



DIGITAL 2025

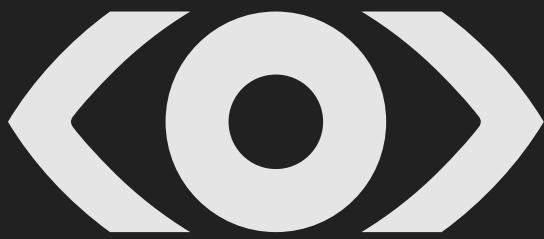
GERMANY

THE ESSENTIAL GUIDE TO DIGITAL TRENDS

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social

⟨O⟩ Meltwater

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 **Meltwater**

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI



STATISTA



DATA.AI



SIMILARWEB



SEMRUSH



GSMA INTELLIGENCE



OOKLA



SKAI



LOCOWISE



SOCIALINSIDER

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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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2025

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.20
BILLION

YEAR-ON-YEAR CHANGE

+0.9%
+70 MILLION

URBANISATION

58.1%

CELLULAR MOBILE
CONNECTIONS



Meltwater

8.78
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+190 MILLION

TOTAL vs. POPULATION

107%

INDIVIDUALS USING
THE INTERNET



5.56
BILLION

YEAR-ON-YEAR CHANGE

+2.5%
+136 MILLION

TOTAL vs. POPULATION

67.9%

SOCIAL MEDIA
USER IDENTITIES



5.24
BILLION

YEAR-ON-YEAR CHANGE

+4.1%
+206 MILLION

TOTAL vs. POPULATION

63.9%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; 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. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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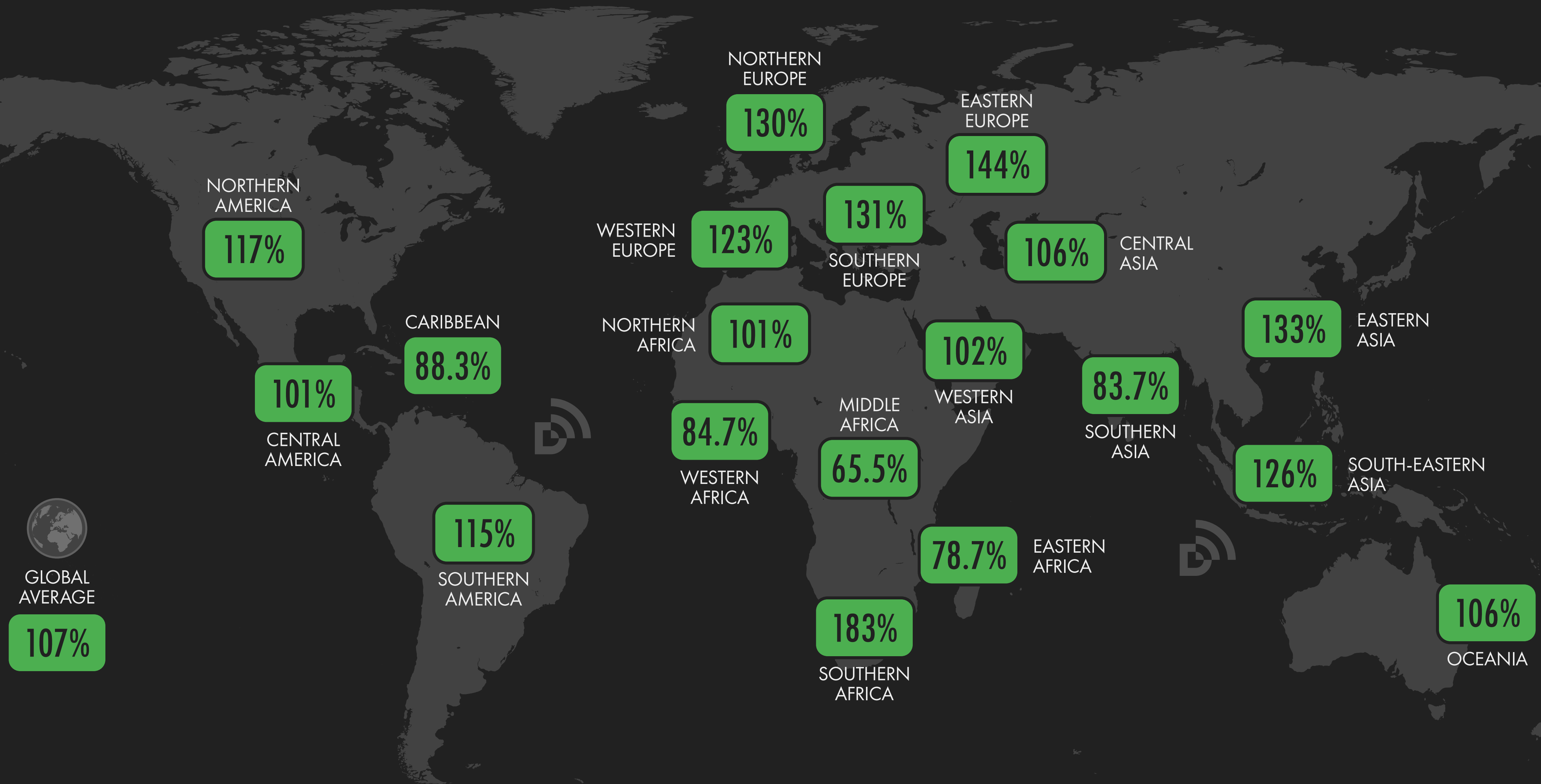
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW

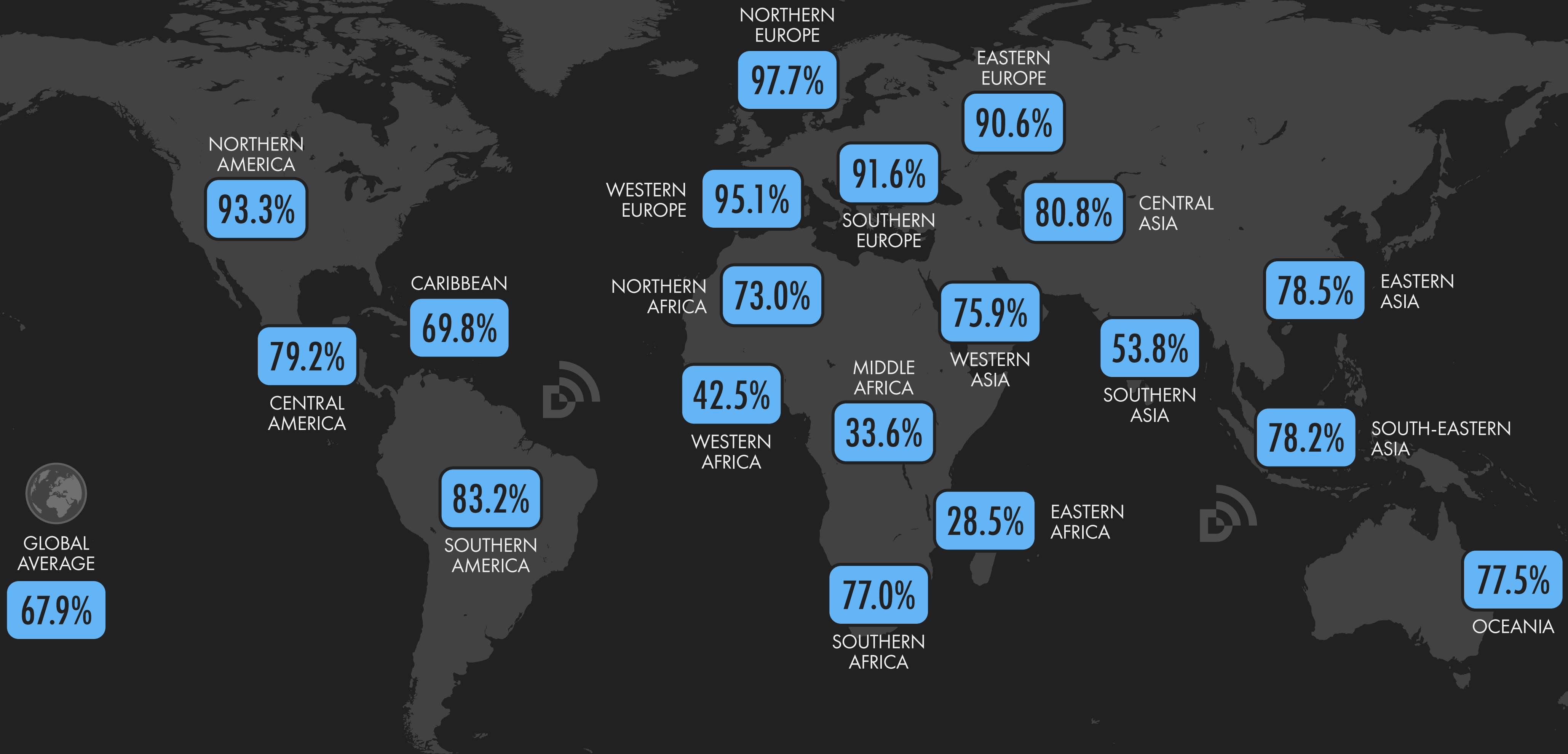


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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



GLOBAL
AVERAGE

67.9%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **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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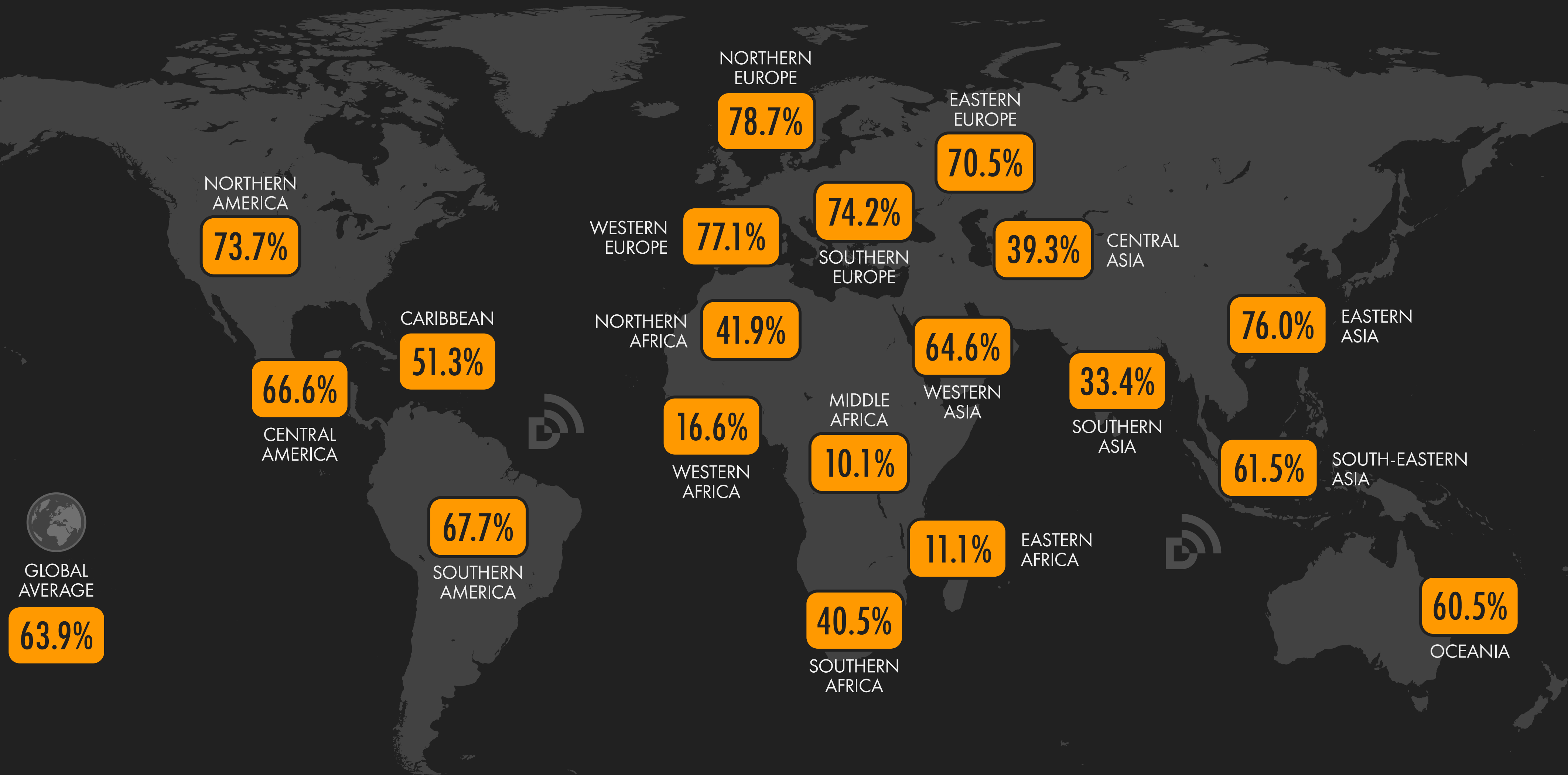
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SOCIAL MEDIA USE vs. TOTAL POPULATION

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

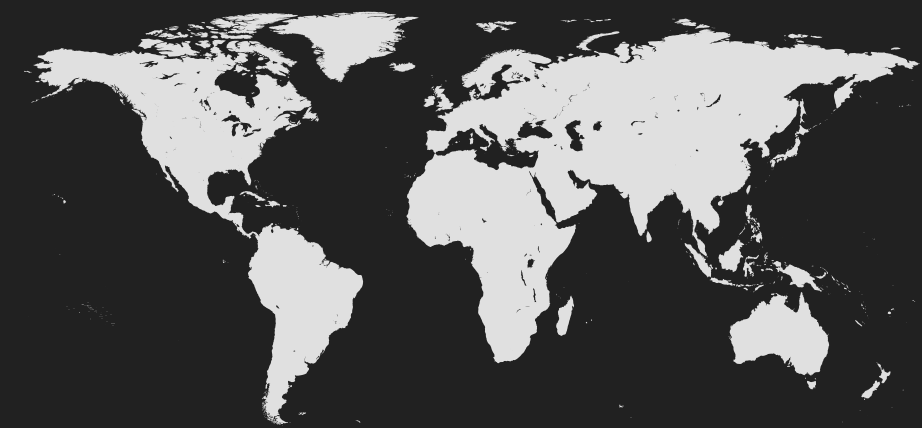
GLOBAL OVERVIEW



GLOBAL
AVERAGE

63.9%

EXPLORE OUR FLAGSHIP DIGITAL 2025 REPORTS



DIGITAL 2025

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



DIGITAL 2025

LOCAL COUNTRY HEADLINES REPORT

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



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2025 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 2025 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



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OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GERMANY

TOTAL
POPULATION



we
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84.4
MILLION

YEAR-ON-YEAR CHANGE

-0.3%
-287 THOUSAND

URBANISATION

78.0%

CELLULAR MOBILE
CONNECTIONS



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108
MILLION

YEAR-ON-YEAR CHANGE

+2.9%
+3.0 MILLION

TOTAL vs. POPULATION

128%

INDIVIDUALS USING
THE INTERNET



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78.9
MILLION

YEAR-ON-YEAR CHANGE

-0.3%
-266 THOUSAND

TOTAL vs. POPULATION

93.5%

SOCIAL MEDIA
USER IDENTITIES



65.5
MILLION

YEAR-ON-YEAR CHANGE

-3.4%
-2.3 MILLION

TOTAL vs. POPULATION

77.6%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; 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. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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TH1NK FORWARD

THE LIVEABLE WEB

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PRIMAL
RENAISSANCE



LOW
STAKES
SOCIAL



INTENTIONAL
CONSUMERISM



MODERN
MYTHMAKING



NEW
INTIMACIES



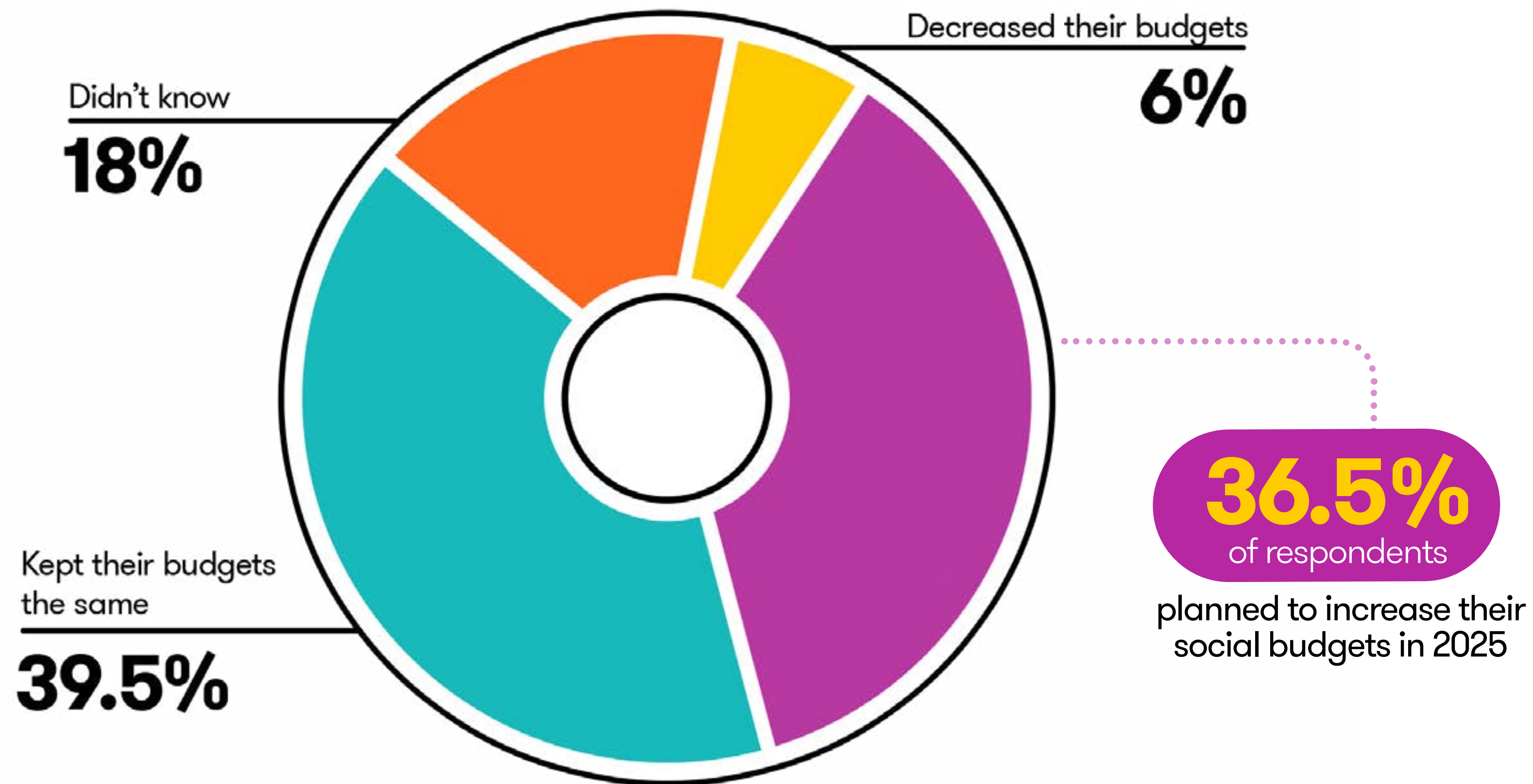
THE FIVE TRENDS

Explore the trends:

[THINKFORWARD.WEARESOCIAL.COM](https://thinkforward.wearesocial.com)



How marketers planned their 2025 social media budgets



We asked over 1,000 marketing professionals around the world about the ins and outs of their strategies and workflows. See how yours measure up.

State of Social Media 2025



Download the Report



POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GERMANY

TOTAL
POPULATION



84.4
MILLION

FEMALE
POPULATION



50.6%

MALE
POPULATION



49.4%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



-0.3%
-287 THOUSAND

MEDIAN AGE OF
THE POPULATION



45.5

URBAN
POPULATION



78.0%

POPULATION DENSITY
(PEOPLE PER KM²)



241.2

OVERALL LITERACY
(ADULTS AGED 15+)



99.0%

FEMALE LITERACY
(ADULTS AGED 15+)



99.0%

MALE LITERACY
(ADULTS AGED 15+)



99.0%

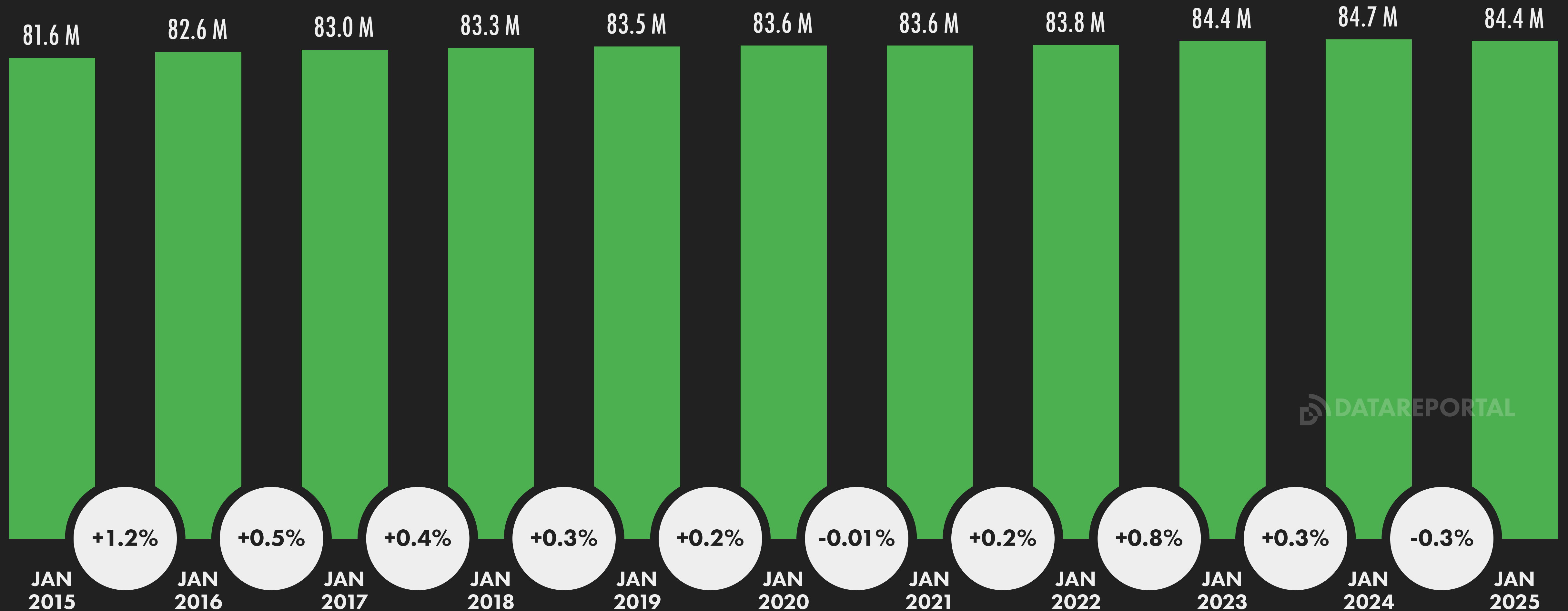
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



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DATA REPORTAL

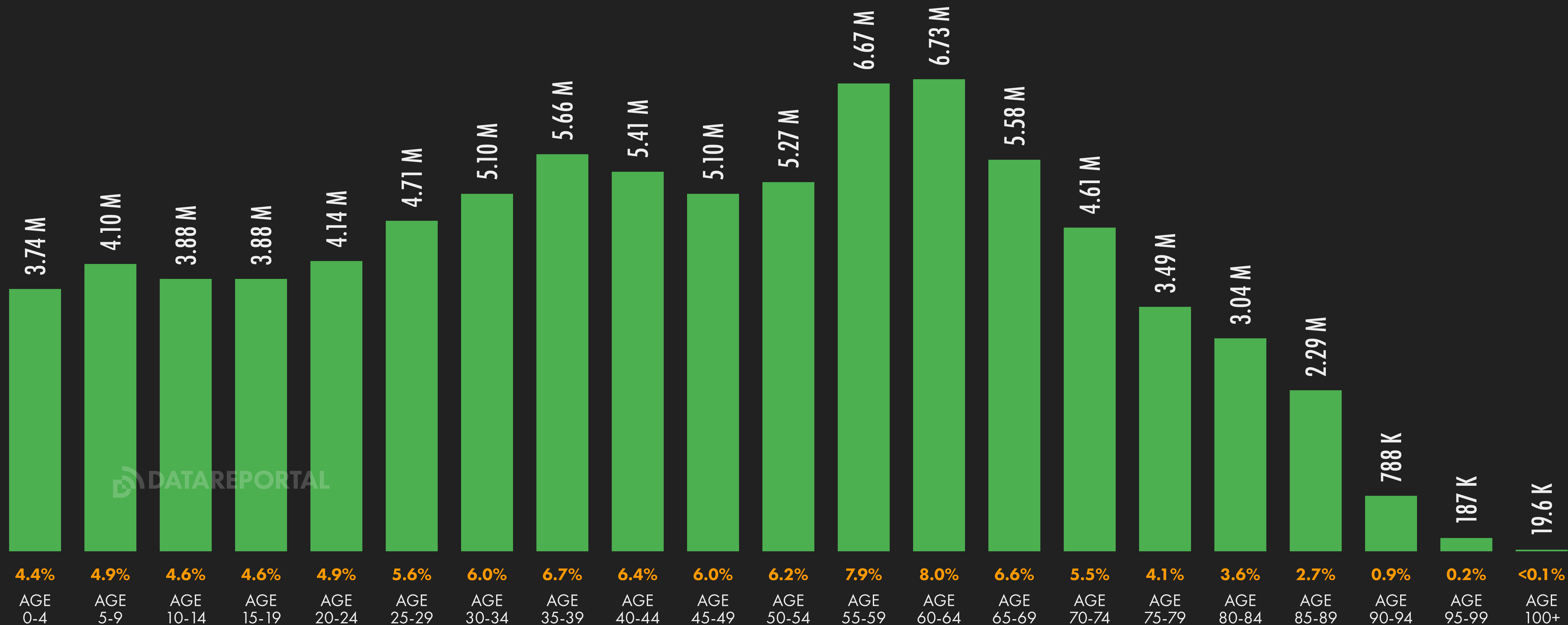
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AGE DISTRIBUTION OF THE POPULATION

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



GERMANY



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

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



GERMANY

GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



\$4.71
TRILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$6.02
TRILLION

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



\$55.5
THOUSAND

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



\$70.9
THOUSAND

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



\$43.0
THOUSAND

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



0.2%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC DRINKING WATER SERVICES



100%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC SANITATION SERVICES



99.2%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

PERCENTAGE OF THE
POPULATION THAT OWNS
A MOBILE PHONE (ANY TYPE)



91.6%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2024). **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 2024; 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

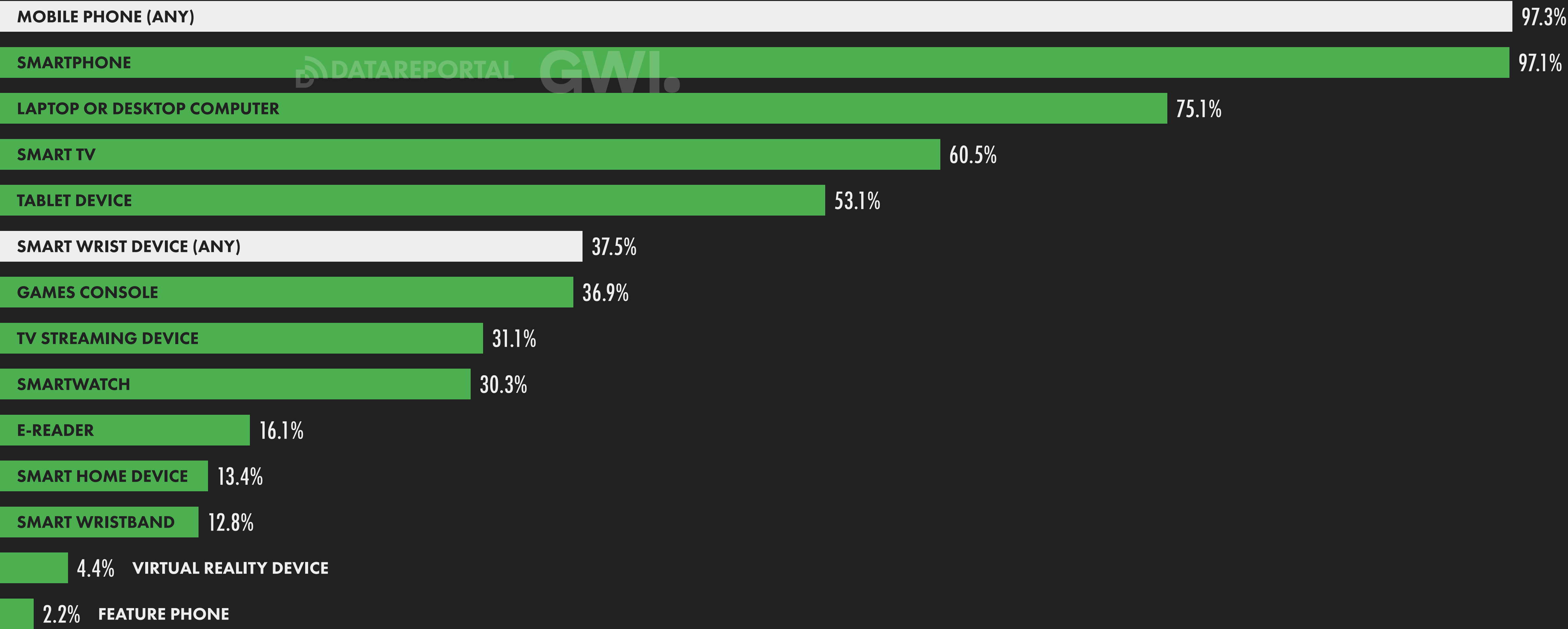
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DEVICE OWNERSHIP

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



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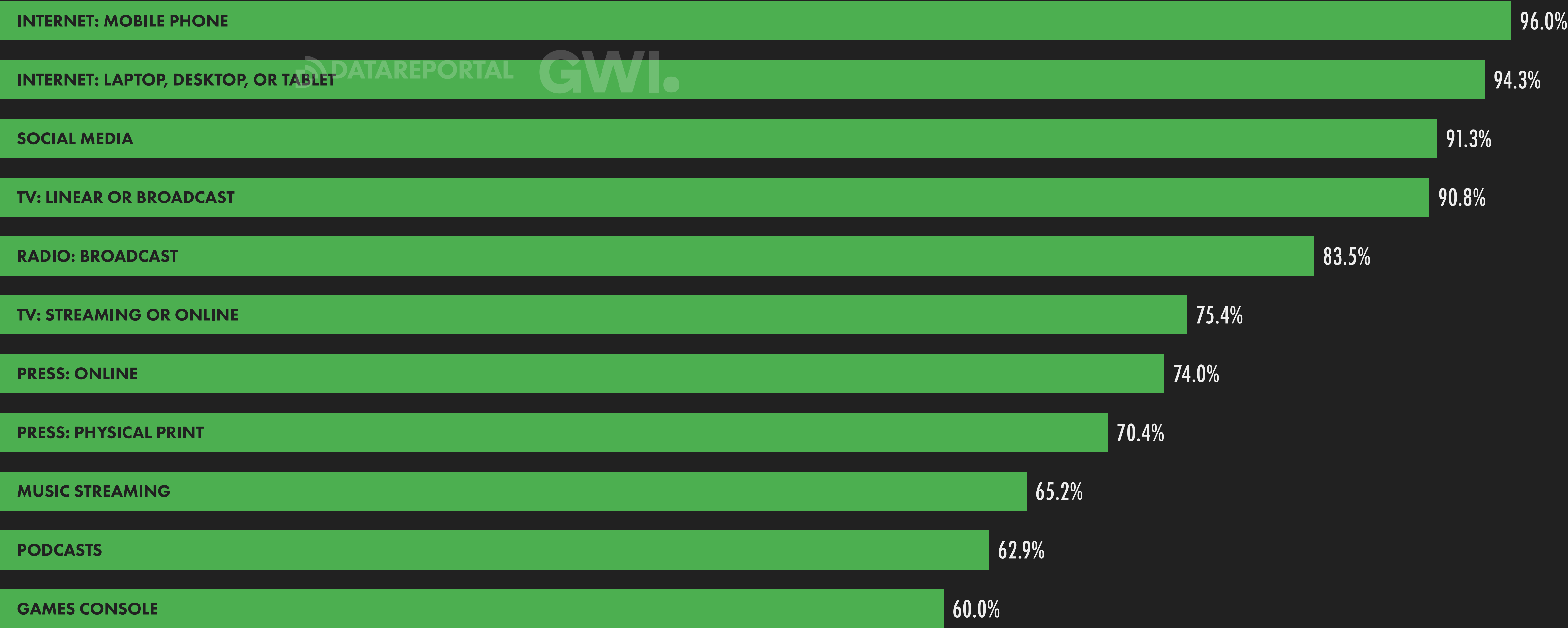
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MEDIA USE

