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The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report may not correlate with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the values published in this report, rather than trying to recalculate such values using data from previous reports. Wherever we’re aware of the potential for historical mismatches, we’ve included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers may not represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent ‘non-human’ entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may exceed the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.
GLOBAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL

TOTAL POPULATION
7.91 BILLION
YEAR-ON-YEAR CHANGE
+1.0%
URBANISATION
57.0%

MOBILE CONNECTIONS
8.28 BILLION
YEAR-ON-YEAR CHANGE
+2.9%
TOTAL vs. POPULATION
104.6%

INTERNET USERS
4.95 BILLION
YEAR-ON-YEAR CHANGE
+4.0%
TOTAL vs. POPULATION
62.5%

ACTIVE SOCIAL MEDIA USERS
4.62 BILLION
YEAR-ON-YEAR CHANGE
+10.1%
TOTAL vs. POPULATION
58.4%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES.
INTERNET ADOPTION
INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHME. COMPARABILITY: SOURCE AND BASE CHANGES.
SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

DATA SOURCES:

- KEPIOS ANALYSIS
- ITU
- GSMA INTELLIGENCE
- EUROSTAT
- GWI
- CIA WORLD FACTBOOK
- CNNIC
- APJII
- LOCAL GOVERNMENT AUTHORITIES

NOTES:

- Figures may not sum to 100% due to rounding.
- Regions based on the United Nations Geoscheme.
- Comparability: Source and base changes.
SOCIAL MEDIA USERS vs. TOTAL POPULATION
ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH.

ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.
SHARE OF GLOBAL SOCIAL MEDIA USERS
ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.
NOTES: FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHME. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.
MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. NOTE: FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: BASE CHANGES.
EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2022 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD
Hootsuite’s Perspective

Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

**Stretch the social experience**

There’s more to social commerce than having a “buy now” button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That’s why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

**Share the care**

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

**Get acquainted with Gen Z**

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn’t your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).
China: Change in the use of connected devices and services over time

**FEB 2022**

**DIGITAL GROWTH**

Change in the use of connected devices and services over time

- **TOTAL POPULATION**
  - Year-on-year change: +0.3%
  - Year-on-year change: +4.6 million

- **CELLULAR MOBILE CONNECTIONS**
  - Year-on-year change: +1.8%
  - Year-on-year change: +29 million

- **INTERNET USERS**
  - Year-on-year change: +3.6%
  - Year-on-year change: +36 million

- **ACTIVE SOCIAL MEDIA USERS**
  - Year-on-year change: +5.6%
  - Year-on-year change: +53 million

**SOURCES:** United Nations, U.S. Census Bureau, Government bodies, GSMA Intelligence, ITU, GWI, Eurostat, CNNIC, APJII, CIA World Factbook, Company advertising resources and earnings reports, OCBDI, TechnRasa, Kepios analysis. **ADVISORY:** Due to COVID-19-related delays in research and reporting, figures for internet user growth may under-represent actual trends. See [Notes on Data](#) for more details. Social media users may not represent unique individuals. **COMPARABILITY:** Source and base changes.
WE ARE SOCIAL

DIGITAL CULTURE AT A GLANCE

THE PEOPLE, TERMS AND MEDIA PEOPLE ARE ENGAGING WITH ONLINE

**WORD OF THE YEAR**

**LITTLE HARM BUT HUGE INSULT**

(DIGITALING, 2021)

**MOST STREAMED SONG**

**MOHE DANCE HALL - LIU SHUANG**

(TENCENT, 2021)

**MOST POPULAR BILIBILIER**

**LUO XIANG**

(BILIBILI, 2021)

**MOST STREAMED TV SHOW**

**THE REBEL**

(BILIBILI, 2021)

**MOST TALKED ABOUT CELEBRITY**

**KRIS WU**

(ABC NEWS, 2021)

**HIGHEST GROSSING MOVIE**

**THE BATTLE AT LAKE CHANGJIN**

(WIKIPEDIA, 2021)

READ MORE ABOUT LOCAL CULTURE ON OUR BLOG HERE.
**CHINA**

**DEMOGRAPHICS AND OTHER KEY INDICATORS**

- **TOTAL POPULATION**: 1.45 BILLION
- **FEMALE POPULATION**: 48.7%
- **MALE POPULATION**: 51.3%
- **YEAR-ON-YEAR CHANGE IN TOTAL POPULATION**: +0.3% (+4.6 MILLION)
- **MEDIAN AGE OF THE POPULATION**: 39.1
- **URBAN POPULATION**: 63.4%
- **POPULATION DENSITY (PEOPLE PER KM²)**: 154.1
- **OVERALL LITERACY (ADULTS AGED 15+)**: 96.8%
- **FEMALE LITERACY (ADULTS AGED 15+)**: 95.2%
- **MALE LITERACY (ADULTS AGED 15+)**: 98.5%

**SOURCES:** UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.
SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.
POPULATION BY AGE
SHARE OF THE TOTAL POPULATION BY AGE GROUP

TOTAL POPULATION: 1.45 BILLION

0-4: 5.6%
14.6%

5-12: 9.5%
14.2%

13-17: 5.8%
16.2%

18-24: 8.1%
13.2%

25-34: 14.6%
12.8%

35-44: 14.2%

45-54: 16.2%

55-64: 5.8%

65+: 12.8%

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, LOCAL GOVERNMENT AUTHORITIES.
DEVICE OWNERSHIP
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

CHINA

FEB 2022

ANY KIND OF MOBILE PHONE
94.7%
YEAR-ON-YEAR CHANGE
-1.7% (-160 BPS)
GAMES CONSOLE
13.3%
YEAR-ON-YEAR CHANGE
+13.7% (+160 BPS)
SMART PHONE
94.7%
YEAR-ON-YEAR CHANGE
-1.7% (-160 BPS)
SMART WATCH OR SMART WRISTBAND
33.7%
YEAR-ON-YEAR CHANGE
+23.4% (+640 BPS)
FEATURE PHONE
3.9%
YEAR-ON-YEAR CHANGE
-13.3% (-60 BPS)
TV STREAMING DEVICE
TV
9.8%
YEAR-ON-YEAR CHANGE
+42.0% (+290 BPS)
LAPTOP OR DESKTOP COMPUTER
52.3%
YEAR-ON-YEAR CHANGE
+4.2% (+210 BPS)
SMART HOME DEVICE
20.0%
YEAR-ON-YEAR CHANGE
+25.8% (+410 BPS)
VIRTUAL REALITY DEVICE
6.0%
YEAR-ON-YEAR CHANGE
+33.3% (+150 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. “BPS” VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.
**DAILY TIME SPENT WITH MEDIA**

