



DIGITAL 2025

INDONESIA

THE ESSENTIAL GUIDE TO DIGITAL TRENDS

we
are
social

 Meltwater

**we
are.
social**

 **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

FEB
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](#).

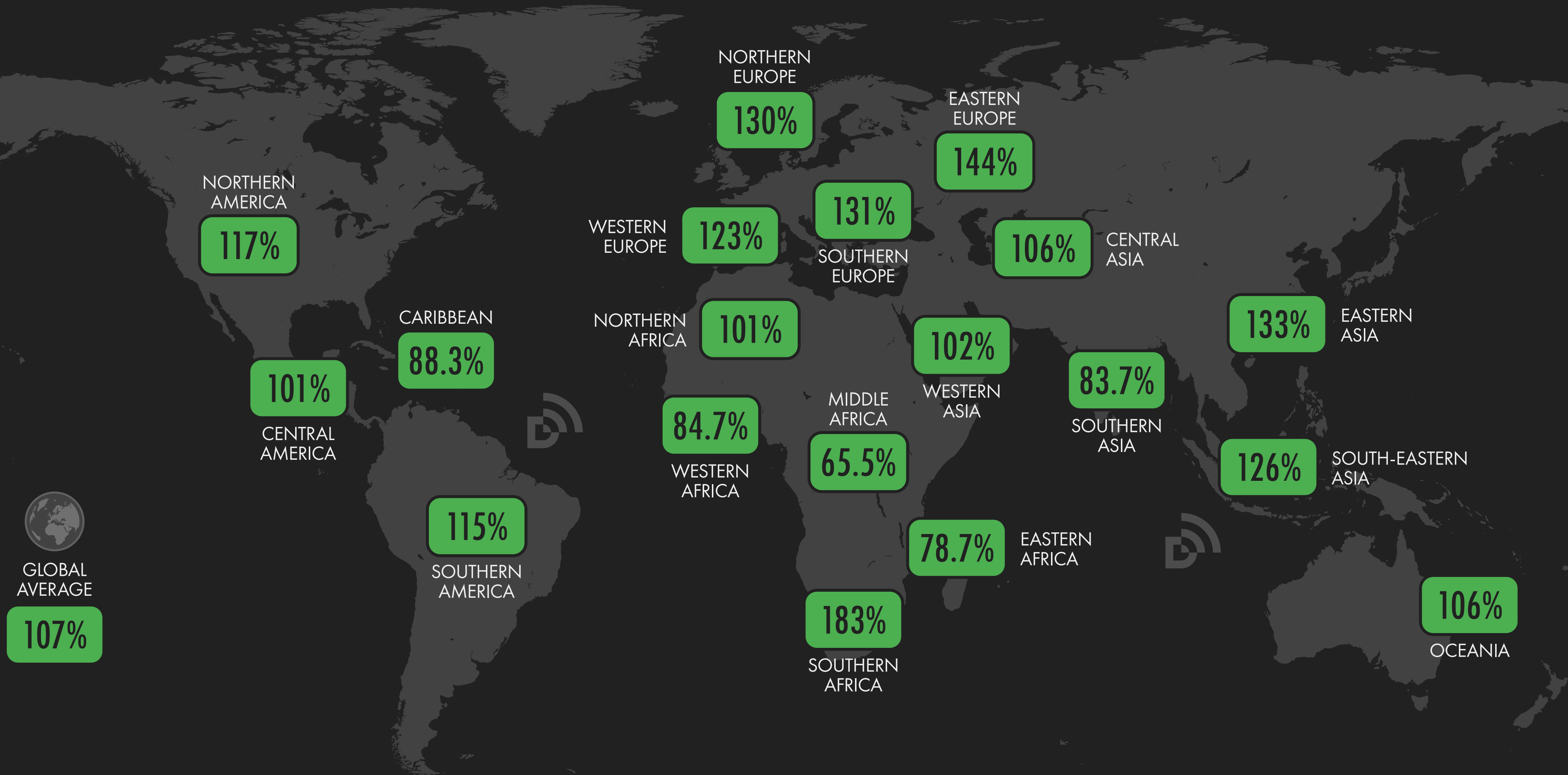
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



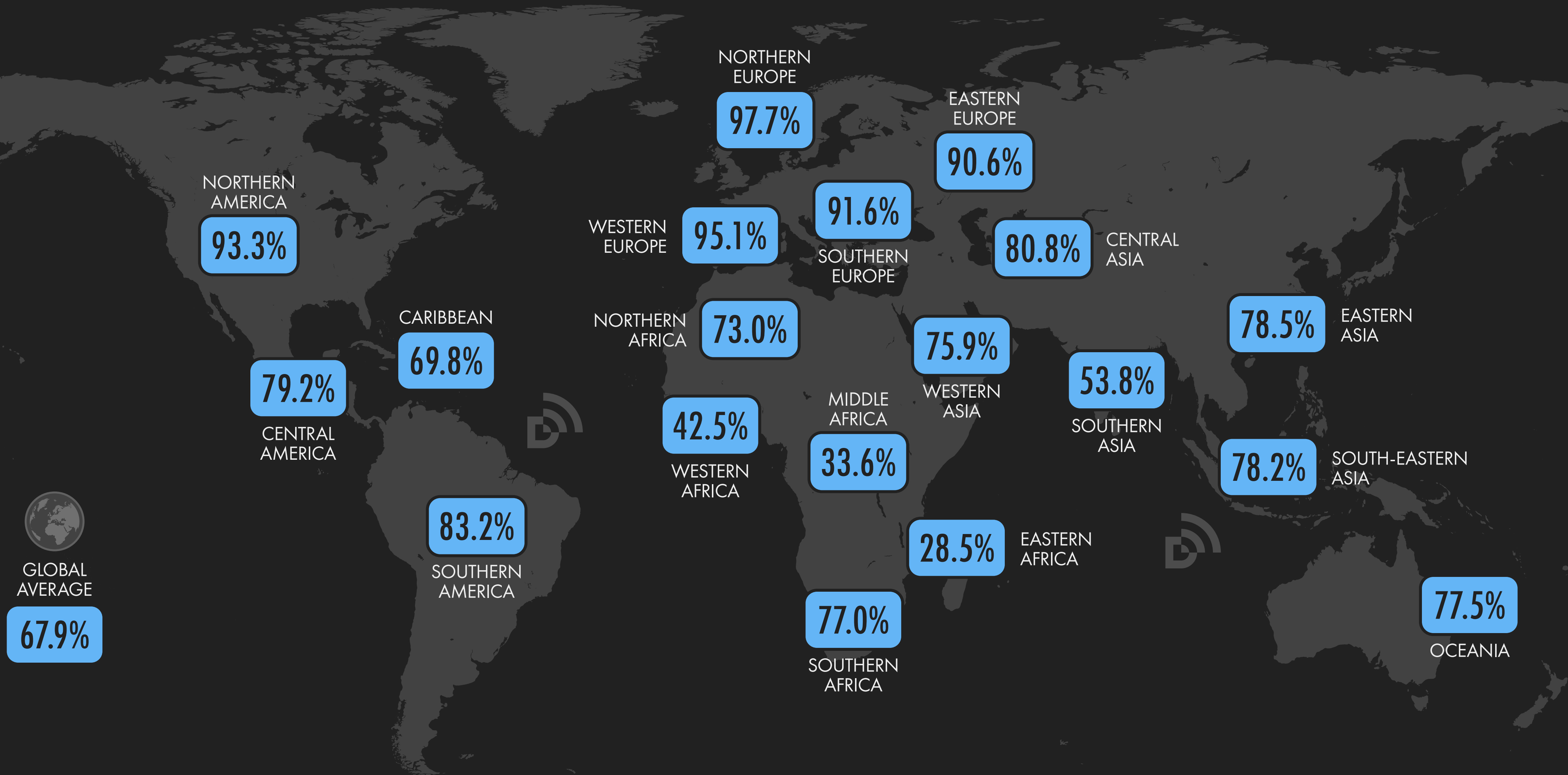
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



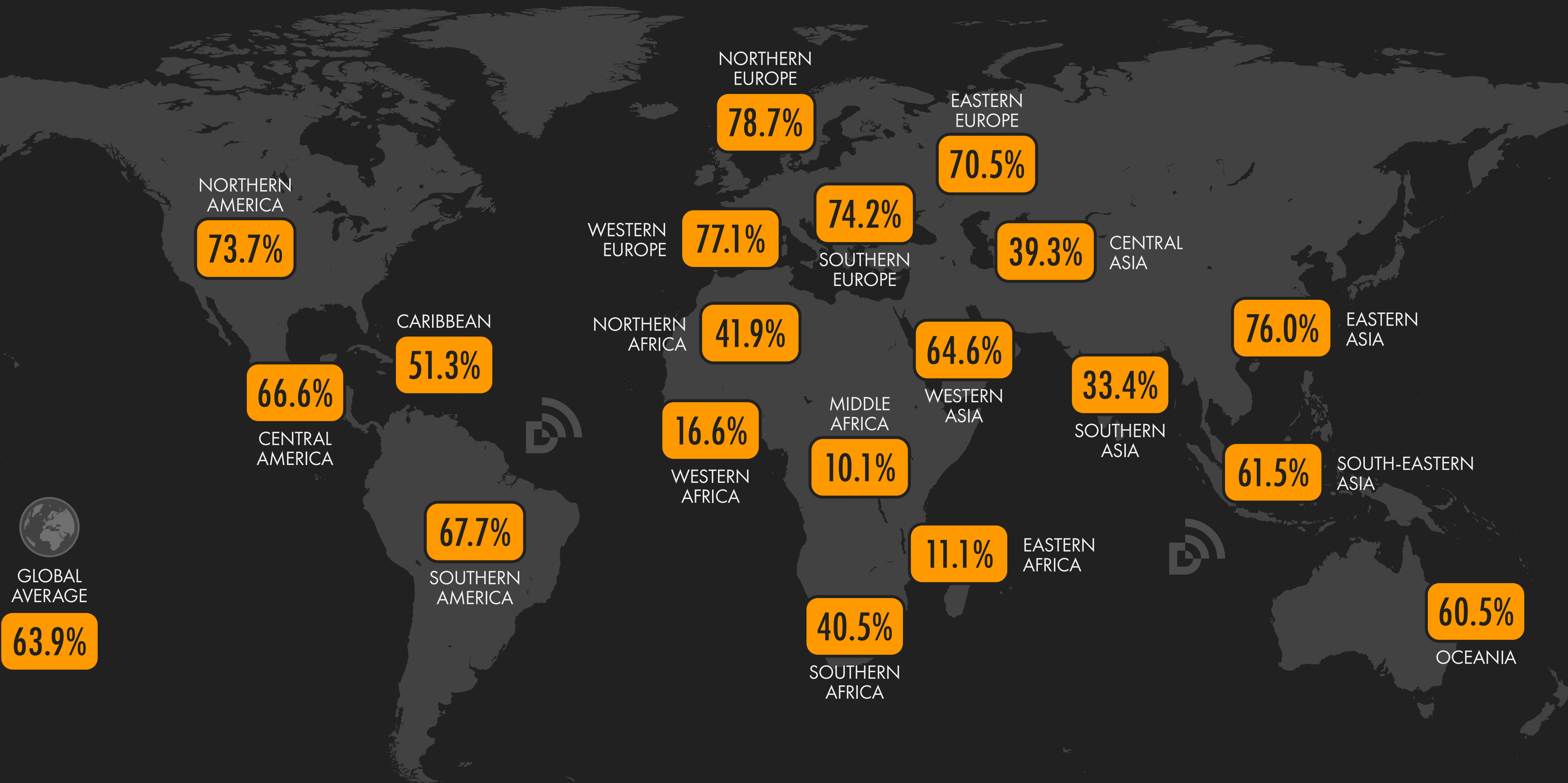
GLOBAL OVERVIEW



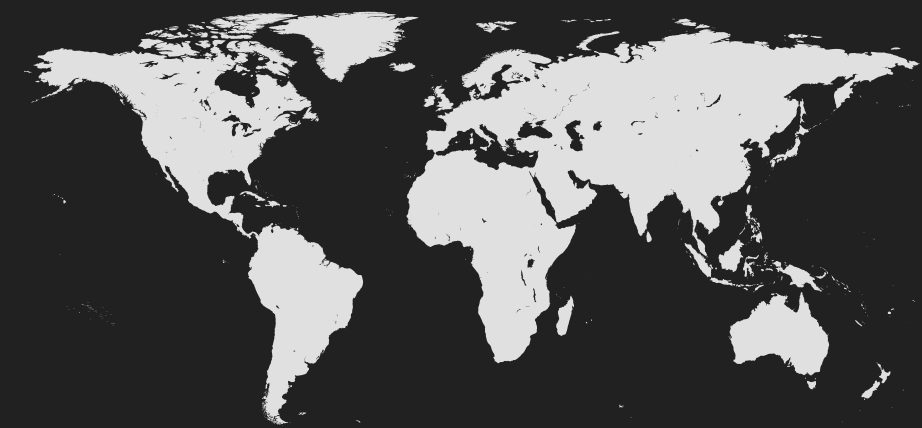
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SOCIAL MEDIA USE vs. TOTAL POPULATION

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



EXPLORE OUR FLAGSHIP DIGITAL 2025 REPORTS



DIGITAL 2025 GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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DIGITAL 2025 LOCAL COUNTRY HEADLINES REPORT

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

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[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 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



INDONESIA

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INDONESIA

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.



INDONESIA

TOTAL
POPULATION



we
are
social

285
MILLION

YEAR-ON-YEAR CHANGE

+0.8%
+2.3 MILLION

URBANISATION

59.5%

CELLULAR MOBILE
CONNECTIONS



Meltwater

356
MILLION

YEAR-ON-YEAR CHANGE

+1.6%
+5.7 MILLION

TOTAL vs. POPULATION

125%

INDIVIDUALS USING
THE INTERNET



212
MILLION

YEAR-ON-YEAR CHANGE

+8.7%
+17 MILLION

TOTAL vs. POPULATION

74.6%

SOCIAL MEDIA
USER IDENTITIES



143
MILLION

YEAR-ON-YEAR CHANGE

+2.9%
+4.0 MILLION

TOTAL vs. POPULATION

50.2%

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



PRIMAL
RENAISSANCE



LOW
STAKES
SOCIAL



INTENTIONAL
CONSUMERISM



MODERN
MYTHMAKING



NEW
INTIMACIES

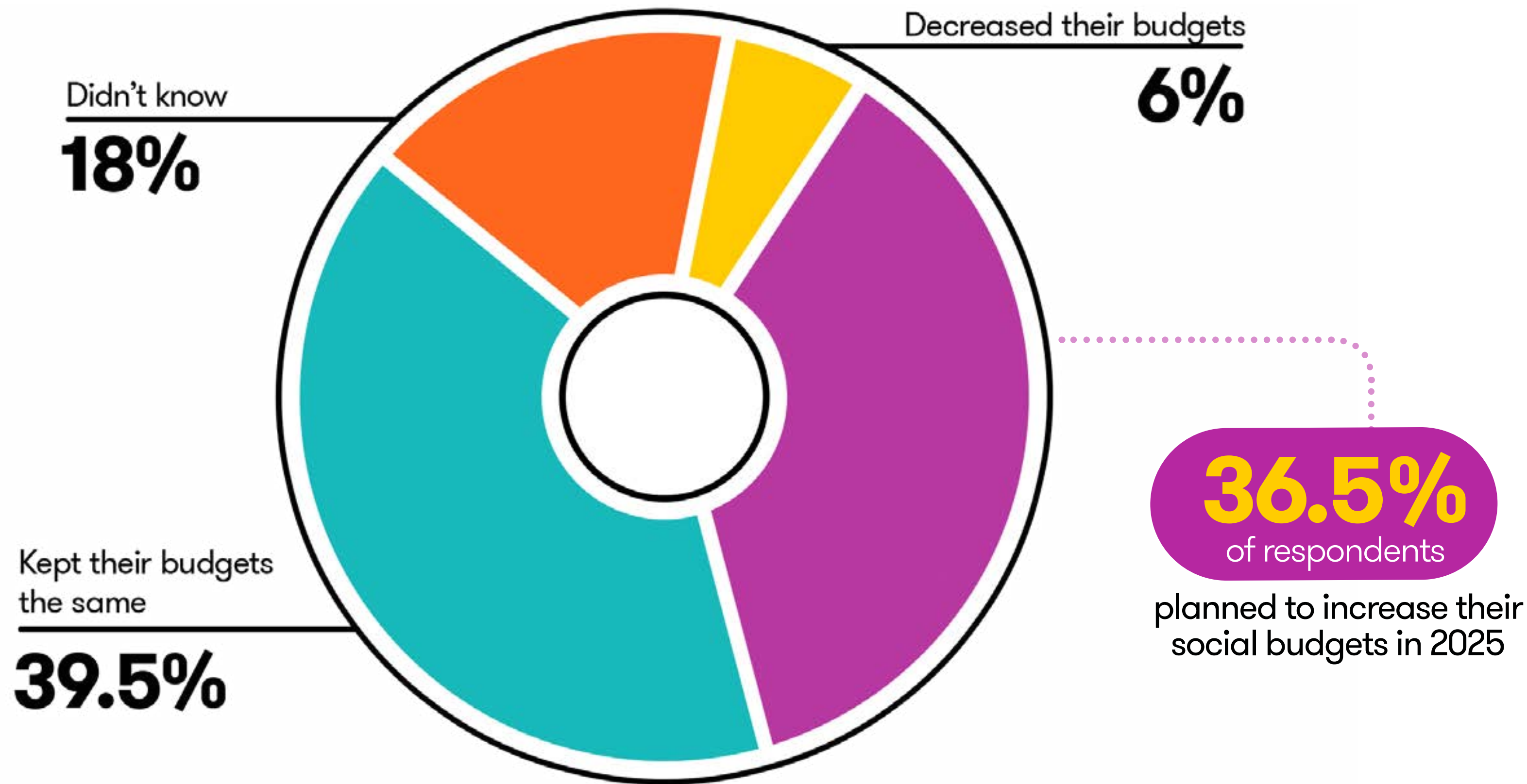
THE FIVE TRENDS



Explore the trends:
[THINKFORWARD.WEARESOCIAL.COM](http://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.



Download the Report



POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



INDONESIA

TOTAL
POPULATION



285
MILLION

FEMALE
POPULATION



49.8%

MALE
POPULATION



50.2%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.8%
+2.3 MILLION

MEDIAN AGE OF
THE POPULATION



30.4

URBAN
POPULATION



59.5%

POPULATION DENSITY
(PEOPLE PER KM²)



149.5

OVERALL LITERACY
(ADULTS AGED 15+)



96.0%

FEMALE LITERACY
(ADULTS AGED 15+)



95.0%

MALE LITERACY
(ADULTS AGED 15+)



97.0%



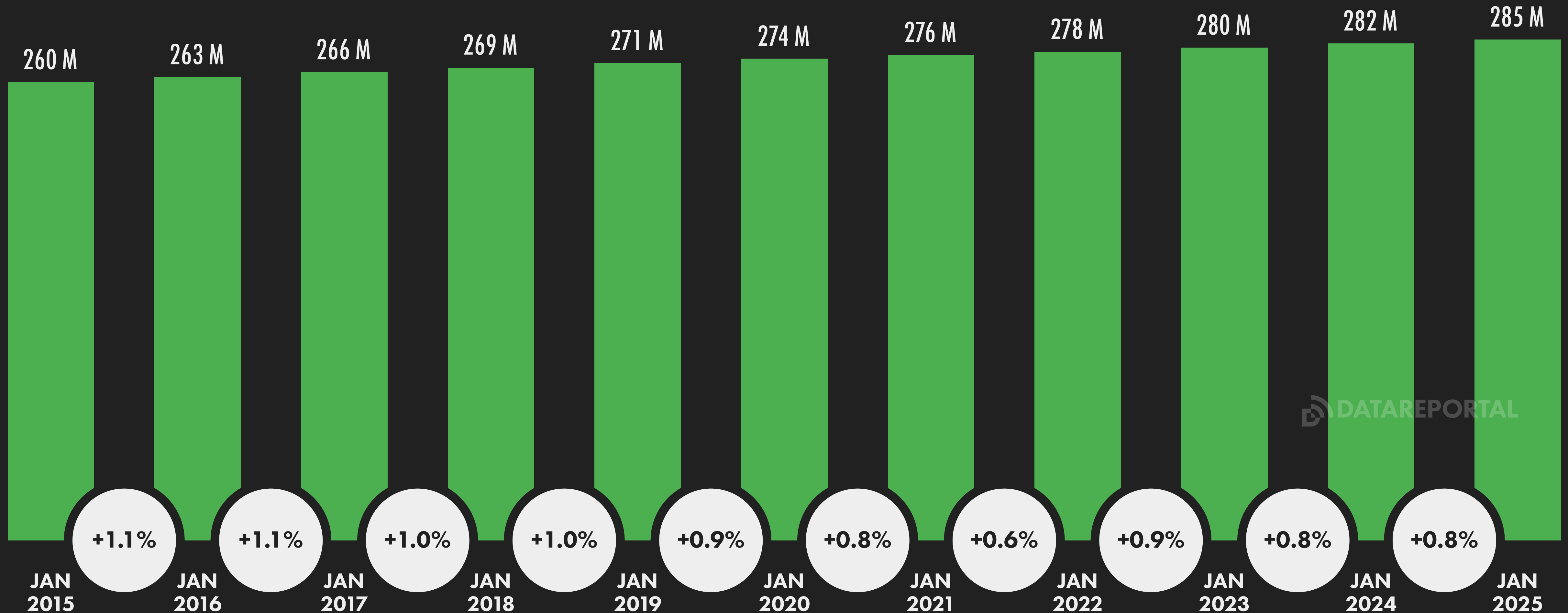
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



INDONESIA



DATA REPORTAL

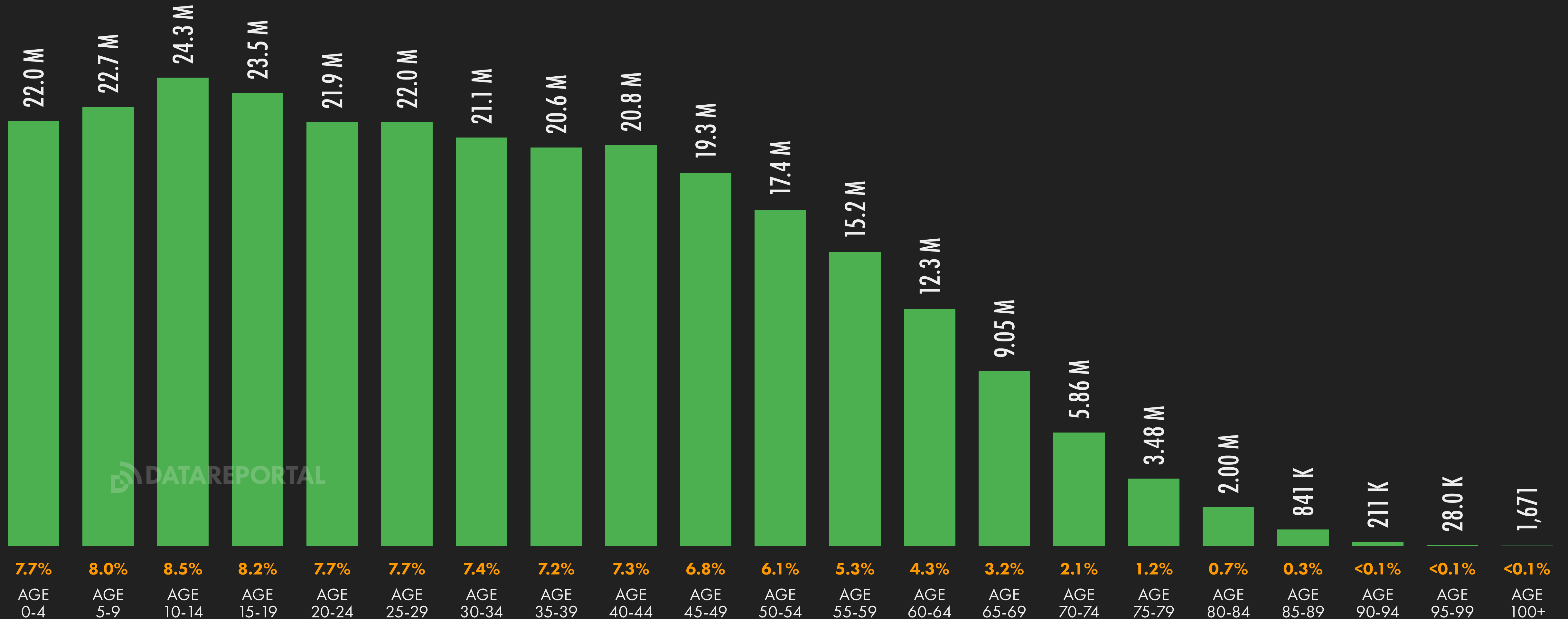
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AGE DISTRIBUTION OF THE POPULATION

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



INDONESIA



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



INDONESIA

GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



\$1.40
TRILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$4.66
TRILLION

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



\$4,981

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



\$16.5
THOUSAND

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



\$3,189

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



17.5%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC DRINKING WATER SERVICES



94.1%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC SANITATION SERVICES



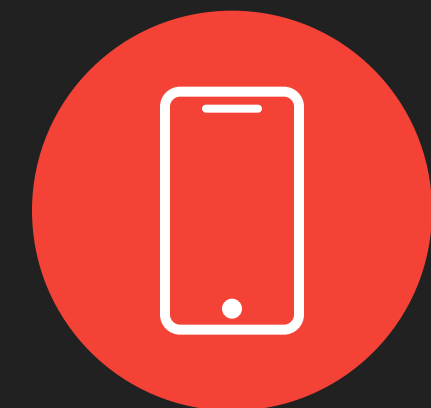
88.2%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

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



73.2%

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

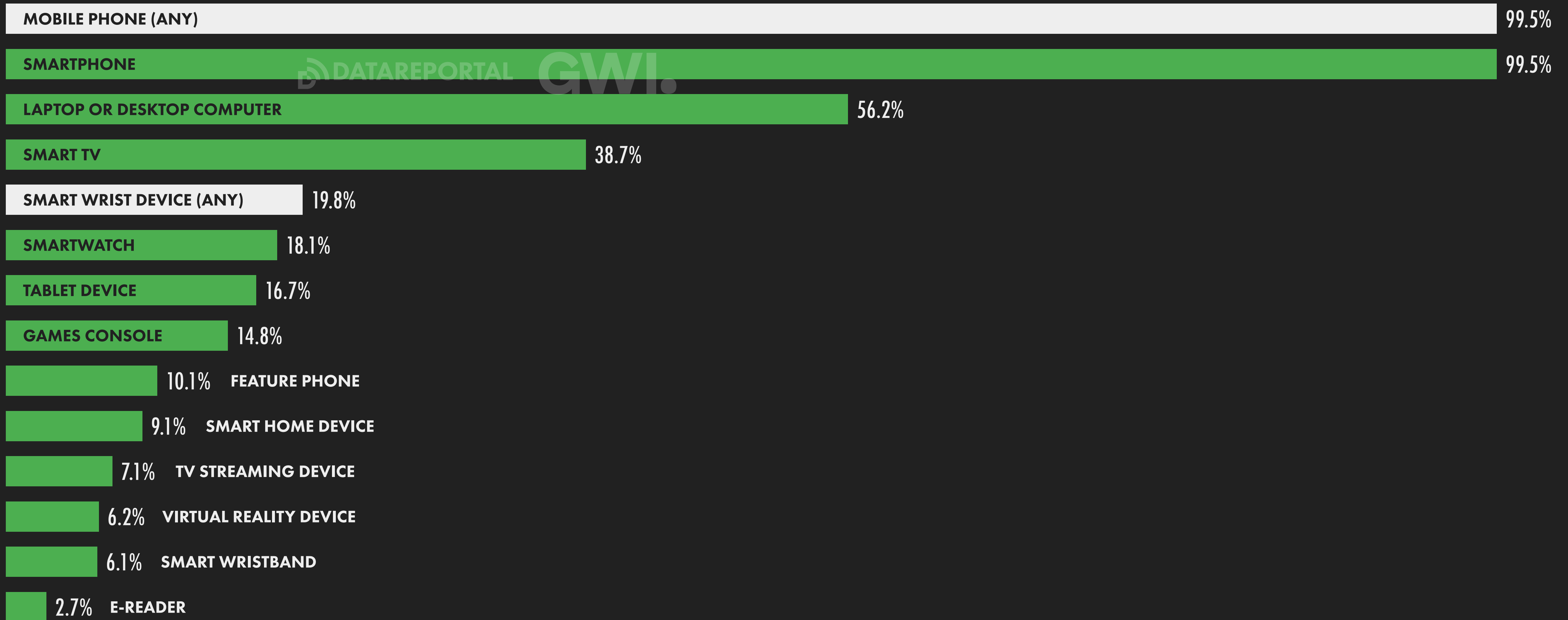
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DEVICE OWNERSHIP

