



# DIGITAL 2026

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THE ESSENTIAL GUIDE TO DIGITAL TRENDS

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# PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



**GWI**



**STATISTA**



**SIMILARWEB**



**SEMRUSH**



**GSMA INTELLIGENCE**



**OOKLA**



**SKAI**



**SOCIALINSIDER**

# CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



## IMPORTANT NOTES ON COMPARING DATA

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 produced 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. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions

**do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



# GLOBAL HEADLINES

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# GLOBAL CONNECTIVITY HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME. FIGURES SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH VALUES PUBLISHED IN PREVIOUS REPORTS.



GLOBAL OVERVIEW

TOTAL  
POPULATION



**8.25**  
BILLION

YEAR-ON-YEAR CHANGE

**+0.8%**  
**+69 MILLION**

URBANISATION

**58.4%**

CELLULAR MOBILE  
CONNECTIONS



**8.79**  
BILLION

YEAR-ON-YEAR CHANGE

**+2.2%**  
**+188 MILLION**

TOTAL vs. POPULATION

**107%**

INDIVIDUALS USING  
THE INTERNET



**6.04**  
BILLION

YEAR-ON-YEAR CHANGE

**+5.1%**  
**+294 MILLION**

TOTAL vs. POPULATION

**73.2%**

SOCIAL MEDIA  
USER IDENTITIES



**5.66**  
BILLION

YEAR-ON-YEAR CHANGE

**+4.8%**  
**+259 MILLION**

TOTAL vs. POPULATION

**68.7%**



**SOURCES:** UNITED NATIONS; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. LOCAL AND REGIONAL DATA, SO SUMS MAY NOT CORRELATE. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN ACTUAL ADOPTION OR USE. WHERE YEAR-ON-YEAR CHANGE IS “[N/A]”, COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. SEE [NOTES ON DATA](#).

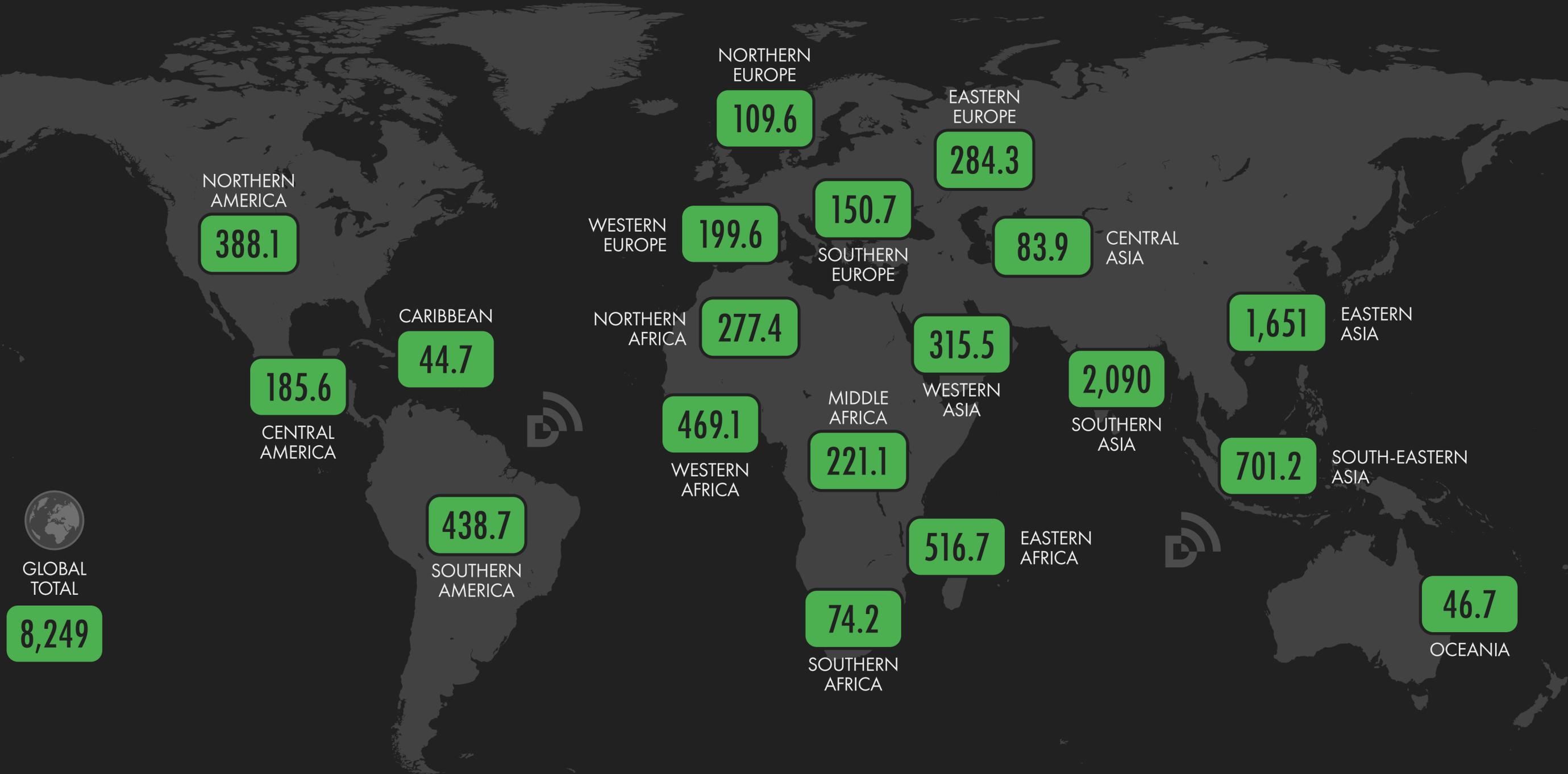
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# POPULATION BY GEOGRAPHIC REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION (IN MILLIONS)



GLOBAL OVERVIEW



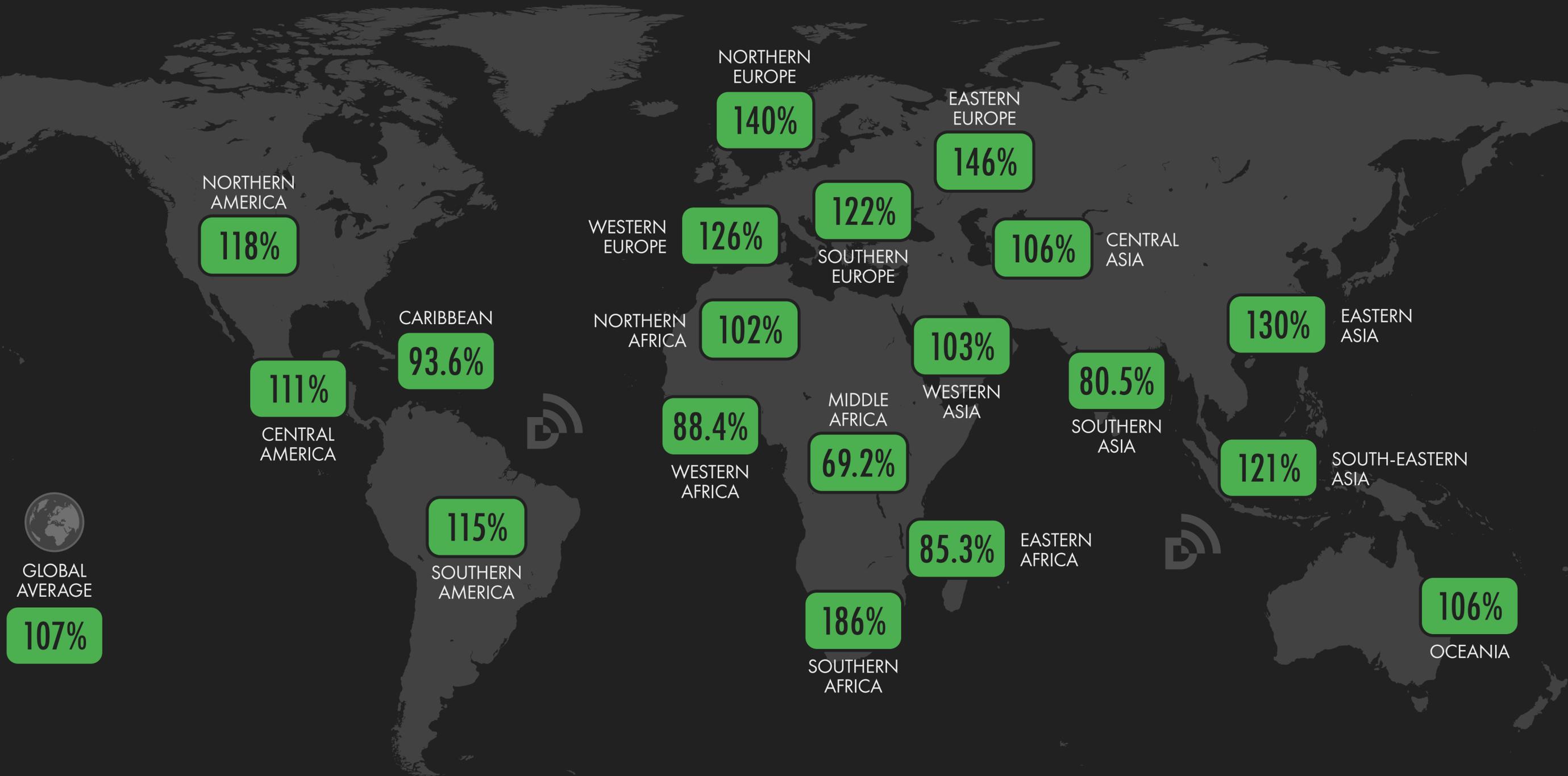
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# MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



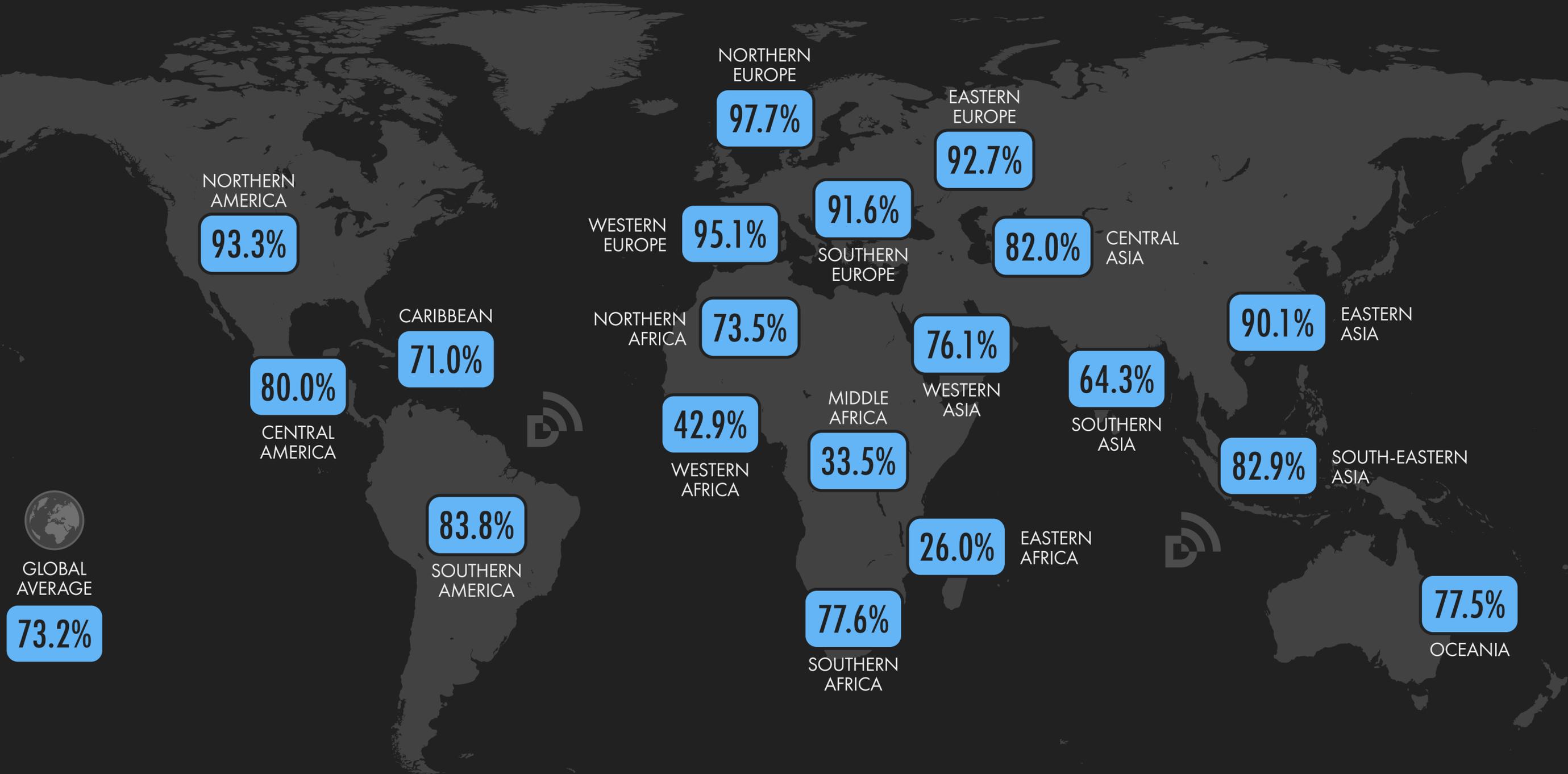
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# INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



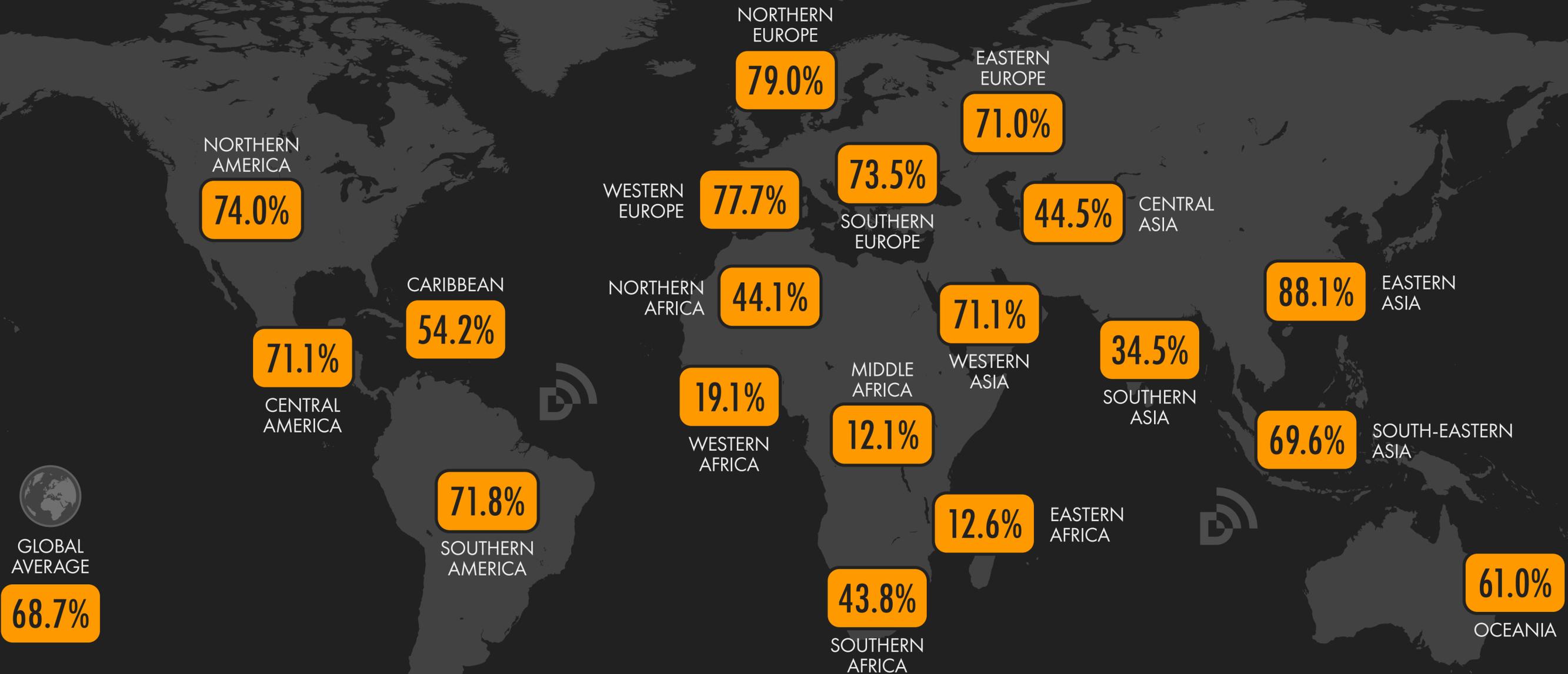
GLOBAL OVERVIEW



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# SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#).

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# EXPLORE OUR FLAGSHIP DIGITAL 2026 REPORTS



## DIGITAL 2026

### GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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## DIGITAL 2026

### LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD

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[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2026 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 2026 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



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# ITALY

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME. FIGURES SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH VALUES PUBLISHED IN PREVIOUS REPORTS.



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TOTAL  
POPULATION



**59.1**  
MILLION

YEAR-ON-YEAR CHANGE

**-0.3%**  
**-203 THOUSAND**

URBANISATION

**72.7%**

CELLULAR MOBILE  
CONNECTIONS



**67.7**  
MILLION

YEAR-ON-YEAR CHANGE

**-13.7%**  
**-11 MILLION**

TOTAL vs. POPULATION

**114%**

INDIVIDUALS USING  
THE INTERNET



**53.1**  
MILLION

YEAR-ON-YEAR CHANGE

**-0.3%**  
**-182 THOUSAND**

TOTAL vs. POPULATION

**89.9%**

SOCIAL MEDIA  
USER IDENTITIES



**41.2**  
MILLION

YEAR-ON-YEAR CHANGE

**-2.4%**  
**-1.0 MILLION**

TOTAL vs. POPULATION

**69.7%**

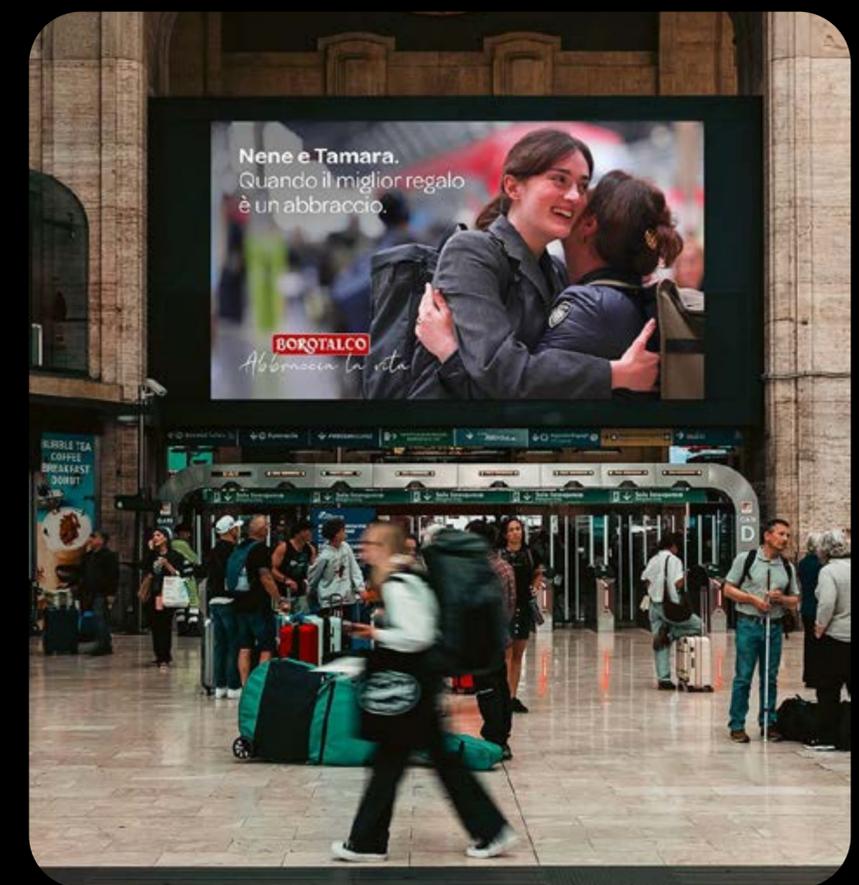


**SOURCES:** UNITED NATIONS; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. LOCAL AND REGIONAL DATA, SO SUMS MAY NOT CORRELATE. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN ACTUAL ADOPTION OR USE. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. SEE [NOTES ON DATA](#).

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**WE MAKE  
IDEAS  
WORTH  
TALKING  
ABOUT**

Contattaci:  
[parlaconnoi@wearesocial.it](mailto:parlaconnoi@wearesocial.it)





# 3 Best Practices for AI Prompts

from the [80+ AI Prompts for Social Media](#) guide

## 01 Train AI on your tone of voice

Help AI understand your brand identity better with instructions like:

*“After this prompt, I will paste writing examples for you to analyze and emulate. When I’m done, summarize the style and tone of voice in a few sentences before I ask you to start writing for me.”*

## 02 Be specific

Save time (and headaches) with prompts that include important details that will lead to stronger outputs. For example:

*“We are a home appliance installation and repair company serving middle-income families in an area that gets colder temperatures each year. Create a 4-week content calendar plan for LinkedIn and Instagram Stories that focuses on preparing your home for winter in a light-hearted but engaging way.”*

## 03 Outline your objectives

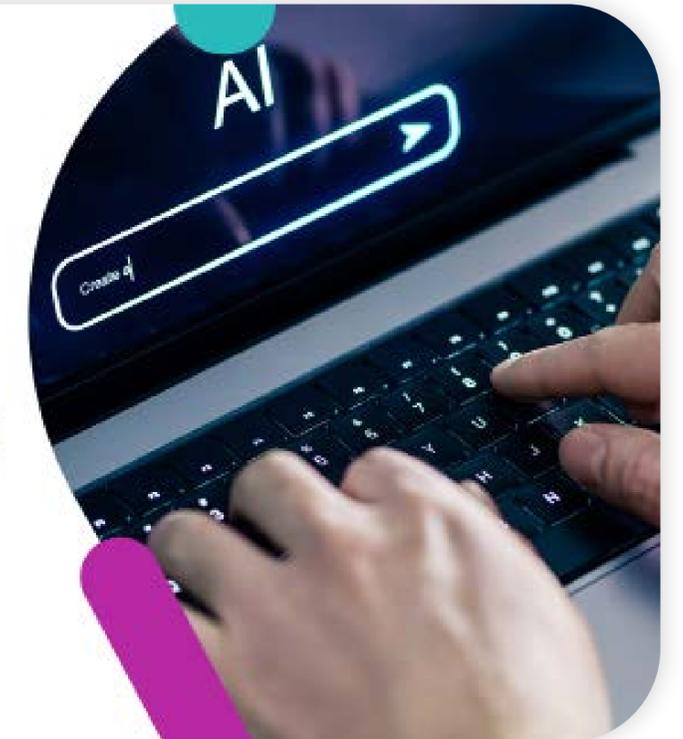
Make the goals of your prompt clear by adding details about the outcome you want. Try something like:

*“Provide 10 ideas for LinkedIn posts about brand management that will make readers want to download an ebook on the topic. Each post should contain a strong, engaging CTA that drives readers to a dedicated landing page.”*

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## 80+ AI Prompts for Social Media

[meltwater.com](https://meltwater.com)



Discover more best practices and sample prompts in this guide.

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# POPULATION ESSENTIALS

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# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



ITALY

TOTAL  
POPULATION



**59.1**  
MILLION

FEMALE  
POPULATION



**51.1%**

MALE  
POPULATION



**48.9%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**-0.3%**  
**-203 THOUSAND**

MEDIAN AGE OF  
THE POPULATION



**48.2**

LIFE EXPECTANCY  
AT BIRTH



**84.0**

URBAN  
POPULATION



**72.7%**

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**199.8**

AVERAGE NUMBER OF  
PEOPLE PER HOUSEHOLD



**2.2**

OVERALL LITERACY  
(ADULTS AGED 15+)



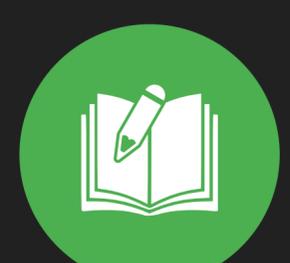
**99.0%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**99.0%**

MALE LITERACY  
(ADULTS AGED 15+)



**99.0%**

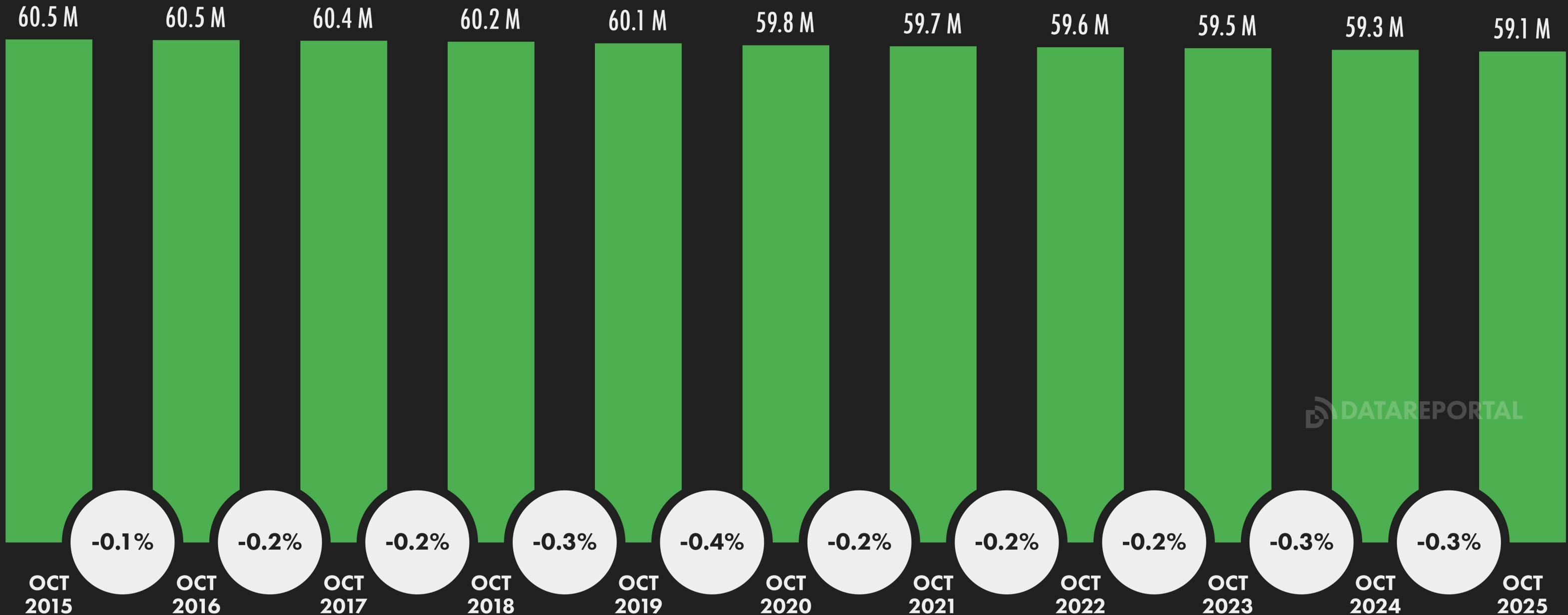
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# POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



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DATA REPORTAL

**SOURCES:** UNITED NATIONS; 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:** BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

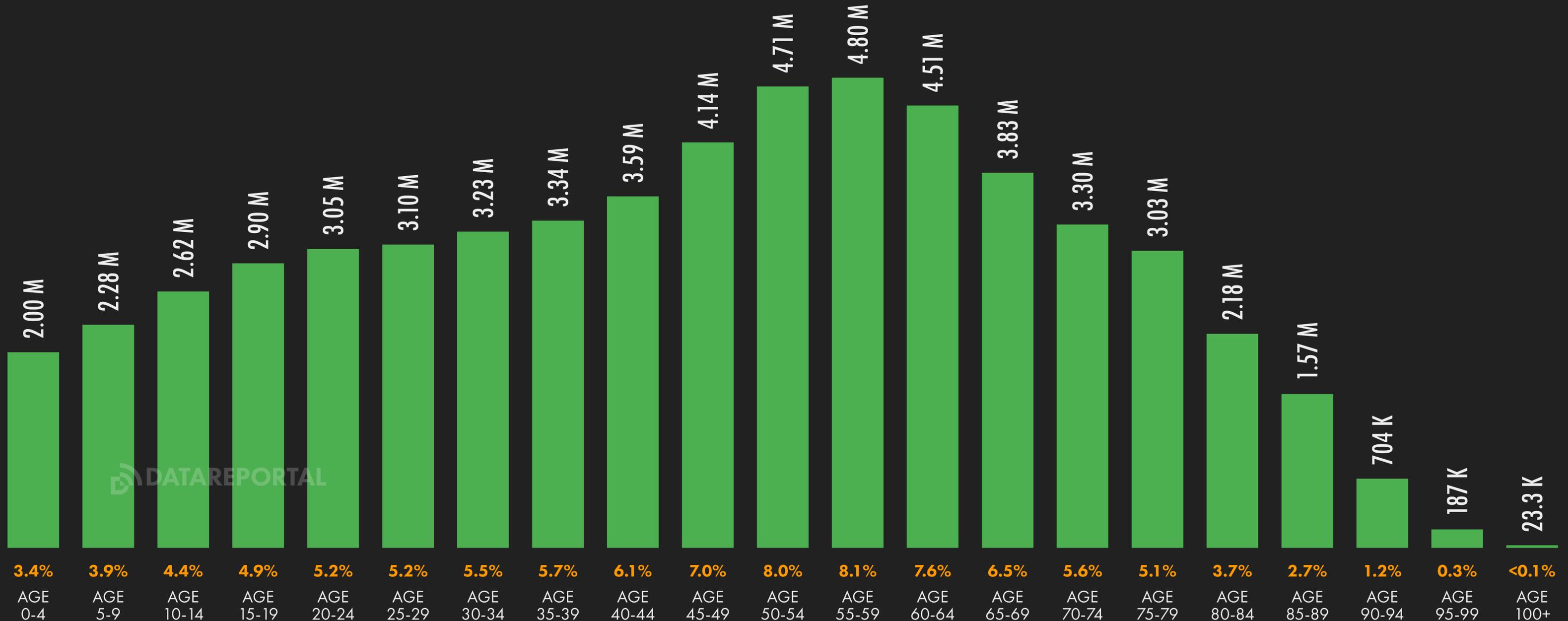
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# AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND THE AGE GROUP'S ASSOCIATED SHARE OF THE TOTAL POPULATION



ITALY



**SOURCES:** EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. 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. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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# FINANCIAL AND DEVELOPMENTAL INDICATORS

IMF AND WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



ITALY

GROSS DOMESTIC  
PRODUCT (CURRENT  
U.S. DOLLARS)



**\$2.42**  
TRILLION

GROSS DOMESTIC  
PRODUCT (PPP; CURRENT  
INTERNATIONAL DOLLARS)



**\$3.72**  
TRILLION

GROSS DOMESTIC  
PRODUCT PER CAPITA  
(CURRENT U.S. DOLLARS)



**\$41.1**  
THOUSAND

GROSS DOMESTIC PRODUCT  
PER CAPITA (PPP; CURRENT  
INTERNATIONAL DOLLARS)



**\$63.1**  
THOUSAND

ADJUSTED NET NATIONAL  
INCOME PER CAPITA  
(CURRENT U.S. DOLLARS)



**\$29.7**  
THOUSAND

PERCENTAGE OF THE  
POPULATION EARNING LESS THAN  
USD \$3.65 (2017, PPP) PER DAY



**0.7%**

PERCENTAGE OF THE  
POPULATION USING AT LEAST  
BASIC DRINKING WATER SERVICES



**99.9%**

PERCENTAGE OF THE  
POPULATION USING AT LEAST  
BASIC SANITATION SERVICES



**99.9%**

PERCENTAGE OF THE  
POPULATION WITH  
ACCESS TO ELECTRICITY



**100%**

PERCENTAGE OF THE  
POPULATION AGED 15+ THAT  
OWNS A MOBILE PHONE



**99.0%**

**SOURCES:** IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2025). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2025; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.



