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STATISTICS DOSSIER

Use: statistics and facts

10 reports · 3 sections · Edition November 2026

71%
TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)

374M
USERS 2025

69.8M
ILLICIT DRUG USERS

~41%
GLOBAL ADULTS USING SOCIAL MEDIA FOR NEWS — APRIL 2026

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ABOUT THIS DOSSIER

Use: statistics and facts

Looking for data on Use? The 10 reports below cover Social Media (4 reports) and People Use (2 reports).

Some numbers that stand out in these reports: 71% (TikTok — Highest Planned Organic Increase (Next 12 Months)), 3.64B (DAP, Sept 2026), 56% vs 45% (US Women vs Men, 2026) and ~41% (Global Adults Using Social Media for News — April 2026).

Recently updated reports include Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide and How Many People Use Meta Apps Every Day? 3.64 Billion in Q3 2026. New and updated reports appear here automatically, the last change was on Nov 25, 2026. Each report lists its sources and lets you download its charts and data.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
71%	TikTok — Highest Planned Organic Increase (Next 12 Months)	Planned Changes Organic Social Media Marketing 2026 — Platform Use Changes Worldwide
374M	Users 2025	How Many People Use Generative AI Worldwide? (2026)
69.8M	Illicit Drug Users	US Drug Use 2025: 69.8M Used Illicit Drugs, 44.6M Have SUD
~41%	Global Adults Using Social Media for News — April 2026	42% of Adults Use Social Media for News — By Country Statistics 2026
51%	Keeping in Touch — #1 Reason Worldwide Q2 2026	Why People Use Social Media — Top Reasons Worldwide 2026

89%	Facebook — #1 Most Used by Marketers 2026	89% of Marketers Use Facebook — Top Social Media Platforms Worldwide 2026
3.64B	DAP, Sept 2026	How Many People Use Meta Apps Every Day? 3.64 Billion in Q3 2026
51%	Used Gen AI To Shop, 2025	Gen AI Shopping: 51% of Consumers Now Use It, Up From 38%

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01

Social Media

4 reports

1.1

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

Updated May 21, 2026

71%
TIKTOK — HIGHEST PLANNED ORGANIC INCREASE (NEXT 12 MONTHS)

40%
TWITTER/X — HIGHEST PLANNED ORGANIC DECREASE

+62pp
TIKTOK NET SCORE — INCREASE MINUS DECREASE

-18pp
TWITTER/X NET SCORE — ONLY PLATFORM BELOW -10PP

52%
THREADS — FASTEST RISING NEW PLATFORM (2ND HIGHEST PLANNED INCREASE)

78%
SHORT-FORM VIDEO — MOST PLANNED CONTENT FORMAT INCREASE

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

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

1.2

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

Updated May 16, 2026

~41%
GLOBAL ADULTS USING SOCIAL MEDIA FOR NEWS — APRIL 2026

65%
THAILAND — HIGHEST RATE AMONG SURVEYED MARKETS

22%
JAPAN — LOWEST RATE AMONG MAJOR ECONOMIES

60%
18–24 YEAR OLDS — SOCIAL MEDIA IS THEIR #1 NEWS SOURCE

28%
FACEBOOK — MOST USED SOCIAL PLATFORM FOR NEWS GLOBALLY

24%
TRUST SOCIAL MEDIA NEWS — VS 52% FOR TELEVISION NEWS

Share of adults using social media as a news source in selected countries worldwide as of April 2026. Thailand leads at 65%, Germany lowest at 27%. Full country rankings, platform breakdown, age splits, and trends since 2016.

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

1.3

Why People Use Social Media — Top Reasons Worldwide 2026

Updated May 15, 2026

51%
KEEPING IN TOUCH — #1 REASON WORLDWIDE Q2 2026

47%
FILLING SPARE TIME — #2 REASON WORLDWIDE

43%
READING NEWS STORIES — #3 REASON

34%
PRODUCT DISCOVERY — FASTEST GROWING SINCE 2019

25%
PROFESSIONAL NETWORKING — UP FROM 18% IN 2019

+11pp
PRODUCT DISCOVERY GROWTH 2019–2026 (23% TO 34%)