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



INDONESIA



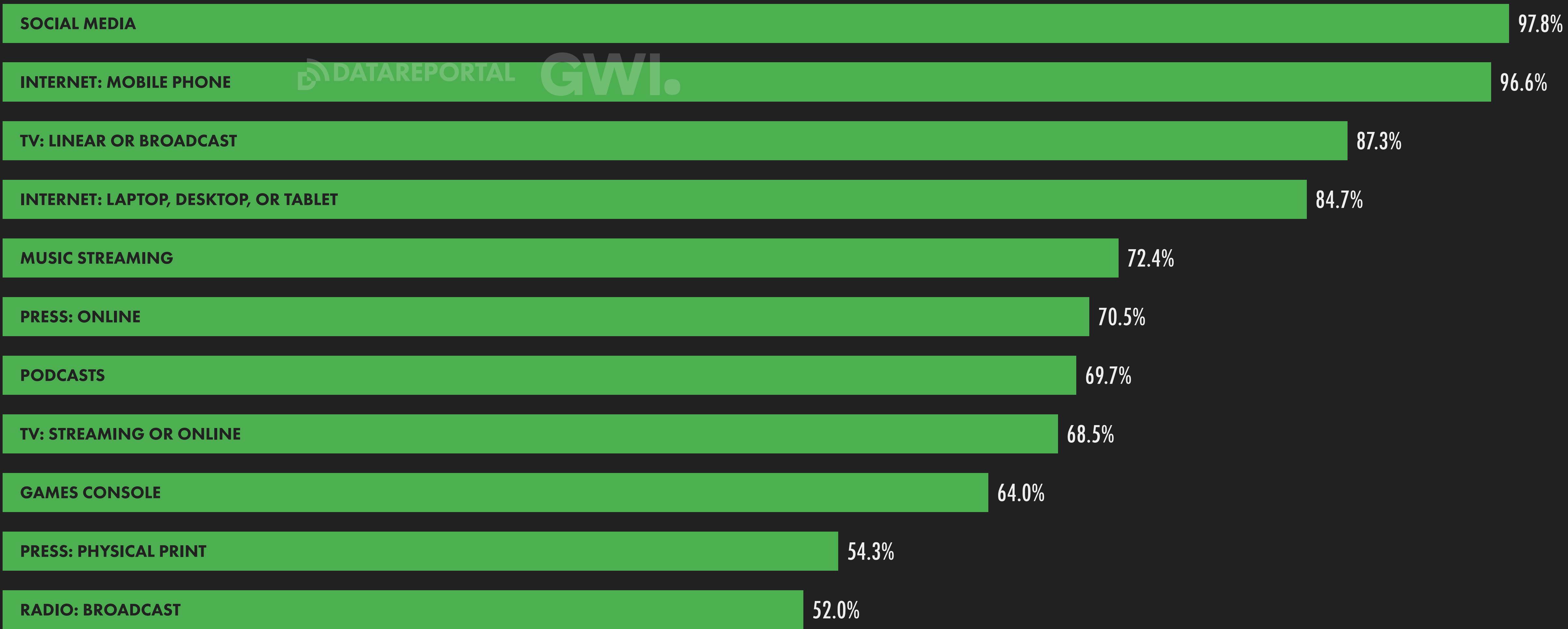
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MEDIA USE

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



INDONESIA



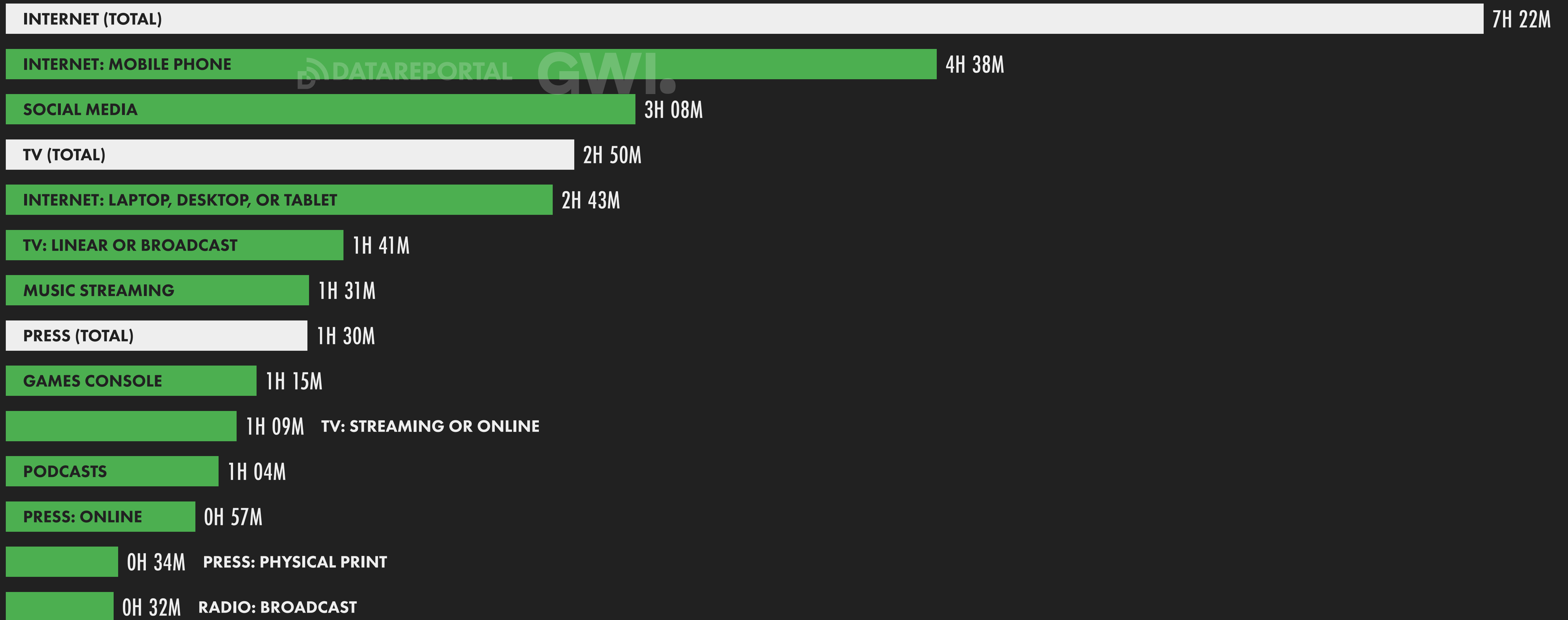
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DAILY TIME SPENT WITH MEDIA

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



INDONESIA



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



INDONESIA

NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



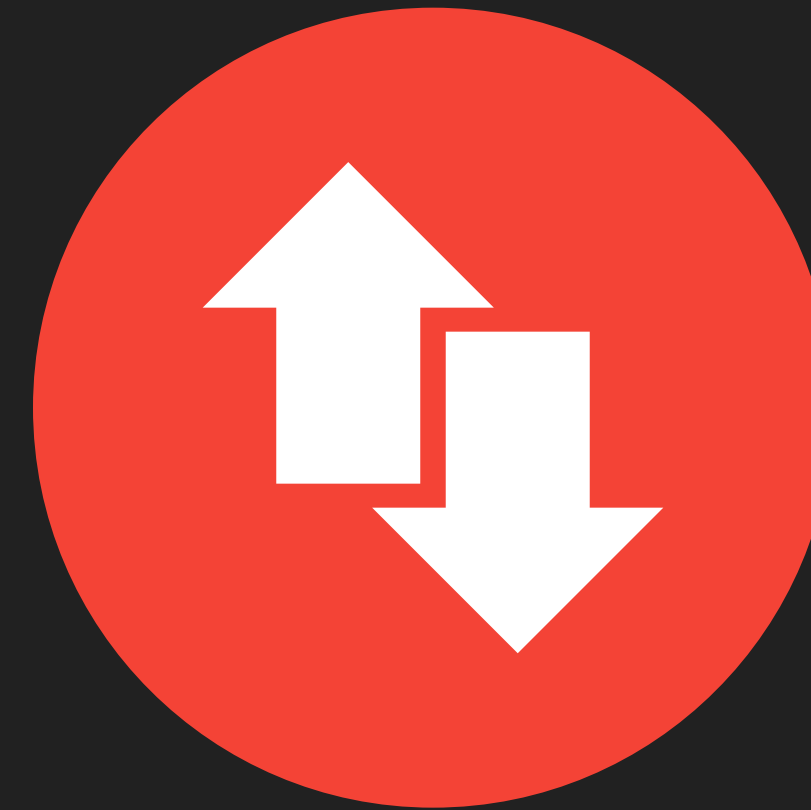
356
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



125%

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



+1.6%
+5.7 MILLION

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



96.4%

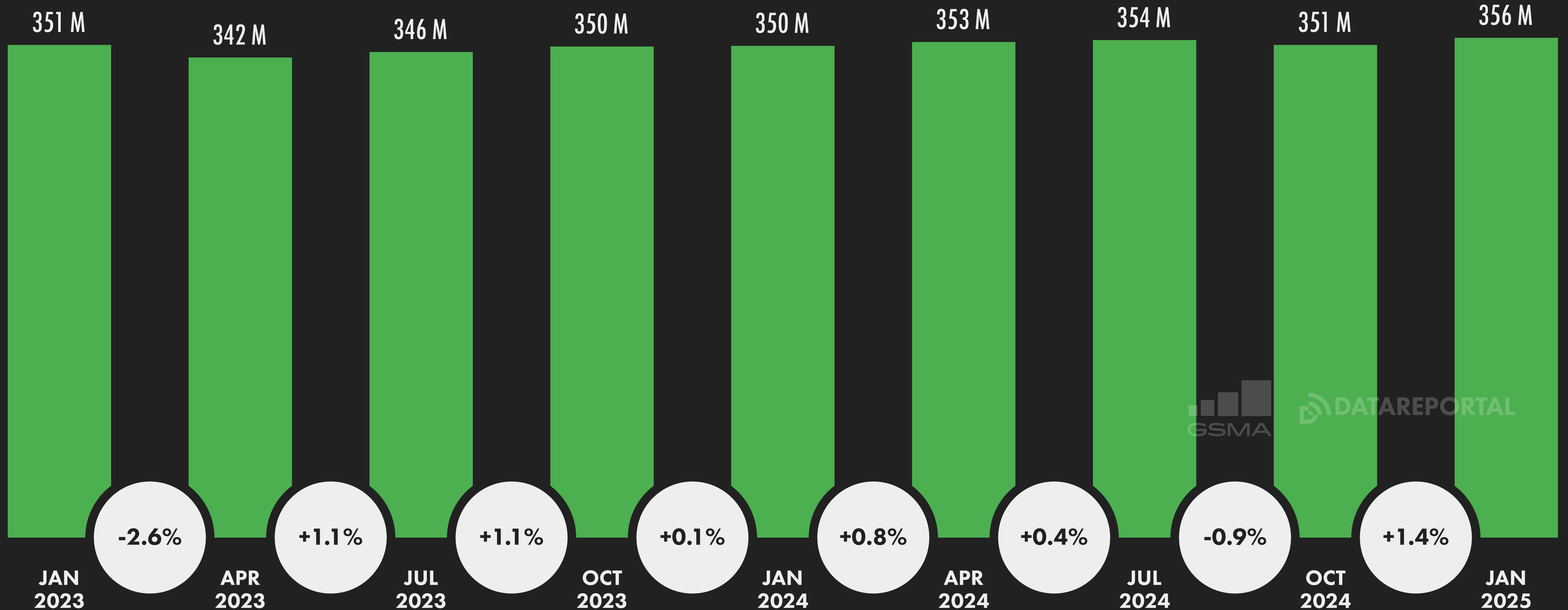
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



INDONESIA



SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA.](#)

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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



INDONESIA

OVERALL
INDEX SCORE



72.04

MOBILE INTERNET
INFRASTRUCTURE



69.80

MOBILE INTERNET
AFFORDABILITY



82.75

CONSUMER
READINESS



68.66

CONTENT
AND SERVICES



67.94



INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS USING
THE INTERNET



212
MILLION

INDIVIDUALS USING THE
INTERNET vs. POPULATION



74.6%

YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+8.7%
+17 MILLION

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



+7.9%
+543 BPS

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



110.0

PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



98.7%

AVERAGE DAILY TIME SPENT
USING THE INTERNET



7H 22M

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



-3.5%
-16 MINS

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM **GW**I (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](#).

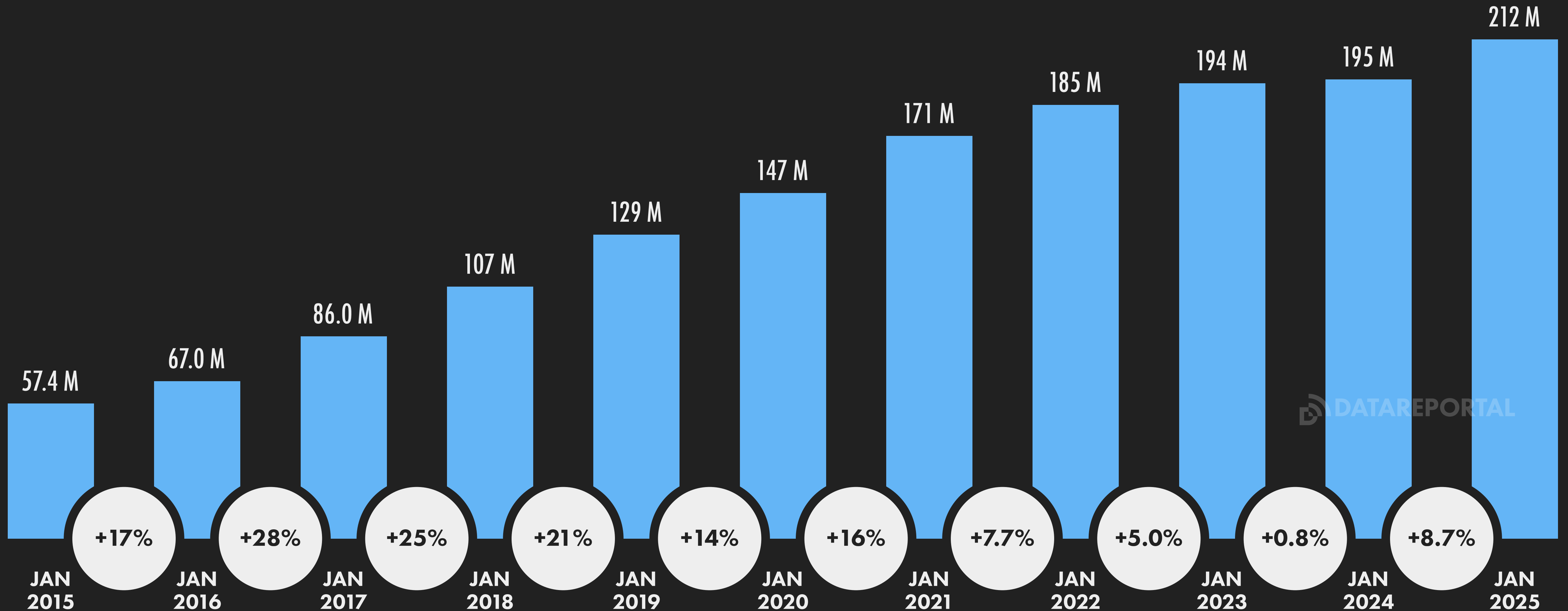
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INTERNET USE OVER TIME (YOY)

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



INDONESIA



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; 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](#).

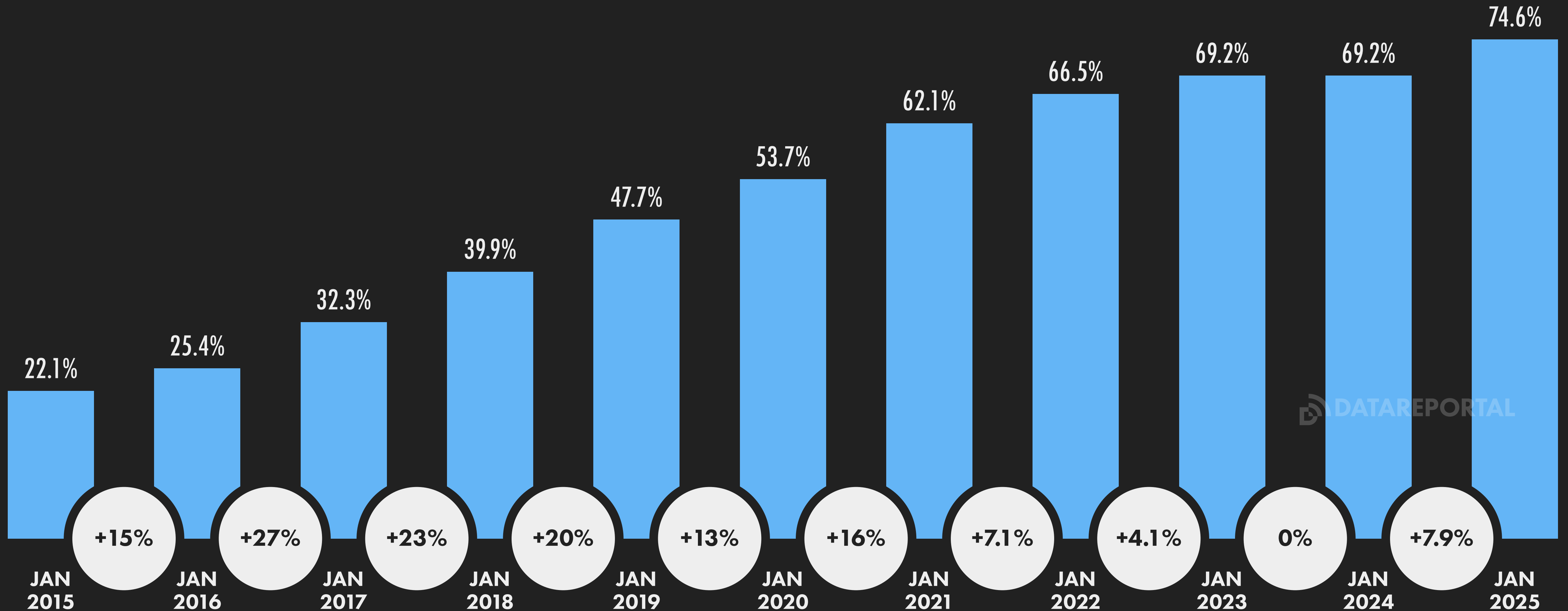
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INTERNET ADOPTION RATE OVER TIME (YOY)

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



INDONESIA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; 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



212
MILLION

vs. POPULATION

74.6%

INTERNET USERS:
ITU



197
MILLION

vs. POPULATION

69.2%

INTERNET USERS:
CIA WORLD FACTBOOK



176
MILLION

vs. POPULATION

62.0%

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



GWI.

7H 22M

TIME SPENT USING THE INTERNET ON MOBILE PHONES



4H 38M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS



2H 43M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

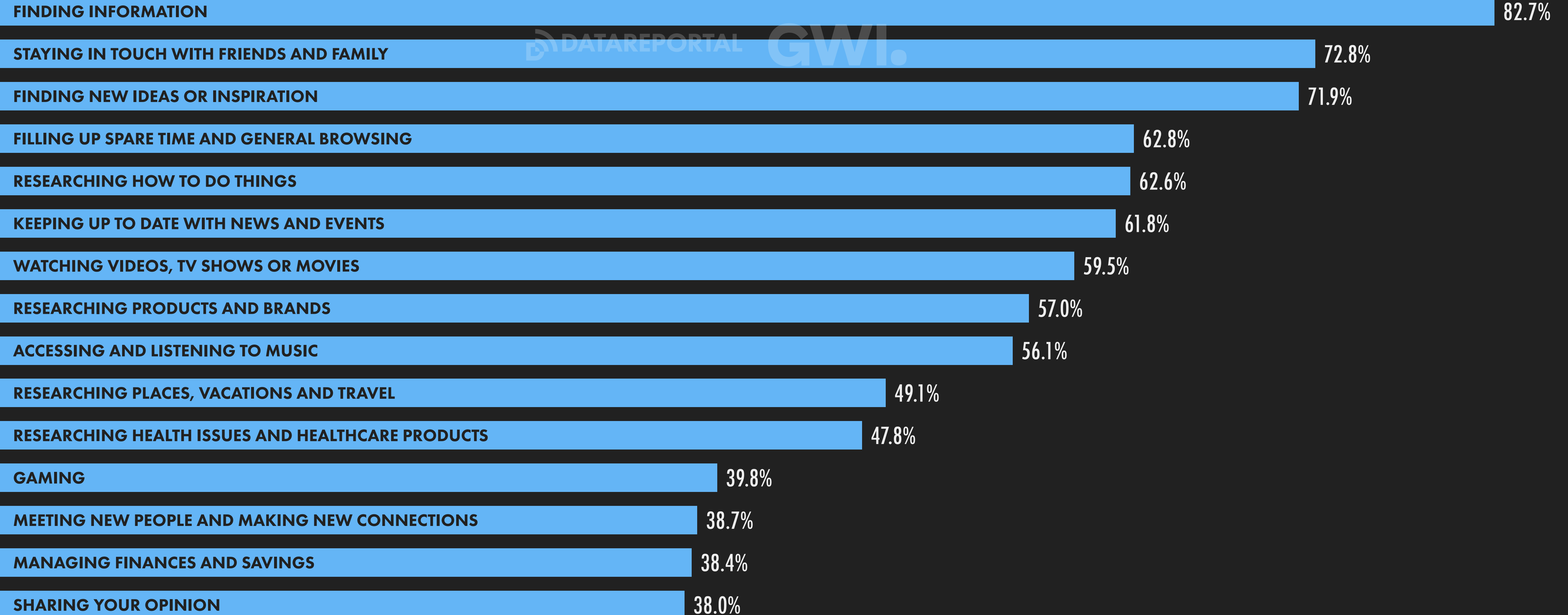


63.0%

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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



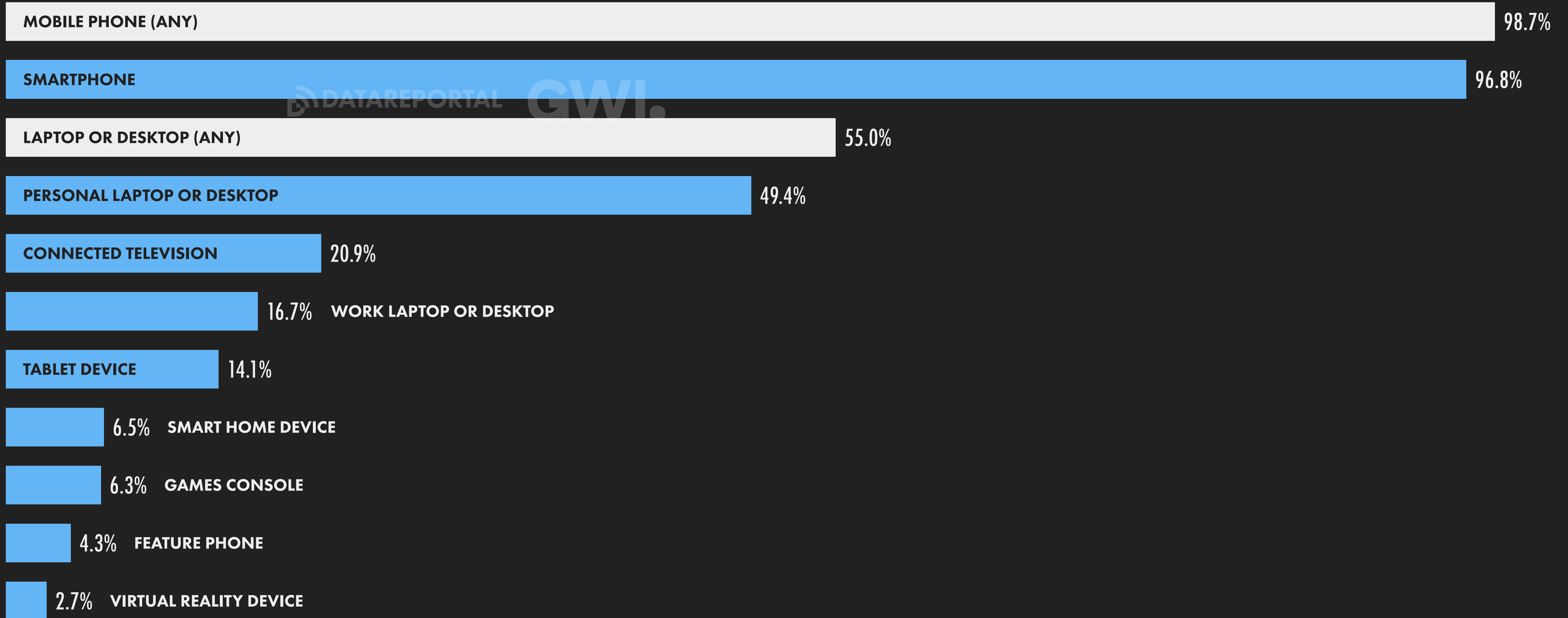
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DEVICES USED TO ACCESS THE INTERNET

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



MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

29.06

UPLOAD (MBPS)

13.74

LATENCY (MS)

24

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



OOKLA

▲ DOWNLOAD

+18.5%

▲ UPLOAD

+4.1%

▲ LATENCY

-7.7%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

32.05

UPLOAD (MBPS)

19.87

LATENCY (MS)

8

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



▲ DOWNLOAD

+13.1%

▲ UPLOAD

+17.9%

▲ LATENCY

+14.3%

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.

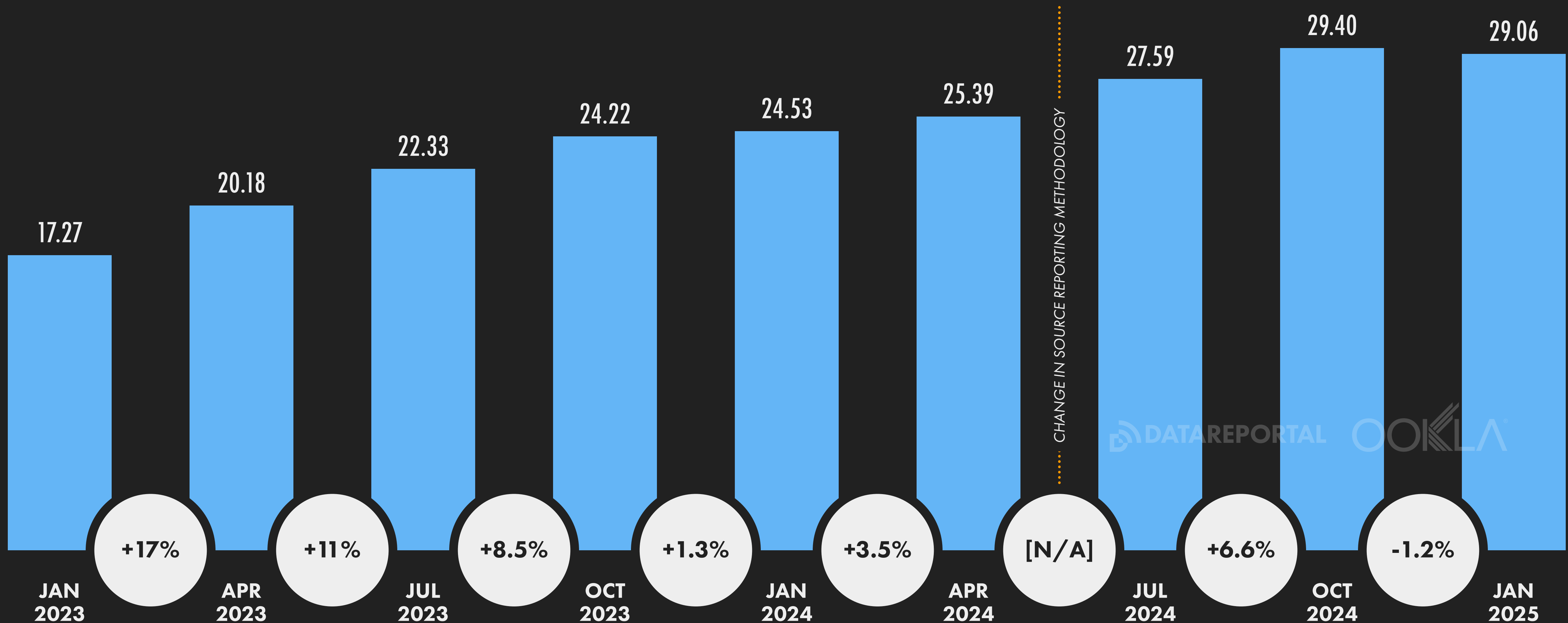
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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



INDONESIA



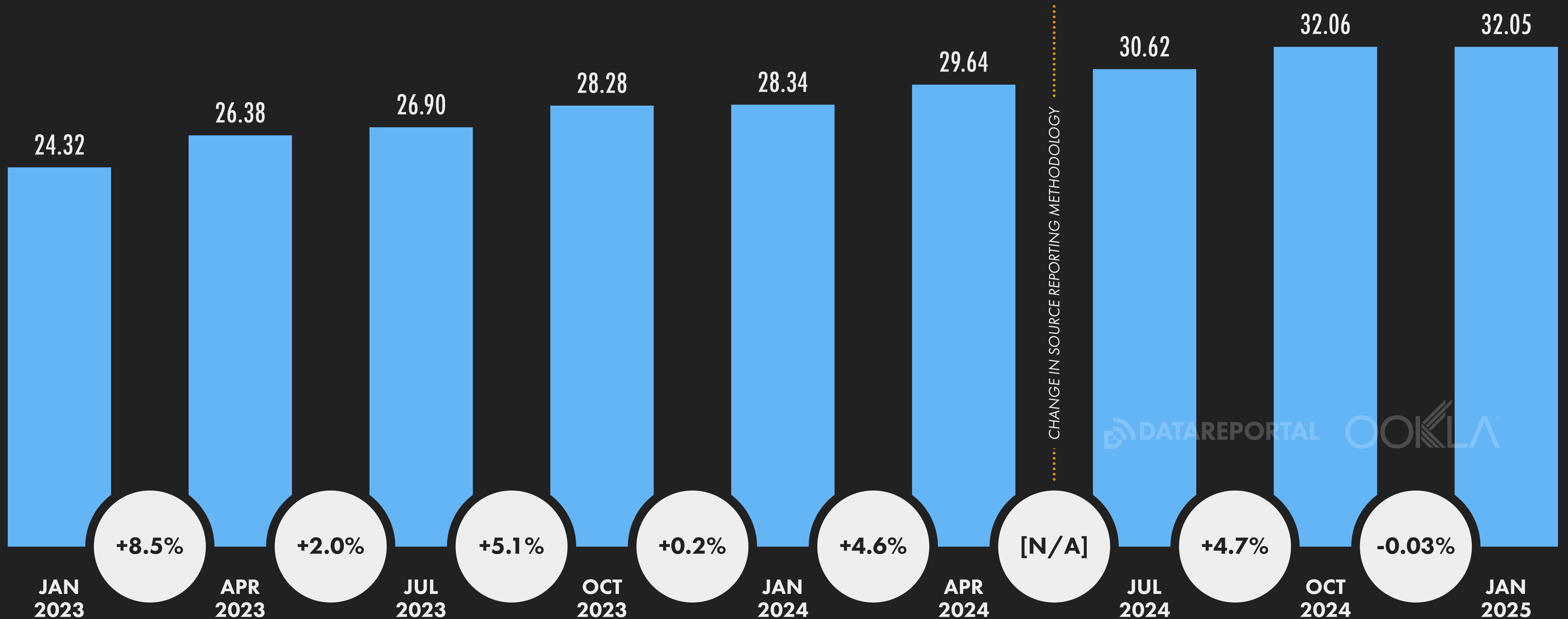
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FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



INDONESIA



CHANGE IN SOURCE REPORTING METHODOLOGY

DATAREPORTAL

OOKLA

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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



INDONESIA

MOBILE
PHONES



71.93%

YEAR-ON-YEAR CHANGE

+14.5%

+910 BPS

LAPTOP AND
DESKTOP COMPUTERS



27.55%

YEAR-ON-YEAR CHANGE

-25.2%

-928 BPS

TABLET
DEVICES



0.52%

YEAR-ON-YEAR CHANGE

+52.9%

+18 BPS

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE

0%

[UNCHANGED]

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN 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.