# **MEDIA & DEVICES**

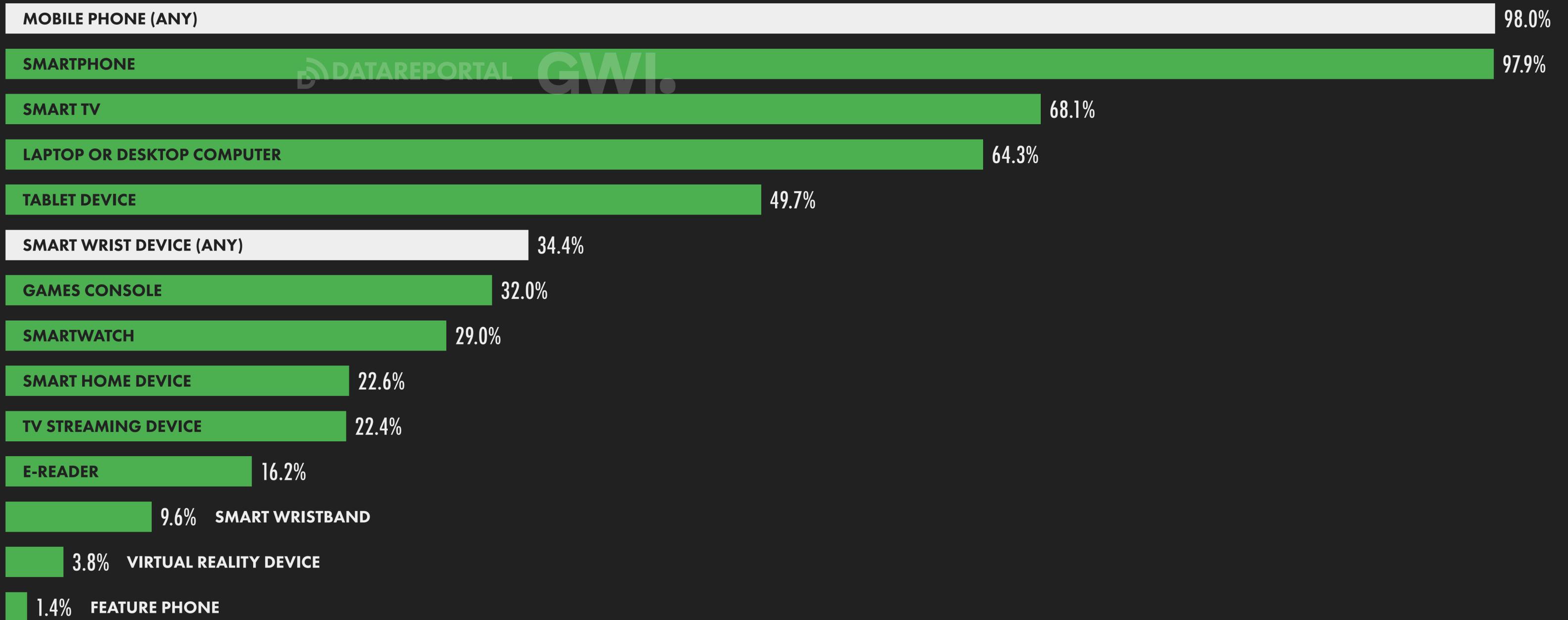
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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE



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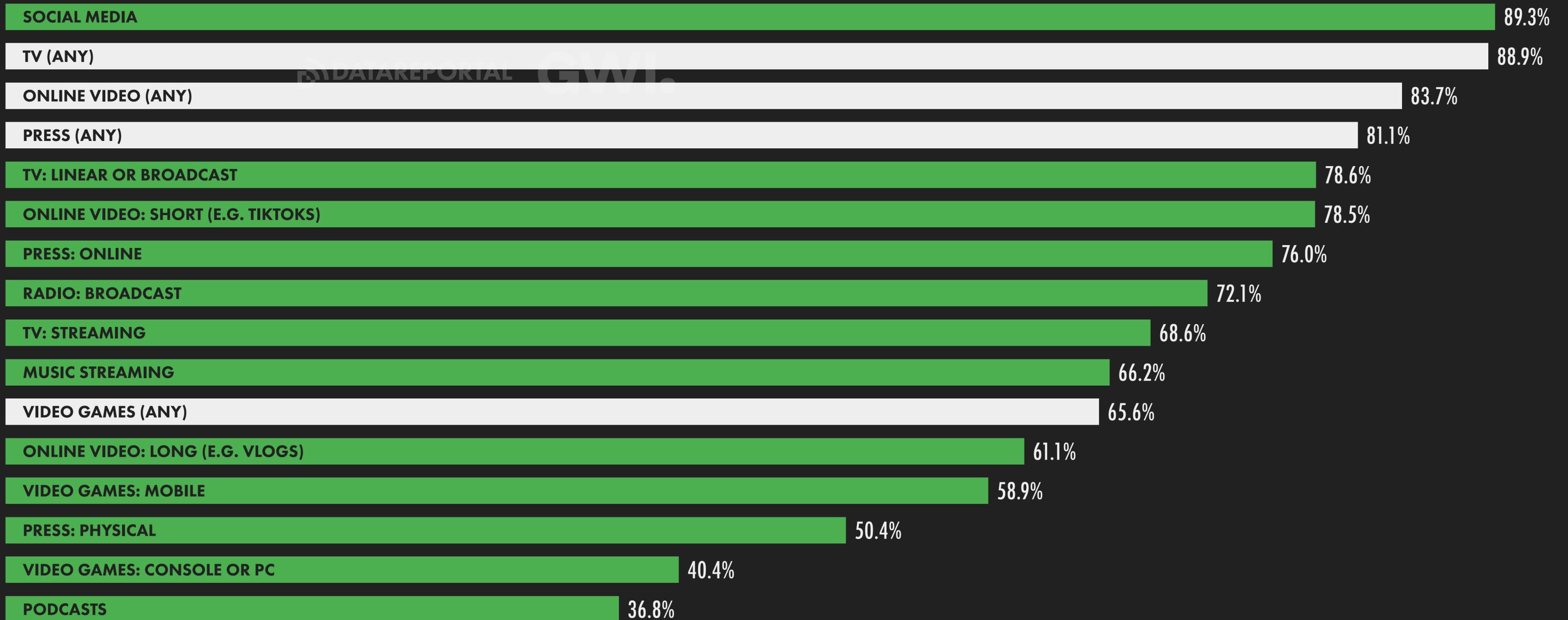
# MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE EACH WEEK

**NOTE:** IN Q4 2024, GWI MADE SIGNIFICANT CHANGES TO THE SURVEY QUESTIONS THAT INFORM THIS CHART, SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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**SOURCE:** GWI (Q2 2025). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE WEEKLY TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER, MONTHLY BEHAVIOURS SUCH AS THE USE OF DIFFERENT DEVICES TO ACCESS THE INTERNET, OR THE CONSUMPTION OF SPECIFIC TYPES OF ONLINE MEDIA. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE TIME PERIOD STATED IN THE RESPECTIVE CHART SUBTITLES AND FOOTNOTES. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE [NOTES ON DATA](#).

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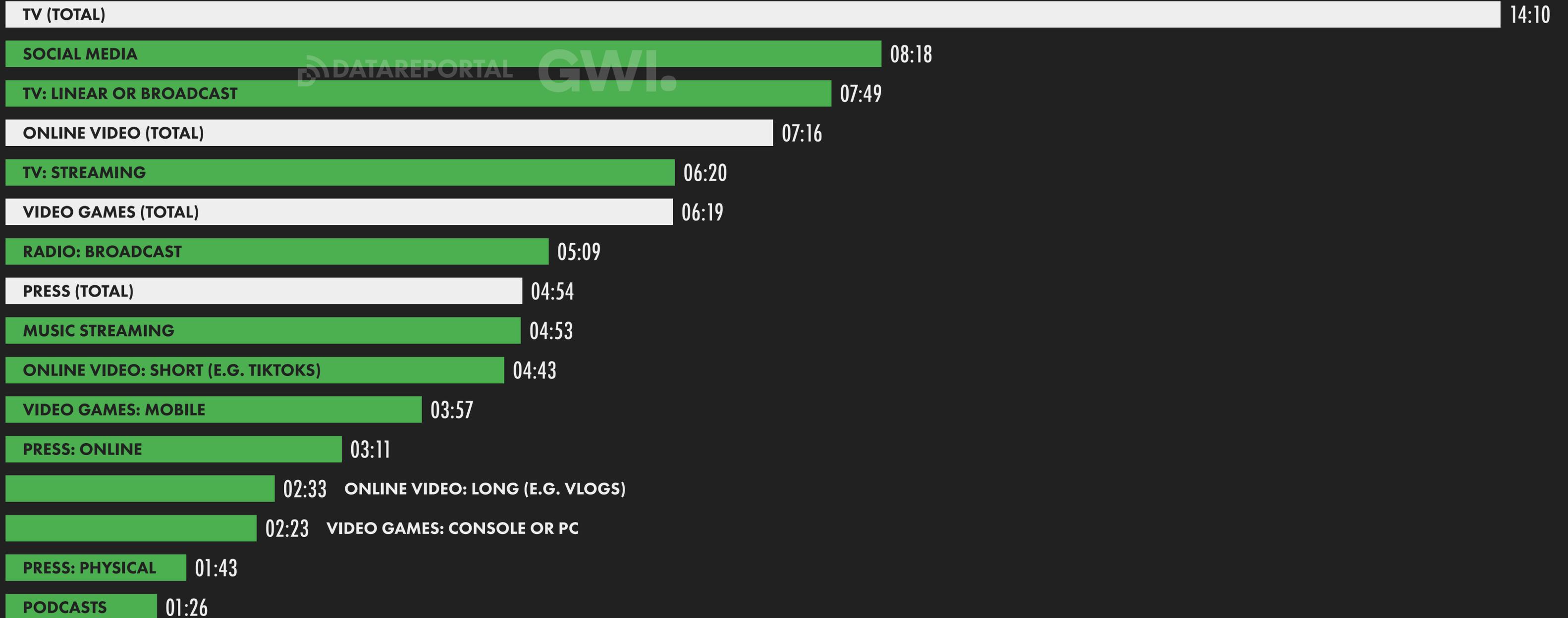
# WEEKLY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH WEEK

**NOTE:** GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS



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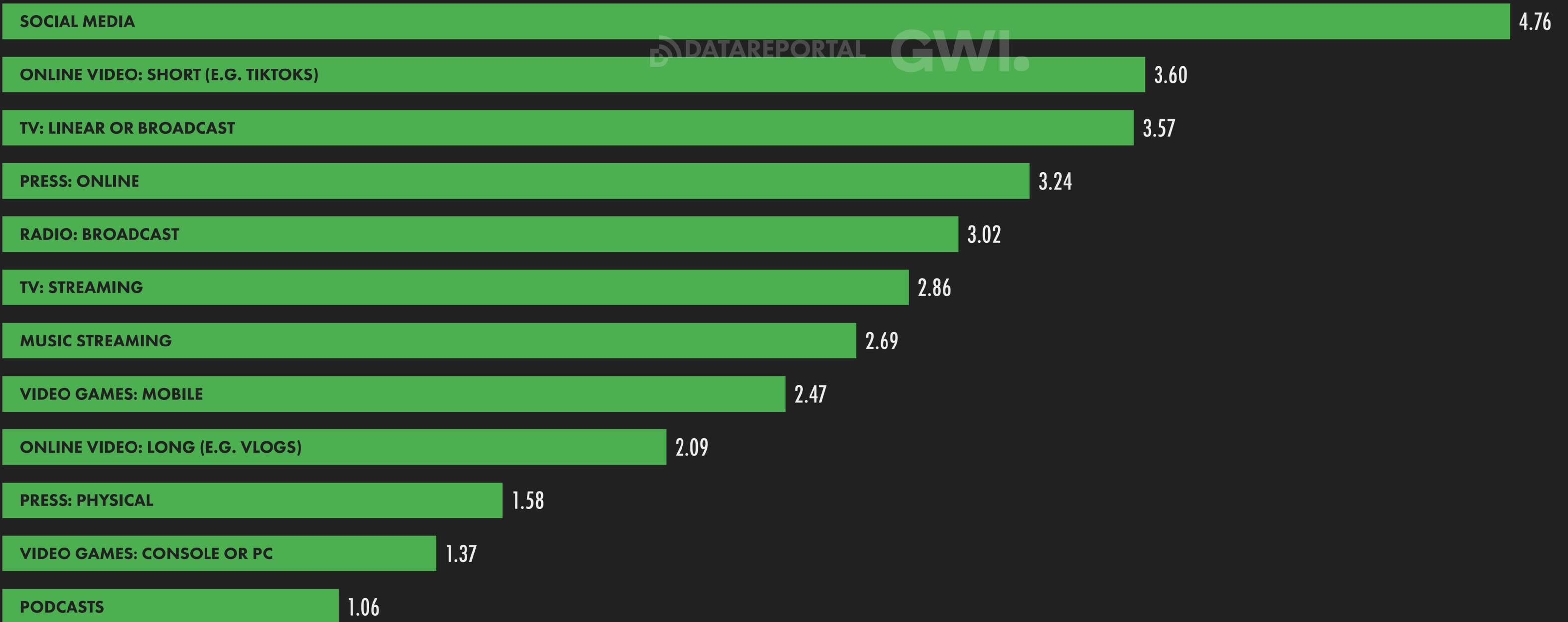
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# FREQUENCY OF MEDIA USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS AGED 16+ CONSUME EACH MEDIA TYPE



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# MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



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NUMBER OF CELLULAR  
MOBILE CONNECTIONS  
(EXCLUDING IOT)



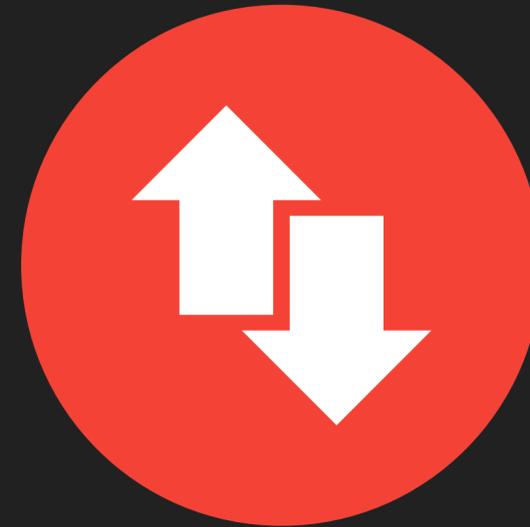
**67.7**  
MILLION

NUMBER OF CELLULAR MOBILE  
CONNECTIONS COMPARED  
WITH TOTAL POPULATION



**114%**

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF CELLULAR  
MOBILE CONNECTIONS



**-13.7%**  
**-11 MILLION**

SHARE OF CELLULAR MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G, 4G, 5G)



**98.6%**

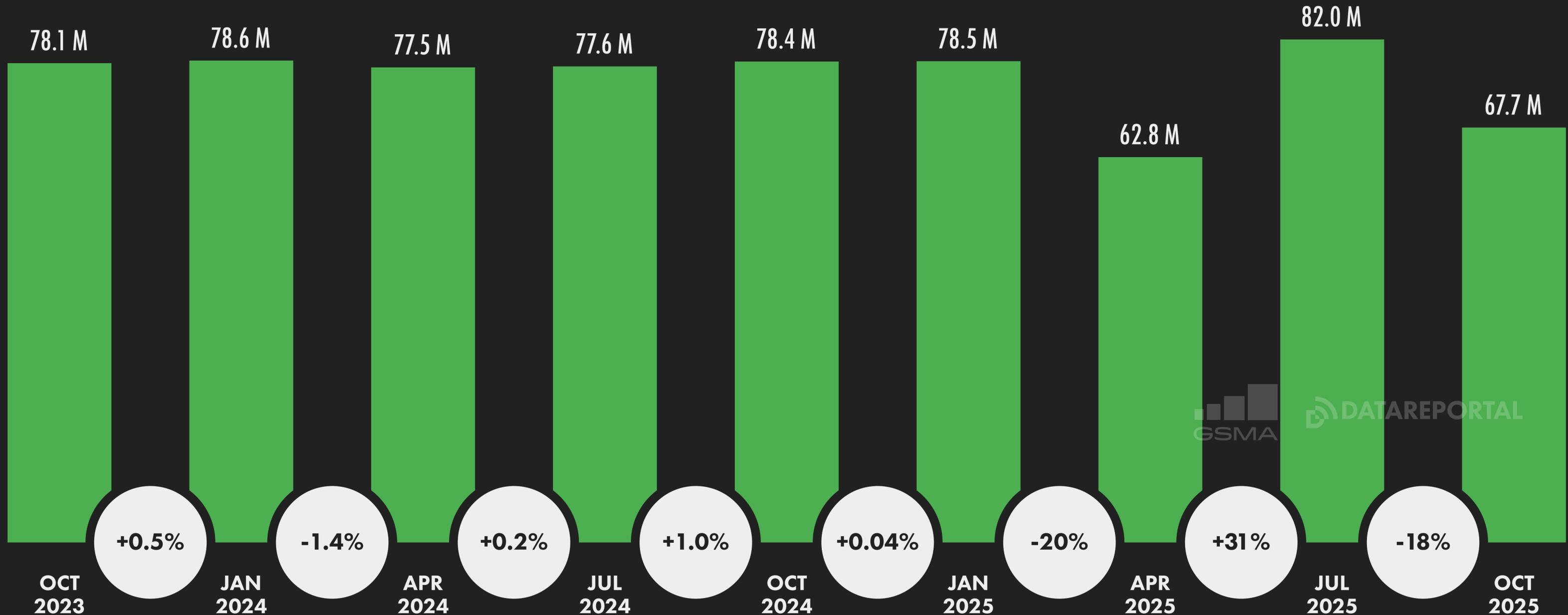
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# CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



ITALY



**SOURCE:** GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. 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 CHANGES. SEE [NOTES ON DATA.](#)

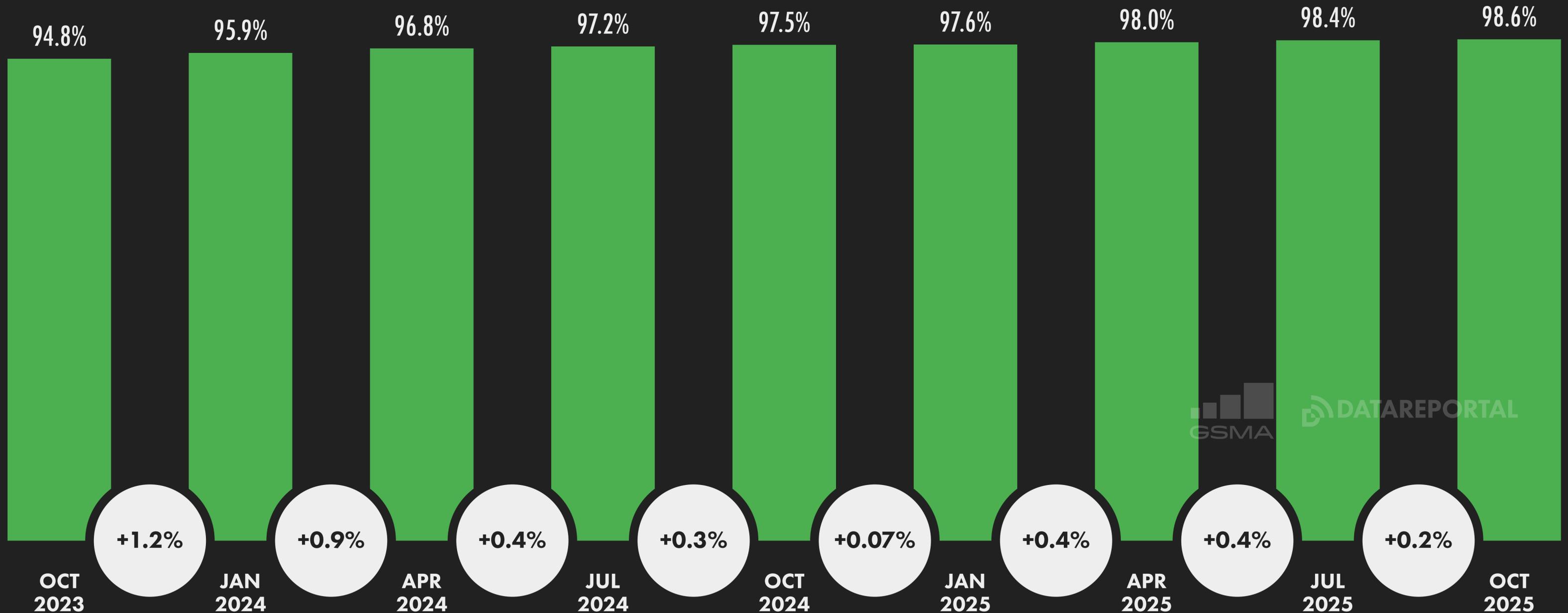
OCT  
2025

# BROADBAND: SHARE OF CELLULAR CONNECTIONS

3G, 4G, AND 5G CELLULAR CONNECTIONS AS A PERCENTAGE OF TOTAL CELLULAR MOBILE CONNECTIONS



ITALY



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2025

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



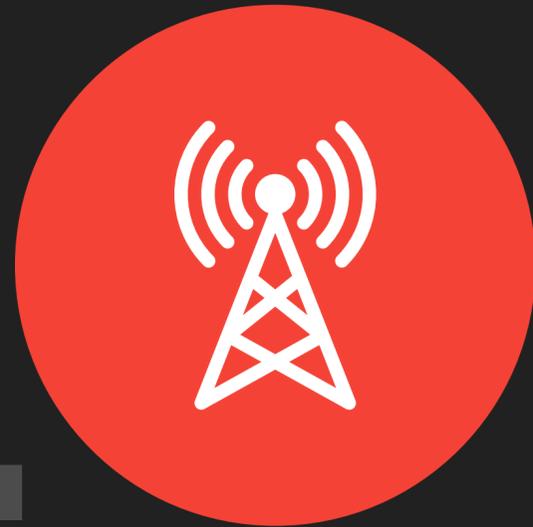
ITALY

OVERALL  
INDEX SCORE



85.23

MOBILE INTERNET  
INFRASTRUCTURE



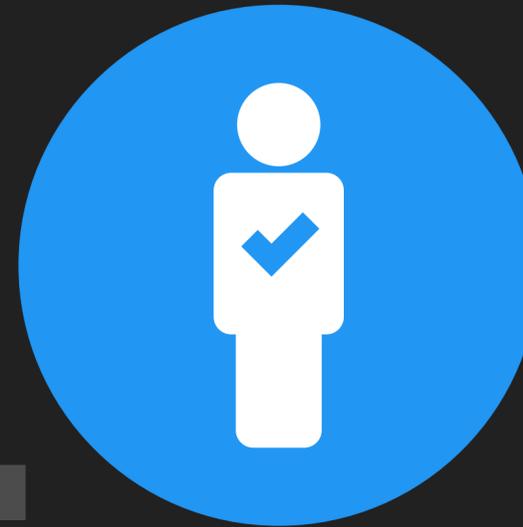
87.95

MOBILE INTERNET  
AFFORDABILITY



78.98

CONSUMER  
READINESS



89.66

CONTENT  
AND SERVICES



84.73



**INTERNET USE**

OCT  
2025

# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



ITALY

INDIVIDUALS USING  
THE INTERNET



**53.1**  
MILLION

INDIVIDUALS USING THE  
INTERNET vs. POPULATION



**89.9%**

YEAR-ON-YEAR CHANGE  
IN TOTAL INTERNET USERS



**-0.3%**  
**-182 THOUSAND**

YEAR-ON-YEAR CHANGE IN  
INTERNET USERS vs. POPULATION



**0%**  
**[UNCHANGED]**

INDEXED SHARE OF GLOBAL INTERNET  
USERS vs. GLOBAL POPULATION SHARE



**122.9**

PERCENTAGE OF INTERNET USERS  
ACCESSING VIA MOBILE PHONES



**95.5%**

PERCENTAGE OF INTERNET USERS  
ACCESSING VIA LAPTOPS OR DESKTOPS



**74.7%**

AVERAGE WEEKLY TIME SPENT  
USING CONNECTED MEDIA



**31H 24M**

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND DEVICE SHARE DATA FROM **GW.I** (Q2 2025). **NOTES:** PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE **NOTES ON DATA.**

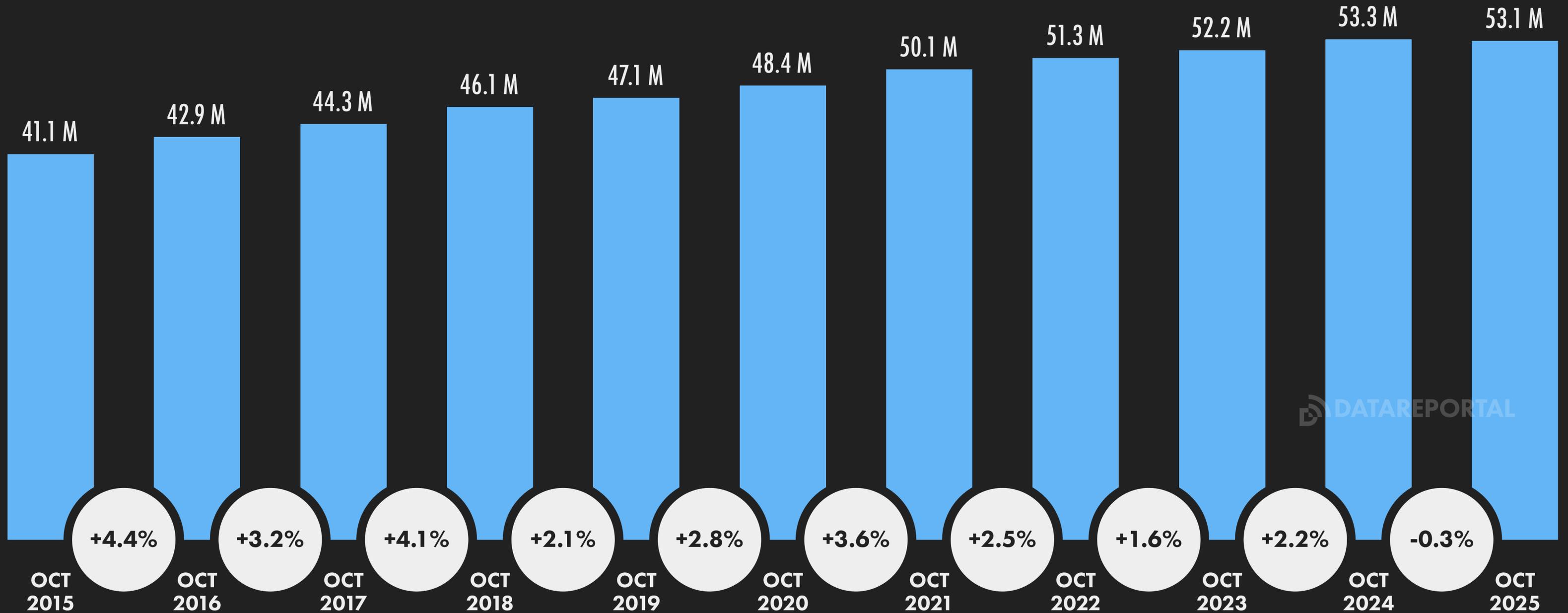
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# INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



ITALY



DATAREPORTAL

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **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 AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

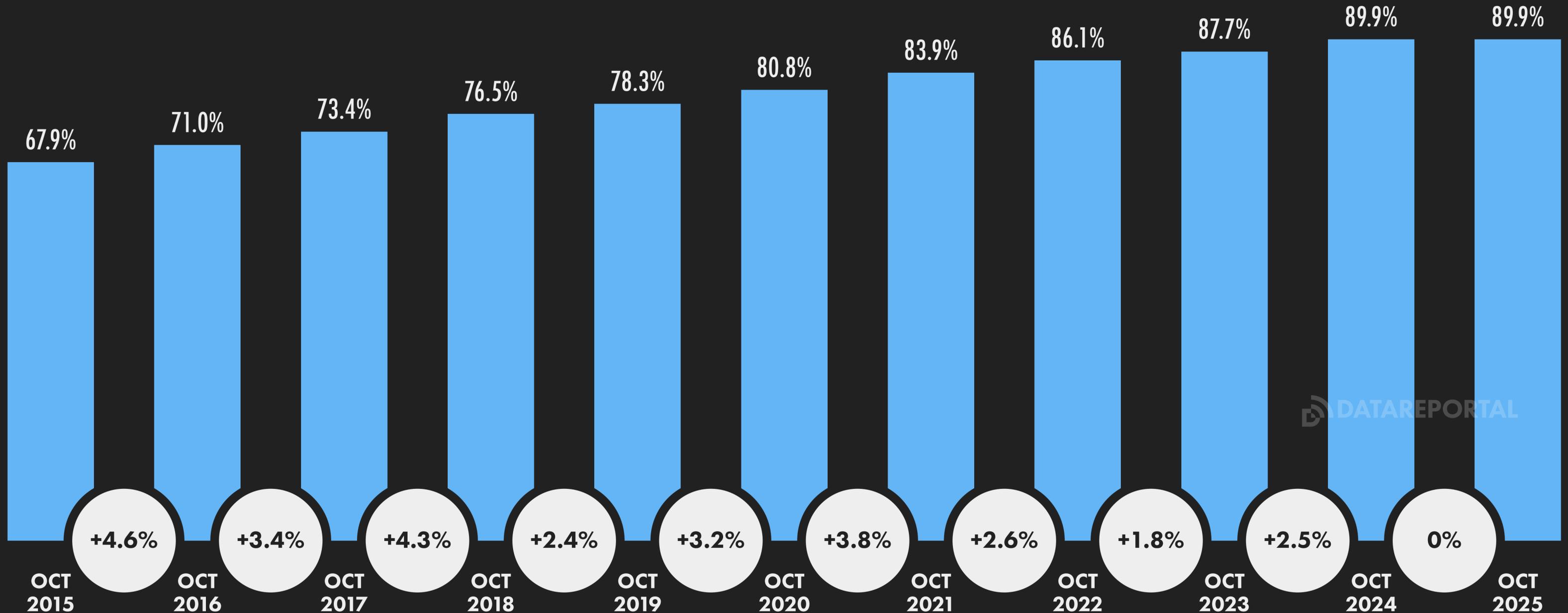
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# INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



ITALY



DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).  
**COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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# INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:  
KEPIOS



**53.1**  
**MILLION**

vs. POPULATION

**89.9%**

INTERNET USERS:  
ITU



**52.7**  
**MILLION**

vs. POPULATION

**89.2%**

INTERNET USERS:  
CIA WORLD FACTBOOK



**51.4**  
**MILLION**

vs. POPULATION

**87.0%**

**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 WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". KEPIOS CAPS INTERNET ADOPTION AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

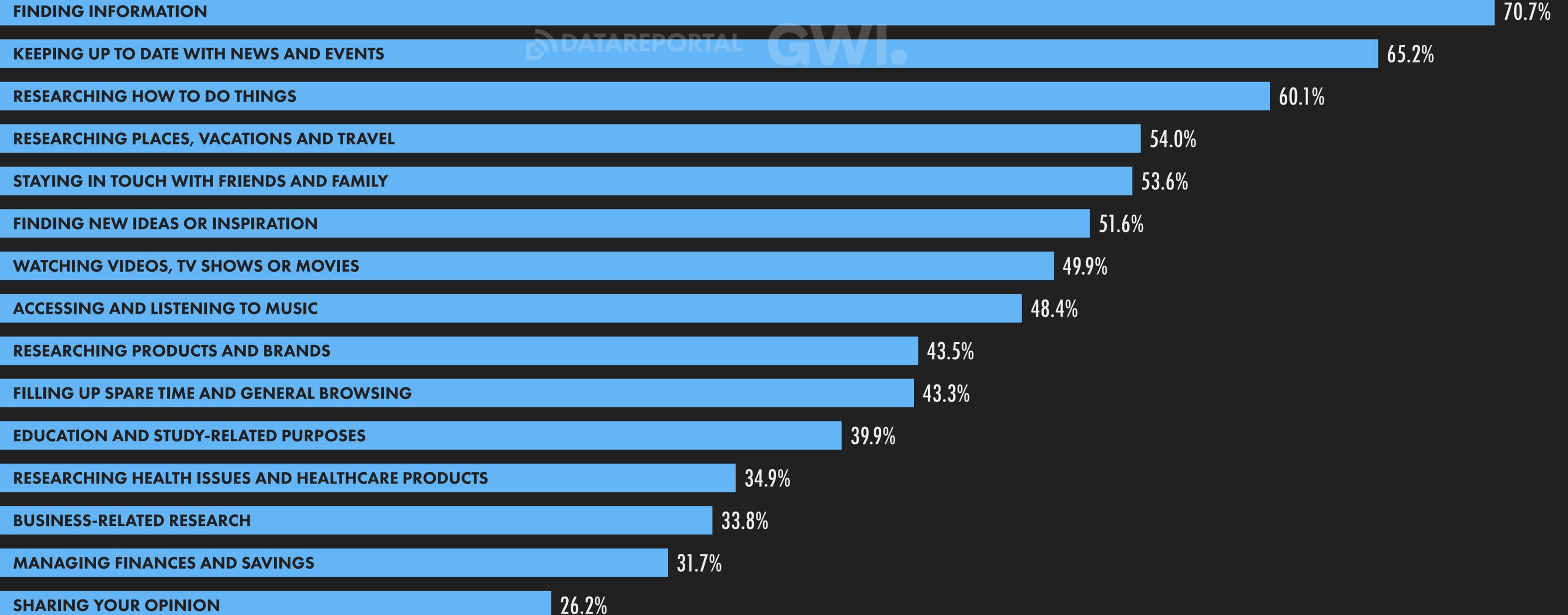
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# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



ITALY



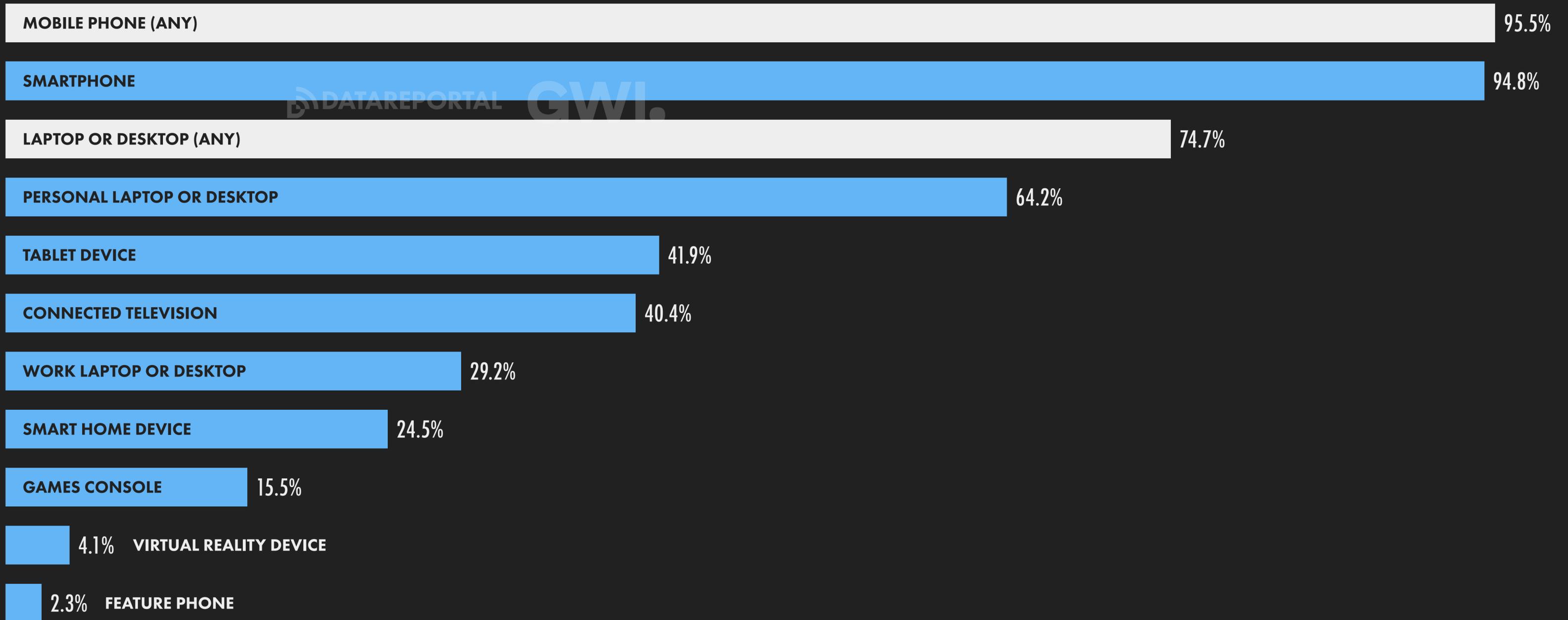
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# DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



ITALY



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# INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF MOBILE  
INTERNET CONNECTIONS  
(CELLULAR DATA NETWORKS)



OOKLA

DOWNLOAD (MBPS)

**85.39**

UPLOAD (MBPS)

**11.46**

LATENCY (MS)

**32**

YEAR-ON-YEAR CHANGE IN  
MEDIAN SPEED OF MOBILE  
INTERNET CONNECTIONS



▲ DOWNLOAD

**+59.7%**

▲ UPLOAD

**+12.1%**

▲ LATENCY

**-8.6%**

MEDIAN SPEED OF FIXED  
INTERNET CONNECTIONS  
(WIFI AND ETHERNET)



OOKLA

DOWNLOAD (MBPS)

**96.32**

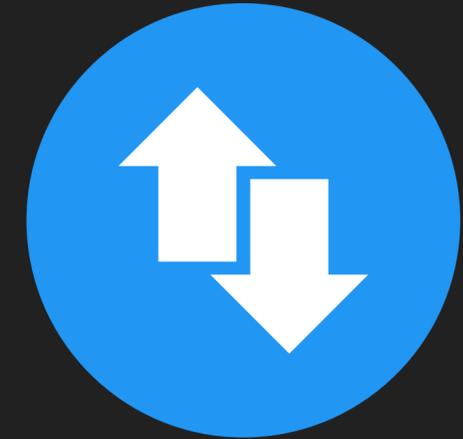
UPLOAD (MBPS)

**37.71**

LATENCY (MS)