The average amount of time each day that internet users aged 16 to 64 spend with different kinds of media and devices.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time Spent</th>
<th>Year-on-Year Change</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time spent using the Internet</td>
<td>5H 15M</td>
<td>-2.2% (-7 MINS)</td>
<td>Consumption of different media may occur concurrently. Television includes both linear (broadcast and cable) television and content delivered via streaming and video-on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio.</td>
</tr>
<tr>
<td>Time spent watching television (broadcast and streaming)</td>
<td>2H 57M</td>
<td>-8.3% (-16 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent using social media</td>
<td>1H 57M</td>
<td>-5.6% (-7 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent reading press media</td>
<td>2H 31M</td>
<td>-8.5% (-14 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent listening to music streaming services</td>
<td>1H 21M</td>
<td>-11.0% (-10 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent listening to broadcast radio</td>
<td>1H 14M</td>
<td>+2.8% (+2 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent listening to podcasts</td>
<td>1H 07M</td>
<td>-10.7% (-8 MINS)</td>
<td></td>
</tr>
<tr>
<td>Time spent reading press media (online and physical print)</td>
<td>1H 15M</td>
<td>-7.4% (-6 MINS)</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details.
OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS: 1.02 BILLION
INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION: 70.9%
YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS: +3.6%
AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER: 5H 15M
PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES: 91.1%

SOURCES: KEPLOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; ARIL; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS.

NOTES: "YOY" FIGURES SHOW YEAR-ON-YEAR GROWTH. FOR CHANGE IN TIME, "H" DENOTES HOURS AND "M" DENOTES MINUTES. ADVISORY: DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS ON COMPARABILITY, SOURCE AND BASE CHANGES.
INTERNET USERS OVER TIME
NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, “K” DENOTES THOUSANDS (E.G. “123 K” = 123,000), “M” DENOTES MILLIONS (E.G. “1.23 M” = 1,230,000), AND “B” DENOTES BILLIONS (E.G. “1.23 B” = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

ADVISORY: DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS.

COMPARABILITY: SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.
INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS:
ITU

1.02 BILLION
vs. POPULATION
70.6%

INTERNET USERS:
CIA WORLD FACTBOOK

1.02 BILLION
vs. POPULATION
70.6%

INTERNET USERS:
INTERNETWORLDSTATS

989.1 MILLION
vs. POPULATION
68.4%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR “vs. POPULATION”. COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.
DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
TIME SPENT USING THE INTERNET ON MOBILE PHONES
TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
MOBILE’S SHARE OF TOTAL DAILY INTERNET TIME

5H 15M
3H 06M
2H 09M
58.9%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
MAIN REASONS FOR USING THE INTERNET

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAYING IN TOUCH WITH FRIENDS AND FAMILY</td>
<td>39.1%</td>
</tr>
<tr>
<td>FOLLOWING NEWS AND CURRENT EVENTS</td>
<td>35.2%</td>
</tr>
<tr>
<td>WATCHING VIDEOS, TV SHOWS, AND MOVIES</td>
<td>34.5%</td>
</tr>
<tr>
<td>FINDING INFORMATION</td>
<td>32.2%</td>
</tr>
<tr>
<td>EDUCATION AND STUDY</td>
<td>30.0%</td>
</tr>
<tr>
<td>FILLING UP SPARE TIME</td>
<td>29.4%</td>
</tr>
<tr>
<td>LISTENING TO MUSIC</td>
<td>28.8%</td>
</tr>
<tr>
<td>RESEARCHING HOW TO DO THINGS</td>
<td>28.8%</td>
</tr>
<tr>
<td>MEETING NEW PEOPLE</td>
<td>28.7%</td>
</tr>
<tr>
<td>FINDING NEW IDEAS AND INSPIRATION</td>
<td>28.1%</td>
</tr>
<tr>
<td>RESEARCHING BRANDS</td>
<td>26.3%</td>
</tr>
<tr>
<td>MANAGING FINANCES</td>
<td>26.1%</td>
</tr>
<tr>
<td>ORGANISING DAILY LIFE</td>
<td>25.5%</td>
</tr>
<tr>
<td>RESEARCHING HEALTH ISSUES AND PRODUCTS</td>
<td>25.0%</td>
</tr>
<tr>
<td>RESEARCHING PLACES AND TRAVEL</td>
<td>24.4%</td>
</tr>
</tbody>
</table>

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
**Devices Used to Access the Internet**

Percentage of Internet users aged 16 to 64 who use each kind of device to access the internet.

- **Mobile Phone (Any)**: 91.1%
  - Year-on-year change: -2.5% (-230 BPS)
  - Change in basis points: +8.5% (+460 BPS)

- **Laptop or Desktop (Any)**: 68.3%
  - Year-on-year change: +13.5% (+810 BPS)
  - Change in basis points: +18.8% (+570 BPS)

- **Smart Phone**: 90.1%
  - Year-on-year change: -2.8% (-260 BPS)
  - Change in basis points: +16.3% (+410 BPS)

- **Feature Phone**: 4.2%
  - Year-on-year change: +31.3% (+100 BPS)

- **Tablet Device**: 29.8%
  - Year-on-year change: +22.6% (+550 BPS)

- **Personal Laptop or Desktop**: 59.0%
  - Year-on-year change: +8.5% (+460 BPS)

- **Work Laptop or Desktop**: 36.1%
  - Year-on-year change: +18.8% (+570 BPS)

- **Connected Television**: 29.3%
  - Year-on-year change: +16.3% (+410 BPS)

- **Smart Home Device**: 16.8%
  - Year-on-year change: [New data point]

- **Games Console**: 9.1%
  - Year-on-year change: +62.5% (+350 BPS)

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of Internet users aged 16 to 64. See GWI.com for full details. **Notes:** “Mobile Phone (Any)” includes users who access via a smartphone or a feature phone. “Laptop or Desktop (Any)” includes users who access via their own computer or a computer provided by their employer. Percentage change values reflect relative change. “BPS” values show the change in basis points, and reflect absolute change.
INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEED (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS

**MEDIAN DOWNLOAD SPEED OF CELLULAR MOBILE INTERNET CONNECTIONS**

- **96.84 MBPS**
- **+79.9%**
- **+43.01 MBPS**

**YEAR-ON-YEAR CHANGE IN MEDIAN CELLULAR MOBILE INTERNET CONNECTION SPEED**

**MEDIAN DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS**

- **146.62 MBPS**
- **+55.6%**
- **+52.40 MBPS**

**YEAR-ON-YEAR CHANGE IN MEDIAN FIXED INTERNET CONNECTION SPEED**

**SOURCE:** Ookla

**NOTE:** Figures represent median download speeds in megabits per second (Mbps) in November 2021. **Comparability:** The values for internet connection speeds that we featured in previous reports reflected mean connection speeds, whereas we now feature median connection speeds, which offer a more representative indication of the connection speeds that “typical” users can expect. As a result, values shown here are **not comparable** with the values published in our previous reports.
SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

