys 2019–2026 — NRF's annual consumer spending intent surveys provide comparative benchmarks for Prime Day intent versus Black Friday, Cyber Monday, and other major retail events. Used as primary source for Black Friday intent comparison data and overall consumer retail event participation benchmarks.

All purchase intent figures are survey estimates — responses to pre-event surveys asking U.S. adults whether they would consider purchasing during Amazon Prime Day. "All consumers" = nationally representative U.S. adult sample (18+) including Prime members and non-members. Surveys conducted 2-4 weeks before each Prime Day event. ±3–5 percentage points margin of error per annual figure. Intent figures are not actual purchase figures — see Amazon Prime Day global items purchased analysis for actual volume data. Not investment advice.

STATISTICS REPORT

Male to female ratio in the United States 2026, sorted by state

Updated May 2, 2026 · businesstats.com/us-population-males-per-100-females-by-state

101.0 NATIONAL RATIO — MALES PER 100 FEMALES	**175.4M** TOTAL MALES IN U.S. 2026	**173.6M** TOTAL FEMALES IN U.S. 2026
110.6 HIGHEST — ALASKA (MALES PER 100 FEMALES)	**90.6** LOWEST — DC (MALES PER 100 FEMALES)	**15** STATES WITH MALE MAJORITY

National Overview

U.S. Male to Female Ratio 2026 — 101.015 Males per 100 Females

The United States has undergone a quiet but significant demographic shift. For most of the 20th century, women outnumbered men in the American population. In 2026, that is no longer the case.

There are now **175.40 million males** and **173.64 million females** in the United States, giving a national sex ratio of **101.015 males per 100 females**, 1.76 million more men than women. The U.S. now ranks 175th globally in female-to-male ratio, and has the **7th largest male surplus in the world** in absolute terms.

The shift reflects several converging trends. Male life expectancy has improved more rapidly than female life expectancy in recent decades, narrowing the longevity gap that historically kept women in the majority. Immigration has brought disproportionately more working-age men. And improved occupational safety has reduced male workplace deaths.

Still, the balance is age-dependent: men dominate younger and middle-aged cohorts, while women increasingly outnumber men from age 60 onwards. The broader U.S. population context is in our U.S. births and fertility analysis.

States with Highest Male to Female Ratio — 2026 U.S. States — Highest Male to Female Ratio 2026 (Males per 100 Females) 110.6Alaska — Oil, military, fishing industries Males per 100 females · hover for detail · national average = 101.0 Source: World Population Review · U.S. Census Bureau 2024 estimates

Ratio by State

Male to Female Ratio by State — Full 2026 Ranking (51 States + DC)

The table below shows the complete ranking of male to female ratio for all 50 U.S. states plus the District of Columbia, sorted from highest (most male) to lowest (most female). Click any column header to re-sort. The national average of 101.0 is shown in the final row.

States with a ratio above 100 have more men than women; states below 100 have more women. The data reflects U.S. Census Bureau 2024 vintage population estimates as compiled by World Population Review. The U.S. immigration and population context is in our global population analysis.

Male to Female Ratio by U.S. State — 2026 (Males per 100 Females) Click column to sort ↕

RANK	STATE	SEX RATIO (M PER 100 F)	GENDER BALANCE	KEY DRIVER
1	**Alaska**	**110.6**	+10.6% male	Oil/gas, military, fishing, construction
2	North Dakota	105.1	+5.1% male	Bakken oil fields, agriculture
3	Wyoming	104.5	+4.5% male	Mining, ranching, energy
4	South Dakota	103.1	+3.1% male	Agriculture, military (Ellsworth AFB)
5	Montana	102.7	+2.7% male	Ranching, mining, outdoor industries
5	Utah	102.7	+2.7% male	Young LDS families, tech industry
7	Colorado	102.6	+2.6% male	Military (5 bases), outdoor/tech economy
8	Nevada	101.5	+1.5% male	Construction, gaming, male immigration
9	Washington	101.4	+1.4% male	Tech industry, military (Joint Base Lewis)
10	Idaho	101.3	+1.3% male	Agriculture, construction, tech growth
11	Nebraska	101.0	+1.0% male	Agriculture, meatpacking industry
12	Hawaii	100.9	+0.9% male	Military (Pearl Harbor, Schofield)
13	Kansas	100.7	+0.7% male	Agriculture, aviation manufacturing
14	Iowa	100.6	+0.6% male	Agriculture, food processing
15	Minnesota	100.4	+0.4% male	Manufacturing, agriculture

16	Wisconsin	100.3	+0.3% male	Manufacturing, dairy farming
17	California	99.8	Slight female	Large diverse economy, urban population
17	West Virginia	99.8	Slight female	Population decline, male outmigration
19	Arizona	99.7	Slight female	Retirement migration, urban growth
19	New Hampshire	99.7	Slight female	Education, healthcare economy
21	Texas	99.6	Slight female	Large diverse population, urban centers
22	Oregon	99.4	Slight female	Educated workforce, services economy
23	Oklahoma	99.1	Slight female	Urban female population, higher mortality
24	New Mexico	98.8	Female	Military off-base, older demographics
25	Vermont	98.5	Female	Aging population, rural economy
26	Indiana	98.4	Female	Manufacturing decline, urban shift
27	Kentucky	98.2	Female	Higher male mortality, coal region decline
27	Michigan	98.2	Female	Auto industry decline, Detroit demographics
29	Illinois	97.7	Female	Chicago urban demographics
30	Virginia	97.6	Female	DC suburbs, professional workforce
31	Arkansas	97.5	Female	Higher male mortality, rural economy
32	Ohio	97.3	Female	Aging population, rust belt demographics
33	Maine	97.2	Female	Oldest median age in U.S., aging population
33	Missouri	97.2	Female	Aging, higher male mortality in rural areas
33	Pennsylvania	97.2	Female	Aging industrial state, Philadelphia demographics
36	New Jersey	96.9	Female	Urban, professional workforce
37	Florida	96.6	Female	Retirement migration (more female retirees)
38	Tennessee	96.4	Female	Nashville urban growth, higher male mortality
39	Connecticut	96.3	Female	Educated female workforce, Hartford

39	Rhode Island	96.3	Female	Urban, college towns, aging demographics
41	Louisiana	95.8	Female	High male incarceration rate, mortality
42	Massachusetts	95.6	Female	College towns, healthcare and education sector
42	North Carolina	95.6	Female	Urban growth, Research Triangle
44	New York	95.5	Female	NYC demographics, professional women workforce
45	Georgia	95.2	Female	Atlanta metro, higher male incarceration/mortality
46	Maryland	94.8	Female	DC suburbs, federal workforce, education sector
46	South Carolina	94.8	Female	Higher male mortality, urban female migration
48	Alabama	94.4	Female	High male mortality, incarceration rates
49	Mississippi	94.2	Female	Highest male mortality gap, rural poverty
50	Delaware	93.9	Female	Wilmington urban demographics, finance sector
—	**DC**	**90.6**	Most female	Government/nonprofit/professional workforce
US	**United States**	**101.0**	+1.0% male	National average — 1.76M more men than women

States with Most Men

States with Highest Male to Female Ratio — Why the West and North Lead

A clear geographic pattern emerges when mapping U.S. sex ratios by state: **Western and Northern states consistently show higher male ratios**, while Southeastern states and the Northeast show female majorities.

The top 10 states by male ratio are all in the West, Mountain, or Upper Midwest, Alaska, North Dakota, Wyoming, South Dakota, Montana, Utah, Colorado, Nevada, Washington, and Idaho. This pattern is not coincidental. These states share a common economic thread: **extractive and industrial industries** that have historically employed disproportionately more men.

Alaska's ratio of **110.6** is the most extreme in the nation, nearly 11 more men per 100 women. The state's North Slope oil fields, commercial fishing fleet, military installations (JBER, Fort Wainwright, Eielson), and construction sector all skew heavily male.

North Dakota's **105.1** reflects the Bakken Formation oil boom that brought tens of thousands of male workers to Williston and Dickinson. Wyoming's **104.5** reflects its mining, ranching, and energy economy. Utah's **102.7** is unusual, it reflects both a young LDS population with more children (more boys at birth) and a strong tech sector that attracts male workers.

Colorado's military presence (5 major bases) and outdoor economy both drive its **102.6** ratio. U.S. military and defense context is in our U.S. Armed Forces analysis.

States with Most Women

States with Lowest Male to Female Ratio — The South, Northeast, and DC

The District of Columbia's ratio of **90.6** is the most female-skewed jurisdiction in the nation, with nearly 10 fewer men per 100 women. DC's economy centers on federal government, nonprofits, universities, and professional services, all of which attract more women.

Among the 50 states, **Delaware (93.9), Mississippi (94.2), Alabama (94.4), South Carolina (94.8), Maryland (94.8), Georgia (95.2), New York (95.5), and Massachusetts (95.6)** all show strong female majorities. These states share different causes but converging outcomes: urban female workforce concentration, higher male mortality rates, higher male incarceration rates, and the absence of male-dominated extractive industries.

States with Lowest Male to Female Ratio — 2026 U.S. States with Lowest Male to Female Ratio 2026 — Most Female-Majority States (Males per 100 Females) Source: World Population Review · U.S. Census Bureau 2024 estimates

Southern states dominate the bottom of the ranking. Mississippi, Alabama, Louisiana, South Carolina, Georgia, and North Carolina all rank in the bottom 12 nationally.

The pattern reflects a convergence of factors unique to the South: **some of the widest male-female life expectancy gaps in the country**, high male incarceration rates that reduce the civilian male population, and urbanization that draws women to cities like Atlanta, Charlotte, and Nashville for education and careers while men in rural areas face declining economic opportunities.

The U.S. economic inequality context is in our U.S. millionaires analysis.

Ratio by Age Group

Male to Female Ratio by Age — Men Lead Until 60, Women Dominate After

The most dramatic story in U.S. gender demographics is not geographic, it is generational. **Men outnumber women in every age group from birth through approximately age 60.** The peak male dominance occurs in the 30-34 age group at **107.3 males per 100 females**. After age 60, the balance shifts permanently. By 65-69, women begin to outnumber men.

By 85-89, there are only **66 men per 100 women**. Among centenarians (100+), **women outnumber men 3 to 1**. This dramatic age-dependent reversal reflects the persistent gender gap in life expectancy, U.S. women live approximately 5-6 years longer than men on average.

Male to Female Ratio by Age Group — United States 2026 (Males per 100 Females) U.S. Sex Ratio by Age Group 2026 — Males per 100 Females at Each Life Stage 107.3Peak — Age 30-34 57.5Age 85+ (women dominate)

Source: StatisticsTimes US Sex Ratio 2026 · U.S. Census Bureau Vintage 2024 · The World Data

- **At birth — 104.7:** Approximately 104.7 boys are born for every 100 girls — a biological constant. More boys are born, which offsets higher male mortality later in life.
- **Ages 0-18 — 104.8:** The male advantage persists through childhood. Boys outnumber girls across all youth age groups.
- **Ages 25-34 — 106-107:** The peak male ratio years. Men are less likely to have married and left the workforce-entry phase. Immigration also skews male in working-age groups.
- **Ages 45-59 — 99-100:** The crossover zone. Male mortality from accidents, heart disease, and occupational hazards gradually erodes the male surplus. By 45-49, the ratio is approximately 99.
- **Ages 60-64 — 94.6:** Women begin to outnumber men. The crossover is complete. Heart disease, which kills men at higher rates in middle age, has accumulated its toll.
- **Ages 85+ — 57.5:** Women dramatically outnumber men. For every 100 women aged 85+, there are only 57.5 men. Women aged 85+ outnumber men 2 to 1. Among centenarians, 3 to 1.

Why Ratios Differ

Why Male to Female Ratios Differ So Much by State — Industry, Military, Age, and Incarceration

The 20-point spread between Alaska (110.6) and DC (90.6) is driven by four primary factors that operate differently across states. **Industry structure** is the most powerful driver: states with dominant oil, gas, mining, agriculture, military, and construction industries attract disproportionately more male workers, while states with education, healthcare, government, and professional services economies attract more women. This alone explains most of the East-West divide in U.S. sex ratios.

Military concentration creates measurable local effects. States with large active duty military populations, Alaska, Hawaii, Colorado, North Dakota (missile wings), Kansas (Fort Riley), Virginia (Norfolk), show higher male ratios. However, the effect is moderated in some cases by the large female civilian workforce near military bases. **Incarceration** reduces civilian male populations in states with high imprisonment rates.

States like Louisiana, Mississippi, Alabama, and Georgia have both high incarceration rates and low sex ratios, reducing the civilian male count relative to female. **Age structure** amplifies everything: states with older populations (Maine, Florida, Pennsylvania) have more female-skewed ratios because women live longer. The U.S. economic context behind these demographic patterns is in our U.S. GDP analysis.

Average Male to Female Ratio by U.S. Region — 2026 Average Sex Ratio by U.S. Census Region 2026 (Males per 100 Females) WestLeads — Highest Male Ratio

Source: World Population Review · U.S. Census Bureau 2024 · BusinessStats Regional Averages

Key Statistics

U.S. Male to Female Ratio — Key Statistics and Facts 2026

101.0U.S. National Sex Ratio 2026101.015 males per 100 females — a slight male majority. 175.40 million males vs 173.64 million females = 1.76 million more men. The U.S. has the 7th largest male surplus globally, and ranks 175th in female-to-male ratio worldwide. Source: StatisticsTimes US Demographics 2026. 110.6Alaska — Highest Male Ratio in the U.S.110.6 males per 100 females — the highest of all 50 states. Driven by oil and gas (North Slope), military installations (JBER, Fort Wainwright, Eielson AFB), commercial fishing, and construction. Source: World Population Review, U.S. Census Bureau 2024. 90.6DC — Lowest Male Ratio in the U.S.90.6 males per 100 females — nearly 10 more women per 100 men. Among the 50 states, Delaware (93.9) is lowest, followed by Mississippi (94.2) and Alabama (94.4). DC's female majority reflects its government, nonprofit, and professional services economy. Source: World Population Review,

U.S. Census Bureau 2024. 107.3Peak Male Ratio — Age 30-34The 30-34 age group has the highest male to female ratio of any age cohort in the U.S.: 107.3 males per 100 females. This reflects both the biological male advantage at birth and immigration patterns that bring more working-age men to the U.S. After age 60, women begin to outnumber men. Source: StatisticsTimes 2026. 15States with Male Majority (Ratio over 100)15 U.S. states have more men than women: Alaska, North Dakota, Wyoming, South Dakota, Montana, Utah, Colorado, Nevada, Washington, Idaho, Nebraska, Hawaii, Kansas, Iowa, Minnesota, Wisconsin (16 including Wisconsin at 100.3). All 35 remaining states plus DC have more women than men. Source: World Population Review 2026. 57.5Males per 100 Females — Age 85+Among Americans aged 85 and older, there are only 57.5 males for every 100 females — meaning women outnumber men nearly 2 to 1 in the oldest age group. Among centenarians (100+), women outnumber men 3 to 1. This reflects the 5-6 year female life expectancy advantage in the U.S. Source: StatisticsTimes 2026, U.S. Census Bureau. 89.8Unmarried Males per 100 Unmarried Females — U.S.The unmarried population shows a strikingly different ratio: only 89.8 unmarried men per 100 unmarried women nationally. However, at age 30-34, this flips: 120.8 unmarried men per 100 unmarried women — because men marry later (median age 30.1 vs 28.2 for women). Source: The Global Statistics, U.S. Census Bureau ACS 2019-2023. 104.7Boys Born per 100 Girls — U.S. Birth RatioAt birth, approximately 104.7 boys are born for every 100 girls — a biological constant observed worldwide. More boys are born than girls in every country. This male birth surplus is gradually eroded by higher male mortality from accidents, violence, heart disease, and occupational hazards across the lifespan. Source: CDC National Vital Statistics 2024, StatisticsTimes 2026.

FAQ

Frequently Asked Questions — Male to Female Ratio by U.S. State 2026

Alaska leads with 110.6 males per 100 females, the highest of any state. Driven by oil and gas (North Slope), military (JBER, Fort Wainwright), commercial fishing, and construction. Second: North Dakota (105.1, Bakken oil fields). Third: Wyoming (104.5, mining and ranching). Source: World Population Review, U.S. Census Bureau 2024.

The **District of Columbia (90.6)** has the lowest ratio. Among the 50 states: **Delaware (93.9)**, then Mississippi (94.2), Alabama (94.4), South Carolina (94.8) and Maryland (94.8). DC's female majority reflects its government, nonprofit, and professional services economy. Source: World Population Review 2026.

The U.S. national sex ratio is **101.015 males per 100 females** in 2026. Total: 175.40M males and 173.64M females, 1.76 million more men. The U.S. has the 7th largest male surplus globally. This is a reversal from most of the 20th century, when women outnumbered men. Source: StatisticsTimes US Demographics 2026.

The crossover occurs around **age 60-64**, where the ratio drops to approximately 94.6 males per 100 females. By 65-69, there are five fewer men per 100 women. By 85+, just 57.5 males per 100 females. Among centenarians, women outnumber men **3 to 1**. Men lead from birth (104.7) through their peak at age 30-34 (107.3). Source: StatisticsTimes 2026.

15-16 states have more men than women (ratio above 100): Alaska, North Dakota, Wyoming, South Dakota, Montana, Utah, Colorado, Nevada, Washington, Idaho, Nebraska, Hawaii, Kansas, Iowa, Minnesota, and Wisconsin (100.3). All remaining 34-35 states plus DC have more women than men. Source: World Population Review 2026.

Western states dominate the top of the male ratio ranking because their economies center on **male-dominated industries**: oil and gas (Alaska, North Dakota), mining (Wyoming, Montana), agriculture and ranching (South Dakota, Montana), military (Alaska, Hawaii, Colorado), and construction (Nevada). These industries attract and employ disproportionately more male workers, shifting the residential population balance. Source: World Population Review, U.S. Census Bureau.

Southern states like Alabama (94.4), Mississippi (94.2), Louisiana (95.8), and Georgia (95.2) have female majorities due to: **higher male mortality rates** (widest gender life expectancy gaps in the U.S.), **high male incarceration rates**, urbanization drawing women to cities for education and careers, and the absence of male-dominated extractive industries. Source: World Population Review, DataPandas.org, U.S. Census Bureau.

The U.S. unmarried population shows only **89.8 unmarried men per 100 unmarried women**, single women significantly outnumber single men. However, at age 30-34, the ratio flips to **120.8 unmarried men per 100 women**, because men marry later (median age 30.1) than women (28.2). Source: The Global Statistics, U.S. Census Bureau ACS 2019-2023.

Yes. **Incarceration reduces civilian male populations**, particularly in states with high imprisonment rates. States like Alabama, Mississippi, Louisiana, and Georgia have both high incarceration rates and low male to female ratios. Incarcerated individuals are predominantly male. Their removal from community population counts reduces the civilian male ratio, especially in urban areas where they originally lived. Source: U.S. Census Bureau, Prison Policy Initiative.

Women consistently outnumbered men in the U.S. for most of the 20th century. In 2026, the U.S. has **101.015 males per 100 females**, a male majority. The shift reflects: improved male life expectancy, reduced workplace deaths, immigration bringing more working-age men, and declining birth rates (which disproportionately reduce the youngest female cohorts). Source: StatisticsTimes 2026, The Global Statistics.

The **30-34 age group has the highest ratio at 107.3 males per 100 females** in 2026. This peak reflects the biological male birth surplus combined with immigration patterns that bring more working-age men. The male advantage persists through all age groups to approximately 59, then reverses. By 85+, only 57.5 men per 100 women. Source: StatisticsTimes US Sex Ratio 2026.

The U.S. ratio of **101.015 males per 100 females** places it 175th globally in female-to-male ratio. The U.S. has the 7th largest male surplus in absolute terms (1.76M). Countries with extreme male majorities include Qatar (267/100, male migrant workers), UAE, and Bahrain. Most Western European countries still show slight female majorities. Source: StatisticsTimes 2026.

The U.S. birth sex ratio is **104.7 boys per 100 girls**, a natural biological constant observed worldwide. This male birth surplus is necessary to maintain gender balance across the lifespan given higher male mortality. By the time these cohorts reach age 60, the male surplus has been eroded by differential mortality. Source: CDC National Vital Statistics 2024, StatisticsTimes 2026.

Sources

World Population Review, Male to Female Ratio by State 2026 · All 50 states + DC · U.S. Census Bureau 2024 vintage estimates · Alaska 110.6, DC 90.6, national 98.1

StatisticsTimes, U.S. Demographics 2026 · 175.40M males, 173.64M females · Ratio: 101.015 · 7th largest male surplus globally · 175th in female-to-male ratio

StatisticsTimes, United States Sex Ratio 2026 · Age-group breakdown · 30-34: 107.306 peak · 65-69: female majority begins · 90-99: 2:1 women · Centenarians: 3:1 women

The Global Statistics, Women to Men Ratio in America 2025 · 174.50M males, 172.78M females · Unmarried ratio: 89.8M/100F · Age 30-34 unmarried: 120.8M/100F

DataPandas, Male to Female Ratio by State 2026 · Urban/rural analysis · Southern state explanations · Incarceration and mortality factors · U.S. Census Bureau primary data

The World Data, Population by Gender in U.S. 2025 · Census Bureau Vintage 2024 · Age-specific sex ratios · Educational attainment by gender · Demographic trends analysis

State-level sex ratio data from World Population Review reflects U.S. Census Bureau 2024 vintage population estimates. The national ratio (101.015) from StatisticsTimes may differ slightly from World Population Review's state aggregate (98.1) due to different Census Bureau datasets used — one uses 2024 vintage projections, the other uses ACS 2019-2023 estimates. All figures represent sex as classified by U.S. Census Bureau methodology. Not a political or social opinion piece.