**12**

YEAR-ON-YEAR CHANGE IN  
MEDIAN SPEED OF FIXED  
INTERNET CONNECTIONS



▲ DOWNLOAD

**+22.5%**

▲ UPLOAD

**+87.0%**

▲ LATENCY

**0%**

**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2025. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT. **COMPARABILITY:** FROM JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO THIS, VALUES ENCOMPASSED ALL MOBILE TECHNOLOGIES. FROM MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO THIS, VALUES REPRESENTED SINGLE-MONTH AVERAGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

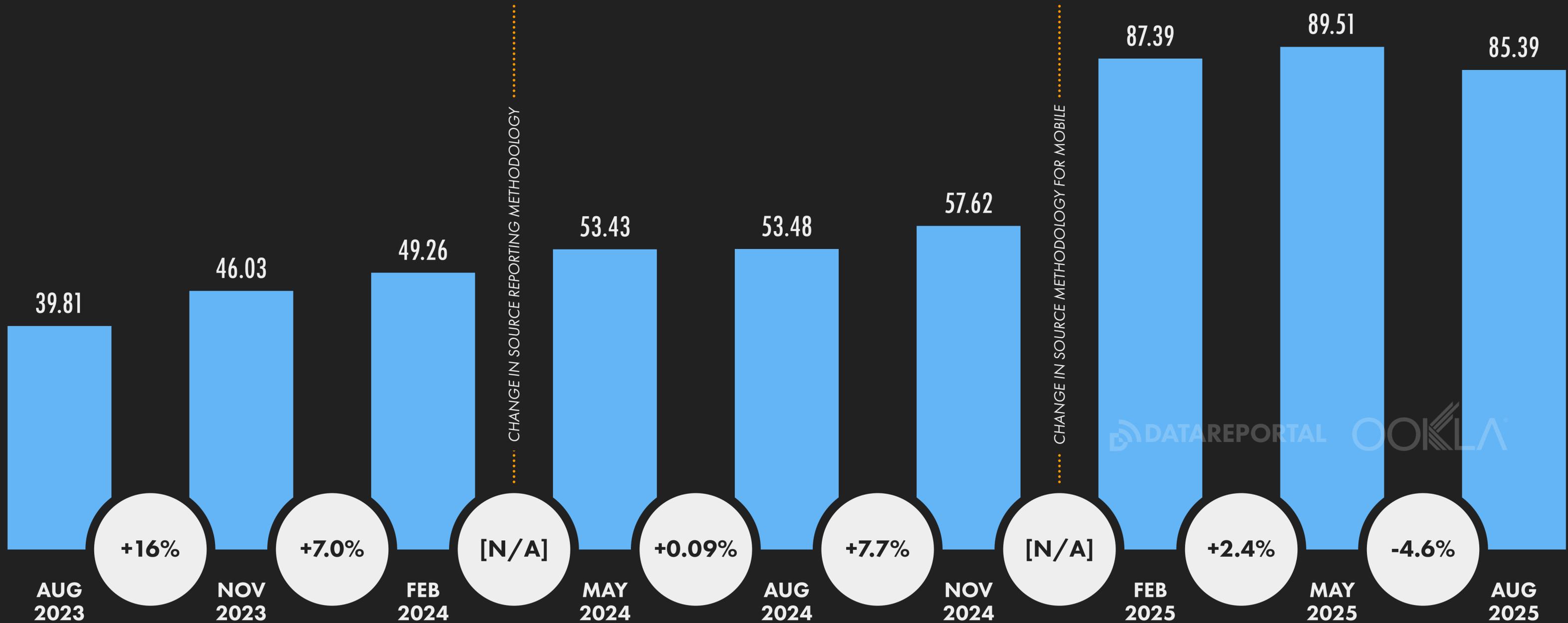
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# MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE (CELLULAR DATA) INTERNET CONNECTIONS (IN MBPS)



ITALY



**SOURCE:** OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

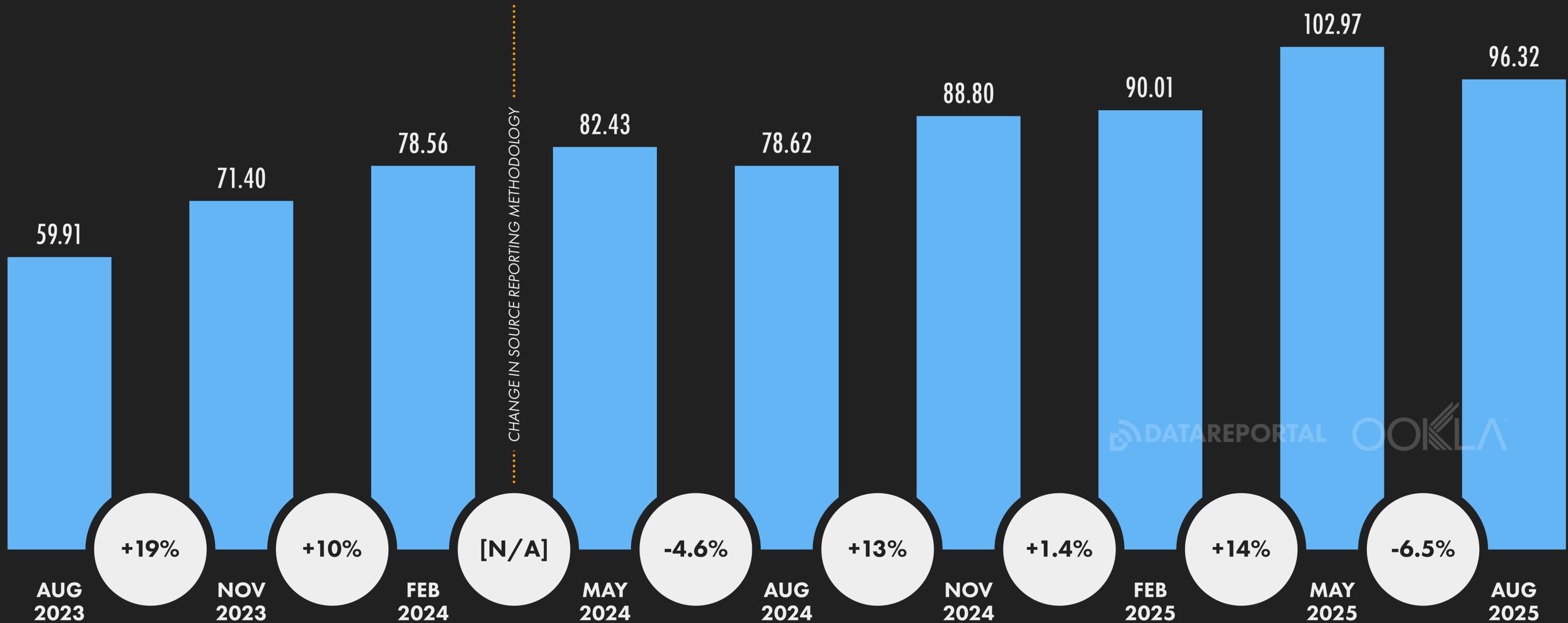
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# FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED (WIFI AND ETHERNET) INTERNET CONNECTIONS (IN MBPS)



ITALY



CHANGE IN SOURCE REPORTING METHODOLOGY

DATAREPORTAL OOKLA

OCT  
2025

# SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE  
PHONES



**56.83%**

YEAR-ON-YEAR CHANGE

**+1.0%**

**+56 BPS**

LAPTOP AND  
DESKTOP COMPUTERS



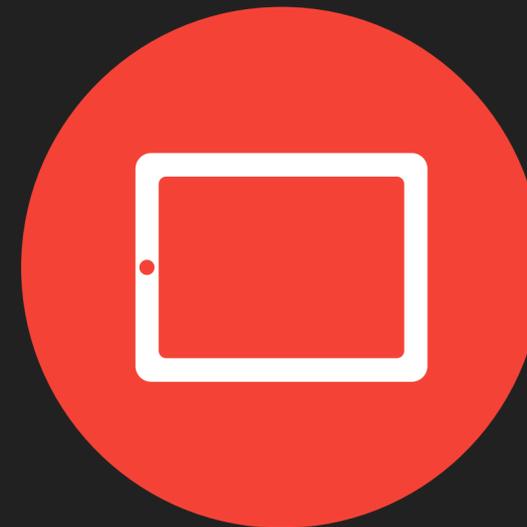
**41.40%**

YEAR-ON-YEAR CHANGE

**-0.1%**

**-6 BPS**

TABLET  
DEVICES



**1.74%**

YEAR-ON-YEAR CHANGE

**-22.0%**

**-49 BPS**

OTHER  
DEVICES



**0.03%**

YEAR-ON-YEAR CHANGE

**-25.0%**

**-1 BP**

**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 AUG 2025. 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. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE. THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.

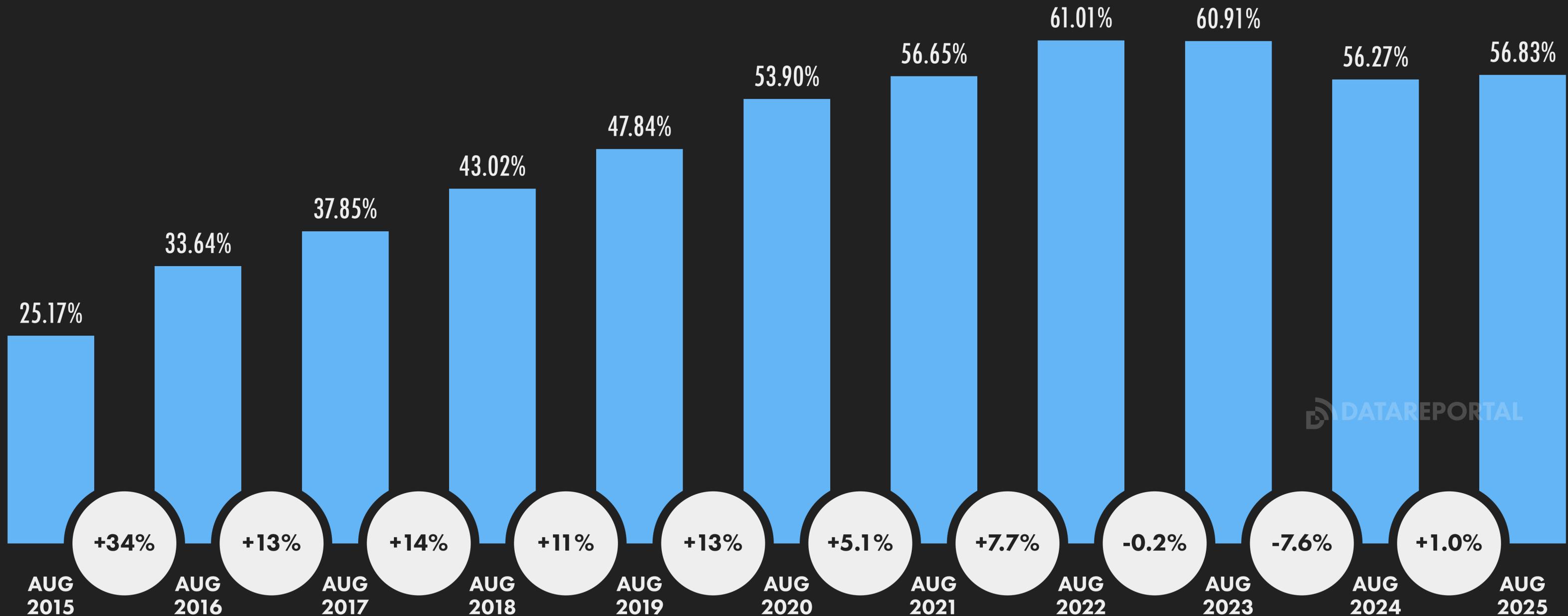
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# MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES



ITALY



DATAREPORTAL

OCT  
2025

# SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN AUG 2025



ITALY

ANDROID



69.78%

IOS

29.80%

0.40% SAMSUNG

0.01% LINUX

0.01% OTHERS

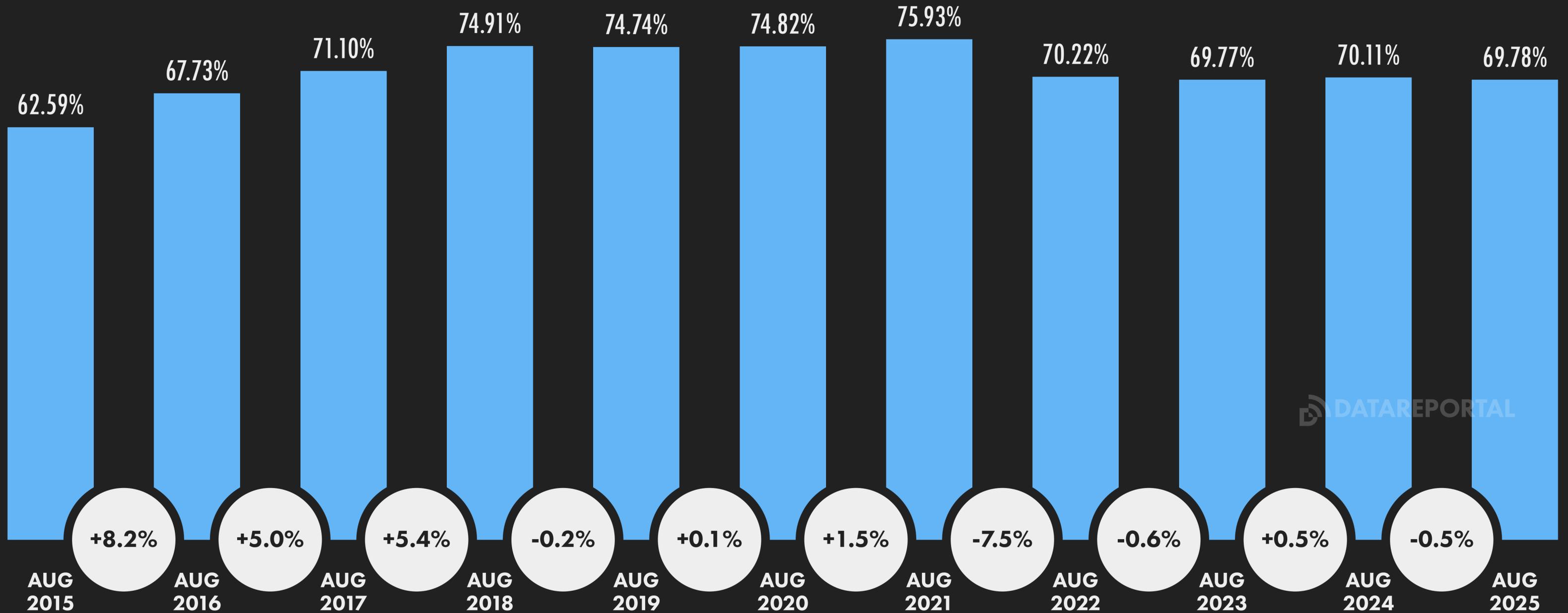
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# ANDROID'S SHARE OF MOBILE WEB TRAFFIC (YOY)

WEB PAGE REQUESTS ORIGINATING FROM ANDROID PHONES AS A PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM ALL MOBILE PHONES



ITALY



DATA REPORTAL

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

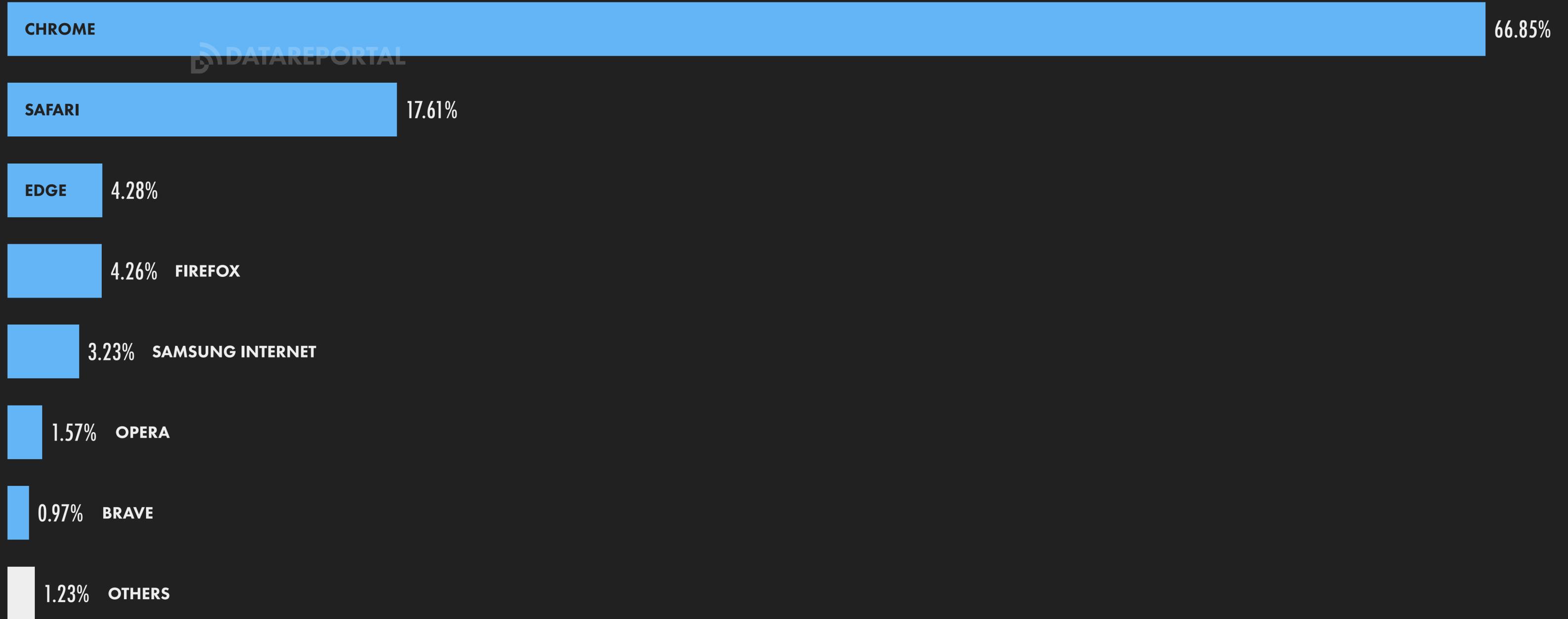
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# SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



ITALY



DATA REPORTAL

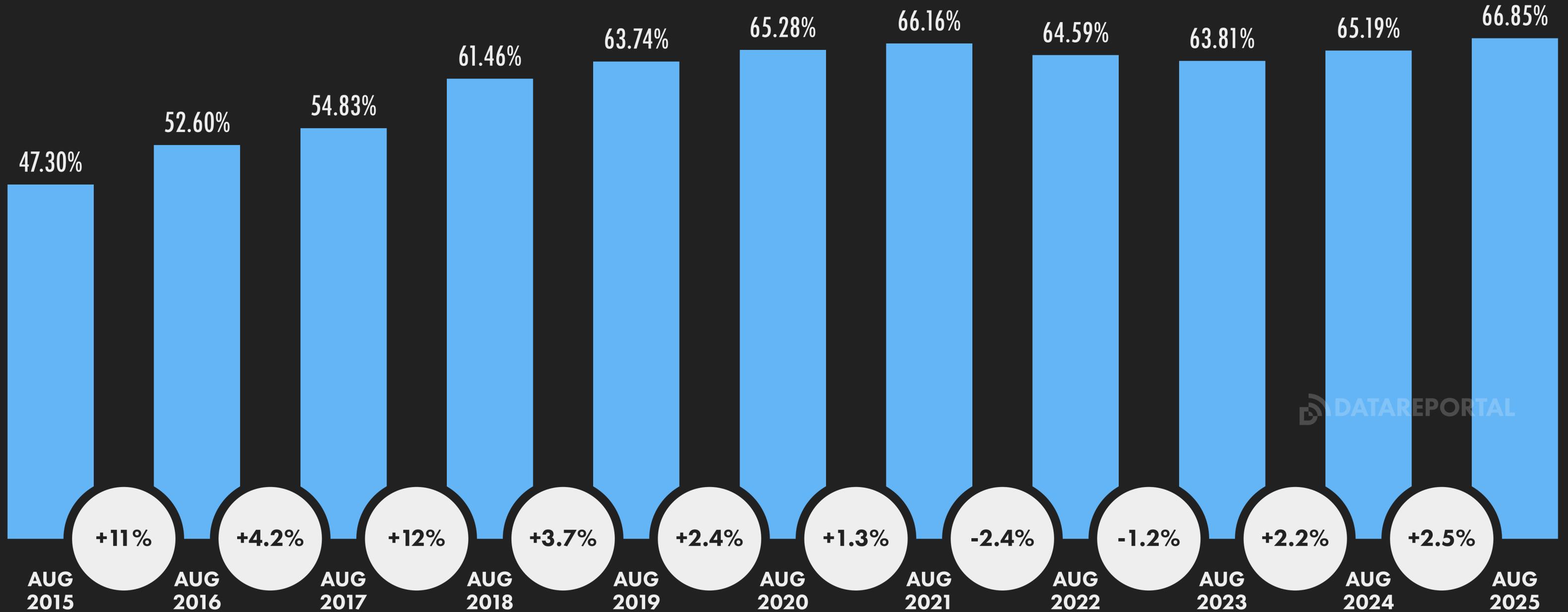
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# GOOGLE CHROME'S SHARE OF WEB TRAFFIC (YOY)

NUMBER OF WEB PAGES SERVED TO **GOOGLE CHROME** AS A PERCENTAGE OF ALL WEB PAGES SERVED TO WEB BROWSERS (ANY DEVICE)



ITALY



DATA REPORTAL

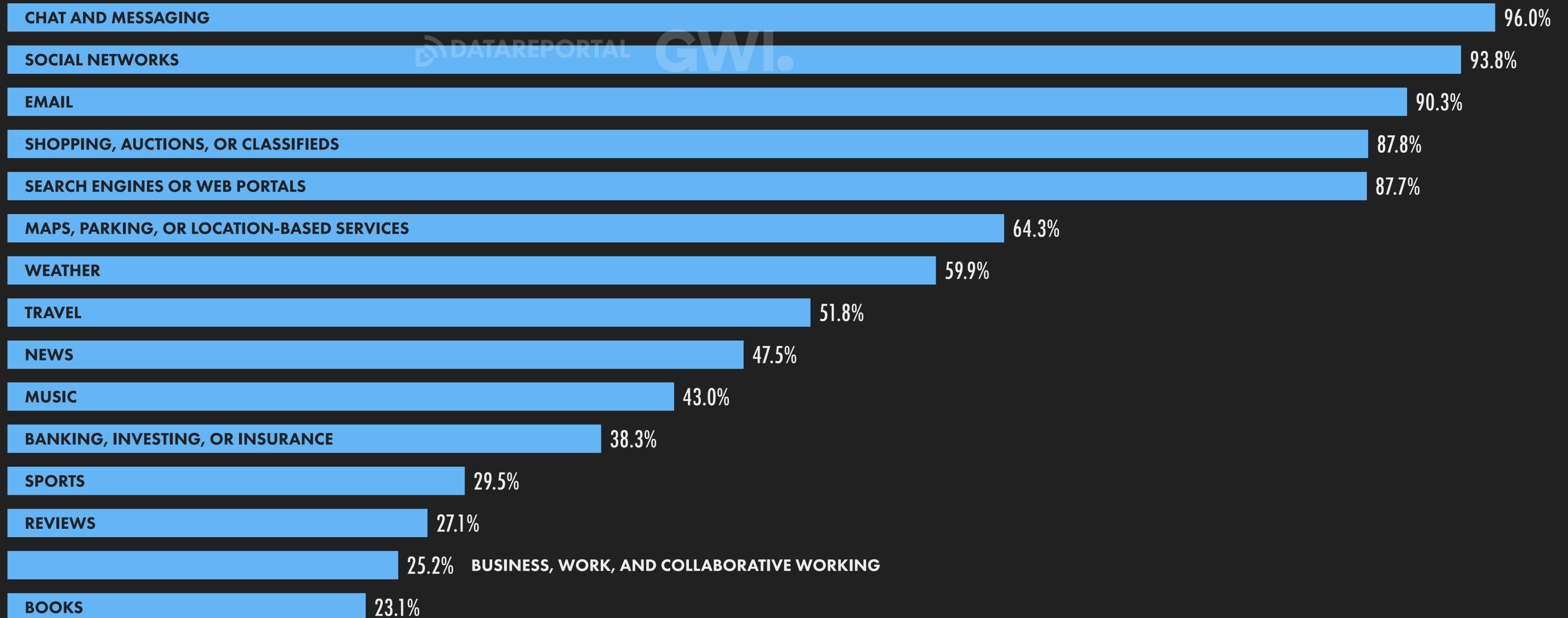
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# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



ITALY



OCT  
2025

# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025



ITALY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.91 B	63.2 M	9M 45S	9.17	11	POSTE.IT	94.5 M	29.5 M	3M 50S	6.44
02	YOUTUBE.COM	434 M	26.9 M	17M 25S	12.29	12	WHATSAPP.COM	89.2 M	12.3 M	7M 21S	3.77
03	FACEBOOK.COM	294 M	23.9 M	8M 42S	9.10	13	GAZZETTA.IT	81.0 M	13.5 M	6M 45S	2.83
04	AMAZON.IT	208 M	43.6 M	5M 10S	8.81	14	3BMETEO.COM	79.5 M	10.3 M	1M 53S	2.81
05	INSTAGRAM.COM	144 M	23.5 M	7M 56S	11.87	15	BING.COM	74.6 M	3.79 M	7M 28S	6.63
06	WIKIPEDIA.ORG	131 M	22.4 M	3M 40S	3.28	16	SAMSUNG.COM	74.4 M	14.6 M	1M 32S	2.37
07	CORRIERE.IT	108 M	22.4 M	6M 22S	3.60	17	MEDIASET.IT	66.1 M	12.5 M	3M 07S	2.39
08	CHATGPT.COM	107 M	8.87 M	6M 15S	3.55	18	LIBERO.IT	62.1 M	8.08 M	7M 57S	12.18
09	GOOGLE.IT	104 M	15.2 M	6M 11S	20.26	19	SKY.IT	61.9 M	20.2 M	2M 17S	2.58
10	REPUBBLICA.IT	104 M	17.4 M	5M 33S	3.09	20	ILMETEO.IT	61.6 M	12.8 M	0M 36S	2.95

**SOURCE:** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2025. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

OCT  
2025

# TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2025



ITALY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.73B	122M	13M 13S	5.03
02	YOUTUBE.COM	670M	60.7M	20M 02S	7.28
03	FACEBOOK.COM	300M	50.5M	16M 04S	6.01
04	WIKIPEDIA.ORG	220M	41.4M	8M 58S	3.05
05	AMAZON.IT	216M	45.8M	9M 25S	5.59
06	PORNHUB.COM	147M	23.4M	9M 40S	7.54
07	GOOGLE.IT	145M	18.2M	12M 21S	6.77
08	CORRIERE.IT	143M	17.3M	13M 38S	3.45
09	INSTAGRAM.COM	139M	33.3M	12M 09S	7.53
10	GAZZETTA.IT	125M	9.87M	11M 29S	3.48

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	REPUBBLICA.IT	116M	13.2M	11M 39S	3.39
12	3BMETEO.COM	109M	12.3M	3M 12S	3.05
13	CHATGPT.COM	102M	14.2M	17M 31S	4.71
14	ILMETEO.IT	98.6M	15.4M	2M 59S	2.95
15	LIBERO.IT	97.5M	12.6M	10M 40S	3.31
16	TEMU.COM	96.4M	21.5M	8M 20S	2.83
17	MEDIASET.IT	94.1M	14.4M	7M 53S	3.69
18	YAHOO.COM	91.2M	17.8M	8M 49S	2.72
19	REDDIT.COM	88.6M	27.2M	9M 41S	2.53
20	DUCKDUCKGO.COM	84.5M	5.20M	12M 30S	2.13

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN AUGUST 2025. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD **AVOID VISITING UNKNOWN DOMAINS.** **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

OCT  
2025

# ACCESSING ONLINE INFORMATION

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



USE A SEARCH ENGINE (E.G. GOOGLE, DUCKDUCKGO, YAHOO!, BING) **EACH MONTH**



GW.I.

87.7%

USE CHATGPT **EACH MONTH** (ANY DEVICE; MOBILE APP OR WEBSITE)



25.2%

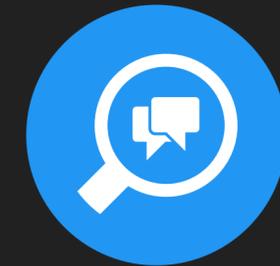
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) **EACH WEEK**



GW.I.

26.4%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT PRODUCTS AND BRANDS



30.2%

USE IMAGE SEARCH (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE **EACH MONTH**



27.9%

SCAN A QR CODE USING A MOBILE PHONE **EACH MONTH**



GW.I.

46.5%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES **EACH WEEK**



30.2%

USE ONLINE MAPS, PARKING APPS, OR LOCATION-BASED SERVICES **EACH MONTH**



64.3%

OCT  
2025

# SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



ITALY

GOOGLE

92.87%

DATA REPORTAL

3.70% BING

1.34% YAHOO!

0.80% DUCKDUCKGO

0.75% YANDEX

0.35% ECOSIA

0.09% QWANT

0.10% OTHERS

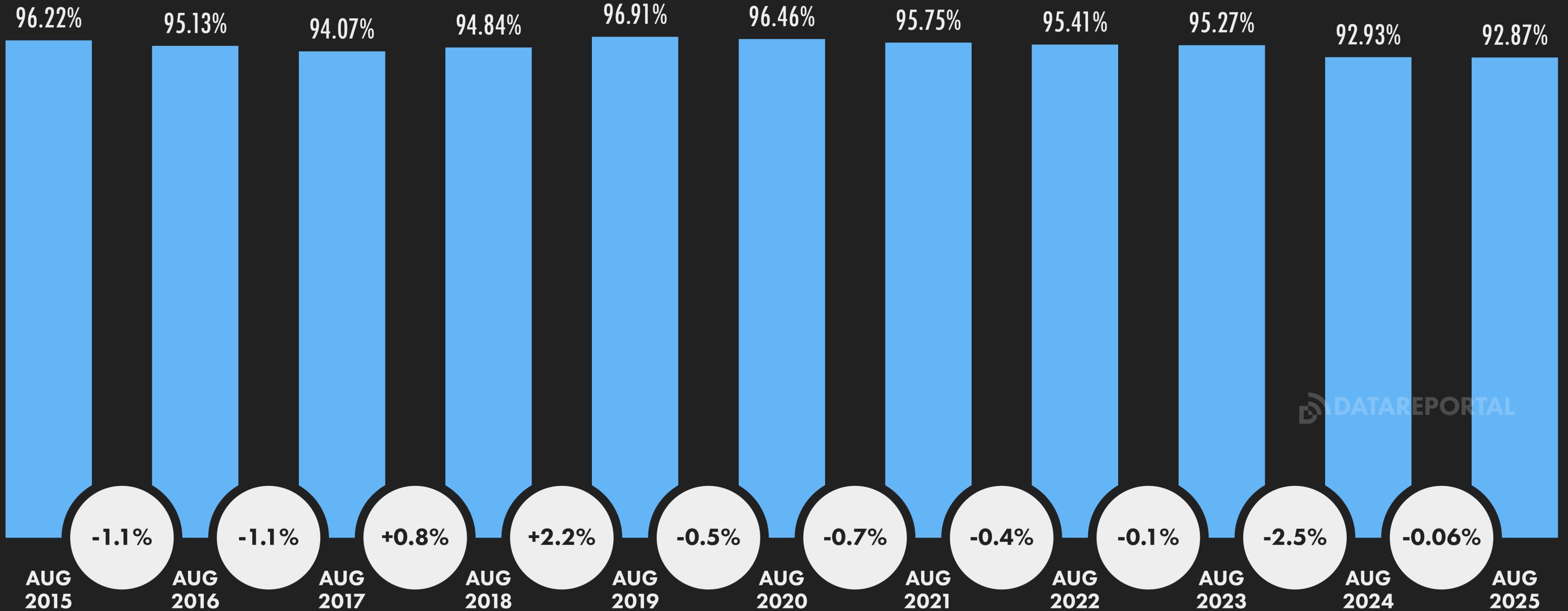
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# GOOGLE'S SHARE OF SEARCH REFERRALS (YOY)

WEB TRAFFIC REFERRED BY GOOGLE AS A PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES (ANY DEVICE)



ITALY



DATAREPORTAL

OCT  
2025

# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	METEO	100
02	GOOGLE	40
03	TRADUTTORE	34
04	SERIE A	31
05	YOUTUBE	30
06	AMAZON	30
07	NAPOLI	27
08	WHATSAPP	24
09	FACEBOOK	23
10	TRADUZIONE	22

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	MAPS	19
12	LIBERO	18
13	INTER	18
14	WHATSAPP WEB	17
15	NEWS	16
16	MILAN	16
17	DIRETTA	16
18	GMAIL	14
19	SPORT	14
20	CORRIERE	13

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

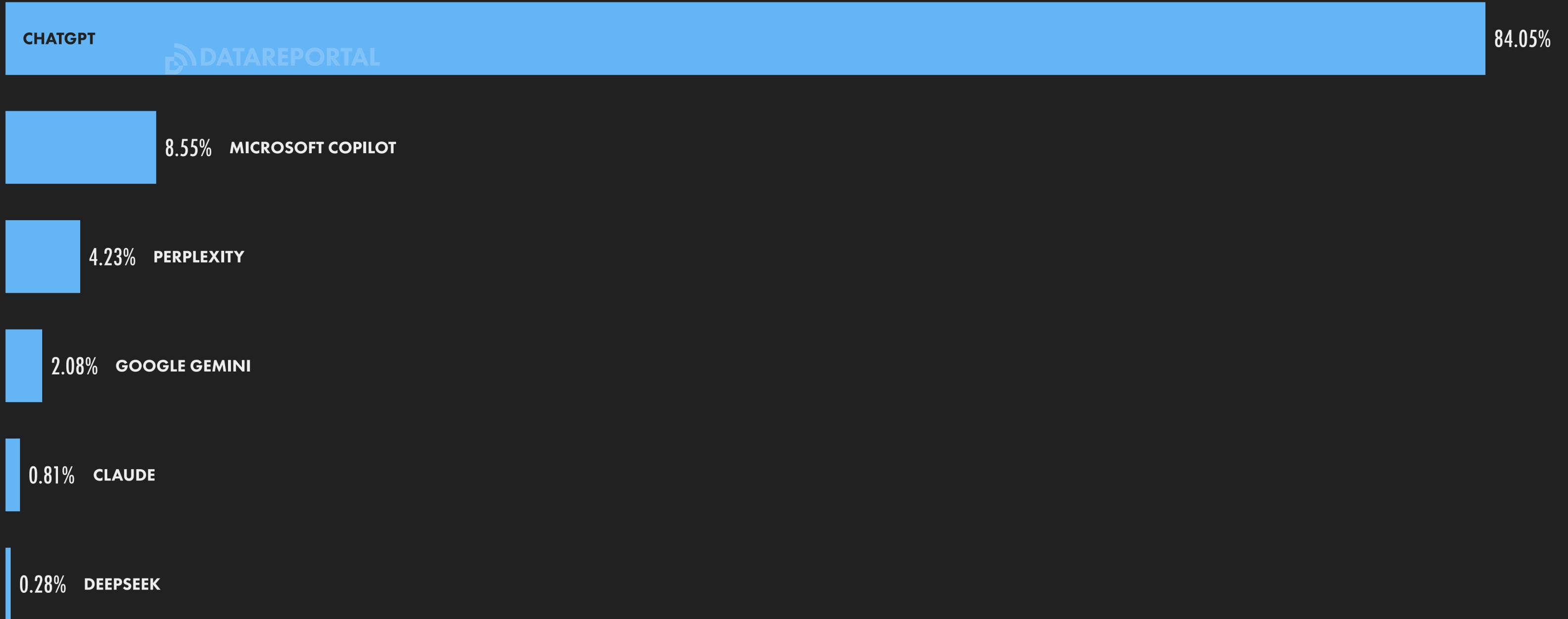
OCT  
2025

# SHARE OF AI WEB TRAFFIC REFERRALS

WEB TRAFFIC REFERRED BY EACH LLM PLATFORM AS A PERCENTAGE OF TOTAL REFERRAL TRAFFIC FROM A LIMITED SELECTION OF TOP LLM PLATFORMS



ITALY



DATA REPORTAL

OCT  
2025

# USE OF DIGITAL COMMUNICATION SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE OR VISIT EACH KIND OF DIGITAL COMMUNICATION SERVICE EACH MONTH



ITALY

SOCIAL NETWORKS



93.8%

GWI.