- **MOBILE PHONES**: 64.32%  
  Year-on-year change: +6.6% (+400 BPS)

- **LAPTOP AND DESKTOP COMPUTERS**: 34.82%  
  Year-on-year change: -9.8% (-378 BPS)

- **TABLET DEVICES**: 0.86%  
  Year-on-year change: -20.4% (-22 BPS)

- **OTHER DEVICES**: 0%  
  Year-on-year change: [UNCHANGED]

**SOURCE**: STATCOUNTER  
**NOTES**: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.
SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

CHROME
50.86%
YEAR-ON-YEAR CHANGE
+12.2% (+554 BPS)

SAFARI
10.53%
YEAR-ON-YEAR CHANGE
+26.9% (+223 BPS)

MICROSOFT EDGE
4.06%
YEAR-ON-YEAR CHANGE
+111% (+214 BPS)

FIREFOX
2.90%
YEAR-ON-YEAR CHANGE
-7.6% (-24 BPS)

SAMSUNG INTERNET
0.42%
YEAR-ON-YEAR CHANGE
-8.7% (-4 BPS)

OPERA
0.22%
YEAR-ON-YEAR CHANGE
-12.0% (-3 BPS)

UC BROWSER
11.56%
YEAR-ON-YEAR CHANGE
-26.0% (-406 BPS)

OTHER
19.45%
YEAR-ON-YEAR CHANGE
-22.2% (-554 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.
### China

#### MOST-VISITED WEBSITES: ALEXA RANKING

**RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC**

<table>
<thead>
<tr>
<th>#</th>
<th>WEBSITE</th>
<th>TIME PER DAY</th>
<th>PAGES PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>TMALL.COM</td>
<td>07M 01S</td>
<td>3.83</td>
</tr>
<tr>
<td>02</td>
<td>Baidu.COM</td>
<td>05M 16S</td>
<td>4.92</td>
</tr>
<tr>
<td>03</td>
<td>QQ.COM</td>
<td>03M 51S</td>
<td>3.88</td>
</tr>
<tr>
<td>04</td>
<td>SOHU.COM</td>
<td>03M 38S</td>
<td>4.56</td>
</tr>
<tr>
<td>05</td>
<td>Taobao.COM</td>
<td>04M 17S</td>
<td>3.49</td>
</tr>
<tr>
<td>06</td>
<td>360.CN</td>
<td>03M 17S</td>
<td>4.23</td>
</tr>
<tr>
<td>07</td>
<td>JD.COM</td>
<td>03M 32S</td>
<td>4.35</td>
</tr>
<tr>
<td>08</td>
<td>Weibo.COM</td>
<td>02M 45S</td>
<td>3.31</td>
</tr>
<tr>
<td>09</td>
<td>Sina.COM.CN</td>
<td>02M 50S</td>
<td>3.36</td>
</tr>
<tr>
<td>10</td>
<td>Panda.TV</td>
<td>02M 51S</td>
<td>5.43</td>
</tr>
<tr>
<td>11</td>
<td>Zhanqi.TV</td>
<td>02M 52S</td>
<td>5.41</td>
</tr>
<tr>
<td>12</td>
<td>Xinhuanet.COM</td>
<td>02M 55S</td>
<td>5.64</td>
</tr>
<tr>
<td>13</td>
<td>Alipay.COM</td>
<td>03M 04S</td>
<td>3.35</td>
</tr>
<tr>
<td>14</td>
<td>Google.COM.HK</td>
<td>04M 34S</td>
<td>5.90</td>
</tr>
<tr>
<td>15</td>
<td>Csdn.net</td>
<td>03M 16S</td>
<td>4.89</td>
</tr>
<tr>
<td>16</td>
<td>YY.COM</td>
<td>02M 49S</td>
<td>5.24</td>
</tr>
<tr>
<td>17</td>
<td>Tianqiu.com</td>
<td>02M 50S</td>
<td>5.17</td>
</tr>
<tr>
<td>18</td>
<td>Tianya.cn</td>
<td>02M 54S</td>
<td>5.14</td>
</tr>
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<td>19</td>
<td>17ok.com</td>
<td>02M 17S</td>
<td>4.02</td>
</tr>
<tr>
<td>20</td>
<td>Haosou.com</td>
<td>07M 11S</td>
<td>14.50</td>
</tr>
</tbody>
</table>

**Source:** Alexa Internet, using figures published in December 2021. **Notes:** Alexa Internet is the name of Amazon’s Insights Arm, and data shown here are not restricted to activities on Alexa Voice Platforms. “Time per day” figures represent the average daily amount of time that global visitors spend on each domain, measured in minutes and seconds. “Pages per day” represent the average number of pages that global visitors open on the domain each day. Because figures for “time per day” and “pages per day” reflect global activity, values will be the same across all countries. **Advisory:** Some websites featured in this ranking may contain adult content. Please use caution when visiting unknown domains.
### SEARCH ENGINE MARKET SHARE

Percentage of total web traffic referred by search engines that originated from each search service.

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Market Share</th>
<th>Year-on-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Google</strong></td>
<td>86.82%</td>
<td>+16.7% (+1,245 BPS)</td>
</tr>
<tr>
<td><strong>Bing</strong></td>
<td>3.94%</td>
<td>+32.2% (+96 BPS)</td>
</tr>
<tr>
<td><strong>Baidu</strong></td>
<td>2.22%</td>
<td>-39.3% (-144 BPS)</td>
</tr>
<tr>
<td><strong>Yandex</strong></td>
<td>0.17%</td>
<td>+143% (+10 BPS)</td>
</tr>
<tr>
<td><strong>DuckDuckGo</strong></td>
<td>0%</td>
<td>[UNCHANGED]</td>
</tr>
<tr>
<td><strong>Ecosia</strong></td>
<td>0.01%</td>
<td>[FROM 0%] (+1 BPS)</td>
</tr>
<tr>
<td><strong>Yahoo</strong></td>
<td>0.02%</td>
<td>[UNCHANGED]</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>6.82%</td>
<td>-63.9% (-1,208 BPS)</td>
</tr>
</tbody>
</table>

**Source:** StatCounter. **Notes:** Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in November 2021. Year-on-year change values represent relative year-on-year change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). “BPS” values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS

USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

**CHINA**

**FEB 2022**

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- **32.9%**
- **32.9%**
- **30.8%**
- **26.0%**