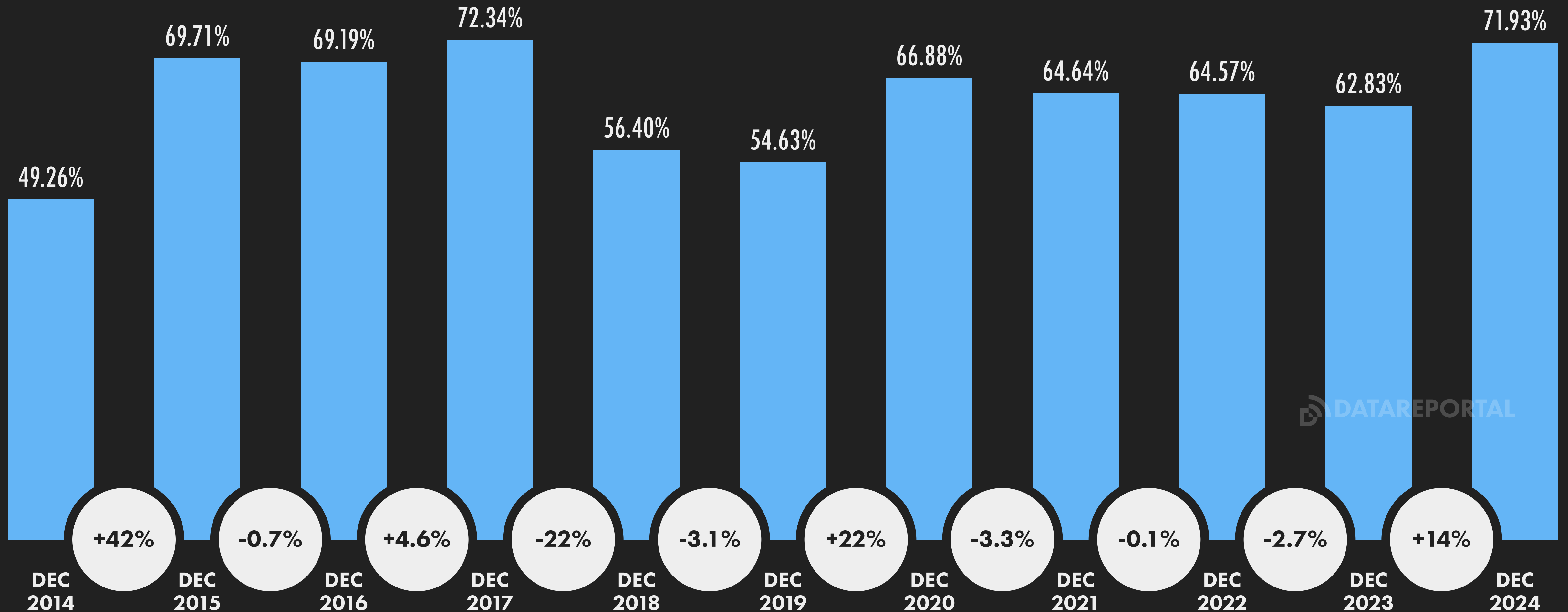
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

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



INDONESIA



DATAREPORTAL

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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**



INDONESIA



ANDROID

93.45%

IOS

6.49%

0.05% SAMSUNG

0.01% OTHERS

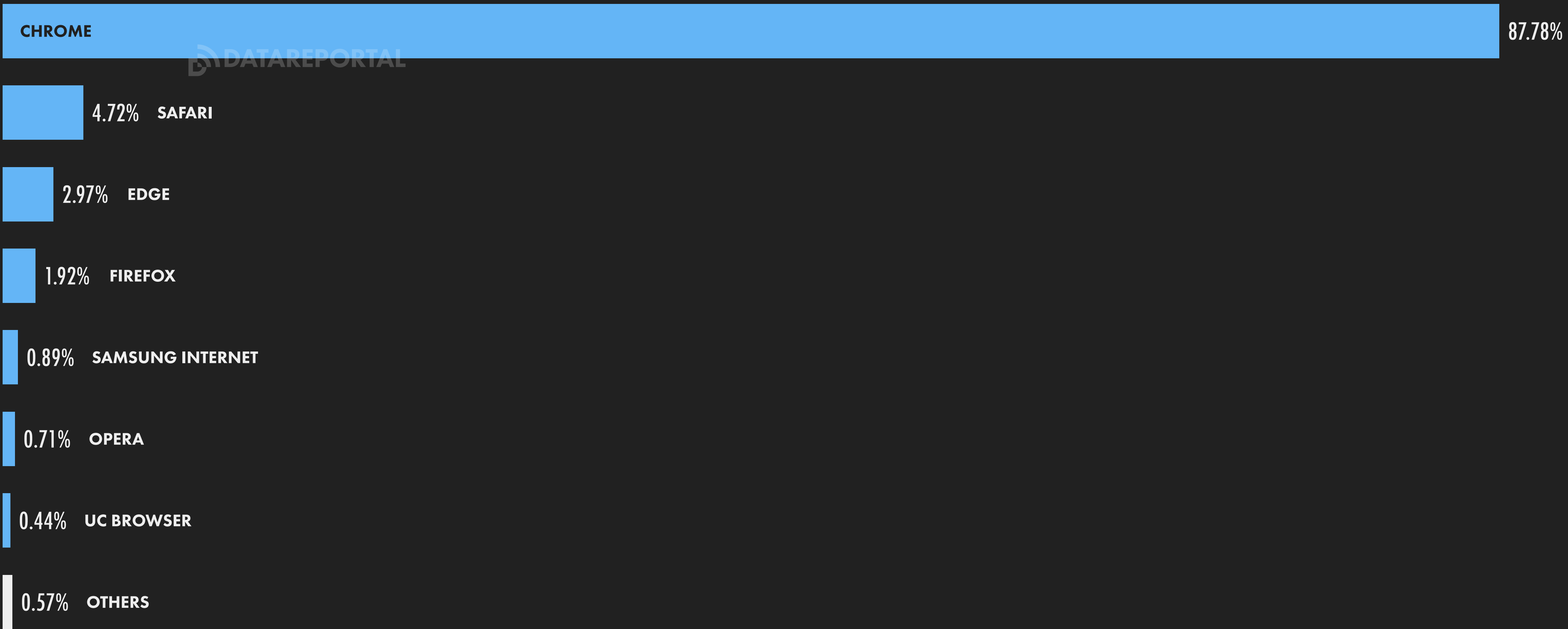
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SHARE OF WEB TRAFFIC BY BROWSER

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



INDONESIA



DATAREPORTAL

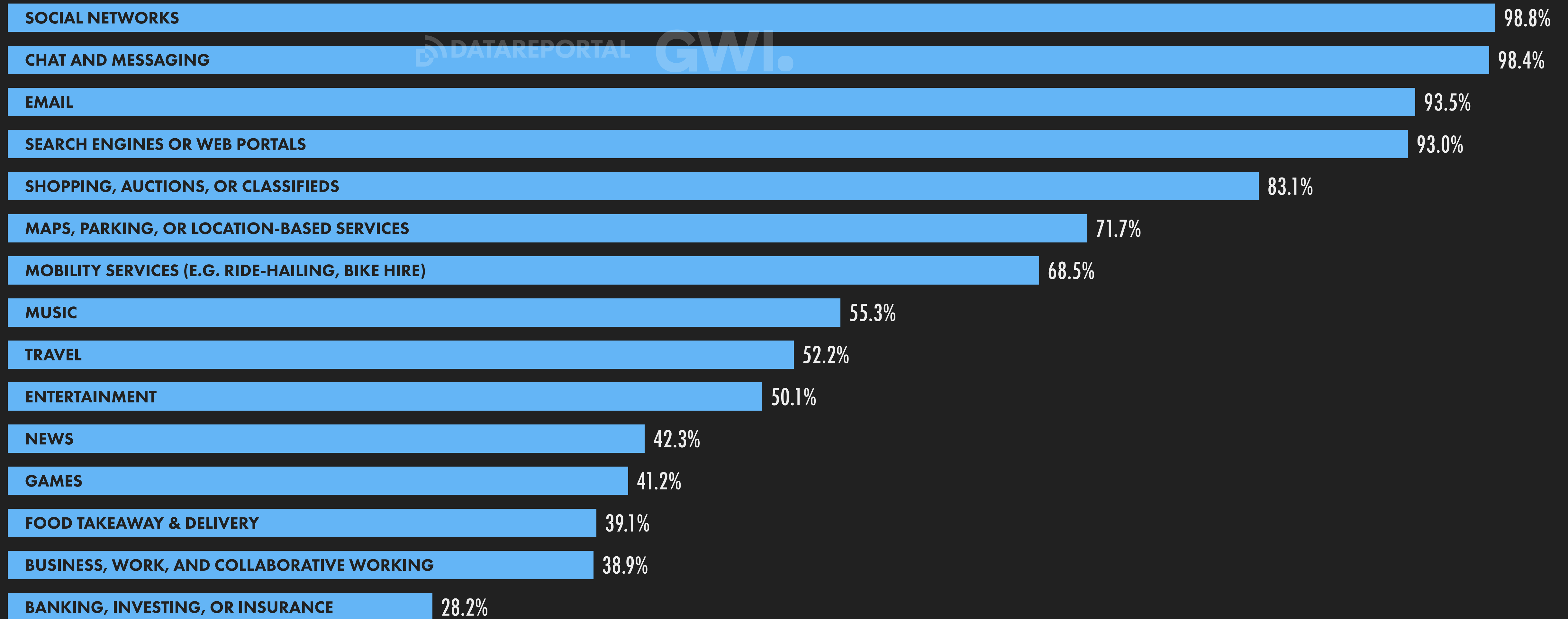
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TOP TYPES OF WEBSITES VISITED AND APPS USED

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



INDONESIA



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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



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.25 B	142 M	8M 53S	8.01
02	YOUTUBE.COM	607 M	37.3 M	22M 37S	11.09
03	WHATSAPP.COM	325 M	30.0 M	18M 10S	11.13
04	DETIK.COM	195 M	41.1 M	3M 08S	2.39
05	X.COM	149 M	12.2 M	15M 52S	19.67
06	CHATGPT.COM	141 M	12.3 M	10M 14S	5.67
07	INSTAGRAM.COM	137 M	20.9 M	8M 44S	11.82
08	SHOPEE.CO.ID	120 M	31.5 M	8M 19S	7.37
09	FACEBOOK.COM	107 M	12.0 M	10M 34S	10.85
10	KOMPAS.COM	85.8 M	22.5 M	3M 20S	2.22

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	TIKTOK.COM	81.9 M	30.7 M	3M 15S	5.07
12	KEMDIKBUD.GO.ID	74.4 M	18.2 M	7M 35S	6.12
13	TOKOPEDIA.COM	66.4 M	16.5 M	7M 43S	8.11
14	BKN.GO.ID	55.7 M	11.3 M	5M 31S	6.13
15	YAHOO.COM	55.1 M	7.39 M	7M 59S	4.85
16	CNNINDONESIA.COM	50.8 M	19.2 M	1M 11S	1.76
17	KUMPARAN.COM	48.9 M	23.9 M	1M 26S	2.47
18	LIPUTAN6.COM	47.2 M	20.4 M	0M 25S	1.47
19	CANVA.COM	47.1 M	11.0 M	7M 38S	7.29
20	GOOGLE.CO.ID	46.7 M	15.2 M	4M 12S	6.14

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



INDONESIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	3.26B	178M	10M 44S	4.03
02	YOUTUBE.COM	1.50B	98.1M	27M 02S	9.09
03	FACEBOOK.COM	221M	52.7M	12M 37S	6.24
04	KOMPAS.COM	213M	47.8M	8M 53S	2.17
05	WHATSAPP.COM	181M	25.4M	41M 51S	4.69
06	DETIK.COM	181M	31.3M	8M 47S	2.88
07	INSTAGRAM.COM	151M	40.3M	13M 33S	8.39
08	TRIBUNNEWS.COM	151M	36.7M	8M 03S	2.30
09	X.COM	136M	26.9M	12M 46S	6.45
10	SHOPEE.CO.ID	133M	44.4M	9M 51S	3.73

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	CHATGPT.COM	112M	13.2M	9M 05S	2.51
12	TIKTOK.COM	102M	35.5M	10M 34S	4.84
13	PORNHUB.COM	96.4M	22.7M	11M 38S	7.93
14	TWITTER.COM	86.9M	31.4M	6M 16S	1.88
15	WIKIPEDIA.ORG	85.1M	25.9M	8M 58S	2.97
16	XNXX.COM	74.0M	22.0M	14M 06S	9.36
17	LIPUTAN6.COM	70.8M	25.9M	6M 12S	1.65
18	SUARA.COM	70.8M	19.0M	7M 11S	1.83
19	TOKOPEDIA.COM	65.5M	21.8M	11M 37S	5.11
20	BOLASPORT.COM	60.9M	12.8M	7M 14S	2.25

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



INDONESIA

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

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	ROBLOX	ROBLOX
03	FREE FIRE	SEA
04	MINECRAFT POCKET EDITION	MICROSOFT
05	CLASH OF CLANS	TENCENT
06	PUBG MOBILE	TENCENT
07	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
08	EFOOTBALL 2024	KONAMI
09	HONOR OF KINGS	TENCENT
10	SUBWAY SURFERS	TENCENT

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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	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	SHOPEEPAY - BAYAR & TRANSFER	SEA
04	INSTAGRAM	META
05	FACEBOOK	META
06	WHATSAPP MESSENGER	META
07	SHOPEE	SEA
08	DANA	ESPAY DEBIT INDONESIA KOE
09	WHATSAPP BUSINESS	META
10	TELEGRAM	TELEGRAM

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	MOBILE LEGENDS: BANG BANG	BYTEDANCE
03	MY SUPERSTORE SIMULATOR	PLAYSPARE
04	ROBLOX	ROBLOX
05	STICKMAN PARTY	PLAYMAX GAME STUDIO
06	MINI GAMES: CALM & RELAX	ONESOFT
07	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
08	FOOTBALL LEAGUE 2023	MOBILE SOCCER
09	SAKURA SCHOOL SIMULATOR	GARUSOFT DEVELOPMENT
10	LUDO KING	GAMETION

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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	VIDIO	SURYA CITRA MEDIA
03	GOOGLE ONE	GOOGLE
04	DRAMABOX - MOVIES AND DRAMA	STORYMATRIX
05	FACEBOOK	META
06	GETCONTACT	GETVERIFY
07	SHORTTV	SHORTTV
08	WETV	TENCENT
09	CAPCUT	BYTEDANCE
10	DISNEY+ HOTSTAR	DISNEY

#	MOBILE GAME	COMPANY
01	MOBILE LEGENDS: BANG BANG	BYTEDANCE
02	EFOOTBALL 2024	KONAMI
03	FREE FIRE	SEA
04	ROBLOX	ROBLOX
05	LAST WAR: SURVIVAL GAME	ONEFUN
06	HIGGS DOMINO ISLAND	BOKE
07	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
08	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
09	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
10	CLASH OF CLANS	TENCENT

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ACCESSING ONLINE INFORMATION

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



INDONESIA

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



93.0%

GWl.

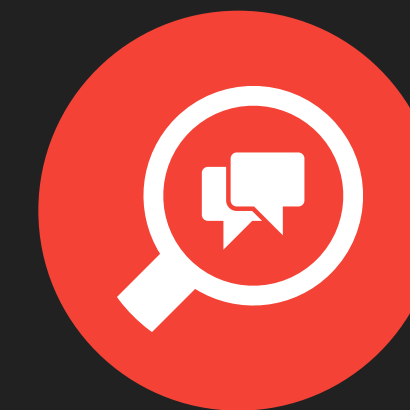
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



13.4%

KEPIOS

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



63.9%

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



41.9%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



50.1%

GWl.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



49.5%

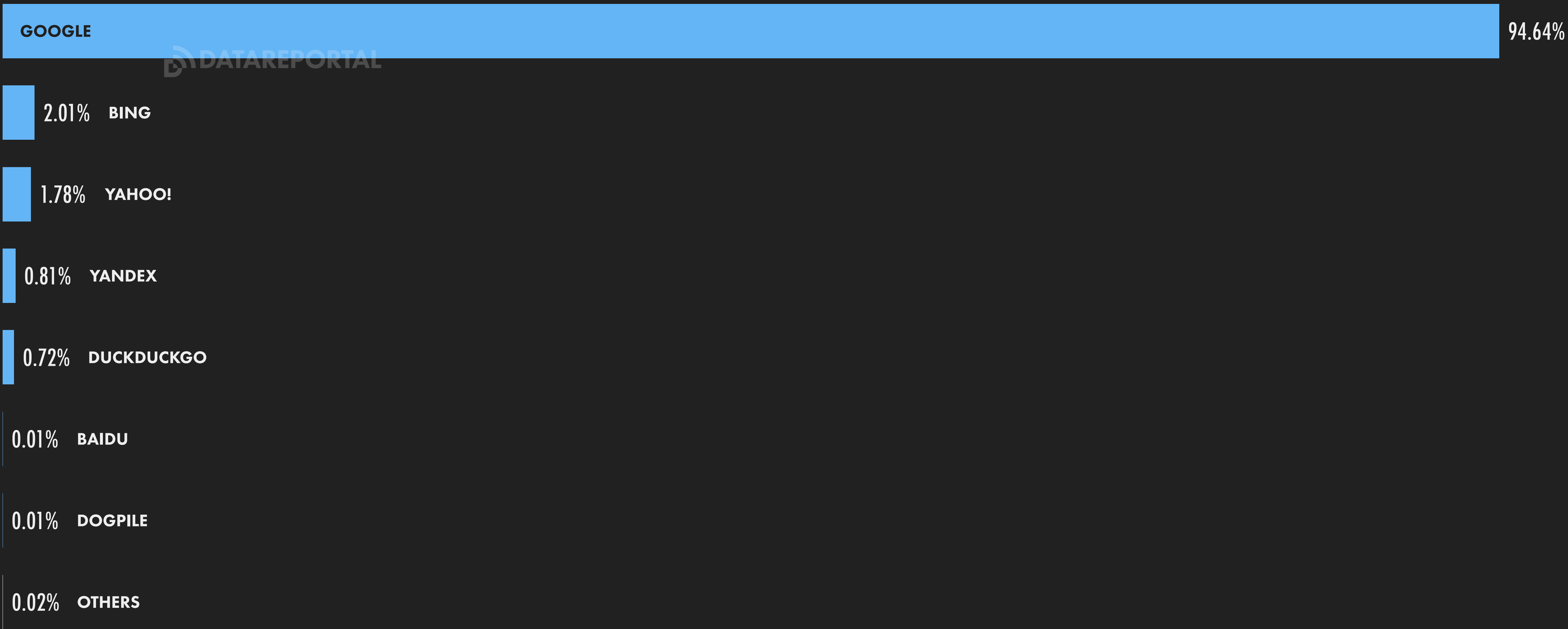
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SHARE OF SEARCH ENGINE REFERRALS

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



INDONESIA



DATA REPORTAL

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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	INDONESIA	100
02	TRANSLATE	78
03	WA	57
04	GOOGLE	57
05	YOUTUBE	48
06	HK	48
07	PROXY	44
08	CUACA	44
09	TIKTOK	44
10	PROXY PROXY	44

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	WA WEB	33
12	YANDEX	30
13	DUCKDUCKGO	28
14	WHATSAPP	27
15	GOOGLE TRANSLATE	23
16	TIKTOK DOWNLOAD	21
17	DEMO SLOT	19
18	IG	19
19	BAHASA INGGRIS	19
20	WHATSAPP WEB	19

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



INDONESIA

ACCOUNT WITH A FINANCIAL INSTITUTION



50.5%

FEMALE 51.7% MALE 49.3%

CREDIT CARD OWNERSHIP



1.6%

FEMALE 2.1% MALE 1.1%

DEBIT CARD OWNERSHIP



35.1%

FEMALE 36.5% MALE 33.7%

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



9.3%

FEMALE 9.9% MALE 8.7%

MADE A DIGITAL PAYMENT (PAST YEAR)



29.1%

FEMALE 29.0% MALE 29.2%

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



18.2%

FEMALE 21.5% MALE 14.8%

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



8.1%

FEMALE 7.5% MALE 8.8%

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



7.7%

FEMALE 7.8% MALE 7.6%



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



INDONESIA

PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

58.0%

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

34.4%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

11.2%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

14.3%

USED A BUY NOW,
PAY LATER SERVICE



37.9%

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OVERVIEW OF CONSUMER GOODS ECOMMERCE

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



INDONESIA

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



statista

65.7
MILLION

YEAR-ON-YEAR CHANGE

+12.0% (+7.0 MILLION)

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

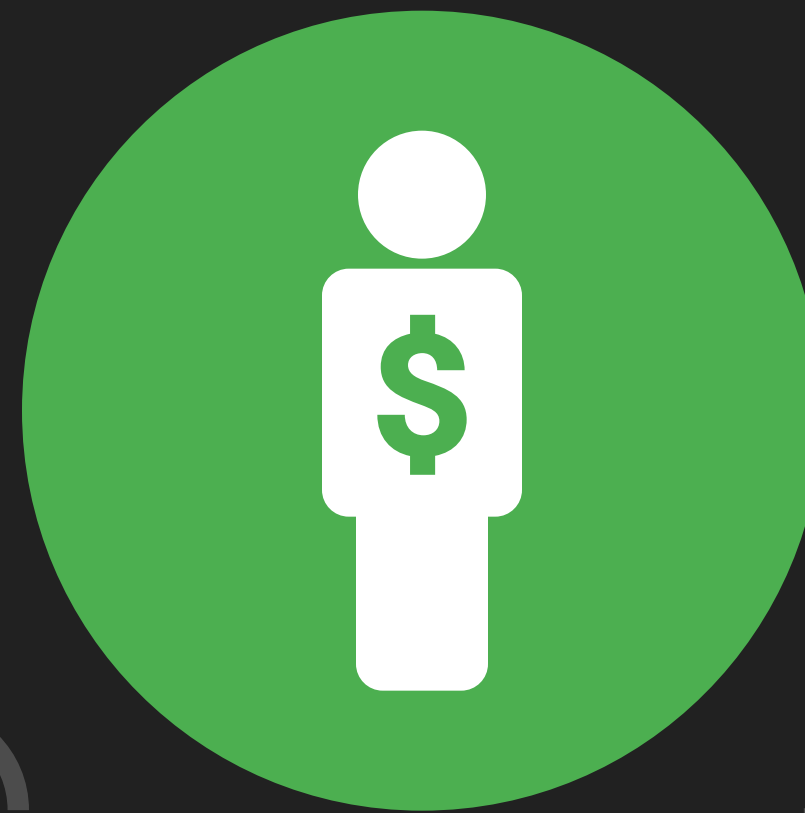


\$50.2
BILLION

YEAR-ON-YEAR CHANGE

+11.3% (+\$5.1 BILLION)

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



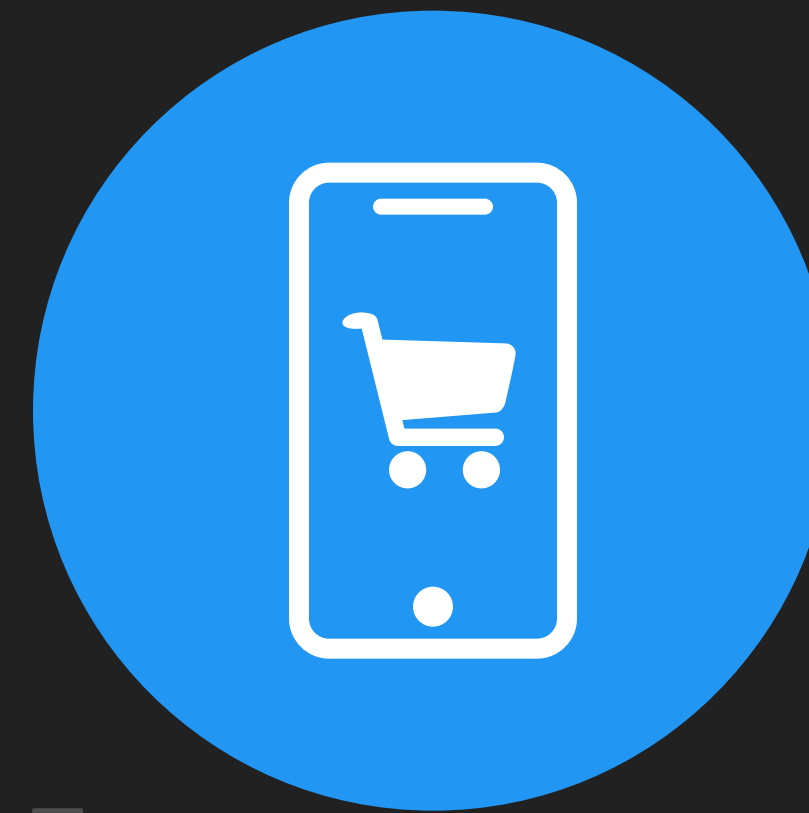
statista

\$765

YEAR-ON-YEAR CHANGE

-0.6% (-\$5)

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



67.5%

YEAR-ON-YEAR CHANGE

+0.1% (+8 BPS)

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



9.9%

YEAR-ON-YEAR CHANGE

+4.4% (+42 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.

we
are
social

Meltwater

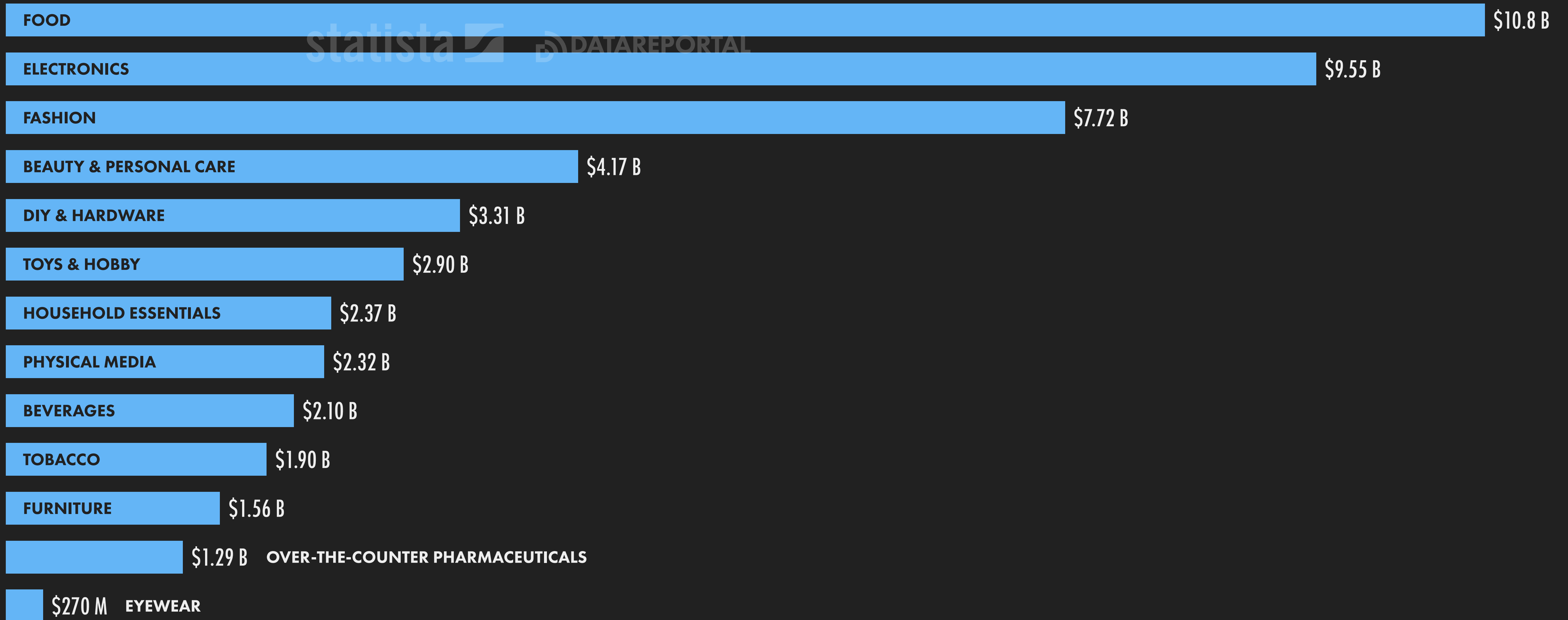
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ECOMMERCE: CONSUMER GOODS CATEGORIES

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



INDONESIA

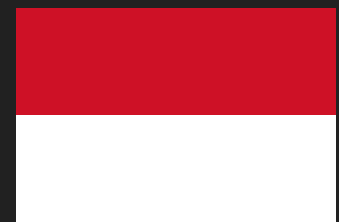


SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES 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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2025**

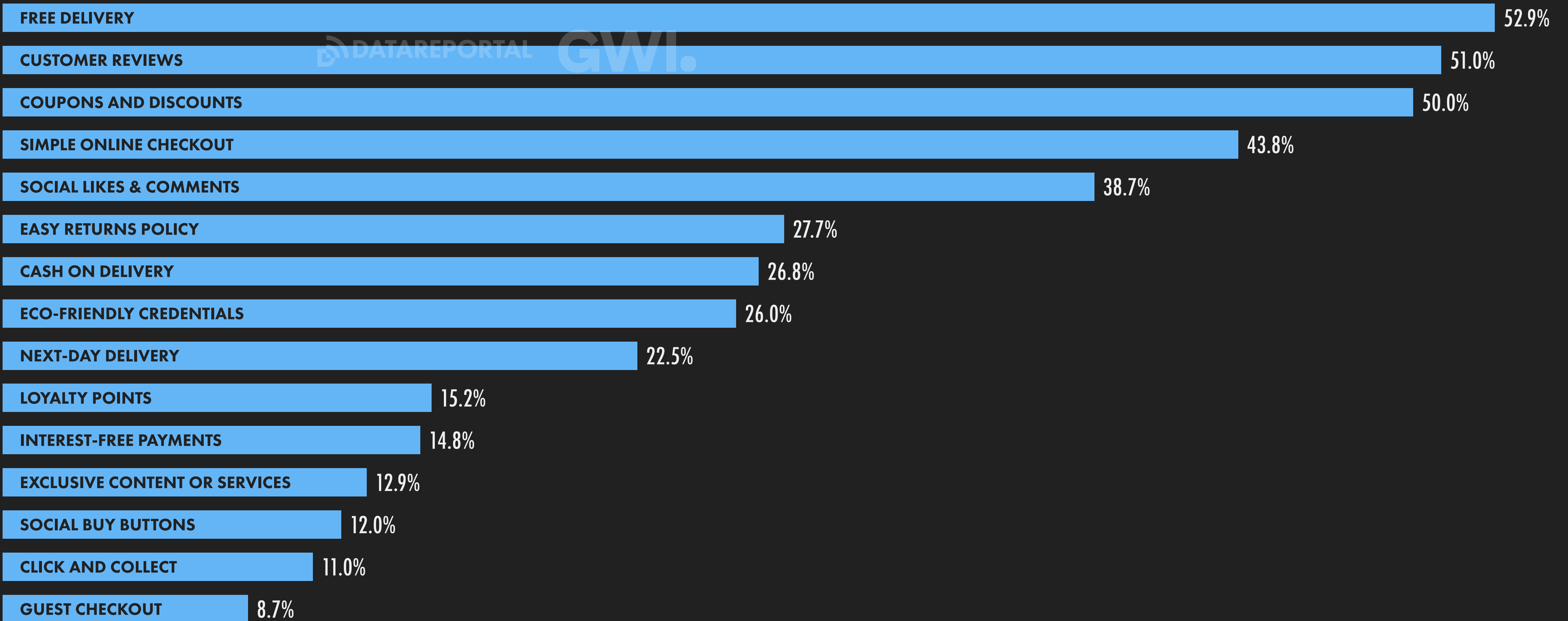
ONLINE PURCHASE DRIVERS

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



INDONESIA

DATA REPORTAL GWI.



