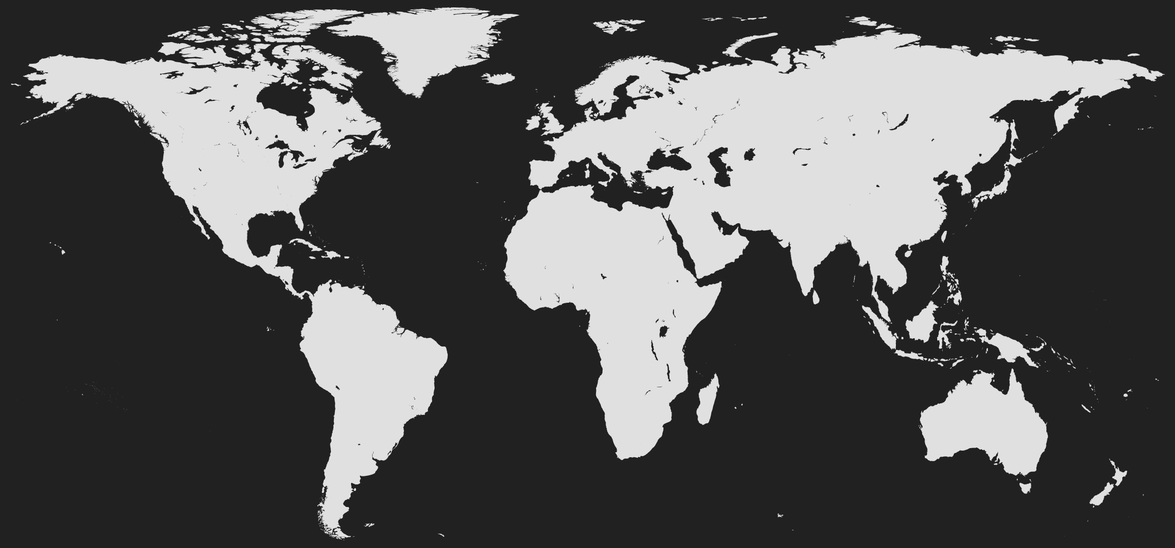


DIGITAL 2027

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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THIS EDITION OF THE GLOBAL DIGITAL REPORTS IS CO-PRESENTED BY:



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DIGITAL 2027: CONNECTED INTELLIGENCE

Fifteen years after the publication of the first report in our Global Digital Reports series, we're still seeing impressive growth and evolution in the adoption and use of connected tech.

Data shows that **6.15 billion** people use the internet today, and while 2 billion people have yet to join the digital revolution, nearly three quarters of the world's total population is now online. Meanwhile, active social media users have grown to more than **5.8 billion**, putting social media audiences in the same territory as global TV viewers.

However, the most impressive growth rates we've seen this year relate to the adoption and use of AI. Global survey data from GWI indicates that more than 4 in 5 online adults already use some form of AI each month, while our own analysis indicates that more than 1 in 3 people around the world now uses generative AI tools like ChatGPT.

It's only been four years since LLMs started to become readily available to the general public, but in that short space of time, people have already found ways to incorporate them into almost every aspect of their daily lives. Research suggests that finding information remains the most commonly cited motivation for using artificial intelligence, but research also shows that people are increasingly using AI tools to get advice on problems, learn new skills, and get personalised recommendations.

But people are also using AI for more *unexpected* activities. For example, one study found that common use cases include asking for horoscopes and tarot readings, creating fake reality TV content, and even interacting with the deceased. It's unclear how enduring these particular behaviours will be, but they already provide compelling evidence that people are comfortable experimenting with AI on their own terms, and that finding bodes well for the continued growth and integration of these tools.

However, we've also seen some important declines in this year's data, most notably in use of the web. Around the world, traffic to top web domains has fallen by a considerable margin over recent years, and beyond the obvious challenges these trends present to web publishers, they also have important implications for individuals, businesses, and even broader society.

We've also seen important changes in the ways that people use search engines, and this has particular relevance to marketers hoping to understand which channels have the greatest influence on the purchase journey. However, businesses must be careful not to conflate future potential with the current realities of people's behaviours, and to that end, this year's report offers plenty of robust data to mitigate "headline hyperbole".

Indeed, data shows that many well established digital behaviours are still gaining momentum. Social media preferences and behaviours continue to evolve, and the typical adult social media user now spends roughly one full waking day each week scrolling social media and video feeds. Much of this trend reflects the growing popularity of online video platforms, with YouTube, Instagram, and TikTok continuing to see impressive gains in this year's data.

Recent data even point to the resurgence of email, one of digital's original stalwarts. So, while this year's report offers plenty of insight into cutting-edge tech and trends, remember that old favourites may still offer some of the most compelling opportunities.

I hope you find everything you need in the pages that follow, but remember that you'll find even more data in our complete collection of Digital 2027 local country reports, and in my comprehensive analysis of this year's trends. But with that, I'll hand over to the data, and let you start exploring our biggest ever Global Digital Report.

Simon Kemp
Chief Analyst
DataReportal



EXPLORE MORE OF THE GLOBAL DIGITAL REPORTS SERIES



DIGITAL 2027

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 DIGITAL 2027 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



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GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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FOR ADDITIONAL CONTEXT INTO HOW DIGITAL BEHAVIOURS HAVE EVOLVED THIS YEAR, CLICK HERE TO READ LAST YEAR'S DIGITAL 2026 GLOBAL OVERVIEW REPORT

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

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



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions **do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

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GLOBAL HEADLINES

OCT 2026

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE SUBSCRIBERS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES	MONTHLY ACTIVE GENERATIVE AI USERS
8.32 BILLION	**5.86 BILLION**	**6.15 BILLION**	**5.81 BILLION**	**3.24 BILLION**
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
80.6%	**70.4%**	**73.9%**	**69.9%**	**38.9%**

SOURCES: MANOCHI ANALYSIS; UNITED NATIONS; GOVERNMENT RESOURCES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; SIMILARWEB; PLATFORM RESOURCES; COMPANY EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES AND GENERATIVE AI USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** WHERE AVAILABLE, THE FIGURE FOR URBANISATION REPRESENTS THE U.N.'S REPORTED VALUE FOR THE PERCENTAGE OF THE TOTAL POPULATION LIVING IN TOWNS AND CITIES. FIGURES FOR GENERATIVE AI USE ONLY INCLUDE THE USE OF STANDALONE GENERATIVE AI PLATFORMS, AND DO NOT FACTOR THE USE OF AI FUNCTIONALITY WITHIN OTHER SOFTWARE OR APPLICATIONS. **COMPARABILITY:** BASE REVISIONS; SOURCE CHANGES. SEE NOTES ON DATA.

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DIGITAL GROWTH

CHANGE IN THE REPORTED USE OF CONNECTED DEVICES AND SERVICES OVER TIME

NOTE: BASE REVISIONS MAY DISTORT TRENDS OVER TIME



GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE SUBSCRIBERS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES	MONTHLY ACTIVE GENERATIVE AI USERS
+0.8%	+1.7%	+0.9%	+2.7%	+57.2%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+69 MILLION	+98 MILLION	+54 MILLION	+151 MILLION	+1.2 BILLION

SOURCES: MANOCHI ANALYSIS; UNITED NATIONS; GOVERNMENT RESOURCES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; COMPANY EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER. **NOTES:** REVISIONS AND ADJUSTMENTS IN SOURCE DATA MAY DISTORT TRENDS OVER TIME, RESULTING IN DISPROPORTIONATE VALUES FOR YEAR-ON-YEAR CHANGE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES AND GENERATIVE AI USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTE:** FIGURES FOR GENERATIVE AI USE ONLY INCLUDE THE USE OF STANDALONE GENERATIVE AI PLATFORMS, AND DO NOT FACTOR THE USE OF AI FUNCTIONALITY WITHIN OTHER SOFTWARE OR APPLICATIONS. **COMPARABILITY:** SOURCE CHANGES AND SIGNIFICANT BASE CHANGES. SEE NOTES ON DATA.

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DRIVING CULTURAL RELEVANCE FOR THE WORLD'S BEST BRANDS

Find out how we can help you
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FOUR SEASONS
Booking.com
Audi
VISA
SAMSUNG
SUNTORY
SUNTORY BEVERAGE & FOOD

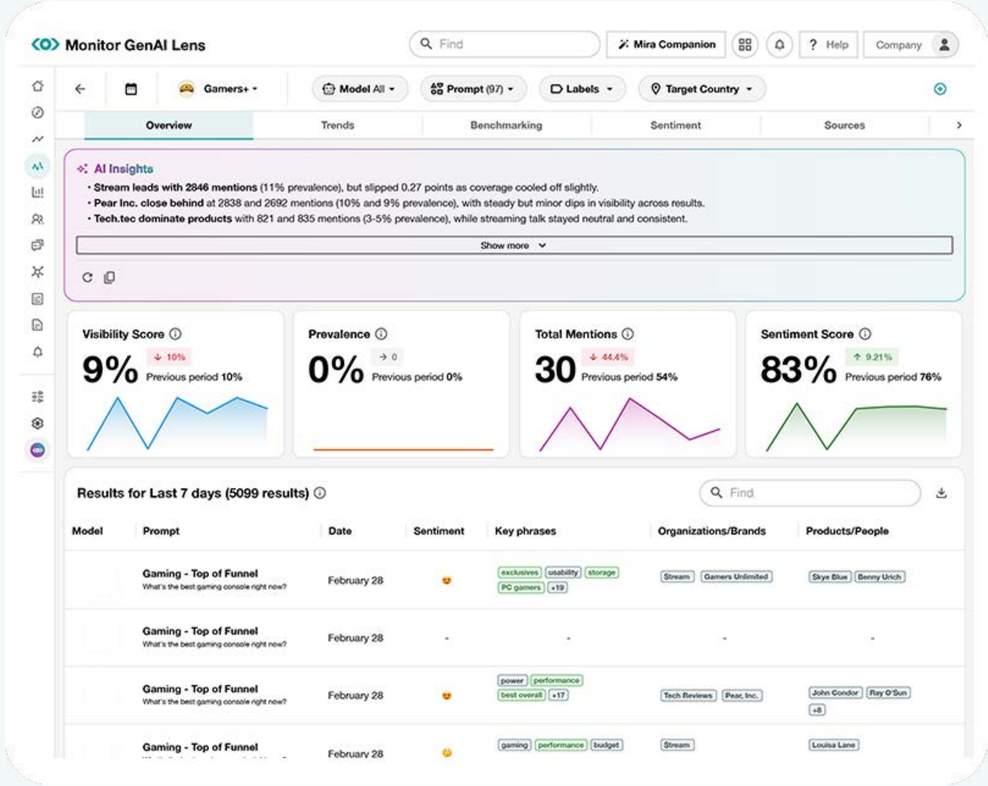
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How is AI shaping your brand narrative?

Meltwater's advanced **AI visibility tracking** lets **you own your brand narrative.**

- Monitor how LLM models represent your brand across ChatGPT, Gemini, Claude, and more
- Track competitors across markets, LLM models, and AI assistants
- Detect risky and inaccurate narratives before they spread

Track Your AI Visibility





POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GLOBAL OVERVIEW

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION	LIFE EXPECTANCY AT BIRTH
8.32 BILLION	49.7%	50.3%	+0.8% +69 MILLION	31.1	73.8

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
80.6%	63.7	3.4	87.7%	84.6%	90.9%

SOURCES: MANOCHI ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA. ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL BE FROM THE SAME PERIOD. **NOTES:** WHERE AVAILABLE, THE FIGURE FOR URBAN POPULATION REPRESENTS THE U.N.'S REPORTED VALUE FOR THE PERCENTAGE OF THE TOTAL POPULATION LIVING IN TOWNS AND CITIES. **COMPARABILITY:** CHANGES IN SOURCE METRIC DEFINITIONS. VALUES FOR SOME DATA POINTS MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA.

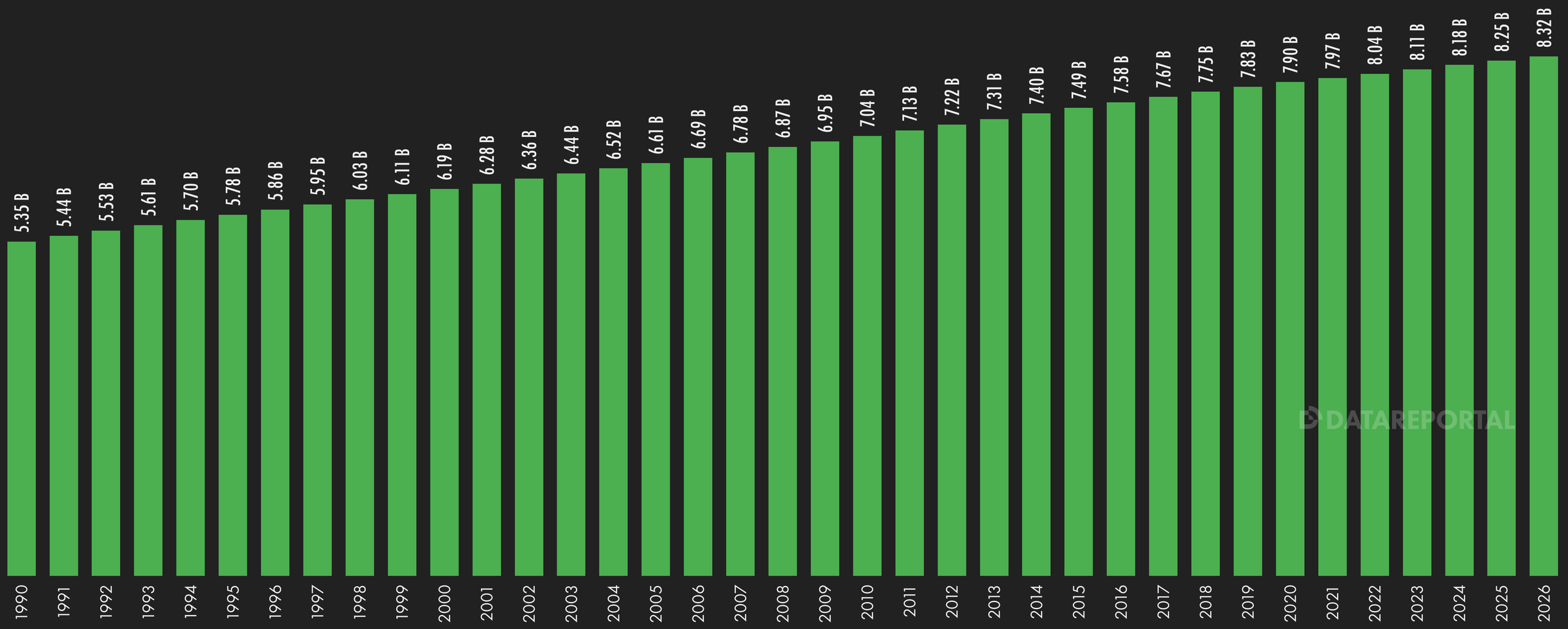
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GLOBAL POPULATION TIMELINE

THE TOTAL GLOBAL POPULATION IN OCTOBER OF EACH YEAR

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; MANOCHI ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

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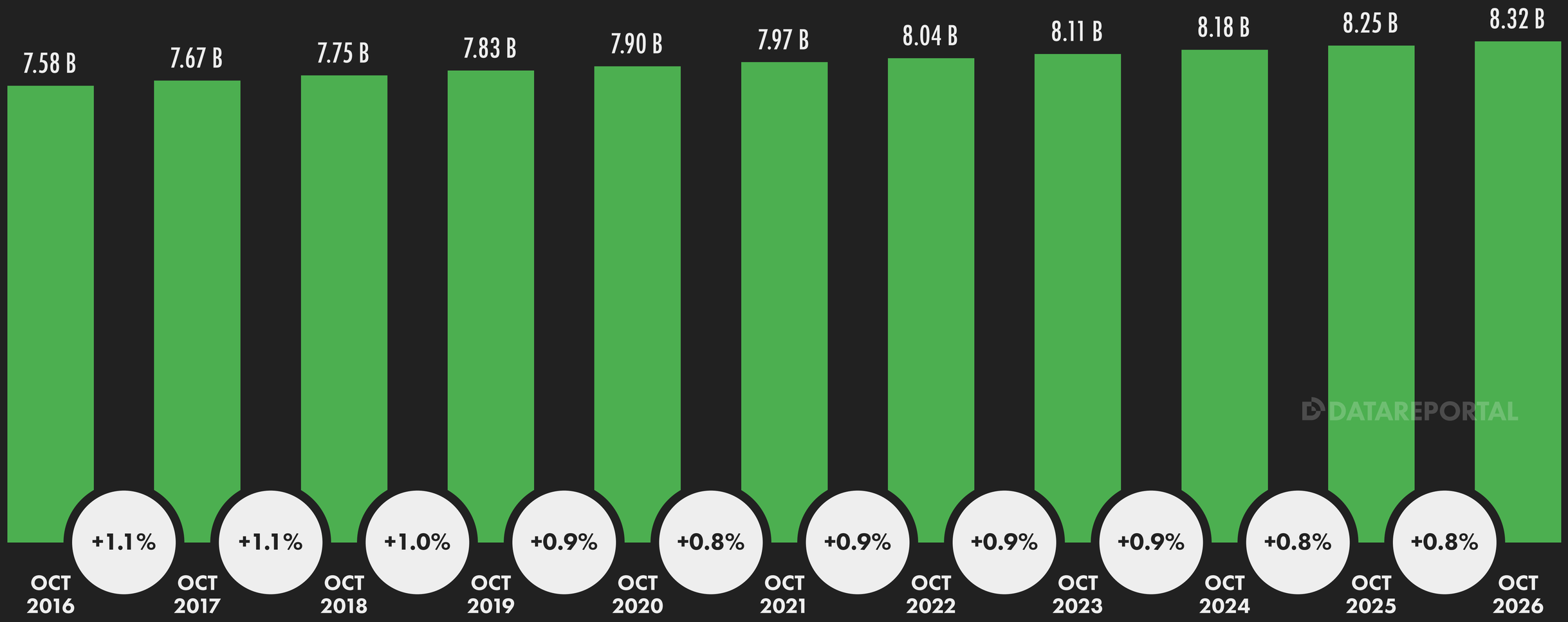
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GLOBAL POPULATION OVER TIME

THE GLOBAL POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; MANOCHI ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

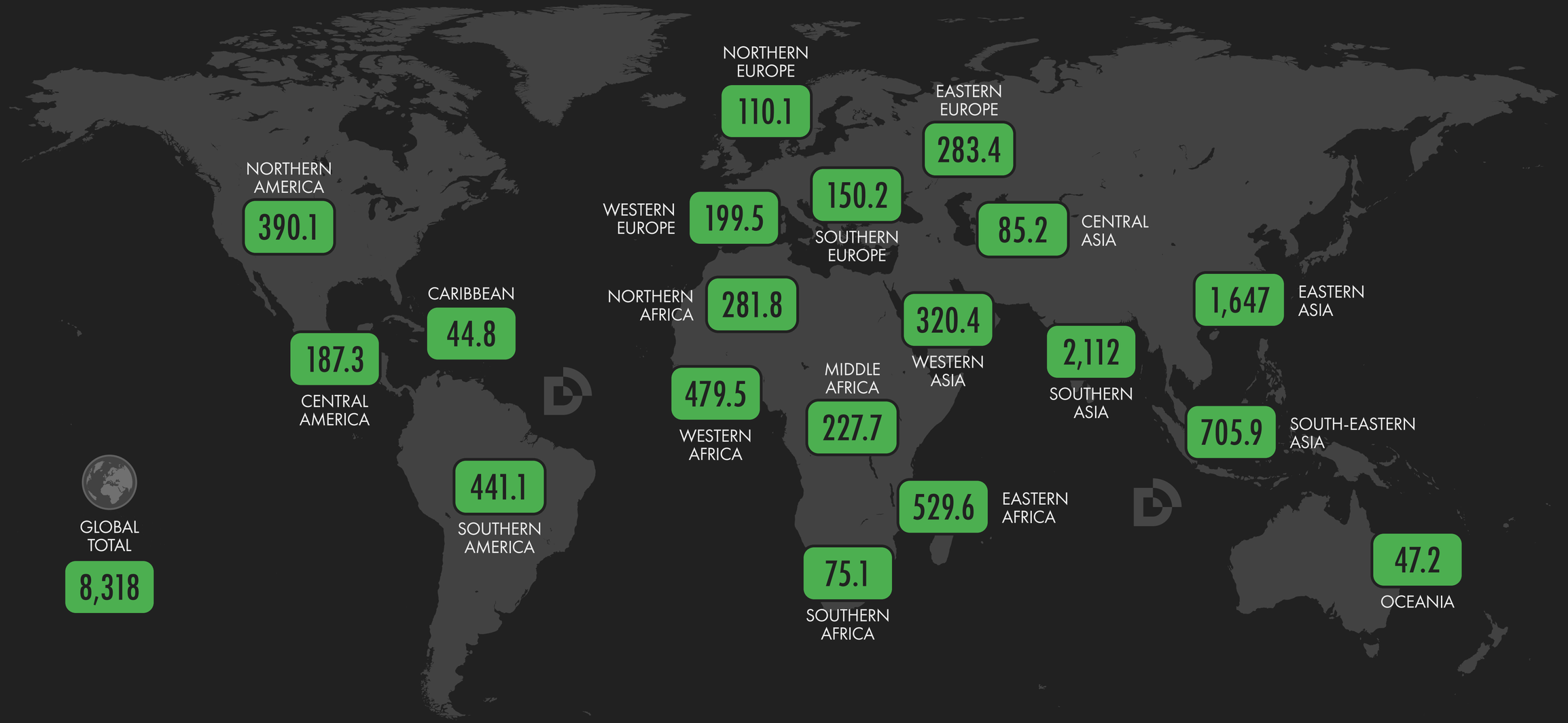
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POPULATION BY GEOGRAPHIC REGION

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

GLOBAL OVERVIEW



SOURCE: UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. INDIVIDUAL FIGURES MAY NOT SUM TO TOTAL DUE TO ROUNDING.

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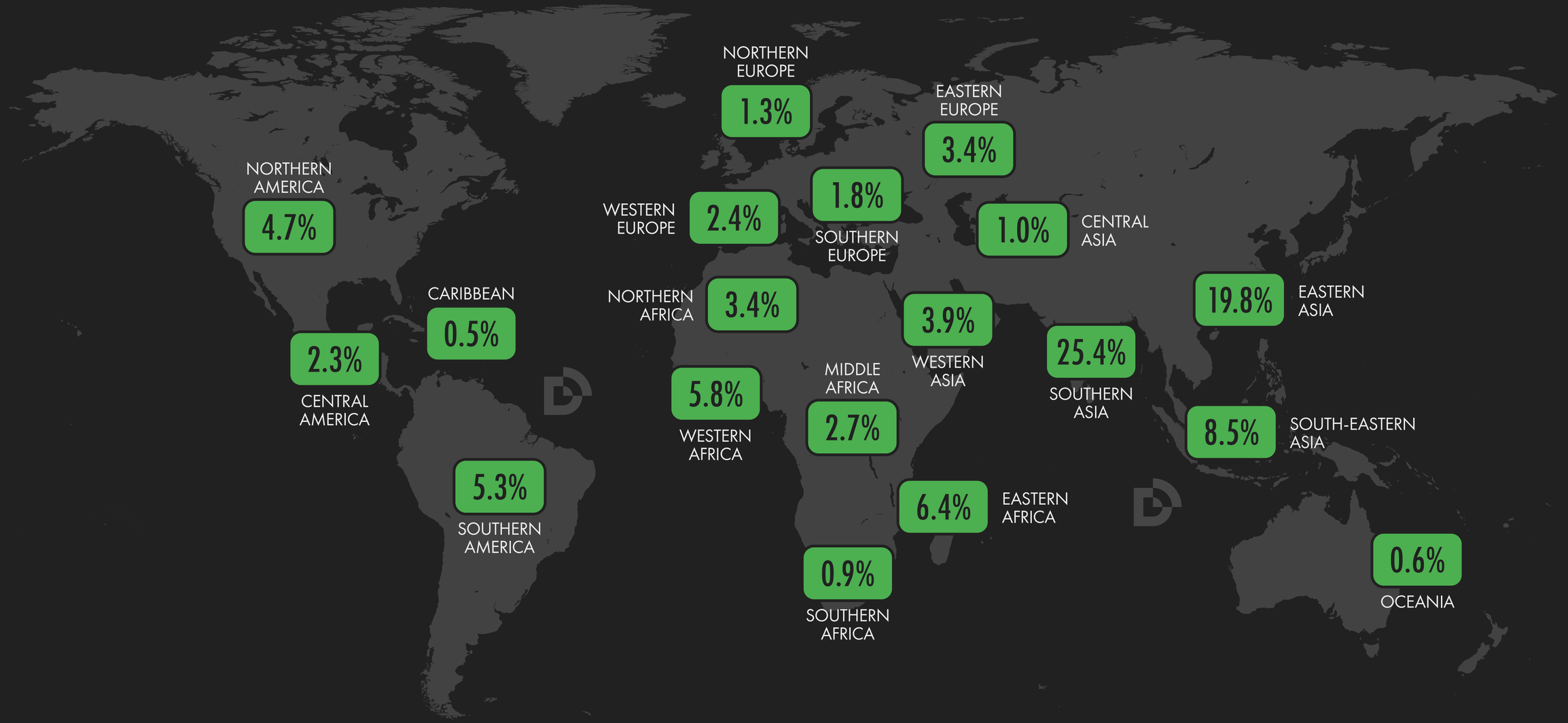
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SHARE OF THE GLOBAL POPULATION BY REGION

THE NUMBER OF PEOPLE LIVING IN EACH REGION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION



GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; MANOCHI ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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COUNTRIES WITH THE LARGEST POPULATIONS

THE COUNTRIES AND TERRITORIES WITH THE LARGEST POPULATIONS



GLOBAL OVERVIEW

#	COUNTRY	POPULATION	▲YOY	vs. 🌍
01	INDIA	1,479,787,000	+0.87%	17.79%
02	CHINA	1,412,142,000	-0.22%	16.98%
03	UNITED STATES OF AMERICA	349,464,000	+0.50%	4.20%
04	INDONESIA	288,420,000	+0.75%	3.47%
05	PAKISTAN	260,329,000	+1.60%	3.13%
06	NIGERIA	243,661,000	+2.06%	2.93%
07	BRAZIL	213,743,000	+0.35%	2.57%
08	BANGLADESH	178,348,000	+1.21%	2.14%
09	RUSSIAN FEDERATION	143,312,000	-0.32%	1.72%
10	ETHIOPIA	139,761,000	+2.52%	1.68%

#	COUNTRY	POPULATION	▲YOY	vs. 🌍
11	MEXICO	133,256,000	+0.79%	1.60%
12	JAPAN	122,255,000	-0.55%	1.47%
13	EGYPT	120,534,000	+1.46%	1.45%
14	PHILIPPINES	117,958,000	+0.80%	1.42%
15	DEM. REP. OF THE CONGO	117,360,000	+3.19%	1.41%
16	VIETNAM	102,318,000	+0.56%	1.23%
17	IRAN	93,345,000	+0.79%	1.12%
18	TURKEY	87,992,000	+0.29%	1.06%
19	GERMANY	83,596,000	-0.37%	1.01%
20	TANZANIA	73,069,000	+2.85%	0.88%

SOURCE: EXTRAPOLATED FROM UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTES:** POPULATION VALUES HAVE BEEN ROUNDED TO THE NEAREST 1,000. FIGURES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN TOTAL POPULATION. FIGURES IN THE "vs. 🌍 " COLUMN SHOW EACH COUNTRY'S POPULATION AS A PERCENTAGE OF THE TOTAL GLOBAL POPULATION.

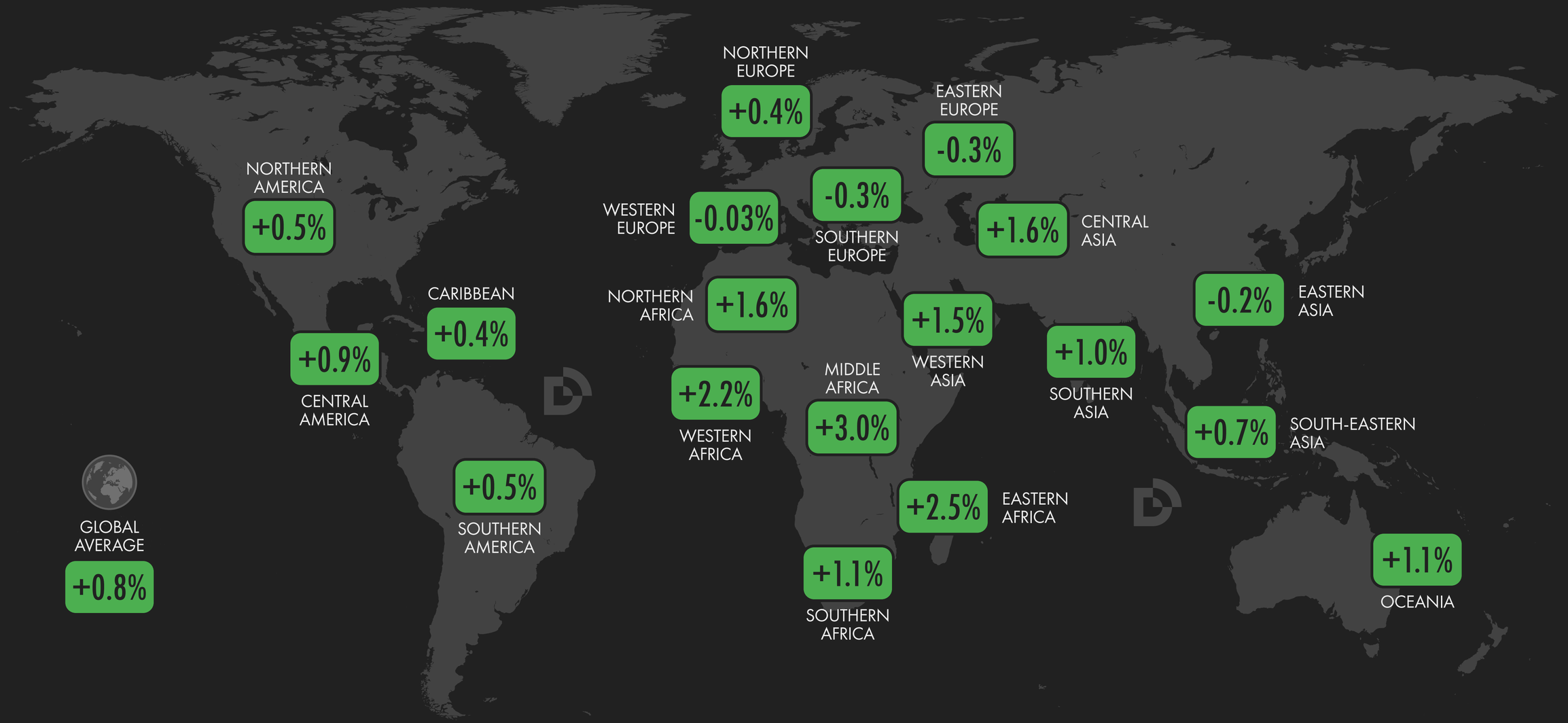
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ANNUAL POPULATION CHANGE BY REGION

THE YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE LIVING IN EACH REGION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; MANOCHI ANALYSIS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

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MOST RAPID RATES OF POPULATION CHANGE

THE COUNTRIES AND TERRITORIES EXPERIENCING THE MOST RAPID RATES OF CHANGE IN TOTAL POPULATION SIZE



GLOBAL OVERVIEW

POPULATIONS WITH THE MOST RAPID RATES OF GROWTH

#	COUNTRY OR TERRITORY	▲YOY	TOTAL POPULATION
01	CENTRAL AFRICAN REPUBLIC	+3.35%	5,745,600
02	SOMALIA	+3.30%	20,469,700
03	SYRIA	+3.21%	26,673,000
04	NIGER	+3.20%	29,039,800
05	DEM. REP. OF THE CONGO	+3.20%	117,360,400
06	SUDAN	+3.11%	53,685,100
07	MAYOTTE	+3.10%	350,200
08	OMAN	+3.04%	5,711,300
09	ANGOLA	+3.00%	40,511,100
10	MALI	+2.90%	26,116,400

POPULATIONS WITH THE MOST RAPID RATES OF DECLINE

#	COUNTRY OR TERRITORY	▲YOY	TOTAL POPULATION
244	ST. MARTIN	-4.13%	23,600
243	MARSHALL ISLANDS	-3.28%	34,800
242	COOK ISLANDS	-3.26%	12,700
241	SVALBARD & JAN MAYEN	-1.72%	2,500
240	AMERICAN SAMOA	-1.54%	45,100
239	NORTHERN MARIANA IS.	-1.37%	42,800
238	TUVALU	-1.30%	9,300
237	ST. PIERRE & MIQUELON	-1.12%	5,500
236	MOLDOVA	-1.07%	2,954,000
235	ST. HELENA	-1.06%	5,100

SOURCE: EXTRAPOLATED FROM UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTES:** POPULATION VALUES HAVE BEEN ROUNDED TO THE NEAREST 100. FIGURES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN TOTAL POPULATION. RANKING OMITS TERRITORIES FOR WHICH CONTINUOUS DATA SERIES ARE UNAVAILABLE. **GUIDANCE:** CHANGES IN RESIDENT POPULATION MAY BE THE RESULT OF MIGRATION AS WELL AS BIRTHS AND DEATHS.

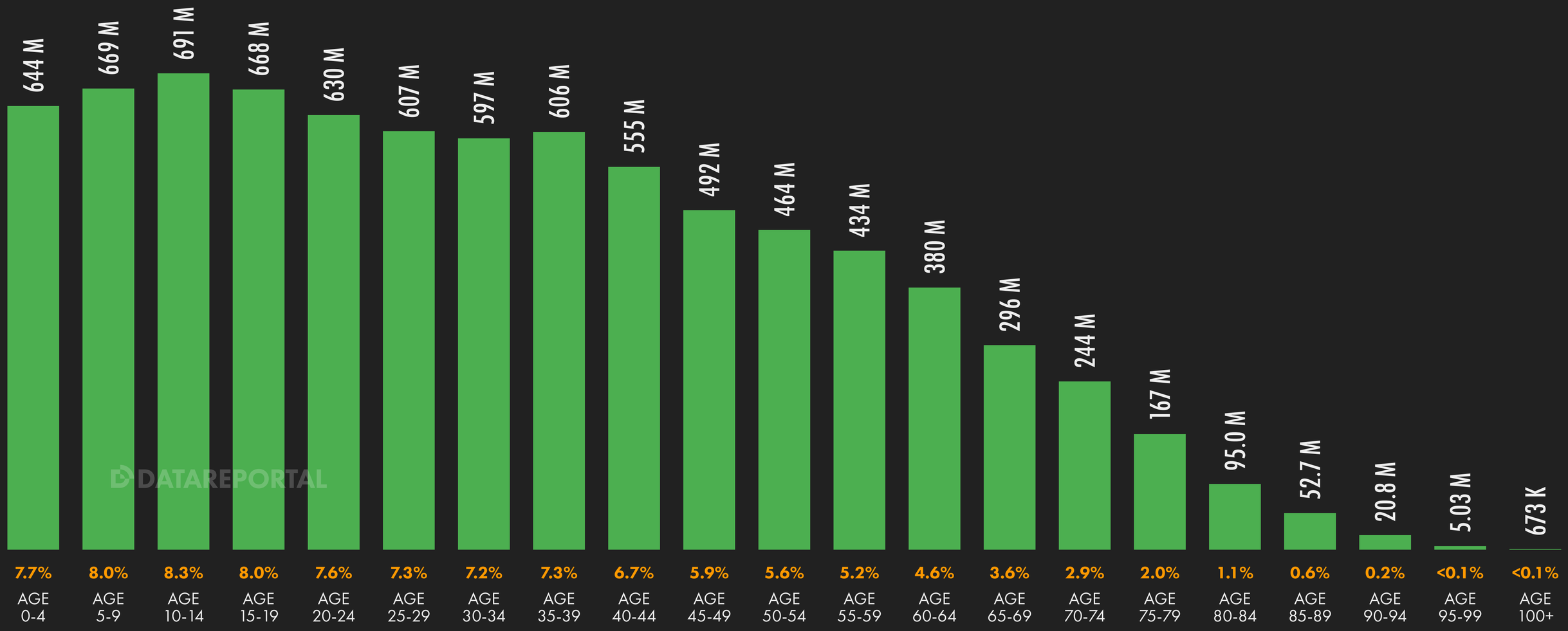
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AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE GLOBAL POPULATION

GLOBAL OVERVIEW



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 GLOBAL 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.

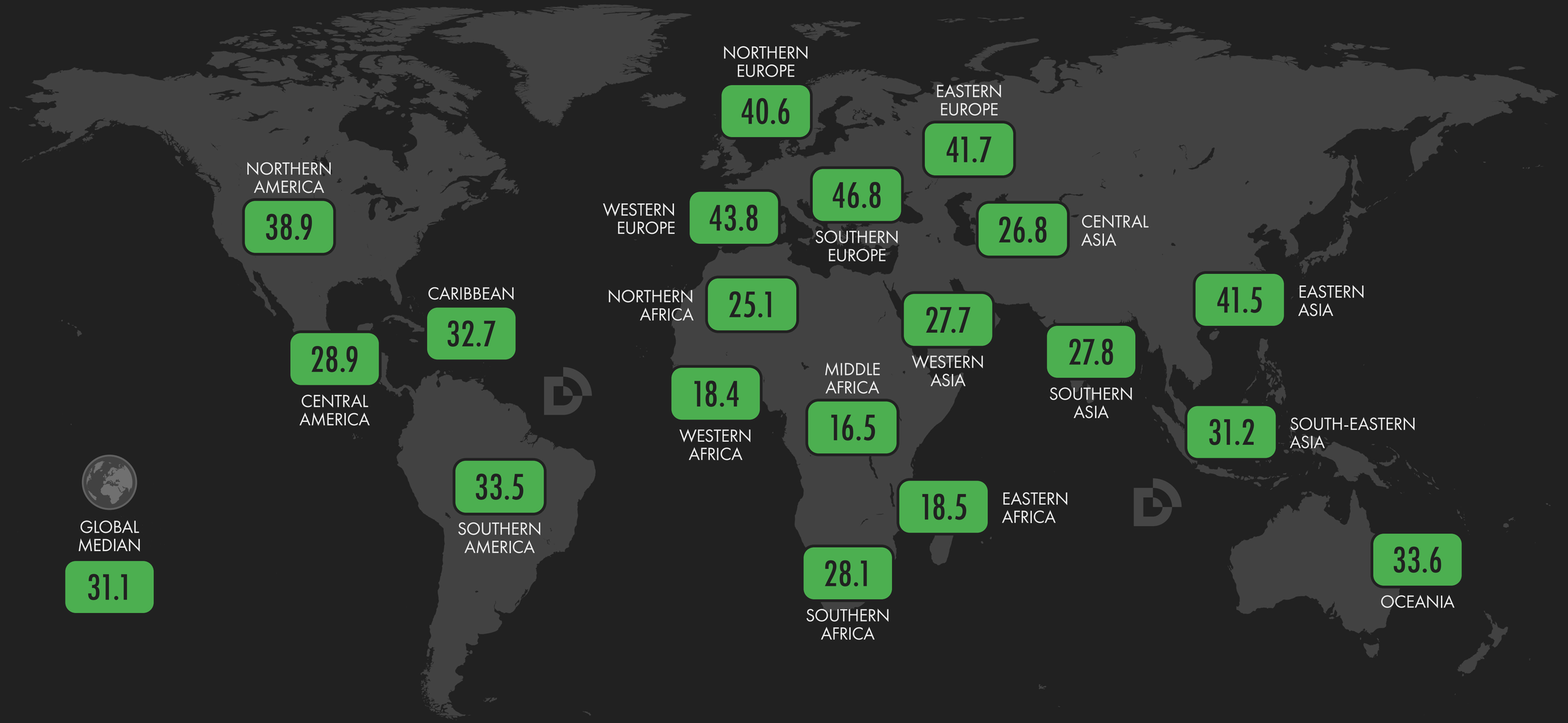
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MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

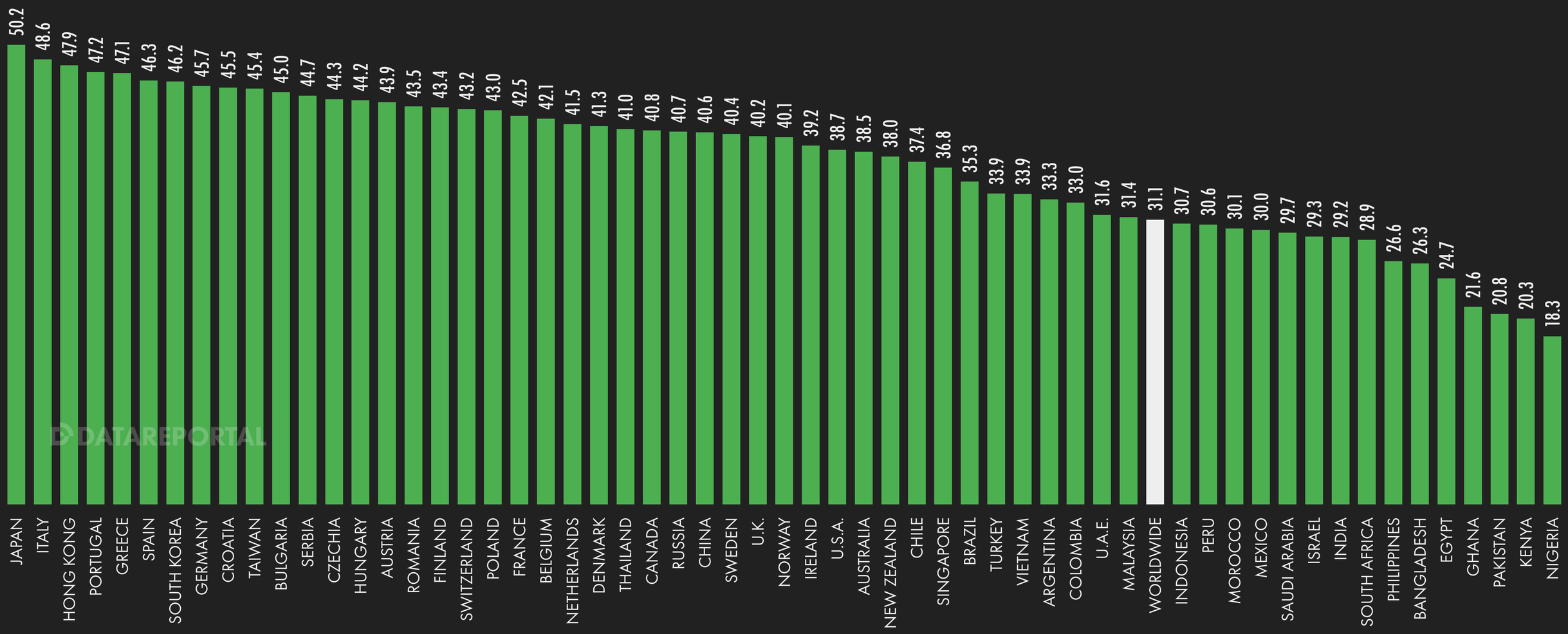
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MEDIAN AGE OF THE POPULATION

THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES.

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MEDIAN AGE OF THE POPULATION

THE COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST MEDIAN AGE OF THE POPULATION



GLOBAL OVERVIEW

COUNTRIES WITH THE HIGHEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
01	THE VATICAN	56.2
02	MONACO	53.1
03	ST. HELENA	51.0
04	JAPAN	50.2
05	MARTINIQUE	50.2
06	SAN MARINO	49.1
07	ITALY	48.6
08	HONG KONG	47.9
09	ST. PIERRE & MIQUELON	47.6
10	GUADELOUPE	47.4

COUNTRIES WITH THE LOWEST MEDIAN AGE

#	COUNTRY	MEDIAN AGE
237	CENTRAL AFRICAN REPUBLIC	14.6
236	SOMALIA	15.6
235	NIGER	15.7
234	CHAD	15.7
233	DEM. REP. OF THE CONGO	15.9
232	MALI	15.9
231	MOZAMBIQUE	16.6
230	BURUNDI	16.6
229	ANGOLA	16.7
228	UGANDA	17.1

SOURCE: UNITED NATIONS WORLD POPULATION PROSPECTS DATA. **NOTE:** "MEDIAN AGE" REPRESENTS THE MIDPOINT AGE OF THE POPULATION, WHERE THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE.

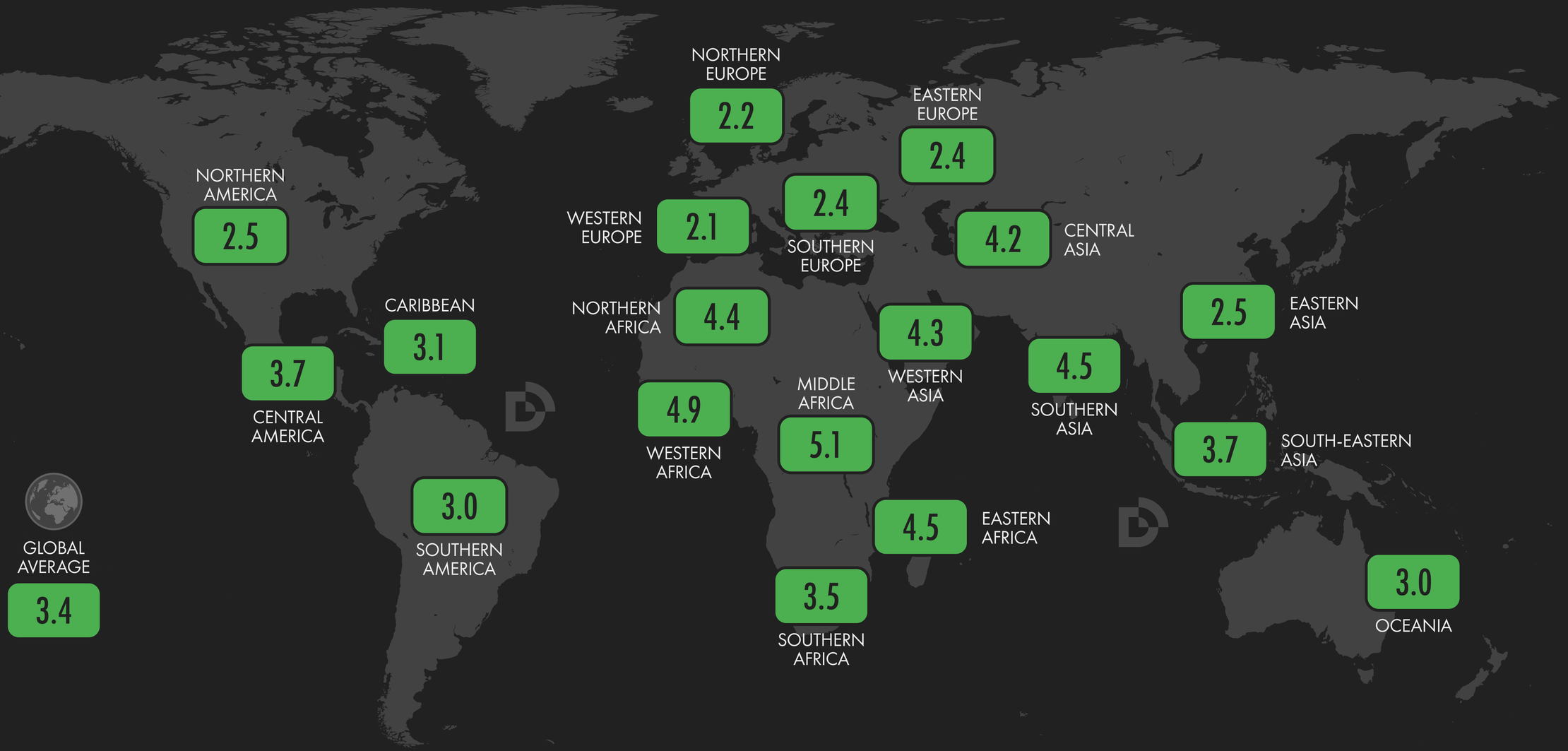
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AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD BY REGION

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT COLLECTION AND REPORTING METHODOLOGIES, SO INDIVIDUAL VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

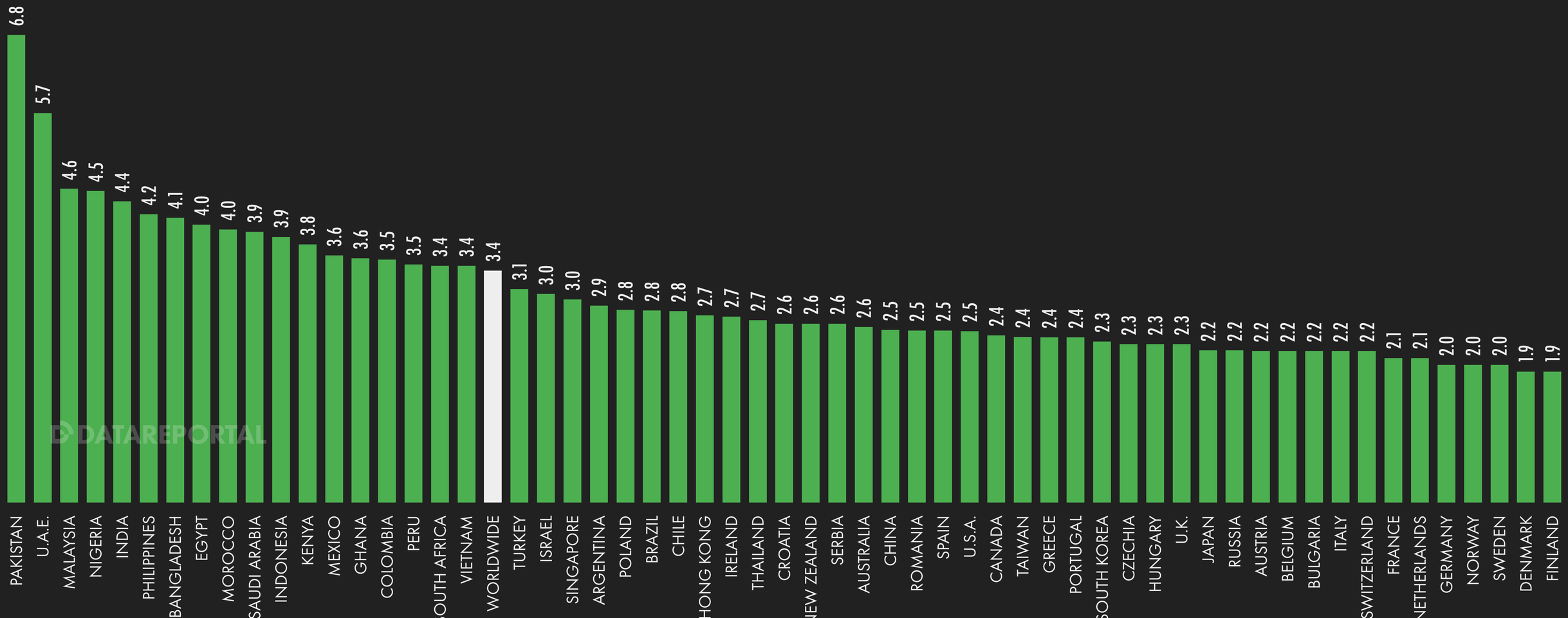
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AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT COLLECTION AND REPORTING METHODOLOGIES, SO INDIVIDUAL TERRITORY VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

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AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

THE AVERAGE (MEAN) NUMBER OF REGULAR RESIDENTS LIVING IN EACH HOUSEHOLD



GLOBAL OVERVIEW

LARGEST AVERAGE HOUSEHOLD SIZES

#	COUNTRY OR TERRITORY	AVERAGE PEOPLE PER HOUSEHOLD
01	MALI	8.9
02	SENEGAL	8.5
03	AFGHANISTAN	8.3
04	THE GAMBIA	8.1
05	OMAN	8.0
06	GUINEA-BISSAU	6.8
07	PAKISTAN	6.8
08	SAMOA	6.6
09	YEMEN	6.6
10	GUINEA	6.4
11	NIGER	6.4

SMALLEST AVERAGE HOUSEHOLD SIZES

#	COUNTRY OR TERRITORY	AVERAGE PEOPLE PER HOUSEHOLD
232	LITHUANIA	1.8
230=	DENMARK	1.9
230=	FINLAND	1.9
229	SVALBARD & JAN MAYEN	1.9
226=	GERMANY	2.0
226=	NORWAY	2.0
226=	SWEDEN	2.0
225	ÅLAND ISLANDS	2.1
224	BONAIRE, ST. EUSTATIUS & SABA	2.1
222=	FRANCE	2.1
222=	NETHERLANDS	2.1

SOURCES: MANOCHI ANALYSIS OF DATA PUBLISHED BY: UNITED NATIONS; EUROSTAT; NATIONAL GOVERNMENT AUTHORITIES. **NOTES:** DATA NOT AVAILABLE FOR ALL TERRITORIES; RANKINGS BASED ON AVAILABLE DATA ONLY. VALUES REFLECT LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL REPRESENT THE SAME TIME PERIOD. FIGURES RELY ON MULTIPLE SOURCES THAT MAY USE DIFFERENT METHODOLOGIES, SO INDIVIDUAL VALUES MAY NOT BE DIRECTLY COMPARABLE. **ADVISORY:** WHERE SUCH DATA ARE AVAILABLE, FIGURES REPRESENT THE TOTAL RESIDENT POPULATION DIVIDED BY THE TOTAL NUMBER OF HOUSEHOLDS OR OCCUPIED DWELLINGS, BUT VALUES MAY USE DIFFERENT CALCULATIONS OR REFERENCE DIFFERENT METRICS IF SUCH DATA WERE NOT AVAILABLE AT THE TIME OF REPORT PRODUCTION.

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LITERACY RATES BY REGION AND GENDER

PERCENTAGE OF THE POPULATION AGED 15+ THAT CAN READ AND WRITE

GLOBAL OVERVIEW



SOURCES: WORLD BANK; UNESCO; CIA WORLD FACTBOOK; LOCAL GOVERNMENT AUTHORITIES; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.
NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME.

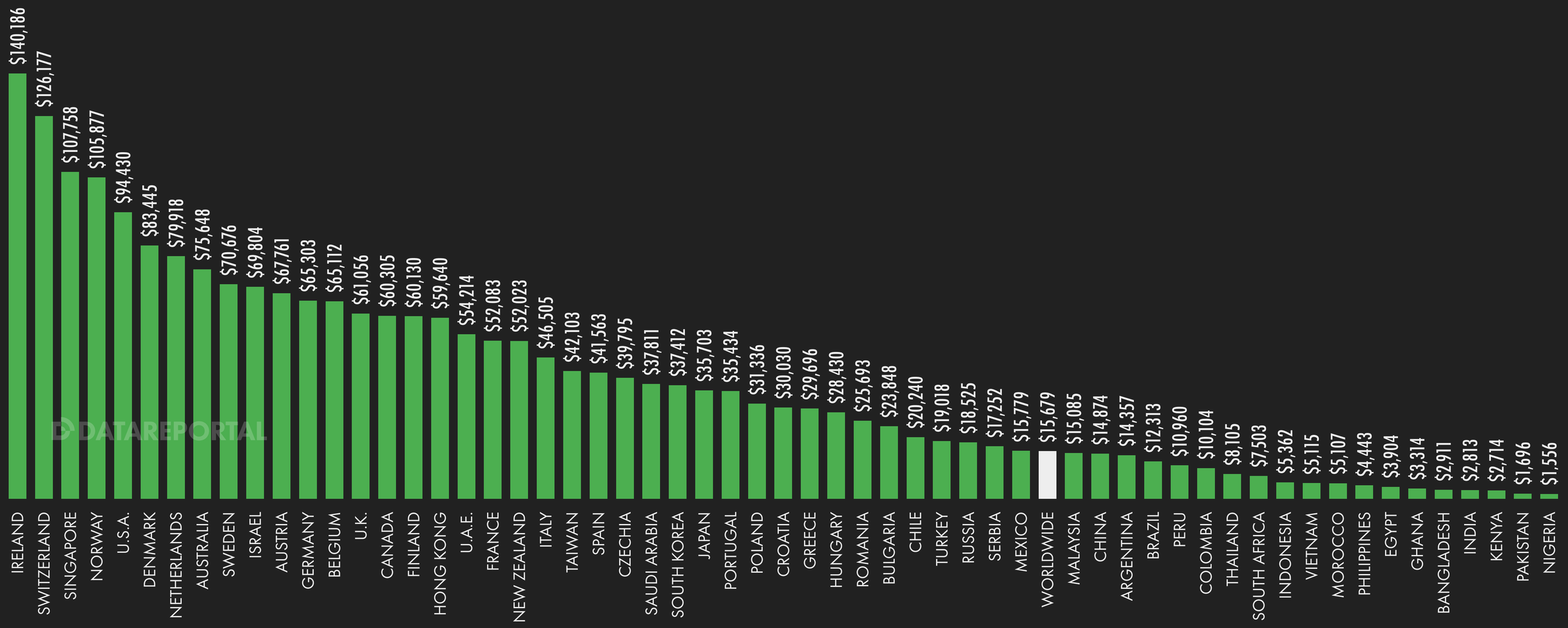
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GDP PER CAPITA (USD)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED IN UNITED STATES DOLLARS

GLOBAL OVERVIEW



SOURCES: IMF; MANOCHI ANALYSIS. **NOTES:** VALUES REFLECT THE EXCHANGE RATES USED BY THE IMF. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES AT THE TIME OF REPORT PRODUCTION; DATA MAY NOT ALL BE FROM THE SAME YEAR.

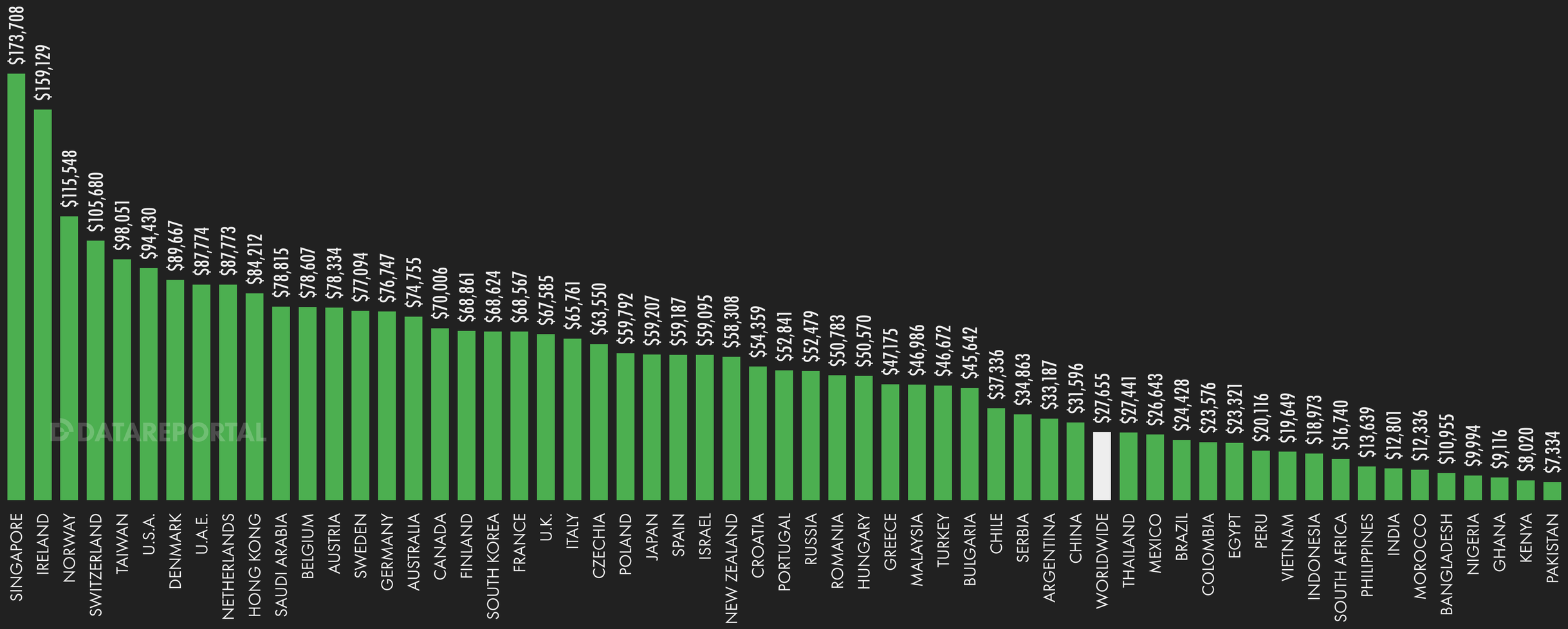
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GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GROSS DOMESTIC PRODUCT PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: IMF; MANOCHI ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. VALUE FOR "WORLDWIDE" COMPARES THE LATEST AVAILABLE VALUE FOR GLOBAL GDP (PPP, INTERNATIONAL DOLLARS) WITH THE LATEST AVAILABLE VALUE FOR WORLDWIDE POPULATION. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES AT THE TIME OF REPORT PRODUCTION; DATA MAY NOT ALL BE FROM THE SAME YEAR.

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GDP PER CAPITA (PPP) RANKINGS

RANKING OF COUNTRIES AND TERRITORIES BY GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)



GLOBAL OVERVIEW

HIGHEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US $)
01	LIECHTENSTEIN	$195,372	$226,809
02	SINGAPORE	$173,708	$107,758
03	IRELAND	$159,129	$140,186
04	LUXEMBOURG	$156,719	$158,733
05	MACAU	$140,423	$76,446
06	NORWAY	$115,548	$105,877
07	QATAR	$112,312	$68,138
08	SWITZERLAND	$105,680	$126,177
09	TAIWAN	$98,051	$42,103
10	BRUNEI	$97,858	$36,288

LOWEST GDP PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)

#	COUNTRY OR TERRITORY	GDP PER CAPITA (PPP, CURRENT INTERNATIONAL $)	GDP PER CAPITA (CURRENT US $)
196	BURUNDI	$1,031	$546
195	CENTRAL AFRICAN REPUBLIC	$1,468	$613
194	SOUTH SUDAN	$1,540	$488
193	YEMEN	$1,596	$384
192	MOZAMBIQUE	$1,699	$632
191	MALAWI	$1,797	$733
190	ERITREA	$1,821	$567
189	SOMALIA	$1,956	$813
188	LIBERIA	$2,095	$964
187	MADAGASCAR	$2,106	$656

SOURCES: IMF; MANOCHI ANALYSIS. **NOTES:** "INTERNATIONAL DOLLARS" ARE NOTIONAL MEASURES THAT PROVIDE A CONSISTENT BASIS FOR COMPARISON. ONE "INTERNATIONAL DOLLAR" WOULD BUY A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY vs. WHAT ONE U.S. DOLLAR WOULD BUY IN THE UNITED STATES. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES; DATA MAY NOT ALL BE FROM THE SAME YEAR.

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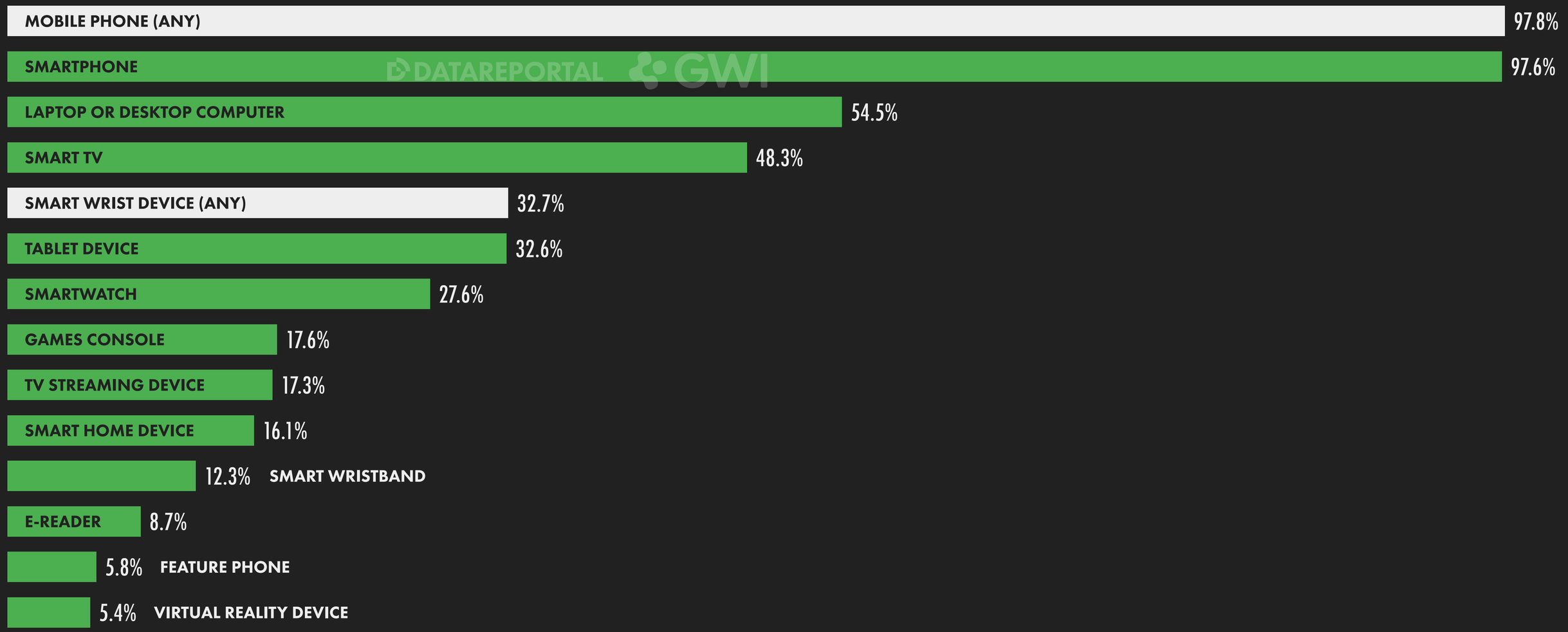
MEDIA & DEVICES

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DEVICE OWNERSHIP

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" REPRESENTS OWNERSHIP OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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DEVICE OWNERSHIP

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



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SMARTPHONE	97.7%	SMARTPHONE	97.6%	SMARTPHONE	97.9%	SMARTPHONE	97.8%	SMARTPHONE	97.8%	SMARTPHONE	94.6%
LAPTOP OR DESKTOP	52.3%	LAPTOP OR DESKTOP	52.3%	LAPTOP OR DESKTOP	53.0%	LAPTOP OR DESKTOP	55.1%	LAPTOP OR DESKTOP	55.4%	LAPTOP OR DESKTOP	75.3%
SMART TV	38.6%	SMART TV	47.2%	SMART TV	51.7%	SMART TV	51.2%	SMART TV	53.9%	SMART TV	56.6%
TABLET DEVICE	28.0%	SMARTWATCH	32.1%	TABLET DEVICE	34.5%	TABLET DEVICE	33.9%	TABLET DEVICE	31.8%	TABLET DEVICE	45.4%
SMARTWATCH	25.9%	TABLET DEVICE	31.6%	SMARTWATCH	31.1%	SMARTWATCH	27.0%	SMARTWATCH	20.4%	TV STREAMING DEVICE	23.0%
GAMES CONSOLE	16.6%	GAMES CONSOLE	21.1%	GAMES CONSOLE	20.8%	TV STREAMING DEVICE	18.4%	TV STREAMING DEVICE	16.1%	SMARTWATCH	18.6%
TV STREAMING DEVICE	14.4%	TV STREAMING DEVICE	17.8%	SMART HOME DEVICE	18.4%	GAMES CONSOLE	18.3%	SMART HOME DEVICE	15.4%	SMART HOME DEVICE	16.4%
SMART HOME DEVICE	11.3%	SMART HOME DEVICE	17.7%	TV STREAMING DEVICE	18.3%	SMART HOME DEVICE	17.2%	GAMES CONSOLE	10.9%	E-READER	14.4%
SMART WRISTBAND	11.0%	SMART WRISTBAND	14.3%	SMART WRISTBAND	14.1%	SMART WRISTBAND	12.1%	SMART WRISTBAND	9.6%	SMART WRISTBAND	8.7%
FEATURE PHONE	6.7%	E-READER	9.0%	E-READER	9.6%	E-READER	9.2%	E-READER	7.8%	GAMES CONSOLE	7.3%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

Does Gen Z really exist?



GWI

5 ways to avoid the generational marketing trap

1.
Start with mindset. Let generation follow.

A generation can tell you who falls into an age bracket. it cannot always tell you what makes them care, act or buy.

2.
Treat geography as an audience layer, not a localization task.

A global Gen Z strategy should not assume Gen Z behaves the same way everywhere.

3.
Investigate contradictions before smoothing them out.

A clean audience profile is useful. A profile that is too clean can hide the opportunity.

4.
Use life stage to find demand.

Birth year can give you context. Life stage often tells you who is actually ready to buy.

5.
Make generation earn its place in the decision.

Before you target Gen Z, define what generation is doing in the strategy.

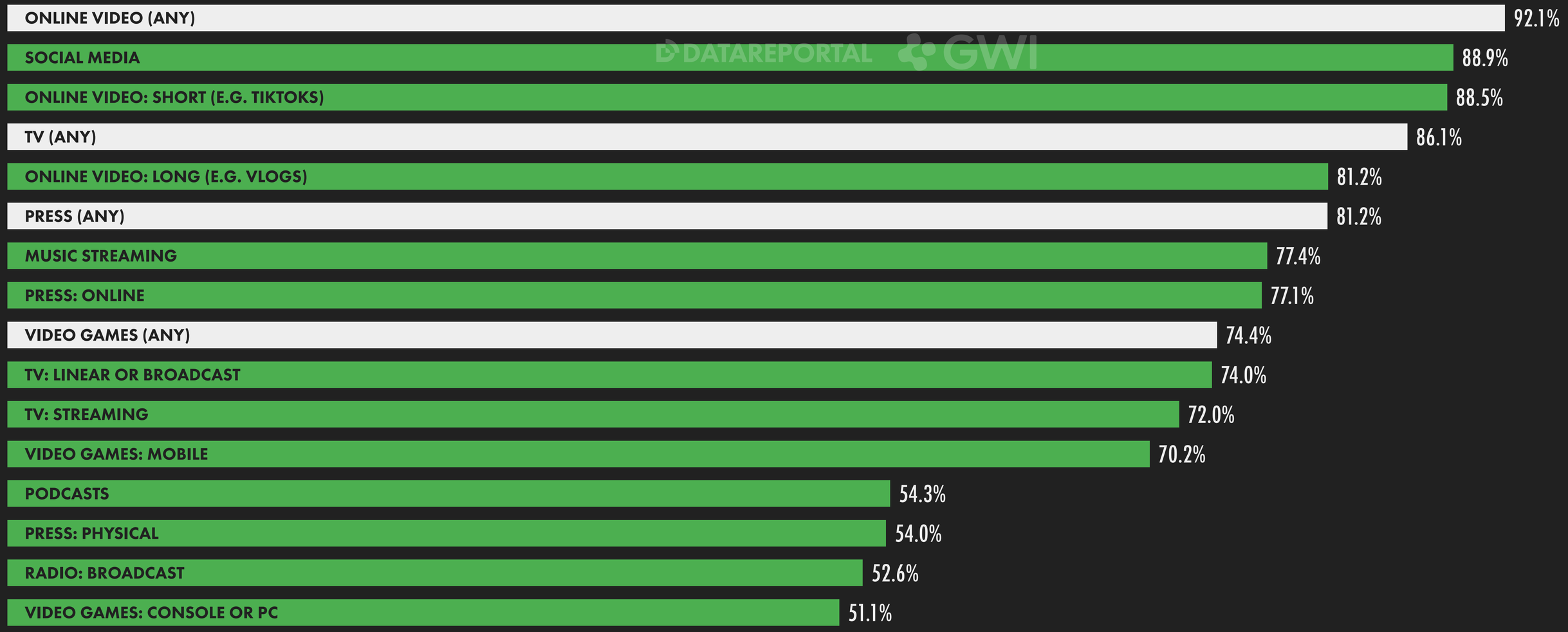
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MEDIA USE

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE WEEKLY TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER, MONTHLY BEHAVIOURS SUCH AS THE USE OF DIFFERENT DEVICES TO ACCESS THE INTERNET, OR THE CONSUMPTION OF SPECIFIC TYPES OF ONLINE MEDIA. WHERE MISMATCHES OCCUR, PLEASE REFER TO THE TIME PERIOD STATED IN THE RESPECTIVE CHART SUBTITLES AND FOOTNOTES. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES IN PREVIOUS REPORTS. SEE NOTES ON DATA.

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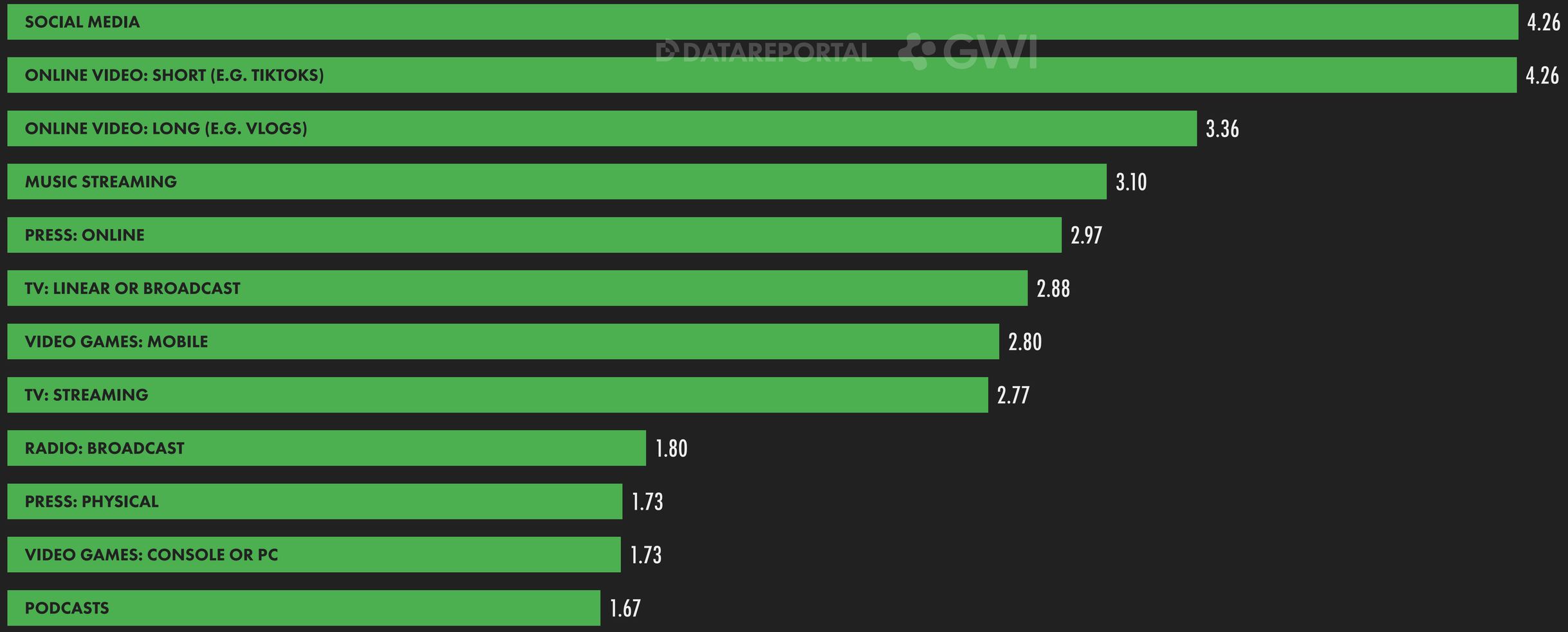
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FREQUENCY OF MEDIA USE

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

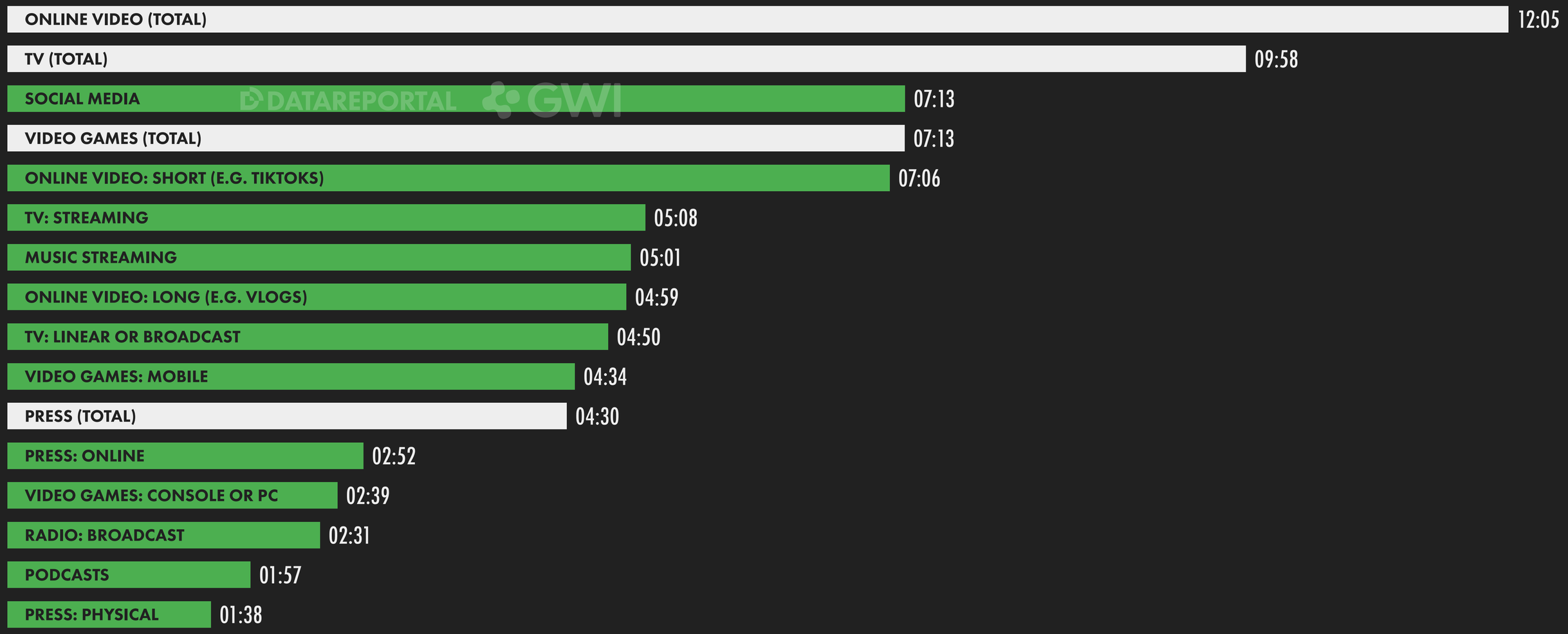
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WEEKLY TIME SPENT WITH MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** 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". PEOPLE MAY CONSUME MULTIPLE MEDIA CONCURRENTLY, SO VALUES MAY OVER-REPRESENT ACTUAL MEDIA TIME. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MOBILE USE

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MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



GLOBAL OVERVIEW

NUMBER OF UNIQUE MOBILE SUBSCRIBERS (ANY TYPE OF HANDSET)

5.86

BILLION

UNIQUE MOBILE SUBSCRIBERS AS A PERCENTAGE OF THE TOTAL POPULATION

70.4%

ANNUAL CHANGE IN THE NUMBER OF UNIQUE MOBILE SUBSCRIBERS

+1.7%

+98 MILLION

CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)

9.04

BILLION

ANNUAL CHANGE IN THE NUMBER OF CELLULAR CONNECTIONS (EX. IOT)

+2.7%

+238 MILLION

NUMBER OF UNIQUE CELLULAR DATA SUBSCRIBERS

4.90

BILLION

ANNUAL CHANGE IN THE NUMBER OF UNIQUE CELLULAR DATA SUBSCRIBERS

+1.8%

+84 MILLION

TOTAL NUMBER OF BROADBAND MOBILE CONNECTIONS

8.68

BILLION

NUMBER OF BROADBAND MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS

96.0%

AVERAGE NUMBER OF MOBILE CONNECTIONS PER UNIQUE MOBILE SUBSCRIBER

1.54

SOURCE: GSMA INTELLIGENCE. **NOTES:** CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. **COMPARABILITY:** REGULAR BASE REVISIONS. SEE NOTES ON DATA. **POTENTIAL MISMATCHES:** FIGURES FOR "UNIQUE CELLULAR DATA SUBSCRIBERS" MAY NOT MATCH FIGURES FOR MOBILE INTERNET USE SHOWN ELSEWHERE IN THIS REPORT, DUE TO FACTORS SUCH AS THE USE OF WIFI NETWORKS ON MOBILE DEVICES, MULTIPLE CELLULAR DATA SUBSCRIPTIONS PER PERSON, AND THE SHARING OF INDIVIDUAL CELLULAR DATA SUBSCRIPTIONS.

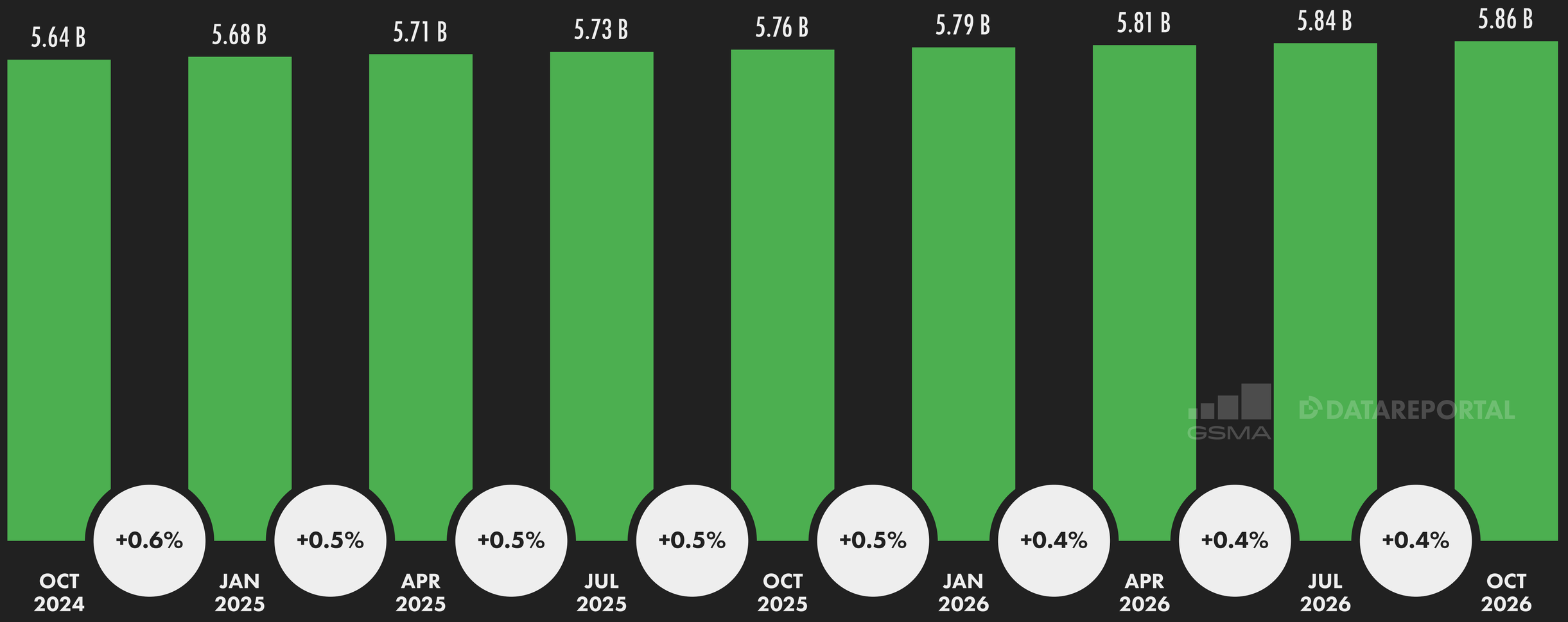
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UNIQUE MOBILE SUBSCRIBERS OVER TIME

NUMBER OF UNIQUE INDIVIDUALS SUBSCRIBING TO MOBILE CELLULAR PLANS

GLOBAL OVERVIEW



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

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MOBILE SUBSCRIBERS vs. CELLULAR CONNECTIONS

PERSPECTIVES ON THE ADOPTION AND USE OF MOBILE TECHNOLOGIES



GLOBAL OVERVIEW

GSMA INTELLIGENCE DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)



5.86
BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)



9.04
BILLION

GSMA

ERICSSON DATA

TOTAL NUMBER OF MOBILE SUBSCRIBERS (UNIQUE INDIVIDUALS)



6.80
BILLION

TOTAL NUMBER OF CELLULAR CONNECTIONS (EXCLUDING CELLULAR IOT)



8.97
BILLION

SOURCES: GSMA INTELLIGENCE; ERICSSON MOBILITY VISUALIZER. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

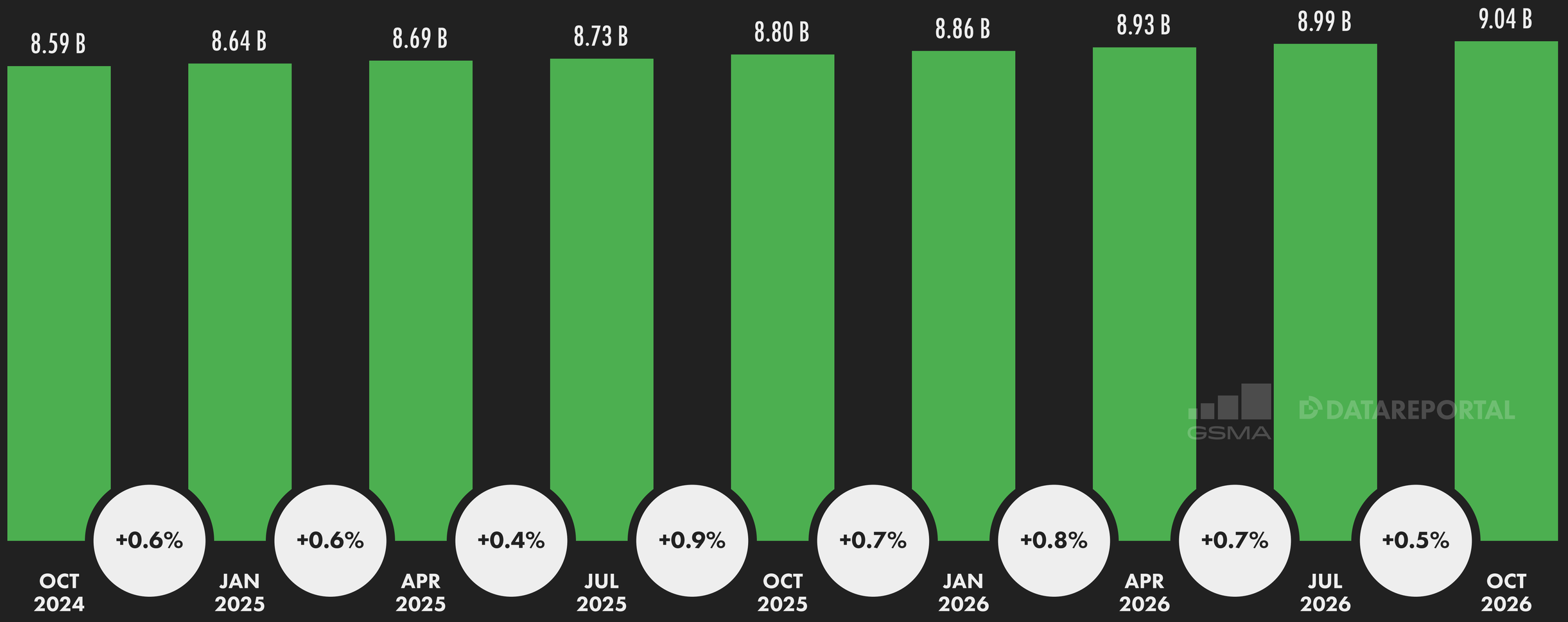
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME

GLOBAL OVERVIEW



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.

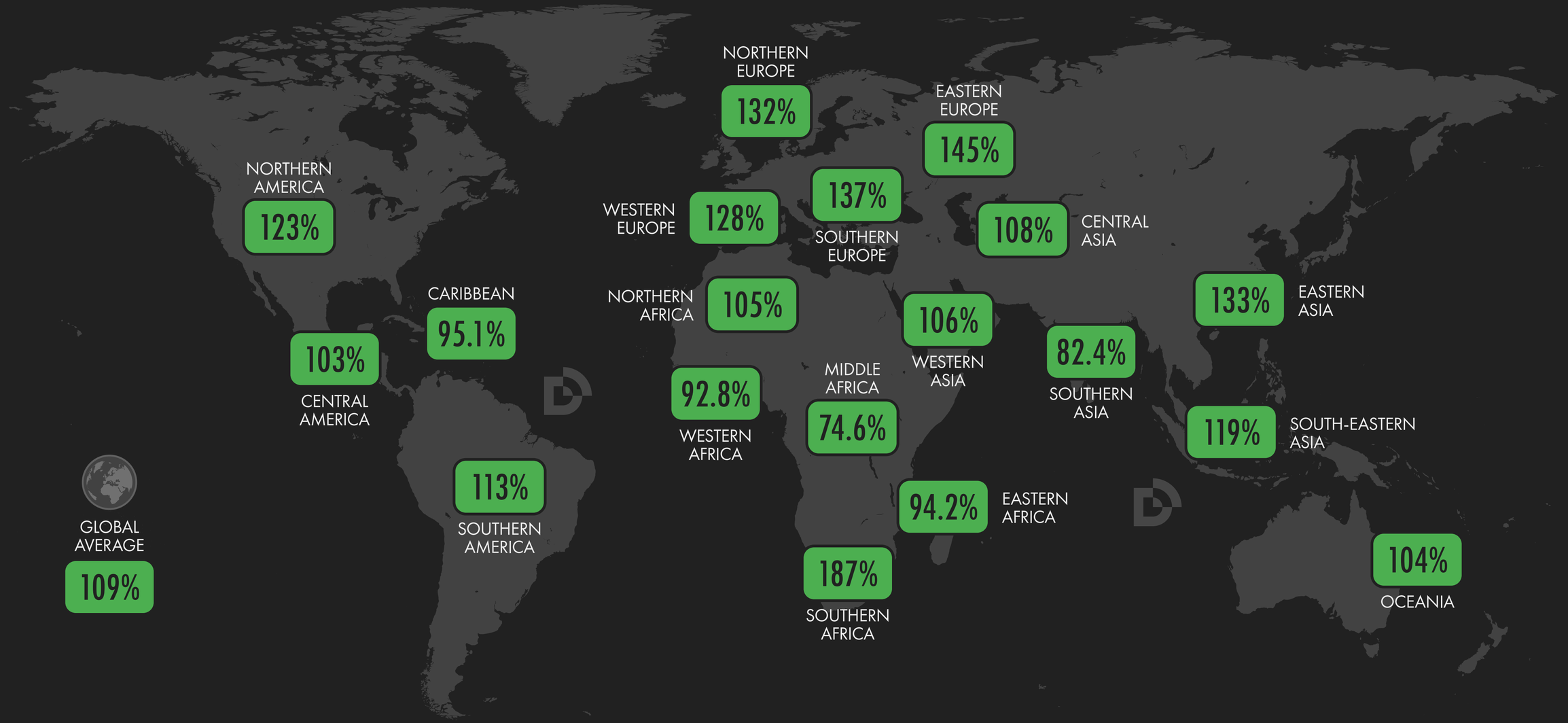
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

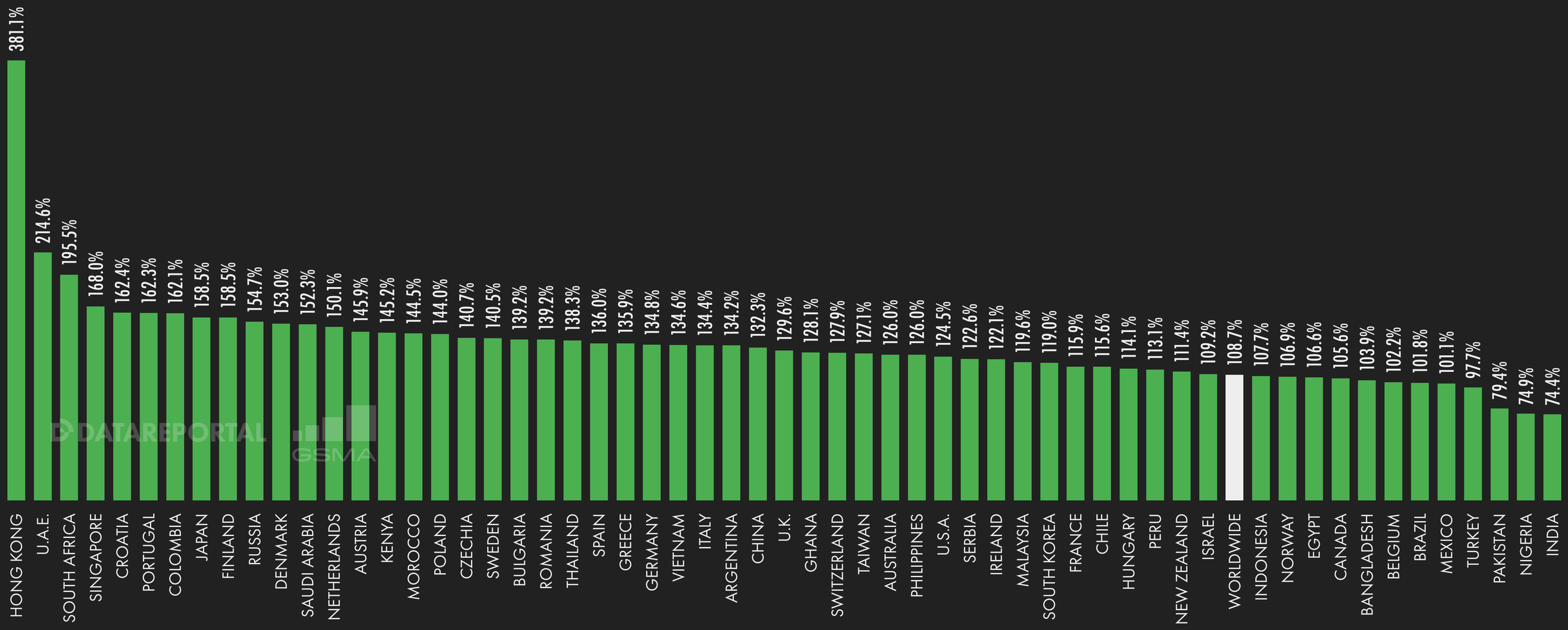
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MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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MOBILE CONNECTIVITY RANKING

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY



GLOBAL OVERVIEW

HIGHEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	HIGHEST CONNECTIVITY	vs. POP	CONNECTIONS
01	HONG KONG	381.1%	28,090,000
02	U.S. VIRGIN ISLANDS	265.4%	221,000
03	MONTENEGRO	259.9%	1,625,000
04	ANTIGUA & BARBUDA	223.5%	212,000
05	MACAU	218.5%	1,581,000
06	URUGUAY	216.4%	7,319,000
07	UNITED ARAB EMIRATES	214.6%	24,949,000
08	ST. MAARTEN	210.6%	94,000
09	LIBYA	201.1%	15,203,000
10	MARTINIQUE	198.2%	668,000

LOWEST RATES OF CELLULAR MOBILE CONNECTIVITY

#	LOWEST CONNECTIVITY	vs. POP	CONNECTIONS
228	ERITREA	25.2%	933,000
227	FED. STATES OF MICRONESIA	27.6%	31,000
226	NORTH KOREA	30.3%	8,079,000
225	SUDAN	40.9%	21,981,000
224	PAPUA NEW GUINEA	45.4%	4,991,000
223	EQUATORIAL GUINEA	45.9%	917,000
222	MOZAMBIQUE	49.9%	18,392,000
221	CENTRAL AFRICAN REPUBLIC	50.1%	2,877,000
220	DJIBOUTI	53.9%	649,000
219	SOUTH SUDAN	54.3%	6,784,000

SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTES:** VALUES FOR CONNECTIONS HAVE BEEN ROUNDED TO THE NEAREST 1,000. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR MOBILE CONNECTION. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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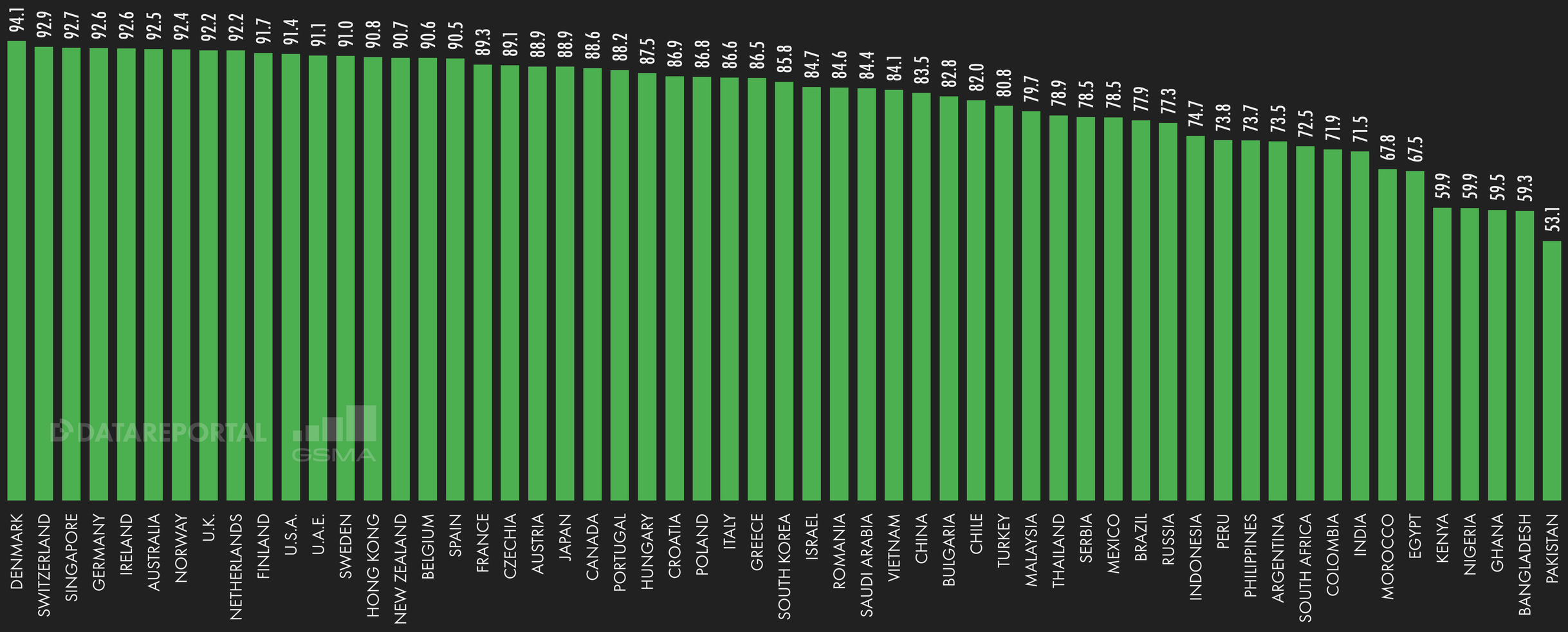
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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX. **NOTES:** THE MOBILE CONNECTIVITY INDEX MEASURES PERFORMANCE AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. A HIGHER SCORE REPRESENTS STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY.

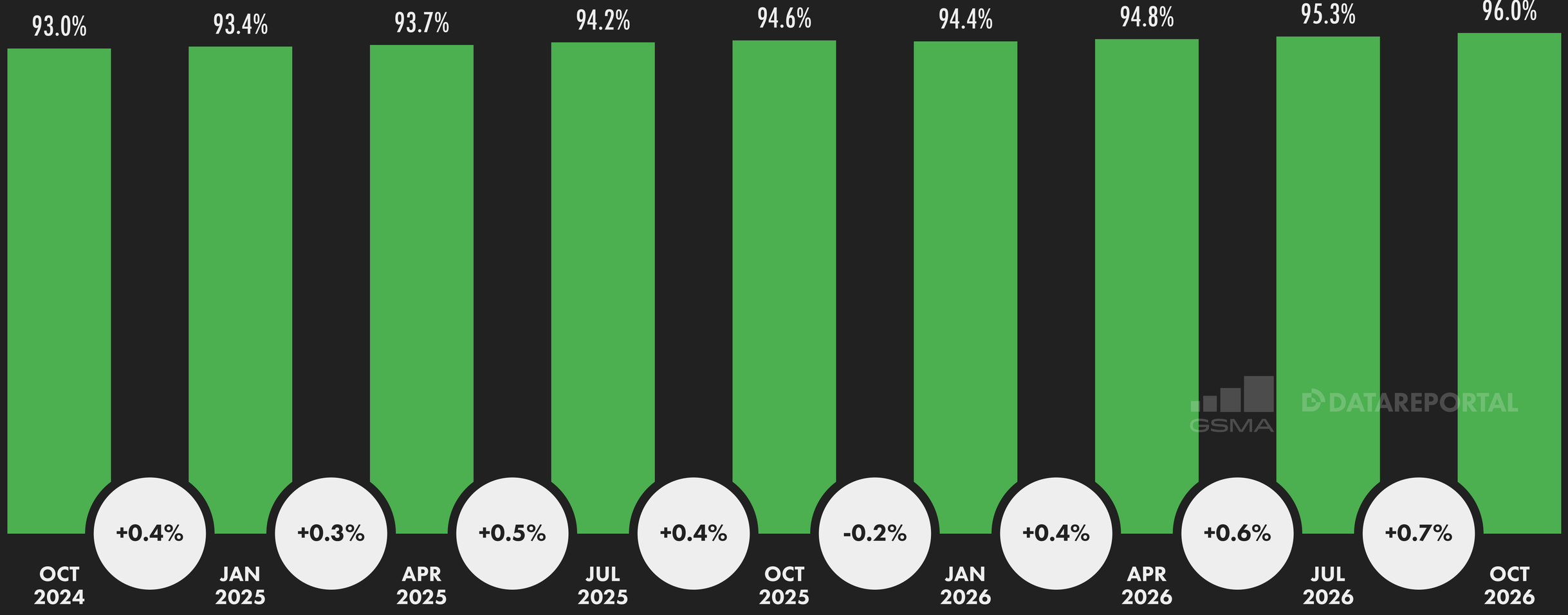
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BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

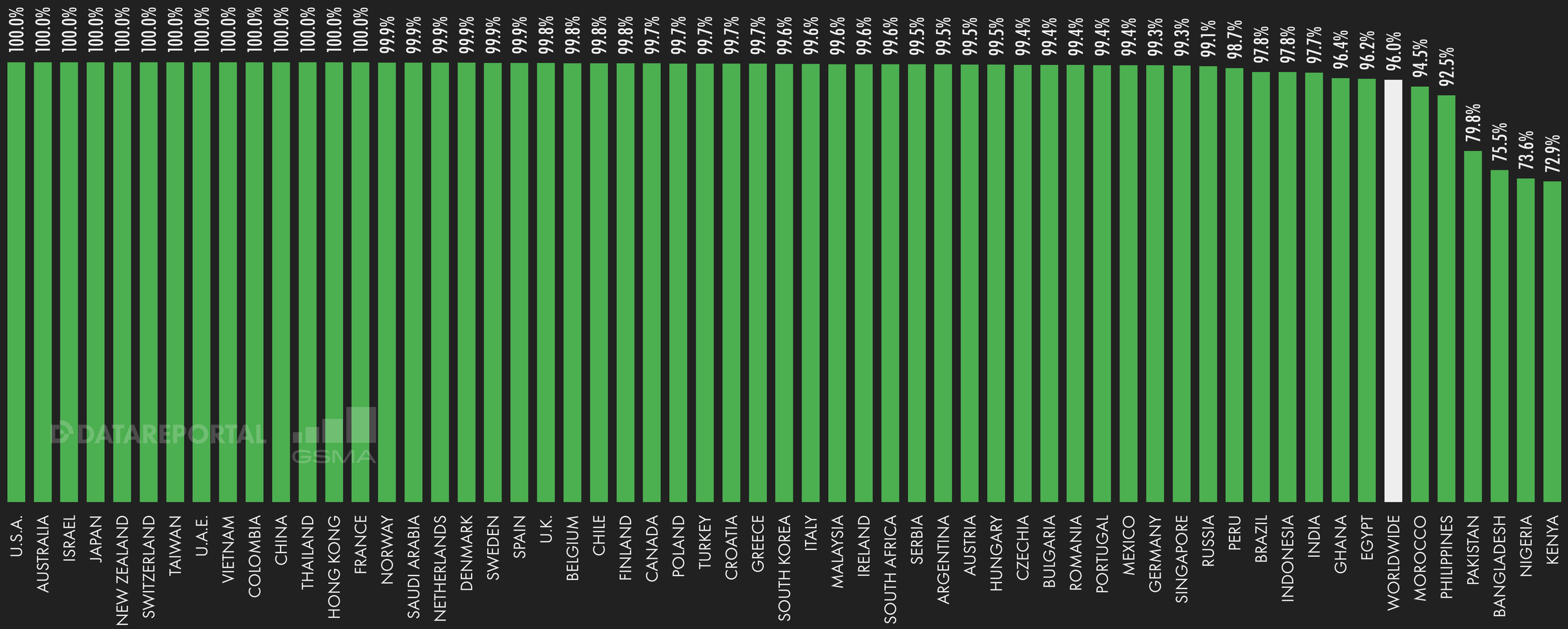
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BROADBAND: SHARE OF CELLULAR CONNECTIONS

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

GLOBAL OVERVIEW



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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CONNECTED DEVICES

NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES



GLOBAL OVERVIEW

FIXED PHONES	MOBILE PHONES (ANY TYPE)	PCS, LAPTOPS AND TABLETS	SHORT-RANGE IOT DEVICES	WIDE-AREA IOT DEVICES
754	**8.75**	**1.77**	**21.0**	**5.44**
MILLION	**BILLION**	**BILLION**	**BILLION**	**BILLION**
SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS	SHARE OF CONNECTIONS
2.0%	**23.2%**	**4.7%**	**55.7%**	**14.4%**

SOURCE: ERICSSON MOBILITY VISUALIZER. **NOTES:** TYPICAL SHORT-RANGE IOT DEVICES HAVE A RANGE OF UP TO 100 METRES, AND ARE POWERED BY TECHNOLOGIES SUCH AS WIFI AND BLUETOOTH. WIDE-AREA IOT DEVICES USE TECHNOLOGIES SUCH AS CELLULAR NETWORKS TO OFFER CONNECTIVITY ACROSS MUCH WIDER RANGES. **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE REPORT DIFFERENT FIGURES FOR THE NUMBER OF CELLULAR MOBILE CONNECTIONS.

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USE OF MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)

GLOBAL OVERVIEW

SHARE OF CONNECTIONS ASSOCIATED WITH SMARTPHONES



85.8%

7.68 BILLION CONNECTIONS

SHARE OF CONNECTIONS ASSOCIATED WITH FEATURE PHONES



10.2%

913 MILLION CONNECTIONS

SHARE OF CONNECTIONS ASSOCIATED WITH ROUTERS, TABLETS, AND MOBILE PCS



4.0%

361 MILLION CONNECTIONS

SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2026). **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

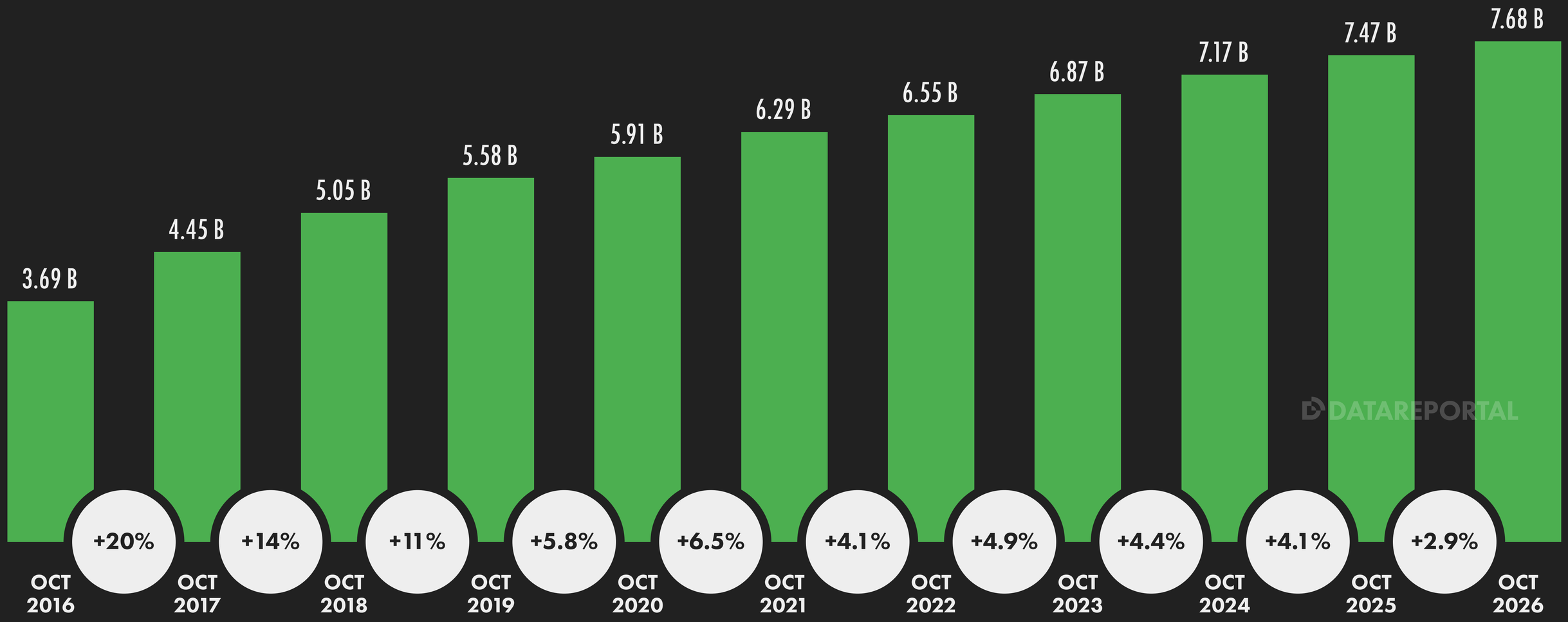
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NUMBER OF SMARTPHONES IN USE

NUMBER OF SMARTPHONE HANDSETS IN USE AROUND THE WORLD

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2026). **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:** ERICSSON AND GSMA INTELLIGENCE OFFER DIFFERENT FIGURES FOR THE USE OF MOBILE DEVICES, SO FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR MOBILE CONNECTIVITY SHOWN ELSEWHERE IN THIS REPORT. FIGURES MAY EXCEED VALUES FOR UNIQUE MOBILE SUBSCRIBERS DUE TO THE SAME INDIVIDUAL USING MULTIPLE SMARTPHONE HANDSETS (E.G. ONE FOR WORK AND ONE FOR PERSONAL USE).

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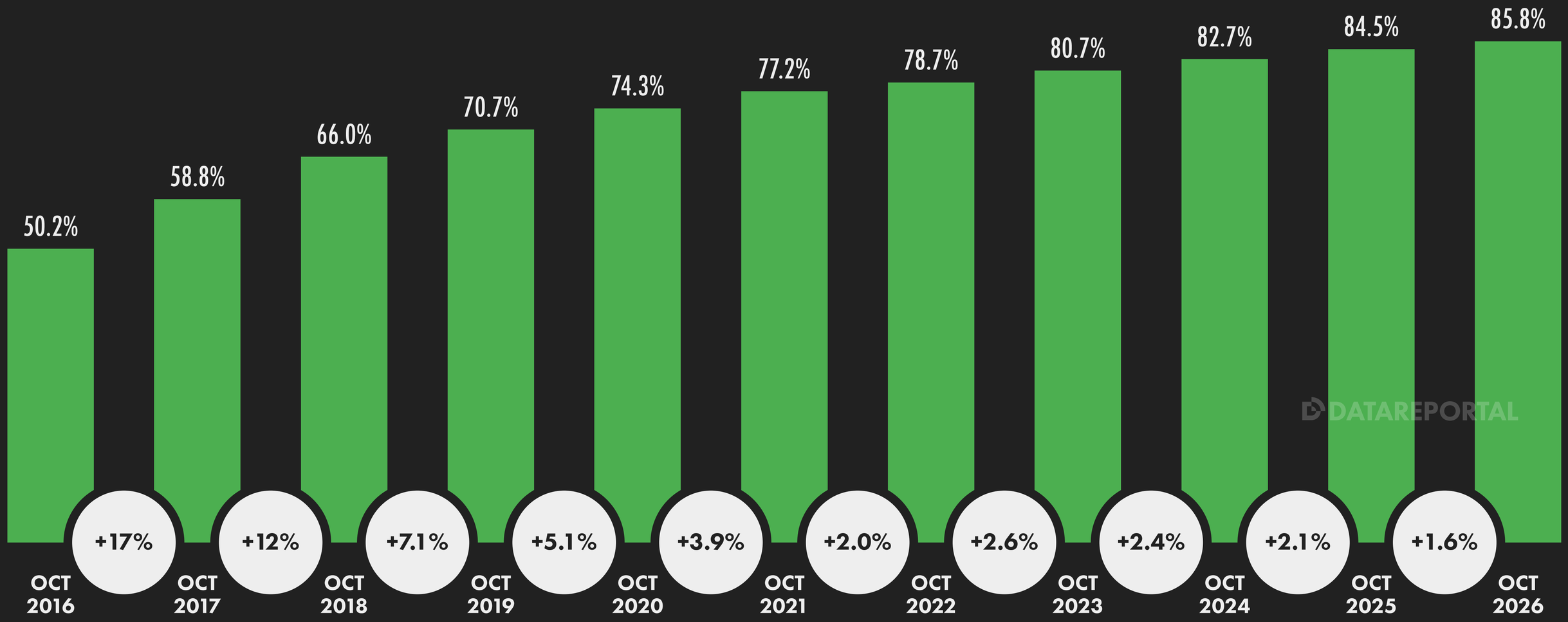
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SMARTPHONES' SHARE OF MOBILE CONNECTIONS

NUMBER OF MOBILE CONNECTIONS ASSOCIATED WITH SMARTPHONES, AS A PERCENTAGE OF THE TOTAL NUMBER OF MOBILE CONNECTIONS



GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILITY VISUALIZER (JUN 2026). **COMPARABILITY:** ERICSSON AND GSMA INTELLIGENCE OFFER DIFFERENT FIGURES FOR THE USE OF MOBILE DEVICES, SO FIGURES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR MOBILE CONNECTIVITY SHOWN ELSEWHERE IN THIS REPORT.

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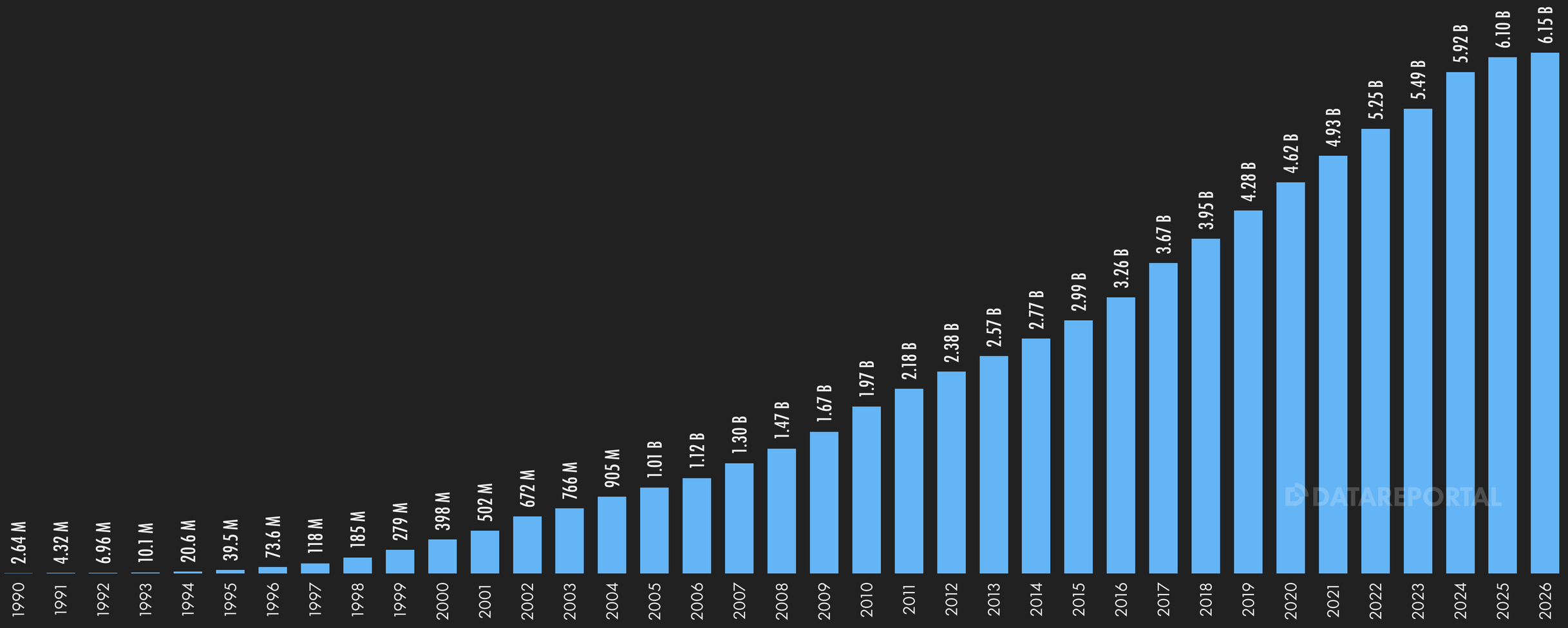
INTERNET USE

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INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; 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.

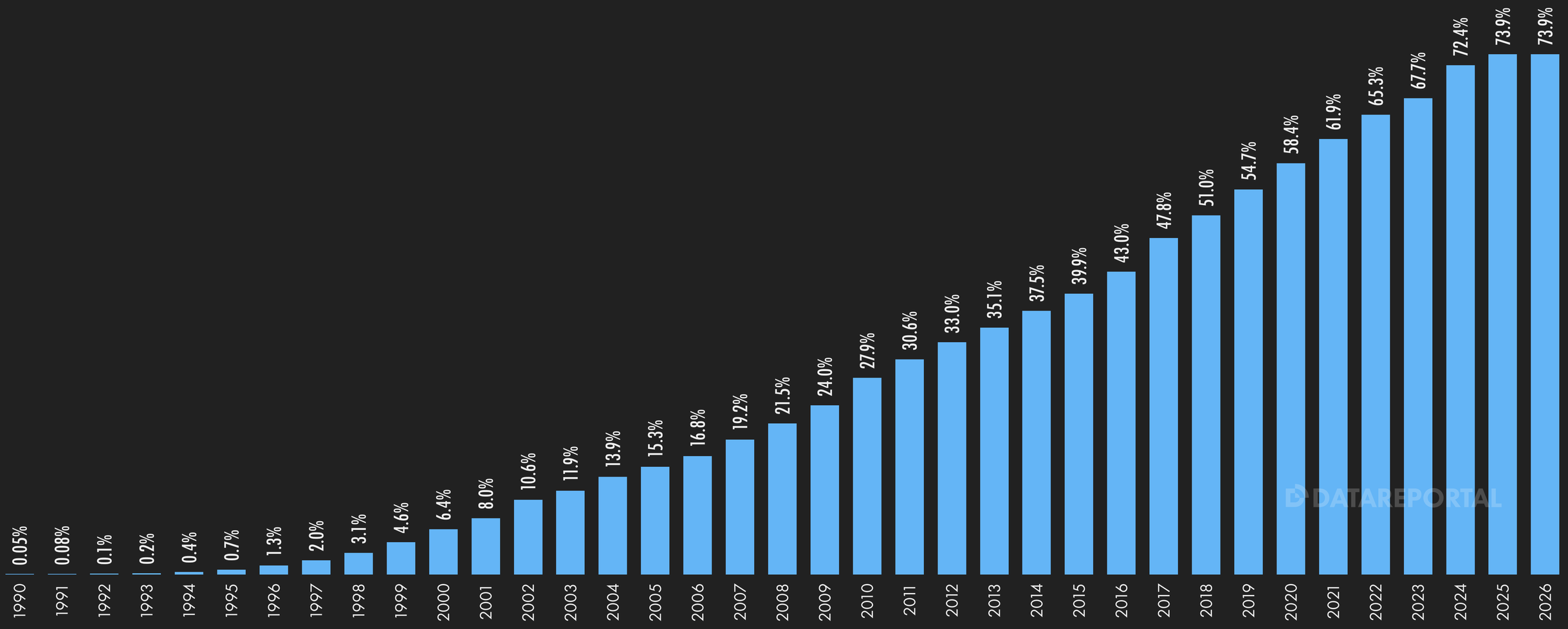
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INTERNET ADOPTION TIMELINE

PERCENTAGE OF THE TOTAL POPULATION USING THE INTERNET OVER TIME

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **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.

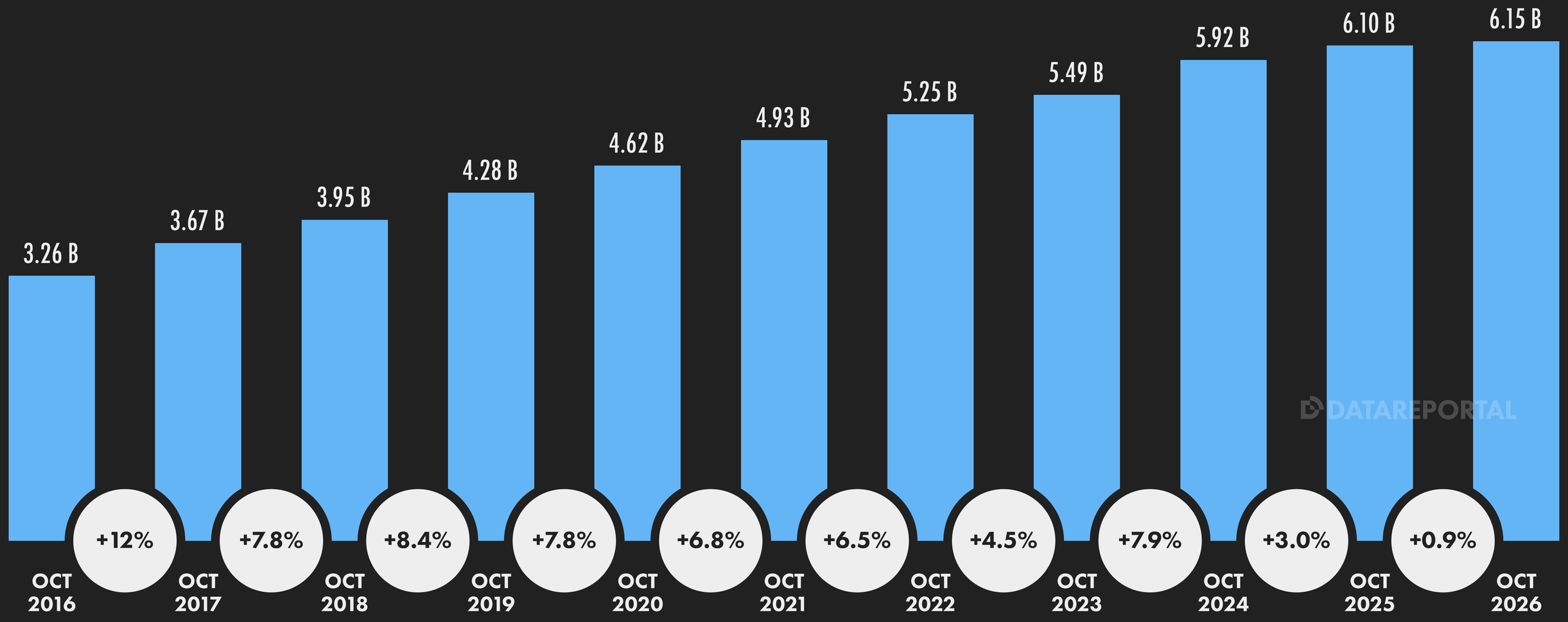
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INTERNET USE OVER TIME (YOY)

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

GLOBAL OVERVIEW



SOURCES: MANOCHI 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.

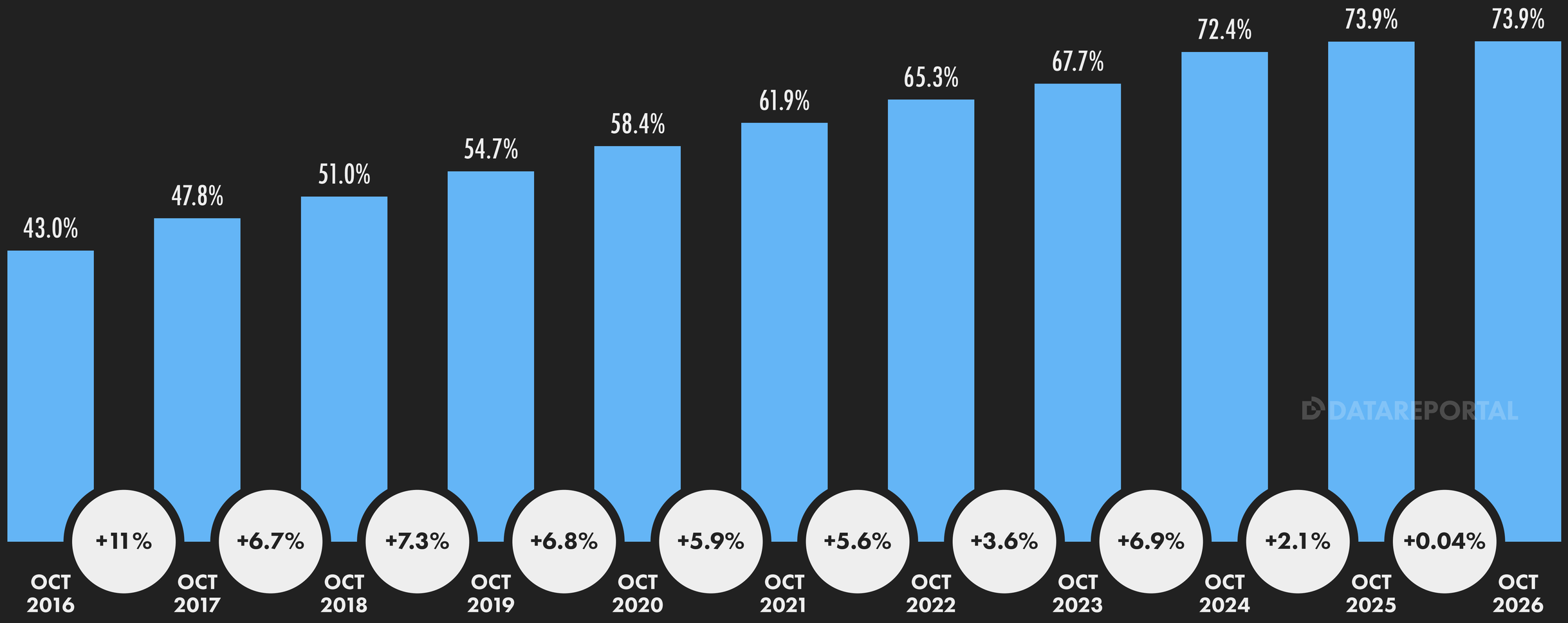
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INTERNET ADOPTION RATE OVER TIME (YOY)

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

GLOBAL OVERVIEW



SOURCES: MANOCHI 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.

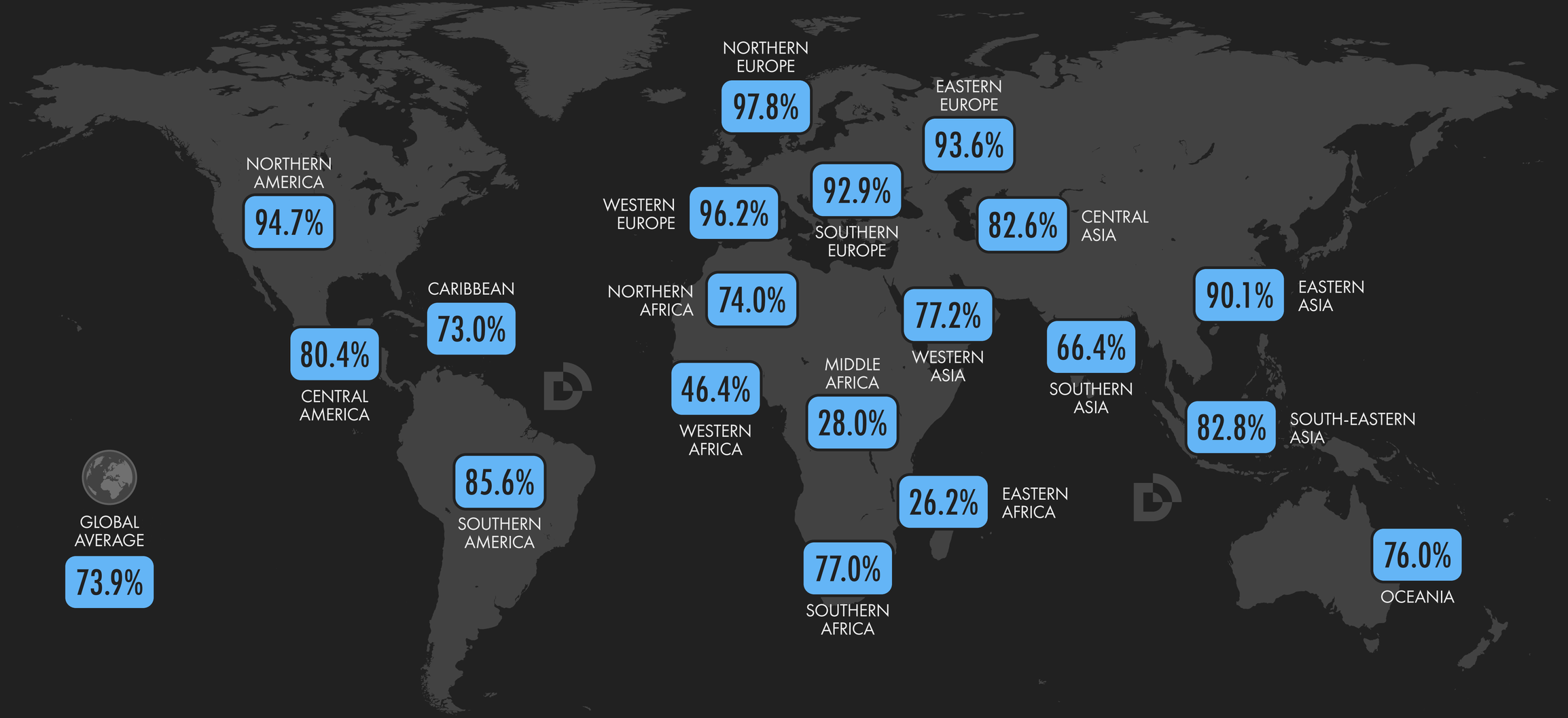
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

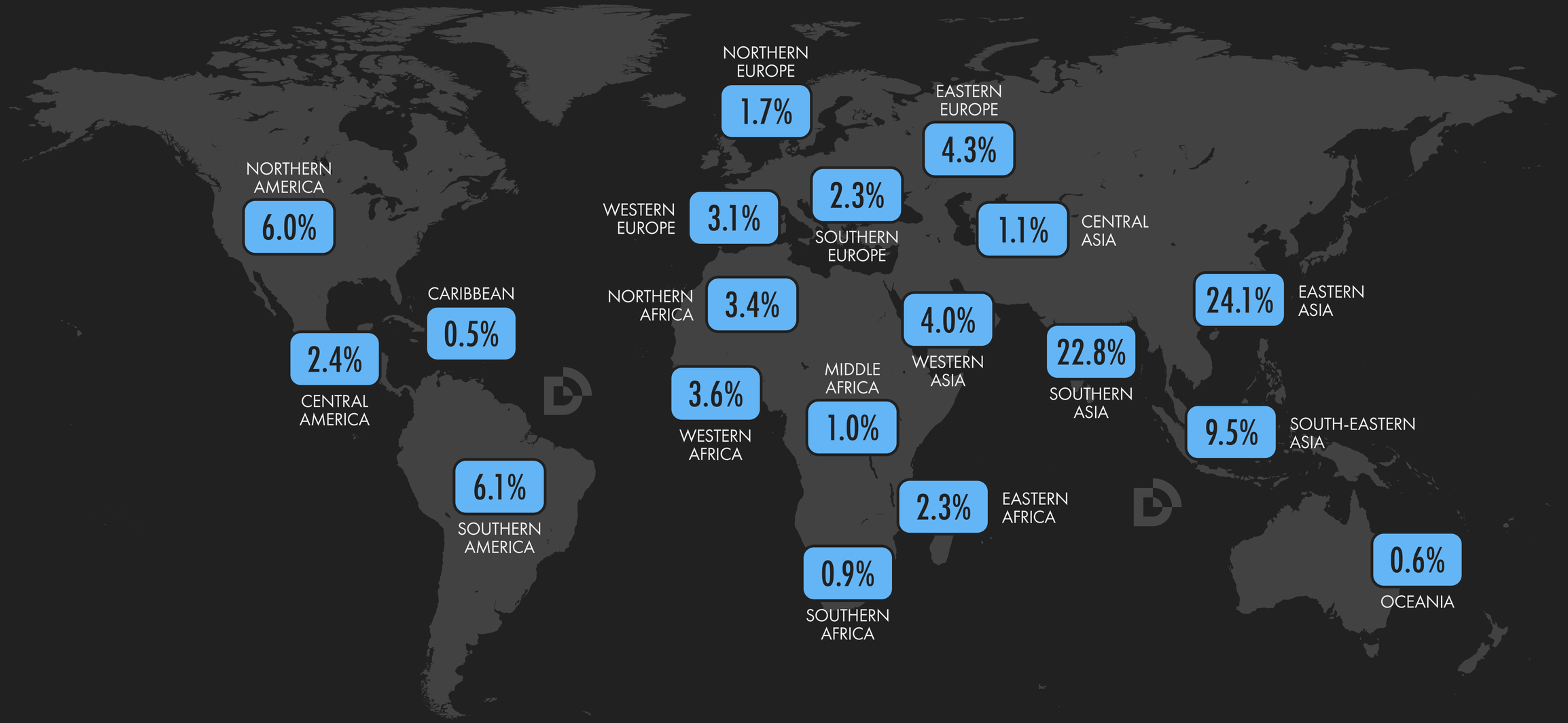
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SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. **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.

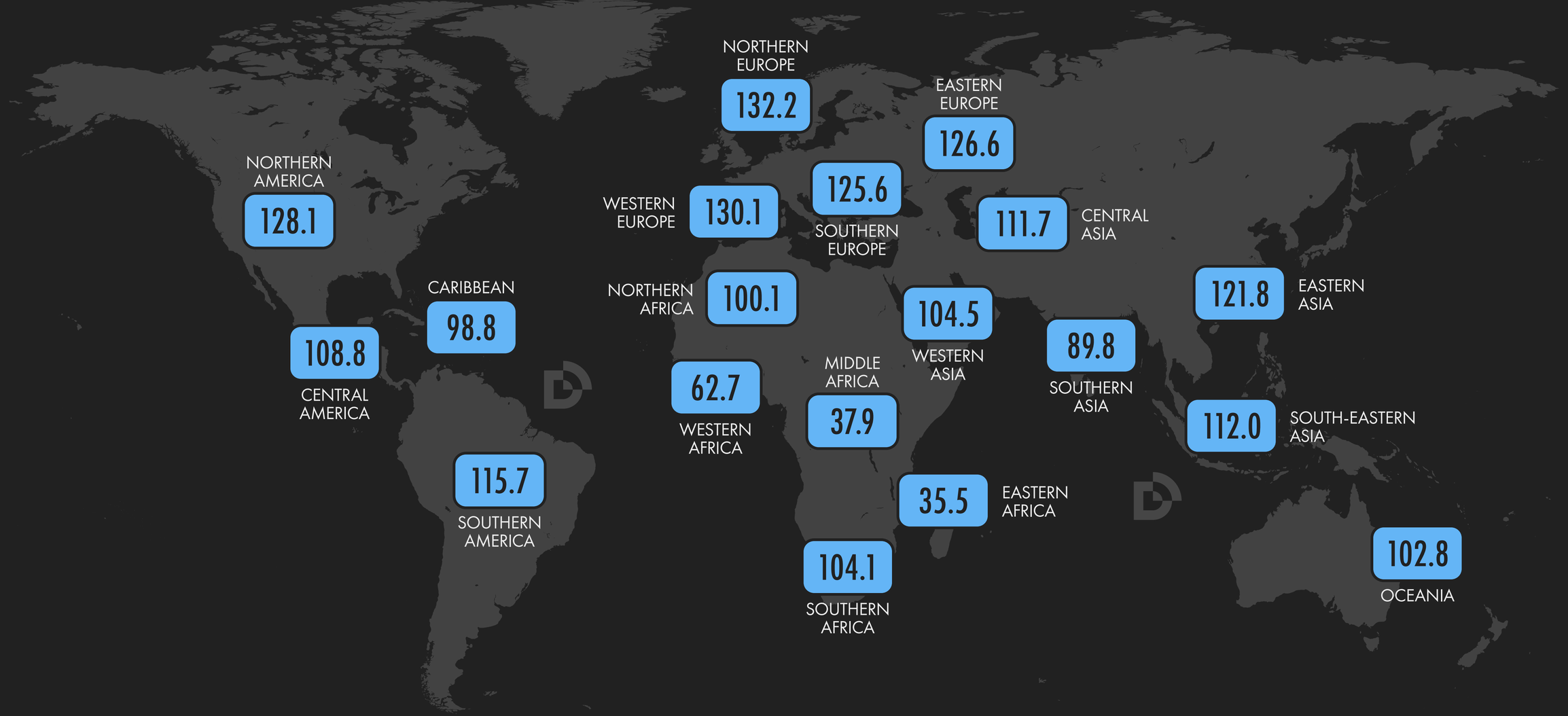
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INDEXED SHARE OF GLOBAL INTERNET USERS

EACH REGION'S SHARE OF TOTAL INTERNET USERS COMPARED WITH ITS SHARE OF THE GLOBAL POPULATION

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **GUIDANCE:** A VALUE OF 100 MEANS THAT THE SHARE OF TOTAL USERS EQUALS THE SHARE OF GLOBAL POPULATION. A VALUE BELOW 100 MEANS THAT THE SHARE OF TOTAL USERS IS BELOW THE SHARE OF GLOBAL POPULATION. A VALUE ABOVE 100 MEANS THE SHARE OF TOTAL USERS IS ABOVE THE SHARE OF GLOBAL POPULATION. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. SEE NOTES ON DATA.

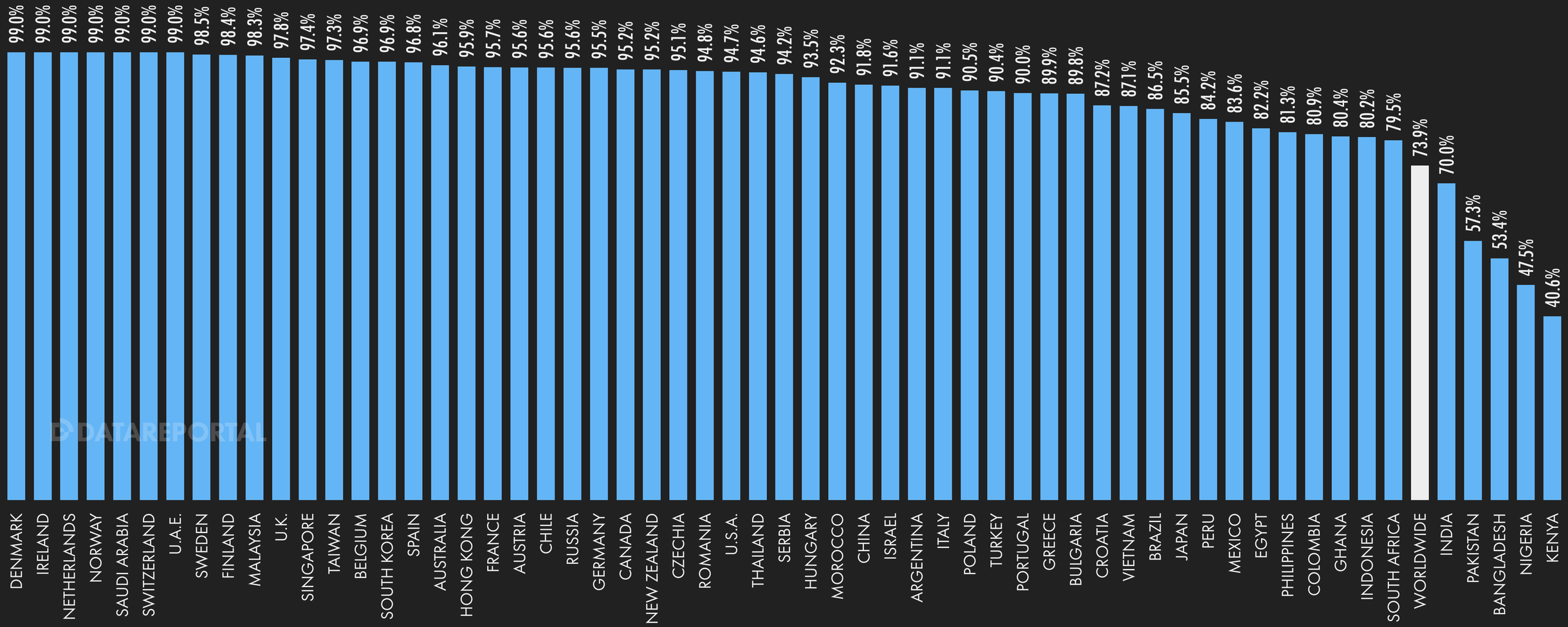
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



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SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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WORLD'S LARGEST CONNECTED POPULATIONS

COUNTRIES WITH THE GREATEST NUMBER OF PEOPLE USING THE INTERNET



GLOBAL OVERVIEW

#	COUNTRY	USERS	vs. POP	▲YOY
01	CHINA	1,296,346,000	91.8%	-0.004%
02	INDIA	1,035,851,000	70.0%	+0.9%
03	UNITED STATES OF AMERICA	330,907,000	94.7%	+0.5%
04	INDONESIA	231,341,000	80.2%	+0.4%
05	BRAZIL	184,781,000	86.5%	-0.1%
06	PAKISTAN	149,039,000	57.3%	+1.6%
07	RUSSIAN FEDERATION	136,963,000	95.6%	-0.3%
08	NIGERIA	115,788,000	47.5%	+6.5%
09	MEXICO	111,375,000	83.6%	+0.9%
10	JAPAN	104,577,000	85.5%	-0.6%

#	COUNTRY	USERS	vs. POP	▲YOY
11	EGYPT	99,043,000	82.2%	+0.8%
12	PHILIPPINES	95,888,000	81.3%	+0.5%
13	BANGLADESH	95,274,000	53.4%	+1.2%
14	VIETNAM	89,139,000	87.1%	+0.6%
15	GERMANY	79,867,000	95.5%	-0.4%
16	IRAN	79,661,000	85.3%	+0.8%
17	TURKEY	79,536,000	90.4%	+0.3%
18	UNITED KINGDOM	68,454,000	97.8%	+0.5%
19	THAILAND	67,644,000	94.6%	-0.3%
20	FRANCE	63,891,000	95.7%	+0.1%

SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

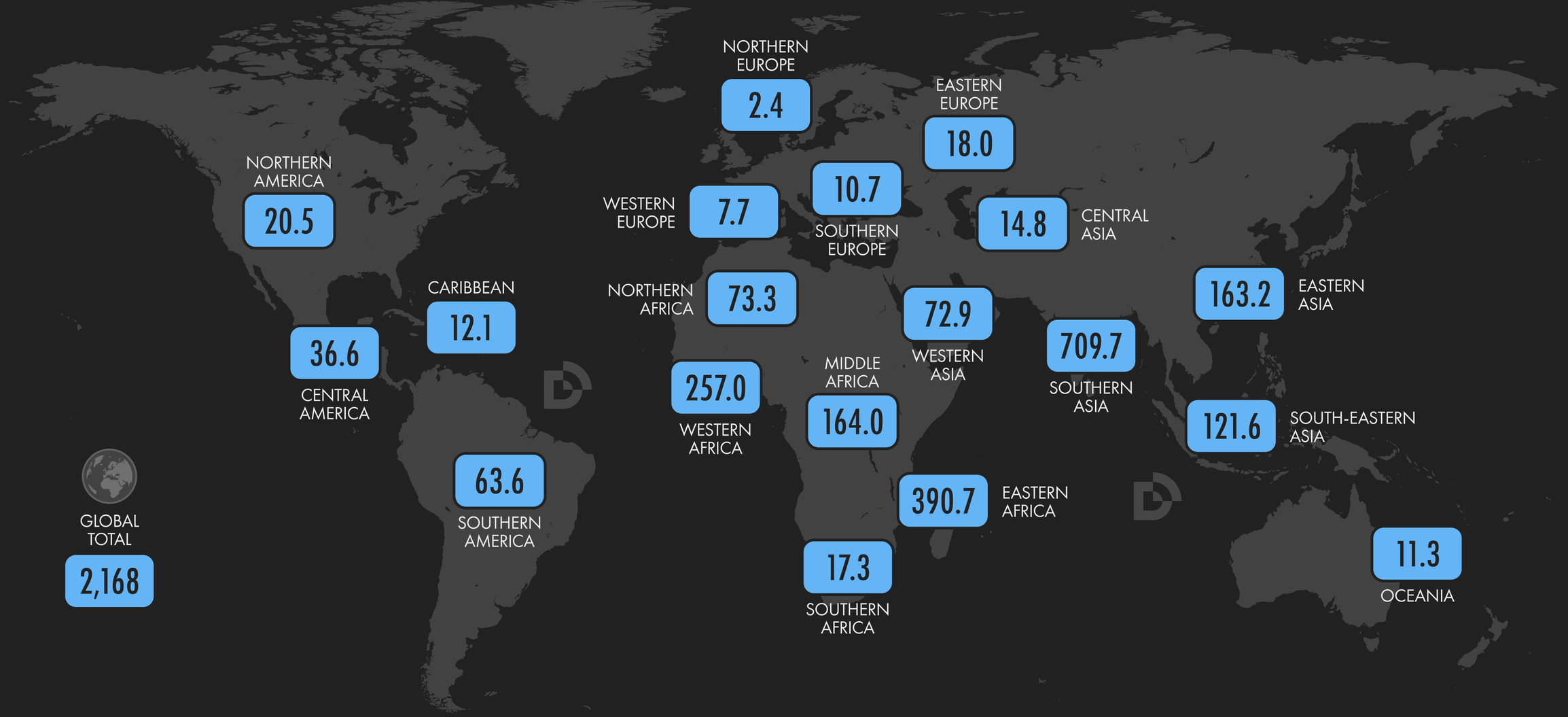
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UNCONNECTED POPULATIONS

NUMBER OF INDIVIDUALS (IN MILLIONS) WHO DO NOT USE THE INTERNET

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. WE CAP COUNTRY ADOPTION RATES AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



GLOBAL OVERVIEW

ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	443,936,000	30.0%
02	NIGERIA	127,873,000	52.5%
03	CHINA	115,796,000	8.2%
04	PAKISTAN	111,291,000	42.8%
05	ETHIOPIA	108,639,000	77.7%
06	DEM. REP. OF THE CONGO	94,276,000	80.3%
07	BANGLADESH	83,075,000	46.6%
08	INDONESIA	57,078,000	19.8%
09	TANZANIA	50,301,000	68.8%
10	UGANDA	41,537,000	78.2%

RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
01	NORTH KOREA[1]	>99%	[BLOCKED]
02	BURUNDI	90.1%	13,343,000
03	CHAD	87.4%	18,960,000
04	CENTRAL AFRICAN REPUBLIC	86.2%	4,954,000
05	SOUTH SUDAN	86.2%	10,773,000
06	YEMEN	82.3%	35,605,000
07	MADAGASCAR	81.3%	27,419,000
08	MALAWI	81.0%	18,582,000
09	DEM. REP. OF THE CONGO	80.3%	94,276,000
10	ERITREA	80.0%	2,961,000

SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **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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MOST SIGNIFICANT CONNECTIVITY CHALLENGES

COUNTRIES WHERE USING THE INTERNET IN AN OPTIMAL CONDITION AND AT AN AFFORDABLE COST WHENEVER NEEDED IS MOST CHALLENGING



GLOBAL OVERVIEW

#	COUNTRY	ICT DEV INDEX	UNIVERSAL CONNECTIVITY	MEANINGFUL CONNECTIVITY
159	BURUNDI	25.2	14.6	35.8
158	DEM. REP. OF THE CONGO	33.8	22.1	45.5
157	MADAGASCAR	34.5	22.3	46.6
156	AFGHANISTAN	36.2	27.7	44.8
155	MOZAMBIQUE	36.4	17.6	55.1
154	MALAWI	36.5	22.5	50.4
153	SOMALIA	37.2	22.7	51.8
152	UGANDA	40.3	25.4	55.2
151	GUINEA-BISSAU	42.4	38.3	46.6
150	PAPUA NEW GUINEA	43.7	21.9	65.5

#	COUNTRY	ICT DEV INDEX	UNIVERSAL CONNECTIVITY	MEANINGFUL CONNECTIVITY
149	SYRIA	43.9	38.7	49.0
148	CUBA	46.9	48.0	45.8
147	TIMOR-LESTE	47.2	33.0	61.5
146	ETHIOPIA	48.1	26.5	69.7
145	TOGO	49.5	39.2	59.8
144	YEMEN	50.3	34.4	66.3
143	BENIN	51.6	38.1	65.0
142	ZAMBIA	53.5	27.3	79.7
141	COMOROS	54.3	45.3	63.3
140	RWANDA	55.3	42.8	67.8

SOURCES: ITU ICT DEVELOPMENT INDEX 2026. **NOTES:** VALUES ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING REFLECTS AVAILABLE DATA. "ICT DEV INDEX" REPRESENTS THE ITU'S ICT DEVELOPMENT INDEX, WHICH ASSESSES PROGRESS TOWARDS UNIVERSAL AND MEANINGFUL CONNECTIVITY. THE INDEX CONSISTS OF 10 INDICATORS, ORGANISED UNDER TWO SUB-PILLARS: "UNIVERSAL CONNECTIVITY" AND "MEANINGFUL CONNECTIVITY". THE TABLES ABOVE SHOW VALUES FOR THE OVERALL INDEX AND AGGREGATE VALUES FOR EACH OF THE TWO SUB-PILLARS. THE MAXIMUM POTENTIAL VALUE IN EACH COLUMN IS 100. LEARN MORE ON THE ITU WEBSITE.

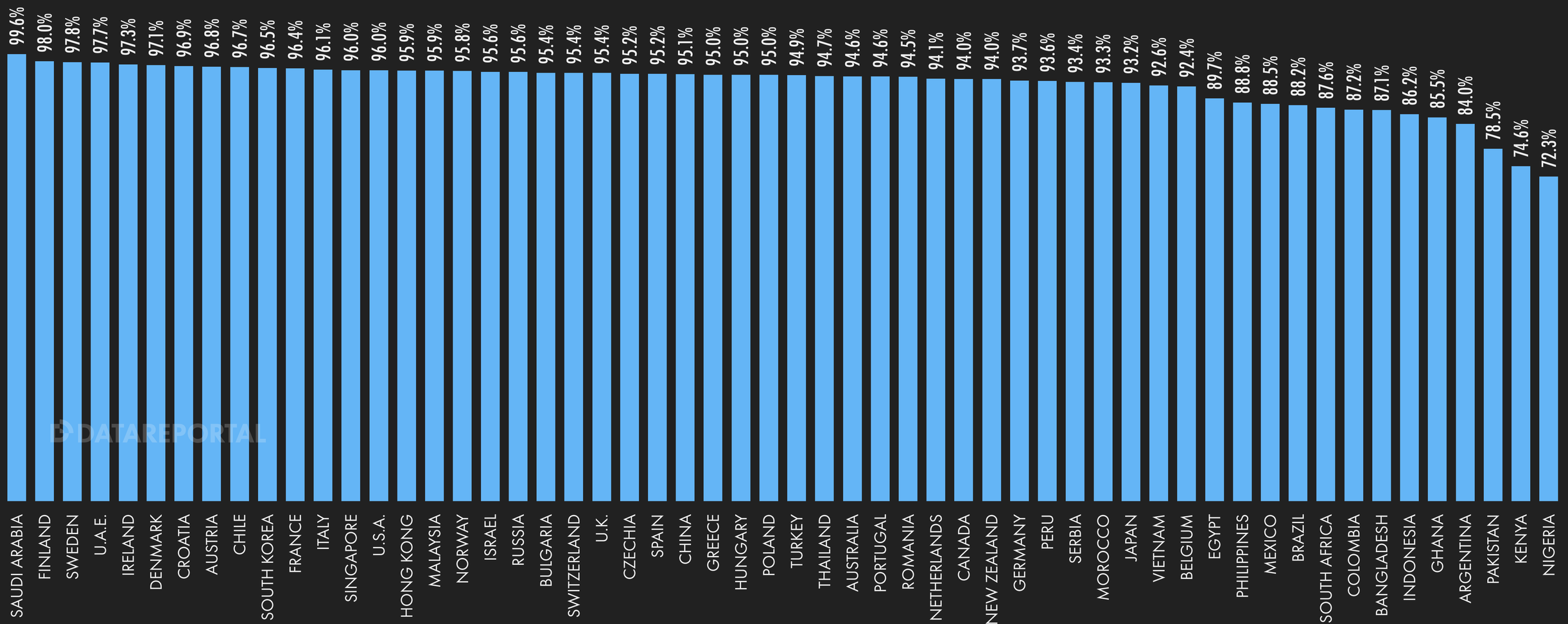
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ITU MEANINGFUL CONNECTIVITY INDEX

THE ITU'S ASSESSMENT OF PEOPLE'S ABILITY TO ACCESS THE INTERNET IN AN OPTIMAL CONDITION AND AT AN AFFORDABLE COST, WHENEVER NEEDED

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: ITU ICT DEVELOPMENT INDEX 2026. **NOTES:** VALUES ARE NOT AVAILABLE FOR ALL LOCATIONS. THE ITU'S ICT DEVELOPMENT INDEX ASSESSES PROGRESS TOWARDS UNIVERSAL AND MEANINGFUL CONNECTIVITY. THE INDEX CONSISTS OF 10 INDICATORS, ORGANISED UNDER TWO SUB-PILLARS: "UNIVERSAL CONNECTIVITY" AND "MEANINGFUL CONNECTIVITY".. THE CHART ABOVE SHOWS AGGREGATE VALUES FOR THE 7 INDICATORS IN THE "MEANINGFUL CONNECTIVITY" PILLAR, WHICH ASSESS MOBILE PHONE OWNERSHIP, MOBILE NETWORK COVERAGE, MOBILE AND FIXED INTERNET TRAFFIC, AND THE COST OF INTERNET ACCESS. LEARN MORE ON THE ITU WEBSITE.

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LOW LEVELS OF INTERNET ADOPTION IN CONTEXT

COMPARING LEVELS OF INTERNET ADOPTION WITH VARIOUS KEY METRICS AND INDICATORS



GLOBAL OVERVIEW

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
NORTH KOREA[1]	<1%	36.8	57.5%	93.9%	84.8%
BURUNDI	9.9%	16.6	11.6%	65.9%	44.6%
CHAD	12.6%	15.7	12.0%	52.2%	13.1%
CENTRAL AFRICAN REPUBLIC	13.8%	14.6	17.6%	36.5%	14.0%
SOUTH SUDAN	13.8%	19.0	5.4%	39.7%	14.4%
YEMEN	17.7%	18.5	83.6%	75.0%	63.1%
MADAGASCAR	18.7%	19.4	39.4%	55.3%	15.4%
MALAWI	19.0%	18.4	15.6%	73.1%	49.2%
DEM. REP. OF THE CONGO	19.7%	15.9	22.1%	35.7%	16.3%
ERITREA	20.0%	19.5	54.4%	51.8%	11.9%

LOCATION	INTERNET ADOPTION	MEDIAN AGE	ACCESS TO ELECTRICITY	BASIC DRINKING WATER	BASIC SANITATION SERVICES
MOZAMBIQUE	20.5%	16.6	36.0%	66.6%	38.6%
UGANDA	21.8%	17.1	51.5%	63.0%	23.9%
PAPUA NEW GUINEA	22.0%	23.0	20.5%	53.3%	23.6%
ETHIOPIA	22.3%	19.3	55.4%	55.6%	10.4%
AFGHANISTAN	24.4%	17.4	85.3%	80.8%	54.5%
SIERRA LEONE	25.1%	19.9	35.5%	68.1%	24.9%
SOMALIA	27.9%	15.6	50.3%	75.3%	44.5%
BURKINA FASO	28.3%	18.0	21.7%	50.0%	31.8%
SUDAN	28.7%	18.8	66.0%	64.9%	65.7%
ZAMBIA	29.7%	18.2	51.1%	73.4%	37.5%

SOURCES: MANOCHI ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CNNIC; GOVERNMENT RESOURCES; UNITED NATIONS. **DEFINITIONS:** "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 SERVICES": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **NOTE:** (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA.

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WHERE INTERNET ACCESS IS LEAST AFFORDABLE

COUNTRIES AND TERRITORIES WHERE A PLAN OFFERING AT LEAST 5GB OF MOBILE DATA PER MONTH IS THE LEAST AFFORDABLE



GLOBAL OVERVIEW

#	LOCATION	COST vs GNI	INTERNET ADOPTION	COST USD	COST PPP
01	CENTRAL AFRICAN REPUBLIC	53.7%	13.8%	$23.80	$55.54
02	CUBA	26.6%	70.5%	$16.67	[N/A]
03	BURUNDI	25.2%	9.9%	$5.34	$15.04
04	SOUTH SUDAN	24.2%	13.8%	$6.07	$166.24
05	DEM. REP. OF THE CONGO	18.8%	19.7%	$10.00	$24.24
06	AFGHANISTAN	18.3%	24.4%	$6.97	$35.74
07	NIGER	13.9%	39.5%	$8.02	$23.31
08	VENEZUELA	13.2%	76.7%	$6.69	[N/A]
09	ZIMBABWE	12.9%	41.6%	$27.79	[N/A]
10	LIBERIA	12.6%	32.2%	$8.00	$16.63

#	LOCATION	COST vs GNI	INTERNET ADOPTION	COST USD	COST PPP
11	MADAGASCAR	12.5%	18.7%	$5.34	$20.90
12	YEMEN	12.0%	17.7%	$5.66	[N/A]
13	CHAD	11.8%	12.6%	$9.62	$25.20
14	PAPUA NEW GUINEA	11.4%	22.0%	$28.00	$41.46
15	GUINEA-BISSAU	10.2%	29.8%	$8.02	$21.84
16	TOGO	9.5%	39.5%	$8.02	$22.50
17	MALI	9.4%	36.8%	$8.02	$25.99
18	BURKINA FASO	8.8%	28.3%	$6.74	$21.05
19	THE GAMBIA	8.7%	57.1%	$6.13	$22.44
20	FED. STATES OF MICRONESIA	8.5%	39.5%	$30.00	$30.67

SOURCE: ITU; MANOCHI ANALYSIS. **NOTES:** ALL VALUES REFLECT THE COST OF THE CHEAPEST, NON-PROMOTIONAL MOBILE PLAN PROVIDING AT LEAST 5 GB OF MONTHLY DATA VIA AT LEAST 3G NETWORKS. ALL VALUES USE THE LATEST YEAR FOR WHICH "COST vs GNI" DATA IS AVAILABLE, BUT YEARS MAY VARY BY GEOGRAPHY. VALUES IN THE "COST vs GNI" COLUMN COMPARE THE PRICE OF 5GB OF DATA TO GROSS NATIONAL INCOME PER CAPITA. VALUES IN THE "COST PPP" COLUMN SHOW THE COST OF A 5GB DATA PLAN IN "PPP DOLLARS", WHERE ONE "PPP DOLLAR" BUYS A COMPARABLE QUANTITY OF GOODS AND SERVICES IN THE LOCAL COUNTRY TO WHAT ONE U.S. DOLLAR BUYS IN THE UNITED STATES. **COMPARABILITY:** SOURCE DEFINITION CHANGES. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

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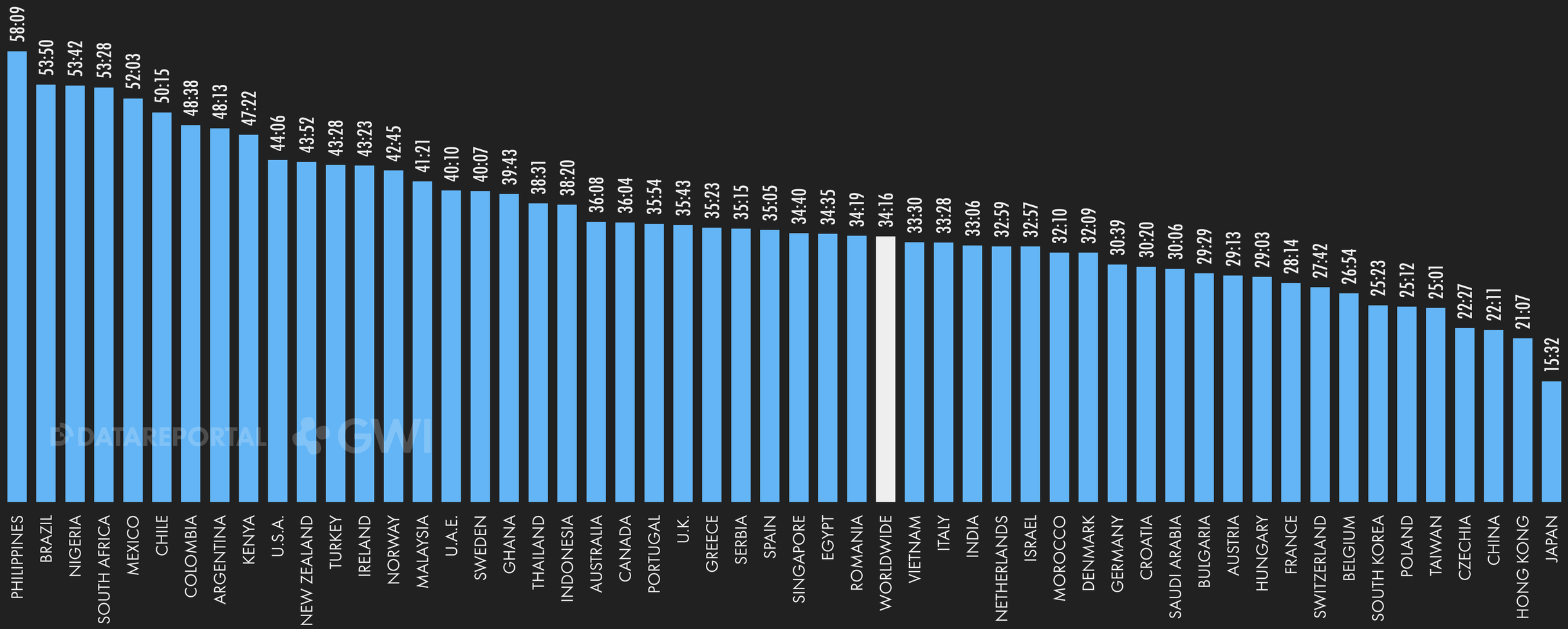
WEEKLY TIME SPENT CONSUMING ONLINE MEDIA

WEEKLY CUMULATIVE TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND CONSUMING ONLINE MEDIA

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** INCLUDES TIME SPENT CONSUMING SOCIAL MEDIA, ONLINE VIDEO, ONLINE PRESS, PODCASTS, MUSIC STREAMING, AND STREAMING TV. **ADVISORY:** VALUES REFLECT A SIMPLE SUM OF THE TIME SPENT CONSUMING A VARIETY OF DIFFERENT ONLINE MEDIA, AND MAY OVERSTATE ACTUAL INTERNET USE DUE TO CONCURRENT MEDIA CONSUMPTION. FOR EXAMPLE, A PERSON MIGHT LISTEN TO STREAMING MUSIC WHILE SIMULTANEOUSLY USING SOCIAL MEDIA. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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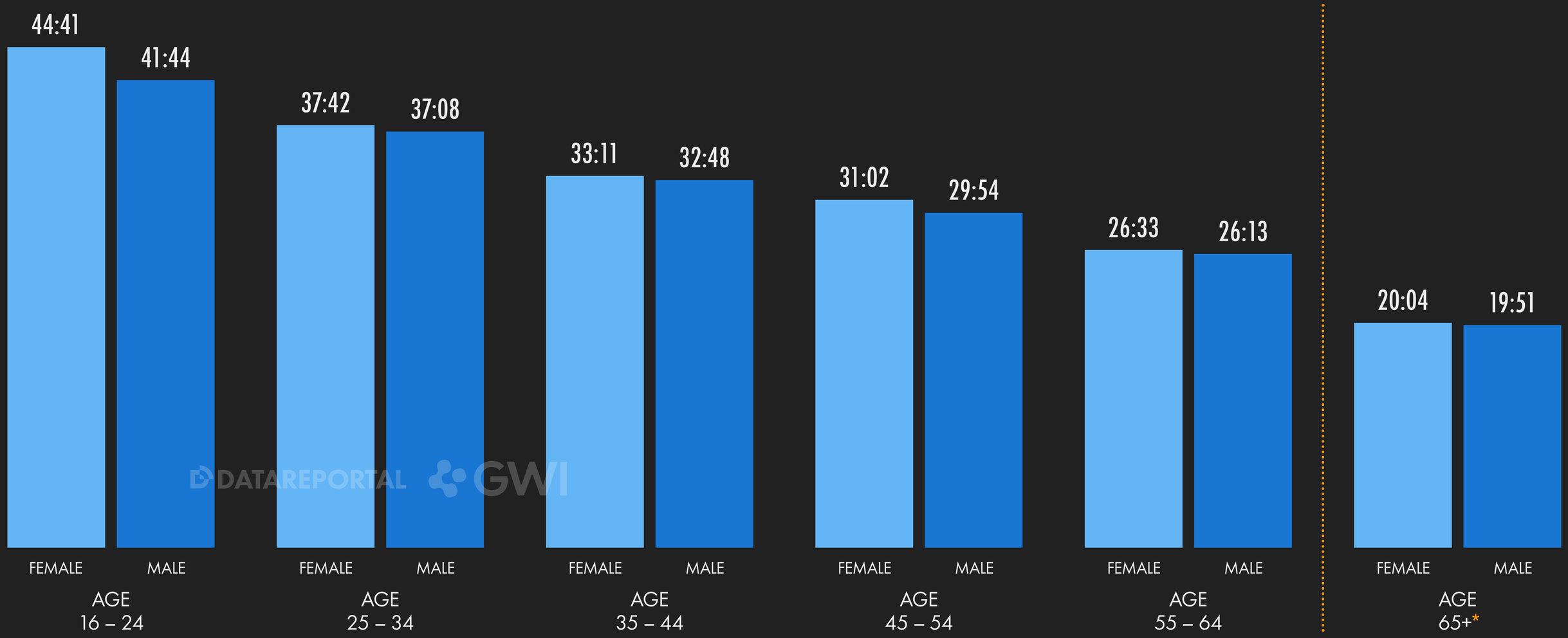
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GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** INCLUDES TIME SPENT CONSUMING SOCIAL MEDIA, ONLINE VIDEO, ONLINE PRESS, PODCASTS, MUSIC STREAMING, AND STREAMING TV. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO VALUES MAY NOT BE COMPARABLE WITH OTHER AGES. **ADVISORY:** VALUES REFLECT A SIMPLE SUM OF THE TIME SPENT CONSUMING ONLINE MEDIA, AND MAY OVERSTATE INTERNET USE DUE TO CONCURRENT CONSUMPTION. FOR EXAMPLE, A PERSON MIGHT LISTEN TO STREAMING MUSIC WHILE SIMULTANEOUSLY USING SOCIAL MEDIA. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

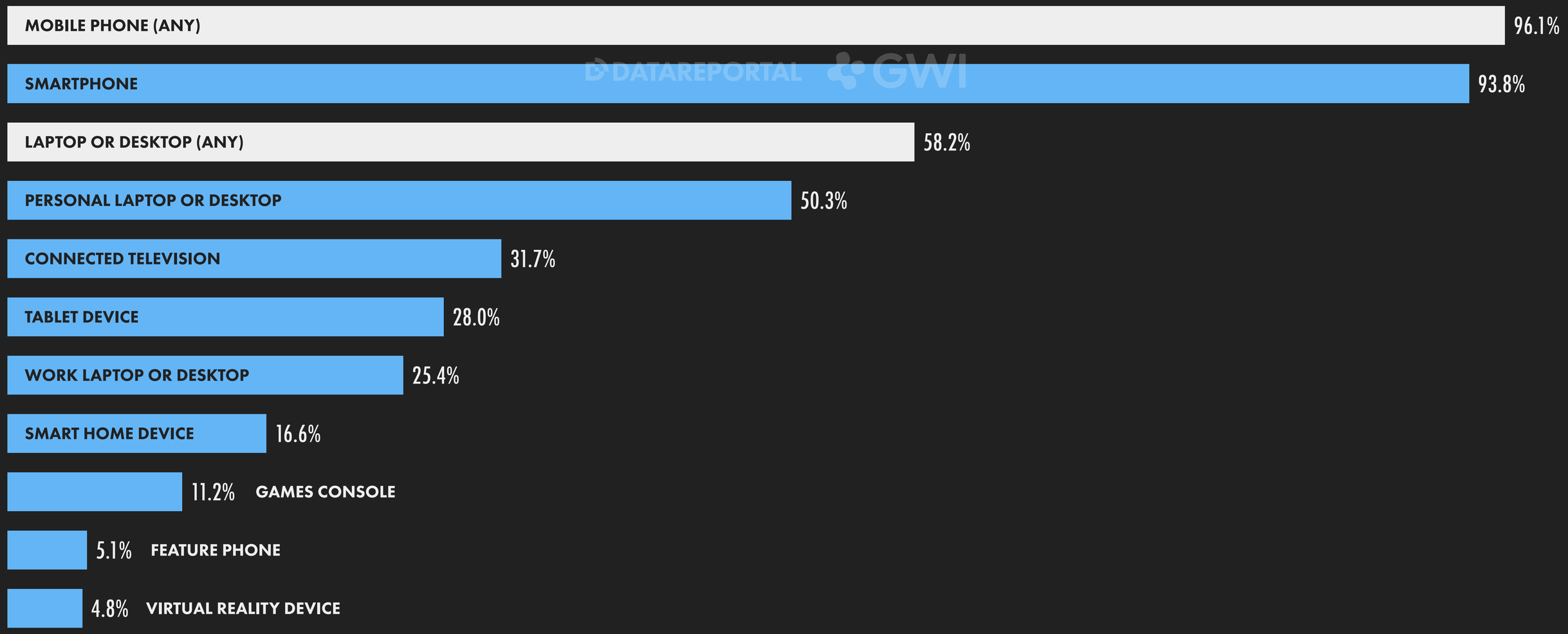
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DEVICES USED TO ACCESS THE INTERNET

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" SHOWS THE USE OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

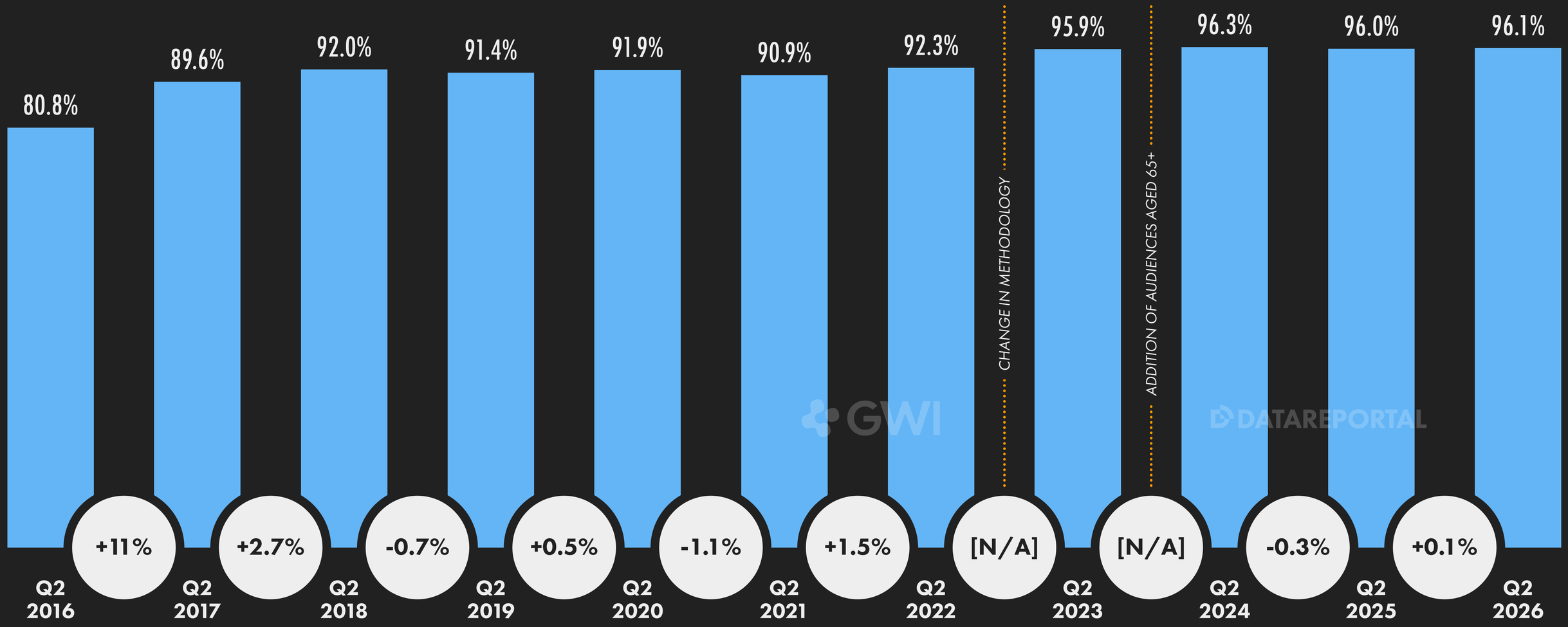
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USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW



GWI
DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

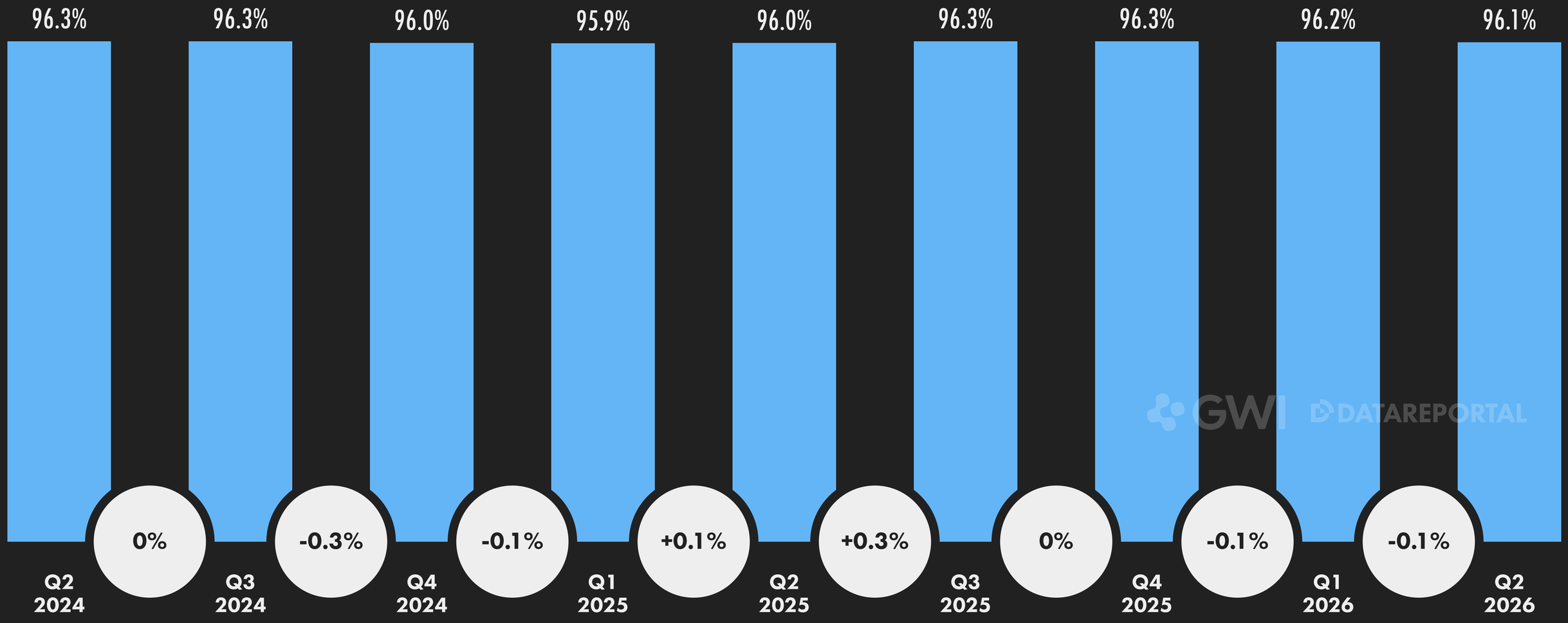
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USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

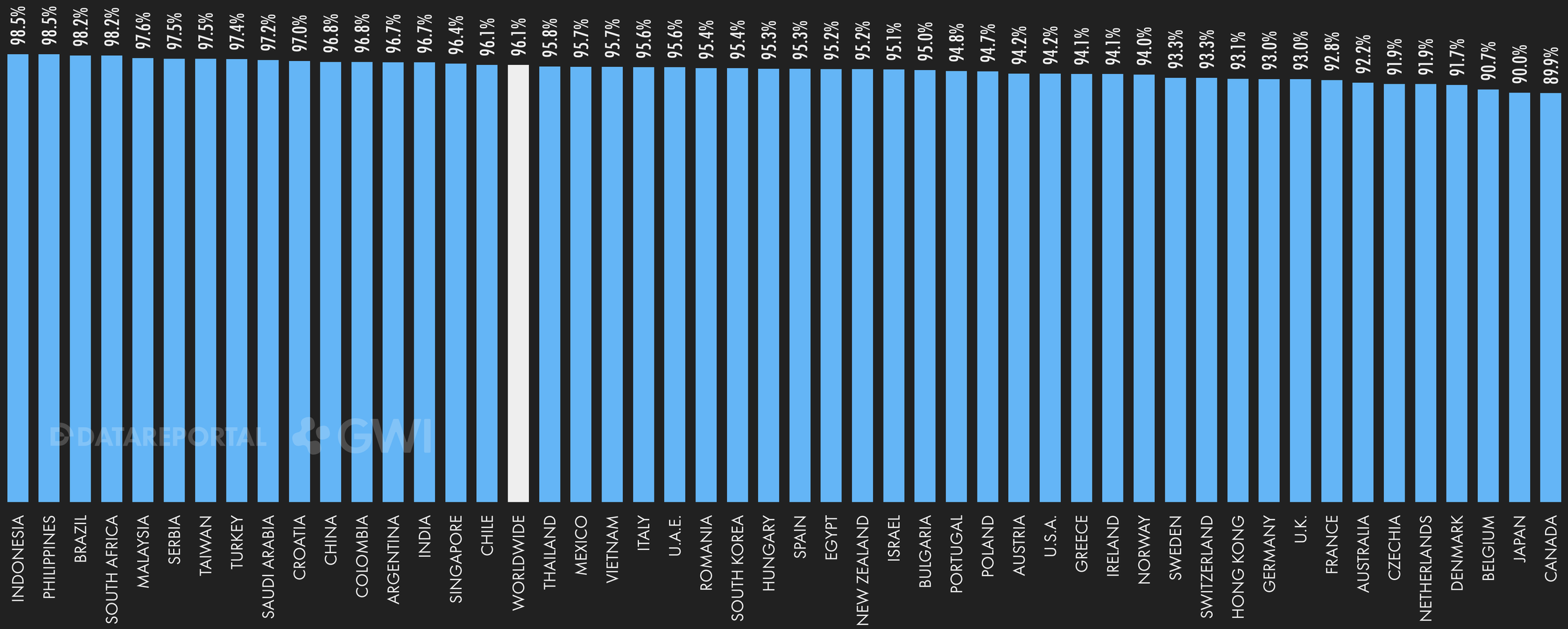
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USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

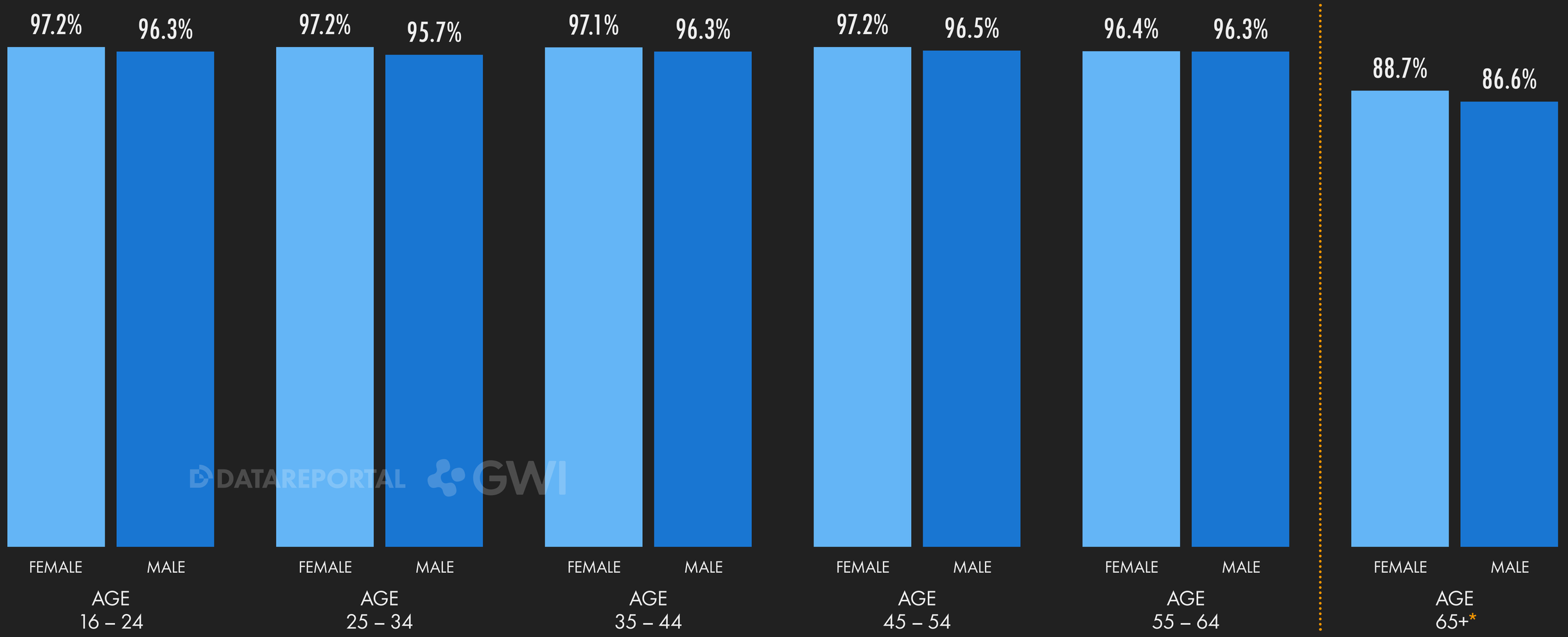
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USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** "MOBILE PHONES" INCLUDE SMARTPHONES AND FEATURE PHONES. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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The State of Mobile Internet Connectivity 2026

Digital inclusion increasingly depends on access, ownership and affordability — not just coverage.

CONNECTED

4.8 BILLION PEOPLE are now using mobile internet- but growth rates have slowed

= **59%** of the world's population



160 MILLION NEW SUBSCRIBERS began using mobile internet in 2025 (down from 190million in 2024)

USAGE GAP

38% of the world's population

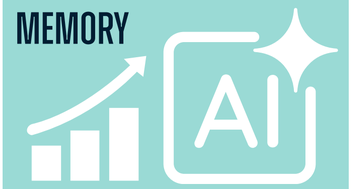
3.1 BILLION PEOPLE live within the footprint of a mobile broadband network but are not using it

58% women represent the majority of the adult usage gap in LMICs



The cost of an entry-level, internet-enabled handset represented **44%** of average monthly income for the poorest 20%

PRICES ARE SET TO CONTINUE TO RISE AS AI PUSHES UP THE COST OF MEMORY



COVERAGE GAP

270 MILLION PEOPLE = **3%** of the world's population are still not covered by mobile broadband



GSMA Intelligence

GSMA Intelligence is the research and consulting arm of the GSMA, the global body representing 1,100+ mobile operators.

We provide the data, research and insights that underpin strategic decisions across the global mobile and digital ecosystem.

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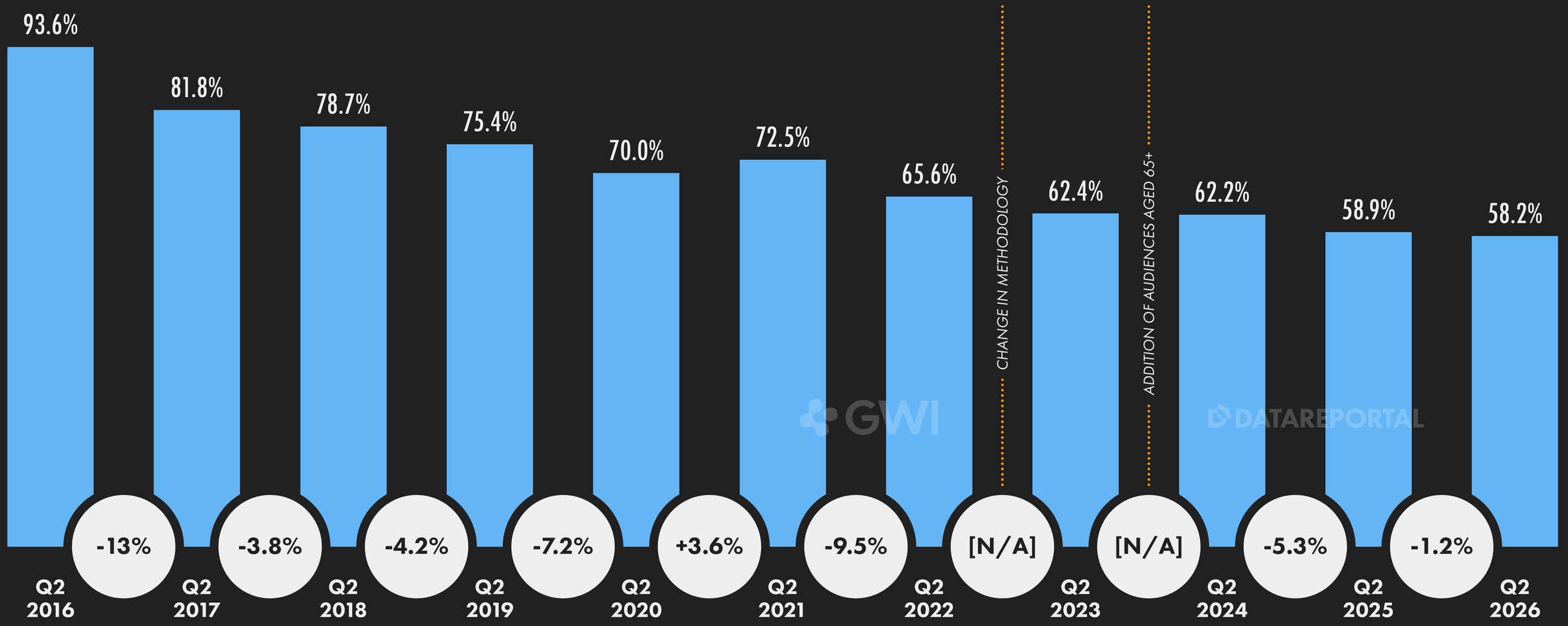
www.gsmaintelligence.com

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USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP DEVICE, WHETHER THEIR OWN OR PROVIDED BY THEIR PLACE OF WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

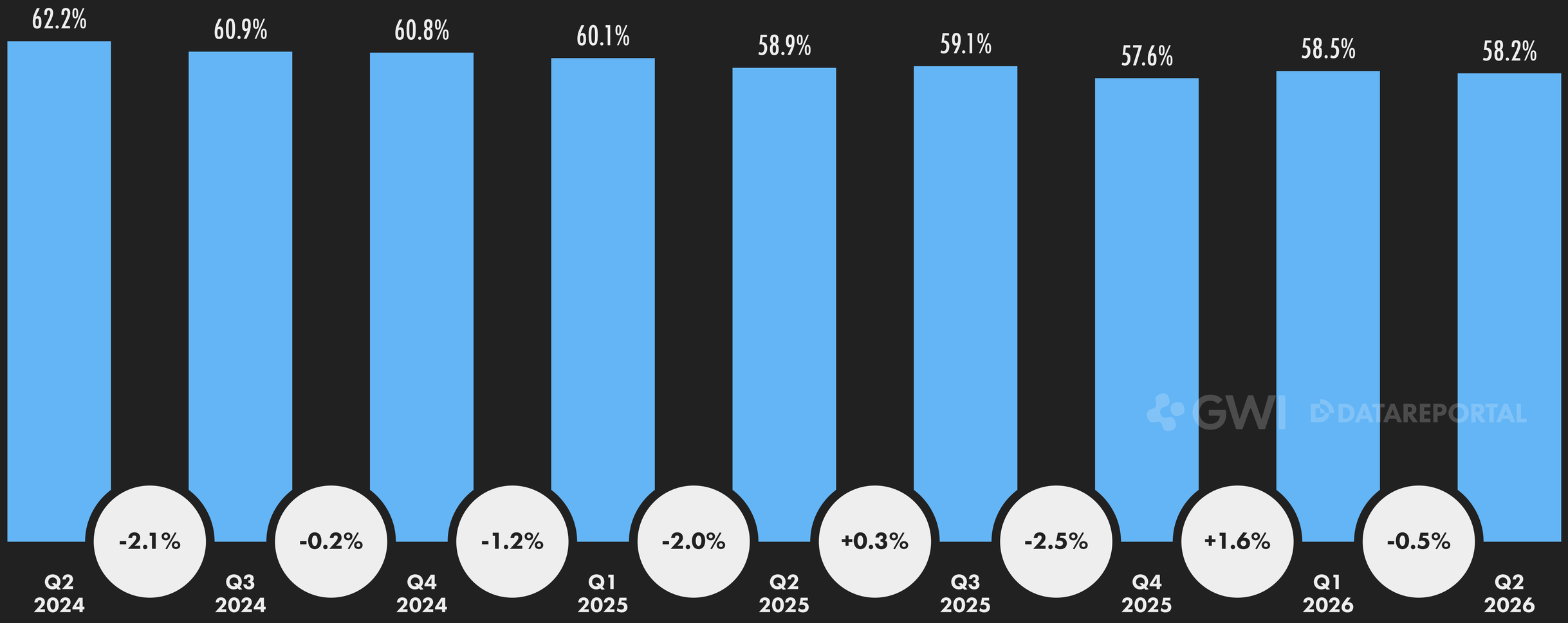
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USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP DEVICE, WHETHER THEIR OWN OR PROVIDED BY THEIR PLACE OF WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

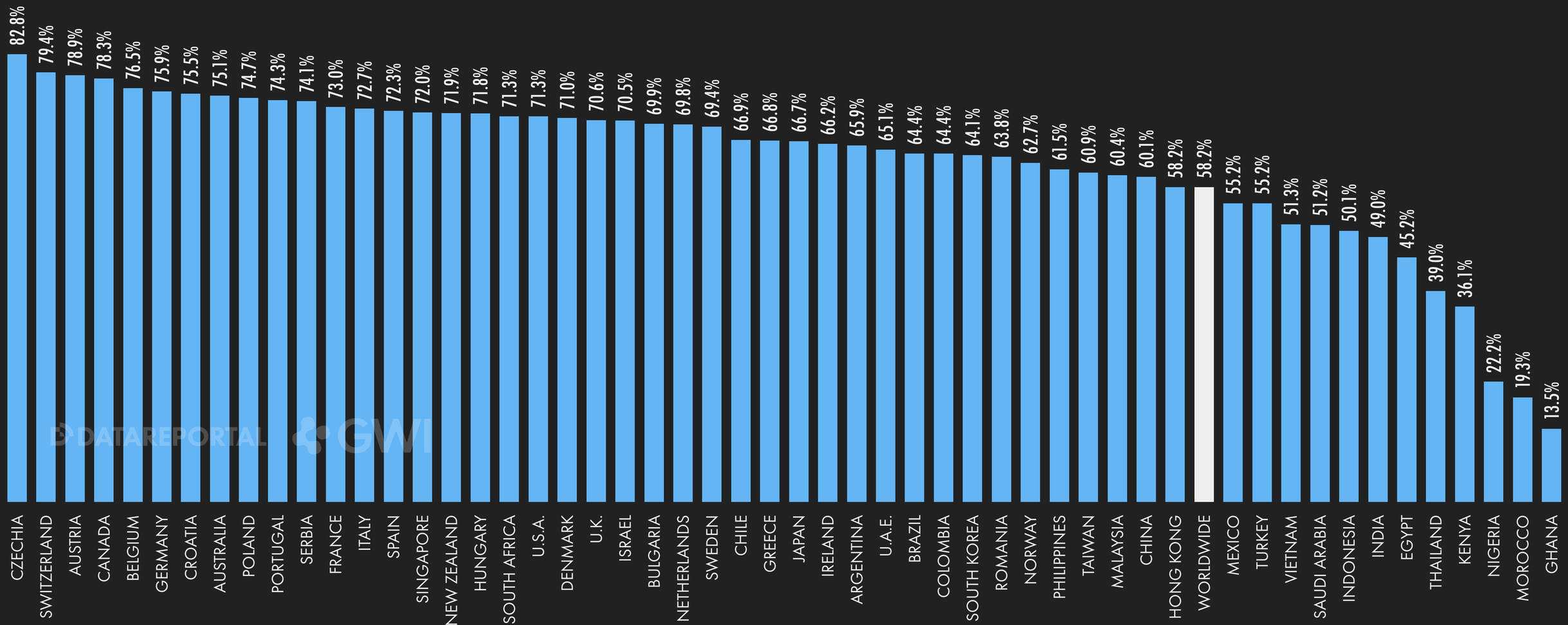
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USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

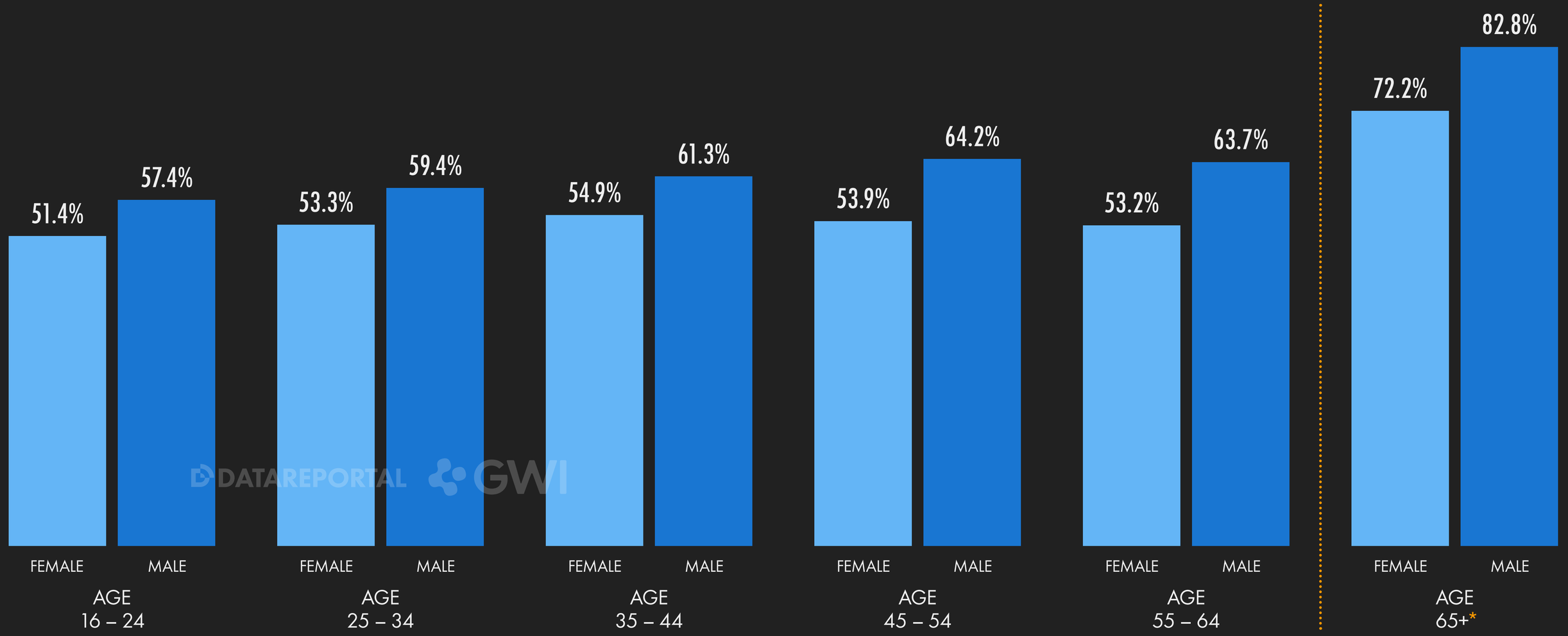
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OCT 2026

USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA DEVICES PROVIDED BY THEIR PLACE OF WORK. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



GLOBAL OVERVIEW

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS (CELLULAR DATA NETWORKS)



DOWNLOAD (MBPS)

109.05

UPLOAD (MBPS)

13.96

LATENCY (MS)

24

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



▲ DOWNLOAD

+9.8%

▲ UPLOAD

+3.4%

▲ LATENCY

-4.0%

OOKLA

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS (WIFI AND ETHERNET)



DOWNLOAD (MBPS)

129.68

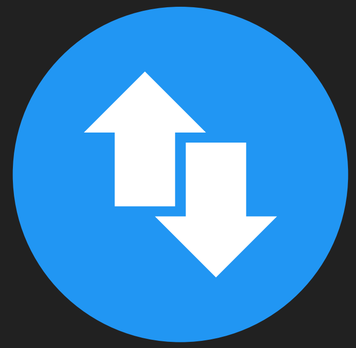
UPLOAD (MBPS)

64.69

LATENCY (MS)

9

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



▲ DOWNLOAD

+19.6%

▲ UPLOAD

+18.9%

▲ LATENCY

0%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT. **COMPARABILITY:** FROM JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO THIS, VALUES ENCOMPASSED ALL MOBILE TECHNOLOGIES. FROM MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO THIS, VALUES REPRESENTED SINGLE-MONTH AVERAGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

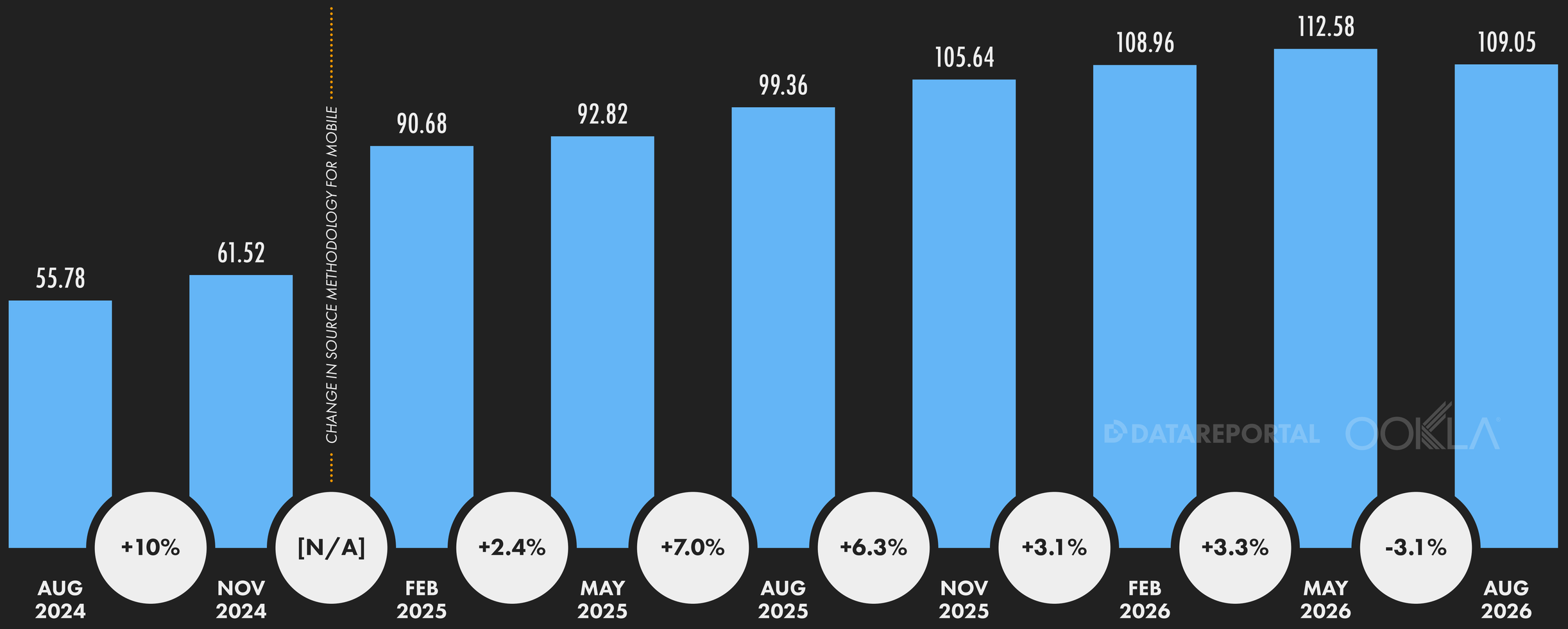
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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

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

GLOBAL OVERVIEW



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

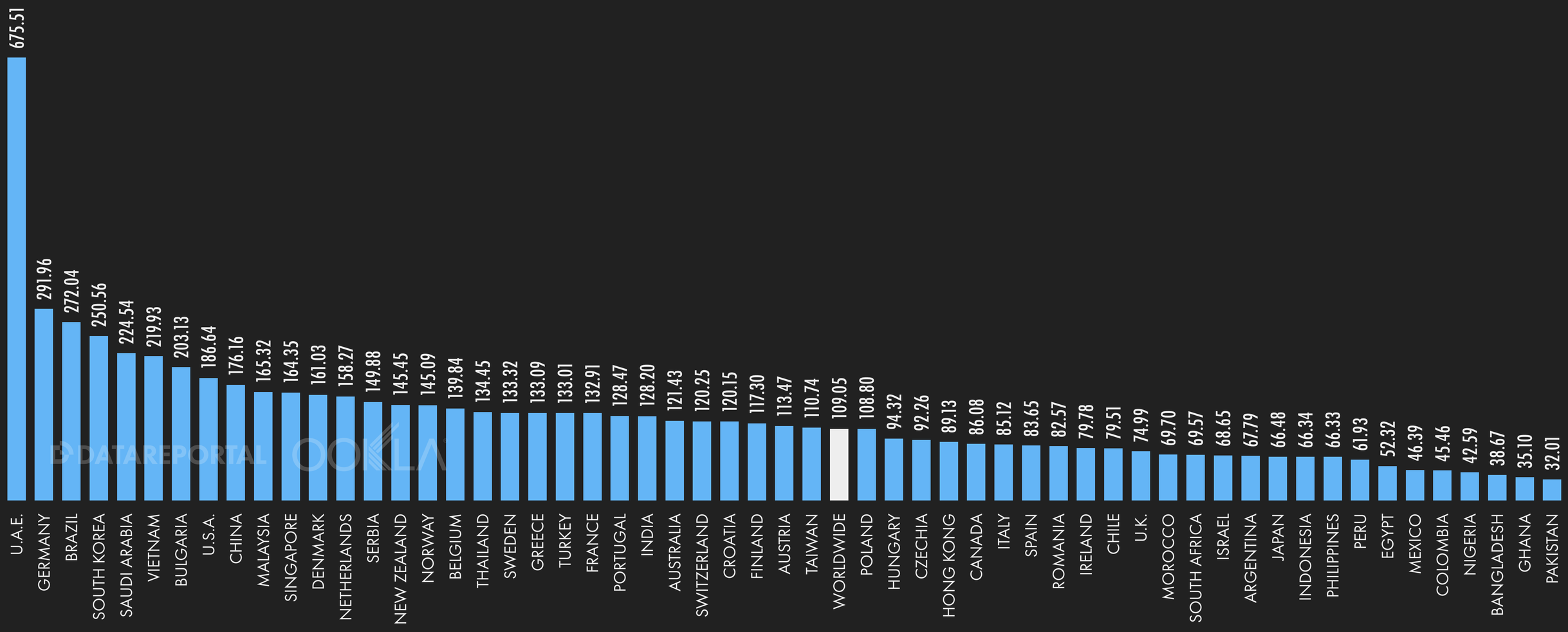
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MOBILE INTERNET CONNECTION SPEEDS

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

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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MOBILE INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA MOBILE CONNECTIONS (CELLULAR DATA)



GLOBAL OVERVIEW

FASTEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	UNITED ARAB EMIRATES	675.51	+9.9%	39.23	18
02	QATAR	535.94	+4.2%	31.89	20
03	KUWAIT	399.92	-3.4%	29.66	14
04	GERMANY	291.96	+312.3%	35.49	17
05	BRAZIL	272.04	+13.8%	17.80	21
06	SOUTH KOREA	250.56	+11.2%	23.68	25
07	BAHRAIN	243.48	+9.6%	17.69	16
08	SAUDI ARABIA	224.54	+15.6%	17.07	23
09	VIETNAM	219.93	+46.6%	40.45	19
10	BULGARIA	203.13	-6.6%	23.03	19

SLOWEST MEDIAN MOBILE INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
102	AFGHANISTAN	19.13		6.73	26
101	ESWATINI	19.36	-1.48%	12.18	22
100	LIBYA	20.06	-21.18%	8.21	23
99	BOLIVIA	20.65	+40.29%	13.98	22
98	BOSNIA & HERZEGOVINA	25.53	-7.70%	10.60	25
97	NICARAGUA	27.95	-3.75%	10.75	24
96	VENEZUELA	28.30	+11.55%	10.63	28
95	PAKISTAN	32.01	+31.73%	10.37	24
94	TANZANIA	32.61		10.96	26
93	GHANA	35.10		15.67	27

OOKLA

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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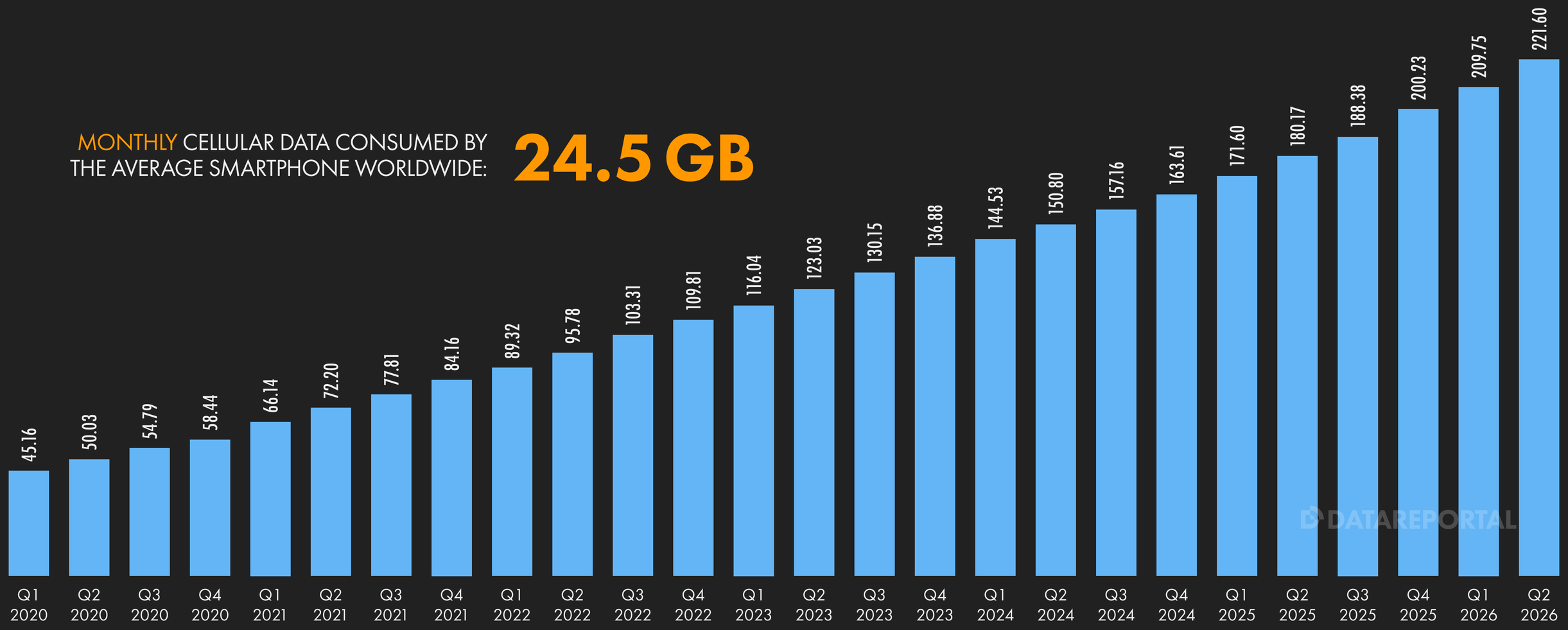
CELLULAR DATA TRAFFIC

MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY THE AVERAGE SMARTPHONE WORLDWIDE: **24.5 GB**



DATAREPORTAL

SOURCE: ERICSSON MOBILE VISUALIZER (JUN 2026). **NOTES:** GRAPH VALUES REPRESENT THE AVERAGE WORLDWIDE MONTHLY MOBILE NETWORK DATA TRAFFIC FOR EACH QUARTER, IN EXABYTES (BILLIONS OF GIGABYTES) PER MONTH. VALUES INCLUDE TRAFFIC GENERATED BY FIXED WIRELESS ACCESS (FWA) SERVICES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

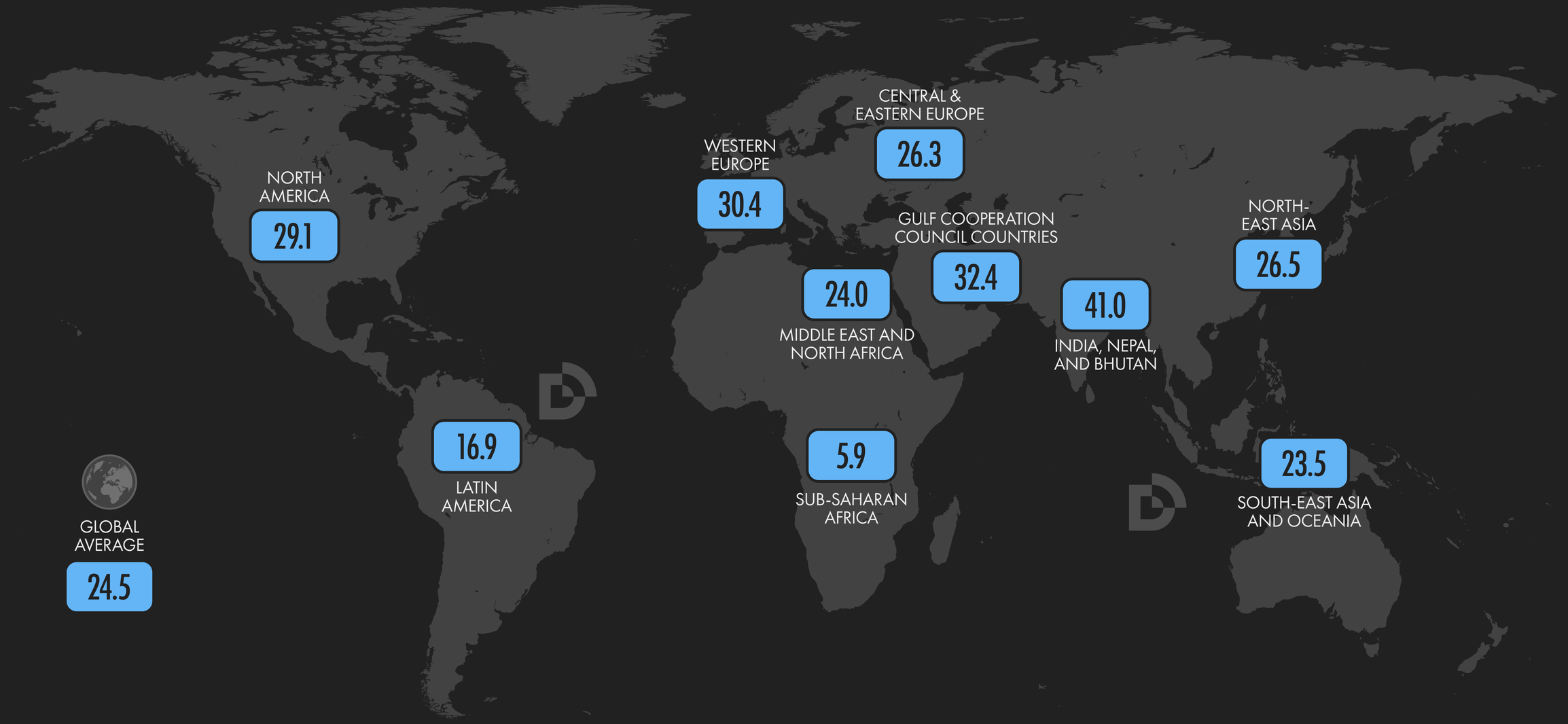
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MONTHLY CELLULAR DATA PER SMARTPHONE

AVERAGE MONTHLY CELLULAR MOBILE DATA CONSUMPTION PER SMARTPHONE (GIGABYTES PER MONTH)

GLOBAL OVERVIEW



SOURCE: ERICSSON MOBILE VISUALIZER (JUN 2026). **NOTES:** VALUES REPRESENT THE AVERAGE MONTHLY MOBILE CELLULAR (NETWORK) DATA TRAFFIC PER SMARTPHONE, IN GIGABYTES PER MONTH. DOES NOT INCLUDE DATA TRANSFERRED VIA WIFI CONNECTIONS. REGIONS AS PER ERICSSON'S DEFINITIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

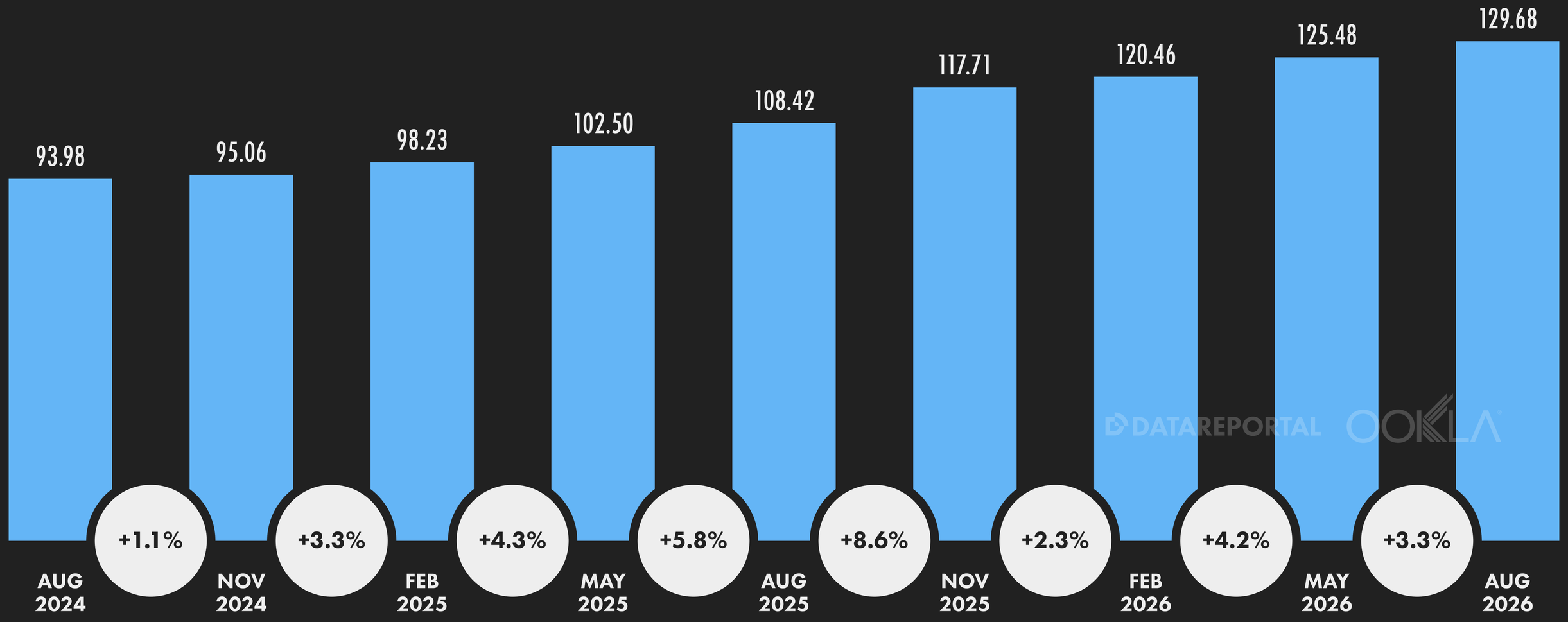
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FIXED INTERNET CONNECTION SPEEDS (QOQ)

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

GLOBAL OVERVIEW



DATAREPORTAL OOKLA

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

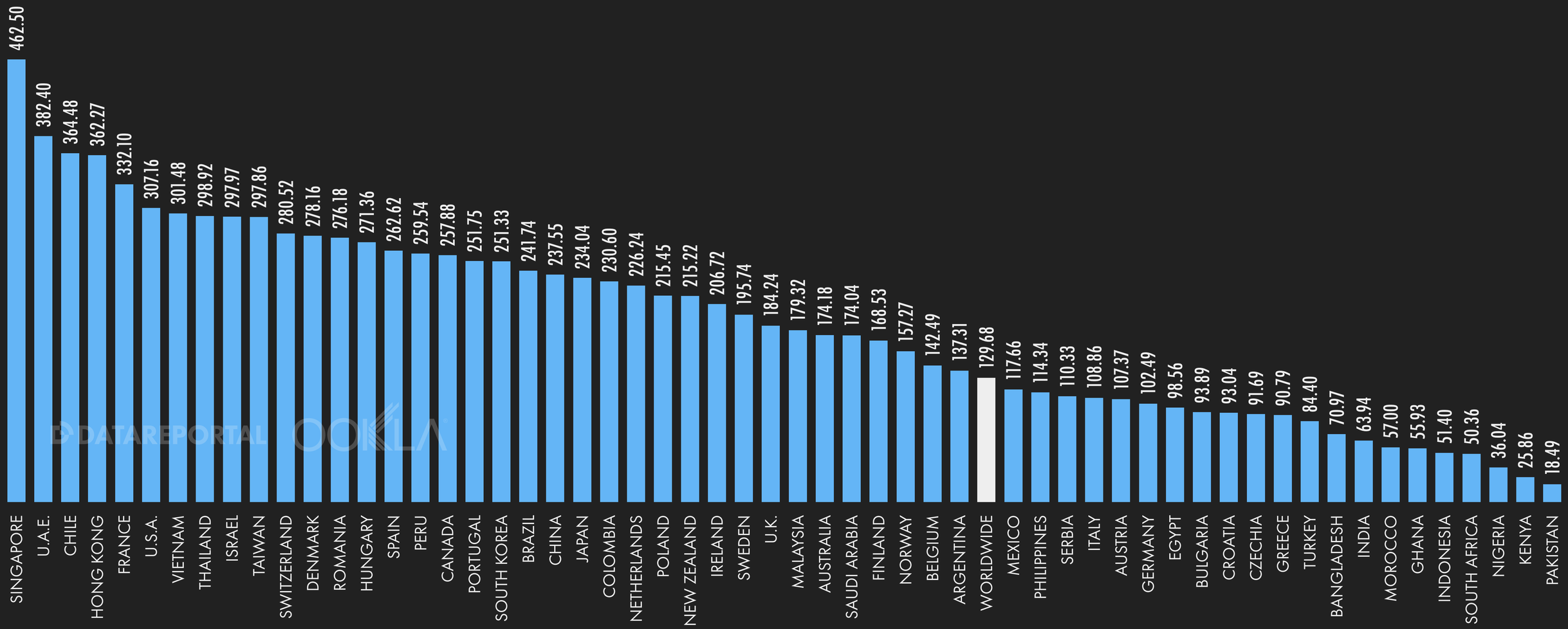
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FIXED INTERNET CONNECTION SPEEDS

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

GLOBAL OVERVIEW



SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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FIXED INTERNET CONNECTION SPEEDS

COUNTRIES AND TERRITORIES WITH THE FASTEST AND SLOWEST MEDIAN INTERNET DOWNLOAD SPEEDS VIA FIXED CONNECTIONS (WIFI AND ETHERNET)



GLOBAL OVERVIEW

FASTEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
01	SINGAPORE	462.50	+17.2%	360.79	4
02	UNITED ARAB EMIRATES	382.40	+17.2%	190.82	5
03	CHILE	364.48	+5.2%	280.17	5
04	HONG KONG	362.27	+8.8%	282.13	4
05	FRANCE	332.10	+7.8%	259.01	8
06	MACAU	321.88	+5.4%	288.39	4
07	UNITED STATES OF AMERICA	307.16	+7.5%	63.86	12
08	VIETNAM	301.48	+13.4%	253.42	5
09	THAILAND	298.92	+13.8%	241.83	6
10	ISRAEL	297.97	+16.1%	94.78	6

SLOWEST MEDIAN FIXED INTERNET CONNECTION SPEEDS

#	LOCATION	DL	▲YOY	UL	LATENCY
149	AFGHANISTAN	5.76	+28.9%	5.49	20
148	LIBYA	11.12	+1.2%	7.76	28
147	ETHIOPIA	12.05	+28.7%	14.66	7
146	CAMEROON	15.29	+39.5%	7.24	57
145	YEMEN	16.26	-1.8%	6.64	133
144	NAMIBIA	17.66	+13.8%	13.44	19
143	PAKISTAN	18.49	+13.6%	18.63	6
142	GUINEA	18.51	[N/A]	9.30	73
141	LEBANON	21.54	+33.6%	17.70	10
140	ANGOLA	21.67	+6.2%	7.86	5

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN VALUES FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. "DL" COLUMN SHOWS DOWNLOAD SPEEDS IN MEGABITS PER SECOND. "▲YOY" COLUMN SHOWS YEAR-ON-YEAR CHANGE IN DOWNLOAD SPEEDS. "UL" COLUMN SHOWS UPLOAD SPEEDS IN MEGABITS PER SECOND. LATENCY VALUES ARE IN MILLISECONDS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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COMPARING MOBILE AND FIXED INTERNET SPEEDS

COUNTRIES AND TERRITORIES WITH THE GREATEST DIFFERENCES BETWEEN MEDIAN DOWNLOAD SPEEDS FOR MOBILE AND FIXED CONNECTIONS



GLOBAL OVERVIEW

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF MOBILE CONNECTION SPEEDS

#	LOCATION	MOBILE DL SPEED	FIXED DL SPEED	RATIO
01	AFGHANISTAN	19.13 MBPS	5.76 MBPS	3.3:1
02	NORTH MACEDONIA	164.81 MBPS	57.57 MBPS	2.9:1
03	GERMANY	291.96 MBPS	102.49 MBPS	2.8:1
04	GEORGIA	146.98 MBPS	51.67 MBPS	2.8:1
05	QATAR	535.94 MBPS	236.64 MBPS	2.3:1
06	TUNISIA	50.79 MBPS	22.54 MBPS	2.3:1
07	BULGARIA	203.13 MBPS	93.89 MBPS	2.2:1
08	CAMBODIA	111.90 MBPS	54.74 MBPS	2.0:1
09	INDIA	128.20 MBPS	63.94 MBPS	2.0:1
10	LIBYA	20.06 MBPS	11.12 MBPS	1.8:1

LOCATIONS WITH BIGGEST GAPS IN FAVOUR OF FIXED CONNECTION SPEEDS

#	LOCATION	FIXED DL SPEED	MOBILE DL SPEED	RATIO
01	PANAMA	233.46 MBPS	40.13 MBPS	5.8:1
02	COLOMBIA	230.60 MBPS	45.46 MBPS	5.1:1
03	CHILE	364.48 MBPS	79.51 MBPS	4.6:1
04	VENEZUELA	127.20 MBPS	28.30 MBPS	4.5:1
05	ISRAEL	297.97 MBPS	68.65 MBPS	4.3:1
06	PERU	259.54 MBPS	61.93 MBPS	4.2:1
07	JORDAN	199.31 MBPS	48.53 MBPS	4.1:1
08	HONG KONG	362.27 MBPS	89.13 MBPS	4.1:1
09	NICARAGUA	103.33 MBPS	27.95 MBPS	3.7:1
10	EL SALVADOR	137.43 MBPS	38.34 MBPS	3.6:1

OOKLA

SOURCE: OOKLA. **NOTES:** "DL SPEED" FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND FOR THE THREE-MONTH PERIOD ENDING IN AUGUST 2026. "RATIO" FIGURES OFFER A COMPARISON BETWEEN THE TWO DOWNLOAD SPEEDS. RANKING ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR MOBILE CONNECTIONS REPRESENT MEDIANS FOR MODERN CHIPSETS ONLY. PRIOR TO JANUARY 2025, VALUES ENCOMPASSED ALL TYPES OF MOBILE TECHNOLOGY. STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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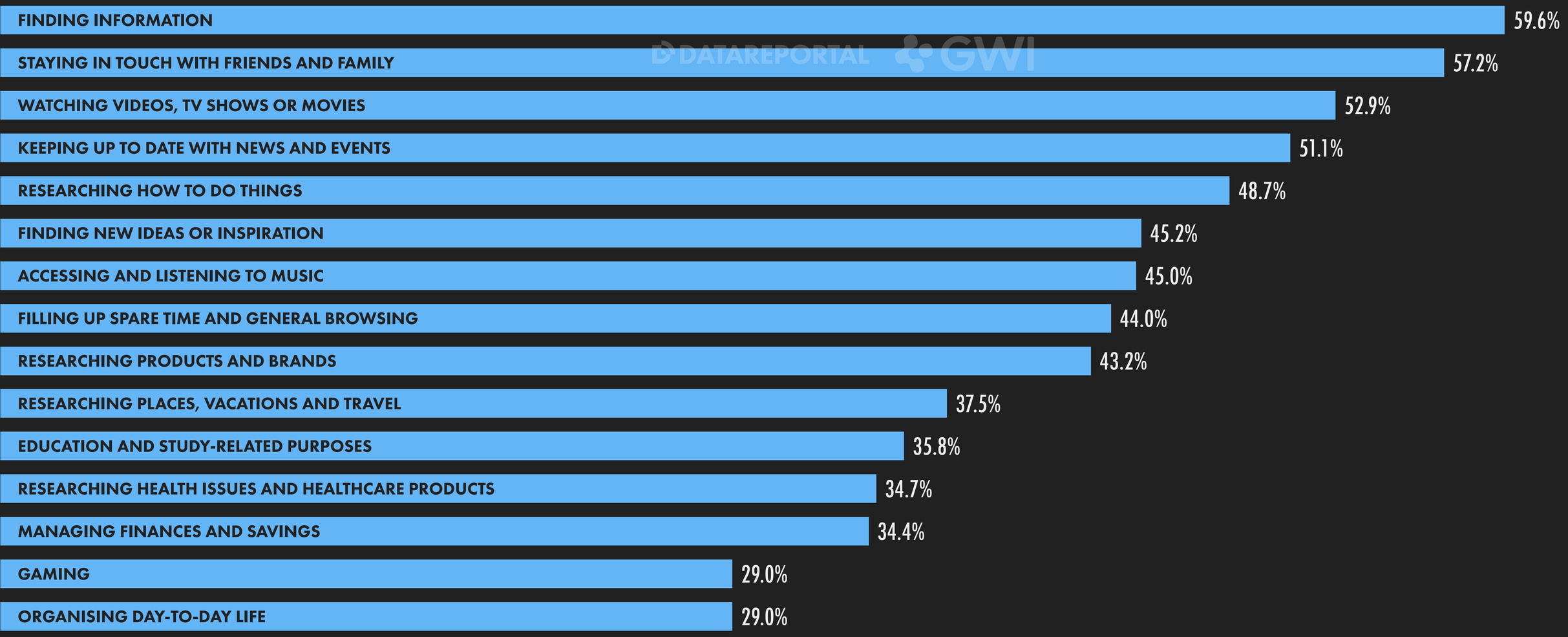
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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

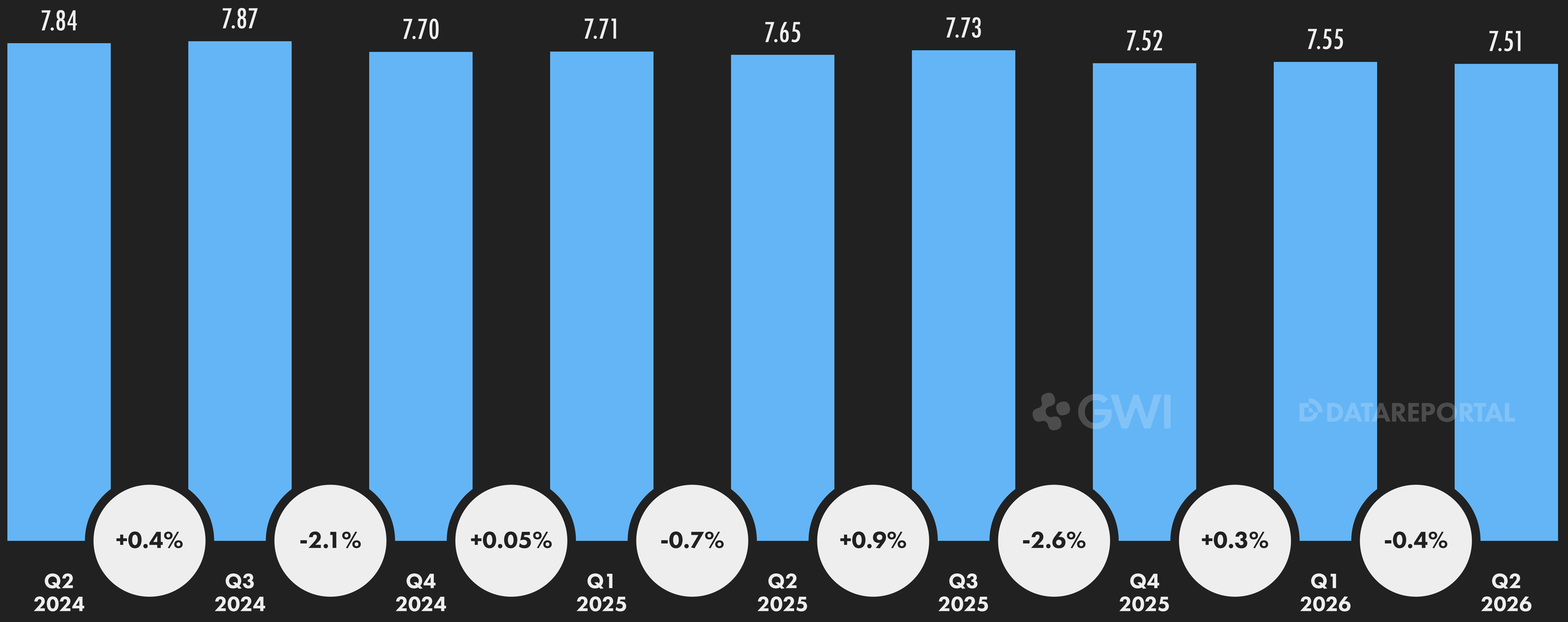
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NUMBER OF REASONS FOR USING THE INTERNET

AVERAGE NUMBER OF REASONS CITED BY INTERNET USERS AGED 16+ AS PRIMARY MOTIVATIONS FOR USING THE INTERNET

GLOBAL OVERVIEW



GWI
DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** RESPONDENTS COULD CHOOSE FROM THE SAME DEFINED LIST OF 19 OPTIONS IN EACH WAVE OF RESEARCH. **SOURCE:** GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO FACILITATE COMPARISON, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART TOO, BUT AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
CONTACT FRIENDS & FAMILY	60.0%	FIND INFORMATION	56.8%	FIND INFORMATION	57.0%	FIND INFORMATION	59.8%	FIND INFORMATION	61.8%	FIND INFORMATION	77.4%
FIND INFORMATION	59.8%	CONTACT FRIENDS & FAMILY	55.3%	CONTACT FRIENDS & FAMILY	55.2%	CONTACT FRIENDS & FAMILY	56.0%	CONTACT FRIENDS & FAMILY	58.0%	CONTACT FRIENDS & FAMILY	63.5%
WATCH VIDEOS & SHOWS	58.9%	WATCH VIDEOS & SHOWS	54.3%	WATCH VIDEOS & SHOWS	53.1%	FOLLOW NEWS & EVENTS	52.5%	FOLLOW NEWS & EVENTS	54.6%	FOLLOW NEWS & EVENTS	63.3%
LISTEN TO MUSIC	53.4%	FOLLOW NEWS & EVENTS	48.2%	FOLLOW NEWS & EVENTS	51.4%	WATCH VIDEOS & SHOWS	51.1%	WATCH VIDEOS & SHOWS	48.4%	LEARN HOW TO DO THINGS	57.0%
EDUCATION & STUDY	51.3%	FIND NEW IDEAS	46.9%	LEARN HOW TO DO THINGS	47.3%	LEARN HOW TO DO THINGS	48.3%	LEARN HOW TO DO THINGS	48.1%	RESEARCH BRANDS	52.1%
LEARN HOW TO DO THINGS	51.2%	LEARN HOW TO DO THINGS	46.6%	FIND NEW IDEAS	45.7%	RESEARCH BRANDS	44.6%	RESEARCH BRANDS	44.0%	RESEARCH PLACES & TRAVEL	49.4%
FIND NEW IDEAS	50.8%	LISTEN TO MUSIC	46.6%	LISTEN TO MUSIC	43.2%	FIND NEW IDEAS	44.2%	FILL SPARE TIME & BROWSING	43.7%	RESEARCH HEALTH	43.6%
FOLLOW NEWS & EVENTS	47.8%	FILL SPARE TIME & BROWSING	43.2%	RESEARCH BRANDS	42.8%	FILL SPARE TIME & BROWSING	43.0%	FIND NEW IDEAS	39.5%	FILL SPARE TIME & BROWSING	42.4%
FILL SPARE TIME & BROWSING	47.7%	RESEARCH BRANDS	41.7%	FILL SPARE TIME & BROWSING	42.6%	LISTEN TO MUSIC	42.7%	LISTEN TO MUSIC	39.3%	MANAGE FINANCES	40.0%
GAMING	41.8%	EDUCATION & STUDY	36.8%	RESEARCH PLACES & TRAVEL	37.1%	RESEARCH PLACES & TRAVEL	38.3%	RESEARCH PLACES & TRAVEL	38.7%	WATCH VIDEOS & SHOWS	38.6%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

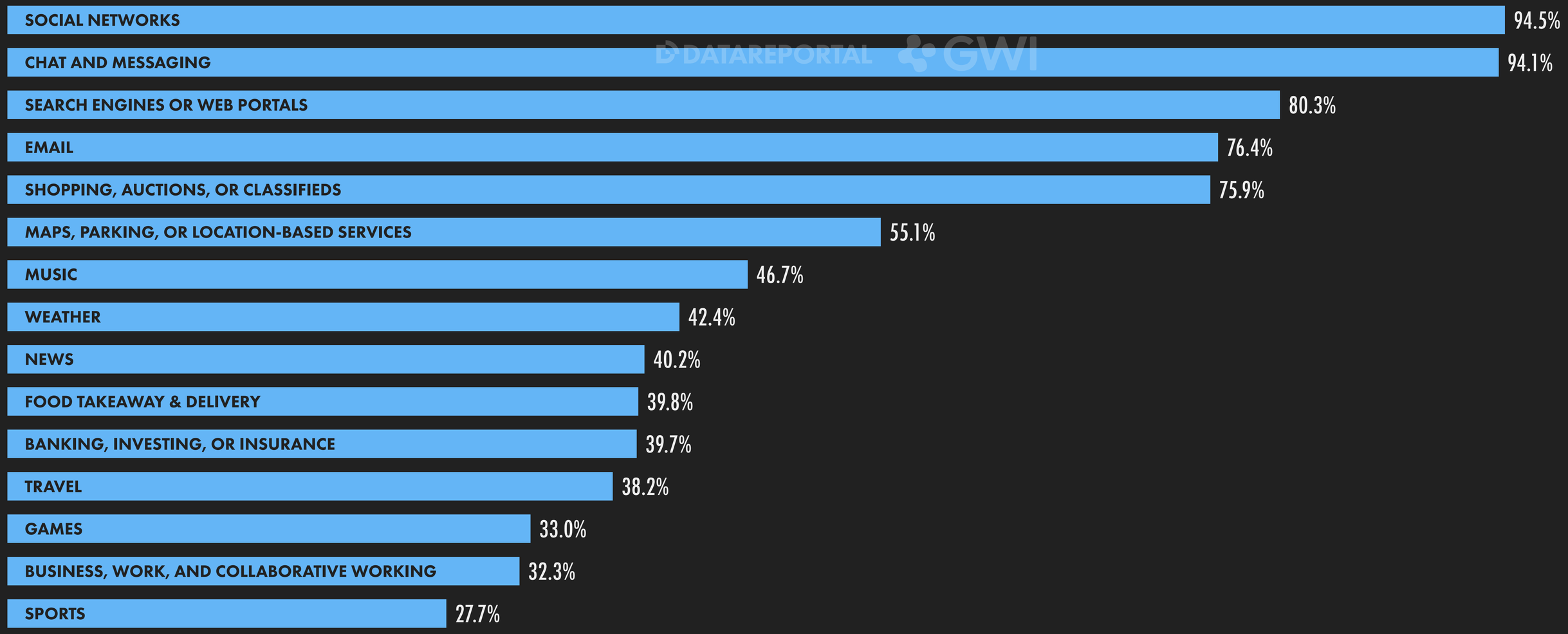
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TOP TYPES OF WEBSITES VISITED AND APPS USED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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TOP TYPES OF WEBSITES VISITED AND APPS USED

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



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL NETWORKS	97.7%	SOCIAL NETWORKS	97.1%	SOCIAL NETWORKS	95.6%	SOCIAL NETWORKS	93.8%	CHAT & MESSAGING	91.7%	SEARCH ENGINES & PORTALS	85.7%
CHAT & MESSAGING	96.7%	CHAT & MESSAGING	96.2%	CHAT & MESSAGING	95.0%	CHAT & MESSAGING	93.5%	SOCIAL NETWORKS	90.4%	EMAIL	85.0%
SEARCH ENGINES & PORTALS	82.0%	SEARCH ENGINES & PORTALS	81.2%	SEARCH ENGINES & PORTALS	78.9%	SEARCH ENGINES & PORTALS	79.1%	SEARCH ENGINES & PORTALS	77.7%	CHAT & MESSAGING	78.2%
EMAIL	78.9%	EMAIL	77.1%	SHOPPING	78.5%	SHOPPING	76.6%	SHOPPING	72.7%	SOCIAL NETWORKS	77.0%
SHOPPING	75.6%	SHOPPING	76.0%	EMAIL	75.2%	EMAIL	75.4%	EMAIL	71.3%	SHOPPING	72.1%
MAPS, PARKING & LOCATION	58.1%	MAPS, PARKING & LOCATION	55.2%	MAPS, PARKING & LOCATION	54.9%	MAPS, PARKING & LOCATION	53.6%	MAPS, PARKING & LOCATION	51.8%	WEATHER	67.5%
MUSIC	55.8%	MUSIC	50.6%	MUSIC	46.2%	NEWS	46.0%	NEWS	49.9%	MAPS, PARKING & LOCATION	55.3%
GAMES	45.7%	FOOD TAKEAWAY & DELIVERY	46.2%	FOOD TAKEAWAY & DELIVERY	43.0%	WEATHER	44.5%	WEATHER	49.4%	NEWS	53.9%
FOOD TAKEAWAY & DELIVERY	44.0%	BANKING & FINANCE	42.0%	NEWS	41.3%	MUSIC	43.5%	MUSIC	38.4%	BANKING & FINANCE	43.0%
BANKING & FINANCE	38.3%	TRAVEL	40.2%	TRAVEL	41.1%	TRAVEL	40.1%	BANKING & FINANCE	38.3%	TRAVEL	31.9%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS RANKED BY AVERAGE MONTHLY ACTIVE USERS IN AUGUST 2026



GLOBAL OVERVIEW

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

#	MOBILE APP	COMPANY
11	MESSENGER	META
12	GOOGLE PHOTOS	ALPHABET
13	GOOGLE MESSAGES	ALPHABET
14	CHATGPT	OPENAI
15	TELEGRAM	TELEGRAM
16	SPOTIFY	SPOTIFY AB
17	GOOGLE DRIVE	ALPHABET
18	SAMSUNG ONE UI HOME	SAMSUNG
19	PINTEREST	PINTEREST
20	SNAPCHAT	SNAP

similarweb

similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON SUM OF MONTHLY ACTIVE USERS ACROSS EQUIVALENT APPS IN THE GOOGLE PLAY AND IOS APP STORES. WHERE APPLICABLE, RANKINGS REFLECT AGGREGATED USE ACROSS MULTIPLE PLATFORM APPS (E.G. "FACEBOOK" AND "FACEBOOK LITE"). DOES NOT INCLUDE MOBILE GAMES, WHICH ARE RANKED ELSEWHERE IN THIS REPORT. **ADVISORY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR USER ACCOUNTS. WHERE APPLICABLE, SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

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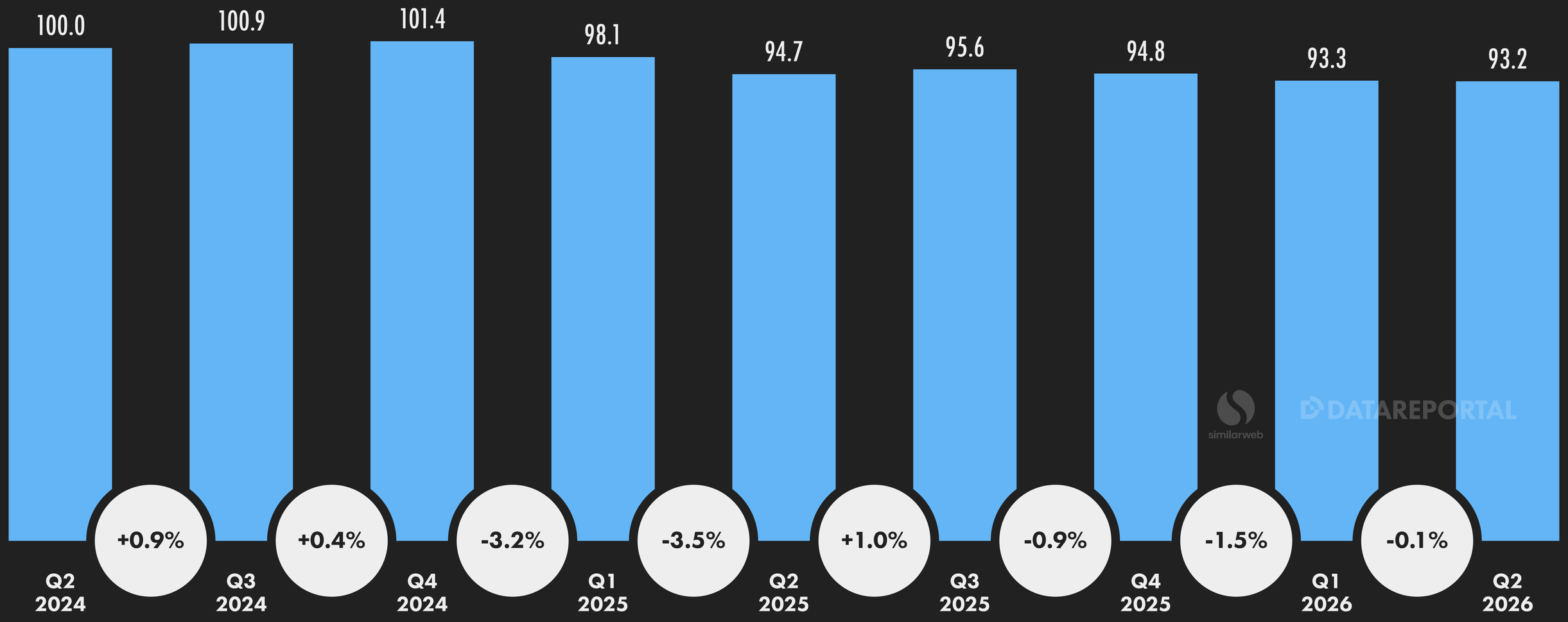
WORLD WIDE WEB

OCT 2026

INDEXED WEB TRAFFIC VOLUME

TOTAL VISITS TO THE TOP 10,000 WEBSITES, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES COMPARE THE AVERAGE TOTAL, CUMULATIVE WORLDWIDE MONTHLY VISITS TO THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD WITH THE AVERAGE TOTAL, CUMULATIVE WORLDWIDE MONTHLY VISITS TO THE 10,000 MOST VISITED WEB DOMAINS IN THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

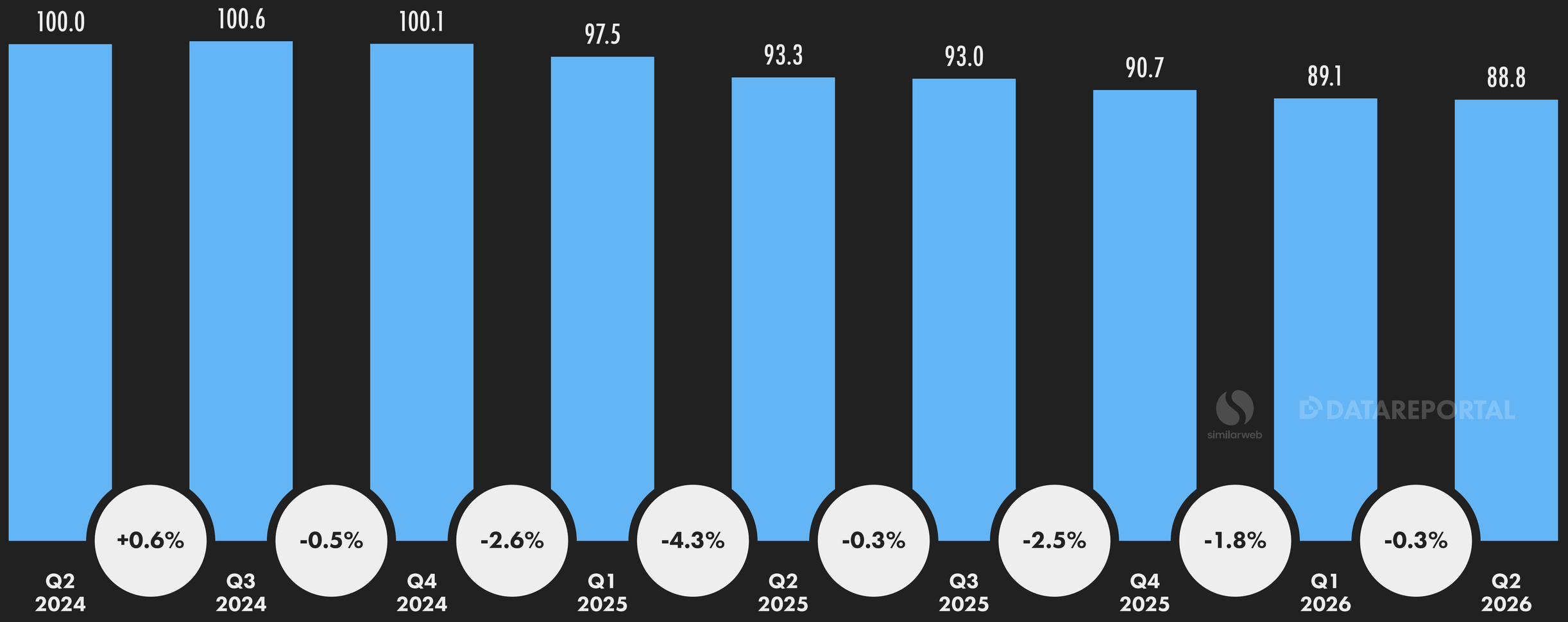
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OCT 2026

INDEXED TIME SPENT ON WEBSITES

TOTAL TIME SPENT ON THE TOP 10,000 WEBSITES, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES COMPARE THE AVERAGE TOTAL, CUMULATIVE WORLDWIDE MONTHLY TIME SPENT VISITING THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD WITH THE AVERAGE TOTAL, CUMULATIVE WORLDWIDE MONTHLY TIME SPENT VISITING THE 10,000 MOST VISITED WEB DOMAINS IN THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD. CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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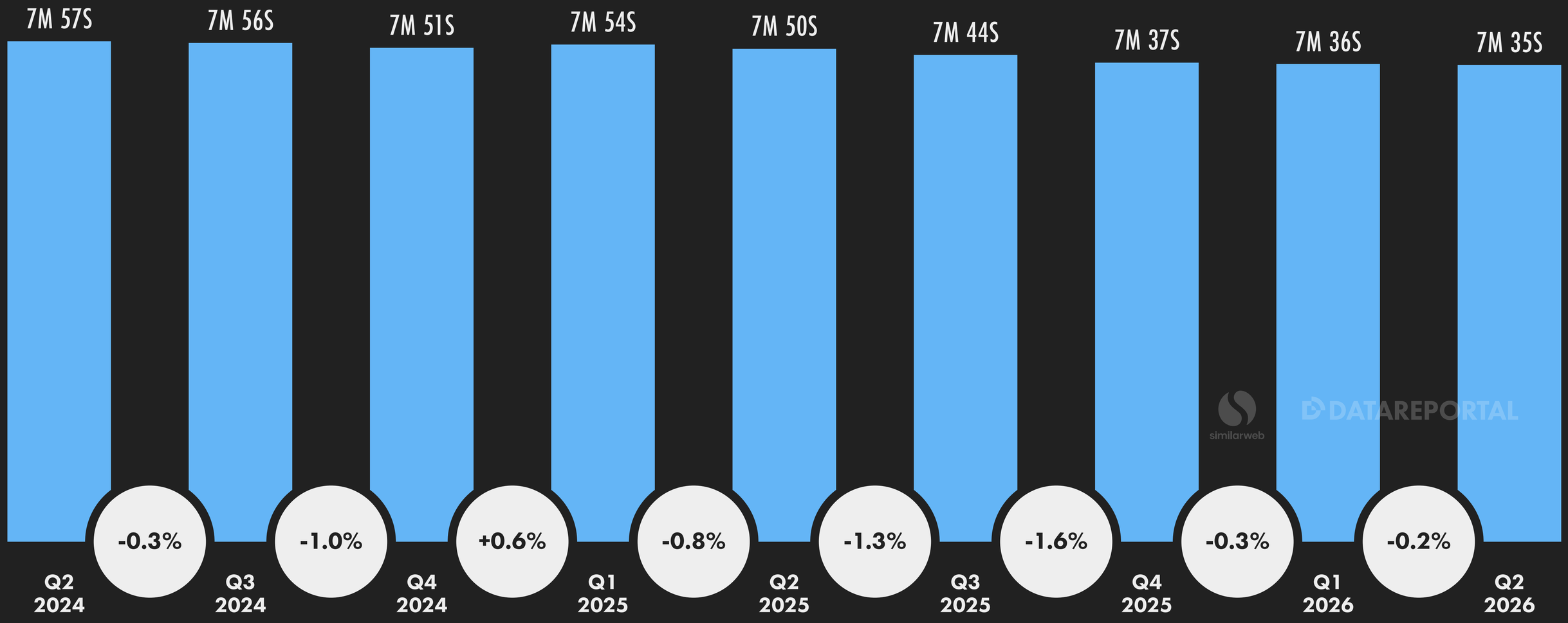
OCT 2026

AVERAGE DURATION OF EACH WEB VISIT

AVERAGE DURATION OF VISITS TO THE TOP 10,000 WEBSITES



GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE AVERAGE DURATION OF EACH VISIT TO ANY OF THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

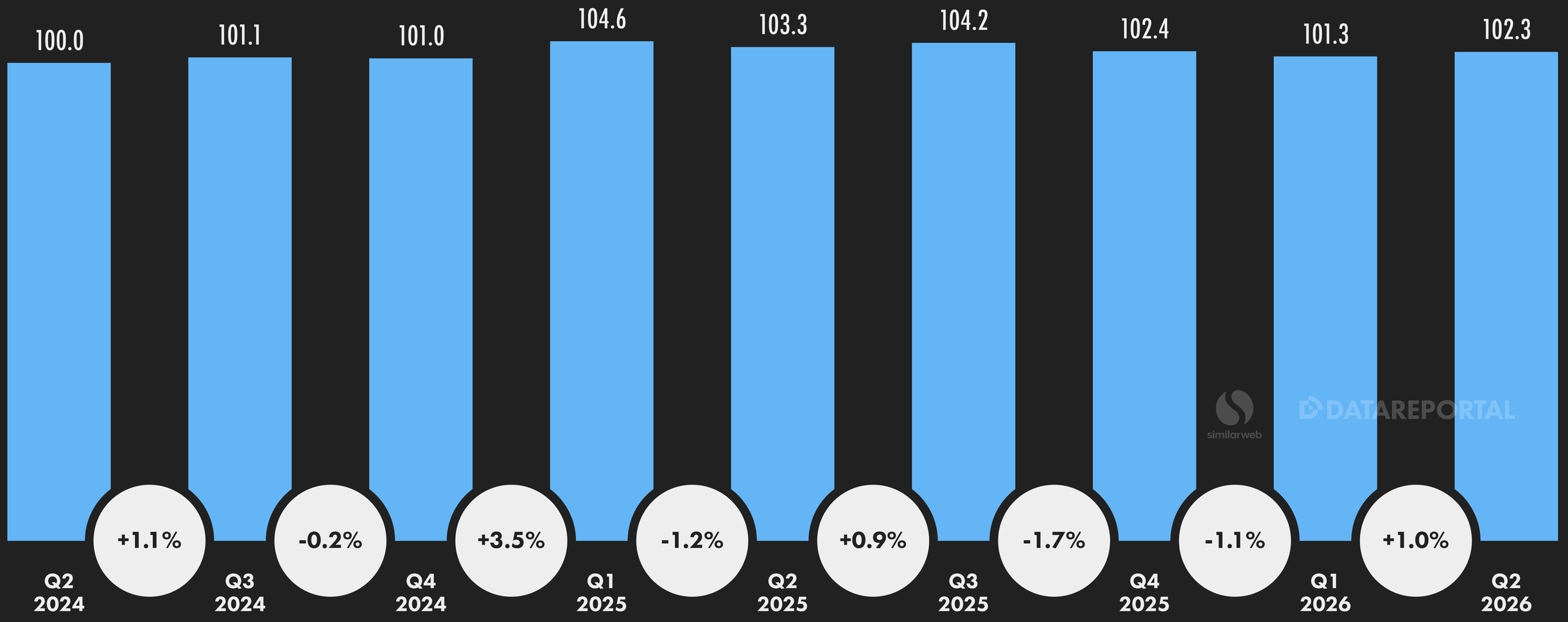
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INDEXED WEB PAGES VIEWED

TOTAL PAGES VIEWED ACROSS THE TOP 10,000 WEBSITES, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES COMPARE THE TOTAL NUMBER OF WEB PAGES VIEWED ACROSS ALL OF THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD WITH THE TOTAL NUMBER OF WEB PAGES VIEWED ACROSS ALL OF THE 10,000 MOST VISITED WEB DOMAINS IN THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

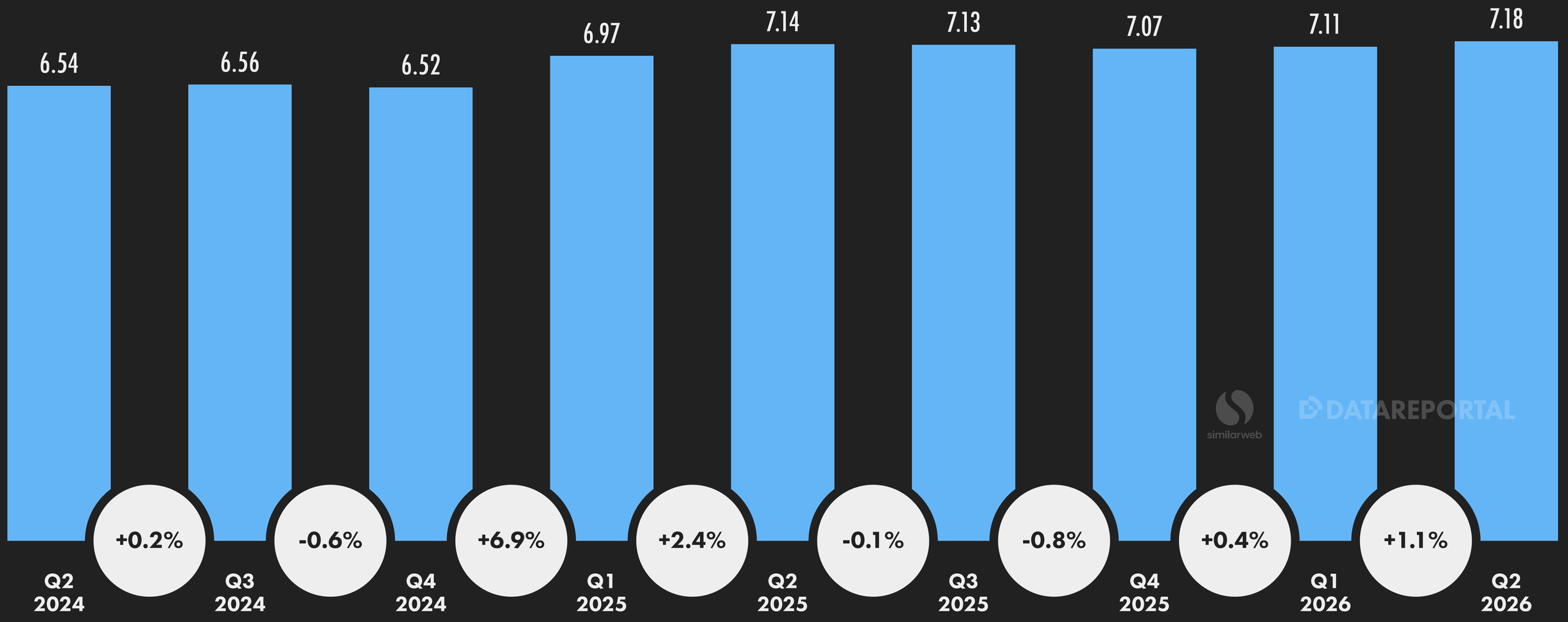
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AVERAGE WEB PAGES VIEWED PER VISIT

AVERAGE PAGES VIEWED PER VISIT TO THE TOP 10,000 WEBSITES

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF PAGES VIEWED PER VISIT TO ANY OF THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

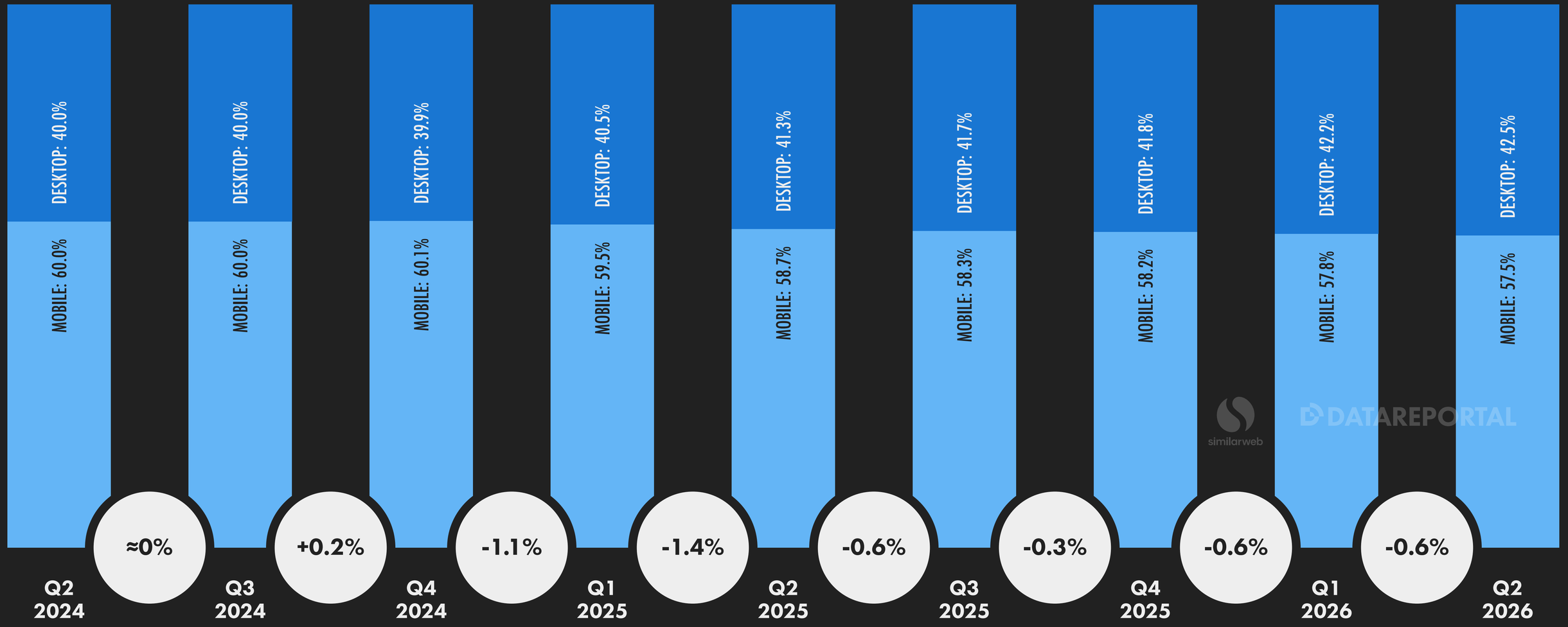
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SHARE OF WEB VISITS BY USER DEVICE

EACH DEVICE'S SHARE OF TOTAL VISITS TO THE TOP 10,000 WEBSITES

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT EACH DEVICE'S SHARE OF TOTAL GLOBAL VISITS TO THE 10,000 MOST VISITED WEB DOMAINS IN EACH PERIOD. VALUES IN THE WHITE CIRCLES REPRESENT THE RELATIVE CHANGE IN MOBILE'S SHARE OF WEB TRAFFIC (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD. VALUES SHOWN HERE MAY NOT CORRELATE WITH SIMILAR CHARTS SHOWN LATER IN THIS REPORT THAT USE STATCOUNTER DATA, WHICH PROFILE A DIFFERENT SELECTION OF USER DEVICES, ANALYSE ACTIVITY BY PAGE VIEWS RATHER THAN BY SITE VISITS, AND REFERENCE A MEANINGFULLY DIFFERENT SELECTION OF WEBSITES COMPARED WITH THE DATASET USED ON THIS CHART..

OCT 2026

SHARE OF WEB TRAFFIC BY DEVICE

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



GLOBAL OVERVIEW

MOBILE PHONES



52.59%

YEAR-ON-YEAR CHANGE

-9.9%

-575 BPS

LAPTOP AND DESKTOP COMPUTERS



45.88%

YEAR-ON-YEAR CHANGE

+14.5%

+582 BPS

TABLET DEVICES



1.50%

YEAR-ON-YEAR CHANGE

-4.5%

-7 BPS

OTHER DEVICES



0.04%

YEAR-ON-YEAR CHANGE

+33.3%

+1 BP

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN JUL 2026. 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 VALUE REFERENCES GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO. **COMPARABILITY:** DEVICE SHARE VALUES AND TRENDS MAY NOT CORRELATE WITH CHARTS REFERENCING TRAFFIC TO THE WORLD'S TOP 10,000 WEBSITES.

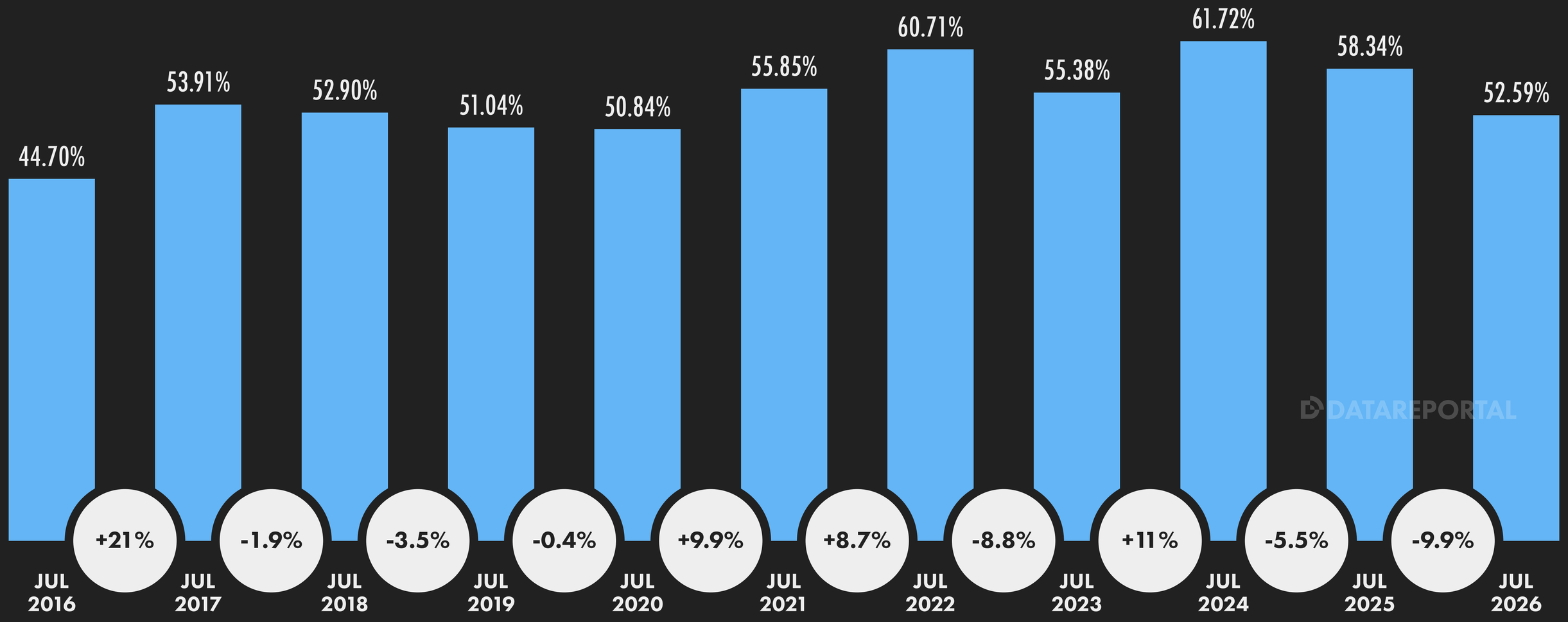
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

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

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** DEVICE SHARE VALUES AND TRENDS MAY NOT CORRELATE WITH CHARTS REFERENCING TRAFFIC TO THE WORLD'S TOP 10,000 WEBSITES.

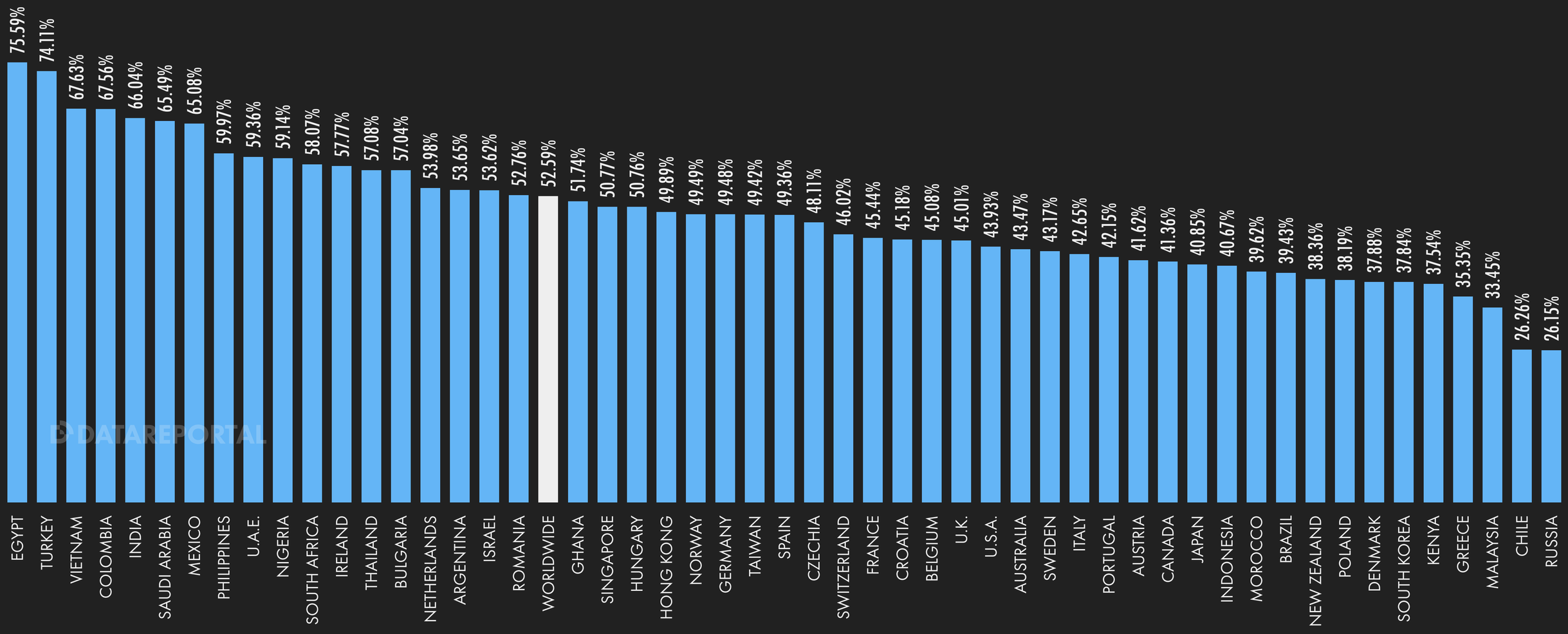
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MOBILE'S SHARE OF WEB TRAFFIC

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTE:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN JUL 2026. **COMPARABILITY:** DEVICE SHARE VALUES AND TRENDS MAY NOT CORRELATE WITH CHARTS REFERENCING TRAFFIC TO THE WORLD'S TOP 10,000 WEBSITES.

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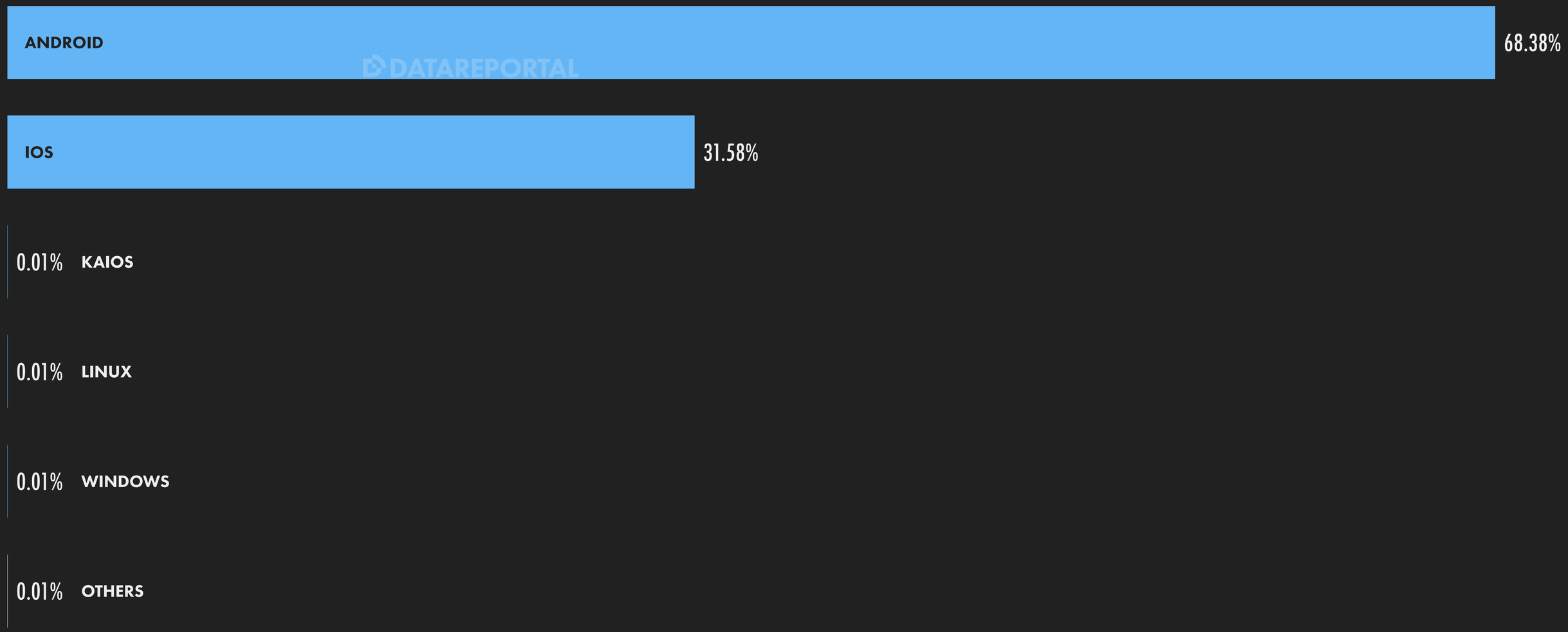
OCT 2026

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN JUL 2026



GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN JUL 2026. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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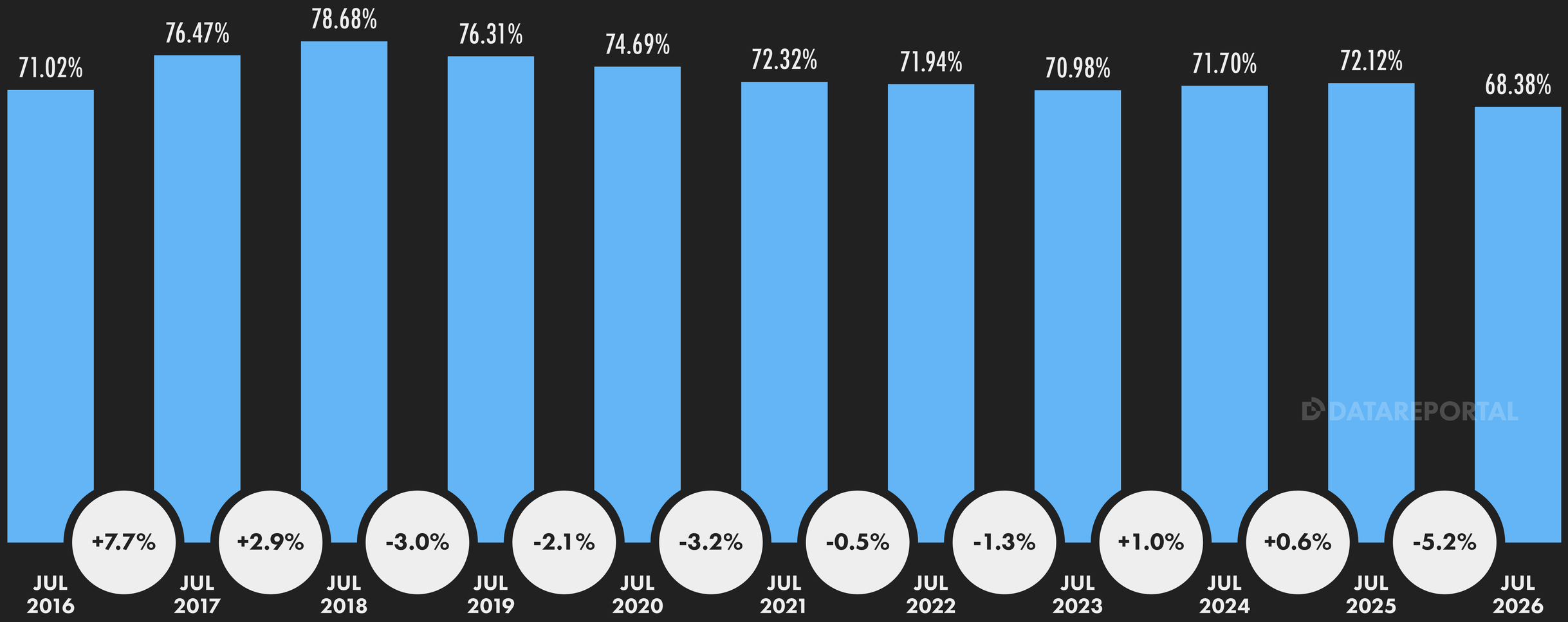
OCT 2026

ANDROID'S SHARE OF MOBILE WEB TRAFFIC (YOY)

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



GLOBAL OVERVIEW



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

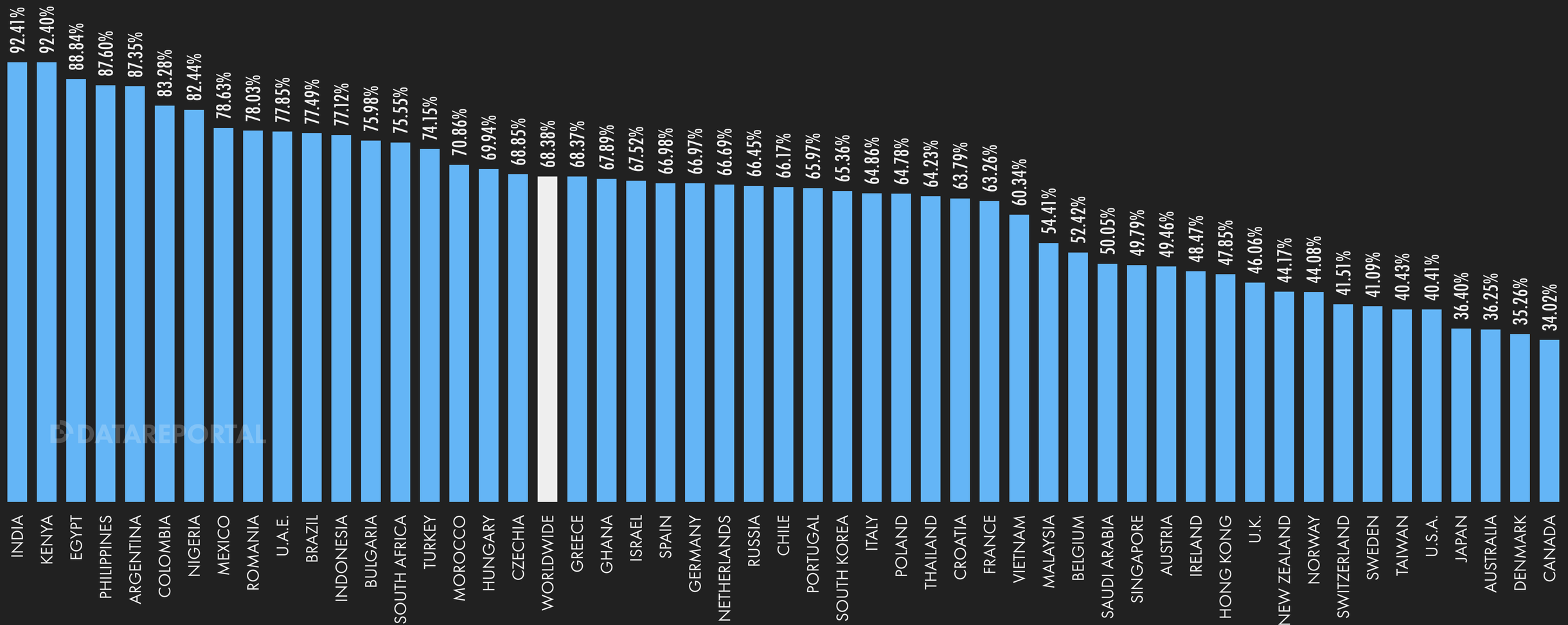
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ANDROID'S SHARE OF MOBILE WEB TRAFFIC

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANDROID PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES REQUESTED BY WEB BROWSERS RUNNING ON ANY MOBILE PHONE IN JUL 2026.

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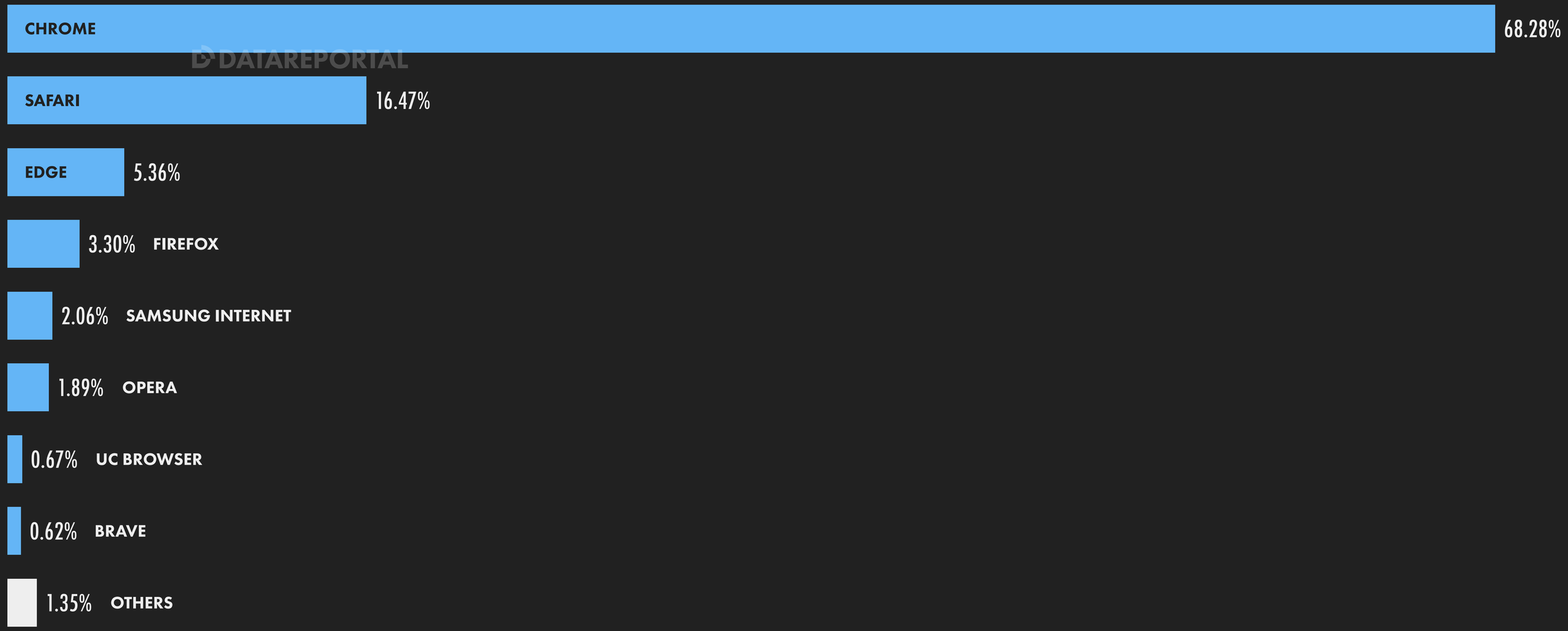
OCT 2026

SHARE OF WEB TRAFFIC BY BROWSER

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN JUL 2026. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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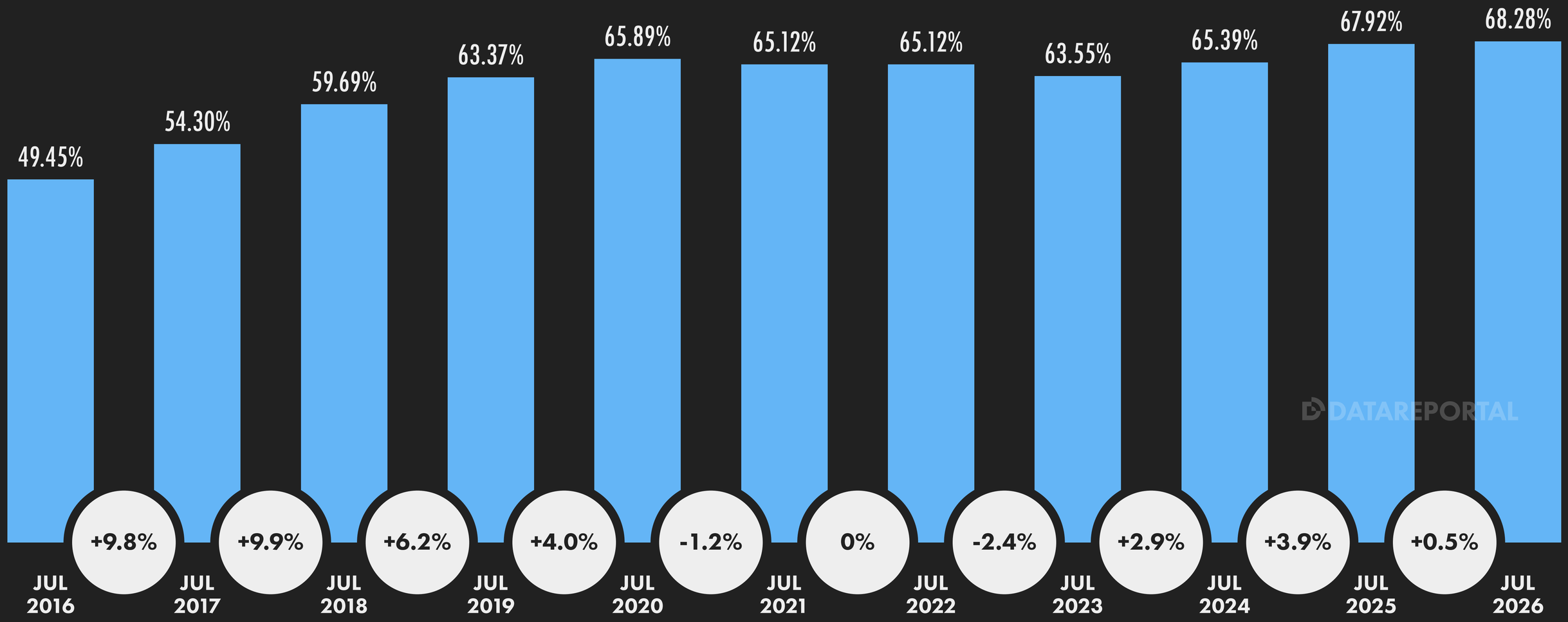
OCT 2026

GOOGLE CHROME'S SHARE OF WEB TRAFFIC (YOY)

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



GLOBAL OVERVIEW



DATAREPORTAL

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

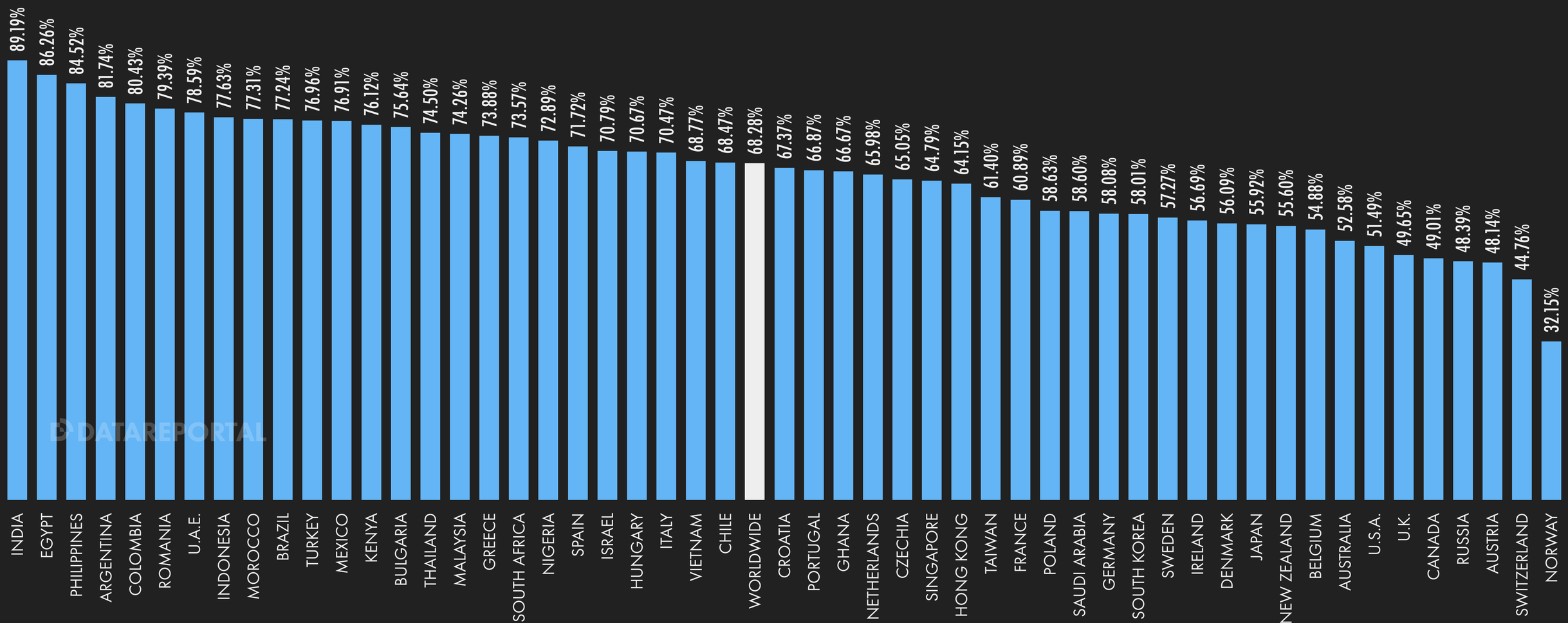
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OCT 2026

GOOGLE CHROME'S SHARE OF WEB TRAFFIC

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN JUL 2026.

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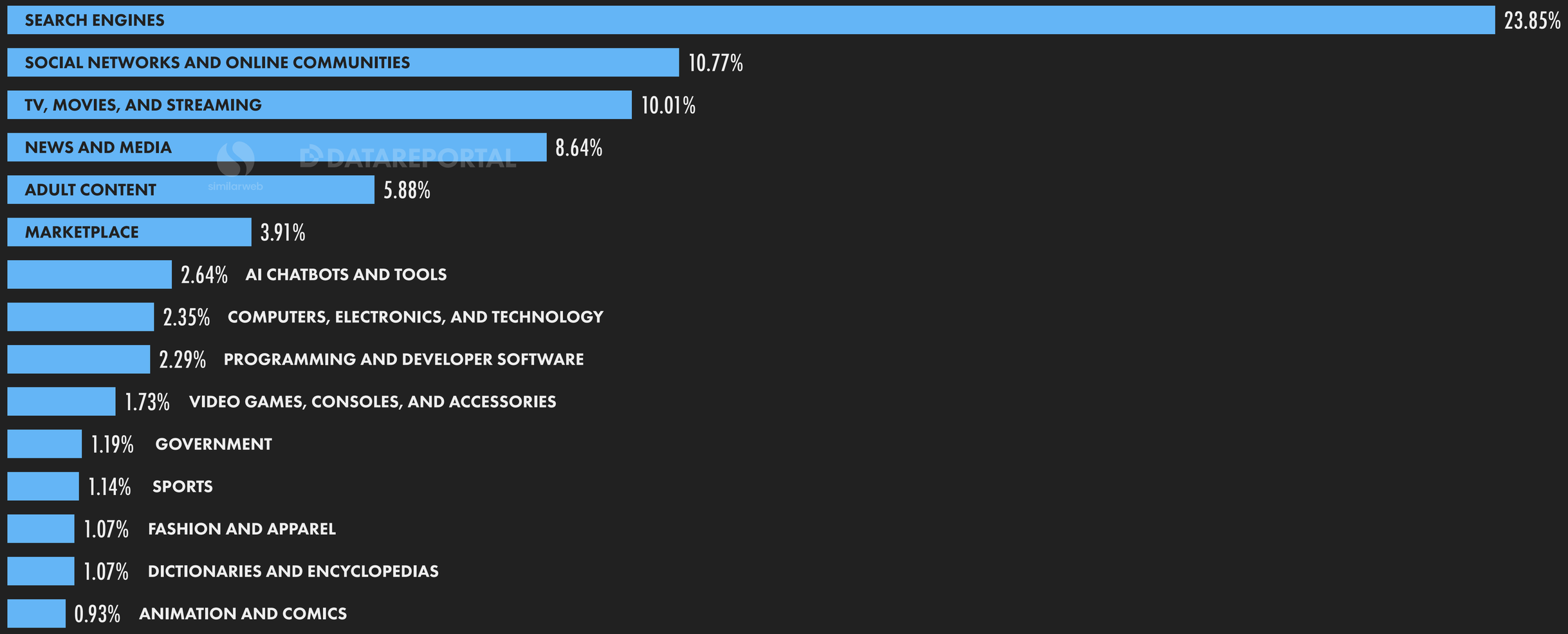
OCT 2026

SHARE OF WEB TRAFFIC BY WEBSITE CATEGORY

VISITS TO EACH TYPE OF WEBSITE AS A PERCENTAGE OF TOTAL VISITS TO THE WORLD'S TOP 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



DATAREPORTAL
similarweb

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON AVERAGE MONTHLY TRAFFIC BETWEEN 01 APRIL AND 30 JUNE 2026 **NOTES:** VALUES COMPARE THE AVERAGE TOTAL MONTHLY VISITS TO EACH CATEGORY OF WEBSITE WITH THE AVERAGE TOTAL MONTHLY VISITS ACROSS ALL OF THE WORLD'S TOP 10,000 MOST VISITED WEB DOMAINS BETWEEN 01 APRIL AND 30 JUNE 2026. CHART ONLY SHOWS THE HIGHEST RANKING CATEGORIES, SO VALUES MAY NOT SUM TO 100%. CATEGORY NAMES AND DOMAIN ALLOCATION PER SIMILARWEB'S METHODOLOGY.

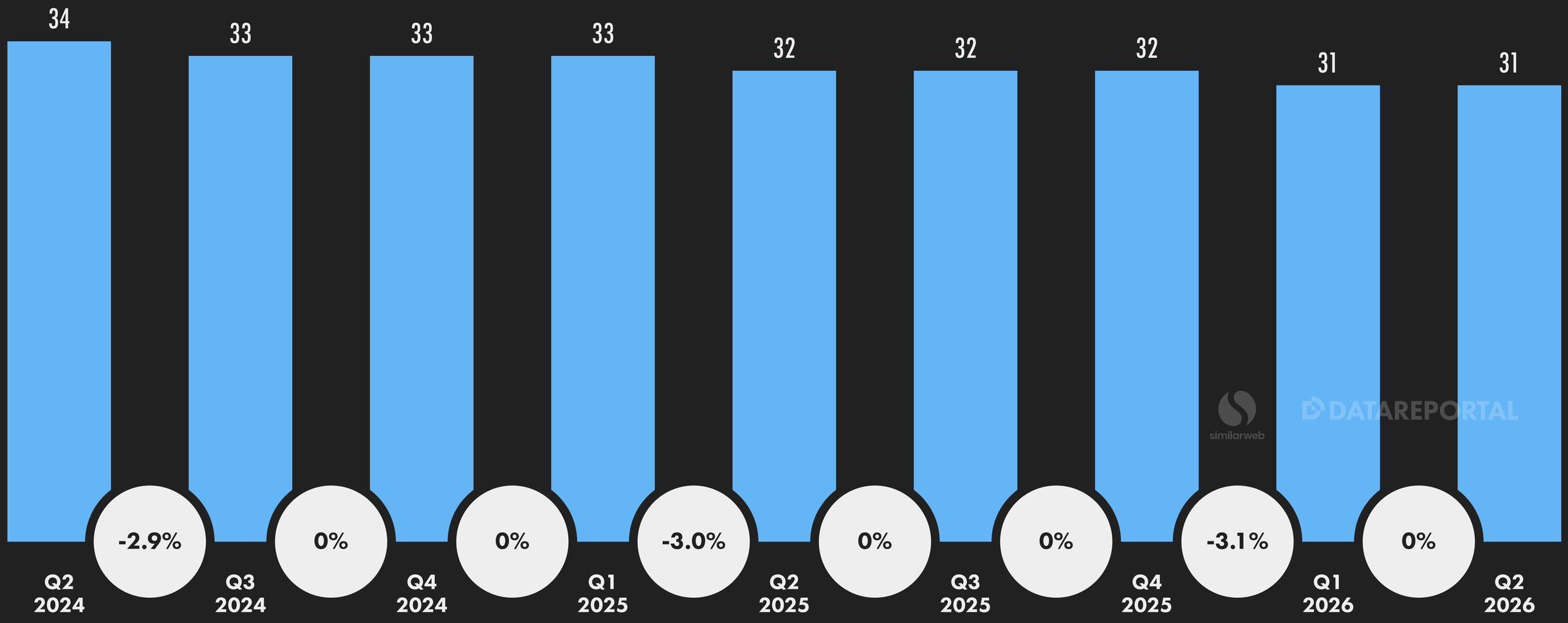
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OCT 2026

SITES WITH AT LEAST 1 BILLION MONTHLY VISITS

NUMBER OF WEBSITES THAT ATTRACTED AN AVERAGE OF 1 BILLION OR MORE MONTHLY VISITS IN EACH PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE NUMBER OF WEBSITES THAT ATTRACTED AT LEAST 1 BILLION AVERAGE MONTHLY VISITS DURING EACH PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

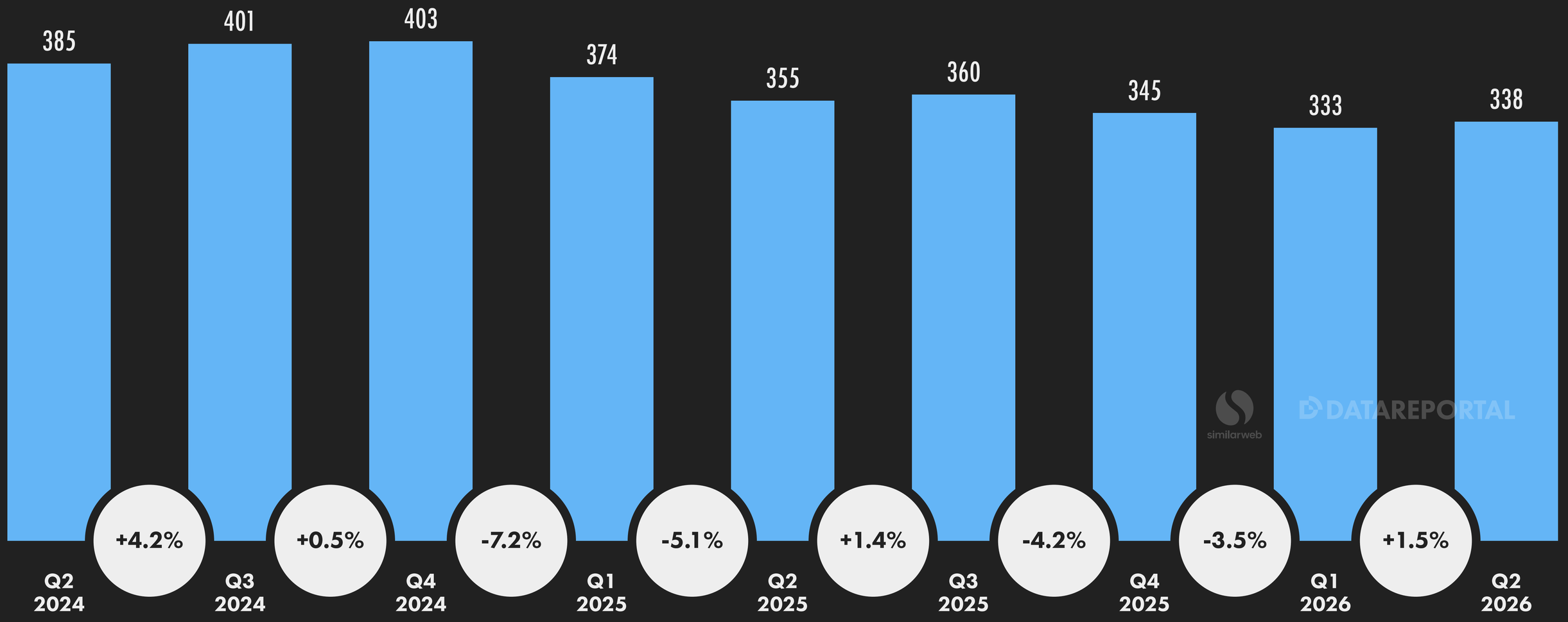
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OCT 2026

SITES WITH AT LEAST 100 MILLION MONTHLY VISITS

NUMBER OF WEBSITES THAT ATTRACTED AN AVERAGE OF 100 MILLION OR MORE MONTHLY VISITS IN EACH PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE NUMBER OF WEBSITES THAT ATTRACTED AT LEAST 100 MILLION AVERAGE MONTHLY VISITS DURING EACH PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

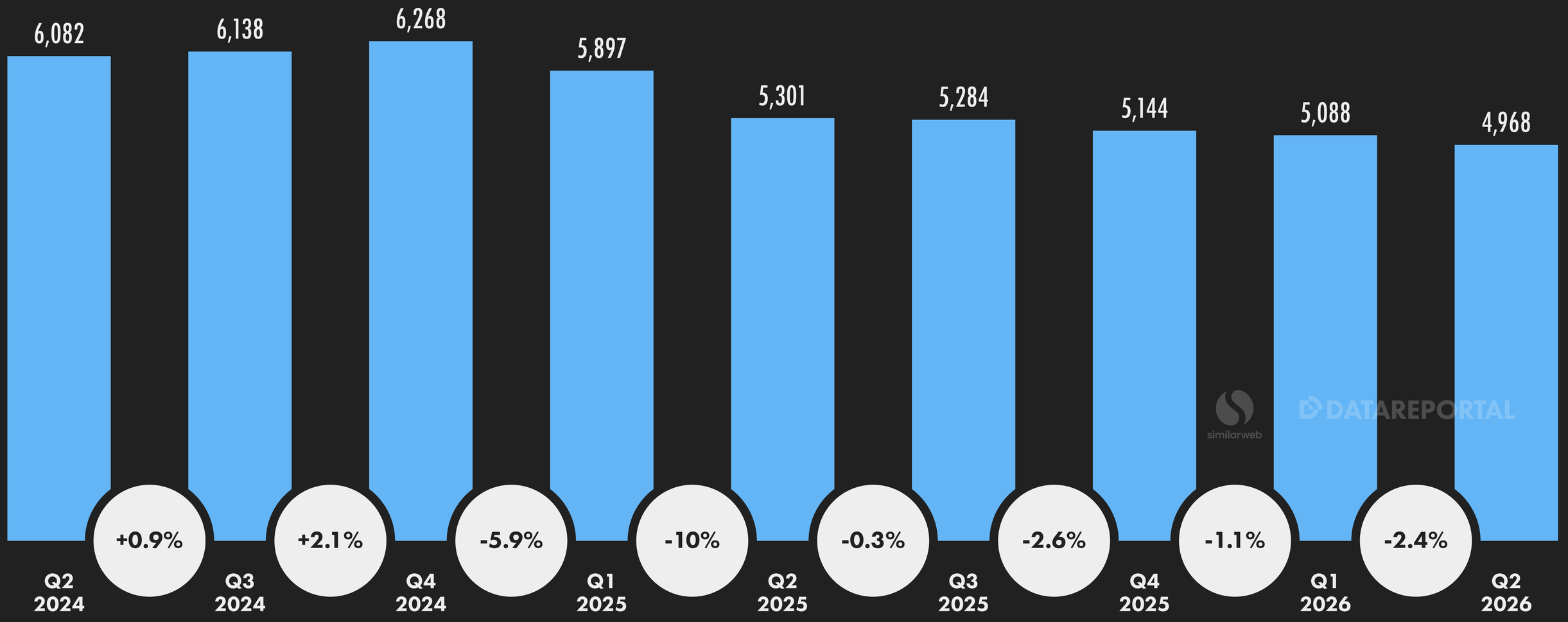
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SITES WITH AT LEAST 10 MILLION MONTHLY VISITS

NUMBER OF WEBSITES THAT ATTRACTED AN AVERAGE OF 10 MILLION OR MORE MONTHLY VISITS IN EACH PERIOD

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE NUMBER OF WEBSITES THAT ATTRACTED AT LEAST 10 MILLION AVERAGE MONTHLY VISITS DURING EACH PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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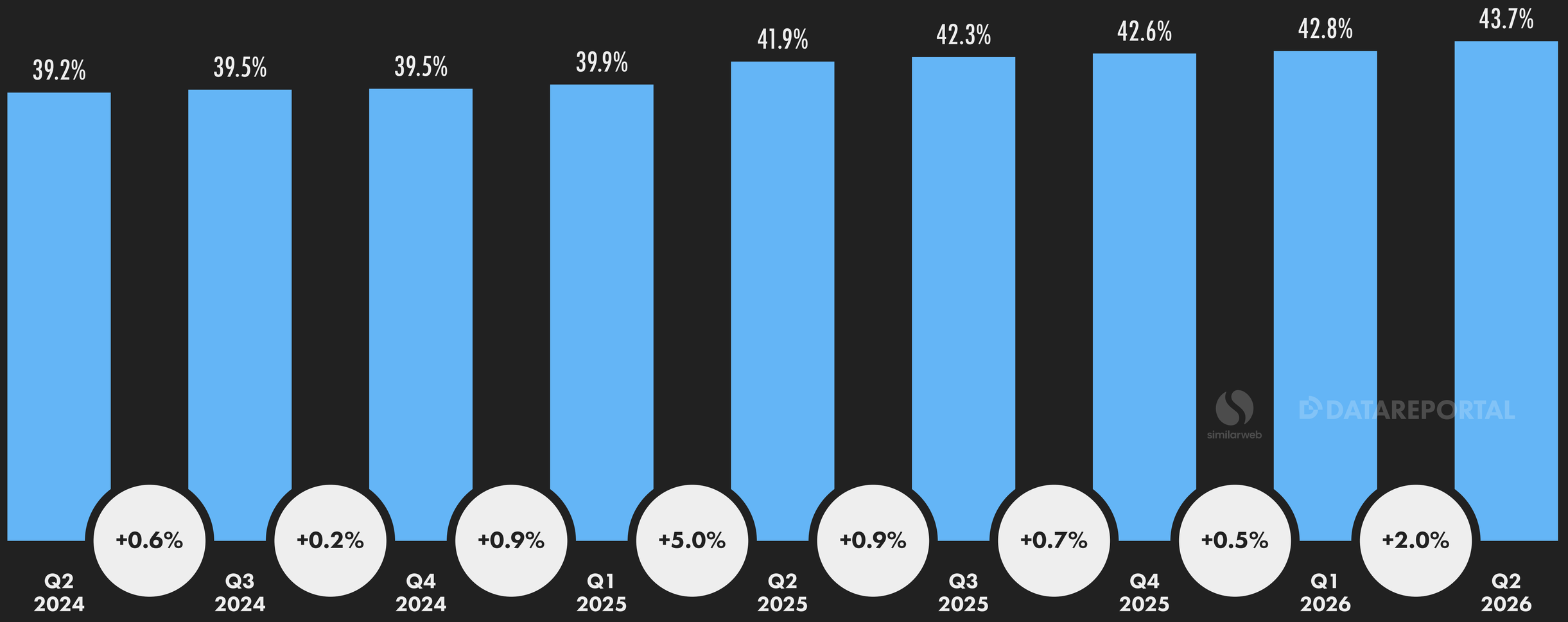
OCT 2026

TRAFFIC CONCENTRATION: TOP 20 DOMAINS

TOTAL VISITS TO THE TOP 20 MOST VISITED DOMAINS AS A PERCENTAGE OF TOTAL VISITS TO THE TOP 10,000 MOST VISITED DOMAINS



GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES COMPARE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO THE 20 MOST VISITED WEB DOMAINS WITH AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO THE 10,000 MOST VISITED WEB DOMAINS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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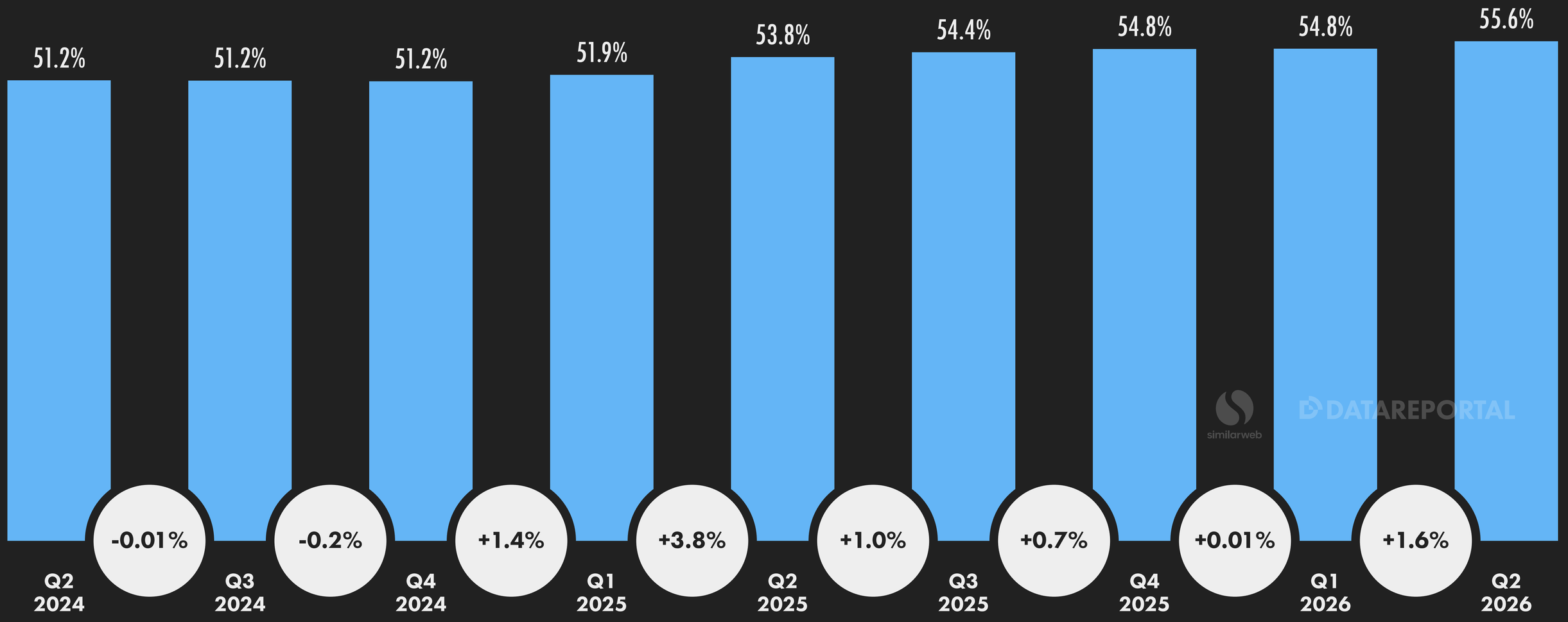
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TRAFFIC CONCENTRATION: TOP 100 DOMAINS

TOTAL VISITS TO THE TOP 100 MOST VISITED DOMAINS AS A PERCENTAGE OF TOTAL VISITS TO THE TOP 10,000 MOST VISITED DOMAINS



GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES COMPARE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO THE 100 MOST VISITED WEB DOMAINS WITH AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO THE 10,000 MOST VISITED WEB DOMAINS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

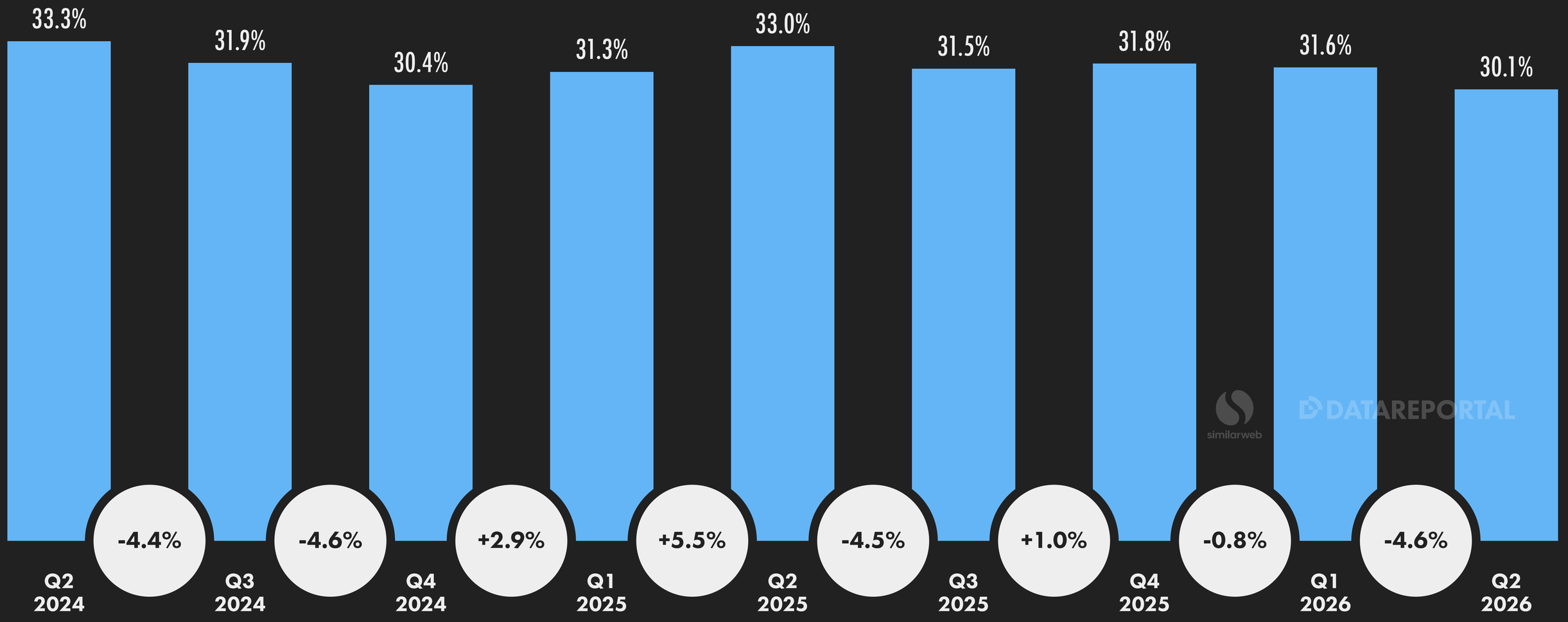
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SHARE OF TOP 10,000 SITES THAT USE ADSENSE

SITES THAT INCLUDE GOOGLE ADSENSE CODE TO DISPLAY THIRD-PARTY ADVERTISING, AS A PERCENTAGE OF THE TOP 10,000 WEBSITES

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES REPRESENT THE PERCENTAGE OF SITES IN THE TOP 10,000 WEBSITES IN EACH PERIOD THAT INCLUDED GOOGLE ADSENSE CODE ON AT LEAST ONE WEB PAGE. **ADVISORY:** SITES THAT INCLUDE GOOGLE ADSENSE CODE MAY NOT SHOW ADS ON ALL PAGES. ACTIVE GOOGLE ADSENSE UNITS MAY NOT ALWAYS SHOW ADS. ONLY INCLUDES WEBSITES THAT INCLUDE GOOGLE ADSENSE CODE; OTHER THIRD-PARTY ADVERTISING SOLUTIONS MAY BE AVAILABLE, AND MAY BE USED IN COMBINATION WITH GOOGLE'S OFFERINGS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

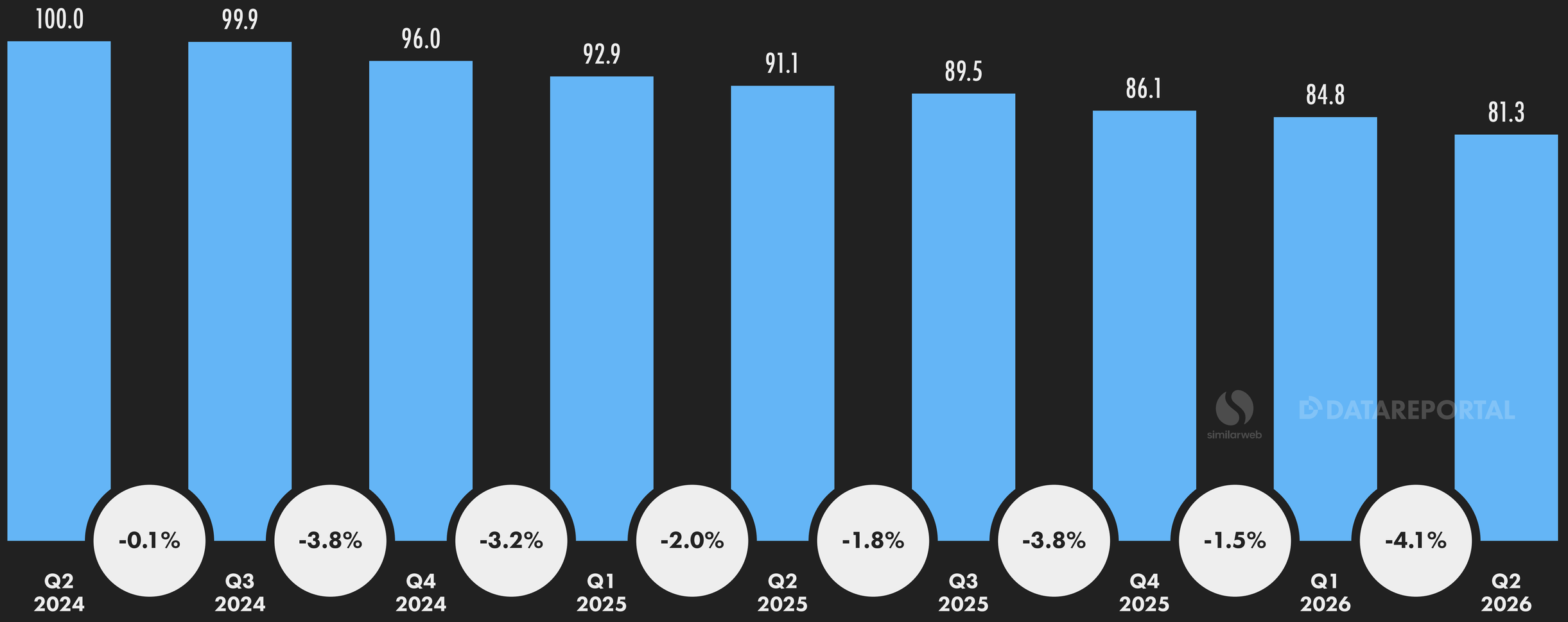
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INDEXED VISITS TO SITES THAT USE ADSENSE

TOTAL VISITS TO SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES COMPARE AVERAGE TOTAL MONTHLY VISITS IN EACH PERIOD TO SITES IN THE TOP 10,000 WEBSITES THAT INCLUDED GOOGLE ADSENSE CODE ON AT LEAST ONE WEB PAGE WITH AVERAGE TOTAL MONTHLY VISITS IN THE LEFTMOST PERIOD TO SITES IN THE TOP 10,000 WEBSITES THAT INCLUDED GOOGLE ADSENSE CODE ON AT LEAST ONE WEB PAGE. **ADVISORY:** SITES THAT INCLUDE GOOGLE ADSENSE CODE MAY NOT SHOW ADS ON ALL PAGES. ACTIVE GOOGLE ADSENSE UNITS MAY NOT ALWAYS SHOW ADS. ONLY INCLUDES WEBSITES THAT INCLUDE GOOGLE ADSENSE CODE; OTHER THIRD-PARTY ADVERTISING SOLUTIONS MAY BE AVAILABLE. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

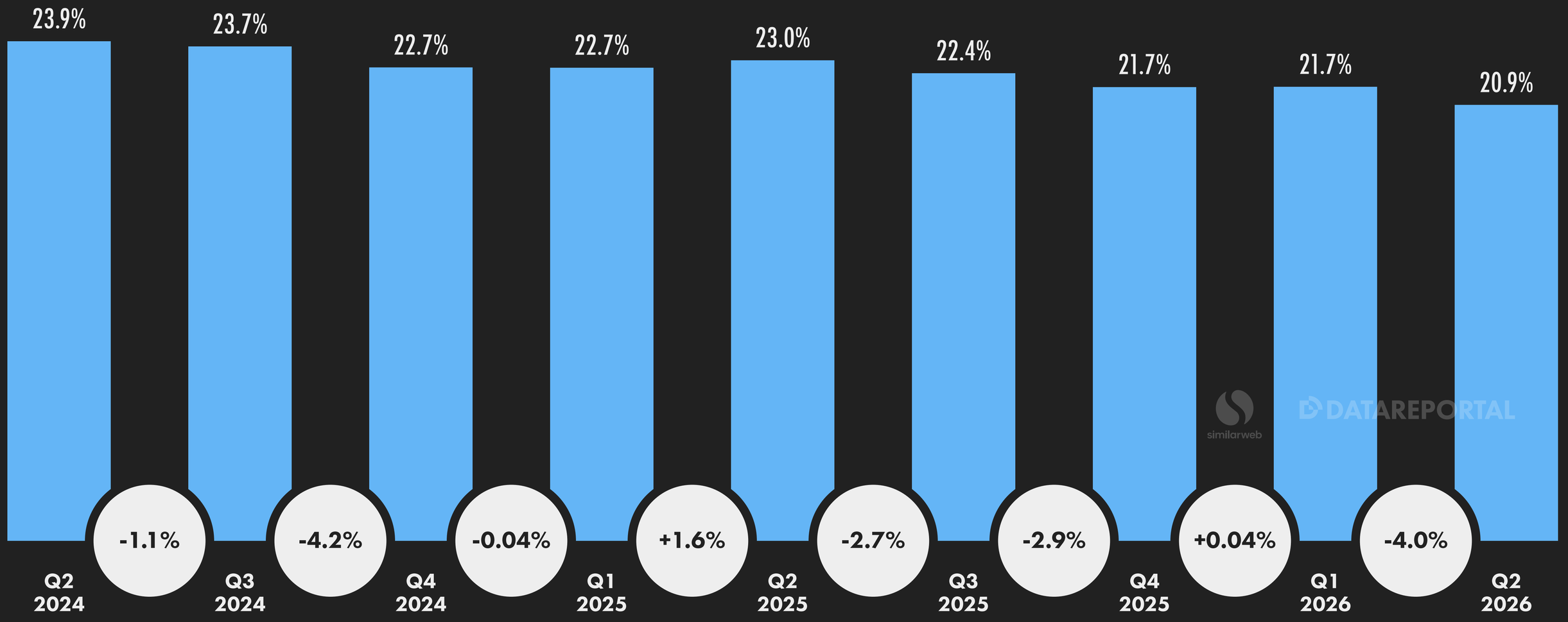
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SHARE OF TOTAL WEB VISITS: ADSENSE SITES

TOTAL VISITS TO SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE, AS A PERCENTAGE OF TOTAL VISITS TO ALL TOP 10,000 WEBSITES

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES COMPARE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO SITES IN THE TOP 10,000 WEBSITES THAT INCLUDED GOOGLE ADSENSE CODE ON AT LEAST ONE WEB PAGE WITH AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO ALL OF THE TOP 10,000 WEBSITES. **ADVISORY:** SITES THAT INCLUDE GOOGLE ADSENSE CODE MAY NOT SHOW ADS ON ALL PAGES. ACTIVE GOOGLE ADSENSE UNITS MAY NOT ALWAYS SHOW ADS. ONLY INCLUDES WEBSITES THAT INCLUDE GOOGLE ADSENSE CODE; OTHER THIRD-PARTY ADVERTISING SOLUTIONS MAY BE AVAILABLE. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	86.2 B	3.31 B	9M 59S	8.69
02	YOUTUBE.COM	29.8 B	1.78 B	19M 04S	11.91
03	FACEBOOK.COM	11.5 B	1.04 B	10M 20S	12.42
04	INSTAGRAM.COM	7.47 B	1.18 B	8M 33S	12.58
05	CHATGPT.COM	5.49 B	487 M	6M 29S	4.28
06	X.COM	4.55 B	475 M	12M 25S	14.4
07	REDDIT.COM	4.23 B	814 M	5M 45S	4.8
08	BING.COM	3.71 B	197 M	7M 16S	6.11
09	TIKTOK.COM	3.64 B	1.04 B	5M 20S	9.34
10	WHATSAPP.COM	3.64 B	560 M	9M 36S	3.58

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WIKIPEDIA.ORG	3.45 B	807 M	3M 15S	3.34
12	YAHOO.CO.JP	2.85 B	128 M	8M 39S	7.3
13	YAHOO.COM	2.73 B	360 M	6M 10S	4.95
14	AMAZON.COM	2.72 B	537 M	5M 58S	9.38
15	GEMINI.GOOGLE.COM	2.72 B	310 M	7M 00S	4.17
16	YANDEX.RU	2.70 B	172 M	7M 48S	8.29
17	LINKEDIN.COM	1.98 B	372 M	7M 07S	8.89
18	BAIDU.COM	1.78 B	116 M	4M 42S	8.57
19	NAVER.COM	1.60 B	54.8 M	12M 49S	11.65
20	NETFLIX.COM	1.57 B	251 M	6M 16S	4.21

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026. **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.