**SOURCE:** GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

- ANY KIND OF VIDEO: 95.6%
- MUSIC VIDEO: 44.1%
- COMEDY, MEME, OR VIRAL VIDEO: 26.5%
- TUTORIAL OR HOW-TO VIDEO: 23.2%
- EDUCATIONAL VIDEO: 25.8%
- PRODUCT REVIEW VIDEO: 29.4%
- SPORTS CLIP OR HIGHLIGHTS VIDEO: 33.8%
- GAMING VIDEO: 30.0%
- INFLUENCER VIDEOS AND VLOGS: 31.1%
- VIDEO LIVESTREAM: 36.3%

**SOURCE:** GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV

AVERAGE DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING STREAMING TV

TIME SPENT WATCHING STREAMING TV AS A PERCENTAGE OF TOTAL TIME SPENT WATCHING TV

94.1%

98.7%

1H 33M

52.5%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

- LISTEN TO MUSIC STREAMING SERVICES: 38.6%
- LISTEN TO ONLINE RADIO SHOWS OR STATIONS: 28.4%
- LISTEN TO PODCASTS: 19.2%
- LISTEN TO AUDIO BOOKS: 32.8%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

- ANY DEVICE: 77.4%
- SMARTPHONE: 58.8%
- LAPTOP OR DESKTOP: 28.1%
- GAMES CONSOLE: 20.4%
- TABLET: 12.5%
- HAND-HELD GAMING DEVICE: 16.4%
- MEDIA STREAMING DEVICE: 13.6%
- VIRTUAL REALITY HEADSET: 12.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES

- 67.58 million
- Year-on-year change: +16% (+9.3 million)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

- $20.11 billion
- Year-on-year change: +34% (+$5.1 billion)

VALUE OF SMART HOME SECURITY DEVICE MARKET

- $3.03 billion
- Year-on-year change: +33% (+$755 million)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

- $1.71 billion
- Year-on-year change: +29% (+$387 million)

VALUE OF SMART HOME APPLIANCES MARKET

- $10.37 billion
- Year-on-year change: +37% (+$2.8 billion)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

- $1.06 billion
- Year-on-year change: +34% (+$267 million)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

- $2.81 billion
- Year-on-year change: +30% (+$656 million)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

- $1.13 billion
- Year-on-year change: +34% (+$290 million)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.

NOTES: "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. COMPARABILITY: BASE CHANGES.
AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

**YEAR-ON-YEAR CHANGE**

**ARPU: SMART HOME SECURITY DEVICES**
- **14.5%**
  - **15%** (+115 BPS)
- **$103**
  - **+1.3%** (+$1.30)

**ARPU: SMART HOME ENTERTAINMENT DEVICES**
- **$60.32**
  - **+1.1%** (+$0.63)

**ARPU: SMART HOME APPLIANCES**
- **$342**
  - **+3.1%** (+$10.36)

**ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES**
- **$122**
  - **-0.3%** (-$0.34)

**ARPU: SMART HOME COMFORT & LIGHTING**
- **$35.42**
  - **+2.1%** (+$0.72)

**ARPU: SMART HOME ENERGY MANAGEMENT**
- **$47.01**
  - **-1.9%** (-$0.89)

**PENETRATION OF SMART HOME DEVICES**
- **14.5%**
  - **+15%** (+115 BPS)

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.

**NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. COMPARABILITY: BASE CHANGES.
Use of online financial services

- Use a banking, investment, or insurance website or mobile app each month: 22.1%
- Use a mobile payment service (e.g., Apple Pay, Samsung Pay) each month: 30.6%
- Own any form of cryptocurrency (e.g., Bitcoin, Ether): 5.7%

Source: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See gwi.com for full details.
EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME

[SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM’S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ IN 46 COUNTRIES AROUND THE WORLD (SEE DIGITALNEWSREPORT.ORG FOR MORE DETAILS). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.]
SOCIAL MEDIA
OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

- **NUMBER OF SOCIAL MEDIA USERS**: 983.3 MILLION
- **YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS**: +5.6% (+53 MILLION)
- **AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA**: 1H 57M
- **YEAR-ON-YEAR CHANGE IN TIME SPENT USING SOCIAL MEDIA**: -5.6% (-7 MINS)
- **AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH**: 8.0

SOCIAL MEDIA USERS vs. TOTAL POPULATION: 68.0%
SOCIAL MEDIA USERS vs. POPULATION AGE 13+: 80.1%
SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS: 95.9%
FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS: 48.8%
MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS: 51.2%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS.

**NOTE:** FIGURE FOR “AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH” INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTERS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.
China

Social Media Users Over Time

Number of Social Media Users and Year-on-Year Change

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2014</td>
<td>532 M</td>
<td>+10.5%</td>
</tr>
<tr>
<td>Jan 2015</td>
<td>588 M</td>
<td>+6.2%</td>
</tr>
<tr>
<td>Jan 2016</td>
<td>624 M</td>
<td>+6.8%</td>
</tr>
<tr>
<td>Jan 2017</td>
<td>666 M</td>
<td>+8.1%</td>
</tr>
<tr>
<td>Jan 2018</td>
<td>720 M</td>
<td>+4.9%</td>
</tr>
<tr>
<td>Jan 2019</td>
<td>756 M</td>
<td>+9.1%</td>
</tr>
<tr>
<td>Jan 2020</td>
<td>825 M</td>
<td>+12.9%</td>
</tr>
<tr>
<td>Jan 2021</td>
<td>931 M</td>
<td>+5.6%</td>
</tr>
<tr>
<td>Jan 2022</td>
<td>983 M</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Keypos Analysis; CNNIC.

Note: Where letters are shown next to figures above bars, “K” denotes thousands (e.g. “123 K” = 123,000), “M” denotes millions (e.g. “1.23 M” = 1,230,000), and “B” denotes billions (e.g. “1.23 B” = 1,230,000,000). Where no letter is present, values are shown as is.

Advisory: Social media users may not represent unique individuals.

Comparability: Changes in data sources may mean that figures shown in this report are NOT COMPAREABLE with figures published in our previous reports.
### MAIN REASONS FOR USING SOCIAL MEDIA

**CHINA**

**PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS**

1. **Keeping in Touch with Friends and Family** - 34.9%
2. **Filling Spare Time** - 28.5%
3. **Seeing What’s Being Talked About** - 27.4%
4. **Finding Content** - 25.0%
5. **Reading News Stories** - 24.9%
6. **Sharing Opinions** - 23.3%
7. **Finding Content from Brands** - 22.7%
8. **Live Streams** - 22.2%
9. **Finding Products to Purchase** - 22.1%
10. **Activities for Work** - 22.1%
11. **Looking for Things to Do or Buy** - 21.0%
12. **Making New Contacts** - 20.9%
13. **Celebrities and Influencers** - 20.1%
14. **Posting About Your Life** - 20.1%
15. **Following Sports** - 20.1%

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.COM for full details.
Most-Used Social Media Platforms

