



# 2018 Q2 GLOBAL DIGITAL STATSHOT

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND E-COMMERCE USE AROUND THE WORLD

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are  
social**



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# GLOBAL OVERVIEW

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# DIGITAL AROUND THE WORLD IN Q2 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL  
POPULATION



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7.615

BILLION

URBANISATION:

55%

INTERNET  
USERS



4.087

BILLION

PENETRATION:

54%

ACTIVE SOCIAL  
MEDIA USERS



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social

3.297

BILLION

PENETRATION:

43%

UNIQUE  
MOBILE USERS



5.061

BILLION

PENETRATION:

66%

ACTIVE MOBILE  
SOCIAL USERS



3.087

BILLION

PENETRATION:

41%

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



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# GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET  
USERS



we  
are  
social

**+7%**

SINCE APR 2017

**+276 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+13%**

SINCE APR 2017

**+390 MILLION**

UNIQUE  
MOBILE USERS



we  
are  
social

**+2%**

SINCE APR 2017

**+100 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+14%**

SINCE APR 2017

**+389 MILLION**





# GLOBAL INTERNET USE

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# INTERNET USE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

4.087  
BILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



54%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

3.827  
BILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



50%



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# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &  
DESKTOPS



44.2%

YEAR-ON-YEAR CHANGE:

-0.2%

MOBILE  
PHONES



51.5%

YEAR-ON-YEAR CHANGE:

+2%

TABLET  
DEVICES



4.2%

YEAR-ON-YEAR CHANGE:

-15%

OTHER  
DEVICES



0.12%

YEAR-ON-YEAR CHANGE:

(UNCHANGED)



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# INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET

AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



OOKLA

42.71  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



22.16  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



we  
are  
social

29%

ACCESS EQUALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

36%

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



29%

**SOURCES:** OOKLA SPEEDTEST, FEBRUARY 2018; GOOGLE CONSUMER BAROMETER, APRIL 2018. GOOGLE'S FIGURES BASED ON RESPONSES TO A SURVEY.

**NOTES:** DATA REPRESENTS ADULT RESPONDENTS IN SELECTED COUNTRIES ONLY; PLEASE SEE [HTTP://WWW.CONSUMERBAROMETER.COM](http://www.consumerbarometer.com) MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DEVICE USAGE PERCENTAGES MAY NOT SUM TO 100% DUE TO "DON'T KNOW" OR INCOMPLETE ANSWERS.



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# INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED AND MOBILE INTERNET CONNECTIONS BY COUNTRY, IN MBPS

## FASTEST **FIXED** INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	SINGAPORE	161.53
02	ICELAND	157.73
03	HONG KONG	129.64
04	SOUTH KOREA	117.49
05	ROMANIA	105.74
06	SWEDEN	93.24
07	HUNGARY	90.94
08	MACAU	87.92
09	UNITED STATES	84.66
10	NETHERLANDS	83.41

## FASTEST **MOBILE** INTERNET CONNECTIONS

#	COUNTRY	SPEED IN MBPS
01	NORWAY	62.07
02	ICELAND	58.44
03	NETHERLANDS	54.53
04	SINGAPORE	51.92
05	UNITED ARAB EMIRATES	51.72
06	QATAR	51.61
07	AUSTRALIA	50.04
08	HUNGARY	46.39
09	CANADA	45.67
10	BELGIUM	45.16

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# THE WORLD'S MOST VISITED WEBSITES

ALEXA'S RANKING OF THE WEBSITES THAT ATTRACTED THE GREATEST VOLUME OF TRAFFIC AND PAGE VIEWS IN THE PAST MONTH

#	WEBSITE	CATEGORY	TIME PER DAY
01	GOOGLE.COM	SEARCH	07:23
02	YOUTUBE.COM	VIDEO	08:15
03	FACEBOOK.COM	SOCIAL	11:08
04	BAIDU.COM	SEARCH	07:04
05	WIKIPEDIA.ORG	REFERENCE	04:14
06	REDDIT.COM	SOCIAL	15:47
07	YAHOO.COM	NEWS	03:56
08	GOOGLE.CO.IN	SEARCH	06:43
09	QQ.COM	NEWS	04:34
10	TAOBAO.COM	SHOPPING	08:03

#	WEBSITE	CATEGORY	TIME PER DAY
11	AMAZON.COM	SHOPPING	07:40
12	TWITTER.COM	SOCIAL	06:23
13	TMALL.COM	SHOPPING	06:34
14	INSTAGRAM.COM	SOCIAL	05:30
15	SOHU.COM	SEARCH	03:42
16	VK.COM	SOCIAL	10:06
17	LIVE.COM	EMAIL	04:05
18	GOOGLE.CO.JP	SEARCH	06:09
19	SINA.COM.CN	SOCIAL	03:13
20	JD.COM	SHOPPING	04:42

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# THE WORLD'S MOST VISITED WEBSITES

SIMILARWEB'S RANKINGS OF THE WEBSITES THAT ATTRACTED THE GREATEST VOLUME OF WEB TRAFFIC IN THE PAST MONTH

#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	07:23
02	FACEBOOK.COM	SOCIAL	13:28
03	YOUTUBE.COM	VIDEO	20:04
04	BAIDU.COM	SEARCH	08:57
05	WIKIPEDIA.COM	REFERENCE	03:51
06	GOOGLE.CO.IN	SEARCH	07:46
07	YAHOO.COM	NEWS	06:19
08	XVIDEOS.COM	ADULT	12:58
09	GOOGLE.COM.BR	SEARCH	09:08
10	TWITTER.COM	SOCIAL	09:19

#	WEBSITE	CATEGORY	TIME PER VISIT
11	VK.COM	SOCIAL	16:31
12	GOOGLE.COM.BR	SEARCH	09:08
13	INSTAGRAM.COM	SOCIAL	06:48
14	PORNHUB.COM	ADULT	10:32
15	YANDEX.COM	SEARCH	10:42
16	LIVE.COM	EMAIL	06:43
17	AMAZON.COM	SHOPPING	06:25
18	SOGOU.COM	SEARCH	05:16
19	GOOGLE.CO.ID	SEARCH	09:02
20	GOOGLE.CO.UK	SEARCH	09:25