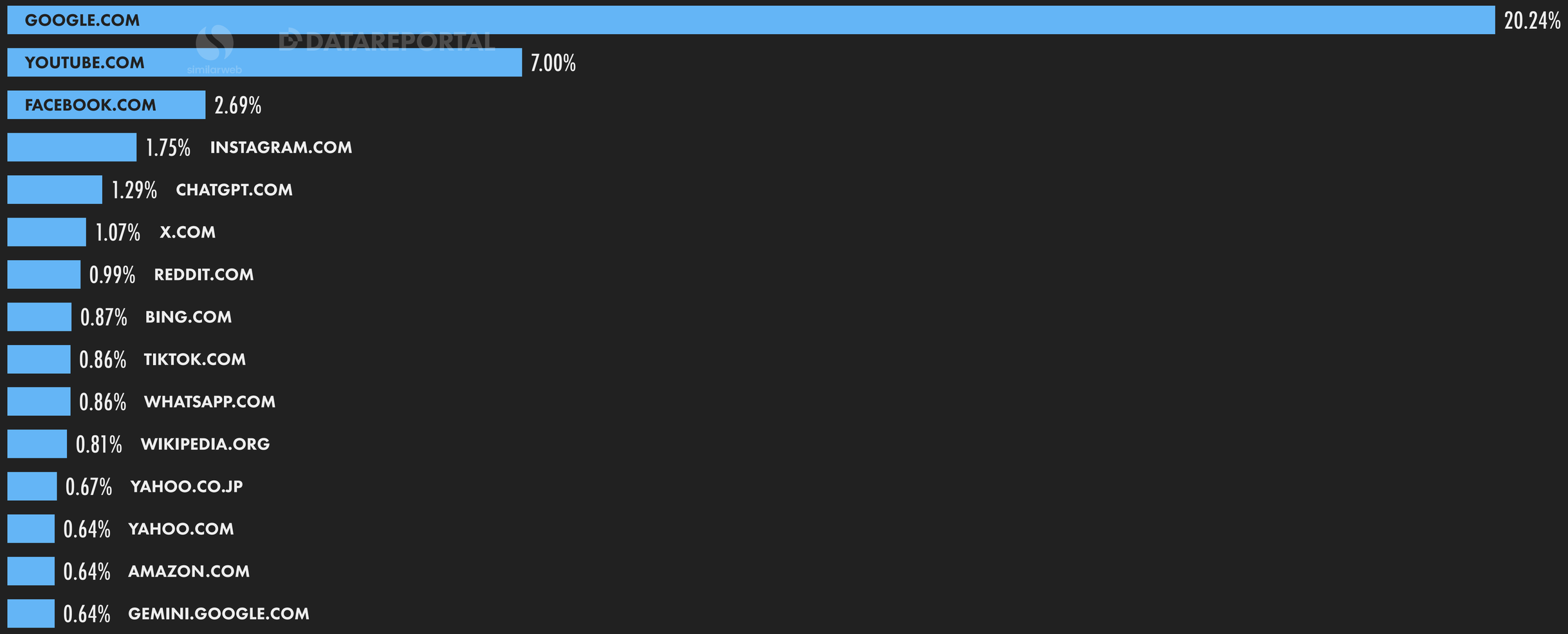
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SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026. **NOTES:** VALUES COMPARE THE TOTAL VISITS TO EACH DOMAIN WITH THE TOTAL VISITS ACROSS ALL OF THE WORLD'S TOP 10,000 MOST VISITED WEB DOMAINS BETWEEN 01 JUNE AND 31 AUGUST 2026. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2026



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	106 B	6.02 B	13M 17S	6.01
02	YOUTUBE.COM	54.9 B	3.02 B	24M 29S	9.29
03	FACEBOOK.COM	10.7 B	1.62 B	18M 02S	10.11
04	CHATGPT.COM	6.58 B	774 M	12M 16S	4.26
05	INSTAGRAM.COM	6.55 B	1.42 B	13M 37S	10.22
06	REDDIT.COM	5.25 B	1.16 B	12M 14S	3.76
07	WIKIPEDIA.ORG	4.06 B	1.02 B	9M 32S	3.41
08	X.COM	4.06 B	827 M	16M 04S	9.70
09	PORNHUB.COM	3.65 B	824 M	10M 07S	7.60
10	WHATSAPP.COM	3.33 B	513 M	27M 11S	4.21

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	TIKTOK.COM	2.60 B	835 M	12M 52S	9.44
12	XVIDEOS.COM	2.34 B	561 M	11M 55S	8.58
13	AMAZON.COM	2.33 B	566 M	11M 34S	7.02
14	YAHOO.COM	2.22 B	387 M	12M 28S	4.28
15	DUCKDUCKGO.COM	2.14 B	316 M	10M 50S	2.49
16	BING.COM	1.94 B	308 M	10M 28S	4.54
17	YAHOO.CO.JP	1.80 B	138 M	11M 34S	5.61
18	LINKEDIN.COM	1.68 B	427 M	10M 48S	7.24
19	WEATHER.COM	1.61 B	486 M	3M 27S	1.51
20	XHAMSTER.COM	1.60 B	446 M	14M 20S	8.33

SEMRUSH An Adobe Company

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN AUGUST 2026. **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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GOOGLE

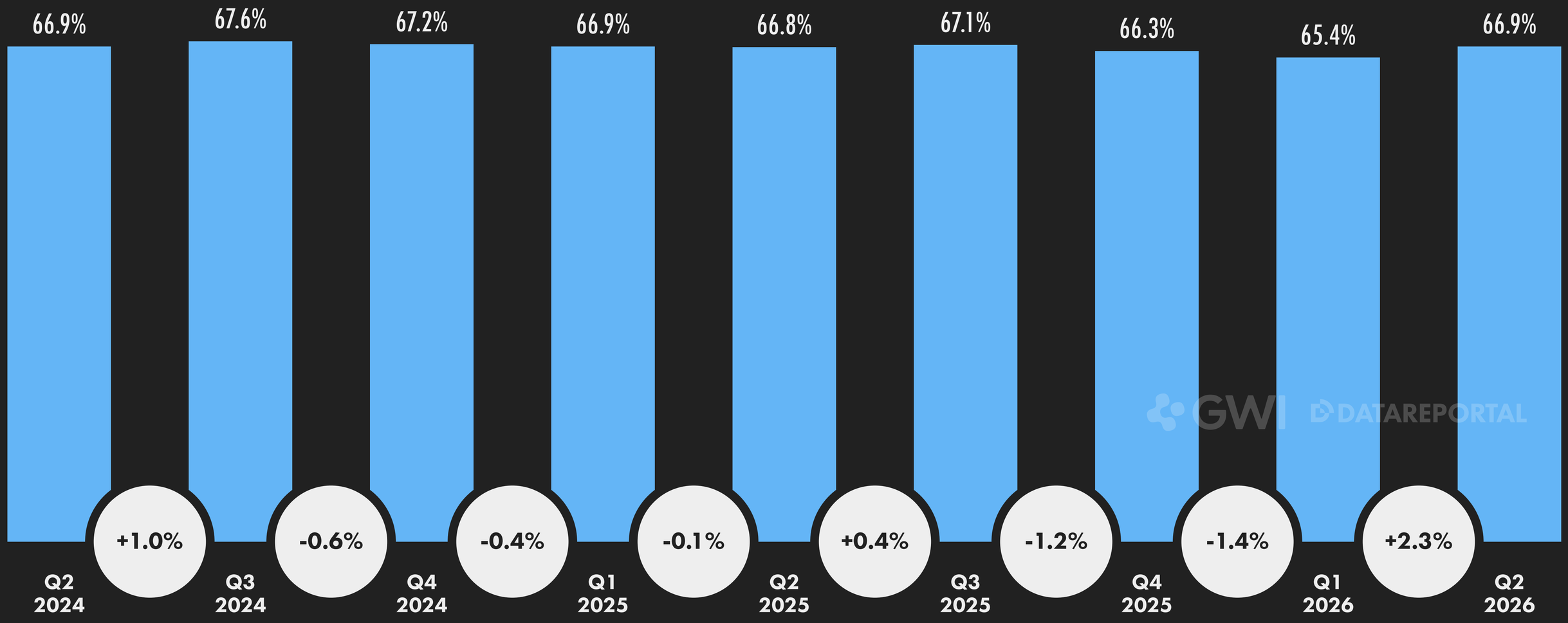
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GOOGLE USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE THE GOOGLE APP OR VISIT GOOGLE.COM EACH MONTH



GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

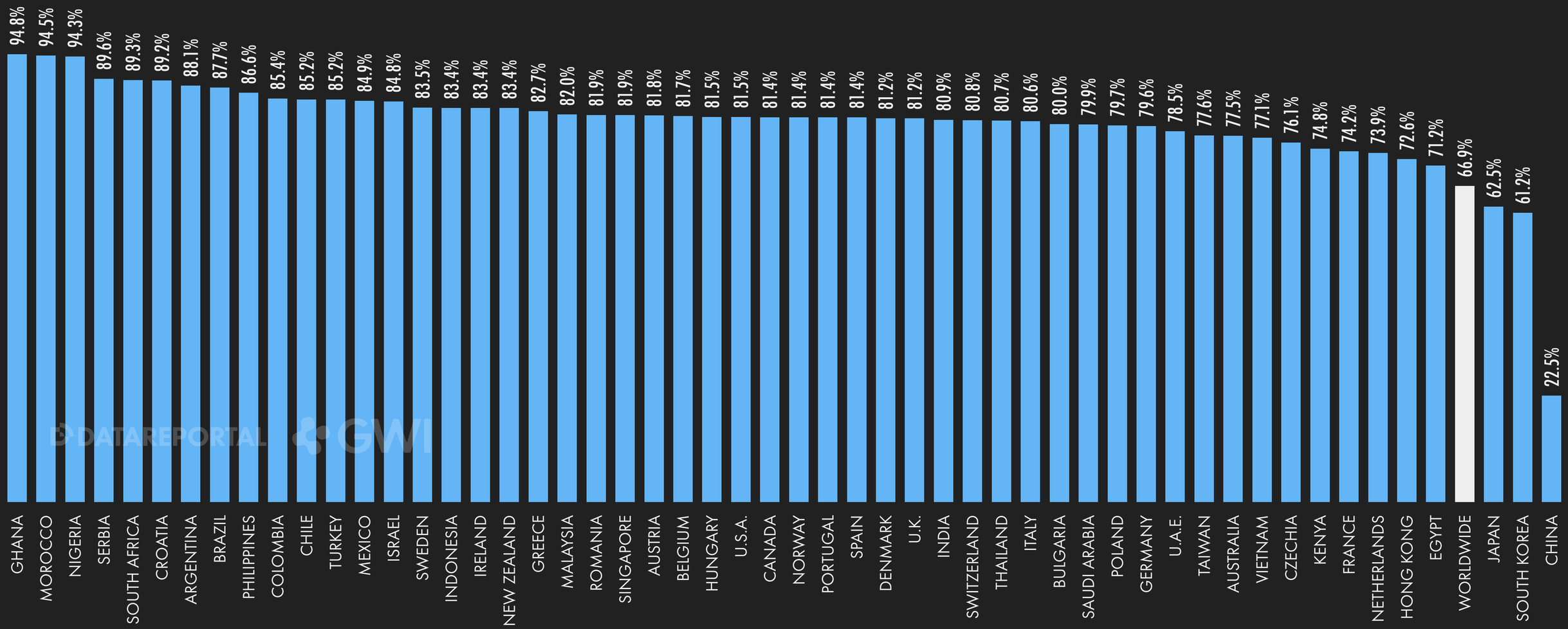
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GOOGLE USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE THE GOOGLE APP OR VISIT GOOGLE.COM EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

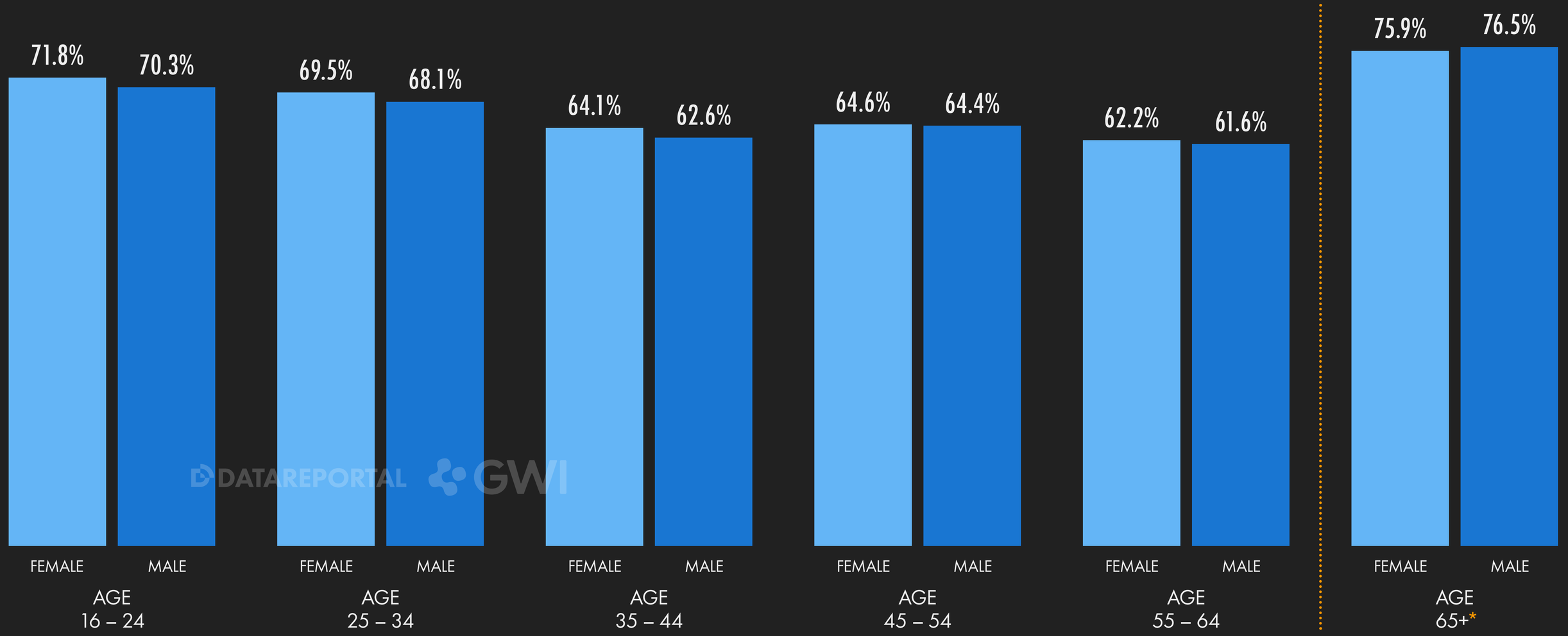
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GOOGLE USE

PERCENTAGE OF INTERNET USERS WHO USE THE GOOGLE APP OR VISIT GOOGLE.COM EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

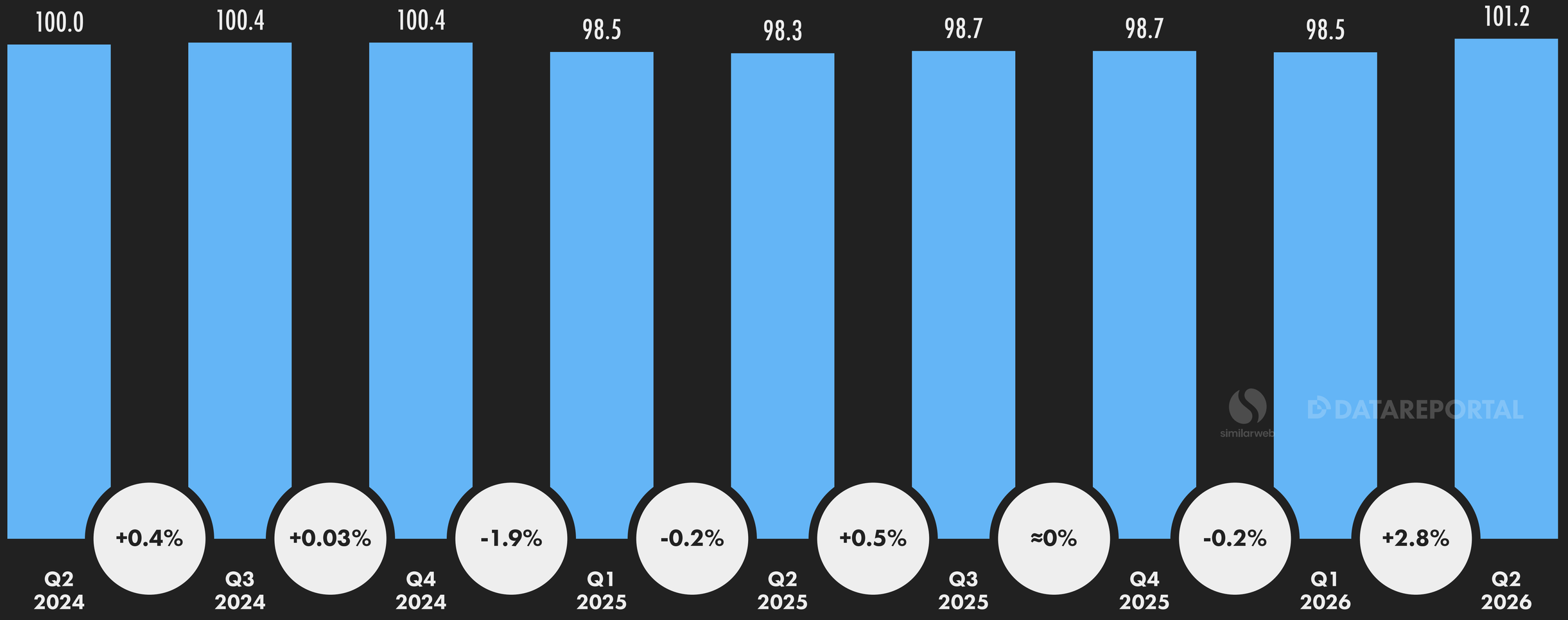
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MONTHLY VISITS INDEX: ALL GOOGLE DOMAINS

AVERAGE TOTAL COMBINED MONTHLY VISITS TO ALL GOOGLE DOMAINS IN THE TOP 10,000 MOST VISITED WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REFERENCE ALL GOOGLE DOMAINS AND SUBDOMAINS THAT RANK AMONGST THE WORLD'S TOP 10,000 MOST VISITED WEBSITES. INCLUDES SUBDOMAINS OF "GOOGLE.COM" (E.G. "GEMINI.GOOGLE.COM", "MAPS.GOOGLE.COM") AS WELL AS SITES THAT USE GOOGLE'S BRANDED TOP-LEVEL DOMAIN (E.G. "ABOUT.GOOGLE", "LABS.GOOGLE"). VALUES COMPARE THE AVERAGE MONTHLY COMBINED VISITS ACROSS ALL OF THESE DOMAINS IN EACH PERIOD WITH THE AVERAGE MONTHLY COMBINED VISITS IN THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

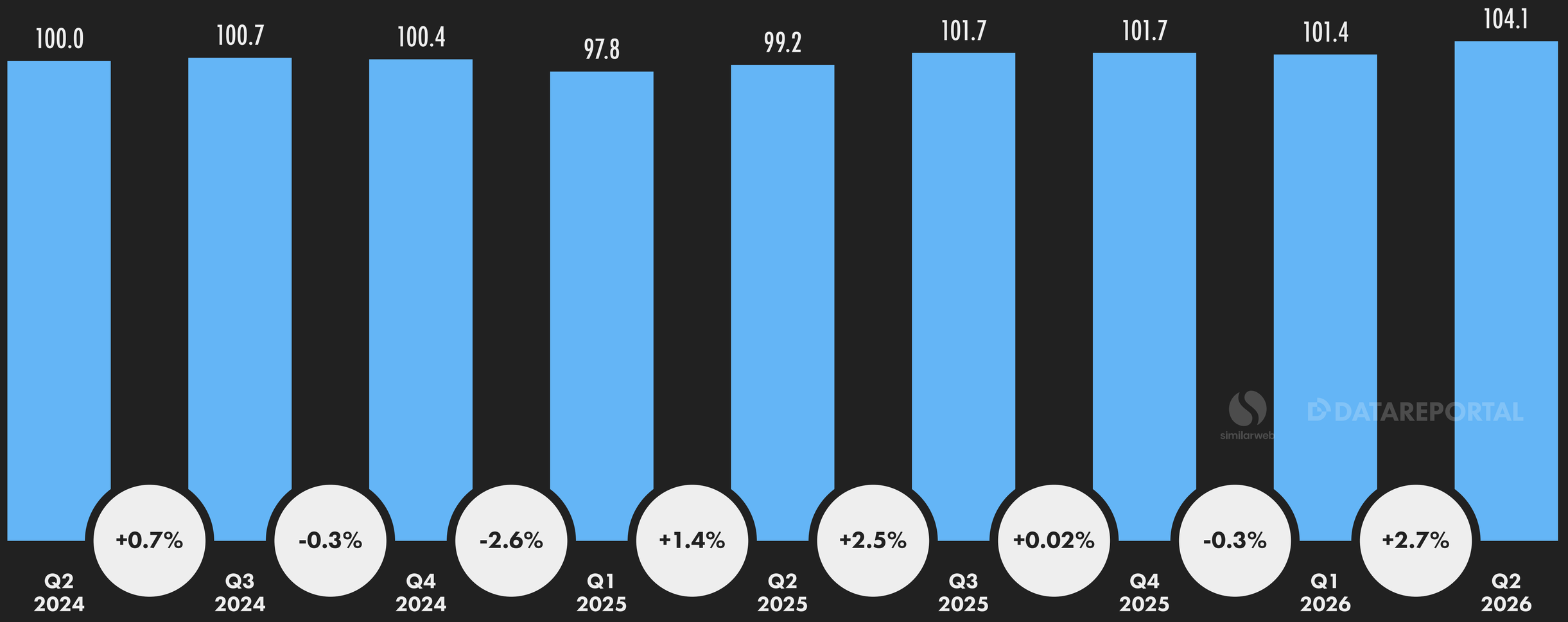
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GOOGLE.COM: DEDUPLICATED USERS INDEX

AVERAGE UNIQUE MONTHLY WEBSITE VISITORS, DEDUPLICATED ACROSS DEVICES, AND INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN EACH PERIOD, REPORTED AS AN INDEX OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** WEBSITE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN OR USE THE SITE AS A REGISTERED USER ON EACH VISIT. **COMPARABILITY:** CONSTITUENT SUBDOMAINS MAY VARY FROM PERIOD TO PERIOD. WE ALSO REPORT "UNIQUE VISITOR" FIGURES ELSEWHERE IN THIS REPORT, WHICH HAVE NOT BEEN DEDUPLICATED ACROSS DEVICES.

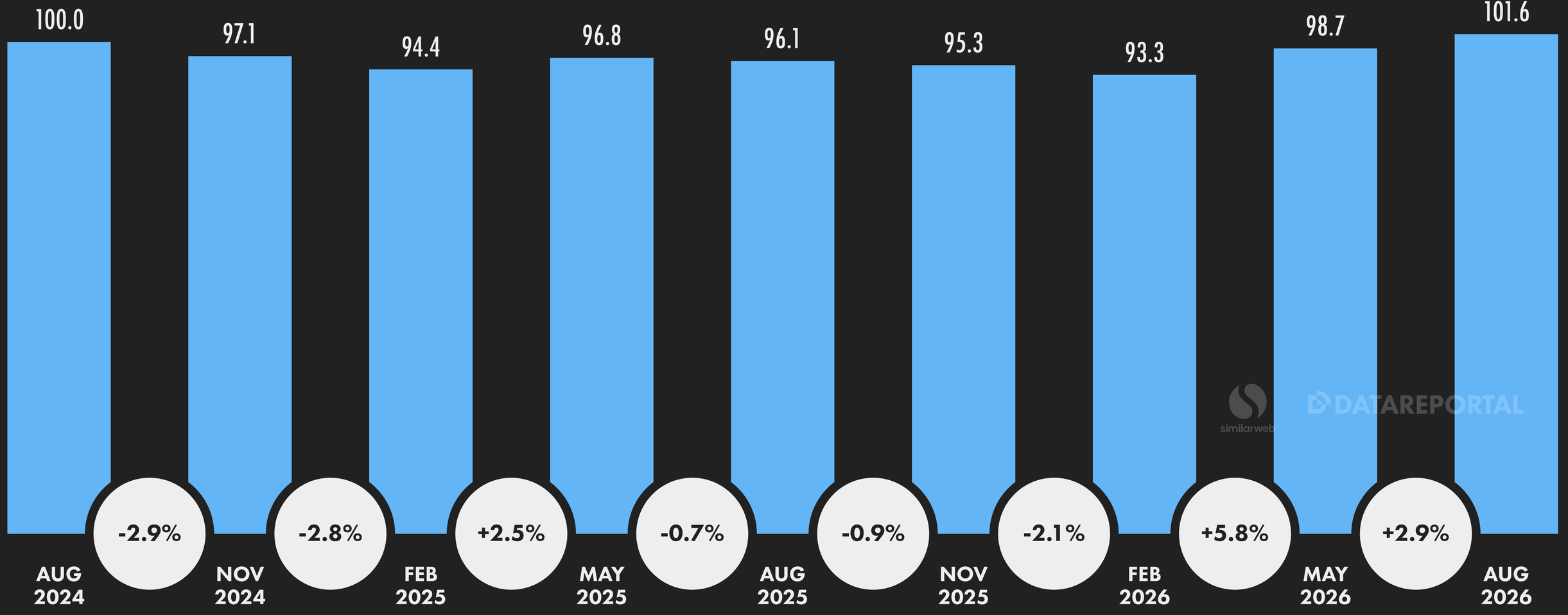
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GOOGLE: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

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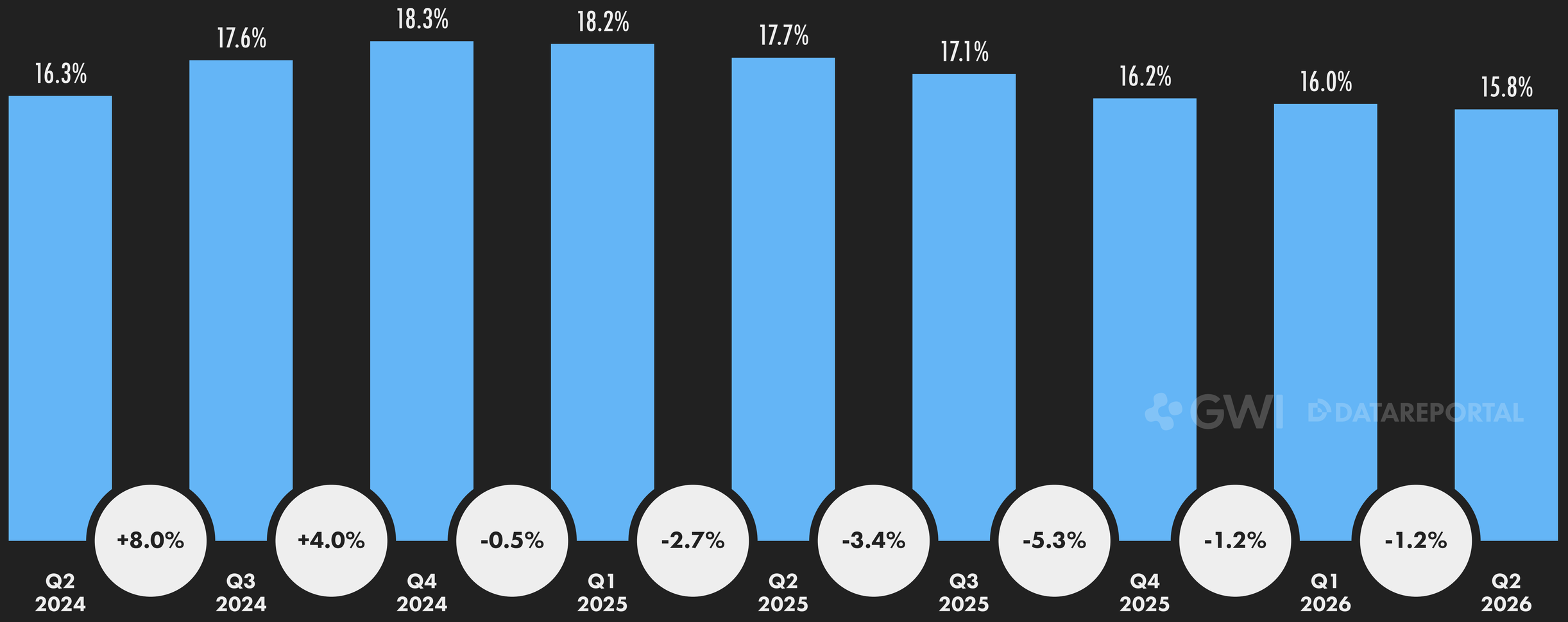
WIKIPEDIA

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USE OF WIKIPEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A WIKIPEDIA APP OR VISIT A WIKIPEDIA WEBSITE EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

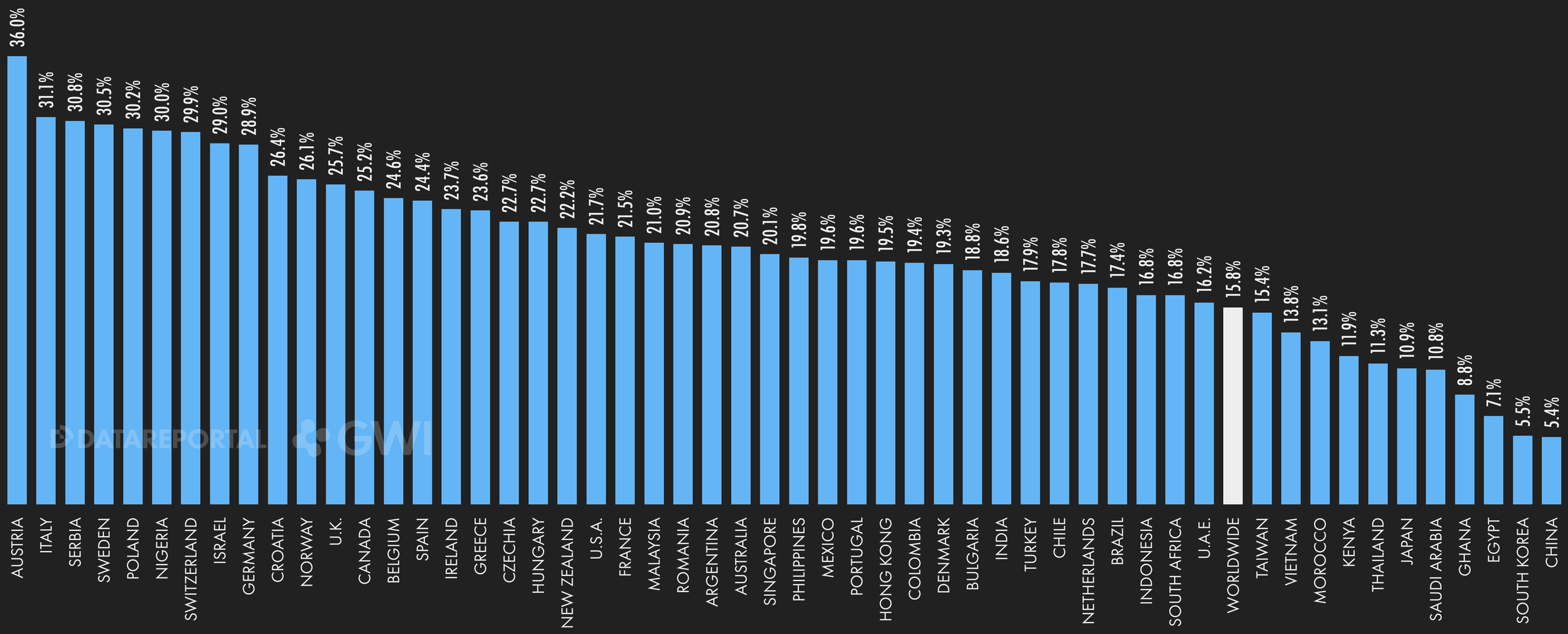
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USE OF WIKIPEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A WIKIPEDIA APP OR VISIT A WIKIPEDIA WEBSITE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

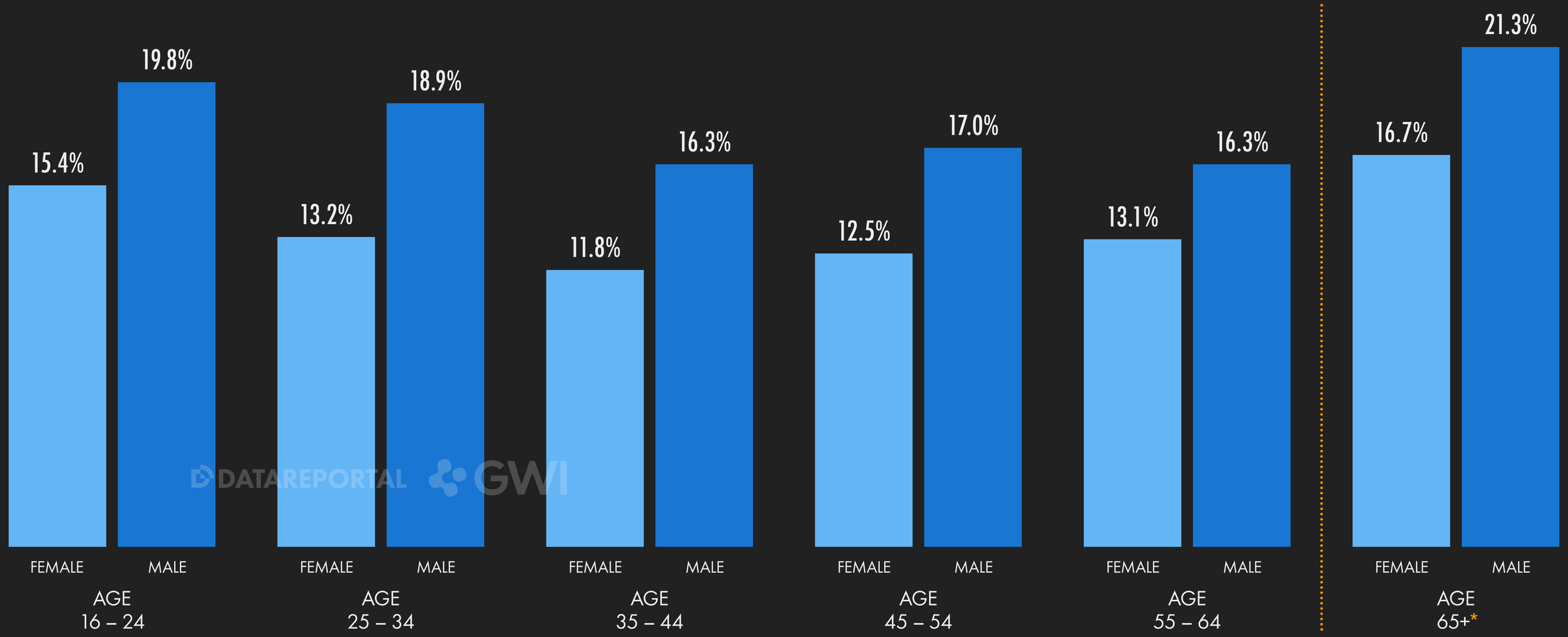
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USE OF WIKIPEDIA

PERCENTAGE OF INTERNET USERS WHO USE A WIKIPEDIA APP OR VISIT A WIKIPEDIA WEBSITE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

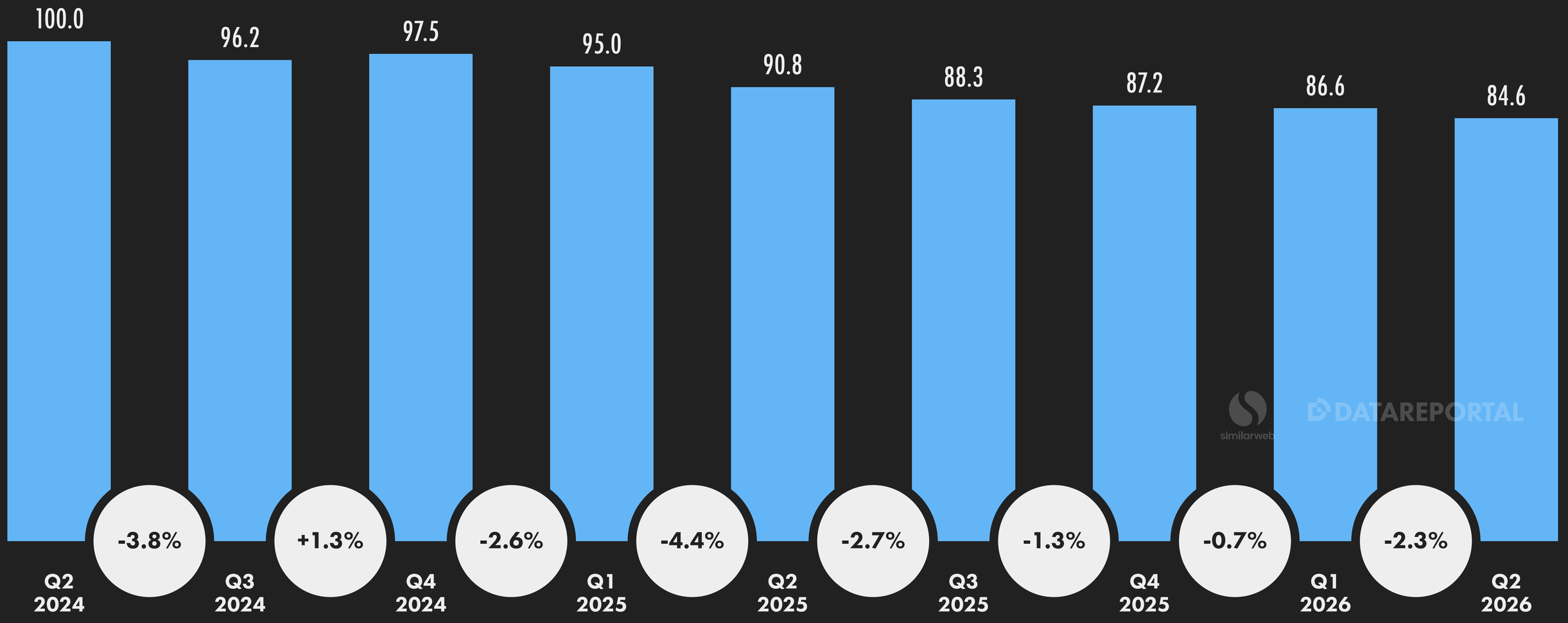
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WIKIPEDIA.ORG: DEDUPLICATED USERS INDEX

AVERAGE UNIQUE MONTHLY WEBSITE VISITORS, DEDUPLICATED ACROSS DEVICES, AND INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN EACH PERIOD, REPORTED AS AN INDEX OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** WEBSITE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN OR USE THE SITE AS A REGISTERED USER ON EACH VISIT. **COMPARABILITY:** CONSTITUENT SUBDOMAINS MAY VARY FROM PERIOD TO PERIOD. WE ALSO REPORT "UNIQUE VISITOR" FIGURES ELSEWHERE IN THIS REPORT, WHICH HAVE NOT BEEN DEDUPLICATED ACROSS DEVICES.

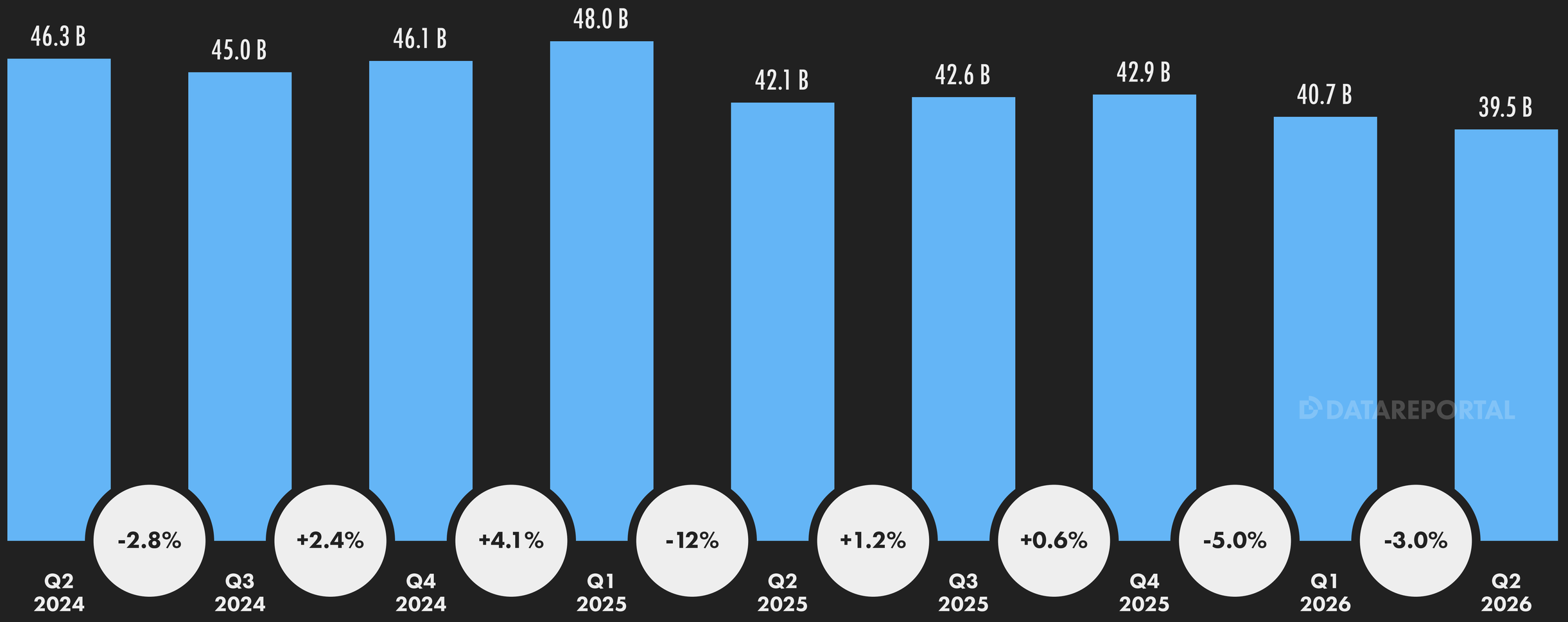
we are social Meltwater

OCT 2026

WIKIPEDIA PAGE VIEWS

TOTAL NUMBER OF WIKIPEDIA PAGES VIEWED IN EACH PERIOD (ALL LANGUAGES)

GLOBAL OVERVIEW



SOURCE: WIKIMEDIA STATISTICS. **NOTES:** VALUES REPRESENT THE TOTAL NUMBER OF PAGES VIEWED ON WIKIPEDIA DURING EACH PERIOD, REGARDLESS OF LANGUAGE.

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OCT 2026

MOST VIEWED WIKIPEDIA PAGES

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF COMBINED PAGE VIEWS ACROSS ALL LANGUAGES BETWEEN 01 JULY 2025 AND 30 JUNE 2026



GLOBAL OVERVIEW

#	PAGE	VIEWS: ALL LANGUAGES	VIEWS: ENGLISH
01	2026 FIFA WORLD CUP	74,490,000	36,430,000
02	JEFFREY EPSTEIN	65,980,000	29,670,000
03	CHARLIE KIRK	57,520,000	47,110,000
04	CHATGPT	56,620,000	38,000,000
05	ED GEIN	55,800,000	32,160,000
06	DONALD TRUMP	41,650,000	22,080,000
07	YOUTUBE	36,610,000	16,630,000
08	DEATHS IN 2025	35,750,000	26,430,000
09	MICHAEL JACKSON	32,060,000	15,480,000
10	DEATHS IN 2026	31,300,000	23,720,000

#	PAGE	VIEWS: ALL LANGUAGES	VIEWS: ENGLISH
11	CRISTIANO RONALDO	30,030,000	12,760,000
12	OZZY OSBOURNE	29,210,000	17,320,000
13	STRANGER THINGS	28,900,000	12,140,000
14	UNITED STATES	28,350,000	13,190,000
15	ALI KHAMENEI	27,940,000	12,830,000
16	NEATSVILLE, KENTUCKY	24,810,000	24,780,000
17	ONE BATTLE AFTER ANOTHER	24,660,000	16,420,000
18	ZOHRAN MAMDANI	24,520,000	18,800,000
19	DHURANDHAR	24,170,000	23,370,000
20	LIONEL MESSI	22,510,000	9,910,000

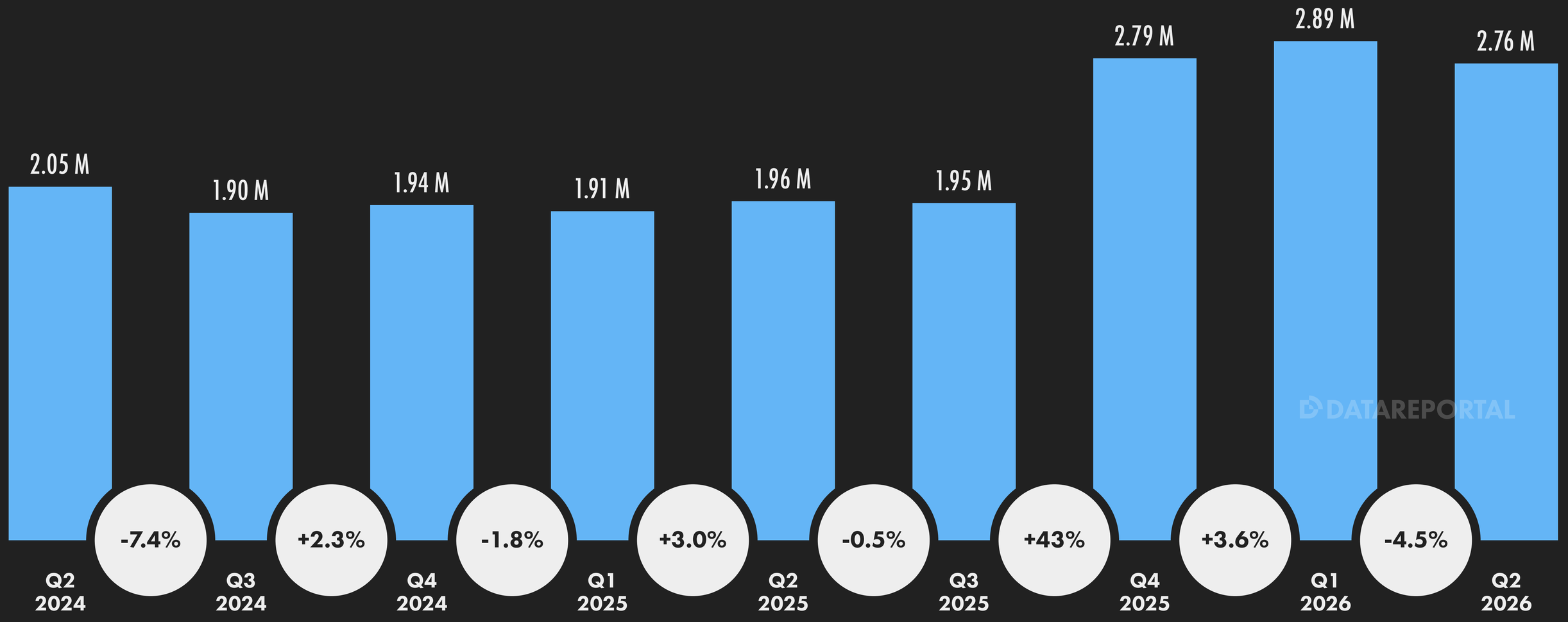
SOURCE: WMCLOUD. **NOTES:** VIEWS REPRESENT TOTAL (CUMULATIVE) PAGE VIEWS BETWEEN 01 JULY 2025 AND 30 JUNE 2026. VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 10,000. IN LINE WITH GUIDANCE FROM THE WIKIMEDIA FOUNDATION, THIS RANKING EXCLUDES PAGES WITH SIGNIFICANT TRAFFIC IRREGULARITIES AND HIGH VOLUMES OF SUSPECTED AUTOMATED ACTIVITY (E.G. WHERE MOBILE PAGE VIEWS ACCOUNT FOR LESS THAN 10% OR MORE THAN 95% OF TOTAL PAGE VIEWS). PAGES NAMES REPRESENT THE ENGLISH-LANGUAGE VERSION, BUT VALUES FOR "ALL LANGUAGES" INCLUDE VIEWS FOR EQUIVALENT PAGES IN OTHER LANGUAGES THAT MAY HAVE DIFFERENT TITLES. SOME PAGE NAMES HAVE BEEN ABBREVIATED TO FIT AVAILABLE SPACE.

OCT 2026

NEW WIKIPEDIA PAGES CREATED

TOTAL NUMBER OF NEW WIKIPEDIA PAGES CREATED IN EACH PERIOD (ALL LANGUAGES)

GLOBAL OVERVIEW



SOURCE: WIKIMEDIA STATISTICS. **NOTES:** VALUES REPRESENT THE TOTAL NUMBER OF NEW PAGES CREATED ON WIKIPEDIA DURING EACH PERIOD, REGARDLESS OF LANGUAGE.

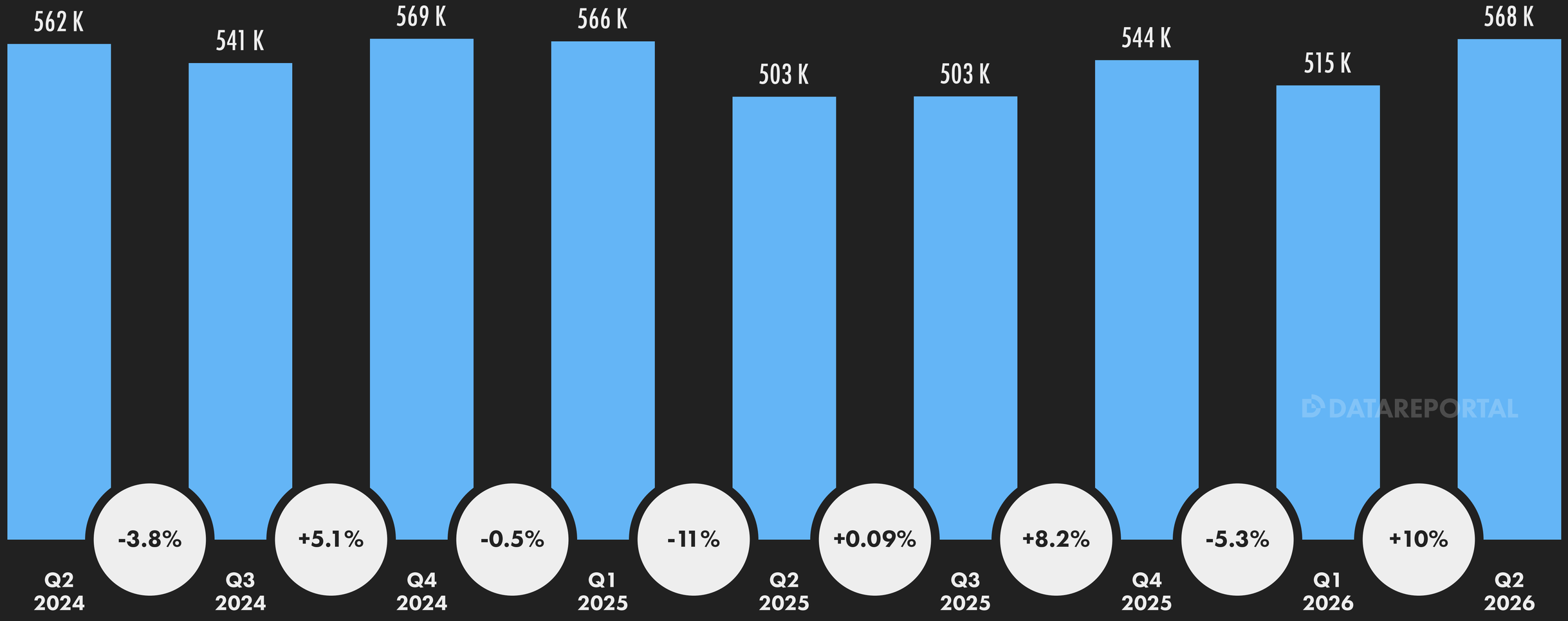
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OCT 2026

REGISTERED WIKIPEDIA USER ACCOUNTS CREATED

TOTAL NUMBER OF NEW REGISTERED WIKIPEDIA USER ACCOUNTS CREATED IN EACH PERIOD (ALL LANGUAGES)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: WIKIMEDIA STATISTICS. **NOTES:** VALUES REPRESENT THE TOTAL NUMBER OF NEW REGISTERED WIKIPEDIA USER ACCOUNTS CREATED DURING EACH PERIOD.

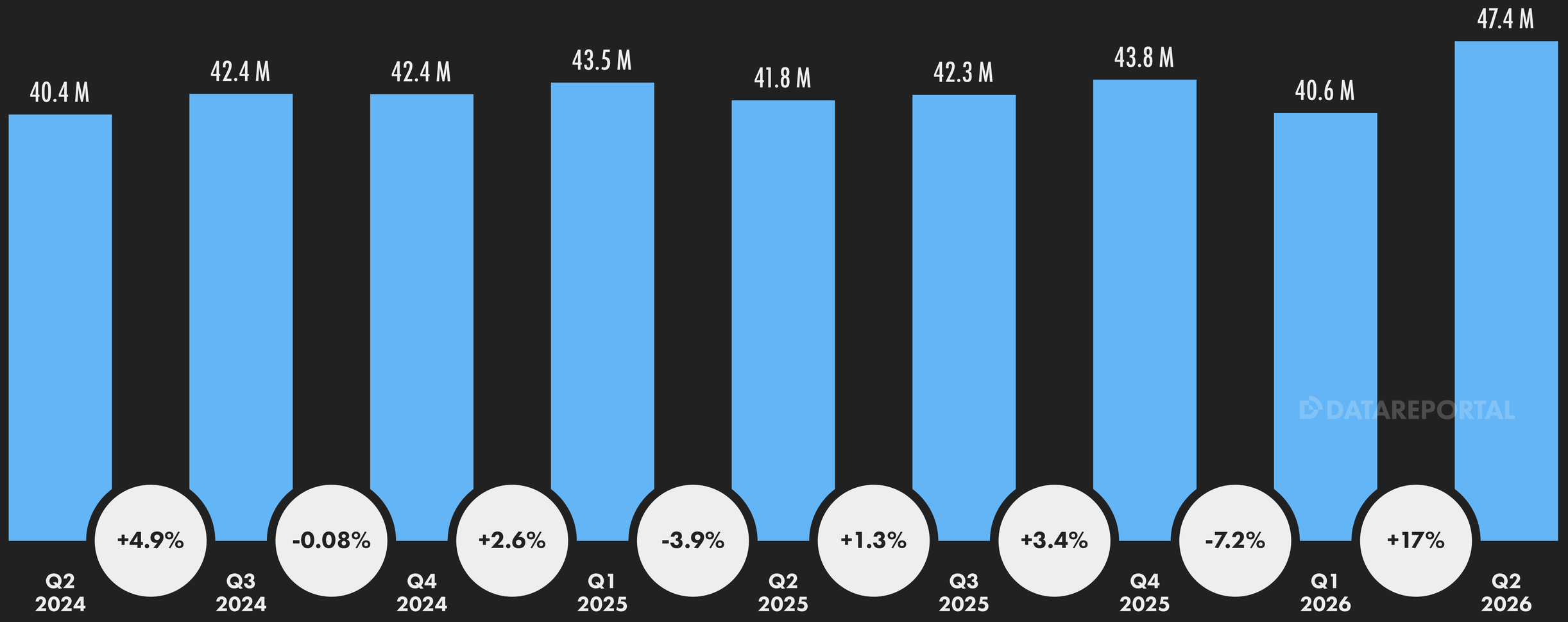
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OCT 2026

WIKIPEDIA CONTENT EDITS

TOTAL NUMBER OF PAGE EDITS ACROSS WIKIPEDIA (ALL LANGUAGES)

GLOBAL OVERVIEW



SOURCE: WIKIMEDIA STATISTICS. **NOTES:** VALUES REPRESENT THE TOTAL NUMBER OF PAGE EDITS MADE ACROSS WIKIPEDIA DURING EACH PERIOD, REGARDLESS OF LANGUAGE.

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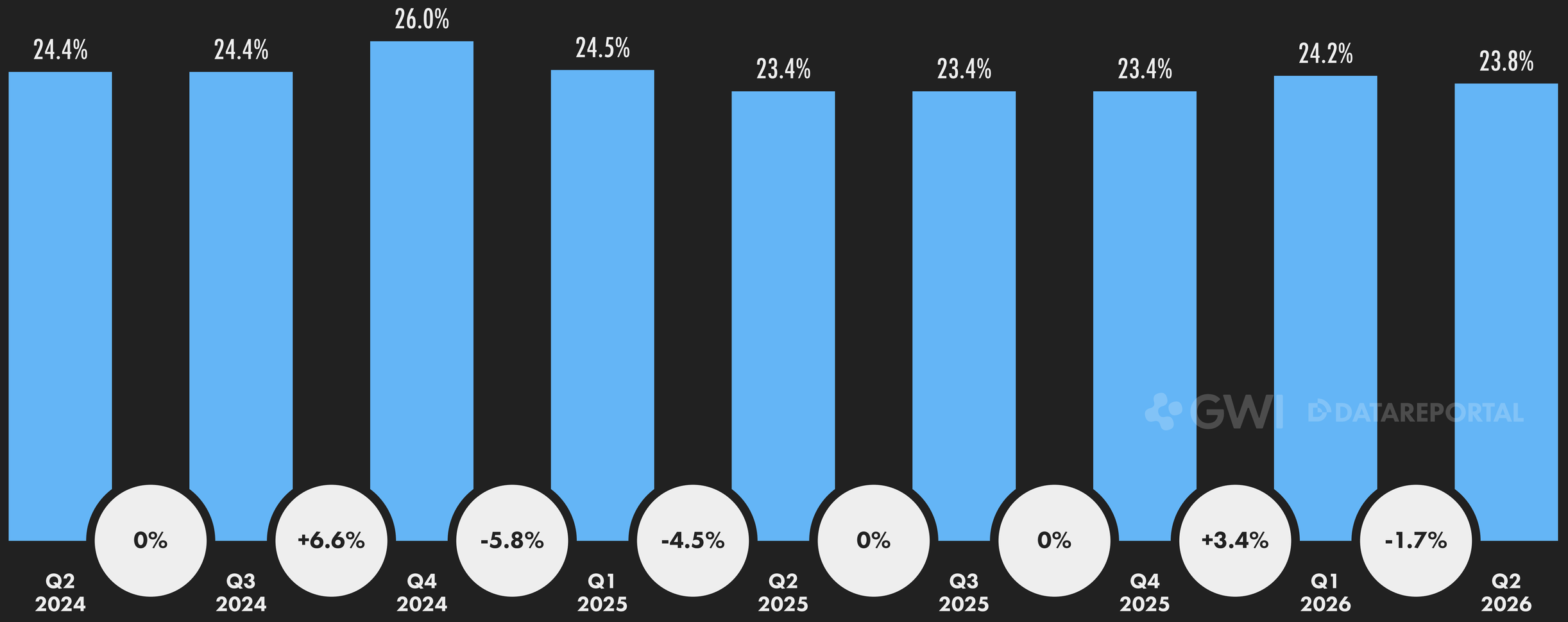
YAHOO

OCT 2026

USE OF YAHOO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A YAHOO APP OR VISIT A YAHOO WEBSITE EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

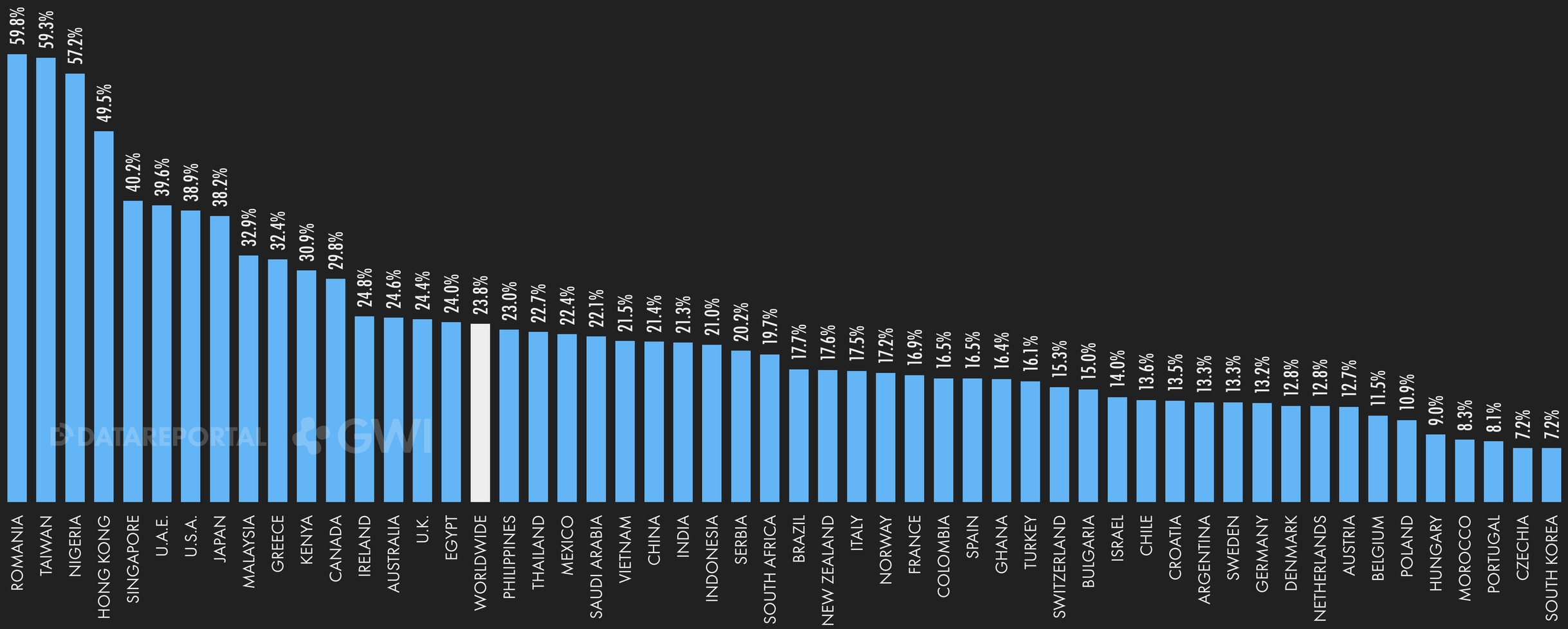
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OCT 2026

USE OF YAHOO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A YAHOO APP OR VISIT A YAHOO WEBSITE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

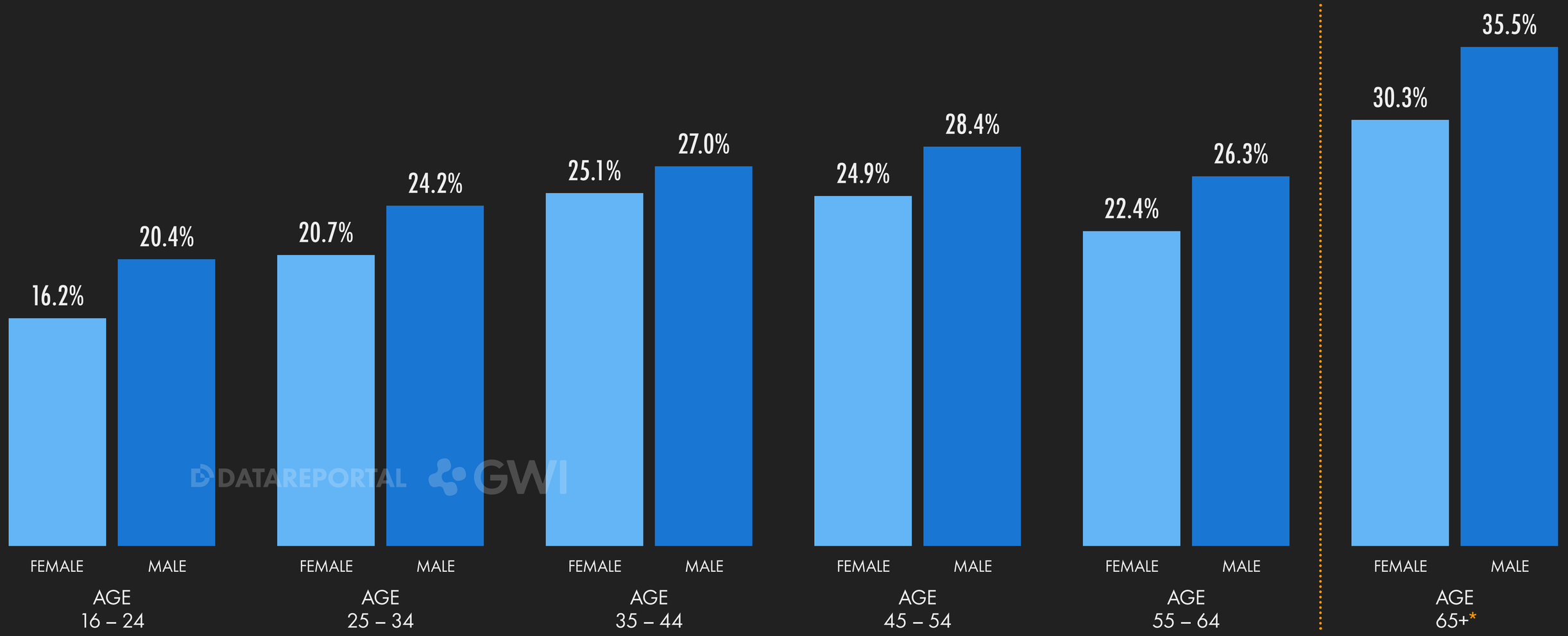
we are social Meltwater

OCT 2026

USE OF YAHOO

PERCENTAGE OF INTERNET USERS WHO USE A YAHOO APP OR VISIT A YAHOO WEBSITE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

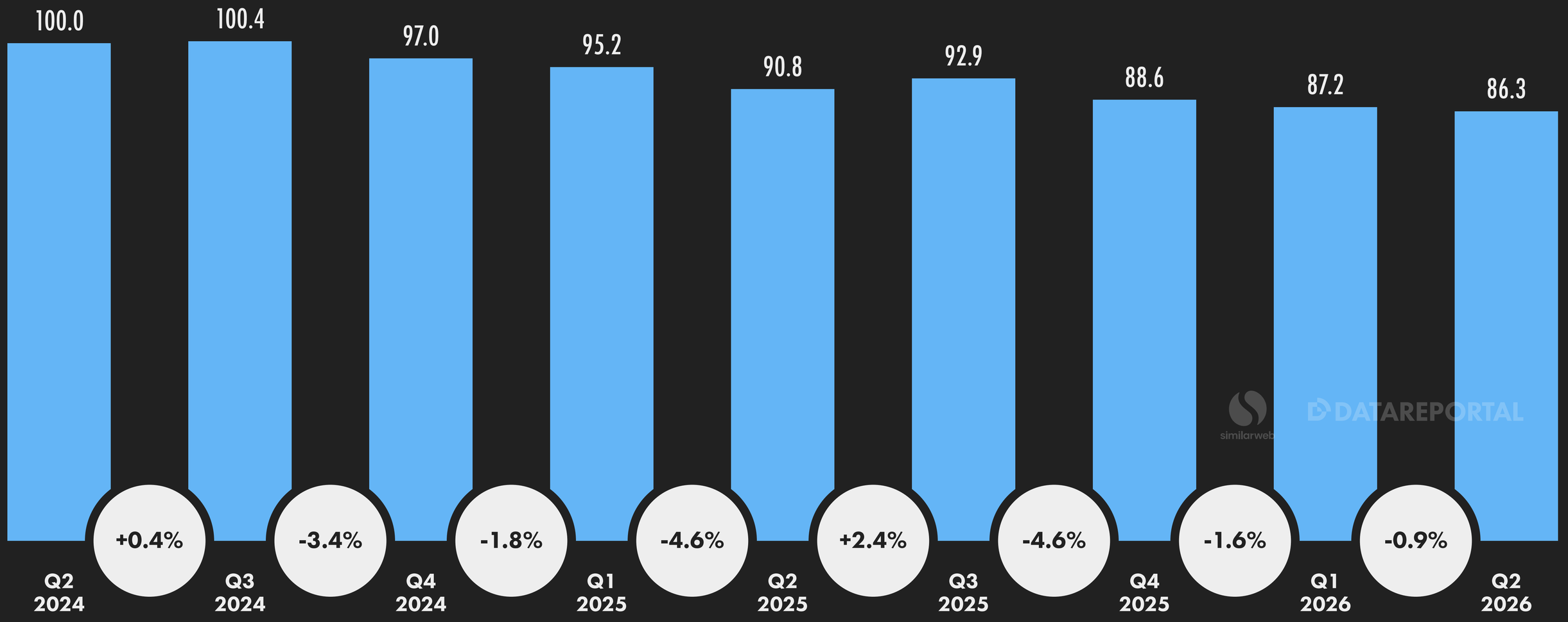
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OCT 2026

VISITOR INDEX: YAHOO.COM & YAHOO.CO.JP

AVERAGE COMBINED MONTHLY WEBSITE VISITORS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE SUM OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY VISITORS TO "YAHOO.COM" AND "YAHOO.CO.JP" IN EACH PERIOD, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** UNIQUE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN ON EACH VISIT. THERE MAY BE A SMALL DEGREE OF (RE)DUPLICATION BETWEEN UNIQUE USERS OF "YAHOO.COM" AND "YAHOO.CO.JP", BUT SIMILARWEB'S DATA SUGGESTS THAT THIS OVERLAP REPRESENTS LESS THAN 0.5% OF THE COMBINED USER TOTAL.

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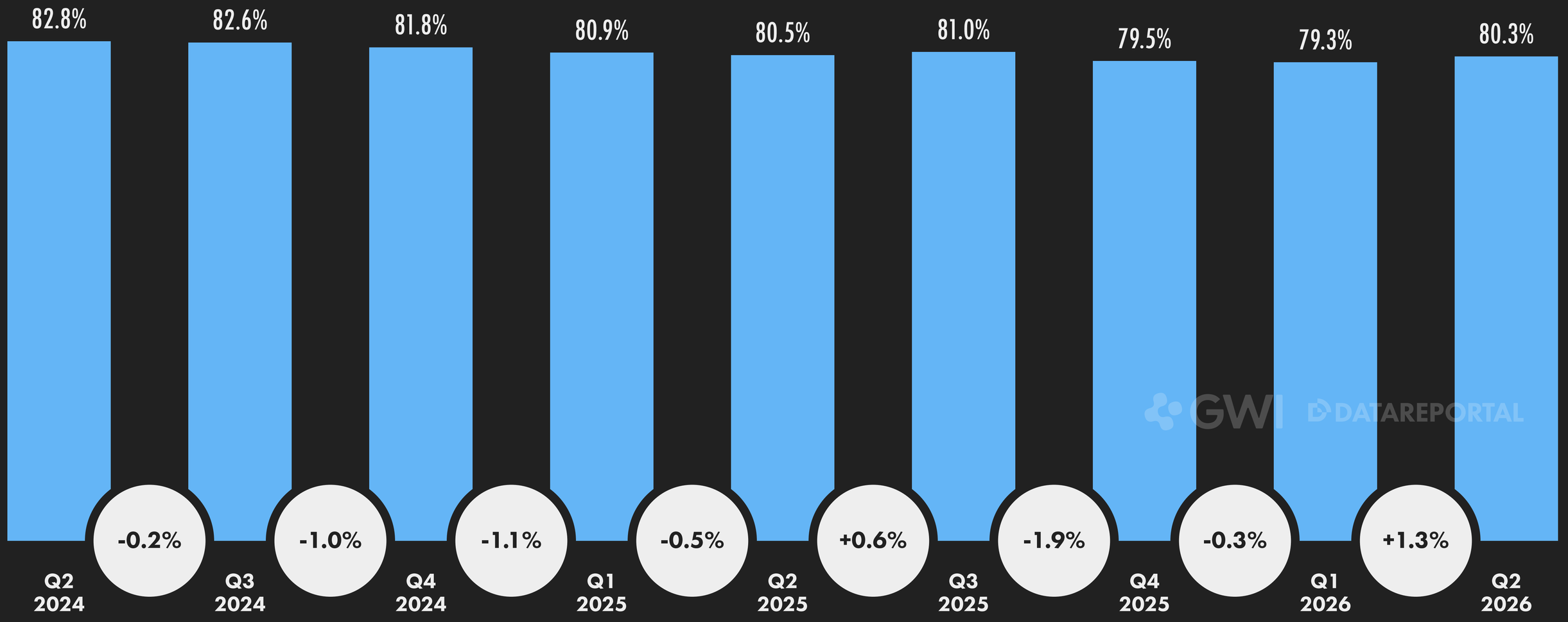
SEARCH & NAVIGATION

OCT 2026

USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

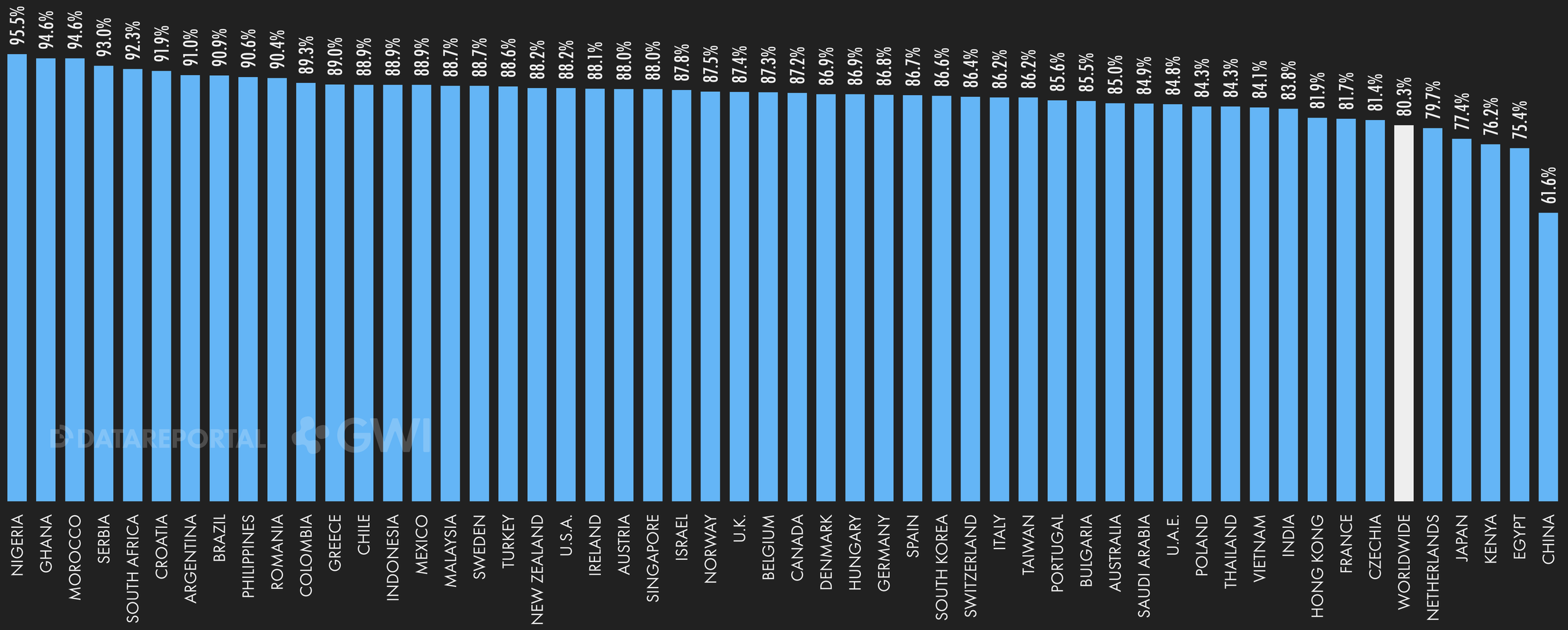
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OCT 2026

USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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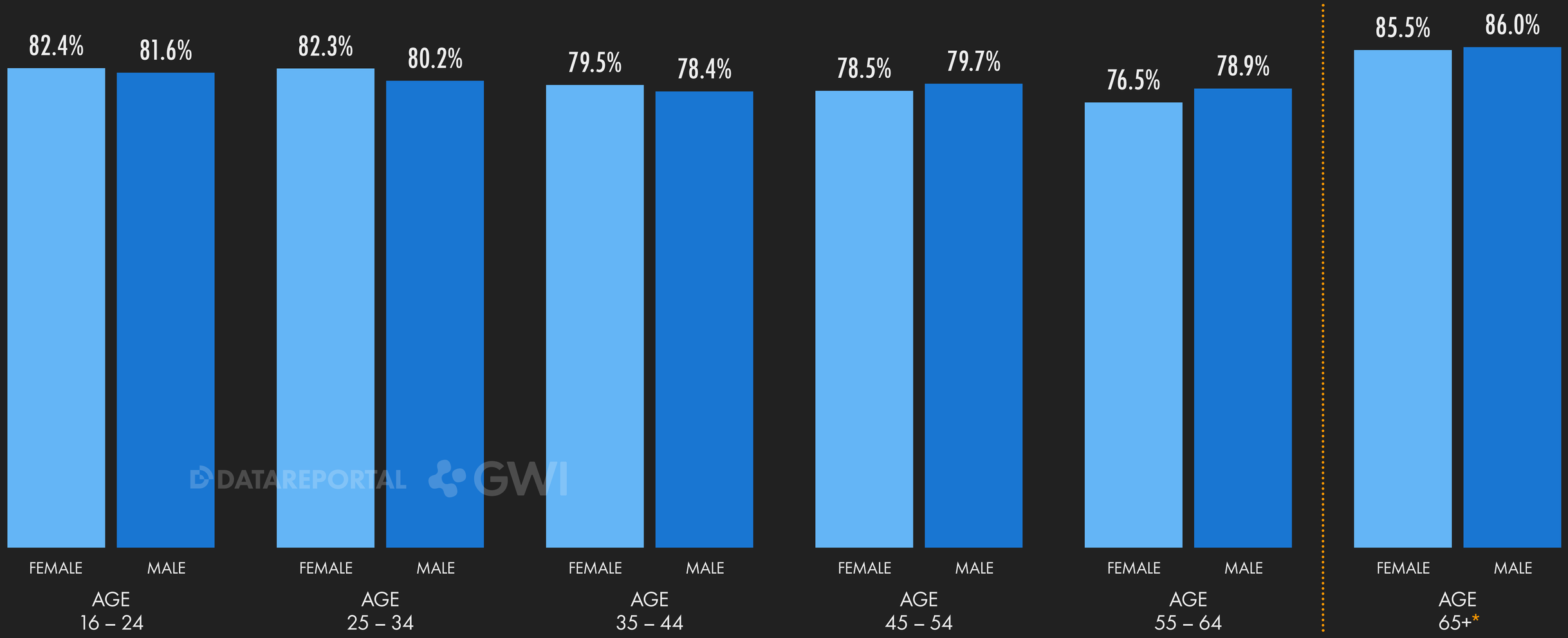
OCT 2026

USE OF SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO USE SEARCH ENGINES EACH MONTH



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

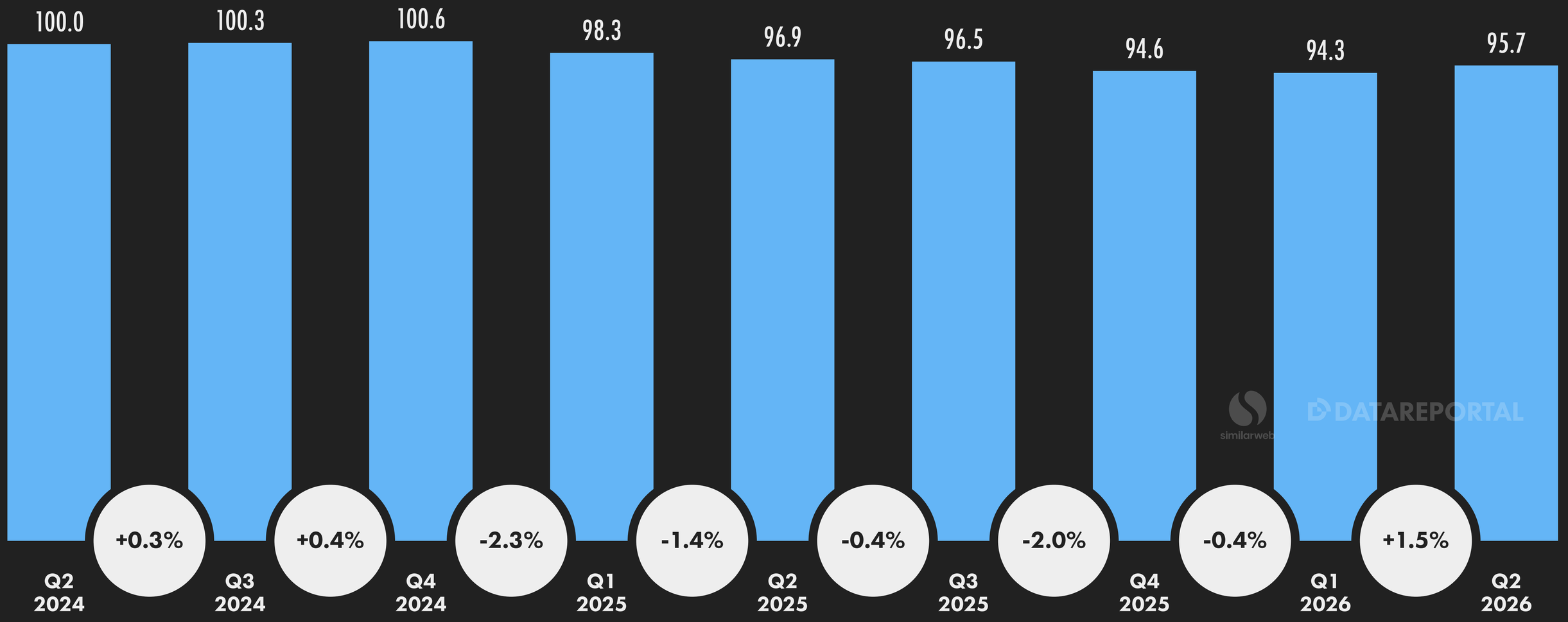
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OCT 2026

INDEXED VISITS TO SEARCH ENGINE WEBSITES

AVERAGE TOTAL MONTHLY VISITS TO SEARCH ENGINE WEBSITES*, REPORTED AS AN INDEX OF THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. ***NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "SEARCH ENGINES" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. WE SUBSEQUENTLY REMOVE VISITS TO SUBDOMAINS OF "GOOGLE.COM" (E.G. "DOCS.GOOGLE.COM") IN ORDER TO RESTRICT GOOGLE VALUES TO SEARCH-RELATED ACTIVITY, BUT VISITS TO OTHER DOMAINS IN THIS DATASET MAY STILL INCLUDE SOME NON-SEARCH ACTIVITY. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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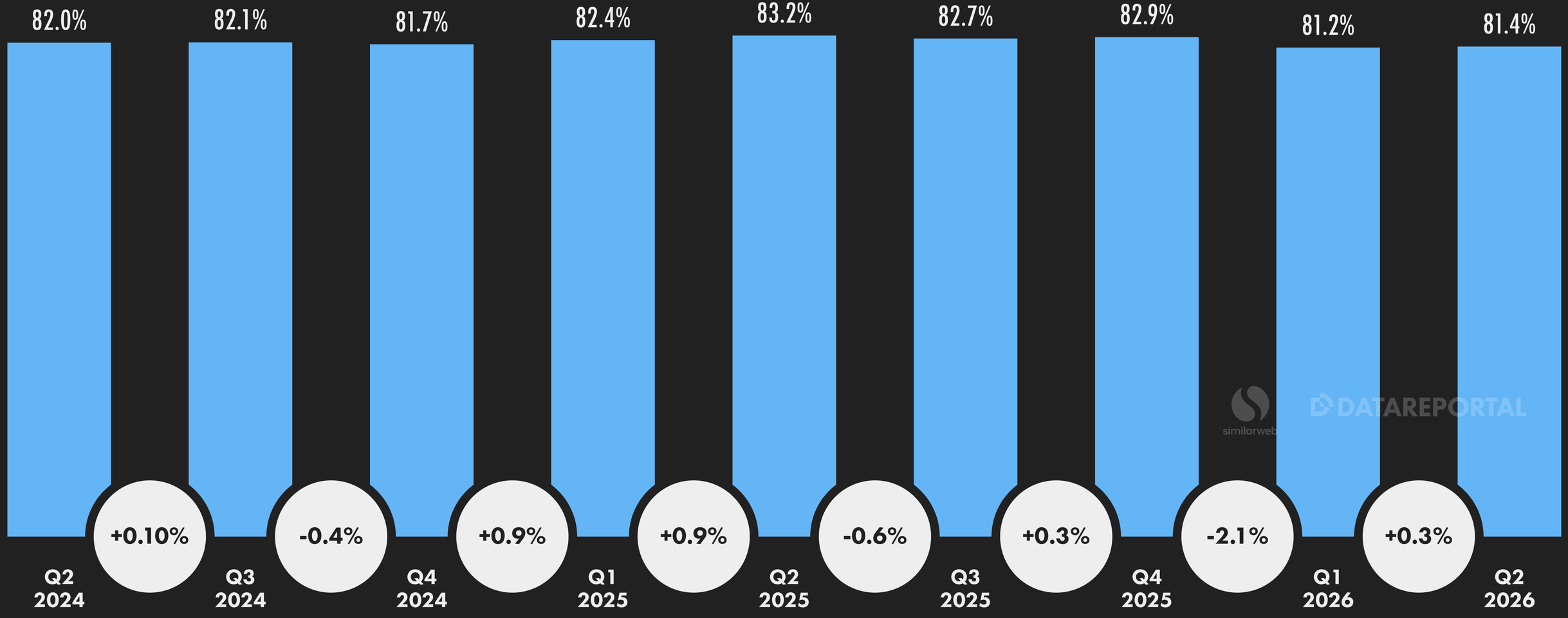
OCT 2026

GOOGLE'S SHARE OF VISITS TO SEARCH WEBSITES

GOOGLE'S SEARCH-RELATED VISITS AS A PERCENTAGE OF ALL VISITS TO SEARCH ENGINES IN THE 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "SEARCH ENGINES" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. WE SUBSEQUENTLY REMOVE VISITS TO SUBDOMAINS OF "GOOGLE.COM" (E.G. "DOCS.GOOGLE.COM") IN ORDER TO RESTRICT GOOGLE VALUES TO SEARCH-RELATED ACTIVITY, BUT VISITS TO OTHER DOMAINS IN THIS DATASET MAY STILL INCLUDE SOME NON-SEARCH ACTIVITY. WHERE APPLICABLE, VALUES FOR GOOGLE MAY INCLUDE VISITS TO THE PLATFORM'S GEO-SPECIFIC DOMAINS (E.G. "GOOGLE.DE"). **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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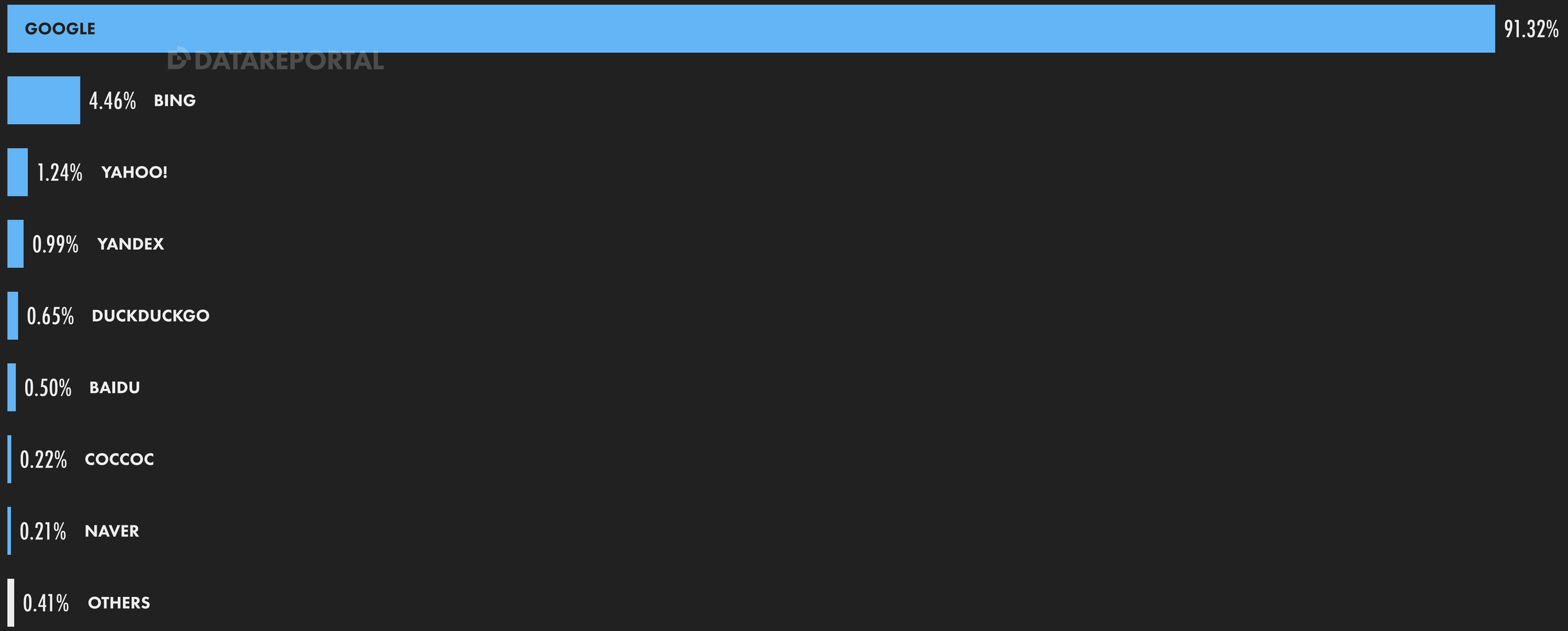
OCT 2026

SHARE OF SEARCH ENGINE REFERRALS

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



GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN JUL 2026. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

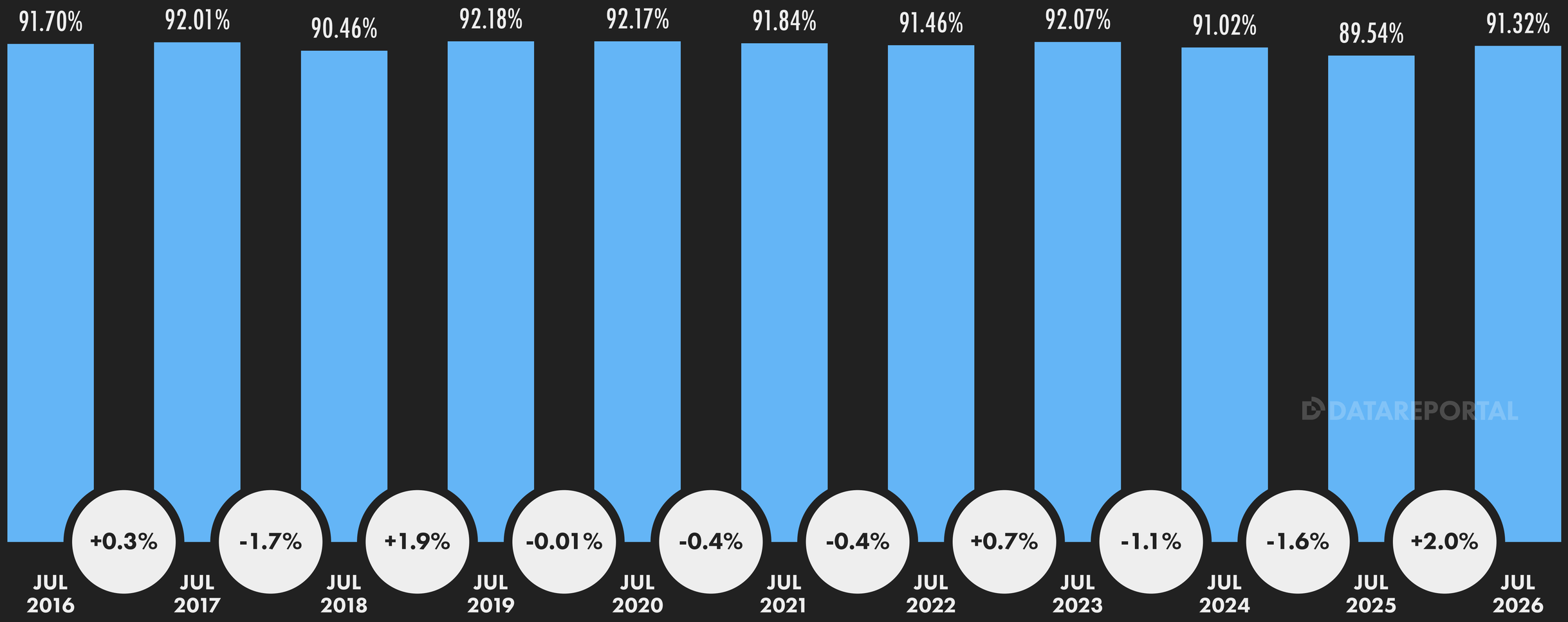
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OCT 2026

GOOGLE'S SHARE OF SEARCH REFERRALS (YOY)

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

GLOBAL OVERVIEW



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

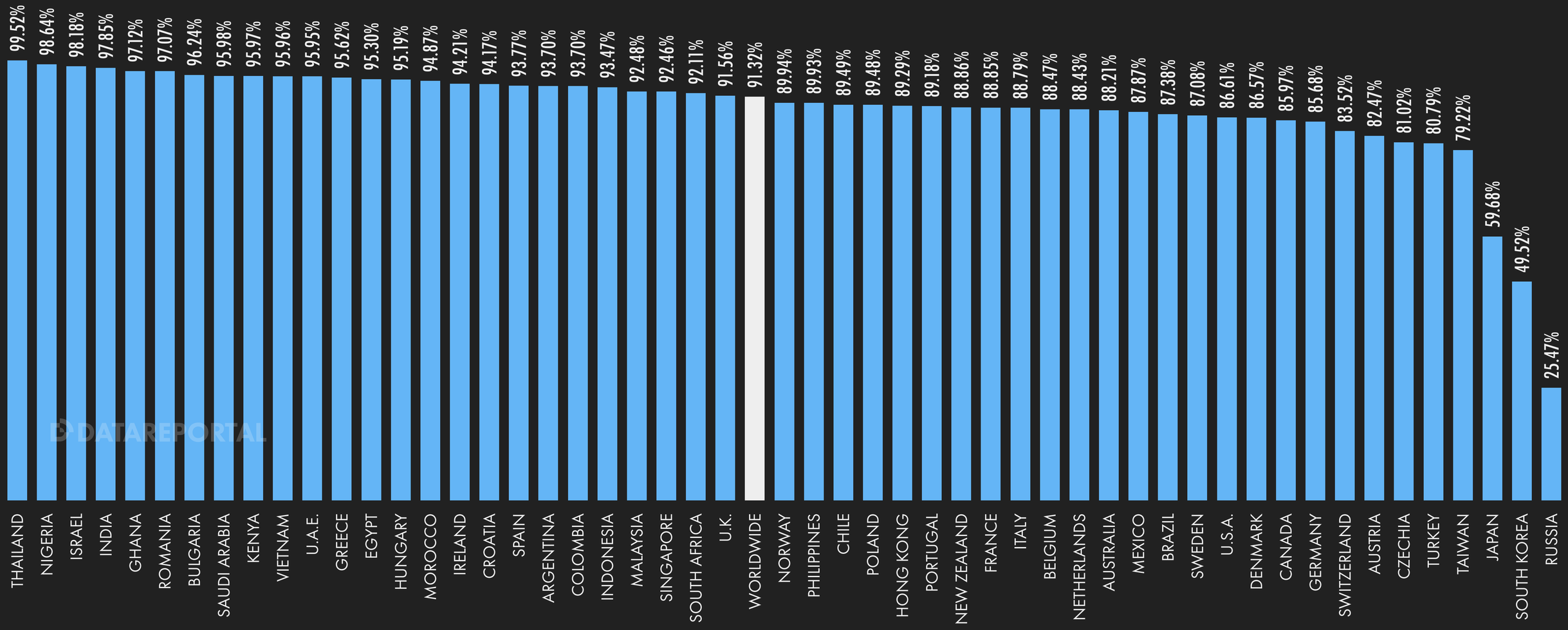
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OCT 2026

GOOGLE'S SHARE OF SEARCH REFERRALS

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO GOOGLE'S CHROME BROWSER COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE IN JUL 2026.

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OCT 2026

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2025 AND 30 JUNE 2026



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	GOOGLE	100	+9%
02	YOUTUBE	100	+10%
03	WEATHER	70	+10%
04	WHATSAPP	49	-7%
05	AI	46	+90%
06	NEWS	46	+40%
07	CHATGPT	45	+70%
08	AMAZON	38	+7%
09	FACEBOOK	38	-10%
10	TRANSLATE	32	-20%

#	SEARCH QUERY	INDEX	▲ YOY
11	INSTAGRAM	32	-4%
12	WEB WHATSAPP	32	-6%
13	WHATSAPP WEB	30	-20%
14	CHAT	28	+20%
15	CLIMA	26	+4%
16	GMAIL	25	-10%
17	GPT	25	+40%
18	APPLE	22	+20%
19	TIEMPO	20	+10%
20	GEMINI	20	+450%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS THE RELATIVE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. THE "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN SEARCH VOLUME FOR THE RESPECTIVE QUERY COMPARED WITH THE PREVIOUS 12-MONTH PERIOD. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

OCT 2026

FASTEST GROWING GOOGLE SEARCHES

GOOGLE SEARCH QUERIES WITH THE GREATEST ANNUAL VOLUME INCREASES (YEAR TO 30 JUNE 2026 vs. YEAR TO 30 JUNE 2025)



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	FIFA WORLD CUP 2026	04	+2,350%
02	IPL 2026	02	+1,500%
03	IPHONE 17	05	+1,050%
04	GOOGLE GEMINI	03	+500%
05	GEMINI AI	05	+500%
06	GEMINI	20	+450%
07	CLAUDE	05	+250%
08	CLAUDE AI	01	+250%
09	MUNDIAL	08	+180%
10	67	03	+160%

#	SEARCH QUERY	INDEX	▲ YOY
11	GROK	02	+150%
12	CHAT GTP	01	+140%
13	GOLD RATE TODAY	04	+120%
14	GOLD PRICE	05	+120%
15	AI	46	+90%
16	GOLD PRICE TODAY	02	+90%
17	COPILOT	02	+80%
18	CHATGPT	45	+70%
19	INDIA VS ENGLAND	02	+50%
20	WEATHER TOMORROW	12	+40%

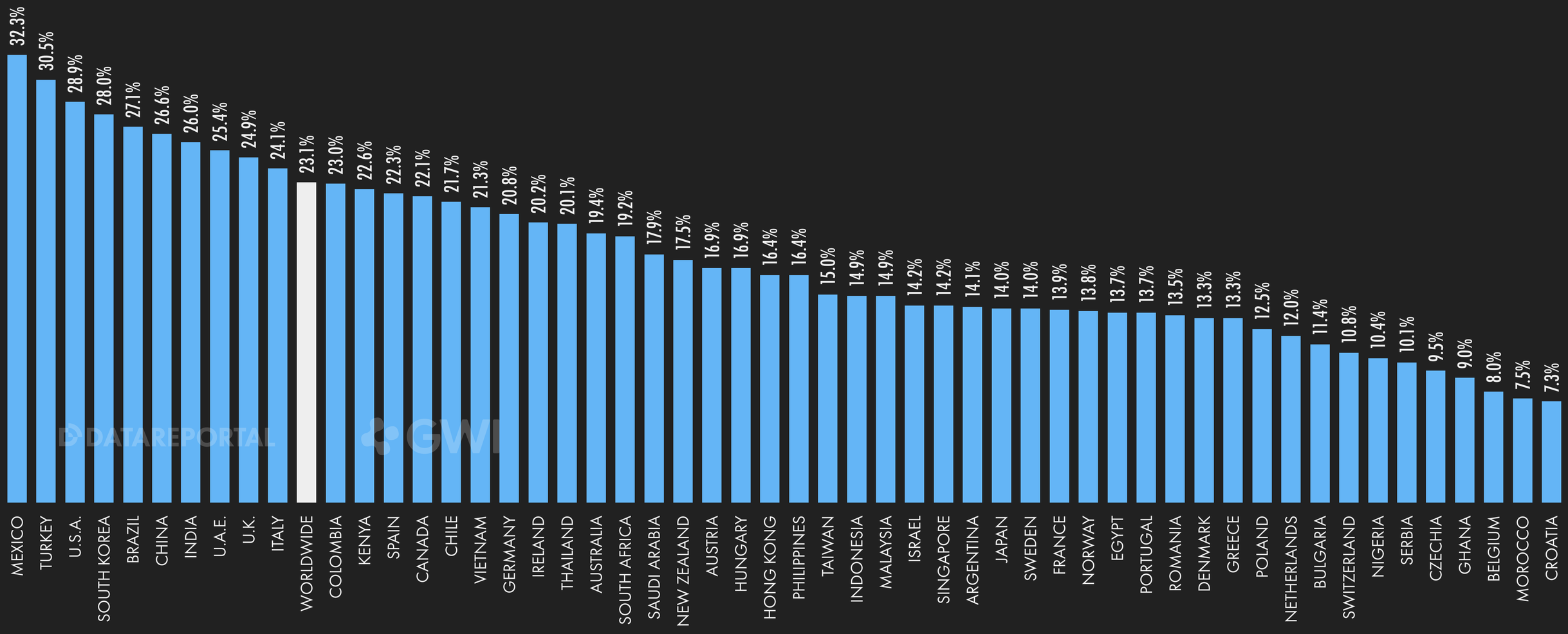
SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

OCT 2026

USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THIS CHART CHANGED IN Q1 2025, SO VALUES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

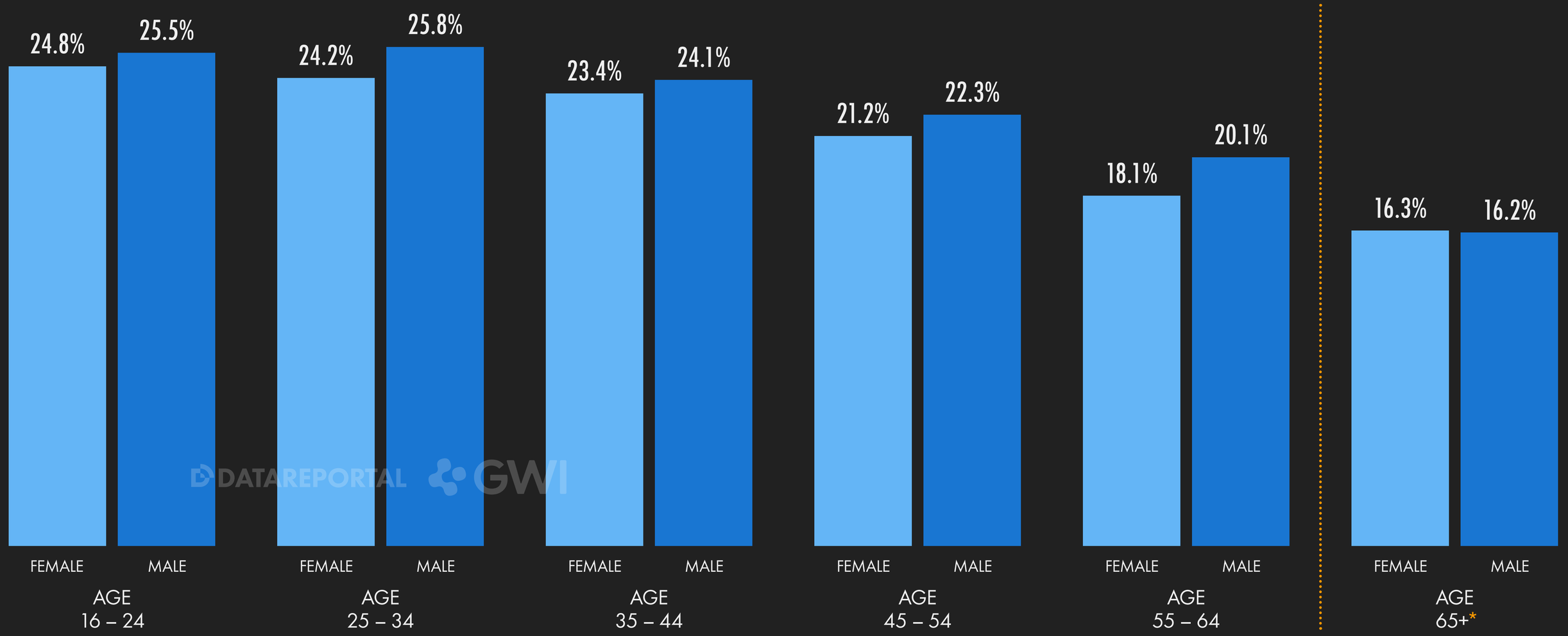
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OCT 2026

USE OF VOICE ASSISTANTS

PERCENTAGE OF INTERNET USERS WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THIS CHART CHANGED IN Q1 2025, SO VALUES ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

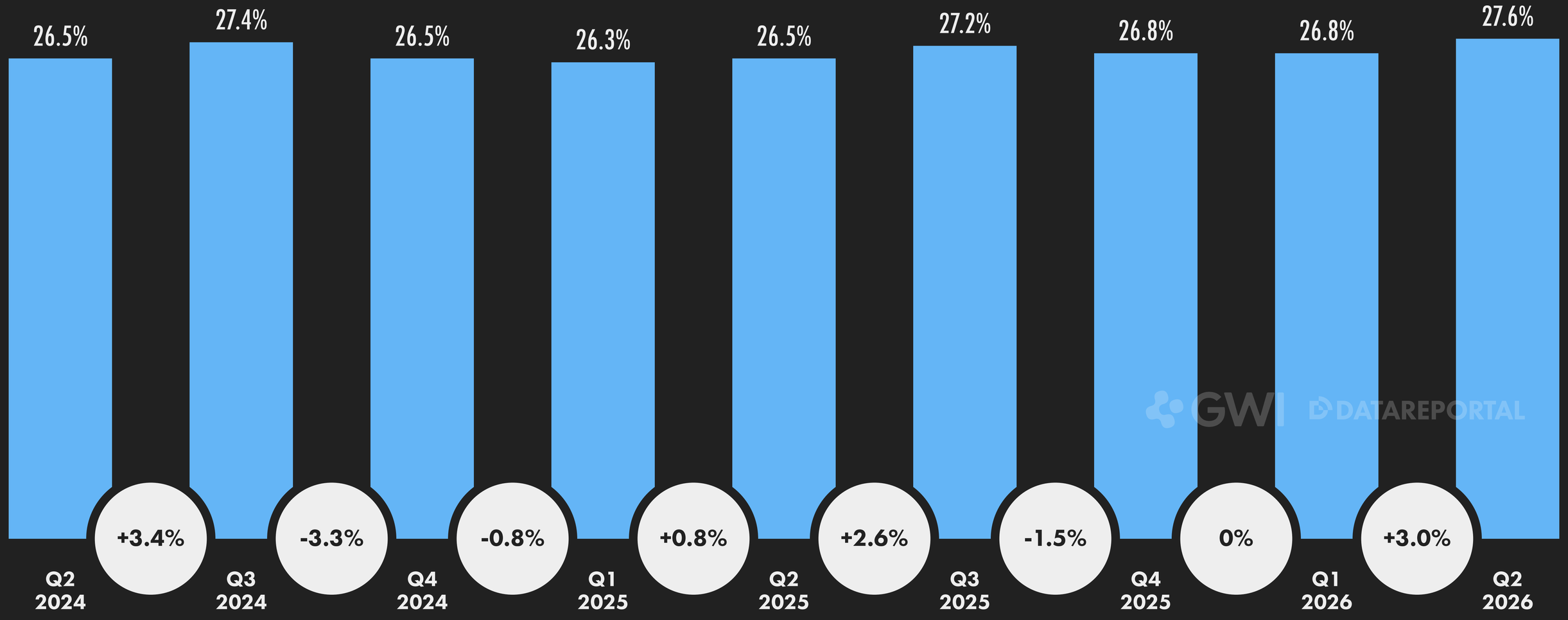
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OCT 2026

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

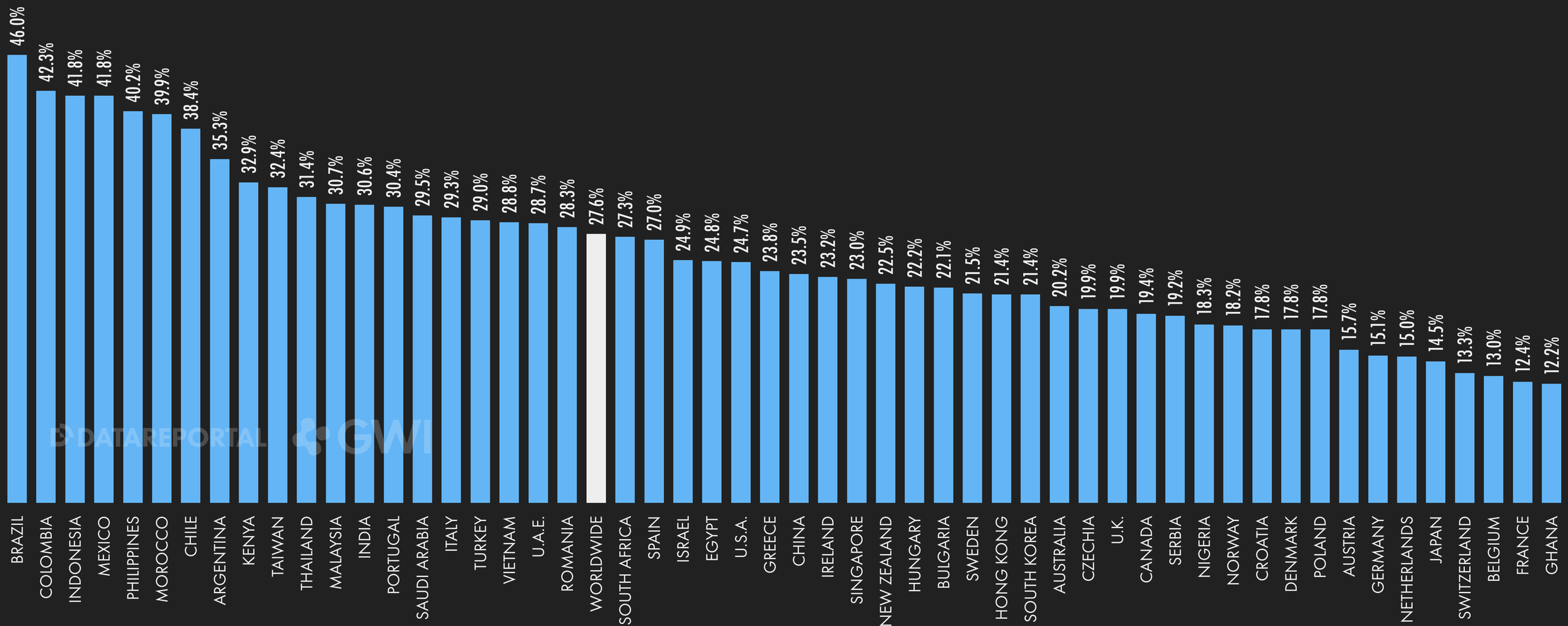
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OCT 2026

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GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

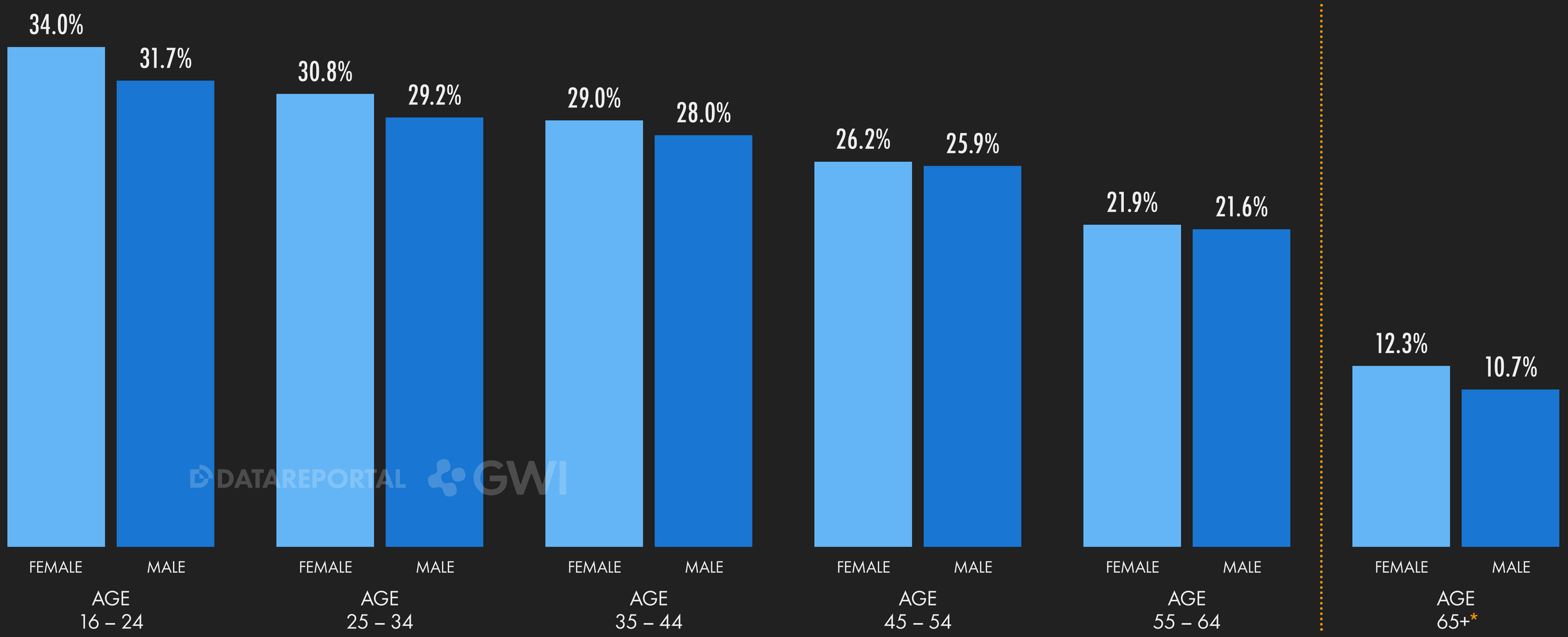
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OCT 2026

USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

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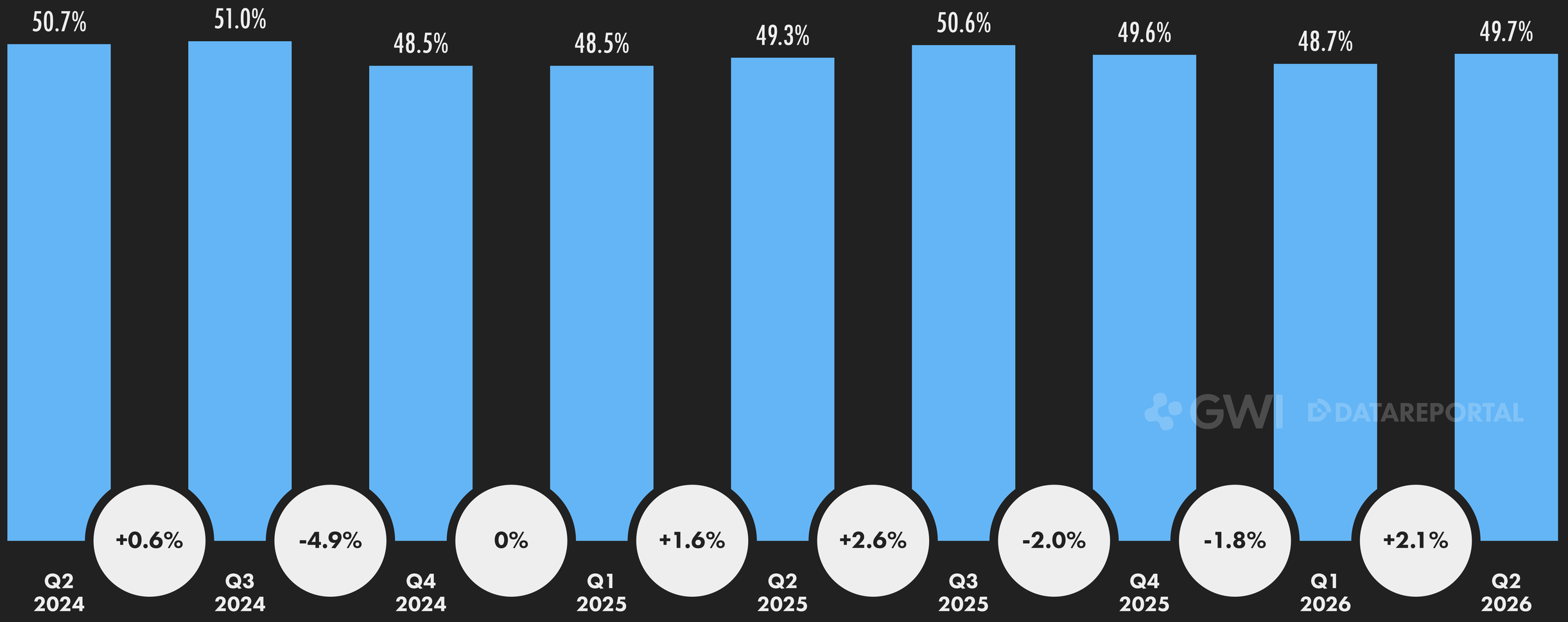
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OCT 2026

USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

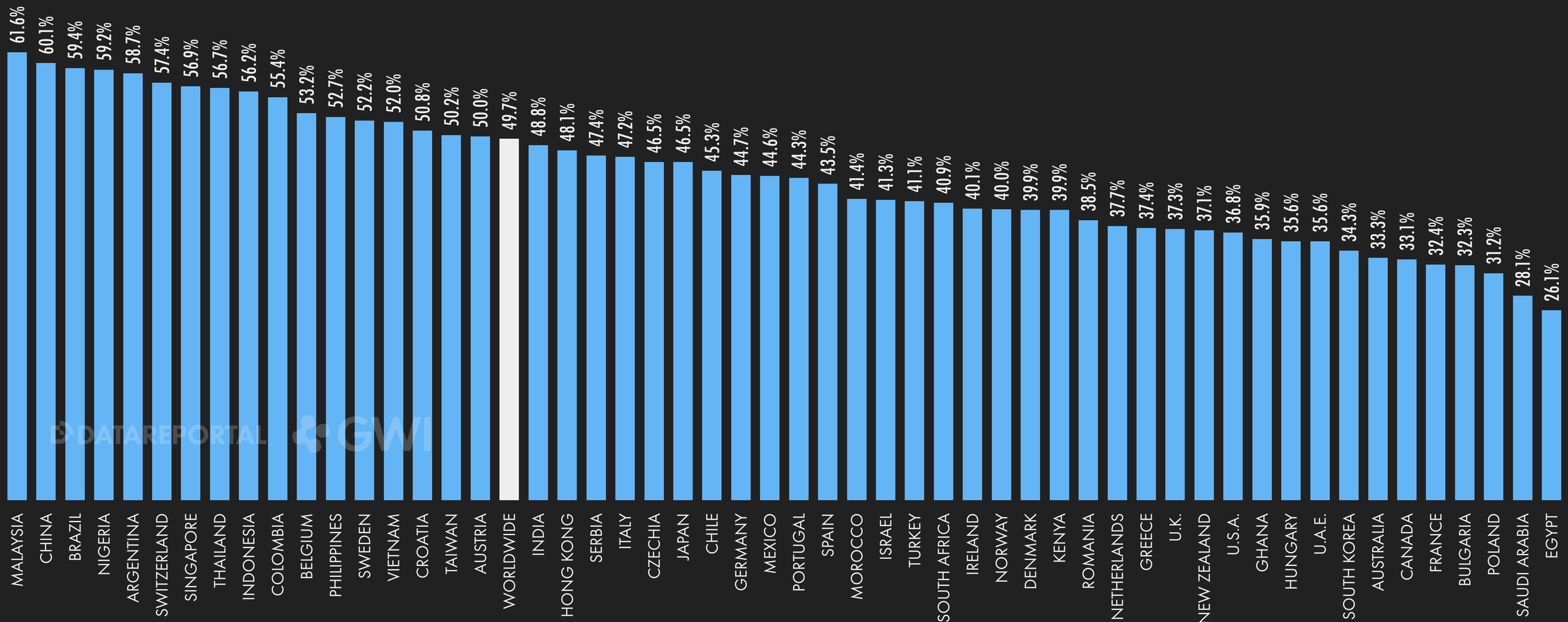
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OCT 2026

USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

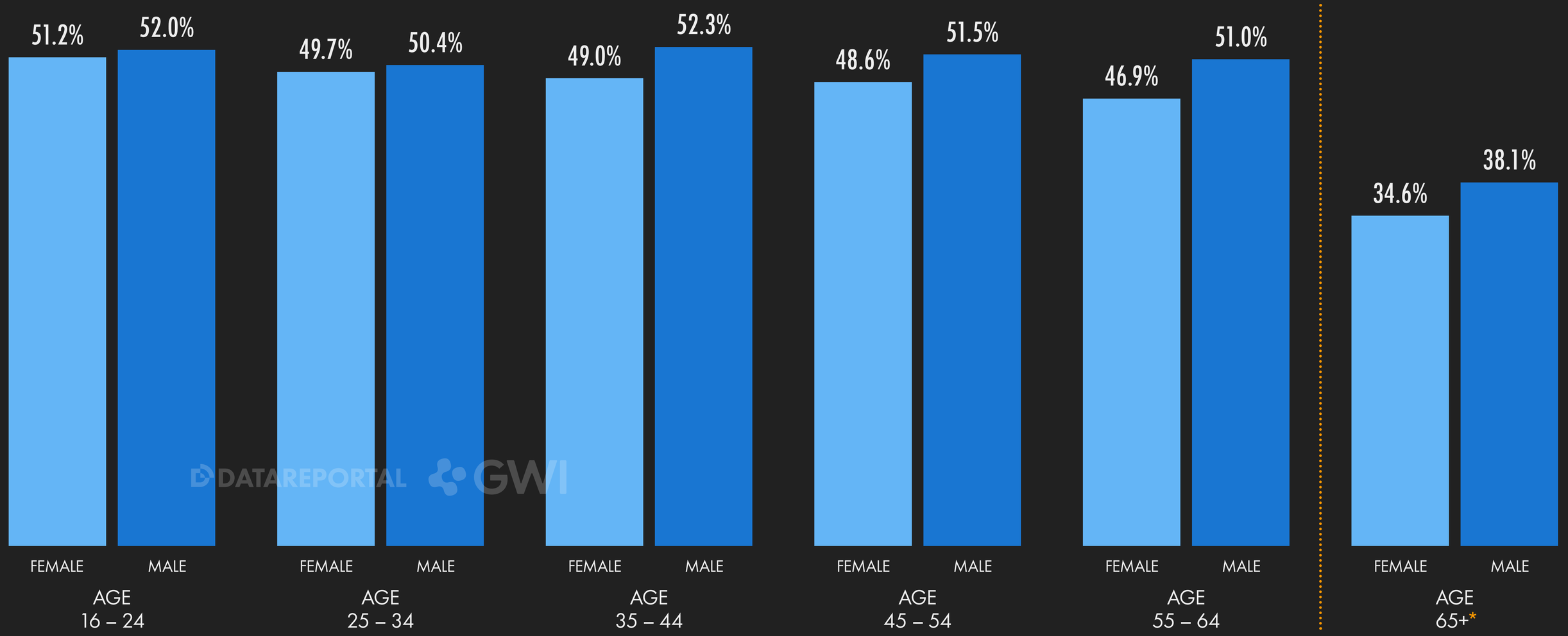
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OCT 2026

USE OF QR CODES

PERCENTAGE OF INTERNET USERS WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

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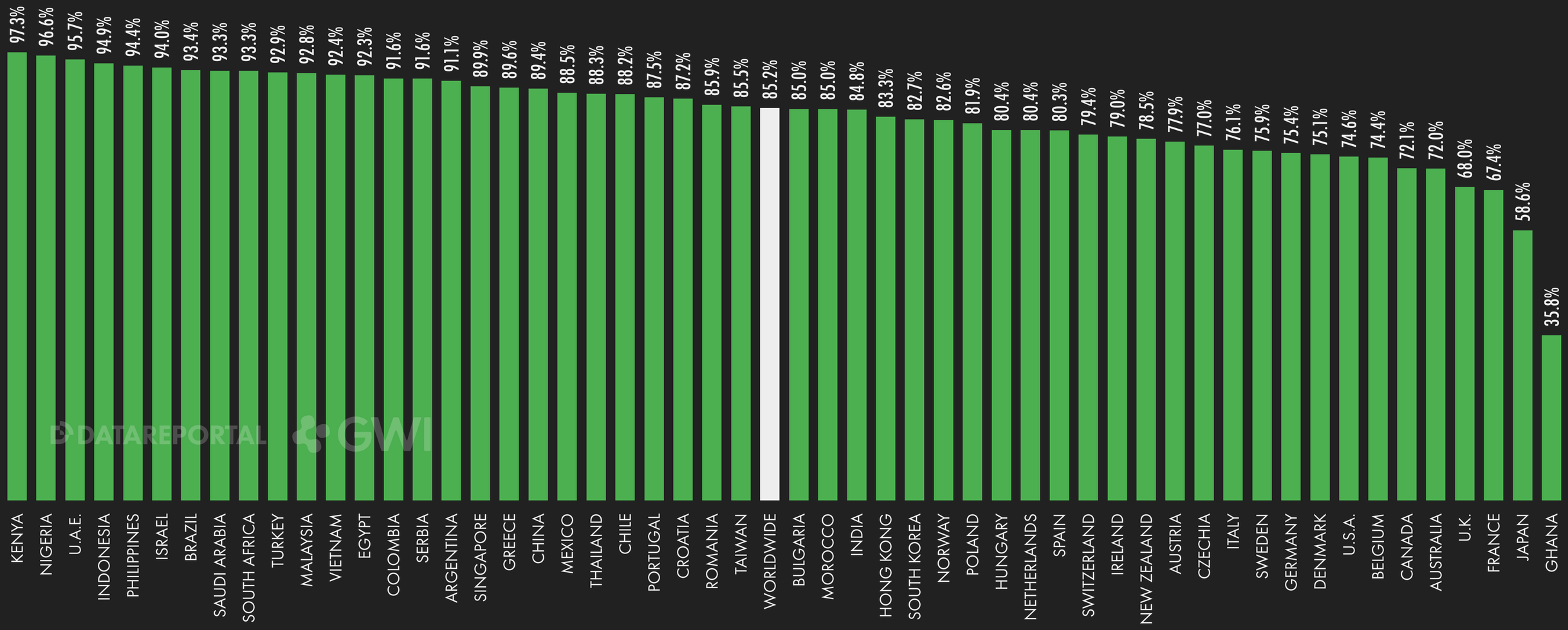
ARTIFICIAL INTELLIGENCE

OCT 2026

USE OF ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

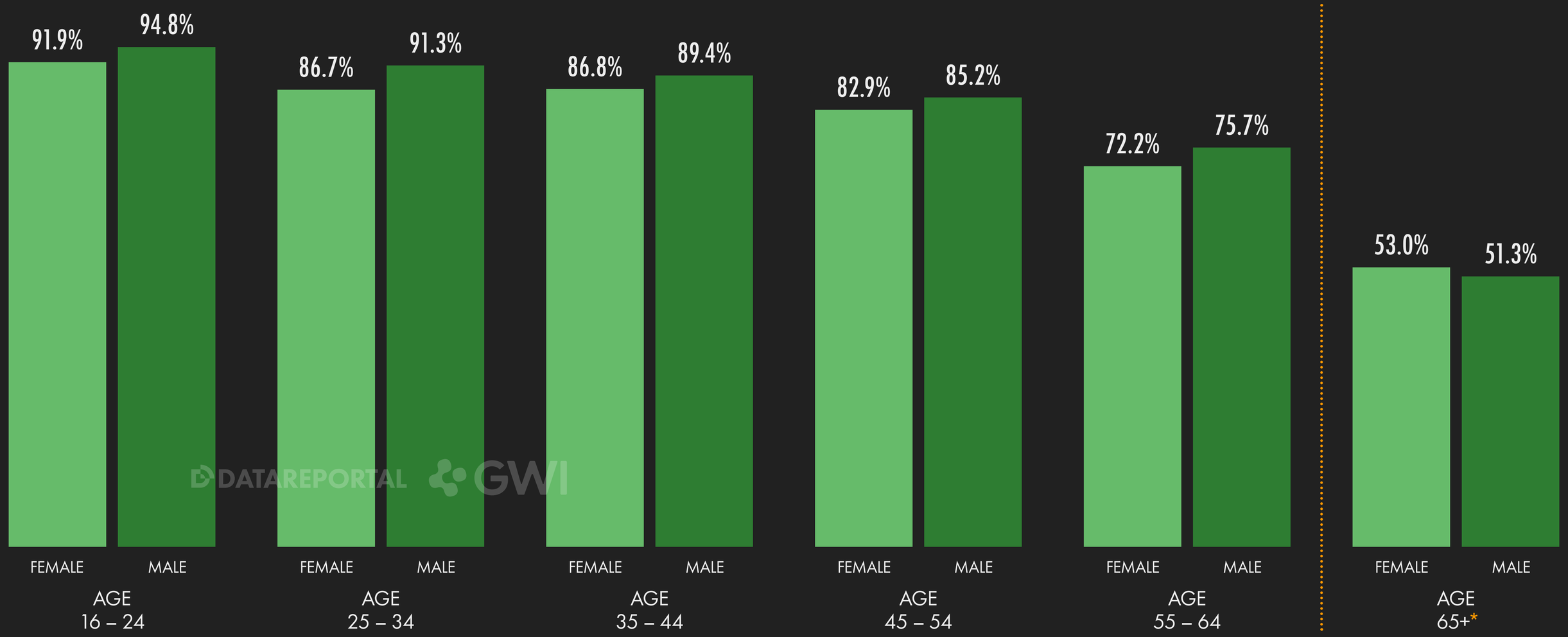
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OCT 2026

USE OF ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS EACH MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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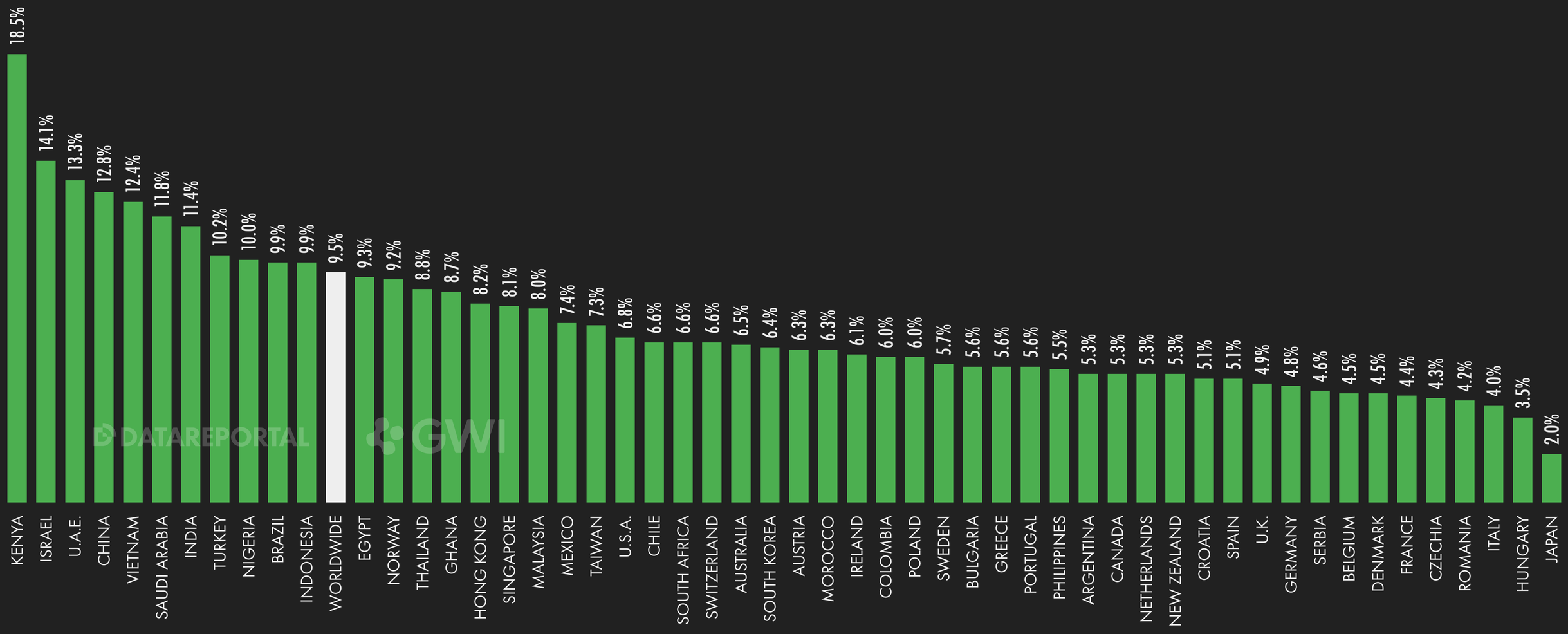
OCT 2026

PAYING FOR ARTIFICIAL INTELLIGENCE (AI) TOOLS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR A SUBSCRIPTION TO AN ARTIFICIAL INTELLIGENCE (AI) TOOL EACH MONTH



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

PAYING FOR ARTIFICIAL INTELLIGENCE (AI) TOOLS

PERCENTAGE OF INTERNET USERS WHO PAY FOR A SUBSCRIPTION TO AN ARTIFICIAL INTELLIGENCE (AI) TOOL EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

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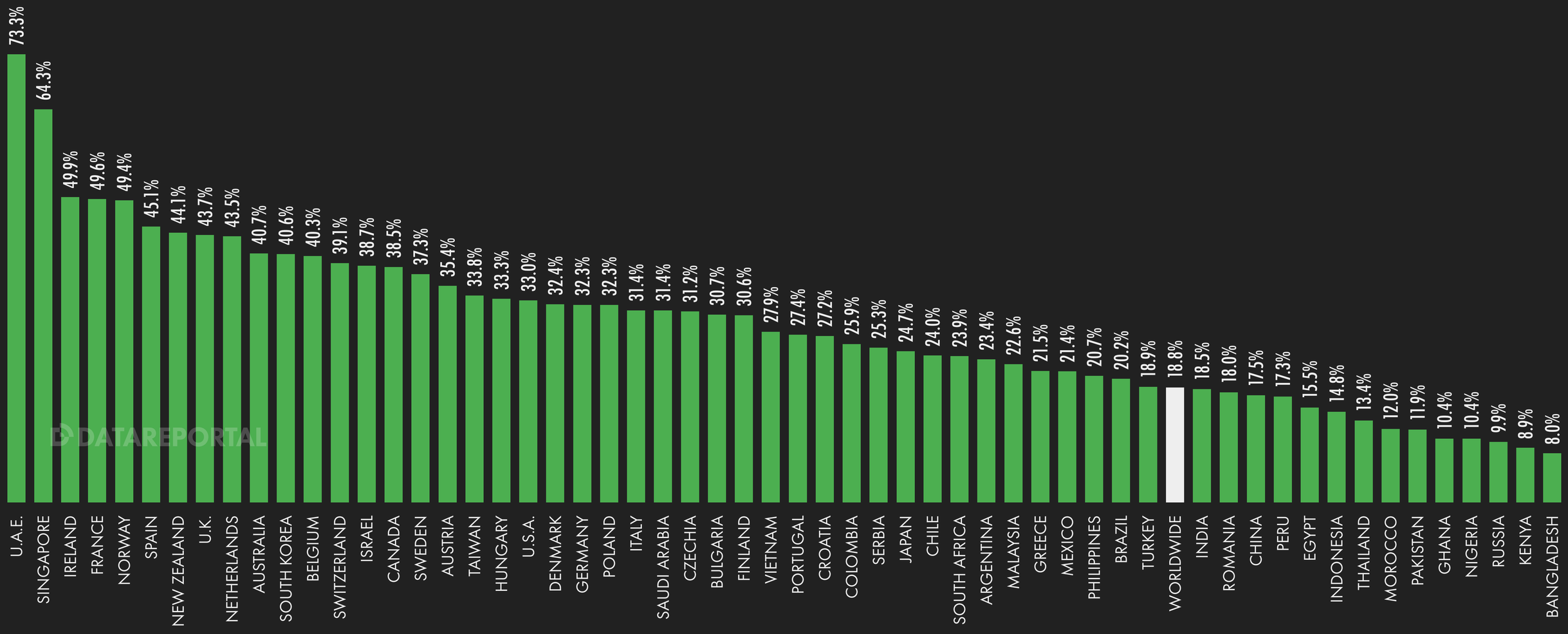
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OCT 2026

GENAI USE AMONGST WORKING-AGE ADULTS

MICROSOFT'S ASSESSMENT OF THE ACTIVE USE OF GENERATIVE AI TOOLS, REPORTED AS A PERCENTAGE OF THE WORKING-AGE POPULATION

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: MICROSOFT GLOBAL AI DIFFUSION INDEX (SEP 2026). **NOTES:** VALUES REPRESENT MICROSOFT'S TELEMETRY-BASED ASSESSMENT OF THE SHARE OF THE WORKING-AGE POPULATION (AGES 15 TO 64) THAT ACTIVELY USES GENERATIVE ARTIFICIAL INTELLIGENCE (GENAI) PRODUCTS OR TOOLS IN Q2 2026. CLICK HERE FOR FULL DETAILS OF MICROSOFT'S APPROACH AND METHODOLOGY.

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OCT 2026

GENAI USE AMONGST WORKING-AGE ADULTS

MICROSOFT'S ASSESSMENT OF THE ACTIVE USE OF GENERATIVE AI TOOLS, REPORTED AS A PERCENTAGE OF THE WORKING-AGE POPULATION



GLOBAL OVERVIEW

COUNTRIES WITH THE HIGHEST RATES OF ACTIVE GENAI USE

#	COUNTRY OR TERRITORY	2026 Q2	2026 Q1	▲QOQ
01	UNITED ARAB EMIRATES	73.3%	70.1%	+4.6%
02	SINGAPORE	64.3%	63.4%	+1.4%
03	IRELAND	49.9%	48.4%	+3.1%
04	FRANCE	49.6%	47.8%	+3.8%
05	NORWAY	49.4%	48.6%	+1.6%
06	SPAIN	45.1%	44.2%	+2.0%
07	NEW ZEALAND	44.1%	43.0%	+2.6%
08	UNITED KINGDOM	43.7%	42.2%	+3.6%
09=	NETHERLANDS	43.5%	42.1%	+3.3%
09=	QATAR	43.5%	41.8%	+4.1%

COUNTRIES WITH THE LOWEST RATES OF ACTIVE GENAI USE

#	COUNTRY OR TERRITORY	2026 Q2	2026 Q1	▲QOQ
147	CAMBODIA	6.1%	5.7%	+7.0%
144=	AFGHANISTAN	6.3%	6.1%	+3.3%
144=	TAJIKISTAN	6.3%	6.1%	+3.3%
144=	TURKMENISTAN	6.3%	6.1%	+3.3%
143	CUBA	6.8%	6.7%	+1.5%
142	SYRIA	7.4%	7.5%	-1.3%
138=	PAPUA NEW GUINEA	7.6%	7.7%	-1.3%
138=	SRI LANKA	7.6%	7.3%	+4.1%
138=	UZBEKISTAN	7.6%	7.2%	+5.6%
138=	RWANDA	7.6%	7.2%	+5.6%

SOURCE: MICROSOFT GLOBAL AI DIFFUSION INDEX (SEP 2026). **NOTES:** VALUES REPRESENT MICROSOFT'S TELEMETRY-BASED ASSESSMENT OF THE SHARE OF THE WORKING-AGE POPULATION (AGES 15 TO 64) THAT ACTIVELY USES GENERATIVE ARTIFICIAL INTELLIGENCE (GENAI) PRODUCTS OR TOOLS. VALUES IN THE "▲QOQ" COLUMN SHOW THE RELATIVE QUARTER-ON-QUARTER CHANGE IN DIFFUSION (I.E. A CHANGE FROM 50% TO 60% WOULD DELIVER QOQ GROWTH OF 20%, NOT 10%). CLICK HERE FOR FULL DETAILS OF MICROSOFT'S APPROACH AND METHODOLOGY.

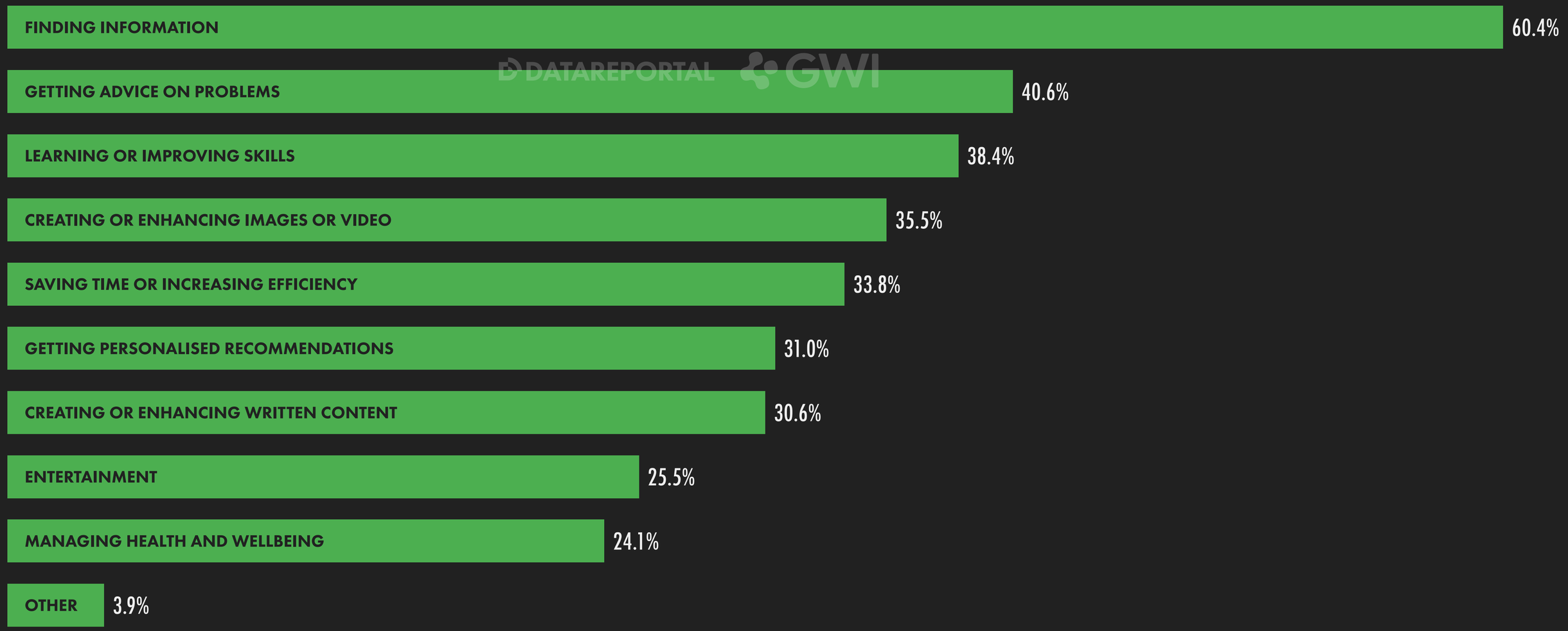
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OCT 2026

REASONS FOR USING ARTIFICIAL INTELLIGENCE (AI)

PRIMARY REASONS WHY ACTIVE ARTIFICIAL INTELLIGENCE USERS AGED 16+ USED AI TOOLS IN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE SHARE OF INTERNET USERS WHO USED ARTIFICIAL INTELLIGENCE (AI) TOOLS AT LEAST ONCE WITHIN THE PAST MONTH, AND WHO REPORT USING AI TOOLS FOR EACH ACTIVITY OR PURPOSE WITHIN THE PAST MONTH. RESPONDENTS COULD CHOOSE MORE THAN ONE OPTION FROM A PRE-DEFINED LIST OF POTENTIAL ANSWERS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2026

REASONS FOR USING ARTIFICIAL INTELLIGENCE (AI)

PRIMARY REASONS WHY ACTIVE ARTIFICIAL INTELLIGENCE USERS IN EACH AGE GROUP USED AI TOOLS IN THE PAST MONTH



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FIND INFORMATION	61.7%	FIND INFORMATION	58.7%	FIND INFORMATION	58.2%	FIND INFORMATION	59.2%	FIND INFORMATION	62.7%	FIND INFORMATION	78.5%
LEARN OR IMPROVE SKILLS	48.1%	GET ADVICE ON PROBLEMS	41.5%	GET ADVICE ON PROBLEMS	39.2%	GET ADVICE ON PROBLEMS	38.7%	GET ADVICE ON PROBLEMS	38.2%	GET ADVICE ON PROBLEMS	32.1%
GET ADVICE ON PROBLEMS	44.6%	LEARN OR IMPROVE SKILLS	41.4%	LEARN OR IMPROVE SKILLS	37.7%	LEARN OR IMPROVE SKILLS	33.5%	GET PERSONALISED RECOMMENDATIONS	28.4%	GET PERSONALISED RECOMMENDATIONS	21.8%
CREATE OR ENHANCE IMAGES OR VIDEO	38.0%	CREATE OR ENHANCE IMAGES OR VIDEO	39.7%	CREATE OR ENHANCE IMAGES OR VIDEO	37.2%	CREATE OR ENHANCE IMAGES OR VIDEO	33.0%	CREATE OR ENHANCE IMAGES OR VIDEO	28.1%	CREATE OR ENHANCE WRITTEN CONTENT	17.3%
SAVE TIME OR INCREASE EFFICIENCY	37.9%	SAVE TIME OR INCREASE EFFICIENCY	36.5%	SAVE TIME OR INCREASE EFFICIENCY	34.4%	SAVE TIME OR INCREASE EFFICIENCY	32.2%	LEARN OR IMPROVE SKILLS	27.9%	MANAGE HEALTH AND WELLBEING	14.7%
CREATE OR ENHANCE WRITTEN CONTENT	32.9%	GET PERSONALISED RECOMMENDATIONS	33.1%	GET PERSONALISED RECOMMENDATIONS	30.9%	CREATE OR ENHANCE WRITTEN CONTENT	30.2%	CREATE OR ENHANCE WRITTEN CONTENT	27.5%	SAVE TIME OR INCREASE EFFICIENCY	12.0%
GET PERSONALISED RECOMMENDATIONS	32.2%	CREATE OR ENHANCE WRITTEN CONTENT	31.9%	CREATE OR ENHANCE WRITTEN CONTENT	30.4%	GET PERSONALISED RECOMMENDATIONS	29.7%	SAVE TIME OR INCREASE EFFICIENCY	26.8%	CREATE OR ENHANCE IMAGES OR VIDEO	11.7%
ENTERTAINMENT	26.5%	ENTERTAINMENT	27.7%	ENTERTAINMENT	26.4%	ENTERTAINMENT	24.6%	MANAGE HEALTH AND WELLBEING	22.3%	LEARN OR IMPROVE SKILLS	11.3%
MANAGE HEALTH AND WELLBEING	24.6%	MANAGE HEALTH AND WELLBEING	25.4%	MANAGE HEALTH AND WELLBEING	24.8%	MANAGE HEALTH AND WELLBEING	23.7%	ENTERTAINMENT	21.9%	ENTERTAINMENT	10.0%
OTHER	4.7%	OTHER	3.6%	OTHER	3.3%	OTHER	3.6%	OTHER	4.3%	OTHER	5.2%

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE SHARE OF INTERNET USERS IN EACH AGE GROUP WHO USED ARTIFICIAL INTELLIGENCE (AI) TOOLS AT LEAST ONCE WITHIN THE PAST MONTH, AND WHO REPORT USING AI TOOLS FOR EACH ACTIVITY OR PURPOSE WITHIN THE PAST MONTH. RESPONDENTS COULD CHOOSE MORE THAN ONE OPTION FROM A PRE-DEFINED LIST OF POTENTIAL ANSWERS. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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OCT 2026

TOP GENERATIVE AI USE CASES

AI IN THE WILD'S ANALYSIS OF POPULAR USE CASES FOR GENERATIVE AI (GENAI) TOOLS AND LARGE LANGUAGE MODELS (LLMS)



GLOBAL OVERVIEW

#	USER ACTIVITY	2026 RANK	2025 RANK	▲YOY
01	THERAPY AND COMPANIONSHIP	01	01	STABLE
02	TROUBLESHOOTING	02	16	▲ +14
03	FUN AND NONSENSE	03	07	▲ +4
04	FAN FICTION AND STORYTELLING	04	[N/A]	NEW
05	TECHNICAL USE OF SOFTWARE	05	[N/A]	▲▲*
06	AUTONOMOUS AGENTIC OPERATIONS	06	[N/A]	NEW
07	RELATIONSHIP ADVICE	07	38	▲ +31
08	WORK BUDDY	08	43	▲ +35
09	ASTROLOGY AND TAROT READINGS	09	[N/A]	NEW
10	GENERAL ADVICE	10	[N/A]	▲▲*

#	USER ACTIVITY	2026 RANK	2025 RANK	▲YOY
11	FAKE REALITY TV	11	[N/A]	NEW
12	MEDICAL ADVICE	12	26	▲ +14
13	ENHANCED DECISION-MAKING	13	73	▲ +60
14	ORGANISING MY LIFE	14	02	▼ -12
15	GENERATING RELEVANT IMAGES	15	12	▼ -3
16	HEALTHIER LIVING	16	10	▼ -6
17	NAVIGATING LOVE LIVES	17	74	▲ +57
18	SPECIFIC SEARCH	18	13	▼ -5
19	CREATIVE WRITING	19	88	▲ +69
20	EDITING TEXT	20	45	▲ +25

SOURCE: AI IN THE WILD (JUN 2026 AND APR 2025). **NOTES:** ACTIVITY DEFINITIONS PER SOURCE ANALYSIS. RANKING REFLECTS SOURCE RESEARCHERS' ANALYSIS OF THOUSANDS OF FORUM AND SOCIAL MEDIA POSTS TO IDENTIFY AND CLASSIFY REAL-WORLD GENERATIVE AI ACTIVITY. VALUES IN THE "▲YOY" COLUMN SHOW THE YEAR-ON-YEAR CHANGE IN RANK-ORDER POSITION. (*) "▲▲" IDENTIFIES ACTIVITIES THAT DID NOT RANK IN THE TOP 100 IN THE PREVIOUS YEAR. **ADVISORY:** RANKINGS REFLECT PREVALENCE OF EACH ACTIVITY REFERENCED IN SOCIAL MEDIA AND FORUM CONVERSATIONS, AND MAY NOT BE REPRESENTATIVE OF OVERALL USE OF GENAI TOOLS AND LLMS.

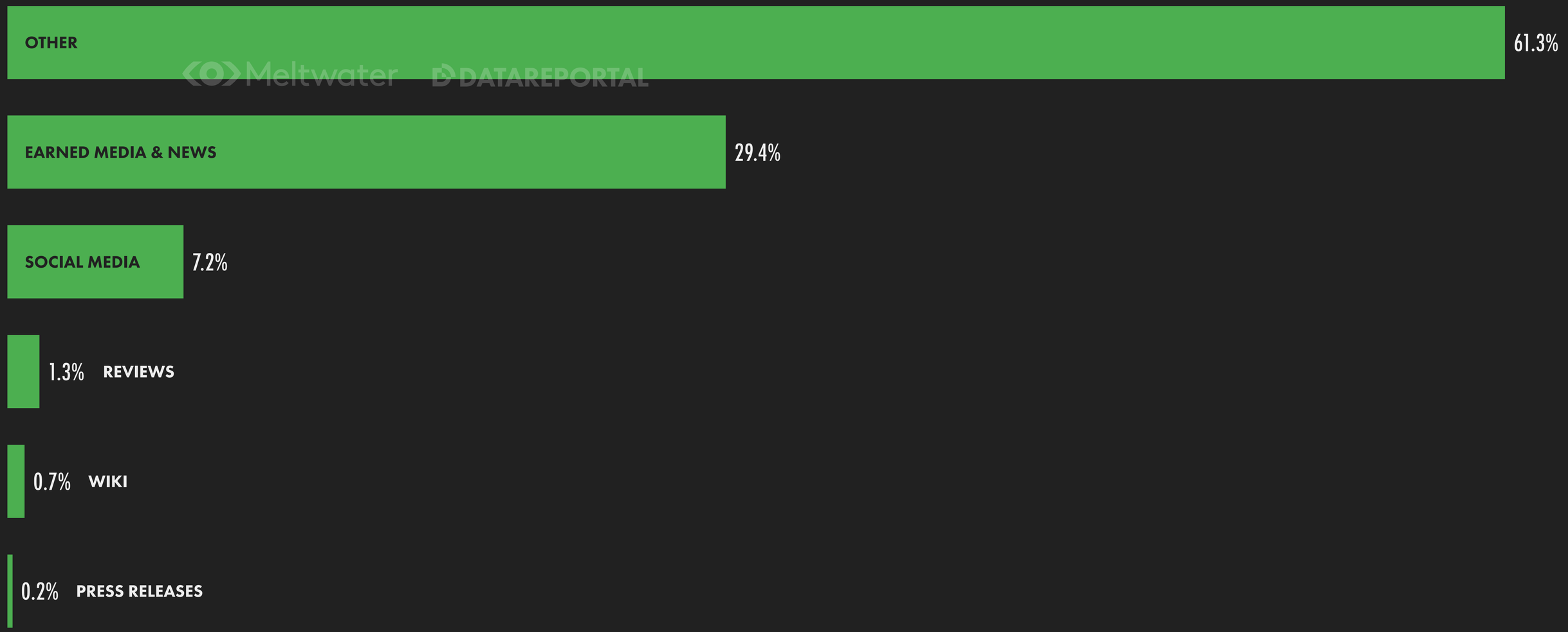
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OCT 2026

SOURCES OF BRAND CITATIONS IN GENAI TOOLS

SHARE OF BRAND MENTIONS IN GENAI TOOLS AND LLMS THAT CAN BE ATTRIBUTED TO EACH TYPE OF CONTENT

GLOBAL OVERVIEW



Meltwater DATAREPORTAL

SOURCE: MELTWATER. **NOTES:** VALUES REFLECT SHARE OF 7 MILLION CITATIONS ACROSS 8 GENAI PLATFORMS IN AUGUST 2026. PROMPT SET COVERS A MIX OF CONSUMER CATEGORIES, INCLUDING RETAIL BANKING, AI, AUTOMOTIVE, FAST FOOD, STREAMING SERVICES, APPAREL, AND FASHION. PROMPTS WERE DISTRIBUTED EQUALLY ACROSS CATEGORIES AND CONTAINED NO BRAND MENTIONS. "OTHER" INCLUDES BRAND AND CORPORATE WEBSITES, RESEARCH DATABASES, MARKET INTELLIGENCE PLATFORMS, FINANCIAL REFERENCE SITES, AND MORE. CITATION PATTERNS MAY VARY ACROSS AI MODELS DUE TO DIFFERENCES IN TRAINING DATA AND RETRIEVAL MECHANISMS. VALUES MAY REFLECT THE MIX OF MODELS INCLUDED IN THE ANALYSIS, RATHER THAN A UNIFORM TREND ACROSS ALL AI PLATFORMS.

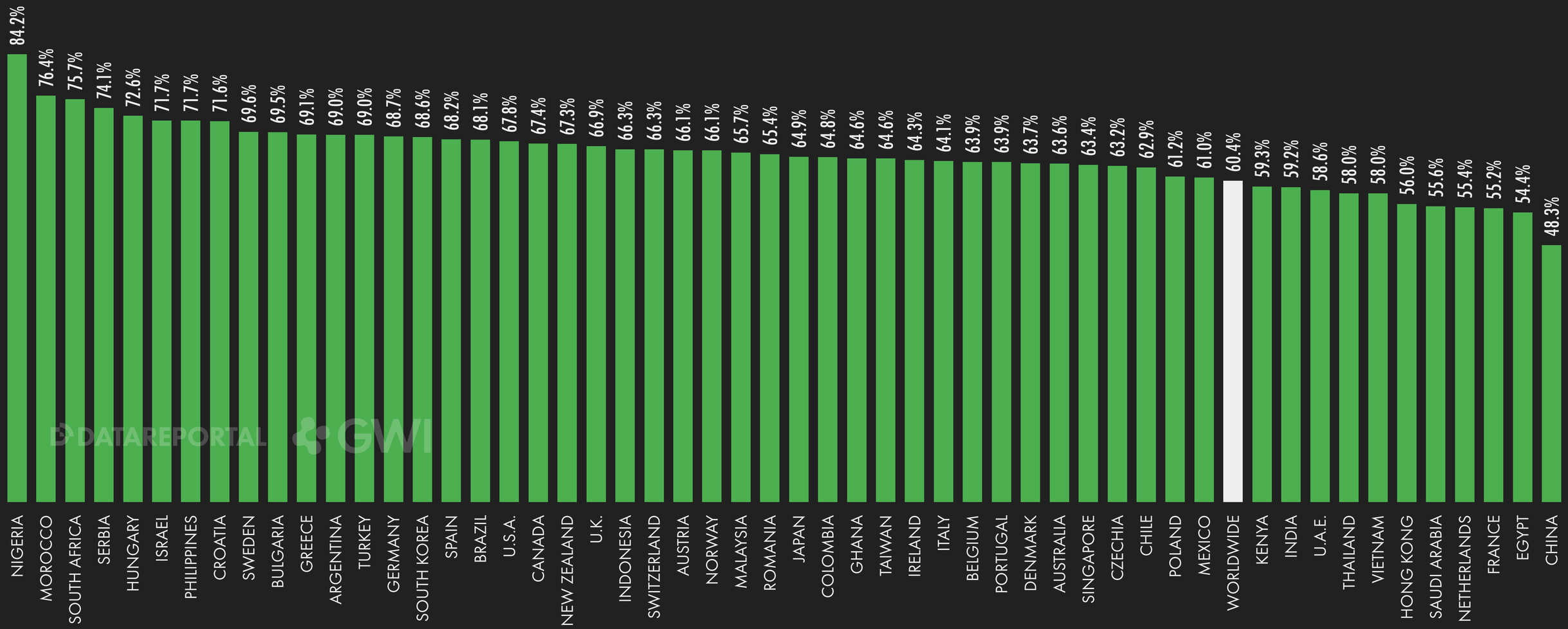
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OCT 2026

USING AI TO SEARCH FOR INFORMATION

PERCENTAGE OF ACTIVE AI USERS AGED 16+ WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS TO FIND INFORMATION

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

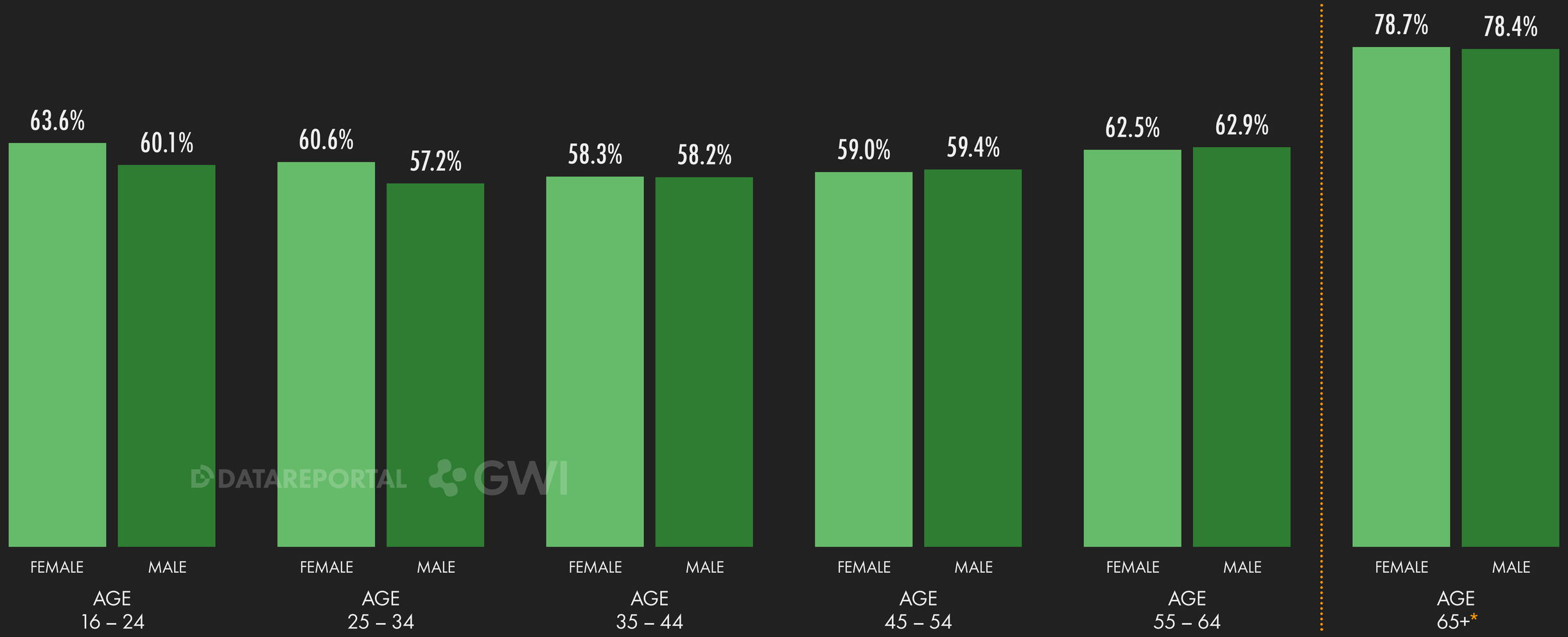
we are social Meltwater

OCT 2026

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PERCENTAGE OF ACTIVE AI USERS WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS TO FIND INFORMATION

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

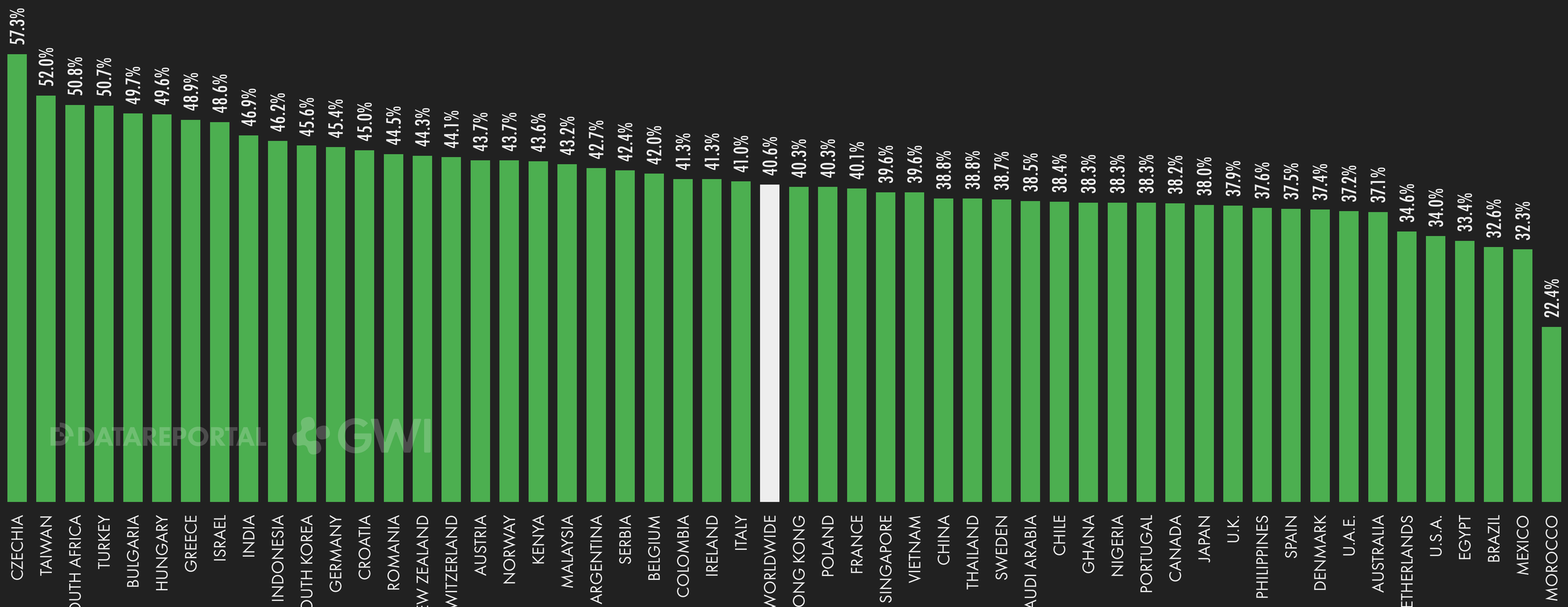
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OCT 2026

USING AI FOR ADVICE ON PROBLEMS

PERCENTAGE OF ACTIVE AI USERS AGED 16+ WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS TO SEEK ADVICE ON PROBLEMS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

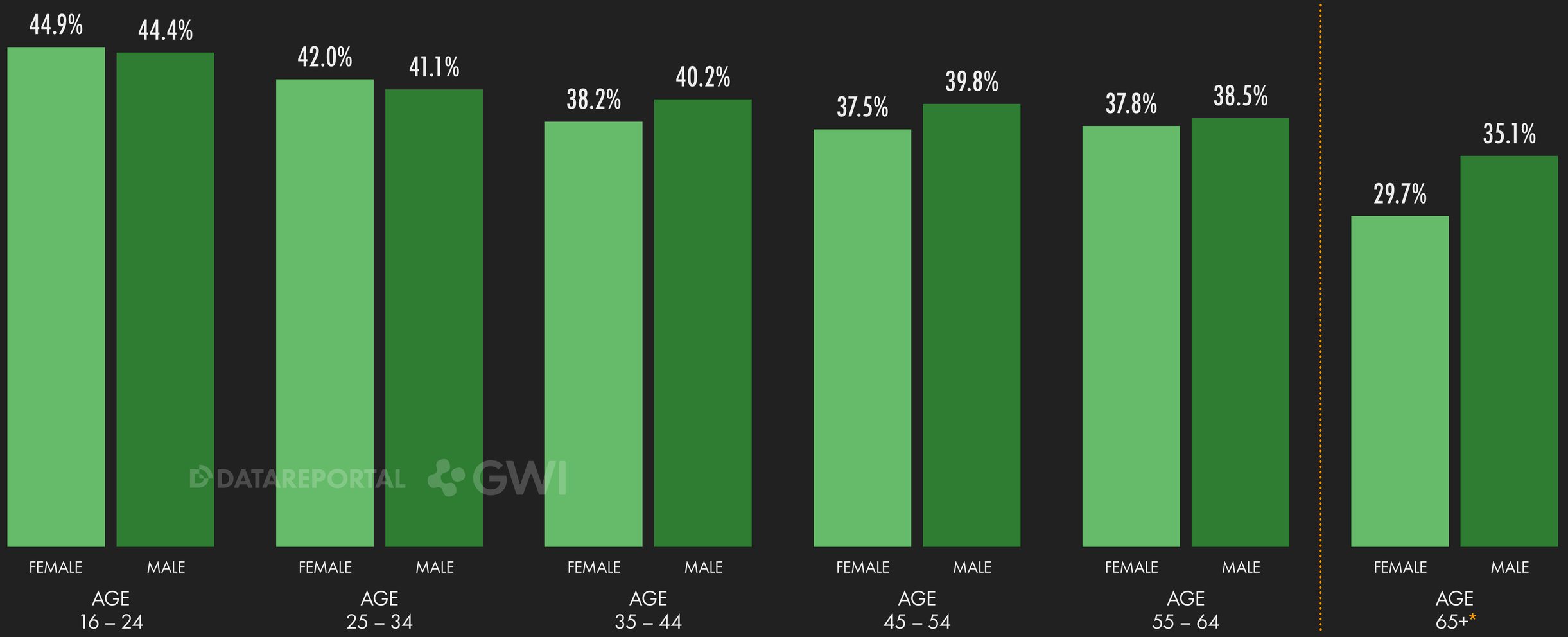
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OCT 2026

USING AI FOR ADVICE ON PROBLEMS

PERCENTAGE OF ACTIVE AI USERS WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS TO SEEK ADVICE ON PROBLEMS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

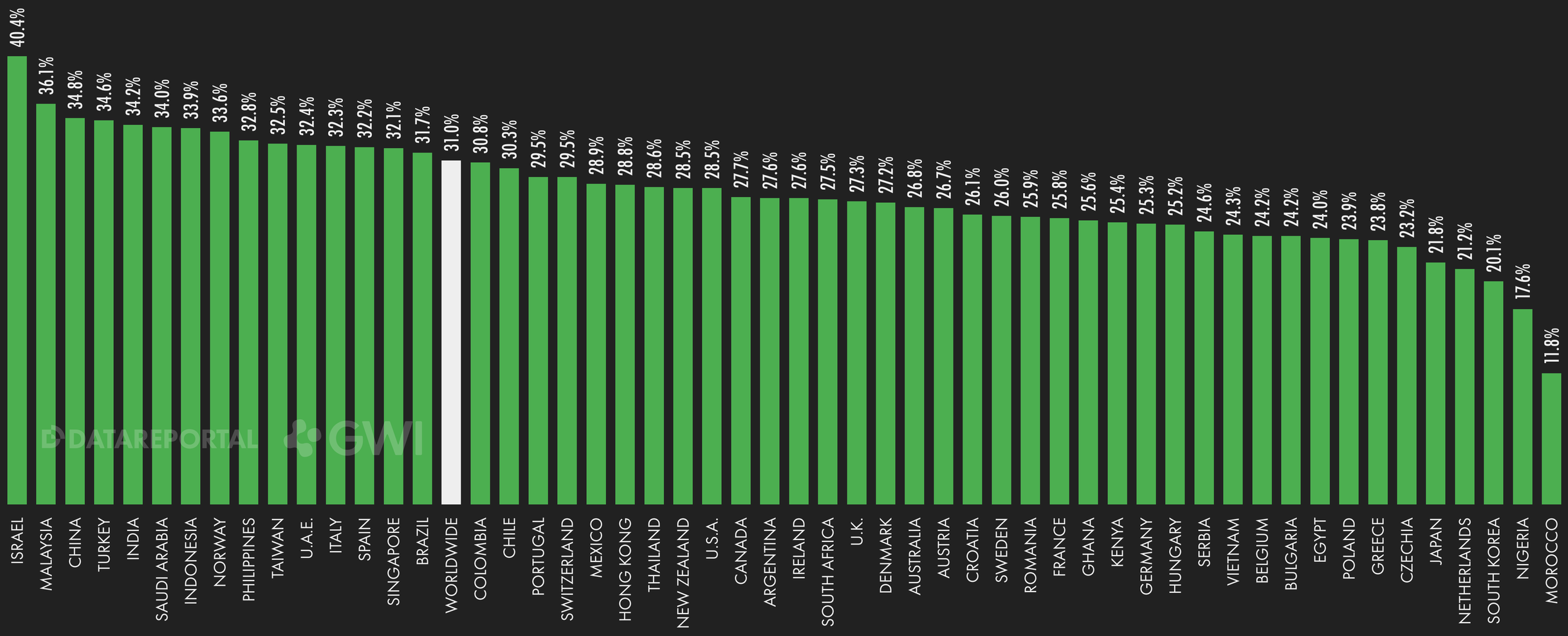
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OCT 2026

USING AI FOR PERSONALISED RECOMMENDATIONS

PERCENTAGE OF ACTIVE AI USERS AGED 16+ WHO USE AI TOOLS FOR PERSONALISED RECOMMENDATIONS (E.G. PRODUCTS, TRAVEL, ENTERTAINMENT)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

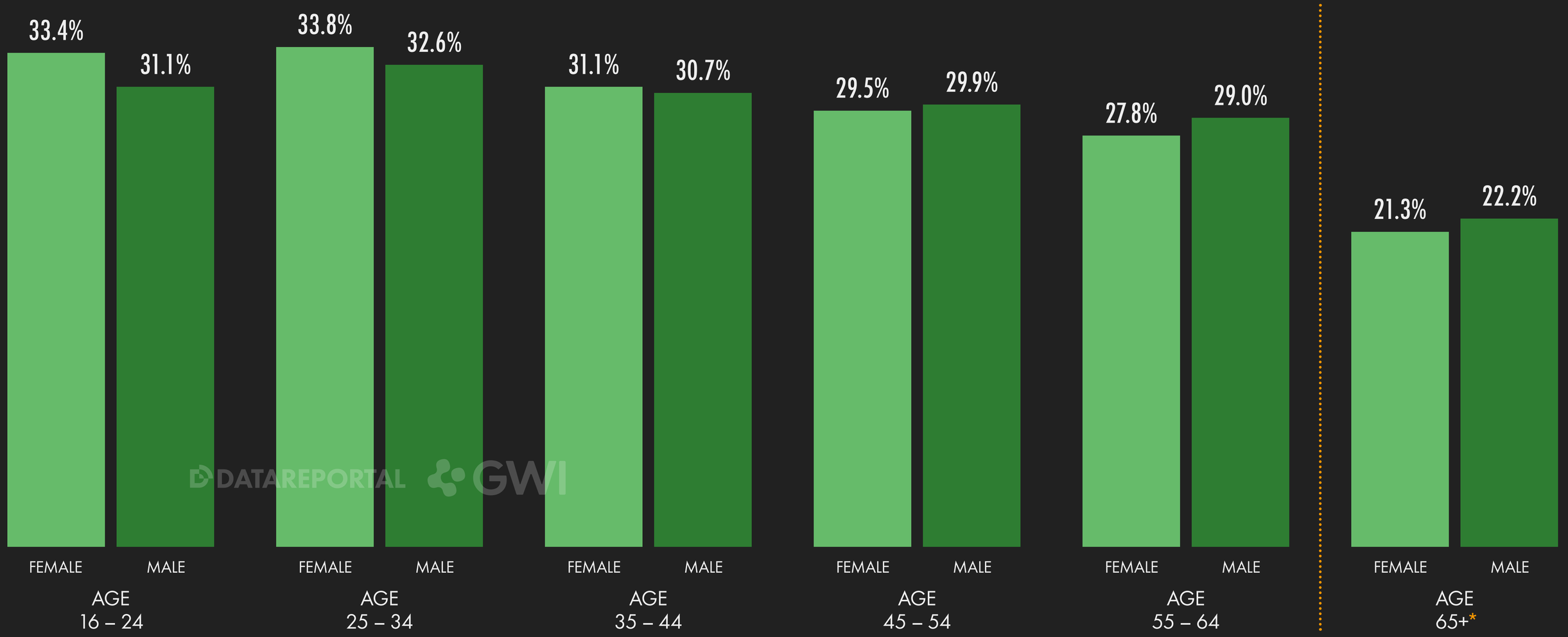
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OCT 2026

USING AI FOR PERSONALISED RECOMMENDATIONS

PERCENTAGE OF ACTIVE AI USERS WHO USE AI TOOLS FOR PERSONALISED RECOMMENDATIONS (E.G. PRODUCTS, TRAVEL, ENTERTAINMENT)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

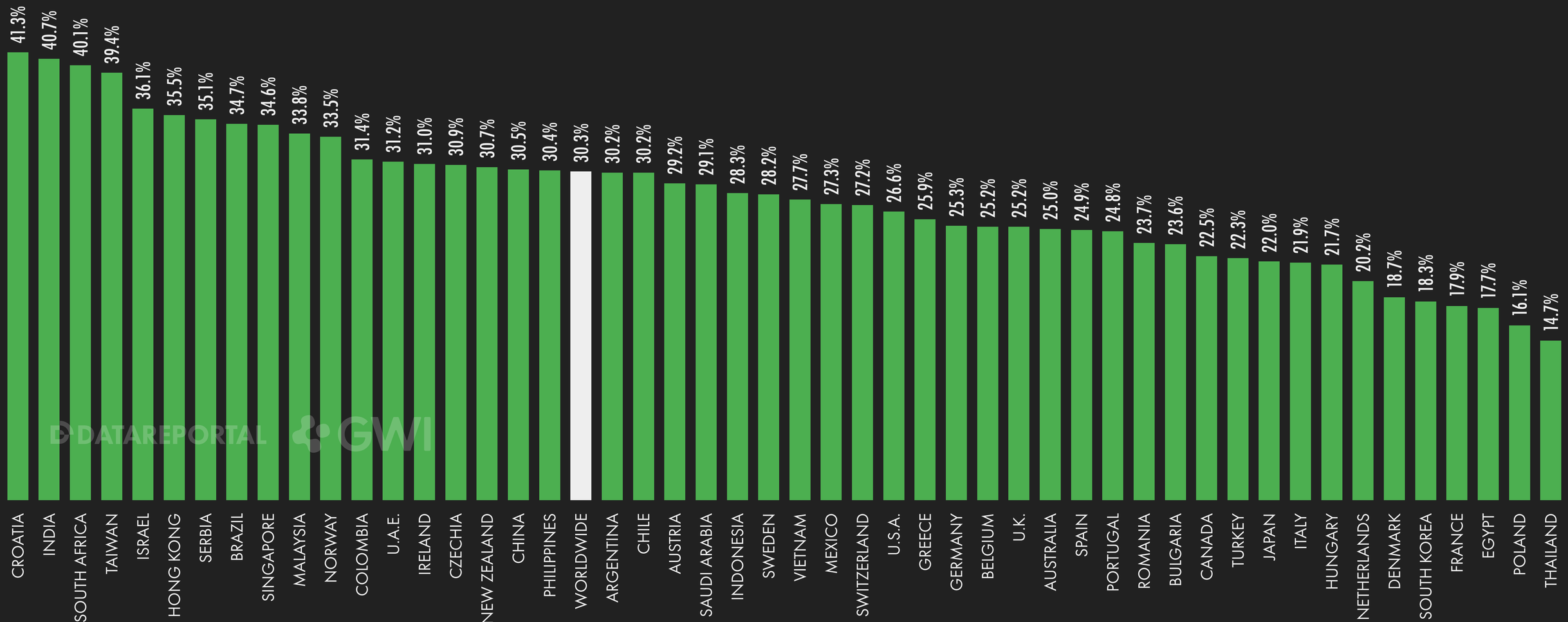
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OCT 2026

FEEL COMFORTABLE USING AI

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY ARE COMFORTABLE USING ARTIFICIAL INTELLIGENCE (AI) PRODUCTS AND SERVICES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

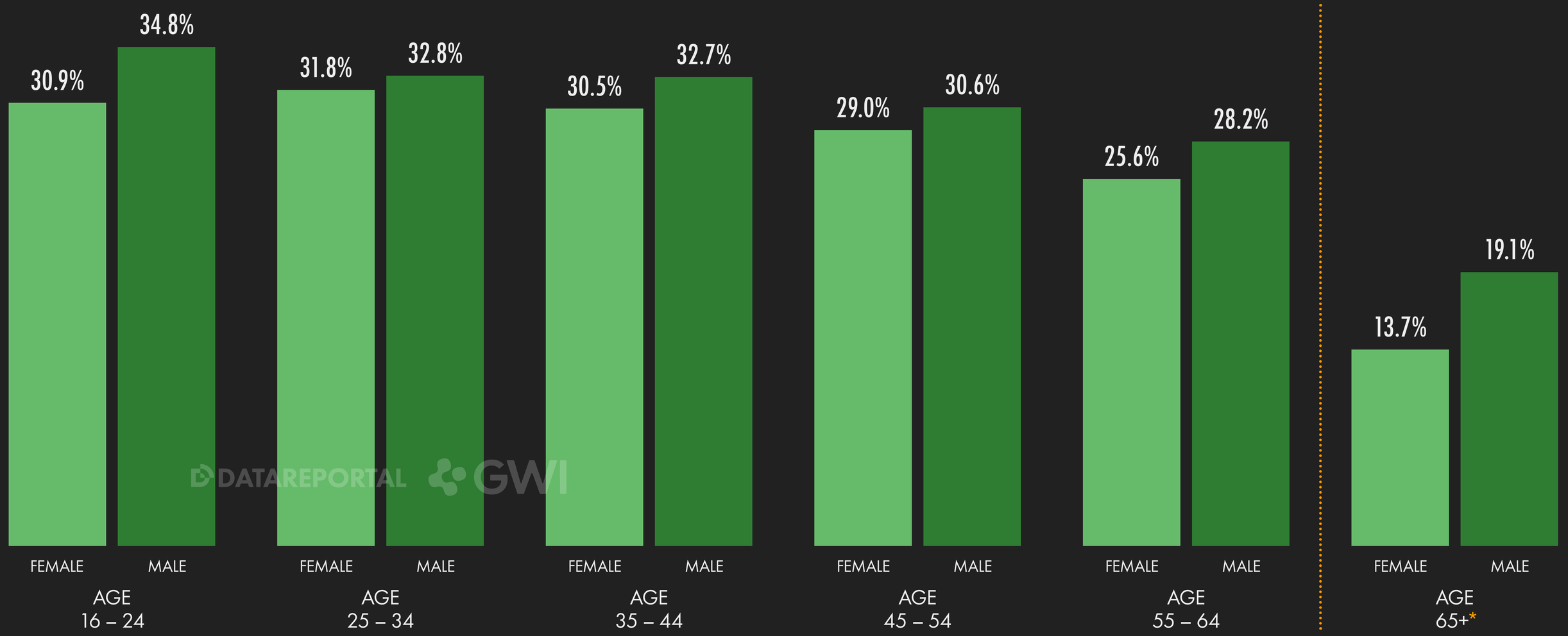
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OCT 2026

FEEL COMFORTABLE USING AI

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY ARE COMFORTABLE USING ARTIFICIAL INTELLIGENCE (AI) PRODUCTS AND SERVICES

GLOBAL OVERVIEW



DATAREPORTAL GWI

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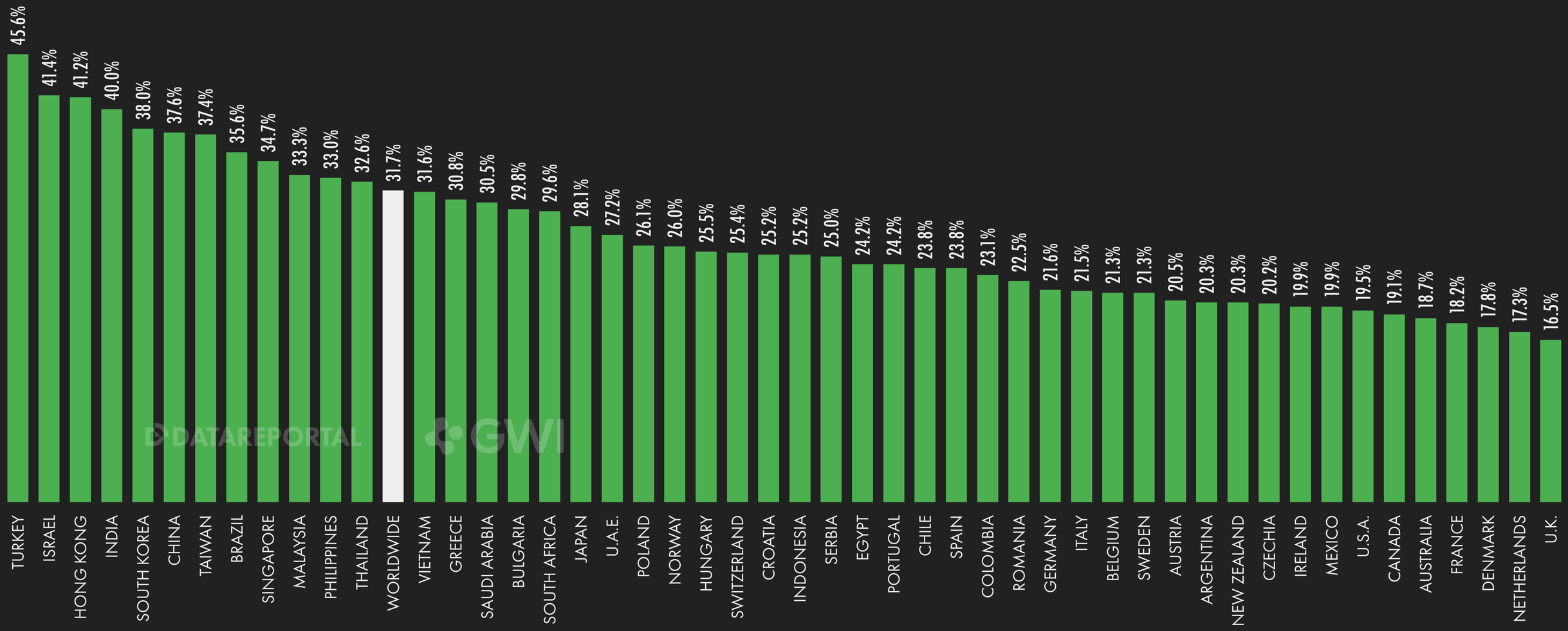
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OCT 2026

BELIEF THAT AI ENHANCES DAILY LIFE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) ENHANCES THEIR OWN DAILY LIFE

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

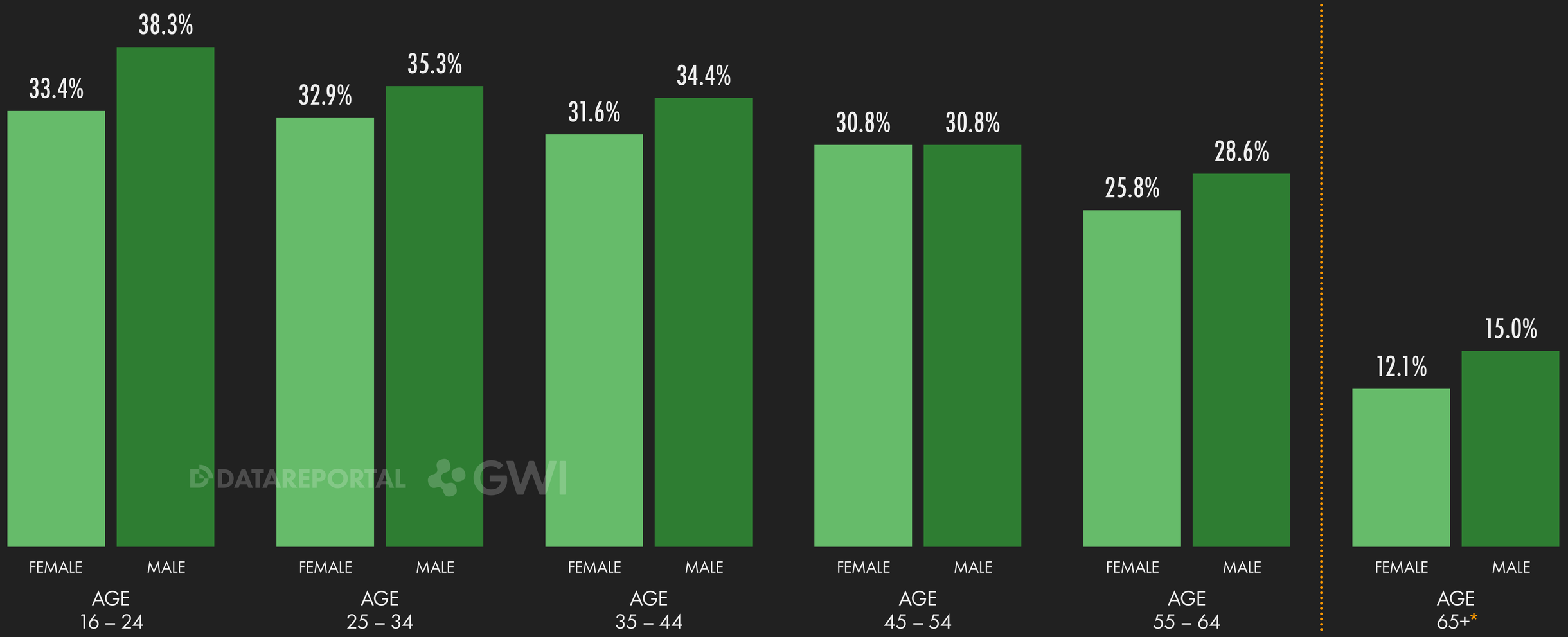
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OCT 2026

BELIEF THAT AI ENHANCES DAILY LIFE

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) ENHANCES THEIR OWN DAILY LIFE

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

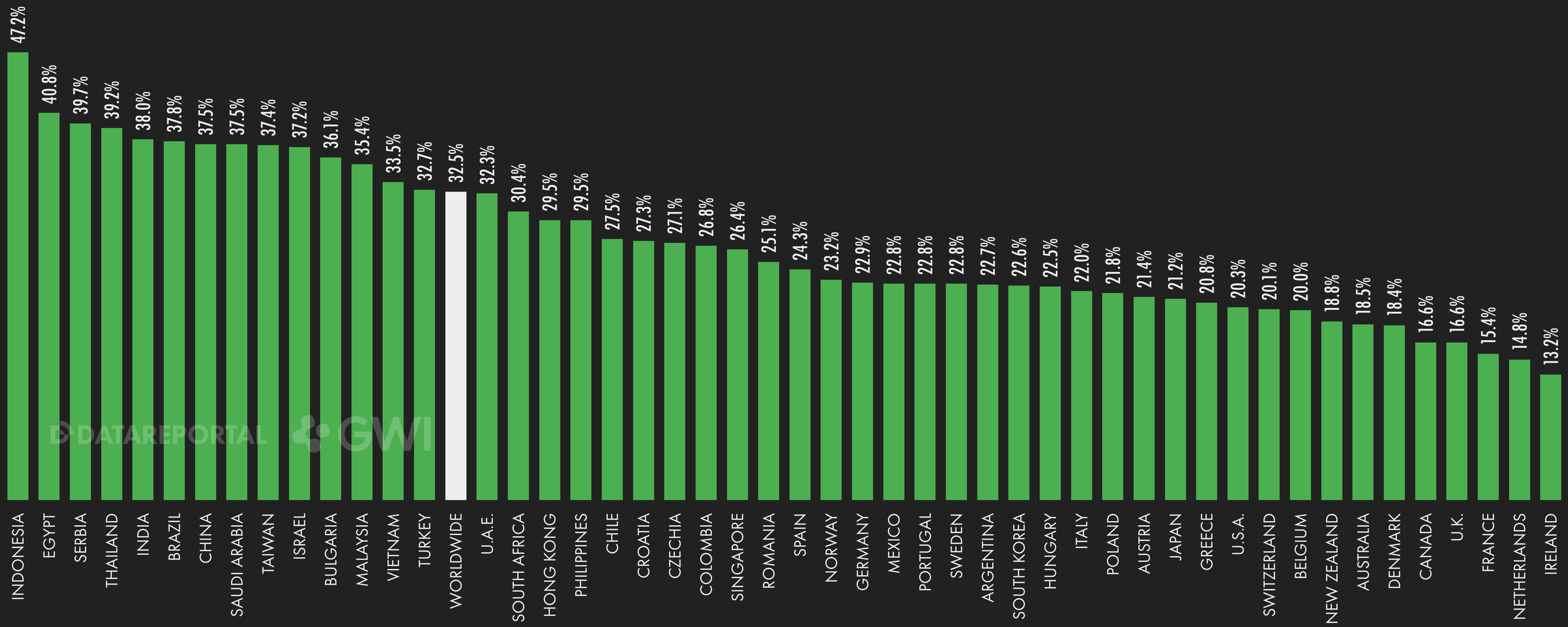
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OCT 2026

BELIEF THAT AI BENEFITS SOCIETY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) BENEFITS SOCIETY OVERALL

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

BELIEF THAT AI BENEFITS SOCIETY

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) BENEFITS SOCIETY OVERALL

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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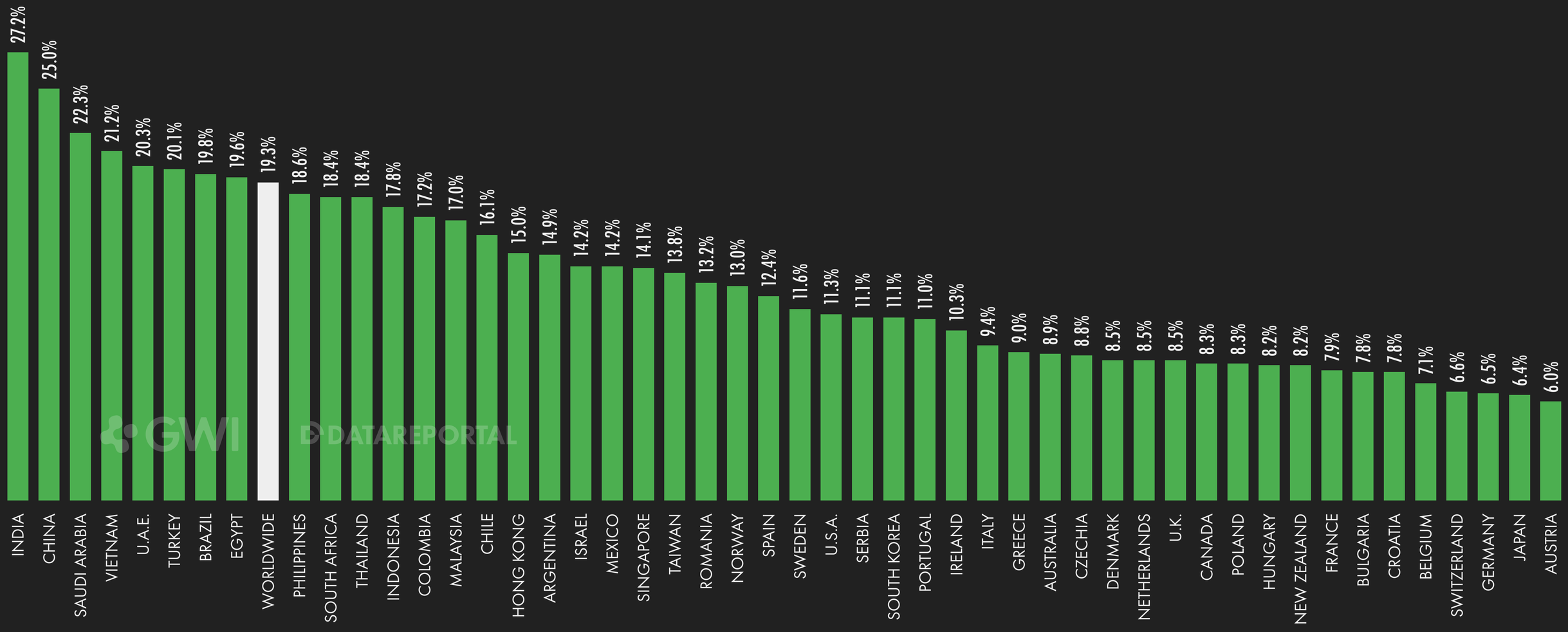
OCT 2026

BELIEF THAT AI WILL CREATE JOB OPPORTUNITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) WILL CREATE MORE JOB OPPORTUNITIES



GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

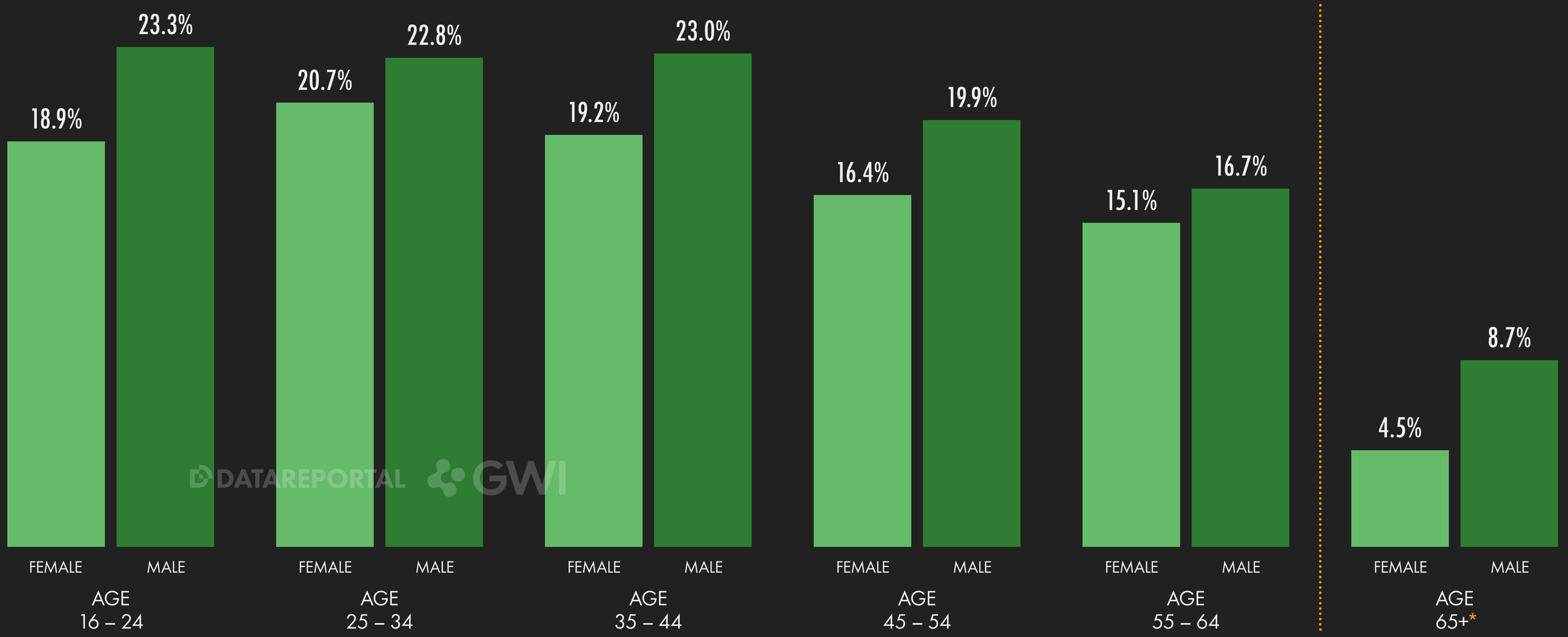
we are social
Meltwater

OCT 2026

BELIEF THAT AI WILL CREATE JOB OPPORTUNITIES

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT ARTIFICIAL INTELLIGENCE (AI) WILL CREATE MORE JOB OPPORTUNITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

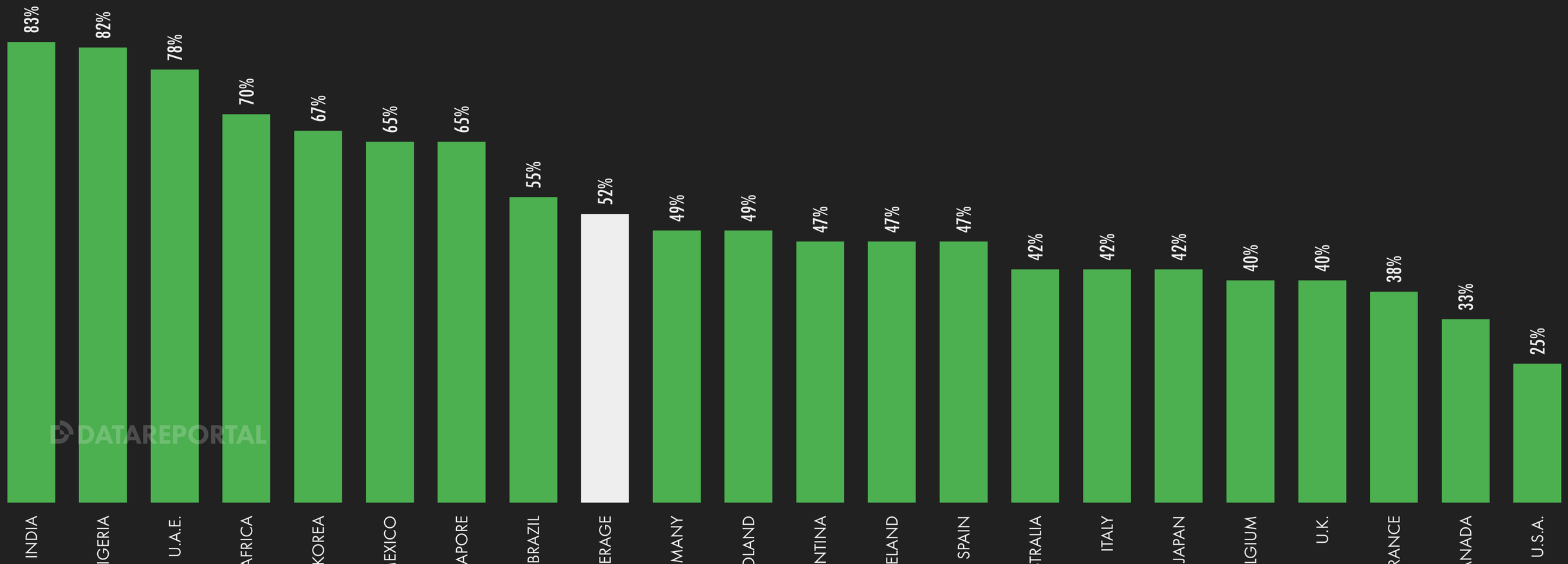
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OCT 2026

EXCITEMENT ABOUT AI COMPANIONSHIP

PERCENTAGE OF PEOPLE IN EACH GEOGRAPHY WHO EXPRESSED AT LEAST SOME DEGREE OF EXCITEMENT ABOUT THE USE OF AI COMPANIONS

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: GOOGLE & IPSOS MULTI-COUNTRY AI SURVEY 2026. **NOTES:** VALUES REPRESENT THE SHARE OF RESPONDENTS IN EACH GEOGRAPHY WHO SAID THAT THEY ARE EITHER "EXTREMELY EXCITED", "VERY EXCITED", OR "SOMEWHAT EXCITED" ABOUT THE USE OF AI COMPANIONS. THE VALUE FOR "AVERAGE" REPRESENTS AN UNWEIGHTED AVERAGE ACROSS ALL OF THE 21 COUNTRIES INCLUDED IN THE SURVEY.

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Meltwater

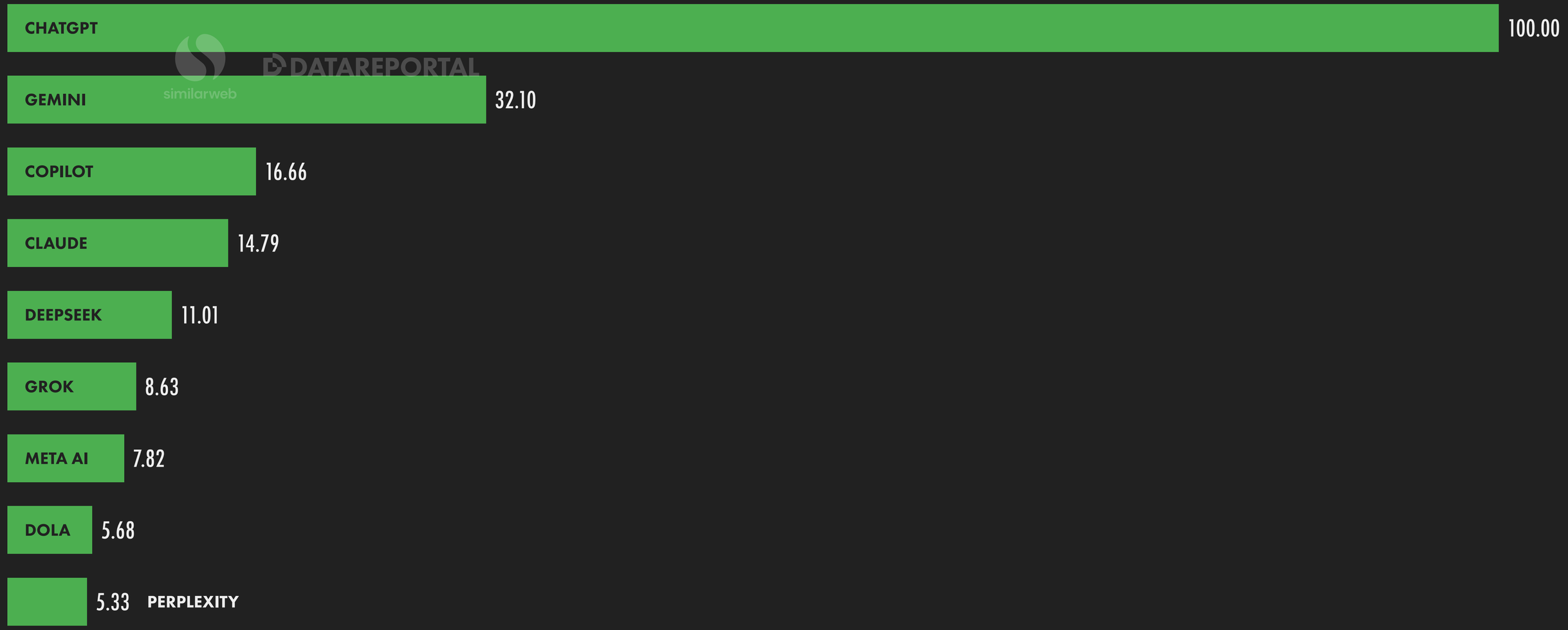
OCT 2026

GENAI MOBILE APPS: MONTHLY ACTIVE USER INDEX

COMBINED MONTHLY ACTIVE USERS OF EACH PLATFORM'S GOOGLE PLAY AND IOS MOBILE APPS IN AUGUST 2026, REPORTED AS AN INDEX



GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT COMBINED MONTHLY ACTIVE USERS OF EACH PLATFORM'S MOBILE APP(S) IN AUGUST 2026, REPORTED AS AN INDEX OF THE VALUE FOR THE TOP-RANKED APP ON THIS CHART. VALUES MAY AGGREGATE USE ACROSS MULTIPLE APPS LISTED IN THE GOOGLE PLAY AND APPLE IOS APP STORES (E.G. PRIMARY AND "LITE" VERSIONS). VALUE FOR GOOGLE GEMINI REFLECTS USE OF THE STANDALONE APP ONLY, AND DOES NOT FACTOR USE OF OS INTEGRATIONS. VALUE FOR "MICROSOFT COPILOT" DOES NOT INCLUDE "MICROSOFT 365 COPILOT", WHICH IS PRIMARILY DESIGNED FOR USE WITH OTHER MICROSOFT PRODUCTS. **ADVISORY:** SOME PEOPLE MAY BE ACTIVE USERS OF BOTH ANDROID AND IOS APPS, SO FIGURES MAY NOT REFLECT UNIQUE INDIVIDUALS.

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Meltwater

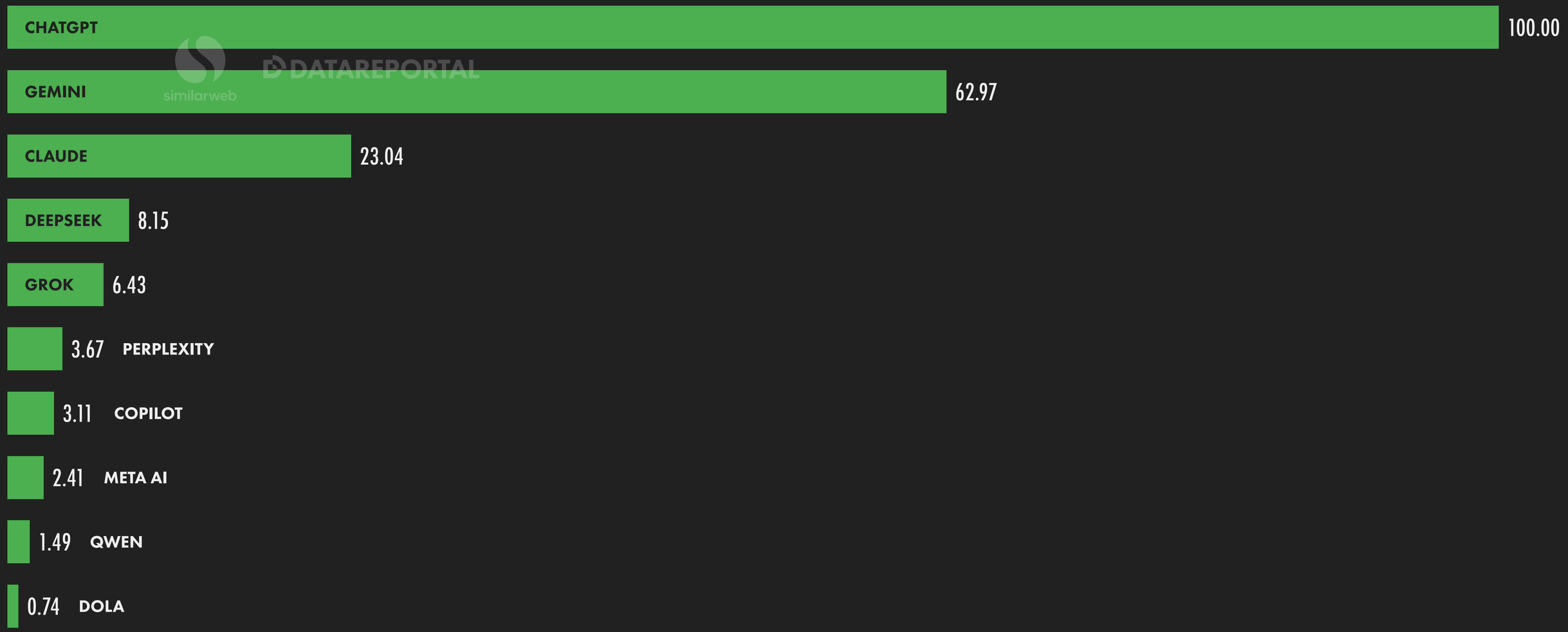
OCT 2026

GENAI WEBSITES: DEDUPLICATED USERS INDEX

UNIQUE MONTHLY VISITORS TO A SELECTION OF GENERATIVE AI WEB DOMAINS IN AUGUST 2026, REPORTED AS AN INDEX



GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT UNIQUE WORLDWIDE MONTHLY WEBSITE VISITORS IN AUGUST 2026, REPORTED AS AN INDEX OF THE VALUE FOR THE TOP DOMAIN SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** UNIQUE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN ON EACH VISIT. SOME PEOPLE MAY USE MULTIPLE DEVICES AND BROWSERS TO ACCESS THE SAME SERVICE, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES ONLY REPRESENT VISITORS TO THE RESPECTIVE SERVICE'S WEB DOMAIN, AND DO NOT FACTOR USE OF SERVICES IN NATIVE MOBILE APPS, BROADER SERVICE OFFERINGS (E.G. GMAIL), OR OTHER SOFTWARE PACKAGES (E.G. MICROSOFT OFFICE).

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OCT 2026

SHARE OF AI WEB TRAFFIC REFERRALS

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM THE SPECIFIC SELECTION OF PLATFORMS SHOWN ON THIS CHART IN JUL 2026. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

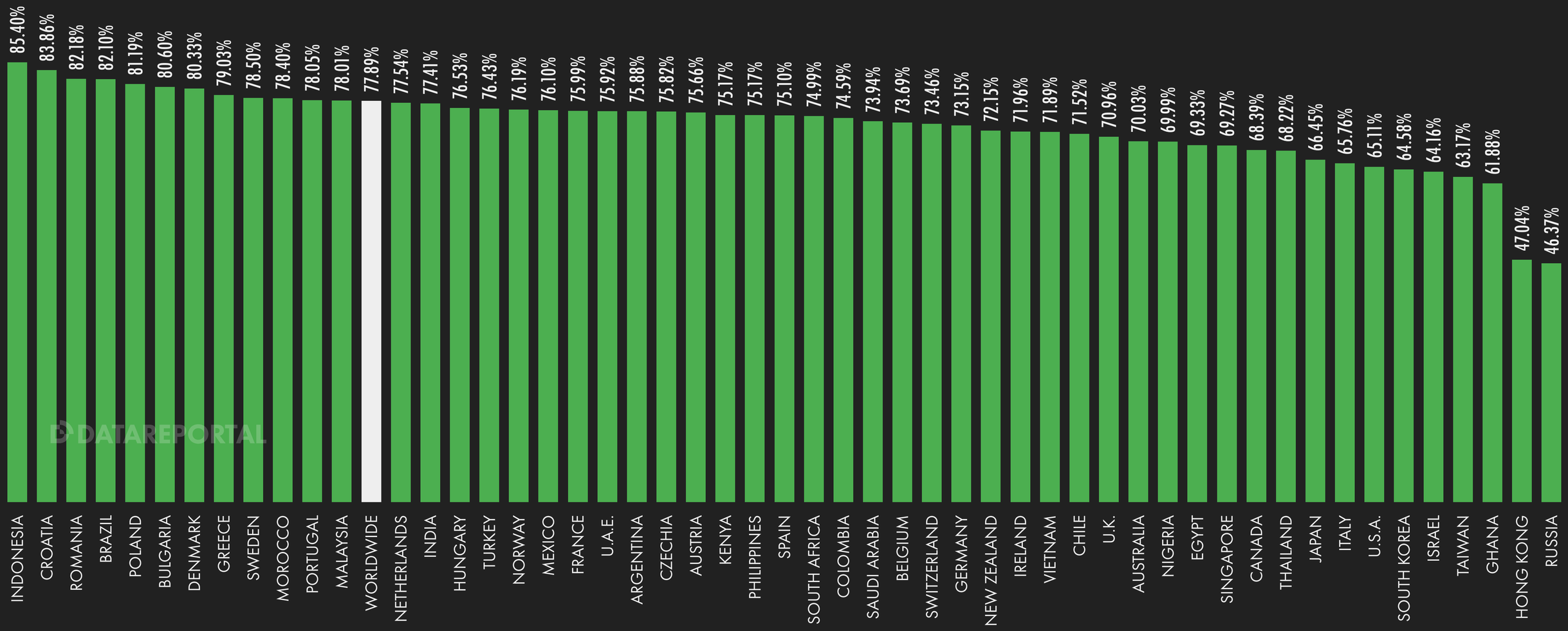
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OCT 2026

CHATGPT'S SHARE OF AI WEB TRAFFIC REFERRALS

WEB TRAFFIC REFERRED BY CHATGPT AS A PERCENTAGE OF WEB TRAFFIC REFERRALS FROM A SPECIFIC SELECTION OF TOP LLMS (ANY DEVICE)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM CHATGPT AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM A LIMITED SELECTION OF THE TOP AI-RELATED PLATFORMS (LLMS) IN JUL 2026. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social
Meltwater



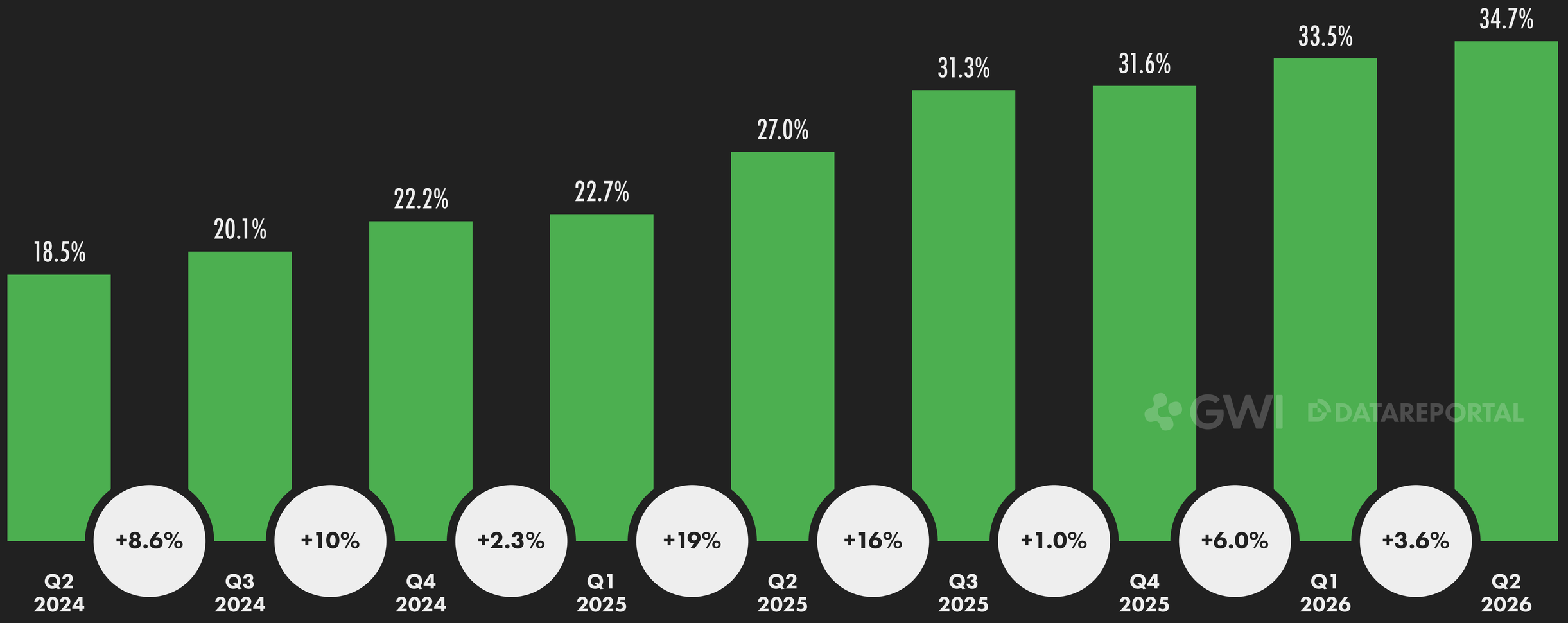
CHATGPT

OCT 2026

SELF-REPORTED USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THEY HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

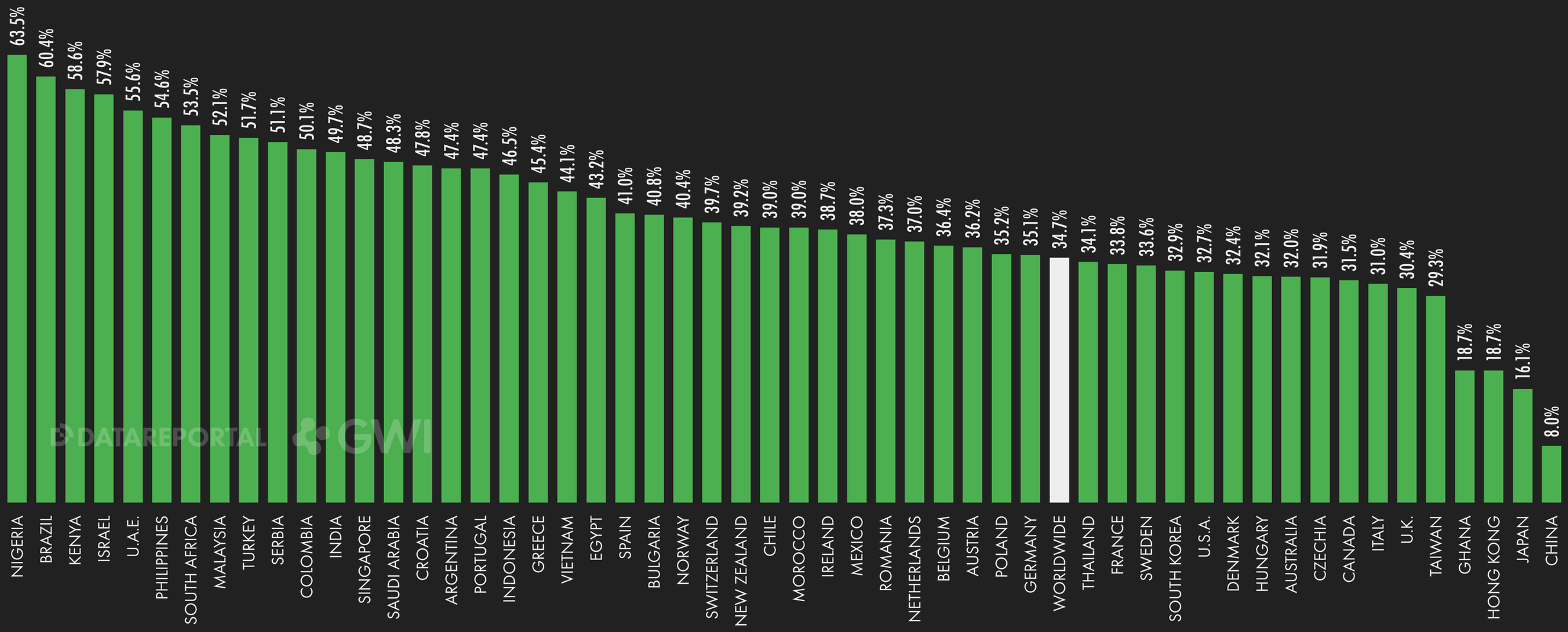
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OCT 2026

SELF-REPORTED USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THEY HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



DATAREPORTAL GWI

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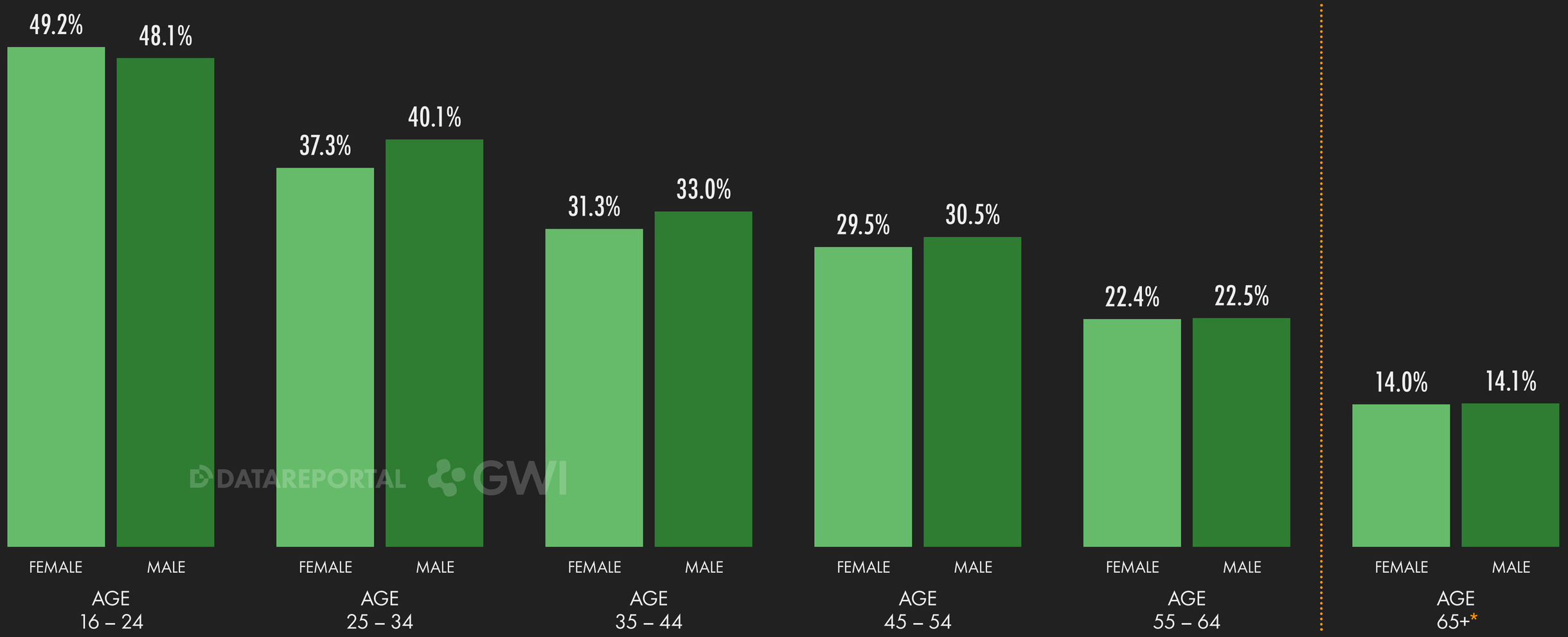
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OCT 2026

SELF-REPORTED USE OF CHATGPT

PERCENTAGE OF INTERNET USERS WHO SAY THEY HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

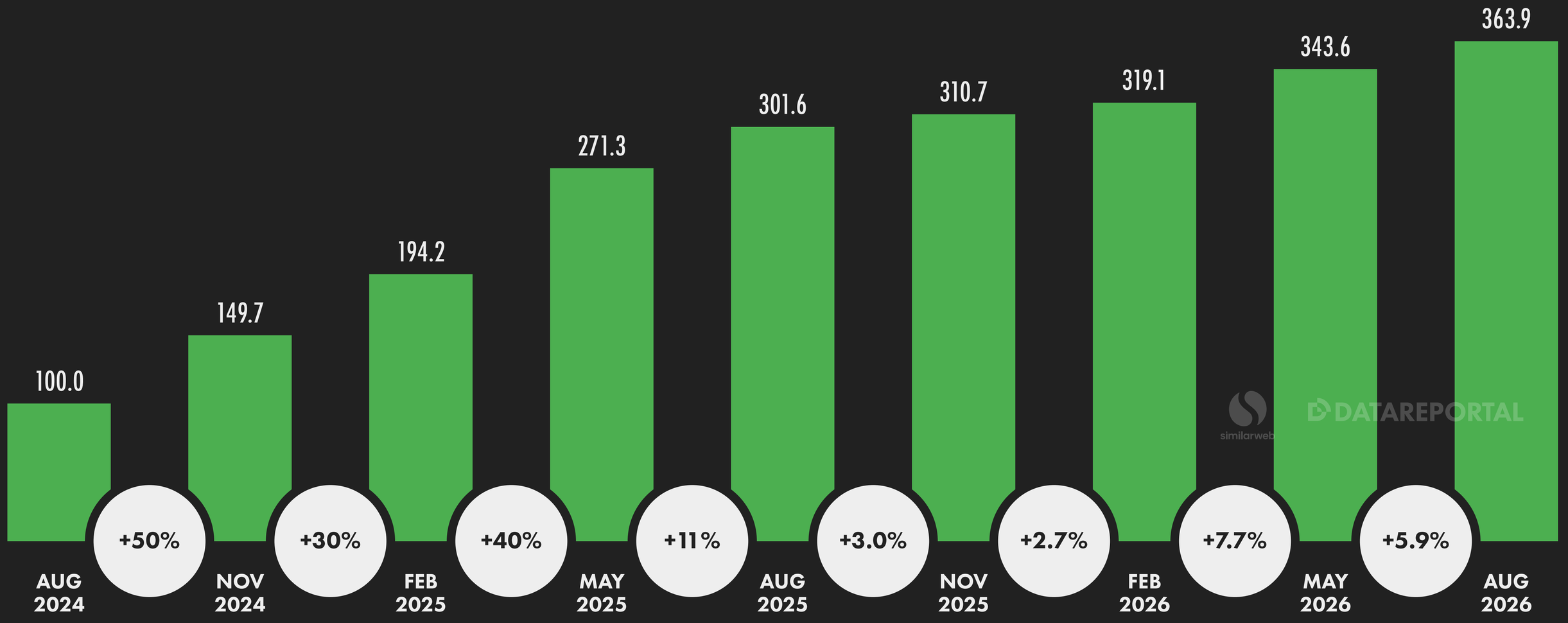
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OCT 2026

CHATGPT: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

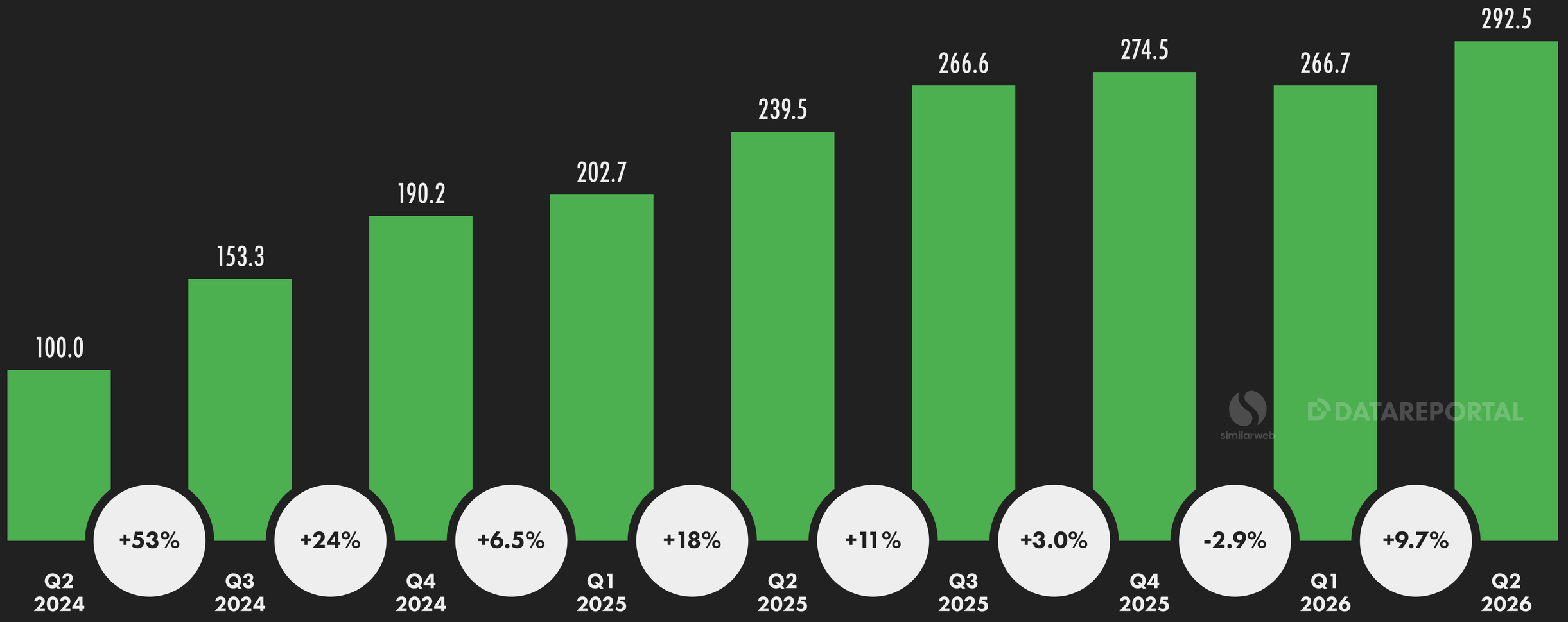
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OCT 2026

CHATGPT.COM: DEDUPLICATED USERS INDEX

AVERAGE UNIQUE MONTHLY WEBSITE VISITORS, DEDUPLICATED ACROSS DEVICES, AND INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN EACH PERIOD, REPORTED AS AN INDEX OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** WEBSITE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN OR USE THE SITE AS A REGISTERED USER ON EACH VISIT. **COMPARABILITY:** CONSTITUENT SUBDOMAINS MAY VARY FROM PERIOD TO PERIOD. WE ALSO REPORT "UNIQUE VISITOR" FIGURES ELSEWHERE IN THIS REPORT, WHICH HAVE NOT BEEN DEDUPLICATED ACROSS DEVICES.

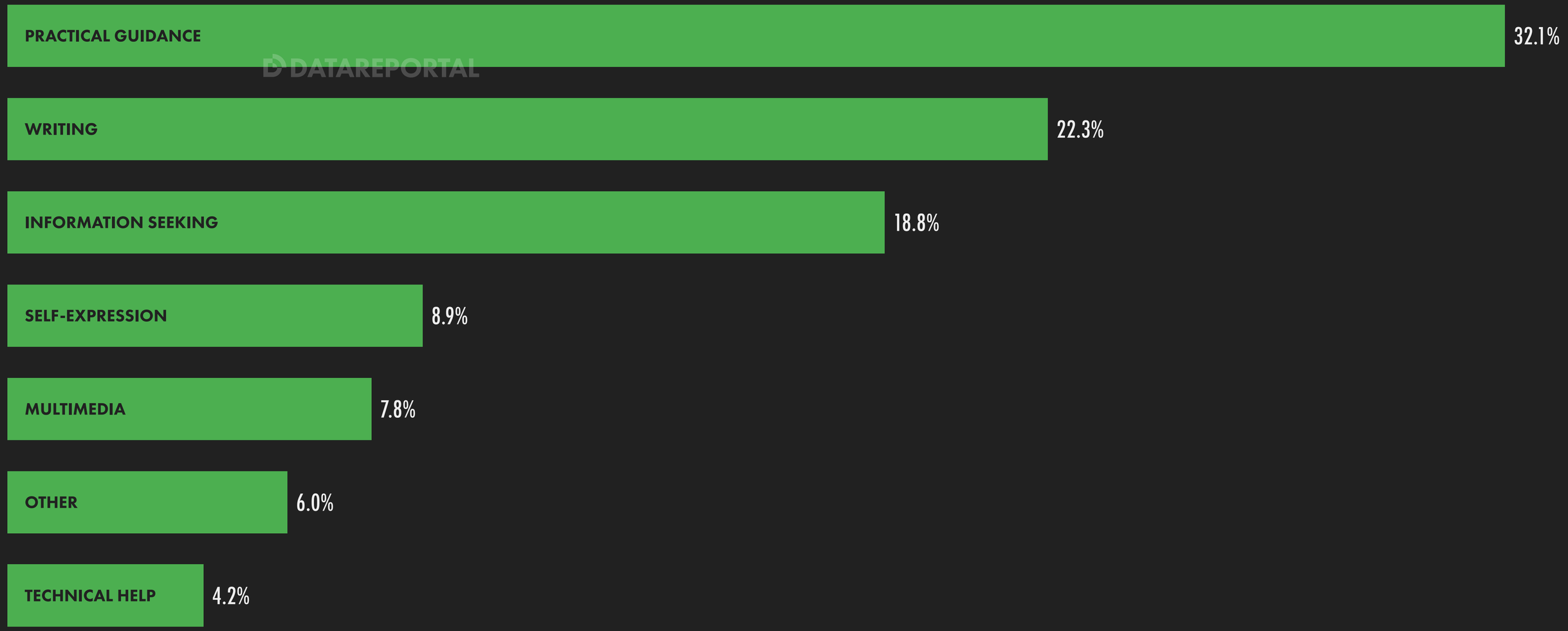
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SHARE OF CHATGPT QUERY TOPICS

EACH QUERY TOPIC'S SHARE OF "CONSUMER" USERS' CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: OPENAI SIGNALS (JUN 2024). **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS.

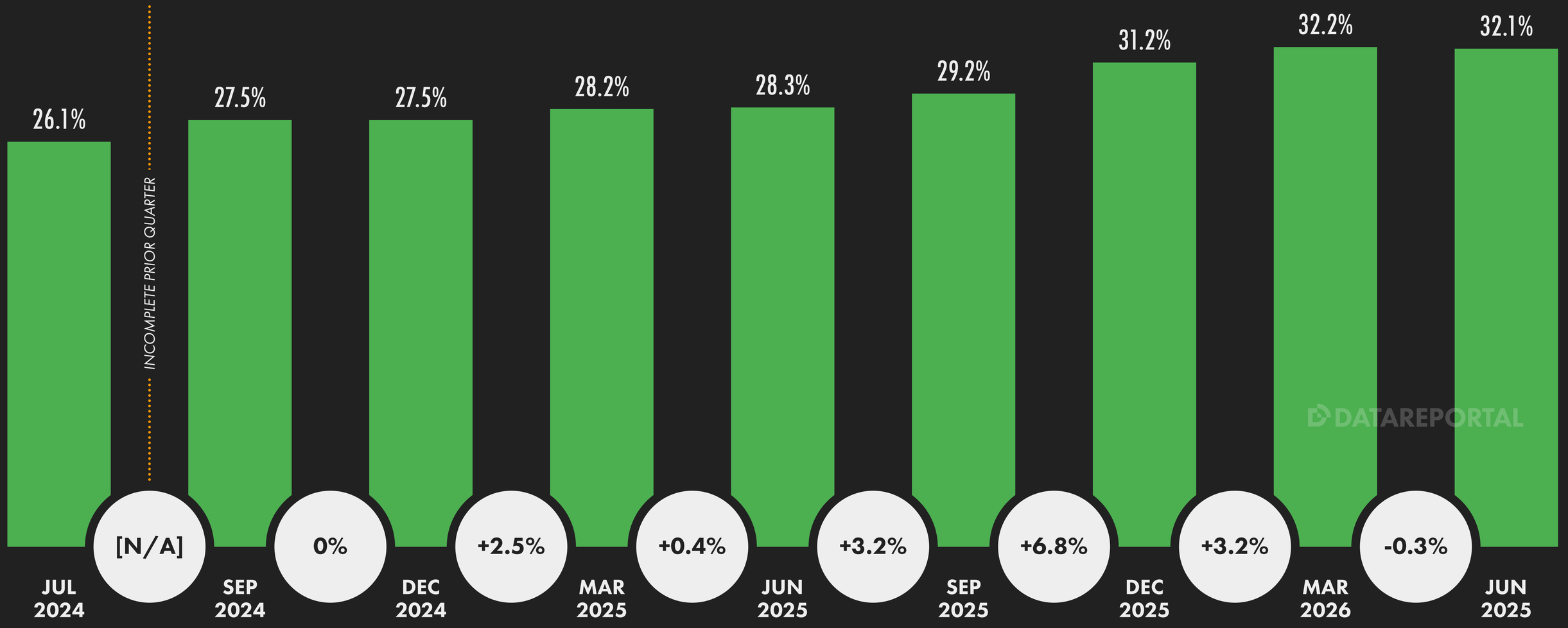
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CHATGPT QUERY SHARE: PRACTICAL GUIDANCE

PRACTICAL GUIDANCE QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

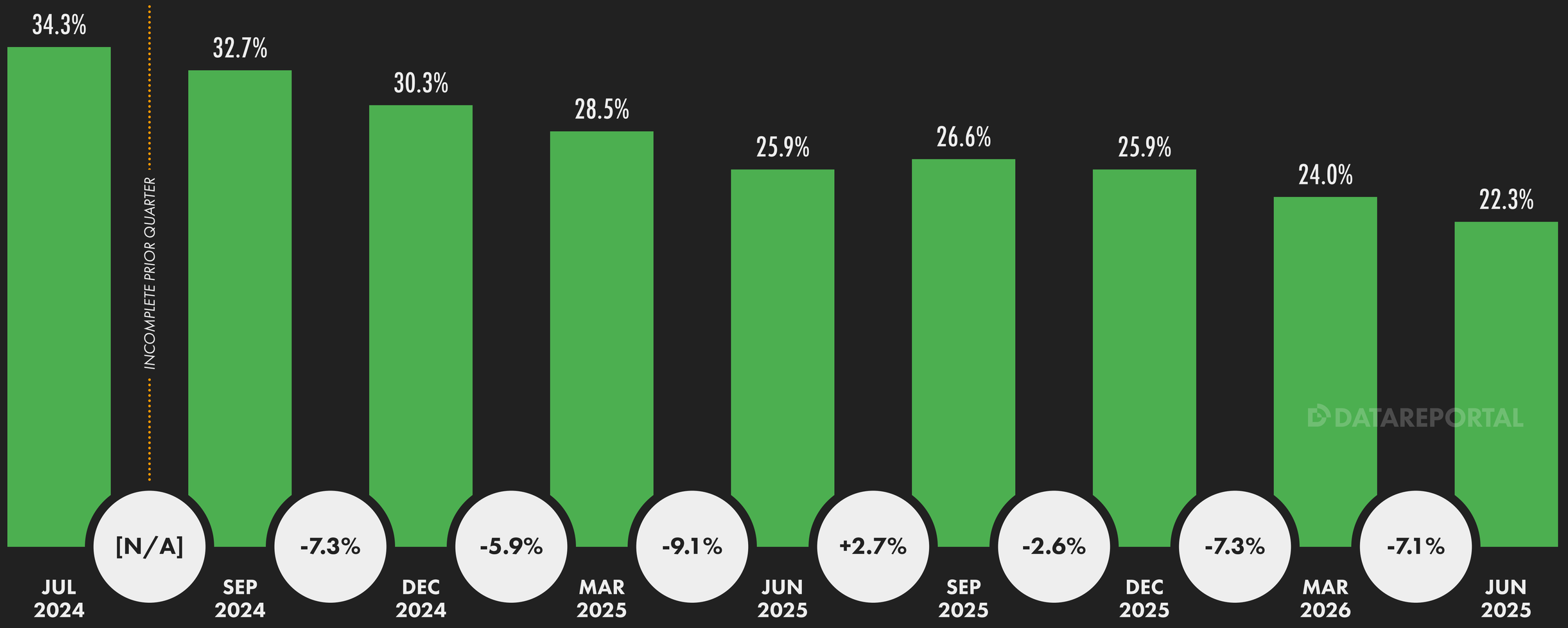
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CHATGPT QUERY SHARE: WRITING

WRITING QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

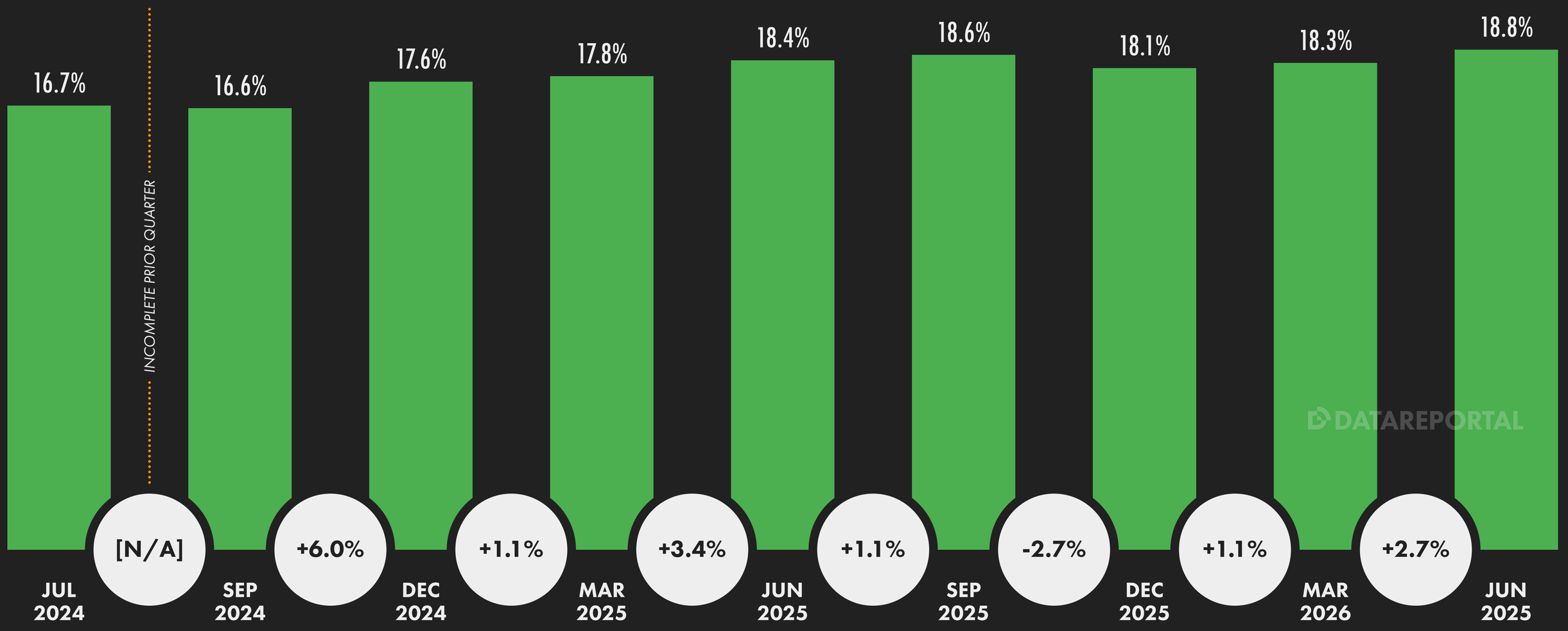
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CHATGPT QUERY SHARE: INFORMATION SEEKING

INFORMATION-SEEKING QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

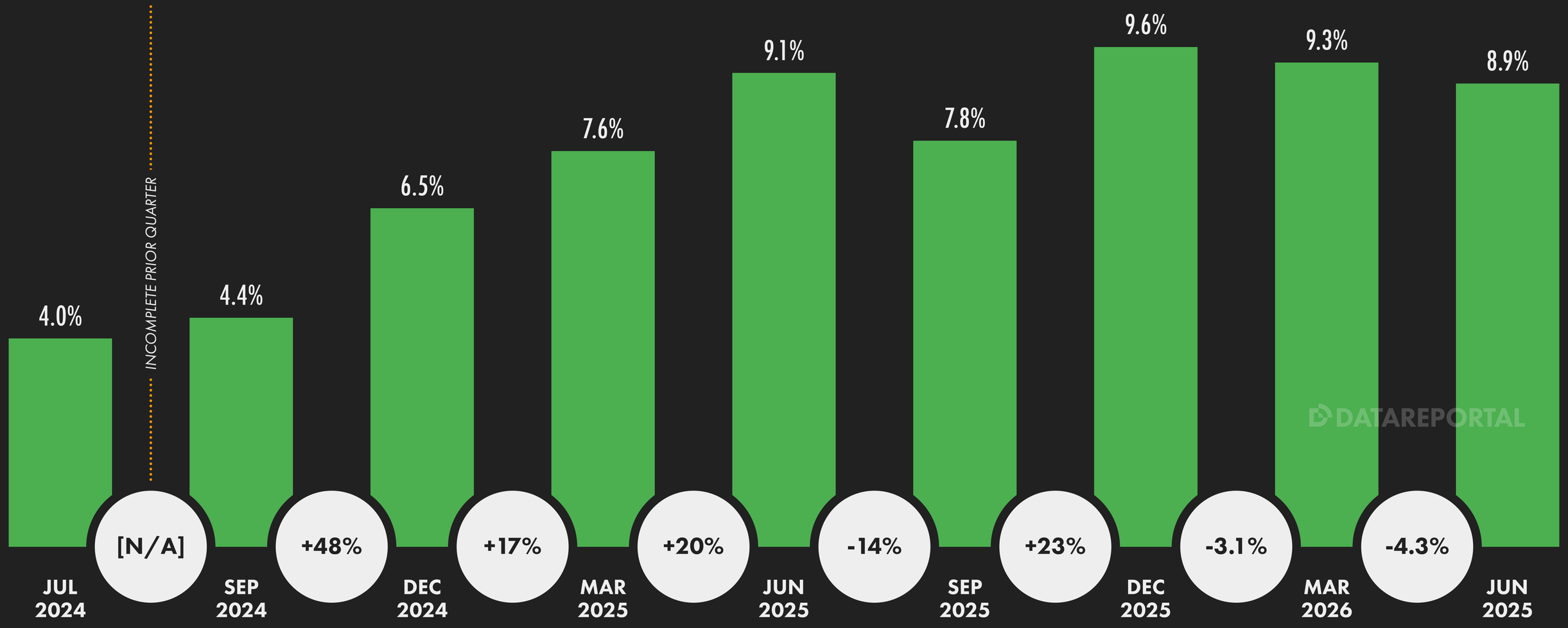
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OCT 2026

CHATGPT QUERY SHARE: SELF EXPRESSION

SELF-EXPRESSION QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

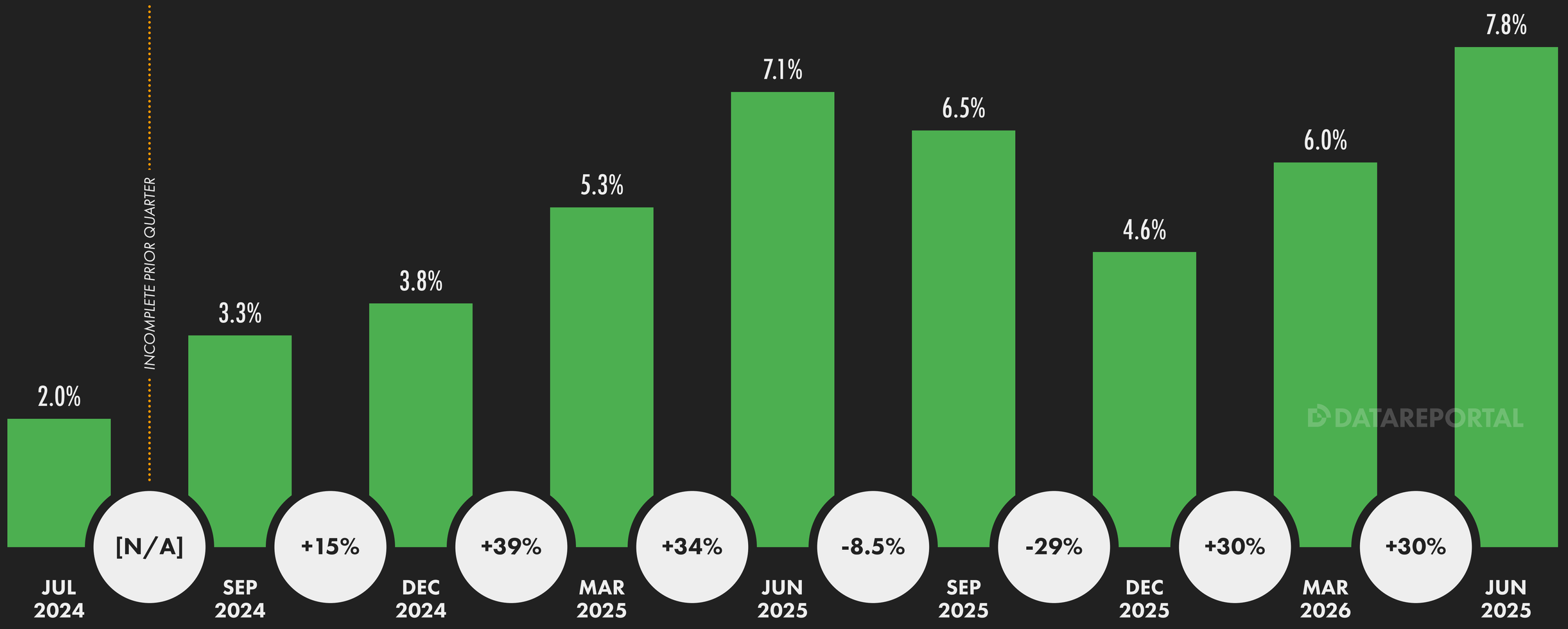
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CHATGPT QUERY SHARE: MULTIMEDIA

MULTIMEDIA-RELATED QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

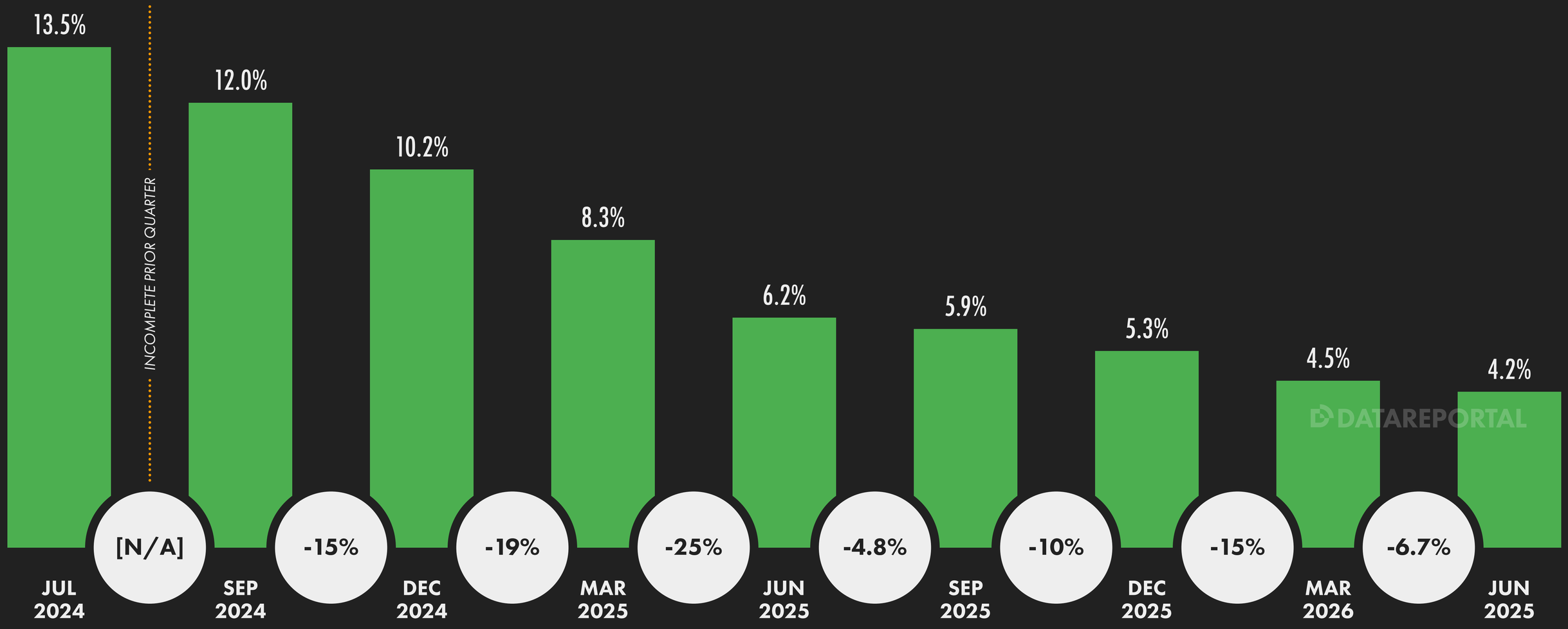
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CHATGPT QUERY SHARE: TECHNICAL HELP

TECHNICAL HELP QUERIES AS A PERCENTAGE "CONSUMER" USERS' TOTAL CHATGPT CONVERSATIONS

GLOBAL OVERVIEW



SOURCE: OPENAI SIGNALS. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER OPENAI'S METHODOLOGY. VALUES REFLECT A SAMPLE OF 300,000 "CONSUMER" CHATGPT CONVERSATIONS PER MONTH. DOES NOT INCLUDE DATA FOR USERS ACCESSING VIA ENTERPRISE SUBSCRIPTIONS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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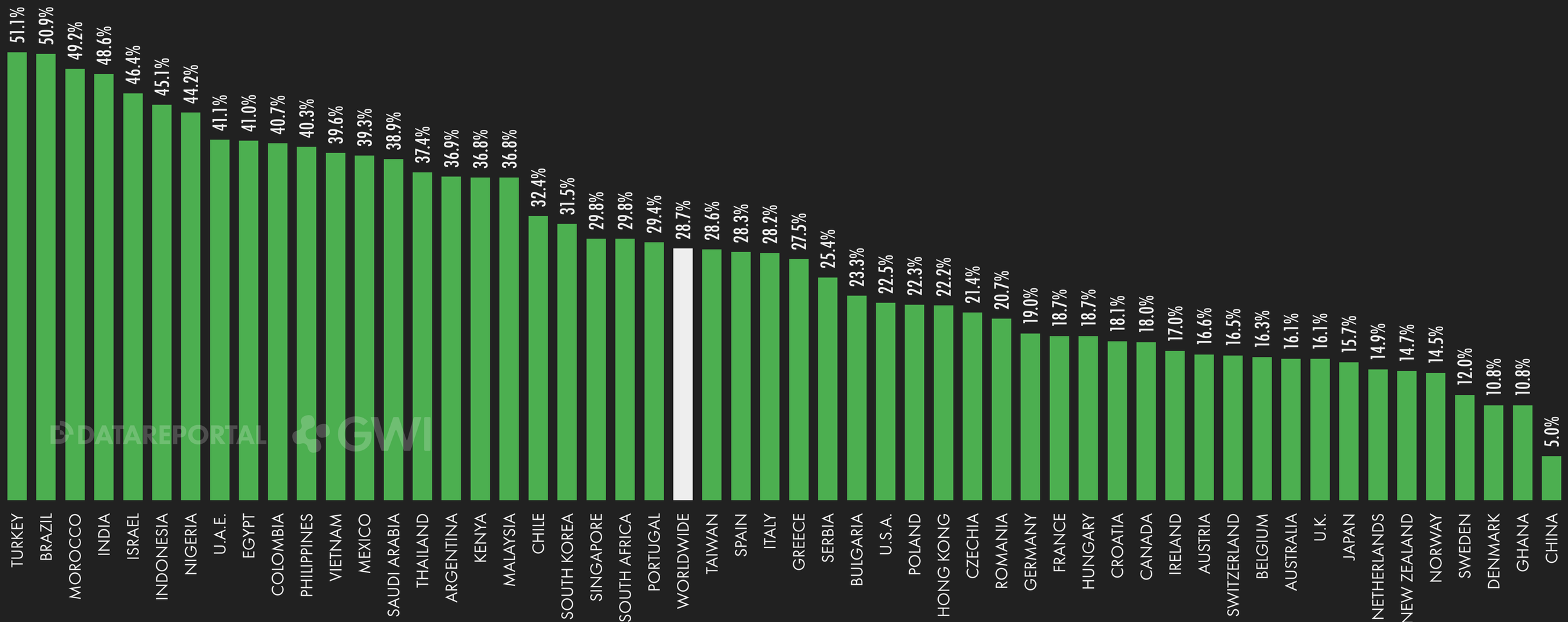
GEMINI

OCT 2026

SELF-REPORTED USE OF GOOGLE GEMINI

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THEY HAVE USED GOOGLE'S GEMINI AI PLATFORM IN THE PAST MONTH (WEBSITE OR APP)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

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GLOBAL OVERVIEW



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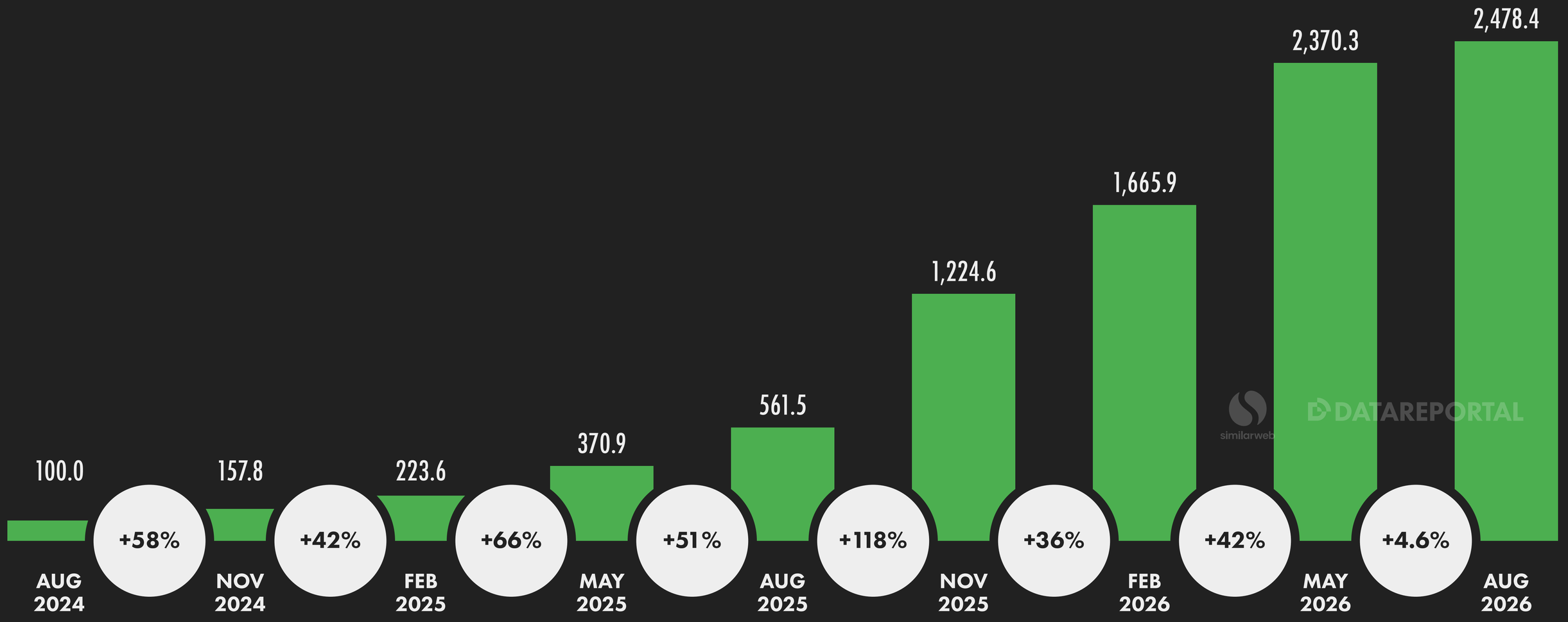
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GOOGLE GEMINI: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REFLECT USE OF GEMINI STANDALONE MOBILE APP(S) ONLY, AND DO NOT FACTOR USE OF GEMINI OS INTEGRATIONS. VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES. DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.



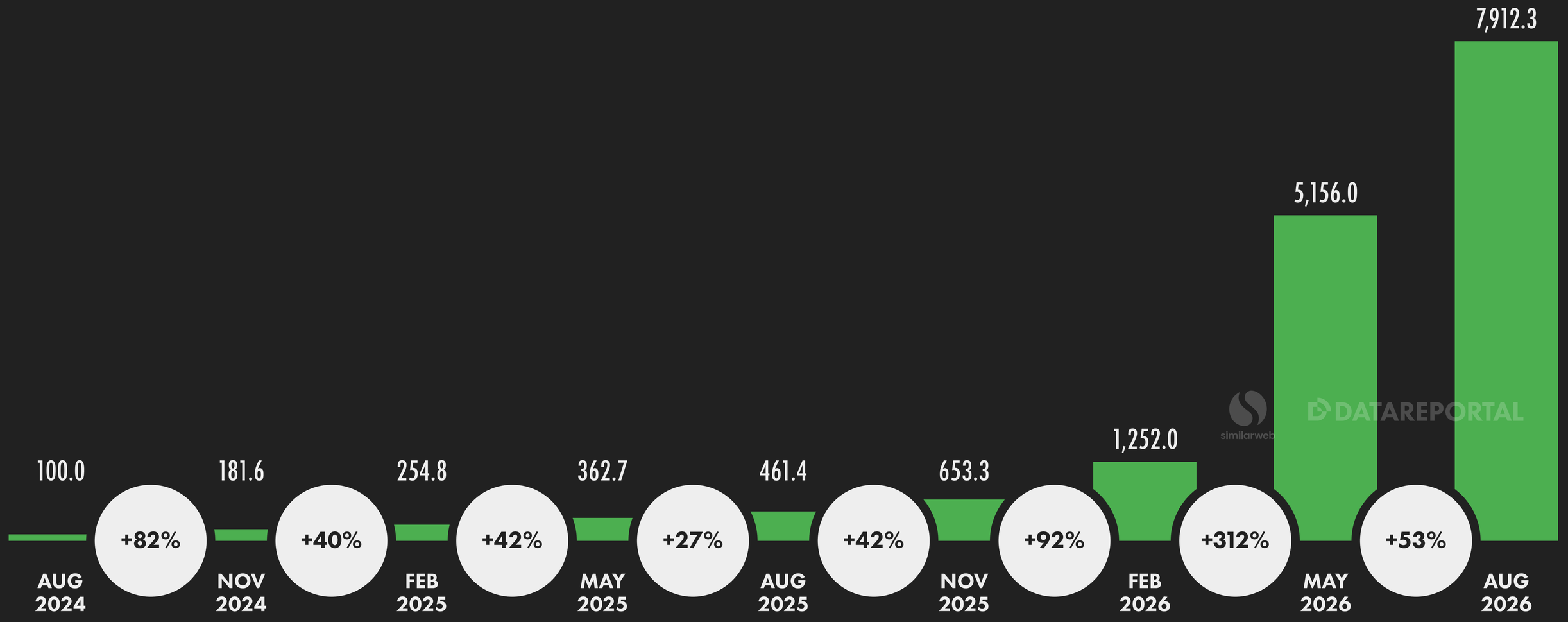
CLAUDE

OCT 2026

CLAUDE: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

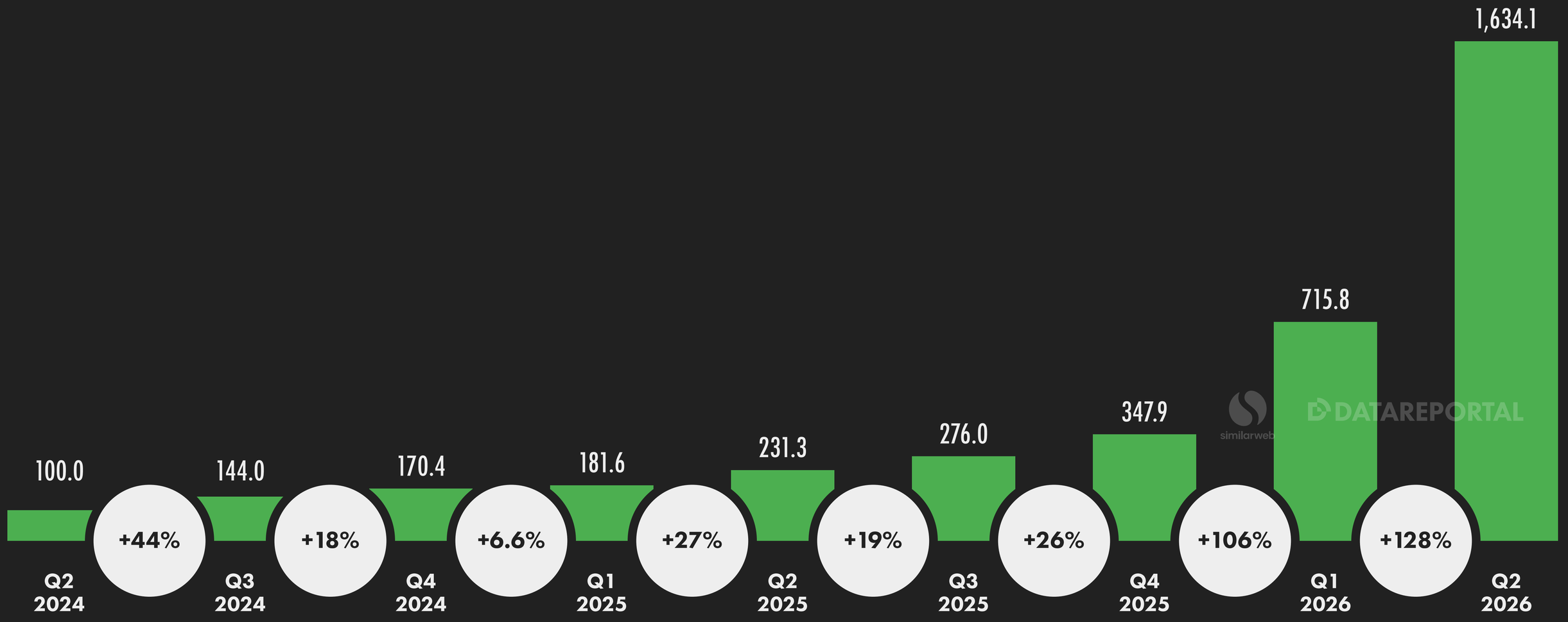
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OCT 2026

CLAUDE.AI: DEDUPLICATED USERS INDEX

AVERAGE UNIQUE MONTHLY WEBSITE VISITORS, DEDUPLICATED ACROSS DEVICES, AND INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN EACH PERIOD, REPORTED AS AN INDEX OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** WEBSITE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN OR USE THE SITE AS A REGISTERED USER ON EACH VISIT. **COMPARABILITY:** CONSTITUENT SUBDOMAINS MAY VARY FROM PERIOD TO PERIOD. WE ALSO REPORT "UNIQUE VISITOR" FIGURES ELSEWHERE IN THIS REPORT, WHICH HAVE NOT BEEN DEDUPLICATED ACROSS DEVICES.

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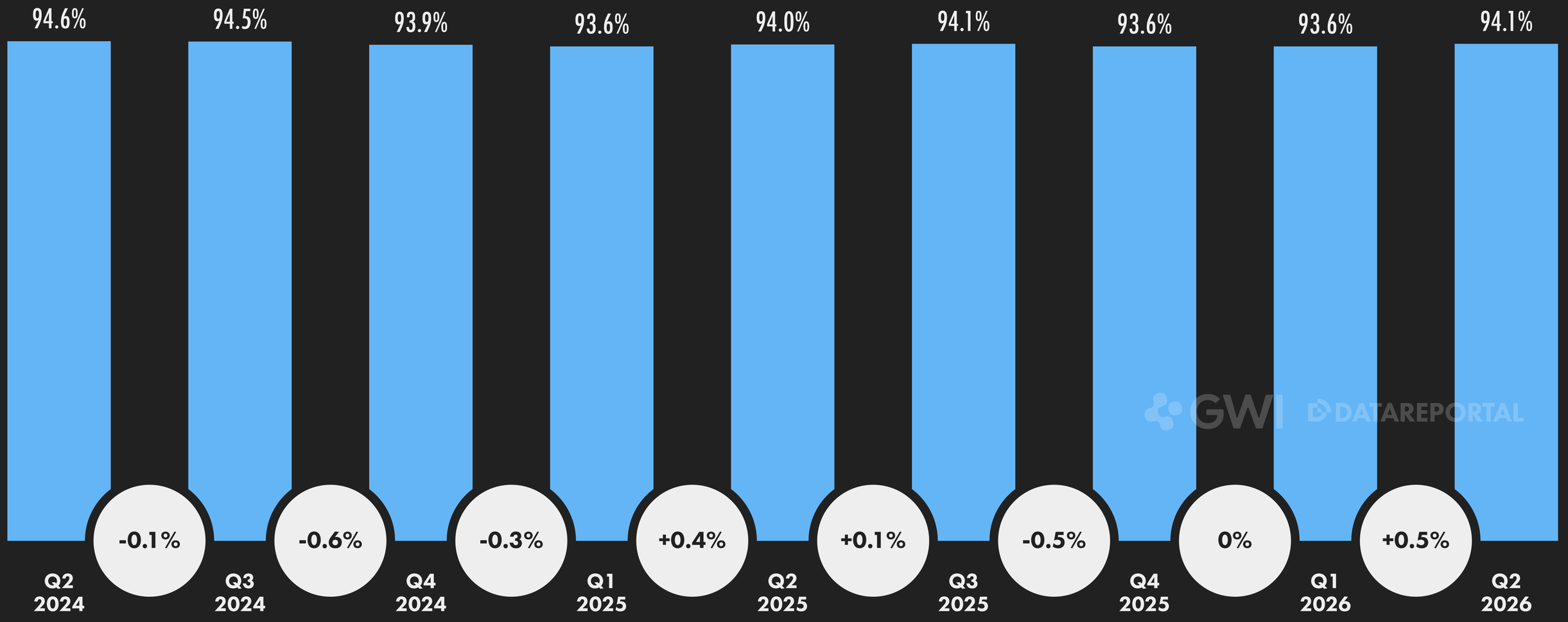
DIGITAL COMMUNICATION

OCT 2026

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

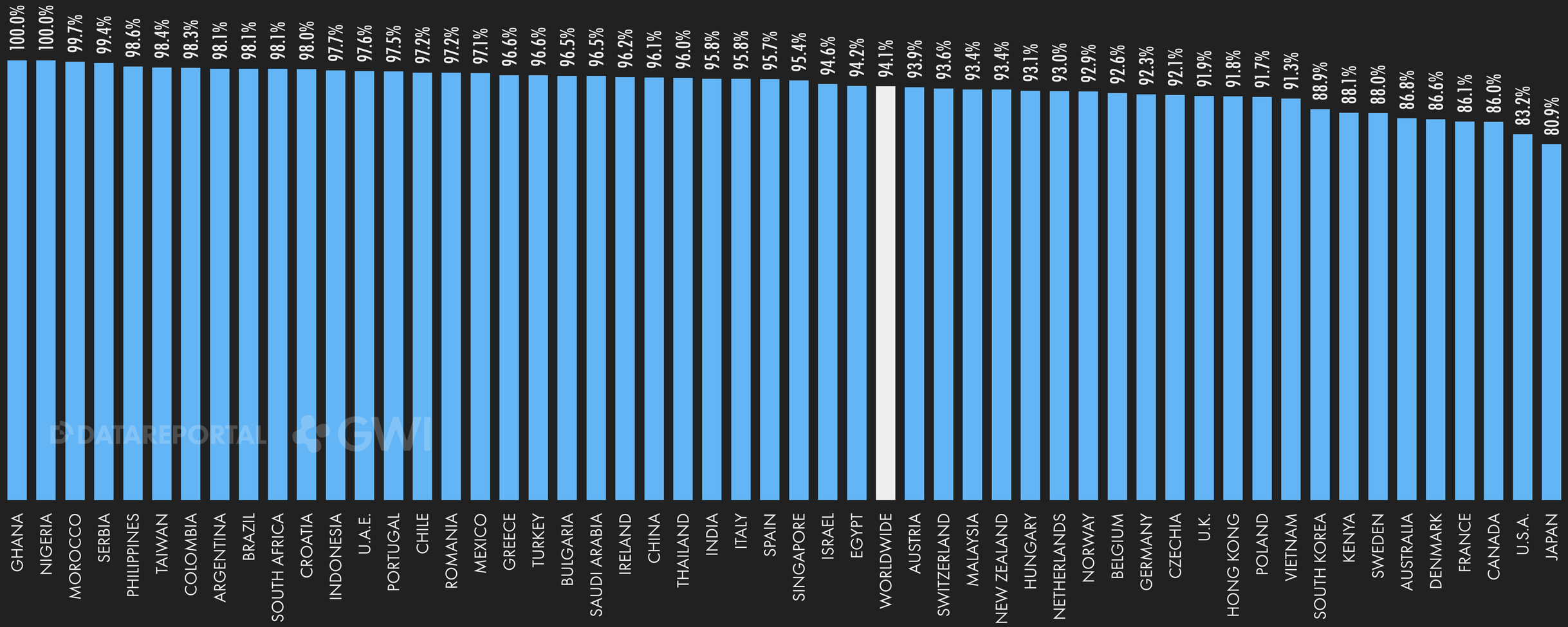
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OCT 2026

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



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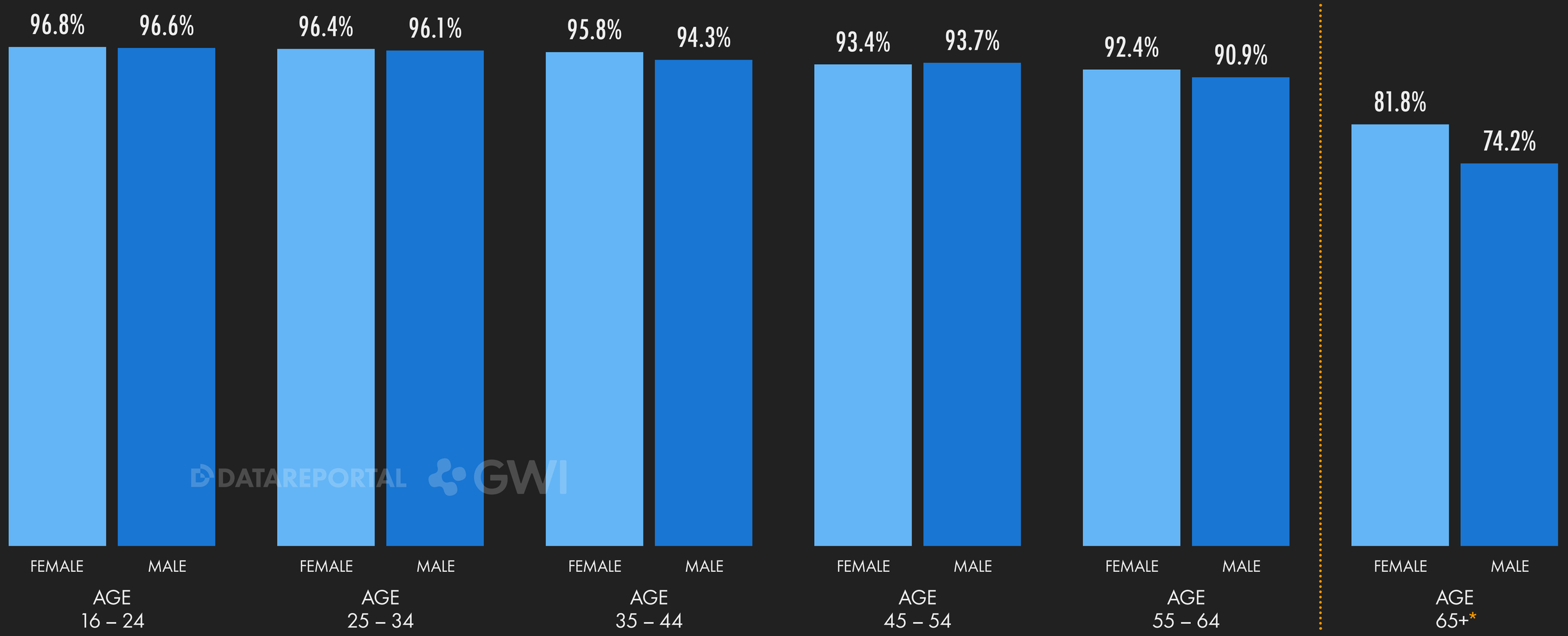
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OCT 2026

USE OF CHAT AND MESSENGER SERVICES

PERCENTAGE OF INTERNET USERS WHO USE INTERNET-POWERED CHAT AND MESSAGING SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

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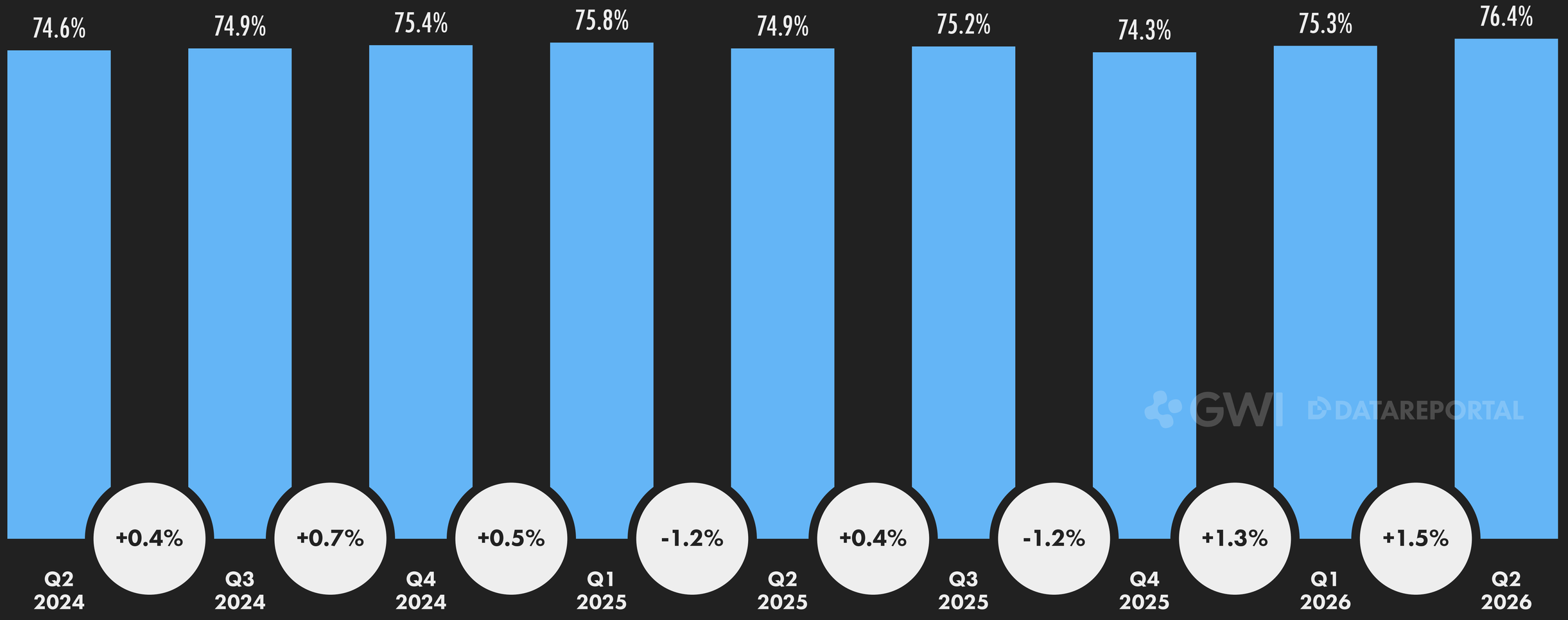
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USE OF EMAIL

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EMAIL SERVICES EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

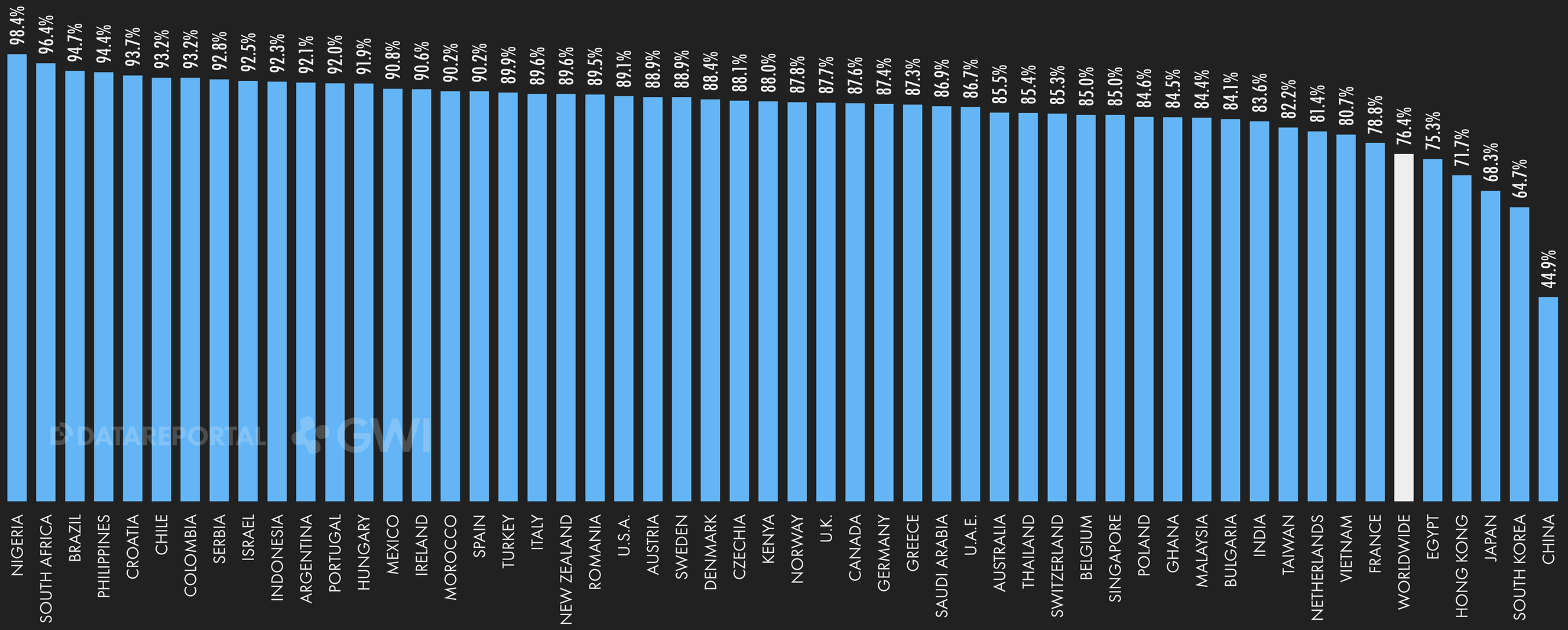
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OCT 2026

USE OF EMAIL

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EMAIL SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

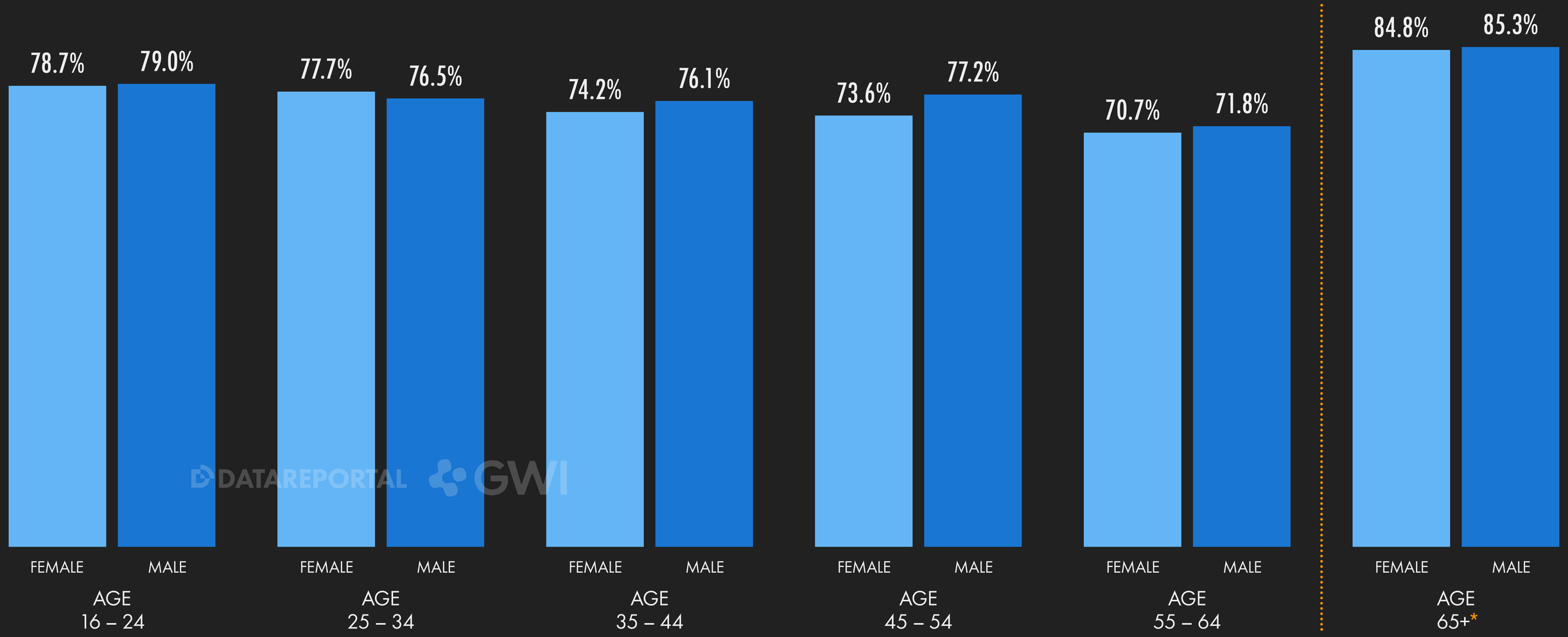
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USE OF EMAIL

PERCENTAGE OF INTERNET USERS WHO USE EMAIL SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

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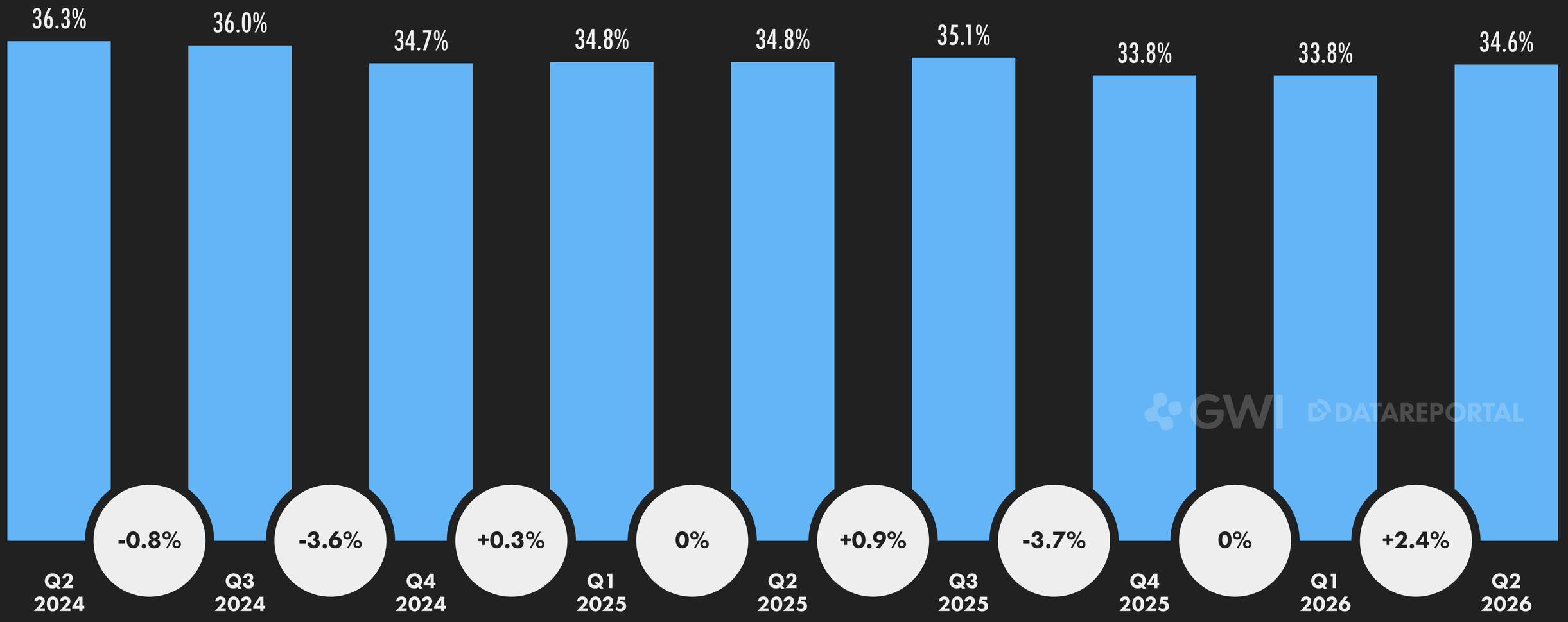
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MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

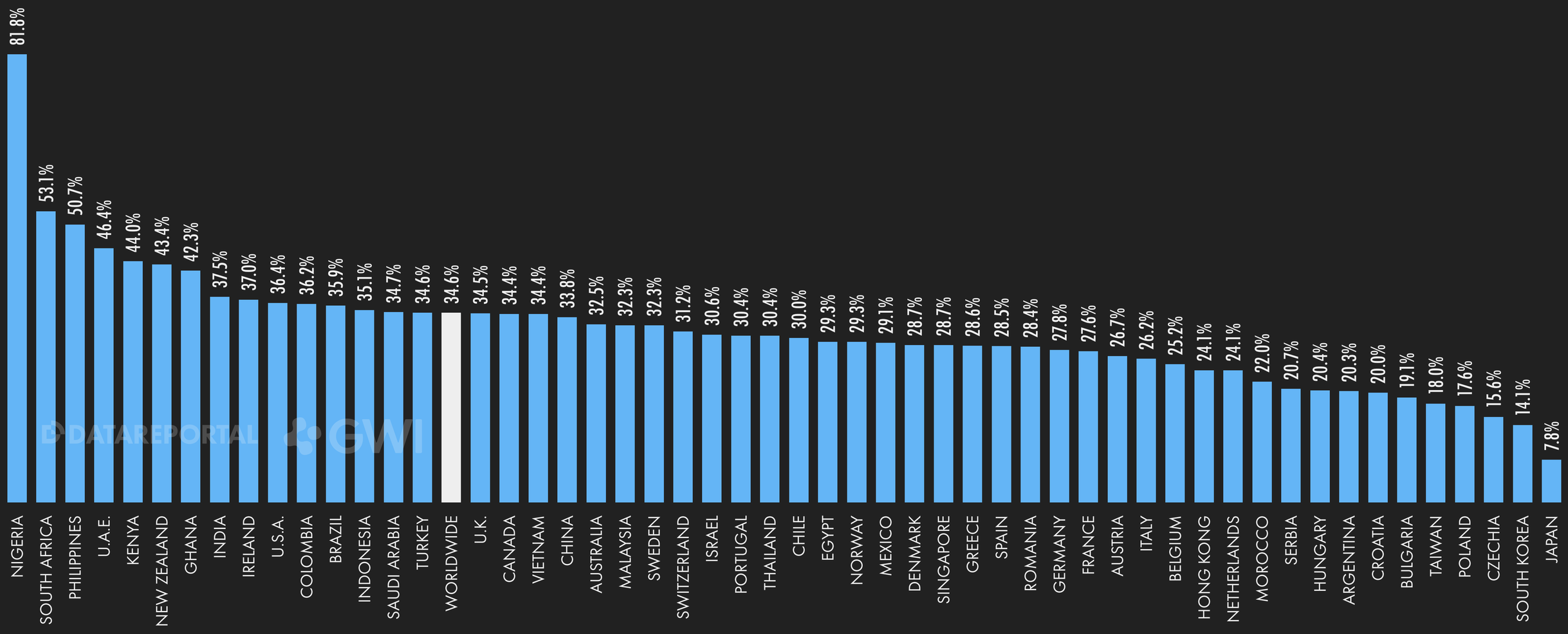
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MOBILE VIDEO CALLING

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GLOBAL OVERVIEW



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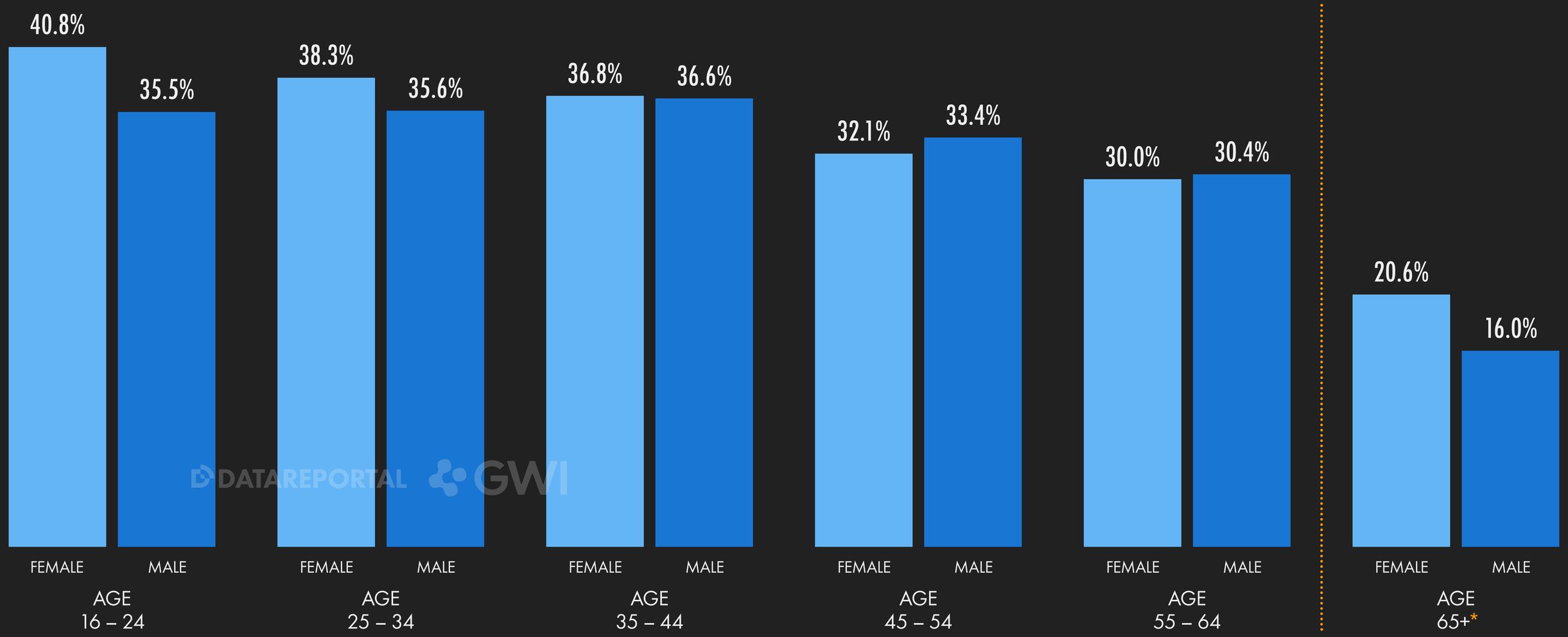
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MOBILE VIDEO CALLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE MADE A VIDEO CALL ON THEIR MOBILE PHONE IN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

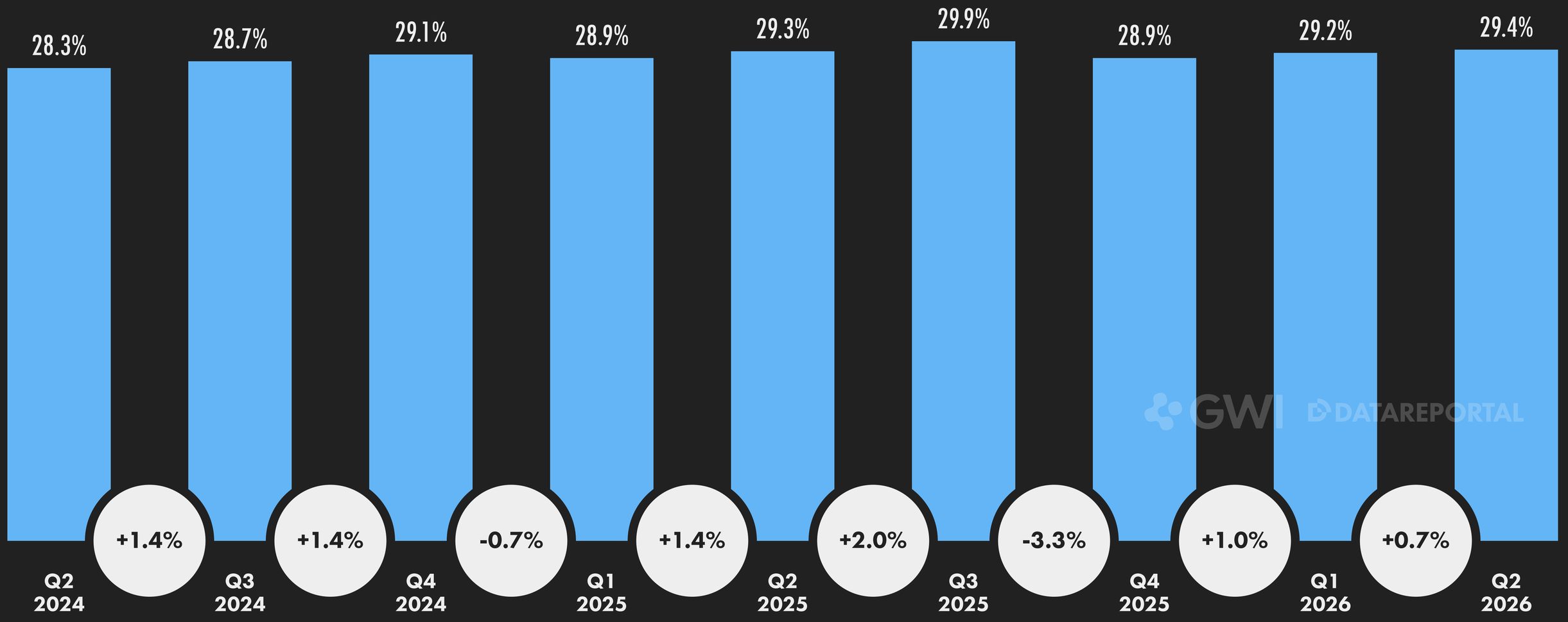
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OCT 2026

USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

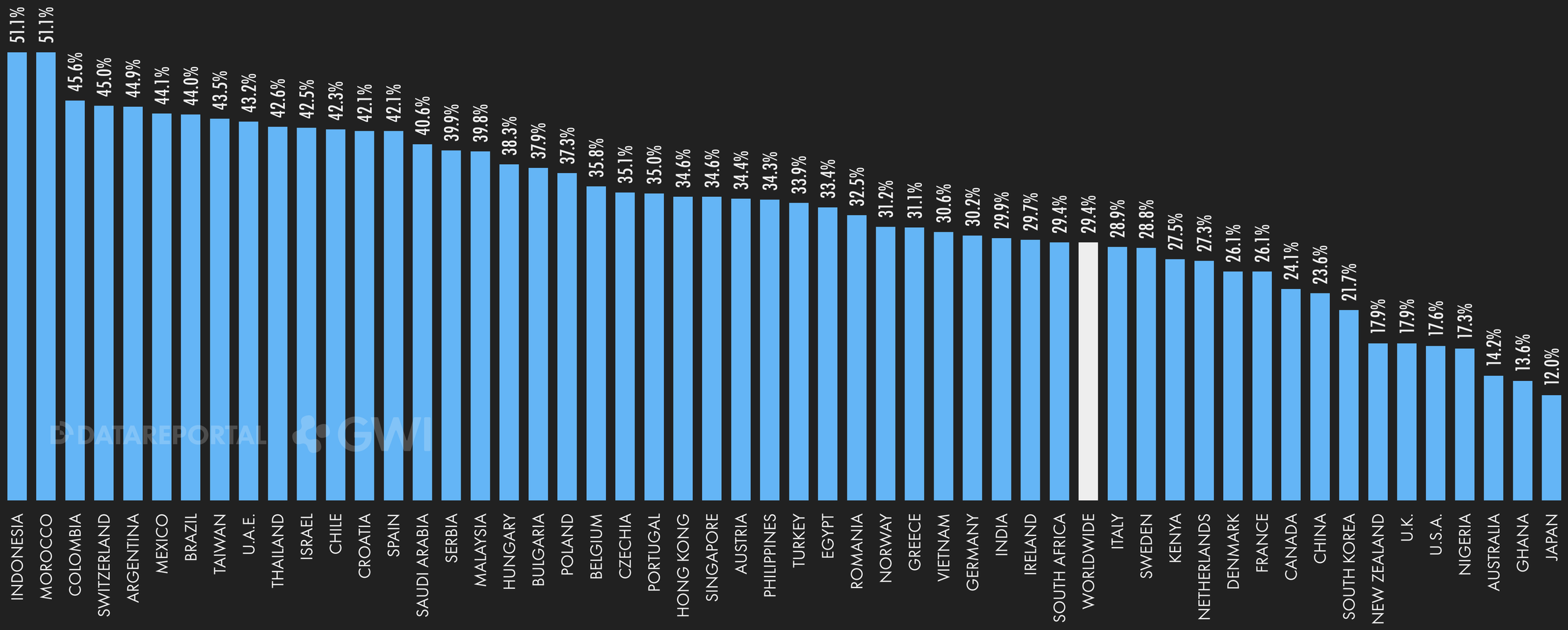
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GLOBAL OVERVIEW



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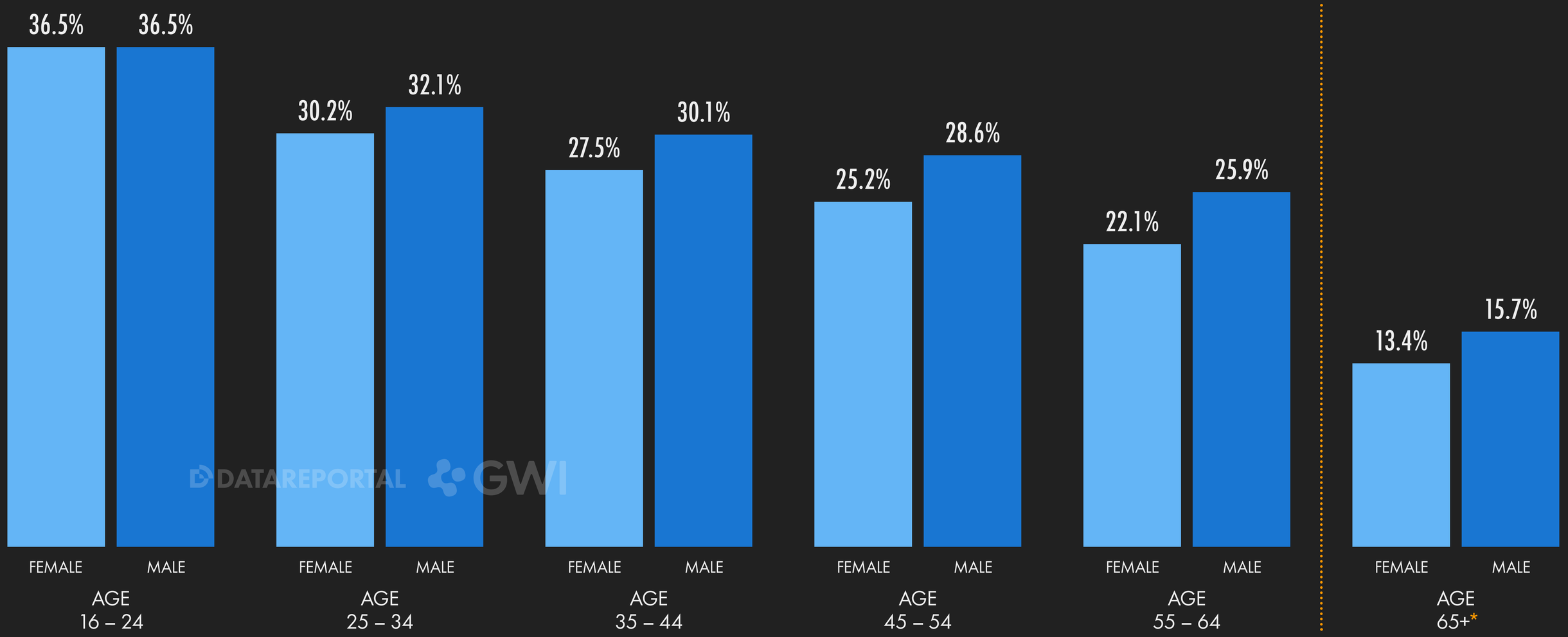
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OCT 2026

USE OF ONLINE TRANSLATION TOOLS

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MOST COMMON LANGUAGES FOR WEB CONTENT

SHARE OF WEB PAGES THAT FEATURE CONTENT IN EACH LANGUAGE, COMPARED WITH SHARE OF GLOBAL POPULATION THAT SPEAKS EACH LANGUAGE



GLOBAL OVERVIEW

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
01	ENGLISH	49.5%	18.0%
02	SPANISH	6.0%	6.8%
03	GERMAN	5.9%	1.7%
04	JAPANESE	5.0%	1.5%
05	FRENCH	4.5%	4.0%
06	PORTUGUESE	4.1%	3.2%
07	RUSSIAN	3.4%	2.5%
08	ITALIAN	2.8%	0.8%
09	DUTCH, FLEMISH	2.2%	0.3%
10	POLISH	1.8%	0.5%

#	LANGUAGE	SHARE OF WEBSITES	SHARE OF POPULATION
11	TURKISH	1.6%	1.1%
12	CHINESE	1.3%	16.7%
13	INDONESIAN	1.1%	3.1%
14	CZECH	0.9%	0.1%
15	VIETNAMESE	0.9%	1.2%
16	PERSIAN	0.9%	1.0%
17	KOREAN	0.9%	1.0%
18	UKRAINIAN	0.7%	0.4%
19	HUNGARIAN	0.6%	0.2%
20	ARABIC	0.6%	5.0%

SOURCES: W3TECHS; ETHNOLOGUE; U.N; MANOCHI ANALYSIS. **NOTES:** FIGURES IN THE "SHARE OF WEBSITES" COLUMN ARE BASED ON W3TECH'S ANALYSIS OF THE TOP-LEVEL ISO 639-1 LANGUAGE CODES INCLUDED ON MILLIONS OF WEBSITES AROUND THE WORLD. FIGURES IN THE "SHARE OF POPULATION" COLUMN COMPARE THE COMBINED NUMBER OF FIRST-AND SECOND-LANGUAGE SPEAKERS TO THE TOTAL GLOBAL POPULATION, INCLUDING SPEAKERS OF SUB-LANGUAGES (E.G. "CHINESE" INCLUDES MANDARIN, YUE, ETC.).