STATISTICS REPORT

U.S. real GDP growth 2026, by state

Updated May 12, 2026 · businesstats.com/percent-change-in-us-real-gross-domestic-product-gdp-by-state

+2.1% U.S. NATIONAL REAL GDP 2025	**+3.1%** HIGHEST — FL & SC (TIED)	**+0.3%** LOWEST — NORTH DAKOTA
51/51 ALL STATES + DC GREW	**2.8%** 2024 GROWTH (PRIOR YEAR)	**+2.9%** NEW YORK — #3 STATE

GDP Growth Chart — All States

Percent change in the real gross domestic product of the United States in 2026, by state

All 50 U.S. states and the District of Columbia recorded positive real GDP growth in 2025, according to the BEA's April 9, 2026 release. The range was from 3.1 percent in Florida and South Carolina to 0.3 percent in North Dakota, a spread of 2.8 percentage points. The national average of 2.1 percent was lower than the 2.8 percent recorded in 2024, reflecting the impact of the October-November 2025 federal government shutdown, which subtracted approximately 1.0 percentage point from Q4 2025 national growth. Private services-producing industries (up 2.7%) were the strongest national driver, while government grew less than 0.1 percent. For global GDP context, see our world GDP by country analysis.

U.S. Real GDP Growth by State — 2025 (Annual % Change) Percent change in real GDP of the United States by state — 2025 vs 2024 (%) U.S. Bureau of Economic Analysis (BEA) · "GDP Third Estimate, State GDP and State Personal Income, 4th Quarter and Year 2025" · Released April 9, 2026 · Confirmed + BusinessStats Research estimates · See methodology +3.1%Florida & SC — Highest

Source: U.S. Bureau of Economic Analysis (BEA) · Released April 9, 2026 · Annual real GDP percent change 2025 vs 2024 · Confirmed: FL, SC, NY, AK, UT, ND, MD, ME, WV, WY, DC — all others are BusinessStats Research estimates based on BEA regional averages and industry data

Full Data Table — All 50 States + DC

Real GDP Percent Change by State — Complete Data Table 2025

U.S. Real GDP Growth by State — 2025 Annual Percent Change (BEA Data, April 9, 2026)

RANK	STATE	BEA REGION	REAL GDP % CHANGE 2025	DATA TYPE	LEADING INDUSTRY 2025

Top Performing States

Florida and South Carolina Lead at +3.1% — Driven by Services, Manufacturing & Population Growth

Florida (+3.1%) — Consumer Spending and Services Lead the Sun Belt

Florida tied for the highest real GDP growth in the United States in 2025 at 3.1 percent. Florida's growth was driven by strong consumer spending, particularly in housing and real estate services, tourism, professional services, and retail trade. Florida has been among the fastest-growing state economies since 2020, driven by sustained in-migration from high-cost northern states, adding workers, consumers, and tax revenue at a pace few other states can match. Florida's nominal GDP in 2025 was approximately $1.75 trillion, making it the fourth-largest state economy behind California, Texas, and New York. Florida's growth outpaced the 2.8 percent national average of 2024 and is more than 10 times the growth of the slowest state (North Dakota, +0.3%). The broader national economic context is covered in our U.S. GDP analysis.

South Carolina (+3.1%) — Manufacturing Strength, Aerospace, and Auto Assembly

South Carolina also recorded 3.1 percent real GDP growth in 2025, the highest nationally alongside Florida. South Carolina's sustained growth reflects its transformation into a major manufacturing hub: Boeing (commercial aircraft), BMW (automotive), Volvo, Michelin, and a growing medical device sector all have significant South Carolina operations. South Carolina has appeared among the fastest-growing states consistently across multiple years, it also led all states in Q1 2025 real GDP growth (+1.7%) and Q4 2024. The state's relatively low cost of living, strong port infrastructure (Port of Charleston), and business-friendly regulatory environment continue to attract manufacturing investment relocating from higher-cost states.

New York (+2.9%), Alaska (+2.8%), Utah (+2.8%)

New York's 2.9 percent growth reflects the resilience of its finance, information, and professional services sectors, despite its large government employment base being partially exposed to the federal shutdown

impact. New York's nominal GDP of approximately $2.47 trillion makes it the third-largest state economy. Alaska at 2.8 percent benefited from energy sector activity and resource income. Utah at 2.8 percent continued its multi-year run as one of America's fastest-growing economies by population and GDP, driven by technology services, outdoor recreation, and professional services in the Salt Lake City metropolitan area. The broader wealth distribution context is in our U.S. millionaires analysis.

Slowest Growing States

North Dakota +0.3%, DC -8.3% in Q4 2025 — Government Shutdown's Uneven Impact

The six states and the District of Columbia that grew less than 1 percent in full-year 2025 each faced specific structural challenges. **North Dakota at 0.3 percent**, the lowest of any state, reflected slower agricultural and energy sector performance after very strong prior-year numbers. **The District of Columbia** was the most dramatically affected by the October-November 2025 government shutdown: it recorded an 8.3 percent annualized decline in Q4 2025 (the worst single-state quarter in the period), as federal civilian employment is the dominant driver of DC's economy, pulling its full-year figure under 1 percent despite positive growth in other quarters. **Maryland's sub-1 percent growth** reflects its significant federal contractor and government employment base. West Virginia, Maine, and Wyoming face structural challenges from slower legacy industry growth. The U.S. GDP context relative to global peers is in our world GDP growth rate analysis.

Key Insight — The Federal Shutdown's Hidden Impact on State GDP DC Lost 8.3% in Q4 2025 Alone — The Most Severe Single-Quarter State Decline of the Year

The October-November 2025 federal government shutdown, which lasted from October 1 through November 12, 2025, was the most significant single event shaping state GDP disparities in 2025. BEA estimates that the shutdown subtracted approximately 1.0 percentage point from national Q4 2025 real GDP growth (which came in at only 0.5 percent annualized as a result). But the impact was highly concentrated geographically. The District of Columbia, where federal civilian employment is the single largest GDP contributor, recorded an annualized decline of 8.3 percent in Q4 2025, the worst quarterly figure for any state or district in the year. Maryland and Virginia, with large federal contractor workforces in the Washington metro area, also experienced outsized negative impacts. Because furloughed employees received back pay when the shutdown ended, the shutdown had no impact on current-dollar personal income, but it dramatically reduced output as measured by GDP, creating a temporary but significant GDP

shortfall concentrated in government-heavy states. For comparison with other major economies, see our countries by GDP analysis.

Regional Breakdown

BEA Regions — Far West, Southeast, and Southwest Lead at 2.3%, Plains Slowest at 1.4%

BEA organizes the 50 states and DC into eight economic regions. In 2025, three regions tied for the fastest growth: the Far West (California, Washington, Oregon, Nevada, Alaska, Hawaii) at 2.3 percent, the Southeast (Florida, Georgia, the Carolinas, Virginia, the Gulf states) at 2.3 percent, and the Southwest (Texas, Arizona, New Mexico, Oklahoma) at 2.3 percent. The Plains region (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota) was the slowest-growing at 1.4 percent, pulled down by North Dakota's 0.3 percent and the slower agricultural sector performance across multiple Plains states. The Mideast (New York, Pennsylvania, New Jersey, Delaware, Maryland, DC), New England, Rocky Mountain, and Great Lakes regions all fell between these extremes. The global context of GDP comparisons is covered in our GDP per capita by country analysis.

BEA Regional Real GDP Growth — 2025 (Confirmed, BEA April 9, 2026)

BEA REGION	REAL GDP GROWTH 2025	KEY STATES	LEADING INDUSTRY	NOTES
Far West	+2.3%	CA, WA, OR, AK, NV, HI	Technology, finance, energy, tourism	Tied fastest growing · Alaska energy strong · CA tech services
Southeast	+2.3%	FL, SC, GA, NC, TN, VA, AL	Consumer spending, manufacturing, real estate	Tied fastest · FL +3.1% and SC +3.1% elevate region
Southwest	+2.3%	TX, AZ, NM, OK	Energy, technology, semiconductors	Tied fastest · TX energy + tech · AZ semiconductors
Rocky Mountain	+2.1%	CO, UT, ID, MT, WY	Tech (CO, UT), energy, recreation	UT +2.8% leads · WY under 1% weighs on region
New England	+2.0%	MA, CT, NH, RI, VT, ME	Finance, biotech, education, defense	MA strong · ME under 1% · overall stable
Mideast	+1.9%	NY, NJ, PA, DE, MD, DC	Finance, services, government	NY +2.9% leads · DC shutdown impact · MD under 1%

Great Lakes	+1.9%	IL, OH, MI, WI, IN	Manufacturing, auto, professional services	Stable industrial base · auto sector recovery
Plains	+1.4%	IA, KS, MN, MO, NE, ND, SD	Agriculture, energy, financial services	Slowest region · ND +0.3% lowest nationally · ag sector headwinds
U.S. National	+2.1%	All 50 states + DC	Consumer spending, investment	All states positive · government contributed less than 0.1%

Industry Drivers

What Drove State GDP Growth in 2025 — Services Lead, Government Lags

Nationally, real value added for **private services-producing industries increased 2.7 percent** in 2025, the fastest-growing broad sector. Private goods-producing industries increased 1.2 percent. Government increased less than 0.1 percent, reflecting both the federal shutdown and restrained state/local spending. At the state level, the leading contributors varied significantly by regional economic profile. States with large technology, finance, and professional services sectors (California, New York, Washington, Massachusetts) were lifted by private services. States with strong manufacturing bases (South Carolina, Michigan, Indiana) benefited from goods production growth. Energy-producing states (Texas, Oklahoma, North Dakota) had mixed results depending on commodity prices and production volumes. Agriculture-dependent states in the Plains faced slower growth due to crop price pressures. The global investment context driving U.S. growth is in our U.S. financial markets analysis.

- **Private services-producing industries (+2.7% nationally):** Information, finance and insurance, and professional, scientific, and technical services were leading contributors nationally and in nearly half the states. These industries powered growth in technology-heavy coastal and Sun Belt states.
- **Real estate and rental and leasing:** Increased in all 50 states and DC in Q1 2025 and was the leading contributor to growth in South Carolina in the difficult Q1 period. Persistent housing demand underpinned real estate GDP contributions nationwide throughout 2025.
- **Manufacturing (+1.2% goods-producing):** Durable-goods manufacturing increased in all 50 states in Q3 2025 and was the leading contributor in 13 states, including Arkansas and Connecticut. Auto production recovery benefited Michigan, Ohio, and Indiana.
- **Agriculture, forestry, fishing, and hunting:** Led GDP growth in Plains states during strong quarters (Q2, Q3) but was also the leading source of contraction in 39 states in Q1 2025. Agricultural sector volatility

was the primary driver of Plains region underperformance in 2025.

- **Government (less than +0.1% nationally):** The October-November 2025 federal shutdown reduced government GDP contribution to near zero for the full year, disproportionately affecting DC (-8.3% annualized in Q4), Maryland, and Virginia.
- **Energy sector:** Mining, quarrying, and oil and gas extraction was a leading contributor in North Dakota, Texas, New Mexico, and Wyoming in strong quarters, but commodity price fluctuations created volatility across oil-dependent states.

National Context

2025 National GDP: +2.1% — Slower Than 2024's +2.8%, All Positive First Time Since 2021

The 2025 full-year national real GDP growth of 2.1 percent was lower than the 2.8 percent growth recorded in 2024 but represented a notable achievement: **all 50 states and the District of Columbia grew in 2025 for the first time since 2021**. The broad-based nature of growth contrasts sharply with earlier periods, in Q1 2025, 39 of 50 states saw quarterly real GDP decline, and the national quarterly GDP was -0.5 percent annualized, due to tariff-front-running import surges and agricultural sector weakness. The recovery was strong in Q2 (+3.8% national) and especially Q3 (+4.4% national, the best quarter of 2025), with only a slowdown in Q4 due to the federal shutdown. The full-year result reflects average of a volatile quarterly pattern. The global comparison of economic performance is covered in our world GDP rankings.

U.S. Real GDP Quarterly Progression — 2025 (Annualized Rate, BEA Official)

QUARTER	NATIONAL REAL GDP GROWTH	STATES WITH GROWTH	HIGHEST STATE	LOWEST STATE	KEY DRIVER
Q1 2025 (Jan-Mar)	-0.5% (annualized)	11 of 51	South Carolina +1.7%	Iowa, Nebraska -6.1%	Import surge (tariff front-running), agriculture decline
Q2 2025 (Apr-Jun)	+3.8% (annualized)	48 of 51	North Dakota +7.3%	Arkansas -1.1%	Energy recovery, finance and insurance, manufacturing
Q3 2025 (Jul-Sep)	+4.4% (annualized)	51 of 51	Kansas +6.5%	North Dakota +0.4%	Consumer spending, information, finance, professional services

Q4 2025 (Oct-Dec)	+0.5% (annualized)	35 of 51	North Dakota +3.8%	DC -8.3%	Gov't shutdown impact, investment decline, exports down
Full Year 2025	+2.1% (annual)	51 of 51	FL, SC +3.1%	North Dakota +0.3%	Consumer spending, investment · government minimal

Key Statistics

U.S. Real GDP Growth by State — Key Statistics 2025-2026

+3.1%Highest — Florida & South Carolina (tied)Both states grew 3.1% in real terms in 2025 — the fastest of all 50 states and DC. Florida driven by consumer spending, real estate, tourism, and in-migration. South Carolina driven by manufacturing: Boeing, BMW, Volvo, Michelin, and medical devices. Both exceeded the 2.1% national average by 1.0 percentage point. +0.3%Lowest — North DakotaNorth Dakota recorded the slowest real GDP growth of any state in 2025 at 0.3 percent — positive, but barely. Its Plains region (1.4% average) was the slowest BEA region. Agriculture and energy sector moderation after strong prior years, along with its small state economy base, contributed to the below-average result. +2.1%National U.S. Real GDP — 2025U.S. real GDP grew 2.1% in 2025, lower than 2024's 2.8%. Growth primarily reflected consumer spending and investment increases, partly offset by government spending (nearly flat due to shutdown) and export decreases. Private services-producing industries: +2.7%. Goods-producing: +1.2%. Government: less than +0.1%. 51/51All States + DC Grew in 2025For the first time since 2021, all 50 states and the District of Columbia recorded positive annual real GDP growth in 2025. This broad-based expansion contrasted with the Q1 2025 contraction (39 states declined in that single quarter) and demonstrates full-year economic resilience across the entire United States. -8.3%DC — Q4 2025 Annualized (Worst Quarter)District of Columbia recorded an 8.3% annualized decline in Q4 2025 — the worst single state/district result of any quarter in 2025. Federal civilian employment was the leading contributor to the decline, directly caused by the October-November 2025 government shutdown. Despite this, DC still recorded positive full-year 2025 growth. 2.8ppRange — Highest vs Lowest StateThe spread between Florida/South Carolina (+3.1%) and North Dakota (+0.3%) was 2.8 percentage points. This is tighter than historical ranges in recessionary years (when some states contract sharply) but reflects the healthy but uneven nature of 2025 growth. BEA regions ranged from 1.4% (Plains) to 2.3% (Far West, Southeast, Southwest).

FAQ

Frequently Asked Questions — U.S. Real GDP Growth by State 2026

Florida and South Carolina tied for the highest real GDP growth in 2025, each recording a **3.1 percent increase**, the highest of any state. Florida's growth was driven by consumer spending, real estate, and tourism. South Carolina benefited from manufacturing expansion including Boeing, BMW, and Volvo facilities. Source: BEA, April 9, 2026.

U.S. real GDP grew **2.1 percent in 2025**, lower than the 2.8 percent growth in 2024. Growth was driven by consumer spending and investment. Government contributed less than 0.1 percent due to the October-November 2025 federal shutdown. Private services: +2.7%. Goods-producing industries: +1.2%. Source: BEA Third Estimate, April 9, 2026.

North Dakota recorded the lowest real GDP growth in 2025 at 0.3 percent, still positive but the smallest increase of any state. Other low-growth states included Maryland, Maine, West Virginia, Wyoming, and the District of Columbia, all under 1 percent. DC had the worst single quarter at -8.3% annualized in Q4 2025 due to the federal government shutdown.

Yes. **All 50 states and the District of Columbia recorded positive real GDP growth in 2025** for the first time since 2021. Growth ranged from 3.1 percent (Florida, South Carolina) to 0.3 percent (North Dakota). This broad-based growth was notable given the difficult Q1 2025 (39 states contracted in that quarter) and the Q4 2025 federal shutdown impact.

The October-November 2025 federal shutdown (Oct 1 - Nov 12) subtracted approximately **1.0 percentage point from national Q4 2025 GDP growth** (which came in at only 0.5% annualized). The District of Columbia was most affected, recording a -8.3% annualized Q4 decline. Maryland and Virginia also saw disproportionate impacts due to federal contractor employment. Furloughed employees received back pay, so personal income was unaffected, but output declined.

The annual 2025 real GDP by state data was released by the U.S. Bureau of Economic Analysis (BEA) on **April 9, 2026**, as part of the "GDP Third Estimate, Industries, Corporate Profits, State GDP, and State Personal Income, 4th Quarter and Year 2025" report. The next release covering Q1 2026 state GDP is scheduled for **June 25, 2026**. The national Q1 2026 advance estimate is scheduled for April 30, 2026.

Three BEA regions tied for fastest growth in 2025 at **2.3 percent**: the Far West (CA, WA, OR, AK, NV, HI), the Southeast (FL, SC, GA, NC, VA, TN, AL, MS, AR, LA, WV, KY), and the Southwest (TX, AZ, NM, OK). The Plains region was slowest at 1.4 percent, pulled down by North Dakota (+0.3%) and slower agricultural performance.

The U.S. recorded **2.1 percent real GDP growth in 2025**, which is above the IMF's estimated advanced economy average of approximately 1.5-1.8 percent for 2025 but below the global average of approximately 3.2 percent (which includes faster-growing emerging markets). The U.S. outperformed most major European economies (Germany, France, UK each grew at 1-1.5%) but trailed India (~6-7%) and China (~4-5%). Full global context in our world GDP analysis.

California's exact 2025 annual real GDP growth rate was not individually named in BEA's April 9, 2026 press release. Based on California's membership in the Far West region (which averaged +2.3% growth) and its industry profile (technology services, finance, professional services, all nationally leading sectors), BusinessStats Research estimates California's 2025 real GDP growth at approximately 2.3-2.5 percent. California's 2025 nominal GDP was approximately $4.25 trillion, the largest of any state, representing approximately 14% of the national total.

Texas's exact 2025 annual real GDP growth rate was not individually named in BEA's April 9, 2026 press release. Texas is part of the Southwest region (which averaged +2.3%). Given Texas's mixed energy performance in 2025 and strong technology/professional services sector in Dallas and Austin, BusinessStats Research estimates Texas's 2025 real GDP growth at approximately 2.3-2.5 percent. Texas's 2025 nominal GDP was approximately $2.90 trillion, the second-largest state economy behind California.

Q1 2026 GDP by state (January-March 2026) is scheduled for release on **June 25, 2026** by BEA. Starting April 9, 2026, BEA began releasing national and state estimates together at the same time, a significant improvement in data availability. The national Q1 2026 advance GDP estimate is scheduled for April 30, 2026, which will give the first indication of Q1 national performance before state-level detail is available.

Data Sources & References

Primary: U.S. Bureau of Economic Analysis (BEA), "GDP Third Estimate, Industries, Corporate Profits, State GDP, and State Personal Income, 4th Quarter and Year 2025," April 9, 2026. Annual 2025 real GDP by state: FL +3.1%, SC +3.1%, NY +2.9%, AK +2.8%, UT +2.8%, ND +0.3%, national +2.1%. BEA regional data: Far West +2.3%, Southeast +2.3%, Southwest +2.3%, Plains +1.4%.

Supporting: Eye On Housing (NAHB Economics), April 13, 2026, "2025 Regional and State-Level GDP Data", confirmation of all-states positive growth, regional breakdown, state-level commentary.

Quarterly context: BEA Q3 2025 State GDP Release (January 23, 2026), National +4.4%, Kansas +6.5% (highest), ND +0.4% (lowest). All states positive in Q3 2025.

Q1 2025 state context: BEA Q1 2025 State GDP Release (June 27, 2025), 39 states contracted in Q1 2025. SC highest +1.7%. Iowa and Nebraska lowest at -6.1%.

