

Twitter sees gentle downward flight in US users but ad revenues rise

Article

The forecast: Twitter has started a gentle decline in US users. The social media app peaked in 2021 with **57.8 million** monthly US users. This year, that figure will flutter downward by **0.5%**,

hitting **575 million** by year-end. But it's not all a decline for the platform.

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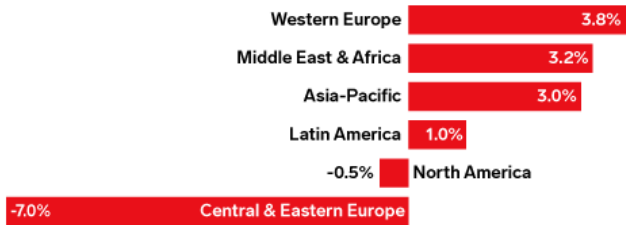
- Despite **Elon Musk's** tumultuous Twitter takeover—which is now temporarily on hold, per Musk—we don't project any major changes in user count associated with executive leadership changes at this time.
- Rather, the most occasional monthly users (those who use the platform once or twice per month) are slipping away, either because of fatigue or a lack of desired news content on the bird app.
- That said, there's more to the app's US figures than user decline. **Twitter's US ad revenues are still in flight and will increase by 23.8% this year to hit \$3.01 billion.**
- US ad dollars are also increasing marginally as a share of social network ad spending and will make up **4.0%** this year, as **Facebook's** growth slows while the rest of social glides smoothly.
- **However, there could be reason for concern for advertisers**, considering less than three years ago Musk tweeted, "**I hate advertising.**" It's no surprise the billionaire businessman is looking for other methods for monetizing the app, making the future for advertisers less certain.

Elsewhere in the Twitterverse:

- While Twitter glides downward in US, **user numbers worldwide are still rising** and will grow **1.5%** to **368.1 million** users worldwide this year.
- The fastest growth in Twitter users is concentrated in Western Europe, the Middle East and Africa, and Asia-Pacific.
- Meanwhile, Central and Eastern Europe will see a **7.0%** decline in Twitter users this year, propelled by Russia's ban on Twitter, which limited the access of internet users in Russia to non-state-sponsored news.

Twitter User Growth Worldwide, by Region, 2022

% change



Note: internet users of any age who access their Twitter account via any device at least once per month

Source: eMarketer, April 2022

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Looking ahead: Twitter's days of US user growth are in the rearview mirror. In 2026, we forecast the app will have just **56.6 million** monthly active users. That said, the app's future is still cloudy, and if Musk goes through with purchasing the app, its entire monetization model could change.