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

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

1.4

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

Updated May 14, 2026

89%
FACEBOOK — #1 MOST USED BY MARKETERS 2026

80%
INSTAGRAM — #2 PLATFORM ADOPTION 2026

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

29%
INSTAGRAM — HIGHEST ROI CITATION BY MARKETERS

54%
SHORT-FORM VIDEO — MOST EFFECTIVE CONTENT FORMAT

$276B
GLOBAL SOCIAL MEDIA AD SPEND PROJECTED 2026

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

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

02

People Use

2 reports

2.1

How Many People Use Generative AI Worldwide? (2026)

Updated Sep 16, 2026

374M USERS 2025	**1.2B** USERS 2031	**1B** CHATGPT WEEKLY
2 mo TO 100M USERS	**53%** OF WORLD IN 3YR	**$549B** MARKET 2032

Generative AI users worldwide are set to roughly triple from about 374 million in 2025 to 1.2 billion by 2031. See the adoption data, charts and forecasts.

Full report with charts and data: businesstats.com/generative-ai-users-worldwide

2.2

How Many People Use Meta Apps Every Day? 3.64 Billion in Q3 2026

Updated Nov 24, 2026

3.64B DAP, SEPT 2026	**+3%** YEAR OVER YEAR, Q3 2026	**2.26B** FIRST DAP, DEC 2019
-20M Q1 2026 DIP	**$17.72** ARPP, Q3 2026	**3.98B** LAST MAP, DEC 2023

Meta DAP reached 3.64 billion in September 2026, up 3% in a year. All 28 official quarters since 2019, net additions, growth rates and the Q1 2026 dip.

PRIMARY SOURCES: Meta Platforms · Meta Platforms · First Quarter 2026 Results · Meta Platforms

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

03

More statistics

4 reports

3.1

US Drug Use 2025: 69.8M Used Illicit Drugs, 44.6M Have SUD

Updated Sep 30, 2026

69.8M ILLICIT DRUG USERS	**24.0%** OF PEOPLE 12 AND OVER	**61.6M** MARIJUANA USERS
44.6M SUBSTANCE USE DISORDER	**16%** GOT NEEDED TREATMENT	**79,384** OVERDOSE DEATHS 2024

New 2025 NSDUH data: 24% of Americans used an illicit drug, marijuana leads with 61.6M users, only 1 in 6 with a disorder got treatment, and overdoses fell.

Full report with charts and data: businesstats.com/drug-use-us

3.2

Gen AI Shopping: 51% of Consumers Now Use It, Up From 38%

Updated Sep 23, 2026

51% USED GEN AI TO SHOP, 2025	**+34%** GROWTH IN A YEAR	**92%** HAVE ENCOUNTERED AI SHOPPING
63% WANT TO SHOP WITH GEN AI	**58%** USE GEN AI OVER SEARCH	**80%** PLAN TO USE IN 2026

More than half of consumers now use generative AI to shop online, up from 38 percent a year earlier. See how awareness and use of Gen AI in shopping changed.

Full report with charts and data: businesstats.com/generative-ai-online-shopping

3.3

Silver Demand by End Use 2026 (Ranked)

Updated Sep 8, 2026

58% INDUSTRIAL	**19%** INVESTMENT	**17%** JEWELRY
$100 PRICE RECORD	**6 yrs** DEFICIT	**1,130** TOTAL MOZ

Industrial uses account for about 58 percent of global silver demand in 2026, driven by solar and electronics, ahead of investment and jewelry.

Full report with charts and data: businesstats.com/global-silver-demand-by-purpose

3.4

Do More Women or Men Use Instagram? What Official Surveys Show

Updated Nov 24, 2026

56% vs 45% US WOMEN VS MEN, 2026	**63% vs 56%** UK WOMEN VS MEN, 2024	**63% vs 44%** AUSTRALIA, 2025
63.4% vs 46.2% JAPAN, FY2025	**61%** UK INSTAGRAM MINUTES BY WOMEN	**66% vs 56%** US TEEN GIRLS VS BOYS, 2024

Survey data, not ad estimates: 56% of US women vs 45% of men use Instagram (2026). Women also lead in the UK, Australia and Japan. Gaps and sources inside.

PRIMARY SOURCES: Pew Research Center · Pew Research Center · Pew Research Center · Pew Research Center

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

HOW TO CITE THIS DOSSIER

Business Stats (2026). Use: statistics and facts. Retrieved Nov 25, 2026, https://businesstats.com/use-topic-overview/

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 25, 2026.

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