Data transparency: The BEA April 9, 2026 press release explicitly names the following state annual 2025 real GDP growth rates: Florida +3.1%, South Carolina +3.1% (highest tied), New York +2.9%, Alaska +2.8%, Utah +2.8%, North Dakota +0.3% (lowest), and the group of states under 1 percent (Maryland, Maine, West Virginia, Wyoming, DC). For the remaining states not individually named in the press release, BusinessStats Research estimates are used based on: (1) BEA's eight regional averages from the same April 9 release, (2) industry contribution data from quarterly releases, and (3) the confirmed constraint that all 51 states/DC grew in 2025. Estimated values are labeled throughout as "Est." These estimates will be superseded when BEA publishes the full state-by-state table in its interactive data application. Not investment advice.

STATISTICS REPORT

Immigrants Obtaining a Green Card in the U.S. by State — FY 2024–2026 Statistics

Updated Mar 15, 2026 · businesstats.com/green-card-recipients-by-state-us

~950K EST. FY2025	~16% CALIFORNIA	13% FLORIDA
11% NEW YORK	66% FAMILY-BASED	12.8M LPR POP.

Executive Summary

Where Do Green Cards Go? The Four-State Concentration That Defines US Legal Immigration

Every year, the United States grants lawful permanent resident (LPR) status — popularly known as a "green card" — to approximately 1 million immigrants. But the geographic distribution of these green cards is anything but uniform. US immigration is profoundly concentrated: just **four states — California, Florida, New York, and Texas** — absorb more than half of every single green card issued nationally, year after year, reflecting the gravitational pull of existing immigrant communities, major employment centres, and gateway international airports that have shaped American immigration geography for more than a century.

In **Fiscal Year 2024** (October 2023 – September 2024), approximately **1.15 million immigrants** obtained green cards in the United States, a modest decline of 1.7% from the FY2023 total of 1.17 million — itself the highest annual figure in a decade. **FY2025** has seen a much sharper reversal: USCIS completed **21% fewer cases** in Q3 FY2025 versus the same quarter the prior year, immigrant visa issuances fell **20%** in May 2025 versus May 2024, and the total FY2025 green card figure is estimated at approximately **900,000–950,000** — the lowest since FY2019. The net backlog of pending USCIS cases hit a **record 5.4 million** in Q3 FY2025, and average processing times rose **13% across all form types** in FY2025. Projections for **FY2026** suggest further contraction to approximately **800,000–880,000** under the current enforcement environment. **California** led all states as the top destination for new LPRs, receiving approximately **175,000–182,000 green cards**, representing roughly 15–16% of the national total. **Florida**

ranked second with approximately 145,000–152,000 (about 13%), driven by its Cuban, Haitian, Venezuelan, and Caribbean immigrant communities. **New York** and **Texas** each accounted for approximately 11%, with the New York metro's Dominican, Chinese, Mexican, and Indian communities driving demand, and Texas's large Mexican-origin population and growing refugee resettlement programmes shaping its profile.

California, Florida, New York, and Texas collectively receive over 50% of all green cards issued in the United States each year. The concentration reflects decades of immigration history, established ethnic communities, employment opportunity, and gateway infrastructure. Source: DHS Office of Homeland Security Statistics, FY2023–FY2024.

The state-by-state distribution of green cards is more than a demographic curiosity — it has profound implications for labour markets, housing markets, public services, political representation, and the cultural fabric of American cities. The **type** of green card received also varies dramatically by state: California's technology sector drives a disproportionate share of employment-based EB-1 and EB-2 visa grants; Florida's Caribbean-origin population drives family-based immediate relative admissions; Texas's refugee resettlement infrastructure makes it the leading state for humanitarian LPR adjustments; and New Jersey's pharmaceutical and financial services sectors generate substantial EB-2 and EB-3 employment-based demand. Understanding this geography — which states win, which categories dominate, and why — is the central focus of this report. This data also closely intersects with broader immigration trends we cover in our comprehensive report on immigration in the United States — statistics & facts 2026.

Annual Green Card Trend

Total US Green Cards Issued Annually — FY 2015 to FY 2024

ANNUAL LPR ADMISSIONS · FY2015–FY2024 Total Lawful Permanent Residents (Green Cards) Issued — United States Thousands of persons · All categories · DHS Office of Homeland Security Statistics
1,150KFY2024 Total DHS Published Data

FY2024 vs FY2020 (COVID low): +57% Sources: DHS Yearbook of Immigration Statistics FY2023 · USCIS FY2024 Annual Data · DHS OHSS Table 1

Top States Ranking

Top 10 States by Green Card Recipients — FY 2023/2024

The ranking of states by green card recipients has remained remarkably stable over time, reflecting the path-dependent nature of immigration geography. Immigrants follow established networks — family

members, community organisations, ethnic businesses, and religious institutions — that are anchored in specific cities and states. This "network effect" means that Mexican immigrants continue flowing to California, Texas, and Illinois; Dominican immigrants to New York; Cuban and Haitian immigrants to Florida; and Indian technology workers to California and New Jersey, in patterns that reinforce themselves across generations. **California** has been the #1 state for new LPRs every single year since 1988, and its lead — while narrowing slightly as Florida has grown — remains substantial.

Florida's rise to second place is one of the most significant shifts in US immigration geography over the past two decades. In 2000, California received approximately 217,000 green cards vs Florida's 102,000 — a 2:1 gap. By FY2023, Florida had closed to within 20% of California's total, driven by extraordinary growth in Cuban, Venezuelan, Colombian, Haitian, and Nicaraguan immigration. Miami has become the second-largest immigration gateway city in the United States, processing more Cuban, Haitian, and Caribbean applications than any other USCIS field office. Florida's position is further reinforced by its status as the top state for new naturalisations — 70% of citizens naturalized in FY2024 resided in 10 states, led by California, Florida, New York, and Texas in that order.

TOP 10 STATES · FY2023 (LATEST COMPLETE DHS DATA) Green Card Recipients by State — Top 10 States of Residence Estimated number of LPRs · FY2023 DHS Yearbook + USCIS FY2024 Sources: DHS Yearbook of Immigration Statistics FY2023 Table 4 · OHSS State Immigration Data

Full State Data Table

Green Card Recipients by US State — FY2023 Full Data (Click headers to sort)

STATE	LPRS (EST.)	% OF US TOTAL	FAMILY-BASED %	EMPLOYMENT-BASED %	HUMANITARIAN %	TOP NATIONALITY
California	~182,000	15.5%	56%	28%	10%	Mexico
Florida	~152,000	13.0%	76%	9%	11%	Cuba
New York	~130,000	11.1%	70%	16%	10%	Dominican Rep.
Texas	~128,000	10.9%	60%	14%	22%	Mexico
New Jersey	~65,000	5.5%	60%	27%	9%	India
Illinois	~45,000	3.8%	63%	18%	14%	Mexico
Massachusetts	~38,000	3.2%	55%	26%	14%	Brazil

Washington	~33,000	2.8%	52%	29%	14%	India
Virginia	~30,000	2.6%	48%	30%	17%	El Salvador
Pennsylvania	~26,000	2.2%	60%	20%	15%	India
Georgia	~24,000	2.0%	62%	17%	17%	Mexico
Maryland	~22,000	1.9%	55%	21%	19%	El Salvador
Michigan	~14,000	1.2%	57%	22%	16%	India
Arizona	~13,000	1.1%	68%	13%	14%	Mexico
Nevada	~12,000	1.0%	65%	16%	14%	Mexico
All Others	~184,000	15.7%	~60%	~18%	~17%	Varies

Admission Types by State

Green Card Types Vary Dramatically by State: Family, Employment & Humanitarian

One of the most important but underappreciated aspects of the state-level green card data is how dramatically the type of admission varies by geography. Nationally, **66% of green cards are family-based** — but this masks enormous state-level variation. **Florida** leads all major states in family-based concentration, with approximately **76% of its green cards** going to family-sponsored immigrants, driven by the unique structure of Cuban, Haitian, Venezuelan, Dominican, and Colombian migration chains that place extraordinary weight on family reunification petitions. The Cuban Adjustment Act of 1966 — which allows Cuban nationals who have been present in the US for at least one year to apply for permanent residency regardless of how they entered — provides a legal pathway that is counted within the broader LPR category and heavily concentrates Cuban LPR grants in Florida.

California and New Jersey stand out for their disproportionately high employment-based shares — approximately 28% and 27% respectively, versus 13% nationally. This reflects the concentration of technology companies (Apple, Google, Meta, Nvidia, Salesforce in California; Johnson & Johnson, Merck, Prudential, Goldman Sachs in New Jersey) that sponsor large numbers of H-1B workers who subsequently adjust to permanent residence through EB-1, EB-2, and EB-3 categories. **Washington State** (Seattle's Amazon, Microsoft, Boeing) and **Virginia** (DC metro's defence contractors, federal agencies, and IT

services firms) similarly show employment-based concentrations of approximately 29–30%. **Texas** is distinctive for having the nation's highest proportion of **humanitarian LPRs** — approximately 22% of its new green card recipients each year — reflecting its role as the primary destination for Afghan special immigrant visa holders and the resettlement of Central American, Congolese, and Burmese refugee populations. The relationship between economic strength, immigration, and investment flows is analysed in detail in our report on global capital allocation and immigration-driven growth sectors.

Admission Category Breakdown — Top 6 States

FAMILY vs EMPLOYMENT vs HUMANITARIAN · BY STATE Employment-Based Green Card Share — Top States (% of state total) Higher % = more employment-based LPRs relative to state total · FY2023 Source: DHS Yearbook FY2023 — Type of Admission by State · USCIS Adjustment of Status Data

National Admission Category Breakdown

Green Cards by Admission Category — FY2024 National Total

LPR ADMISSION CATEGORIES · FY2024 1.15 Million Green Cards by Admission Class — FY2024 All admission categories · National total · USCIS FY2024 data

Source: USCIS I-485 Quarterly Reports FY2024 · DHS OHSS Yearbook FY2023

Top Nationalities by State

Dominant Nationalities: Mexico Leads 6 of the Top 10 States

The nationality composition of green card recipients varies sharply by state, reflecting decades of migration chain formation and the geography of immigrant community settlement. **Mexico** is the single largest source country nationally, and Mexican-born immigrants are the largest group receiving green cards in **six of the top ten states**: California, Texas, Illinois, Arizona, Nevada, and Georgia. This dominance reflects both the sheer scale of the Mexican-born population in the US (~10.7 million) and the depth of family petition queues built up over decades of sustained migration. The Dominican Republic is the largest source for New York, Cuba for Florida, India for New Jersey, Washington, Pennsylvania, and Michigan — and El Salvador for Virginia and Maryland.

The **country composition of family-based green cards** in FY2024 was topped by Mexico (161,705), the Dominican Republic (45,270), the Philippines (40,678), Cuba (33,539), India (29,725), Vietnam (27,193), China (26,487), El Salvador (24,701), Haiti (20,160), and Jamaica (17,985). These figures reflect both the

size of petitioner communities already in the US and the historical migration channels that feed sustained family reunification demand. For Vietnam and Haiti in particular, the data shows growing shares — a trend reflecting both improving consular processing capacity and the maturation of Vietnamese and Haitian diaspora communities into their peak petition-filing years.

161,705Mexico — Family-Based LPRs FY2024 45,270Dominican Republic FY2024 40,678Philippines FY2024 33,539Cuba FY2024 29,725India FY2024 27,193Vietnam FY2024 State Spotlight Florida: The Nation's Most Family-Dependent Green Card State — 76% Family-Based

Florida stands apart from every other large state in the striking dominance of family-based immigration. Approximately **76% of Florida's green card recipients** are family-sponsored, compared to 66% nationally. The Cuban Adjustment Act, combined with Florida's role as the primary destination for Cuban, Venezuelan, Haitian, Dominican, Colombian, and Nicaraguan immigrants, creates a self-reinforcing cycle: each generation of new LPRs eventually becomes a petitioner for the next. Miami's USCIS field office processes more family-based applications than almost any other in the country. Florida also leads the nation in naturalisations, with **Miami ranking as the #1 city for new US citizens** in FY2024 — further expanding the pool of US citizens eligible to petition for family members.

Top Metro Areas

Top Metro Areas: New York & LA Account for 20% of All US Green Cards

Green card recipients are concentrated not just by state but by metropolitan area to an even greater degree. The **top 10 metro areas** account for approximately **50% of all US green cards** issued annually — meaning half of America's entire annual LPR inflow goes to just ten urban clusters. The **New York–Newark–Jersey City** metropolitan area (spanning New York, New Jersey, and parts of Pennsylvania) is the single largest metro for green card recipients, accounting for approximately **14% of the US total** — an astonishing concentration given that the New York metro contains approximately 6% of the US population. The New York metro's dominance reflects the extraordinary depth of its Dominican, Chinese, Mexican, Indian, Jamaican, Trinidadian, Bangladeshi, and Korean immigrant communities, all of which maintain dense family petition queues.

The **Los Angeles–Long Beach–Anaheim** metro ranks second, accounting for approximately **6.2% of all US green cards**, driven by its vast Mexican-origin community, substantial Chinese and Korean populations, Filipino nursing and healthcare workers, and a tech sector increasingly competing with San Francisco for H-1B workers who subsequently adjust status. **Miami–Fort Lauderdale–Pompano Beach** ranks third at

approximately 6.9%, reflecting the extraordinary concentration of Cuban, Colombian, Venezuelan, Dominican, Haitian, and Nicaraguan immigration. The Washington DC–Arlington–Alexandria metro (4th) and Houston–The Woodlands–Sugar Land (5th) round out the top five.

Top Metro Areas — Green Card Recipients (% of US Total)

TOP METRO AREAS · FY2023 Core Based Statistical Areas — Top 8 by Green Card Recipients Share of total US annual LPRs · DHS CBSA data FY2023 Source: DHS OHSS FY2023 Yearbook Table 5 — LPRs by Core Based Statistical Area

Approval & Denial Rates FY2024

FY2024 Green Card Approval Rates: 91% Employment-Based, 87% Family-Based

Understanding approval and denial rates is essential context for interpreting state-level green card volumes. **FY2025 has seen a notable shift downward** in approval rates compared to FY2024. **Employment-based I-140 petitions** showed an approval rate of **85.8%** in the first half of FY2025 (Jan–Jun 2025), down from 89% in the equivalent FY2024 period. In FY2024 as a whole, **employment-based I-485** applications had a **91% approval rate**, with 119,028 approvals out of 132,513 completed adjudications, and 13,485 denials (9%). Denial causes for employment-based applications include inadmissibility findings (prior immigration violations, criminal records), failure to maintain lawful nonimmigrant status between H-1B and adjustment filing, insufficient supporting documentation, and issues with job classification or labour certification. **Family-based applications** had a similarly high approval rate of approximately **87%** in FY2024, with 412,475 approvals out of 459,971 total adjudications and 47,496 denials. Family-based denials commonly involve income eligibility failures by sponsors (petitioner income below the poverty guideline threshold), relationship verification problems, and inconsistencies in supporting documents.

91%Employment-Based Approval Rate FY2024 87%Family-Based Approval Rate FY2024 13,485Employment-Based Denials FY2024 47,496Family-Based Denials FY2024 500K+Family Cases Pending Each Quarter 7%Applicants with Legal Rep (N-400)

Processing Times

Processing Times FY2024: Family Green Cards Improved to 7.7 Months by Q4

One of the most watched metrics for prospective green card applicants and immigration attorneys is **processing time**. In FY2025, the trend **reversed sharply**: average processing times increased by **13% across all USCIS form types**, and the I-90 (green card renewal) processing time surged by a staggering **486%** during the fiscal year, per USCIS historic processing time data. The family-based I-485 backlog stood at **543,000+ pending cases** at end of FY2025, while the employment-based I-485 inventory remained at **172,000+**. Looking back, in FY2024, **family-based processing had improved steadily** throughout the year: average processing time was 10.1 months in Q2 FY2024, 8.8 months in Q3, and **7.7 months in Q4 (July–September 2024)** — the best quarterly figure since before the pandemic. This improvement reflects USCIS's deployment of additional staff, technology upgrades, and policy changes that expedited adjudication of simpler cases (primarily immediate relative petitions where bona fides are straightforward).

Employment-based processing told a more volatile story in FY2024. The annual average was 13.2 months, but this masked substantial quarterly variation — from a low of 10.7 months in January 2024 to a high of 25.3 months in September 2024. The September spike reflects the end-of-fiscal-year rush in which thousands of applications filed at the start of the fiscal year were adjudicated simultaneously, and some USCIS service centres faced significant backlogs of complex EB-2 National Interest Waiver and EB-1A extraordinary ability petitions. Importantly, these figures cover the adjustment of status pathway only — the separate wait for a visa number to become available (the "priority date" system) can add years or decades for nationals of India, China, Mexico, and the Philippines due to per-country caps, making the effective wait for permanent residence far longer than the I-485 processing time alone suggests. The economic implications of these multi-decade backlogs — in terms of talent retention and US competitiveness — are explored in our analysis of US economic conditions and labour market pressures.

I-485 Average Processing Time — Family-Based (Months, FY2023–FY2025)

PROCESSING TIME TREND · FAMILY-BASED I-485 Average I-485 Processing Time — Family-Based Green Cards (Months) Quarterly average months from filing to decision · USCIS data Source: USCIS Quarterly I-485 Processing Time Reports FY2023–FY2024

Resident LPR Population

12.8 Million LPRs Living in the US — Over Half in Just Four States

Beyond the flow of new green cards each year, the **stock of lawful permanent residents** living in the United States provides crucial context for understanding state-level immigration dynamics. As of January 1, 2024, there were 12.8 million LPRs living in the United States, with over half residing in just four states: California, New York, Texas, and Florida. This represents a modest increase of 70,000 (0.6%) from the revised 2023 estimate of 12.73 million — a reversal of the decline observed from 2019 to 2023, which had been driven by pandemic-era disruption to new arrivals combined with continued naturalisations removing people from the LPR pool.

A plurality of the 12.8 million LPRs were born in Mexico, accounting for about a quarter of the total. As of January 2024, 8.7 million of those LPRs met the naturalization age and length of residency requirements — meaning they were potentially eligible to become US citizens, yet had not yet naturalised. California contains approximately a quarter of this eligible-to-naturalise population, followed by New York, Texas, and Florida. The gap between LPR population and naturalisation uptake is particularly large for Mexican-born LPRs, who naturalise at a rate of approximately 36% of those eligible — well below the 67% average for all foreign-born LPRs. Language barriers, cost ($760 filing fee), and dual-citizenship restrictions under Mexican law (Mexico does allow dual citizenship, but the paperwork process deters some applicants) all contribute to this gap. The implications of this large eligible-but-unnaturalised population — which represents approximately 8.9 million potential new voters — are significant for US electoral politics, particularly in California, Texas, Florida, and New York.

FY2025 & 2026 Outlook

FY2025 & 2026 Green Card Outlook: Record Backlogs, Falling Approvals, Rising Processing Times

The data through FY2025 Q3 (April–June 2025) paints a markedly different picture from the FY2023–FY2024 period. **USCIS approved 21% fewer cases** in Q3 FY2025 compared to the same quarter the prior year, and total completions — across all form types — fell **16% year-over-year** in Q3, continuing a trend seen in Q2 (down 18% YoY). The family-based I-485 adjustment approval rate **fell to 84.4%** in Q2 FY2025, down from 87% for full-year FY2024. Employment-based I-140 petitions showed an approval rate of **85.8%** in H1 FY2025, down from 89% in the equivalent FY2024 period. Across all forms, processing times rose an average of **13%** in FY2025; the I-90 (green card renewal) application saw a **486% increase** in median processing time during the fiscal year.

The **USCIS backlog reached record levels** in FY2025. By end of Q2, the agency had **11.3 million total pending cases** across all form types. Of those, **5.4 million** were considered the "net backlog" — cases exceeding USCIS processing time goals. Family-based I-485 pending cases stood at **543,000+** at end of FY2025, while employment-based I-485 cases numbered **172,000+**. The EB pending inventory for all categories (including those awaiting visa number availability) remains at approximately **785,000 approved petitions** stuck in queue. On the consular side, **US consulates issued 20% fewer immigrant visas** in May 2025 versus May 2024, and **16% fewer nonimmigrant visas** — reflecting new vetting procedures including mandatory social media reviews, duplicative interview requirements, and resource constraints at overseas posts. Petition-based visa wait times at consulates rose an average of **137%** between January and November 2025.

FY2026 Projection Estimated 800,000–880,000 Green Cards in FY2026 — Lowest in 15 Years if Confirmed

Based on the FY2025 Q3 USCIS data, Niskanen Center January 2026 status update, and DOS consular processing trends, BusinessStats projects total US green card issuances of approximately **800,000–880,000 in FY2026** — potentially the lowest annual total since FY2012. Key drivers: continued USCIS staffing pressures (the agency reduced headcount under Fiscal Year 2025 budget constraints), the September 19, 2025 Presidential Proclamation imposing a **$100,000 fee on applicable H-1B visas** (expected to reduce H-1B-to-LPR pipelines), rising consular wait times (up 95–188% across visa categories), and a structural reduction in humanitarian LPRs as refugee admissions fell to ~38,000 in FY2025. The **state-level distribution** is expected to remain broadly stable, with California, Florida, New York, and Texas continuing to absorb 50–52% of total annual LPRs.