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



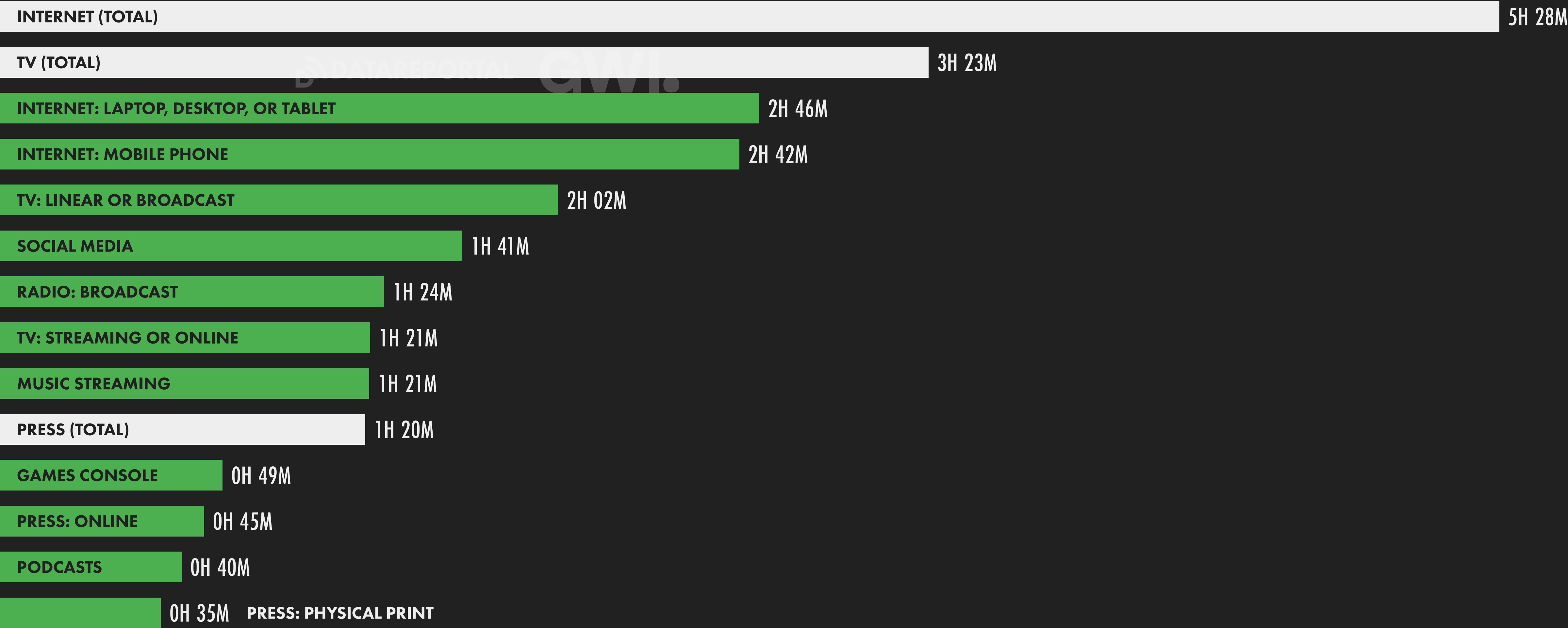
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DAILY TIME SPENT WITH MEDIA

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



SOURCE: [GWI](#) (Q3 2024). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



108
MILLION



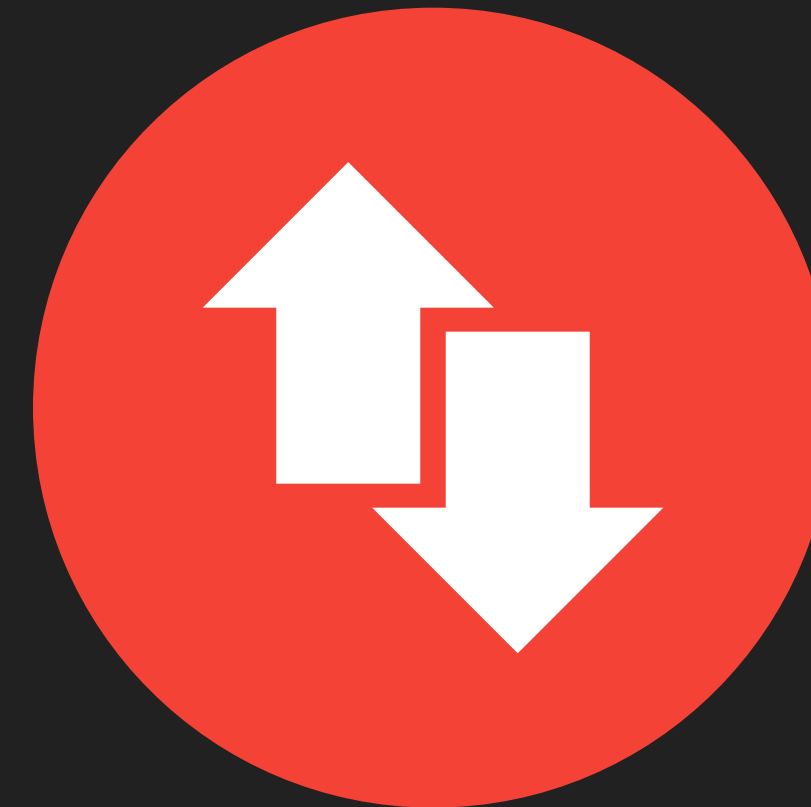
NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



128%



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



+2.9%
+3.0 MILLION



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



98.6%

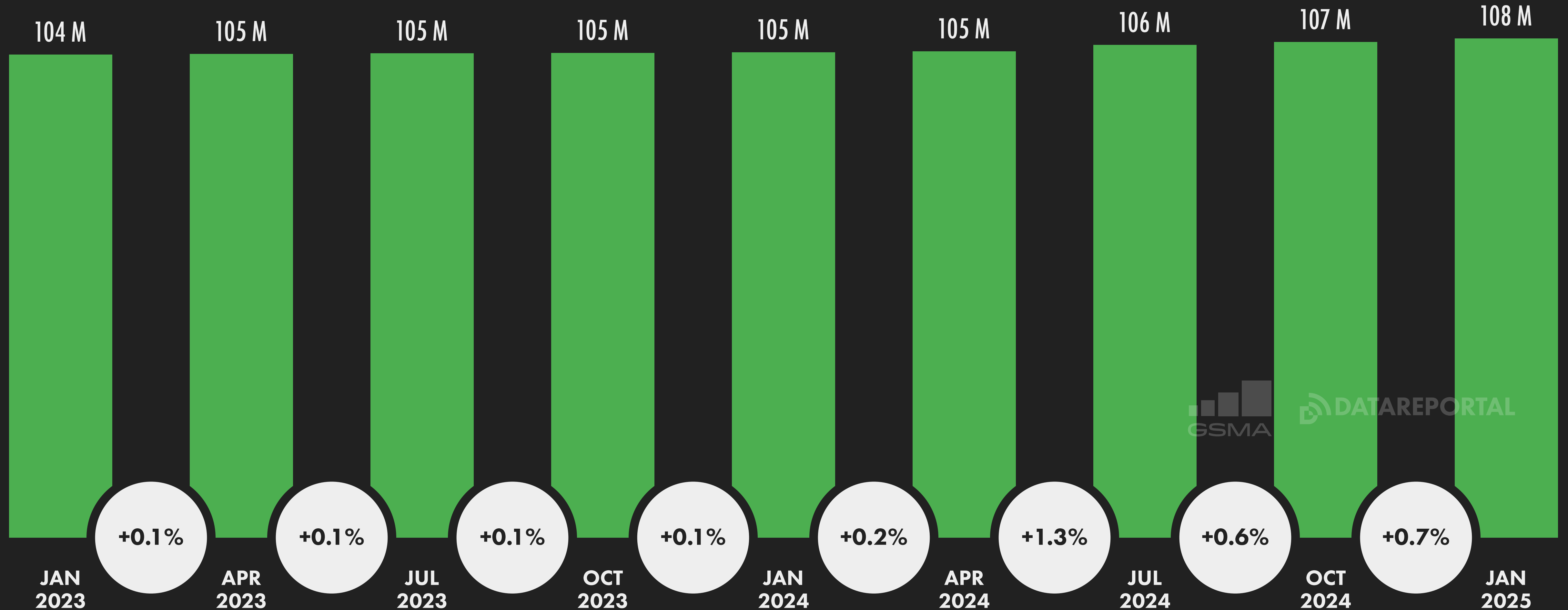
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



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GSMA
DATA REPORTAL

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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



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OVERALL
INDEX SCORE



90.30

MOBILE INTERNET
INFRASTRUCTURE



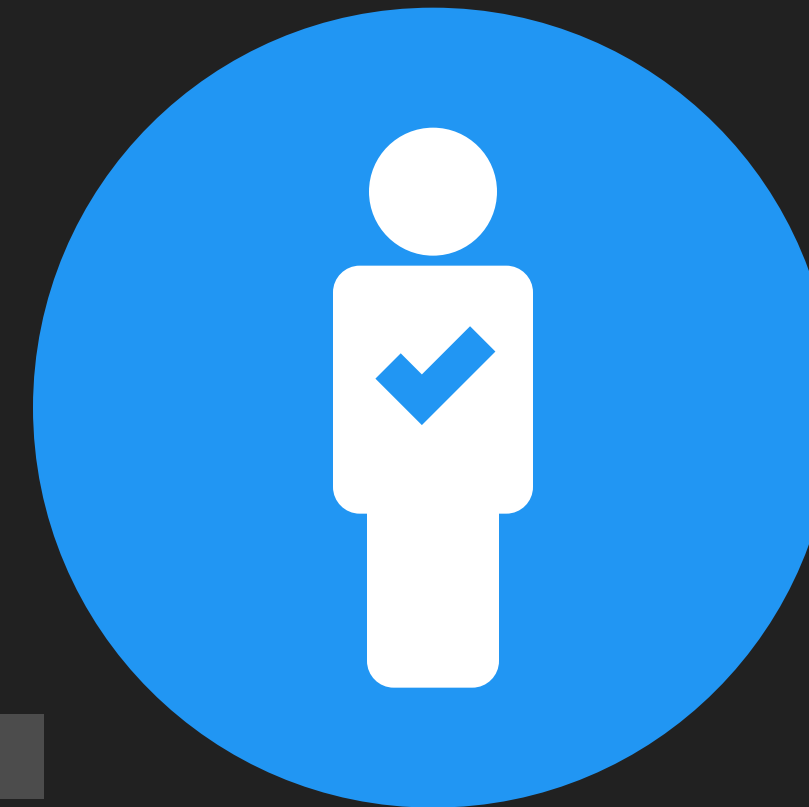
93.53

MOBILE INTERNET
AFFORDABILITY



85.24

CONSUMER
READINESS



91.85

CONTENT
AND SERVICES



90.79



INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS USING
THE INTERNET



78.9
MILLION

INDIVIDUALS USING THE
INTERNET vs. POPULATION



93.5%

YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



-0.3%
-266 THOUSAND

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



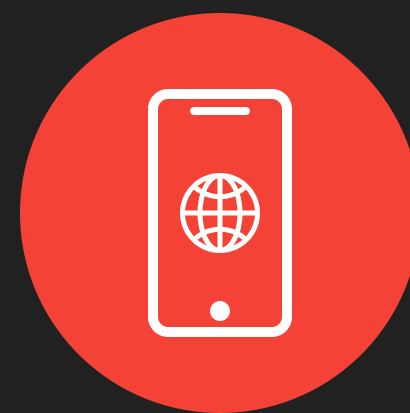
+0.002%
<+1 BP

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



137.8

PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



94.3%

AVERAGE DAILY TIME SPENT
USING THE INTERNET



5H 28M

YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET



+2.1%
+7 MINS

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM **GW** (Q3 2024). **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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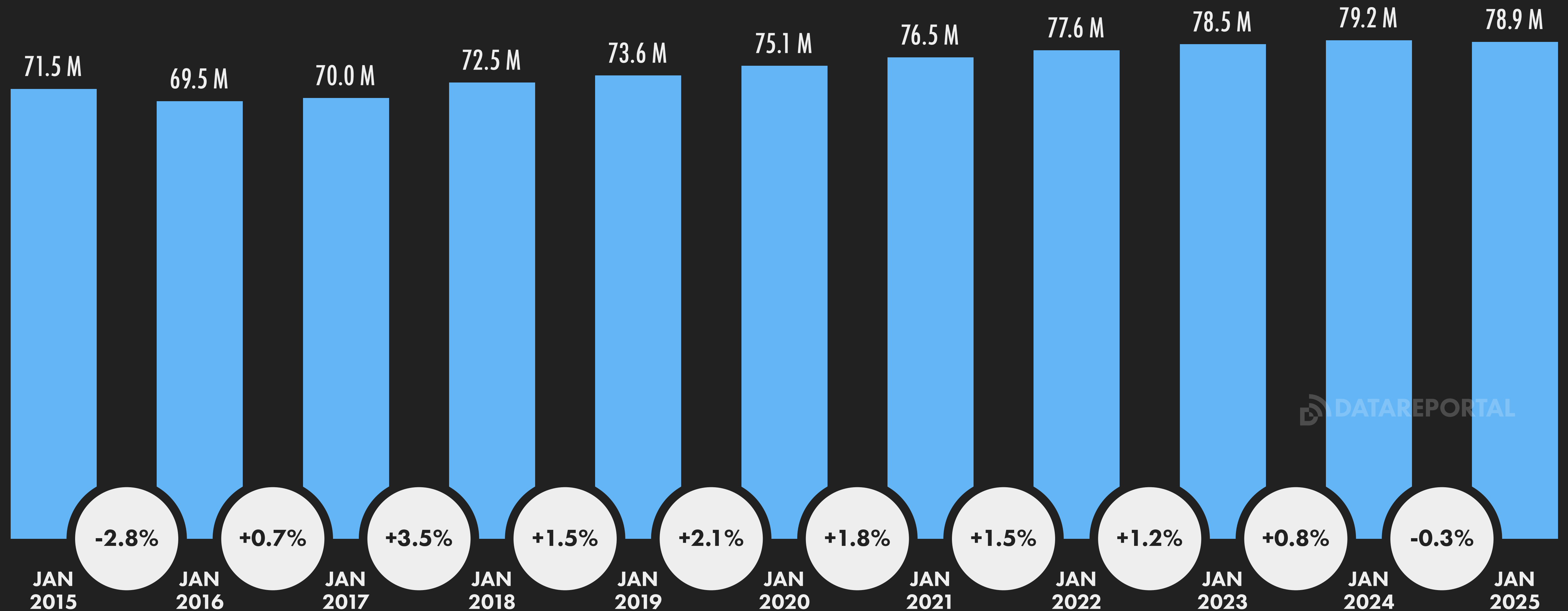
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INTERNET USE OVER TIME (YOY)

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



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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](#).

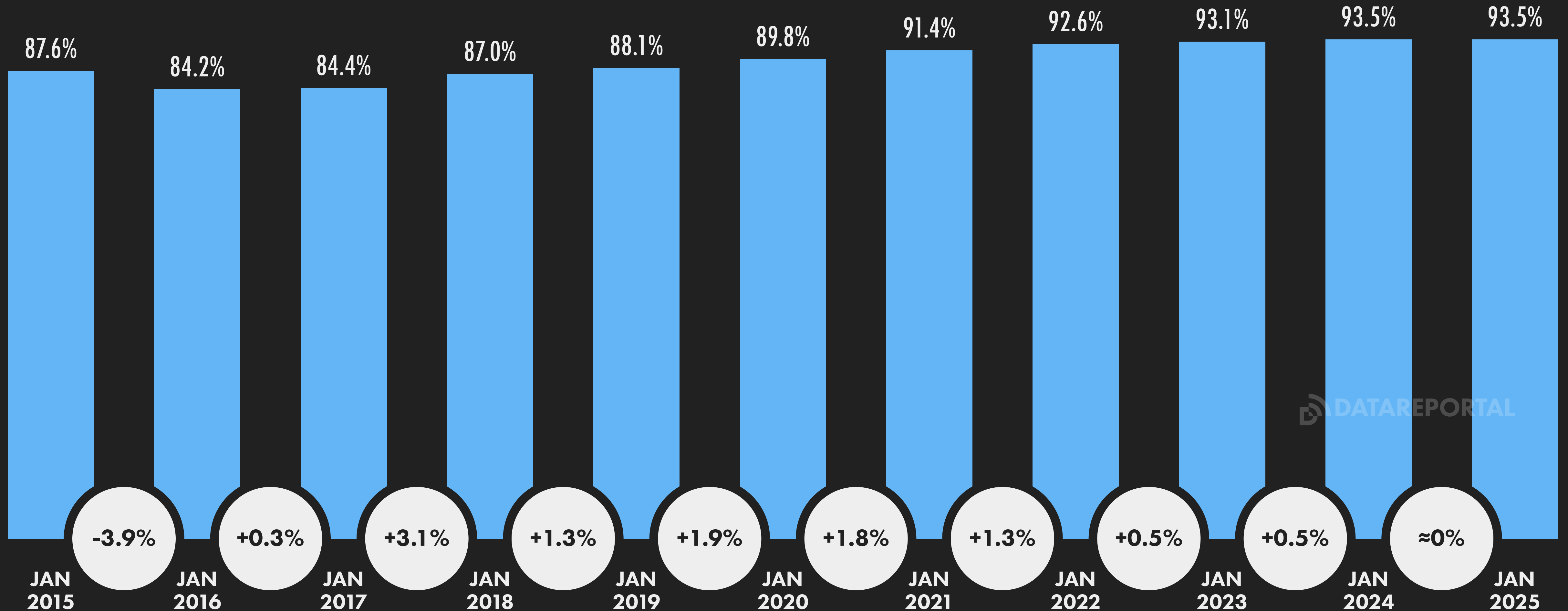
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INTERNET ADOPTION RATE OVER TIME (YOY)

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



GERMANY



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



78.9
MILLION

vs. POPULATION

93.5%

INTERNET USERS:
ITU



78.9
MILLION

vs. POPULATION

93.5%

INTERNET USERS:
CIA WORLD FACTBOOK



76.8
MILLION

vs. POPULATION

91.0%

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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DAILY TIME SPENT USING THE INTERNET

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



DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



5H 28M

TIME SPENT USING THE
INTERNET ON MOBILE PHONES



2H 42M

TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



2H 46M

MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



49.3%

GW.



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



FINDING INFORMATION

70.5%

STAYING IN TOUCH WITH FRIENDS AND FAMILY

59.5%

RESEARCHING PRODUCTS AND BRANDS

57.1%

KEEPING UP TO DATE WITH NEWS AND EVENTS

56.3%

FILLING UP SPARE TIME AND GENERAL BROWSING

56.2%

RESEARCHING HOW TO DO THINGS

55.0%

FINDING NEW IDEAS OR INSPIRATION

50.6%

WATCHING VIDEOS, TV SHOWS OR MOVIES

49.6%

RESEARCHING PLACES, VACATIONS AND TRAVEL

49.0%

ACCESSING AND LISTENING TO MUSIC

48.5%

RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS

38.8%

MANAGING FINANCES AND SAVINGS

38.0%

GAMING

28.1%

EDUCATION AND STUDY-RELATED PURPOSES

27.3%

ORGANISING DAY-TO-DAY LIFE

26.1%

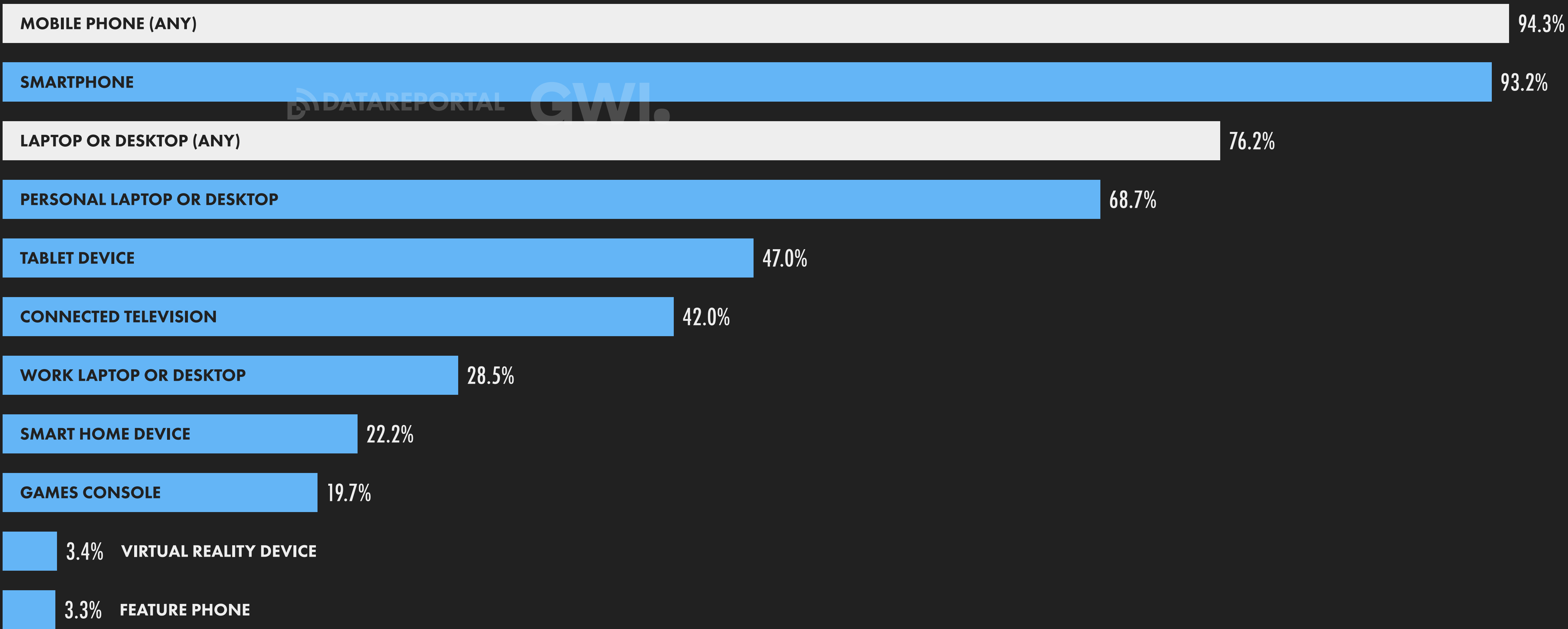
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DEVICES USED TO ACCESS THE INTERNET

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



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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



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MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



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DOWNLOAD (MBPS)

58.01

UPLOAD (MBPS)

12.91

LATENCY (MS)

24

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



OOKLA

▲ DOWNLOAD

+1.0%

▲ UPLOAD

+7.9%

▲ LATENCY

-11.1%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



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DOWNLOAD (MBPS)

93.58

UPLOAD (MBPS)

33.96

LATENCY (MS)

12

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



▲ DOWNLOAD

+4.1%

▲ UPLOAD

+6.7%

▲ LATENCY

-7.7%

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 NOVEMBER 2024. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A **NEGATIVE** VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

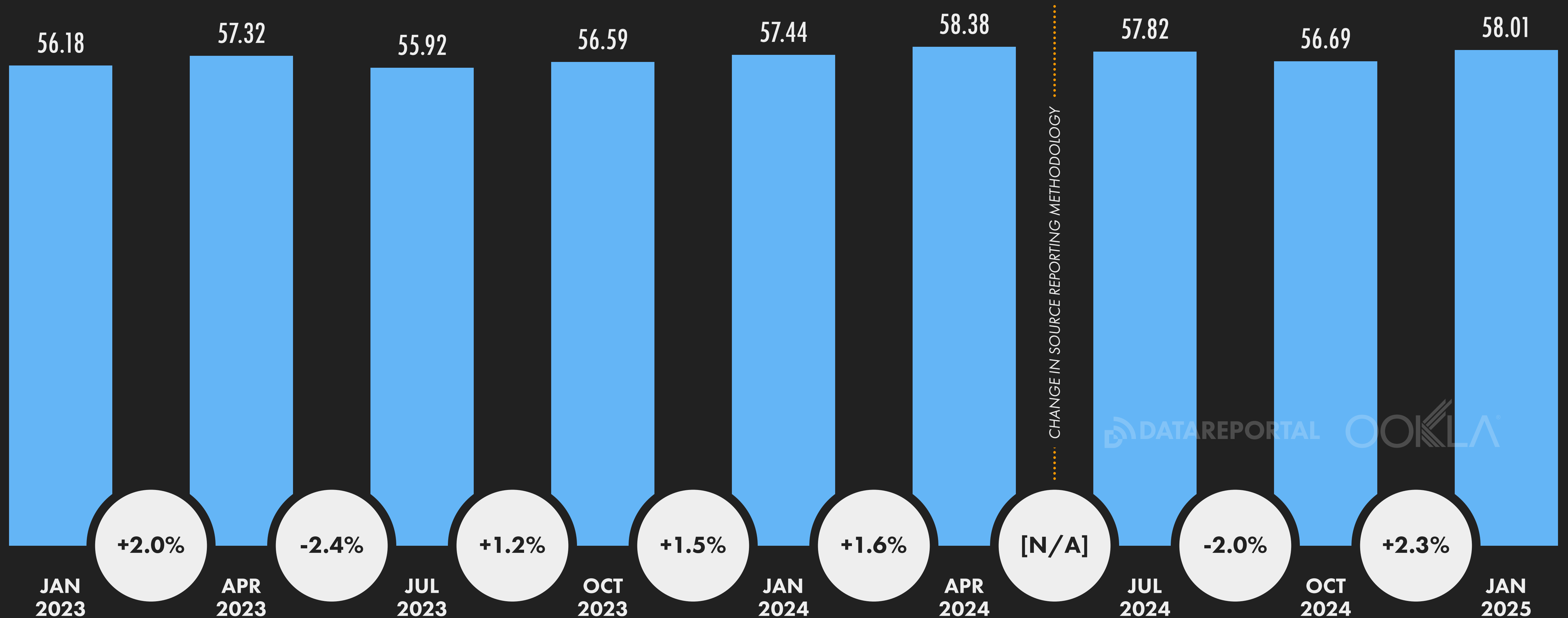
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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



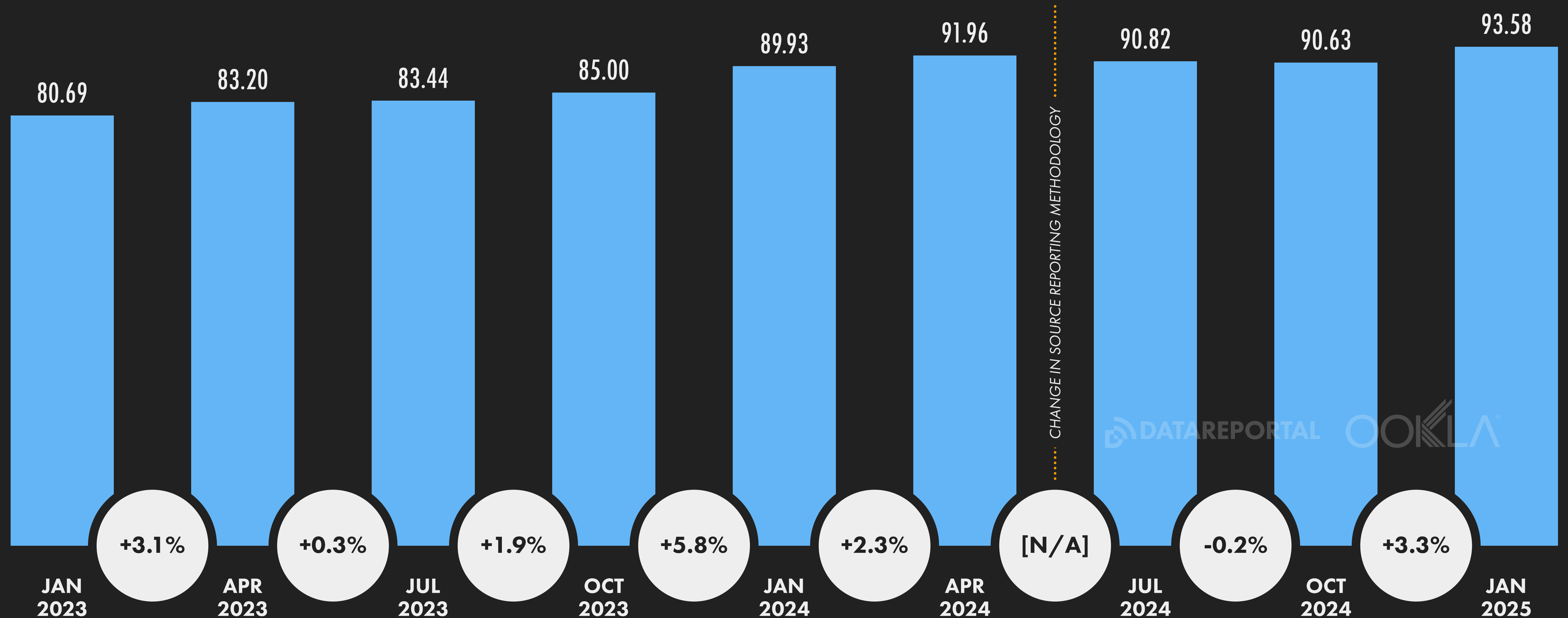
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FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



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SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE
PHONES