CHAT APPS AND MESSENGERS



96.0%



EMAIL



90.3%

GWI.

MOBILE VIDEO CALLING



25.1%



**ONLINE SHOPPING**

OCT  
2025

# FINANCIAL INCLUSION FACTORS

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



ITALY

ACCOUNT WITH A  
FINANCIAL INSTITUTION



86.0%

FEMALE  
79.8%

MALE  
92.6%

CREDIT CARD  
OWNERSHIP



57.9%

FEMALE  
59.7%

MALE  
56.2%

DEBIT CARD  
OWNERSHIP



81.0%

FEMALE  
73.5%

MALE  
88.8%

MADE A DIGITAL  
PAYMENT (PAST YEAR)



92.9%

FEMALE  
91.1%

MALE  
94.6%

USED A MOBILE PHONE OR THE INTERNET  
TO BUY SOMETHING ONLINE (PAST YEAR)



55.8%

FEMALE  
55.7%

MALE  
56.0%

USED A MOBILE PHONE OR THE INTERNET  
TO PAY BILLS (PAST YEAR)



32.9%

FEMALE  
32.8%

MALE  
32.9%

OCT  
2025

# WEEKLY ONLINE SHOPPING ACTIVITIES

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



ITALY

PURCHASE PRODUCTS  
OR SERVICES ONLINE



GWI.

44.3%

ORDER GROCERIES  
VIA ONLINE STORES



10.5%

BUY SECOND-HAND  
ITEMS VIA ONLINE STORES



GWI.

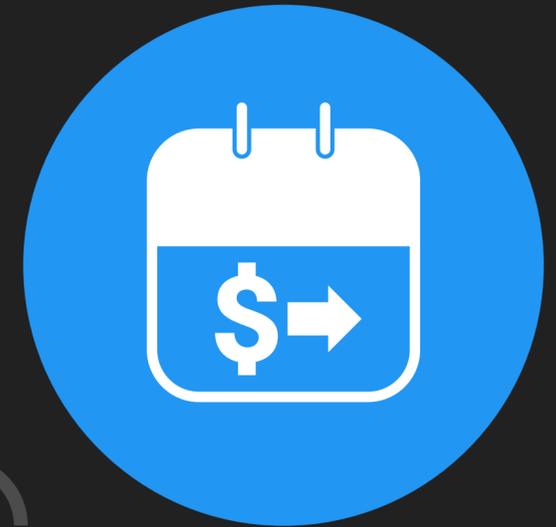
10.0%

USE ONLINE PRICE  
COMPARISON SERVICES



25.0%

USE BUY NOW,  
PAY LATER SERVICES



9.8%

OCT  
2025

# OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



ITALY

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA ONLINE  
CHANNELS IN 2025



statista

**26.5**  
**MILLION**

YEAR-ON-YEAR CHANGE  
**+6.9% (+1.7 MILLION)**

ESTIMATED TOTAL  
ANNUAL SPEND ON  
ONLINE CONSUMER GOODS  
PURCHASES (USD, 2025)

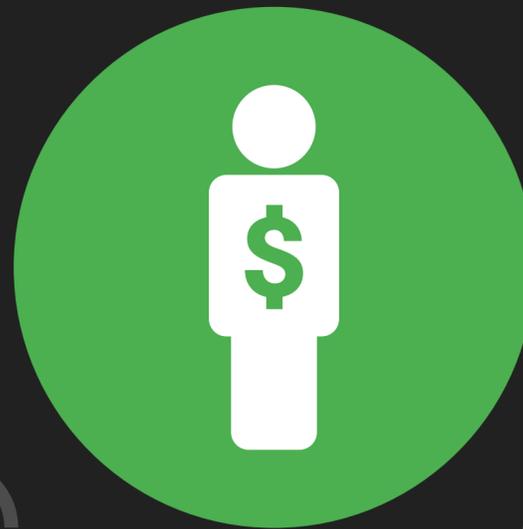


statista

**\$61.8**  
**BILLION**

YEAR-ON-YEAR CHANGE  
**+10.7% (+\$6.0 BILLION)**

AVERAGE ANNUAL  
REVENUE PER CONSUMER  
GOODS ECOMMERCE  
SHOPPER (USD, 2025)

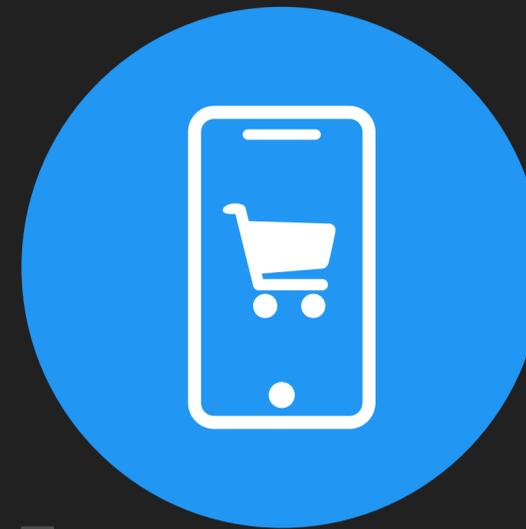


statista

**\$2,336**

YEAR-ON-YEAR CHANGE  
**+3.6% (+\$82.09)**

SHARE OF 2025 CONSUMER  
GOODS ECOMMERCE SPEND  
ATTRIBUTABLE TO PURCHASES  
MADE VIA MOBILE PHONES



**42.6%**

YEAR-ON-YEAR CHANGE  
**+1.2% (+50 BPS)**

2025 ONLINE PURCHASES vs.  
TOTAL CONSUMER GOODS  
PURCHASE VALUE ACROSS  
ALL RETAIL CHANNELS



**22.2%**

YEAR-ON-YEAR CHANGE  
**+7.8% (+160 BPS)**

**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

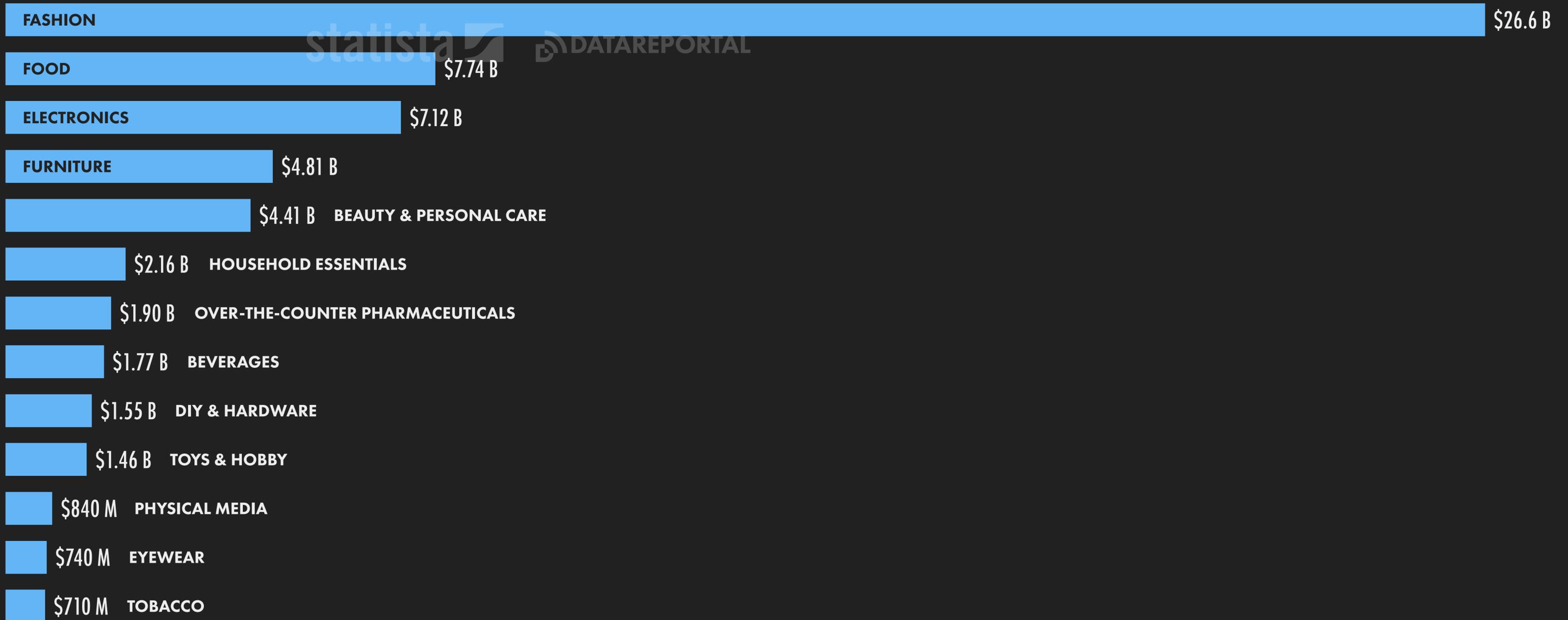
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# ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2025)



ITALY



**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "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. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES FOR 2025 IN U.S. DOLLARS. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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2025

# PAYMENT METHODS USED FOR ECOMMERCE

SHARE OF 2024 B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO EACH TYPE OF PAYMENT METHOD



ITALY

MOBILE AND  
DIGITAL WALLETS



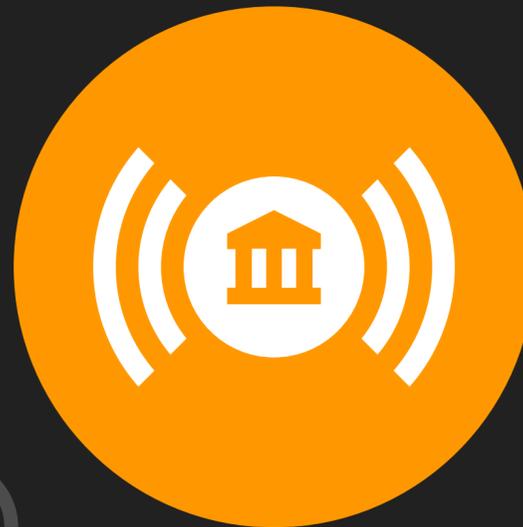
40%

DEBIT AND  
CREDIT CARDS



44%

ACCOUNT-TO-ACCOUNT  
TRANSFERS (A2A)



8%

"BUY NOW, PAY  
LATER" SERVICES



5%

OTHER PAYMENT  
METHODS



3%



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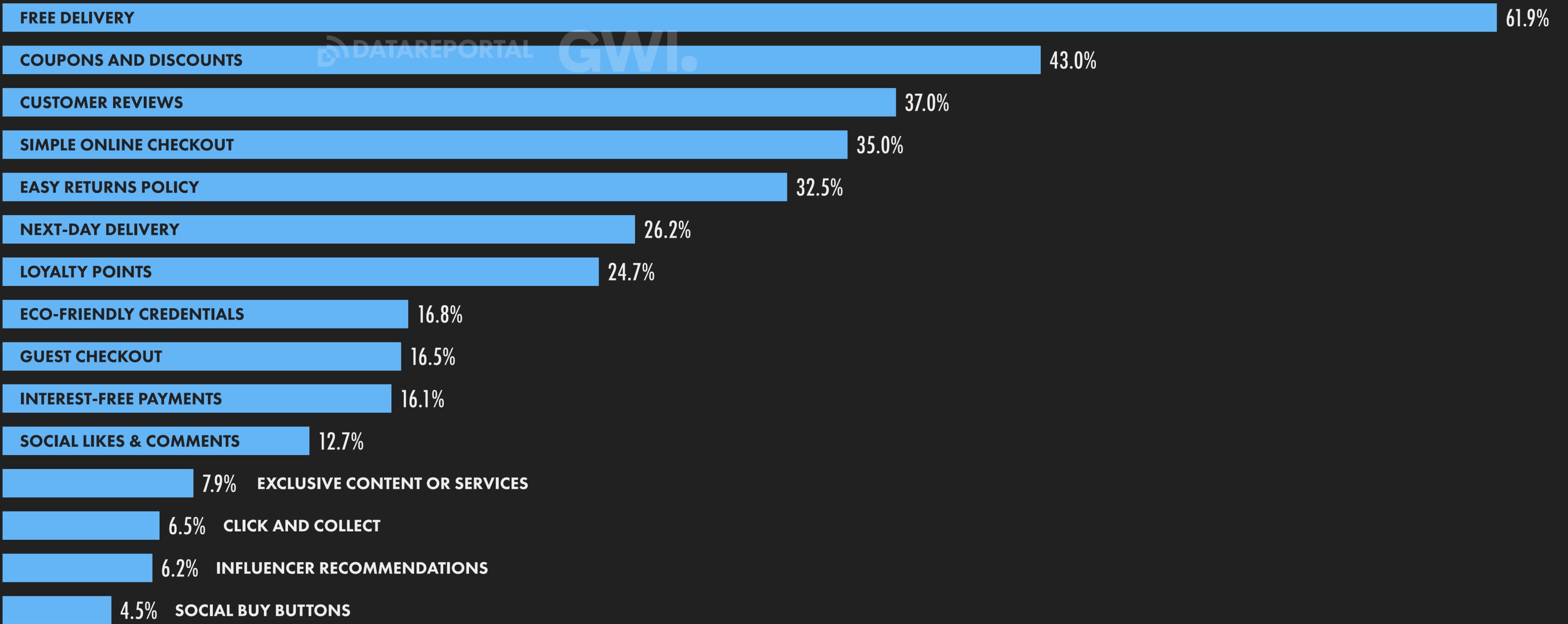
# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



ITALY

DATA REPORTAL  
GWI.



OCT  
2025

# TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	AMAZON	100
02	AUTO	55
03	IKEA	53
04	NIKE	51
05	CUCINA	44
06	SNEAKERS	40
07	ADIDAS	40
08	T-SHIRT	35
09	OFFERTE	30
10	LEGO	29

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	ZALANDO	20
12	IPHONE 16	19
13	NEW BALANCE	19
14	MONDO CONVENIENZA	19
15	LAVATRICE	18
16	SHEIN	18
17	TEMU	18
18	PANDORA	18
19	IPHONE 15	17
20	ZARA	16

**SOURCE:** GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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2025

# ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



ITALY

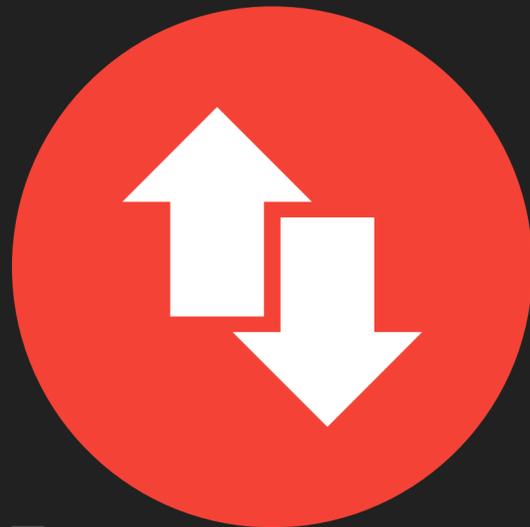
NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS



statista

**15.9**  
MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE BUYING GROCERIES ONLINE



**+7.4%**  
**+1.10 MILLION**

ESTIMATED TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2025)



statista

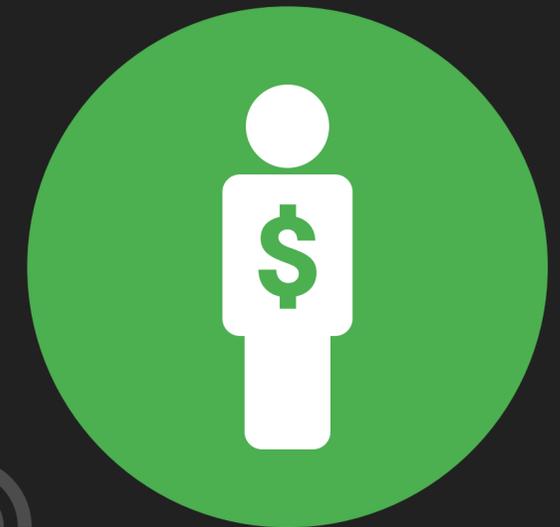
**\$5.91**  
BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE GROCERY ORDERS



**+11.8%**  
**+\$623 MILLION**

ESTIMATED AVERAGE ANNUAL SPEND PER USER: ONLINE GROCERY ORDERS (USD, 2025)



**\$297**

OCT  
2025

# ONLINE TRAVEL AND TOURISM

ESTIMATED ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2025)



ITALY

FLIGHTS



**\$8.11  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.9% (+\$520 MILLION)**

statista

TRAINS



**\$1.00  
BILLION**

YEAR-ON-YEAR CHANGE  
**+3.7% (+\$35 MILLION)**



CAR RENTALS



**\$632  
MILLION**

YEAR-ON-YEAR CHANGE  
**+6.6% (+\$39 MILLION)**

statista

LONG-DISTANCE BUSES



**\$306  
MILLION**

YEAR-ON-YEAR CHANGE  
**+4.2% (+\$12 MILLION)**

HOTELS



**\$7.77  
BILLION**

YEAR-ON-YEAR CHANGE  
**+7.4% (+\$537 MILLION)**



PACKAGE HOLIDAYS



**\$5.21  
BILLION**

YEAR-ON-YEAR CHANGE  
**+6.9% (+\$335 MILLION)**

statista

VACATION RENTALS



**\$3.06  
BILLION**

YEAR-ON-YEAR CHANGE  
**+8.4% (+\$237 MILLION)**



CRUISES



**\$302  
MILLION**

YEAR-ON-YEAR CHANGE  
**+5.8% (+\$17 MILLION)**



**DIGITAL FINANCE**

OCT  
2025

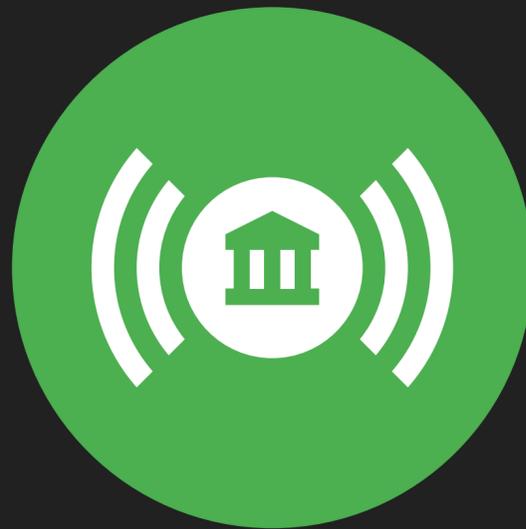
# USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



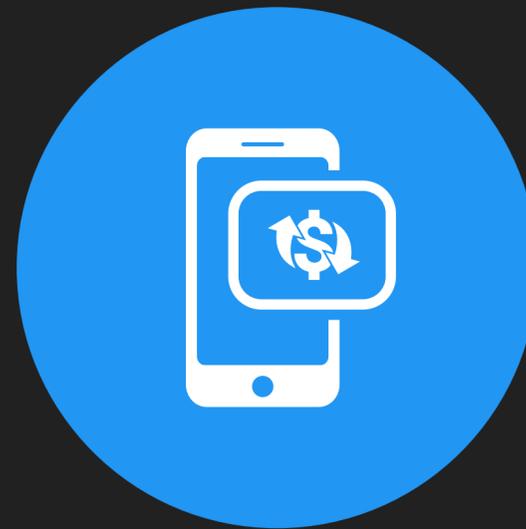
ITALY

USE A BANKING, INVESTMENT,  
OR INSURANCE WEBSITE OR  
MOBILE APP EACH MONTH



38.3%

USE A MOBILE PAYMENT  
SERVICE (E.G. SAMSUNG PAY,  
APPLE PAY) EACH MONTH



20.4%

OWN ANY FORM  
OF CRYPTOCURRENCY  
(E.G. BITCOIN, ETHER)



5.3%

GW.I.



OCT  
2025

# OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



ITALY

NUMBER OF  
USERS MAKING  
DIGITAL PAYMENTS



statista

**37.5**  
MILLION

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF USERS  
MAKING DIGITAL PAYMENTS



**+7.0%**  
**+2.44 MILLION**

ESTIMATED ANNUAL  
VALUE OF DIGITAL PAYMENT  
TRANSACTIONS (USD, 2025)



statista

**\$214**  
BILLION

YEAR-ON-YEAR CHANGE  
IN THE VALUE OF DIGITAL  
PAYMENT TRANSACTIONS



**+22.8%**  
**+\$39.7 BILLION**

AVERAGE ANNUAL VALUE  
OF DIGITAL PAYMENTS  
PER USER (USD, 2025 EST.)



**\$5,700**



**ONLINE HEALTH & FITNESS**

OCT  
2025

# DIGITAL HEALTH, FITNESS, AND WELLBEING

PERCENTAGE OF INTERNET USERS AGED 16+ THAT MAKE USE OF CONNECTED HEALTH, FITNESS, AND WELLBEING DEVICES AND SERVICES



ITALY

USE A DIGITAL HEALTH  
OR FITNESS WEBSITE OR  
MOBILE APP EACH MONTH



GWI.

20.6%

CHECK HEALTH  
SYMPTOMS ONLINE  
EACH WEEK



15.5%

USE ONLINE RESOURCES  
TO IDENTIFY TREATMENTS  
FOR EVERYDAY AILMENTS



GWI.

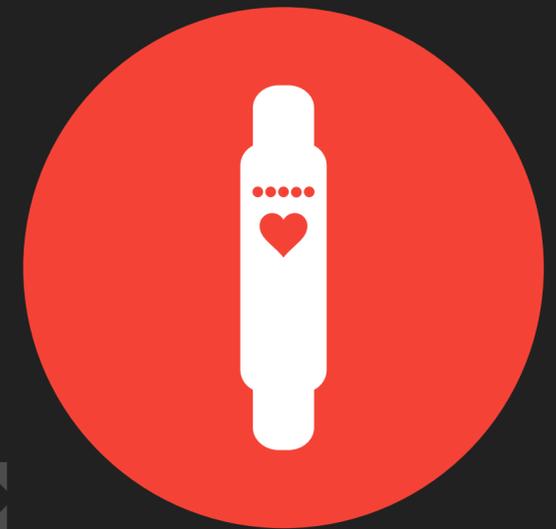
58.2%

OWN A  
SMARTWATCH  
(E.G. APPLE WATCH)



29.0%

OWN A SMART  
WRISTBAND  
(E.G. FITBIT)



9.6%



**ENTERTAINMENT**

OCT  
2025

# TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



ITALY

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV CONTENT EACH WEEK



88.9%



PERCENTAGE OF INTERNET USERS WHO WATCH LINEAR TV CONTENT EACH WEEK (E.G. BROADCAST OR CABLE TV CHANNELS)



78.6%



PERCENTAGE OF INTERNET USERS WHO WATCH STREAMING TV CONTENT EACH WEEK (E.G. NETFLIX, DISNEY+, AMAZON PRIME VIDEO)



68.6%

AVERAGE TOTAL WEEKLY TIME SPENT WATCHING ANY KIND OF TELEVISION CONTENT



14H 10M



AVERAGE WEEKLY TIME SPENT WATCHING LINEAR TELEVISION CONTENT (E.G. BROADCAST OR CABLE TV CHANNELS)



7H 49M

SHARE OF TOTAL: 55.2%



AVERAGE WEEKLY TIME SPENT WATCHING STREAMING TELEVISION CONTENT (E.G. NETFLIX, DISNEY+, PRIME VIDEO)



6H 20M

SHARE OF TOTAL: 44.8%

SOURCE: GWI (Q2 2025). NOTE: VALUES BASED ON WEEKLY TIME SPENT CONSUMING EACH TYPE OF TELEVISION CONTENT. POTENTIAL MISMATCHES: THE VALUES SHOWN HERE ARE BASED ON THE WEEKLY TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH TYPE OF TELEVISION CONTENT, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT MONTHLY BEHAVIOURS, OR THE DECLARED USE OF SPECIFIC MEDIA OR DEVICES. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE RESPECTIVE CHARTS' SUBTITLES AND FOOTNOTES, PAYING CLOSE ATTENTION TO STATED TIME PERIODS. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

OCT  
2025

# MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JULY AND 20 SEPTEMBER 2025



## MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	KPOP DEMON HUNTERS	100
02	MY OXFORD YEAR	36.3
03	BRICK	31.3
04	E POI SI VEDE	29.9
05	HAPPY GILMORE 2	28.7
06	FALL FOR ME	26.6
07	THE THURSDAY MURDER CLUB	26.3
08	THE FORBIDDEN CITY	25.6
09	THE OLD GUARD 2	20.5
10	JUST GO WITH IT	17.9

## MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	WEDNESDAY	100
02	UNTAMED	86.7
03	SQUID GAME	76.3
04	TOO HOT TO HANDLE: ITALY	59.8
05	THE SANDMAN	59.3
06	HOSTAGE	43.6
07	UNSPEAKABLE SINS	43.3
08	YOUNG MILLIONAIRES	41.2
09	DAN DA DAN	40.7
10	MY LIFE WITH THE WALTER BOYS	38.5

OCT  
2025

# MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ BETWEEN 01 JULY AND 20 SEPTEMBER 2025



ITALY

## MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	SNOW WHITE	100
02	THE DEVIL WEARS PRADA	79.3
03	CAPTAIN AMERICA: BRAVE NEW WORLD	50.4
04	THE AMATEUR	49.8
05	AVENGERS: ENDGAME	36.5
06	THUNDERBOLTS*	35.1
07	THE FANTASTIC FOUR: FIRST STEPS   A SPECIAL LOOK	34.0
08	FREAKY FRIDAY	29.5
09	Z-O-M-B-I-E-S 4: DAWN OF THE VAMPIRES	25.9
10	CRAZYMINDED	24.1

## MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	ALIEN: EARTH	100
02	IRONHEART	77.8
03	THE BEAR	39.9
04	THE TWISTED TALE OF AMANDA KNOX	25.3
05	EYES OF WAKANDA	21.2
06	ITALIA'S GOT TALENT	21.2
07	LIMITLESS WITH CHRIS HEMSWORTH	1.4
08	IRON MAN AND HIS AWESOME FRIENDS	1.0
09	WASHINGTON BLACK	0.7
10	ADULTS	0.7

OCT  
2025

# MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JULY AND 20 SEPTEMBER 2025



## MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	HEADS OF STATE	100
02	KRAVEN THE HUNTER	83.5
03	THE MAP THAT LEADS TO YOU	76.6
04	SLEEPING DOGS	71.9
05	THE PICKUP	70.1
06	WAR OF THE WORLDS	62.6
07	MARKED MEN: RULE + SHAW	57.6
08	MIRA	55.0
09	SHADOW FORCE	54.3
10	DAMAGED	52.5

## MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	THE SUMMER I TURNED PRETTY	100
02	COUNTDOWN	88.1
03	WE WERE LIARS	76.1
04	BALLARD	63.0
05	THE BETTER SISTER	50.1
06	BUTTERFLY	29.3
07	MOTORHEADS	25.1
08	THE TERMINAL LIST: DARK WOLF	21.3
09	PESCI PICCOLI	20.8
10	THOSE ABOUT TO DIE	16.0

OCT  
2025

# TYPES OF ONLINE VIDEO CONTENT WATCHED

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



ITALY



MUSIC VIDEO

40.4%

COMEDY, MEME, OR VIRAL VIDEO

35.3%

TUTORIAL OR HOW-TO VIDEO

30.1%

SPORTS MATCH OR COMMENTARY

23.2%

SPORTS CLIP OR HIGHLIGHTS VIDEO

22.6%

PRODUCT REVIEW VIDEO

22.0%

VIDEO LIVESTREAM

20.1%

EDUCATIONAL VIDEO

13.6%

INFLUENCER VIDEOS AND VLOGS

12.9%

GAMING VIDEO

12.5%

OCT  
2025

# ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



ITALY

WATCH OR LISTEN TO  
ONLINE MUSIC VIDEOS



40.4%

GWI.

LISTEN TO MUSIC  
STREAMING SERVICES



66.2%



LISTEN TO  
PODCASTS



36.8%

GWI.

LISTEN TO  
AUDIO BOOKS



10.4%

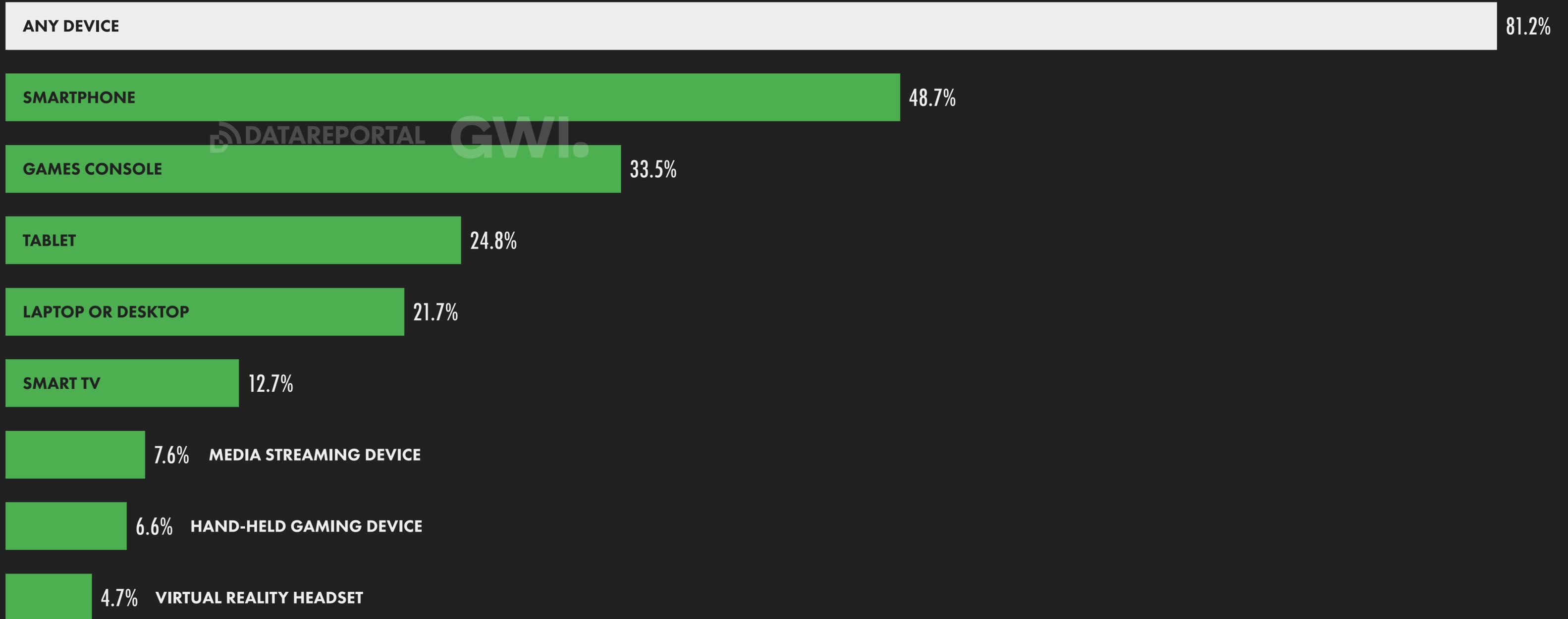
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# DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



ITALY



DATA REPORTAL GWI.

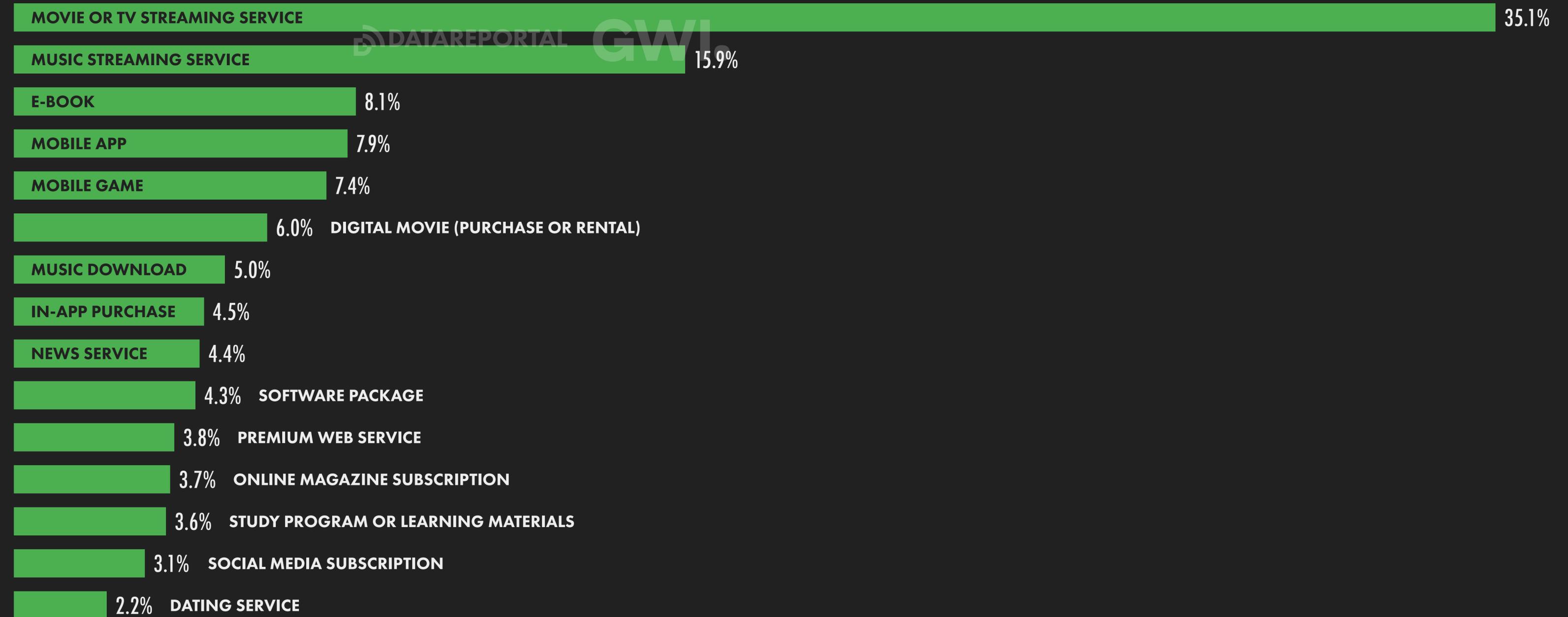
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# DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



ITALY





**SOCIAL MEDIA USE**

OCT  
2025

# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



ITALY

NUMBER OF SOCIAL MEDIA USER IDENTITIES



41.2  
MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



-1.2%  
-500 THOUSAND

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



-2.4%  
-1.0 MILLION

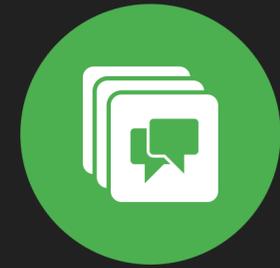
WEEKLY TIME SPENT USING SOCIAL PLATFORMS (INC. VIDEO)



15H 34M

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

GWI.