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2025**

TOP GOOGLE SHOPPING SEARCHES

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



INDONESIA

#	SEARCH QUERY	INDEX vs. TOP QUERY	#	SEARCH QUERY	INDEX vs. TOP QUERY
01	SAMSUNG	100	11	REALME	22
02	HP	86	12	SHOPEE	19
03	IPHONE	54	13	NIKE	19
04	OPPO	45	14	POCO	18
05	REDMI	39	15	XIAOMI	17
06	VIVO	32	16	VAPE	14
07	LAPTOP	28	17	GOOGLE	14
08	INFINIX	27	18	POD	14
09	VARIO	24	19	SUNSCREEN	13
10	TRANSLATE	24	20	HP SAMSUNG	12

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

58.4
MILLION

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



we are social

+11.8%
+6.18 MILLION

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



Meltwater

\$13.4
BILLION

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



statista

+34.0%
+\$3.40 BILLION

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



\$230

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)



INDONESIA

FLIGHTS



**\$6.38
BILLION**

YEAR-ON-YEAR CHANGE
+10.7% (+\$617 MILLION)

statista

TRAINS



**\$108
MILLION**

YEAR-ON-YEAR CHANGE
+8.0% (+\$8.0 MILLION)



CAR RENTALS



**\$414
MILLION**

YEAR-ON-YEAR CHANGE
+15.0% (+\$54 MILLION)

statista

LONG-DISTANCE BUSES



**\$108
MILLION**

YEAR-ON-YEAR CHANGE
+8.0% (+\$8.0 MILLION)

HOTELS



**\$3.17
BILLION**

YEAR-ON-YEAR CHANGE
+15.1% (+\$415 MILLION)



PACKAGE HOLIDAYS



**\$1.76
BILLION**

YEAR-ON-YEAR CHANGE
+18.5% (+\$274 MILLION)

statista

VACATION RENTALS



**\$374
MILLION**

YEAR-ON-YEAR CHANGE
+19.6% (+\$61 MILLION)



CRUISES



**\$4.09
MILLION**

YEAR-ON-YEAR CHANGE
+16.9% (+\$591 THOUSAND)

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2025

ONLINE RIDE-HAILING OVERVIEW

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



NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

88.3
MILLION

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



we
are
social

+6.4%
+5.31 MILLION

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



Meltwater

\$3.51
BILLION

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



statista

+7.3%
+\$240 MILLION

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



\$39.72

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.



DIGITAL FINANCE

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USE OF ONLINE FINANCIAL SERVICES

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



INDONESIA

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



28.2%

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



20.7%

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



15.8%

GWI.



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2025

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

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



INDONESIA

NUMBER OF
PEOPLE MAKING
DIGITAL PAYMENTS



statista

144
MILLION

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



+12.6%
+16.1 MILLION

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



statista

\$102
BILLION

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



+15.7%
+\$13.9 BILLION

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



\$710

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



INDONESIA

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



GWI.

20.4%

CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GWI.

17.4%

USE ONLINE RESOURCES TO IDENTIFY TREATMENTS FOR EVERYDAY AILMENTS



GWI.

92.9%

OWN A SMARTWATCH (E.G. APPLE WATCH)



GWI.

18.1%

OWN A SMART WRISTBAND (E.G. FITBIT)



6.1%

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW

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



INDONESIA

NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

34.7
MILLION

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



Meltwater

+7.1%
+2.29 MILLION

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



statista

\$1.51
BILLION

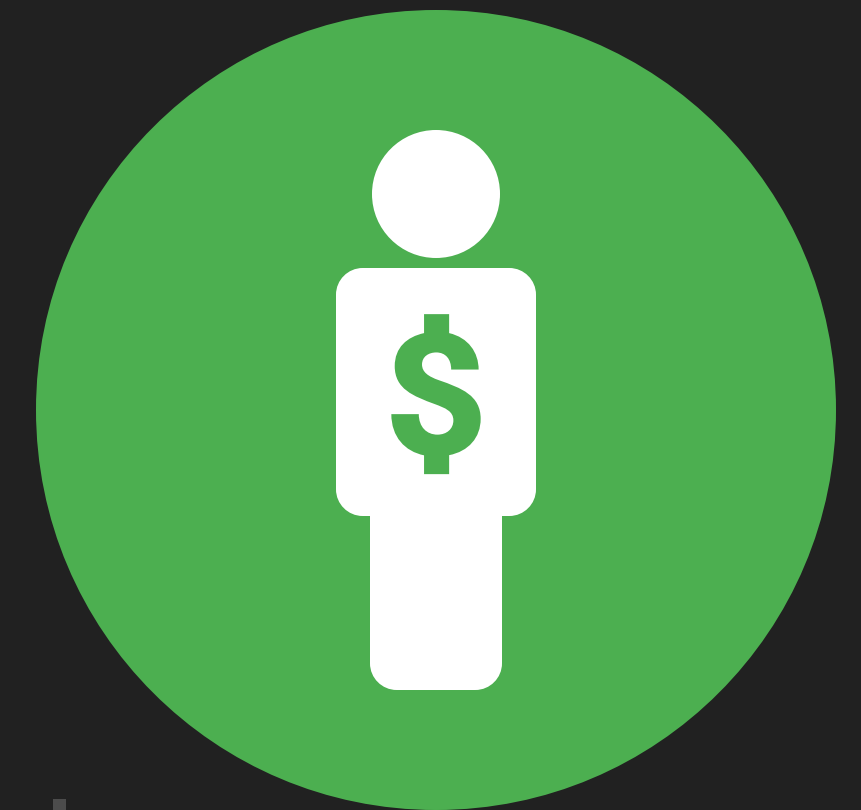
YEAR-ON-YEAR CHANGE IN
MARKET VALUE: DIGITAL HEALTH
TREATMENT & CARE MARKET



we
are
social

+6.4%
+\$91.0 MILLION

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



\$43.36

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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2025

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



INDONESIA

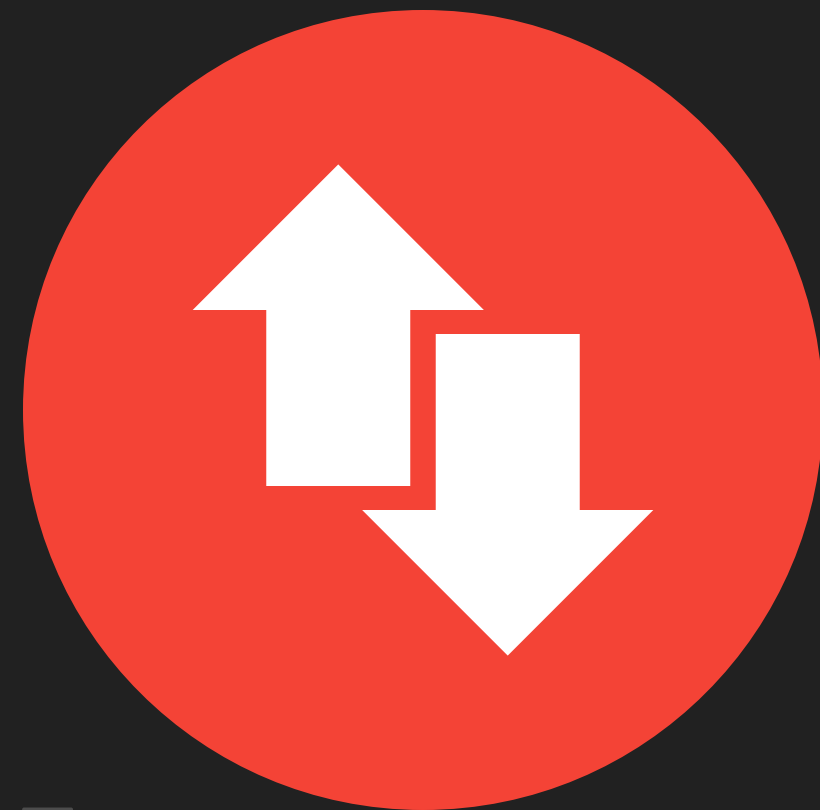
NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

6.77
MILLION

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



Meltwater

+5.5%
+350 THOUSAND

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



statista

\$131
MILLION

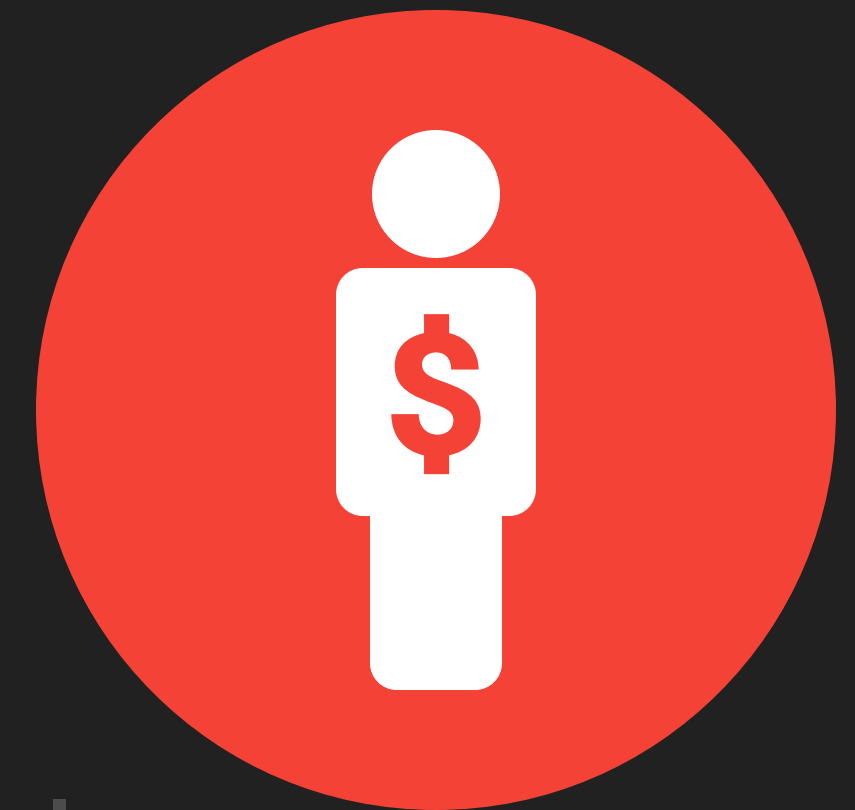
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



we
are
social

+13.4%
+\$15.5 MILLION

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



\$19.31

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2025

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

49.4
MILLION

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



Meltwater

+14.4%
+6.20 MILLION

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



statista

\$660
MILLION

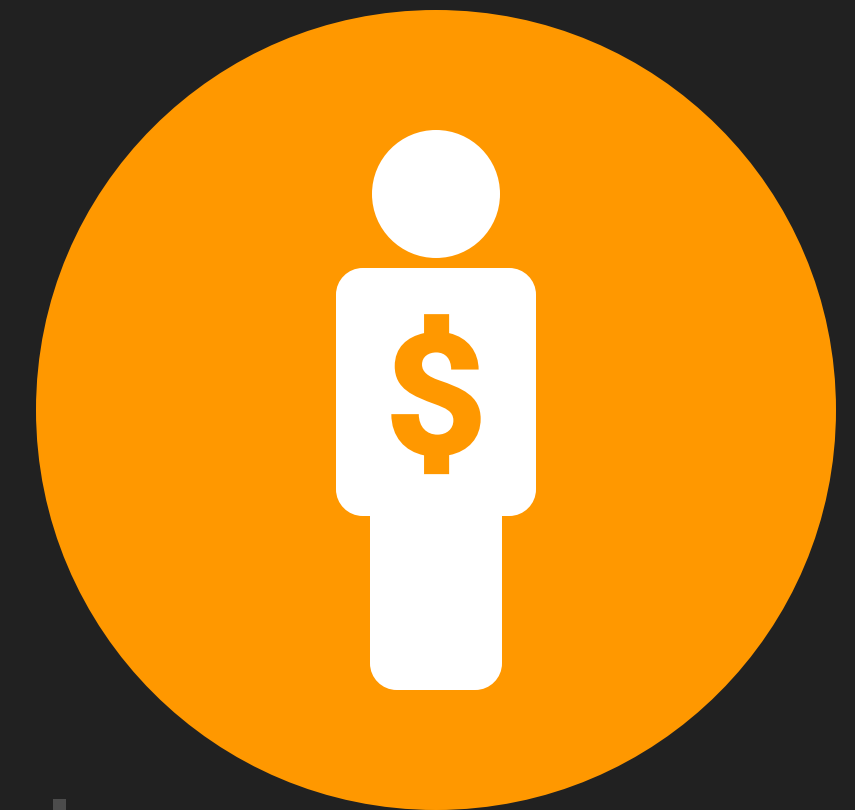
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+18.1%
+\$101 MILLION

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



\$13.37

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.

we
are
social

Meltwater



SMART HOME

FEB
2025

SMART HOME MARKET OVERVIEW

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



INDONESIA

NUMBER OF HOMES WITH
SMART HOME DEVICES



11.0
MILLION

YEAR-ON-YEAR CHANGE
+14.7% (+1.4 MILLION)

statista

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



\$557
MILLION

YEAR-ON-YEAR CHANGE
+19.0% (+\$89 MILLION)



VALUE OF SMART HOME
APPLIANCES MARKET



\$274
MILLION

YEAR-ON-YEAR CHANGE
+18.6% (+\$43 MILLION)

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



\$79.8
MILLION

YEAR-ON-YEAR CHANGE
+24.9% (+\$16 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$88.5
MILLION

YEAR-ON-YEAR CHANGE
+19.9% (+\$15 MILLION)



VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$59.9
MILLION

YEAR-ON-YEAR CHANGE
+12.9% (+\$6.8 MILLION)

statista

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$30.2
MILLION

YEAR-ON-YEAR CHANGE
+22.2% (+\$5.5 MILLION)



VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$24.5
MILLION

YEAR-ON-YEAR CHANGE
+14.9% (+\$3.2 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



14.5%

YEAR-ON-YEAR CHANGE
+12.5% (+161 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$50.65

YEAR-ON-YEAR CHANGE
+3.8% (+\$1.84)

KEPIOS

ARPU: SMART
HOME APPLIANCES



\$51.81

YEAR-ON-YEAR CHANGE
-12.3% (-\$7.25)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$11.00

YEAR-ON-YEAR CHANGE
-10.1% (-\$1.23)

ARPU: SMART HOME
SECURITY DEVICES



\$10.26

YEAR-ON-YEAR CHANGE
-11.1% (-\$1.28)

statista

ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$6.63

YEAR-ON-YEAR CHANGE
-13.6% (-\$1.04)

statista

ARPU: SMART HOME
COMFORT & LIGHTING

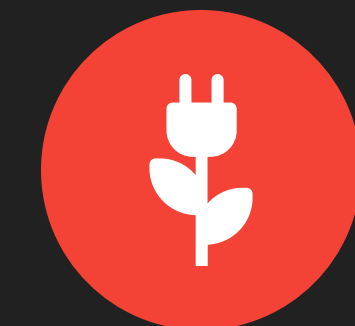


\$3.67

YEAR-ON-YEAR CHANGE
-10.0% (-\$0.41)

KEPIOS

ARPU: SMART HOME
ENERGY MANAGEMENT



\$4.49

YEAR-ON-YEAR CHANGE
-17.6% (-\$0.96)

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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TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



INDONESIA

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



98.7%



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



-0.4%
-40 BPS

GWI.

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



2H 50M



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



+5.7%
+9 MINS

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



95.8%

GWI.

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 09M



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



+6.1%
+4 MINS

GWI.

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



40.6%

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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	AGAK LAEN	100
02	FIVE FRIENDS	68
03	IPAR ADALAH MAUT	65
04	172 DAYS	45
05	MINIONS: THE RISE OF GRU	45
06	A HARLOT'S PRAYER	43
07	LIFT	42
08	PASUTRI GAJE	41
09	ANCIKA	40
10	RUMAH MASA DEPAN	39

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	QUEEN OF TEARS	100
02	PAY LATER	80
03	LOVE NEXT DOOR	79
04	DOCTOR SLUMP	71
05	MISS NIGHT AND DAY	69
06	AVATAR THE LAST AIRBENDER	65
07	DEMON SLAYER: KIMETSU NO YAIBA	58
08	WELCOME TO SAMDAL-RI	51
09	GYEONGSEONG CREATURE	50
10	CULINARY CLASS WARS	50

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2025**

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	GAMPANG CUAN	100
02	LAYANGAN PUTUS: THE MOVIE	79
03	THE BEEKEEPER	75
04	JOHN WICK: CHAPTER 4	67
05	SHERINA'S ADVENTURE 2	59
06	THE IDEA OF YOU	41
07	KISAH TANAH JAWA: POCONG GUNDUL	40
08	DINDA	38
09	APOCALYPSE Z: THE BEGINNING OF THE END	37
10	CATATAN SI BOY	36

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	MARRY MY HUSBAND	100
02	INDUK GAJAH	62
03	WEDDING IMPOSSIBLE	47
04	NO GAIN NO LOVE	43
05	JINNY'S KITCHEN	37
06	LOVE IN CONTRACT	35
07	SEKOTENGS	29
08	APARTMENT 404	28
09	THE BOYS	28
10	LOL: LAST ONE LAUGHING INDONESIA	27

**FEB
2025**

MOST STREAMED CONTENT ON HBO

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



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	AQUAMAN AND THE LOST KINGDOM	65
03	DUNE: PART TWO	43
04	MISSION: IMPOSSIBLE - DEAD RECKONING	43
05	HARRY POTTER AND THE CHAMBER OF SECRETS	36
06	GODZILLA X KONG: THE NEW EMPIRE	28
07	FAST X	27
08	THE SUPER MARIO BROS. MOVIE	26
09	TRANSFORMERS: RISE OF THE BEASTS	25
10	BARBIE	24

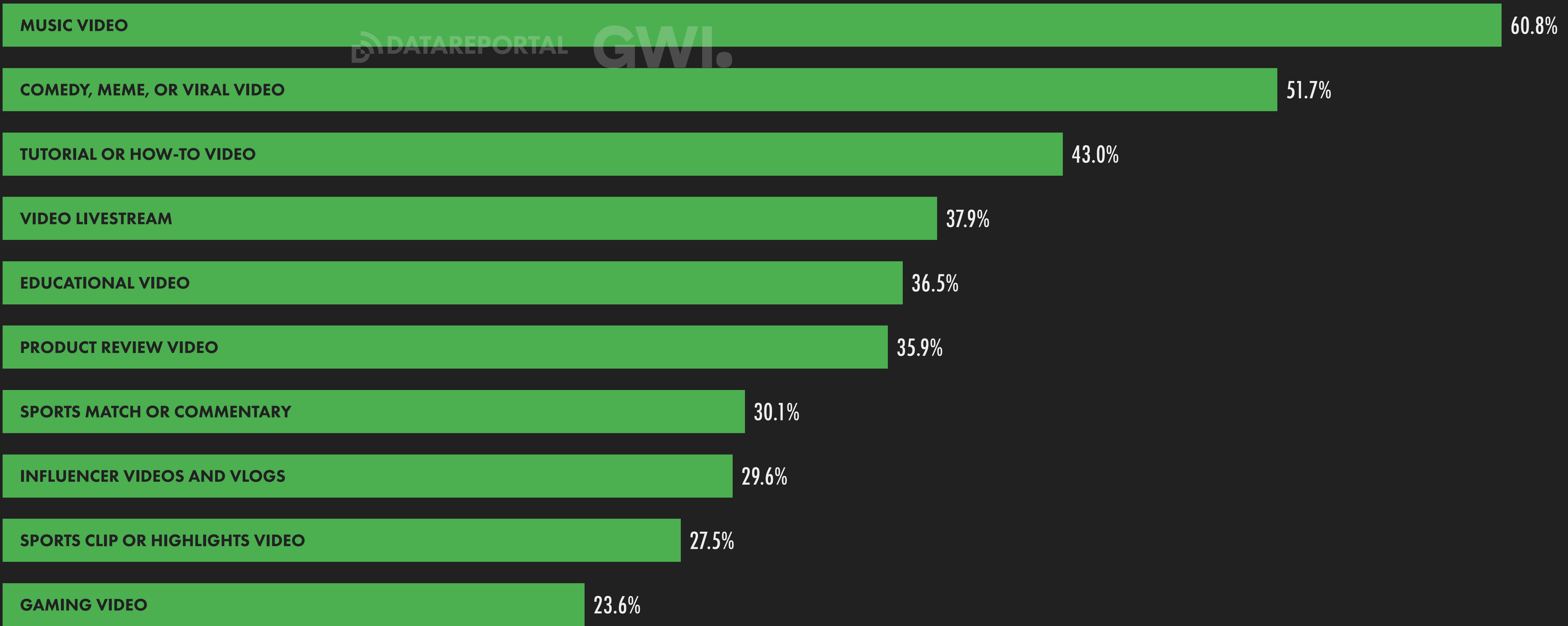
MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	GAME OF THRONES	100
02	HOUSE OF THE DRAGON	88
03	RICK AND MORTY	78
04	THE LAST OF US	58
05	SUCCESSION	31
06	EUPHORIA	28
07	TRUE DETECTIVE	27
08	TOKYO VICE	20
09	THE PENGUIN	17
10	INDUSTRY	15

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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



60.8%

GWI.

LISTEN TO MUSIC
STREAMING SERVICES



45.4%



LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



9.4%

GWI.

LISTEN TO
PODCASTS



42.6%



LISTEN TO
AUDIO BOOKS



6.4%

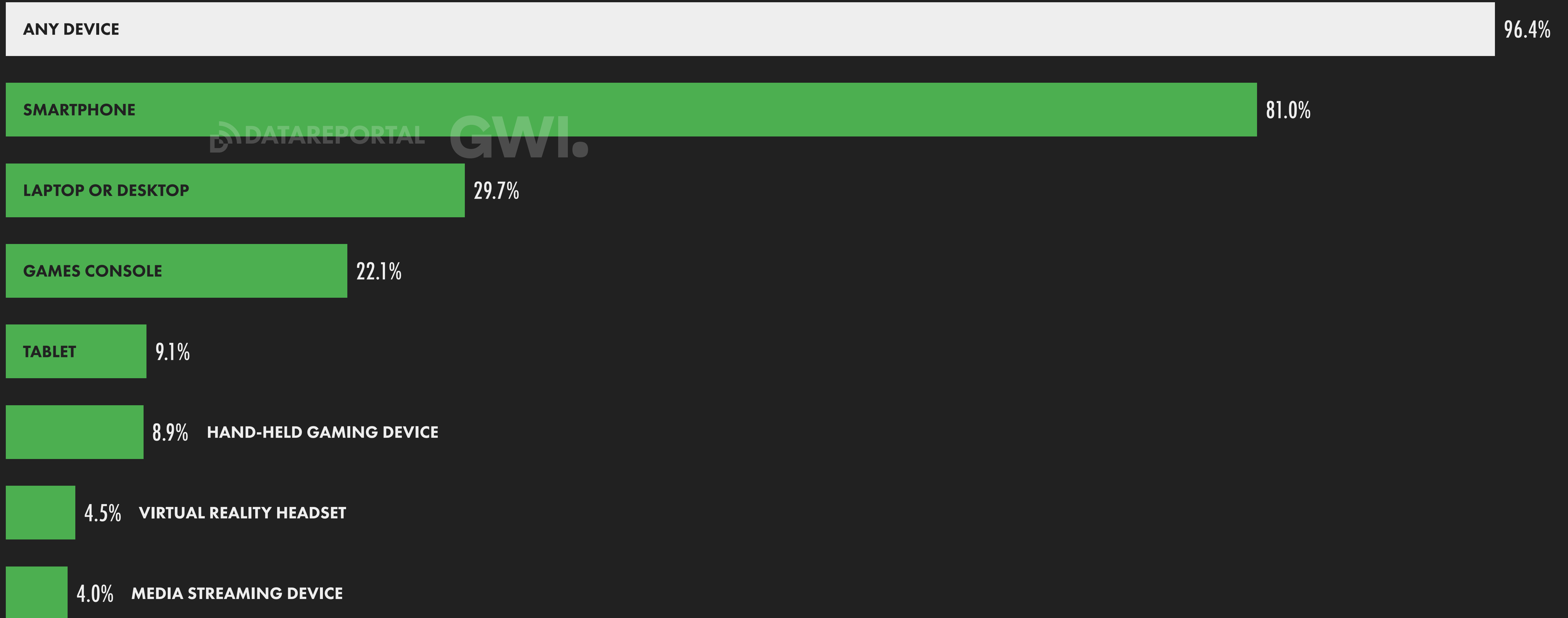
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DEVICES USED TO PLAY VIDEO GAMES

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



INDONESIA



DATA REPORTAL GWI.