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEIXIN (WECHAT)</td>
<td>77.0%</td>
</tr>
<tr>
<td>DOUYIN</td>
<td>70.2%</td>
</tr>
<tr>
<td>QQ</td>
<td>61.5%</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>57.0%</td>
</tr>
<tr>
<td>SINA WEIBO</td>
<td>50.7%</td>
</tr>
<tr>
<td>XIAOHONGSHU</td>
<td>47.9%</td>
</tr>
<tr>
<td>KUAISHOU</td>
<td>45.7%</td>
</tr>
<tr>
<td>QZONE</td>
<td>34.4%</td>
</tr>
<tr>
<td>MEIPAI</td>
<td>28.0%</td>
</tr>
<tr>
<td>DOUYIN HUOSHAN</td>
<td>23.6%</td>
</tr>
<tr>
<td>IMESSAGE</td>
<td>21.8%</td>
</tr>
</tbody>
</table>

Source: GWI (Q3 2021). Figures represent the findings of a broad global survey of Internet users aged 16 to 64. See GWI.com for full details.
# Favourite Social Media Platforms

**Percentage of Internet Users Aged 16 to 64 Who Say That Each Option Is Their “Favourite” Social Media Platform**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEIXIN (WECHAT)</td>
<td>40.2%</td>
</tr>
<tr>
<td>DOUYIN</td>
<td>18.1%</td>
</tr>
<tr>
<td>QQ</td>
<td>5.7%</td>
</tr>
<tr>
<td>KUAISHOU</td>
<td>3.9%</td>
</tr>
<tr>
<td>SINA WEIBO</td>
<td>3.2%</td>
</tr>
<tr>
<td>Baidu Tieba</td>
<td>3.1%</td>
</tr>
<tr>
<td>XIAOHONGSHU</td>
<td>3.1%</td>
</tr>
<tr>
<td>MEIPAI</td>
<td>1.7%</td>
</tr>
<tr>
<td>DOUYIN HUOSHAN</td>
<td>1.3%</td>
</tr>
<tr>
<td>IMESSAGE</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of Internet users aged 16 to 64. See [gwi.com](http://gwi.com) for full details. **Note:** YouTube is not offered as an answer option for this question in GWI’s survey.
USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

- **Any Kind of Social Media Platform**: 83.7%
- **Social Networks**: 32.9%
- **Question & Answer Sites (e.g., Quora)**: 21.5%
- **Forums and Message Boards**: 21.9%
- **Messaging and Live Chat Services**: 22.8%
- **Micro-Blogs (e.g., Twitter)**: 25.7%
- **Vlogs (Blogs in a Video Format)**: 17.6%
- **Online Pinboards (e.g., Pinterest)**: 12.9%

**Source**: GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details. **Note**: Values for "any kind of social media platform" include at least one of: social networks, question and answer sites (e.g., Quora), forums and message boards, messaging and live chat services, micro-blogs (e.g., Twitter), blogs on products / brands (not shown as an individual value on this chart), vlogs (i.e., blogs recorded in a video format), and online pinboards (e.g., Pinterest).
## TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

Percentage of internet users aged 16 to 64 who follow each type of account on social media.

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends, family, and people you know</td>
<td>29.5%</td>
</tr>
<tr>
<td>Actors, comedians, and performers</td>
<td>23.5%</td>
</tr>
<tr>
<td>Restaurants, chefs, and foodies</td>
<td>23.2%</td>
</tr>
<tr>
<td>Work-related contacts</td>
<td>22.3%</td>
</tr>
<tr>
<td>TV shows or channels</td>
<td>21.9%</td>
</tr>
<tr>
<td>Work-related companies</td>
<td>20.5%</td>
</tr>
<tr>
<td>Entertainment &amp; memes</td>
<td>20.3%</td>
</tr>
<tr>
<td>Bands, singers, and musicians</td>
<td>20.1%</td>
</tr>
<tr>
<td>Brands you’re researching</td>
<td>18.6%</td>
</tr>
<tr>
<td>Brands you buy from</td>
<td>18.2%</td>
</tr>
<tr>
<td>Fitness experts or organisations</td>
<td>16.7%</td>
</tr>
<tr>
<td>Gaming experts or studios</td>
<td>16.6%</td>
</tr>
<tr>
<td>Sports people and teams</td>
<td>16.2%</td>
</tr>
<tr>
<td>Publications you read</td>
<td>16.0%</td>
</tr>
<tr>
<td>Journalists or news companies</td>
<td>15.9%</td>
</tr>
</tbody>
</table>

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See [gwi.com](http://gwi.com) for full details.
MOBILE
MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

- **NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT):** 1.63 BILLION
- **NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION:** 112.6%
- **YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS:** +1.8% (+29 MILLION)
- **SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G):** 99.6%

*Source: GSMA Intelligence. Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: Base changes. Versions of this chart published in some of our previous reports featured cellular connection figures that included cellular IoT connections. Figures shown here do NOT include cellular IoT connections.*
**CELLULAR MOBILE CONNECTIONS OVER TIME**

**NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Connections</th>
<th>Year-on-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2016</td>
<td>1.33 B</td>
<td>+7.0%</td>
</tr>
<tr>
<td>Q4 2017</td>
<td>1.42 B</td>
<td>+8.6%</td>
</tr>
<tr>
<td>Q4 2018</td>
<td>1.54 B</td>
<td>+4.0%</td>
</tr>
<tr>
<td>Q4 2019</td>
<td>1.60 B</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Q4 2020</td>
<td>1.60 B</td>
<td>+1.8%</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>1.63 B</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Where letters are shown next to figures above bars, “K” denotes thousands (e.g., “123 K” = 123,000), “M” denotes millions (e.g., “1.23 M” = 1,230,000), and “B” denotes billions (e.g., “1.23 B” = 1,230,000,000). Where no letter is present, values are shown as is.