51.35%

YEAR-ON-YEAR CHANGE

+6.6%

+318 BPS

LAPTOP AND
DESKTOP COMPUTERS



46.51%

YEAR-ON-YEAR CHANGE

-6.4%

-320 BPS

TABLET
DEVICES



2.08%

YEAR-ON-YEAR CHANGE

+1.0%

+2 BPS

OTHER
DEVICES



0.05%

YEAR-ON-YEAR CHANGE

-16.7%

-1 BP

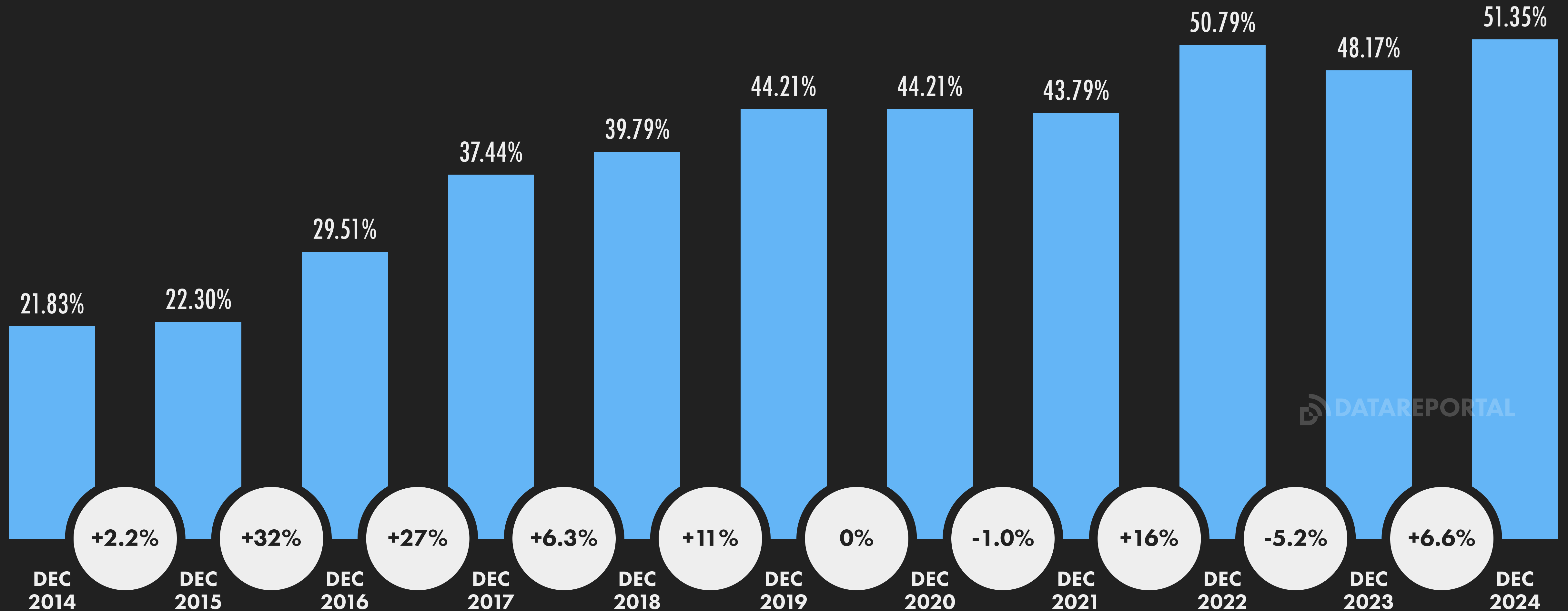
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2024. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% 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**

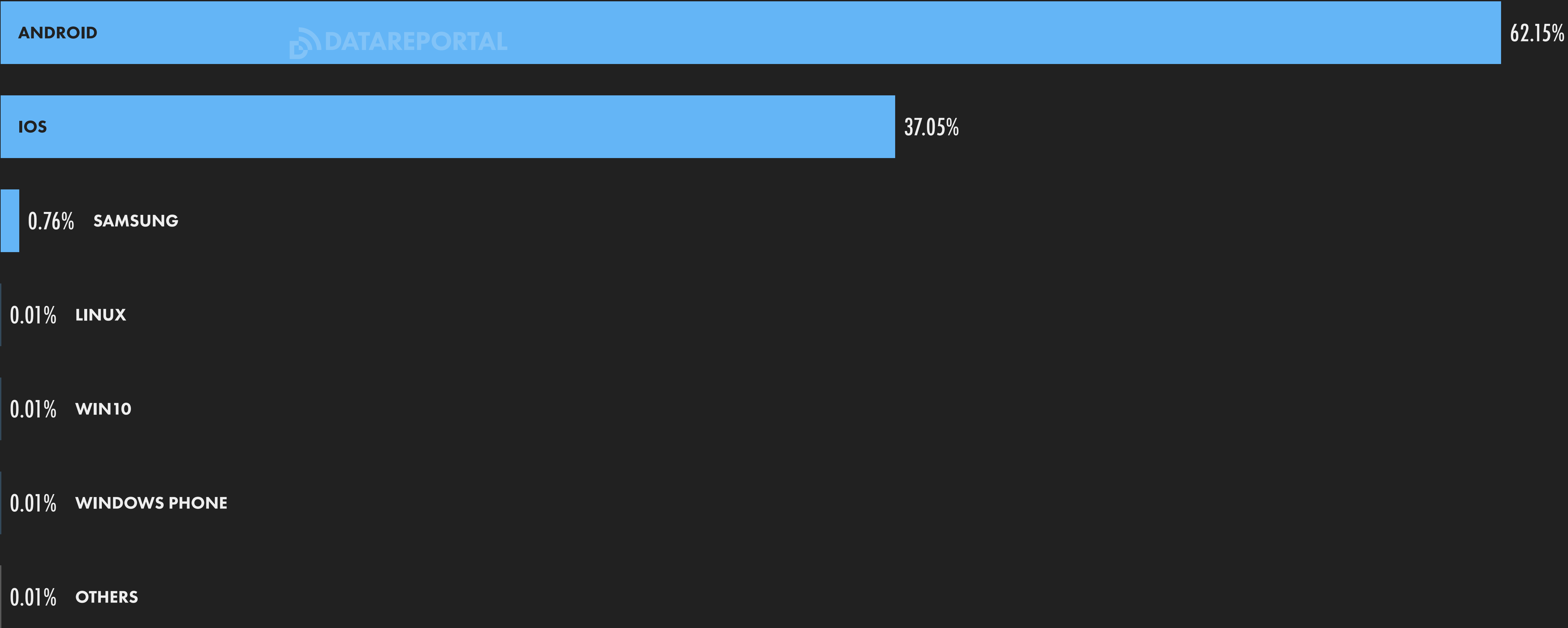


SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE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

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2024



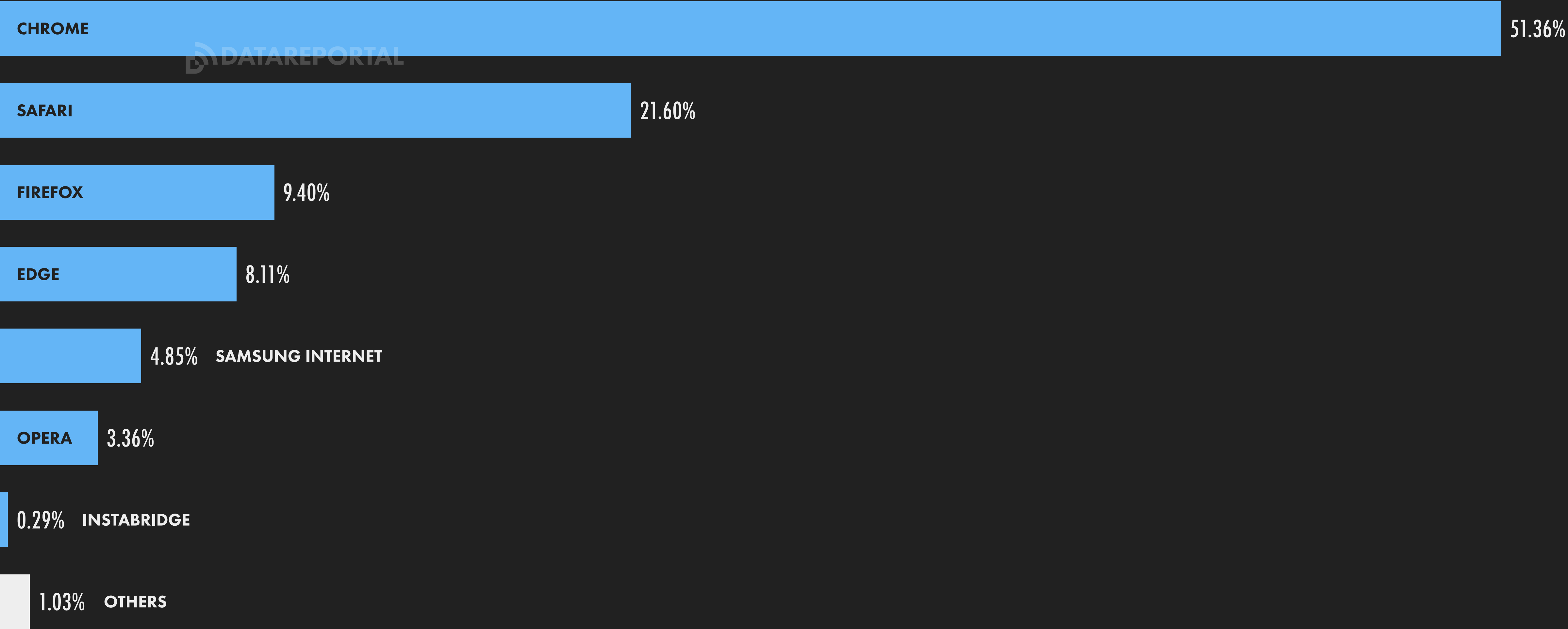
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SHARE OF WEB TRAFFIC BY BROWSER

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



GERMANY



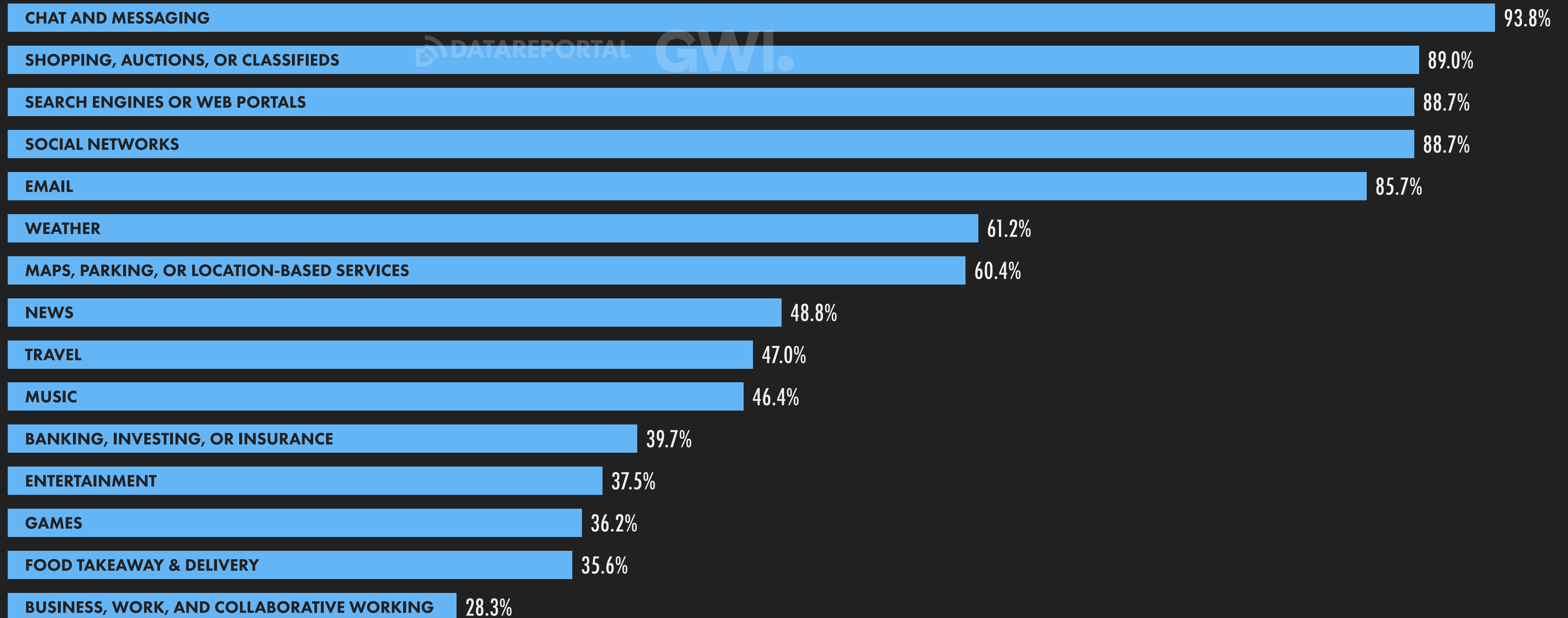
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TOP TYPES OF WEBSITES VISITED AND APPS USED

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



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024



GERMANY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.23 B	79.0 M	9M 15S	7.81
02	YOUTUBE.COM	1.01 B	65.3 M	18M 36S	9.96
03	GOOGLE.DE	428 M	36.9 M	7M 40S	9.85
04	AMAZON.DE	361 M	54.7 M	6M 46S	9.28
05	FACEBOOK.COM	325 M	35.3 M	9M 22S	8.97
06	INSTAGRAM.COM	173 M	38.1 M	5M 47S	8.33
07	BILD.DE	170 M	17.8 M	5M 00S	3.49
08	WIKIPEDIA.ORG	168 M	31.5 M	3M 41S	3.21
09	T-ONLINE.DE	149 M	19.3 M	7M 47S	5.47
10	N-TV.DE	123 M	15.5 M	4M 13S	2.96

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	EBAY.DE	120 M	23.3 M	8M 07S	7.82
12	X.COM	112 M	15.8 M	11M 24S	9.56
13	XHAMSTER.DESI	109 M	25.2 M	11M 50S	7.92
14	KLEINANZEIGEN.DE	104 M	28.0 M	7M 51S	9.59
15	TWITCH.TV	99.1 M	5.67 M	8M 35S	4.12
16	WEB.DE	97.5 M	10.4 M	6M 44S	7.00
17	CHATGPT.COM	97.4 M	9.45 M	6M 16S	3.16
18	BING.COM	96.8 M	12.9 M	6M 01S	4.50
19	REDDIT.COM	96.7 M	14.7 M	6M 30S	4.52
20	PAYPAL.COM	91.3 M	34.3 M	2M 12S	4.46

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **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**.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN NOVEMBER 2024



GERMANY

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	3.75B	169M	13M 03S	4.51
02	YOUTUBE.COM	2.55B	109M	22M 40S	7.23
03	AMAZON.DE	560M	86.0M	10M 30S	7.19
04	GOOGLE.DE	410M	35.1M	9M 19S	7.17
05	WIKIPEDIA.ORG	315M	62.1M	8M 32S	2.35
06	FACEBOOK.COM	288M	50.4M	13M 09S	5.74
07	BING.COM	246M	32.6M	9M 08S	3.45
08	INSTAGRAM.COM	206M	46.2M	11M 24S	7.40
09	DUCKDUCKGO.COM	176M	9.19M	11M 11S	2.62
10	KLEINANZEIGEN.DE	163M	32.3M	11M 33S	8.76

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	REDDIT.COM	162M	34.5M	12M 15S	2.95
12	CHATGPT.COM	153M	17.0M	7M 53S	2.60
13	TWITCH.TV	145M	9.69M	12M 20S	3.42
14	BILD.DE	129M	18.5M	6M 59S	3.55
15	PAYPAL.COM	128M	44.6M	3M 03S	3.77
16	EBAY.DE	120M	30.0M	10M 53S	6.46
17	TAGESSCHAU.DE	114M	18.4M	7M 31S	1.86
18	SPIEGEL.DE	113M	15.7M	7M 57S	2.10
19	DHL.DE	112M	27.9M	8M 04S	1.90
20	PORNHUB.ORG	111M	16.0M	10M 03S	9.23

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN NOVEMBER 2024. **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.

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APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	WHATSAPP MESSENGER	META
02	YOUTUBE	GOOGLE
03	GOOGLE MAPS	GOOGLE
04	GOOGLE	GOOGLE
05	CHROME BROWSER	GOOGLE
06	GOOGLE PLAY SERVICES	GOOGLE
07	FACEBOOK	META
08	GMAIL	GOOGLE
09	INSTAGRAM	META
10	AMAZON	AMAZON

#	MOBILE GAME	COMPANY
01	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
02	ROBLOX	ROBLOX
03	BRAWL STARS	TENCENT
04	MONOPOLY GO!	SCOPELY
05	ROYAL MATCH	DREAM GAMES
06	VITA MAHJONG	VITA STUDIO.
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	TENCENT
09	COIN MASTER	MOON ACTIVE
10	POKÉMON GO	NIANTIC

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APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	CHATGPT	OPENAI
02	THREADS	META
03	TEMU	PDD HOLDINGS
04	WHATSAPP MESSENGER	META
05	INSTAGRAM	META
06	TIKTOK	BYTEDANCE
07	LIDL PLUS	SCHWARZ GRUPPE
08	TELEGRAM	TELEGRAM
09	SHEIN	SHEIN
10	CAPCUT	BYTEDANCE

#	MOBILE GAME	COMPANY
01	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
02	POKÉMON TCG POCKET	POKEMON
03	MY SUPERSTORE SIMULATOR	PLAYSPARE
04	OFFLINE GAMES - NO WIFI GAMES	JINDOBLU
05	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
06	MINI GAMES: CALM & RELAX	ONESOFT
07	BRAWL STARS	TENCENT
08	PERFECT TIDY	ONESOFT
09	ROBLOX	ROBLOX
10	VITA MAHJONG	VITA STUDIO.

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APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	TINDER	MATCH GROUP
03	AMAZON PRIME VIDEO	AMAZON
04	DISNEY+	DISNEY
05	GOOGLE ONE	GOOGLE
06	YOUTUBE	GOOGLE
07	AMAZON	AMAZON
08	DUOLINGO: LEARN LANGUAGES	DUOLINGO
09	CHATGPT	OPENAI
10	BUMBLE APP	BUMBLE

#	MOBILE GAME	COMPANY
01	COIN MASTER	MOON ACTIVE
02	ROYAL MATCH	DREAM GAMES
03	BRAWL STARS	TENCENT
04	GARDENSCAPES BY PLAYRIX	PLAYRIX
05	LAST WAR:SURVIVAL GAME	ONEFUN
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
08	FISHDOM	PLAYRIX
09	ROBLOX	ROBLOX
10	HOMESCAPES	PLAYRIX

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ACCESSING ONLINE INFORMATION

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



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



88.7%

GWl.

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



19.2%



VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



33.4%

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



15.1%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



44.5%

GWl.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



32.6%

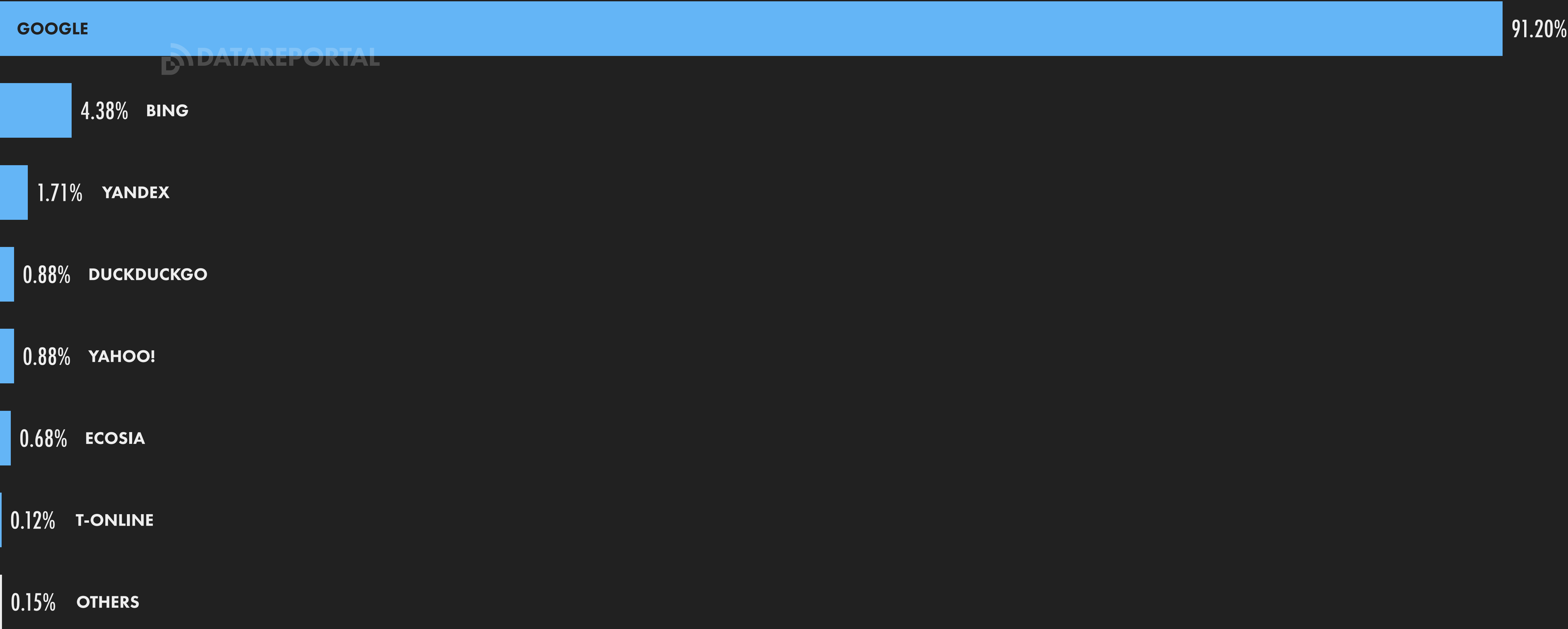
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SHARE OF SEARCH ENGINE REFERRALS

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



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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	WETTER	100
02	GOOGLE	50
03	AMAZON	40
04	YOUTUBE	34
05	BILD	28
06	EM	28
07	MAPS	28
08	ÜBERSETZER	26
09	BUNDESLIGA	24
10	EBAY	21

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	FRANKFURT	21
12	NEWS	17
13	KLEINANZEIGEN	17
14	RESTAURANT	17
15	FACEBOOK	16
16	IKEA	15
17	EBAY KLEINANZEIGEN	12
18	DHL	12
19	ALDI	11
20	INSTAGRAM	11

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **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.



ONLINE SHOPPING

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FINANCIAL INCLUSION FACTORS

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



GERMANY

ACCOUNT WITH A
FINANCIAL INSTITUTION



100.0%

FEMALE 100%
MALE 100.0%

CREDIT CARD
OWNERSHIP



56.5%

FEMALE 60.9%
MALE 51.9%

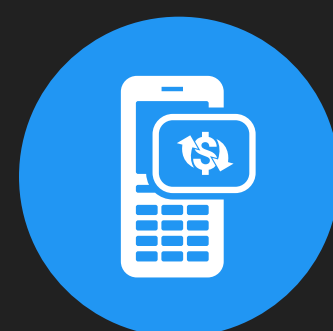
DEBIT CARD
OWNERSHIP



94.0%

FEMALE 93.3%
MALE 94.7%

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



[N/A]

FEMALE [N/A]
MALE [N/A]

MADE A DIGITAL
PAYMENT (PAST YEAR)



99.5%

FEMALE 99.3%
MALE 99.7%

MADE A PURCHASE USING A MOBILE
PHONE OR THE INTERNET (PAST YEAR)



59.6%

FEMALE 61.7%
MALE 57.4%

USED A MOBILE PHONE OR THE
INTERNET TO SEND MONEY (PAST YEAR)



31.1%

FEMALE 31.3%
MALE 31.0%

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



57.4%

FEMALE 58.2%
MALE 56.6%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT REALITIES. PERCENTAGES ARE OF PEOPLE AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY. **COMPARABILITY:** DECIMAL ACCURACY OF SOURCE DATA MAY RESULT IN MINOR ROUNDING DIFFERENCES (±0.1%) COMPARED WITH VALUES PUBLISHED ON THE WORLD BANK'S ONLINE DATA PORTAL.

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WEEKLY ONLINE SHOPPING ACTIVITIES

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



PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

41.0%

ORDERED GROCERIES
VIA AN ONLINE STORE



 Meltwater

15.2%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

12.9%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

35.1%

USED A BUY NOW,
PAY LATER SERVICE



12.4%

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OVERVIEW OF CONSUMER GOODS ECOMMERCE

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



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



44.7
MILLION

YEAR-ON-YEAR CHANGE
+5.1% (+2.2 MILLION)

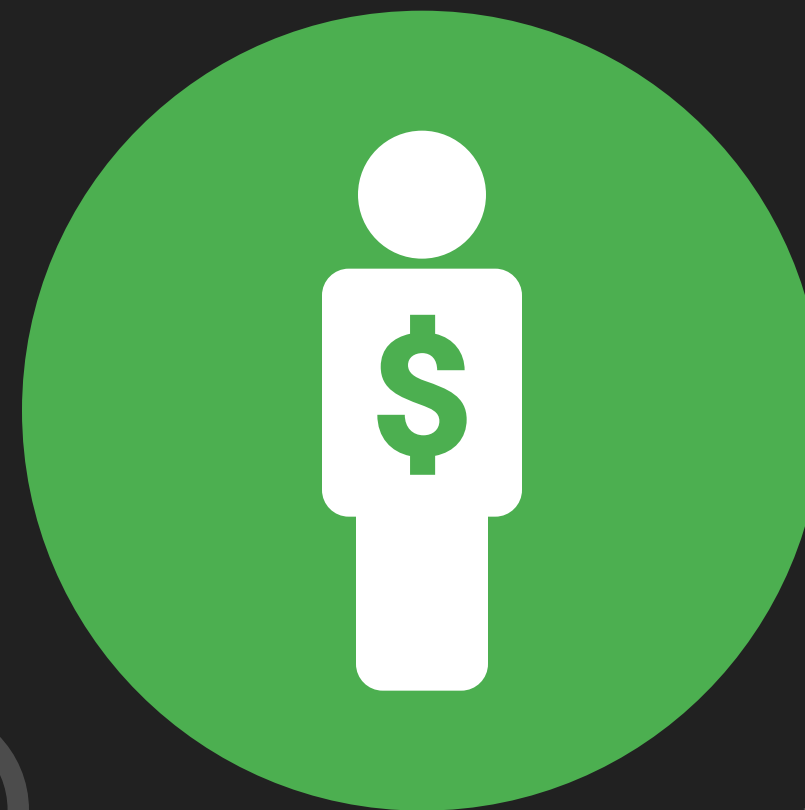
ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2024)



\$98.3
BILLION

YEAR-ON-YEAR CHANGE
+9.6% (+\$8.6 BILLION)

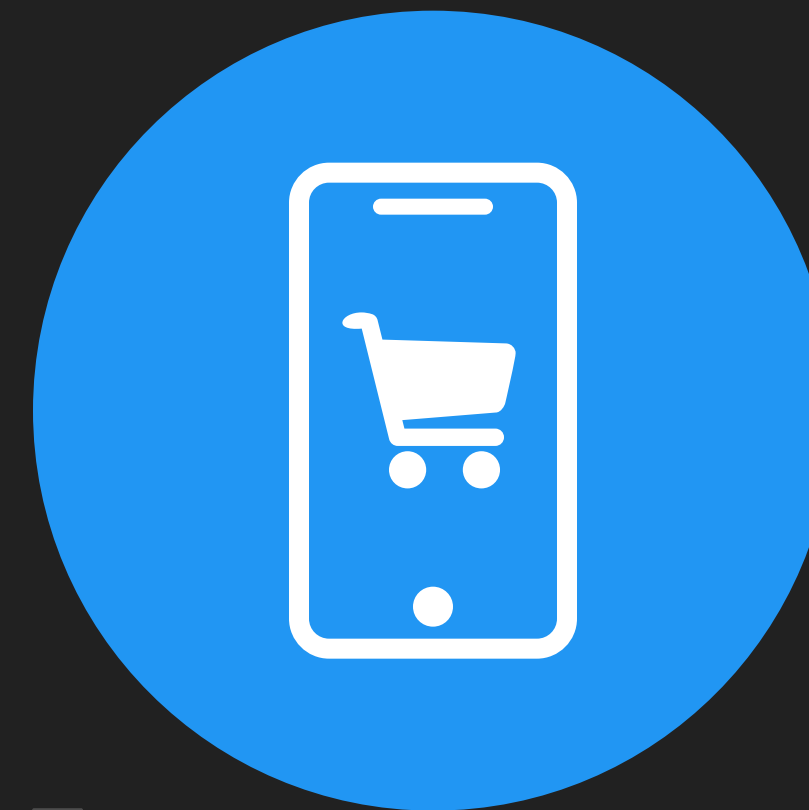
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
SHOPPER (USD, 2024)



\$2,200

YEAR-ON-YEAR CHANGE
+4.3% (+\$90)

SHARE OF 2024 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



45.7%

YEAR-ON-YEAR CHANGE
+1.0% (+45 BPS)

2024 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



14.6%

YEAR-ON-YEAR CHANGE
+5.8% (+80 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 FOR FULL-YEAR 2024, 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.