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# E-COMMERCE ACTIVITIES IN THE PAST MONTH

PERCENTAGE OF **INTERNET USERS** IN THE WORLD'S TOP ECONOMIES WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

83%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



global  
web  
index

91%

VISITED AN ONLINE  
PRICE COMPARISON  
SITE OR SERVICE



55%

VISITED AN  
ONLINE AUCTION  
SITE (ANY DEVICE)



global  
web  
index

47%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



73%



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# HOW E-COMMERCE USERS SHOP

COMPARING **INTERNET USERS'** E-COMMERCE ACTIVITIES ON THE WEB TO THEIR USE OF E-COMMERCE APPS ON MOBILES AND TABLETS

## WOMEN

VISITED AN E-COMMERCE  
SITE ON THE WEB IN THE  
PAST MONTH (ANY DEVICE)



90%

USED A SHOPPING APP  
IN THE PAST MONTH  
(PHONE OR TABLET)



61%

## MEN

VISITED AN E-COMMERCE  
SITE ON THE WEB IN THE  
PAST MONTH (ANY DEVICE)



91%

USED A SHOPPING APP  
IN THE PAST MONTH  
(PHONE OR TABLET)



59%

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# TOP GOOGLE SEARCH QUERIES IN Q1 2018

BASED ON WORLDWIDE GOOGLE SEARCHES FOR THE PERIOD 01 JANUARY TO 31 MARCH 2018

#	QUERY	INDEX	VOLUME ▲Y-O-Y
01	FACEBOOK	100	-24%
02	YOUTUBE	72	-3%
03	GOOGLE	66	-7%
04	YOU	39	-6%
05	WEATHER	33	+40%
06	NEWS	26	+5%
07	GMAIL	21	-15%
08	AMAZON	19	+14%
09	HOTMAIL	19	+1%
10	TRANSLATE	16	+11%

#	QUERY	INDEX	VOLUME ▲Y-O-Y
11	MAIL	16	-14%
12	FB	15	-23%
13	YAHOO	14	-10%
14	INSTAGRAM	14	+20%
15	MAPS	10	-1%
16	CRAIGSLIST	10	-13%
17	TWITTER	9	+1%
18	TIEMPO	9	+57%
19	METEO	9	+18%
20	WHATSAPP	9	+38%

**SOURCE:** GOOGLE TRENDS, APRIL 2018; KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). THE "VOLUME ▲Y-O-Y" COLUMN SHOWS THE YEAR-ON-YEAR CHANGE IN SEARCH VOLUME FOR EACH QUERY, BASED ON AVERAGE INDEX VALUES FOR EACH QUERY IN Q1 2018 vs. Q1 2017.





# GLOBAL SOCIAL MEDIA USE



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# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**3.297**  
BILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**43%**

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



**3.087**  
BILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**41%**

we  
are  
social



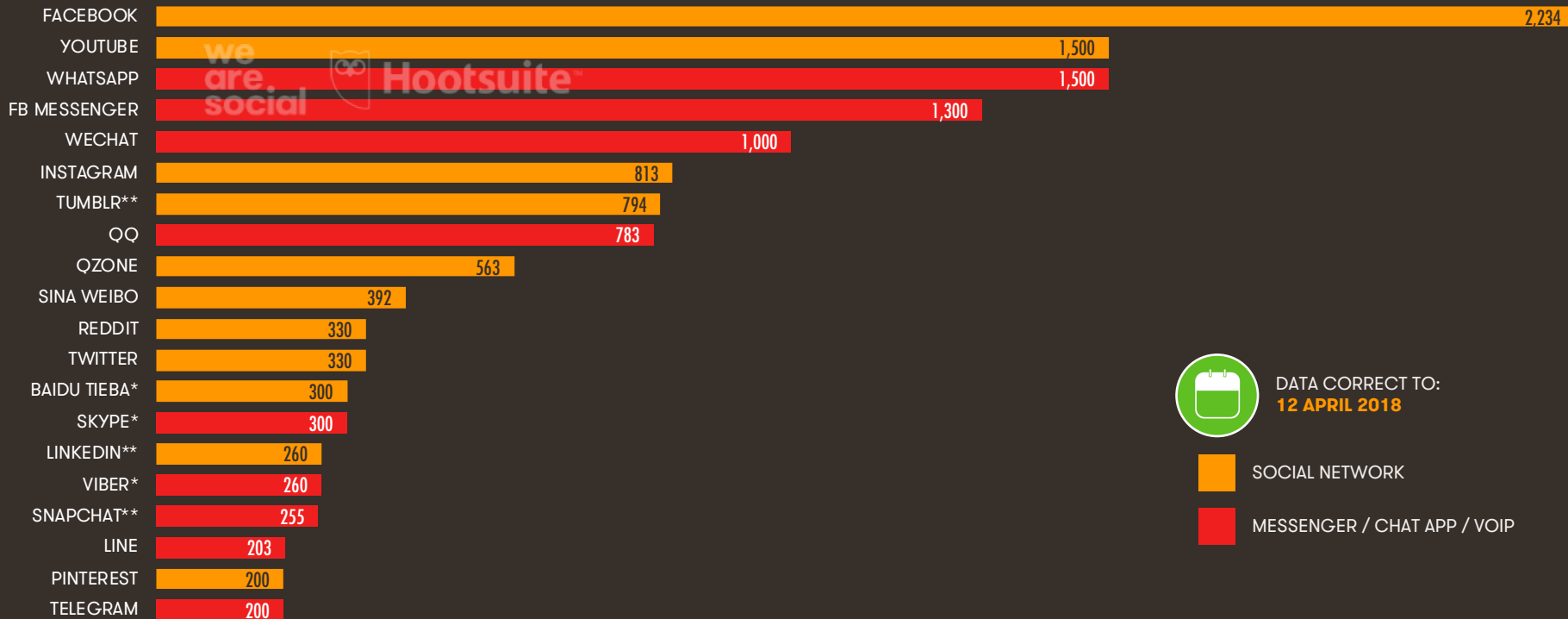
we  
are  
social



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# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:  
12 APRIL 2018