**Comparability:** Base revisions. Numbers may not correlate with values published in our previous reports.

**Source:** GSMA Intelligence.
AFFORDABILITY OF MOBILE INTERNET ACCESS
THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME

PRICE OF THE CHEAPEST SMARTPHONE HANDSET (IN USD)
$97.54

PRICE OF THE CHEAPEST SMARTPHONE HANDSET vs. AVERAGE INCOME
10.5%

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA (IN USD)
$0.52

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA vs. AVERAGE INCOME
0.06%

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET; ACCESS THE FULL DATASET AT A4AI.ORG. MOBILE DATA PRICES: CABLE.CO.UK; WORLD BANK. COMPARABILITY: VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY A4AI, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME. AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.
SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES: 79.94%
YEAR-ON-YEAR CHANGE: -0.4% (-29 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES: 19.28%
YEAR-ON-YEAR CHANGE: +3.6% (+67 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES: 0.02%
YEAR-ON-YEAR CHANGE: [FROM 0%] (+2 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES: 0%
YEAR-ON-YEAR CHANGE: [UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES: 0.76%
YEAR-ON-YEAR CHANGE: -34.5% (-40 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.
MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN JANUARY AND DECEMBER 2021

AVERAGE TIME THAT EACH USER SPENDS USING A SMARTPHONE EACH DAY
3H 10M BILLION

TOTAL NUMBER OF MOBILE APP DOWNLOADS
98.38 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+2%

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$56.76 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON APPS AND IN-APP PURCHASES
+17%

# MOBILE APP COMPANY

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE APP</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>WEIXIN (WECHAT)</td>
<td>TENCENT</td>
</tr>
<tr>
<td>02</td>
<td>DOUYIN</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>03</td>
<td>PINDUODUO</td>
<td>XUNMENG</td>
</tr>
<tr>
<td>04</td>
<td>ALIPAY</td>
<td>ANT FINANCIAL SERVICES GROUP</td>
</tr>
<tr>
<td>05</td>
<td>KUAISHOU</td>
<td>KUAISHOU</td>
</tr>
<tr>
<td>06</td>
<td>TAOBAO</td>
<td>ALIBABA GROUP</td>
</tr>
<tr>
<td>07</td>
<td>BAIDU</td>
<td>Baidu</td>
</tr>
<tr>
<td>08</td>
<td>QQ</td>
<td>TENCENT</td>
</tr>
<tr>
<td>09</td>
<td>QQ BROWSER</td>
<td>TENCENT</td>
</tr>
<tr>
<td>10</td>
<td>TOUTIAO</td>
<td>BYTEDANCE</td>
</tr>
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</table>

# MOBILE GAME COMPANY

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE GAME</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>HONOUR OF KINGS</td>
<td>TENCENT</td>
</tr>
<tr>
<td>02</td>
<td>GAME FOR PEACE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>03</td>
<td>ANIPOP</td>
<td>HAPPY ELEMENTS</td>
</tr>
<tr>
<td>04</td>
<td>MINI WORLD BLOCK ART</td>
<td>MINIWAN</td>
</tr>
<tr>
<td>05</td>
<td>LEAGUE OF LEGENDS: WILD RIFT</td>
<td>TENCENT</td>
</tr>
<tr>
<td>06</td>
<td>LANDLORD POKER</td>
<td>TENCENT</td>
</tr>
<tr>
<td>07</td>
<td>MINECRAFT POCKET EDITION</td>
<td>MICROSOFT</td>
</tr>
<tr>
<td>08</td>
<td>JJ DOUDIZHU</td>
<td>JJWORLD</td>
</tr>
<tr>
<td>09</td>
<td>QQ SPEED</td>
<td>TENCENT</td>
</tr>
<tr>
<td>10</td>
<td>SNAKE OFF</td>
<td>WEIPAI</td>
</tr>
</tbody>
</table>

**SOURCE:** APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2021, EXCLUDING PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES, iMESSAGE ON IPHONES).
# MOBILE APP | COMPANY
--- | ---
01 | DOUYIN | BYTEDANCE
02 | KUAISHOU | KUAISHOU
03 | WEIXIN (WECHAT) | TENCENT
04 | NATIONAL ANTI FRAUD CENTRE | MINISTRY OF PUBLIC SECURITY
05 | ALIPAY | ANT FINANCIAL SERVICES GROUP
06 | PINDUODUO | XUNMENG
07 | Baidu | Baidu
08 | TENCENT VIDEO | TENCENT
09 | IQIYI | Baidu
10 | QQ | TENCENT

# MOBILE GAME | COMPANY
--- | ---
01 | HONOUR OF KINGS | TENCENT
02 | GAME FOR PEACE | TENCENT
03 | ANIPOP | HAPPY ELEMENTS
04 | LANDLORD POKER | TENCENT
05 | LEAGUE OF LEGENDS: WILD RIFT | TENCENT
06 | GENSHIN IMPACT | MIHOYO
07 | CALL OF DUTY: MOBILE | ACTIVISION BLIZZARD
08 | MINECRAFT POCKET EDITION | MICROSOFT
09 | SNAKE OFF | WEIPAI
10 | QQ SPEED | TENCENT
## APP ANNIE APP RANKING: IOS CONSUMER SPEND

APP ANNIE’s ranking of mobile apps and mobile games by total consumer spend via the Apple iOS App Store in full-year 2021.

### # MOBILE APP

<table>
<thead>
<tr>
<th>#</th>
<th>MOBILE APP</th>
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<tr>
<td>01</td>
<td>DOUYIN</td>
<td>BYTEDANCE</td>
</tr>
<tr>
<td>02</td>
<td>TENCENT VIDEO</td>
<td>TENCENT</td>
</tr>
<tr>
<td>03</td>
<td>IQIYI</td>
<td>Baidu</td>
</tr>
<tr>
<td>04</td>
<td>QQ MUSIC</td>
<td>TENCENT</td>
</tr>
<tr>
<td>05</td>
<td>YOUKU</td>
<td>ALIBABA GROUP</td>
</tr>
<tr>
<td>06</td>
<td>KUAISHOU</td>
<td>KUAISHOU</td>
</tr>
<tr>
<td>07</td>
<td>QQ</td>
<td>TENCENT</td>
</tr>
<tr>
<td>08</td>
<td>MANGOTV</td>
<td>HAPPY SUNSHINE</td>
</tr>
<tr>
<td>09</td>
<td>BOSS ZHIPIN</td>
<td>KANZHUN</td>
</tr>
<tr>
<td>10</td>
<td>BILIBILI</td>
<td>BILIBILI</td>
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</table>

### # MOBILE GAME

<table>
<thead>
<tr>
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<th>COMPANY</th>
</tr>
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<td>TENCENT</td>
</tr>
<tr>
<td>02</td>
<td>GAME FOR PEACE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>03</td>
<td>FANTASY WESTWARD JOURNEY</td>
<td>NETEASE</td>
</tr>
<tr>
<td>04</td>
<td>SANGOKUSHI STRATEGY</td>
<td>ALIBABA GROUP</td>
</tr>
<tr>
<td>05</td>
<td>GENSHIN IMPACT</td>
<td>MIHOYO</td>
</tr>
<tr>
<td>06</td>
<td>MOONLIGHT BLADE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>07</td>
<td>RISE OF KINGDOMS</td>
<td>LILITH</td>
</tr>
<tr>
<td>08</td>
<td>YI NIAN XIAOYAO</td>
<td>G-BITS</td>
</tr>
<tr>
<td>09</td>
<td>CROSSFIRE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>10</td>
<td>WESTWARD JOURNEY ONLINE</td>
<td>NETEASE</td>
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</tbody>
</table>