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ONLINE SHOPPING

OCT 2026

WEEKLY ONLINE SHOPPING ACTIVITIES

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



GLOBAL OVERVIEW

PURCHASE PRODUCTS OR SERVICES ONLINE



GWI

55.7%

YEAR-ON-YEAR CHANGE

-1.4% (-80 BPS)

ORDER GROCERIES VIA ONLINE STORES



28.6%

YEAR-ON-YEAR CHANGE

+0.4% (+10 BPS)

BUY SECOND-HAND ITEMS VIA ONLINE STORES



12.1%

YEAR-ON-YEAR CHANGE

-3.2% (-40 BPS)

USE ONLINE PRICE COMPARISON SERVICES



20.8%

YEAR-ON-YEAR CHANGE

-0.5% (-10 BPS)

USE BUY NOW, PAY LATER SERVICES



GWI

15.3%

YEAR-ON-YEAR CHANGE

-5.0% (-80 BPS)

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

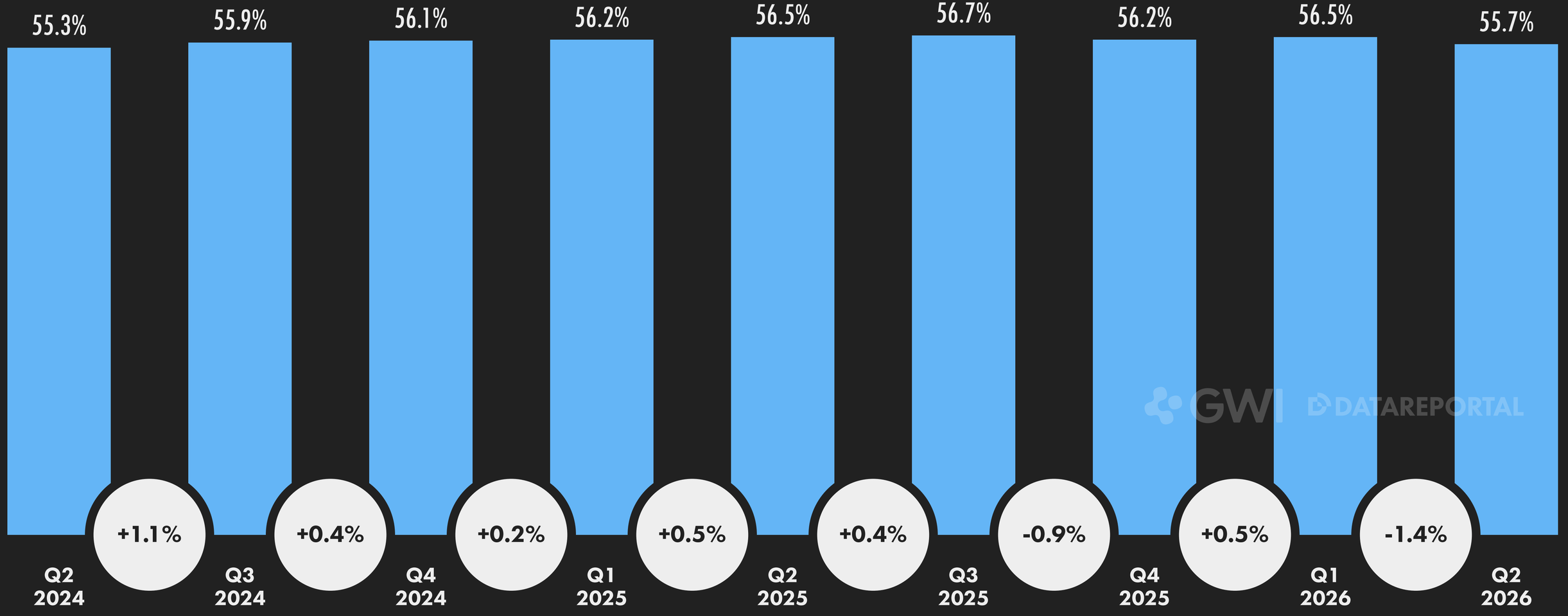
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OCT 2026

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

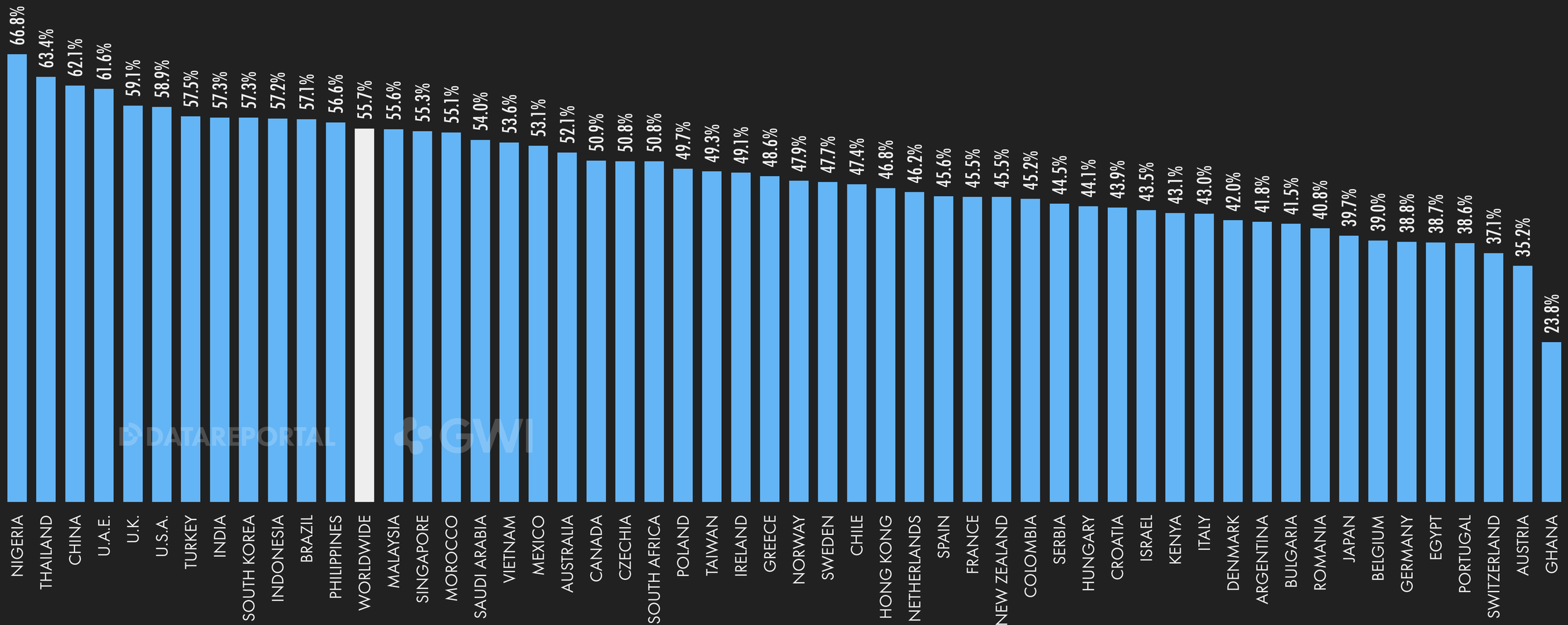
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OCT 2026

WEEKLY ONLINE PURCHASES

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GLOBAL OVERVIEW



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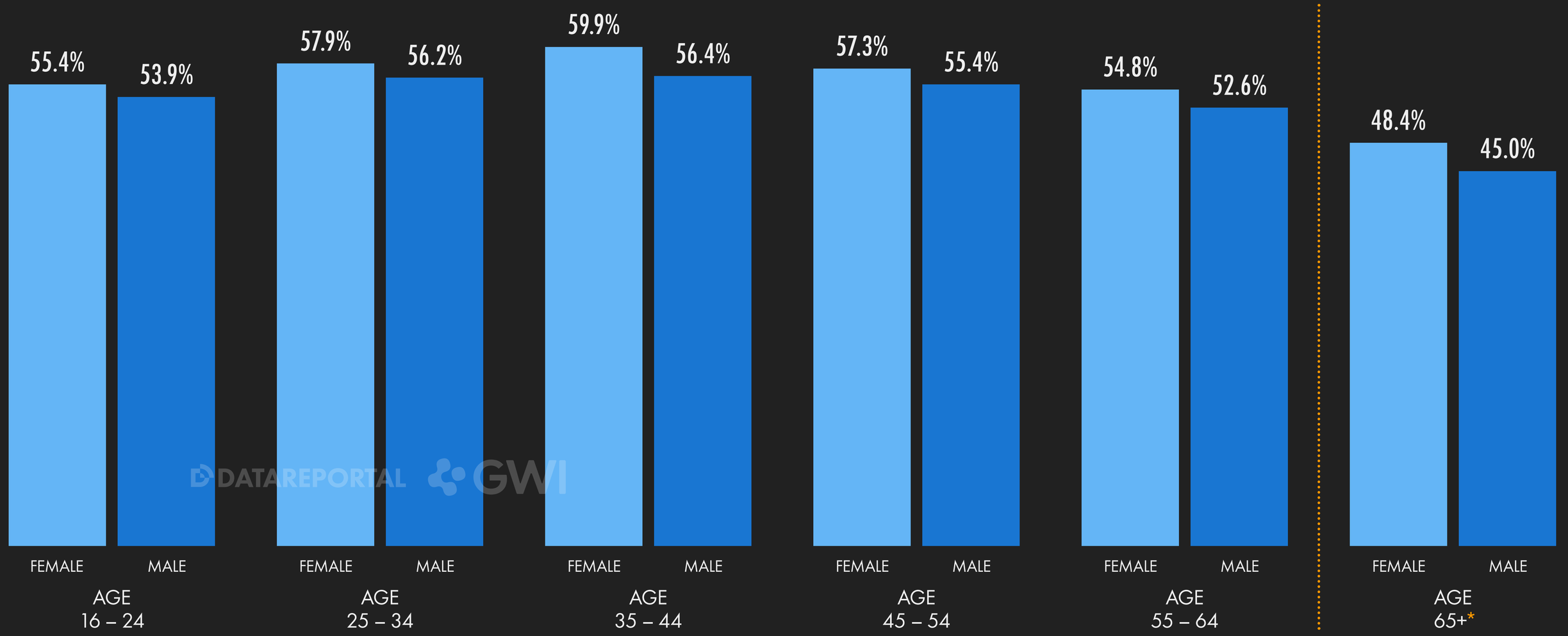
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OCT 2026

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY SOMETHING ONLINE EACH WEEK

GLOBAL OVERVIEW



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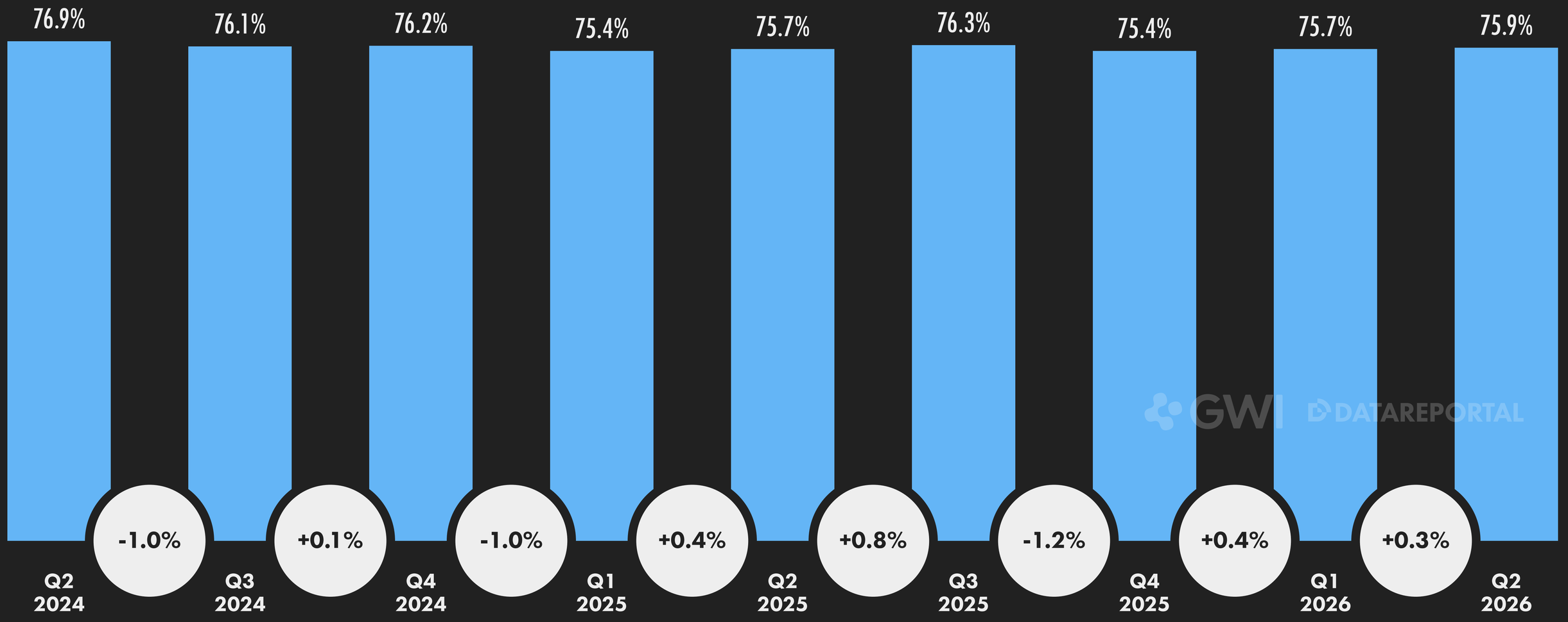
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USE OF ONLINE SHOPPING APPS AND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AN ONLINE SHOPPING, AUCTION, OR CLASSIFIEDS APP OR WEBSITE IN THE PAST MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

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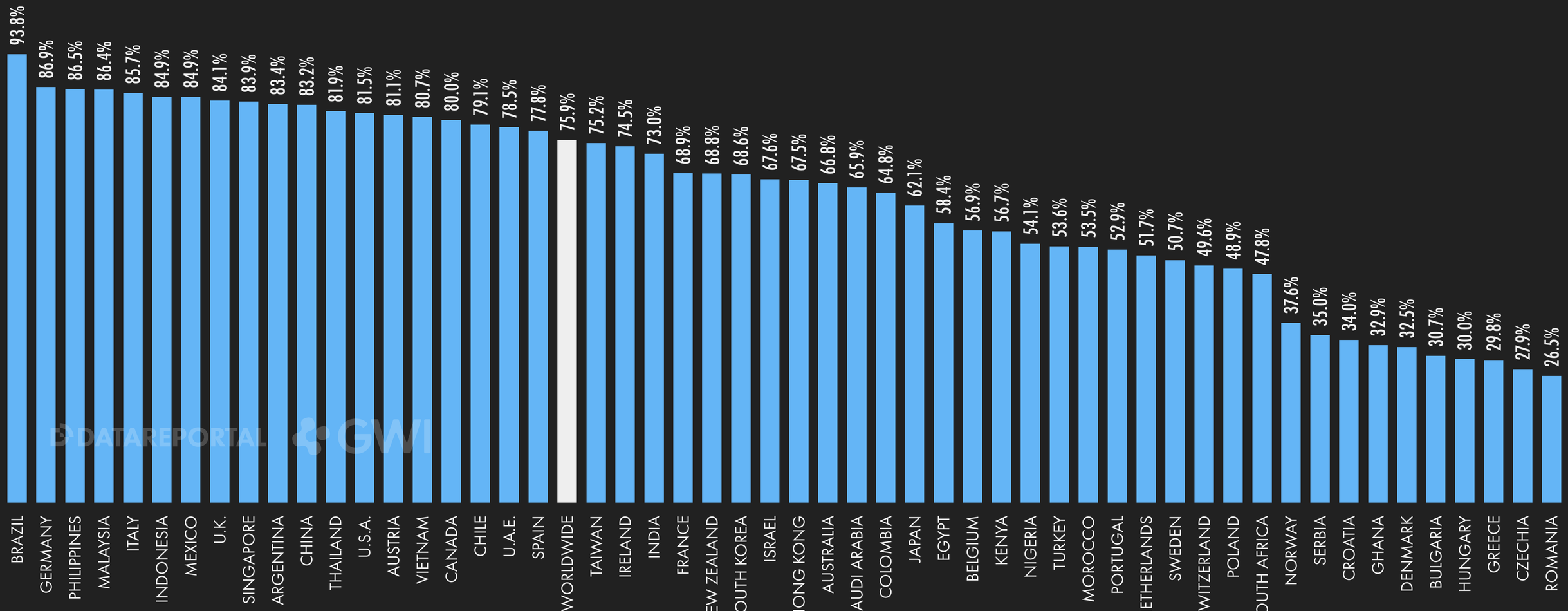
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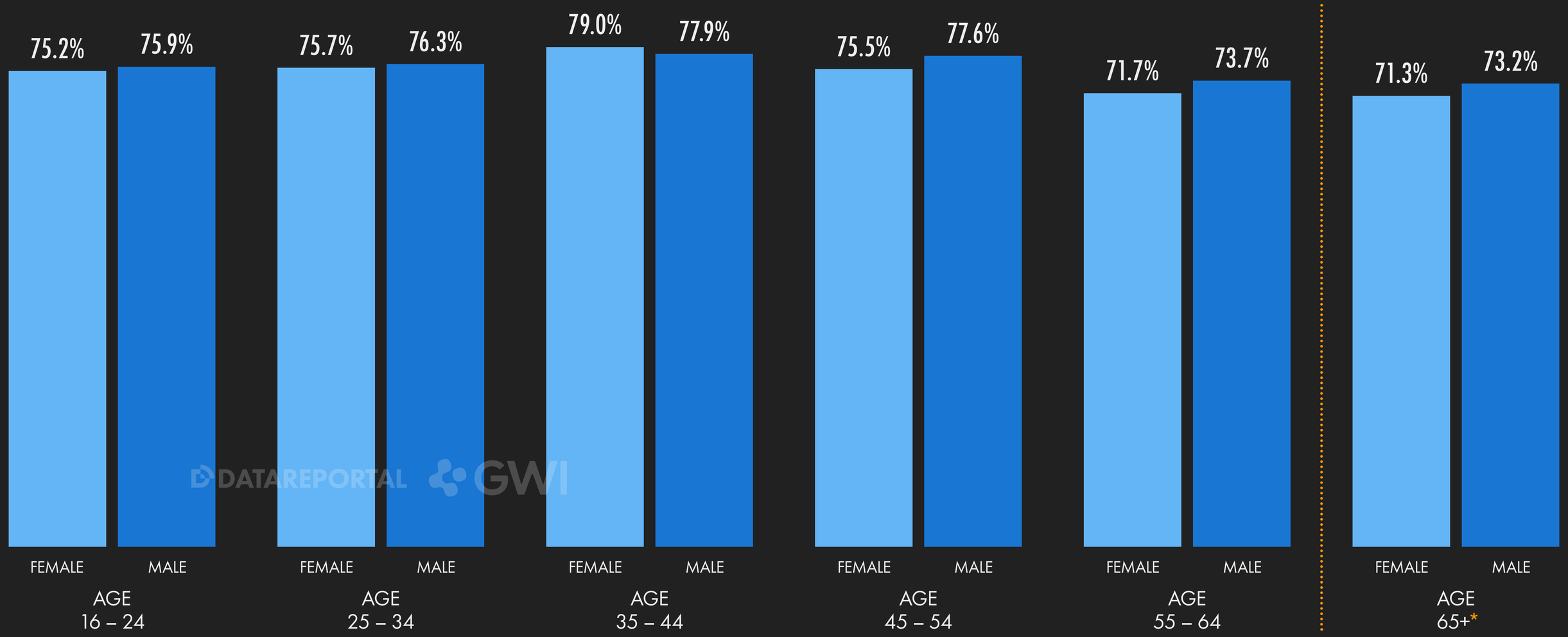
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OCT 2026

USE OF ONLINE SHOPPING APPS AND WEBSITES

PERCENTAGE OF INTERNET USERS WHO USED AN ONLINE SHOPPING, AUCTION, OR CLASSIFIEDS APP OR WEBSITE IN THE PAST MONTH

GLOBAL OVERVIEW



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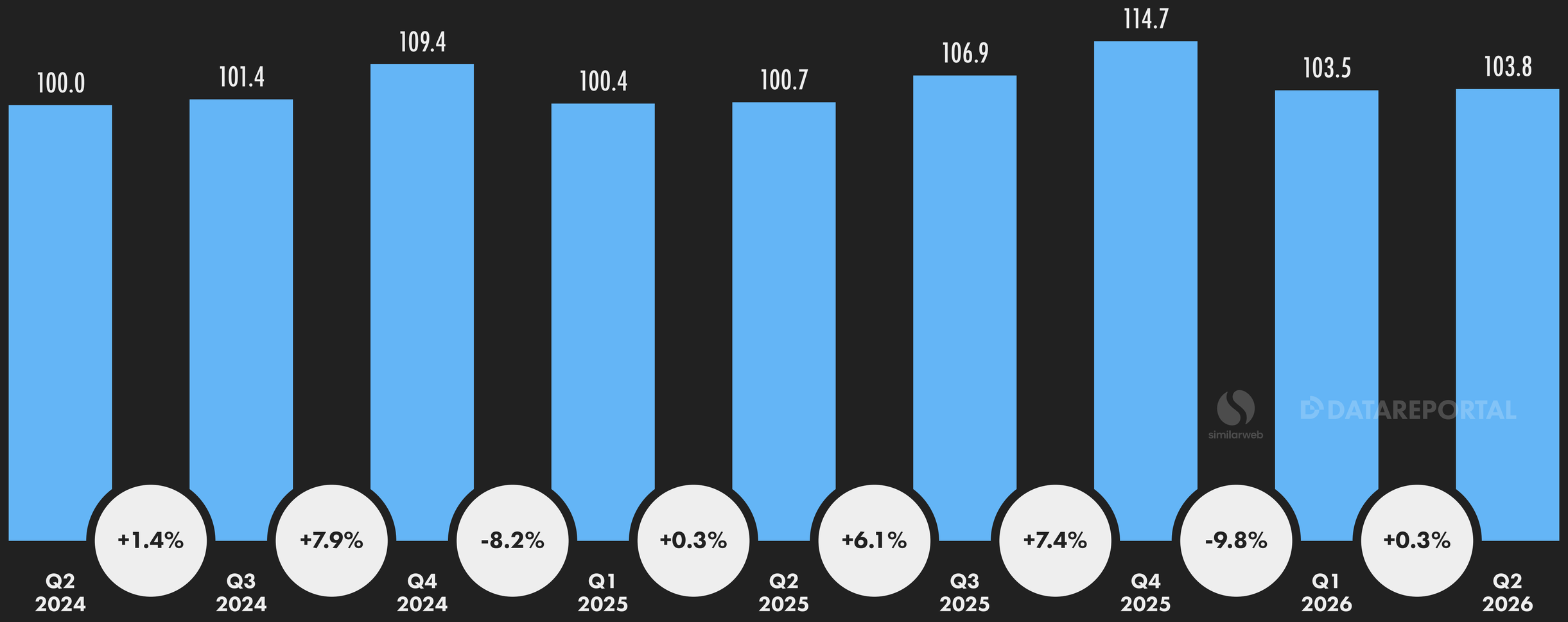
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OCT 2026

INDEXED VISITS TO ONLINE SHOPPING WEBSITES

AVERAGE TOTAL COMBINED MONTHLY VISITS TO SHOPPING WEBSITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "ECOMMERCE AND SHOPPING" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

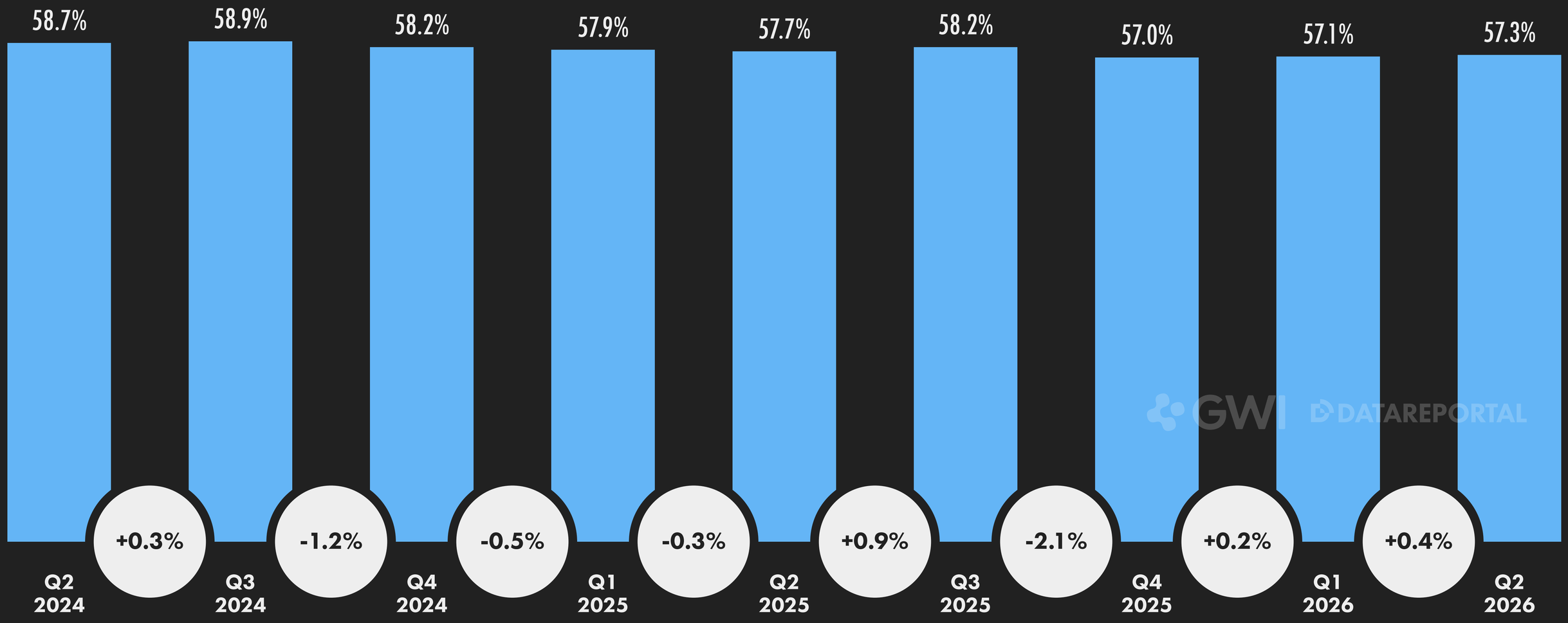
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OCT 2026

SHOPPING PREFERENCE: ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PREFER TO SHOP ONLINE RATHER THAN IN A PHYSICAL STORE

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

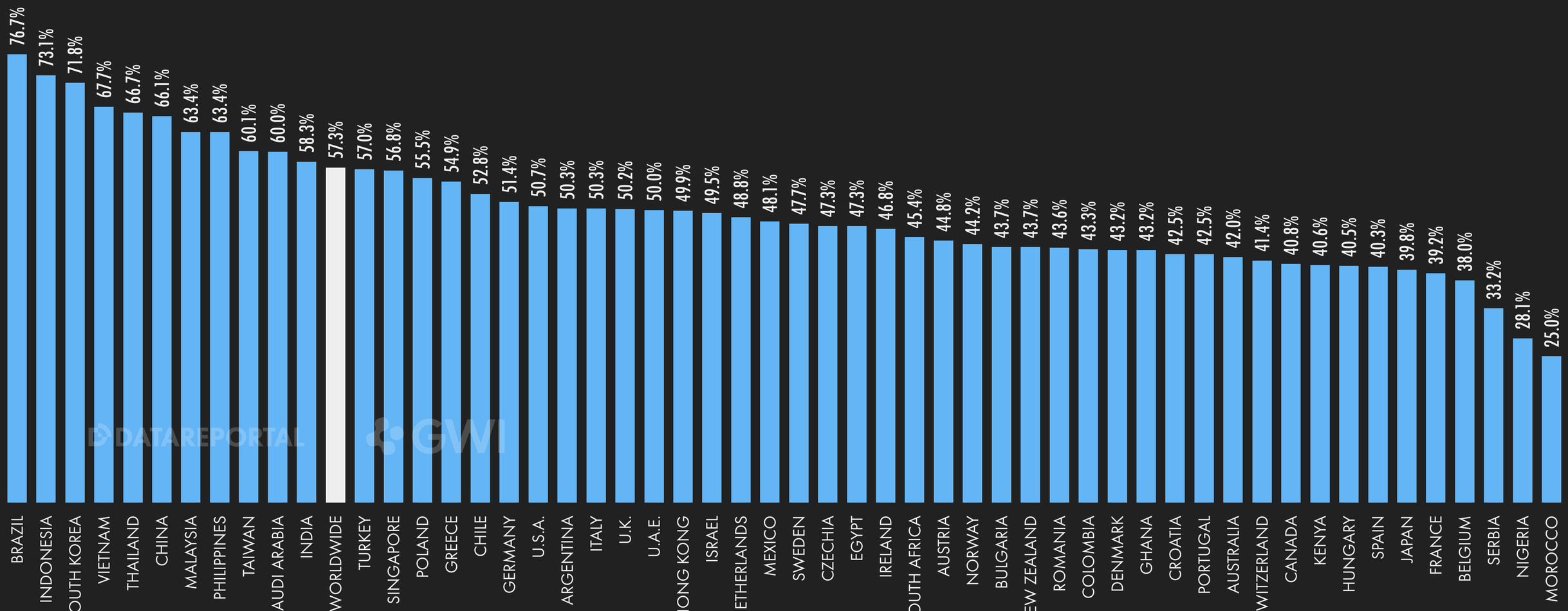
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OCT 2026

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GLOBAL OVERVIEW



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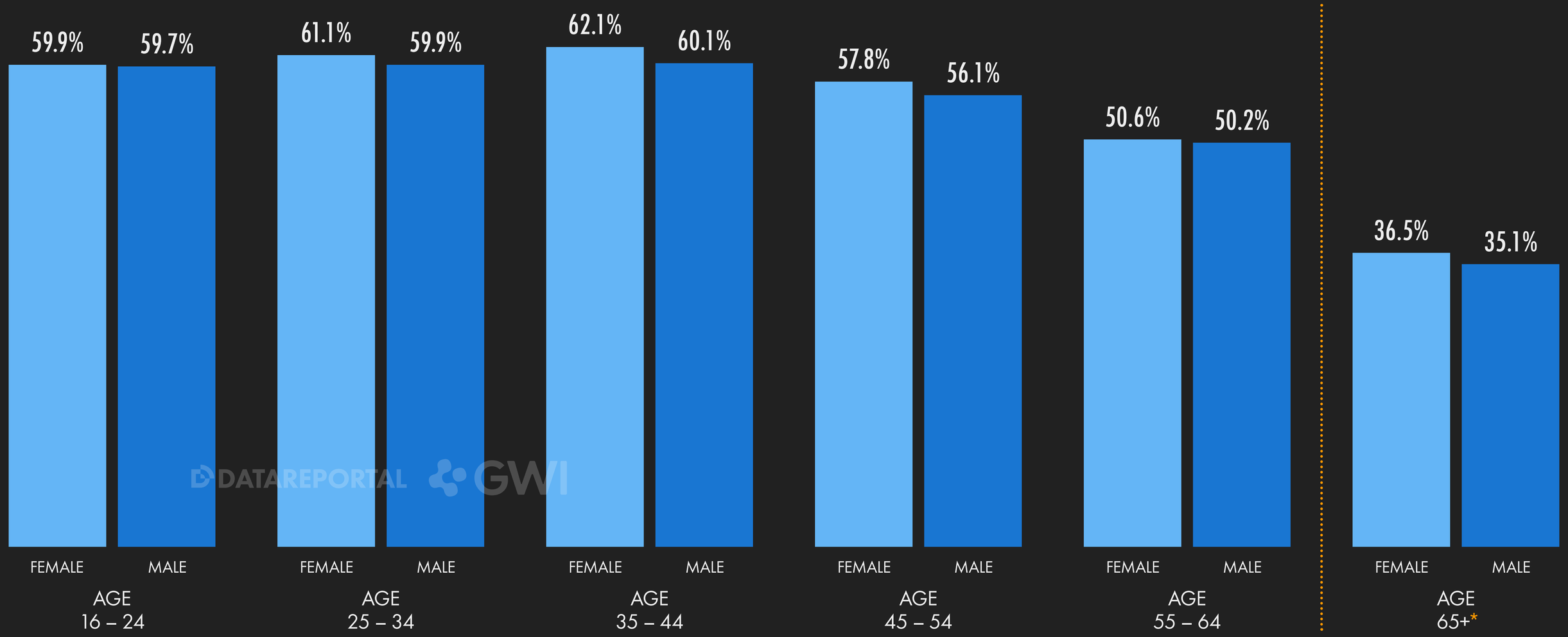
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OCT 2026

SHOPPING PREFERENCE: ONLINE

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GLOBAL OVERVIEW



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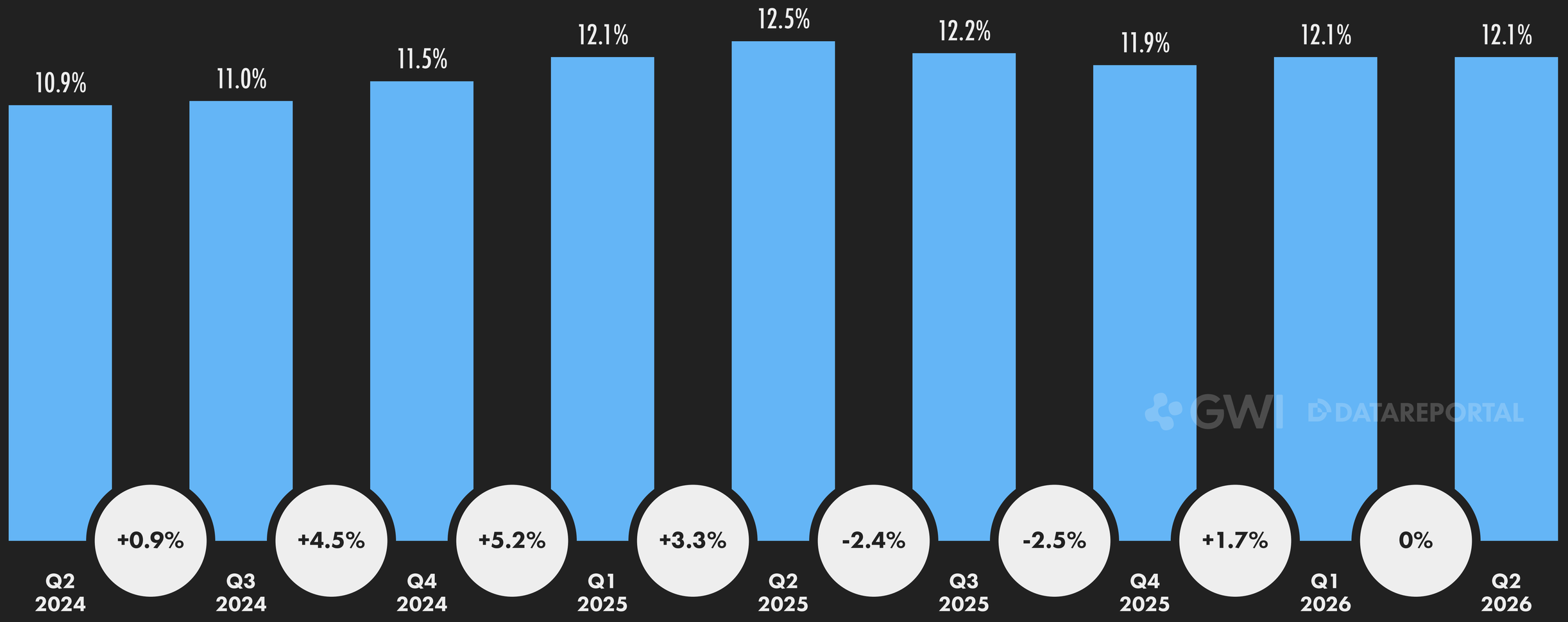
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OCT 2026

BUYING SECOND-HAND GOODS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BOUGHT AT LEAST ONE PRE-OWNED ITEM VIA ONLINE CHANNELS IN THE PAST MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

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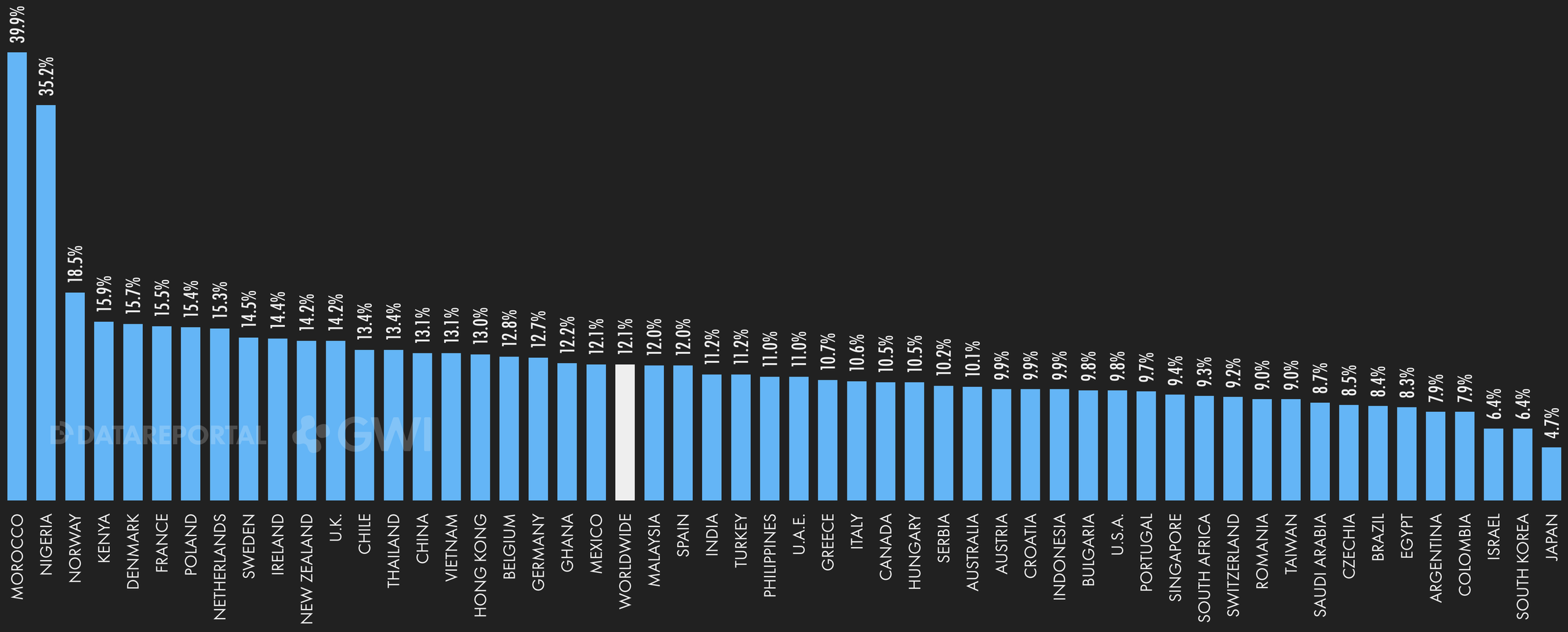
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OCT 2026

BUYING SECOND-HAND GOODS ONLINE

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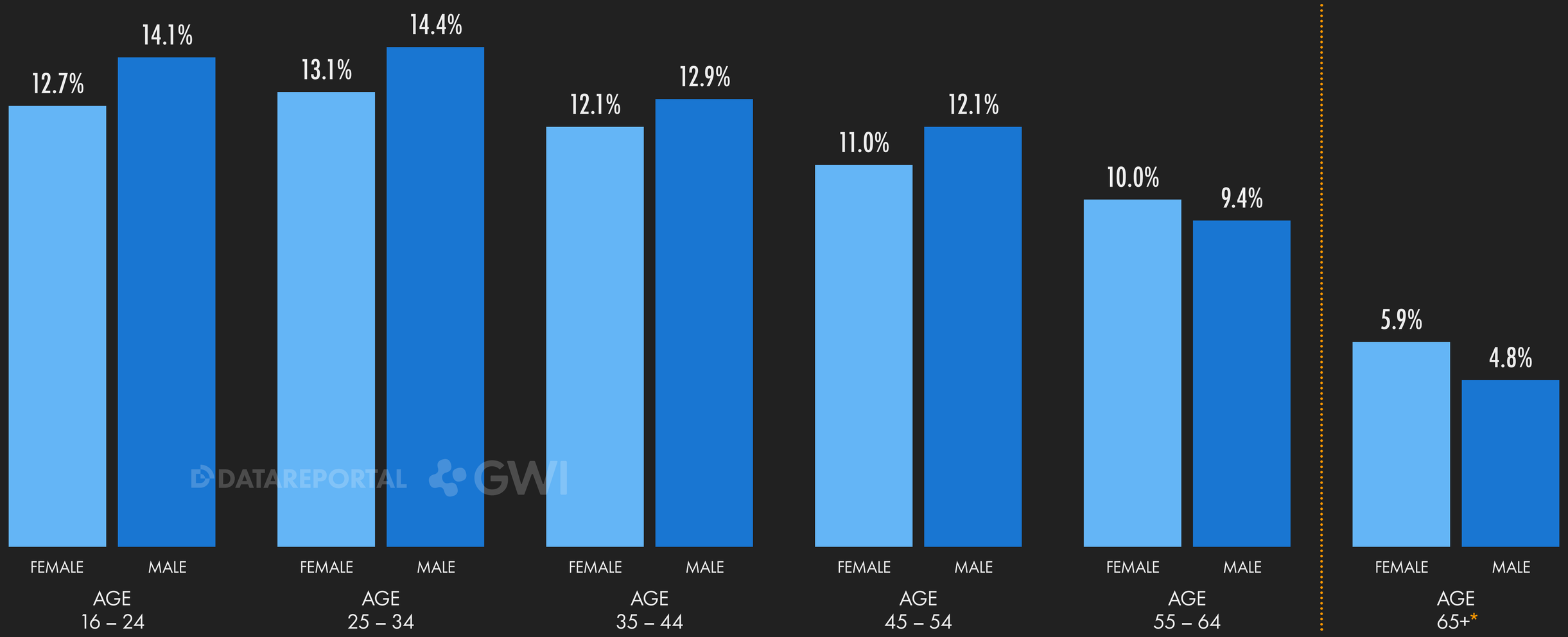
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OCT 2026

BUYING SECOND-HAND GOODS ONLINE

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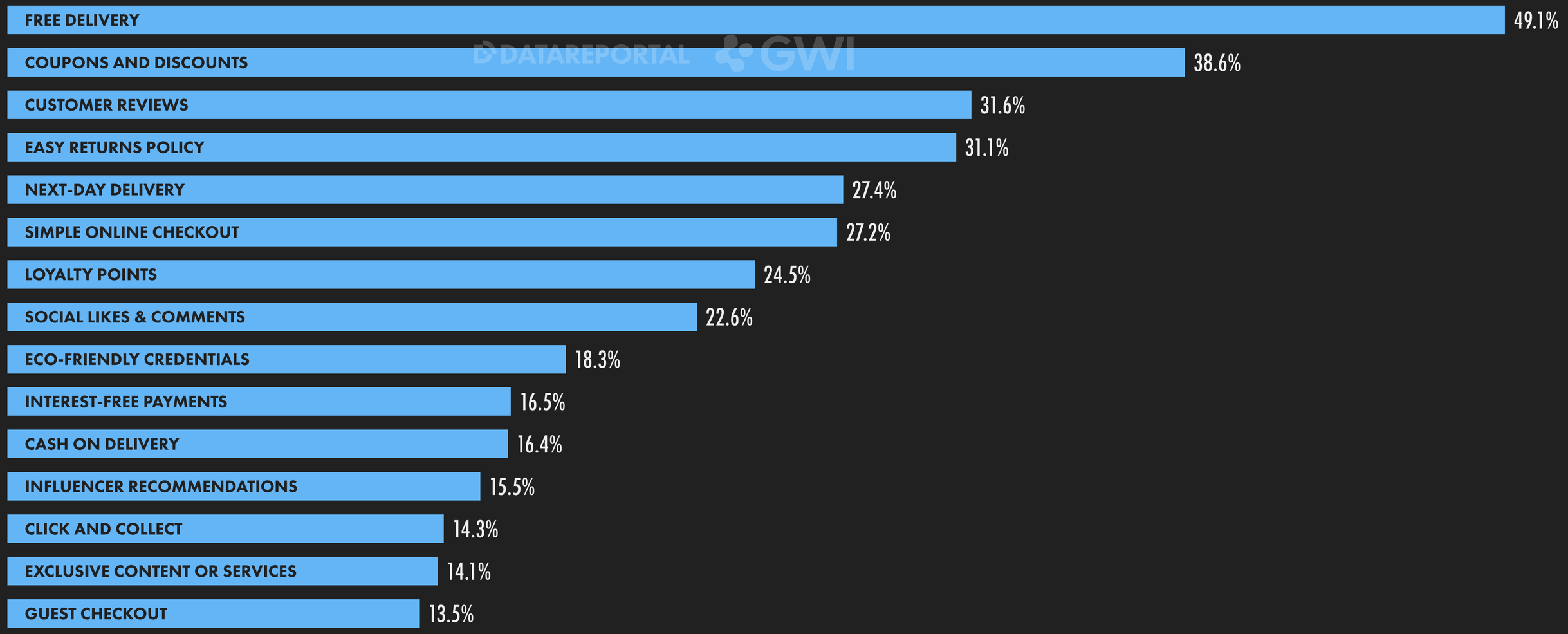
OCT 2026

ONLINE PURCHASE DRIVERS

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

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OCT 2026

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FREE DELIVERY	46.1%	FREE DELIVERY	44.4%	FREE DELIVERY	46.8%	FREE DELIVERY	51.3%	FREE DELIVERY	53.3%	FREE DELIVERY	73.2%
COUPONS AND DISCOUNTS	38.0%	COUPONS AND DISCOUNTS	36.3%	COUPONS AND DISCOUNTS	37.8%	COUPONS AND DISCOUNTS	40.4%	COUPONS AND DISCOUNTS	39.7%	COUPONS AND DISCOUNTS	46.6%
CUSTOMER REVIEWS	32.5%	CUSTOMER REVIEWS	30.7%	CUSTOMER REVIEWS	31.1%	EASY RETURNS POLICY	32.7%	EASY RETURNS POLICY	34.1%	EASY RETURNS POLICY	40.3%
EASY RETURNS POLICY	29.3%	EASY RETURNS POLICY	29.1%	EASY RETURNS POLICY	29.6%	CUSTOMER REVIEWS	31.6%	CUSTOMER REVIEWS	31.3%	CUSTOMER REVIEWS	34.4%
NEXT-DAY DELIVERY	28.2%	NEXT-DAY DELIVERY	28.5%	NEXT-DAY DELIVERY	27.2%	SIMPLE ONLINE CHECKOUT	28.6%	SIMPLE ONLINE CHECKOUT	28.1%	SIMPLE ONLINE CHECKOUT	29.5%
SIMPLE ONLINE CHECKOUT	26.2%	SIMPLE ONLINE CHECKOUT	26.2%	SIMPLE ONLINE CHECKOUT	27.2%	NEXT-DAY DELIVERY	27.9%	NEXT-DAY DELIVERY	25.1%	LOYALTY POINTS	26.2%
SOCIAL LIKES & COMMENTS	25.4%	LOYALTY POINTS	24.3%	LOYALTY POINTS	24.6%	LOYALTY POINTS	25.6%	LOYALTY POINTS	24.7%	NEXT-DAY DELIVERY	23.6%
LOYALTY POINTS	23.1%	SOCIAL LIKES & COMMENTS	23.8%	SOCIAL LIKES & COMMENTS	23.7%	SOCIAL LIKES & COMMENTS	22.4%	SOCIAL LIKES & COMMENTS	19.7%	GUEST CHECKOUT	15.3%
CASH ON DELIVERY	19.1%	ECO-FRIENDLY CREDENTIALS	18.3%	ECO-FRIENDLY CREDENTIALS	18.1%	ECO-FRIENDLY CREDENTIALS	18.9%	ECO-FRIENDLY CREDENTIALS	17.9%	ECO-FRIENDLY CREDENTIALS	14.3%
ECO-FRIENDLY CREDENTIALS	19.1%	CASH ON DELIVERY	17.8%	INTEREST-FREE PAYMENTS	17.2%	INTEREST-FREE PAYMENTS	17.7%	INTEREST-FREE PAYMENTS	16.1%	INTEREST-FREE PAYMENTS	11.9%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MOST USED SHOPPING WEBSITES

RANKING OF SHOPPING WEBSITES, BASED ON AVERAGE MONTHLY GLOBAL TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026



GLOBAL OVERVIEW

#	WEBSITE	UNIQUE VISITORS	MONTHLY VISITS
01	AMAZON.COM	537 M	2.72 B
02	TEMU.COM	303 M	1.16 B
03	ALIEXPRESS.COM	217 M	579 M
04	AMAZON.IN	200 M	533 M
05	WALMART.COM	199 M	568 M
06	ETSY.COM	185 M	449 M
07	SHOP.APP	181 M	309 M
08	EBAY.COM	170 M	655 M
09	OZON.RU	128 M	582 M
10	TARGET.COM	116 M	251 M

#	WEBSITE	UNIQUE VISITORS	MONTHLY VISITS
11	FLIPKART.COM	89.5 M	239 M
12	AMAZON.COM.BR	88.4 M	210 M
13	AMAZON.DE	75.1 M	409 M
14	COUPANG.COM	74.6 M	283 M
15	AMAZON.CO.JP	72.1 M	470 M
16	AMAZON.CO.UK	72.0 M	344 M
17	RAKUTEN.COM	71.6 M	186 M
18	SHOPEE.COM.BR	66.3 M	194 M
19	MERCADOLIVRE.COM.BR	65.2 M	291 M
20	TICKETMASTER.COM	63.0 M	110 M

similarweb

similarweb

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026. **NOTES:** VALUES REPRESENT MONTHLY AVERAGES FOR THE STATED PERIOD. ONLY INCLUDES SITES IN SIMILARWEB'S "ECOMMERCE AND SHOPPING" PREDEFINED INDUSTRY LISTINGS. VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, BECAUSE 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.

OCT 2026

MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE SHOPPING APPS, BASED ON GLOBAL MONTHLY ACTIVE USERS IN AUGUST 2026



GLOBAL OVERVIEW

#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON
02	TEMU	PDD
03	MERCADO LIBRE	MERCADO LIBRE
04	FLIPKART	WALMART
05	SHEIN	SHEIN
06	MEESHO	MEESHO
07	ALIEXPRESS	ALIBABA
08	AMAZON INDIA	AMAZON
09	WALMART	WALMART
10	WILDBERRIES	WILDBERRIES

#	SHOPPING APP	COMPANY
11	VINTED	VINTED
12	EBAY	EBAY
13	OZON	OZON
14	BLINKIT	ETERNAL
15	SHOPEE INDONESIA	SEA
16	LAZADA	ALIBABA
17	LIDL	SCHWARZ GROUP
18	SHOPEE BRAZIL	SEA
19	MYNTRA	WALMART
20	ALIBABA	ALIBABA

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similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR APPS LISTED IN THE "SHOPPING" STANDARDISED IAB CATEGORY OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2026. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

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TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2025 AND 30 JUNE 2026



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	SAMSUNG	100	+10%
02	SHOES	96	+140%
03	NIKE	95	+30%
04	IPHONE	89	-6%
05	ADIDAS	78	+70%
06	APPLE	76	+190%
07	AMAZON	72	+40%
08	WALMART	48	+30%
09	NEW BALANCE	45	+250%
10	LEGO	38	+90%

#	SEARCH QUERY	INDEX	▲ YOY
11	DEALS	30	+550%
12	BLENDER	26	+600%
13	CALCULATOR	19	+850%
14	IPHONE 15	17	-10%
15	GOOGLE	16	+20%
16	IPHONE 17	16	+1,800%
17	IPHONE 16	14	-20%
18	TARGET	13	+250%
19	PS5	13	-10%
20	SHOPPING	12	+6%

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JULY 2025 AND 30 JUNE 2026. **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.

OCT 2026

FASTEST GROWING SHOPPING SEARCHES

GOOGLE SHOPPING QUERIES WITH THE GREATEST ANNUAL VOLUME INCREASES (YEAR TO 30 JUNE 2026 vs. YEAR TO 30 JUNE 2025)



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	IPHONE 17 PRO	10	+2,550%
02	NEEDOH	03	+2,500%
03	BACK TO SCHOOL SALES	02	+2,100%
04	BACK TO SCHOOL DEALS	02	+1,900%
05	IPHONE 17	16	+1,800%
06	IPHONE 17 PRO MAX	06	+1,750%
07	CALCULATOR	19	+850%
08	BLENDER	26	+600%
09	DEALS	30	+550%
10	NEW BALANCE	45	+250%

#	SEARCH QUERY	INDEX	▲ YOY
11	TARGET	13	+250%
12	HOBBY LOBBY	01	+250%
13	INFINIX NOTE 60 PRO	00	+250%
14	WALGREENS	02	+200%
15	GOLD RATE TODAY	01	+200%
16	APPLE	76	+190%
17	NIKE SHOES	12	+150%
18	HOME DEPOT	12	+140%
19	LOWES	04	+140%
20	SHOES	96	+140%

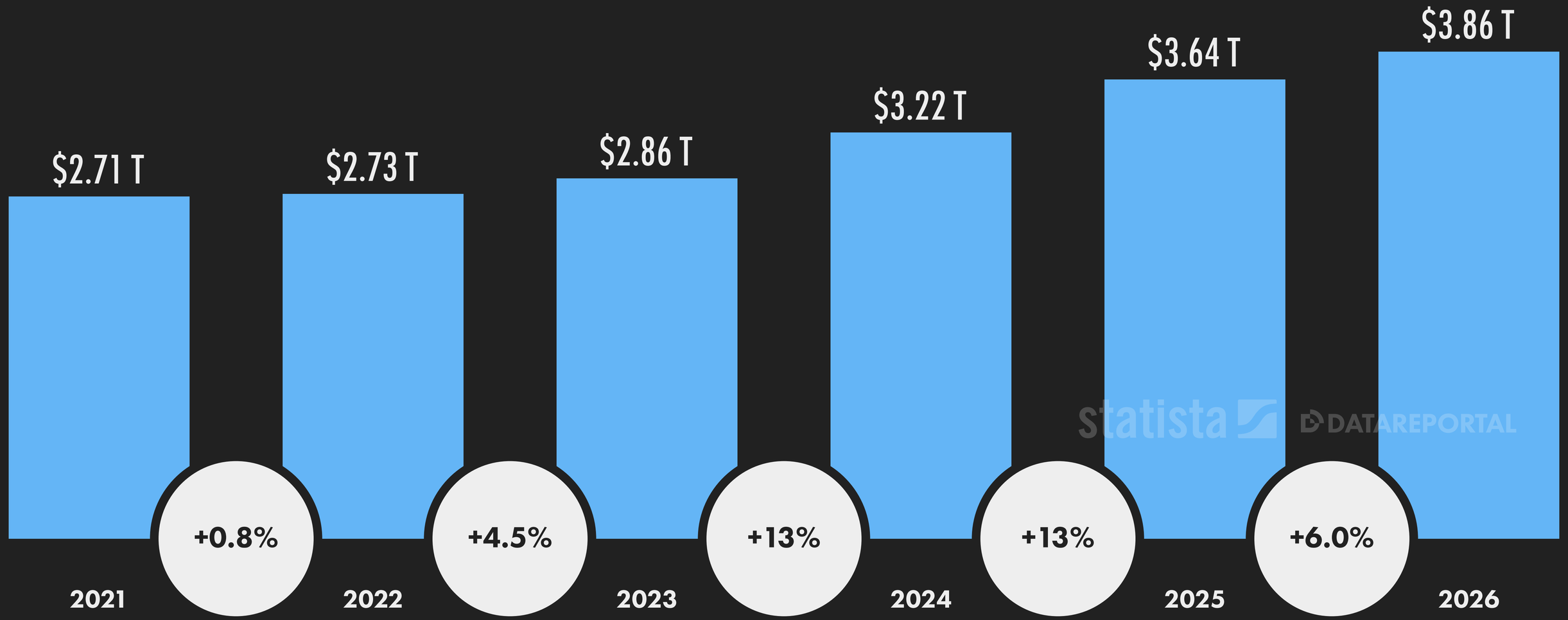
SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

OCT 2026

ECOMMERCE: CONSUMER GOODS SPEND

ESTIMATED ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (B2C ONLY, U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND ON B2C CONSUMER GOODS PURCHASES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. "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. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

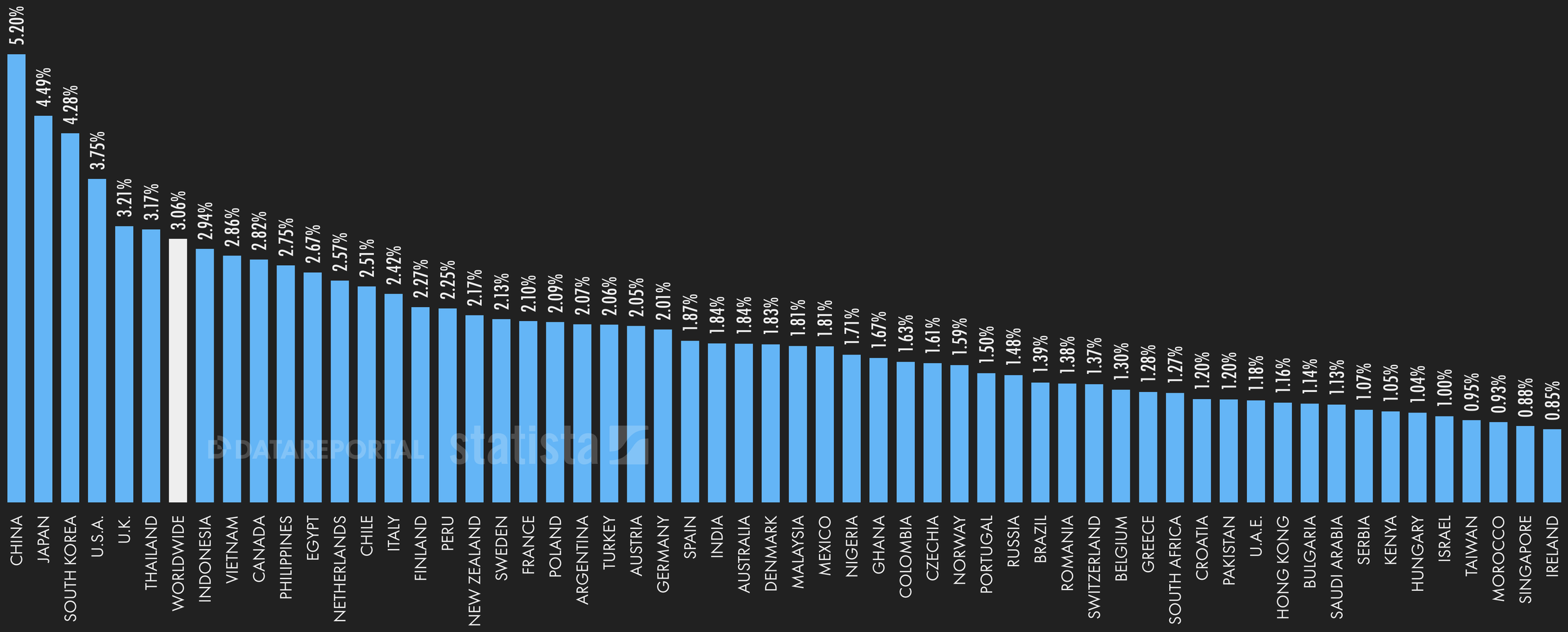
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ONLINE CONSUMER GOODS SPEND vs. GDP

ESTIMATED FULL-YEAR 2026 ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF GDP (CURRENT USD)

GLOBAL OVERVIEW



SOURCES: STATISTA MARKET INSIGHTS; IMF. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF TOTAL FULL-YEAR SPEND ON ONLINE CONSUMER GOODS PURCHASES FOR 2026 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "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. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

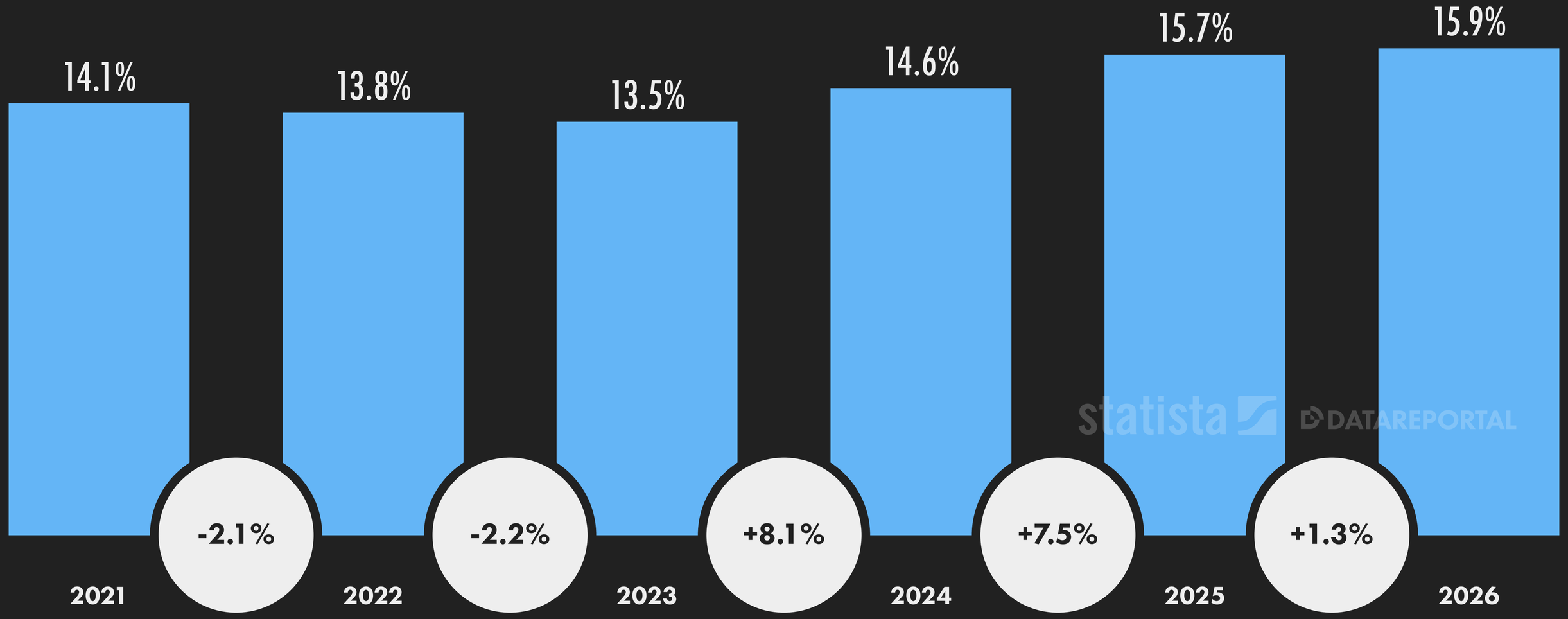
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ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND (B2C ONLY)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES BASED ON ESTIMATES AND PROJECTIONS OF FULL-YEAR CONSUMER SPEND ON CONSUMER GOODS PURCHASES. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN ONLINE RETAILERS' SHARE OF TOTAL CONSUMER GOODS SPEND (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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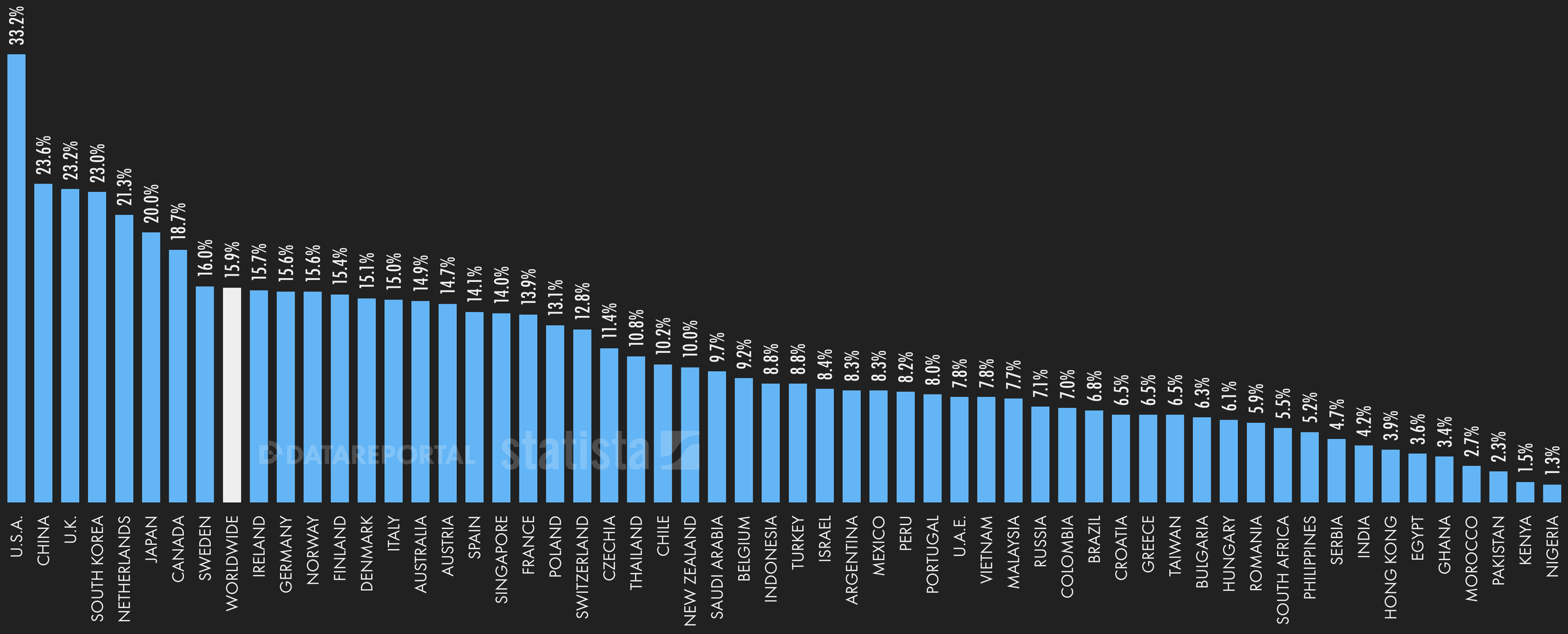
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ONLINE SHARE OF CONSUMER GOODS SPEND

ESTIMATED ONLINE SPEND ON CONSUMER GOODS PURCHASES AS A PERCENTAGE OF TOTAL CONSUMER GOODS SPEND IN 2026 (B2C ONLY)



GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES BASED ON ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND ON CONSUMER GOODS PURCHASES IN 2026. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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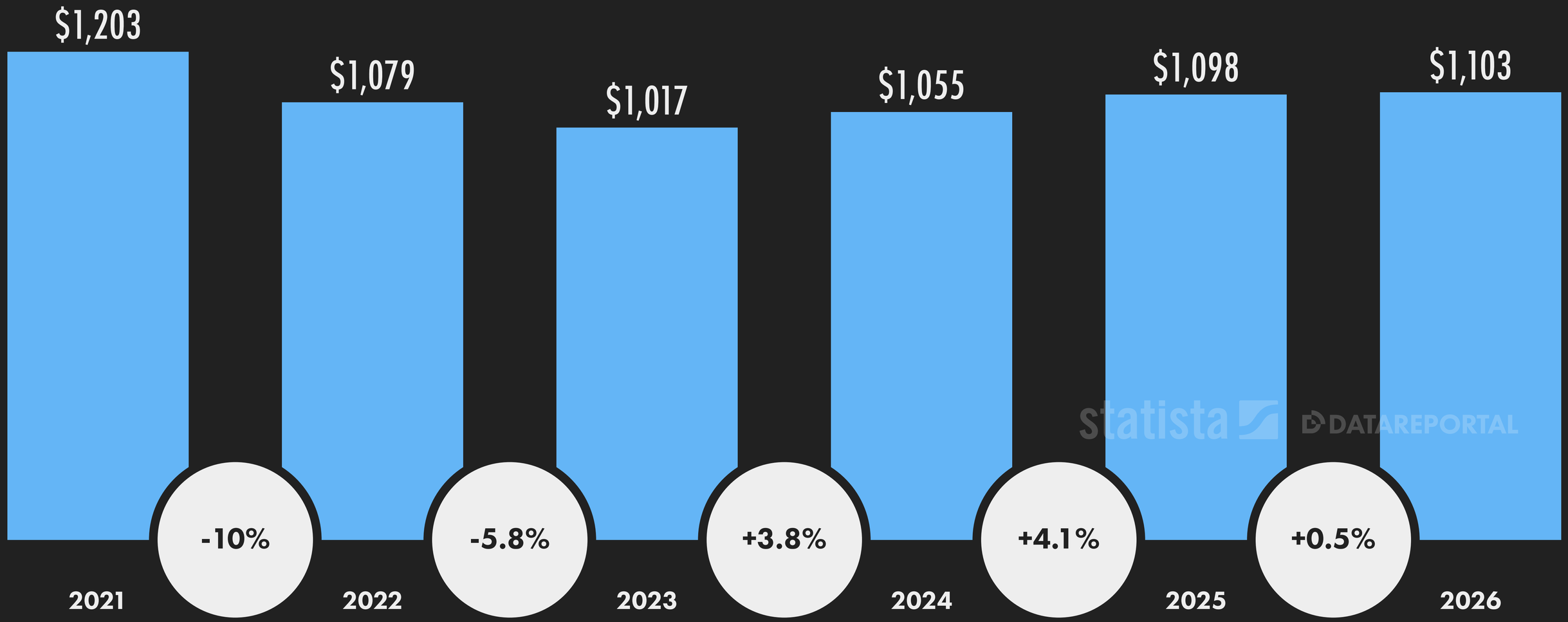
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CONSUMER GOODS ECOMMERCE ARPU

ESTIMATED AVERAGE FULL-YEAR ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS; GLOBAL AVERAGE)



GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA.
COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

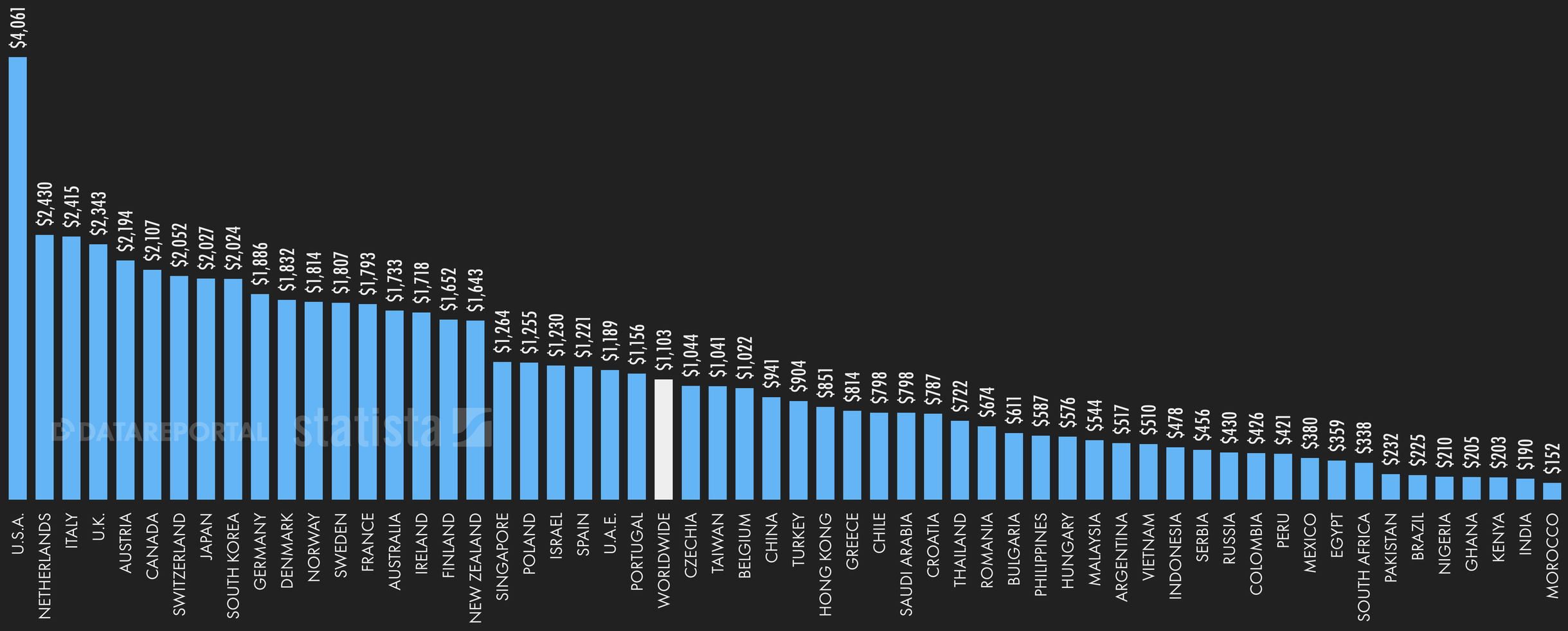
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CONSUMER GOODS ECOMMERCE ARPU

ESTIMATED AVERAGE FULL-YEAR 2026 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2026 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA.
COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

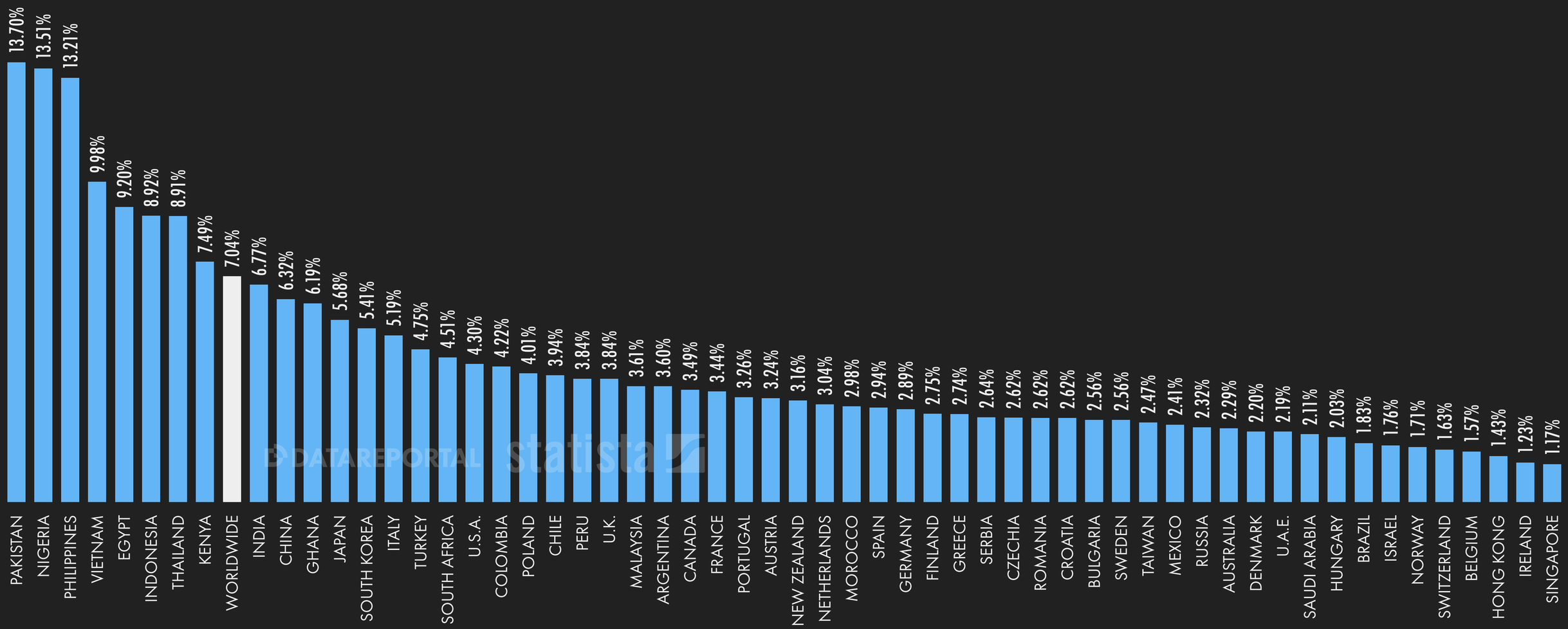
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CONSUMER GOODS ARPU vs. GDP PER CAPITA

ESTIMATED AVERAGE FULL-YEAR 2026 REVENUE PER CONSUMER GOODS ECOMMERCE SHOPPER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCES: STATISTA MARKET INSIGHTS; IMF. **GUIDANCE:** ECOMMERCE ACTIVITY IN DEVELOPING ECONOMIES MAY BE LIMITED TO WEALTHIER INDIVIDUALS, WHICH MAY DISTORT COMPARISONS BETWEEN ECOMMERCE ARPU AND GDP PER CAPITA. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2026 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, CONSUMER HEALTHCARE, BEAUTY, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. VALUES NOT COMPARABLE WITH PREVIOUS REPORTS.

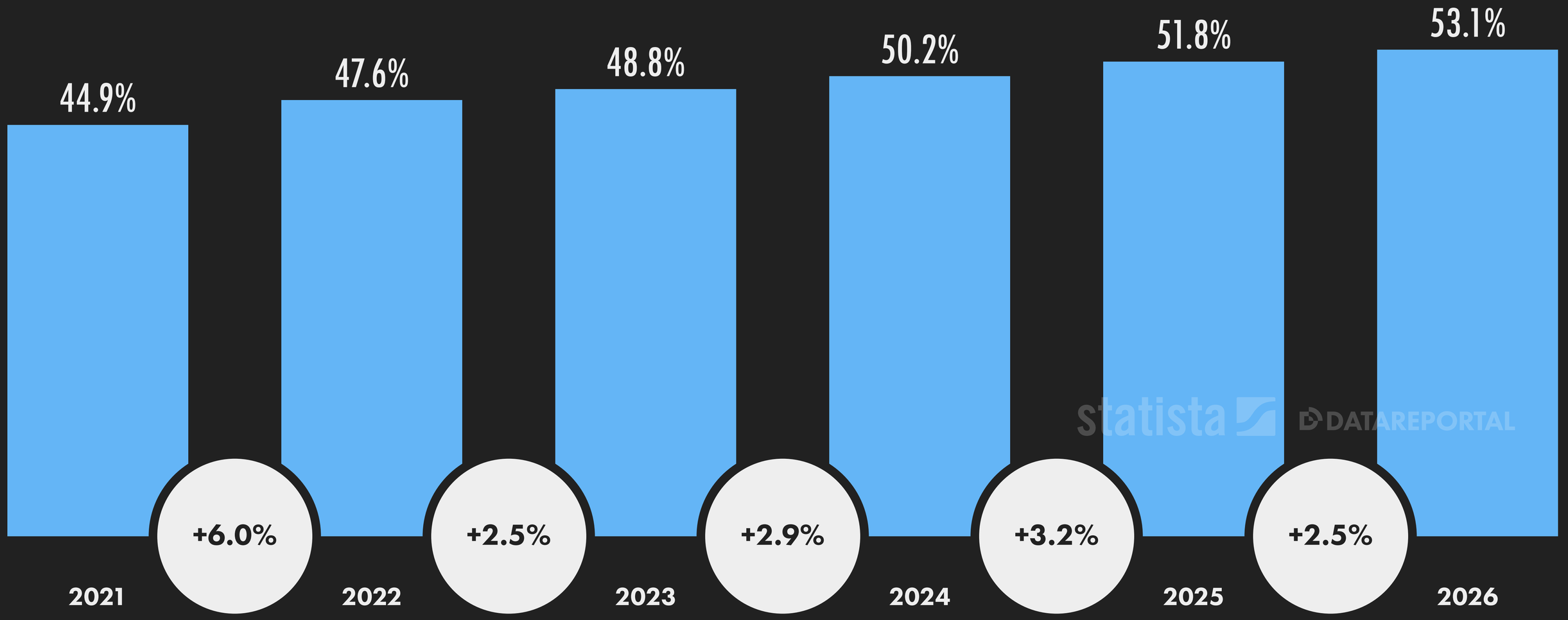
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MOBILE'S SHARE OF ECOMMERCE PURCHASES

PERCENTAGE OF ONLINE CONSUMER GOODS PURCHASES ATTRIBUTABLE TO ECOMMERCE ACTIVITY ON MOBILE PHONES (B2C ONLY)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE SHARE OF FULL-YEAR ONLINE CONSUMER GOODS ACTIVITY ATTRIBUTABLE TO MOBILE PHONES. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

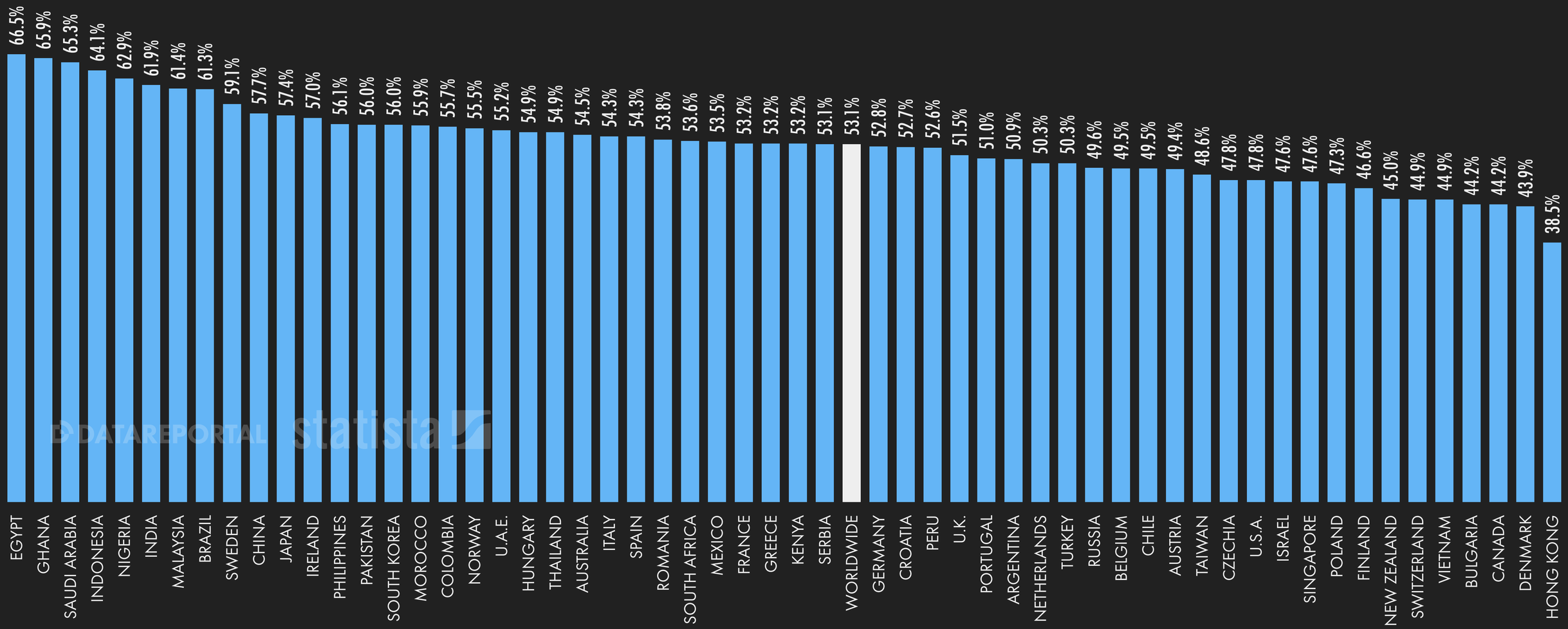
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MOBILE'S SHARE OF ECOMMERCE PURCHASES

PERCENTAGE OF ONLINE CONSUMER GOODS PURCHASES ATTRIBUTABLE TO ECOMMERCE ACTIVITY ON MOBILE PHONES (B2C ONLY)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE SHARE OF FULL-YEAR ONLINE CONSUMER GOODS ACTIVITY ATTRIBUTABLE TO MOBILE PHONES IN 2026. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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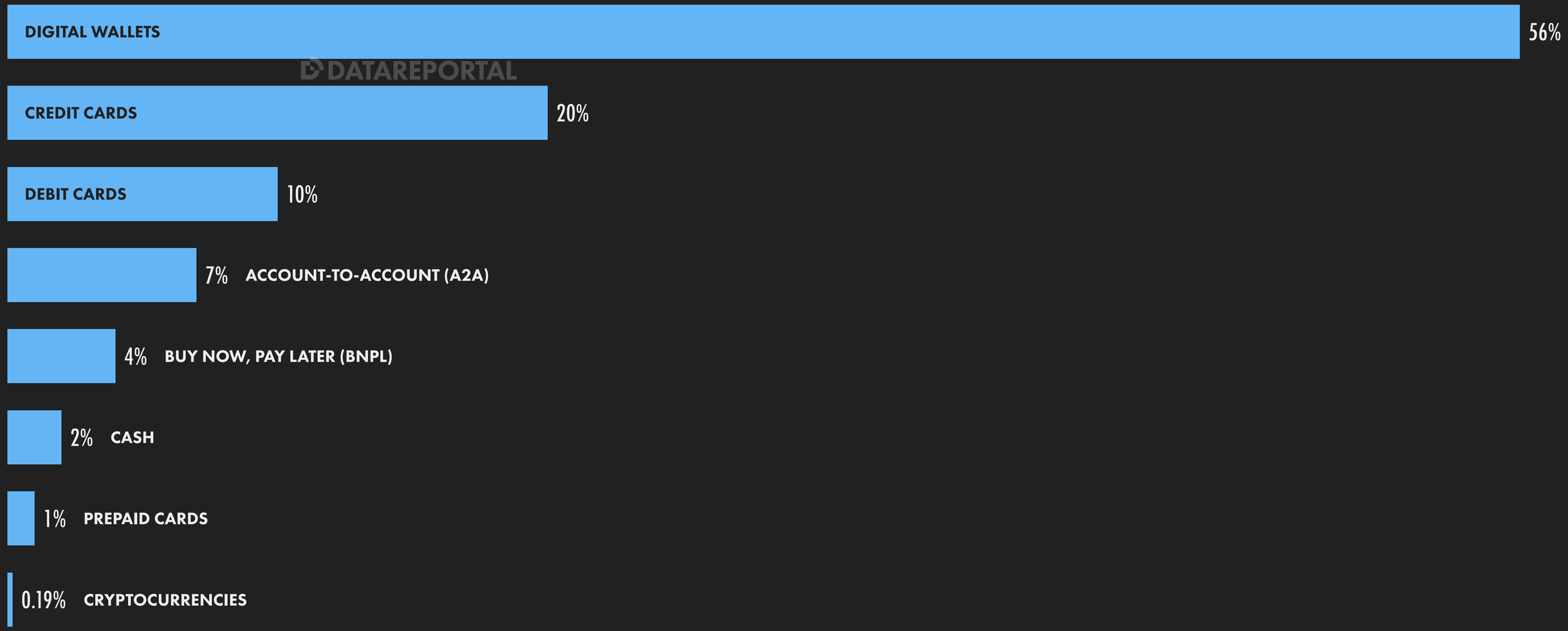
OCT 2026

ECOMMERCE PAYMENT METHODS

EACH PAYMENT METHOD'S SHARE OF GLOBAL ECOMMERCE TRANSACTIONS IN 2025



GLOBAL OVERVIEW



SOURCE: WORLDPAY GLOBAL PAYMENTS REPORT 2026. **NOTE:** FIGURES REPRESENT SHARE OF B2C ECOMMERCE TRANSACTION VALUE IN 2025. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING IN SOURCE DATA.

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OCT 2026

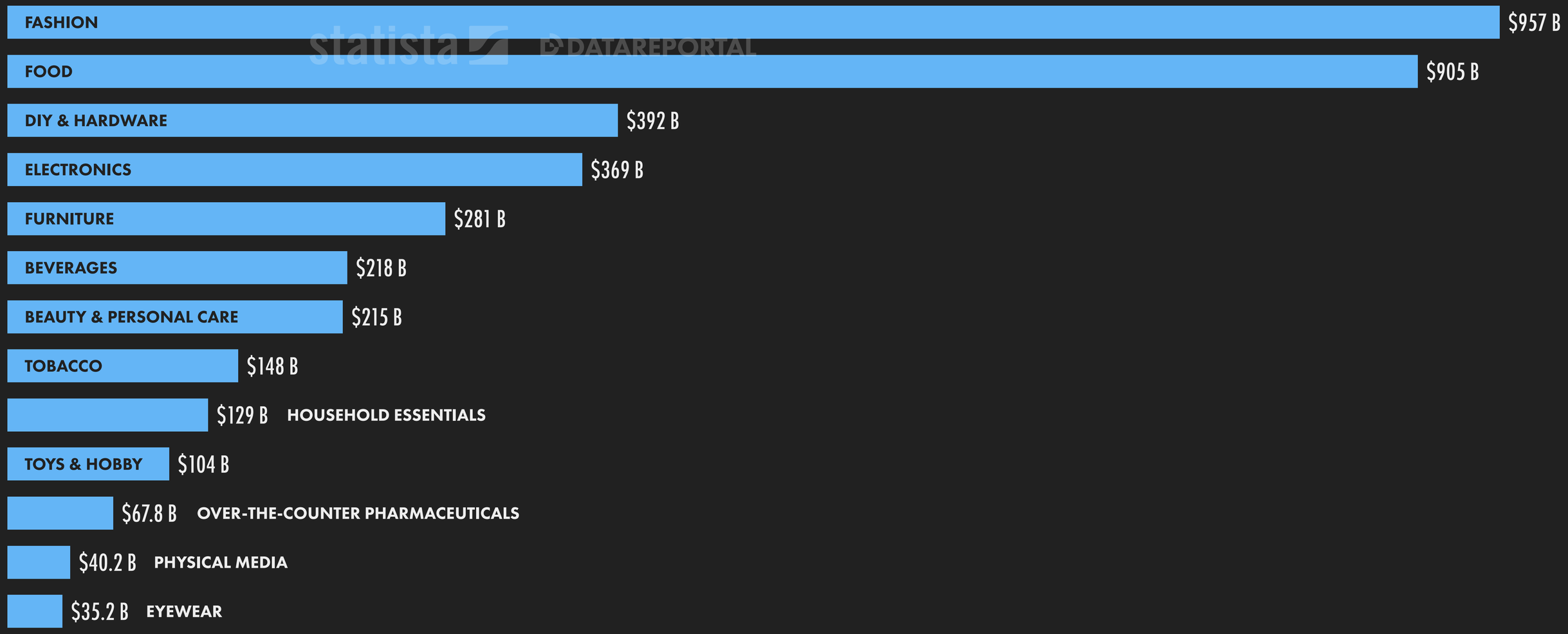
ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2026)



GLOBAL OVERVIEW

statista DATAREPORTAL



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES FOR 2026 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.

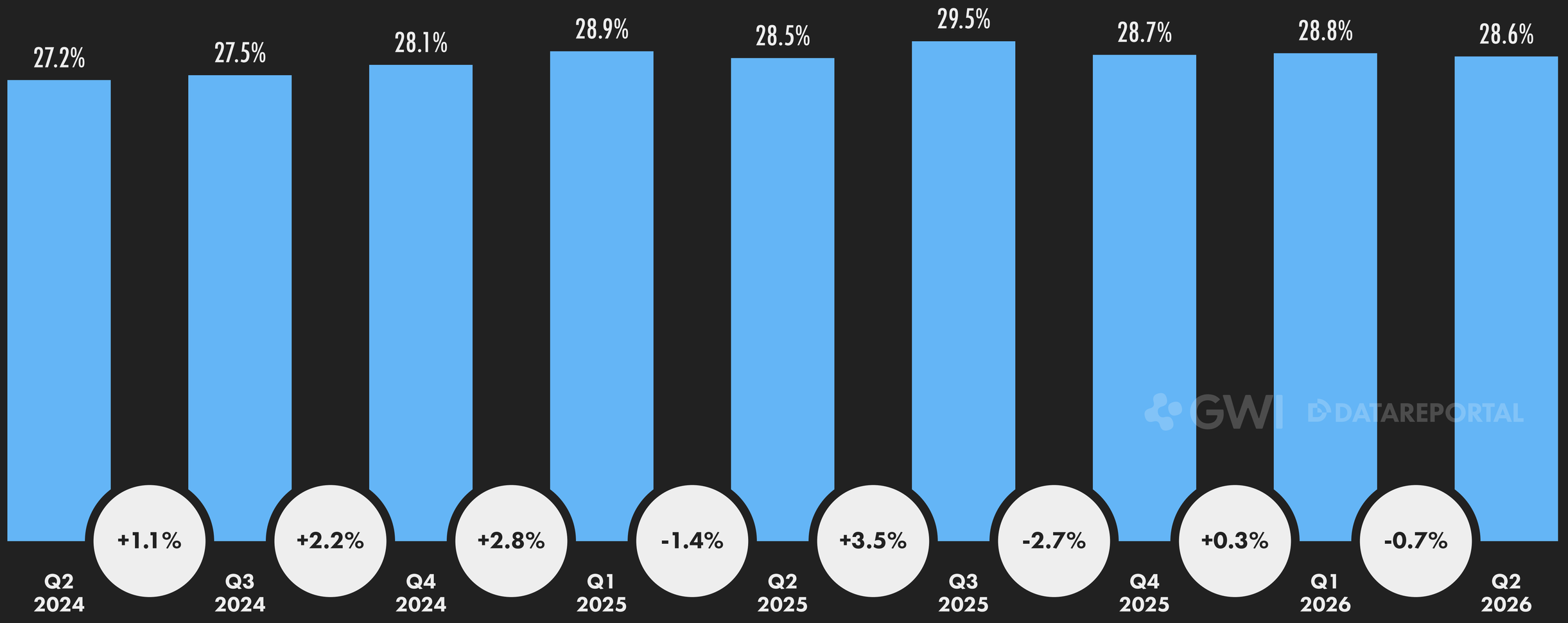
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WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

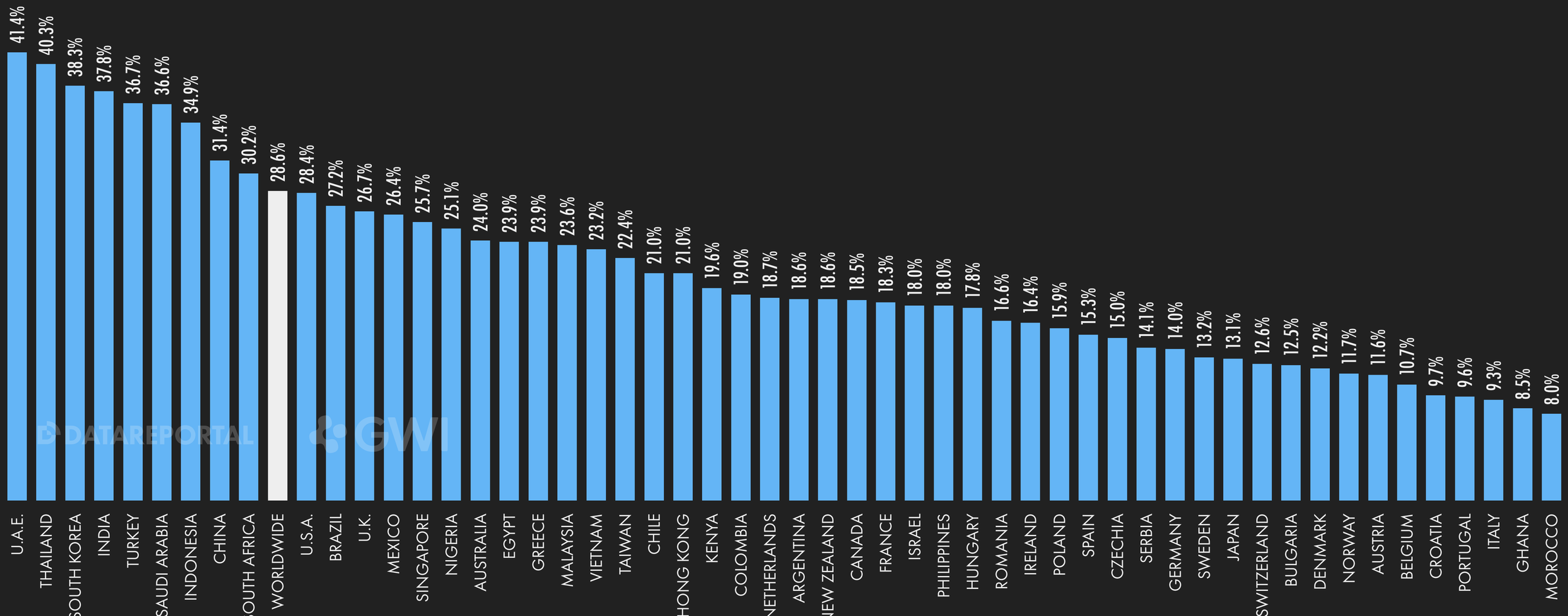
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OCT 2026

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

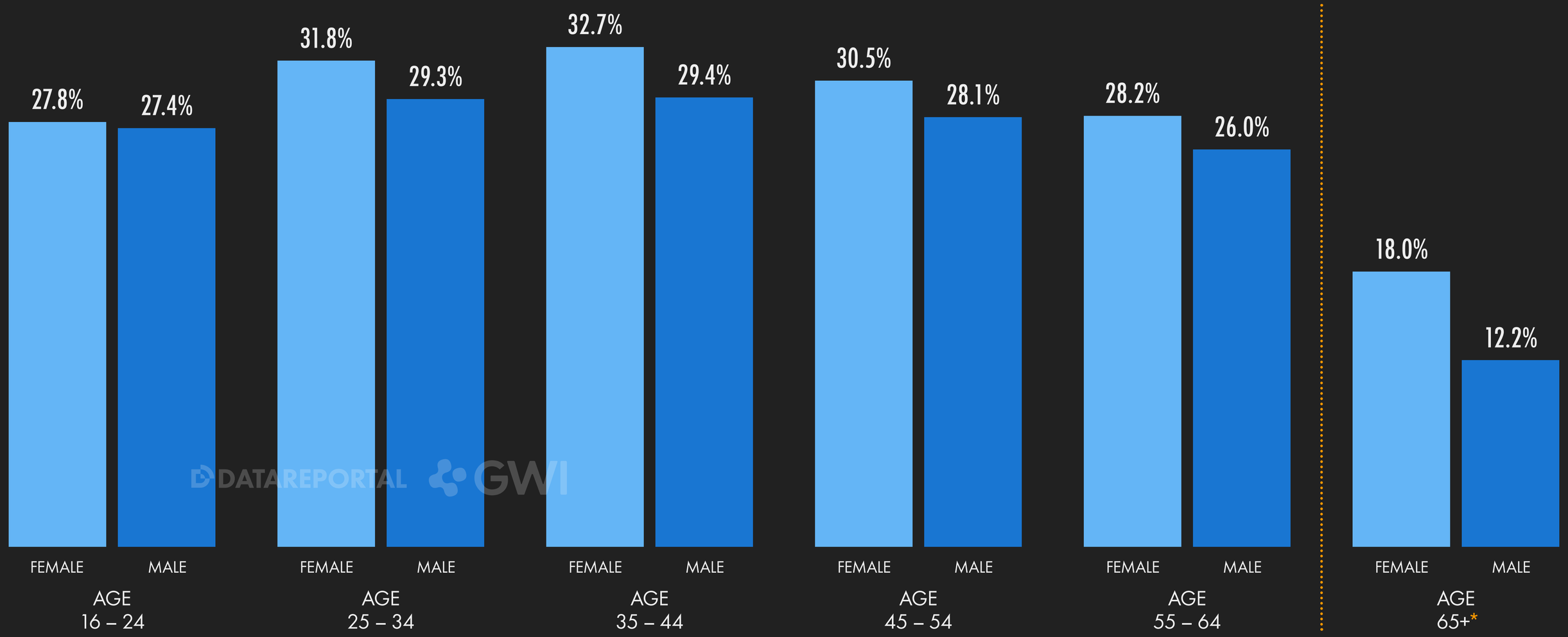
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OCT 2026

WEEKLY ONLINE GROCERY PURCHASES

PERCENTAGE OF INTERNET USERS WHO BUY GROCERIES ONLINE EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

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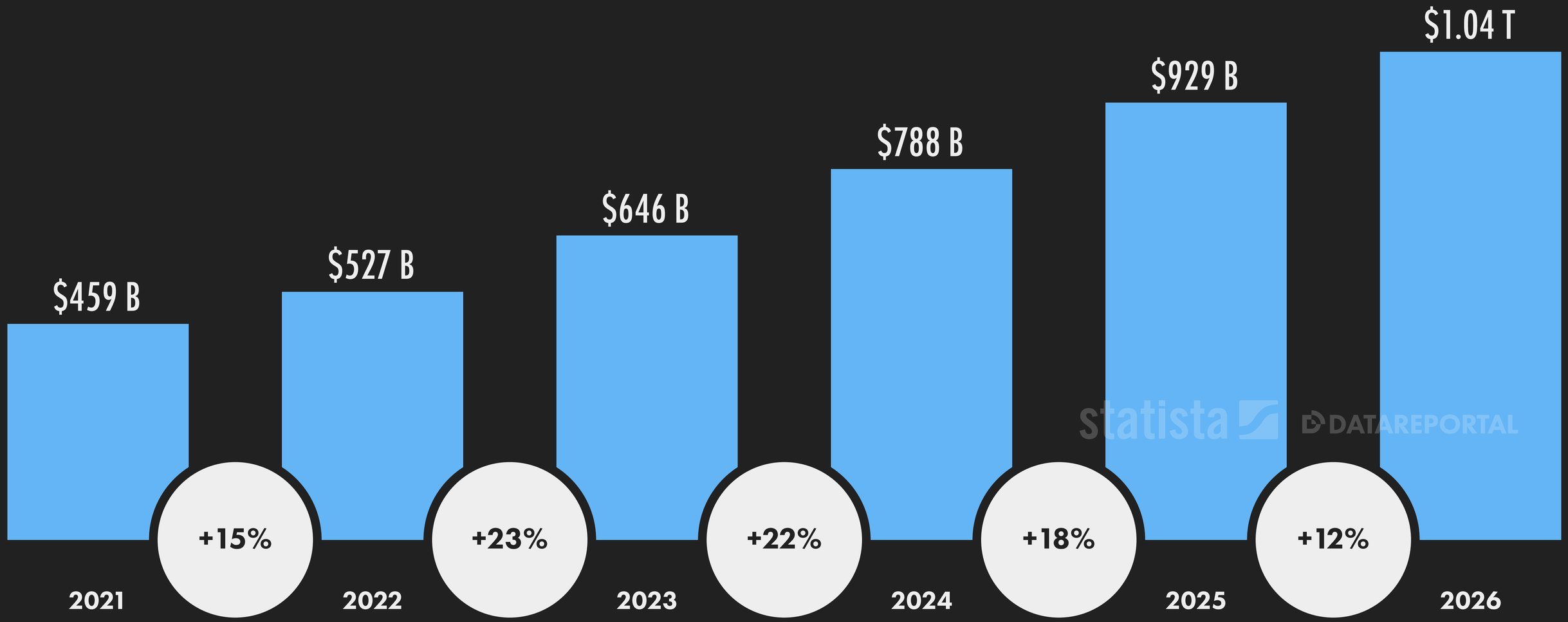
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ONLINE GROCERY: TOTAL MARKET VALUE

ESTIMATED FULL-YEAR CONSUMER SPEND ON ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

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 IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND IN U.S. DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

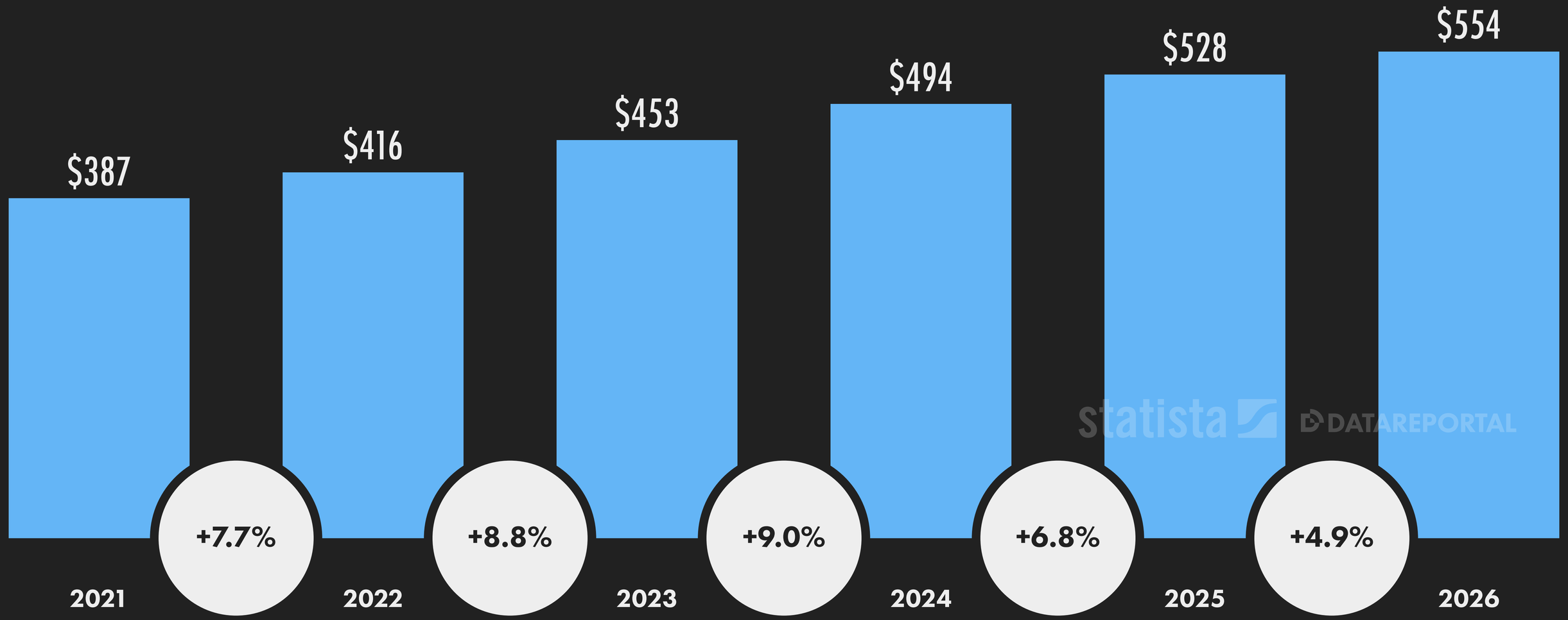
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ONLINE GROCERY: AVERAGE REVENUE PER USER

ESTIMATED AVERAGE FULL-YEAR REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

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 IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

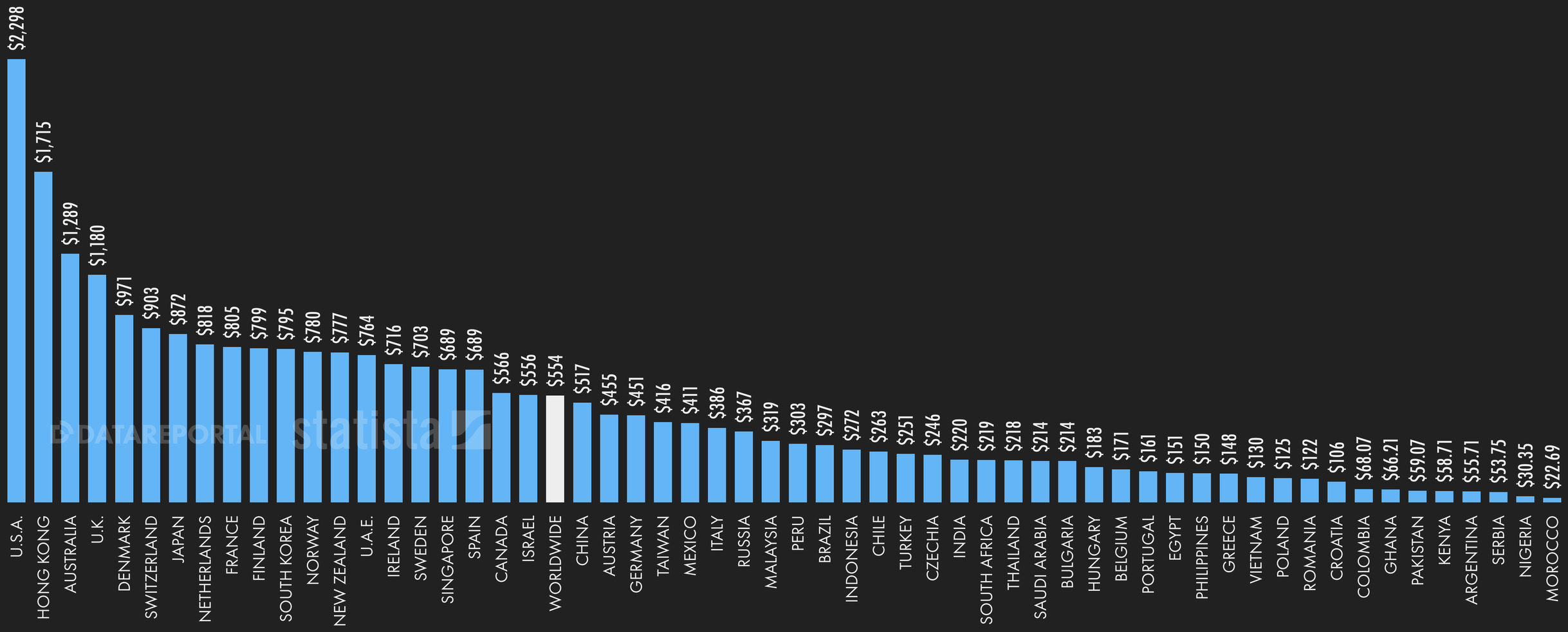
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ONLINE GROCERY SHOPPING ARPU

ESTIMATED AVERAGE FULL-YEAR 2026 REVENUE PER USER OF ONLINE GROCERY ORDERING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



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 IN-STORE OR AT A WAREHOUSE COLLECTION POINT. FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026 IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

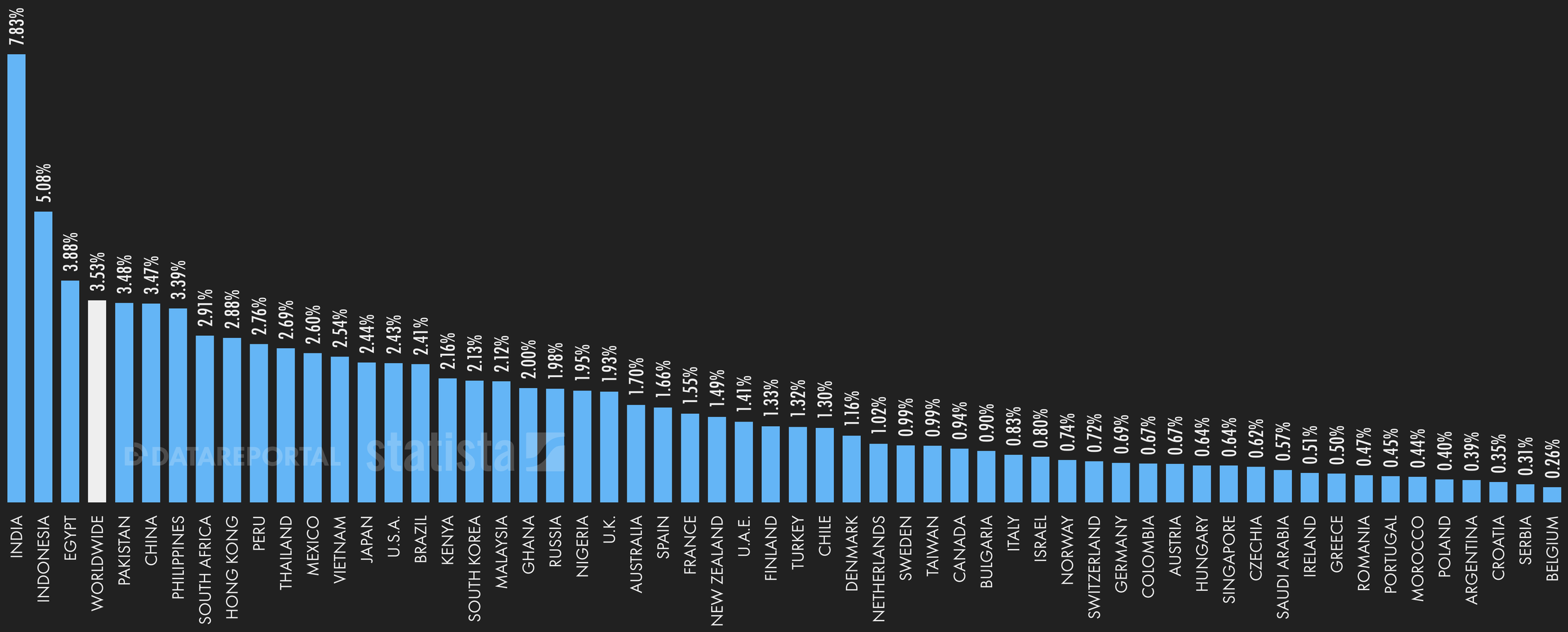
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ONLINE GROCERY ARPU vs GDP PER CAPITA

ESTIMATED AVERAGE FULL-YEAR 2026 REVENUE PER ONLINE GROCERY SHOPPER AS A PERCENTAGE OF GDP PER CAPITA (CURRENT USD)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS; IMF; MANOCHI ANALYSIS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026 ONLINE GROCERY SPEND IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP PER CAPITA IN CURRENT U.S. DOLLARS. "ONLINE GROCERY SPEND" 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 IN-STORE OR AT A WAREHOUSE COLLECTION POINT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

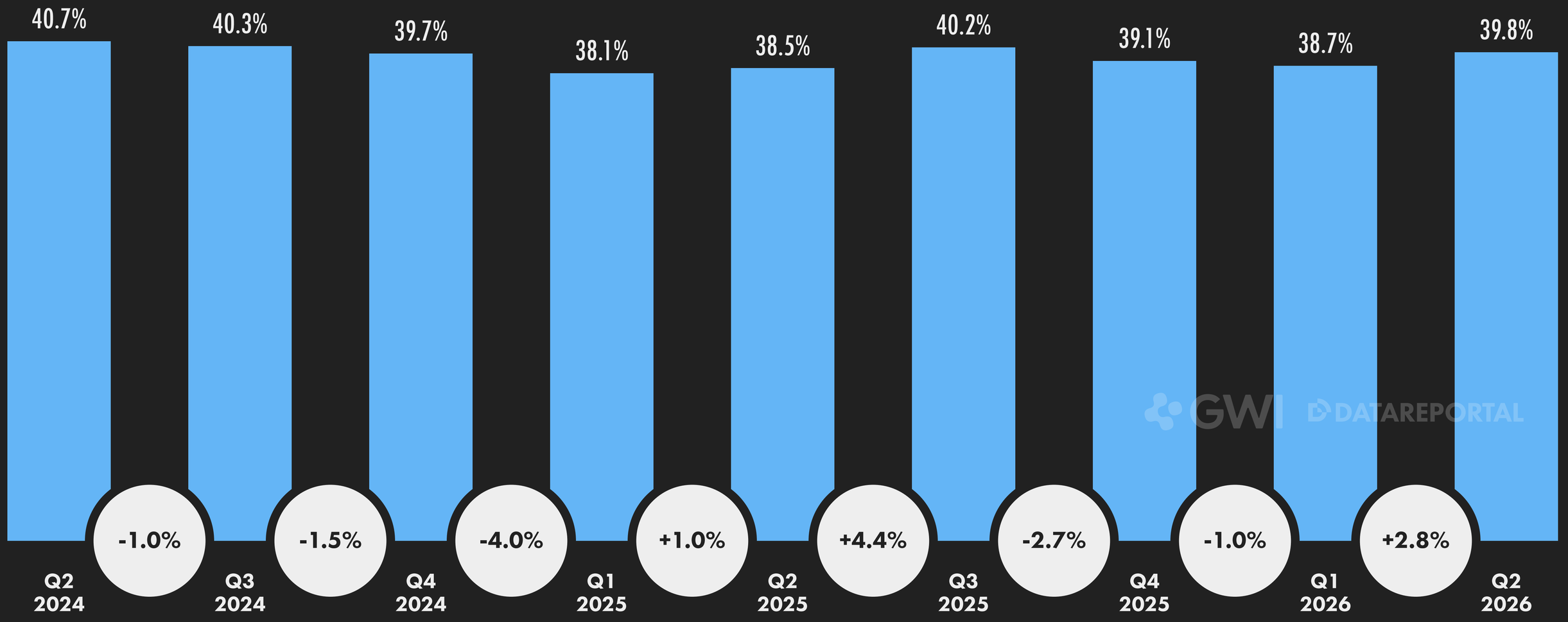
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OCT 2026

USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

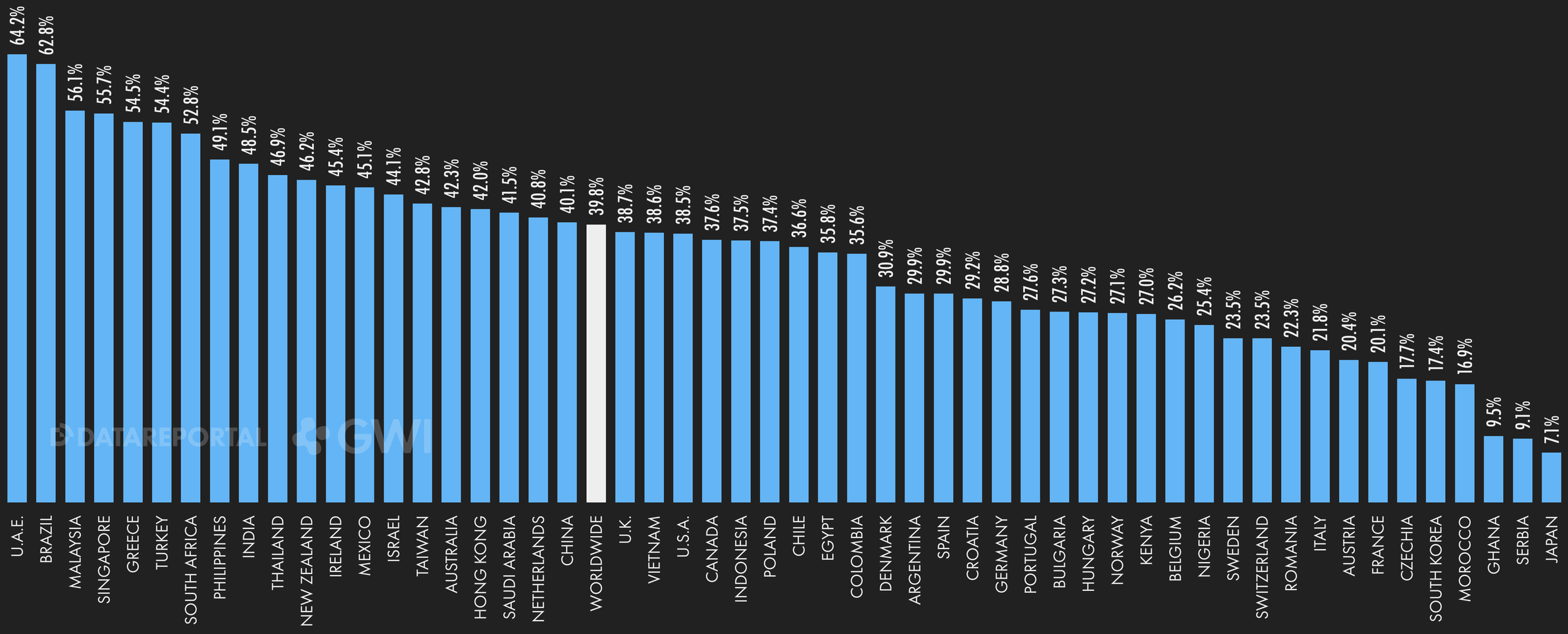
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USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

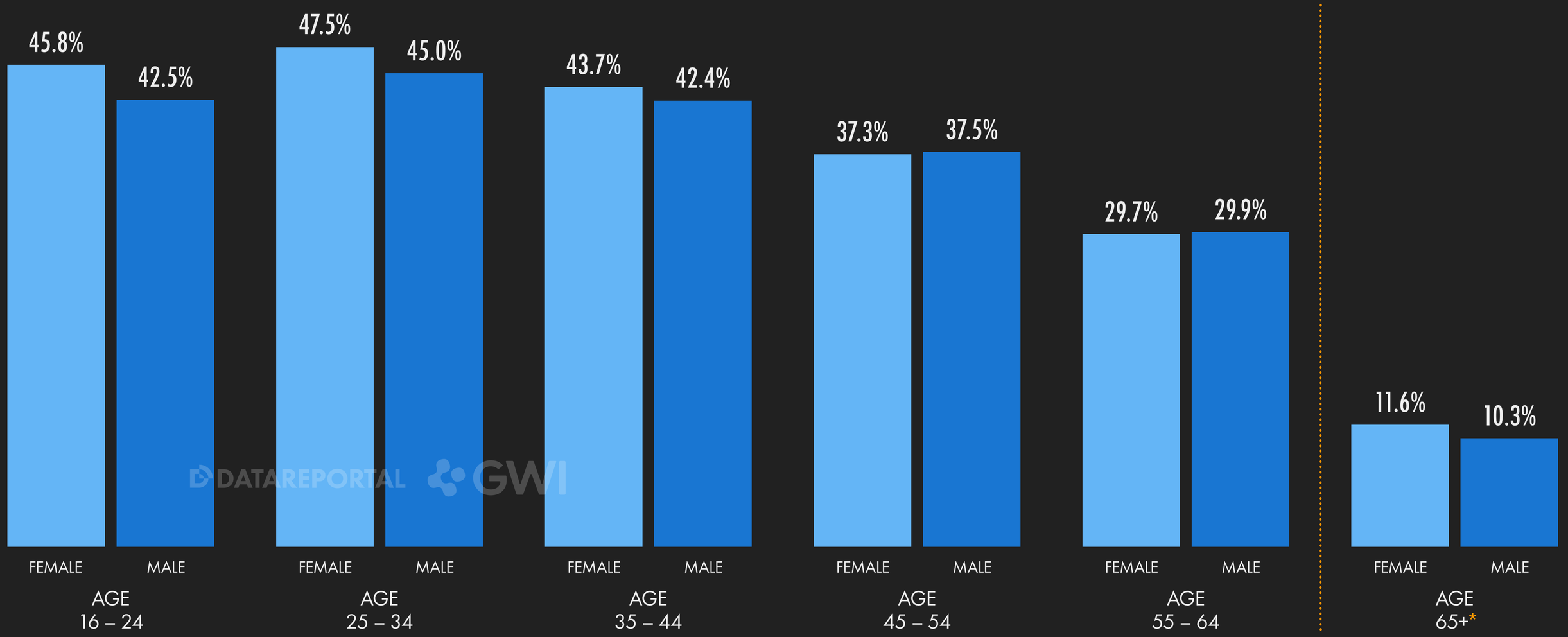
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OCT 2026

USE OF ONLINE MEAL DELIVERY SERVICES

PERCENTAGE OF INTERNET USERS WHO USE WEBSITES AND MOBILE APPS TO ORDER FOOD TAKEAWAY OR DELIVERY EACH MONTH

GLOBAL OVERVIEW



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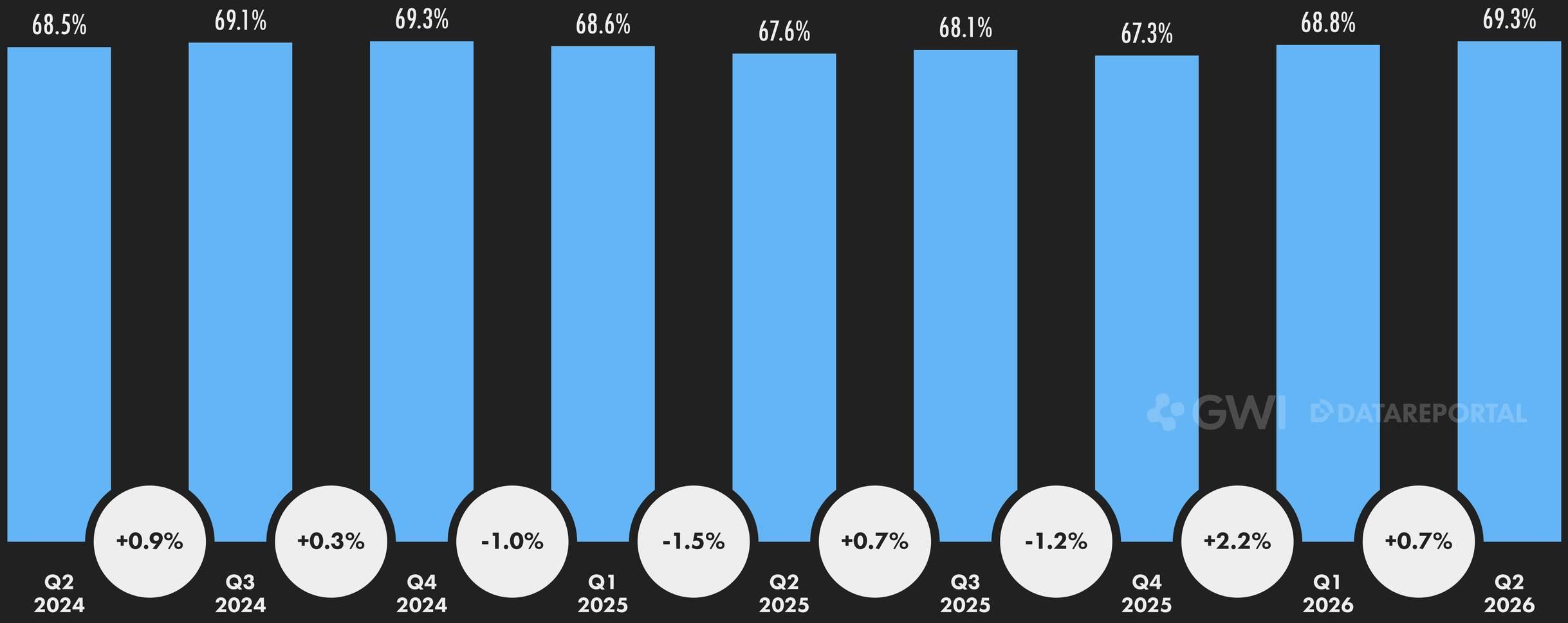
OCT 2026

DIGITAL CONTENT PURCHASES

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



GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

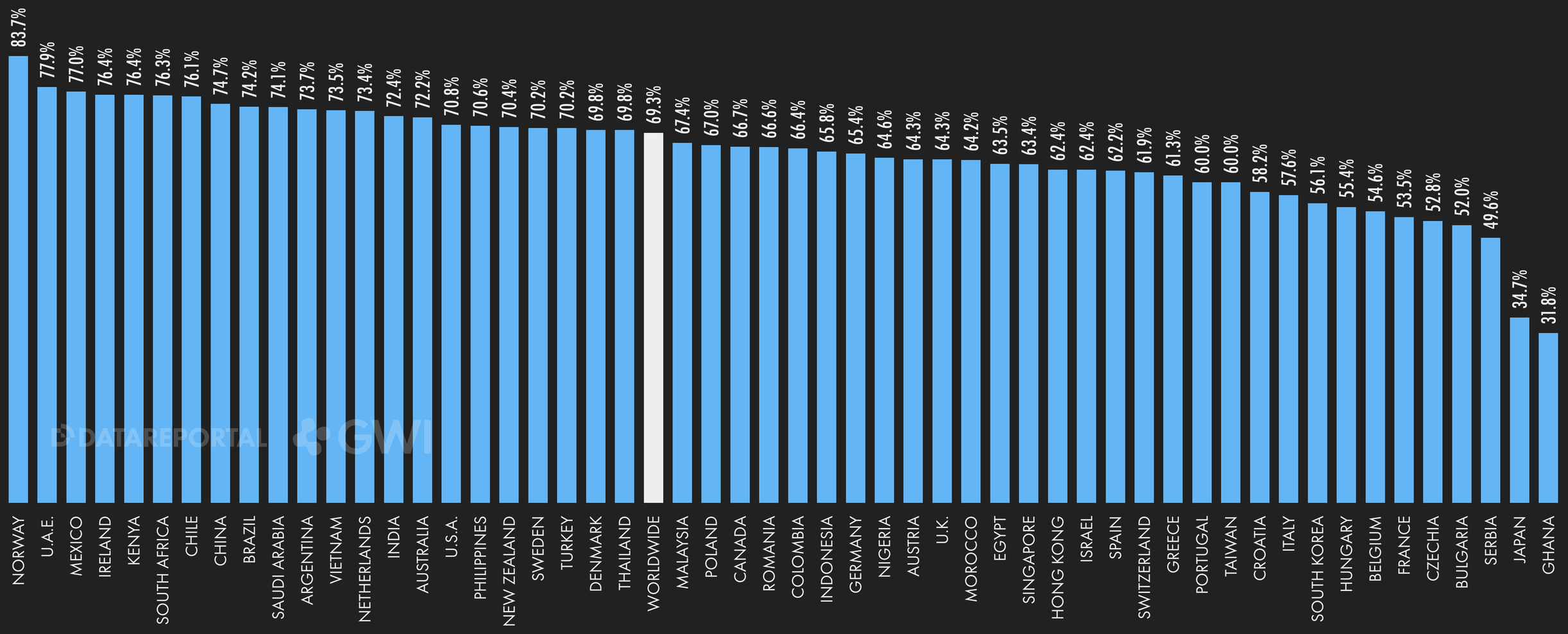
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DIGITAL CONTENT PURCHASES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

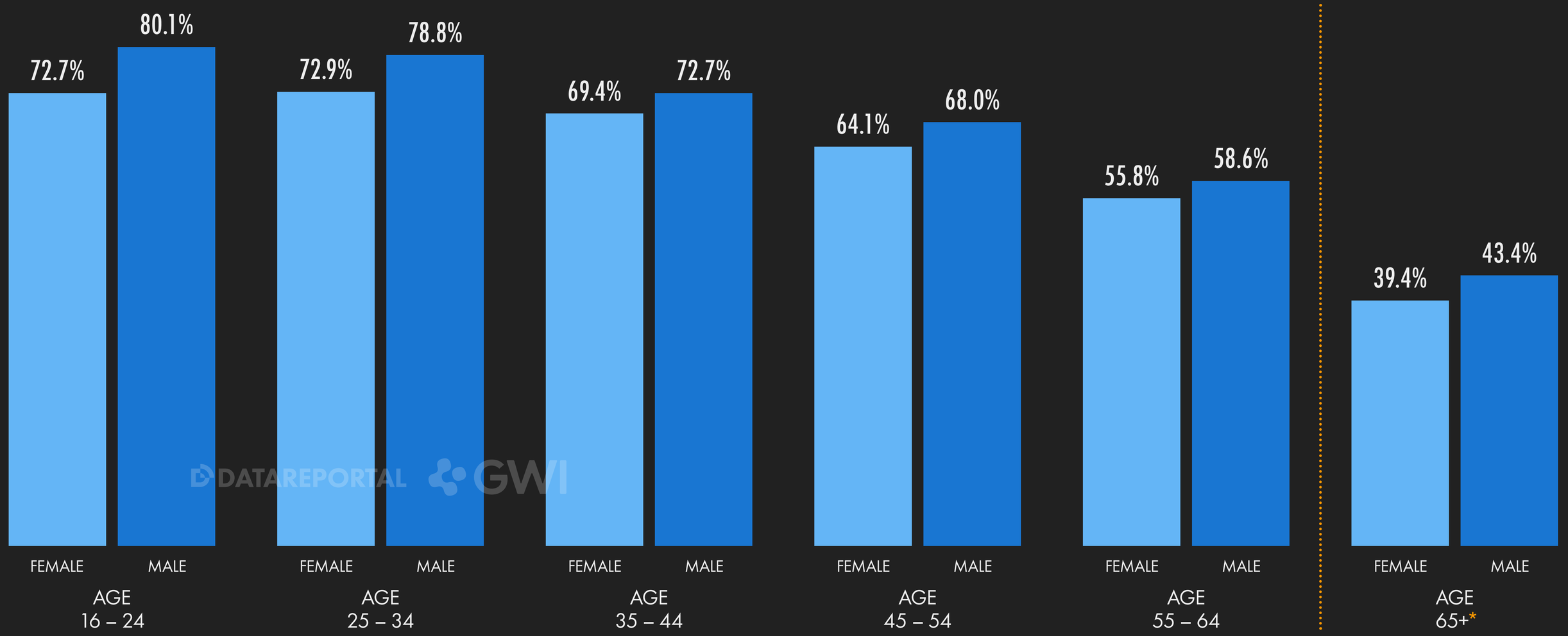
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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS WHO PAY FOR ANY KIND OF DIGITAL CONTENT EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** IN THIS CONTEXT, "DIGITAL CONTENT" INCLUDES ONLINE ACCESS TO, DOWNLOADS OF, AND SUBSCRIPTIONS TO A BROAD RANGE OF DIGITAL CONTENT, INCLUDING MOVIES, MUSIC, TV SHOWS, STREAMING SERVICES, NEWS SERVICES, E-BOOKS AND MAGAZINES, VIDEO GAMES, SOFTWARE, DATING SERVICES, AND DIGITAL GIFTS, AS WELL AS IN-APP PURCHASES. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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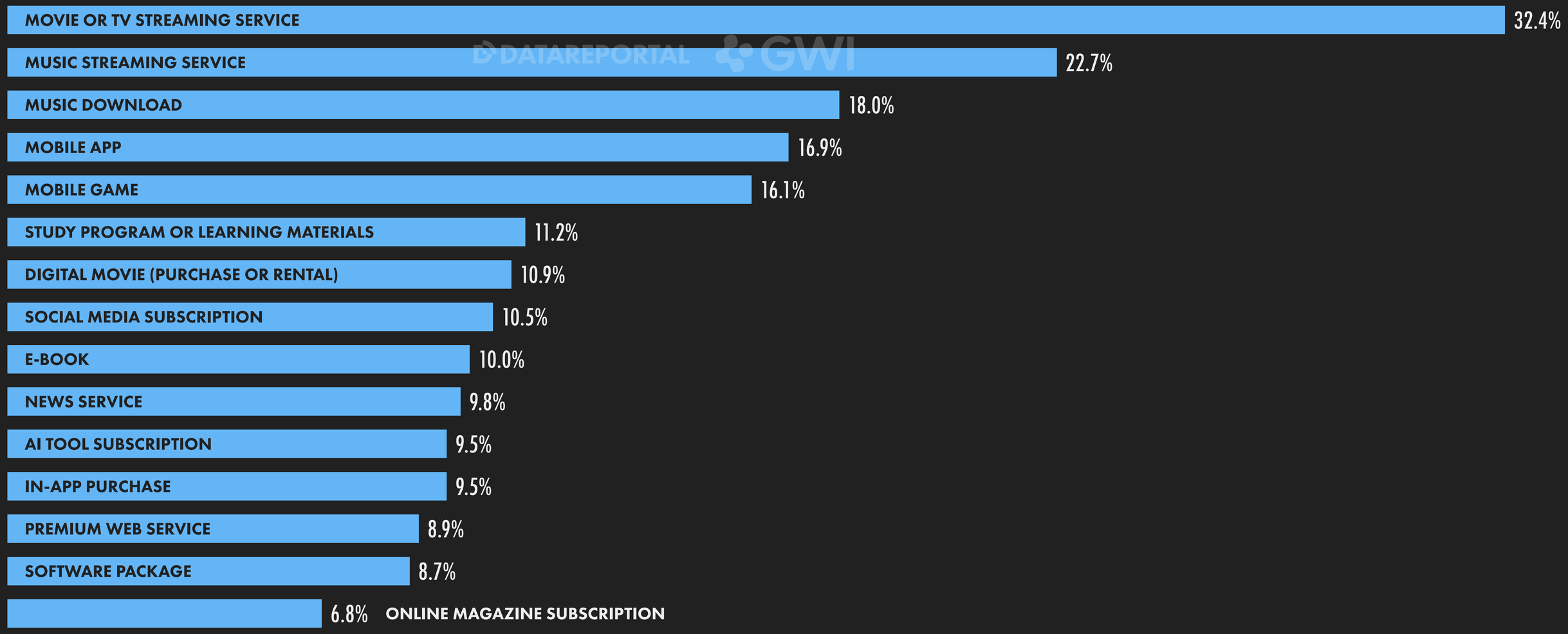
DIGITAL CONTENT PURCHASES

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



GLOBAL OVERVIEW

DATAREPORTAL GWI



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
MOVIE OR TV STREAMING	30.0%	MOVIE OR TV STREAMING	34.7%	MOVIE OR TV STREAMING	34.3%	MOVIE OR TV STREAMING	33.1%	MOVIE OR TV STREAMING	30.8%	MOVIE OR TV STREAMING	27.1%
MUSIC STREAMING	27.0%	MUSIC STREAMING	27.6%	MUSIC STREAMING	22.9%	MUSIC STREAMING	19.2%	MUSIC STREAMING	15.4%	MUSIC STREAMING	10.4%
MUSIC DOWNLOAD	21.8%	MUSIC DOWNLOAD	21.6%	MUSIC DOWNLOAD	18.9%	MUSIC DOWNLOAD	16.3%	MOBILE APP	12.1%	E-BOOK	5.2%
MOBILE GAME	21.6%	MOBILE GAME	20.4%	MOBILE APP	18.0%	MOBILE APP	15.9%	MUSIC DOWNLOAD	11.9%	MOBILE APP	3.9%
MOBILE APP	19.1%	MOBILE APP	20.2%	MOBILE GAME	16.1%	MOBILE GAME	12.6%	NEWS SERVICE	9.1%	NEWS SERVICE	3.7%
EDUCATIONAL CONTENT	16.4%	SOCIAL MEDIA SUBSCRIPTION	13.0%	DIGITAL MOVIE (BUY OR RENT)	11.8%	DIGITAL MOVIE (BUY OR RENT)	11.0%	DIGITAL MOVIE (BUY OR RENT)	8.9%	SOFTWARE PACKAGE	3.1%
SOCIAL MEDIA SUBSCRIPTION	11.9%	DIGITAL MOVIE (BUY OR RENT)	12.3%	EDUCATIONAL CONTENT	11.5%	NEWS SERVICE	10.4%	MOBILE GAME	8.6%	DIGITAL MOVIE (BUY OR RENT)	3.0%
IN-APP PURCHASES	11.5%	EDUCATIONAL CONTENT	12.3%	SOCIAL MEDIA SUBSCRIPTION	11.0%	SOCIAL MEDIA SUBSCRIPTION	9.4%	SOCIAL MEDIA SUBSCRIPTION	7.6%	PREMIUM WEB SERVICE	3.0%
E-BOOK	11.4%	AI TOOL SUBSCRIPTION	11.8%	NEWS SERVICE	10.6%	EDUCATIONAL CONTENT	9.2%	E-BOOK	7.4%	MOBILE GAME	2.6%
DIGITAL MOVIE (BUY OR RENT)	11.3%	E-BOOK	11.6%	E-BOOK	10.5%	E-BOOK	9.0%	PREMIUM WEB SERVICE	6.9%	MUSIC DOWNLOAD	2.4%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

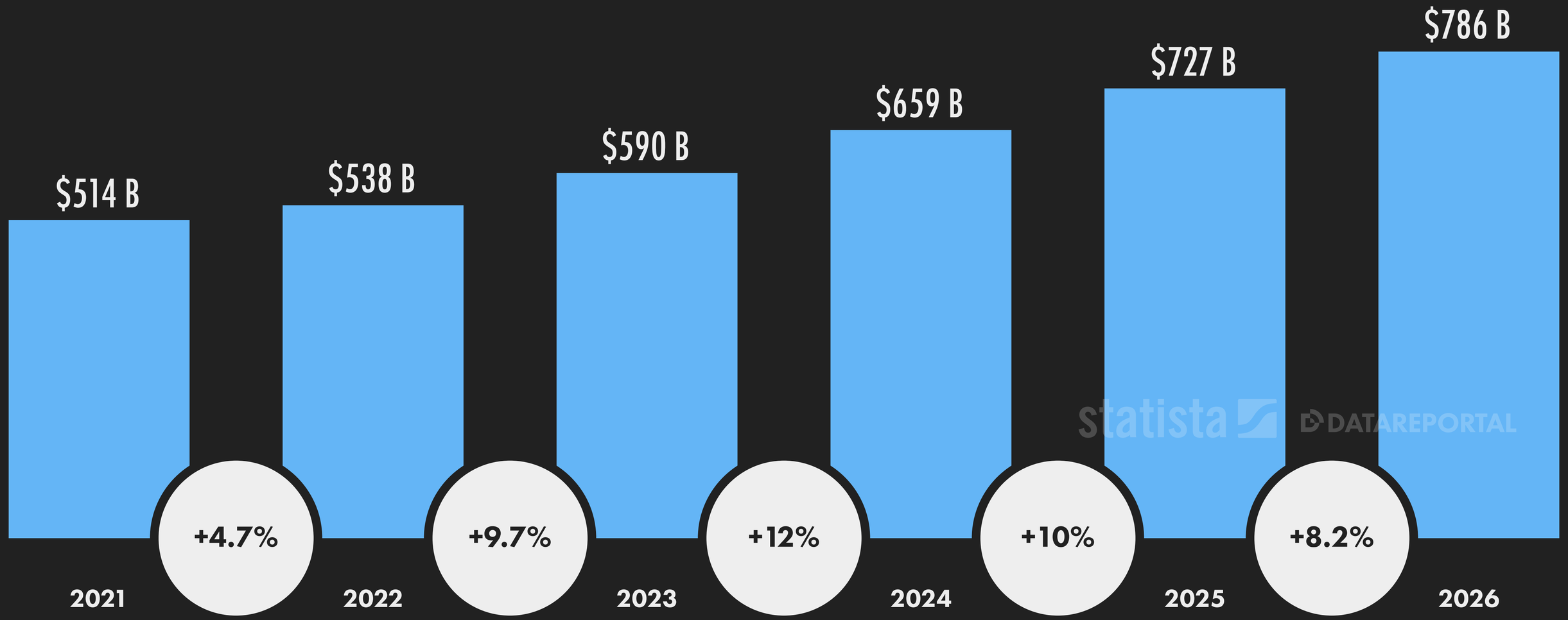
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OCT 2026

DIGITAL MEDIA REVENUE

ESTIMATED ANNUAL REVENUE ASSOCIATED WITH DIGITAL MEDIA (IN U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUE ASSOCIATED WITH CONSUMER DIGITAL MEDIA, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. "DIGITAL MEDIA" INCLUDE: ONLINE GAMES, LIVE-STREAMING GAMES, MOBILE GAMES, GAMING NETWORKS, CLOUD GAMING, GAME DOWNLOADS, IN-GAME ADVERTISING, DIGITAL MUSIC, DIGITAL NEWSPAPERS & MAGAZINES, EBOOKS, AND OTT VIDEO. VALUES INCLUDE CONSUMER PURCHASES, SUBSCRIPTIONS, AND ADVERTISING REVENUE WHERE APPLICABLE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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OCT 2026

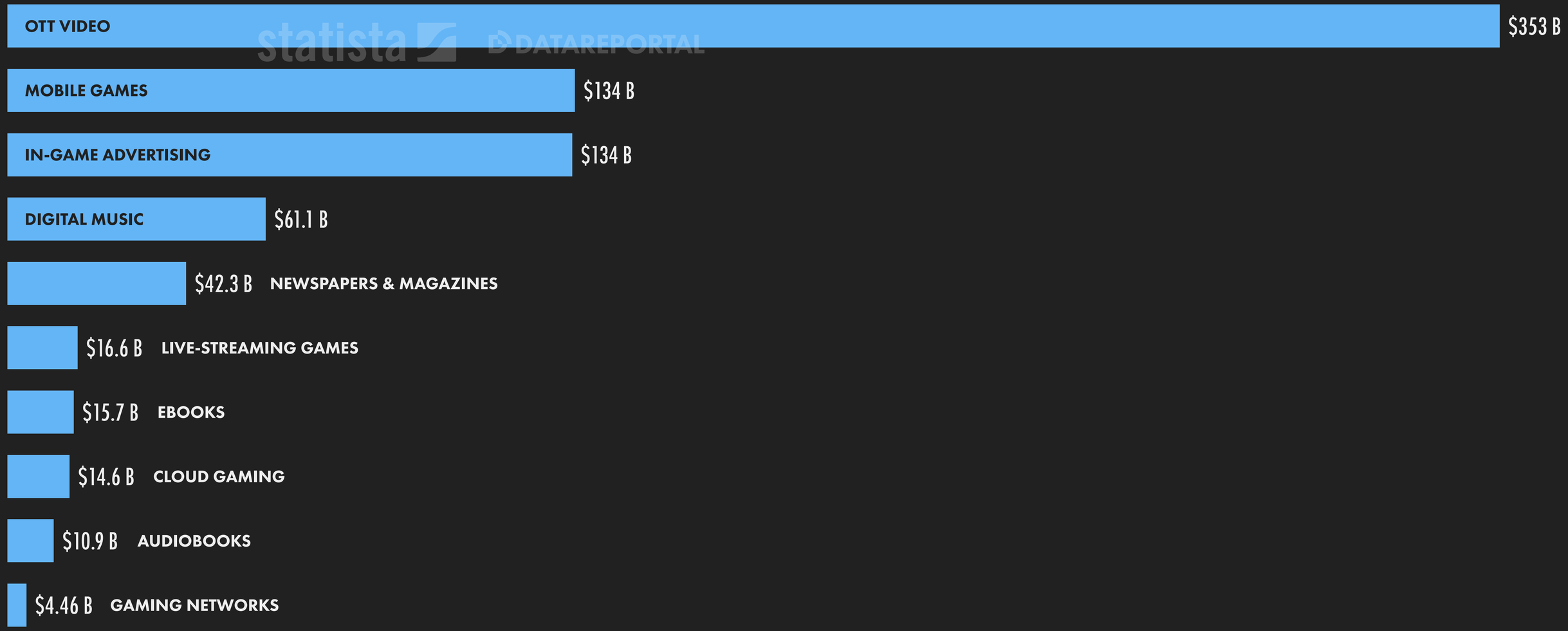
DIGITAL MEDIA CATEGORY REVENUES

ESTIMATED ANNUAL REVENUE ASSOCIATED WITH EACH DIGITAL MEDIA CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2026)



GLOBAL OVERVIEW

statista DATAREPORTAL



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES INCLUDE CONSUMER SPEND (E.G. PURCHASES AND SUBSCRIPTIONS) AND ADVERTISING REVENUES AS APPLICABLE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES U.S. DOLLARS. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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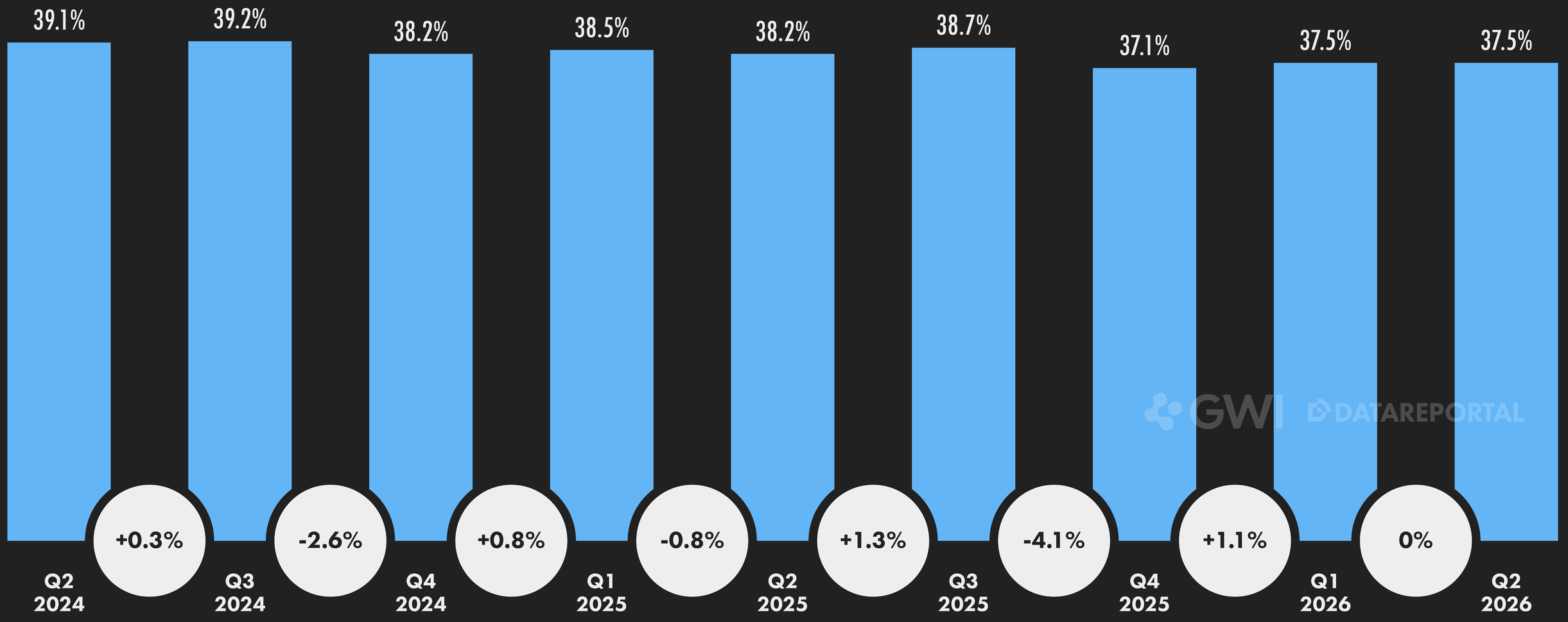
DIGITAL MOBILITY

OCT 2026

ONLINE TRAVEL RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE CHANNELS TO RESEARCH VACATIONS, TRAVEL, AND PLACES

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

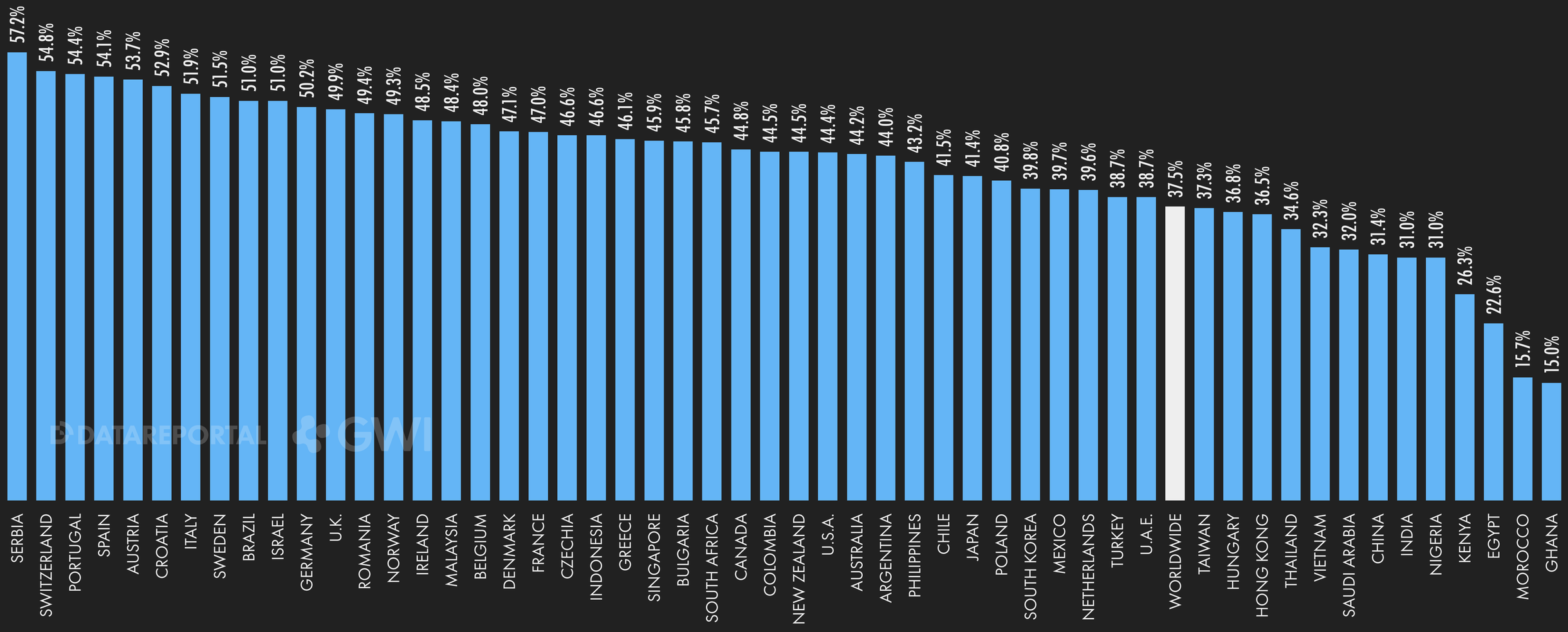
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OCT 2026

ONLINE TRAVEL RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ONLINE CHANNELS TO RESEARCH VACATIONS, TRAVEL, AND PLACES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

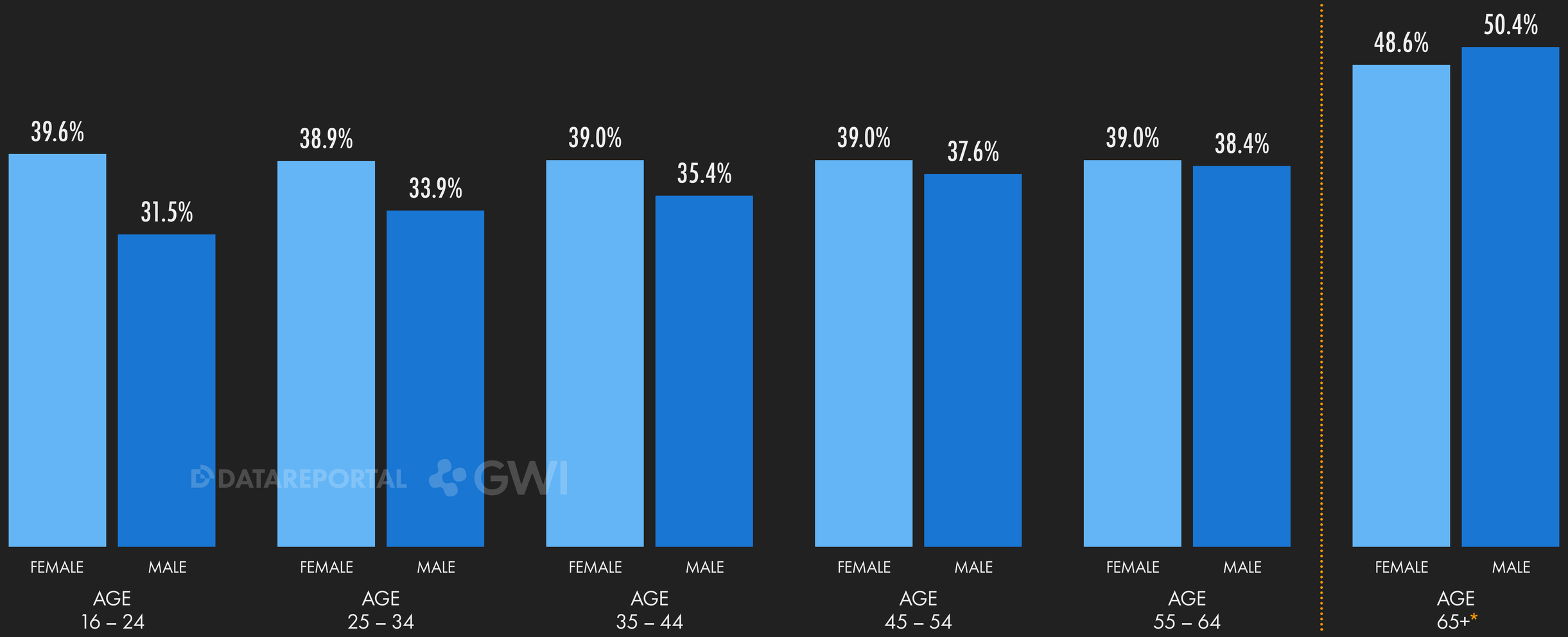
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OCT 2026

ONLINE TRAVEL RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE ONLINE CHANNELS TO RESEARCH VACATIONS, TRAVEL, AND PLACES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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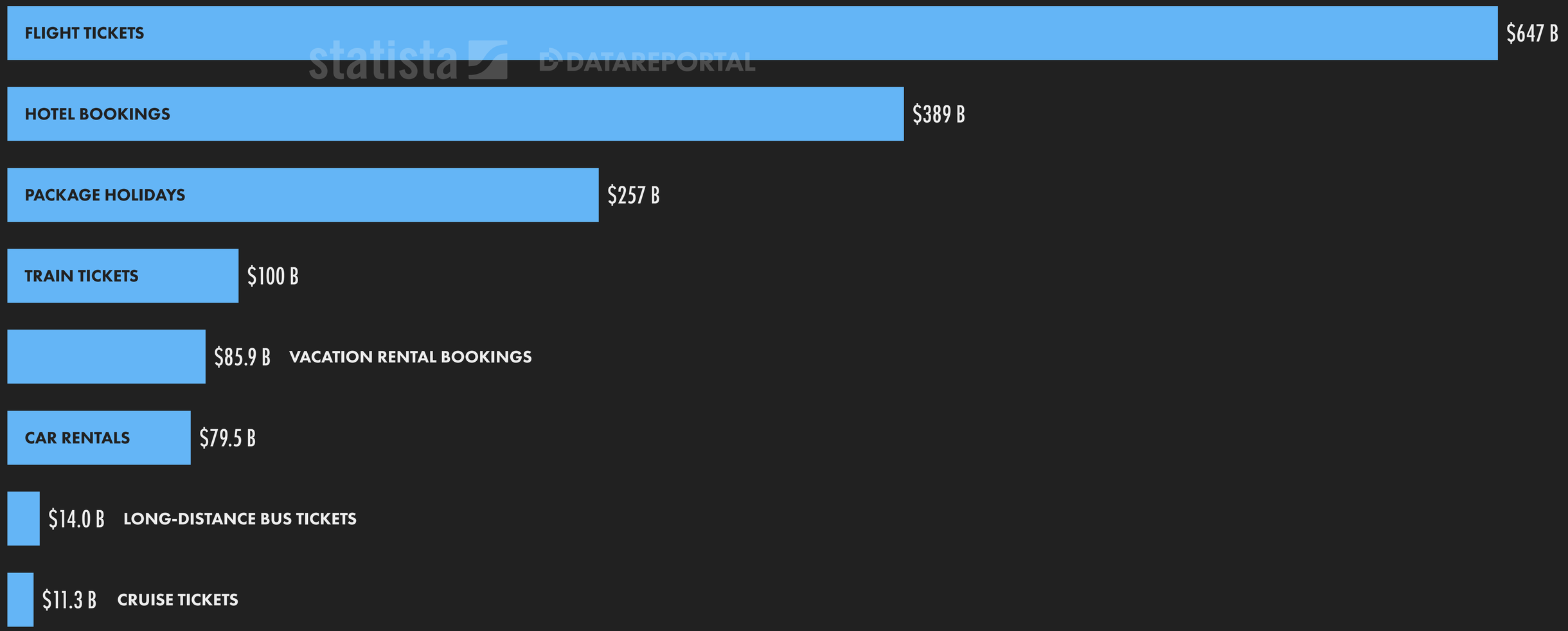
OCT 2026

ONLINE TRAVEL AND TOURISM

ESTIMATED ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2026)



GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** ONLY INCLUDES PURCHASES MADE VIA ONLINE CHANNELS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES FOR 2026 IN U.S. DOLLARS. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

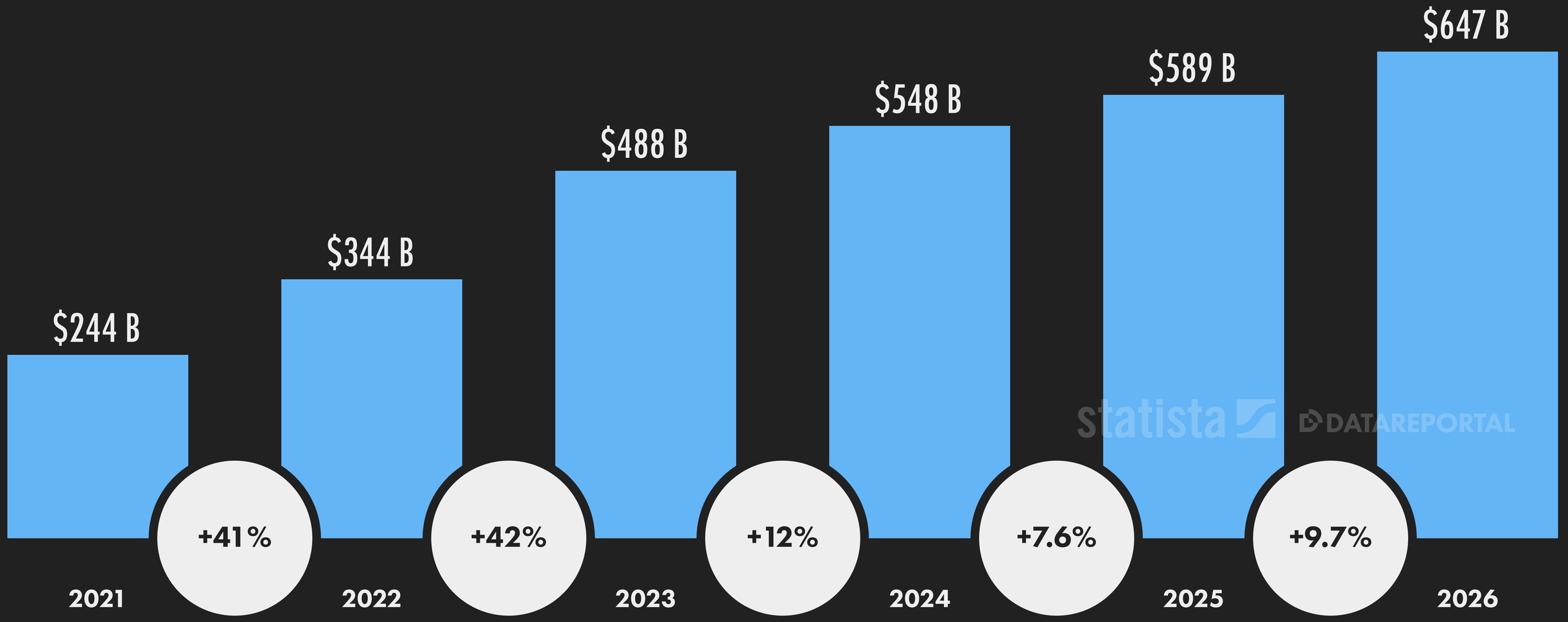
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OCT 2026

ONLINE TRAVEL REVENUES: FLIGHTS

ESTIMATED ANNUAL ONLINE SPEND ON FLIGHT BOOKINGS (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** ONLY INCLUDES PURCHASES MADE VIA ONLINE CHANNELS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES IN U.S. DOLLARS. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH NON-COMMERCIAL FLIGHTS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

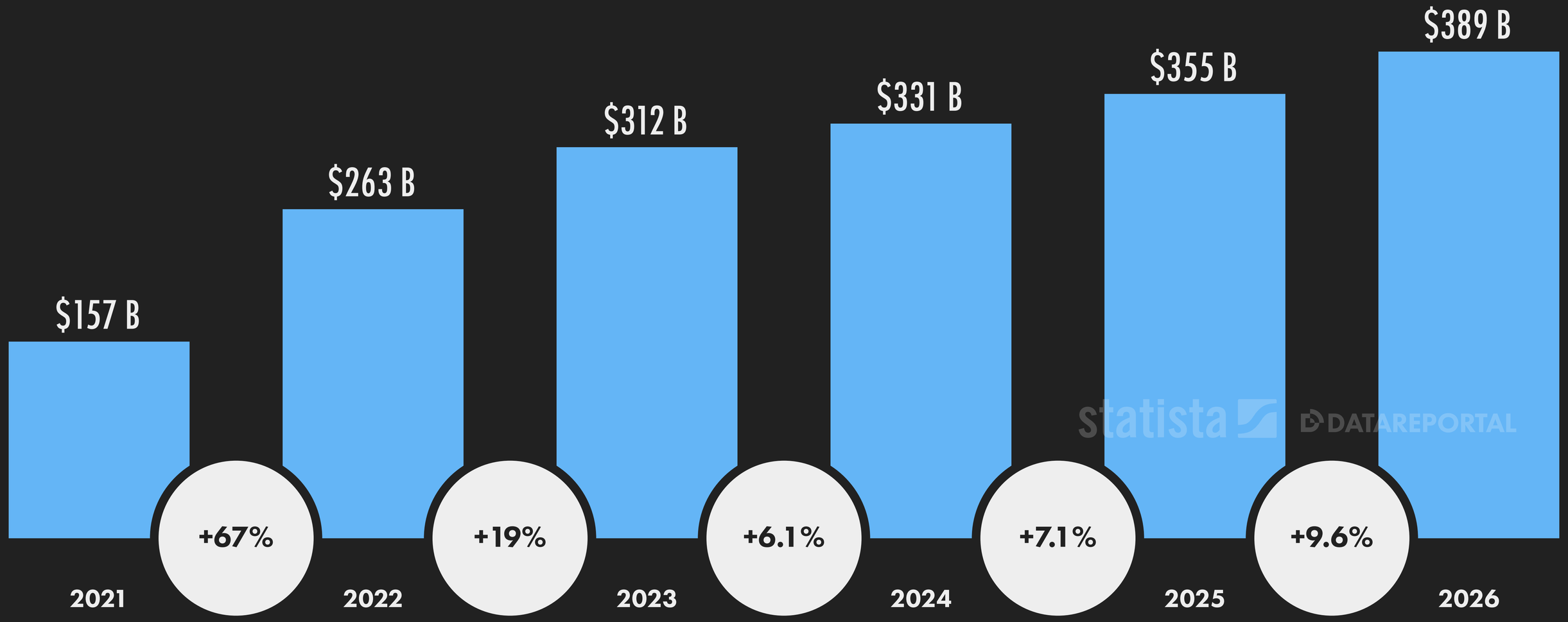
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OCT 2026

ONLINE TRAVEL REVENUES: HOTELS

ESTIMATED ANNUAL ONLINE SPEND ON HOTEL BOOKINGS (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** ONLY INCLUDES PURCHASES MADE VIA ONLINE CHANNELS. FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR REVENUES IN U.S. DOLLARS.
COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

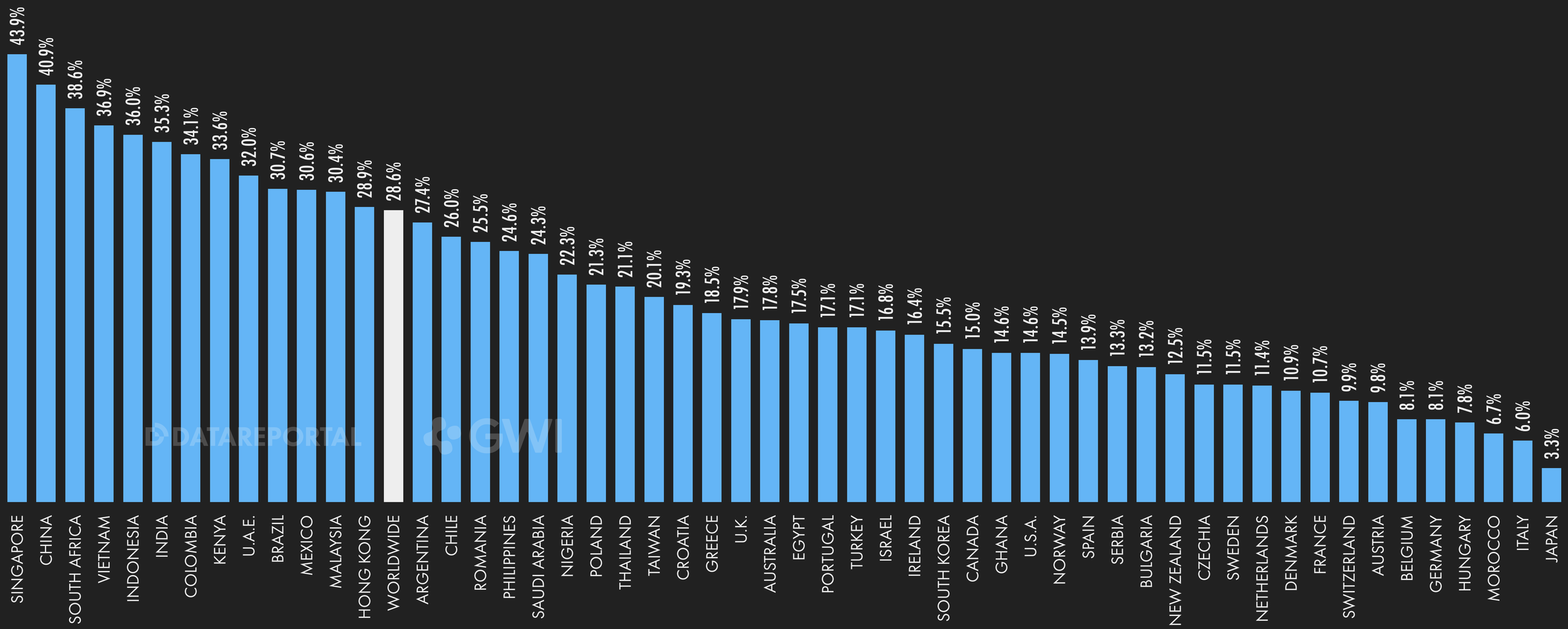
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OCT 2026

USE OF ONLINE RIDE HAILING AND TAXI SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE AN APP TO BOOK PRIVATE OR SHARED CAR RIDES OR TAXI SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q1 2025, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

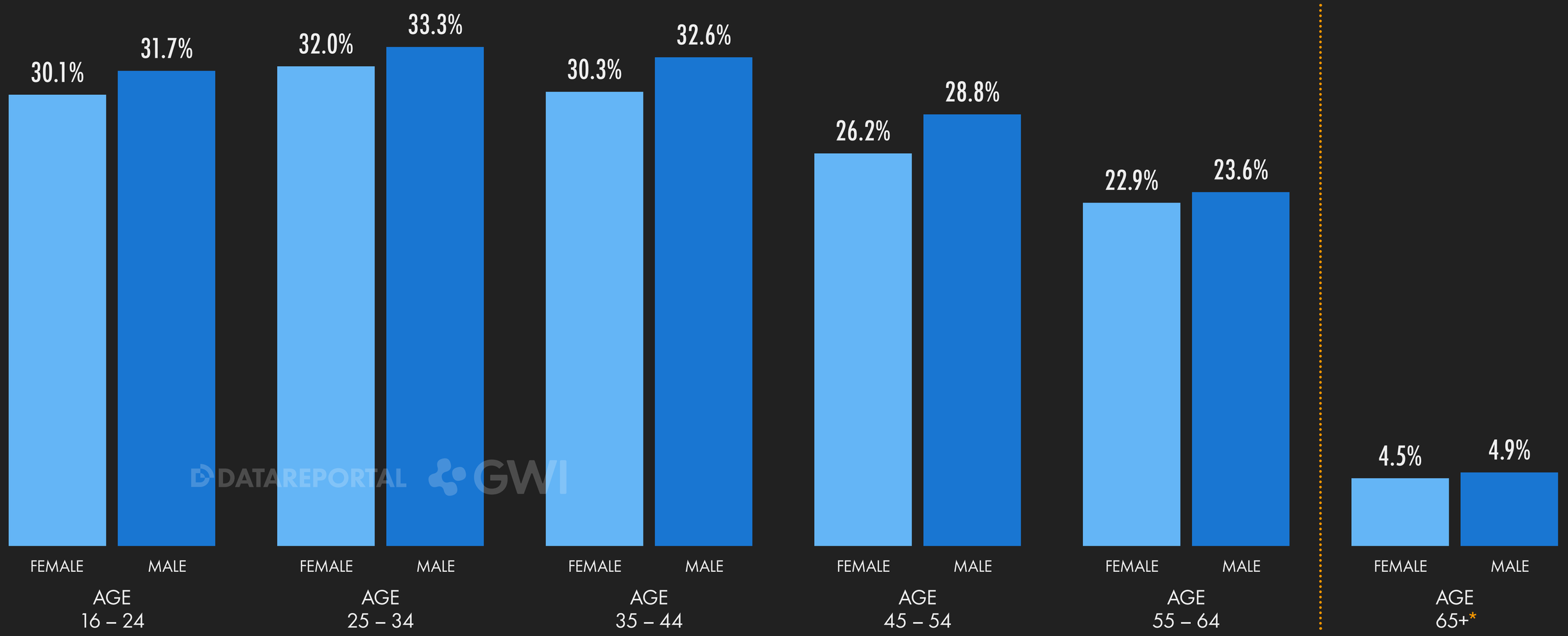
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OCT 2026

USE OF ONLINE RIDE HAILING AND TAXI SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE AN APP TO BOOK PRIVATE OR SHARED CAR RIDES OR TAXI SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** THE SURVEY QUESTION THAT INFORMS THE VALUES ON THIS CHART CHANGED SIGNIFICANTLY IN Q1 2025, SO VALUES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS

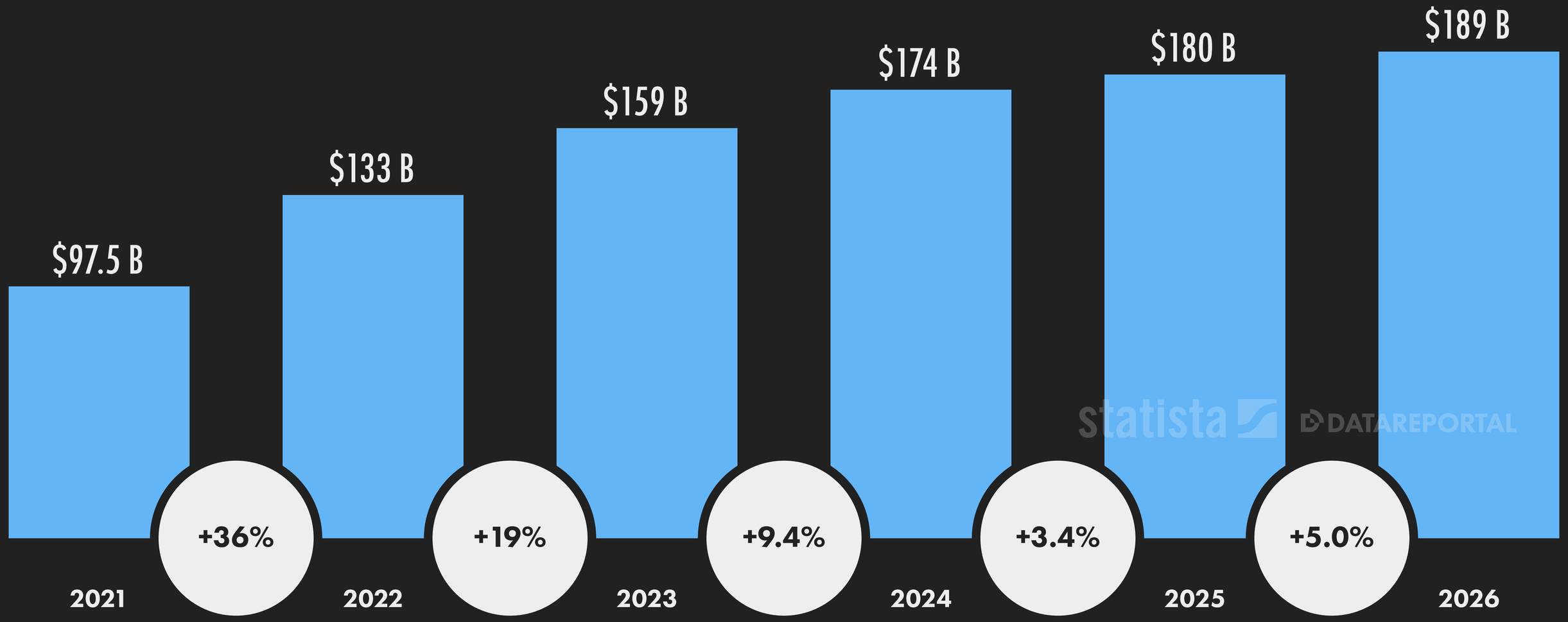
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OCT 2026

ONLINE RIDE-HAILING MARKET VALUE

ESTIMATED FULL-YEAR REVENUES FOR ONLINE RIDE-HAILING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

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 AND PROJECTIONS OF TOTAL FULL-YEAR SPEND ON ONLINE RIDE-HAILING SERVICES. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

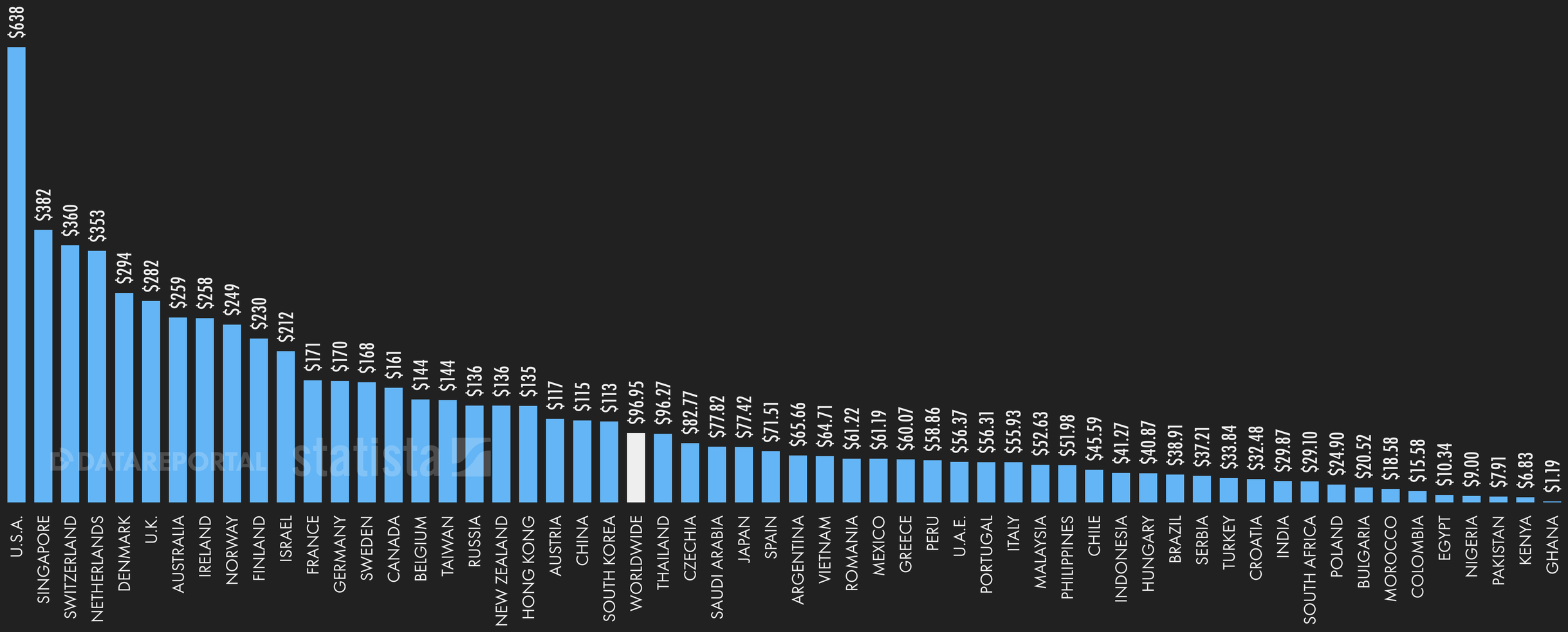
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OCT 2026

ONLINE RIDE-HAILING ARPU

ESTIMATED AVERAGE FULL-YEAR 2026 REVENUE PER USER OF ONLINE RIDE-HAILING SERVICES (U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

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 AND PROJECTIONS OF THE AVERAGE ANNUAL SPEND FOR USERS OF ONLINE RIDE-HAILING SERVICES FOR FULL-YEAR 2026. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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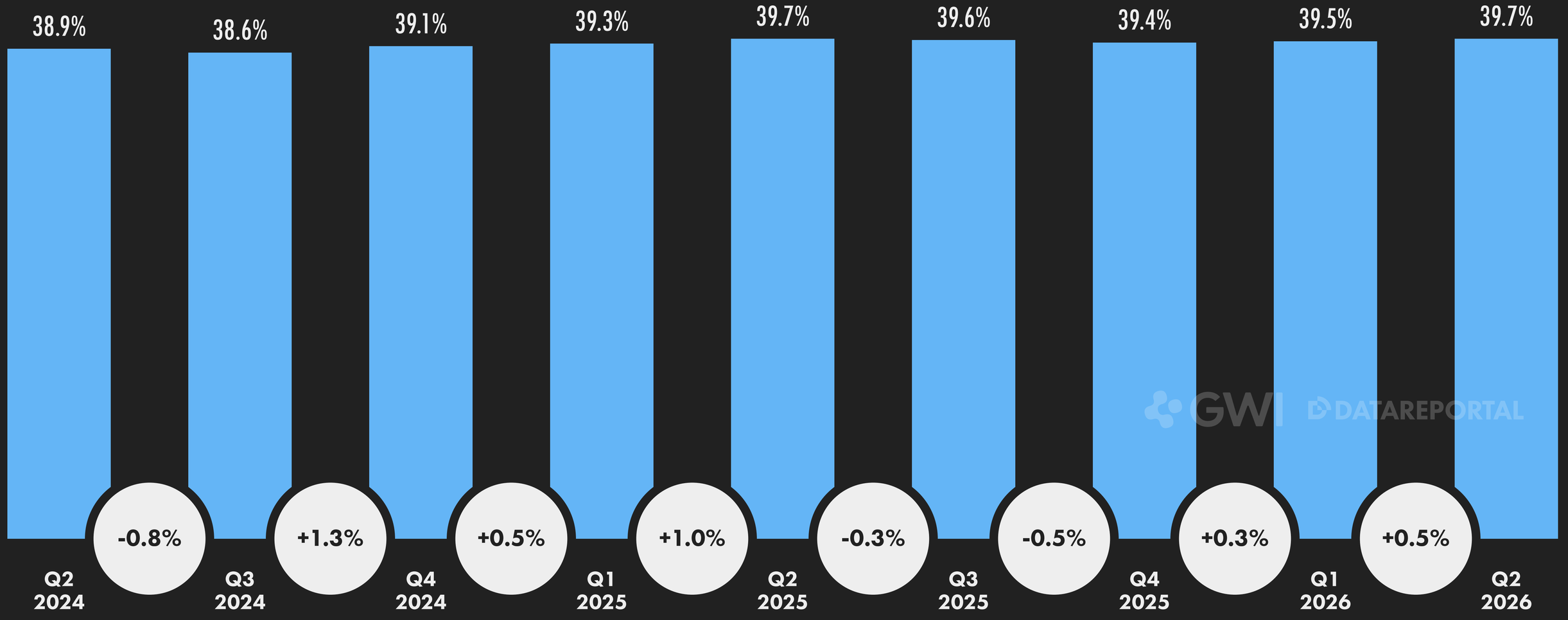
DIGITAL FINANCE

OCT 2026

REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

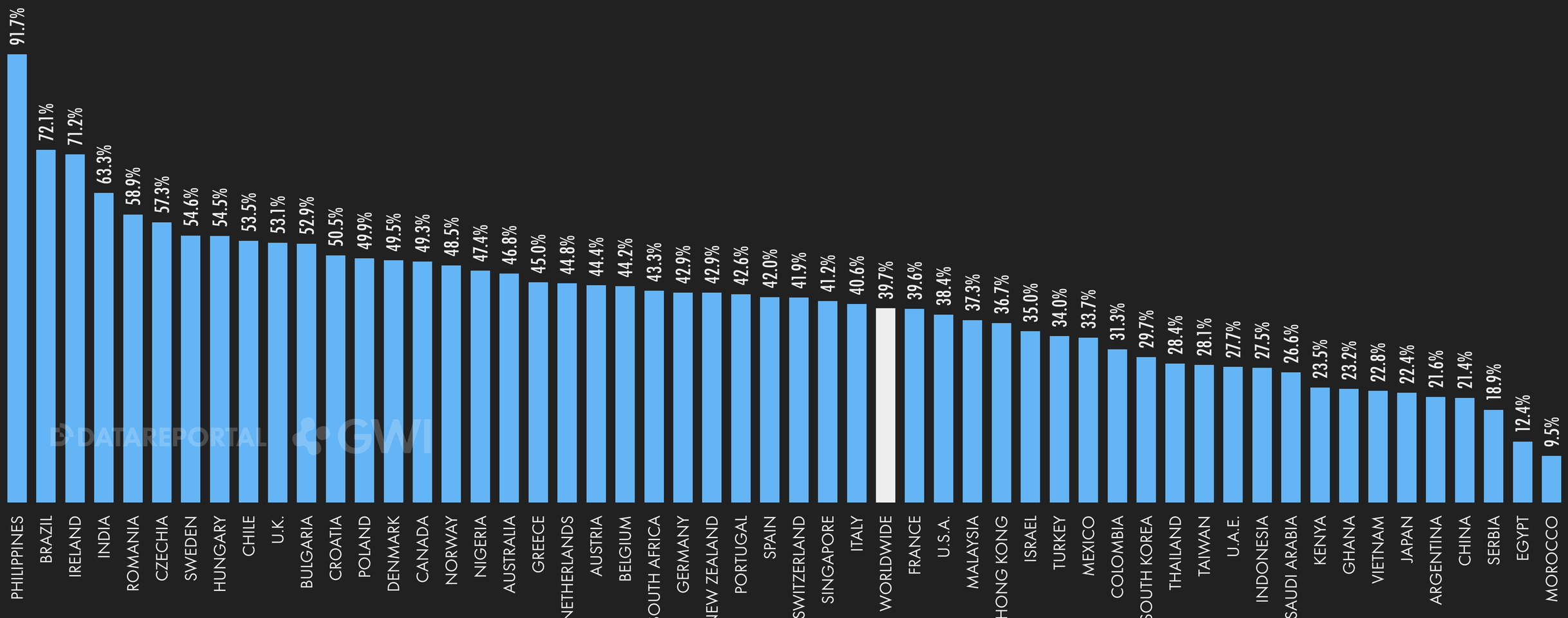
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OCT 2026

REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

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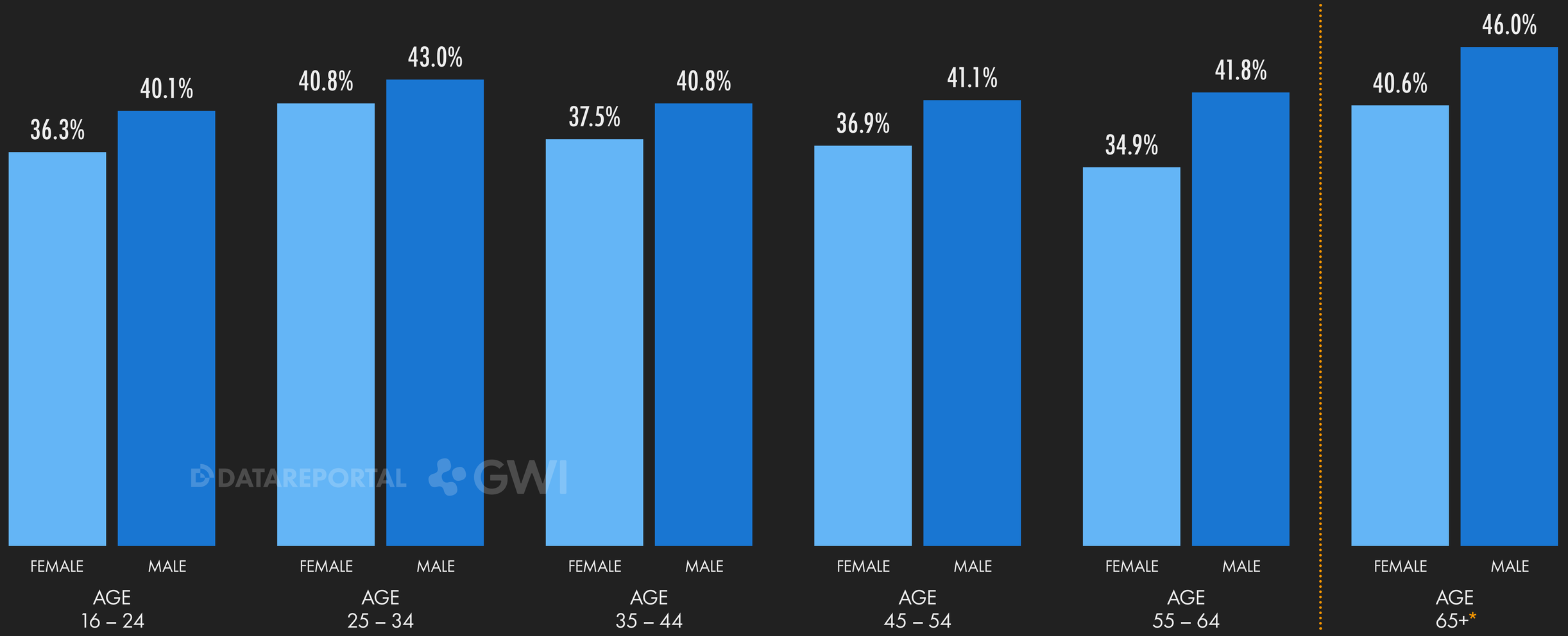
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OCT 2026

REGULAR USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP EACH MONTH

GLOBAL OVERVIEW



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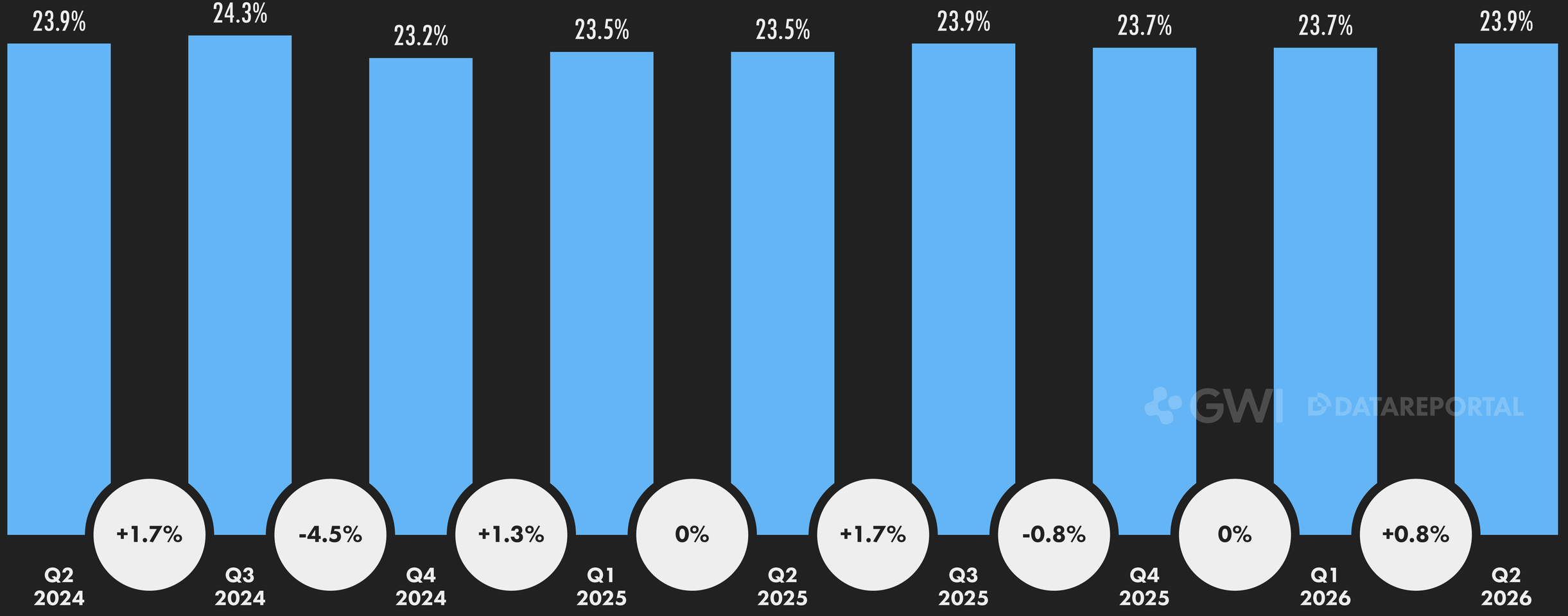
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OCT 2026

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

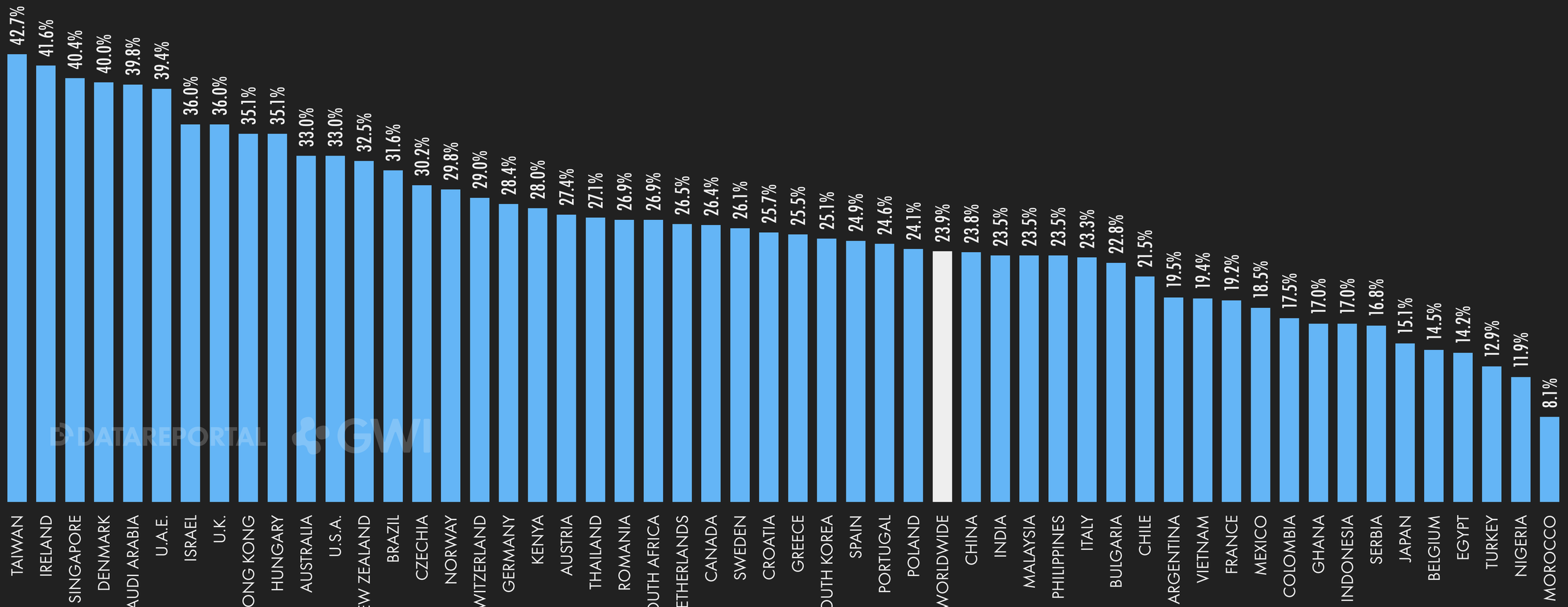
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OCT 2026

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

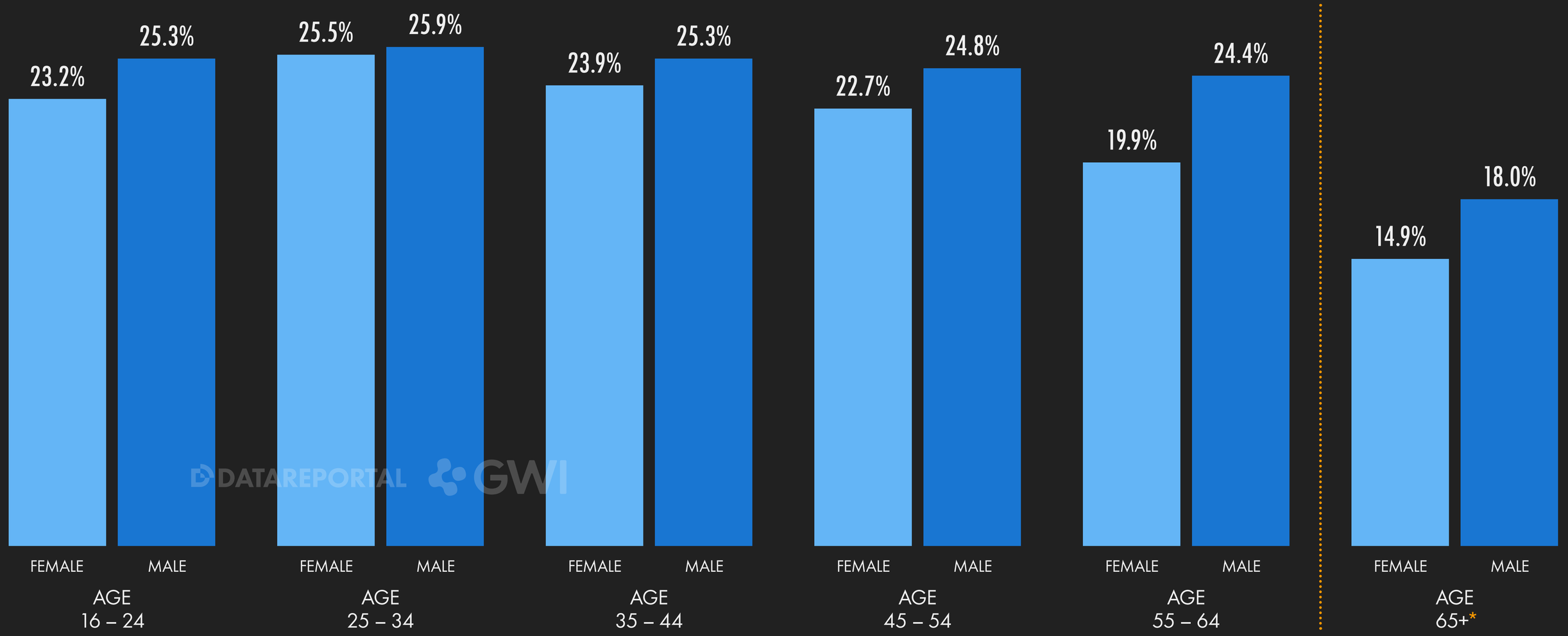
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OCT 2026

USE OF MOBILE PAYMENT SERVICES

PERCENTAGE OF INTERNET USERS WHO USE MOBILE PAYMENT SERVICES (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

GLOBAL OVERVIEW



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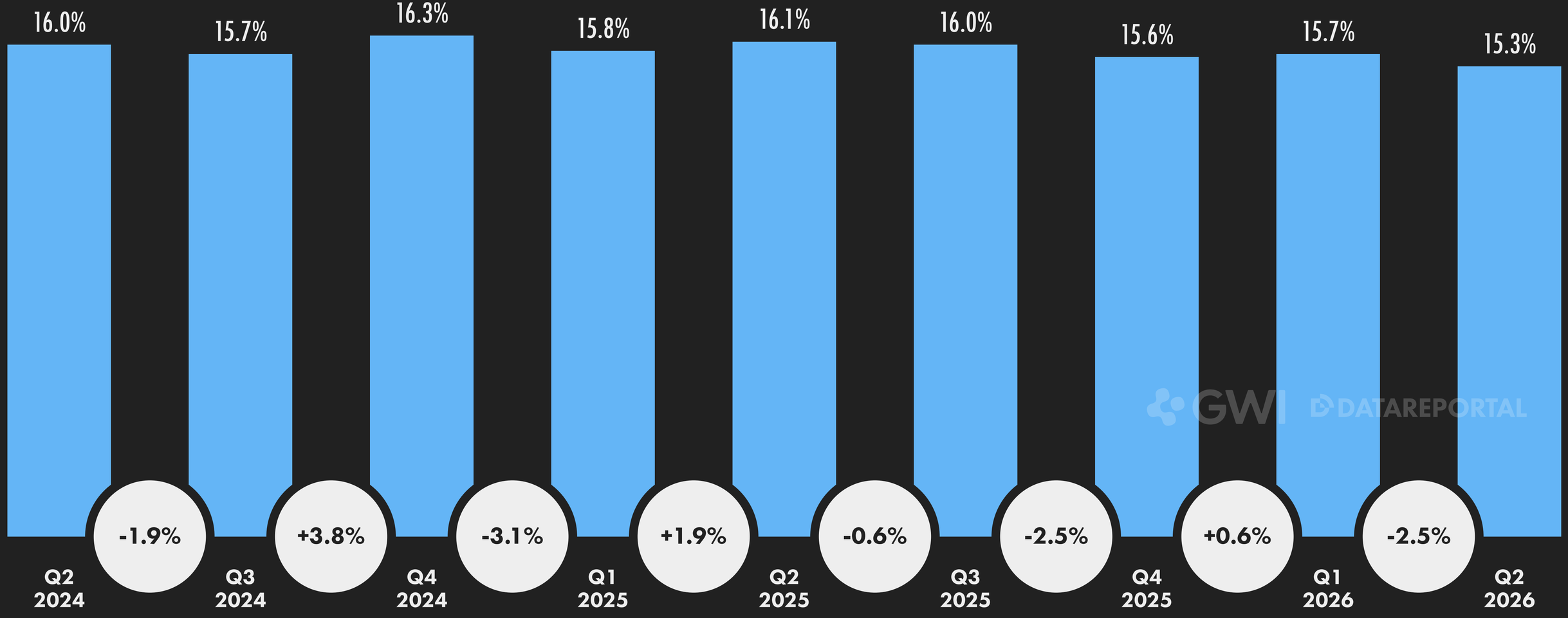
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OCT 2026

USE OF BUY NOW, PAY LATER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE BUY NOW, PAY LATER PLATFORMS AND SERVICES EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

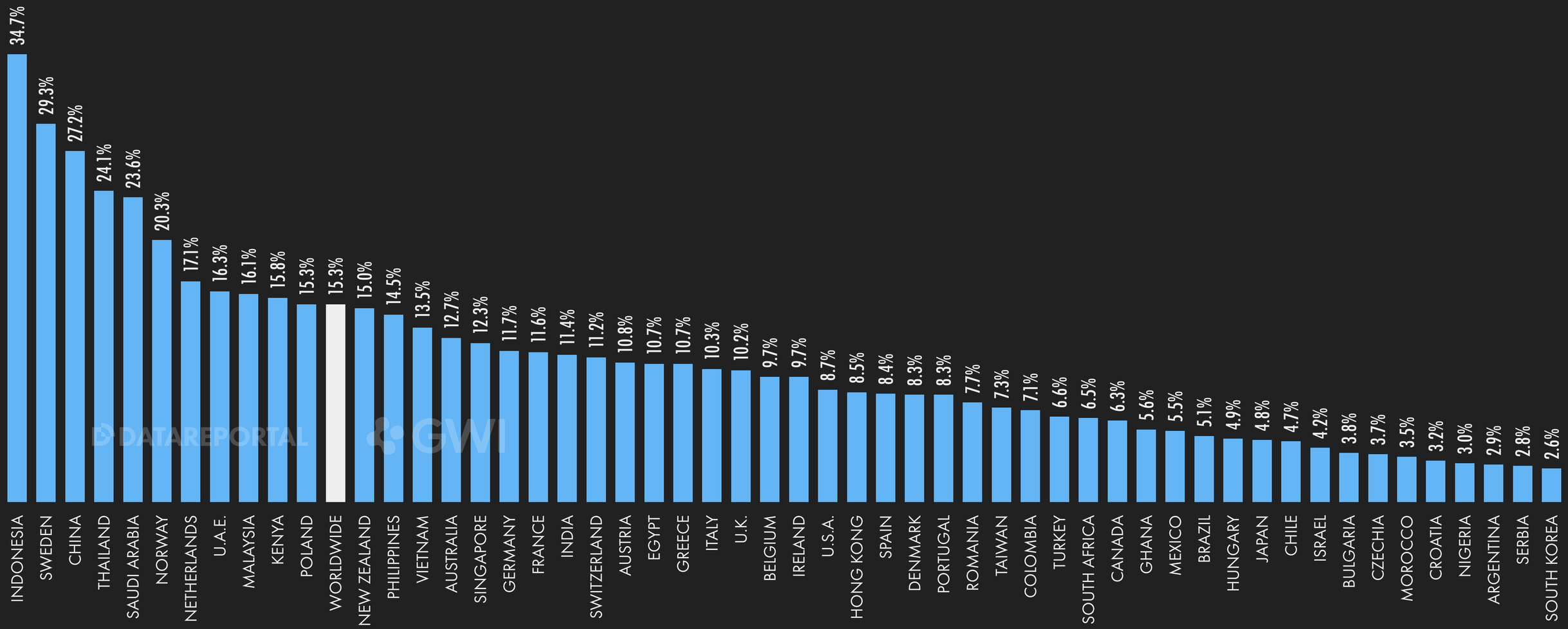
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OCT 2026

USE OF BUY NOW, PAY LATER SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE BUY NOW, PAY LATER PLATFORMS AND SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

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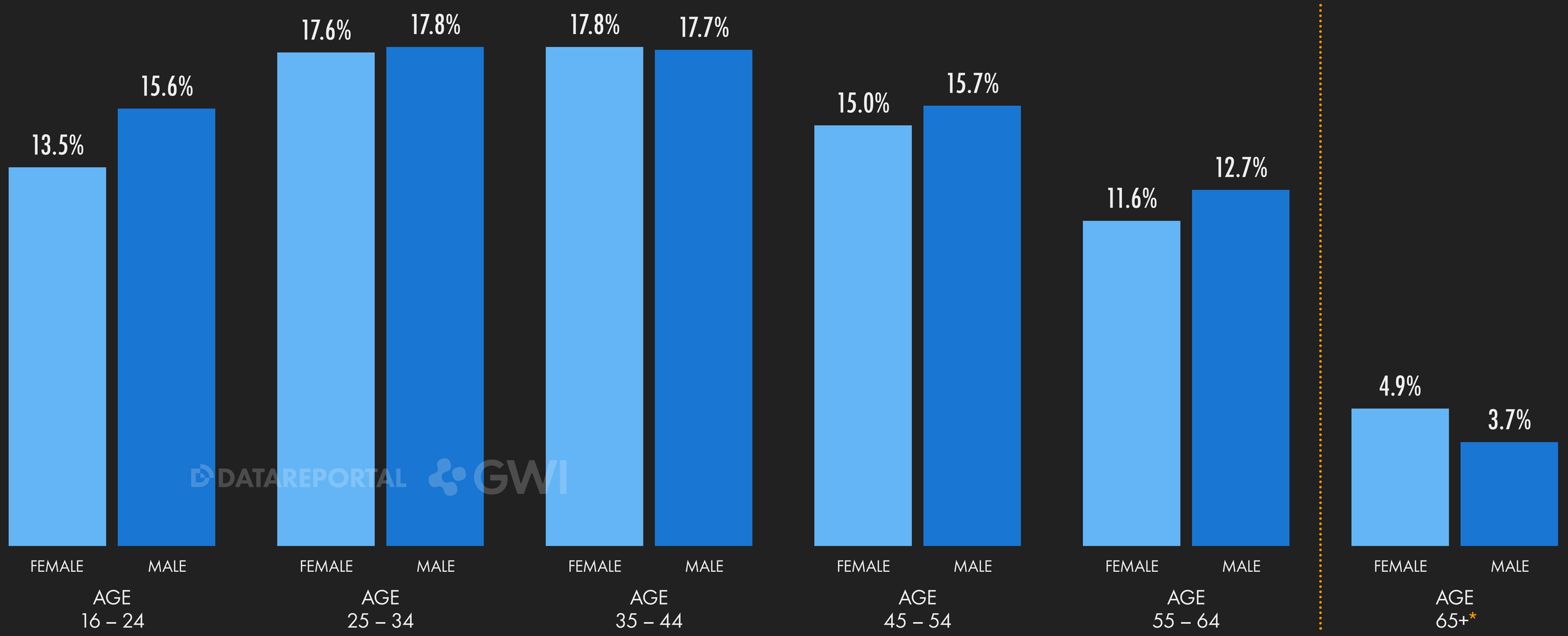
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OCT 2026

USE OF BUY NOW, PAY LATER SERVICES

PERCENTAGE OF INTERNET USERS WHO USE BUY NOW, PAY LATER PLATFORMS AND SERVICES EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

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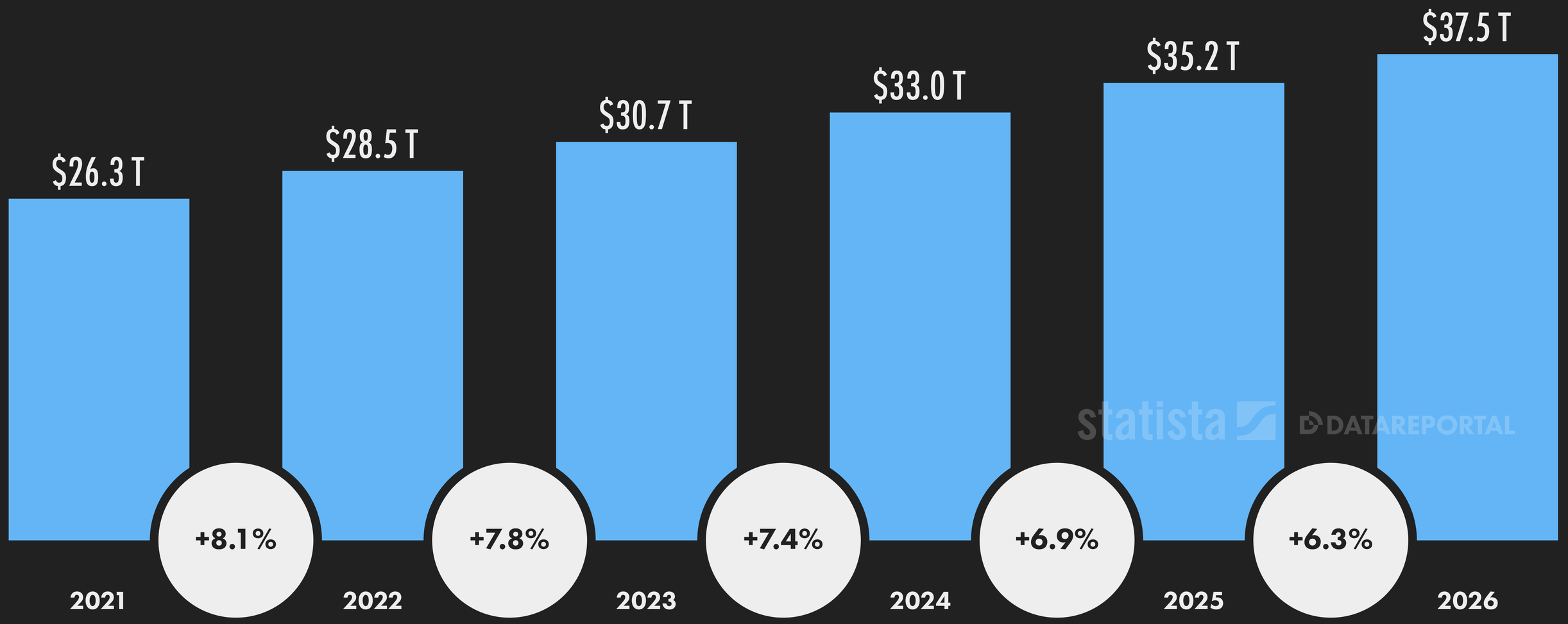
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OCT 2026

DIGITAL PAYMENTS TRANSACTION VALUE

TOTAL CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE BY YEAR

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN U.S. DOLLARS. "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. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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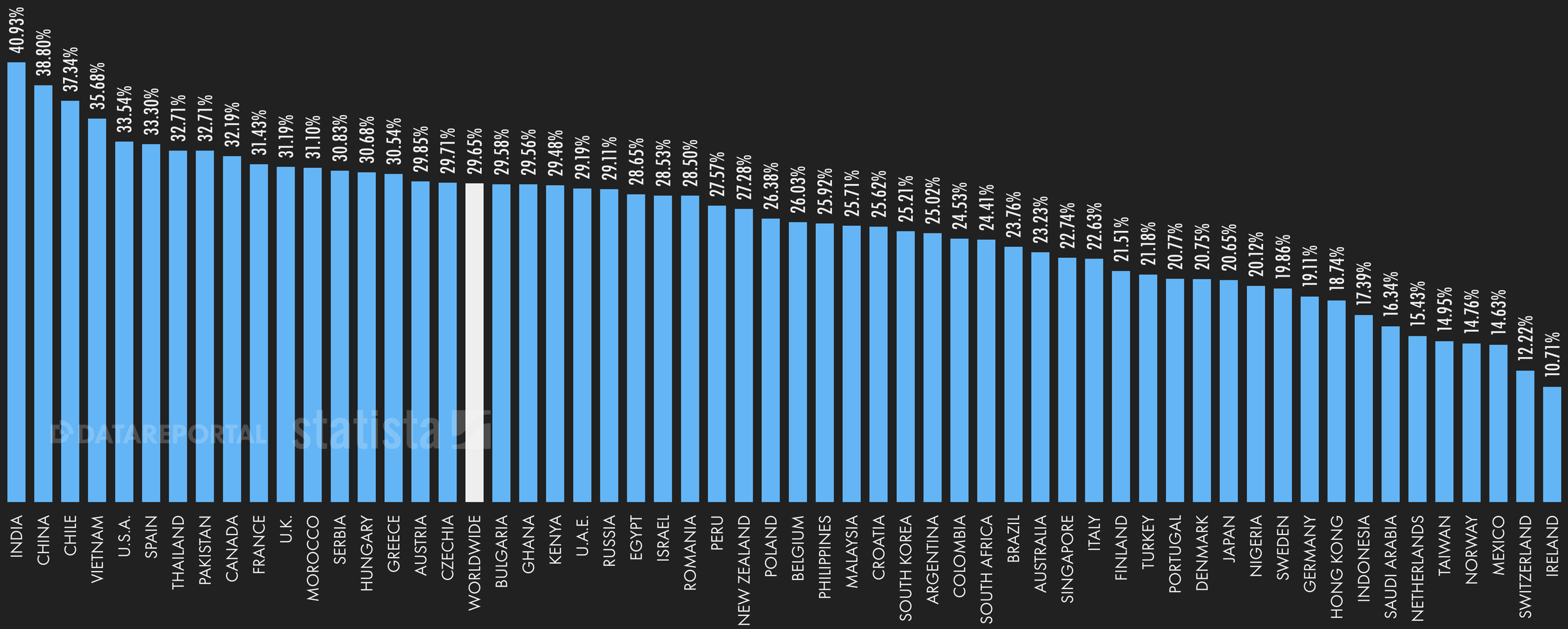
OCT 2026

DIGITAL PAYMENTS TRANSACTION VALUE vs. GDP

ESTIMATED TOTAL FULL-YEAR 2026 CONSUMER DIGITAL PAYMENTS TRANSACTION VALUE AS A PERCENTAGE OF GDP (CURRENT USD)



GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL VALUE OF B2C DIGITAL PAYMENTS TRANSACTIONS IN 2026 IN U.S. DOLLARS, COMPARED WITH THE LATEST VALUES FOR GDP IN CURRENT U.S. DOLLARS. "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY) AND B2C DIGITAL COMMERCE. VALUES DO NOT INCLUDE B2B TRANSACTIONS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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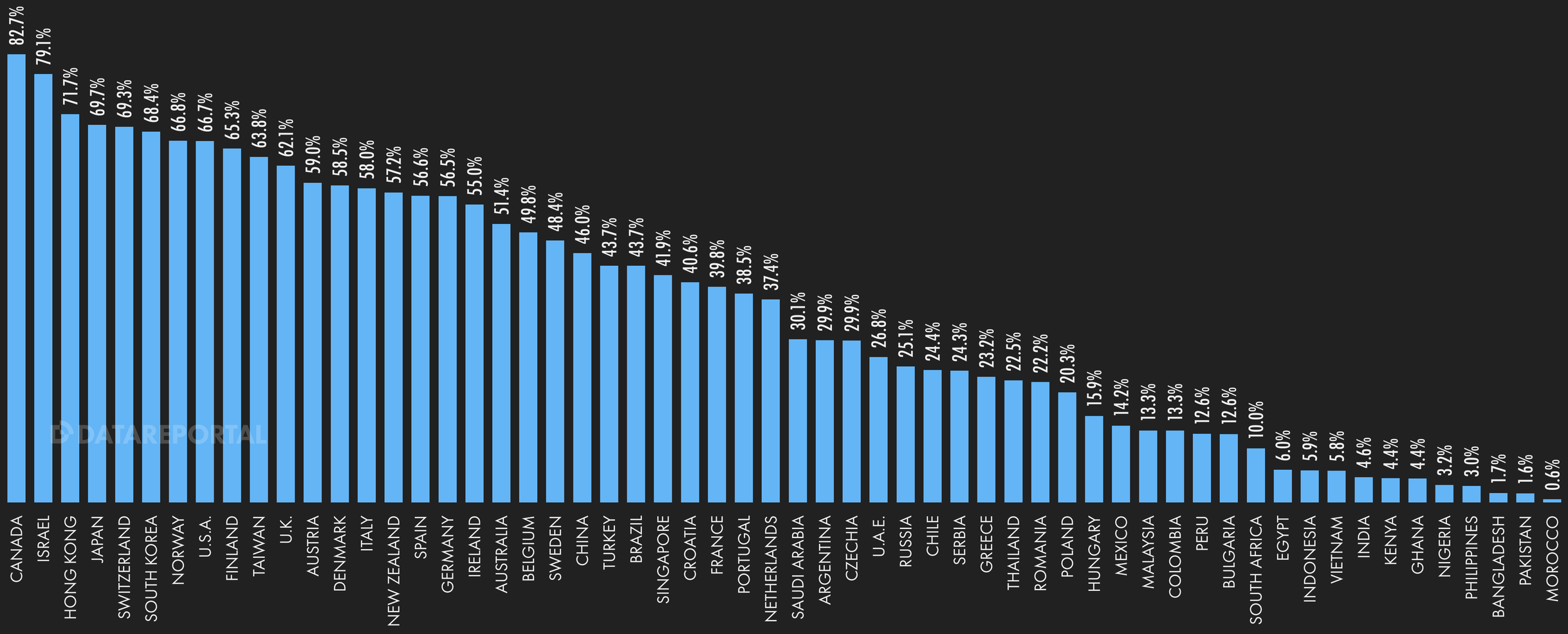
OCT 2026

CREDIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN OR USE A CREDIT CARD



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA. **NOTE:** DUE TO ANOMALIES IN SOURCE DATA, SOME VALUES MAY INVOLVE ELABORATIONS.

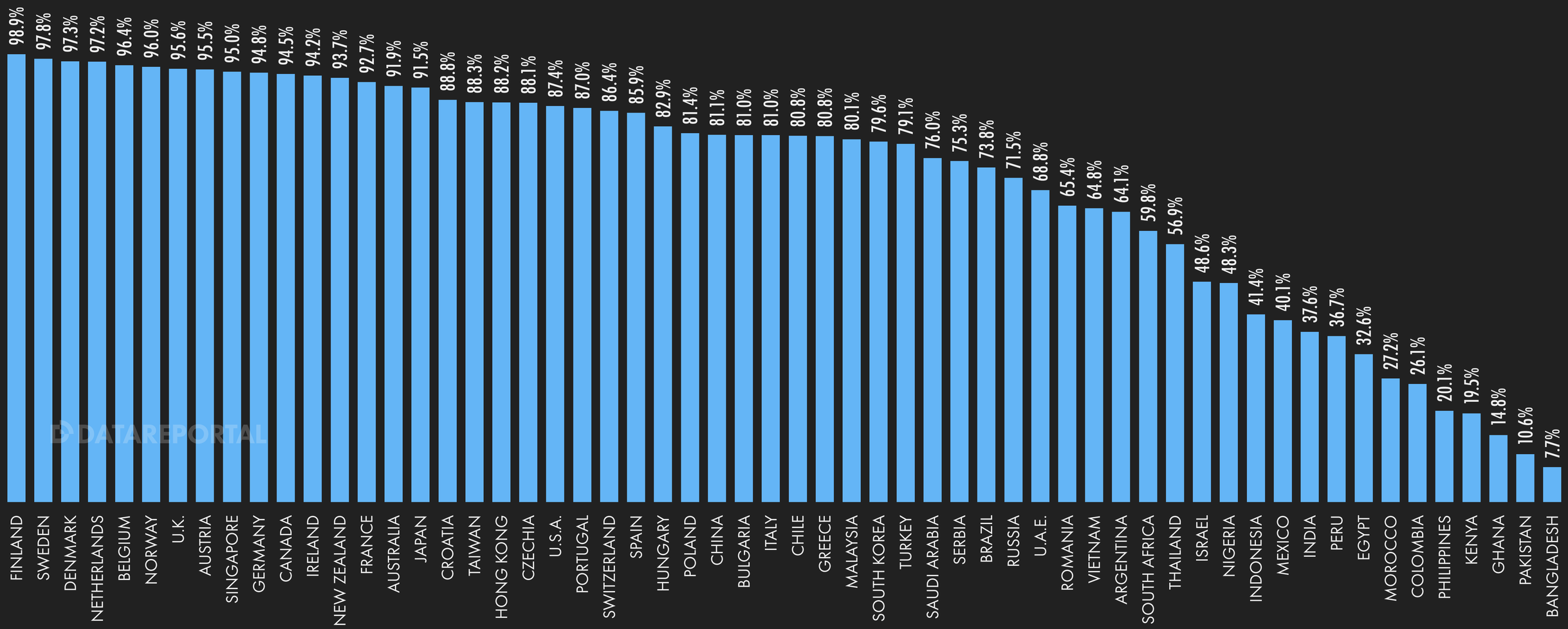
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OCT 2026

DEBIT CARD ADOPTION

PERCENTAGE OF ADULTS AGED 15+ WHO OWN OR USE A DEBIT CARD

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: WORLD BANK, USING LATEST AVAILABLE DATA.

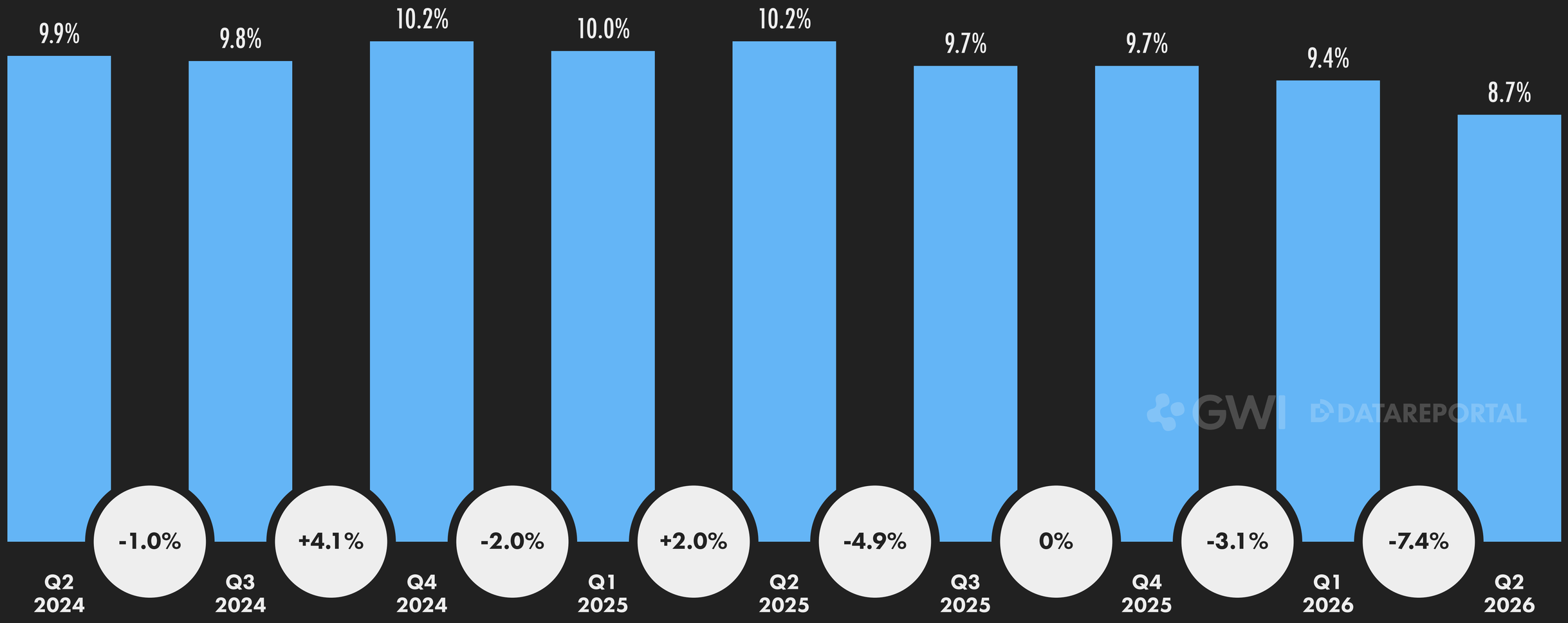
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OCT 2026

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

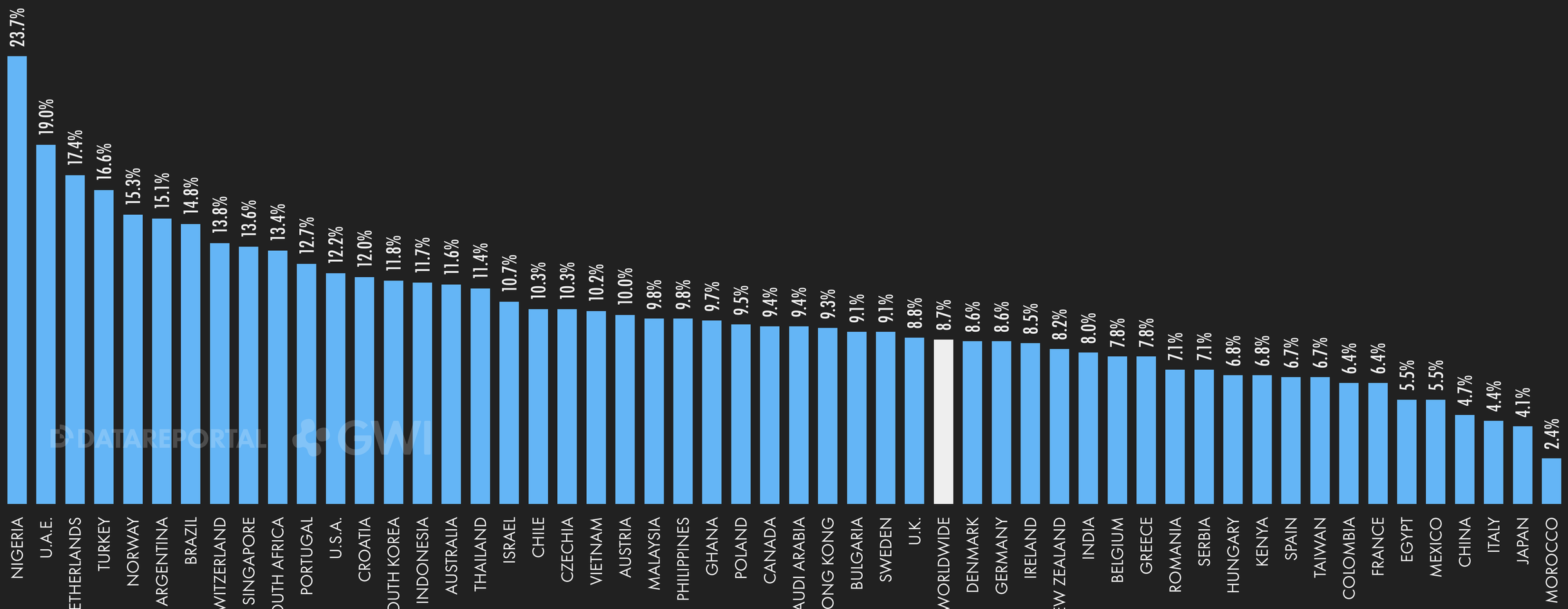
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OCT 2026

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



DATAREPORTAL GWI

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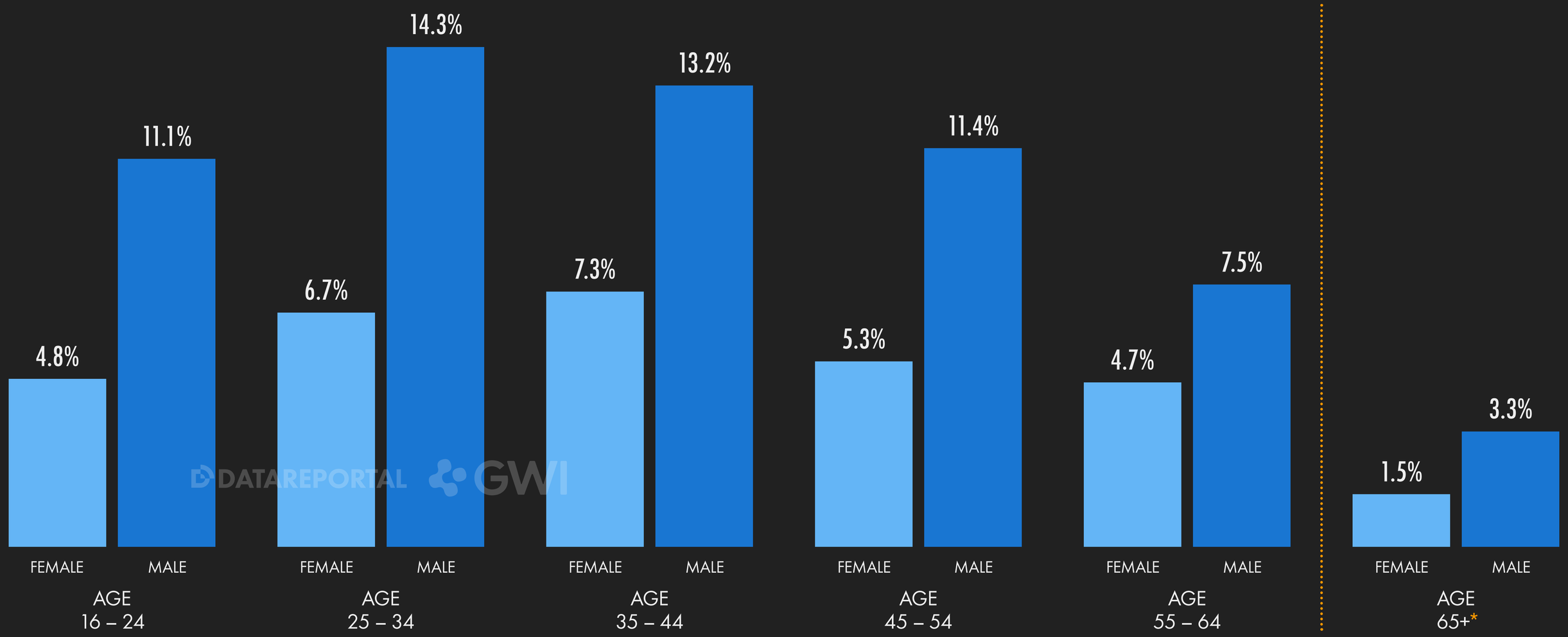
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OCT 2026

OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF CRYPTOCURRENCY

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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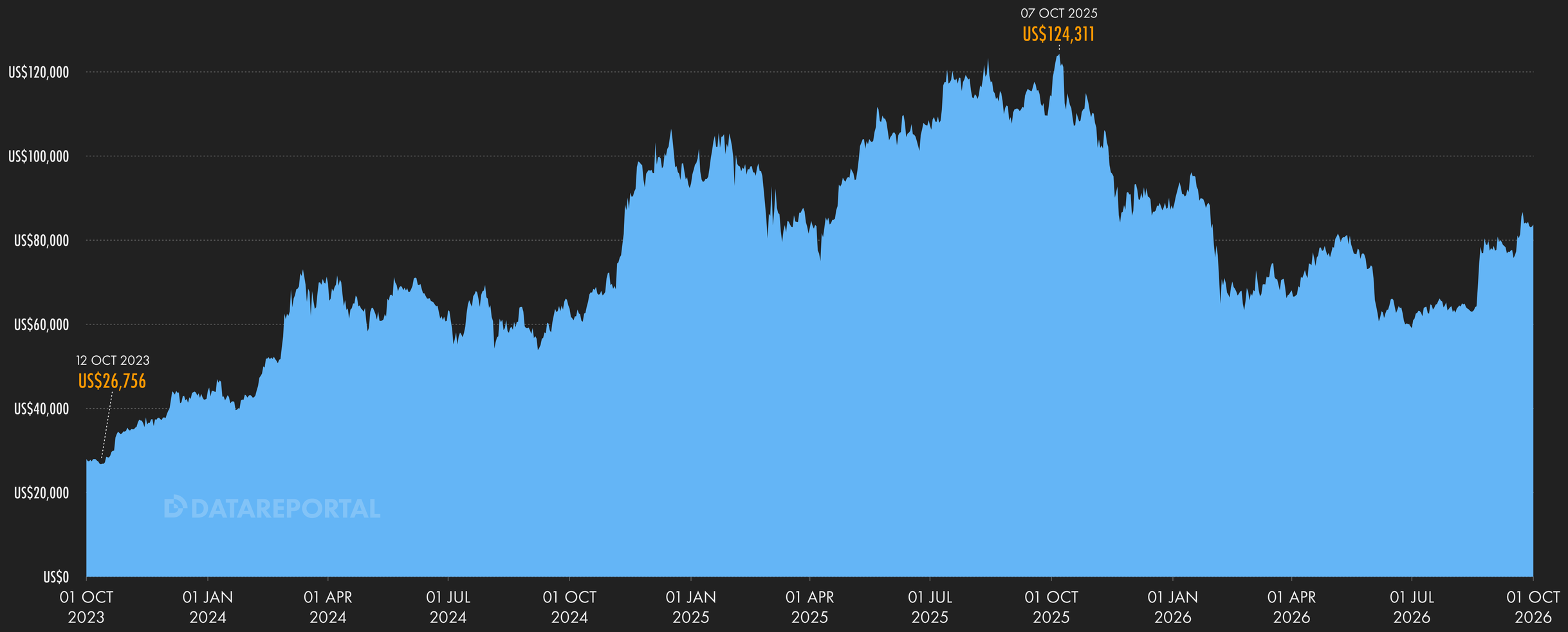
OCT 2026

EQUIVALENT VALUE OF BITCOIN IN USD

THE EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE



GLOBAL OVERVIEW



SOURCE: GOOGLE FINANCE. **NOTES:** FIGURES REPRESENT THE PUBLISHED EXCHANGE RATE BETWEEN BITCOIN AND THE UNITED STATES DOLLAR AT 23:58 (UTC) ON EACH DAY. **COMPARABILITY:** INTRA-DAY EXCHANGE RATE VALUES MAY HAVE VARIED SIGNIFICANTLY COMPARED WITH THE VALUES SHOWN HERE. **NO RECOMMENDATION OR ADVICE:** NONE OF THE INFORMATION SHOWN HERE CONSTITUTES AN OFFER (OR SOLICITATION OF AN OFFER) TO BUY OR SELL ANY CURRENCY, PRODUCT OR FINANCIAL INSTRUMENT, TO MAKE ANY INVESTMENT, OR TO PARTICIPATE IN ANY PARTICULAR TRADING STRATEGY. THE INFORMATION IS NOT INTENDED TO BE AND DOES NOT CONSTITUTE FINANCIAL ADVICE, INVESTMENT ADVICE, TRADING ADVICE, OR ANY OTHER ADVICE OR RECOMMENDATION OF ANY SORT.

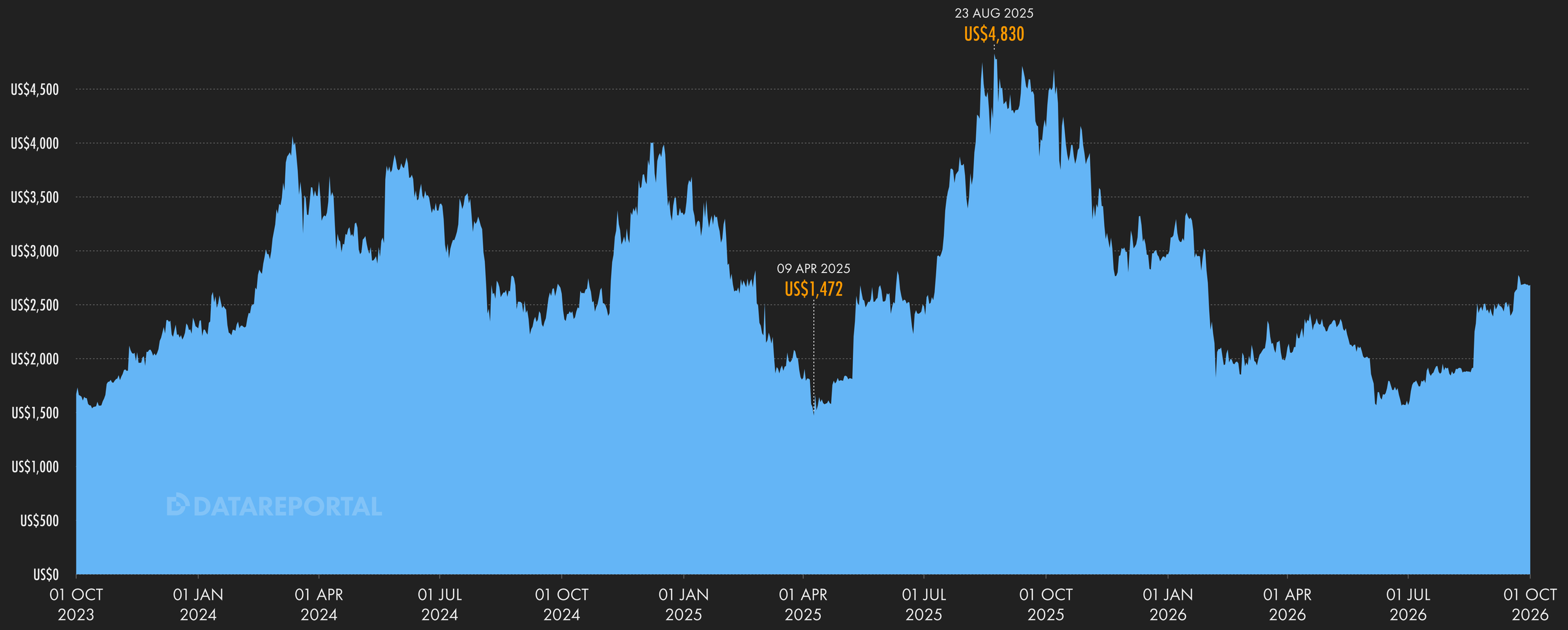
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OCT 2026

EQUIVALENT VALUE OF ETHER IN USD

THE EXCHANGE RATE BETWEEN ETHER AND THE UNITED STATES DOLLAR AT THE END OF EACH TRADING DAY, AS PUBLISHED BY GOOGLE FINANCE

GLOBAL OVERVIEW



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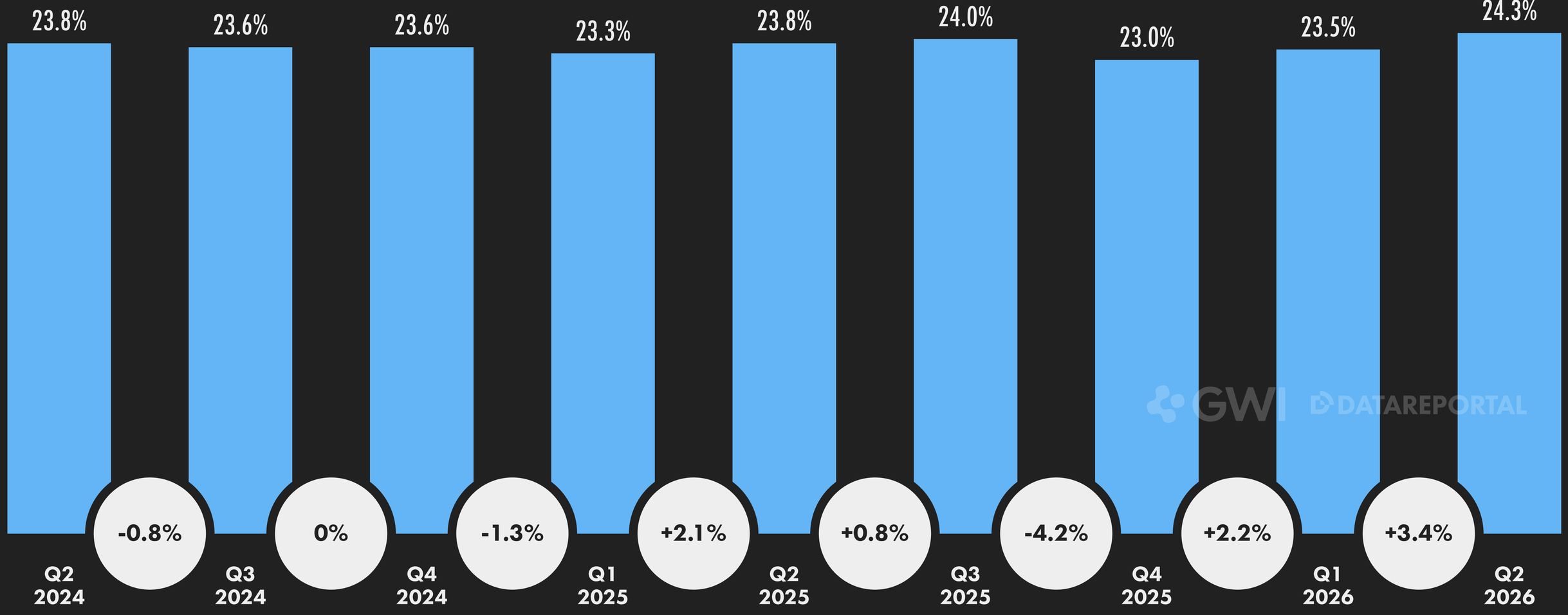
ONLINE HEALTH & FITNESS

OCT 2026

USE OF DIGITAL HEALTH AND FITNESS SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

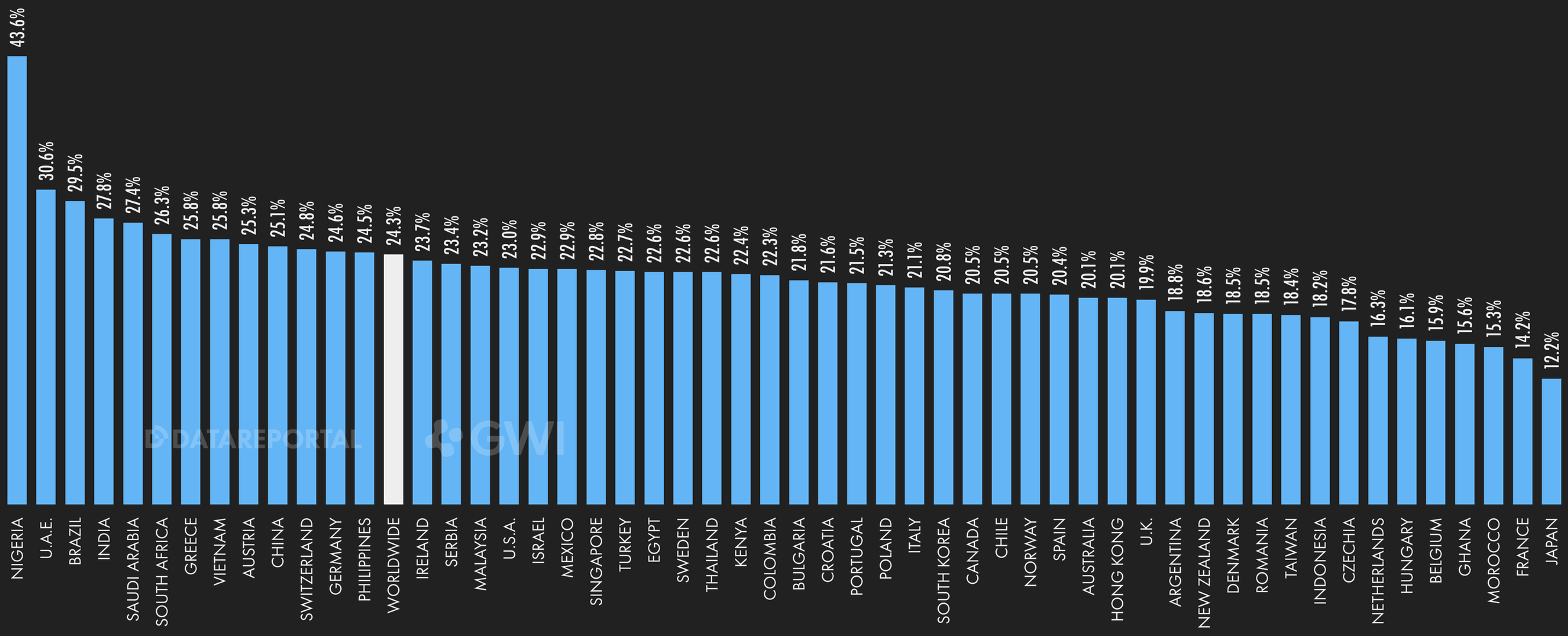
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OCT 2026

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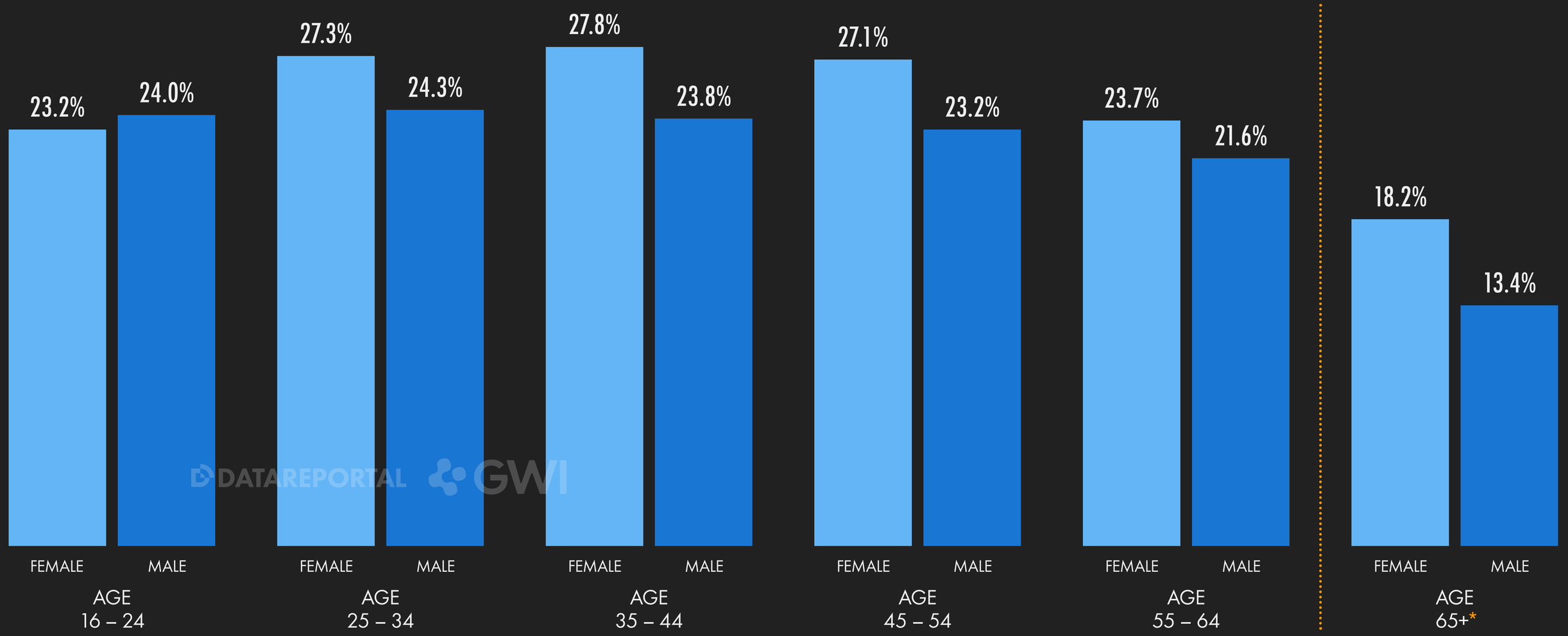
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OCT 2026

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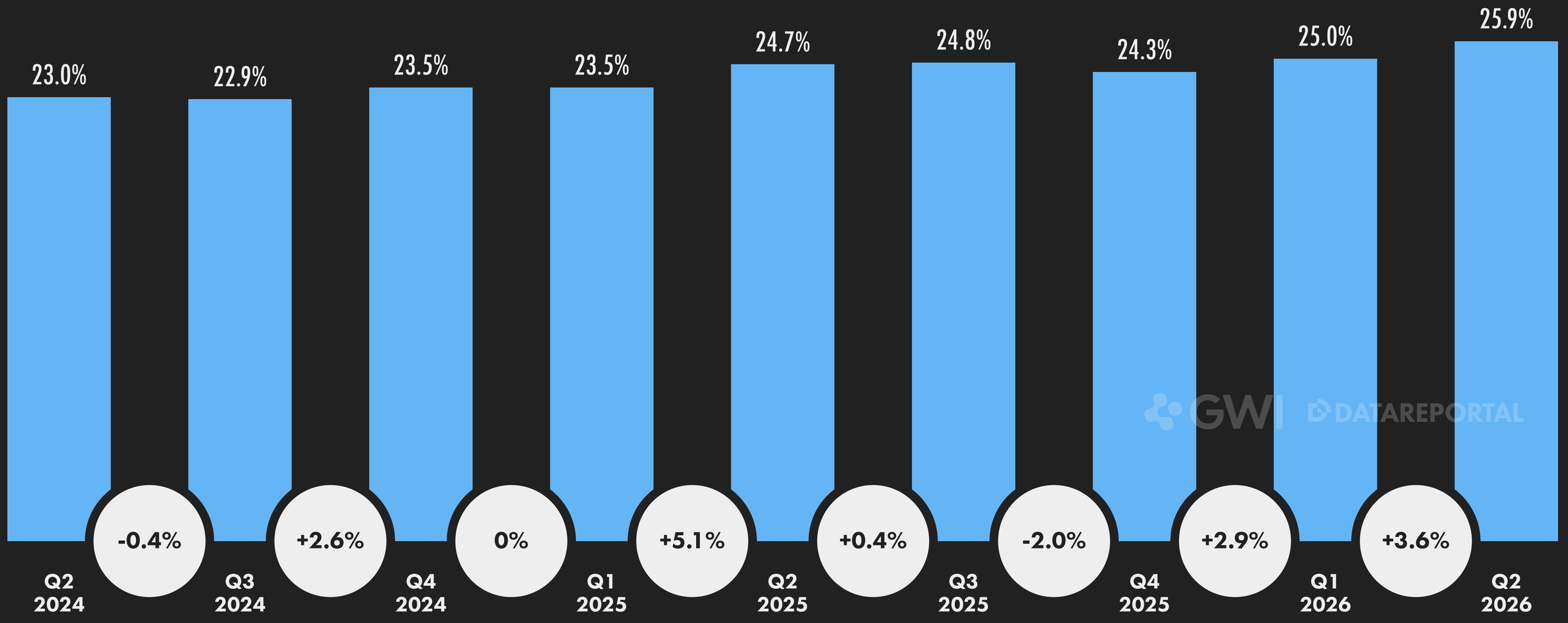
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OCT 2026

CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

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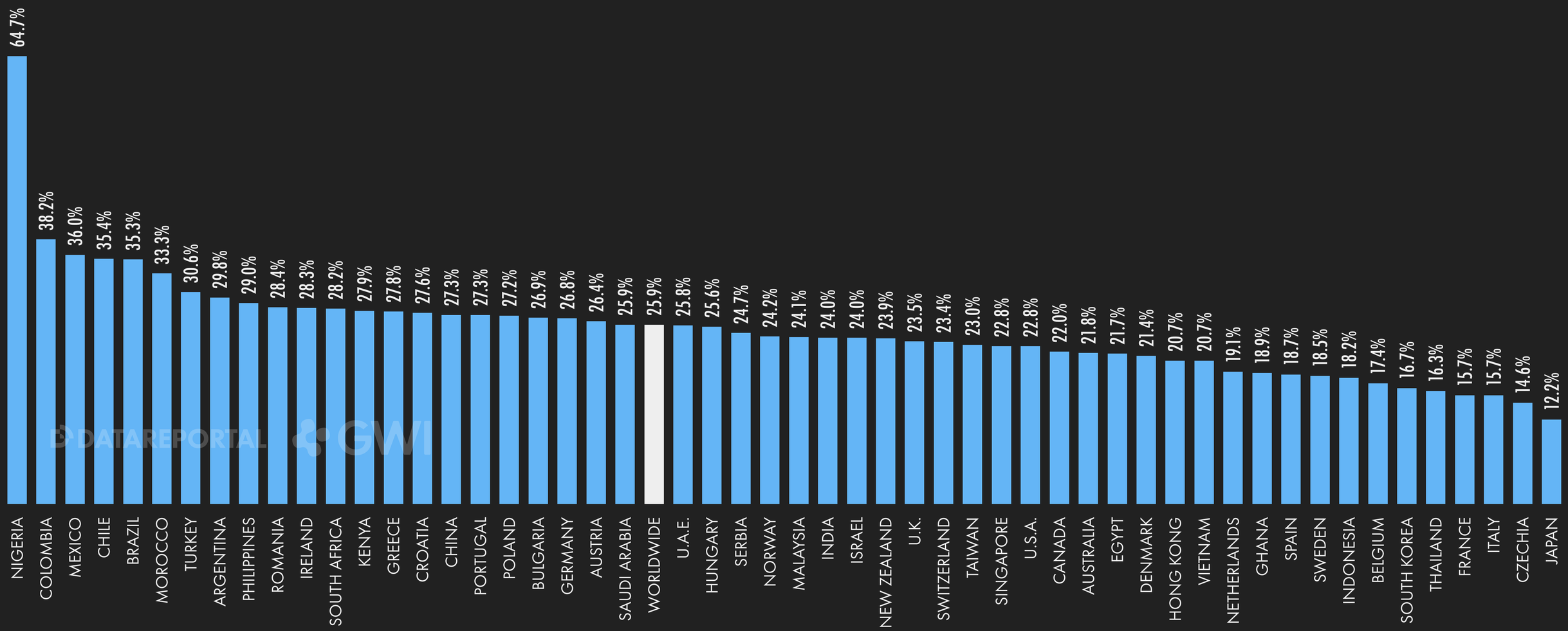
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OCT 2026

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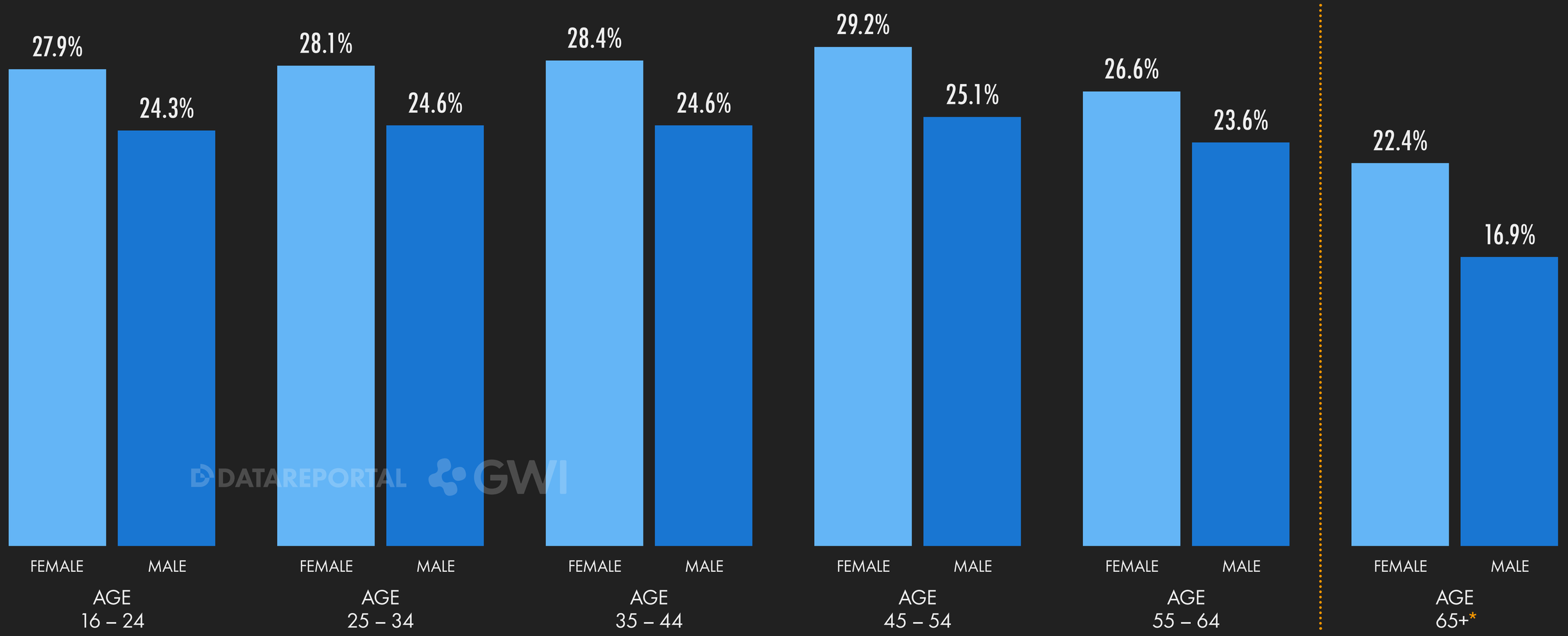
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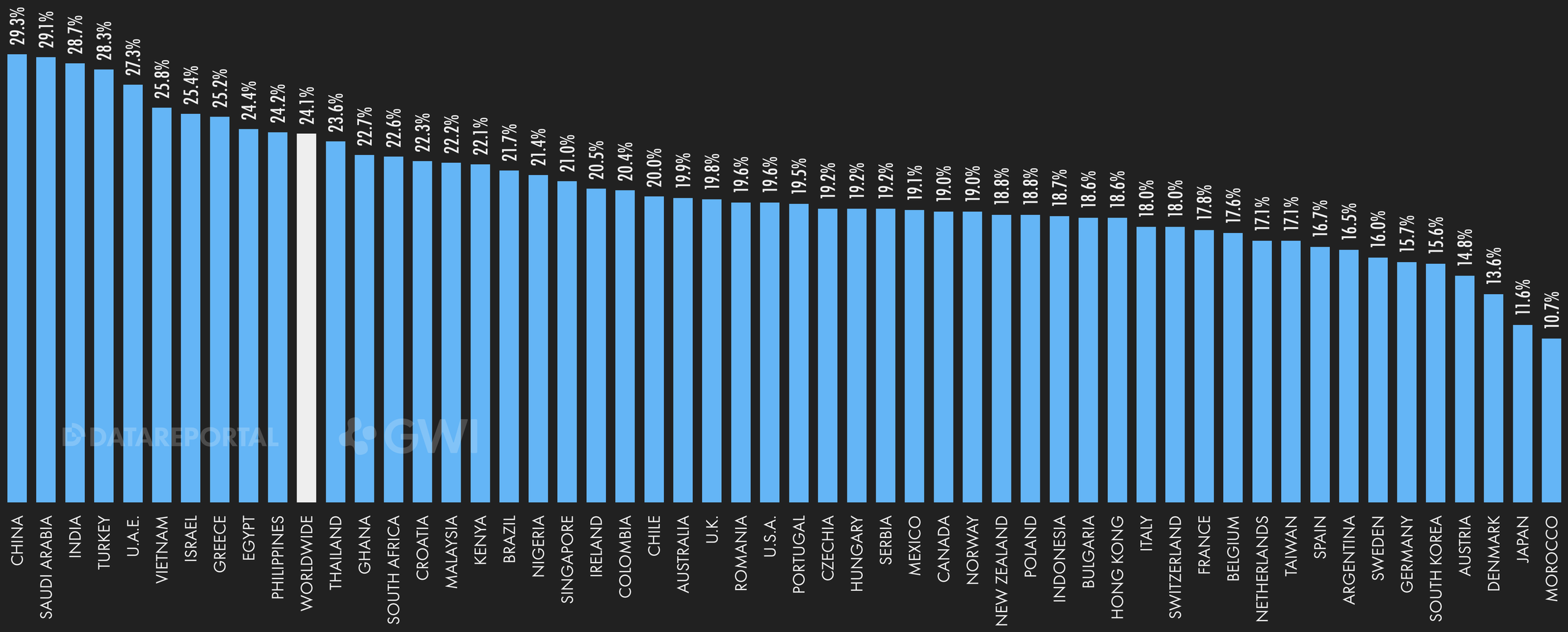
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OCT 2026

USE OF AI TO MANAGE HEALTH AND WELLBEING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS TO MONITOR OR IMPROVE HEALTH AND WELLBEING

GLOBAL OVERVIEW



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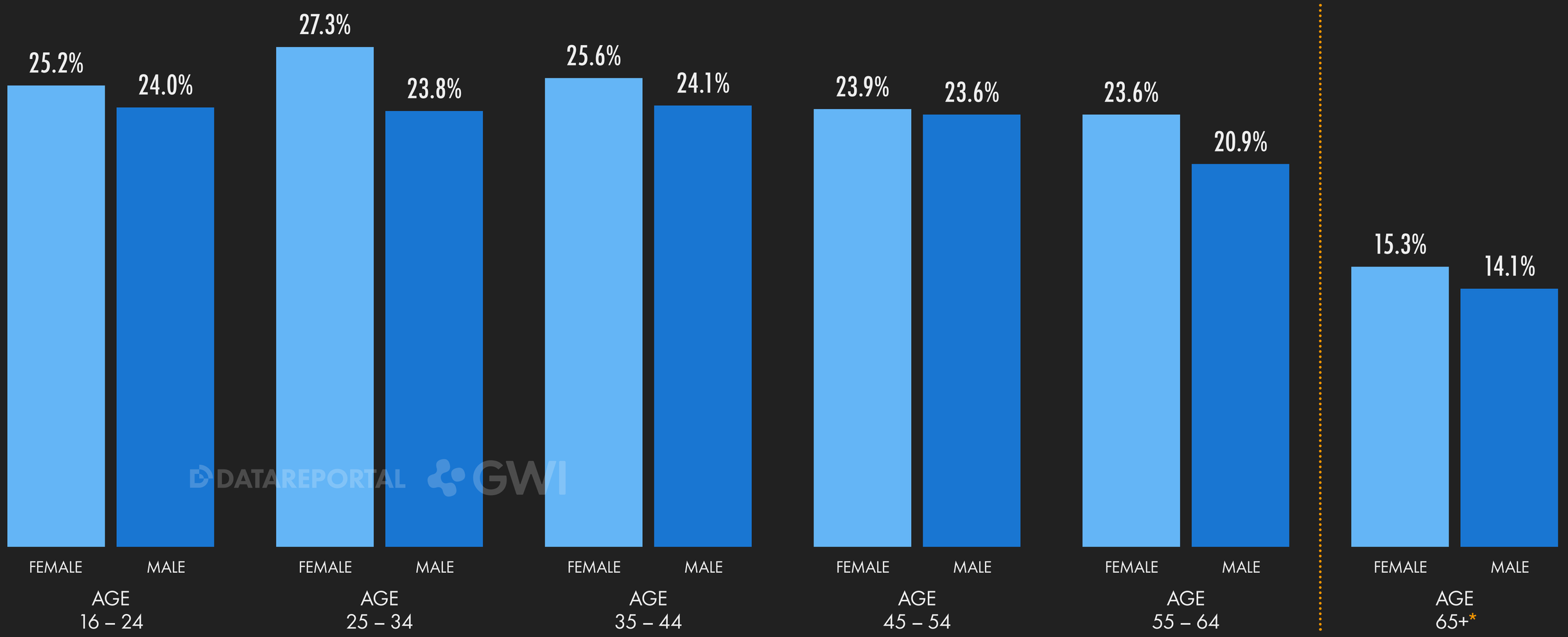
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OCT 2026

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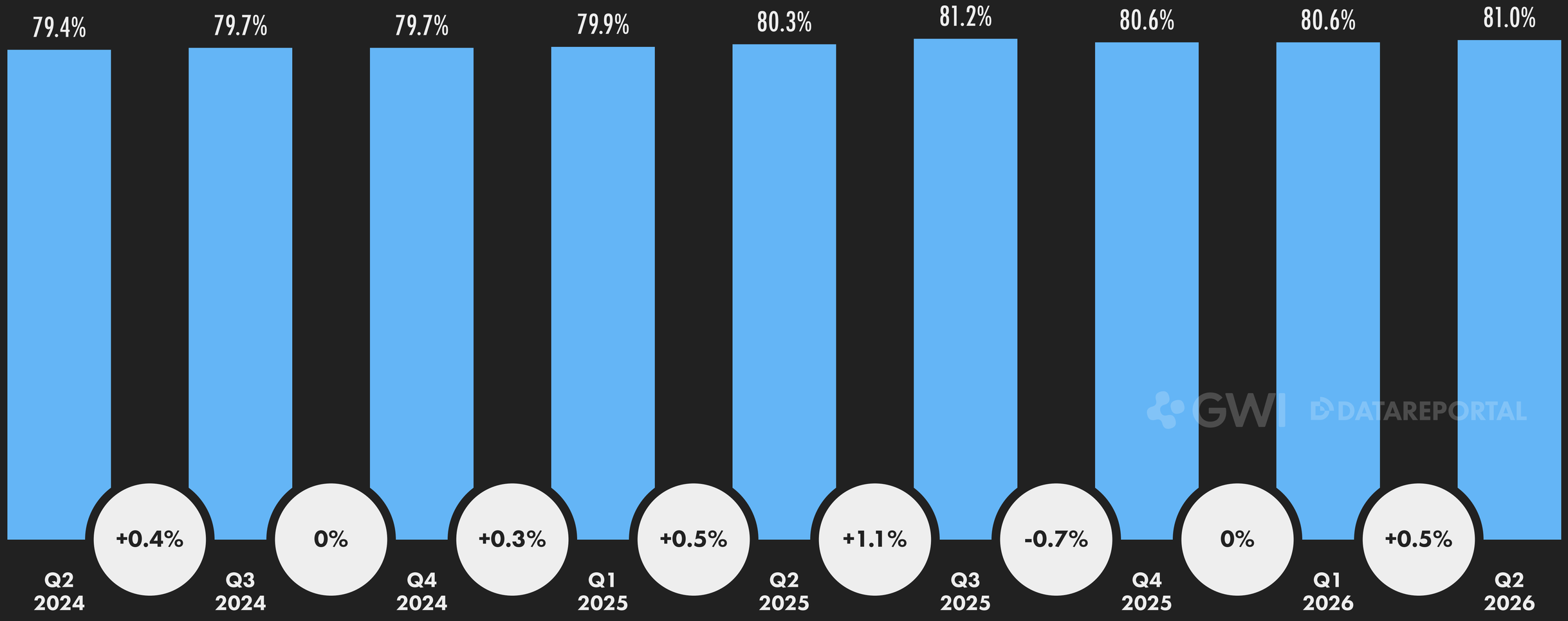
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OCT 2026

DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT THE PERCENTAGE OF SURVEY RESPONDENTS WHO SAY THAT INFORMATION OR RECOMMENDATIONS FOUND ONLINE ARE EITHER "VERY IMPORTANT" OR "SOMEWHAT IMPORTANT" WHEN CHOOSING MEDICINES OR DRUGS FOR EVERYDAY AILMENTS SUCH AS COLDS AND HEADACHES. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

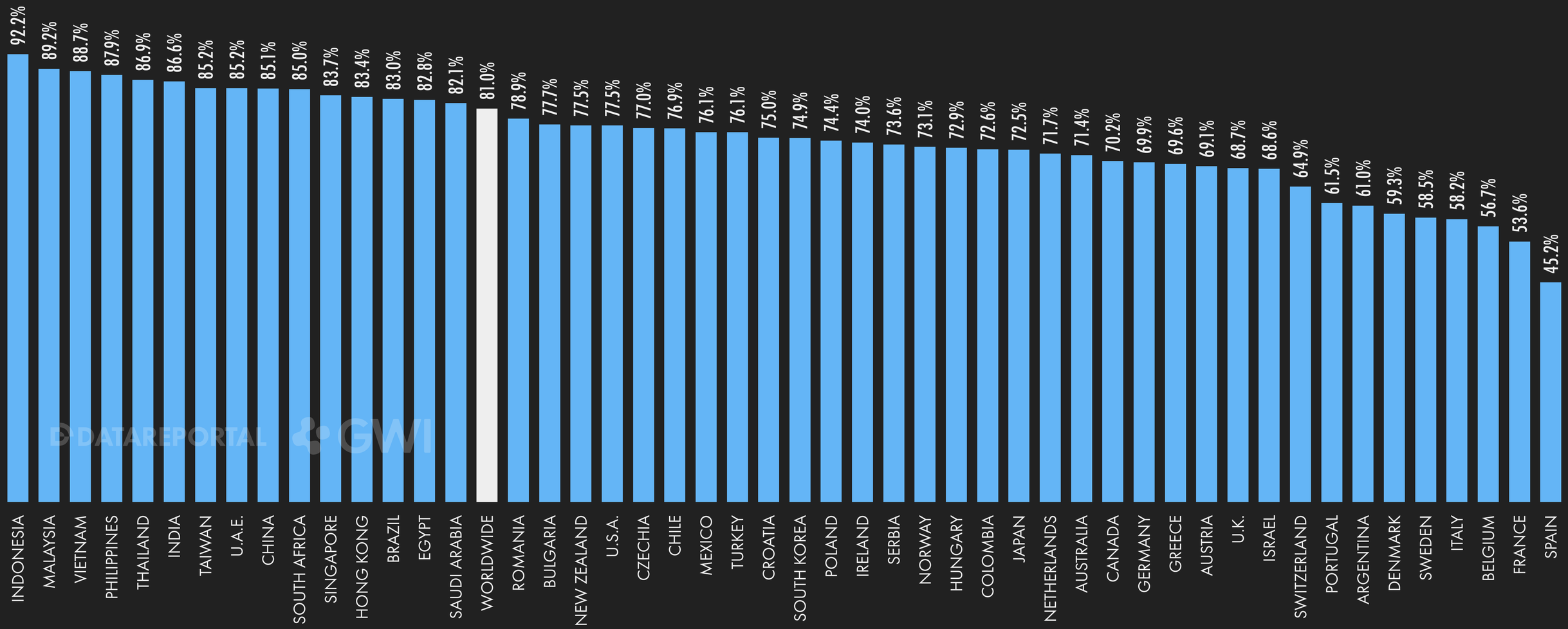
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OCT 2026

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GLOBAL OVERVIEW



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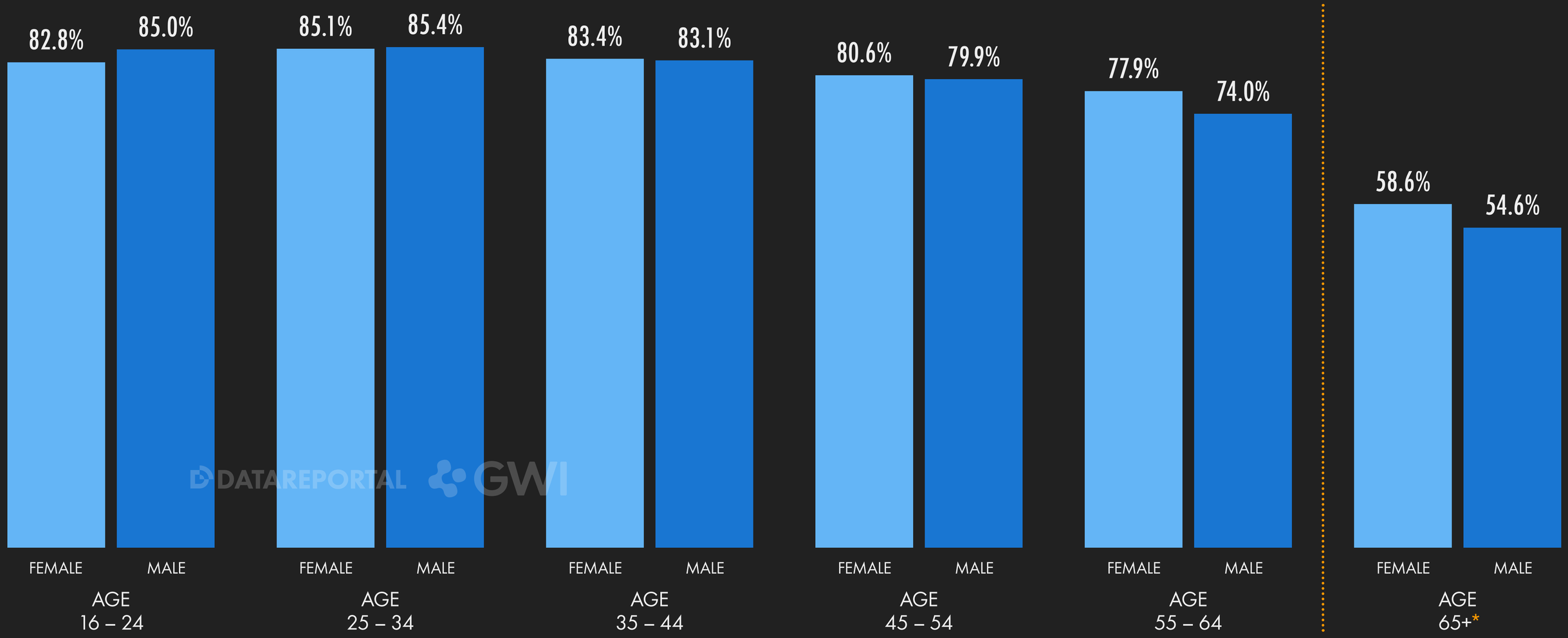
OCT 2026

DIGITAL'S ROLE IN EVERYDAY HEALTHCARE CHOICES

PERCENTAGE OF INTERNET USERS WHO SAY ONLINE RESOURCES ARE IMPORTANT WHEN CHOOSING TREATMENTS FOR EVERYDAY AILMENTS



GLOBAL OVERVIEW



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ONLINE SAFETY

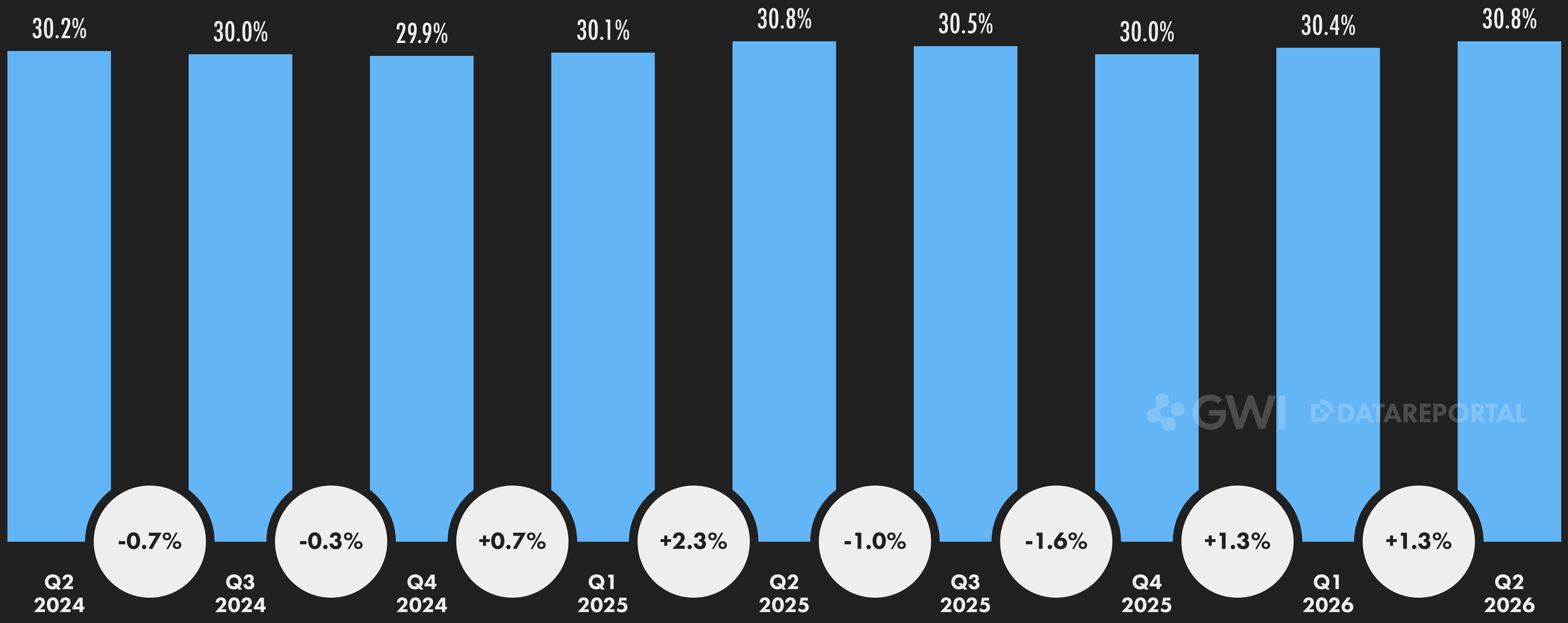
OCT 2026

CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE



GLOBAL OVERVIEW



GWI | DATAREPORTAL

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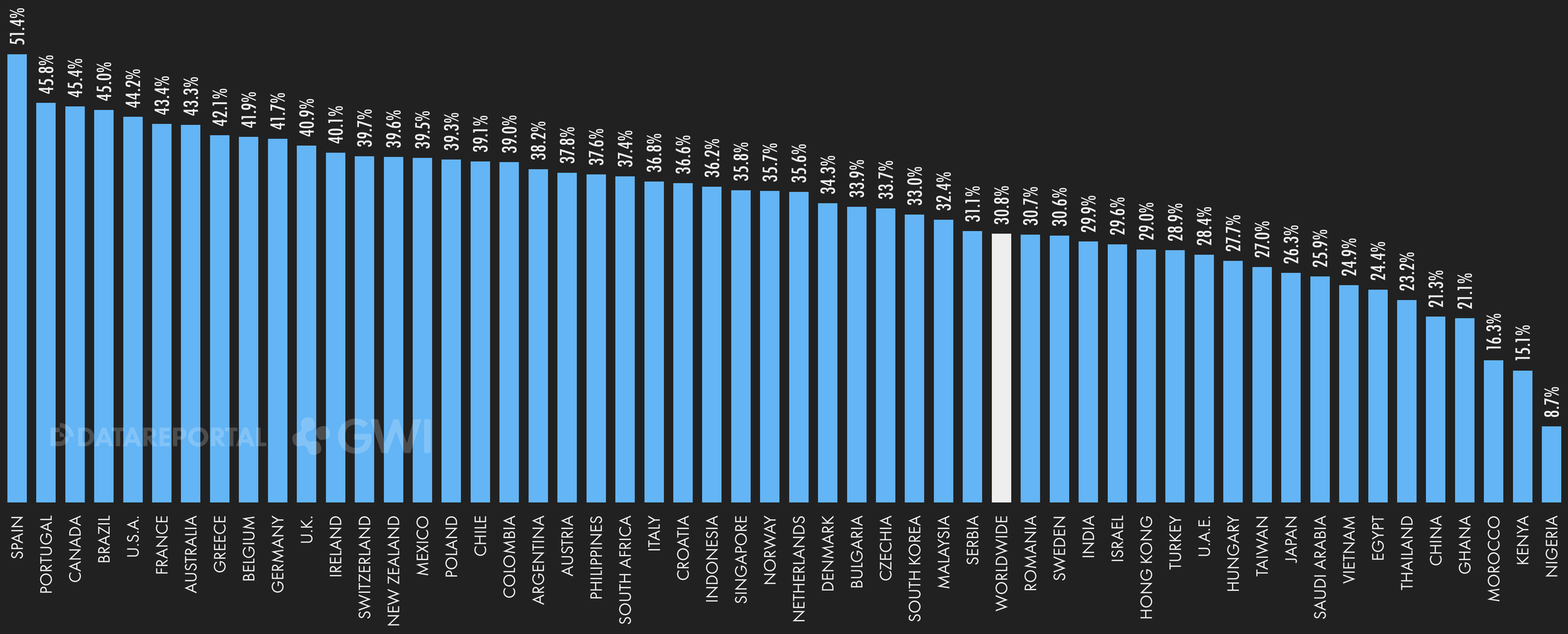
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OCT 2026

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GLOBAL OVERVIEW



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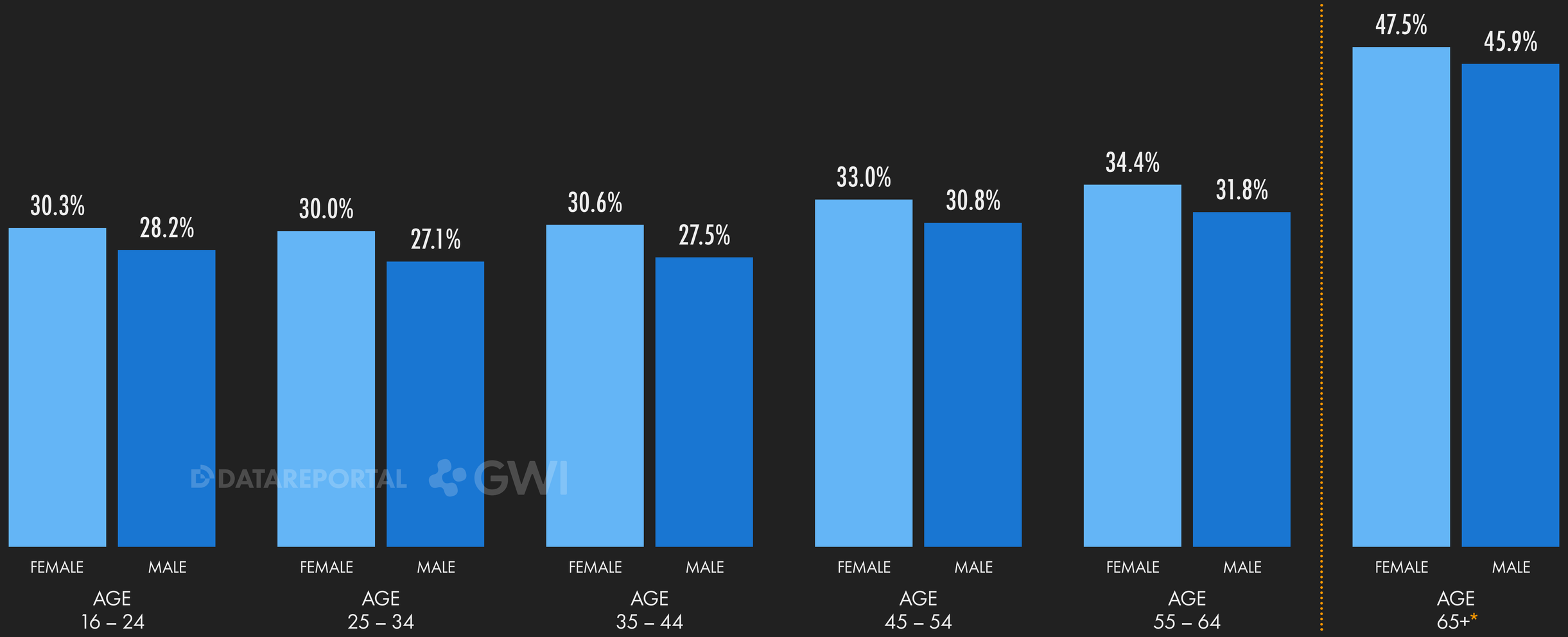
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OCT 2026

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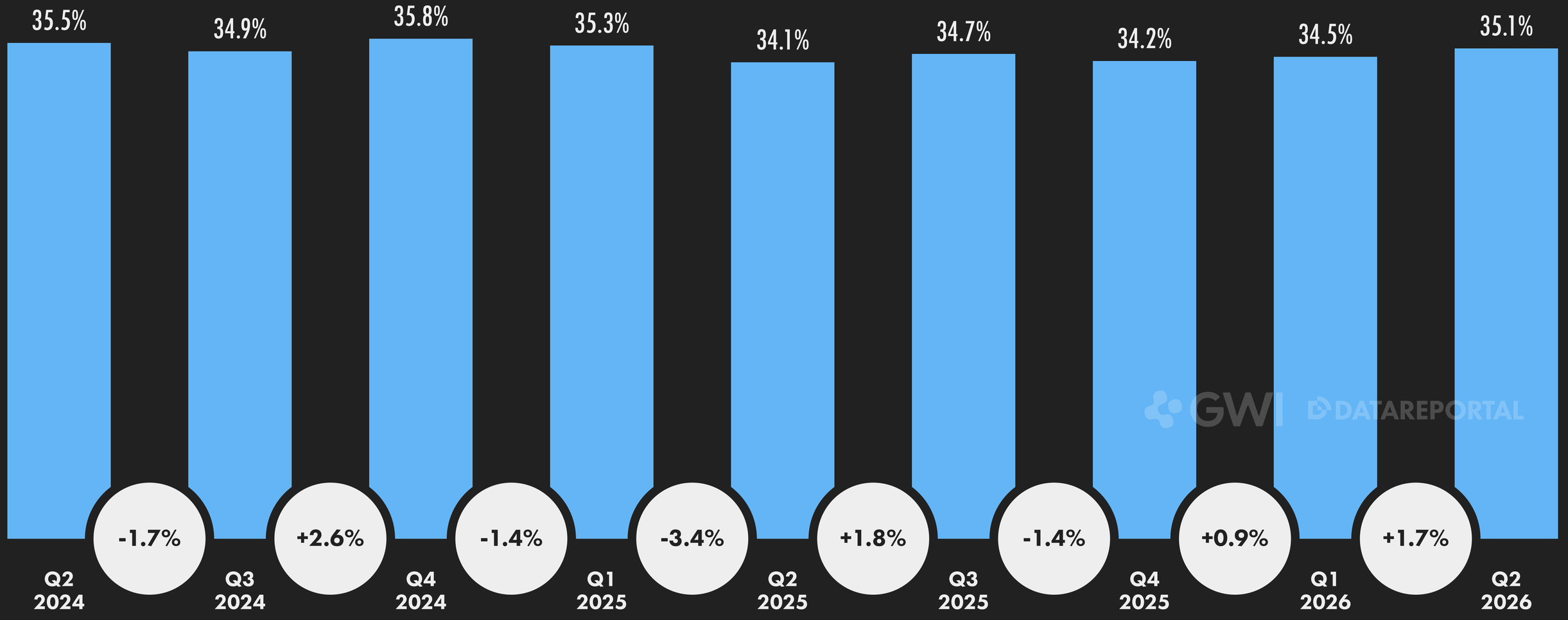
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OCT 2026

DECLINE COOKIES ON WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

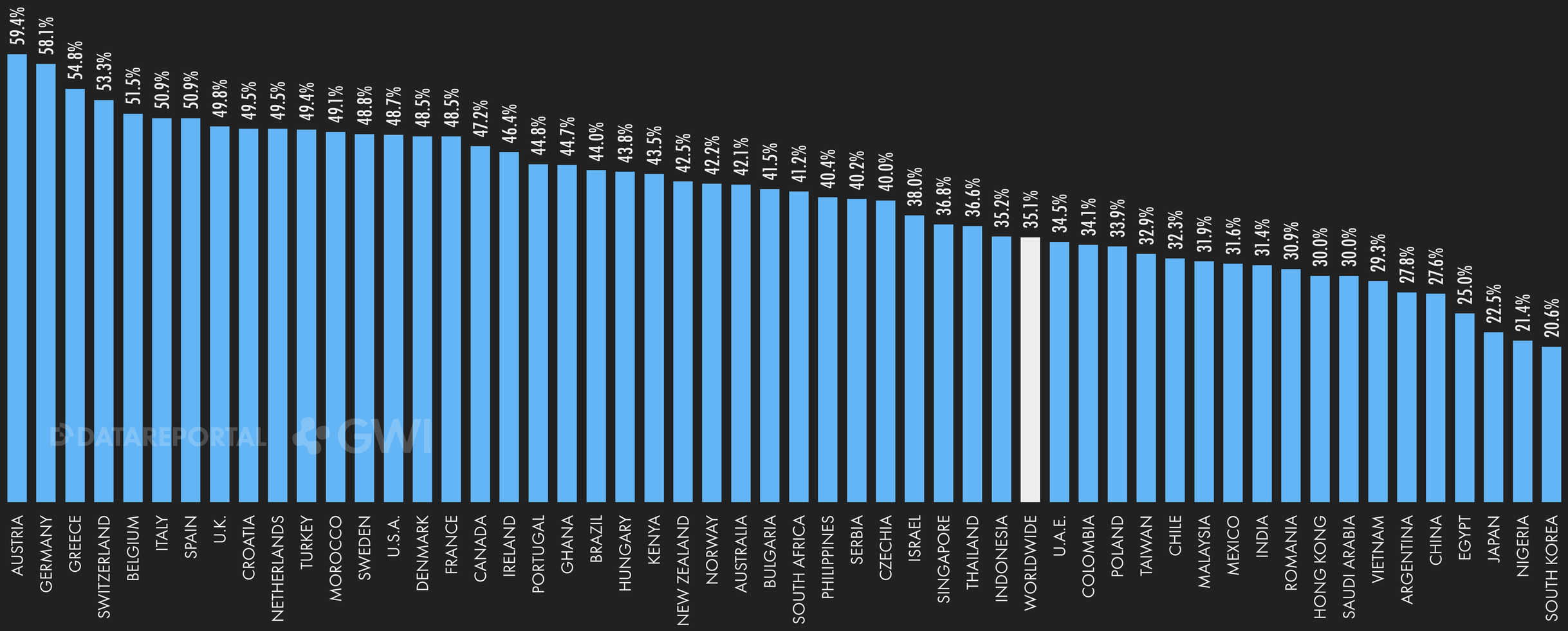
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OCT 2026

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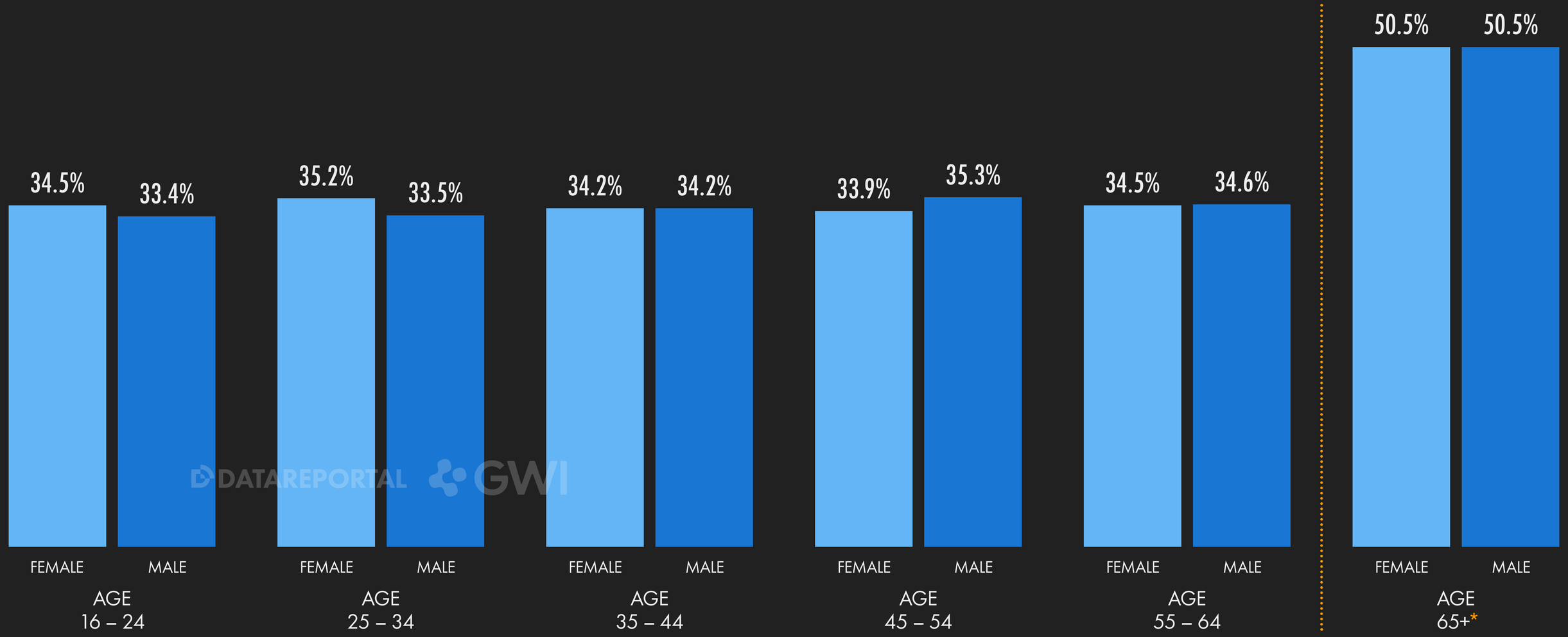
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OCT 2026

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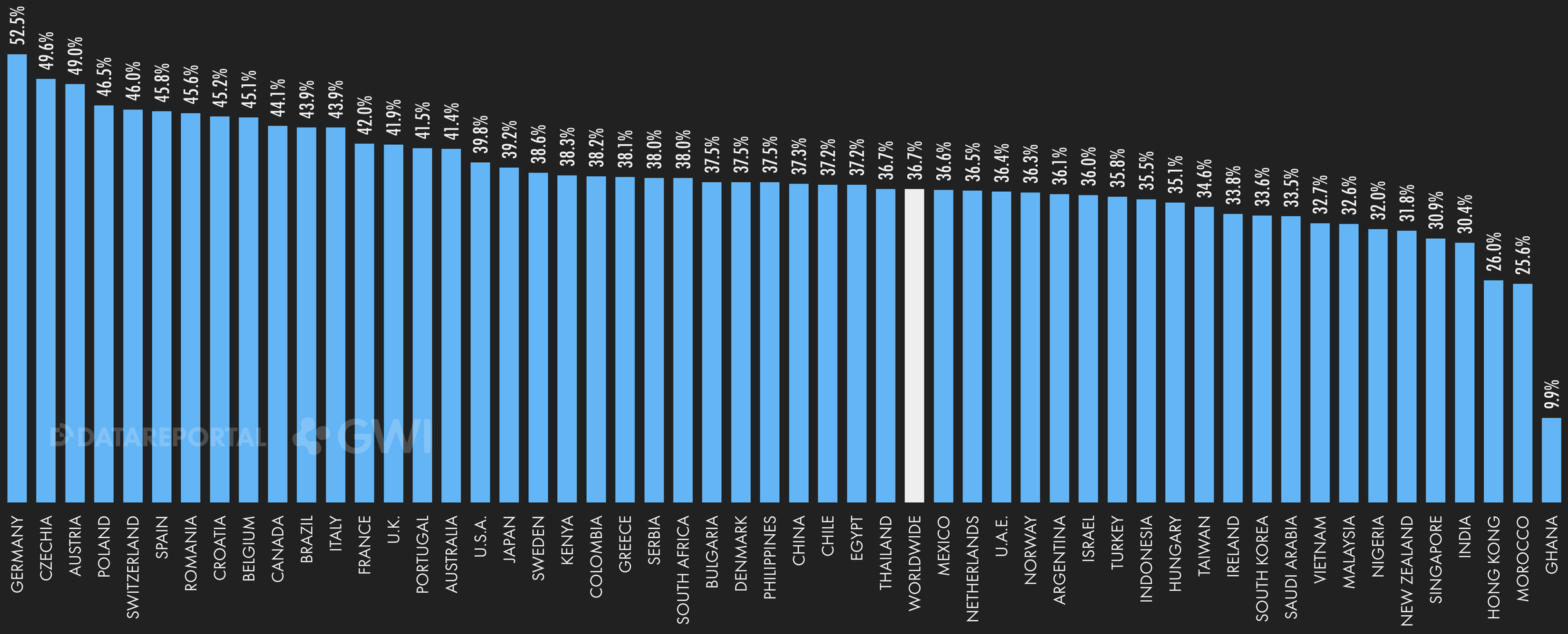
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OCT 2026

USE ANTI-VIRUS TOOLS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE AN ANTI-VIRUS TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

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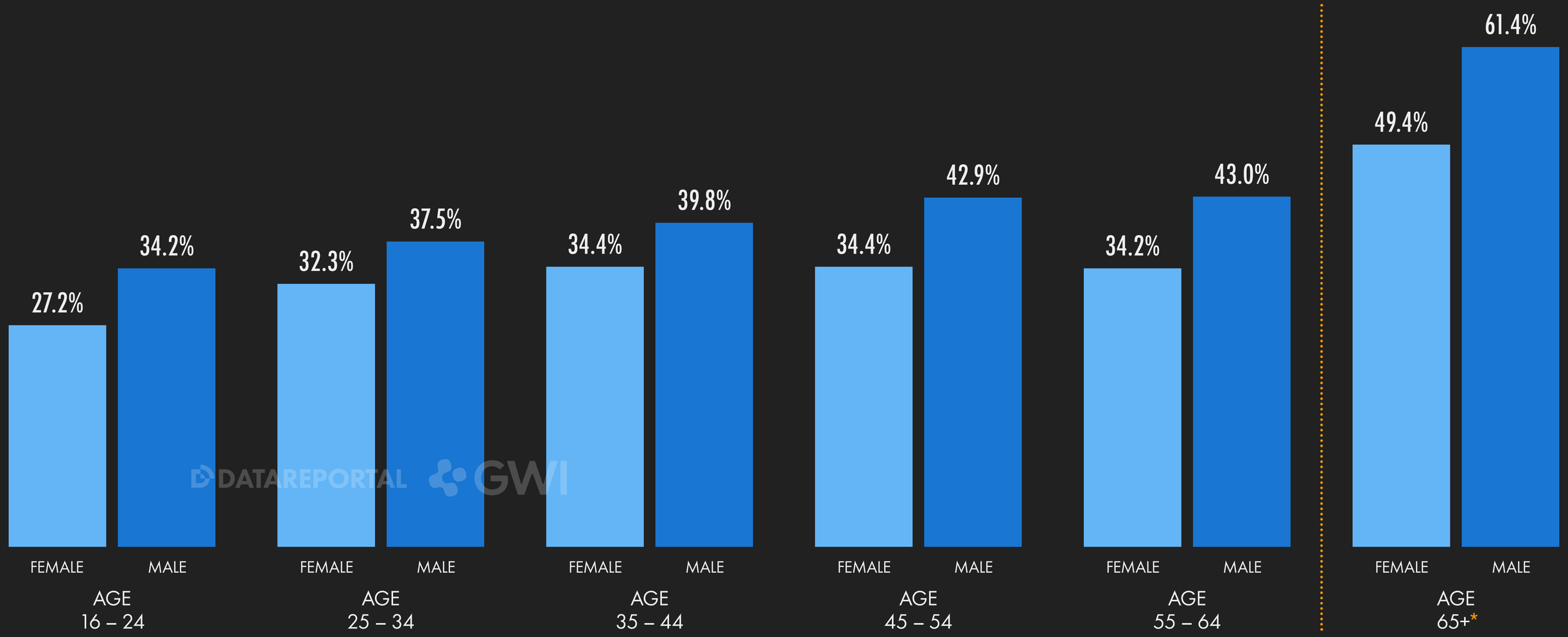
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OCT 2026

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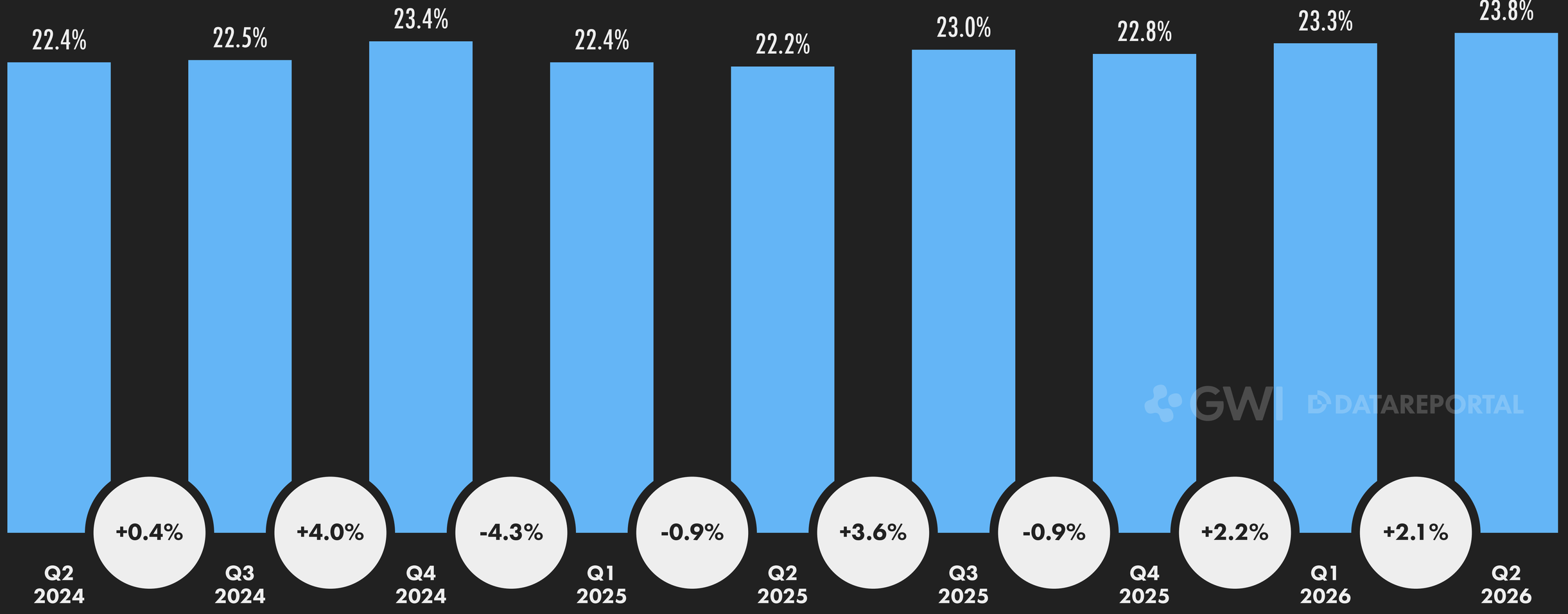
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OCT 2026

USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

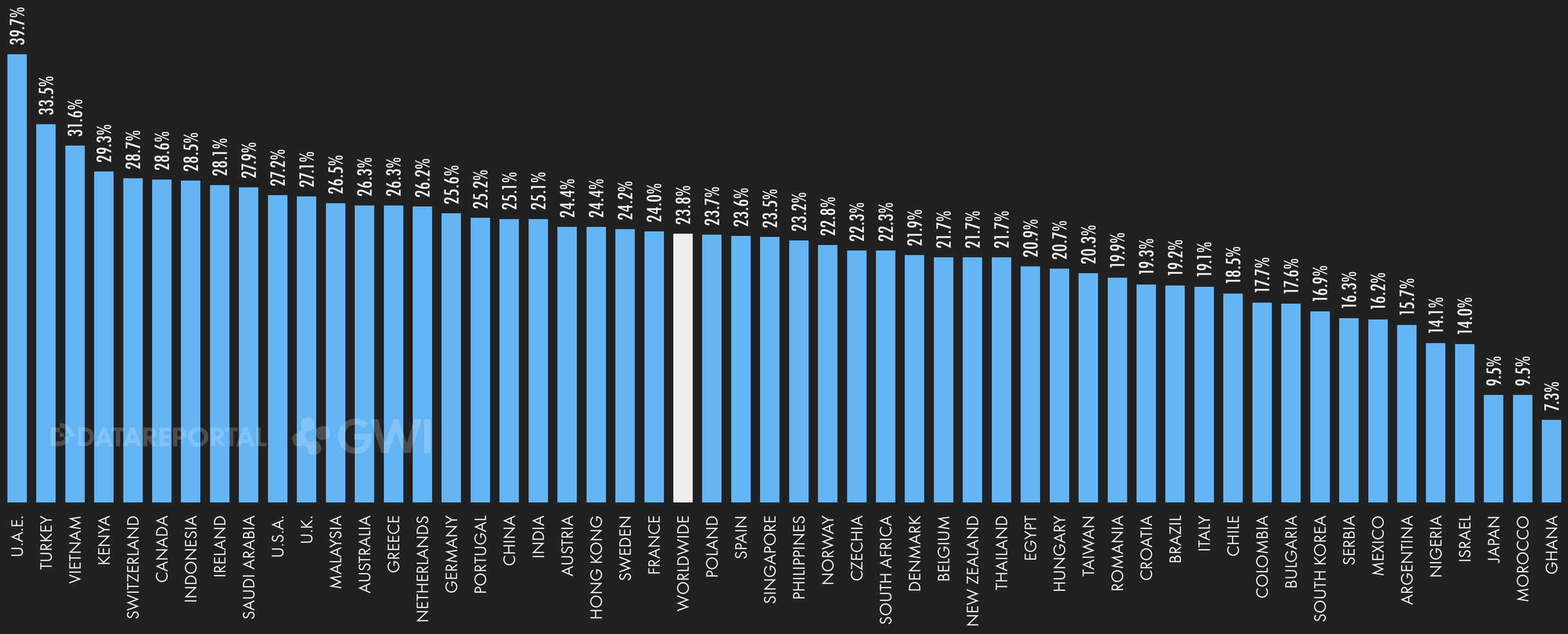
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OCT 2026

USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

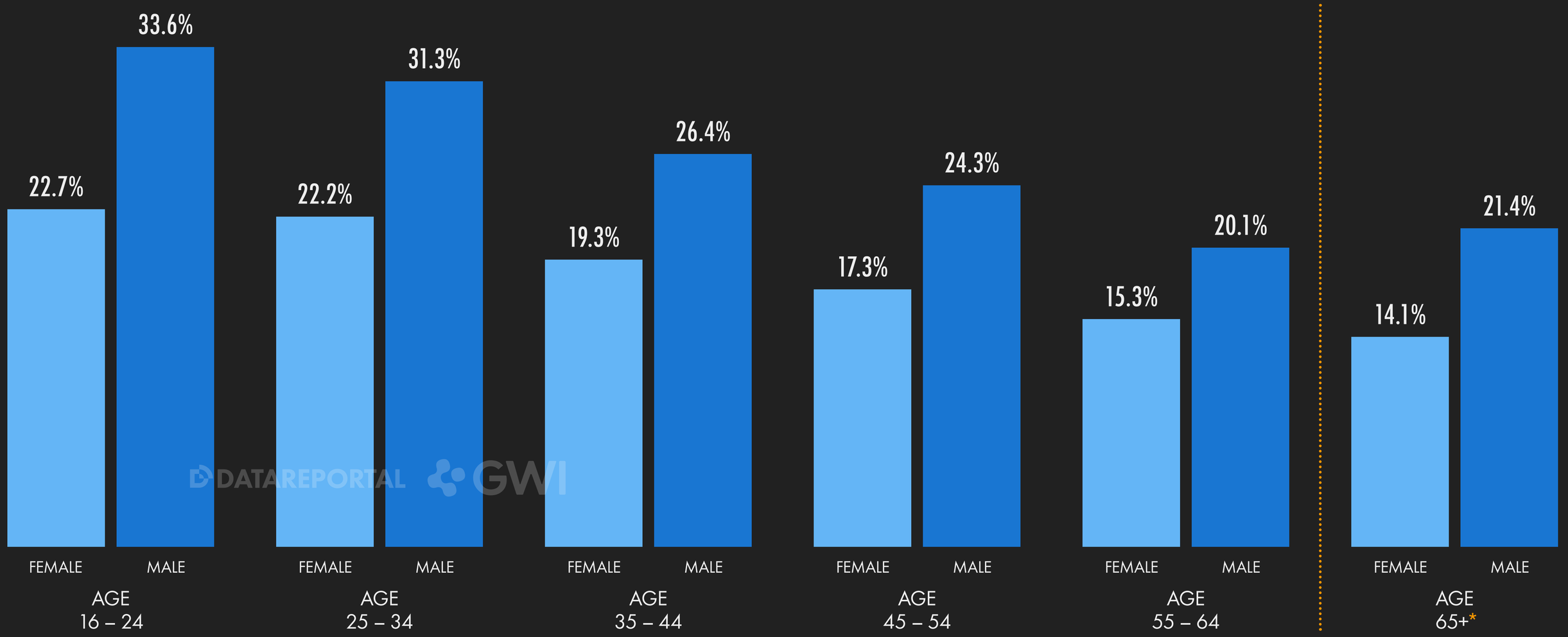
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OCT 2026

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GLOBAL OVERVIEW



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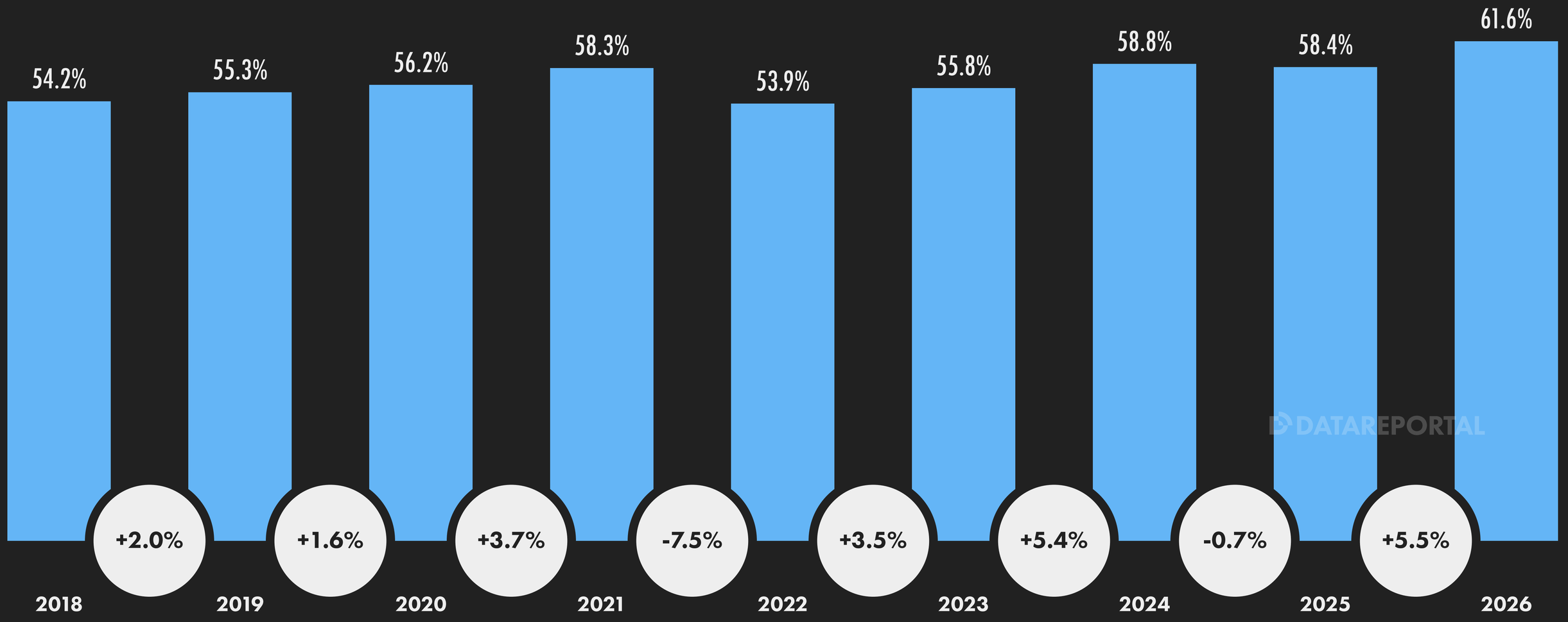
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OCT 2026

CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM. FIGURES REPRESENT THE FINDINGS OF A SERIES OF BROAD GLOBAL SURVEYS OF ADULTS AGED 18 AND ABOVE. **NOTE:** VALUES REPRESENT THE SIMPLE MEAN ACROSS ALL RESPONDENTS IN EACH SURVEY YEAR, AND HAVE NOT BEEN ADJUSTED FOR ANNUAL DIFFERENCES IN SURVEY COVERAGE, NOR HAVE THEY BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

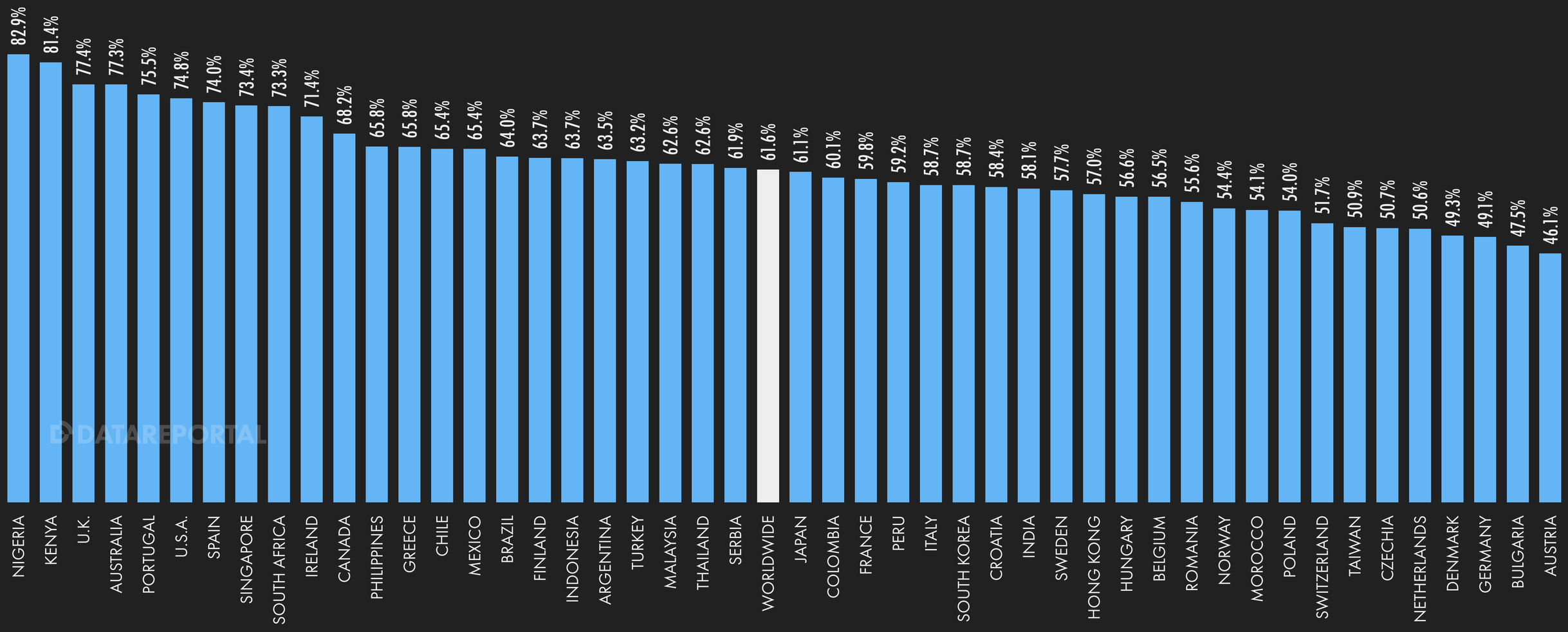
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OCT 2026

CONCERNS ABOUT ONLINE MISINFORMATION

PERCENTAGE OF ADULTS AGED 18+ WHO ARE CONCERNED ABOUT WHAT IS REAL OR FAKE ON THE INTERNET

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM, "DIGITAL NEWS REPORT 2026". FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF ADULTS AGED 18 AND ABOVE.
NOTE: THE "WORLDWIDE" VALUE REPRESENTS A SIMPLE MEAN ACROSS ALL SURVEY RESPONDENTS, AND HAS NOT BEEN WEIGHTED BY THE POPULATION OR INTERNET ADOPTION RATE OF EACH COUNTRY.