5.7  
YOY: -3.4% (-0.2)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



69.7%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



74.7%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



77.5%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



49.9%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



50.1%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; [GWI](#) (Q2 2025). **NOTES:** WHERE PRESENT, “[BASE REVISIONS]” INDICATES THAT VALUES FOR TRENDS OVER TIME ARE NOT REPRESENTATIVE OF CHANGES IN ACTUAL SOCIAL MEDIA USE. AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

we  
are  
social

Meltwater

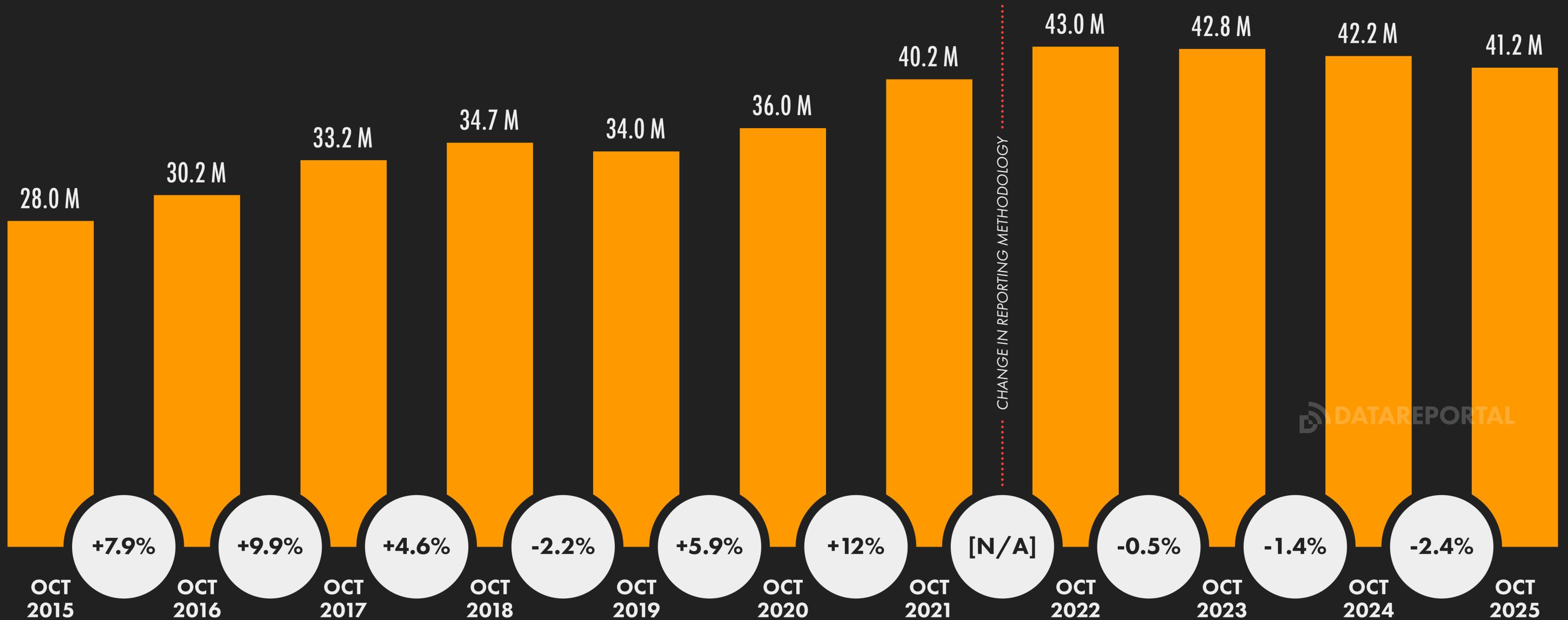
OCT  
2025

# SOCIAL MEDIA USE OVER TIME (YOY)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND ANNUAL RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



ITALY



**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR.  
**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 USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

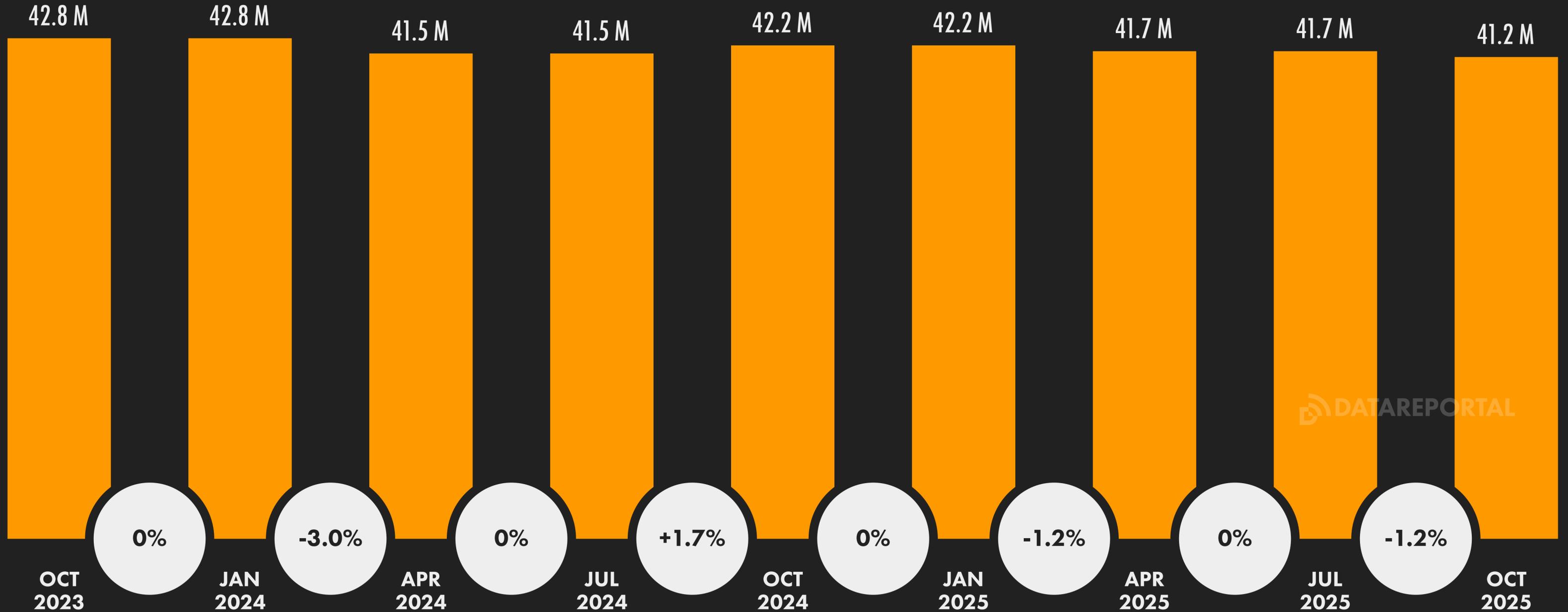
OCT  
2025

# SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



ITALY



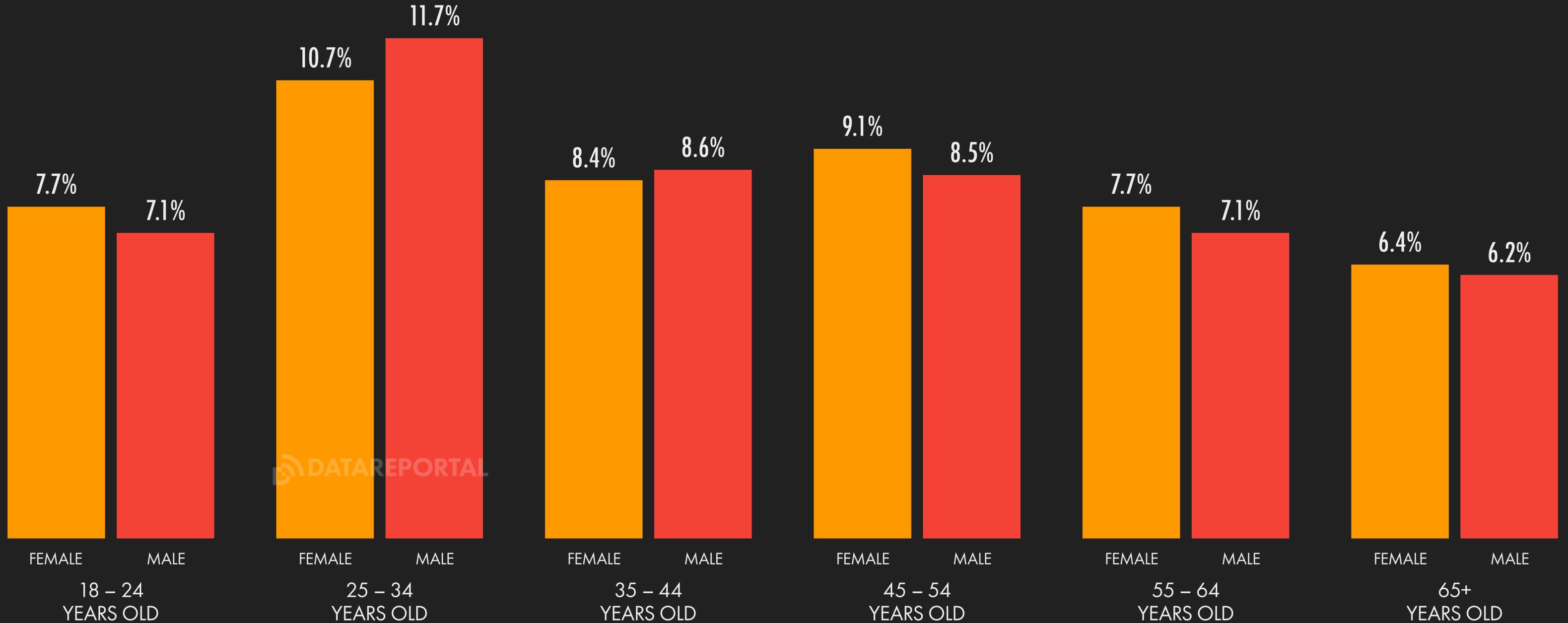
DATA REPORTAL

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **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 USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

OCT  
2025

# DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH ACROSS FACEBOOK, INSTAGRAM, MESSENGER, AND THREADS, BY AGE AND GENDER



**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

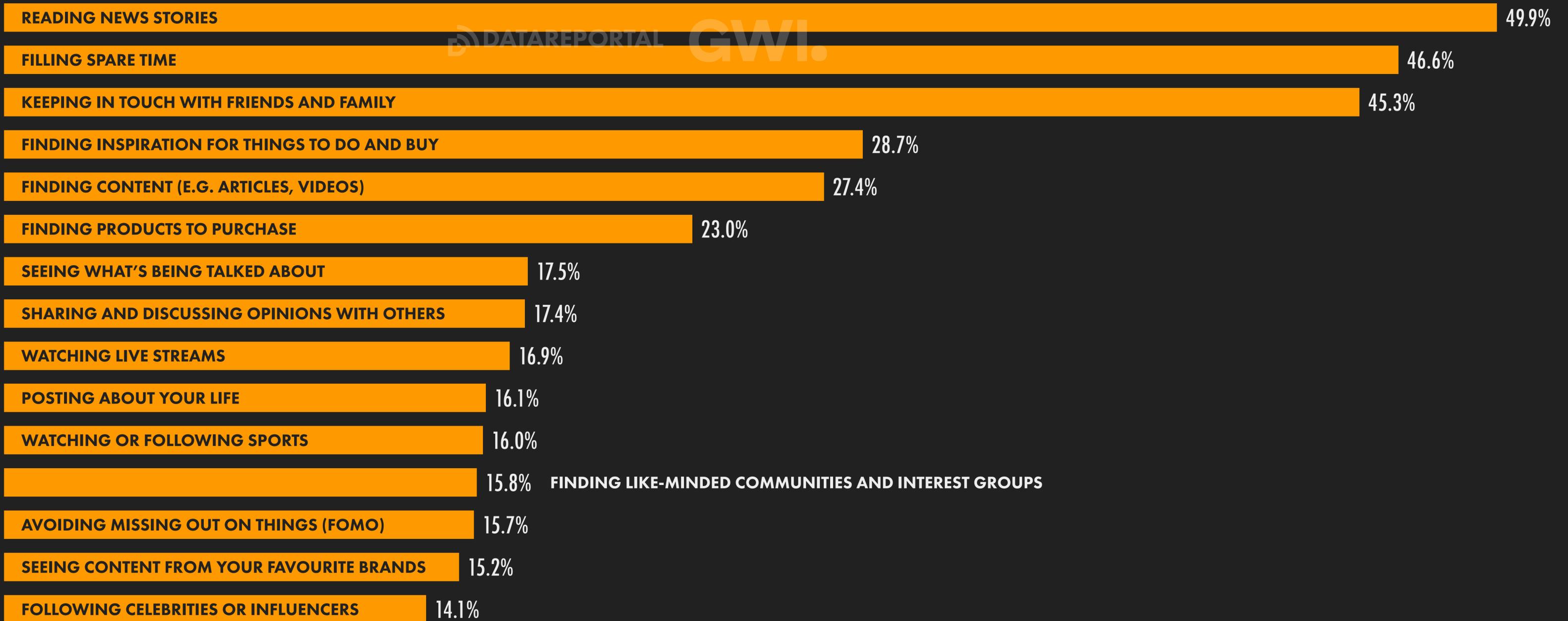
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2025

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



ITALY



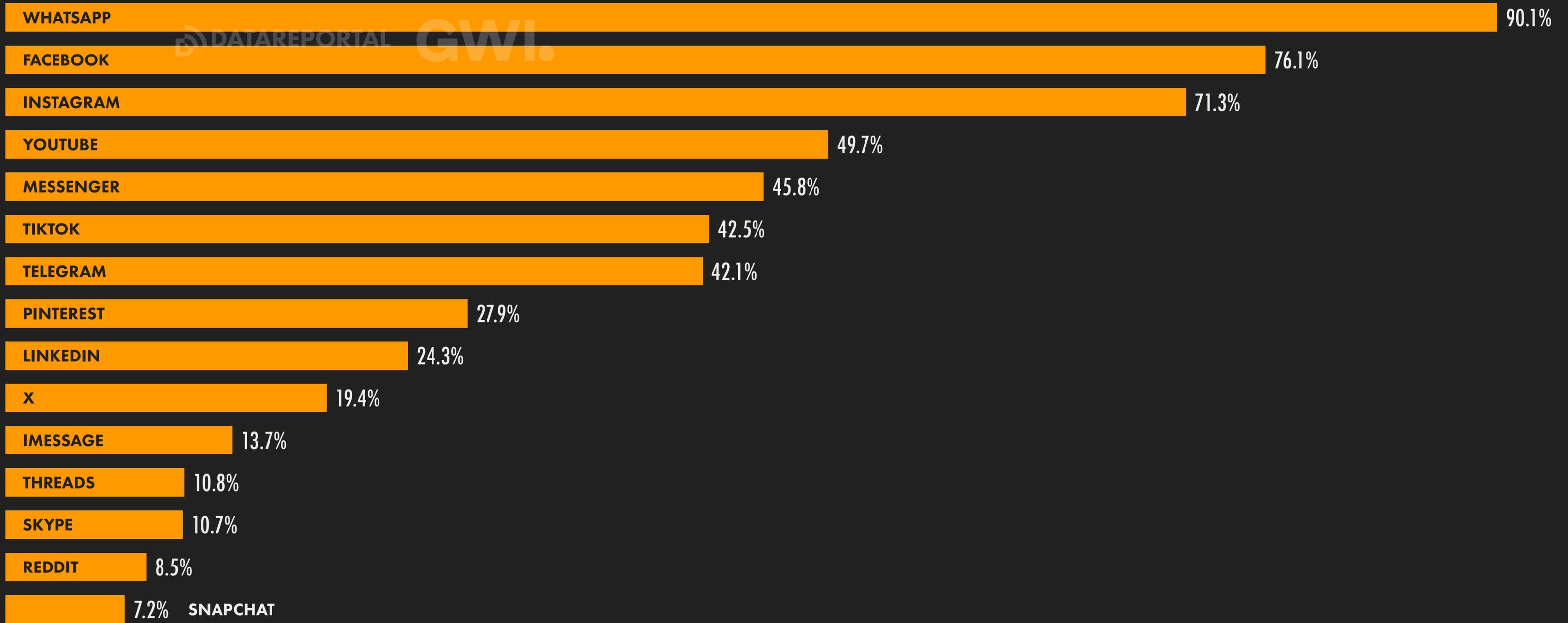
OCT  
2025

# SELF-DECLARED PLATFORM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED THE RESPECTIVE PLATFORM AT LEAST ONCE WITHIN THE PAST MONTH



ITALY



DATA REPORTAL GWI.

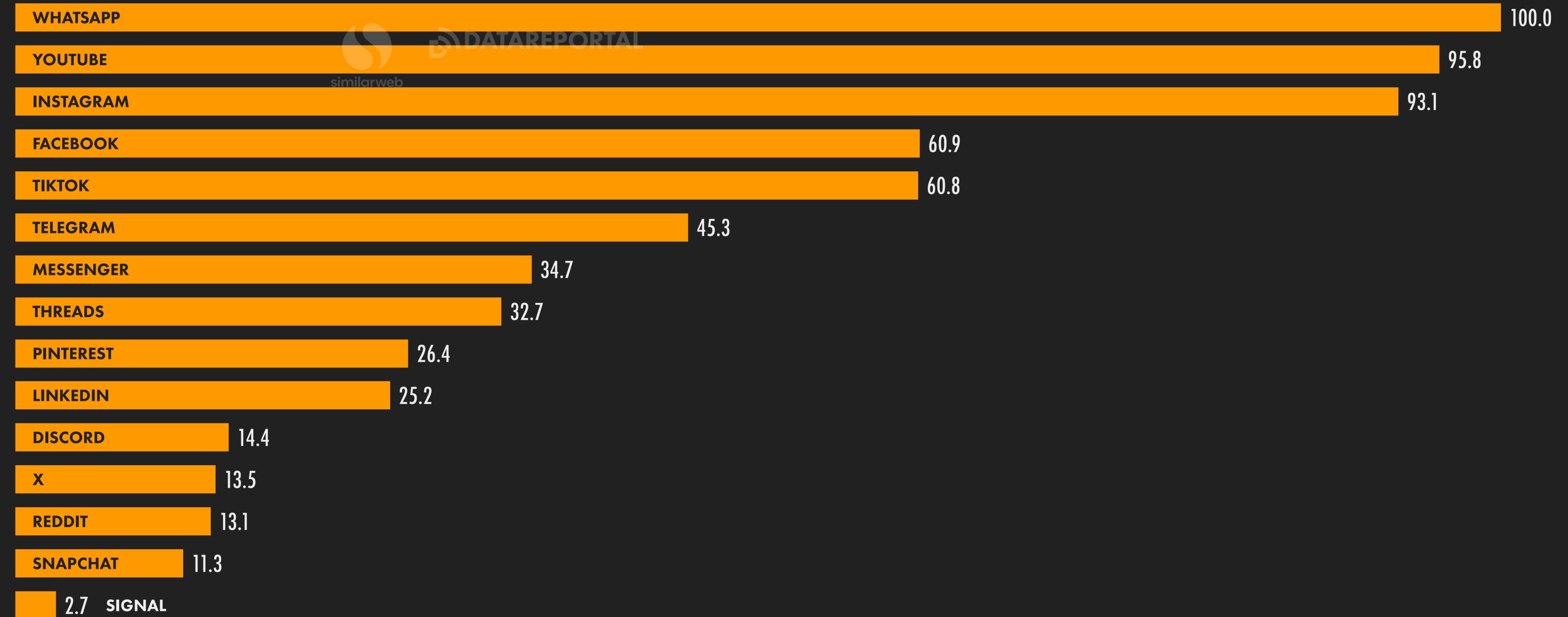
OCT  
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# SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN AUGUST 2025



ITALY



**SOURCE:** SIMILARWEB APP INTELLIGENCE. **NOTES:** BASED ON A SELECTION OF APPS ONLY. FIGURES BASED ON THE NUMBER OF ANDROID PHONE AND IPHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). VALUES COMPARE EACH PLATFORM'S APP USERS WITH THE APP USERS OF THE MOST USED PLATFORM. **ADVISORY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACCOUNTS. SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE ACCOUNTS. **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

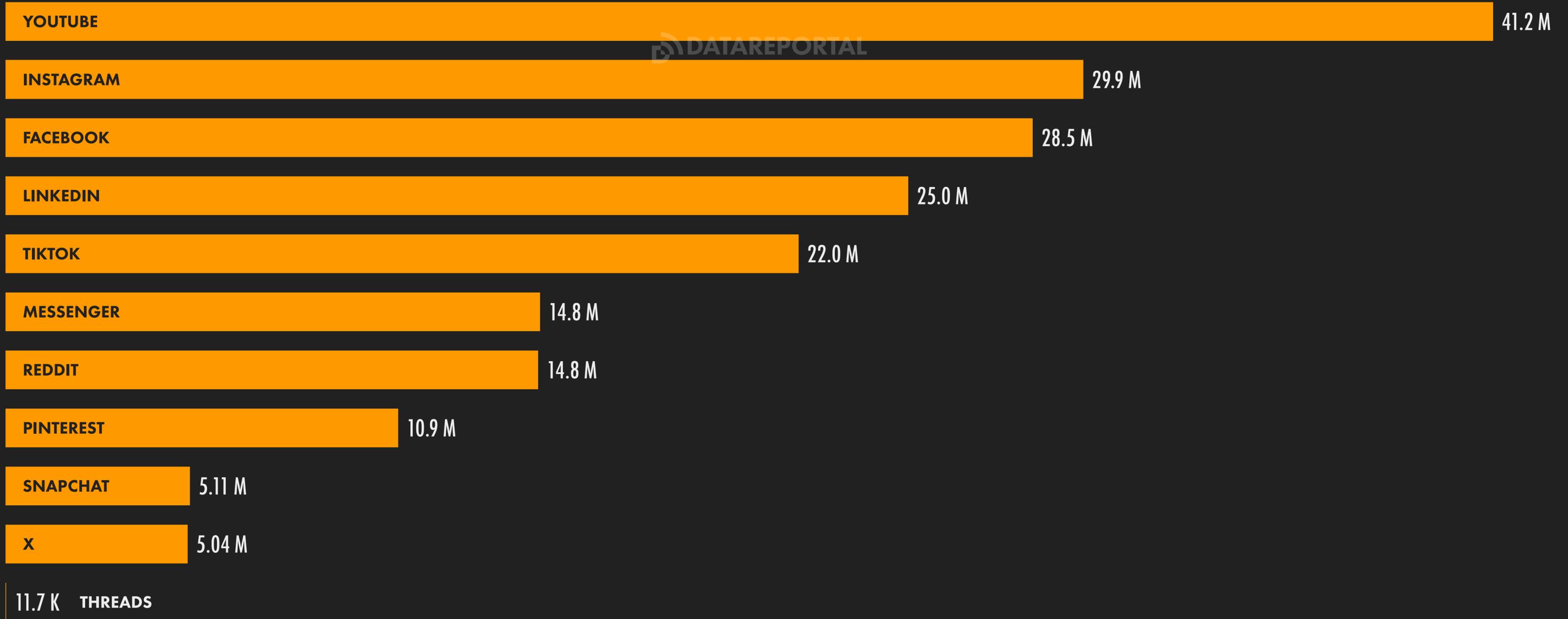
OCT  
2025

# SOCIAL MEDIA AD AUDIENCES: TOTAL REPORTED

POTENTIAL ADVERTISING REACH REPORTED BY TOP SOCIAL PLATFORMS (NOTE: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS)



ITALY



DATA REPORTAL

**SOURCES:** PLATFORMS' ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** ANY APPARENT ANOMALIES IN SOURCE DATA ARE REPORTED "AS IS" TO ENABLE READER JUDGEMENT. DATA ARE NOT AVAILABLE FOR ALL PLATFORMS; RANKING BASED ON AVAILABLE DATA ONLY. LINKEDIN REPORTS AD REACH BASED ON TOTAL REGISTERED "MEMBERS", NOT ACTIVE USERS, SO VALUES FOR LINKEDIN ARE NOT DIRECTLY COMPARABLE WITH VALUES FOR OTHER PLATFORMS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE DATA SUBJECT TO REGULAR REVISIONS. SEE [NOTES ON DATA](#).

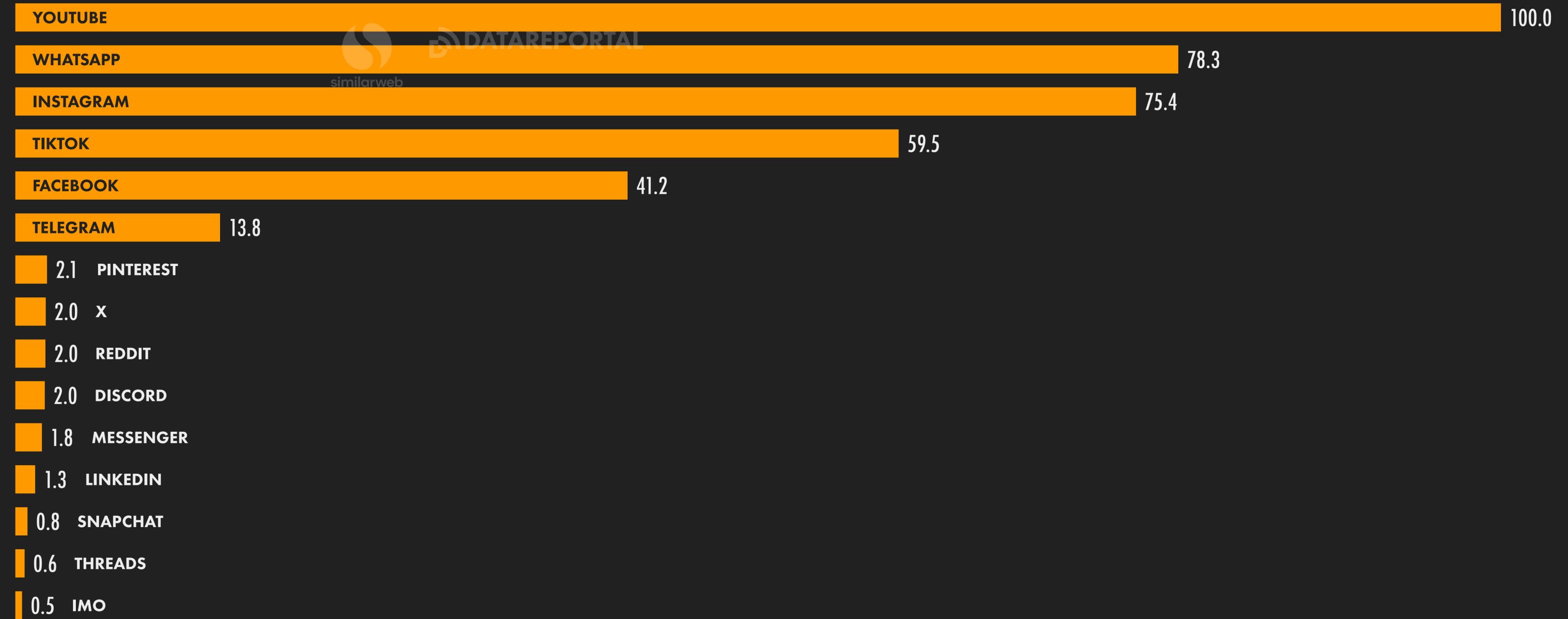
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2025

# SOCIAL MEDIA APPS: TOTAL USER TIME INDEX

INDEXED SUM OF THE TOTAL DAILY TIME SPENT BY ALL ACTIVE USERS OF EACH PLATFORM'S ANDROID APP IN AUGUST 2025



ITALY



**SOURCE:** SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF APPS ONLY. FIGURES REFLECT THE AVERAGE CUMULATIVE DAILY TIME THAT ALL ACTIVE USERS SPENT USING EACH PLATFORM'S APP(S) ON ANDROID PHONES ONLY IN AUGUST 2025. FIGURES ARE INDEX VALUES THAT COMPARE THE TIME SPENT USING EACH PLATFORM WITH THE TIME SPENT USING THE PLATFORM WITH THE HIGHEST DAILY TIME VALUE. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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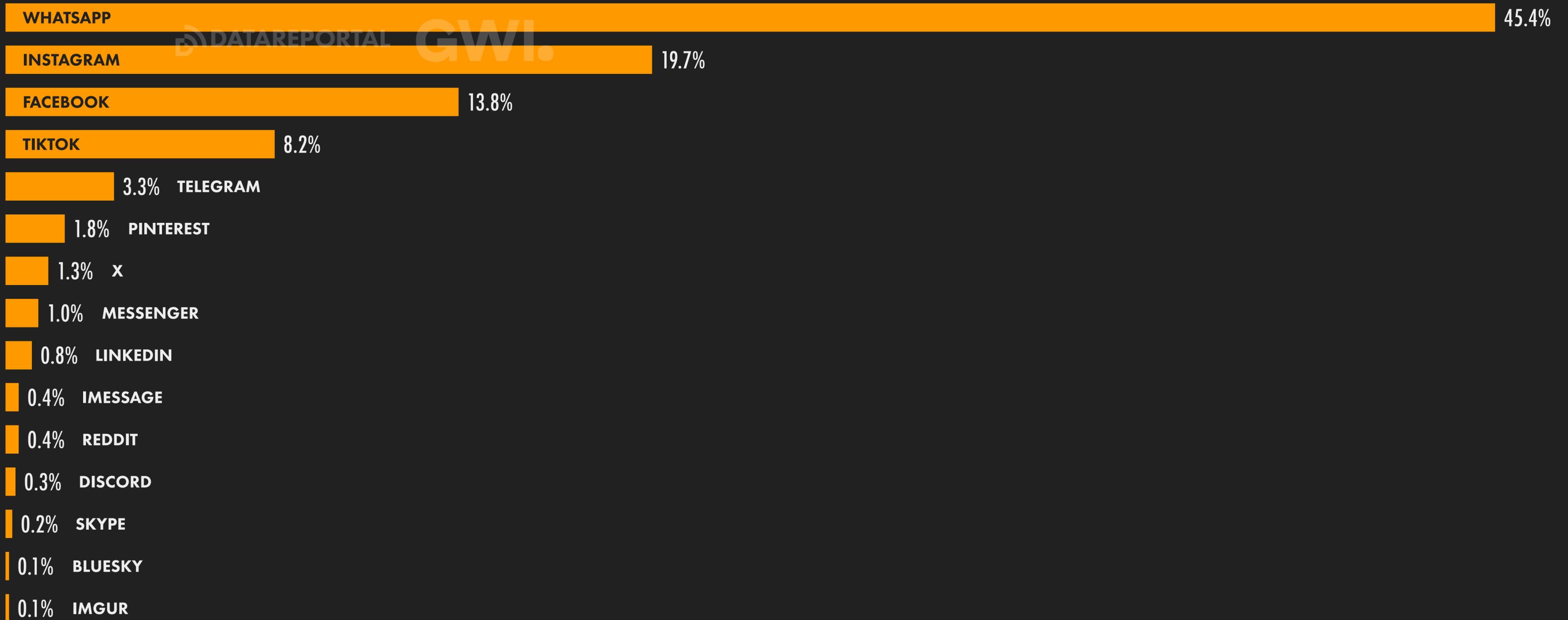
# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



ITALY

**NOTE:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



**SOURCE:** GWI (Q2 2025). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. **ADVISORY:** GWI OFFERS RESPONDENTS A DEFINED LIST OF PLATFORMS TO CHOOSE FROM AS POTENTIAL ANSWERS FOR THE QUESTION THAT INFORMS THIS CHART. THIS LIST MAY NOT BE EXHAUSTIVE, AND MAY OMIT SOME POPULAR PLATFORMS THAT MIGHT OTHERWISE QUALIFY FOR INCLUSION IN THIS RANKING. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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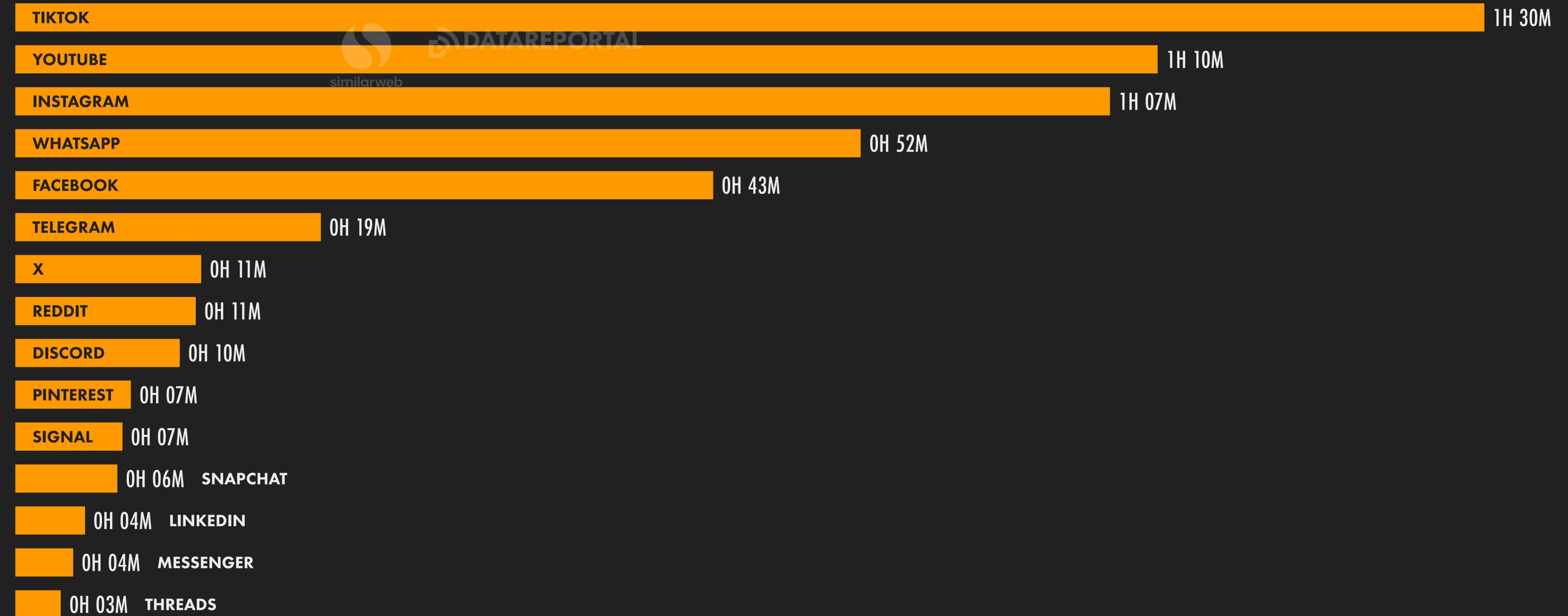
# SOCIAL MEDIA APPS: AVERAGE DAILY TIME PER USER