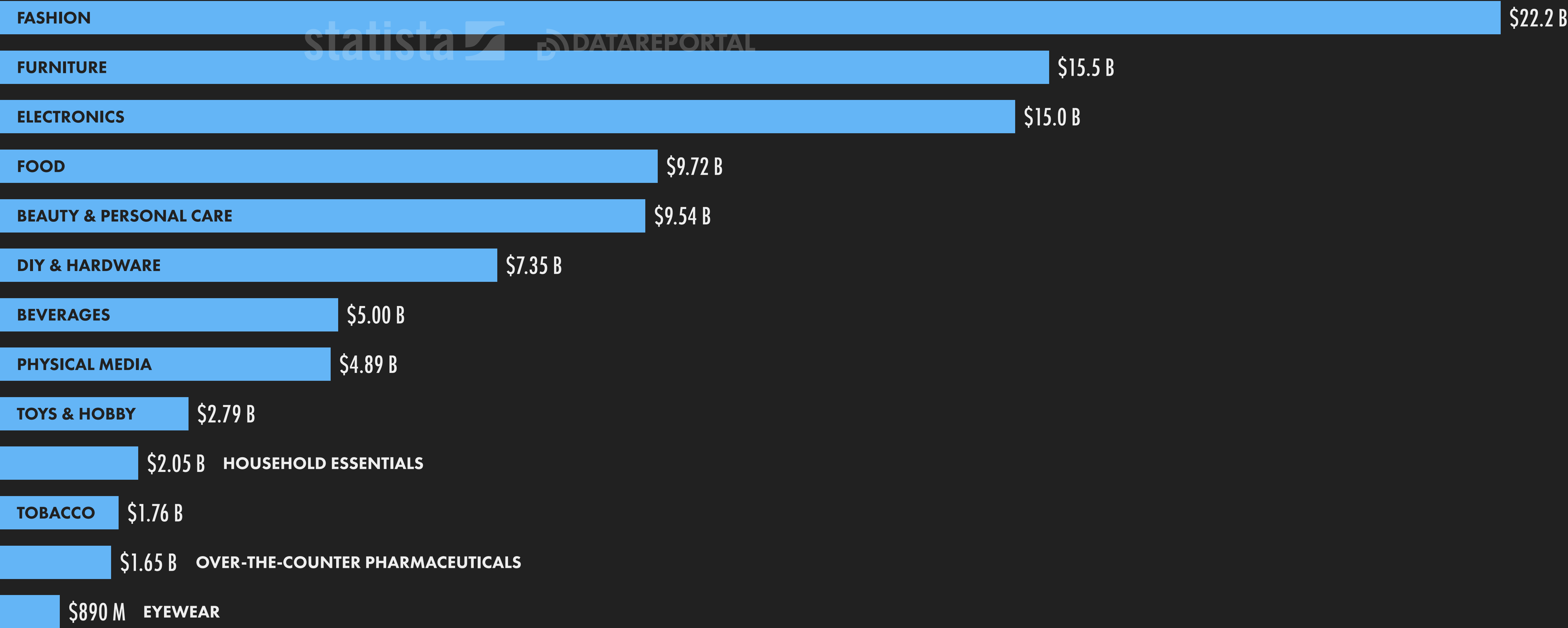
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<O> Meltwater

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ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)

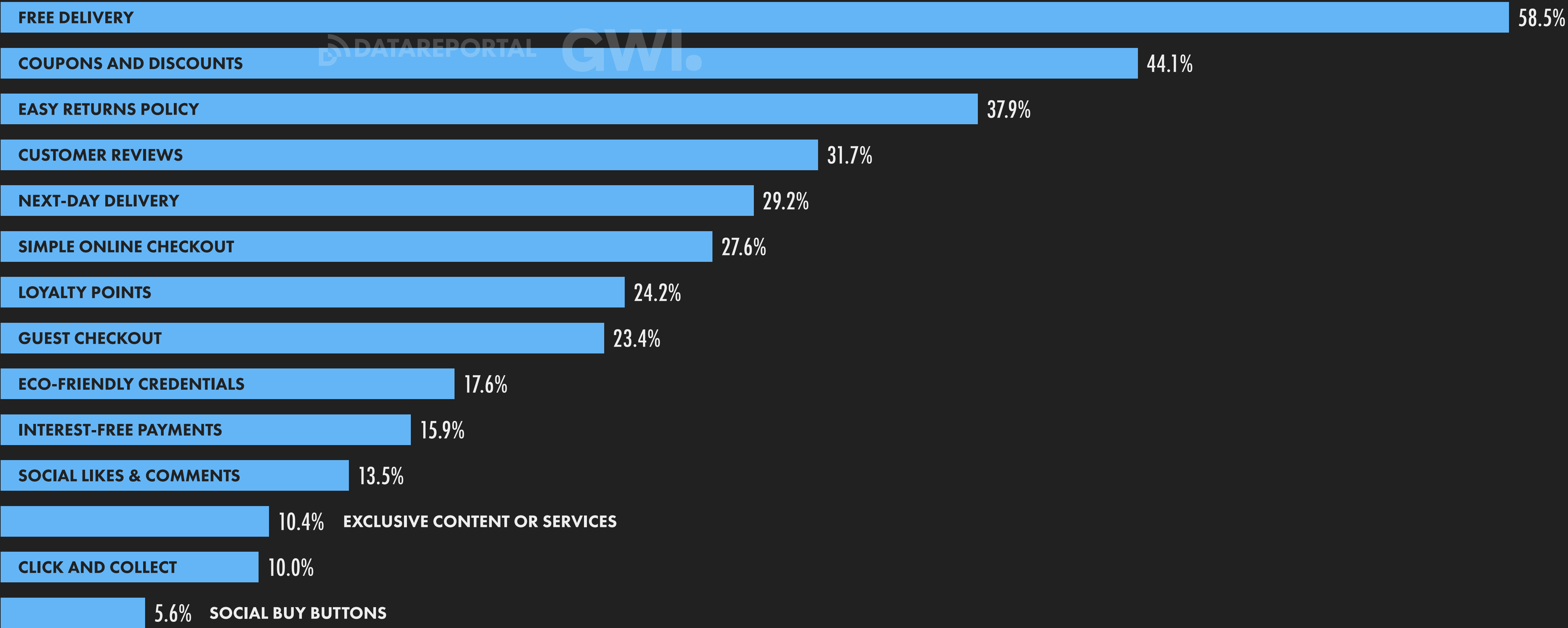


SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 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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ONLINE PURCHASE DRIVERS

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



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TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	SAMSUNG	82
03	IPHONE	78
04	AMAZON	69
05	JACKE	68
06	LEGO	63
07	SNEAKER	50
08	BMW	50
09	IKEA	43
10	KLEID	37

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	AUDI	33
12	FAHRRAD	30
13	PS5	28
14	IPHONE 15	26
15	EBAY	24
16	BETT	23
17	SOFA	22
18	FORD	22
19	GOOGLE	21
20	ROSSMANN	20

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **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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ONLINE GROCERY SHOPPING OVERVIEW

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



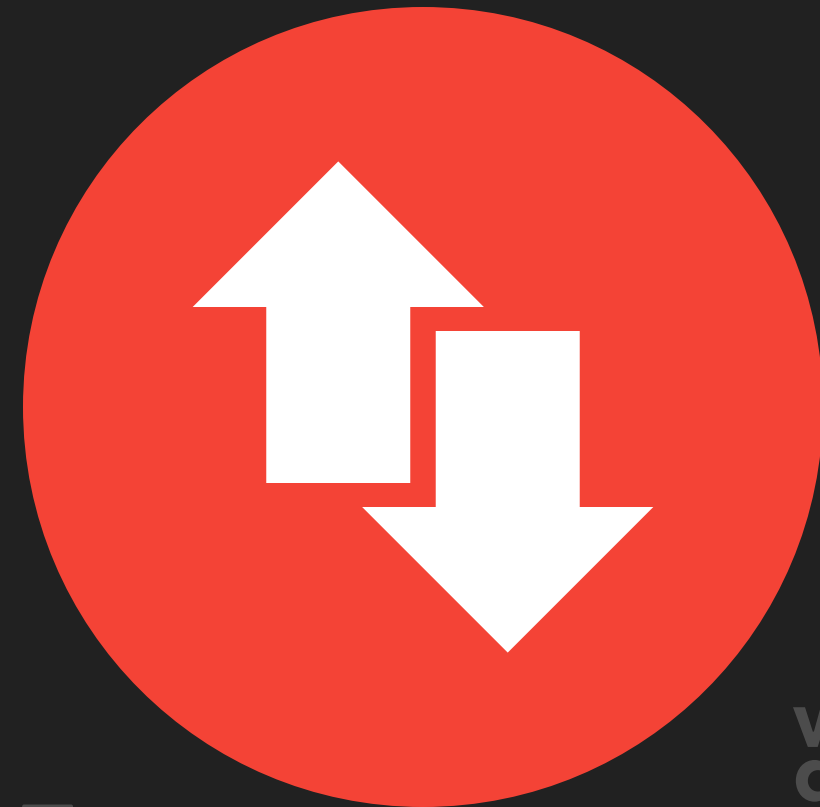
NUMBER OF PEOPLE
ORDERING GROCERIES
VIA ONLINE PLATFORMS



statista

24.0
MILLION

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



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+6.0%
+1.36 MILLION

TOTAL ANNUAL VALUE
OF ONLINE GROCERY
ORDERS (USD, 2024)



Meltwater

\$9.10
BILLION

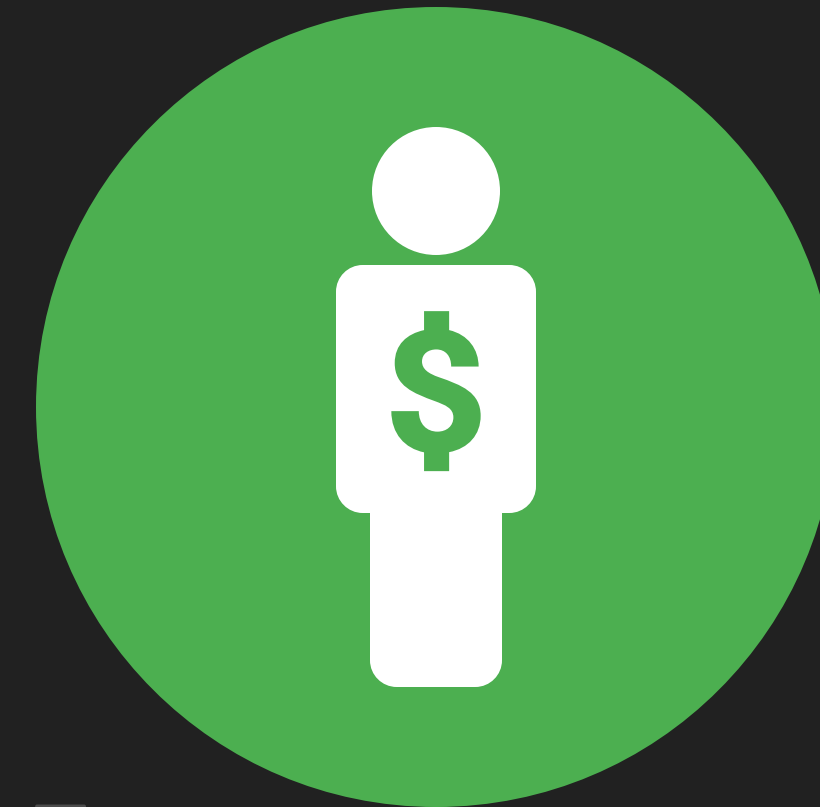
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
GROCERY ORDERS



statista

+23.3%
+\$1.72 BILLION

AVERAGE ANNUAL SPEND
PER USER: ONLINE GROCERY
ORDERS (USD, 2024)



\$378

SOURCE: STATISTA MARKET INSIGHTS. NOTES: INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)



GERMANY

FLIGHTS



**\$18.9
BILLION**

YEAR-ON-YEAR CHANGE
+4.6% (+\$839 MILLION)

statista

TRAINS



**\$4.35
BILLION**

YEAR-ON-YEAR CHANGE
+3.9% (+\$162 MILLION)



CAR RENTALS



**\$2.77
BILLION**

YEAR-ON-YEAR CHANGE
+3.2% (+\$85 MILLION)

statista

LONG-DISTANCE BUSES



**\$645
MILLION**

YEAR-ON-YEAR CHANGE
+2.6% (+\$16 MILLION)

HOTELS



**\$13.5
BILLION**

YEAR-ON-YEAR CHANGE
+4.3% (+\$555 MILLION)



PACKAGE HOLIDAYS



**\$33.9
BILLION**

YEAR-ON-YEAR CHANGE
+5.0% (+\$1.6 BILLION)

statista

VACATION RENTALS



**\$3.08
BILLION**

YEAR-ON-YEAR CHANGE
+3.8% (+\$112 MILLION)



CRUISES



**\$931
MILLION**

YEAR-ON-YEAR CHANGE
+4.6% (+\$41 MILLION)

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ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

10.1
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



we
are
social

+2.1%
+210 THOUSAND

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



Meltwater

\$1.64
BILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



statista

+3.1%
+\$50.0 MILLION

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



\$162

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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DIGITAL FINANCE

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2025

USE OF ONLINE FINANCIAL SERVICES

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



GERMANY

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



39.7%

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



29.5%

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



9.9%

GWJ.



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OVERVIEW OF CONSUMER DIGITAL PAYMENTS

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



NUMBER OF
PEOPLE MAKING
DIGITAL PAYMENTS



statista

62.8
MILLION

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



+8.3%
+4.79 MILLION

TOTAL ANNUAL VALUE
OF DIGITAL PAYMENT
TRANSACTIONS (USD, 2024)



statista

\$303
BILLION

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



+10.7%
+\$29.2 BILLION

AVERAGE ANNUAL VALUE
OF DIGITAL PAYMENTS
PER USER (USD, 2024)



\$4,820

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2024, 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.



ONLINE HEALTH & FITNESS

FEB
2025

DIGITAL HEALTH, FITNESS, AND WELLBEING

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



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



GWI.

23.8%

CHECK HEALTH
SYMPTOMS ONLINE
EACH WEEK



25.4%

USE ONLINE RESOURCES
TO IDENTIFY TREATMENTS
FOR EVERYDAY AILMENTS



GWI.

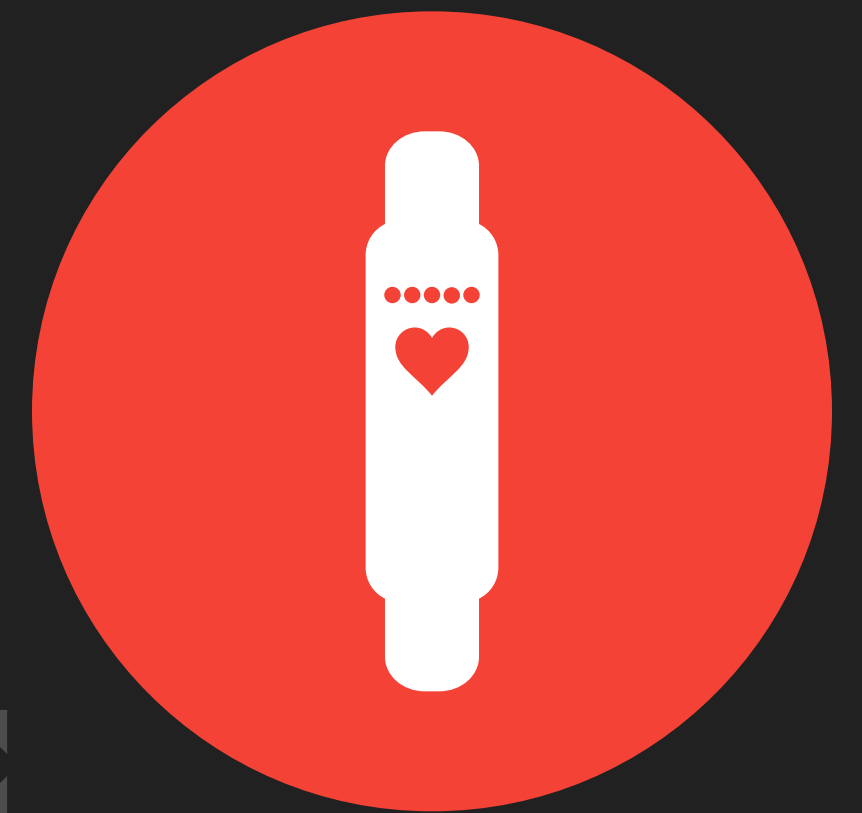
75.5%

OWN A
SMARTWATCH
(E.G. APPLE WATCH)



30.3%

OWN A SMART
WRISTBAND
(E.G. FITBIT)



12.8%

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

26.4
MILLION

YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
HEALTH TREATMENT & CARE



Meltwater

+27.4%
+5.67 MILLION

TOTAL ANNUAL VALUE OF THE
DIGITAL HEALTH TREATMENT &
CARE MARKET (USD, 2024)



statista

\$2.32
BILLION

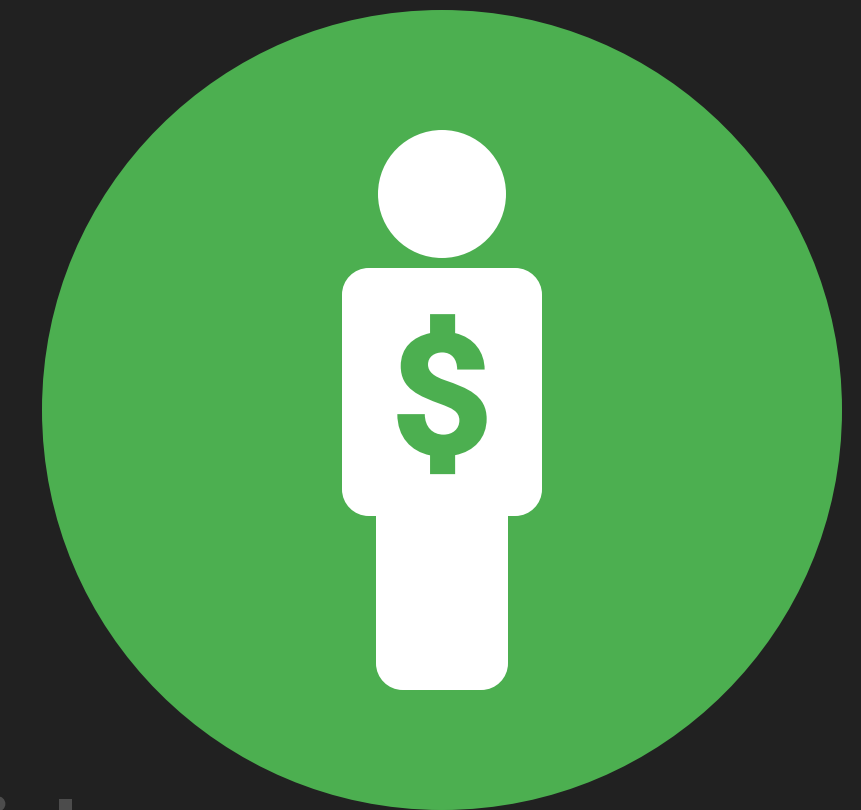
YEAR-ON-YEAR CHANGE IN
MARKET VALUE: DIGITAL HEALTH
TREATMENT & CARE MARKET



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social

+18.4%
+\$360 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL HEALTH
TREATMENT & CARE (USD, 2024)



\$87.93

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Meltwater

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2025

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

1.91
MILLION

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES



Meltwater

+4.4%
+80.0 THOUSAND

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



statista

\$470
MILLION

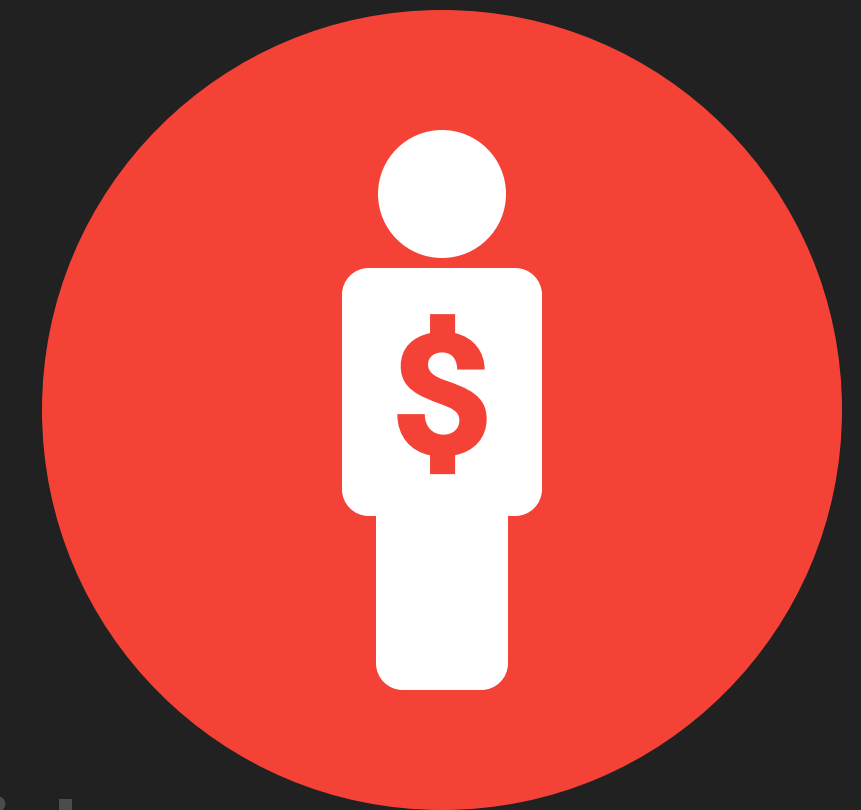
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



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+9.3%
+\$40.0 MILLION

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



\$248

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DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

40.6
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+10.2%
+3.74 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2024)



statista

\$2.07
BILLION

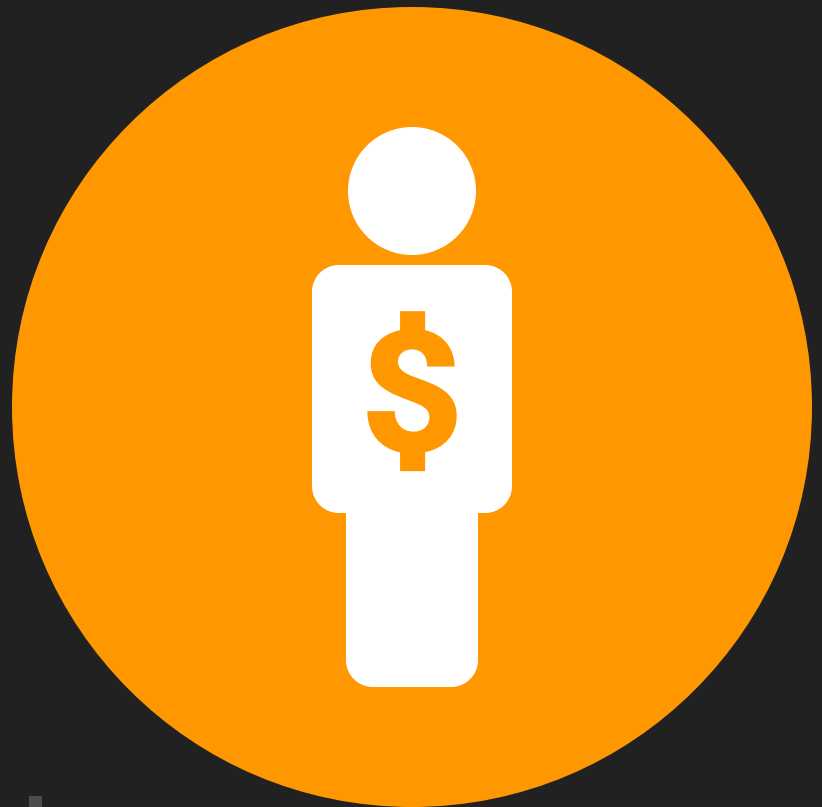
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+15.6%
+\$280 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2024)



\$50.97

SOURCE: STATISTA MARKET INSIGHTS. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES.

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Meltwater



SMART HOME

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SMART HOME MARKET OVERVIEW

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



NUMBER OF HOMES WITH
SMART HOME DEVICES



statista

**19.4
MILLION**

YEAR-ON-YEAR CHANGE
+19.6% (+3.2 MILLION)

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



KEPIOS

**\$8.71
BILLION**

YEAR-ON-YEAR CHANGE
+11.4% (+\$890 MILLION)

VALUE OF SMART HOME
APPLIANCES MARKET



statista

**\$2.95
BILLION**

YEAR-ON-YEAR CHANGE
+12.6% (+\$330 MILLION)

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



statista

**\$1.90
BILLION**

YEAR-ON-YEAR CHANGE
+13.1% (+\$220 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$900
MILLION**

YEAR-ON-YEAR CHANGE
+12.5% (+\$100 MILLION)

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



statista

**\$910
MILLION**

YEAR-ON-YEAR CHANGE
+3.4% (+\$30 MILLION)

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$1.08
BILLION**

YEAR-ON-YEAR CHANGE
+12.5% (+\$120 MILLION)

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$960
MILLION**

YEAR-ON-YEAR CHANGE
+10.3% (+\$90 MILLION)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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AVERAGE ANNUAL REVENUE PER SMART HOME

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



PENETRATION OF
SMART HOME DEVICES



44.9%

YEAR-ON-YEAR CHANGE
+19.2% (+722 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$449

YEAR-ON-YEAR CHANGE
-6.8% (-\$32.80)

KEPIOS

ARPU: SMART
HOME APPLIANCES



\$313

YEAR-ON-YEAR CHANGE
-15.5% (-\$57.30)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$123

YEAR-ON-YEAR CHANGE
-14.8% (-\$21.40)

ARPU: SMART HOME
SECURITY DEVICES

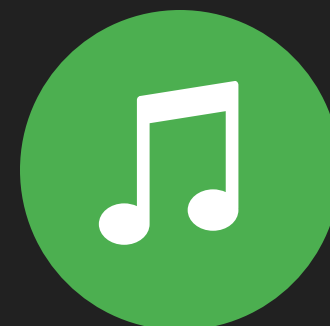


\$98.35

YEAR-ON-YEAR CHANGE
-15.9% (-\$18.65)



ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$85.50

YEAR-ON-YEAR CHANGE
-26.5% (-\$30.80)

statista

ARPU: SMART HOME
COMFORT & LIGHTING

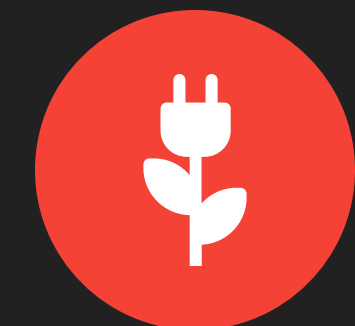


\$71.15

YEAR-ON-YEAR CHANGE
-15.4% (-\$13.00)



ARPU: SMART HOME
ENERGY MANAGEMENT



\$84.26

YEAR-ON-YEAR CHANGE
-17.6% (-\$17.94)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).



ENTERTAINMENT

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2025

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



GERMANY

PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



97.4%



YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



-0.2%
-20 BPS

GWl.

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



3H 23M



YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



+0.2%
<+1 MIN

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



92.2%

GWl.

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 21M



YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



+9.7%
+7 MINS

GWl.

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



39.9%

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	REBEL RIDGE	100
02	BLAME THE GAME	99
03	THE EQUALIZER 3	96
04	SOCIETY OF THE SNOW	88
05	THE UNION	87
06	ANYONE BUT YOU	86
07	DAMSEL	81
08	LIFT	80
09	BEVERLY HILLS COP: AXEL F	73
10	DAS PERFEKTE GEHEIMNIS	73

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	BRIDGERTON	100
02	FOOL ME ONCE	85
03	EMILY IN PARIS	78
04	MURDER MINDFULLY	77
05	BABY REINDEER	71
06	THE GENTLEMEN	70
07	KAULITZ & KAULITZ	61
08	MONSTERS	54
09	THE PERFECT COUPLE	53
10	NOBODY WANTS THIS	52

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MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	INSIDE OUT	100
02	MOANA	78
03	INSIDE OUT 2	59
04	FROZEN	44
05	DEADPOOL	36
06	KINGDOM OF THE PLANET OF THE APES	35
07	DEADPOOL & WOLVERINE	31
08	DESCENDANTS: THE RISE OF RED	26
09	THE CREATOR	26
10	HOME ALONE 2: LOST IN NEW YORK	25

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	88
03	FAMILY GUY	65
04	HOW I MET YOUR MOTHER	53
05	THE SIMPSONS	44
06	THE ROOKIE	43
07	BLUEY	33
08	CRIMINAL MINDS	25
09	36,900	16
10	STAR WARS: THE ACOLYTE	14

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	THE IDEA OF YOU	93
03	ROAD HOUSE	85
04	SALTBURN	76
05	HOTEL DESIRE	73
06	THE MINISTRY OF UNGENTLEMANLY WARFARE	64
07	THE MARSH KING'S DAUGHTER	63
08	LAND OF BAD	60
09	HARRY POTTER AND THE CHAMBER OF SECRETS	59
10	DOG	58

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	LOL: LAST ONE LAUGHING	100
02	MAXTON HALL - THE WORLD BETWEEN US	80
03	THE DISCOUNTERS	71
04	THE LORD OF THE RINGS: THE RINGS OF POWER	71
05	REACHER	65
06	FALLOUT	64
07	THE BOYS	56
08	7 VS. WILD	41
09	THOSE ABOUT TO DIE	35
10	THE PERFECT MISS	32

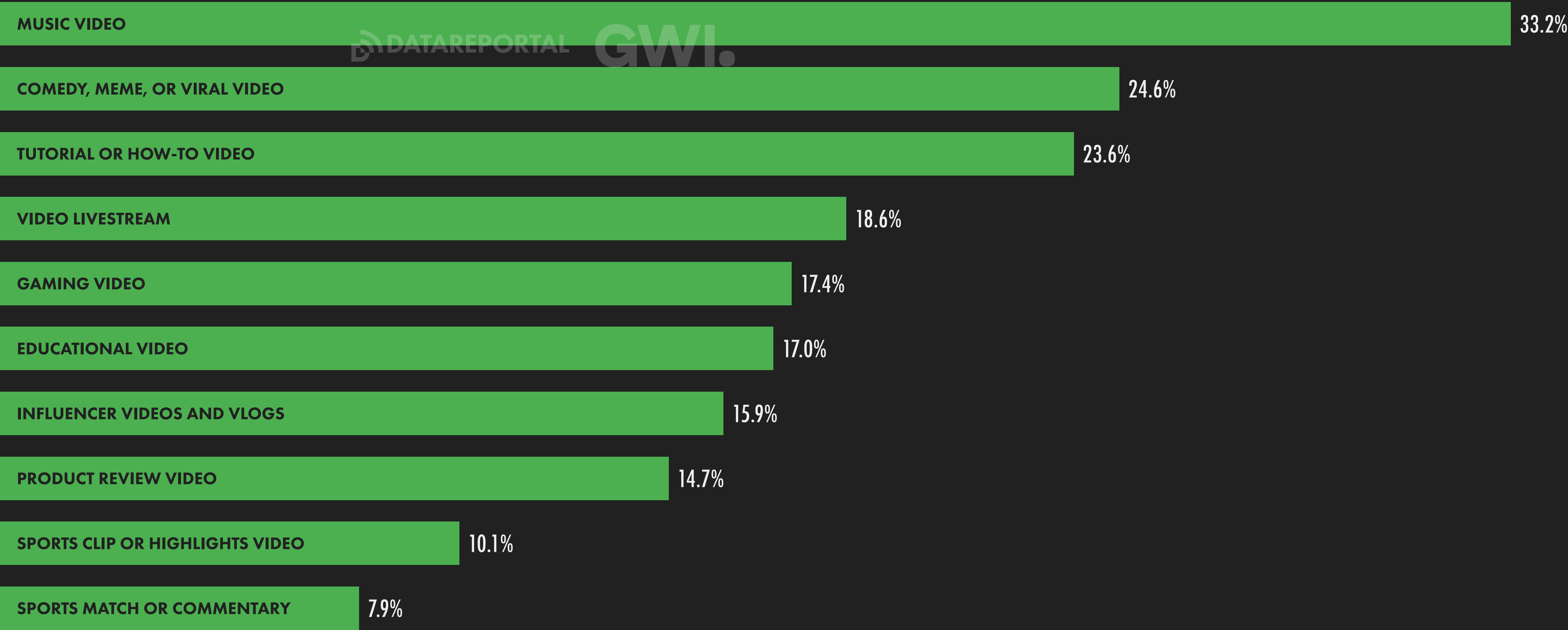
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TYPES OF ONLINE VIDEO CONTENT WATCHED

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



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ONLINE AUDIO

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



WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



33.2%

GW.

LISTEN TO MUSIC
STREAMING SERVICES



43.7%



LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



26.1%

GW.