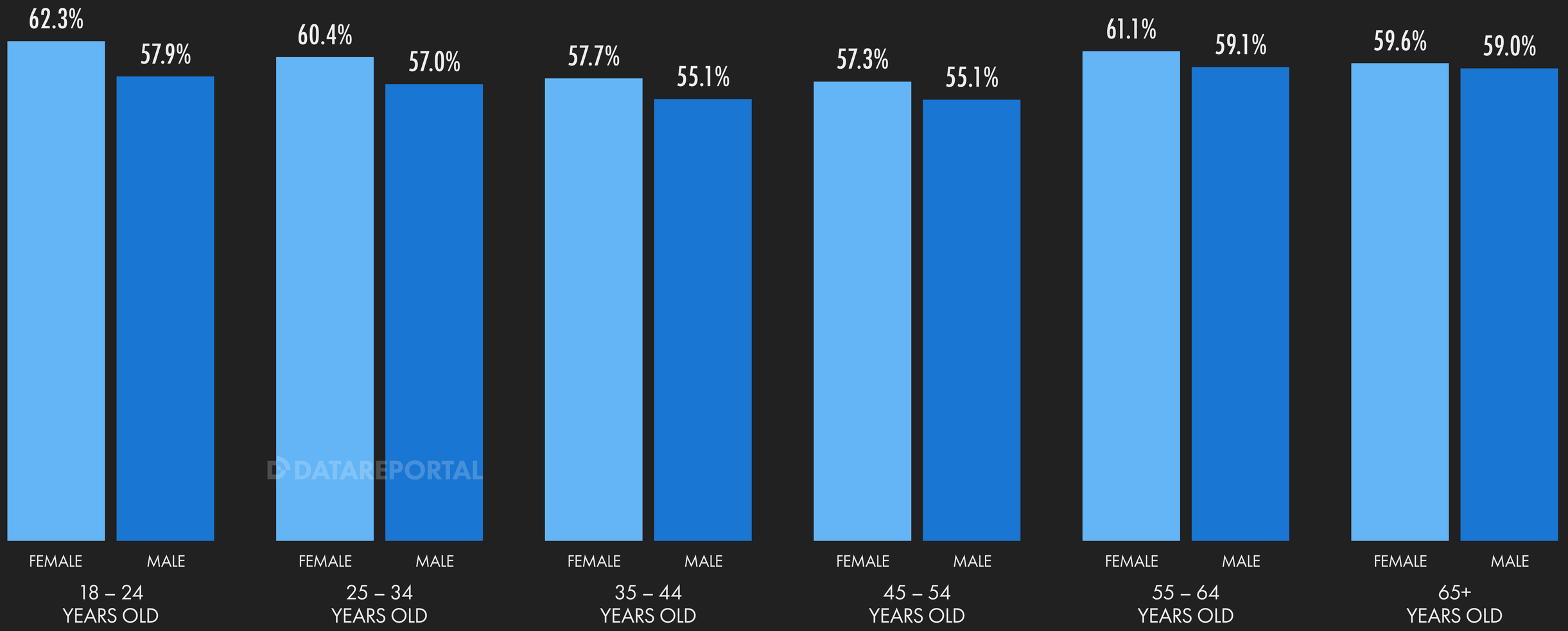
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OCT 2026

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GLOBAL OVERVIEW



DATAREPORTAL

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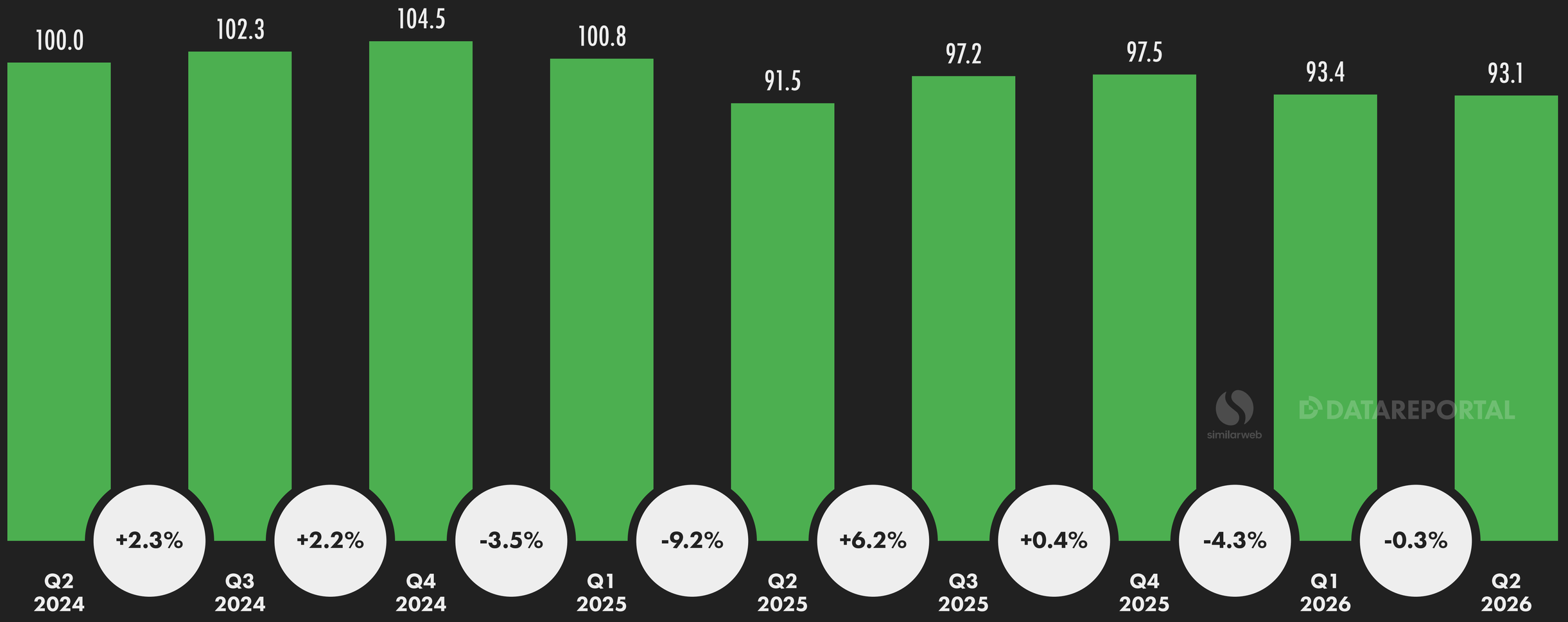
RESTRICTED CATEGORIES

OCT 2026

INDEXED VISITS TO ADULT WEBSITES

AVERAGE COMBINED MONTHLY VISITS TO ADULT WEBSITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "ADULT" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

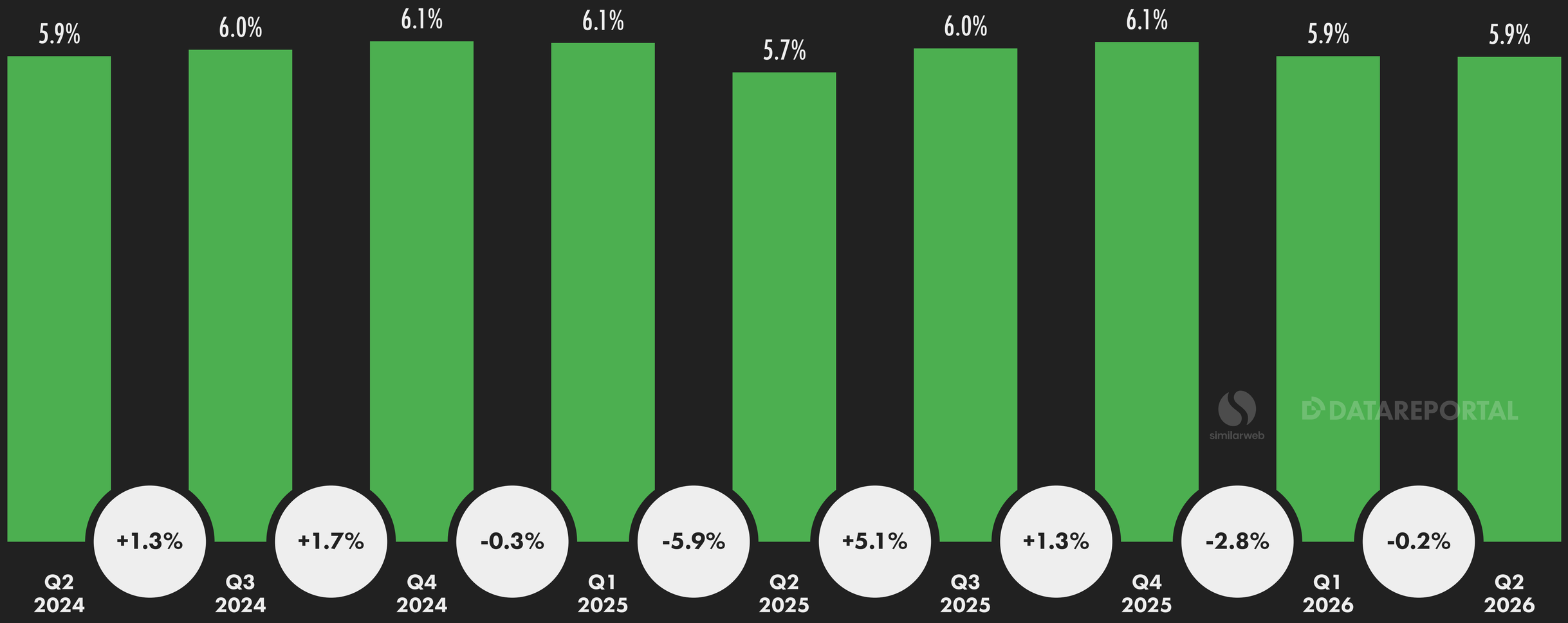
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OCT 2026

ADULT WEBSITES: SHARE OF WEB VISITS

VISITS TO ADULT WEBSITES THAT RANK IN SIMILARWEB'S TOP 10,000 DOMAINS AS A PERCENTAGE OF TOTAL VISITS TO ALL 10,000 SITES

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "ADULT" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE TOTAL CATEGORY VISITS IN EACH PERIOD WITH TOTAL VISITS TO ALL SITES IN THE TOP 10,000 DOMAINS IN THAT PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

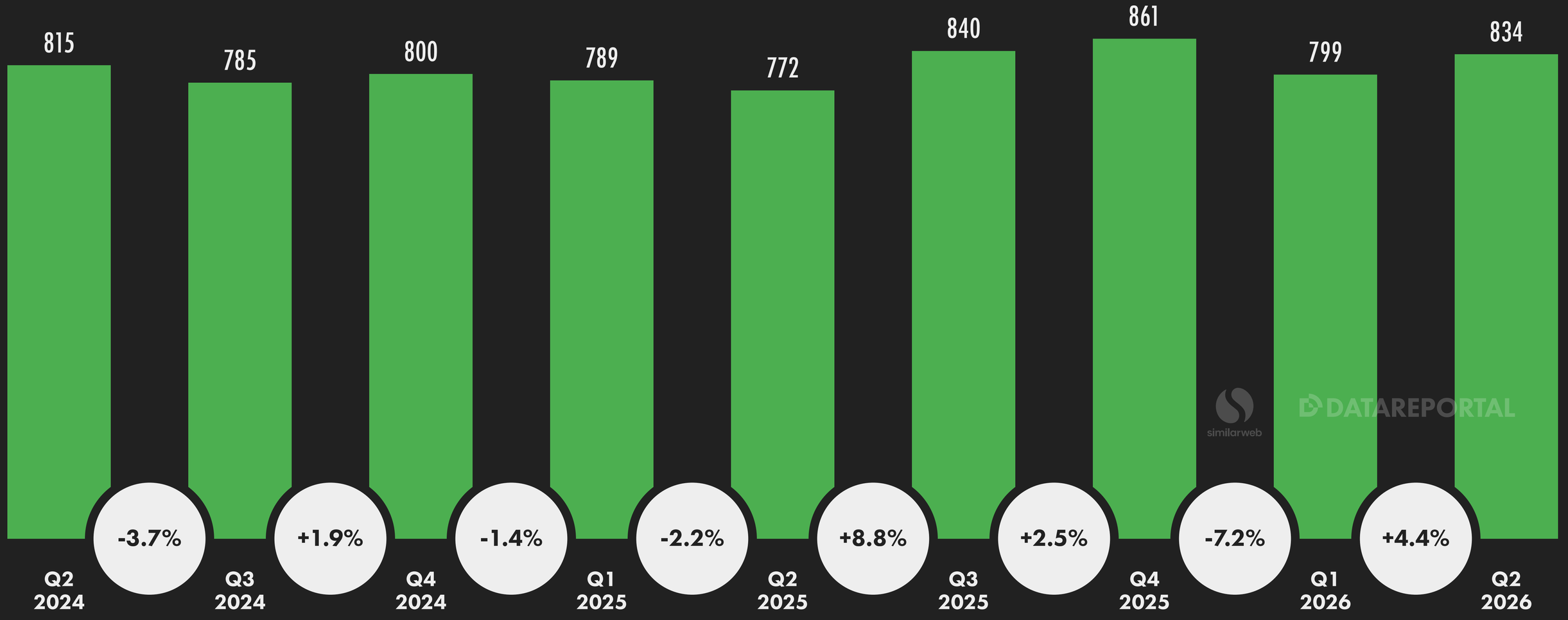
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NUMBER OF ADULT SITES IN THE TOP 10,000 SITES

NUMBER OF ADULT WEBSITES THAT RANKED AMONGST SIMILARWEB'S TOP 10,000 WEBSITES IN EACH PERIOD

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT THE NUMBER OF DOMAINS THAT SIMILARWEB HAS CATEGORISED AS "ADULT" THAT APPEARED IN SIMILARWEB'S RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR EACH RESPECTIVE PERIOD. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

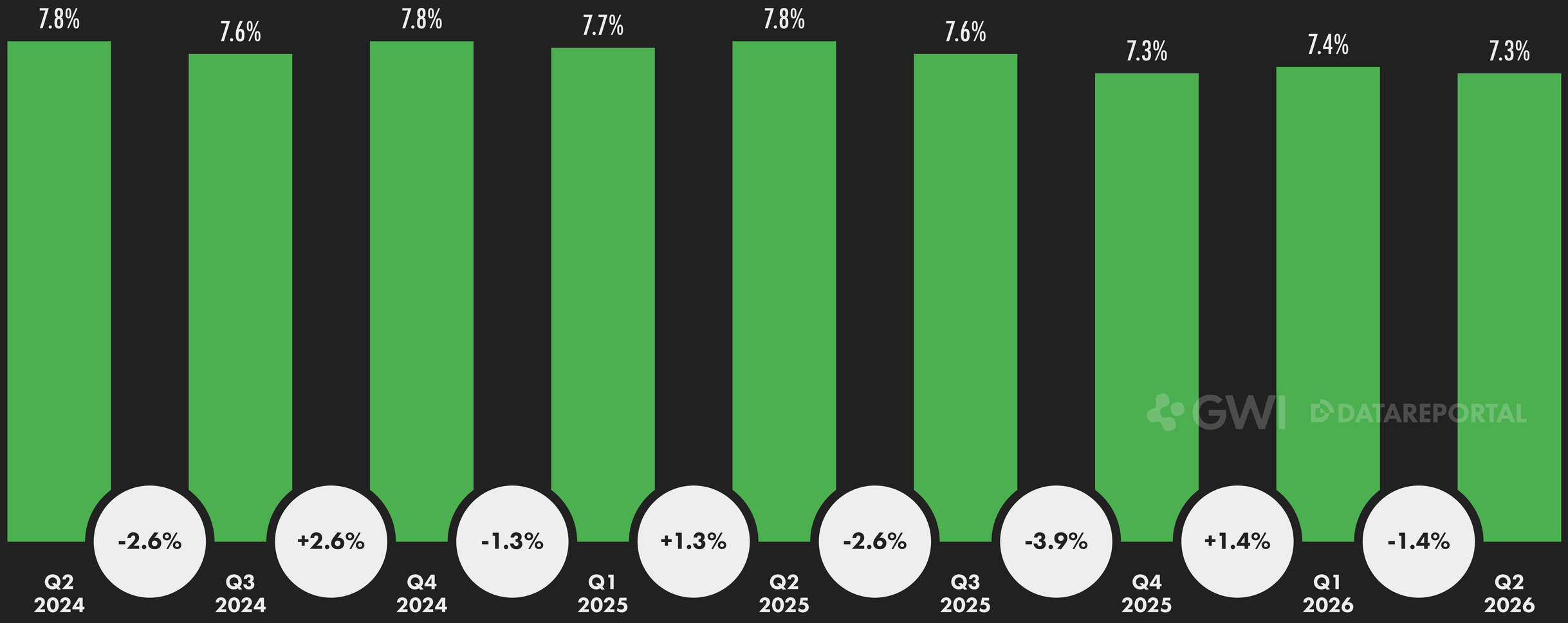
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OCT 2026

ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

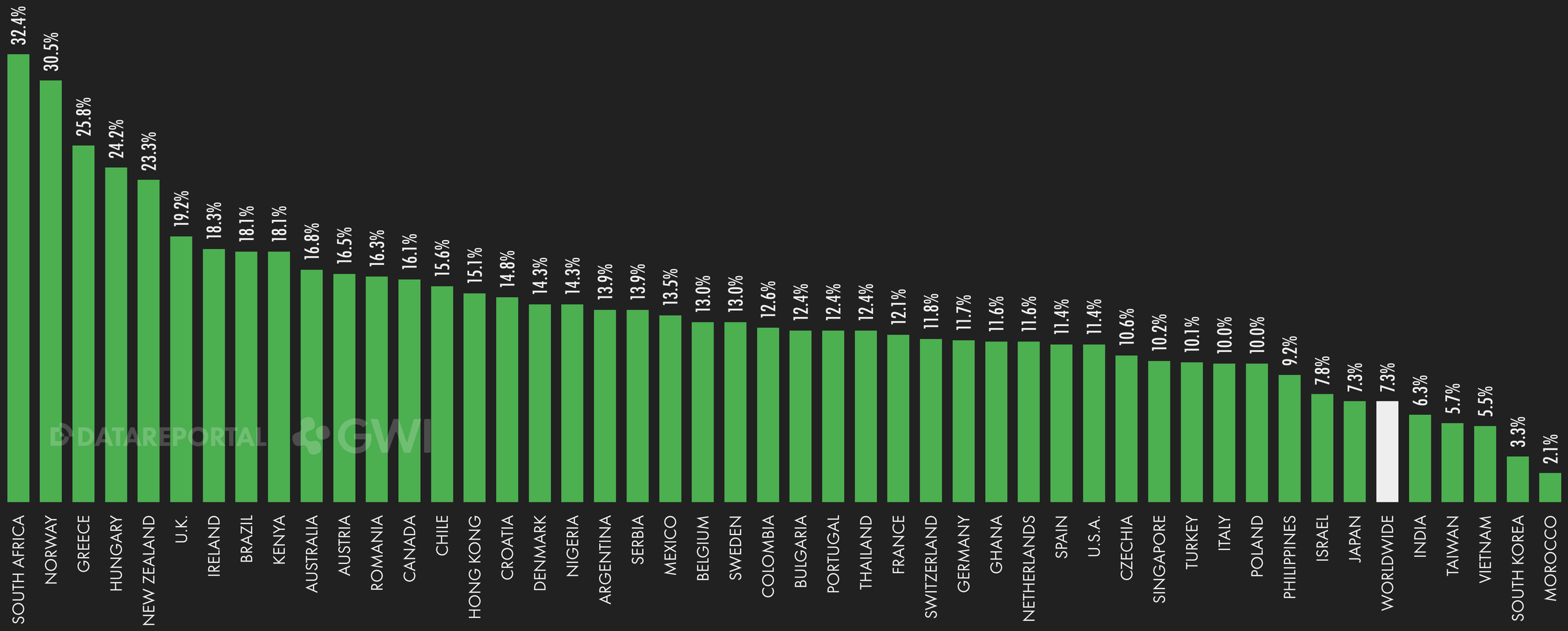
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OCT 2026

ONLINE GAMBLING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AN ONLINE GAMBLING OR BETTING WEBSITE OR APP IN THE PAST MONTH

GLOBAL OVERVIEW



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OCT 2026

ONLINE GAMBLING

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GLOBAL OVERVIEW



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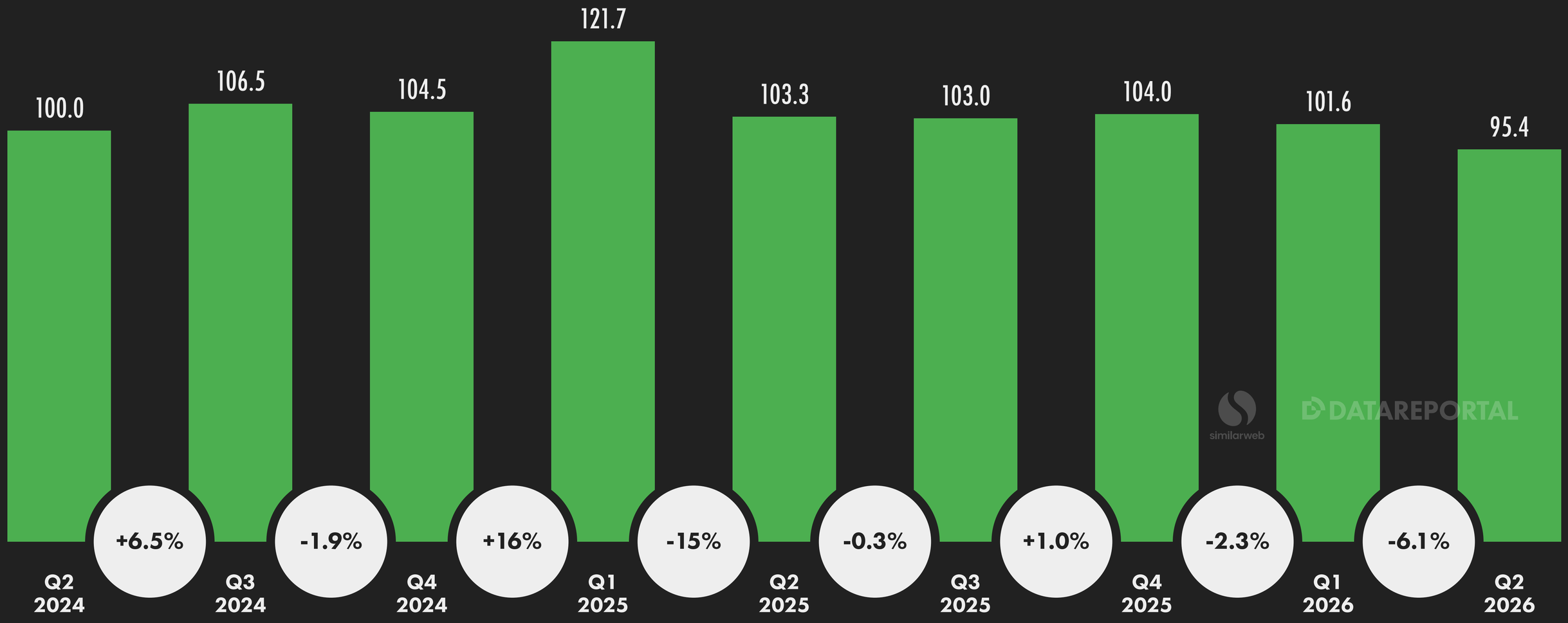
we are social Meltwater

OCT 2026

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AVERAGE COMBINED MONTHLY VISITS TO GAMBLING WEBSITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

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WEARABLES & IOT

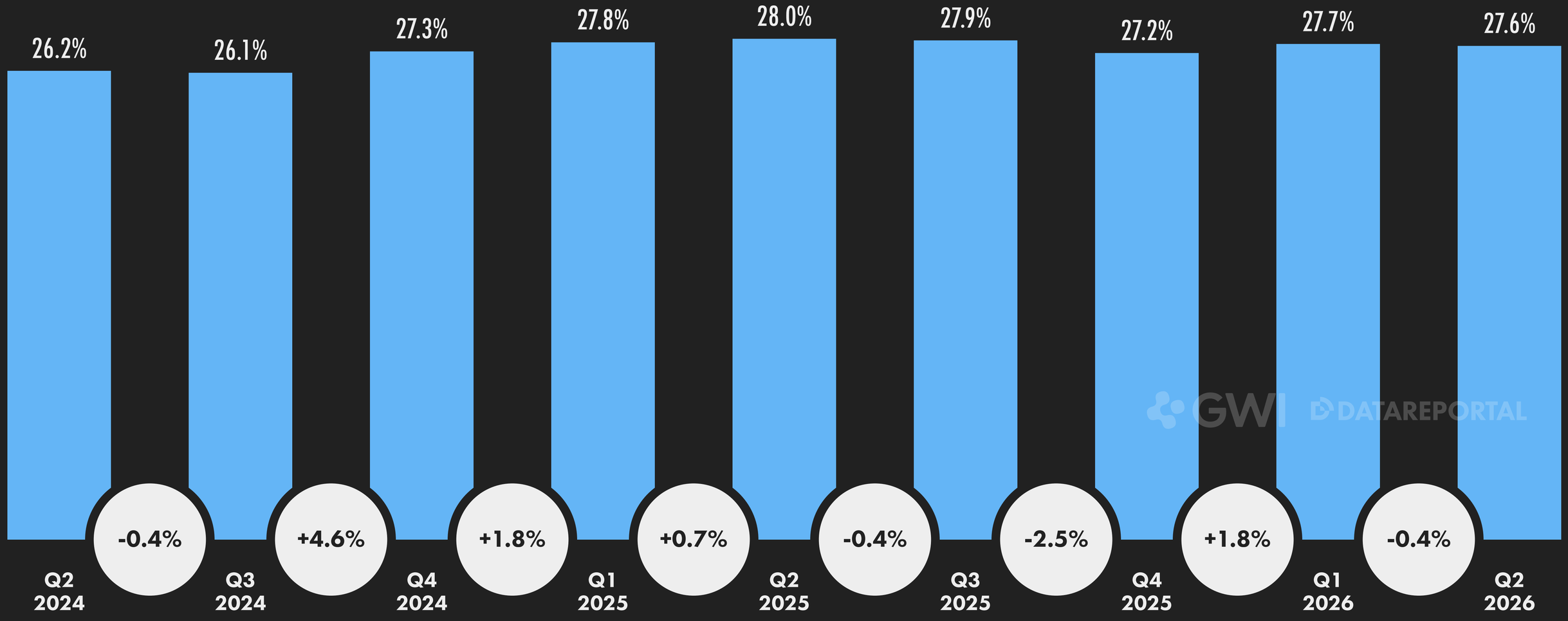
OCT 2026

OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

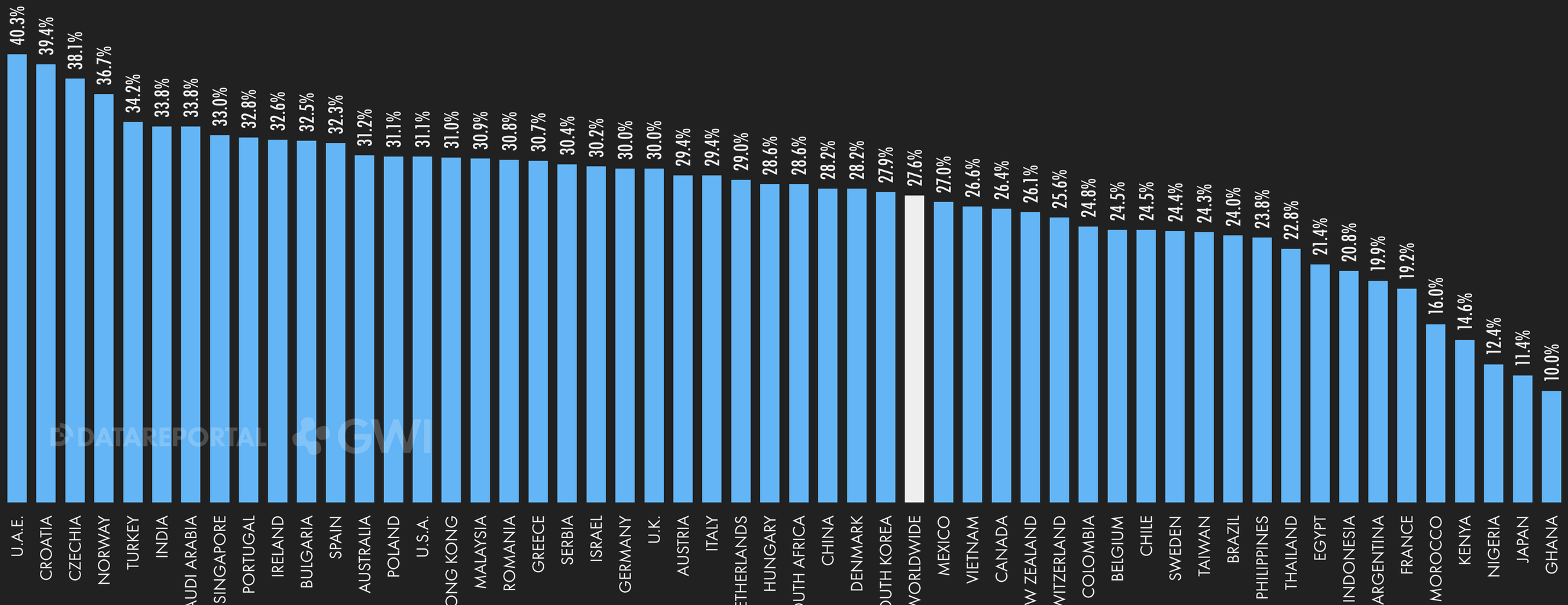
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OCT 2026

OWNERSHIP OF SMARTWATCHES

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GLOBAL OVERVIEW



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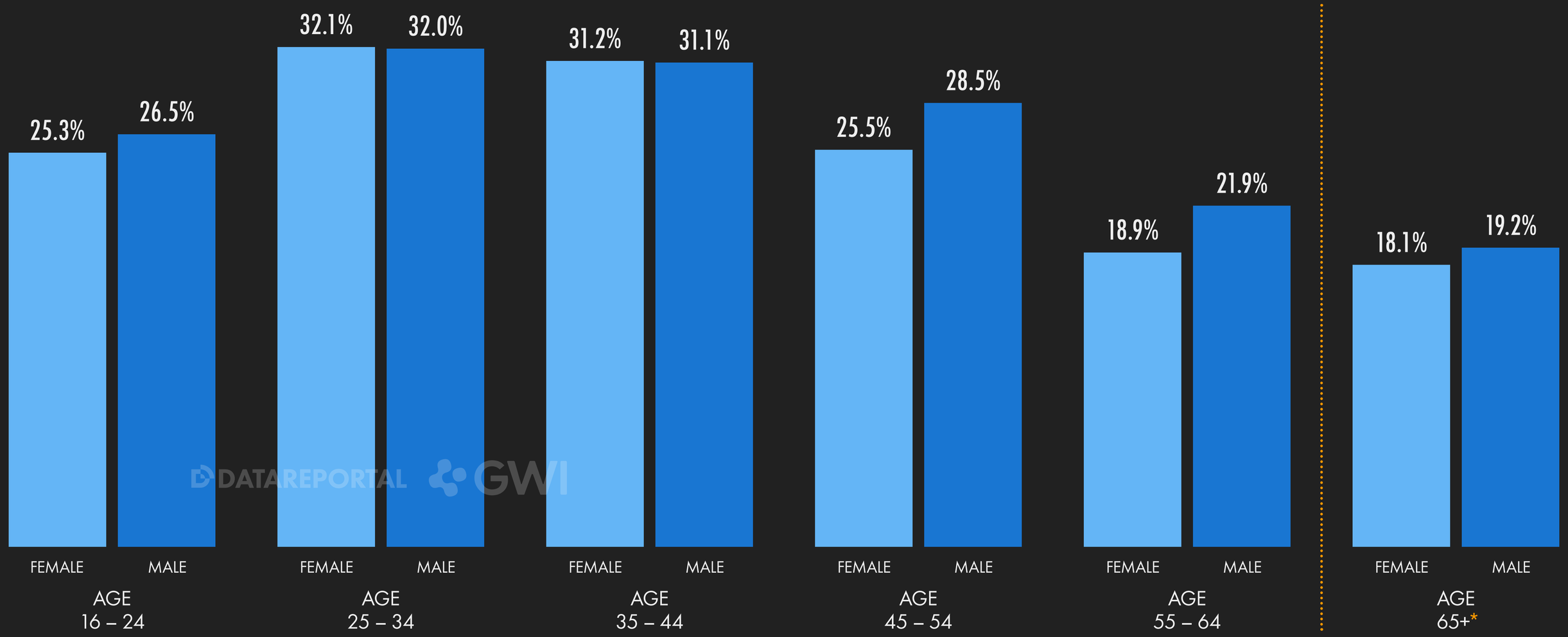
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OCT 2026

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GLOBAL OVERVIEW



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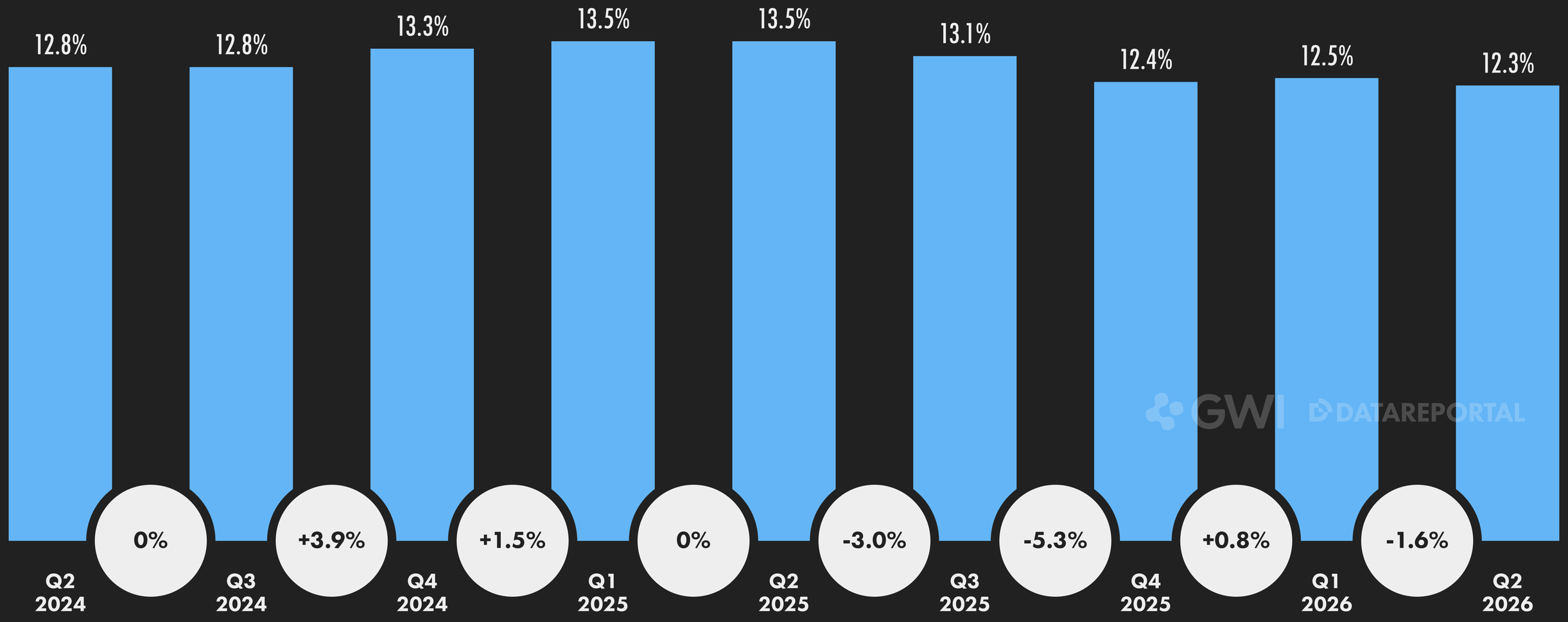
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OCT 2026

OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

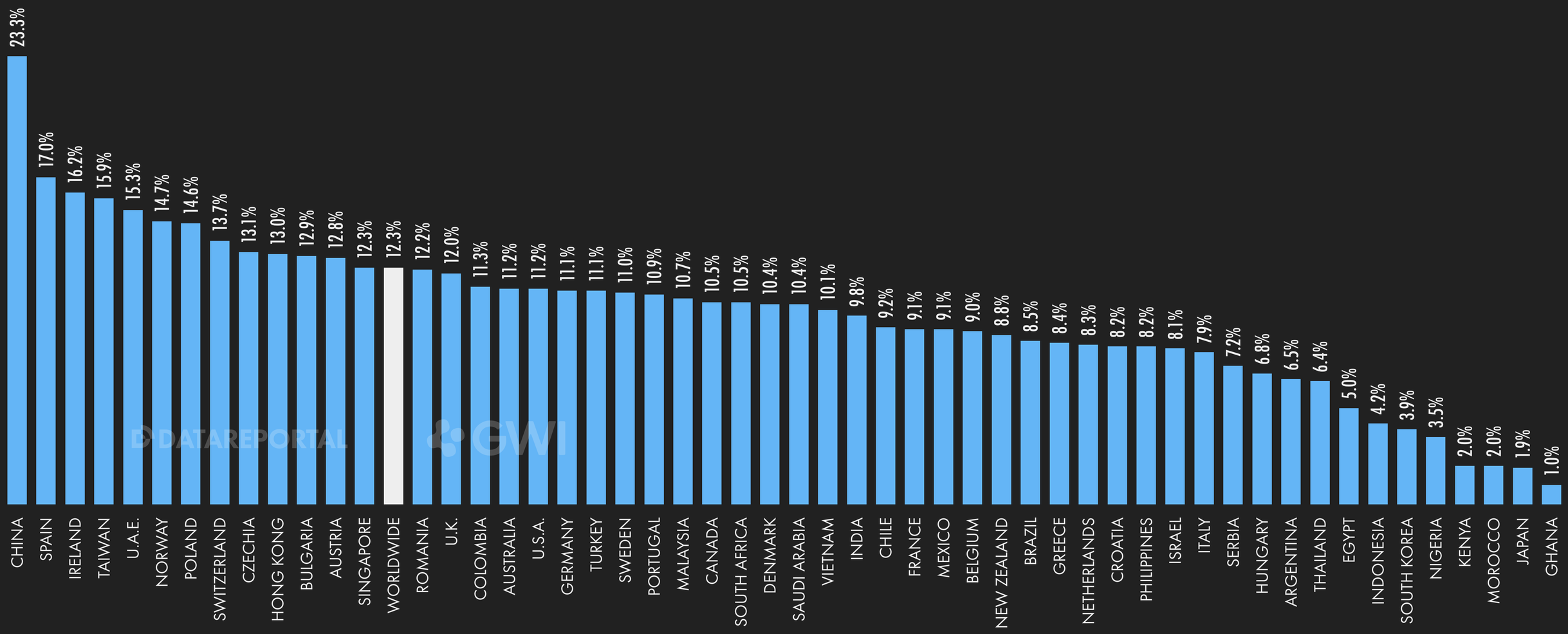
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OCT 2026

OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

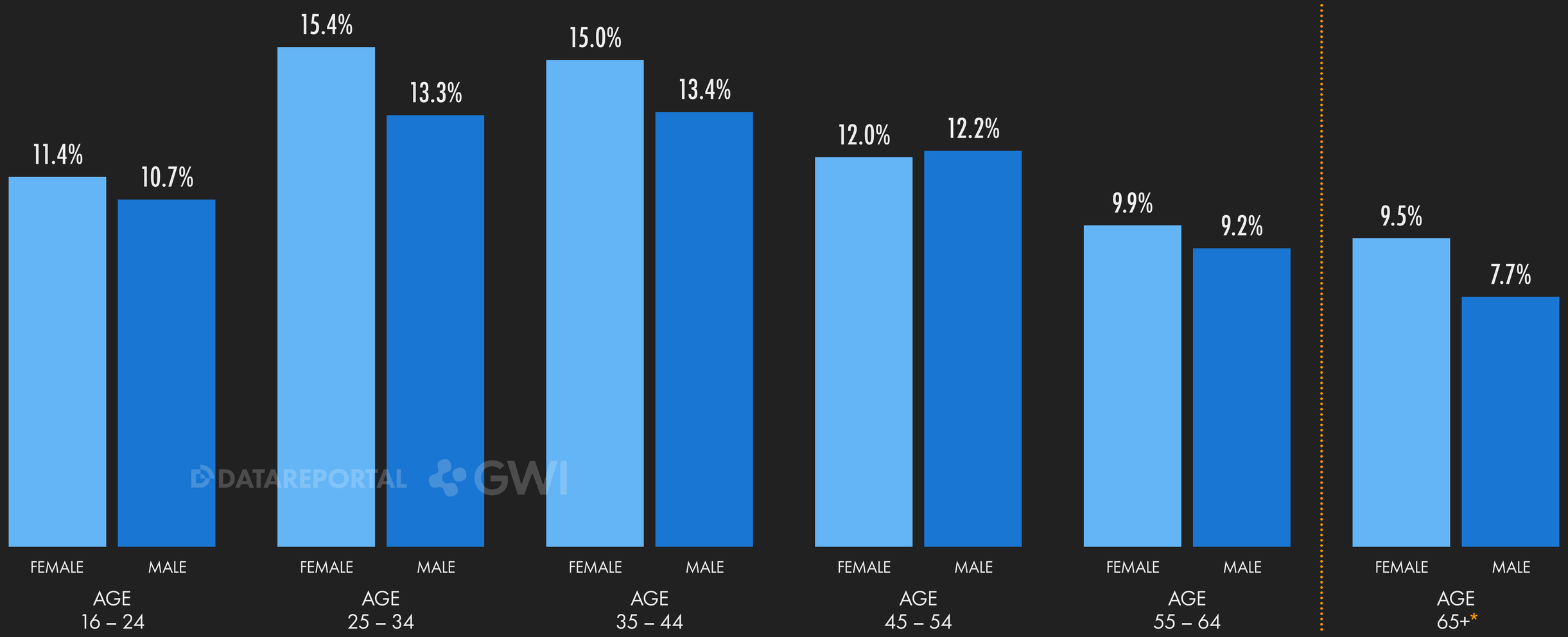
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OCT 2026

OWNERSHIP OF SMART WRISTBANDS

PERCENTAGE OF INTERNET USERS WHO OWN A SMART WRISTBAND DEVICE (E.G. FITBIT)

GLOBAL OVERVIEW



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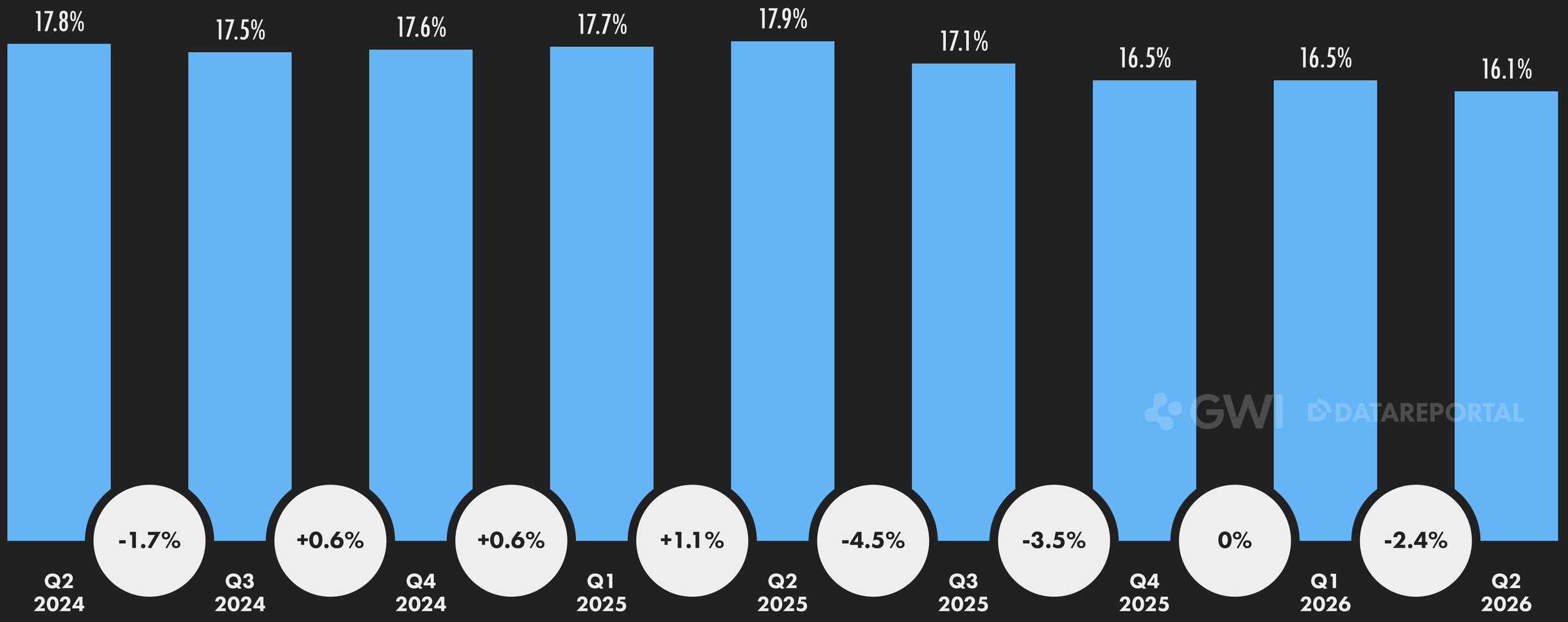
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OCT 2026

SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF SMART HOME DEVICE

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

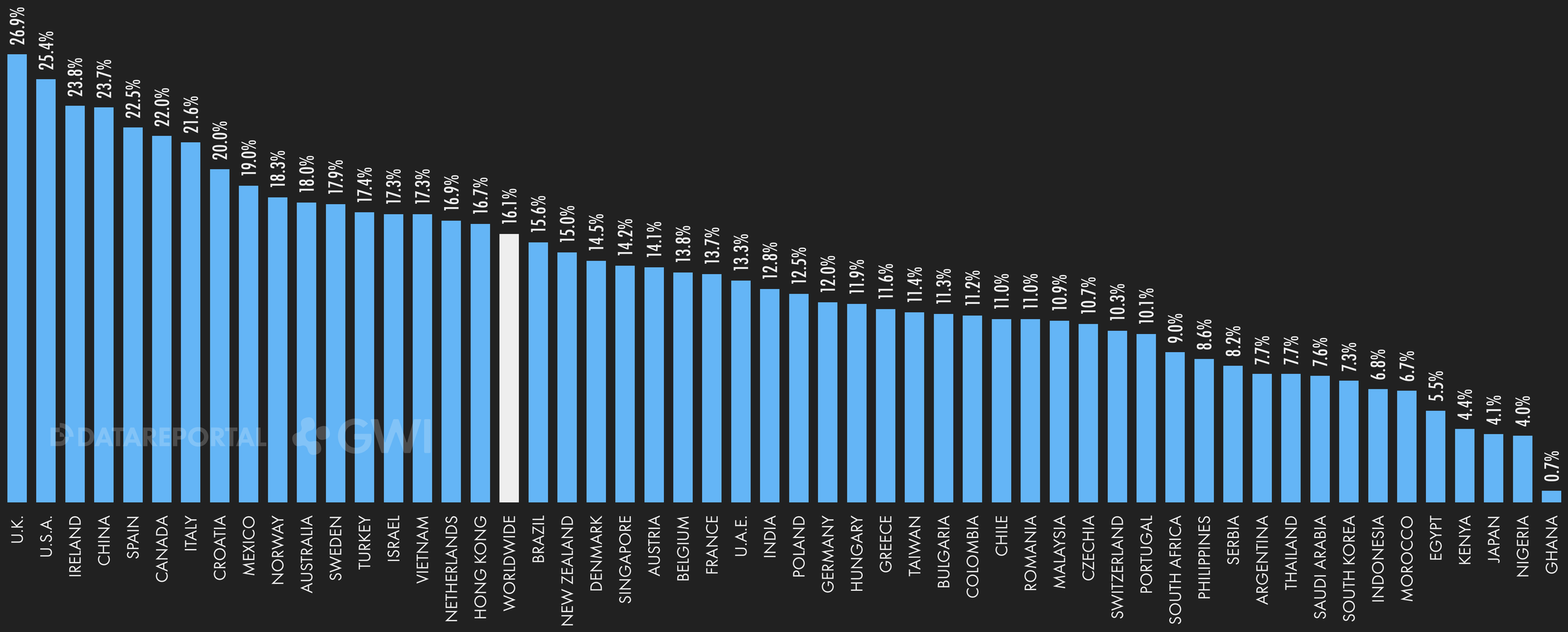
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OCT 2026

SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN SOME FORM OF SMART HOME DEVICE

GLOBAL OVERVIEW



DATAREPORTAL GWI

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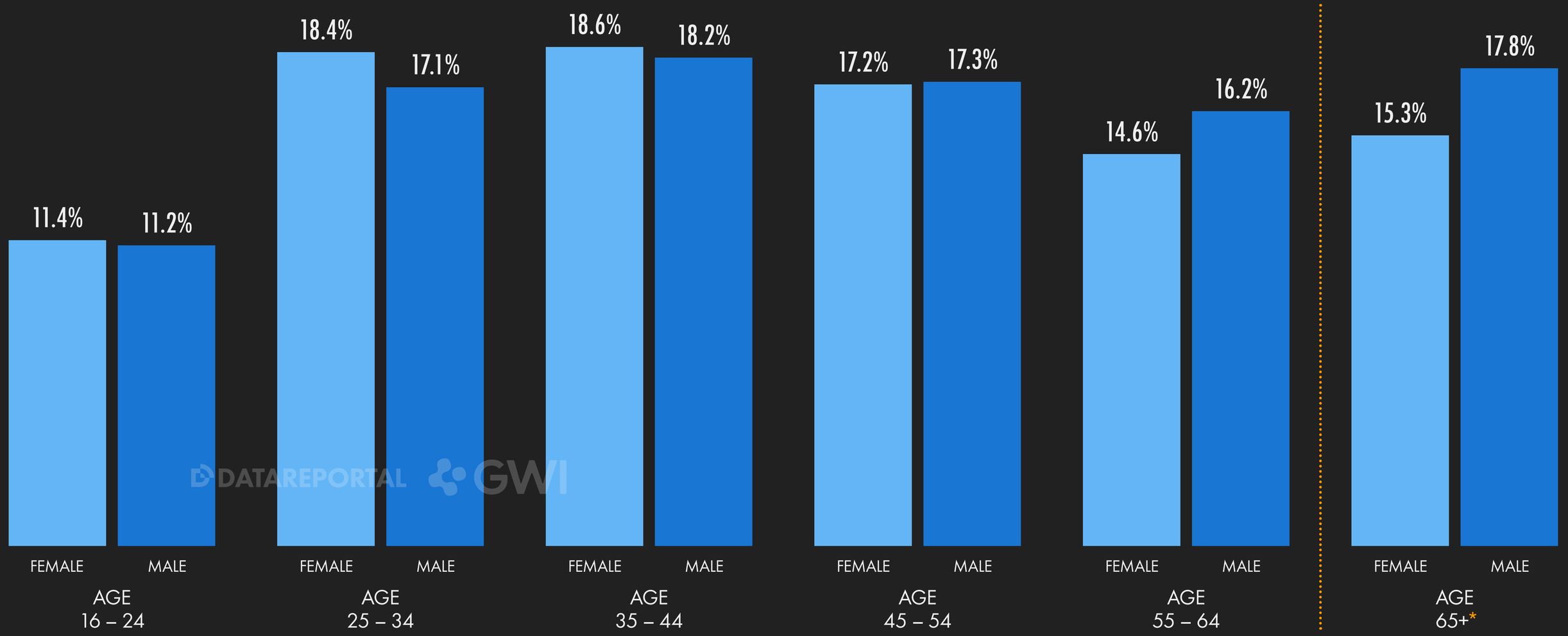
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OCT 2026

SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS WHO OWN SOME FORM OF SMART HOME DEVICE

GLOBAL OVERVIEW



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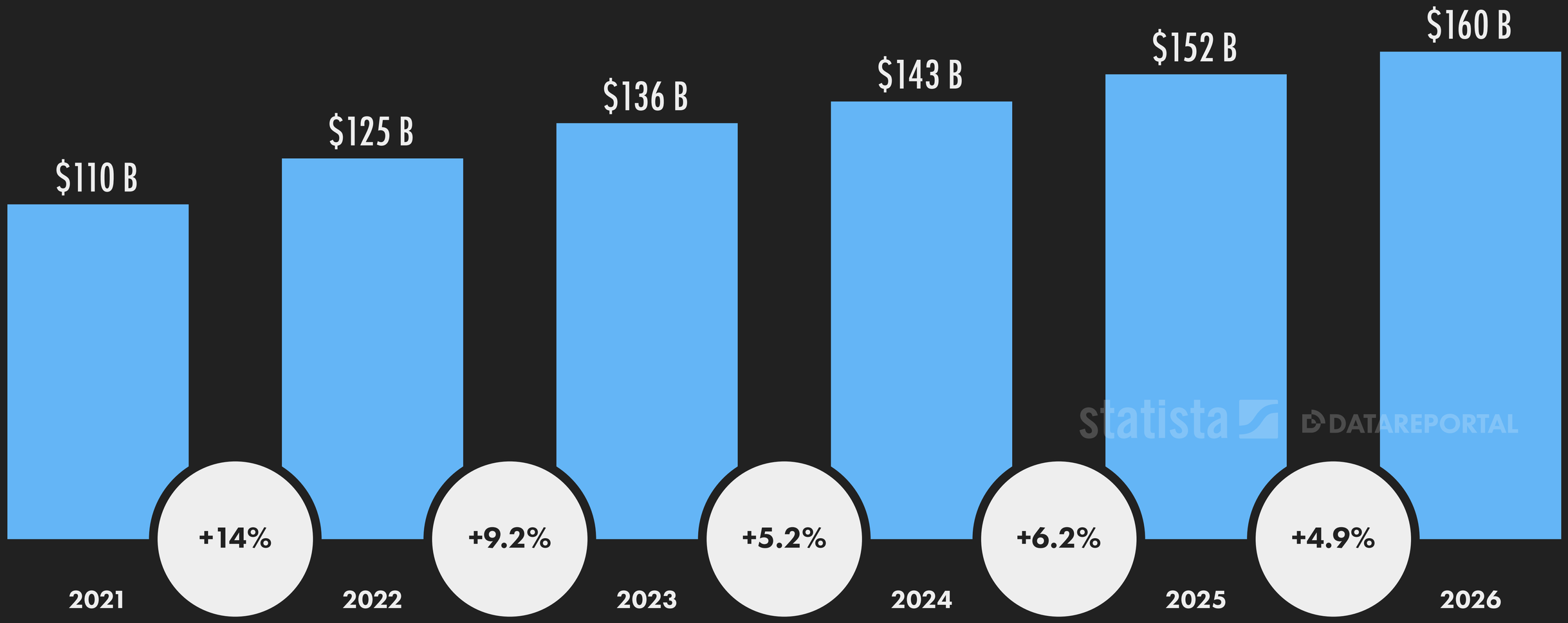
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OCT 2026

SMART HOME DEVICE REVENUES

TOTAL ANNUAL REVENUE FOR SALES OF SMART HOME DEVICE (U.S. DOLLARS)

GLOBAL OVERVIEW



Statista DATAREPORTAL

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 2026 IN U.S. DOLLARS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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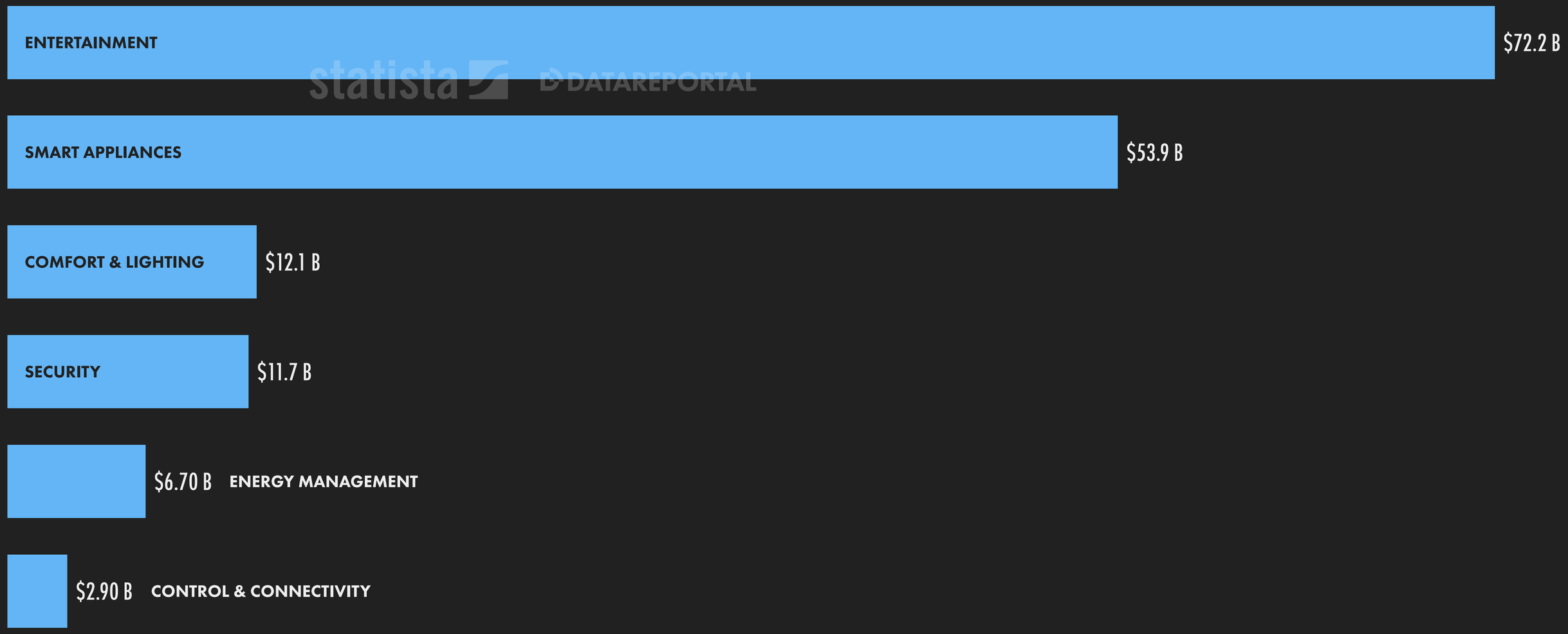
OCT 2026

SMART HOME DEVICE REVENUES

ANNUAL REVENUE FOR SALES OF VARIOUS KINDS OF SMART HOME DEVICE (U.S. DOLLARS)



GLOBAL OVERVIEW



statista DATAREPORTAL

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 2026 IN U.S. DOLLARS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

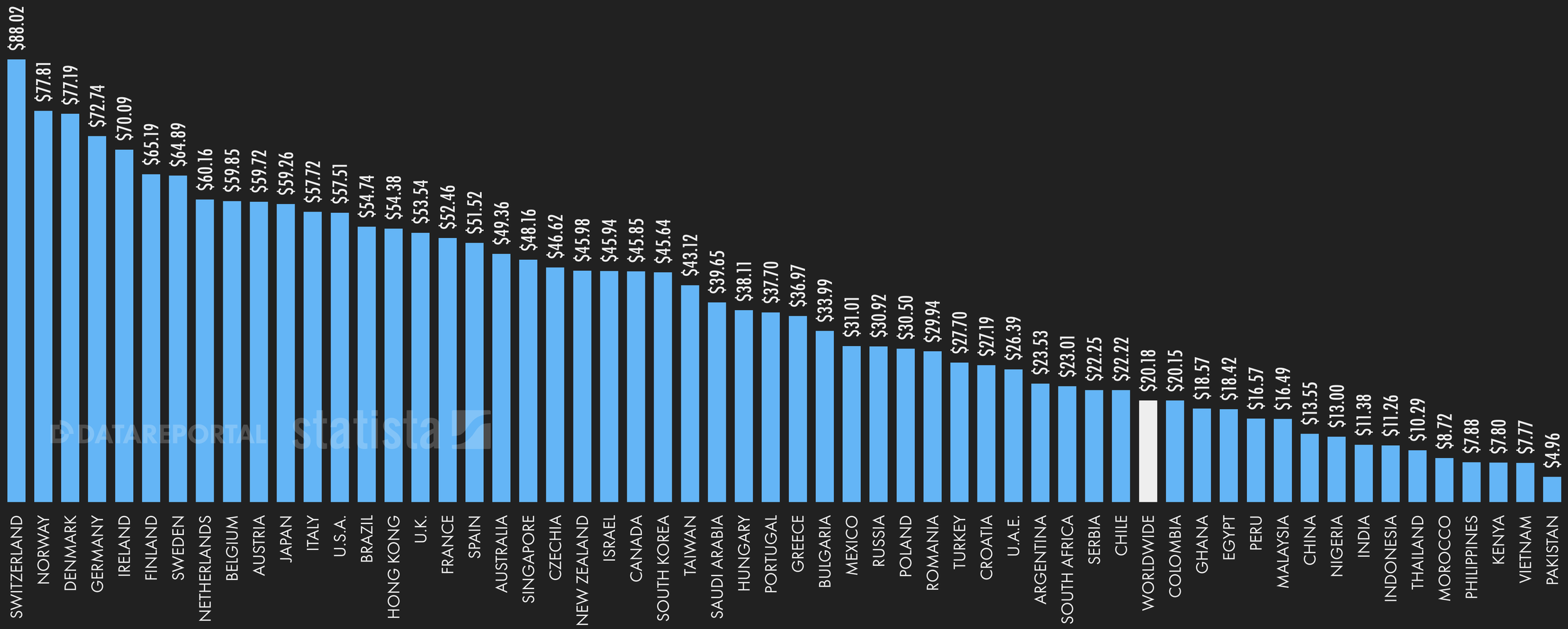
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AVERAGE REVENUE PER SMART HOME

AVERAGE ANNUAL HOUSEHOLD SPEND ON SMART HOME DEVICES BY HOUSEHOLDS WITH AT LEAST ONE SMART HOME DEVICE (U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT THE AVERAGE ANNUAL AMOUNT SPENT ON SMART HOME DEVICES (IN U.S. DOLLARS) BY HOMES WITH AT LEAST ONE SMART HOME DEVICE. "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. DOES NOT INCLUDE SMART TVS. FIGURES REPRESENT ESTIMATES FOR 2026. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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CONNECTED TV

OCT 2026

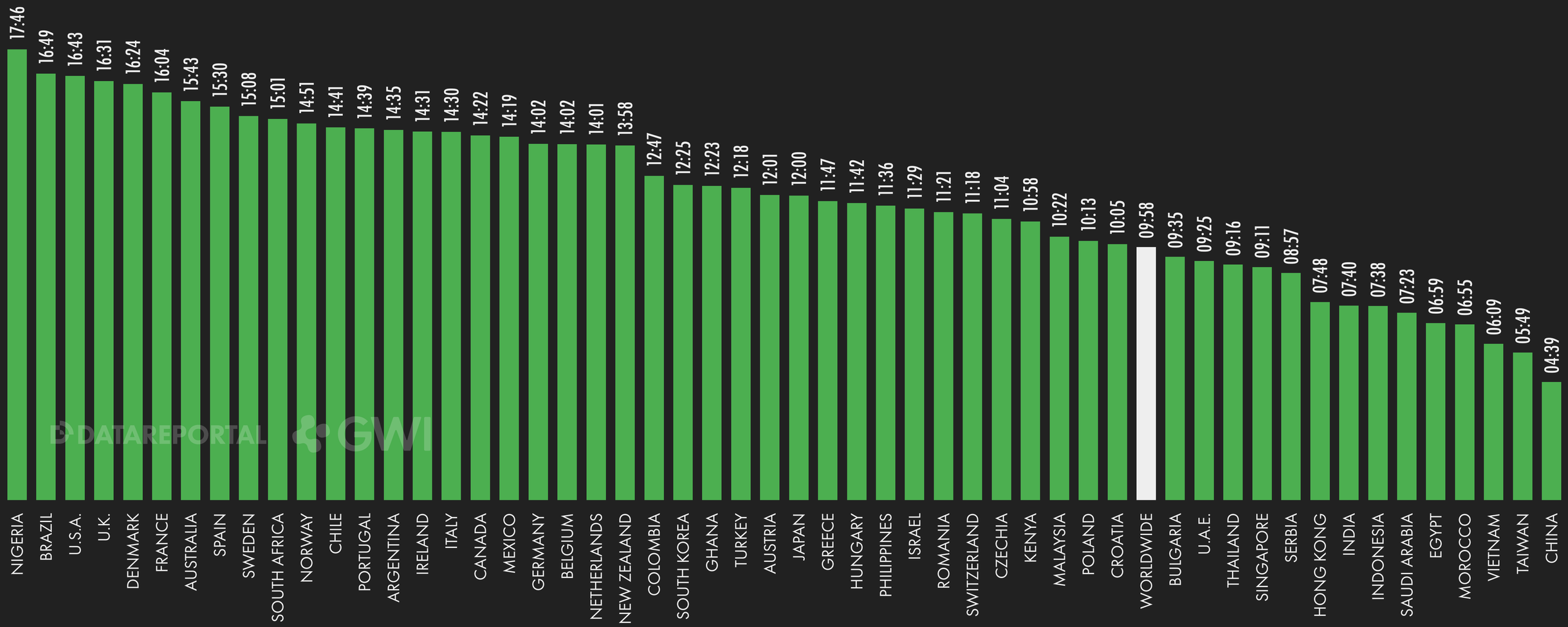
WEEKLY TIME SPENT WATCHING TELEVISION

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ANY KIND OF TV CONTENT

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT COMBINED WEEKLY TIME FOR ALL FORMS OF TV CONTENT DELIVERY, INCLUDING: BROADCAST TERRESTRIAL TV, CABLE TV, STREAMING AND VIDEO-ON-DEMAND, AND TV CONTENT SAVED TO A RECORDING DEVICE (E.G. DVR). **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE NOTES ON DATA.

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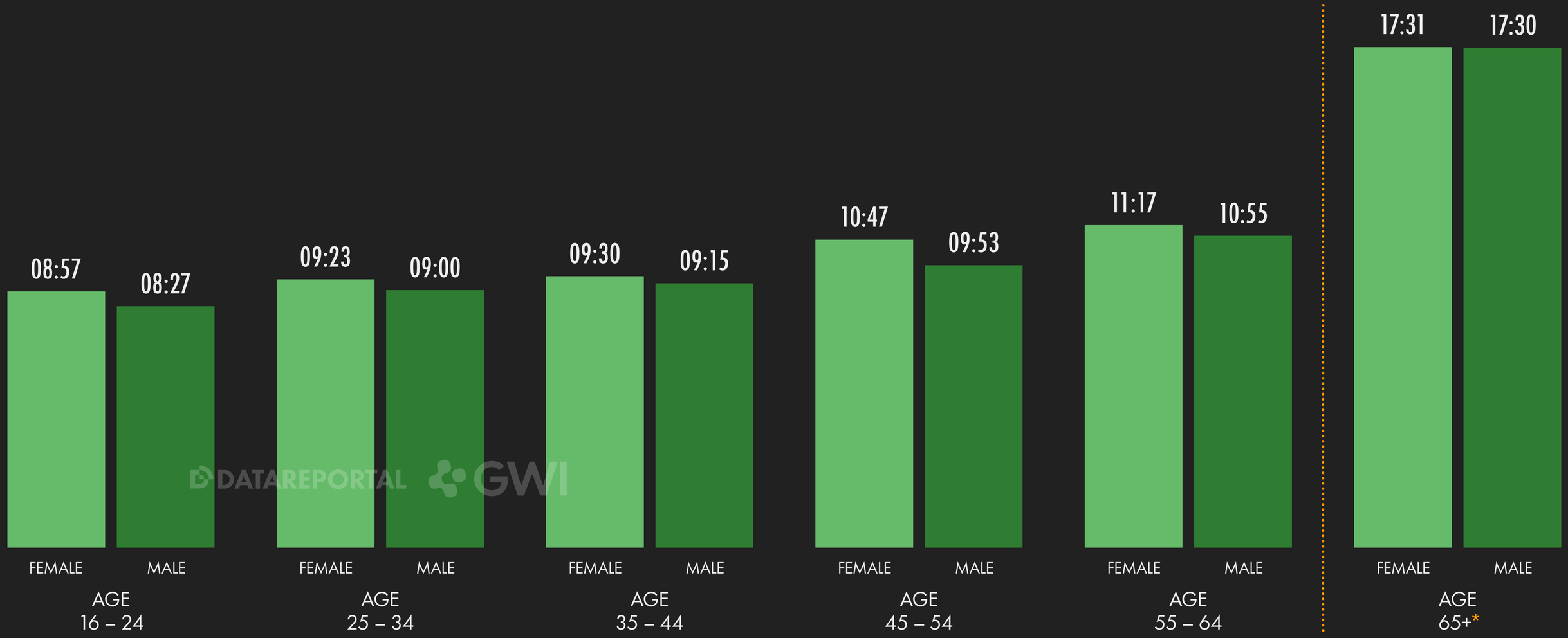
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GLOBAL OVERVIEW



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HOW INTERNET USERS WATCH TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH TV VIA EACH MEANS OF CONTENT DELIVERY EACH MONTH



GLOBAL OVERVIEW

WATCH ANY KIND OF TV CONTENT VIA ANY MEANS OF CONTENT DELIVERY



97.2%

YEAR-ON-YEAR CHANGE

-0.2% (-20 BPS)

WATCH LIVE OR "LINEAR" TV PROGRAMMING (E.G. BROADCAST OR CABLE TV)



87.4%

YEAR-ON-YEAR CHANGE

+0.1% (+10 BPS)

WATCH TV CONTENT VIA AN ON-DEMAND SERVICE (E.G. A STREAMING PLATFORM)



92.1%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

WATCH TV CONTENT SAVED TO A RECORDING DEVICE (E.G. A DVR)



21.8%

YEAR-ON-YEAR CHANGE

-1.4% (-30 BPS)

DO NOT WATCH ANY KIND OF TV CONTENT



2.8%

YEAR-ON-YEAR CHANGE

+7.7% (+20 BPS)

SOURCE: GWI (Q2 2026). **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

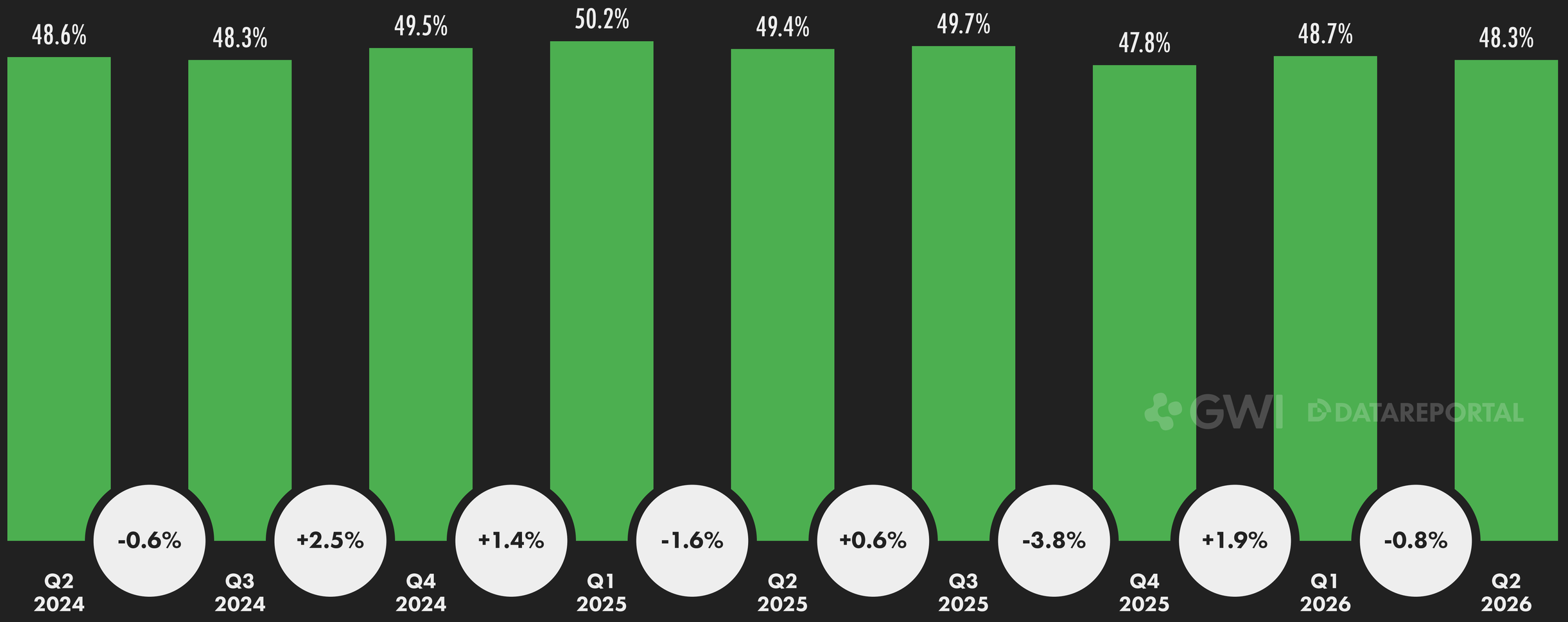
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DEVICE OWNERSHIP: SMART TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART TELEVISION

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

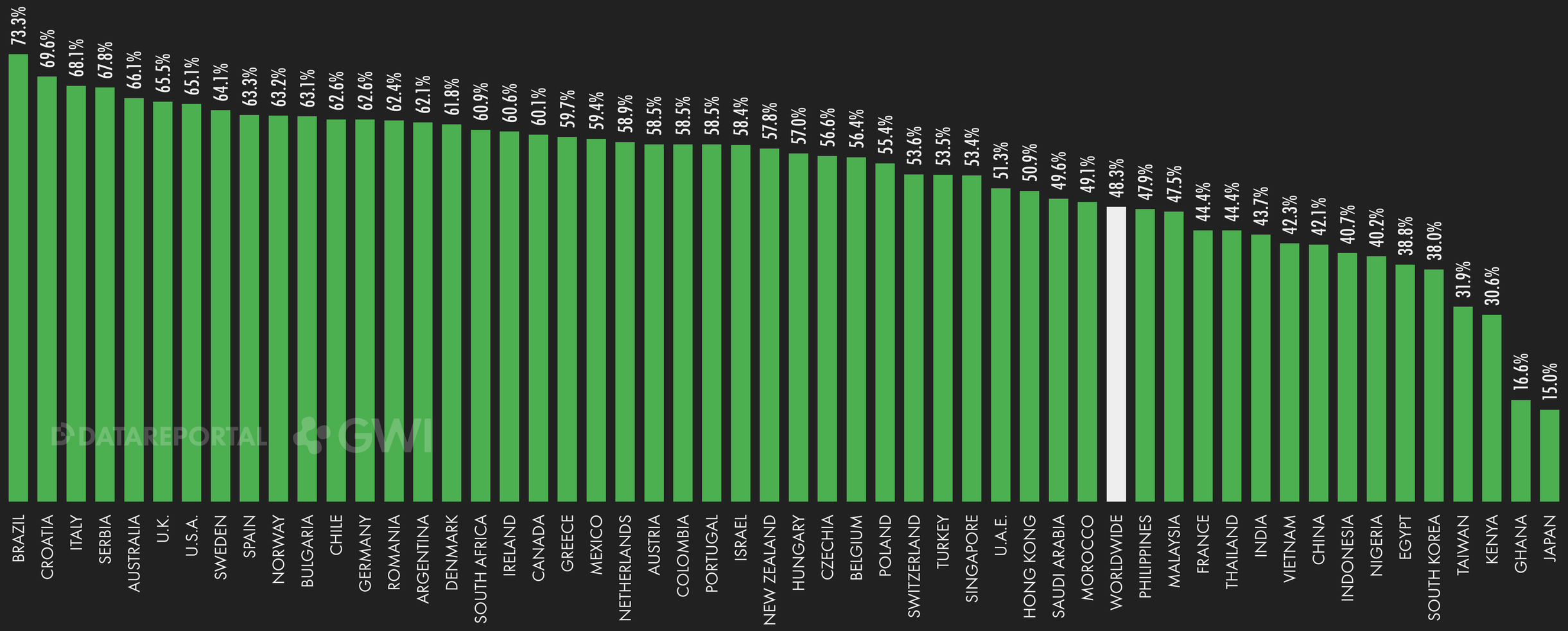
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OCT 2026

DEVICE OWNERSHIP: SMART TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMART TELEVISION

GLOBAL OVERVIEW



DATAREPORTAL GWI

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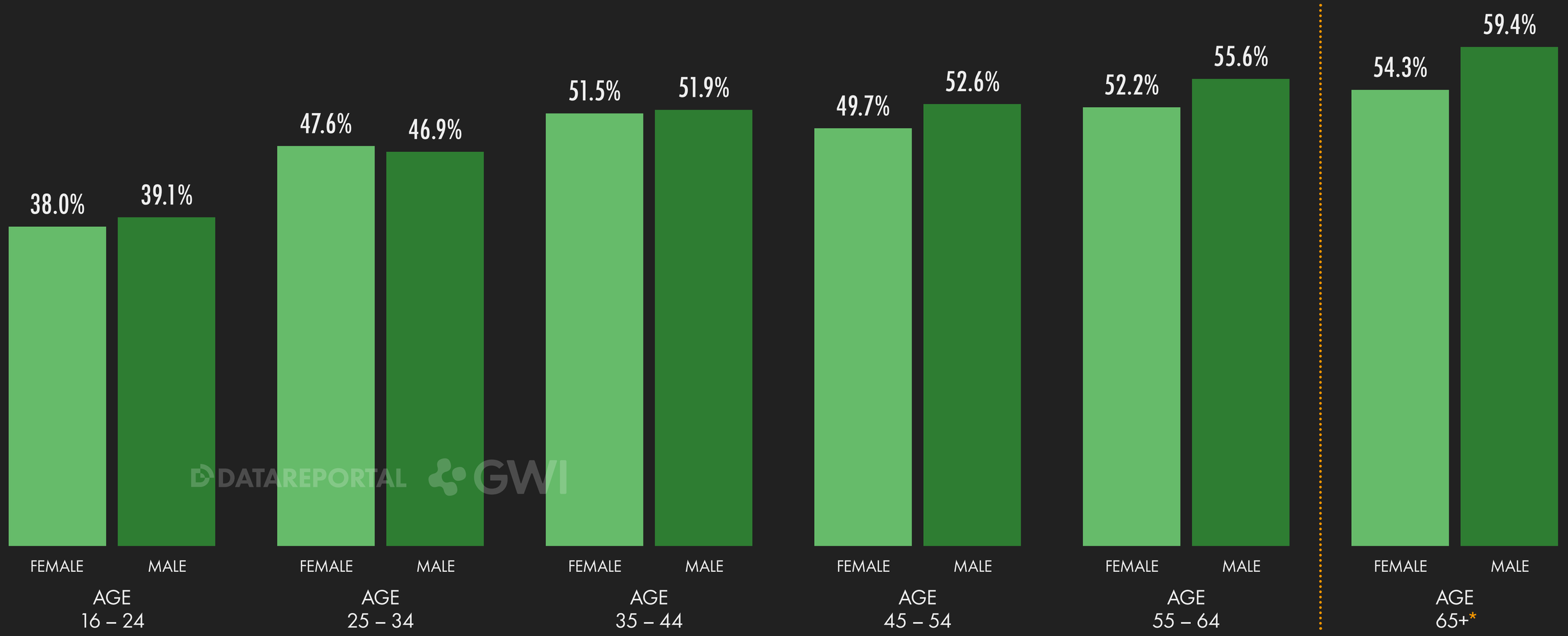
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DEVICE OWNERSHIP: SMART TV

PERCENTAGE OF INTERNET USERS WHO OWN A SMART TELEVISION

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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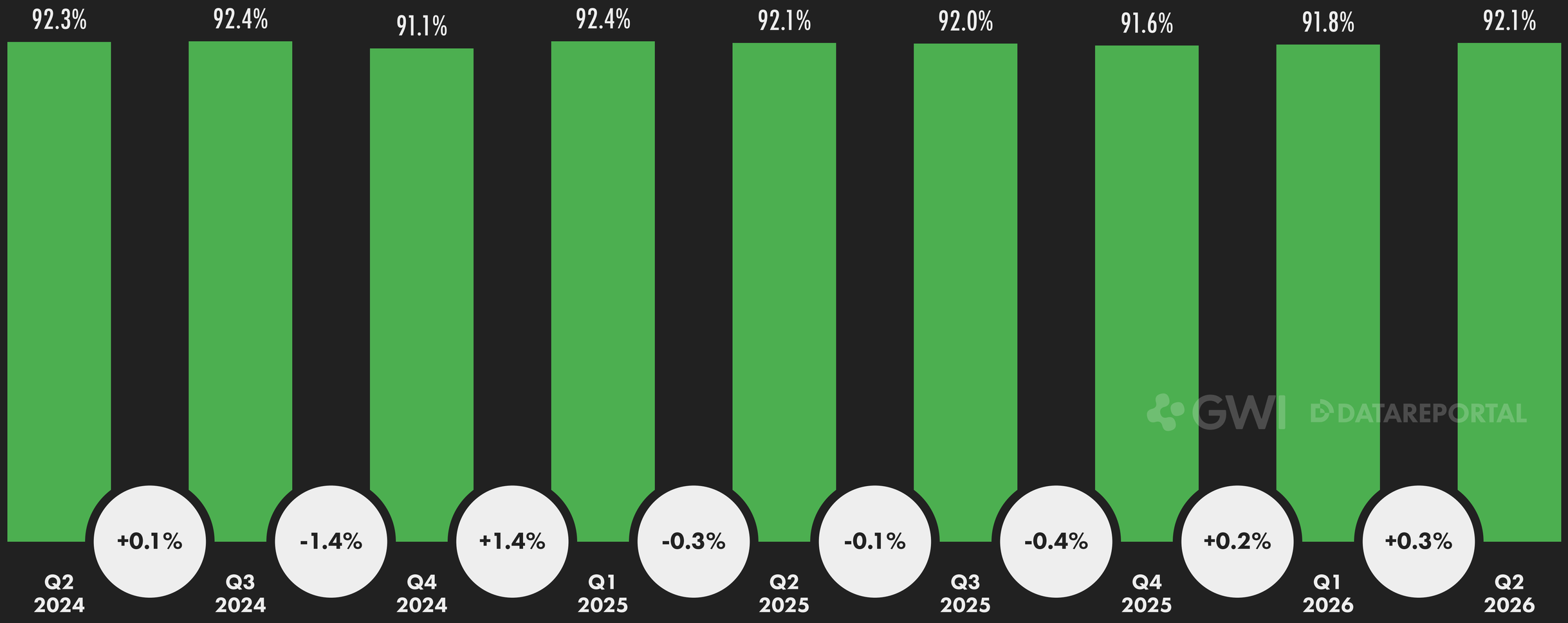
OCT 2026

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

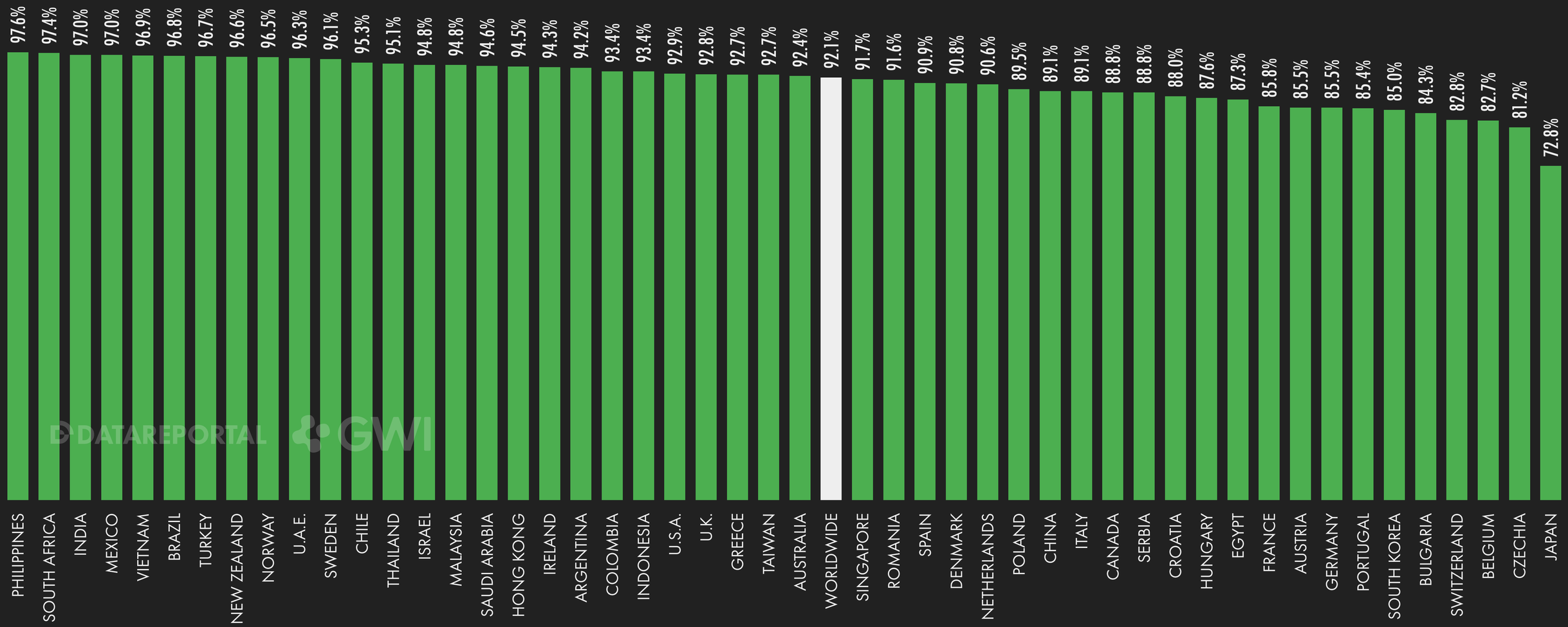
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OCT 2026

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

GLOBAL OVERVIEW



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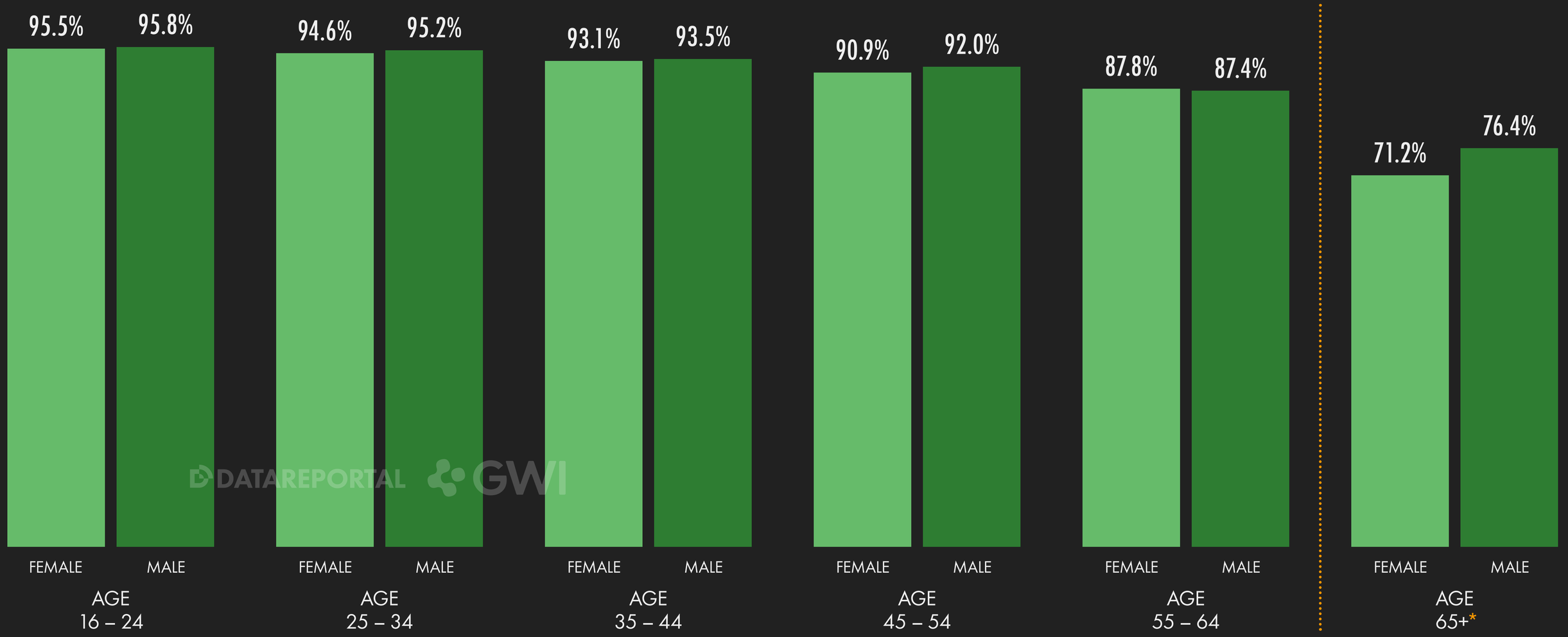
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GLOBAL OVERVIEW



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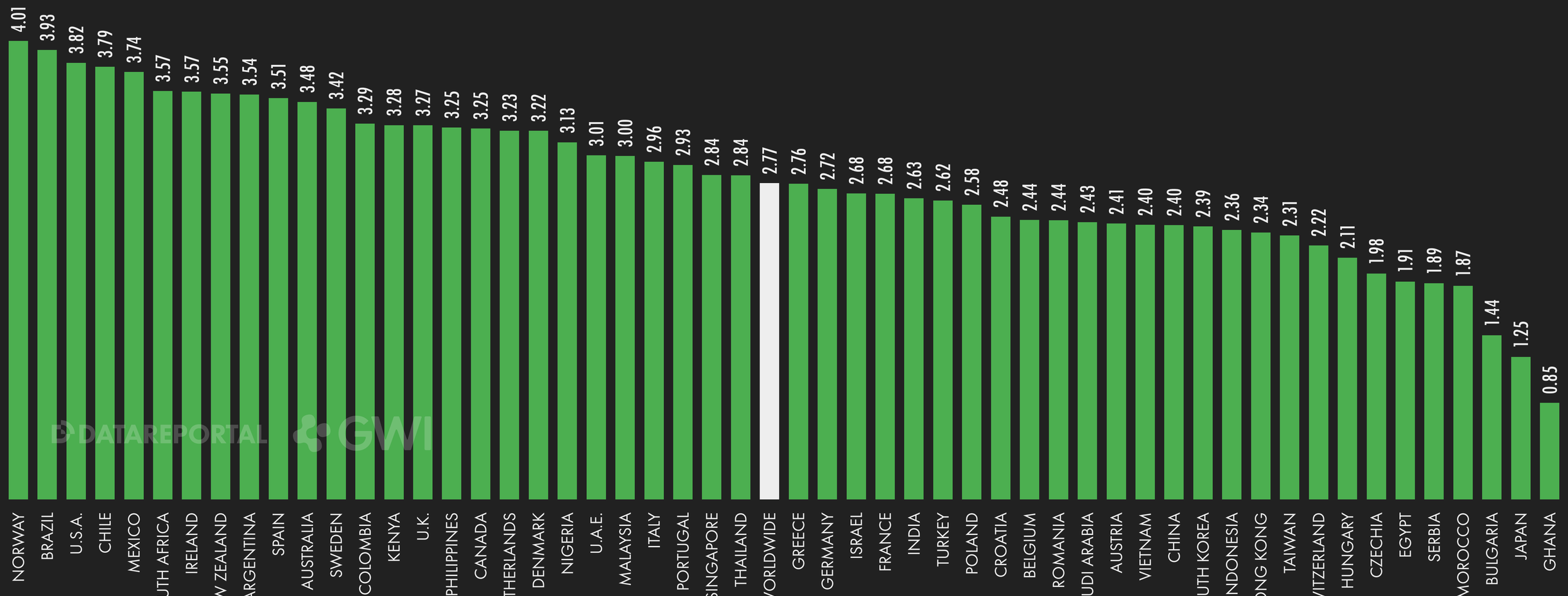
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FREQUENCY OF WATCHING STREAMING TV

THE AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH ONLINE STREAMING TV CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE AVERAGE NUMBER OF DAYS EACH WEEK THAT RESPONDENTS USE STREAMING TV AND VIDEO-ON-DEMAND SERVICES SUCH AS NETFLIX, DISNEY+, AND AMAZON PRIME. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

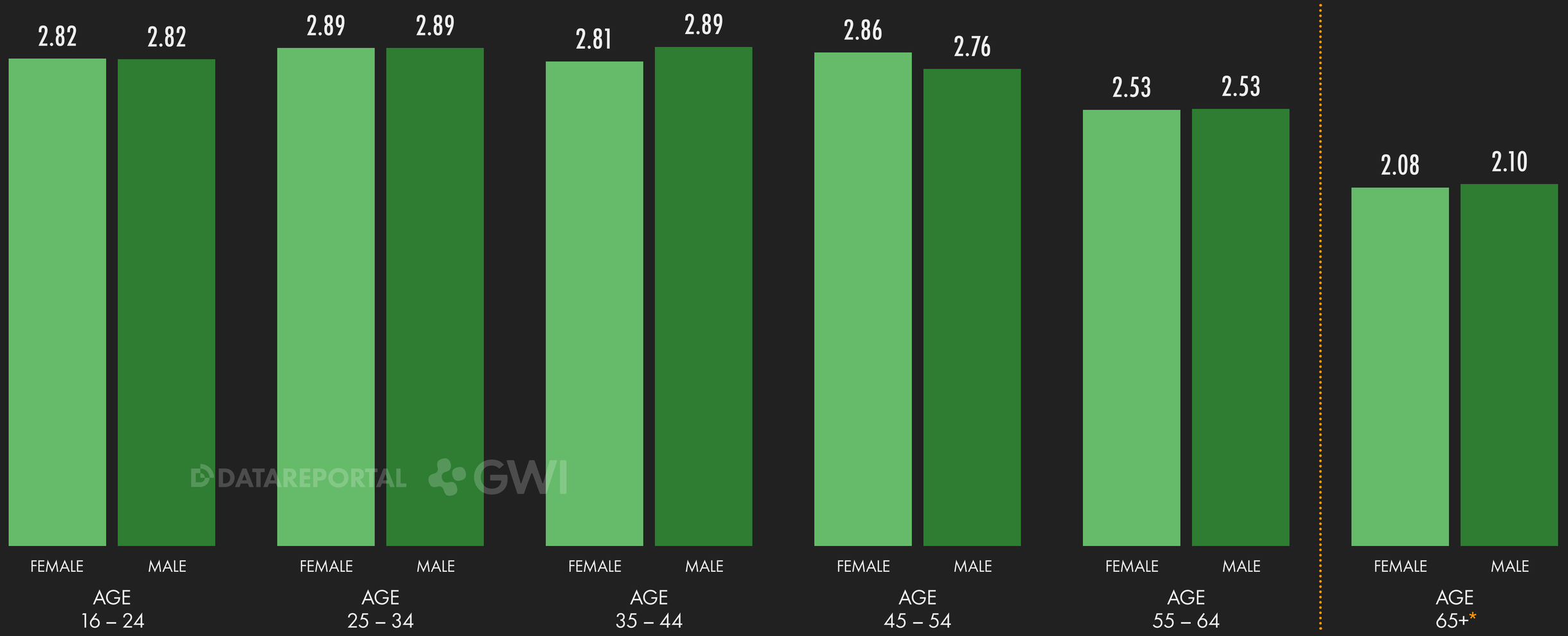
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GLOBAL OVERVIEW



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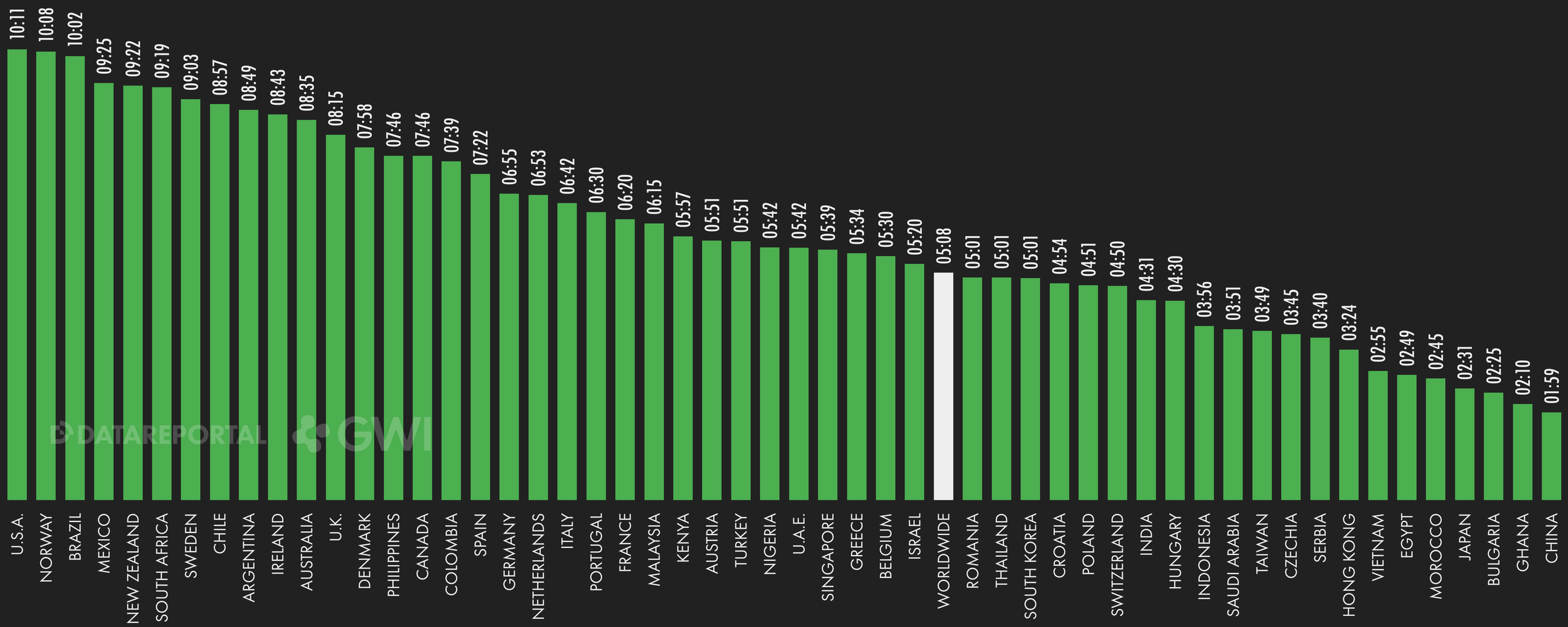
OCT 2026

WEEKLY TIME SPENT WATCHING STREAMING TV

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ONLINE STREAMING TV CONTENT

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

GLOBAL OVERVIEW



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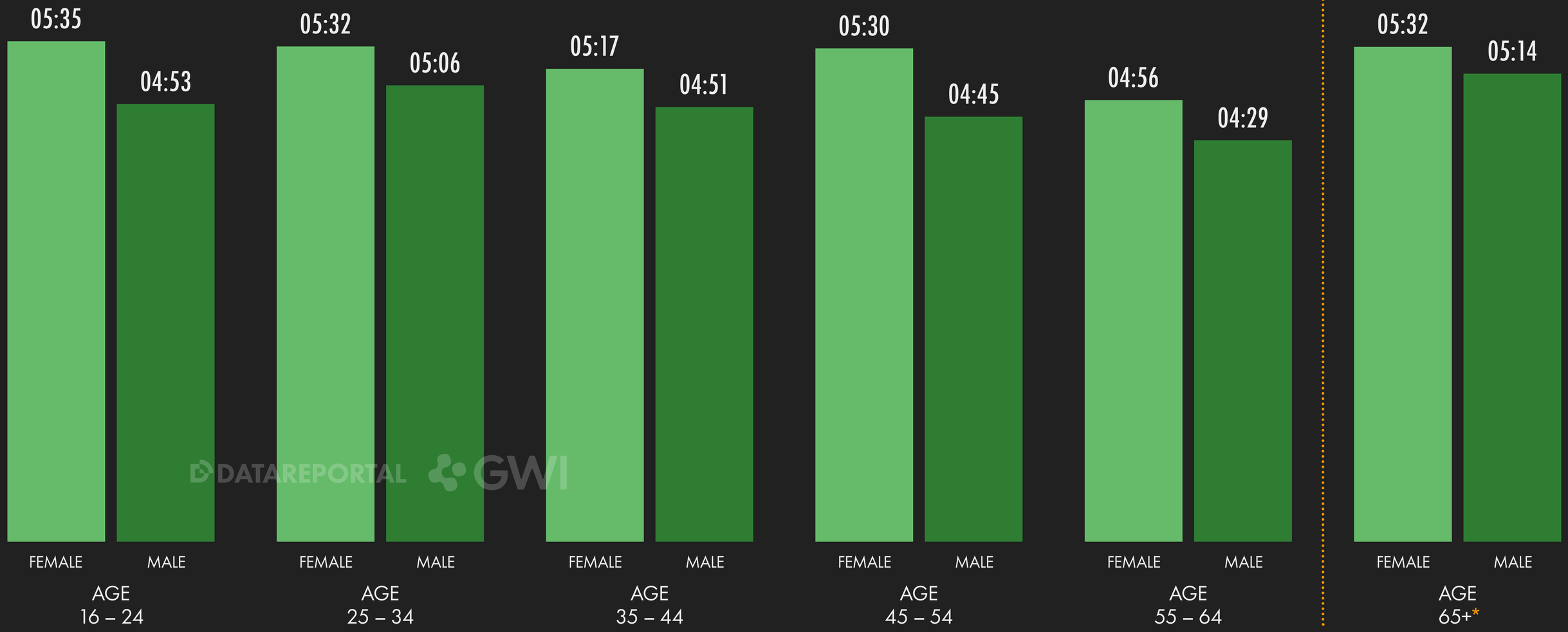
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GLOBAL OVERVIEW



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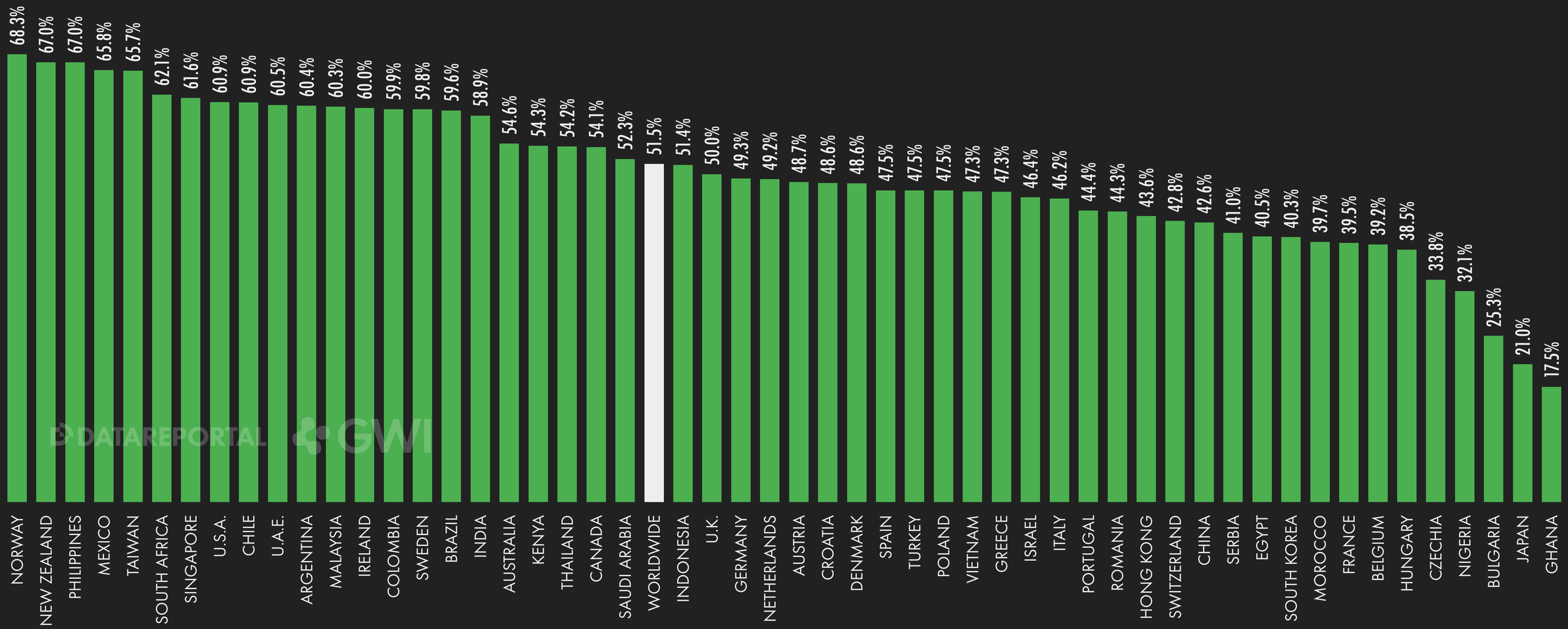
OCT 2026

STREAMING'S SHARE OF TOTAL TV TIME

TIME SPENT WATCHING STREAMING TV SERVICES AS A PERCENTAGE OF THE TOTAL TIME INTERNET USERS AGED 16+ SPEND WATCHING TV

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

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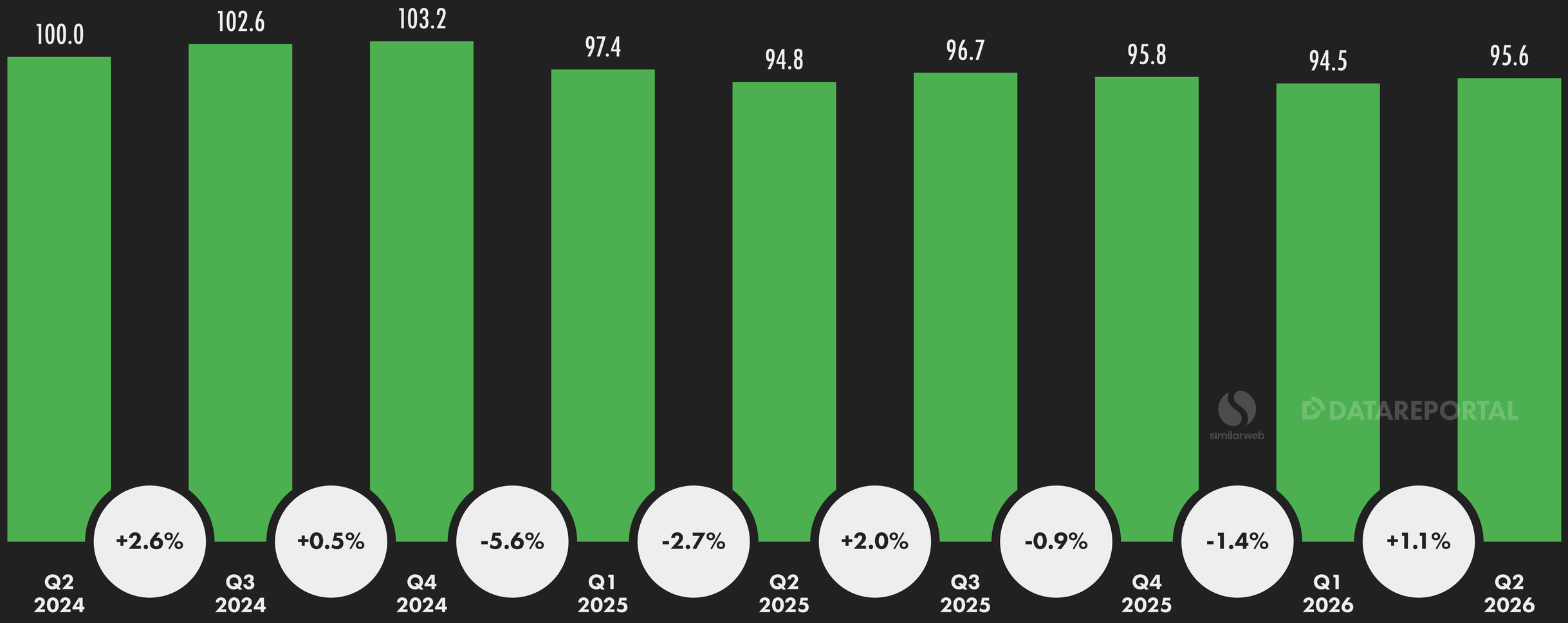
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INDEXED VISITS TO TV AND STREAMING WEBSITES

AVERAGE COMBINED MONTHLY VISITS TO TV AND STREAMING SITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** ONLY INCLUDES TRAFFIC TO WEBSITES, AND DOES NOT FACTOR ACTIVITY IN NATIVE MOBILE APPS OR SMART TV APPS. THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "TV, MOVIES, AND STREAMING" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

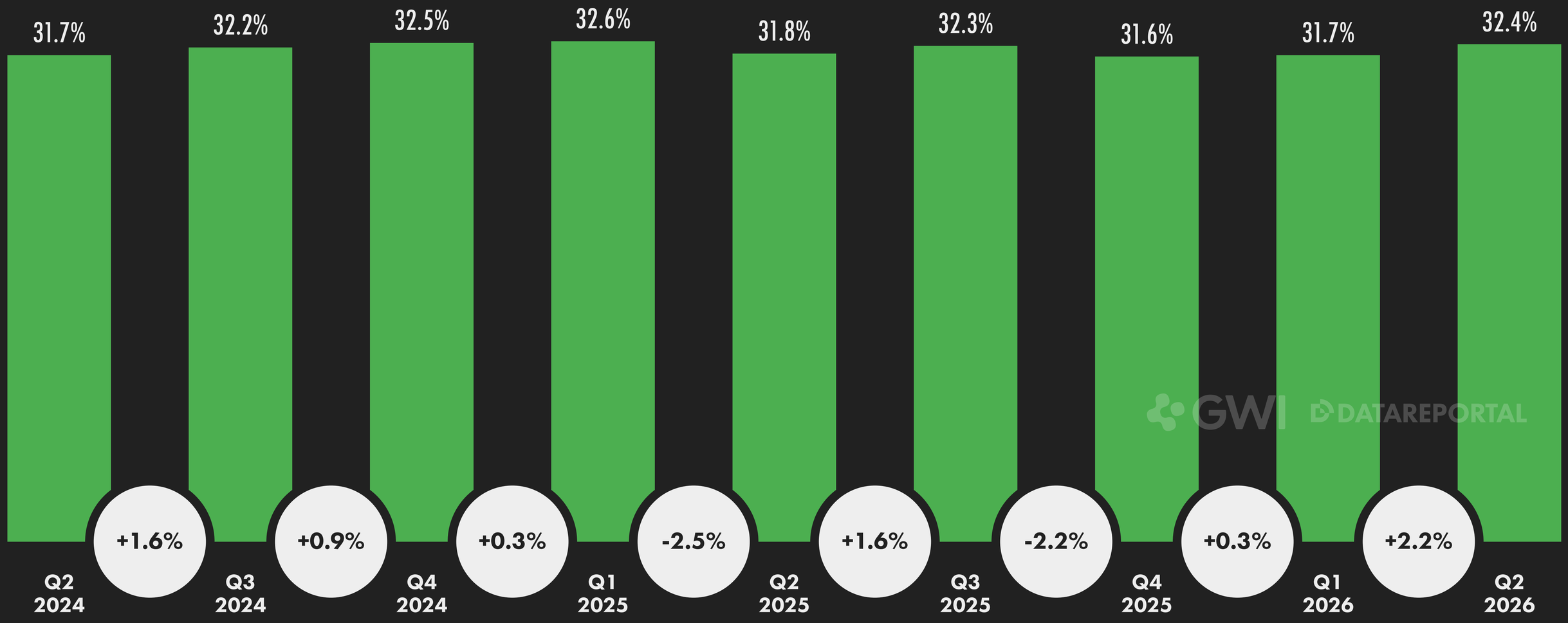
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OCT 2026

PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

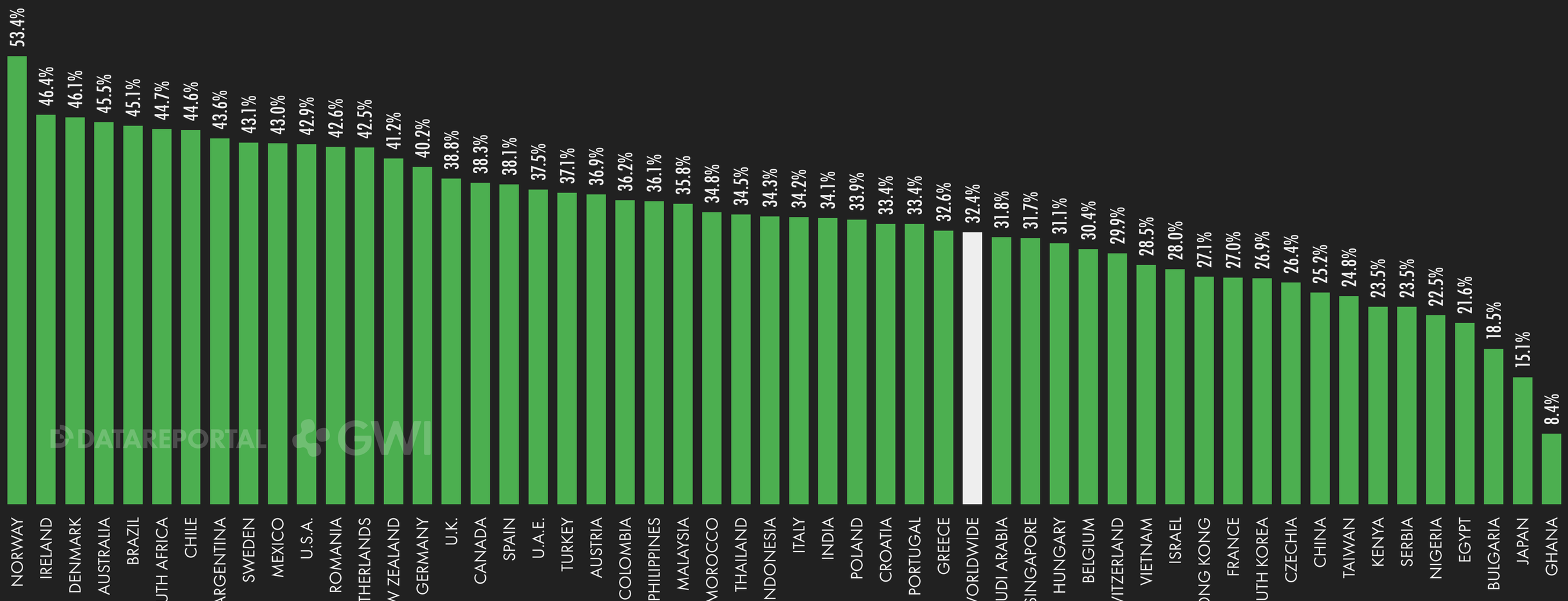
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PAYING FOR TV AND MOVIE STREAMING SERVICES

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GLOBAL OVERVIEW



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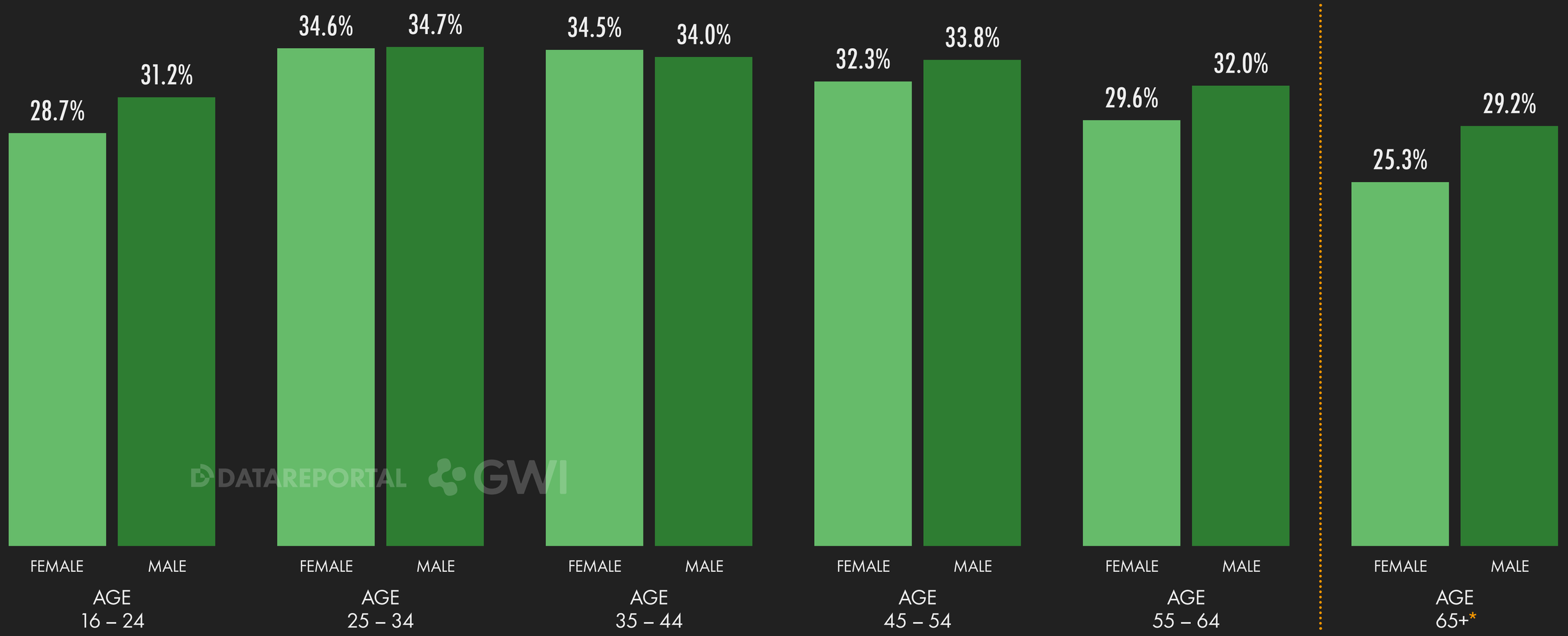
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PAYING FOR TV AND MOVIE STREAMING SERVICES

PERCENTAGE OF INTERNET USERS WHO PAY FOR A TV OR MOVIE STREAMING SERVICE EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

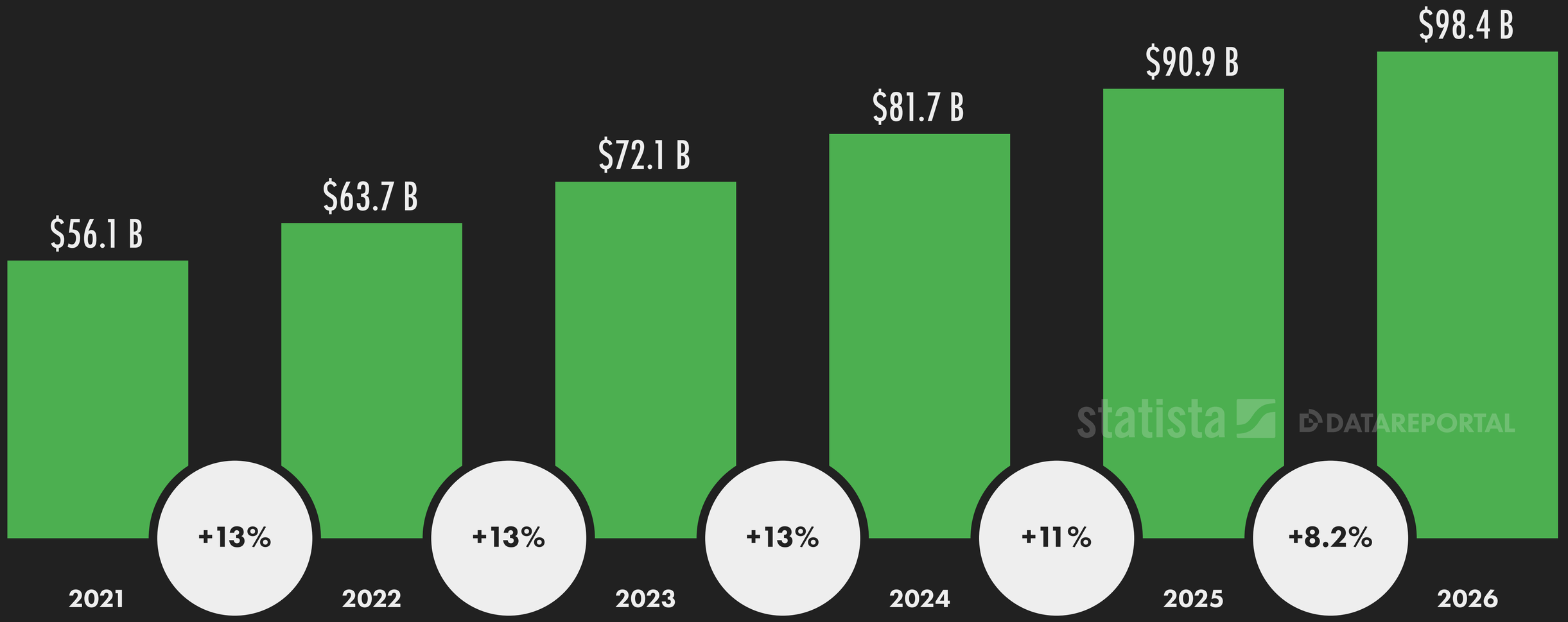
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OCT 2026

VIDEO STREAMING SUBSCRIPTION REVENUES

ESTIMATED TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

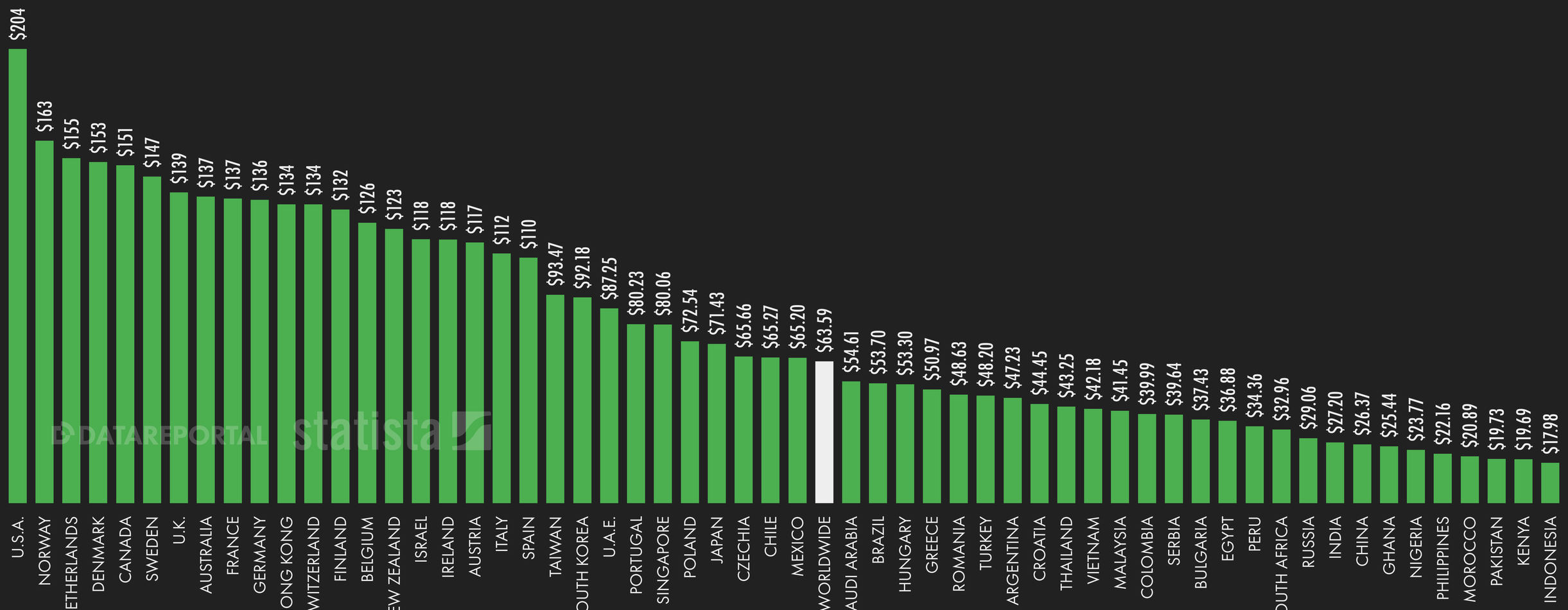
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OCT 2026

VIDEO STREAMING SUBSCRIPTION ARPU

ESTIMATED AVERAGE TOTAL ANNUAL SPEND PER USER ON VIDEO STREAMING SERVICE SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2026 SPEND ON VIDEO STREAMING SUBSCRIPTIONS PER USER OF VIDEO STREAMING SERVICES. THE SAME INDIVIDUAL MAY SUBSCRIBE TO MULTIPLE PLATFORMS, SO VALUES MAY INCLUDE SPEND ON MORE THAN ONE SERVICE. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS BETWEEN 01 JULY AND 30 SEPTEMBER 2026



GLOBAL OVERVIEW

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	72 HOURS	100	THE DEVIL WEARS PRADA 2	100	PROJECT HAIL MARY	100	MORTAL KOMBAT II	100
02	THE WHISPER MAN	99.9	AVATAR: FIRE AND ASH	88.8	MASTERS OF THE UNIVERSE	75.3	LEE CRONIN'S THE MUMMY	91.5
03	THE LAST HOUSE	88.6	HOPPERS	62.7	THE LAST SUNRISE	55.4	SUPERGIRL	64.1
04	THE SECRET WOMAN	68.7	AVENGERS: ENDGAME	54.3	SHELTER	51.7	MORTAL KOMBAT	32.3
05	ELIZE: SHADOWS OF A WOMAN	65.4	AVENGERS: INFINITY WAR	51.6	THE RUNNER	45.0	PRACTICAL MAGIC	29.2
06	FACING EL CHAPO	61.3	THE MANDALORIAN AND GROGU	42.3	THE DEVIL'S MOUTH	44.8	THEY WILL KILL YOU	23.5
07	ENOLA HOLMES 3	57.9	READY OR NOT 2: HERE I COME	32.8	THE SHEEP DETECTIVES	44.4	FIVE NIGHTS AT FREDDY'S 2	21.5
08	VOICEMAILS FOR ISABELLE	55.5	DESCENDANTS: WICKED WONDERLAND	28.0	DRAWN TOGETHER	39.0	THE ACCOUNTANT²	19.7
09	DESIRE	48.0	TOY STORY	27.6	YOUR FAULT: LONDON	21.9	TROY	18.0
10	DON'T SAY GOOD LUCK	40.0	MOANA 2	27.0	IN THE GREY	20.8	A PRIVATE LIFE	17.9

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2026. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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OCT 2026

TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN BETWEEN 01 JULY AND 30 SEPTEMBER 2026



GLOBAL OVERVIEW

#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	I WILL FIND YOU	100	FURIOUS	100	OFF CAMPUS	100	HOUSE OF THE DRAGON	100
02	AGENT KIM REACTIVATED	65.4	THE SHARDS	41.4	REACHER	75.8	STUART FAILS TO SAVE THE UNIVERSE	80.1
03	THE GENTLEMEN	52.0	SOY LUNA: LET'S ROLL AGAIN	20.1	STERLING POINT	58.1	LANTERNS	62.6
04	MY LIFE WITH THE WALTER BOYS	41.8	BLUEY COMPILATIONS	19.4	ELLE	57.7	RICK AND MORTY	61.8
05	SPOOKY IN LOVE	41.1	WELCOME TO THE FAMILY: THE MURDER OF DAN MARKEL	15.0	RIDE OR DIE	49.8	PRESIDENT CURTIS	60.7
06	CREW GIRL	39.5	POMPEII: OUT OF TIME WITH TOM HIDDLESTON	13.3	EVERY YEAR AFTER	33.3	LIFE, LARRY AND THE PURSUIT OF UNHAPPINESS	24.7
07	DEATH OF THE PASTOR'S WIFE	38.6	A SHOP FOR KILLERS	13.2	SEE YOU AT WORK TOMORROW!	32.9	FAR AWAY	22.7
08	OUR STICKY LOVE	36.3	R.J. DECKER	13.2	YO SOY BETTY LA FEA	32.0	90 DAY FIANCÉ	16.8
09	BLOOD SACRIFICE	36.1	STAR WARS: THE MANDALORIAN AND GROGU OFFICIAL PODCAST	9.6	PA' QUERERTE	31.8	PROUD	12.3
10	ELITE FORCE	34.3	THE HUSBAND	9.3	PA SEGUIRTE QUERIENDO	26.0	BAHAR	11.3

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF WORLDWIDE VIEWING ACTIVITY BETWEEN 01 JULY AND 30 SEPTEMBER 2026. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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OCT 2026

ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)



GLOBAL OVERVIEW

MOST POPULAR TV SHOWS (ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	WEDNESDAY: SEASON 1	252,100,000
02	ADOLESCENCE: LIMITED SERIES	142,600,000
03	STRANGER THINGS 4	140,700,000
04	STRANGER THINGS 5	133,800,000
05	I WILL FIND YOU: LIMITED SERIES	120,800,000
06	WEDNESDAY: SEASON 2	119,300,000
07	DAHMER: MONSTER: THE JEFFREY DAHMER STORY	115,600,000
08	BRIDGERTON: SEASON 1	113,300,000
09	THE QUEEN'S GAMBIT: LIMITED SERIES	112,800,000
10	BRIDGERTON: SEASON 3	106,000,000

MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	KPOP DEMON HUNTERS	325,100,000
02	RED NOTICE	230,900,000
03	CARRY-ON	172,100,000
04	DON'T LOOK UP	171,400,000
05	THE ADAM PROJECT	157,600,000
06	BIRD BOX	157,400,000
07	BACK IN ACTION	147,200,000
08	SWAPPED	144,900,000
09	LEAVE THE WORLD BEHIND	143,400,000
10	WAR MACHINE	139,900,000

SOURCE: NETFLIX. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE TOTAL NUMBER OF VIEWS WITHIN THE FIRST 91 DAYS AFTER EACH TITLE BECAME AVAILABLE ON NETFLIX. VIEW COUNTS AS PUBLISHED ON NETFLIX.COM AT TIME OF REPORT PRODUCTION.

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OCT 2026

ALL-TIME NETFLIX CHARTS (NON-ENGLISH)

NON-ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)



GLOBAL OVERVIEW

MOST POPULAR TV SHOWS (NON-ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	SQUID GAME: SEASON 1	265,200,000
02	SQUID GAME: SEASON 2	192,600,000
03	SQUID GAME: SEASON 3	145,800,000
04	MONEY HEIST: PART 4	106,000,000
05	LUPIN: PART 1	99,500,000
06	MONEY HEIST: PART 5	99,200,000
07	MONEY HEIST: PART 3	80,000,000
08	LA PALMA: LIMITED SERIES	70,300,000
09	LUPIN: PART 2	68,400,000
10	TEACH YOU A LESSON: LIMITED SERIES	67,200,000

MOST POPULAR MOVIES (NON-ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	TROLL	103,000,000
02	UNDER PARIS	102,300,000
03	SOCIETY OF THE SNOW	98,500,000
04	EXTERRITORIAL	91,700,000
05	THE GREAT FLOOD	86,600,000
06	NOWHERE	85,700,000
07	THE PLATFORM	82,800,000
08	COUNTERATTACK	66,900,000
09	AD VITAM	63,100,000
10	BRICK	61,800,000

SOURCE: NETFLIX. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. ONLY INCLUDES NETFLIX-BRANDED CONTENT. FIGURES REPRESENT THE TOTAL NUMBER OF VIEWS WITHIN THE FIRST 91 DAYS AFTER EACH TITLE BECAME AVAILABLE ON NETFLIX. VIEW COUNTS AS PUBLISHED ON NETFLIX.COM AT TIME OF REPORT PRODUCTION.

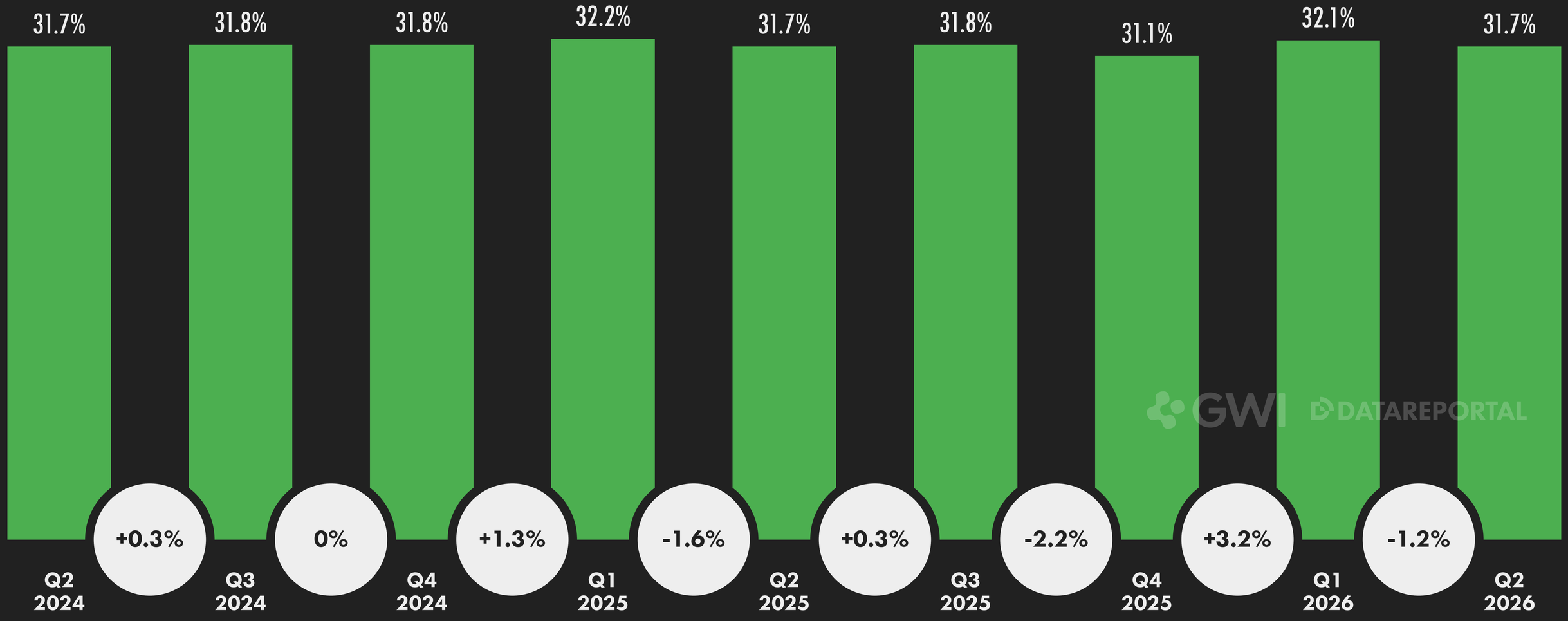
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OCT 2026

ACCESSING DIGITAL CONTENT ON A TELEVISION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ACCESS INTERNET CONTENT VIA A TELEVISION EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

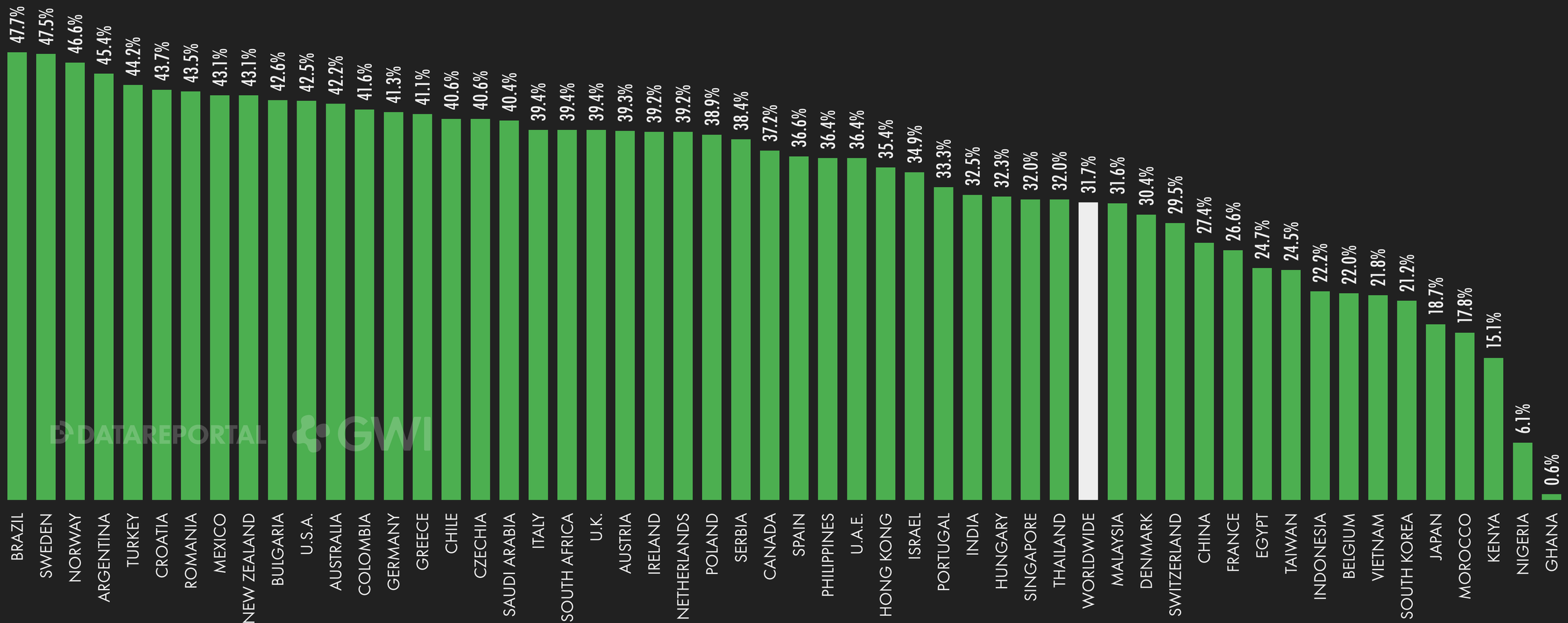
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OCT 2026

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GLOBAL OVERVIEW



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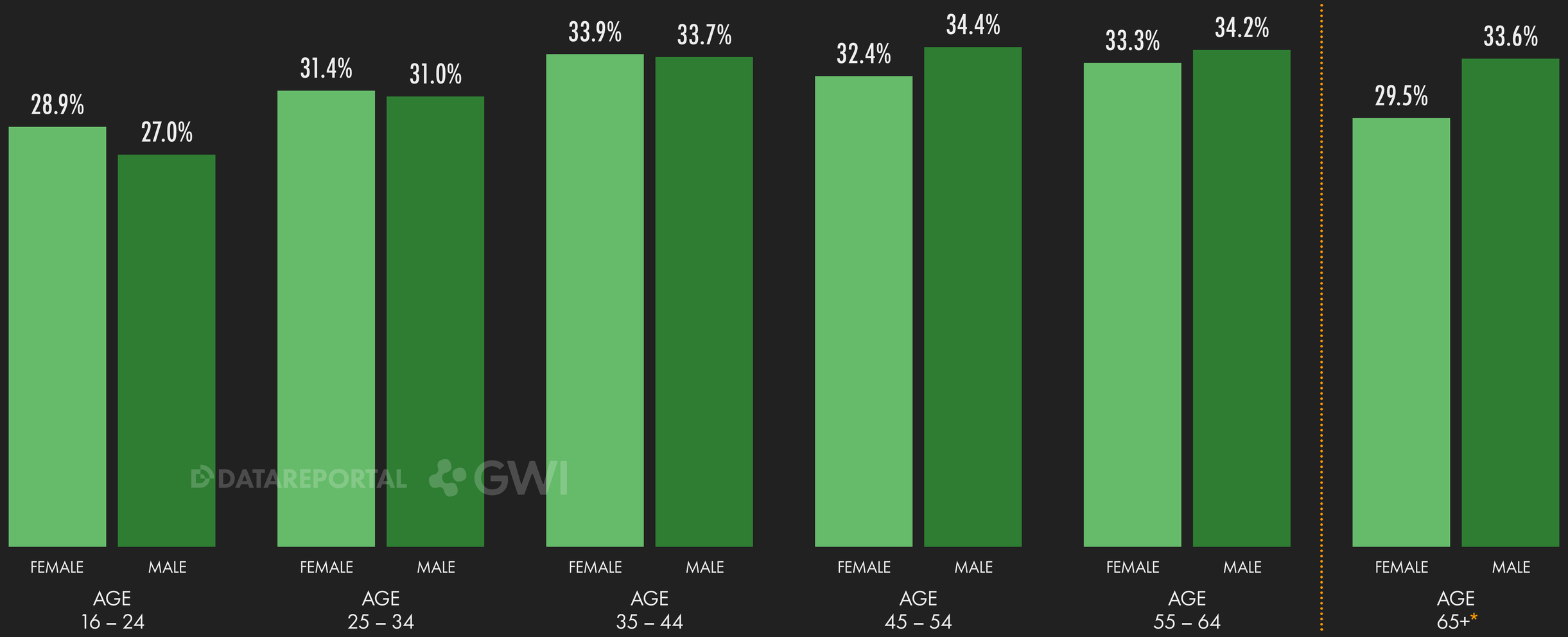
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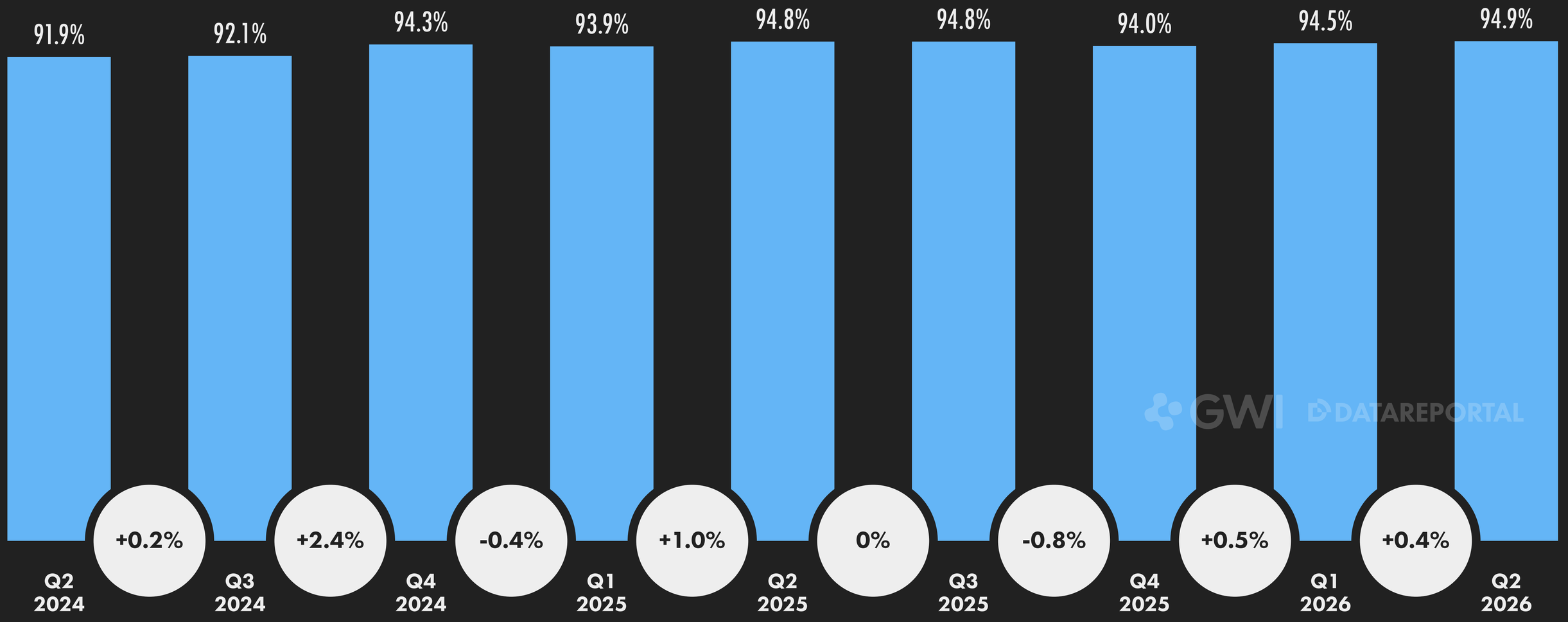
ONLINE VIDEO

OCT 2026

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** DOES NOT INCLUDE STREAMING TV (E.G. NETFLIX, DISNEY+). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE ACCURATE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED VALUES FOR RUSSIA FROM ALL HISTORICAL PERIODS ON THIS CHART TOO. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

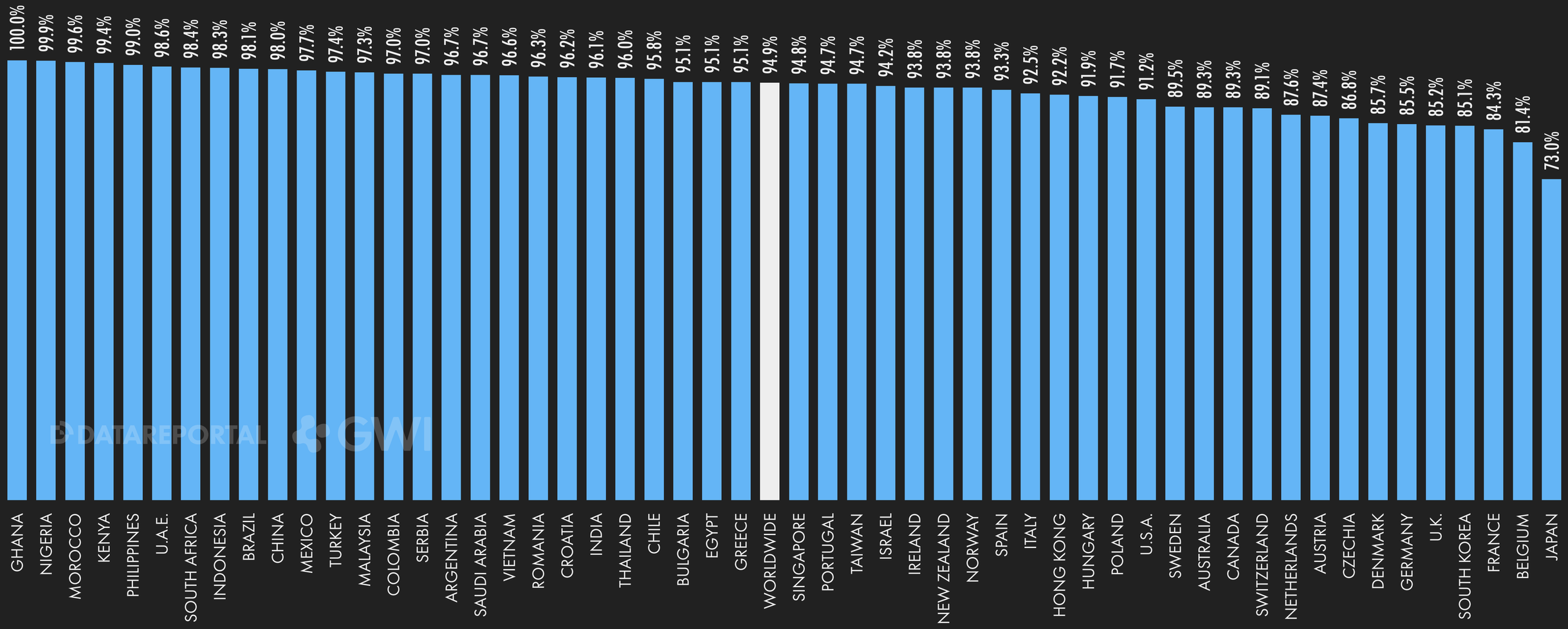
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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

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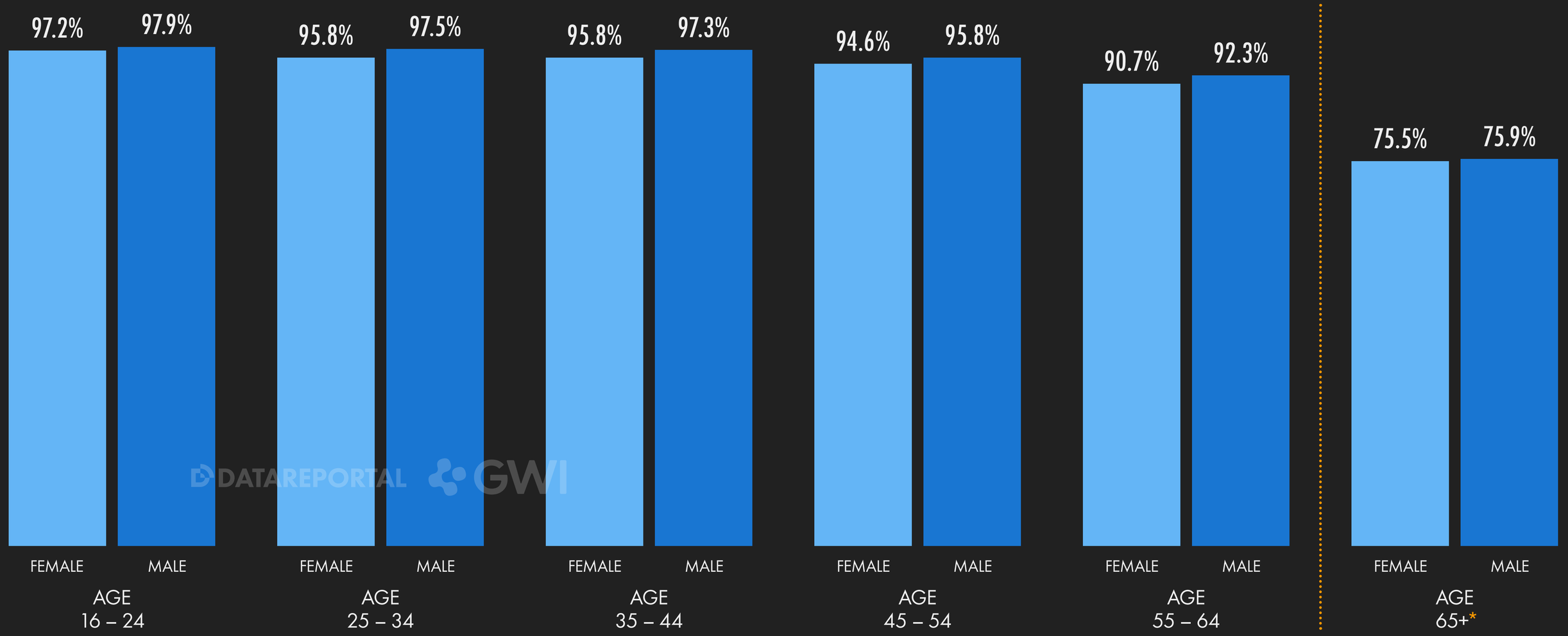
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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF ONLINE VIDEO EACH WEEK

GLOBAL OVERVIEW



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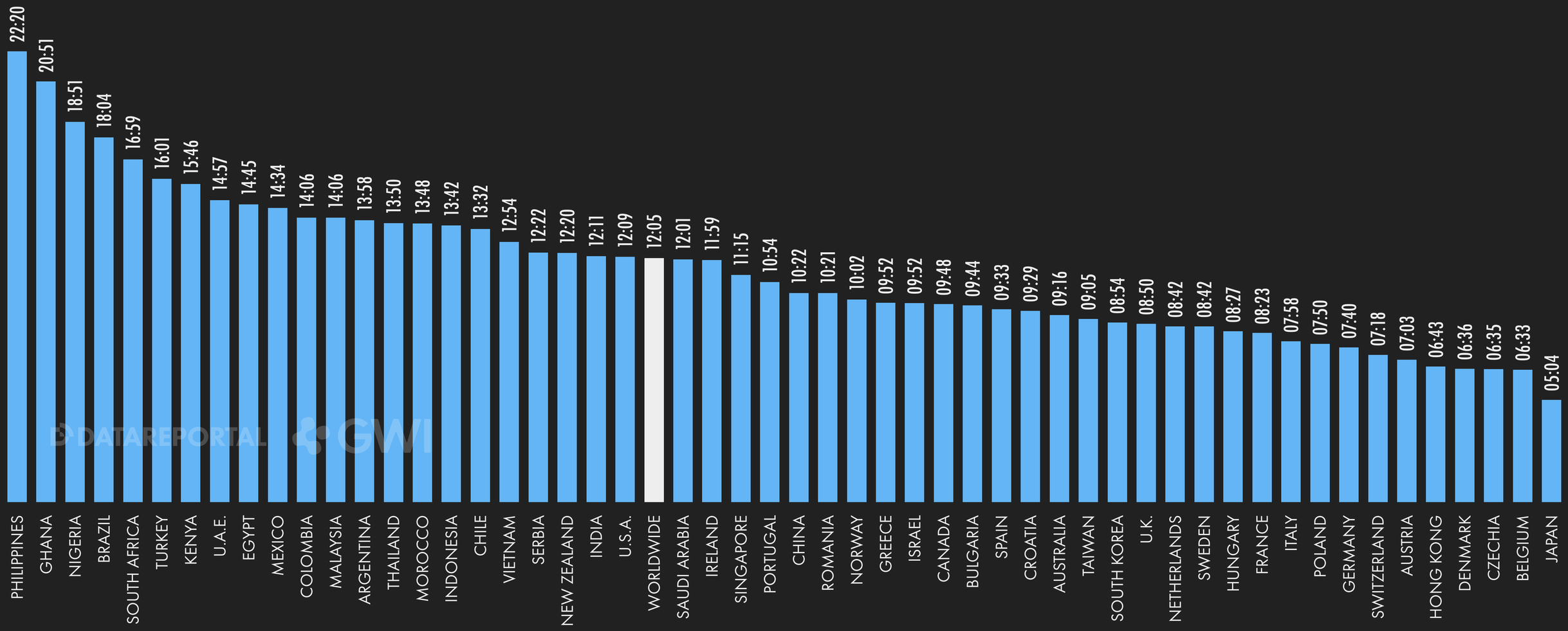
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OCT 2026

WEEKLY TIME SPENT WATCHING ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING ONLINE VIDEOS (ANY LENGTH)

GLOBAL OVERVIEW



DATAREPORTAL GWI

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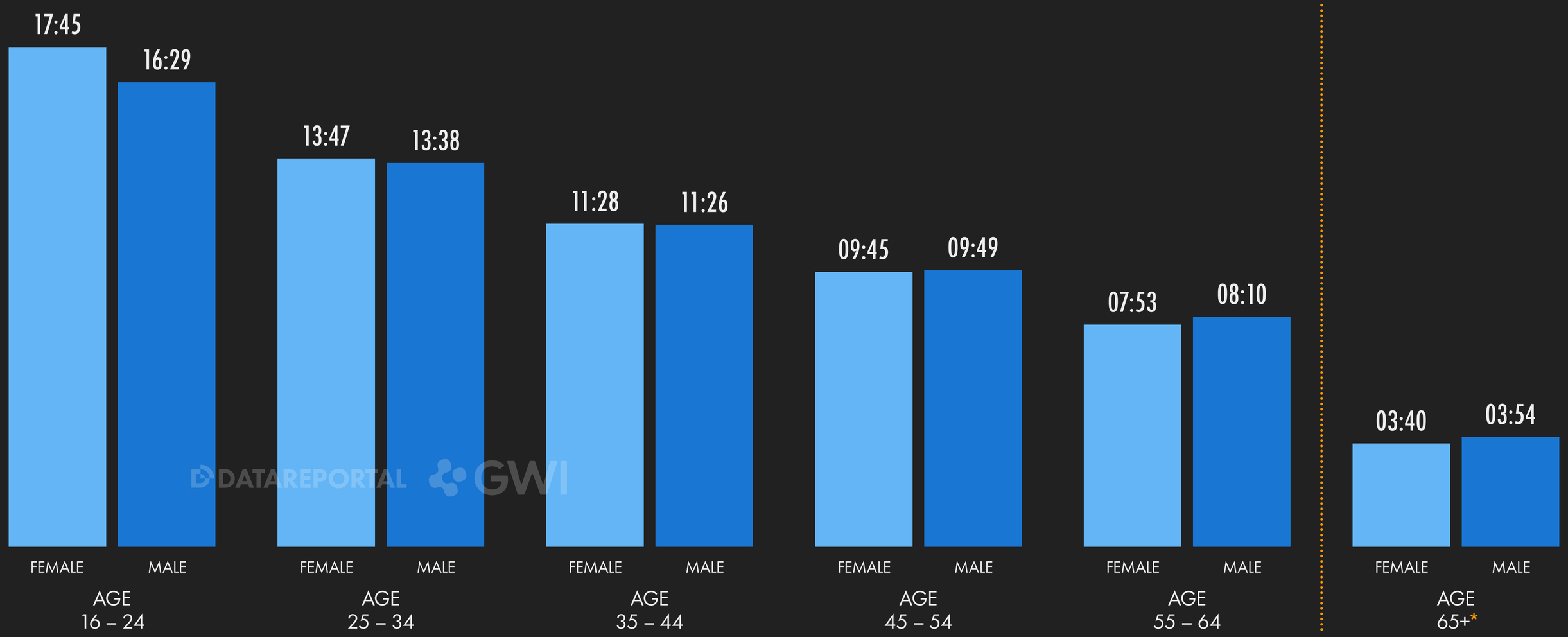
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GLOBAL OVERVIEW



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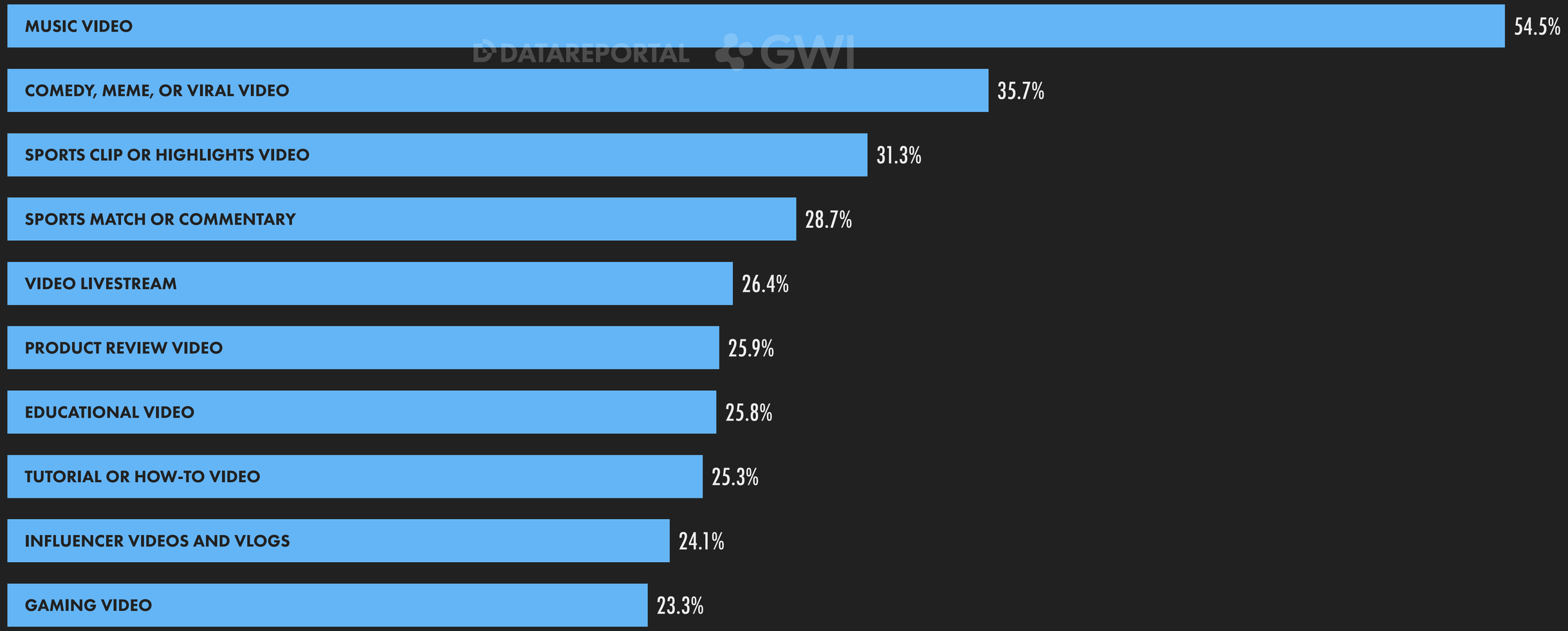
TYPES OF ONLINE VIDEO CONTENT WATCHED

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



GLOBAL OVERVIEW

DATAREPORTAL GWI



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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TYPES OF ONLINE VIDEO CONTENT WATCHED

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



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
MUSIC VIDEO	63.2%	MUSIC VIDEO	59.0%	MUSIC VIDEO	56.2%	MUSIC VIDEO	51.9%	MUSIC VIDEO	44.8%	MUSIC VIDEO	23.3%
COMEDY OR VIRAL VIDEO	45.0%	COMEDY OR VIRAL VIDEO	39.3%	COMEDY OR VIRAL VIDEO	35.2%	COMEDY OR VIRAL VIDEO	32.5%	SPORTS CLIP	27.6%	TUTORIAL OR HOW-TO VIDEO	19.8%
GAMING VIDEO	36.1%	SPORTS CLIP	32.9%	SPORTS CLIP	33.9%	SPORTS CLIP	31.4%	COMEDY OR VIRAL VIDEO	27.1%	SPORTS CLIP	17.2%
EDUCATIONAL VIDEO	35.7%	SPORTS MATCH	31.3%	SPORTS MATCH	31.4%	SPORTS MATCH	27.8%	SPORTS MATCH	24.4%	COMEDY OR VIRAL VIDEO	14.2%
SPORTS CLIP	32.4%	GAMING VIDEO	29.6%	VIDEO LIVESTREAM	29.1%	PRODUCT REVIEW VIDEO	26.0%	VIDEO LIVESTREAM	23.9%	SPORTS MATCH	12.1%
INFLUENCER VIDEO	32.3%	VIDEO LIVESTREAM	29.0%	PRODUCT REVIEW VIDEO	27.8%	VIDEO LIVESTREAM	25.7%	TUTORIAL OR HOW-TO VIDEO	23.4%	PRODUCT REVIEW VIDEO	10.9%
SPORTS MATCH	30.2%	INFLUENCER VIDEO	28.4%	EDUCATIONAL VIDEO	25.9%	TUTORIAL OR HOW-TO VIDEO	25.0%	PRODUCT REVIEW VIDEO	23.1%	VIDEO LIVESTREAM	8.9%
TUTORIAL OR HOW-TO VIDEO	28.5%	EDUCATIONAL VIDEO	27.8%	TUTORIAL OR HOW-TO VIDEO	24.6%	EDUCATIONAL VIDEO	22.7%	EDUCATIONAL VIDEO	17.7%	EDUCATIONAL VIDEO	6.1%
PRODUCT REVIEW VIDEO	27.4%	PRODUCT REVIEW VIDEO	27.6%	INFLUENCER VIDEO	24.1%	INFLUENCER VIDEO	19.5%	INFLUENCER VIDEO	16.0%	INFLUENCER VIDEO	3.9%
VIDEO LIVESTREAM	26.9%	TUTORIAL OR HOW-TO VIDEO	25.3%	GAMING VIDEO	22.2%	GAMING VIDEO	15.5%	GAMING VIDEO	10.6%	GAMING VIDEO	2.5%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

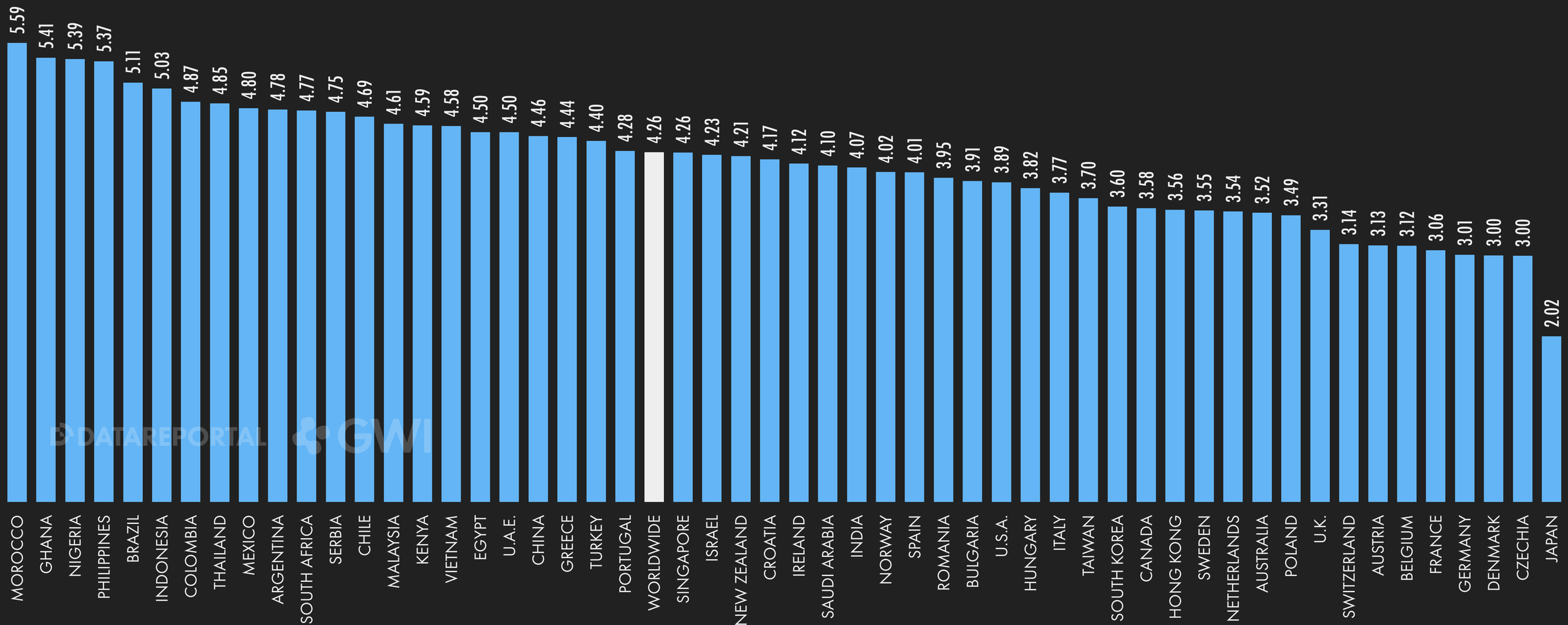
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OCT 2026

FREQUENCY OF WATCHING SHORT ONLINE VIDEOS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH SHORT-DURATION ONLINE VIDEOS (E.G. REELS, TIKTOKS)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** DOES NOT INCLUDE STREAMING TV (E.G. NETFLIX, DISNEY+). **SOURCE:** GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

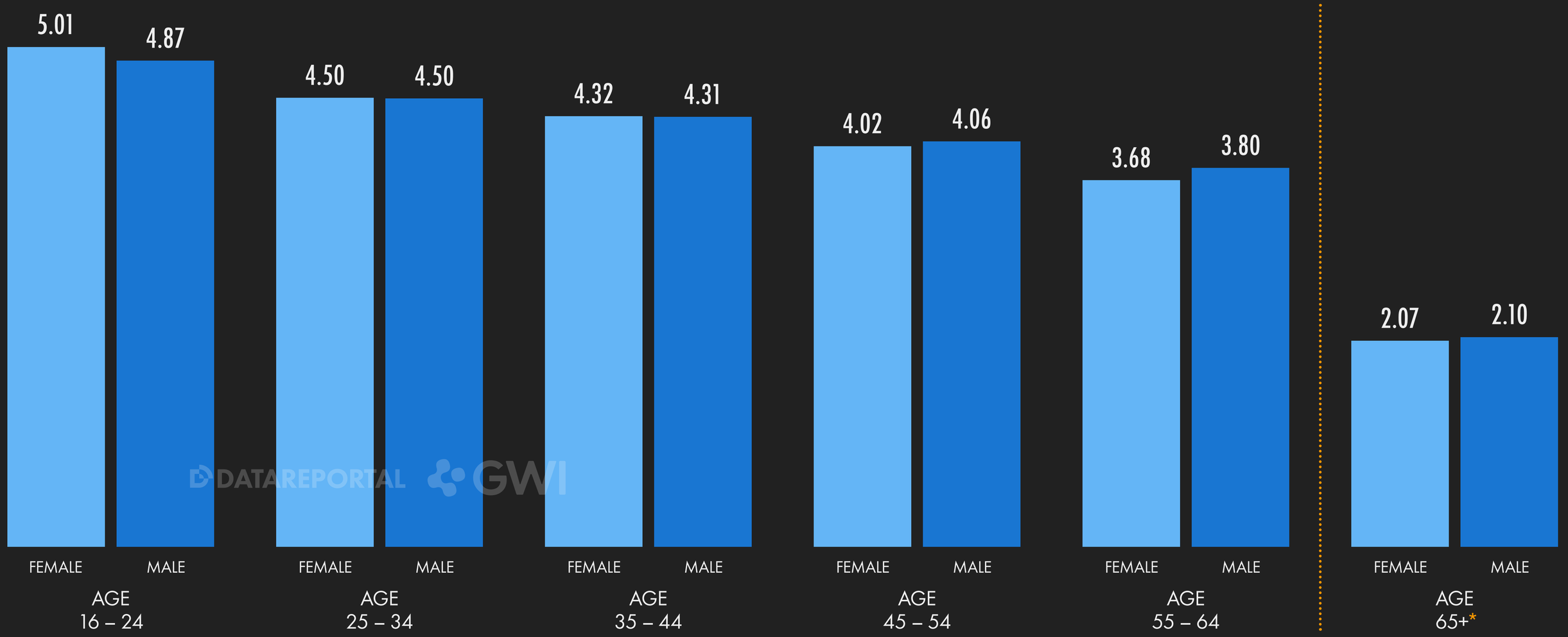
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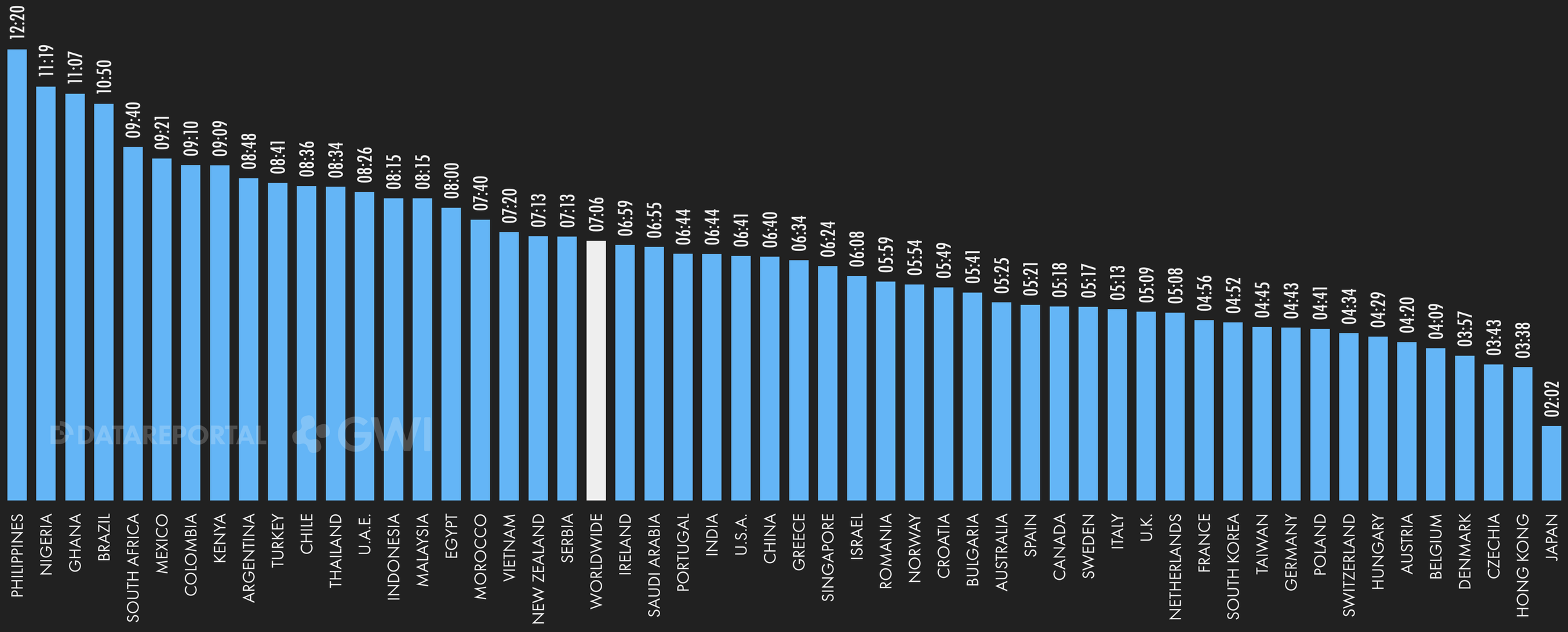
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OCT 2026

WEEKLY TIME: SHORT ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING SHORT ONLINE VIDEOS (E.G. REELS, TIKTOKS)

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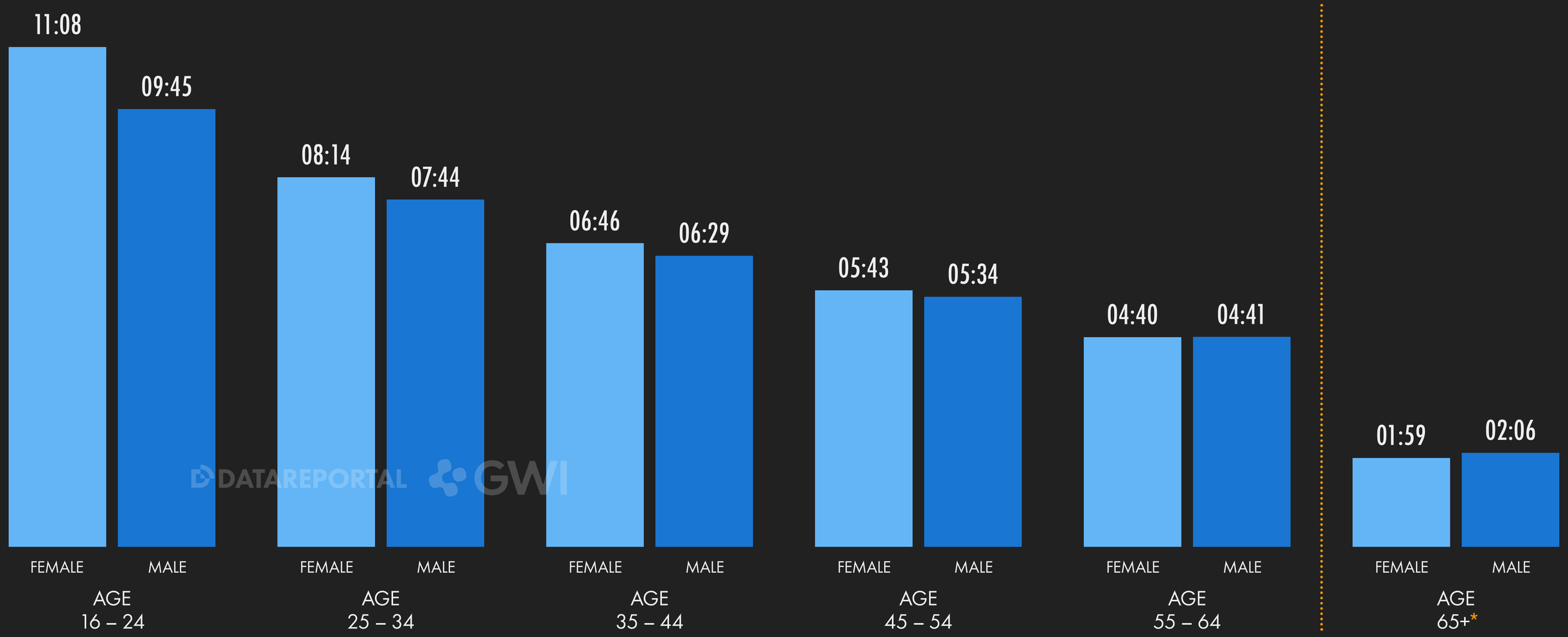
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OCT 2026

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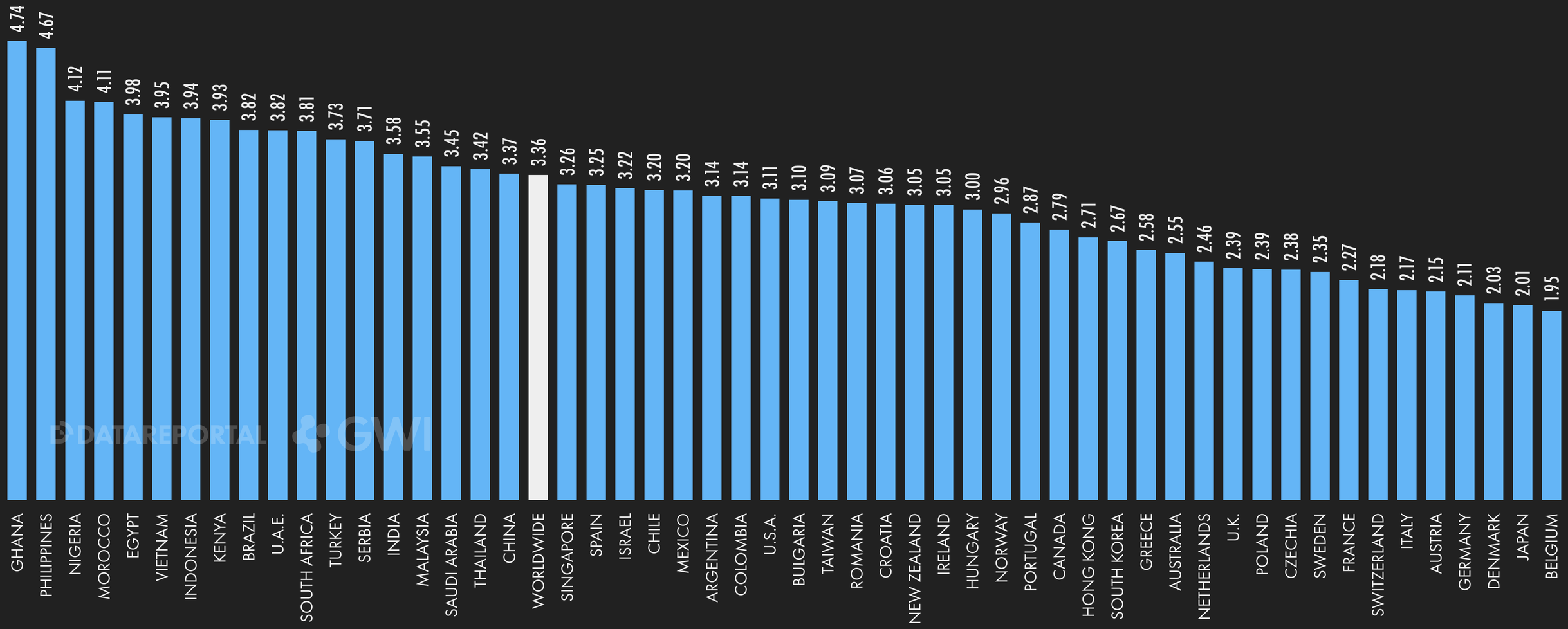
OCT 2026

FREQUENCY OF WATCHING LONG ONLINE VIDEOS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ WATCH LONG-DURATION ONLINE VIDEOS (E.G. HOW-TO CONTENT, VLOGS)



GLOBAL OVERVIEW



DATAREPORTAL GWI

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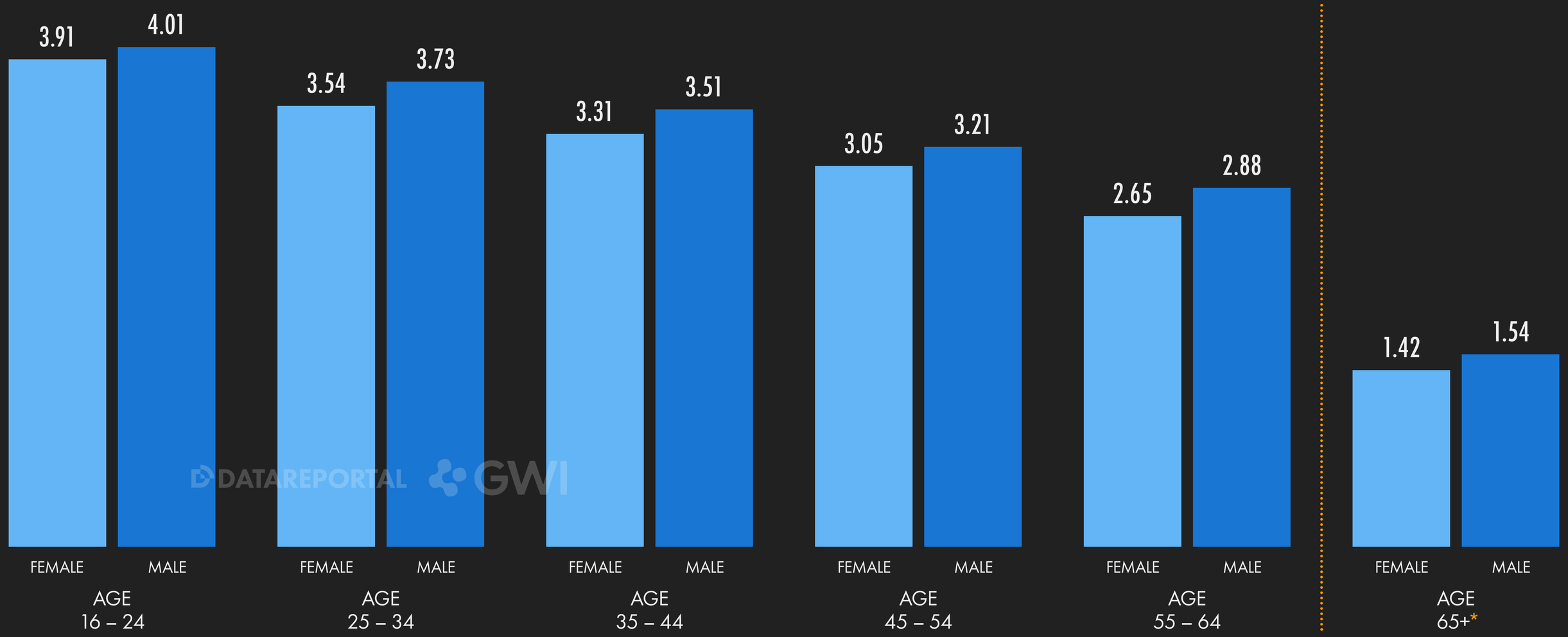
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OCT 2026

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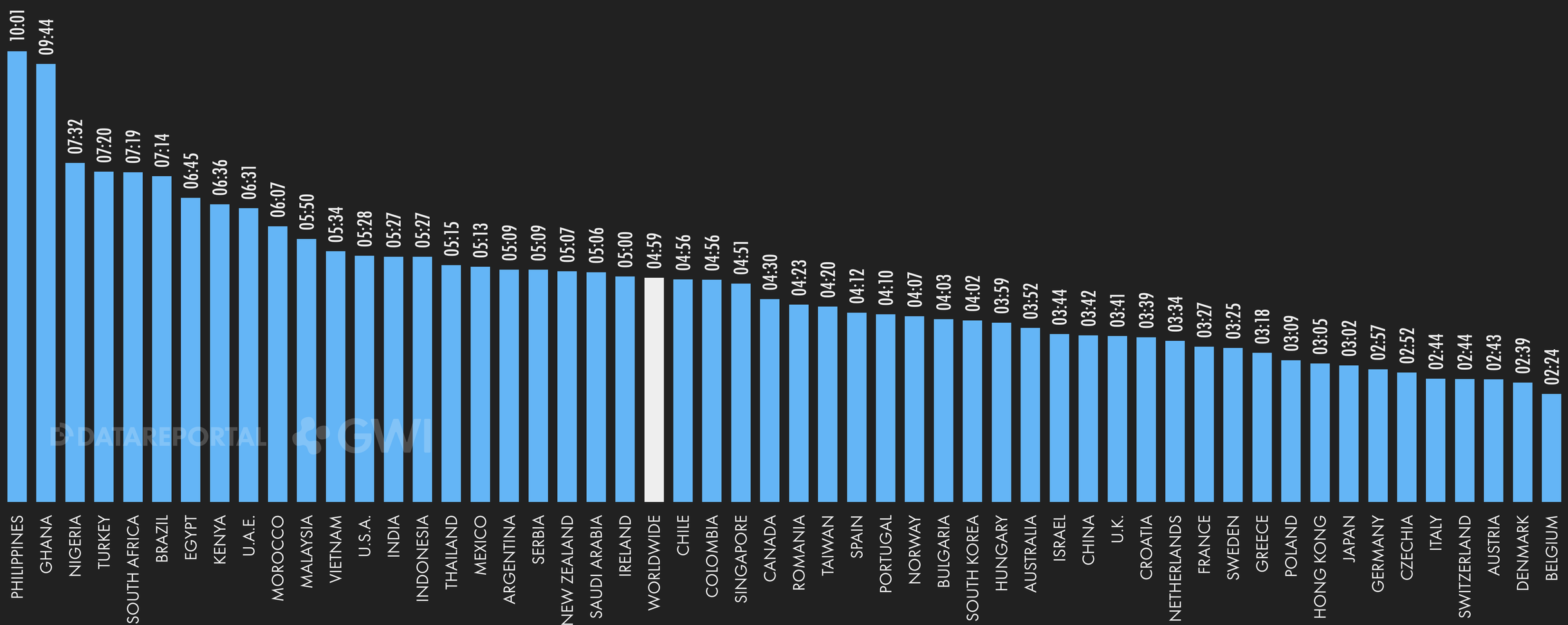
OCT 2026

WEEKLY TIME: LONG ONLINE VIDEOS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WATCHING LONG ONLINE VIDEOS (E.G. HOW-TO CONTENT, VLOGS)



GLOBAL OVERVIEW



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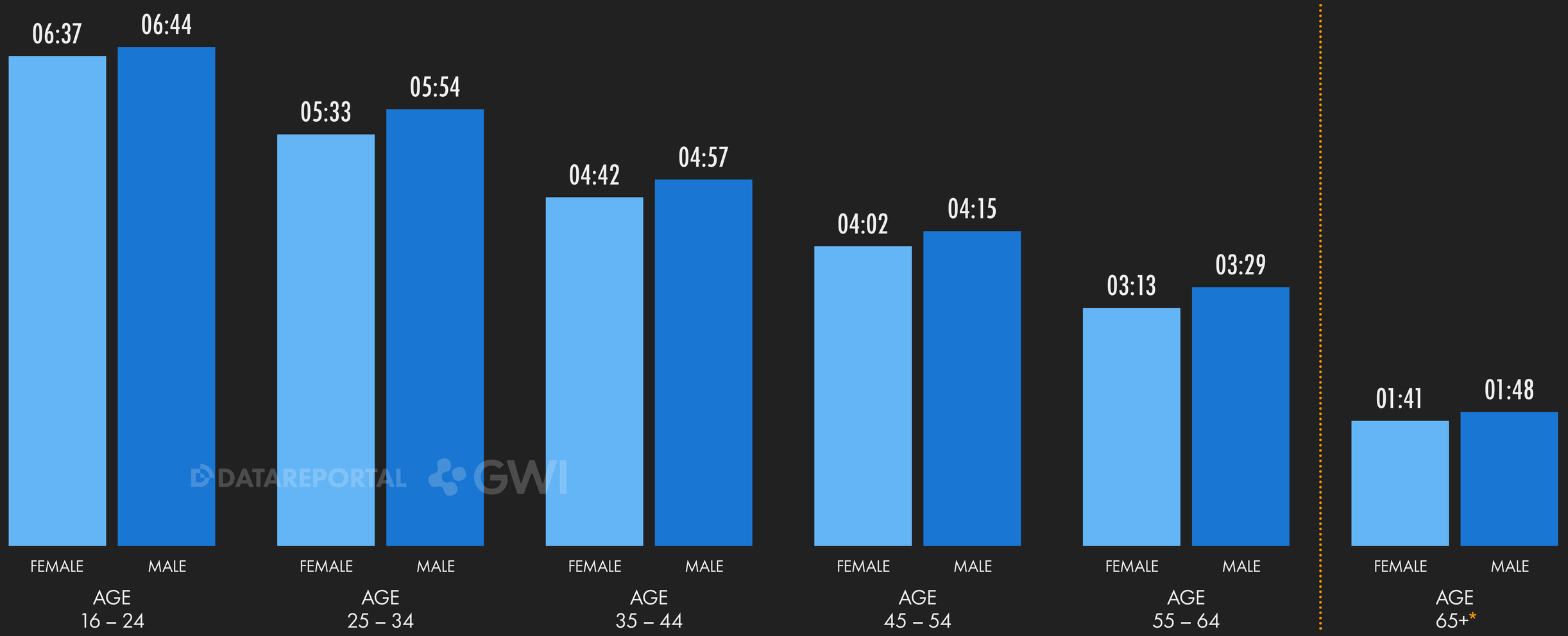
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OCT 2026

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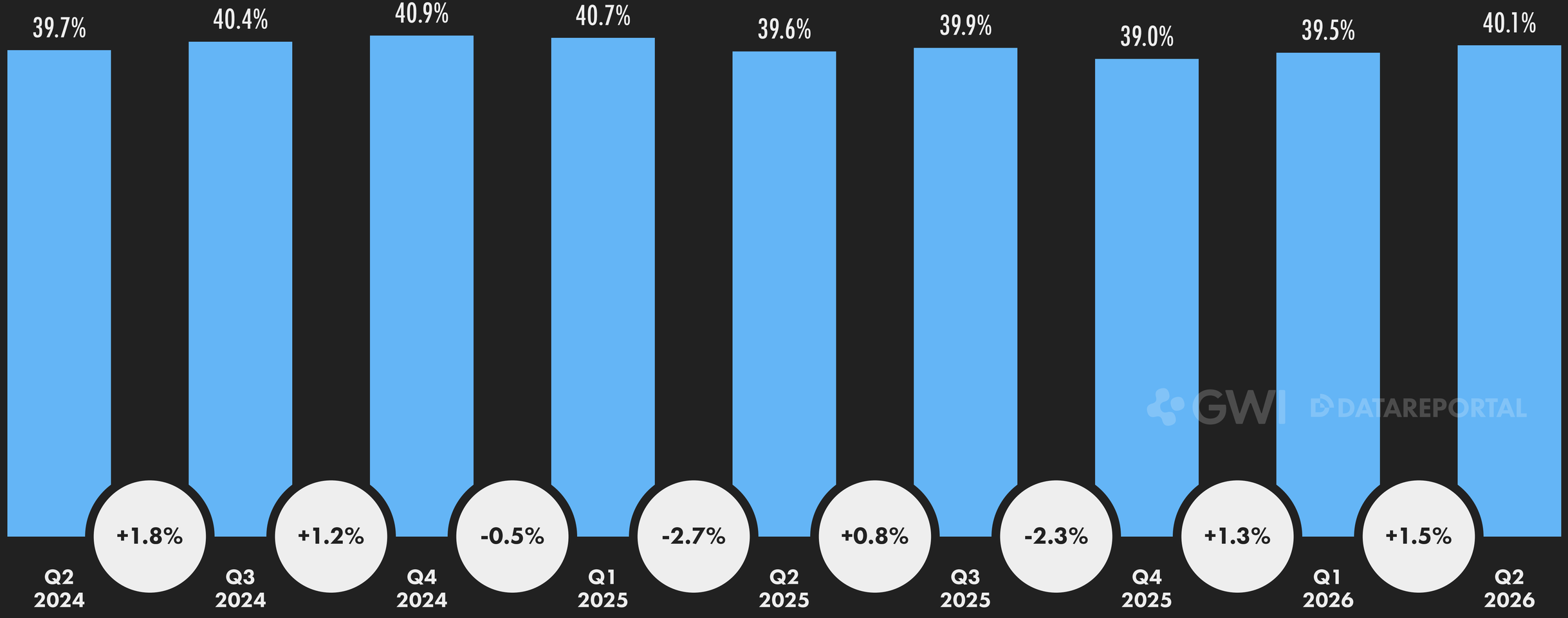
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OCT 2026

ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT INTERNET USERS WHO SAY THAT THEY WATCH ANY ONE OF THE FOLLOWING KINDS OF ONLINE CONTENT EACH WEEK: HOW-TO VIDEOS,TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. WE HAVE REMOVED RUSSIA FROM ALL VALUES SHOWN HERE, SO THEY ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

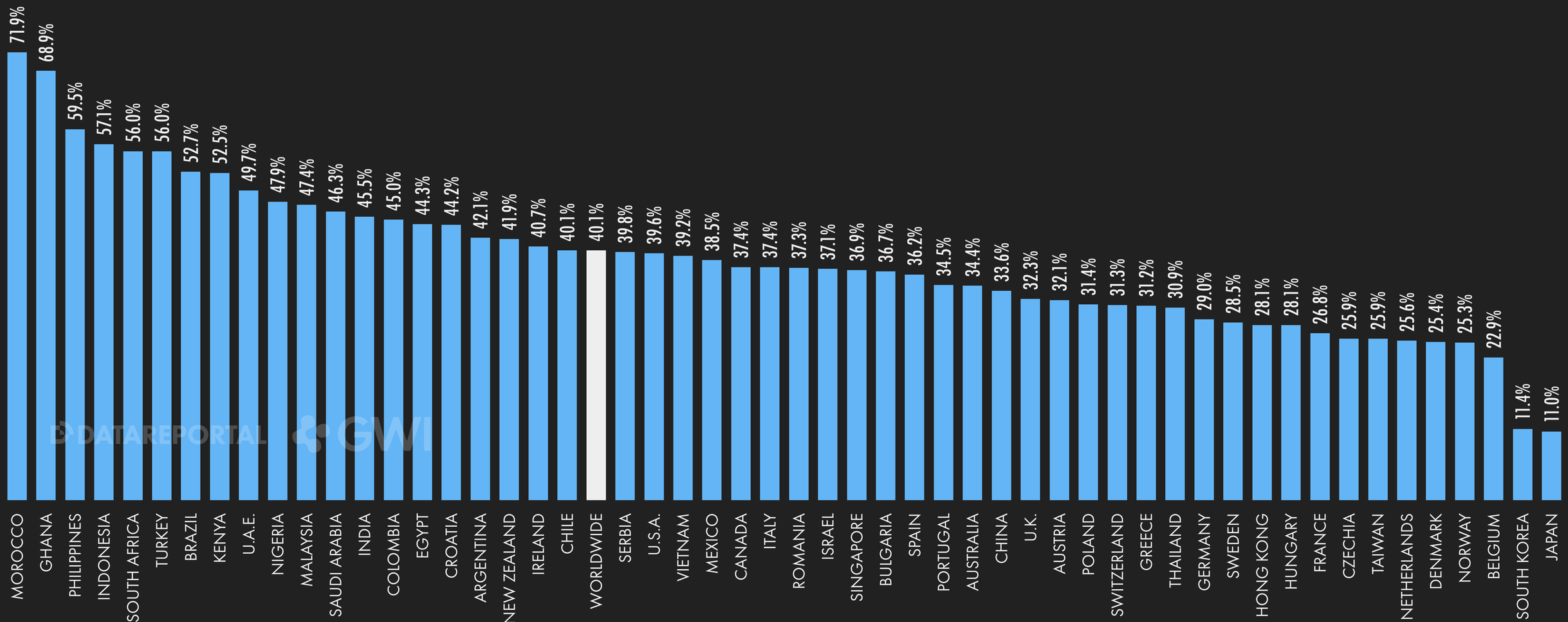
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OCT 2026

ONLINE VIDEO AS A SOURCE OF LEARNING

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GLOBAL OVERVIEW



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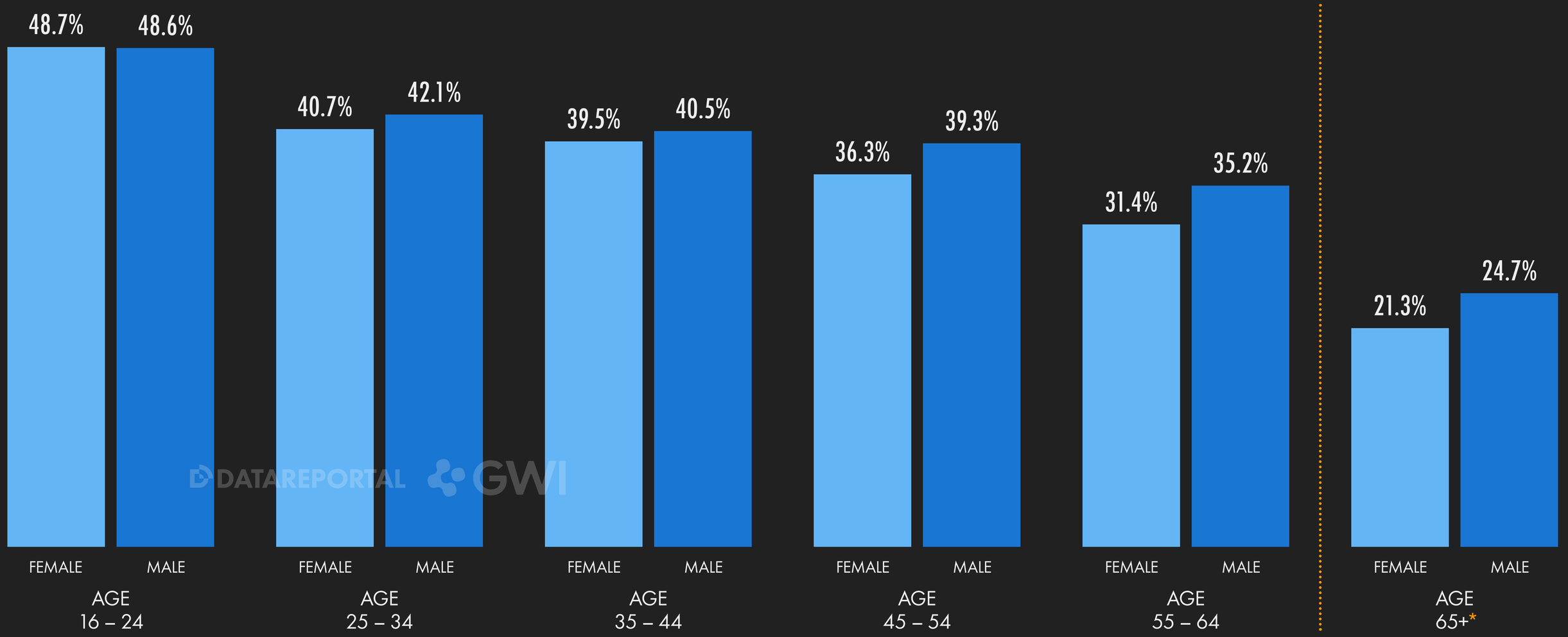
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OCT 2026

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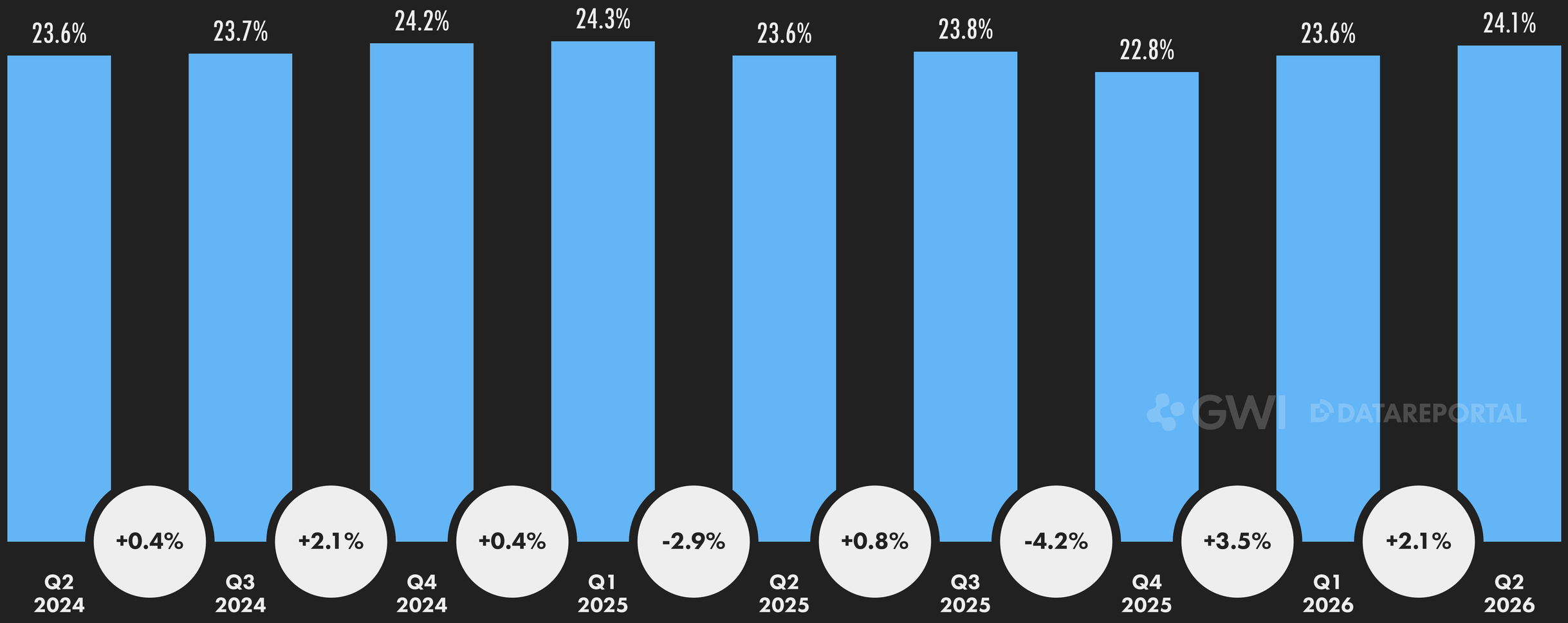
OCT 2026

WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY WATCH VLOGS OR INFLUENCER VIDEOS EACH WEEK



GLOBAL OVERVIEW



GWI | DATAREPORTAL

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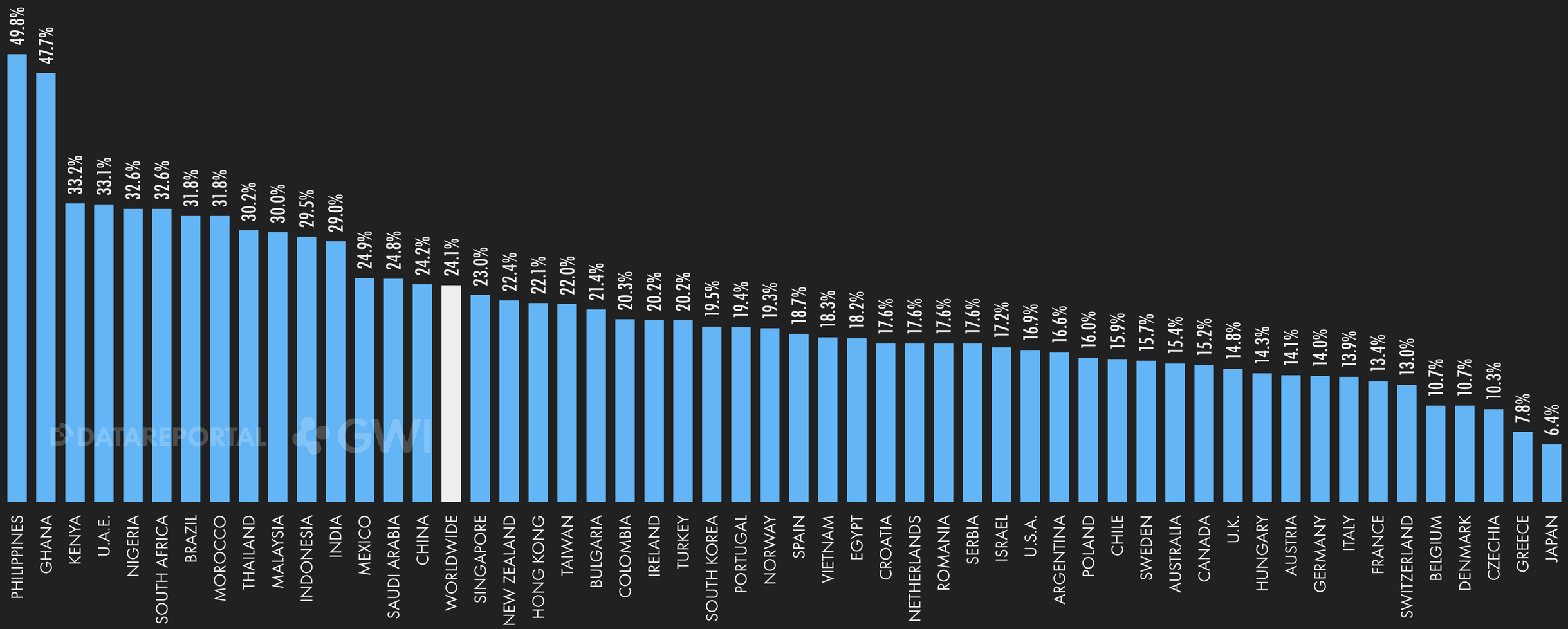
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OCT 2026

WATCHING VLOGS

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GLOBAL OVERVIEW



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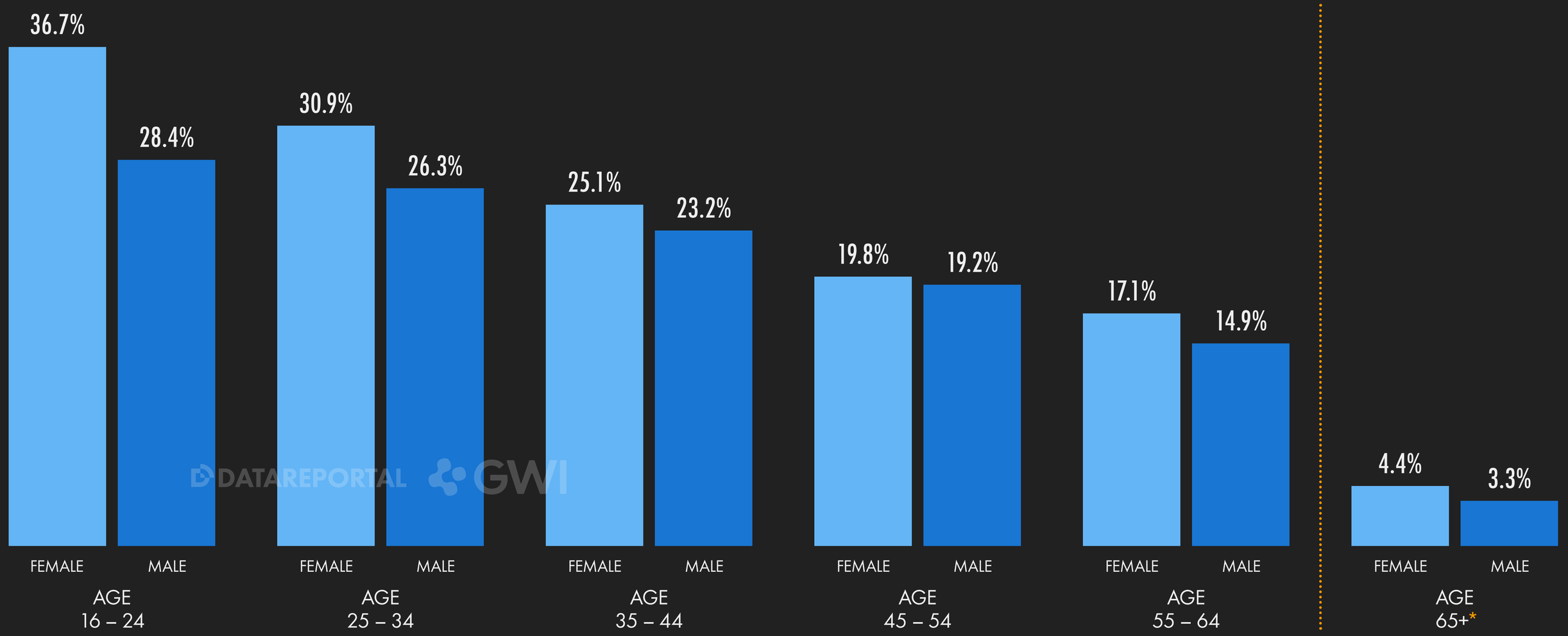
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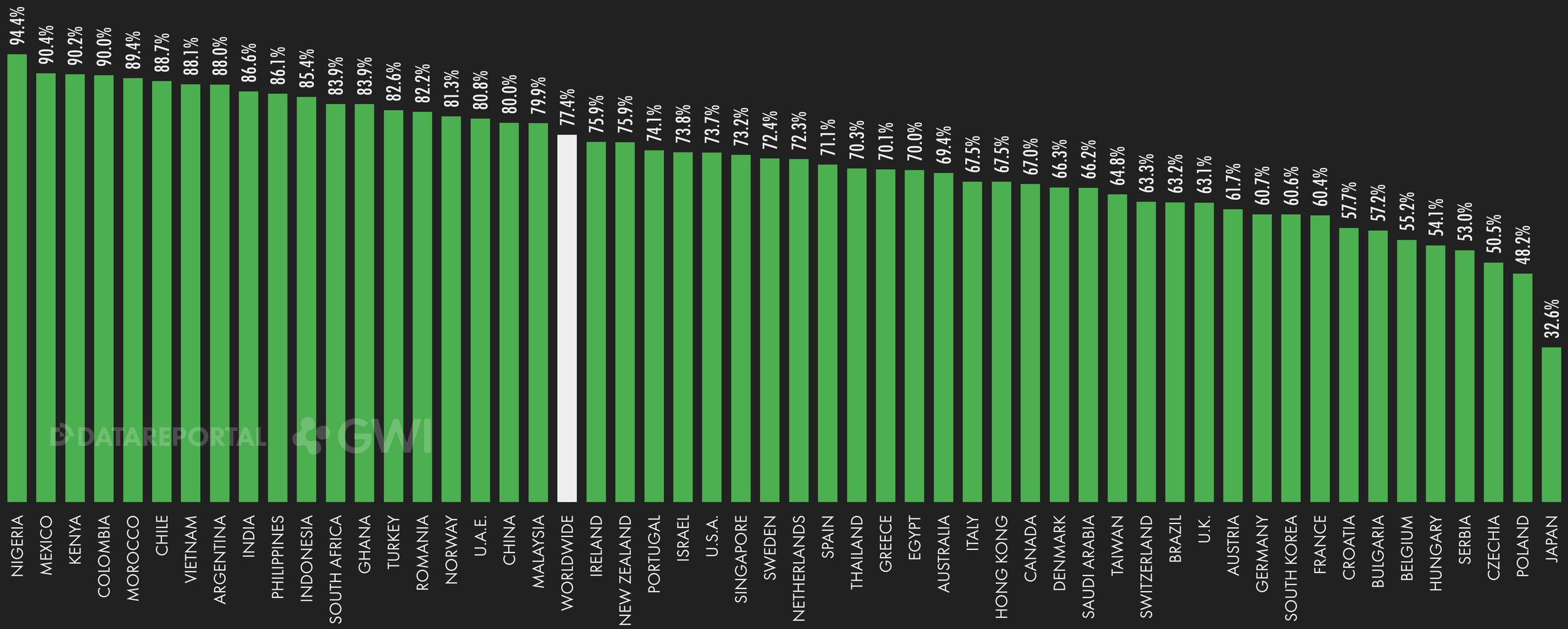
DIGITAL AUDIO

OCT 2026

LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK

GLOBAL OVERVIEW



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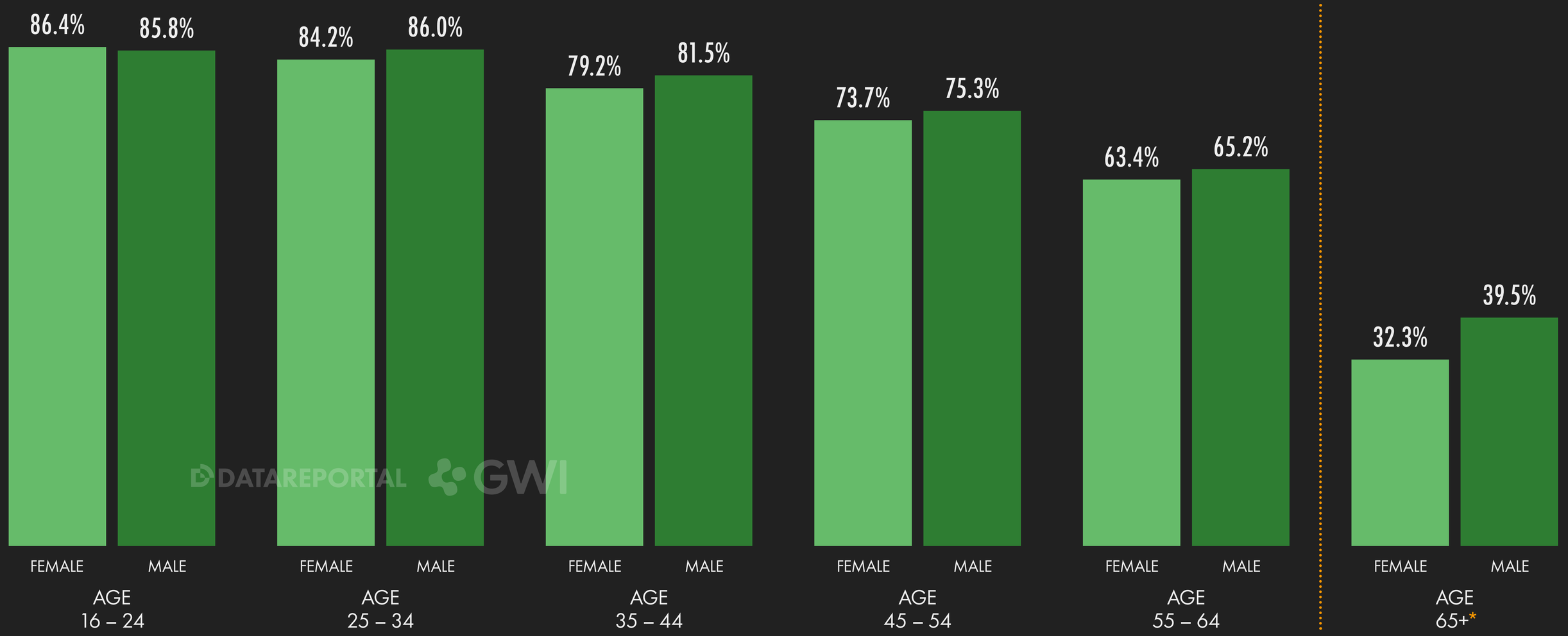
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OCT 2026

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GLOBAL OVERVIEW



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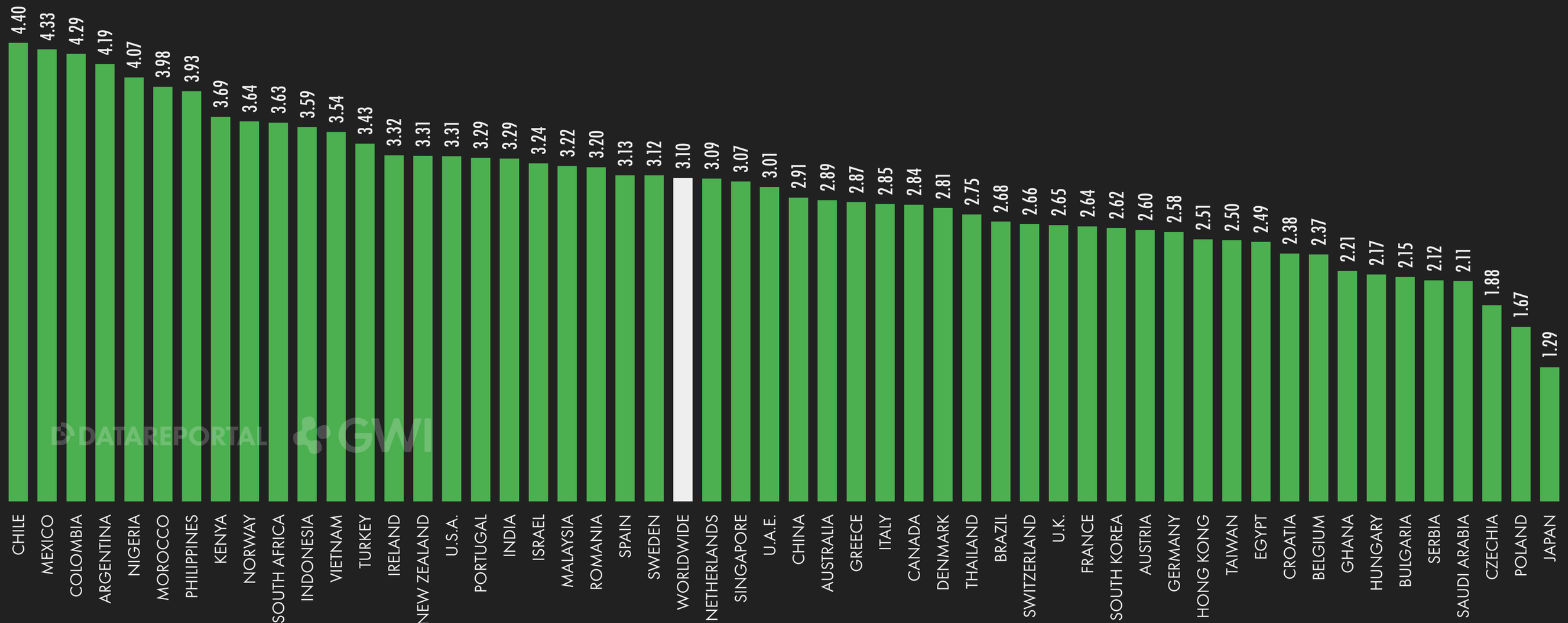
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OCT 2026

FREQUENCY OF LISTENING TO STREAMING MUSIC

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ LISTEN TO MUSIC STREAMING SERVICES

GLOBAL OVERVIEW



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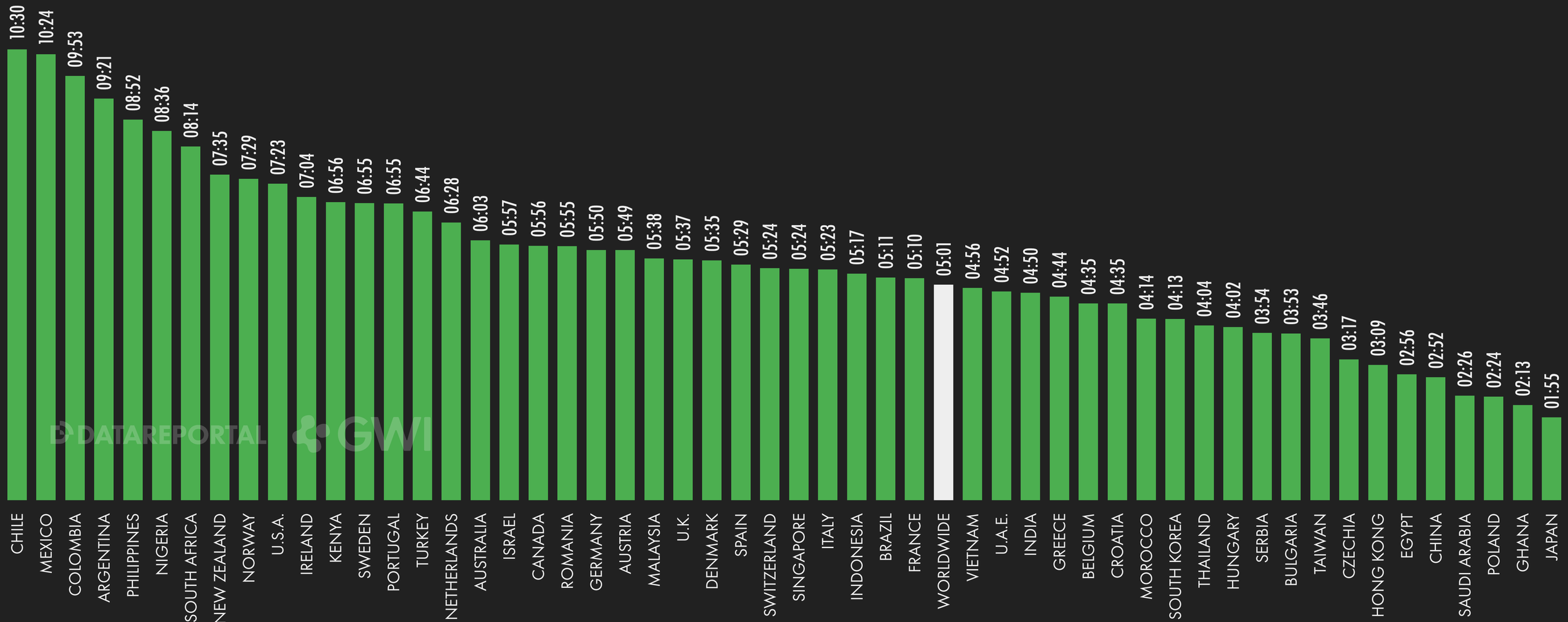
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OCT 2026

TIME SPENT LISTENING TO STREAMING MUSIC

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO MUSIC STREAMING SERVICES

GLOBAL OVERVIEW



DATAREPORTAL GWI

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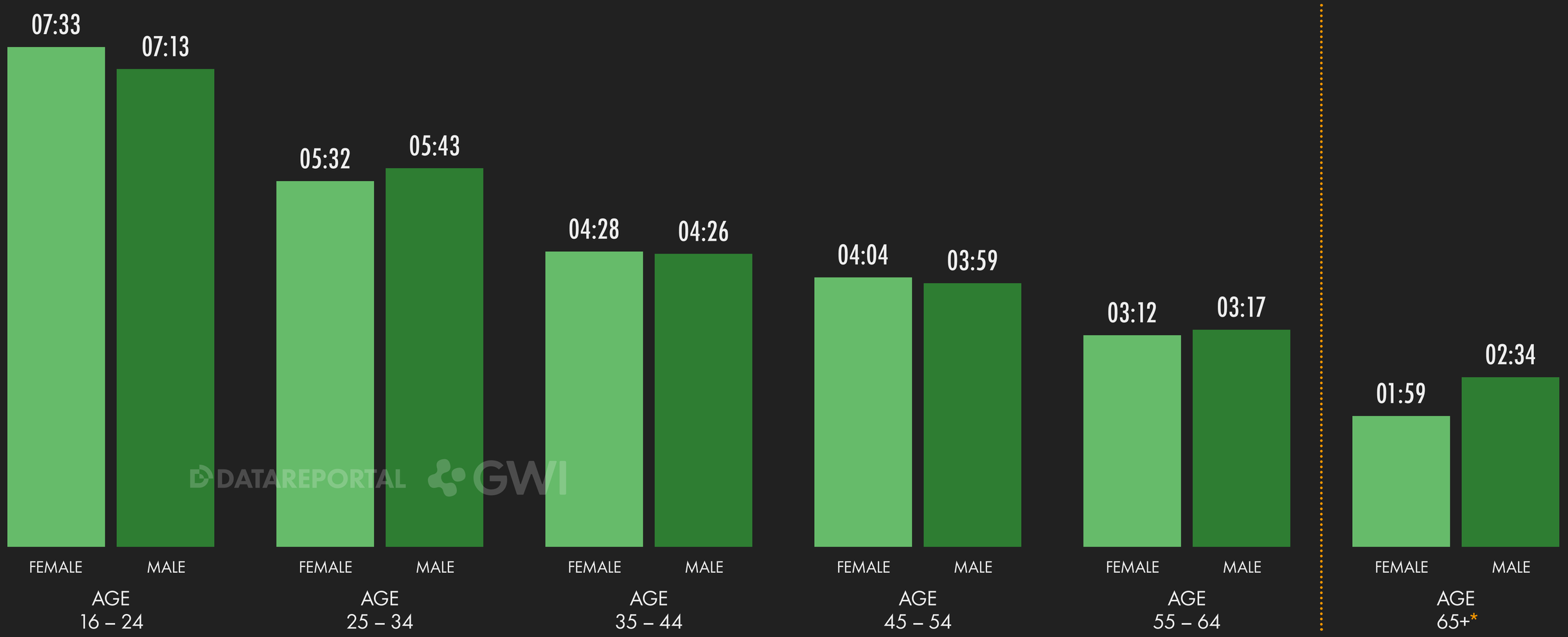
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OCT 2026

TIME SPENT LISTENING TO STREAMING MUSIC

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GLOBAL OVERVIEW



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OCT 2026

SPOTIFY'S MOST STREAMED SONGS OF ALL TIME

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED SONGS AS OF OCT 2026



GLOBAL OVERVIEW

#	"SONG TITLE" ARTIST	STREAMS
01	"BLINDING LIGHTS" *THE WEEKND*	5.62 B
02	"SHAPE OF YOU" *ED SHEERAN*	5.12 B
03	"SWEATER WEATHER" *THE NEIGHBOURHOOD*	4.92 B
04	"STARBOY" *THE WEEKND FEAT. DAFT PUNK*	4.79 B
05	"AS IT WAS" *HARRY STYLES*	4.65 B
06	"ONE DANCE" *DRAKE FEAT. WIZKID & KYLA*	4.50 B
07	"SUNFLOWER" *POST MALONE & SWAE LEE*	4.49 B
08	"SOMEONE YOU LOVED" *LEWIS CAPALDI*	4.46 B
09	"PERFECT" *ED SHEERAN*	4.13 B
10	"STAY" *THE KID LAROI & JUSTIN BIEBER*	4.09 B

#	"SONG TITLE" ARTIST	STREAMS
11	"DIE WITH A SMILE" *LADY GAGA & BRUNO MARS*	4.03 B
12	"I WANNA BE YOURS" *ARCTIC MONKEYS*	4.03 B
13	"BIRDS OF A FEATHER" *BILLIE EILISH*	4.02 B
14	"YELLOW" *COLDPLAY*	4.01 B
15	"BELIEVER" *IMAGINE DRAGONS*	3.98 B
16	"THE NIGHT WE MET" *LORD HURON*	3.96 B
17	"HEAT WAVES" *GLASS ANIMALS*	3.95 B
18	"RIPTIDE" *VANCE JOY*	3.94 B
19	"CLOSER" *THE CHAINSMOKERS FEAT. HALSEY*	3.90 B
20	"LOVELY" *BILLIE EILISH & KHALID*	3.89 B

SOURCE: CHARTMASTERS (OCT 2026). **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2026

SPOTIFY'S MOST STREAMED ALBUMS OF ALL TIME

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED ALBUMS AS OF OCT 2026



GLOBAL OVERVIEW

#	"ALBUM TITLE" *ARTIST*	STREAMS
01	"UN VERANO SIN TI" *BAD BUNNY*	24.4 B
02	"STARBOY" *THE WEEKND*	20.0 B
03	"DIVIDE (÷)" *ED SHEERAN*	18.7 B
04	"SOUR" *OLIVIA RODRIGO*	18.0 B
05	"SOS / LANA" *SZA*	17.0 B
06	"AFTER HOURS" *THE WEEKND*	16.9 B
07	"HOLLYWOOD'S BLEEDING" *POST MALONE*	16.0 B
08	"FUTURE NOSTALGIA" *DUA LIPA*	15.9 B
09	"DUA LIPA" *DUA LIPA*	15.7 B
10	"AM" *ARCTIC MONKEYS*	15.2 B

#	"ALBUM TITLE" *ARTIST*	STREAMS
11	"LOVER" *TAYLOR SWIFT*	15.0 B
12	"WHEN WE ALL FALL ASLEEP, WHERE DO WE GO?" *BILLIE EILISH*	14.1 B
13	"PURPOSE" *JUSTIN BIEBER*	13.8 B
14	"DEBÍ TIRAR MÁS FOTOS" *BAD BUNNY*	13.5 B
15	"BEERBONGS & BENTLEYS" *POST MALONE*	13.5 B
16	"?" *XXXTENTACION*	13.4 B
17	"DOO-WOPS & HOOLIGANS" *BRUNO MARS*	13.4 B
18	"MULTIPLY (X)" *ED SHEERAN*	13.1 B
19	"DON'T SMILE AT ME" *BILLIE EILISH*	13.1 B
20	"YHLQMDLG" *BAD BUNNY*	13.0 B

SOURCE: CHARTMASTERS (OCT 2026). **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2026

SPOTIFY ARTISTS WITH MOST ALL-TIME STREAMS

RANKING OF SPOTIFY'S ALL-TIME MOST STREAMED ARTISTS AS OF OCT 2026



GLOBAL OVERVIEW

#	ARTIST	STREAMS
01	TAYLOR SWIFT	130B
02	BAD BUNNY	118B
03	DRAKE	107B
04	THE WEEKND	89.5B
05	ARIANA GRANDE	68.3B
06	JUSTIN BIEBER	64.4B
07	ED SHEERAN	61.0B
08	BILLIE EILISH	59.4B
09	EMINEM	58.5B
10	KANYE WEST	57.2B

#	ARTIST	STREAMS
11	BTS	54.6B
12	BRUNO MARS	53.4B
13	POST MALONE	51.2B
14	RIHANNA	49.9B
15	COLDPLAY	48.1B
16	TRAVIS SCOTT	46.4B
17	J BALVIN	45.4B
18	KENDRICK LAMAR	44.0B
19	DUA LIPA	42.5B
20	IMAGINE DRAGONS	40.8B

#	ARTIST	STREAMS
21	DAVID GUETTA	40.8B
22	LANA DEL REY	40.4B
23	JUICE WRLD	39.3B
24	LADY GAGA	38.6B
25	OZUNA	37.2B
26	MAROON 5	36.8B
27	RAUW ALEJANDRO	36.7B
28	ARIJIT SINGH	36.6B
29	XXXTENTACION	36.2B
30	LINKIN PARK	34.6B

#	ARTIST	STREAMS
31	FUTURE	34.5B
32	CALVIN HARRIS	34.3B
33	BEYONCÉ	32.5B
34	KAROL G	31.9B
35	ANUEL AA	31.6B
36	KHALID	31.5B
37	PESO PLUMA	31.3B
38	SHAKIRA	31.3B
39	OLIVIA RODRIGO	31.1B
40	DADDY YANKEE	31.0B

SOURCE: CHARTMASTERS (OCT 2026). **NOTE:** RANKINGS ARE BASED ON ALL-TIME WORLDWIDE SPOTIFY STREAMS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2026

SPOTIFY ARTISTS WITH MOST FOLLOWERS

RANKING OF SPOTIFY'S MOST FOLLOWED ARTISTS IN OCT 2026



GLOBAL OVERVIEW

#	ARTIST	FOLLOWERS
01	ARIJIT SINGH	194 M
02	TAYLOR SWIFT	165 M
03	BILLIE EILISH	131 M
04	ED SHEERAN	129 M
05	THE WEEKND	128 M
06	BAD BUNNY	124 M
07	DRAKE	118 M
08	ARIANA GRANDE	116 M
09	EMINEM	113 M
10	JUSTIN BIEBER	96.7 M

#	ARTIST	FOLLOWERS
11	BTS	89.8 M
12	BRUNO MARS	89.2 M
13	A.R. RAHMAN	84.6 M
14	RIHANNA	77.0 M
15	PRITAM	76.8 M
16	ADELE	72.8 M
17	KAROL G	67.3 M
18	COLDPLAY	65.7 M
19	BLACKPINK	61.1 M
20	LANA DEL REY	61.1 M

#	ARTIST	FOLLOWERS
21	IMAGINE DRAGONS	60.7 M
22	QUEEN	58.6 M
23	OLIVIA RODRIGO	57.3 M
24	XXXTENTACION	55.3 M
25	SELENA GOMEZ	55.1 M
26	MICHAEL JACKSON	54.7 M
27	SIDHU MOOSE WALA	52.4 M
28	ANIRUDH RAVICHANDER	52.3 M
29	ANUEL AA	51.1 M
30	NEHA KAKKAR	50.5 M

#	ARTIST	FOLLOWERS
31	POST MALONE	49.4 M
32	ATIF ASLAM	49.3 M
33	MAROON 5	49.3 M
34	KENDRICK LAMAR	49.2 M
35	DUA LIPA	49.1 M
36	LADY GAGA	48.9 M
37	SHAWN MENDES	47.9 M
38	JUICE WRLD	47.0 M
39	SHAKIRA	46.0 M
40	YO YO HONEY SINGH	45.4 M

SOURCE: CHARTMASTERS (OCT 2026). **NOTE:** RANKINGS ARE BASED ON ARTIST FOLLOWER NUMBERS AT THE TIME OF REPORT PRODUCTION. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

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OCT 2026

SPOTIFY ARTISTS WITH MOST MONTHLY LISTENERS

RANKING OF SPOTIFY ARTISTS WITH THE HIGHEST NUMBER OF MONTHLY LISTENERS IN THE 28 DAYS PRIOR TO REPORT PRODUCTION IN OCT 2026



GLOBAL OVERVIEW

#	ARTIST	MONTHLY LISTENERS
01	BRUNO MARS	131 M
02	RIHANNA	116 M
03	THE WEEKND	115 M
04	JUSTIN BIEBER	114 M
05	TAYLOR SWIFT	105 M
06	LADY GAGA	100 M
07	COLDPLAY	95.2 M
08	DRAKE	94.1 M
09	BAD BUNNY	94.0 M
10	ARIANA GRANDE	93.7 M

#	ARTIST	MONTHLY LISTENERS
11	SHAKIRA	92.1 M
12	KATY PERRY	89.8 M
13	MICHAEL JACKSON	88.2 M
14	DAVID GUETTA	83.4 M
15	MAROON 5	80.5 M
16	ED SHEERAN	80.4 M
17	PITBULL	79.5 M
18	BILLIE EILISH	78.1 M
19	DUA LIPA	77.8 M
20	CALVIN HARRIS	76.4 M

#	ARTIST	MONTHLY LISTENERS
21	EMINEM	74.1 M
22	J BALVIN	72.3 M
23	KENDRICK LAMAR	71.0 M
24	KANYE WEST	70.9 M
25	SIA	69.2 M
26	KAROL G	68.9 M
27	POST MALONE	68.4 M
28	OLIVIA RODRIGO	67.2 M
29	SZA	66.2 M
30	LANA DEL REY	65.9 M

#	ARTIST	MONTHLY LISTENERS
31	BEYONCÉ	65.7 M
32	BLACK EYED PEAS	65.0 M
33	DADDY YANKEE	64.1 M
34	HARRY STYLES	63.8 M
35	MILEY CYRUS	63.6 M
36	TRAVIS SCOTT	61.8 M
37	TAME IMPALA	61.5 M
38	SEAN PAUL	59.5 M
39	ADELE	59.5 M
40	JUSTIN TIMBERLAKE	58.8 M

SOURCE: CHARTMASTERS (OCT 2026). **NOTE:** RANKINGS ARE BASED ON WORLDWIDE SPOTIFY ACTIVITY IN THE 28 DAYS PRIOR TO REPORT PRODUCTION (DATA UP TO OCT 2026), BASED ON UNIQUE MONTHLY LISTENER ACCOUNTS. **COMPARABILITY:** VALUES REPRESENT THE LATEST COUNTS AT TIME OF REPORT PRODUCTION, BUT VALUES ARE SUBJECT TO CONSTANT FLUCTUATION.

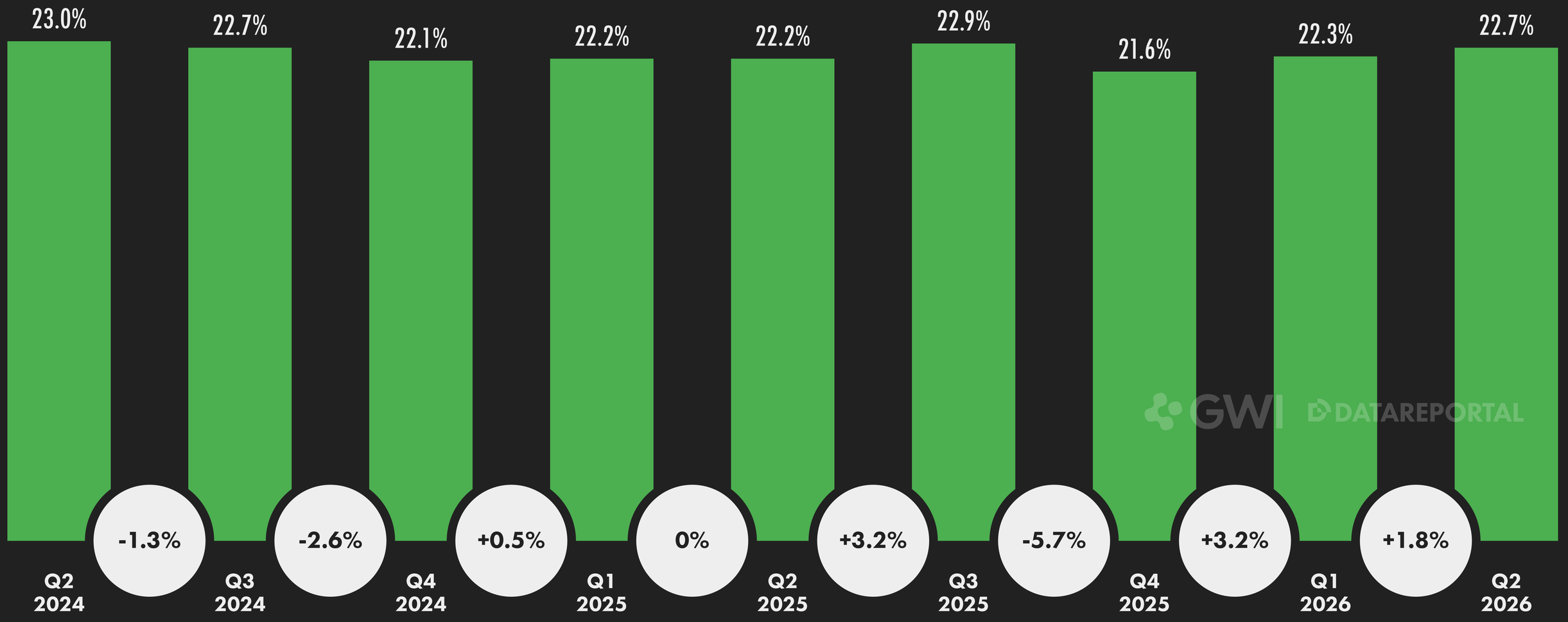
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OCT 2026

PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

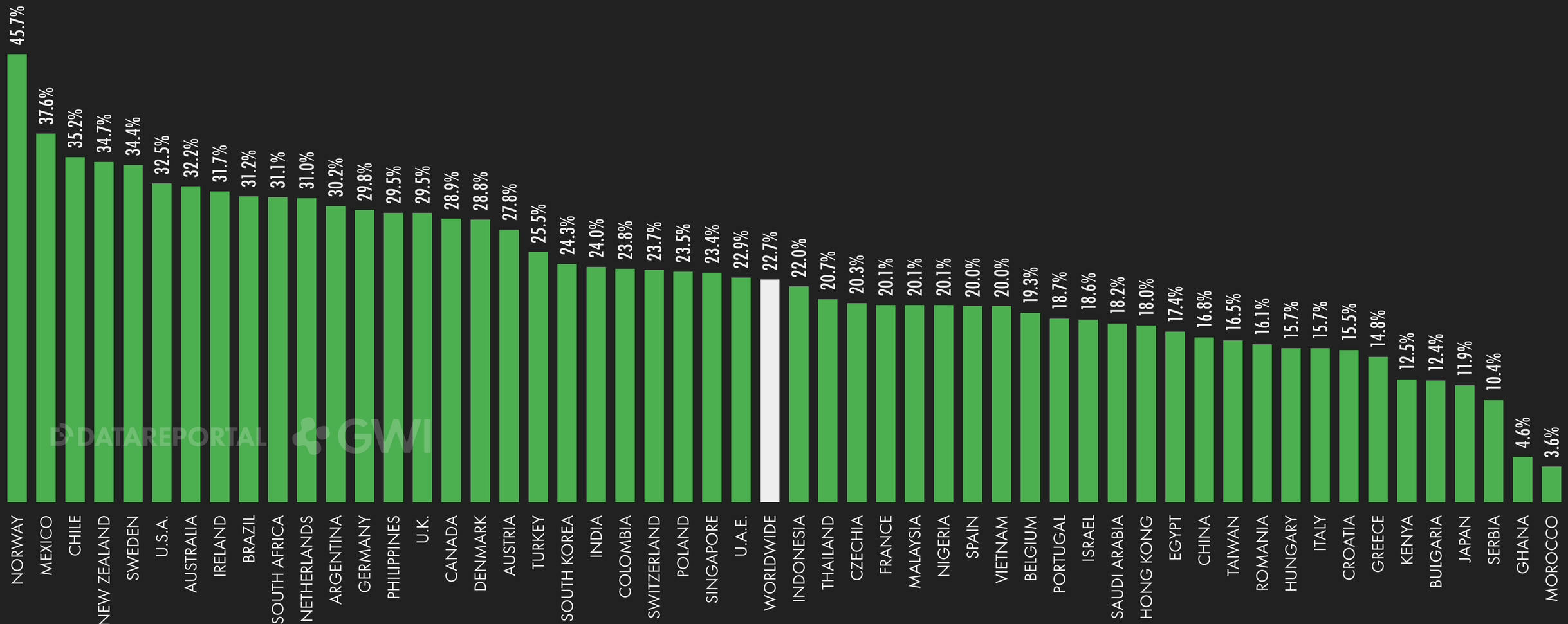
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OCT 2026

PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

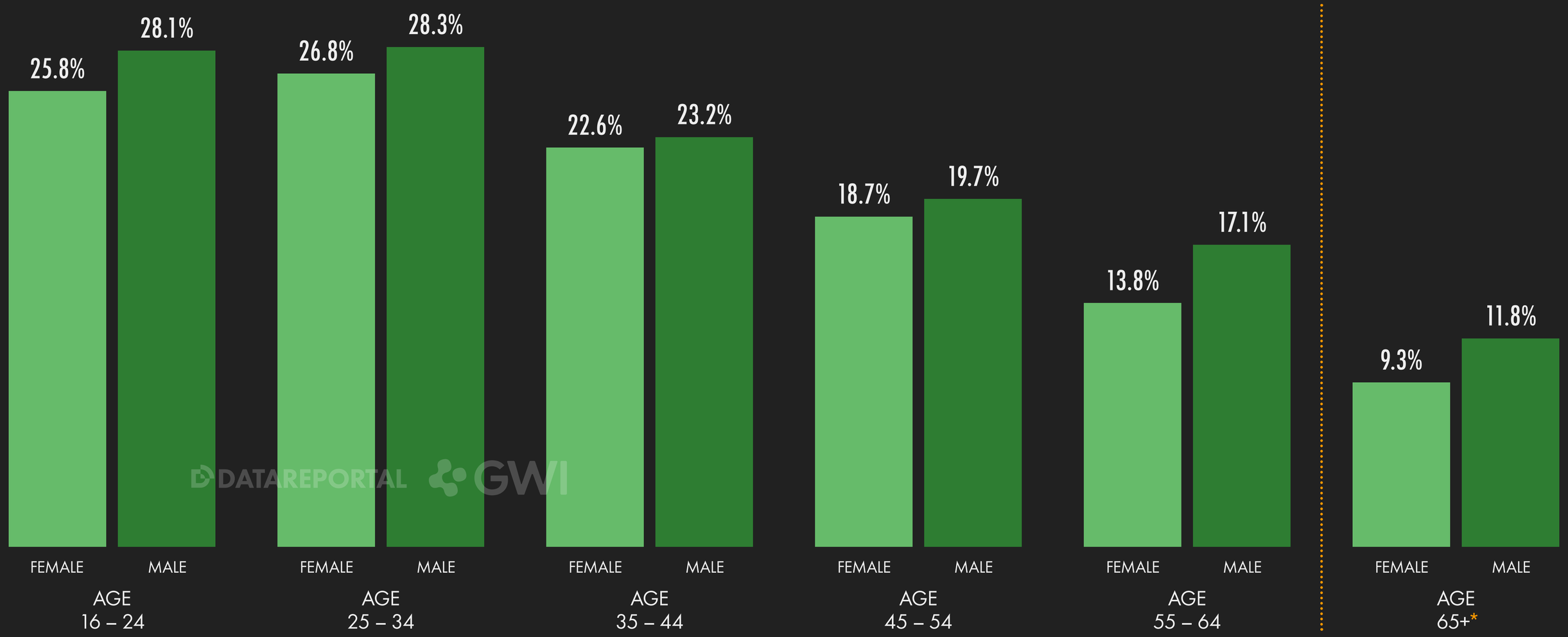
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OCT 2026

PAYING FOR STREAMING MUSIC SERVICES

PERCENTAGE OF INTERNET USERS WHO PAY FOR MUSIC STREAMING SERVICES EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

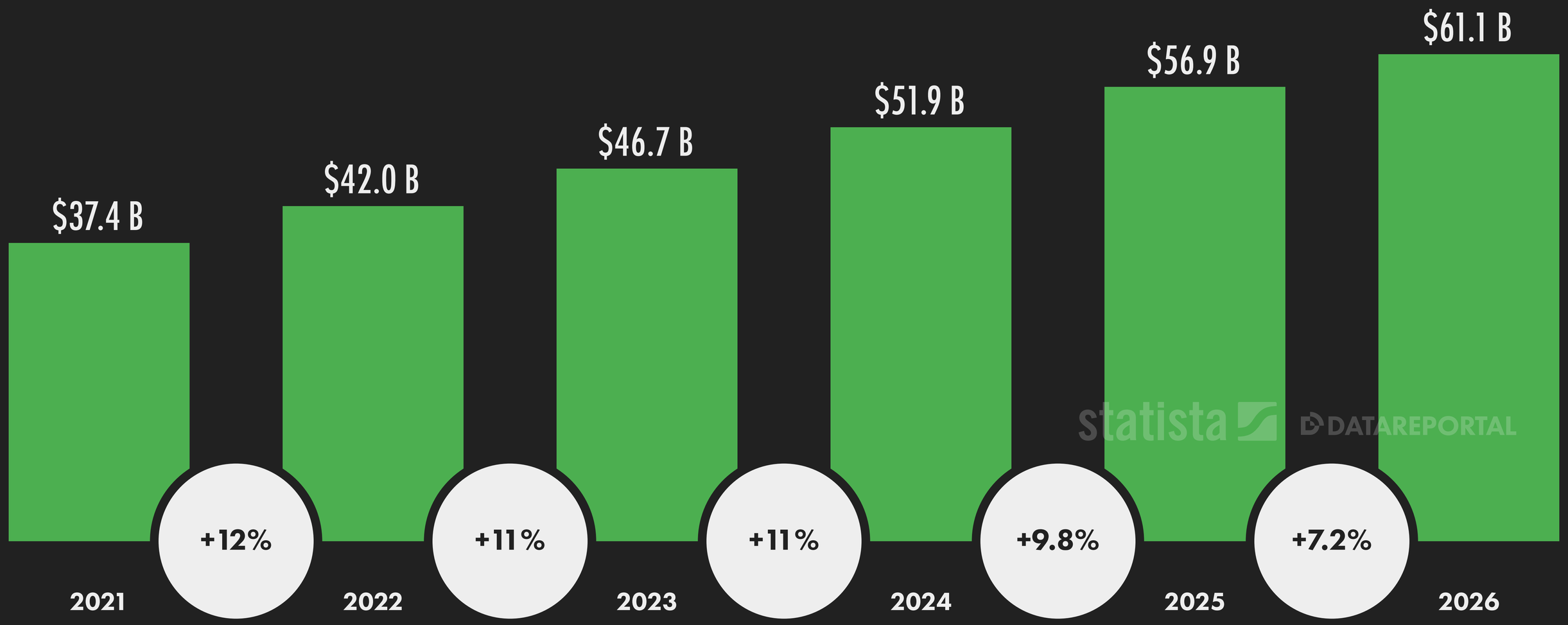
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OCT 2026

DIGITAL MUSIC REVENUES

ESTIMATED TOTAL ANNUAL CONSUMER SPEND ON DIGITAL MUSIC PRODUCTS AND SUBSCRIPTIONS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON DIGITAL MUSIC PRODUCTS AND SUBSCRIPTIONS TO MUSIC STREAMING SERVICES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

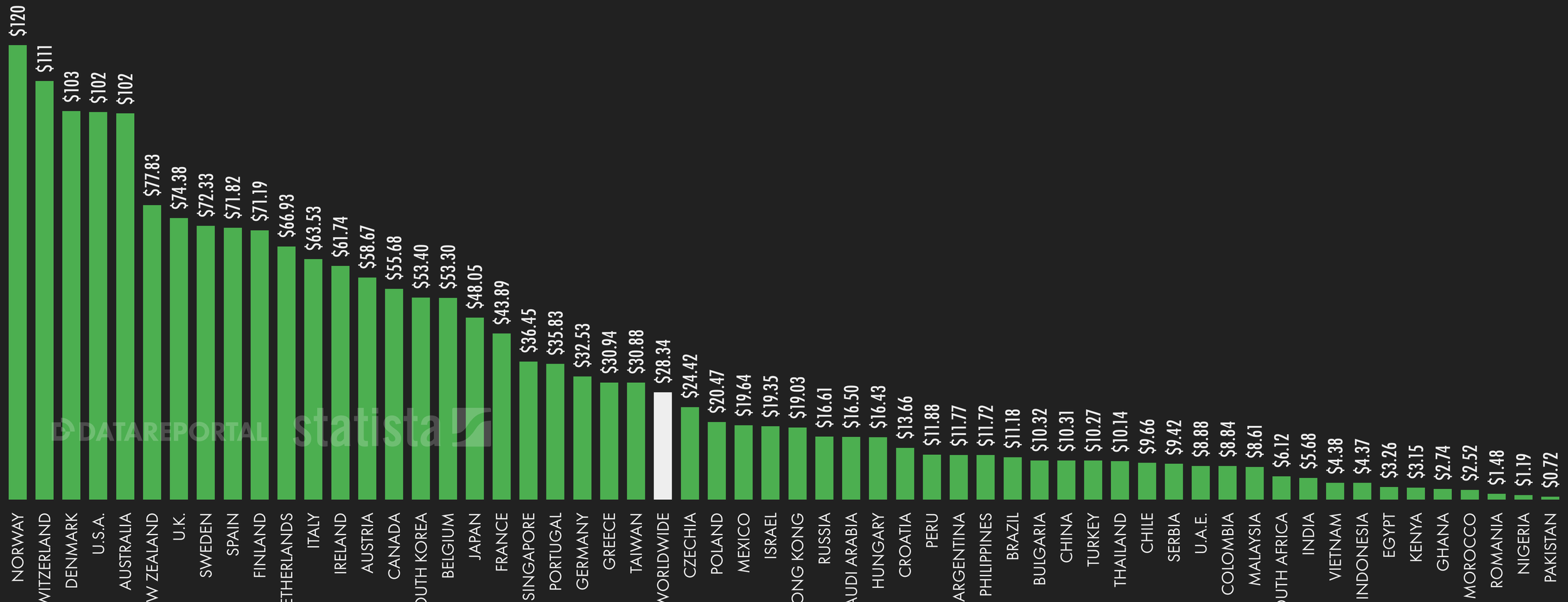
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OCT 2026

DIGITAL MUSIC ARPU

ESTIMATED AVERAGE TOTAL ANNUAL SPEND PER USER ON DIGITAL MUSIC DOWNLOADS AND MUSIC STREAMING SERVICES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2026 SPEND PER USER ON PURCHASES OF DIGITAL MUSIC DOWNLOADS AND SUBSCRIPTIONS TO MUSIC STREAMING SERVICES. THE SAME INDIVIDUAL MAY SUBSCRIBE TO MULTIPLE MUSIC STREAMING PLATFORMS, SO VALUES MAY INCLUDE SPEND ON MORE THAN ONE SERVICE.
COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

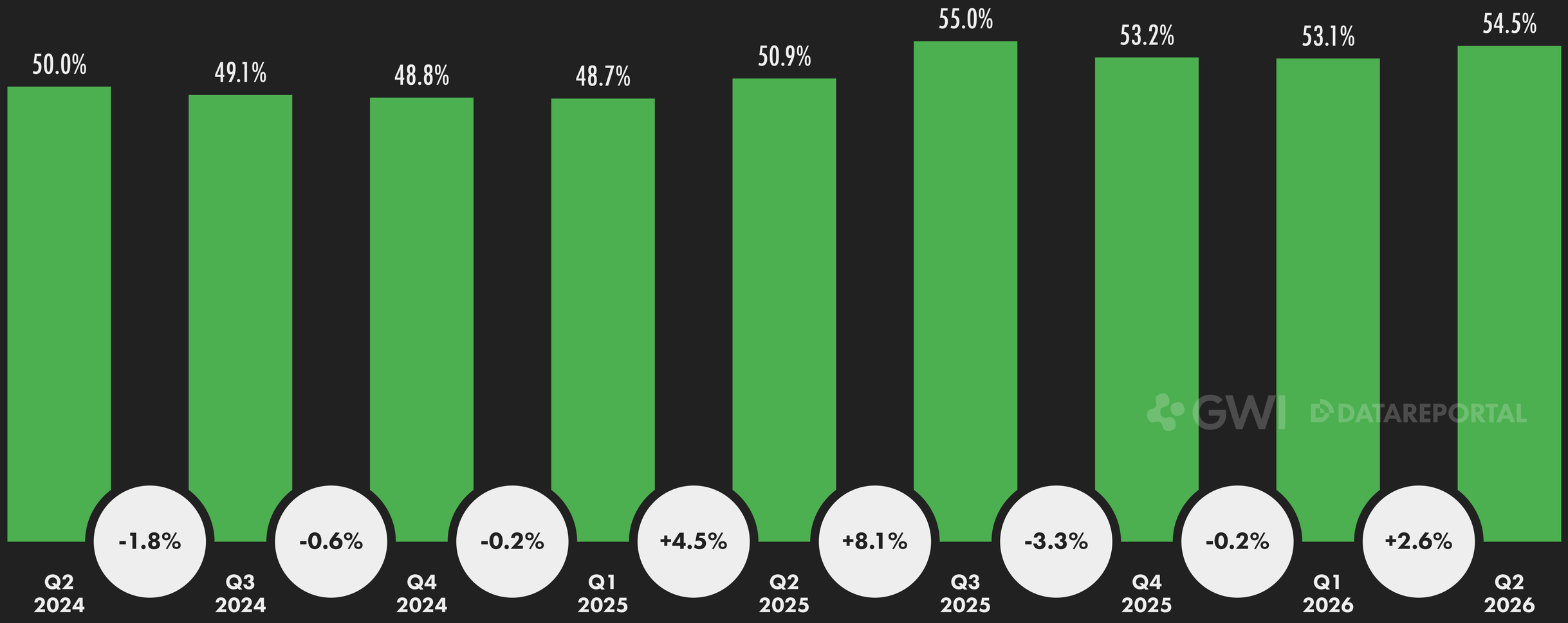
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OCT 2026

WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

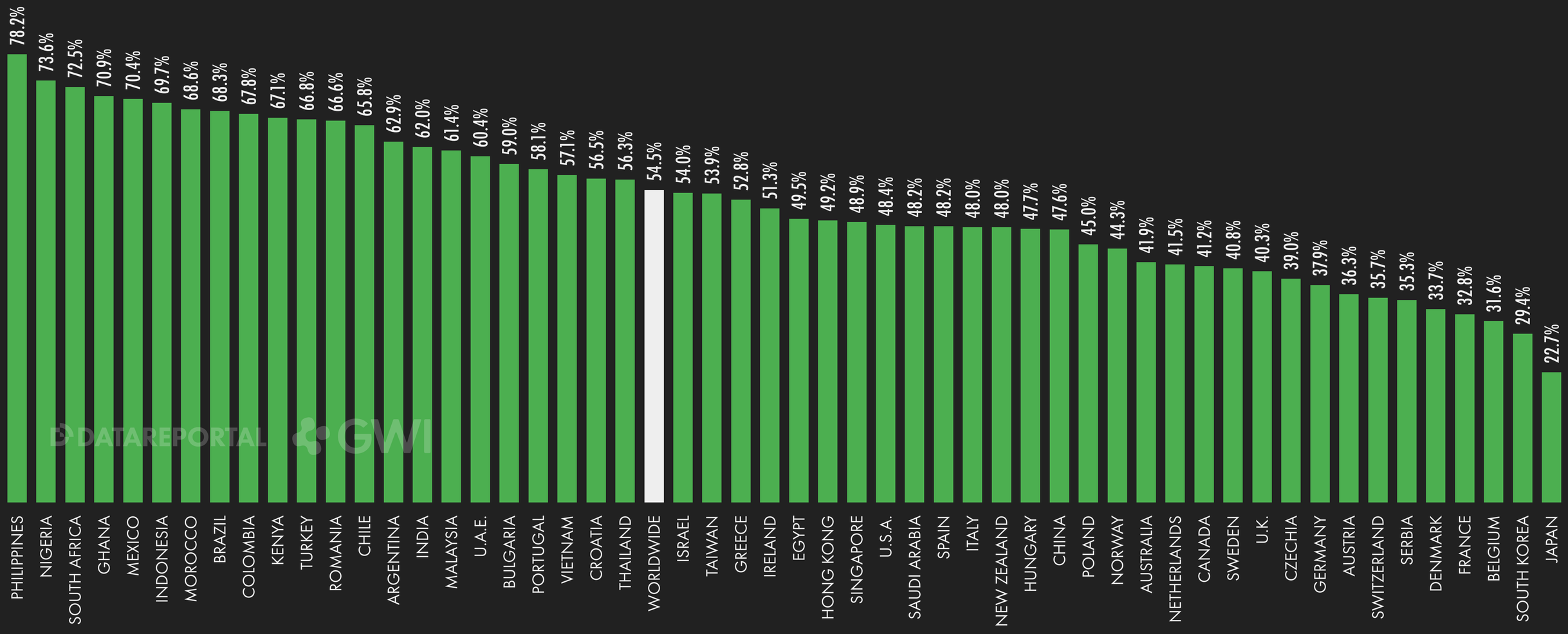
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OCT 2026

WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

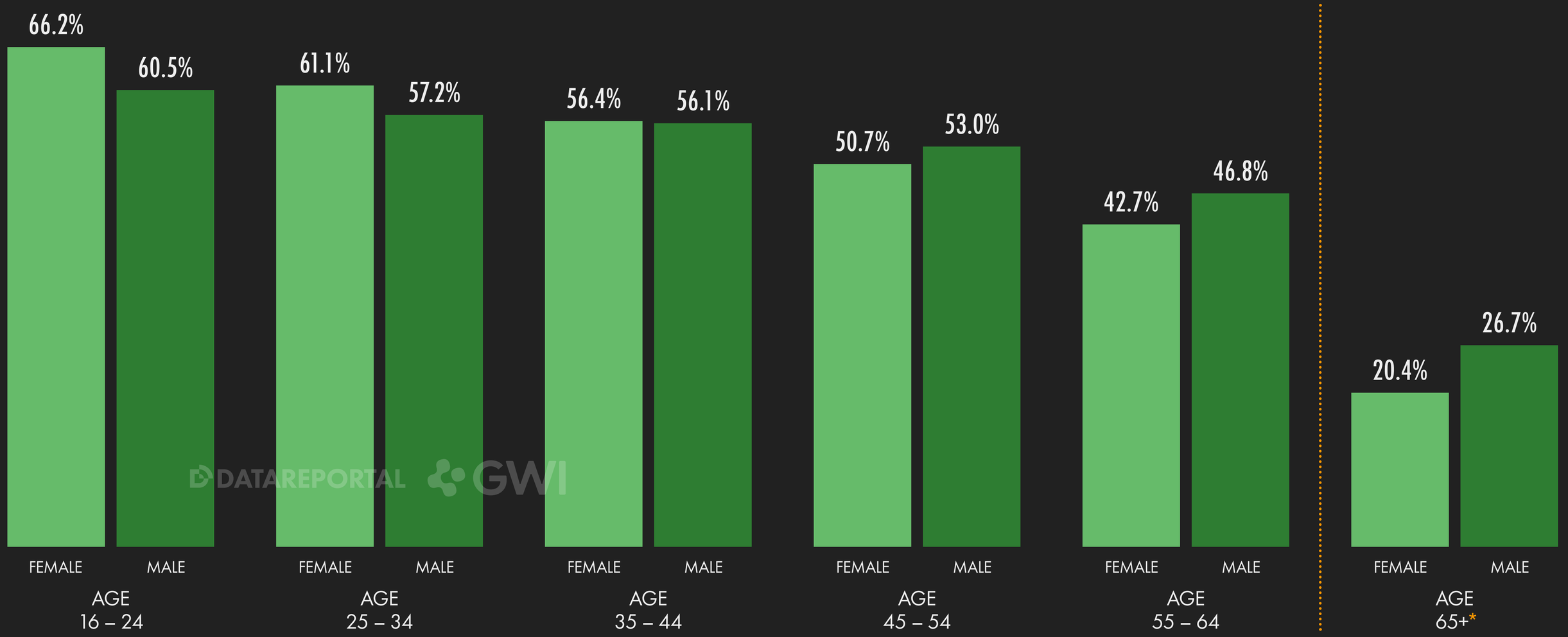
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OCT 2026

WATCHING ONLINE MUSIC VIDEOS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH ONLINE MUSIC VIDEOS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

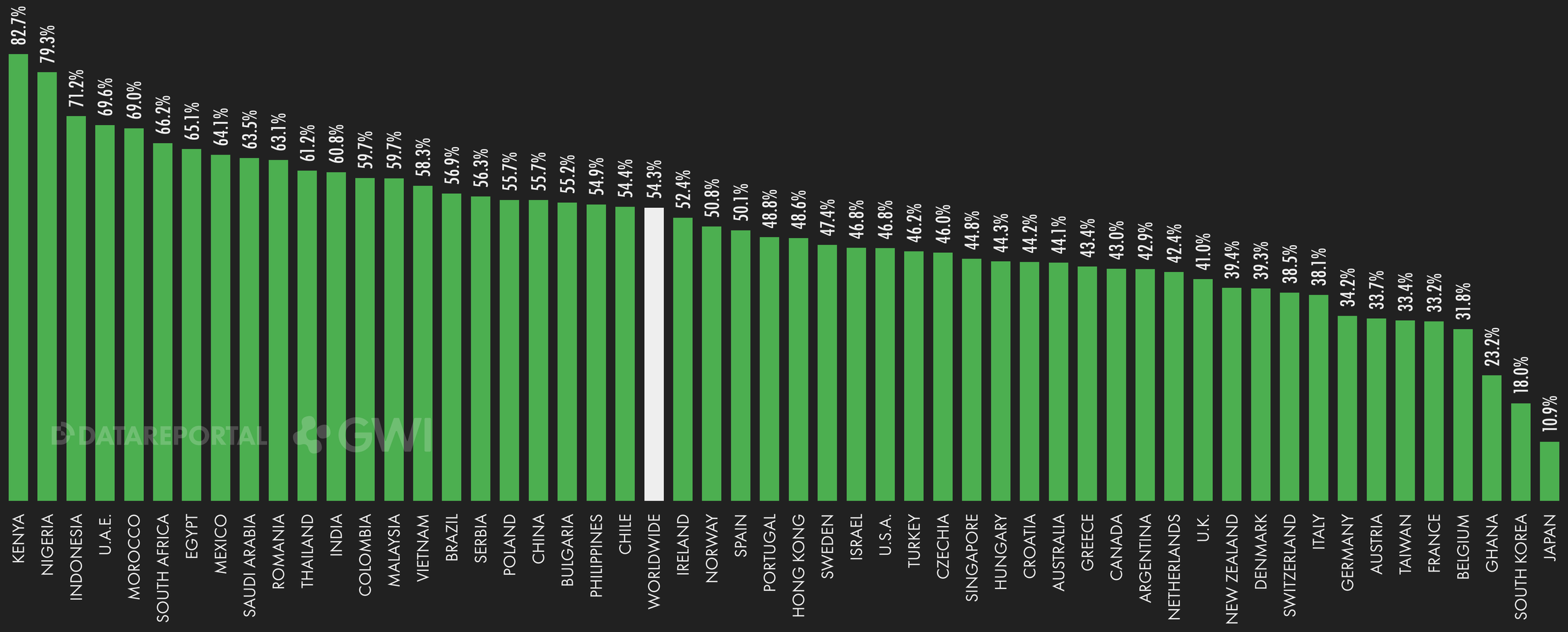
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OCT 2026

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO LISTEN TO PODCASTS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

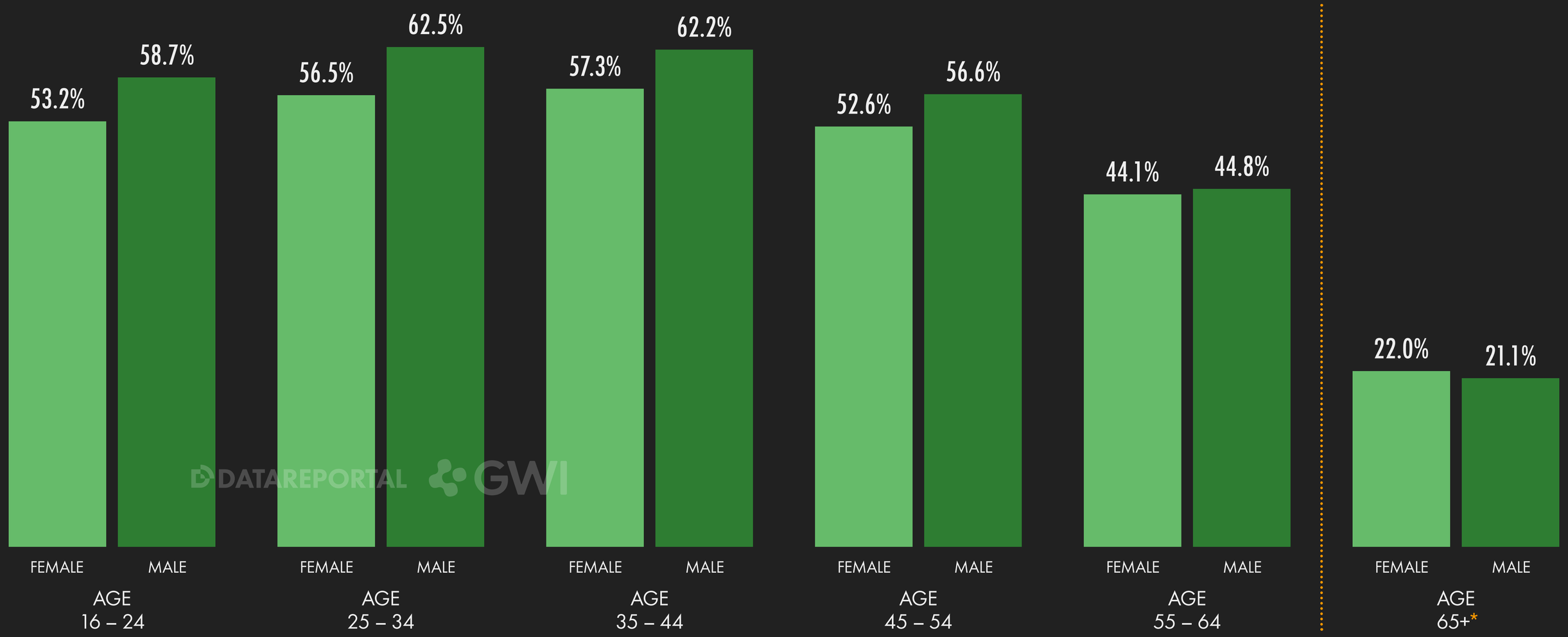
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OCT 2026

LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS WHO LISTEN TO PODCASTS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

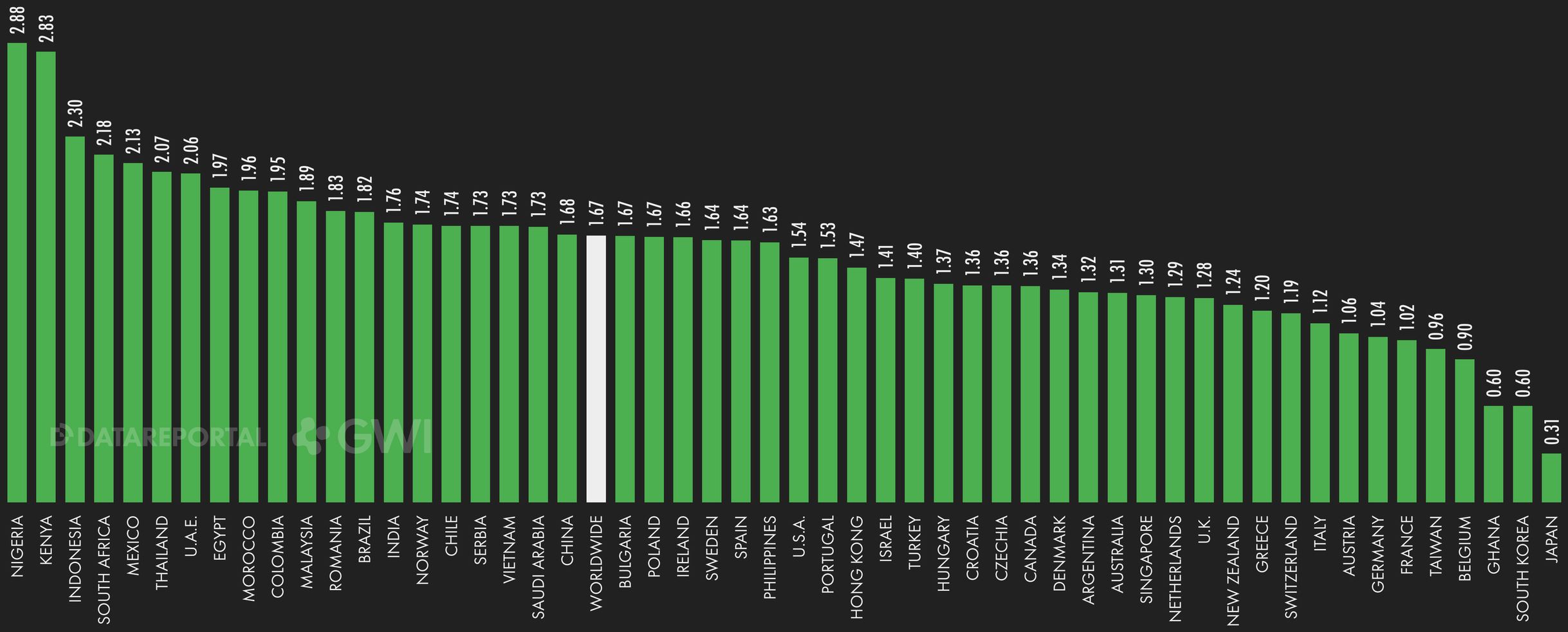
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OCT 2026

FREQUENCY OF LISTENING TO PODCASTS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ LISTEN TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

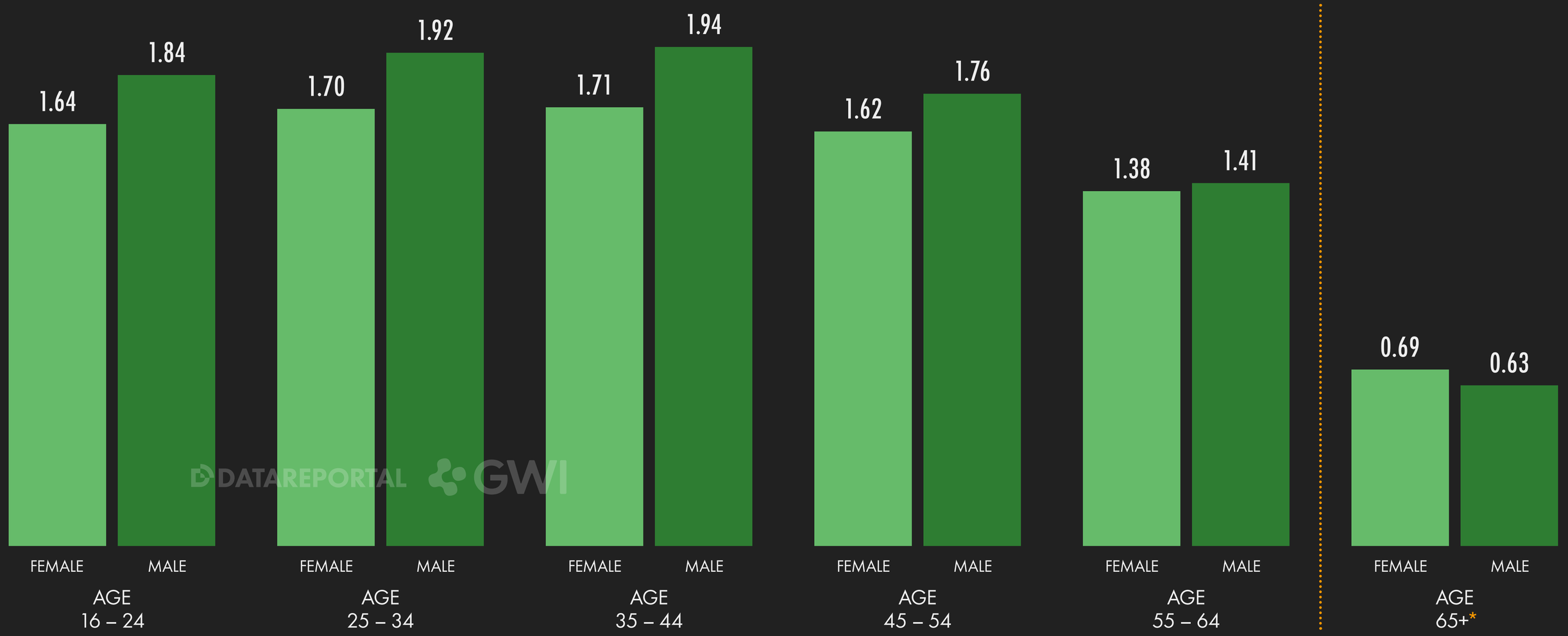
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OCT 2026

FREQUENCY OF LISTENING TO PODCASTS

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS LISTEN TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

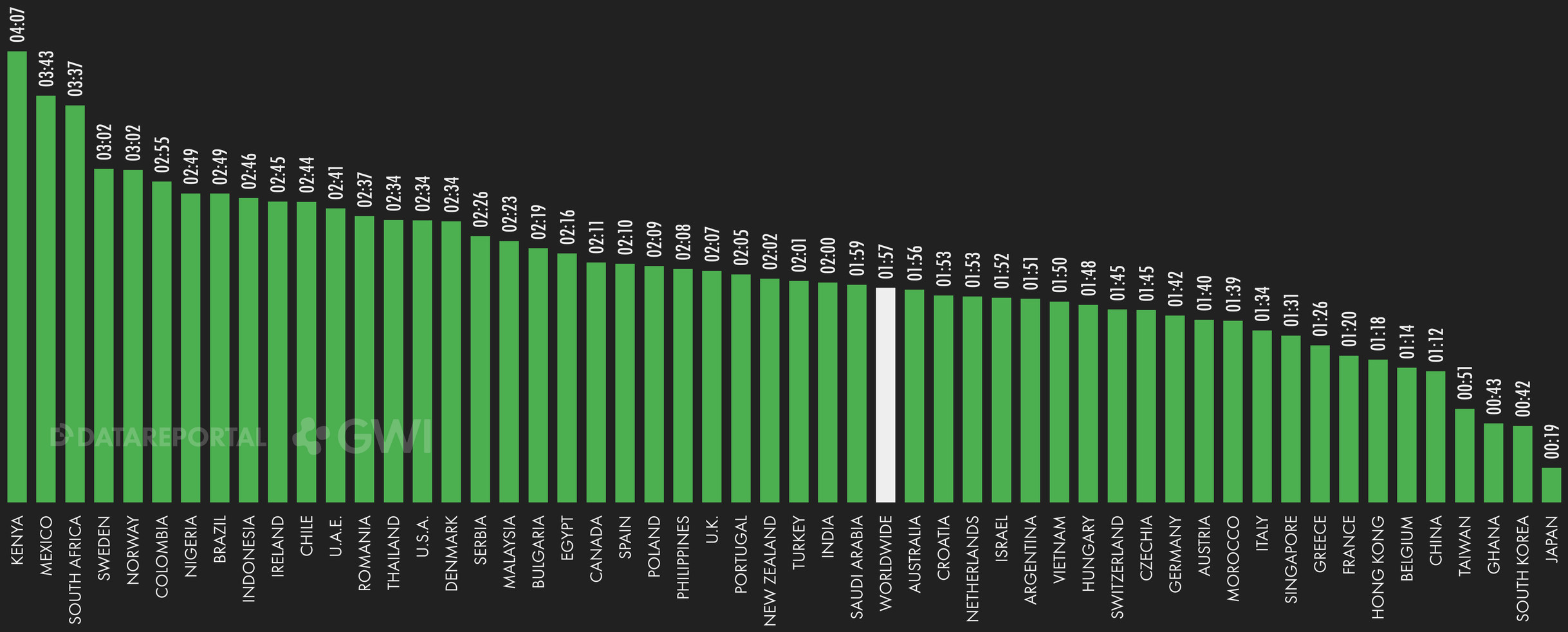
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OCT 2026

TIME SPENT LISTENING TO PODCASTS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND LISTENING TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

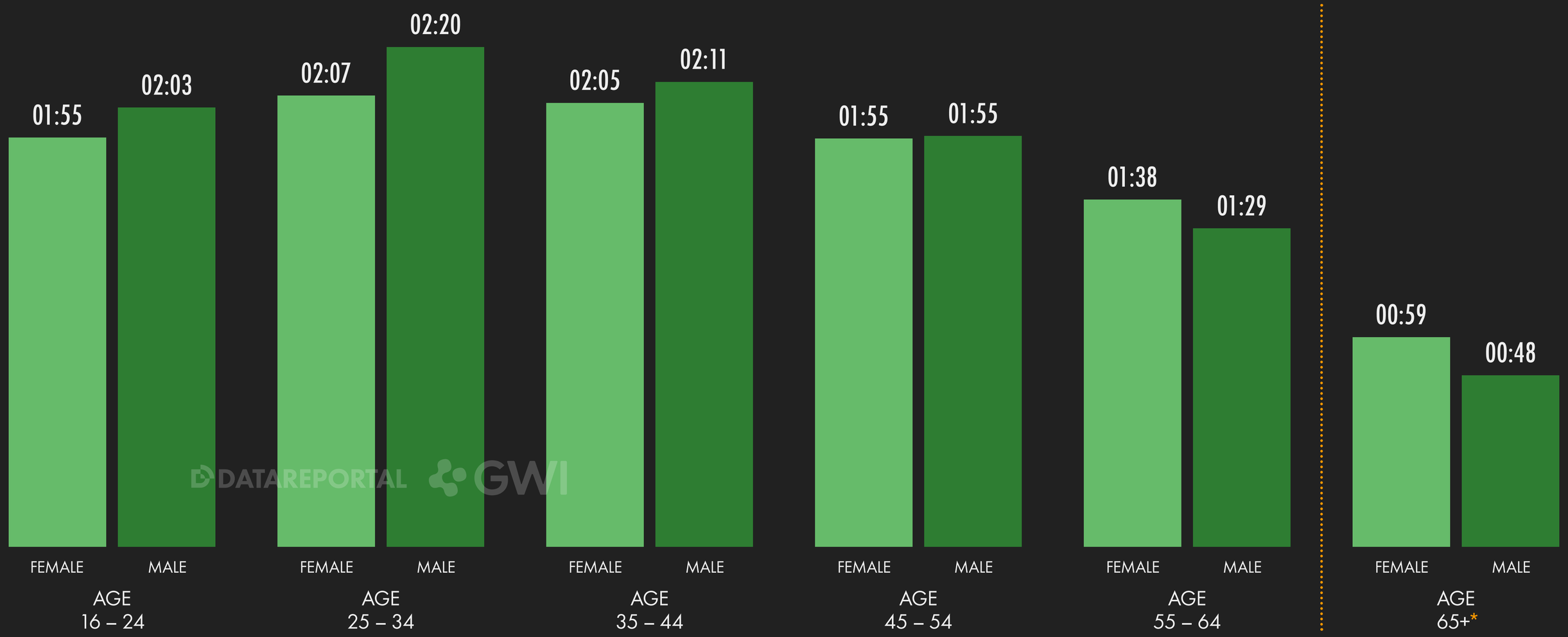
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OCT 2026

TIME SPENT LISTENING TO PODCASTS

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND LISTENING TO PODCASTS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

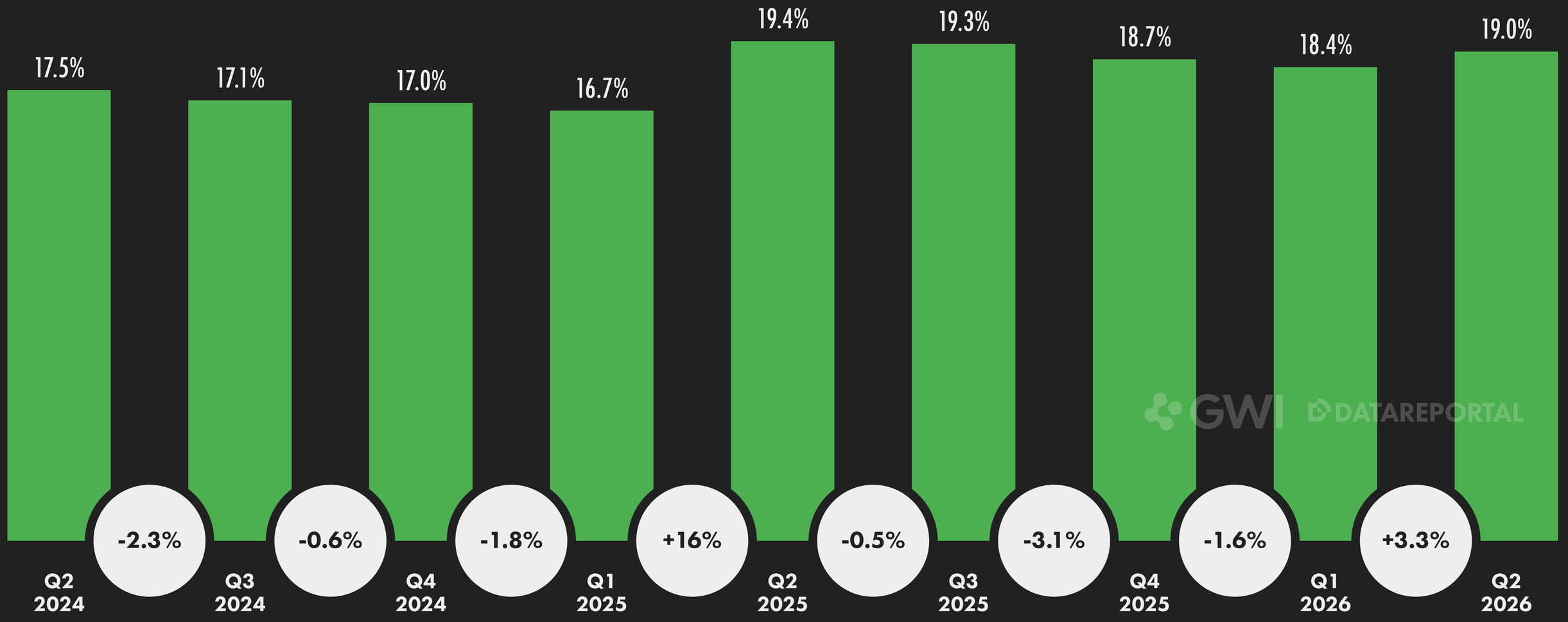
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OCT 2026

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS AGED 16+ THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

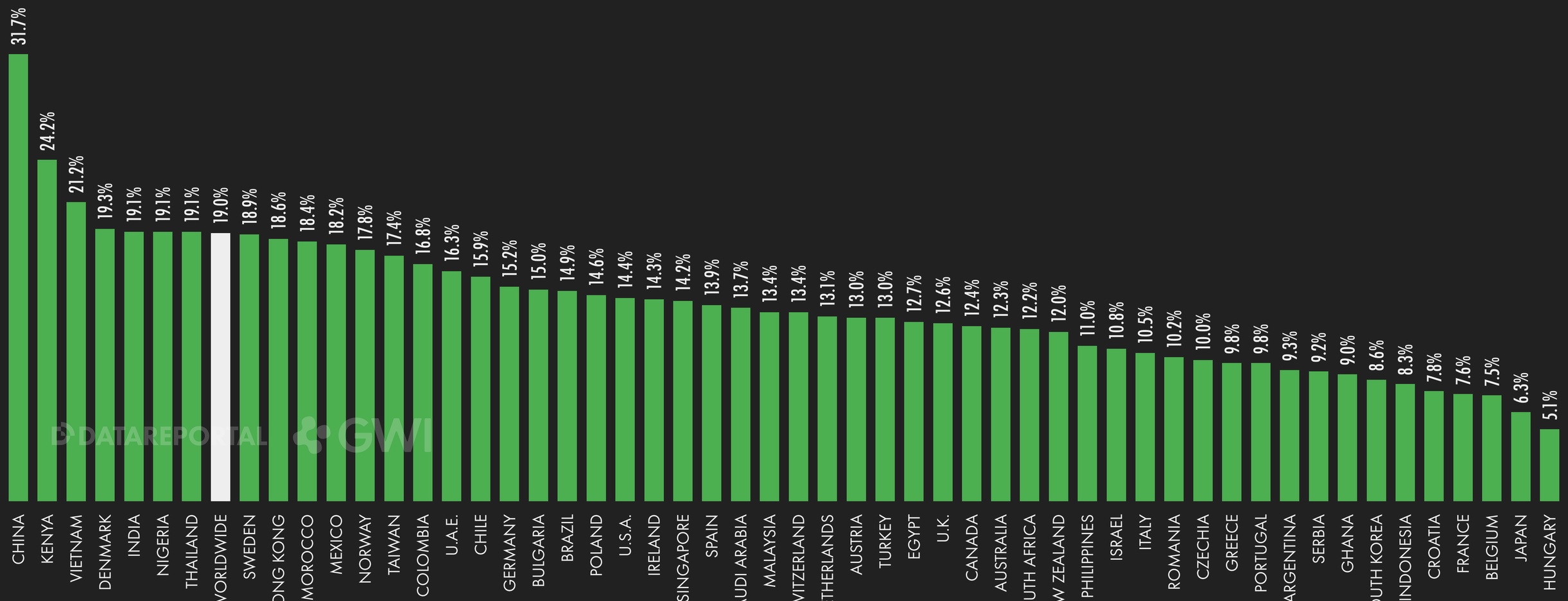
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OCT 2026

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS AGED 16+ THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

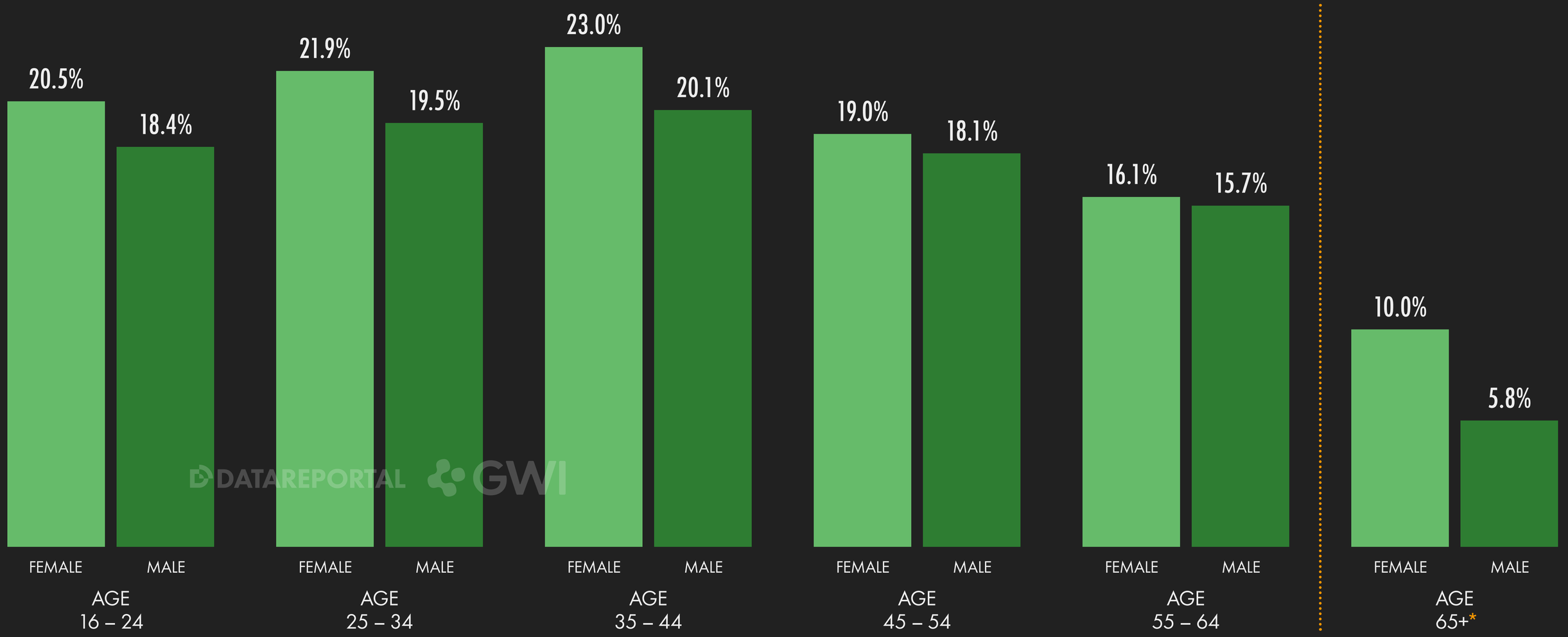
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OCT 2026

LISTENING TO AUDIO BOOKS

PERCENTAGE OF INTERNET USERS THAT LISTEN TO AUDIO BOOKS EACH WEEK

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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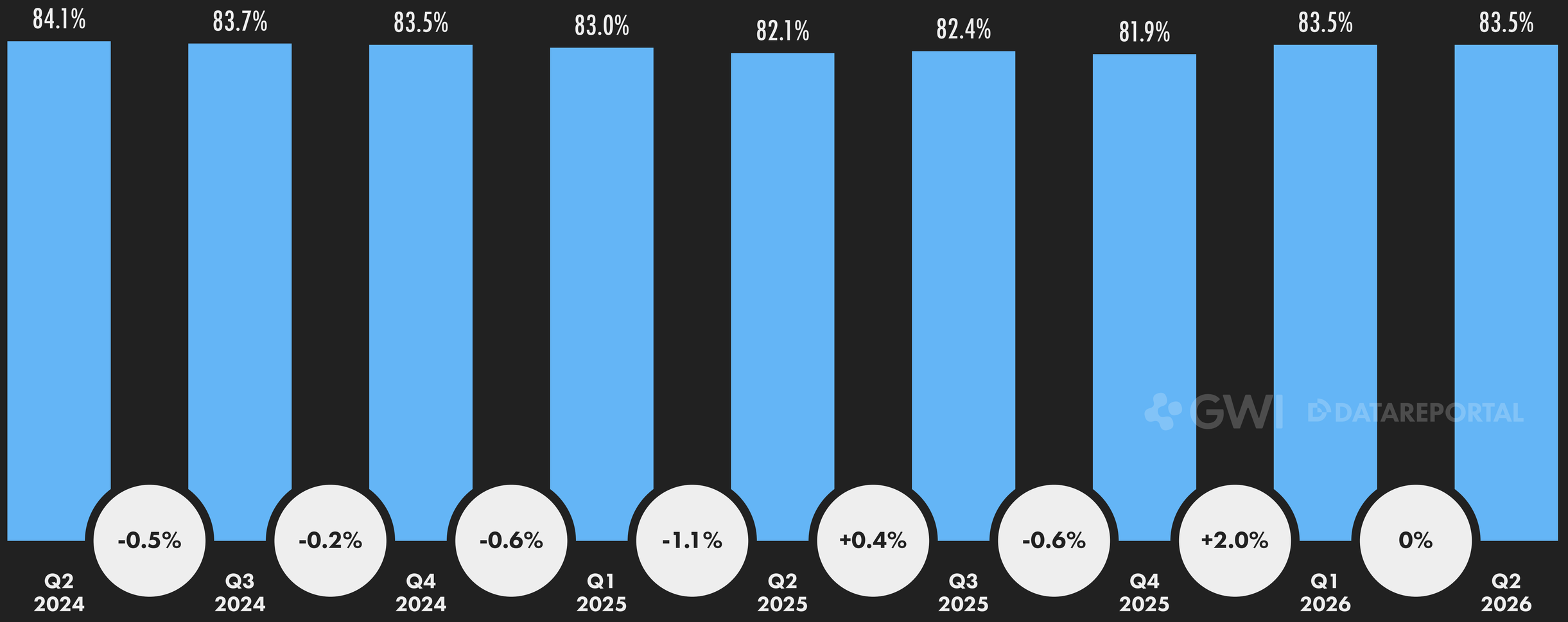
VIDEO GAMES

OCT 2026

PLAYING VIDEO GAMES (QOQ)

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

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

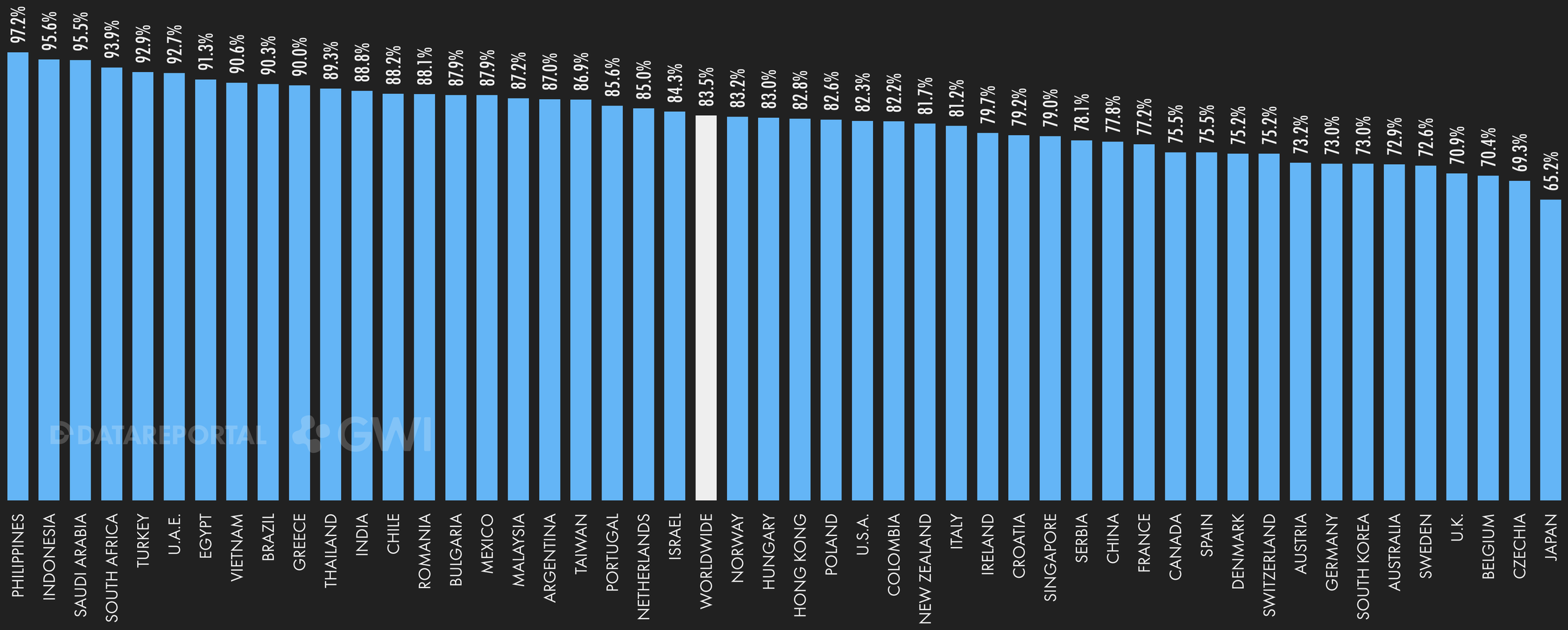
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OCT 2026

PLAYING VIDEO GAMES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

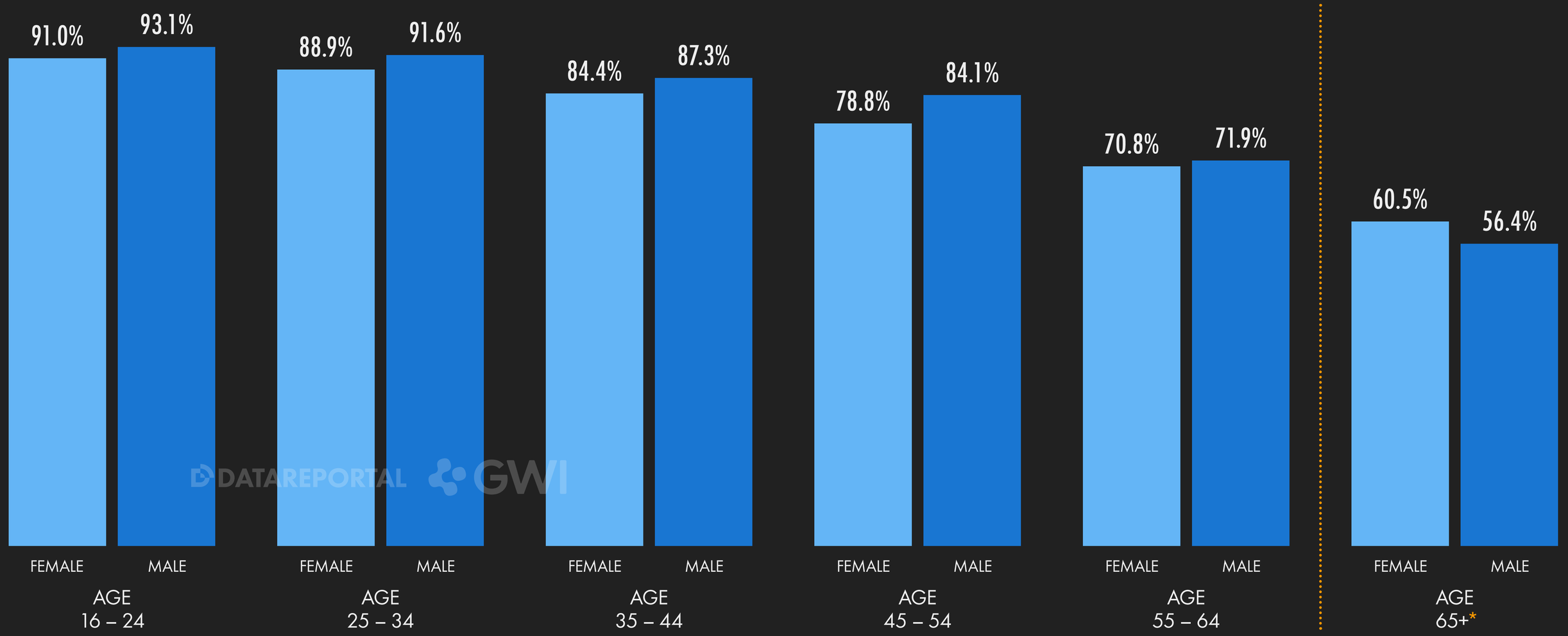
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PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** NO TIME PERIOD (E.G. "PAST WEEK") IS ASSOCIATED WITH THIS QUESTION IN GWI'S SURVEY. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

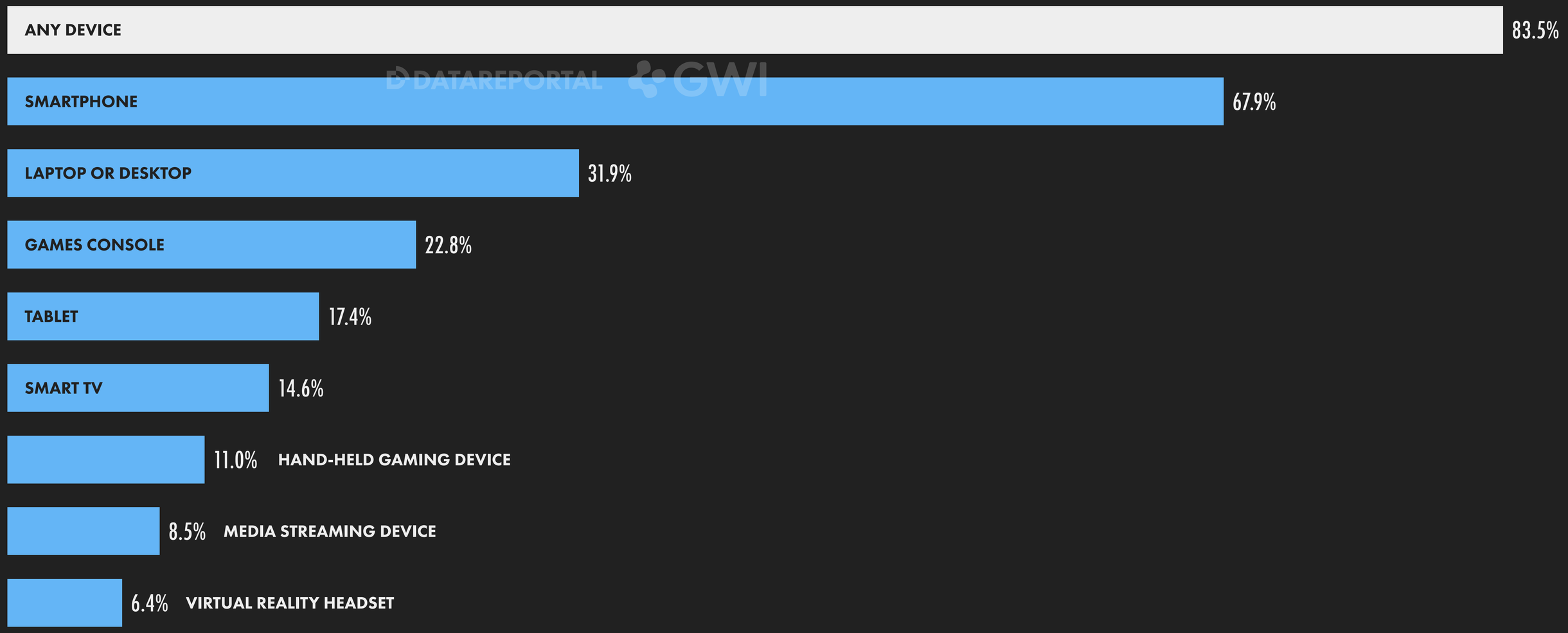
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DEVICES USED TO PLAY VIDEO GAMES

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

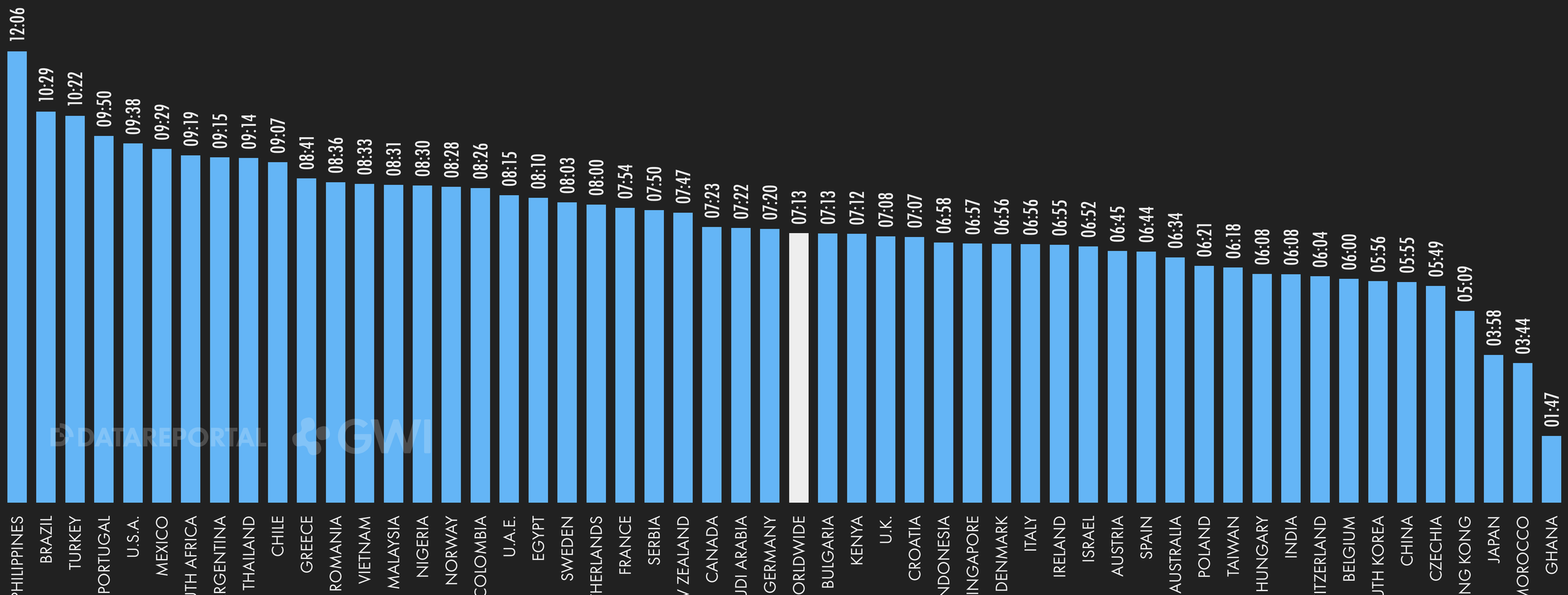
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WEEKLY TIME SPENT PLAYING VIDEO GAMES

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND PLAYING VIDEO GAMES ON MOBILES, CONSOLES, AND COMPUTERS

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

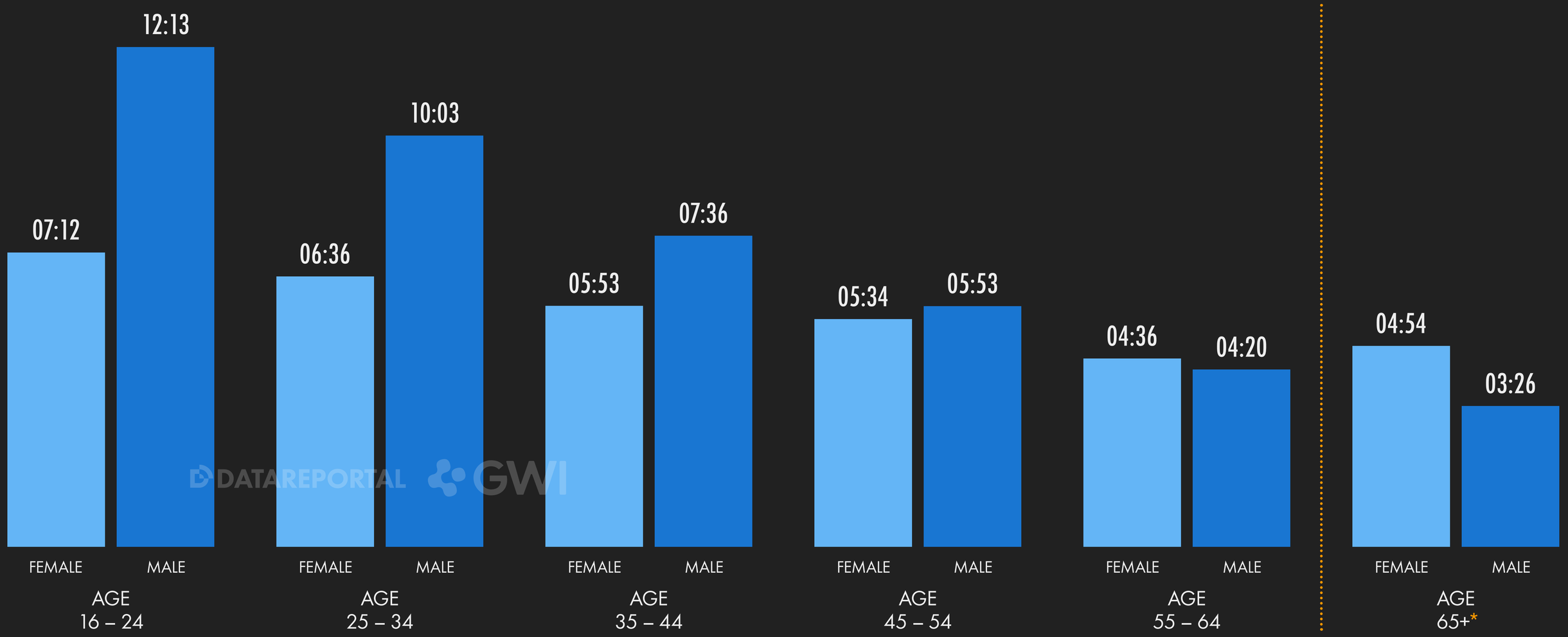
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WEEKLY TIME SPENT PLAYING VIDEO GAMES

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND PLAYING VIDEO GAMES ON MOBILES, CONSOLES, AND COMPUTERS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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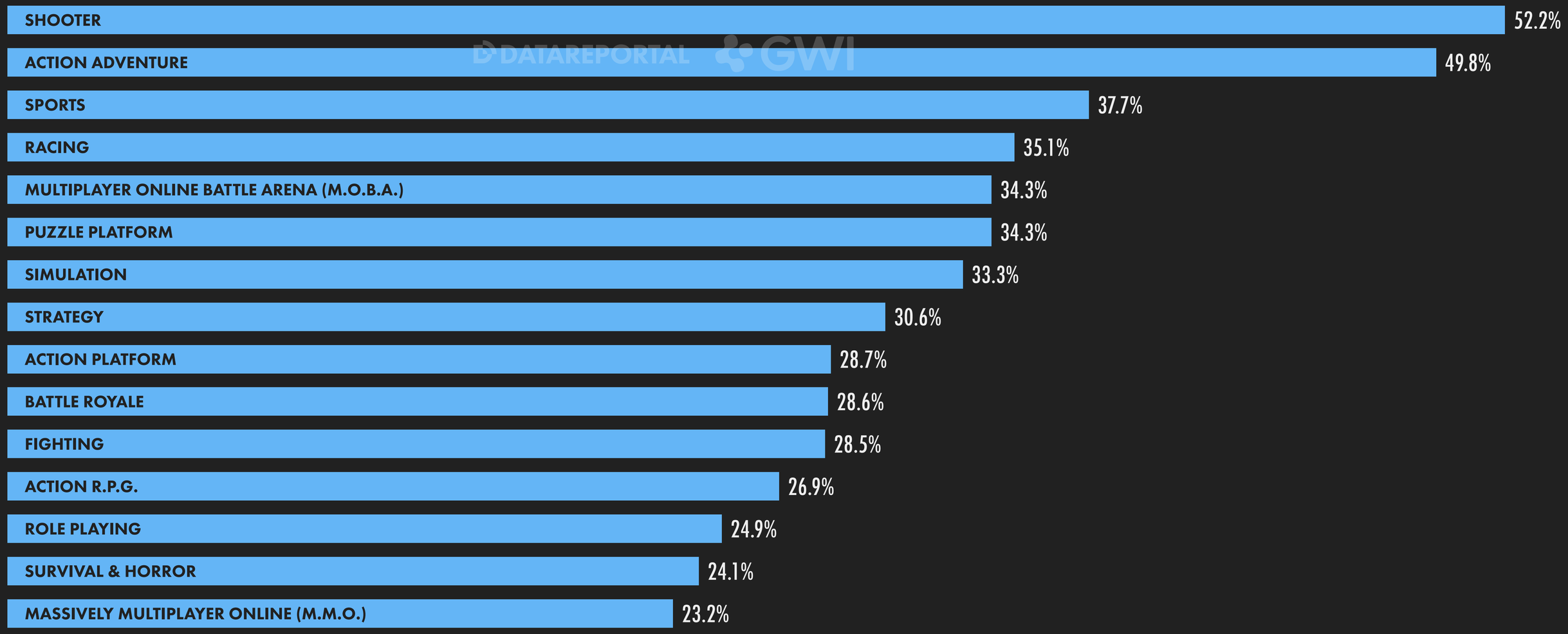
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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES EACH MONTH WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGES REPRESENT SHARE OF INTERNET USERS IN EACH AGE GROUP WHO PLAY VIDEO GAMES EACH MONTH, AND WHO ALSO SAY THEY PLAY EACH GENRE OF VIDEO GAME. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS WHO PLAY VIDEO GAMES EACH MONTH WHO ALSO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SHOOTER	61.0%	SHOOTER	60.6%	SHOOTER	54.6%	SHOOTER	44.2%	SHOOTER	37.2%	PUZZLE PLATFORM	21.2%
ACTION ADVENTURE	59.0%	ACTION ADVENTURE	56.6%	ACTION ADVENTURE	51.2%	ACTION ADVENTURE	44.1%	ACTION ADVENTURE	34.5%	FREE-TO-PLAY CASINO	16.2%
M.O.B.A.	39.6%	SPORTS	44.1%	SPORTS	41.2%	PUZZLE PLATFORM	35.4%	PUZZLE PLATFORM	31.6%	ONLINE BOARD GAMES	14.1%
SPORTS	38.8%	M.O.B.A.	41.7%	RACING	38.4%	SPORTS	35.2%	SPORTS	28.4%	ACTION ADVENTURE	10.4%
SIMULATION	38.4%	RACING	40.8%	PUZZLE PLATFORM	37.0%	RACING	32.8%	RACING	26.0%	SHOOTER	8.0%
BATTLE ROYALE	37.2%	SIMULATION	39.2%	M.O.B.A.	36.4%	SIMULATION	28.6%	SIMULATION	24.1%	SIMULATION	7.1%
RACING	36.4%	PUZZLE PLATFORM	35.5%	SIMULATION	34.0%	STRATEGY	28.1%	M.O.B.A.	23.4%	ACTION PLATFORM	6.8%
PUZZLE PLATFORM	32.9%	STRATEGY	34.9%	STRATEGY	33.5%	M.O.B.A.	27.6%	STRATEGY	23.0%	SPORTS	6.7%
STRATEGY	32.6%	BATTLE ROYALE	33.8%	ACTION PLATFORM	32.8%	ACTION PLATFORM	26.1%	ACTION PLATFORM	20.6%	RACING	6.1%
FIGHTING	31.0%	ACTION PLATFORM	33.4%	FIGHTING	31.4%	FIGHTING	25.8%	FIGHTING	18.8%	STRATEGY	5.5%

GWI

SOURCE: GWI (Q2 2026). **NOTE:** DATA FOR AGES 65+ ARE INTERNET USERS AGED 65-74 IN EACH AGE GROUP'S TOP PLATFORMS FOR VIDEO GAMES EACH MONTH, AND MAY NOT BE REFLECTIVE OF THE TOTAL POPULATION OF VIDEO GAME FORUM USERS IN EACH AGE GROUP. **COMPARABILITY:** GWI'S DATA FOR US DEVELOPED AGE STAGES 65+ ARE NOT AVAILABLE OF RESEARCH AS RESULTING VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES TO AUDIENCE COMPOSITION MEANS DEVELOPMENTS OVER TIME ARE NOT DIRECTLY COMPARABLE. SEE NOTES ON DATA.