SOCIAL NETWORK



MESSENGER / CHAT APP / VOIP



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# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**2.234**  
BILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. APRIL 2017



**+14%**

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**89%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**43%**

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



**57%**

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# FACEBOOK RANKINGS

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

## COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	COUNTRY	USERS	▲Y-O-Y	▲Q-O-Q
01	INDIA	270,000,000	+27%	+8%
02	UNITED STATES	240,000,000	+10%	+4%
03	INDONESIA	140,000,000	+26%	+8%
04	BRAZIL	130,000,000	+6%	0%
05	MEXICO	85,000,000	+12%	+2%
06	PHILIPPINES	69,000,000	+10%	+3%
07	VIETNAM	58,000,000	+16%	+5%
08	THAILAND	52,000,000	+11%	+2%
09	TURKEY	52,000,000	+8%	+2%
10	UNITED KINGDOM	45,000,000	+7%	+2%

## FACEBOOK'S TOP CITIES

#	CITY	USERS
01	BANGKOK	25,000,000
02	JAKARTA	20,000,000
03	DHAKA	18,000,000
04	MEXICO CITY	15,000,000
05	CAIRO	14,000,000
06	HO CHI MINH	14,000,000
07	ISTANBUL	14,000,000
08	NEW DELHI	14,000,000
09	SÃO PAULO	13,000,000
10	BANGALORE	12,000,000

## FACEBOOK'S TOP LANGUAGES

#	LANGUAGE	USERS
01	ENGLISH	1,100,000,000
02	SPANISH	320,000,000
03	INDONESIAN	170,000,000
04	ARABIC	150,000,000
05	PORTUGUESE	150,000,000
06	FRENCH	110,000,000
07	VIETNAMESE	61,000,000
08	TURKISH	54,000,000
09	THAI	53,000,000
10	GERMAN	43,000,000

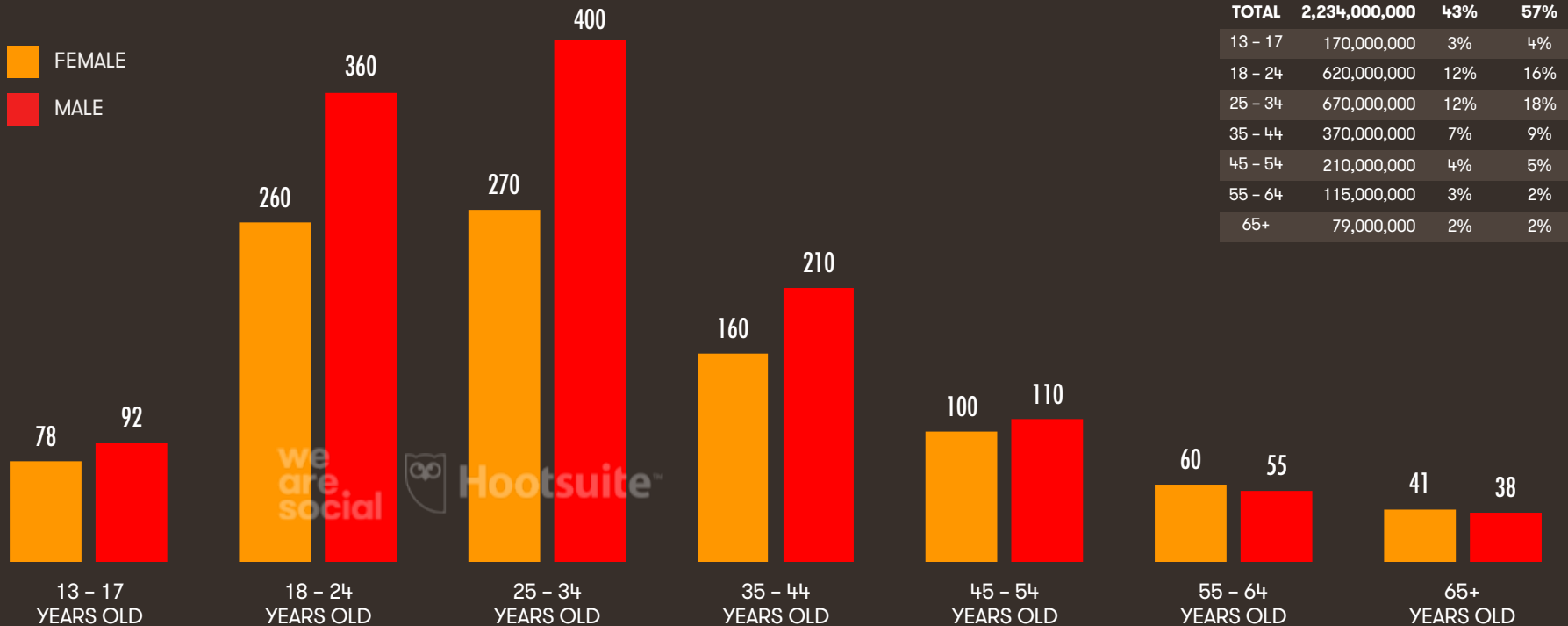


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# PROFILE OF FACEBOOK USERS

BREAKDOWN OF FACEBOOK'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS

FEMALE  
MALE



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# QUARTERLY CHANGE IN FACEBOOK USERS

CHANGE IN THE GLOBAL NUMBER OF FACEBOOK MONTHLY ACTIVE USERS BY GENDER AND AGE BAND

AGE	FEMALES	▲Q-O-Q	▲Q-O-Q
<b>TOTAL</b>	969,000,000	+2.4%	+23,000,000
13 – 17	78,000,000	-2.5%	-2,000,000
18 – 24	260,000,000	+4.0%	+10,000,000
25 – 34	270,000,000	+3.8%	+10,000,000
35 – 44	160,000,000	0%	(UNCHANGED)
45 – 54	100,000,000	+1.0%	+1,000,000
55 – 64	60,000,000	+1.7%	+1,000,000
65+	41,000,000	+5.1%	+2,000,000