21%Fewer USCIS Approvals Q3 FY2025 vs Q3 FY2024 84.4%Family I-485 Approval Rate Q2 FY2025 5.4MUSCIS Net Backlog Q3 FY2025 (Record) 486%I-90 Processing Time Increase FY2025 −20%Immigrant Visas Issued May 2025 vs May 2024 137%Avg Consular Petition Wait Time Increase 2025

Annual Green Cards FY2015–FY2026* — Including FY2025 Estimate & FY2026 Projection

ANNUAL LPR ADMISSIONS · FY2015–FY2026* Total Green Cards Issued — FY2025 Estimate & FY2026 Projection Thousands · *FY2025 est. · **FY2026 proj. · DHS, USCIS, Niskanen Center ~840KFY2026 Projection DHS Published FY2025 Estimate FY2026 Projection

FY2024→FY2026*: −27% FY2025 estimate based on USCIS Q3 FY2025 data · Niskanen Center Jan 2026 · FY2026 projection: BusinessStats Research Desk

Frequently Asked Questions

Green Cards by State: Frequently Asked Questions

California consistently receives the most green cards of any US state — approximately

175,000–182,000 per year

(15–16% of the national total). It has ranked #1 every year since 1988. Florida ranks second (~152,000, 13%), followed by New York (~130,000, 11%) and Texas (~128,000, 11%). Together these four states receive over 50% of all US green cards annually.

Approximately

1.15 million green cards

were issued in FY2024 (October 2023 – September 2024), a slight decline of ~1.7% from FY2023's 1.17 million (the highest in a decade). Of these, 66% were family-based, 13% employment-based, 12% humanitarian, and 5% Diversity Visa. USCIS received 473,464 family-based I-485 applications and 129,814 employment-based applications in FY2024.

California typically receives approximately

15–17% of all US green cards

annually — the highest of any state. Its large existing immigrant population (10.5 million foreign-born), major employment sectors (tech, agriculture, healthcare), and gateway airports drive sustained high demand. Los Angeles–Long Beach–Anaheim alone accounts for ~6% of all US green card recipients.

Florida's high green card volume (13% of national total) is driven by its

large Caribbean and Latin American immigrant communities

— particularly Cuban, Haitian, Venezuelan, Dominican, Colombian, and Nicaraguan populations. The Cuban Adjustment Act provides a unique LPR pathway for Cuban nationals, heavily concentrated in South Florida. Miami processes more family-based immigration applications than almost any other US city, and Florida leads the nation in annual naturalisations.

In FY2024,

family-based I-485 processing averaged 9 months

for the full year, improving from 10.1 months in Q2 to

7.7 months by Q4 2024

.

Employment-based processing averaged 13.2 months

, with wide variation (10.7–25.3 months by quarter). These are adjustment-of-status processing times only — nationals of India, China, Mexico, and the Philippines may wait decades for a visa number to become available due to per-country backlogs.

As of January 1, 2024,

12.8 million lawful permanent residents

live in the United States, per DHS OHSS estimates. Over half live in California, New York, Texas, and Florida. Approximately 8.7 million (68%) meet the age and residency requirements for naturalisation but have not yet applied. Mexico accounts for approximately 25% of the total LPR population.

Sources & References

Data Sources, References & Related Reports

Data Sources — Green Card Recipients by State FY2024 Primary

DHS Office of Homeland Security Statistics — Yearbook of Immigration Statistics FY2023

— Table 4: Persons Obtaining LPR Status by State of Residence FY2014–2023. The definitive federal source for all state-level green card data.

ohss.dhs.gov/yearbook/2023

Primary

USCIS — Immigration and Citizenship Data FY2024

— Quarterly I-485 adjustment of status data covering family-based and employment-based applications, approvals, denials, and processing times.

uscis.gov/immigration-citizenship-data

Primary

DHS OHSS — Estimates of the Lawful Permanent Resident Population 2024

— Population stock estimates for LPRs and eligible-to-naturalise sub-population by state. November 2024.

ohss.dhs.gov/lpr-population-estimates

Govt USCIS Naturalization Statistics FY2024 · DHS LPR Annual Flow Report FY2023 (Ward, September 2024) · DHS Supplemental Table 1 — LPR by State and Country of Birth FY2023 · USCIS CBSA-Level Data FY2023 (Table 5) Additional Niskanen Center — Legal Immigration in Numbers: January 2026 Status Update (Jan 14, 2026) · Boundless — USCIS Q2 FY2025 Data Analysis (Sep 2025) · Docketwise — Green Card Statistics 2025 (Jul 15, 2025) · Beyond Border — I-485 Processing Time USCIS Data (Dec 2025) · Statista — Green Card Recipients by State FY2024 Related BusinessStats Reports

Immigration in the US — Statistics & Facts 2026

US Monthly Inflation Rate — Statistics & Facts

BlackRock — Statistics & Facts 2026

Gold as an Investment — Statistics & Facts

Last verified: March 2026 · External links open in a new tab · FY2025 est. based on USCIS Q3 data · FY2026 = projection

STATISTICS REPORT

Snapchat user data requests by U.S. federal authorities H2 2014–H1 2026

Updated May 18, 2026 · businesstats.com/snapchat-us-government-user-data-requests

~20K US GOVERNMENT REQUESTS TO SNAPCHAT — H1 2026	**~385** US REQUESTS TO SNAPCHAT — H2 2014 (FIRST REPORT)	**~50×** GROWTH IN US REQUESTS H2 2014 TO H1 2026
~75% US COMPLIANCE RATE — SOME DATA PRODUCED	**48%** SHARE OF US REQUESTS VIA SUBPOENA	**~29K** US USER ACCOUNTS AFFECTED — H1 2026

Overview

Number of user data requests made to Snapchat from U.S. federal agencies and courts from 2nd half of 2014 to 1st half of 2026

Snapchat's trajectory of US government data requests — from approximately 375–400 in H2 2014 to approximately 19,000–21,000 in H1 2026 — mirrors the platform's own transformation from a niche photo-messaging app to a major social communications platform with approximately 450 million daily active users globally. The Snap Transparency Report, first published for H2 2014, coincided with growing law enforcement interest in a platform that had rapidly become central to youth communication — and that was frequently cited in criminal investigations involving juveniles, drug distribution networks, and online harassment. The platform's ephemeral design, which deletes Snaps after viewing and Stories after 24 hours, created early concern that it was being used to conceal criminal communications, driving law enforcement demand for data preservation orders and emergency disclosures even before a request could be formally submitted. The social media landscape these requests exist within is in our social media statistics and facts analysis.

Unlike Facebook's data request history — which began from a position of already having received thousands of requests and continues at very high volume — Snapchat started from near zero. In H2 2014, Snap received approximately 385 US requests across the entire six-month period, approximately one per day. By H1 2026, the volume has grown to approximately 110 requests per day. This growth reflects three

converging dynamics: Snap's user base growth (from approximately 100 million users in 2014 to approximately 450 million DAU in 2026), the increasing sophistication of US law enforcement's understanding of Snapchat as an evidential platform, and the platform's own evolution from ephemeral photo sharing to a more comprehensive communications platform including persistent messaging (Snap Chat), Stories, Snap Map, and Spotlight. The broader Facebook US data request context is in our US Facebook federal agency data requests analysis.

Full Trend H2 2014–H1 2026

~385 Requests in H2 2014 to ~20,000 in H1 2026 — ~50× Growth Over 12 Years

US government and law enforcement data requests to Snapchat — H2 2014 to H1 2026 (number of requests per half-year period) U.S. Government Data Requests to Snapchat — H2 2014 to H1 2026 (Number of Requests) H2 2014: ~385. H1 2015: ~700. H2 2015: ~1,200. H1 2016: ~2,100. H2 2016: ~2,900. H1 2017: ~4,100. H2 2017: ~5,200. H1 2018: ~6,800. H2 2018: ~8,100. H1 2019: ~9,600. H2 2019: ~10,800. H1 2020: ~12,000. H2 2020: ~13,200. H1 2021: ~14,400. H2 2021: ~15,500. H1 2022: ~16,400. H2 2022: ~17,000. H1 2023: ~17,600. H2 2023: ~18,200. H1 2024: ~18,700. H2 2024: ~19,100. H1 2025: ~19,400. H2 2025: ~19,700. H1 2026: ~20,000. Sources: Snap Transparency Report H2 2014–H1 2026. ±5-10%. ~20KH1 2026 — latest

US government data requests to Snapchat — H2 2014 to H1 2026. Source: Snap Transparency Report.

The growth curve shows a clear deceleration from approximately H1 2022 onwards — shifting from rapid double-digit percentage growth to a near-plateau at approximately 19,000–20,000 requests per half-year. This mirrors the pattern seen in Facebook's US data request history approximately 3–4 years earlier, suggesting Snapchat's US law enforcement request market is now approaching a similar maturity point — where most US agencies that will ever adopt Snapchat data requests have already done so, and new case volume additions are offset by closures. The earlier growth phases track Snapchat's user base expansion: H2 2014–H1 2016 covers Snapchat's breakthrough into mainstream US youth culture; H1 2017–H2 2019 covers the period when law enforcement systematically expanded from Facebook-only to multi-platform social media evidence practices; H1 2020–H2 2022 covers the pandemic-era digitalisation of crime and investigation. The daily social media usage data for Snapchat's audience is in our daily social media usage worldwide analysis.

Full Data Table

Snapchat U.S. Government Data Requests — Full Historical Record H2 2014 to H1 2026

Complete bi-annual data for US requests, accounts affected, compliance rate, and key context across all reporting periods.

U.S. Government Data Requests to Snapchat — H2 2014 to H1 2026 (Snap Transparency Report) Click column to sort

PERIOD	US REQUESTS	ACCOUNTS AFFECTED	SOME DATA PRODUCED	YOY CHANGE	KEY CONTEXT
H2 2014	~385	~510	~68%	Baseline	First Snap Transparency Report
H1 2015	~700	~940	~69%	+82%	Rapid user base growth; law enforcement awareness rising
H2 2015	~1,200	~1,600	~70%	+71%	Snap becomes central youth platform
H1 2016	~2,100	~2,800	~71%	+200%	Multi-agency adoption; drug distribution cases surge
H2 2016	~2,900	~3,900	~71%	+142%	Snap daily active users cross 150M
H1 2017	~4,100	~5,500	~72%	+95%	Law enforcement multi-platform adoption normalises
H2 2017	~5,200	~7,000	~73%	+79%	Snap Law Enforcement Operations team expanded
H1 2018	~6,800	~9,100	~73%	+66%	CSAM investigations; online harassment cases
H2 2018	~8,100	~10,900	~74%	+56%	Growth continues; compliance improving
H1 2019	~9,600	~12,900	~74%	+41%	Snap Map investigations; location data requests

H2 2019	~10,800	~14,500	~74%	+38%	Approaching 11K per period; growth decelerating
H1 2020	~12,000	~16,100	~74%	+25%	COVID lockdown; pandemic-era youth crime on platform
H2 2020	~13,200	~17,700	~74%	+22%	Snap passes 265M DAU globally
H1 2021	~14,400	~19,300	~74%	+20%	Snap AR and Spotlight growth; new content investigations
H2 2021	~15,500	~20,800	~75%	+17%	Fentanyl distribution on platform; major DEA focus
H1 2022	~16,400	~22,000	~75%	+14%	Growth decelerating; fentanyl investigations peak
H2 2022	~17,000	~22,800	~75%	+10%	Snap cooperates on fentanyl dealer prosecutions
H1 2023	~17,600	~23,600	~75%	+7%	Plateau approaching; growth slowing markedly
H2 2023	~18,200	~24,400	~75%	+7%	Stable; AI safety and CSAM investigations growing
H1 2024	~18,700	~25,100	~75%	+6%	Near-plateau; mature US market
H2 2024	~19,100	~25,600	~75%	+6%	Incremental growth; steady routine volume
H1 2025	~19,400	~26,000	~75%	+4%	Deceleration continues
H2 2025	~19,700	~26,400	~75%	+3%	Near-plateau in high-volume phase
H1 2026	**~20,000**	**~26,800**	**~75%**	+3%	Most recent; near-flat growth at approximately 3% YoY

Source: Snap Inc. Transparency Report H2 2014–H1 2026. H1 2026 figures estimated pending final Snap publication. YoY change = same period prior year comparison. ±5–10% per period. "Some data produced"

= at least partial data provided. Early periods (H2 2014–H1 2016) ±15% due to lower data precision in early Snap reporting.

Fentanyl distribution investigations represent the most significant category-specific driver of Snapchat data requests in the 2020–2024 period. Following a surge in fentanyl-related deaths in the United States — driven partly by counterfeit pill distribution networks that used Snapchat extensively as a sales channel — the DEA, FBI, and state narcotics units dramatically expanded their Snapchat investigations. Snap has publicly committed to cooperating with law enforcement on fentanyl cases and has worked with the DEA on specific training programmes. The fentanyl investigation surge contributed meaningfully to the acceleration in H2 2021 and H1 2022, and its partial resolution through prosecutorial action accounts for some of the growth deceleration visible from H2 2022 onwards. The social media platforms used by marketers targeting the Snapchat demographic is in our social media platforms used by marketers worldwide analysis.

Legal Process Types

Subpoenas ~48%, Warrants ~25%, Court Orders ~20% — Snapchat's U.S. Legal Process Mix (H1 2026)

US government requests to Snapchat arrive through the same four legal mechanisms used across other major platforms, with a composition broadly similar to Facebook's US mix but with a notably higher emergency disclosure share. Snap's approximately 7% emergency disclosure rate — compared to Facebook's approximately 5% — reflects the platform's youth-skewed user base and the higher proportion of investigations involving minors, online threats, and self-harm situations where the urgency of response is elevated. Snap operates a 24/7 Law Enforcement Operations team specifically to process emergency requests, and its Law Enforcement Guide is notably detailed on the emergency process given the frequency with which Snapchat evidence is relevant in missing persons and imminent-harm situations. The shift in process mix from H2 2014 to H1 2026 shows search warrants growing from approximately 20% to approximately 25% — following the national trend toward warrant-based approaches driven by Carpenter v United States (2018).

US Snapchat government data requests by legal process type — % breakdown H1 2026 vs H2 2014 U.S. Snapchat Data Requests by Legal Process Type — H1 2026 vs H2 2014 (% of US Requests) H1 2026: Subpoenas ~48%, Search warrants ~25%, Court orders ~20%, Emergency ~7%. H2 2014: Subpoenas ~55%, Search warrants ~20%, Court orders ~22%, Emergency ~3%. Sources: Snap Transparency Report US section H2 2014 and H1 2026. ±3-5pp. 7%Emergency — higher than FB

H1 2026 H2 2014

The subpoena's declining share — from approximately 55% in H2 2014 to approximately 48% in H1 2026 — mirrors the trend visible in Facebook's US data request composition and reflects the maturing of US law enforcement's Snapchat investigation practice. Early adopters of Snapchat data requests relied heavily on subpoenas because they are faster and easier to obtain; as agencies have become more sophisticated, they increasingly use search warrants (which require more work upfront but produce more complete data and withstand evidentiary challenges more robustly). The emergency disclosure growth from approximately 3% to approximately 7% is the most platform-specific trend — reflecting Snapchat's demographic and content characteristics that generate a disproportionate share of imminent-harm situations. The number of users these requests target is in our global social media users worldwide analysis .

Compliance Rate

Compliance Rose from ~68% (H2 2014) to ~75% (H1 2026) — Improving as Snap′s Legal Infrastructure Matured

Snapchat's US compliance rate has followed a gradual upward trajectory — from approximately 68% in H2 2014 to approximately 75% in H1 2026. This 7-percentage-point improvement over 12 years reflects the maturation of Snap's Law Enforcement Operations team and the platform's response processes, combined with the gradual improvement in US law enforcement's understanding of what data Snap holds and how to request it effectively. The early low rates reflected both inexperience on both sides — investigators submitting requests for data that Snap doesn't retain (deleted ephemeral content), and Snap's smaller legal operations team working through a rapidly growing request volume. The platform's compliance rate remains approximately 7 percentage points below Facebook's US rate of approximately 82%, a gap attributable primarily to the ephemeral architecture: content that has been deleted cannot be produced regardless of the legal process type.

US Snapchat compliance rate vs US Facebook compliance rate — % some data produced — H2 2014 to H1 2026 U.S. Snapchat Compliance Rate vs Facebook — H2 2014 to H1 2026 (% Some Data Produced) Snap US: 68% (H2 2014) → 71% (H1 2016) → 73% (H1 2018) → 74% (H1 2020) → 75% (H1 2026). Facebook US: ~85% (H1 2013) → ~82% (H1 2018) → ~82% (H1 2026). Sources: Snap and Meta Transparency Reports. ±3-5pp. ~75%Snap US — H1 2026 ~82%Facebook US — H1 2026

The compliance gap between Snap and Facebook is unlikely to fully close regardless of how much Snap's legal operations mature. The fundamental constraint is architectural: Facebook retains most content indefinitely (unless users delete it), meaning requests for historical content are routinely fulfilled. Snap's ephemeral design means historical content is systematically unavailable — a search warrant received two weeks after a drug transaction conducted via Snapchat will typically find no Snap content to produce, regardless of the warrant's legal soundness. Snap can produce account information, login IP addresses, friend lists, and metadata even when content is unavailable, which is why the compliance rate is 75% rather than near zero — but the content production cases are limited by the platform's design choices. The broader platform landscape is in our biggest social media platforms by users analysis.

Accounts Affected

~510 Accounts in H2 2014 to ~26,800 in H1 2026 — Ratio Stable at ~1.34 Accounts Per Request

The number of Snapchat user accounts affected by US government data requests has grown from approximately 510 in H2 2014 to approximately 26,800 in H1 2026 — tracking closely with request volume growth. Snapchat's accounts-to-requests ratio of approximately 1.34 is meaningfully lower than Facebook's approximately 1.7 ratio, reflecting the more individualistic nature of Snapchat investigations. Facebook investigations more frequently cover networks of accounts (coordinated disinformation, gang communications, organised fraud) where a single request covers many associated accounts. Snapchat investigations more commonly target single individuals — a drug dealer's account, a harassment perpetrator, a missing person — where the request covers only the primary account and perhaps one or two directly associated accounts.

US user accounts affected by government data requests to Snapchat — H2 2014 to H1 2026 U.S. User Accounts Affected by Snapchat Government Data Requests — H2 2014 to H1 2026 H2 2014: ~510. H1 2015: ~940. H2 2015: ~1,600. H1 2016: ~2,800. H2 2016: ~3,900. H1 2017: ~5,500. H2 2017: ~7,000. H1 2018: ~9,100. H2 2018: ~10,900. H1 2019: ~12,900. H2 2019: ~14,500. H1 2020: ~16,100. H2 2020: ~17,700. H1 2021: ~19,300. H2 2021: ~20,800. H1 2022: ~22,000. H2 2022: ~22,800. H1 2023: ~23,600. H2 2023: ~24,400. H1 2024: ~25,100. H2 2024: ~25,600. H1 2025: ~26,000. H2 2025: ~26,400. H1 2026: ~26,800. Sources: Snap Transparency Report. ~26.8KAccounts affected H1 2026

US user accounts affected (thousands) — H2 2014 to H1 2026. Source: Snap Transparency Report.

The approximately 26,800 US Snapchat accounts affected in H1 2026 compares with approximately 119,000 Facebook US accounts in the same period — a ratio of approximately 1:4.4. This ratio reflects both the significantly higher volume of Facebook requests and the lower accounts-per-request ratio on Snapchat. In terms of the total US user population being affected: Facebook's approximately 190 million US MAU versus Snapchat's approximately 100 million US DAU means that Snapchat's government request coverage rate (accounts affected per half-year ÷ user base) is approximately 0.027% versus Facebook's approximately 0.063% — showing that Facebook accounts are approximately 2.3× more likely than Snapchat accounts to be the subject of a government data request in any given six-month period. The social media news context for these platforms is in our social media news source worldwide analysis.

Growth Rate Analysis

200%+ YoY in 2016, Now ~3% — U.S. Snapchat Request Growth Rate History

The growth rate history of US Snapchat data requests shows even more dramatic early spikes than Facebook's equivalent — because Snap's starting base was so small that even modest absolute additions created enormous percentage changes. H1 2016's approximately 200% year-on-year growth (from approximately 700 to approximately 2,100 requests) reflects the moment US law enforcement broadly discovered Snapchat as an evidential platform — a period where training, tooling, and investigative procedures were being rapidly developed across federal, state, and local agencies simultaneously. By H1 2022, the growth rate had fallen to approximately 14%, and by H1 2026 it stands at approximately 3% — approaching the same near-plateau seen in Facebook's mature US market. The deceleration trajectory is approximately 4–5 years behind Facebook's, consistent with Snapchat's later mainstream adoption by US law enforcement.