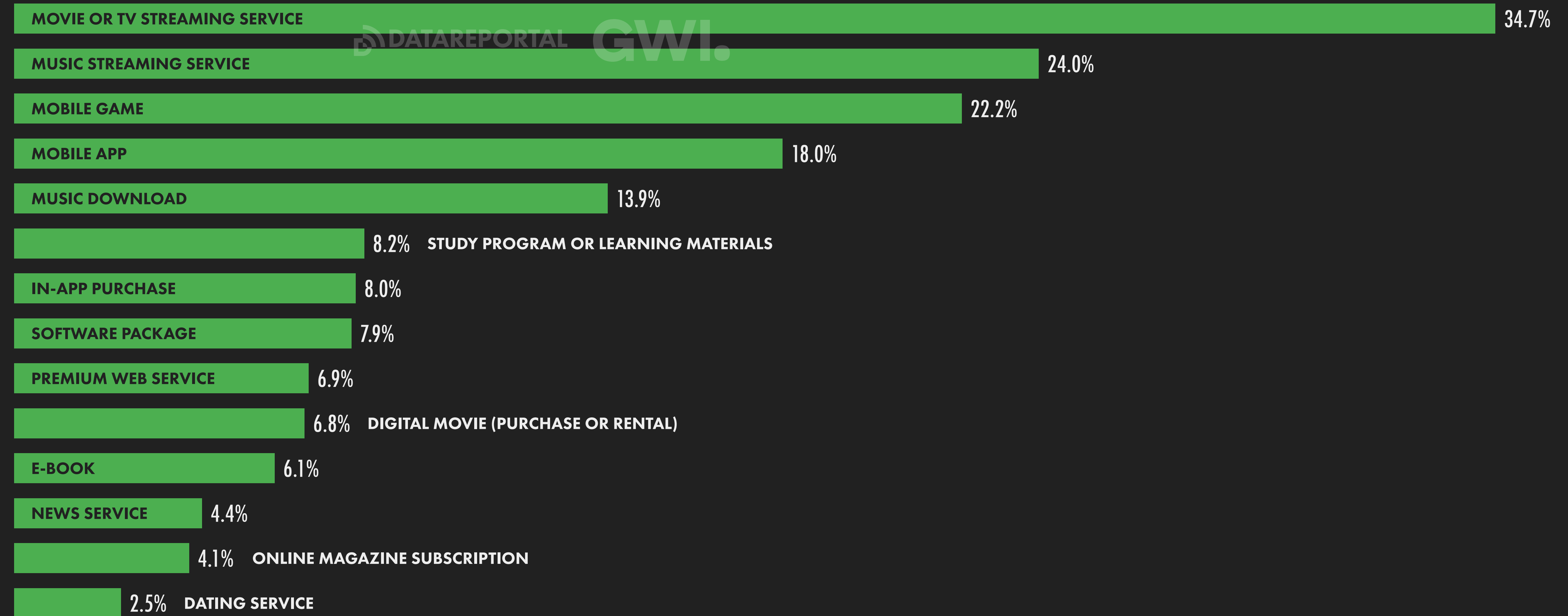
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DIGITAL CONTENT PURCHASES

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



INDONESIA



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DIGITAL MEDIA SPEND

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



INDONESIA

TOTAL



\$2.64
BILLION

YEAR-ON-YEAR CHANGE
+10.9% (+\$260 MILLION)

statista

VIDEO GAMES



\$1.23
BILLION

YEAR-ON-YEAR CHANGE
+9.8% (+\$110 MILLION)



VIDEO-ON-DEMAND



\$760
MILLION

YEAR-ON-YEAR CHANGE
+13.4% (+\$90 MILLION)

statista

EPUBLISHING



\$290
MILLION

YEAR-ON-YEAR CHANGE
+7.4% (+\$20 MILLION)



DIGITAL MUSIC



\$360
MILLION

YEAR-ON-YEAR CHANGE
+12.5% (+\$40 MILLION)

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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

\$31.51

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+5.9% (+\$1.75)

VIDEO GAMES



we
are
social

\$25.88

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+4.3% (+\$1.07)

VIDEO-ON-DEMAND



Meltwater

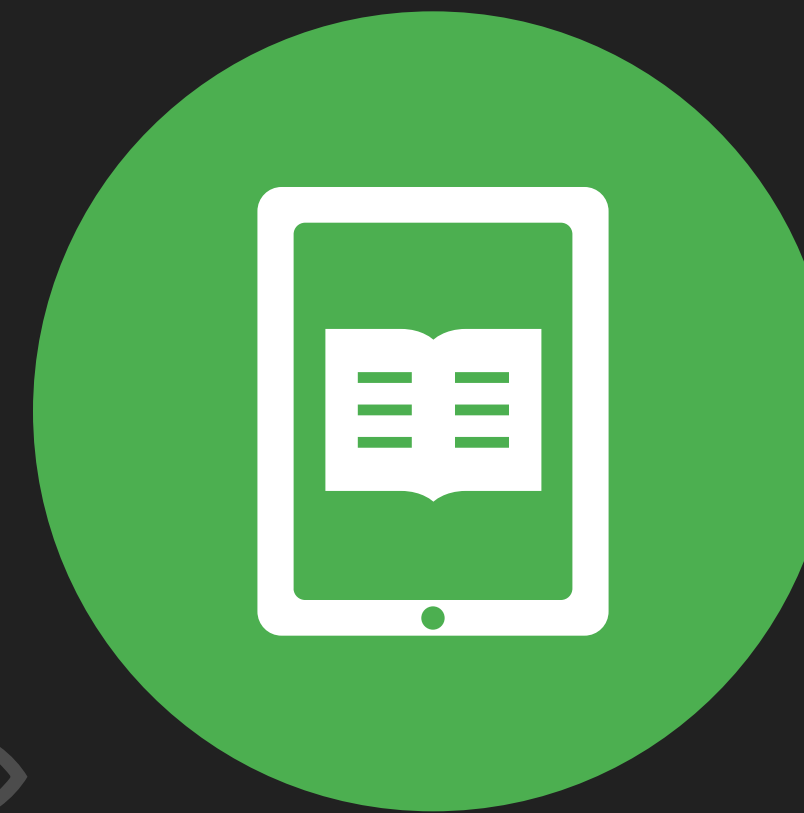
\$9.03

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+7.9% (+\$0.66)

EPUBLISHING



statista

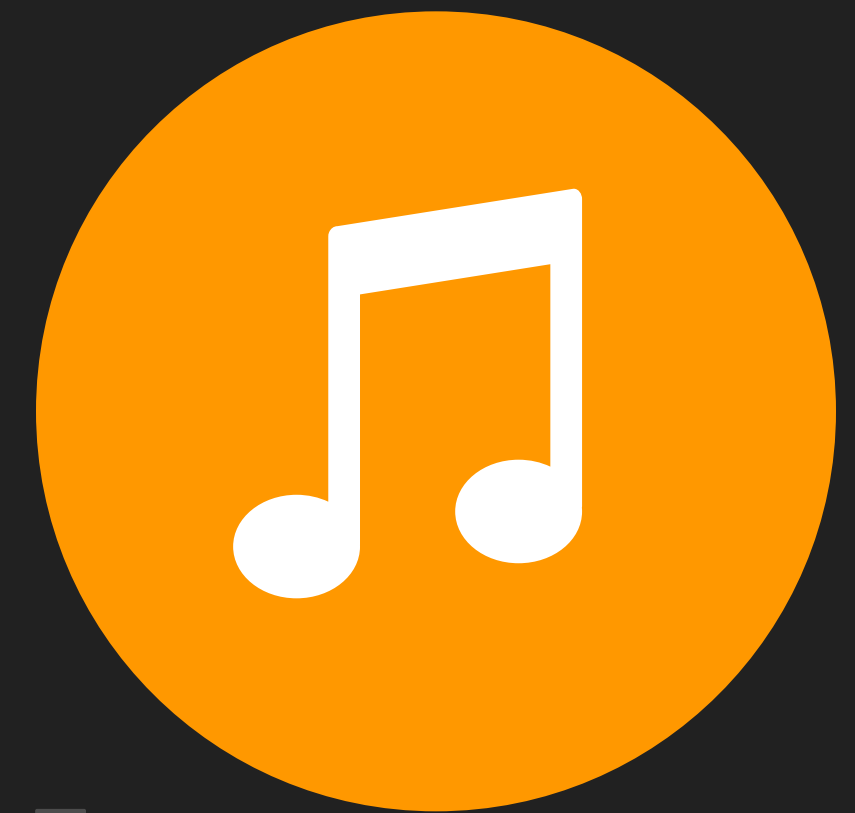
\$6.46

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+1.7% (+\$0.11)

DIGITAL MUSIC



statista

\$8.60

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+9.6% (+\$0.75)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2024, 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. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social

Meltwater



SOCIAL MEDIA USE

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2025

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



143

MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



0%

[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



+2.9%

+4.0 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



3H 08M

YOY: -1.3% (-3 MINS)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



7.9

YOY: +1.3% (+0.1)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



50.2%

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



62.7%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



67.3%

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



46.0%

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



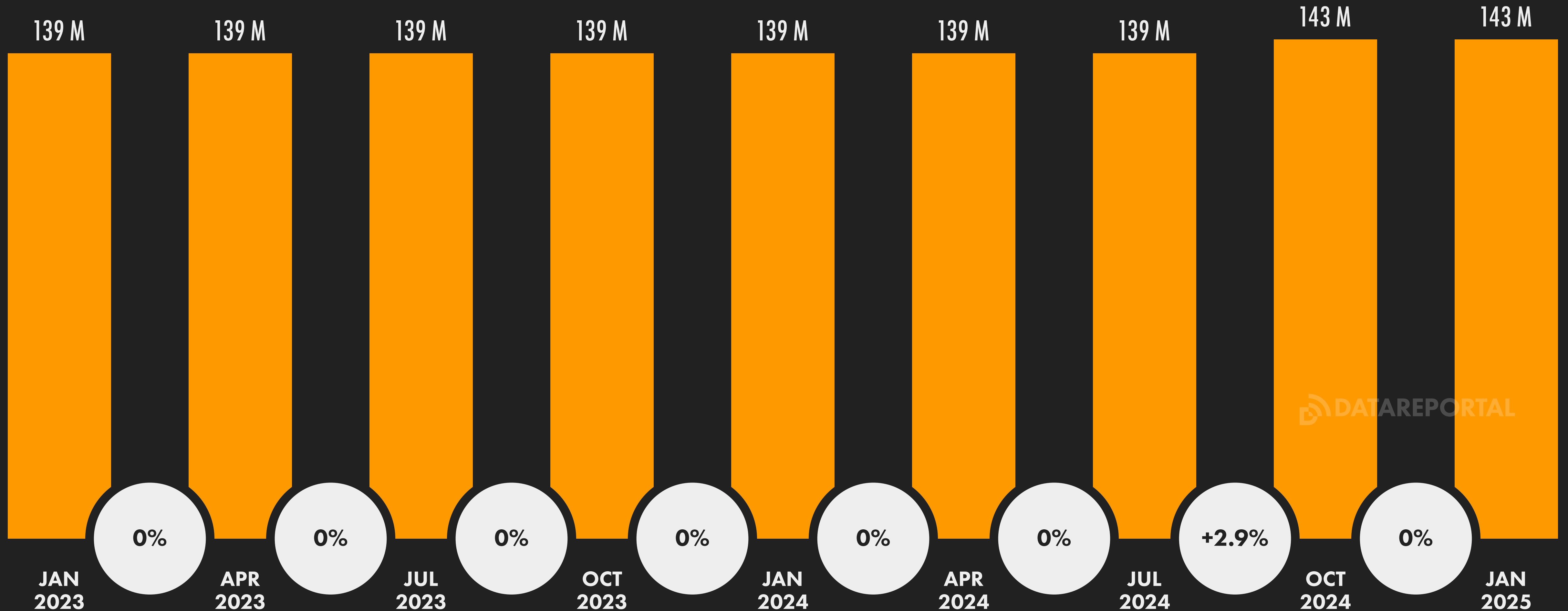
54.0%

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)



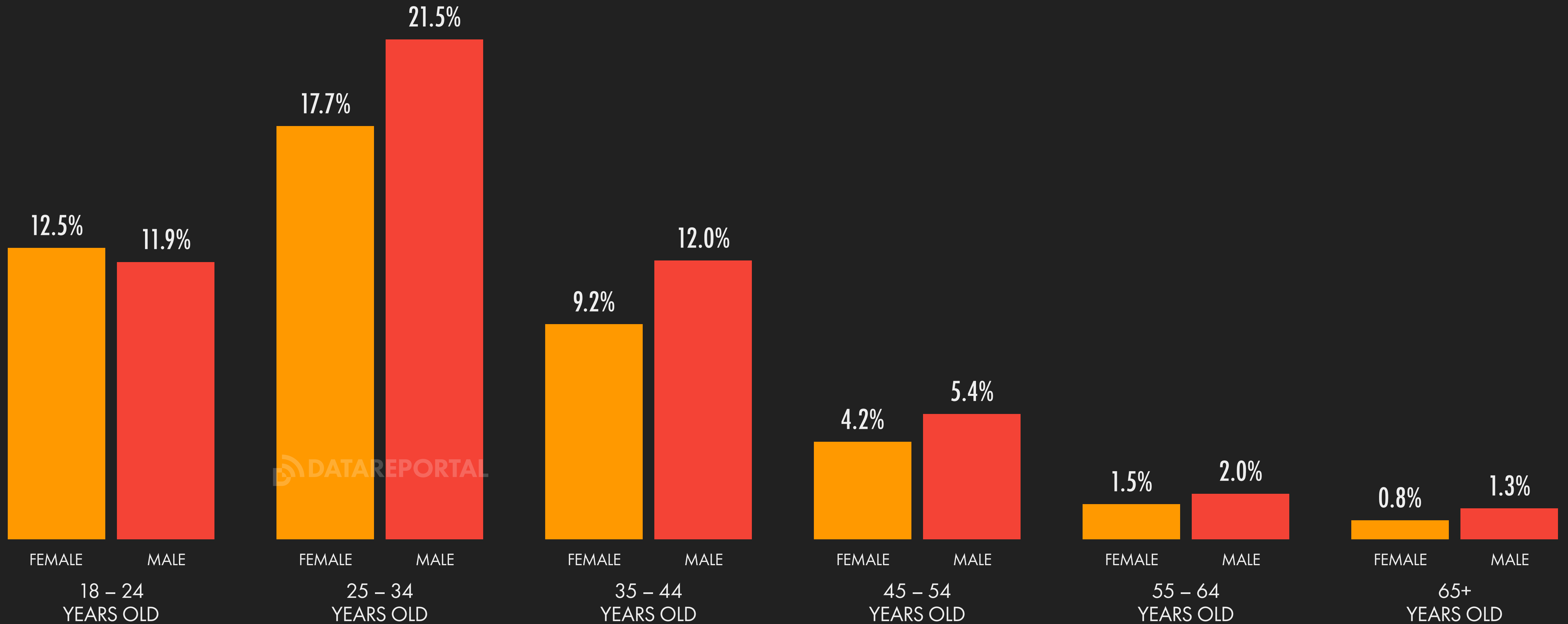
DATA REPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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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](#).

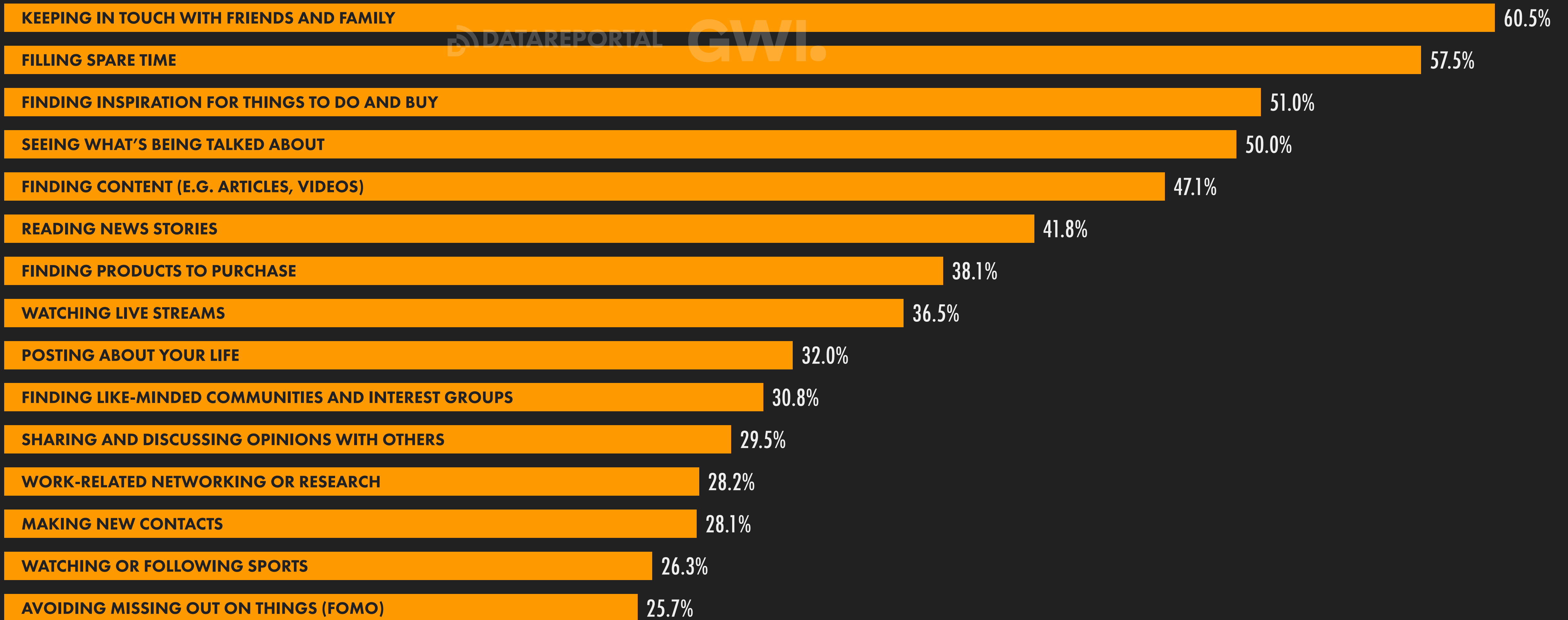
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MAIN REASONS FOR USING SOCIAL MEDIA

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



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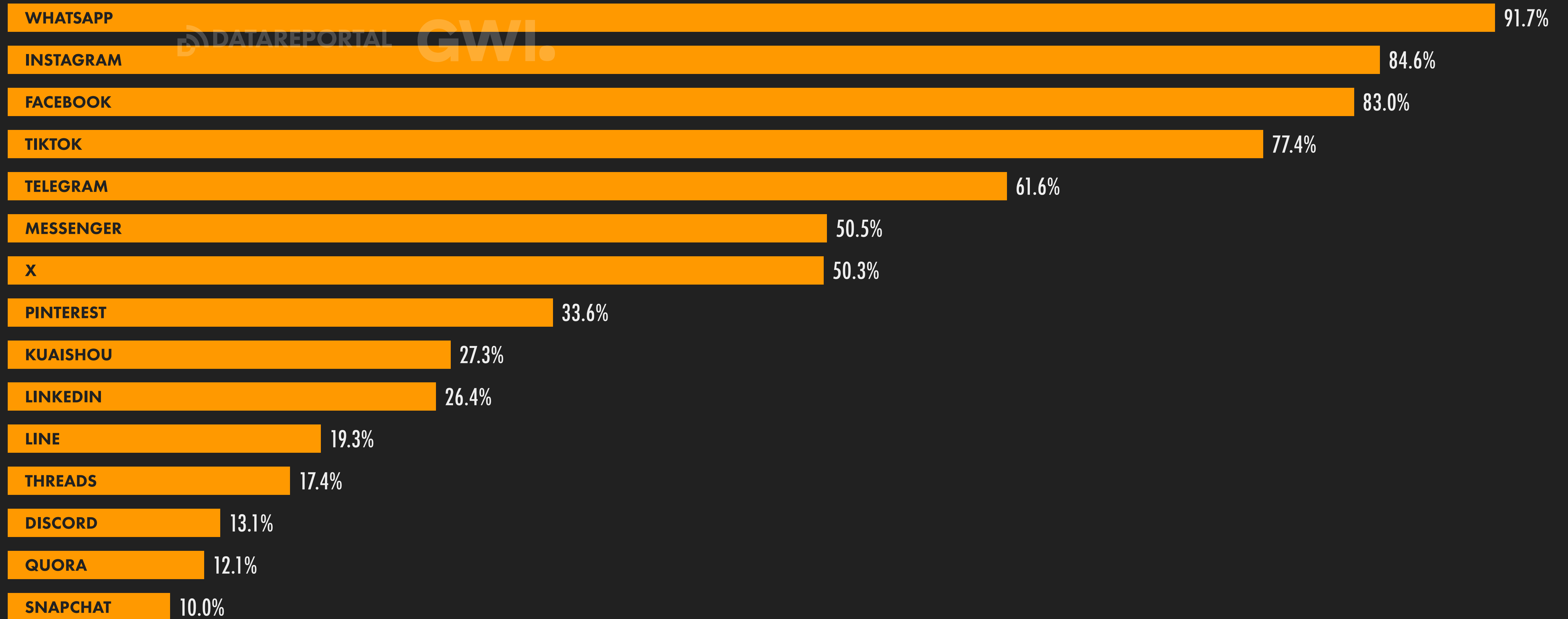
MOST USED SOCIAL MEDIA PLATFORMS

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



INDONESIA



DATA REPORTAL GWI.

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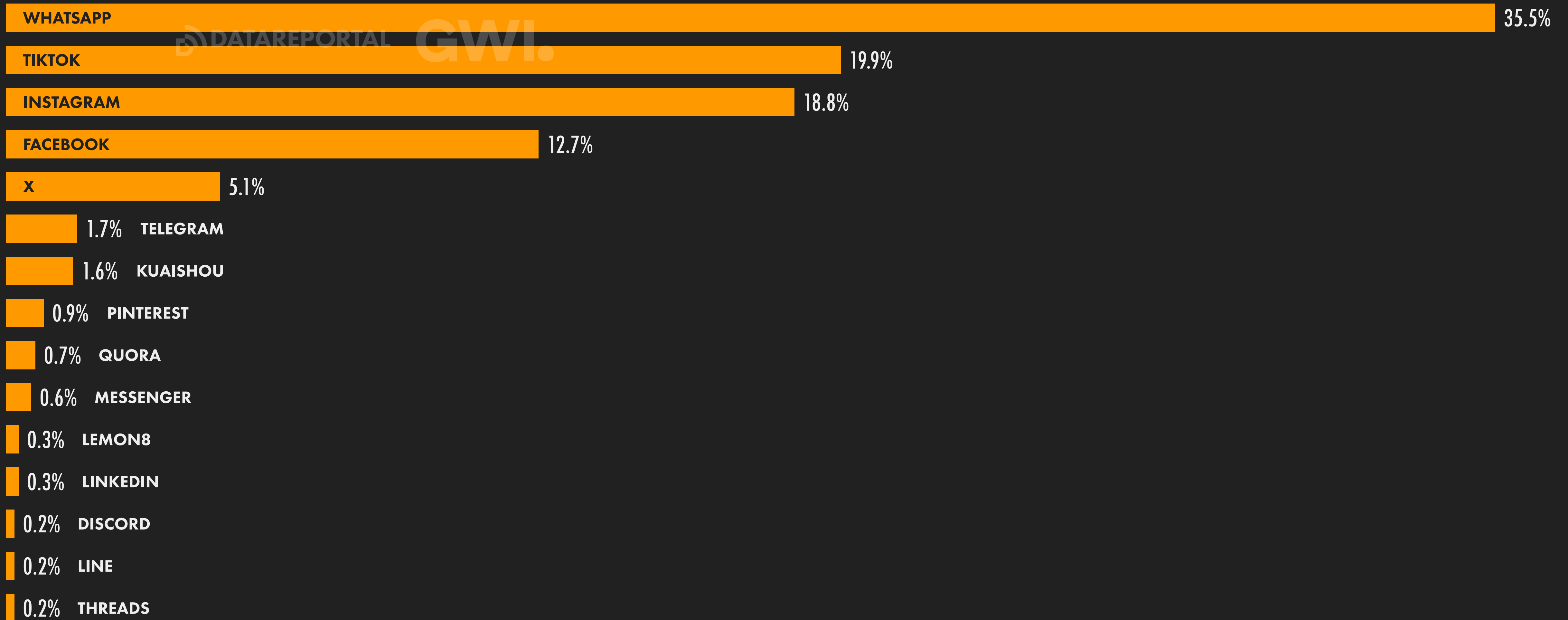
FAVOURITE SOCIAL MEDIA PLATFORMS

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



INDONESIA



DATA REPORTAL GWI.

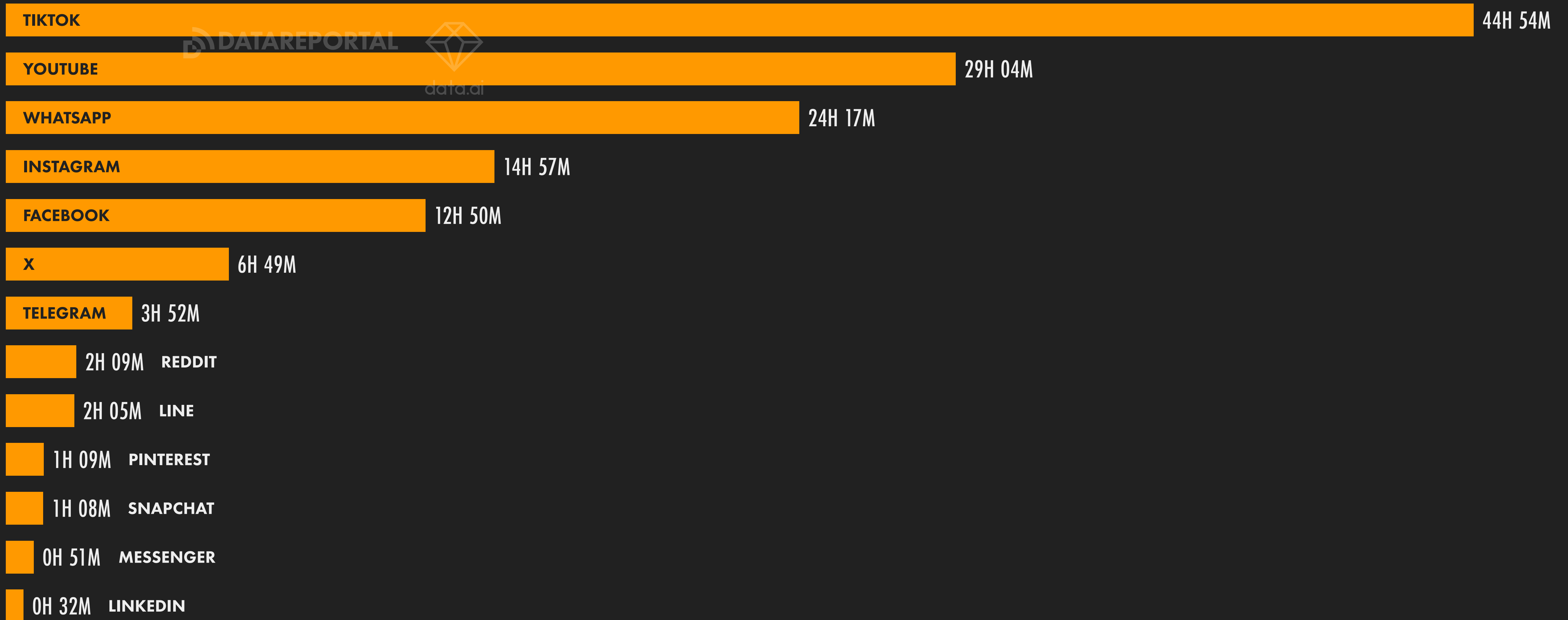
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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

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



INDONESIA



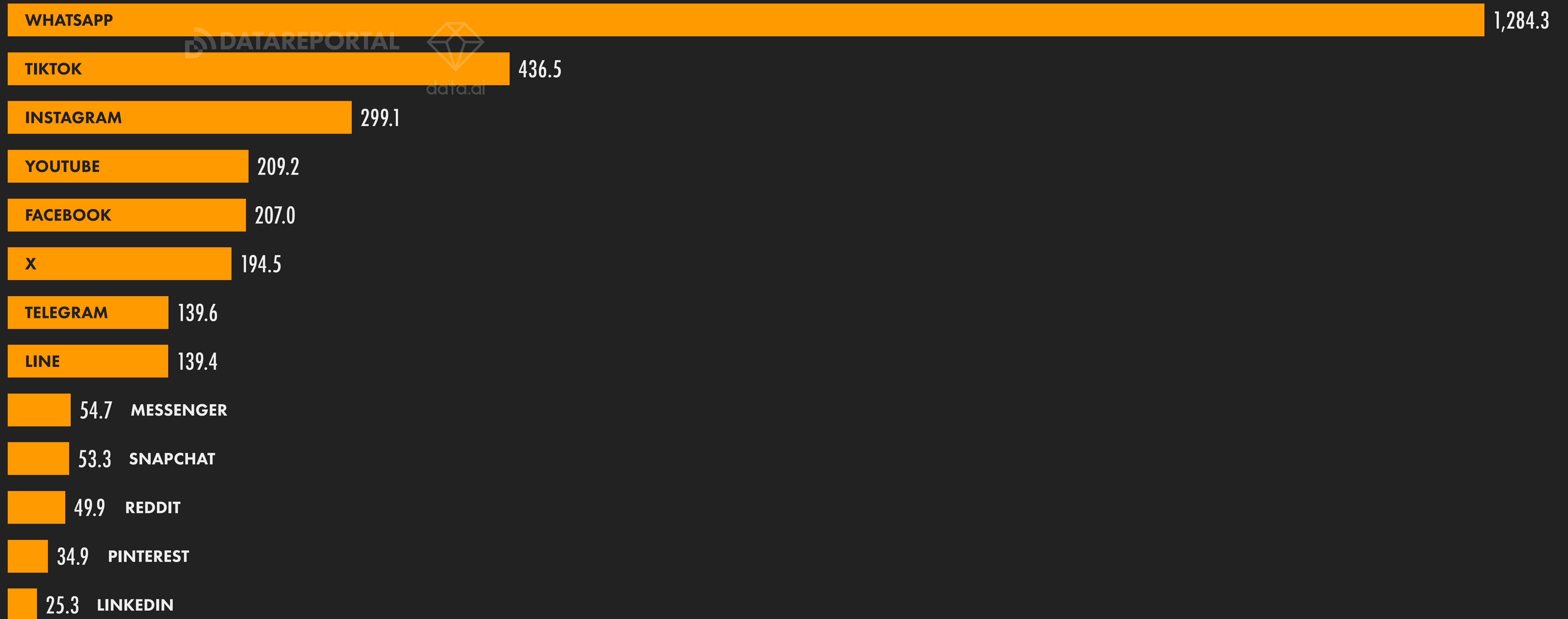
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SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

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



ANY KIND OF SOCIAL MEDIA

82.1%

SOCIAL NETWORKS

63.9%

BLOGS ON PRODUCTS OR BRANDS

20.6%

19.3% QUESTION & ANSWER SITES (E.G. QUORA)

16.4% VLOGS (BLOGS IN A VIDEO FORMAT)

13.0% MESSAGING AND LIVE CHAT SERVICES

8.2% FORUMS AND MESSAGE BOARDS

8.1% MICRO-BLOGS (E.G. X)

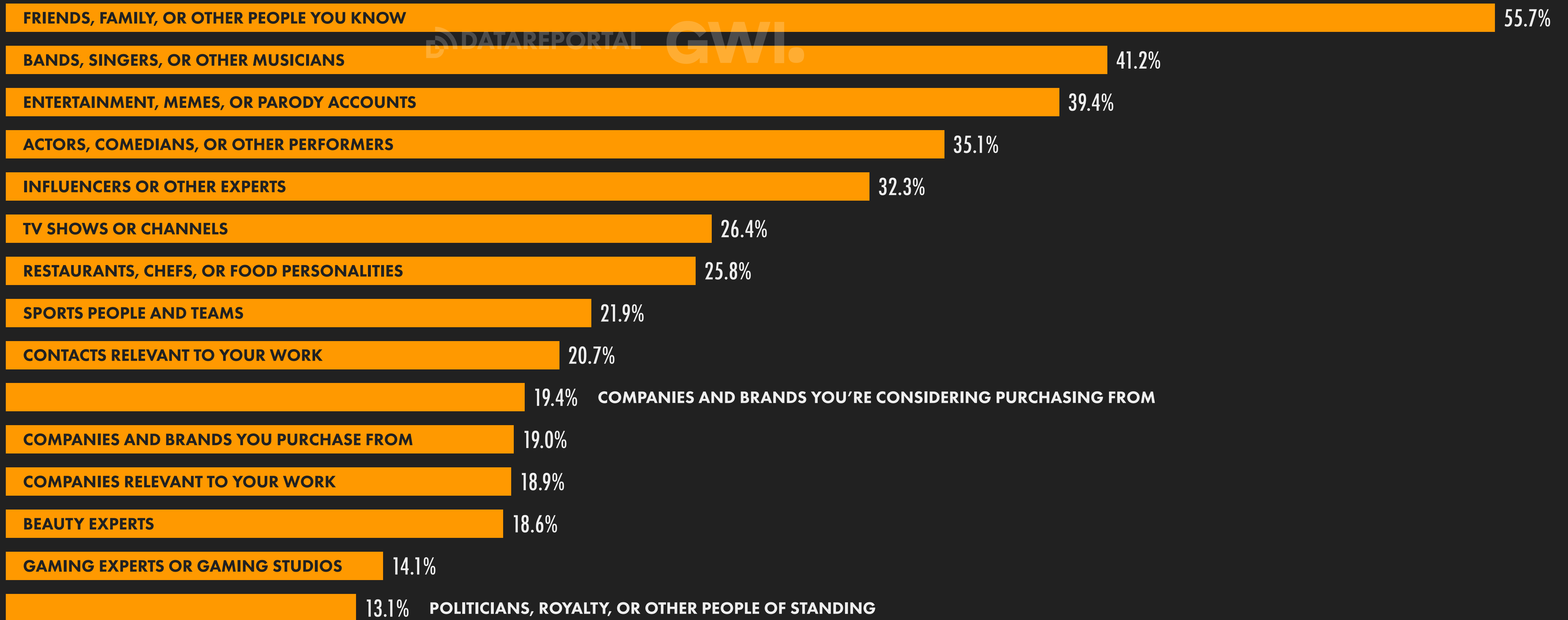
7.5% ONLINE PINBOARDS (E.G. PINTEREST)

DATAREPORTAL
GWI.