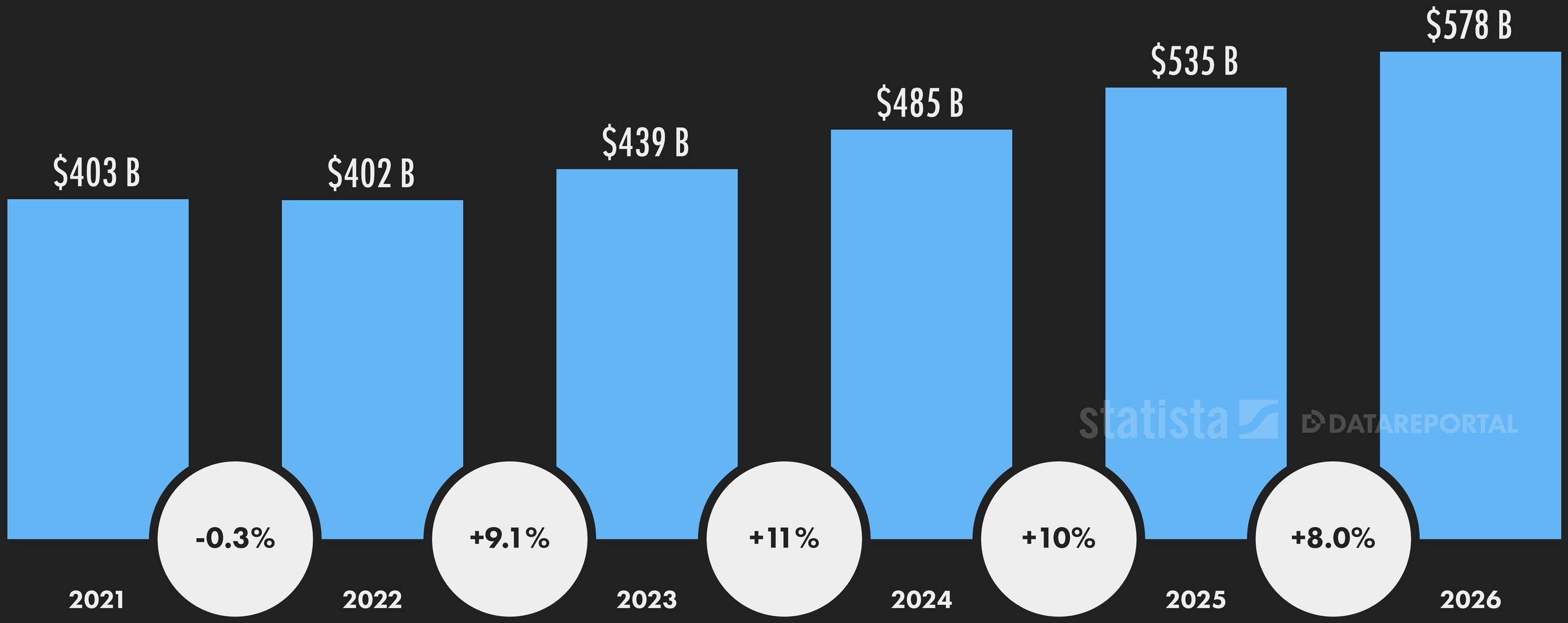
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TOTAL VALUE OF THE VIDEO GAME MARKET

ESTIMATED TOTAL ANNUAL CONSUMER REVENUES (IN U.S. DOLLARS) ASSOCIATED WITH THE VIDEO GAME MARKET (SOFTWARE AND HARDWARE)

GLOBAL OVERVIEW



Statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL ANNUAL CONSUMER SPEND ON VIDEO STREAMING SERVICE SUBSCRIPTIONS, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

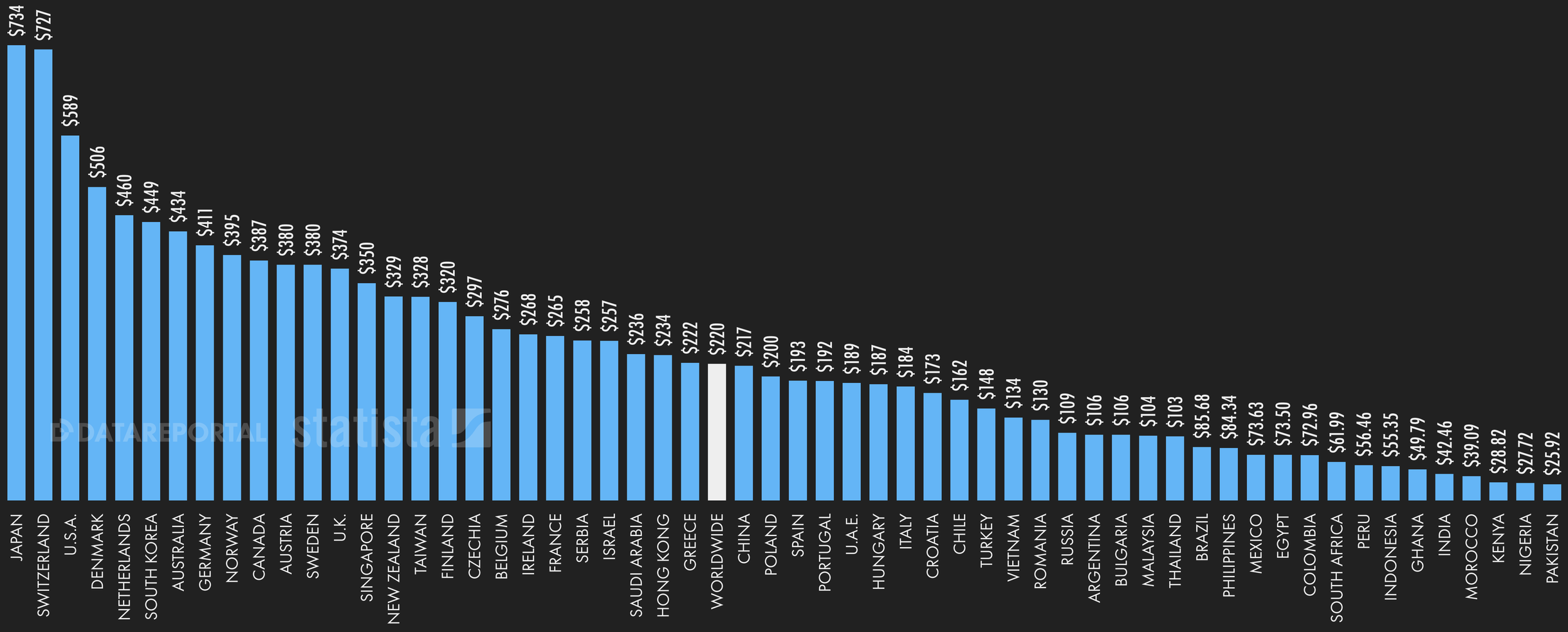
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ANNUAL REVENUE PER USER: VIDEO GAME MARKET

ESTIMATED AVERAGE ANNUAL CONSUMER REVENUES PER GAMER (IN U.S. DOLLARS) ASSOCIATED WITH VIDEO GAMES AND RELATED HARDWARE

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2026 REVENUE PER GAMER ON VIDEO GAMES AND ASSOCIATED HARDWARE, INCLUDING: ONLINE GAMES, MOBILE GAMES, GAMING NETWORKS, GAME DOWNLOADS, CLOUD GAMING, GAME LIVE-STREAMING, SALES OF VIDEO GAME HARDWARE AND PHYSICALLY SOLD GAMES, AND REVENUES ASSOCIATED WITH IN-GAME ADVERTISING. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES WITH THE GREATEST NUMBER OF MONTHLY ACTIVE USERS IN AUGUST 2026



GLOBAL OVERVIEW

#	GAME	COMPANY
01	ROBLOX	ROBLOX
02	BLOCK BLAST!	HUNGRYSTUDIO
03	FREE FIRE X NARUTO SHIPPUDEN	SEA
04	BRAWL STARS	TENCENT
05	CANDY CRUSH SAGA	KING
06	MOBILE LEGENDS: BANG BANG	SAVVY GAMES
07	MINECRAFT: DREAM IT, BUILD IT!	MICROSOFT
08	SUBWAY SURFERS	TENCENT
09	EFOOTBALL	KONAMI
10	FREE FIRE MAX x NARUTO	SEA

#	GAME	COMPANY
11	LUDO KING	GAMETION
12	CLASH ROYALE	TENCENT
13	PUBG MOBILE	TENCENT
14	EA SPORTS FC SOCCER MOBILE 27	ELECTRONIC ARTS
15	CHESS - PLAY AND LEARN ONLINE	CHESS.COM
16	TILE EXPLORER - TRIPLE MATCH	OAKEVER GAMES
17	VITA MAHJONG	VITA STUDIO
18	AMAZE GO!	OAKEVER GAMES
19	PIZZA READY!	SUPERCENT
20	GEOMETRY DASH LITE	ROBTOP GAMES

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** RANKING BASED ON MONTHLY ACTIVE USER FIGURES FOR APPS LISTED IN THE GAME CATEGORIES OF THE GOOGLE PLAY AND APPLE IOS APP STORES ONLY IN AUGUST 2026. DOES NOT INCLUDE DATA FOR APPS DOWNLOADED FROM THIRD-PARTY APP STORES. **COMPARABILITY:** RANKING BASED ON USE BY SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS.

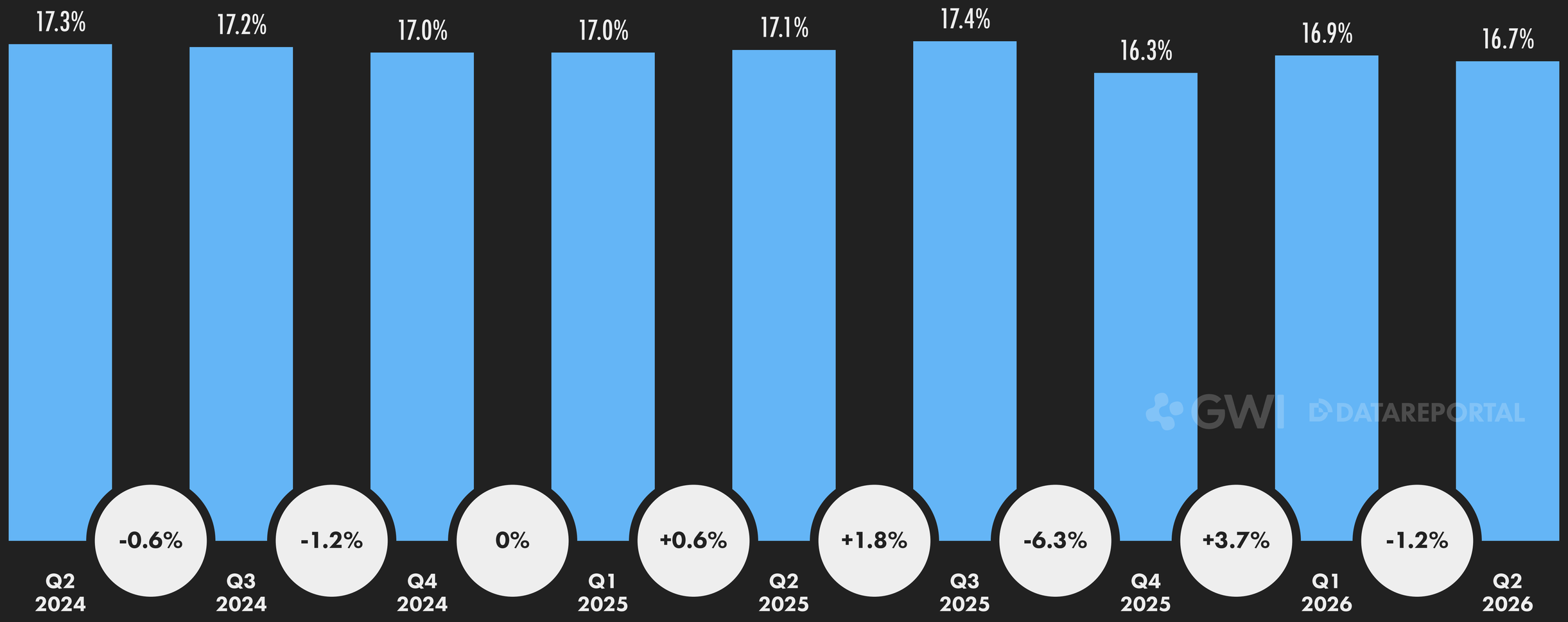
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OCT 2026

INTEREST IN ESPORTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN ESPORTS

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

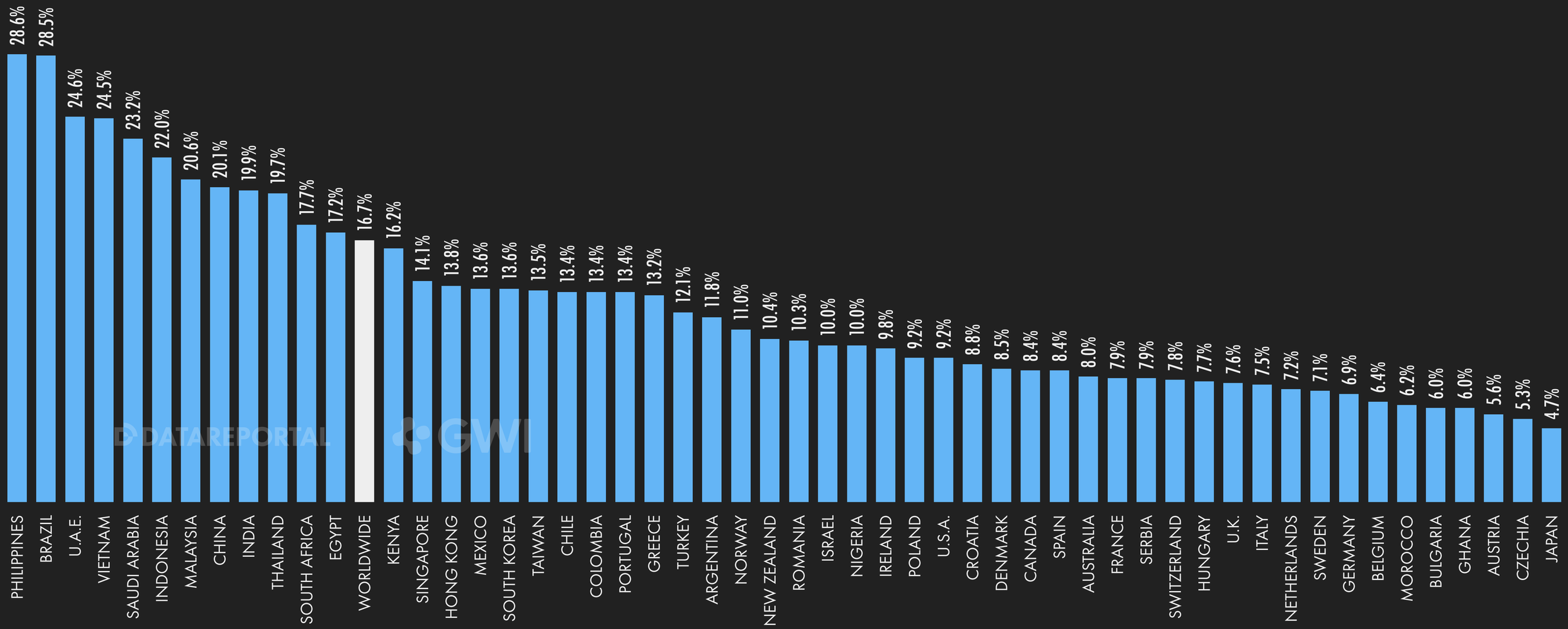
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OCT 2026

INTEREST IN ESPORTS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN ESPORTS

GLOBAL OVERVIEW



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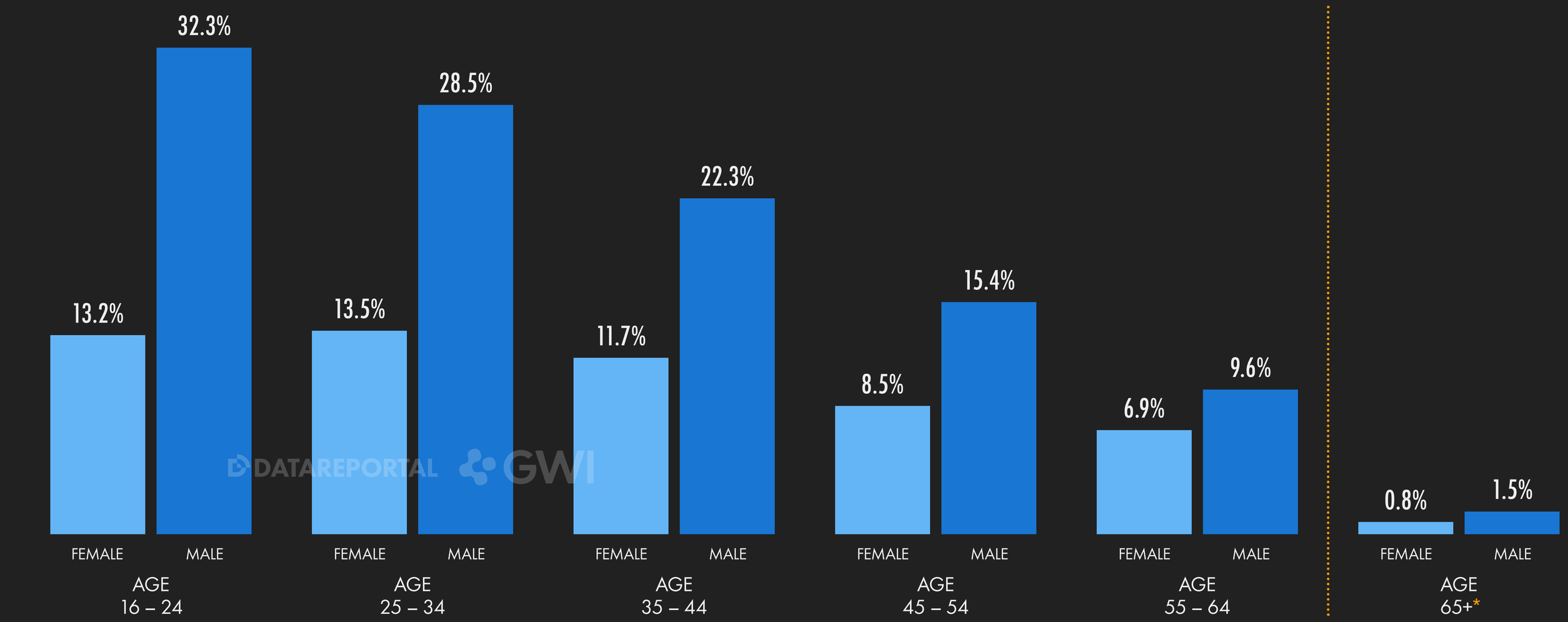
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OCT 2026

INTEREST IN ESPORTS

PERCENTAGE OF INTERNET USERS WHO ARE INTERESTED IN ESPORTS

GLOBAL OVERVIEW



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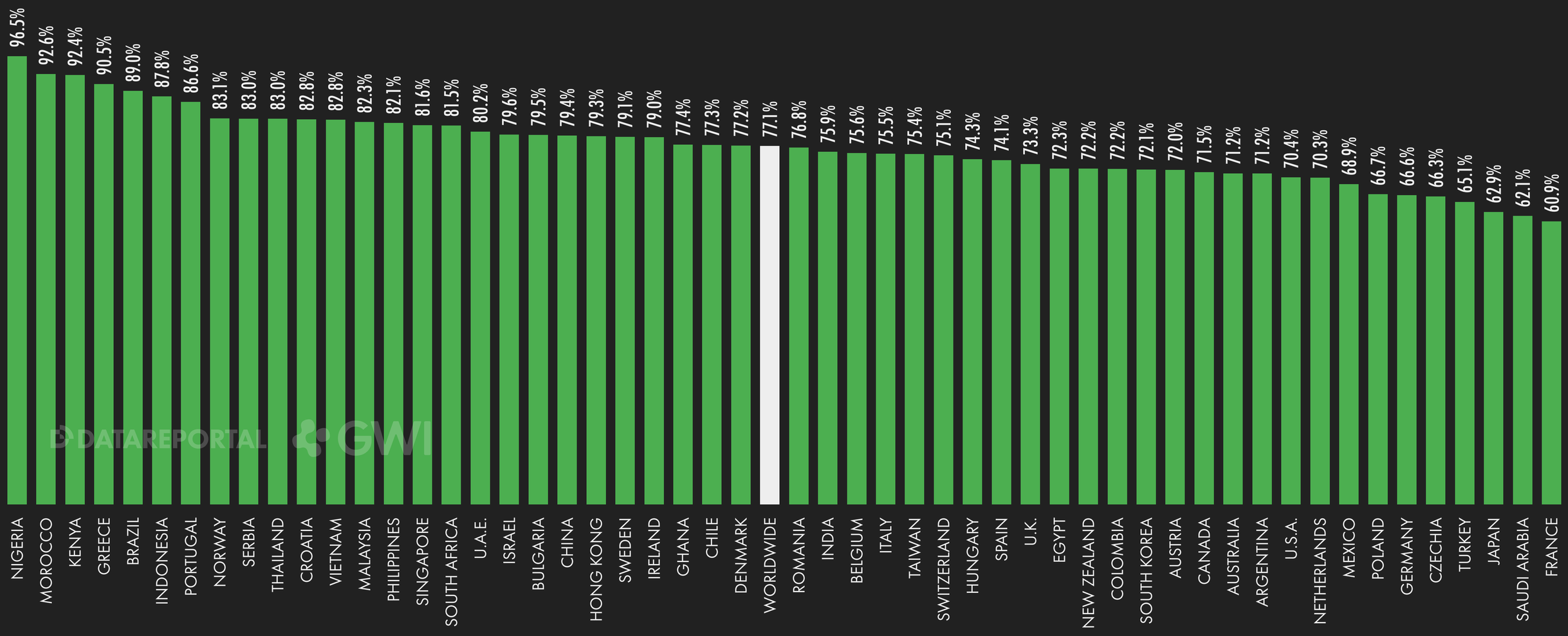
DIGITAL NEWS

OCT 2026

CONSUMPTION OF NEWS VIA ONLINE MEDIA

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME NEWS VIA DIGITAL CHANNELS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **POTENTIAL MISMATCHES:** DATA SHOWN ON THIS CHART IS BASED ON THE FREQUENCY WITH WHICH PEOPLE SAY THEY CONSUME NEWS CONTENT ONLINE, AND VALUES MAY DIFFER MEANINGFULLY FROM VALUES BASED ON DATA FOR THE ACTIVE USE OF DEDICATED NEWS APPS AND WEBSITES SHOWN ELSEWHERE IN THIS REPORT. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

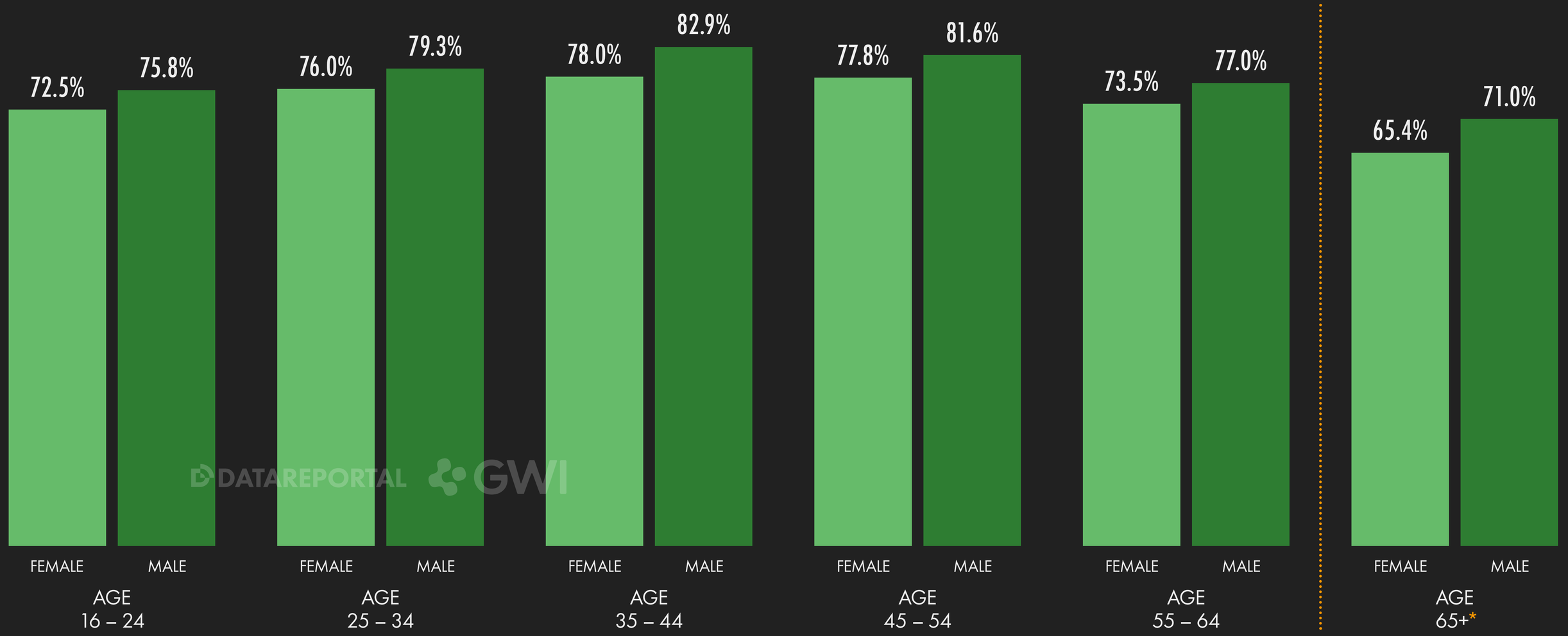
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OCT 2026

CONSUMPTION OF NEWS VIA ONLINE MEDIA

THE PERCENTAGE OF INTERNET USERS WHO CONSUME NEWS VIA DIGITAL CHANNELS EACH WEEK

GLOBAL OVERVIEW



DATAREPORTAL GWI

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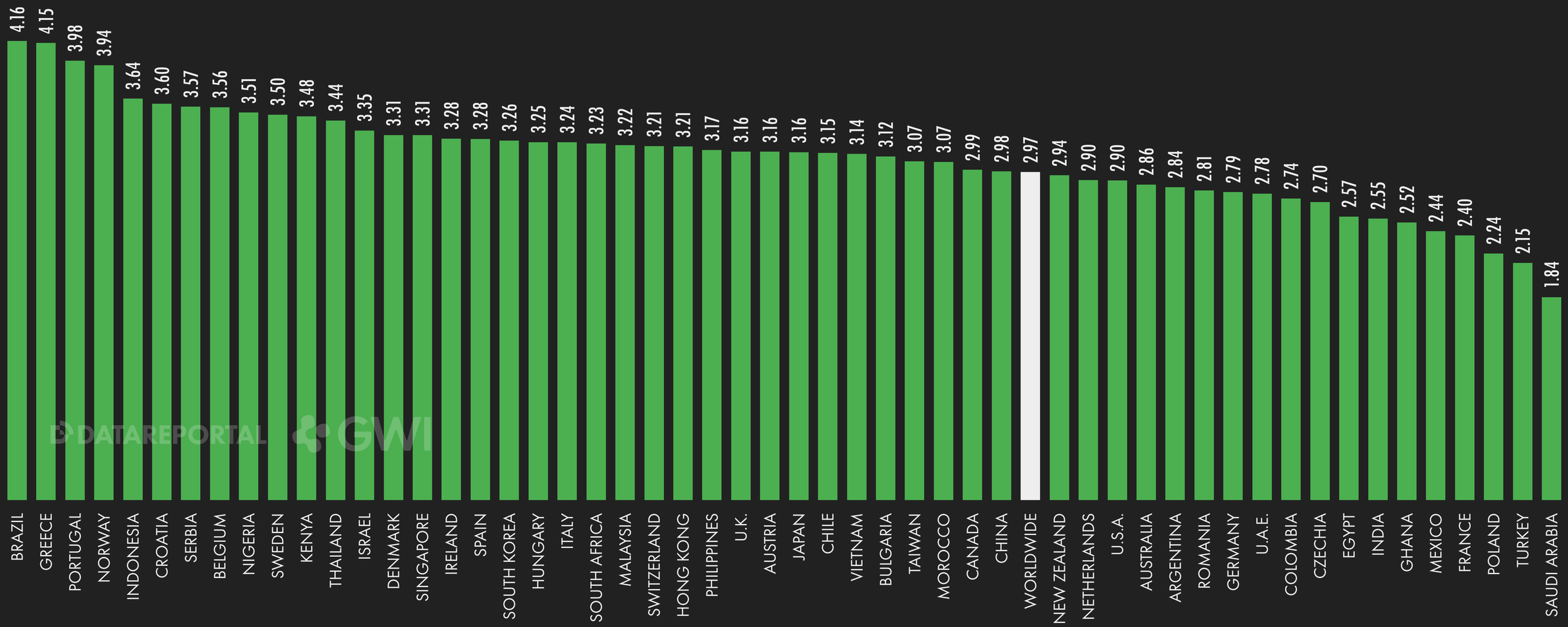
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OCT 2026

FREQUENCY OF ONLINE PRESS USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS AGED 16+ CONSUME ONLINE PRESS CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

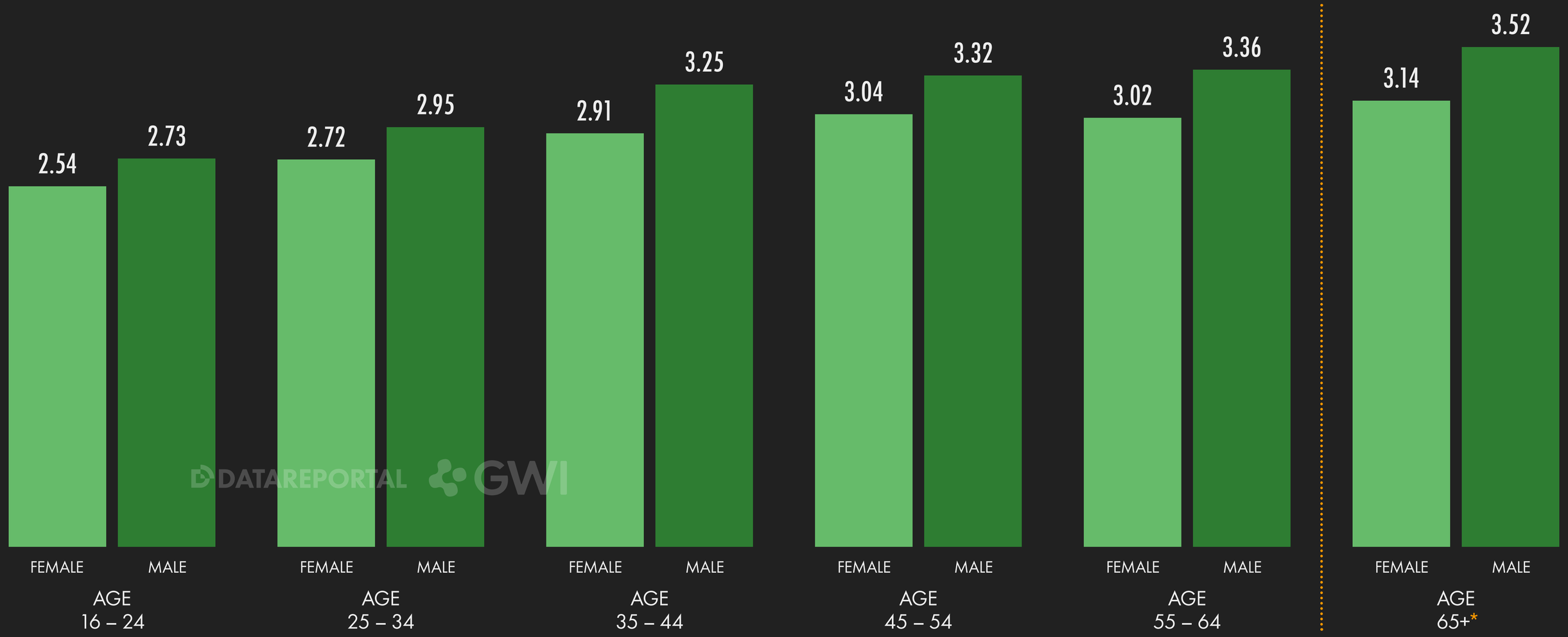
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OCT 2026

FREQUENCY OF ONLINE PRESS USE

THE AVERAGE NUMBER OF DAYS PER WEEK THAT INTERNET USERS CONSUME ONLINE PRESS CONTENT

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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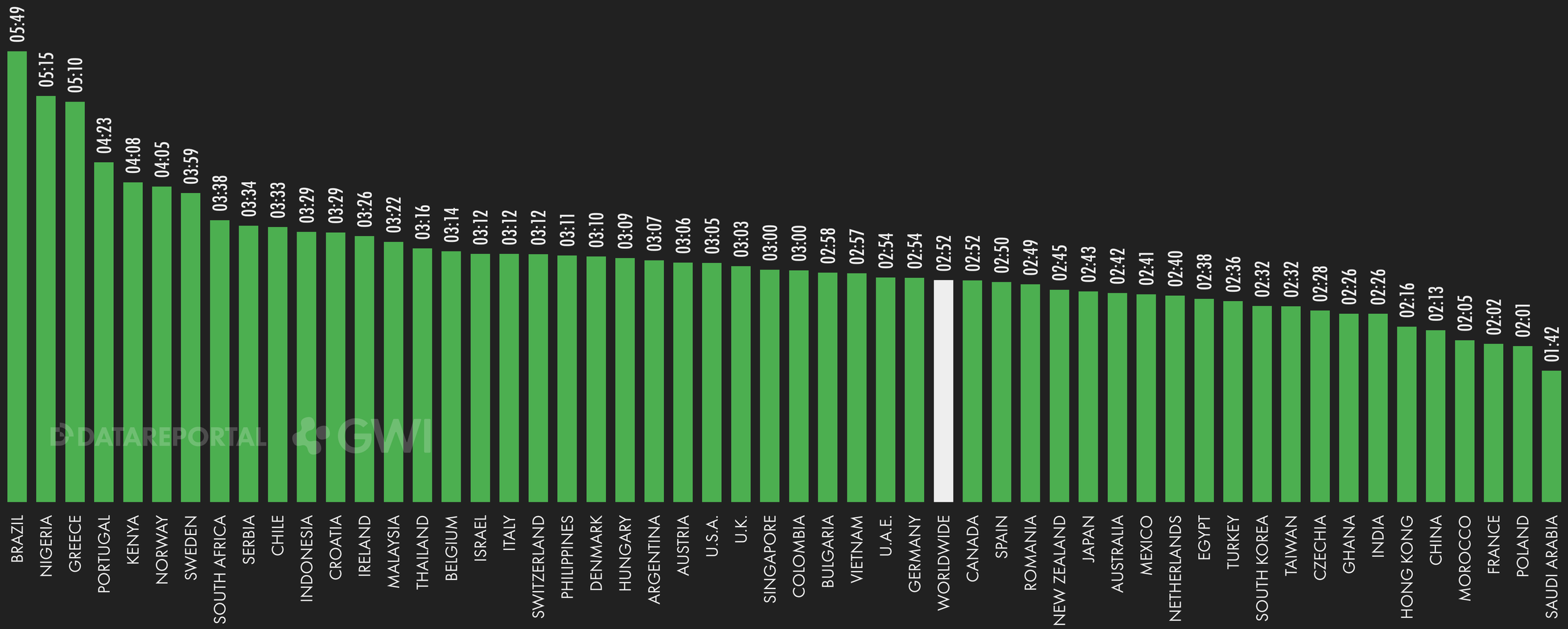
OCT 2026

WEEKLY TIME SPENT USING ONLINE PRESS MEDIA

THE AVERAGE WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND CONSUMING ONLINE PRESS MEDIA



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

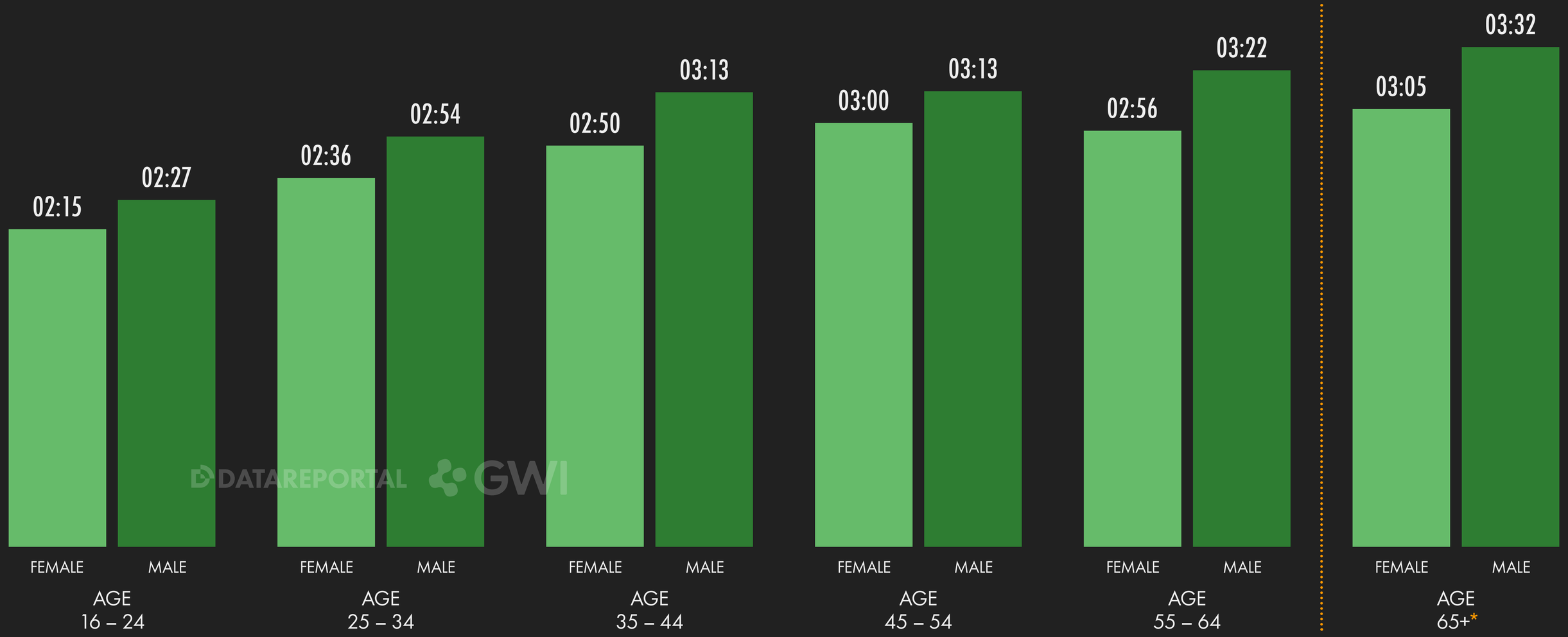
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OCT 2026

WEEKLY TIME SPENT USING ONLINE PRESS MEDIA

THE AVERAGE WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND CONSUMING ONLINE PRESS MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

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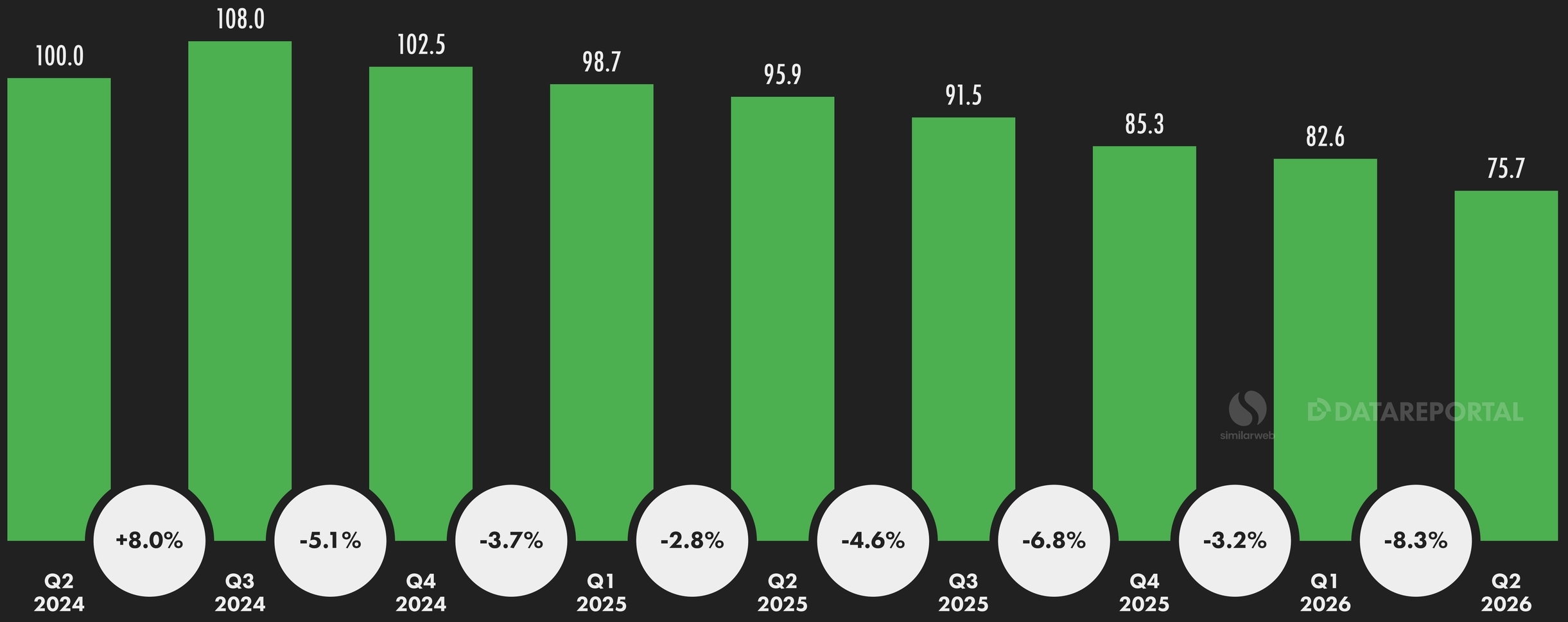
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INDEXED VISITS TO NEWS AND MEDIA WEBSITES

AVERAGE TOTAL COMBINED MONTHLY VISITS TO NEWS AND MEDIA SITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "NEWS AND MEDIA" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

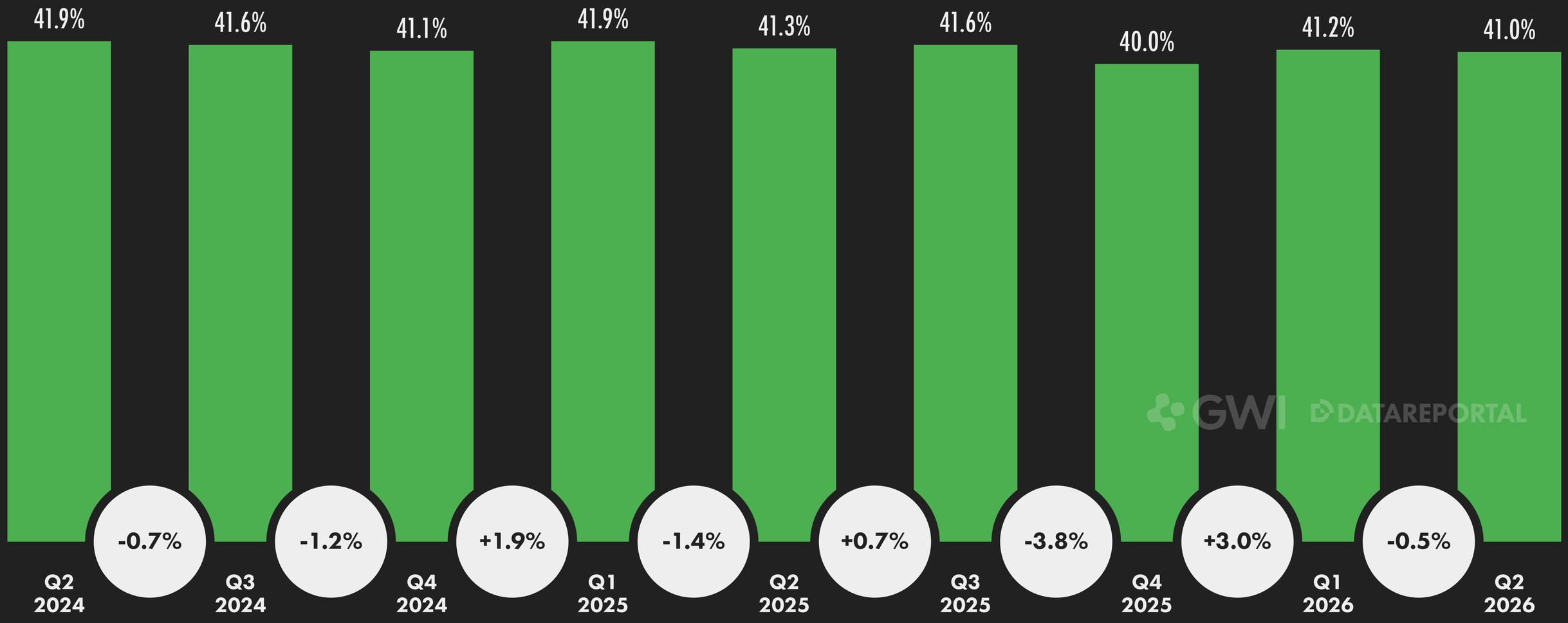
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OCT 2026

INTEREST IN NEWS AND CURRENT AFFAIRS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN NEWS AND CURRENT AFFAIRS (REGARDLESS OF DELIVERY CHANNEL)

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

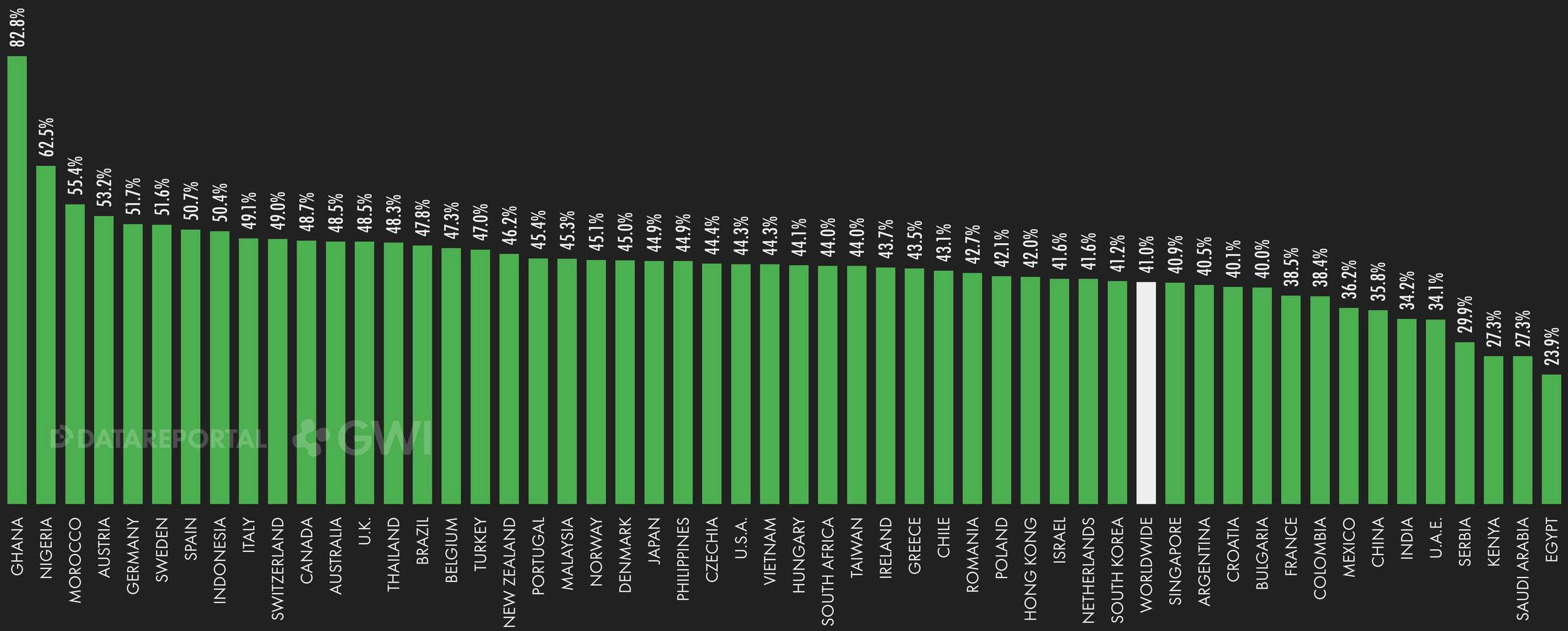
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OCT 2026

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PERCENTAGE OF INTERNET USERS AGED 16+ WHO ARE INTERESTED IN NEWS AND CURRENT AFFAIRS (REGARDLESS OF DELIVERY CHANNEL)

GLOBAL OVERVIEW



DATAREPORTAL GWI

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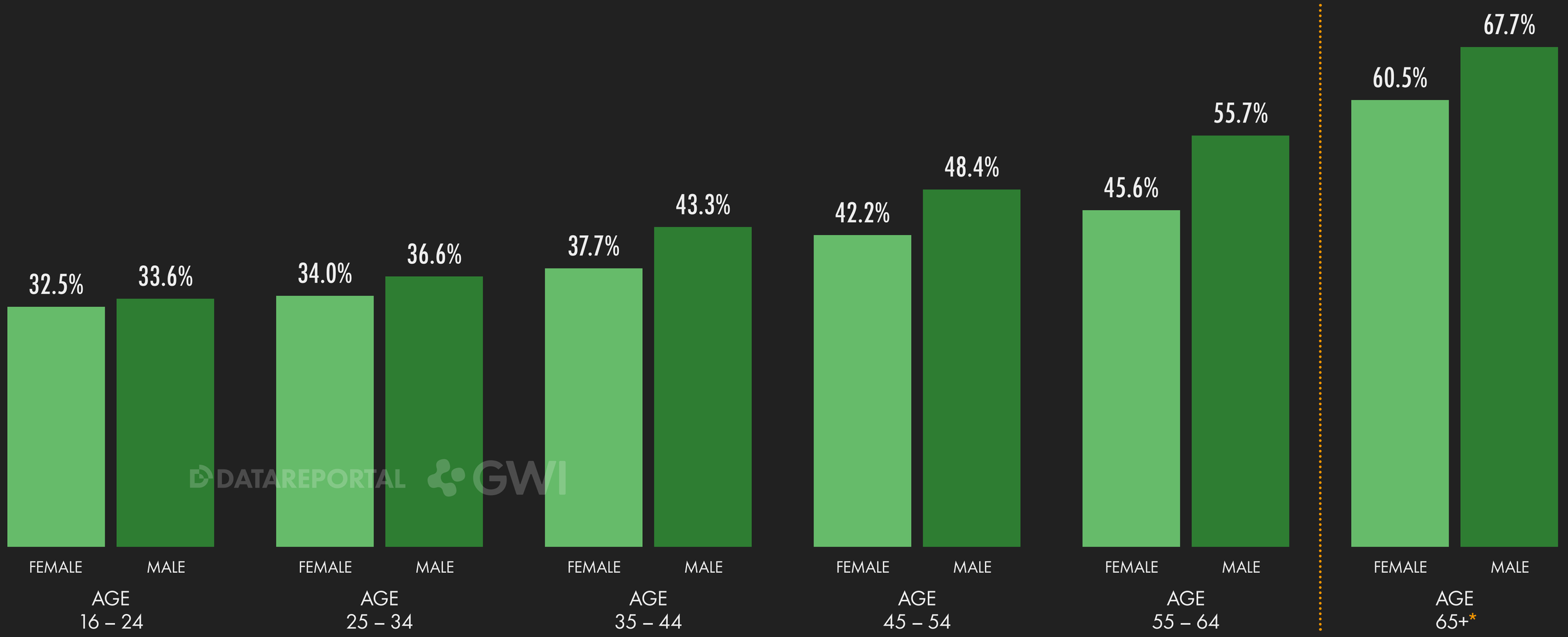
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OCT 2026

INTEREST IN NEWS AND CURRENT AFFAIRS

PERCENTAGE OF INTERNET USERS WHO ARE INTERESTED IN NEWS AND CURRENT AFFAIRS (REGARDLESS OF DELIVERY CHANNEL)

GLOBAL OVERVIEW



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OCT 2026

TOP GOOGLE NEWS SEARCHES

NEWS-RELATED SEARCH QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JULY 2025 AND 30 JUNE 2026



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	NEWS	100	+190%
02	WORLD CUP	57	BREAKOUT
03	WORLD CUP 2026	41	BREAKOUT
04	WEATHER	40	+900%
05	IRAN	38	+700%
06	AI	36	+850%
07	NEWS TODAY	27	+750%
08	NBA	27	+1,200%
09	NFL	25	+1,150%
10	UFC	24	+3,350%

#	SEARCH QUERY	INDEX	▲ YOY
11	TRUMP	20	+8%
12	INDIA	19	+140%
13	IRAN NEWS	18	+4,250%
14	ISRAEL	16	+170%
15	WEATHER TODAY	14	+2,750%
16	IRAN WAR	10	+4,550%
17	ARGENTINA	09	+350%
18	USA	09	+110%
19	UK	08	+80%
20	JAPAN	08	+450%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

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FASTEST GROWING GOOGLE NEWS SEARCHES

NEWS-RELATED SEARCH QUERIES WITH THE GREATEST ANNUAL VOLUME INCREASES (YEAR TO 30 JUNE 2026 vs. YEAR TO 30 JUNE 2025)



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	WORLD CUP 2026	41	BREAKOUT
02	WORLD CUP	57	BREAKOUT
03	EPSTEIN FILES	02	BREAKOUT
04	IRAN WAR	10	+4,550%
05	CHARLIE KIRK	01	+4,350%
06	IRAN NEWS	18	+4,250%
07	UFC	24	+3,350%
08	USD TO INR EXCHANGE RATE TODAY	00	+2,850%
09	WEATHER TODAY	14	+2,750%
10	INSTAGRAM.COM	01	+2,650%

#	SEARCH QUERY	INDEX	▲ YOY
11	GOLD RATE TODAY	02	+1,850%
12	LINKTR.EE	00	+1,800%
13	NBA	27	+1,200%
14	NFL	25	+1,150%
15	3I ATLAS	00	+1,000%
16	WEATHER	40	+900%
17	AI	36	+850%
18	CURRENT CEO OF MICROSOFT	00	+800%
19	AFGHANISTAN	03	+800%
20	NEWS TODAY	27	+750%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

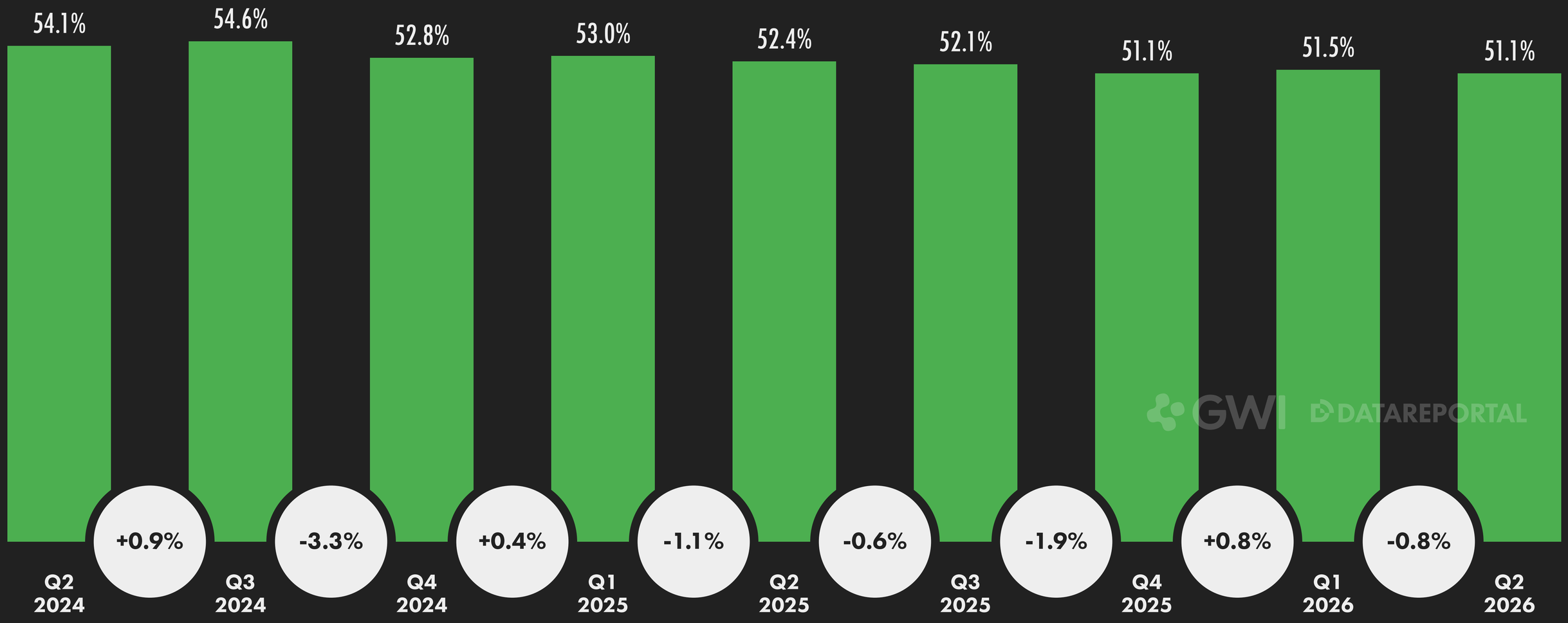
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OCT 2026

NEWS AS A PRIMARY INTERNET MOTIVATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT KEEPING UP TO DATE WITH NEWS IS A PRIMARY REASON FOR USING THE INTERNET

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

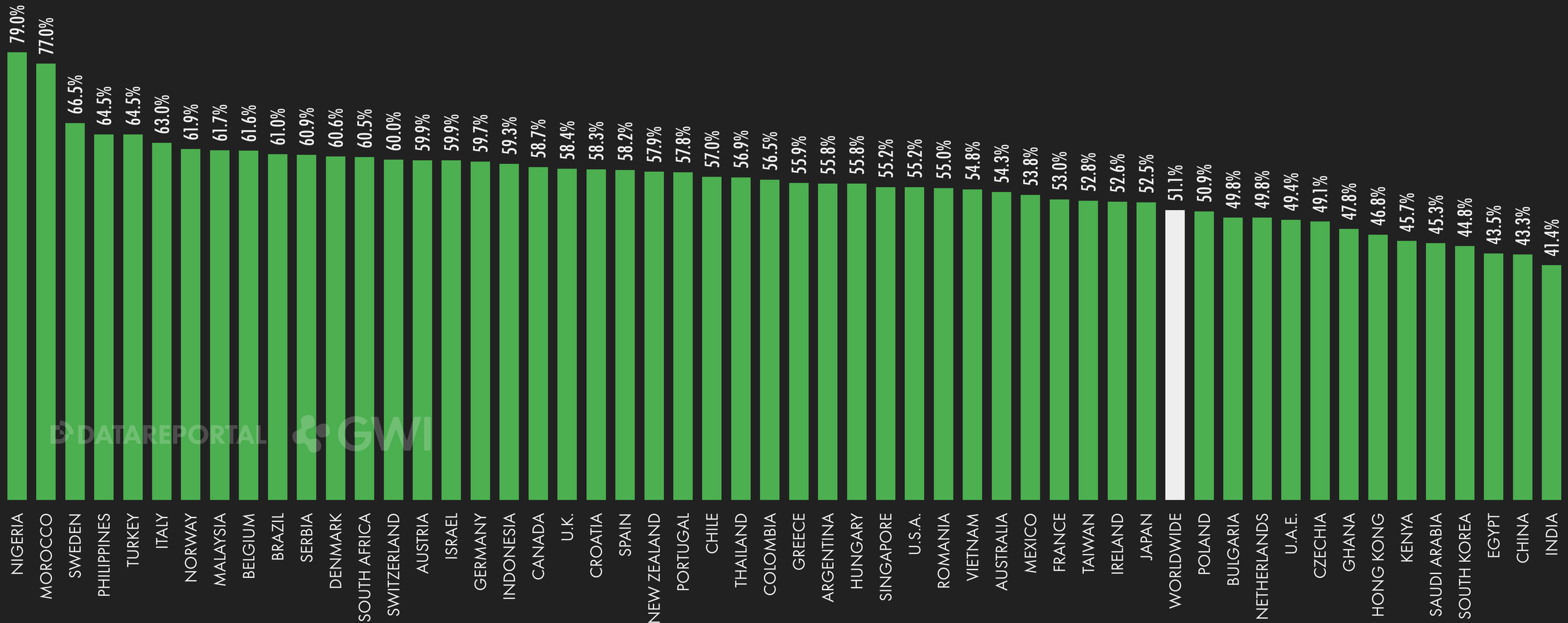
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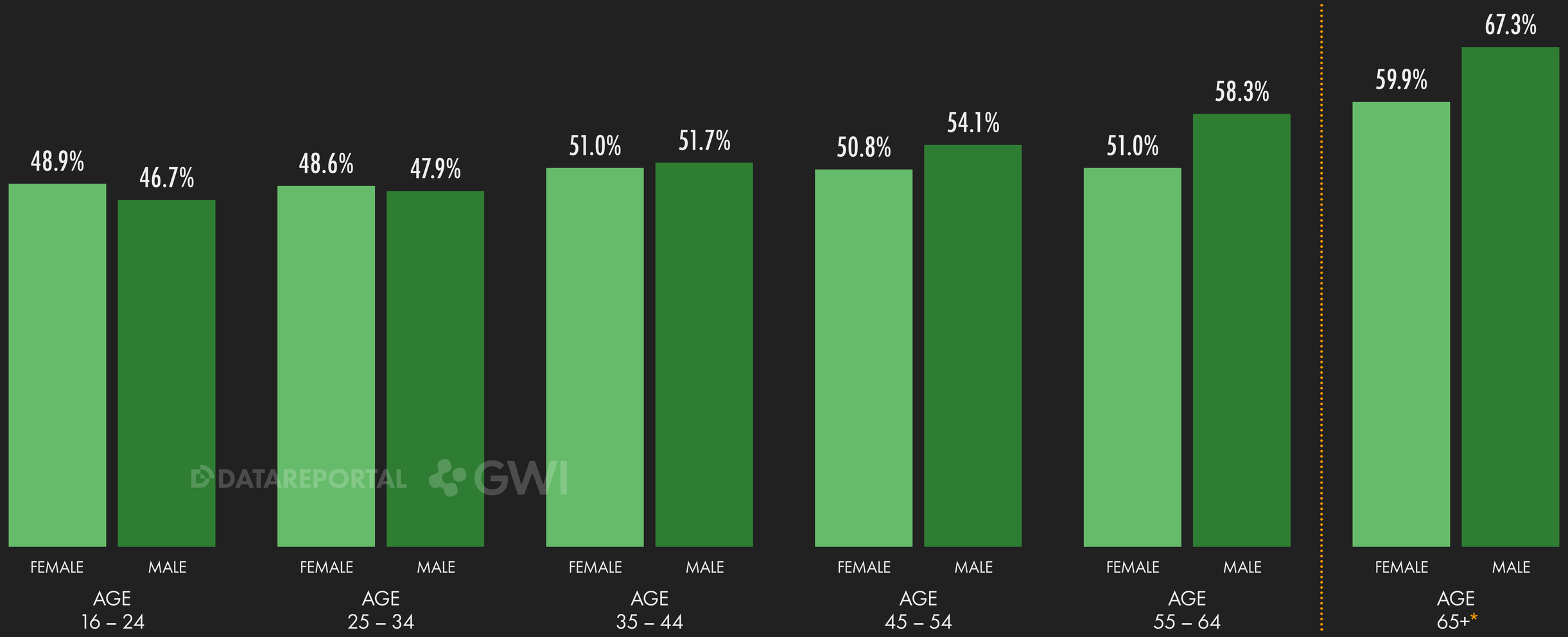
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OCT 2026

NEWS AS A PRIMARY INTERNET MOTIVATION

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GLOBAL OVERVIEW



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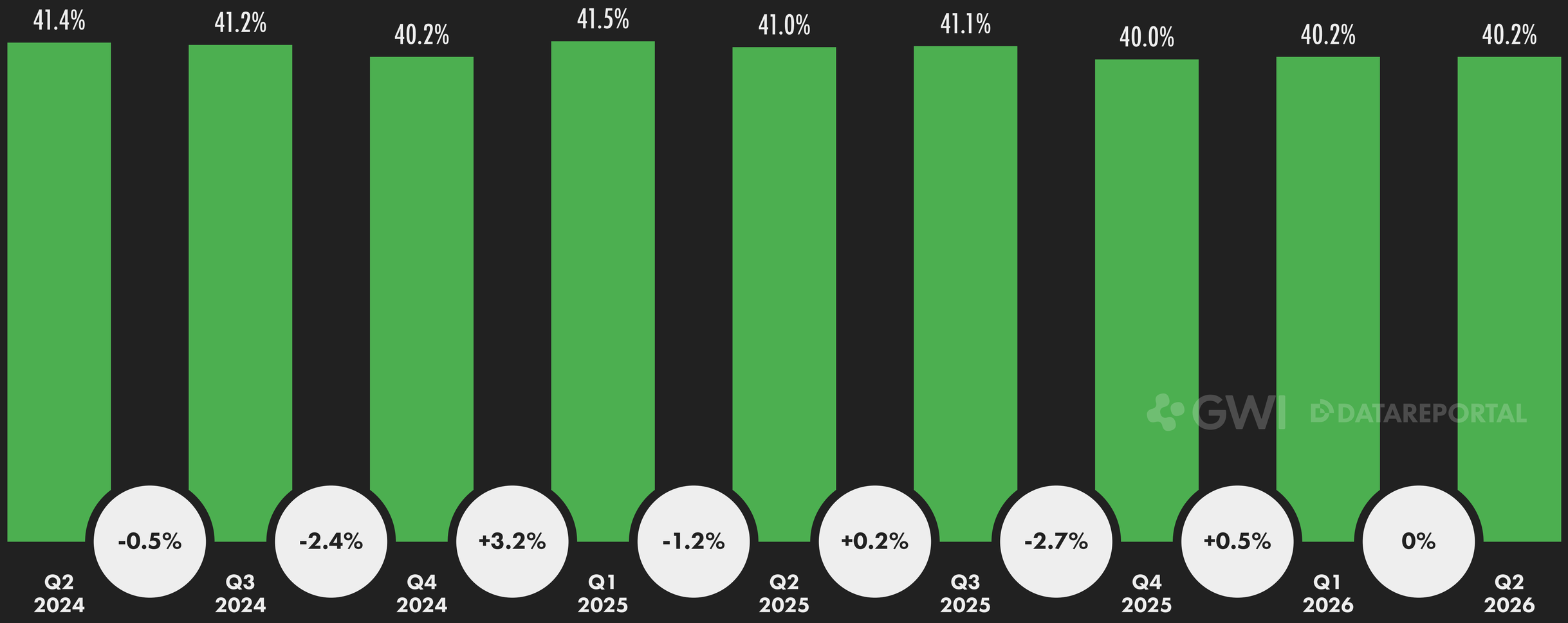
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USE OF DEDICATED DIGITAL NEWS SERVICES

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE NEWS WEBSITES OR MOBILE APPS EVERY MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **POTENTIAL MISMATCHES:** DATA SHOWN ON THIS CHART IS BASED ON THE ACTIVE USE OF DEDICATED NEWS APPS AND WEBSITES, AND VALUES MAY DIFFER MEANINGFULLY FROM VALUES BASED ON DATA FOR THE FREQUENCY WITH WHICH PEOPLE SAY THEY CONSUME NEWS CONTENT ONLINE SHOWN ELSEWHERE IN THIS REPORT. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART, SO THEY ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

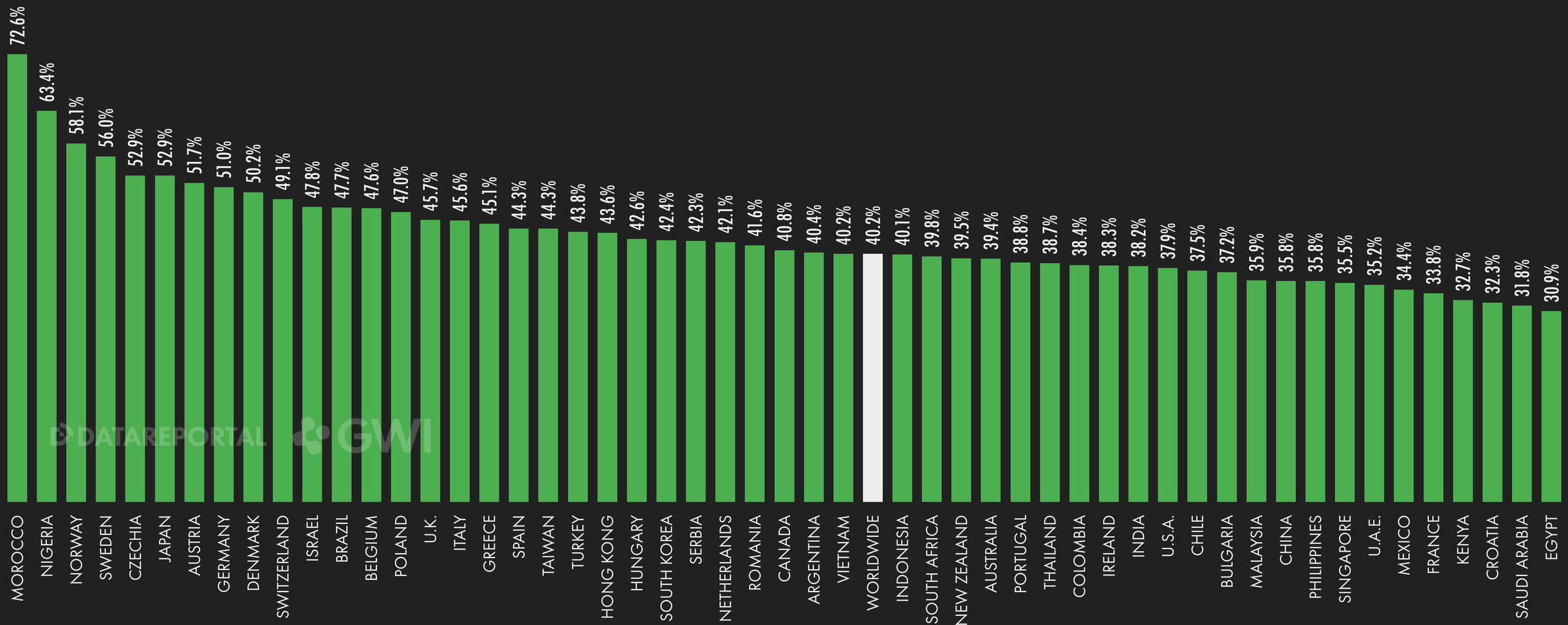
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USE OF DEDICATED DIGITAL NEWS SERVICES

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE NEWS WEBSITES OR MOBILE APPS EVERY MONTH

GLOBAL OVERVIEW



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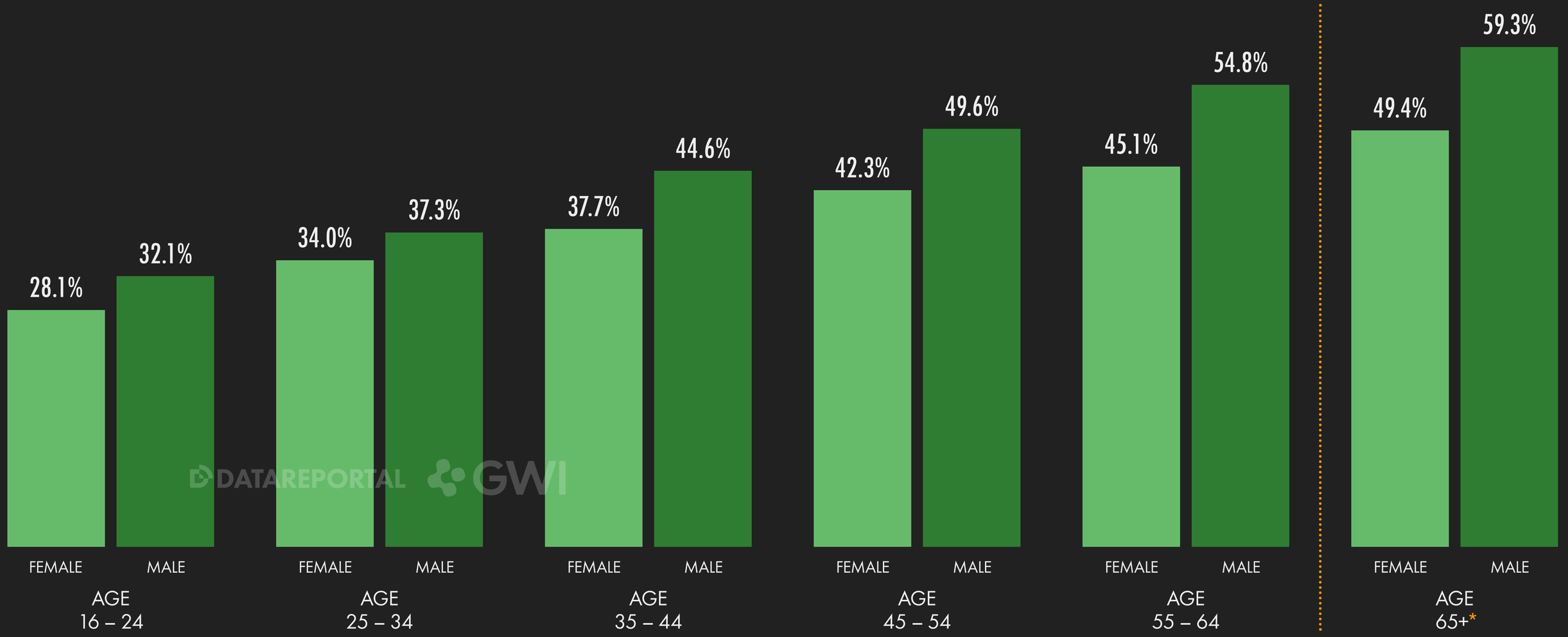
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OCT 2026

USE OF DEDICATED DIGITAL NEWS SERVICES

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GLOBAL OVERVIEW



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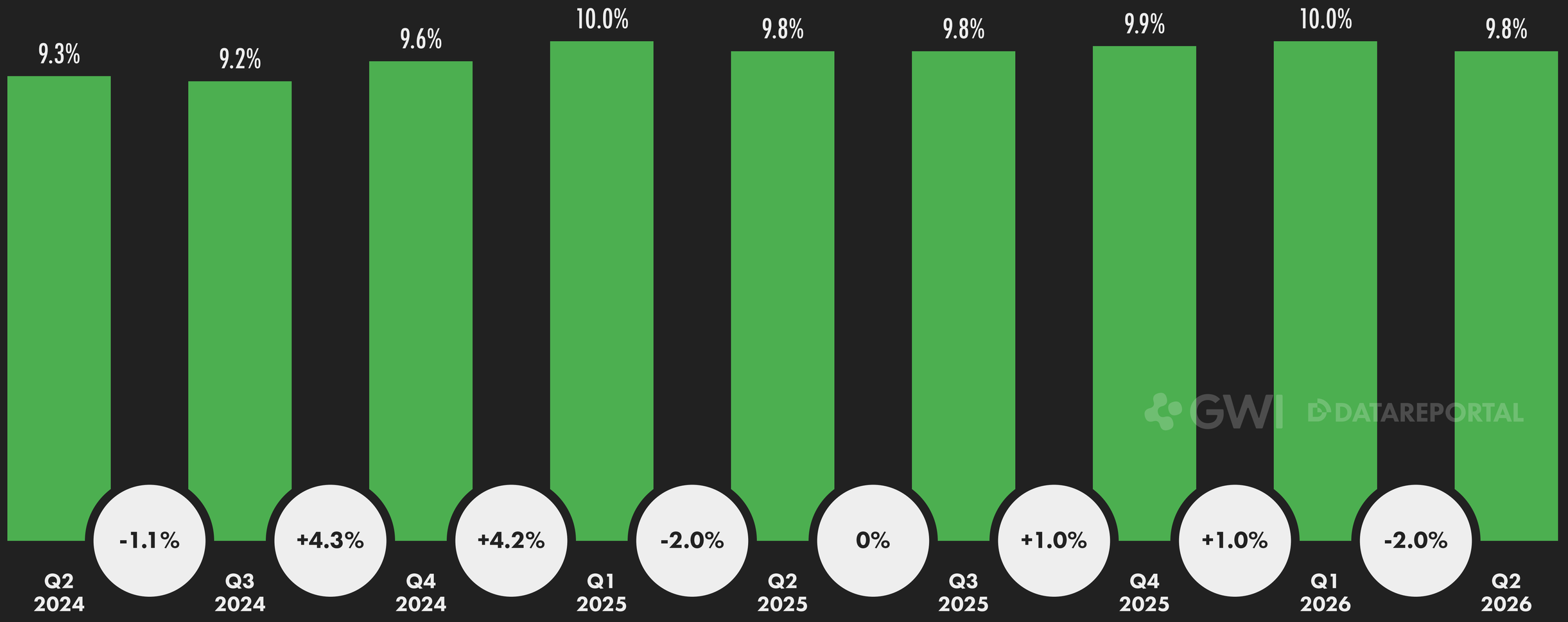
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OCT 2026

PAYING FOR DIGITAL NEWS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY PAY FOR AT LEAST SOME FORM OF ONLINE NEWS CONTENT

GLOBAL OVERVIEW



GWI DATAREPORTAL

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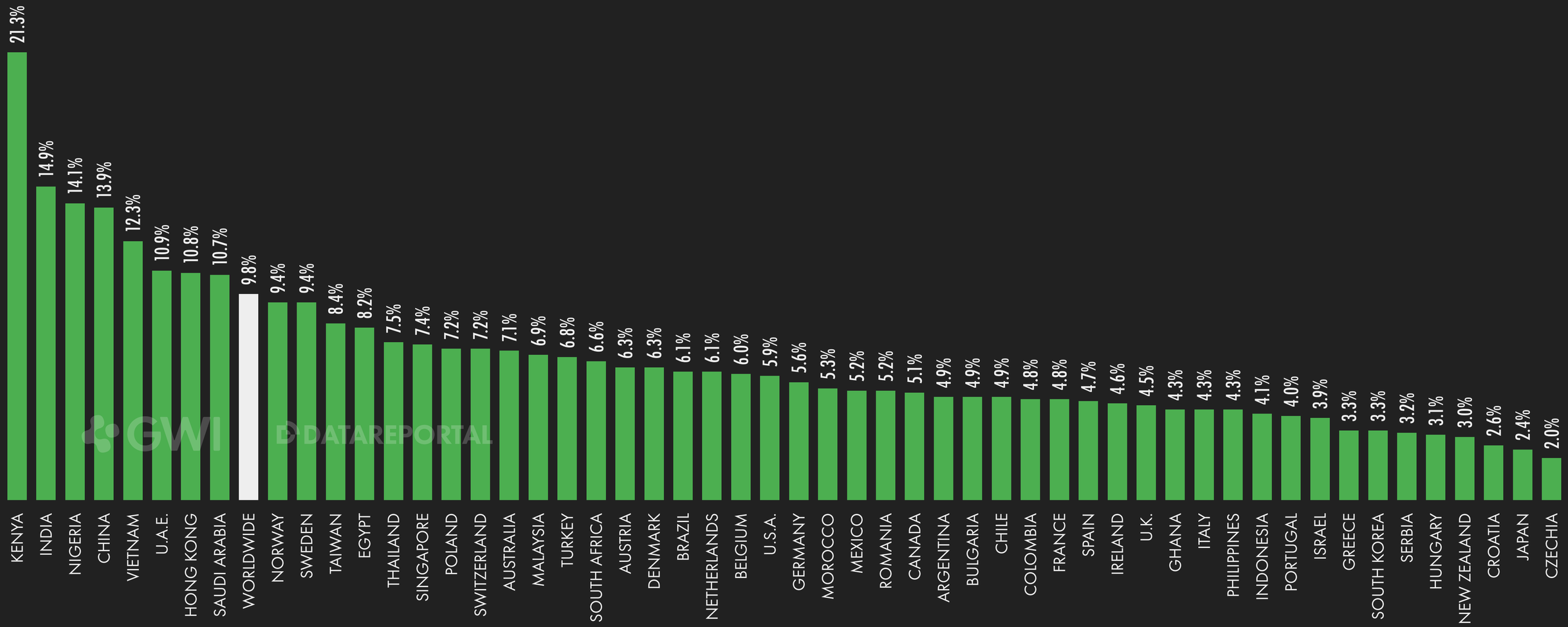
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OCT 2026

PAYING FOR DIGITAL NEWS

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO SAY THAT THEY PAY FOR AT LEAST SOME FORM OF ONLINE NEWS CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

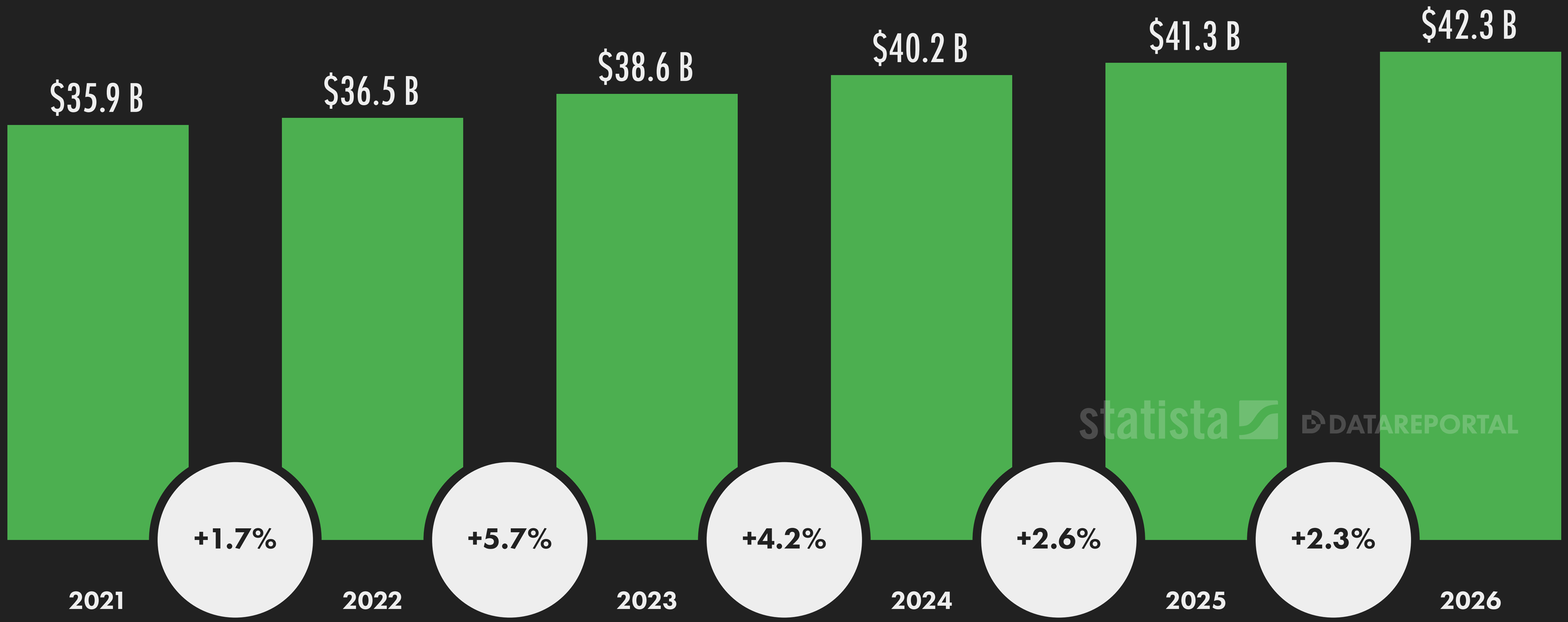
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OCT 2026

DIGITAL NEWS AND MAGAZINE MARKET REVENUE

ESTIMATED TOTAL ANNUAL REVENUES ASSOCIATED WITH DIGITALLY PUBLISHED NEWS AND MAGAZINES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE TOTAL FULL-YEAR REVENUE ASSOCIATED WITH DIGITALLY PUBLISHED NEWSPAPERS AND MAGAZINES. VALUES INCLUDE CONSUMER SPEND AND ADVERTISING REVENUES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

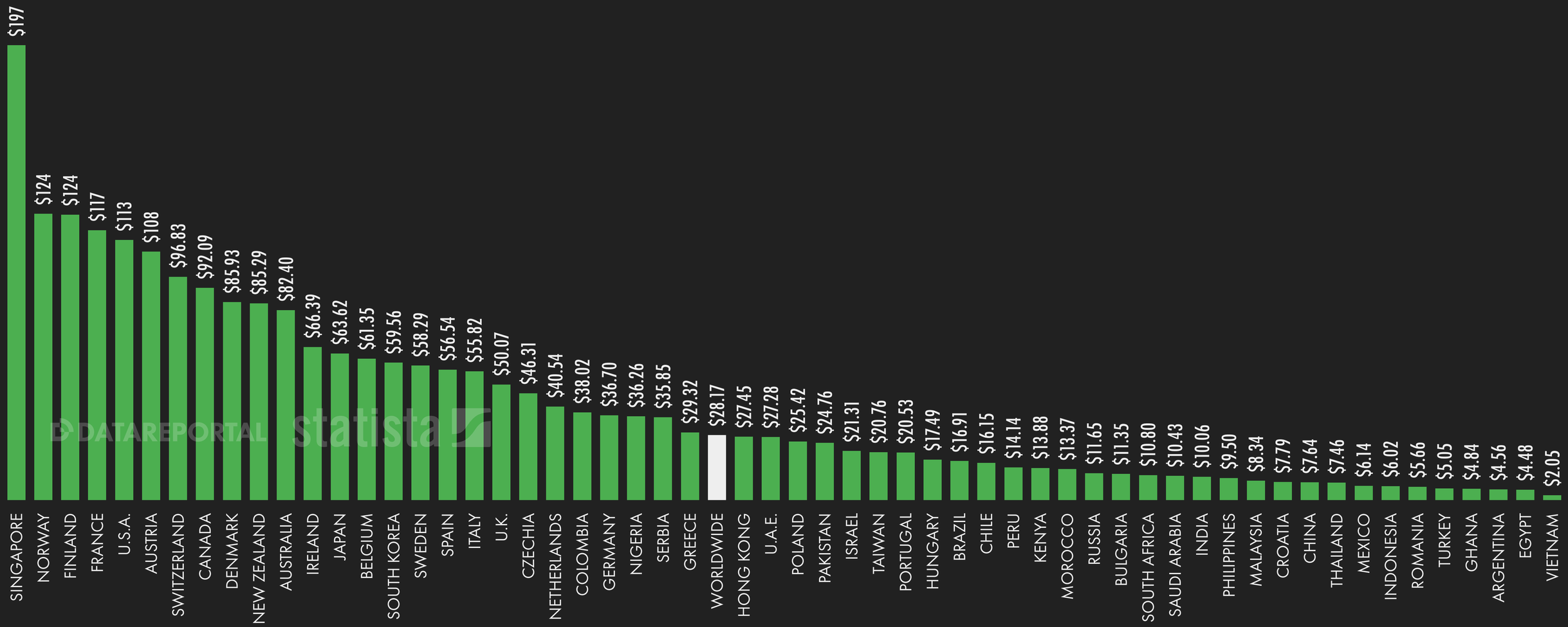
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DIGITAL NEWS AND MAGAZINES: ARPU

ESTIMATED AVERAGE TOTAL ANNUAL REVENUE PER READER OF DIGITALLY PUBLISHED NEWS AND MAGAZINES (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS OF THE AVERAGE TOTAL FULL-YEAR 2026 REVENUE PER READER OF DIGITALLY PUBLISHED NEWSPAPERS AND MAGAZINES. VALUES INCLUDE CONSUMER SPEND AND ADVERTISING REVENUES. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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SOCIAL MEDIA USE

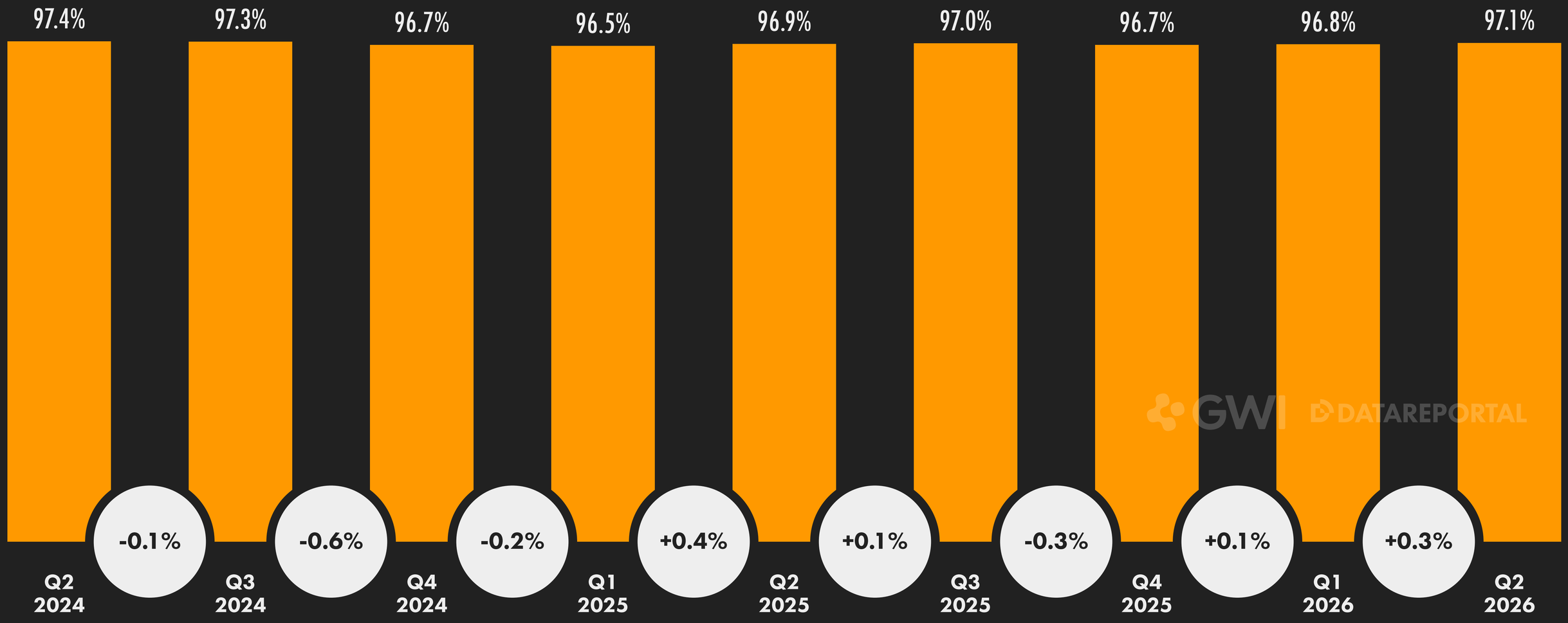
OCT 2026

USE OF SOCIAL NETWORKS AND CHAT APPS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AT LEAST ONE SOCIAL NETWORK OR MESSENGER PLATFORM WITHIN THE PAST MONTH



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

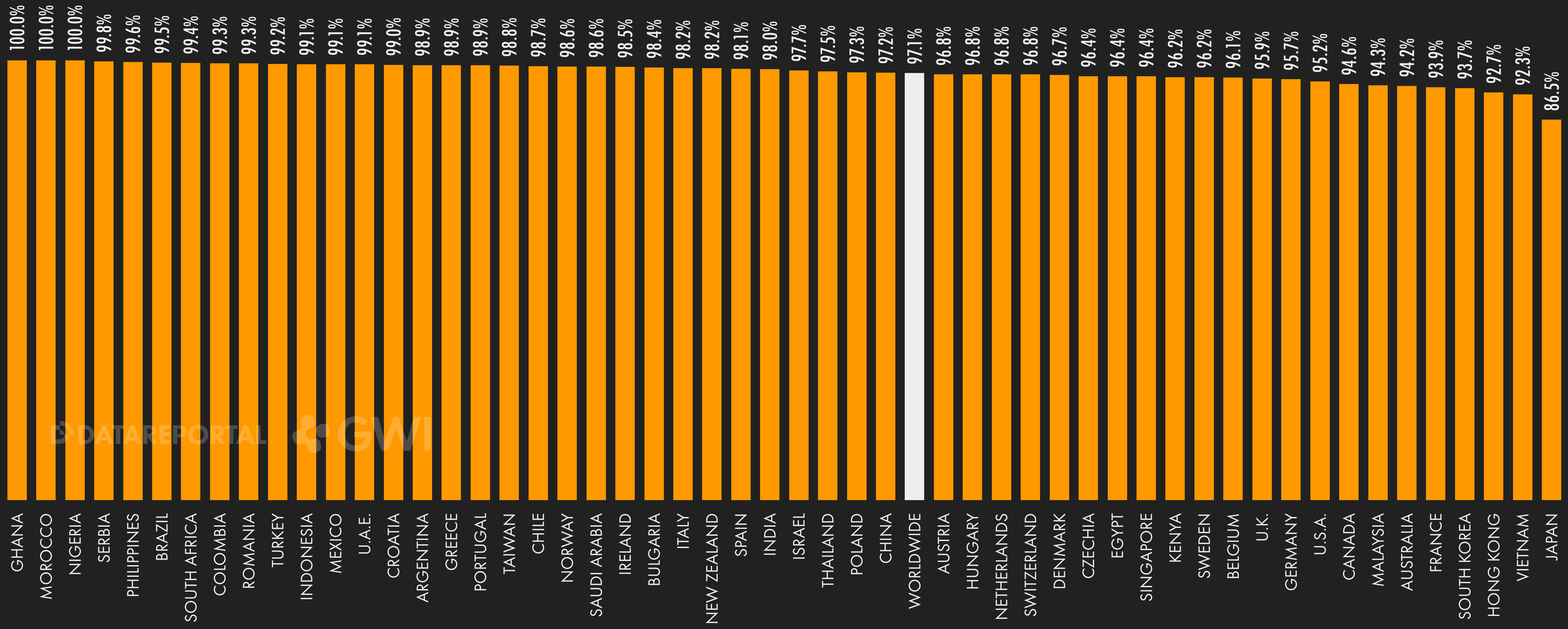
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USE OF SOCIAL NETWORKS AND CHAT APPS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USED AT LEAST ONE SOCIAL NETWORK OR MESSENGER PLATFORM WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

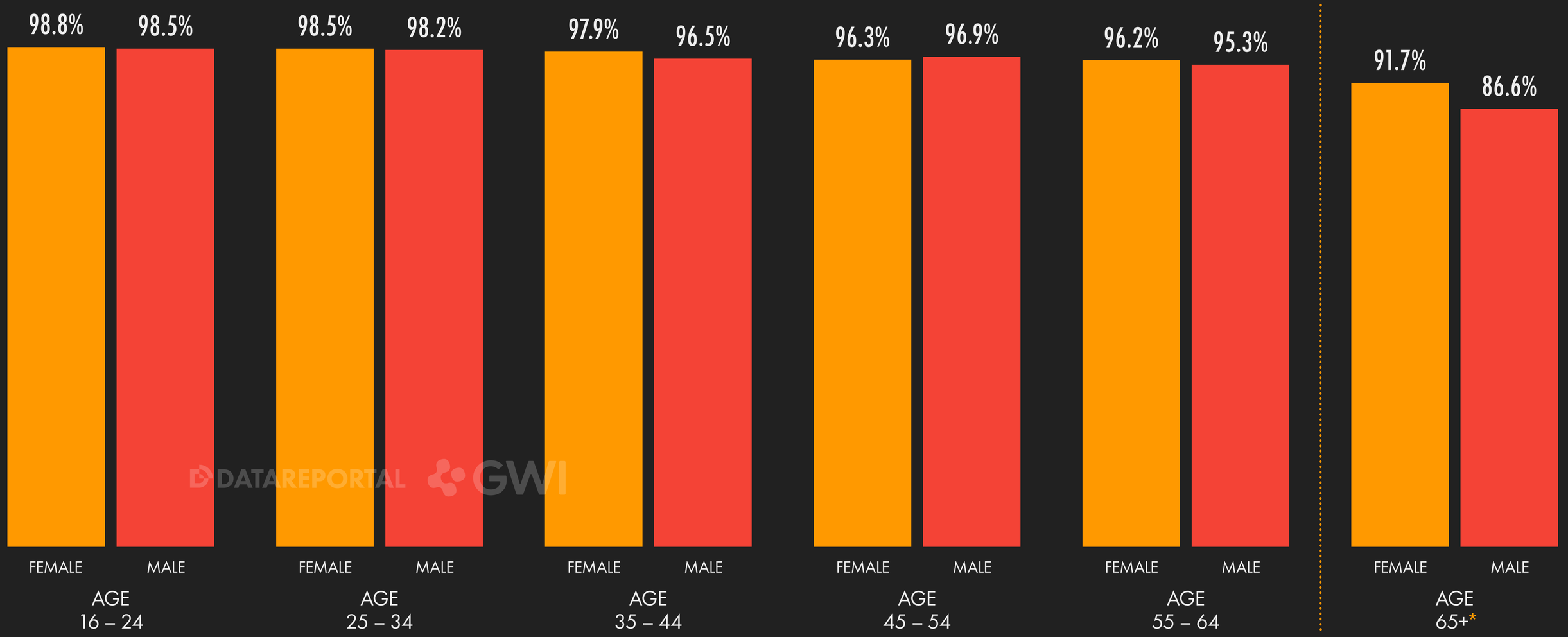
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USE OF SOCIAL NETWORKS AND CHAT APPS

PERCENTAGE OF INTERNET USERS WHO USED AT LEAST ONE SOCIAL NETWORK OR MESSENGER PLATFORM WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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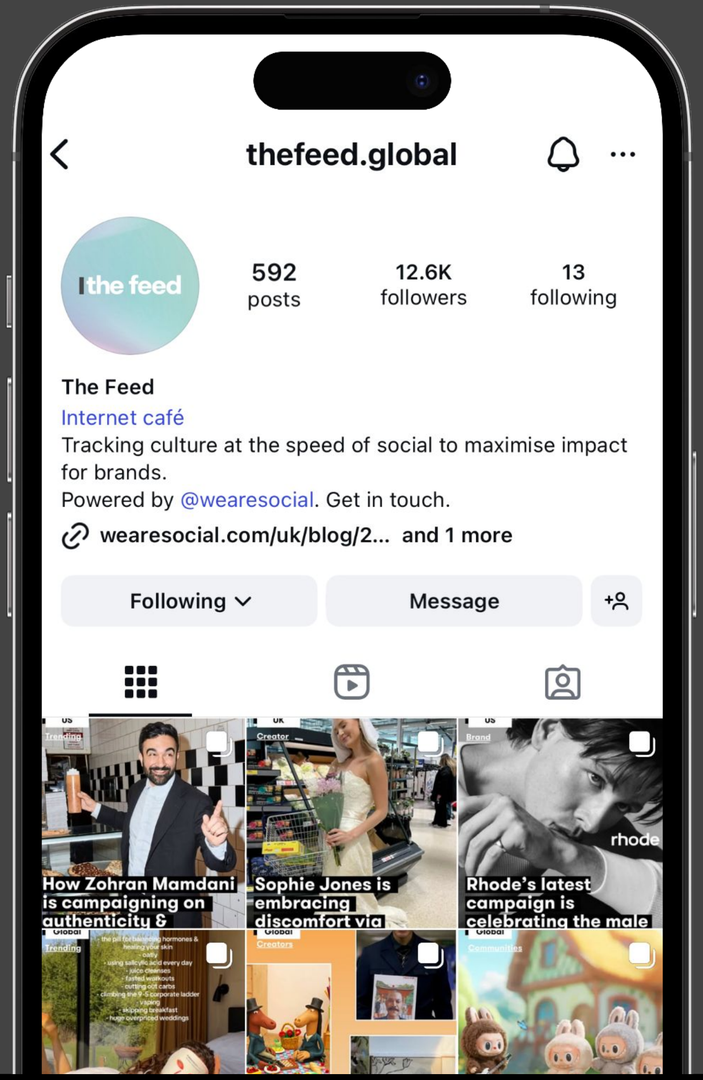
FROM SOCIAL OUTPUTS TO BRAND OUTCOMES

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OVERVIEW OF SOCIAL MEDIA USE

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



GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USER IDENTITIES

5.81

BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

+0.8%

+47 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

+2.7%

+151 MILLION

WEEKLY TIME SPENT USING SOCIAL PLATFORMS (INC. VIDEO)

19H 18M

YOY: +3.8% (+42 MINS)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

6.66

YOY: -2.2% (-0.15)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

69.9%

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

94.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

94.5%

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

45.7%

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

54.3%

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q2 2026). **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.

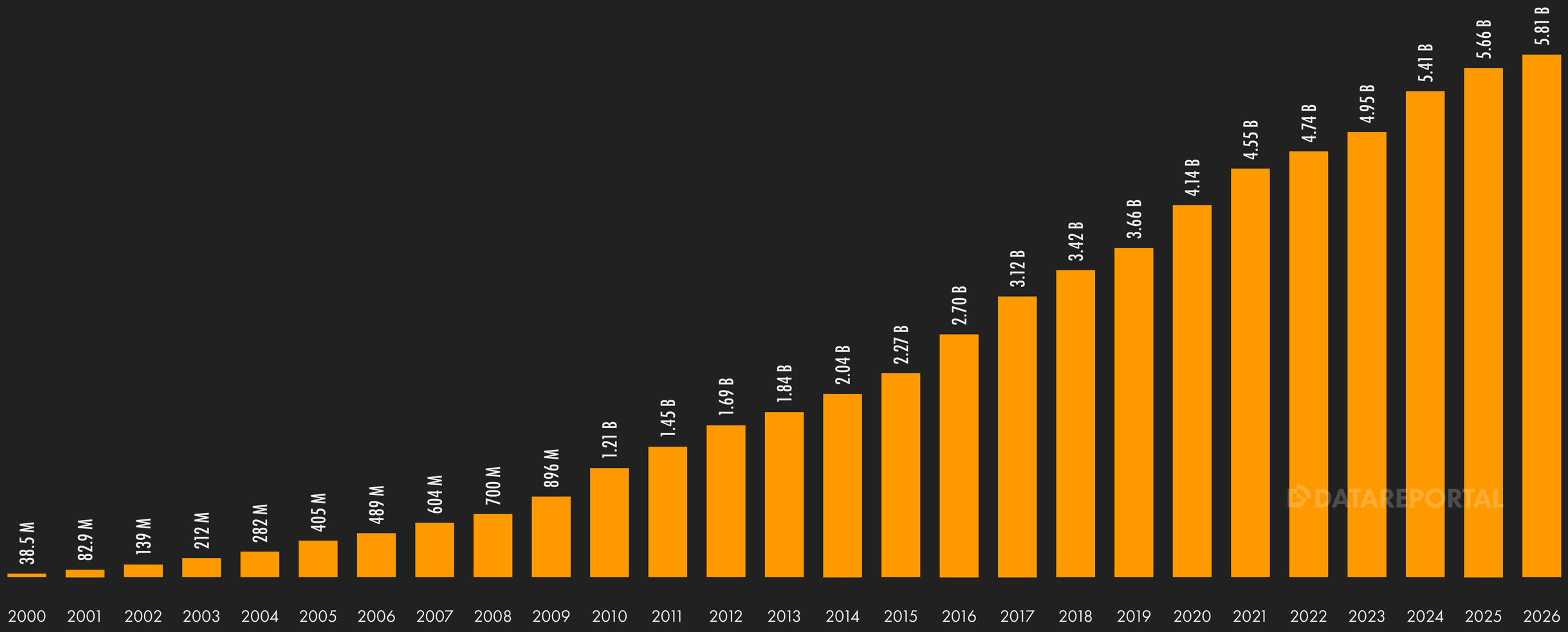
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SOCIAL MEDIA TIMELINE: USER IDENTITIES

NUMBER OF SOCIAL MEDIA USER IDENTITIES OVER TIME

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **NOTES:** PRIMARILY BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "M" DENOTES MILLIONS AND "B" DENOTES BILLIONS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

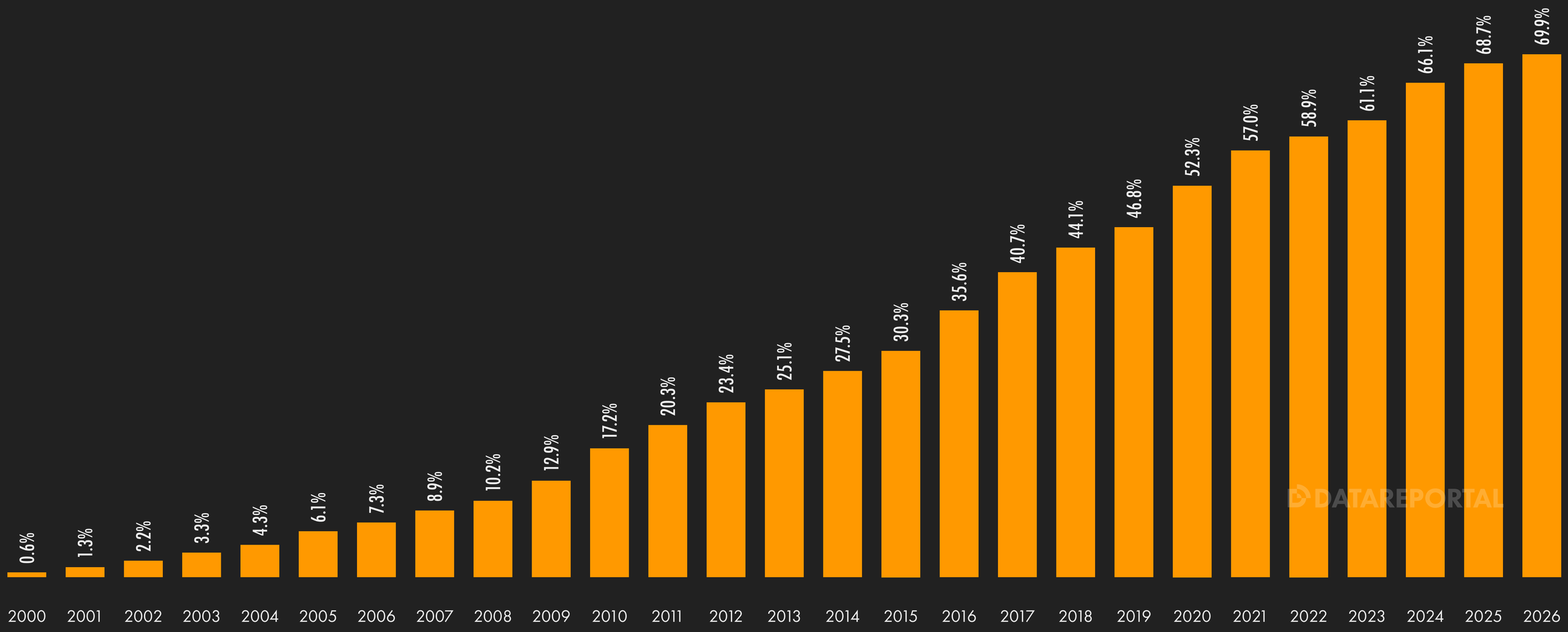
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SOCIAL MEDIA TIMELINE: ADOPTION

NUMBER OF SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL GLOBAL POPULATION

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **NOTES:** PRIMARILY BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO VALUES DO NOT REPRESENT SOCIAL MEDIA "PENETRATION". **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

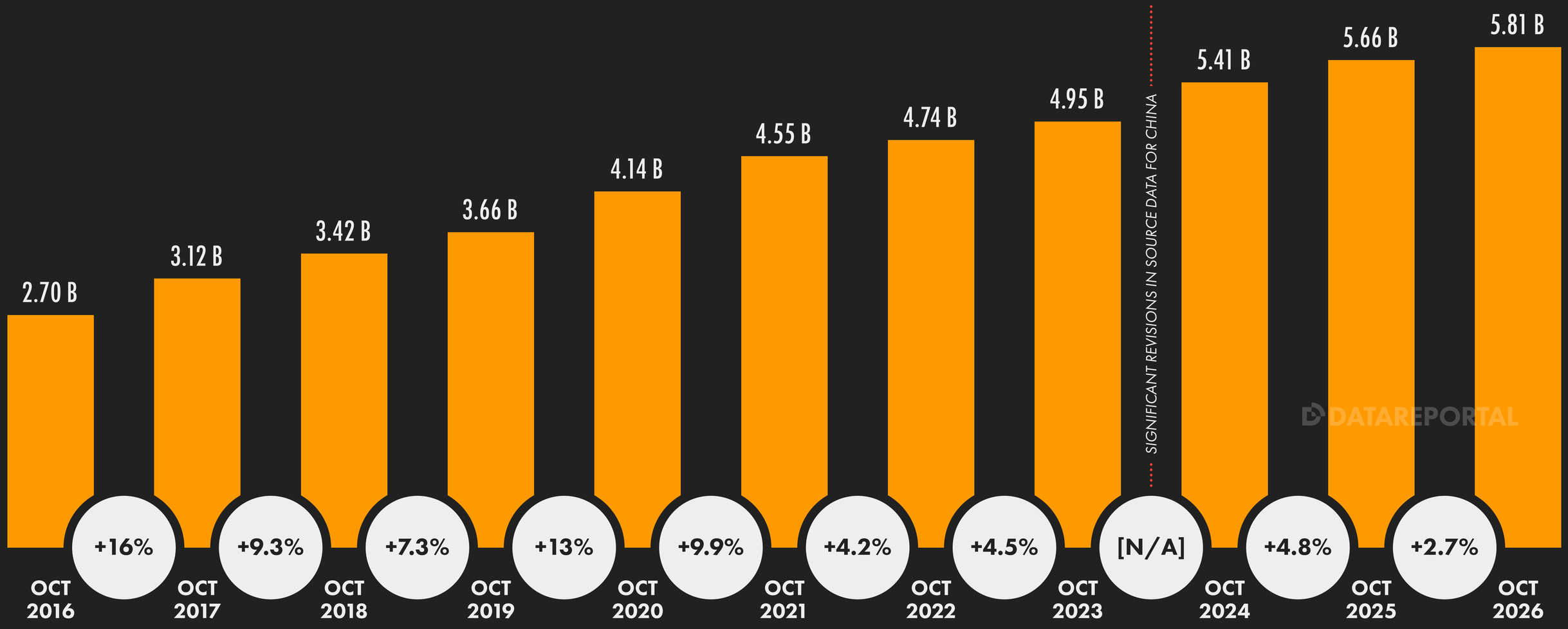
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SOCIAL MEDIA USE OVER TIME (YOY)

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

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; TECHRASA; CAFEBAZAAR; ARAB SOCIAL MEDIA REPORT. **NOTE:** WHERE LETTERS APPEAR 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 APPEARS, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

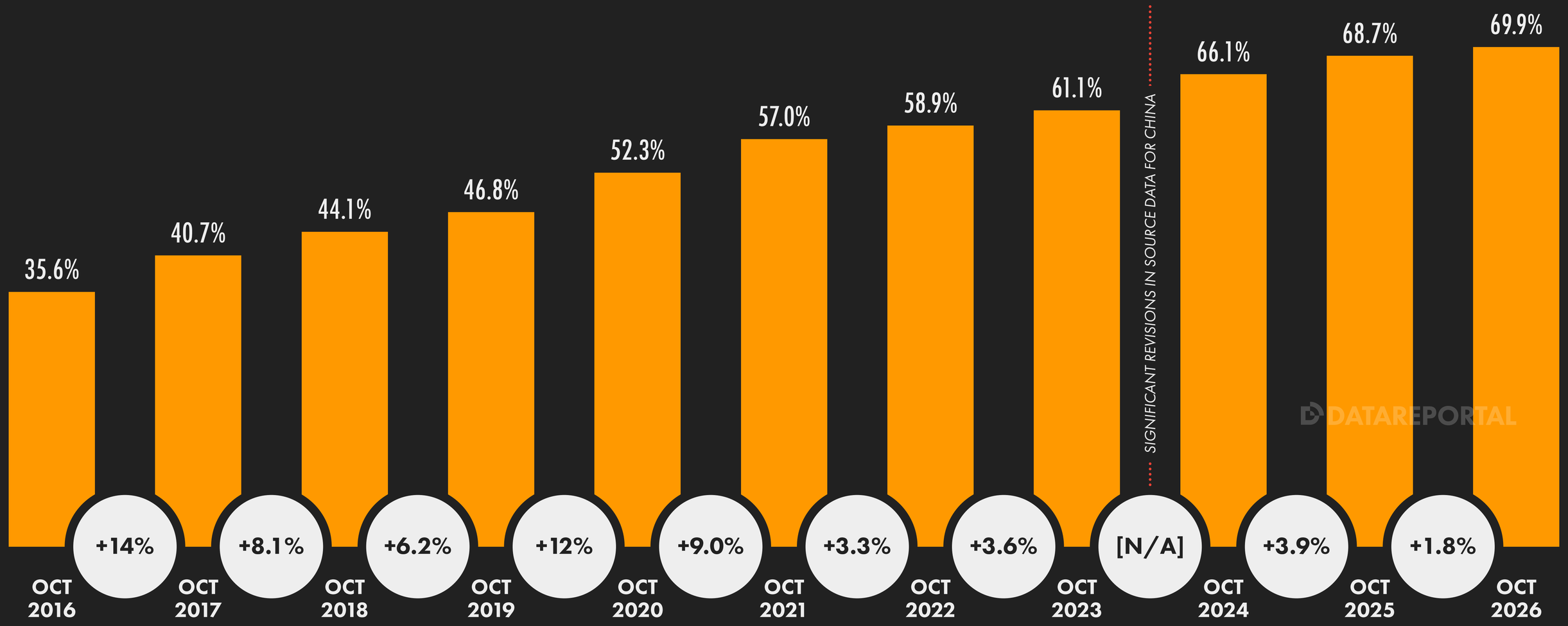
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SOCIAL MEDIA ADOPTION RATE OVER TIME (YOY)

NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES COMPARED WITH TOTAL POPULATION (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

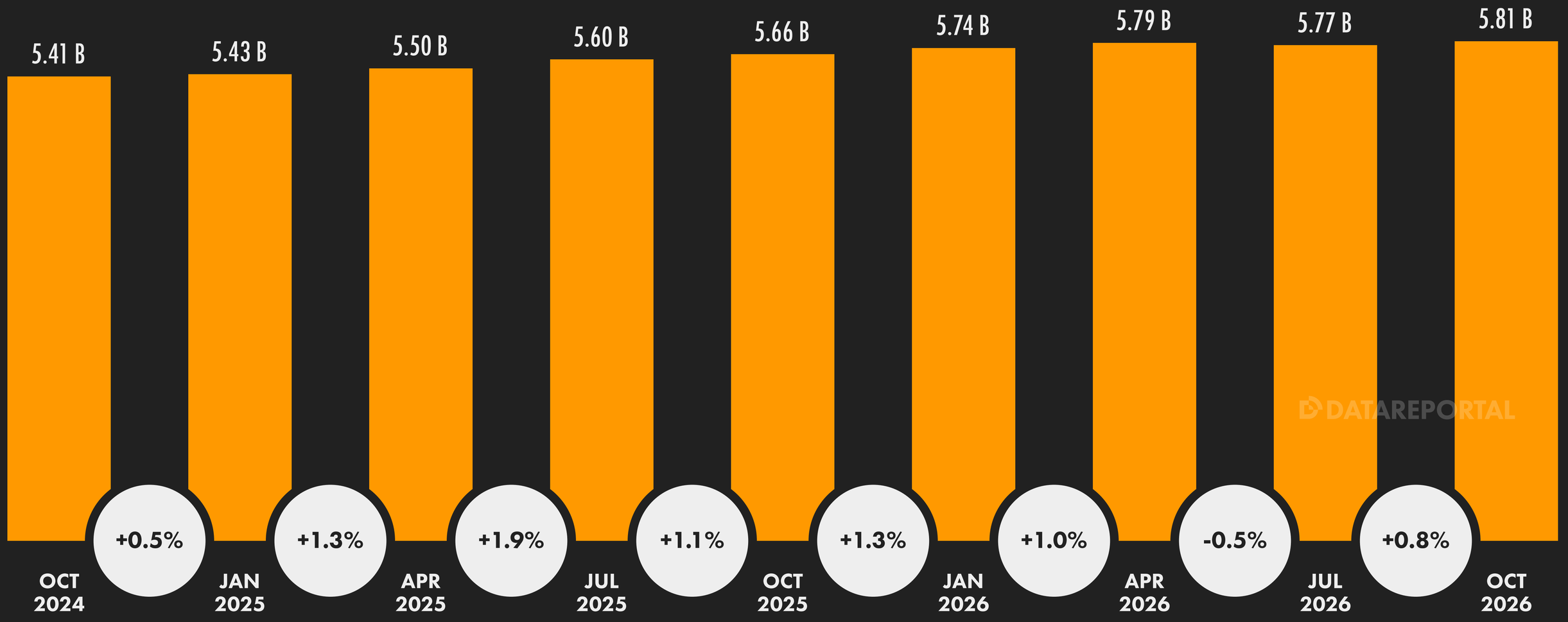
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SOCIAL MEDIA USE OVER TIME (QOQ)

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

GLOBAL OVERVIEW



SOURCES: MANOCHI 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:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

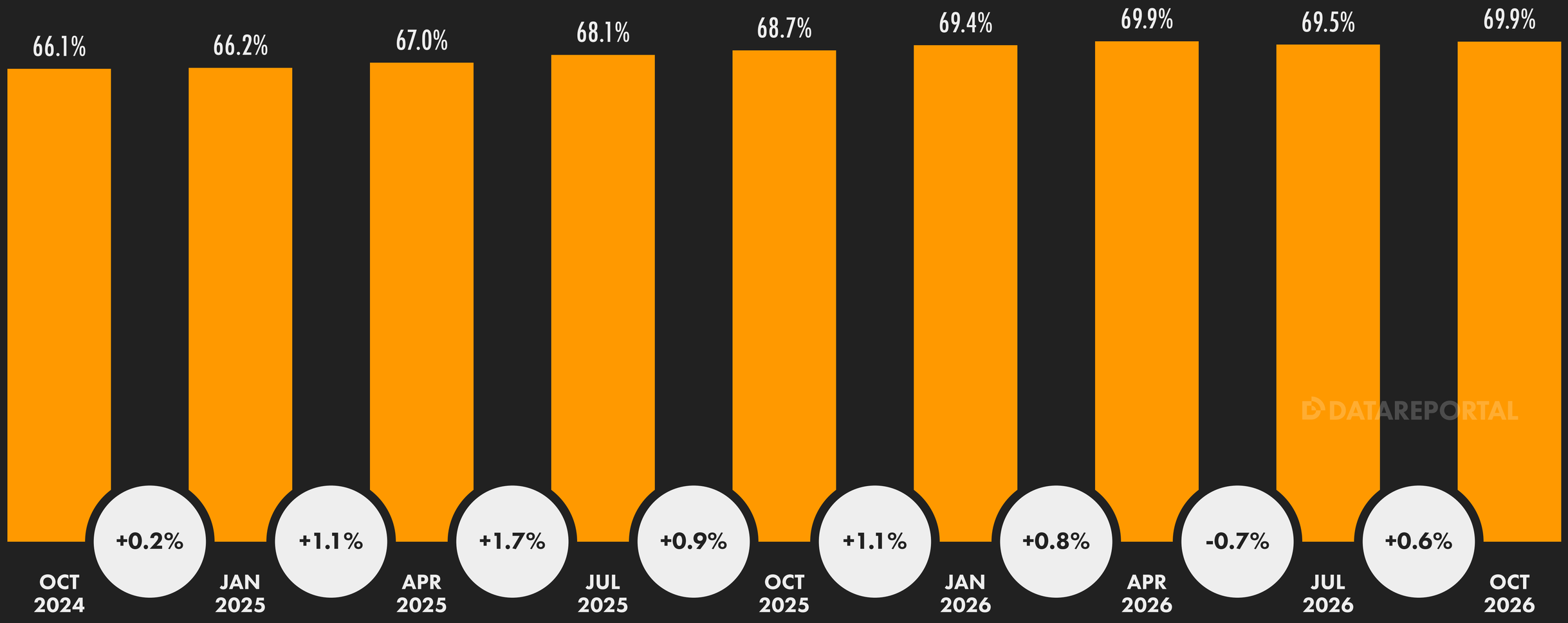
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SOCIAL MEDIA ADOPTION RATE OVER TIME (YOY)

NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES COMPARED WITH TOTAL POPULATION (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** REVISIONS TO FIGURES FOR DIGITAL ADOPTION AND USE IN CHINA DURING Q3 2024 MAY INFLATE VALUES FOR CHANGE OVER TIME. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

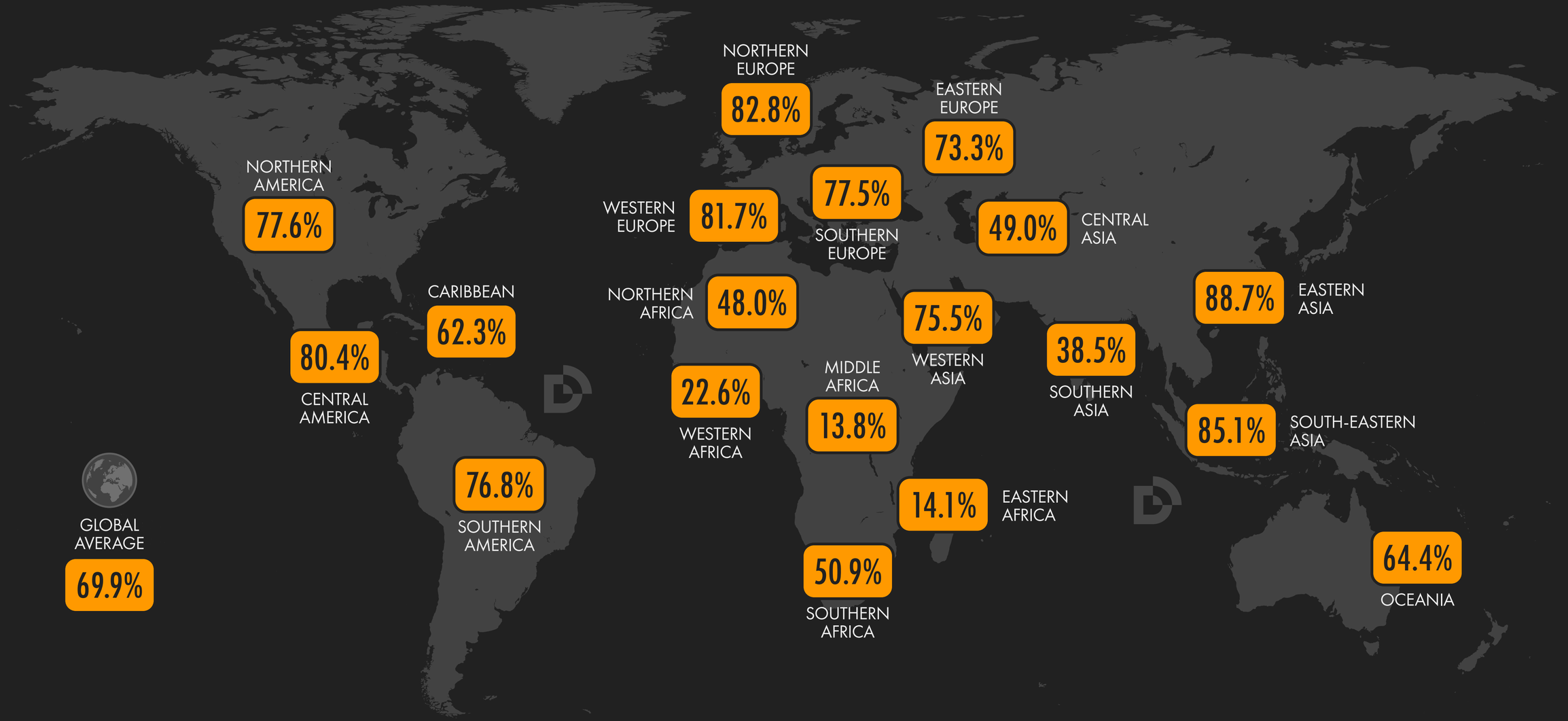
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SOCIAL MEDIA USE vs. TOTAL POPULATION

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

GLOBAL OVERVIEW



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

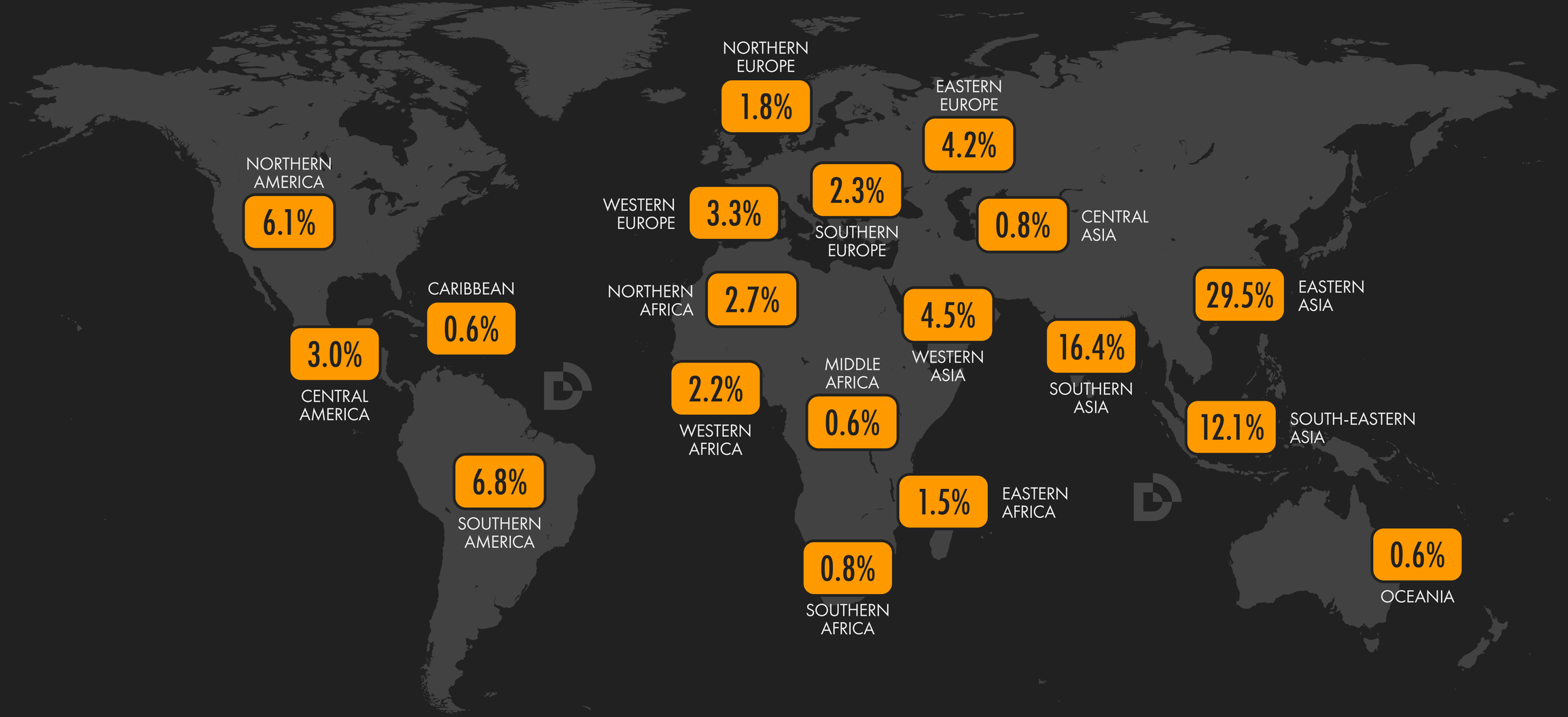
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SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** FIGURES NOW REPRESENT EACH REGION'S SHARE OF THE USER IDENTITIES TOTAL ACROSS ALL REGIONS. PREVIOUS REPORTS USED SHARE OF THE GLOBAL USER IDENTITIES TOTAL, BUT THAT GLOBAL TOTAL USES AN EXPANDED DATASET, LEADING TO POTENTIAL MISALIGNMENT. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

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SOCIAL MEDIA: USER IDENTITIES GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USER IDENTITIES

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. SOURCE DATA INCLUDES VARIOUS ANOMALIES, INCLUDING IMPLAUSIBLE VALUES. DATA ARE PRESENTED "AS IS" TO ENABLE READERS TO FORM THEIR OWN JUDGEMENTS. **NOTES:** DOES NOT INCLUDE DATA FOR CUBA, IRAN, OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. SOURCE DATA ARE ONLY AVAILABLE FOR BINARY GENDERS. **COMPARABILITY:** FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

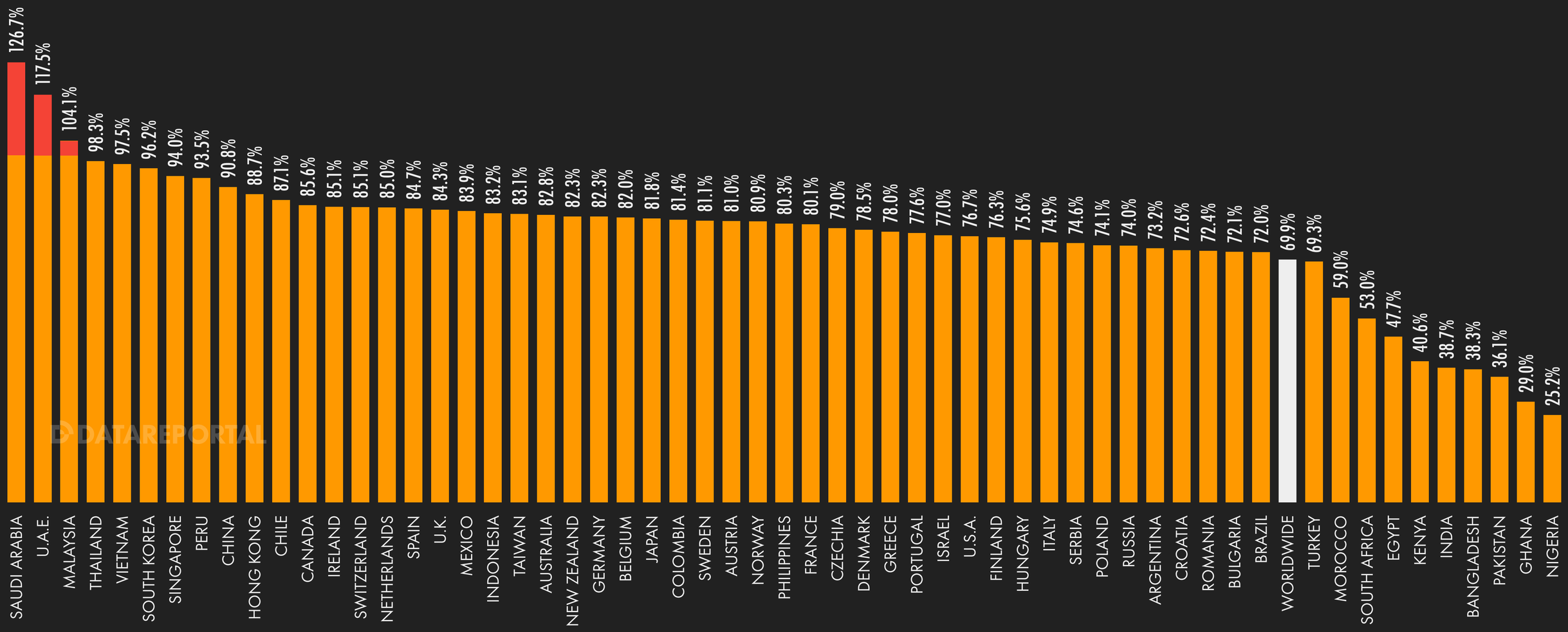
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SOCIAL MEDIA USE vs. TOTAL POPULATION

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, 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 vs. TOTAL POPULATION

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST OVERALL LEVELS OF SOCIAL MEDIA ADOPTION



GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	HIGHEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
01	SAUDI ARABIA	126.7%*	44,760,500
02	UNITED ARAB EMIRATES	117.5%*	13,652,000
03	JAMAICA	115.8%*	3,278,500
04	MALAYSIA	104.1%*	37,992,500
05	QATAR	103.4%*	3,294,000
06	BELARUS	102.5%*	9,144,000
07	THAILAND	98.3%	70,347,500
08	VIETNAM	97.5%	99,743,500
09	LIBYA	97.4%	7,362,500
10	SOUTH KOREA	96.2%	49,631,000

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION

#	LOWEST ADOPTION	vs. POP.	Nº OF USER IDENTITIES
231	NORTH KOREA[1]	[N/A]	[N/A]
230	ERITREA	0.6%	22,500
229	NIGER	2.9%	832,300
228	UGANDA	3.7%	1,950,000
227	CENTRAL AFRICAN REPUBLIC	5.1%	293,400
226	TURKMENISTAN	6.9%	534,700
225	ETHIOPIA	7.3%	10,200,000
224	MALI	9.0%	2,350,000
223	BURUNDI	9.1%	1,350,000
222	RWANDA	9.4%	1,400,000

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS CANNOT ACCESS SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

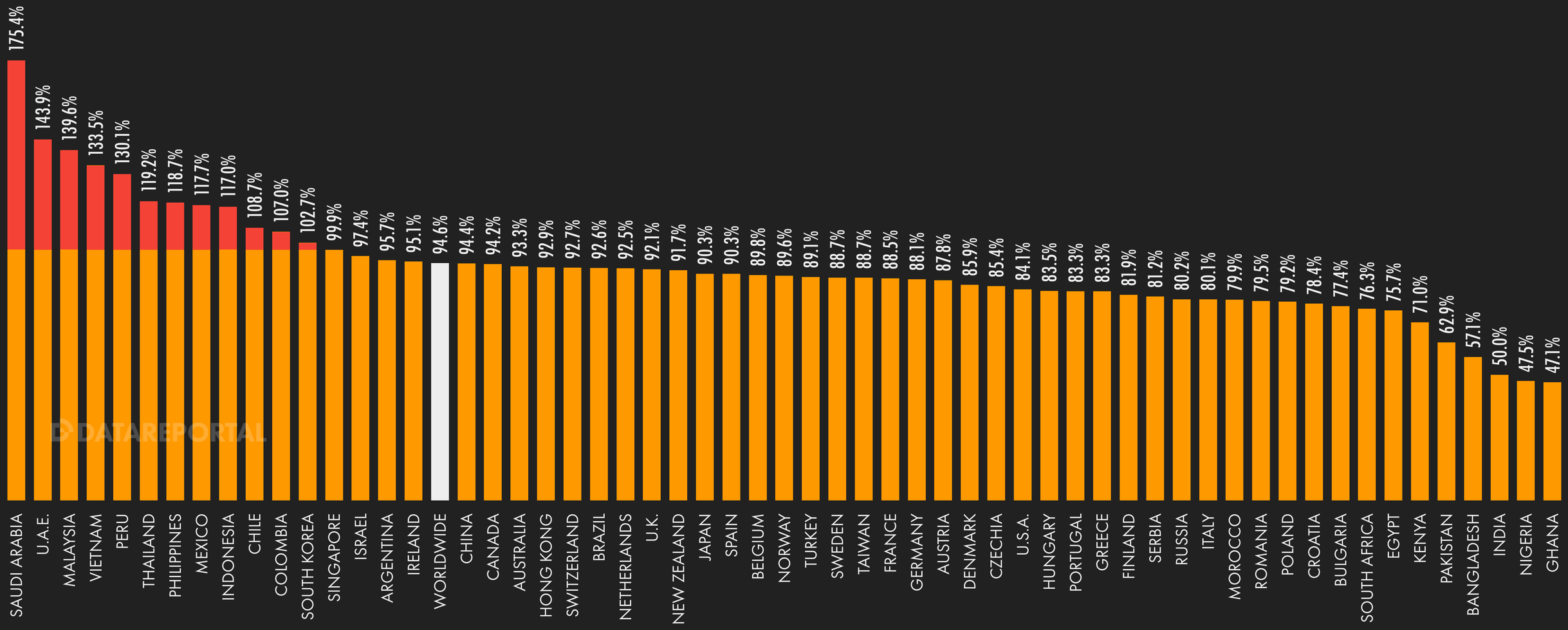
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SOCIAL MEDIA USE vs. POPULATION AGE 18+

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF POPULATION AGE 18+ (NOTE: USER IDS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, 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 vs. POPULATION: AGE 18+

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA ADOPTION AMONGST ADULTS AGE 18+



GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	HIGHEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
01	SAUDI ARABIA	175.4%*	44,760,500
02	IRAQ	158.0%*	44,216,000
03	JAMAICA	148.9%*	3,278,500
04	NAURU	146.7%*	10,000
05	UNITED ARAB EMIRATES	143.9%*	13,652,000
06	LIBYA	142.8%*	7,362,500
07	MALAYSIA	139.6%*	37,992,500
08	VIETNAM	133.5%*	99,743,500
09	KAZAKHSTAN	131.3%*	18,301,500
10	ECUADOR	130.4%*	17,208,500

LOWEST RATES OF SOCIAL MEDIA USE vs. POPULATION: ADULTS AGE 18+

#	LOWEST ADULT ADOPTION	vs. POP. AGE 18+	Nº OF USER IDS AGE 18+
228	NORTH KOREA[1]	[N/A]	[N/A]
227	ERITREA	1.1%	22,500
226	NIGER	6.1%	832,300
225	UGANDA	7.3%	1,950,000
224	TURKMENISTAN	10.5%	519,800
223	CENTRAL AFRICAN REPUBLIC	11.6%	293,400
222	ETHIOPIA	13.3%	10,200,000
221	RWANDA	16.4%	1,400,000
220	TOGO	17.4%	944,100
219	SOUTH SUDAN	17.5%	1,200,000

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC. **NOTES:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. (1) THE INTERNET IS BLOCKED IN NORTH KOREA, SO EVERYDAY CITIZENS DO NOT HAVE ACCESS TO SOCIAL MEDIA. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH POPULATION 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.

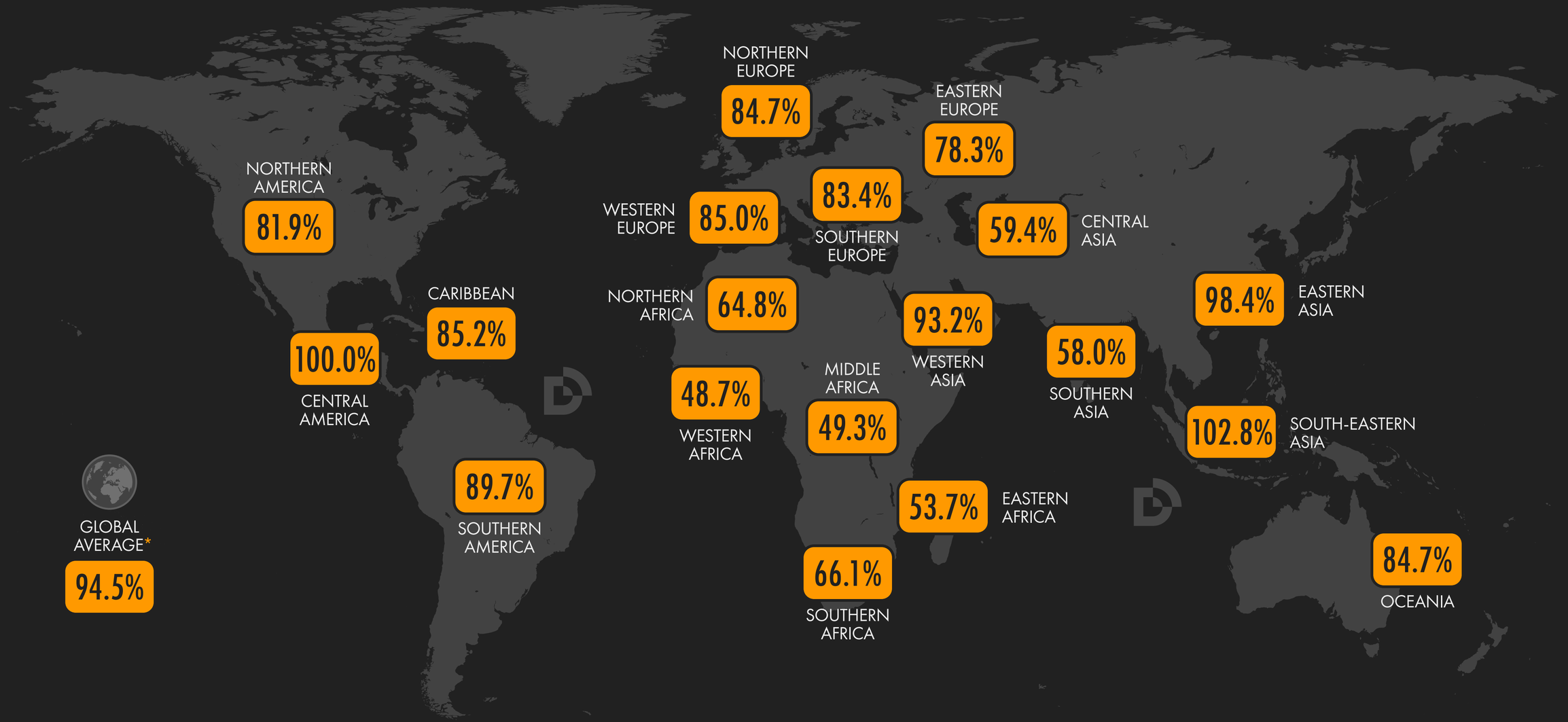
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SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UN GEOSCHEME. **ADVISORY:** (*) GLOBAL AVERAGE REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO COMPARISONS MAY NOT CORRELATE. SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. VALUES MAY EXCEED 100% DUE TO DUPLICATE AND FAKE SOCIAL MEDIA ACCOUNTS, 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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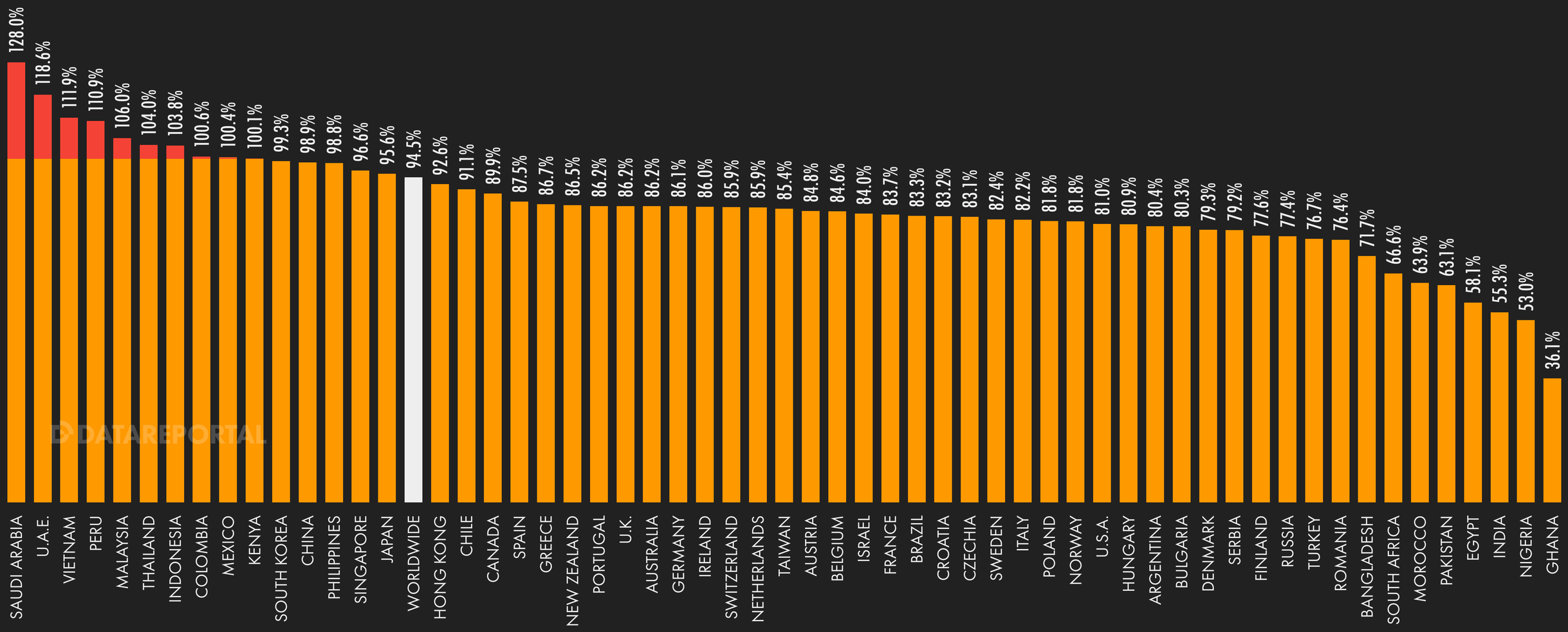
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SOCIAL MEDIA USER IDENTITIES vs. INTERNET USERS

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF INTERNET USERS (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; EUROSTAT; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** FIGURE FOR "WORLDWIDE" REFERENCES A DIFFERENT DATASET TO LOCAL FIGURES, SO MAY NOT BE DIRECTLY COMPARABLE. SOCIAL USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, 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 USER IDENTITIES vs. INTERNET USERS

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF SOCIAL MEDIA ADOPTION COMPARED WITH REPORTED INTERNET ADOPTION



GLOBAL OVERVIEW

HIGHEST RATES OF SOCIAL MEDIA USE vs. REPORTED INTERNET ADOPTION RATE

#	HIGHEST ADOPTION	vs. INTERNET	vs. POPULATION
01	COOK ISLANDS	171.1%*	92.4%
02	TURKS & CAICOS IS.	130.3%*	79.7%
03	JAMAICA	128.5%*	115.8%*
04	SAUDI ARABIA	128.0%*	126.7%*
05	ST. MARTIN	125.9%*	53.3%
06	AMERICAN SAMOA	124.7%*	62.7%
07	CHAD	124.7%*	15.7%
08	BONAIRE, ST. EUSTATIUS & SABA	121.8%*	72.6%
09	LIBYA	118.8%*	97.4%
10	UNITED ARAB EMIRATES	118.6%*	117.5%*

LOWEST RATES OF SOCIAL MEDIA USE vs. REPORTED INTERNET ADOPTION RATE

#	LOWEST ADOPTION	vs. INTERNET	vs. POPULATION
230	ERITREA	3.0%	0.6%
229	NIGER	7.3%	2.9%
228	TURKMENISTAN	14.2%	6.9%
227	UGANDA	16.9%	3.7%
226	SAN MARINO	18.0%	17.6%
225	EQUATORIAL GUINEA	20.2%	12.8%
224	TOGO	24.0%	9.5%
223	MALI	24.5%	9.0%
222	LIECHTENSTEIN	25.9%	25.5%
221	MONACO	27.8%	27.5%

SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND STATEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; ITU; GSMA INTELLIGENCE; LOCAL GOVERNMENT AUTHORITIES **NOTES:** SOCIAL MEDIA ADOPTION RATE BASED ON THE AD REACH OF THE MOST USED SOCIAL PLATFORM(S) IN EACH COUNTRY. RELIABLE DATA ARE CURRENTLY UNAVAILABLE FOR SYRIA. **ADVISORY:** USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) COMPARISONS WITH INTERNET ADOPTION AND POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE SOCIAL MEDIA ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

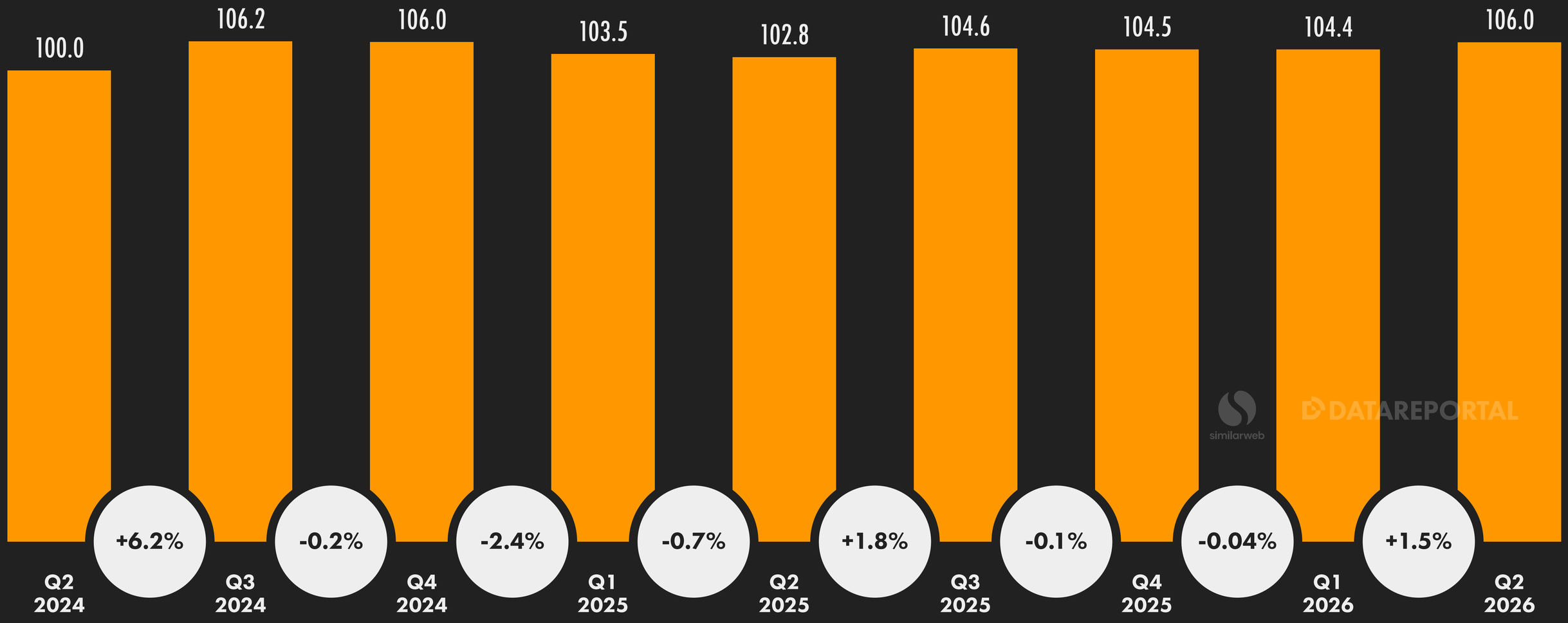
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INDEXED VISITS TO SOCIAL MEDIA WEBSITES

AVERAGE TOTAL COMBINED MONTHLY VISITS TO SOCIAL MEDIA SITES THAT RANK IN SIMILARWEB'S TOP 10,000 WEBSITES, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** THIS DATASET REFERENCES THE AVERAGE TOTAL WORLDWIDE MONTHLY VISITS TO WEBSITES IN SIMILARWEB'S "SOCIAL NETWORKS AND ONLINE COMMUNITIES" CATEGORY THAT ALSO APPEAR IN ITS RANKING OF THE WORLD'S 10,000 MOST VISITED WEBSITES FOR THE RESPECTIVE PERIOD. VALUES SHOWN ABOVE BARS COMPARE THE RESULTING VALUE FOR EACH PERIOD WITH THE VALUE FOR THE LEFTMOST PERIOD ON THIS CHART. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

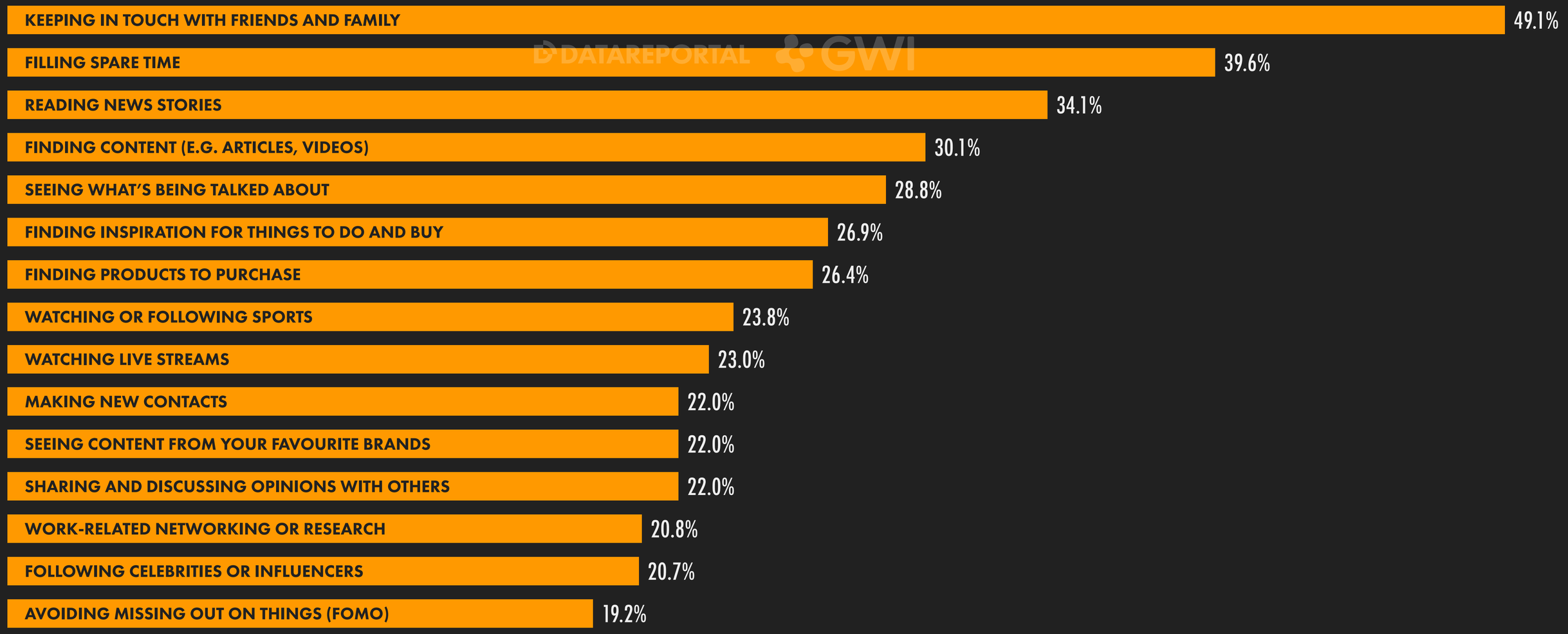
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MAIN REASONS FOR USING SOCIAL MEDIA

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

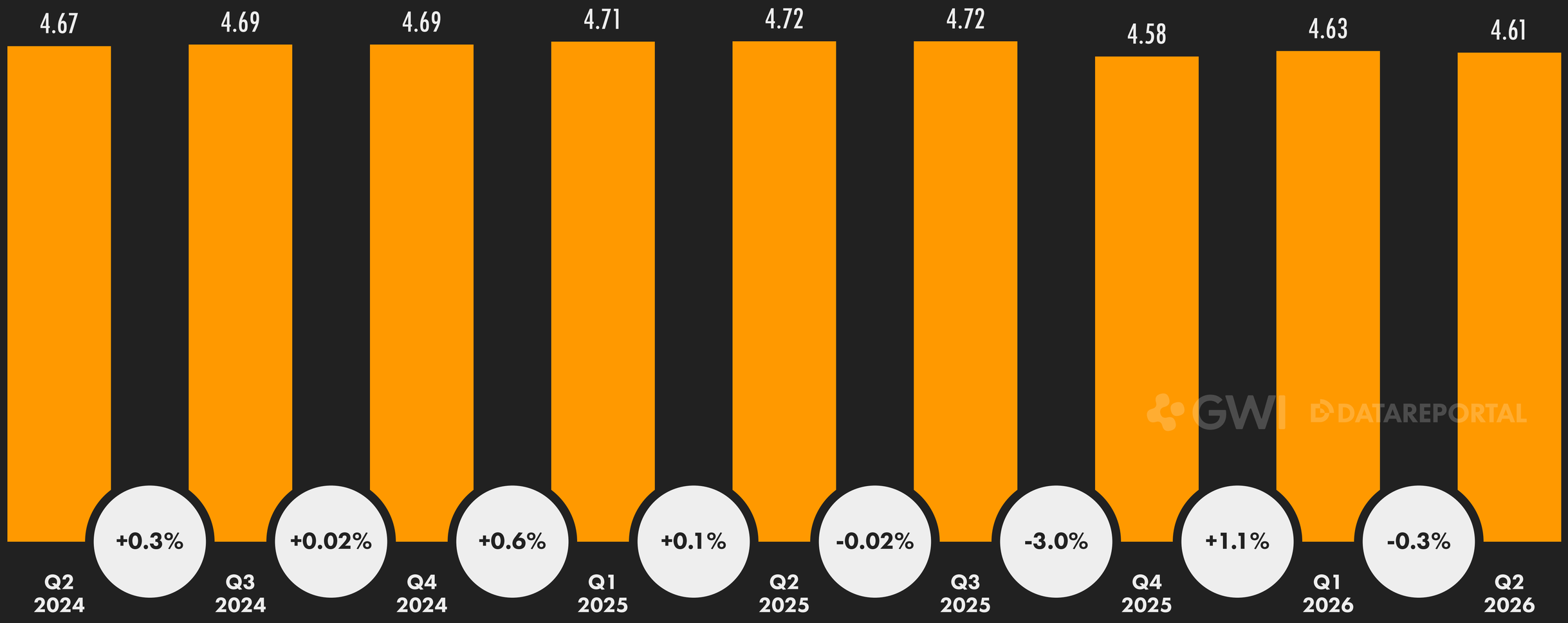
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NUMBER OF REASONS FOR USING SOCIAL MEDIA

AVERAGE NUMBER OF REASONS CITED BY SOCIAL MEDIA USERS AGED 16+ AS PRIMARY MOTIVATIONS FOR USING SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** RESPONDENTS COULD CHOOSE FROM THE SAME DEFINED LIST OF 18 OPTIONS IN EACH WAVE OF RESEARCH. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS & FAMILY	47.7%	FRIENDS & FAMILY	46.4%	FRIENDS & FAMILY	48.2%	FRIENDS & FAMILY	50.3%	FRIENDS & FAMILY	53.6%	FRIENDS & FAMILY	58.5%
FILL UP SPARE TIME	43.4%	FILL UP SPARE TIME	39.8%	FILL UP SPARE TIME	39.1%	FILL UP SPARE TIME	38.7%	READ NEWS STORIES	39.5%	READ NEWS STORIES	34.3%
FIND CONTENT (E.G. VIDEOS)	33.4%	READ NEWS STORIES	32.6%	READ NEWS STORIES	35.4%	READ NEWS STORIES	37.9%	FILL UP SPARE TIME	37.7%	FILL UP SPARE TIME	32.2%
SEE TRENDING TOPICS	31.3%	FIND CONTENT (E.G. VIDEOS)	32.1%	FIND CONTENT (E.G. VIDEOS)	30.6%	FIND CONTENT (E.G. VIDEOS)	29.0%	FIND PRODUCTS TO BUY	27.2%	FIND CONTENT (E.G. VIDEOS)	16.1%
IDEAS: THINGS TO DO & BUY	28.5%	SEE TRENDING TOPICS	30.5%	SEE TRENDING TOPICS	30.0%	SEE TRENDING TOPICS	28.2%	FIND CONTENT (E.G. VIDEOS)	26.5%	FIND PRODUCTS TO BUY	16.0%
READ NEWS STORIES	28.3%	IDEAS: THINGS TO DO & BUY	27.5%	FIND PRODUCTS TO BUY	27.9%	FIND PRODUCTS TO BUY	28.0%	SEE TRENDING TOPICS	25.5%	IDEAS: THINGS TO DO & BUY	15.5%
FIND PRODUCTS TO BUY	25.7%	FIND PRODUCTS TO BUY	26.3%	IDEAS: THINGS TO DO & BUY	27.6%	IDEAS: THINGS TO DO & BUY	27.3%	IDEAS: THINGS TO DO & BUY	25.0%	SEE TRENDING TOPICS	13.8%
WATCH OR FOLLOW SPORTS	24.9%	WATCH OR FOLLOW SPORTS	25.6%	WATCH OR FOLLOW SPORTS	25.3%	WATCH OR FOLLOW SPORTS	23.2%	SHARE & DISCUSS OPINIONS	21.8%	SHARE & DISCUSS OPINIONS	13.4%
INFLUENCERS & CELEBRITIES	24.5%	WATCH LIVE STREAMS	25.3%	WATCH LIVE STREAMS	24.9%	WATCH LIVE STREAMS	22.8%	WATCH LIVE STREAMS	21.3%	FIND LIKE-MINDED PEOPLE	12.8%
MAKE NEW CONTACTS	24.5%	SEE CONTENT FROM BRANDS	24.2%	SEE CONTENT FROM BRANDS	23.4%	ACTIVITIES FOR WORK	22.1%	WATCH OR FOLLOW SPORTS	20.9%	WATCH OR FOLLOW SPORTS	12.7%

SOURCE: GWI (Q2 2026). **NOTES:** FIGURES REPRESENT THE SHARE OF INTERNET USERS IN EACH AGE GROUP WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

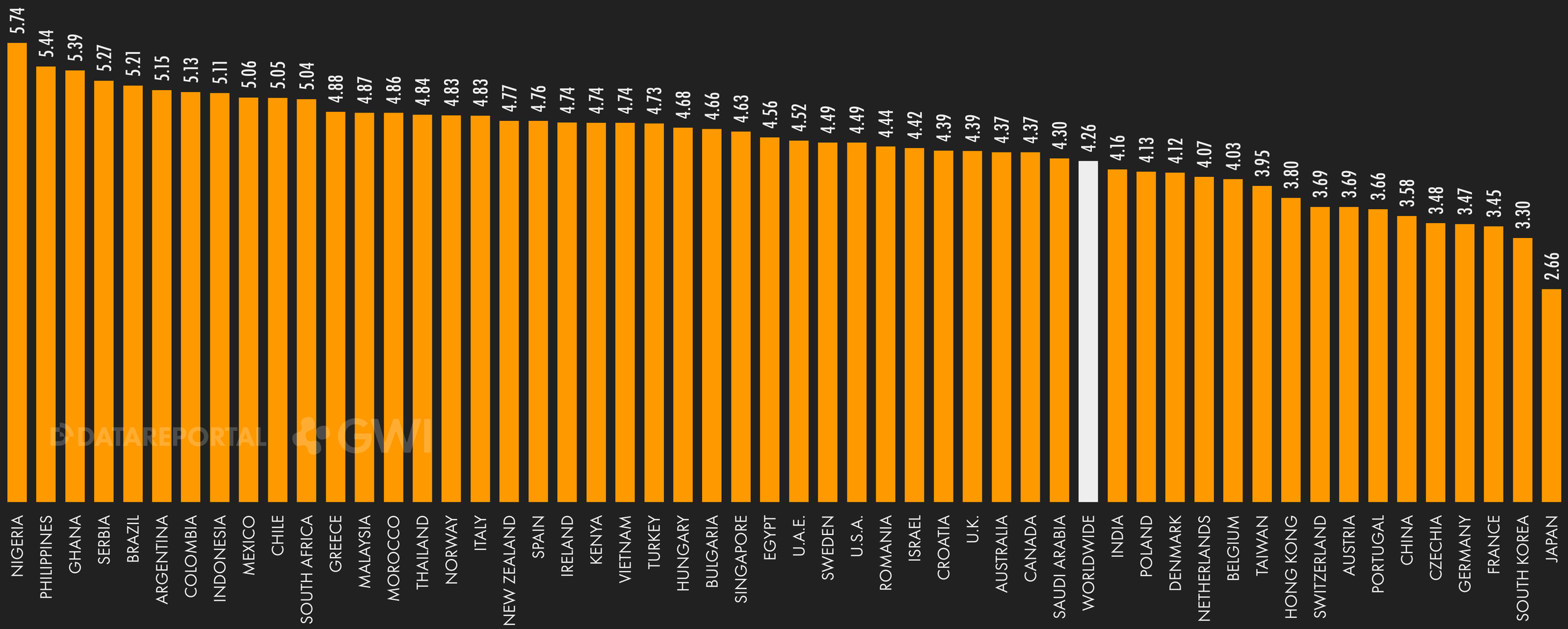
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FREQUENCY OF SOCIAL MEDIA USE

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS AGED 16+ USE SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

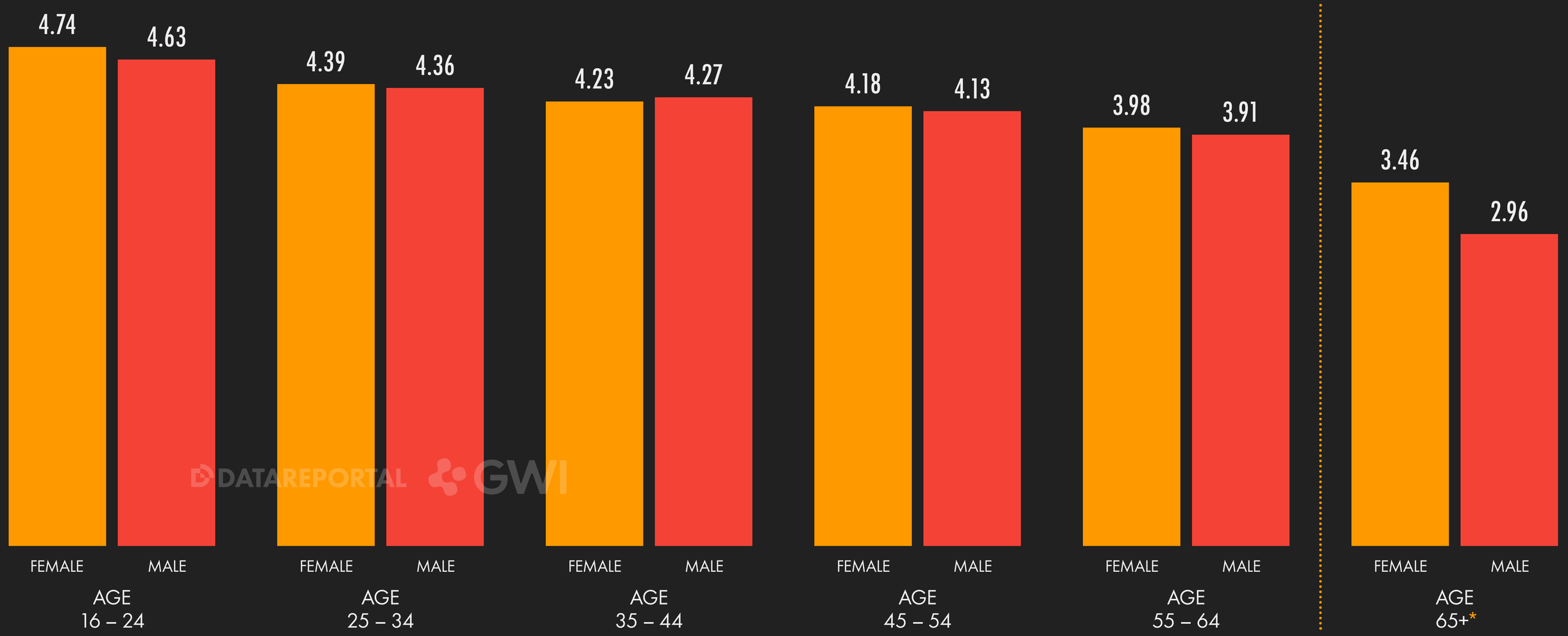
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FREQUENCY OF SOCIAL MEDIA USE

AVERAGE NUMBER OF DAYS EACH WEEK THAT INTERNET USERS USE SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

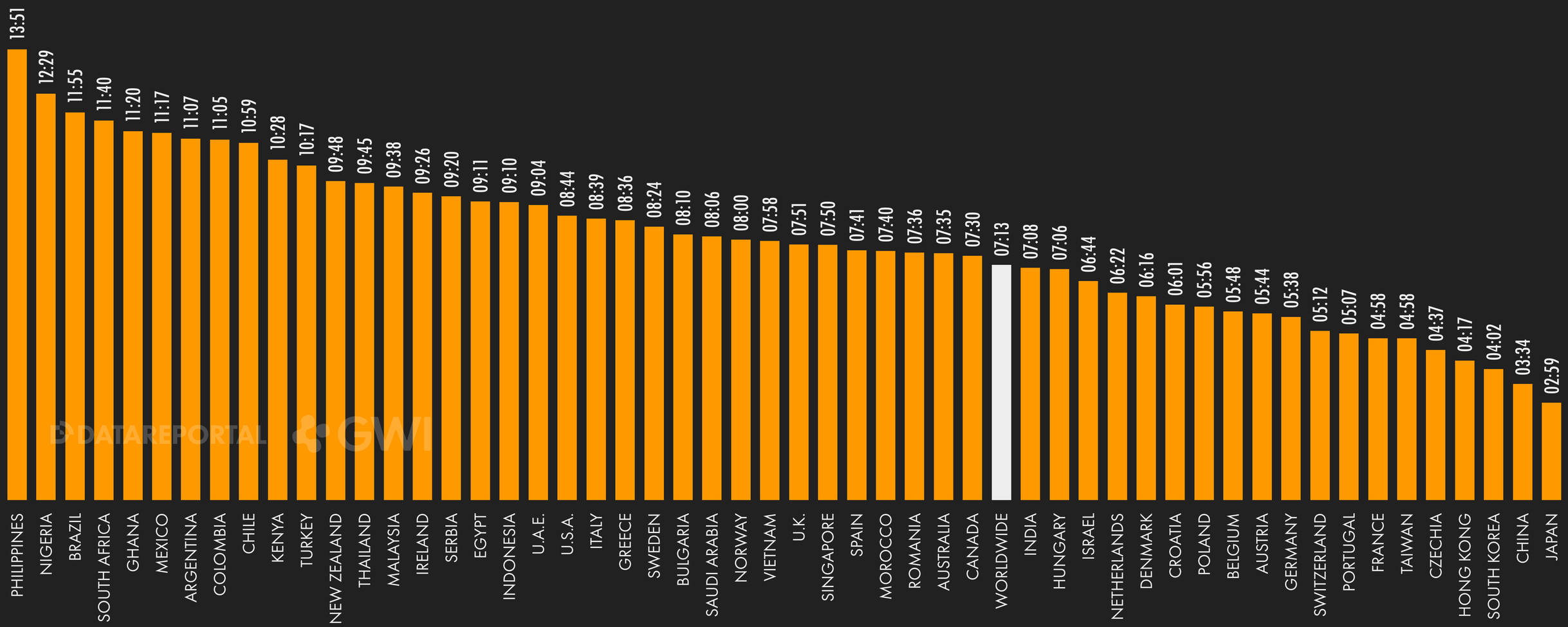
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WEEKLY TIME SPENT BROWSING SOCIAL MEDIA

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND BROWSING SOCIAL MEDIA (POSTS, STORIES, ETC.) EXCLUDING VIDEO

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** DOES NOT INCLUDE TIME SPENT WATCHING VIDEO CONTENT (E.G. TIKTOKS, REELS, VLOGS, ETC.). VALUES FOR SOCIAL MEDIA TIME INCLUDING VIDEO CONSUMPTION ARE SHOWN ON OTHER CHARTS IN THIS REPORT. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

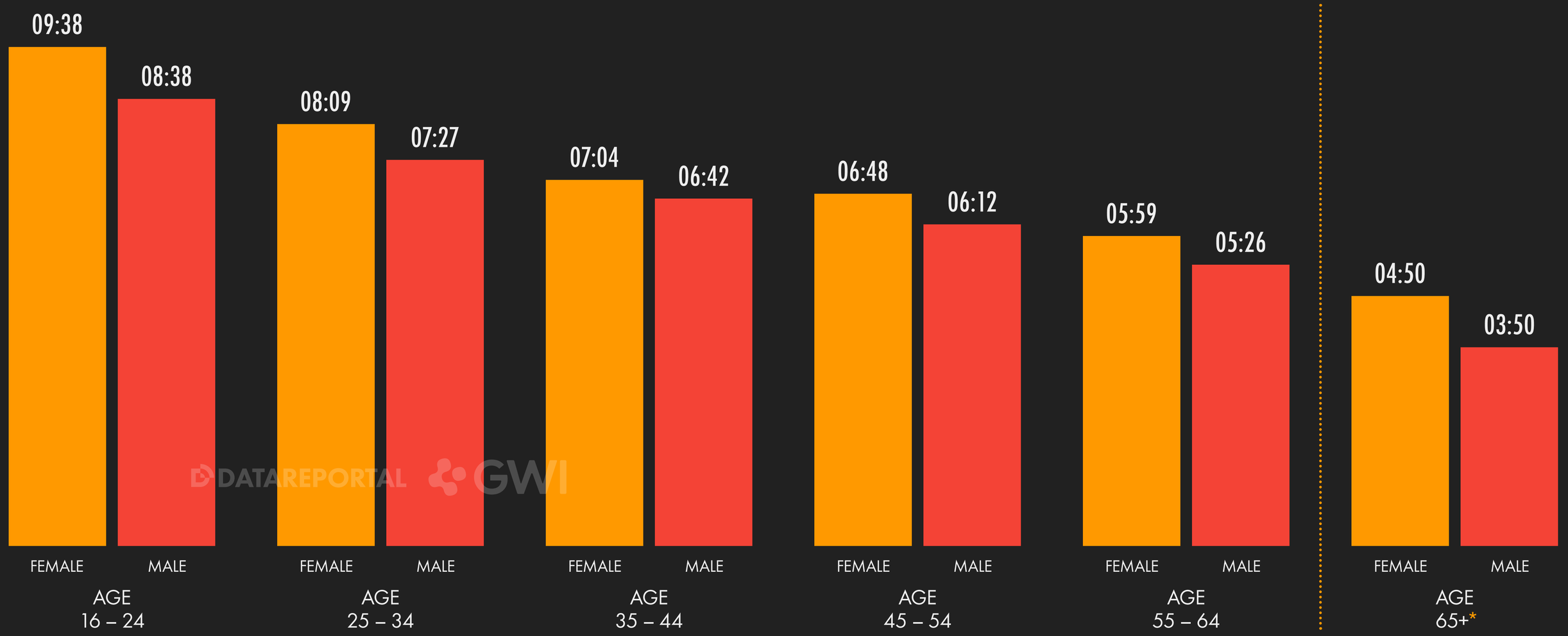
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WEEKLY TIME SPENT BROWSING SOCIAL MEDIA

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND BROWSING SOCIAL MEDIA (POSTS, STORIES, ETC.) EXCLUDING VIDEO

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** DOES NOT INCLUDE TIME SPENT WATCHING VIDEO CONTENT (E.G. TIKTOKS, REELS, VLOGS). VALUES FOR SOCIAL MEDIA TIME INCLUDING VIDEO CONSUMPTION ARE SHOWN SEPARATELY IN THIS REPORT. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

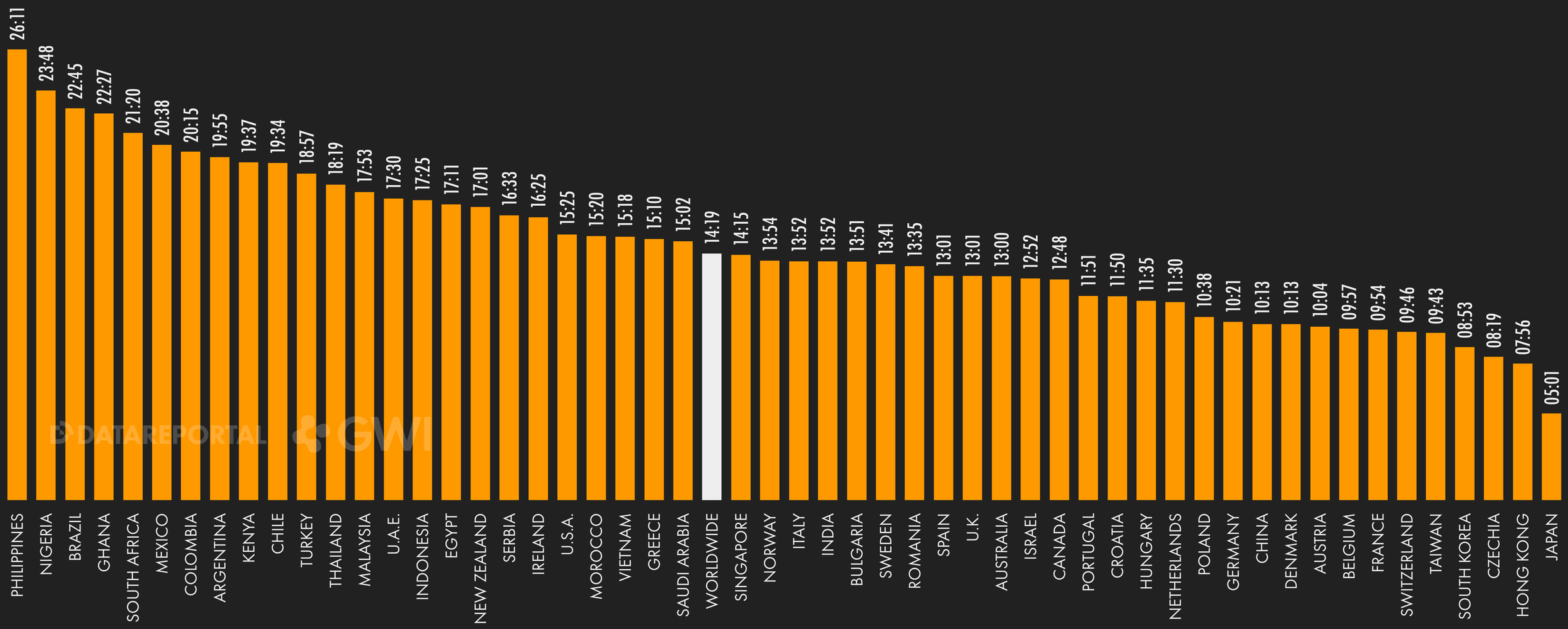
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WEEKLY TIME: SOCIAL MEDIA INC. SHORT VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND SHORT VIDEOS (E.G. TIKTOKS, REELS)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING SHORT VIDEOS (E.G. TIKTOKS, REELS). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

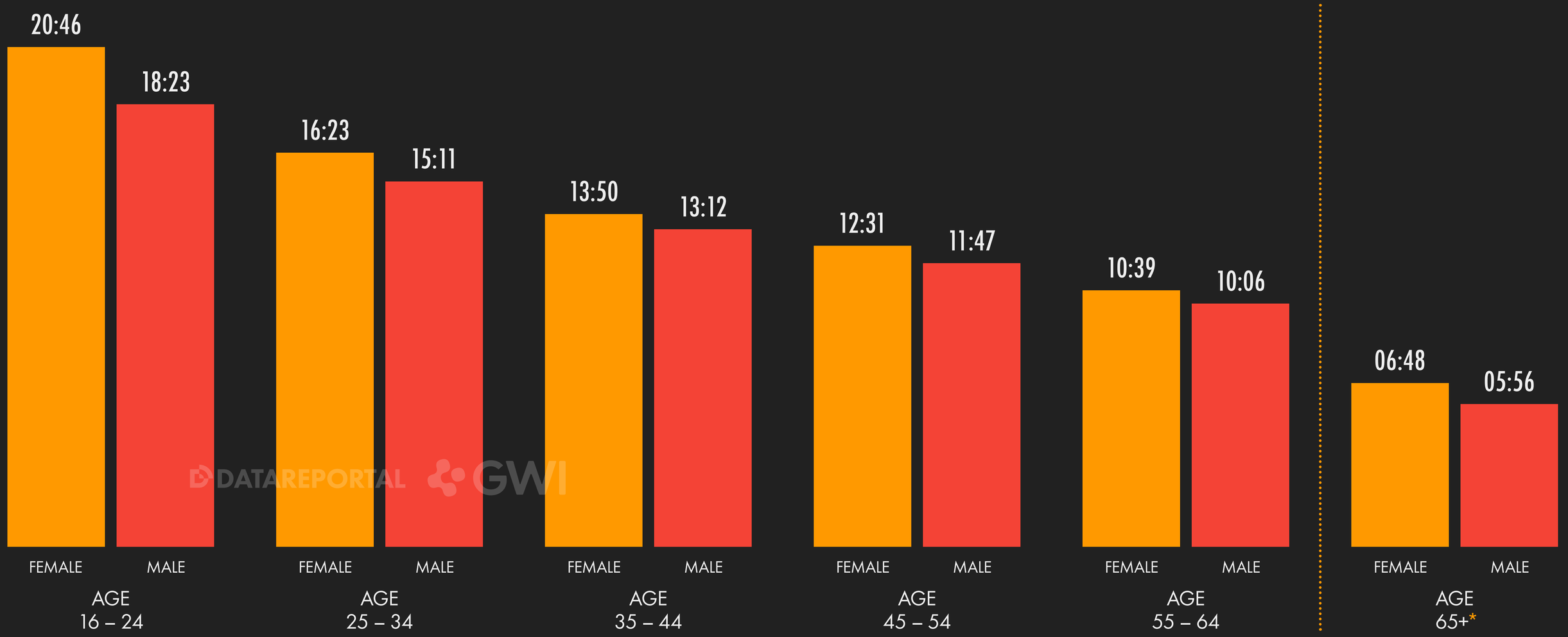
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WEEKLY TIME: SOCIAL MEDIA INC. SHORT VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING SOCIAL MEDIA AND SHORT VIDEOS (E.G. TIKTOKS, REELS)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING SHORT VIDEOS (E.G. TIKTOKS, REELS). (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

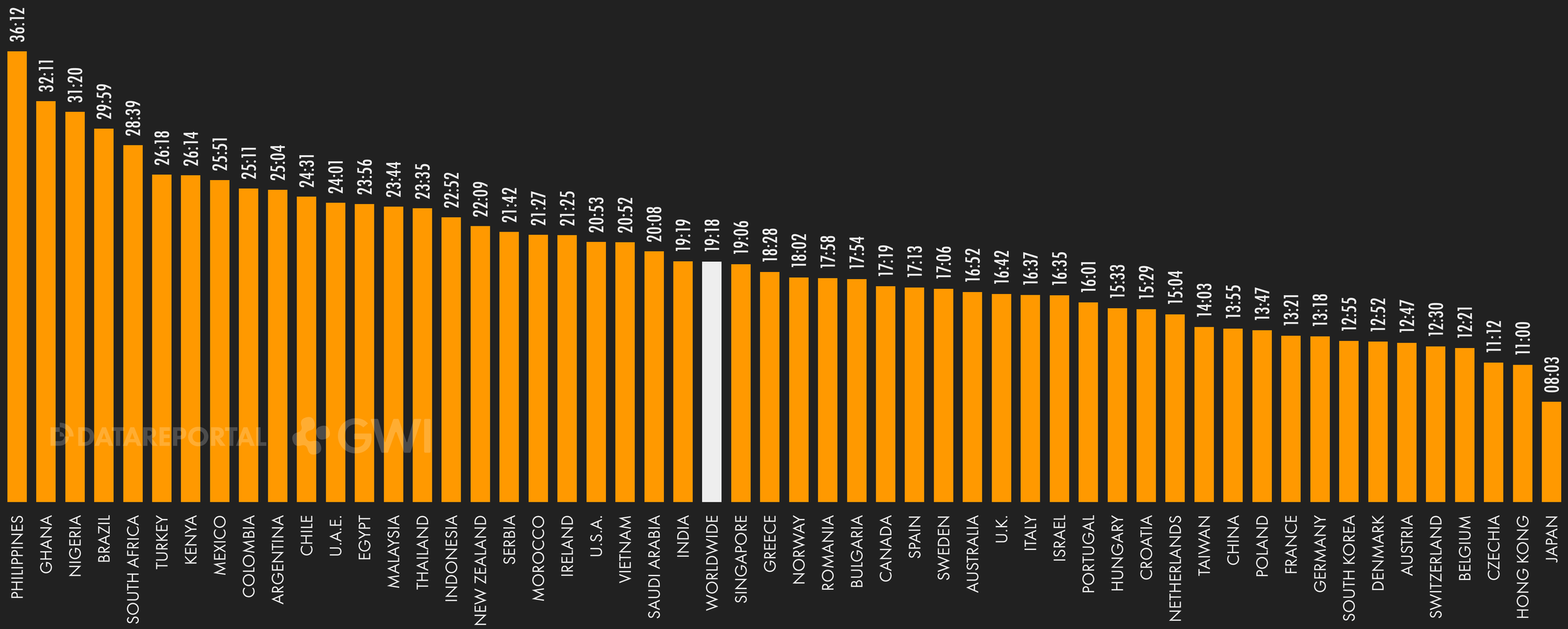
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WEEKLY TIME: SOCIAL MEDIA AND ONLINE VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND ONLINE VIDEO (EXCLUDES STREAMING TV)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING ONLINE VIDEOS OF ANY LENGTH (E.G. TIKTOKS, REELS, VLOGS, ETC.). DOES NOT INCLUDE TIME FOR TV STREAMING PLATFORMS LIKE NETFLIX OR DISNEY+. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

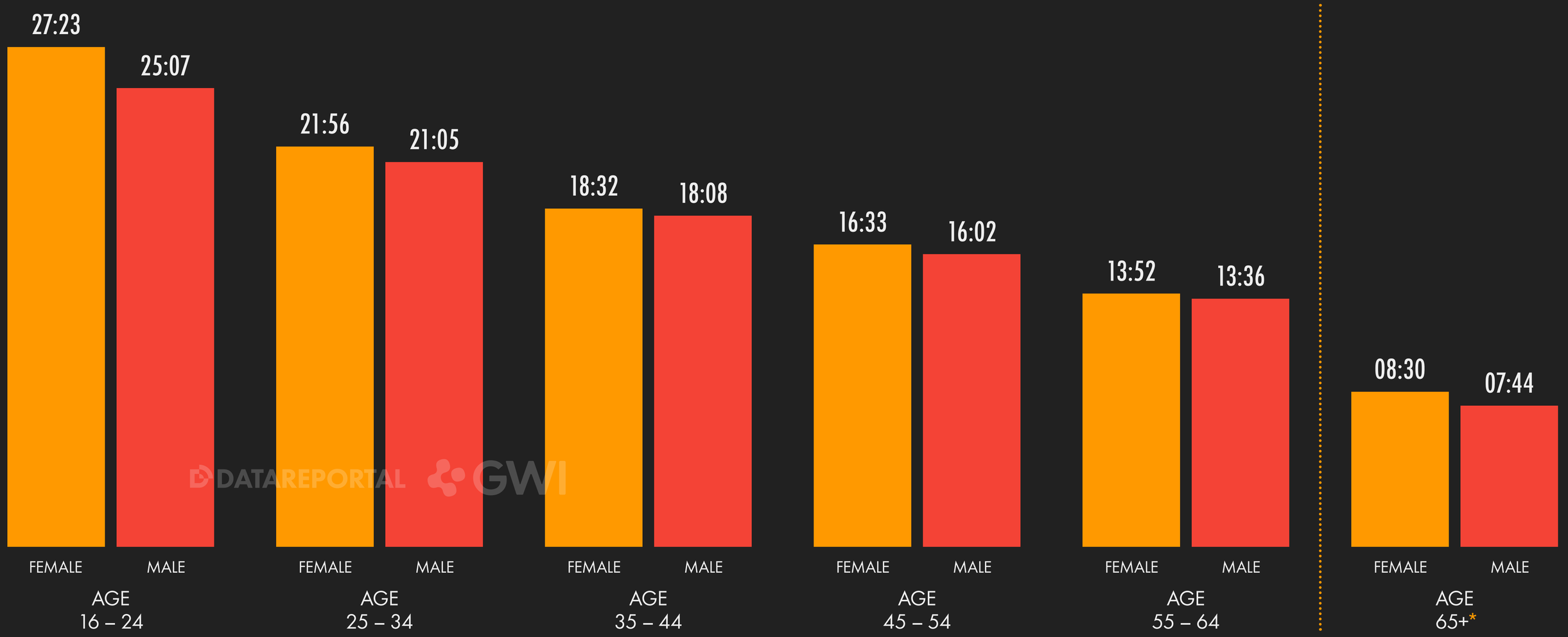
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WEEKLY TIME: SOCIAL MEDIA AND ONLINE VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND ONLINE VIDEO (EXCLUDES STREAMING TV)

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA (E.G. POSTS, STORIES, ADS) AND WATCHING ONLINE VIDEOS OF ANY LENGTH (E.G. TIKTOKS, REELS, VLOGS). DOES NOT INCLUDE TIME FOR TV STREAMING PLATFORMS LIKE NETFLIX. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT AVAILABLE IN ALL COUNTRIES, SO FINDINGS MAY NOT BE COMPARABLE WITH OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

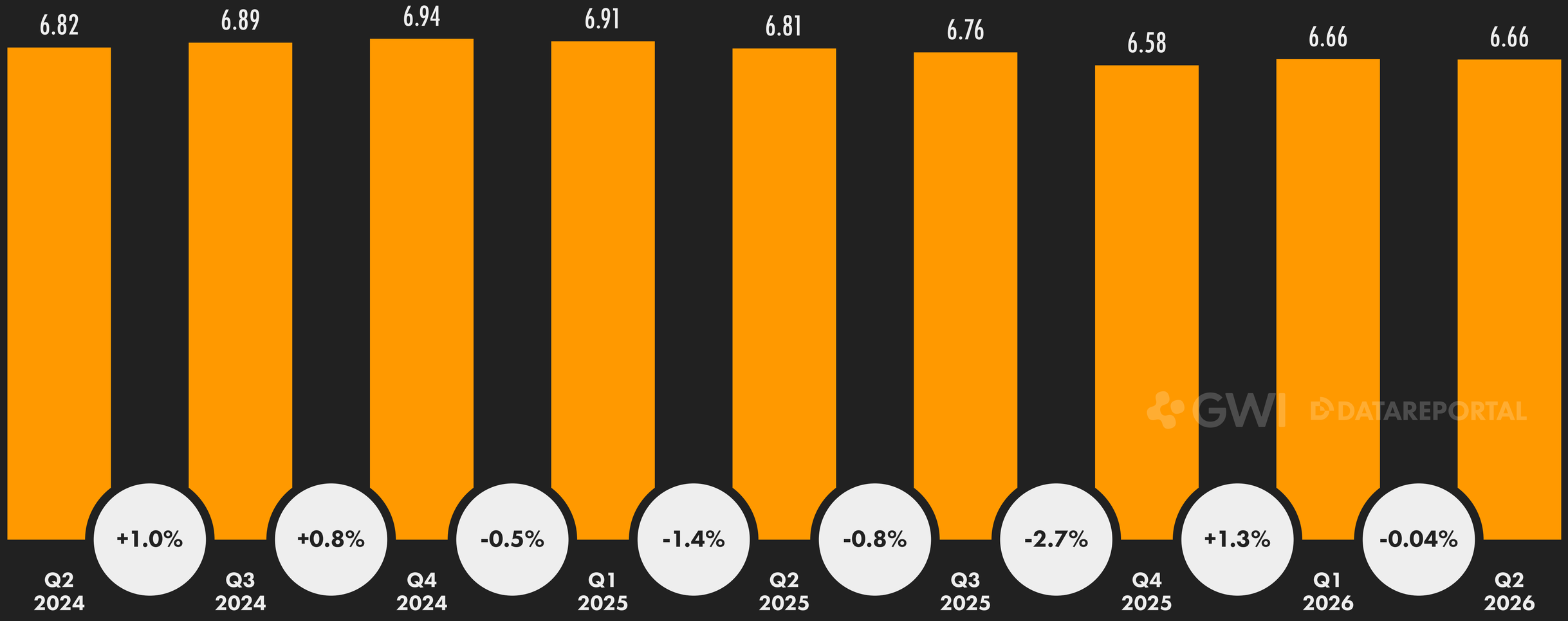
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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16+ USE ACTIVELY EACH MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

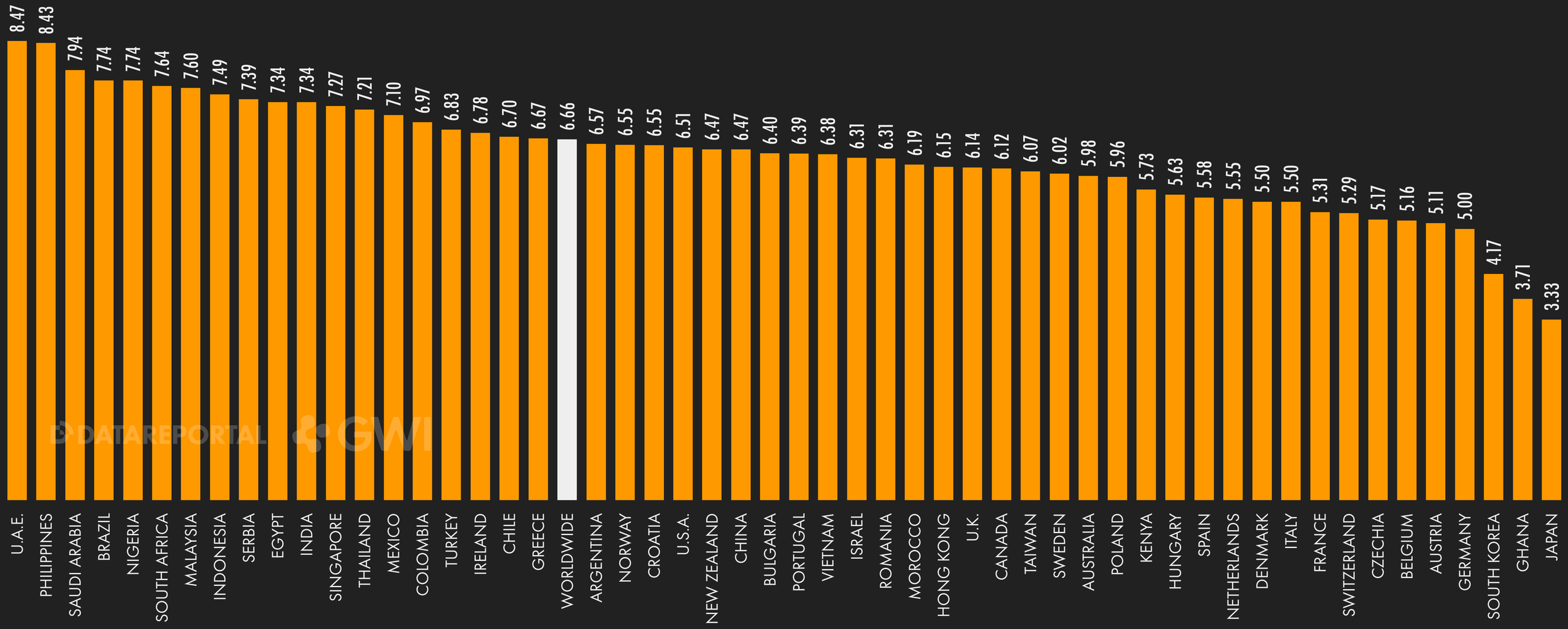
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OCT 2026

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16+ USE ACTIVELY EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** INCLUDES DATA FOR YOUTUBE. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

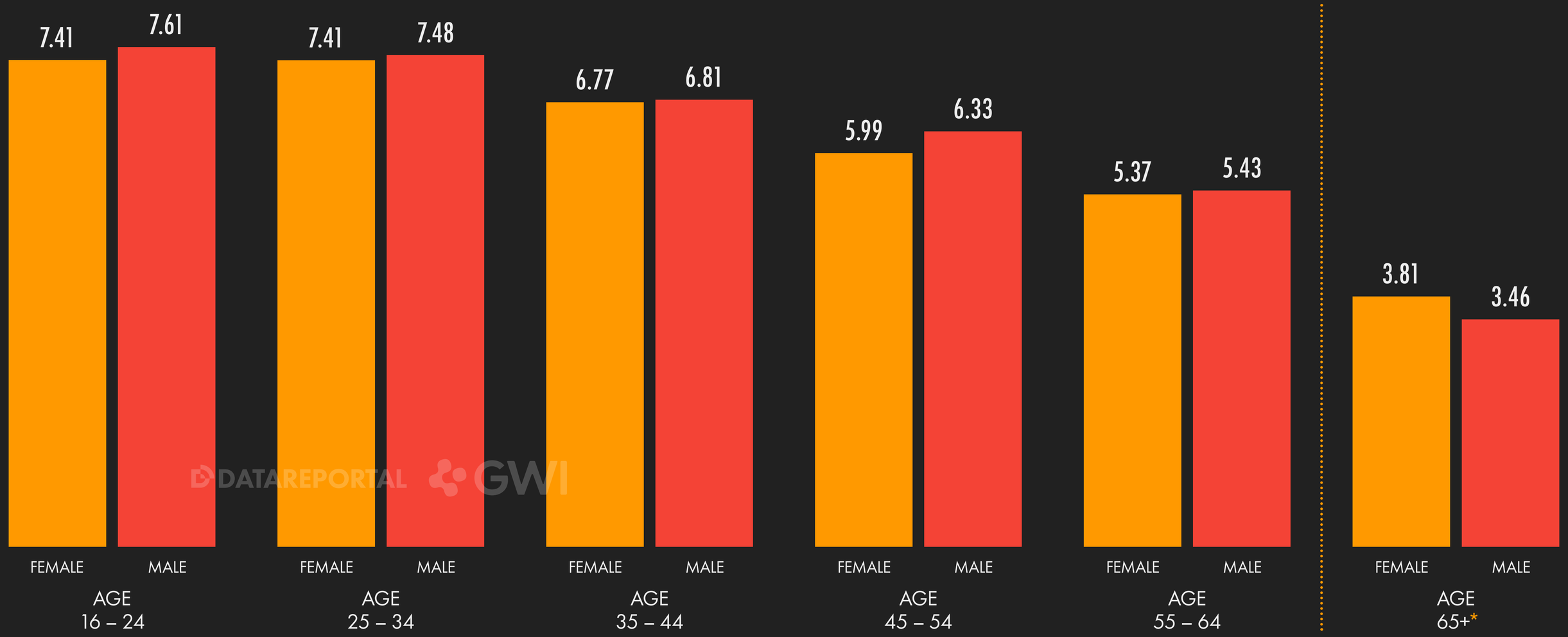
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AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS USE ACTIVELY EACH MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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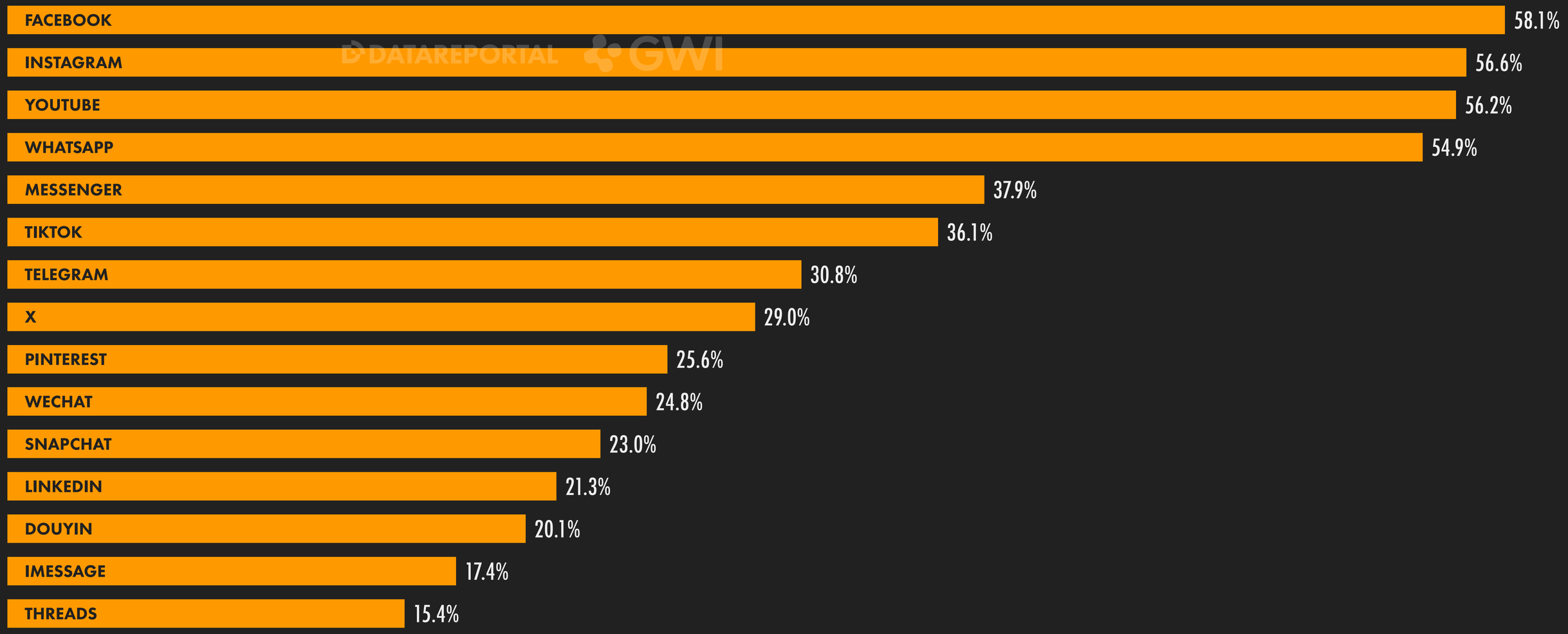
OCT 2026

SELF-DECLARED PLATFORM USE

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** IN LINE WITH BYTEDANCE'S CORPORATE REPORTING, WE SEPARATE FIGURES FOR THE USE OF TIKTOK OUTSIDE OF MAINLAND CHINA AND THE USE OF DOUYIN WITHIN MAINLAND CHINA. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16+ OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING YOUTUBE	USING FACEBOOK	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X	USING REDDIT	USING PINTEREST	USING THREADS	USING DISCORD	USING LINKEDIN	USING LINE
YOUTUBE USERS	1.2%	100.0%	76.0%	73.5%	78.5%	48.2%	43.7%	31.0%	40.7%	21.0%	38.4%	22.7%	15.8%	31.6%	10.2%
FACEBOOK USERS	0.6%	73.3%	100.0%	76.5%	78.8%	53.9%	43.8%	32.1%	38.5%	17.5%	34.0%	22.0%	13.0%	30.4%	7.8%
WHATSAPP USERS	1.0%	74.8%	79.4%	100.0%	81.4%	50.2%	47.4%	34.9%	38.9%	17.0%	37.0%	21.8%	13.3%	32.1%	4.8%
INSTAGRAM USERS	0.2%	76.8%	80.2%	79.7%	100.0%	54.1%	47.0%	36.1%	43.2%	19.2%	39.6%	24.7%	15.0%	31.8%	8.8%
TIKTOK USERS	0.1%	76.2%	83.3%	74.8%	82.0%	100.0%	46.7%	33.7%	47.1%	18.9%	40.2%	25.7%	16.3%	29.7%	10.9%
TELEGRAM USERS	0.1%	82.9%	83.9%	87.4%	88.5%	57.9%	100.0%	44.1%	54.0%	23.3%	44.5%	31.4%	20.4%	40.6%	7.7%
SNAPCHAT USERS	0.1%	81.8%	81.2%	84.8%	89.6%	55.1%	58.1%	100.0%	48.7%	25.3%	47.6%	29.9%	19.0%	38.7%	6.7%
X USERS	0.2%	81.9%	80.6%	78.4%	88.9%	63.8%	59.0%	40.4%	100.0%	29.2%	44.6%	33.5%	23.8%	42.1%	13.4%
REDDIT USERS	0.1%	83.5%	79.0%	74.1%	85.4%	55.4%	55.1%	45.3%	63.1%	100.0%	61.8%	37.4%	40.3%	54.6%	8.8%
PINTEREST USERS	0.1%	80.9%	77.7%	81.5%	88.8%	59.4%	53.0%	43.0%	48.7%	31.2%	100.0%	32.6%	22.5%	43.9%	8.3%
THREADS USERS	<0.1%	83.8%	85.8%	81.9%	94.6%	64.8%	63.7%	46.1%	62.4%	32.2%	55.6%	100.0%	25.6%	48.4%	13.9%
DISCORD USERS	<0.1%	86.8%	78.4%	77.3%	89.0%	63.6%	64.3%	45.4%	68.6%	53.6%	59.3%	39.6%	100.0%	49.5%	12.7%
LINKEDIN USERS	0.2%	79.5%	84.3%	85.8%	86.6%	53.2%	58.7%	42.5%	55.7%	33.4%	53.3%	34.5%	22.8%	100.0%	8.2%
LINE USERS	5.2%	74.9%	63.7%	37.4%	70.1%	57.5%	32.9%	21.8%	52.4%	15.9%	29.5%	29.1%	17.3%	24.1%	100.0%

GWI GWI GWI GWI

SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES USERS AGED 16+. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF RUSSIA. SEE NOTES ON DATA.

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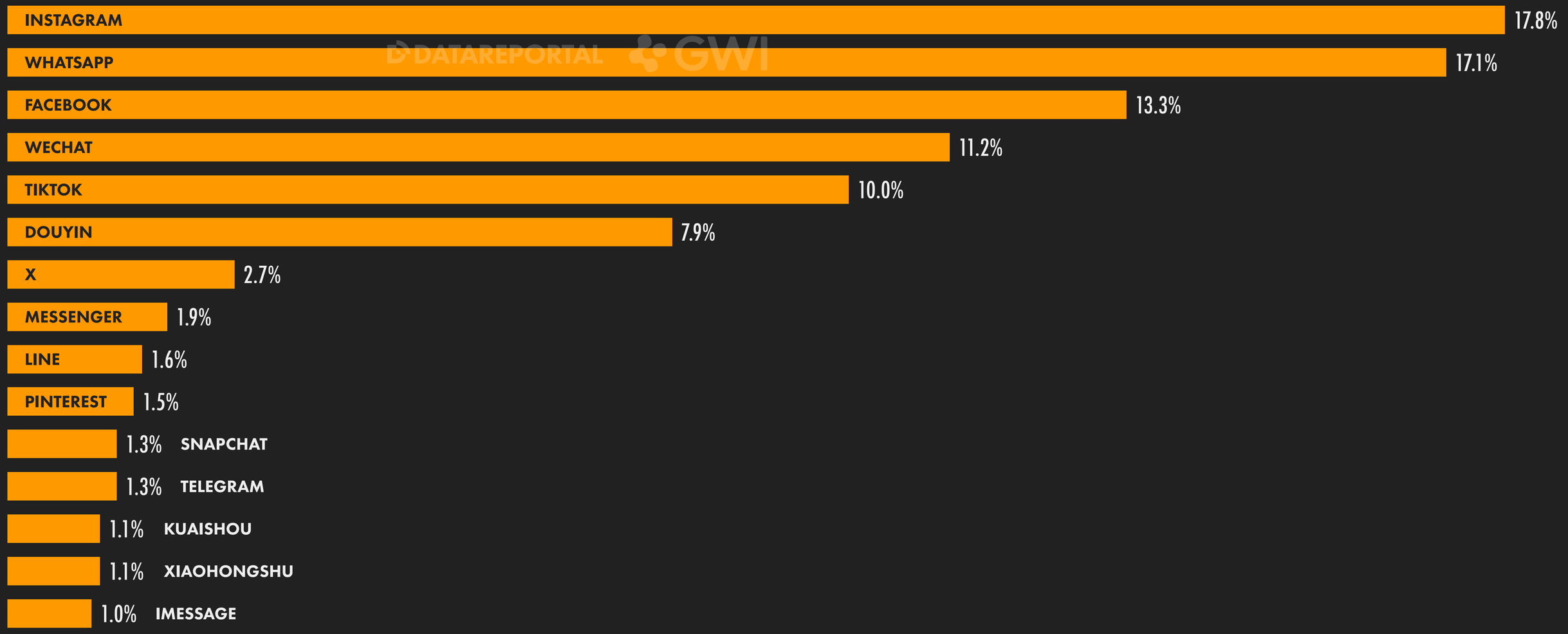
FAVOURITE SOCIAL MEDIA PLATFORMS

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*



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. SEE NOTES ON DATA.

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS 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 THESE TABLES*



GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
INSTAGRAM	**25.9%**	**22.0%**	**17.1%**	14.7%	10.9%
WHATSAPP	13.8%	16.1%	16.0%	**18.7%**	**19.7%**
FACEBOOK	4.7%	9.8%	13.0%	14.6%	17.4%
WECHAT	7.4%	9.4%	15.2%	13.8%	13.7%
TIKTOK	19.5%	13.9%	9.7%	9.1%	6.4%
DOUYIN	7.4%	7.8%	9.3%	8.2%	8.8%
X	2.4%	2.5%	1.5%	1.4%	1.4%
MESSENGER	1.1%	1.7%	2.1%	2.2%	2.4%
LINE	0.5%	0.6%	1.0%	2.0%	2.6%
PINTEREST	4.1%	2.1%	1.5%	1.6%	1.8%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
INSTAGRAM	**27.9%**	**21.7%**	13.8%	11.4%	7.3%
WHATSAPP	14.6%	15.9%	**17.2%**	**19.7%**	**20.4%**
FACEBOOK	7.5%	12.7%	16.6%	16.7%	17.6%
WECHAT	8.8%	9.9%	13.3%	13.4%	16.2%
TIKTOK	12.4%	9.2%	6.6%	6.7%	5.2%
DOUYIN	7.3%	7.6%	10.6%	8.2%	8.3%
X	3.5%	4.1%	3.5%	3.1%	2.6%
MESSENGER	1.3%	1.6%	1.8%	2.1%	2.2%
LINE	0.6%	0.8%	1.1%	1.9%	2.7%
PINTEREST	1.0%	0.8%	0.5%	0.7%	0.6%

SOURCE: GWI (Q2 2026). **NOTES:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE FOR THE RESPECTIVE AGE GROUP. DATA ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF RUSSIA. SEE NOTES ON DATA.

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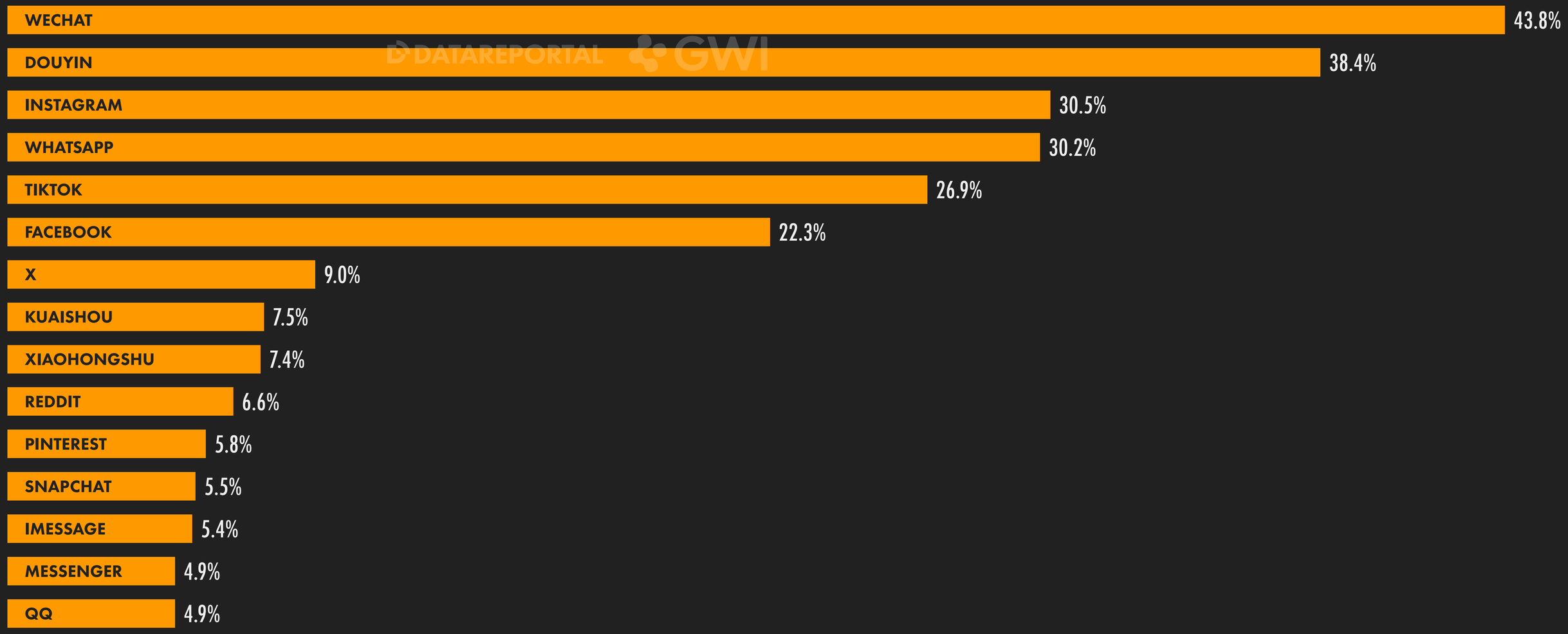
SOCIAL PLATFORMS: ACTIVE USER FAVOURITES

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

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** RANKING BASED ON PLATFORMS USED BY AT LEAST 10% OF GWI'S GLOBAL SURVEY UNIVERSE. VALUES REPRESENT THE SHARE OF SURVEY RESPONDENTS WHO SAY THAT THEY USE EACH PLATFORM AND ALSO SELECT THAT PARTICULAR PLATFORM AS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM. DIFFERENT ACTIVE USER BASE SIZES FOR EACH PLATFORM MEAN THAT VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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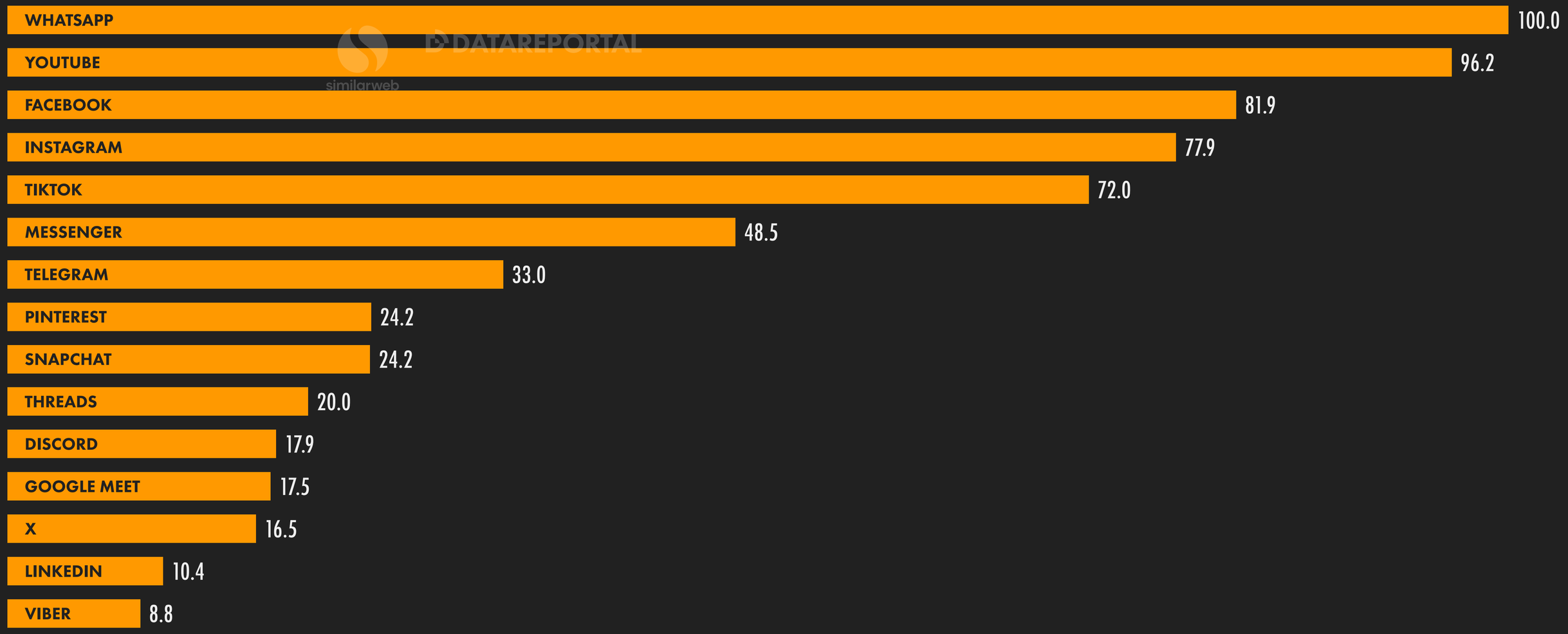
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SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP(S) IN AUGUST 2026



GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** BASED ON A SELECTION OF APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS STORES. FIGURES REFLECT THE NUMBER OF HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN AUGUST 2026. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). VALUES COMPARE EACH PLATFORM'S VALUE WITH THE VALUE FOR THE TOP-RANKED PLATFORM. DOES NOT INCLUDE DATA FOR CHINA. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE APPS AND SMARTPHONE HANDSETS, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

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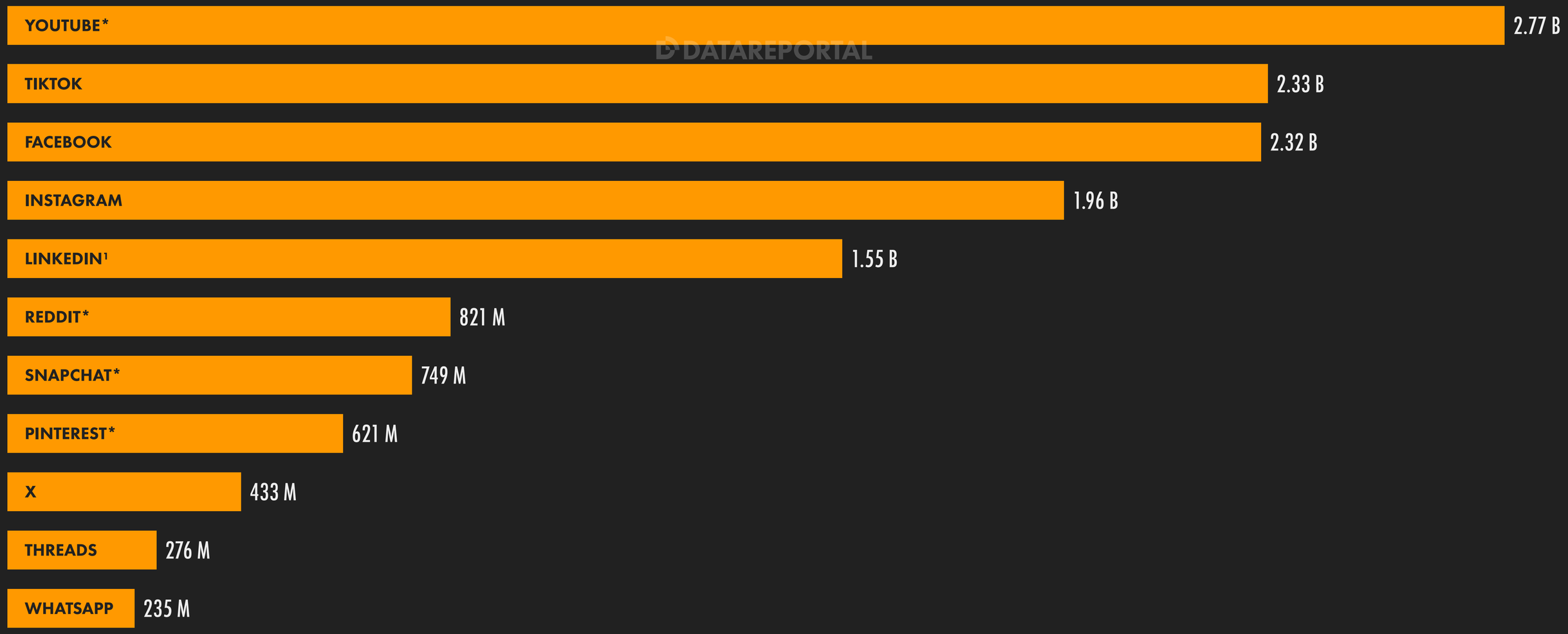
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SOCIAL MEDIA AD AUDIENCES: TOTAL REPORTED

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



GLOBAL OVERVIEW



SOURCES: MANOCHI ANALYSIS OF DATA PUBLISHED IN PLATFORMS' ADVERTISING RESOURCES. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** AD REACH DATA ARE NOT AVAILABLE FOR ALL PLATFORMS. RANKING BASED ON AVAILABLE DATA ONLY. (*) THESE PLATFORMS ONLY REPORT DATA FOR A SELECTION OF GEOGRAPHIES. VALUES BASED ON AVAILABLE DATA ONLY; TRUE GLOBAL AD REACH MAY BE HIGHER. (1) UNLIKE OTHER PLATFORMS, LINKEDIN REPORTS POTENTIAL AD REACH BASED ON TOTAL REGISTERED "MEMBERS", NOT ACTIVE USERS. **COMPARABILITY:** SOURCE DATA SUBJECT TO REGULAR REVISIONS. CHANGES IN REPORTED REACH MAY NOT INDICATE A CHANGE IN ACTIVE PLATFORM USE. SEE NOTES ON DATA.

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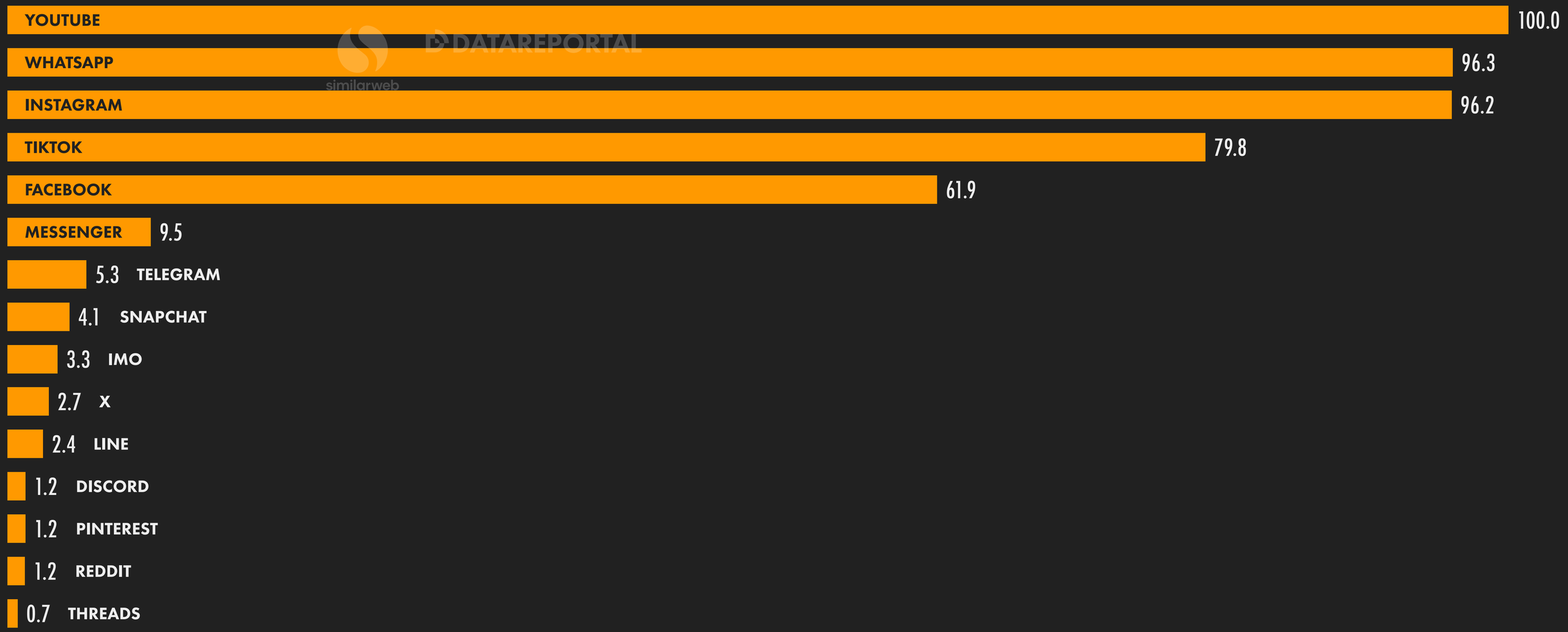
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SOCIAL MEDIA APPS: TOTAL USER TIME INDEX

INDEXED SUM OF THE TOTAL DAILY TIME SPENT BY ALL ACTIVE USERS OF EACH PLATFORM'S MOBILE APP(S) IN AUGUST 2026



GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF THE MOST USED SOCIAL MEDIA APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS APP STORES. FIGURES REFLECT THE AVERAGE CUMULATIVE DAILY TIME THAT ALL ACTIVE USERS SPENT USING EACH PLATFORM'S APP(S) IN AUGUST 2026. FIGURES ARE INDEX VALUES THAT COMPARE THE TIME SPENT USING EACH PLATFORM WITH THE TIME SPENT USING THE TOP-RANKED PLATFORM ON THIS CHART. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

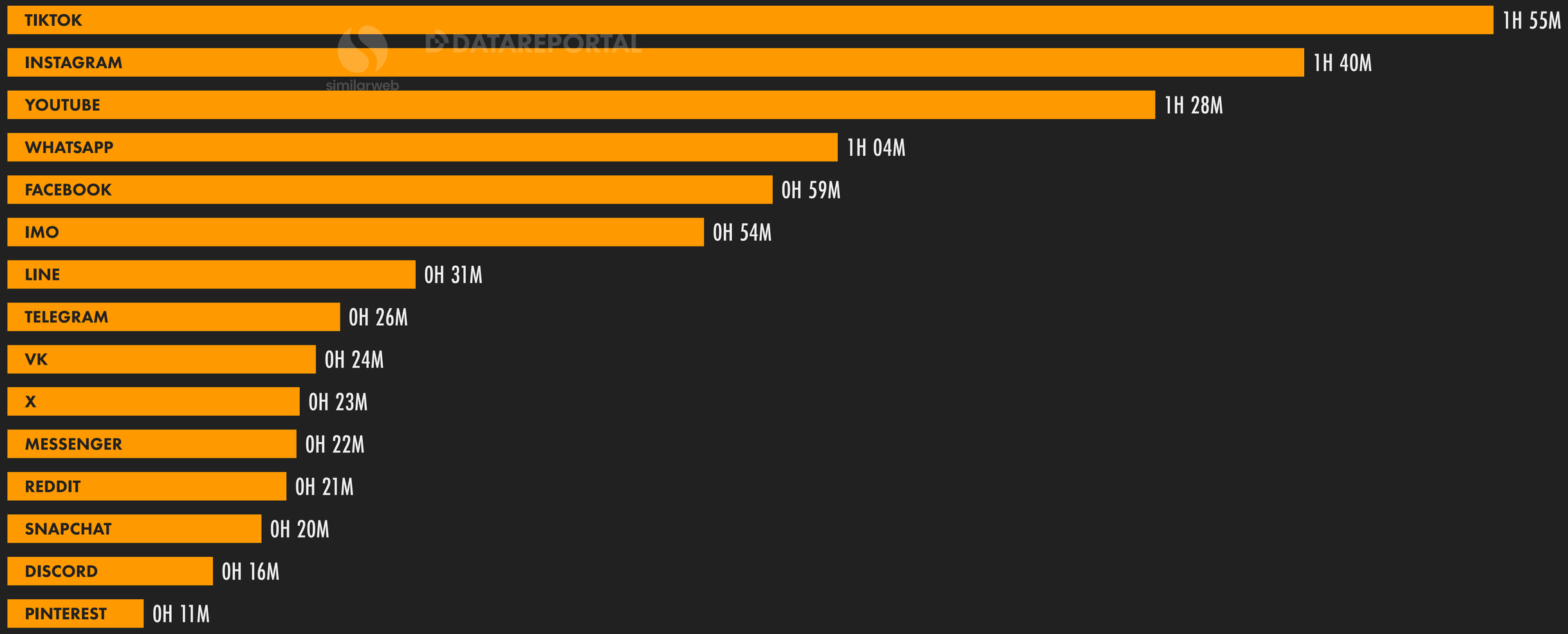
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SOCIAL MEDIA APPS: AVERAGE DAILY TIME PER USER

AVERAGE TIME PER DAY THAT ACTIVE USERS SPENT USING EACH PLATFORM'S APP(S) IN AUGUST 2026

GLOBAL OVERVIEW



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SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF THE MOST USED SOCIAL MEDIA APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS APP STORES. FIGURES REPRESENT AVERAGE TIME PER USER, PER DAY SPENT USING EACH PLATFORM'S APP(S) IN AUGUST 2026. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

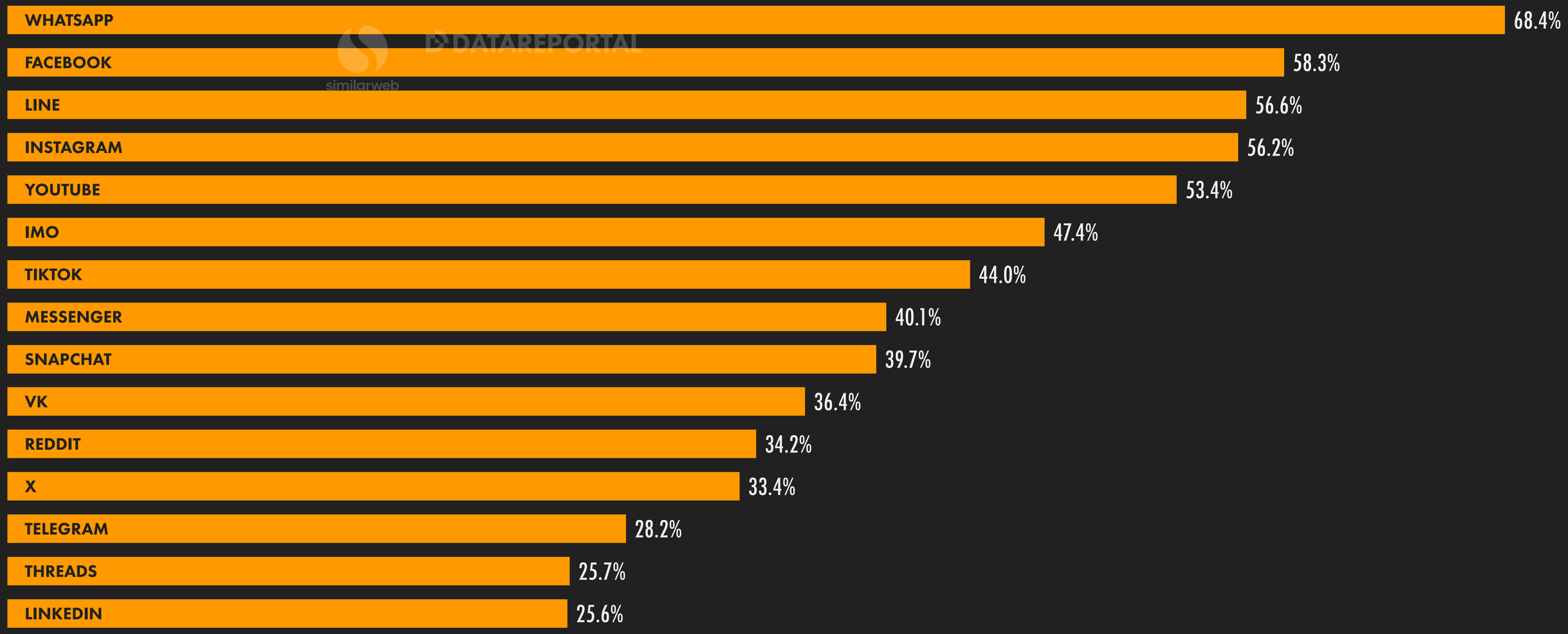
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SOCIAL MEDIA APPS: AVERAGE DAILY OPEN RATE

PERCENTAGE OF DAYS IN AUGUST 2026 THAT ACTIVE USERS OF THE RESPECTIVE APP OPENED THAT APP

GLOBAL OVERVIEW



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SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF THE MOST USED SOCIAL MEDIA APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS APP STORES. VALUES COMPARE THE AVERAGE NUMBER OF DAILY ACTIVE USERS OF EACH PLATFORM'S APP(S) WITH MONTHLY ACTIVE USERS OF THE SAME PLATFORM'S APP(S) IN AUGUST 2026. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

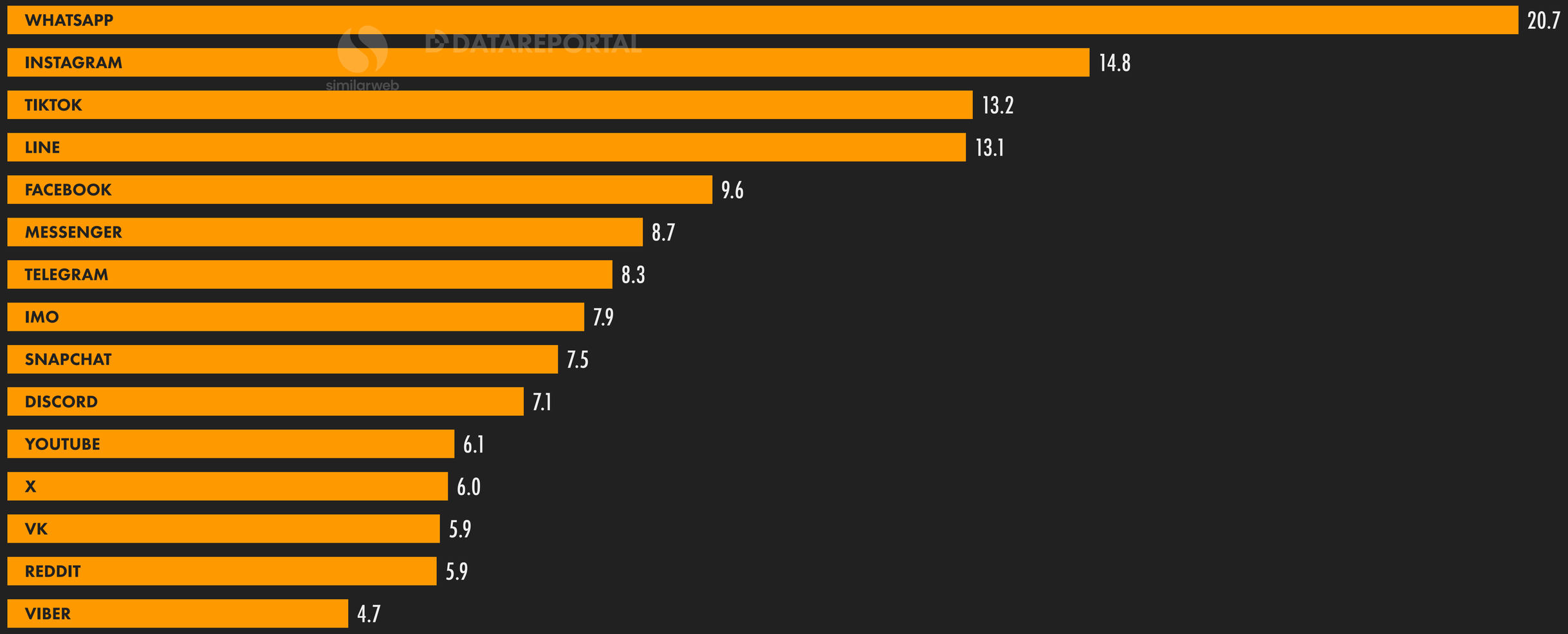
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SOCIAL MEDIA APPS: AVERAGE DAILY SESSIONS

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

GLOBAL OVERVIEW



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SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF THE MOST USED SOCIAL MEDIA APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS APP STORES. "ACTIVE USERS" DENOTE USERS WHO OPEN THE PLATFORM'S APP AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE PLATFORM'S APP(S) OPENED THE RELEVANT APP(S) EACH DAY IN AUGUST 2026. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

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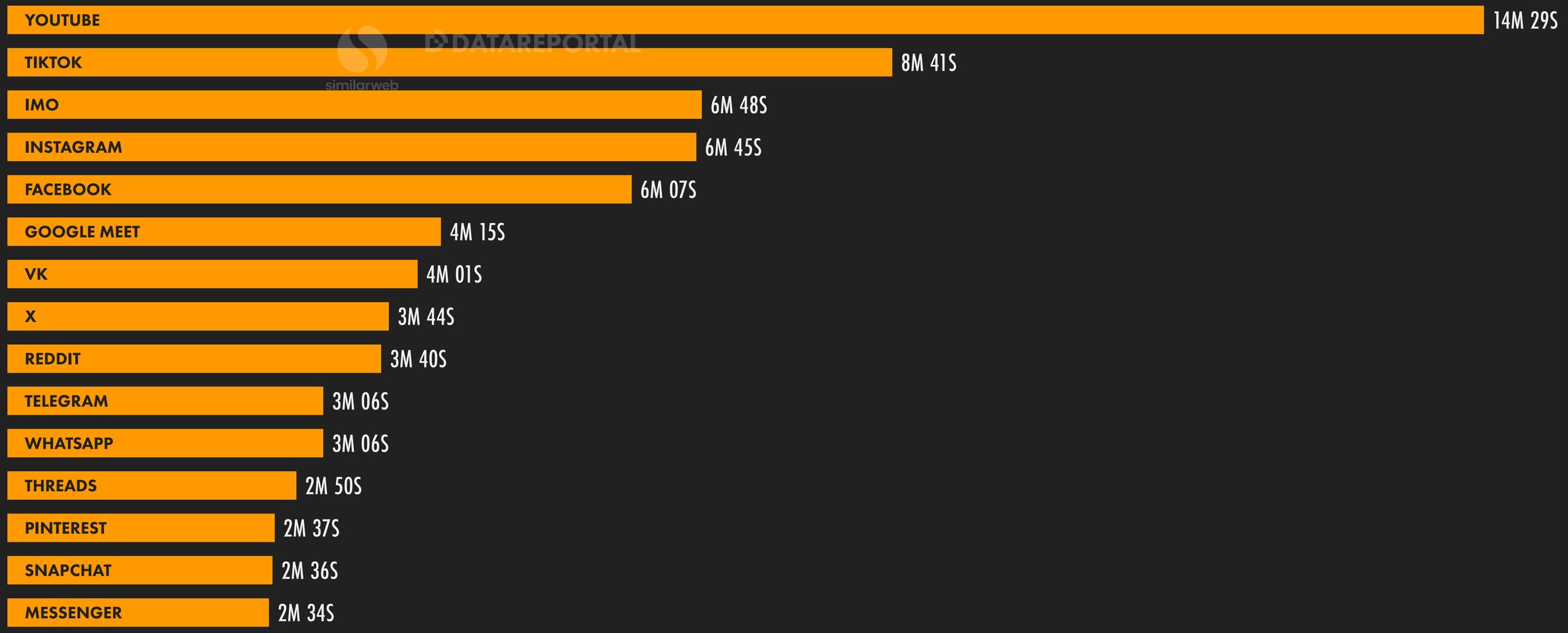
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SOCIAL MEDIA APPS: AVERAGE SESSION DURATION

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



GLOBAL OVERVIEW



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DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTE:** BASED ON A SELECTION OF THE MOST USED SOCIAL MEDIA APPS OFFERED VIA THE GOOGLE PLAY AND APPLE IOS APP STORES. FIGURES REPRESENT THE AVERAGE AMOUNT OF TIME (IN MINUTES AND SECONDS) THAT USERS SPENT USING THE RESPECTIVE PLATFORM'S APP(S) EACH TIME THEY OPENED THE RELEVANT APP(S) IN AUGUST 2026. WHERE APPLICABLE, VALUES REPRESENT AGGREGATES FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). FIGURES DO NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. **COMPARABILITY:** SOURCE METHODOLOGY AND BASE CHANGES.

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SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16+ WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	54.6%	51.7%	58.1%	**69.7%**	60.1%
INSTAGRAM	69.3%	62.3%	57.7%	63.1%	**69.9%**
TIKTOK	**80.3%**	59.3%	51.3%	28.9%	47.1%
LINKEDIN	10.7%	23.5%	**27.0%**	12.0%	16.3%
SNAPCHAT	37.9%	28.5%	26.6%	43.7%	**45.4%**
X	33.1%	35.4%	**57.8%**	18.1%	26.0%
REDDIT	27.5%	**35.2%**	34.0%	7.4%	12.6%
PINTEREST	20.0%	**35.9%**	14.1%	8.0%	15.2%

SOURCE: GWI (Q2 2026). **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF RUSSIA. SEE NOTES ON DATA.

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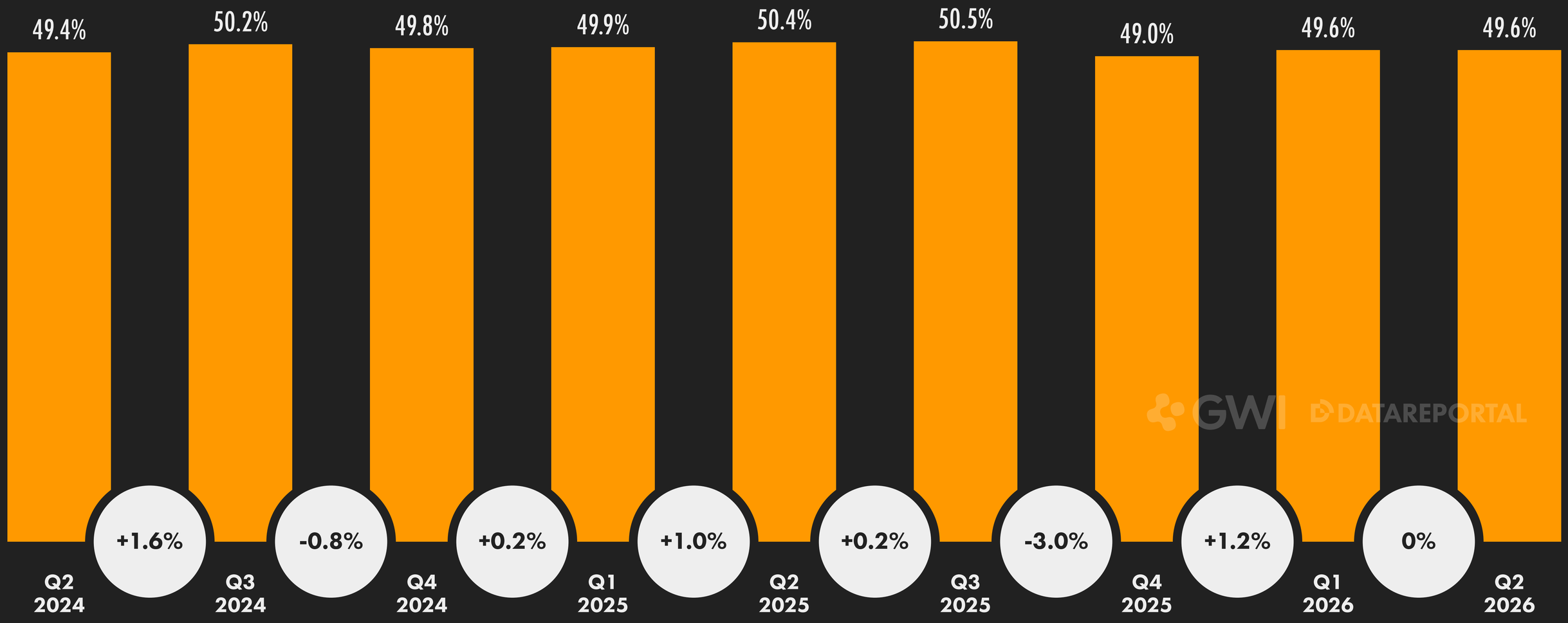
OCT 2026

SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF RUSSIA FROM ALL VALUES. SEE NOTES ON DATA.

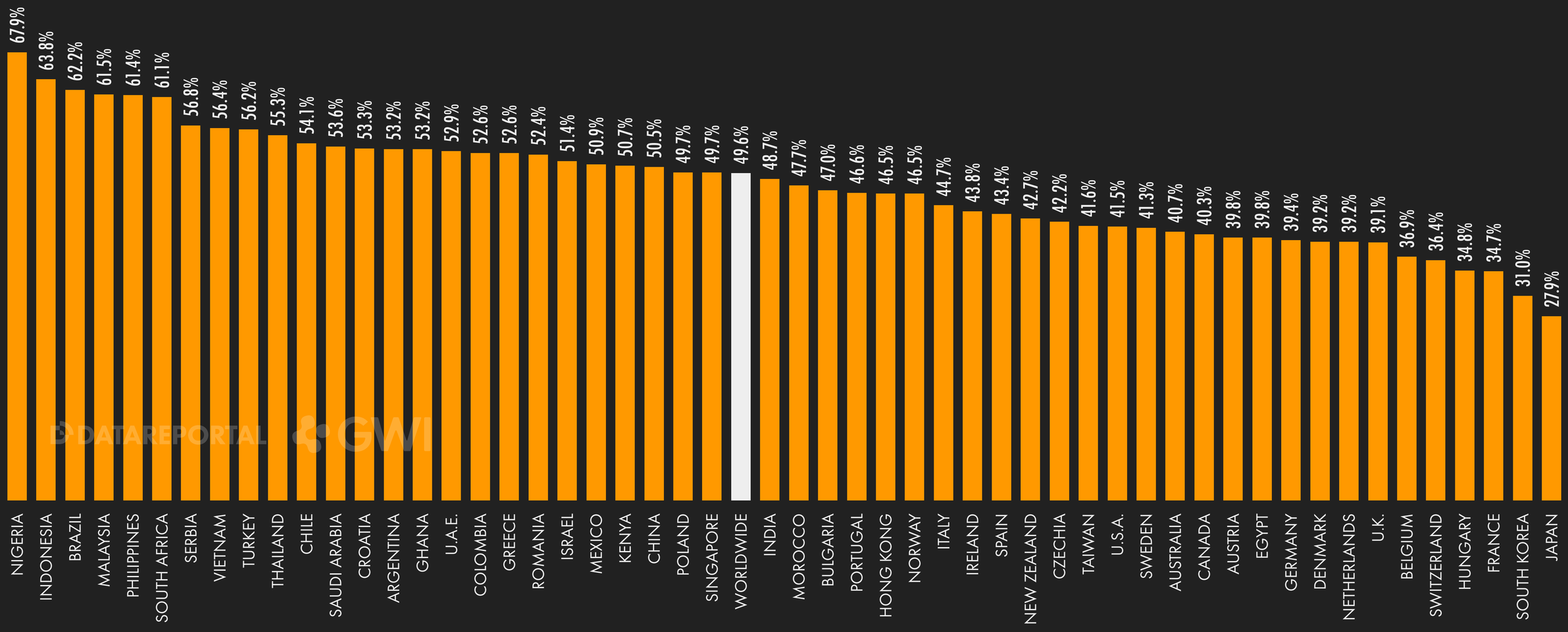
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OCT 2026

SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

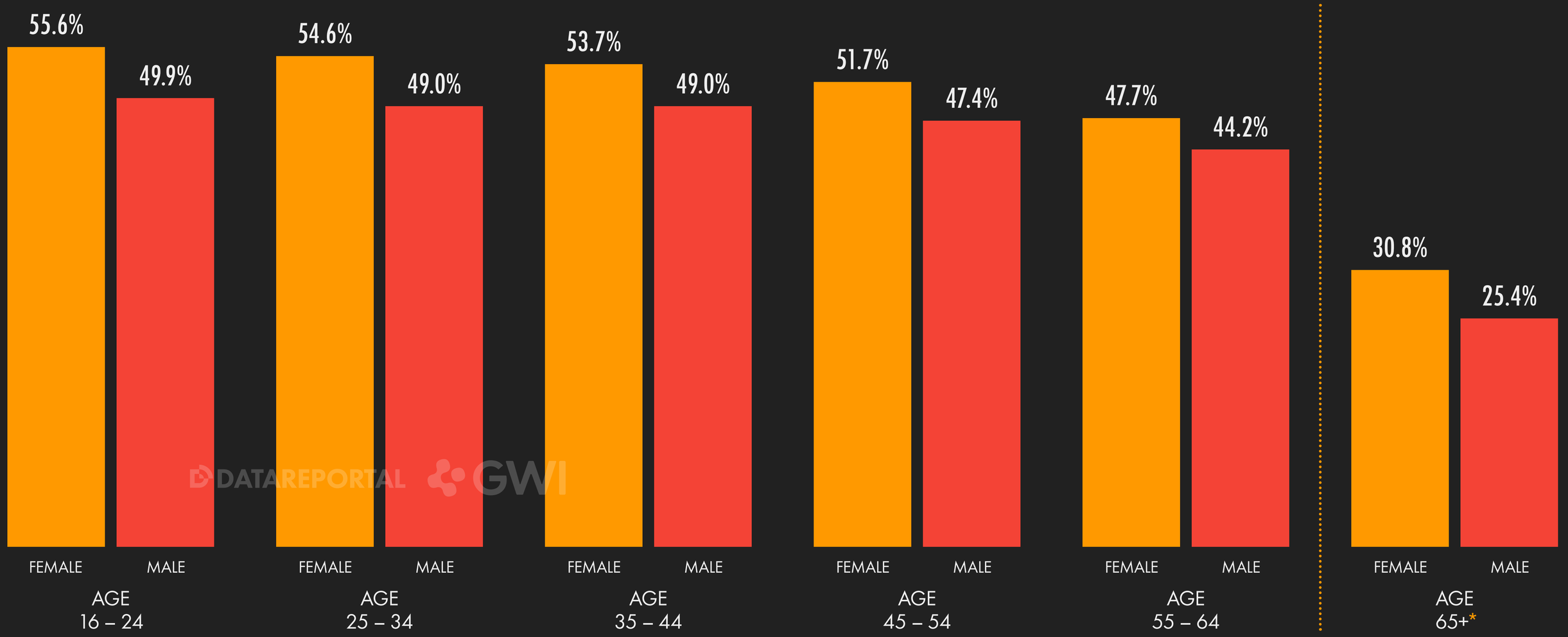
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OCT 2026

SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A PRIMARY REASON WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. SEE NOTES ON DATA.

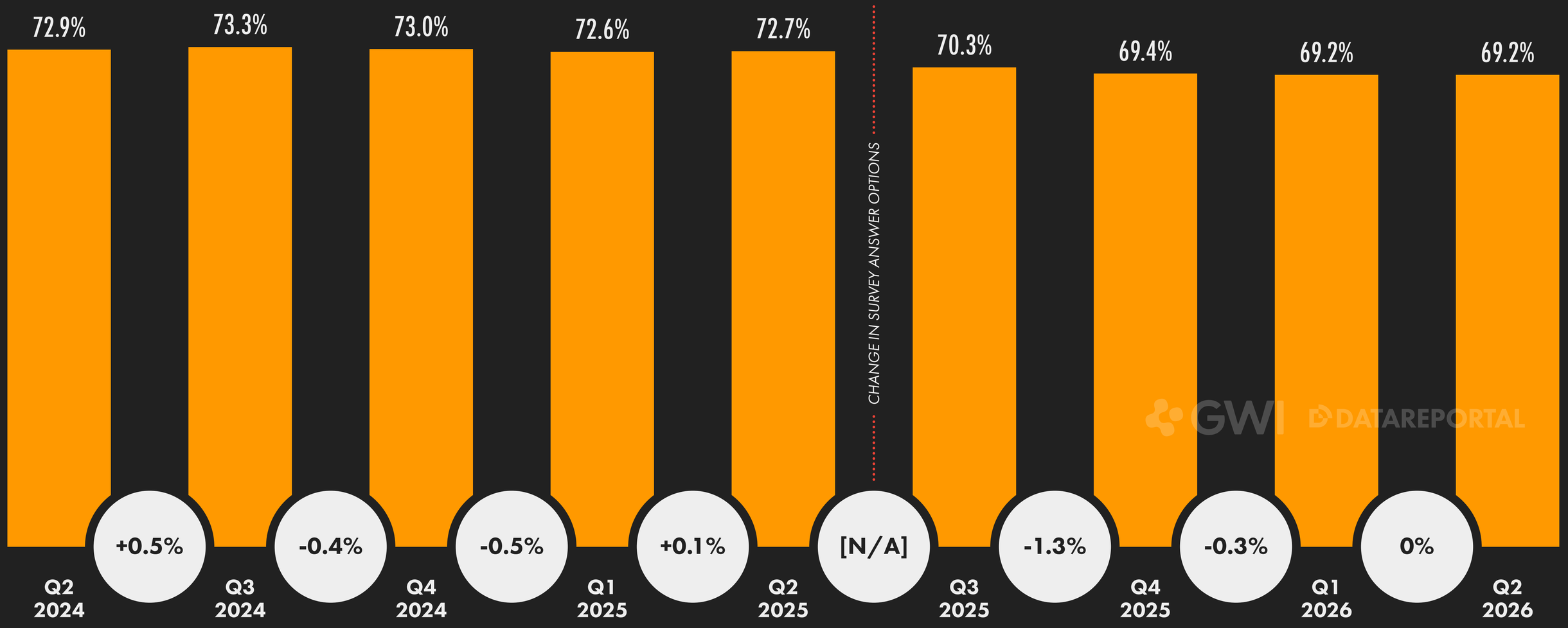
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OCT 2026

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH POTENTIAL PURCHASES ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, Q&A SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** THE QUESTION THAT INFORMS THIS CHART INCLUDED "MICRO-BLOGS (E.G. X)" UP TO Q2 2025, BUT THIS OPTION WAS REMOVED IN Q3 2025. RUSSIA REMOVED FROM ALL VALUES. SEE NOTES ON DATA.

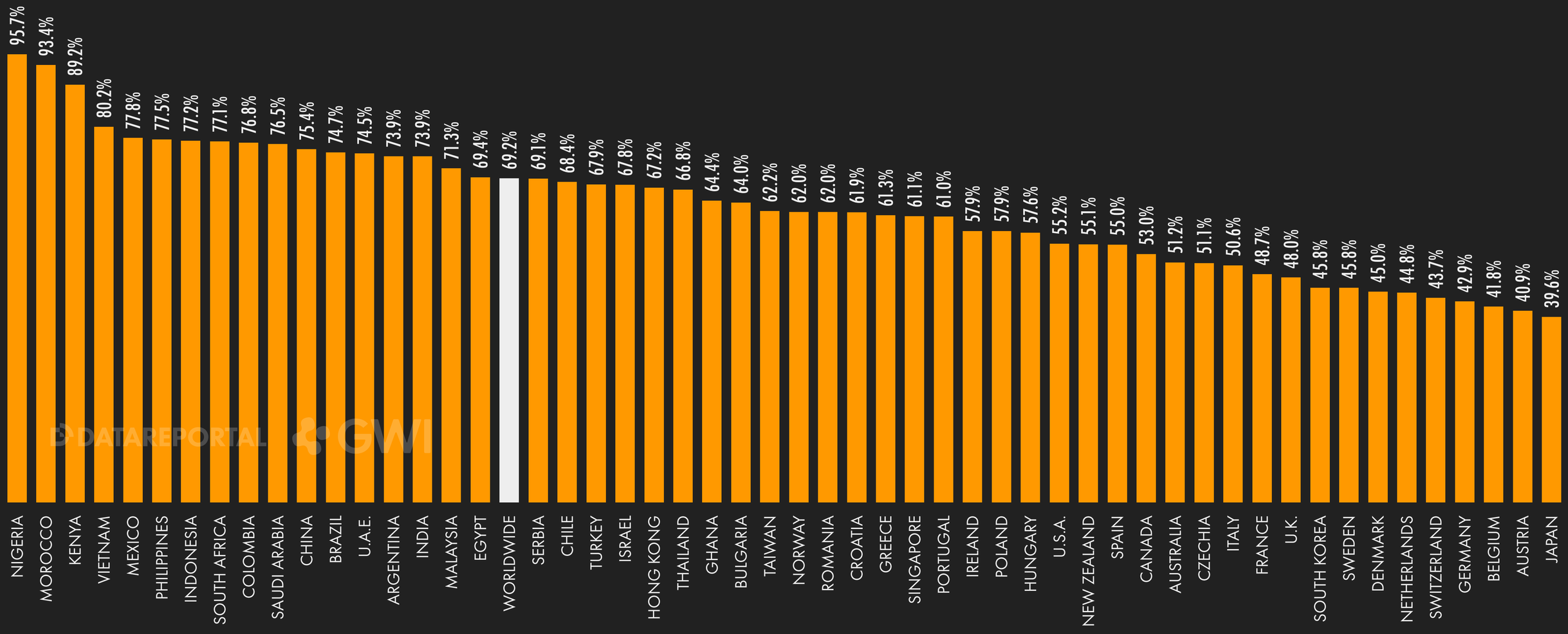
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OCT 2026

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. SEE NOTES ON DATA.

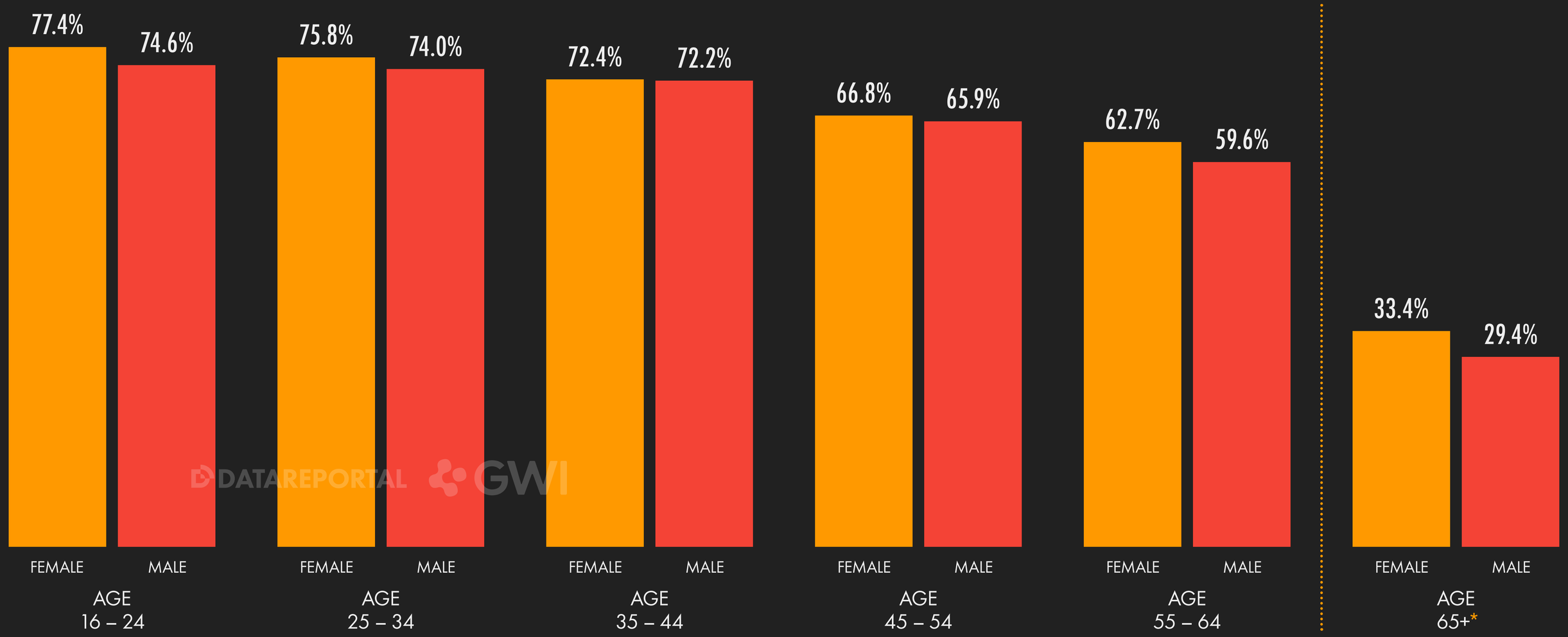
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OCT 2026

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA TO RESEARCH BRANDS AND PRODUCTS THEY'RE CONSIDERING BUYING

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY RESEARCH BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING ON AT LEAST ONE OF THE FOLLOWING: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, BLOGS ON PRODUCTS / BRANDS, VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF RUSSIA. SEE NOTES ON DATA.

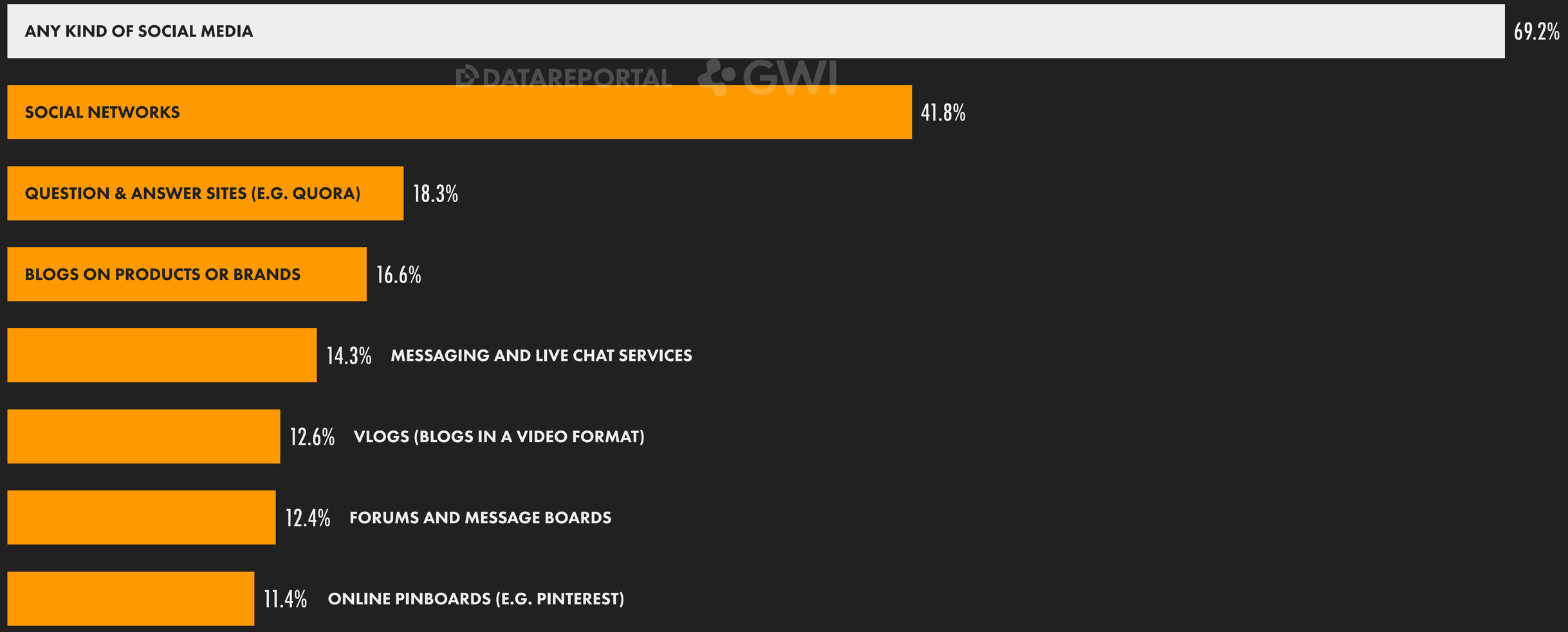
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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA" REPRESENT SOCIAL MEDIA USERS WHO SELECTED AT LEAST ONE OF THE INDIVIDUAL CHANNELS SHOWN ON THIS CHART. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

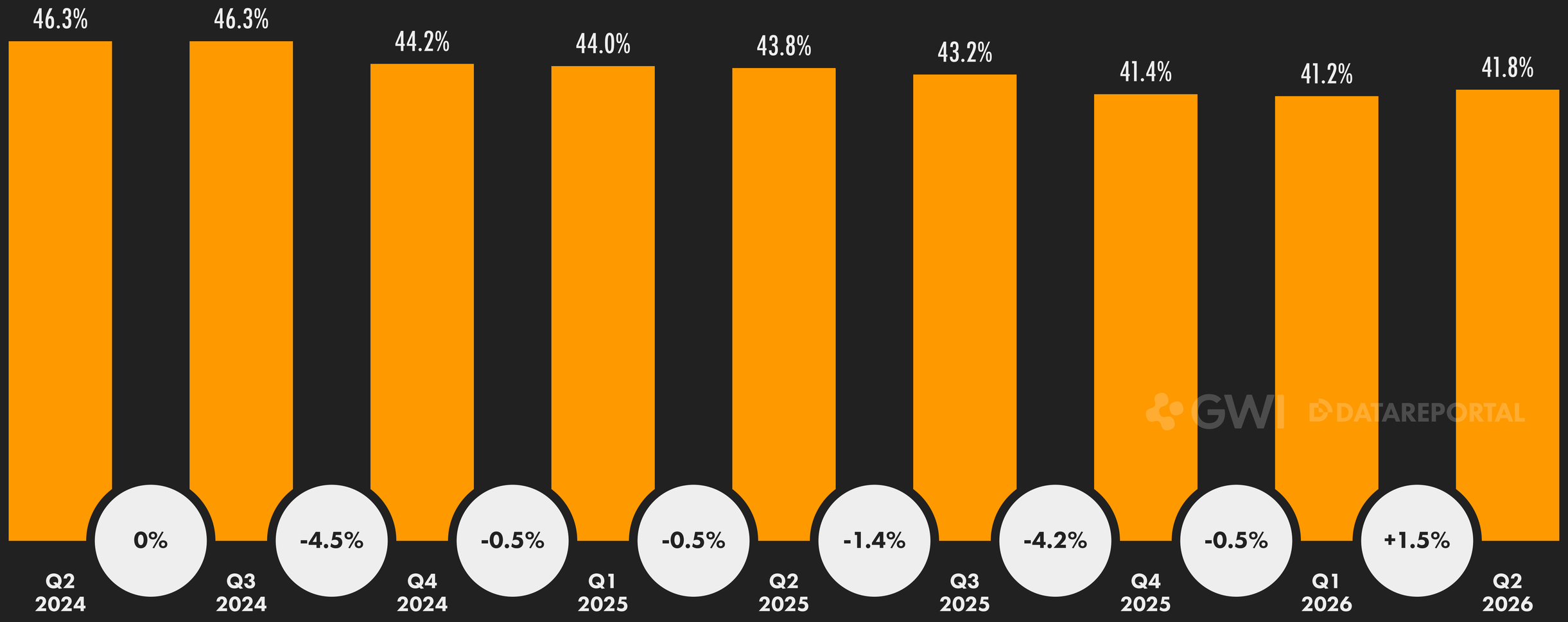
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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART,SO THEY ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. SEE NOTES ON DATA.

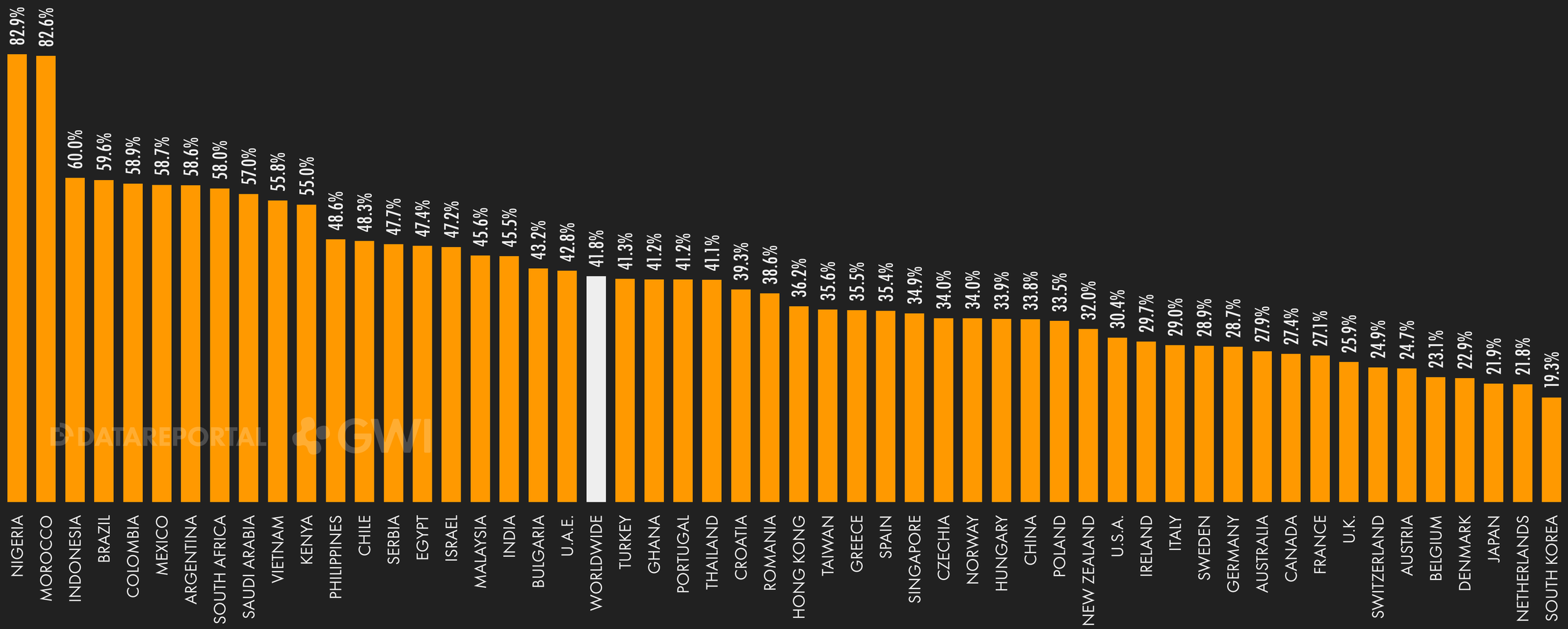
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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING.
COMPARABILITY: GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

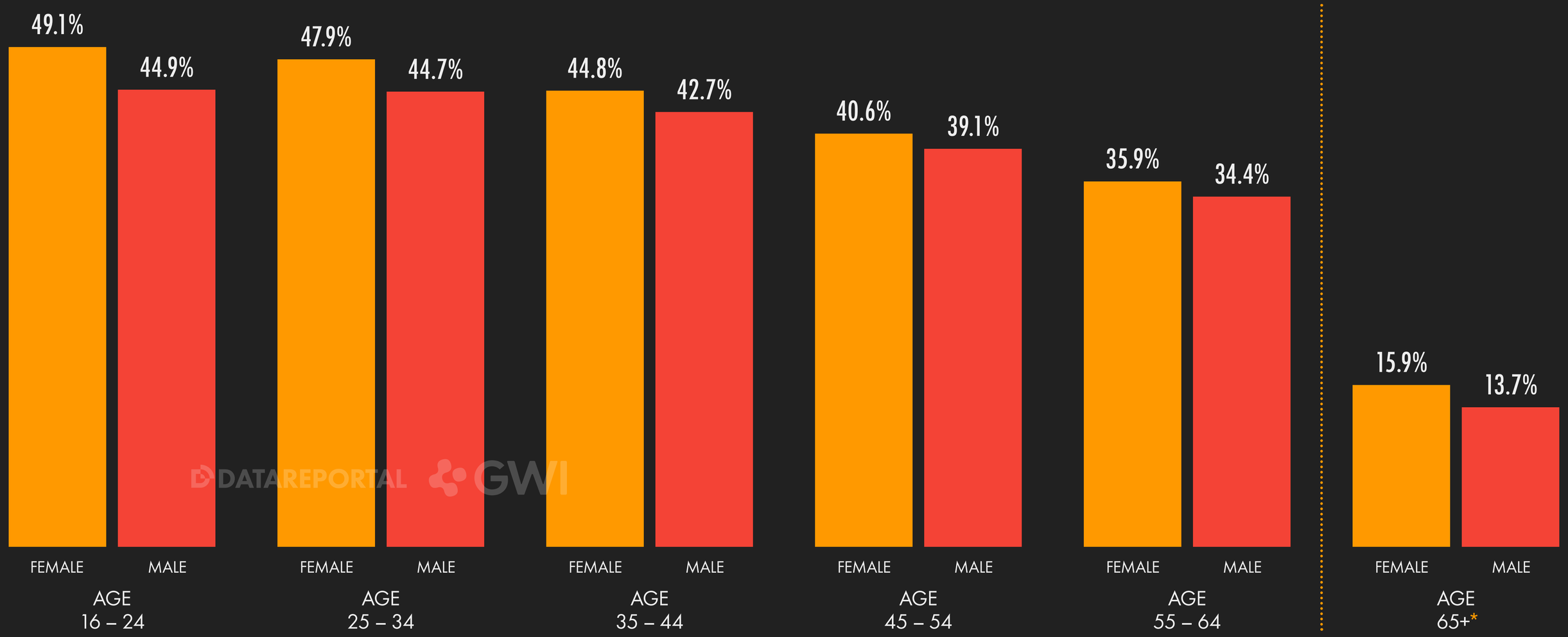
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USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTES:** VALUES REPRESENT PEOPLE WHO SAY THAT THEY USE SOCIAL NETWORKS WHEN RESEARCHING BRANDS AND PRODUCTS THAT THEY'RE CONSIDERING BUYING. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

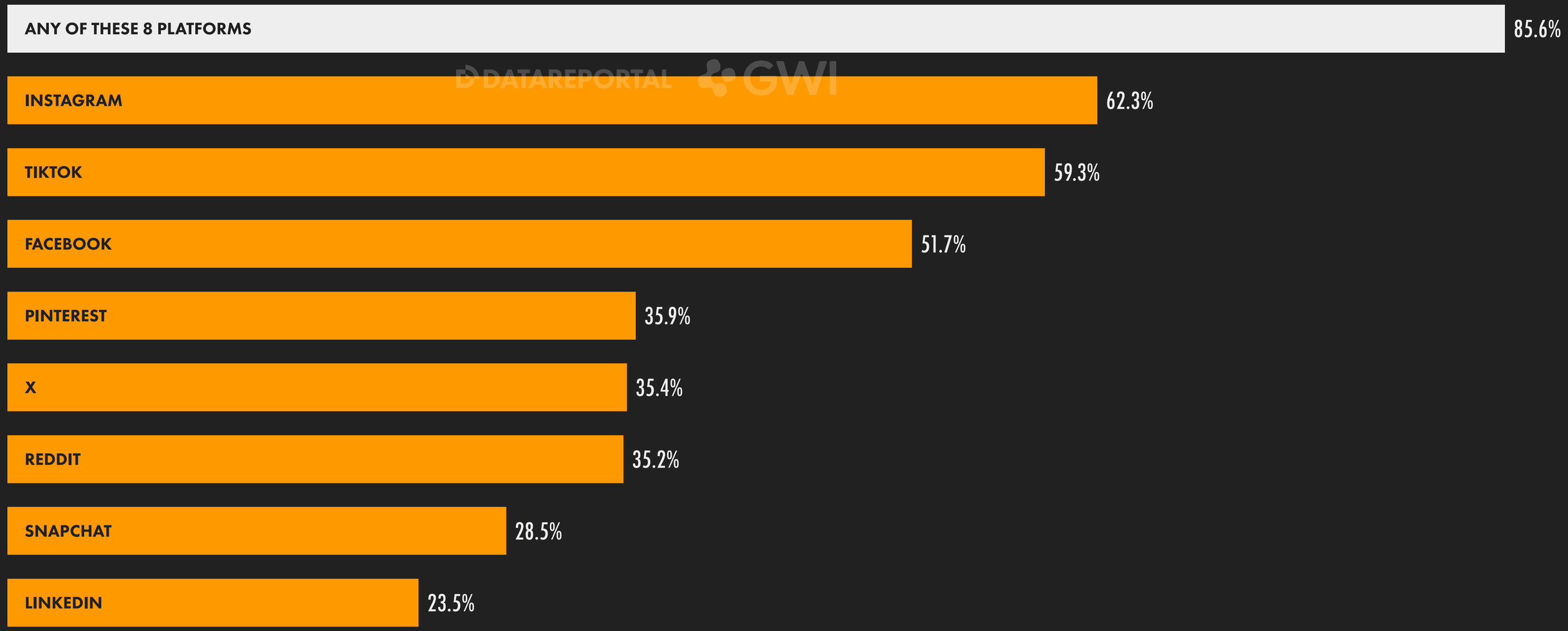
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OCT 2026

BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16+ WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY HAVE USED EACH RESPECTIVE SOCIAL MEDIA PLATFORM AT LEAST ONCE IN THE PAST 30 DAYS, AND WHO ALSO SAY THAT THEY USE THAT RESPECTIVE PLATFORM TO FOLLOW OR FIND INFORMATION ABOUT PRODUCTS AND BRANDS. DOES NOT INCLUDE DATA FOR USERS IN CHINA. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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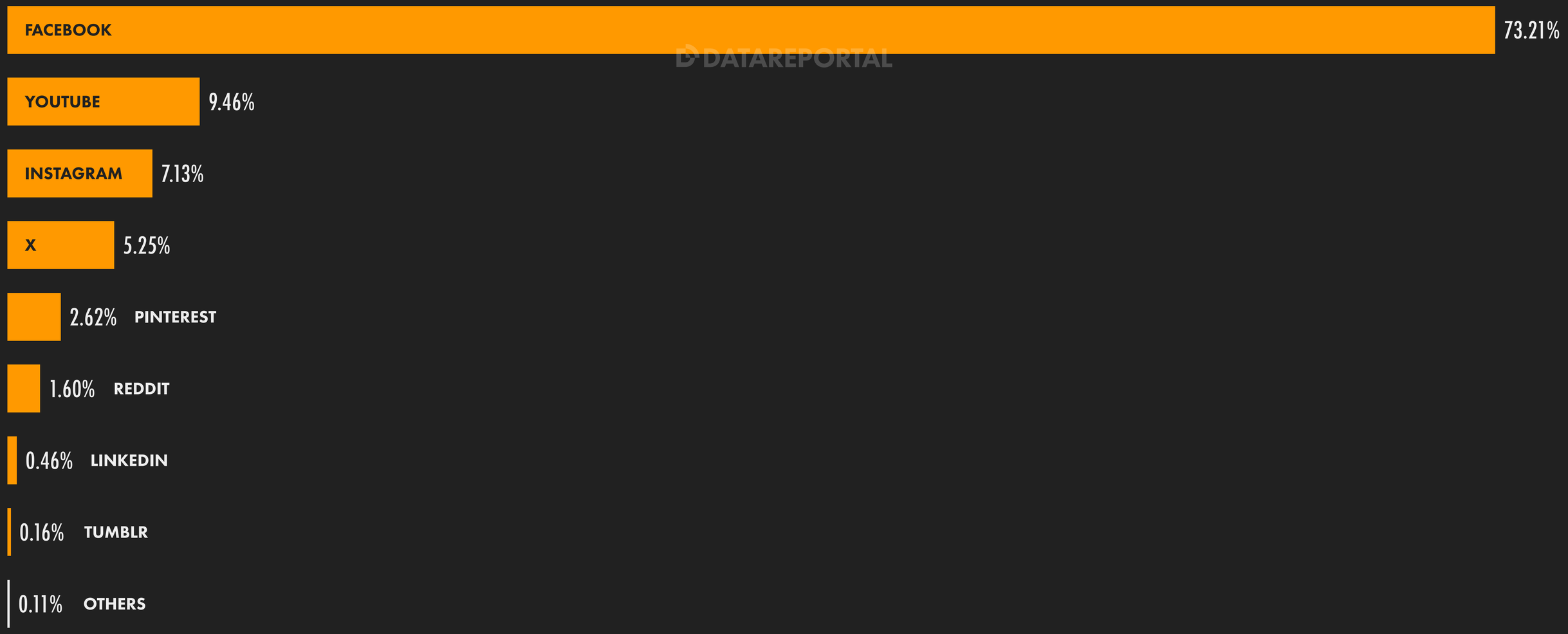
OCT 2026

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)



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN JUL 2026. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

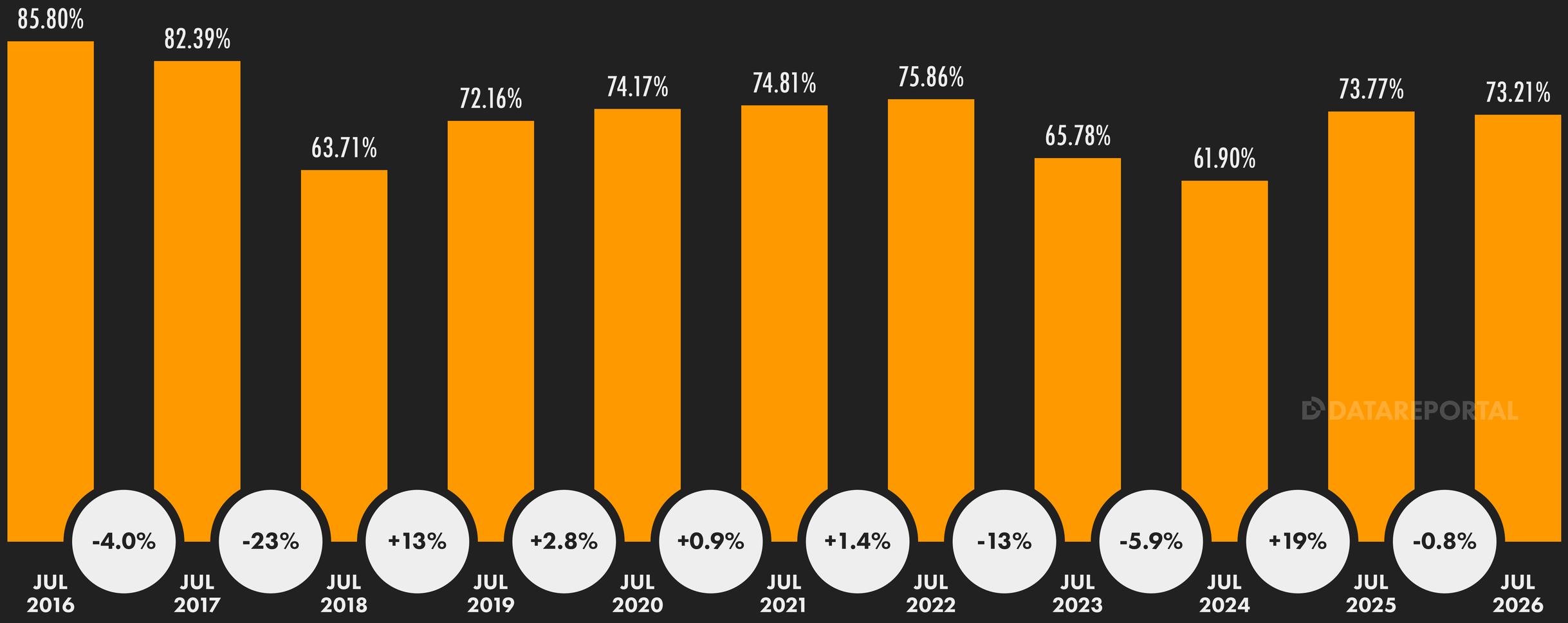
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OCT 2026

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)

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN JUL 2026.

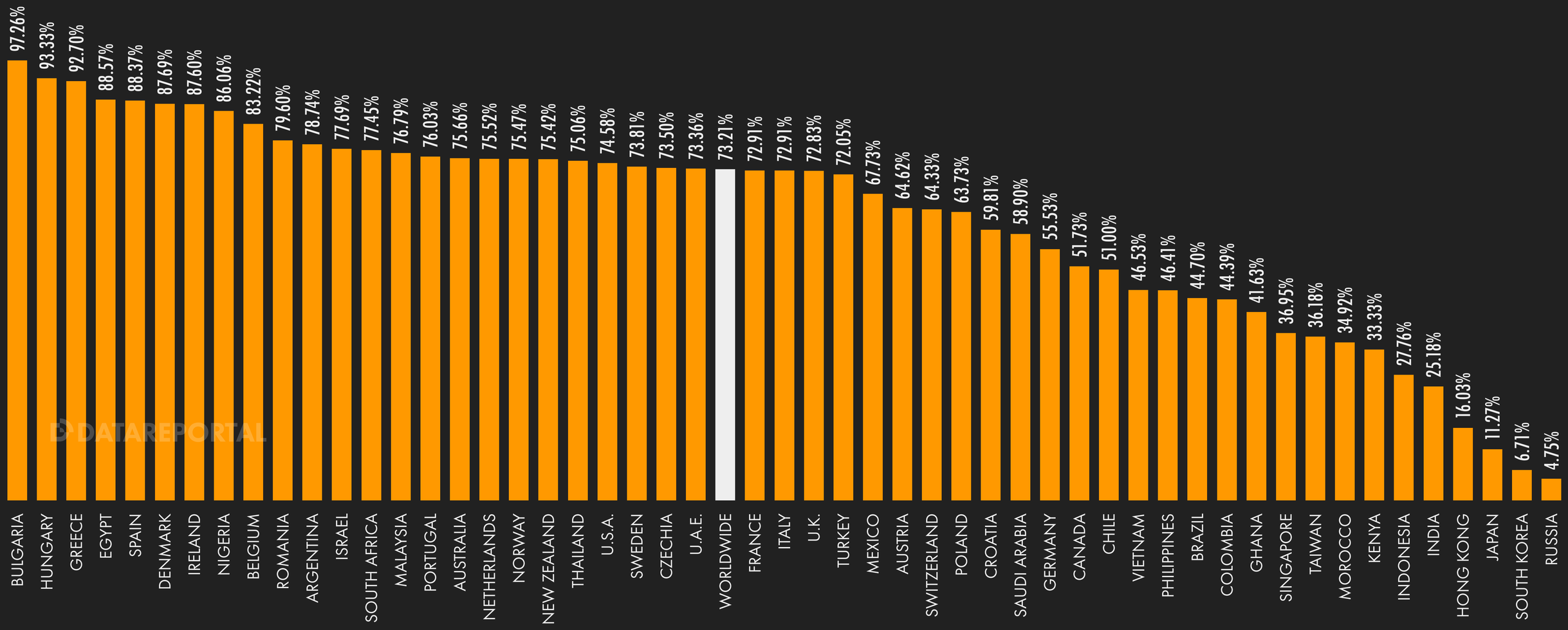
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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

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

GLOBAL OVERVIEW



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN JUL 2026.