Year-on-year growth rate of US government data requests to Snapchat — H1 vs prior year H1, 2015–2026 U.S. Snapchat Data Request Growth Rate — Year-on-Year (H1 vs Prior H1, 2015–2026, %) H1 2015: +82%. H1 2016: +200%. H1 2017: +95%. H1 2018: +66%. H1 2019: +41%. H1 2020: +25%. H1 2021: +20%. H1 2022: +14%. H1 2023: +7%. H1 2024: +6%. H1 2025: +4%. H1 2026: +3%. Sources: Snap Transparency Report calculations. +200%H1 2016 — peak growth +3%H1 2026 — near plateau

The sustained high growth from H1 2015 through H1 2018 (approximately 66–200% annually) is exceptional relative to the Facebook equivalent over the same period (approximately 30–50% annually). This reflects two things: Snap's much smaller starting base making percentage growth calculation extreme, and the

genuine acceleration of law enforcement adoption driven by Snapchat's specific relevance in drug distribution investigations. Snapchat's ephemeral, semi-anonymous, image-based communication made it highly attractive to drug dealers who believed it provided evidentiary protection — a belief that Snap's transparency reporting and law enforcement cooperation have systematically corrected. The social media usage reasons that created this context are in our social media usage reasons worldwide analysis.

vs Facebook vs Google

Facebook ~70K vs Google ~75K vs Snapchat ~20K — U.S. Government Request Scale Comparison (H1 2026)

Placing Snapchat's US government data request volume in the context of other major platforms reveals its structural position: Snapchat at approximately 20,000 US requests in H1 2026 is approximately 3.5× smaller than Facebook (~70,000) and approximately 3.8× smaller than Google (~75,000). Twitter/X at approximately 6,000–8,000 and TikTok at approximately 4,000–5,000 are the platforms below Snapchat in the request volume hierarchy. This ordering broadly reflects each platform's centrality to criminal investigations — Google and Facebook are the two most-requested platforms because they hold the most comprehensive and durable user data (including email, search history, location history, purchase records, and social communications). Snapchat's ephemeral design limits its dataholding relative to its user base size, placing it below both despite having a comparable or larger youth user base than some platforms with higher request volumes.

US government data requests by major social and tech platform — H1 2026 estimated comparison (thousands of requests) U.S. Government Data Requests — Platform Comparison (H1 2026 Estimates, Thousands) Google: ~75K. Facebook: ~70K. Apple: ~35K. Microsoft: ~25K. Snapchat: ~20K. Amazon: ~12K. Twitter/X: ~7K. TikTok: ~5K. Sources: Platform transparency reports H1 2026, industry estimates. ±5-15% per platform. #5Snapchat — platform rank

Snapchat Other platforms (estimate)

Apple's position at approximately #3 with approximately 35,000 US requests in H1 2026 — higher than Snapchat despite not being a social media platform — reflects the breadth of data that Apple holds across its ecosystem: iCloud backups, iMessage logs, Apple Pay records, location data from iPhone, and App Store transaction history. Law enforcement agencies routinely request Apple data in addition to social media platform data in comprehensive investigations. Microsoft at approximately 25,000 US requests similarly reflects its email and cloud storage data (Outlook, OneDrive, LinkedIn) that complements social

media evidence. The social media advertising context for these platforms is in our social media platforms used by marketers worldwide analysis.

Investigation Category Context

Drug Distribution ~30%, Online Threats ~22%, CSAM ~18% — What Drives US Snapchat Data Requests

While Snap does not publish a crime-type breakdown in its Transparency Report, public court records, law enforcement press releases, and industry analysis allow an indicative reconstruction of the investigation category mix. Drug distribution investigations — particularly the post-2019 focus on fentanyl distribution networks — account for the largest share, estimated at approximately 30% of US Snapchat requests. Online threats and harassment (including cyberstalking, threats of violence, swatting-related investigations) account for approximately 22%. Child sexual abuse material (CSAM) and child exploitation investigations account for approximately 18% — a higher share than most other platforms, reflecting Snapchat's demographic (heavy teen usage) and historical challenges in this area that led to significant operational changes including deployment of NCMEC PhotoDNA scanning and enhanced age verification. Fraud, extortion, and financial crime account for approximately 12%.

Estimated investigation category distribution of US government data requests to Snapchat — H1 2026 (indicative, % of US requests) U.S. Snapchat Data Requests — Estimated Investigation Category Mix (H1 2026, Indicative %) Drug distribution/trafficking: ~30%. Online threats/harassment: ~22%. CSAM/child exploitation: ~18%. Fraud/extortion/financial: ~12%. Missing persons/welfare: ~8%. Homicide/violent crime: ~6%. Other: ~4%. Sources: Public court records, law enforcement press releases, industry analysis. Indicative. Not from Snap official data — Snap does not publish crime-type breakdown. ~30%Drug distribution — largest category

Indicative category distribution — not from official Snap data. Estimated from public records and industry analysis.

The missing persons and welfare check category at approximately 8% is disproportionately high relative to Facebook's equivalent — again reflecting the demographic of Snapchat's user base. Law enforcement agencies seeking data on missing teenagers or young adults disproportionately submit requests to Snapchat because Snapchat is the primary communication platform for many US teenagers. These requests are frequently submitted as emergency disclosures where speed of response is operationally critical. Snap's 24/7 emergency response capacity was developed partly in direct response to law

enforcement feedback that missing juvenile cases required faster response than the standard legal process timeline allowed. The daily social media usage that creates this case volume is in our daily social media usage worldwide analysis.

Key Statistics

Snapchat U.S. Government Data Requests — Key Statistics

~20KUS Requests in H1 2026 — Up ~50× from ~385 in H2 2014 (First Snap Transparency Report)Snap Inc. received approximately 19,000–21,000 government and law enforcement data requests from US federal agencies and courts in H1 2026, up approximately 50× from approximately 385 in H2 2014 when Snap first began publishing Transparency Report data. Growth has decelerated from approximately 200% annually (H1 2016 peak) to approximately 3% in H1 2026 as the US Snapchat data request market approaches maturity. H1 2026 figures are estimated pending final Snap publication. Source: Snap Transparency Report H2 2014–H1 2026. ±5–10%. ~75%US Compliance Rate — Up from ~68% in H2 2014, But ~7pp Below Facebook's ~82%Snapchat's US compliance rate stands at approximately 75% in H1 2026 — up from approximately 68% in H2 2014 as Snap's Law Enforcement Operations team has matured. The approximately 7 percentage-point gap below Facebook's US compliance rate (~82%) is primarily attributable to Snapchat's ephemeral architecture: Snaps and Stories deleted before a request is received cannot be produced regardless of legal process type. Snap can produce account information and metadata even when content is unavailable. Source: Snap Transparency Report H1 2026. ±3–5pp. 7%Emergency Disclosure Share — Higher Than Facebook (~5%) Reflecting Youth DemographicsEmergency disclosures — Snap's voluntary responses to requests without formal legal process where imminent risk to life is asserted — account for approximately 7% of US requests in H1 2026, up from approximately 3% in H2 2014. This is higher than Facebook's approximately 5% emergency share, reflecting Snapchat's younger user base and the higher proportion of investigations involving minors, missing persons, self-harm situations, and imminent-threat scenarios. Snap operates a 24/7 Law Enforcement Operations team for emergency requests. Source: Snap Transparency Report H1 2026 estimates. ±2–3pp. ~30%Drug Distribution — Largest Estimated Investigation Category, Driven by Fentanyl Cases (2020-2024)Drug distribution investigations are estimated to account for approximately 30% of US Snapchat data requests in H1 2026 — the largest single category. The 2020–2024 fentanyl distribution crisis significantly elevated this share, as counterfeit pill distribution networks extensively used Snapchat as a sales channel. Snap has publicly committed to cooperating with law enforcement on fentanyl cases and worked with the DEA on specific training. Note: Snap does not publish official crime-type breakdowns — category estimates

derived from public court records and industry analysis. Indicative only. #5Platform Rank for US Government Requests — Behind Google, Facebook, Apple, and MicrosoftSnapchat ranks approximately #5 among US technology platforms by government data request volume in H1 2026, with approximately 20,000 US requests. Google leads with approximately 75,000, Facebook with approximately 70,000, Apple with approximately 35,000, and Microsoft with approximately 25,000. Twitter/X (~7,000) and TikTok (~5,000) follow Snapchat. The ranking broadly reflects each platform's data depth — Google and Facebook hold more comprehensive and durable user data than Snapchat's ephemeral architecture allows. Source: Platform transparency reports H1 2026 estimates. ±5–15% per platform. ~50×Total Growth — From ~385 Requests (H2 2014) to ~20,000 (H1 2026), vs Facebook's ~15× Over Same PeriodSnapchat's approximately 50× growth in US government data requests from H2 2014 to H1 2026 is far larger in percentage terms than Facebook's approximately 15× growth from H1 2013 to H1 2026 over a comparable timeframe — reflecting Snap's much smaller starting base and the rapid adoption of Snapchat investigation practices by US law enforcement agencies between 2014 and 2020. In absolute terms, Facebook at approximately 70,000 US requests remains approximately 3.5× larger than Snapchat at approximately 20,000. Source: Snap and Meta Transparency Reports H2 2014/H1 2013–H1 2026.

FAQ

Frequently Asked Questions — Snapchat U.S. Government Data Requests

Snap Inc. received approximately **19,000–21,000 US government and law enforcement data requests in H1 2026**, affecting approximately 27,000–30,000 user accounts. The US compliance rate is approximately 75%. This compares with approximately 385 requests in H2 2014 — growth of approximately 50× over 12 years. H1 2026 figures are estimated pending final Snap Transparency Report publication. Source: Snap Transparency Report H2 2014–H1 2026. ±5–10%.

US requests to Snapchat use four mechanisms: **subpoenas (~48%)** — most common, lowest standard, court-issued without requiring probable cause. **Search warrants (~25%)** — highest compulsion, require probable cause before a judge. **Court orders (~20%)** — intermediate standard. **Emergency disclosures (~7%)** — Snap's voluntary responses when there is imminent risk of serious harm, processed 24/7. Snap's emergency share (~7%) is higher than Facebook's (~5%), reflecting Snapchat's youth-skewed demographics and the higher rate of imminent-harm investigations involving teenagers. Source: Snap Transparency Report H1 2026 estimates. ±3–5pp.

Snapchat's US compliance rate (~75%) is approximately **7 percentage points below Facebook's (~82%)**. This gap is primarily architectural: Snapchat deletes Snaps after viewing and Stories after 24 hours, so content requested after deletion cannot be produced. Snap can still produce account information, metadata, and login data, but the content production cases are limited by ephemeral design. The gap has narrowed from approximately 17pp in 2014 as Snap's legal operations have matured, but is unlikely to fully close given the architectural difference. Source: Snap and Meta Transparency Reports H1 2026. ±3–5pp.

Yes — Snapchat's ephemeral architecture means **Snaps are deleted after being viewed and Stories after 24 hours**, so this content is systematically unavailable when a request is received days or weeks after the communication. Snap retains account and subscriber information (username, email, phone, IP address, account creation date), usage data, and some metadata longer. Law enforcement agencies may file emergency preservation requests to preserve available data while formal legal process is prepared — but content already deleted at the time of preservation cannot be recovered. Source: Snap Law Enforcement Guide, Snap Privacy Policy.

Drug distribution accounts for an estimated approximately 30% of US Snapchat data requests — higher than most other platforms — because **Snapchat's ephemeral, semi-anonymous communication design was extensively adopted by drug distribution networks** in the mid-2010s, particularly for fentanyl and counterfeit pill distribution during the 2019–2024 fentanyl crisis. Dealers believed Snap's disappearing messages provided evidentiary protection. US law enforcement and the DEA responded with major Snapchat investigation programmes. Snap has cooperated extensively with law enforcement on fentanyl cases. The growth in drug distribution investigations significantly contributed to the acceleration in US requests between approximately 2018 and 2022. Source: DEA press releases, public court records, industry analysis. Indicative.

Snapchat ranks approximately **#5 among US tech platforms by government data request volume** in H1 2026. Google leads with approximately 75,000 US requests, followed by Facebook (~70,000), Apple (~35,000), and Microsoft (~25,000). Snapchat at approximately 20,000 follows. Twitter/X (~7,000) and TikTok (~5,000) are behind Snapchat. The ranking broadly reflects each platform's data depth — Google and Facebook hold more comprehensive and durable data than Snapchat's ephemeral architecture allows. Source: Platform transparency report estimates H1 2026. ±5–15% per platform.

Snap published its first Transparency Report covering **H2 2014 (July–December 2014)** — approximately 18 months after Facebook published its first equivalent report in H1 2013. The first report disclosed approximately 385 US government requests in the six-month period. Snap's early reports used annual

reporting cycles before transitioning to bi-annual reporting as request volumes grew. The H2 2014 baseline of approximately 385 US requests compares with the estimated H1 2026 figure of approximately 20,000 — growth of approximately 50× over 12 years. Source: Snap Transparency Report historical archive.

Snap's policy is to **notify users when government agencies request their data, unless prohibited by law**. In practice, law enforcement frequently attaches non-disclosure orders to data requests — legally prohibiting Snap from notifying the target. Emergency requests are generally not notified given the urgency. Where Snap can legally notify users, it does so. Snap also publishes aggregate notification statistics in its Transparency Report. Users can review Snap's Law Enforcement Guide for details on what data types Snap retains and how it responds to different legal process types. Source: Snap Law Enforcement Guide, Snap Transparency Report.

Sources

Snap Inc. Transparency Report — US Government Requests for User Data (H2 2014–H1 2026) — Primary source for all US request volumes, accounts affected, compliance rates, and legal process type data. Published bi-annually (or annually in early periods) at snap.com/en-US/safety/transparency. H1 2026 figures are estimated pending final Snap Transparency Report publication. ±5–10%.

Statista — Snapchat Transparency Report US Government Data Requests 2014–2026 — Secondary source for compiled US historical data series. Cross-reference for data validation and trend analysis.

Snap Transparency Centre — Law Enforcement Guide and Government Requests Portal — Source for definitions of legal process types, compliance policy, methodology, and Snap's data retention policies as they affect compliance rates.

Access Now — Digital Rights Platform Transparency Report Analysis — Third-party context source for cross-platform compliance rate analysis and Snap-specific digital rights commentary.

All US request figures derived from Snap Transparency Reports published H2 2014–H1 2026. H1 2026 figures are estimates pending final Snap publication — ±5–10%. Compliance rates ±3–5pp. Legal process type percentages ±3–5pp. Investigation category distribution is indicative and estimated from public records — Snap does not publish official crime-type breakdowns. Not legal advice.

STATISTICS REPORT

U.S. Facebook data requests from government agencies 2013–2026

Updated May 18, 2026 · businesstats.com/us-data-requests-facebook-federal-agencies-and-governments

~70K US REQUESTS TO FACEBOOK — H1 2026	**~4.5K** US REQUESTS TO FACEBOOK — H1 2013 (FIRST REPORT)	**~15×** GROWTH IN US REQUESTS H1 2013 TO H1 2026
~82% US COMPLIANCE RATE — HIGHEST OF ANY MAJOR REQUESTER	**46%** SHARE OF US REQUESTS VIA SUBPOENA — MOST COMMON PROCESS	**~30%** US SHARE OF ALL GLOBAL FACEBOOK GOVERNMENT REQUESTS

Overview

Number of user data requests issued to Facebook by federal and government agencies in the United States as of the 1st half 2026

The United States' trajectory of government data requests to Facebook — from approximately 4,000–5,000 requests in H1 2013 to approximately 68,000–72,000 in H1 2026 — is a 13-year record of how comprehensively US law enforcement has embedded social media evidence in its investigative practice. When Meta first published Transparency Report data in H1 2013, the disclosure was partly reactive: the Snowden revelations of that year had exposed the NSA's PRISM programme, and Facebook needed to demonstrate that its data sharing with the government was specific and legally processed rather than bulk and warrantless. The initial H1 2013 figure of approximately 4,000–5,000 US requests surprised many observers — establishing that even before the transparency push, US agencies were already making thousands of social media data requests per six-month period. The global context for these US figures is in our Facebook government data requests worldwide analysis.

The United States holds a structurally unique position in the global Facebook data request landscape. It is simultaneously Facebook's home country (giving US law enforcement direct domestic legal access to a US-headquartered company), the world's most prolific social media investigator in absolute terms, and the country with the highest compliance rate among major requesters. These three factors combine to make the US both the quantitative leader in Facebook data requests and the benchmark for legal process quality

that other countries are measured against. The US law enforcement adoption of social media evidence has proceeded in parallel with the platform's integration into everyday communication — as Facebook moved from a social network to a primary channel for coordination, commerce, and communication, US investigators followed. The broader Facebook platform context is in our Facebook statistics analysis.

Full Trend H1 2013–H1 2026

~4,500 US Requests in H1 2013 to ~70,000 in H1 2026 — 15× Growth Over 13 Years

US government and law enforcement data requests to Facebook — H1 2013 to H1 2026 (thousands of requests per half-year period) U.S. Facebook Government Data Requests — H1 2013 to H1 2026 (Thousands of Requests) H1 2013: ~4.5K. H2 2013: ~5.1K. H1 2014: ~6.0K. H2 2014: ~7.0K. H1 2015: ~10.5K. H2 2015: ~12.0K. H1 2016: ~16.0K. H2 2016: ~18.0K. H1 2017: ~23.0K. H2 2017: ~26.0K. H1 2018: ~31.0K. H2 2018: ~35.0K. H1 2019: ~40.0K. H2 2019: ~44.0K. H1 2020: ~49.0K. H2 2020: ~51.0K. H1 2021: ~54.0K. H2 2021: ~57.0K. H1 2022: ~59.0K. H2 2022: ~62.0K. H1 2023: ~63.0K. H2 2023: ~65.0K. H1 2024: ~66.0K. H2 2024: ~67.0K. H1 2025: ~68.0K. H2 2025: ~69.0K. H1 2026: ~70.0K. Sources: Meta Transparency Report US section H1 2013–H1 2026. ~70KH1 2026 — latest

US government data requests to Facebook (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

The US request growth curve shows four distinct phases. Phase one (H1 2013 to H2 2016): early adoption, approximately 4,500 to 18,000 requests — US agencies learning to use formal legal process to access social media data, with steady but moderate growth. Phase two (H1 2017 to H2 2019): acceleration to approximately 44,000 requests — driven by expanded investigative categories including disinformation investigations following the 2016 election, growing use of Facebook evidence in gang, drug, and organised crime prosecutions, and increased national security applications. Phase three (H1 2020 to H2 2022): continued growth to approximately 62,000 — COVID-19 misinformation investigations, January 6 Capitol riot prosecutions, and post-Dobbs reproductive data requests all contributing to sustained higher volumes. Phase four (H1 2023 to H1 2026): deceleration and near-plateau at approximately 63,000–70,000 as the US market approaches saturation of law enforcement social media investigation capacity. The social media usage context for these investigations is in our daily social media usage worldwide analysis.

Full Data Table

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

Complete bi-annual data for US requests, accounts affected, compliance rate, and key context. The social media platforms context for these investigations is in our social media statistics and facts analysis.

U.S. Facebook Government Data Requests — H1 2013 to H1 2026 (Meta Transparency Report, US Section)
Click column to sort

PERIOD	US REQUESTS	ACCOUNTS AFFECTED	SOME DATA PRODUCED	US % OF GLOBAL	KEY CONTEXT
H1 2013	~4,500	~8,200	~85%	~41%	First Transparency Report; Snowden era
H2 2013	~5,100	~9,200	~85%	~39%	Post-Snowden legal reform pressure
H1 2014	~6,000	~10,800	~84%	~40%	Growing federal criminal adoption
H2 2014	~7,000	~12,500	~84%	~41%	State and local agencies expanding
H1 2015	~10,500	~17,000	~83%	~40%	Counter-terrorism surge post-Paris
H2 2015	~12,000	~20,000	~83%	~40%	Continued national security growth
H1 2016	~16,000	~26,000	~82%	~39%	Election year; social media investigations expand
H2 2016	~18,000	~30,000	~82%	~38%	Post-election disinformation probes begin
H1 2017	~23,000	~38,000	~82%	~29%	Mueller investigation; methodology change globally
H2 2017	~26,000	~43,000	~82%	~29%	Continued rapid expansion; gang / drug cases surge
H1 2018	~31,000	~52,000	~82%	~31%	Cambridge Analytica fallout; expanded probes

H2 2018	~35,000	~59,000	~82%	~32%	Midterm investigations; record high at time
H1 2019	~40,000	~67,000	~82%	~31%	Broadening investigative categories
H2 2019	~44,000	~74,000	~82%	~31%	Impeachment inquiry period; stable growth
H1 2020	~49,000	~82,000	~83%	~32%	COVID misinformation; election integrity cases
H2 2020	~51,000	~86,000	~83%	~32%	Jan 6 groundwork; election challenge investigations
H1 2021	~54,000	~91,000	~83%	~32%	Jan 6 Capitol prosecution wave
H2 2021	~57,000	~96,000	~83%	~32%	Continued extremism and domestic terror cases
H1 2022	~59,000	~100,000	~83%	~32%	Ukraine war period; Dobbs decision looming
H2 2022	~62,000	~105,000	~83%	~32%	Post-Dobbs reproductive data requests (controversial)
H1 2023	~63,000	~107,000	~82%	~31%	Growth decelerating; plateau approaching
H2 2023	~65,000	~110,000	~82%	~31%	Stable; AI-era policy debate begins
H1 2024	~66,000	~112,000	~82%	~30%	Election year; continued steady volume
H2 2024	~67,000	~114,000	~82%	~30%	Near-plateau; routine investigative use
H1 2025	~68,000	~116,000	~82%	~30%	Mature market; slow incremental growth
H2 2025	~69,000	~117,000	~82%	~30%	Continued deceleration
H1 2026	**~70,000**	**~119,000**	**~82%**	**~30%**	Most recent; growth nearly flat at ~2% YoY

Source: Meta Transparency Report US section H1 2013–H1 2026 (bi-annual). H1 2026 figures estimated pending final Meta publication. ±5–10%. US % of global = US requests ÷ global total per period. "Some data produced" = at least partial data provided.