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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)



INDONESIA

FACEBOOK 79.24%

DATA REPORTAL

YOUTUBE 18.49%

1.34% INSTAGRAM

0.60% X

0.24% PINTEREST

0.04% LINKEDIN

0.02% REDDIT

0.03% OTHERS

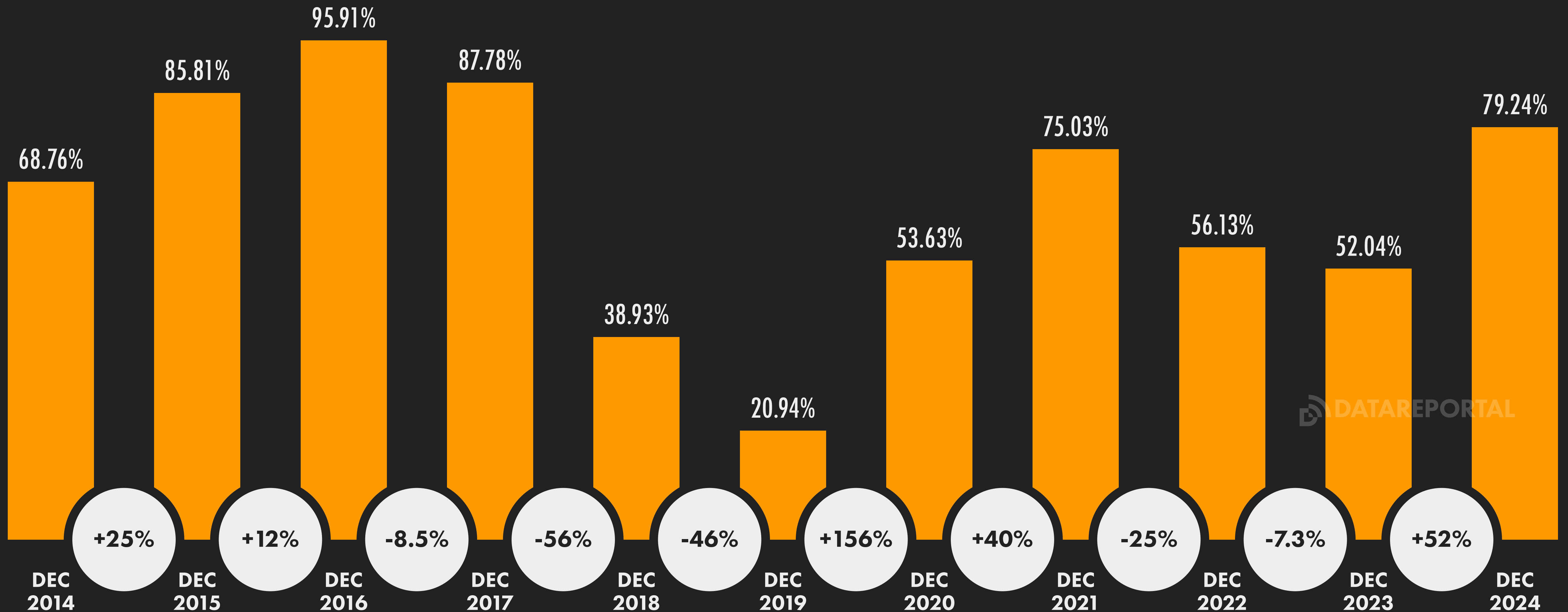
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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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



INDONESIA



DATA REPORTAL



YOUTUBE

FEB
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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



143
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



50.2%

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



67.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



+2.9%
+4.00 MILLION

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



47.3%

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



52.7%

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



62.7%

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



59.1%

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



66.3%

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

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2025

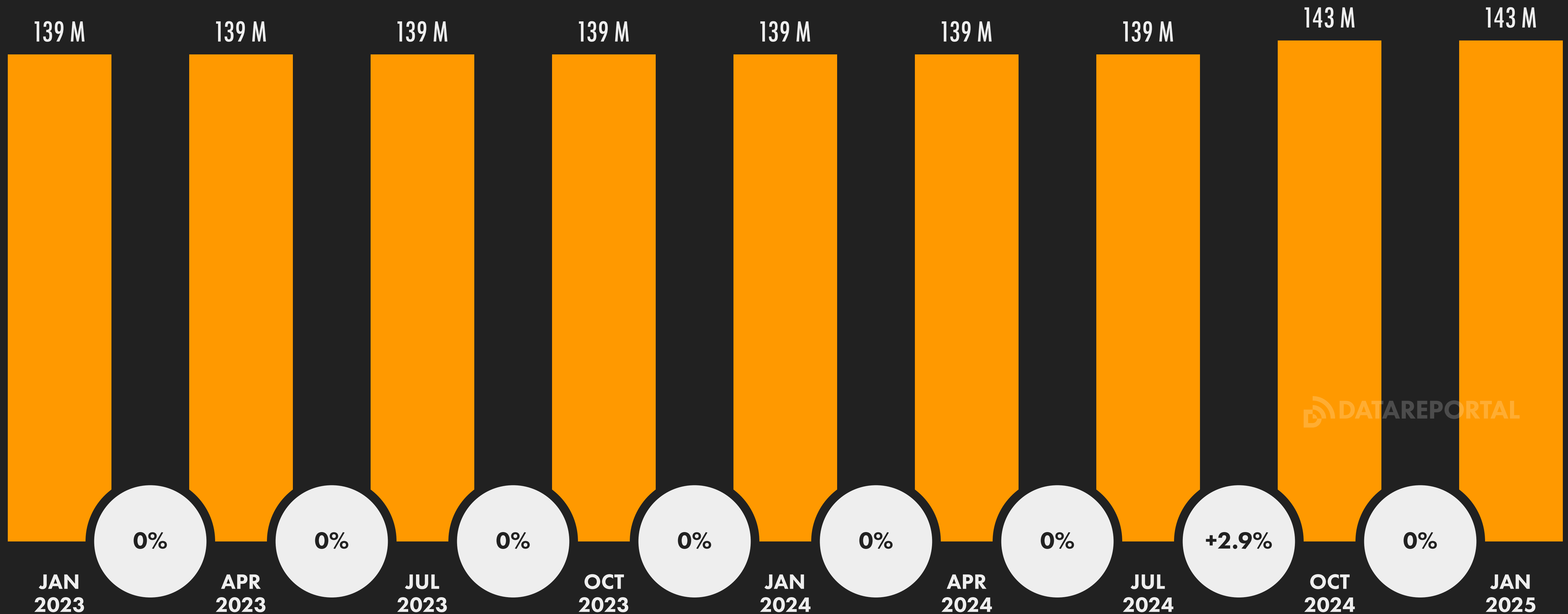
YOUTUBE: REPORTED ADVERTISING REACH

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

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



INDONESIA



DATA REPORTAL

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

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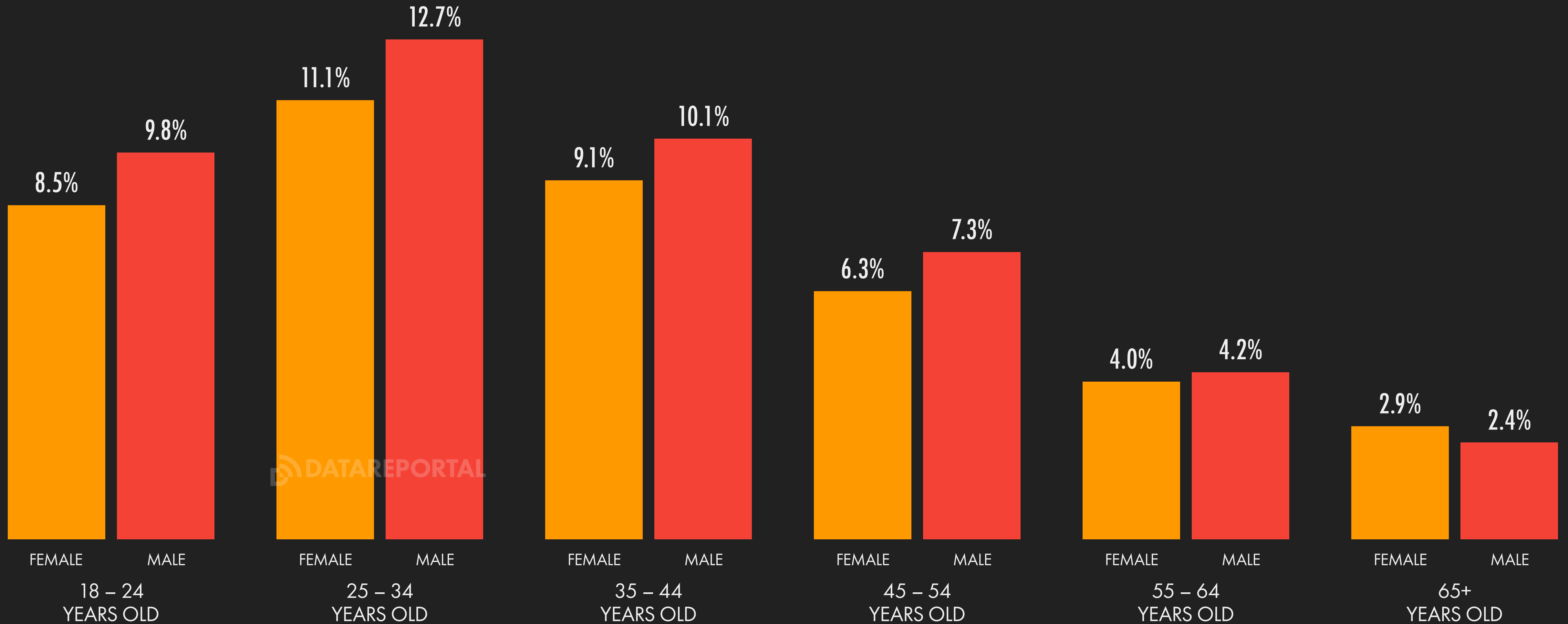
YOUTUBE: ADVERTISING AUDIENCE PROFILE

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



INDONESIA



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TOP YOUTUBE SEARCHES

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



#	SEARCH QUERY	INDEX
01	LAGU	100
02	DJ	44
03	KARAOKE	44
04	FILM	37
05	DANGDUT	16
06	UPIN IPIN	15
07	MOBIL	13
08	SHOLAWAT	13
09	SAKURA	12
10	HANTU	11

#	SEARCH QUERY	INDEX
11	IKAN	9
12	AYAM	9
13	KUCING	8
14	FF	8
15	MUKBANG	7
16	LIVE MACAU	7
17	DHOT DESIGN	7
18	LAGU ANAK ANAK	7
19	BOBOIBOY	7
20	ANAK-ANAK	7

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

FEB
2025

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



122
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



43.0%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



57.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



+4.2%
+4.90 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+4.0%
+4.70 MILLION

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



42.1%

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



57.9%

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



60.7%

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



50.5%

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



70.0%

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

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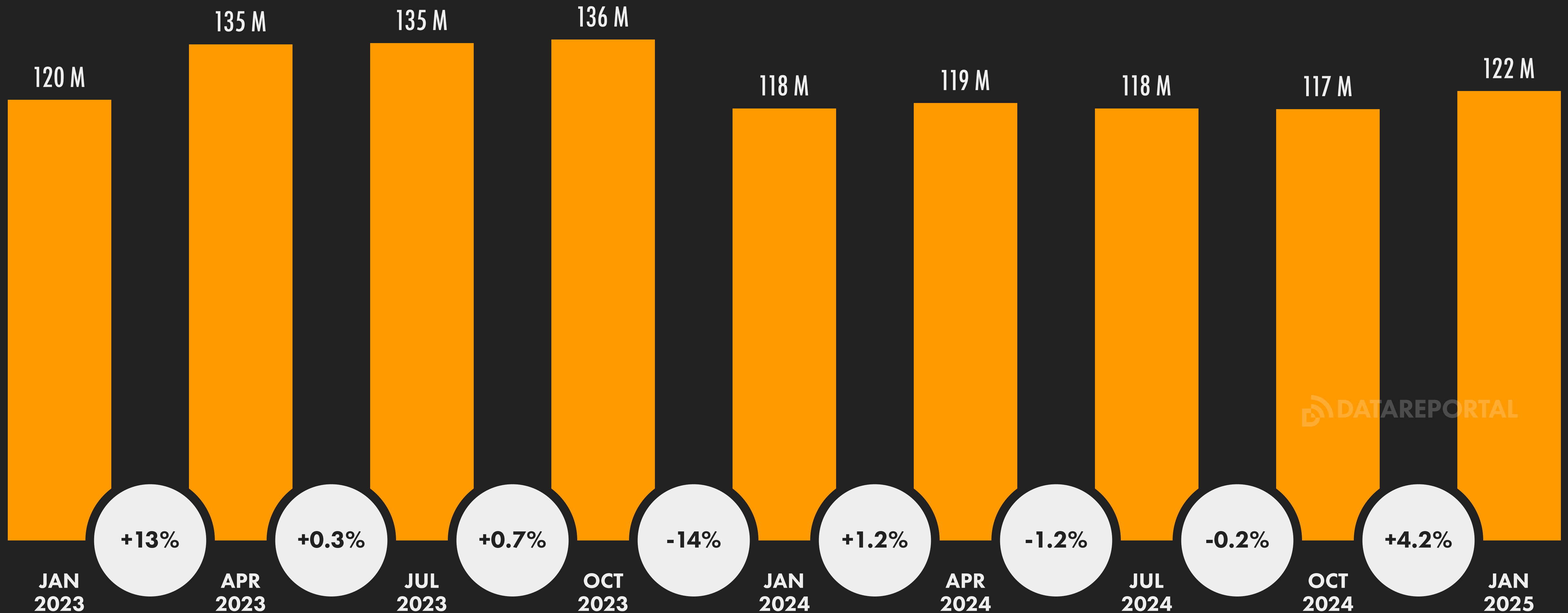
FACEBOOK: REPORTED ADVERTISING REACH

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



INDONESIA



DATA REPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

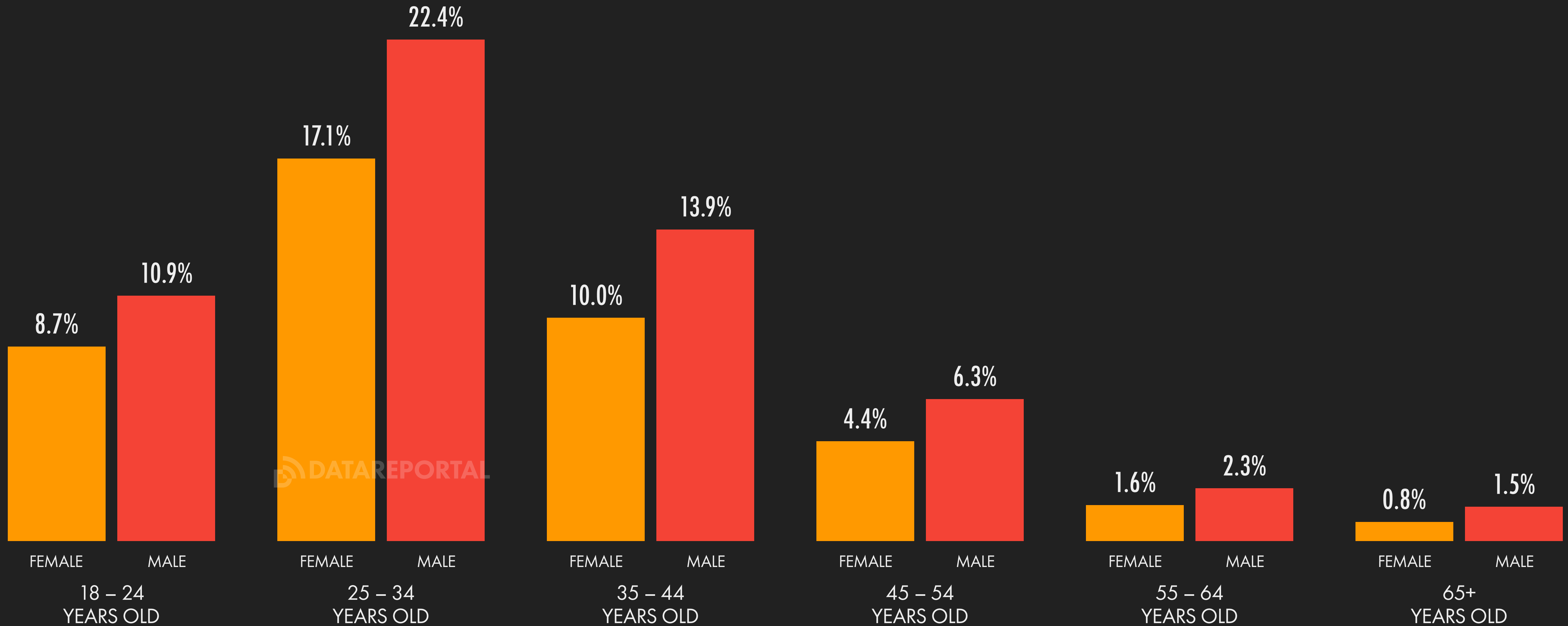
FACEBOOK: ADVERTISING AUDIENCE PROFILE

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



INDONESIA



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

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2025

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**

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

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

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

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



locowise

0.005%



we
are
social

0.05%



locowise

0.005%



Meltwater

0.001%



0.004%

FEB
2025

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

0.04%

ENGAGEMENTS vs. POST REACH

4.35%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.12%

ENGAGEMENTS vs. POST REACH

3.20%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.07%

ENGAGEMENTS vs. POST REACH

4.20%

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



ENGAGEMENTS vs. PAGE FOLLOWERS

0.03%

ENGAGEMENTS vs. POST REACH

4.60%

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.

FEB
2025

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



0.03%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS



0.07%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS



0.04%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS



0.05%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS



0.03%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS



0.02%

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



socialinsider

4.45%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS



KEPIOS

4.20%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS



4.45%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS



D

4.20%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS



socialinsider

5.30%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS



4.75%

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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



103
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



36.3%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



48.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



+3.5%
+3.50 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+2.5%
+2.50 MILLION

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



52.8%

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



47.2%

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



47.8%

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+**



40.6%

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](#).

FEB
2025

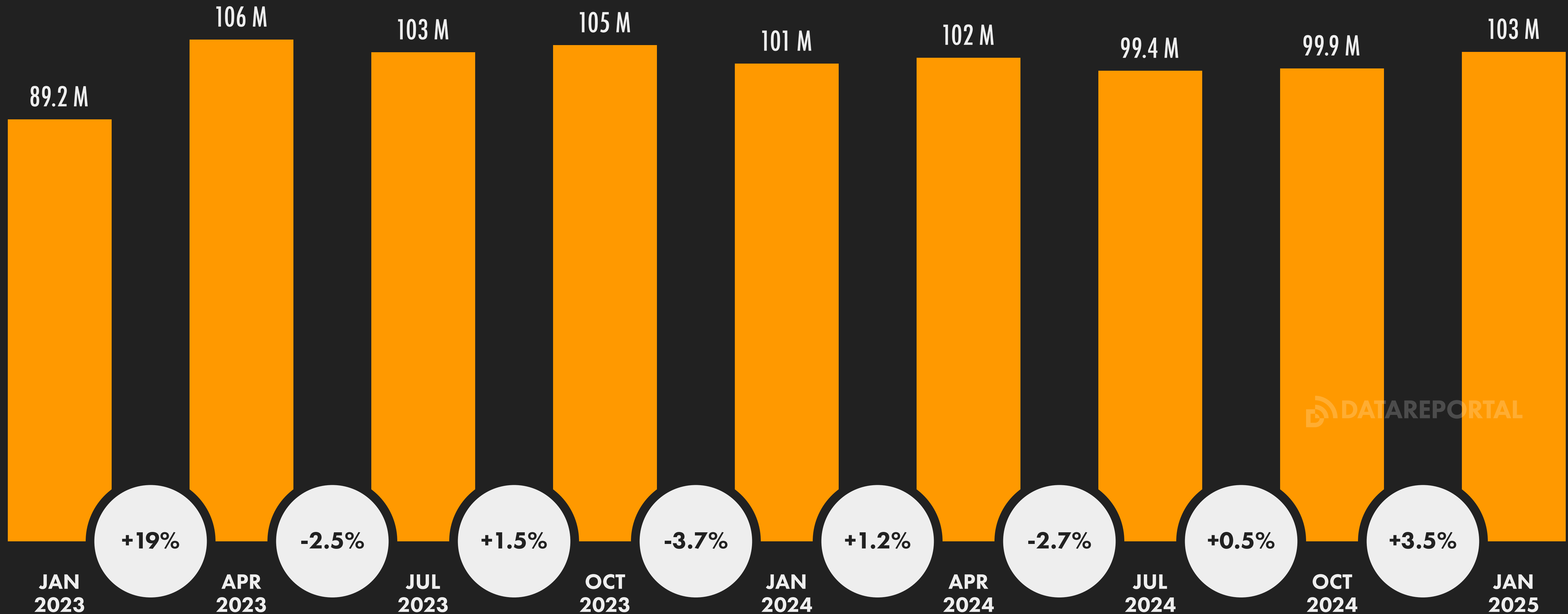
INSTAGRAM: REPORTED ADVERTISING REACH

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



INDONESIA



DATA REPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

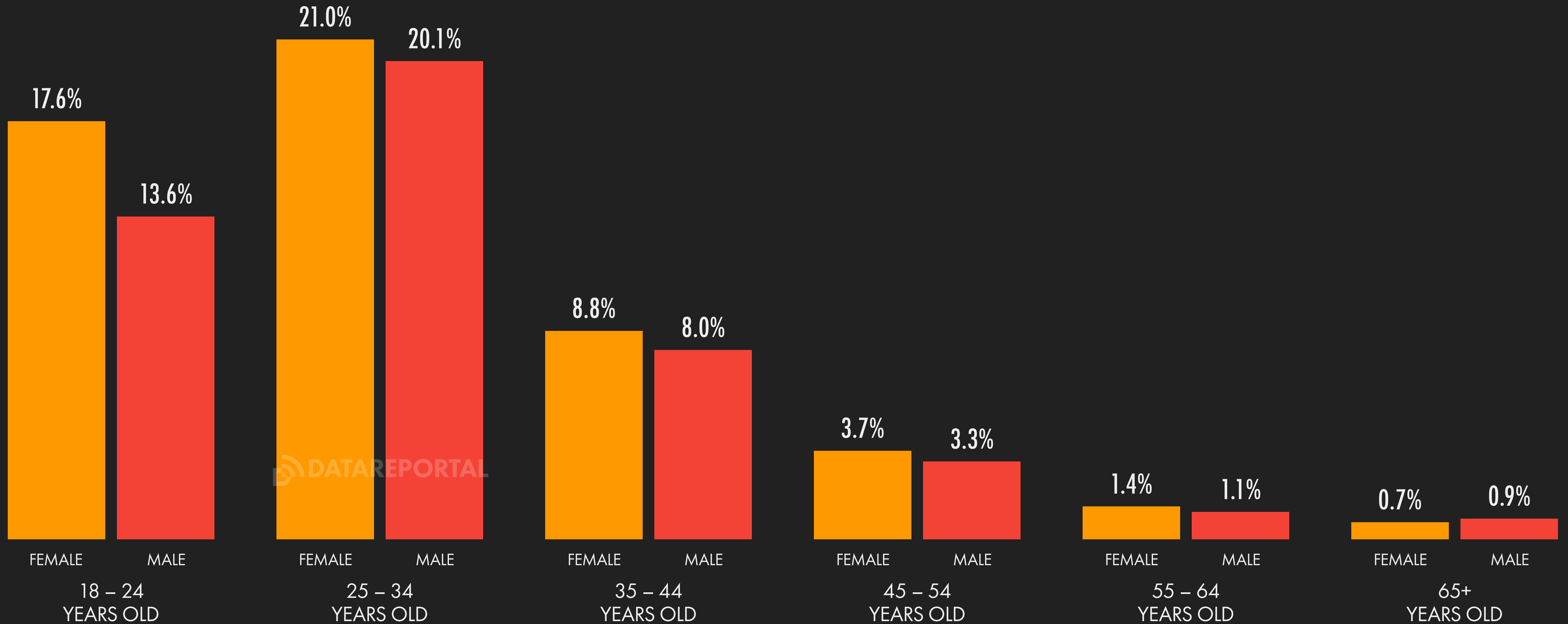
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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



INDONESIA



DATA REPORTAL

FEB
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

0.25%

ENGAGEMENTS vs. POST REACH

4.10%

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



ENGAGEMENTS vs. FOLLOWERS

0.50%

ENGAGEMENTS vs. POST REACH

4.25%

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



ENGAGEMENTS vs. FOLLOWERS

0.30%

ENGAGEMENTS vs. POST REACH

3.90%

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



ENGAGEMENTS vs. FOLLOWERS

0.20%

ENGAGEMENTS vs. POST REACH

4.20%

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

0.25%

ENGAGEMENTS vs. POST REACH

4.10%

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



ENGAGEMENTS vs. FOLLOWERS

0.25%

ENGAGEMENTS vs. POST REACH

4.20%

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



ENGAGEMENTS vs. FOLLOWERS

0.30%

ENGAGEMENTS vs. POST REACH

4.15%

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



ENGAGEMENTS vs. FOLLOWERS

0.25%

ENGAGEMENTS vs. POST REACH

3.90%

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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



108
MILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



37.8%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



50.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



-34.8%
-57.4 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



-15.1%
-19.1 MILLION

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



50.8%

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



49.2%

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



53.5%

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



54.1%

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



52.8%

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

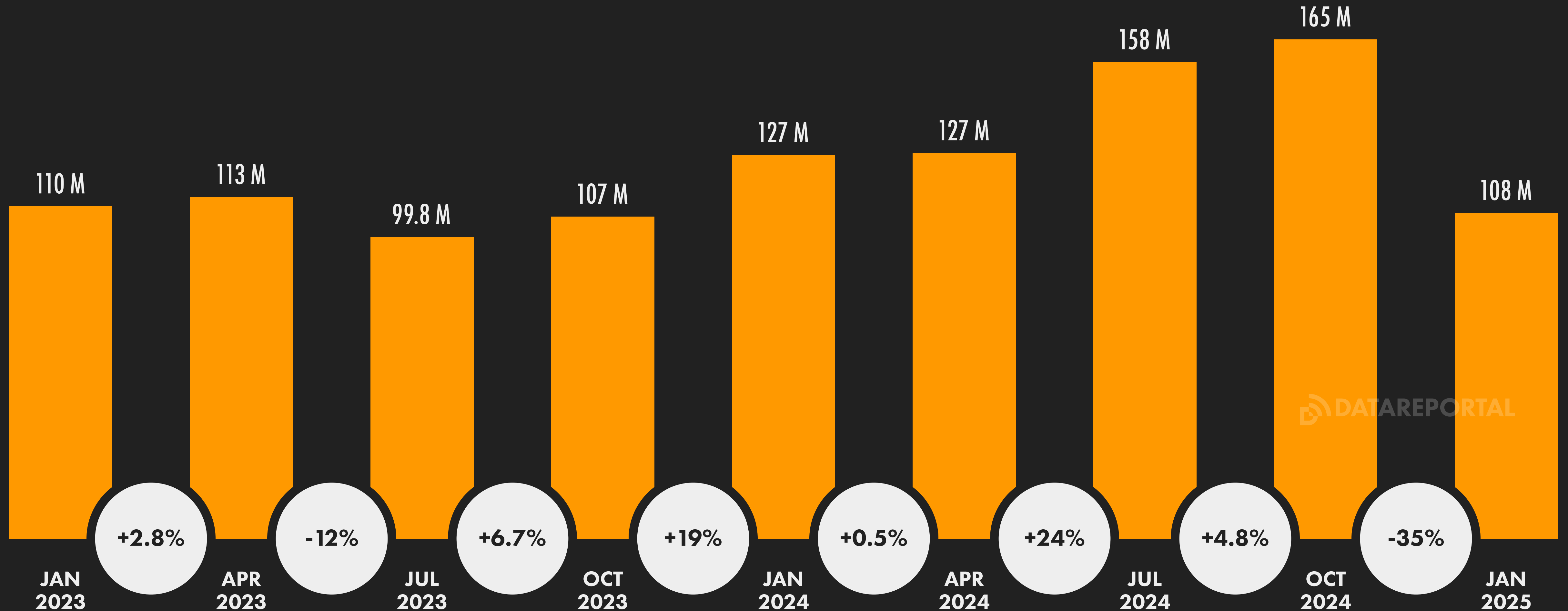
TIKTOK: REPORTED ADVERTISING REACH

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



INDONESIA



DATA REPORTAL

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](#).