### SOURCE

APP ANNIE “STATE OF MOBILE 2022” REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES MADE VIA THE APPLE IOS APP STORE; AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.
ECOMMERCE
FEB 2022

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION

- Female: 80.2%
  - Male: 76.4%

CREDIT CARD OWNERSHIP

- Female: 20.8%
  - Male: 23.4%

DEBIT CARD OWNERSHIP

- Female: 66.8%
  - Male: 70.3%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)

- [N/A]

MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR

- Female: 67.9%
  - Male: 71.7%

MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR

- Female: 45.3%
  - Male: 43.9%

USED ONLINE BANKING IN THE PAST YEAR

- Female: 39.8%
  - Male: 40.7%

USED THE INTERNET TO PAY BILLS IN THE PAST YEAR

- Female: 39.5%
  - Male: 41.7%

SOURCE: WORLD BANK
NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE ‘OVER-THE-TOP’ MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.
FEB 2022

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

- PURCHASED A PRODUCT OR SERVICE ONLINE: 64.4%
- ORDERED GROCERIES VIA AN ONLINE STORE: 31.7%
- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE: 16.8%
- USED AN ONLINE PRICE COMPARISON SERVICE: 25.5%
- USED A BUY NOW, PAY LATER SERVICE: 31.0%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE DELIVERY</td>
<td>29.1%</td>
</tr>
<tr>
<td>COUPONS AND DISCOUNTS</td>
<td>25.2%</td>
</tr>
<tr>
<td>EASY RETURNS</td>
<td>23.3%</td>
</tr>
<tr>
<td>“LIKES” AND COMMENTS ON SOCIAL</td>
<td>23.3%</td>
</tr>
<tr>
<td>SIMPLE ONLINE CHECKOUT</td>
<td>22.2%</td>
</tr>
<tr>
<td>CUSTOMER REVIEWS</td>
<td>21.9%</td>
</tr>
<tr>
<td>NEXT-DAY DELIVERY</td>
<td>20.8%</td>
</tr>
<tr>
<td>LOYALTY POINTS</td>
<td>20.4%</td>
</tr>
<tr>
<td>ECO-FRIENDLY CREDENTIALS</td>
<td>19.4%</td>
</tr>
<tr>
<td>SOCIAL MEDIA “BUY” BUTTON</td>
<td>18.8%</td>
</tr>
<tr>
<td>LIVE-CHAT BOX</td>
<td>18.5%</td>
</tr>
<tr>
<td>CASH ON DELIVERY OPTION</td>
<td>18.0%</td>
</tr>
<tr>
<td>INTEREST-FREE INSTALMENT OPTION</td>
<td>17.8%</td>
</tr>
<tr>
<td>CLICK &amp; COLLECT</td>
<td>17.8%</td>
</tr>
<tr>
<td>COMPETITIONS</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.COM for full details.
OVERVIEW OF CONSUMER GOODS ECOMMERCE
HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET

994.0 MILLION
+6.6% (+62 MILLION)

TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)

$1.49 TRILLION
+11% (+$145 BILLION)

AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)

$1,494
+3.9% (+$56.38)

SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES

81.2%
+1.2% (+97 BPS)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
NOTES: "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

- **ELECTRONICS**
  - $398.0 BILLION
  - YEAR-ON-YEAR CHANGE +3.3% (+$13 BILLION)

- **FASHION**
  - $297.5 BILLION
  - YEAR-ON-YEAR CHANGE +4.3% (+$12 BILLION)

- **FURNITURE**
  - $104.6 BILLION
  - YEAR-ON-YEAR CHANGE +0.06% (+$65 MILLION)

- **TOYS, HOBBY, DIY**
  - $190.4 BILLION
  - YEAR-ON-YEAR CHANGE +11% (+$18 BILLION)

- **PERSONAL & HOUSEHOLD CARE**
  - $105.6 BILLION
  - YEAR-ON-YEAR CHANGE +9.6% (+$9.3 BILLION)

- **FOOD**
  - $234.8 BILLION
  - YEAR-ON-YEAR CHANGE +39% (+$66 BILLION)

- **BEVERAGES**
  - $83.64 BILLION
  - YEAR-ON-YEAR CHANGE +32% (+$20 BILLION)

- **PHYSICAL MEDIA**
  - $70.61 BILLION
  - YEAR-ON-YEAR CHANGE +10% (+$6.6 BILLION)

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
**NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING.
**COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
**ONLINE TRAVEL AND TOURISM**

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

<table>
<thead>
<tr>
<th>Category</th>
<th>Year-on-Year Change</th>
<th>Revenue (U.S. Dollars)</th>
</tr>
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<tbody>
<tr>
<td>Flights</td>
<td>-46% (-$20 BILLION)</td>
<td>$23.86 BILLION</td>
</tr>
<tr>
<td>Car Rentals</td>
<td>+19% (+$1.2 BILLION)</td>
<td>$7.52 BILLION</td>
</tr>
<tr>
<td>Trains</td>
<td>-27% (-$7.1 BILLION)</td>
<td>$19.61 BILLION</td>
</tr>
<tr>
<td>Long-Distance Buses</td>
<td>-50% (-$633 MILLION)</td>
<td>$636.1 MILLION</td>
</tr>
<tr>
<td>Hotels</td>
<td>+47% (+$10 BILLION)</td>
<td>$31.22 BILLION</td>
</tr>
<tr>
<td>Package Holidays</td>
<td>+46% (+$4.2 BILLION)</td>
<td>$13.48 BILLION</td>
</tr>
<tr>
<td>Vacation Rentals</td>
<td>+13% (+$341 MILLION)</td>
<td>$2.98 BILLION</td>
</tr>
<tr>
<td>Cruises</td>
<td>+98% (+$69 MILLION)</td>
<td>$140.0 MILLION</td>
</tr>
</tbody>
</table>

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.

**NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
DIGITAL MEDIA SPEND
ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

TOTAL: $66.04 BILLION
YEAR-ON-YEAR CHANGE: +19% (+$11 BILLION)

VIDEO GAMES: $48.82 BILLION
YEAR-ON-YEAR CHANGE: +17% (+$7.3 BILLION)

VIDEO-ON-DEMAND: $12.78 BILLION
YEAR-ON-YEAR CHANGE: +27% (+$2.7 BILLION)

EPUBLISHING: $2.20 BILLION
YEAR-ON-YEAR CHANGE: +12% (+$241 MILLION)

DIGITAL MUSIC: $2.24 BILLION
YEAR-ON-YEAR CHANGE: +20% (+$370 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS

TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)

YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS

AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
OVERVIEW OF CONSUMER DIGITAL PAYMENTS
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS: 987.8 MILLION
YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS: +6.6%
TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD): $2.89 TRILLION
YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS: +18.1%
AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD): $2,928

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
NOTES: "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
DIGITAL MARKETING
<table>
<thead>
<tr>
<th>Sources of Brand Discovery</th>
<th>Percentage of Internet Users Aged 16 to 64 Who Discover New Brands, Products, and Services Via Each Channel or Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-Mouth</td>
<td>23.6%</td>
</tr>
<tr>
<td>Search Engines</td>
<td>21.9%</td>
</tr>
<tr>
<td>Brand Websites</td>
<td>21.8%</td>
</tr>
<tr>
<td>Consumer Review Sites</td>
<td>21.7%</td>
</tr>
<tr>
<td>TV Ads</td>
<td>20.9%</td>
</tr>
<tr>
<td>Social Media Comments</td>
<td>20.6%</td>
</tr>
<tr>
<td>TV Shows and Films</td>
<td>19.4%</td>
</tr>
<tr>
<td>Social Media Ads</td>
<td>19.3%</td>
</tr>
<tr>
<td>Ads in Mobile Apps</td>
<td>18.9%</td>
</tr>
<tr>
<td>Ads on Websites</td>
<td>18.7%</td>
</tr>
<tr>
<td>In-Store Displays &amp; Promotions</td>
<td>18.7%</td>
</tr>
<tr>
<td>Personalised Web Recommendations</td>
<td>18.3%</td>
</tr>
<tr>
<td>Celebrity Endorsements</td>
<td>17.7%</td>
</tr>
<tr>
<td>Online Video Pre-Roll</td>
<td>17.6%</td>
</tr>
<tr>
<td>Reviews from Expert Bloggers</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of Internet users aged 16 to 64. See gwi.com for full details.
**Engagement with Digital Marketing**

Percentage of internet users aged 16 to 64 who say they engage in each kind of online activity.

- **Research brands online before making a purchase**: 42.6%
- **Visited a brand's website in the past 30 days**: 21.0%
- **Clicked or tapped on a banner ad on a website in the past 30 days**: 16.7%
- **Clicked or tapped on a sponsored social media post in the past 30 days**: 17.7%
- **Downloaded or used a branded mobile app in the past 30 days**: 17.1%

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See gwic.com for full details.
Main Channels for Online Brand Research

Percentage of Internet users aged 16 to 64 who use each channel as a primary source of information when researching brands.

- **Search Engines**: 33.6%
- **Social Networks**: 32.9%
- **Consumer Reviews**: 32.2%
- **Brand Websites**: 31.3%
- **Video Sites**: 26.4%
- **Microblogs**: 25.7%
- **Price Comparison Sites**: 25.2%
- **Mobile Apps**: 24.6%
- **Discount Coupon Sites**: 23.2%
- **Messaging & Live Chat**: 22.8%
- **Brand & Product Blogs**: 22.4%
- **Forums & Message Boards**: 21.9%
- **Q&A Sites**: 21.5%
- **Vlogs**: 17.6%
- **Specialist Review Sites**: 16.7%

**Source:** GWI (Q3 2021). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GWI.com for full details.
VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

TOTAL

YEAR-ON-YEAR CHANGE
+16% (+$14 BILLION)

$(103.3)
BILLION

SEARCH ADS

YEAR-ON-YEAR CHANGE
+12% (+$4.0 BILLION)

$(36.83)
BILLION

BANNER ADS

YEAR-ON-YEAR CHANGE
+17% (+$6.0 BILLION)

$(40.70)
BILLION

VIDEO ADS

YEAR-ON-YEAR CHANGE
+21% (+$3.3 BILLION)

$(19.30)
BILLION

CLASSIFIEDS

YEAR-ON-YEAR CHANGE
+12% (+$694 MILLION)

$(6.43)
BILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

CHINA

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

VALUE OF THE DIGITAL ADVERTISING MARKET

YEAR-ON-YEAR CHANGE
+16% (+$14 BILLION)

$(103.3)
BILLION

YEAR-ON-YEAR CHANGE
+12% (+$4.0 BILLION)

$(36.83)
BILLION

YEAR-ON-YEAR CHANGE
+17% (+$6.0 BILLION)

$(40.70)
BILLION

YEAR-ON-YEAR CHANGE
+21% (+$3.3 BILLION)

$(19.30)
BILLION

YEAR-ON-YEAR CHANGE
+12% (+$694 MILLION)

$(6.43)
BILLION
SOCIAL MEDIA ADVERTISING OVERVIEW
SOCIAL MEDIA’S SHARE OF THE DIGITAL ADVERTISING MARKET

SOCIAL MEDIA’S SHARE OF TOTAL DIGITAL ADVERTISING SPEND: 43.7%
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA’S SHARE OF TOTAL DIGITAL ADVERTISING SPEND: +5.1%
ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD): $45.13 BILLION
YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND: +21.5%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). “BPS” VALUES REPRESENT BASIS POINTS AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.
**Programmatic Advertising Overview**

**Share of Digital Advertising Fulfilled via Programmatic Technologies**

- **Programmatic’s Share of Total Digital Advertising Spend:** 84.6%
- **Year-on-Year Change in Programmatic’s Share of Total Digital Advertising Spend:** +1.3%
- **Annual Spend on Programmatic Advertising (USD):** $87.39 Billion
- **Year-on-Year Change in Programmatic Advertising Spend (USD):** +17.1%

**Source:** Statista Digital Market Outlook. See Statista.com for more details.

**Notes:**
- Figures represent estimates for full-year 2021, and comparisons with equivalent values for the previous calendar year.
- Financial values are in U.S. dollars. Does not include advertising revenues associated with email marketing, audio ads, influencer marketing, sponsorships, product placement, or commission-based affiliate systems.
- Percentage change values are relative (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%).
- “BPS” values represent basis points and indicate absolute change.
- ComParability: Base changes. Figures are not comparable with previous reports.
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Hootsuite’s Perspective

Digital Advertising Trends

Social ads blend in (to stand out)
Ads that interrupt the social media experience aren’t working anymore. Consumers respond better to content that fits organically into the platforms they’re using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our Social Trends 2022 survey. But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.

Integrated ad strategies boost ROI confidence
Of the marketers we surveyed, the majority of those most confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social’s impact, but also helps increase the effectiveness of their other marketing activities.

Paid and organic strategies unite
Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

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Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5% of reported data.

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Serves over 800 organisations

40,000 users worldwide

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Prior to our Digital 2021 reports, we included data sourced from social media platforms’ self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent ‘non-human’ entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or ‘non-human’ social media accounts.

If you have any questions about specific data points in these reports, or if you’d like to offer your organisation’s data for consideration in future reports, please email our reports team: reports@kepios.com.

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we’ve prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we’re aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

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