LISTEN TO
PODCASTS



23.6%



LISTEN TO
AUDIO BOOKS



14.4%

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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



GERMANY

ANY DEVICE

80.9%

SMARTPHONE

62.3%

LAPTOP OR DESKTOP

36.8%

GAMES CONSOLE

34.8%

TABLET

24.2%

7.9%

HAND-HELD GAMING DEVICE

5.3%

MEDIA STREAMING DEVICE

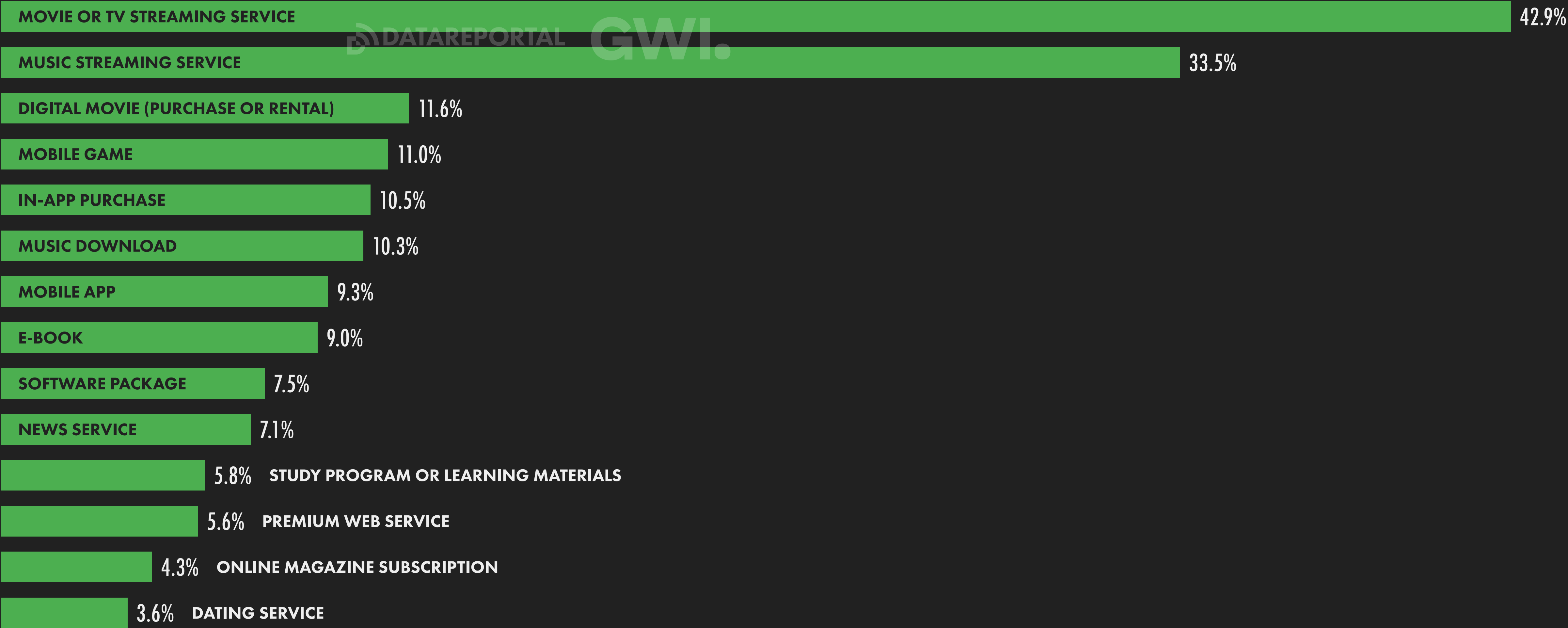
4.4%

VIRTUAL REALITY HEADSET

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DIGITAL CONTENT PURCHASES

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



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DIGITAL MEDIA SPEND

FULL-YEAR 2024 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



\$15.1
BILLION

YEAR-ON-YEAR CHANGE
+10.3% (+\$1.4 BILLION)

VIDEO GAMES



\$5.36
BILLION

YEAR-ON-YEAR CHANGE
+11.0% (+\$530 MILLION)

VIDEO-ON-DEMAND



\$6.43
BILLION

YEAR-ON-YEAR CHANGE
+13.2% (+\$750 MILLION)

EPUBLISHING



\$1.59
BILLION

YEAR-ON-YEAR CHANGE
+3.2% (+\$50 MILLION)

DIGITAL MUSIC



\$1.76
BILLION

YEAR-ON-YEAR CHANGE
+5.4% (+\$90 MILLION)

statista



statista



KEPIOS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

**we
are
social**

<O> Meltwater

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DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



TOTAL



statista

\$354

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+9.5% (+\$30.80)

VIDEO GAMES



we
are
social

\$432

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+6.7% (+\$27.30)

VIDEO-ON-DEMAND



Meltwater

\$150

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+12.5% (+\$16.70)

EPUBLISHING



statista

\$103

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+1.1% (+\$1.10)

DIGITAL MUSIC



\$49.40

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+2.3% (+\$1.13)



SOCIAL MEDIA USE

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OVERVIEW OF SOCIAL MEDIA USE

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



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



65.5
MILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



-3.4%
-2.3 MILLION



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



1H 41M
YOY: +2.4% (+2 MINS)



AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



5.5
YOY: +1.9% (+0.1)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



77.6%

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



83.4%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



83.0%

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



49.6%

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



50.4%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). NOTE: 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.

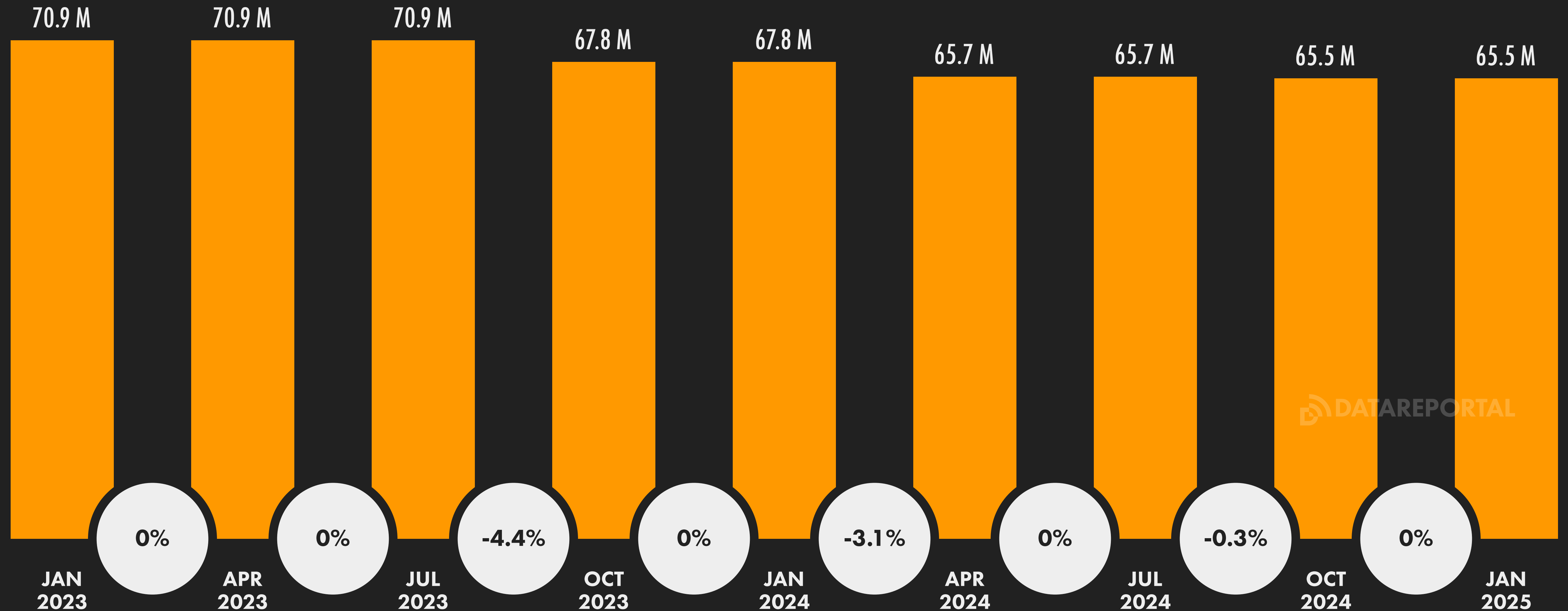
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SOCIAL MEDIA USE OVER TIME (QOQ)

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



GERMANY



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](#).

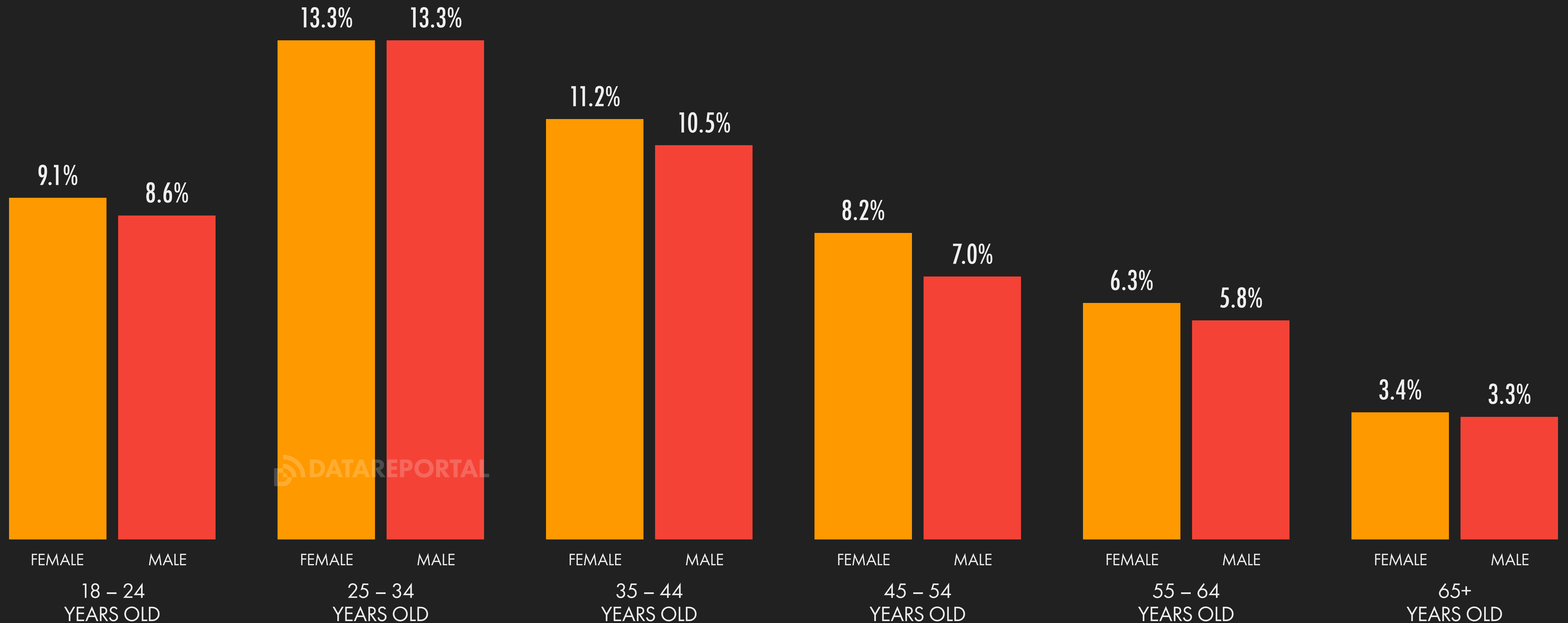
we
are
social

<O> Meltwater

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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

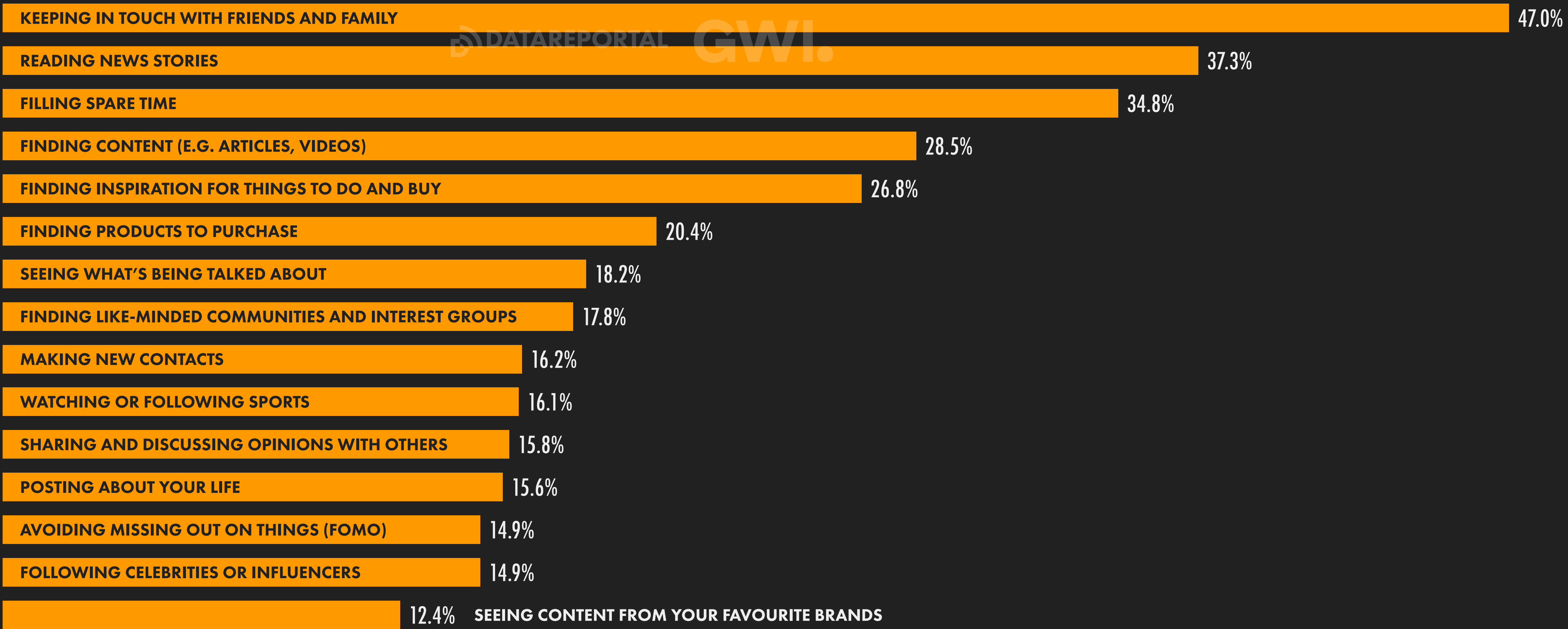


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO 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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MAIN REASONS FOR USING SOCIAL MEDIA

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



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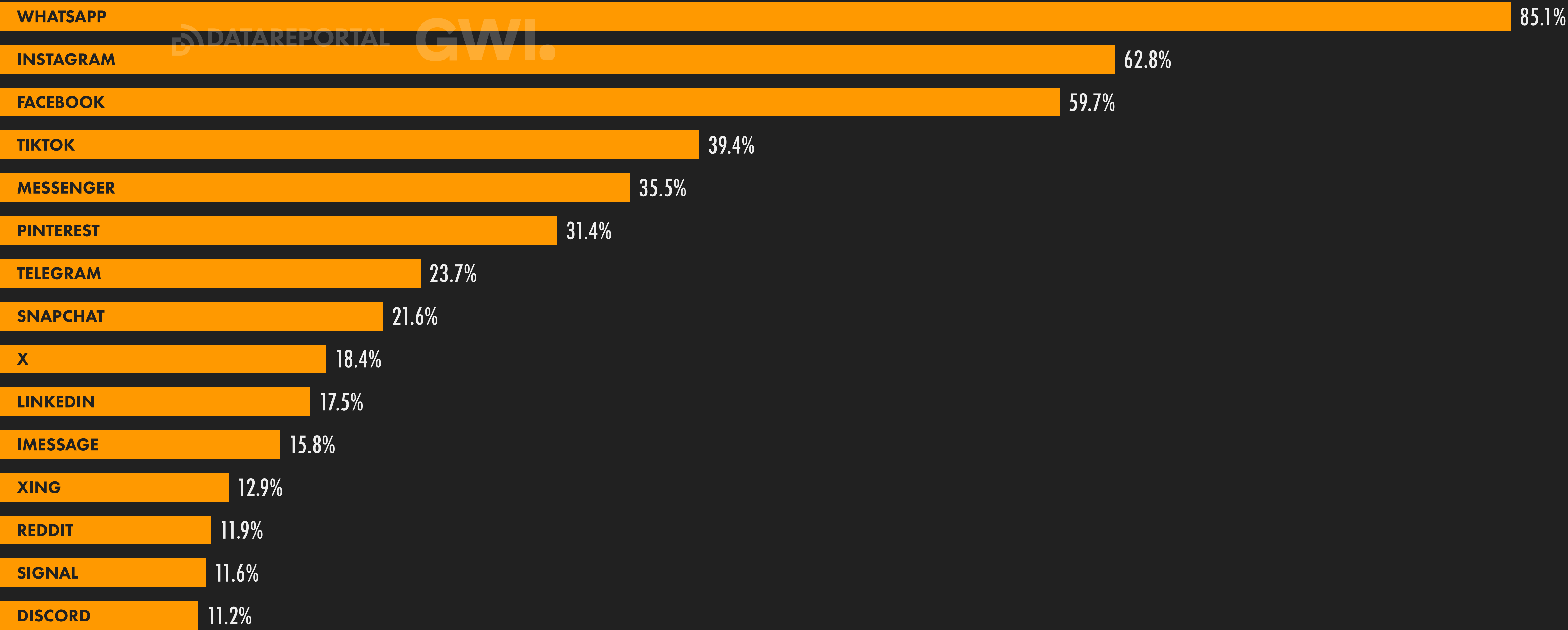
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



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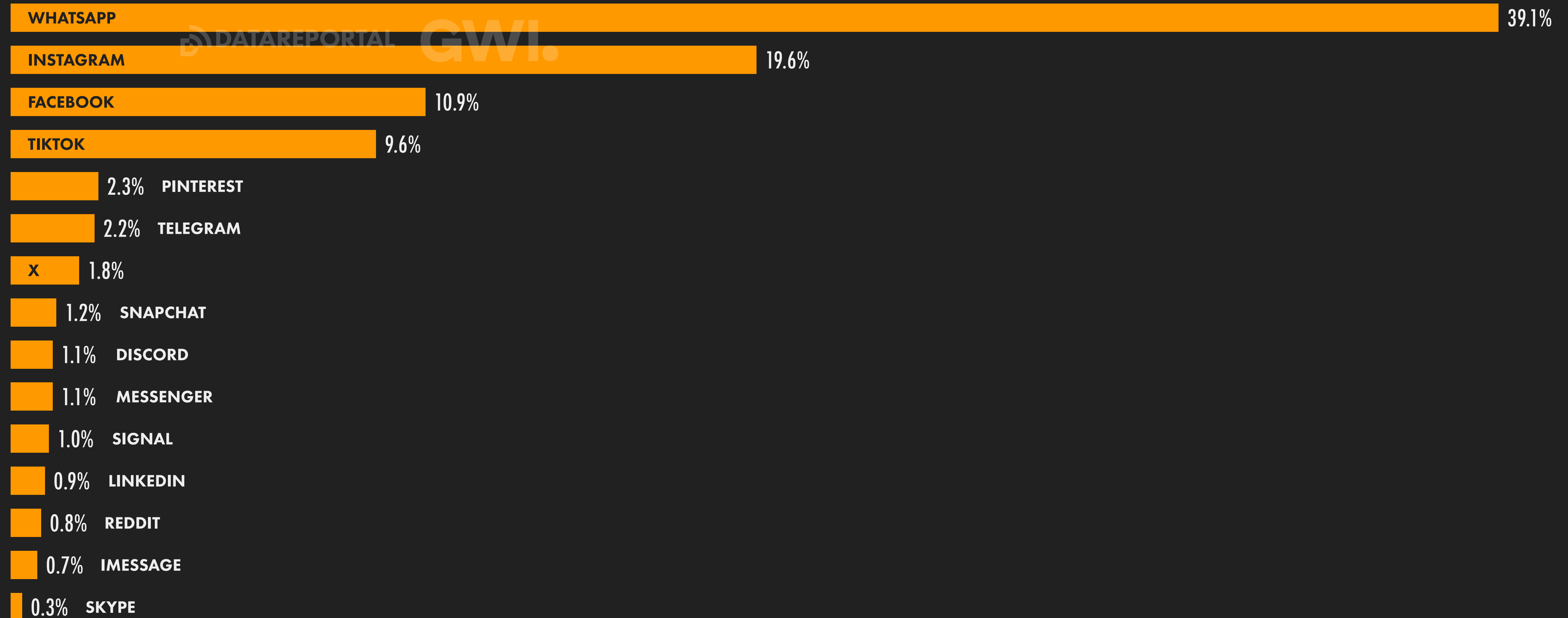
FAVOURITE SOCIAL MEDIA PLATFORMS

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

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



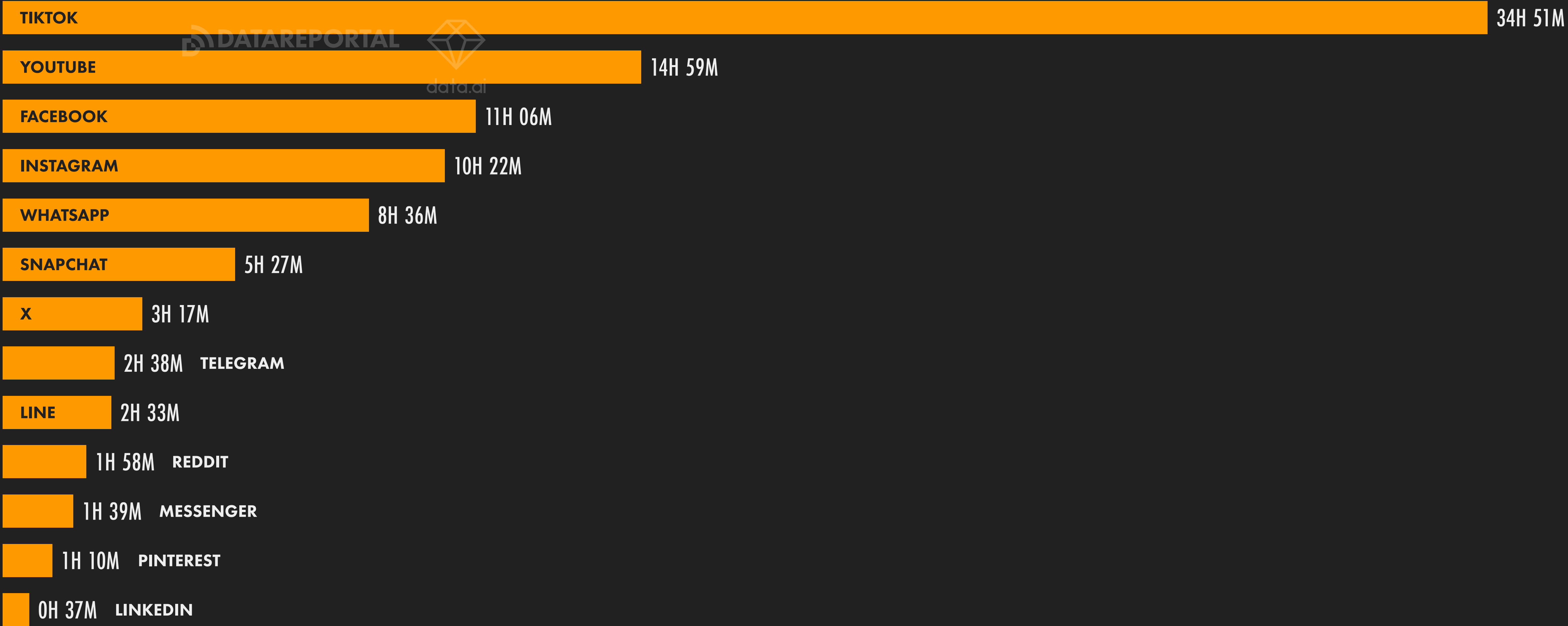
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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



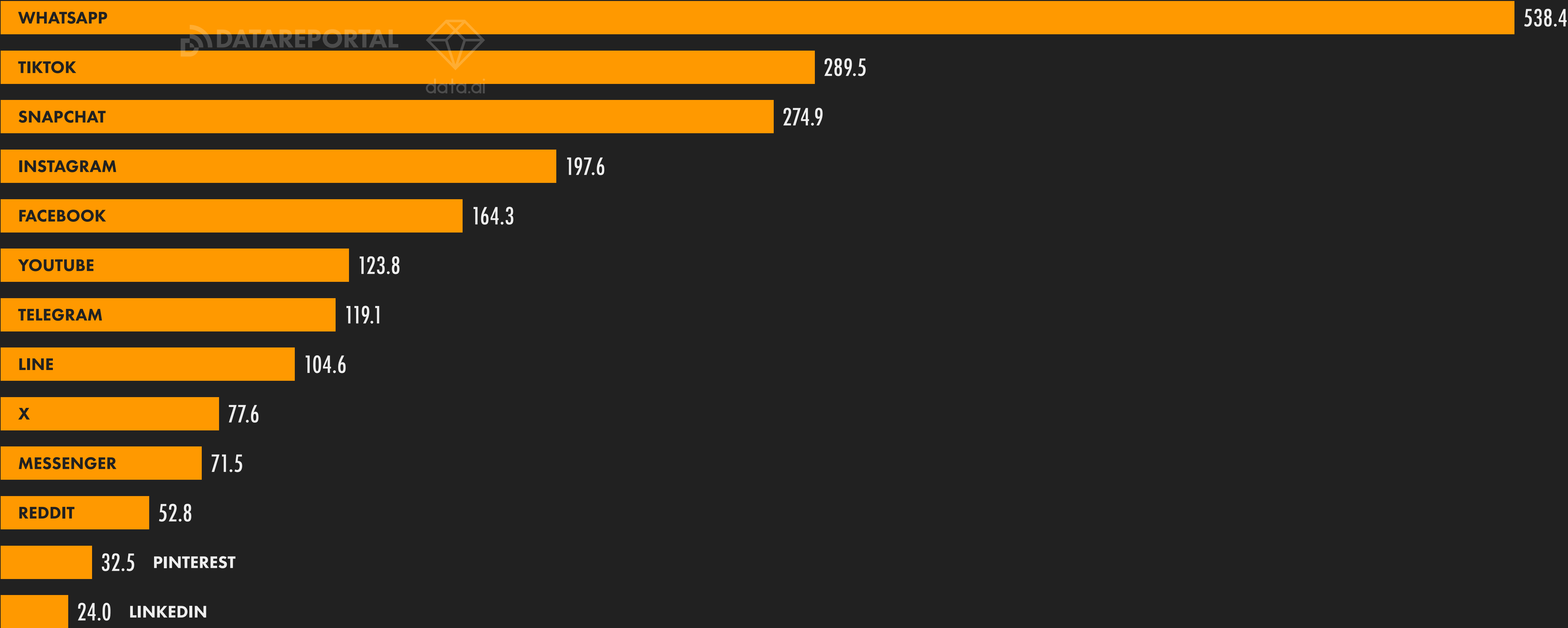
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SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

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



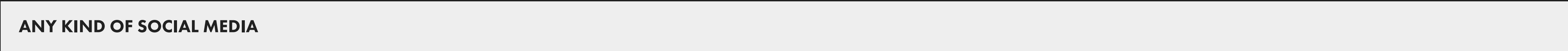
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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

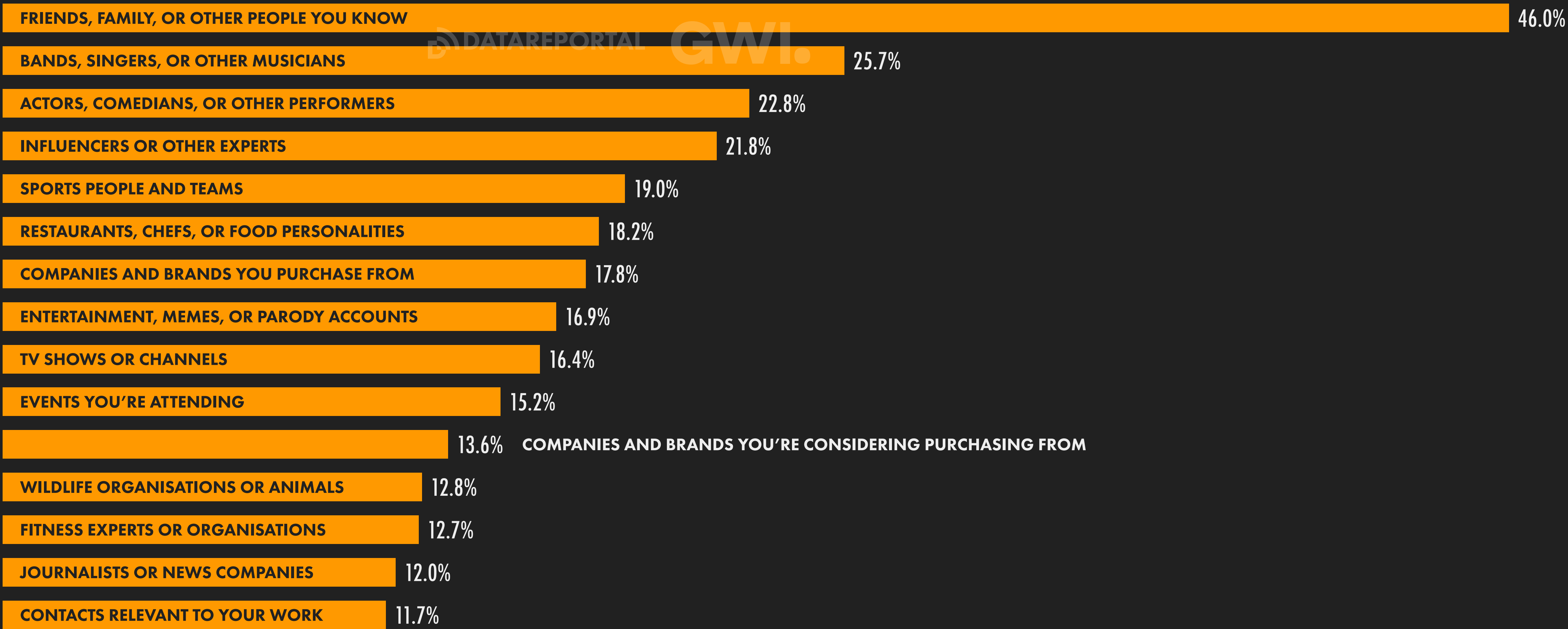
PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT **BRANDS AND PRODUCTS**



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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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



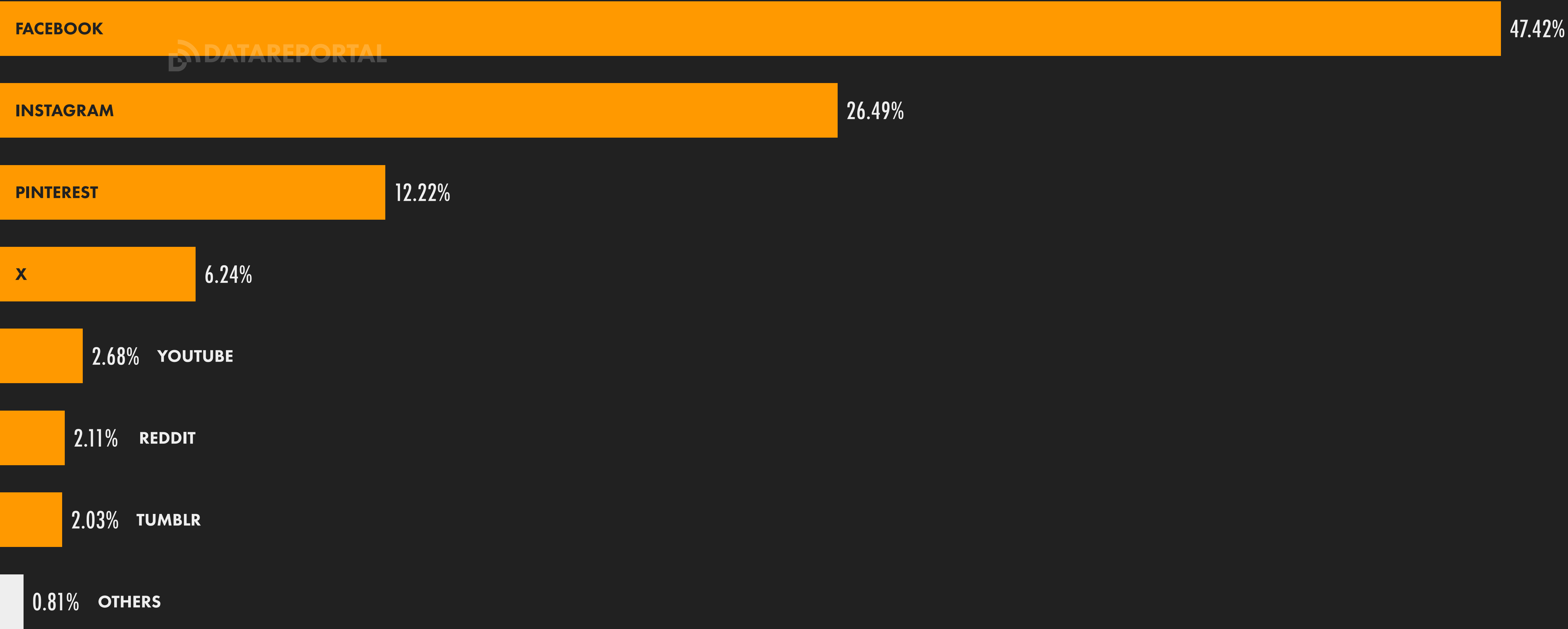
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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

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



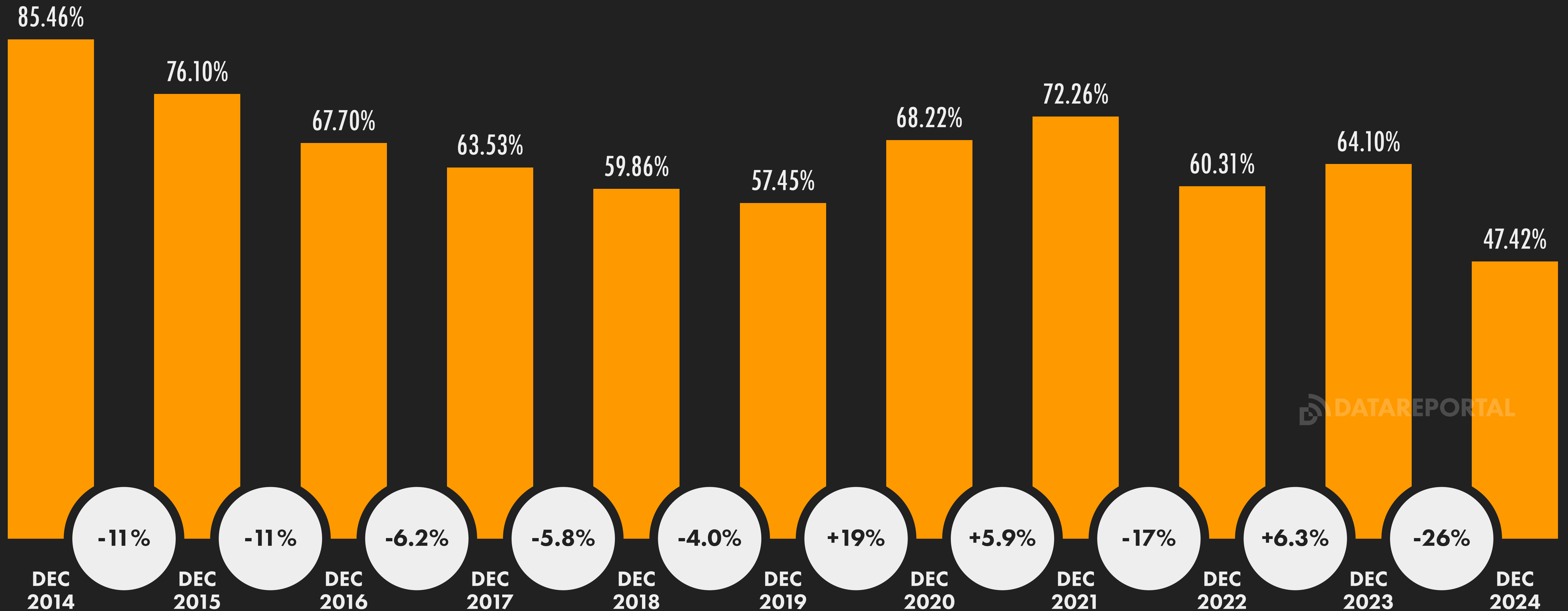
GERMANY



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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)



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN DECEMBER 2024.