FEB
2025

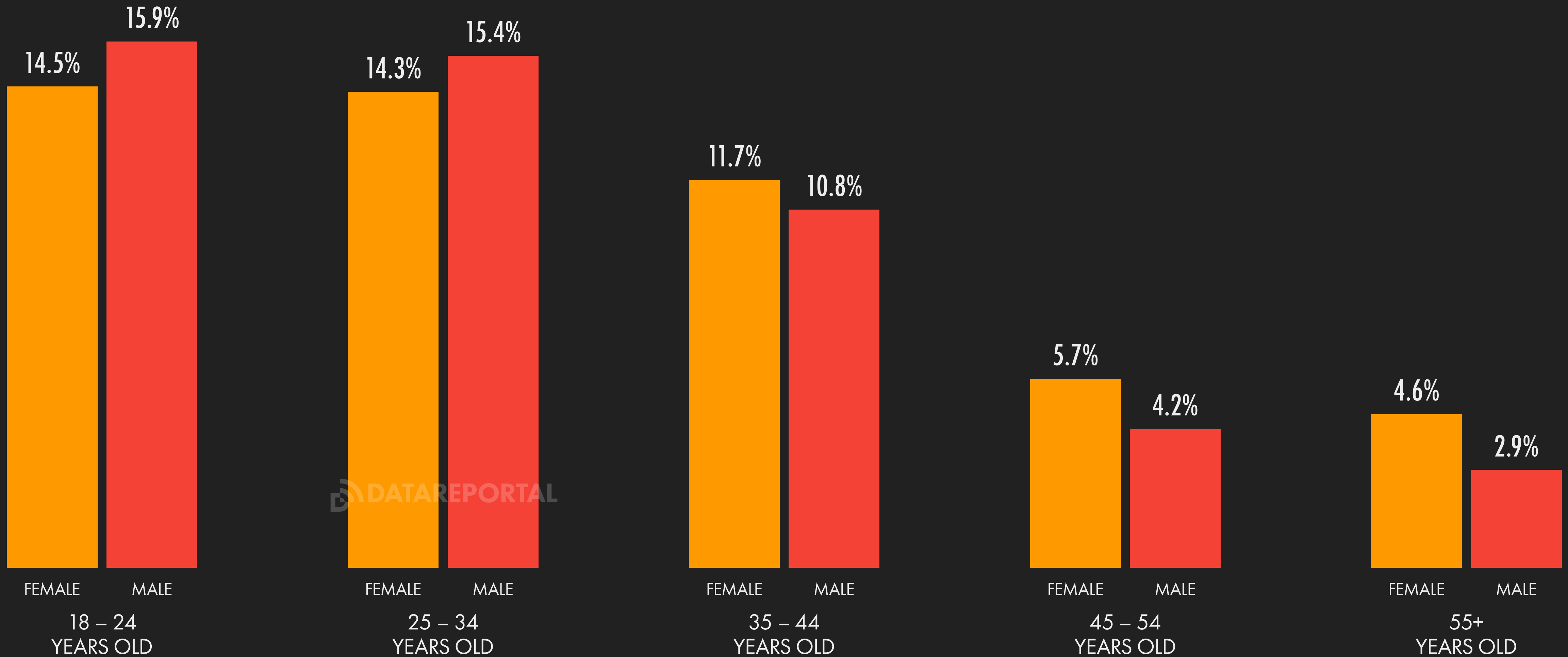
TIKTOK: ADVERTISING AUDIENCE PROFILE

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



INDONESIA



DATAREPORTAL



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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



33.0
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



11.6%



LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



15.5%



QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.1%
+1.0 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+26.9%
+7.0 MILLION

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



45.5%



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



54.5%



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



16.4%



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



9.9%



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



12.0%

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](#).

FEB
2025

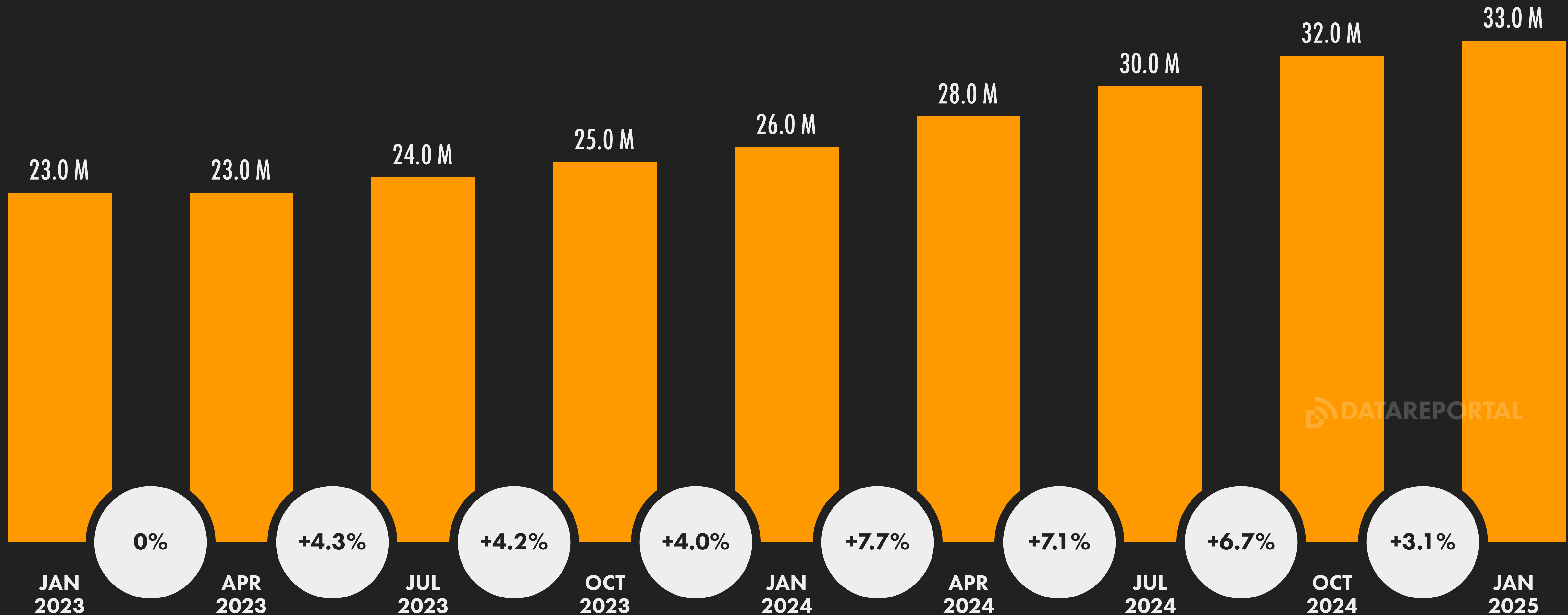
LINKEDIN: REPORTED ADVERTISING REACH

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



INDONESIA



DATA REPORTAL

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

FEB
2025

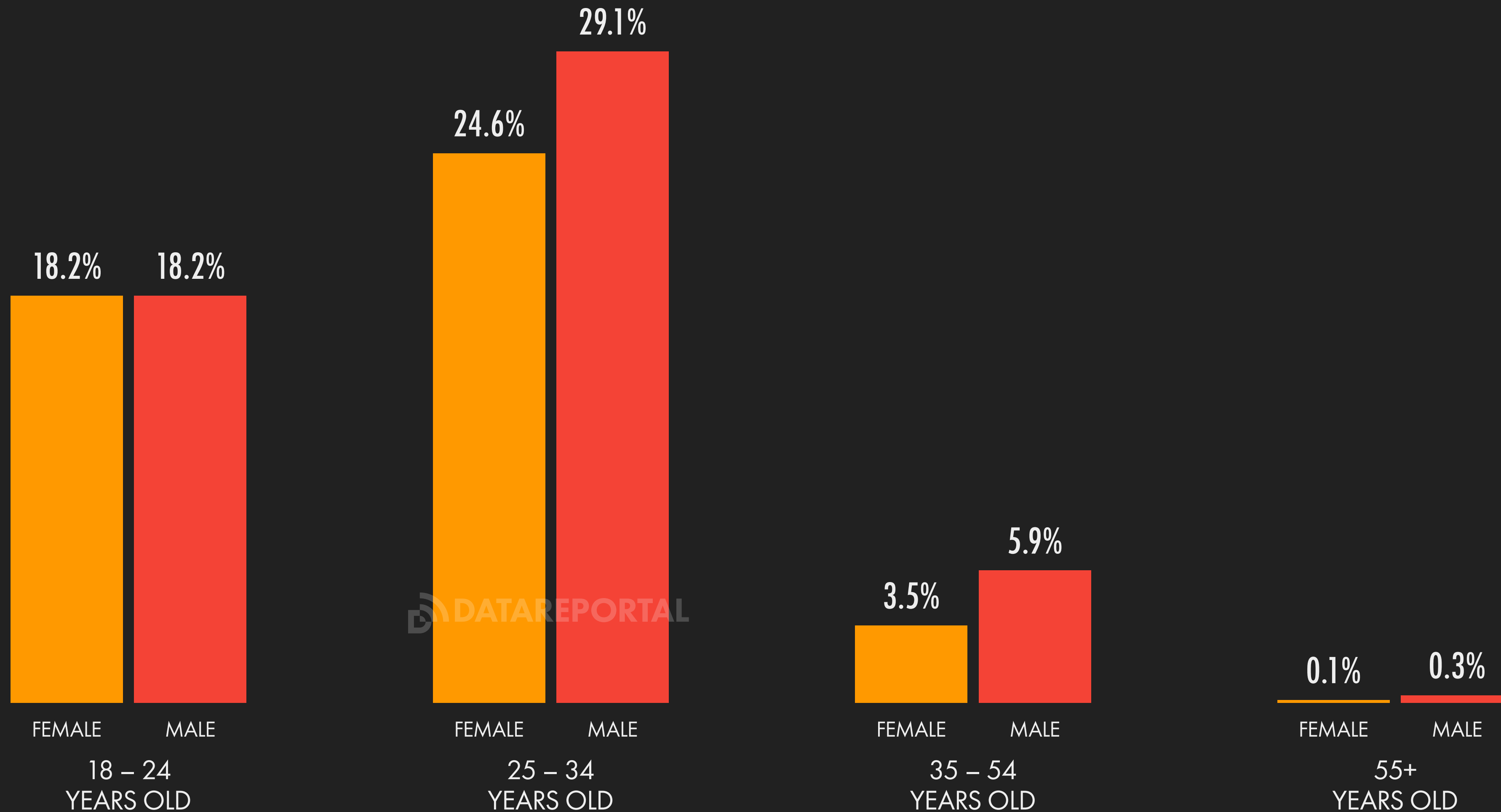
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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



INDONESIA





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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



25.6
MILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



9.0%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



12.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



+2.6%
+650 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-7.7%
-2.15 MILLION

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



43.2%

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



56.8%

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



12.7%

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



11.1%

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



14.7%

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

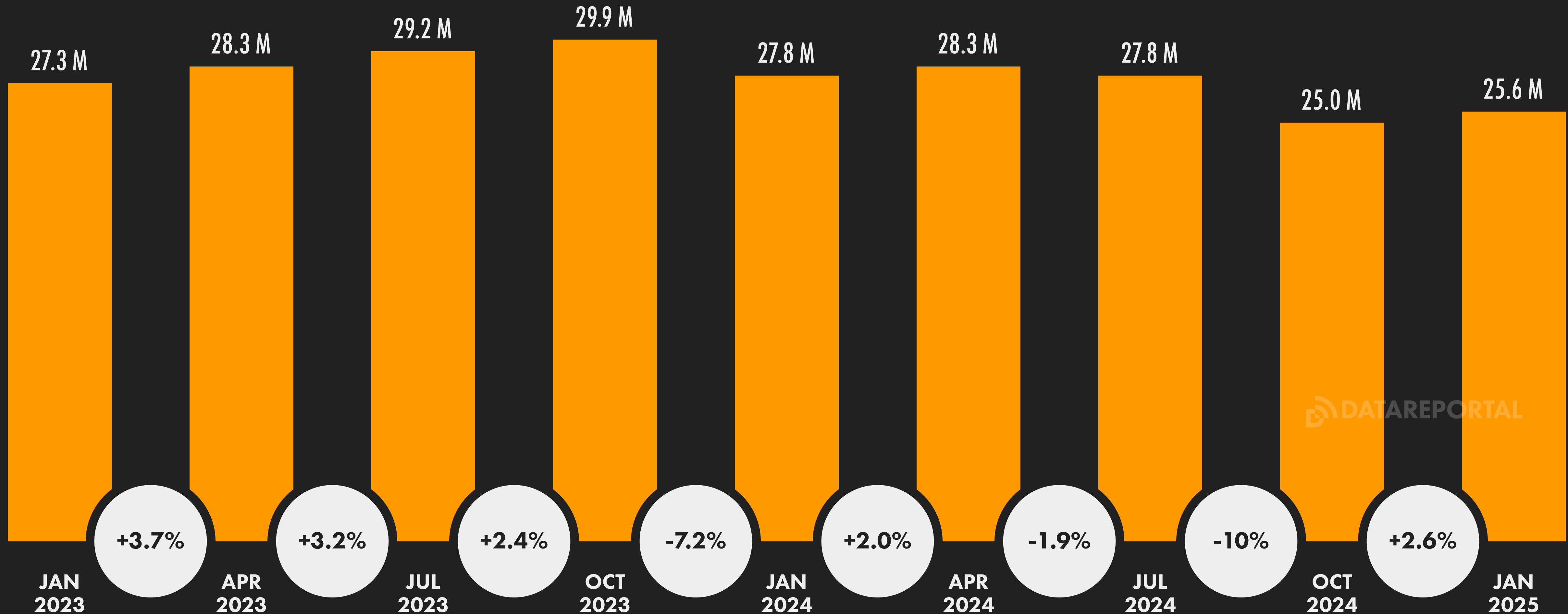
MESSENGER: REPORTED ADVERTISING REACH

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



INDONESIA



DATA REPORTAL

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

FEB
2025

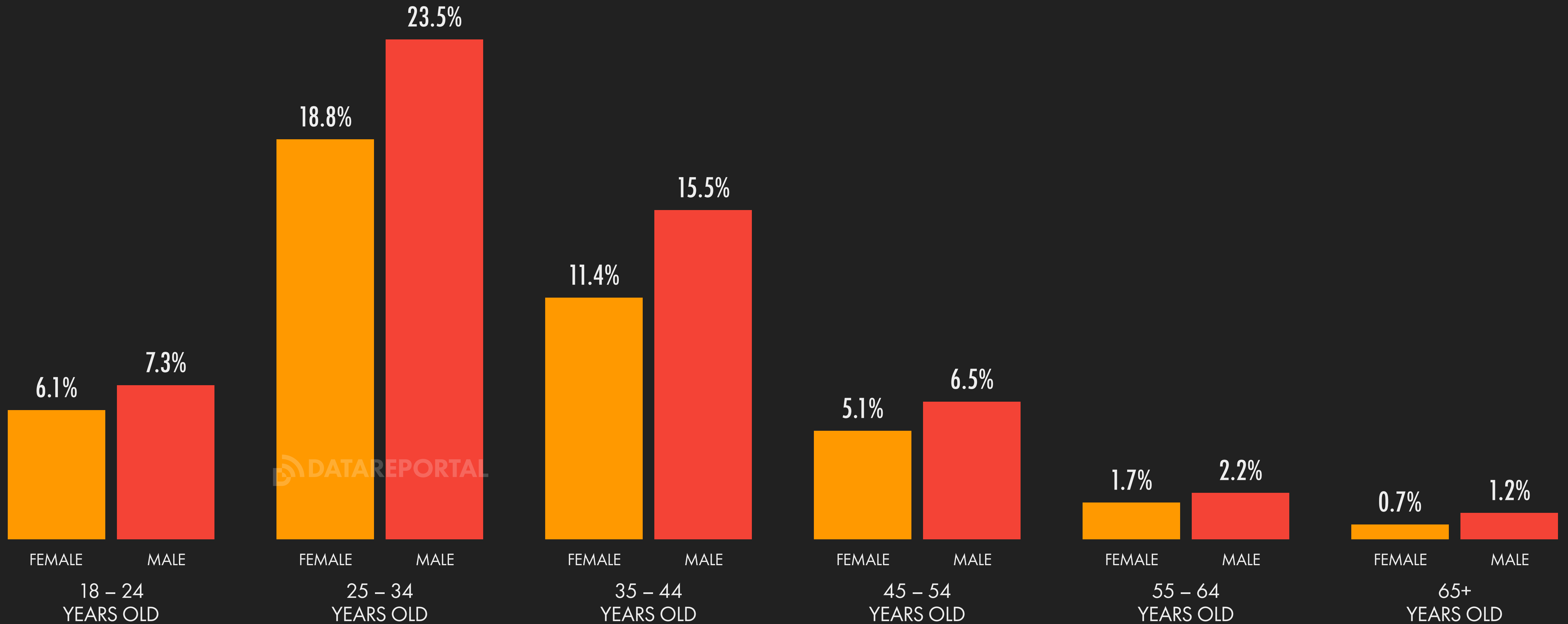
MESSENGER: ADVERTISING AUDIENCE PROFILE

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



INDONESIA



DATA REPORTAL



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



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



1.69
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



0.6%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



0.8%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



-4.3%
-75.0 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



-17.5%
-358 THOUSAND

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



68.0%

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



28.8%

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



0.7%

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



0.9%

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



0.4%

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

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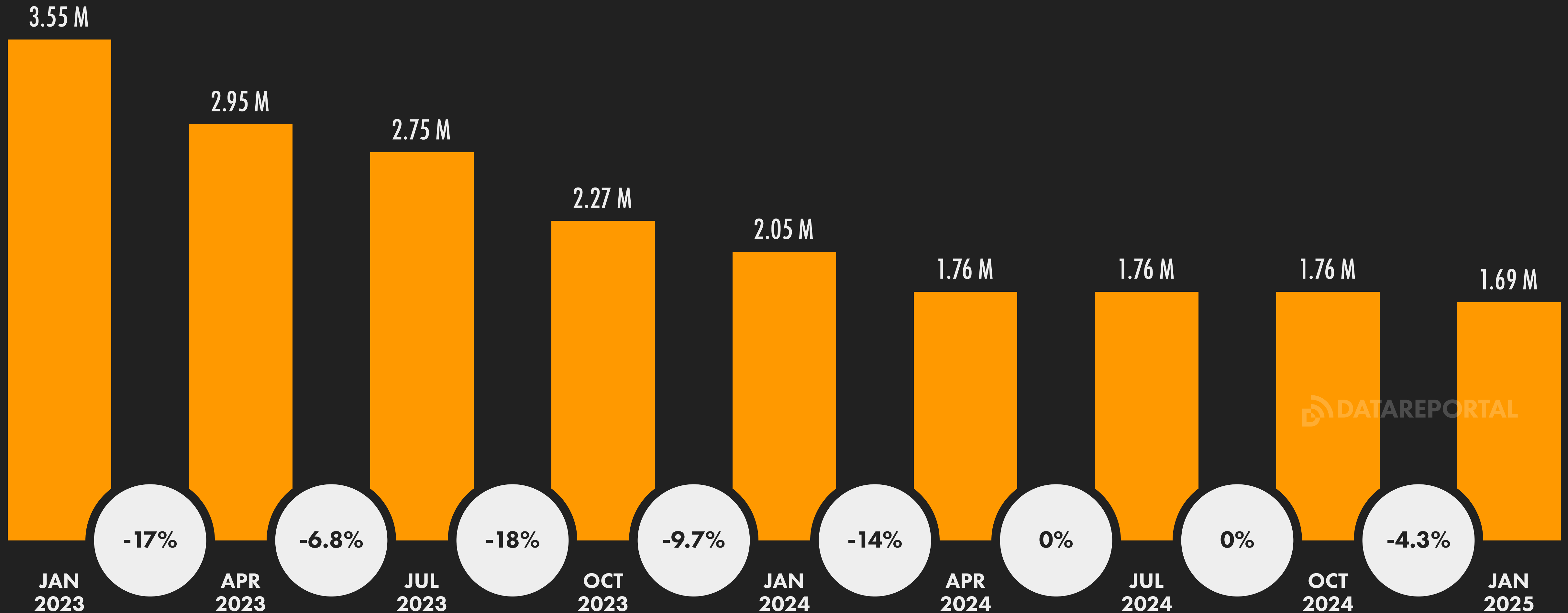
SNAPCHAT: REPORTED ADVERTISING REACH

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

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



INDONESIA



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

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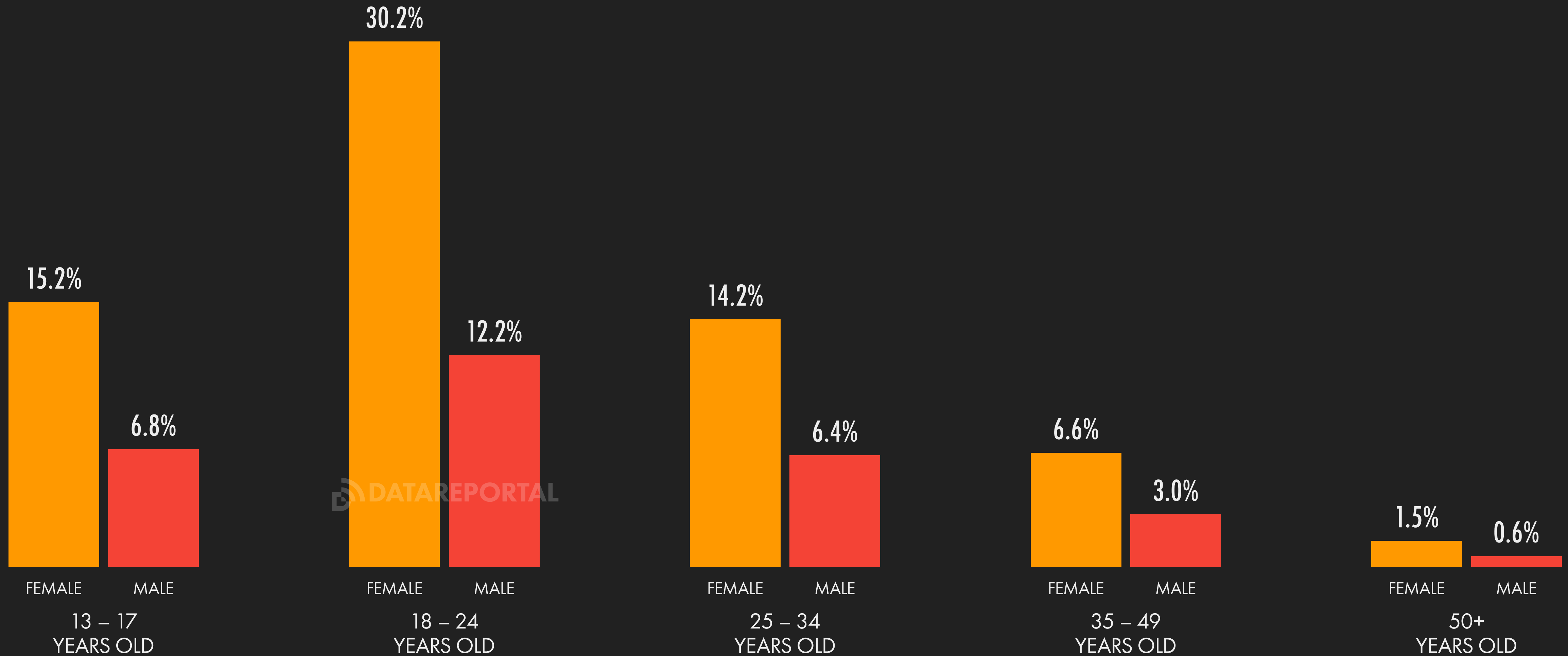
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

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



INDONESIA



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

FEB
2025

X: ADVERTISING AUDIENCE OVERVIEW

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

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



INDONESIA

TOTAL POTENTIAL REACH OF ADS ON X



25.2
MILLION

X AD REACH vs. TOTAL POPULATION



8.8%

X AD REACH vs. TOTAL INTERNET USERS



11.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH



+0.3%
+75.1 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH



+1.9%
+469 THOUSAND

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



43.8%

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



56.2%

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



12.0%

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



10.5%

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



13.6%

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](#).

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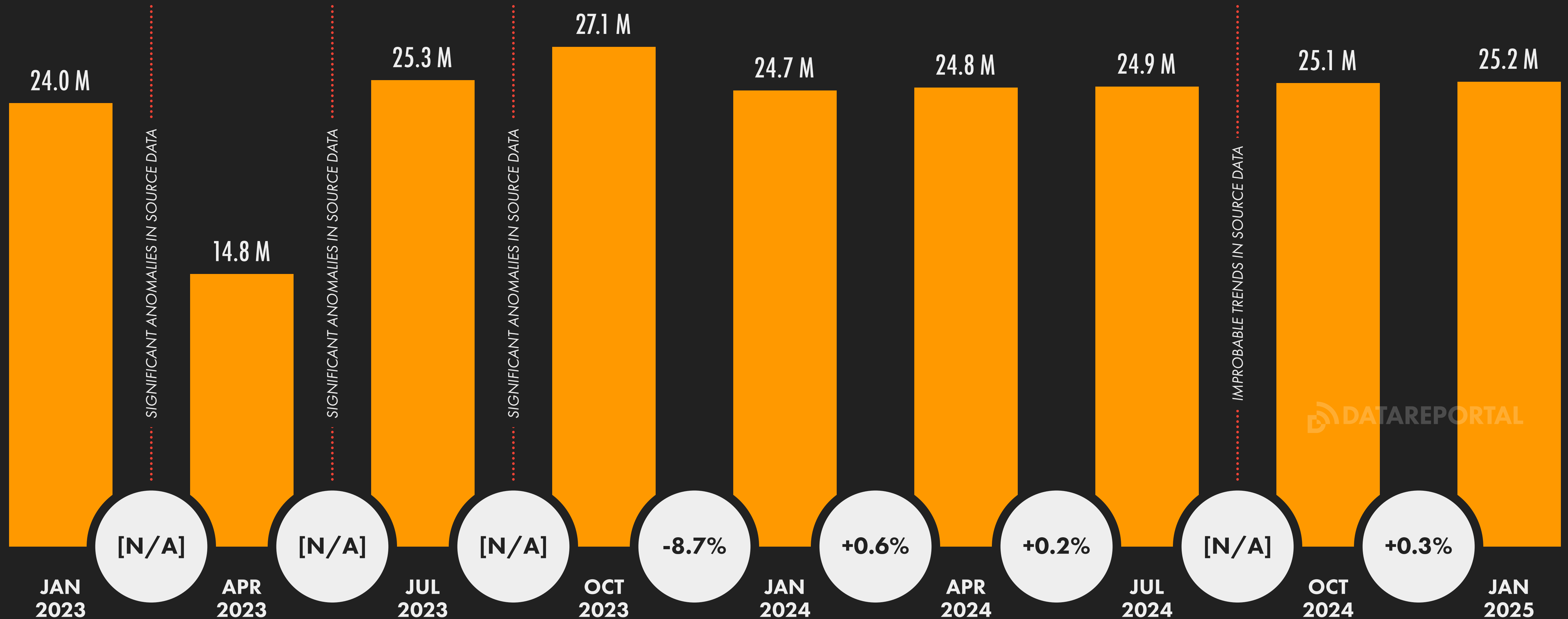
X: REPORTED ADVERTISING REACH

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

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



INDONESIA



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

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2025

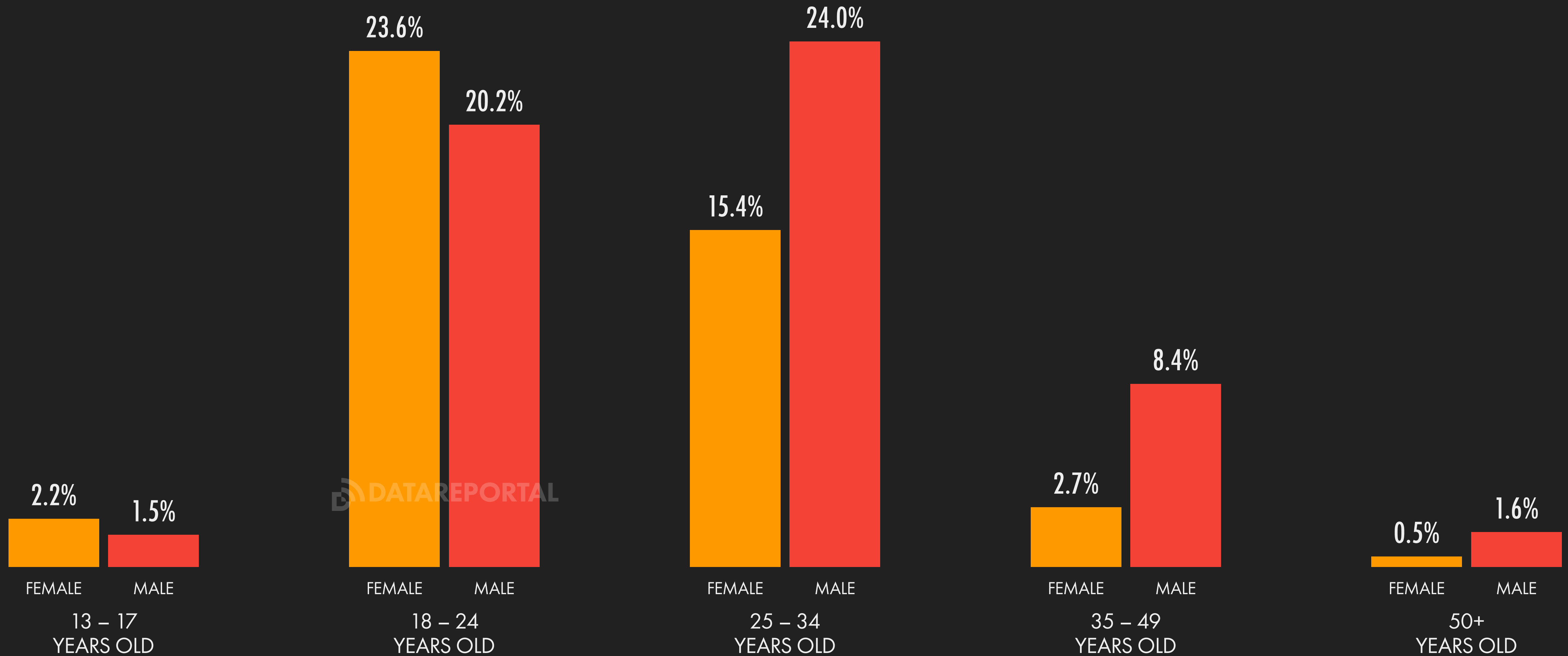
X: ADVERTISING AUDIENCE PROFILE

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



INDONESIA





DIGITAL MARKETING

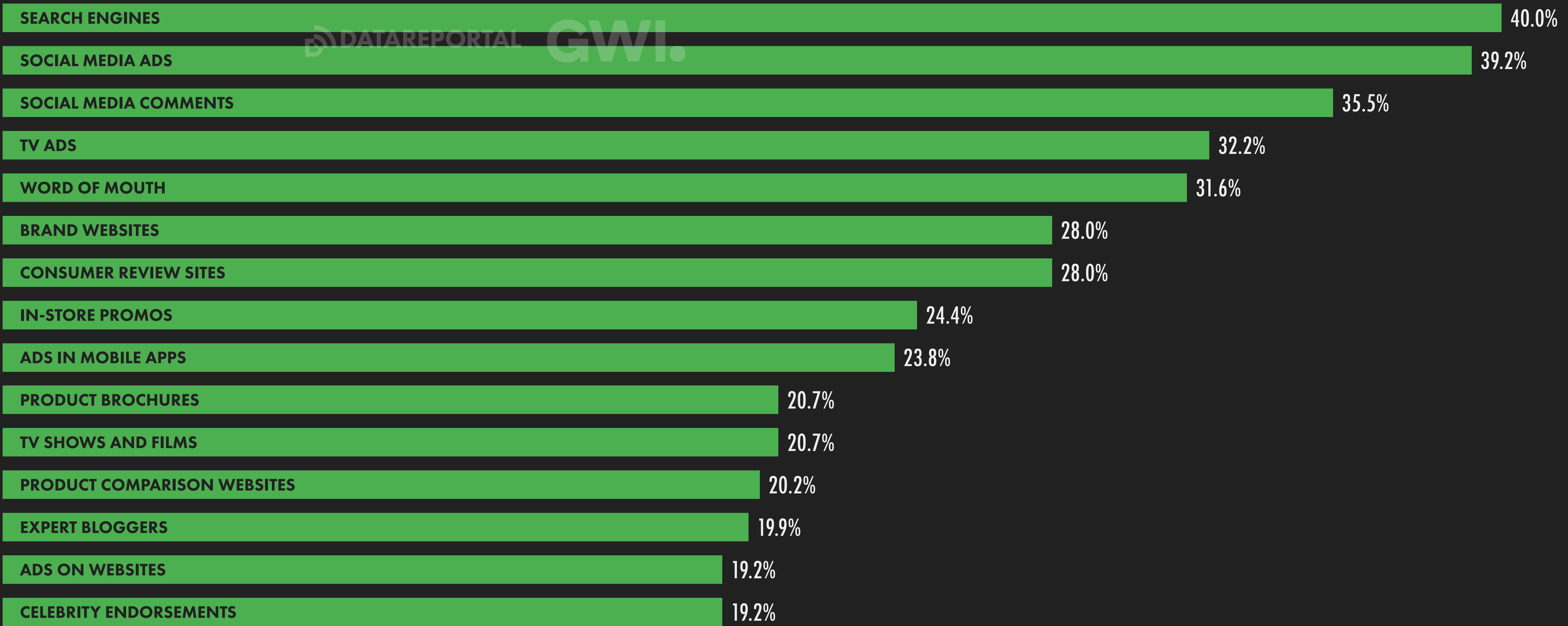
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SOURCES OF BRAND DISCOVERY

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



DATA REPORTAL
GWI.