AGE	MALES	▲Q-O-Q	▲Q-O-Q
<b>TOTAL</b>	1,265,000,000	+3.6%	+44,000,000
13 – 17	92,000,000	-4.2%	-4,000,000
18 – 24	360,000,000	0%	(UNCHANGED)
25 – 34	400,000,000	+8.1%	+30,000,000
35 – 44	210,000,000	+5.0%	+10,000,000
45 – 54	110,000,000	+10.0%	+10,000,000
55 – 64	55,000,000	+3.8%	+2,000,000
65+	38,000,000	+2.7%	+1,000,000



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# FACEBOOK ACTIVITY FREQUENCIES

THE NUMBER OF TIMES A 'TYPICAL' USER PERFORMS EACH ACTIVITY ON FACEBOOK, SPLIT BY SELF-DECLARED GENDER OF USER

TOTAL NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



we  
are  
social

FEMALE: MALE:

1 1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



we  
are  
social

FEMALE: MALE:

13 9

COMMENTS IN THE PAST  
30 DAYS  
(ALL POST TYPES)



we  
are  
social

FEMALE: MALE:

7 4

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



FEMALE: MALE:

1 1

FACEBOOK ADS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



FEMALE: MALE:

12 9

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# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ("FANS"), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.16%

AVERAGE POST REACH  
vs. PAGE LIKES



8.9%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



7.2%

PERCENTAGE OF PAGES  
USING PAID MEDIA



19.1%

AVERAGE PAID REACH  
vs. TOTAL REACH



24.1%



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# AVERAGE FACEBOOK ENGAGEMENT RATES

THE AVERAGE NUMBER OF UNIQUE USERS WHO CLICKED, LIKED, SHARED, OR COMMENTED ON A PAGE'S POST vs. THAT POST'S REACH

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



4.08%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



5.87%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



4.95%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



3.61%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



2.46%

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# MOST 'LIKED' PAGES ON FACEBOOK

FACEBOOK PAGES WITH THE GREATEST NUMBER OF TOTAL PAGE LIKES

#	PAGE NAME	CATEGORY	'FANS'
01	CRISTIANO RONALDO	ATHLETE	122,490,000
02	REAL MADRID C.F.	SPORT TEAM	107,680,000
03	SHAKIRA	MUSICIAN / BAND	103,420,000
04	FC BARCELONA	STADIUM	103,240,000
05	VIN DIESEL	ARTIST	100,320,000
06	TASTY	MEDIA	93,340,000
07	LEO MESSI	ATHLETE	89,610,000
08	EMINEM	MUSICIAN / BAND	89,260,000
09	YOUTUBE	PRODUCT / SERVICE	83,740,000
10	RIHANNA	ARTIST	80,950,000

#	PAGE NAME	CATEGORY	'FANS'
11	MR BEAN	PUBLIC FIGURE	78,450,000
12	JUSTIN BIEBER	MUSICIAN / BAND	78,340,000
13	WILL SMITH	ARTIST	77,040,000
14	MICHAEL JACKSON	MUSICIAN / BAND	73,920,000
15	MANCHESTER UNITED	SPORT TEAM	73,720,000
16	TAYLOR SWIFT	MUSICIAN / BAND	73,480,000
17	BOB MARLEY	MUSICIAN / BAND	72,590,000
18	CRIMINAL CASE	VIDEO GAME	69,310,000
19	KATY PERRY	MUSICIAN / BAND	68,970,000
20	CANDY CRUSH SAGA	GAMES / TOYS	67,220,000

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# INSTAGRAM USAGE ANALYSIS

A CLOSER LOOK AT INSTAGRAM USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**813**  
MILLION