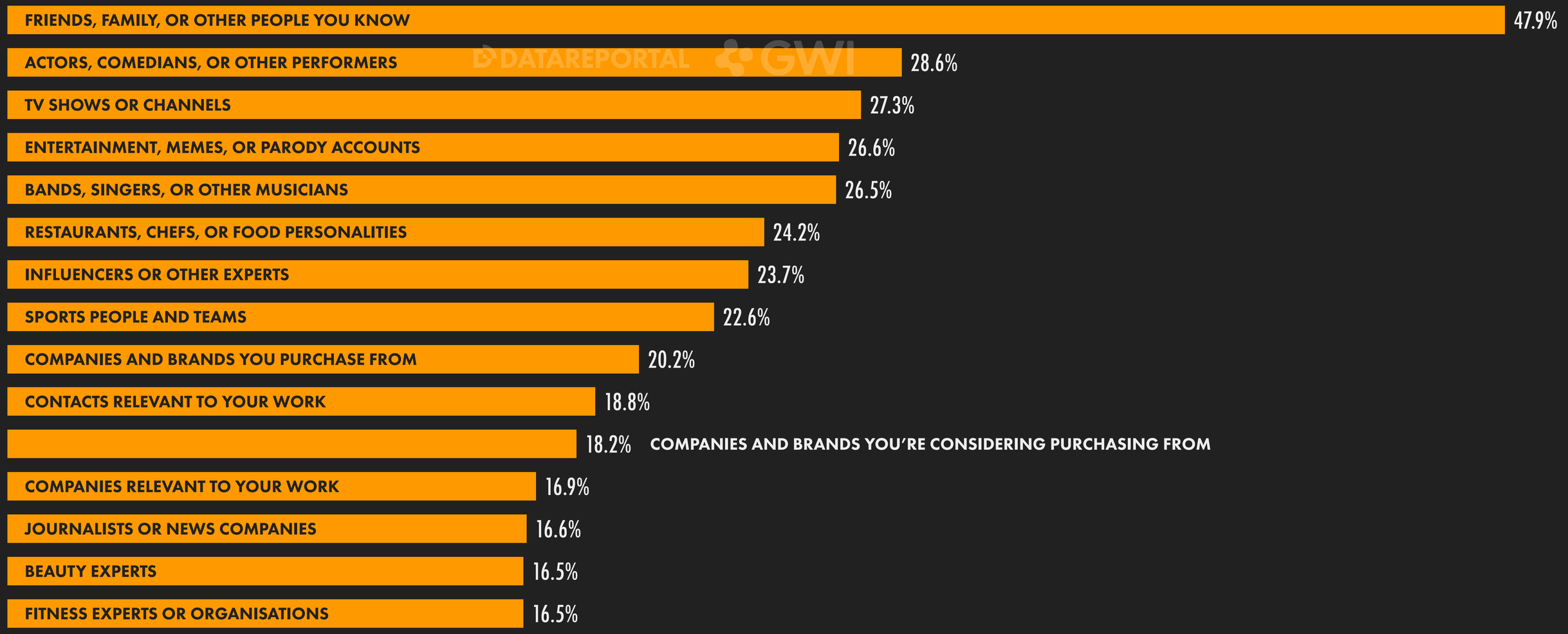
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS IN EACH AGE GROUP WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	49.5%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	45.9%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	46.2%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	48.2%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	50.0%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	52.8%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	35.0%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	32.7%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	29.6%	TV SHOWS OR CHANNELS	27.3%	TV SHOWS OR CHANNELS	26.6%	TV SHOWS OR CHANNELS	18.0%
ACTORS, COMEDIANS, OR OTHER PERFORMERS	34.2%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	31.3%	TV SHOWS OR CHANNELS	28.6%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	25.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	21.5%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	13.6%
BANDS, SINGERS, OR OTHER MUSICIANS	31.5%	TV SHOWS OR CHANNELS	29.2%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	27.1%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	24.9%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	20.5%	BANDS, SINGERS, OR OTHER MUSICIANS	13.5%
INFLUENCERS OR OTHER EXPERTS	29.9%	BANDS, SINGERS, OR OTHER MUSICIANS	29.0%	BANDS, SINGERS, OR OTHER MUSICIANS	26.7%	BANDS, SINGERS, OR OTHER MUSICIANS	24.5%	BANDS, SINGERS, OR OTHER MUSICIANS	20.2%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	12.8%
TV SHOWS OR CHANNELS	26.6%	INFLUENCERS OR OTHER EXPERTS	26.6%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	26.2%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	22.3%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	19.1%	SPORTS PEOPLE AND TEAMS	12.8%
SPORTS PEOPLE AND TEAMS	25.2%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	26.1%	INFLUENCERS OR OTHER EXPERTS	24.5%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	21.9%	JOURNALISTS OR NEWS COMPANIES	17.9%	JOURNALISTS OR NEWS COMPANIES	12.3%
GAMING EXPERTS OR GAMING STUDIOS	23.8%	SPORTS PEOPLE AND TEAMS	24.9%	SPORTS PEOPLE AND TEAMS	24.0%	CONTACTS RELEVANT TO YOUR WORK	21.2%	CONTACTS RELEVANT TO YOUR WORK	17.3%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	10.7%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	22.8%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	20.8%	BRANDS YOU ALREADY BUY (CURRENT PURCHASES)	22.4%	SPORTS PEOPLE AND TEAMS	21.2%	SPORTS PEOPLE AND TEAMS	16.9%	MAGAZINES OR PUBLICATIONS YOU READ	9.7%
BEAUTY EXPERTS	19.8%	CONTACTS RELEVANT TO YOUR WORK	19.9%	CONTACTS RELEVANT TO YOUR WORK	21.7%	INFLUENCERS OR OTHER EXPERTS	20.7%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	16.7%	BRANDS YOU'RE EXPLORING (POTENTIAL PURCHASES)	9.4%

SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES INTERNET USERS IN EACH AGE GROUP WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. (*) DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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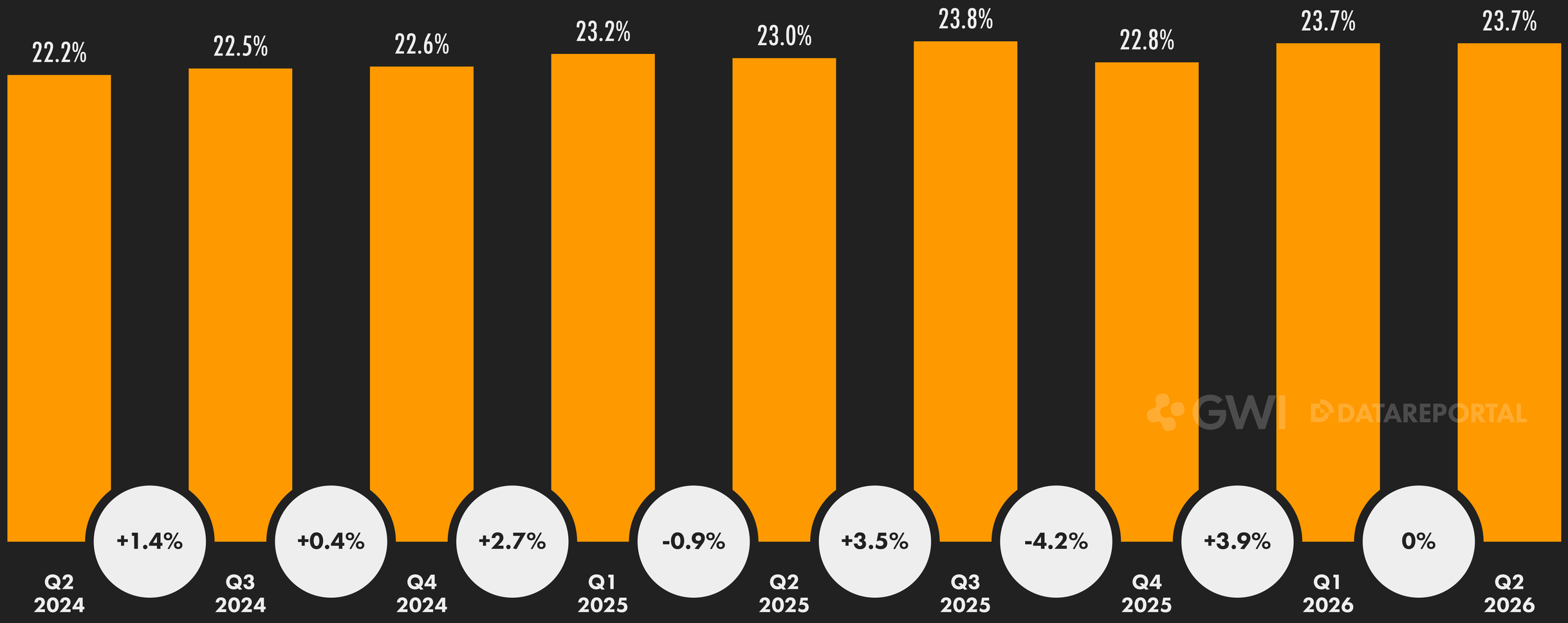
OCT 2026

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART, SO THEY ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

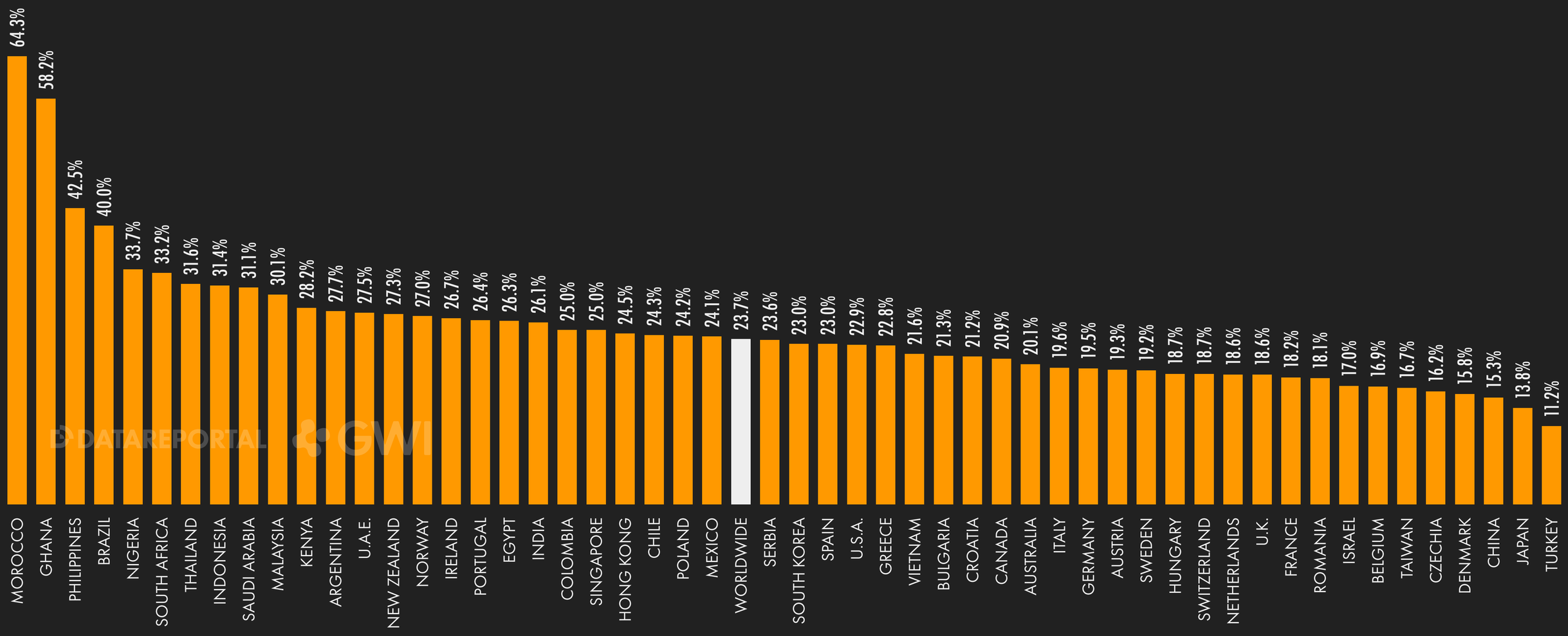
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OCT 2026

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH THE VALUE FOR "WORLDWIDE" SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

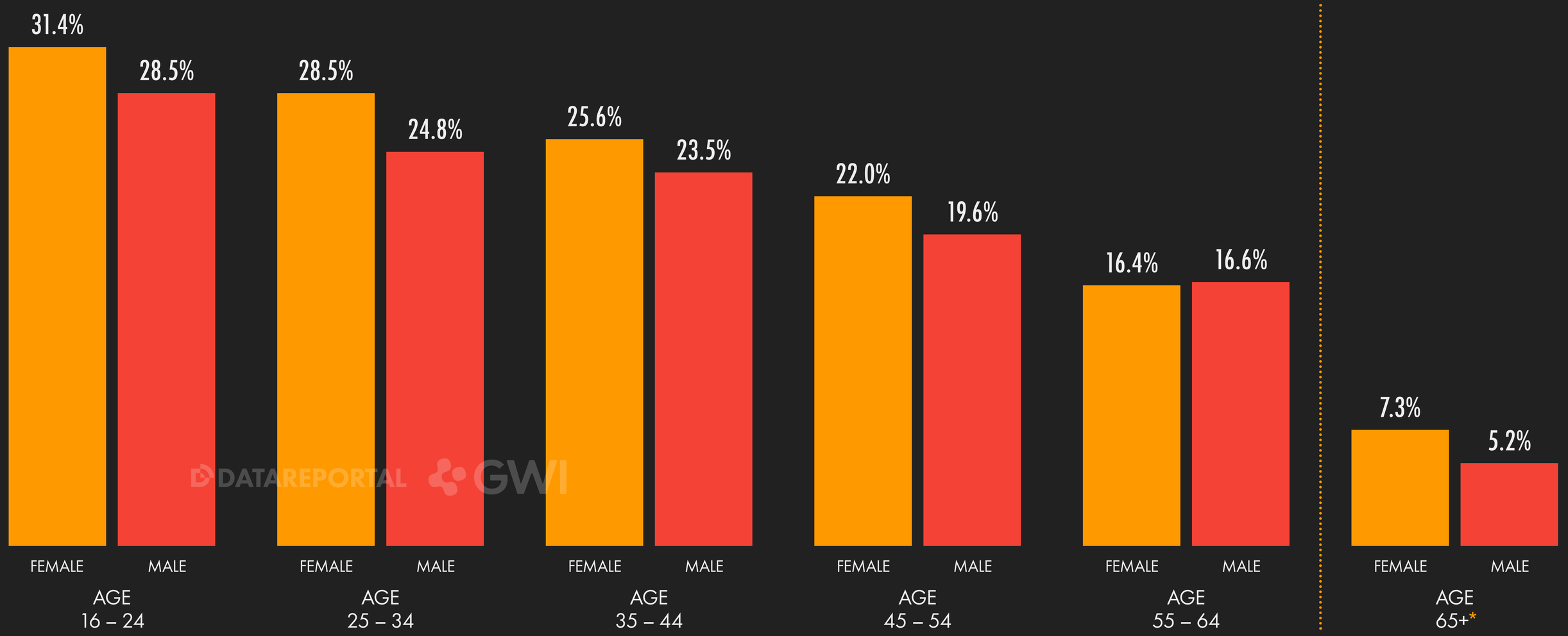
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OCT 2026

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA

GLOBAL OVERVIEW



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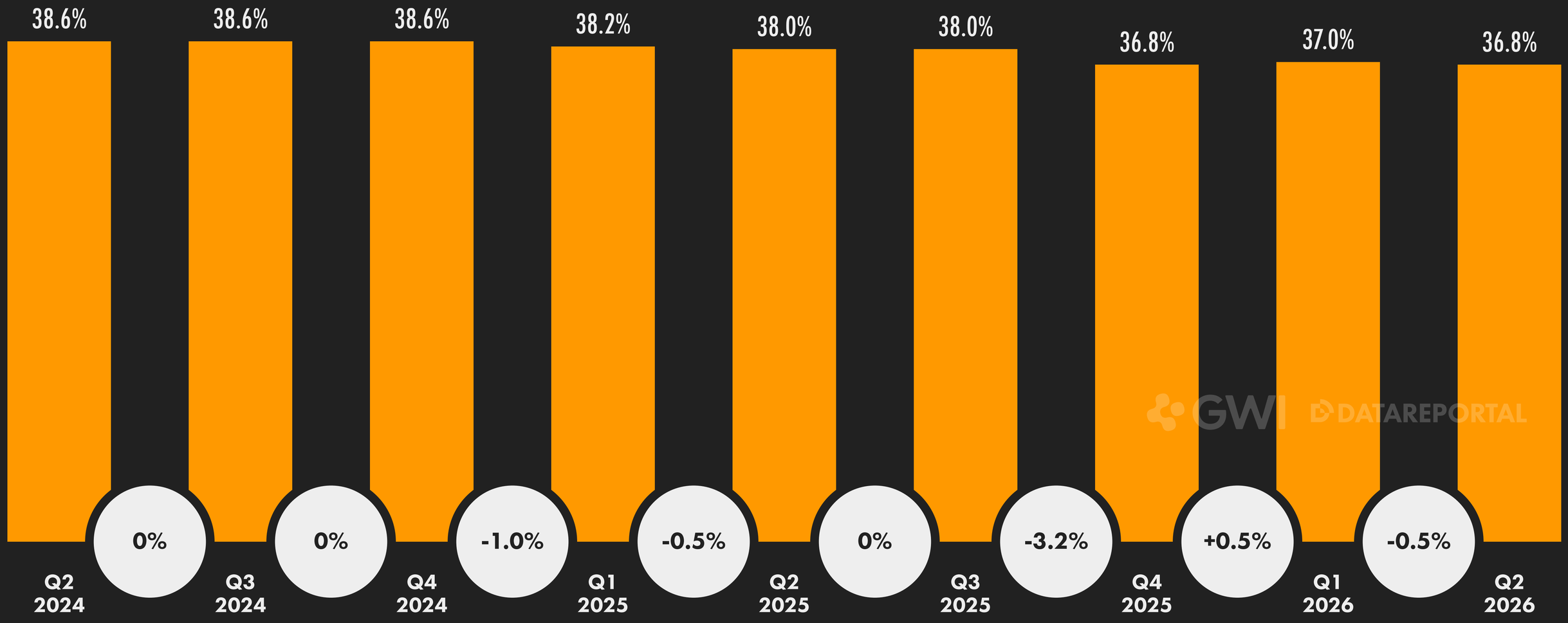
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OCT 2026

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. IN THIS CONTEXT, "WORK-RELATED ACTIVITIES" INCLUDE USING SOCIAL MEDIA FOR WORK-RELATED NETWORKING AND RESEARCH, AND FOLLOWING CONTACTS OR COMPANIES THAT ARE RELEVANT TO WORK. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY, INCLUDING THE REMOVAL OF VALUES FOR RUSSIA. SEE NOTES ON DATA.

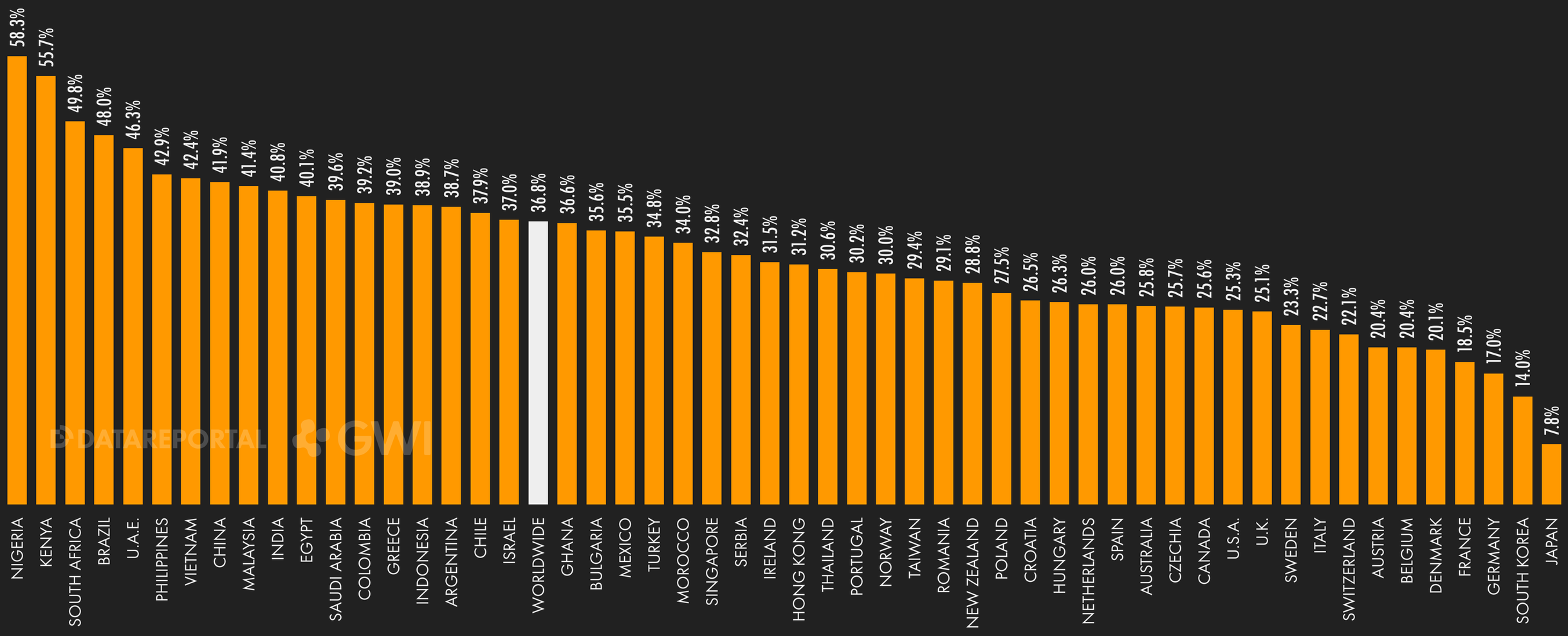
GWI DATAREPORTAL
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OCT 2026

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

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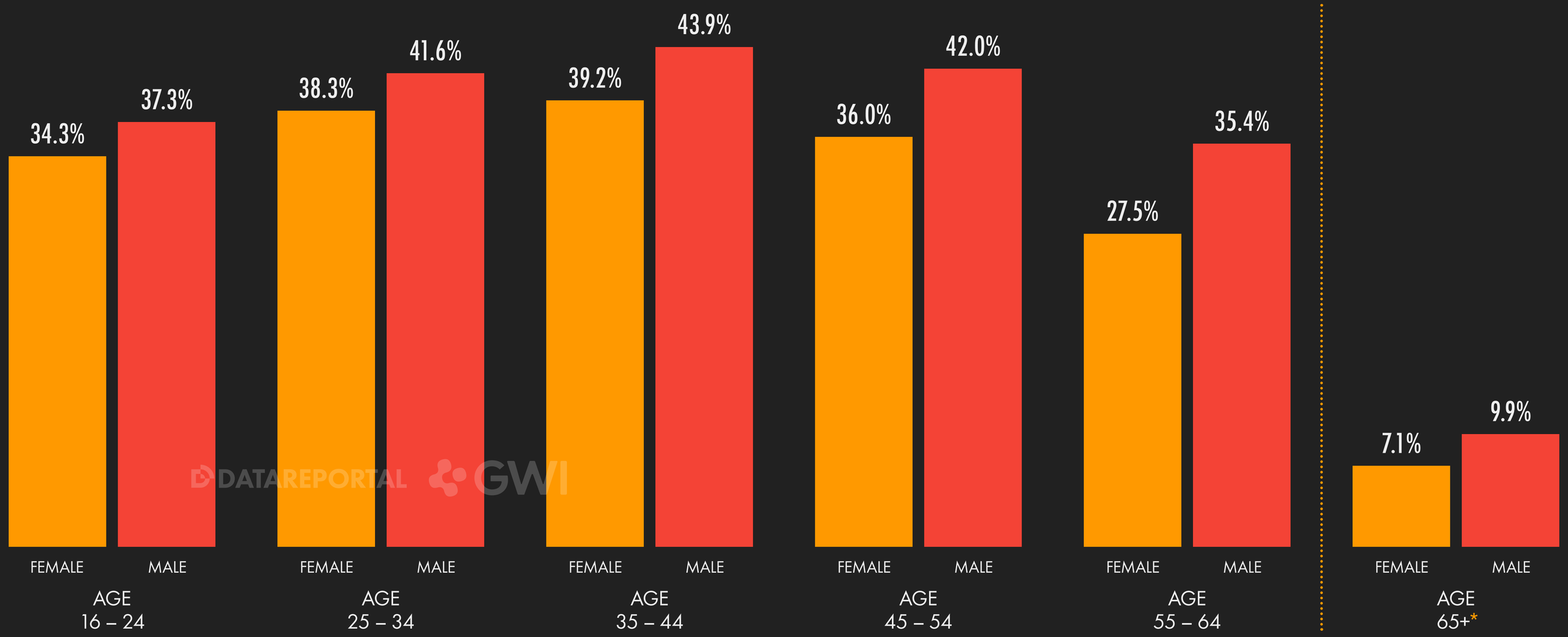
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OCT 2026

USE OF SOCIAL MEDIA FOR WORK ACTIVITIES

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY USE SOCIAL MEDIA FOR WORK-RELATED ACTIVITIES

GLOBAL OVERVIEW



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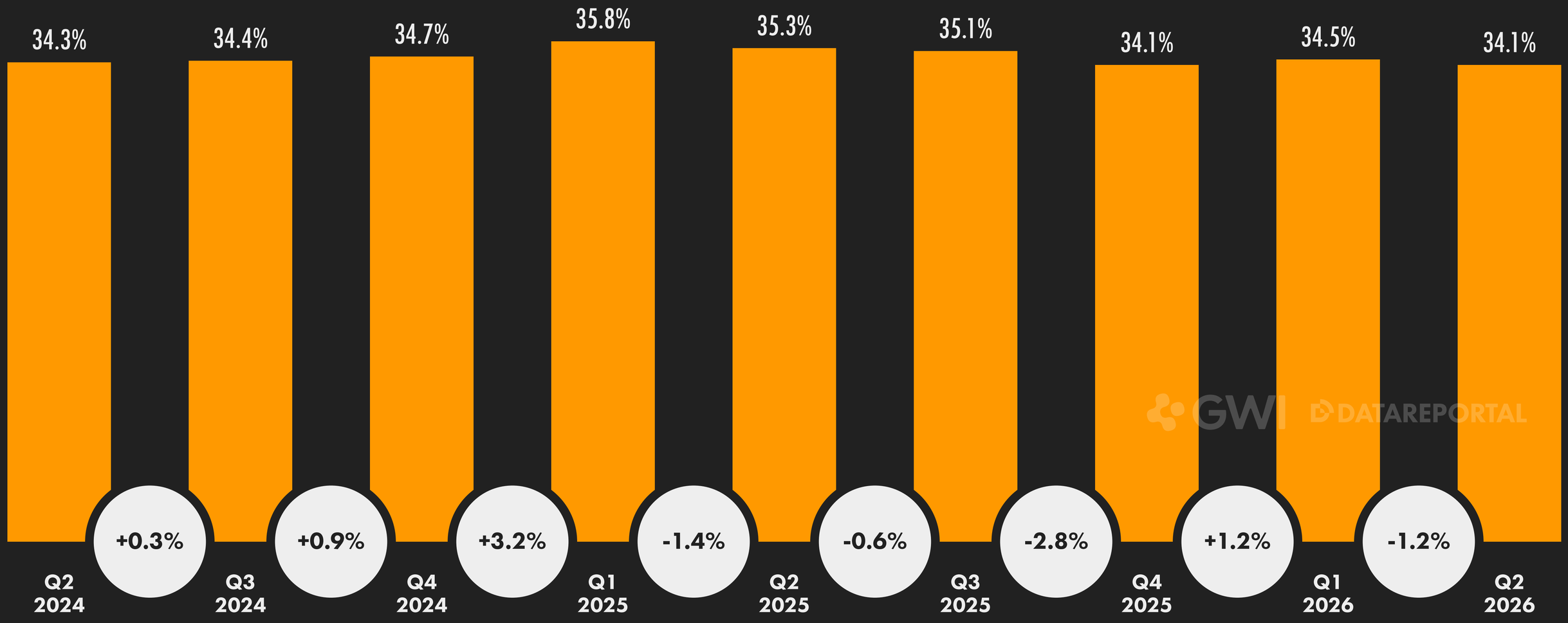
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OCT 2026

SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL VALUES ON THIS CHART, SO THEY ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

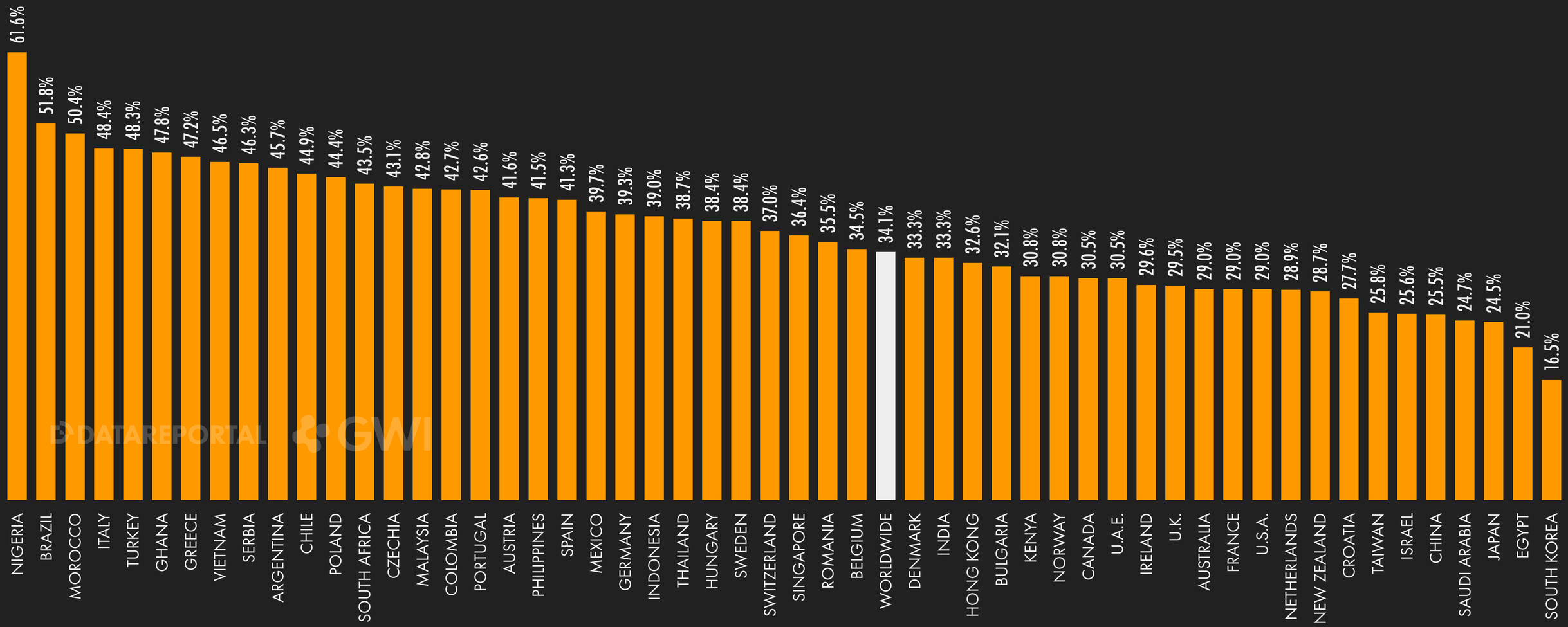
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SOCIAL MEDIA AS A SOURCE OF NEWS

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GLOBAL OVERVIEW



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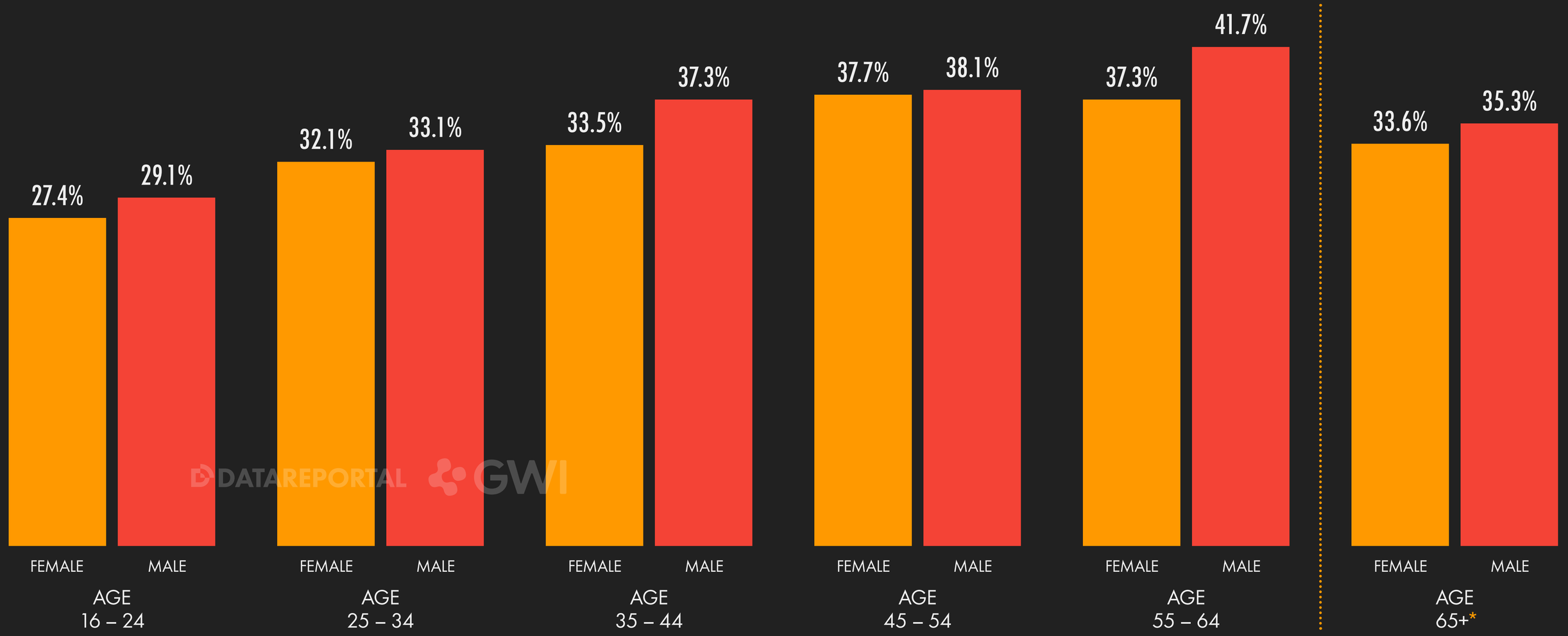
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OCT 2026

SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA

GLOBAL OVERVIEW



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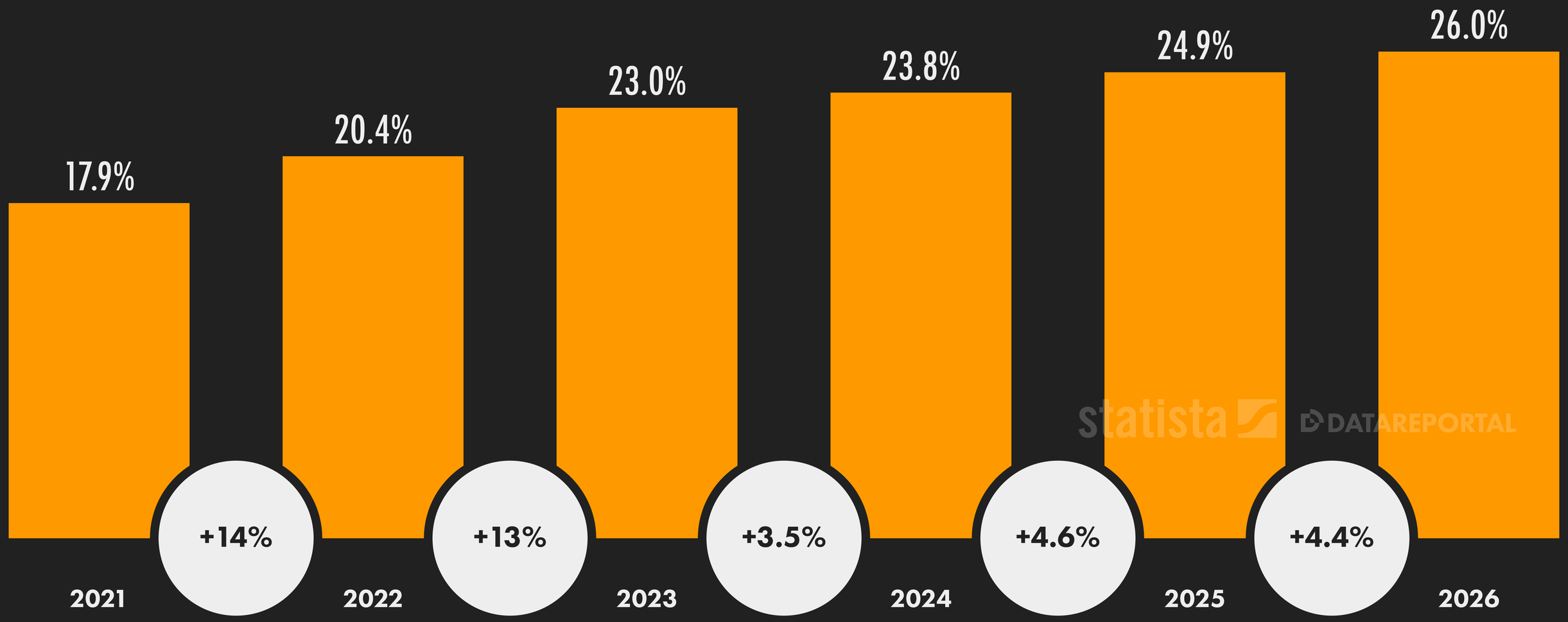
SOCIAL COMMERCE

OCT 2026

SOCIAL COMMERCE: SHARE OF INTERNET USERS

ESTIMATED NUMBER OF PEOPLE MAKING SOCIAL COMMERCE PURCHASES (B2C ONLY) AS A PERCENTAGE OF TOTAL INTERNET USERS

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE NUMBER OF PEOPLE MAKING B2C PURCHASES VIA SOCIAL COMMERCE CHANNELS, AS A PERCENTAGE OF INTERNET USERS (REGARDLESS OF AGE). **ADVISORY:** STATISTA USES ITS OWN FIGURES FOR INTERNET USE AND ADOPTION, SO VALUES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR INTERNET USERS PUBLISHED ELSEWHERE IN THIS REPORT. **COMPARABILITY:** BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

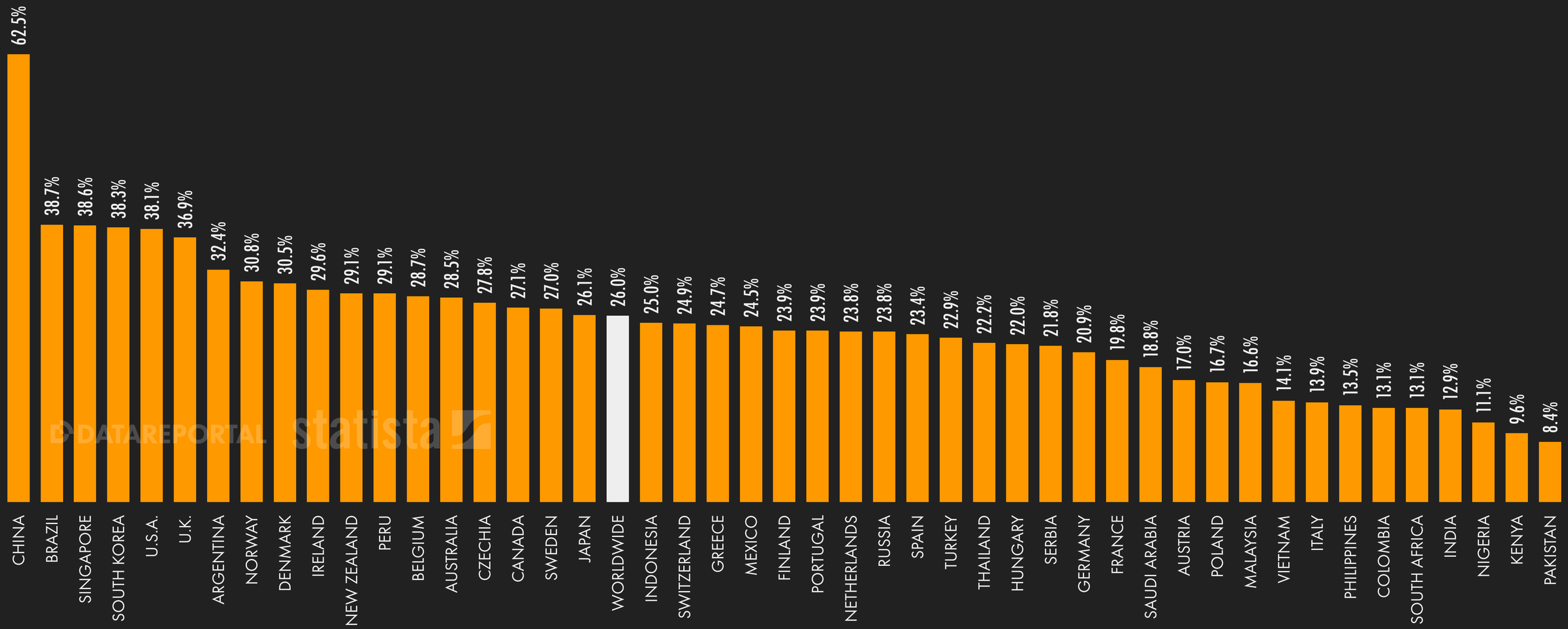
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OCT 2026

SOCIAL COMMERCE: SHARE OF INTERNET USERS

ESTIMATED NUMBER OF PEOPLE MAKING SOCIAL COMMERCE PURCHASES IN 2026 (B2C ONLY) AS A PERCENTAGE OF TOTAL INTERNET USERS

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF THE NUMBER OF PEOPLE MAKING B2C PURCHASES VIA SOCIAL COMMERCE CHANNELS IN 2026, AS A PERCENTAGE OF INTERNET USERS (REGARDLESS OF AGE). **ADVISORY:** STATISTA USES ITS OWN FIGURES FOR INTERNET USE AND ADOPTION, SO VALUES SHOWN HERE MAY NOT CORRELATE WITH FIGURES FOR INTERNET USERS PUBLISHED ELSEWHERE IN THIS REPORT. **COMPARABILITY:** BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

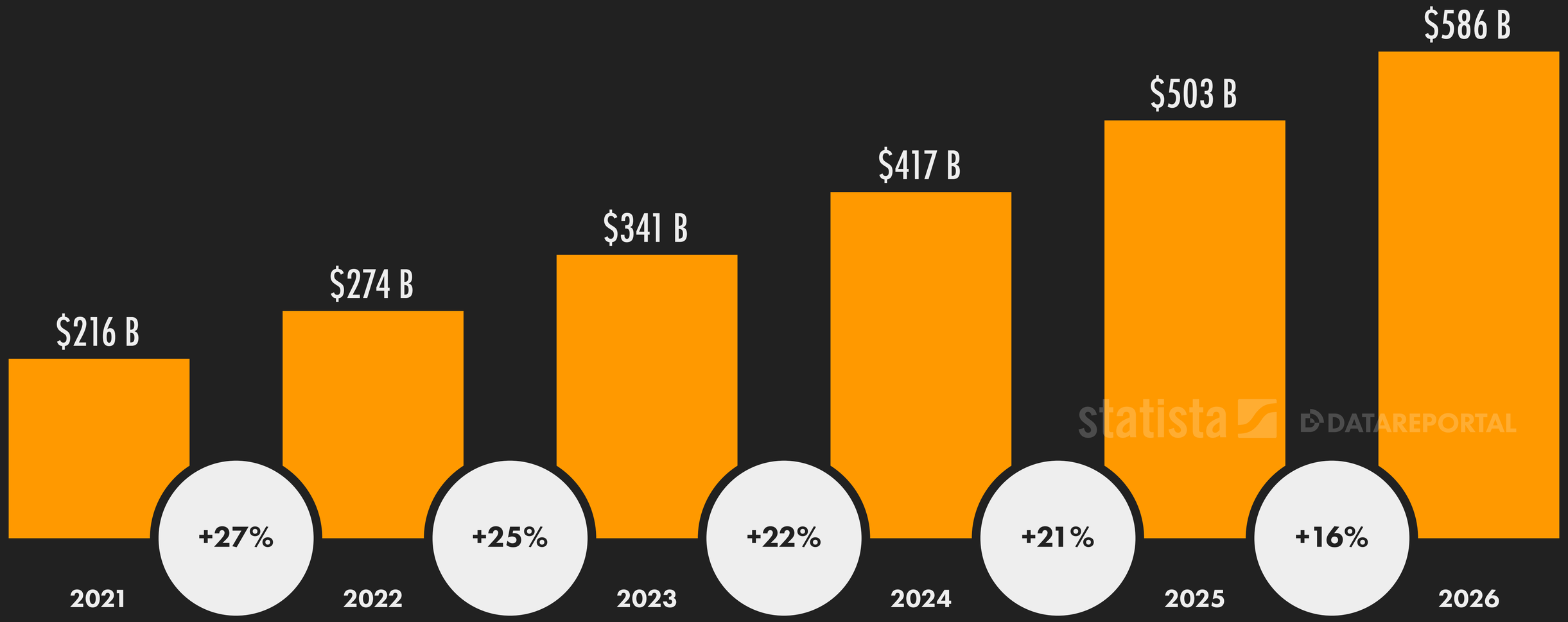
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OCT 2026

SOCIAL COMMERCE: ANNUAL SPEND

ESTIMATED ANNUAL SPEND ON SOCIAL COMMERCE PURCHASES (B2C ONLY, U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND ON SOCIAL COMMERCE PURCHASES, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

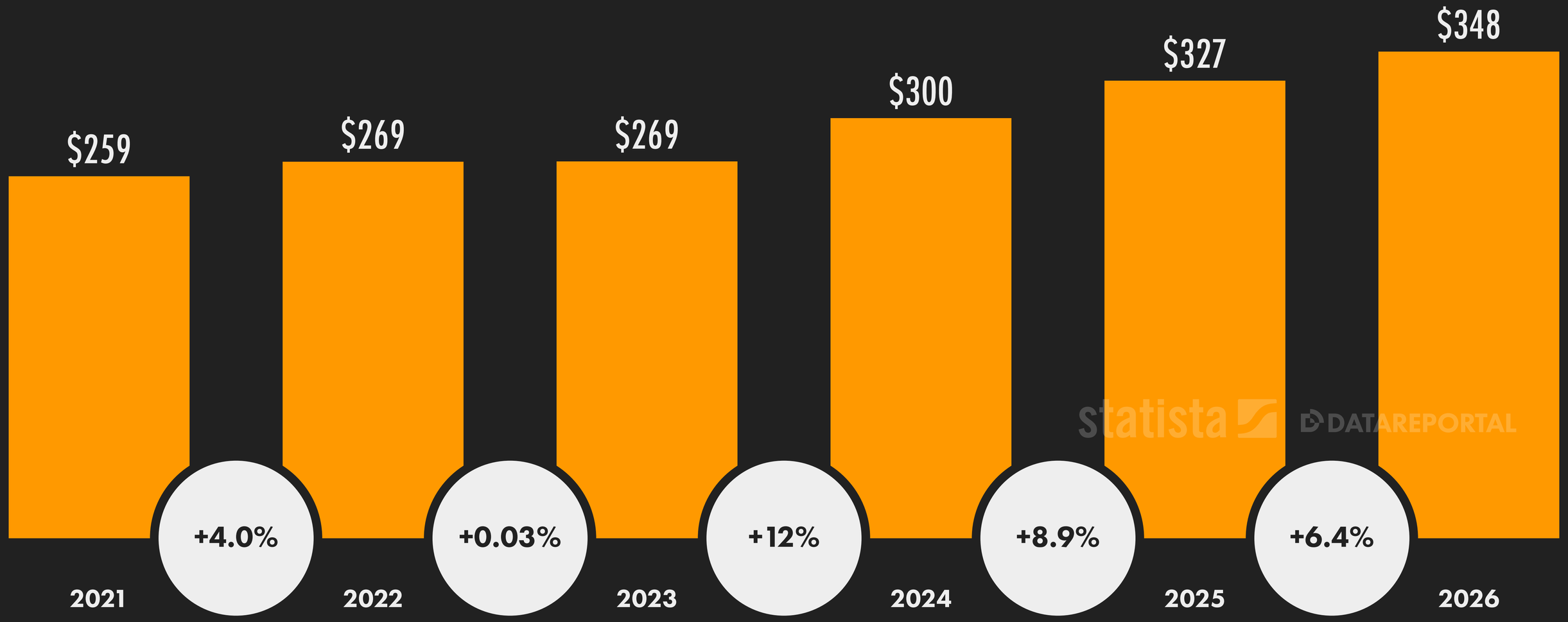
we are social
Meltwater

OCT 2026

SOCIAL COMMERCE: AVERAGE REVENUE PER USER

ESTIMATED ANNUAL SPEND PER SOCIAL COMMERCE SHOPPER (B2C ONLY, U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF EACH INDIVIDUAL SOCIAL COMMERCE SHOPPER'S SPEND ON SOCIAL COMMERCE PURCHASES, IN UNITED STATES DOLLARS. **COMPARABILITY:** BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

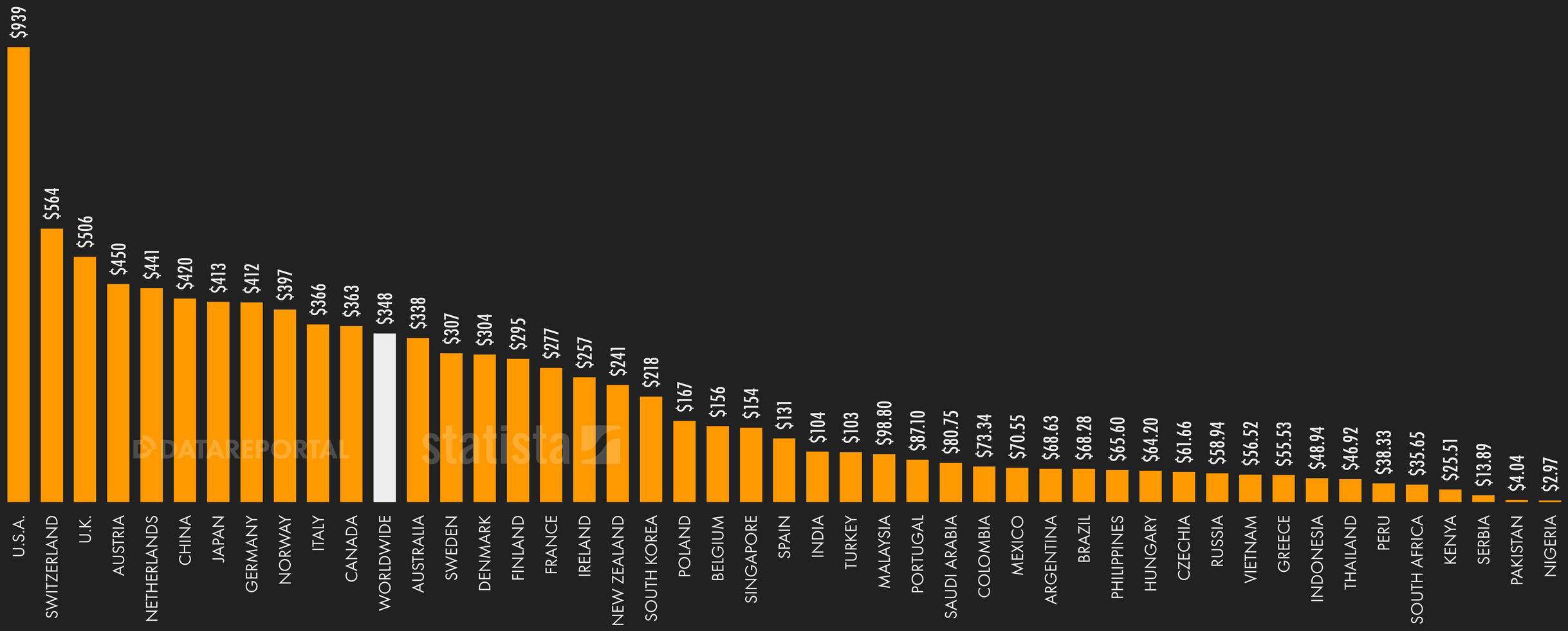
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OCT 2026

SOCIAL COMMERCE: AVERAGE REVENUE PER USER

ESTIMATED ANNUAL SPEND PER SOCIAL COMMERCE SHOPPER IN 2026 (B2C ONLY, U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF EACH INDIVIDUAL SOCIAL COMMERCE SHOPPER'S SPEND ON SOCIAL COMMERCE PURCHASES IN 2026, IN UNITED STATES DOLLARS. **COMPARABILITY:** BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

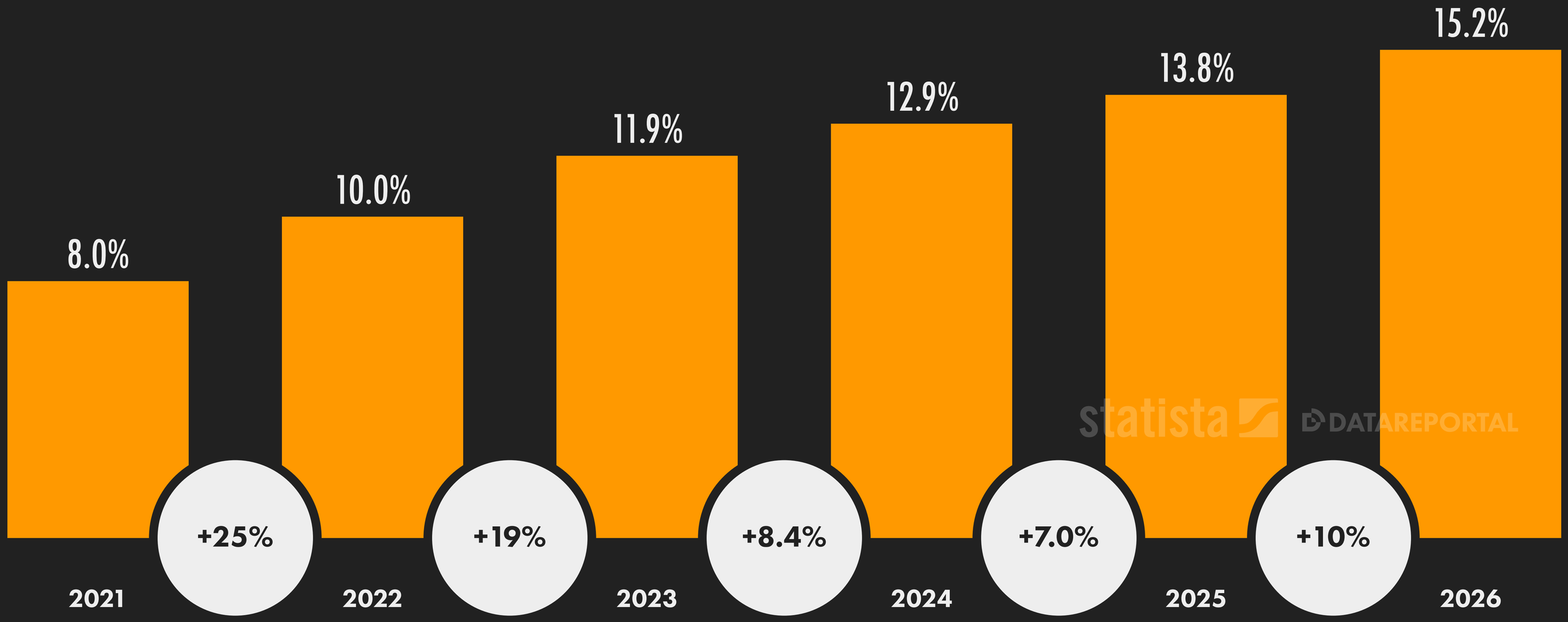
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OCT 2026

SOCIAL COMMERCE: SHARE OF TOTAL ECOMMERCE

ESTIMATED ANNUAL SPEND ON SOCIAL COMMERCE AS A PERCENTAGE OF TOTAL ECOMMERCE SPEND (B2C ONLY)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF EACH INDIVIDUAL SOCIAL COMMERCE SHOPPER'S SPEND ON SOCIAL COMMERCE PURCHASES.
COMPARABILITY: BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

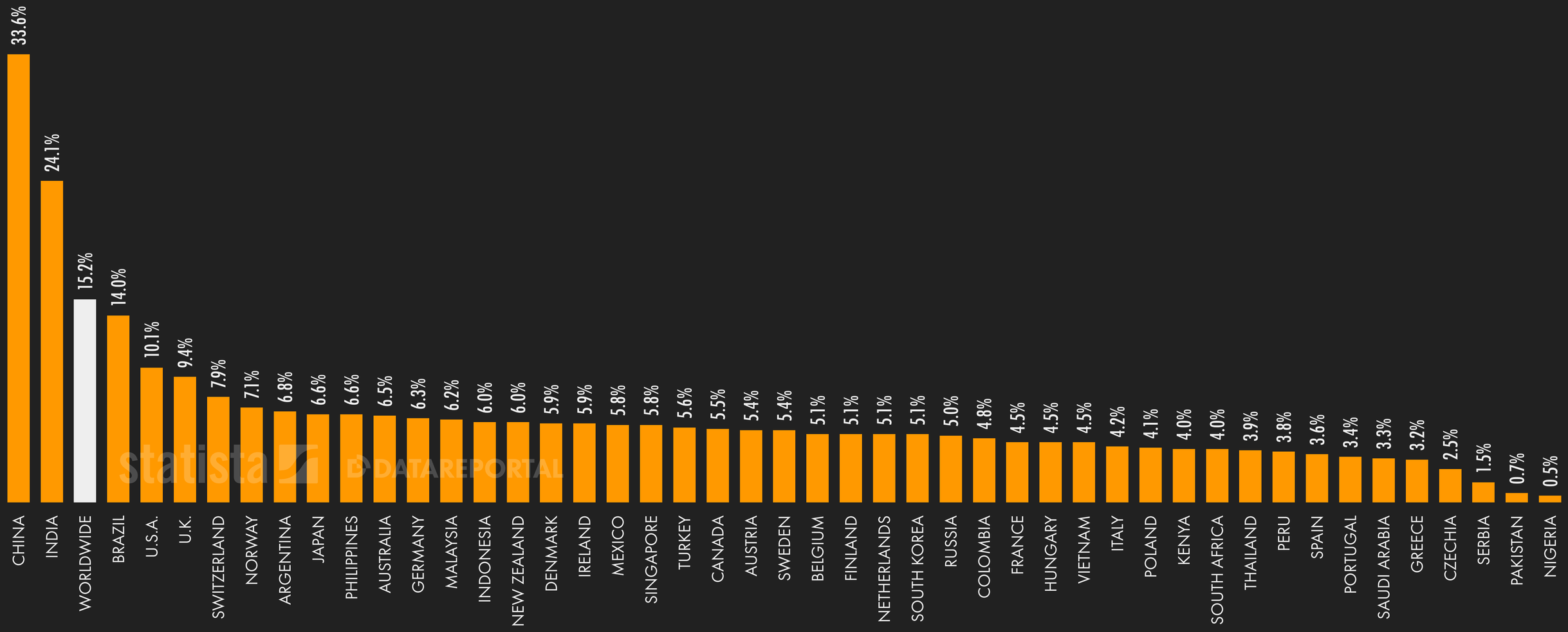
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OCT 2026

SOCIAL COMMERCE: SHARE OF TOTAL ECOMMERCE

ESTIMATED ANNUAL SPEND ON SOCIAL COMMERCE AS A PERCENTAGE OF TOTAL ECOMMERCE SPEND IN 2026 (B2C ONLY)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF SOCIAL COMMERCE REVENUES AS A PERCENTAGE OF TOTAL ECOMMERCE REVENUES IN 2026.
COMPARABILITY: BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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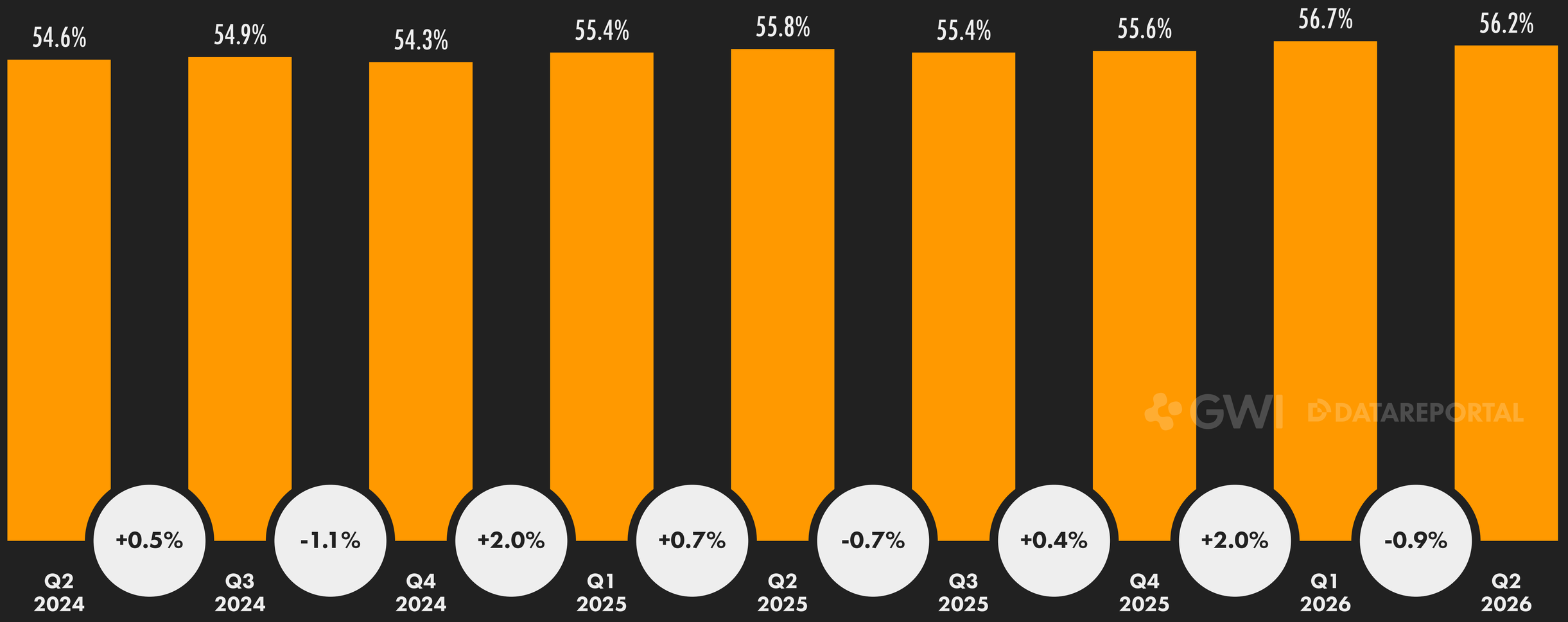
YOUTUBE

OCT 2026

YOUTUBE USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

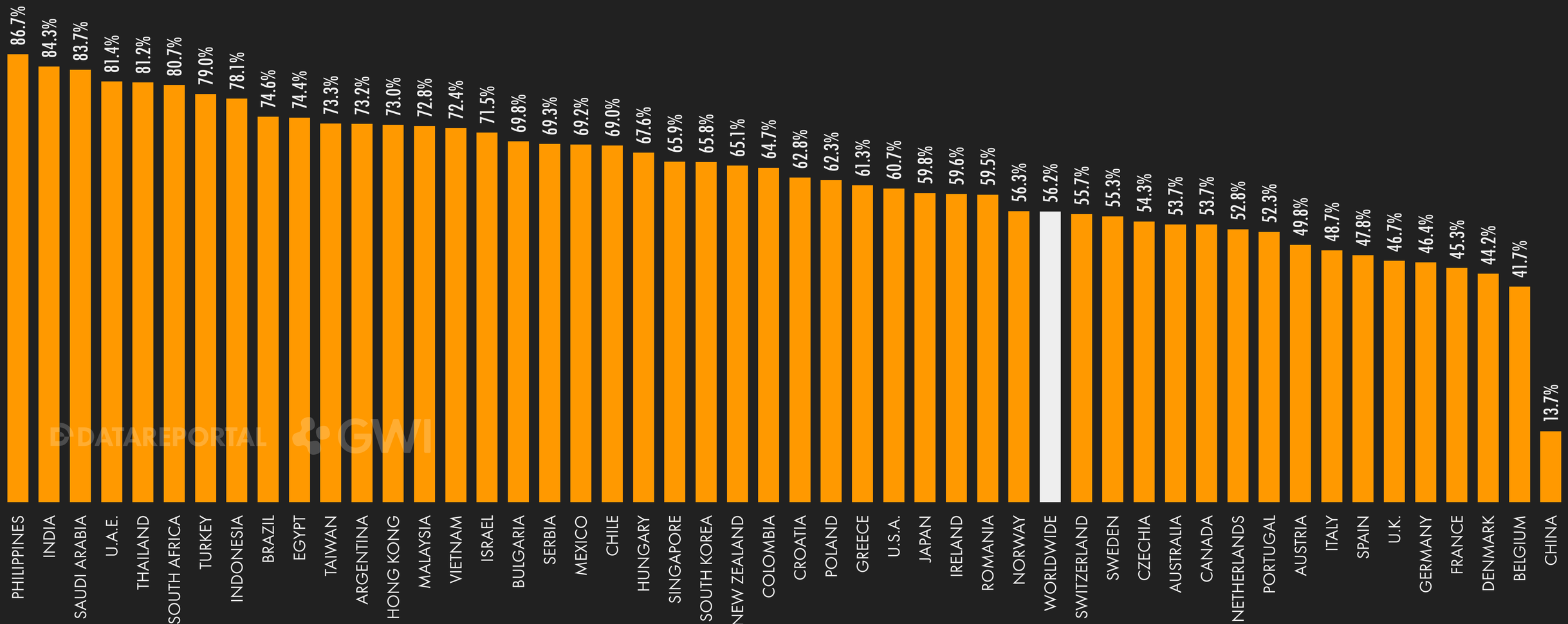
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OCT 2026

YOUTUBE USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

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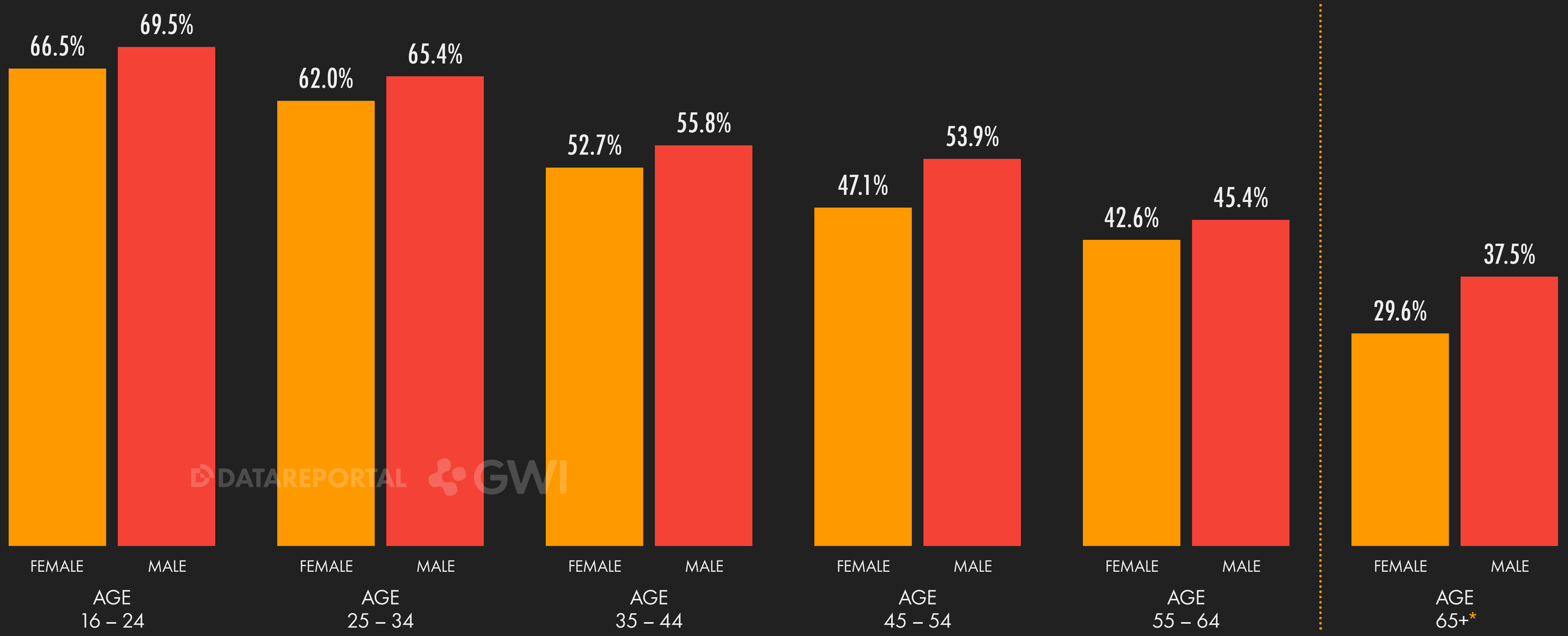
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OCT 2026

YOUTUBE USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED YOUTUBE AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

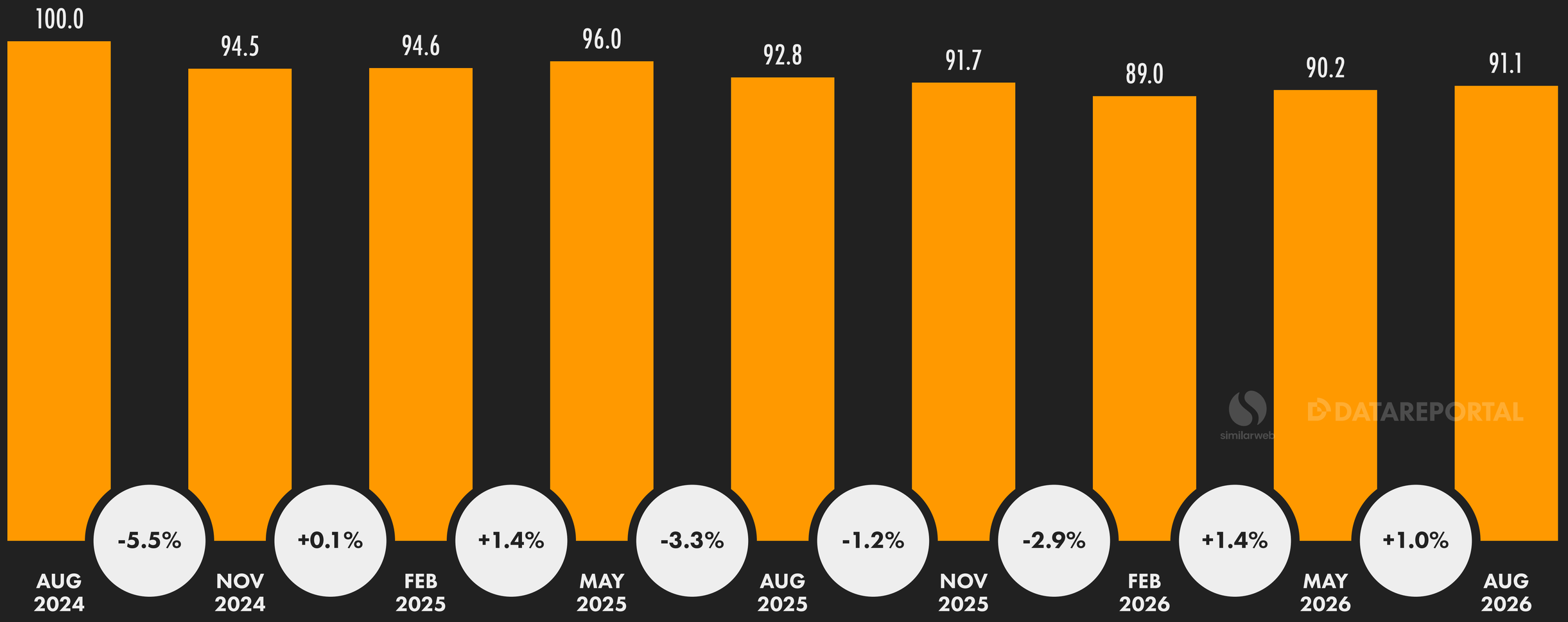
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OCT 2026

YOUTUBE: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

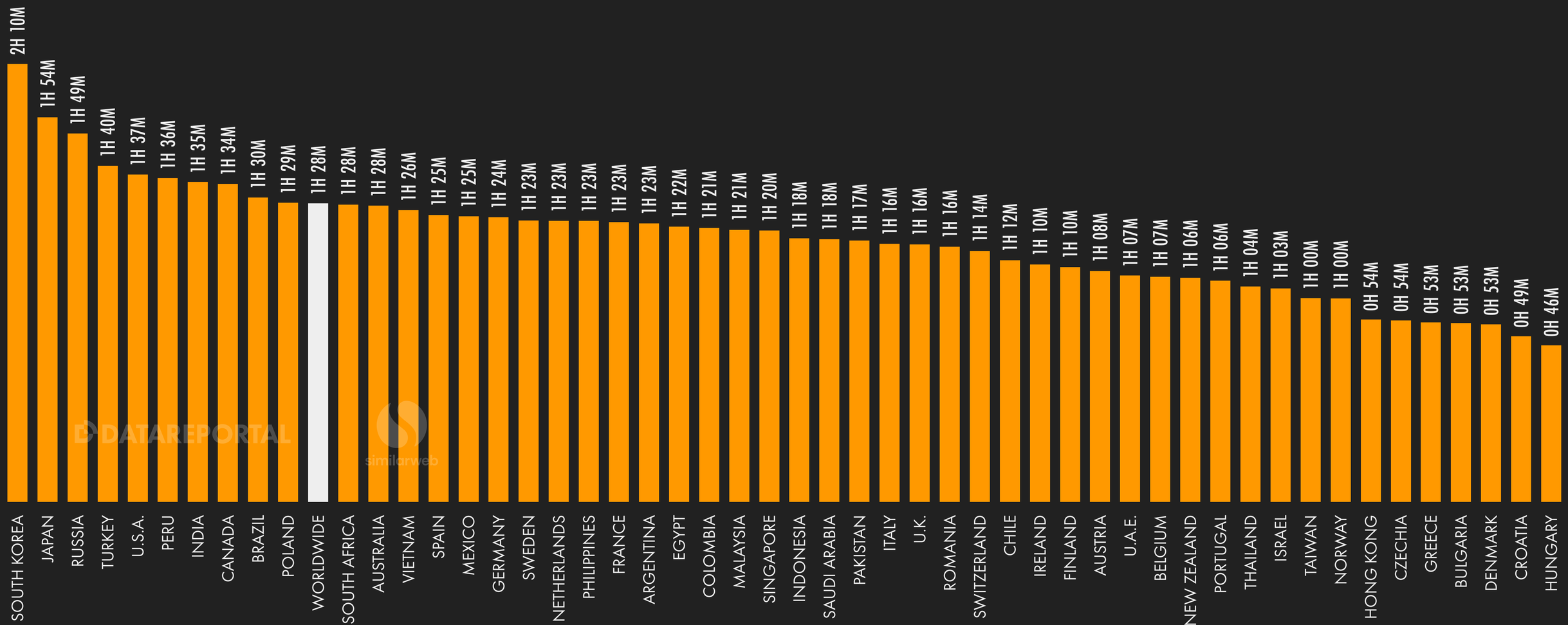
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OCT 2026

YOUTUBE: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



DATAREPORTAL
similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

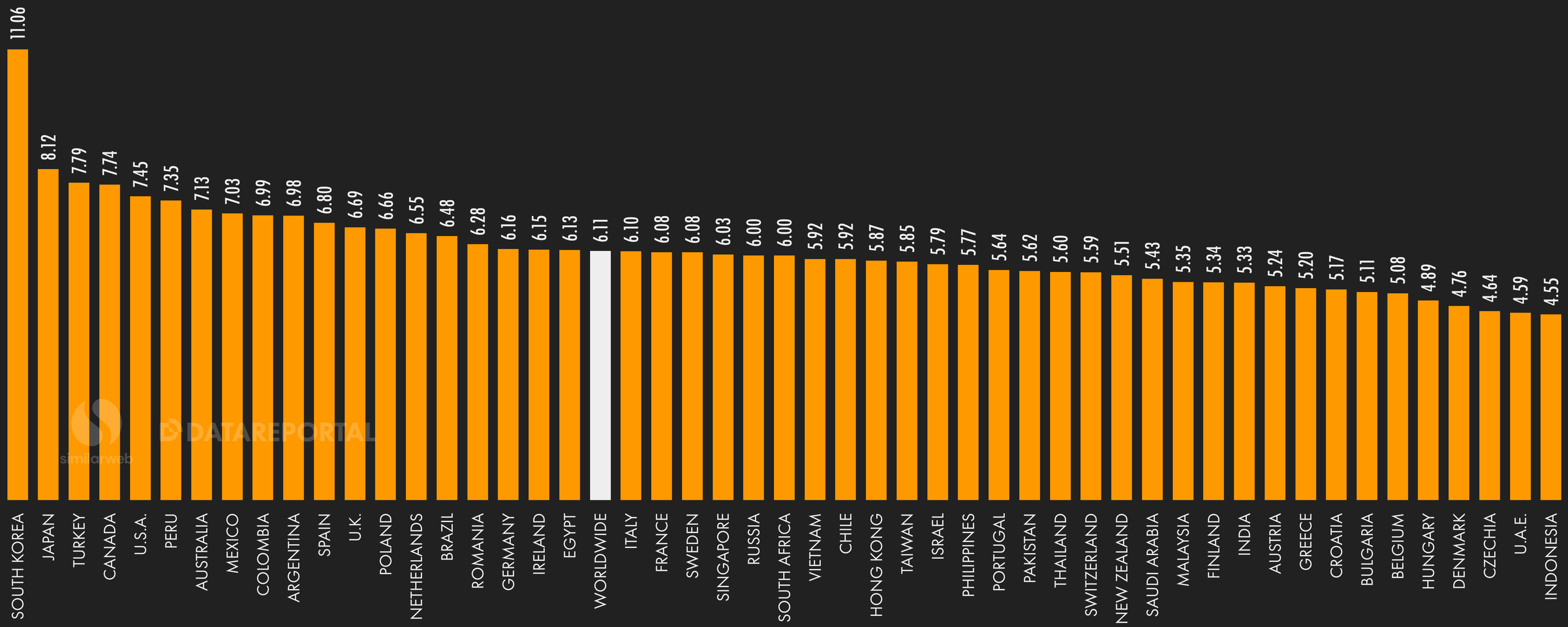
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YOUTUBE: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE

2.77
BILLION

YOUTUBE AD REACH vs. TOTAL POPULATION

33.3%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS

45.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH

+4.8%
+127 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH

+7.3%
+189 MILLION

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

48.2%

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

51.8%

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

42.2%

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

40.5%

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

43.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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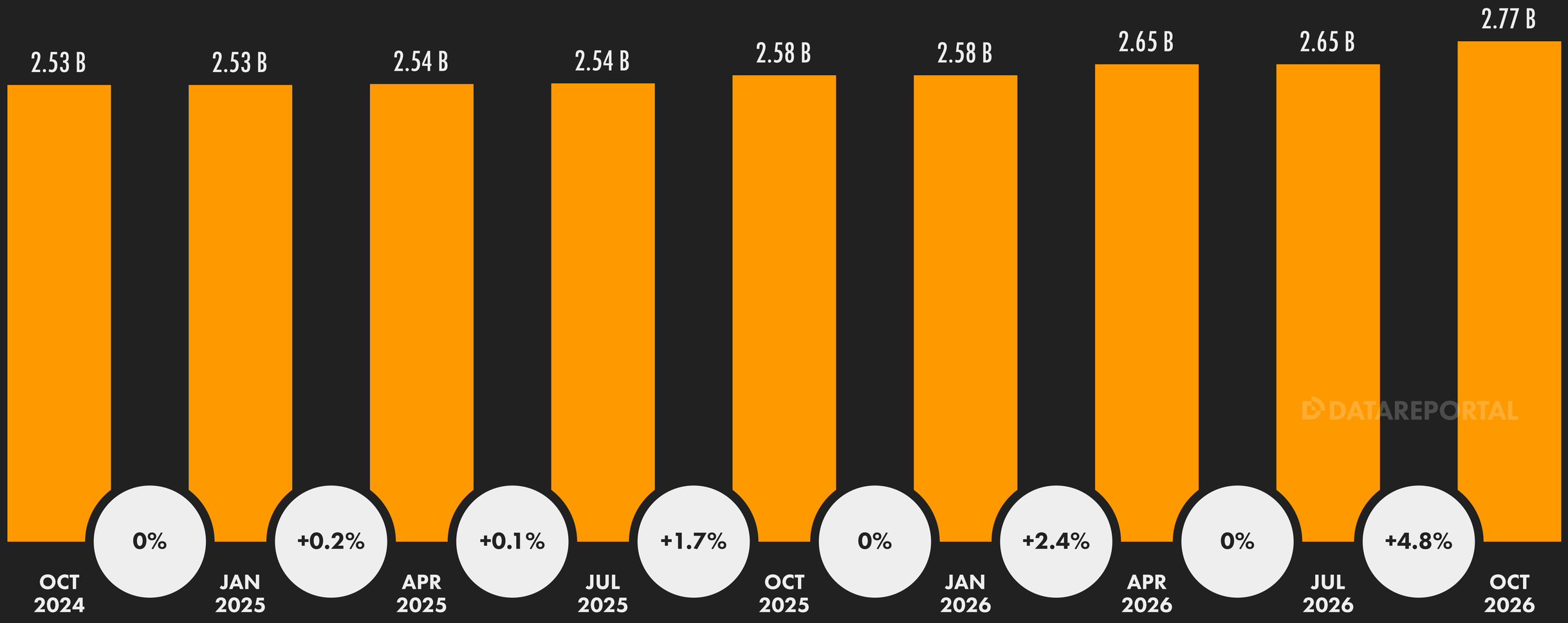
YOUTUBE: REPORTED ADVERTISING REACH

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

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



GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. 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 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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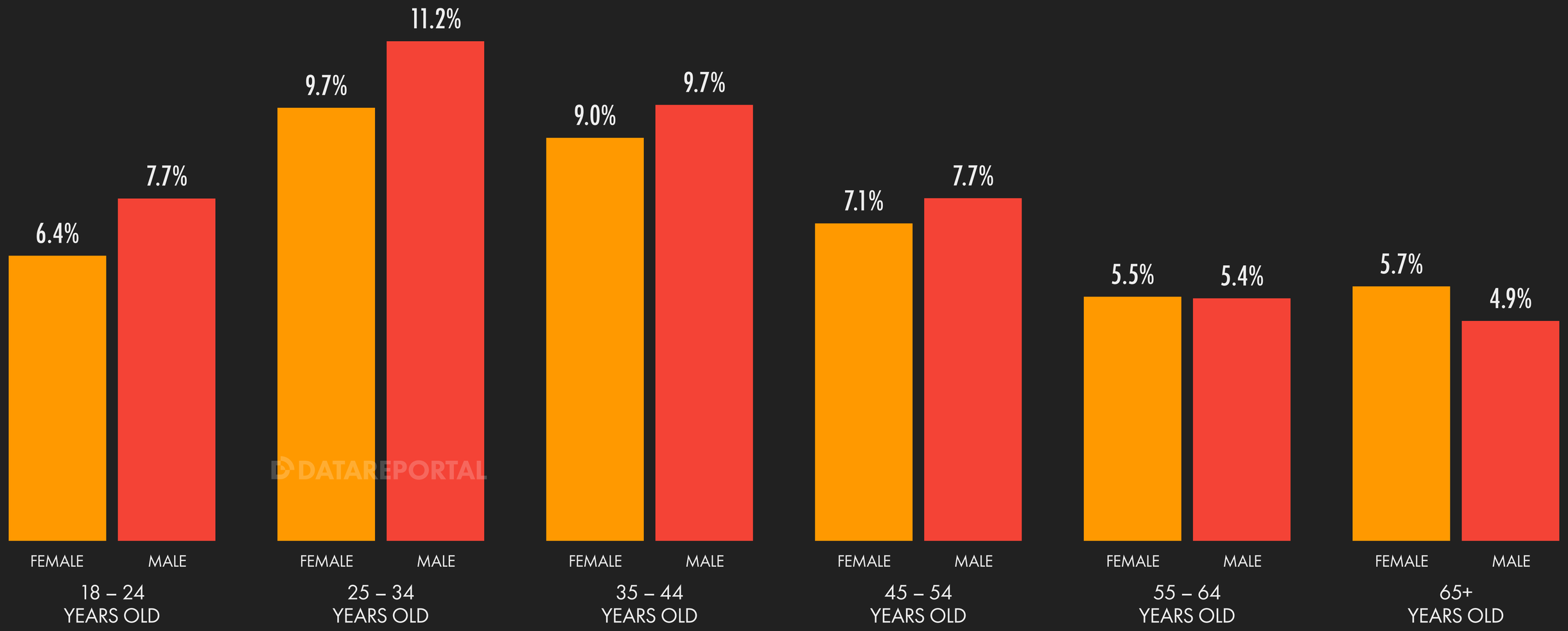
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YOUTUBE: ADVERTISING AUDIENCE PROFILE

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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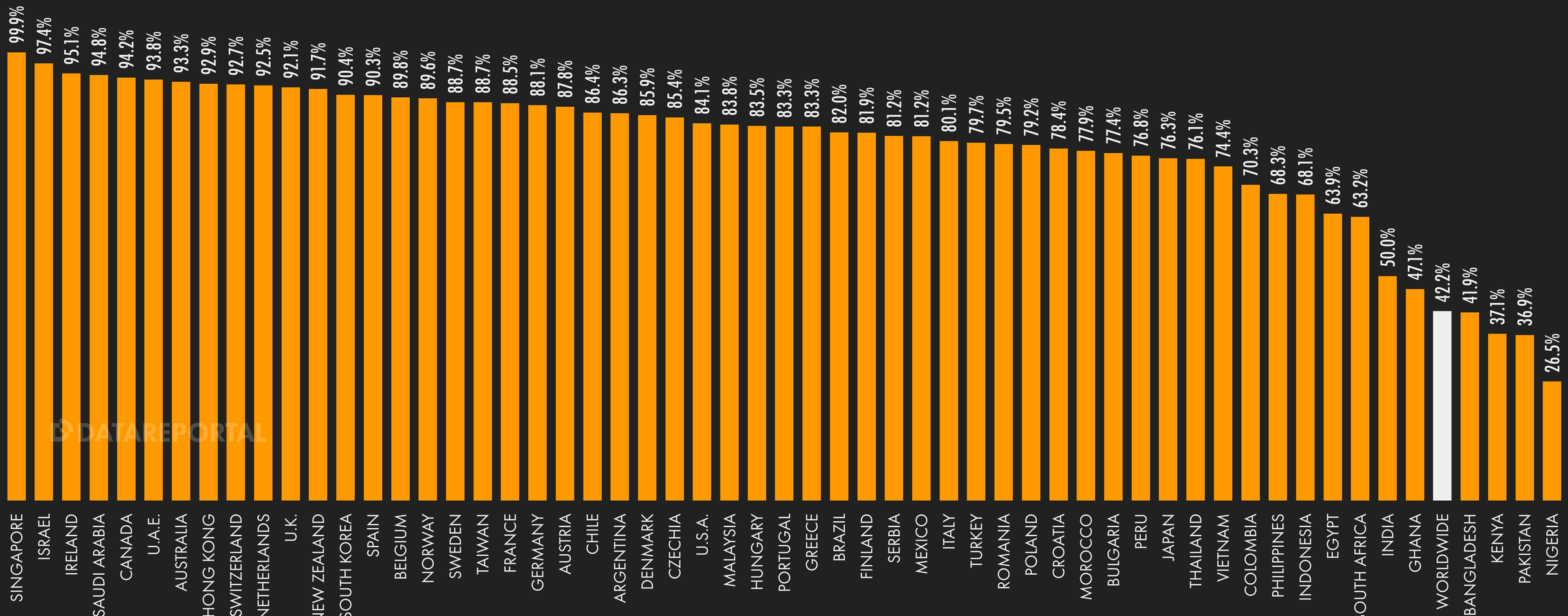
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YOUTUBE ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF YOUTUBE ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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YOUTUBE AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST YOUTUBE ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	573,000,000	+10.6%
02	UNITED STATES OF AMERICA	268,000,000	+3.5%
03	INDONESIA	155,000,000	+2.6%
04	BRAZIL	154,000,000	+3.4%
05	MEXICO	89,400,000	+3.8%
06	JAPAN	83,300,000	+2.6%
07	GERMANY	68,800,000	+4.1%
08	VIETNAM	63,900,000	+1.4%
09	PHILIPPINES	62,000,000	+1.1%
10	TURKEY	61,000,000	+2.9%

#	LOCATION	TOTAL REACH	▲QOQ
11	PAKISTAN	60,600,000	+2.9%
12	UNITED KINGDOM	59,000,000	+2.8%
13	BANGLADESH	54,300,000	+4.2%
14	FRANCE	53,500,000	+1.7%
15	EGYPT	53,100,000	+3.9%
16	THAILAND	48,200,000	+2.1%
17	ITALY	44,100,000	+4.0%
18	SOUTH KOREA	43,700,000	+0.5%
19	SPAIN	40,500,000	+2.8%
20	NIGERIA	36,000,000	+13.6%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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YOUTUBE ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE YOUTUBE ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	SINGAPORE	99.9%	5,070,000
02	ISRAEL	97.4%	6,420,000
03	IRELAND	95.1%	3,990,000
04	SAUDI ARABIA	94.8%	24,190,000
05	ICELAND	94.3%	300,000
06	CANADA	94.2%	31,300,000
07	UNITED ARAB EMIRATES	93.8%	8,900,000
08	AUSTRALIA	93.3%	20,060,000
09	HONG KONG	92.9%	6,000,000
10	SWITZERLAND	92.7%	6,870,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	NETHERLANDS	92.5%	14,000,000
12	UNITED KINGDOM	92.1%	51,300,000
13	KUWAIT	91.9%	3,700,000
14	NEW ZEALAND	91.7%	3,810,000
15	SOUTH KOREA	90.4%	40,800,000
16	SPAIN	90.3%	36,500,000
17	BELGIUM	89.8%	8,570,000
18	NORWAY	89.6%	4,090,000
19	SWEDEN	88.7%	7,600,000
20	TAIWAN	88.7%	17,600,000

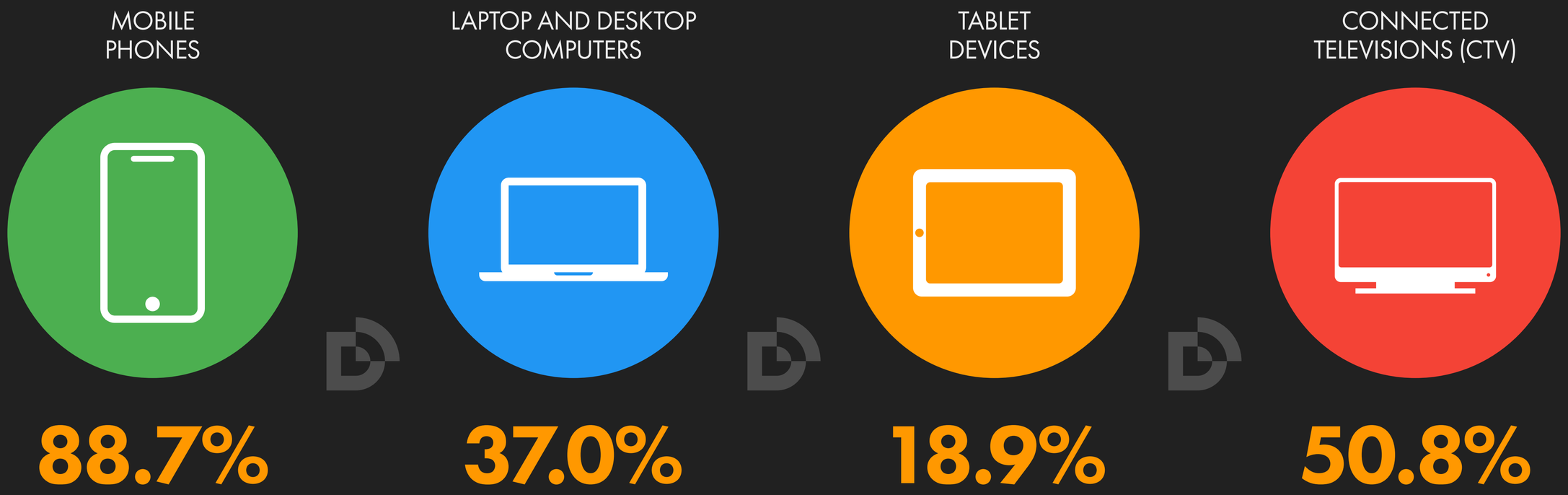
SOURCES: GOOGLE'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. PERCENTAGE VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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YOUTUBE AD REACH SHARE BY DEVICE

PERCENTAGE OF YOUTUBE'S AD AUDIENCE THAT MARKETERS CAN REACH VIA EACH USER DEVICE

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

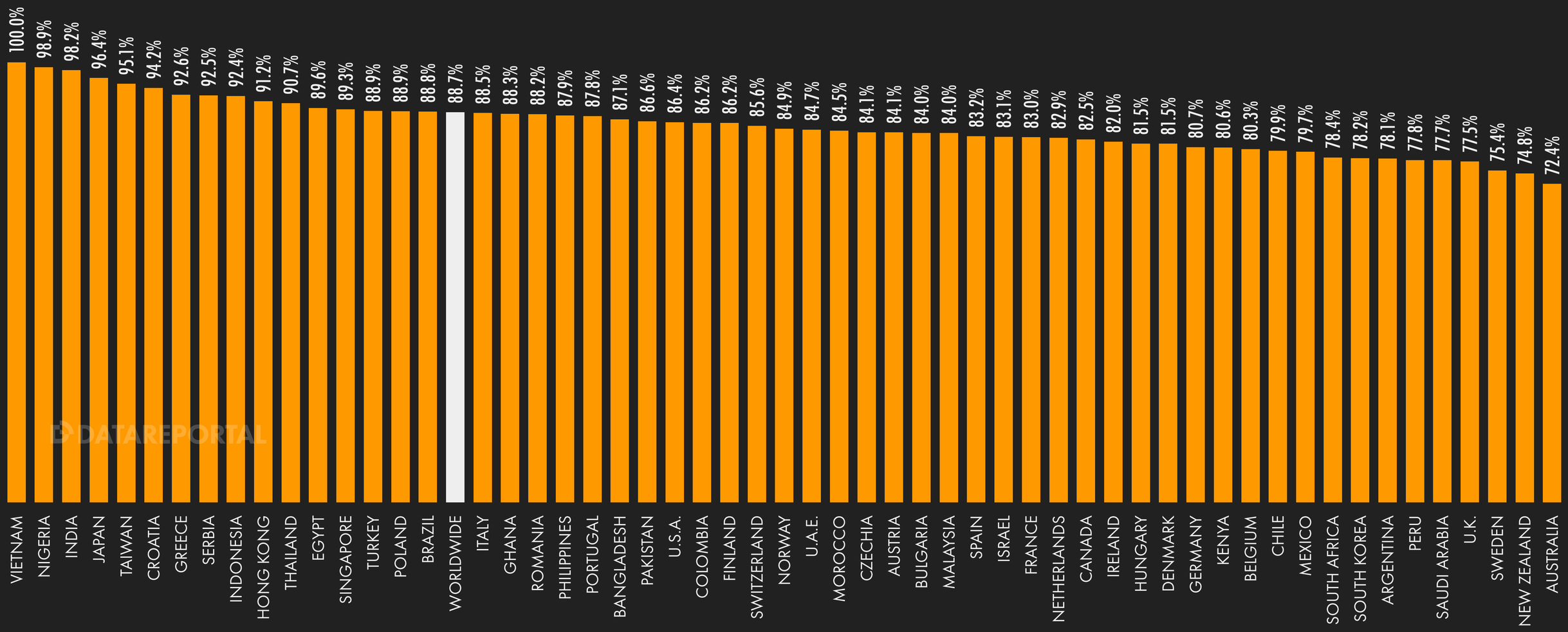
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YOUTUBE AD REACH BY DEVICE: MOBILE PHONES

PERCENTAGE OF YOUTUBE'S TOTAL AD AUDIENCE THAT MARKETERS CAN REACH VIA ADS ON MOBILE PHONES

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUE FOR "WORLDWIDE" BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

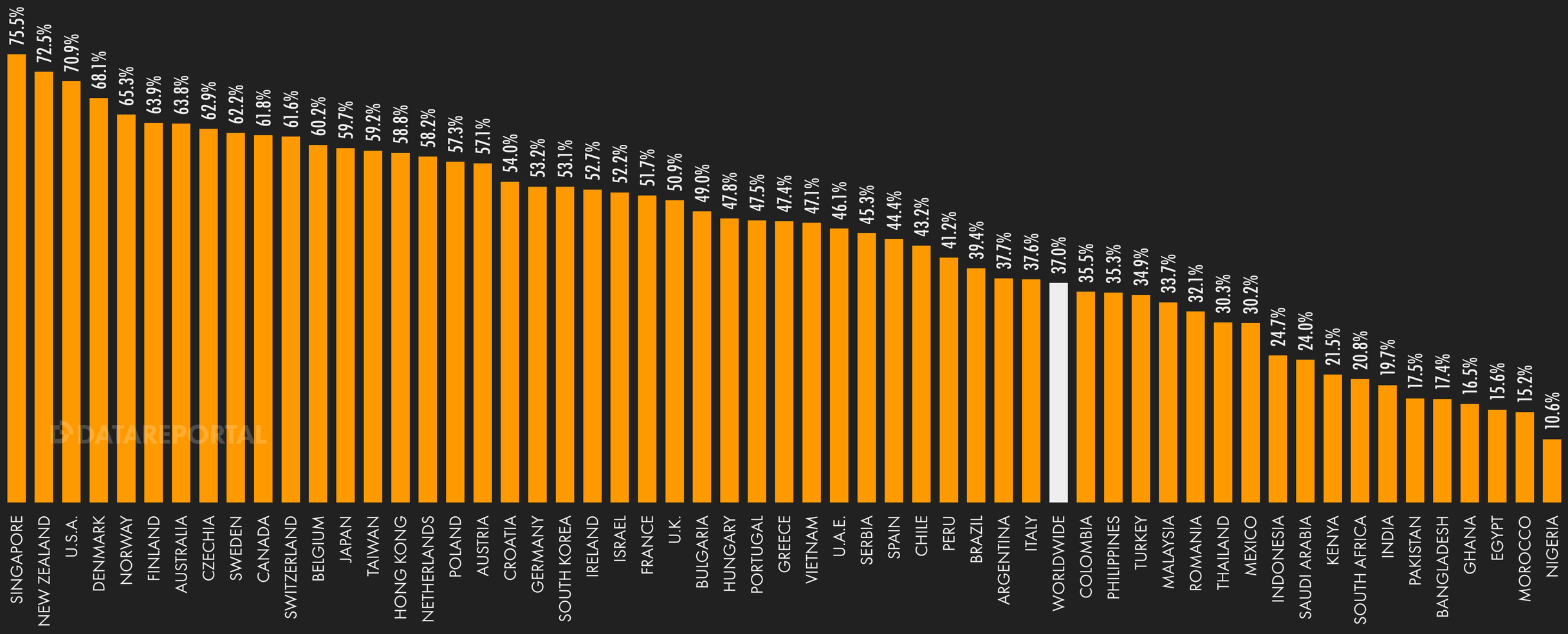
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YOUTUBE AD REACH BY DEVICE: COMPUTERS

PERCENTAGE OF YOUTUBE'S TOTAL AD AUDIENCE THAT MARKETERS CAN REACH VIA ADS ON LAPTOP AND DESKTOP COMPUTERS

GLOBAL OVERVIEW



SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUE FOR "WORLDWIDE" BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

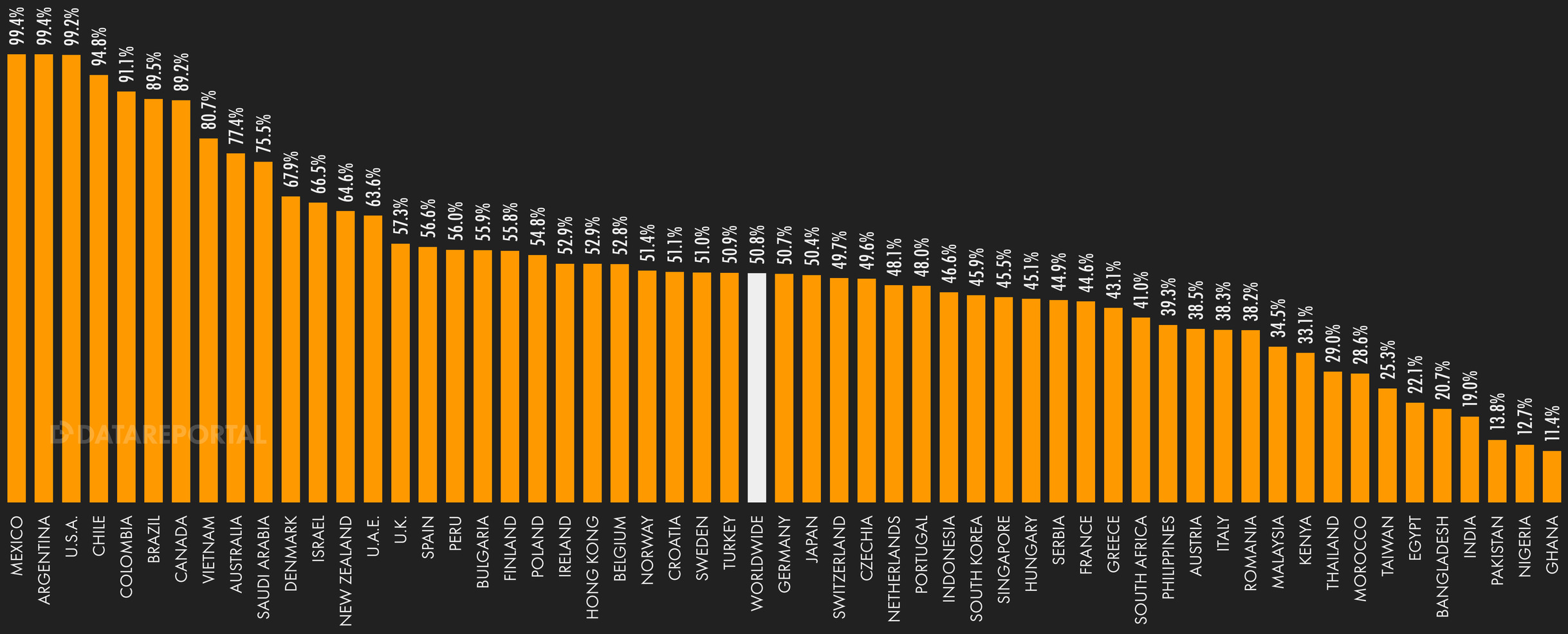
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YOUTUBE AD REACH BY DEVICE: CONNECTED TVS

PERCENTAGE OF YOUTUBE'S TOTAL AD AUDIENCE THAT MARKETERS CAN REACH VIA ADS ON CONNECTED TELEVISIONS (CTV)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUE FOR "WORLDWIDE" BASED ON AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JULY 2025 AND 30 JUNE 2026



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	SONG	100	+10%
02	MOVIE	58	+2%
03	VIDEO	43	+7%
04	SONGS	36	+9%
05	DJ	20	-2%
06	FILM	19	+10%
07	CARTOON	18	+10%
08	KARAOKE	18	+10%
09	CARTOON CARTOON	18	+20%
10	GANA	18	+10%

#	SEARCH QUERY	INDEX	▲ YOY
11	MUSIC	16	+8%
12	NEWS	14	+5%
13	DANCE	14	+4%
14	LAGU	12	+10%
15	BABY	12	-3%
16	NEW SONG	11	+1%
17	HINDI MOVIE	10	-6%
18	TIKTOK	09	-4%
19	COMEDY	09	+1%
20	ROBLOX	08	+30%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

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FASTEST RISING YOUTUBE SEARCHES

SEARCH QUERIES WITH THE GREATEST ANNUAL VOLUME INCREASES (YEAR TO 30 JUNE 2026 vs. YEAR TO 30 JUNE 2025)



GLOBAL OVERVIEW

#	SEARCH QUERY	INDEX	▲ YOY
01	SAIYAARA	02	+2,900%
02	TAŞACAK BU DENIZ	01	+2,800%
03	SODA POP	01	+2,400%
04	DHURANDHAR SONG	01	+2,400%
05	KPOP DEMON HUNTERS	01	+2,350%
06	SAIYAARA SONG	01	+1,850%
07	RIMJHIM SERIAL	01	+1,800%
08	MERI ZINDAGI HAI TU	01	+1,700%
09	RIMJHIM	01	+1,550%
10	PATI BRAHMCHARI	01	+1,500%

#	SEARCH QUERY	INDEX	▲ YOY
11	PATI BRAHMACHARI	01	+1,350%
12	CORTIS	00	+1,250%
13	BADE GHAR KI CHHOTI BAHU	00	+850%
14	TRENDING MUSIC	00	+800%
15	PATI BRAHMACHARI SERIAL	01	+800%
16	MS. RACHEL	00	+800%
17	DUBI DUBI DUM DUM	00	+350%
18	FORSAKEN	01	+200%
19	TOP SONGS	01	+180%
20	PAL PAL SONG	01	+160%

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JULY 2025 AND 30 JUNE 2026, AND SEARCH VOLUMES FOR THE SAME QUERIES DURING THE PRECEDING 12 MONTHS. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN QUERIES AS PUBLISHED BY GOOGLE TRENDS. "INDEX" COLUMN SHOWS VOLUME FOR EACH QUERY COMPARED WITH VOLUME OF TOP QUERY IN CURRENT PERIOD. "▲ YOY" COLUMN SHOWS RELATIVE CHANGE IN VOLUME VERSUS PREVIOUS 12 MONTHS. WHERE SHOWN, "BREAKOUT" DENOTES AN INCREASE OF MORE THAN 5,000%. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANKING AND VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR IDENTICAL QUERY PARAMETERS.

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TOP YOUTUBE CHANNELS BY SUBSCRIBERS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL	SUBSCRIBERS CHANNEL VIEWS
01	MRBEAST @MRBEAST	511.0 M 135.9 B
02	T-SERIES @TSERIES	314.0 M 350.9 B
03	COCOMELON - NURSERY ... @COCOMELON	202.0 M 225.4 B
04	SET INDIA @SETINDIA	189.0 M 190.9 B
05	VLAD AND NIKI @VLADANDNIKI	150.0 M 122.5 B
06	STOKES TWINS @STOKESTWINS	143.0 M 32.2 B
07	✿ KIDS DIANA SHOW @KIDSDIANASHOW	138.0 M 125.5 B
08	김프로KIMPRO @KIMPRO828	134.0 M 151.4 B
09	LIKE NASTYA @LIKENASTYAOFFICIAL	133.0 M 122.4 B
10	ZEE MUSIC @ZEEMUSICCOMPANY	122.0 M 90.2 B
11	ALEJO IGOA @ALEJOIGOA	120.0 M 36.3 B
12	WWE @WWE	113.0 M 106.1 B
13	GOLDMINES @GOLDMINESTELEFILMS	110.0 M 32.4 B
14	PEWDIEPIE @PEWDIEPIE	110.0 M 29.5 B
15	SONY SAB @SONYSAB	106.0 M 146.4 B
16	ALAN CHIKIN CHOW @ALANCHIKINCHOW	101.0 M 63.6 B
17	BLACKPINK @BLACKPINK	101.0 M 42.6 B
18	ZEE TV @ZEETV	98.6 M 119.8 B
19	CHUCHU TV NURSERY ... @CHUCHUTV	98.1 M 60.1 B
20	TOPPER GUILD @TOPPERGUILD	94.4 M 34.8 B
21	A4 @A4A4A4A4	92.6 M 37.8 B
22	KL BRO BIJU RITHVIK @KLBROBIJURITHVIK1	87.7 M 108.1 B
23	BANGTANTV @BTS	85.5 M 28.8 B
24	ZAMZAM BROTHERS ... @ZAMZAM_BROTHERSS_OFFICIAL	85.0 M 43.8 B
25	PINKFONG @PINKFONG	84.9 M 56.8 B
26	TOYS AND COLORS @TOYSANDCOLORS	82.9 M 120.9 B
27	UR · CRISTIANO @CRISTIANO	82.9 M 1.6 B
28	T-SERIES BHAKTI SAGAR @TSERIESBHAKTISAGAR	82.5 M 49.1 B
29	COLORS TV @COLORSTV	82.3 M 2.4 B
30	HYBE LABELS @HYBELABELS	82.2 M 47.6 B
31	TIPS OFFICIAL @TIPSOFFICIAL	82.1 M 58.0 B
32	MARK ROBER @MARKROBER	81.0 M 18.4 B
33	5-MINUTE CRAFTS @5MINUTECRAFTSYOUTUBE	80.6 M 28.6 B
34	ZHONG @ZHONG	79.8 M 26.6 B
35	JUSTIN BIEBER @JUSTINBIEBER	79.1 M 38.6 B
36	FEDE VIGEVANI @FEDEVIGEVANI	77.3 M 27.8 B
37	BISPO BRUNO LEONARDO @BISPOBRUNOLEONARDO	76.0 M 12.0 B
38	ISSEI / いっせい @ISSEI0806	75.9 M 61.6 B
39	AAJ TAK @AAJTAK	75.5 M 48.1 B
40	SHEMAROO FILMI GAANE @FILMIGAANE	74.8 M 36.2 B

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. DATA COLLECTED IN AUGUST 2026. **NOTES:** SUBSCRIBER NUMBERS ROUNDED AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "SUBSCRIBERS" COLUMN, "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. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** SUBSCRIBER AND VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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TOP YOUTUBE CHANNELS BY TOTAL VIDEO VIEWS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF CUMULATIVE VIDEO VIEWS



GLOBAL OVERVIEW

#	CHANNEL	TOTAL VIEWS *VIEWS PER VIDEO*
01	T-SERIES *@TSERIES*	350.9 B *13.1 M*
02	COCOMELON - NURSERY ... *@COCOMELON*	225.4 B *108.3 M*
03	SET INDIA *@SETINDIA*	190.9 B *1.1 M*
04	김프로KIMPRO *@KIMPRO828*	151.4 B *35.0 M*
05	SONY SAB *@SONYSAB*	146.4 B *1.3 M*
06	MRBEAST *@MRBEAST*	135.9 B *136.6 M*
07	✿ KIDS DIANA SHOW *@KIDSDIANASHOW*	125.5 B *74.0 M*
08	VLAD AND NIKI *@VLADANDNIKI*	122.5 B *117.3 M*
09	LIKE NASTYA *@LIKENASTYAOFFICIAL*	122.4 B *111.9 M*
10	TOYS AND COLORS *@TOYSANDCOLORS*	120.9 B *63.4 M*
11	ZEE TV *@ZEETV*	119.8 B *0.5 M*
12	ANAYA KANDHAL *@ANAYAKANDHAL*	113.7 B *25.8 M*
13	KL BRO BIJU RITHVIK *@KLBROBIJURITHVIK1*	108.1 B *27.5 M*
14	WWE *@WWE*	106.1 B *1.1 M*
15	SIERRA & RHIA FAM *@SIERRARHIAFAM*	100.2 B *40.3 M*
16	ZEE MUSIC *@ZEEMUSICCOMPANY*	90.2 B *5.4 M*
17	HAR PAL GEO *@HARPALGEOOFFICIAL*	84.3 B *0.4 M*
18	SONY MUSIC INDIA *@SONYMUSICINDIA*	83.9 B *6.8 M*
19	ARY DIGITAL HD *@ARYDIGITALASIA*	77.0 B *0.3 M*
20	JASMIN AND JAMES *@JASMINANDJAMES*	74.4 B *3.2 M*
21	EL REINO INFANTIL *@ELREINOINFANTIL*	74.4 B *34.3 M*
22	ZACK D. FILMS *@ZACKDFILMS*	73.5 B *19.7 M*
23	DIARY OF 4 *@DIARYOF4*	73.2 B *11.1 M*
24	CADEL AND MIA *@CADELANDMIA*	72.8 B *4.2 M*
25	MOVIECLIPS *@MOVIECLIPS*	70.4 B *1.6 M*
26	DANGAL TV CHANNEL *@DANGALTVCHANNEL*	68.1 B *1.3 M*
27	THE GEETA GURJAR *@THEGEETAGURJAR*	67.6 B *15.6 M*
28	STARPLUS *@STARPLUS*	66.8 B *0.5 M*
29	ALFREDO LARIN *@ALFREDOLARIN*	64.1 B *28.1 M*
30	RYAN'S WORLD *@RYANSWORLD*	63.7 B *16.5 M*
31	ALAN CHIKIN CHOW *@ALANCHIKINCHOW*	63.6 B *36.0 M*
32	SUPER SIMPLE SONGS *@SUPERSIMPLESONGS*	63.3 B *70.6 M*
33	CELINE DEPT *@CELINEDEPT*	62.9 B *26.7 M*
34	MAVIGADGET *@MAVIGADGETS*	62.2 B *5.1 M*
35	ISSEI / いっせい *@ISSEI0806*	61.6 B *13.9 M*
36	J HOUSE JR. *@JHOUSEJR.*	60.5 B *7.0 M*
37	VIJAY TELEVISION *@VIJAYTELEVISION*	60.3 B *0.4 M*
38	YRF *@YRF*	60.2 B *11.8 M*
39	CHUCHU TV NURSERY ... *@CHUCHUTV*	60.1 B *53.5 M*
40	ABS-CBN ENTERTAINMENT *@ABSCBNENTERTAINMENT*	59.6 B *0.2 M*

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. DATA COLLECTED IN AUGUST 2026. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "TOTAL VIEWS" COLUMN, "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. CHANNEL NAMES ENDING WITH "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. **COMPARABILITY:** VIEW COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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MOST VIEWED YOUTUBE VIDEOS

YOUTUBE VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



GLOBAL OVERVIEW

#	YOUTUBE CHANNEL – "VIDEO TITLE"	VIEWS	UPLOADED	LIKES
01	PINK FONG – "BABY SHARK DANCE"	17,194,200,000	18 JUN 2016	46,000,000
02	COCOMELON - NURSERY RHYMES – "WHEELS ON THE BUS"	9,229,500,000	24 MAY 2018	22,000,000
03	LUIS FONSI FEAT. DADDY YANKEE – "DESPACITO"	9,093,500,000	13 JAN 2017	56,000,000
04	COCOMELON - NURSERY RHYMES – "BATH SONG"	7,556,200,000	2 MAY 2018	17,000,000
05	LOOLOO KIDS – "JOHNY JOHNY YES PAPA"	7,227,300,000	8 OCT 2016	19,000,000
06	WIZ KHALIFA FEAT. CHARLIE PUTH – "SEE YOU AGAIN"	7,057,700,000	7 APR 2015	46,000,000
07	CHUCHU TV NURSERY RHYMES & KIDS SONGS – "PHONICS SONG WITH TWO WORDS"	7,050,100,000	7 MAR 2014	[N/A]
08	ED SHEERAN – "SHAPE OF YOU"	6,777,700,000	30 JAN 2017	35,000,000
09	CRAZY FROG – "AXEL F"	6,086,800,000	17 JUN 2009	21,000,000
10	PSY – "GANGNAM STYLE"	6,020,300,000	15 JUL 2012	32,000,000

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON YOUTUBE. DATA COLLECTED IN AUGUST 2026. **NOTES:** VIEW COUNTS HAVE BEEN ROUNDED TO THE NEAREST 100,000. "LIKE" COUNTS ARE ROUNDED AT SOURCE. **COMPARABILITY:** VIEW AND LIKE COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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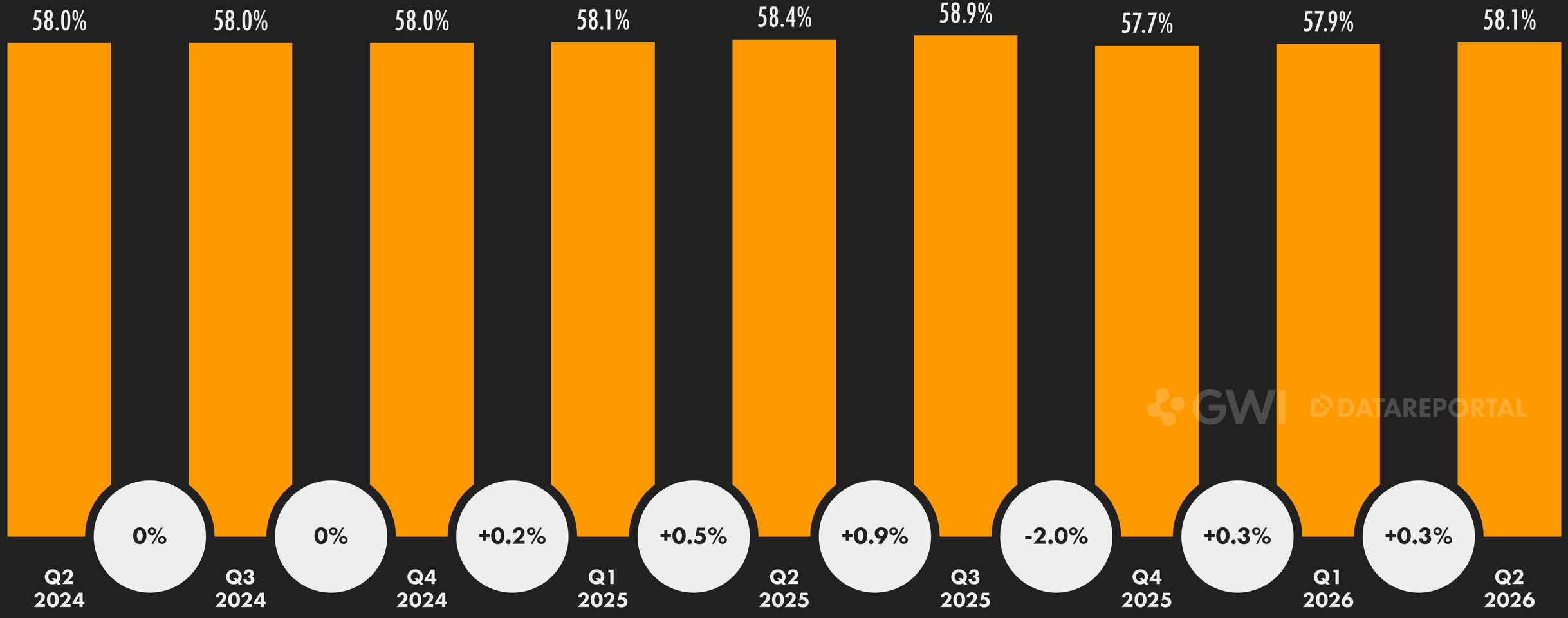
FACEBOOK

OCT 2026

FACEBOOK USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

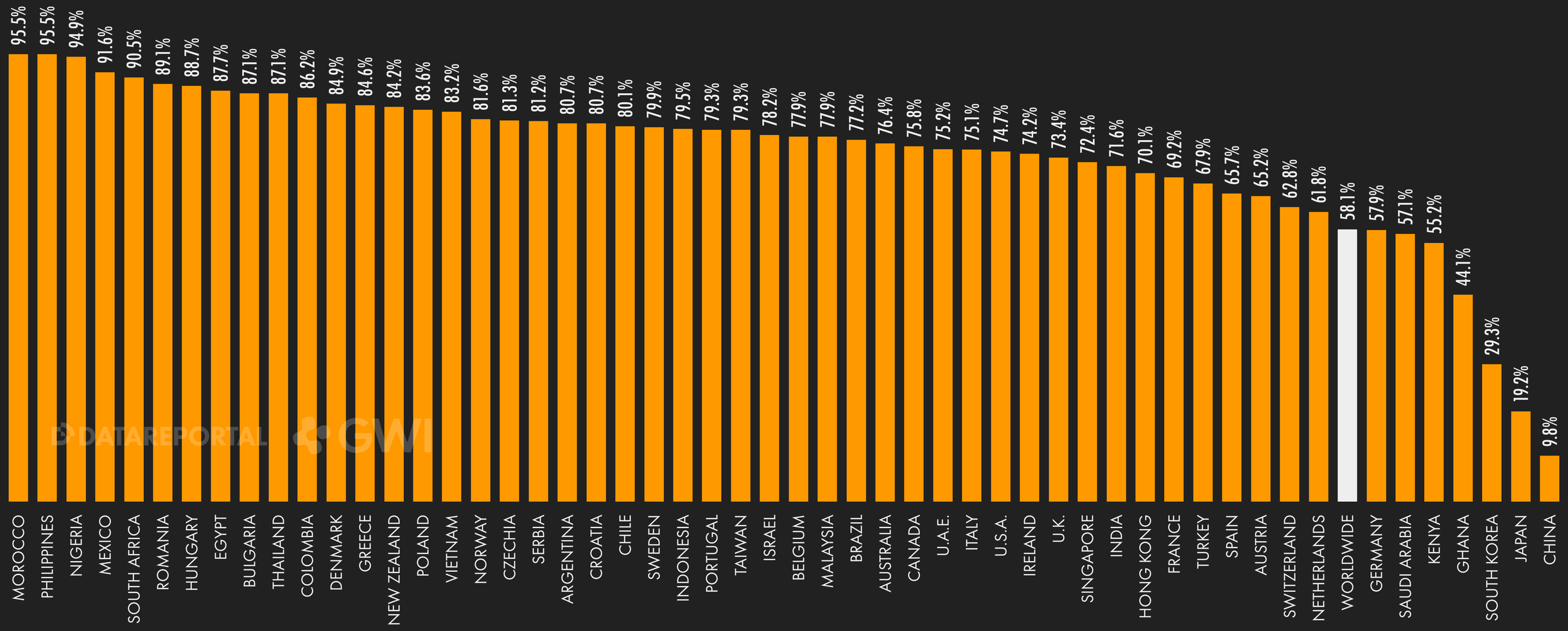
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FACEBOOK USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

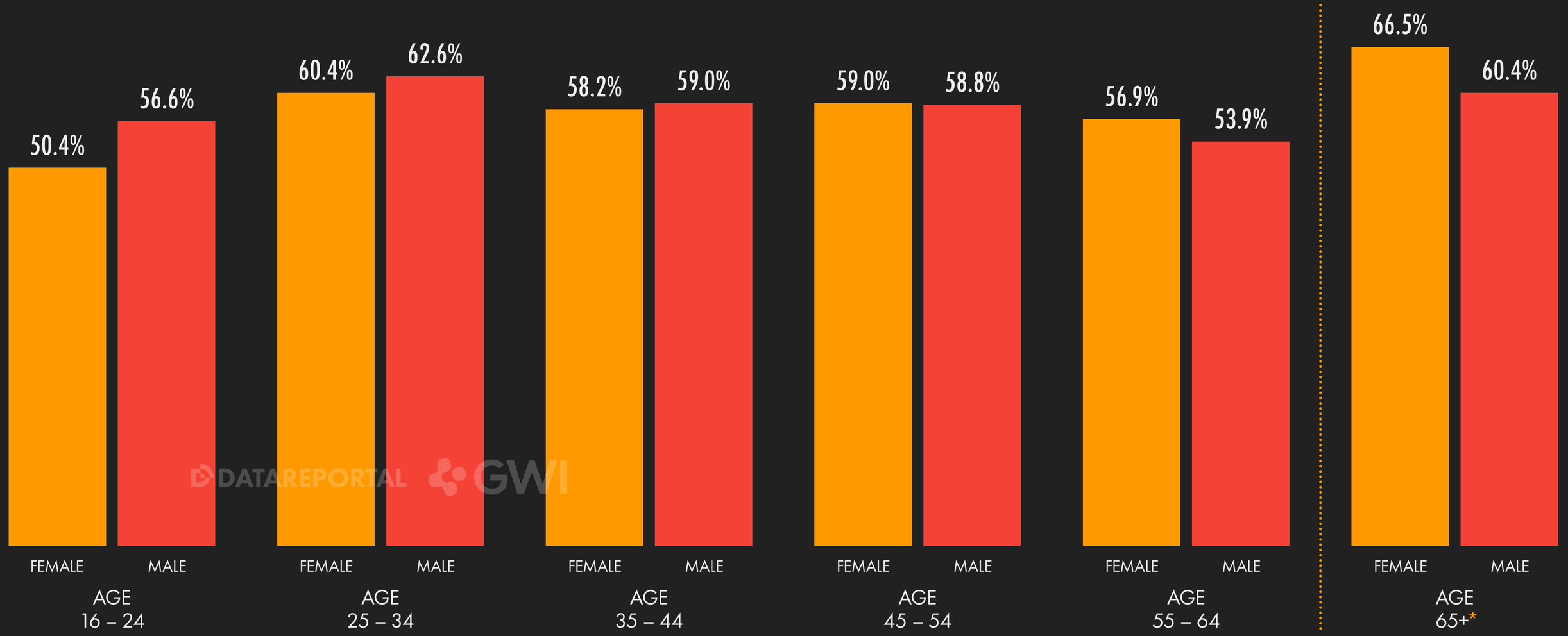
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FACEBOOK USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED FACEBOOK AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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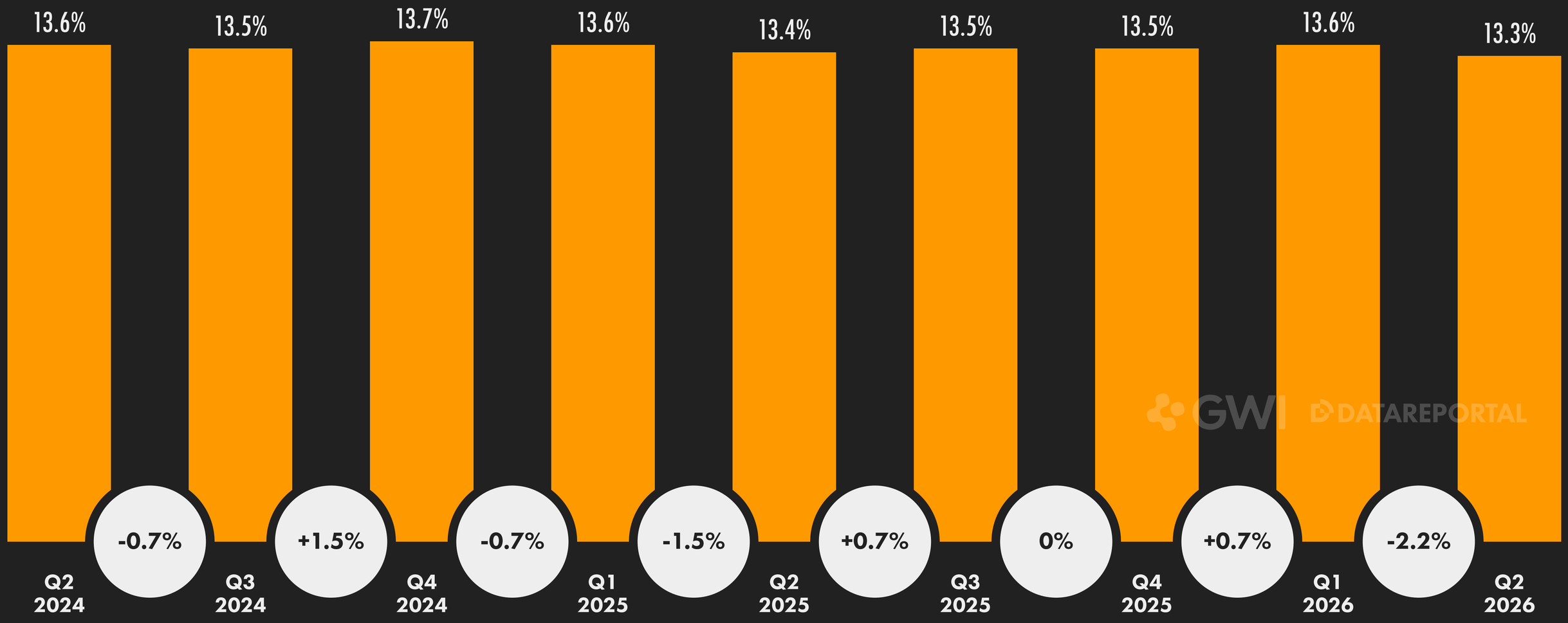
OCT 2026

FAVOURITE SOCIAL PLATFORM: FACEBOOK

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



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

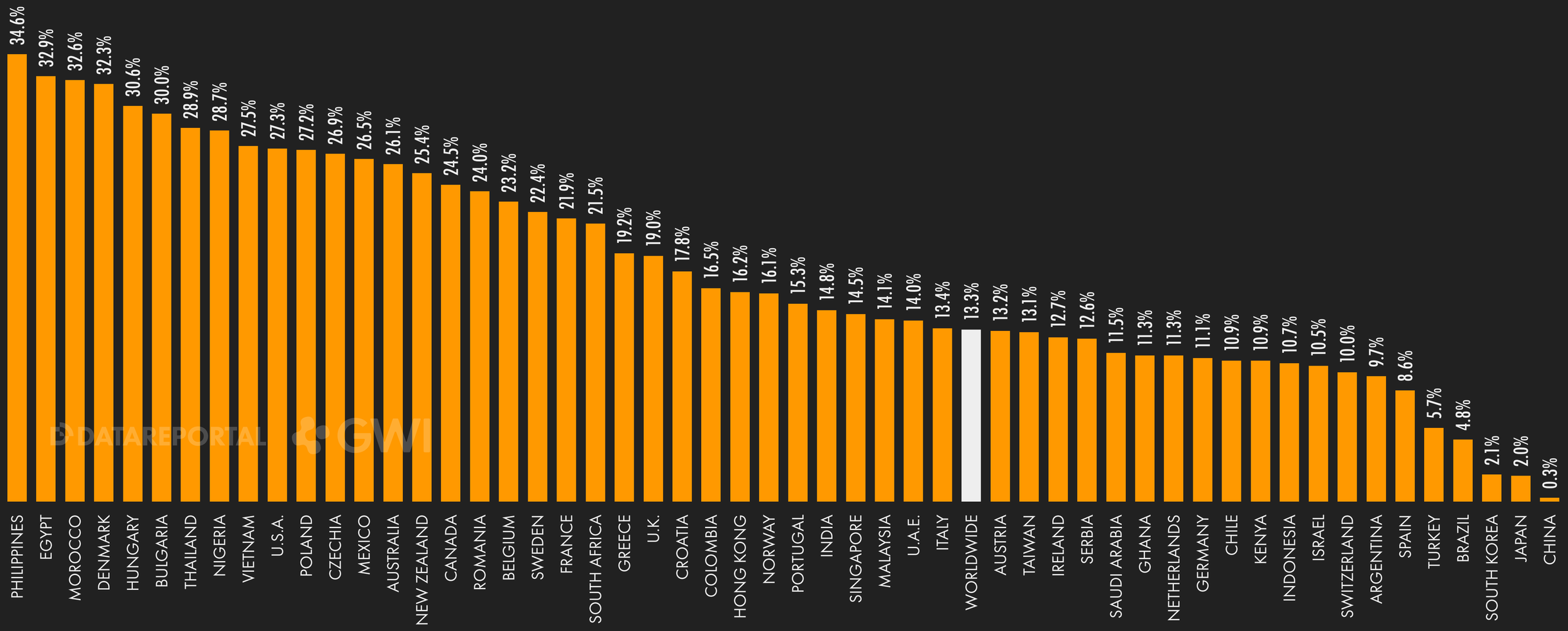
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FAVOURITE SOCIAL PLATFORM: FACEBOOK

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

GLOBAL OVERVIEW



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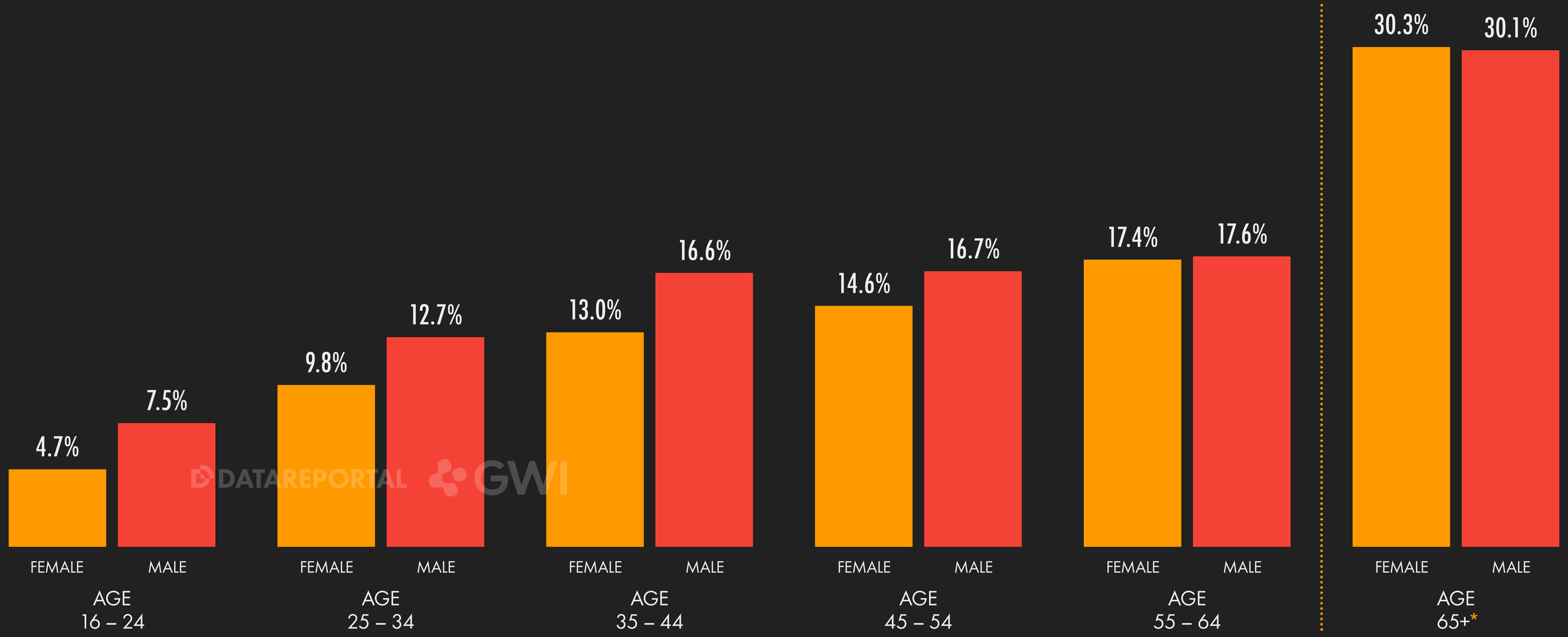
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FAVOURITE SOCIAL PLATFORM: FACEBOOK

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT FACEBOOK IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



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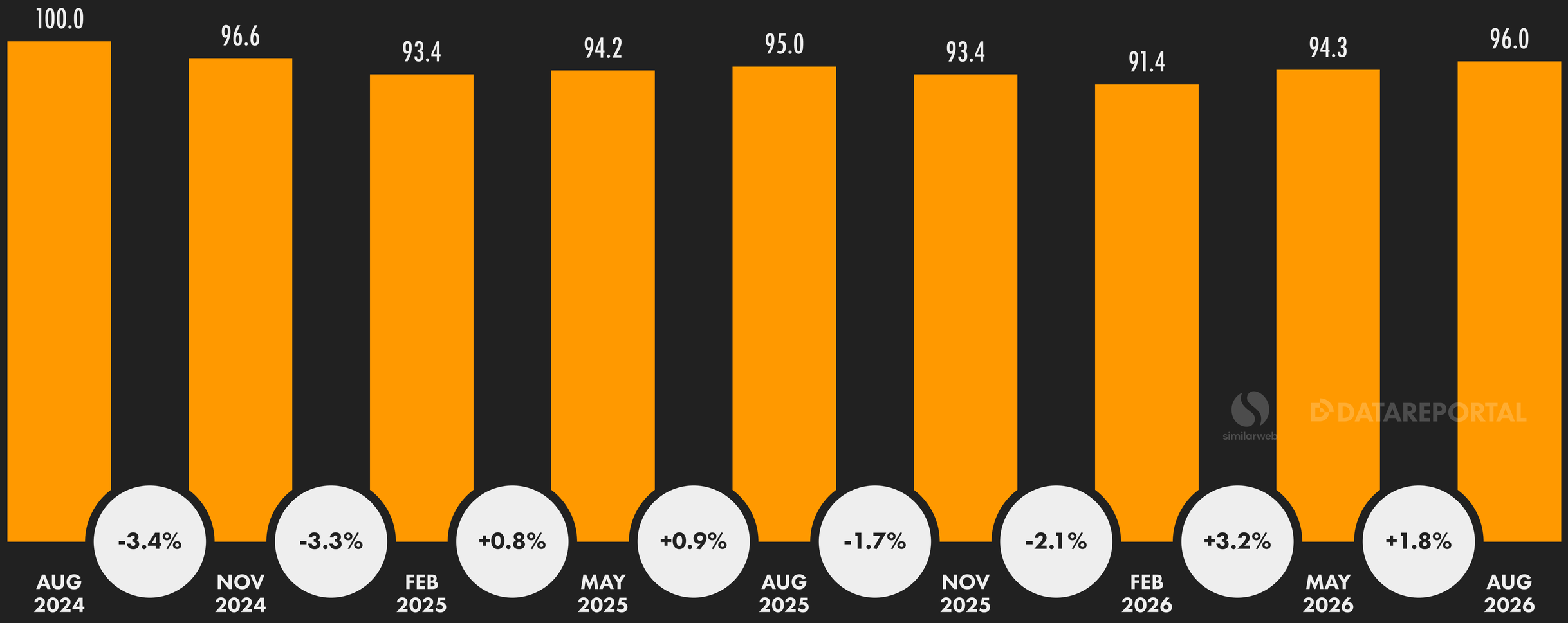
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FACEBOOK: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

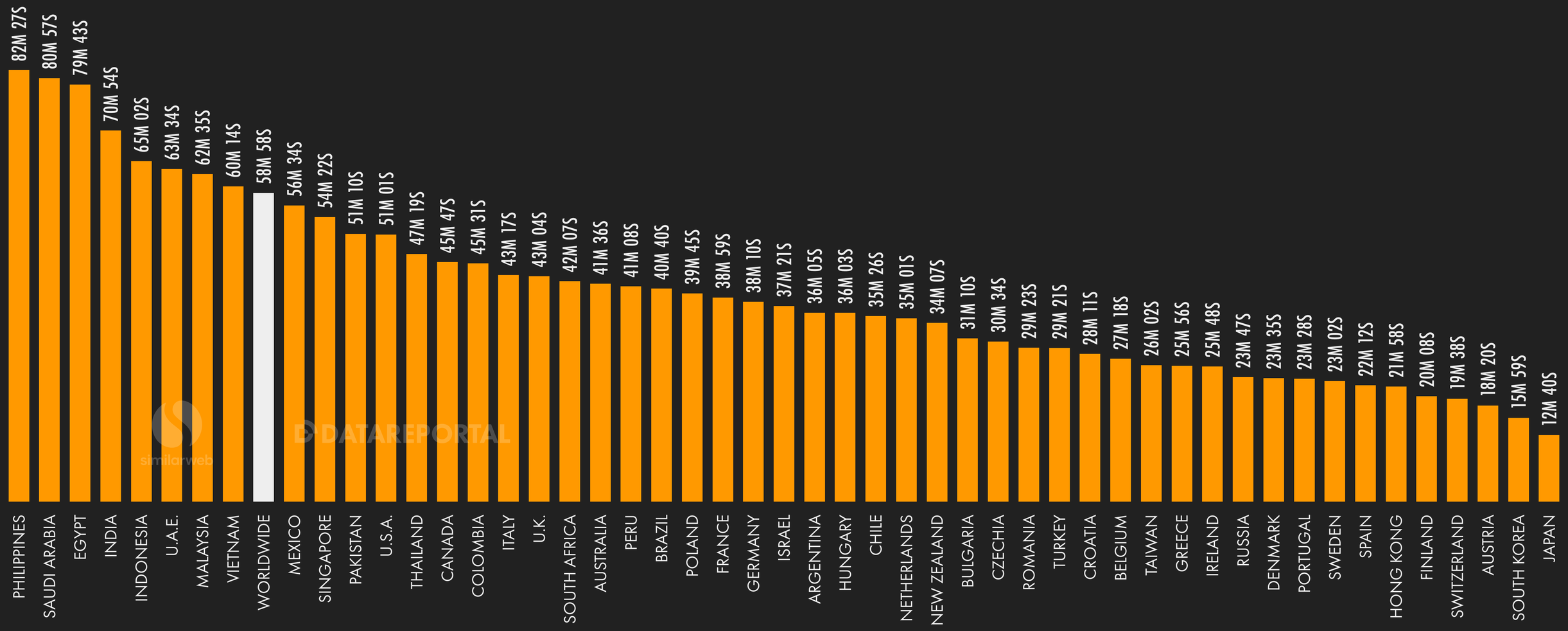
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FACEBOOK: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

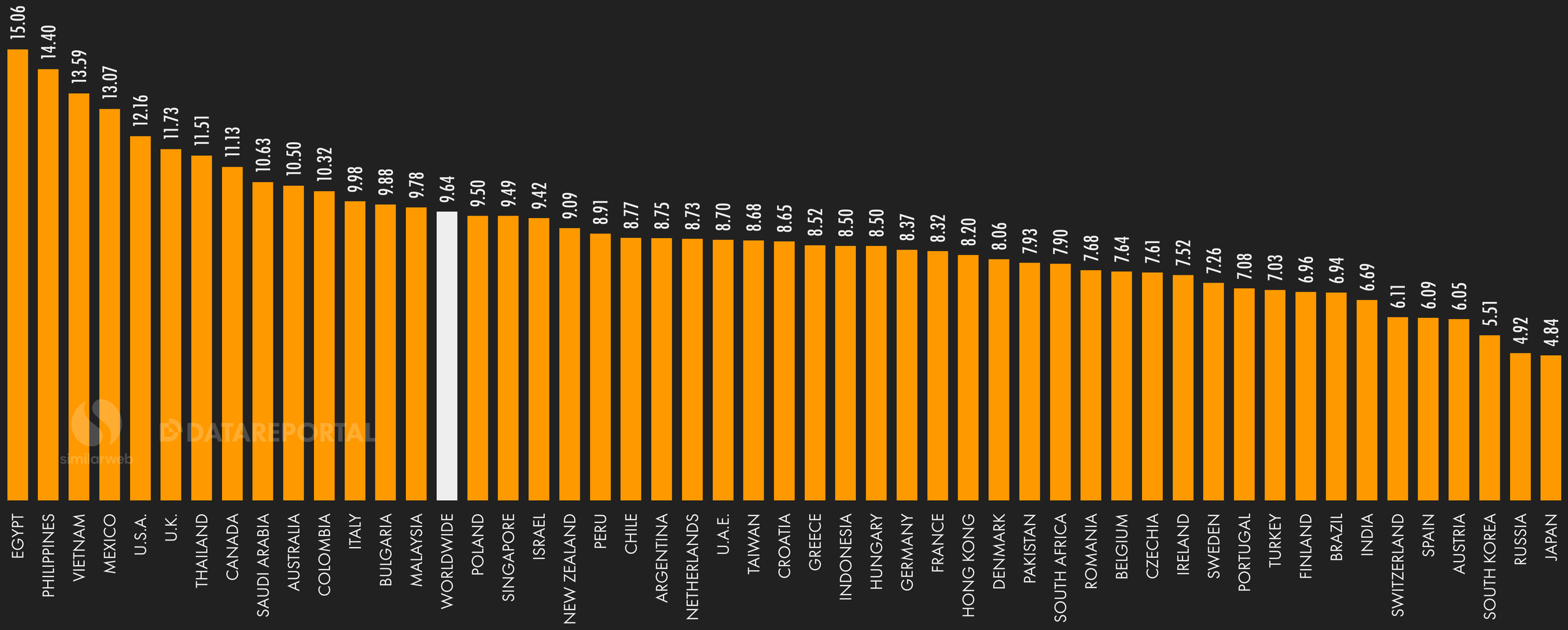
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FACEBOOK: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK

2.32
BILLION

FACEBOOK AD REACH vs. TOTAL POPULATION

27.9%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS

37.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-3.1%
-75 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

-1.1%
-26 MILLION

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

43.1%

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

56.3%

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

39.3%

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

33.7%

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

44.5%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. FIGURES FOR ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES, AND MAY NOT CORRELATE WITH OVERALL ADOPTION. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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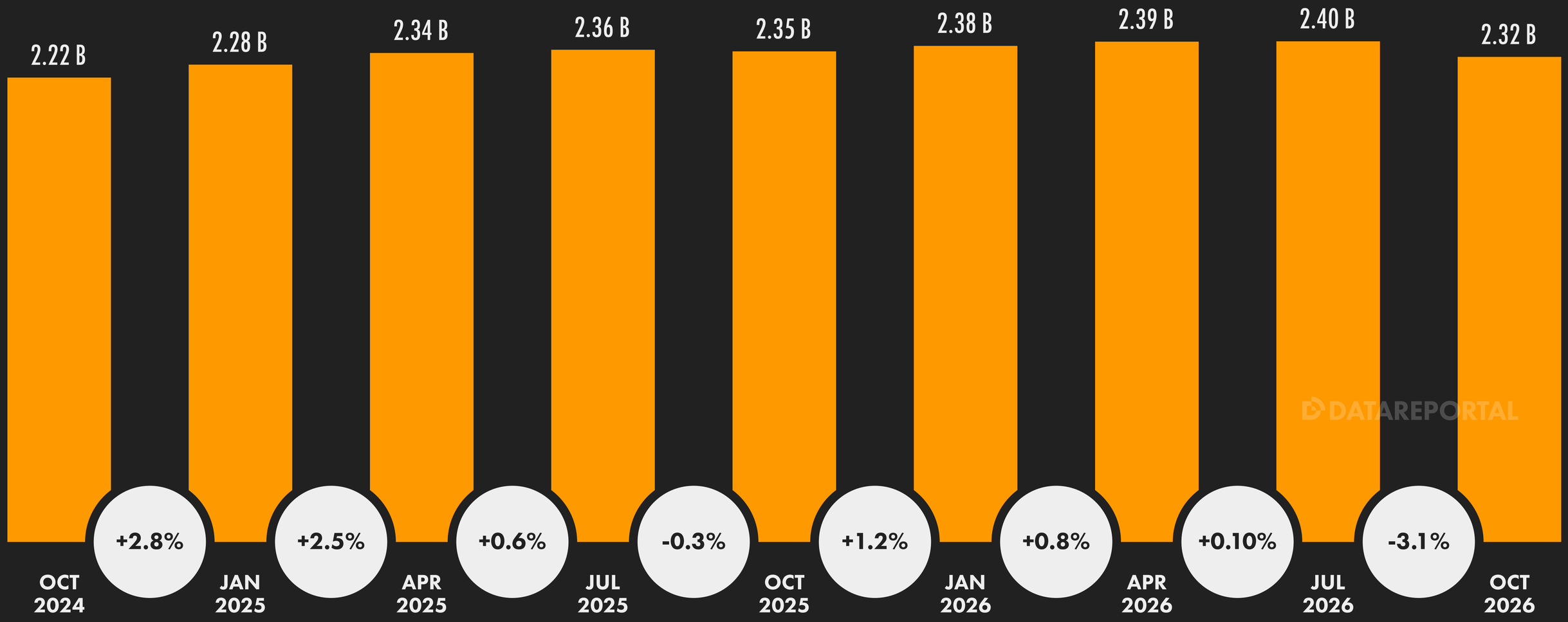
FACEBOOK: REPORTED ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; MANOCHI 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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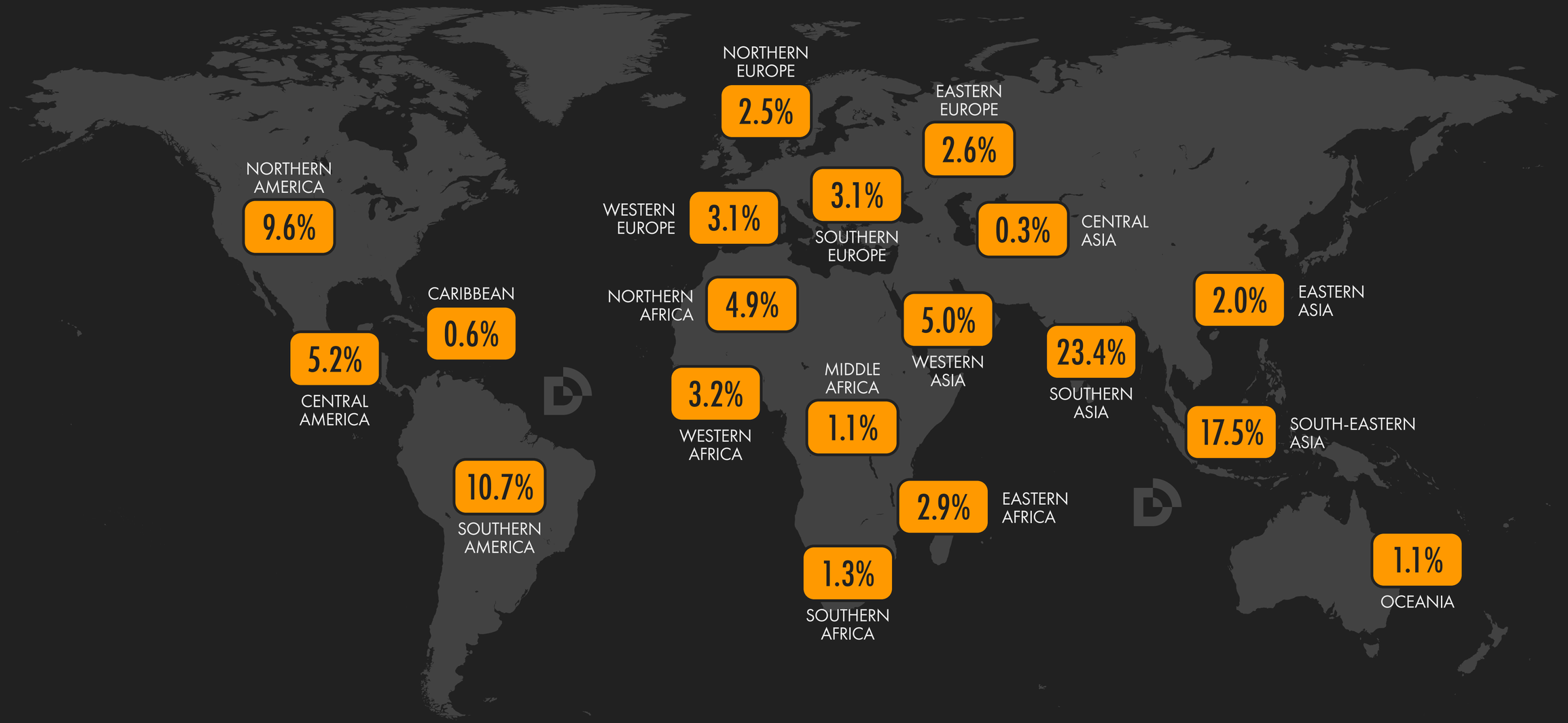
SHARE OF FACEBOOK ADVERTISING AUDIENCE

POTENTIAL FACEBOOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL FACEBOOK ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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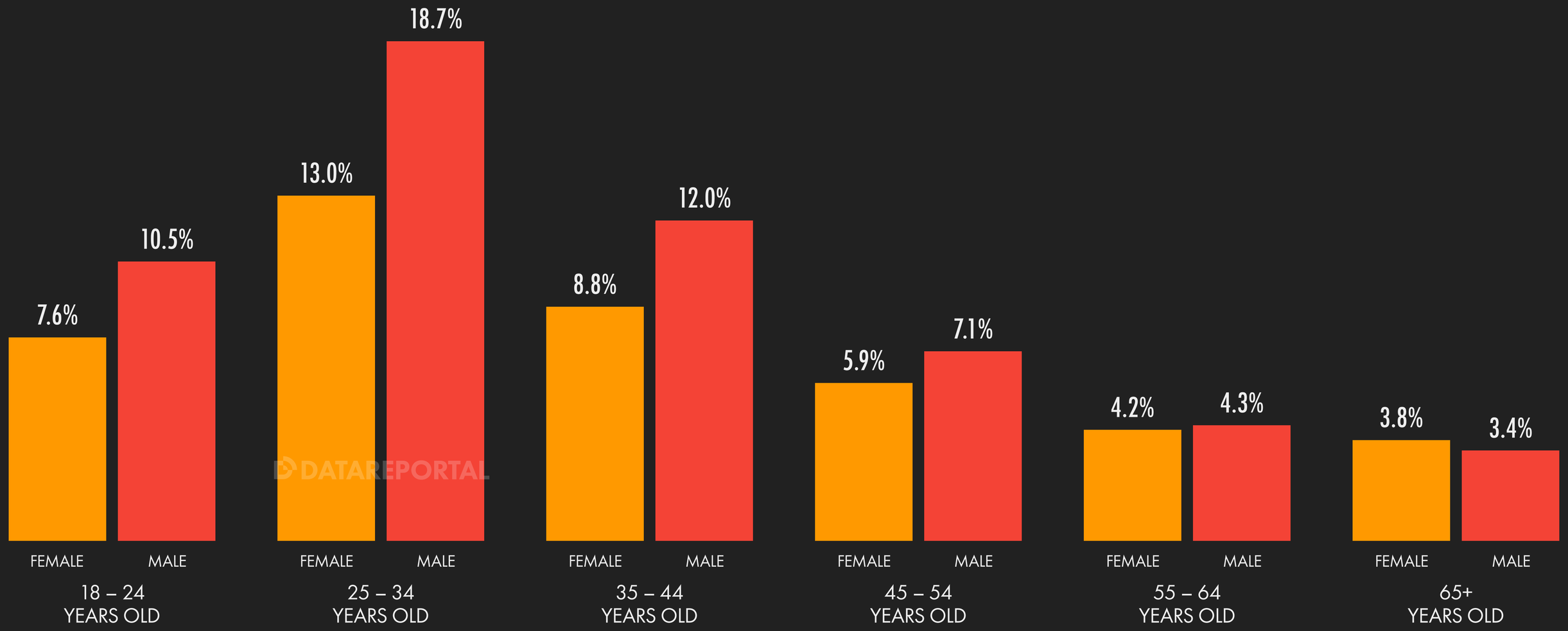
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FACEBOOK: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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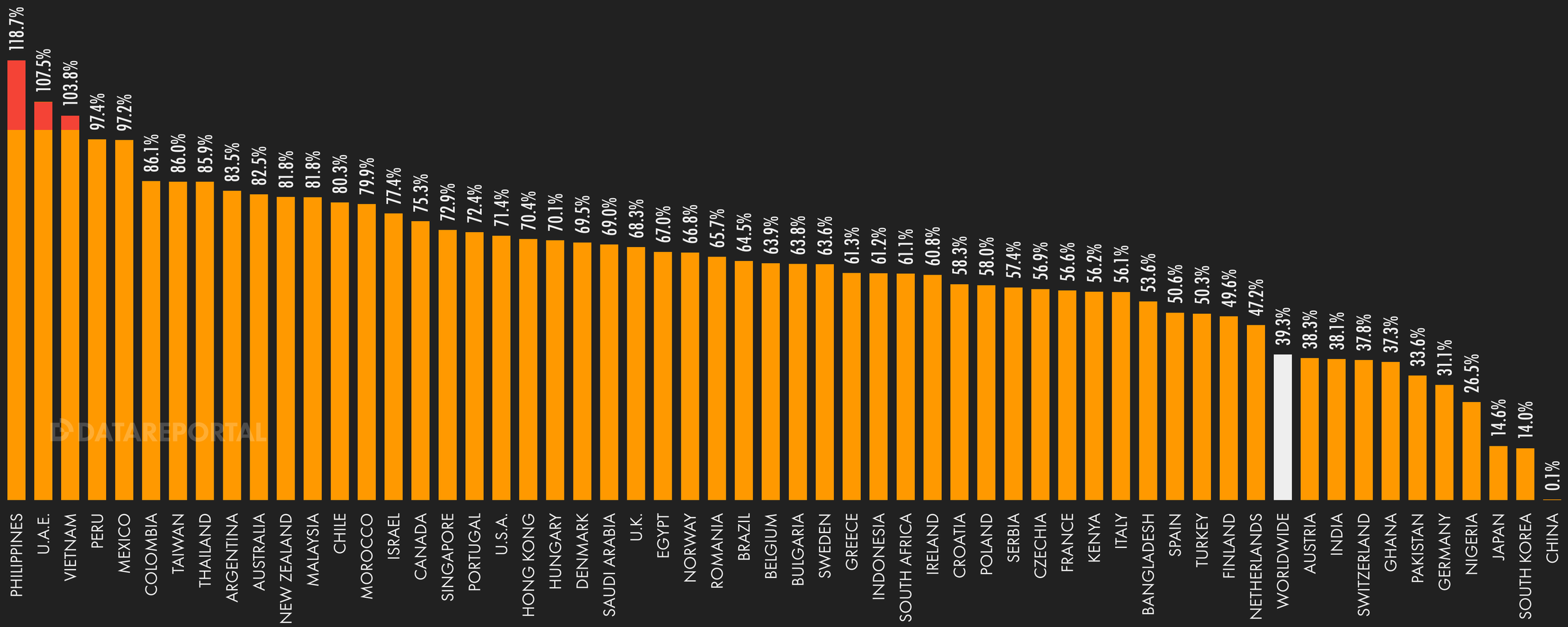
OCT 2026

FACEBOOK ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF FACEBOOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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FACEBOOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	400,350,000	-2.1%
02	UNITED STATES OF AMERICA	197,850,000	-1.3%
03	INDONESIA	125,650,000	-4.7%
04	BRAZIL	106,000,000	-1.8%
05	PHILIPPINES	94,700,000	-5.4%
06	MEXICO	92,350,000	-2.9%
07	VIETNAM	77,550,000	-3.2%
08	BANGLADESH	64,100,000	-5.2%
09	EGYPT	50,950,000	-2.7%
10	THAILAND	50,700,000	-2.6%

#	LOCATION	TOTAL REACH	▲QOQ
11	PAKISTAN	50,250,000	-5.5%
12	UNITED KINGDOM	38,050,000	-1.8%
13	COLOMBIA	35,400,000	-2.2%
14	NIGERIA	34,150,000	-9.5%
15	TURKEY	33,200,000	-1.3%
16	FRANCE	30,350,000	-2.1%
17	ARGENTINA	28,750,000	-1.4%
18	ITALY	28,300,000	-0.7%
19	SOUTH AFRICA	27,850,000	-3.8%
20	ALGERIA	26,000,000	-6.3%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2026

FACEBOOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE FACEBOOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	NAURU	146.7%*	10,000
02	COOK ISLANDS	129.4%*	12,000
03	MARSHALL ISLANDS	126.4%*	26,000
04	LIBYA	124.1%*	6,400,000
05	CAMBODIA	119.7%*	14,150,000
06	PHILIPPINES	118.7%*	94,700,000
07	MONGOLIA	115.1%*	2,600,000
08	GUYANA	109.7%*	608,000
09	TONGA	108.6%*	66,000
10	UNITED ARAB EMIRATES	107.5%*	10,200,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	PALAU	107.1%*	15,000
12	GEORGIA	106.1%*	3,050,000
13	VIETNAM	103.8%*	77,550,000
14	ARUBA	102.0%*	88,000
15	MALDIVES	99.8%	410,000
16	TURKS & CAICOS IS.	98.7%	38,000
17	PERU	97.4%	24,500,000
18	MEXICO	97.2%	92,300,000
19	GREENLAND	95.2%	40,000
20	QATAR	94.8%	2,500,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. VALUES BY AGE MAY NOT CORRELATE WITH TOTALS DUE TO SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2026

FACEBOOK'S TOP CITIES

URBAN AREAS WITH THE LARGEST FACEBOOK ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

CITIES WITH THE LARGEST FACEBOOK AD AUDIENCES

#	CITY	CITY ONLY	CITY +40KM
01	DHAKA	20,450,000	27,850,000
02	DELHI	16,200,000	25,050,000
03	BANGKOK	13,800,000	18,300,000
04	HO CHI MINH CITY	12,450,000	18,300,000
05	CAIRO	12,050,000	21,900,000
06	MEXICO CITY	11,100,000	18,550,000
07	KOLKATA	10,600,000	15,600,000
08	BANGALORE	10,550,000	12,800,000
09	PHNOM PENH	10,400,000	11,100,000
10	LIMA	10,000,000	10,700,000

BROADER METRO AREAS WITH THE LARGEST FACEBOOK AD AUDIENCES

#	BROADER METRO AREA	CITY +40KM	CITY ONLY
01	MANILA	29,300,000	3,800,000
02	QUEZON CITY	28,200,000	5,850,000
03	DHAKA	27,850,000	20,450,000
04	DELHI	25,050,000	16,200,000
05	CAIRO	21,900,000	12,050,000
06	GIZA	21,300,000	1,500,000
07	MEXICO CITY	18,550,000	11,100,000
08	BEKASI	18,400,000	3,150,000
09	BANGKOK	18,300,000	13,800,000
10	HO CHI MINH CITY	18,300,000	12,450,000

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
COMPARABILITY: BASE REVISIONS. SEE NOTES ON DATA.

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OCT 2026

FACEBOOK USERS BY LANGUAGE

SHARE OF FACEBOOK'S ADVERTISING AUDIENCE BY LANGUAGE

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



GLOBAL OVERVIEW

#	LANGUAGE	AUDIENCE	SHARE
01	ENGLISH	2,355,050,000	100.0%
02	HINDI	369,600,000	15.7%
03	SPANISH	359,350,000	15.3%
04	ARABIC	226,900,000	9.6%
05	FRENCH	152,450,000	6.5%
06	BENGALI	147,900,000	6.3%
07	INDONESIAN	138,750,000	5.9%
08	PORTUGUESE	133,450,000	5.7%
09	FILIPINO	102,200,000	4.3%
10	VIETNAMESE	83,800,000	3.6%

#	LANGUAGE	AUDIENCE	SHARE
11	URDU	72,050,000	3.1%
12	JAVANESE	71,500,000	3.0%
13	THAI	61,500,000	2.6%
14	PUNJABI	57,550,000	2.4%
15	SWAHILI	42,850,000	1.8%
16	CHINESE*	40,900,000	1.7%
17	SIMPLIFIED CHINESE (CN)	40,700,000	1.7%
18	GERMAN	39,300,000	1.7%
19	TURKISH	39,300,000	1.7%
20	TRADITIONAL CHINESE (TW)	39,050,000	1.7%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE VALUES BASED ON META'S DETERMINATION OF USERS THAT CAN UNDERSTAND ADS IN EACH STATED LANGUAGE. META MAY DETERMINE THAT AN INDIVIDUAL USER CAN UNDERSTAND MORE THAN ONE LANGUAGE, SO "SHARE" VALUES MAY SUM TO MORE THAN 100%. AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** LANGUAGE UNDERSTANDING AS DETERMINED BY META; INDIVIDUAL USER PROFICIENCY MAY VARY. LANGUAGE NAMES AND CATEGORISATION AS PER META'S ADVERTISING RESOURCES. (*) VALUE FOR "CHINESE" INCLUDES BOTH TRADITIONAL AND SIMPLIFIED CHINESE. SEE NOTES ON DATA.

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MOST FOLLOWED FACEBOOK PAGES

FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	FACEBOOK PAGE	FOLLOWERS
01	NETFLIX	203 M
02	CRISTIANO RONALDO	174 M
03	SAMSUNG	163 M
04	FACEBOOK	155 M
05	5-MINUTE CRAFTS	147 M
06	MR. BEAN	142 M
07	REAL MADRID C.F.	135 M
08	FC BARCELONA	128 M
09	SHAKIRA	127 M
10	CGTN	126 M

#	FACEBOOK PAGE	FOLLOWERS
11	LIONEL MESSI	118 M
12	WILL SMITH	113 M
13	CHINA DAILY	110 M
14	YOUTUBE	109 M
15	COCA-COLA	107 M
16	META	107 M
17	CHINA XINHUA NEWS	104 M
18	VIN DIESEL	102 M
19	RIHANNA	102 M
20	WWE	102 M

#	FACEBOOK PAGE	FOLLOWERS
21	TASTY	101 M
22	UEFA CHAMPION'S LEAGUE	96 M
23	LA LIGA	93 M
24	NEYMAR JR.	93 M
25	EMINEM	93 M
26	JUSTIN BIEBER	88 M
27	MANCHESTER UNITED	87 M
28	SELENA GOMEZ	85 M
29	PEOPLE'S DAILY, CHINA	84 M
30	MCDONALD'S	82 M

#	FACEBOOK PAGE	FOLLOWERS
31	NATIONAL GEOGRAPHIC TV	81 M
32	FIFA WORLD CUP	79 M
33	TAYLOR SWIFT	78 M
34	GLOBAL TIMES	78 M
35	BADABUN	74 M
36	JASON STATHAM	71 M
37	BLOSSOM	71 M
38	HARRY POTTER	70 M
39	MICHAEL JACKSON	69 M
40	KATY PERRY	69 M

SOURCE: MANOCHI ANALYSIS OF DATA PUBLISHED ON FACEBOOK.COM. DATA COLLECTED IN AUGUST 2026. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "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. FACEBOOK ROUNDS REPORTED VALUES FOR PAGE FOLLOWERS TO THE NEAREST MILLION. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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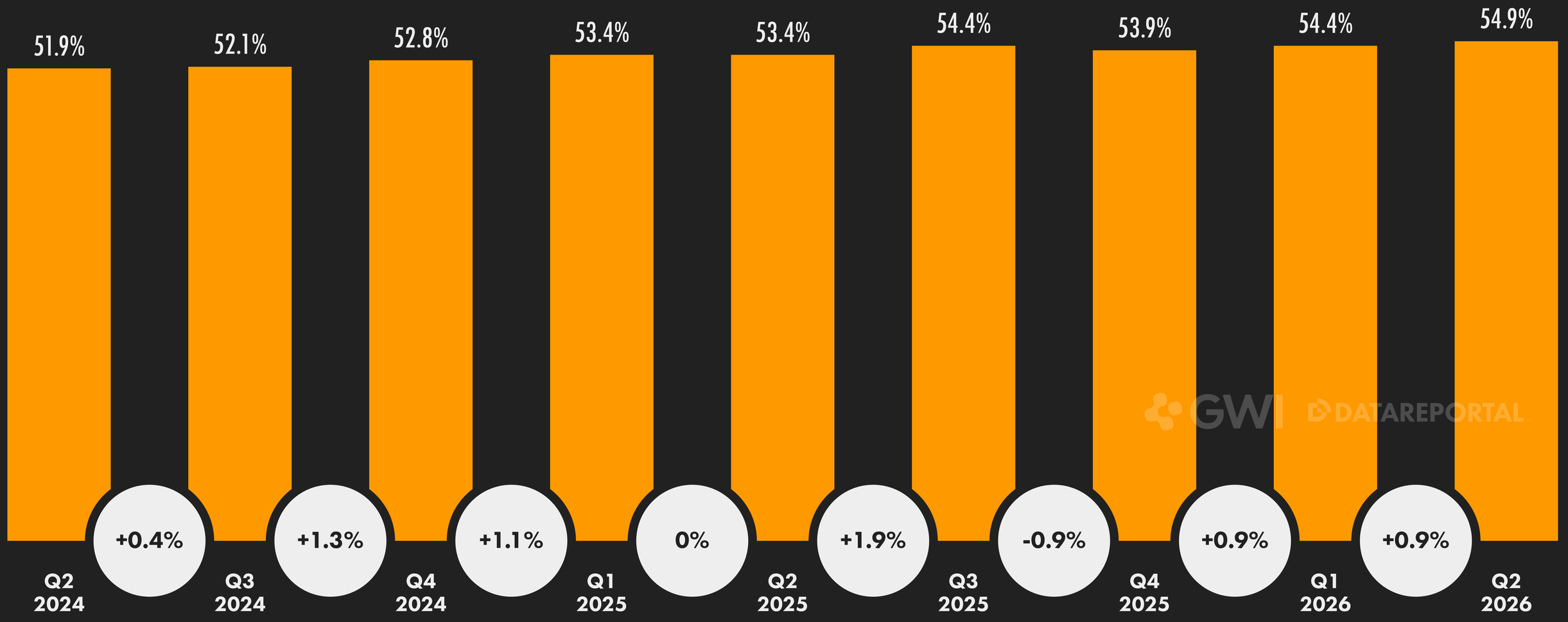
WHATSAPP

OCT 2026

WHATSAPP USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

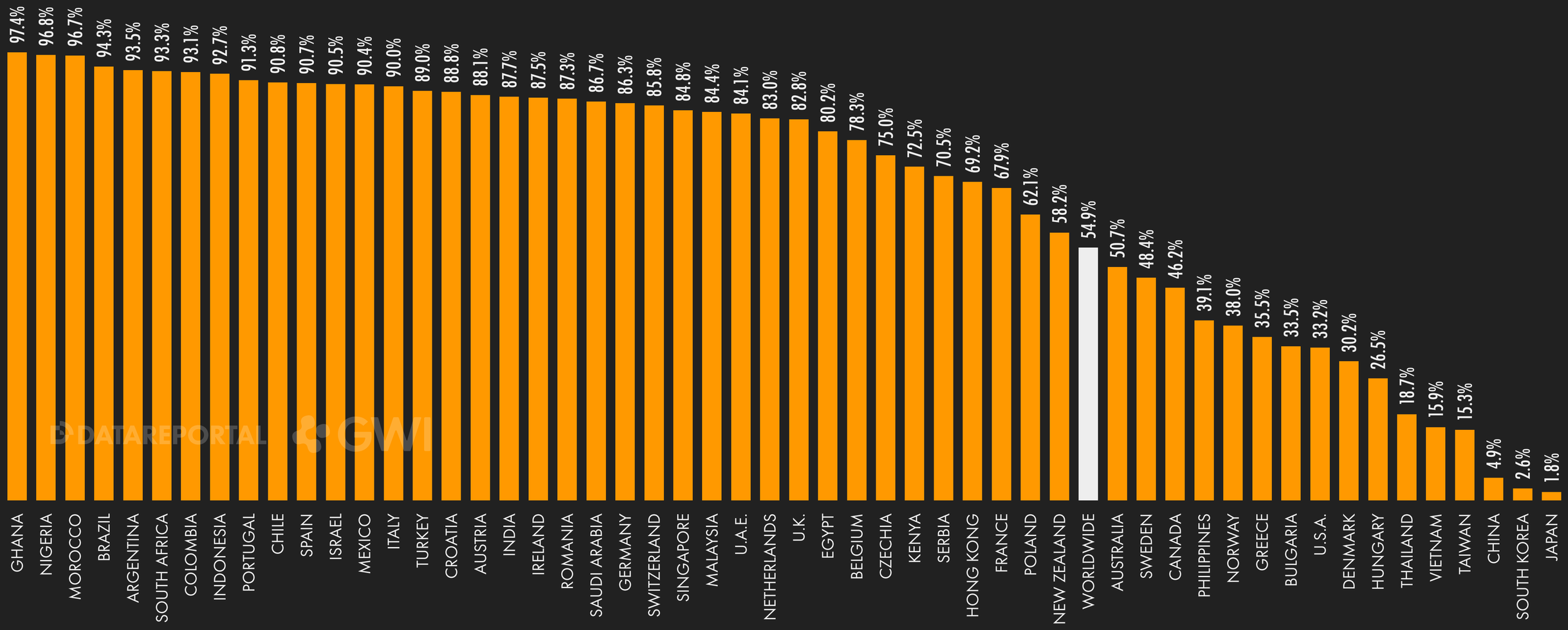
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WHATSAPP USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

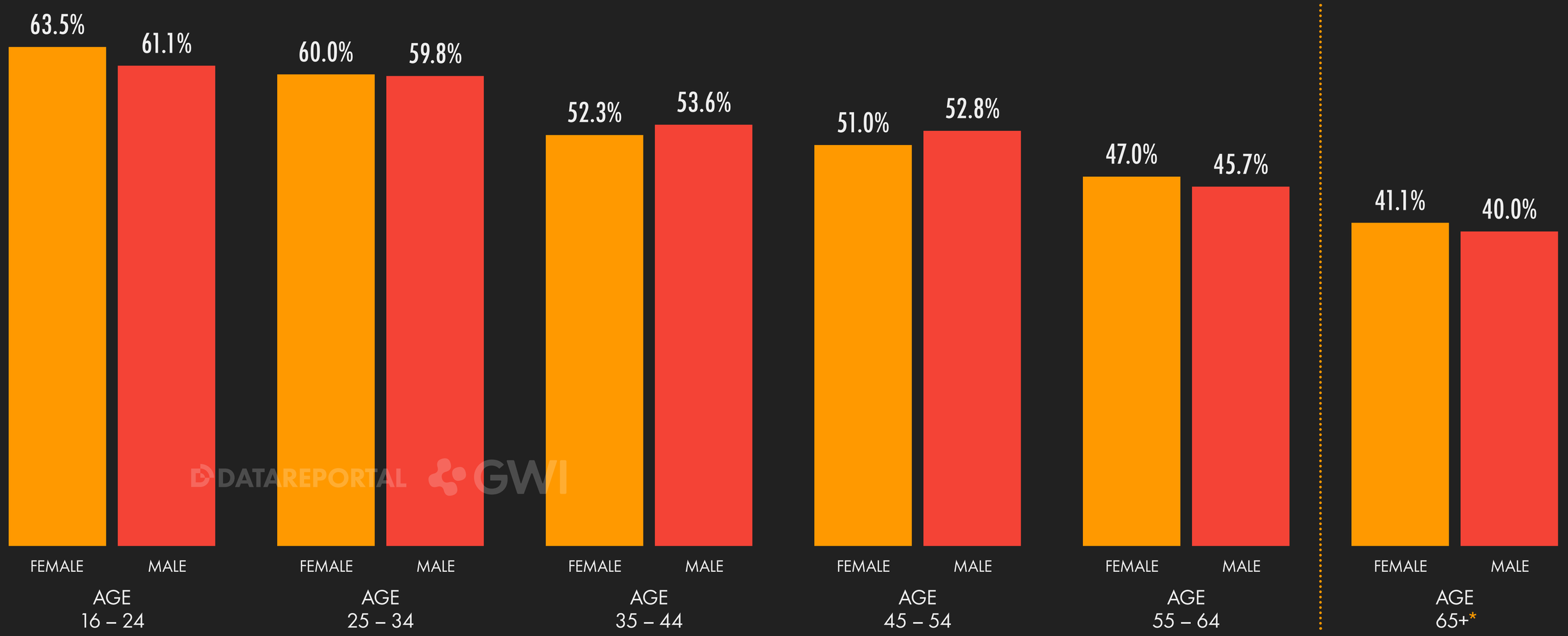
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OCT 2026

WHATSAPP USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED WHATSAPP AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

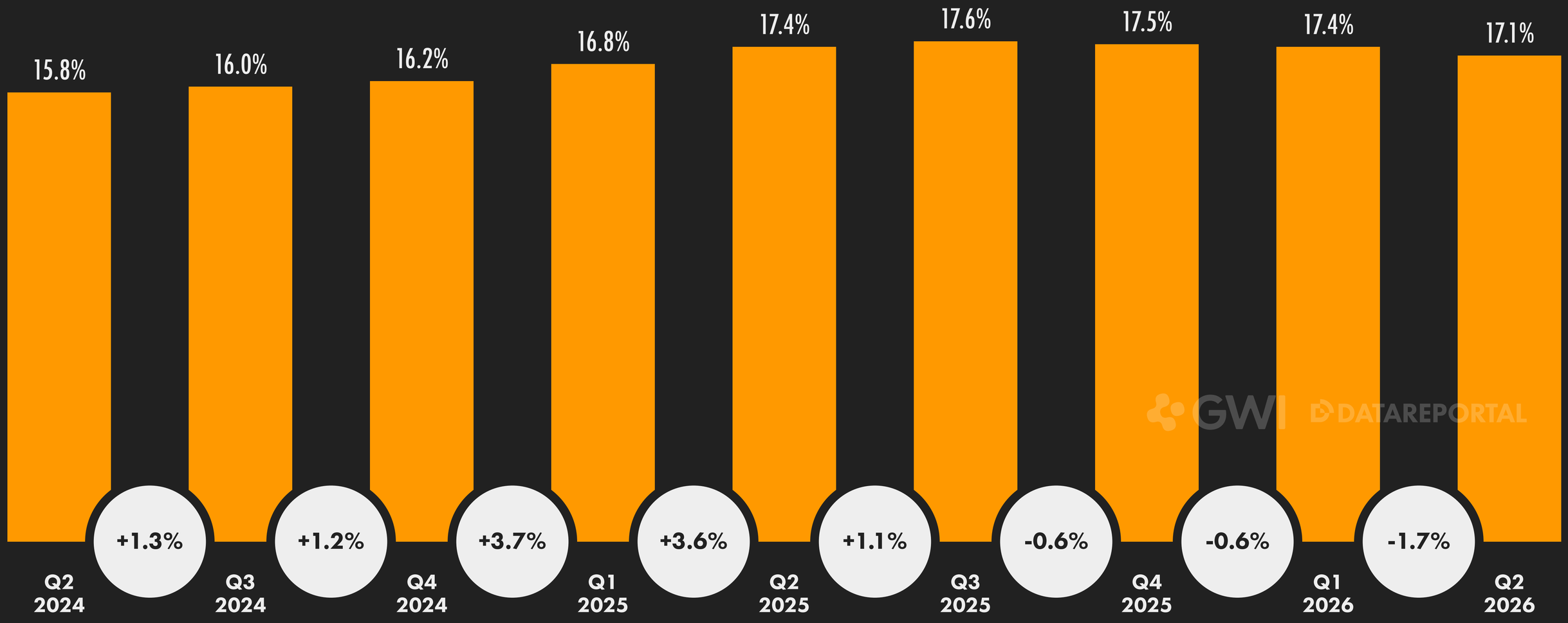
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OCT 2026

FAVOURITE SOCIAL PLATFORM: WHATSAPP

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

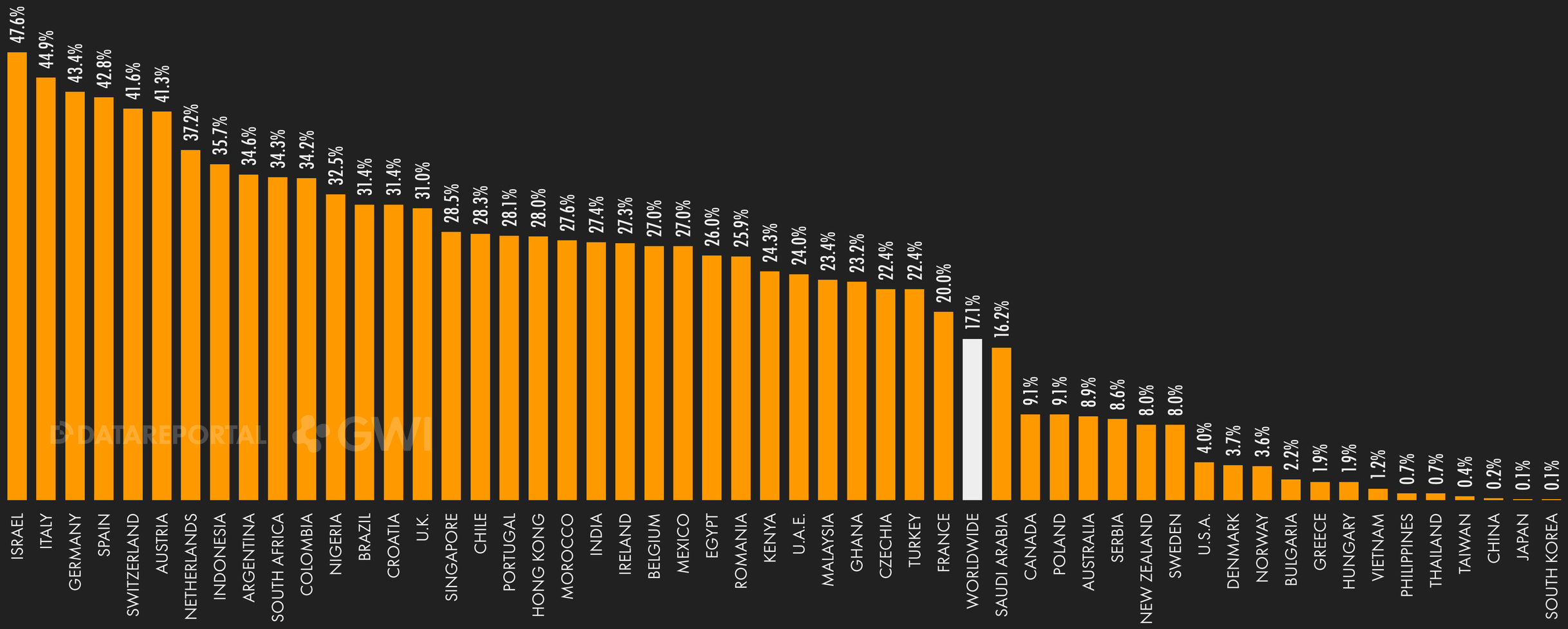
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FAVOURITE SOCIAL PLATFORM: WHATSAPP

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

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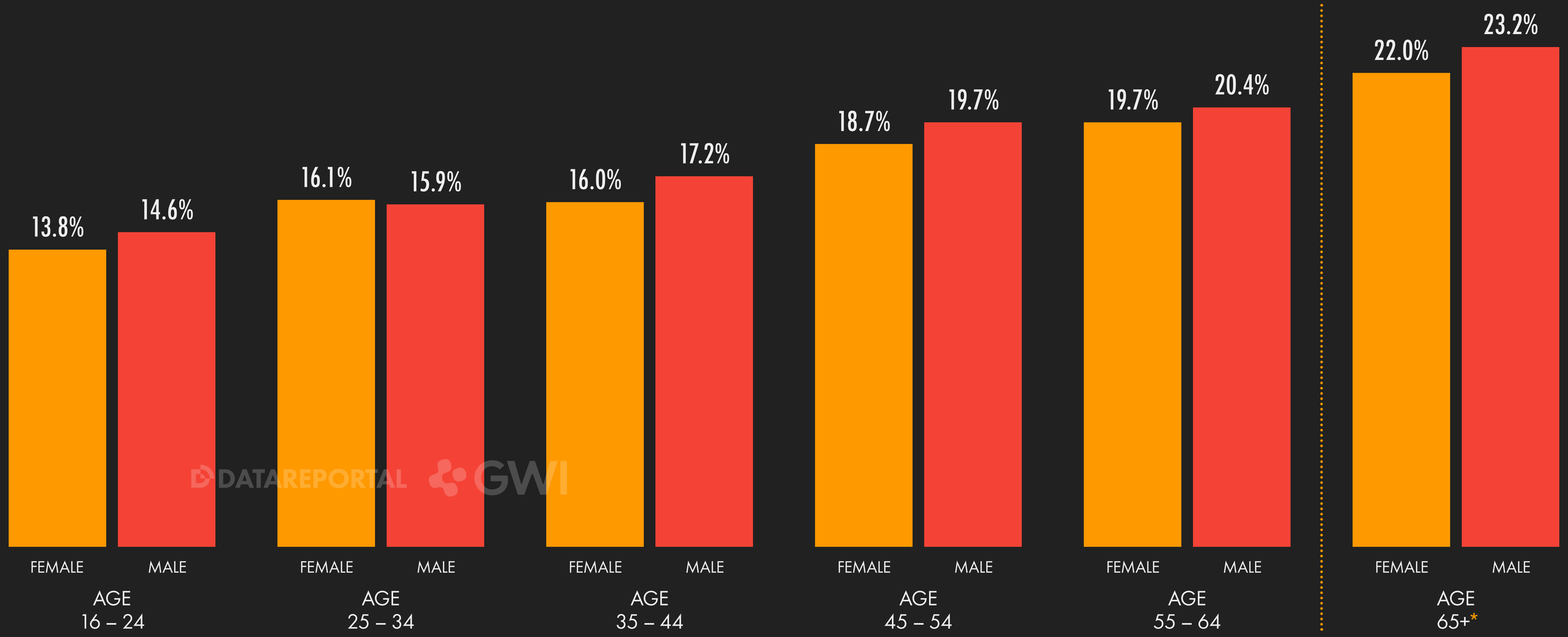
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FAVOURITE SOCIAL PLATFORM: WHATSAPP

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT WHATSAPP IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

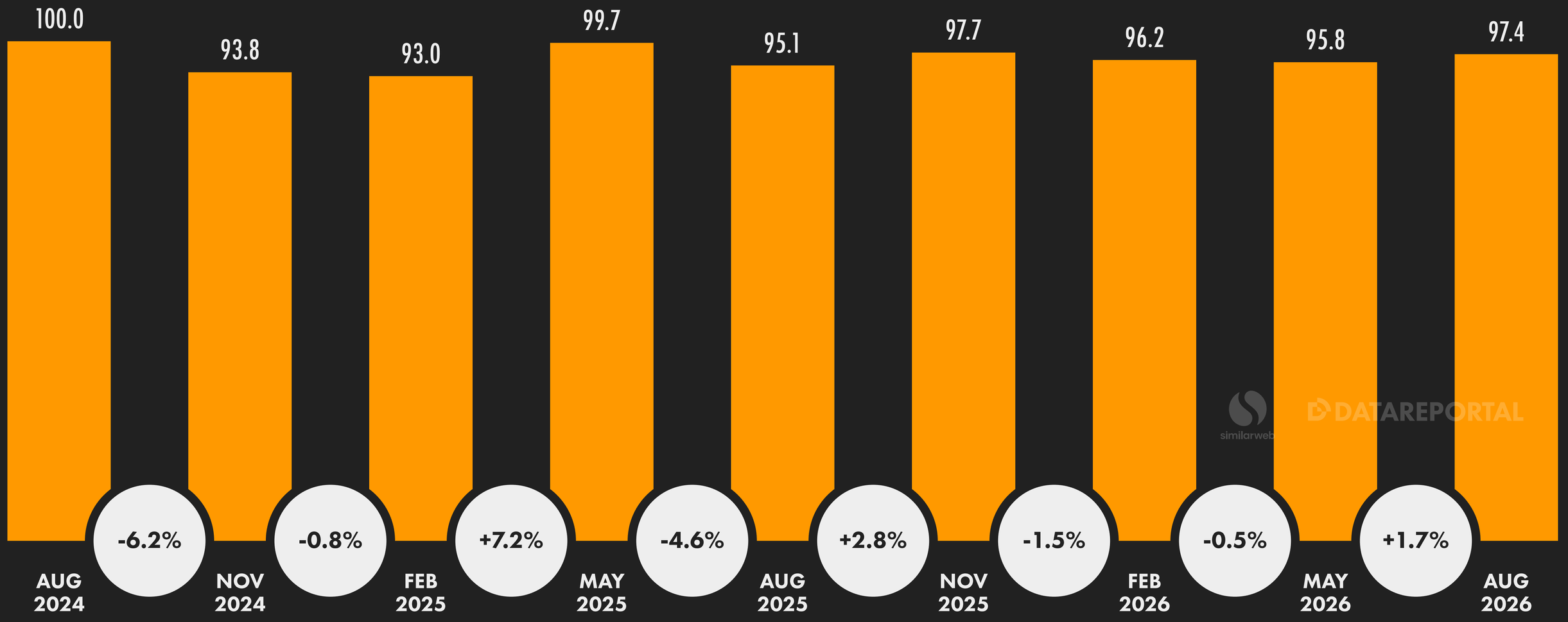
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WHATSAPP: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

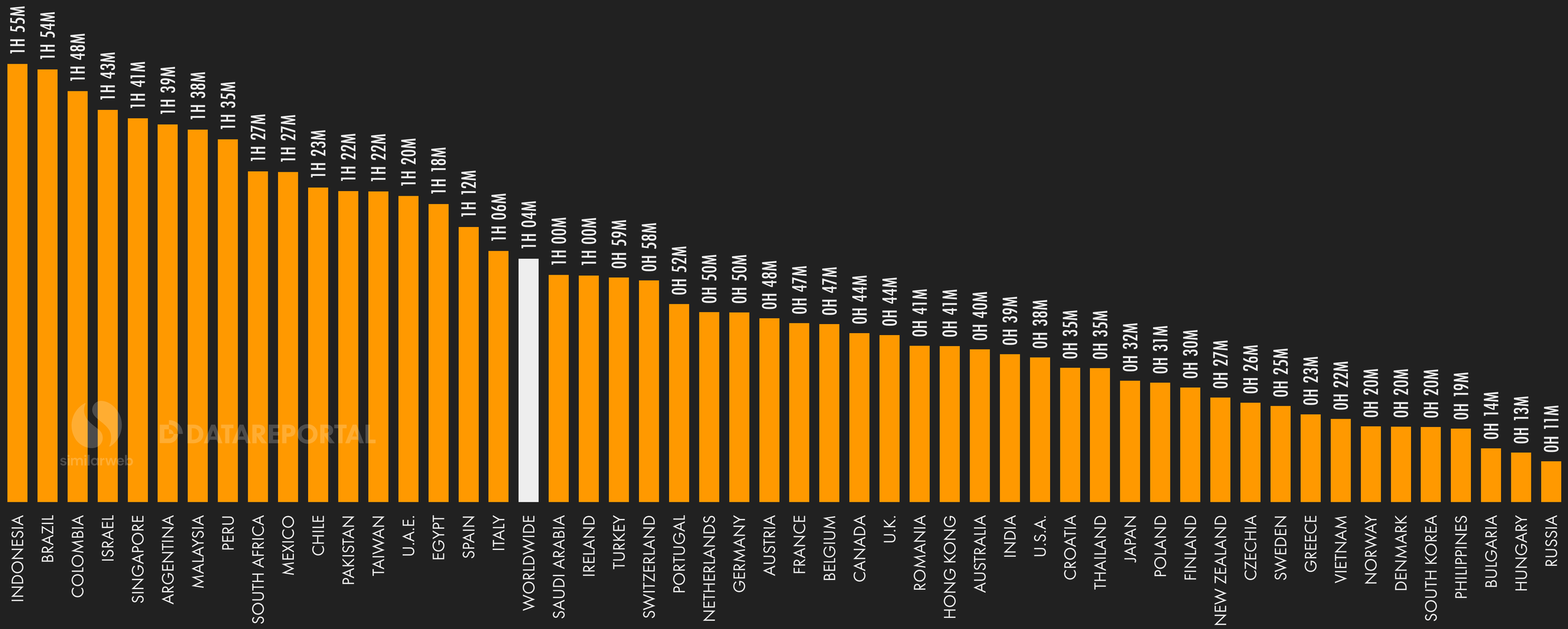
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WHATSAPP: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

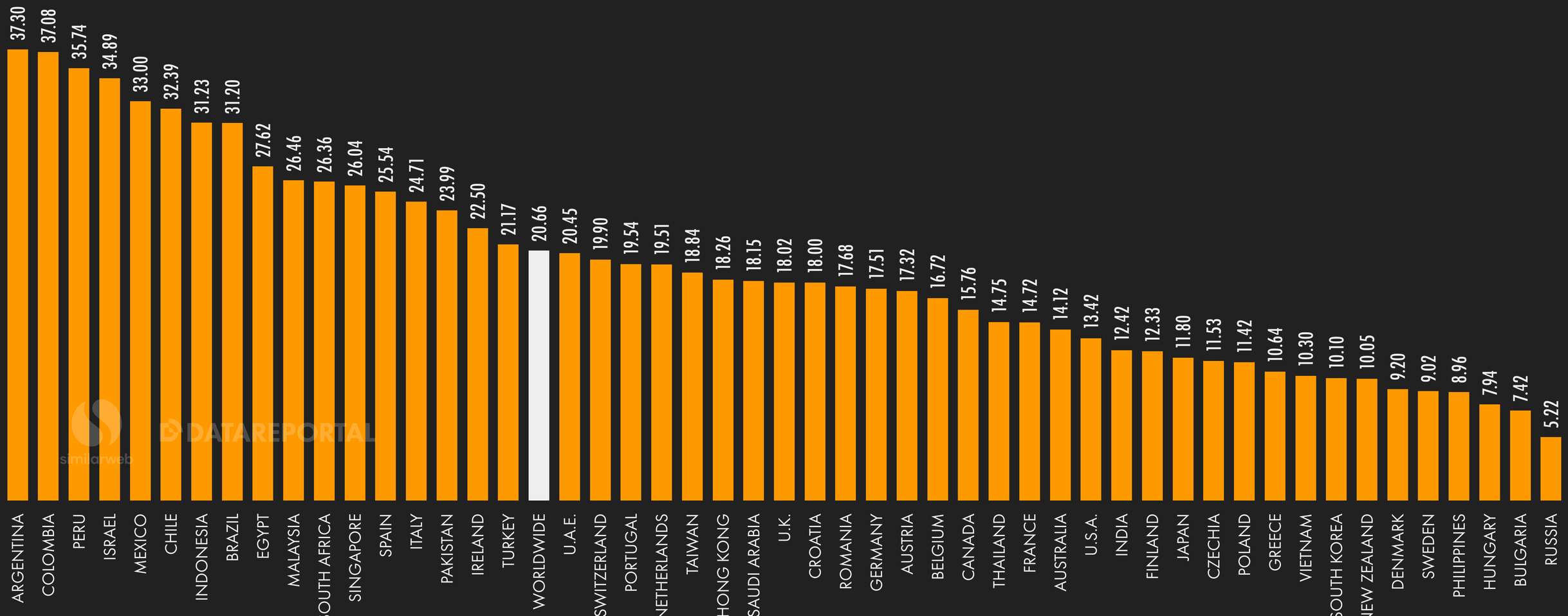
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WHATSAPP: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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WHATSAPP: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON WHATSAPP

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON WHATSAPP

235.2
MILLION

WHATSAPP AD REACH vs. TOTAL POPULATION

2.8%

WHATSAPP AD REACH vs. TOTAL INTERNET USERS

3.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED WHATSAPP AD REACH

+30.5%
+55 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED WHATSAPP AD REACH

[N/A]
[NEW DATASET]

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

44.2%

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

55.3%

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

4.0%

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

3.5%

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

4.4%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. FIGURES FOR ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES, AND MAY NOT CORRELATE WITH OVERALL ADOPTION. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2026

WHATSAPP AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST WHATSAPP ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	92,900,000	+39.7%
02	BRAZIL	27,000,000	+27.4%
03	INDONESIA	26,100,000	+24.6%
04	MEXICO	14,350,000	+29.3%
05	COLOMBIA	8,350,000	+30.5%
06	ARGENTINA	7,950,000	+31.4%
07	EGYPT	6,750,000	+26.2%
08	TURKEY	5,400,000	+38.5%
09	PAKISTAN	4,550,000	+28.2%
10	PERU	4,450,000	+27.1%

#	LOCATION	TOTAL REACH	▲QOQ
11	NIGERIA	3,300,000	+20.0%
12	UNITED STATES OF AMERICA	2,300,000	+35.3%
13	MALAYSIA	2,000,000	-7.0%
14	DOMINICAN REPUBLIC	1,550,000	+29.2%
15	GUATEMALA	1,350,000	+23.1%
16	KAZAKHSTAN	1,300,000	+37.8%
17	IRAQ	1,200,000	+59.5%
18	SAUDI ARABIA	1,005,000	+43.1%
19	PARAGUAY	1,002,000	+28.3%
20	TANZANIA	946,000	+19.7%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2026

WHATSAPP ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE WHATSAPP ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	ARGENTINA	23.1%	7,950,000
02	PARAGUAY	21.1%	1,002,000
03	COLOMBIA	20.3%	8,350,000
04	DOMINICAN REPUBLIC	19.3%	1,550,000
05	COSTA RICA	18.7%	757,000
06	PERU	17.7%	4,450,000
07	URUGUAY	16.8%	445,000
08	ST. KITTS & NEVIS	16.6%	6,000
09	PANAMA	16.5%	544,000
10	BRAZIL	16.4%	27,000,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	ST. VINCENT & THE GRENADINES	16.3%	12,000
12	ANTIGUA & BARBUDA	15.8%	12,000
13	MEXICO	15.1%	14,350,000
14	GUYANA	13.9%	77,000
15	BARBADOS	13.4%	30,000
16	GRENADA	12.9%	12,000
17	EL SALVADOR	12.8%	580,000
18	INDONESIA	12.7%	26,000,000
19	NICARAGUA	12.6%	595,000
20	ST. LUCIA	12.2%	17,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. VALUES BY AGE MAY NOT CORRELATE WITH TOTALS DUE TO SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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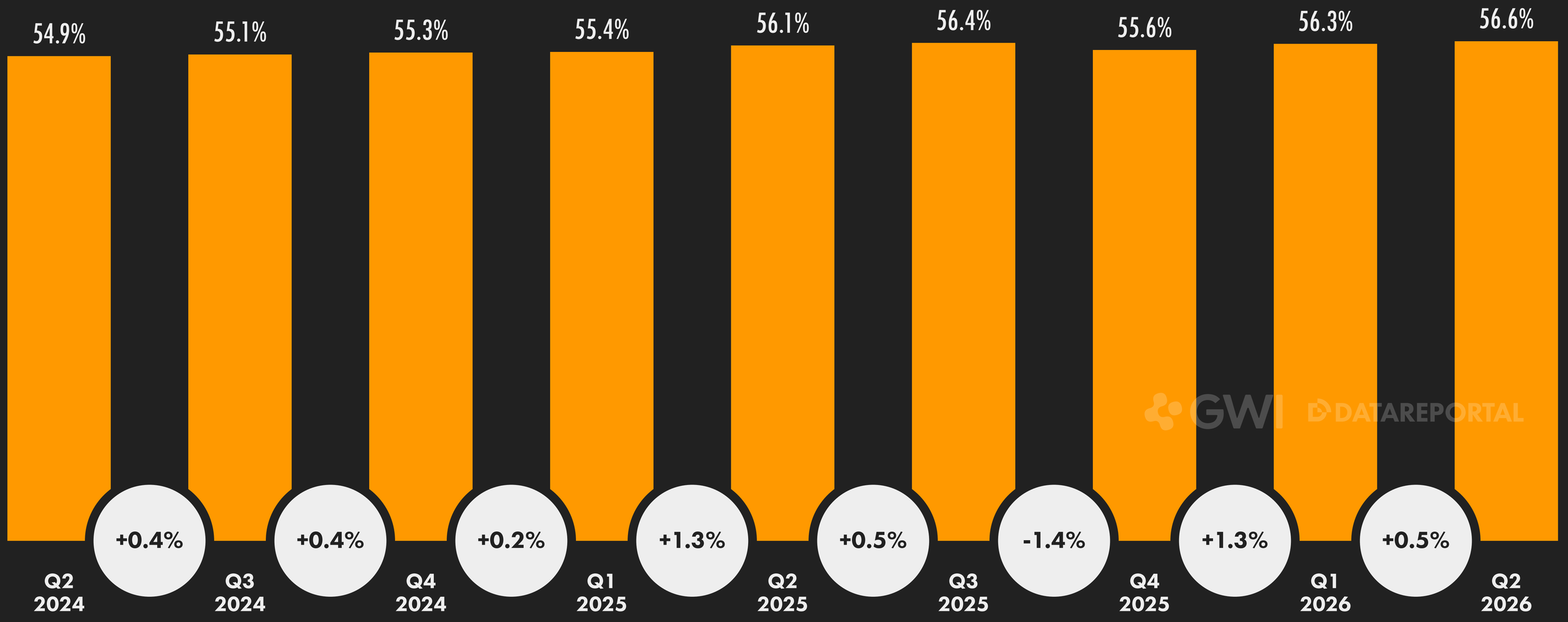
INSTAGRAM

OCT 2026

INSTAGRAM USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

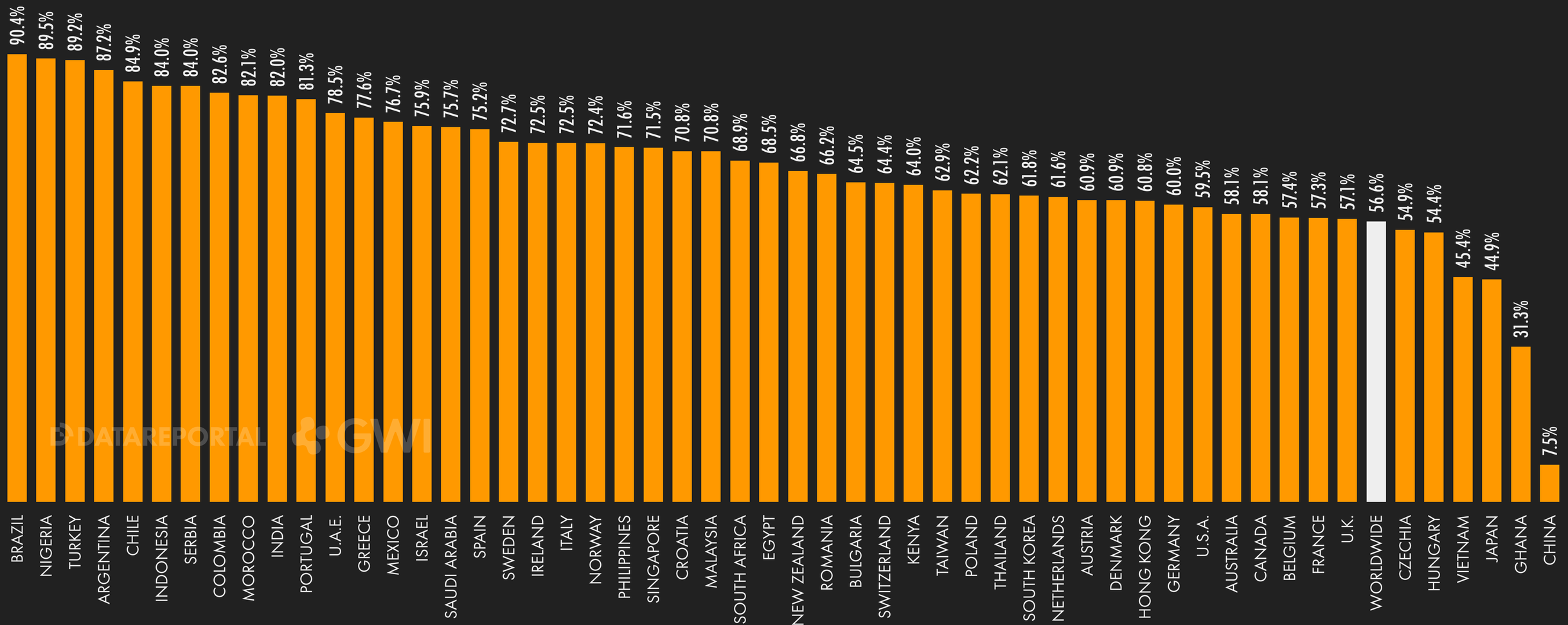
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INSTAGRAM USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

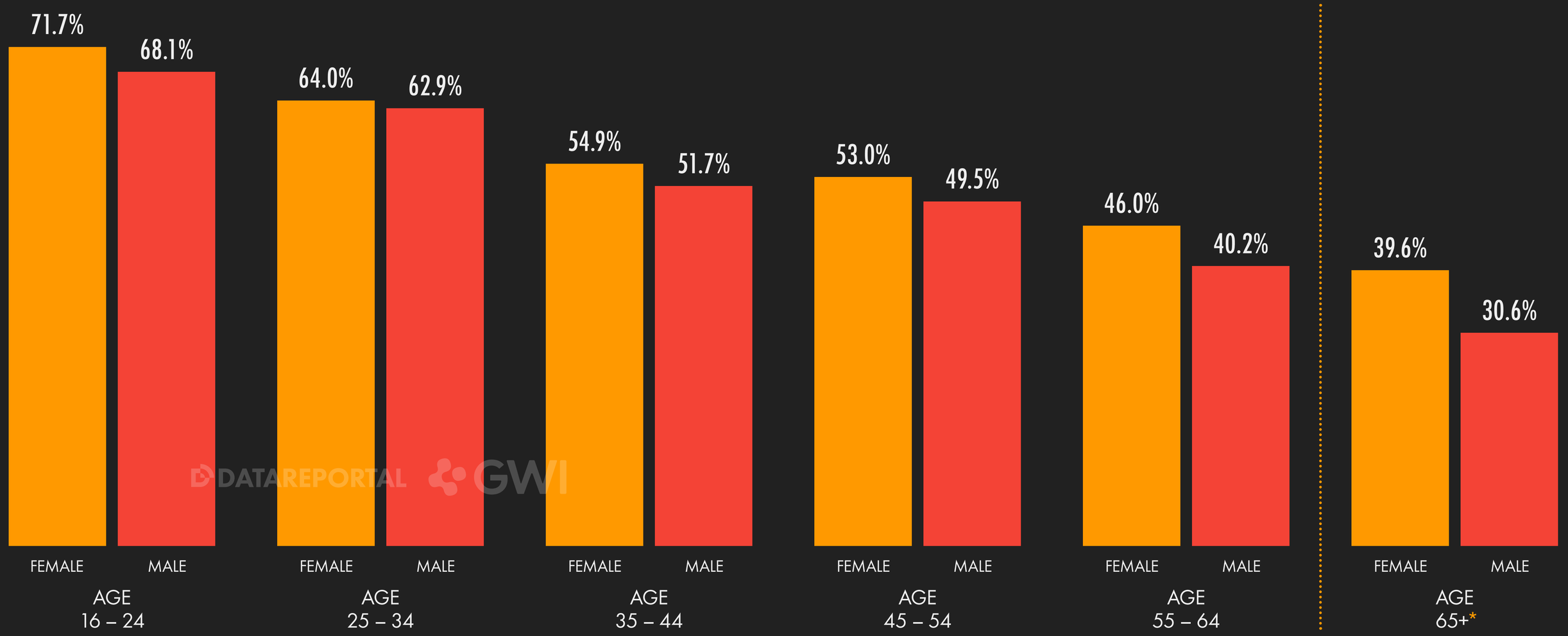
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INSTAGRAM USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED INSTAGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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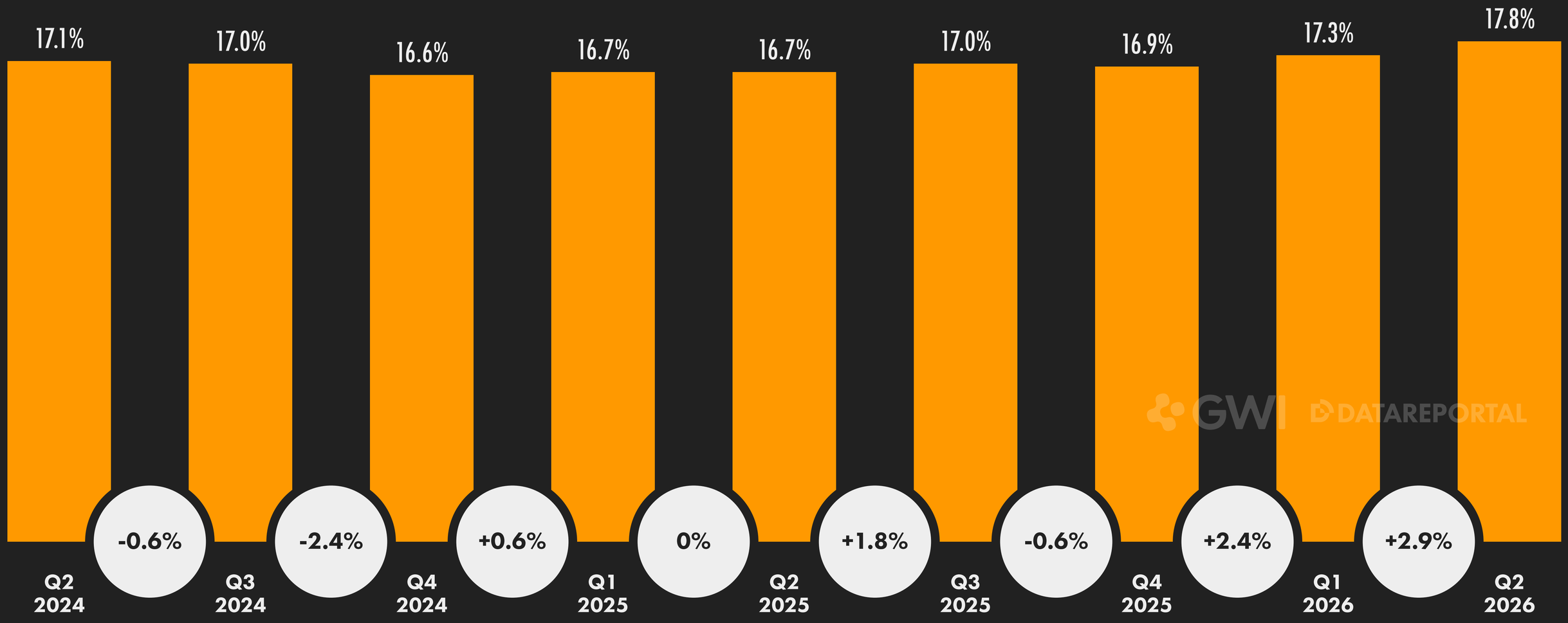
OCT 2026

FAVOURITE SOCIAL PLATFORM: INSTAGRAM

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



GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

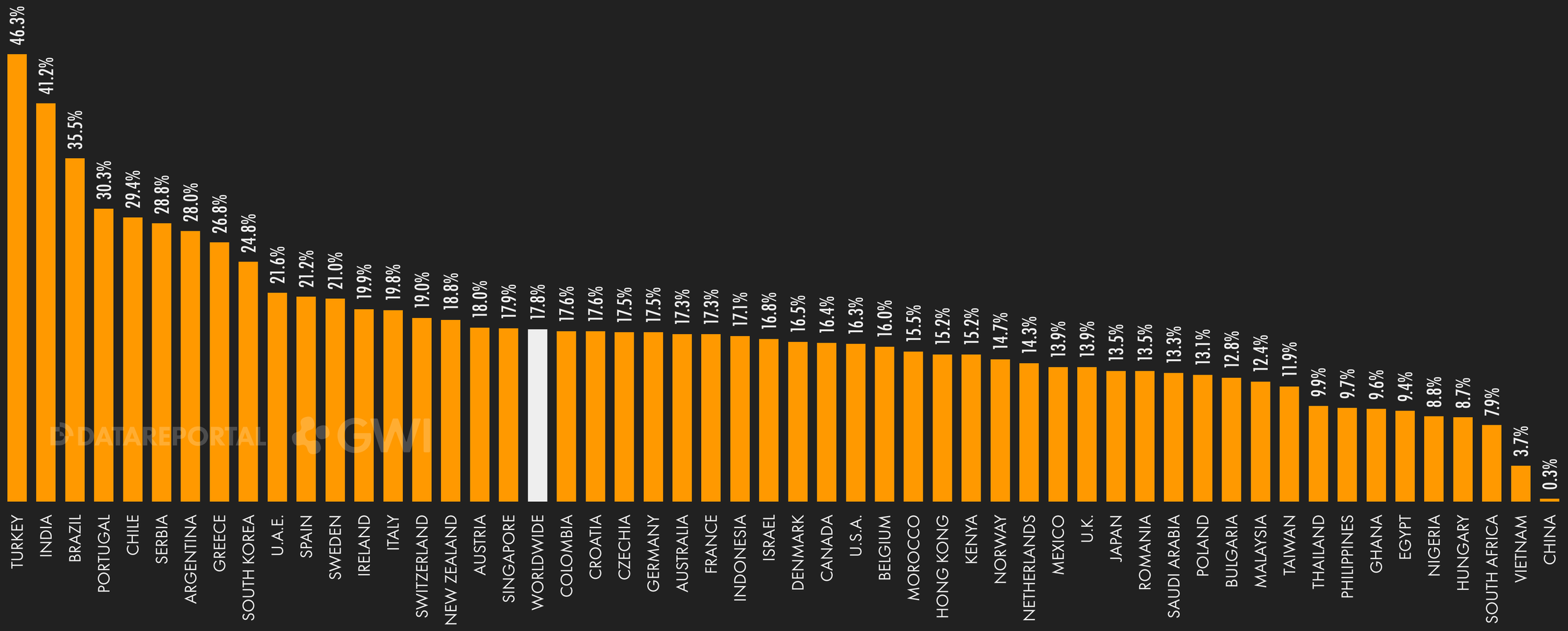
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FAVOURITE SOCIAL PLATFORM: INSTAGRAM

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

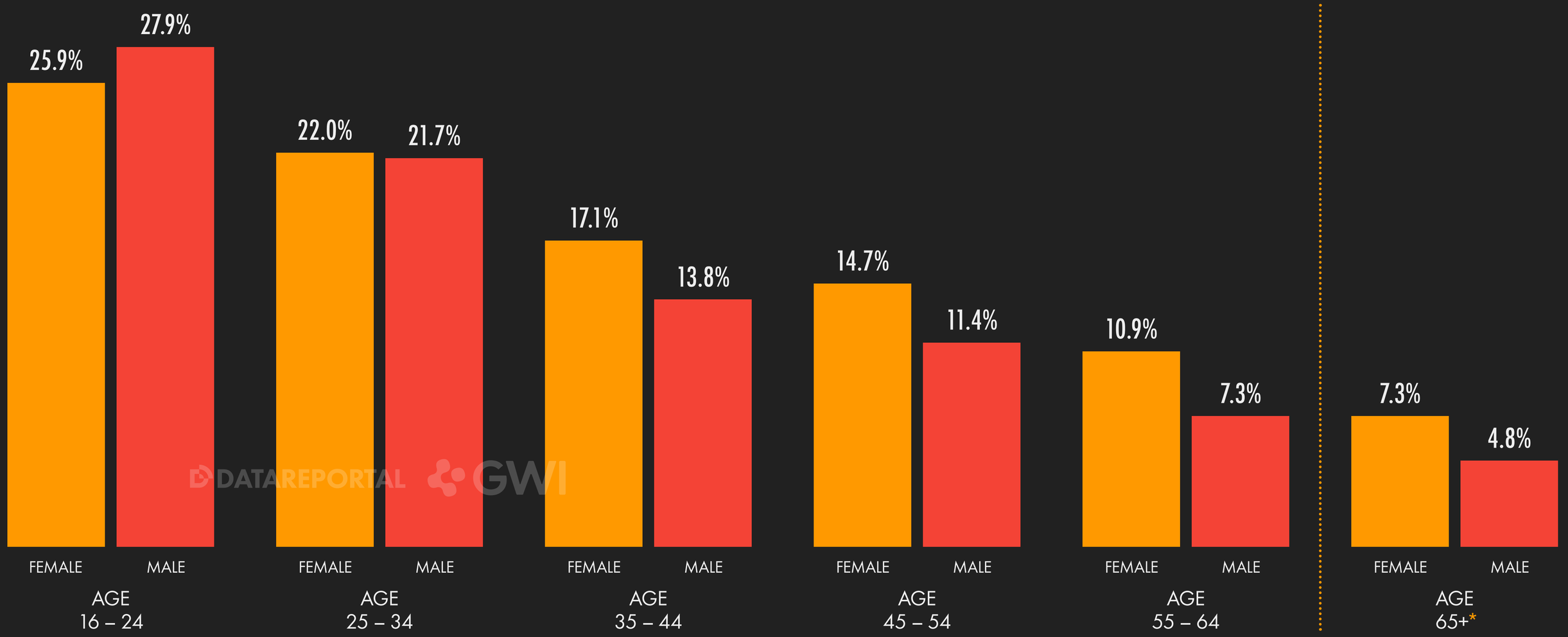
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FAVOURITE SOCIAL PLATFORM: INSTAGRAM

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT INSTAGRAM IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



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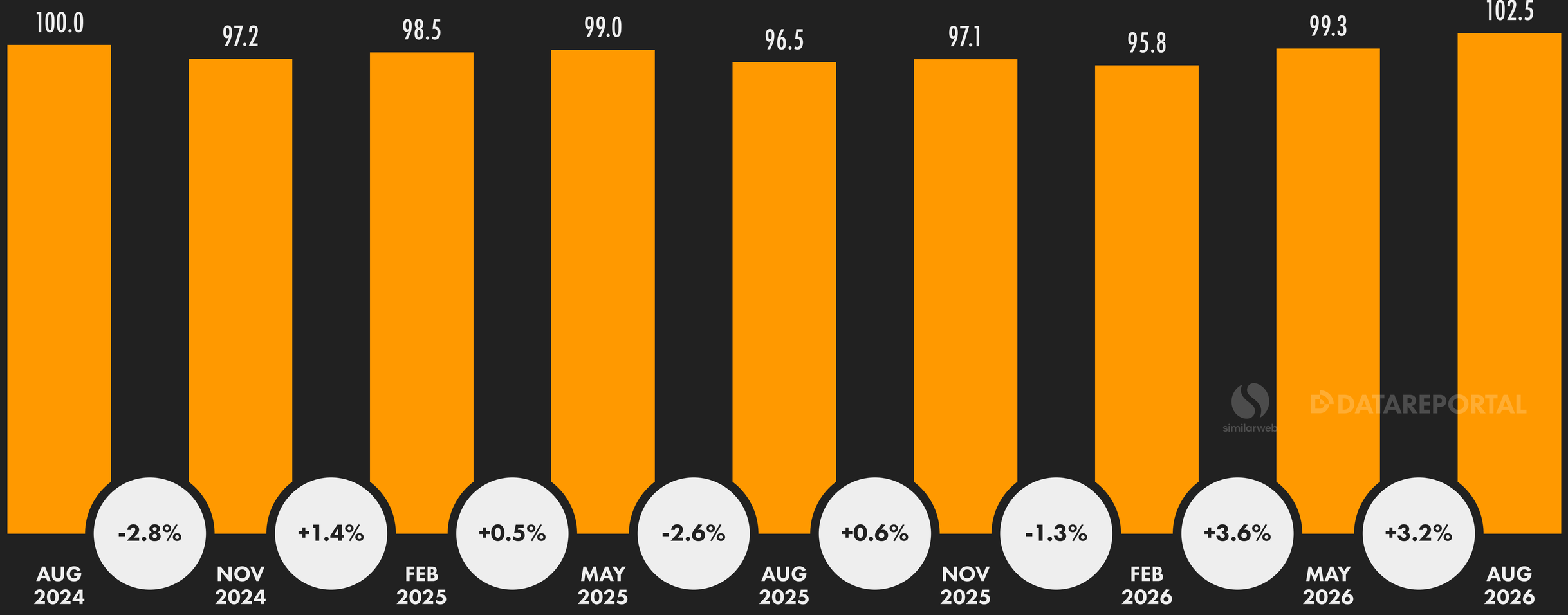
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INSTAGRAM: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

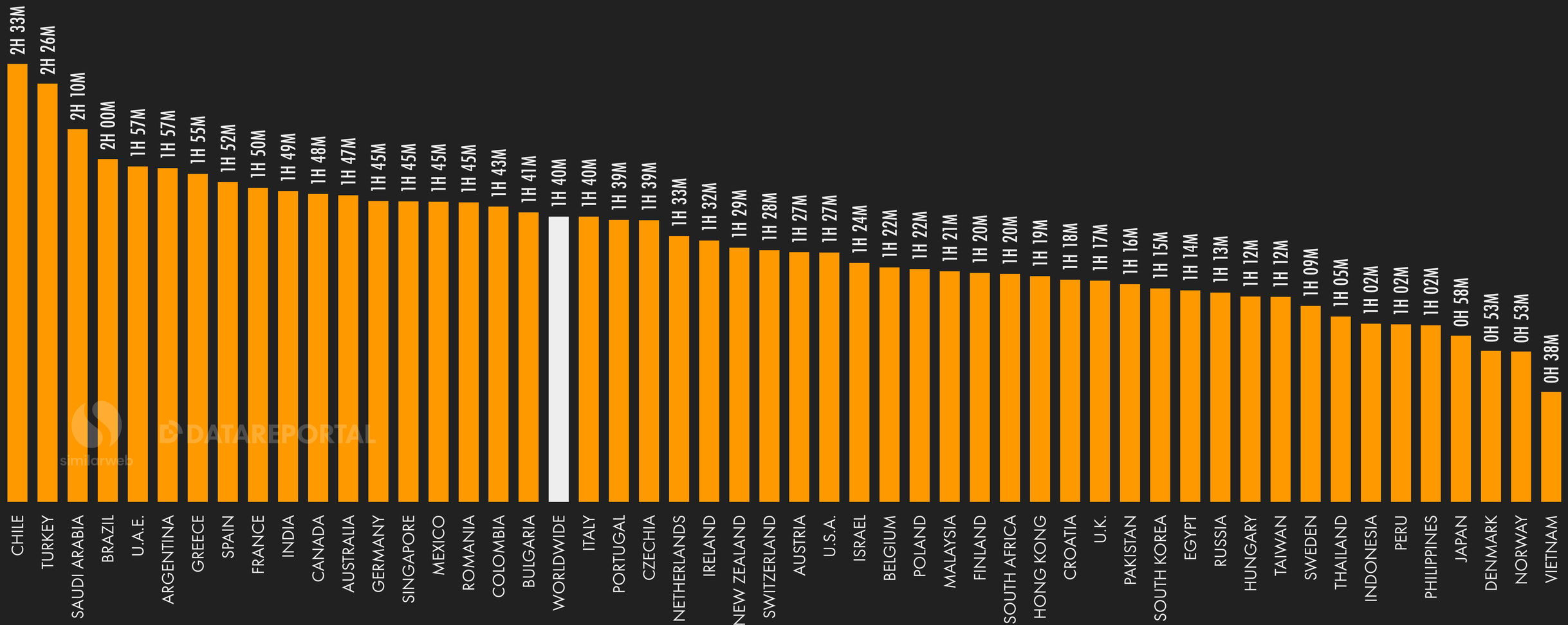
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INSTAGRAM: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

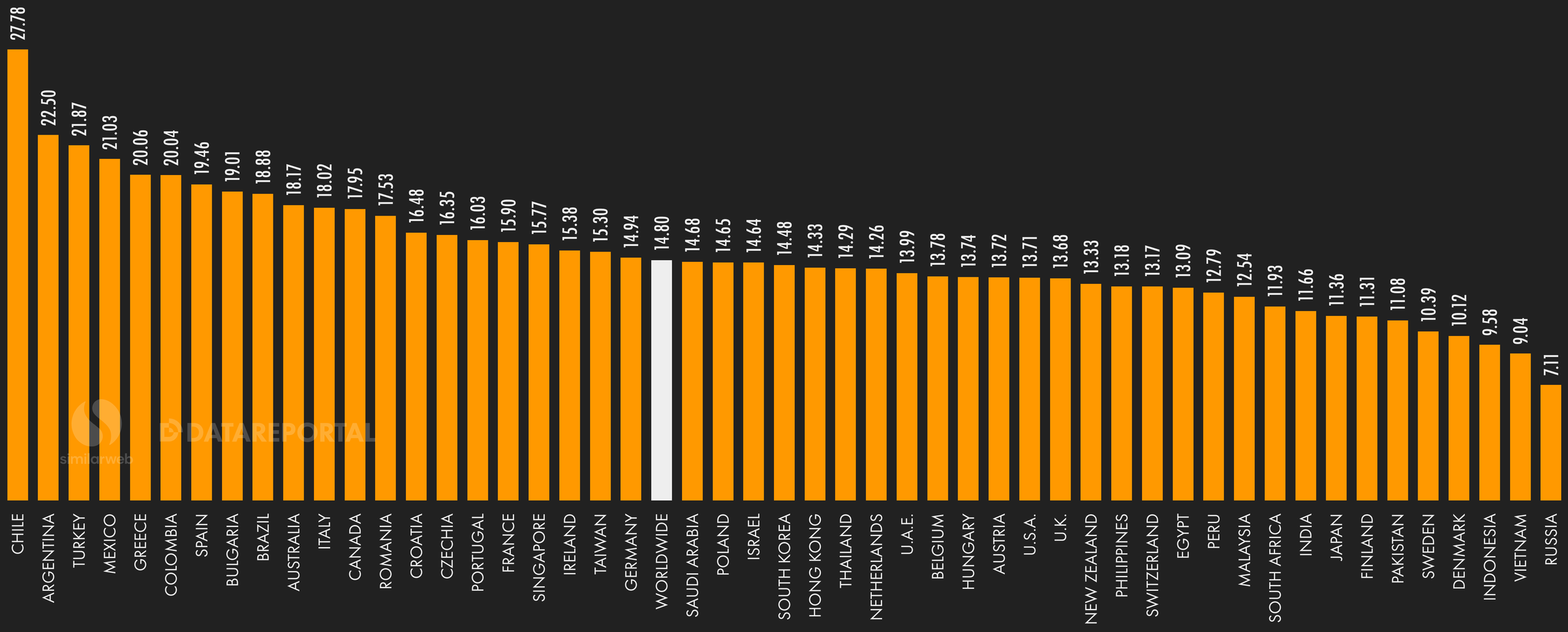
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INSTAGRAM: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

1.96

BILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

23.5%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

31.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

-3.7%

-76 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+2.5%

+48 MILLION

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

46.6%

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

52.5%

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

32.3%

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

30.0%

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

34.1%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. FIGURES FOR ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES, AND MAY NOT CORRELATE WITH OVERALL ADOPTION. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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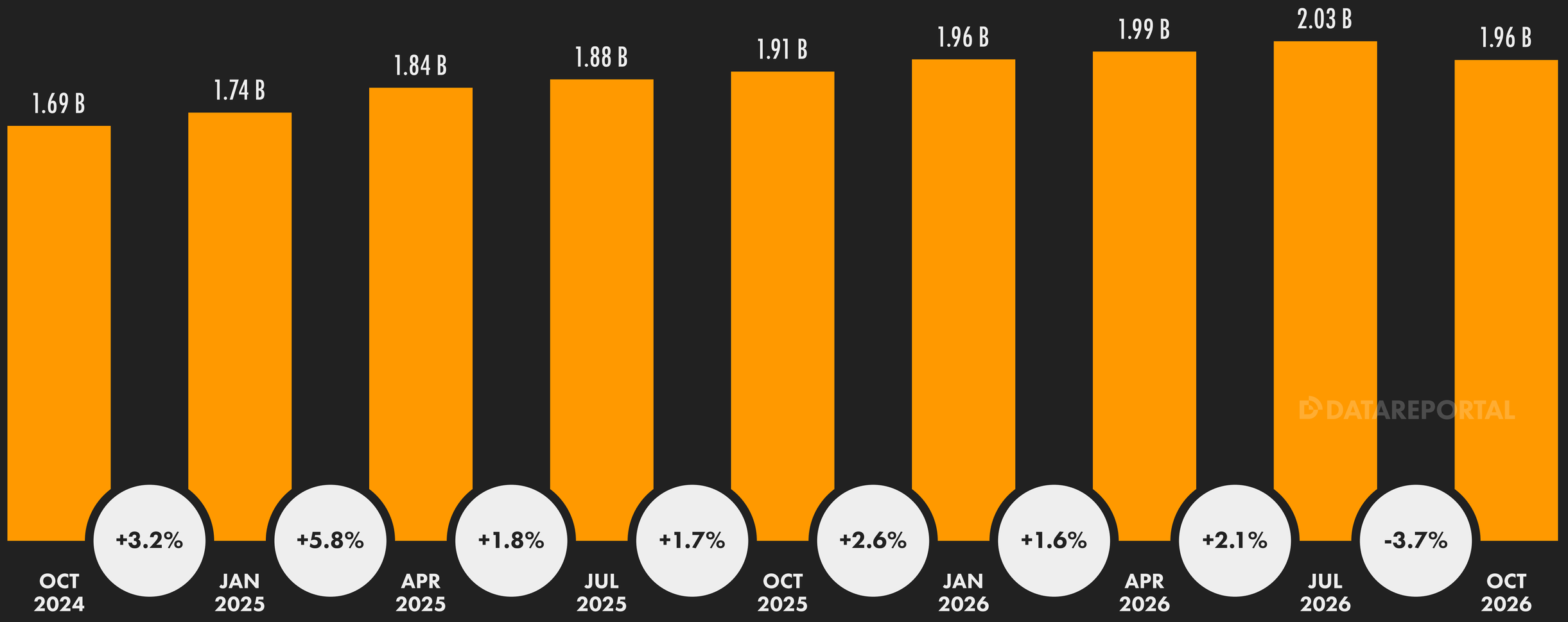
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INSTAGRAM: REPORTED ADVERTISING REACH

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

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

GLOBAL OVERVIEW



SOURCES: META'S ADVERTISING RESOURCES; MANOCHI 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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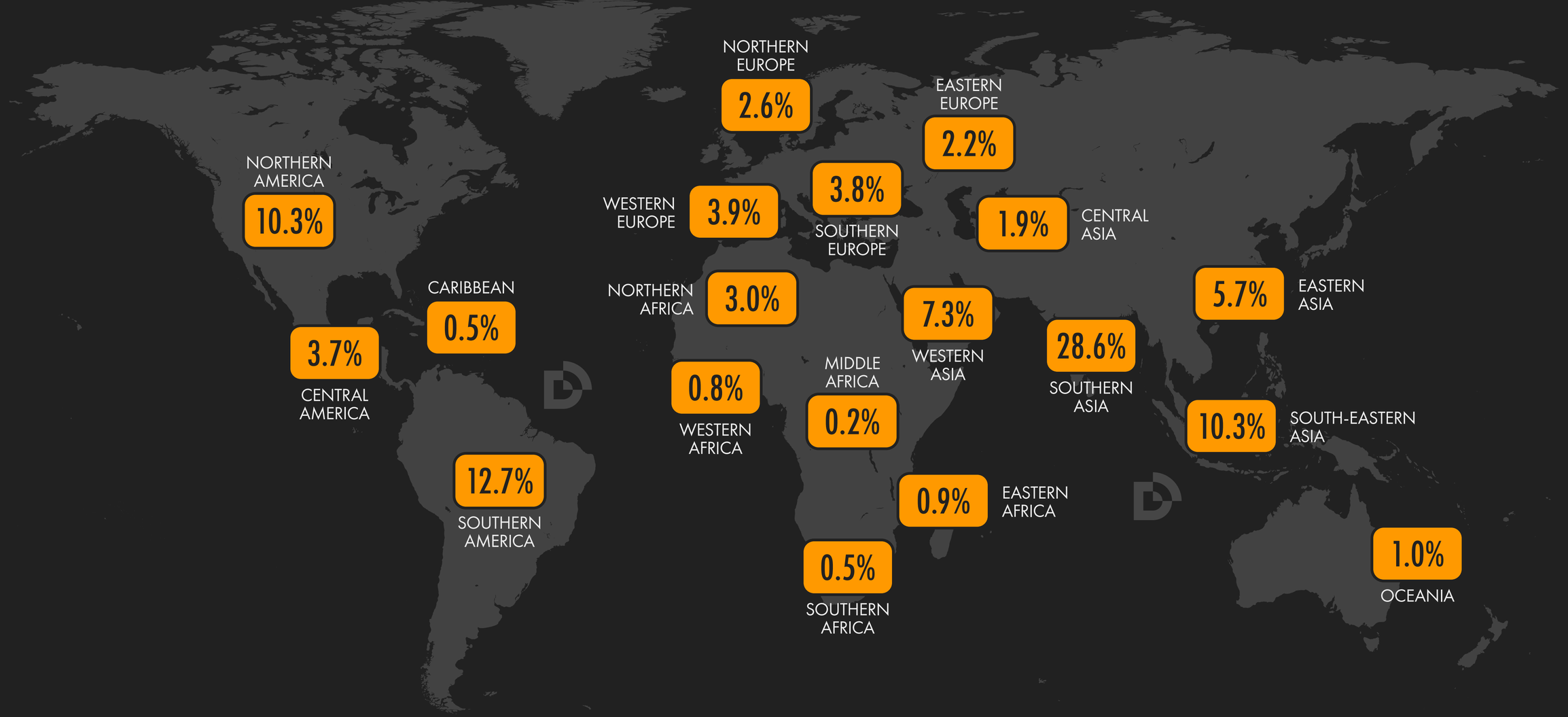
SHARE OF INSTAGRAM ADVERTISING AUDIENCE

POTENTIAL INSTAGRAM ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL INSTAGRAM ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCE: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTE:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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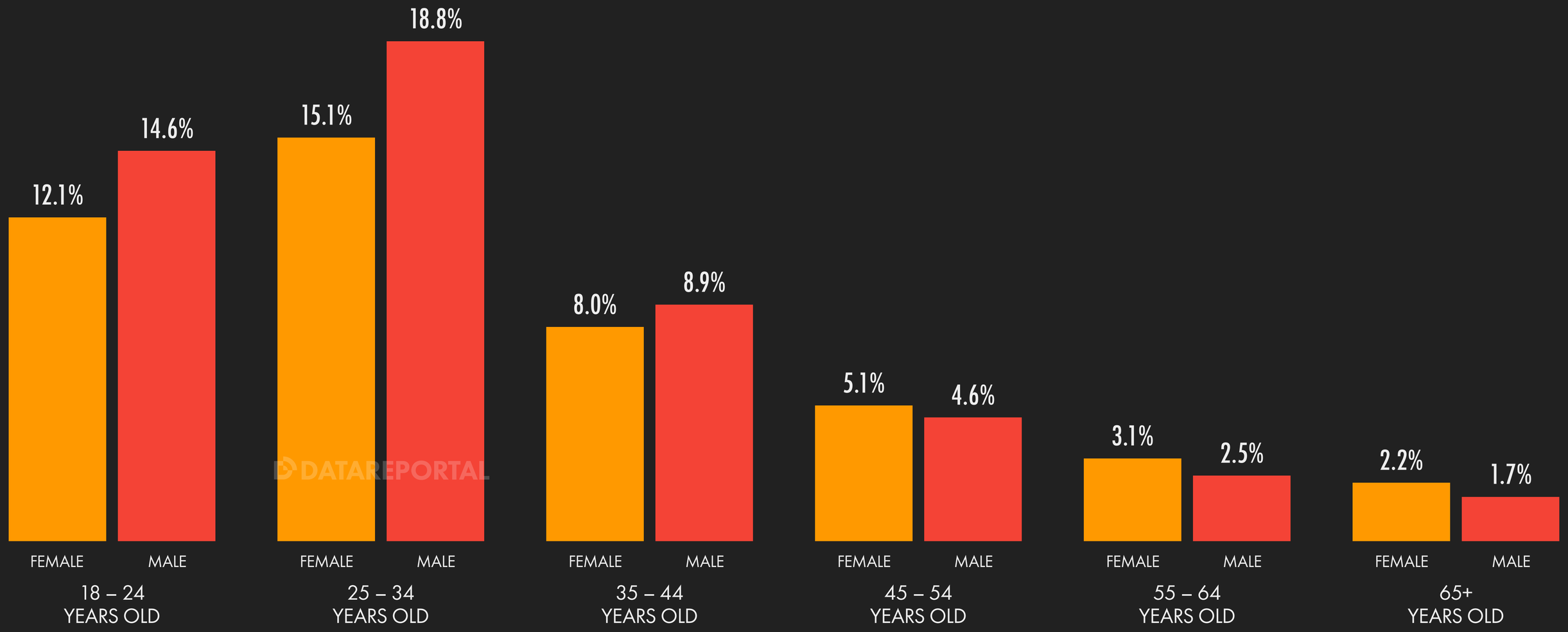
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INSTAGRAM: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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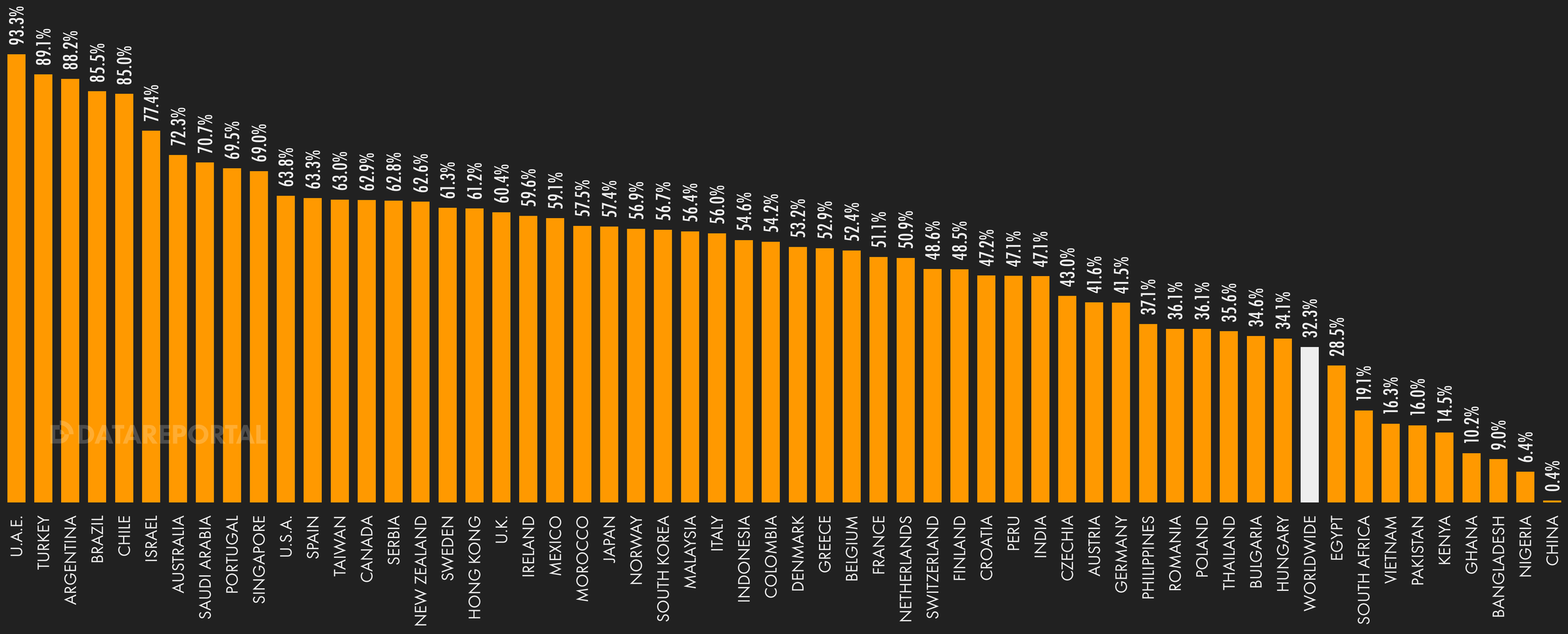
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INSTAGRAM ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF INSTAGRAM ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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INSTAGRAM AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST INSTAGRAM ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	514,700,000	-4.9%
02	UNITED STATES OF AMERICA	179,900,000	-2.1%
03	BRAZIL	144,000,000	-6.7%
04	INDONESIA	116,200,000	-2.3%
05	JAPAN	63,450,000	-1.6%
06	TURKEY	60,200,000	-3.3%
07	MEXICO	57,350,000	-1.6%
08	UNITED KINGDOM	33,700,000	-3.2%
09	ARGENTINA	31,200,000	-1.1%
10	PHILIPPINES	29,750,000	+0.7%

#	LOCATION	TOTAL REACH	▲QOQ
11	GERMANY	28,950,000	-7.4%
12	ITALY	28,200,000	-8.1%
13	FRANCE	27,400,000	-6.8%
14	SOUTH KOREA	26,250,000	-1.3%
15	SPAIN	25,600,000	-9.1%
16	PAKISTAN	24,250,000	-0.6%
17	COLOMBIA	22,450,000	+0.2%
18	EGYPT	22,000,000	+0.2%
19	IRAQ	21,650,000	-2.5%
20	CANADA	21,350,000	-1.4%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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INSTAGRAM ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE INSTAGRAM ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	UNITED ARAB EMIRATES	93.3%	8,850,000
02	URUGUAY	90.5%	2,400,000
03	KAZAKHSTAN	90.4%	12,600,000
04	MONTENEGRO	89.5%	439,000
05	TURKEY	89.1%	58,750,000
06	BARBADOS	88.7%	199,000
07	ARGENTINA	88.2%	30,350,000
08	CAYMAN ISLANDS	87.2%	55,000
09	KYRGYZSTAN	86.9%	4,050,000
10	BRAZIL	85.5%	140,500,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	CHILE	85.0%	13,600,000
12	BAHRAIN	83.2%	1,100,000
13	BRUNEI	82.5%	294,000
14	ARUBA	82.3%	71,000
15	GUAM	81.7%	97,000
16	PANAMA	80.5%	2,650,000
17	ST. KITTS & NEVIS	77.8%	29,000
18	ISRAEL	77.4%	5,100,000
19	IRAQ	76.5%	21,400,000
20	MALDIVES	74.8%	307,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. VALUES BY AGE MAY NOT CORRELATE WITH TOTALS DUE TO SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	INSTAGRAM *@INSTAGRAM*	685.8 M
02	CRISTIANO RONALDO *@CRISTIANO*	678.3 M
03	LIONEL MESSI *@LEOMESSI*	515.5 M
04	SELENA GOMEZ *@SELENAGOMEZ*	404.3 M
05	DWAYNE JOHNSON *@THEROCK*	382.2 M
06	KYLIE JENNER *@KYLIEJENNER*	381.6 M
07	ARIANA GRANDE *@ARIANAGRANDE*	363.3 M
08	KIM KARDASHIAN *@KIMKARDASHIAN*	344.5 M
09	BEYONCÉ *@BEYONCE*	299.7 M
10	KHLOÉ KARDASHIAN *@KHLOEKARDASHIAN*	292.2 M

#	ACCOUNT	FOLLOWERS
11	NIKE *@NIKE*	291.6 M
12	JUSTIN BIEBER *@LILBIEBER*	287.0 M
13	KENDALL JENNER *@KENDALLJENNER*	278.0 M
14	TAYLOR SWIFT *@TAYLORSWIFT*	273.5 M
15	VIRAT KOHLI *@VIRAT.KOHLI*	272.5 M
16	NATIONAL GEOGRAPHIC *@NATGEO*	268.9 M
17	NEYMAR *@NEYMARJR*	242.5 M
18	JENNIFER LOPEZ *@JLO*	240.5 M
19	KOURTNEY KARDASHIAN *@KOURTNEYKARDASH*	209.7 M
20	MILEY CYRUS *@MILEYCYRUS*	205.5 M

#	ACCOUNT	FOLLOWERS
21	KATY PERRY *@KATYPERRY*	195.8 M
22	REAL MADRID CF *@REALMADRID*	180.2 M
23	ZENDAYA *@ZENDAYA*	177.2 M
24	KEVIN HART *@KEVINHART4REAL*	172.3 M
25	CARDI B *@IAMCARDIB*	161.2 M
26	LEBRON JAMES *@KINGJAMES*	154.1 M
27	DEMI LOVATO *@DDLOVATO*	147.8 M
28	FC BARCELONA *@FCBARCELONA*	147.5 M
29	RIHANNA *@BADGALRIRI*	145.6 M
30	CHRIS BROWN *@CHRISBROWNOFFICIAL*	140.2 M

#	ACCOUNT	FOLLOWERS
31	DRAKE *@CHAMPAGNEPAPI*	139.8 M
32	KYLIAN MBAPPÉ *@K.MBAPPE*	136.4 M
33	ELLEN DEGENERES *@ELLENDEGENERES*	130.1 M
34	BILLIE EILISH *@BILLIEEILISH*	124.4 M
35	UEFA CHAMPIONS LEAGUE *@CHAMPIONSLEAGUE*	119.4 M
36	NARENDRA MODI *@NARENDRAMODI*	106.1 M
37	LISA *@LALALALISA_M*	106.0 M
38	NASA *@NASA*	104.3 M
39	GAL GADOT *@GAL_GADOT*	103.7 M
40	SHAKIRA *@SHAKIRA*	103.5 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. DATA COLLECTED IN AUGUST 2026. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "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:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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OCT 2026

MOST USED INSTAGRAM HASHTAGS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF INSTAGRAM POSTS (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	POSTS
01	#LOVE	2.10 B
02	#INSTAGOOD	2.00 B
03	#INSTAGRAM	1.70 B
04	#VIRAL	1.40 B
05	#REELS	1.30 B
06	#FASHION	1.20 B
07=	#PHOTOGRAPHY	1.10 B
07=	#ART	1.10 B
07=	#TRENDING	1.10 B
10	#PHOTOOFTHEDAY	1.00 B

#	HASHTAG	POSTS
11	#FYP	995 M
12	#NATURE	857 M
13	#BEAUTIFUL	848 M
14	#TRAVEL	796 M
15	#FOLLOW	775 M
16	#INSTADAILY	774 M
17=	#EXPLORE	773 M
17=	#EXPLOREPAGE	773 M
19	#HAPPY	734 M
20	#PICOFTHEDAY	727 M

#	HASHTAG	POSTS
21	#CUTE	689 M
22	#STYLE	687 M
23	#TRENDINGREELS	629 M
24	#REELSINSTAGRAM	618 M
25	#INSTALIKE	610 M
26	#TBT	587 M
27	#BEAUTY	583 M
28	#FITNESS	580 M
29	#SUMMER	577 M
30	#REPOST	571 M

#	HASHTAG	POSTS
31	#FOLLOWME	564 M
32	#FOOD	551 M
33	#PHOTO	537 M
34	#VIRALREELS	531 M
35	#MUSIC	519 M
36	#MOTIVATION	485 M
37	#LIFE	484 M
38	#FAMILY	476 M
39=	#LIKE4LIKE	473 M
39=	#FRIENDS	473 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON INSTAGRAM. DATA COLLECTED IN AUGUST 2026. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "POSTS" COLUMN, "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. INSTAGRAM NO LONGER PUBLISHES POST COUNTS FOR SOME POPULAR HASHTAGS, SO THESE TAGS ARE NOT INCLUDED IN THIS RANKING. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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TIKTOK

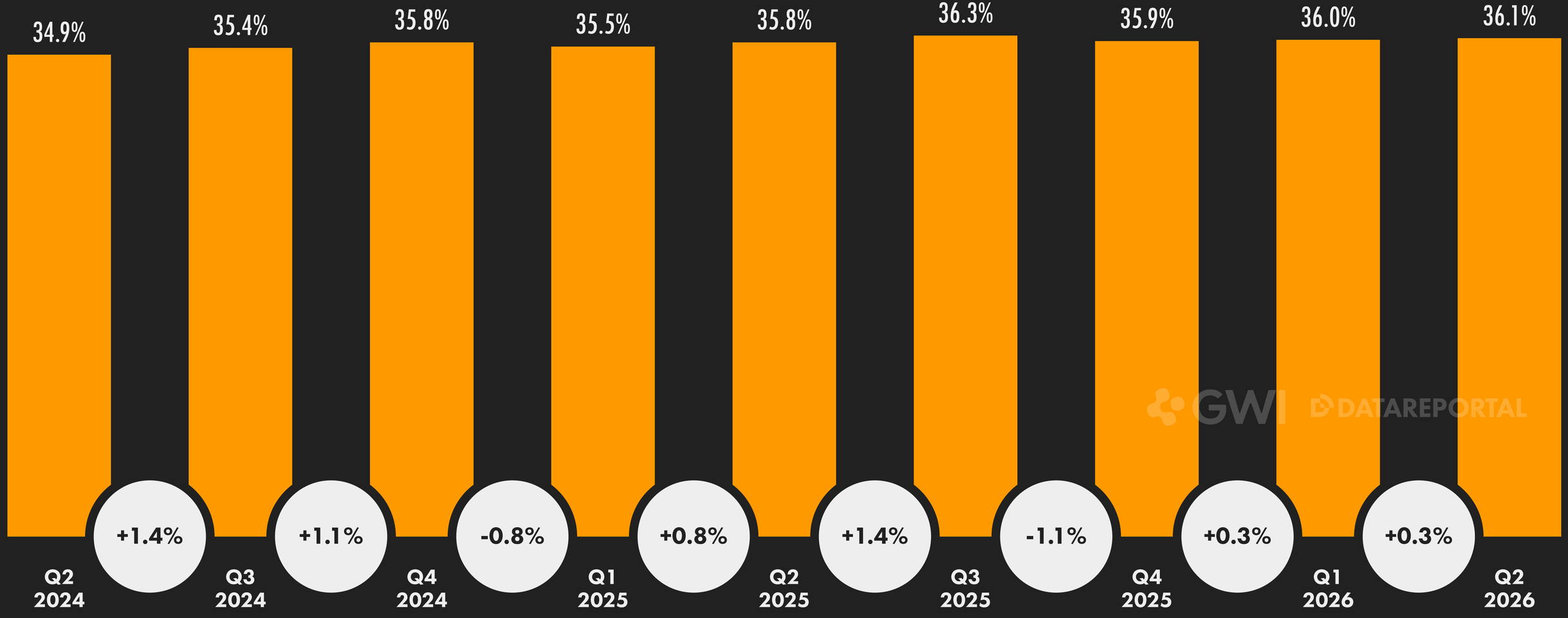
OCT 2026

TIKTOK USE

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

NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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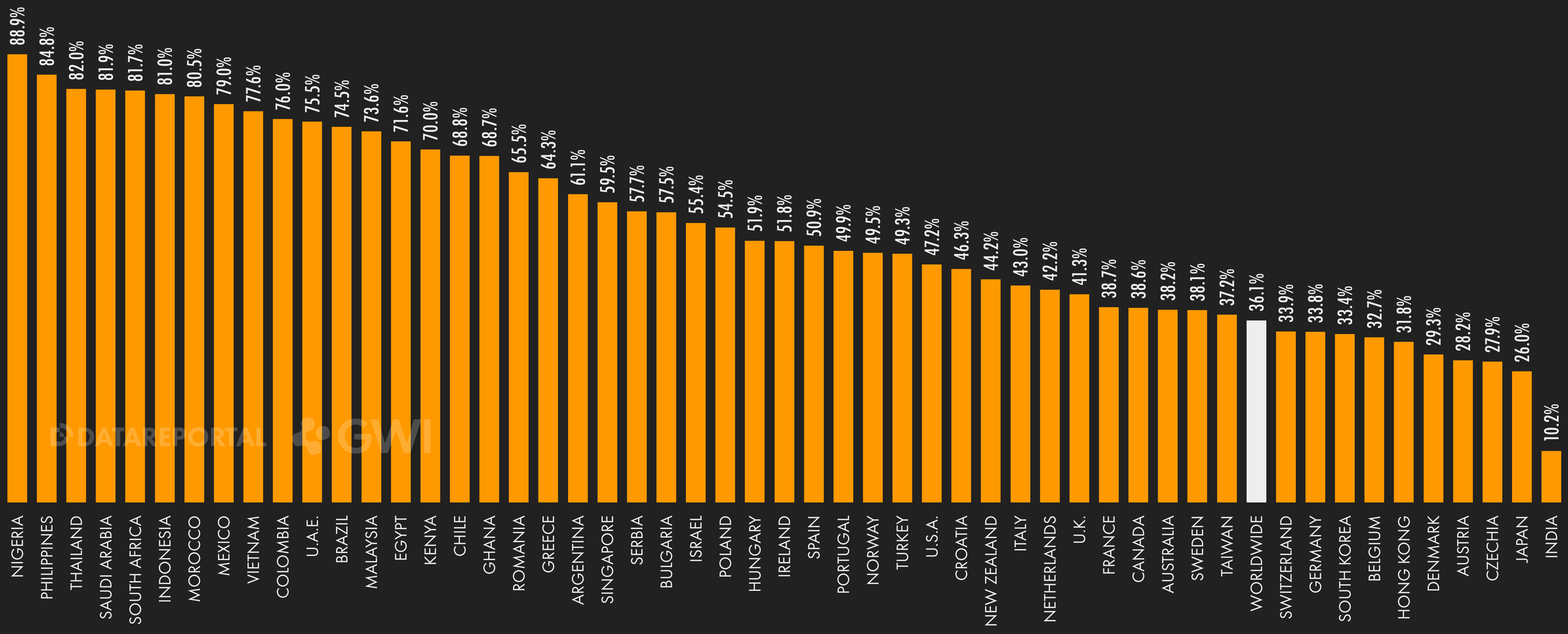
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TIKTOK USE

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

NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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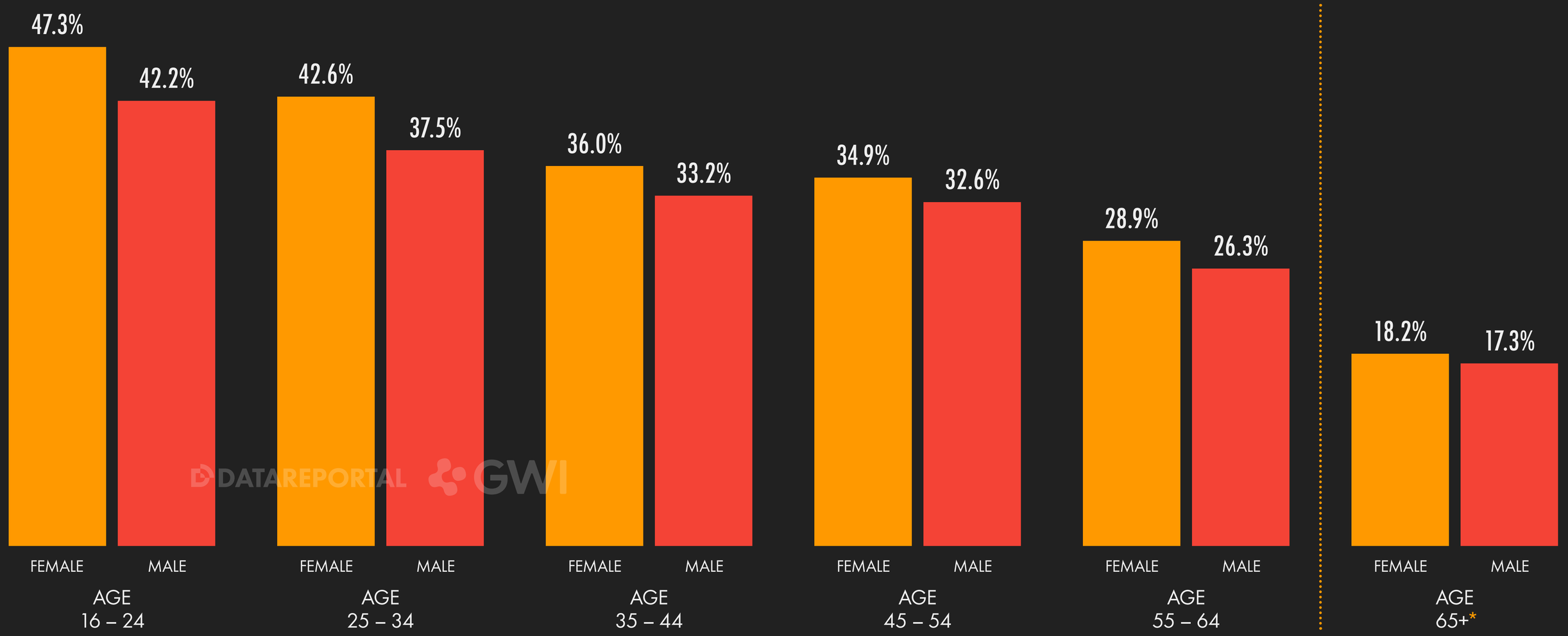
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TIKTOK USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED TIKTOK AT LEAST ONCE WITHIN THE PAST MONTH

NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

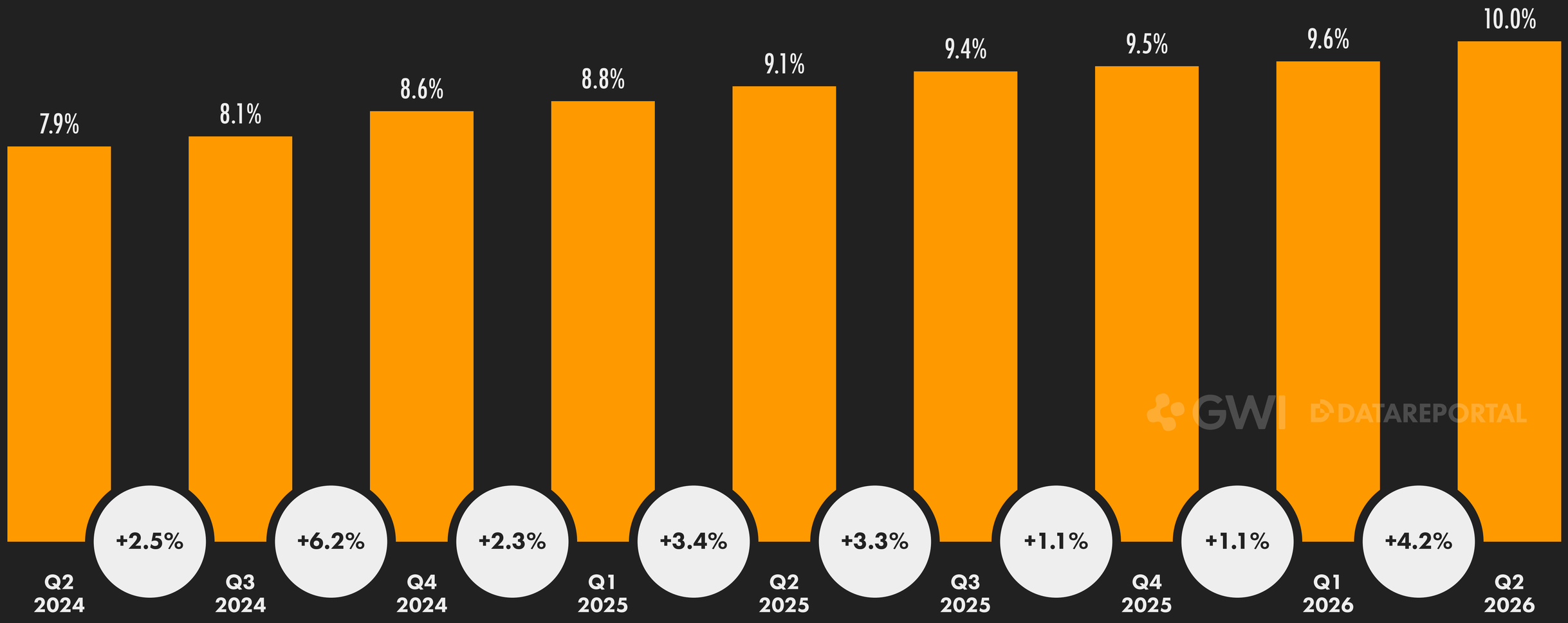
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FAVOURITE SOCIAL PLATFORM: TIKTOK

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **NOTES:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN IN THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

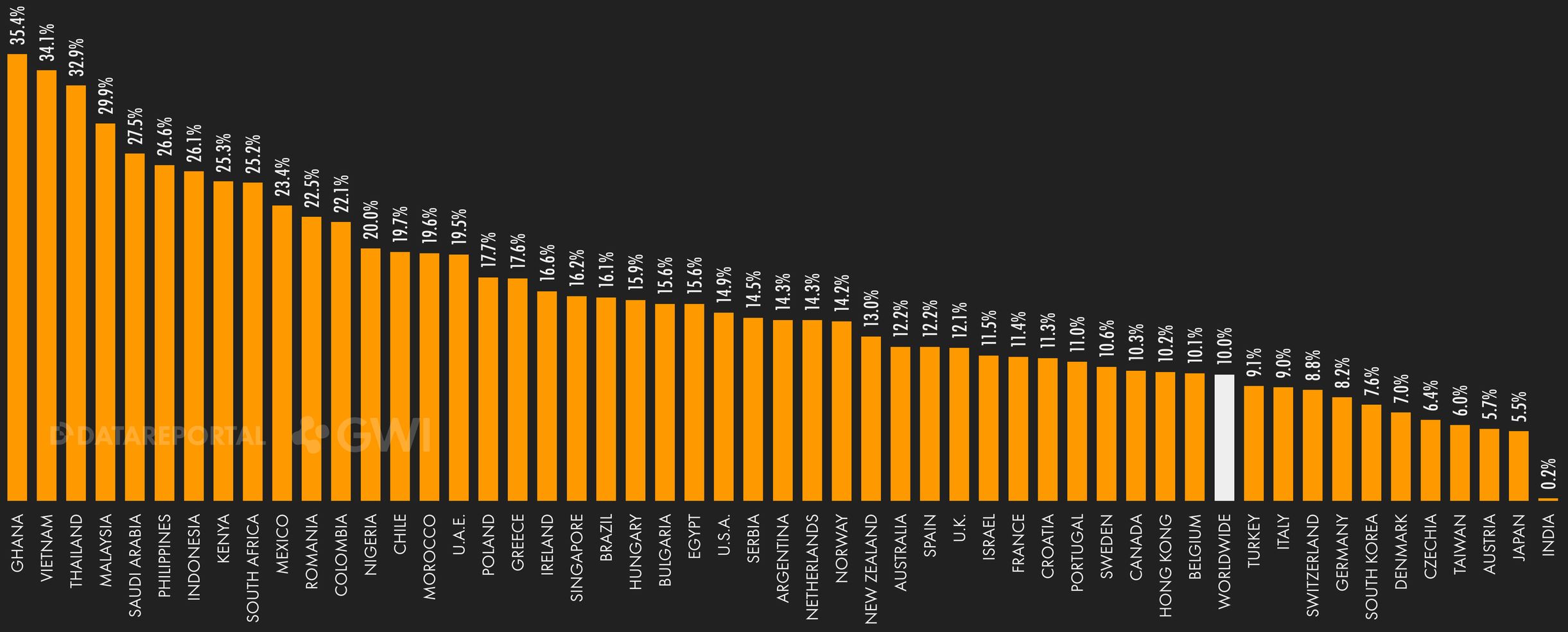
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FAVOURITE SOCIAL PLATFORM: TIKTOK

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

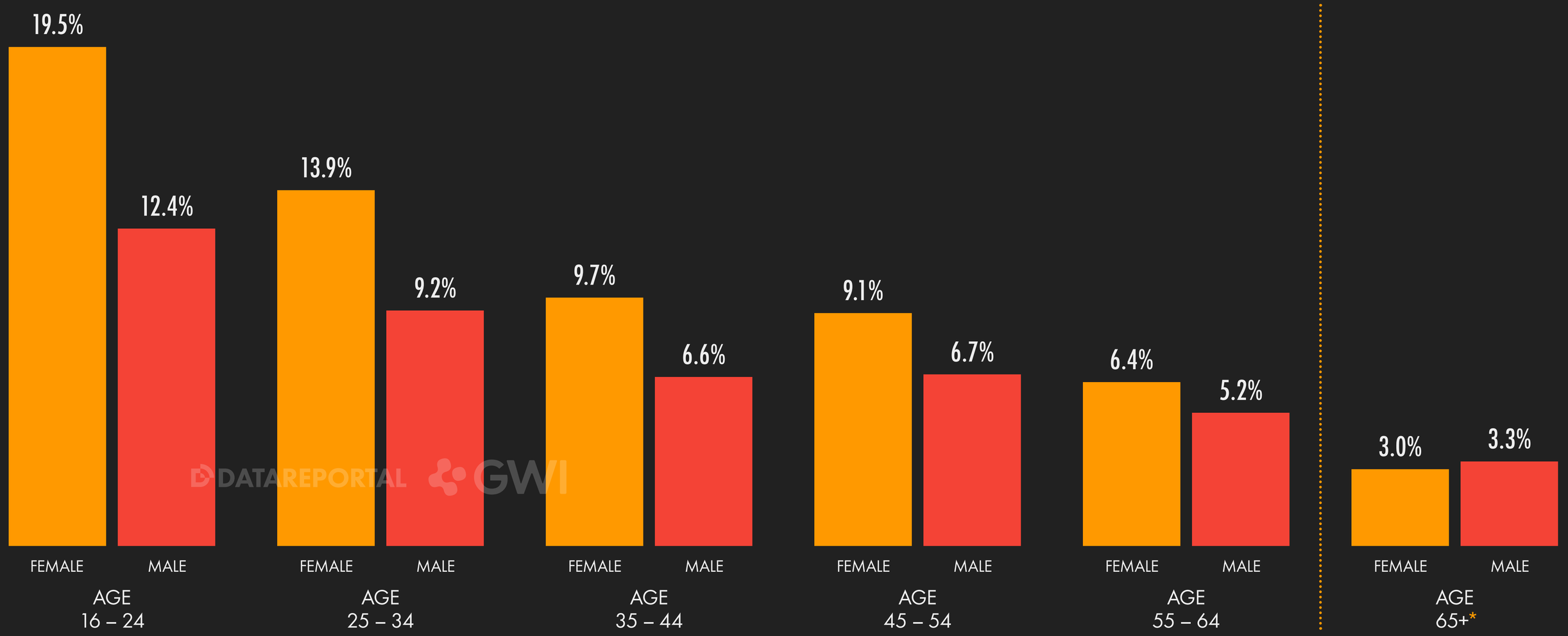
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FAVOURITE SOCIAL PLATFORM: TIKTOK

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT TIKTOK IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **ADVISORY:** DOES NOT INCLUDE DATA FOR DOUYIN. ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

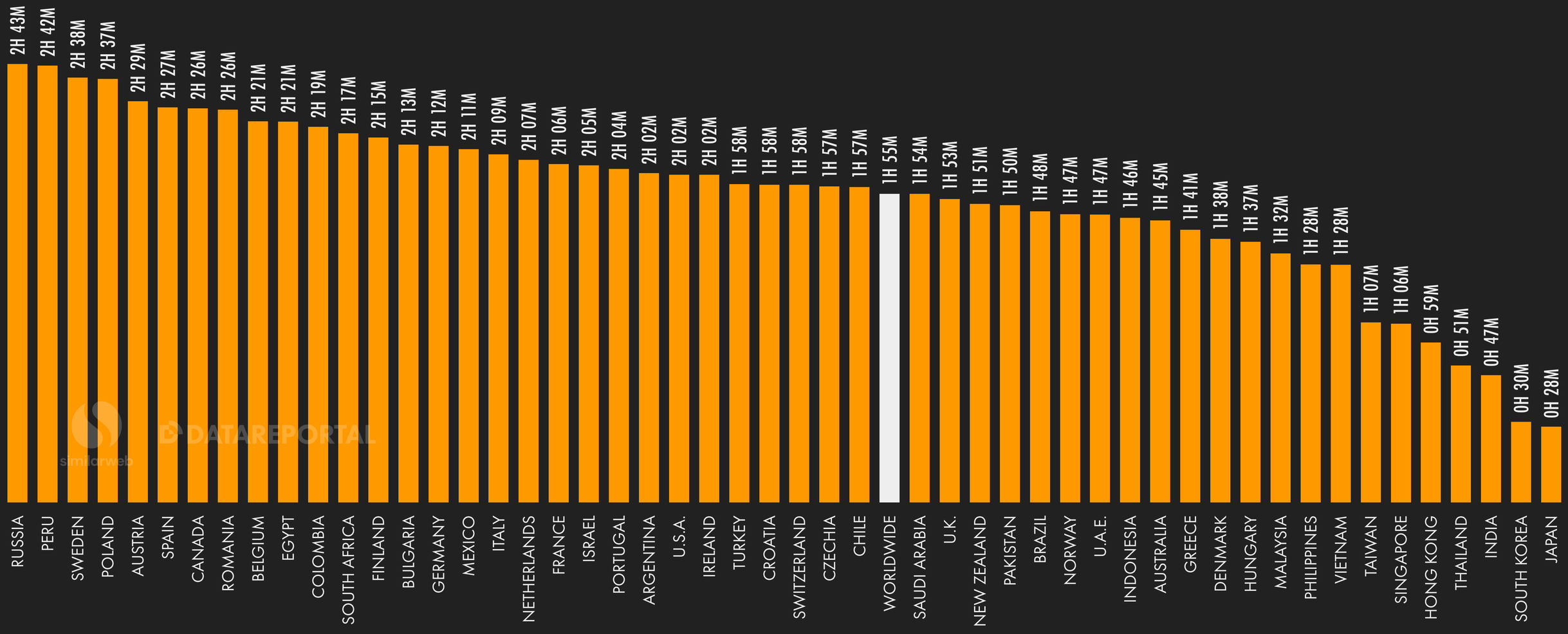
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TIKTOK: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

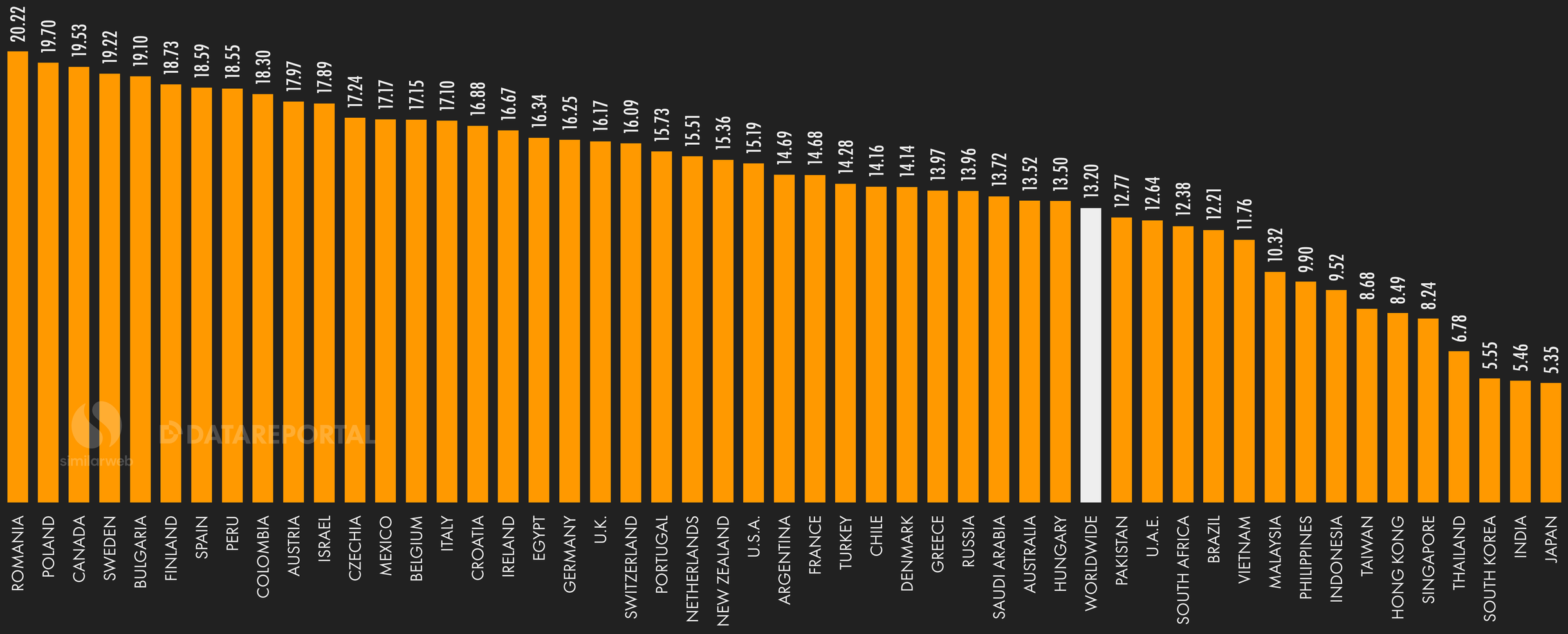
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TIKTOK: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

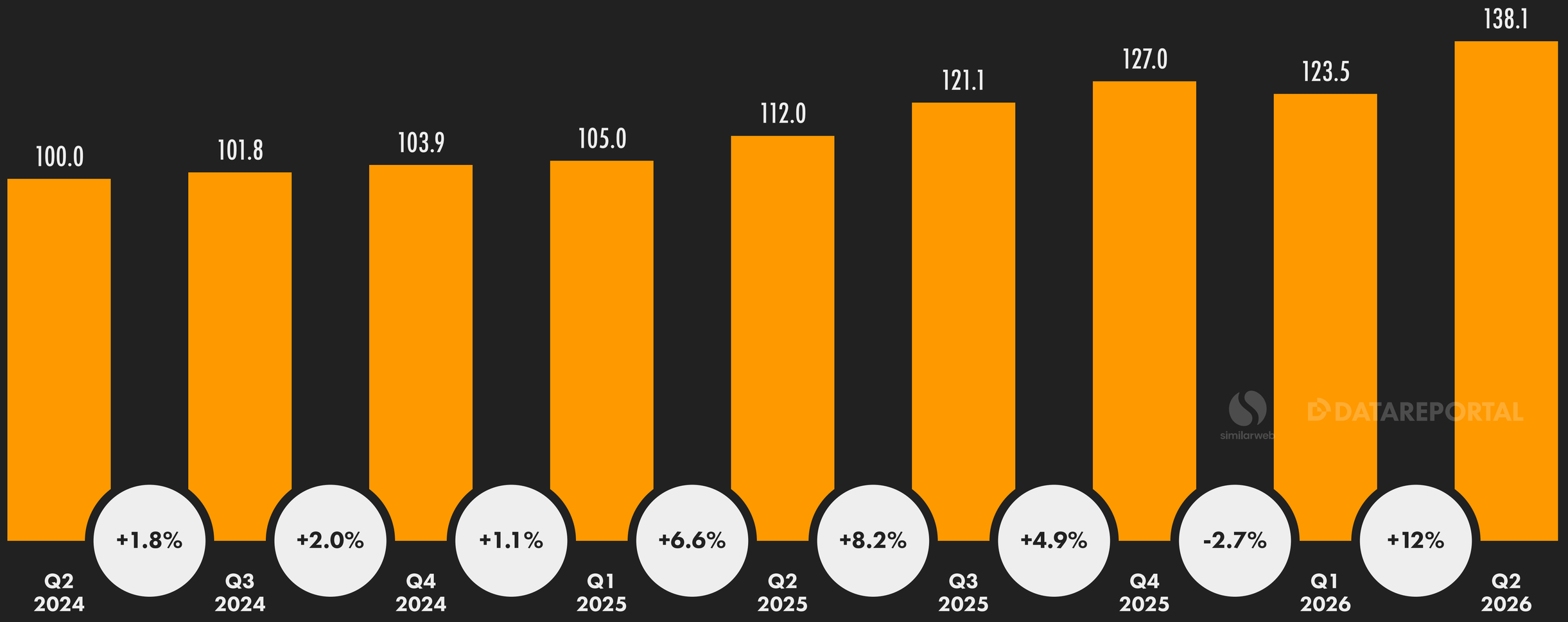
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TIKTOK.COM: DEDUPLICATED USERS INDEX

AVERAGE UNIQUE MONTHLY WEBSITE VISITORS, DEDUPLICATED ACROSS DEVICES, AND INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB. **NOTES:** VALUES REPRESENT AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN EACH PERIOD, REPORTED AS AN INDEX OF AVERAGE DEDUPLICATED WORLDWIDE MONTHLY WEBSITE VISITORS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE APPLICABLE, VALUES INCLUDE VISITORS TO SUBDOMAINS. **ADVISORY:** WEBSITE VISITORS MAY NOT HAVE A REGISTERED USER ACCOUNT, AND REGISTERED USERS MAY NOT SIGN IN OR USE THE SITE AS A REGISTERED USER ON EACH VISIT. **COMPARABILITY:** CONSTITUENT SUBDOMAINS MAY VARY FROM PERIOD TO PERIOD. WE ALSO REPORT "UNIQUE VISITOR" FIGURES ELSEWHERE IN THIS REPORT, WHICH HAVE NOT BEEN DEDUPLICATED ACROSS DEVICES.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON TIKTOK AGED 18+

2.33

BILLION

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

28.1%

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

38.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH



+0.9%

+21 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH



+17.4%

+346 MILLION

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

50.4%

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

49.6%

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

39.5%

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

39.7%

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

39.4%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES BY AGE AND GENDER MAY NOT CORRELATE WITH TOTALS. 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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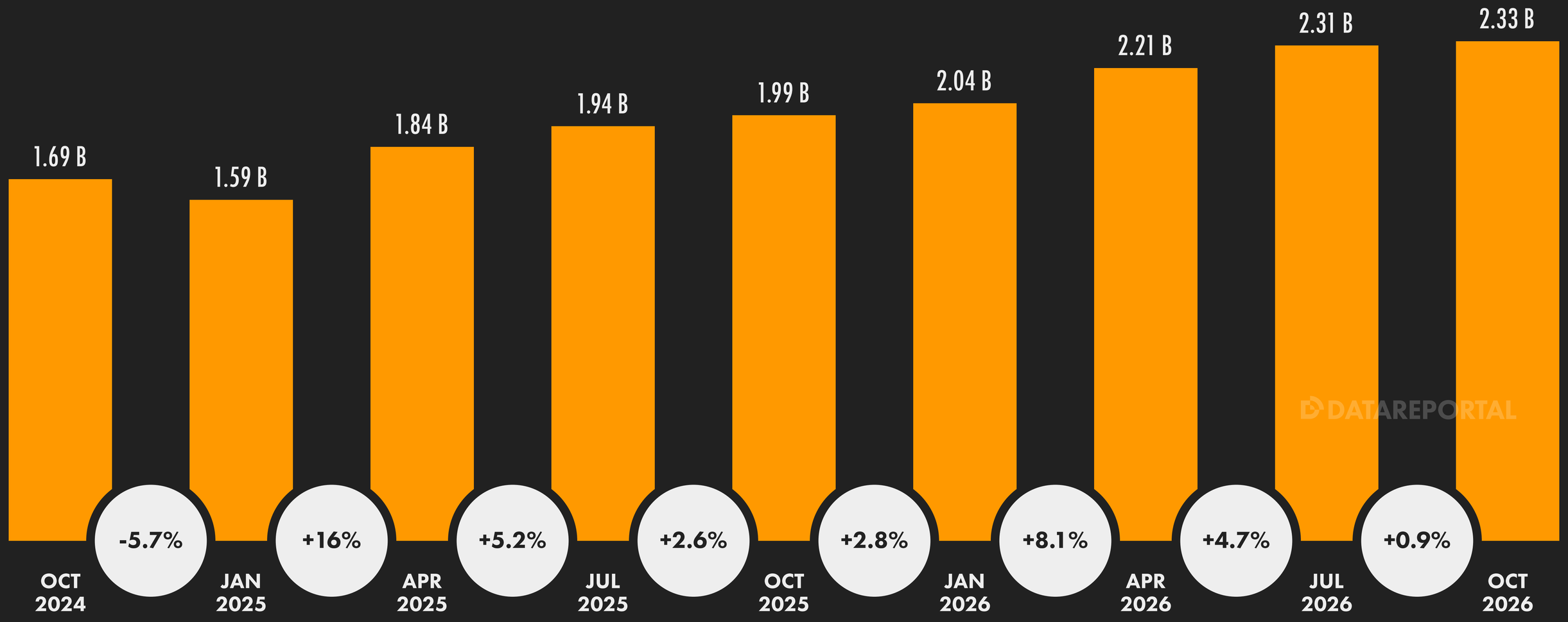
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TIKTOK: REPORTED ADVERTISING REACH

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

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

GLOBAL OVERVIEW



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

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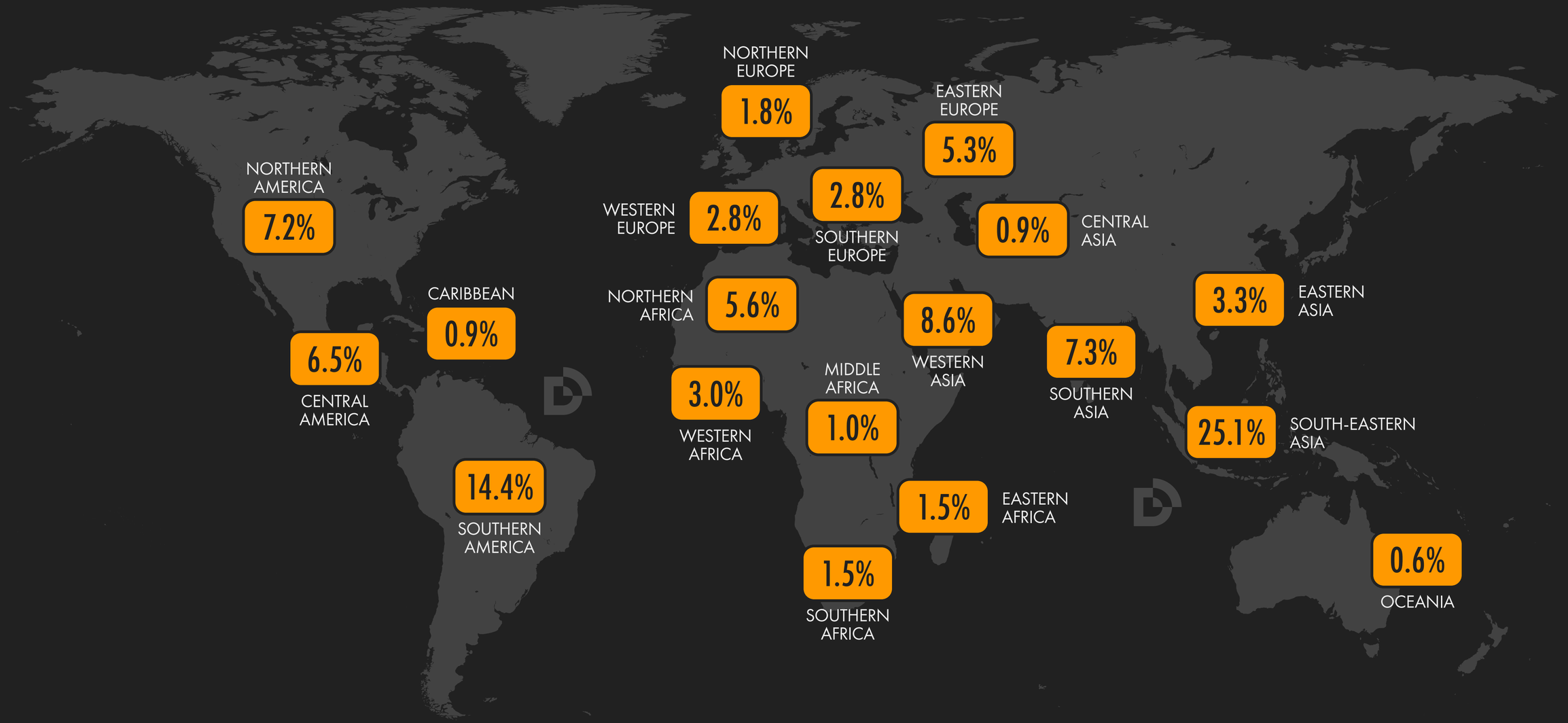
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SHARE OF TIKTOK ADVERTISING AUDIENCE

POTENTIAL TIKTOK ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL TIKTOK ADVERTISING REACH

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

GLOBAL OVERVIEW



SOURCE: TIKTOK'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. FIGURES USE MIDPOINTS OF PUBLISHED RANGES. TIKTOK IS CURRENTLY BLOCKED IN INDIA, SO VALUE FOR SOUTHERN ASIA WILL APPEAR DISPROPORTIONATELY LOW. **ADVISORY:** REACH FIGURES MAY NOT MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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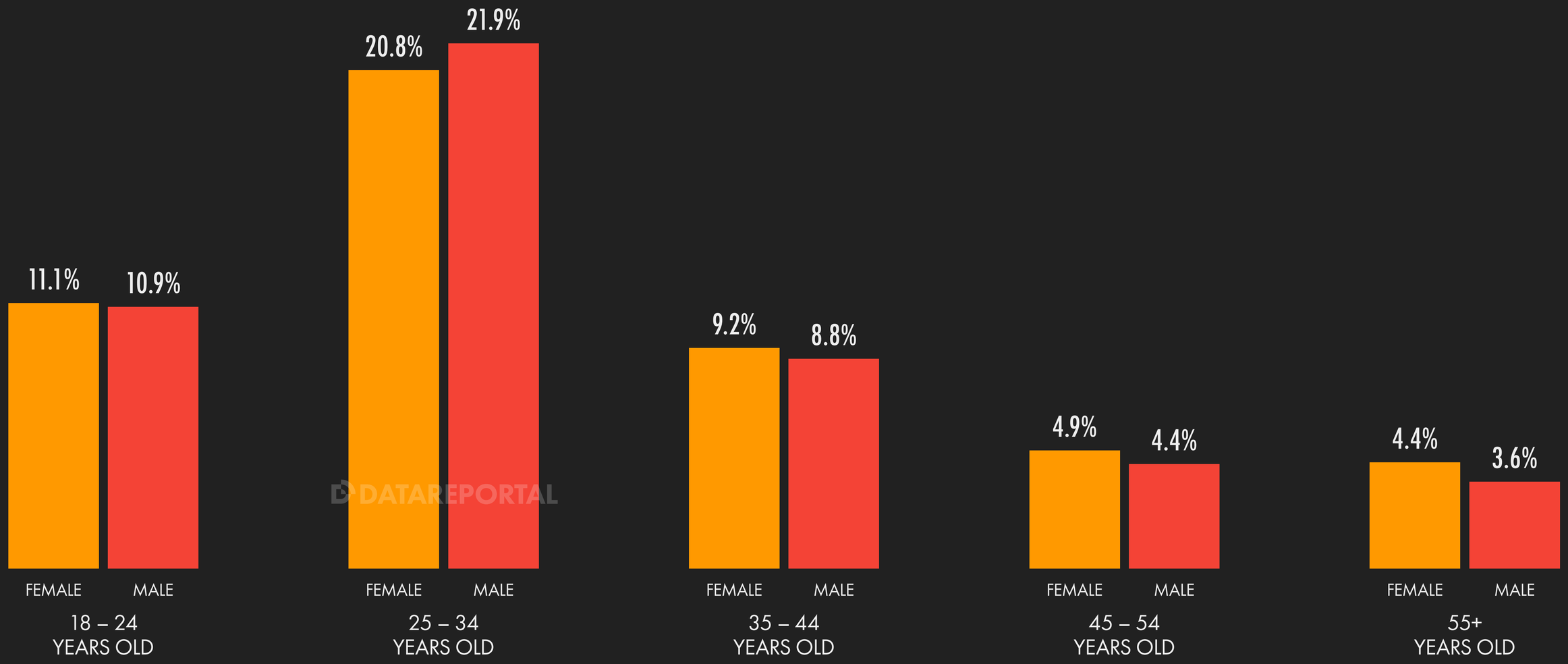
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TIKTOK: ADVERTISING AUDIENCE PROFILE

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

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TIKTOK'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **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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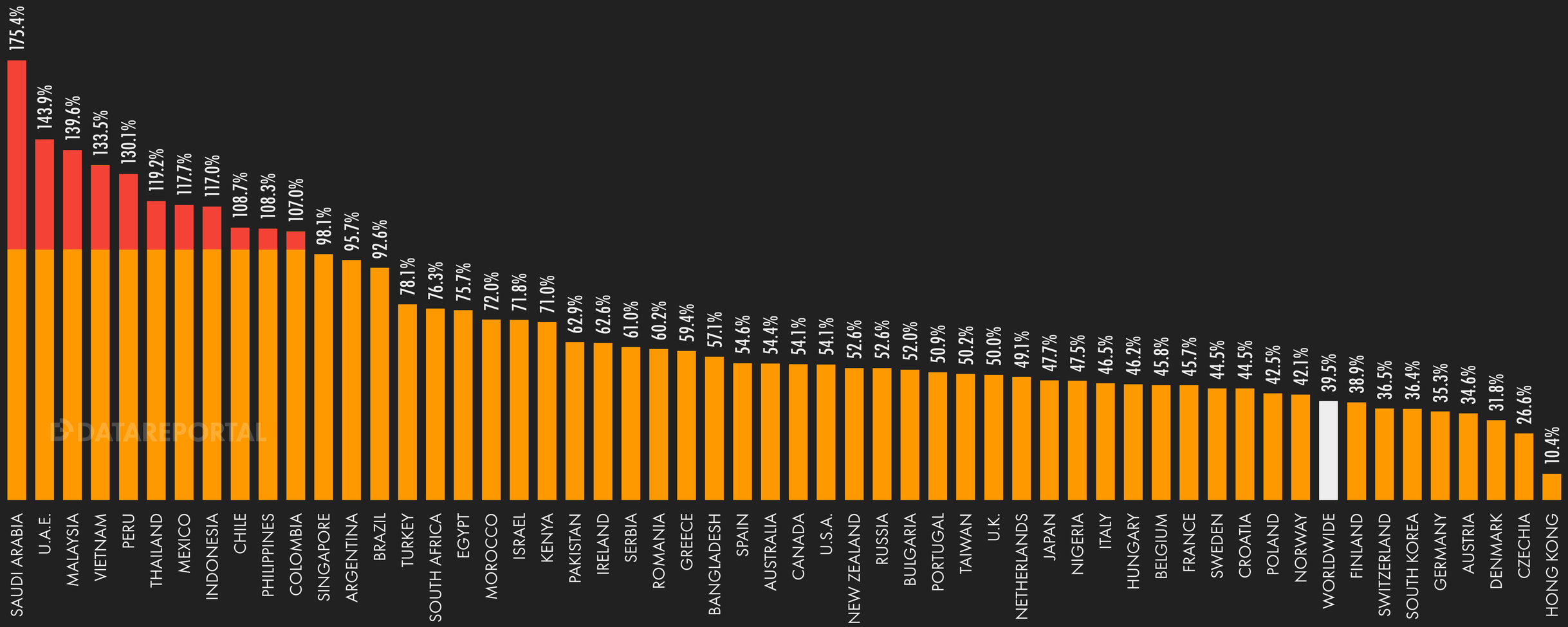
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TIKTOK ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF TIKTOK ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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TIKTOK AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST TIKTOK ADVERTISING AUDIENCES AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDONESIA	240,088,000	+1.3%
02	BRAZIL	152,133,000	+1.7%
03	UNITED STATES OF AMERICA	149,867,000	-8.5%
04	MEXICO	111,792,000	+0.8%
05	VIETNAM	99,744,000	+2.5%
06	PAKISTAN	94,107,000	-0.1%
07	PHILIPPINES	86,361,000	+1.6%
08	THAILAND	70,348,000	+0.9%
09	BANGLADESH	68,312,000	+1.3%
10	NIGERIA	61,373,000	+3.3%

#	LOCATION	TOTAL REACH	▲QOQ
11	RUSSIAN FEDERATION	60,051,000	-4.7%
12	EGYPT	57,548,000	+1.6%
13	TURKEY	51,515,000	+1.8%
14	JAPAN	50,286,000	+2.5%
15	SAUDI ARABIA	44,761,000	+2.9%
16	IRAQ	44,216,000	+1.6%
17	COLOMBIA	44,002,000	+1.2%
18	MALAYSIA	37,993,000	+1.5%
19	SOUTH AFRICA	34,776,000	+2.6%
20	ARGENTINA	32,950,000	+2.0%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. TIKTOK'S TOOLS ONLY PUBLISH AD REACH DATA FOR USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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TIKTOK ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE TIKTOK ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	BONAIRE, ST. EUSTATIUS & SABA	387.1%*	101,000
02	SAUDI ARABIA	175.4%*	44,761,000
03	IRAQ	158.0%*	44,216,000
04	JAMAICA	148.9%*	3,279,000
05	UNITED ARAB EMIRATES	143.9%*	13,652,000
06	LIBYA	142.8%*	7,363,000
07	TURKS & CAICOS IS.	140.2%*	54,000
08	MALAYSIA	139.6%*	37,993,000
09	VIETNAM	133.5%*	99,744,000
10	GUADELOUPE	133.0%*	398,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	KAZAKHSTAN	131.3%*	18,302,000
12	ECUADOR	130.4%*	17,209,000
13	PERU	130.1%*	32,717,000
14	BOLIVIA	129.7%*	10,826,000
15	BELARUS	126.7%*	9,144,000
16	QATAR	124.9%*	3,294,000
17	CAMBODIA	123.4%*	14,576,000
18	THAILAND	119.2%*	70,348,000
19	LEBANON	117.9%*	4,833,000
20	KUWAIT	117.8%*	4,746,000

SOURCES: TIKTOK'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. DOES NOT INCLUDE DOUYIN. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH THE OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	KHABANE LAME @KHABY.LAME	162.5 M
02	CHARLI D'AMELIO @CHARLIDAMELIO	159.3 M
03	MRBEAST @MRBEAST	132.1 M
04	TIKTOK @TIKTOK	95.1 M
05	BELLA POARCH @BELLAPOARCH	91.9 M
06	ADDISON RAE @ADDISONRE	87.9 M
07	WILLIE SALIM @WILLIESALIM	87.1 M
08	ZACH KING @ZACHKING	86.5 M
09	FIFA WORLD CUP @FIFAWORLDCUP	86.3 M
10	KIMBERLY LOAIZA @KIMBERLY.LOAIZA	83.4 M

#	ACCOUNT	FOLLOWERS
11	BTS @BTS_OFFICIAL_BIGHIT	80.6 M
12	THE ROCK @THEROCK	79.7 M
13	WILL SMITH @WILLSMITH	78.3 M
14	DOMINIK LIPA @DOMELIPA	75.5 M
15	REAL MADRID C.F. @REALMADRID	75.2 M
16	BILLIE EILISH @BILLIEEILISH	75.1 M
17	BURAK ÖZDEMIR @CZNBURAK	73.6 M
18	VILMEI @VILMEIJUGA	72.6 M
19	F.C. BARCELONA @FCBARCELONA	70.2 M
20	LAMINE YAMAL @LAMINE.YAMAL	67.4 M

#	ACCOUNT	FOLLOWERS
21	JASON DERULO @JASONDERULO	66.3 M
22	ESPN @ESPN	60.1 M
23	KYLIE JENNER @KYLIEJENNER	59.8 M
24	SELENA GOMEZ @SELENAGOMEZ	58.7 M
25	ALIEV OMAR @OMARI.TO	58.5 M
26	CHAMPIONS LEAGUE @CHAMPIONSLEAGUE	57.7 M
27	YOUNES ZAROU @YOUNESZAROU	57.4 M
28	SHAKIRA @SHAKIRA	56.1 M
29	KAROL G @KAROLG	56.0 M
30	PARIS SAINT-GERMAIN @PSG	55.5 M

#	ACCOUNT	FOLLOWERS
31	RIA RICIS @RIARICIS	54.8 M
32	HIROAKI NAKABAYASHI @BAYASHI.TIKTOK	54.5 M
33	ISHOWSPEED @ISHOWSPEED	54.2 M
34	DIXIE D'AMELIO @DIXIEDAMELIO	53.9 M
35	HOMA @HOMM9K	53.8 M
36	SPENCER POLANCO KNIGHT @SPENCERX	53.6 M
37	NETFLIX @NETFLIX	53.4 M
38	ROSÉ @ROSES_ARE_ROSIE	53.3 M
39	LOREN GRAY @LORENGRAY	52.8 M
40	BLACKPINK @BP_TIKTOK	52.4 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK.COM. DATA COLLECTED IN AUGUST 2026. **NOTE:** TIKTOK ROUNDS FOLLOWER COUNTS AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "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:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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MOST VIEWED TIKTOKS

TIKTOK VIDEOS WITH THE GREATEST NUMBER OF ALL-TIME VIEWS



GLOBAL OVERVIEW

#	CREATOR – "TIKTOK DESCRIPTION"	POSTED	VIEWS	LIKES	COMMENTS	SAVES	SHARES
01	ZACH KING – "MAGIC BROOMSTICK RIDE"	10 DEC 2019	2.40 B	29.0 M	759 K	945 K	1.10 M
02	JAMES CHARLES – "SISTERS CHRISTMAS PARTY 2019"	09 DEC 2019	1.70 B	9.60 M	99.2 K	296 K	139 K
03	LEAH HALTON – "SUMMER FUN LIP SYNC"	06 FEB 2024	1.30 B	79.2 M	2.50 M	5.90 M	2.90 M
04	ZACH KING – "BEST HIDING SPOT EVER"	04 DEC 2019	1.10 B	9.60 M	16.2 K	125 K	61.0 K
05	ZACH KING – "GLASS HALF FULL OR HALF EMPTY?"	19 OCT 2019	969 M	13.3 M	68.4 K	210 K	495 K
06	ZACH KING – "JAILBREAK - CLUE 5"	17 NOV 2025	694 M	22.8 M	75.5 K	961 K	661 K
07	ZACH KING – "CAUTION: WET PAINT"	09 OCT 2019	663 M	11.4 M	65.8 K	227 K	245 K
08	VAN TOAN – "WAIT FOR THE CHORUS"	27 OCT 2023	525 M	58.4 M	339 K	5.60 M	796 K
09	NYADOLLIE – "BEAUTY TUTORIAL"	09 MAR 2023	516 M	38.2 M	621 K	1.80 M	1.70 M
10	GABS – "CHOCOLATE COVERED STRAWBERRIES"	06 FEB 2024	479 M	52.4 M	671 K	5.00 M	924 K

SOURCE: DEXERTO; MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. DATA COLLECTED IN AUGUST 2026. **NOTES:** MOST TIKTOKS DO NOT HAVE ACTUAL "TITLES"; VALUES SHOWN IN THE "TIKTOK DESCRIPTION" COLUMN REPRESENT A SUBJECTIVE DESCRIPTION OF THE TIKTOK'S CONTENT AND ELEMENTS INCLUDED IN THE TIKTOK'S DESCRIPTION. 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. ALL VALUES ROUNDED AT SOURCE. **COMPARABILITY:** ALL METRICS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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TOP TIKTOK HASHTAGS: VIEWS

HASHTAGS THAT HAVE ATTRACTED THE GREATEST NUMBER OF VIEWS ON TIKTOK (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	VIEWS
01	#FYP	125 T
02	#FORYOU	58.6 T
03	#VIRAL	47.4 T
04	#FORYOUPAGE	37.9 T
05	#FYPシ	31.8 T
06	#CAPCUT	17.2 T
07	#TIKTOK	15.3 T
08	#PARATI	15.1 T
09	#TRENDING	12.9 T
10	#FY	10.7 T

#	HASHTAG	VIEWS
11	#FYPシ゚VIRAL	8.83 T
12	#VIRALVIDEO	8.80 T
13	#FUNNY	8.49 T
14	#FYPPPPPPPPPPPPPPPPPPPPPP	7.58 T
15	#XYZBCA	6.55 T
16	#XUHUONG	5.99 T
17	#HUMOR	5.72 T
18	#TREND	5.64 T
19	#FYPAGE	5.60 T
20	#اکسپلور	5.06 T

#	HASHTAG	VIEWS
21	#VIRALTIKTOK	4.61 T
22	#EXPLORE	4.40 T
23	#DUET	4.16 T
24	#EDIT	4.08 T
25	#РЕКОМЕНДАЦИИ	4.01 T
26	#FYPシ゚	3.92 T
27	#FORYOURPAGE	3.71 T
28	#LOVE	3.38 T
29	#POURTOI	3.24 T
30	#PEK	3.21 T

#	HASHTAG	VIEWS
31	#MEME	2.98 T
32	#COMEDY	2.96 T
33	#ANIME	2.92 T
34	#ASMR	2.72 T
35	#FOOTBALL	2.49 T
36	#GOVIRAL	2.45 T
37	#MOVIE	2.41 T
38	#GREENSCREEN	2.41 T
39	#POV	2.34 T
40	#FUNNYVIDEOS	2.22 T

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. DATA COLLECTED IN AUGUST 2026. **NOTES:** VIEW COUNTS REPRESENT THE NUMBER OF VIEWS OF TIKTOKS THAT INCLUDE THE RELEVANT HASHTAG. TIKTOKS MAY INCLUDE MULTIPLE HASHTAGS, SO ONE VIEW MAY REGISTER IN COUNTS FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. VIEW COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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TOP TIKTOK HASHTAGS: POSTS

HASHTAGS THAT HAVE BEEN USED IN THE GREATEST NUMBER OF POSTS ON TIKTOK (ALL TIME)



GLOBAL OVERVIEW

#	HASHTAG	TIKTOKS
01	#CAPCUT	10.6 B
02	#FYP	9.20 B
03	#FORYOU	5.80 B
04	#FORYOUPAGE	4.30 B
05	#DUET	3.60 B
06	#VIRAL	3.40 B
07	#FYPシ	2.80 B
08	#TIKTOK	2.00 B
09	#TRENDING	1.40 B
10	#VIRALVIDEO	1.30 B

#	HASHTAG	TIKTOKS
11	#FYPPPPPPPPPPPPPPPPPPPPPP	1.20 B
12	#FYPシ゚VIRAL	1.10 B
13	#PARATI	1.00 B
14	#COMEDY	927 M
15	#GREENSCREEN	733 M
16	#FY	683 M
17	#PEK	674 M
18	#VIRALTIKTOK	659 M
19	#FORYOURPAGE	520 M
20	#XUHUONG	506 M

#	HASHTAG	TIKTOKS
21	#FYPAGE	484 M
22	#FYPシ゚	474 M
23	#LOVE	468 M
24	#TREND	460 M
25	#TIKTOKINDIA	428 M
26	#XYZBCA	379 M
27	#РЕКОМЕНДАЦИИ	359 M
28	#FORYOUPAGE❤️❤️	351 M
29	#FUNNY	339 M
30	#GOVIRAL	324 M

#	HASHTAG	TIKTOKS
31	#LIKE	317 M
32	#VIDEO	303 M
33	#TIKTOKVIRAL	291 M
34	#VIRAL_VIDEO	243 M
35	#اكسبلور	242 M
36	#POURTOI	231 M
37	#HUMOR	229 M
38	#EXPLORE	209 M
39	#FOLLOW	199 M
40	#EDIT	195 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON TIKTOK. DATA COLLECTED IN AUGUST 2026. **NOTES:** THE SAME TIKTOK MAY INCLUDE MULTIPLE HASHTAGS, SO ONE TIKTOK MAY REGISTER IN THE TIKTOKS COUNT FOR MULTIPLE HASHTAGS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. POST COUNTS ROUNDED AT SOURCE. **ADVISORY:** THERE IS NO SIMPLE WAY TO IDENTIFY TOP HASHTAGS ON TIKTOK, SO THIS LIST MAY INADVERTENTLY MISS HASHTAGS THAT OUTPERFORM SOME OF THOSE FEATURED IN THIS LIST. **COMPARABILITY:** POST COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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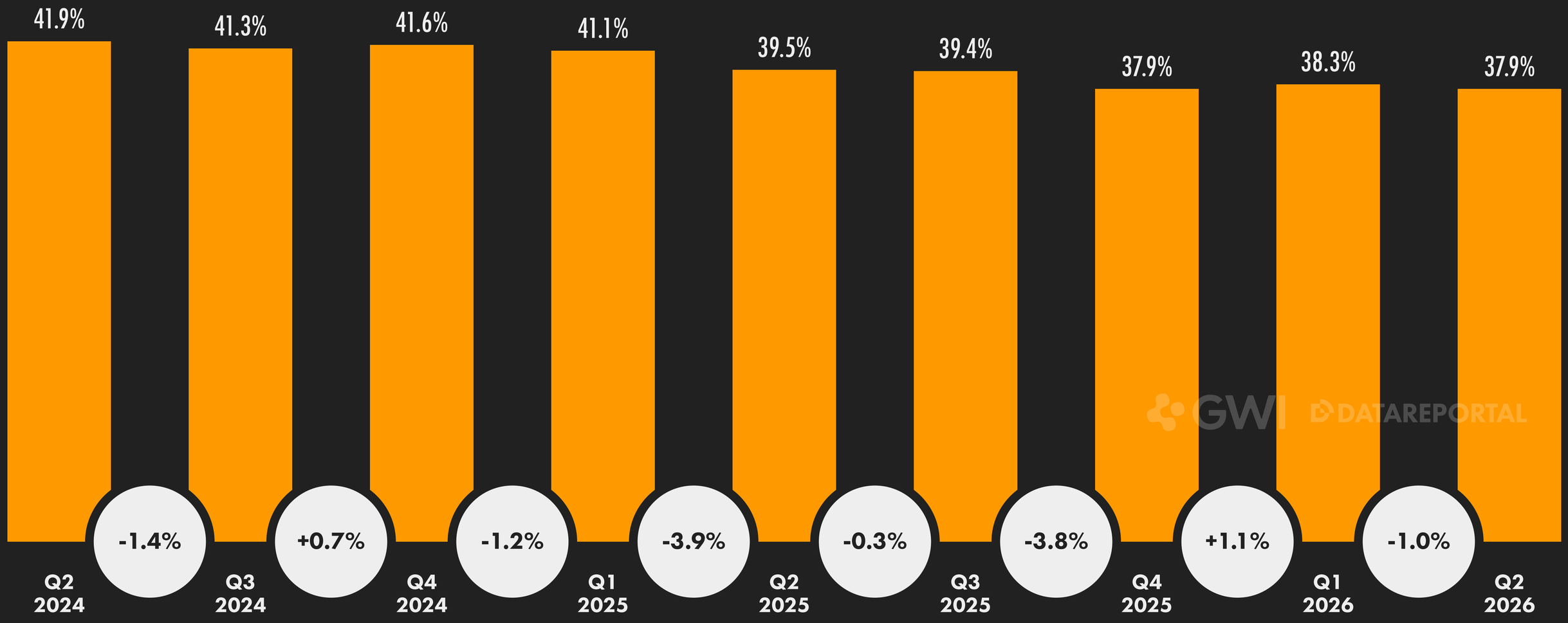
MESSENGER

OCT 2026

MESSENGER USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

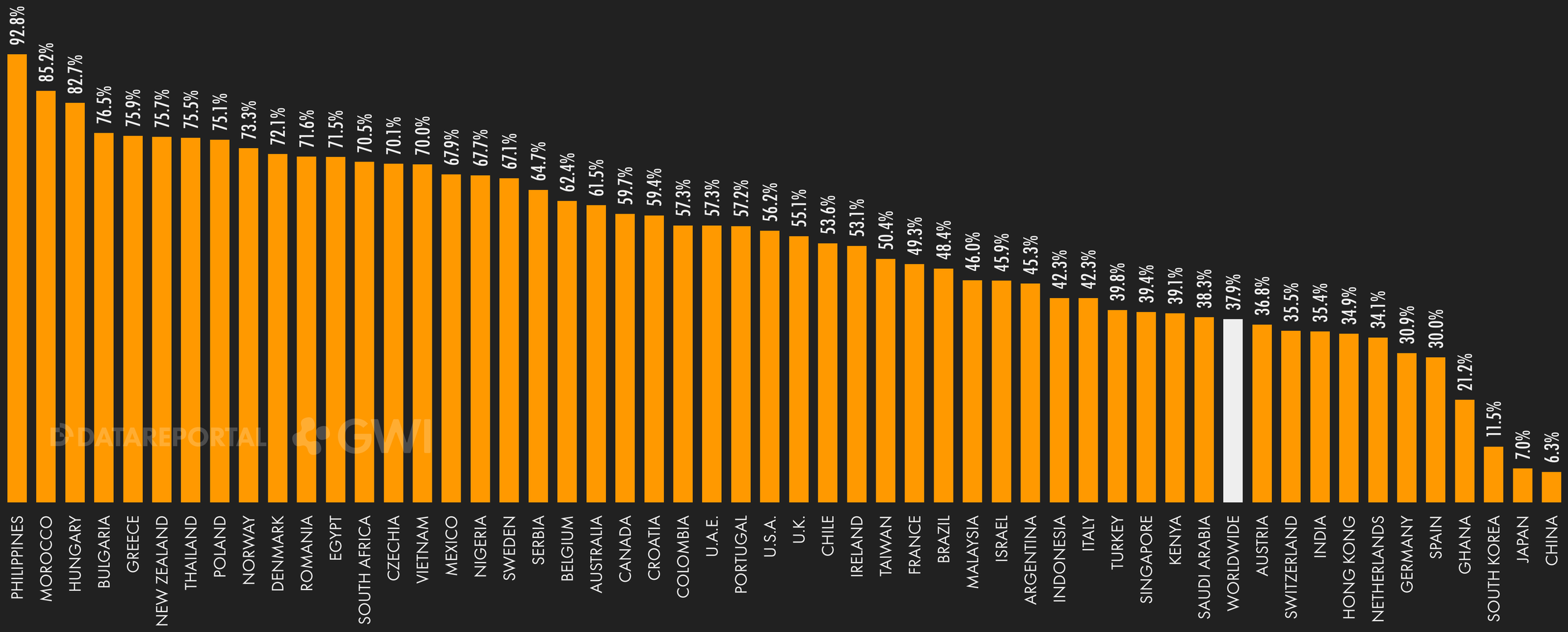
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MESSENGER USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

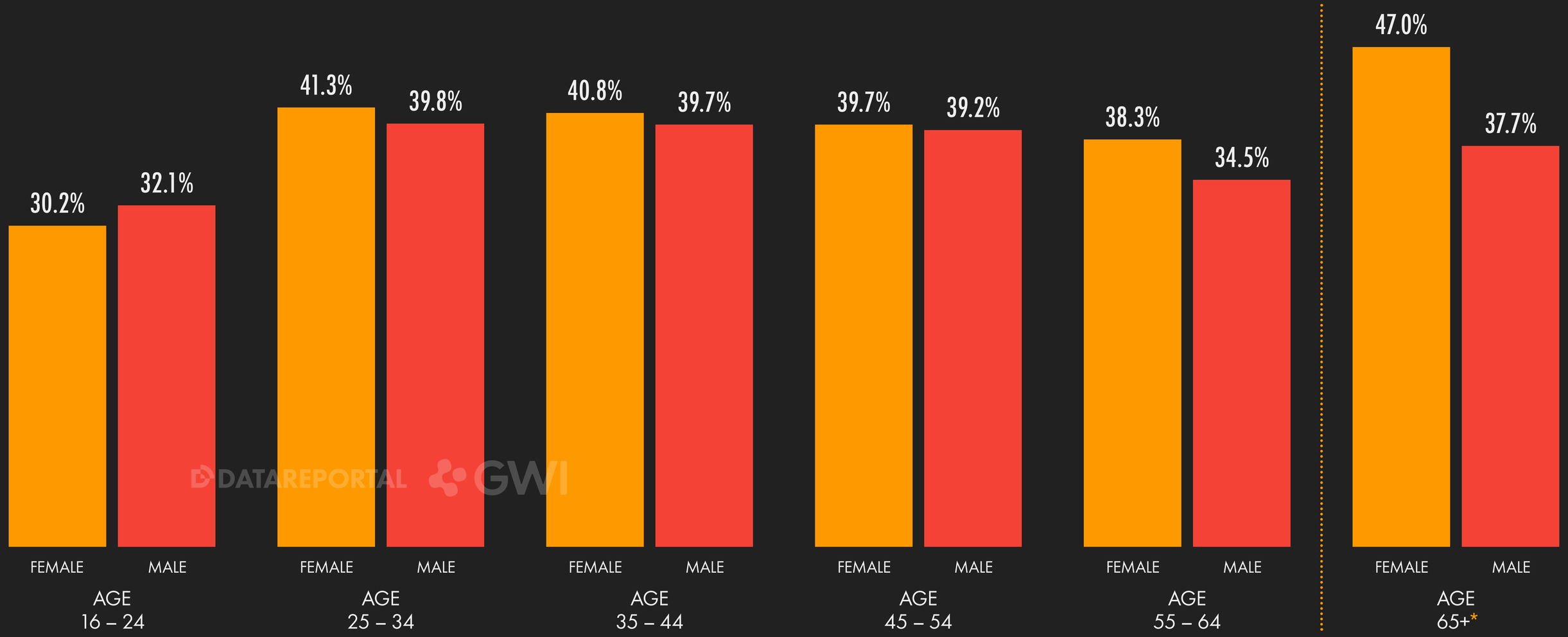
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OCT 2026

MESSENGER USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED MESSENGER AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

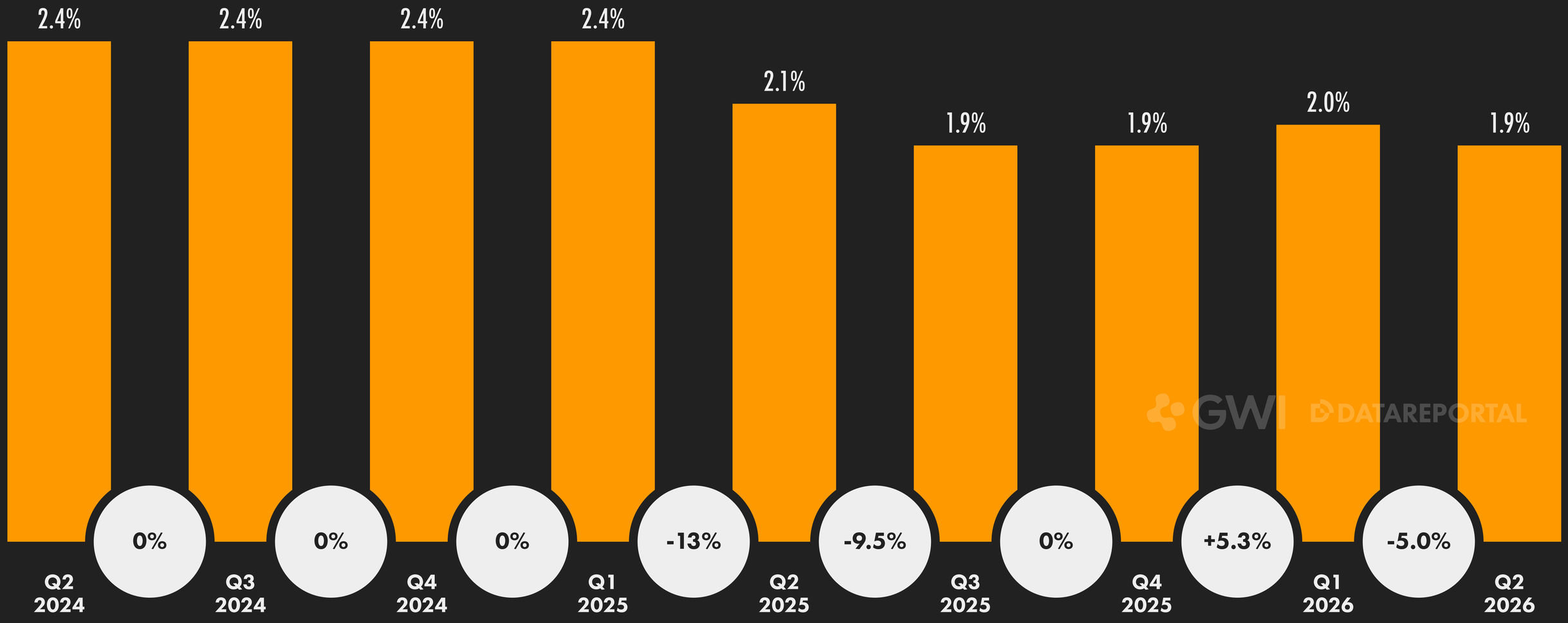
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FAVOURITE SOCIAL PLATFORM: MESSENGER

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

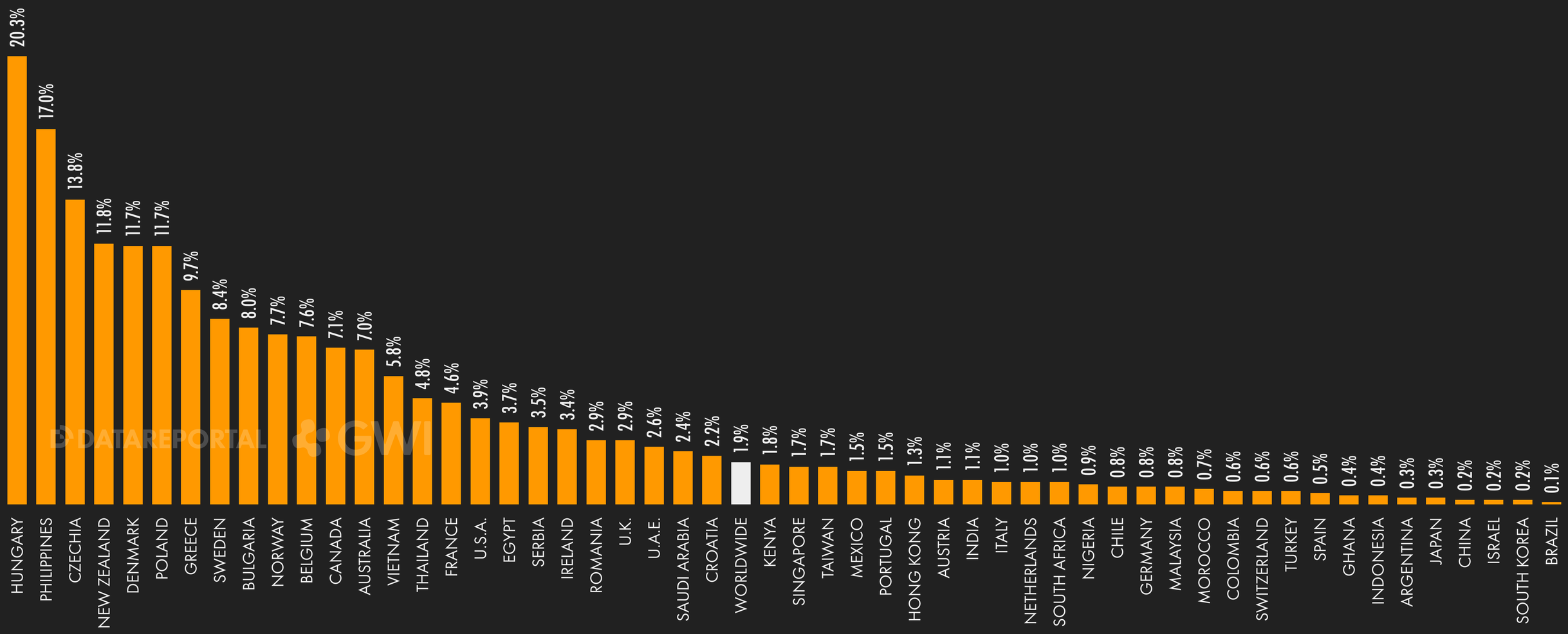
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FAVOURITE SOCIAL PLATFORM: MESSENGER

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

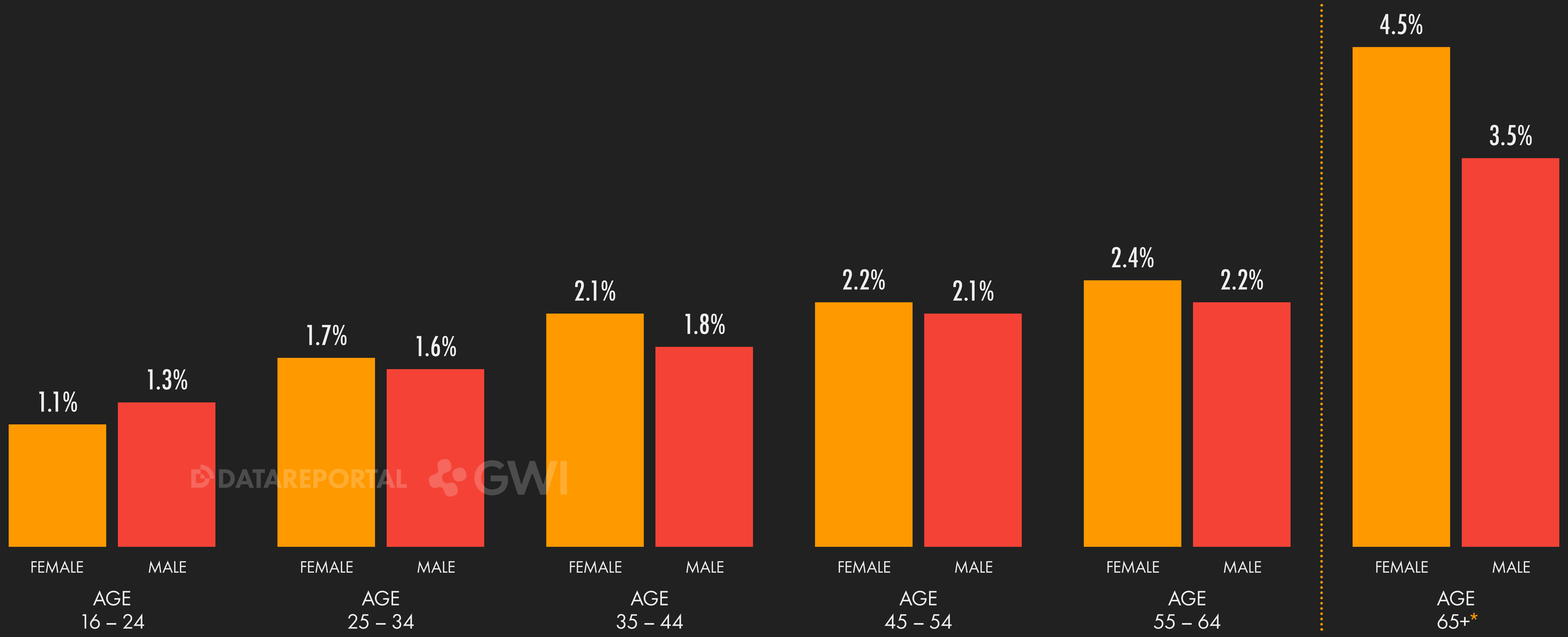
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OCT 2026

FAVOURITE SOCIAL PLATFORM: MESSENGER

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT MESSENGER IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

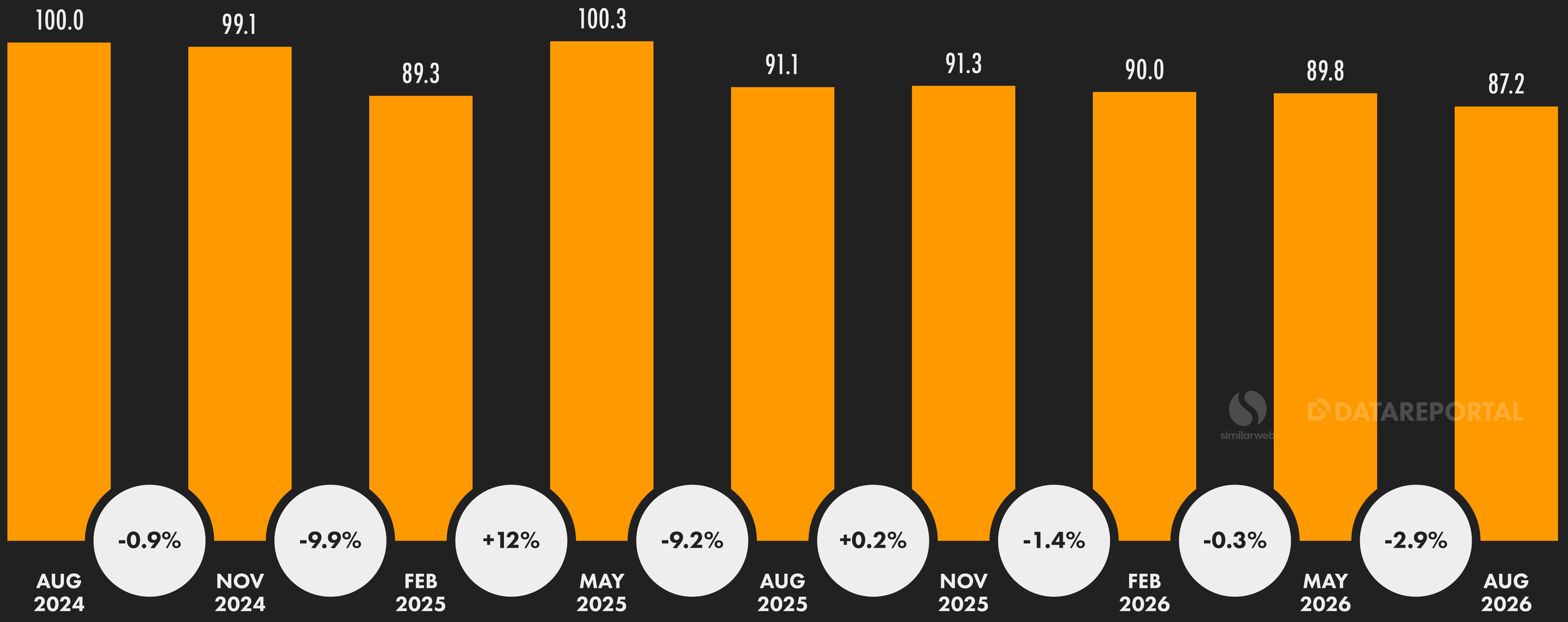
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MESSENGER: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

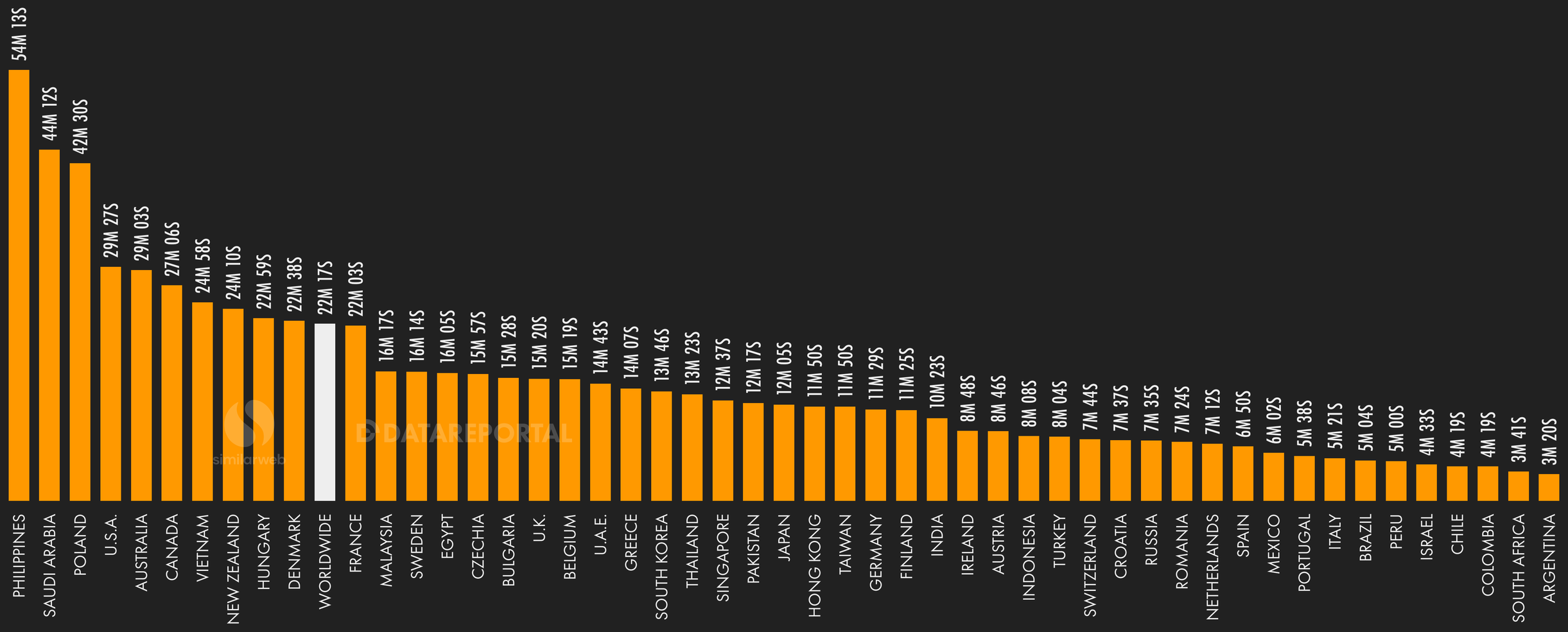
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MESSENGER: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

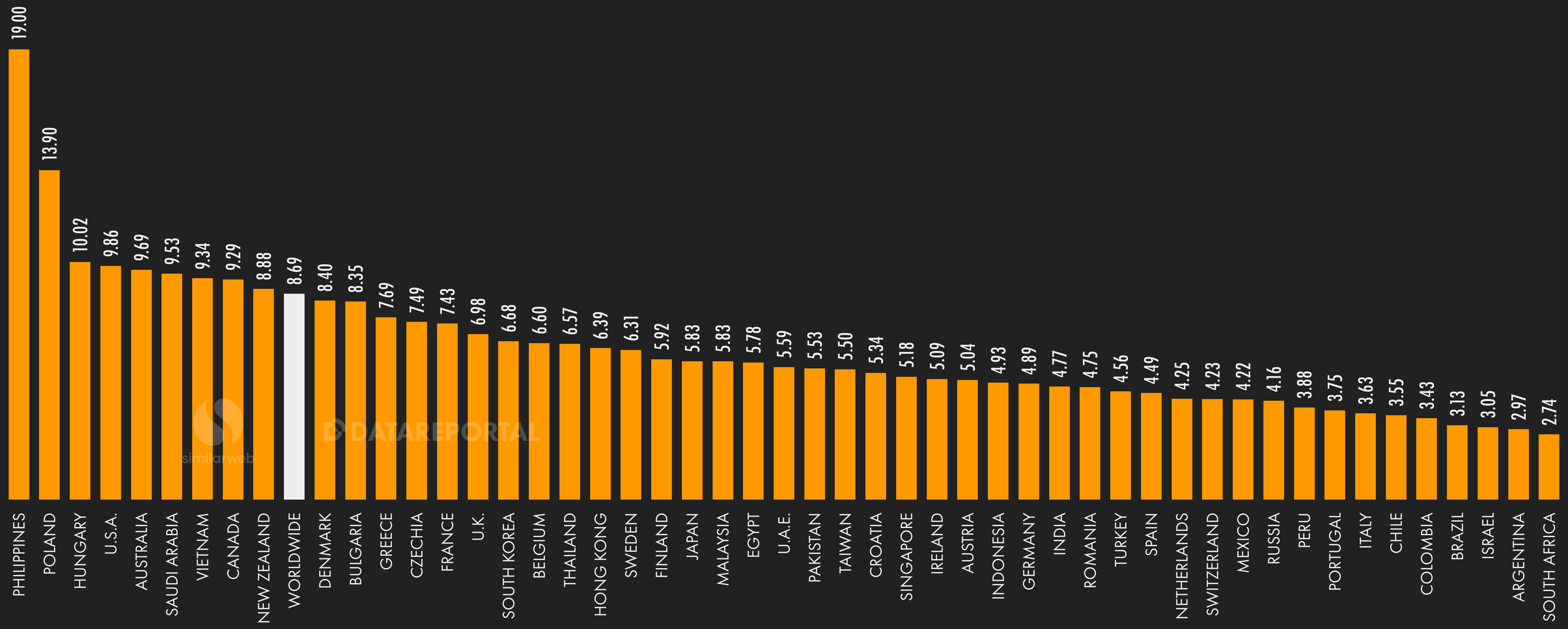
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MESSENGER: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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SIGNIFICANT CHANGES IN REPORTED POTENTIAL AD REACH FOR MESSENGER

Figures published in Meta's own planning tools for the potential reach of ads on Messenger have fallen by 95% over recent months, coinciding with the company's retirement of the "Messenger Inbox" ad placement in November 2025. In response to our questions about this, Meta offered the following statement:

"...we've decided to stop delivery to the Messenger inbox ads placement for now. As an alternative, we invite advertisers... to use marketing messages on Messenger, or use... the "Messenger Stories" placement."