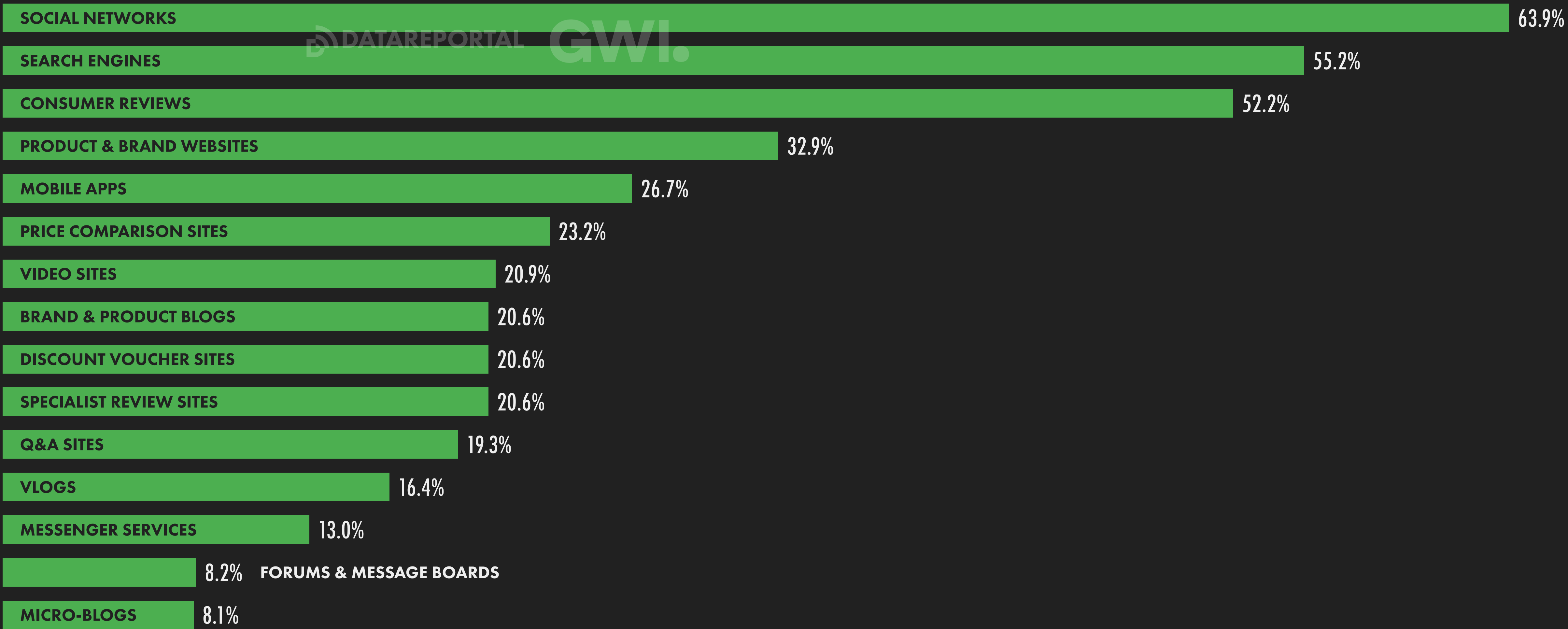
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2025

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



DATA REPORTAL
GWI.



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)



INDONESIA

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$6.62

BILLION

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



+6.1%

+\$381 MILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



statista

\$3.37

BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



+9.7%

+\$298 MILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



50.9%

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)



INDONESIA

SOCIAL MEDIA ADS (AGG.)

\$1.24 B

IN-APP ADS (AGG.)

\$1.20 B

ONLINE SEARCH ADS

\$1.13 B

ONLINE BANNER ADS

\$879 M

ONLINE VIDEO ADS

\$758 M

INFLUENCER ADS

\$225 M

\$58.6 M DIGITAL AUDIO ADS

\$55.0 M ONLINE CLASSIFIEDS

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)



statista

\$15.87

FEEL REPRESENTED IN THE ADS THEY SEE AND HEAR



GWI.

15.2%

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE



70.0%

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



66.7%

VISITED A BRAND'S WEBSITE IN THE PAST MONTH



GWI.

46.3%

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



15.1%

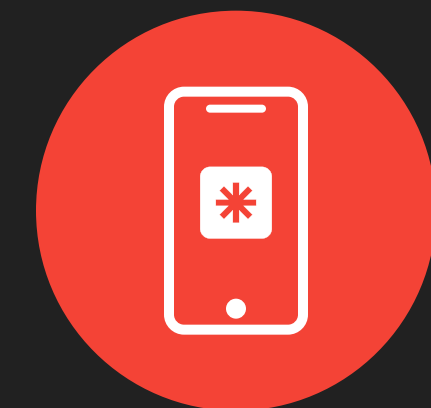
CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST MONTH



GWI.

22.3%

DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST MONTH



17.7%

FEB
2025

PROGRAMMATIC ADVERTISING OVERVIEW

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



ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$2.90
BILLION

statista

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



+11.0%
+\$286 MILLION



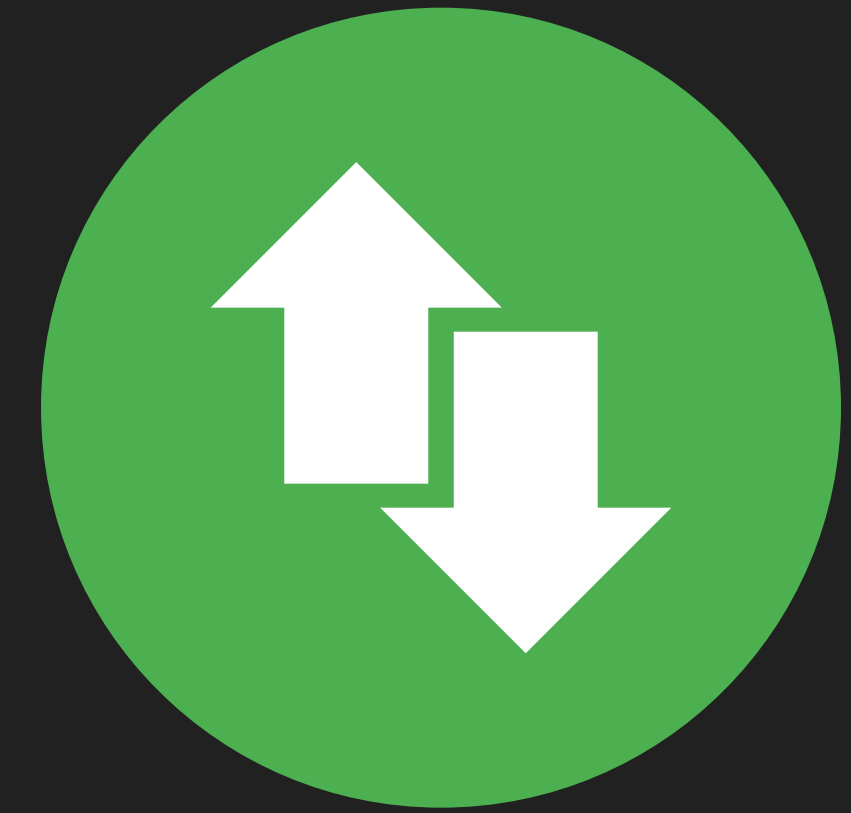
PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



86.0%



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



+1.2%
+99 BPS

FEB
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

\$1.20
BILLION

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



we
are
social

+13.2%
+\$140 MILLION

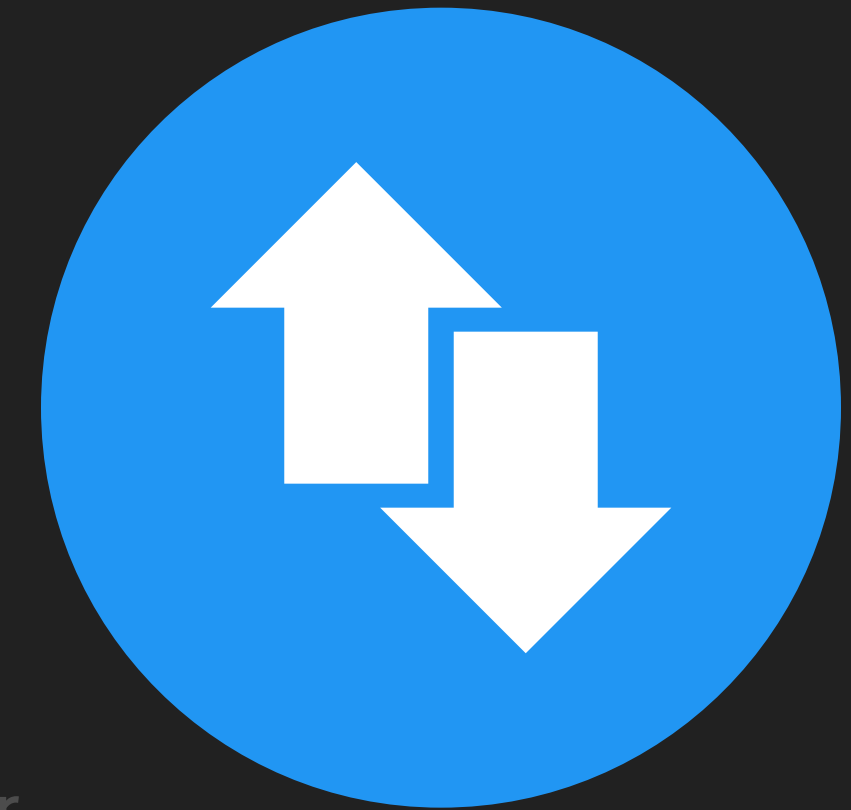
IN-APP ADVERTISING'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



Meltwater

35.6%

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



+3.0%
+105 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)



statista

\$1.13
BILLION

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



Meltwater

+10.8%
+\$110 MILLION

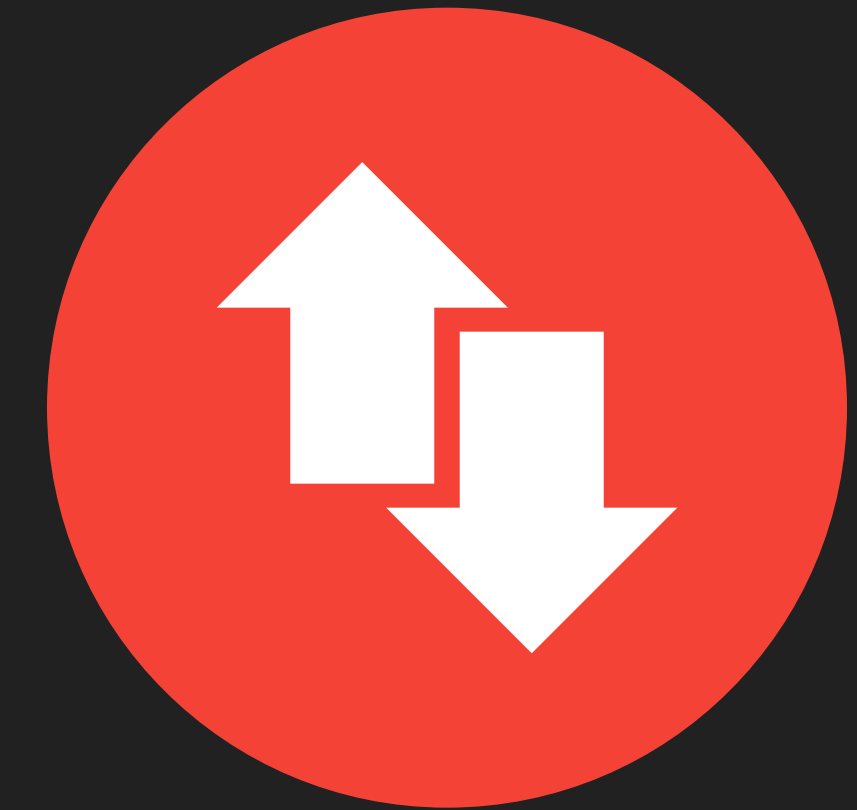
ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we
are
social

33.4%

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



+1.1%
+35 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)



\$1.24
BILLION

statista

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+12.7%
+\$140 MILLION

KEPIOS

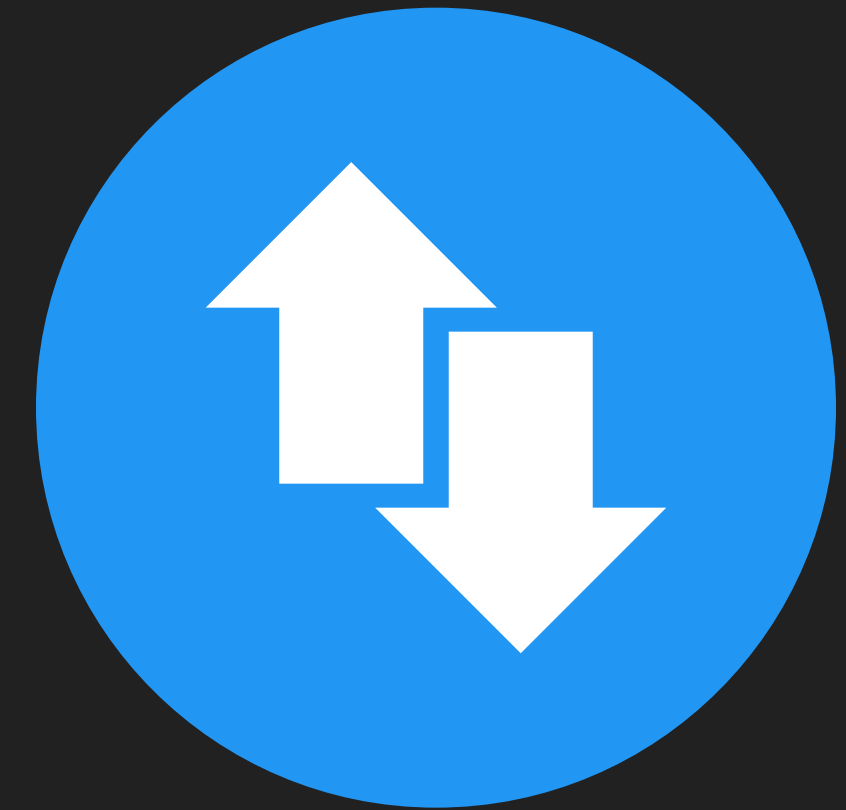
SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



36.8%

we are social

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



+2.8%
+99 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)



statista

\$225
MILLION

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



Meltwater

+15.6%
+\$30.4 MILLION

INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



we
are
social

6.7%

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



+5.4%
+34 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



INDONESIA

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



63.7%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWl.

36.1%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



37.0%

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



GWl.

39.7%

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



30.9%

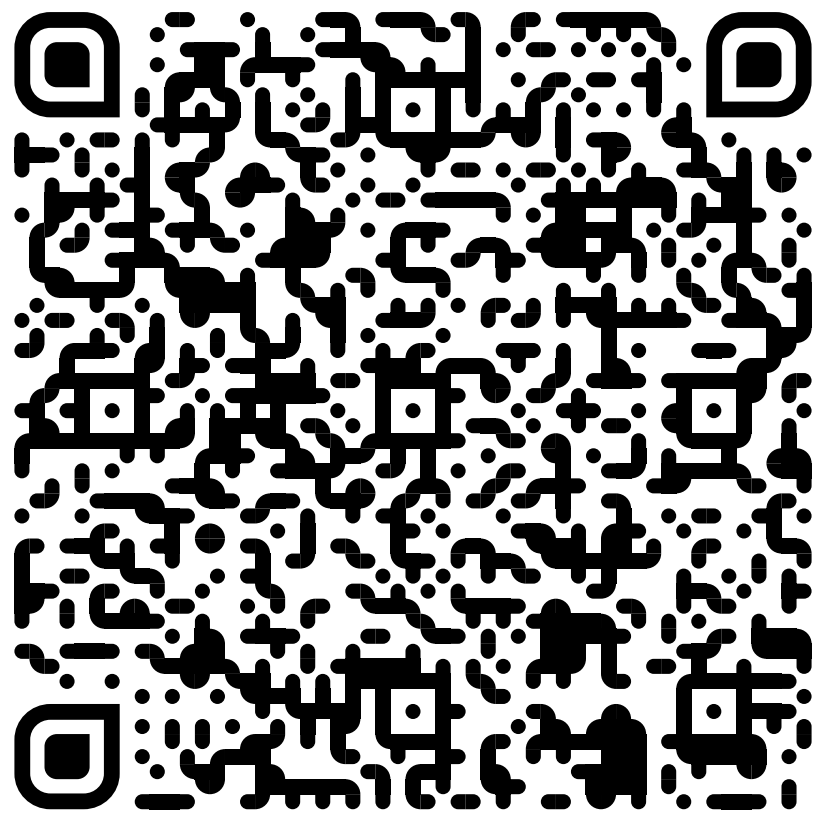


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Break through the noise with Meltwater

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.

With over 1,200 people in four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

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.

To learn more, visit www.wearesocial.com



MAKE SENSE OF DIGITAL TRENDS

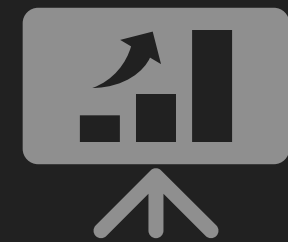
Kepios helps the world understand what's *really* happening online.
In addition to producing the Global Digital Reports, we also offer:



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250K profiling points

15K+ brands

3B internet users represented

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



Data at your fingertips

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Turning data into **intelligence**

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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:

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- IoT & Enterprise
- Digital Consumer
- Fixed, TV & Convergence
- Spectrum

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Who do we work with?

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Mobile Network Operators



Regulatory Bodies



Government Departments



Financial Corporations



Cybersecurity Firms



OEMs and Manufacturers



Technology Companies



Consulting Businesses

GSMA
Intelligence

gsmaintelligence.com



7/10

Forbes top digital companies worldwide rely on our data and insights

50

million individual datapoints covering everything from operational to economic metrics

FORECASTED UP TO

2030

allowing you to identify, understand and enhance your business strategies



Provides the most accurate,
comprehensive, and actionable
Digital Data, so every business
can win their market

Find out more:



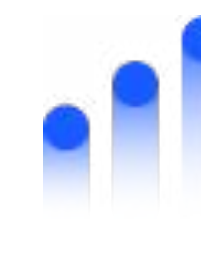
100M+
Websites



8M
Apps



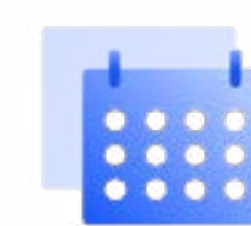
190
Countries



210
Categories



5B
Search Terms



Daily
Refreshed Data



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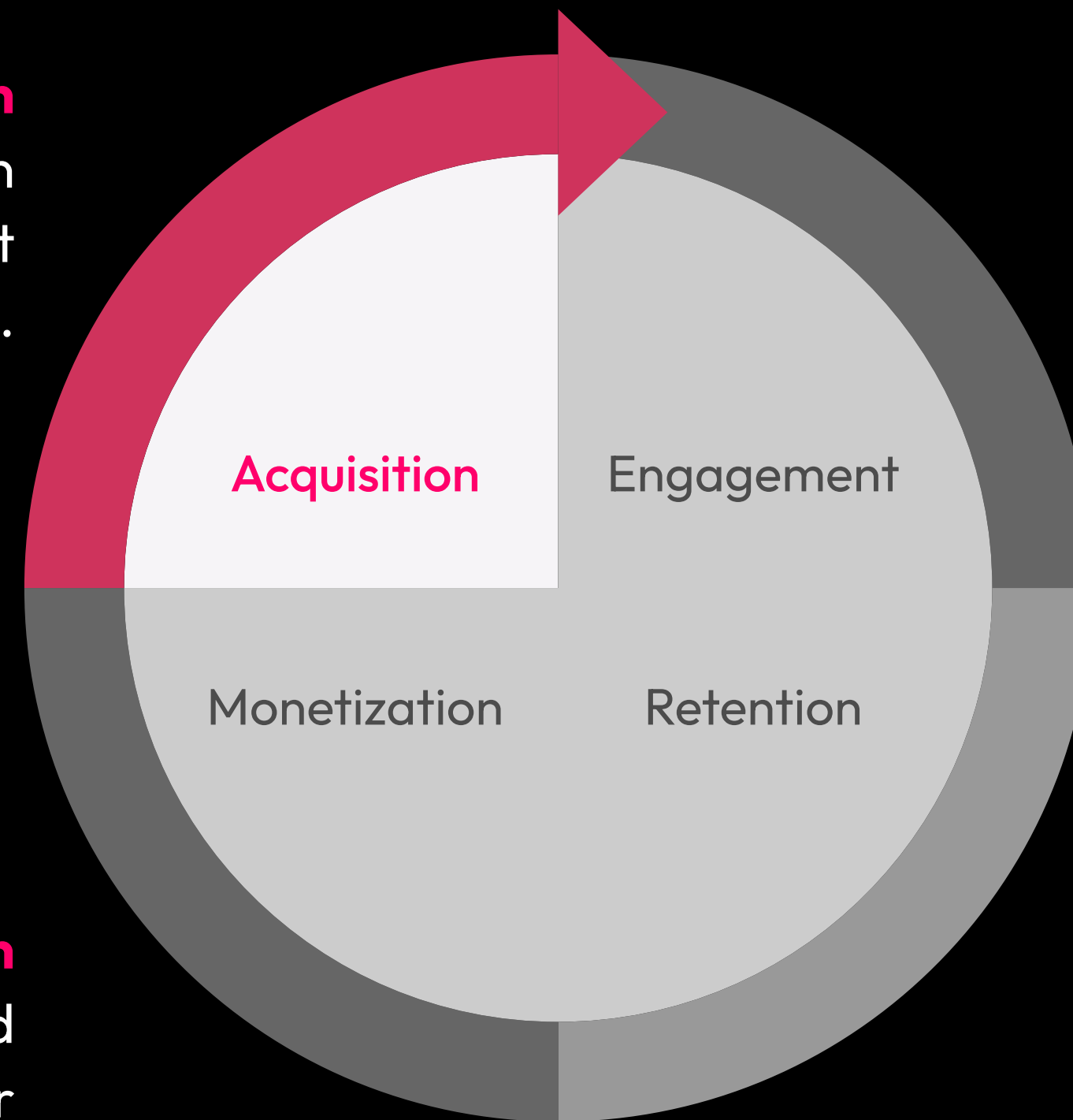
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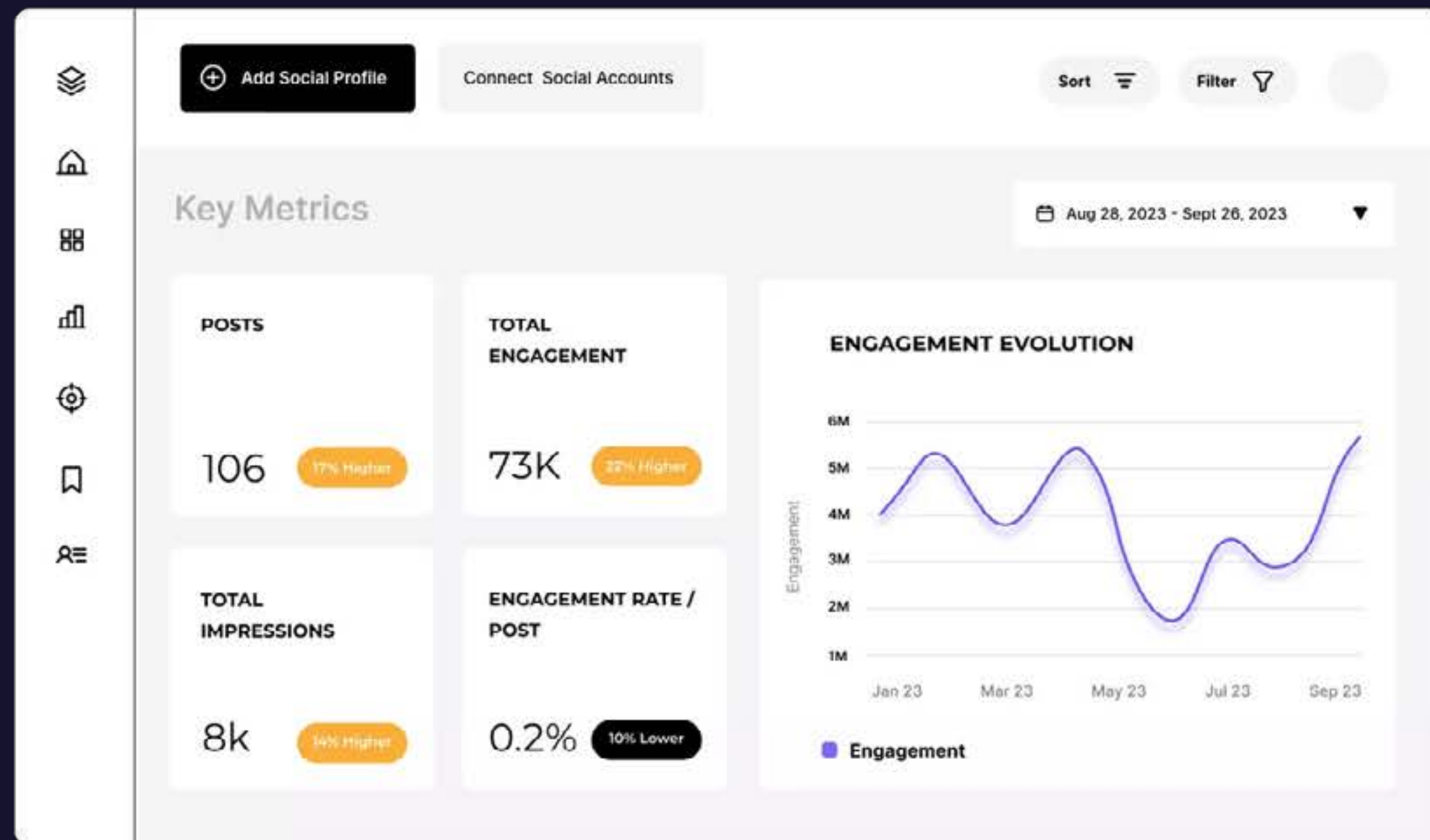
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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

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

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

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

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

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

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