ANNUAL CHANGE IN  
INSTAGRAM USERS  
vs. APRIL 2017



**+36%**

PERCENTAGE OF  
INSTAGRAM USERS  
ACCESSING VIA MOBILE



**100%**

PERCENTAGE OF  
INSTAGRAM PROFILES  
DECLARED AS FEMALE



**50.7%**

PERCENTAGE OF  
INSTAGRAM PROFILES  
DECLARED AS MALE

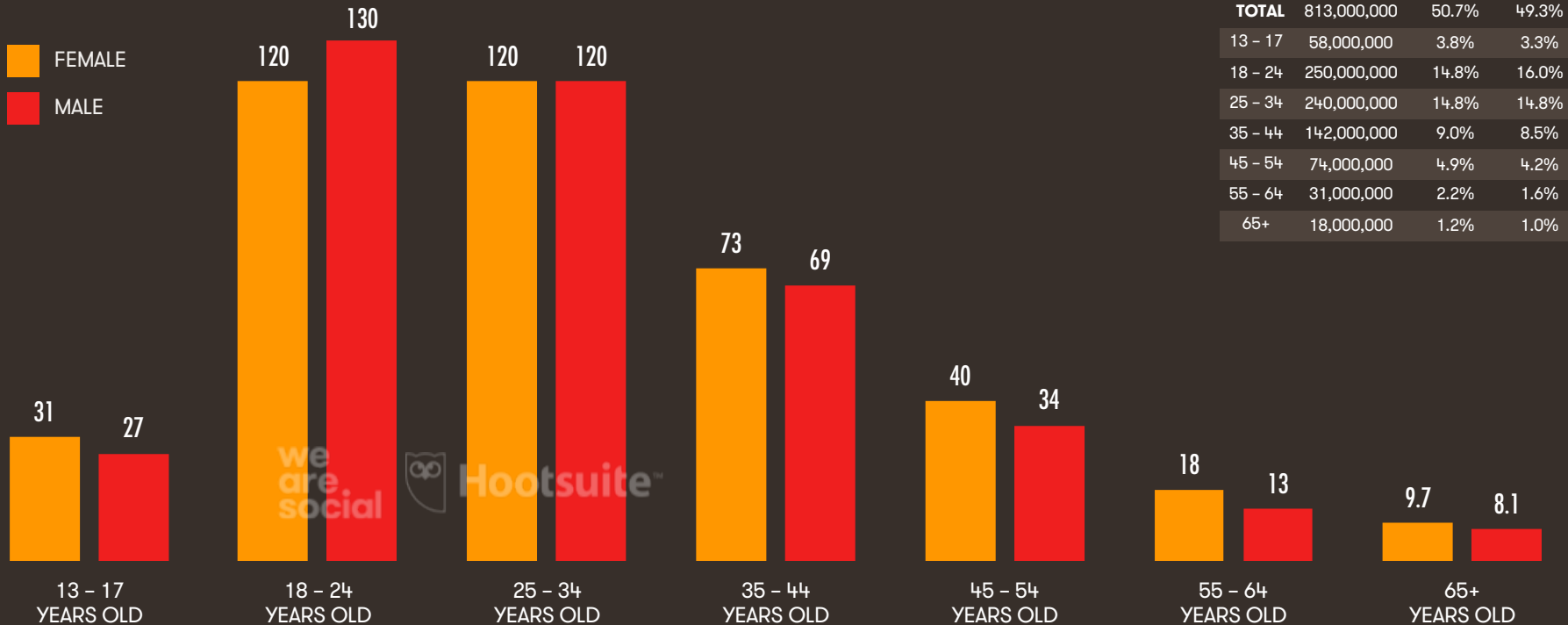


**49.3%**

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# PROFILE OF INSTAGRAM USERS

BREAKDOWN OF INSTAGRAM'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



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# INSTAGRAM COUNTRY RANKINGS

COUNTRIES WITH THE GREATEST NUMBER OF ACTIVE INSTAGRAM USERS

#	COUNTRY	USERS	▲Q-O-Q	▲Q-O-Q
01	UNITED STATES	120,000,000	+9%	+10,000,000
02	BRAZIL	61,000,000	+7%	+4,000,000
03	INDIA	59,000,000	+13%	+7,000,000
04	INDONESIA	56,000,000	+6%	+3,000,000
05	TURKEY	34,000,000	+3%	+1,000,000
06	RUSSIA	31,000,000	+7%	+2,000,000
07	IRAN	24,000,000	0%	(UNCHANGED)
08	JAPAN	23,000,000	+5%	+1,000,000
09	UNITED KINGDOM	23,000,000	+10%	+2,000,000
10	MEXICO	21,000,000	+5%	+1,000,000
11	GERMANY	18,000,000	+13%	+2,000,000

#	COUNTRY	USERS	▲Q-O-Q	▲Q-O-Q
12	ITALY	17,000,000	+6%	+1,000,000
13	ARGENTINA	15,000,000	+7%	+1,000,000
14	FRANCE	15,000,000	+7%	+1,000,000
15	SPAIN	14,000,000	+8%	+1,000,000
16	THAILAND	14,000,000	+8%	+1,000,000
17	CANADA	12,000,000	+9%	+1,000,000
18	SAUDI ARABIA	12,000,000	0%	(UNCHANGED)
19	COLOMBIA	11,000,000	+10%	+1,000,000
20	EGYPT	11,000,000	+10%	+1,000,000
21	SOUTH KOREA	11,000,000	0%	(UNCHANGED)
22	MALAYSIA	11,000,000	0%	(UNCHANGED)



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# MOST FOLLOWED INSTAGRAM ACCOUNTS

THE INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	233,900,000
02	SELENA GOMEZ	@SELENAGOMEZ	135,460,000
03	CRISTIANO RONALDO	@CRISTIANO	123,330,000
04	ARIANA GRANDE	@ARIANAGRANDE	118,320,000
05	BEYONCÉ	@BEYONCE	113,500,000
06	KIM KARDASHIAN	@KIMKARDASHIAN	109,780,000
07	TAYLOR SWIFT	@TAYLORSWIFT	107,040,000
08	KYLIE JENNER	@KYLIEJENNER	106,570,000
09	DWAYNE JOHNSON	@THEROCK	102,680,000
10	JUSTIN BIEBER	@JUSTINBIEBER	98,340,000

#	ACCOUNT NAME	HANDLE	FOLLOWERS
11	NEYMAR JR.	@NEYMARJR	91,500,000
12	LEO MESSI	@LEOMESSI	89,430,000
13	KENDALL JENNER	@KENDALLJENNER	89,280,000
14	NATIONAL GEOGRAPHIC	@NATGEO	87,080,000
15	MICKI MINAJ	@NICKIMINAJ	85,970,000
16	NIKE	@NIKE	76,940,000
17	MILEY CYRUS	@MILEYCYRUS	74,990,000
18	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	74,360,000
19	JENNIFER LOPEZ	@JLO	73,770,000
20	KATY PERRY	@KATYPERRY	69,090,000



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# TWITTER USAGE ANALYSIS

A CLOSER LOOK AT TWITTER USE, BROKEN DOWN BY MOBILE USE AND GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
TWITTER USERS