AVERAGE TIME PER DAY THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN AUGUST 2025

**NOTE:** THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



ITALY



OCT  
2025

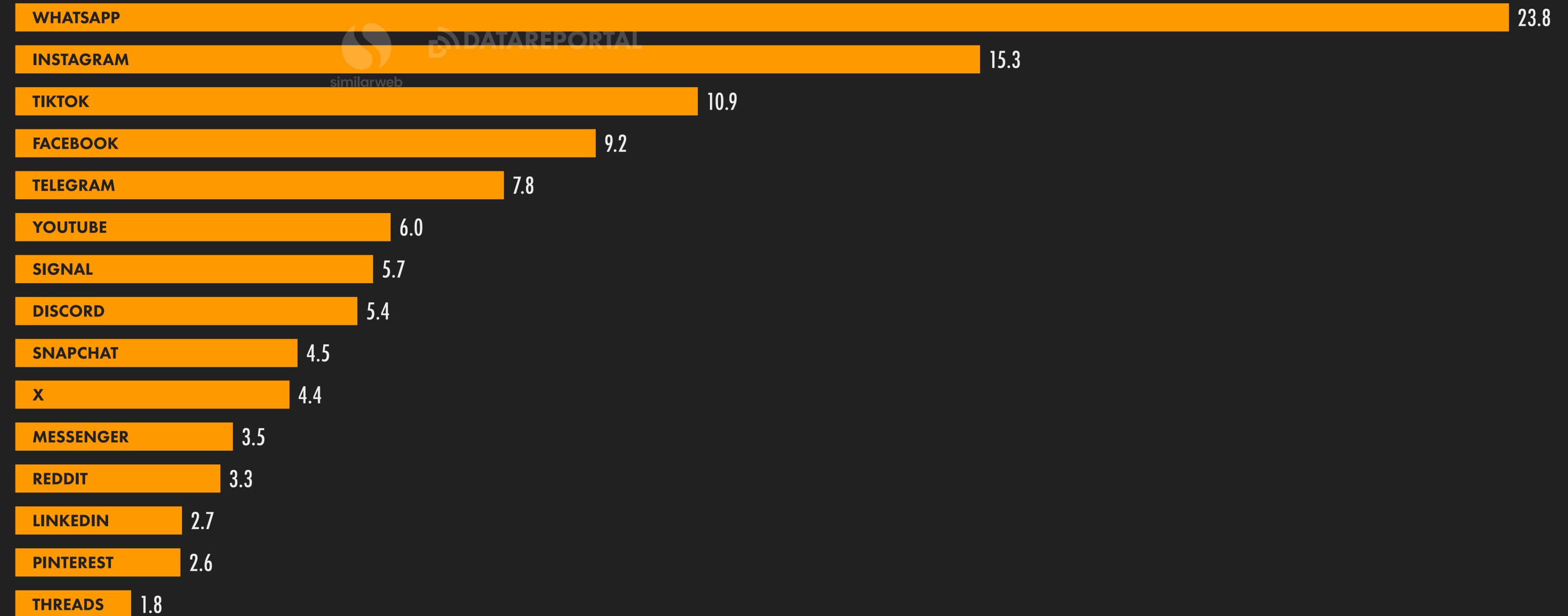
# SOCIAL MEDIA APPS: AVERAGE DAILY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH DAY

**NOTE:** THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



ITALY



**SOURCE:** SIMILARWEB APP INTELLIGENCE. **NOTE:** ONLY INCLUDES DATA FOR THE TOP 15 SOCIAL MEDIA APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE PLATFORM'S ANDROID APP(S) OPENED THE RELEVANT APP(S) EACH DAY IN AUGUST 2025. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). **COMPARABILITY:** SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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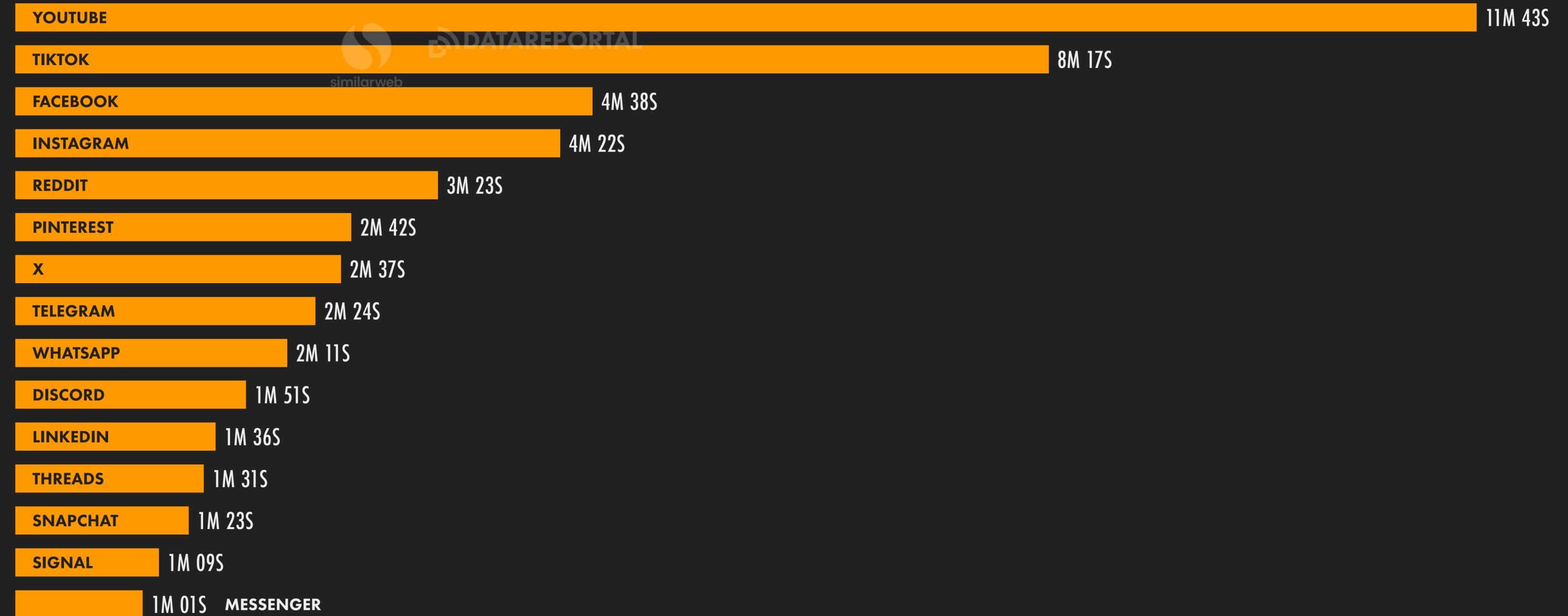
# SOCIAL MEDIA APPS: AVERAGE SESSION DURATION



ITALY

AVERAGE SESSION DURATION (IN MINUTES AND SECONDS) EACH TIME A USER OPENS THE RESPECTIVE PLATFORM'S ANDROID APP

**NOTE:** THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



OCT  
2025

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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



ITALY

ANY KIND OF SOCIAL MEDIA

52.7%

SOCIAL NETWORKS

30.2%

QUESTION & ANSWER SITES (E.G. QUORA)

13.9%

9.5% FORUMS AND MESSAGE BOARDS

8.8% BLOGS ON PRODUCTS OR BRANDS

6.2% MESSAGING AND LIVE CHAT SERVICES

4.3% VLOGS (BLOGS IN A VIDEO FORMAT)

4.1% ONLINE PINBOARDS (E.G. PINTEREST)

3.8% MICRO-BLOGS (E.G. X)

DATAREPORTAL  
GWI.

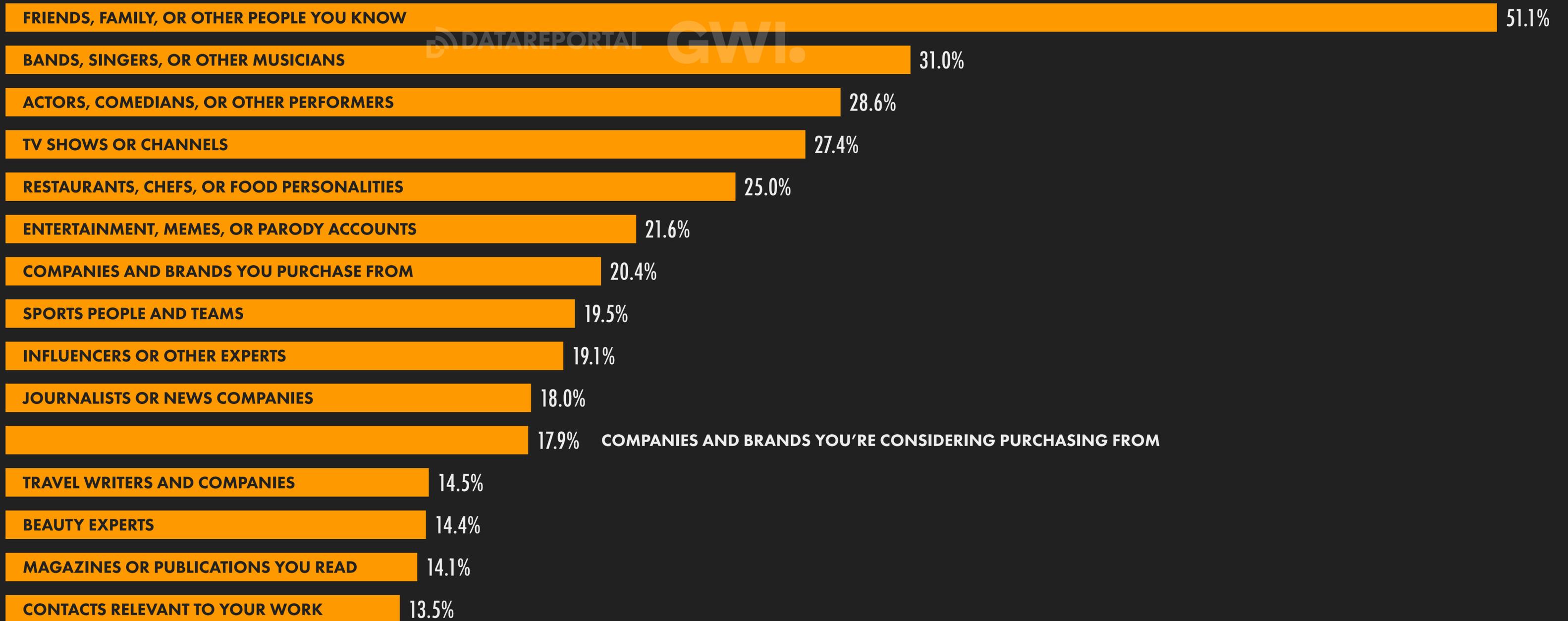
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2025

# SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



ITALY



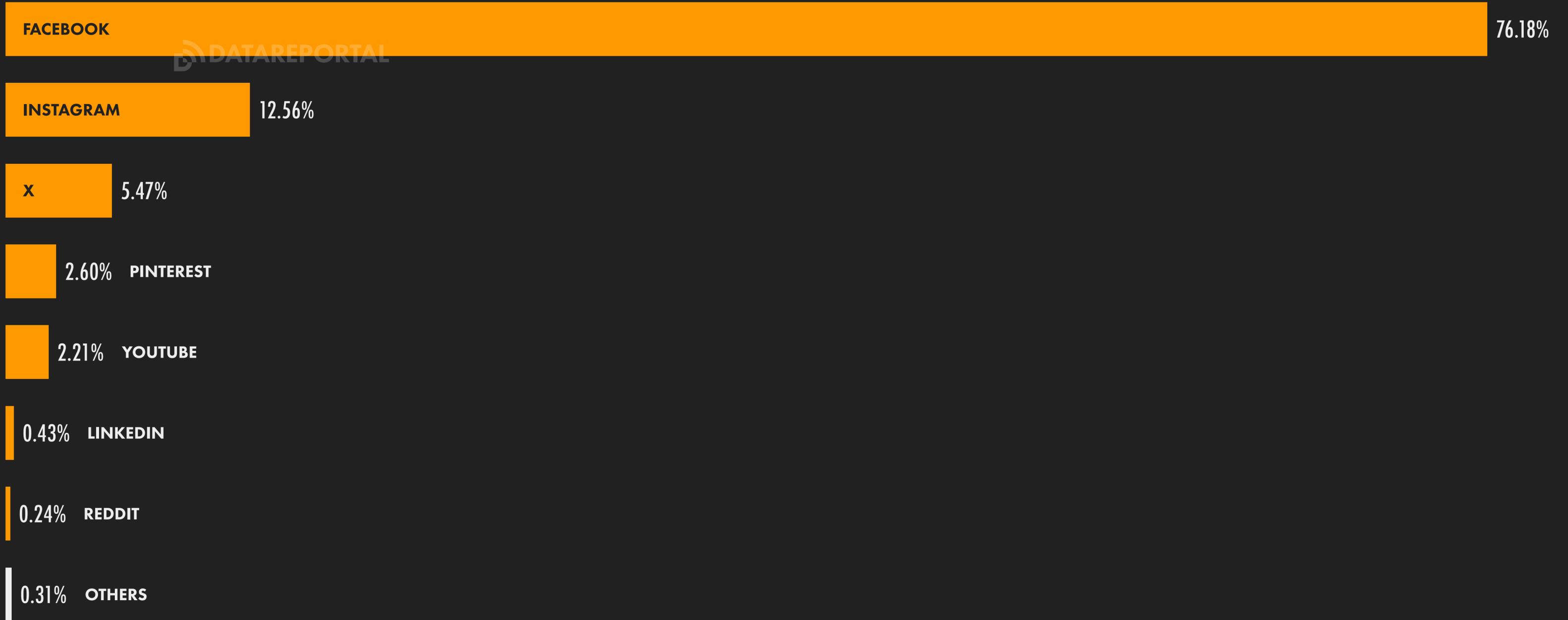
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# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



ITALY



DATA REPORTAL

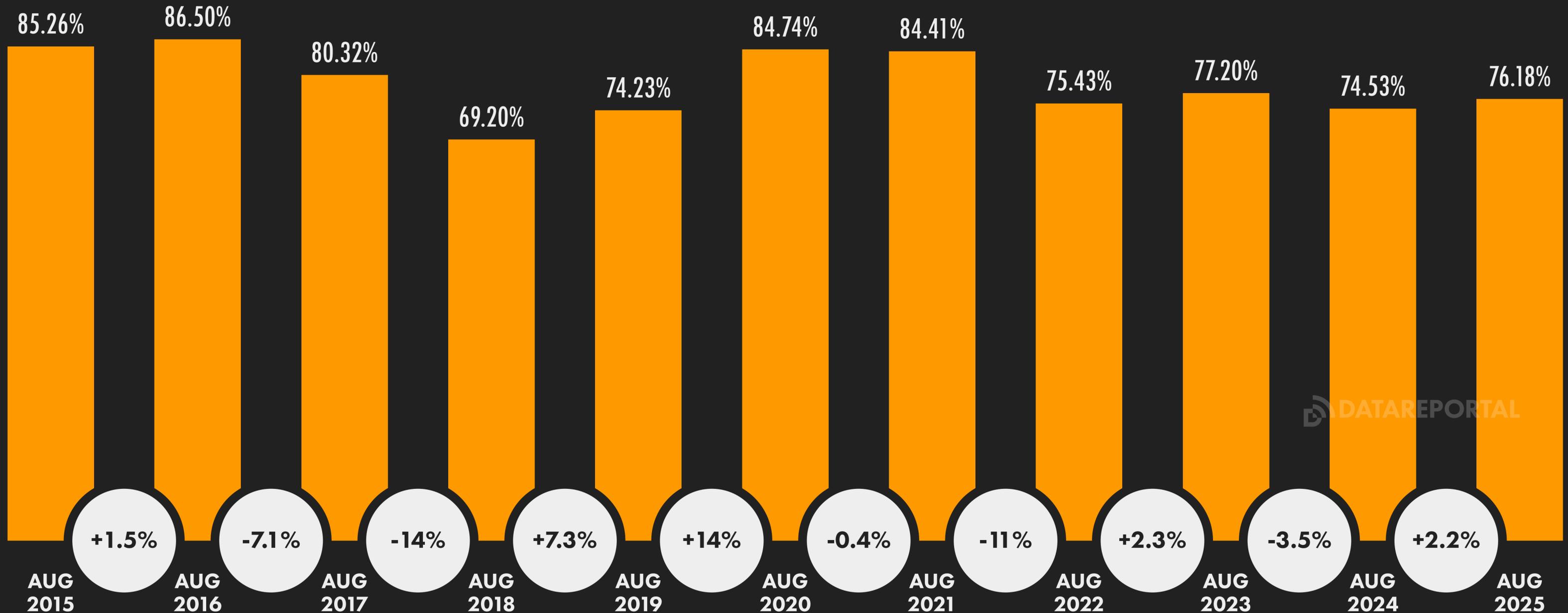
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# FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



ITALY



DATA REPORTAL



**YOUTUBE**

OCT  
2025

# YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON YOUTUBE



41.2  
MILLION

YOUTUBE AD REACH  
vs. TOTAL POPULATION



69.7%

YOUTUBE AD REACH  
vs. TOTAL INTERNET USERS



77.5%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED YOUTUBE AD REACH



-1.2%  
-500 THOUSAND

YEAR-ON-YEAR CHANGE IN  
REPORTED YOUTUBE AD REACH



-2.4%  
-1.00 MILLION

**SHARE:** FEMALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



49.9%

**SHARE:** MALE YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
YOUTUBE AD REACH AGED 18+



50.1%

**ADOPTION:** OVERALL YOUTUBE  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



74.7%

**ADOPTION:** FEMALE YOUTUBE  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



72.3%

**ADOPTION:** MALE YOUTUBE  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



77.2%

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2025

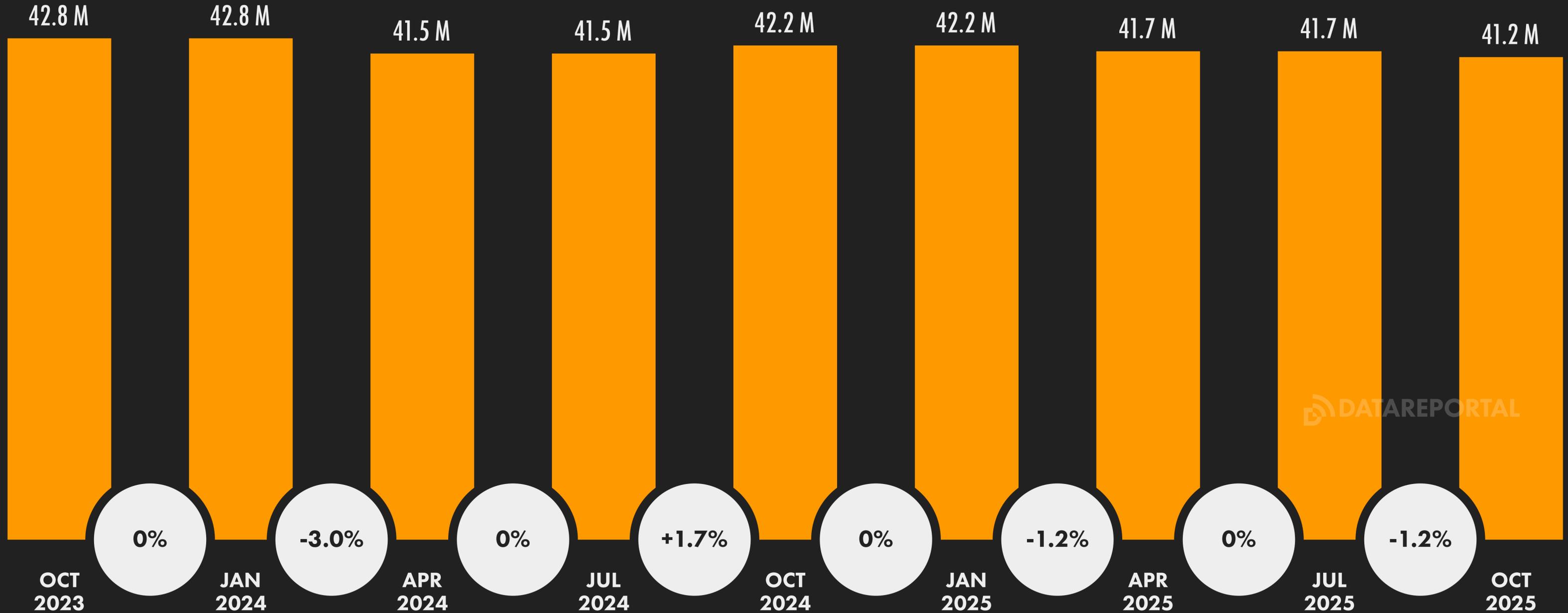
# YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

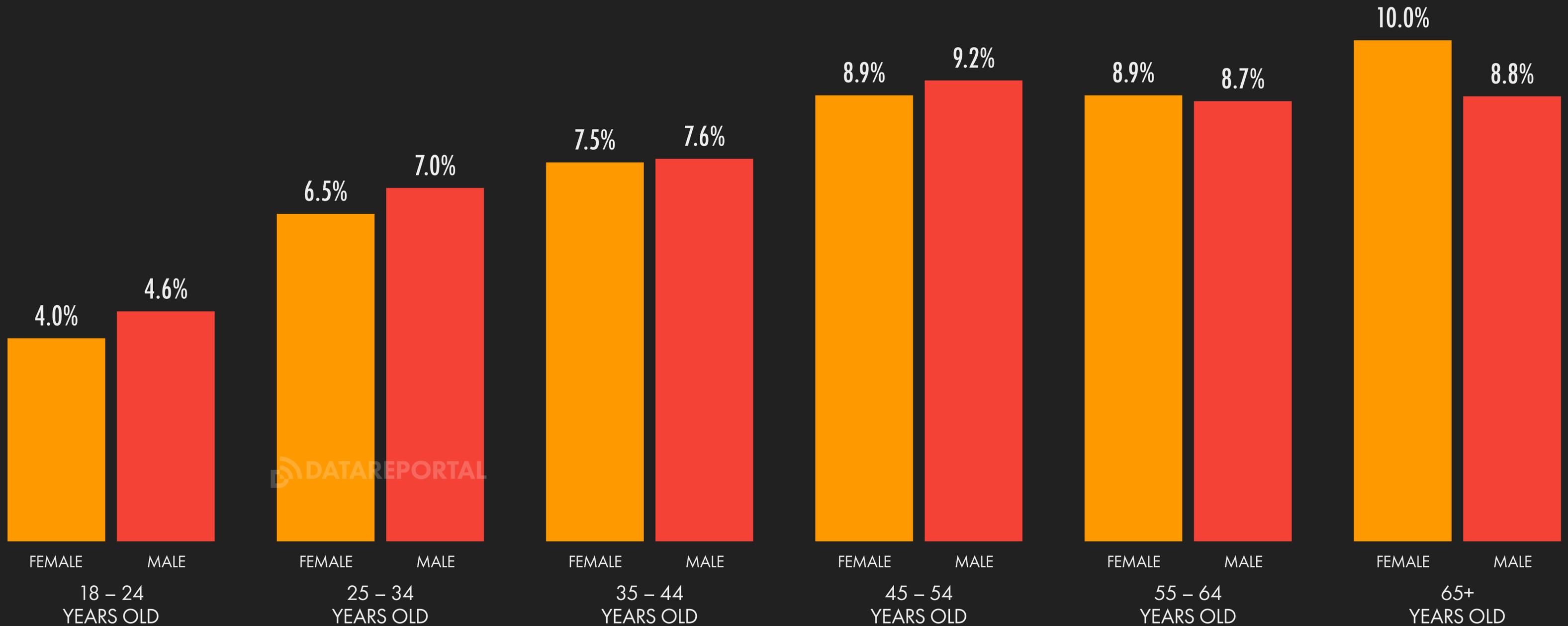
# YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** GOOGLE'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

OCT  
2025

# TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JULY 2024 AND 30 JUNE 2025



ITALY

#	SEARCH QUERY	INDEX
01	CANZONI	100
02	FILM	93
03	CANZONE	93
04	MUSICA	53
05	KARAOKE	39
06	MUSIC	38
07	ASMR	37
08	MINECRAFT	35
09	GEOLIER	35
10	ME CONTRO TE	29

#	SEARCH QUERY	INDEX
11	ANNA	28
12	INTER	28
13	LYON	25
14	MILAN	25
15	GIORGIA	25
16	ROBLOX	23
17	FORTNITE	20
18	CALCIO	20
19	TIKTOK	19
20	SANREMO 2025	18

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JULY 2024 AND 30 JUNE 2025. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



**FACEBOOK**

OCT  
2025

# FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON FACEBOOK



28.5  
MILLION

FACEBOOK AD REACH  
vs. TOTAL POPULATION



48.1%

FACEBOOK AD REACH  
vs. TOTAL INTERNET USERS



53.5%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED FACEBOOK AD REACH



+2.9%  
+800 THOUSAND

YEAR-ON-YEAR CHANGE IN  
REPORTED FACEBOOK AD REACH



-2.6%  
-750 THOUSAND

**SHARE:** FEMALE FACEBOOK  
AD REACH AGED 18+ vs. OVERALL  
FACEBOOK AD REACH AGED 18+



49.6%

**SHARE:** MALE FACEBOOK  
AD REACH AGED 18+ vs. OVERALL  
FACEBOOK AD REACH AGED 18+



50.0%

**ADOPTION:** OVERALL FACEBOOK  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



56.5%

**ADOPTION:** FEMALE FACEBOOK  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



54.4%

**ADOPTION:** MALE FACEBOOK  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



58.2%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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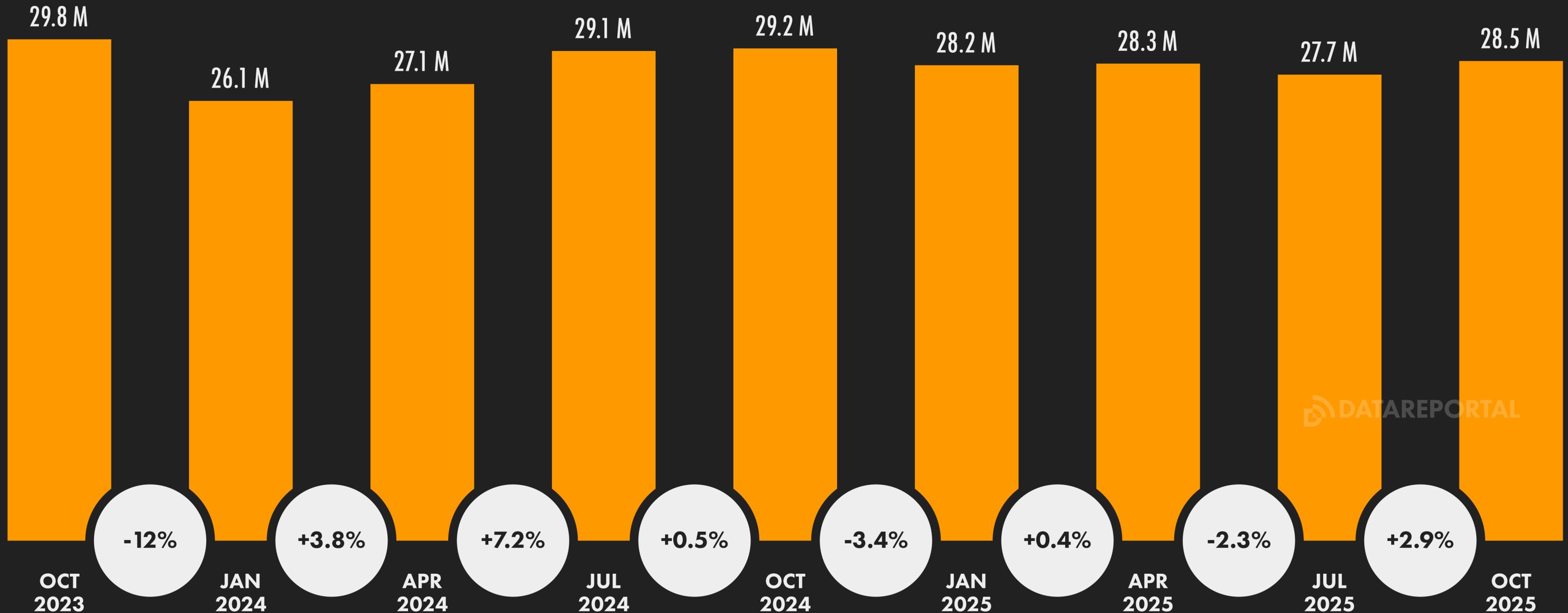
# FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. 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:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

OCT  
2025

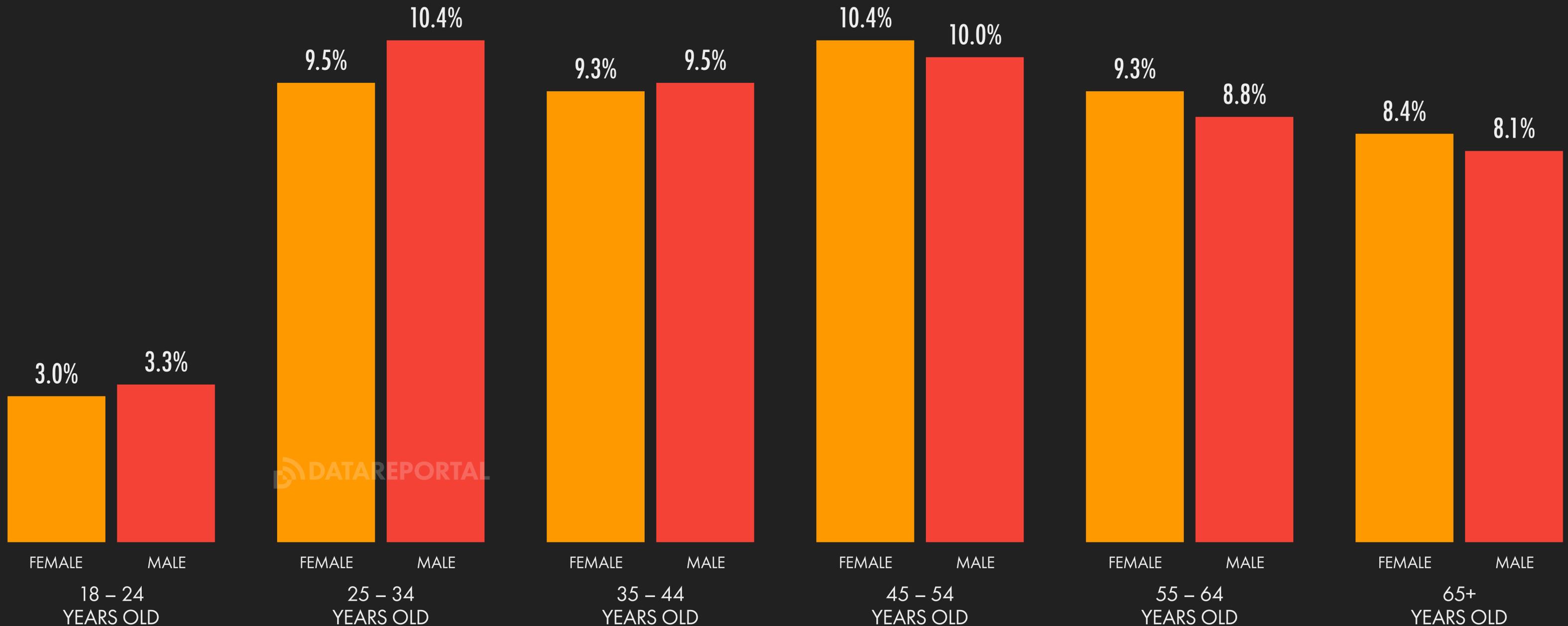
# FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**INSTAGRAM**

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# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



29.9  
MILLION

INSTAGRAM AD REACH  
vs. TOTAL POPULATION



50.5%

INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



56.2%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED INSTAGRAM AD REACH



+6.4%  
+1.80 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED INSTAGRAM AD REACH



+4.2%  
+1.20 MILLION

**SHARE:** FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



51.5%

**SHARE:** MALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



47.0%

**ADOPTION:** OVERALL INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



58.8%

**ADOPTION:** FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



58.8%

**ADOPTION:** MALE INSTAGRAM  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



57.0%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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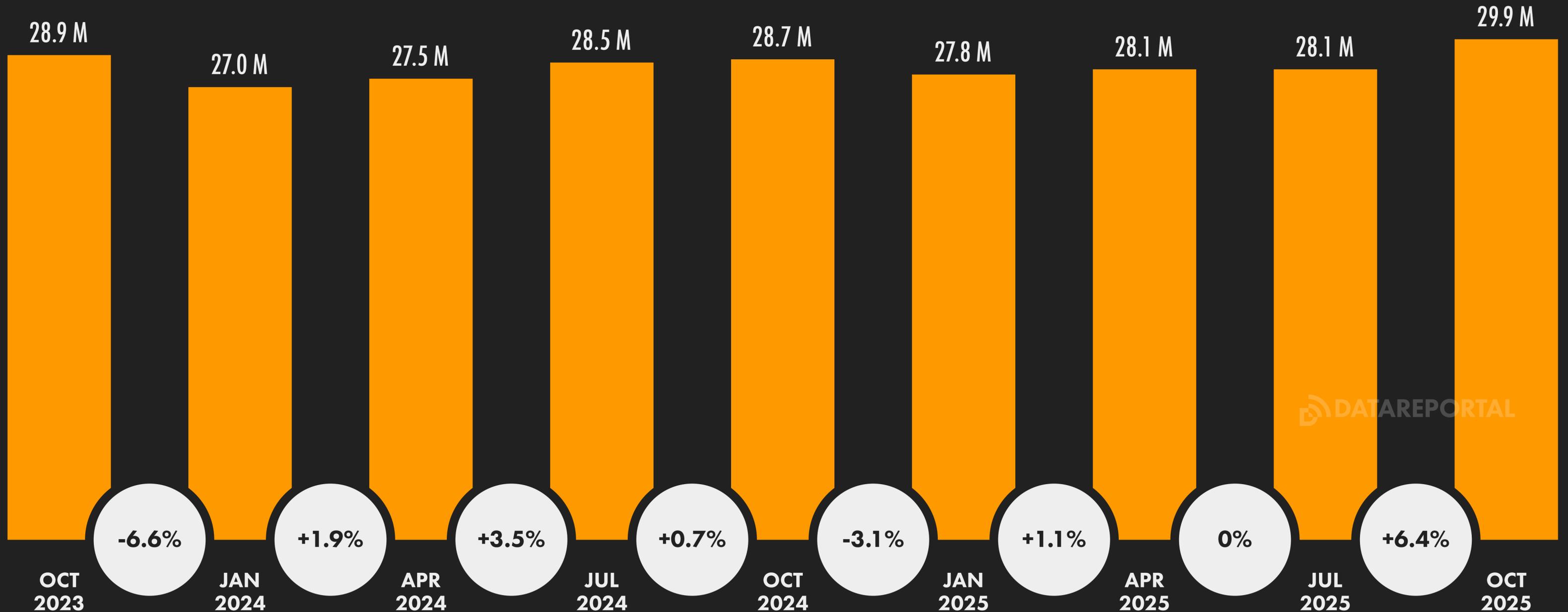
# INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. 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:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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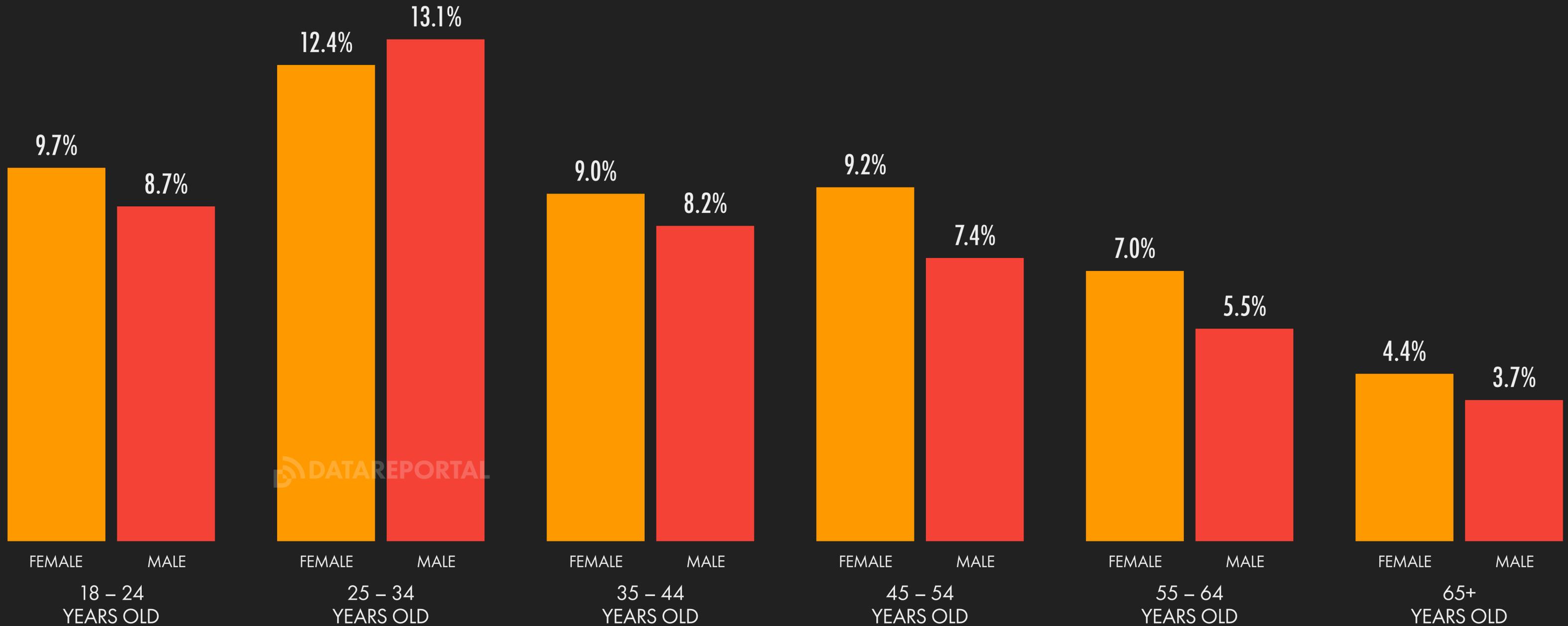
# INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**TIKTOK**

