

# Is Instagram's New Close Friends App 'Threads' the Future of Social?

## AUDIO |

### eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Drosch explain whether Americans want a social app geared toward close friends. Then, forecasting analyst Eric Haggstrom discusses whether the Disney+ bundle can lure sports viewers from cable, breaks down whether Waymo's robot taxi improvements outweigh rider complaints and more.

#### Instagram Users and Growth in North America, 2018-2023

millions and % change

|                      | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  |
|----------------------|-------|-------|-------|-------|-------|-------|
| <b>US</b>            |       |       |       |       |       |       |
| —Users               | 100.5 | 106.7 | 112.5 | 117.2 | 121.4 | 125.6 |
| —% change            | 10.1% | 6.2%  | 5.4%  | 4.1%  | 3.6%  | 3.4%  |
| <b>Canada</b>        |       |       |       |       |       |       |
| —Users               | 11.0  | 11.8  | 12.6  | 13.2  | 13.8  | 14.3  |
| —% change            | 20.4% | 7.3%  | 6.1%  | 5.3%  | 4.3%  | 3.8%  |
| <b>North America</b> |       |       |       |       |       |       |
| —Users               | 111.5 | 118.5 | 125.1 | 130.4 | 135.2 | 139.9 |
| —% change            | 11.0% | 6.3%  | 5.5%  | 4.2%  | 3.7%  | 3.5%  |

Note: internet users who use Instagram via any device at least once per month

Source: eMarketer, July 2019

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