YOUTUBE

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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



TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



65.5
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



77.6%

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



83.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



-3.4%
-2.30 MILLION

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



49.6%

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



50.4%

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



83.4%

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



81.1%

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



85.9%

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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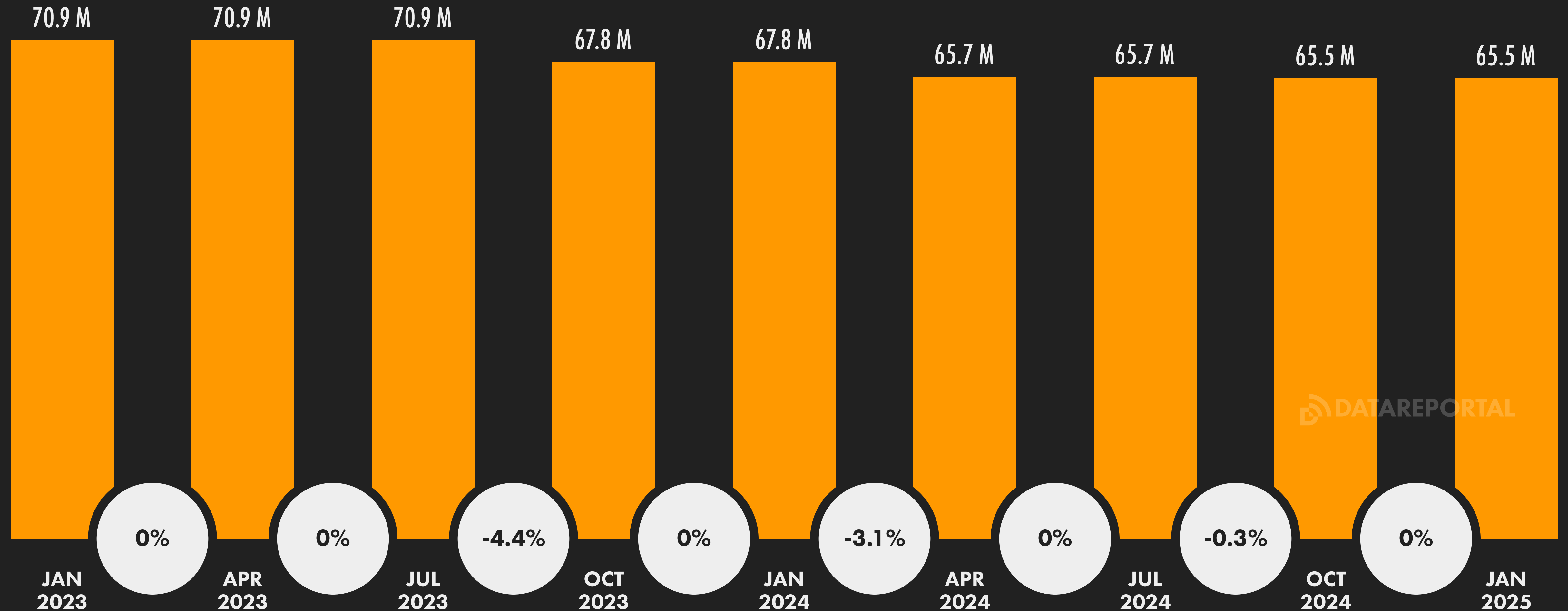
YOUTUBE: REPORTED ADVERTISING REACH

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



GERMANY



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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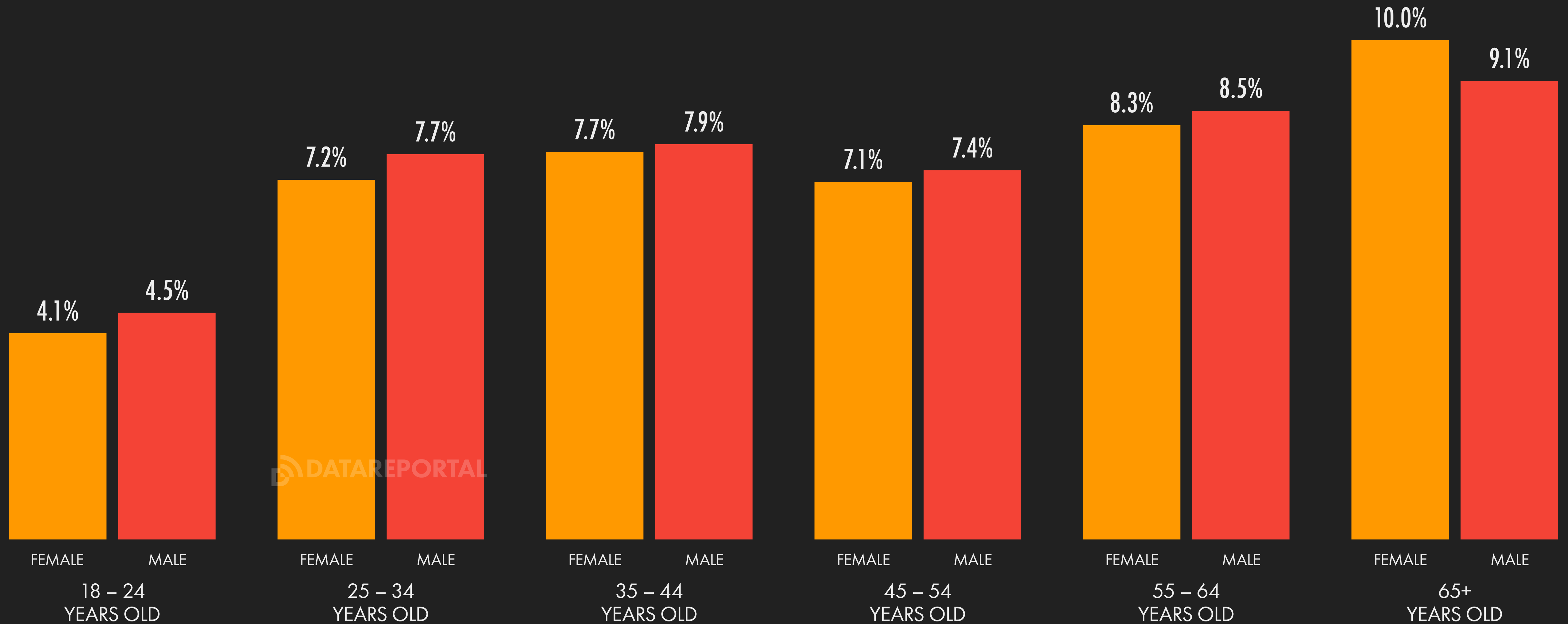
YOUTUBE: ADVERTISING AUDIENCE PROFILE

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



GERMANY



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS 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](#).

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



GERMANY

#	SEARCH QUERY	INDEX
01	MUSIC	100
02	MINECRAFT	87
03	MUSIK	81
04	ASMR	72
05	DOKU	62
06	FORTNITE	57
07	YOUTUBE	49
08	ROBLOX	46
09	TIKTOK	37
10	WELT	34

#	SEARCH QUERY	INDEX
11	PALUTEN	34
12	BRAWL STARS	31
13	SHORTS	30
14	NEWS	29
15	ICRIMAX	29
16	KARAOKE	27
17	AUTO	26
18	اغاني	26
19	ANIME	23
20	KINDERLIEDER	23

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **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

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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



TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



24.5
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



29.0%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



31.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-4.9%
-1.25 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+2.3%
+550 THOUSAND

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



50.2%

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



49.8%

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



34.7%

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



34.0%

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



35.1%

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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2025

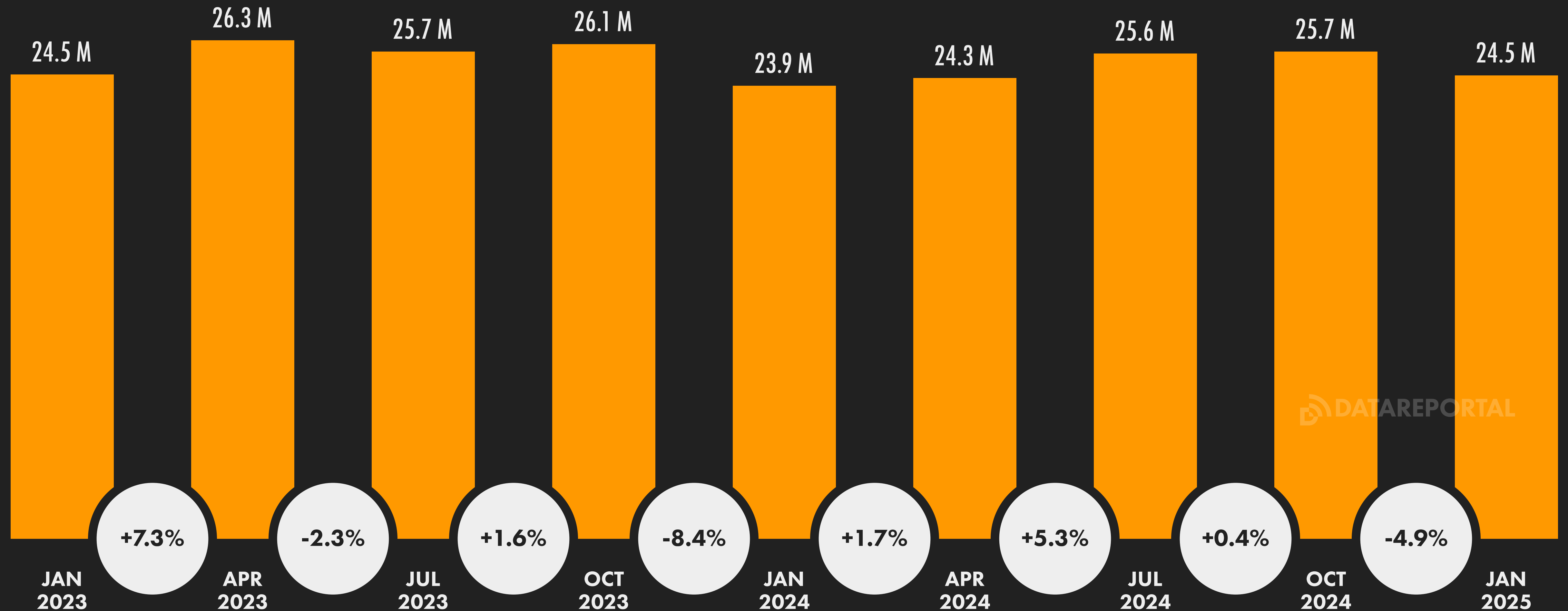
FACEBOOK: REPORTED ADVERTISING REACH

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



GERMANY



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](#).

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2025

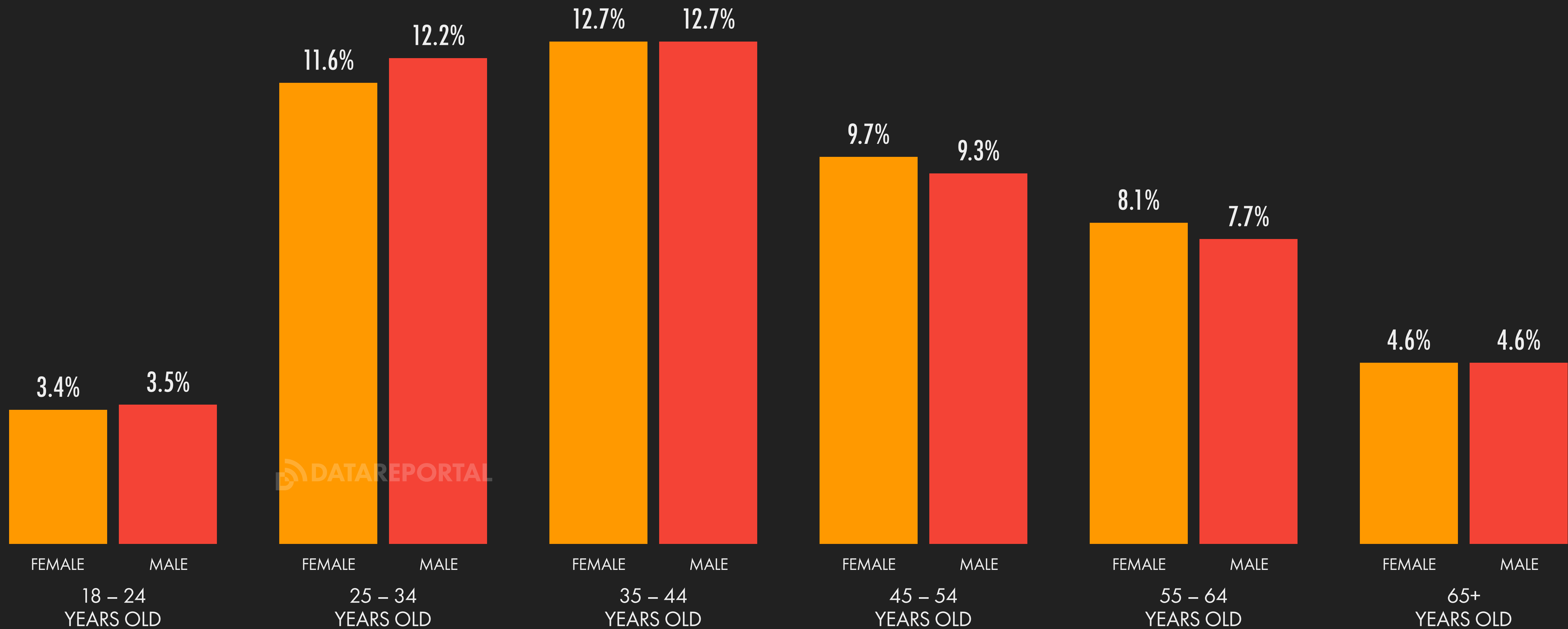
FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ 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



GERMANY



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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FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: ALL POST TYPES



locowise

0.05%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: PHOTO POSTS



we
are
social

0.10%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: VIDEO POSTS



locowise

0.06%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: LINK POSTS



Meltwater

0.02%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: STATUS POSTS



0.20%

FEB
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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER



AVERAGE FACEBOOK PAGE
POST ENGAGEMENT RATE:
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. PAGE FOLLOWERS

0.12%

ENGAGEMENTS vs. POST REACH

4.75%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH FEWER THAN 10,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.20%

ENGAGEMENTS vs. POST REACH

4.30%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH 10,000 TO 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.13%

ENGAGEMENTS vs. POST REACH

4.80%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH MORE THAN 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.07%

ENGAGEMENTS vs. POST REACH

4.90%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: REELS POSTS



0.13%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS



0.25%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS



0.17%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS



0.25%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS



0.30%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS



0.05%

FEB
2025

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER



FACEBOOK POST ENGAGEMENTS
vs. POST REACH: REELS POSTS



5.10%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS



4.60%



FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS



4.25%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS



4.65%



FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS



5.30%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS



5.00%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF SIGNIFICANT OUTLIERS. PRIOR TO THIS DATE, VALUES WERE NOT ADJUSTED.



INSTAGRAM

FEB
2025

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



TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



31.3
MILLION



INSTAGRAM AD REACH
vs. TOTAL POPULATION



37.0%



INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



39.6%



QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-2.3%
-750 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+3.0%
+900 THOUSAND

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



52.6%



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



47.4%



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



44.4%



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



45.0%



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



42.2%

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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2025

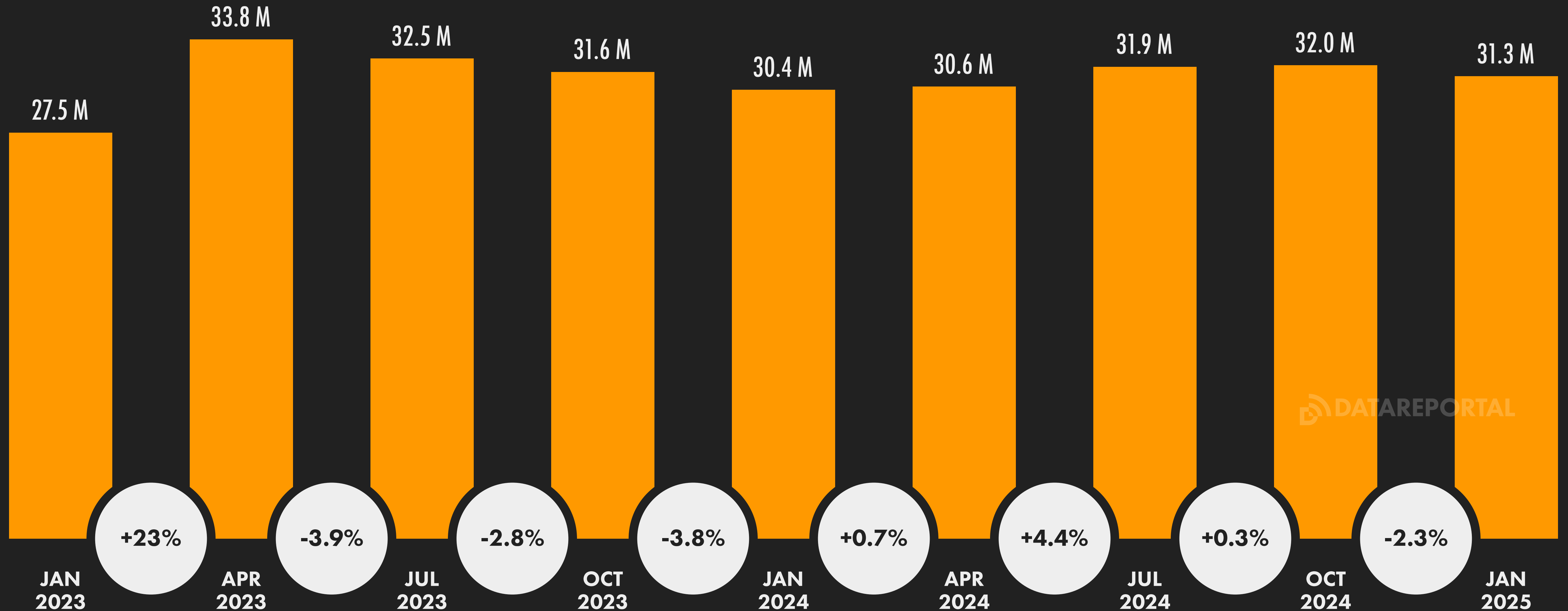
INSTAGRAM: REPORTED ADVERTISING REACH

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



GERMANY



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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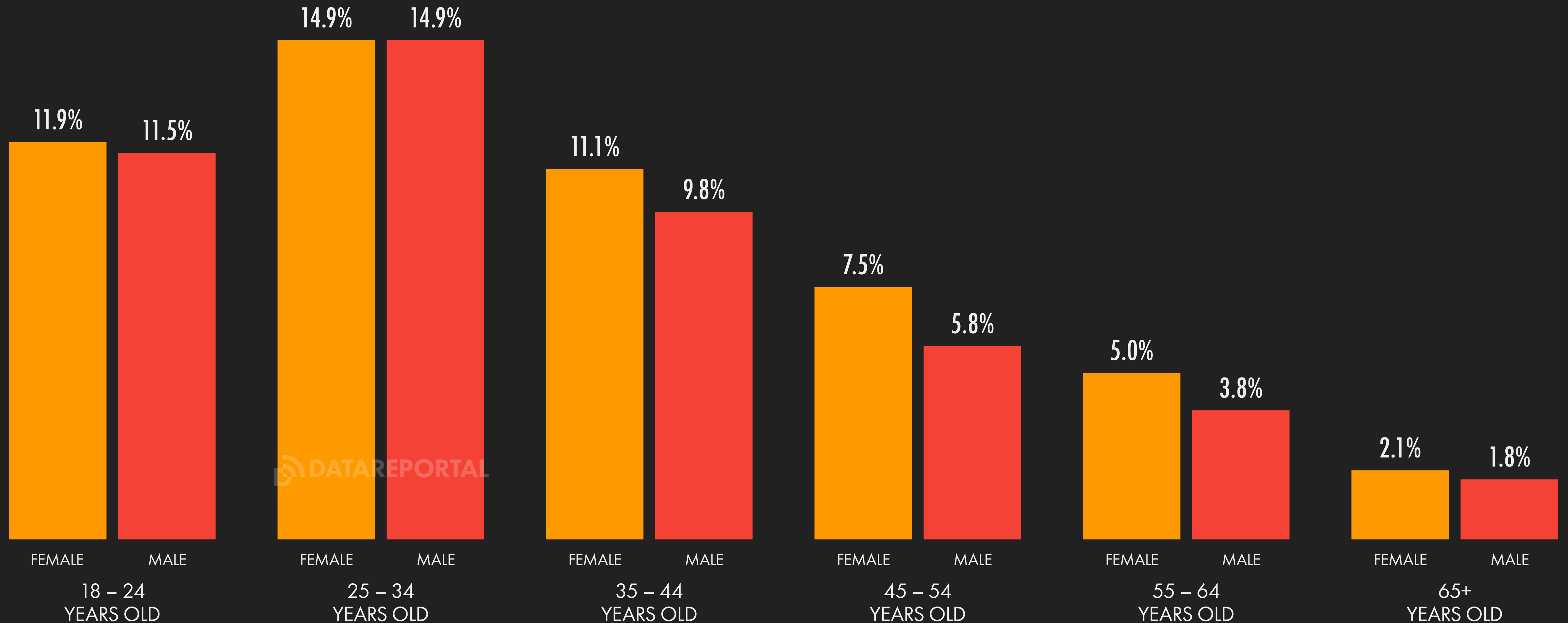
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ 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



GERMANY



DATA REPORTAL

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2025

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY **INSTAGRAM BUSINESS ACCOUNTS**, AS REPORTED BY **SOCIALINSIDER**



AVERAGE INSTAGRAM POST
ENGAGEMENT RATE: **OVERALL**
AVERAGE FOR BUSINESS ACCOUNTS



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.80%

ENGAGEMENTS vs. POST REACH

3.75%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
FEWER THAN 10,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.95%

ENGAGEMENTS vs. POST REACH

4.25%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
10,000 TO 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.75%

ENGAGEMENTS vs. POST REACH

3.55%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
MORE THAN 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.70%

ENGAGEMENTS vs. POST REACH

3.80%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

FEB
2025

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY **INSTAGRAM BUSINESS ACCOUNTS**, AS REPORTED BY **SOCIALINSIDER**



AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **ALL POST TYPES**



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.80%

ENGAGEMENTS vs. POST REACH

3.75%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **IMAGE POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.80%

ENGAGEMENTS vs. POST REACH

3.80%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **REELS POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.80%

ENGAGEMENTS vs. POST REACH

4.00%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **CAROUSEL POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.80%

ENGAGEMENTS vs. POST REACH

3.55%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.



TIKTOK



GUIDANCE ON TRENDS IN TIKTOK DATA

Our analysis of the potential advertising reach data published in TikTok's own tools has identified some unusual trends over recent months, and the figures for some geographies have seen large and unexpected declines. However, our analysis of third-party data indicates that there has been **no equivalent decline** in actual platform use during the same time period. As a result, we believe that the declines in TikTok's published ad reach data are likely due to "source corrections" – potentially involving the removal of duplicate accounts, false accounts, and accounts that engage in inauthentic behaviour – and / or a change in the company's reporting methodology. Consequently, readers should **not** interpret any decline in reported TikTok ad reach as being representative of any change in actual TikTok use. However, we've included the platform's published figures "as is", to enable readers to form their own judgements.

FEB
2025

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



TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



21.8
MILLION



TIKTOK AD REACH
vs. TOTAL POPULATION



25.9%



TIKTOK AD REACH
vs. TOTAL INTERNET USERS



27.7%



QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



-0.05%
-12.0 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



-7.3%
-1.71 MILLION

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



53.4%



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



46.6%



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



31.1%



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



32.5%



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



29.5%

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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2025

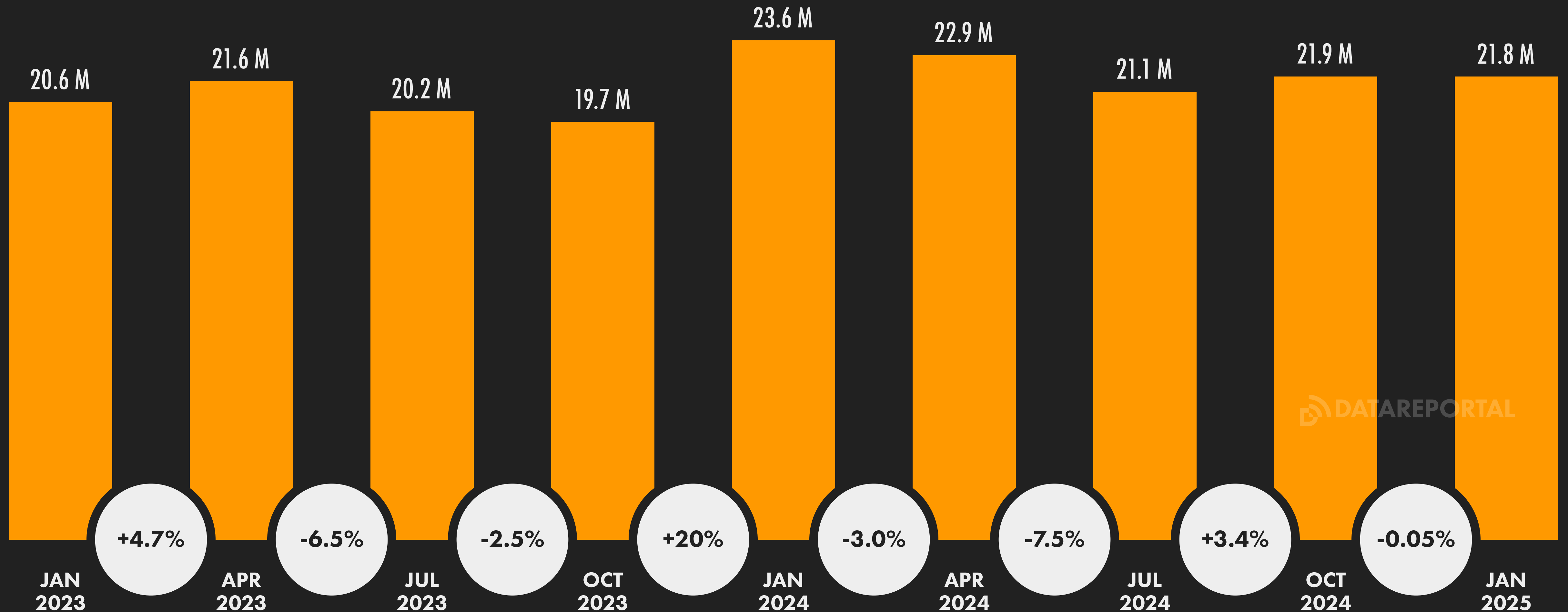
TIKTOK: REPORTED ADVERTISING REACH

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



GERMANY



SOURCES: TIKTOK'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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2025

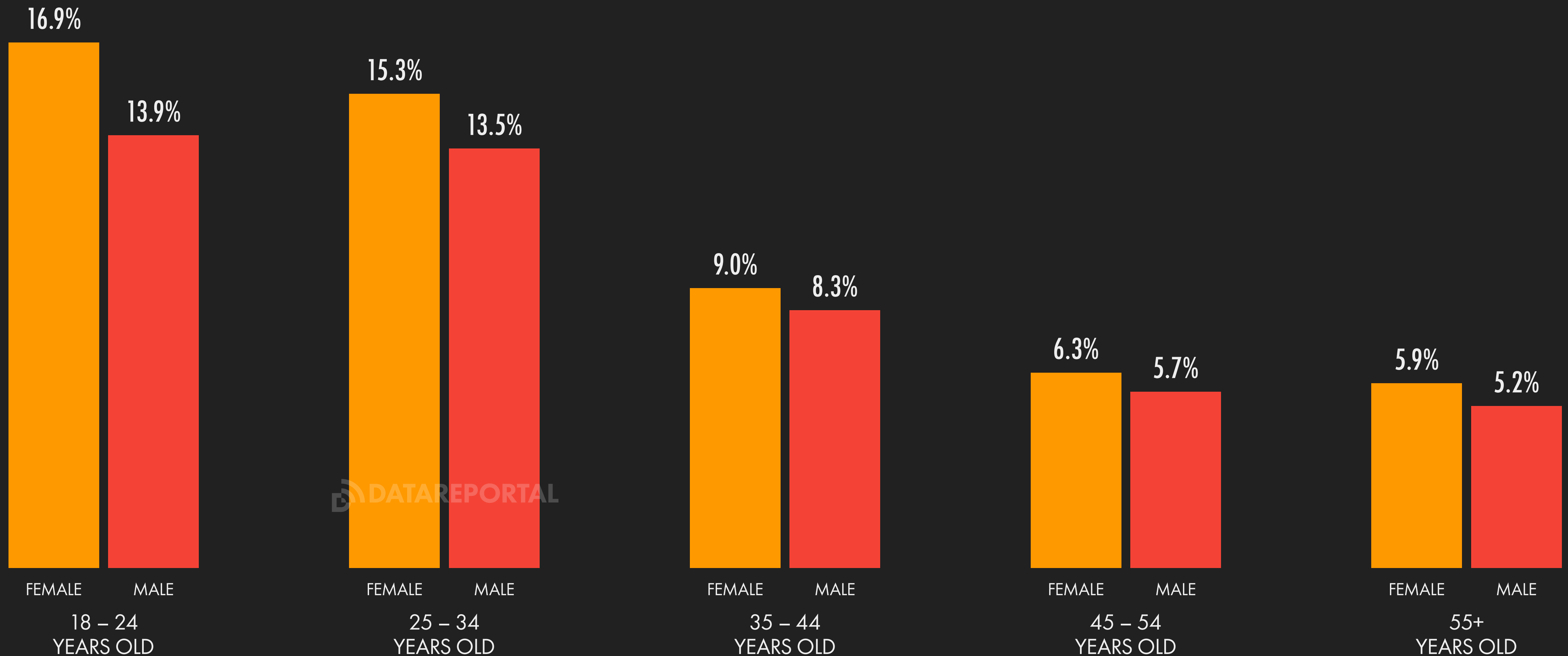
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ 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