Based on the company's statement, it seems that marketers can still place ads within the Messenger platform, but the available data indicate that the Messenger Stories placement offers significantly fewer opportunities to reach users than the now-retired Messenger Inbox placement did. However, for clarity, third-party data shows that overall Messenger use remains strong, and this change **only appears to affect the platform's potential ad reach**.

OCT 2026

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON MESSENGER

30.7
MILLION

MESSENGER AD REACH vs. TOTAL POPULATION

0.4%

MESSENGER AD REACH vs. TOTAL INTERNET USERS

0.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

-11.2%
-4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

-96.7%
-911 MILLION

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

41.0%

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

58.5%

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

0.5%

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

0.4%

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

0.6%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. FIGURES FOR ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES, AND MAY NOT CORRELATE WITH OVERALL ADOPTION. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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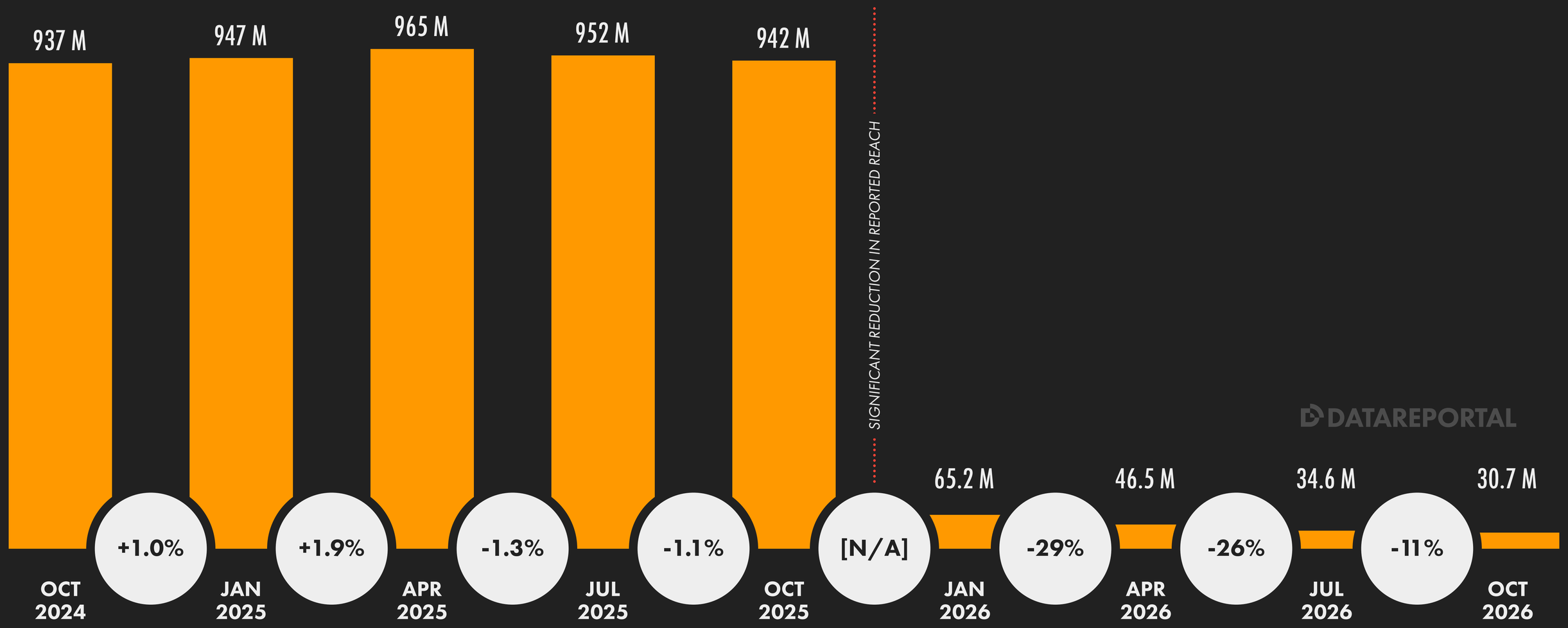
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MESSENGER: REPORTED ADVERTISING REACH

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

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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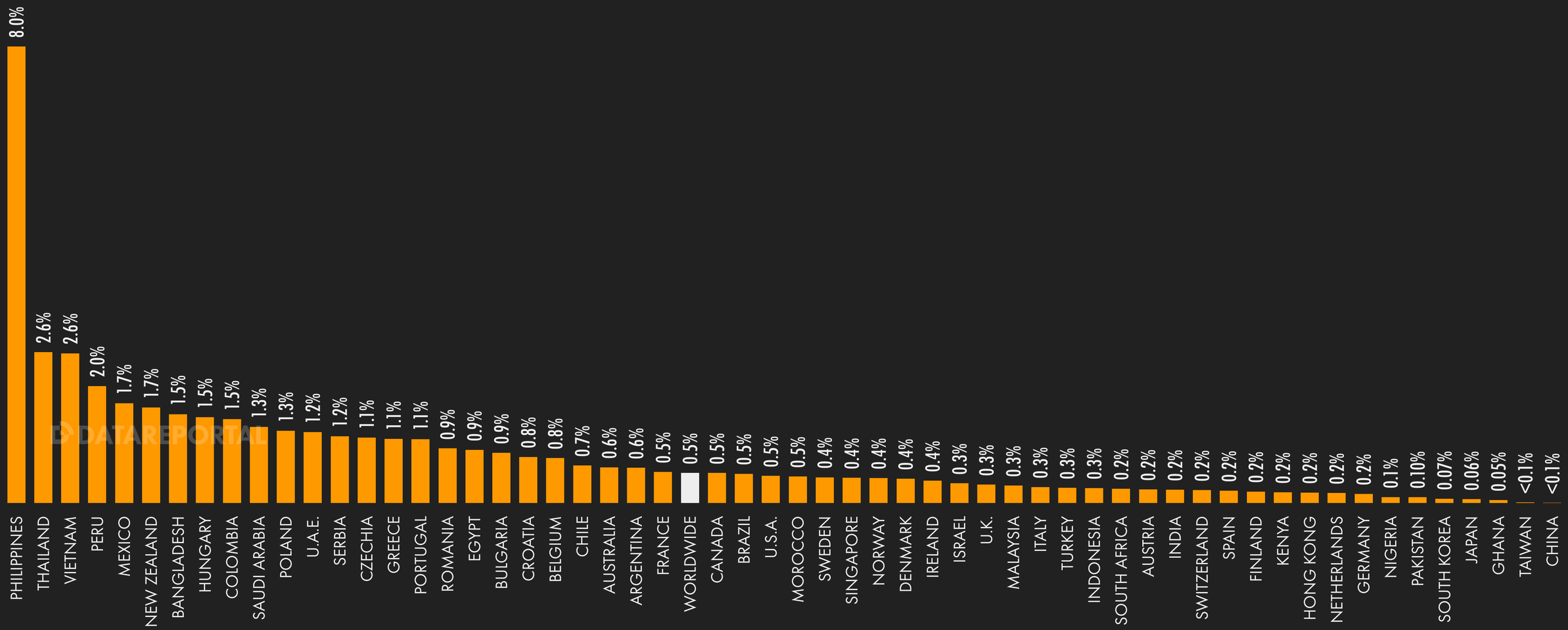
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MESSENGER ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF MESSENGER ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MESSENGER AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST MESSENGER ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	PHILIPPINES	6,300,000	-8.0%
02	INDIA	2,400,000	-21.3%
03	VIETNAM	1,950,000	-4.9%
04	BANGLADESH	1,850,000	-15.9%
05	MEXICO	1,650,000	-10.8%
06	THAILAND	1,550,000	-6.1%
07	UNITED STATES OF AMERICA	1,300,000	-7.1%
08	BRAZIL	834,000	-16.8%
09	EGYPT	703,000	-20.9%
10	IRAQ	649,000	-13.5%

#	LOCATION	TOTAL REACH	▲QOQ
11	NEPAL	615,000	-8.8%
12	COLOMBIA	599,000	-10.0%
13	INDONESIA	528,000	-20.6%
14	PERU	512,000	-8.7%
15	ALGERIA	499,000	-15.5%
16	POLAND	393,000	-4.5%
17	SAUDI ARABIA	337,000	-20.6%
18	CAMBODIA	326,000	-14.3%
19	FRANCE	288,000	-1.1%
20	TUNISIA	257,000	-11.1%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. SOME MESSENGER AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, WHICH MAY IMPACT THEIR RESPECTIVE RANKING. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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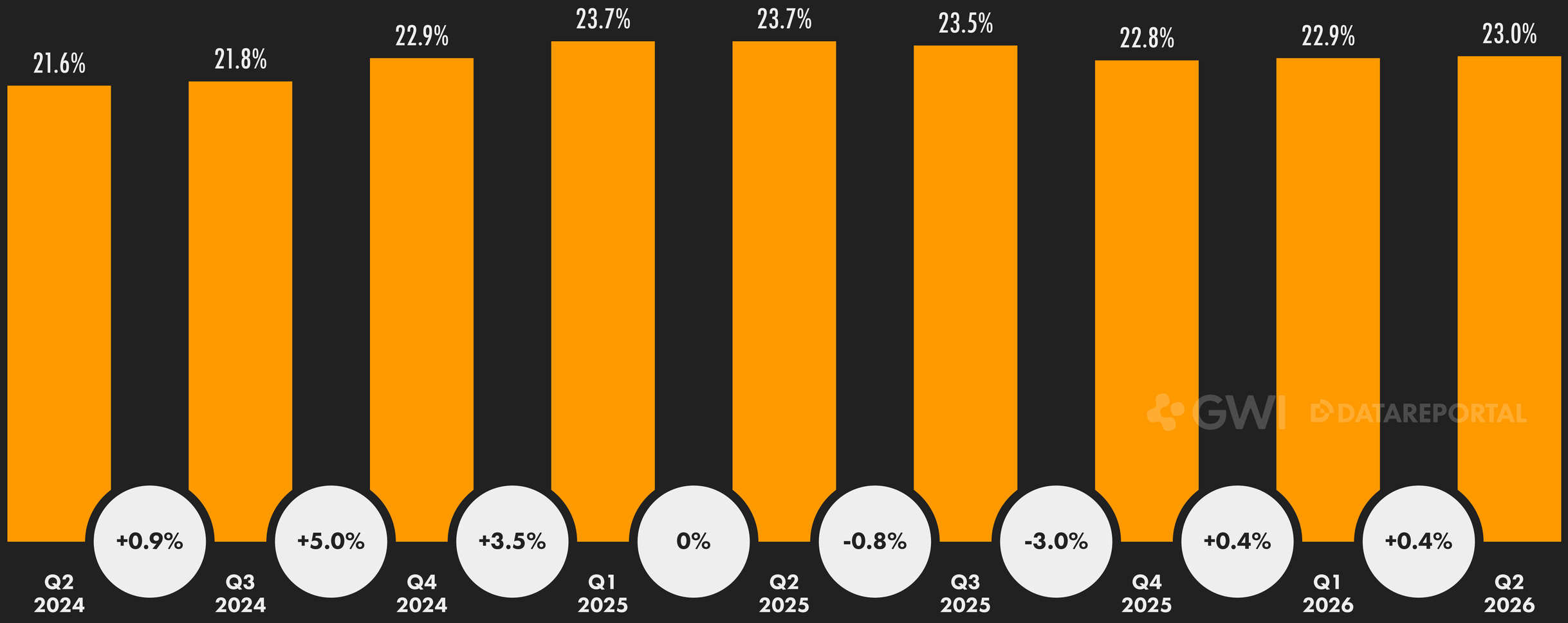
SNAPCHAT

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SNAPCHAT USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

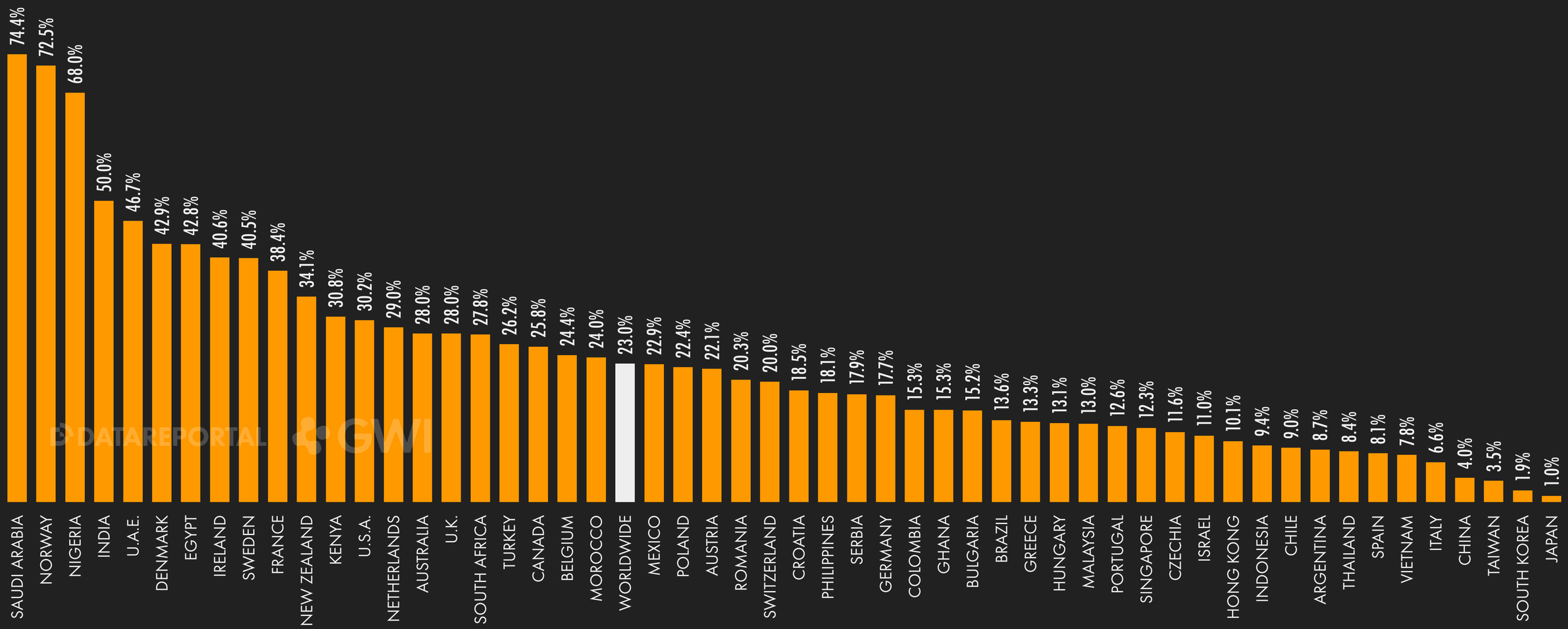
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SNAPCHAT USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

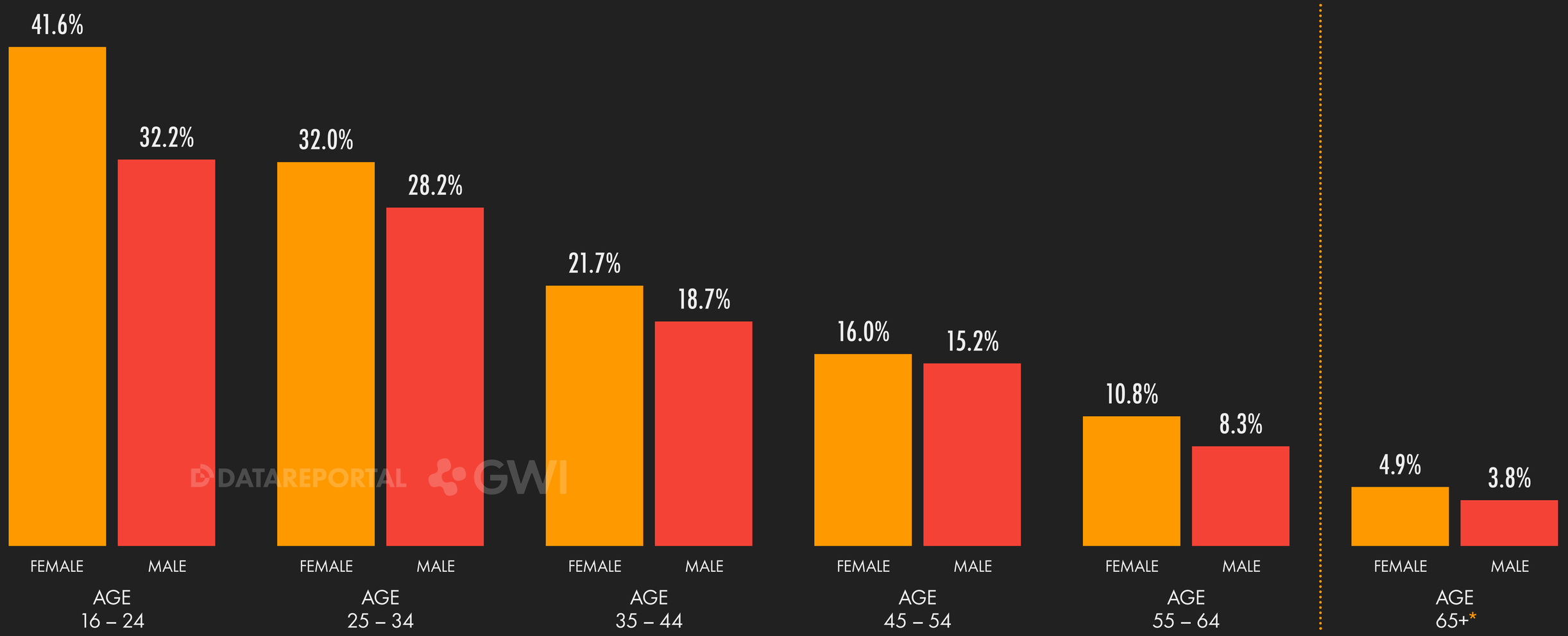
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SNAPCHAT USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED SNAPCHAT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

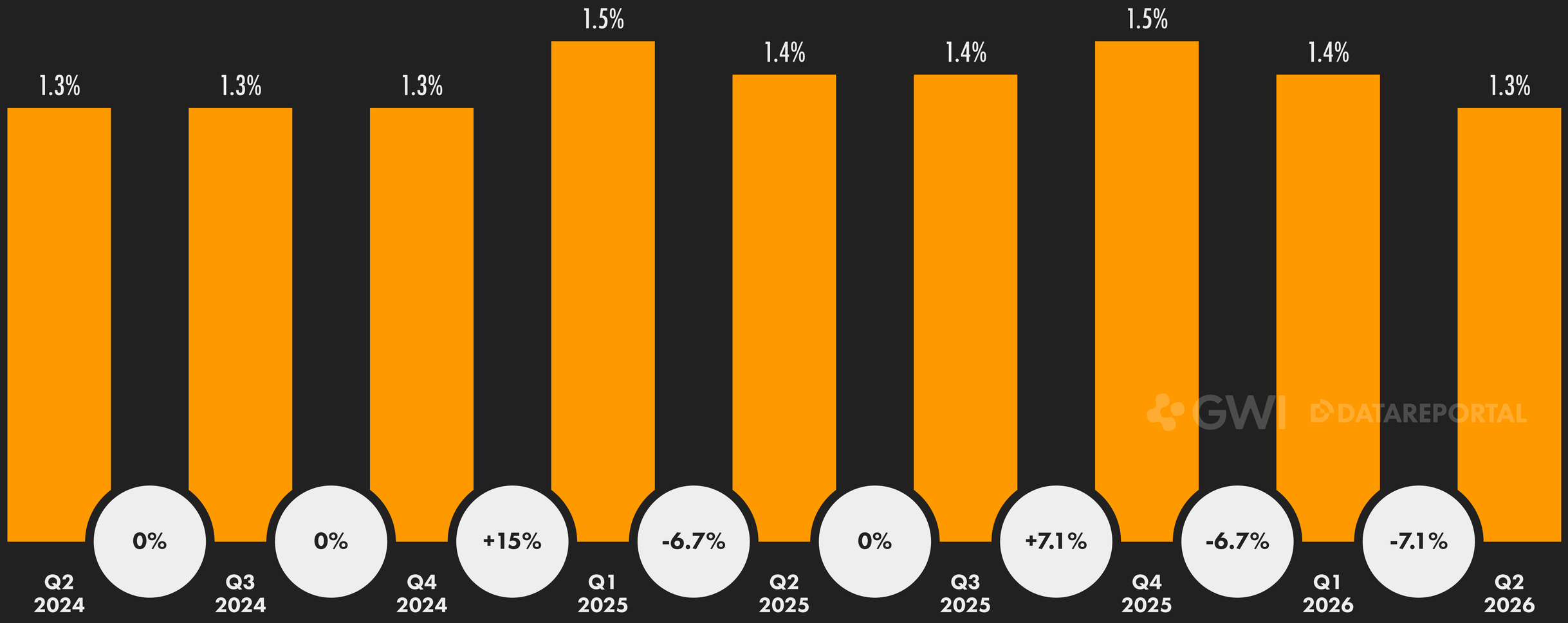
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FAVOURITE SOCIAL PLATFORM: SNAPCHAT

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

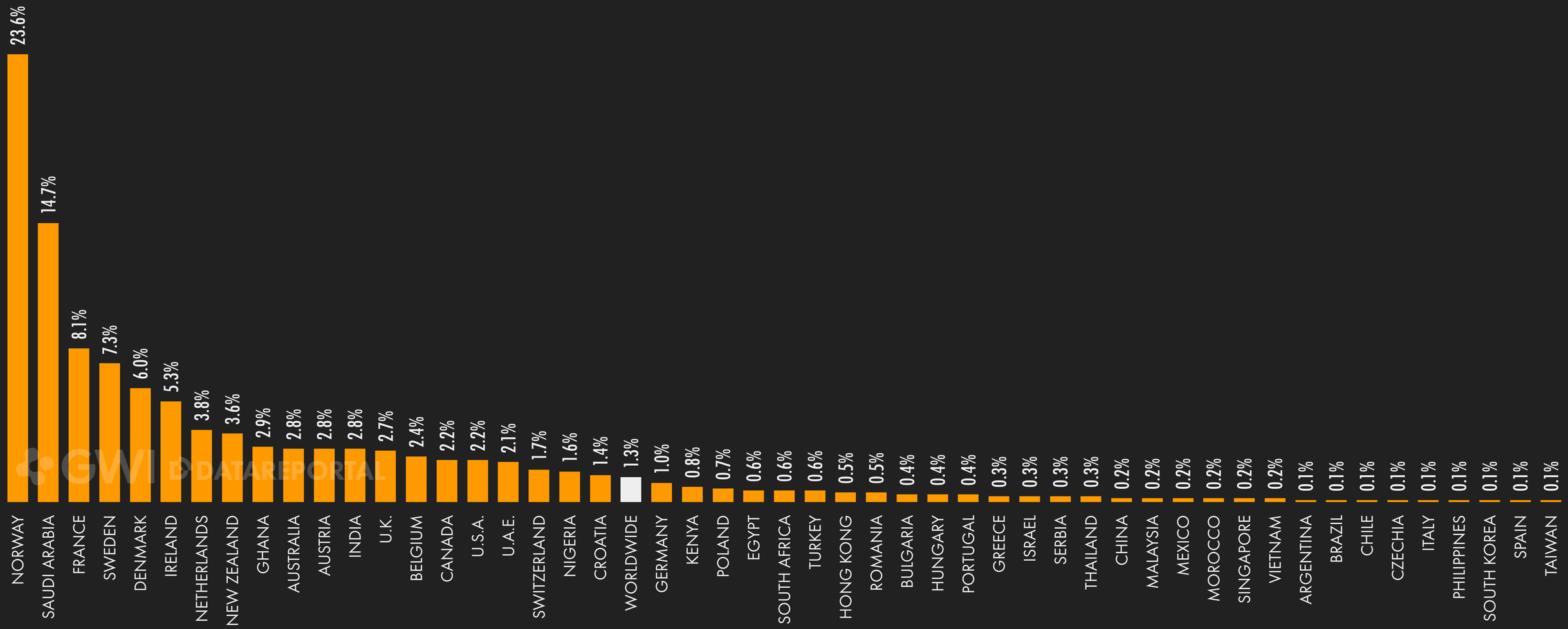
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FAVOURITE SOCIAL PLATFORM: SNAPCHAT

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

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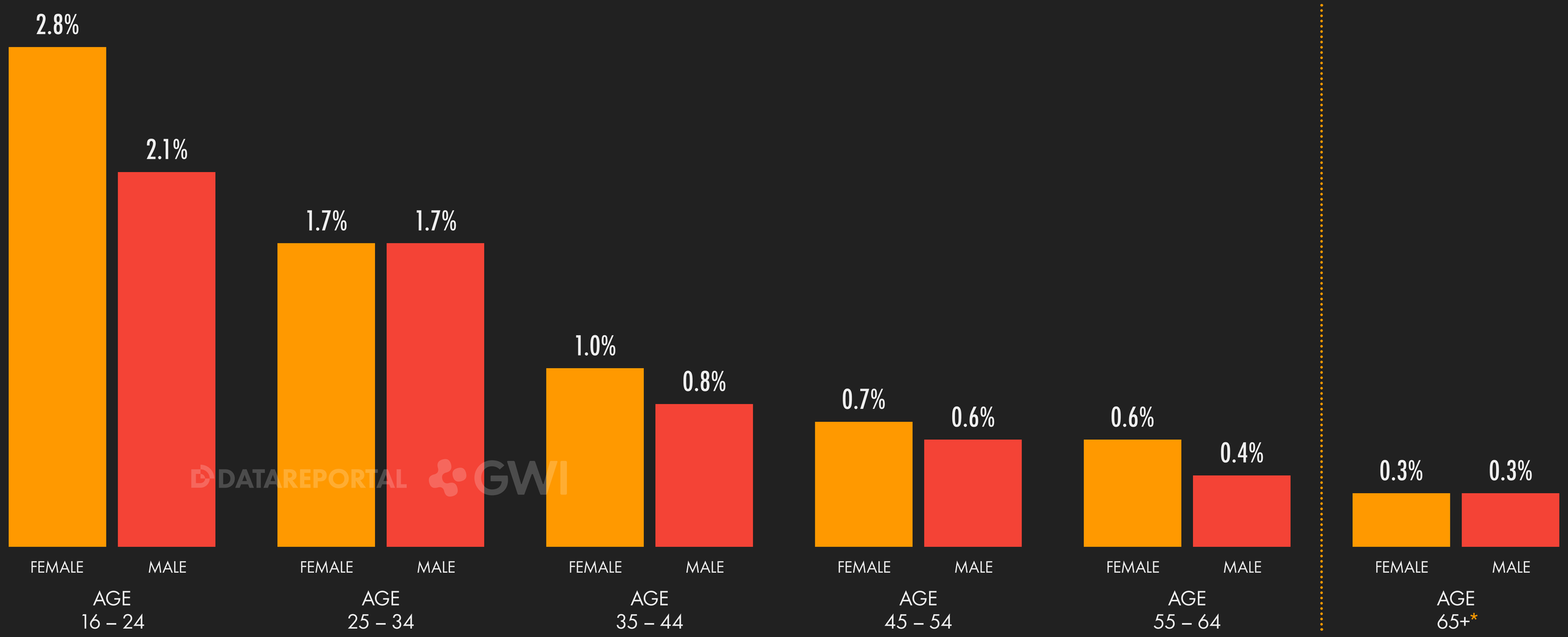
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FAVOURITE SOCIAL PLATFORM: SNAPCHAT

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT SNAPCHAT IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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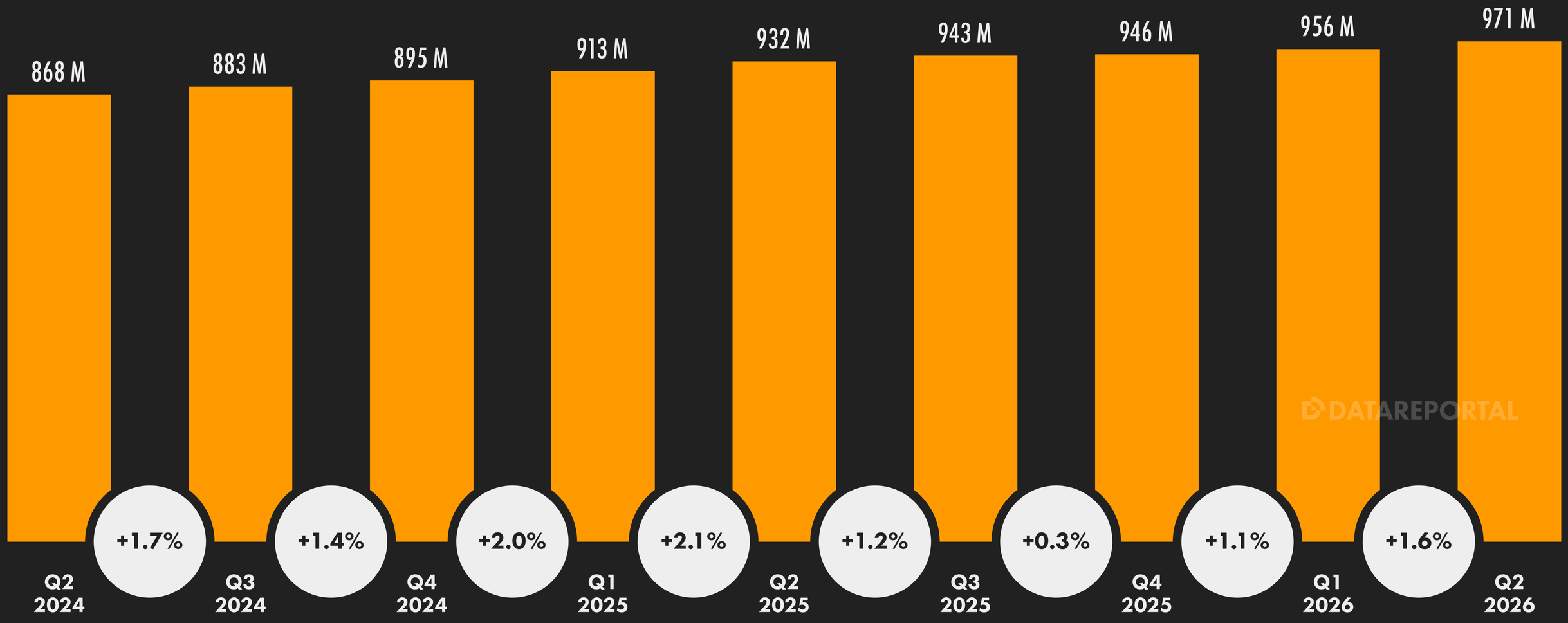
SNAPCHAT MONTHLY ACTIVE USERS

AVERAGE MONTHLY ACTIVE SNAPCHAT USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: SNAP COMPANY ANNOUNCEMENTS. **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.

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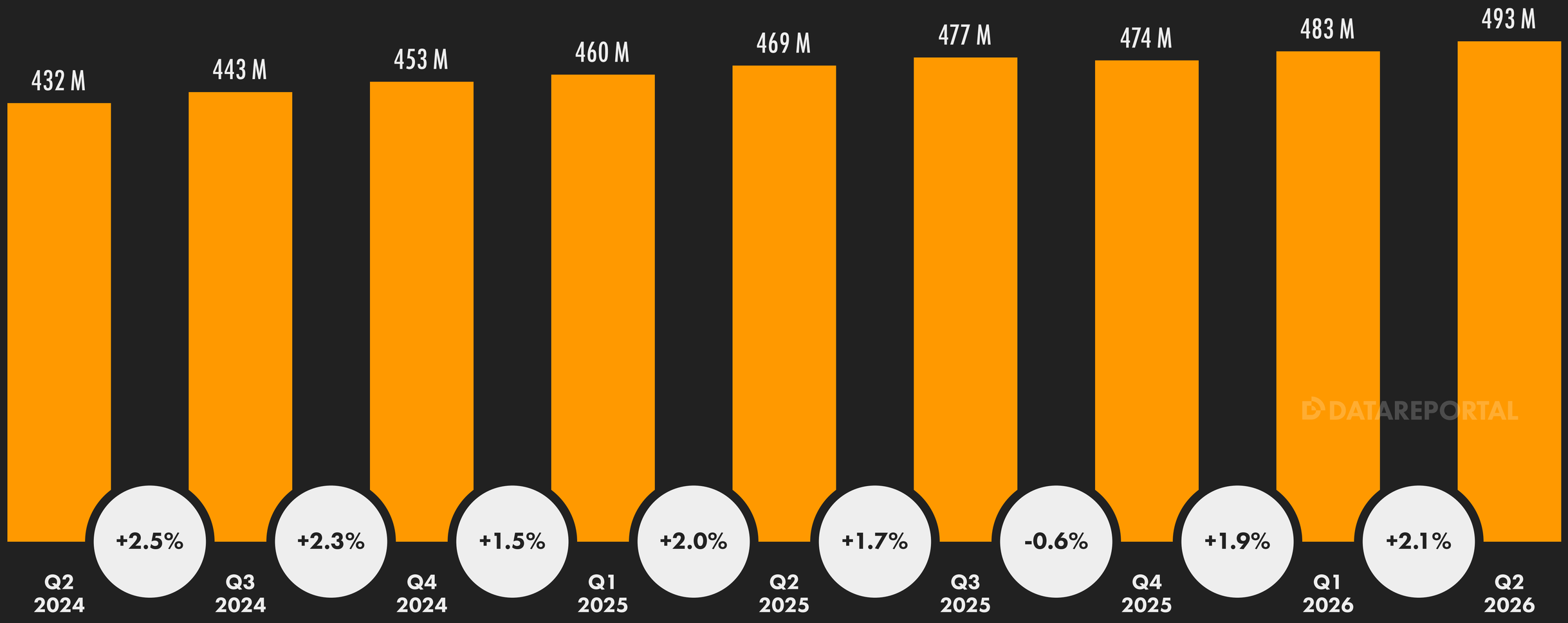
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SNAPCHAT DAILY ACTIVE USERS

AVERAGE DAILY ACTIVE SNAPCHAT USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCE: SNAP COMPANY ANNOUNCEMENTS. **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:** SNAP'S EARNINGS ANNOUNCEMENTS REPORT BOTH MONTHLY AND DAILY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES REPORT FIGURES BASED ON MONTHLY ACTIVE USERS.

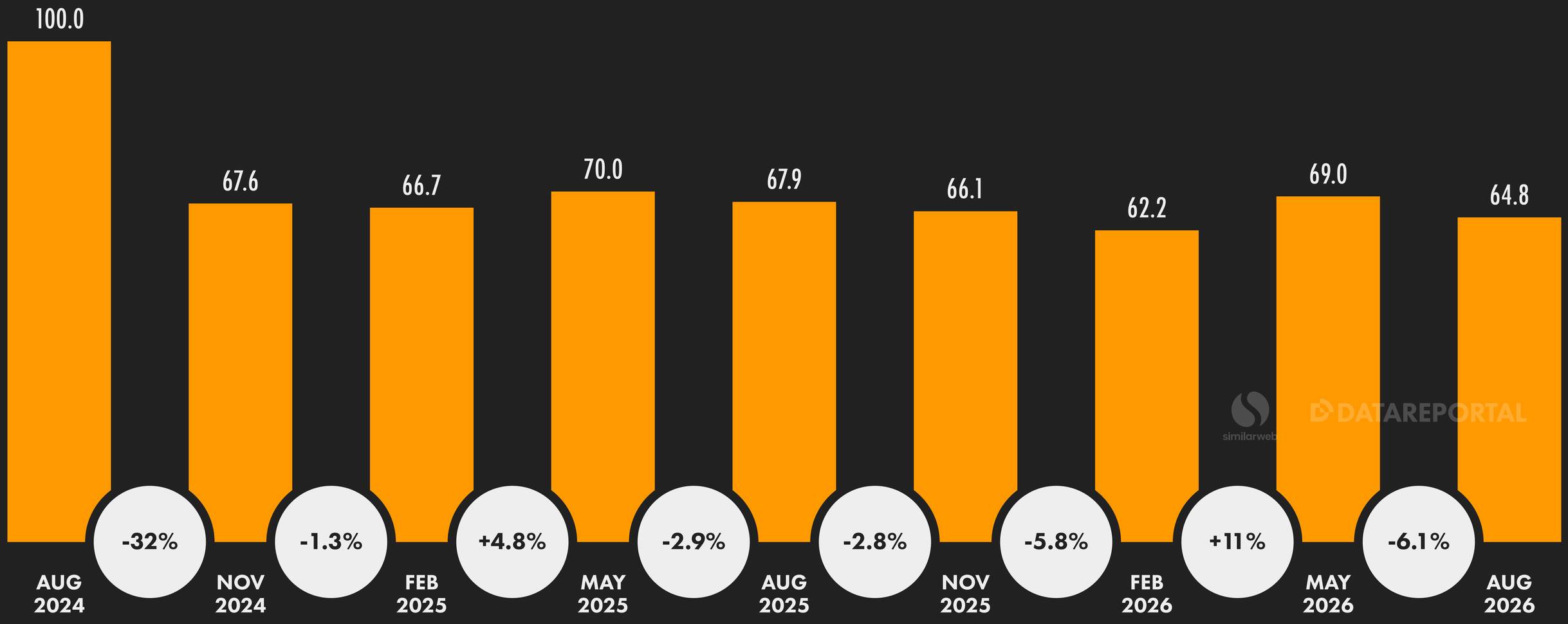
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SNAPCHAT: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

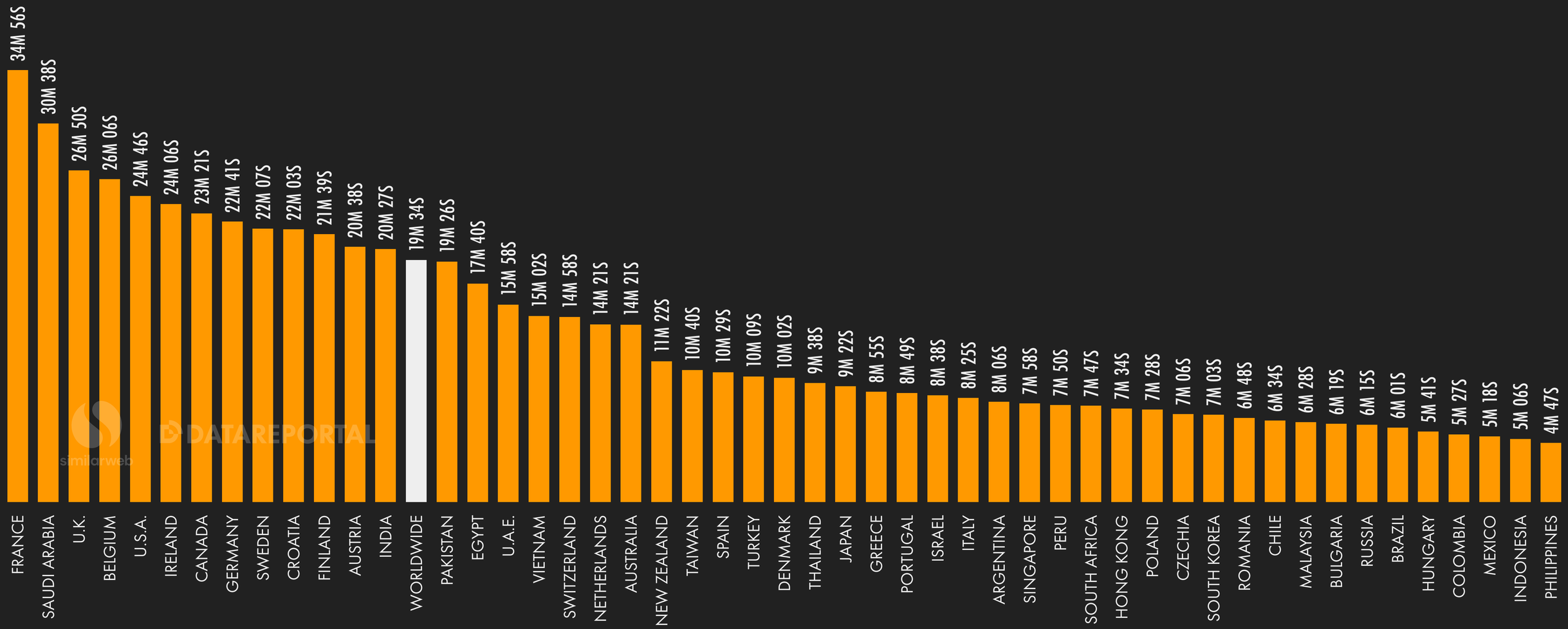
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SNAPCHAT: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

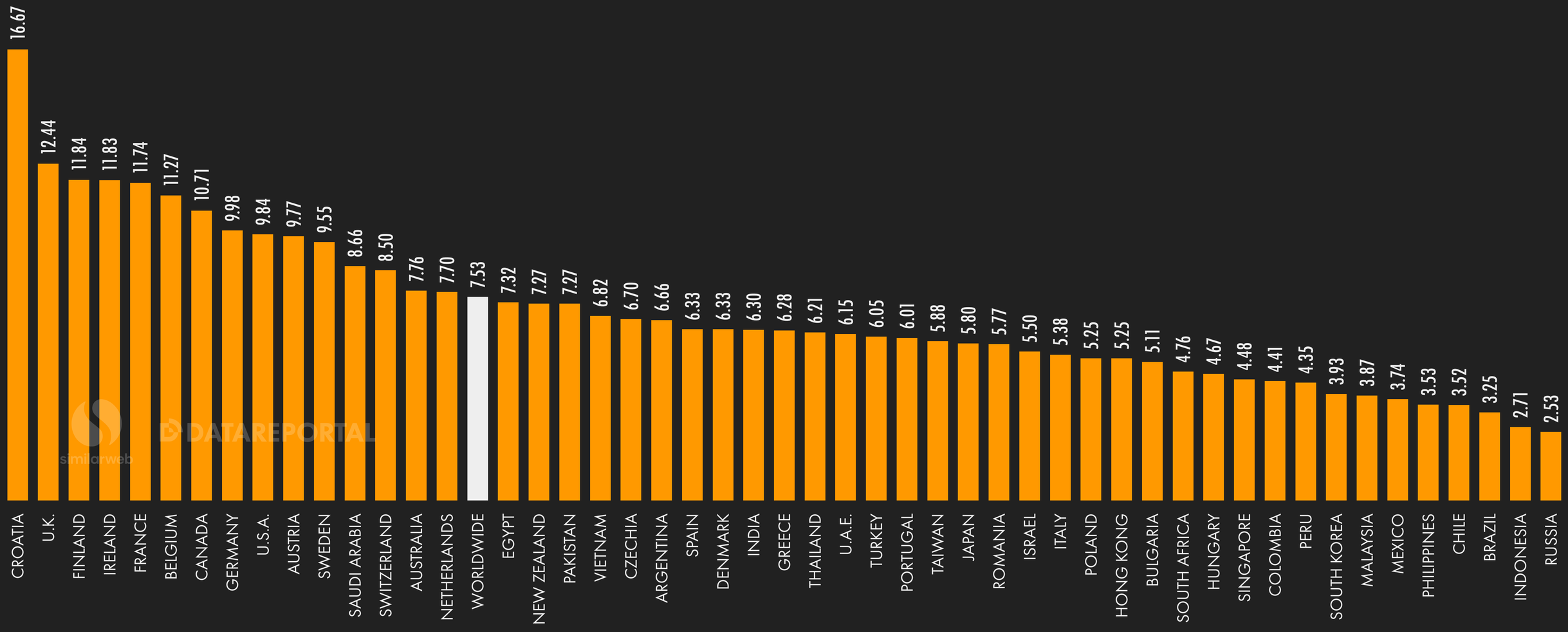
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SNAPCHAT: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT

749.3

MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION

9.0%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS

12.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

+0.5%

+4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

+1.6%

+12 MILLION

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

48.0%

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

51.1%

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

10.5%

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

10.0%

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

10.7%

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

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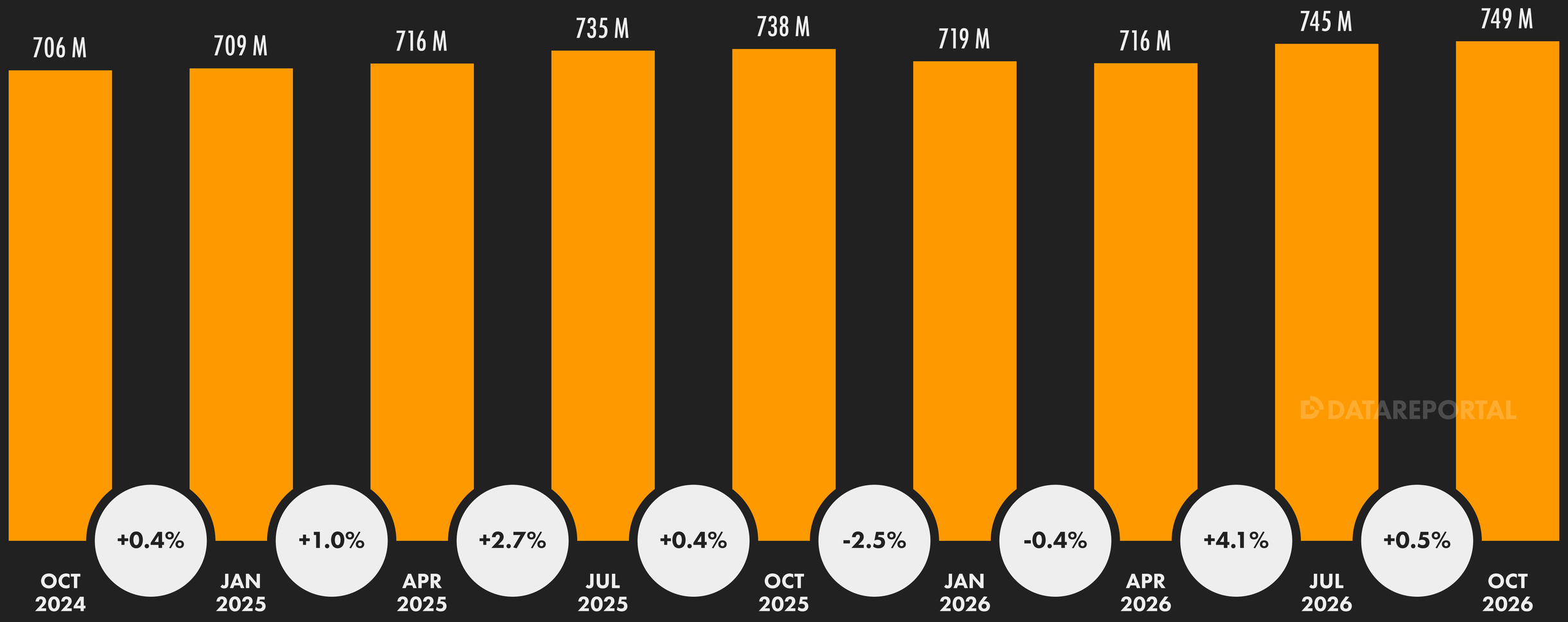
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SNAPCHAT: REPORTED ADVERTISING REACH

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

GLOBAL OVERVIEW



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

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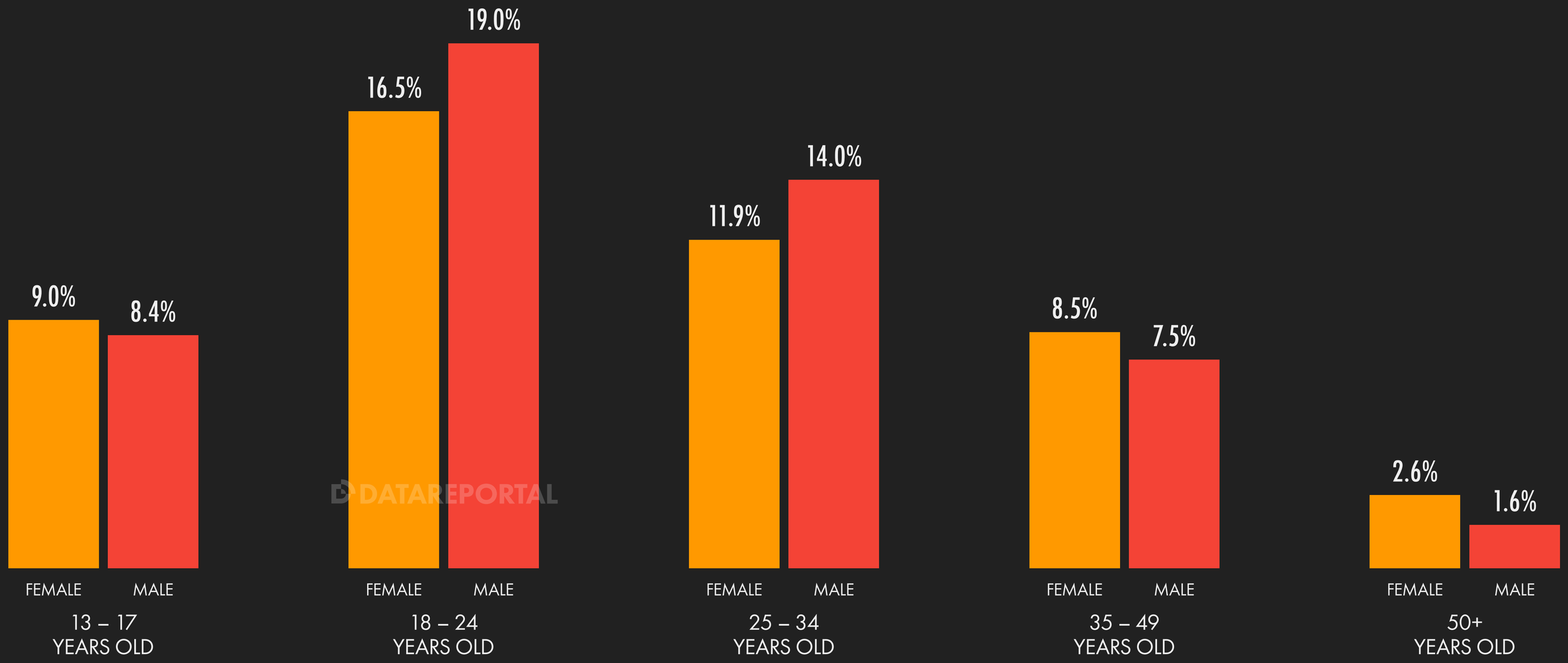
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SNAPCHAT: ADVERTISING AUDIENCE PROFILE

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

GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. SNAP'S TOOLS ALSO PUBLISH DATA FOR USERS OF "UNKNOWN" AGE AND GENDER, SO VALUES SHOWN HERE MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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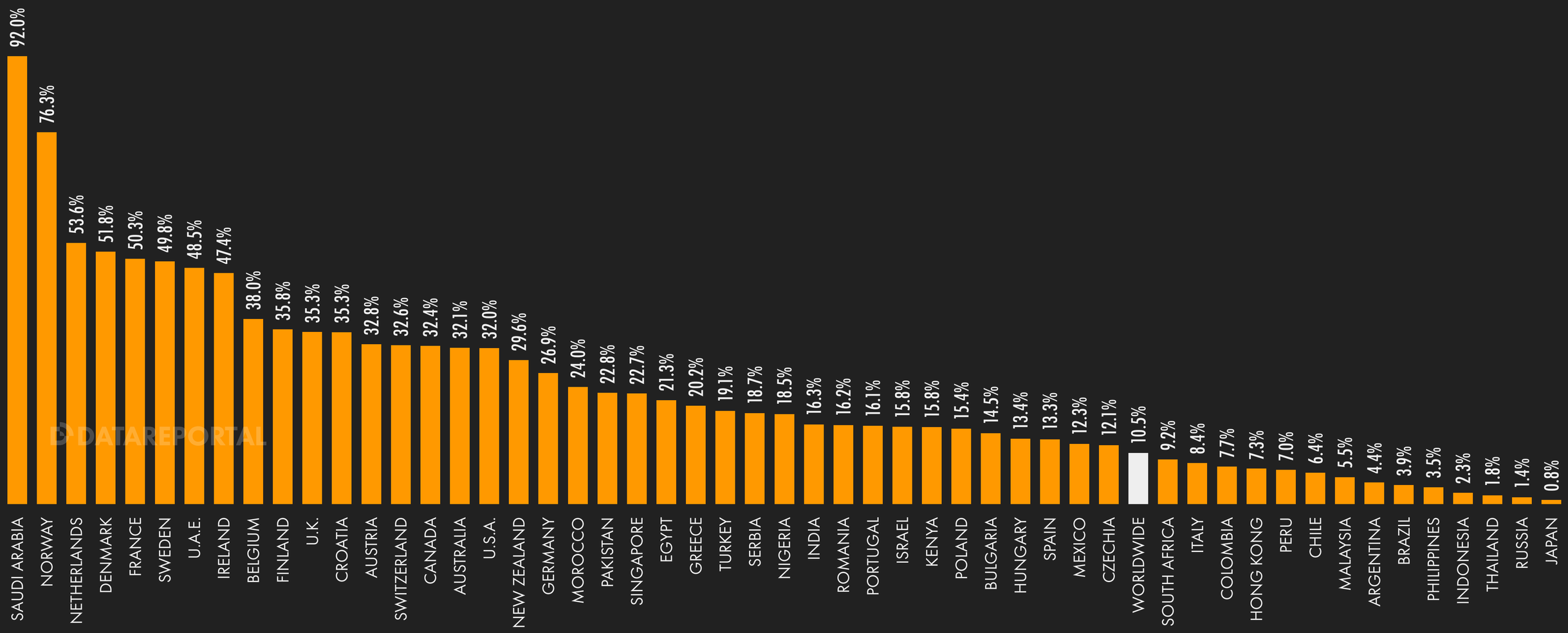
SNAPCHAT ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF SNAPCHAT ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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



GLOBAL OVERVIEW



SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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SNAPCHAT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST SNAPCHAT ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	220,895,000	-0.8%
02	UNITED STATES OF AMERICA	99,285,000	-1.9%
03	PAKISTAN	42,830,000	-2.6%
04	FRANCE	31,025,000	+0.6%
05	SAUDI ARABIA	26,615,000	+1.5%
06	NIGERIA	26,415,000	+3.1%
07	UNITED KINGDOM	23,570,000	+1.3%
08	GERMANY	22,970,000	+3.2%
09	EGYPT	22,035,000	-1.4%
10	IRAQ	19,375,000	-1.2%

#	LOCATION	TOTAL REACH	▲QOQ
11	TURKEY	15,915,000	+2.1%
12	MEXICO	13,970,000	-0.9%
13	CANADA	12,735,000	+0.7%
14	ALGERIA	11,045,000	+6.4%
15	NETHERLANDS	9,595,000	+14.5%
16	MOROCCO	8,155,000	+8.2%
17	AUSTRALIA	7,630,000	-0.2%
18	INDONESIA	7,025,000	+20.8%
19	BRAZIL	6,750,000	+13.7%
20	SPAIN	6,225,000	+17.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES 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 ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE SNAPCHAT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	MONACO	313.2%*	99,000
02	SAUDI ARABIA	92.0%	23,474,000
03	LUXEMBOURG	77.5%	434,000
04	NORWAY	76.3%	3,486,000
05	BAHRAIN	71.7%	949,000
06	IRAQ	57.6%	16,120,000
07	KUWAIT	53.8%	2,167,000
08	NETHERLANDS	53.6%	8,108,000
09	OMAN	51.9%	2,141,000
10	DENMARK	51.8%	2,533,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	FRANCE	50.3%	26,992,000
12	SWEDEN	49.8%	4,265,000
13	JORDAN	49.1%	3,671,000
14	UNITED ARAB EMIRATES	48.5%	4,597,000
15	IRELAND	47.4%	1,988,000
16	PALESTINE	45.0%	1,452,000
17	QATAR	39.3%	1,037,000
18	BELGIUM	38.0%	3,626,000
19	FINLAND	35.8%	1,662,000
20	UNITED KINGDOM	35.3%	19,681,000

SOURCES: SNAP'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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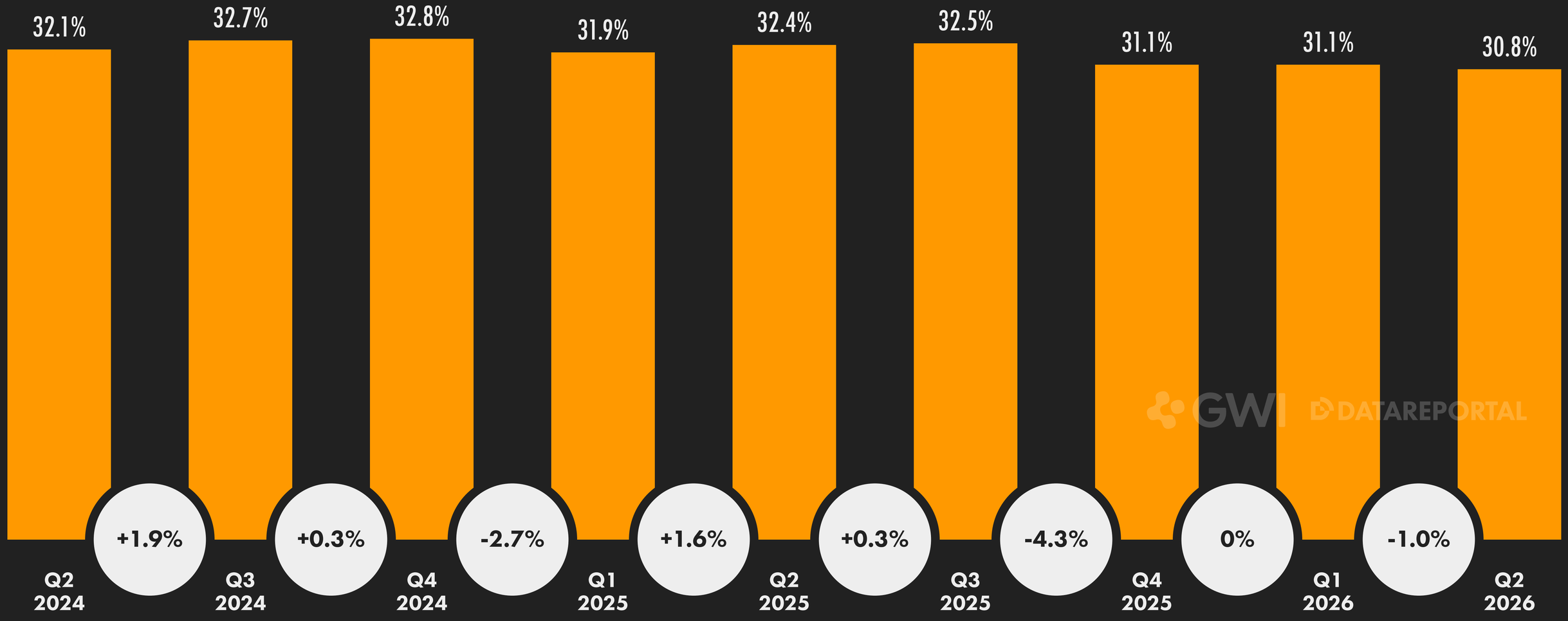
TELEGRAM

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TELEGRAM USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

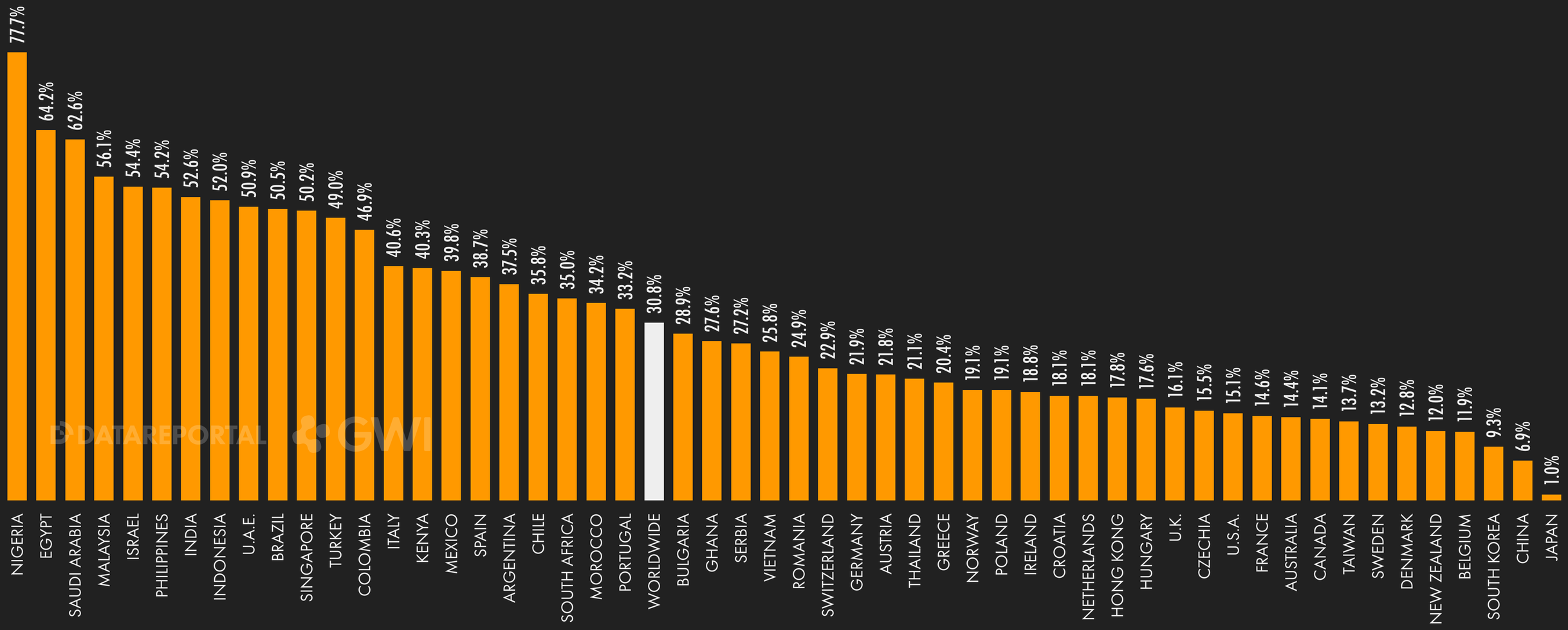
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TELEGRAM USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

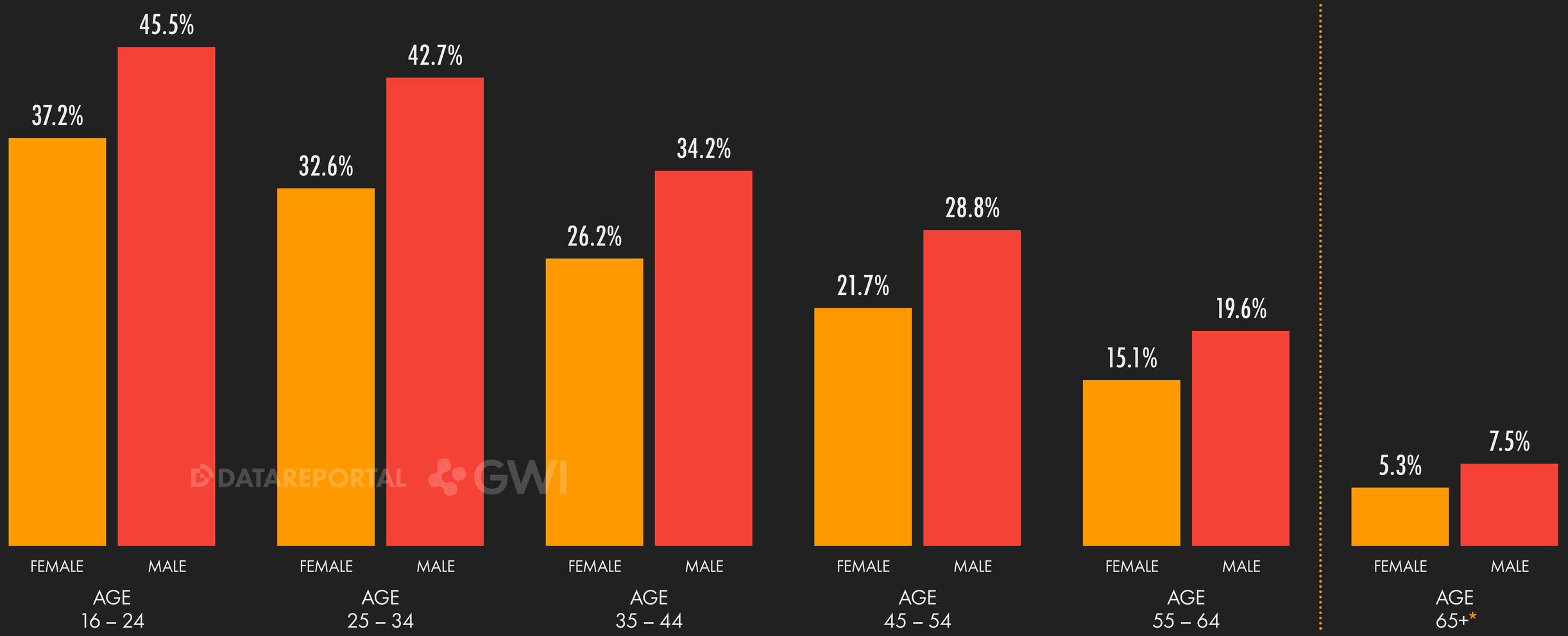
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TELEGRAM USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED TELEGRAM AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

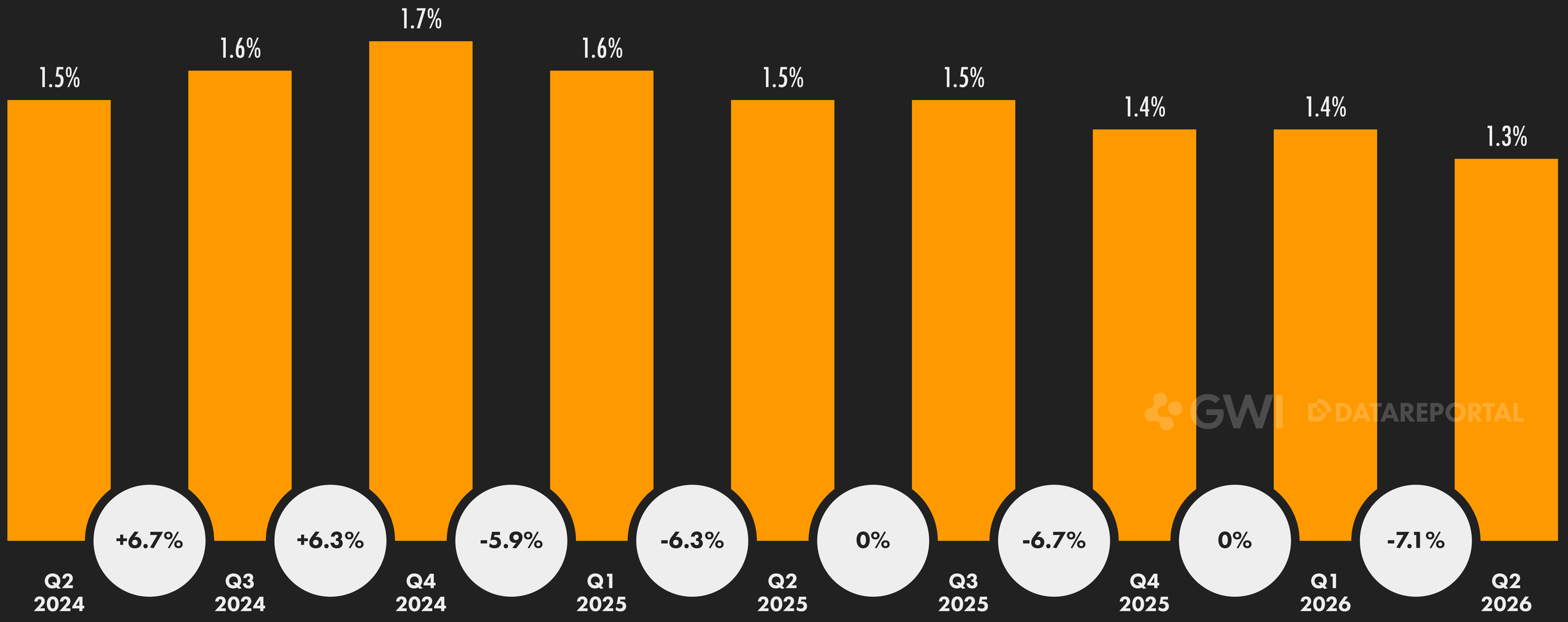
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FAVOURITE SOCIAL PLATFORM: TELEGRAM

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

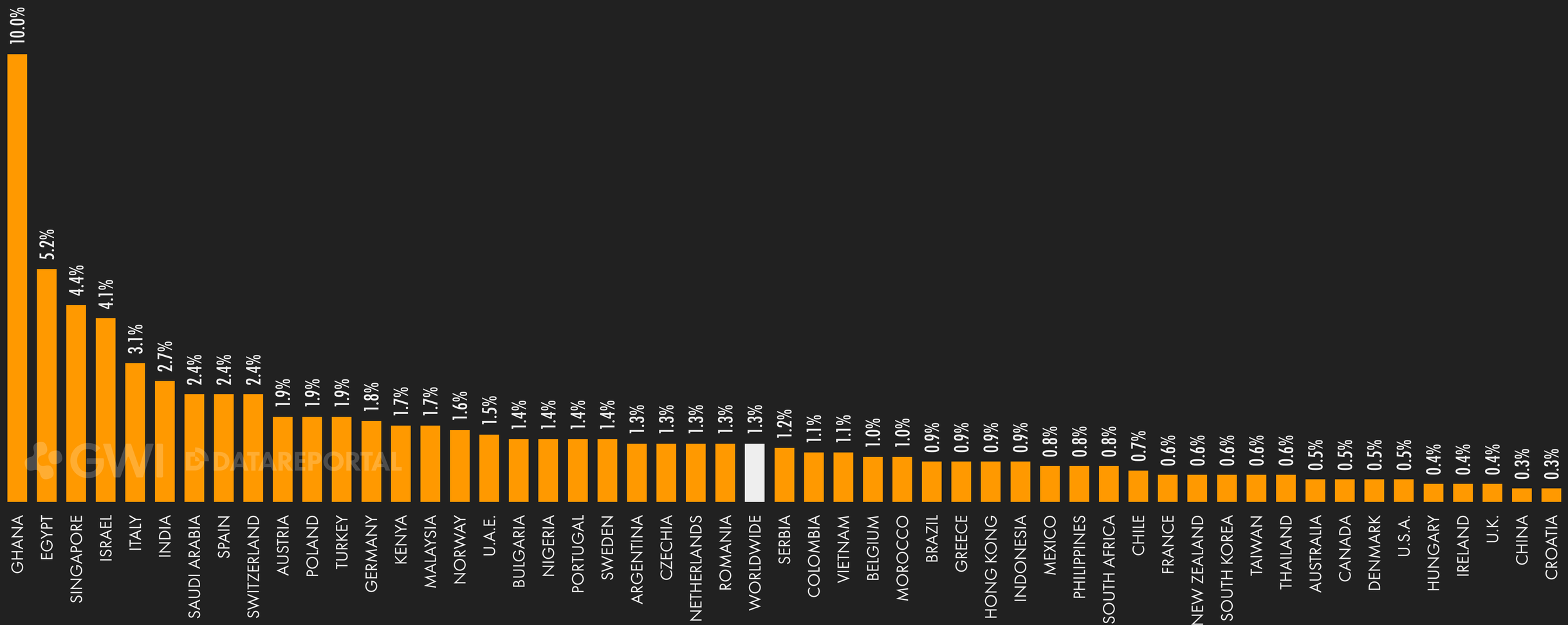
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FAVOURITE SOCIAL PLATFORM: TELEGRAM

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

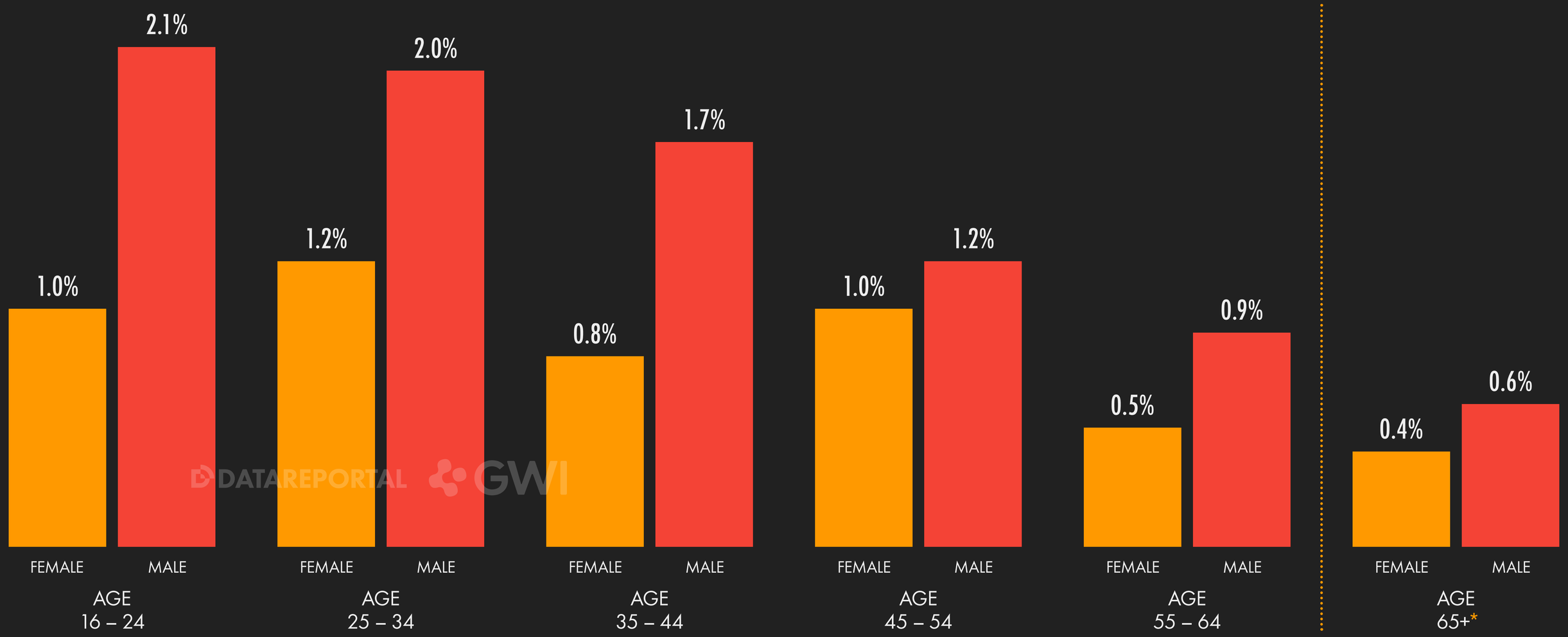
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FAVOURITE SOCIAL PLATFORM: TELEGRAM

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

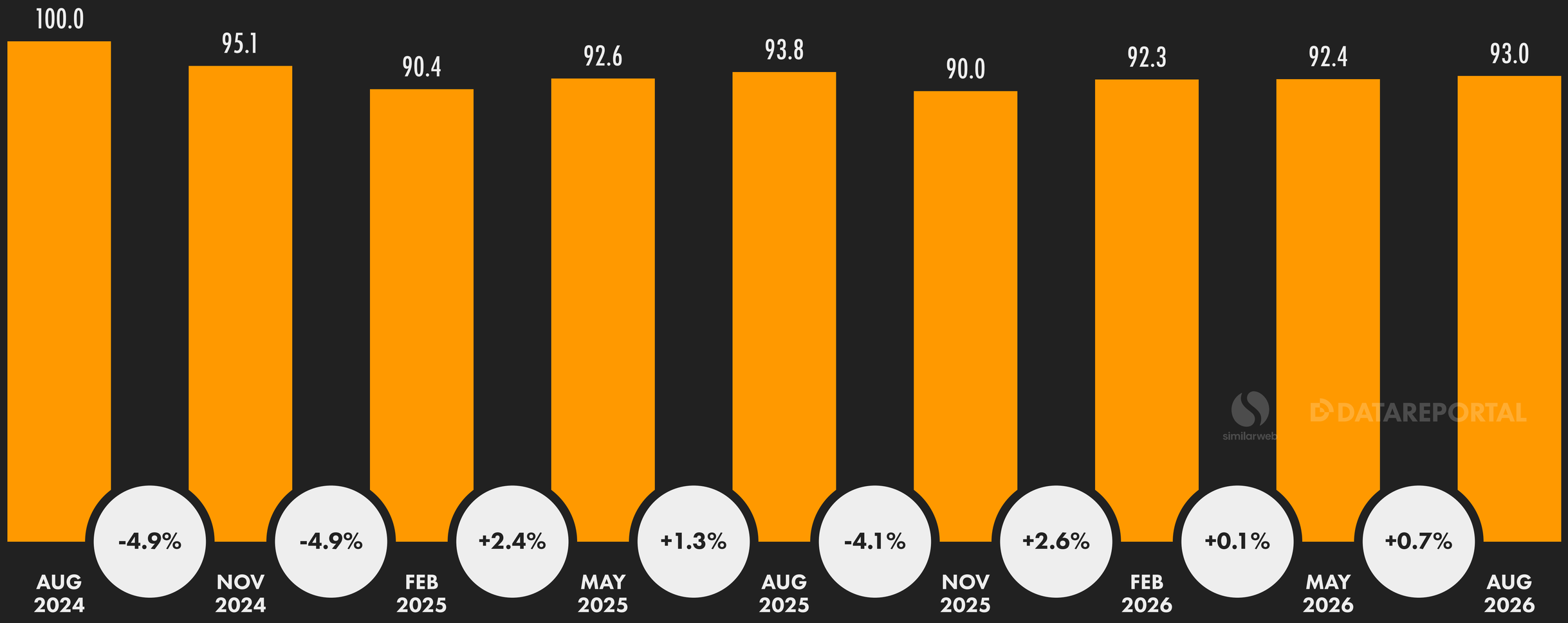
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TELEGRAM: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

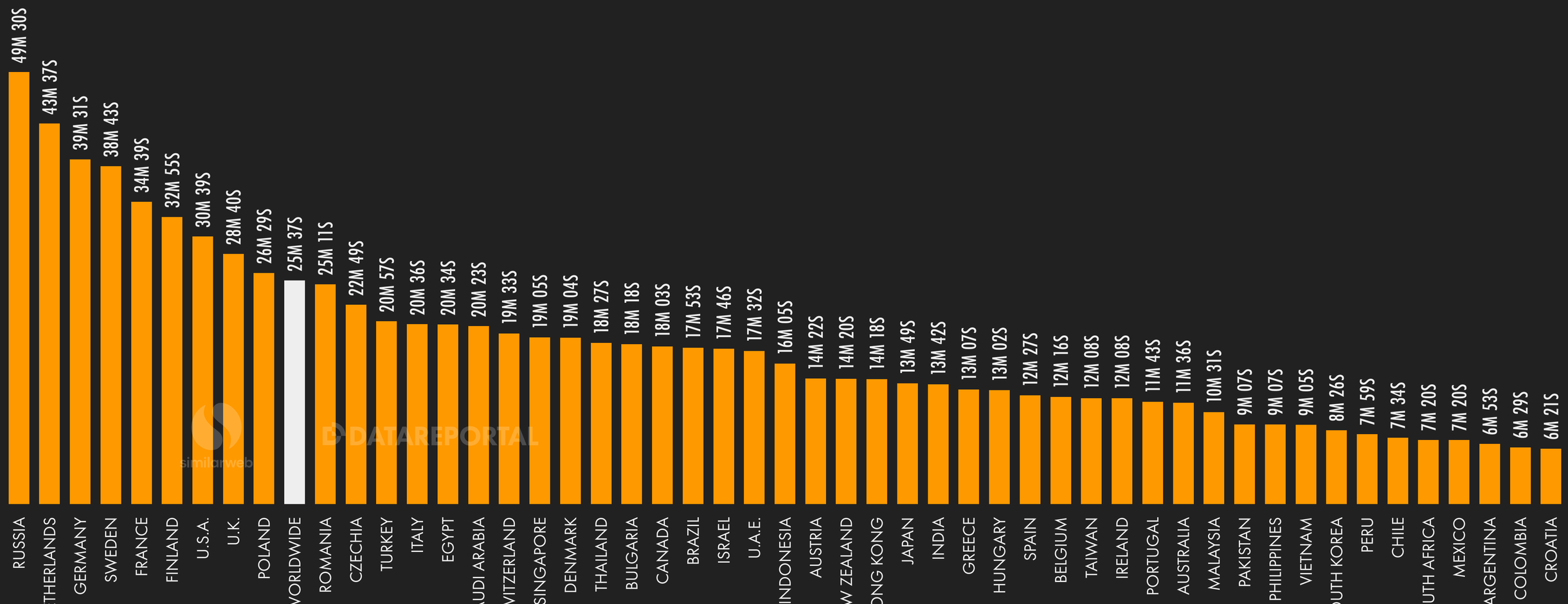
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TELEGRAM: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

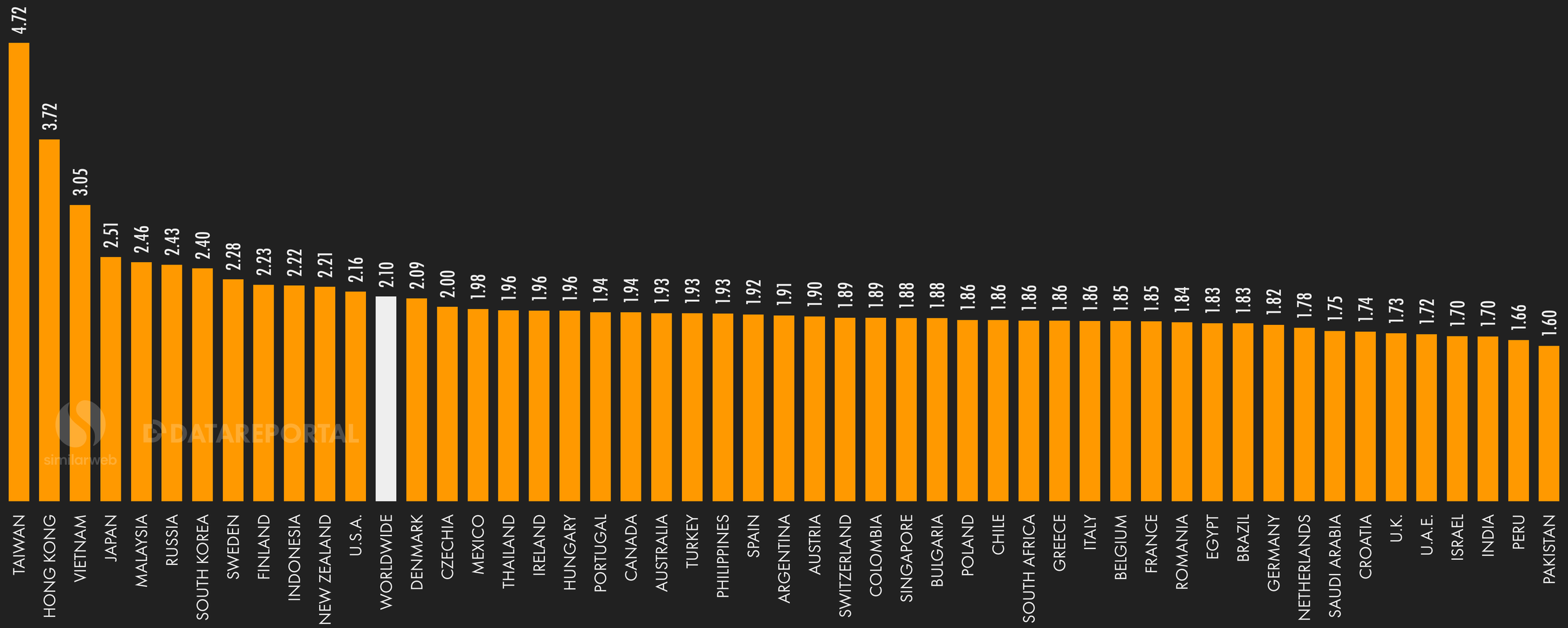
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TELEGRAM: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

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



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE TELEGRAM USERS	MONTHLY ACTIVE TELEGRAM USERS vs. TOTAL POPULATION	MONTHLY ACTIVE TELEGRAM USERS vs. POPULATION AGED 16+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
1.00 BILLION	12.0%	16.2%	41.7%	58.2%

GWI

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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TOP TELEGRAM CHANNELS

TELEGRAM CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS
01	HAMSTER KOMBAT ... @HAMSTER_KOMBAT	22.4 M
02	BLUM: ALL CRYPTO – ONE APP @BLUMCRYPTO	15.9 M
03	MAJOR COMMUNITY @MAJORS	12.3 M
04	PROXY MTPROTO @PROXYMTPROTO	12.0 M
05	PAVEL DUROV @DUROV	11.4 M
06	TELEGRAM TIPS @TELEGRAMTIPS	11.3 M
07	TAPSWAP COMMUNITY @TAPSWAPAI	11.1 M
08	TELEGRAM NEWS @TELEGRAM	9.9 M
09	CATAPULT EXTREME @CATAPULT_EXTREME	9.4 M
10	NOTCOIN COMMUNITY @NOTCOIN	9.2 M

#	CHANNEL NAME	SUBSCRIBERS
11	SEED UPDATES @SEEDUPDATES	9.1 M
12	CATS COMMUNITY @CATS_HOUSEWTF	8.8 M
13	ROXMAN @ROXMAN	8.1 M
14	IRO PROXY | پروکسی @IROPROXY	7.8 M
15	DOGS COMMUNITY @DOGS	7.6 M
16	PROXY MTPROTO | پروکسی @IMTPROTO	7.4 M
17	TOMARKET ANNOUNCEMENT @TOMARKET_AI	7.4 M
18	GRAM OF TON @TONCOIN	7.1 M
19	اخبارفوری خبرفوری جنگ امریکا فوری @KM_AP	7.1 M
20	TELEGRAM PREMIUM @PREMIUM	6.8 M

#	CHANNEL NAME	SUBSCRIBERS
21	ТЕЛЕГА @TELEGARU	6.7 M
22	FX HOLDING | OFFICIAL @FX_HOLDING_COMMUNITY	6.7 M
23	YESCOIN @THEYESCOIN	6.3 M
24	آقای تحلیلگر @AQAY_TAHLILGAR	6.2 M
25	WHALE CHANEL @WHALE_CHANEL	6.2 M
26	TIME FARM NEWS @TIMEFARMCHANNEL	5.8 M
27	خبرفوری | اخبارفوری... @NE_WG	5.8 M
28	$BAKS TON @BAKS_TON	5.8 M
29	ЛЕОНАРДО ДАЙВИНЧИК @LEODAY	5.5 M
30	BUM'S CORNER 📦 @BUMS_OFFICIAL	5.4 M

#	CHANNEL NAME	SUBSCRIBERS
31	CLAYTON @CLAYTON	5.4 M
32	DEGENS COMMUNITY @DEGENS_COMMUNITY	5.4 M
33	TOFAN TRADE | طوفان کریپتو @TOFAN_TRADE	5.3 M
34	GOATS CHANNEL @REALGOATS_CHANNEL	5.1 M
35	TONKEEPER NEWS @TONKEEPER_NEWS	5.1 M
36	دارک پروکسی | PROXY MTPROTO @DARKPROXY	5.1 M
37	HOT UPDATES @HOTONNEAR	5.0 M
38	ACTIVITY NEWS @ACTIVITYLAUNCHER_OFFICAL	5.0 M
39	ZOO FAMILY @ZOO_STORY	4.9 M
40	اخبارفوری خبرفوری جنگ فوری امریکا @GA_OS	4.8 M

SOURCE: TGSTAT; MANOCHI ANALYSIS OF DATA PUBLISHED ON TELEGRAM. DATA COLLECTED IN AUGUST 2026. **NOTES:** CHANNEL NAMES ENDING IN "..." HAVE BEEN SHORTENED TO FIT AVAILABLE TABLE SPACE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "SUBSCRIBERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SUBSCRIBER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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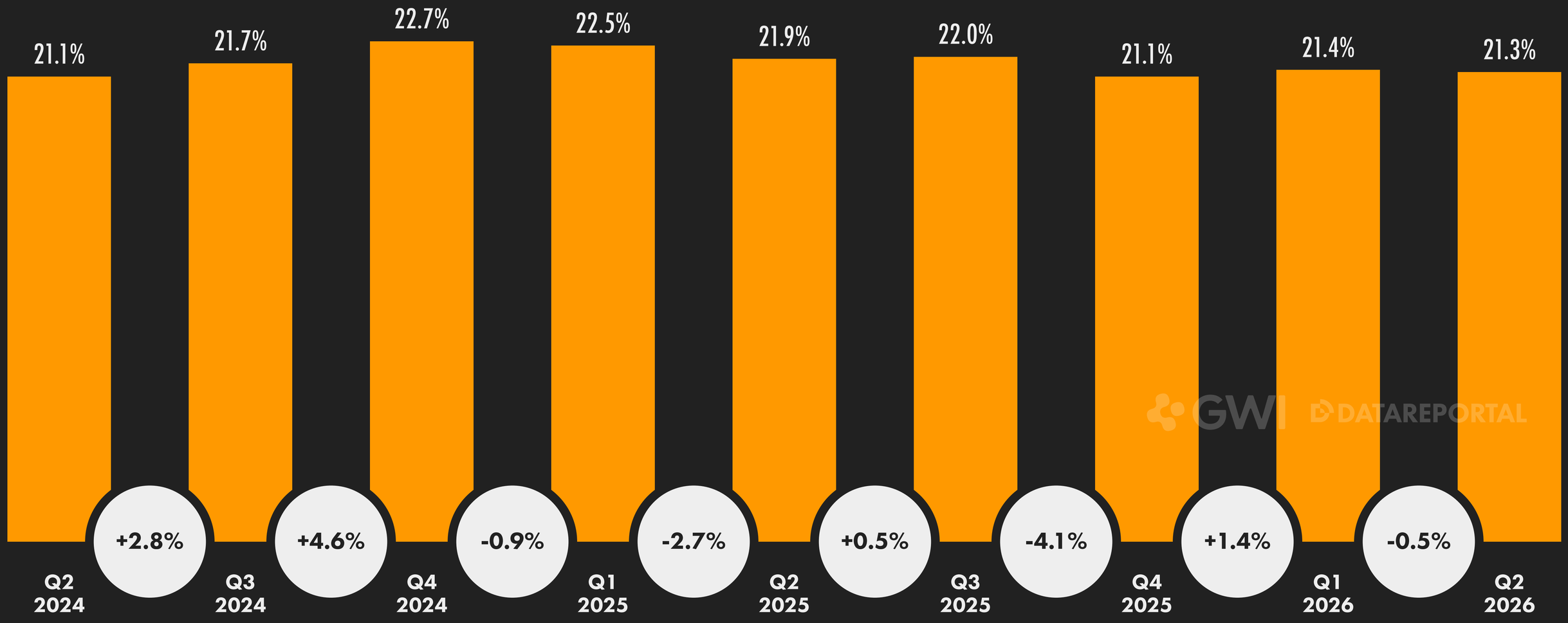
LINKEDIN

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LINKEDIN USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

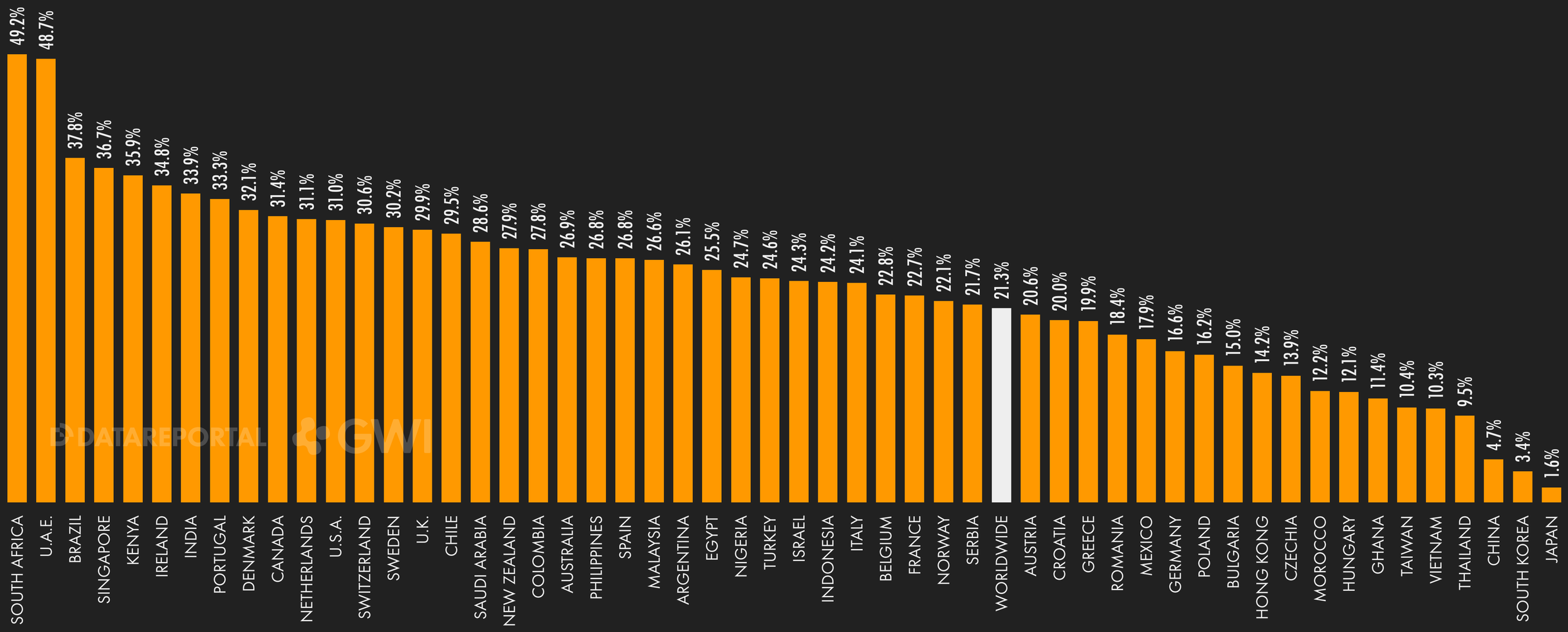
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LINKEDIN USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

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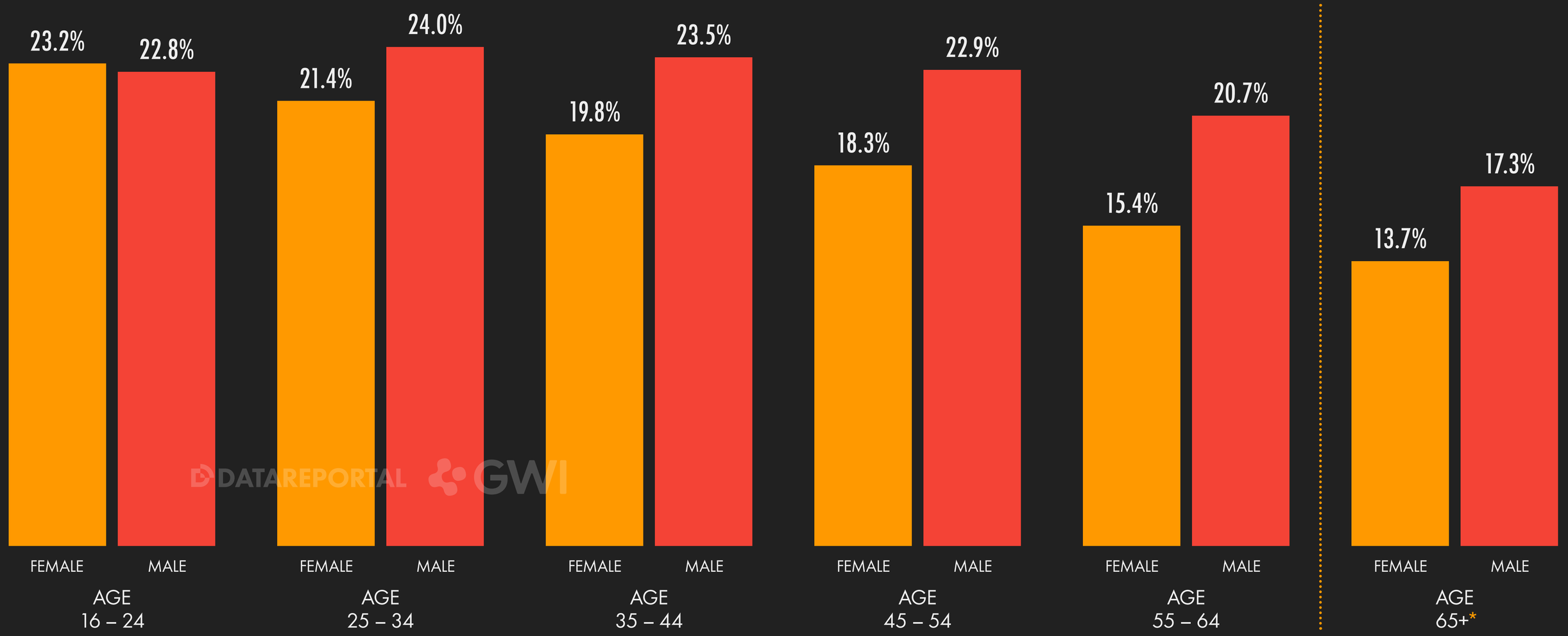
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OCT 2026

LINKEDIN USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED LINKEDIN AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

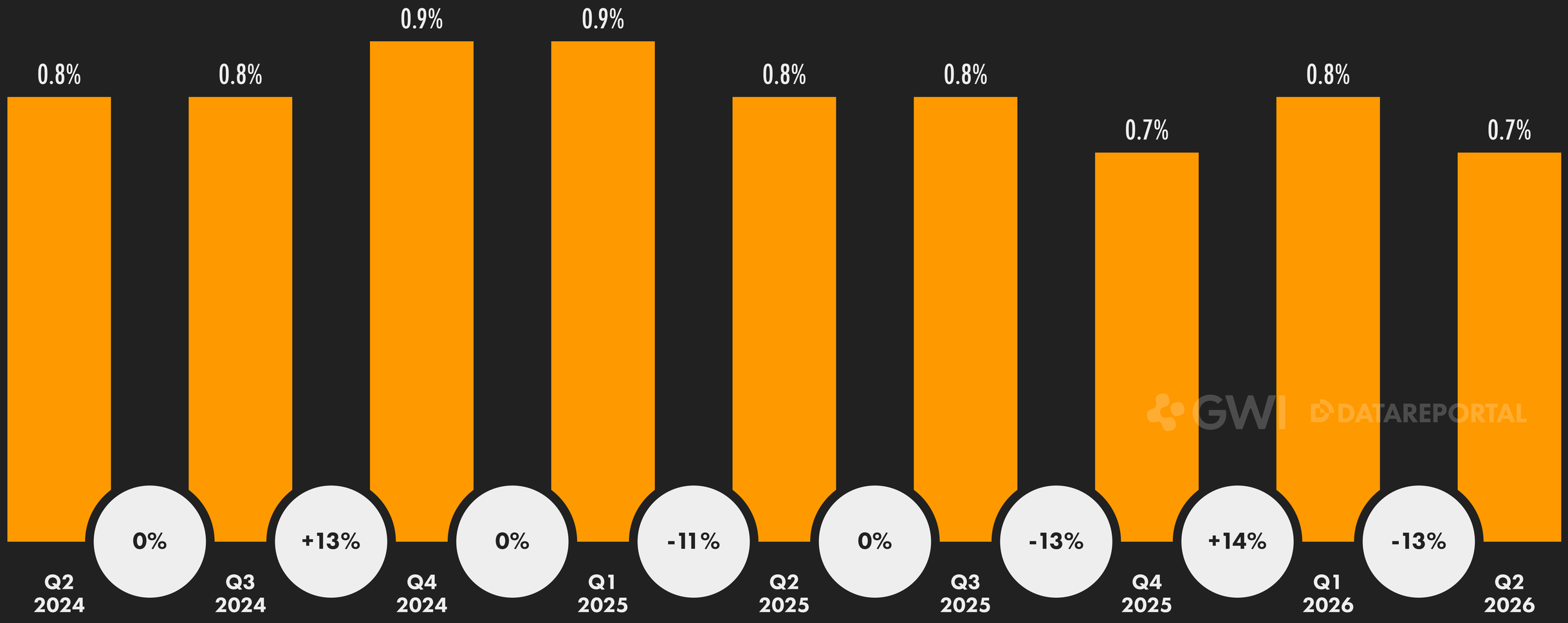
we are social Meltwater

OCT 2026

FAVOURITE SOCIAL PLATFORM: LINKEDIN

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

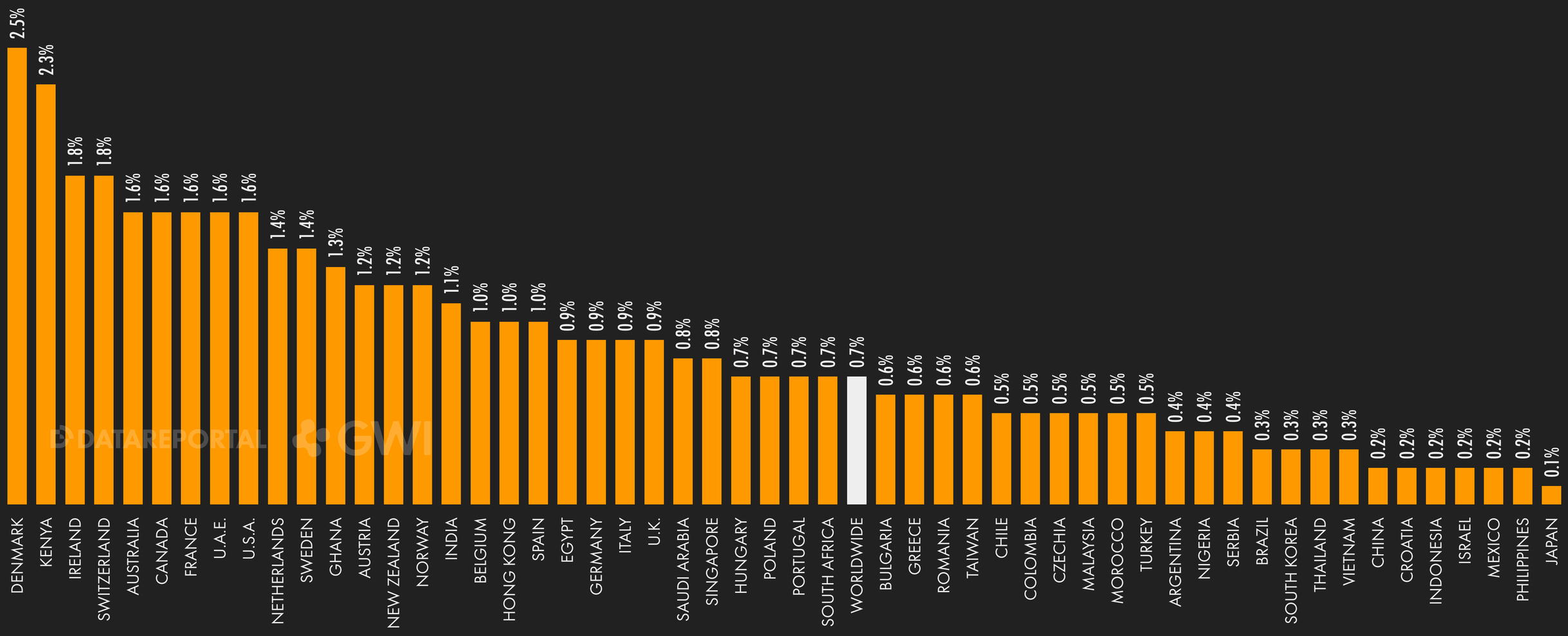
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OCT 2026

FAVOURITE SOCIAL PLATFORM: LINKEDIN

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

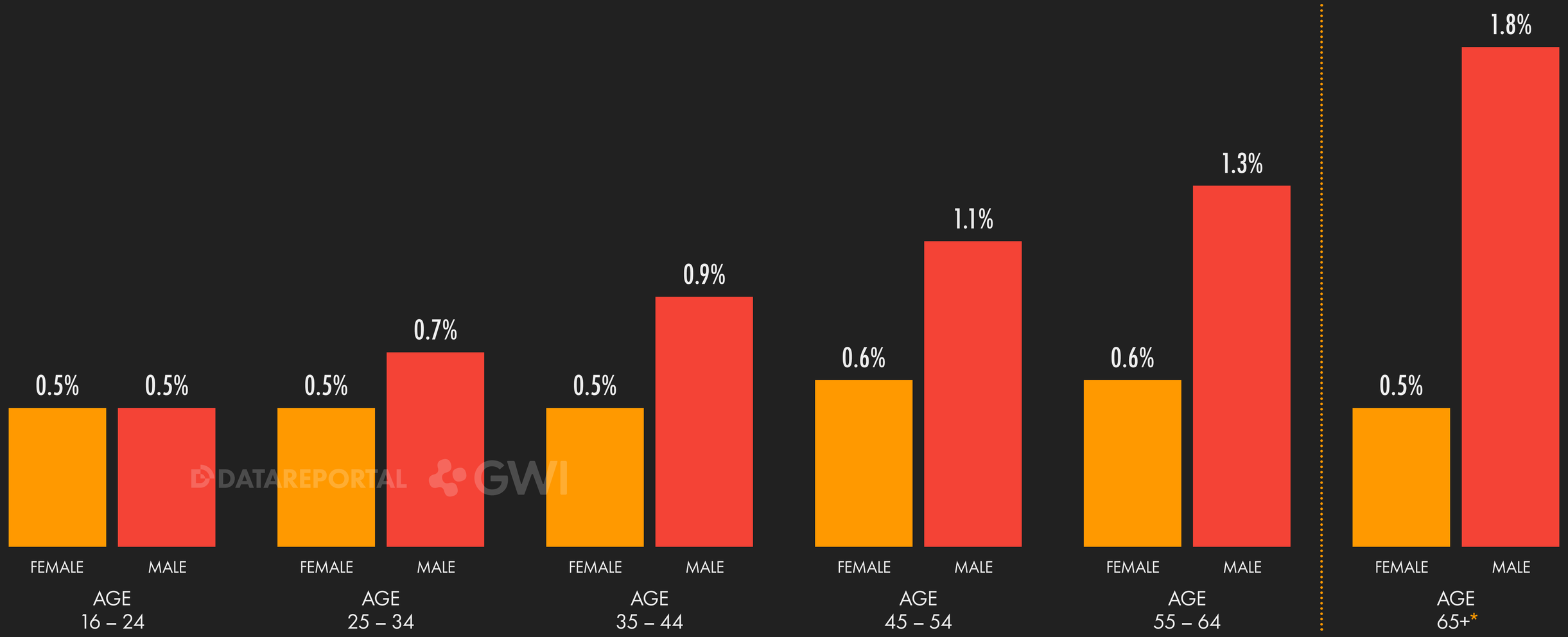
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OCT 2026

FAVOURITE SOCIAL PLATFORM: LINKEDIN

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT LINKEDIN IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

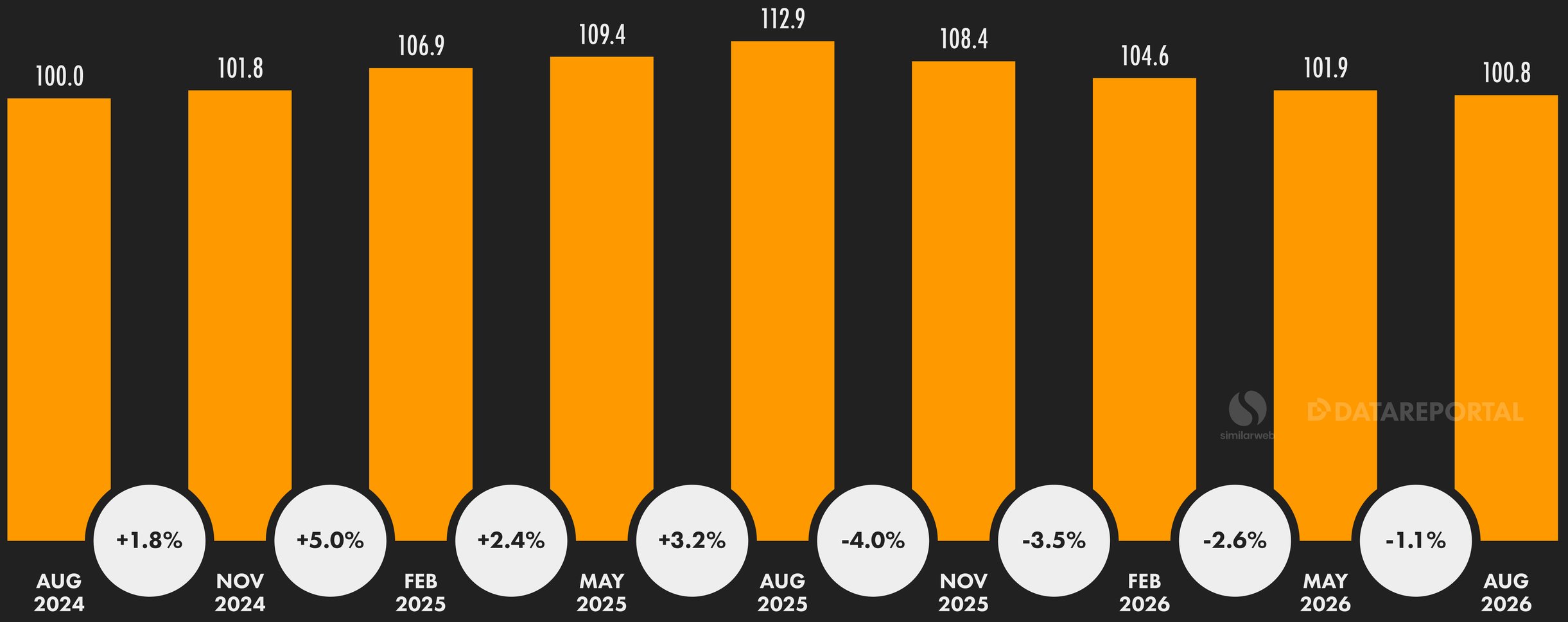
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OCT 2026

LINKEDIN: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

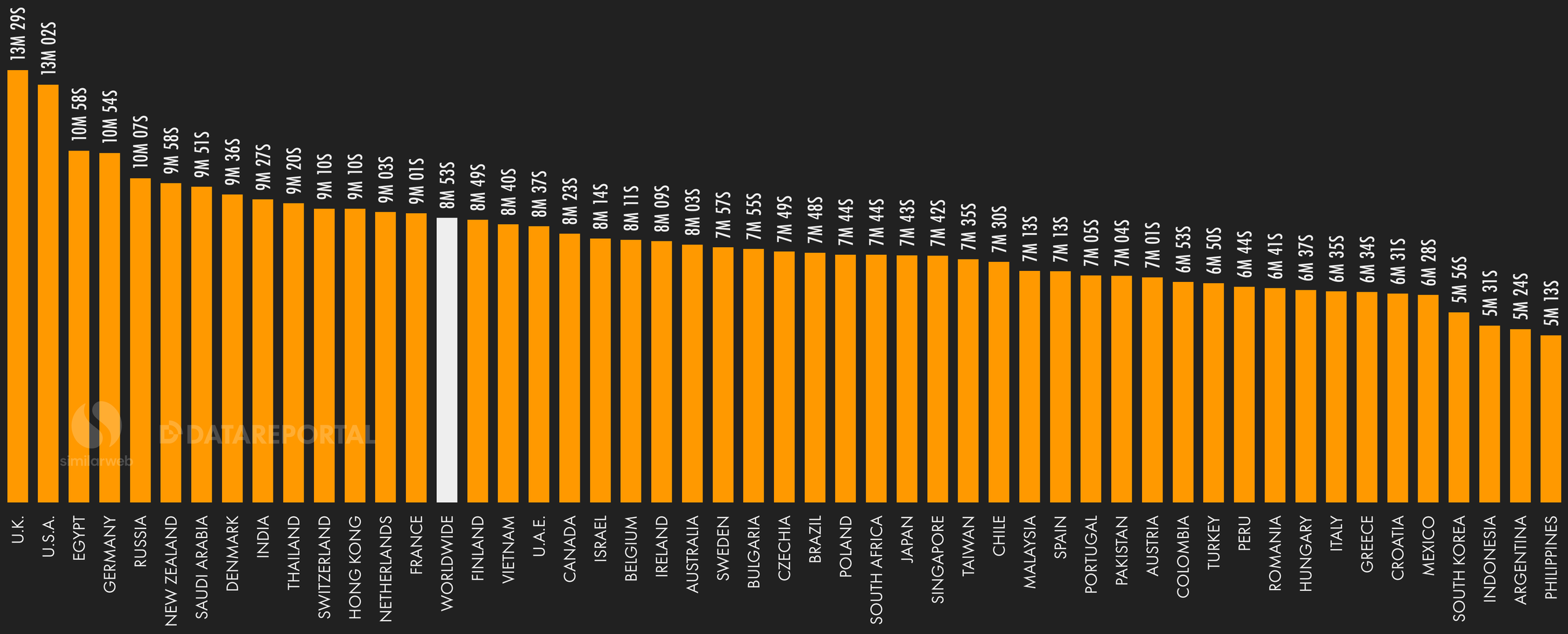
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LINKEDIN: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

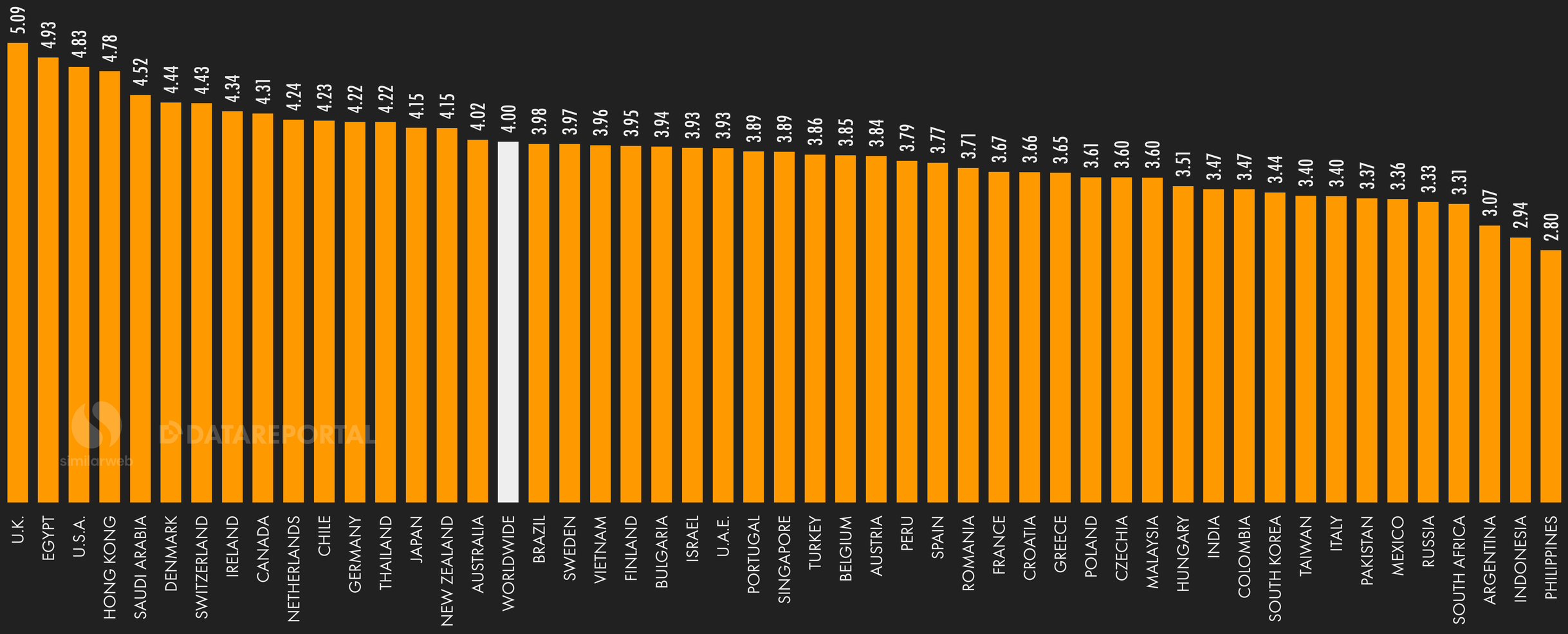
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LINKEDIN: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

1.55
BILLION

LINKEDIN AD REACH vs. TOTAL POPULATION

18.6%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS

25.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH



+4.5%
+67 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH



+16.6%
+220 MILLION

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

43.0%

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

57.0%

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

26.2%

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

14.5%

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

19.4%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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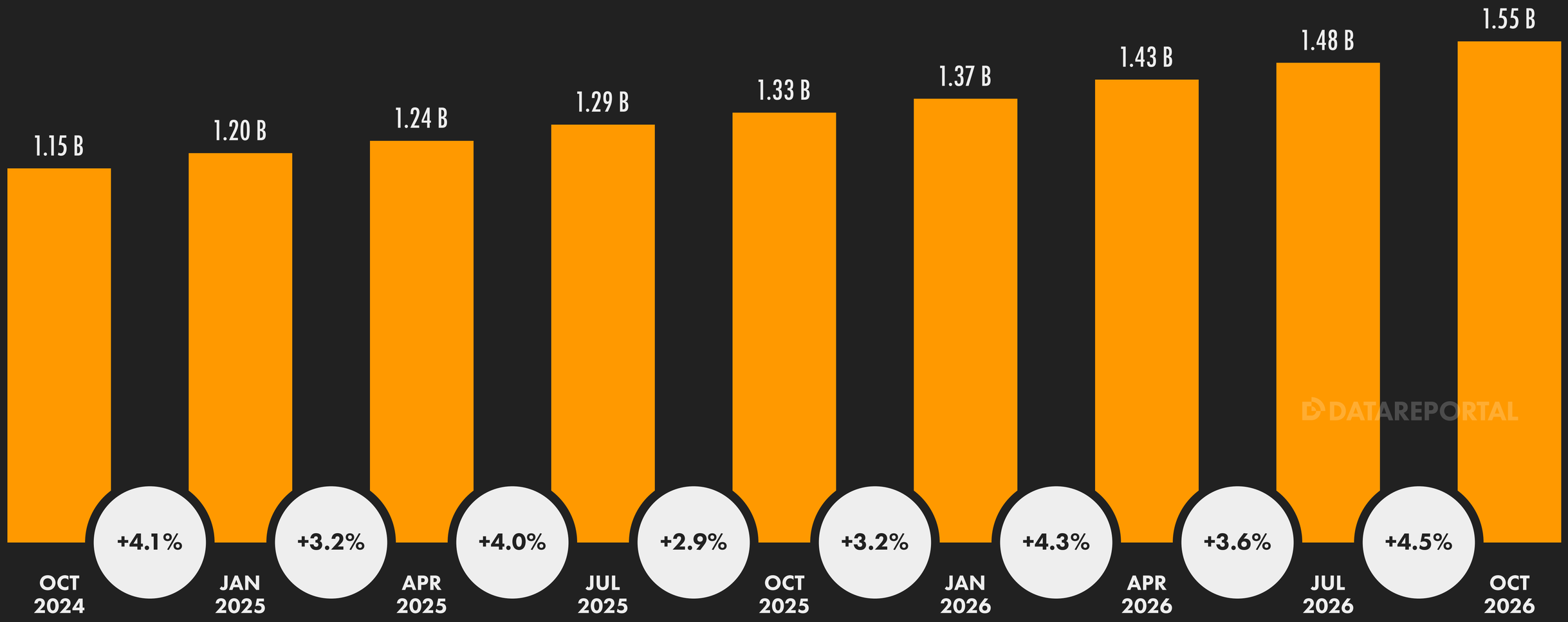
LINKEDIN: REPORTED ADVERTISING REACH

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

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



GLOBAL OVERVIEW



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

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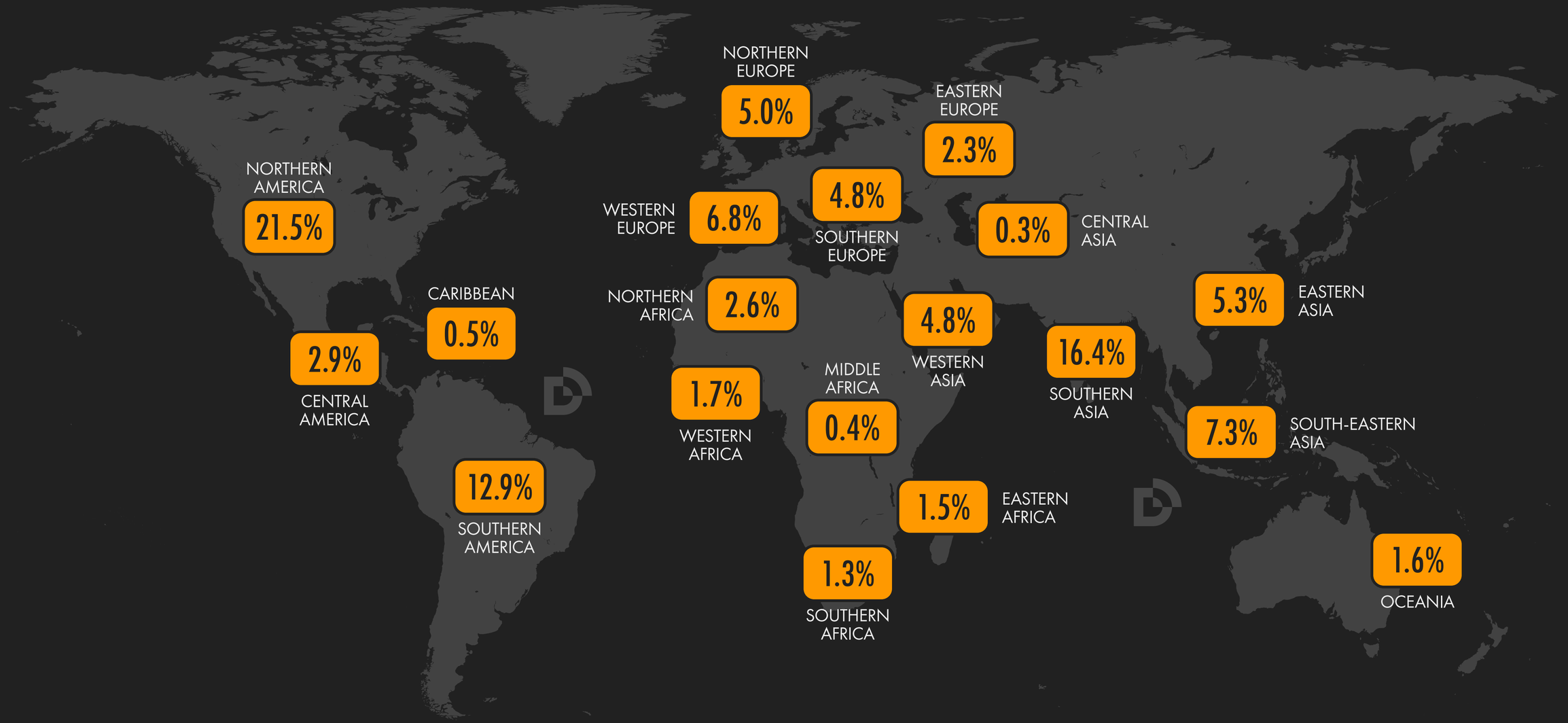
SHARE OF LINKEDIN ADVERTISING AUDIENCE

POTENTIAL LINKEDIN ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL LINKEDIN ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **ADVISORY:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. REACH FIGURES MAY NOT MATCH SHARE OF THE TOTAL REGISTERED MEMBER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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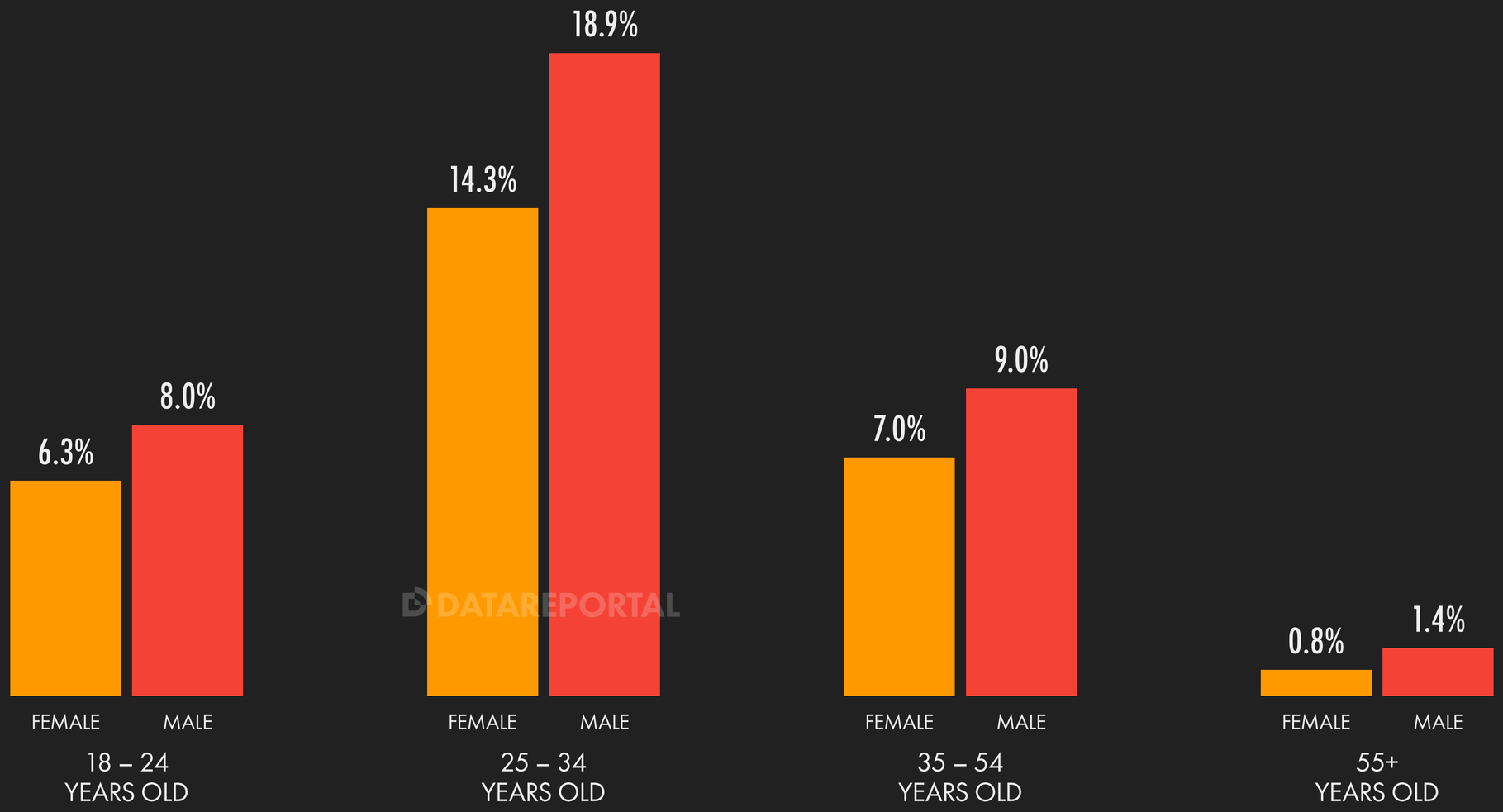
OCT 2026

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

GLOBAL OVERVIEW



DATAREPORTAL

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

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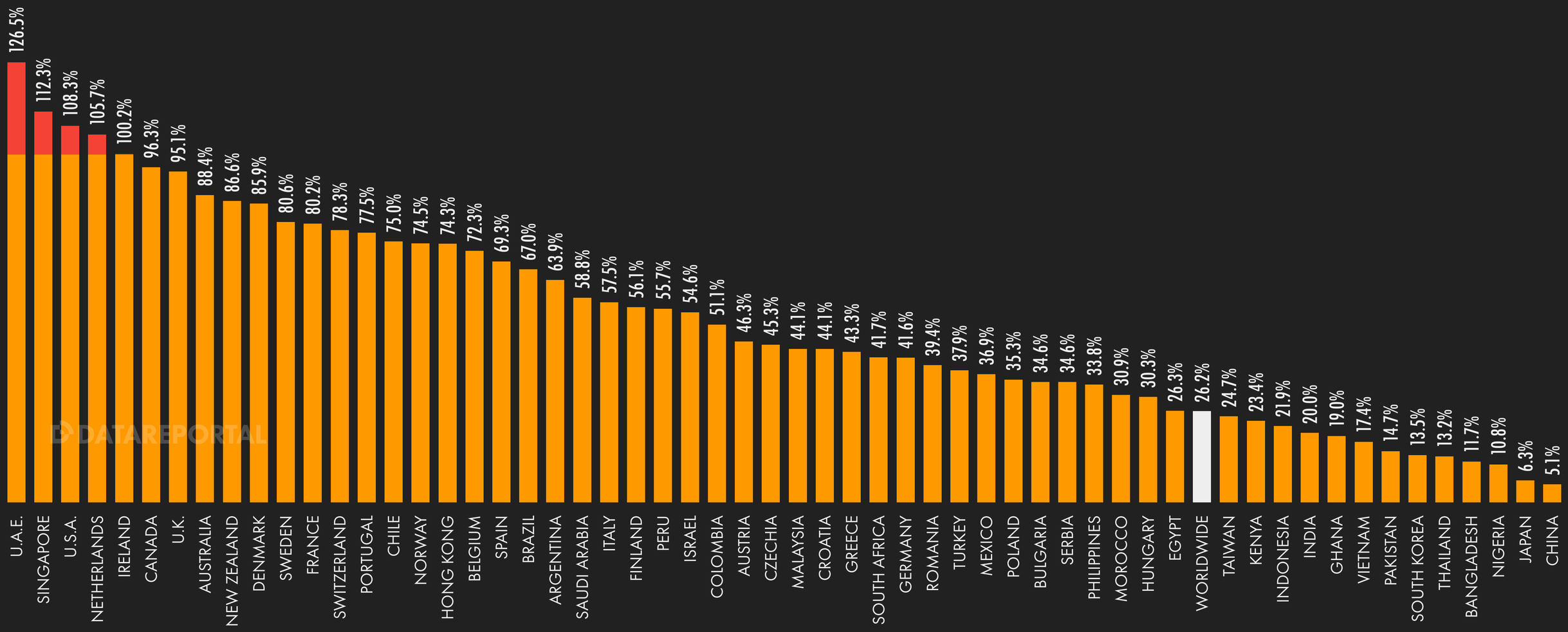
OCT 2026

LINKEDIN ADVERTISING: ADULT AD REACH RATE

POTENTIAL REACH OF LINKEDIN ADS AMONGST USERS AGED 18+ COMPARED WITH OVERALL POPULATION AGED 18+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL REGISTERED MEMBER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	300,000,000	+3.4%
02	INDIA	210,000,000	+5.0%
03	BRAZIL	110,000,000	+10.0%
04	CHINA	59,000,000	[UNCHANGED]
05	UNITED KINGDOM	53,000,000	+1.9%
06	INDONESIA	45,000,000	+4.7%
07	FRANCE	43,000,000	+4.9%
08	MEXICO	35,000,000	+6.1%
09	CANADA	32,000,000	+3.2%
10=	GERMANY	29,000,000	+7.4%
10=	ITALY	29,000,000	+3.6%

#	LOCATION	TOTAL REACH	▲QOQ
12	SPAIN	28,000,000	+3.7%
13	PHILIPPINES	27,000,000	+3.8%
14	TURKEY	25,000,000	+4.2%
15=	ARGENTINA	22,000,000	+4.8%
15=	PAKISTAN	22,000,000	+4.8%
17	COLOMBIA	21,000,000	+5.0%
18	EGYPT	20,000,000	+11.1%
19=	AUSTRALIA	19,000,000	[UNCHANGED]
19=	SOUTH AFRICA	19,000,000	[UNCHANGED]
21	NETHERLANDS	16,000,000	+6.7%
22	SAUDI ARABIA	15,000,000	+7.1%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. LINKEDIN RESTRICTS USE OF ITS PLATFORM TO USERS AGED 18+. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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LINKEDIN ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE LINKEDIN ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	AMERICAN SAMOA	844.6%*	260,000
02	COOK ISLANDS	253.3%*	23,000
03	MONACO	208.0%*	66,000
04	ANGUILLA	193.2%*	23,000
05	U.S. VIRGIN ISLANDS	165.2%*	110,000
06	CAYMAN ISLANDS	143.5%*	90,000
07	BERMUDA	137.2%*	74,000
08	UNITED ARAB EMIRATES	126.5%*	12,000,000
09	GIBRALTAR	117.4%*	38,000
10	ANDORRA	114.3%*	82,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	NAURU	113.0%*	8,000
12	SINGAPORE	112.3%*	5,700,000
13	UNITED STATES OF AMERICA	108.3%*	300,000,000
14	NETHERLANDS	105.7%*	16,000,000
15	ICELAND	100.6%*	320,000
16	IRELAND	100.2%*	4,200,000
17	LUXEMBOURG	98.4%	550,000
18	ARUBA	97.1%	84,000
19	BRITISH VIRGIN ISLANDS	97.0%	32,000
20	MALTA	96.8%	450,000

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH TOTAL REGISTERED MEMBERS OR THE ACTIVE USER BASE. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST FOLLOWED COMPANIES ON LINKEDIN

LINKEDIN COMPANY PAGES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	COMPANY PAGE	FOLLOWERS
01	GOOGLE	42.3 M
02	AMAZON	37.1 M
03	LINKEDIN	34.1 M
04	MICROSOFT	28.8 M
05	TED CONFERENCES	24.5 M
06	DELOITTE	22.4 M
07	UNILEVER	21.3 M
08	IBM	19.8 M
09	TATA CONSULTANCY SERVICES	19.3 M
10	APPLE	18.4 M

#	COMPANY PAGE	FOLLOWERS
11	NESTLÉ	18.3 M
12	FORBES	18.2 M
13	ACCENTURE	15.0 M
14	HARVARD BUSINESS REVIEW	14.6 M
15	THE ECONOMIST	13.2 M
16	TESLA	12.4 M
17	META	12.1 M
18	NETFLIX	12.0 M
19	WIPRO	12.0 M
20	EY	11.8 M

#	COMPANY PAGE	FOLLOWERS
21	ORACLE	11.5 M
22	OPEN AI	11.4 M
23	INFOSYS	11.4 M
24	AMAZON WEB SERVICES (AWS)	11.0 M
25	BUSINESS INSIDER	11.0 M
26	JOHNSON & JOHNSON	10.4 M
27	ADECCO	10.3 M
28	PEPSICO	10.3 M
29	THE WALL STREET JOURNAL	10.2 M
30	HAYS	10.0 M

#	COMPANY PAGE	FOLLOWERS
31	HCL TECH	9.5 M
32	COGNIZANT	9.5 M
33	PROCTER & GAMBLE	9.4 M
34	CAPGEMINI	9.4 M
35	THE COCA-COLA COMPANY	9.2 M
36	SIEMENS	9.2 M
37	PWC	8.4 M
38	BBC NEWS	8.0 M
39	TECH MAHINDRA	8.0 M
40	SHELL	7.8 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. DATA COLLECTED IN AUGUST 2026. **NOTES:** ONLY INCLUDES LINKEDIN "PAGES" THAT HAVE BEEN CLASSIFIED AS "COMPANIES". DOES NOT INCLUDE "SHOWCASE" PAGES (E.G. "LINKEDIN NEWS") OR PAGES ASSOCIATED WITH LINKEDIN GAMES AND PUZZLES (E.G. "ZIP"). WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "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:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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MOST FOLLOWED PROFILES ON LINKEDIN

LINKEDIN PERSONAL PROFILES WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	PROFILE	FOLLOWERS
01	BILL GATES	40.6 M
02	RICHARD BRANSON	18.6 M
03	SATYA NADELLA	12.1 M
04	JEFF WEINER	10.4 M
05	ARIANA HUFFINGTON	9.60 M
06	SIMON SINEK	9.01 M
07	MARK CUBAN	8.44 M
08	TONY ROBBINS	7.45 M
09	JACK WELCH	6.78 M
10	MELINDA GATES	6.72 M

#	PROFILE	FOLLOWERS
11	BARACK OBAMA	6.29 M
12	GARY VAYNERCHUK	5.99 M
13	DEREK SHEN	5.87 M
14	DANIEL GOLEMAN	5.85 M
15	ADAM GRANT	5.63 M
16	NARENDRA MODI	5.55 M
17	DEEPAK CHOPRA	5.55 M
18	林正刚 (THOMAS LAM)	5.54 M
19	JUSTIN TRUDEAU	5.48 M
20	BRENÉ BROWN	4.95 M

#	PROFILE	FOLLOWERS
21	SUNDAR PICHAI	4.90 M
22	KEVIN O'LEARY	4.59 M
23	MARIO SERGIO CORTELLA	4.48 M
24	HH SHEIKH HAMDAN BIN MOHAMMED BIN RASHID AL ...	3.91 M
25	RYAN REYNOLDS	3.70 M
26	IAN BREMMER	3.68 M
27	ANTHONY J. JAMES	3.62 M
28	HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM	3.51 M
29	JAMES CAAN	3.28 M
30	AMAN GUPTA	3.23 M

#	PROFILE	FOLLOWERS
31	景红 JOYCE JING	3.22 M
32	STEVEN BARTLETT	3.20 M
33	CHRISTINE LAGARDE	3.18 M
34	RICARDO AMORIM	3.10 M
35	EMMANUEL MACRON	3.10 M
36	LIZ RYAN	2.97 M
37	GUY KAWASAKI	2.96 M
38	CAROLINA MARTINS	2.91 M
39	SHENG FU	2.89 M
40	GRETCHEN RUBIN	2.87 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON LINKEDIN. DATA COLLECTED IN AUGUST 2026. **NOTES:** ONLY INCLUDES INDIVIDUALS' LINKEDIN PROFILES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES IN THE "FOLLOWERS" COLUMN, "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. NAMES ENDING IN "..." HAVE BEEN TRUNCATED TO FIT AVAILABLE SPACE. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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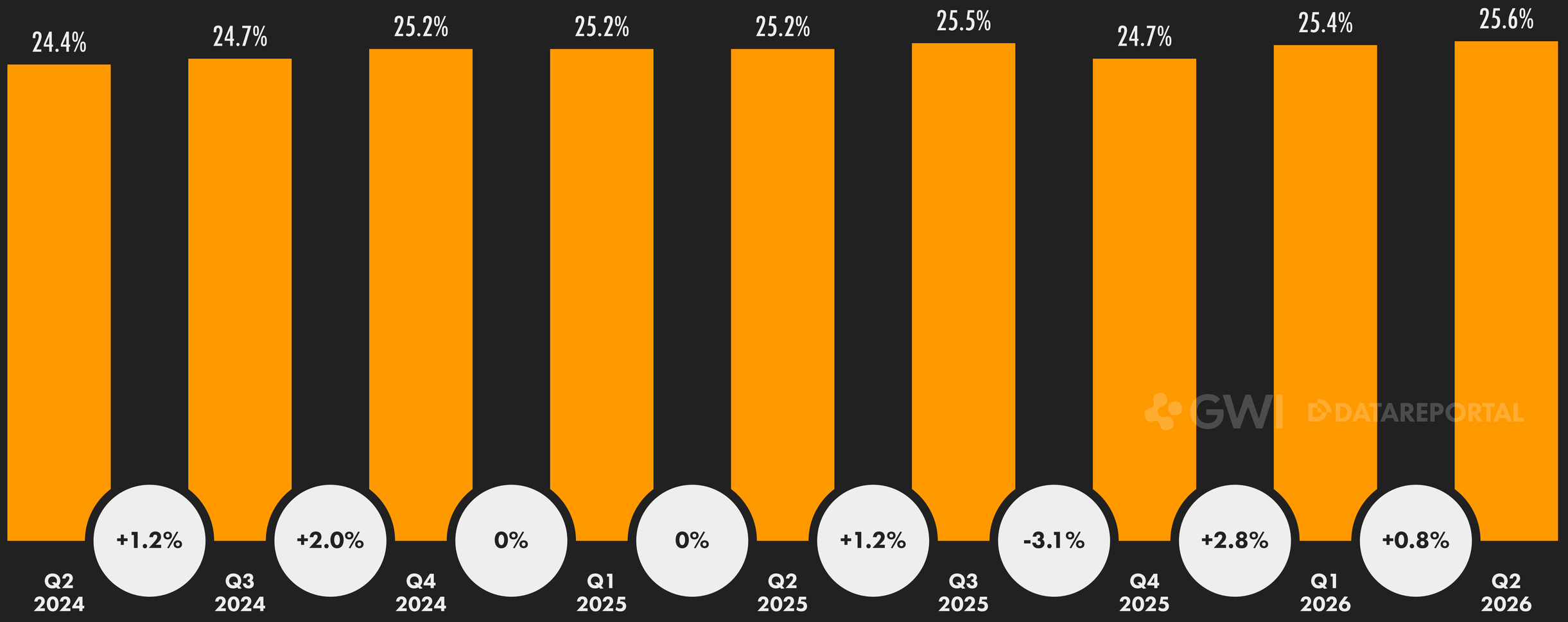
PINTEREST

OCT 2026

PINTEREST USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

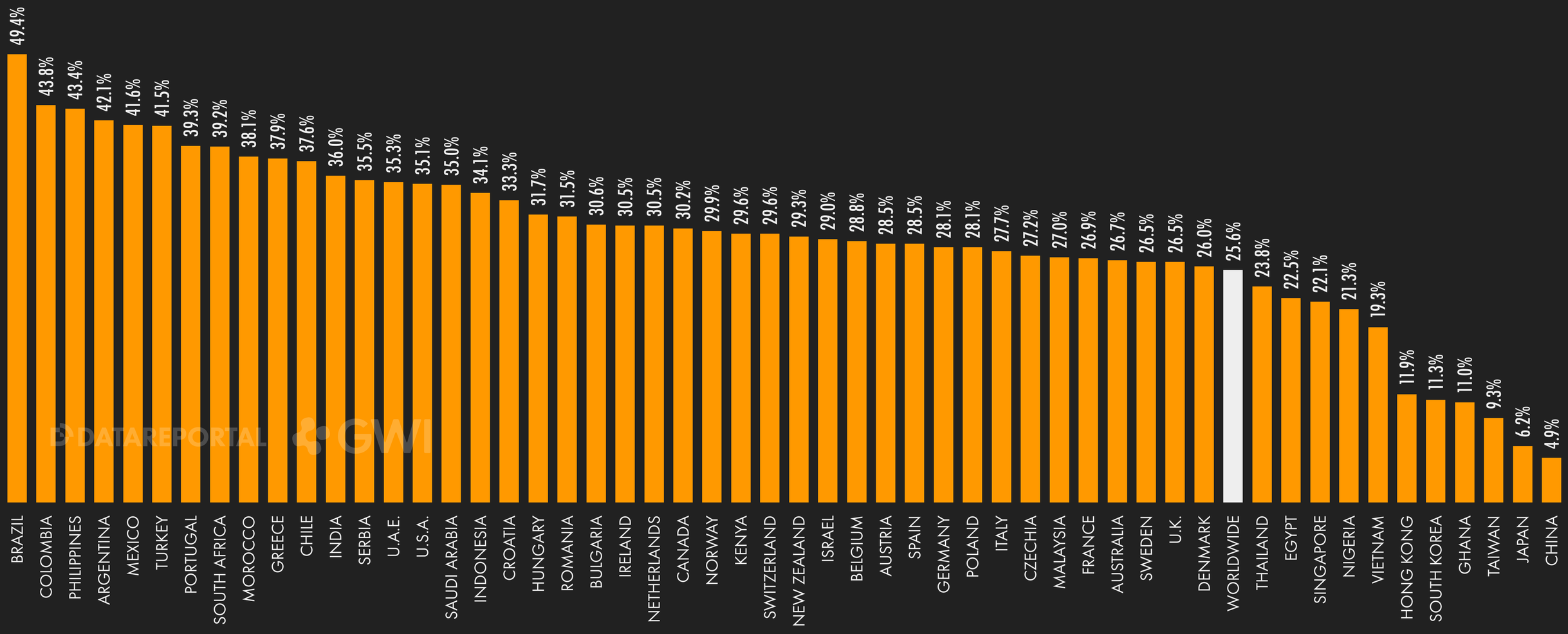
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PINTEREST USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

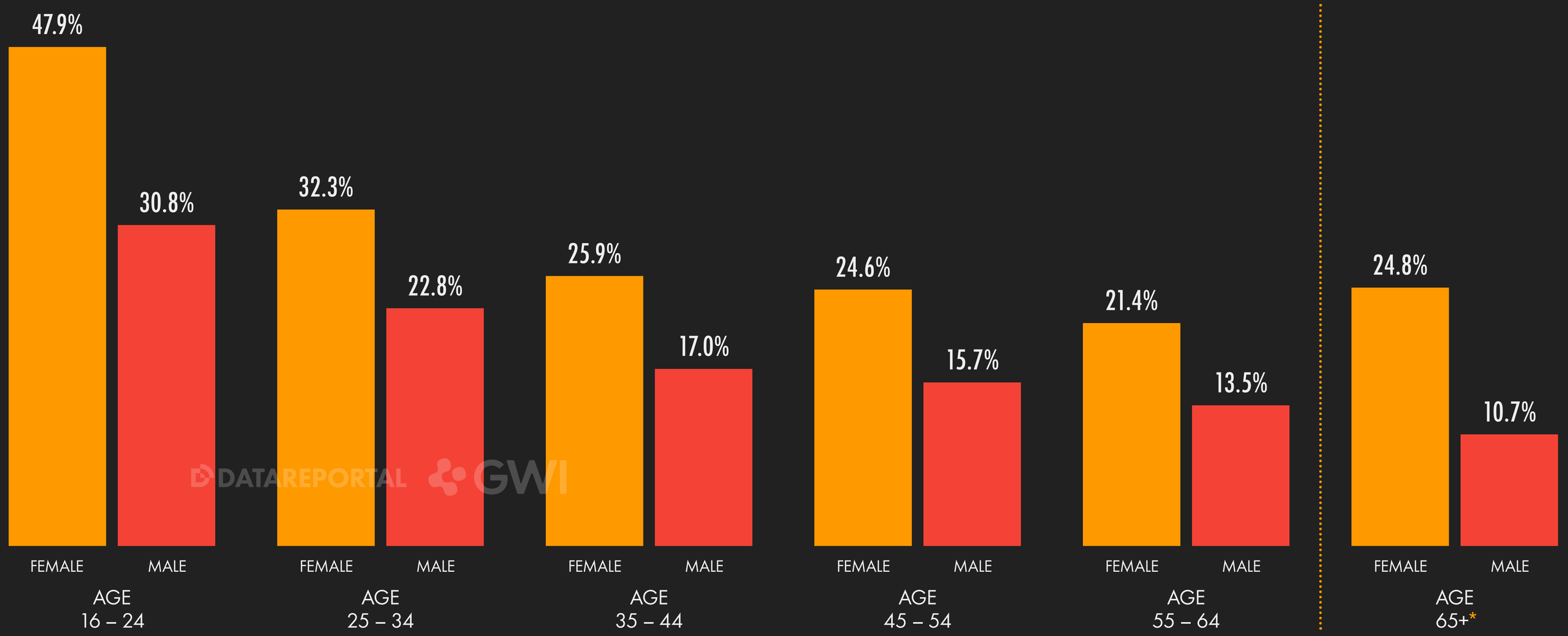
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OCT 2026

PINTEREST USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED PINTEREST AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

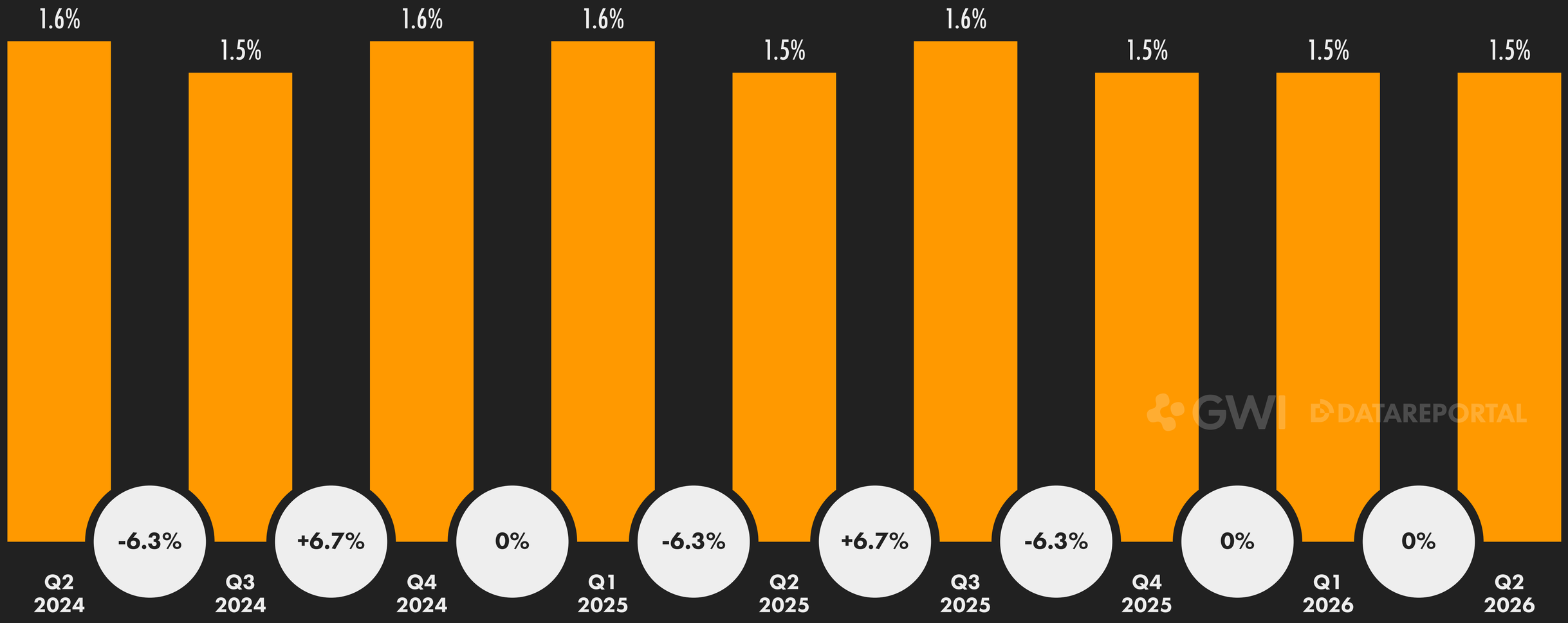
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FAVOURITE SOCIAL PLATFORM: PINTEREST

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

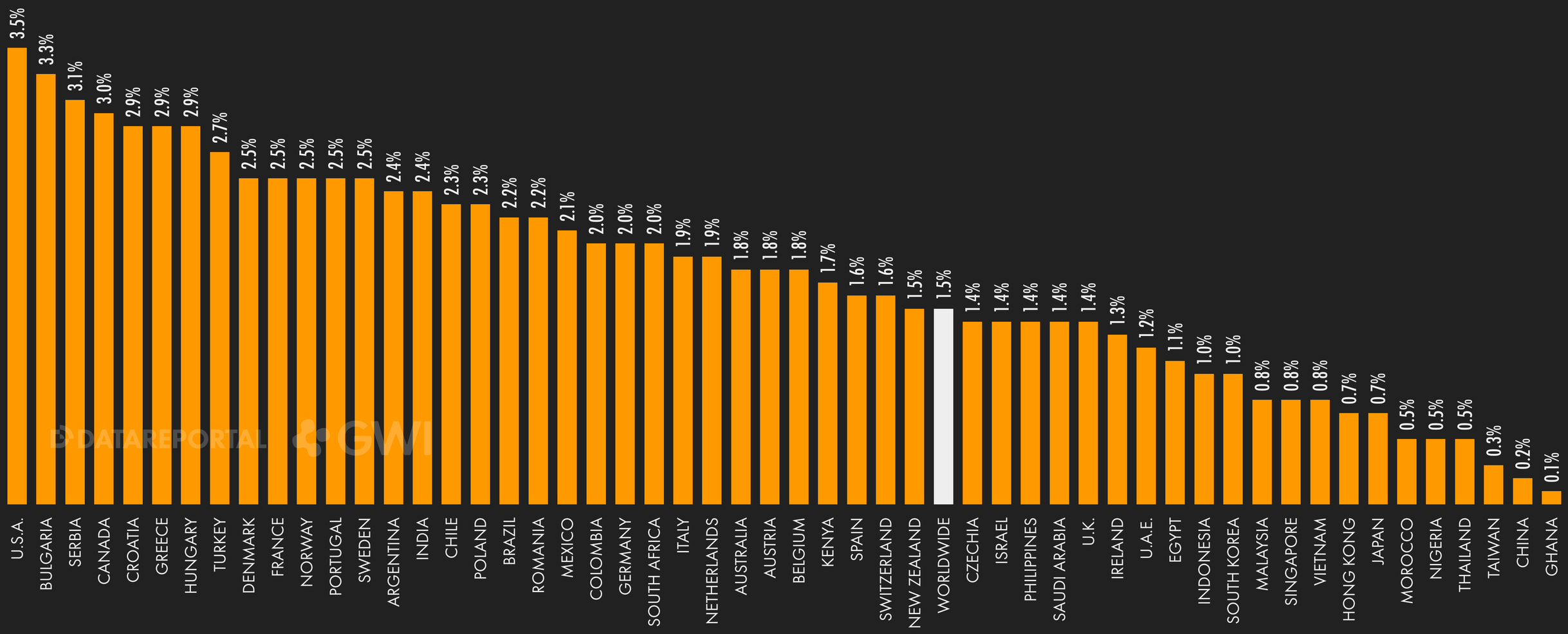
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FAVOURITE SOCIAL PLATFORM: PINTEREST

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

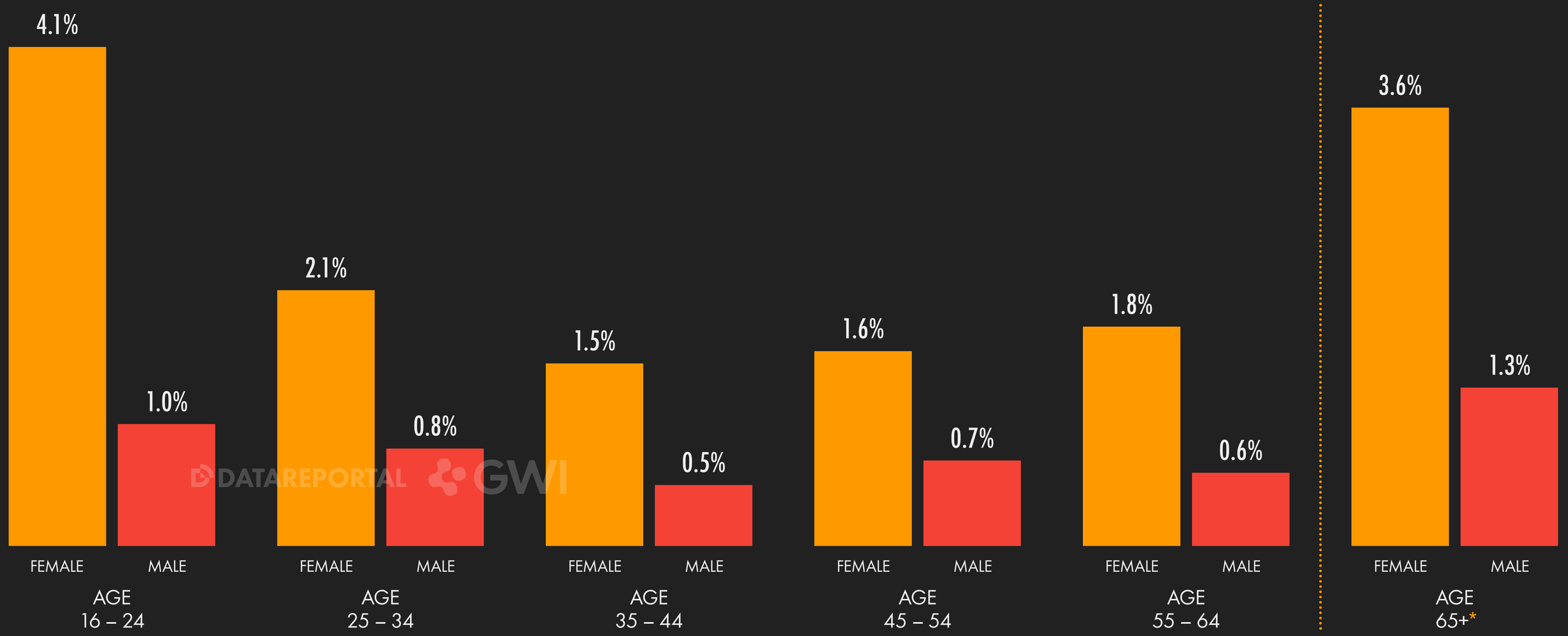
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FAVOURITE SOCIAL PLATFORM: PINTEREST

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT PINTEREST IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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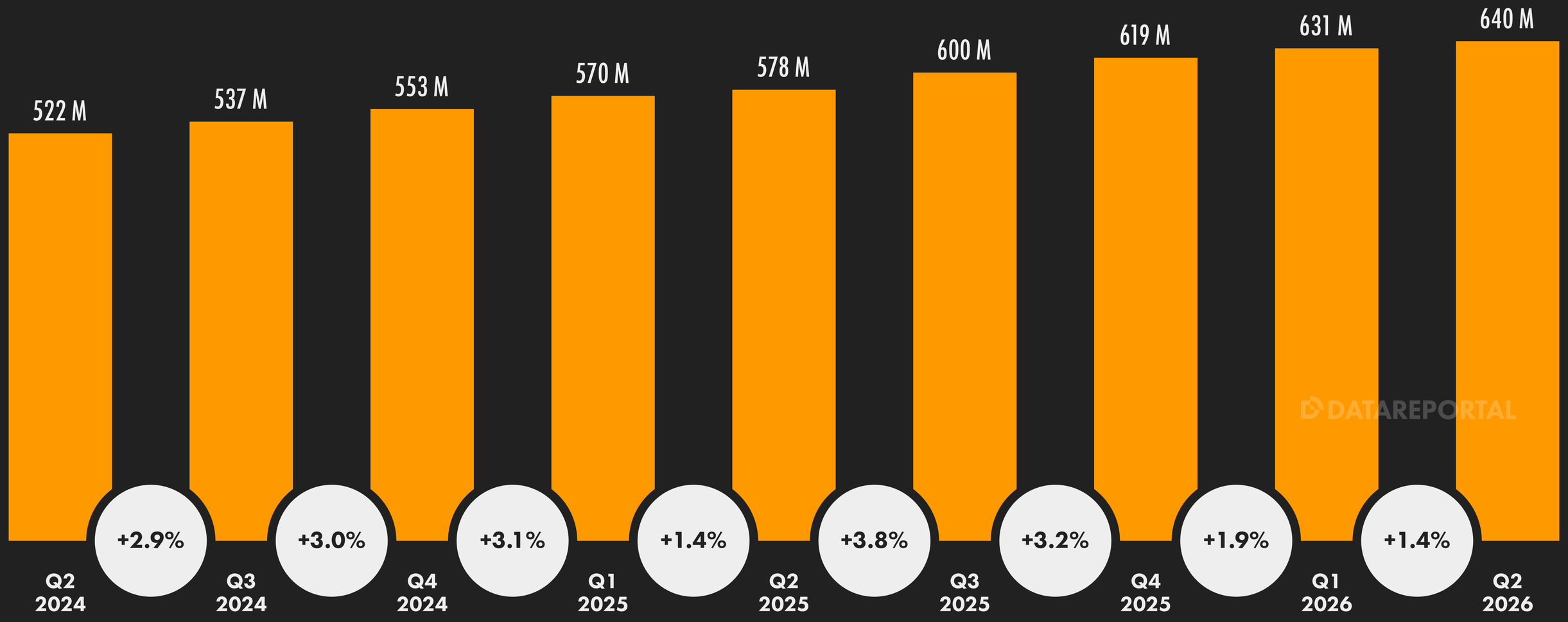
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PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



SOURCE: PINTEREST COMPANY ANNOUNCEMENTS. **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:** PINTEREST'S EARNINGS ANNOUNCEMENTS REPORT TOTAL MONTHLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES ONLY PUBLISH DATA FOR A SELECTION OF COUNTRIES AND TERRITORIES.

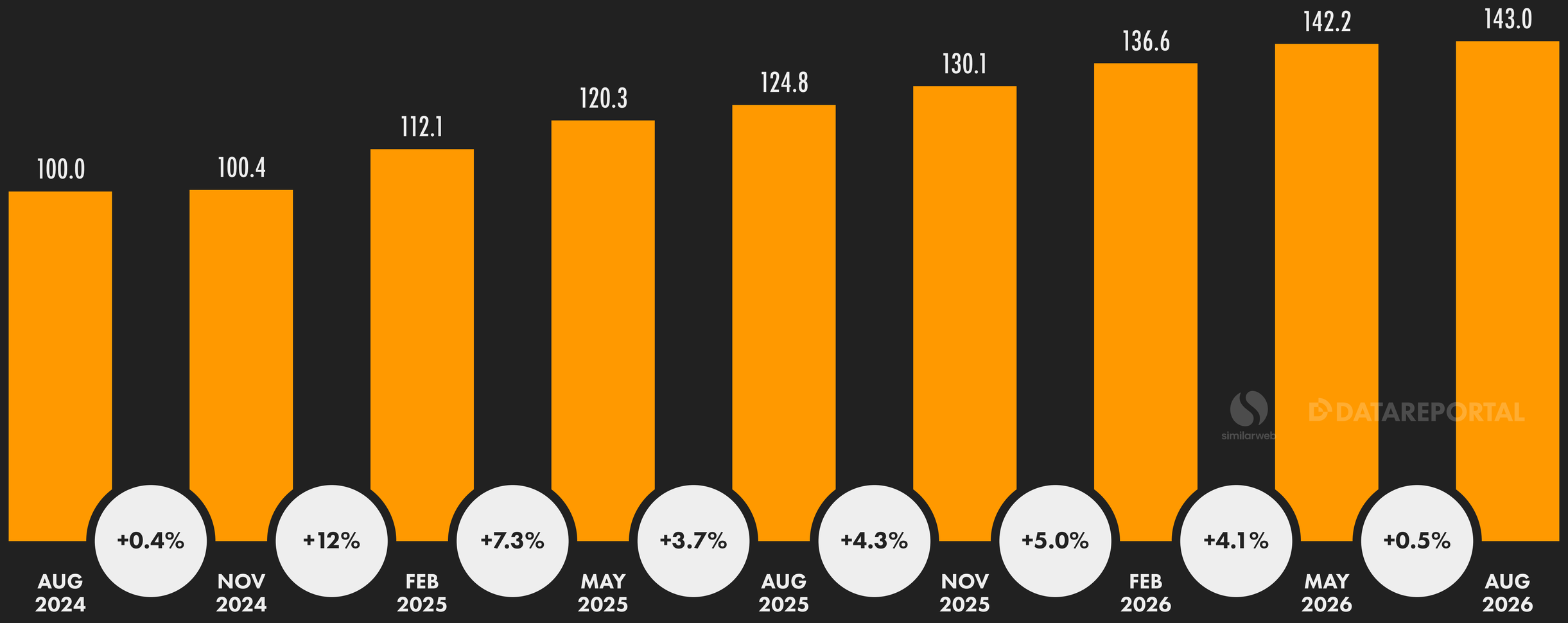
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PINTEREST: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

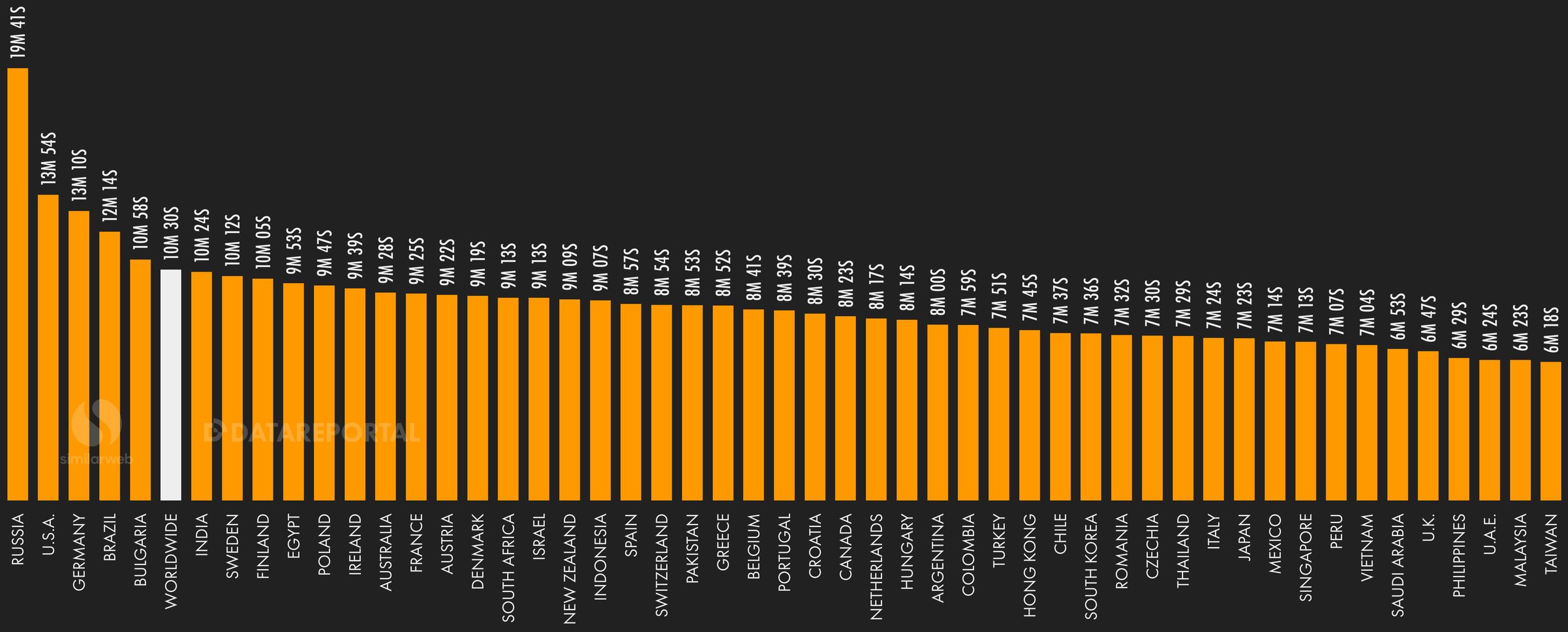
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PINTEREST: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

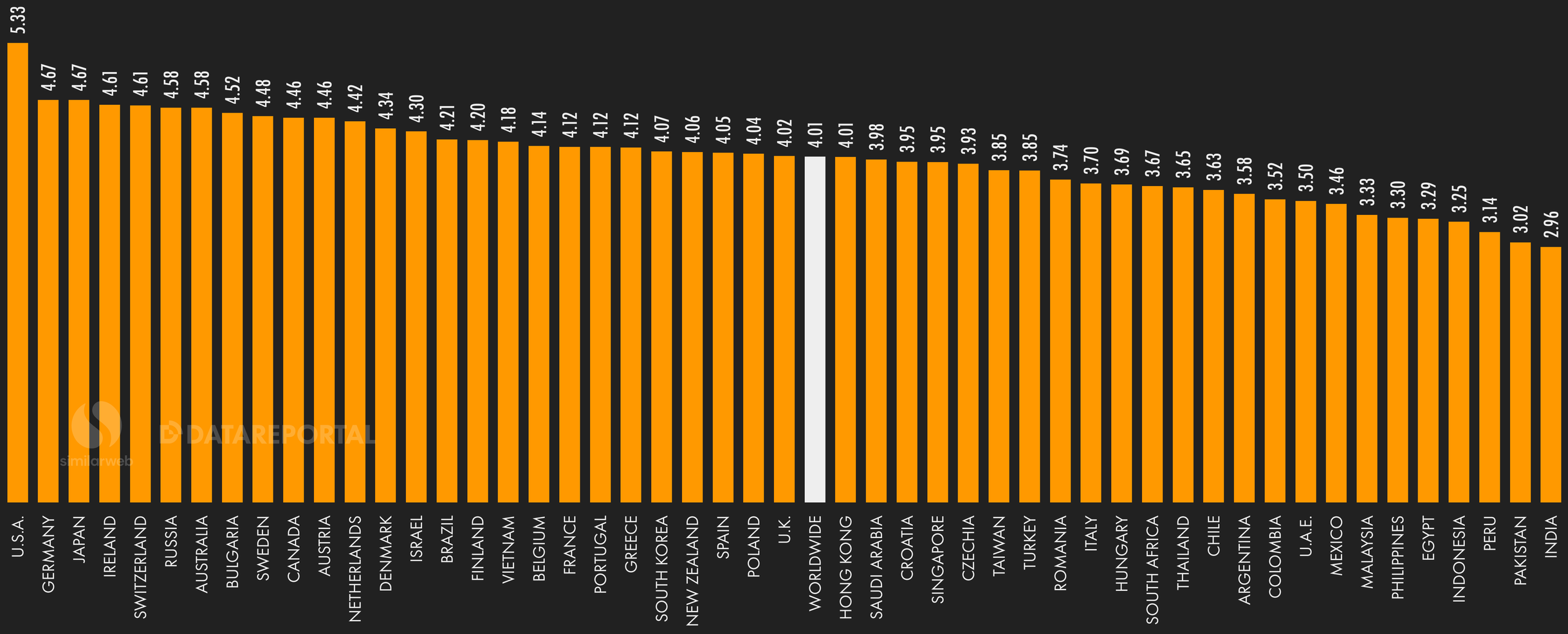
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PINTEREST: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

621.4
MILLION

PINTEREST AD REACH vs. TOTAL POPULATION

7.5%

PINTEREST AD REACH vs. TOTAL INTERNET USERS

10.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH



+4.8%
+28 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH



+76.8%
+270 MILLION

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

65.5%

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

28.1%

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

10.1%

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

13.3%

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

5.6%

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

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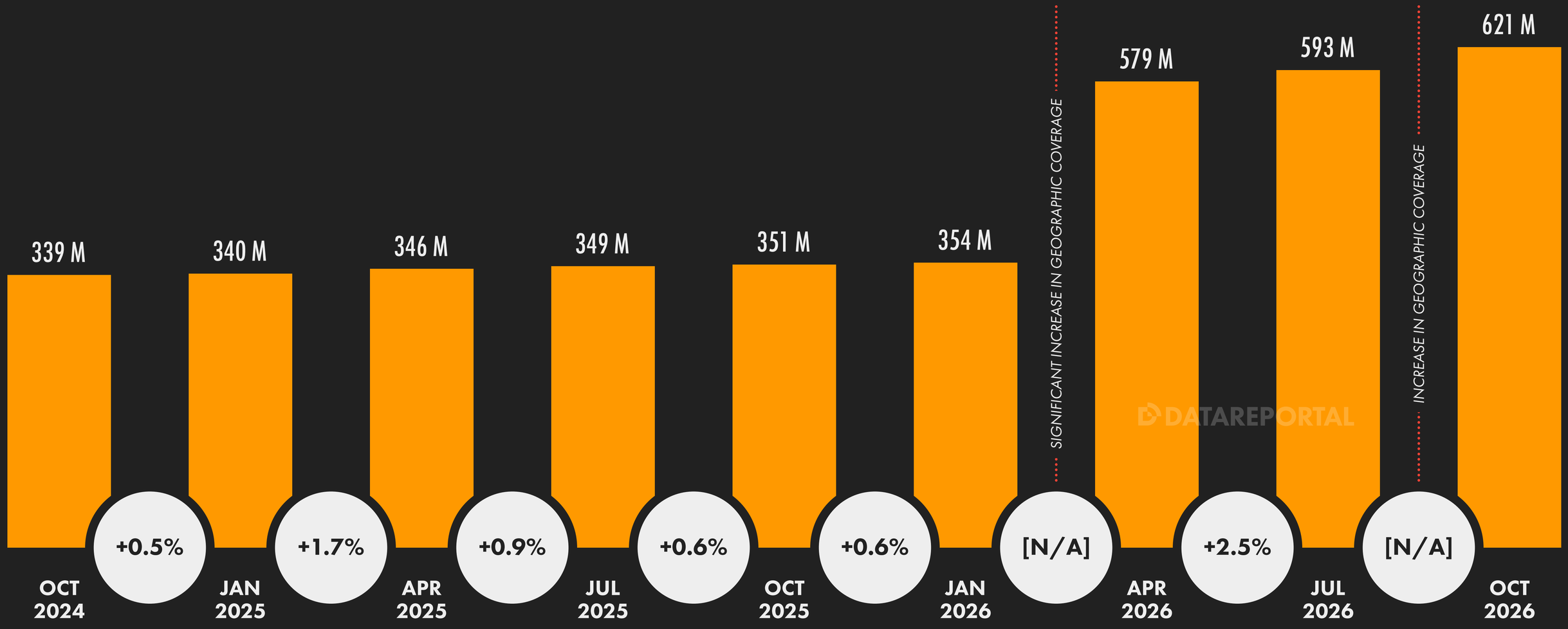
PINTEREST: REPORTED ADVERTISING REACH

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

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



GLOBAL OVERVIEW



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

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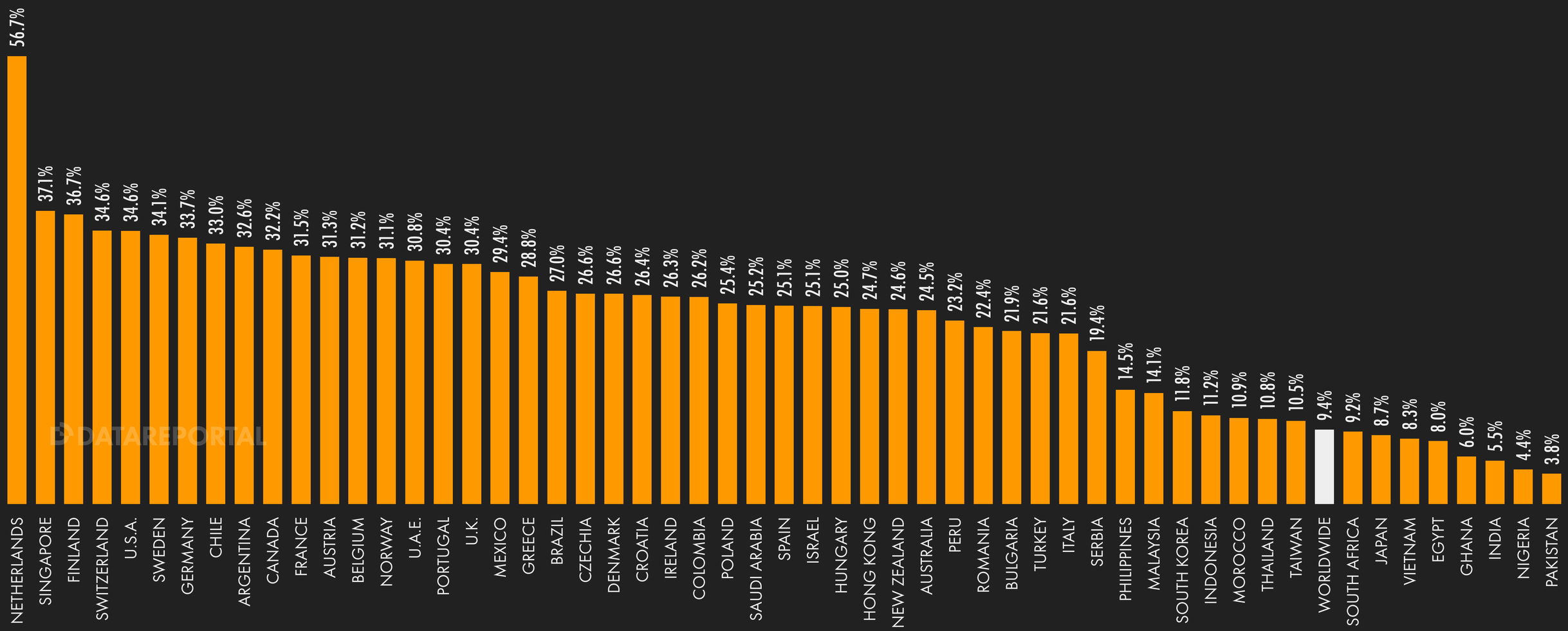
PINTEREST ADVERTISING: ELIGIBLE AD REACH RATE

POTENTIAL REACH OF PINTEREST ADS COMPARED WITH TOTAL POPULATION AGED 13+

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



GLOBAL OVERVIEW



DATAREPORTAL

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

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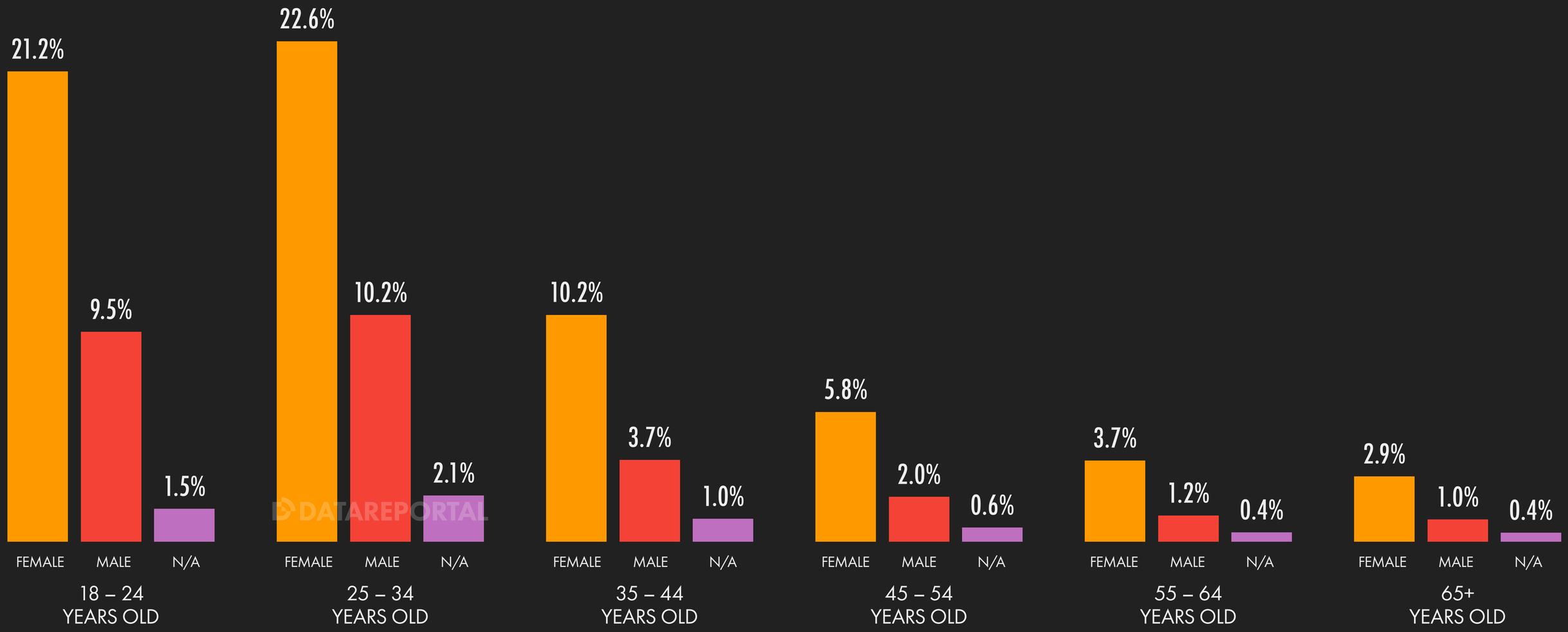
PINTEREST: ADVERTISING AUDIENCE PROFILE

SHARE OF PINTEREST'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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: PINTEREST'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES FOR "N/A" REPRESENT SHARE OF USERS OF "UNSPECIFIED" GENDER, AS REPORTED IN PINTEREST'S TOOLS. GENDER VALUES REPORTED IN PINTEREST'S TOOLS DO NOT SUM TO THE TOTAL REPORTED REACH FIGURE, 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. SOURCE DATA REVISIONS. BASE REVISIONS. SEE NOTES ON DATA.

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PINTEREST AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST PINTEREST ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	103,346,000	+4.5%
02	INDIA	64,420,000	+6.5%
03	BRAZIL	48,195,000	+9.5%
04	MEXICO	31,211,000	+3.1%
05	INDONESIA	25,716,000	+0.8%
06	GERMANY	24,799,000	-4.9%
07	UNITED KINGDOM	18,247,000	+3.3%
08	FRANCE	18,163,000	-6.2%
09	TURKEY	15,698,000	-0.5%
10	PHILIPPINES	13,237,000	+5.7%

#	LOCATION	TOTAL REACH	▲QOQ
11	ARGENTINA	12,410,000	+2.0%
12	COLOMBIA	11,763,000	+3.9%
13	ITALY	11,481,000	+2.8%
14	CANADA	11,397,000	+1.6%
15	SPAIN	10,761,000	+0.9%
16	JAPAN	9,659,000	+0.5%
17	NETHERLANDS	9,135,000	-26.5%
18	POLAND	8,453,000	+4.2%
19	SAUDI ARABIA	7,082,000	+5.0%
20	EGYPT	7,015,000	+1.7%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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PINTEREST ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE PINTEREST ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	NETHERLANDS	56.7%	9,135,000
02	ESTONIA	51.1%	594,000
03	LATVIA	46.4%	742,000
04	COSTA RICA	41.1%	1,810,000
05	LITHUANIA	40.3%	988,000
06	SINGAPORE	37.1%	1,971,000
07	FINLAND	36.7%	1,818,000
08	MALTA	36.6%	179,000
09	U.S. VIRGIN ISLANDS	36.6%	26,000
10	URUGUAY	35.6%	1,025,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	PUERTO RICO	35.1%	1,030,000
12	SWITZERLAND	34.6%	2,723,000
13	UNITED STATES OF AMERICA	34.6%	103,346,000
14	LUXEMBOURG	34.5%	205,000
15	SWEDEN	34.1%	3,136,000
16	GERMANY	33.7%	24,799,000
17	CYPRUS	33.7%	401,000
18	GUAM	33.3%	44,000
19	CHILE	33.0%	5,685,000
20	ARGENTINA	32.6%	12,410,000

SOURCES: PINTEREST'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. VALUES IN THE "REACH vs. POP. 13+" COLUMN COMPARE TOTAL REACH WITH THE OVERALL POPULATION AGED 13+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR PINTEREST ACCOUNTS

PINTEREST ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	WATTPAD *@WATTPAD*	31.9 M
02	JOY CHOO *@OHJOY*	15.1 M
03	ETSY *@ETSY*	11.2 M
04	POPPYTALK *@POPPYTALK*	10.3 M
05	TASTY *@BUZZFEEDTASTY*	10.2 M
06	MARYANN RIZZO *@MARYANNRIZZO*	9.0 M
07	BEHANCE *@BEHANCE*	8.9 M
08	MAMAS UNCUT *@MAMASUNCUTMAIN*	8.4 M
09	SHEIN *@SHEINOFFICIAL*	8.2 M
10	CATHIE HONG INTERIORS *@CATHIEHONGINTERIORS*	7.9 M

#	ACCOUNT	FOLLOWERS
11	JANE WANG *@JANEW*	7.7 M
12	ERICA CHAN COFFMAN *@HONESTLYWTF*	7.1 M
13	BONNIE TSANG *@BONNIETSANG*	7.0 M
14	EVELYN PAGE *@EVECPAGE*	6.7 M
15	PEJPER *@PEJPER*	6.7 M
16	DELISH *@DELISH*	6.5 M
17	STYLE ME PRETTY *@STYLEMEPRETTY*	6.4 M
18	HARPER'S BAZAAR *@HARPERSBAZAAR*	6.3 M
19	TREY RATCLIFF *@TREYRATCLIFF*	6.3 M
20	PINTEREST *@PINTEREST*	6.3 M

#	ACCOUNT	FOLLOWERS
21	HGTV *@HGTV*	5.6 M
22	NORDSTROM *@NORDSTROM*	5.5 M
23	VEANAD *@VEANAD*	5.1 M
24	POPSUGAR *@POPSUGAR*	5.0 M
25	MAGNIFIC *@MAGNIFIC_AI*	5.0 M
26	L.L.BEAN *@LLBEAN*	5.0 M
27	CHRISTINE MARTINEZ LOYA *@CHRISEM*	5.0 M
28	WEDDING CHICKS *@WEDDINGCHICKS*	4.9 M
29	STEPHANIE B *@STEPHANIEANNAGAIN*	4.9 M
30	JENNIE TWOSHOES *@JENNIETWOSHOES*	4.8 M

#	ACCOUNT	FOLLOWERS
31	JESSICA COMINGORE *@JESSICACOMINGRE*	4.8 M
32	TARGET *@TARGET*	4.7 M
33	SYNAPSE * *@PINNER30846260*	4.7 M
34	RACHEL TURNBULL *@RAYT*	4.6 M
35	AMANDA LIVESAY *@FAKEGINGER*	4.6 M
36	KATHY'S LITTLETHINGS *@KATIEINTN*	4.5 M
37	I HEART NAPTIME *@IHEARTNAPTIME*	4.4 M
38	LAUREN ZWANZIGER *@LAURENZWANZIGER*	4.3 M
39	APRIL AND MAY *@APRILANDMAY*	4.3 M
40	REDBUBBLE *@REDBUBBLE*	4.2 M

SOURCE: NOTCOMMON; MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON PINTEREST. DATA COLLECTED IN AUGUST 2026. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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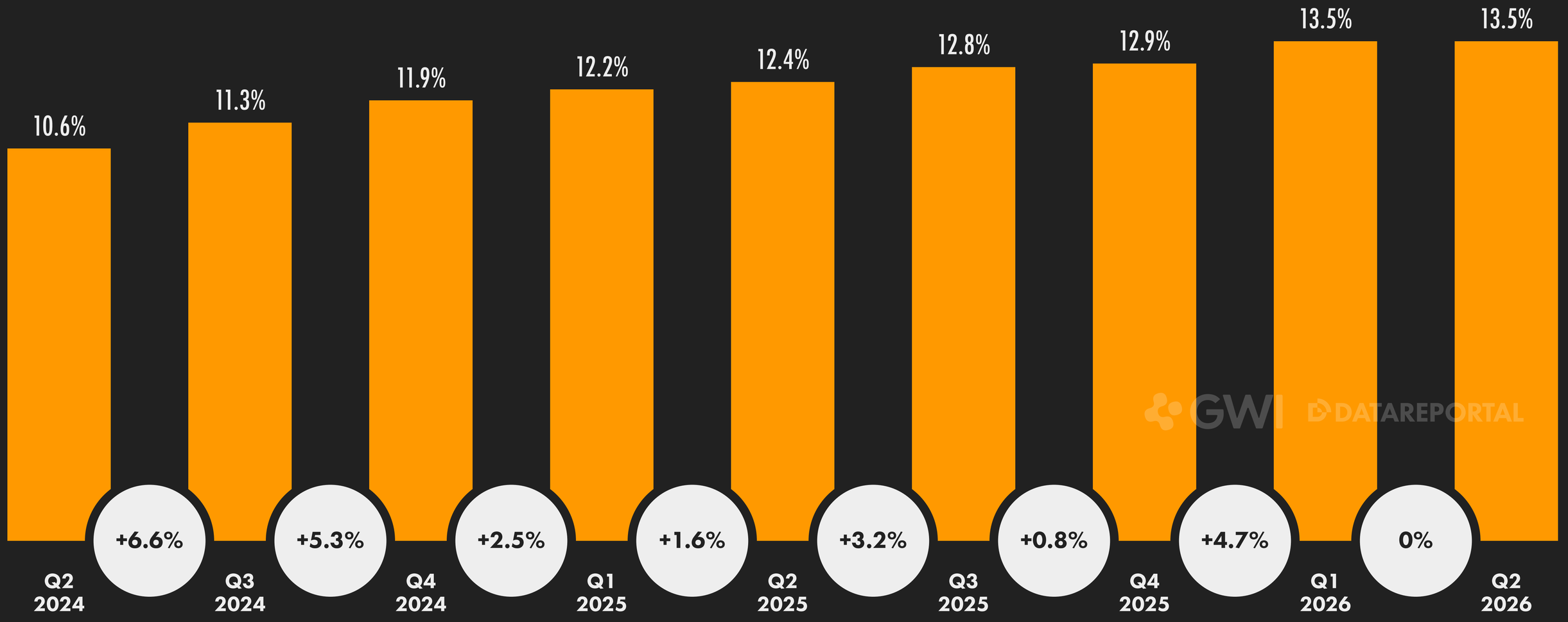
REDDIT

OCT 2026

REDDIT USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

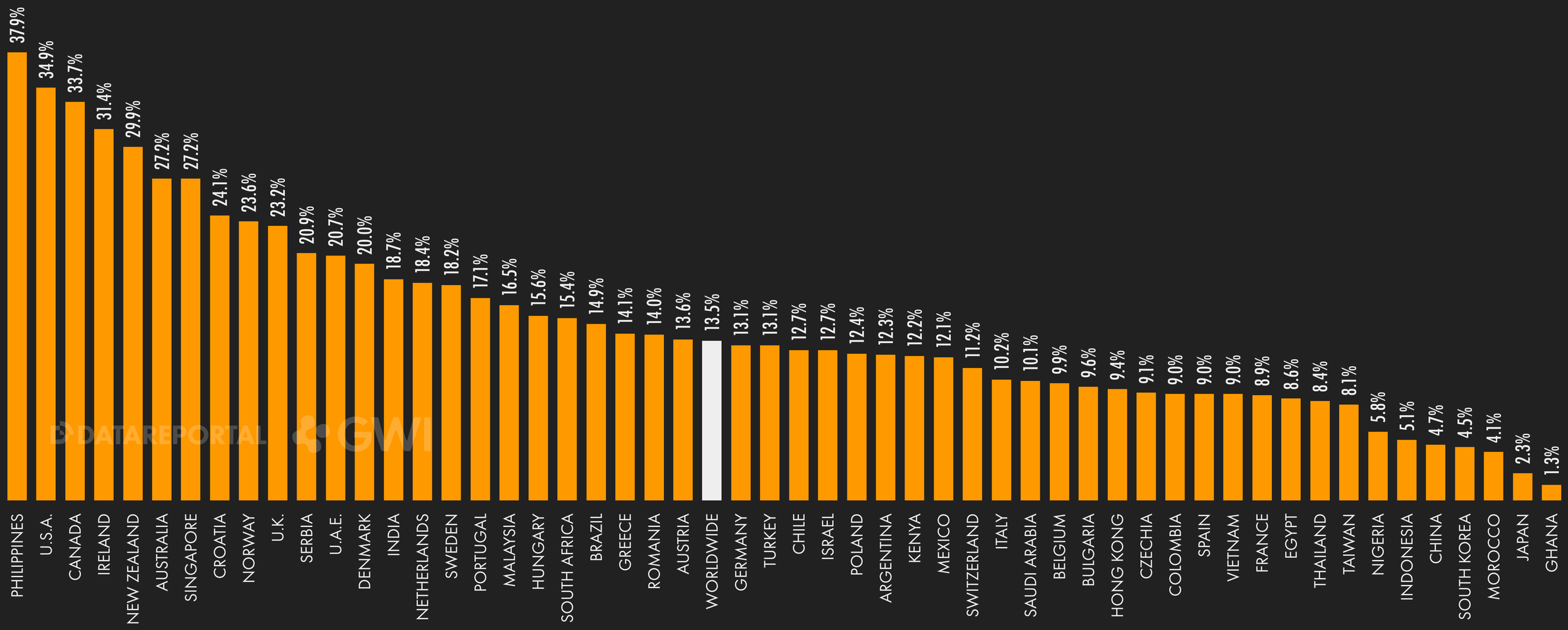
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REDDIT USE

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

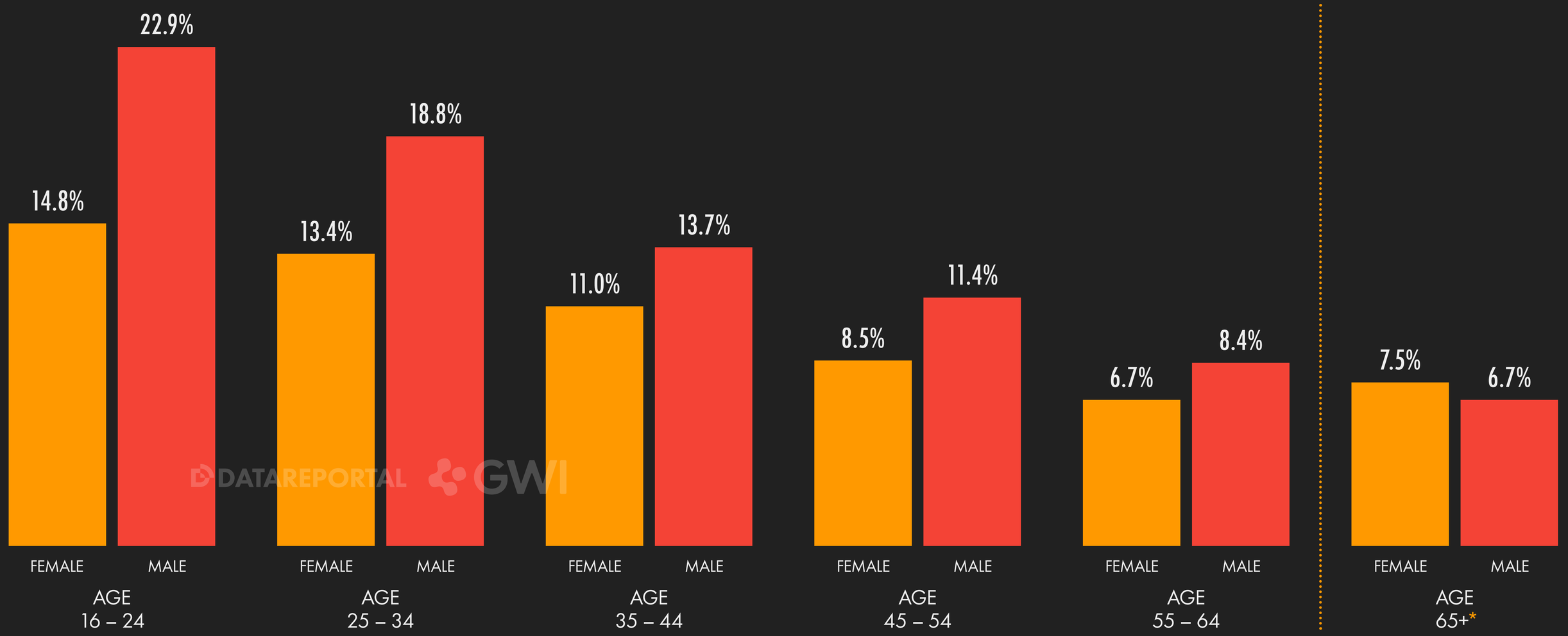
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OCT 2026

REDDIT USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

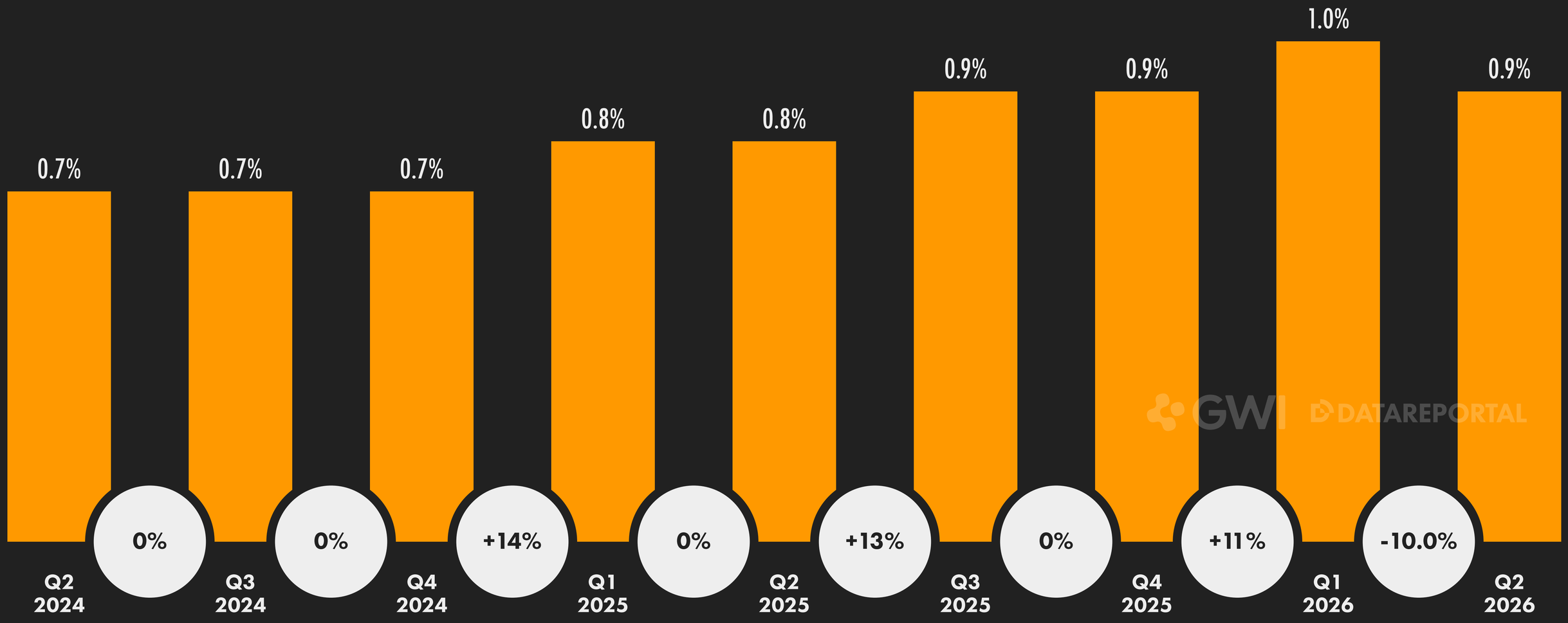
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FAVOURITE SOCIAL PLATFORM: REDDIT

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

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

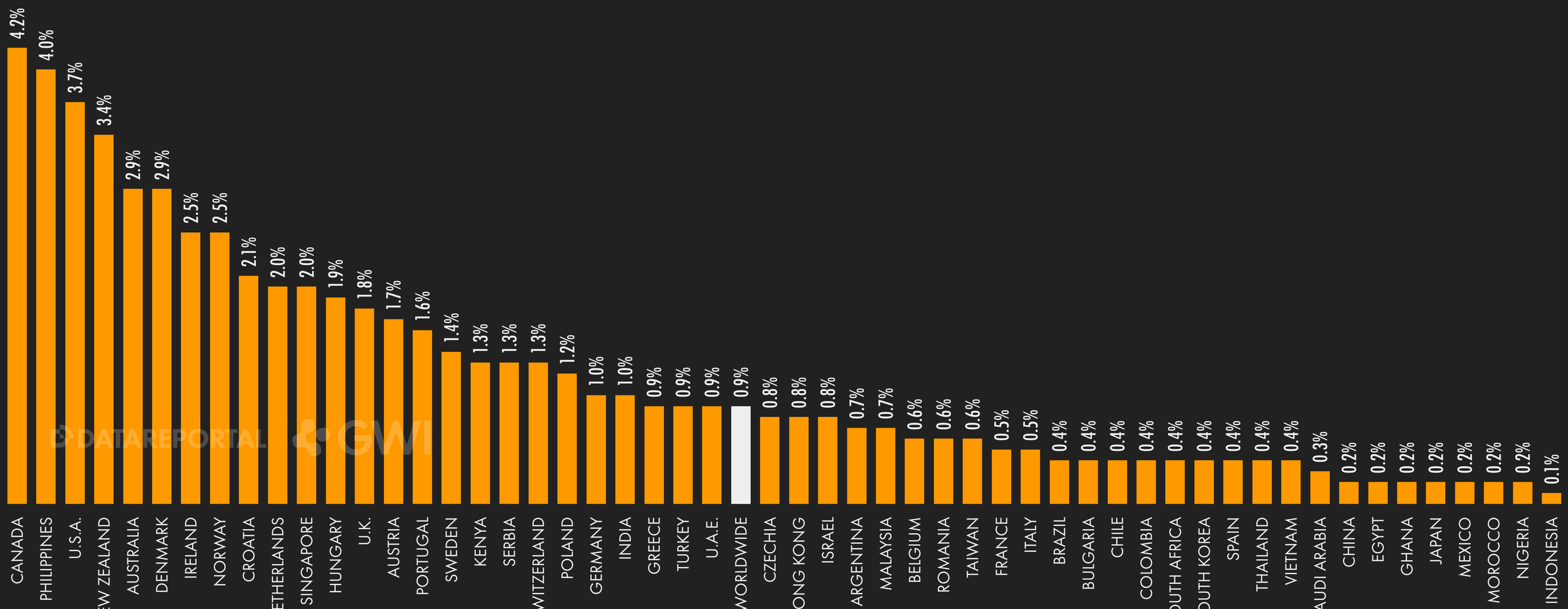
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FAVOURITE SOCIAL PLATFORM: REDDIT

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

GLOBAL OVERVIEW



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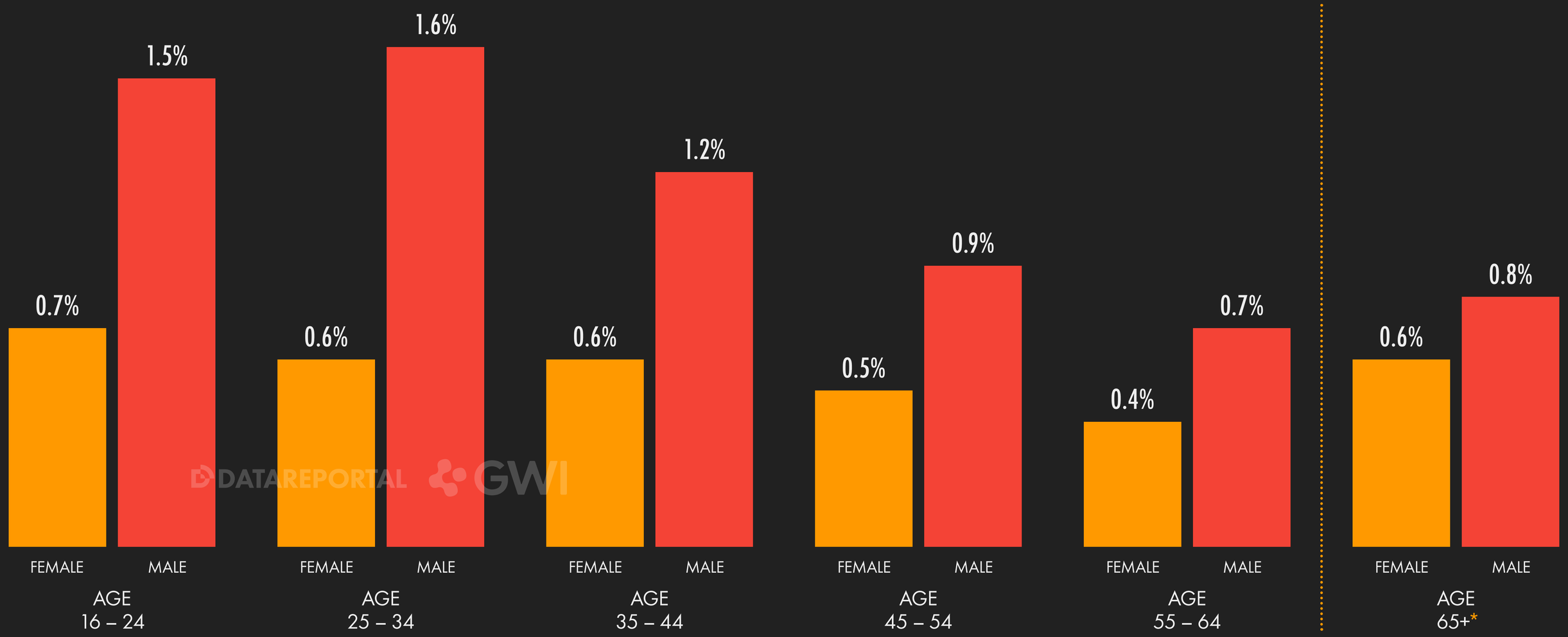
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FAVOURITE SOCIAL PLATFORM: REDDIT

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT REDDIT IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

GLOBAL OVERVIEW



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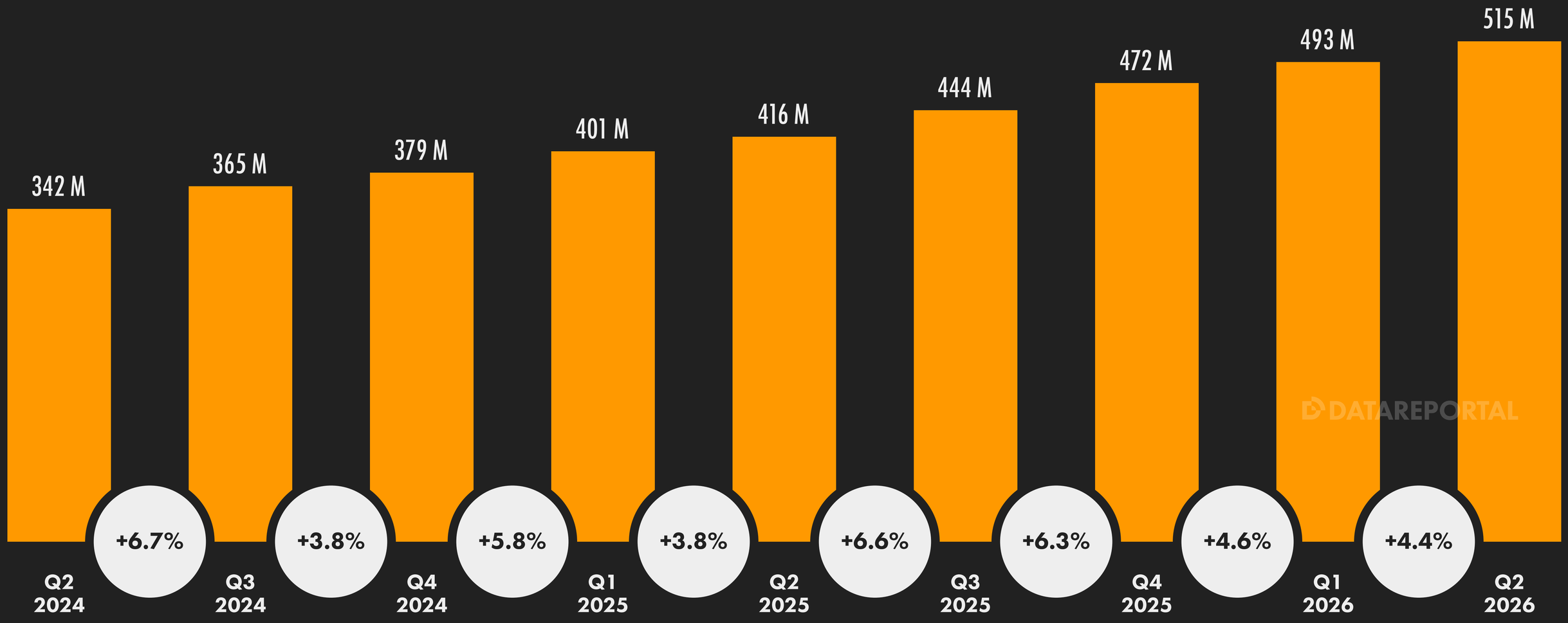
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REDDIT WEEKLY ACTIVE USERS

REDDIT WEEKLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



SOURCE: REDDIT COMPANY ANNOUNCEMENTS. **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:** REDDIT'S EARNINGS ANNOUNCEMENTS REPORT DAILY AND WEEKLY ACTIVE USERS, WHEREAS THE COMPANY'S ADVERTISING RESOURCES APPEAR TO REPORT FIGURES BASED ON MONTHLY USE OF THE PLATFORM.

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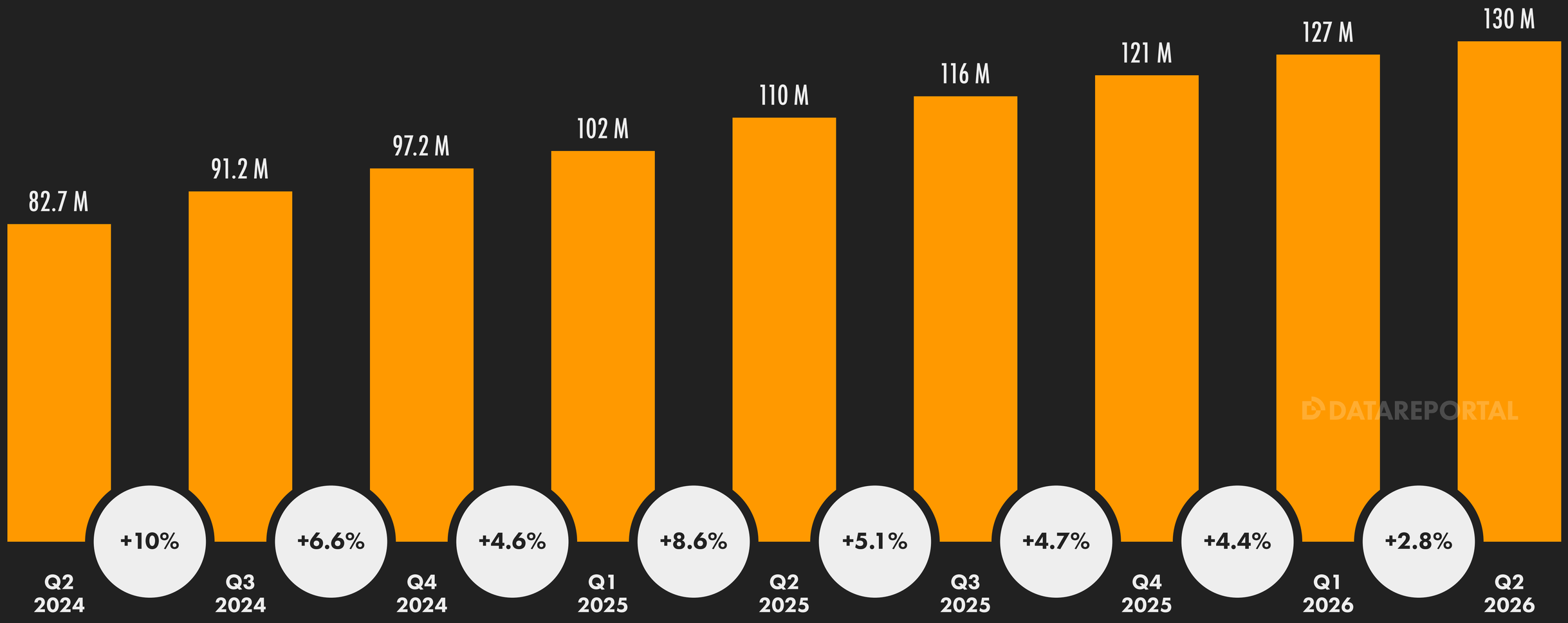
REDDIT DAILY ACTIVE USERS

REDDIT DAILY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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GLOBAL OVERVIEW



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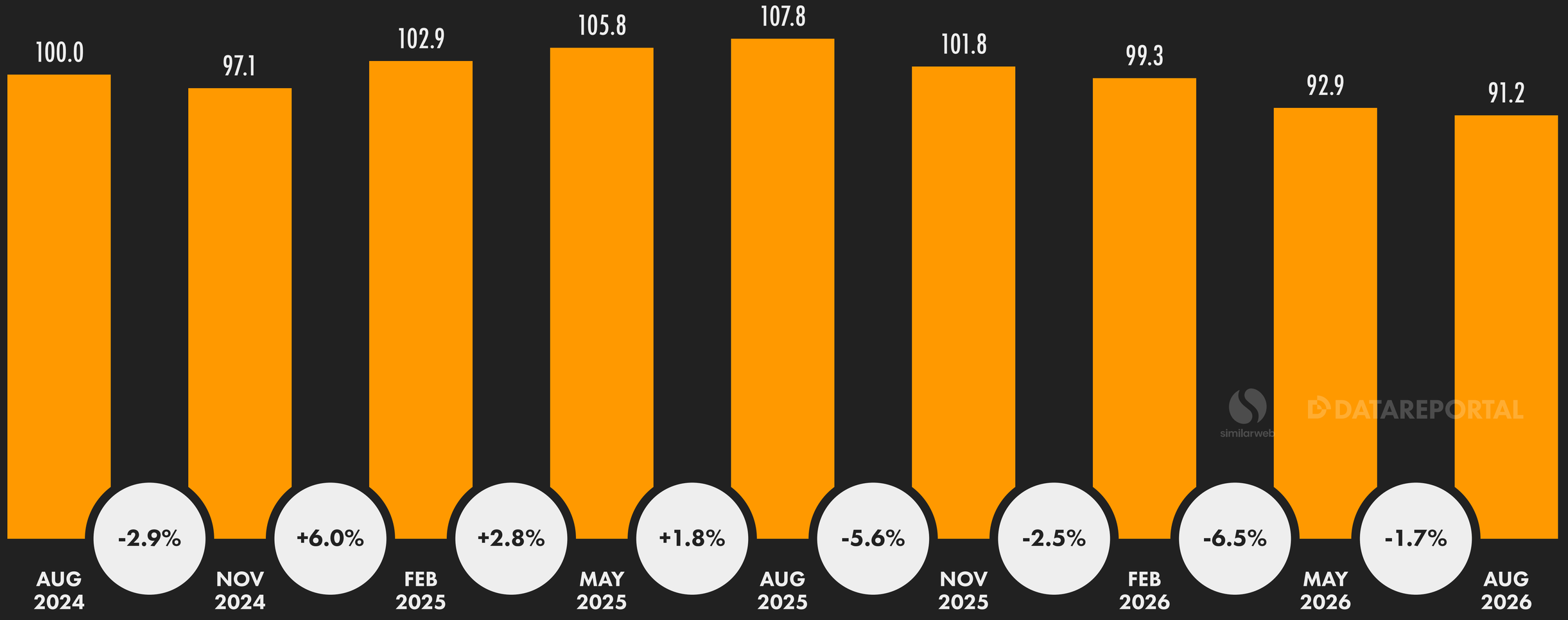
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REDDIT: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

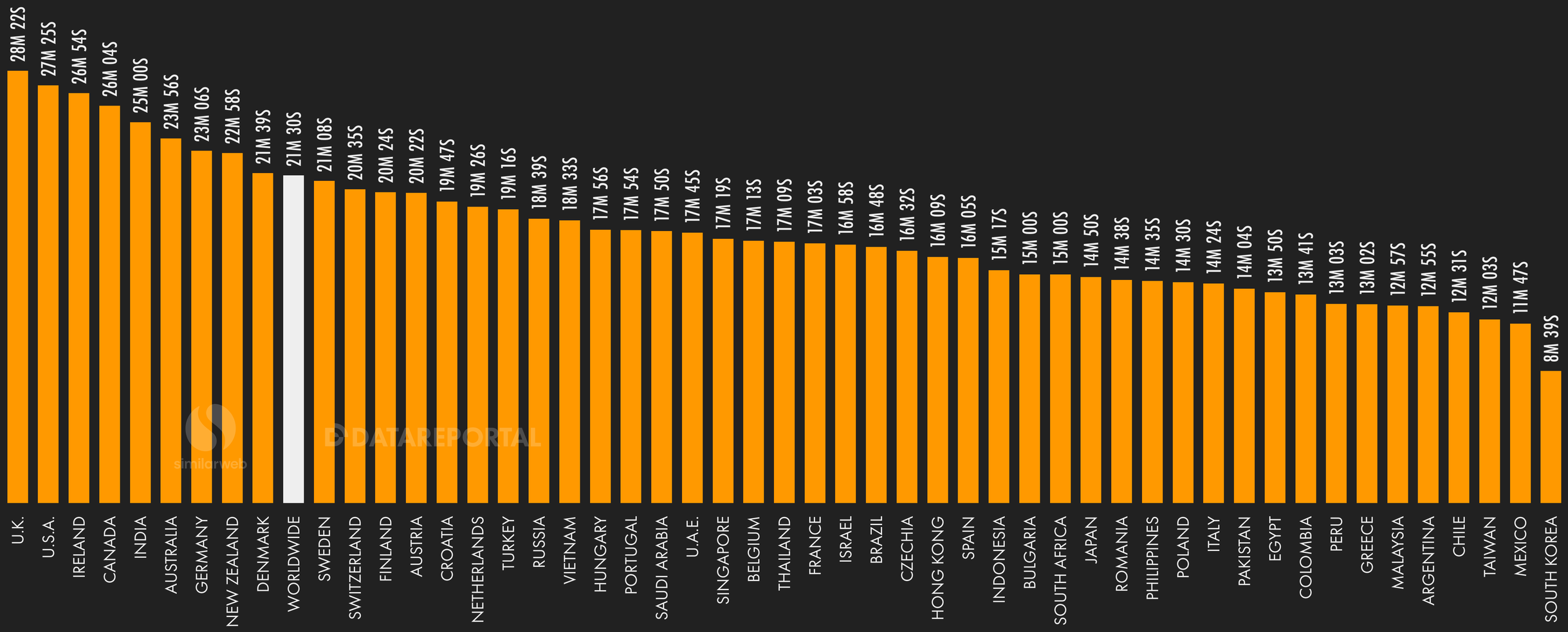
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REDDIT: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

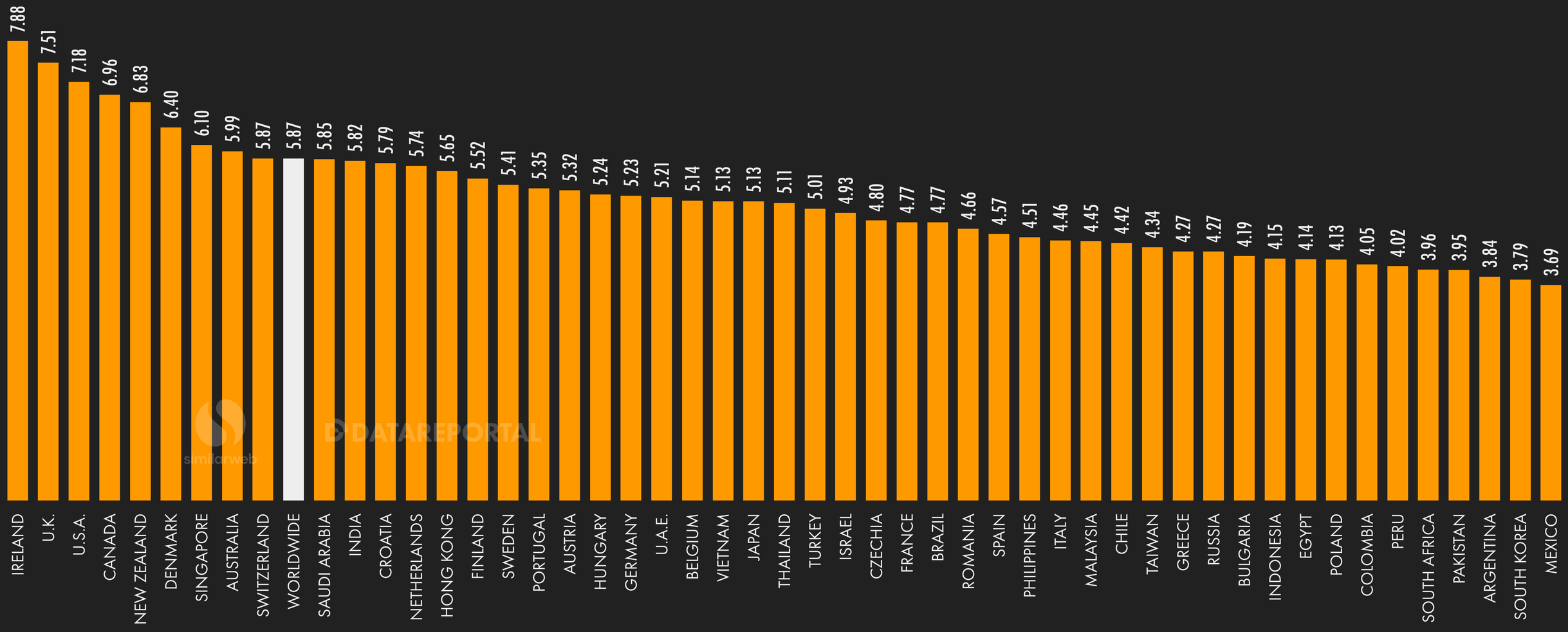
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REDDIT: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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REDDIT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON REDDIT

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



GLOBAL OVERVIEW

POTENTIAL REACH OF ADS ON REDDIT

820.6

MILLION

REDDIT AD REACH vs. TOTAL POPULATION

9.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED REDDIT AD REACH

+5.1%

+40 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED REDDIT AD REACH

+7.2%

+55 MILLION

REDDIT AD REACH vs. TOTAL INTERNET USERS

13.3%

REDDIT AD REACH vs. POPULATION AGED 13+

12.5%

FEMALE REDDIT USERS AS A PERCENTAGE OF TOTAL USERS

40.0%

MALE REDDIT USERS AS A PERCENTAGE OF TOTAL USERS

59.5%

GWI

SOURCES: REDDIT'S AD RESOURCES; MANOCHI ANALYSIS. GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY. 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. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** FREQUENT SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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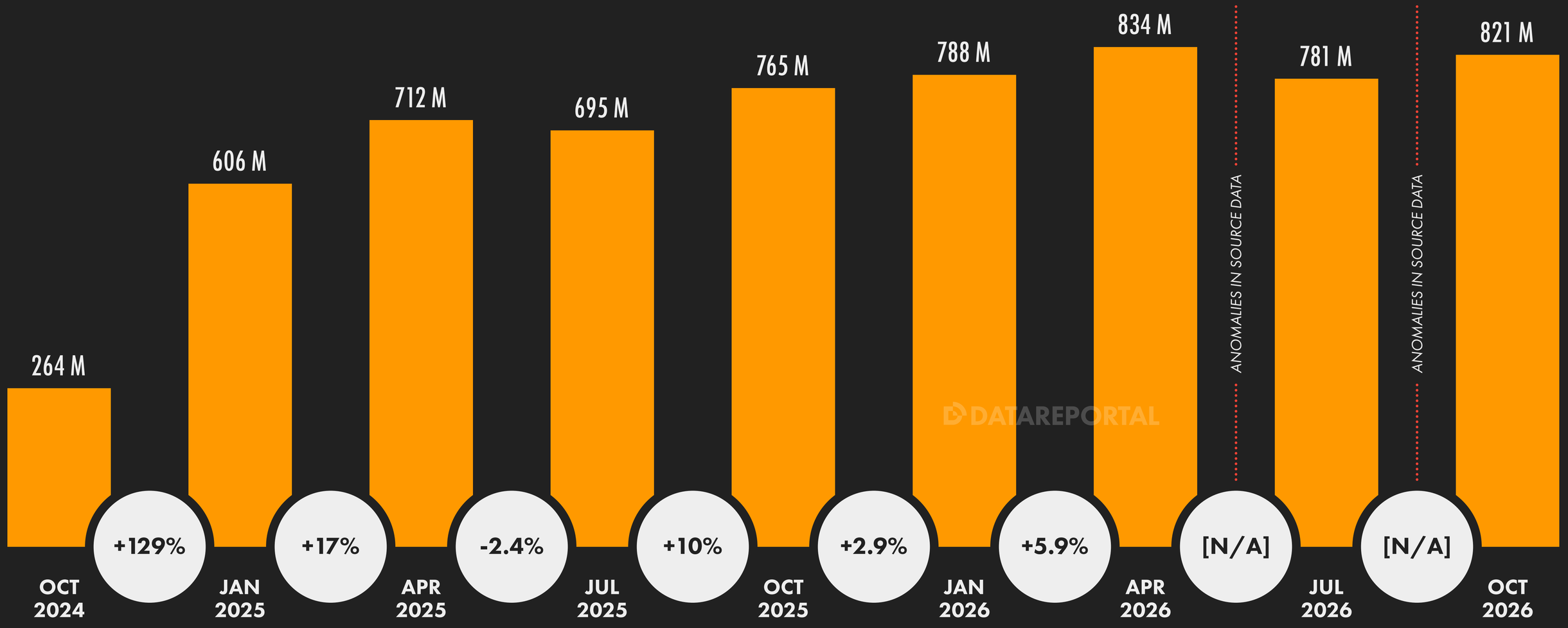
REDDIT ADVERTISING: ELIGIBLE AD REACH RATE

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON REDDIT, 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



GLOBAL OVERVIEW



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

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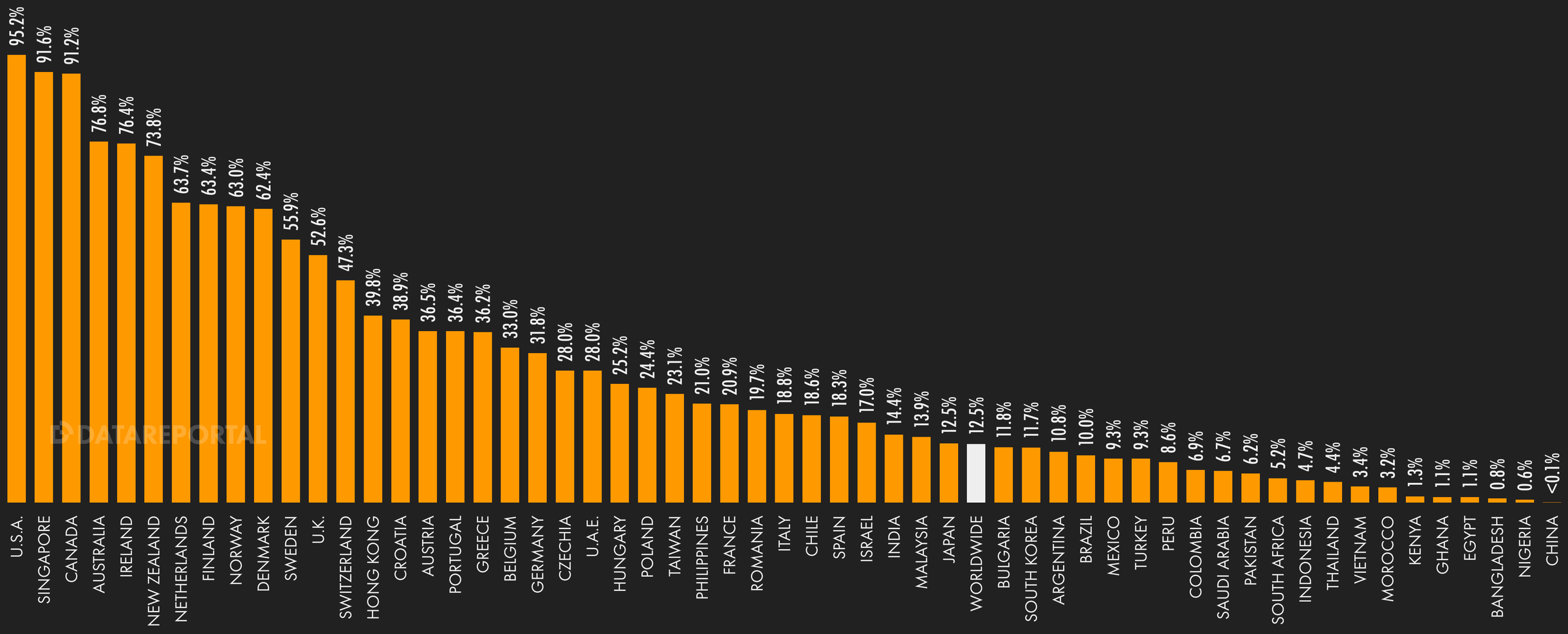
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REDDIT ADVERTISING: ELIGIBLE AD REACH RATE

POTENTIAL REACH OF REDDIT ADS AMONGST USERS AGED 13+ COMPARED WITH POPULATION AGED 13+

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

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: REDDIT'S ADVERTISING RESOURCES; UNITED NATIONS. **NOTE:** VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS.

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REDDIT AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST REDDIT ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	284,588,000	-13.4%
02	INDIA	170,118,000	+356.1%
03	CANADA	32,274,000	-16.8%
04	UNITED KINGDOM	31,584,000	-22.0%
05	GERMANY	23,377,000	-24.2%
06	PHILIPPINES	19,267,000	+37.1%
07	BRAZIL	17,838,000	-21.1%
08	AUSTRALIA	17,795,000	-20.7%
09	JAPAN	13,893,000	-20.4%
10	FRANCE	12,036,000	-41.1%

#	LOCATION	TOTAL REACH	▲QOQ
11	PAKISTAN	11,092,000	+352.7%
12	INDONESIA	10,749,000	+497.1%
13	NETHERLANDS	10,262,000	-25.1%
14	ITALY	10,020,000	-33.2%
15	MEXICO	9,890,000	-20.9%
16	POLAND	8,119,000	-2.8%
17	SPAIN	7,847,000	-35.4%
18	TURKEY	6,746,000	-14.1%
19	SOUTH KOREA	5,546,000	-16.6%
20	SWEDEN	5,146,000	-17.0%

SOURCES: REDDIT'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING AND VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY

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REDDIT ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE REDDIT ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	SAN MARINO	375.9%*	114,000
02	GUERNSEY	199.7%*	114,000
03	TURKS & CAICOS IS.	140.9%*	57,000
04	GUAM	129.6%*	172,000
05	ICELAND	100.0%*	343,000
06	UNITED STATES OF AMERICA	95.2%	284,588,000
07	SINGAPORE	91.6%	4,860,000
08	CANADA	91.2%	32,274,000
09	CAYMAN ISLANDS	85.6%	57,000
10	AUSTRALIA	76.8%	17,795,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	IRELAND	76.4%	3,488,000
12	ANDORRA	75.2%	57,000
13	NEW ZEALAND	73.8%	3,316,000
14	NETHERLANDS	63.7%	10,262,000
15	FINLAND	63.4%	3,145,000
16	NORWAY	63.0%	3,087,000
17	DENMARK	62.4%	3,259,000
18	JERSEY	62.2%	57,000
19	MARTINIQUE	58.1%	172,000
20	GRENADA	57.7%	57,000

SOURCES: REDDIT'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING AND VALUES REFLECT MIDPOINTS OF AVAILABLE DATA ONLY. (*) VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS.

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MOST ACTIVE COMMUNITIES ON REDDIT

REDDIT COMMUNITIES WITH THE GREATEST NUMBER OF WEEKLY VISITORS



GLOBAL OVERVIEW

#	COMMUNITY	WEEKLY VISITORS
01	R/SACHINTENDULKAR	18.0 M
02	R/ASKREDDIT	17.0 M
03	R/WHATISIT	13.0 M
04	R/MILDLYINFURIATING	12.0 M
05	R/SIPSTEA	9.8 M
06	R/PETEREXPLAINSTHEJOKE	9.3 M
07	R/NOSTUPIDQUESTIONS	9.1 M
08	R/INTERESTINGASFUCK	8.9 M
09	R/INTERESTING	6.6 M
10=	R/MOVIES	6.3 M
10=	R/SOCCER	6.3 M
12	R/MILDLYINTERESTING	6.2 M
13	R/OKBUDDYCINEPHILE	5.7 M
14	R/TIKTOKCRINGE	5.5 M
15	R/GIRLDINNERDIARIES	5.3 M
16=	R/NEWS	5.2 M
16=	R/POPCULTURECHAT	5.2 M
16=	R/WORLDCUP	5.2 M
19	R/TODAYILEARNED	5.0 M
20	R/SPORTS	4.8 M
21	R/WORLDNEWS	4.7 M
22	R/PICS	4.6 M
23	R/DAMNTHATSINTERESTING	4.5 M
24=	R/MADEMESMILE	4.4 M
24=	R/WELLTHATSUCKS	4.4 M
26	R/TECHNOLOGY	4.3 M
27=	R/FUNNY	4.2 M
27=	R/SOCCERCIRCLEJERK	4.2 M
29	R/AMIOVERREACTING	4.1 M
30=	R/MEIRL	4.0 M
30=	R/POLITICS	4.0 M
32=	R/CATS	3.8 M
32=	R/EXPLAINLIKEIMFIVE	3.8 M
32=	R/NEXTFUCKINGLEVEL	3.8 M
32=	R/STEAM	3.8 M
36=	R/GAMING	3.7 M
36=	R/PCMASTERRACE	3.7 M
38	R/WHATDOIDO	3.6 M
39	R/LIVESTREAMFAIL	3.5 M
40	R/WEIRD	3.4 M

SOURCE: REDDIT. DATA COLLECTED IN AUGUST 2026. **NOTES:** VALUES FOR WEEKLY VISITORS ARE AS PUBLISHED BY REDDIT AT THE TIME OF REPORT PRODUCTION, AND WERE ROUNDED AT SOURCE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "WEEKLY VISITORS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** WEEKLY VISITOR FIGURES ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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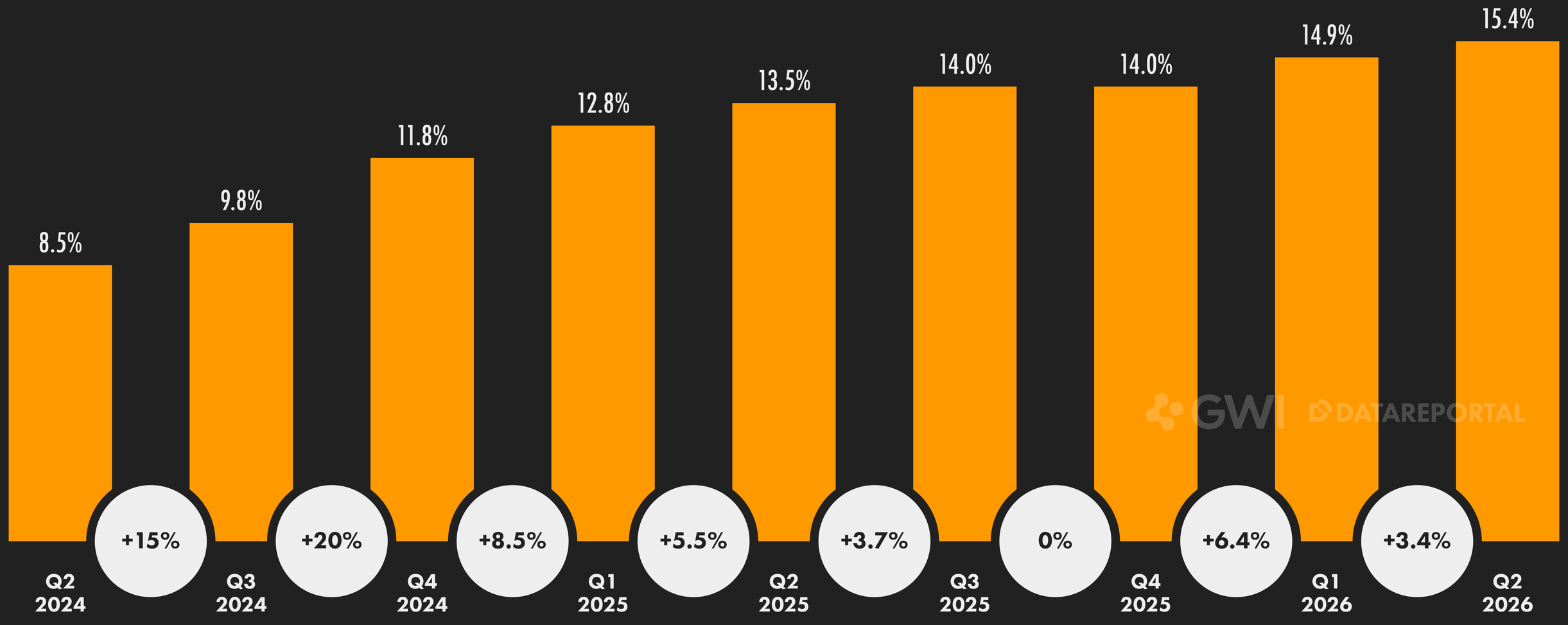
THREADS

OCT 2026

THREADS USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

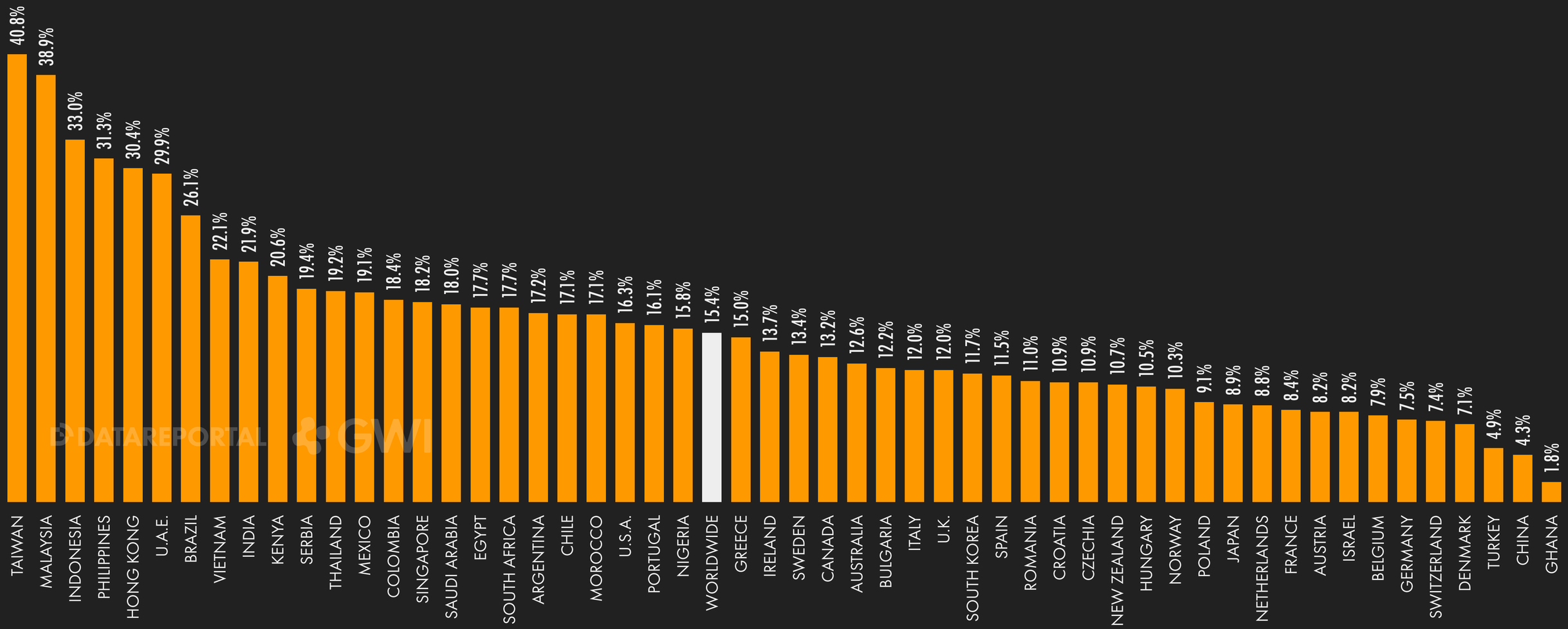
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OCT 2026

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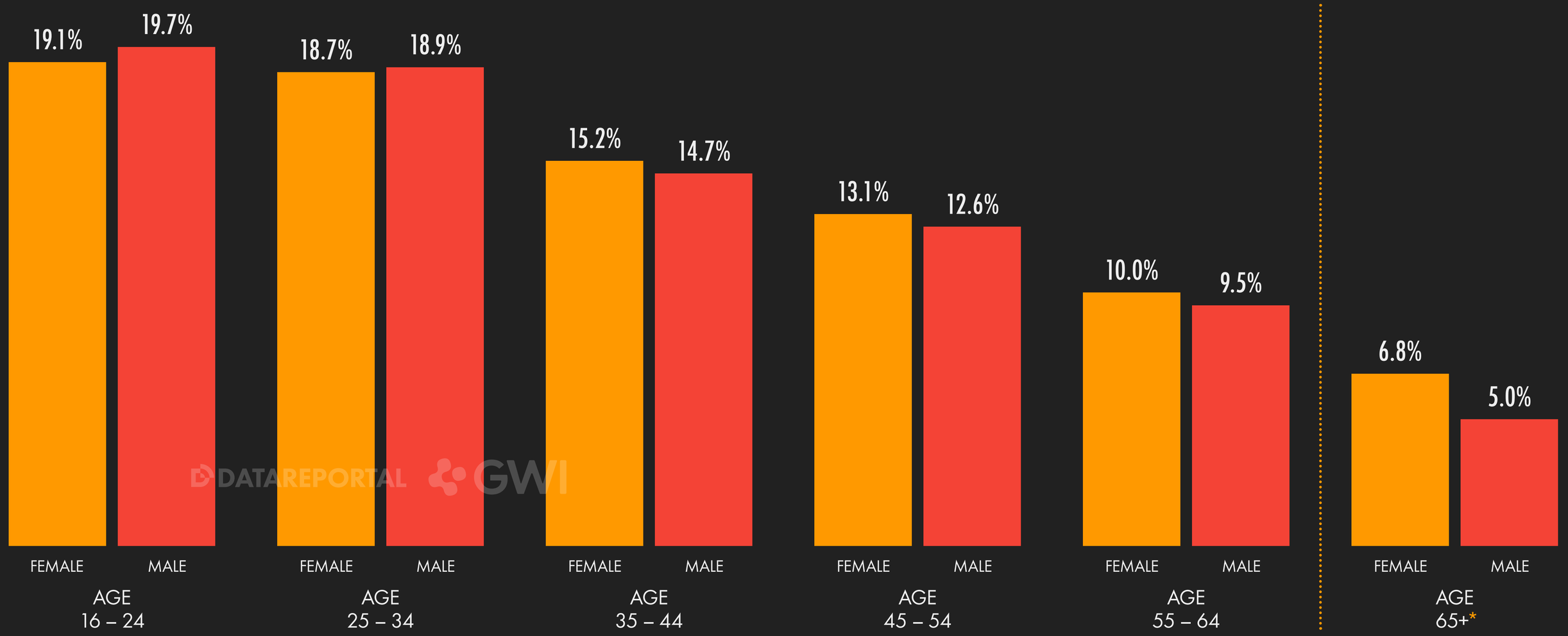
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OCT 2026

THREADS USE

PERCENTAGE OF INTERNET USERS WHO SAY THAT THEY USED THREADS AT LEAST ONCE WITHIN THE PAST MONTH

GLOBAL OVERVIEW



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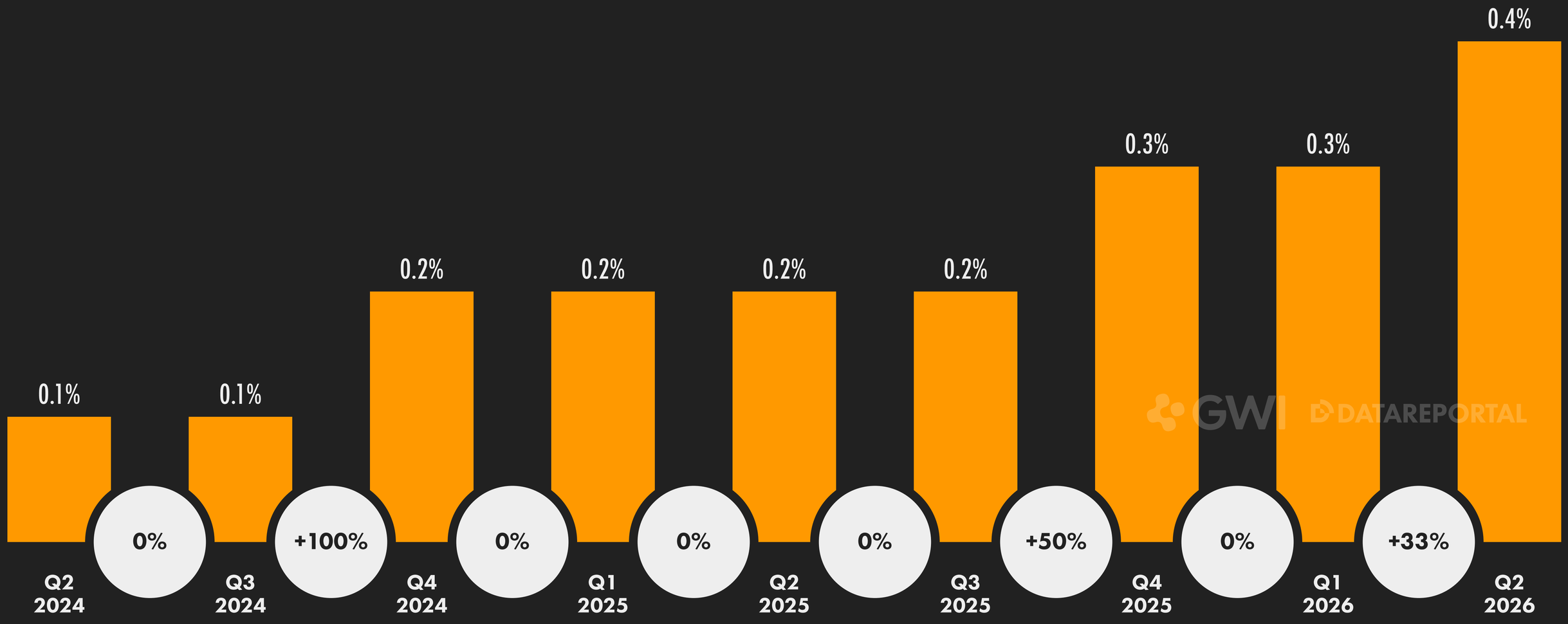
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OCT 2026

FAVOURITE SOCIAL PLATFORM: THREADS

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

GLOBAL OVERVIEW



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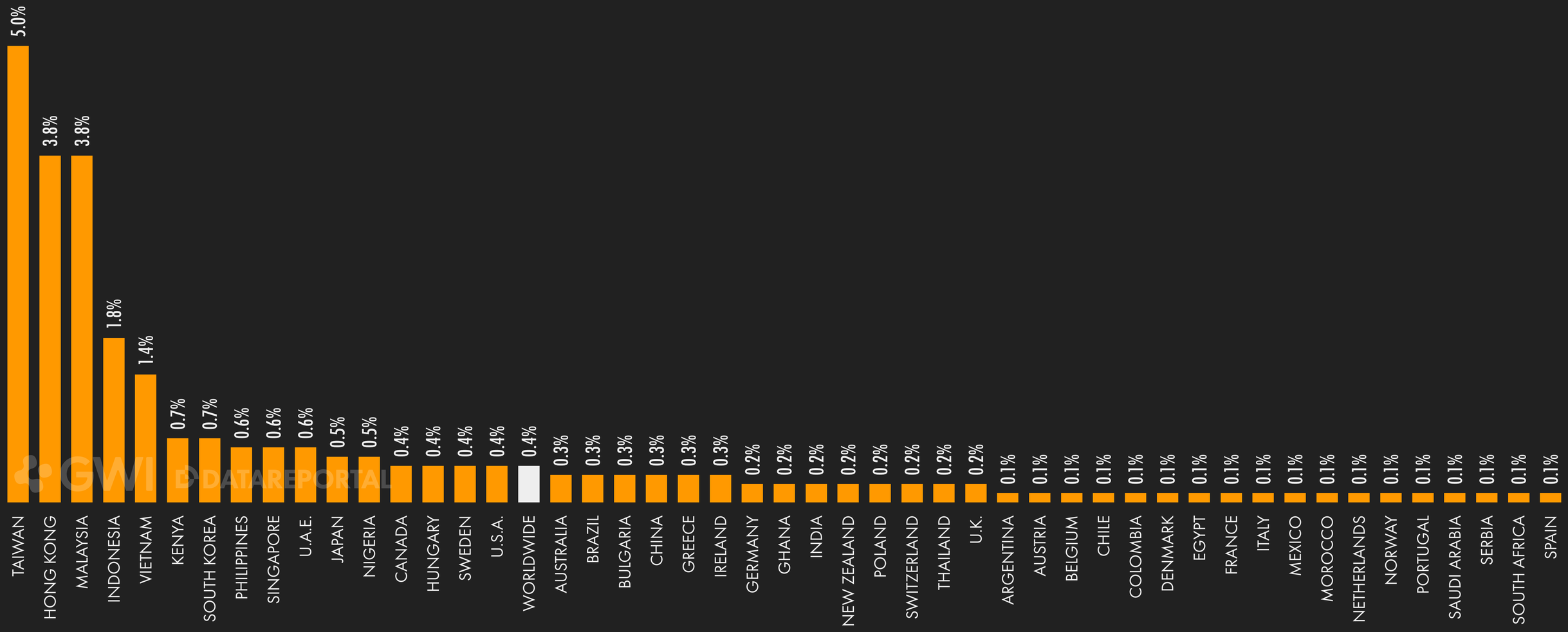
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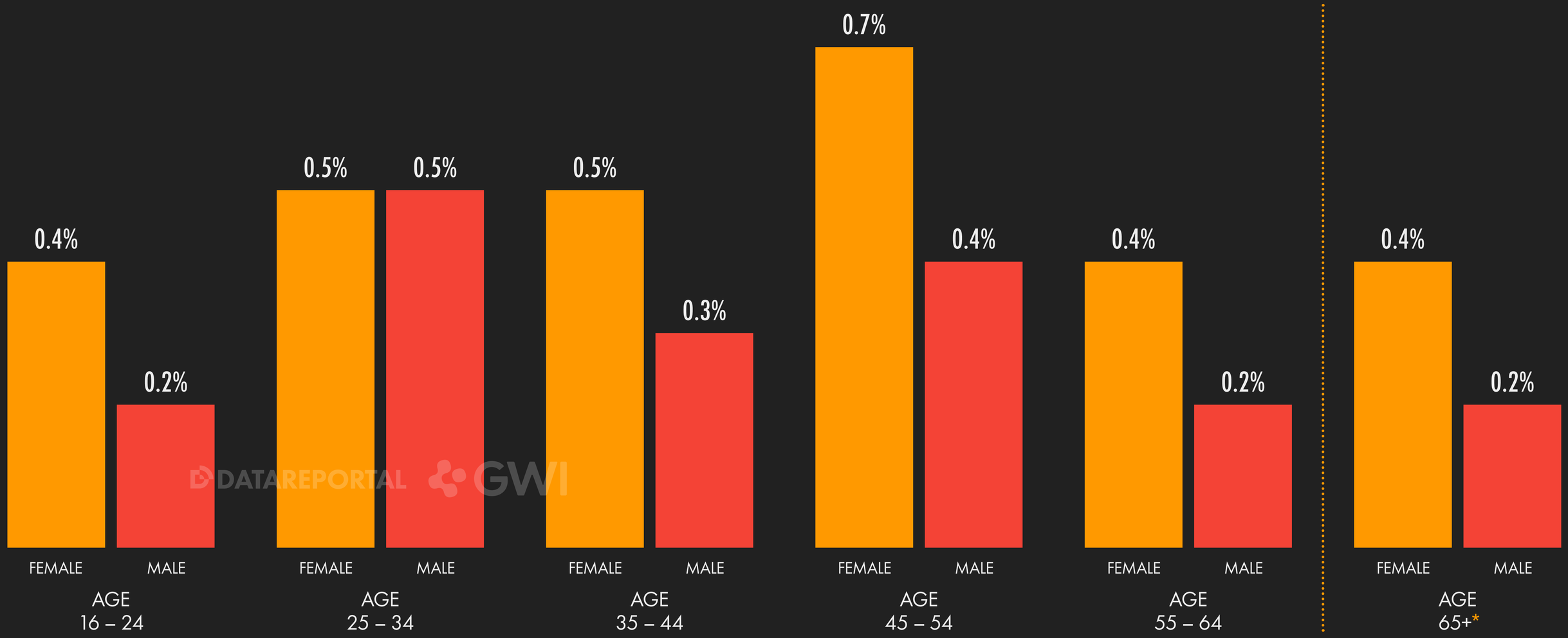
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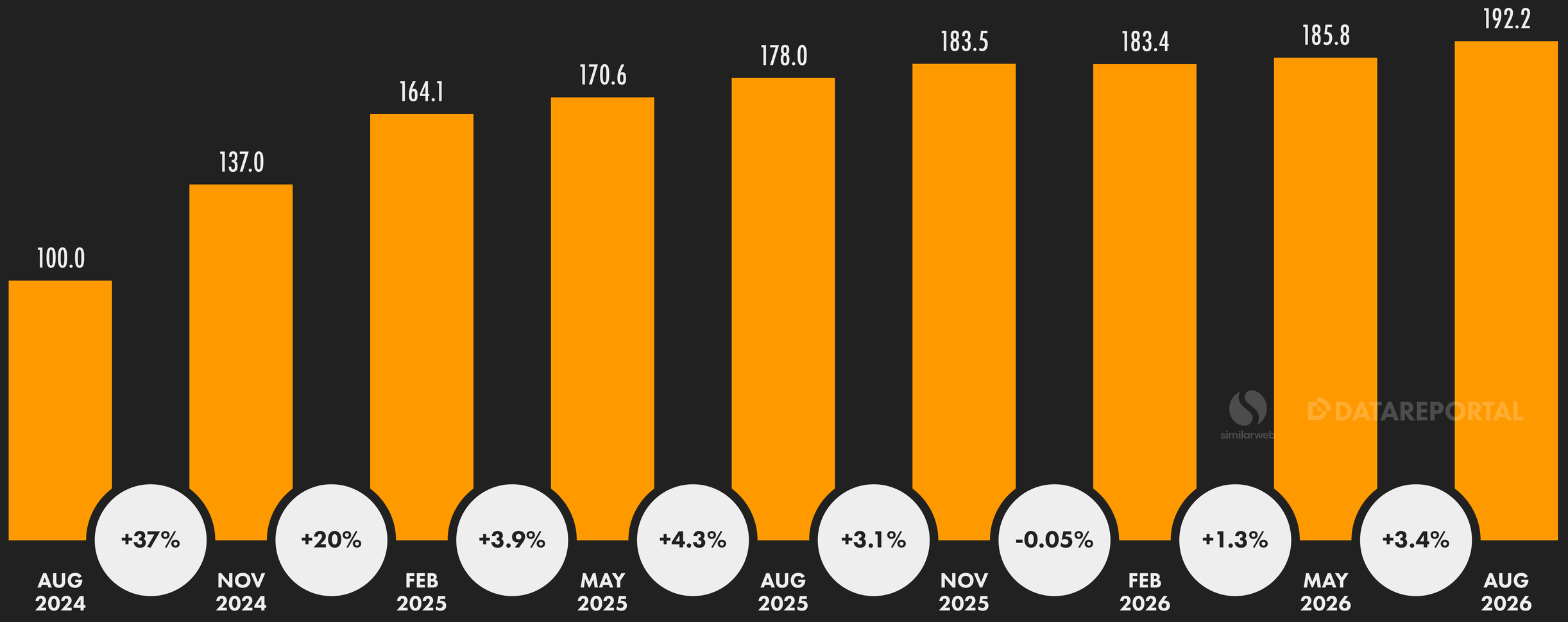
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THREADS: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

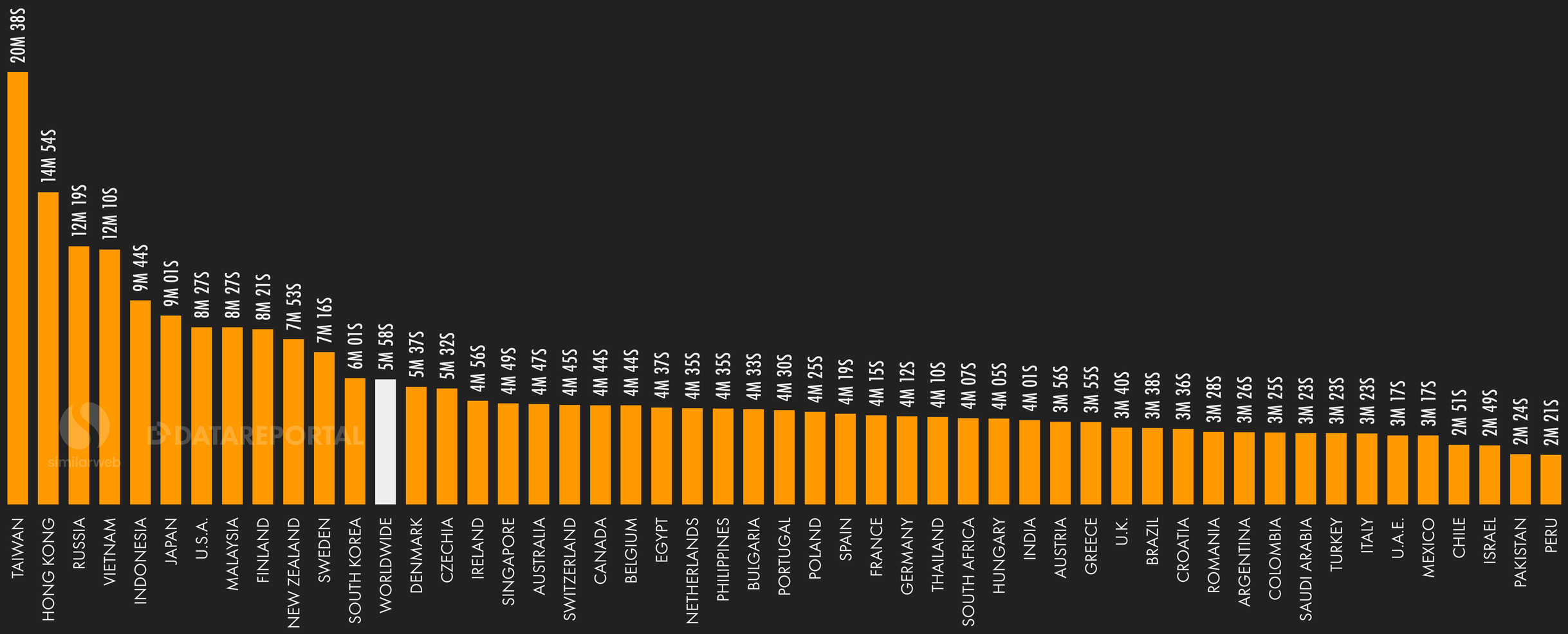
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THREADS: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



DATAREPORTAL
similarweb

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

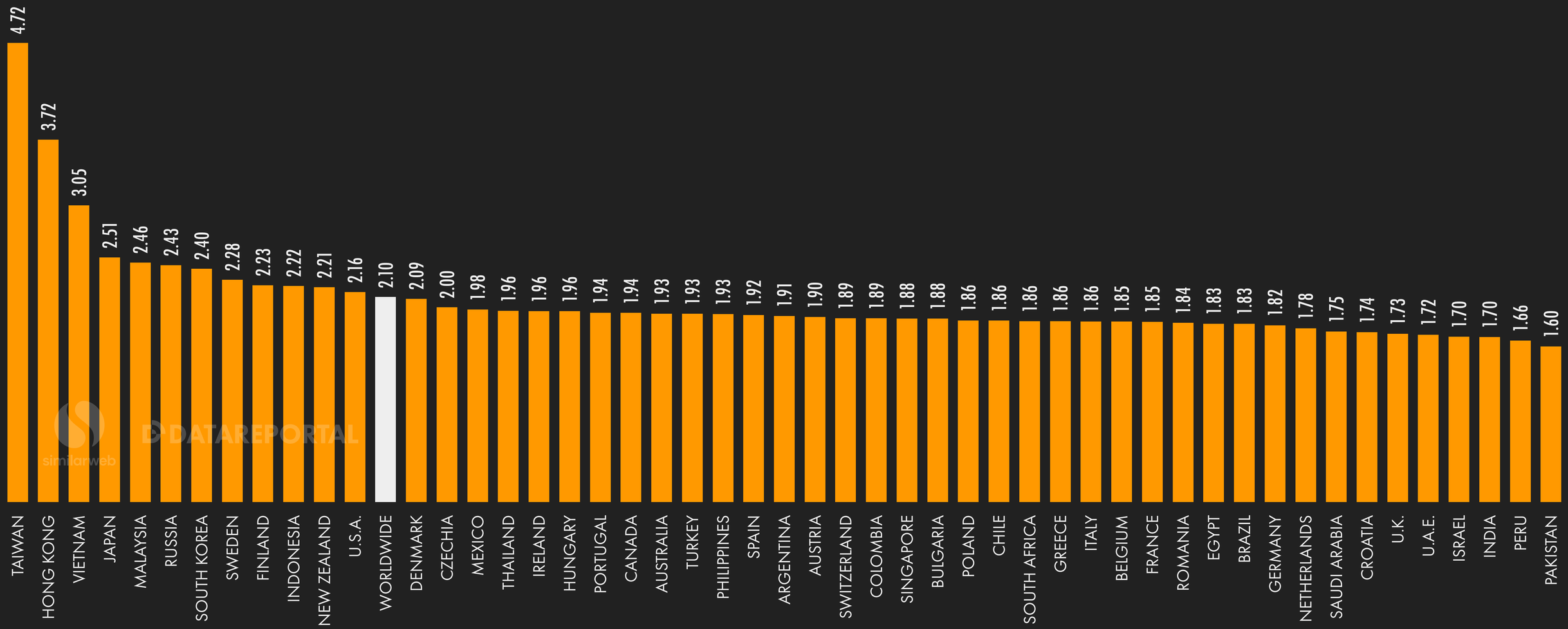
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THREADS: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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THREADS: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON THREADS

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON THREADS

276.0 MILLION

THREADS AD REACH vs. TOTAL POPULATION

3.3%

THREADS AD REACH vs. TOTAL INTERNET USERS

4.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED THREADS AD REACH

+2.8%

+7 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED THREADS AD REACH

+94.6%

+134 MILLION

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

45.9%

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

53.5%

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

4.7%

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

4.3%

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

5.0%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **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. FIGURES FOR ADOPTION BY AGE AND GENDER MAY BE DISTORTED BY SOURCE DATA ANOMALIES, AND MAY NOT CORRELATE WITH OVERALL ADOPTION. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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OCT 2026

THREADS AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST THREADS ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	INDIA	40,350,000	-0.4%
02	UNITED STATES OF AMERICA	34,800,000	-1.3%
03	JAPAN	18,550,000	-2.6%
04	BRAZIL	15,150,000	-12.9%
05	INDONESIA	14,450,000	+3.6%
06	MEXICO	9,450,000	+0.5%
07	TAIWAN	8,950,000	-3.2%
08	VIETNAM	7,200,000	+2.1%
09	PHILIPPINES	6,850,000	-3.5%
10	MALAYSIA	6,750,000	+2.3%

#	LOCATION	TOTAL REACH	▲QOQ
11	SOUTH KOREA	5,900,000	-3.3%
12	TURKEY	5,750,000	+882.7%
13	EGYPT	4,900,000	+3.2%
14	ARGENTINA	4,850,000	+1.0%
15	THAILAND	4,450,000	+2.3%
16	COLOMBIA	3,800,000	-3.8%
17	KAZAKHSTAN	3,700,000	[UNCHANGED]
18	UNITED KINGDOM	3,650,000	+5.8%
19	UKRAINE	3,500,000	+2.9%
20	CANADA	3,150,000	-1.6%

SOURCES: META'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. FIGURES IN THE "▲QOQ" COLUMN REPRESENT THE QUARTER-ON-QUARTER CHANGE IN PUBLISHED TOTAL REACH. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

OCT 2026

THREADS ADULT AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE THREADS ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 18+

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



GLOBAL OVERVIEW

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
01	TAIWAN	43.0%	8,950,000
02	HONG KONG	31.1%	2,100,000
03	BRUNEI	29.3%	114,000
04	MONGOLIA	27.3%	716,000
05	KAZAKHSTAN	23.4%	3,700,000
06	MALAYSIA	22.5%	6,750,000
07	KYRGYZSTAN	18.6%	1,003,000
08	JAPAN	16.7%	18,550,000
09	MACAU	16.6%	107,000
10	CAYMAN ISLANDS	15.9%	11,000

#	LOCATION	REACH 18+ vs. POP. 18+	REACH AGE 18+
11	BERMUDA	15.8%	9,000
12	BARBADOS	15.8%	38,000
13	ARUBA	15.7%	15,000
14	BELARUS	14.2%	1,100,000
15	MONTENEGRO	14.2%	75,000
16	SINGAPORE	14.0%	745,000
17	UNITED ARAB EMIRATES	14.0%	1,400,000
18	URUGUAY	14.0%	403,000
19	CHILE	12.8%	2,200,000
20	ARGENTINA	12.7%	4,850,000

SOURCES: META'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES. VALUES IN THE "REACH 18+ vs. POP. 18+" COLUMN COMPARE REACH AMONGST USERS AGED 18+ WITH OVERALL POPULATION AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. VALUES BY AGE MAY NOT CORRELATE WITH TOTALS DUE TO SOURCE DATA ANOMALIES. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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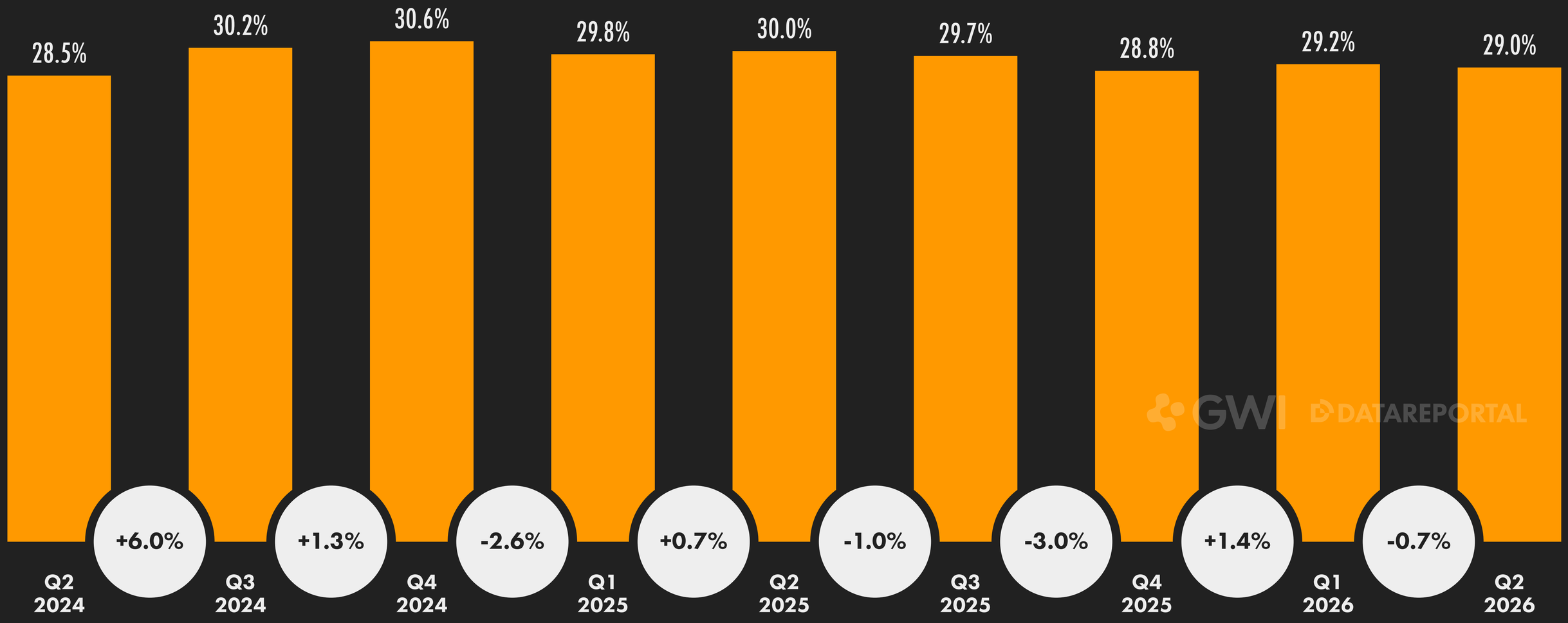
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OCT 2026

X USE

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

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

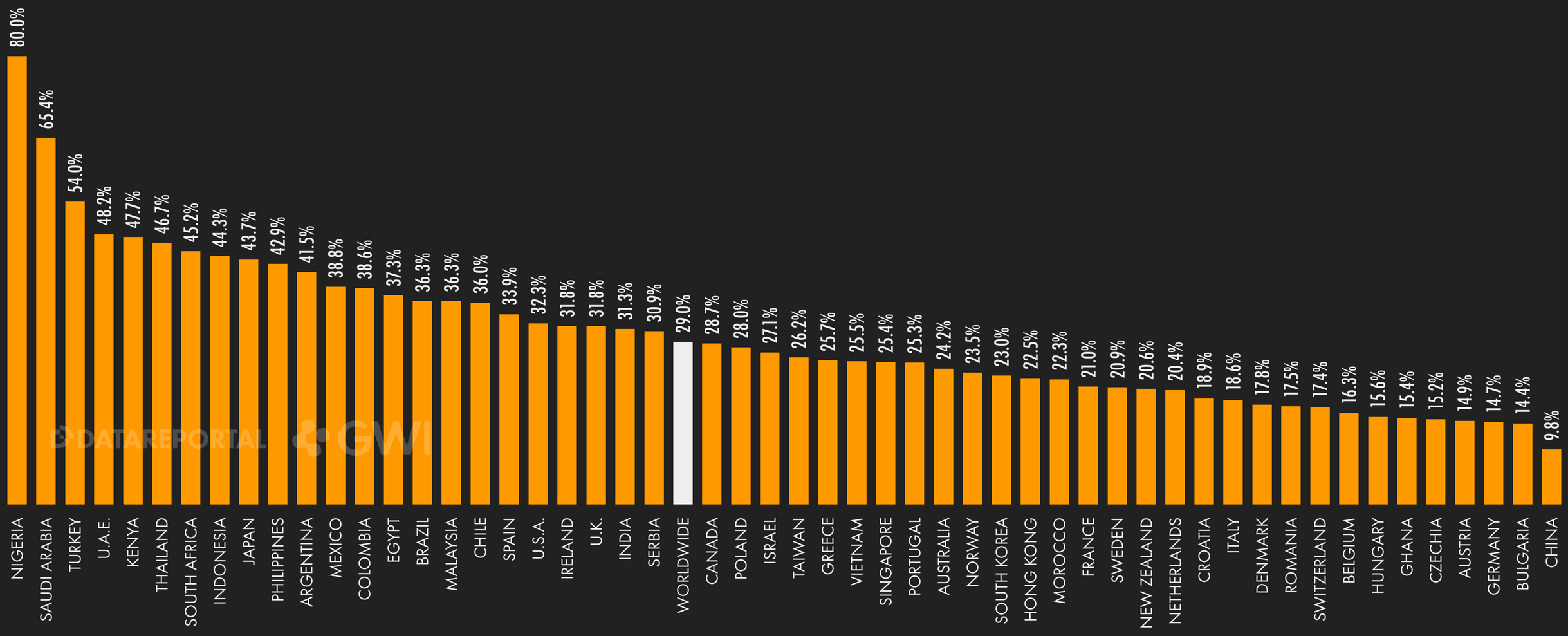
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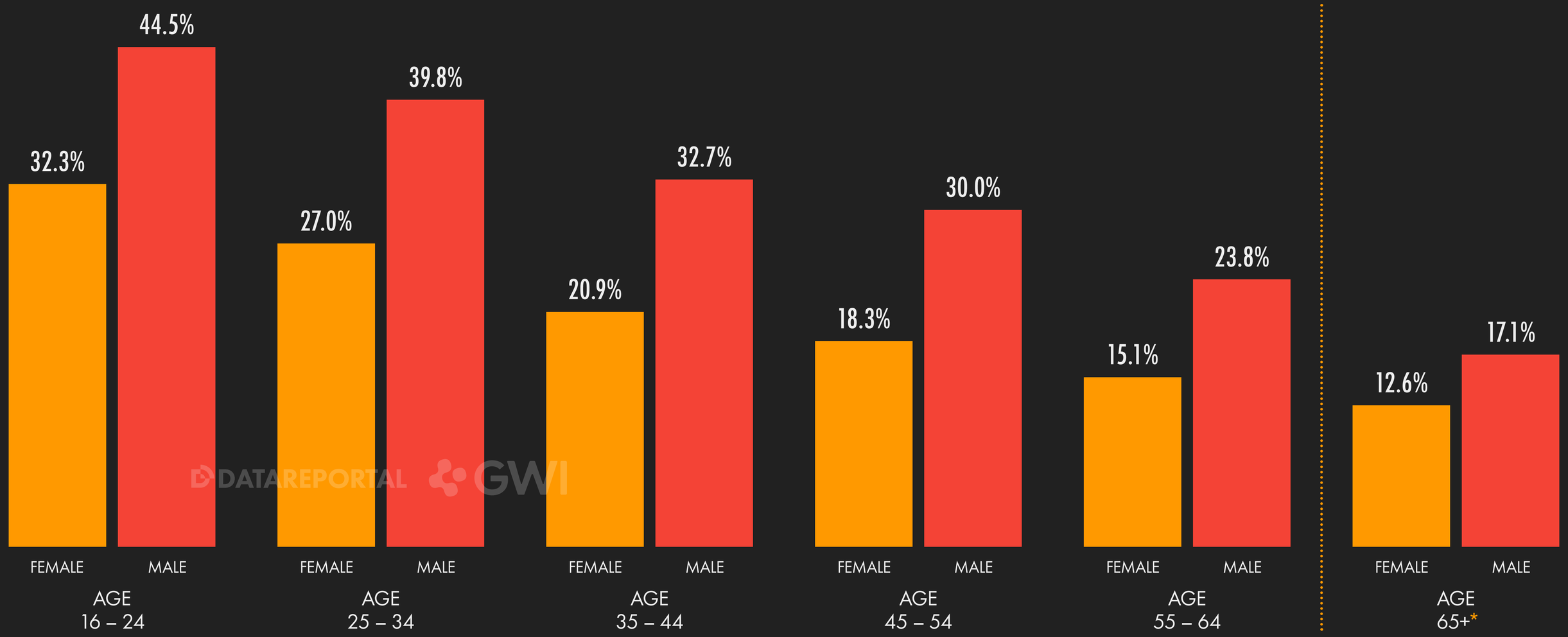
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OCT 2026

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GLOBAL OVERVIEW



DATAREPORTAL GWI

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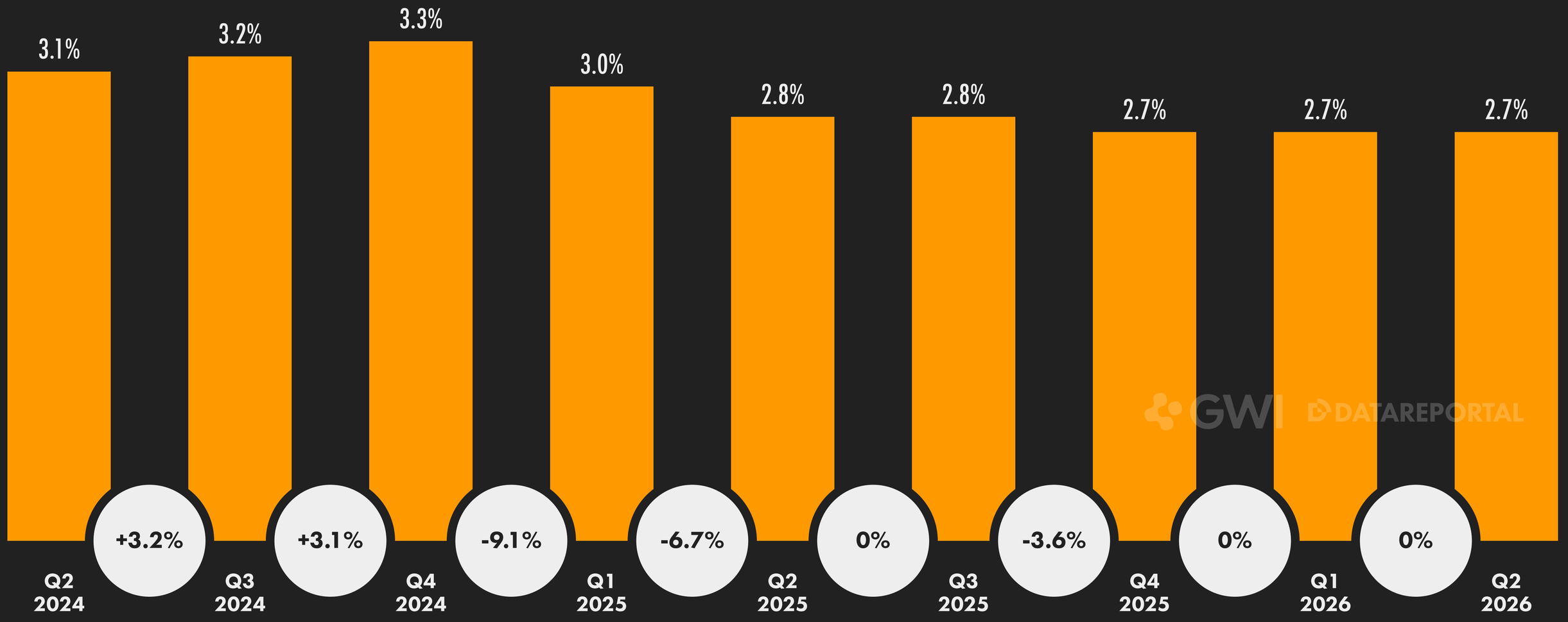
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OCT 2026

FAVOURITE SOCIAL PLATFORM: X

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

GLOBAL OVERVIEW



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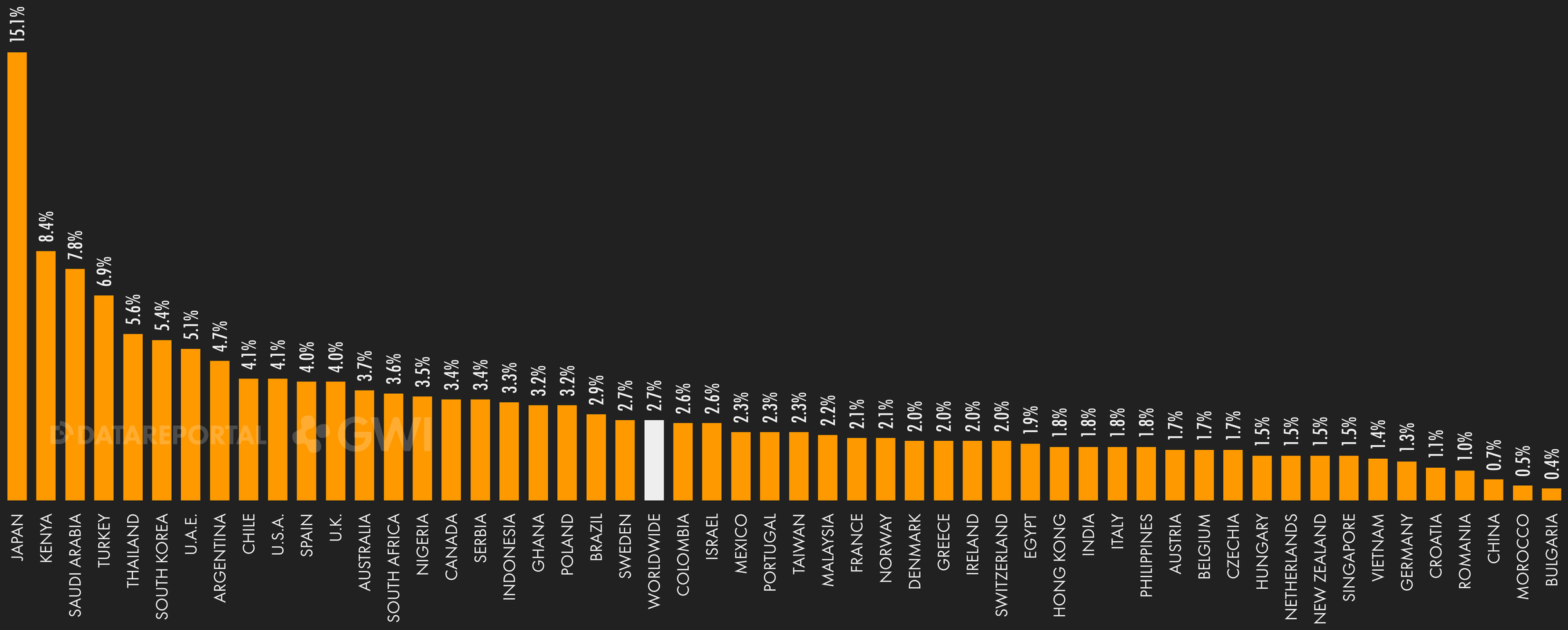
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OCT 2026

FAVOURITE SOCIAL PLATFORM: X

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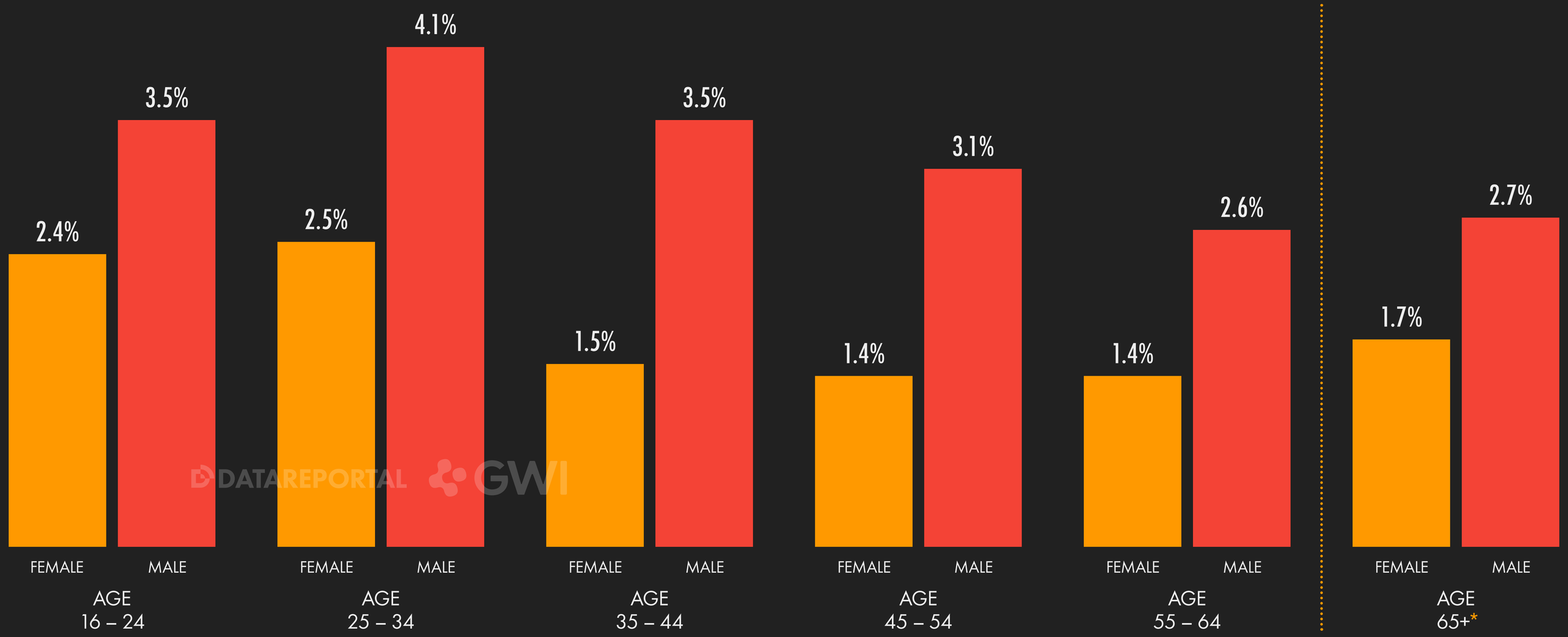
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OCT 2026

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DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

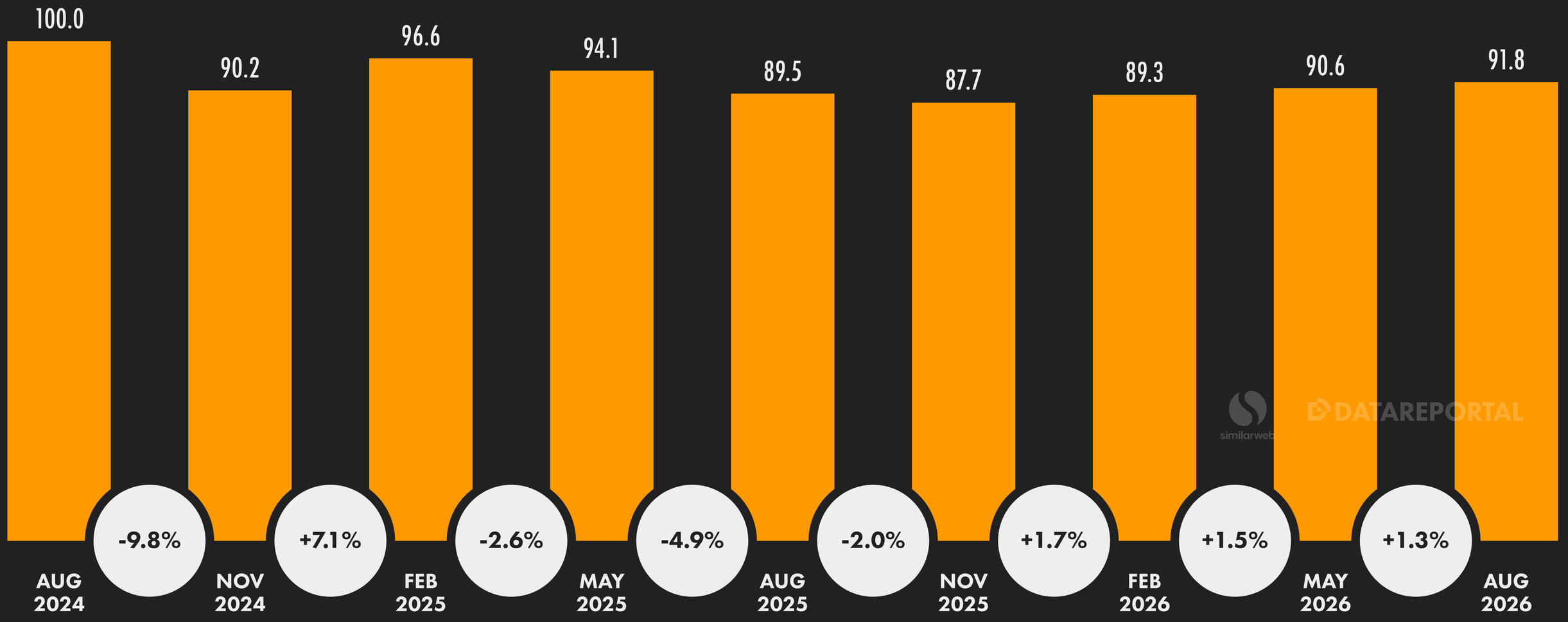
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X: APP MAU INDEX

MONTHLY ACTIVE MOBILE APP USERS, INDEXED TO THE VALUE FOR THE LEFTMOST PERIOD

GLOBAL OVERVIEW



similarweb DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN EACH PERIOD, REPORTED AS AN INDEX OF THE AVERAGE NUMBER OF MONTHLY ACTIVE MOBILE APP USERS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY. **COMPARABILITY:** THE INDEX BASE PERIOD CHANGES IN EACH REPORT, SO INDICES FOR THE SAME PERIOD MAY DIFFER BETWEEN REPORTS.

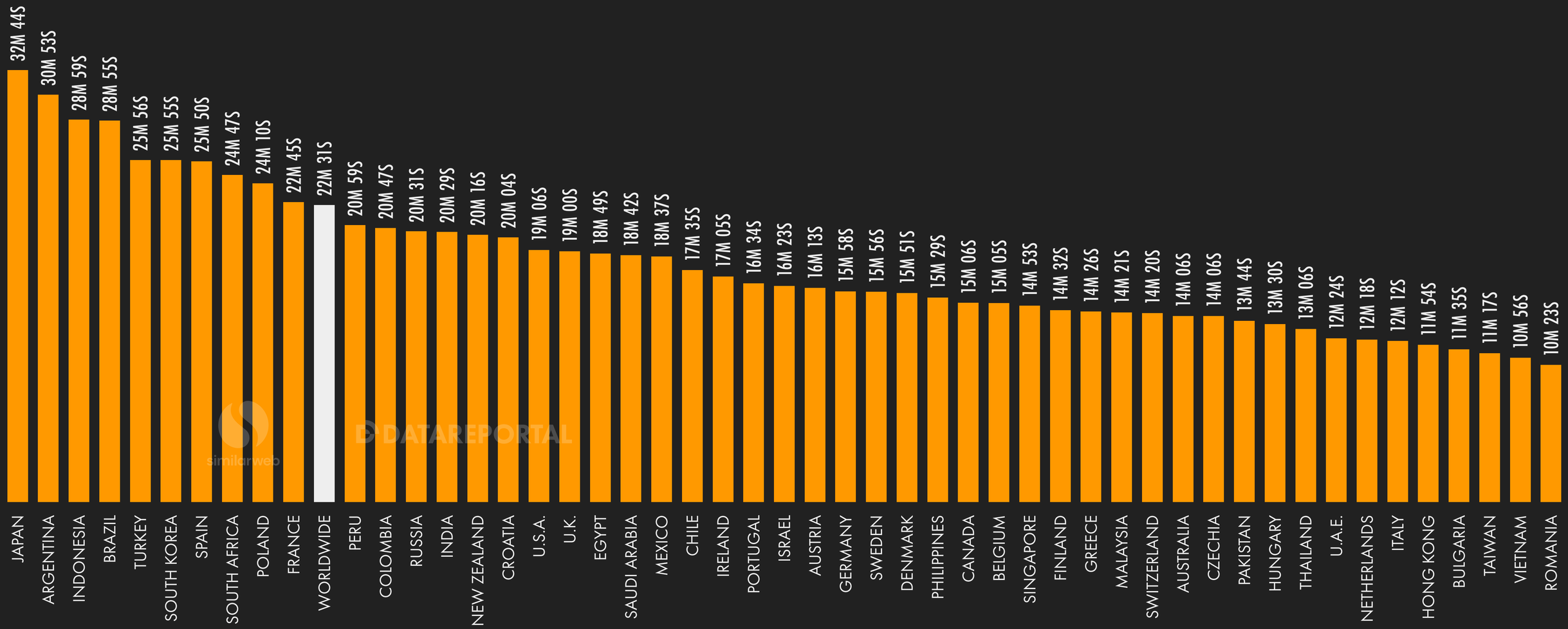
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X: TOTAL DAILY APP TIME PER USER

AVERAGE TOTAL DAILY TIME THAT EACH ACTIVE USER SPENDS USING THE MOBILE APP

GLOBAL OVERVIEW



similarweb
DATAREPORTAL

SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE TOTAL (CUMULATIVE) DAILY TIME THAT EACH ACTIVE MOBILE APP USER SPENT USING THE MOBILE APP IN AUGUST 2026. WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

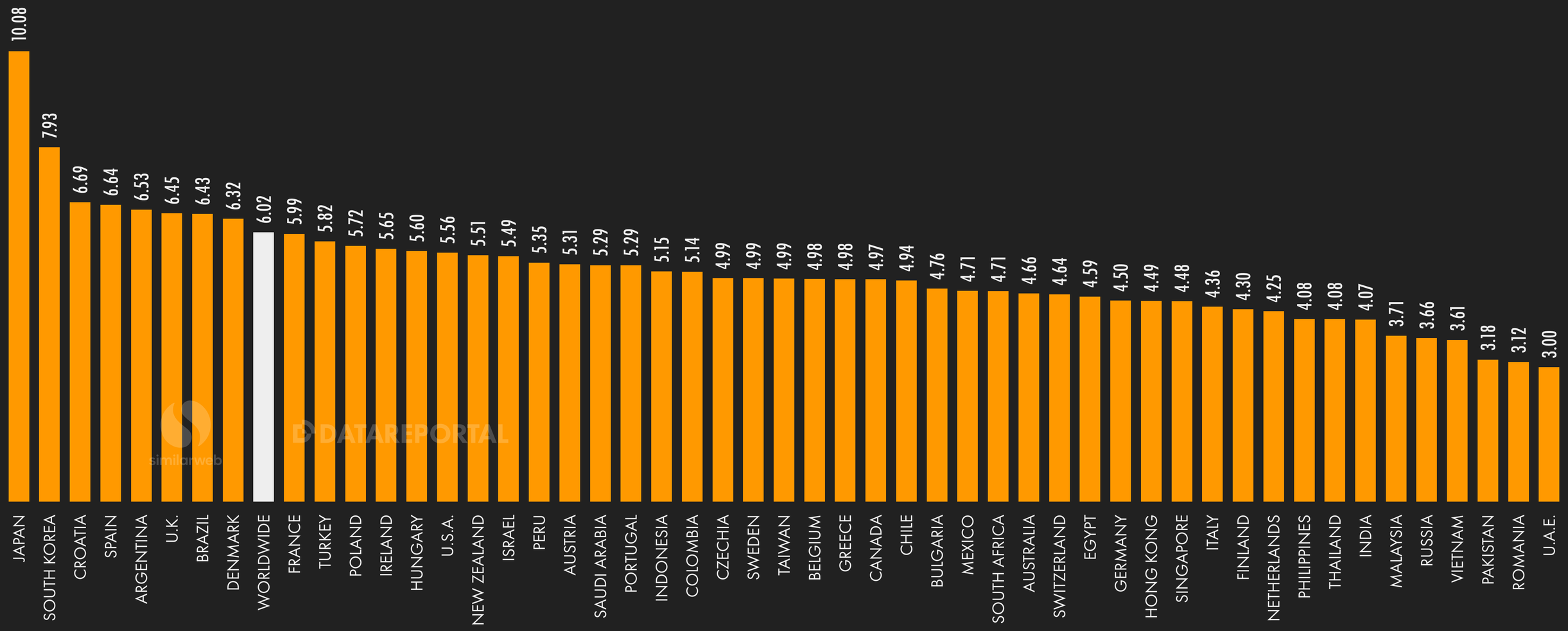
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X: DAILY APP SESSIONS PER USER

AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENS THE APP

GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. **NOTES:** VALUES REPRESENT THE AVERAGE NUMBER OF TIMES PER DAY THAT EACH ACTIVE MOBILE APP USER OPENED THE APP IN AUGUST 2026 (REGARDLESS OF SESSION DURATION). WHERE AVAILABLE, VALUES AGGREGATE USE ACROSS APPS DOWNLOADED FROM THE GOOGLE PLAY AND APPLE IOS APP STORES, AND MAY AGGREGATE USE ACROSS MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). DATA MAY NOT BE AVAILABLE FOR ALL MARKETS; VALUES REFLECT AVAILABLE DATA ONLY.