we  
are  
social

**330  
MILLION**

ANNUAL CHANGE  
IN TWITTER USERS  
vs. APRIL 2017



**+3%**

PERCENTAGE OF  
TWITTER USERS  
ACCESSING VIA MOBILE



we  
are  
social

**90%**

PERCENTAGE OF  
USERS THAT TWITTER  
REPORTS AS FEMALE



**42.8%**

PERCENTAGE OF  
USERS THAT TWITTER  
REPORTS AS MALE



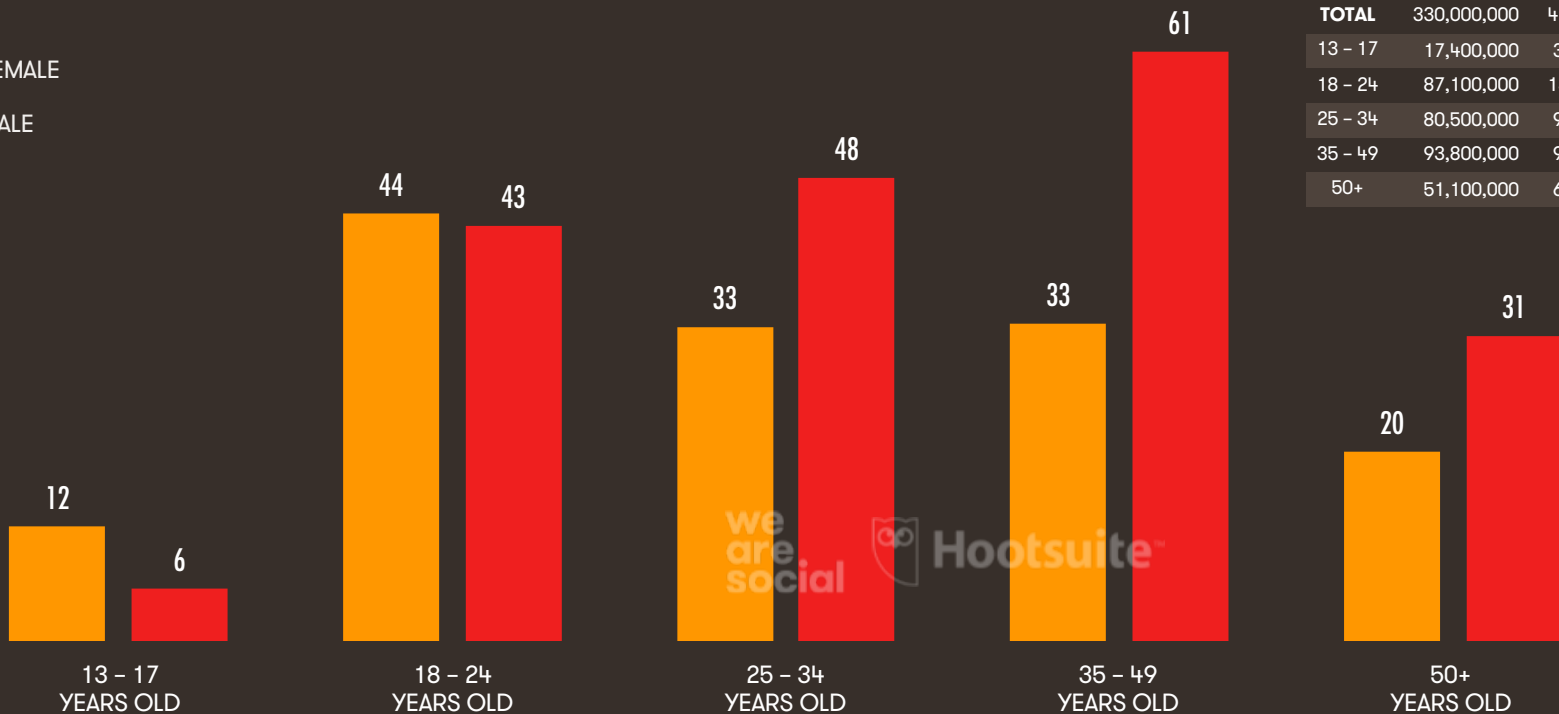
**57.2%**

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# PROFILE OF TWITTER USERS

BREAKDOWN OF TWITTER'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS

FEMALE  
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	330,000,000	42.8%	57.2%
13 - 17	17,400,000	3.6%	1.7%
18 - 24	87,100,000	13.4%	13.0%
25 - 34	80,500,000	9.9%	14.5%
35 - 49	93,800,000	9.9%	18.5%
50+	51,100,000	6.0%	9.5%



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# TWITTER COUNTRY RANKINGS

COUNTRIES WITH THE GREATEST NUMBER OF ACTIVE TWITTER USERS

#	COUNTRY	USERS	vs. POP	SHARE
01	UNITED STATES	72,300,000	22%	22%
02	JAPAN	50,900,000	40%	15%
03	UNITED KINGDOM	18,600,000	28%	6%
04	SAUDI ARABIA	13,800,000	41%	4%
05	TURKEY	10,800,000	13%	3%
06	BRAZIL	10,100,000	5%	3%
07	INDIA	10,100,000	1%	3%
08	MEXICO	9,100,000	7%	3%
09	SPAIN	8,300,000	18%	3%
10	FRANCE	7,600,000	12%	2%

#	COUNTRY	USERS	vs. POP	SHARE
11	CANADA	7,300,000	20%	2%
12	INDONESIA	6,600,000	2%	2%
13	PHILIPPINES	5,600,000	5%	2%
14	SOUTH KOREA	5,300,000	10%	2%
15	ARGENTINA	5,300,000	12%	2%
16	THAILAND	5,100,000	7%	2%
17	GERMANY	5,000,000	6%	2%
18	ITALY	3,500,000	6%	1%
19	AUSTRALIA	3,400,000	14%	1%
20	COLOMBIA	3,300,000	7%	1%



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# SHARE OF TWITTER USE BY PLATFORM

BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS ACCESSING THE PLATFORM VIA EACH DEVICE / PLATFORM

LAPTOPS &  
DESKTOPS



**17%**

ACTIVE USER ACCOUNTS:  
**57 MILLION**

APPLE iOS  
DEVICES



**43%**

ACTIVE USER ACCOUNTS:  
**142 MILLION**

ANDROID  
DEVICES



**36%**

ACTIVE USER ACCOUNTS:  
**118 MILLION**

OTHER MOBILE  
PLATFORMS



**4%**

ACTIVE USER ACCOUNTS:  
**14 MILLION**

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# MOST FOLLOWED TWITTER ACCOUNTS