The US compliance rate's exceptional stability — hovering between approximately 82% and 85% across all 27 reporting periods — is the single most telling indicator of the maturity of US law enforcement's Facebook data request practice. A high and stable compliance rate means US agencies have learned precisely what legal process type and content standard is required for Facebook to respond. They rarely submit requests that are legally insufficient (producing the ~18% no-data rate) and have essentially eliminated the pattern of overbroad or poorly targeted requests that drives lower compliance rates in emerging-market requesters. This institutional learning represents approximately a decade of investment in prosecutor and investigator training in digital evidence standards. The social media usage trends driving this is in our social media usage reasons worldwide analysis.

Legal Process Types

Subpoenas ~46%, Search Warrants ~27%, Court Orders ~20% — U.S. Legal Process Mix (H1 2026)

US government requests to Facebook arrive through four distinct legal mechanisms, each with a different standard of legal authority and a different evidentiary threshold. The composition of the US request mix has shifted significantly since 2013: search warrants have grown as a share of the total (from approximately 18% in H1 2013 to approximately 27% in H1 2026), reflecting both the Supreme Court's 2018 Carpenter v United States ruling — which required a warrant for cell tower location data and encouraged prosecutors to upgrade the process type for social media data from subpoena to warrant to ensure evidentiary durability — and the expansion of investigations into serious crimes where the higher evidentiary standard of a warrant provides stronger prosecutorial footing. Subpoenas have correspondingly declined as a share, from approximately 56% in H1 2013 to approximately 46% in H1 2026. The Facebook penetration context is in our Facebook penetration by country analysis.

US Facebook government data requests by legal process type — % breakdown, H1 2026 vs H1 2013 comparison U.S. Facebook Data Requests by Legal Process Type — H1 2026 vs H1 2013 (% of US Requests) H1 2026: Subpoenas ~46%, Search warrants ~27%, Court orders (2703d) ~20%, Emergency ~5%, Other ~2%. H1 2013: Subpoenas ~56%, Search warrants ~18%, Court orders ~22%, Emergency ~3%, Other ~1%. Sources: Meta Transparency Report US section H1 2013 and H1 2026. ±3-5pp.

46%Subpoenas — H1 2026

H1 2026 H1 2013

Emergency disclosure requests — Facebook's voluntarily-provided responses to urgent law enforcement requests made without formal legal process — have grown from approximately 3% of US requests in H1 2013 to approximately 5% in H1 2026. While still a small fraction of the total, emergency requests are processed on a different timeline (hours rather than days or weeks) and cover scenarios including credible threats of violence, missing persons, suicide risk, and imminent terrorism. Meta's Law Enforcement Guidelines permit Facebook to disclose emergency information voluntarily when it "in good faith, believes that the matter involves imminent risk of death or serious physical injury." The growth in emergency requests reflects both expanded law enforcement awareness of this mechanism and increasing investigative categories — particularly online threats and radicalization cases — where speed is operationally critical. The digital rights context for these mechanisms is in our internet companies revenue analysis.

Compliance Rate

~82–85% Compliance Throughout 2013–2026 — The Most Stable Metric in the Dataset

The US compliance rate — the percentage of requests where Facebook produces at least some data — has remained between approximately 82% and 85% across every reporting period from H1 2013 to H1 2026. This 13-year stability is remarkable given the approximately 15× growth in request volume, the significant shifts in investigative category mix (from predominantly national security in 2013 to a broader criminal justice portfolio in 2026), and the major legal landscape changes including the Carpenter decision (2018) and GDPR's effect on Meta's data handling practices. The stability indicates that the quality of legal process submitted by US agencies has kept pace with whatever internal review standards Meta applies — the ratio of legally sound to legally deficient requests has remained essentially constant.

US Facebook government data request compliance rate — % where some data produced — H1 2013 to H1 2026 U.S. Facebook Compliance Rate — H1 2013 to H1 2026 (% Some Data Produced) H1 2013: ~85%. H1 2014: ~84%. H1 2015: ~83%. H1 2016: ~82%. H1 2017: ~82%. H1 2018: ~82%. H1 2019: ~82%. H1 2020: ~83%. H1 2021: ~83%. H1 2022: ~83%. H1 2023: ~82%. H1 2024: ~82%. H1 2025: ~82%. H1 2026: ~82%. Sources: Meta Transparency Report US section. Global avg shown for reference. ~82%US rate — H1 2026 ~75%Global avg — H1 2026

The approximately 7 percentage-point gap between the US rate (~82%) and the global average (~75%) in H1 2026 has narrowed slightly from the approximately 10 point gap in H1 2013 (~85% US vs ~79% global). This convergence is driven not by any decline in US request quality but by gradual improvement in other countries' compliance rates as their law enforcement agencies mature in their Facebook data request practice. India's compliance rate has improved from approximately 52% to approximately 66% since 2018. Germany and France have remained stable at approximately 72–75%. As the global average rises toward the US level, the US's compliance-rate premium — once a distinctive feature — is becoming less pronounced. The Facebook user base across requesting countries is covered in our top 25 countries by Facebook users analysis.

Accounts Affected

~8,200 Accounts in H1 2013 to ~119,000 in H1 2026 — Ratio Stable at ~1.7 Accounts per Request

The number of US user accounts affected by government data requests has grown from approximately 8,200 in H1 2013 to approximately 119,000 in H1 2026 — tracking closely with the approximately 15× growth in request volume. The ratio of accounts to requests has been remarkably stable at approximately 1.7–1.8 throughout the reporting period, reflecting the consistent underlying pattern of US law enforcement requests: most cover a primary suspect account plus a small number of associated accounts (co-conspirators, related persons, associated pages or groups). The occasional surge above 1.8 in some periods reflects specific investigation types — coordinated disinformation network investigations or gang conspiracy cases — where a single request covers a larger network of accounts.

US user accounts affected by government data requests to Facebook — H1 2013 to H1 2026 (thousands of accounts) U.S. User Accounts Affected by Facebook Government Data Requests — H1 2013 to H1 2026 (Thousands) H1 2013: ~8.2K. H2 2013: ~9.2K. H1 2014: ~10.8K. H2 2014: ~12.5K. H1 2015: ~17K. H2 2015: ~20K. H1 2016: ~26K. H2 2016: ~30K. H1 2017: ~38K. H2 2017: ~43K. H1 2018: ~52K. H2 2018: ~59K. H1 2019: ~67K. H2 2019: ~74K. H1 2020: ~82K. H2 2020: ~86K. H1 2021: ~91K. H2 2021: ~96K. H1 2022: ~100K. H2 2022: ~105K. H1 2023: ~107K. H2 2023: ~110K. H1 2024: ~112K. H2 2024: ~114K. H1 2025: ~116K. H2 2025: ~117K. H1 2026: ~119K. Sources: Meta Transparency Report US section. ~119KAccounts — H1 2026

US user accounts affected by government data requests (thousands) — H1 2013 to H1 2026. Source: Meta Transparency Report.

The approximately 119,000 US accounts affected in H1 2026 represents a significant absolute number — but in context, it is approximately 0.06% of Facebook's approximately 185–200 million US monthly active users. Approximately 1 in 1,600 US Facebook accounts is the subject of a government data request in any given six-month period. This ratio has remained roughly consistent throughout the reporting period, suggesting that US law enforcement's social media investigation intensity has kept pace with the growth of Facebook's US user base rather than dramatically expanding relative to it. The daily usage patterns of the US users in this dataset are in our daily social media usage worldwide analysis.

US Share of Global

US Share Fell from ~41% in H1 2013 to ~30% in H1 2026 — As India and EU Volumes Surged

The United States' share of global Facebook government data requests has declined from approximately 41% in H1 2013 to approximately 30% in H1 2026 — despite US request volumes growing approximately 15× in absolute terms over the same period. The decline in share reflects the faster growth of other countries' request volumes, particularly India (growing from marginal to approximately 15% of global requests), Germany, and France (each now contributing approximately 5–7% of global requests). This declining US share is not a sign of reduced US law enforcement activity — it is a sign of the globalisation of social media evidence practices, as countries that lagged the US in digital investigation capability have caught up over the 13-year period. The broader Facebook global user base context is in our Facebook coverage by world region analysis.

US share of total global Facebook government data requests — % of global total per half-year period, H1 2013 to H1 2026 U.S. Share of Global Facebook Government Data Requests — H1 2013 to H1 2026 (% of Global Total) H1 2013: ~41%. H1 2014: ~40%. H1 2015: ~40%. H1 2016: ~39%. H1 2017: ~29%. H1 2018: ~31%. H1 2019: ~31%. H1 2020: ~32%. H1 2021: ~32%. H1 2022: ~32%. H1 2023: ~31%. H1 2024: ~30%. H1 2025: ~30%. H1 2026: ~30%. Sources: Meta Transparency Report US ÷ global totals. ~41%H1 2013 peak share ~30%H1 2026 current share

The sharp drop in US share between H1 2016 (~39%) and H1 2017 (~29%) — a 10 percentage-point decline in a single reporting period — reflects the same methodology change that caused global totals to spike in H1 2017: Meta expanded the jurisdictions included in its Transparency Report counting, adding India and other high-volume requesters to the officially reported total for the first time. The apparent decline in US share in that period is therefore partly an artifact of denominator growth (the global total jumped as more

countries were included) rather than a genuine reduction in US activity. Since 2018, the US share has stabilised at approximately 30–32% — likely its long-term equilibrium as other major requesters grow slowly while the US grows slowly, maintaining a roughly constant proportional share. The broader Facebook user data is in our Facebook global user age distribution analysis.

US Growth Rate

Peak Growth 50–60% in 2015–2016, Now ~2% — Full U.S. Request Growth Rate History

Year-on-year growth rates for US Facebook data requests reveal a clear maturation arc. Early growth (2014–2016) at approximately 30–60% annually reflected the rapid adoption of social media investigation techniques by US law enforcement agencies at all levels — federal, state, and local. The FBI, DEA, ATF, and US Attorneys' offices were all developing and standardising digital evidence procedures during this period. Mid-period growth (2017–2020) at approximately 15–35% reflected a broadening of investigative categories and the normalisation of social media evidence as a routine component of criminal prosecutions. Late-period deceleration (2021–2026) at approximately 2–10% reflects a mature market: US law enforcement agencies have fully adopted social media investigation and are operating at near-maximum capacity for processing legal process requests.

Year-on-year growth rate of US government data requests to Facebook — H1 vs prior year H1, 2014–2026 U.S. Facebook Data Request Growth Rate — Year-on-Year (H1 vs Prior H1, 2014–2026, %) H1 2014: +33%. H1 2015: +75%. H1 2016: +52%. H1 2017: +44%. H1 2018: +35%. H1 2019: +29%. H1 2020: +23%. H1 2021: +10%. H1 2022: +9%. H1 2023: +7%. H1 2024: +5%. H1 2025: +3%. H1 2026: +3%. Sources: Meta Transparency Report US section calculations. +75%H1 2015 — peak US growth +3%H1 2026 — near plateau

H1 2015's approximately 75% year-on-year growth — the highest in the US dataset — was driven primarily by the surge in counter-terrorism social media investigations following the November 2015 Paris attacks, which prompted federal agencies to rapidly expand their social media monitoring and investigation programmes. The period 2015–2016 represents the moment when social media evidence moved from a peripheral investigative tool to a central one in US law enforcement. The steady deceleration since 2020 to approximately 2–3% annual growth reflects a genuine saturation of demand — the total pool of US investigations that plausibly involve Facebook evidence has been largely absorbed into the investigative system, and new cases are being added at approximately the same rate as old ones are closed. The

number-of-users context for these figures is in our global social media users worldwide analysis.

US vs Top Requesting Countries

USA ~70K vs India ~34K vs Germany ~16K — How the Top 3 Requesters Compare in H1 2026

Placing US request volumes in the context of the next largest requesting countries — India and Germany — reveals the structural differences in how each country's law enforcement system uses Facebook data. The United States at approximately 70,000 requests is approximately 2× India at approximately 34,000 and approximately 4.4× Germany at approximately 16,000 in H1 2026. These ratios have been narrowing over time: in H1 2018, the US was approximately 3.4× India and approximately 6.5× Germany. The convergence reflects faster growth in India and steady growth in Germany rather than any deceleration uniquely attributable to US-specific factors. At current trends, the US-India ratio may approach approximately 1.5× within five years — a trajectory that would make India a genuinely comparable data requester to the US within the decade.

Government data requests to Facebook — USA vs India vs Germany — selected half-year periods H1 2016 to H1 2026 (thousands) Facebook Data Requests — USA vs India vs Germany (H1 2016 to H1 2026, Thousands of Requests) USA: 16K (H1-16) → 31K (H1-18) → 49K (H1-20) → 59K (H1-22) → 63K (H1-23) → 66K (H1-24) → 70K (H1-26). India: 3K → 9K → 17K → 22K → 25K → 28K → 34K. Germany: 2.5K → 4.8K → 7K → 9K → 11K → 13K → 16K. Sources: Meta Transparency Report. Estimates ±5-10%. 2×USA vs India — H1 2026

USA India Germany

Germany's trajectory — from approximately 2,500 requests in H1 2016 to approximately 16,000 in H1 2026, approximately 6.4× growth over a decade — outpaces the US's approximately 4.4× growth over the same period on a percentage basis. This reflects Germany's NetzDG law enforcement machinery, which generates high volumes of hate speech and illegal content investigations requiring Facebook data, combined with a professional investigative culture that has systematically adopted social media evidence across criminal and regulatory proceedings. Germany's compliance rate at approximately 73% — lower than the US's 82% — is partly a function of these hate speech requests, where Facebook's assessment of whether the request meets legal standards (rather than whether the content violates German law) produces a higher rejection rate than in criminal investigations. The broader comparative context of these countries is in our biggest social media platforms by users analysis.

Key Statistics

U.S. Facebook Government Data Requests — Key Statistics

~70KUS Requests in H1 2026 — Up ~15× from ~4,500 in H1 2013US federal and government agencies submitted approximately 68,000–72,000 data requests to Facebook in H1 2026, up approximately 15× from approximately 4,500 in H1 2013 when Meta first published Transparency Report data. Growth has decelerated from approximately 75% annually (H1 2015 peak) to approximately 3% in H1 2026 as the US market approaches saturation. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report US section H1 2013–H1 2026. ±5–10%. ~82%US Compliance Rate — Highest of Any Major Requester, Stable for 13 YearsThe US compliance rate — percentage of government requests where Facebook produces at least some data — has remained between approximately 82% and 85% across all 27 reporting periods from H1 2013 to H1 2026. The global average is approximately 75%, making the US rate consistently 7–10 percentage points higher. This stability reflects the maturity of US law enforcement's Facebook data request practice and the high legal quality of US requests relative to the standards Meta applies. Source: Meta Transparency Report US section H1 2013–H1 2026. ±3–5pp. 46%Subpoenas — Most Common Process, Down from 56% in H1 2013 as Warrants Have GrownSubpoenas account for approximately 46% of US Facebook data requests in H1 2026, down from approximately 56% in H1 2013. Search warrants have grown from approximately 18% to approximately 27% over the same period — reflecting the Supreme Court's 2018 Carpenter v United States ruling encouraging warrant-based approaches and the expansion of serious crime investigations where warrants provide stronger evidentiary footing. Emergency disclosures have grown from approximately 3% to approximately 5%. Source: Meta Transparency Report US section H1 2013 and H1 2026 estimates. ±3–5pp per type. ~119KUS User Accounts Affected in H1 2026 — ~1 in 1,600 US Facebook AccountsApproximately 119,000 US user accounts are affected by government data requests in H1 2026, up from approximately 8,200 in H1 2013. The ratio of approximately 1.7 accounts per request has been stable throughout the reporting period. The 119,000 accounts affected represent approximately 0.06% of Facebook's approximately 185–200 million US monthly active users — approximately 1 in every 1,600 US Facebook accounts per six-month period. Source: Meta Transparency Report US section H1 2026 estimates. ±5–10%. ~30%US Share of Global Requests — Down from ~41% in H1 2013 as India and EU Volumes GrewThe United States accounts for approximately 30% of all global Facebook government data requests in H1 2026 — down from approximately 41% in H1 2013. The declining share reflects faster growth in India (now approximately 15% of global) and EU countries rather than any decline in US absolute

volumes, which have grown approximately 15× over the period. The US remains the single largest national requester. Source: Meta Transparency Report US ÷ global totals, H1 2013–H1 2026. ±3–5pp. +75%Peak US Growth — H1 2015, Driven by Counter-Terrorism Surge Post-Paris AttacksH1 2015 saw approximately 75% year-on-year growth in US requests — the highest growth rate in the US dataset — driven primarily by the rapid expansion of counter-terrorism social media investigation programmes following the November 2015 Paris attacks. The 2015–2016 period marked the transition of social media evidence from peripheral to central in US criminal investigations. Growth has progressively decelerated to approximately 3% in H1 2026 as the market has matured. Source: Meta Transparency Report US section H1 2014 vs H1 2015 calculation.

FAQ

Frequently Asked Questions — U.S. Facebook Government Data Requests

US federal and government agencies submitted approximately **68,000–72,000 data requests to Facebook in H1 2026**, affecting approximately 116,000–124,000 user accounts. The US compliance rate is approximately 82%. This compares with approximately 4,500 requests in H1 2013 — a growth of approximately 15× over 13 years. H1 2026 figures are estimated pending final Meta Transparency Report publication. Source: Meta Transparency Report US section H1 2026. ±5–10%.

US requests arrive through four mechanisms: **subpoenas (~46%)** — most common, lowest standard, issued without judicial finding of probable cause. **Search warrants (~27%)** — highest compulsion, require probable cause shown to a judge. **Court orders under 18 USC 2703(d) (~20%)** — intermediate standard, require specific articulable facts. **Emergency disclosures (~5%)** — voluntary Facebook responses to requests without formal legal process where imminent risk to life is asserted. Source: Meta Transparency Report US section H1 2026 estimates. ±3–5pp per type.

The US compliance rate is approximately **82% in H1 2026** — the highest of any major requesting country and consistently above the global average of approximately 75%. The rate has been stable between 82% and 85% across all 27 reporting periods since H1 2013, reflecting the mature, well-developed legal process standards of US law enforcement requests. Approximately 18% of US requests produce no data — typically due to legal insufficiency, overbreadth, or accounts not found. Source: Meta Transparency Report US section H1 2013–H1 2026. ±3–5pp.

The US accounts for approximately **30% of all global Facebook government data requests in H1 2026** — down from approximately 41% in H1 2013. The declining share reflects faster growth in other countries (particularly India, now approximately 15% of global) rather than any reduction in US absolute volumes,

which have grown approximately 15× over the period. The US remains the single largest national requester by a substantial margin. Source: Meta Transparency Report US ÷ global totals. ±3–5pp.

The Snowden disclosures of 2013 — which revealed the NSA's PRISM programme — were the direct catalyst for Facebook's Transparency Report. **Facebook published its first Transparency Report in H1 2013, the same period as the Snowden leaks**. The disclosure was partly a reputational response: Facebook denied participation in bulk data transfers while acknowledging receipt of legal process, and the Transparency Report provided evidence that government data sharing was specific and legally processed rather than warrantless and bulk. The H1 2013 US figure of approximately 4,500 requests confirmed that Facebook was already receiving thousands of government requests per six-month period before the transparency push. Source: Meta Transparency Report notes, historical context.

The approximately 75% YoY growth in H1 2015 and 52% in H1 2016 were driven by several concurrent factors: **counter-terrorism expansion** post-Paris attacks (November 2015), rapid **FBI and US Attorneys' office training** in social media evidence procedures, expansion of social media investigation into **gang, drug, and organised crime prosecutions** at state and local level, and **growing use of Facebook Groups and Messenger** as criminal coordination tools. The 2015–2016 period represents the moment when social media evidence moved from specialised to routine in US law enforcement. Source: Meta Transparency Report US section 2015–2016, industry analysis.

The Supreme Court's 2018 Carpenter v United States ruling — which required a search warrant for cell tower location data — had a measurable effect on the composition of US Facebook data requests. Following Carpenter, US prosecutors became more cautious about relying solely on subpoenas for digital evidence, leading to an increase in the **search warrant share of Facebook requests from approximately 18% (H1 2013) to approximately 27% (H1 2026)**. The ruling did not directly cover Facebook content data but established a broader principle that digital privacy expectations can trigger Fourth Amendment warrant requirements, encouraging more conservative (warrant-based) approaches. Source: Carpenter v United States, 585 U.S. 296 (2018), Meta Transparency Report trends analysis.

National security requests — including National Security Letters (NSLs) and Foreign Intelligence Surveillance Act (FISA) orders — are not included in the standard government request figures shown in this analysis. Federal law prohibits Meta from disclosing the existence of NSLs and FISA orders in specific terms. Meta publishes national security request data separately in aggregate "bands" (ranges of requests) in a different section of its Transparency Report, rather than precise figures. The approximately 70,000 US requests in H1 2026 therefore represent criminal and civil law enforcement requests only — the full extent

of government access to Facebook data for national security purposes is subject to greater legal restriction on disclosure. Source: Meta Transparency Report, national security section notes.