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# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH OF ADS ON TIKTOK AGED 18+



22.0  
MILLION

TIKTOK AD REACH AGED 18+ vs. TOTAL POPULATION (ALL AGES)



37.2%

TIKTOK AD REACH AGED 18+ vs. TOTAL INTERNET USERS (ALL AGES)



41.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH



+2.5%  
+529 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH



+6.9%  
+1.41 MILLION

**SHARE:** FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+



59.7%

**SHARE:** MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+



40.3%

**ADOPTION:** OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+



43.5%

**ADOPTION:** FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+



50.4%

**ADOPTION:** MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+



36.2%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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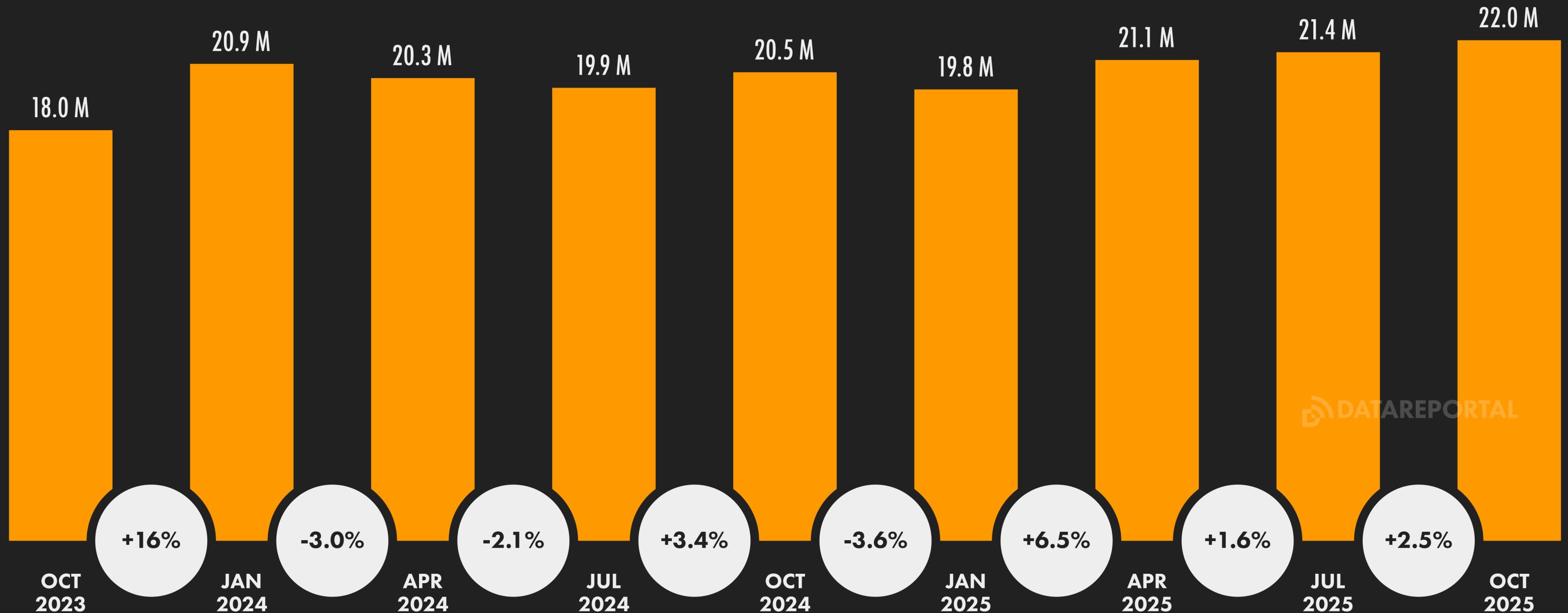
# TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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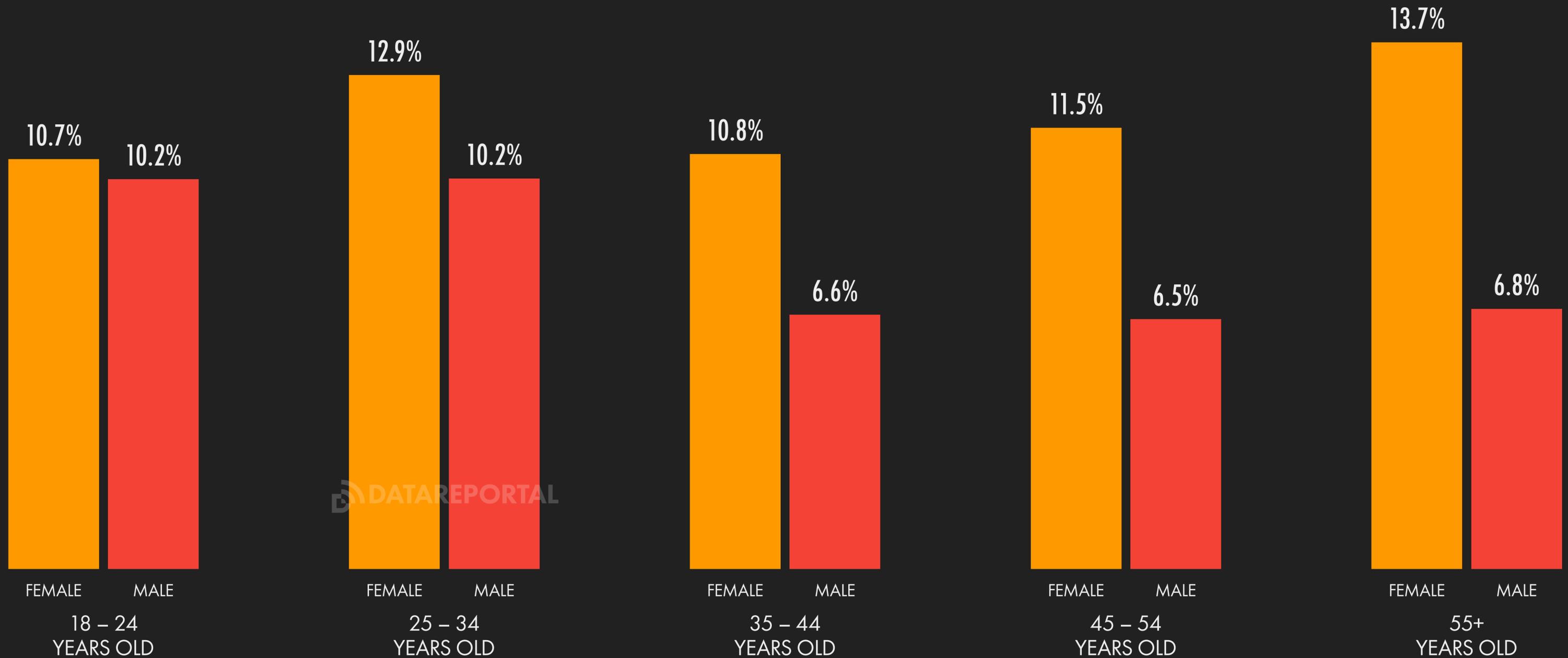
# TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL



**LINKEDIN**

OCT  
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# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



ITALY

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN



25.0  
MILLION

LINKEDIN AD REACH  
vs. TOTAL POPULATION



42.3%

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



47.0%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED LINKEDIN AD REACH



0%  
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN  
REPORTED LINKEDIN AD REACH



+13.6%  
+3.00 MILLION

SHARE: FEMALE LINKEDIN AD REACH  
AGED 18+ vs. FEMALE + MALE  
LINKEDIN AD REACH AGED 18+



48.9%

SHARE: MALE LINKEDIN AD REACH  
AGED 18+ vs. FEMALE + MALE  
LINKEDIN AD REACH AGED 18+



51.1%

ADOPTION: OVERALL LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



49.5%

ADOPTION: FEMALE LINKEDIN  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



8.5%

ADOPTION: MALE LINKEDIN  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



9.4%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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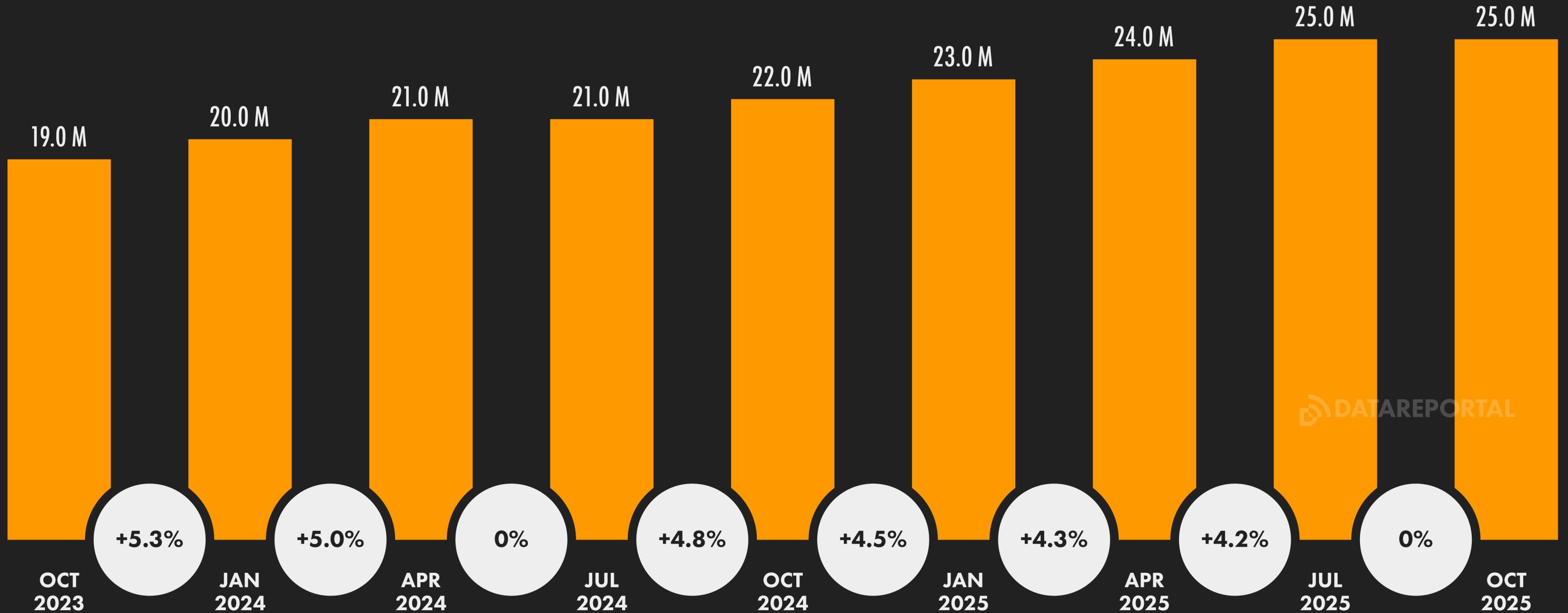
# LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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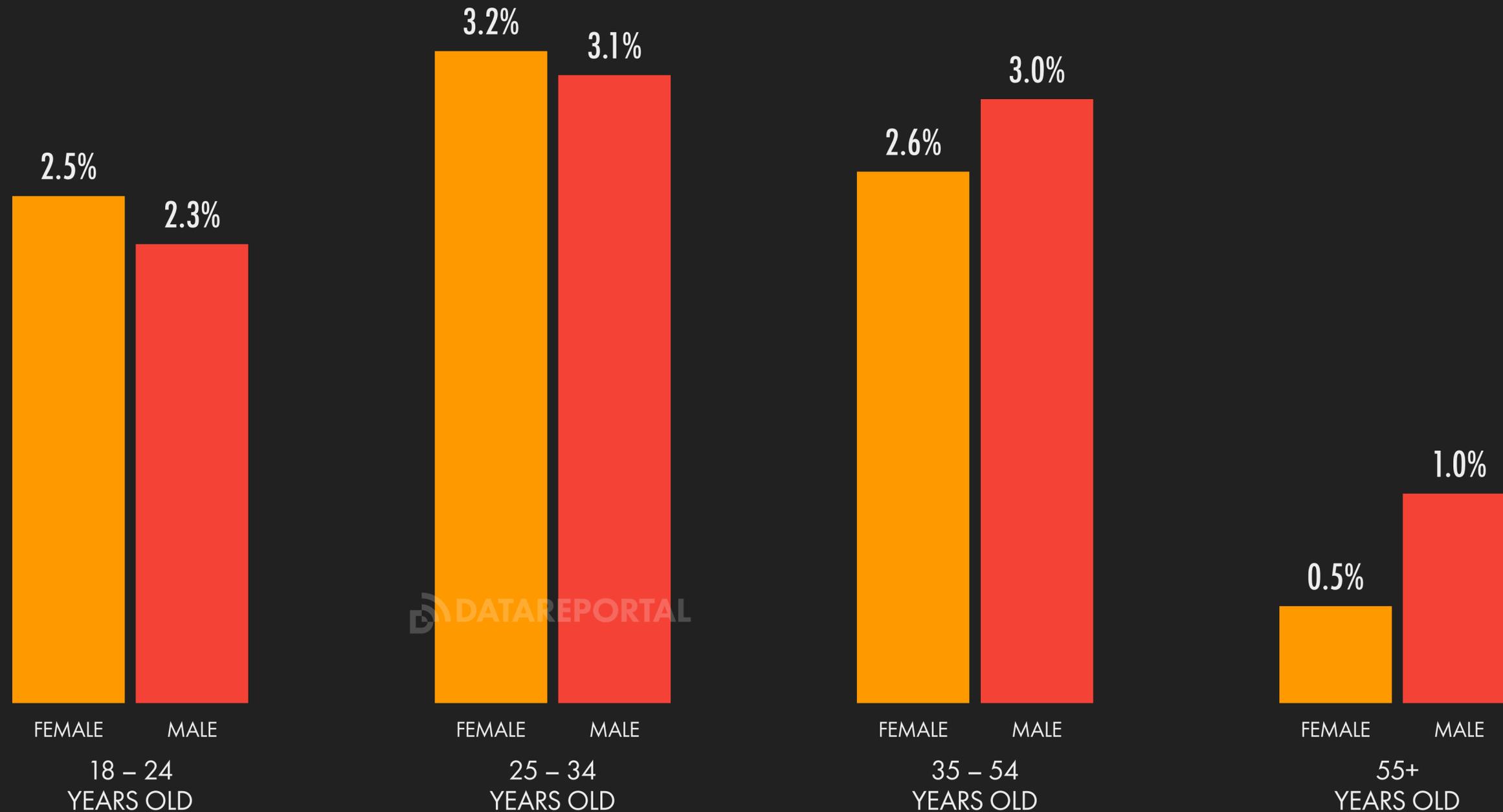
# LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". THE SUM OF DEMOGRAPHIC REACH VALUES REPORTED BY LINKEDIN'S TOOLS IS OFTEN SIGNIFICANTLY LOWER THAN THE TOTAL REACH FIGURE REPORTED BY THE SAME TOOLS, SO THE SUM OF THE AUDIENCE SHARE VALUES SHOWN HERE MAY BE SIGNIFICANTLY LESS THAN 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**MESSENGER**

OCT  
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# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON MESSENGER



14.8  
MILLION

MESSENGER AD REACH  
vs. TOTAL POPULATION



25.0%

MESSENGER AD REACH  
vs. TOTAL INTERNET USERS



27.8%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED MESSENGER AD REACH



+0.7%  
+100 THOUSAND

YEAR-ON-YEAR CHANGE IN  
REPORTED MESSENGER AD REACH



-6.9%  
-1.10 MILLION

**SHARE:** FEMALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



51.4%

**SHARE:** MALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



48.3%

**ADOPTION:** OVERALL MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



29.1%

**ADOPTION:** FEMALE MESSENGER  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



29.0%

**ADOPTION:** MALE MESSENGER  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



29.0%

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REDUCED AVAILABILITY OF AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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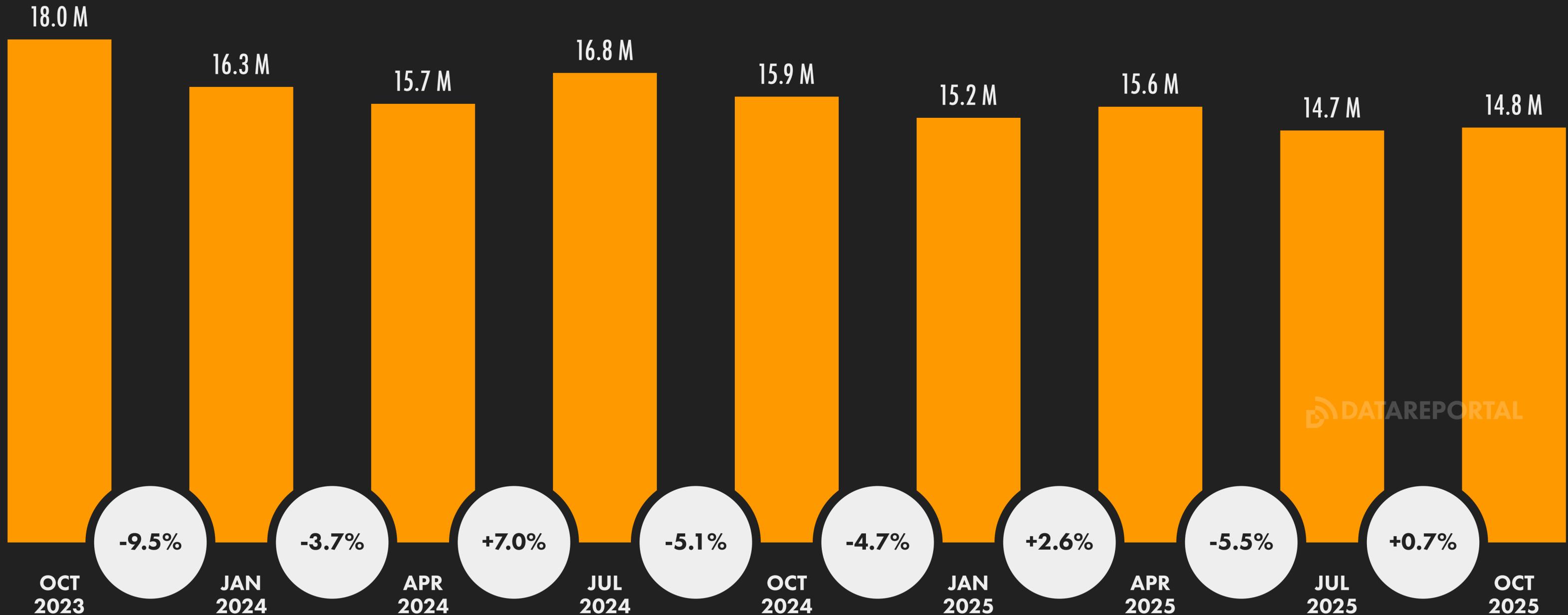
# MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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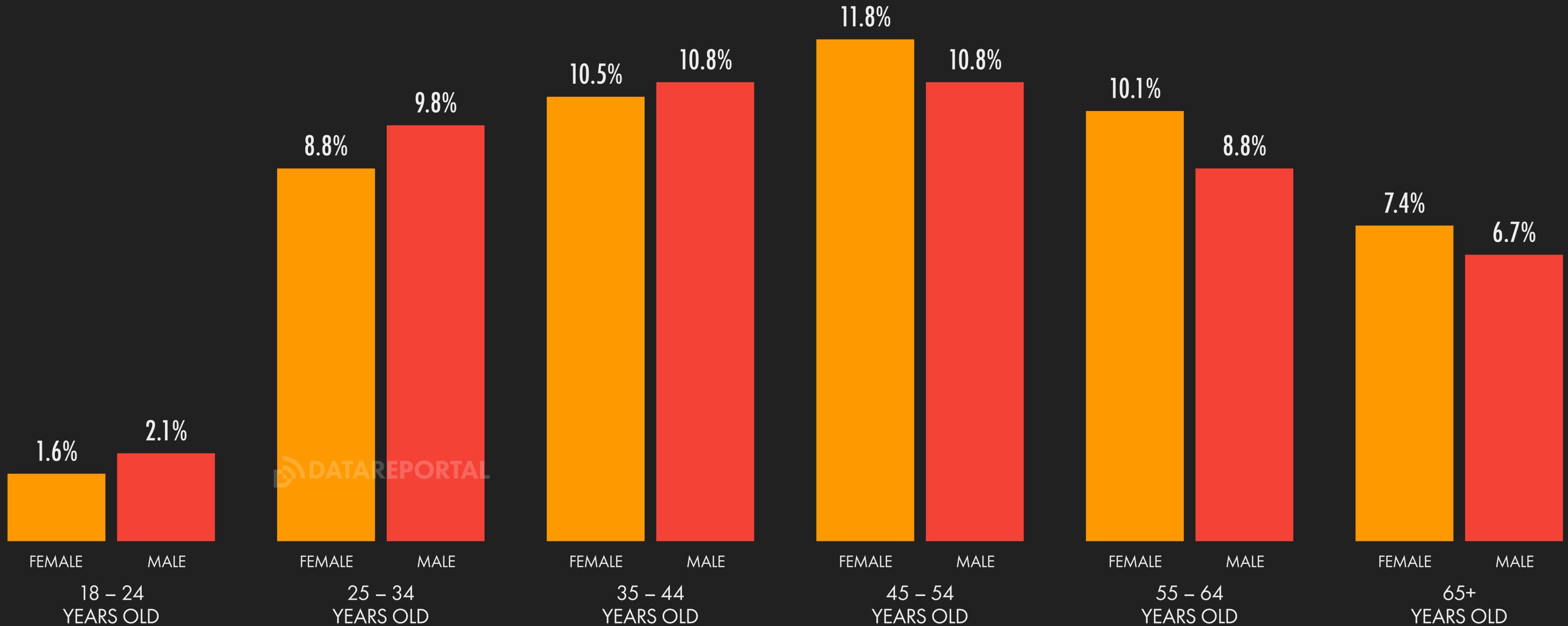
# MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**SNAPCHAT**

OCT  
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# SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON SNAPCHAT



5.11  
MILLION

SNAPCHAT AD REACH  
vs. TOTAL POPULATION



8.6%

SNAPCHAT AD REACH  
vs. TOTAL INTERNET USERS



9.6%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED SNAPCHAT AD REACH



+4.5%  
+220 THOUSAND

YEAR-ON-YEAR CHANGE IN  
REPORTED SNAPCHAT AD REACH



+10.6%  
+490 THOUSAND

**SHARE:** FEMALE SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
SNAPCHAT AD REACH AGED 18+



56.3%

**SHARE:** MALE SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
SNAPCHAT AD REACH AGED 18+



42.9%

**ADOPTION:** OVERALL SNAPCHAT  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



8.4%

**ADOPTION:** FEMALE SNAPCHAT  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



9.1%

**ADOPTION:** MALE SNAPCHAT  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



7.4%

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED DATA. GENDER DATA ONLY INCLUDE "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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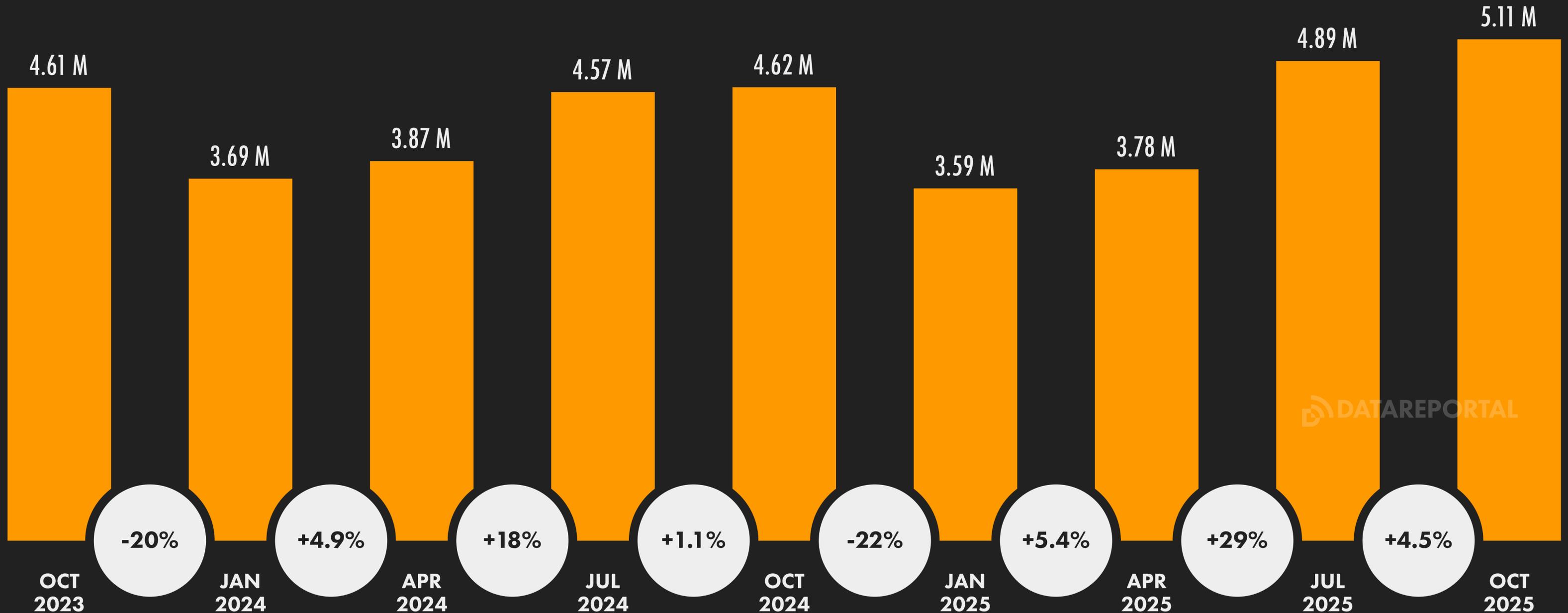
# SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** FIGURES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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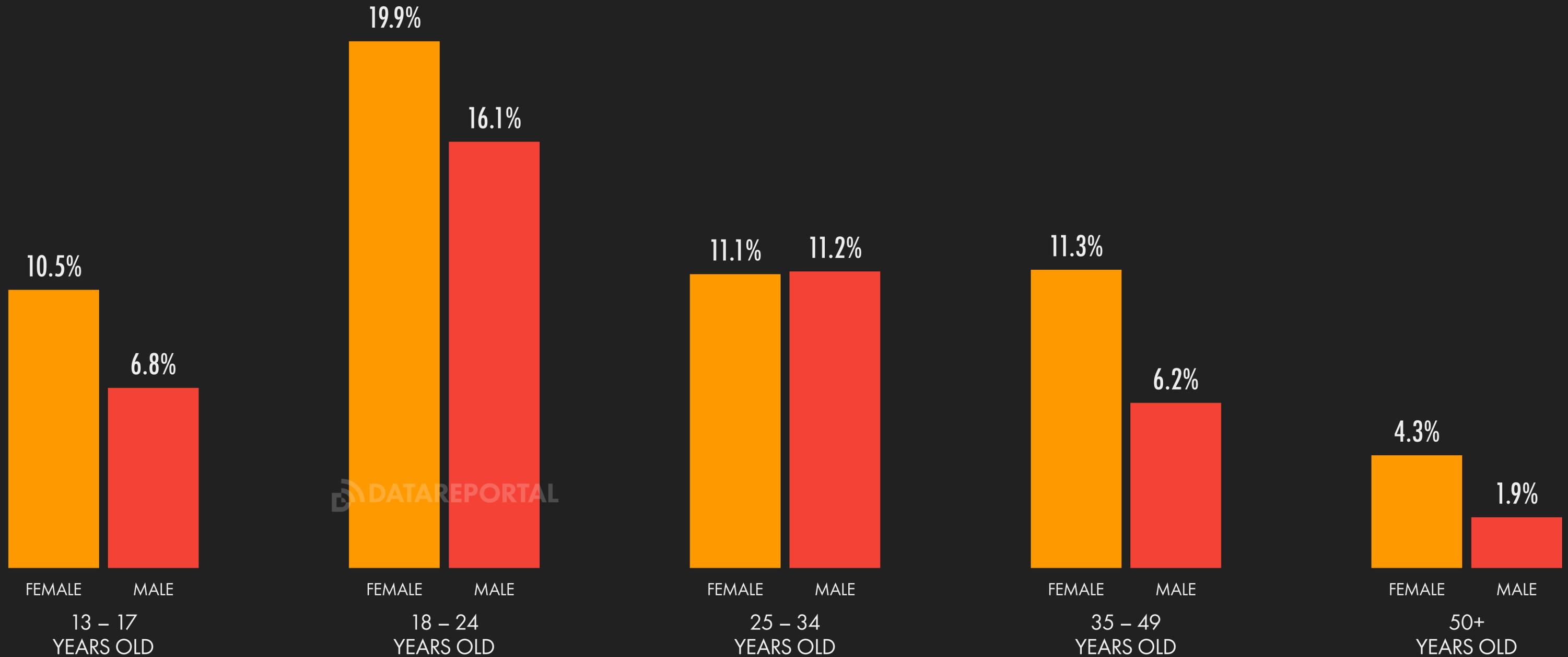
# SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES OFTEN DO NOT SUM TO TOTAL, SO VALUES MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**REDDIT**

OCT  
2025

# REDDIT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON REDDIT

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON REDDIT



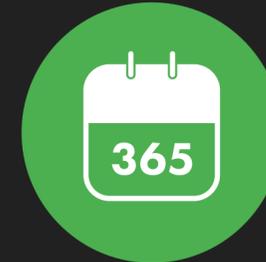
14.8  
MILLION

QUARTER-ON-QUARTER CHANGE  
IN REPORTED REDDIT AD REACH



+29.4%  
+3.35 MILLION

YEAR-ON-YEAR CHANGE IN  
REPORTED REDDIT AD REACH



+400%  
+11.8 MILLION

REDDIT AD REACH vs.  
TOTAL POPULATION



25.0%

REDDIT AD REACH vs.  
TOTAL INTERNET USERS



27.8%

REDDIT AD REACH vs.  
POPULATION AGED 13+



27.7%

**SOURCES:** REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES BASED ON MIDPOINTS OF REPORTED DATA. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).