THE TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT NAME	HANDLE	FOLLOWERS
01	KATY PERRY	@KATYPERRY	109,220,000
02	JUSTIN BIEBER	@JUSTINBIEBER	106,130,000
03	BARACK OBAMA	@BARACKOBAMA	101,720,000
04	RIHANNA	@RIHANNA	87,220,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	85,600,000
06	LADY GAGA	@LADYGAGA	78,080,000
07	THE ELLEN SHOW	@THEELLENSHOW	77,630,000
08	CRISTIANO RONALDO	@CRISTIANO	72,200,000
09	YOUTUBE	@YOUTUBE	71,880,000
10	JUSTIN TIMBERLAKE	@JTIMBERLAKE	65,770,000

#	ACCOUNT NAME	HANDLE	FOLLOWERS
11	TWITTER	@TWITTER	62,780,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	59,570,000
13	BRITNEY SPEARS	@BRITNEYSPEARS	57,680,000
14	ARIANA GRANDE	@ARIANAGRANDE	56,800,000
15	SELENA GOMEZ	@SELENAGOMEZ	56,400,000
16	DEMI LOVATO	@DDLOVATO	56,370,000
17	CNN BREAKING NEWS	@CNNBRK	54,750,000
18	SHAKIRA	@SHAKIRA	51,880,000
19	JIMMY FALLON	@JIMMYFALLON	50,970,000
20	DONALD TRUMP	@REALDONALDTRUMP	50,600,000





# GLOBAL MOBILE USE

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# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE GLOBAL NUMBER OF UNIQUE MOBILE USERS TO THE GLOBAL NUMBER OF MOBILE CONNECTIONS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are  
social

5.061  
BILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



GSMA

66%

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.605  
BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

113%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.7



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# PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS IN USE

## GSMA INTELLIGENCE DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



GSMA

5.1  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.6  
BILLION

## ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER  
OF MOBILE USERS  
(UNIQUE INDIVIDUALS)



ERICSSON

5.4  
BILLION

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



7.8  
BILLION

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# MOBILE CONNECTIONS BY DEVICE

BASED ON GLOBAL SMARTPHONE CONNECTIONS COMPARED TO TOTAL GLOBAL MOBILE CONNECTIONS

TOTAL GLOBAL  
CONNECTIONS  
(ALL DEVICES)\*



8.605  
BILLION

CONNECTIONS  
USED ON SMART-  
PHONE DEVICES



5.077  
BILLION

SHARE OF SMART-  
PHONE CONNECTIONS  
vs. TOTAL CONNECTIONS



59%

CONNECTIONS  
USED ON FEATURE-  
PHONE DEVICES



3.261  
BILLION

SHARE OF FEATURE-  
PHONE CONNECTIONS  
vs. TOTAL CONNECTIONS



38%

we  
are  
social



we  
are  
social



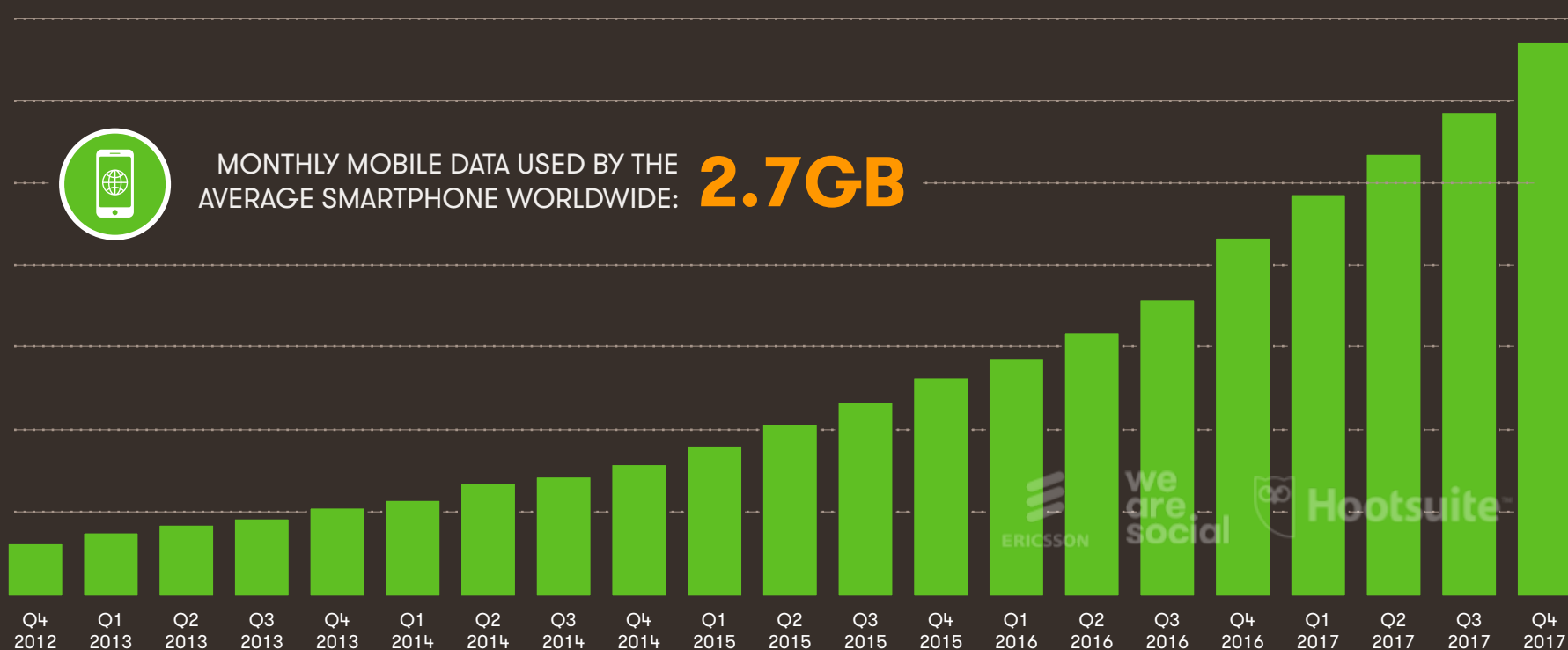
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# GLOBAL MOBILE DATA GROWTH