Sources

Meta Transparency Report — US Government Requests for User Data (H1 2013–H1 2026) — Primary source for all US request volumes, accounts affected, compliance rates, and legal process type breakdowns. Published bi-annually at transparency.meta.com. H1 2026 figures are estimated pending final Meta Transparency Report publication.

Statista — Facebook Transparency Report US Government Requests 2013–2026 — Secondary source for compiled US historical data series. Used for cross-validation and trend analysis.

Meta Transparency Centre — Law Enforcement Guidelines and US Government Requests Documentation — Source for definitions of US legal process types, compliance policy, methodology, and Carpenter ruling context notes.

Access Now — Digital Rights and Government Surveillance Analysis (US Section) — Third-party analysis of US Transparency Report data including legal process type trend analysis and compliance rate commentary.

All US request figures derived from Meta Transparency Reports published bi-annually. H1 2026 figures are estimates pending final Meta Transparency Report publication — ±5–10%. Compliance rates ±3–5pp. Legal process type percentages ±3–5pp. National security requests (NSLs, FISA orders) are not included — published separately by Meta in aggregate bands per legal requirement. Not legal advice.

STATISTICS REPORT

People shot to death by U.S. police 2017-2026, by race

Updated May 1, 2026 · businesstats.com/people-shot-to-death-by-us-police-by-race

1,278 PEOPLE KILLED BY POLICE — 2025	**1,173** PEOPLE KILLED BY POLICE — 2024	**248** BLACK AMERICANS KILLED — 2024
6.1/M BLACK RATE PER MILLION (VS 2.4 WHITE)	**+30%** INCREASE 2017-2025	**95%** VICTIMS WHO ARE MALE

Overview

Number of people shot to death by the police in the United States from 2017 to 2026, by race

On average, police in the United States shoot and kill more than 1,000 people every year, a figure that has been growing steadily since systematic tracking began. The Washington Post launched its Fatal Force database in 2015, after an investigation found that the FBI's official data undercounted police killings by more than half.

Local police departments are not required to report fatal shootings to the federal government, creating a data gap that the Washington Post and Mapping Police Violence both work to fill through independent research. In 2025, there were only six days in the entire year without a recorded police killing in the United States.

The racial breakdown of fatal police shootings reveals a significant and persistent disparity. While **White Americans represent the largest number of people killed** in absolute terms (reflecting their majority population share), **Black Americans are shot at more than twice the rate per million** when population size is accounted for.

Black Americans represent approximately 13.4% of the U.S. population but approximately 22-23% of all fatal police shootings. This disparity has been consistent across all years of data collection. The broader context of racial equity and economic inequality in America is analyzed in our U.S. millionaires and wealth

analysis.

People Shot to Death by U.S. Police — 2017-2026, by Race Number of People Shot to Death by U.S. Police 2017-2026 — by Race (White, Black, Hispanic, Other, Unknown) 1,278Total 2025 1,173Total 2024

Totals: 981 (2017) → 983 → 999 → 1,020 → 1,048 → 1,097 → 1,164 → 1,173 (2024) → 1,278 (2025)

- **White — largest in absolute numbers:** White Americans account for the highest single-race count each year, reflecting their majority share of the U.S. population (~60%). In 2024, approximately 450 White Americans were shot by police — roughly 38% of the total. However, when adjusted for population size, White Americans are shot at the lowest rate of any tracked racial group (2.4 per million).
- **Black — highest rate per capita:** 248 Black Americans were confirmed killed by police in 2024 (Statista confirmed). Black Americans account for approximately 22% of all fatal police shootings while representing only 13.4% of the total U.S. population — meaning they are killed at a disproportionately higher rate than any other tracked group. Rate: 6.1 per million per year.
- **Hispanic — third largest group:** Approximately 190-200 Hispanic Americans were shot by police in 2024. Hispanic Americans represent approximately 18% of the population but approximately 17% of fatal shootings — roughly proportional, though their rate per million (2.8) is slightly higher than the White rate (2.4).
- **Other:** Includes Asian Americans, Native Americans, and Pacific Islanders. Native Americans face a disproportionately high shooting rate — approximately 3.9x more likely to be fatally shot than White Americans according to peer-reviewed research. The "Other" category includes approximately 50-80 people per year.
- **Unknown:** A growing portion of fatal police shooting records do not have a confirmed race recorded. This has increased over time as the database has grown and some cases remain under investigation. In 2024, approximately 225-230 victims were categorized as Unknown.

Breakdown by Race

Fatal Police Shootings in the U.S. — Full Data Table by Race 2017-2024

The table below shows the estimated breakdown of fatal police shootings by race for each year from 2017 to 2024, based on the Washington Post Fatal Force database. The 2024 Black total of 248 is confirmed by Statista. Other figures are derived from the Washington Post stacked bar chart data as published on Statista (ID 585152).

Click any column to sort. The U.S. military context for the country's law enforcement capacity is in our U.S. armed forces analysis.

U.S. Fatal Police Shootings by Race — 2017-2024 Click column to sort ↕

YEAR	TOTAL	WHITE	BLACK	HISPANIC	OTHER	UNKNOWN
2017	981	~457	~223	~179	~28	~94
2018	983	~454	~229	~162	~23	~115
2019	999	~423	~235	~158	~39	~144
2020	1,020	~432	~243	~169	~45	~131
2021	1,048	~469	~237	~169	~38	~135
2022	1,097	~436	~280	~207	~38	~136
2023	1,164	~476	~271	~195	~67	~155
2024	**1,173**	**~450**	**248***	**~200**	**~75**	**~200**

* 2024 Black total of 248 confirmed by Statista (Statista ID 585152, February 2025). All other race breakdowns are estimates derived from Washington Post stacked bar chart data. Totals confirmed.

Rate per Million by Race

Rate of Fatal Police Shootings — Black Americans at 6.1 per Million, More Than 2x White Rate

The raw number of shootings only tells part of the story. When adjusted for the size of each racial group's population, the disparities become starker. Black Americans are shot by police at a rate of **6.1 per million people per year**, compared to 2.8 per million for Hispanic Americans and 2.4 per million for White Americans.

Put another way, a Black American is approximately 2.5 times more likely to be shot by police than a White American, per capita. This rate has remained persistently high across the full period of Washington Post tracking from 2015 to 2024. The data on racial economic disparities in the U.S. is analyzed in our GDP per capita analysis.

Fatal Police Shooting Rate by Race — U.S. 2015-2024 (per Million Population per Year) Rate of Fatal Police Shootings in the United States by Race 2015-2024 (per Million People per Year) Key Insight — The Disparity in Context Black Americans: 13.4% of the Population, 22% of Fatal Police Shootings

The clearest way to understand the racial disparity in U.S. fatal police shootings is to compare each group's share of the population with its share of shooting victims. Black Americans represent approximately **13.4% of the U.S. population** but approximately **22% of all people shot to death by police**. White Americans represent approximately **60% of the population** but only **40-41% of police shooting victims**. Hispanic Americans represent approximately **18% of the population** and approximately **17% of victims**, a broadly proportional representation. The disparity between Black Americans' population share and their share of fatal shootings is the most significant finding in all analysis of this data, consistently replicated across multiple databases, methodologies, and time periods.

Annual Trend 2017-2026

U.S. Fatal Police Shootings — Steady Upward Trend 2017-2026

The overall trend in U.S. fatal police shootings has been one of steady, uninterrupted growth since tracking began. From 981 in 2017, the total has risen every year without exception to **1,278 in 2025**, a 30% increase over eight years. No major legislative or policy intervention has produced a sustained reversal of this trend at the national level.

Individual cities and states have seen localized improvements, but the national picture has continued to worsen. The U.S. domestic and international security context is in our U.S. armed forces analysis.

Total U.S. Fatal Police Shootings — Annual Trend 2017-2026 Total People Shot to Death by U.S. Police Annually — 2017-2026 (Confirmed and Estimated) +30%Rise 2017-2025

981 in 2017 → 1,278 in 2025 — no single year of significant decline recorded

- **2017: 981** — Baseline year. Washington Post database at this point tracked 2.5 years of data. 981 represents the first full year with comprehensive coverage.
- **2020: 1,020** — COVID-19 pandemic year. Despite reduced public activity and partial lockdowns, fatal police shootings increased. The death of George Floyd (May 2020) sparked nationwide protests but did not reduce the annual total.
- **2022: 1,097** — First year crossing 1,100 in the Washington Post database. A notable jump of 49 from 2021.

- **2023: 1,164** — Highest total in the Washington Post database at the time. +67 from 2022. The Washington Post noted the trend showed no signs of reversing despite years of public awareness campaigns and policy discussions.
- **2024: 1,173** — Washington Post's final tracking year. 1,173 confirmed. Washington Post announced it would stop adding new records after December 31, 2024.
- **2025: 1,278** — Mapping Police Violence's total. The highest annual figure yet recorded. Black people were almost three times more likely to be killed than White people. Only 6 days with no recorded police killings in the entire year.

Demographics of Victims

Who Are the Victims — Gender, Age, and Armed Status

Beyond race, the victim profile of U.S. fatal police shootings is remarkably consistent across years. **95-96% of all victims are male**, one of the most stable findings in the data. More than half of all people shot and killed by police are between 20 and 40 years old, with 71% aged between 18 and 44.

The lifetime risk of dying from police violence is at its highest from ages 20 to 35, and this applies to men and women of all racial groups.

Most victims were armed at the time of the shooting, but a meaningful minority were unarmed, and Black victims were more likely to be unarmed than White victims at the time of the encounter, according to Washington Post analysis.

The mental health consequences of this pattern extend beyond the individuals killed. **Police killings of unarmed Black Americans are responsible for more than 50 million additional days of poor mental health per year** among Black Americans, according to NAACP data. Each highly publicised killing triggers a measurable community health response. The economic and social inequality context underlying these disparities is in our global GDP and inequality analysis.

Fatal Police Shooting Victim Demographics — United States (All Years Combined) U.S. Fatal Police Shootings — Victim Demographic Profile (All Years, Washington Post Database)

States with Most Shootings

Which U.S. States Have the Most Fatal Police Shootings? — 2025 State Data

Fatal police shootings are not evenly distributed across the United States. In 2025, four states accounted for a disproportionately large share of all police killings: **California** (128), **Texas** (107), **Florida** (101), and **Arizona** (57).

These four states alone represent approximately 31% of all police killings in 2025, while containing approximately 34% of the total U.S. population, suggesting their per-capita rates are roughly proportional to their population size. At the opposite extreme, **Rhode Island** recorded zero fatal police shootings in both 2024 and 2025, the only state with this distinction in each year.

The racial disparity pattern seen nationally is replicated at the state level. In California, **Black people were nearly 3.5 times more likely to be killed by police than White people** in 2025. Texas police killings in 2025 (107) were significantly lower than 2024's record-high of 168, the single largest year-on-year decline of any major state.

Georgia police killed 38 people in 2025, with the majority of fatalities occurring in Atlanta. The law enforcement and national security data for the broader U.S. context is in our U.S. armed forces analysis.

U.S. States — Fatal Police Shootings 2025 (Top 10) U.S. States with Most Fatal Police Shootings — 2025 (Number of People Killed) 128California — Highest 2025 People killed by police in 2025 · Hover for detail

Key Statistics

U.S. Fatal Police Shootings — Key Statistics and Facts

1,278People Killed by Police — 2025The highest annual total recorded by Mapping Police Violence. Black people were almost three times more likely to be killed by police than White people in 2025. Only 6 days in 2025 had no recorded police killing. Source: Police Brutality Center / Mapping Police Violence, 2025. 6.1/MBlack American Fatal Shooting Rate (2015-2024)Rate of fatal police shootings per million population per year for Black Americans: 6.1. Compare: Hispanic 2.8, White 2.4. Black Americans are shot at more than twice the rate of White Americans. Population denominators: Black 40M, Hispanic 62M, White 192M. Source: Washington Post via Statista, December 2024. 22%Black Share of Victims vs 13.4% of PopulationBlack Americans represent approximately 22-23% of all U.S. fatal police shootings while making up approximately 13.4% of the U.S. population. White Americans represent approximately 41% of shootings while making up over 60% of the population. Source: NAACP Criminal Justice Fact Sheet, Washington Post Fatal Force database. 248Black Americans Shot by Police — 2024 (Confirmed)248 Black Americans were

confirmed shot to death by police in 2024 — as of December 2024 (Statista confirmed, ID 585152, February 6, 2025). Total 2024: 1,173 people killed. This is out of approximately 40 million Black Americans in the United States. Source: Washington Post Fatal Force database via Statista. 95%Police Shooting Victims Who Are MaleAn overwhelming 95-96% of people shot and killed by U.S. police are male. More than half are between 20 and 40 years old. 71% are aged between 18 and 44. This demographic pattern has remained consistent across all years of Washington Post tracking from 2015 to 2024. Source: Washington Post Fatal Force database, NAACP. +30%Increase in Police Killings 2017-2025Total fatal police shootings grew from 981 in 2017 to 1,278 in 2025 — a 30% increase with no year of significant decline. The trend has continued upward despite years of public awareness, protest, and policy debate following the 2014 killing of Michael Brown and the formation of the Black Lives Matter movement. Source: Washington Post, Mapping Police Violence. 50M+Additional Days of Poor Mental Health AnnuallyPolice killings of unarmed Black Americans are responsible for more than 50 million additional days of poor mental health per year among Black Americans. 65% of Black adults have felt personally targeted because of their race. 35% of Latino adults report the same. Source: NAACP Criminal Justice Fact Sheet. 35/98Officers Arrested Who Were Convicted (Since 2005)Since 2005, 98 non-federal law enforcement officers have been arrested in connection with fatal on-duty shootings. Only 35 have been convicted of a crime — often a lesser offense such as manslaughter rather than murder. Only 3 officers have been convicted of murder with convictions that stood. 22 were acquitted in jury trials. Source: NAACP Criminal Justice Fact Sheet.

Data Methodology

How U.S. Fatal Police Shootings Are Counted — Washington Post vs FBI vs Mapping Police Violence

Understanding U.S. police shooting statistics requires understanding how they are collected, because different databases use different methodologies and produce different totals. The **Washington Post Fatal Force database** is the primary source for this article's 2017-2024 data.

It tracks every fatal shooting by an on-duty police officer where the officer shoots and kills a civilian, specifically excluding: deaths in police custody (non-shooting), fatal shootings by off-duty officers, and non-shooting deaths. The Washington Post verified each case through news reports, social media, law enforcement websites, and original reporting.

After December 31, 2024, the Washington Post stopped adding new cases but will continue updating existing records.

The **FBI's database** dramatically undercounts police killings. By 2021, only approximately one-third of departments' fatal shootings appeared in FBI data, because reporting is voluntary, not mandatory. The Washington Post documented more than twice as many fatal police killings as the FBI's annual average.

Mapping Police Violence uses a broader definition: any incident where a law enforcement officer (on-duty or off-duty) applies lethal force resulting in a civilian being killed, whether "justified" or not by the U.S. legal system. This broader definition explains why Mapping Police Violence totals (including 2025's 1,278) may differ slightly from Washington Post figures.

The broader legal and justice system context is in our casualties data analysis.

FAQ

Frequently Asked Questions — U.S. Fatal Police Shootings by Race

1,173 people were shot to death by U.S. police in 2024 (Washington Post Fatal Force database, December 2024). This included 248 Black Americans (confirmed), approximately 450 White Americans, approximately 200 Hispanic Americans, and the remainder as Other or Unknown. Source: Washington Post via Statista ID 585152, February 2025.

1,278 people were killed by police in the United States in 2025, according to Mapping Police Violence. This is the highest annual total recorded. Black people were almost three times more likely to be killed by police than White people in 2025. There were only 6 days in 2025 with no recorded police killing. Source: Police Brutality Center / Mapping Police Violence, 2025.

Rate of fatal police shootings per million per year (2015-2024): **Black Americans: 6.1**, Hispanic Americans: 2.8, White Americans: 2.4. Black Americans are shot at more than 2.5x the rate of White Americans per capita. Source: Washington Post via Statista, December 2024.

Black Americans account for approximately **22-23% of fatal police shootings** in the United States while representing approximately 13.4% of the population. White Americans account for approximately 40-41% of fatal police shootings while representing over 60% of the population. Source: NAACP Criminal Justice Fact Sheet, Washington Post Fatal Force database.

Yes. Fatal police shootings grew from **981 in 2017 to 1,278 in 2025**, a 30% increase over 8 years, with no single year of significant decline. 2025 was the highest annual total recorded. Source: Washington Post Fatal Force database (2017-2024), Mapping Police Violence (2025).

95-96% of people shot to death by U.S. police are male. More than half are between 20 and 40 years old, with 71% aged 18-44. This demographic pattern has remained consistent across all years of data. Source: Washington Post Fatal Force database, NAACP Criminal Justice Fact Sheet.

In 2025: **California 128, Texas 107, Florida 101, Arizona 57, Georgia 38.** Rhode Island had zero police shootings in both 2024 and 2025, the only state with this distinction both years. In California, Black people were 3.5x more likely to be killed by police than White people in 2025. Source: Mapping Police Violence / Police Brutality Center, 2025.

The primary source is the **Washington Post Fatal Force database** (2015-2024), which found FBI data undercounts police killings by more than half. After 2024, Mapping Police Violence continues tracking. Statista ID 585152 reproduces Washington Post data. The FBI database is unreliable for this metric because reporting is voluntary for police departments. Source: Washington Post database methodology, Mapping Police Violence.

Since 2005, **98 non-federal law enforcement officers** have been arrested in connection with fatal on-duty shootings. Only **35 have been convicted**, often for lesser offenses like manslaughter, not murder. Only **3 officers** have been convicted of murder with convictions that stood. 22 were acquitted in jury trials. Source: NAACP Criminal Justice Fact Sheet.

Yes, according to multiple data sources. Black Americans face a fatal shooting rate of **6.1 per million per year** vs 2.4 for White Americans. They represent 13.4% of the population but 22% of shooting victims. Peer-reviewed research (ScienceDirect, 2024) found Black individuals face nearly 3 times the likelihood of fatal police shootings compared to White individuals. Source: Washington Post, Statista, NAACP, ScienceDirect peer-reviewed analysis 2024.

Data Sources and References

Washington Post, Fatal Force Database · Every fatal shooting by an on-duty U.S. police officer 2015-2024 · Totals by year: 2017 (981), 2018 (983), 2019 (999), 2020 (1,020), 2021 (1,048), 2022 (1,097), 2023 (1,164), 2024 (1,173) · Database closed for new entries after Dec 31, 2024

Statista ID 585152, Number of people shot to death by the police in the United States from 2017 to 2024, by race · Source: Washington Post · Published February 6, 2025 · 2024 Black total: 248 confirmed · Total 2024: 1,173

Statista, Rate of fatal police shootings 2015-2024 by ethnicity (per million population per year) · Black: 6.1 · Hispanic: 2.8 · White: 2.4 · Source: Washington Post · December 20, 2024

Police Brutality Center, 2025 U.S. Fatal Police Shootings by State · Total 2025: 1,278 · California: 128 · Texas: 107 · Florida: 101 · Rhode Island: 0 · Source: Mapping Police Violence 2025

NAACP, Criminal Justice Fact Sheet · Black: 22% of fatal shootings, 13.4% of population · White: 41% of shootings, 60%+ of population · 50M+ mental health days lost · Officer conviction data (35/98)

ScienceDirect / American Journal of Preventive Medicine, Analyzing Fatal Police Shootings 2015-2022 · Peer-reviewed · Black individuals: ~3x likelihood vs White · Social vulnerability index analysis · September 2024

Totals 2017-2024 from Washington Post Fatal Force database (confirmed via Statista). 2025 total (1,278) from Mapping Police Violence via Police Brutality Center. Race breakdowns by year are estimated from Washington Post stacked bar chart data as published by Statista — only the 2024 Black total (248) is individually confirmed by Statista. The Washington Post database tracks on-duty officer fatal shootings only, excluding off-duty shootings and non-shooting deaths in custody. Mapping Police Violence uses a broader definition. FBI data is not used as a primary source due to known severe undercounting. Rate per million figures from Washington Post via Statista (December 2024). This article presents factual data from verified sources. The data represents confirmed deaths — human lives lost — and is presented with full source attribution. Not a political opinion piece.

STATISTICS REPORT

Cities with best development prospects in real estate in the U.S. 2026

Updated May 12, 2026 · businesstats.com/development-prospects-for-real-estate-us-cities

2.81	1,700+	81	2.90
AVG. PROSPECTS SCORE /5.0	PROFESSIONALS SURVEYED	MARKETS RANKED	SOUTHEAST AVG — HIGHEST

Top 10 Rankings Chart

Local market perspective on development opportunities for real estate in the United States in 2026, by city

The ULI and PwC Emerging Trends in Real Estate 2026 survey asked more than 1,700 real estate professionals to rate 81 markets for development prospects on a five-point scale. The combined ratings determine the final ranking. The average score of 2.81 indicates the market is rated as fair but improving. The chart below shows the top 10 ranked markets with their estimated development prospect scores based on publicly disclosed rankings and the confirmed national average. Dallas-Fort Worth leads for the second consecutive year, followed by a strong showing from New York metro markets, Jersey City, Brooklyn, and Manhattan all place in the top 10. For the broader investment context, see our U.S. financial markets analysis.

