

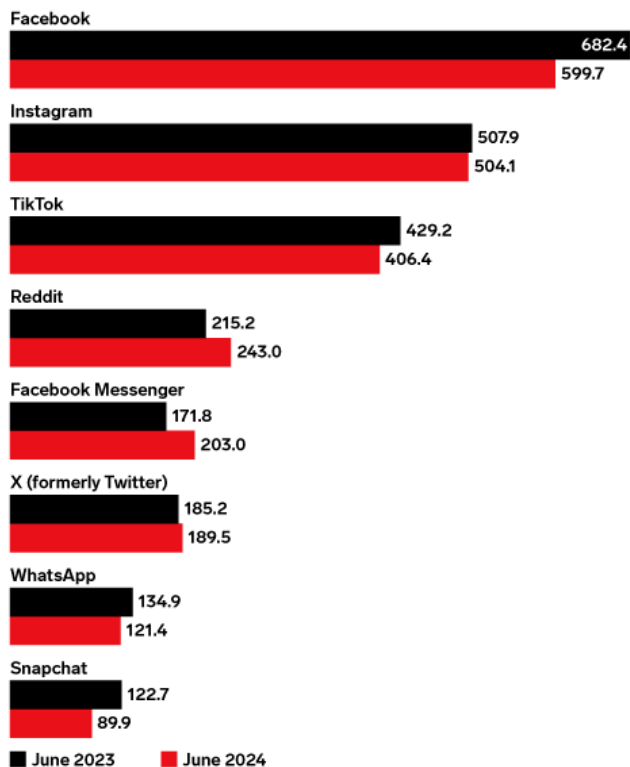
Facebook Messenger users are spending more time on the app this year

Article



Average Monthly Time Spent per User for Select US Social Media Apps, June 2023 & June 2024

mins



Note: ages 18+; app only, excludes mobile web
Source: Comscore Mobile Metrix, "Social Media, Mobile Apps, Total Digital Population, June 2023-June 2024, US," Aug 2024

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Key stat: Among social media platforms, Facebook (excluding Facebook Messenger), Instagram, and [TikTok](#) users spent less time on the [social media](#) apps in June 2024 compared with the year prior, per data by Comscore. Facebook Messenger saw the biggest YoY increase (18.2%) in time spent during the same period, with users spending 31.2 minutes more in June 2024.

Beyond the chart:

- This year, more than three-quarters (76.5%) of mobile phone messaging app users will use [Facebook](#) Messenger's app at least once per month, per our June 2024 forecast.
- Facebook Messenger's high user penetration means there is a sizable, engaged audience when [Meta fully rolls out sponsored messages](#), which are similar to SMS marketing.

Use this chart: Social media advertisers can use this chart to guide channel investments, draw usage trends, and illustrate the growth of communication-based apps such as Reddit and

Facebook Messenger.

Related EMARKETER reports:

- [*US Social Media and Messaging Usage*](#) (Subscription required)
- [*US Social Network Forecasts 2024*](#) (Subscription required)

Note: Data was provided to EMARKETER by Comscore.