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X: ADVERTISING AUDIENCE OVERVIEW

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

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



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH OF ADS ON X

432.5

MILLION

X AD REACH vs. TOTAL POPULATION

5.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

+0.08%

+334 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

-22.4%

-125 MILLION

X AD REACH vs. TOTAL INTERNET USERS

7.0%

X AD REACH vs. POPULATION AGED 13+

6.6%

FEMALE X AD REACH vs. TOTAL X AD REACH

37.5%

MALE X AD REACH vs. TOTAL X AD REACH

62.5%

SOURCES: X'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT 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, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (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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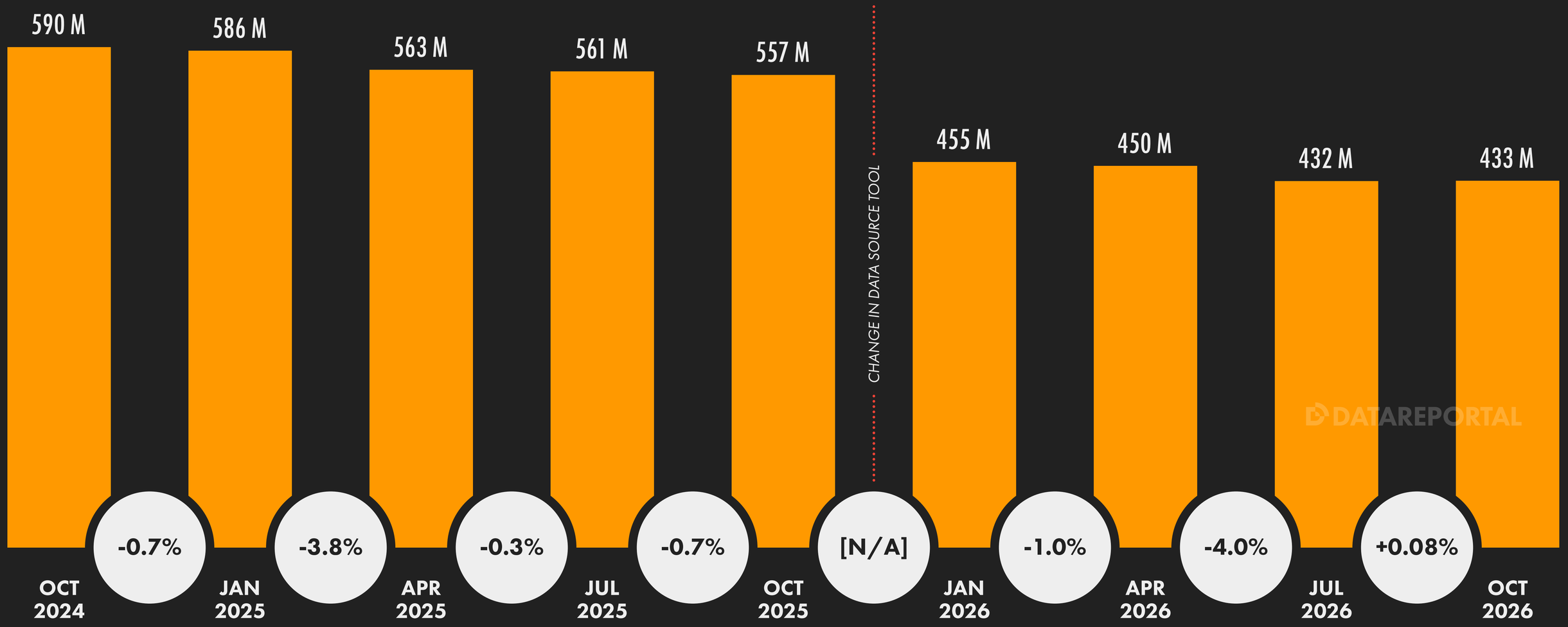
X: REPORTED ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCES: X'S ADVERTISING RESOURCES; MANOCHI 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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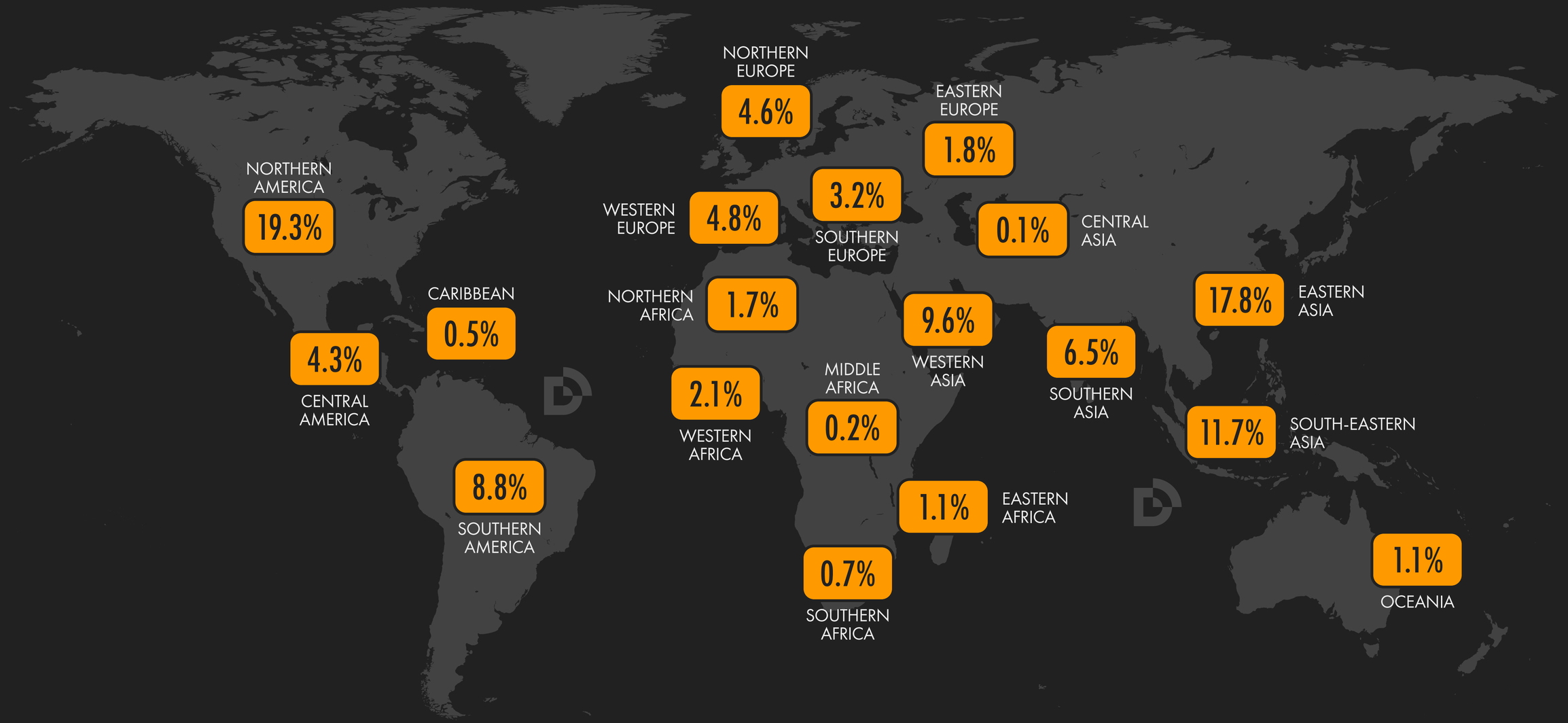
SHARE OF X ADVERTISING AUDIENCE

POTENTIAL X ADVERTISING REACH IN EACH REGION AS A PERCENTAGE OF TOTAL X ADVERTISING REACH

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



GLOBAL OVERVIEW



SOURCES: X'S ADVERTISING RESOURCES; MANOCHI ANALYSIS. **NOTES:** VALUES MAY NOT SUM TO 100% DUE TO ROUNDING. VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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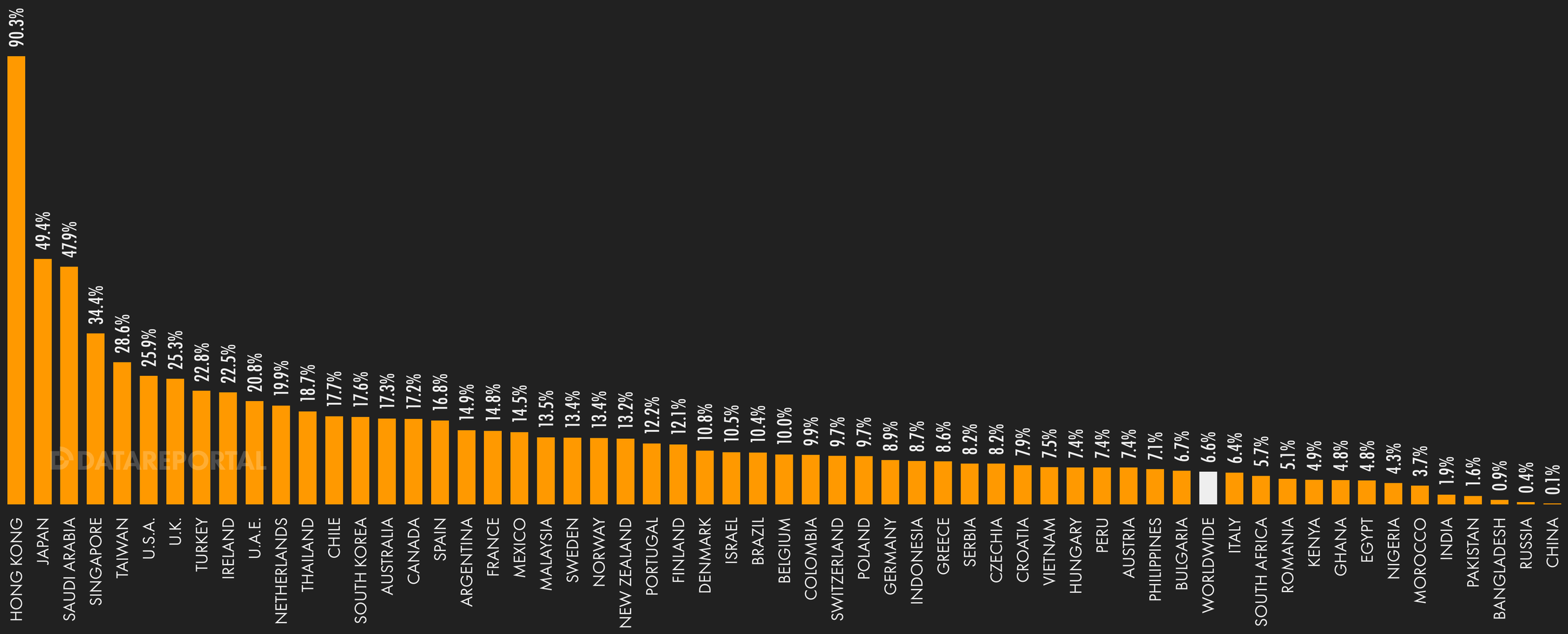
X ADVERTISING: ELIGIBLE AD REACH RATE

POTENTIAL REACH OF X ADS AMONGST USERS AGED 13+ COMPARED WITH POPULATION AGED 13+

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: X'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** SIGNIFICANT 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, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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X AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST X ADVERTISING AUDIENCES

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



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	▲QOQ
01	UNITED STATES OF AMERICA	77,250,000	+0.8%
02	JAPAN	54,800,000	+1.9%
03	INDIA	22,900,000	-6.4%
04	INDONESIA	20,050,000	-1.4%
05	BRAZIL	18,600,000	+4.8%
06	TURKEY	16,580,000	+0.5%
07	MEXICO	15,450,000	+0.2%
08	UNITED KINGDOM	15,200,000	-1.8%
09	SAUDI ARABIA	13,450,000	-0.4%
10	THAILAND	11,780,000	+3.3%

#	LOCATION	TOTAL REACH	▲QOQ
11	FRANCE	8,530,000	-2.8%
12	SOUTH KOREA	8,350,000	+1.2%
13	SPAIN	7,230,000	-1.7%
14	NIGERIA	6,780,000	+5.0%
15	GERMANY	6,530,000	-0.4%
16	PHILIPPINES	6,480,000	-0.8%
17	VIETNAM	6,200,000	+1.2%
18	HONG KONG	6,100,000	-5.1%
19	CANADA	6,080,000	-2.4%
20	TAIWAN	5,950,000	+4.4%

SOURCES: X'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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X ELIGIBLE AD REACH RATE RANKING

COUNTRIES AND TERRITORIES WHERE X ADS REACH THE GREATEST SHARE OF THE POPULATION AGED 13+

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



GLOBAL OVERVIEW

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	HONG KONG	90.3%	6,100,000
02	U.S. VIRGIN ISLANDS	79.9%	57,000
03	ST. BARTHÉLEMY	57.9%	6,000
04	ST. MARTIN	52.3%	10,000
05	JAPAN	49.4%	54,800,000
06	MARTINIQUE	48.7%	144,000
07	SAUDI ARABIA	47.9%	13,450,000
08	AMERICAN SAMOA	38.0%	13,000
09	BARBADOS	38.0%	92,000
10	SINGAPORE	34.4%	1,825,000

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
11	MAURITIUS	31.1%	345,000
12	BRITISH VIRGIN ISLANDS	30.5%	11,000
13	TAIWAN	28.6%	5,950,000
14	KIRIBATI	26.5%	26,000
15	KUWAIT	26.0%	1,130,000
16	UNITED STATES OF AMERICA	25.9%	77,250,000
17	UNITED KINGDOM	25.3%	15,200,000
18	ARUBA	23.9%	22,000
19	MACAU	23.8%	153,000
20	TURKS & CAICOS IS.	23.6%	10,000

SOURCES: X'S ADVERTISING RESOURCES; U.N.; MANOCHI ANALYSIS. **NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 10,000 PEOPLE. VALUES USE MIDPOINTS OF PUBLISHED RANGES, ROUNDED TO THE NEAREST 10,000. **ADVISORY:** SIGNIFICANT SOURCE DATA ANOMALIES. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. (*) VALUES FOR REACH vs. POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. VALUES BY AGE MAY NOT CORRELATE WITH TOTALS. **COMPARABILITY:** BASE REVISIONS. SEE NOTES ON DATA.

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MOST POPULAR X ACCOUNTS

X ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ACCOUNT	FOLLOWERS
01	ELON MUSK @ELONMUSK	241.1 M
02	BARACK OBAMA @BARACKOBAMA	119.1 M
03	CRISTIANO RONALDO @CRISTIANO	112.6 M
04	DONALD TRUMP @REALDONALDTRUMP	111.8 M
05	NARENDRA MODI @NARENDRAMODI	107.1 M
06	RIHANNA @RIHANNA	98.2 M
07	NASA @NASA	92.2 M
08	JUSTIN BIEBER @JUSTINBIEBER	91.4 M
09	KATY PERRY @KATYPERRY	88.8 M
10	TAYLOR SWIFT @TAYLORSWIFT13	82.7 M

#	ACCOUNT	FOLLOWERS
11	LADY GAGA @LADYGAGA	74.2 M
12	VIRAT KOHLI @IMVKOHLI	71.7 M
13	KIM KARDASHIAN @KIMKARDASHIAN	70.3 M
14	YOUTUBE @YOUTUBE	68.7 M
15	NEYMAR @NEYMARJR	64.6 M
16	BILL GATES @BILLGATES	64.5 M
17	ELLEN DEGENERES @THEELLENSHOW	62.4 M
18	SELENA GOMEZ @SELENAGOMEZ	61.9 M
19	CNN @CNN	61.8 M
20	X @X	60.8 M

#	ACCOUNT	FOLLOWERS
21	CNN BREAKING NEWS @CNNBRK	60.0 M
22	ESPN @ESPN	58.6 M
23	PMO INDIA @PMOINDIA	58.4 M
24	THE NEW YORK TIMES @NYTIMES	53.7 M
25	LEBRON JAMES @KINGJAMES	53.5 M
26	UEFA CHAMPIONS LEAGUE @CHAMPIONSLEAGUE	53.0 M
27	BBC BREAKING NEWS @BBCBREAKING	50.2 M
28	REAL MADRID CF @REALMADRID	49.5 M
29	JUSTIN TIMBERLAKE @JTIMBERLAKE	47.8 M
30	방탄소년단 @BTS_TWT	47.4 M

#	ACCOUNT	FOLLOWERS
31	NBA @NBA	46.9 M
32	FC BARCELONA @FCBARCELONA	46.8 M
33	PREMIER LEAGUE @PREMIERLEAGUE	45.9 M
34	SHAKIRA @SHAKIRA	45.4 M
35	DEMI LOVATO @DDLOVATO	45.4 M
36	BTS OFFICIAL @BTS_BIGHIT	45.3 M
37	AMITABH BACHCHAN @SRBACHCHAN	44.8 M
38	AKSHAY KUMAR @AKSHAYKUMAR	44.3 M
39	PLAYSTATION @PLAYSTATION	44.3 M
40	MILEY CYRUS @MILEY	43.1 M

SOURCE: MANOCHI ANALYSIS, BASED ON DATA PUBLISHED ON X. DATA COLLECTED IN AUGUST 2026. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "FOLLOWERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** FOLLOWER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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OTHER SOCIAL PLATFORMS

OCT 2026

WECHAT OVERVIEW

ESSENTIAL HEADLINES FOR WECHAT AND WEIXIN USE

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



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE USERS OF WECHAT AND WEIXIN

1.44

BILLION

WECHAT AND WEIXIN USERS vs. TOTAL POPULATION

17.3%

QUARTER-ON-QUARTER CHANGE IN WECHAT AND WEIXIN USERS

+0.5%

+7.0 MILLION

YEAR-ON-YEAR CHANGE IN WECHAT AND WEIXIN USERS

+2.0%

+28 MILLION

WECHAT AND WEIXIN USERS vs. TOTAL INTERNET USERS

23.4%

WECHAT AND WEIXIN USERS vs. POPULATION AGED 13+

21.8%

FEMALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS

48.0%

MALE USERS AS A SHARE OF ALL WECHAT AND WEIXIN USERS

52.0%

SOURCES: TENCENT EARNINGS REPORTS; MANOCHI ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

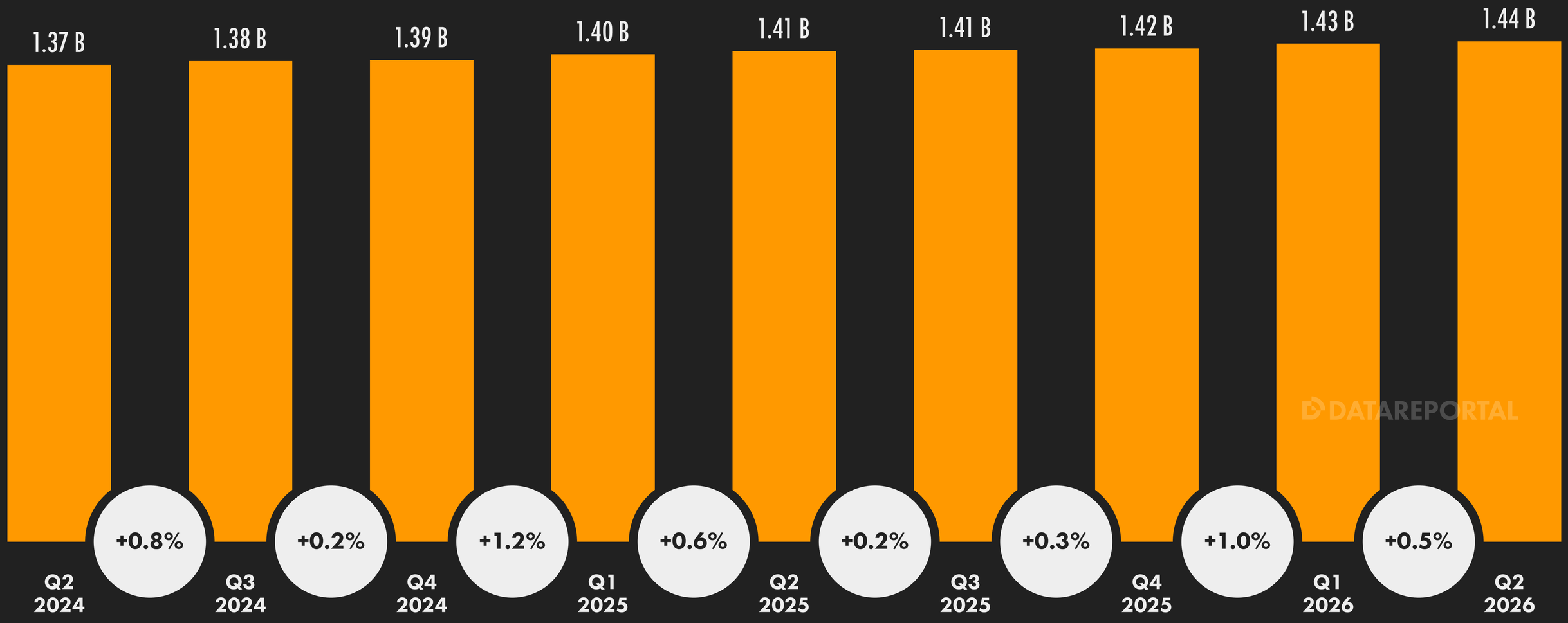
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WECHAT MONTHLY ACTIVE USERS

COMBINED WECHAT AND WEIXIN MONTHLY ACTIVE USERS (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: TENCENT EARNINGS REPORTS. **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.

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DOUYIN OVERVIEW

ESSENTIAL HEADLINES FOR DOUYIN USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE DOUYIN USERS



1.01
BILLION

MONTHLY ACTIVE DOUYIN USERS vs. TOTAL POPULATION



12.1%

FEMALE USERS AS A PERCENTAGE OF TOTAL USERS



47.8%

MALE USERS AS A PERCENTAGE OF TOTAL USERS



52.2%

SOURCES: QUESTMOBILE; COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTES:** BOTH DOUYIN AND TIKTOK ARE OWNED BY BYTEDANCE, AND THERE ARE MANY SIMILARITIES BETWEEN THE TWO PLATFORMS, BUT THE COMPANY OPERATES THEM AS SEPARATE ENTITIES, AND REPORTS DISTINCT USER FIGURES FOR EACH PLATFORM. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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KUAISHOU OVERVIEW

ESSENTIAL HEADLINES FOR KUAISHOU USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE KUAISHOU USERS

797.3
MILLION

MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL POPULATION

9.6%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE KUAISHOU USERS

+3.3%
+26 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE KUAISHOU USERS

+11.5%
+83 MILLION

MONTHLY ACTIVE KUAISHOU USERS vs. TOTAL INTERNET USERS

13.0%

MONTHLY ACTIVE KUAISHOU USERS vs. POPULATION AGED 13+

12.1%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE KUAISHOU USERS

47.4%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE KUAISHOU USERS

52.6%

SOURCES: COMPANY ANNOUNCEMENTS; MANOCHI ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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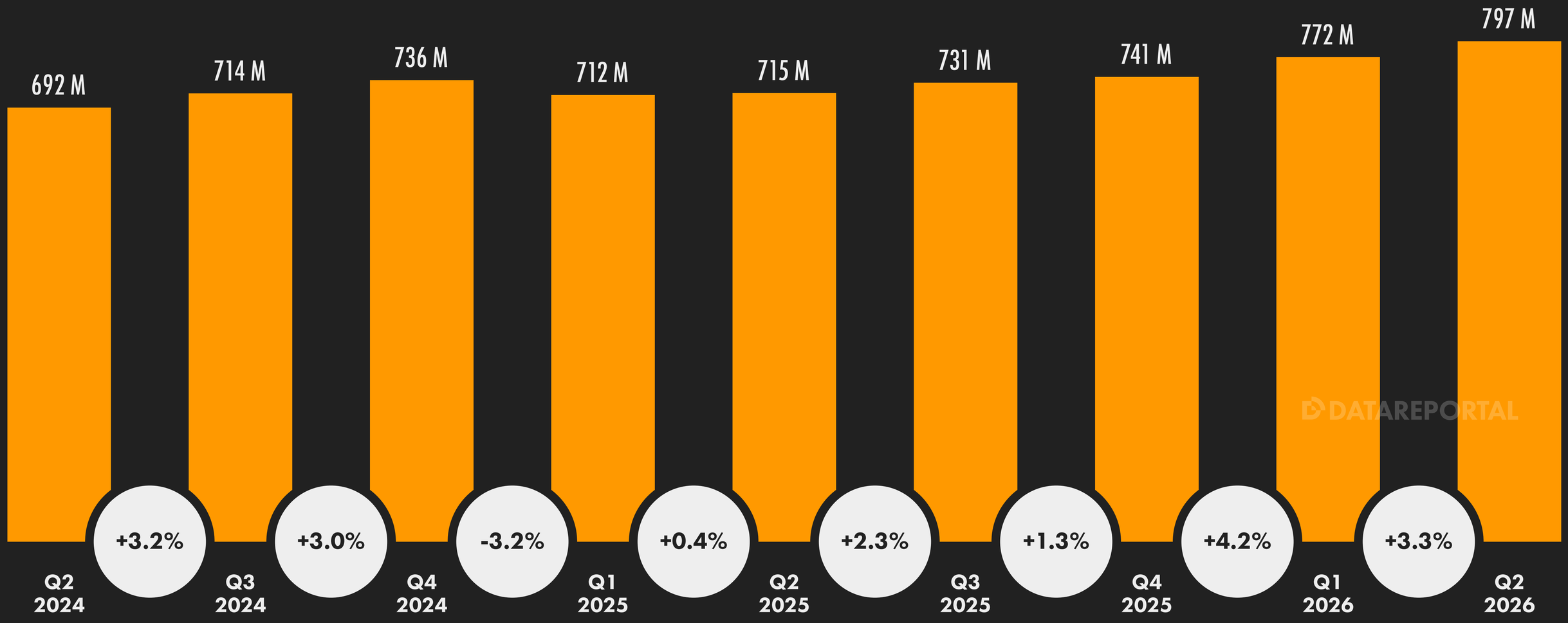
KUAISHOU MONTHLY ACTIVE USERS

KUAISHOU MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: KUAISHOU EARNINGS REPORTS. **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.

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WEIBO OVERVIEW

ESSENTIAL HEADLINES FOR WEIBO USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE WEIBO USERS

561.0
MILLION

MONTHLY ACTIVE WEIBO USERS vs. TOTAL POPULATION

6.7%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE WEIBO USERS

-0.2%
-1 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE WEIBO USERS

-4.6%
-27 MILLION

MONTHLY ACTIVE WEIBO USERS vs. TOTAL INTERNET USERS

9.1%

MONTHLY ACTIVE WEIBO USERS vs. POPULATION AGED 14+

8.7%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS

51.7%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE WEIBO USERS

48.3%

SOURCES: WEIBO CORPORATION EARNINGS REPORTS; MANOCHI ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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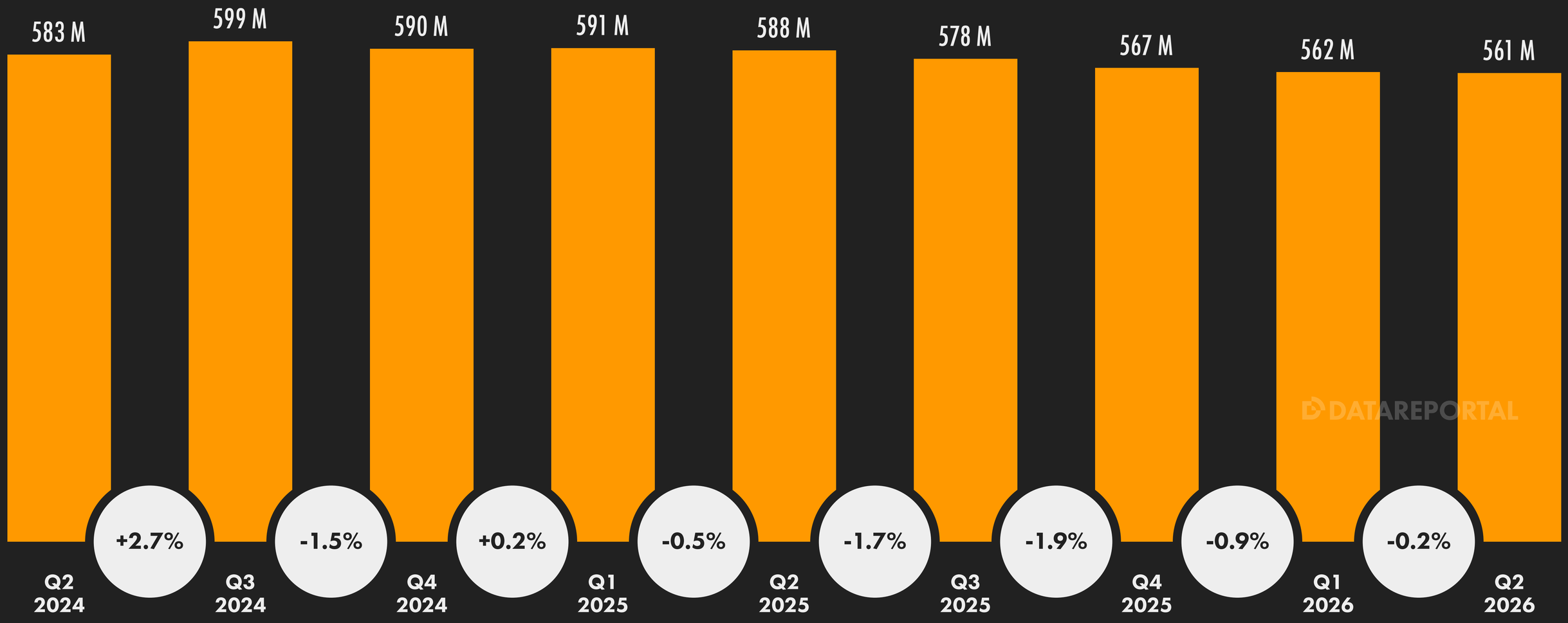
WEIBO MONTHLY ACTIVE USERS

WEIBO MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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



GLOBAL OVERVIEW



DATAREPORTAL

SOURCES: WEIBO CORPORATION EARNINGS REPORTS. **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.

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QQ OVERVIEW

ESSENTIAL HEADLINES FOR QQ USE

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



GLOBAL OVERVIEW

GLOBAL MONTHLY ACTIVE QQ USERS ACCESSING VIA SMART DEVICES

520.0

MILLION

GLOBAL MONTHLY ACTIVE QQ USERS vs. TOTAL POPULATION

6.3%

QUARTER-ON-QUARTER CHANGE IN MONTHLY ACTIVE QQ USERS

+0.8%

+4 MILLION

YEAR-ON-YEAR CHANGE IN MONTHLY ACTIVE QQ USERS

-2.3%

-12 MILLION

MONTHLY ACTIVE QQ USERS vs. TOTAL INTERNET USERS

8.5%

MONTHLY ACTIVE QQ USERS vs. POPULATION AGED 13+

7.9%

FEMALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS

46.7%

MALE USERS AS A PERCENTAGE OF ALL MONTHLY ACTIVE QQ USERS

53.3%

SOURCES: TENCENT EARNINGS REPORTS; MANOCHI ANALYSIS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTES:** DATA IS ONLY AVAILABLE FOR "SMART DEVICE" USE; TOTAL ACTIVE USER BASE MAY BE HIGHER. GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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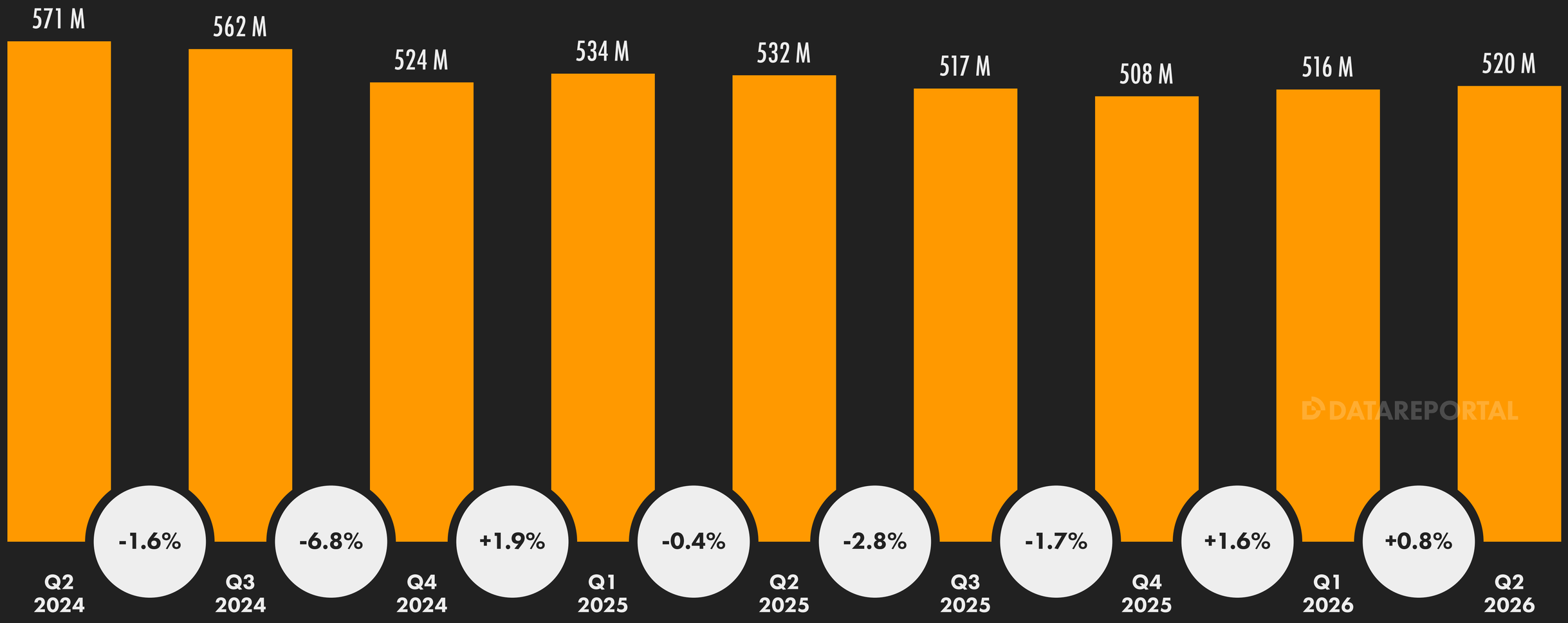
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QQ MONTHLY ACTIVE USERS

QQ MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

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

GLOBAL OVERVIEW



SOURCES: TENCENT EARNINGS REPORTS. **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.

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QUORA OVERVIEW

ESSENTIAL HEADLINES FOR QUORA USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE QUORA USERS	MONTHLY ACTIVE QUORA USERS vs. TOTAL POPULATION	MONTHLY ACTIVE QUORA USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
400.0 MILLION	4.8%	6.1%	42.9%	56.9%

GWI

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%. **COMPARABILITY:** QUORA HAS NOT PUBLISHED ANY UPDATES TO ITS MONTHLY ACTIVE USER FIGURE IN THE PAST 12 MONTHS, SO FIGURES SHOWN HERE MAY BE LESS REPRESENTATIVE OF CURRENT AUDIENCES COMPARED WITH FIGURES FOR OTHER PLATFORMS FEATURED IN THIS REPORT.

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DISCORD OVERVIEW

ESSENTIAL HEADLINES FOR DISCORD USE

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



GLOBAL OVERVIEW

MONTHLY ACTIVE DISCORD USERS	MONTHLY ACTIVE DISCORD USERS vs. TOTAL POPULATION	MONTHLY ACTIVE DISCORD USERS vs. POPULATION AGED 13+	FEMALE USERS AS A PERCENTAGE OF TOTAL USERS	MALE USERS AS A PERCENTAGE OF TOTAL USERS
200.0 MILLION	2.4%	3.0%	33.3%	66.1%

GWI

SOURCES: COMPANY ANNOUNCEMENTS; GENDER SHARE DATA FROM GWI (Q2 2026). **NOTE:** GWI ALSO REPORTS DATA FOR "OTHER GENDER", SO THE VALUES FOR "FEMALE" AND "MALE" USERS MAY NOT SUM TO 100%.

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LARGEST DISCORD SERVERS

DISCORD SERVERS WITH THE GREATEST NUMBER OF MEMBERS



GLOBAL OVERVIEW

#	SERVER	MEMBERS
01	MIDJOURNEY	18.7 M
02	STEAL A BRAINROT	7.89 M
03	MARVEL RIVALS	4.41 M
04	VIGGLE	3.99 M
05	BLOX FRUITS	3.49 M
06	GENSHIN IMPACT OFFICIAL	2.54 M
07	VALORANT	2.50 M
08	GEOMETRY DASH	2.19 M
09	LIMEWIRE	1.97 M
10	VOLLEYBALL LEGENDS	1.93 M

#	SERVER	MEMBERS
11	FISCH	1.83 M
12	OFFICIAL FORTNITE	1.78 M
13	HONKAI: STAR RAIL OFFICIAL	1.77 M
14	ROBLOX (UNOFFICIAL)	1.67 M
15	LEONARDO.AI	1.58 M
16	WHITEOUT SURVIVAL	1.57 M
17	THE FORGE OFFICIAL COMMUNITY	1.52 M
18	THE Z'S	1.46 M
19	ALL STAR	1.40 M
20	SOCIALIZE | ACTIVE VC SERVER • HANGOUT ...	1.35 M

#	SERVER	MEMBERS
21	BLUESTACKS BY NOW.GG	1.31 M
22	HELLDIVERS™ OFFICIAL DISCORD	1.29 M
23	NO HESI	1.24 M
24	ANIME VANGUARDS	1.23 M
25	MONOPOLY GO!	1.22 M
26	WUTHERING WAVES OFFICIAL	1.20 M
27	GELATO	1.18 M
28	ATTACK ON TITAN REVOLUTION [AOTR]	1.17 M
29	BLOOD STRIKE X ATTACK ON TITAN	1.13 M
30	VALORANT LFG	1.12 M

#	SERVER	MEMBERS
31	DADSCORD | ACTIVE VC DISCORD • SFW ...	1.11 M
32	GROW A GARDEN 2 | STOCK ALERTS & TRADING SERVER	1.09 M
33	KING LEGACY	1.08 M
34	ADOPT ME VALUES	1.07 M
35	LUNAR CLIENT	1.07 M
36	STUDY TOGETHER ♫	1.06 M
37	ENGLISH	1.01 M
38	BLUSHCRUNCH STUDIO	1.01 M
39	RELL GAMES	1.01 M
40	TABI	985 K

SOURCE: DISCORD. DATA COLLECTED IN AUGUST 2026. **NOTES:** RANKING POSITION AND MEMBER COUNTS AS PUBLISHED BY DISCORD. SERVER NAMES ENDING IN "..." HAVE BEEN SHORTENED TO FIT AVAILABLE SPACE. WHERE LETTERS ARE SHOWN NEXT TO VALUES IN THE "MEMBERS" COLUMN, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** MEMBER COUNTS ARE LIABLE TO CONSTANT CHANGE. FIGURES AS REPORTED AT TIME OF REPORT PRODUCTION.

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DIGITAL MARKETING

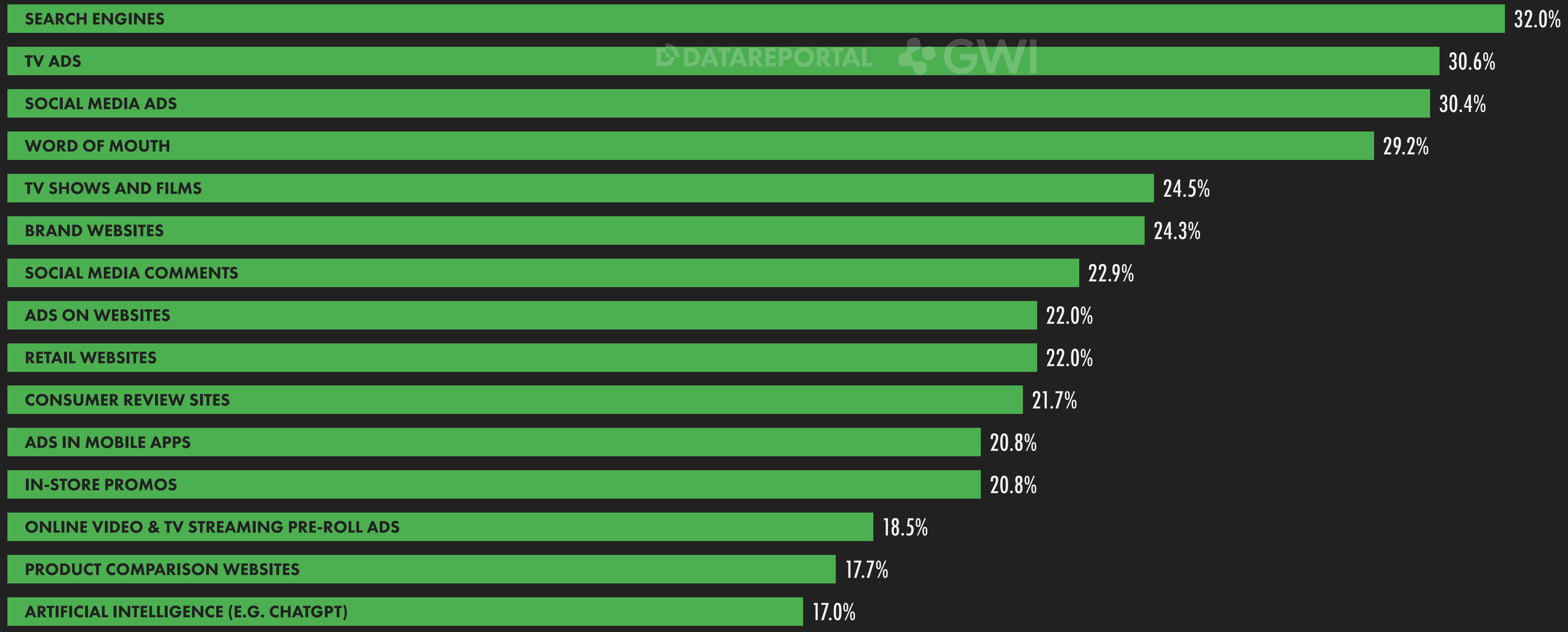
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SOURCES OF BRAND DISCOVERY

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

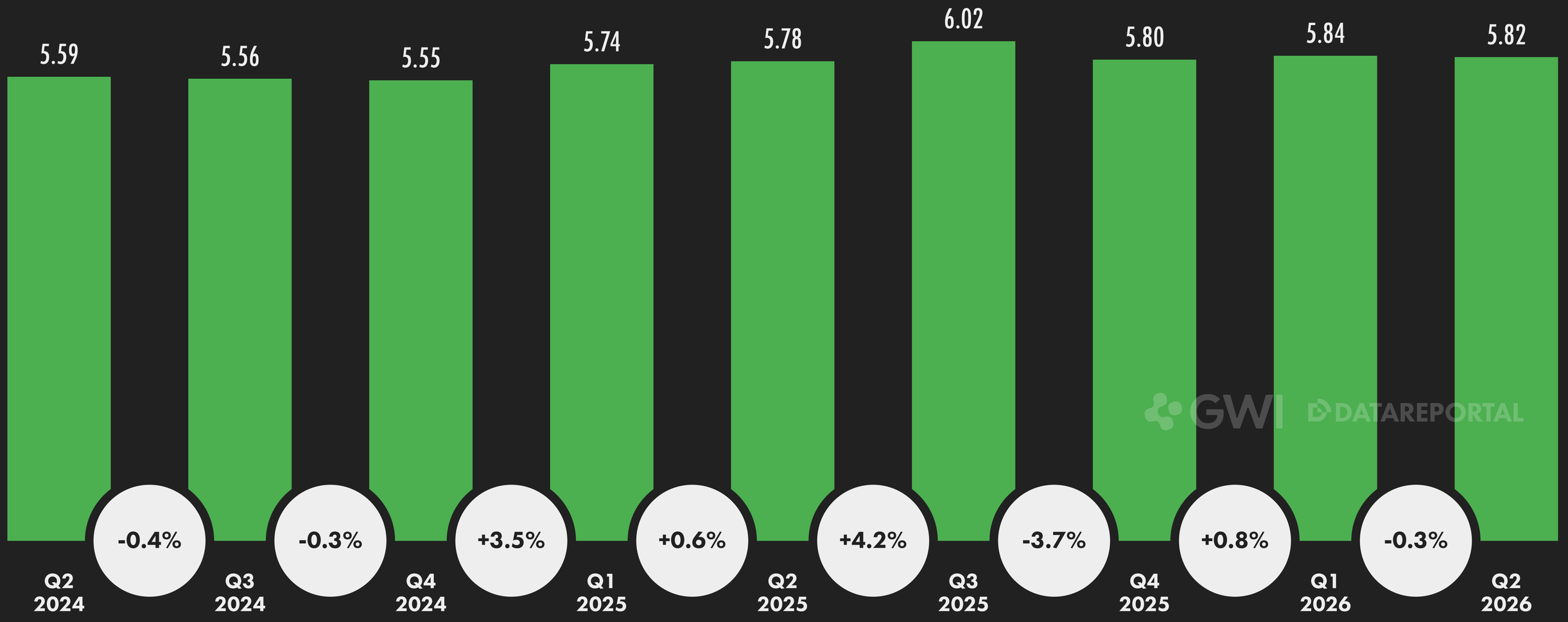
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BRAND DISCOVERY: AVERAGE CHANNELS

THE AVERAGE NUMBER OF CHANNELS THAT INTERNET USERS AGED 16+ SAY INTRODUCE THEM TO NEW BRANDS, PRODUCTS, AND SERVICES

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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SOURCES OF BRAND DISCOVERY

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



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL MEDIA ADS	33.4%	SOCIAL MEDIA ADS	32.3%	SEARCH ENGINES	32.2%	SEARCH ENGINES	34.5%	TV ADS	36.1%	TV ADS	47.6%
SEARCH ENGINES	28.4%	SEARCH ENGINES	30.2%	SOCIAL MEDIA ADS	31.4%	TV ADS	32.0%	SEARCH ENGINES	35.4%	WORD OF MOUTH	42.1%
WORD OF MOUTH	26.7%	TV ADS	27.7%	TV ADS	29.4%	WORD OF MOUTH	30.6%	WORD OF MOUTH	33.9%	SEARCH ENGINES	38.4%
TV ADS	26.4%	WORD OF MOUTH	26.3%	WORD OF MOUTH	28.0%	SOCIAL MEDIA ADS	29.9%	SOCIAL MEDIA ADS	27.2%	RETAIL WEBSITES	27.7%
SOCIAL MEDIA COMMENTS	24.6%	SOCIAL MEDIA COMMENTS	25.0%	BRAND WEBSITES	25.0%	BRAND WEBSITES	25.7%	BRAND WEBSITES	25.2%	IN-STORE PROMOS	26.0%
TV SHOWS AND FILMS	24.6%	TV SHOWS AND FILMS	25.0%	SOCIAL MEDIA COMMENTS	24.4%	TV SHOWS AND FILMS	24.7%	TV SHOWS AND FILMS	24.7%	TV SHOWS AND FILMS	25.2%
ADS IN MOBILE APPS	24.4%	BRAND WEBSITES	24.1%	TV SHOWS AND FILMS	23.5%	CONSUMER REVIEW SITES	23.2%	IN-STORE PROMOS	23.2%	BRAND WEBSITES	22.2%
BRAND WEBSITES	22.6%	ADS IN MOBILE APPS	21.9%	CONSUMER REVIEW SITES	22.5%	ADS ON WEBSITES	22.9%	ADS ON WEBSITES	23.0%	EMAILS OR PHYSICAL MAIL	22.0%
ADS ON WEBSITES	22.0%	CONSUMER REVIEW SITES	21.8%	ADS ON WEBSITES	22.1%	RETAIL WEBSITES	22.9%	RETAIL WEBSITES	22.7%	PRINT PRESS ADS	21.8%
CONSUMER REVIEW SITES	20.3%	ADS ON WEBSITES	21.7%	RETAIL WEBSITES	22.1%	SOCIAL MEDIA COMMENTS	22.7%	CONSUMER REVIEW SITES	22.3%	PRODUCT BROCHURES	20.3%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

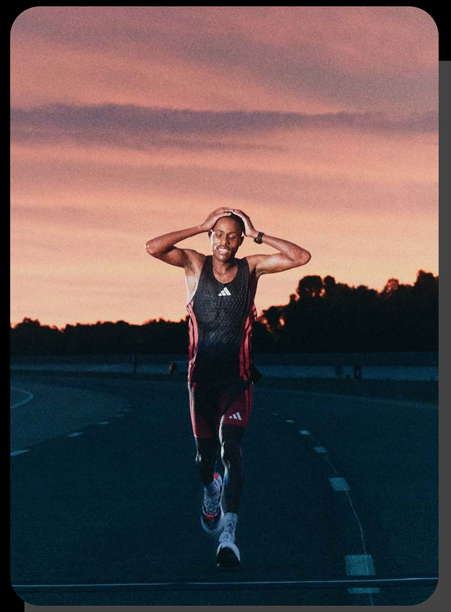
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BRANDS ARE WON OR LOST ON SOCIAL

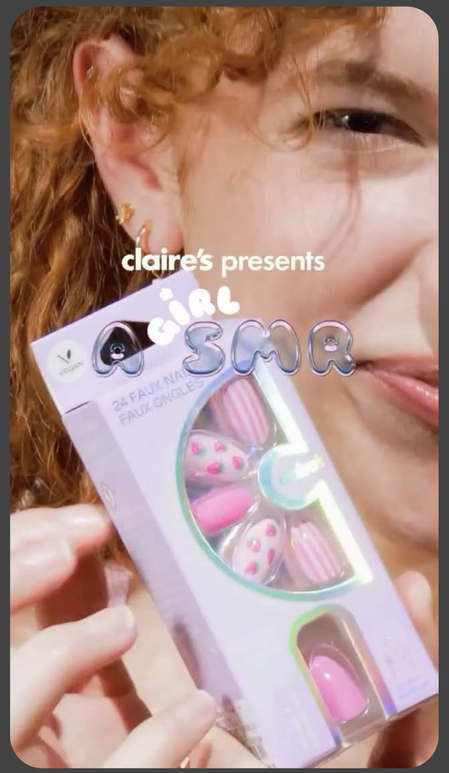
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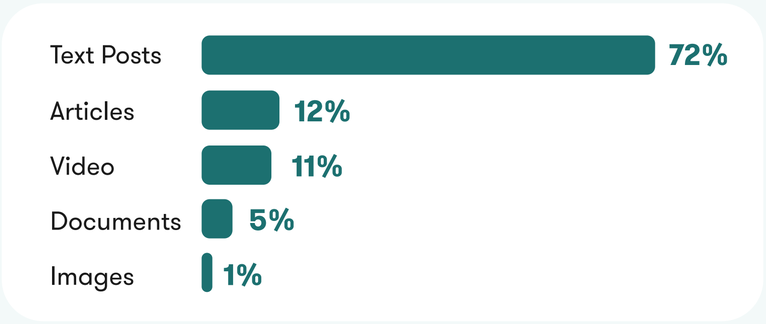
Which LinkedIn content does AI cite most?

Meltwater's **analysis of 9.5 million AI citations** reveals that AI rewards expertise and consistency, not influencer-scale audiences.

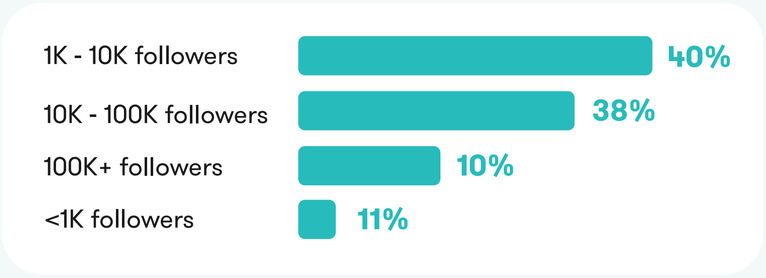
Text-based LinkedIn posts dominate as the most cited format (72%).

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ADVERTISING SPEND: TOTAL vs. DIGITAL

ESTIMATED TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2026)



GLOBAL OVERVIEW

ESTIMATED TOTAL 2026 AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)



$1.26

TRILLION

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



+6.4%

+$76 BILLION

ESTIMATED 2026 DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)



$967

BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND



+8.7%

+$77 BILLION

2026 DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL 2026 AD SPEND



76.8%

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

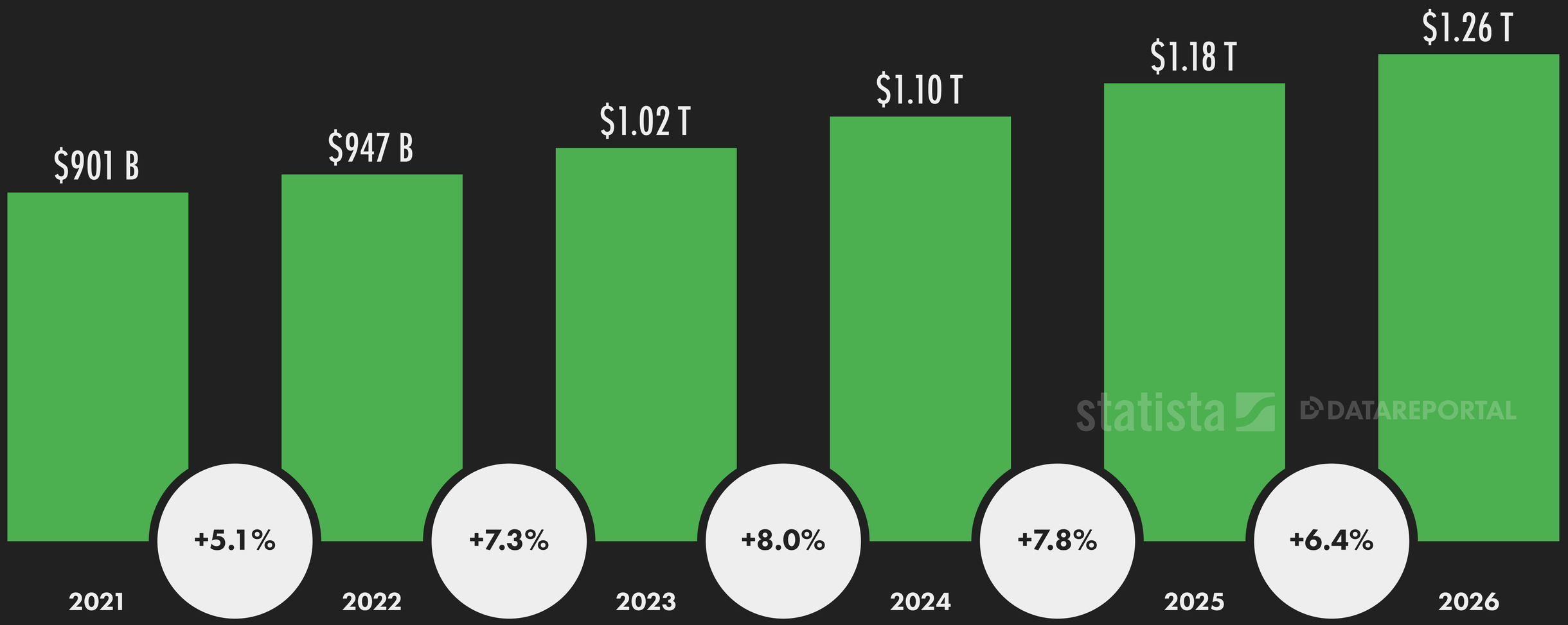
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ADVERTISING SPEND: ALL CHANNELS

ESTIMATED ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE)

GLOBAL OVERVIEW



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SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR ADVERTISING SPEND ACROSS ALL CHANNELS, BOTH OFFLINE AND ONLINE. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

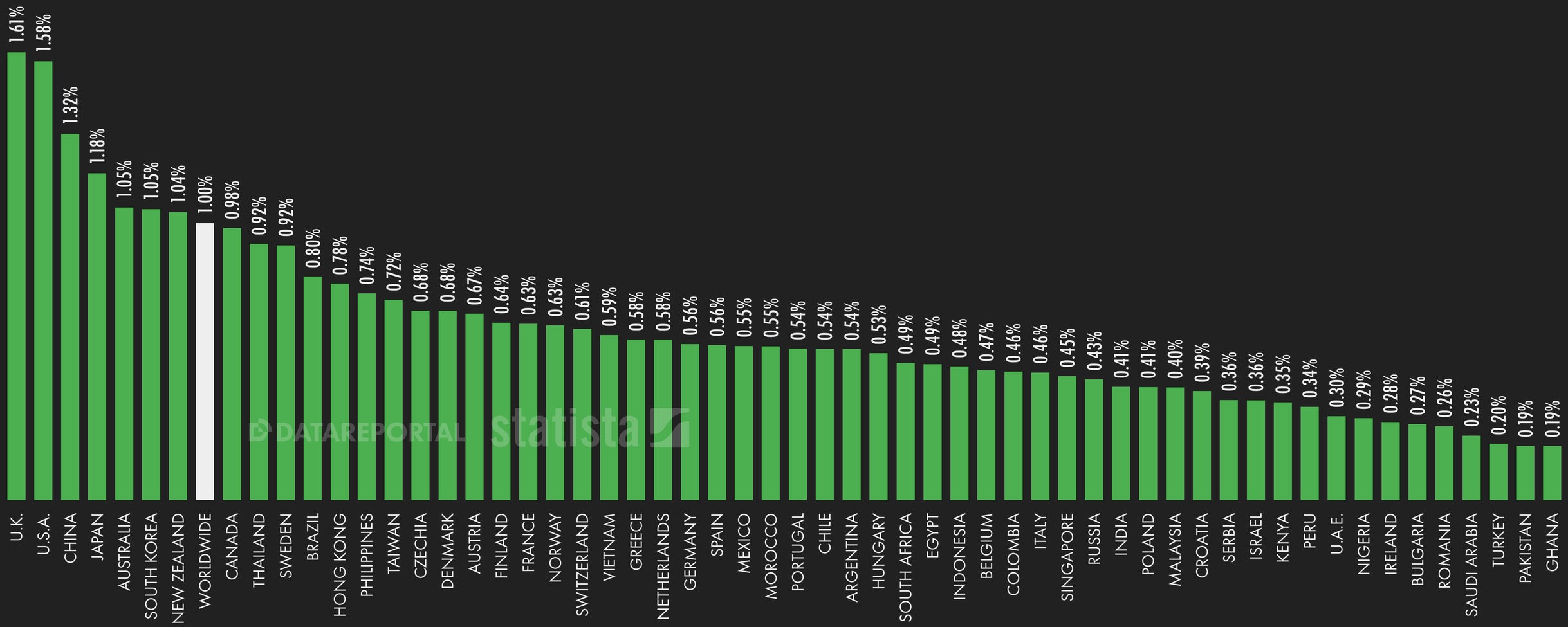
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TOTAL ADVERTISING SPEND vs. GDP

ESTIMATED ADVERTISING REVENUE ACROSS ALL CHANNELS (OFFLINE AND ONLINE) AS A PERCENTAGE OF GROSS DOMESTIC PRODUCT

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026, COMPARED WITH THE LATEST AVAILABLE VALUE FOR GROSS DOMESTIC PRODUCT.
COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

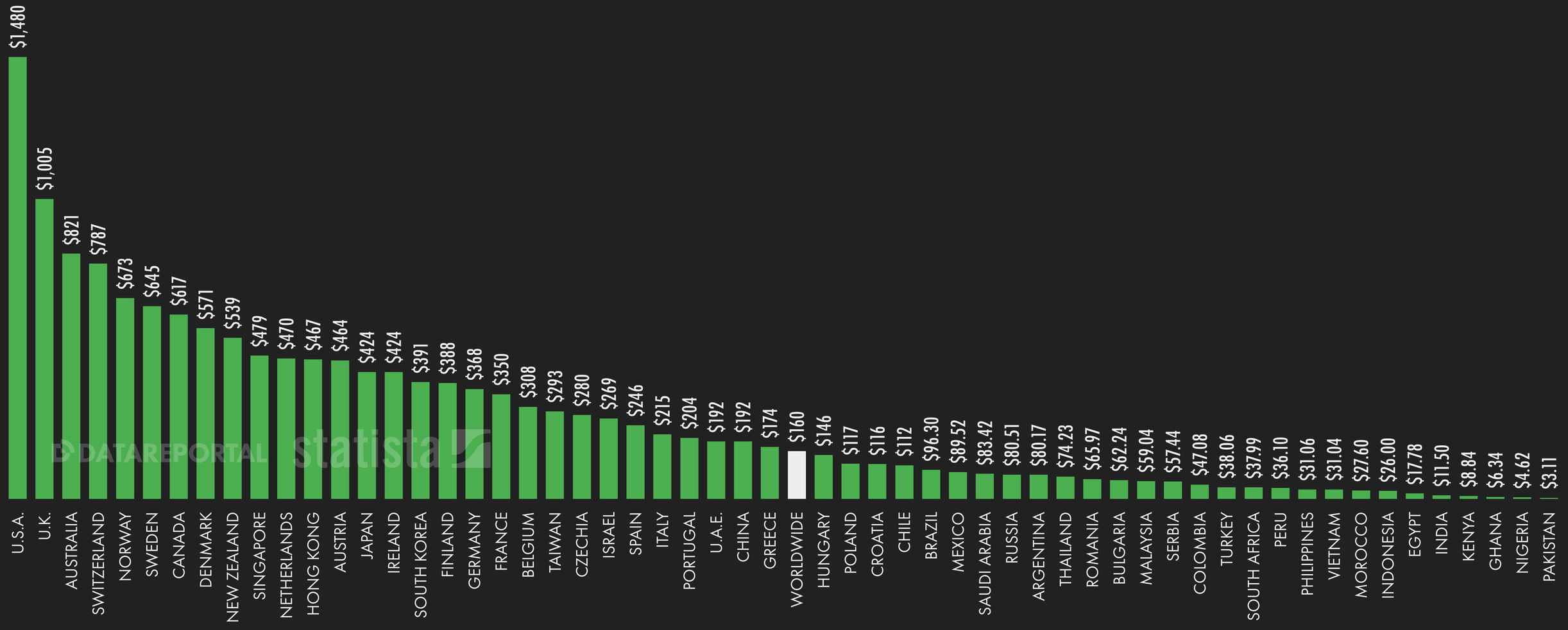
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AD SPEND PER CAPITA

ESTIMATED AVERAGE ANNUAL AD SPEND BY ALL ADVERTISERS (ALL CHANNELS, OFFLINE AND ONLINE, U.S. DOLLARS), DIVIDED BY TOTAL POPULATION

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** VALUES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026, AND REFLECT THE TOTAL AMOUNT SPENT ON ADVERTISING (OFFLINE AND ONLINE) DIVIDED BY THE FIGURE FOR TOTAL POPULATION, REGARDLESS OF AGE. **COMPARABILITY:** VALUES CALCULATED AT SOURCE BY STATISTA. CALCULATIONS MAY USE DIFFERENT FIGURES FOR POPULATION COMPARED WITH POPULATION FIGURES SHOWN ELSEWHERE IN THIS REPORT, SO VALUES MAY NOT CORRELATE. BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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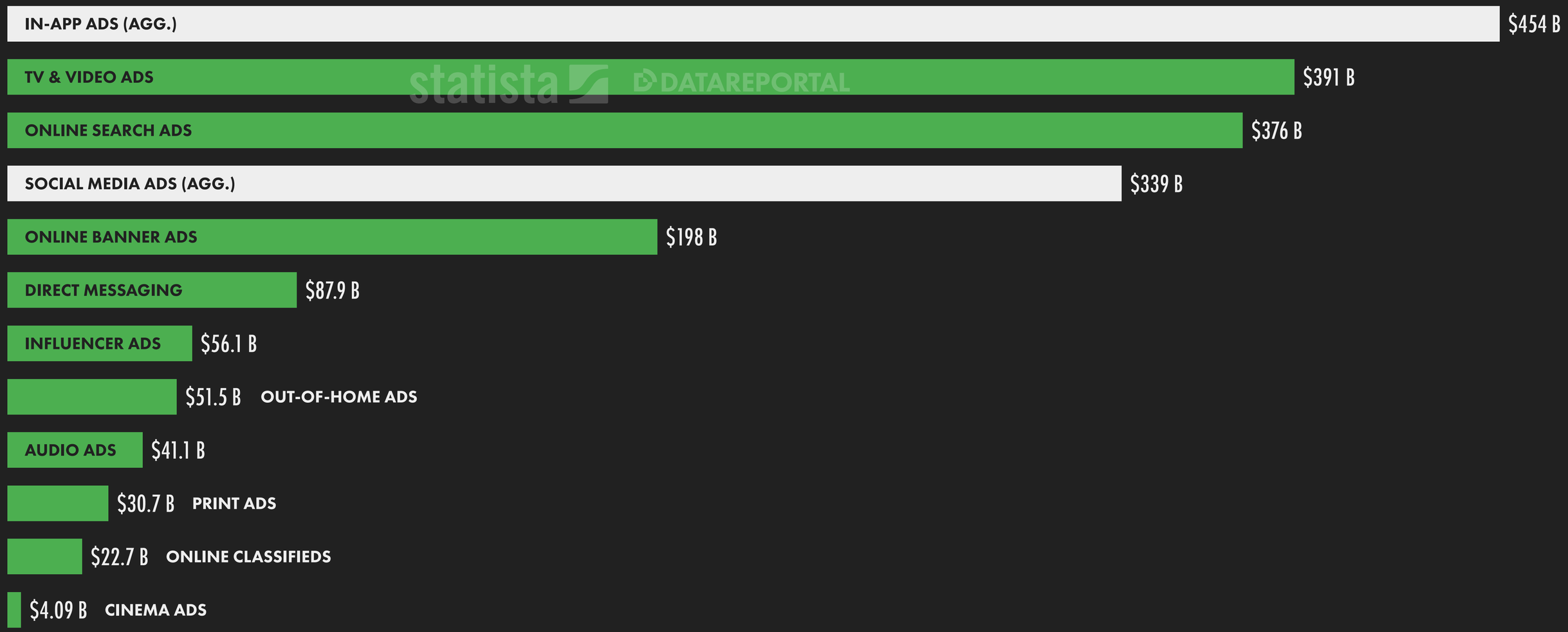
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ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL ADVERTISING REVENUE BY CHANNEL (OFFLINE AND ONLINE; U.S. DOLLARS, FULL-YEAR 2026)



GLOBAL OVERVIEW



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SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026 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, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

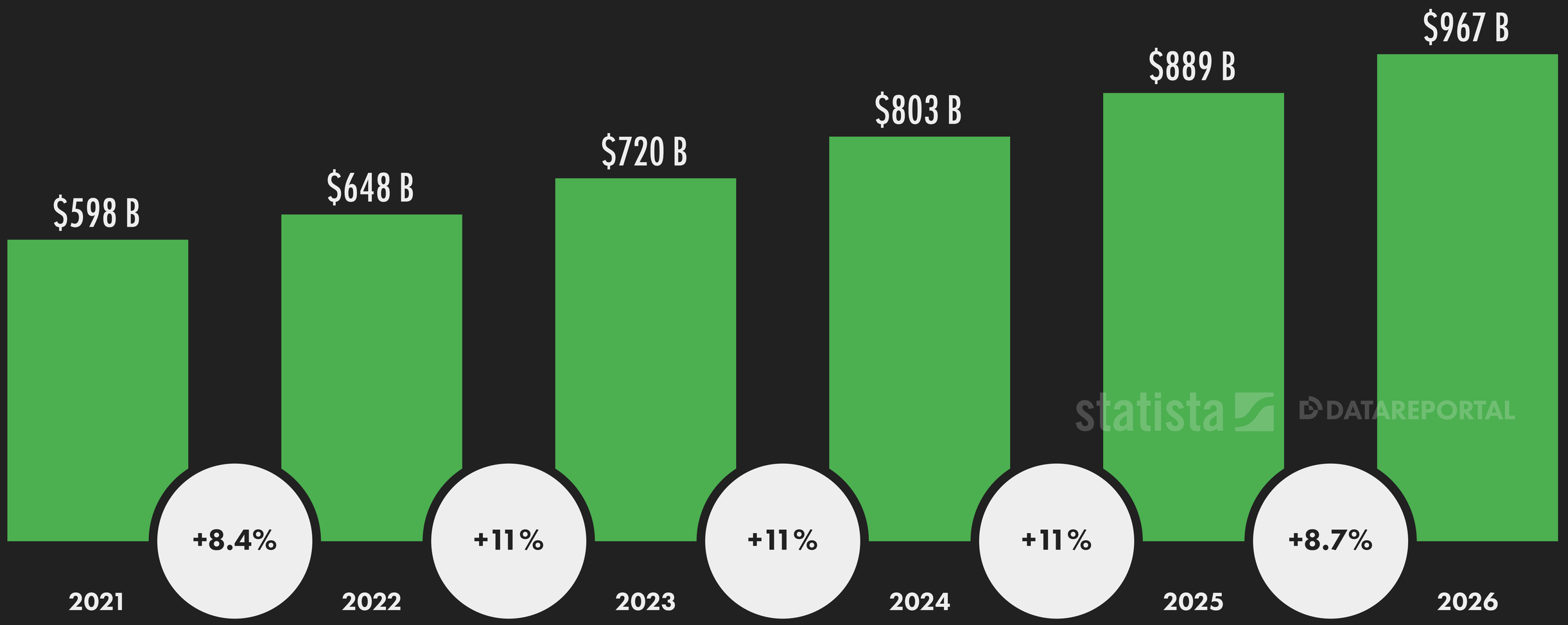
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ADVERTISING SPEND: DIGITAL CHANNELS

ESTIMATED ADVERTISING REVENUES ASSOCIATED WITH DIGITAL CHANNELS

GLOBAL OVERVIEW



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DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

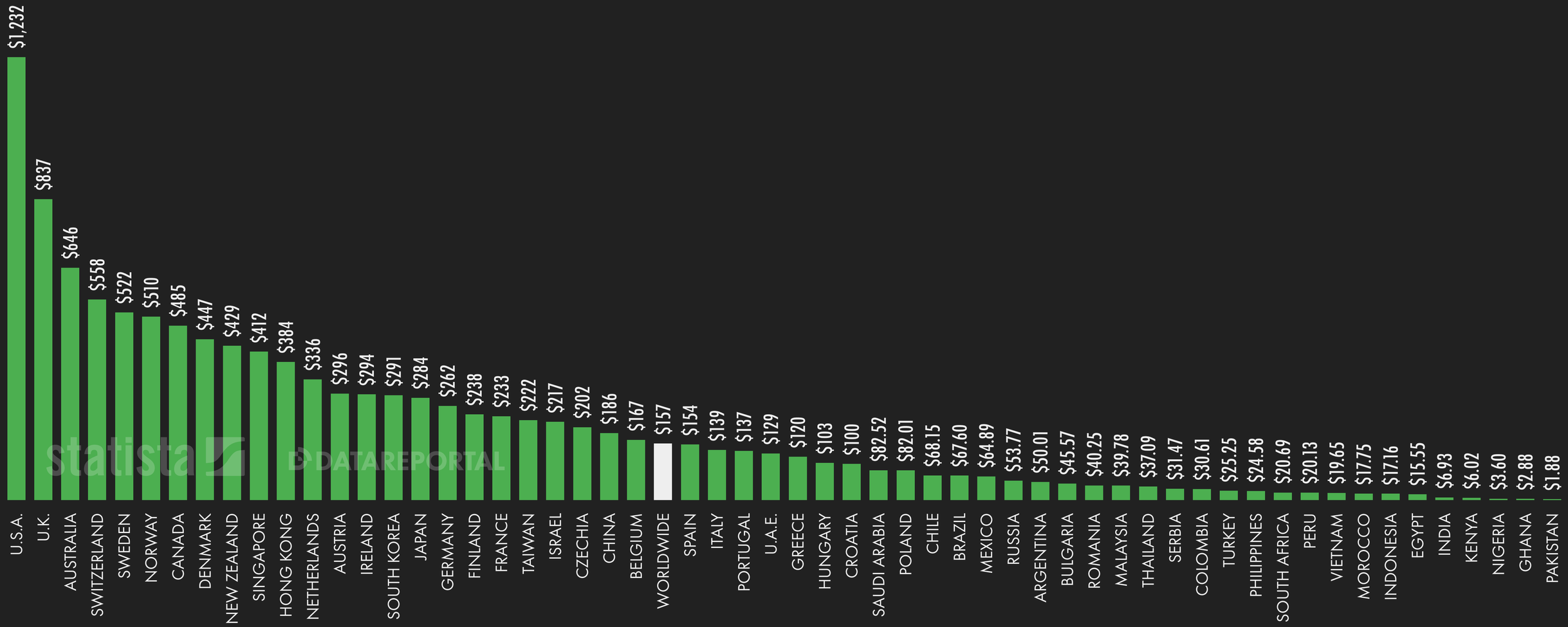
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DIGITAL AD SPEND PER INTERNET USER

ESTIMATED TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2026 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: MANOCHI ANALYSIS; STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026. VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. FIGURES SHOWN HERE USE DIFFERENT BASES COMPARED WITH A SIMILAR METRIC PUBLISHED IN STATISTA'S DIGITAL MARKET OUTLOOK, SO FIGURES WILL NOT MATCH.

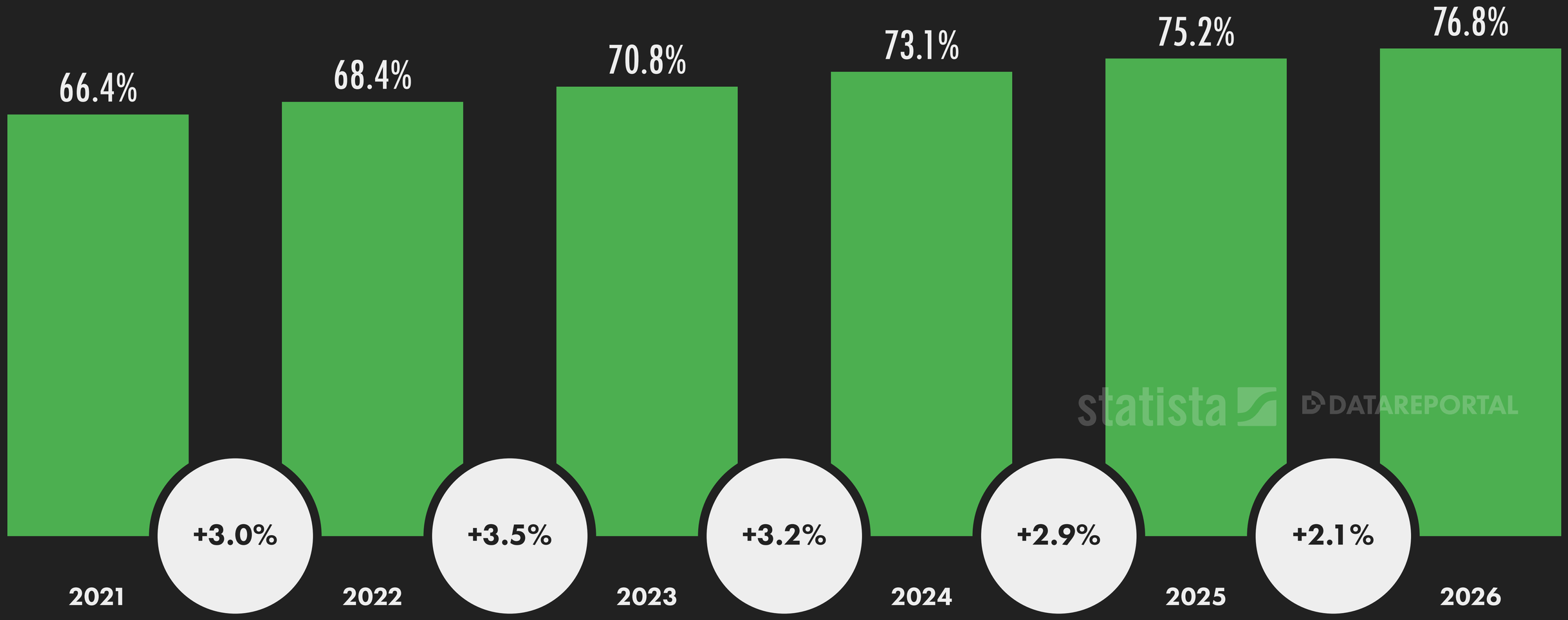
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DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES ACROSS ALL MEDIA AND CHANNELS (ESTIMATED)

GLOBAL OVERVIEW



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DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

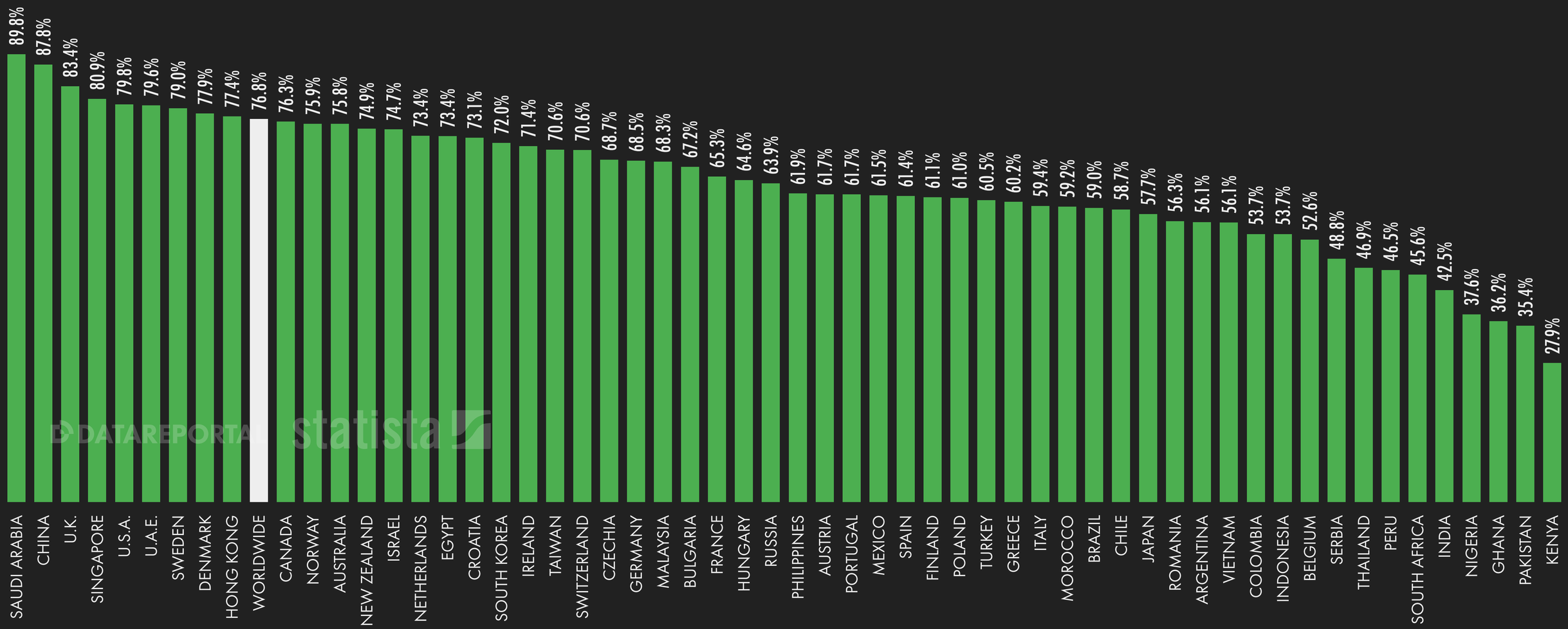
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DIGITAL'S SHARE OF TOTAL ADVERTISING SPEND

DIGITAL ADVERTISING REVENUES COMPARED WITH TOTAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2026. DIGITAL AD SPEND DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

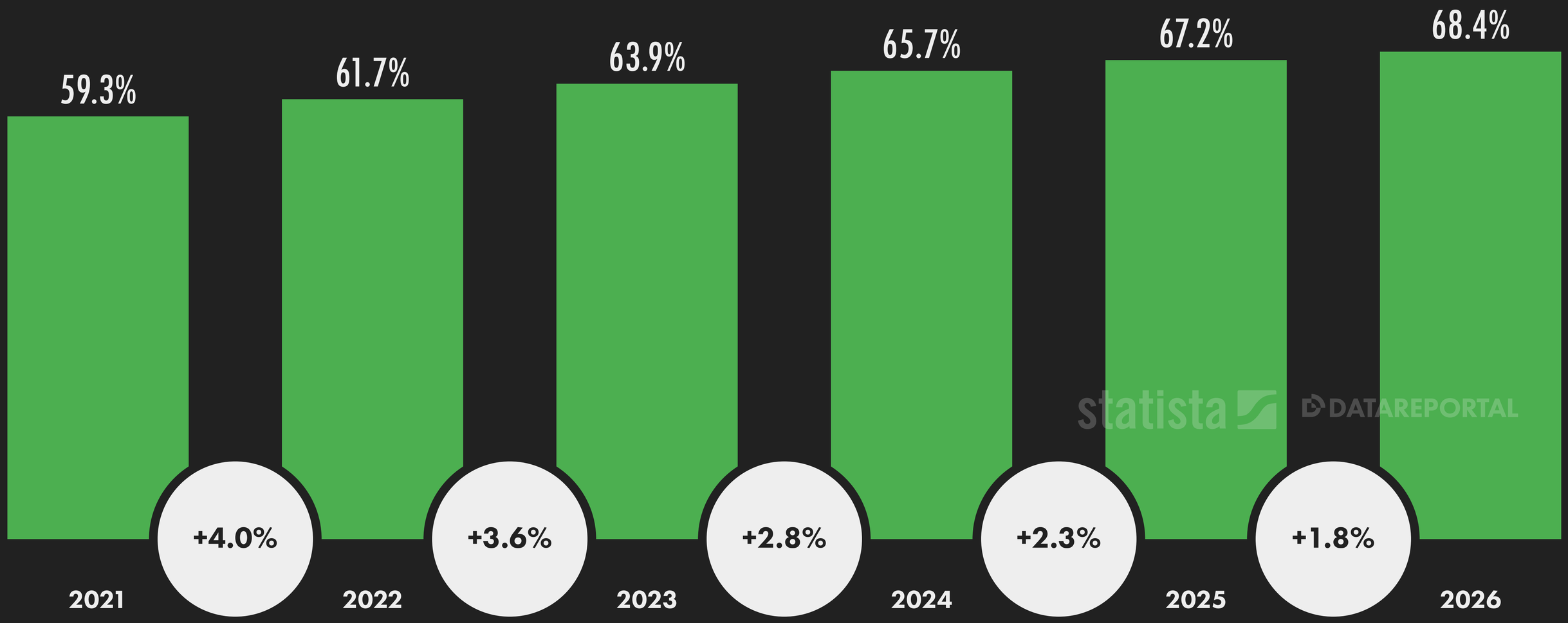
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OCT 2026

MOBILE'S SHARE OF DIGITAL ADVERTISING

SHARE OF TOTAL DIGITAL ADVERTISING REVENUES ATTRIBUTABLE TO ADS DELIVERED TO MOBILE PHONES

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

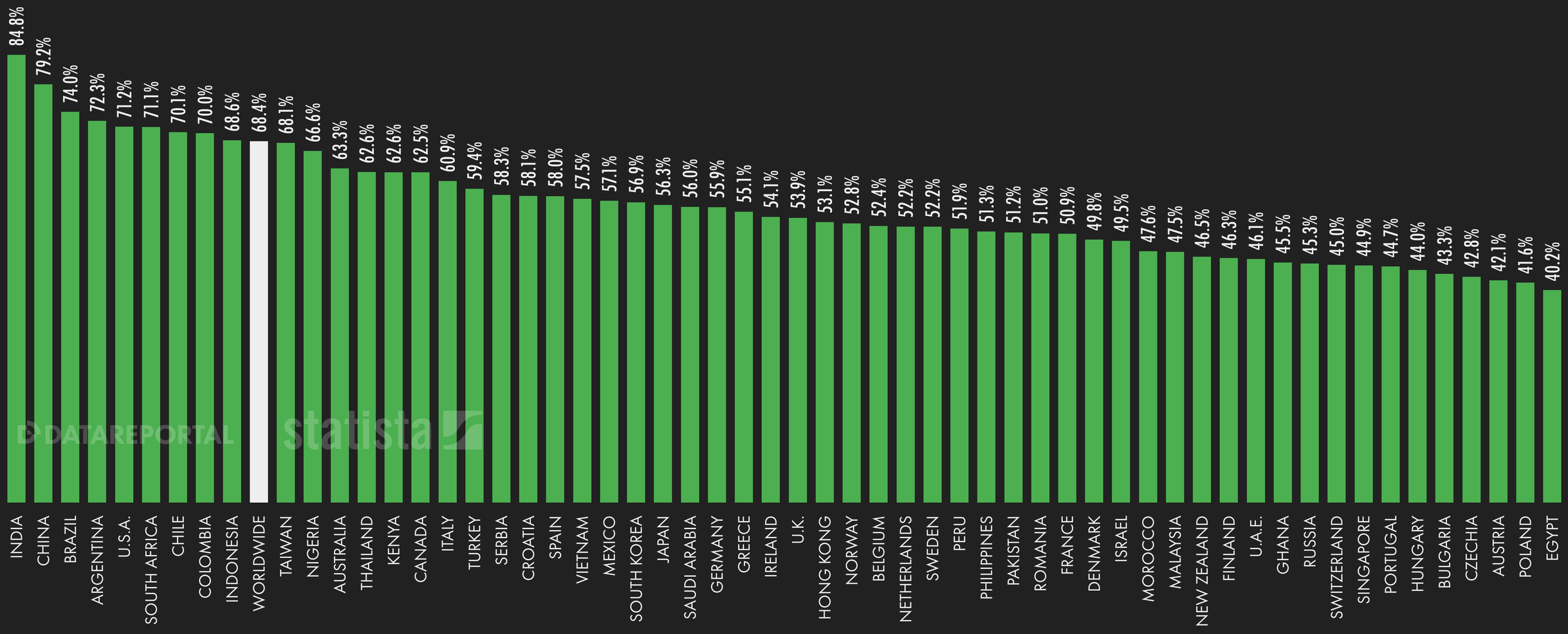
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OCT 2026

MOBILE'S SHARE OF DIGITAL ADVERTISING

SHARE OF TOTAL DIGITAL ADVERTISING REVENUES ATTRIBUTABLE TO ADS DELIVERED TO MOBILE PHONES

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

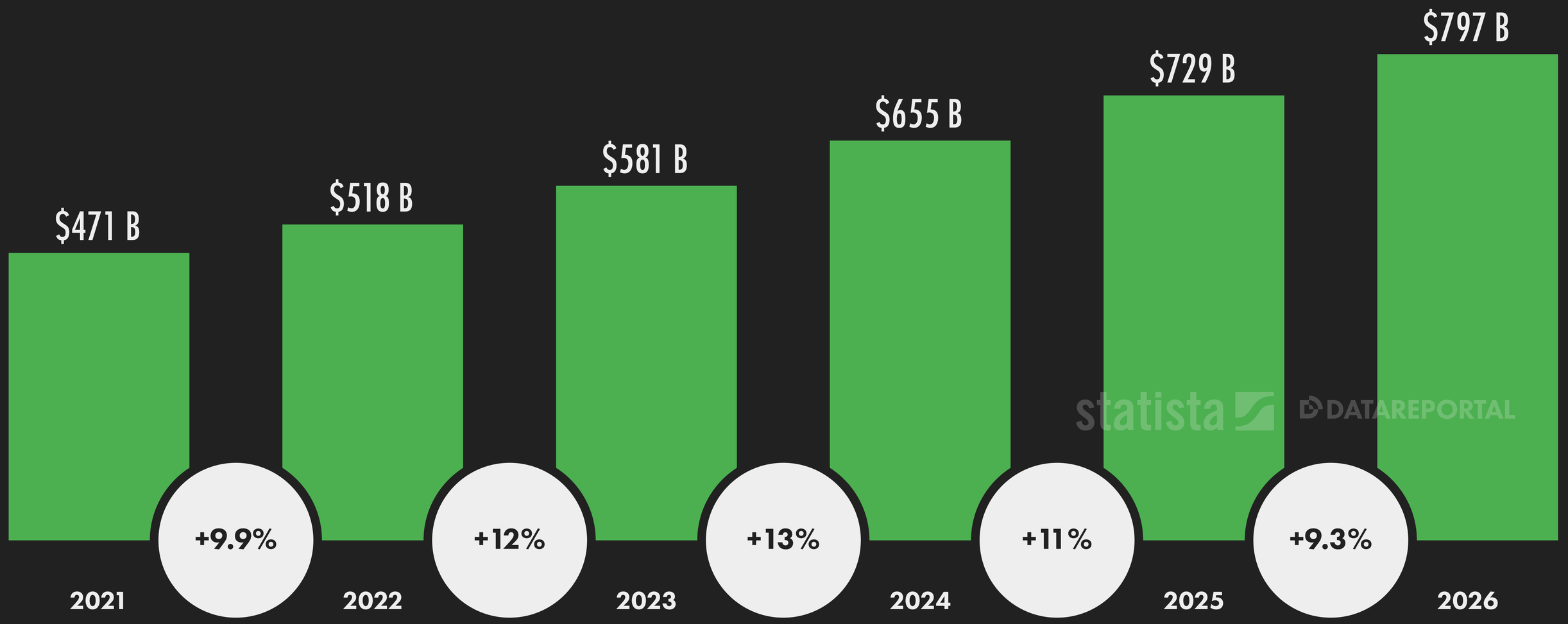
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PROGRAMMATIC ADVERTISING REVENUE

ESTIMATED ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (U.S. DOLLARS)

GLOBAL OVERVIEW



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DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN UNITED STATES DOLLARS. 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.

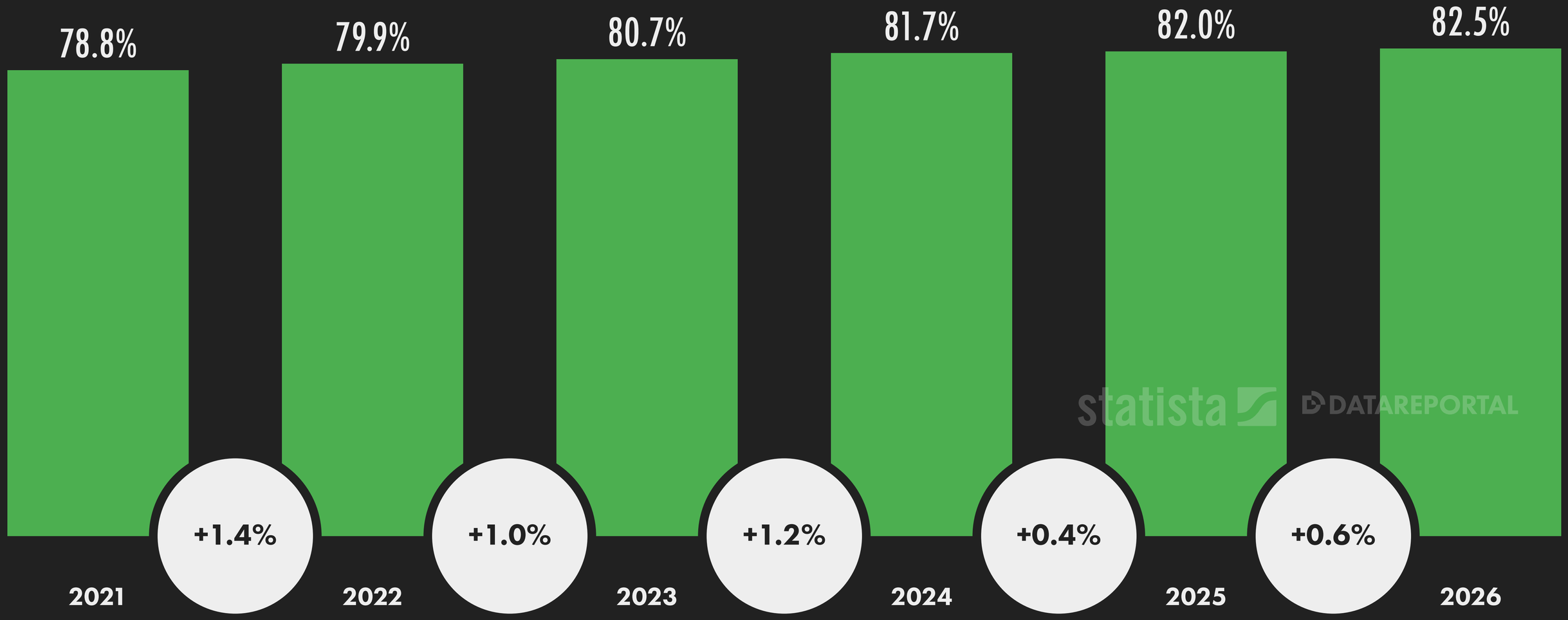
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SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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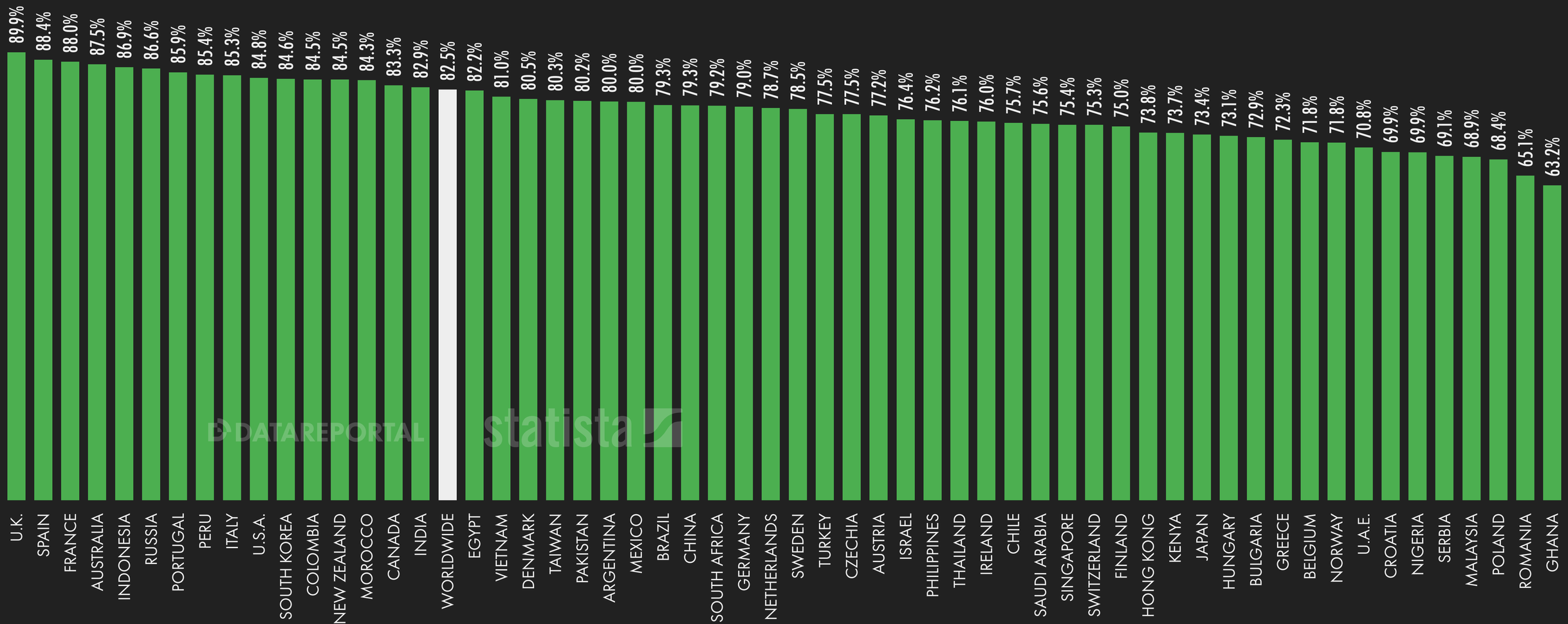
OCT 2026

SHARE OF DIGITAL ADVERTISING: PROGRAMMATIC

PROGRAMMATIC ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)



GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

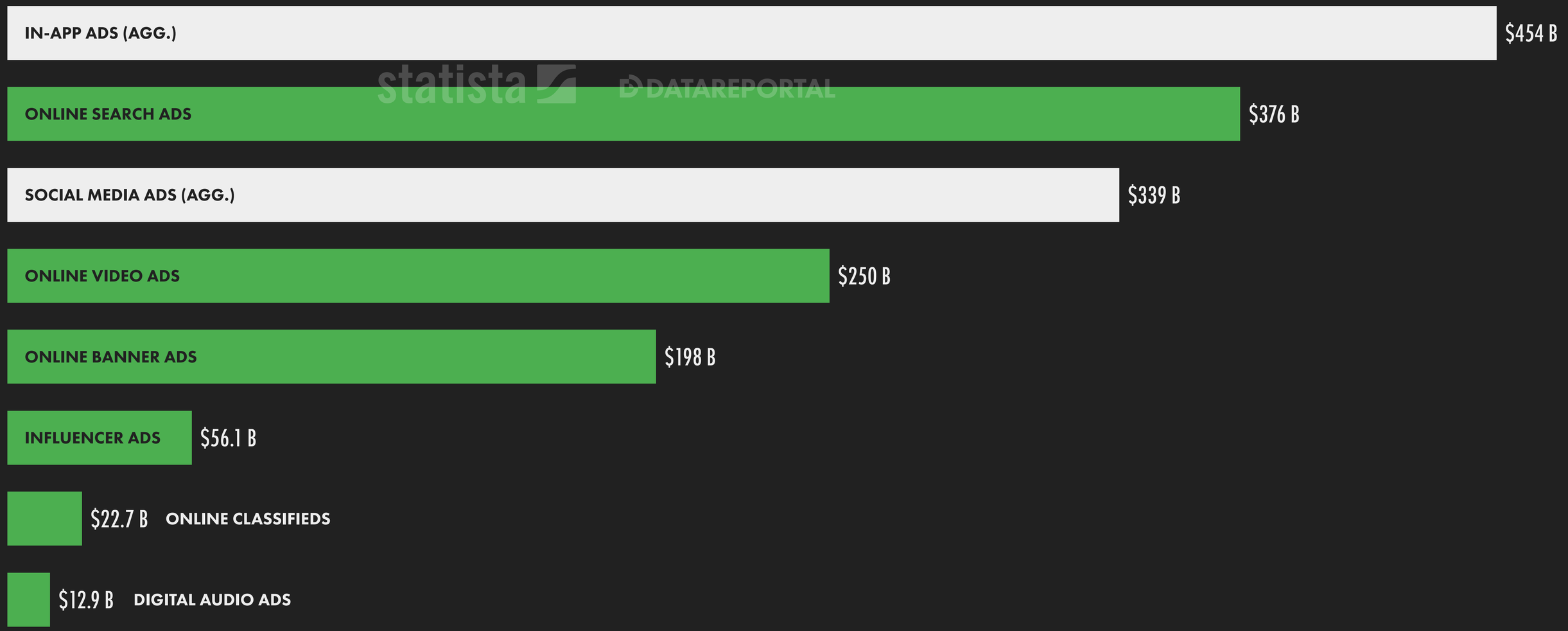
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DIGITAL ADVERTISING SPEND BY CHANNEL

ESTIMATED ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2026)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026 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.

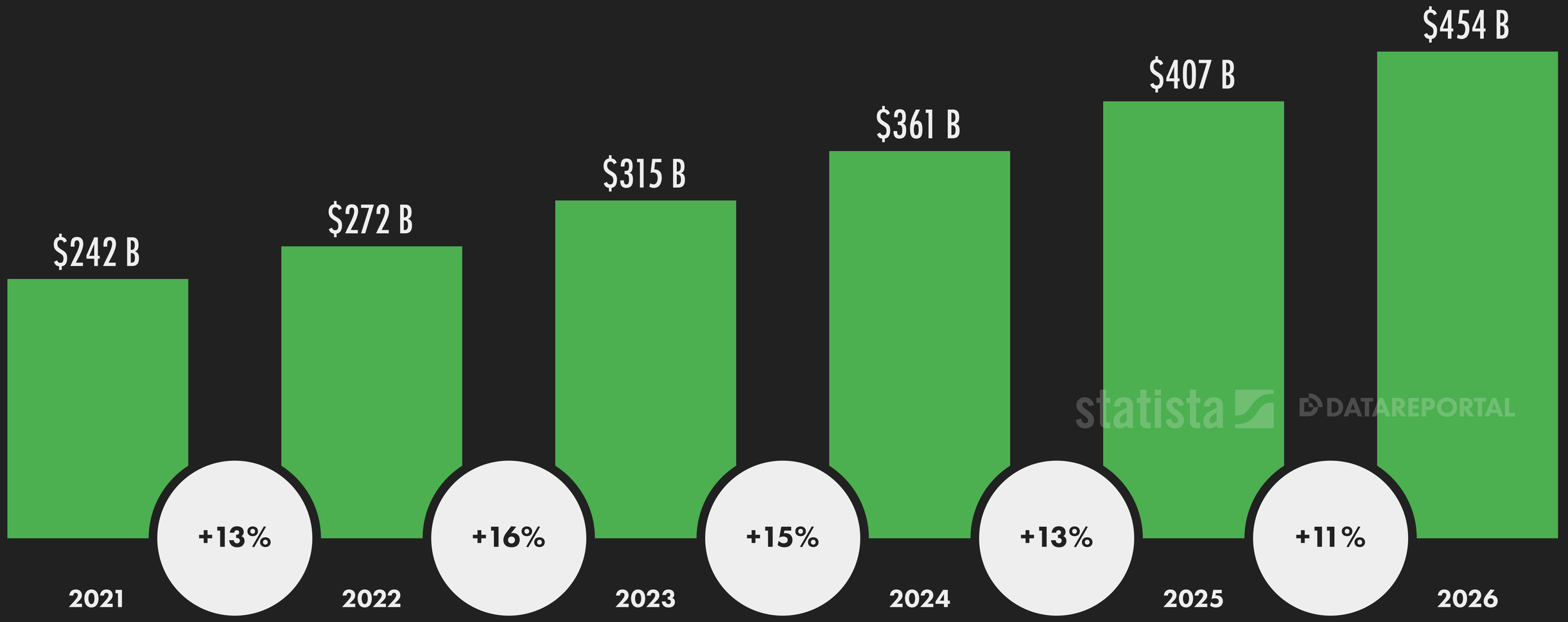
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IN-APP ADVERTISING REVENUE

ESTIMATED ANNUAL SPEND ON IN-APP ADVERTISING (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN UNITED STATES DOLLARS. 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.

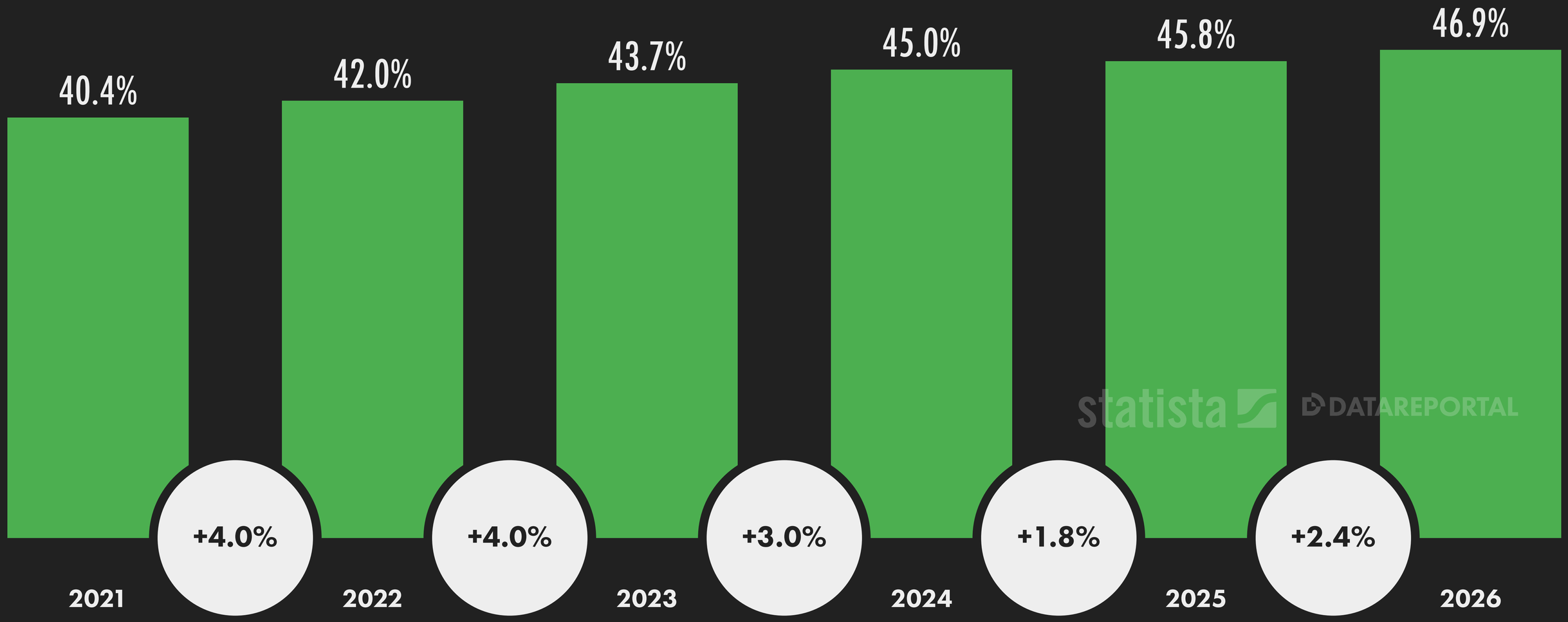
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SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

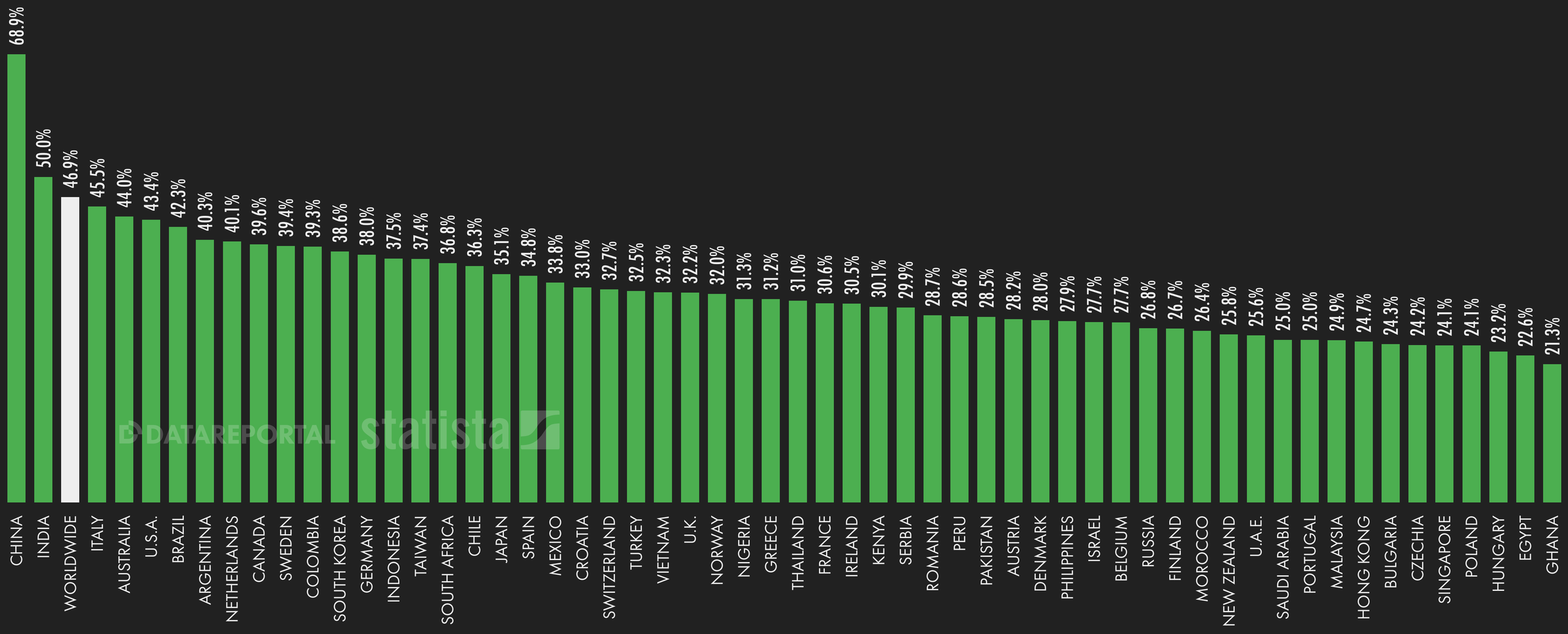
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OCT 2026

SHARE OF DIGITAL ADVERTISING: IN-APP

IN-APP ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

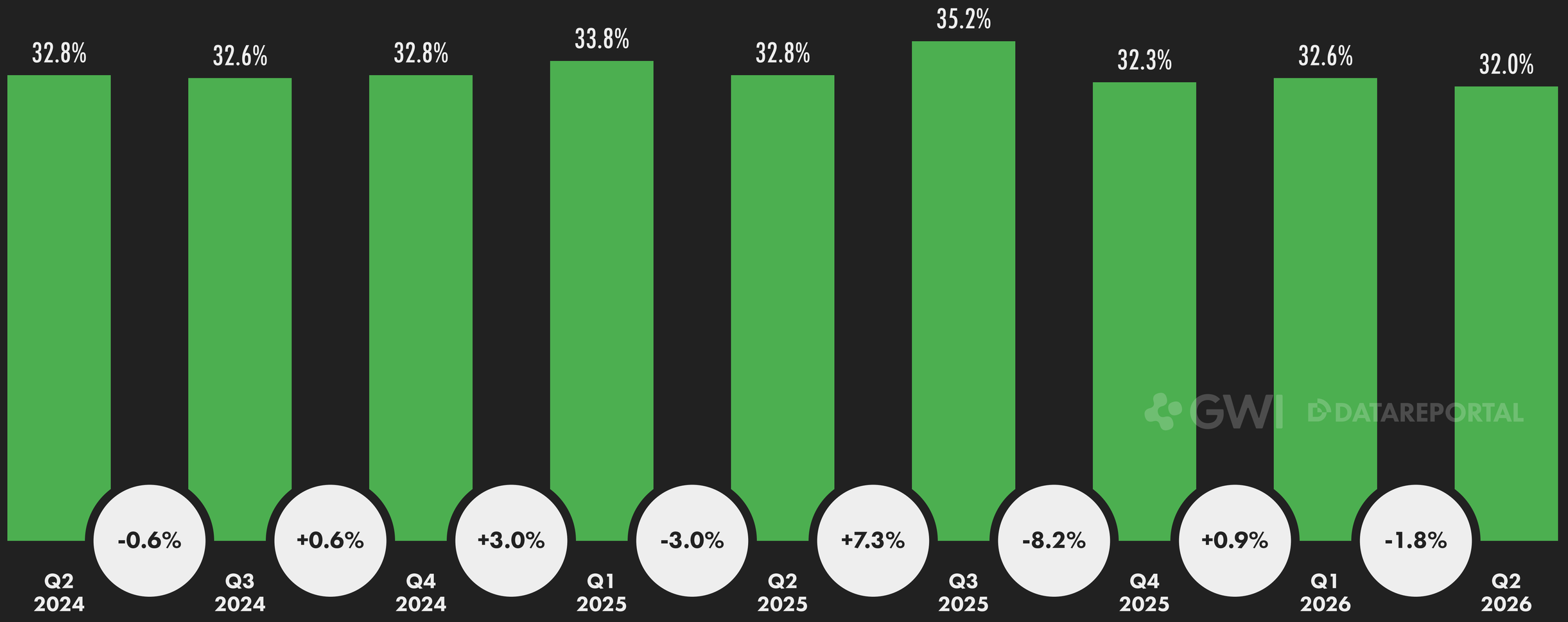
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OCT 2026

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

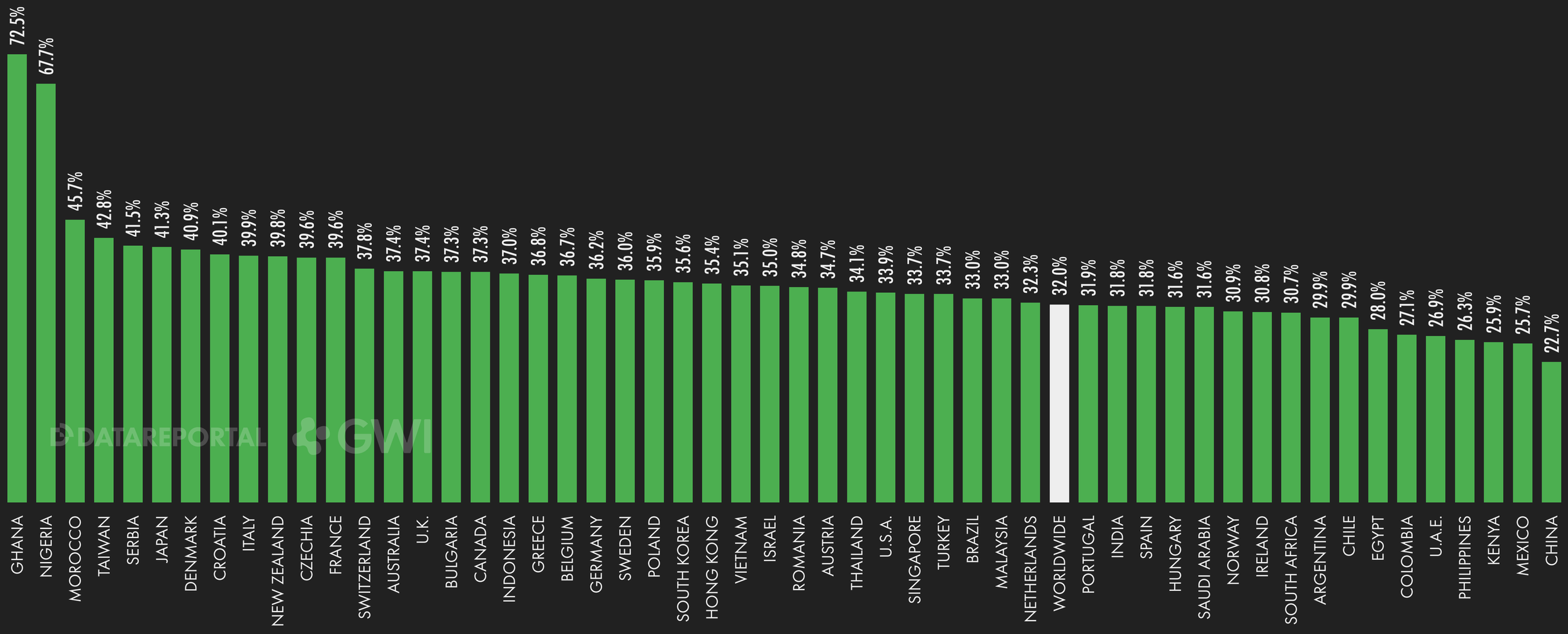
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BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

BRAND DISCOVERY: SEARCH ENGINES

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA SEARCH ENGINES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

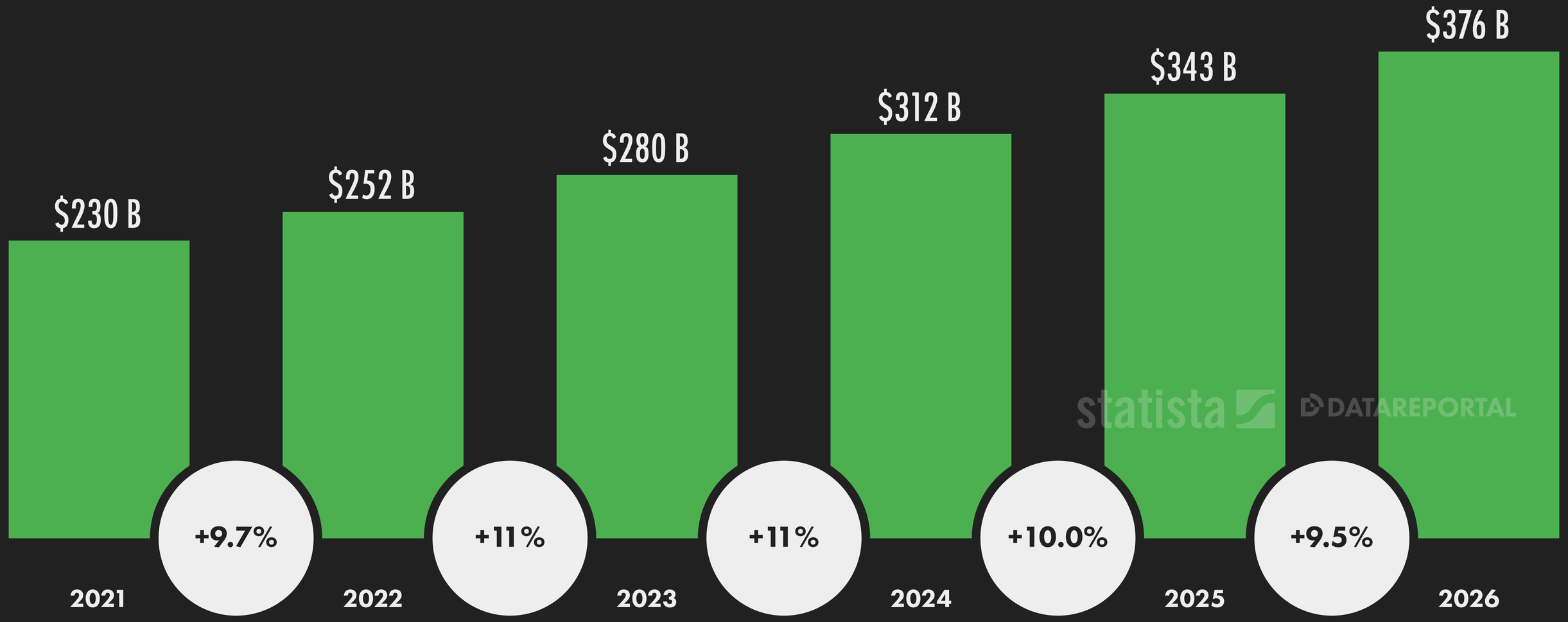
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SEARCH ADVERTISING SPEND

ESTIMATED ANNUAL WORLDWIDE SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

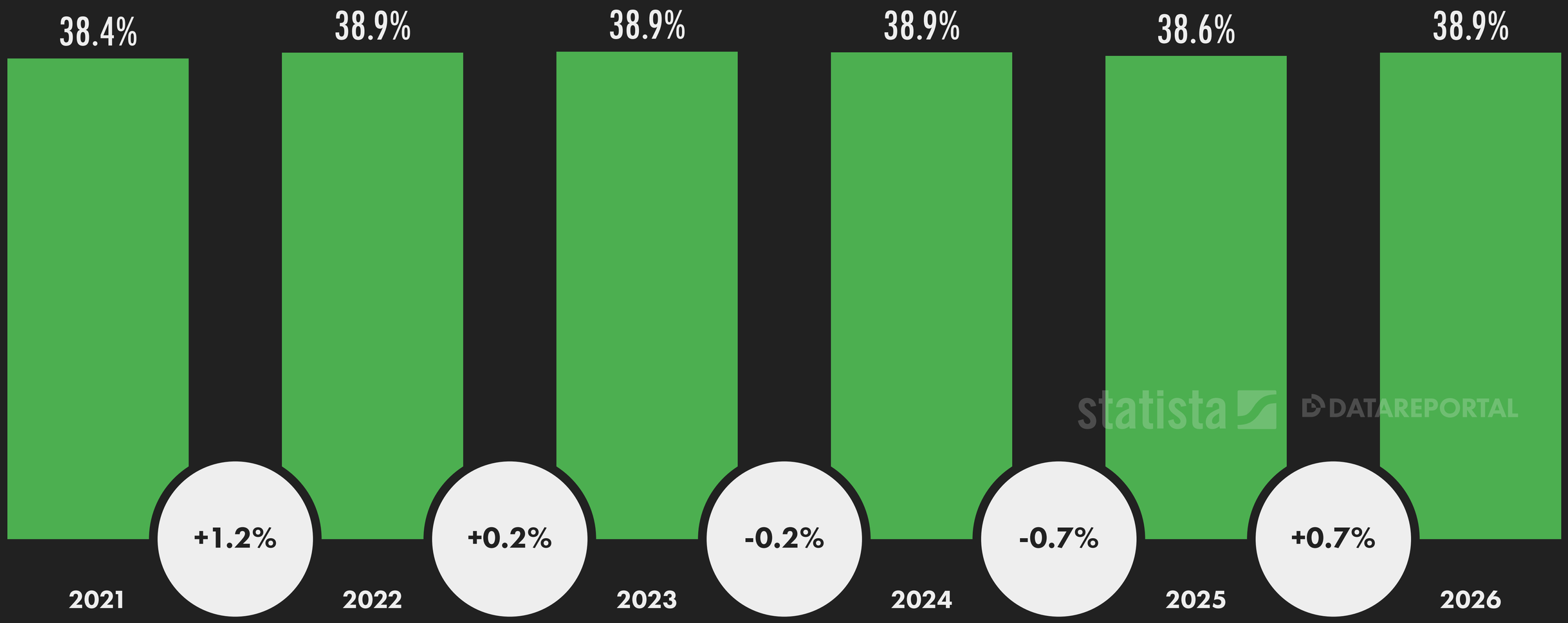
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OCT 2026

SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

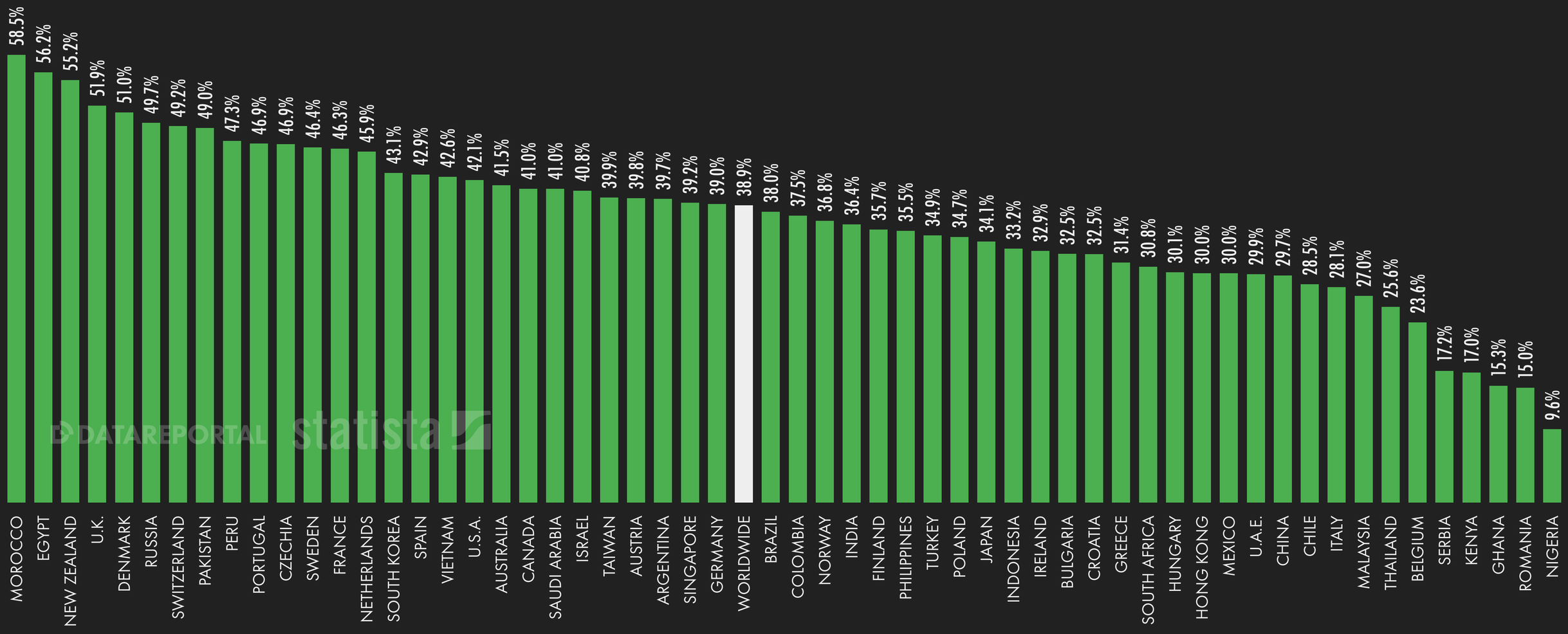
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OCT 2026

SHARE OF DIGITAL ADVERTISING: SEARCH

ONLINE SEARCH ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

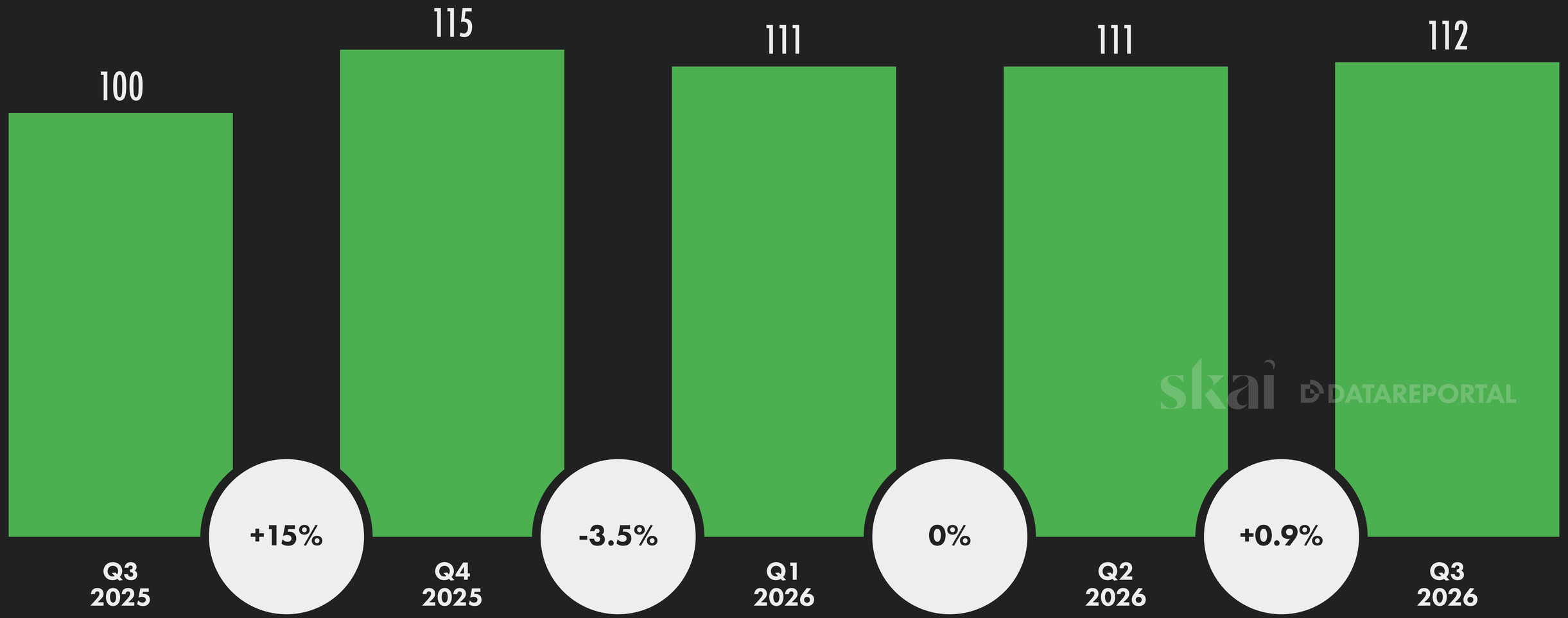
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OCT 2026

SEARCH ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID ONLINE SEARCH AD PLACEMENTS (REPORTED AS AN INDEX)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW TOTAL SEARCH AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTERLY CHANGE IN TOTAL SEARCH AD SPEND. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI REGULARLY RE-BASES ITS SAMPLE, SO VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS.

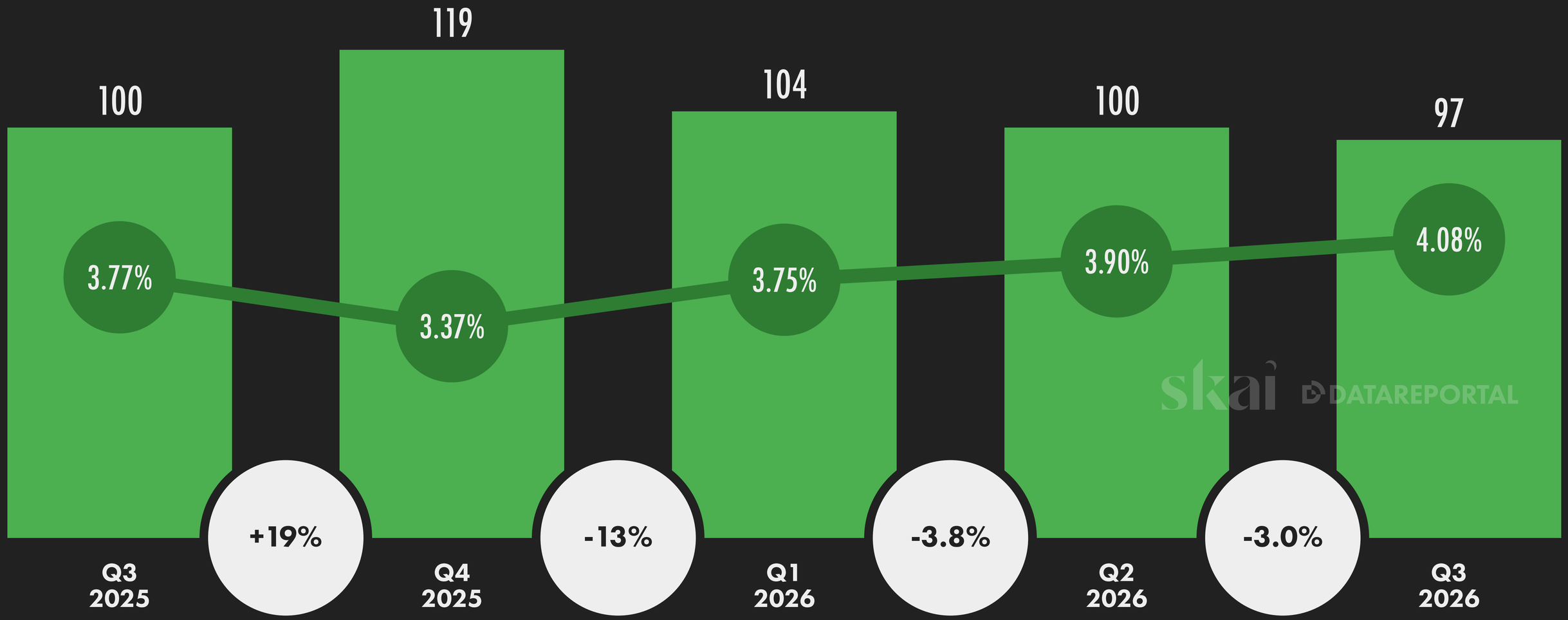
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OCT 2026

SEARCH ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID ONLINE SEARCH AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SEARCH AD CLICK-THROUGH RATE (CTR)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW TOTAL SEARCH AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SEARCH AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SEARCH ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SEARCH AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

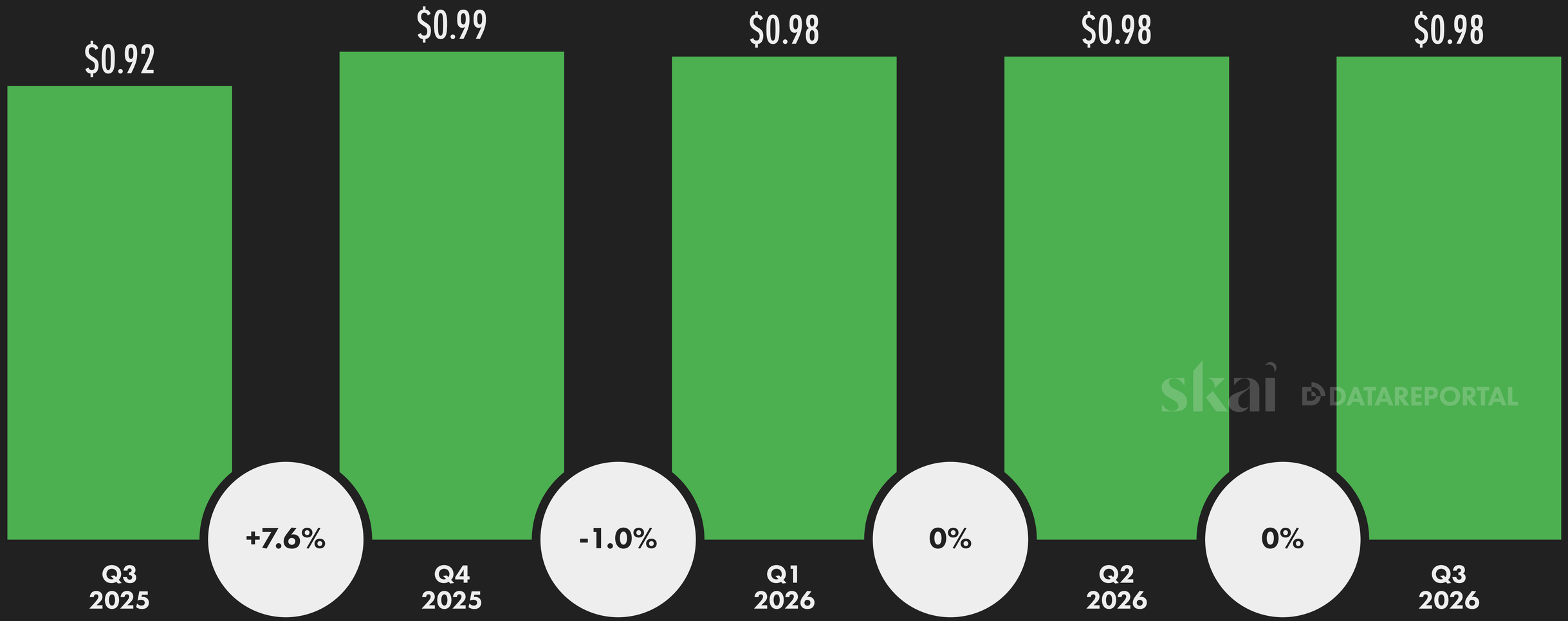
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SEARCH ADVERTISING: AVERAGE CPC

AVERAGE COST-PER-CLICK OF PAID ONLINE SEARCH ADS (U.S. DOLLARS)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW AVERAGE SEARCH AD COST-PER-CLICK. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SEARCH AD COST-PER-CLICK. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

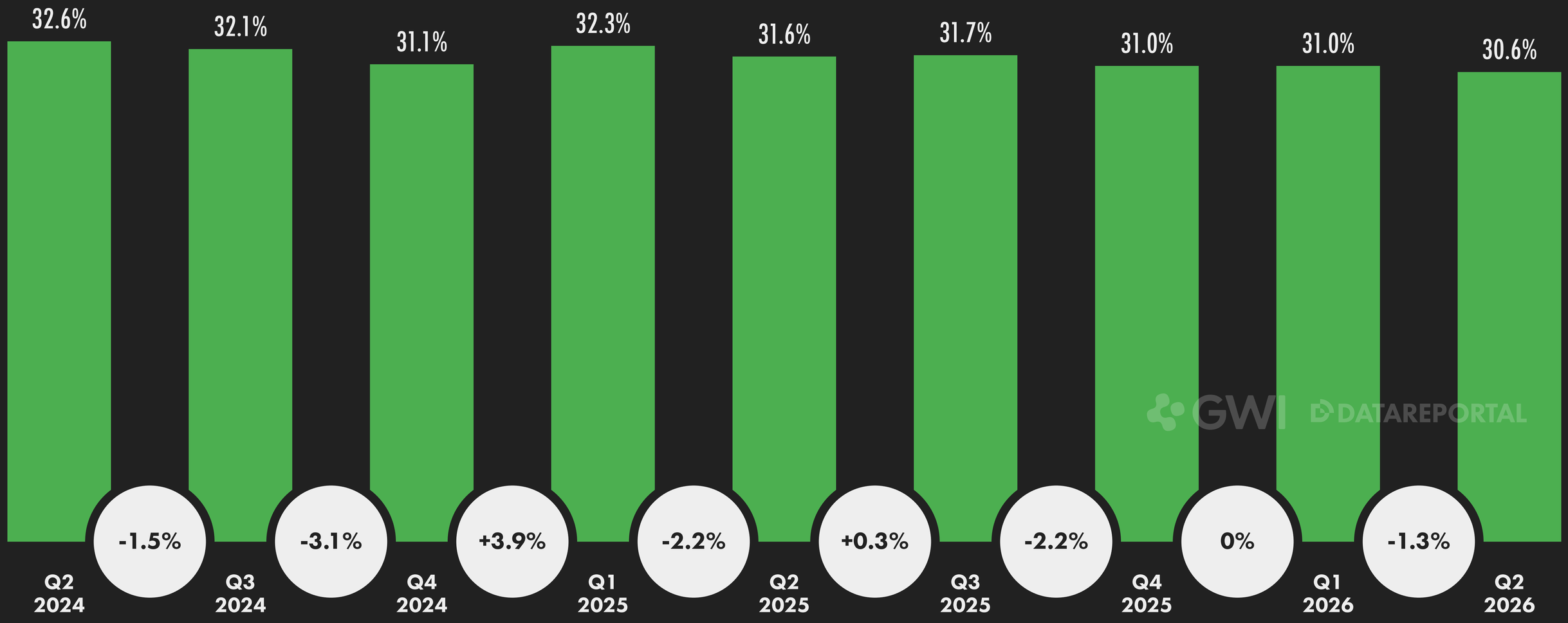
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OCT 2026

BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

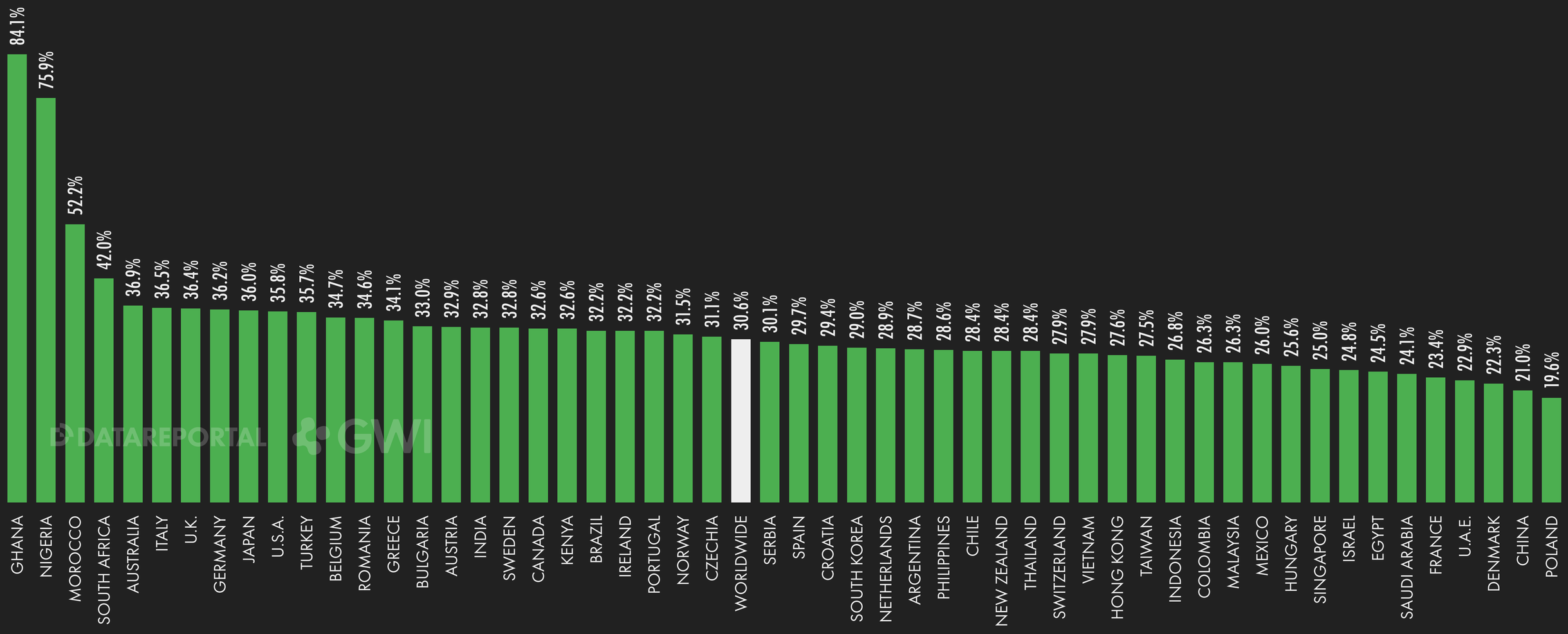
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OCT 2026

BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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OCT 2026

BRAND DISCOVERY: ADS ON TV

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON TV

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

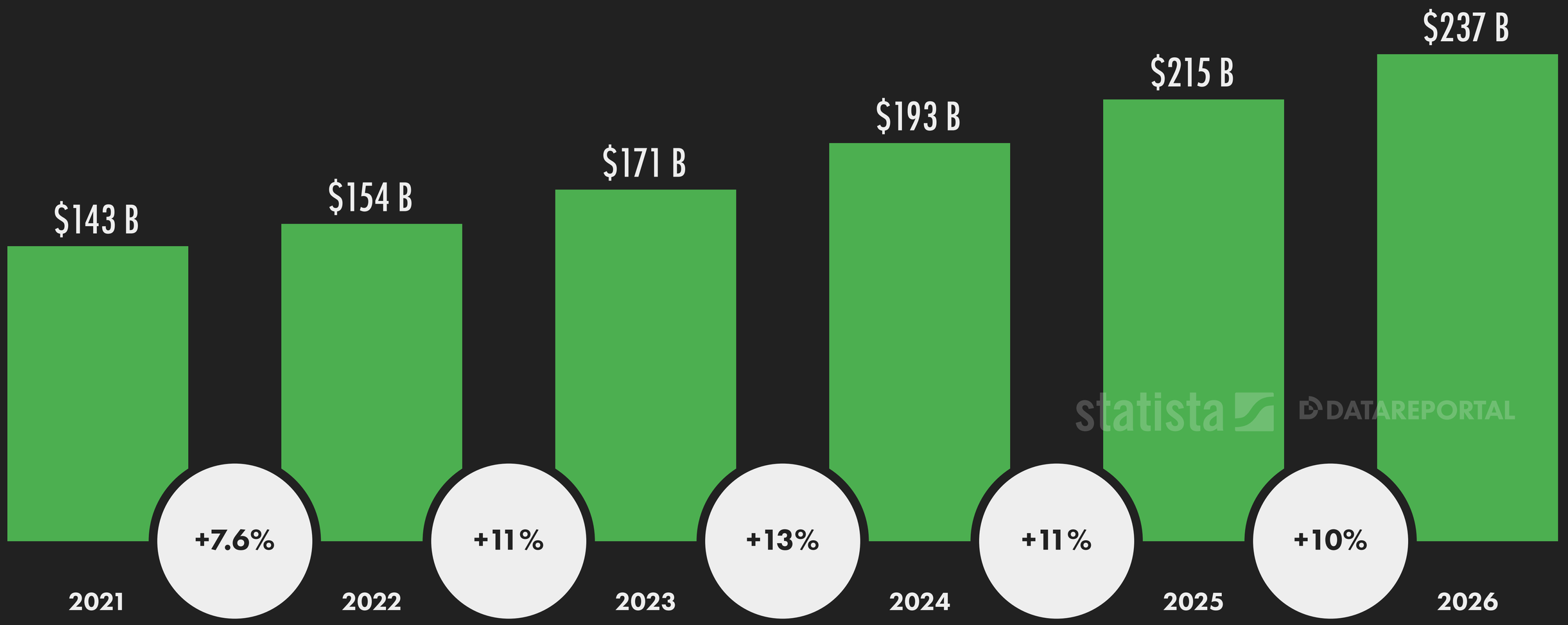
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AD SPEND: STREAMING TV AND OTT VIDEO

ESTIMATED ANNUAL WORLDWIDE SPEND ON ADVERTISING ON OTT VIDEO AND STREAMING TV PLATFORMS (IN U.S. DOLLARS)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "OTT VIDEO" REFERS TO VIDEO CONTENT DELIVERED VIA THE INTERNET. FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

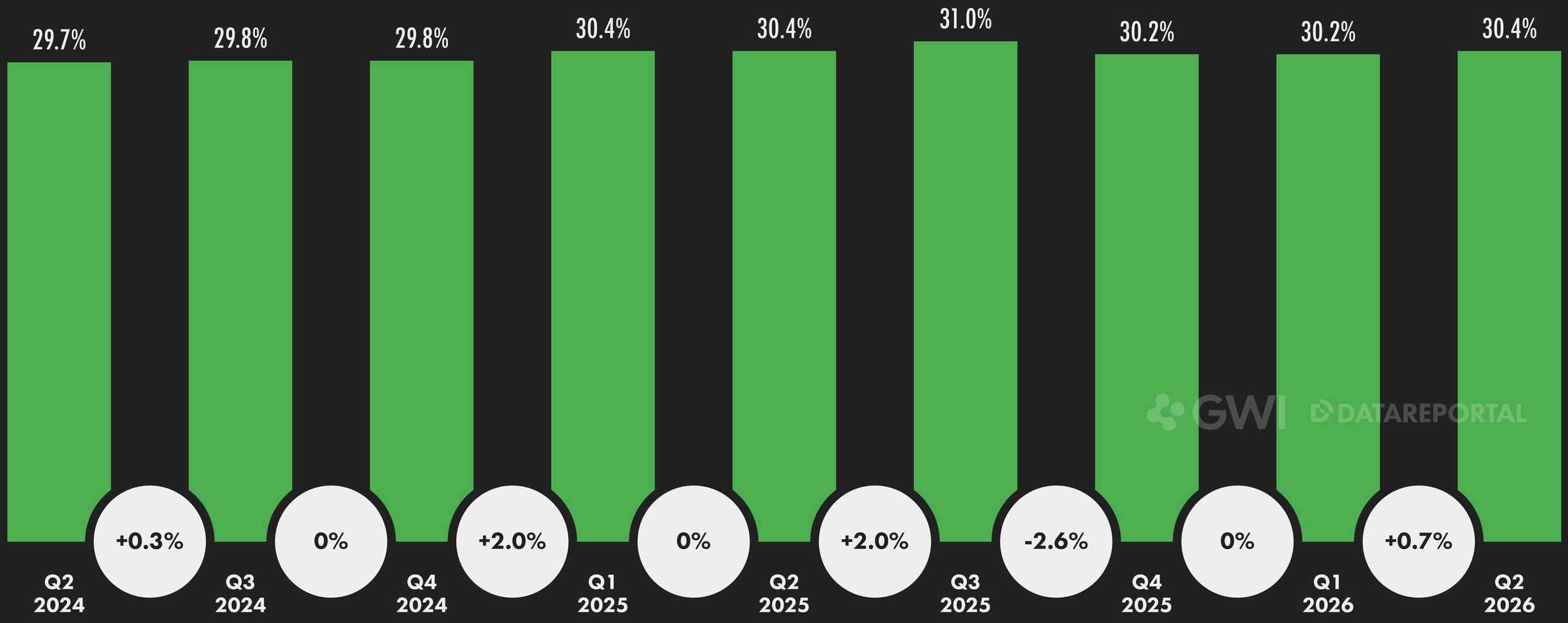
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OCT 2026

BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

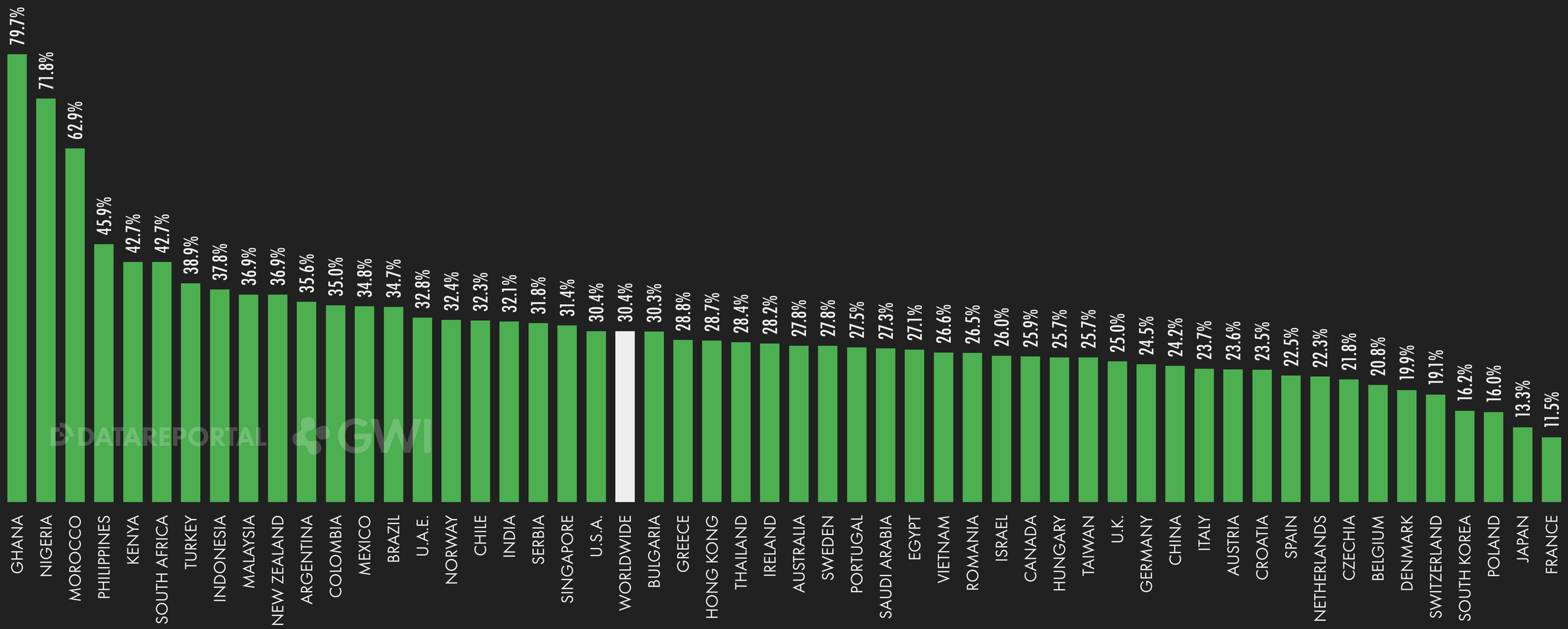
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OCT 2026

BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

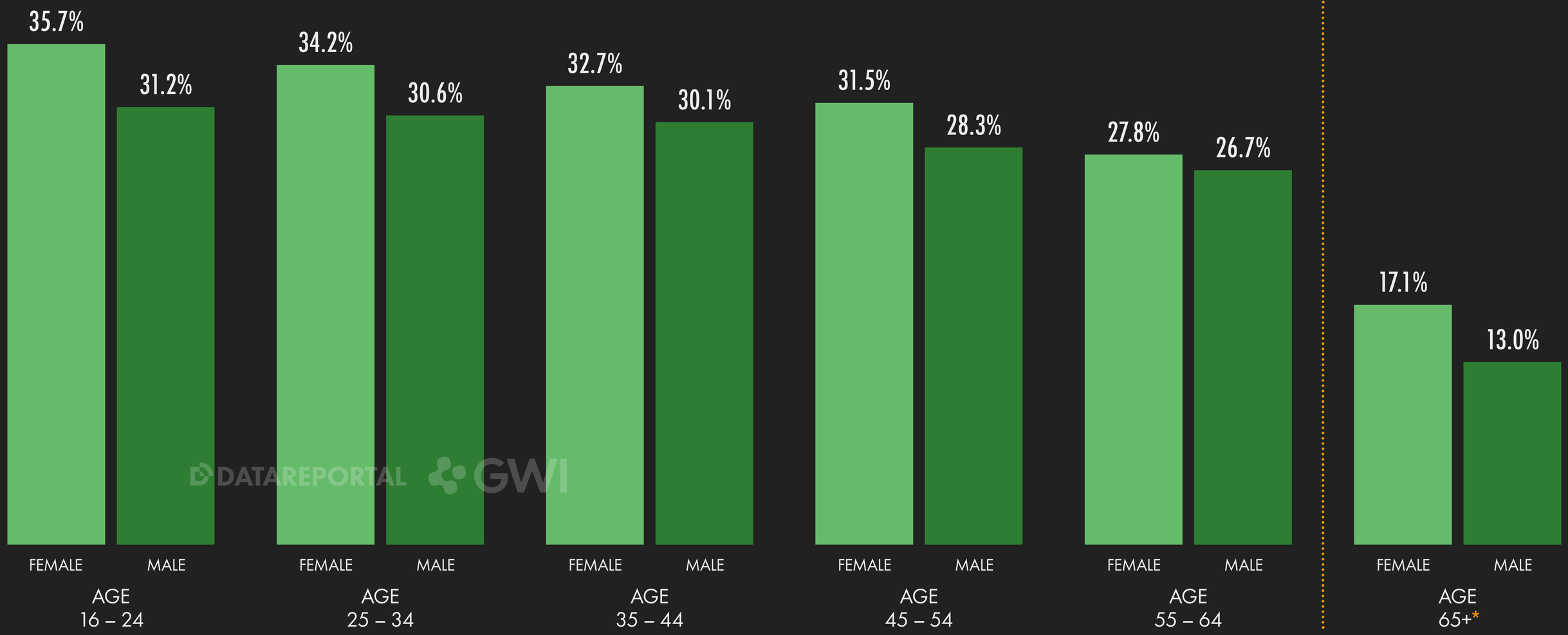
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OCT 2026

BRAND DISCOVERY: ADS ON SOCIAL MEDIA

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ADS ON SOCIAL MEDIA

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

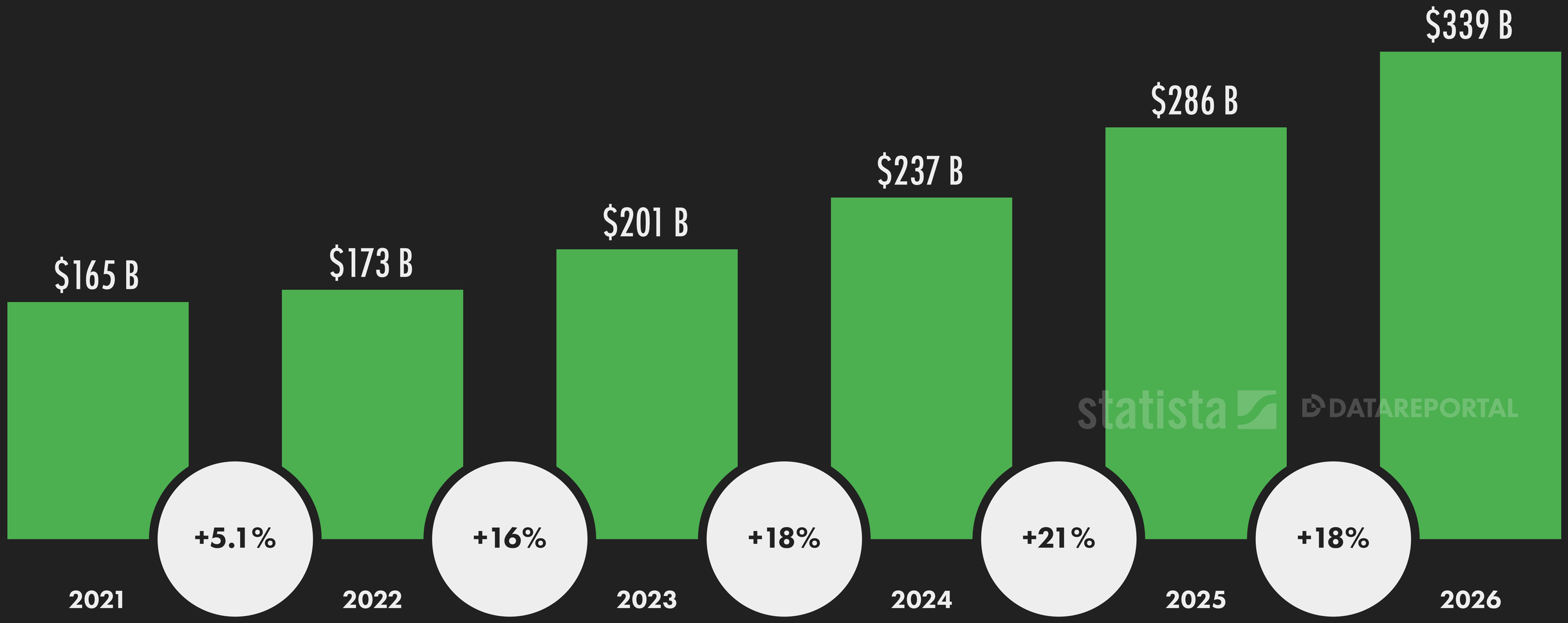
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SOCIAL MEDIA ADVERTISING SPEND

ESTIMATED ANNUAL WORLDWIDE SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

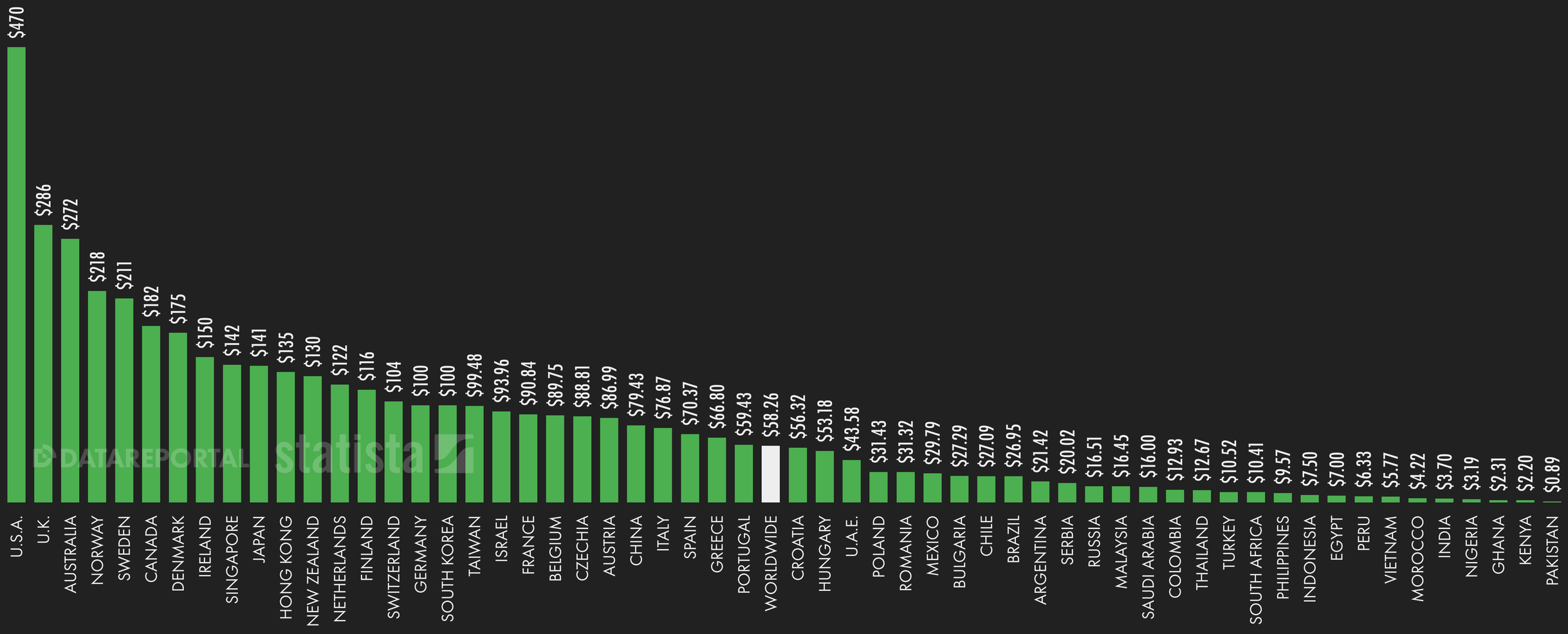
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SOCIAL MEDIA AD SPEND PER ACTIVE USER

ESTIMATED TOTAL SOCIAL MEDIA ADVERTISING REVENUE (IN U.S. DOLLARS) DIVIDED BY THE TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USER IDENTITIES

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026, COMPARED WITH THE LATEST VALUES FOR ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH GEOGRAPHY. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

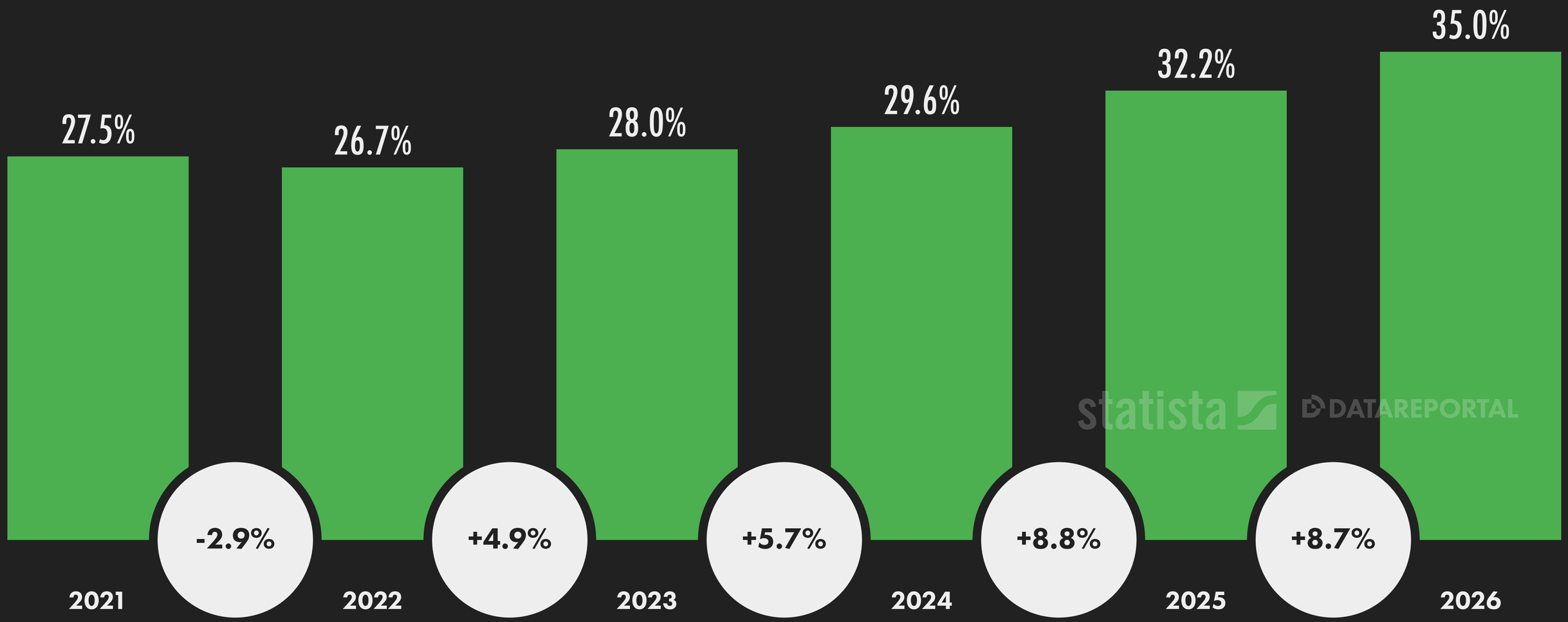
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SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



844

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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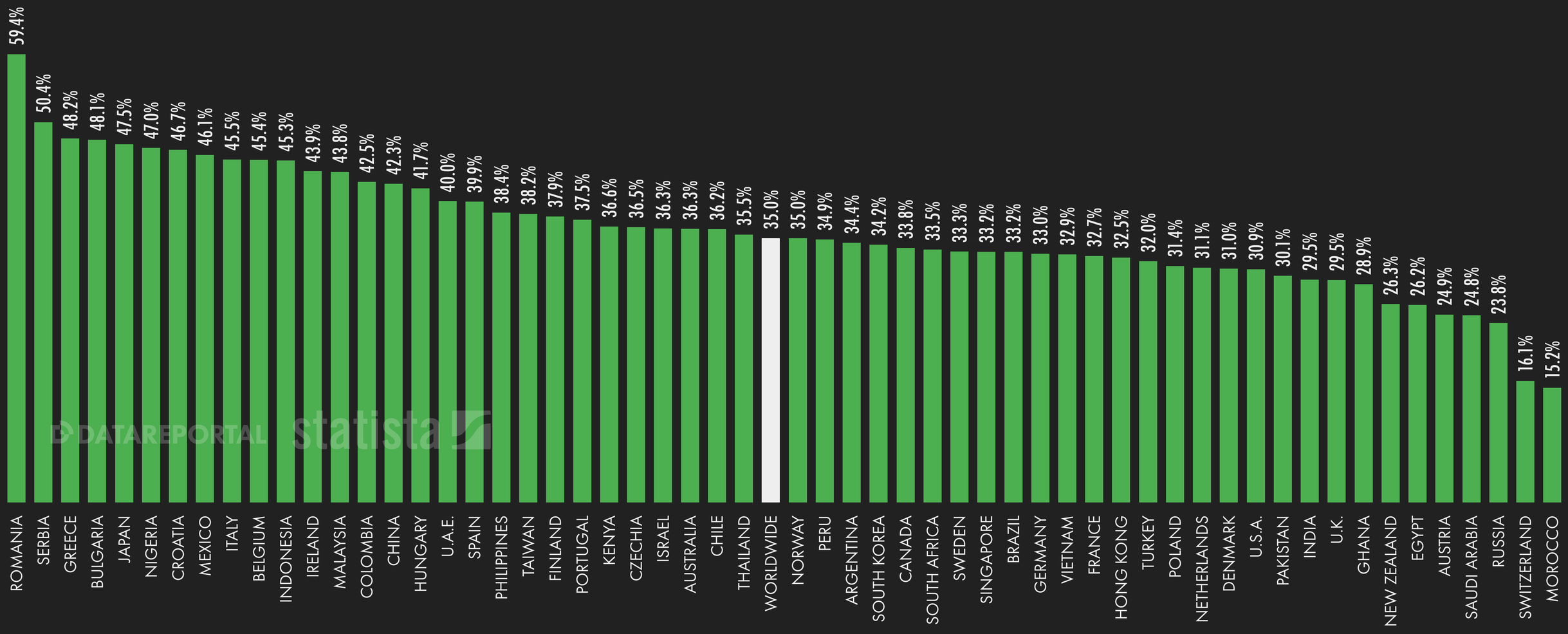
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SHARE OF DIGITAL ADVERTISING: SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

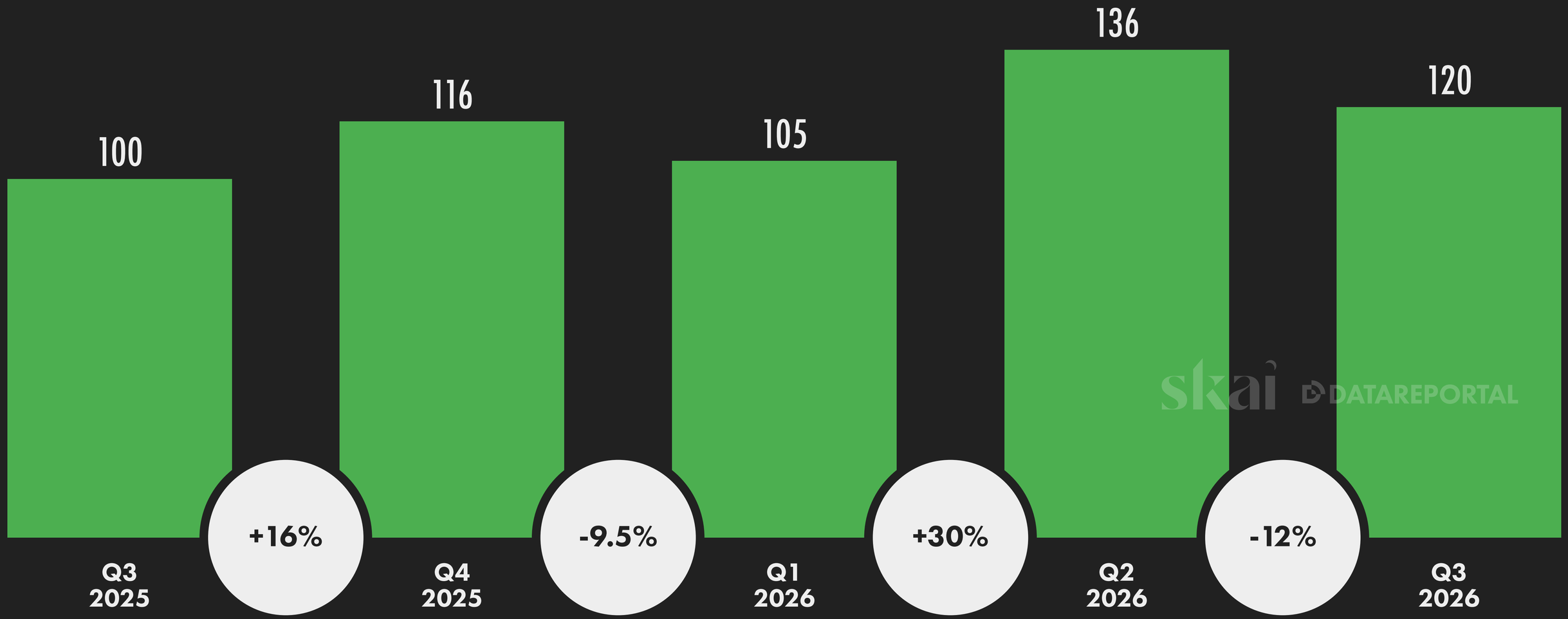
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SOCIAL MEDIA ADVERTISING: TOTAL SPEND

TOTAL AMOUNT SPENT ON PAID SOCIAL MEDIA AD PLACEMENTS (REPORTED AS AN INDEX)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW TOTAL SOCIAL MEDIA AD SPEND IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD SPEND IN THE LEFTMOST QUARTER. VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTERLY CHANGE. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI REGULARLY RE-BASES ITS SAMPLE, SO VALUES MAY NOT CORRELATE WITH PREVIOUS REPORTS.

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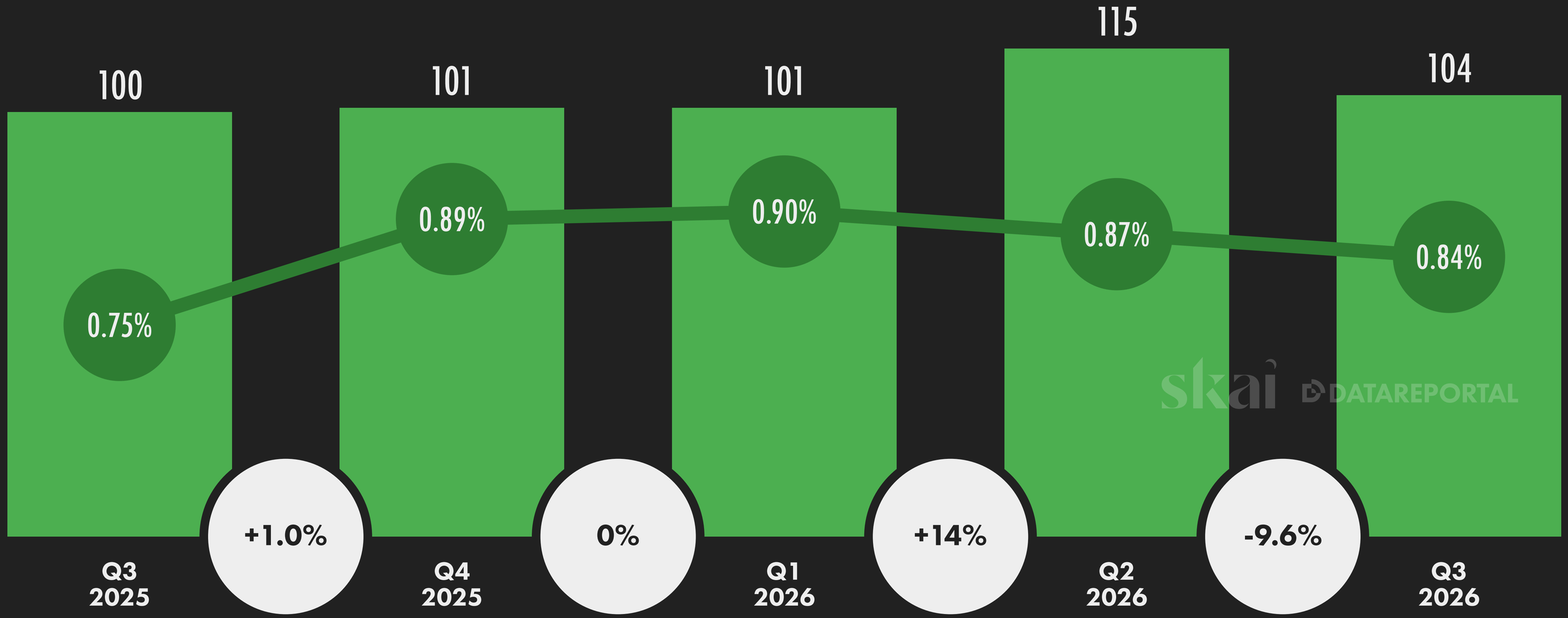
OCT 2026

SOCIAL MEDIA ADVERTISING: IMPRESSIONS & CTR

TOTAL PAID SOCIAL MEDIA AD IMPRESSIONS (REPORTED AS AN INDEX), AND AVERAGE SOCIAL MEDIA AD CLICK-THROUGH RATE (CTR)



GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW TOTAL SOCIAL MEDIA AD IMPRESSIONS IN EACH QUARTER AS AN INDEX OF TOTAL SOCIAL MEDIA AD IMPRESSIONS IN THE LEFTMOST QUARTER. VALUES IN GREEN CIRCLES SHOW CLICK-THROUGH RATE ON SOCIAL MEDIA ADS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN TOTAL SOCIAL MEDIA AD IMPRESSIONS. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

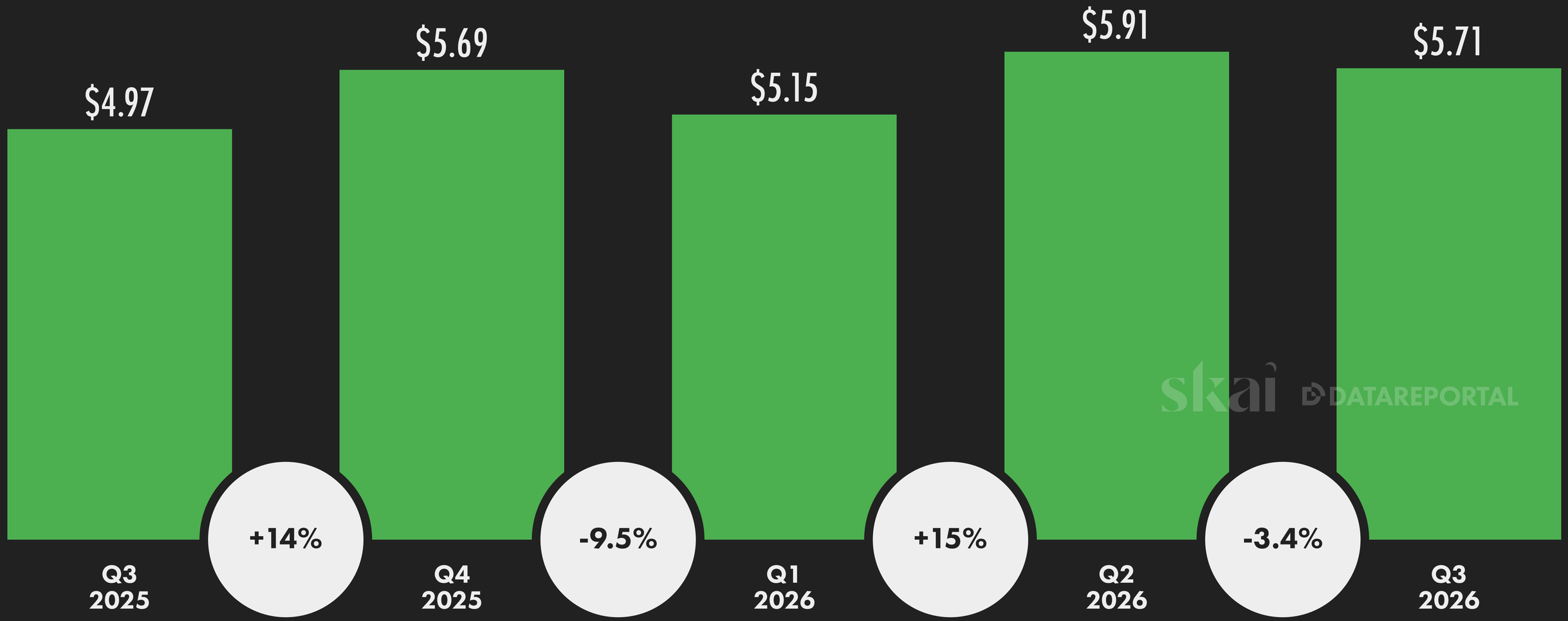
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SOCIAL MEDIA ADVERTISING: AVERAGE CPM

AVERAGE COST PER 1,000 PAID SOCIAL MEDIA AD IMPRESSIONS (U.S. DOLLARS)

GLOBAL OVERVIEW



skai DATAREPORTAL

SOURCE: SKAI. **NOTES:** VALUES USE PRELIMINARY SOURCE DATA, WHICH MAY BE SUBJECT TO MINOR ADJUSTMENTS AFTER PUBLICATION. GREEN BARS SHOW THE AVERAGE COST OF 1,000 SOCIAL MEDIA AD IMPRESSIONS (CPM). VALUES HAVE BEEN TRANSLATED TO A COMMON CURRENCY BEFORE AGGREGATION, AND DO NOT USE EX-FX OR "CONSTANT CURRENCY" ADJUSTMENTS. VALUES IN WHITE CIRCLES SHOW QUARTER-ON-QUARTER CHANGE IN AVERAGE SOCIAL MEDIA AD CPM. FINDINGS EXTRAPOLATED FROM A SAMPLE OF OVER 1 TRILLION AD IMPRESSIONS, 8 BILLION AD CLICKS, AND US$8.7 BILLION IN AD SPEND ACROSS MULTIPLE COUNTRIES AND INDUSTRIES. **COMPARABILITY:** SKAI RE-BASES ITS SAMPLE EACH QUARTER, SO VALUES MAY NOT CORRELATE WITH VALUES IN PREVIOUS REPORTS.

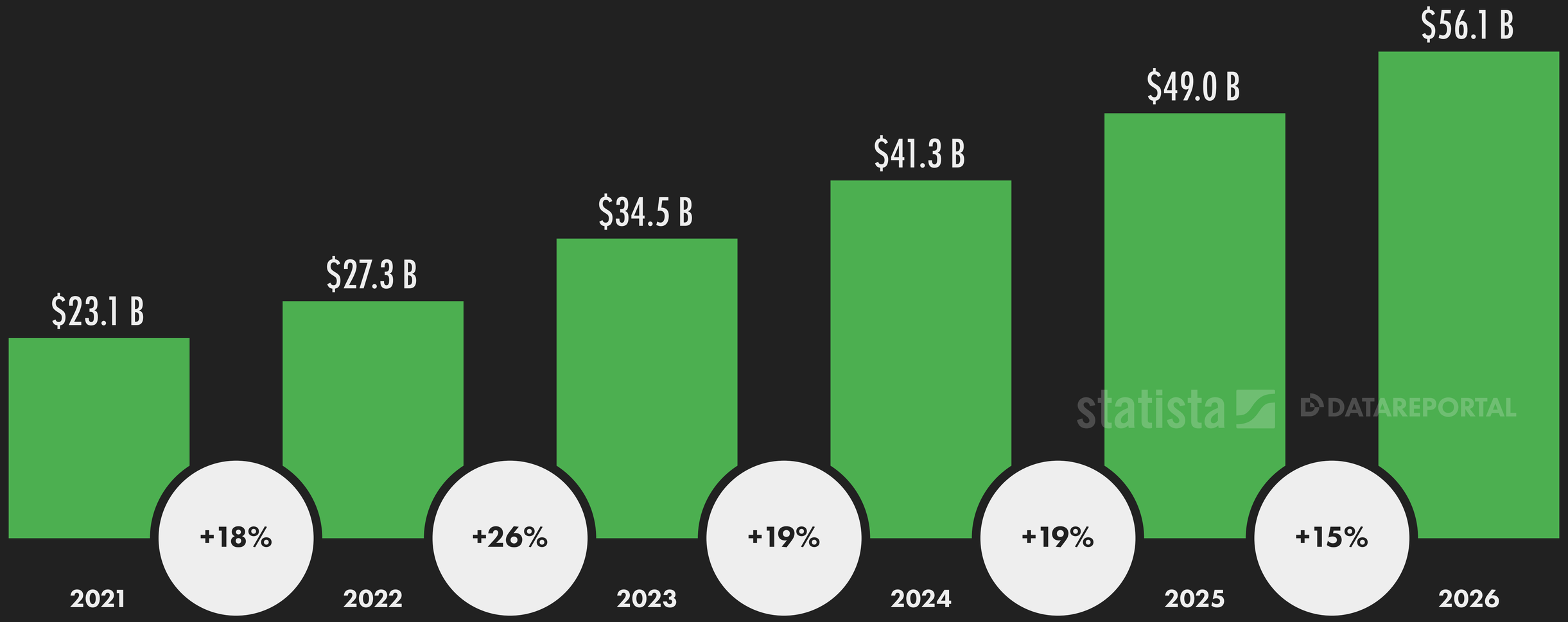
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INFLUENCER ADVERTISING SPEND

ESTIMATED ANNUAL WORLDWIDE SPEND ON INFLUENCER ADVERTISING (IN U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR WORLDWIDE SPEND, IN UNITED STATES DOLLARS. WHERE LETTERS APPEAR NEXT TO FIGURES, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. 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. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

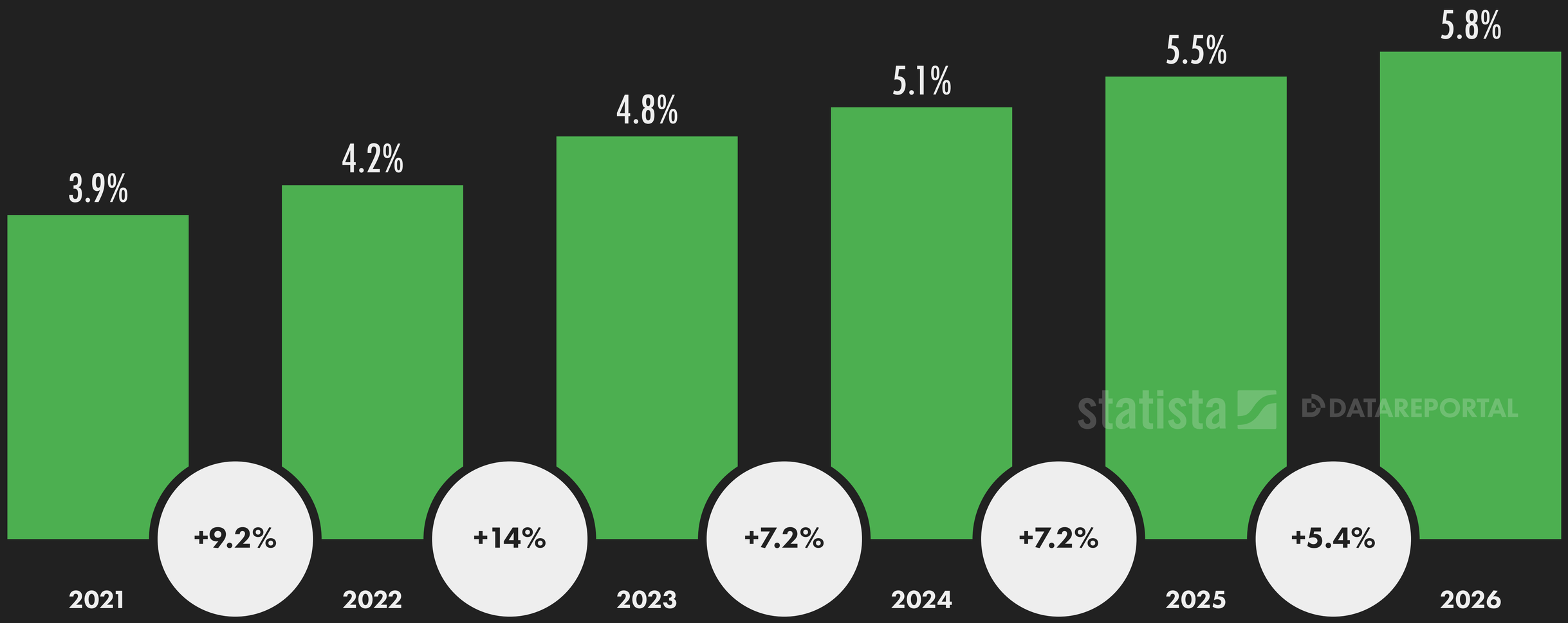
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SHARE OF DIGITAL ADVERTISING: INFLUENCERS

INFLUENCER ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



statista
DATAREPORTAL

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). FIGURES BASED ON 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. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

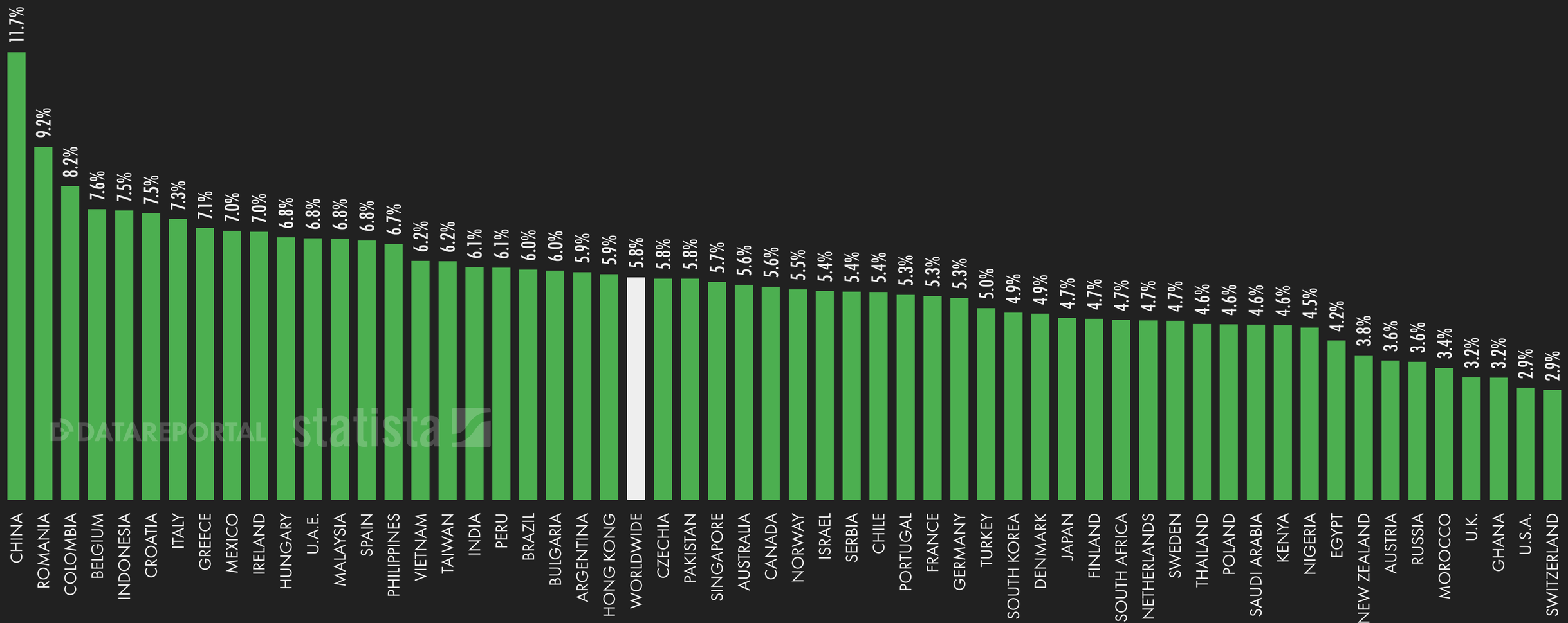
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SHARE OF DIGITAL ADVERTISING: INFLUENCERS

INFLUENCER ADVERTISING REVENUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. FIGURES BASED ON 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. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

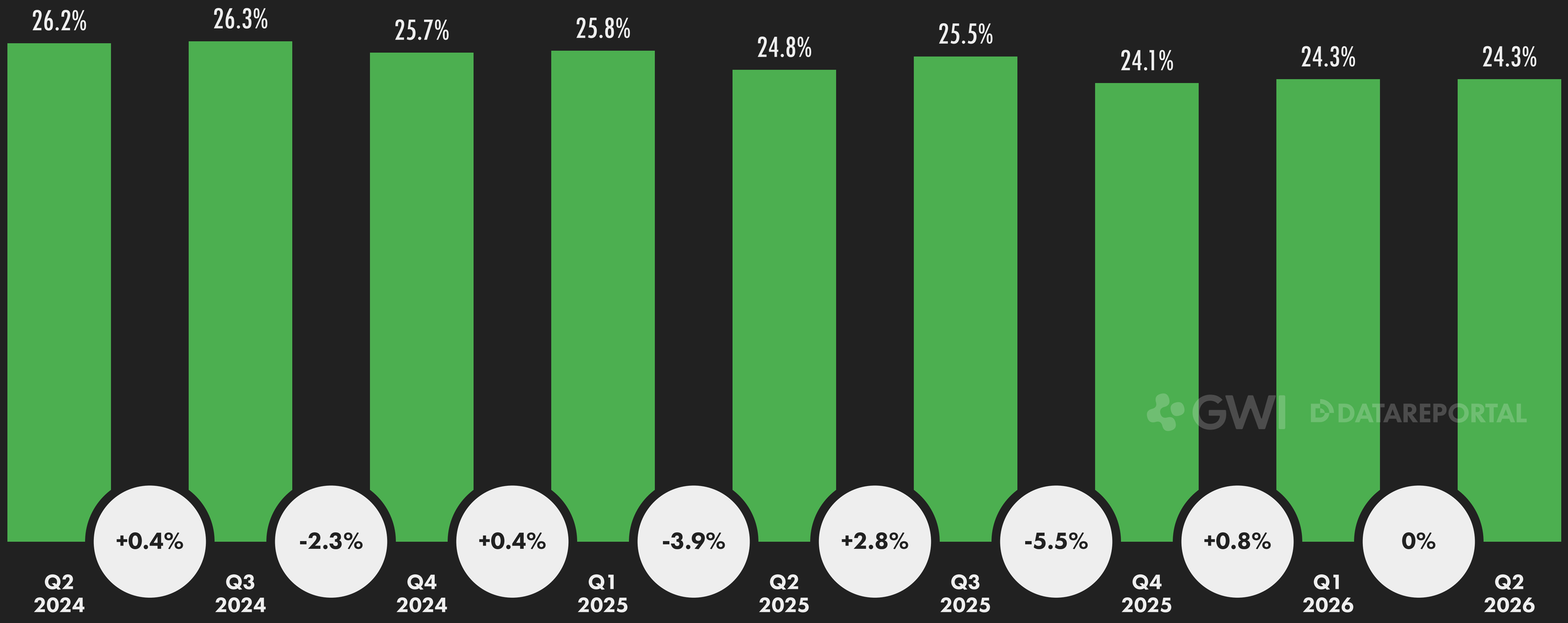
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OCT 2026

BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

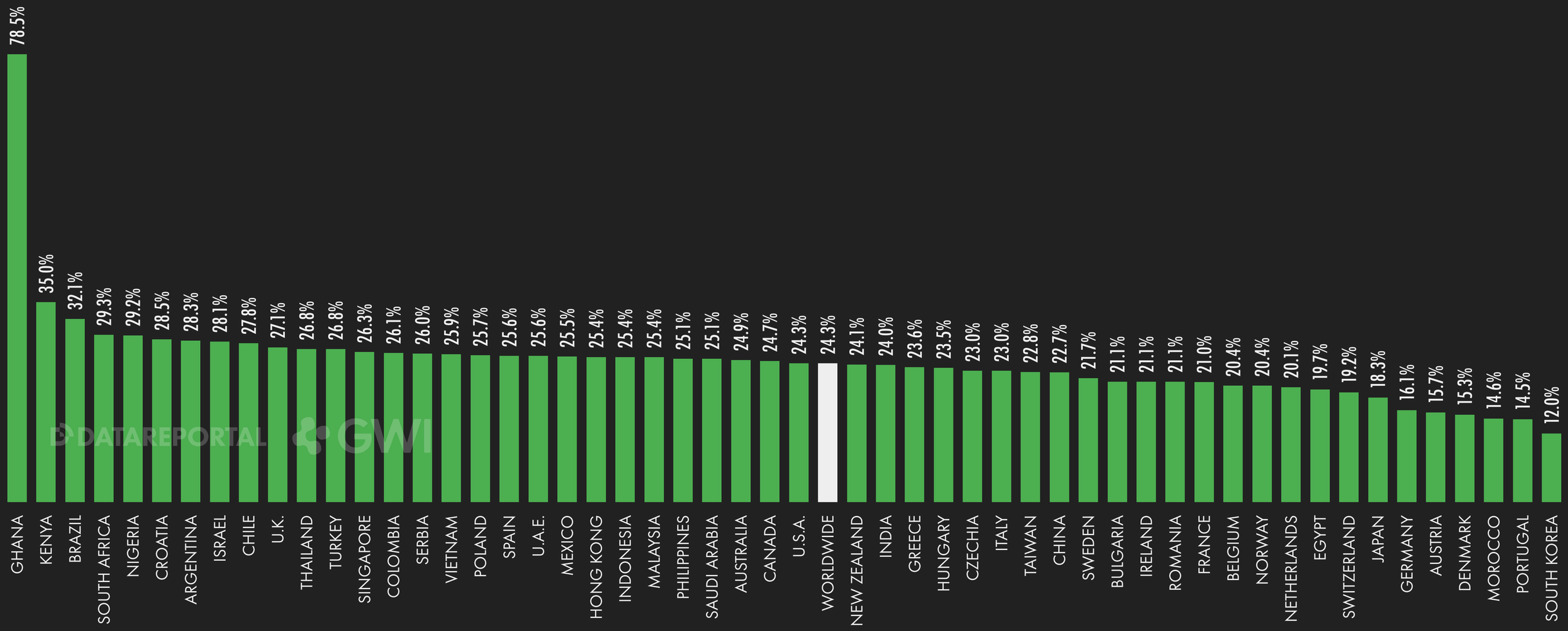
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OCT 2026

BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

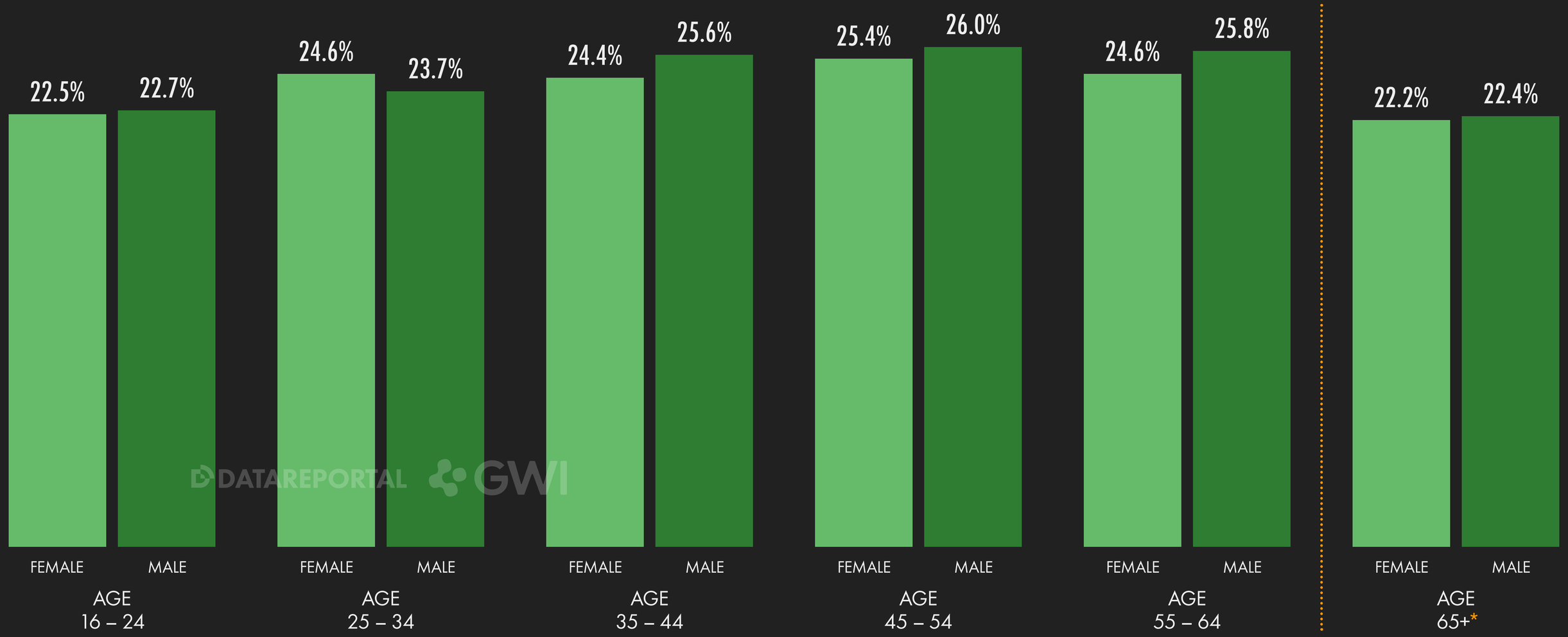
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BRAND DISCOVERY: BRAND WEBSITES

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA BRAND AND PRODUCT WEBSITES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

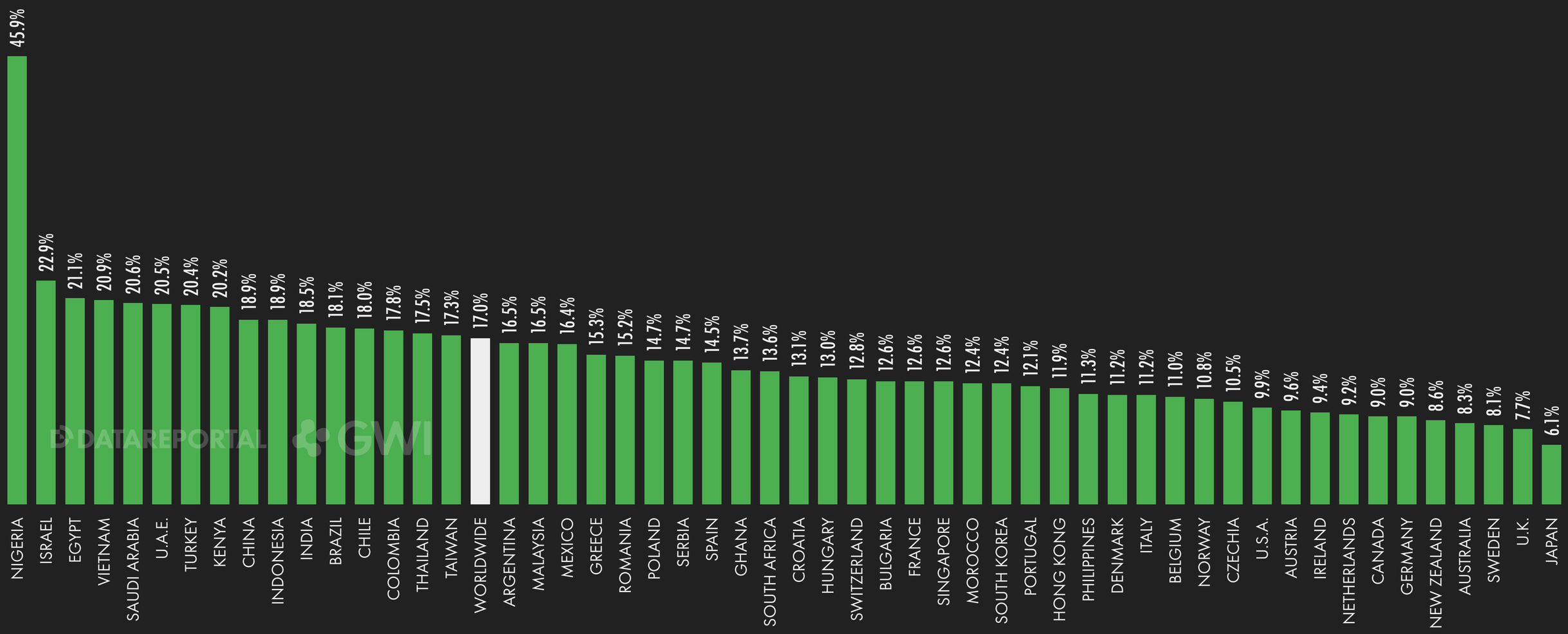
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OCT 2026

BRAND DISCOVERY: ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA AI TOOLS LIKE CHATGPT AND PERPLEXITY

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

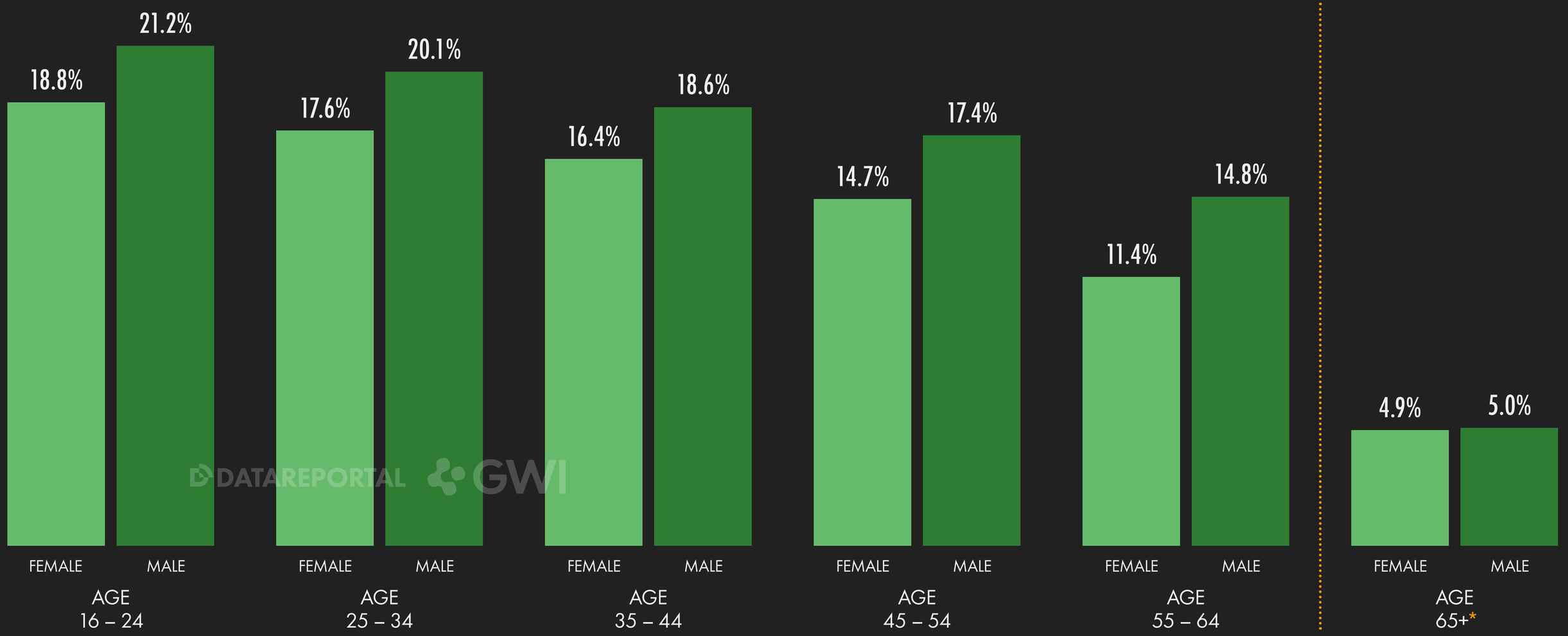
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OCT 2026

BRAND DISCOVERY: ARTIFICIAL INTELLIGENCE (AI)

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA AI TOOLS LIKE CHATGPT AND PERPLEXITY

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

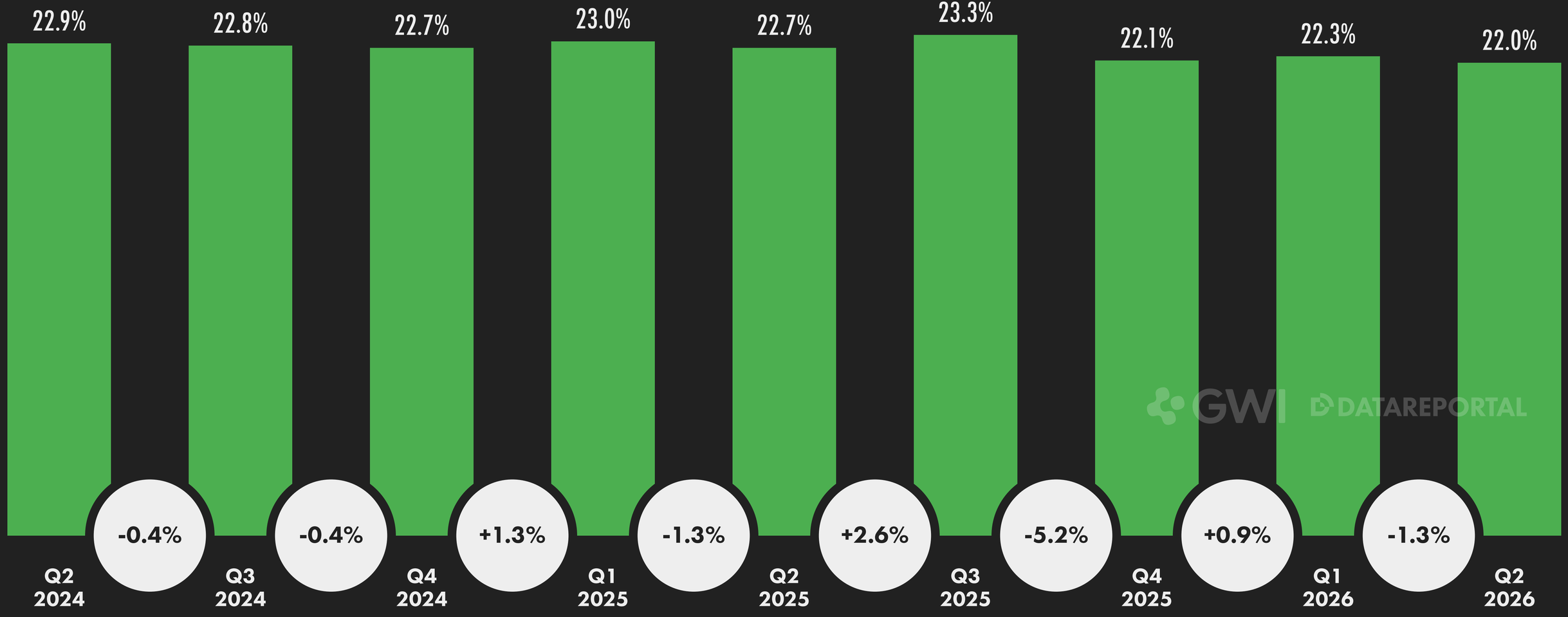
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OCT 2026

BRAND DISCOVERY: ONLINE RETAIL WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ONLINE RETAIL (ECOMMERCE) WEBSITES

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

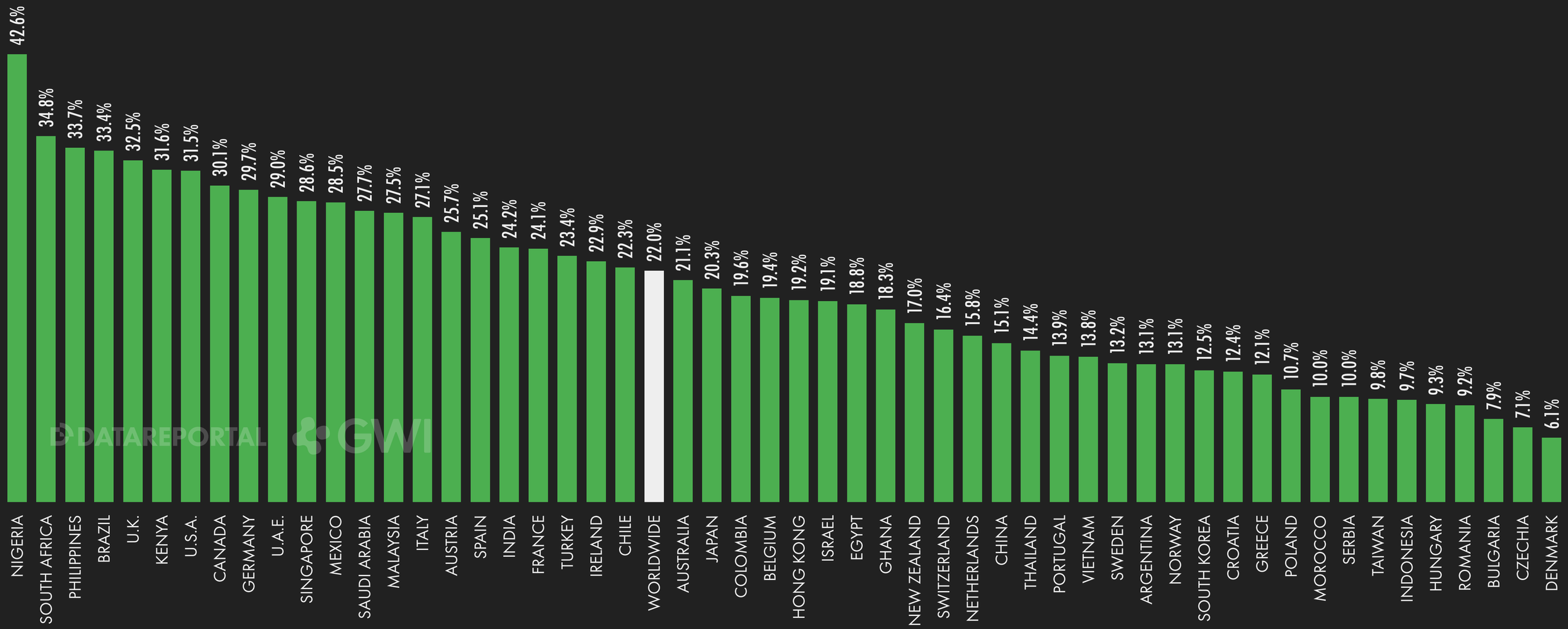
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BRAND DISCOVERY: ONLINE RETAIL WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ONLINE RETAIL (ECOMMERCE) WEBSITES

GLOBAL OVERVIEW



SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

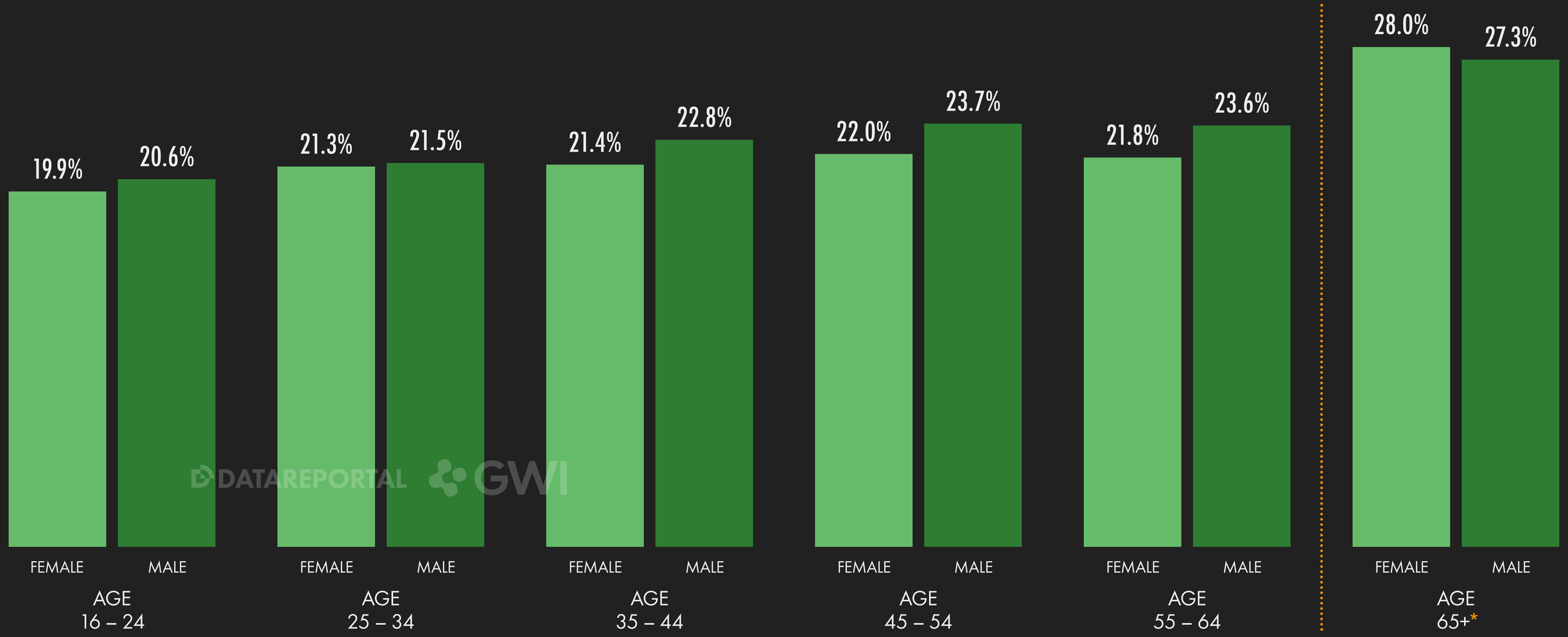
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BRAND DISCOVERY: ONLINE RETAIL WEBSITES

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA ONLINE RETAIL (ECOMMERCE) WEBSITES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

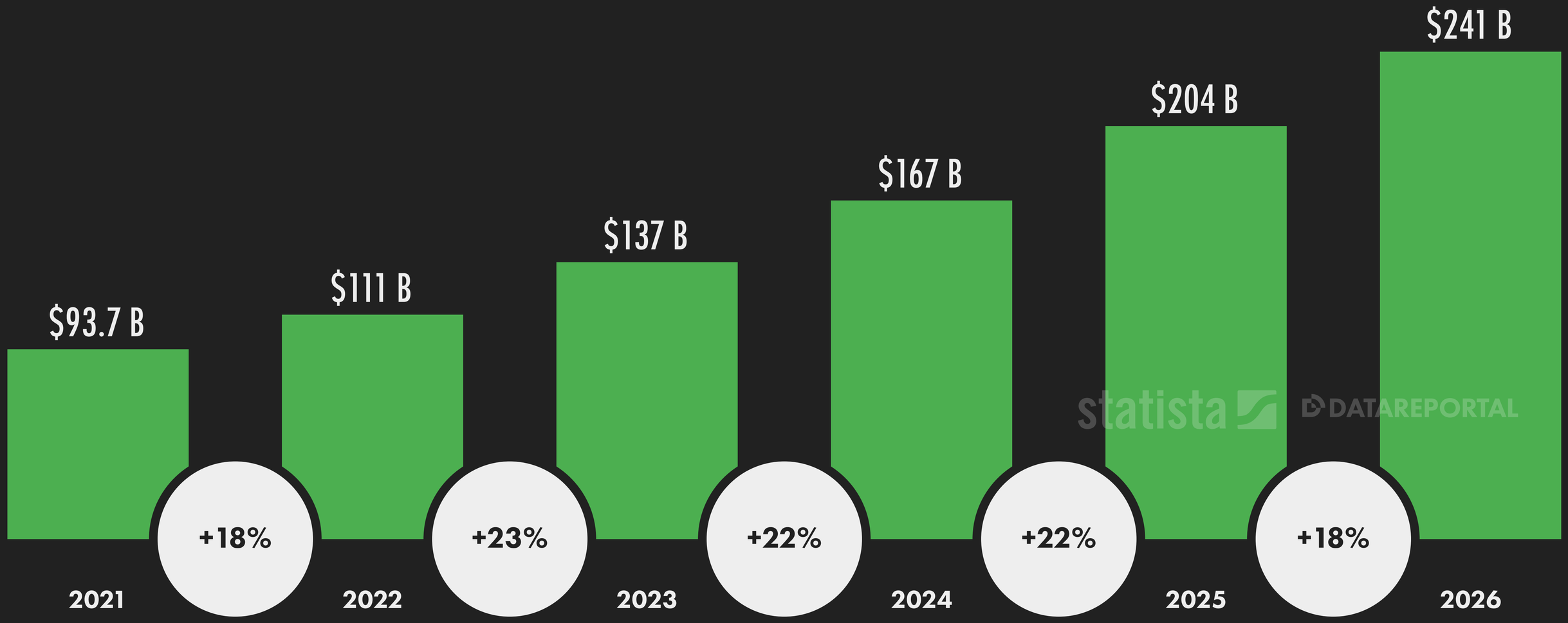
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OCT 2026

ONLINE RETAIL PLATFORM ADVERTISING REVENUE

ESTIMATED ANNUAL SPEND ON ADVERTISING ON ONLINE RETAIL PLATFORMS (U.S. DOLLARS)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS OF FULL-YEAR SPEND IN UNITED STATES DOLLARS. 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.

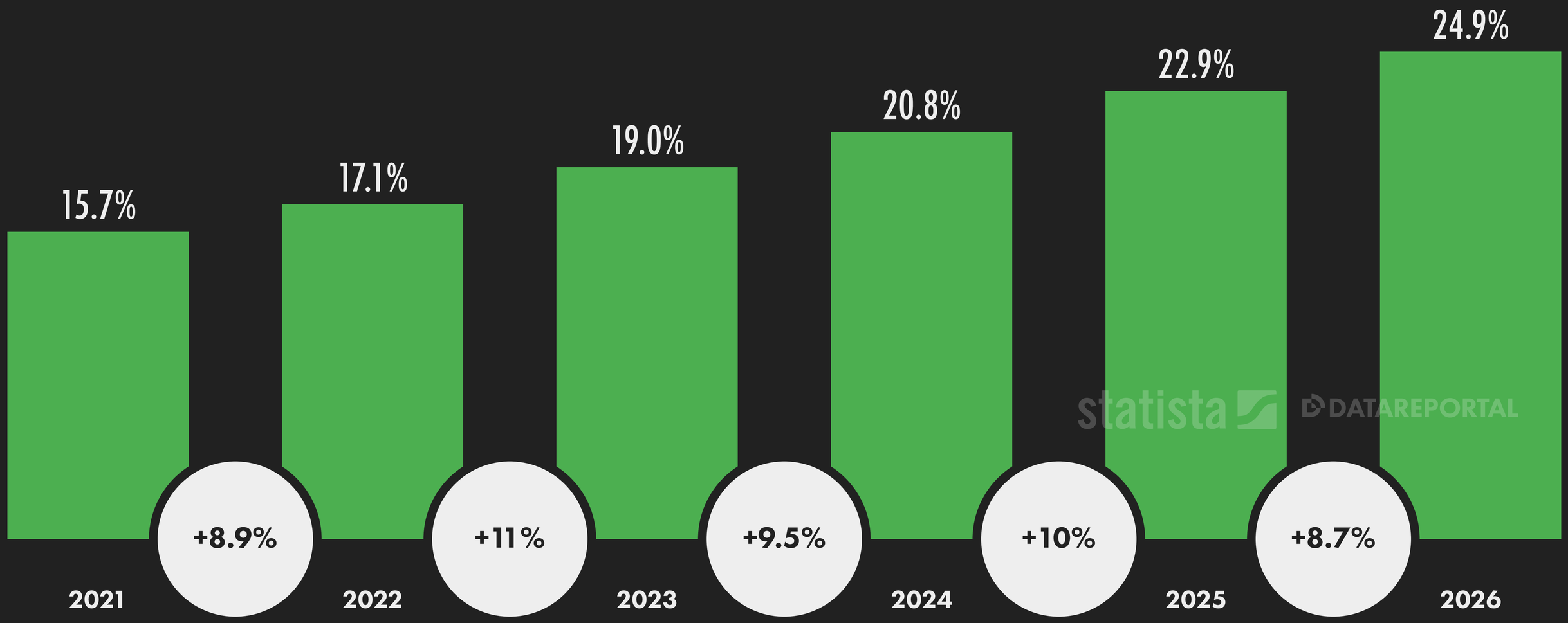
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OCT 2026

SHARE OF DIGITAL AD SPEND: RETAIL PLATFORMS

REVENUES ASSOCIATED WITH ADVERTISING ON ONLINE RETAIL PLATFORMS AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND. PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

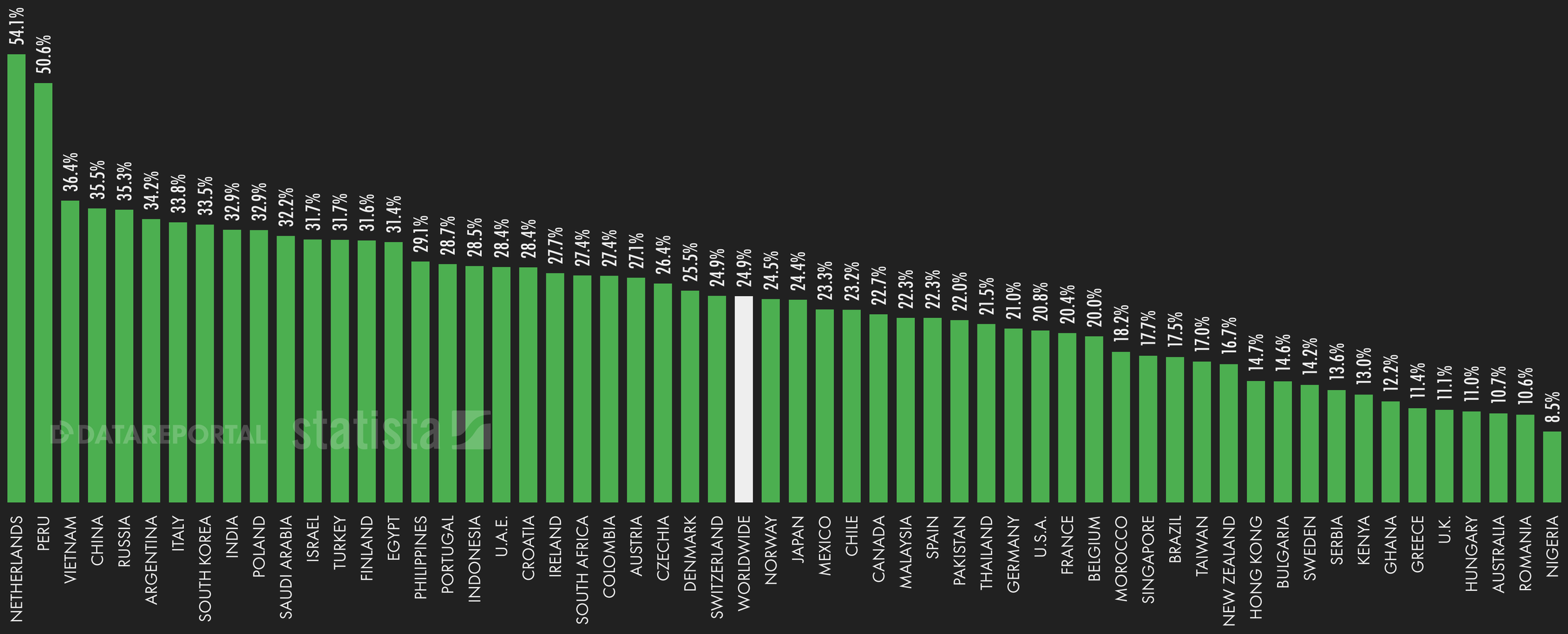
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SHARE OF DIGITAL AD SPEND: RETAIL PLATFORMS

REVENUES ASSOCIATED WITH ADVERTISING ON ONLINE RETAIL PLATFORMS AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING REVENUES (ESTIMATED)

GLOBAL OVERVIEW



DATAREPORTAL statista

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REFLECT ESTIMATES AND PROJECTIONS FOR FULL-YEAR SPEND IN 2026. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ADSENSE SITES: INDEXED TOTAL PAGE VIEWS

AVERAGE TOTAL, COMBINED MONTHLY PAGE VIEWS ACROSS SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES REFERENCE AVERAGE TOTAL COMBINED MONTHLY PAGE VIEWS ACROSS ALL SITES IN SIMILARWEB'S RANKING OF THE TOP 10,000 MOST VISITED DOMAINS EXCEPT YOUTUBE THAT INCLUDE GOOGLE ADSENSE CODE ON AT LEAST ONE PAGE. VALUES COMPARE PAGE VIEWS IN EACH PERIOD WITH PAGE VIEWS IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. **ADVISORY:** INDIVIDUAL PAGES MAY INCLUDE MORE THAN ONE ADSENSE UNIT, BUT SITES THAT INCLUDE ADSENSE CODE MAY NOT INCLUDE ADSENSE UNITS ON ALL PAGES, AND ACTIVE ADSENSE UNITS MAY NOT ALWAYS DISPLAY ADS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

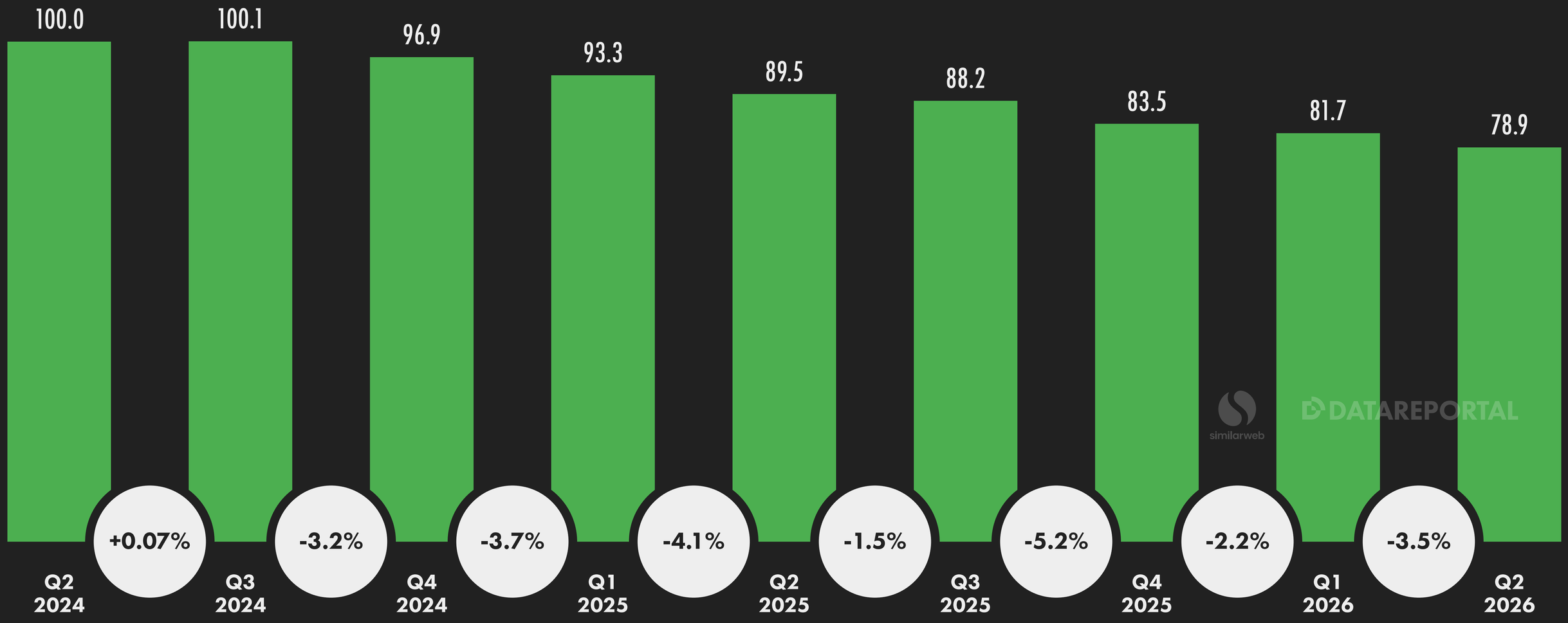
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ADSENSE SITES: INDEXED TOTAL TIME

AVERAGE TOTAL, COMBINED MONTHLY TIME SPENT ON SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE, REPORTED AS AN INDEX

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES REFERENCE AVERAGE TOTAL COMBINED MONTHLY TIME SPENT ON ALL SITES IN SIMILARWEB'S RANKING OF THE TOP 10,000 MOST VISITED DOMAINS EXCEPT YOUTUBE THAT INCLUDE GOOGLE ADSENSE CODE ON AT LEAST ONE PAGE. VALUES COMPARE THE TOTAL TIME IN EACH PERIOD WITH THE TOTAL TIME IN THE LEFTMOST PERIOD SHOWN ON THIS CHART. **ADVISORY:** SITES THAT INCLUDE ADSENSE CODE MAY NOT INCLUDE ADSENSE UNITS ON ALL PAGES, AND ACTIVE ADSENSE UNITS MAY NOT ALWAYS DISPLAY ADS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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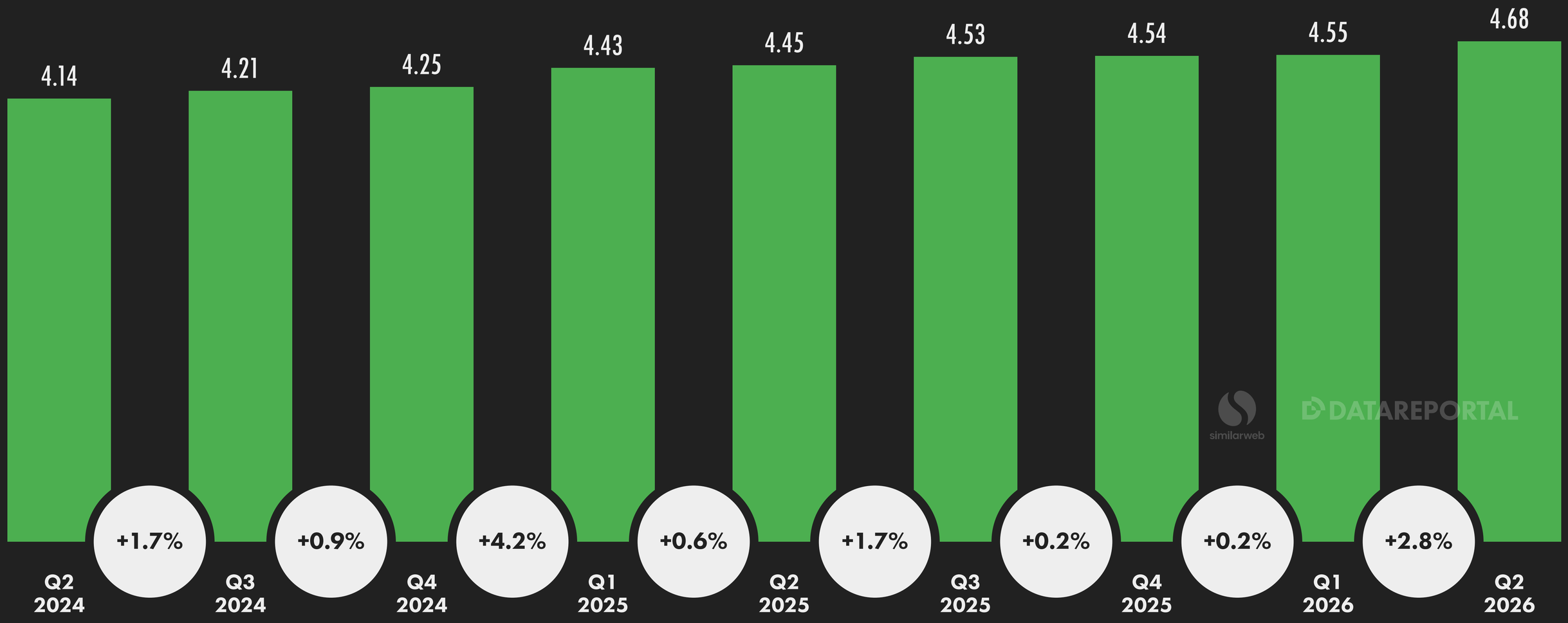
OCT 2026

ADSENSE SITES: AVERAGE PAGE VIEWS PER VISIT

AVERAGE PAGE VIEWS PER VISIT ACROSS SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE



GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES REPRESENT THE AVERAGE NUMBER OF WEB PAGES VIEWED ON EACH VISIT TO SITES IN SIMILARWEB'S RANKING OF THE TOP 10,000 MOST VISITED DOMAINS EXCEPT YOUTUBE THAT INCLUDE GOOGLE ADSENSE CODE ON AT LEAST ONE PAGE. **ADVISORY:** INDIVIDUAL PAGES MAY INCLUDE MORE THAN ONE ADSENSE UNIT, BUT SITES THAT INCLUDE ADSENSE CODE MAY NOT INCLUDE ADSENSE UNITS ON ALL PAGES, AND ACTIVE ADSENSE UNITS MAY NOT ALWAYS DISPLAY ADS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

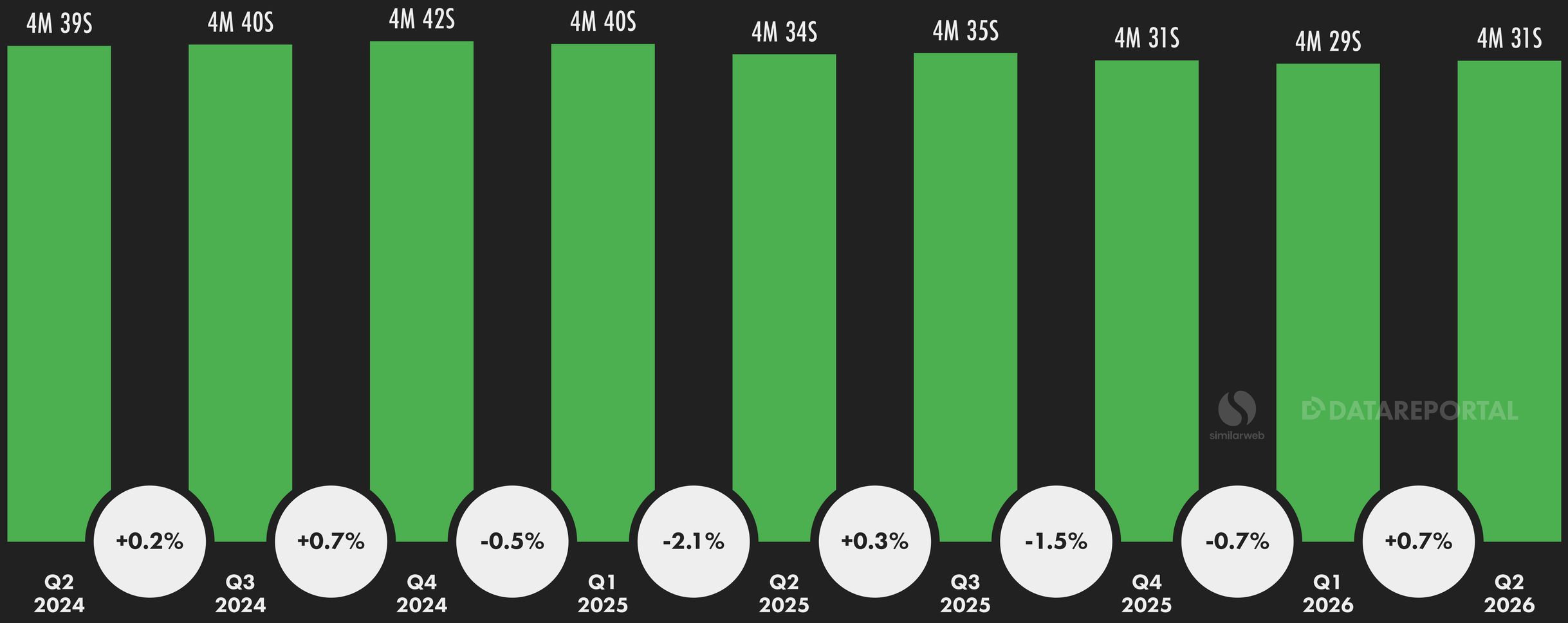
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ADSENSE SITES: AVERAGE VISIT DURATION

AVERAGE DURATION OF EACH VISIT TO SITES IN THE TOP 10,000 WEBSITES THAT USE GOOGLE ADSENSE

GLOBAL OVERVIEW



SOURCE: SIMILARWEB. **NOTES:** DOES NOT INCLUDE VALUES FOR YOUTUBE. VALUES REFERENCE THE AVERAGE DURATION OF EACH VISIT TO SITES IN SIMILARWEB'S RANKING OF THE TOP 10,000 MOST VISITED DOMAINS EXCEPT YOUTUBE THAT INCLUDE GOOGLE ADSENSE CODE ON AT LEAST ONE PAGE. **ADVISORY:** SITES THAT INCLUDE ADSENSE CODE MAY NOT INCLUDE ADSENSE UNITS ON ALL PAGES, AND ACTIVE ADSENSE UNITS MAY NOT ALWAYS DISPLAY ADS. **COMPARABILITY:** CONSTITUENT DOMAINS MAY VARY FROM PERIOD TO PERIOD.

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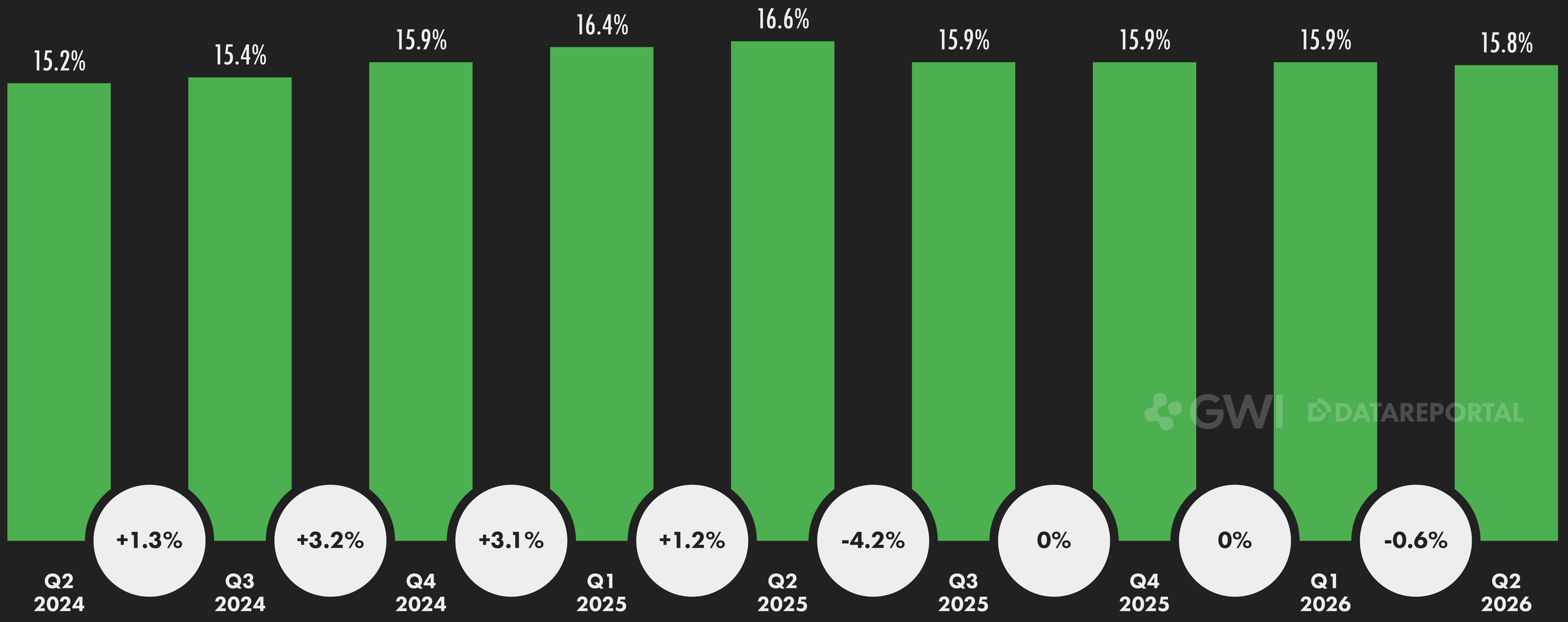
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REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM



GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

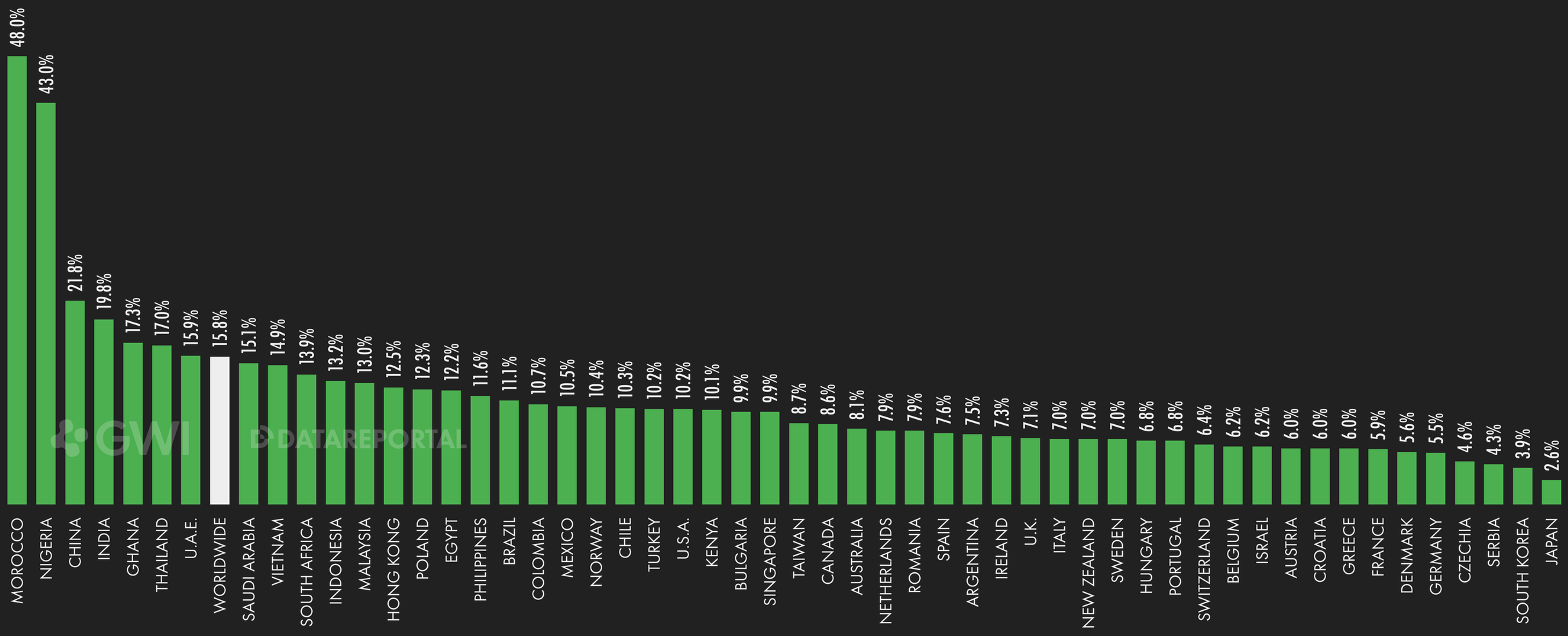
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REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS AGED 16+ WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

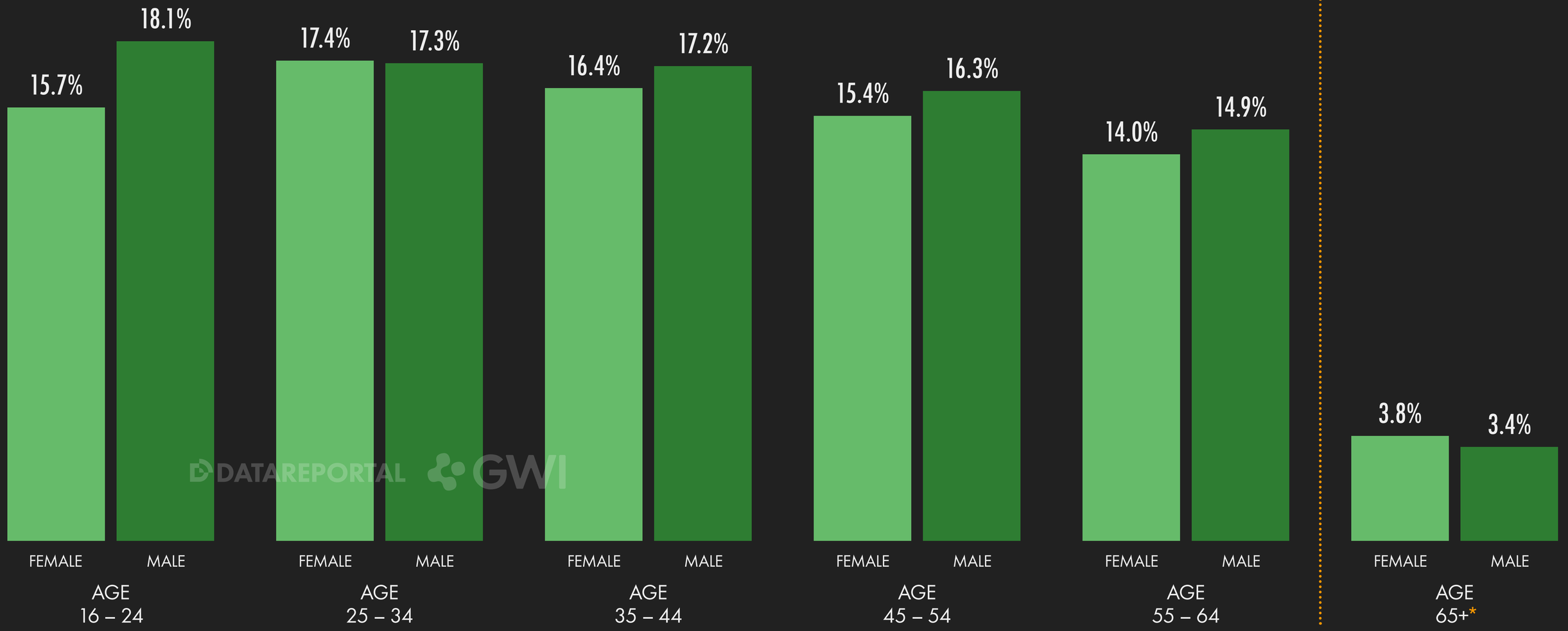
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REPRESENTATIVENESS OF ADVERTISING

PERCENTAGE OF INTERNET USERS WHO FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE, REGARDLESS OF CHANNEL OR MEDIUM

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

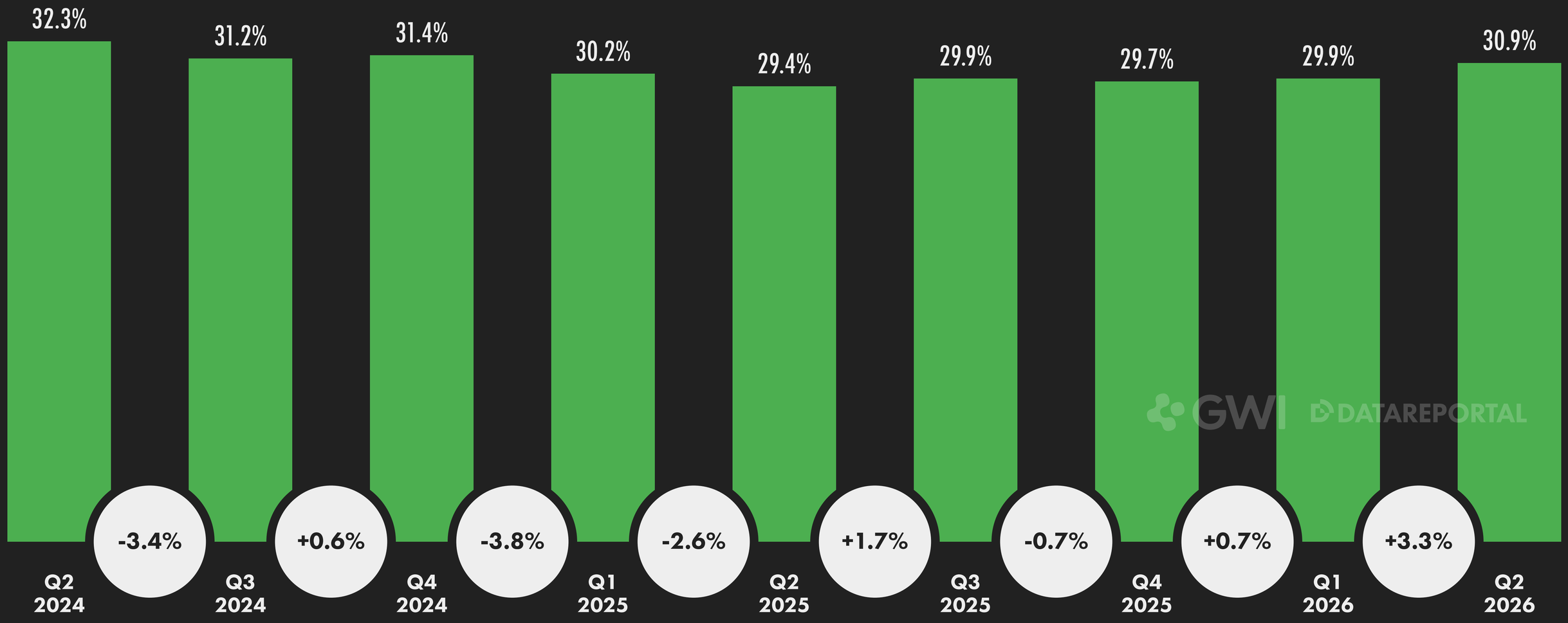
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USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

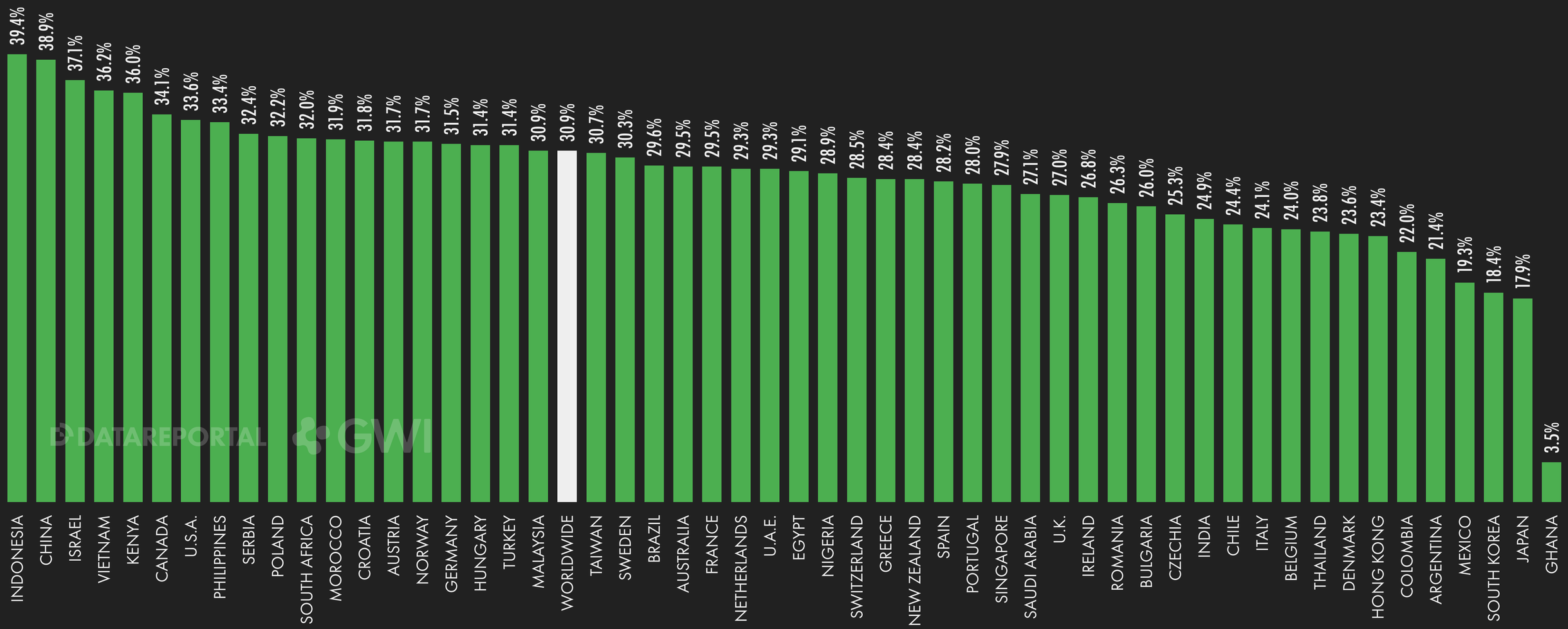
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USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

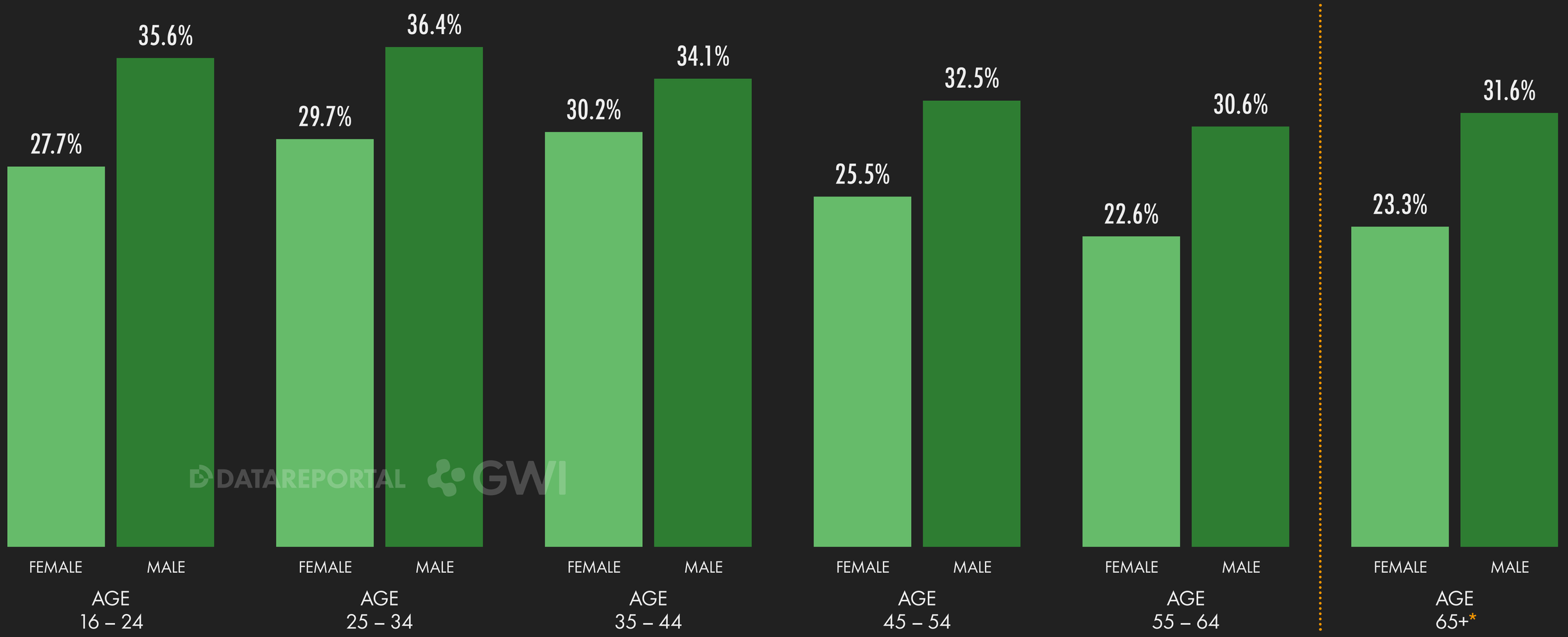
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USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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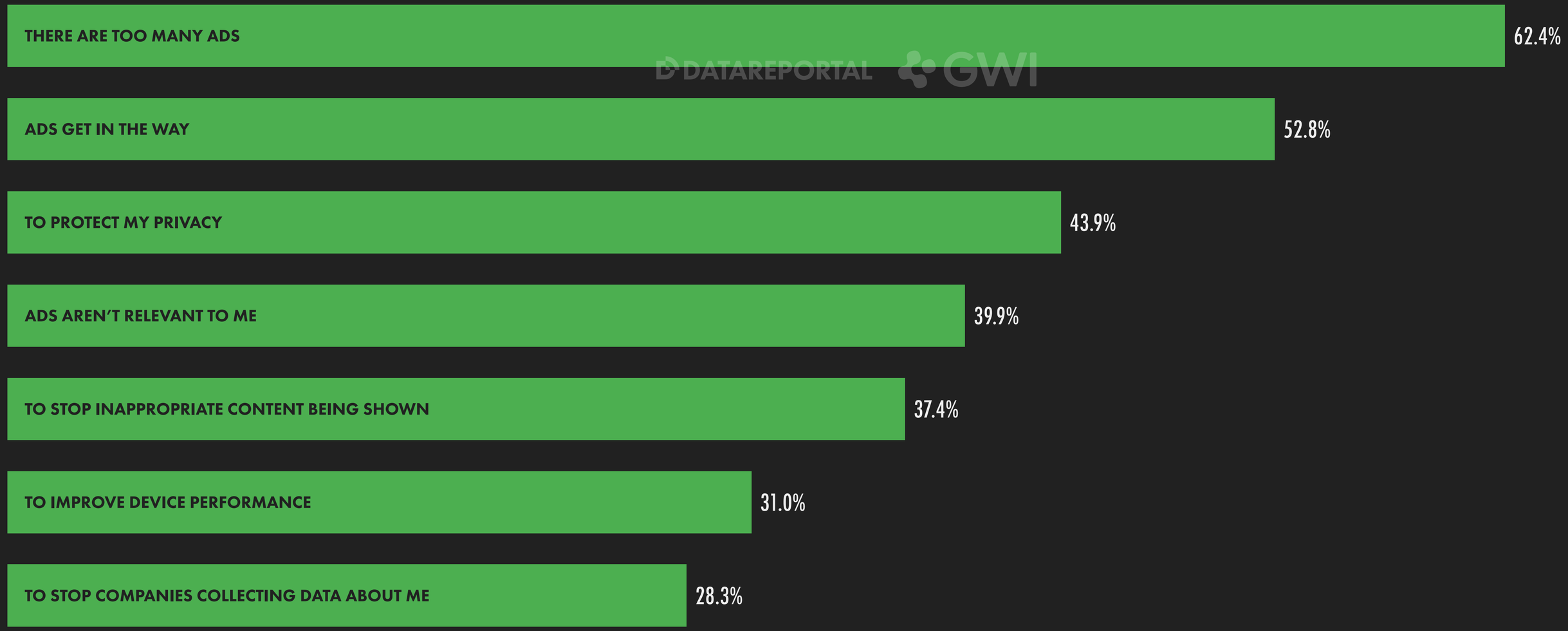
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REASONS FOR USING AD BLOCKERS

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



GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USE AN AD-BLOCKING TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

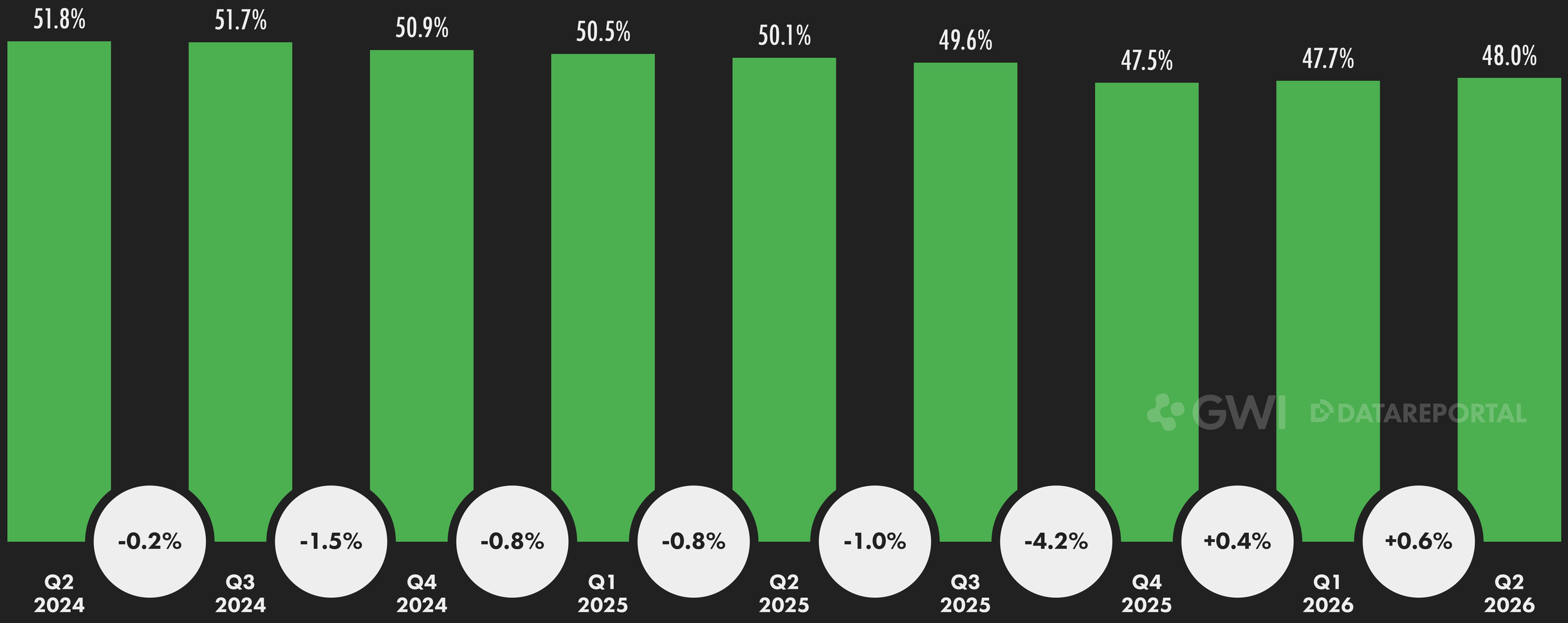
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ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

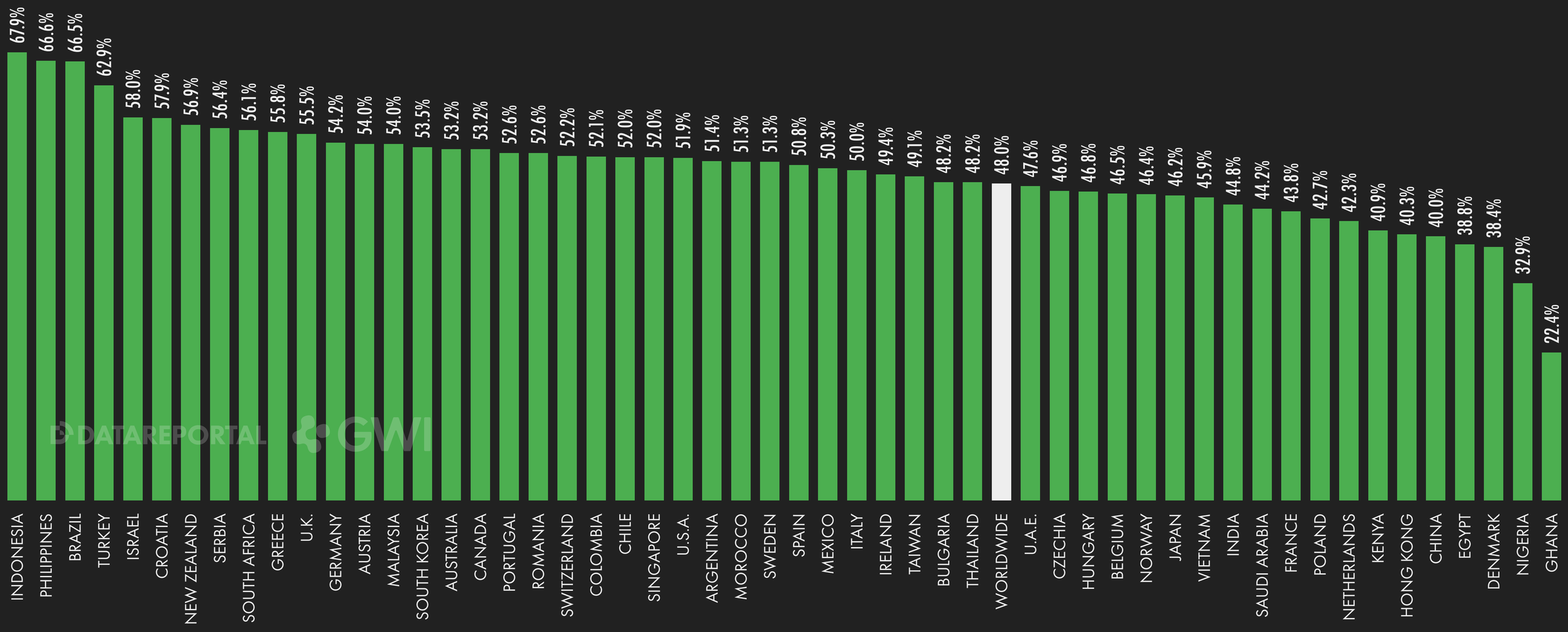
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ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



DATAREPORTAL GWI

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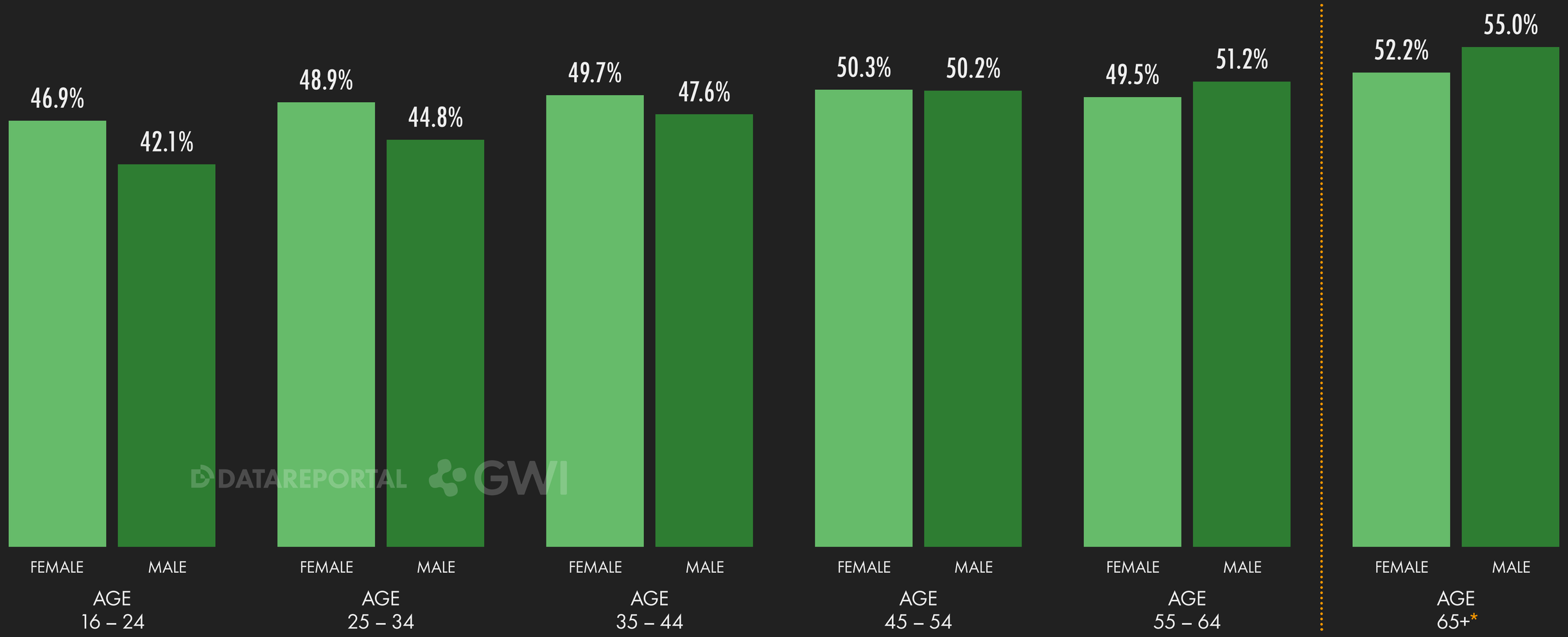
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ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO RESEARCH BRANDS, PRODUCTS, AND SERVICES ONLINE BEFORE MAKING A PURCHASE

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

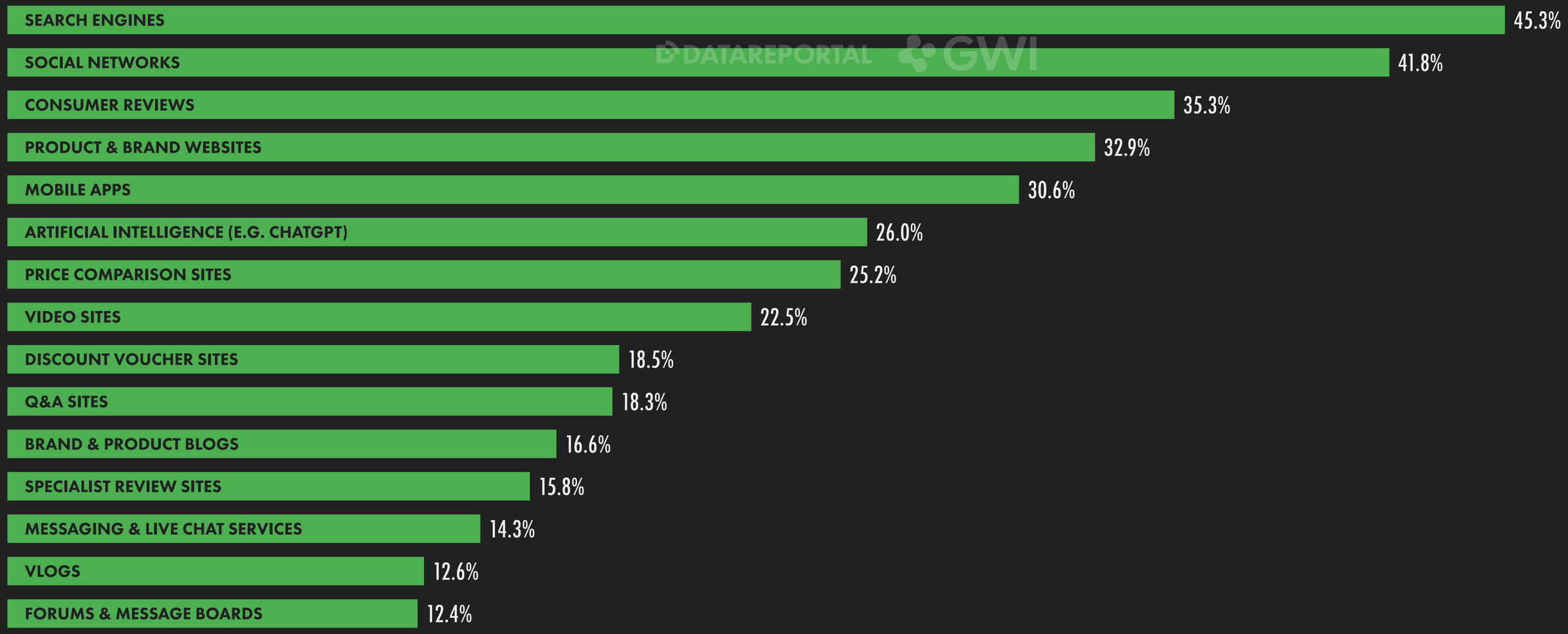
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

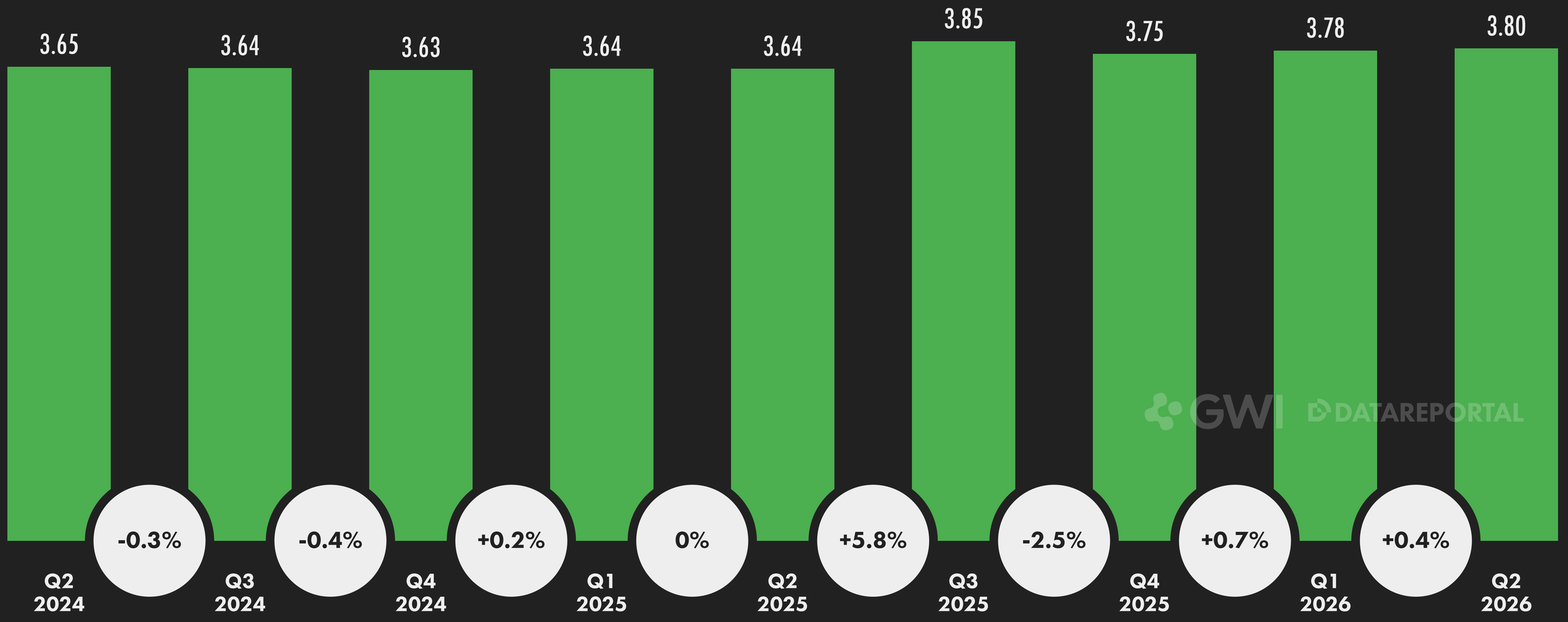
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BRAND RESEARCH: AVERAGE CHANNELS

THE AVERAGE NUMBER OF CHANNELS USED BY INTERNET USERS AGED 16+ WHEN RESEARCHING BRANDS

GLOBAL OVERVIEW



GWI | DATAREPORTAL

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL NETWORKS	46.9%	SOCIAL NETWORKS	46.2%	SEARCH ENGINES	44.8%	SEARCH ENGINES	48.5%	SEARCH ENGINES	51.0%	SEARCH ENGINES	65.0%
SEARCH ENGINES	38.6%	SEARCH ENGINES	42.0%	SOCIAL NETWORKS	43.7%	SOCIAL NETWORKS	39.8%	CONSUMER REVIEWS	37.7%	PRODUCT & BRAND WEBSITES	40.3%
MOBILE APPS	34.6%	MOBILE APPS	34.8%	CONSUMER REVIEWS	35.6%	CONSUMER REVIEWS	36.8%	PRODUCT & BRAND WEBSITES	36.1%	CONSUMER REVIEWS	37.7%
CONSUMER REVIEWS	33.3%	CONSUMER REVIEWS	34.0%	PRODUCT & BRAND WEBSITES	33.0%	PRODUCT & BRAND WEBSITES	35.4%	SOCIAL NETWORKS	35.2%	PRICE COMPARISON SITES	30.5%
ARTIFICIAL INTELLIGENCE (AI)	31.6%	PRODUCT & BRAND WEBSITES	31.4%	MOBILE APPS	31.3%	PRICE COMPARISON SITES	28.4%	PRICE COMPARISON SITES	29.1%	SPECIALIST REVIEW SITES	16.3%
PRODUCT & BRAND WEBSITES	29.0%	ARTIFICIAL INTELLIGENCE (AI)	28.3%	ARTIFICIAL INTELLIGENCE (AI)	26.6%	MOBILE APPS	27.9%	MOBILE APPS	25.8%	SOCIAL NETWORKS	14.9%
VIDEO SITES	26.1%	VIDEO SITES	24.8%	PRICE COMPARISON SITES	25.8%	ARTIFICIAL INTELLIGENCE (AI)	23.9%	ARTIFICIAL INTELLIGENCE (AI)	20.5%	DISCOUNT VOUCHER SITES	13.9%
PRICE COMPARISON SITES	20.8%	PRICE COMPARISON SITES	23.3%	VIDEO SITES	23.6%	VIDEO SITES	21.6%	DISCOUNT VOUCHER SITES	18.1%	MOBILE APPS	12.1%
Q&A SITES	20.0%	BRAND & PRODUCT BLOGS	18.7%	DISCOUNT VOUCHER SITES	19.2%	DISCOUNT VOUCHER SITES	19.2%	VIDEO SITES	18.0%	Q&A SITES	10.8%
DISCOUNT VOUCHER SITES	18.6%	DISCOUNT VOUCHER SITES	18.7%	Q&A SITES	18.6%	Q&A SITES	18.3%	Q&A SITES	17.0%	ARTIFICIAL INTELLIGENCE (AI)	10.0%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

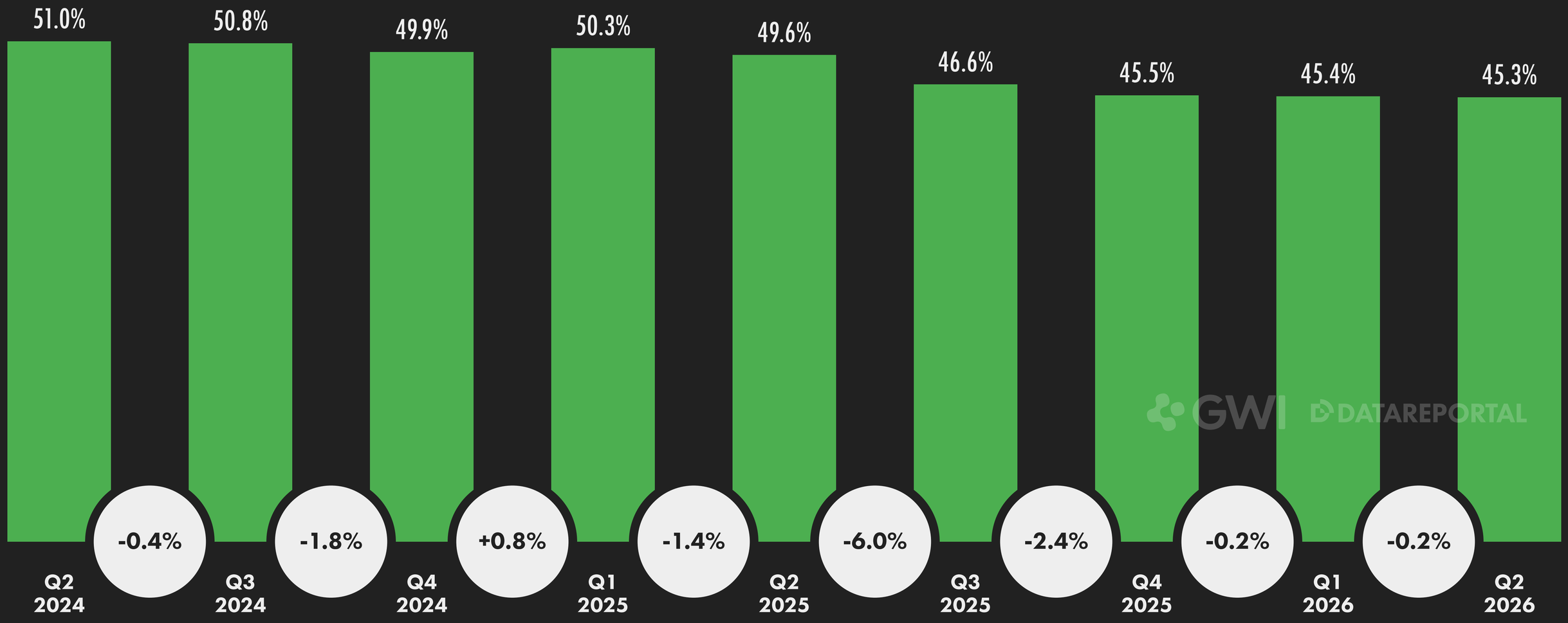
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USE OF SEARCH ENGINES FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES TO RESEARCH BRANDS AND POTENTIAL PURCHASES

GLOBAL OVERVIEW



GWI DATAREPORTAL

SOURCE: GWI (Q2 2026). **NOTE:** PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. TO ENABLE MORE REPRESENTATIVE COMPARISON BETWEEN PERIODS, WE HAVE REMOVED RUSSIA FROM ALL HISTORICAL VALUES SHOWN ON THIS CHART. AS A RESULT, VALUES SHOWN HERE MAY NOT MATCH VALUES SHOWN FOR THE SAME PERIODS IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

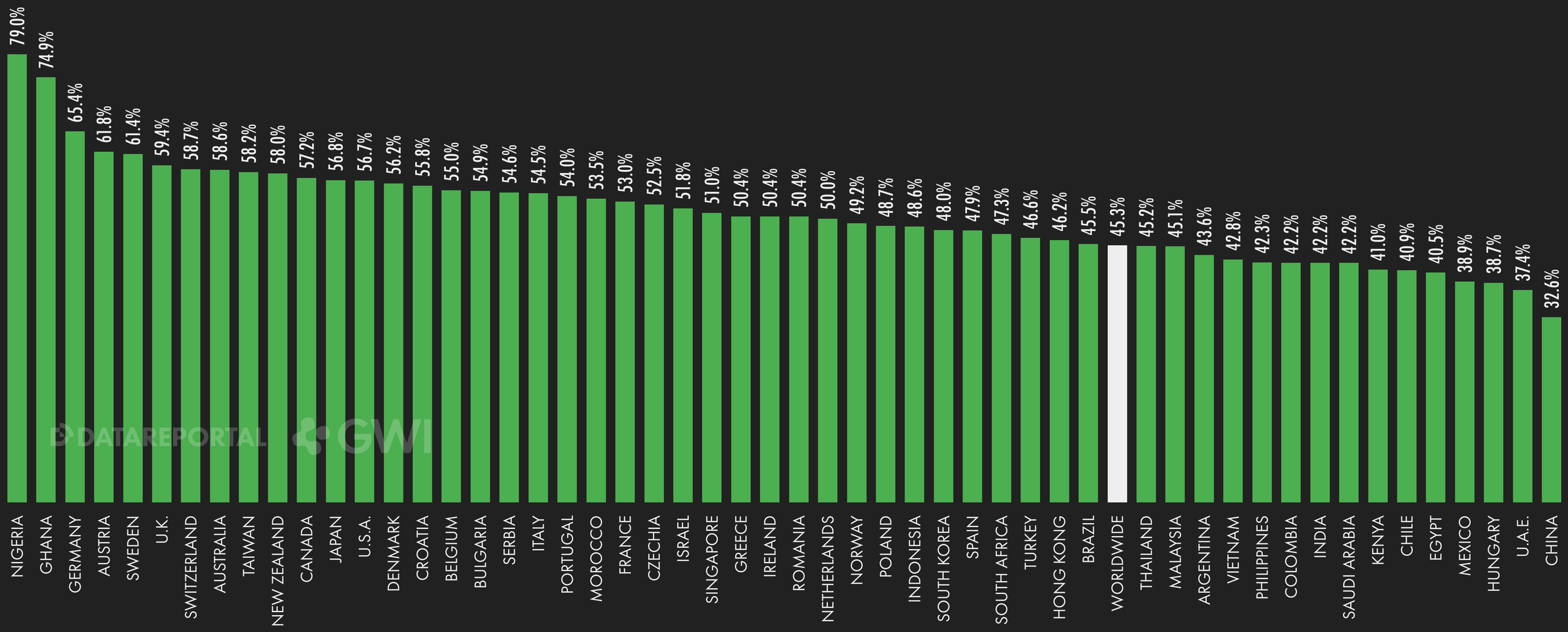
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OCT 2026

USE OF SEARCH ENGINES FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SEARCH ENGINES TO RESEARCH BRANDS AND POTENTIAL PURCHASES

GLOBAL OVERVIEW



DATAREPORTAL GWI

SOURCE: GWI (Q2 2026). **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUE FOR "WORLDWIDE" SHOWN HERE IS NOT DIRECTLY COMPARABLE WITH "WORLDWIDE" VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

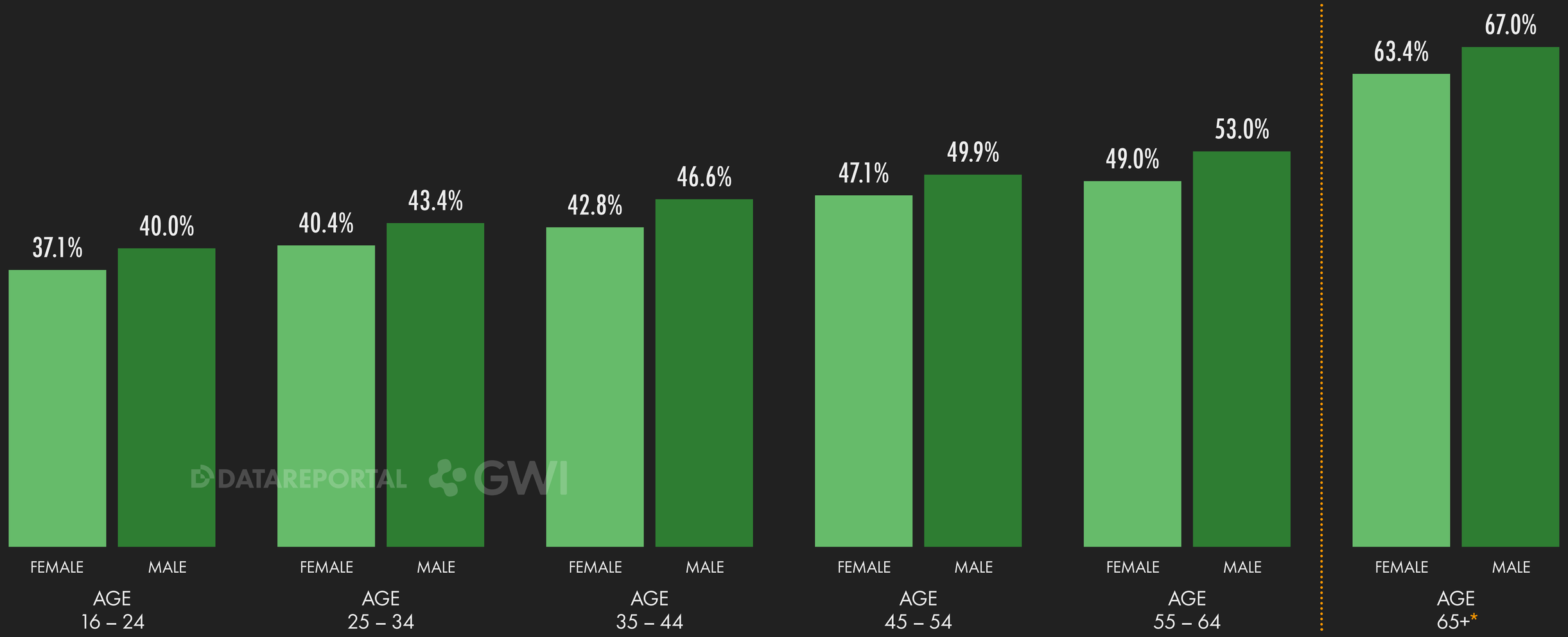
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USE OF SEARCH ENGINES FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SEARCH ENGINES TO RESEARCH BRANDS AND POTENTIAL PURCHASES

GLOBAL OVERVIEW



DATAREPORTAL GWI

882

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

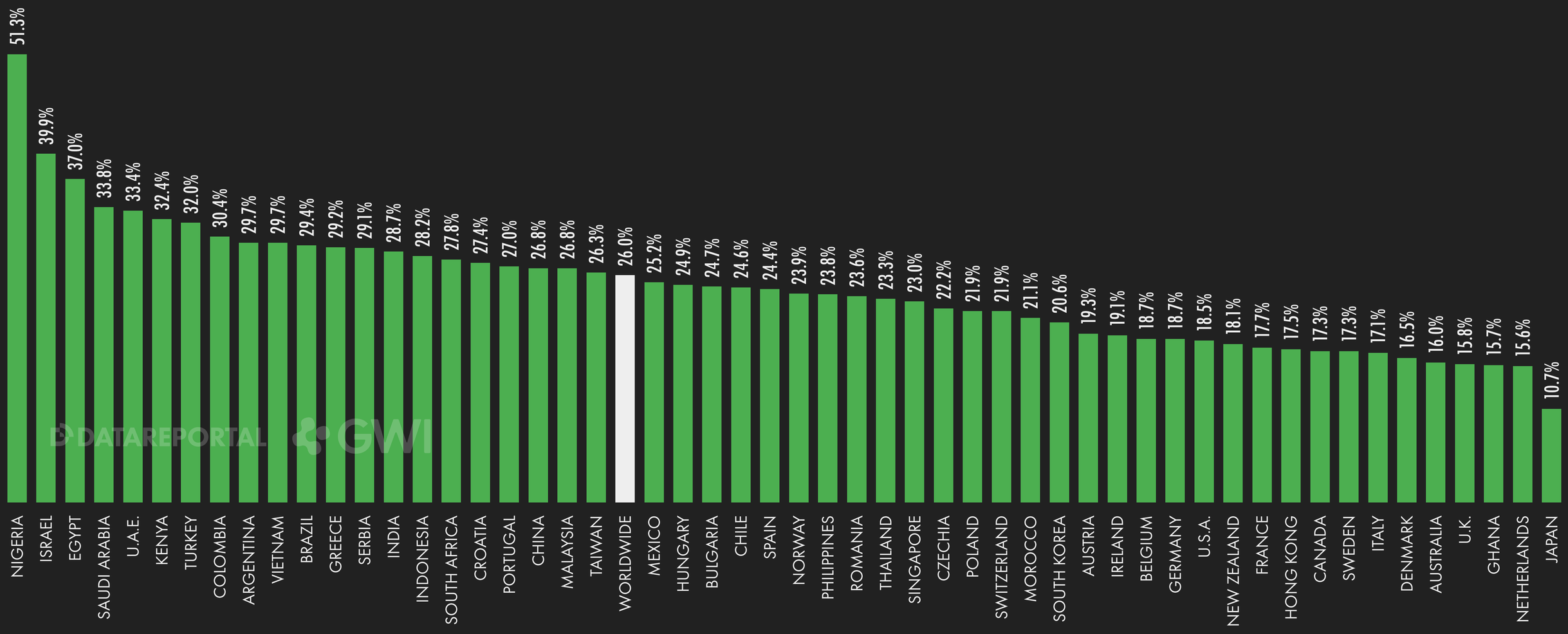
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USE OF AI TOOLS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE ARTIFICIAL INTELLIGENCE (AI) TOOLS LIKE CHATGPT TO RESEARCH POTENTIAL PURCHASES

GLOBAL OVERVIEW



DATAREPORTAL GWI

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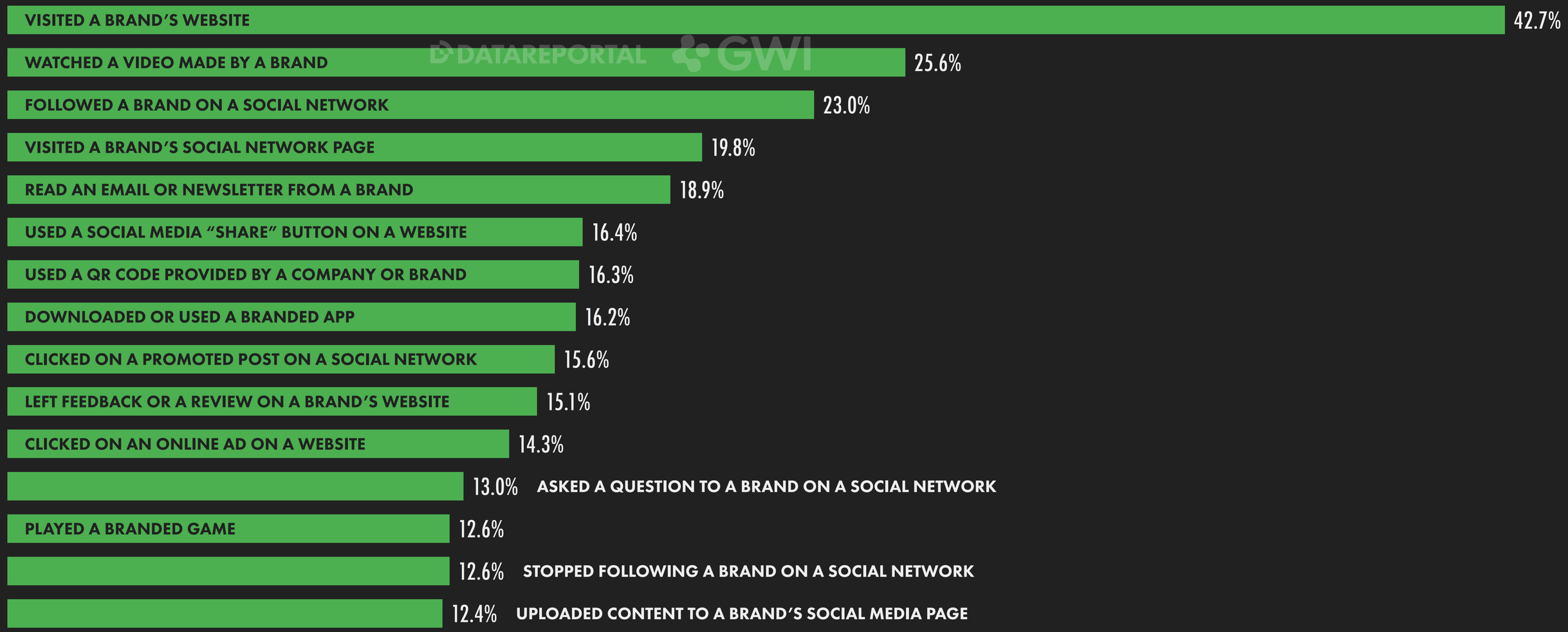
ONLINE BRAND INTERACTIONS

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



GLOBAL OVERVIEW

DATAREPORTAL GWI



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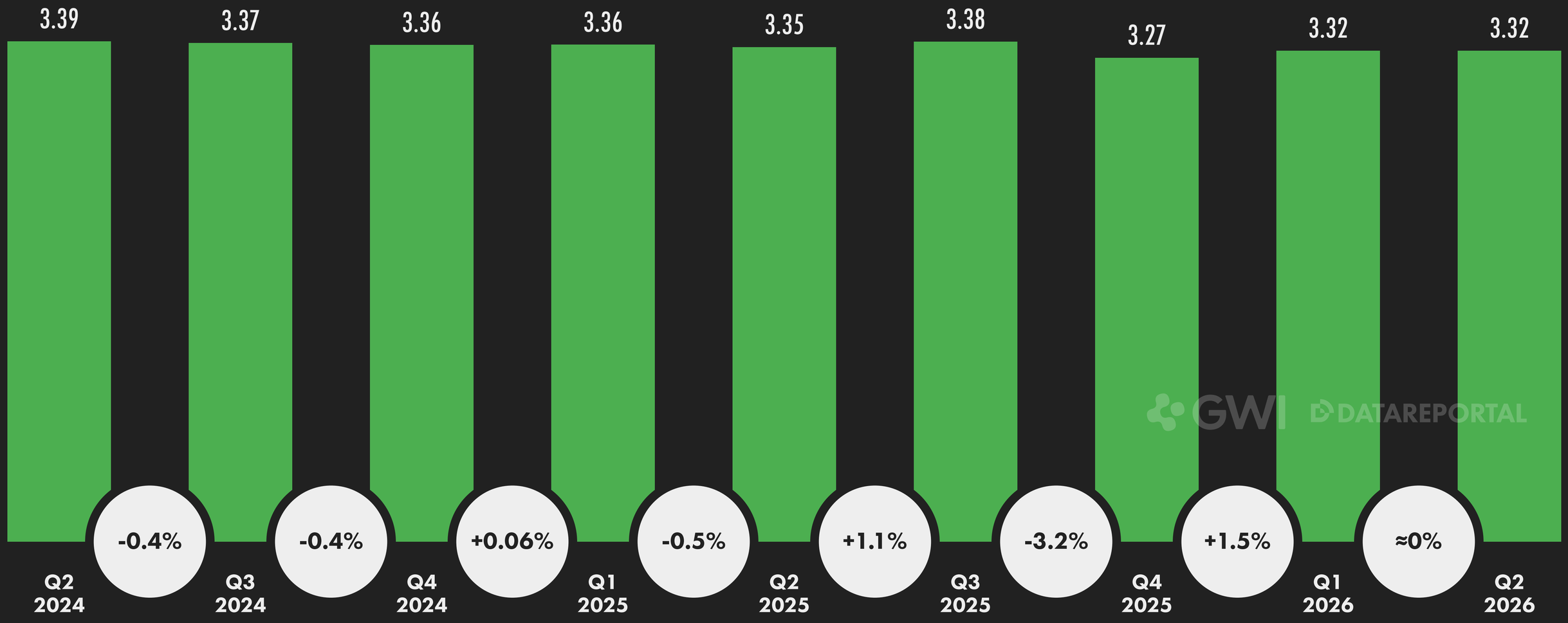
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AVERAGE NUMBER OF BRAND INTERACTION TYPES

THE AVERAGE NUMBER OF TYPES OF ONLINE BRAND-RELATED ACTIONS CONDUCTED BY INTERNET USERS AGED 16+ EACH MONTH

GLOBAL OVERVIEW



GWI | DATAREPORTAL

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ONLINE BRAND INTERACTIONS

PERCENTAGE OF INTERNET USERS WHO ENGAGED IN EACH BRAND-RELATED ACTION IN THE PAST MONTH



GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
VISITED A BRAND'S WEBSITE	42.8%	VISITED A BRAND'S WEBSITE	40.9%	VISITED A BRAND'S WEBSITE	41.5%	VISITED A BRAND'S WEBSITE	43.5%	VISITED A BRAND'S WEBSITE	41.2%	VISITED A BRAND'S WEBSITE	56.7%
WATCHED A VIDEO MADE BY A BRAND	26.9%	WATCHED A VIDEO MADE BY A BRAND	26.6%	WATCHED A VIDEO MADE BY A BRAND	27.1%	WATCHED A VIDEO MADE BY A BRAND	26.3%	WATCHED A VIDEO MADE BY A BRAND	23.3%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	32.7%
FOLLOWED A BRAND ON A SOCIAL NETWORK	23.7%	FOLLOWED A BRAND ON A SOCIAL NETWORK	25.0%	FOLLOWED A BRAND ON A SOCIAL NETWORK	25.1%	FOLLOWED A BRAND ON A SOCIAL NETWORK	23.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	21.5%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	14.6%
VISITED A BRAND'S SOCIAL NETWORK PAGE	20.0%	VISITED A BRAND'S SOCIAL NETWORK PAGE	20.8%	VISITED A BRAND'S SOCIAL NETWORK PAGE	21.9%	VISITED A BRAND'S SOCIAL NETWORK PAGE	20.8%	FOLLOWED A BRAND ON A SOCIAL NETWORK	20.3%	WATCHED A VIDEO MADE BY A BRAND	14.3%
DOWNLOADED OR USED A BRANDED APP	19.8%	DOWNLOADED OR USED A BRANDED APP	19.1%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	18.3%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	19.7%	VISITED A BRAND'S SOCIAL NETWORK PAGE	18.3%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	10.4%
USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	16.8%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	17.4%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	17.5%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	16.9%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.1%	CLICKED ON AN AD ON A WEBSITE	10.3%
CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	16.7%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	17.4%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.5%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.0%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	14.9%	FOLLOWED A BRAND ON A SOCIAL NETWORK	9.3%
PLAYED A BRANDED GAME	16.5%	READ AN EMAIL OR NEWS-LETTER FROM A BRAND	17.0%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	16.4%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	15.6%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	14.0%	USED A SOCIAL "SHARE" BUTTON ON A WEBSITE	7.3%
USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.4%	USED A QR CODE PROVIDED BY A COMPANY OR BRAND	16.7%	DOWNLOADED OR USED A BRANDED APP	16.2%	CLICKED ON A PROMOTED POST ON SOCIAL MEDIA	15.2%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	13.5%	VISITED A BRAND'S SOCIAL NETWORK PAGE	7.1%
READ AN EMAIL OR NEWS-LETTER FROM A BRAND	15.9%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	15.9%	LEFT FEEDBACK OR A REVIEW ON A BRAND'S WEBSITE	16.1%	DOWNLOADED OR USED A BRANDED APP	14.6%	CLICKED ON AN AD ON A WEBSITE	12.7%	DOWNLOADED OR USED A BRANDED APP	6.7%

SOURCE: GWI (Q2 2026). ***NOTE:** DATA FOR AUDIENCES AGED 65+ ARE NOT YET AVAILABLE IN ALL COUNTRIES, SO FINDINGS FOR AUDIENCES AGED 65+ MAY NOT BE DIRECTLY COMPARABLE WITH THOSE FOR OTHER AGE GROUPS. **COMPARABILITY:** GWI REMOVED RUSSIA FROM ITS SURVEY STARTING WITH THE Q1 2026 WAVE OF RESEARCH. AS A RESULT, THE VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS. OTHER CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY MAY ALSO IMPACT COMPARABILITY. SEE NOTES ON DATA.

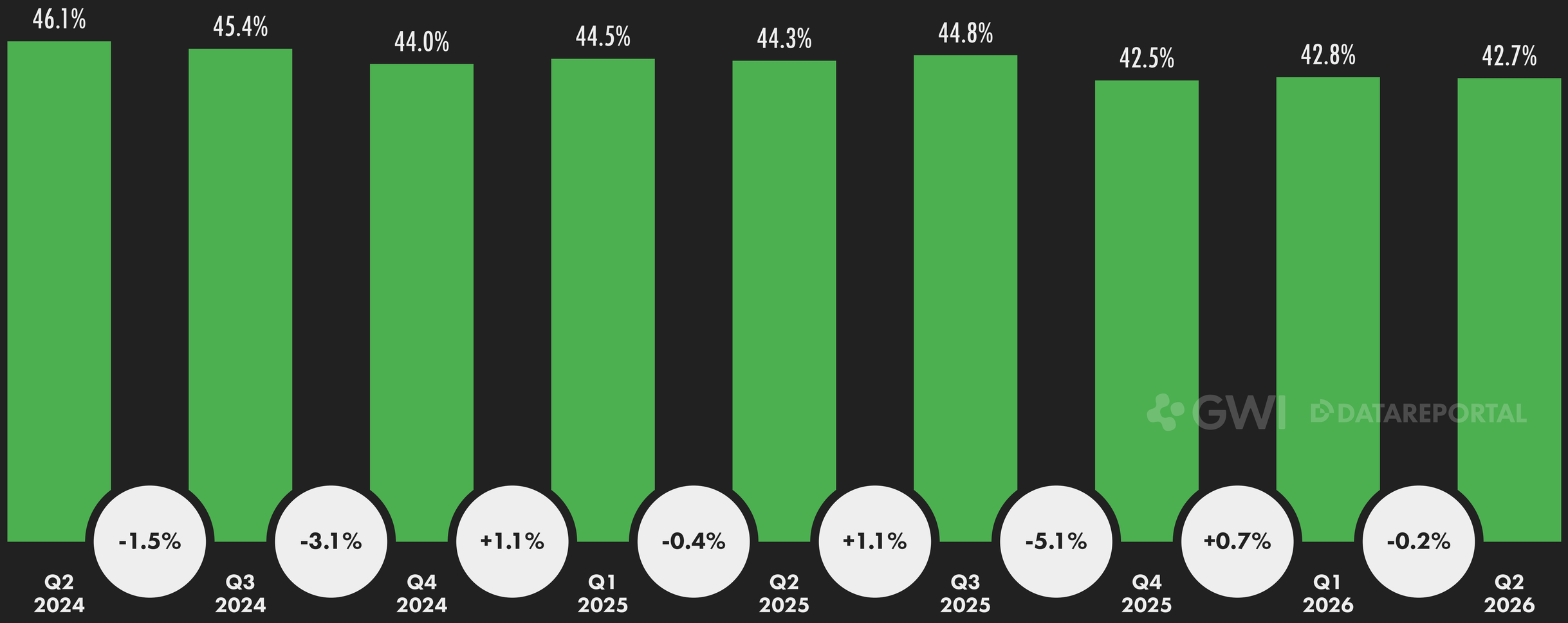
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OCT 2026

VISITING BRAND WEBSITES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED A BRAND WEBSITE IN THE PAST MONTH

GLOBAL OVERVIEW



GWI DATAREPORTAL

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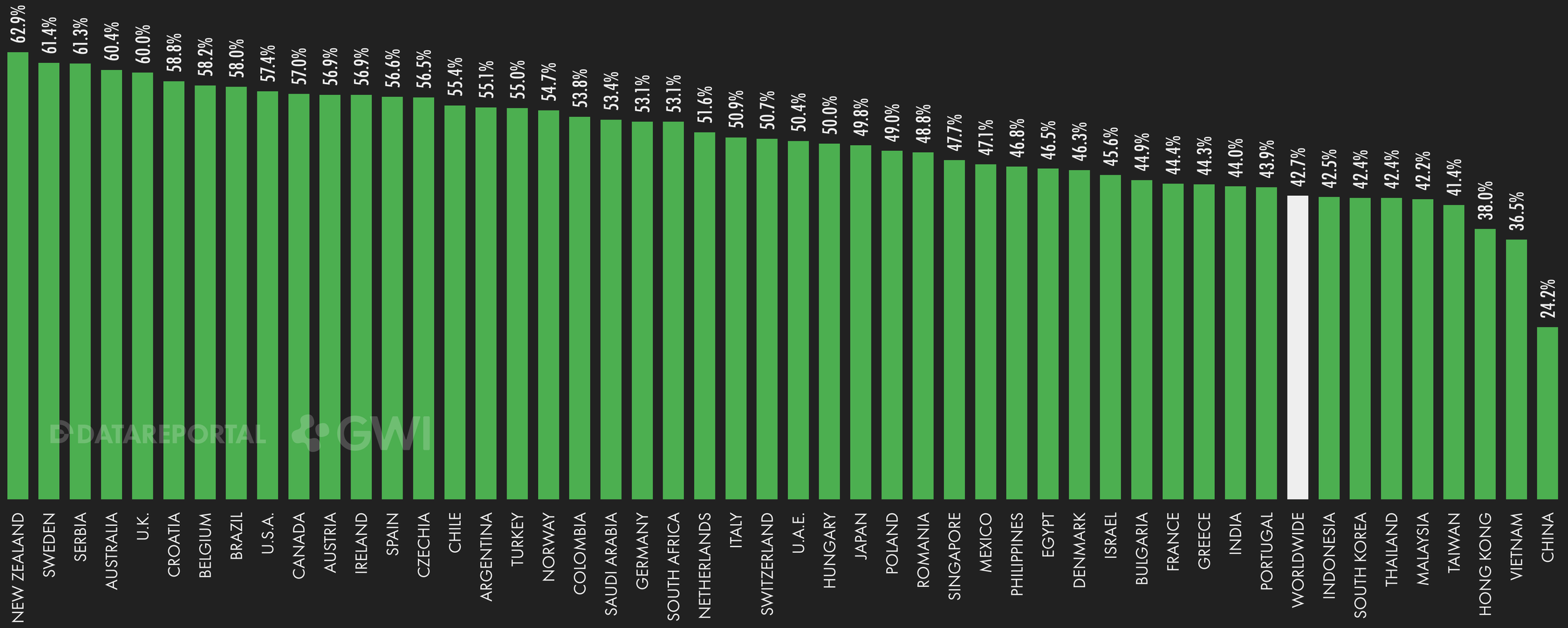
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WHO'S WINNING THE WEB?

OCT 2026

CONNECTED CATS vs. DIGITAL DOGS

HOW THE AGE-OLD COMPETITION BETWEEN CATS AND DOGS IS PLAYING OUT ONLINE



GLOBAL OVERVIEW

WEB PAGES ABOUT DOGS	AVERAGE GOOGLE SEARCH INDEX: DOG	ANNUAL WIKIPEDIA PAGE VIEWS: DOG	INSTAGRAM POSTS TAGGED WITH #DOG	VIEWS OF TIKTOK POSTS TAGGED WITH #DOG	REDDIT COMMUNITY MEMBERS: R/DOGS	NUMBER OF X USERS INTERESTED IN DOGS
4.02 BILLION	86	2.19 MILLION	398 MILLION	1.09 TRILLION	773 THOUSAND	5.4 MILLION

WEB PAGES ABOUT CATS	AVERAGE GOOGLE SEARCH INDEX: CAT	ANNUAL WIKIPEDIA PAGE VIEWS: CAT	INSTAGRAM POSTS TAGGED WITH #CAT	VIEWS OF TIKTOK POSTS TAGGED WITH #CAT	REDDIT COMMUNITY MEMBERS: R/CATS	NUMBER OF X USERS INTERESTED IN CATS
4.15 BILLION	53	3.17 MILLION	313 MILLION	1.18 TRILLION	3.8 MILLION	14.6 MILLION

SOURCES: GOOGLE.COM; GOOGLE TRENDS; WMCLOUD; INSTAGRAM; TIKTOK; TWITTER'S ADVERTISING RESOURCES. **NOTES:** WEB PAGES BASED ON NUMBER OF RESULTS FOR A GOOGLE SEARCH FOR EACH ANIMAL. GOOGLE TRENDS INDICES BASED ON WORLDWIDE SEARCHES FOR EACH ANIMAL IN THE 12 MONTHS PRIOR TO REPORT PRODUCTION (ENGLISH LANGUAGE ONLY). INSTAGRAM BASED ON TOTAL NUMBER OF POSTS INCLUDING EACH RESPECTIVE HASHTAG. TIKTOK BASED ON ALL-TIME VIEWS OF TIKTOK POSTS INCLUDING EACH RESPECTIVE HASHTAG. X (TWITTER) INTEREST BASED ON TOTAL POTENTIAL AD REACH FOR USERS INTERESTED IN EACH ANIMAL, ACCORDING TO X'S OWN CLASSIFICATION. **PS:** WE'LL *PAWS* THERE FOR THIS YEAR. TREATS TIME!

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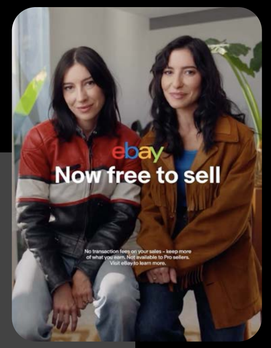
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DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & 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
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BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE





















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We help build modern brands at the speed of social

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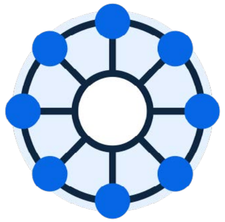
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100M Website	4M Apps	235M Product SKUs	10Y Historical Data	10B Content Page
5B Search Terms	250M Display Ads	30M Companies	3,000 Stock Signals	190 Countries

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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 impacted 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.

For similar reasons, 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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