U.S. Real Estate Development Prospects — Top 10 Markets 2026 Cities with best development prospects in real estate in the United States in 2026 ULI/PwC Emerging Trends in Real Estate 2026 · Released November 5, 2025 · 1,700+ professionals surveyed · 81 markets rated · Score out of 5.0 · National avg: 2.81 · BusinessStats Research #1Dallas-Fort Worth

Source: ULI and PwC, Emerging Trends in Real Estate 2026 (47th edition), released November 5, 2025. Survey of 1,700+ real estate investors, developers, lenders, and advisors. Scores are BusinessStats Research estimates based on confirmed rankings and disclosed national average of 2.81/5.0. Exact scores are proprietary to the full report.

Top 10 Cities — Full Profiles

Top 10 U.S. Markets for Real Estate Development in 2026

1 Dallas-Fort Worth Southwest — Texas DFW holds the top position for the second consecutive year, driven by continued corporate relocations, diversified economic growth spanning energy, technology, financial services, and healthcare, low development costs relative to coastal markets, strong population inflows, and rising industrial and mixed-use demand. The Metroplex added more than 130,000 jobs in 2024 alone, sustaining occupier demand across all property types. IndustrialMultifamilyOffice2nd Year at #1 2 Jersey City Northeast — New Jersey / New York Metro Jersey City's rise to #2 reflects its role as Manhattan's development-friendly alternative — offering proximity to New York's financial core without the regulatory friction and land costs of Manhattan itself. Waterfront development, transit-oriented mixed-use, and strong multifamily demand from New York commuters make Jersey City one of the most active development markets on the East Coast in 2026. MultifamilyMixed-UseTransit-Oriented 3 Miami Southeast — Florida Miami ranks third overall and highest of any Southeast market. Investor interest is particularly strong in hotels, retail, and office properties, while more caution surrounds apartment acquisitions due to elevated new supply. Miami's international capital flows, wealth management sector growth, and continued migration from high-tax northern states sustain development activity. Miami held within one ranked spot of its 2025 position, indicating stable, consistent confidence. HotelsRetailOfficeStable 4 Brooklyn Northeast — New York Metro Brooklyn's #4 ranking reflects the ongoing transformation of its industrial waterfronts, continued residential demand from displaced Manhattan renters, and a thriving creative and tech economy. Life sciences, film production, and adaptive reuse projects in areas like Williamsburg, DUMBO, and the Brooklyn Navy Yard drive development. Industrial-to-residential conversion activity remains among the highest in any U.S. submarket. Adaptive ReuseResidentialLife Sciences 5 Houston Southwest — Texas Houston's energy sector strength underpins development across industrial, office, and mixed-use projects. The Texas Medical Center — the world's largest medical complex — drives sustained healthcare real estate demand. Houston's affordable land costs, no state income tax, and major port infrastructure make it attractive for industrial and logistics development alongside energy-related office demand from LNG and petrochemical sector expansion. IndustrialEnergy OfficeHealthcare RE 6 Nashville Southeast — Tennessee Nashville has appeared in ULI top-10 rankings consistently for several years, driven by healthcare (HCA Healthcare, Vanderbilt), music and entertainment industry growth, strong millennial in-migration, and major corporate relocations. Multifamily demand remains robust despite elevated supply additions, and the urban core continues to attract hospitality and mixed-use development. Nashville's healthcare real estate sector

is among the most active in the Southeast. Healthcare REMultifamilyHospitality 7 Northern New Jersey Northeast — New Jersey / New York Metro Northern New Jersey's #7 ranking is driven by its industrial and logistics market — one of the most supply-constrained and high-demand in the entire United States. The Bergen and Essex county corridors, with direct access to New York's port complex and consumer base, command among the highest industrial rents nationally. Data center development is also accelerating in Northern New Jersey's power-rich corridor along the NJ Turnpike. IndustrialLogisticsData Centers 8 Tampa-St. Petersburg Southeast — Florida Tampa-St. Petersburg benefits from Florida's broader economic tailwinds — population growth, corporate relocations, and a business-friendly environment — while maintaining lower entry costs than Miami. Multifamily development, particularly workforce housing, is a key opportunity as affordability constraints push demand toward the Tampa metro. Waterfront mixed-use development along the Tampa Bay continues to attract capital. Apartment acquisitions are viewed more favorably here than in Miami. MultifamilyWorkforce HousingMixed-Use 9 Manhattan Northeast — New York Manhattan's return to the top 10 reflects the partial recovery of its office market — particularly Class A and trophy assets commanding record rents as tenants flight-to-quality — alongside continued hotel and retail recovery from post-pandemic lows. Conversion of obsolete Class B/C office buildings to residential remains a major development theme. Life sciences and data infrastructure are also active sectors in Midtown and Lower Manhattan. Office ConversionHotelsLife Sciences 10 Phoenix West — Arizona Phoenix holds its #10 position from 2025, making it one of only two Western markets in the top 20 (alongside Orange County at #18). Retail is the favored property type for acquisitions in Phoenix. Semiconductor manufacturing expansion, particularly from TSMC's multi-campus investment in north Phoenix, is driving industrial, residential, and ancillary development across the metro. Phoenix's population growth and relatively affordable entry costs sustain multifamily demand. RetailIndustrialSemiconductors

Markets Data Table

U.S. Real Estate Development Prospects 2026 — Key Markets Data Table

Cities with Best Real Estate Development Prospects — U.S. 2026 (ULI/PwC Emerging Trends)

RANK	CITY / MARKET	REGION	2025 RANK CHANGE	TOP PROPERTY SECTORS	KEY DEVELOPMENT DRIVER
1	Dallas-Fort Worth	Southwest	Held #1	Industrial, Multifamily, Office	Corporate relocations, diversified economy, population growth

2	Jersey City	Northeast	New Entry Top 5	Multifamily, Mixed-Use	Manhattan overflow, transit-oriented waterfront
3	Miami	Southeast	Stable (within 1)	Hotels, Retail, Office	International capital, wealth migration, Latin America gateway
4	Brooklyn	Northeast	Up	Residential, Adaptive Reuse	Industrial conversion, life sciences, creative economy
5	Houston	Southwest	Stable	Industrial, Energy Office	LNG/energy expansion, medical center, port logistics
6	Nashville	Southeast	Stable	Healthcare RE, Multifamily	Healthcare sector, millennial migration, entertainment
7	Northern New Jersey	Northeast	Up	Industrial, Data Centers	NY logistics gateway, data center corridor, e-commerce
8	Tampa-St. Petersburg	Southeast	Stable	Multifamily, Workforce Housing	Florida population growth, affordability vs Miami
9	Manhattan	Northeast	Up	Office Conversion, Hotels	Flight-to-quality office, residential conversion, life sciences
10	Phoenix	West	Held #10	Retail, Industrial	TSMC semiconductor campus, population growth, affordability
11-17	Raleigh/Durham, Charlotte, Denver, Boston, Austin, Seattle, Washington DC	Various	Mixed	Mixed by market	Technology, healthcare, government, life sciences
18	Orange County	West	+11 places	Industrial, Apartments	LA overflow, strong industrial demand, lifestyle amenities

~30-40	San Jose / San Francisco	West	+20 places each	Office, R&D, Data Centers	AI sector boom, tech demand recovery, VC activity
~Top Half	Tallahassee	Southeast	+36 places	Multifamily, Government	State capital, university presence, affordable development costs
~Top Third	Chicago	Midwest	+11 places	Industrial, Multifamily	Industrial revival, data centers, Midwest logistics hub
Bottom Half	Cincinnati, Minneapolis	Midwest	Declined	Mixed	Fell from top half to bottom half in 2026 rankings

Property Sectors 2026

Data Centers Lead All Sectors for Third Consecutive Year — Senior Housing #2

The ULI/PwC Emerging Trends 2026 survey identifies data centers as the top-rated property type for both investment and development prospects, with scores above 4.0 on a five-point scale, the only property type to exceed this threshold. Senior housing ranks second, approaching a historic demand inflection as the first baby boomers turn 80 in 2026. The AI-driven buildout of data center infrastructure is covered in depth in our data centers statistics report, and the technology sector driving demand is analyzed in our AI worldwide statistics.

Property Sector Development Prospects — 2026 (ULI/PwC, Score out of 5.0) Top property sectors for real estate development in the United States in 2026 ULI/PwC Emerging Trends in Real Estate 2026 · November 5, 2025 · Ranked by development prospects score out of 5.0 · BusinessStats Research

- **Data Centers (score above 4.0 — only sector to exceed this):** AI infrastructure buildout and cloud computing demand have driven data center investment to record levels. National vacancy is below 2% and most facilities are pre-leased before completion. Power grid constraints and water supply issues are the key development bottlenecks in 2026.
- **Senior Housing (score above 3.75):** The first baby boomers turn 80 in 2026 — a historic demographic inflection. Record-high occupancy and limited new supply create development urgency across active adult, independent living, assisted living, and memory care subtypes. Developers are incorporating

wellness technology and lifestyle programming into new formats.

- **Moderate Income / Workforce Housing (score 3.75):** Affordability crisis pushes residents toward smaller cities and workforce housing products. Strong investor demand but constrained by construction costs and zoning. Tied with single-family rentals for the third-strongest investment prospects score after data centers and senior housing.
- **Industrial / Manufacturing (score 3.72 for manufacturing):** Durable demand from consumer spending and reshoring. Manufacturing scored highest of all industrial subsectors at 3.72. Despite some easing in pure e-commerce demand, industrial remains a broadly favored buy recommendation across all subsectors.
- **Office — Repricing and Restructuring:** Trophy and Class A office commands premium rents as occupiers flight-to-quality. Obsolete Class B and C buildings drive conversion opportunities. The bifurcation between premium and commodity office has rarely been more extreme. Investment score 3.61, development score 3.21, reflecting cautious new development amid repricing.

Key Insight — The Real Estate Industry's "Fog" of 2026 Average Score 2.81 — Better Than 2024 and 2025, But Still Below "Good"

The ULI/PwC Emerging Trends 2026 report describes the industry as operating in a "fog" of economic uncertainty. The average overall real estate prospects score of 2.81 is improving from 2.75 in 2025 and 2.74 in 2024, but still below the 3.0 threshold that would indicate good conditions. The last time the average exceeded 3.0 was 3.19 in 2022, before interest rate hikes dramatically increased financing costs. Only 55% of survey respondents expect their firm's profitability to be good to excellent in 2026, down from 65% in the prior year. The most successful firms in this environment will be those who combine data-driven market selection with operational excellence in asset management, rather than relying on broad market appreciation. Higher interest rates and financing constraints mean development must be underwritten conservatively with clear demand visibility. The wealth concentration context driving high-end real estate demand is in our U.S. millionaires analysis.

Regional Breakdown

Southeast Leads All Regions at 2.90 — West Lags at 2.68 Despite Tech Recovery

The ULI/PwC Emerging Trends 2026 survey applies a regional framework to compare prospects across five regions. The Southeast has the highest average prospects score at 2.90 and places the most markets

in the top 20 overall. The West has the lowest regional average at 2.68, with only Phoenix and Orange County in the top 20 despite 11 of 20 West region markets ranking among the top for per capita income and job growth projections over the next five years. The BlackRock real estate investment context, including their major market allocations, is in our BlackRock real estate holdings analysis.

ULI/PwC Emerging Trends 2026 — Average Real Estate Prospects Score by Region Regional average real estate development prospects — United States 2026 ULI/PwC Emerging Trends in Real Estate 2026 · 5-point scale · Southeast confirmed 2.90 · West confirmed 2.68 · National avg 2.81 · Other regions estimated Regional Real Estate Development Prospects — ULI/PwC 2026

REGION	AVG. SCORE	TOP 20 MARKETS	NOTABLE MARKETS	KEY TREND
Southeast	2.90	Most of any region	Miami #3, Nashville #6, Tampa #8, Tallahassee (+36)	Population growth, corporate relocation, affordability vs. Northeast
Northeast	~2.85	4 in top 10	Jersey City #2, Brooklyn #4, N. New Jersey #7, Manhattan #9	NY metro development alternatives, industrial gateway, life sciences
Southwest	~2.82	2 in top 10	Dallas-Fort Worth #1, Houston #5	Energy, tech, no state income tax, corporate relocations
Midwest	~2.75	Few in top 20	Chicago (+11), Madison (+26), Cincinnati (declined)	Industrial revival, data centers; some markets falling
West	2.68	2 in top 20	Phoenix #10, Orange County #18, SF/SJ (+20 each)	AI tech recovery in NorCal; high costs still weigh on overall
National Avg.	2.81	81 markets total	Up from 2.75 in 2025	Fair but improving; below 3.0 good threshold since 2022

Biggest Movers

Tallahassee +36, San Jose and San Francisco +20 Each — The Year's Biggest Shifts

Beyond the stable top 10, the most revealing data in any ULI ranking is the movers, markets that significantly changed position. In 2026, **Tallahassee moved up 36 places**, the biggest gain of any market in the survey, rising from near the bottom of all 81 markets to the top half. **San Jose and San Francisco each gained 20+ places**, recovering from bottom-third rankings to the middle of the pack, driven by the AI

investment wave benefiting Silicon Valley office, R&D, and data center demand. **Chicago gained 11 spots**, reaching the top third. **Orange County gained 11 spots**, reaching #18. On the downside, **Cincinnati and Minneapolis both fell from top half to bottom half**, and multiple Florida markets outside Miami and Tampa declined by more than 10 spots each.

- **Tallahassee (+36 places — biggest mover):** Florida's state capital moved from near the bottom to the top half of all 81 markets. Lower development costs, university presence (Florida State and FAMU), state government employment stability, and growing healthcare infrastructure make Tallahassee an emerging secondary market play for value-oriented developers.
- **San Jose and San Francisco (+20 each):** The AI boom has fundamentally changed the Northern California real estate outlook. Technology sector leasing, data center land acquisition, R&D facility expansion, and luxury residential demand tied to AI company compensation packages all improved markedly in 2025-2026. Both markets moved from bottom third to the middle of rankings in a single year — the fastest recovery in recent ULI survey history.
- **Chicago (+11):** Chicago's industrial market — fed by its position as the nation's largest rail hub and a major logistics crossroads — drove the upward move. Data center investment is also accelerating in northern Illinois. Chicago remains affordable relative to coastal markets and is attracting back-office corporate expansions.
- **Cincinnati and Minneapolis (declined sharply):** Both markets fell from the top half to the bottom half of all 81 markets. Despite having favorable demographic profiles (young populations, affordable housing), softer job market conditions and reduced corporate expansion in these metros weighed on development appetite among survey respondents.

FAQ

Frequently Asked Questions — U.S. Real Estate Development Prospects 2026

Dallas-Fort Worth leads U.S. real estate development prospects in 2026 for the second consecutive year, according to ULI/PwC Emerging Trends in Real Estate 2026. It is followed by Jersey City (#2), Miami (#3), Brooklyn (#4), and Houston (#5). The survey reflects the views of more than 1,700 real estate professionals rating 81 markets on a 5-point scale.

Emerging Trends in Real Estate 2026 is the **47th annual industry outlook published jointly by PwC and the Urban Land Institute (ULI)**, released November 5, 2025. It surveys 1,700+ real estate investors, developers,

lenders, and advisors across 81 U.S. and Canadian markets on investment and development prospects, property sector outlooks, and capital market conditions. The average overall score in 2026 is 2.81/5.0.

Data centers rank #1 for development prospects for the third consecutive year, with scores above 4.0 out of 5.0, the only property type to exceed this threshold. Senior housing ranks #2 as the oldest baby boomers turn 80 in 2026, driving historic demand. Moderate-income/workforce housing and single-family rentals tied for third at 3.75. Industrial manufacturing scored 3.72.

Dallas-Fort Worth leads because of its **diversified, fast-growing economy** (energy, technology, finance, healthcare), business-friendly Texas regulatory environment with no state income tax, lower development costs relative to coastal markets, strong population and job growth, and continued corporate relocations from California and the Northeast. DFW's central location, major infrastructure, and sustained demand across industrial, multifamily, and office property types sustain its top ranking.

Tallahassee moved up 36 places, the largest single-year gain of any market in the 2026 ULI/PwC survey, rising from near the bottom of all 81 markets to the top half. San Jose and San Francisco each gained 20+ places, and Chicago and Orange County each gained 11 spots. The AI technology sector boom drove the Northern California recovery.

The **Southeast has the highest average real estate prospects score at 2.90**, the most markets in the top 20, and includes top performers Miami (#3), Nashville (#6), and Tampa (#8). The West has the lowest regional average at 2.68, with only Phoenix (#10) and Orange County (#18) in the top 20, despite strong income growth projections in Bay Area markets recovering from prior-year lows.

Cautiously improving but still below historical norms. The average market prospects score of 2.81/5.0 in 2026 is better than 2.75 (2025) and 2.74 (2024), but below the 3.0 "good" threshold last reached in 2022. Only 55% of survey respondents expect good-to-excellent profitability. **Higher financing costs, construction cost inflation, and economic uncertainty** require conservative underwriting. The best opportunities are in sectors with confirmed demand (data centers, senior housing) and markets with strong fundamentals (DFW, Southeast Sun Belt, NY metro).

San Francisco and San Jose each rose 20+ places in the 2026 ULI rankings driven by the **AI technology boom**. OpenAI, Anthropic, Google DeepMind, and dozens of AI startups are expanding office and R&D footprints in the Bay Area, reversing the post-pandemic office market decline. Data center land acquisition, high-income residential demand tied to AI compensation packages, and renewed venture capital activity improved overall sentiment significantly for both markets.

Miami ranks **#3 overall in ULI/PwC 2026 development and investment prospects**. Investor interest is strongest in hotels, retail, and office. Apartment acquisitions are viewed with more caution due to elevated supply. Miami has held within one ranked spot of its 2025 position, showing stable, sustained investor confidence. International capital flows, Latin American wealth management hub status, and continued migration from high-tax northern states underpin development activity.

The most significant declines in 2026 were Cincinnati and Minneapolis/St. Paul, both falling from the top half to the bottom half of all 81 markets. Indianapolis and St. Louis each declined approximately 10 spots. Among Florida markets, Deltona/Daytona Beach, Southwest Florida, and Jacksonville all declined more than 10 places. Despite these declines, all remain viable markets, the rankings reflect relative sentiment shifts among surveyed professionals, not absolute market failure.

Senior housing ranks **#2 for development prospects** in the ULI/PwC Emerging Trends 2026 survey, just behind data centers. The sector is approaching a historic inflection as the first baby boomers turn 80 in 2026. Record-high occupancy, limited new supply from prior years of underbuilding, and shifting consumer preferences toward wellness-focused and technology-enabled communities are creating strong development urgency across active adult, independent living, assisted living, and memory care segments.

Data centers are the **top-ranked property type for both investment and development for the third consecutive year**, with scores above 4.0 on a 5-point scale, the only type to exceed this threshold. AI infrastructure buildout and cloud computing demand are driving unprecedented development activity. National vacancy is below 2%, most facilities pre-lease before completion. Key bottlenecks: power grid constraints, water supply, and land in established data center corridors (Northern Virginia, Northern New Jersey, Phoenix). For full data, see our data centers statistics.

The ULI/PwC Emerging Trends methodology surveys real estate investors, developers, lenders, brokers, and advisors, 1,700+ professionals in 2026. Participants rate 81 markets for investment and development prospects across property types on a 5-point scale (1 = very poor to 5 = excellent). They also rate aspects of their local markets. These ratings are combined and calculated to determine overall market rankings. A regional framework groups markets into five regions (Southeast, Northeast, Southwest, Midwest, West) for comparison. Results reflect industry sentiment, not statistical market performance data.

Data Sources & References

Primary: ULI Knowledge Finder, Emerging Trends in Real Estate United States and Canada 2026 (47th edition). Released November 5, 2025. Confirms Top 10: DFW, Jersey City, Miami, Brooklyn, Houston, Nashville, Northern NJ, Tampa, Manhattan, Phoenix. Average score 2.81/5.0.

Primary: PwC Markets to Watch page, Confirms Orange County #18 (+11), San Jose and SF +20 each, Tallahassee +36, Chicago +11. Southeast avg 2.90, West avg 2.68. Southeast places most markets in top 20.

Supporting: PwC Property Type Outlook, Data centers #1 both investment and development (scores above 4.0), 3rd consecutive year. Senior housing #2. Manufacturing 3.72. High-income apartments bottom of apartment rankings.

Supporting: ULI Americas Press Release, November 5, 2025, 1,700+ professionals surveyed, 47th edition, released San Francisco.

The ULI/PwC Emerging Trends in Real Estate 2026 survey reflects the views of individual real estate professionals who completed surveys or were interviewed. Rankings represent industry sentiment and professional outlook — not official market performance statistics. The exact development prospect scores by market are proprietary to the full paid report. All scores cited in charts are BusinessStats Research estimates based on confirmed rankings, the disclosed national average of 2.81/5.0, and confirmed regional averages (Southeast 2.90, West 2.68). The full report is available through PwC and ULI. This article is not investment advice.

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Methodology

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