GERMANY





LINKEDIN

FEB
2025

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

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



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



21.0
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



24.9%



LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



26.6%



QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+5.0%
+1.0 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+16.7%
+3.0 MILLION

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



38.3%



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



61.7%



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



29.8%



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



5.0%



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



8.4%

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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2025

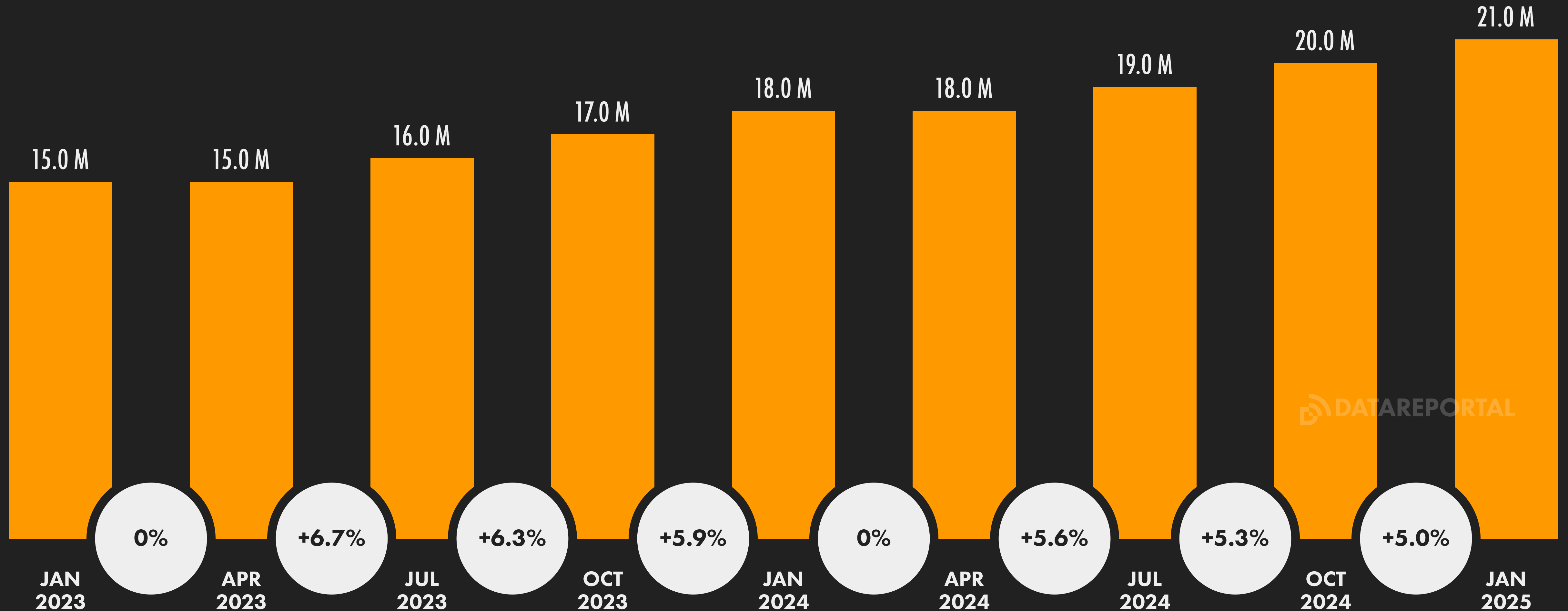
LINKEDIN: REPORTED ADVERTISING REACH

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



GERMANY



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS 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](#).

FEB
2025

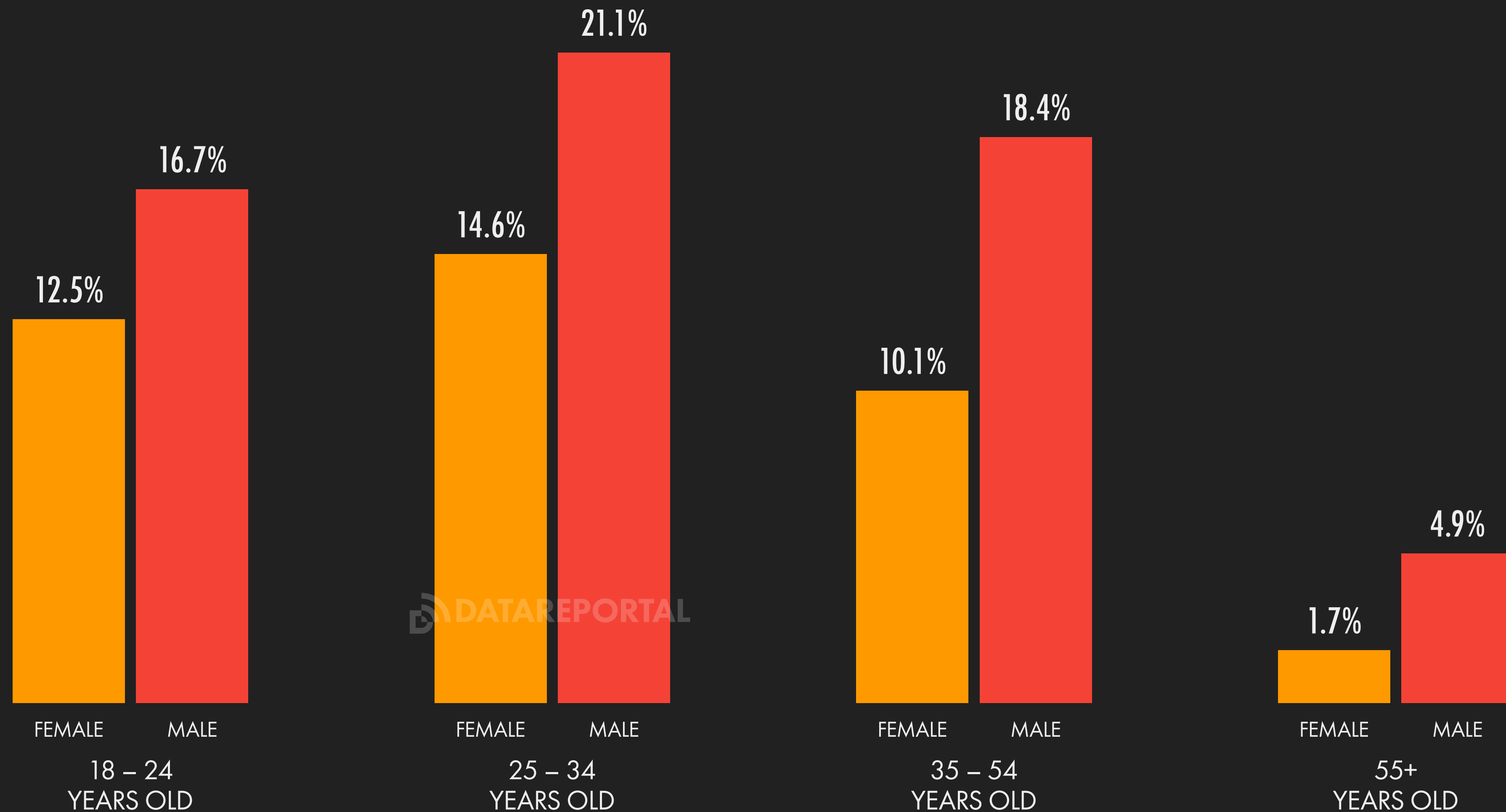
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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



GERMANY





MESSENGER

FEB
2025

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



TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



11.7
MILLION



MESSENGER AD REACH
vs. TOTAL POPULATION



13.8%



MESSENGER AD REACH
vs. TOTAL INTERNET USERS



14.8%



QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-3.7%
-450 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-12.1%
-1.60 MILLION

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



50.6%



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



49.4%



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



16.6%



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



16.3%



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



16.5%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: LIMITED 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.

FEB
2025

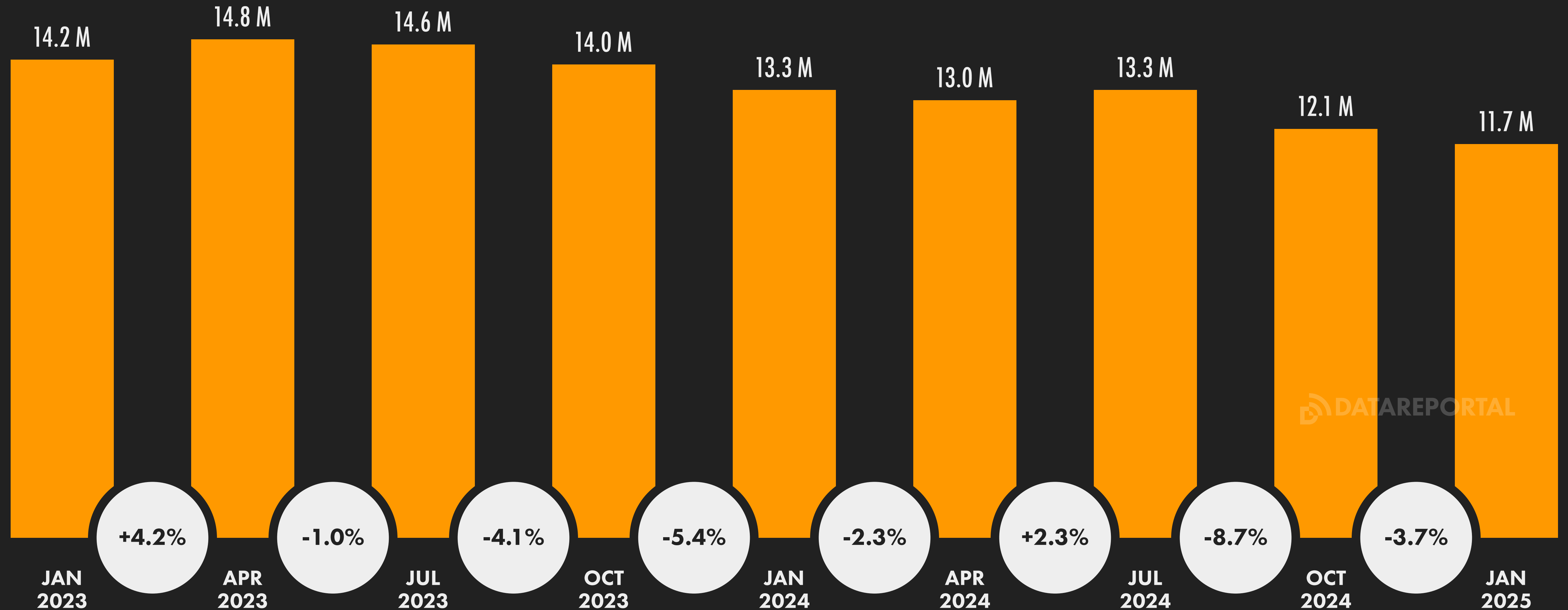
MESSENGER: REPORTED ADVERTISING REACH

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



GERMANY



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](#).

FEB
2025

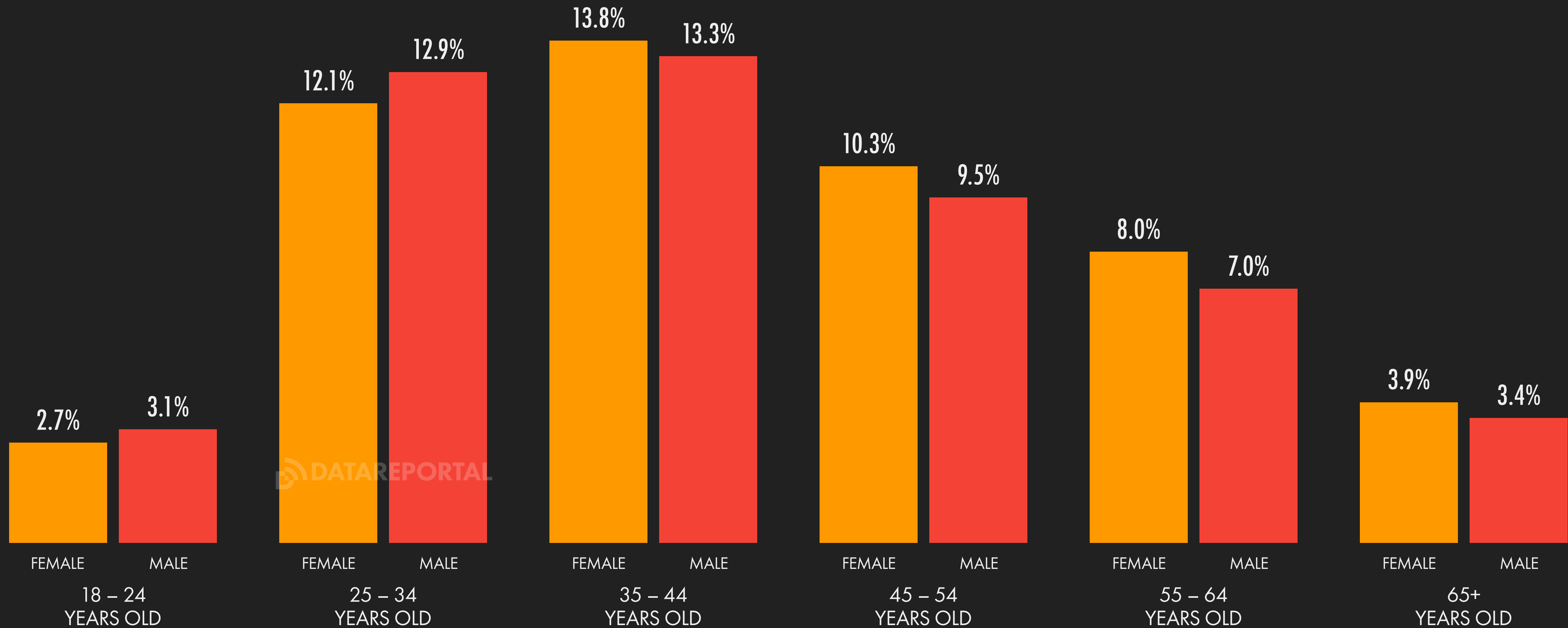
MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADULT ADVERTISING AUDIENCE AGED 18+ 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



GERMANY



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](#).



SNAPCHAT

FEB
2025

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



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



21.7
MILLION



SNAPCHAT AD REACH
vs. TOTAL POPULATION



25.8%



SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



27.5%



QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



-2.3%
-505 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



+10.5%
+2.06 MILLION

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



51.2%



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



47.9%



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



24.9%



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



25.0%



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



24.4%

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](#).

FEB
2025

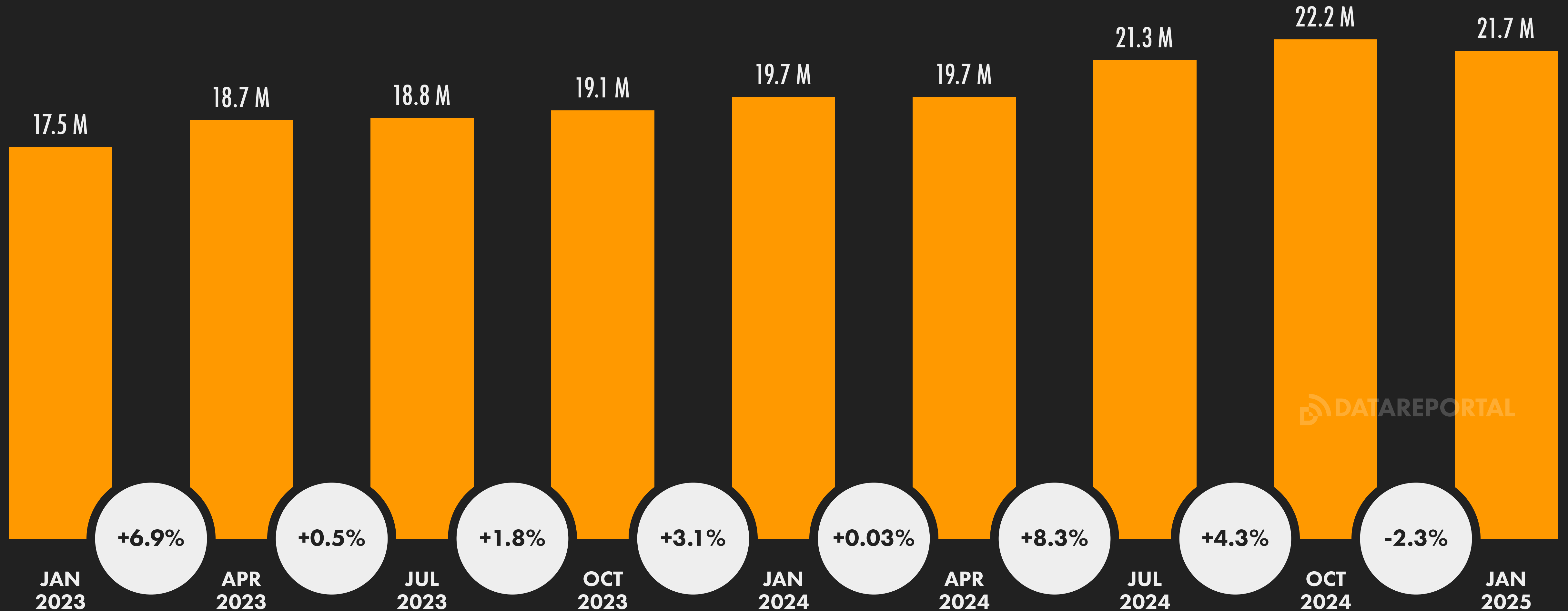
SNAPCHAT: REPORTED ADVERTISING REACH

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



GERMANY



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS 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](#).

FEB
2025

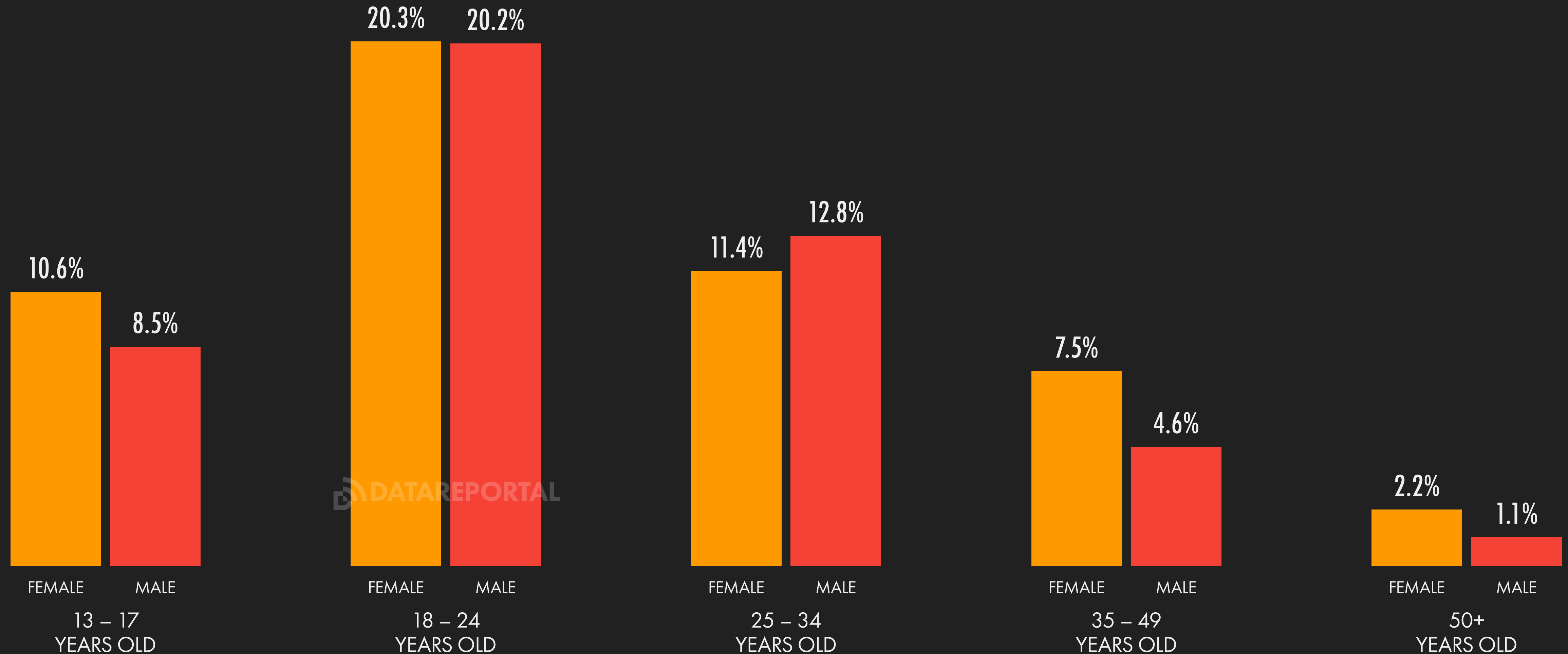
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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



GERMANY



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS 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](#).



X

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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



GERMANY

TOTAL POTENTIAL
REACH OF ADS ON X



21.6
MILLION



X AD REACH vs.
TOTAL POPULATION



25.6%



X AD REACH vs.
TOTAL INTERNET USERS



27.4%



QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



+37.7%
+5.92 MILLION



YEAR-ON-YEAR CHANGE
IN REPORTED X AD REACH



+33.9%
+5.47 MILLION

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



33.4%



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



66.6%



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



30.5%



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



20.0%



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



41.5%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". REACH BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** FREQUENT ANOMALIES IN SOURCE DATA. REACH FIGURES 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, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

FEB
2025

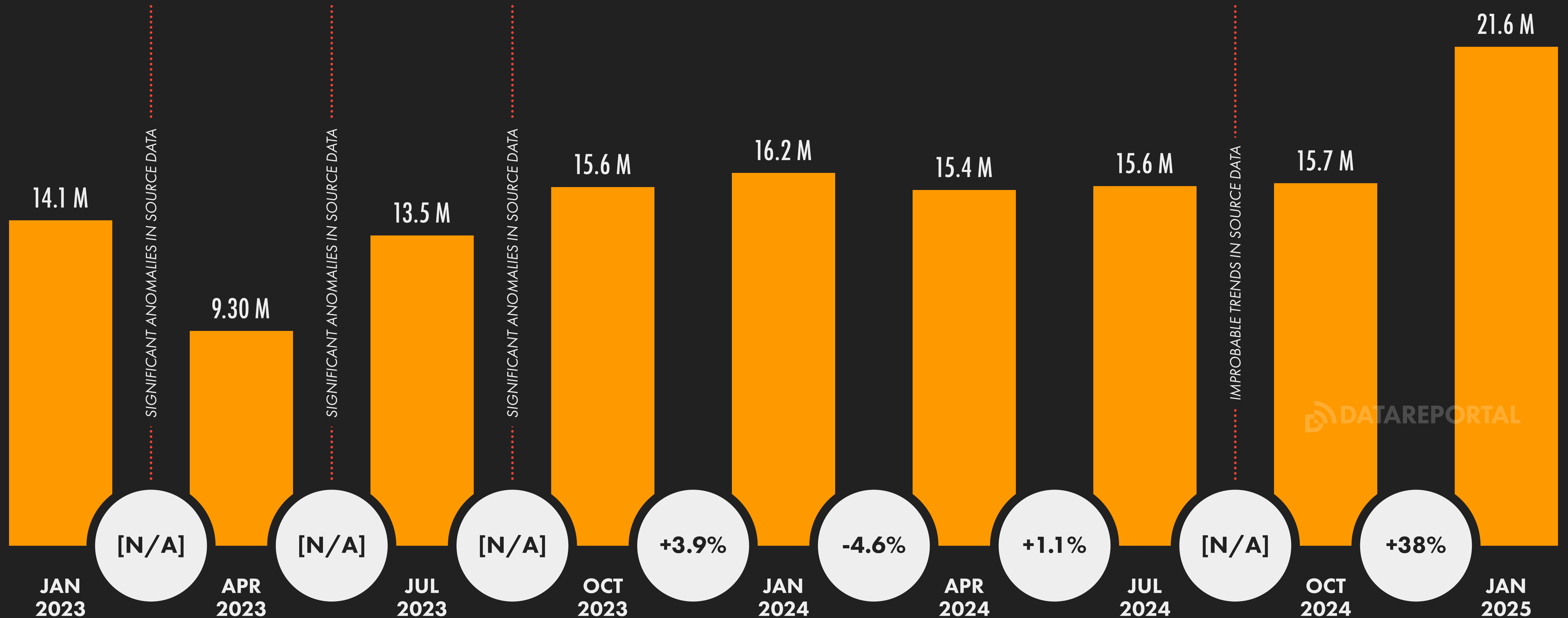
X: REPORTED ADVERTISING REACH

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



GERMANY



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](#).

FEB
2025

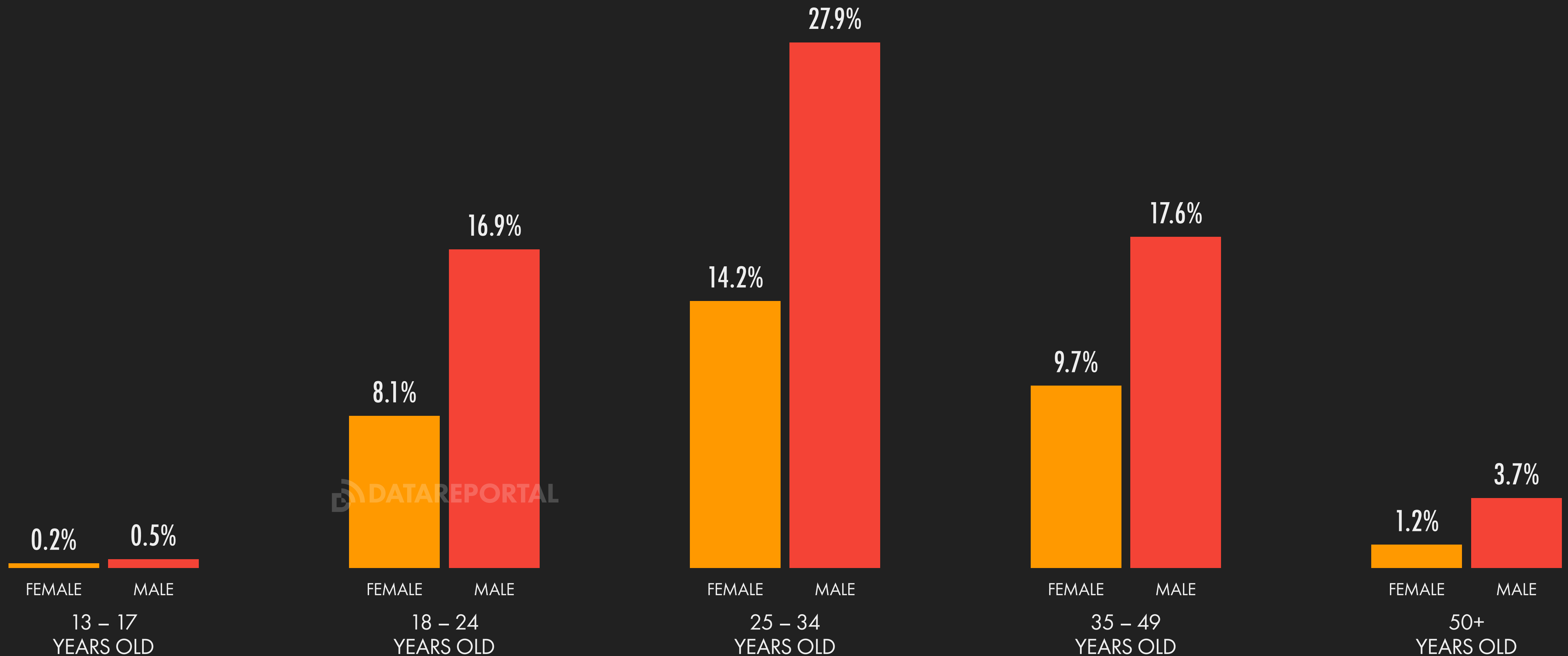
X: ADVERTISING AUDIENCE PROFILE

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



GERMANY





PINTEREST

FEB
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



GERMANY

TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



22.6
MILLION



PINTEREST AD REACH
vs. TOTAL POPULATION



26.7%



QUARTER-ON-QUARTER CHANGE
IN REPORTED PINTEREST AD REACH



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
REPORTED PINTEREST AD REACH



+19.5%
+3.69 MILLION

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



28.6%



PINTEREST AD REACH
vs. POPULATION AGED 13+



30.4%



FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



71.9%



MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



22.3%

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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2025

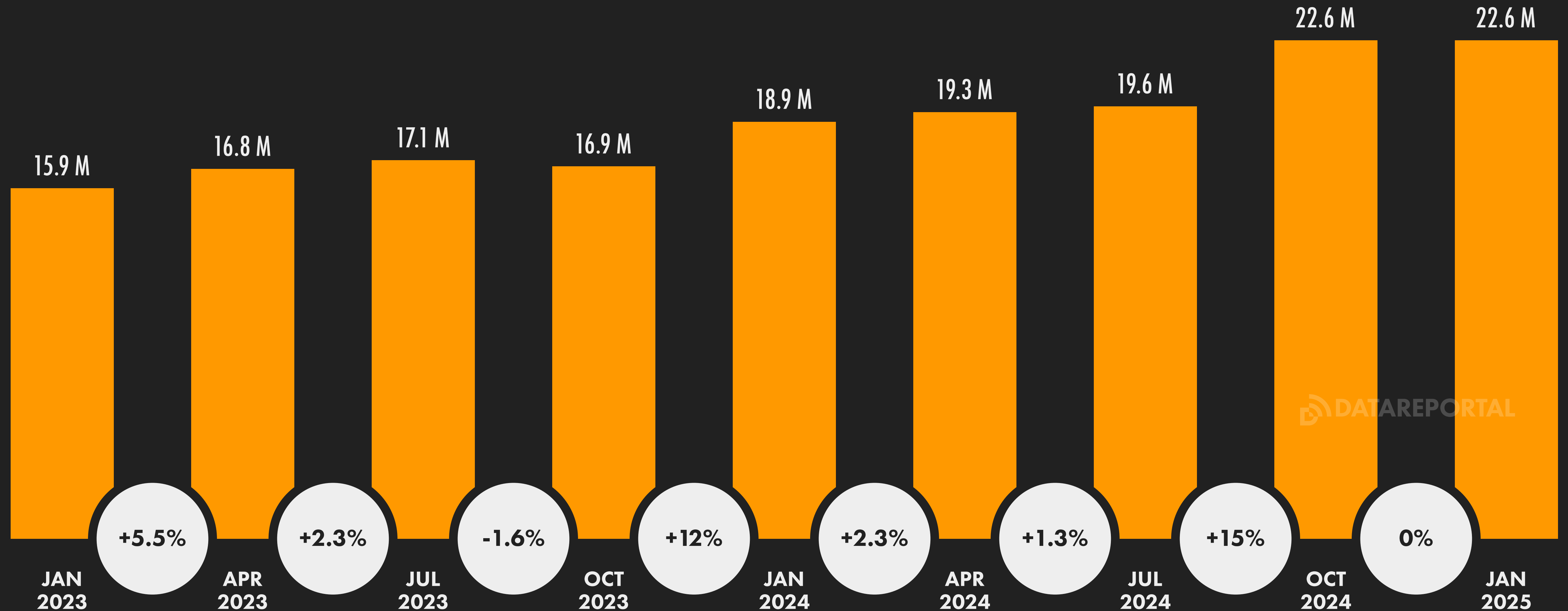
PINTEREST: REPORTED ADVERTISING REACH

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



GERMANY



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

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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.