X

OCT  
2025

# X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL  
REACH OF ADS ON X



5.04  
MILLION



X AD REACH vs.  
TOTAL POPULATION



8.5%



X AD REACH vs.  
TOTAL INTERNET USERS



9.5%



QUARTER-ON-QUARTER CHANGE  
IN REPORTED X AD REACH



-21.7%  
-1.40 MILLION



YEAR-ON-YEAR CHANGE  
IN REPORTED X AD REACH



-29.9%  
-2.15 MILLION

SHARE: FEMALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



29.8%



SHARE: MALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



70.1%



ADOPTION: OVERALL X AD  
REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



9.7%



ADOPTION: FEMALE X AD  
REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



5.6%



ADOPTION: MALE X AD  
REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



14.0%

**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT VALUES MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, NON-INDIVIDUAL ACCOUNTS (E.G. BUSINESSES), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

OCT  
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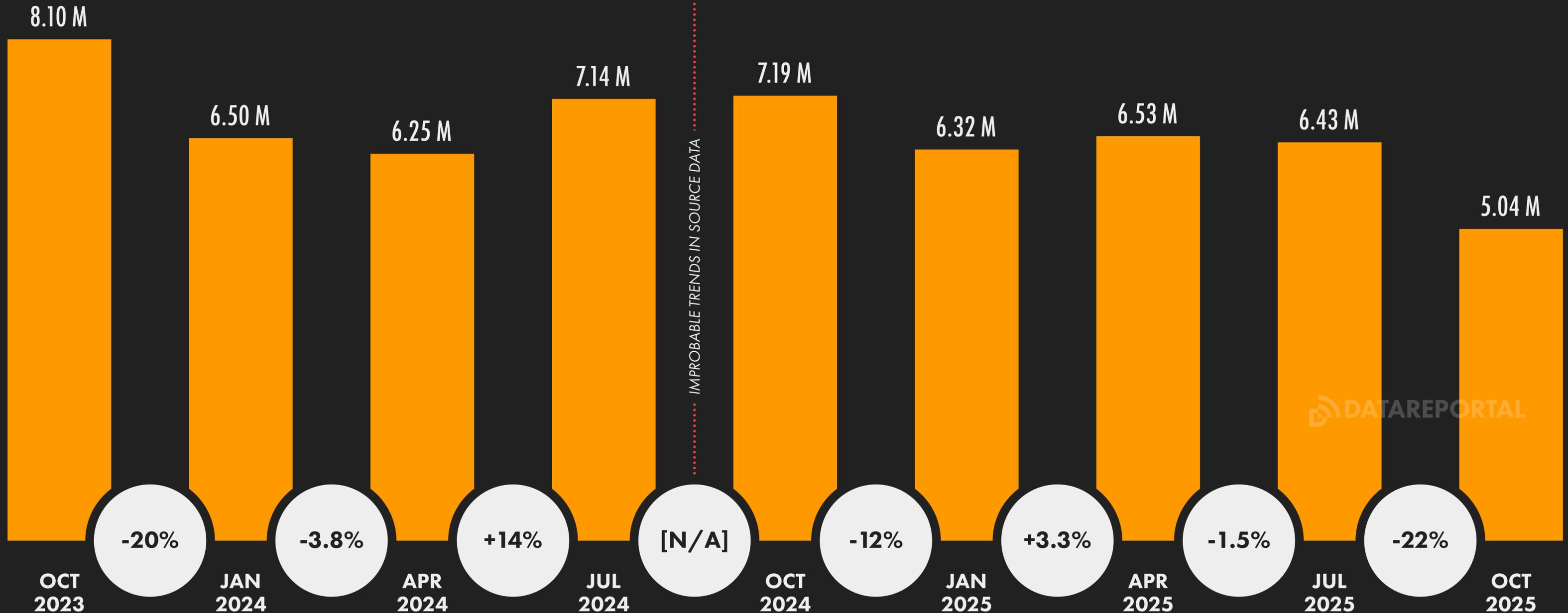
# X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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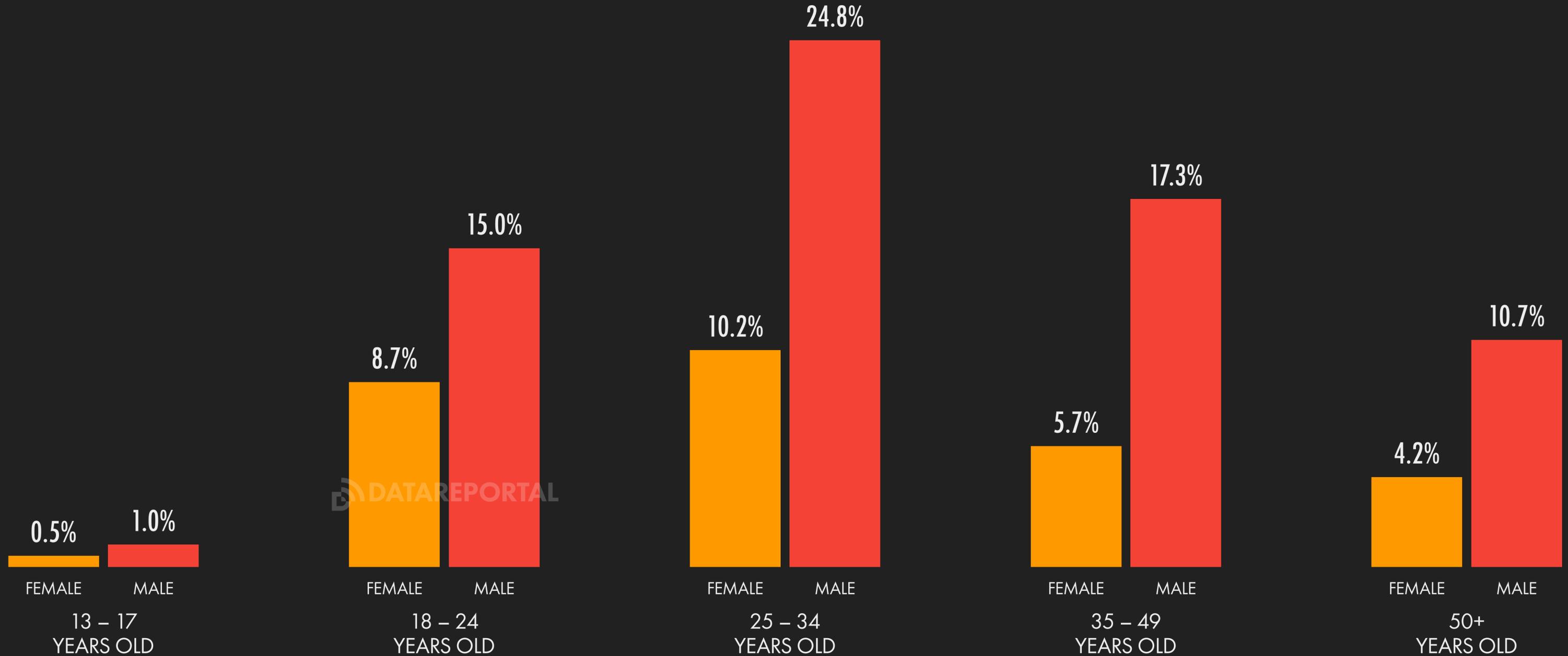
# X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



**SOURCES:** X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR AGE AND GENDER MAY NOT SUM TO PUBLISHED TOTALS, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



**PINTEREST**

OCT  
2025

# PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL POTENTIAL REACH  
OF ADS ON PINTEREST



10.9  
MILLION

PINTEREST AD REACH  
vs. TOTAL POPULATION



18.4%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED PINTEREST AD REACH



+3.4%  
+360 THOUSAND

YEAR-ON-YEAR CHANGE IN  
REPORTED PINTEREST AD REACH



+0.5%  
+50.0 THOUSAND

PINTEREST AD REACH  
vs. TOTAL INTERNET USERS



20.5%

PINTEREST AD REACH  
vs. POPULATION AGED 13+



20.4%

FEMALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



70.3%

MALE PINTEREST AD REACH  
vs. TOTAL PINTEREST AD REACH



24.6%

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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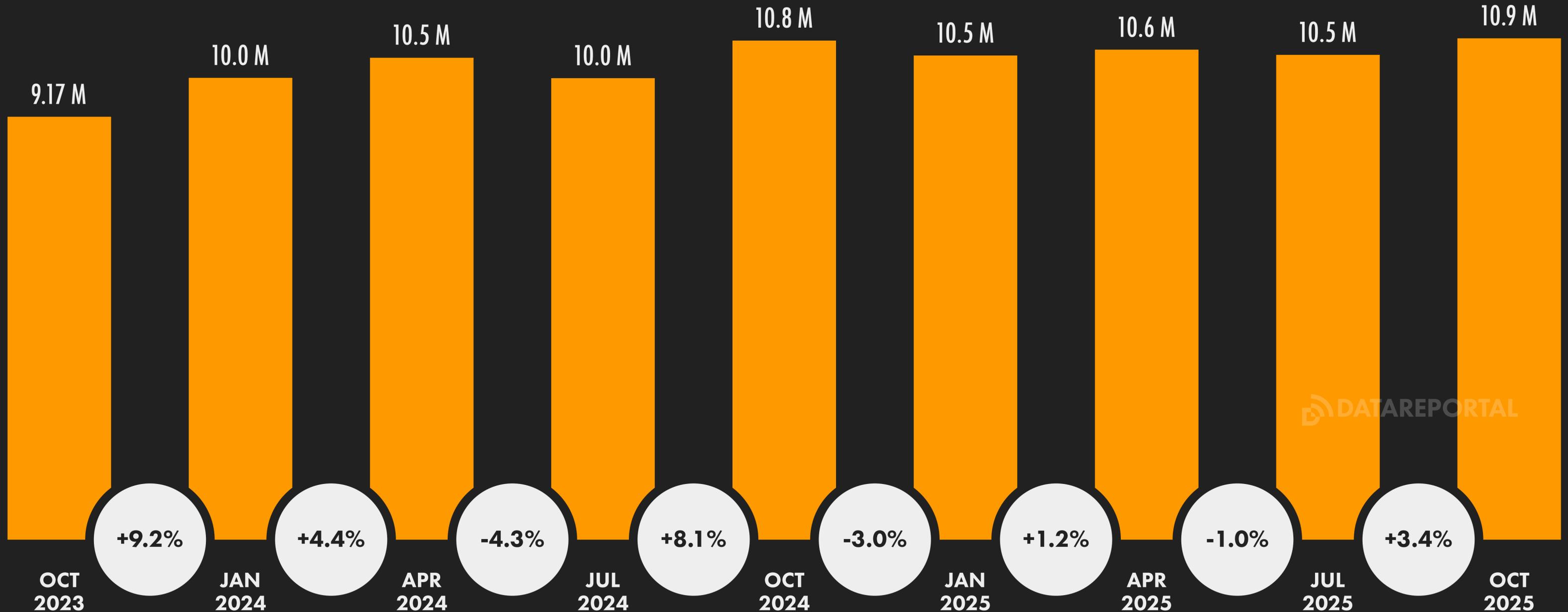
# PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY



DATA REPORTAL

**SOURCES:** PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).



**DIGITAL MARKETING**

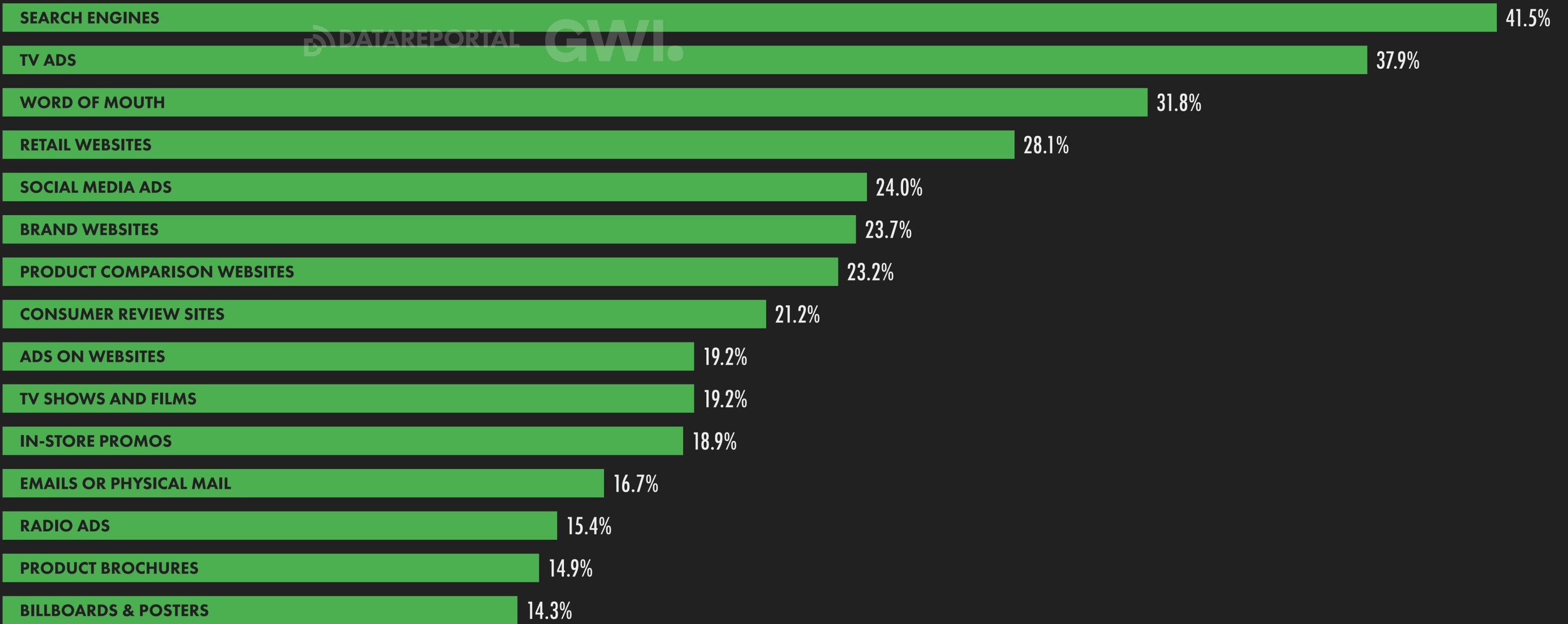
OCT  
2025

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



DATA REPORTAL  
GWI.



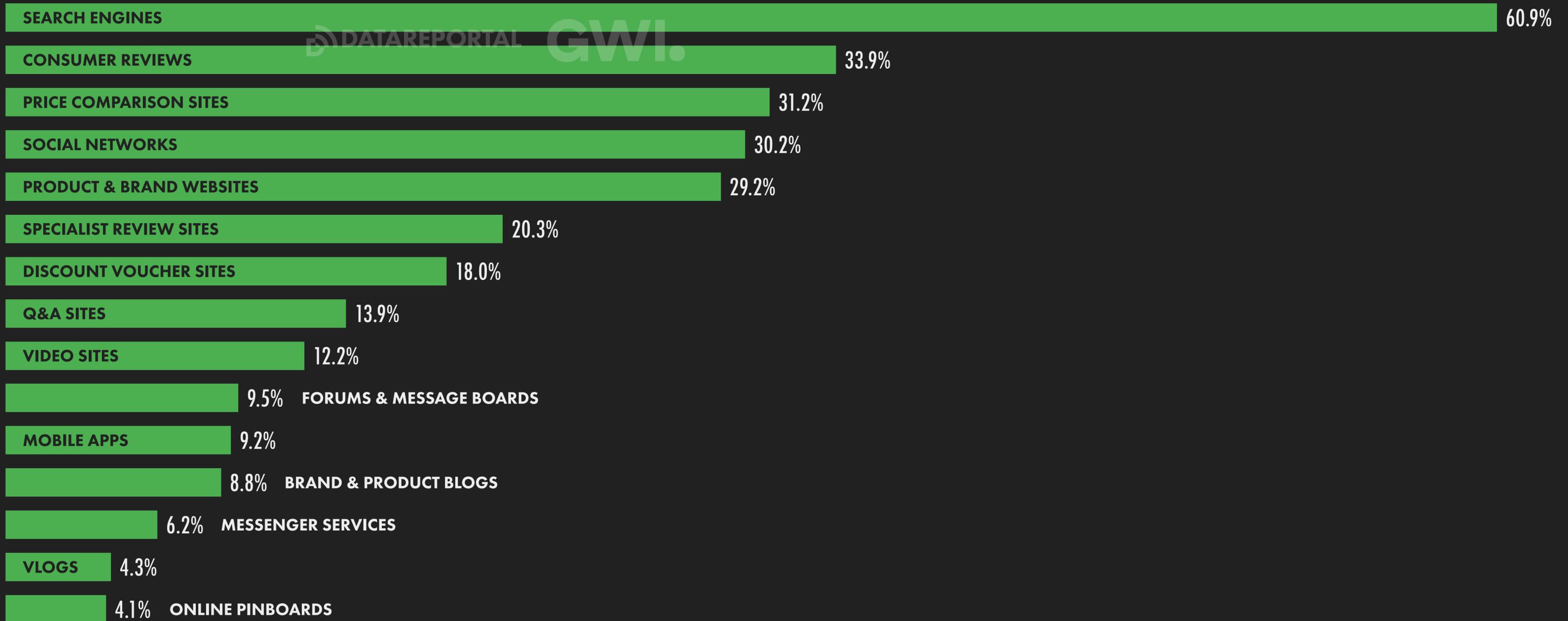
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# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



ITALY



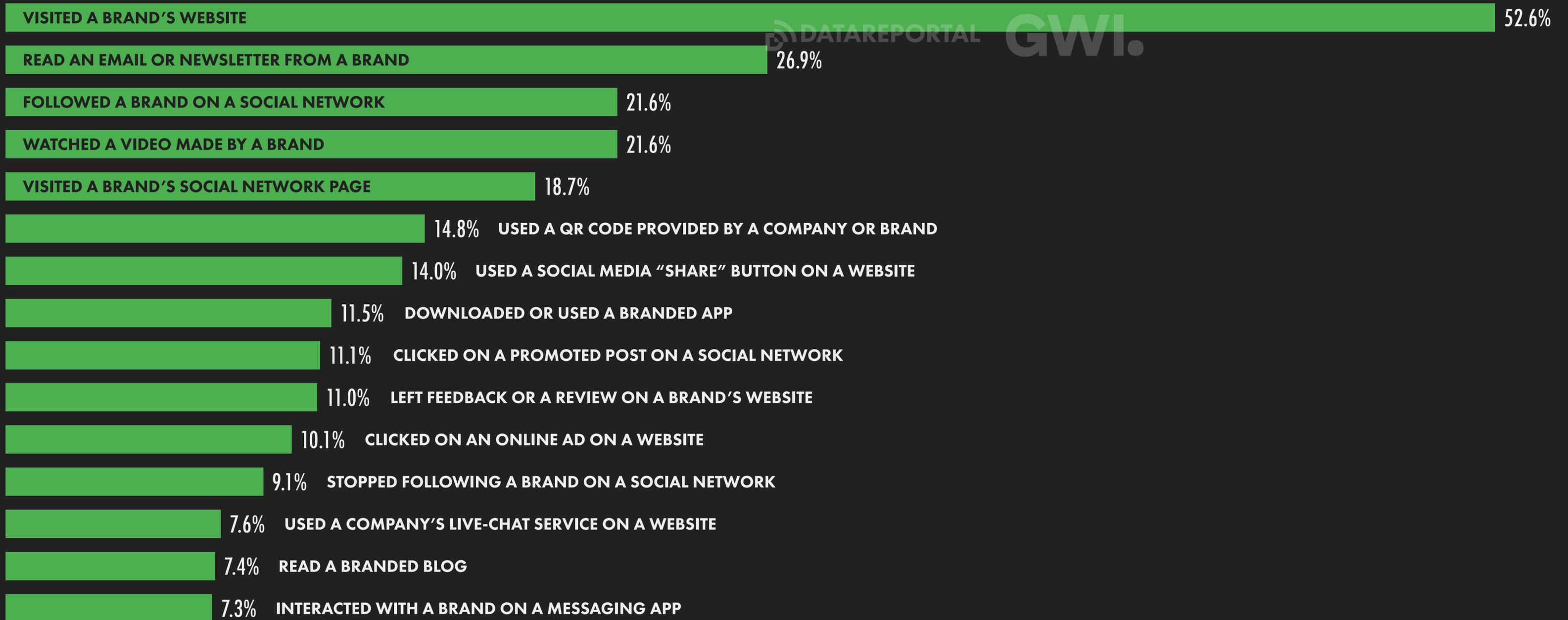
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# ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGED IN EACH ACTION IN THE PAST MONTH



ITALY



OCT  
2025

# ADVERTISING SPEND: TOTAL vs. DIGITAL

ESTIMATED TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2025)



ITALY

ESTIMATED TOTAL 2025 AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

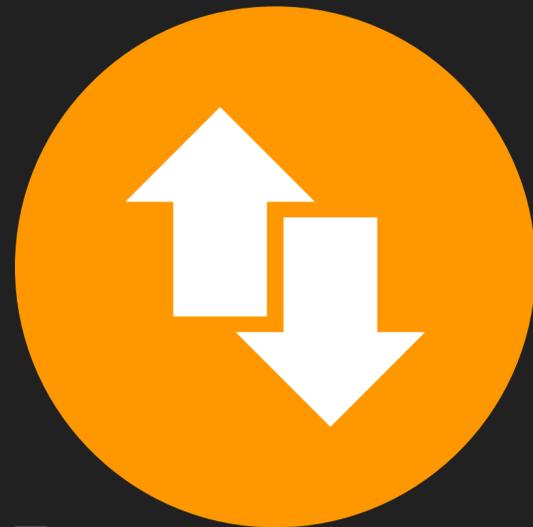
ESTIMATED 2025 DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND

2025 DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL 2025 AD SPEND



statista



statista



**\$12.6**

**BILLION**

**+4.7%**

**+\$566 MILLION**

**\$7.45**

**BILLION**

**+8.5%**

**+\$583 MILLION**

**59%**

**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, 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%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

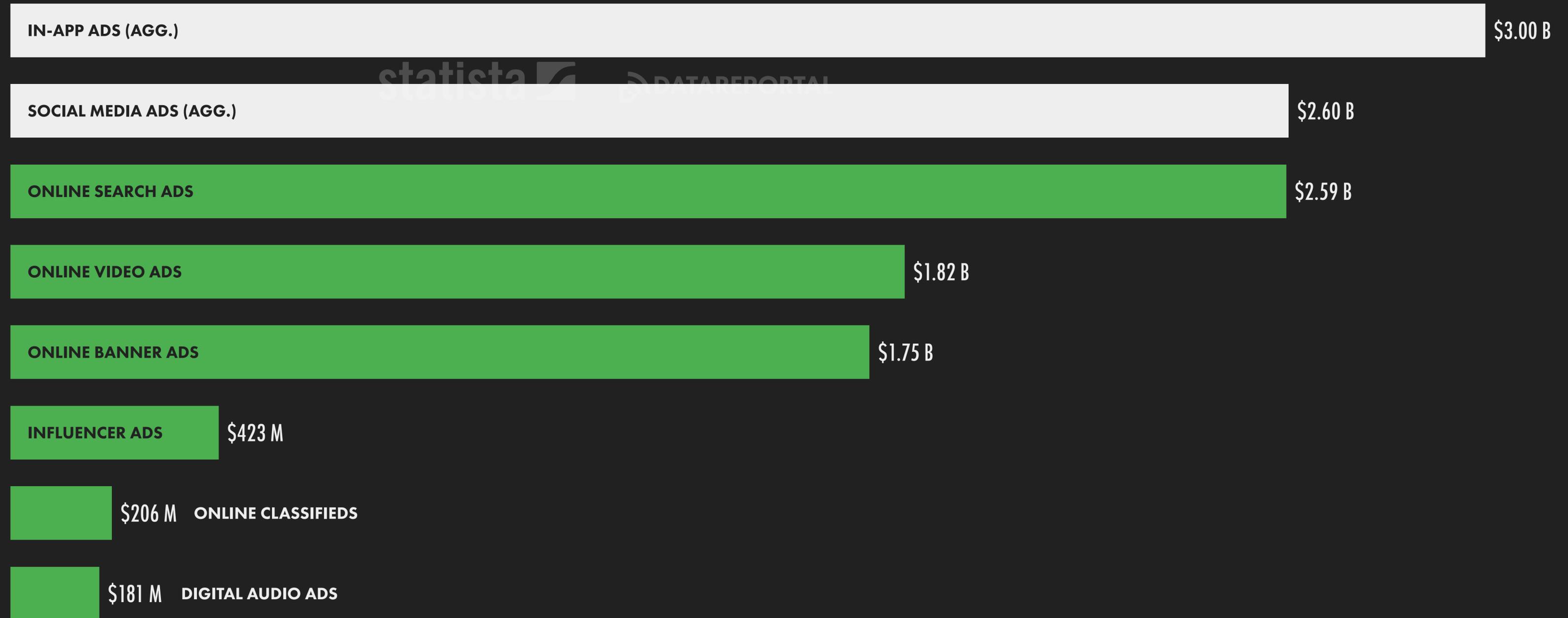
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2025

# DIGITAL ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2025)



ITALY



**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2025 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.," REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# DIGITAL MARKETING: ATTITUDES AND BEHAVIOURS

ATTITUDES AND BEHAVIOURS RELATING TO DIGITAL MARKETING AMONGST INTERNET USERS AGED 16+, INCLUDING AVERAGE AD SPEND PER CAPITA



CONTEXT: AVERAGE DIGITAL AD SPEND  
PER INTERNET USER (USD; 2025)



statista

\$140

FEEL REPRESENTED IN THE  
ADS THEY SEE AND HEAR



GWI.

7.4%

RESEARCH BRANDS ONLINE  
BEFORE MAKING A PURCHASE



53.9%

VISIT SOCIAL MEDIA TO LEARN ABOUT  
BRANDS AND SEE BRANDS' CONTENT



45.2%

VISITED A BRAND'S WEBSITE  
IN THE PAST MONTH



GWI.

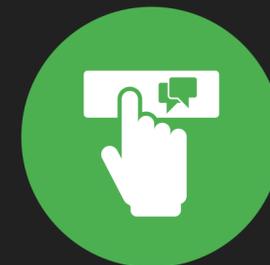
52.6%

CLICKED OR TAPPED ON A BANNER AD  
ON A WEBSITE IN THE PAST MONTH



10.1%

CLICKED OR TAPPED ON A SPONSORED  
SOCIAL MEDIA POST IN THE PAST MONTH



GWI.

11.1%

DOWNLOADED OR USED A BRANDED  
MOBILE APP IN THE PAST MONTH



11.5%

OCT  
2025

# PROGRAMMATIC ADVERTISING OVERVIEW

ESTIMATED SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL SPEND  
ON PROGRAMMATIC  
ADVERTISING (USD)



**\$6.43**  
BILLION

statista

YEAR-ON-YEAR CHANGE  
IN PROGRAMMATIC  
ADVERTISING SPEND (USD)



**+9.9%**  
+\$580 MILLION



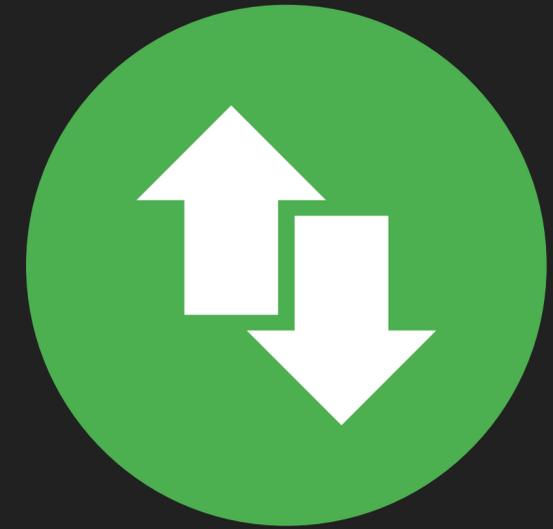
PROGRAMMATIC'S SHARE OF  
TOTAL DIGITAL ADVERTISING  
SPEND (ESTIMATED)



**86%**



YEAR-ON-YEAR CHANGE IN  
PROGRAMMATIC'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+1.2%**  
+100 BPS

OCT  
2025

# IN-APP ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL  
SPEND ON IN-APP  
ADVERTISING (USD)



**\$3.00**  
BILLION



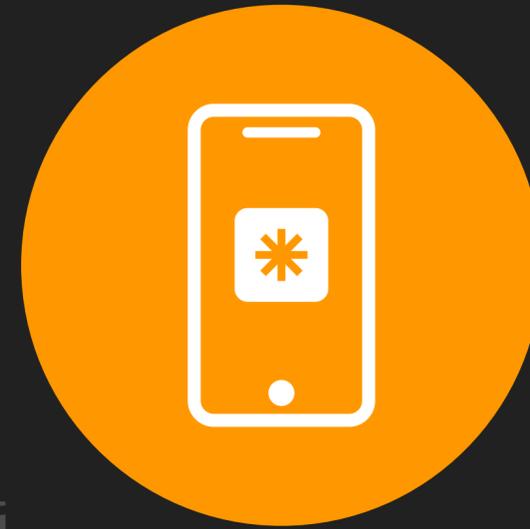
YEAR-ON-YEAR  
CHANGE IN IN-APP  
ADVERTISING SPEND (USD)



**+11.1%**  
+\$300 MILLION

statista

IN-APP ADVERTISING'S  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND (ESTIMATED)

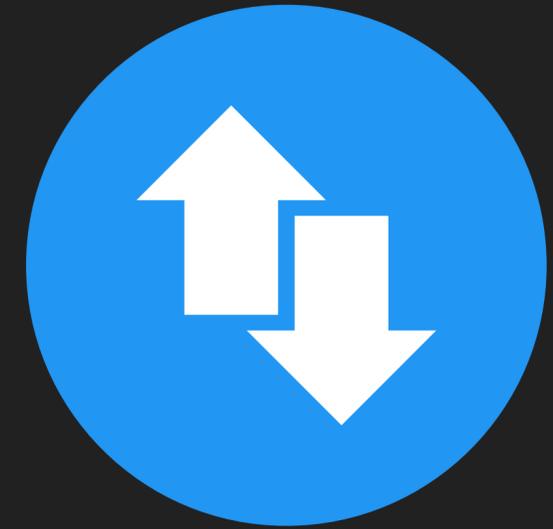


**40%**



KEPIOS

YEAR-ON-YEAR CHANGE IN  
IN-APP ADVERTISING'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+2.4%**  
+100 BPS

OCT  
2025

# ONLINE RETAIL PLATFORM ADVERTISING OVERVIEW

ESTIMATED SPEND ON ADVERTISING ON ONLINE RETAIL PLATFORMS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL SPEND  
ON ADVERTISING ON ONLINE  
RETAIL PLATFORMS (USD)



**\$2.21**  
BILLION



ANNUAL CHANGE IN  
ADVERTISING SPEND ON  
ONLINE RETAIL PLATFORMS



**+15.1%**  
+\$290 MILLION

statista

ONLINE RETAIL PLATFORMS'  
SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND (ESTIMATED)



**29.7%**



ANNUAL CHANGE IN ONLINE  
RETAIL PLATFORMS' SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+6.1%**  
+170 BPS

OCT  
2025

# SEARCH ADVERTISING OVERVIEW

ESTIMATED SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL  
SPEND ON ONLINE  
SEARCH ADVERTISING (USD)



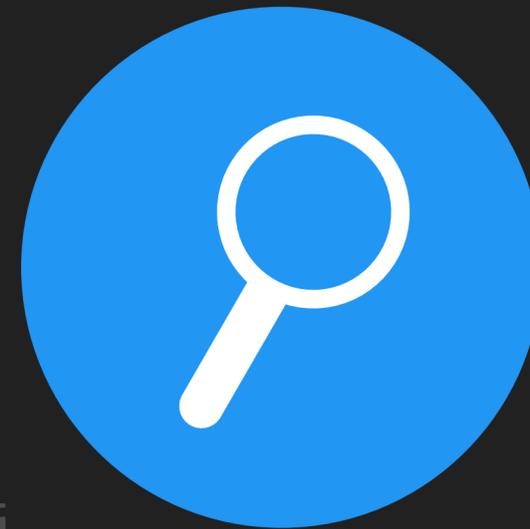
**\$2.59**  
BILLION

YEAR-ON-YEAR CHANGE  
IN ONLINE SEARCH  
ADVERTISING SPEND



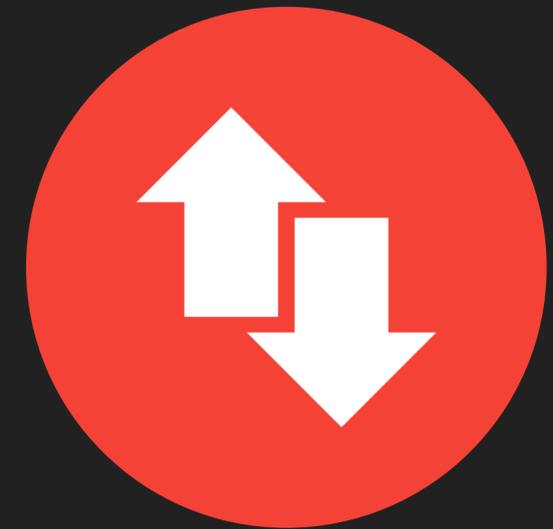
**+12.2%**  
+\$281 MILLION

ONLINE SEARCH'S SHARE OF  
TOTAL DIGITAL ADVERTISING  
SPEND (ESTIMATED)



**34.8%**

YEAR-ON-YEAR CHANGE IN  
ONLINE SEARCH'S SHARE OF  
TOTAL DIGITAL ADVERTISING SPEND



**+3.4%**  
+114 BPS

**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, 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.

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2025

# SOCIAL MEDIA ADVERTISING OVERVIEW

ESTIMATED SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ITALY

ESTIMATED ANNUAL  
SPEND ON SOCIAL MEDIA  
ADVERTISING (USD)



statista

**\$2.60**  
BILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA  
ADVERTISING SPEND



KEPIOS

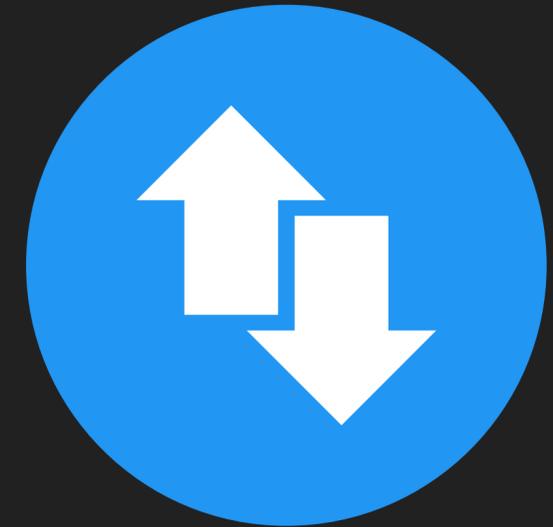
**+11.1%**  
+\$260 MILLION

SOCIAL MEDIA'S SHARE OF  
TOTAL DIGITAL ADVERTISING  
SPEND (ESTIMATED)



**34.9%**

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA'S SHARE OF TOTAL  
DIGITAL ADVERTISING SPEND



**+2.4%**  
+82 BPS

OCT  
2025

# INFLUENCER ADVERTISING OVERVIEW

ESTIMATED SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ESTIMATED ANNUAL  
SPEND ON INFLUENCER  
ADVERTISING (USD)



**\$423**  
MILLION



YEAR-ON-YEAR  
CHANGE IN INFLUENCER  
ADVERTISING SPEND



**+10.9%**  
**+\$41.6 MILLION**

statista

INFLUENCER ADVERTISING'S  
SHARE OF TOTAL DIGITAL  
AD SPEND (ESTIMATED)



**5.7%**



KEPIOS

YEAR-ON-YEAR CHANGE IN  
INFLUENCER ADVERTISING'S SHARE  
OF TOTAL DIGITAL AD SPEND



**+2.2%**  
**+12 BPS**

**SOURCE:** STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. 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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# ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



ITALY

EXPRESS CONCERN  
ABOUT WHAT IS REAL  
vs. WHAT IS FAKE  
ON THE INTERNET



53.8%

WORRY ABOUT  
HOW COMPANIES  
MIGHT USE THEIR  
ONLINE DATA



GWl.

38.0%

DECLINE COOKIES  
ON WEBSITES  
AT LEAST SOME  
OF THE TIME



KEPIOS

52.9%

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



GWl.

24.2%

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



18.2%

OCT  
2025

# REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16+ WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



ITALY

THERE ARE TOO MANY ADS

71.0%

ADS GET IN THE WAY

56.9%

TO PROTECT MY PRIVACY

41.7%

ADS AREN'T RELEVANT TO ME

33.8%

TO IMPROVE DEVICE PERFORMANCE

32.6%

TO STOP INAPPROPRIATE CONTENT BEING SHOWN

31.8%

TO STOP COMPANIES COLLECTING DATA ABOUT ME

29.8%

DATA REPORTAL GWI.



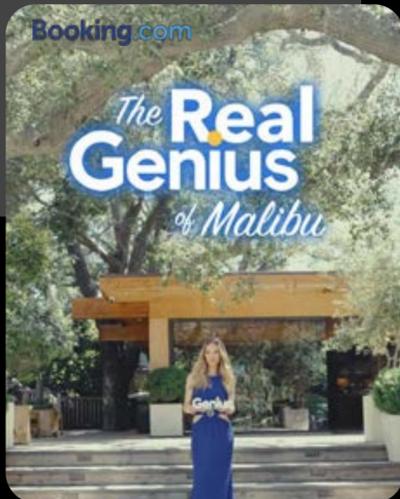
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ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
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ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
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ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
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# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

**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.

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](mailto:reports@kepios.com).

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