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



MONTHLY MOBILE DATA USED BY THE  
AVERAGE SMARTPHONE WORLDWIDE: **2.7GB**





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# SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
ANDROID DEVICES



74.2%

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
APPLE IOS DEVICES



20.8%

PERCENTAGE OF MOBILE WEB  
REQUESTS FROM OTHER  
MOBILE OPERATING SYSTEMS



4.9%

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are  
social

statcounter

statcounter



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# GLOBAL MOBILE APP TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN UNITED STATES DOLLARS, INCLUDING ANNUAL TRENDS

NUMBER OF MOBILE APPS  
DOWNLOADED WORLDWIDE  
IN Q1 2018 (ALL PLATFORMS)



27.5  
BILLION

ANNUAL GROWTH IN  
THE NUMBER OF MOBILE  
APPS DOWNLOADED



+10%

TOTAL VALUE OF GLOBAL  
CONSUMER SPEND ON  
MOBILE APPS IN Q1 2018



\$18.4  
BILLION

ANNUAL GROWTH IN VALUE  
OF GLOBAL CONSUMER  
SPEND ON MOBILE APPS



+22%

AVERAGE SPEND  
ON MOBILE APPS PER  
SMARTPHONE IN Q1 2018



\$3.62

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# TOP MOBILE APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS

## SIMILARWEB'S RANKING OF GOOGLE PLAY MOBILE APPS BY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK	FACEBOOK
02	GOOGLE PLAY SERVICES	GOOGLE
03	GOOGLE	GOOGLE
04	GOOGLE CHROME	GOOGLE
05	YOUTUBE	GOOGLE
06	FACEBOOK MESSENGER	FACEBOOK
07	WHATSAPP	FACEBOOK
08	INSTAGRAM	FACEBOOK
09	SNAPCHAT	SNAP
10	GMAIL	GOOGLE

## APP ANNIE'S RANKING OF MOBILE APPS BY DOWNLOADS ACROSS ALL STORES

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	PUBG MOBILE	TENCENT
04	WHATSAPP	FACEBOOK
05	INSTAGRAM	FACEBOOK
06	UC BROWSER	ALIBABA GROUP
07	SHAREIT	SHAREIT
08	TIK TOK	TOUTIAO
09	ALIEXPRESS	ALIBABA GROUP
10	SNAPCHAT	SNAP

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# DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE AROUND THE WORLD

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Afghanistan	Bulgaria	Ecuador	Haiti	Libya	Netherlands	St Lucia	Tanzania
Albania	Burkina Faso	Egypt	Honduras	Liechtenstein	New Caledonia	St Martin	Thailand
Algeria	Burundi	El Salvador	Hong Kong	Lithuania	New Zealand	St Pierre & Miquelon	Timor-Leste
American Samoa	Cabo Verde	Equatorial Guinea	Hungary	Luxembourg	Nicaragua	St Vincent, Grenadines	Togo
Andorra	Cambodia	Eritrea	Iceland	Macau	Niger	Samoa	Tokelau
Angola	Cameroon	Estonia	India	TFYR Macedonia	Nigeria	San Marino	Tonga
Anguilla	Canada	Ethiopia	Indonesia	Madagascar	Niue	São Tomé & Príncipe	Trinidad & Tobago
Antigua & Barbuda	Cayman Is.	Faroe Is.	Iran	Malawi	Norfolk Is.	Saudi Arabia	Tunisia
Argentina	Central African Rep.	Falkland Is.	Iraq	Malaysia	Northern Mariana Is.	Senegal	Turkey
Armenia	Chad	Fiji	Ireland	Maldives	Norway	Serbia	Turkmenistan
Aruba	Chile	Finland	Isle of Man	Mali	Oman	Seychelles	Turks & Caicos Is.
Australia	China	France	Israel	Malta	Pakistan	Sierra Leone	Tuvalu
Austria	Christmas Is.	French Guiana	Italy	Marshall Is.	Palau	Singapore	Uganda
Azerbaijan	Cocos Is.	French Polynesia	Jamaica	Martinique	Palestine	St Maarten	Ukraine
Bahamas	Colombia	Gabon	Japan	Mauritania	Panama	Slovakia	U.A.E.
Bahrain	Comoros	Gambia	Jersey	Mauritius	Papua New Guinea	Slovenia	U.K.
Bangladesh	Congo, Dem. Rep.	Georgia	Jordan	Mayotte	Paraguay	Solomon Is.	U.S.A.
Barbados	Congo, Rep.	Germany	Kazakhstan	Mexico	Peru	Somalia	Uruguay
Belarus	Cook Is.	Ghana	Kenya	Micronesia	Philippines	South Africa	Uzbekistan
Belgium	Costa Rica	Gibraltar	Kiribati	Moldova	Poland	South Sudan	Vanuatu
Belize	Côte d'Ivoire	Greece	Korea, North	Monaco	Portugal	Spain	Venezuela
Benin	Croatia	Greenland	Korea, South	Mongolia	Puerto Rico	Sri Lanka	Vietnam
Bermuda	Cuba	Grenada	Kosovo	Montenegro	Qatar	Sudan	British Virgin Is.
Bhutan	Curaçao	Guadeloupe	Kuwait	Montserrat	Réunion	Suriname	U.S. Virgin Is.
Bolivia	Cyprus	Guam	Kyrgyzstan	Morocco	Romania	Swaziland	Wallis & Futuna
Bonaire, St Eustatius, Saba	Czech Rep.	Guatemala	Laos	Mozambique	Russia	Sweden	Western Sahara
Bosnia & Herzegovina	Denmark	Guernsey	Latvia	Myanmar	Rwanda	Switzerland	Yemen
Botswana	Djibouti	Guinea	Lebanon	Namibia	St Barthélemy	Syria	Zambia
Brazil	Dominica	Guinea-Bissau	Lesotho	Nauru	St Helena	Taiwan	Zimbabwe



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