SEARCH ENGINES

35.7%

TV ADS

34.3%

WORD OF MOUTH

30.9%

RETAIL WEBSITES

29.1%

SOCIAL MEDIA ADS

25.1%

IN-STORE PROMOS

19.8%

EMAILS OR PHYSICAL MAIL

19.2%

PRODUCT COMPARISON WEBSITES

19.2%

ADS ON WEBSITES

18.7%

BILLBOARDS & POSTERS

18.3%

PRINT PRESS ADS

17.8%

ADS IN MOBILE APPS

17.5%

RADIO ADS

17.2%

TV SHOWS AND FILMS

16.9%

BRAND WEBSITES

16.6%

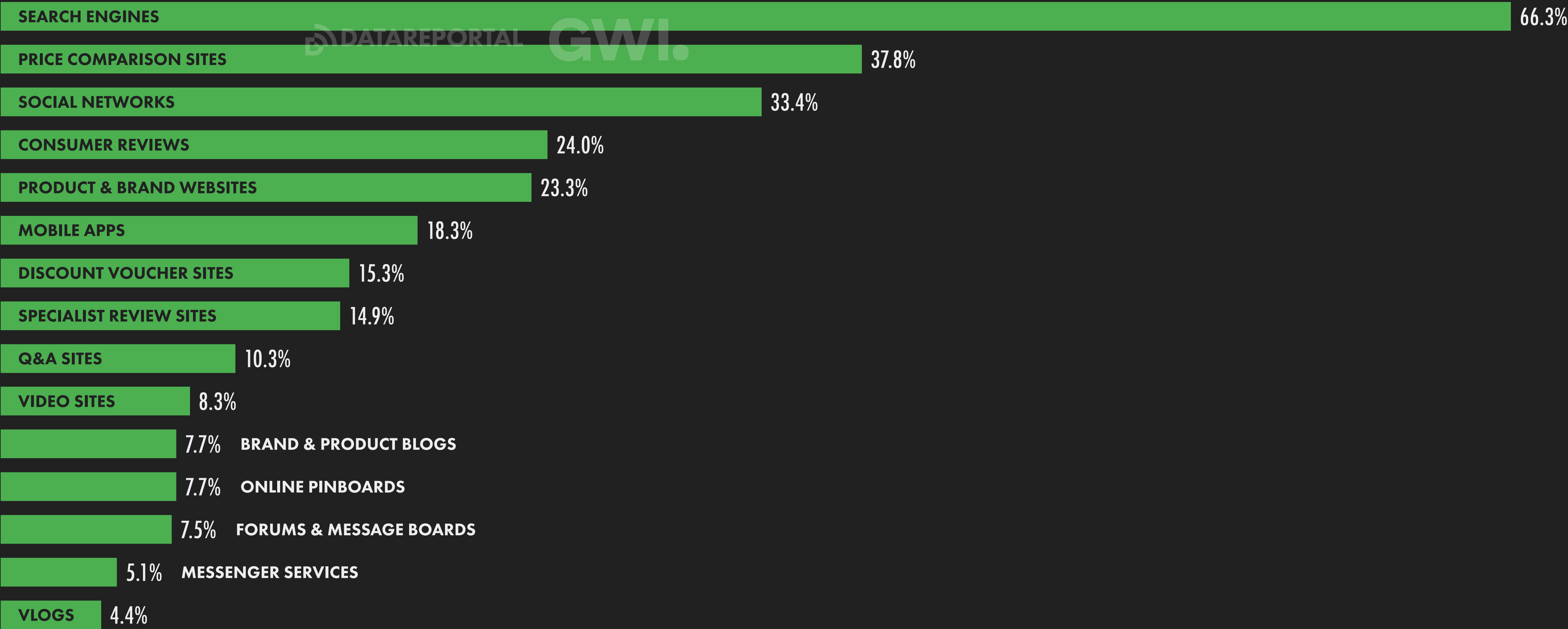
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2025

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



GERMANY



FEB
2025

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2024)



GERMANY

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$27.5
BILLION

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



+3.9%
+\$1.04 BILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



statista

\$15.6
BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



+6.3%
+\$926 MILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



57.0%

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, 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.

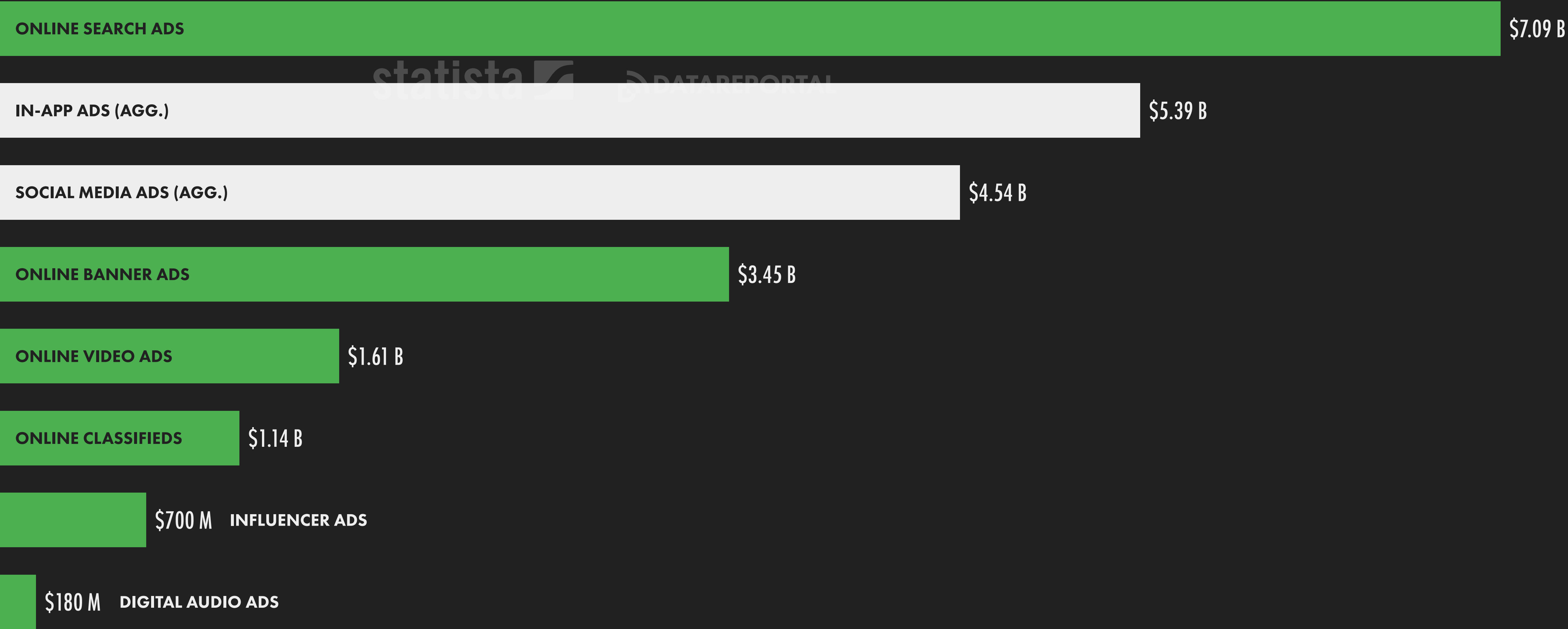
FEB
2025

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2024)



GERMANY



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 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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2025

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; 2024)



\$198

statista

FEEL REPRESENTED IN THE
ADS THEY SEE AND HEAR



7.1%

GWI.

RESEARCH BRANDS ONLINE
BEFORE MAKING A PURCHASE



54.7%



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



42.2%

VISITED A BRAND'S WEBSITE
IN THE PAST MONTH



51.1%

GWI.

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



15.2%



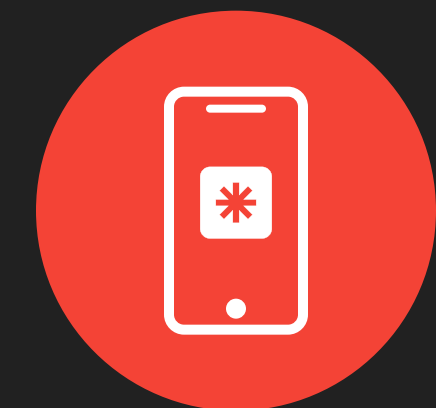
CLICKED OR TAPPED ON A SPONSORED
SOCIAL MEDIA POST IN THE PAST MONTH



12.1%

GWI.

DOWNLOADED OR USED A BRANDED
MOBILE APP IN THE PAST MONTH



12.8%

FEB
2025

PROGRAMMATIC ADVERTISING OVERVIEW

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



ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$12.4
BILLION

statista

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



+8.2%
+\$936 MILLION



PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



79.2%



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



+1.8%
+138 BPS

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2025

IN-APP ADVERTISING OVERVIEW

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



ANNUAL SPEND
ON IN-APP
ADVERTISING (USD)



statista

\$5.39
BILLION

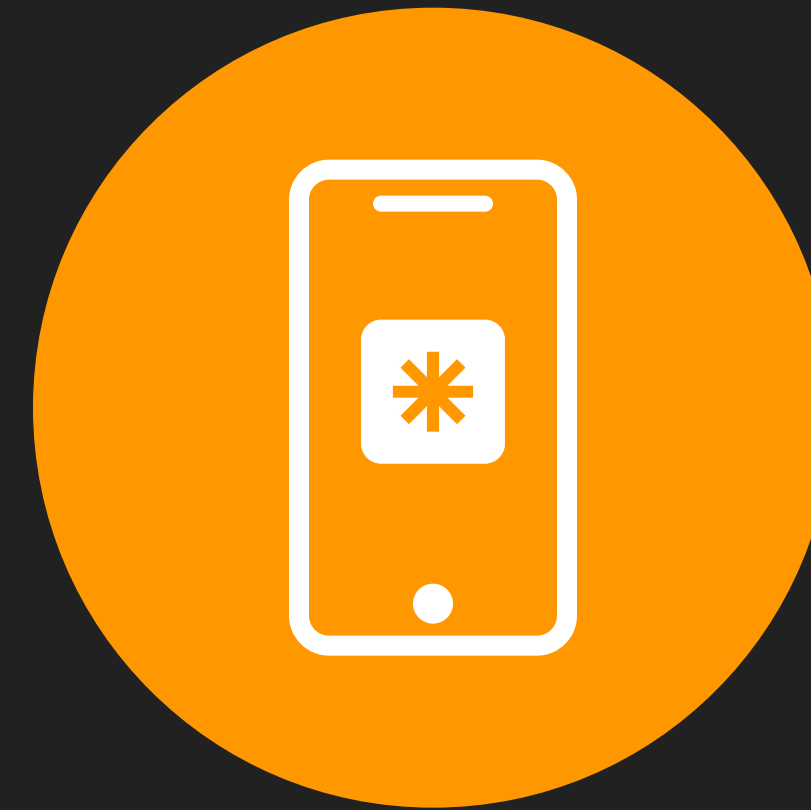
YEAR-ON-YEAR
CHANGE IN IN-APP
ADVERTISING SPEND (USD)



we
are
social

+9.3%
+\$460 MILLION

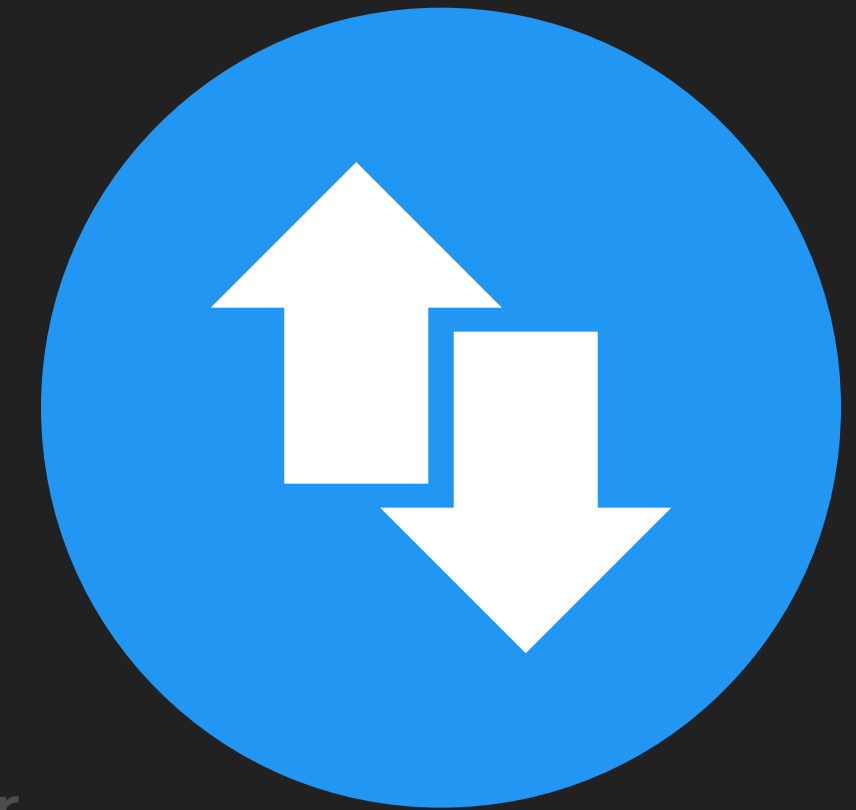
IN-APP ADVERTISING'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



Meltwater

34.5%

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



+2.9%
+98 BPS

FEB
2025

SEARCH ADVERTISING OVERVIEW

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



ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



\$7.09
BILLION

statista

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



+7.4%
+\$490 MILLION

Meltwater

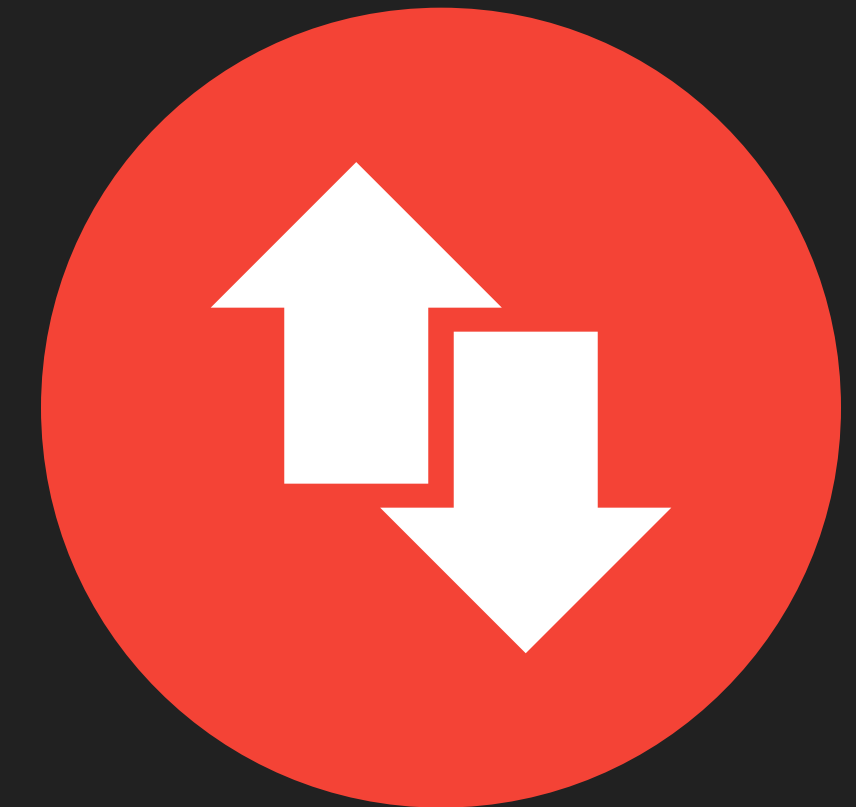
ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



45.3%

we
are
social

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



+1.1%
+48 BPS

FEB
2025

SOCIAL MEDIA ADVERTISING OVERVIEW

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



ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



\$4.54
BILLION

statista

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+15.5%
+\$610 MILLION

KEPIOS

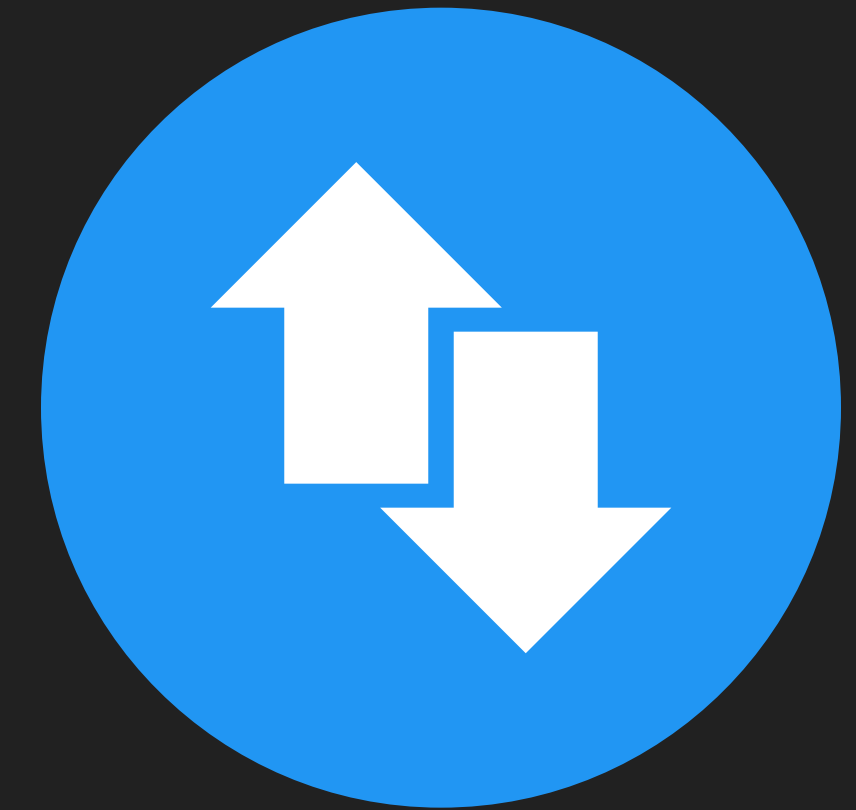
SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



29.0%



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



+8.7%
+232 BPS

FEB
2025

INFLUENCER ADVERTISING OVERVIEW

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



ANNUAL SPEND
ON INFLUENCER
ADVERTISING (USD)



\$700
MILLION

statista

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



+12.9%
+\$80.0 MILLION

Meltwater

INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



4.5%

we
are
social

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



+6.2%
+26 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, 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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2025

ONLINE PRIVACY AND SECURITY

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



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



41.7%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWl.

38.6%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



56.8%

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



GWl.

32.7%

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



24.2%

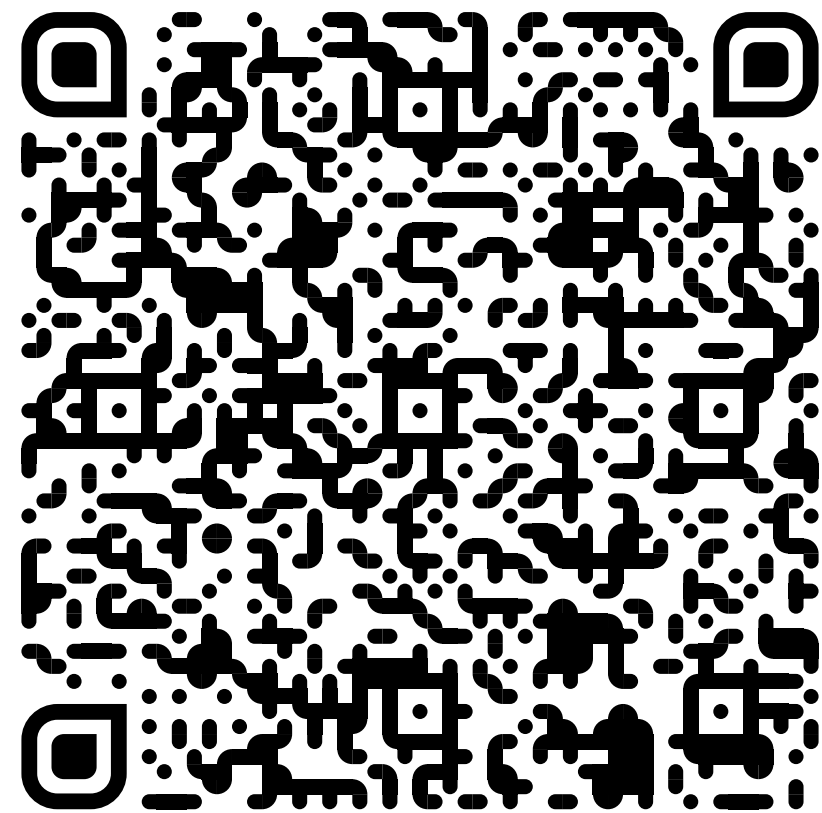


MORE INFORMATION

Break through the noise with Meltwater

We use powerful AI to turn billions of data points into insights you can act on. Consolidate your tech stack, streamline your workflows, and make more informed business decisions. We'll show you how.

Get a Demo



Media Intelligence

Monitor digital and traditional media content across the world



Media Relations

Build strong relationships with the best media contacts for your brand



Social Listening & Analytics

Analyze what the world is saying about your brand, your industry, and your competitors



Social Media Management

Take control of your social media presence



Consumer Intelligence

Understand what drives your customers



Influencer Marketing

Streamline and measure your influencer marketing management



Sales Intelligence

Evolve your sales process with data



Data & API Integration

Create an enterprise-wide analytics platform tailored to your business



We are a global socially-led creative agency, with unrivalled social media and influencer marketing expertise.

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We make ideas worth talking about. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape. We build influencer partnerships with impact.

We work with the world’s biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

We Are Social is part of Plus Company.

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MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what's *really* happening online.

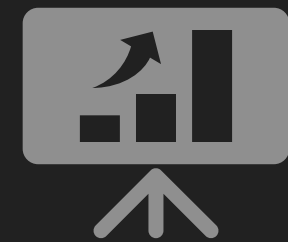
In addition to producing the Global Digital Reports, we also offer:



DIGITAL BRIEFINGS

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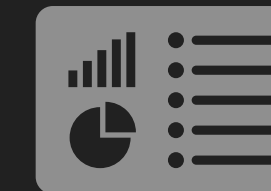
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CONSUMER RESEARCH

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250K

profiling points

15K+

brands

3B

internet users represented

Learn more



How Statista can help **your business**

What Statista offers to empower businesses to thrive in a data-driven world

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Diversity of industries and topics

Statista bundles statistical data on 10,000+ topics from over 170 industries. The data comes from over 40,000 sources.



Data at your fingertips

With a Statista account, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.



Global data on numerous countries

Statista offers insights and facts on industries from 200+ countries and territories. Markets, companies, and consumers from all over the world are highlighted.



Reliable and efficient research basis

Statista has been the market leader when it comes to providing business data since 2007. Companies, universities, schools, and the media rely on our service.

Shaping the connected future

Turning data into **intelligence**

GSMA Intelligence is the definitive source of mobile industry insights, forecasts, and research, used around the world. Our insights cover every mobile operator, network, and MVNO in every country worldwide.

What do we **do**?

- Comprehensive Data Platform
- Insightful Research
- Expert Analysis
- Bespoke Consulting
- Event Support
- Spectrum Navigator Platform



What **topics** do we cover?

Our research modules include the following:

- Mobile Operators & Networks
- IoT & Enterprise
- Digital Consumer
- Fixed, TV & Convergence
- Spectrum

From automation and gaming, to sustainability, private wireless, and regional trends, our team have expertise in all parts of the wider mobile ecosystem.

Who do we work with?

Actively working with the **1,100+** GSMA members, serving the wider mobile ecosystem:



Mobile Network Operators



Regulatory Bodies



Government Departments



Financial Corporations



Cybersecurity Firms



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7/10

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50

million individual datapoints covering everything from operational to economic metrics

FORECASTED UP TO

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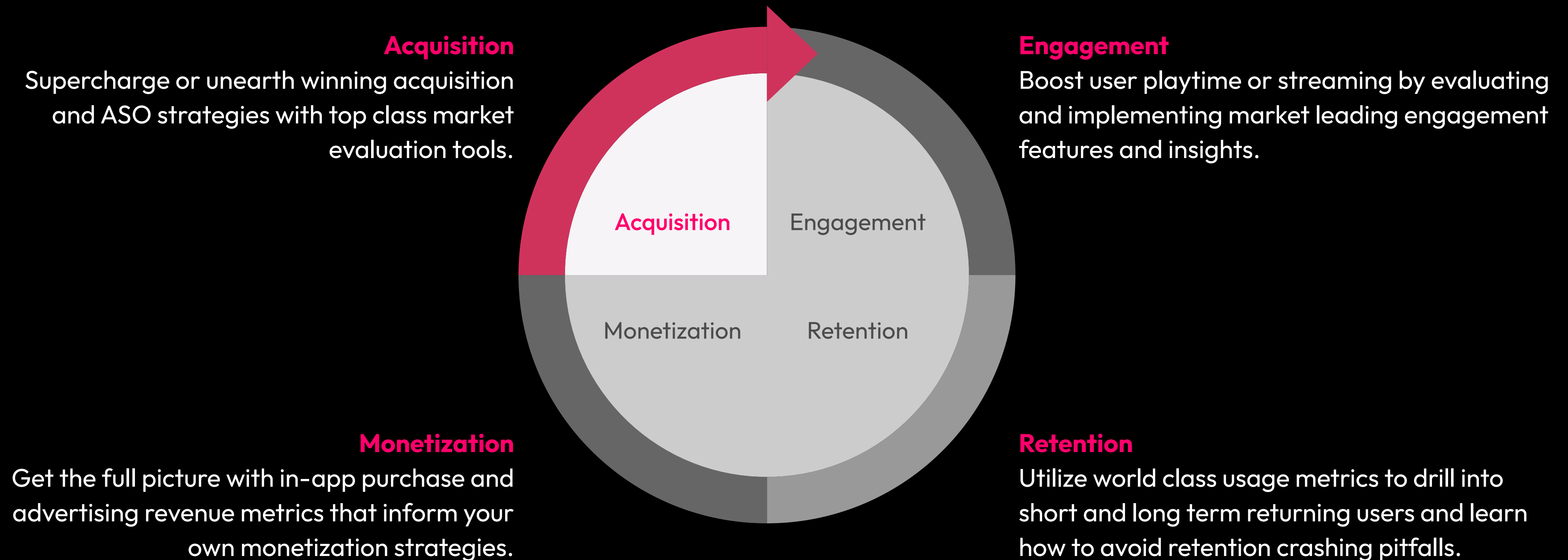
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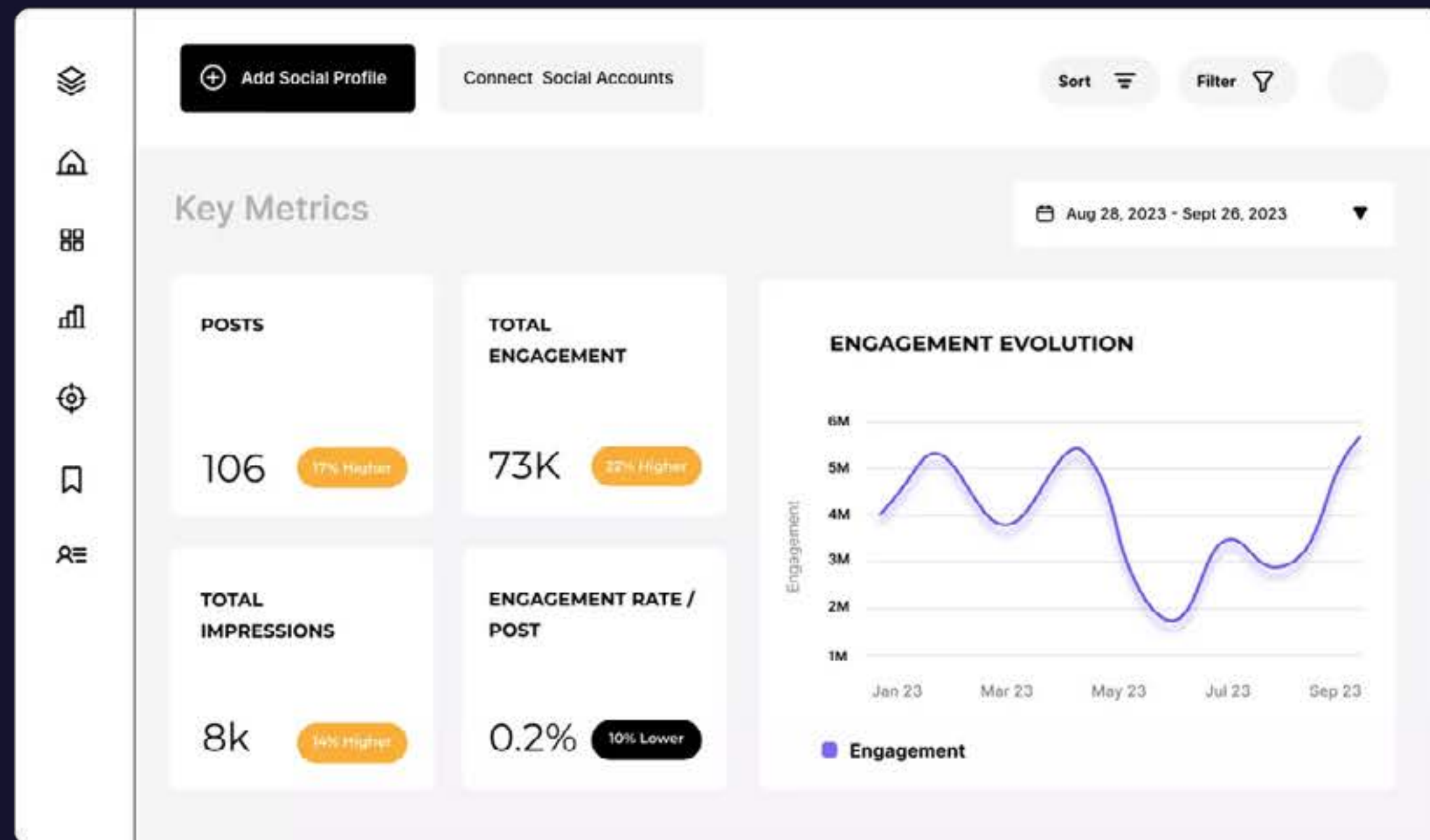
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auditing



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insights

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.

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