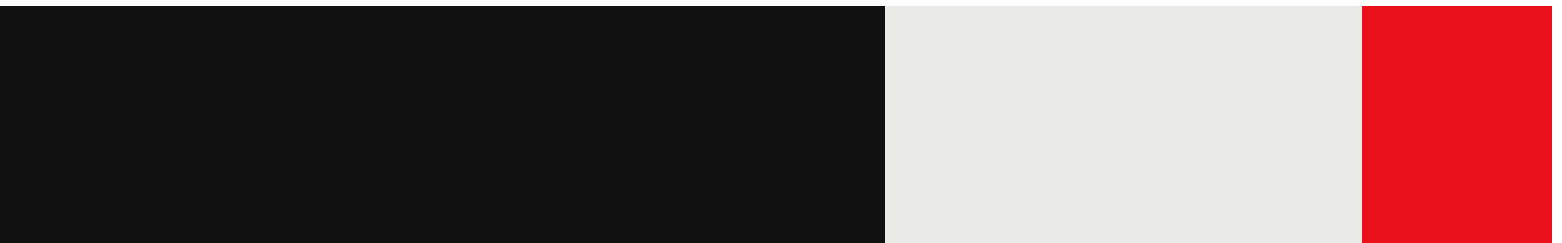# 5 charts on the state of social media around the world
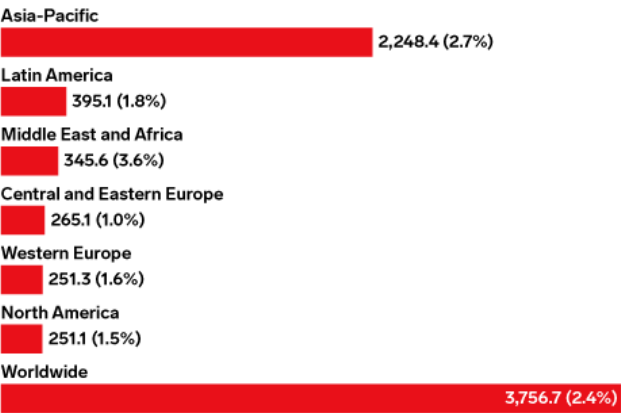
Article

Nearly 80% of the world's internet users are on social media. This landscape is still dominated by Meta in most markets, but use and ad spend is shifting away from Facebook and toward TikTok. Here are five charts that capture the worldwide state of social.

1. Where are people logged on?

Social Network Users Worldwide, by Region, 2023
millions and % change

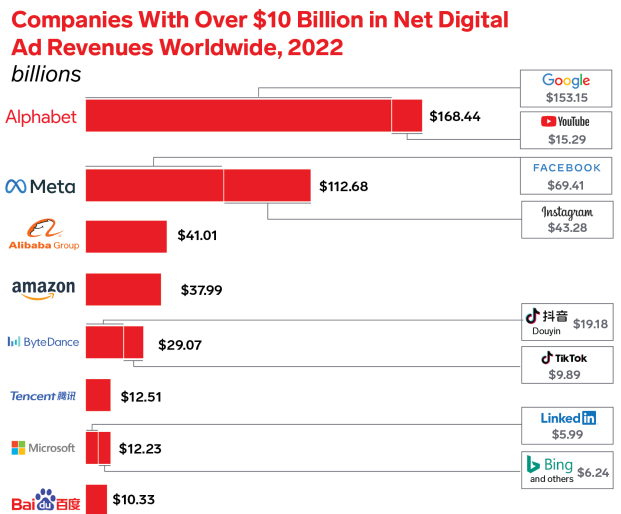| Region	
Asia-Pacific	2,248.4 (2.7%)
Latin America	395.1 (1.8%)
Middle East and Africa	345.6 (3.6%)
Central and Eastern Europe	265.1 (1.0%)
Western Europe	251.3 (1.6%)
North America	251.1 (1.5%)
Worldwide	3,756.7 (2.4%)

Note: internet users who use a social network via any device at least once per month
Source: eMarketer, Dec 2022

279791   eMarketer | InsiderIntelligence.com

The number of social media users worldwide will increase by 2.4% this year, according to our forecast. That's a major slowdown from 2020, when the number of users increased by 10.8% during the pandemic.

A higher percentage of internet users are using social media, too. In 2020, 79.6% of internet users were social networkers. This year, that figure will be 80.8%.

2. Meta is still one of the world's biggest ad companies

Companies With Over $10 Billion in Net Digital Ad Revenues Worldwide, 2022
billions

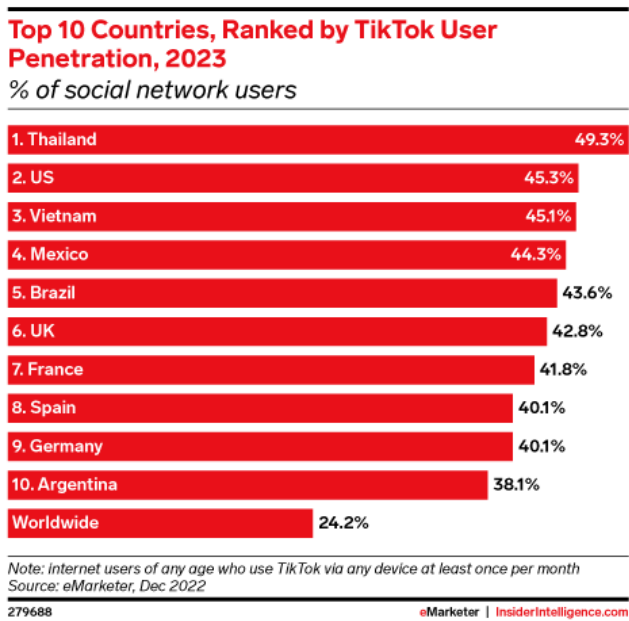| Company	Amount	Breakdown
Alphabet	$168.44	Google $153.15 / YouTube $15.29
Meta	$112.68	FACEBOOK $69.41 / Instagram $43.28
Alibaba Group	$41.01	
amazon	$37.99	
ByteDance	$29.07	抖音 Douyin $19.18 / TikTok $9.89
Tencent 腾讯	$12.51	
Microsoft	$12.23	Linked in $5.99 / Bing and others $6.24
Baidu 百度	$10.33	

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Alibaba total includes Youku Tudou; ByteDance total does not include smaller properties inside China such as Toutiao and Baike
Source: eMarketer, Oct 2022
i279230   INSIDER INTELLIGENCE | eMarketer

Despite Facebook's decline, Meta remains second only to Google and YouTube's parent company, Alphabet, in worldwide ad spend.

Total ad revenues fell at Meta in 2022, and we forecast Meta will make up 19.4% of worldwide digital ad spend this year, down from a peak of 22.0% in 2021.

ByteDance is one company taking over Meta's digital ad share. TikTok and Douyin's combined revenues will make up 5.8% of digital ad spend in 2023, up from 4.0% in 2021. But both companies need to watch their backs as retail media takes a bigger bite of digital ad share.

3. TikTok's penetration nears 50% in some countries

Top 10 Countries, Ranked by TikTok User Penetration, 2023
% of social network users

1. Thailand	49.3%
2. US	45.3%
3. Vietnam	45.1%
4. Mexico	44.3%
5. Brazil	43.6%
6. UK	42.8%
7. France	41.8%
8. Spain	40.1%
9. Germany	40.1%
10. Argentina	38.1%
Worldwide	24.2%

Note: internet users of any age who use TikTok via any device at least once per month
Source: eMarketer, Dec 2022

279688   eMarketer | InsiderIntelligence.com

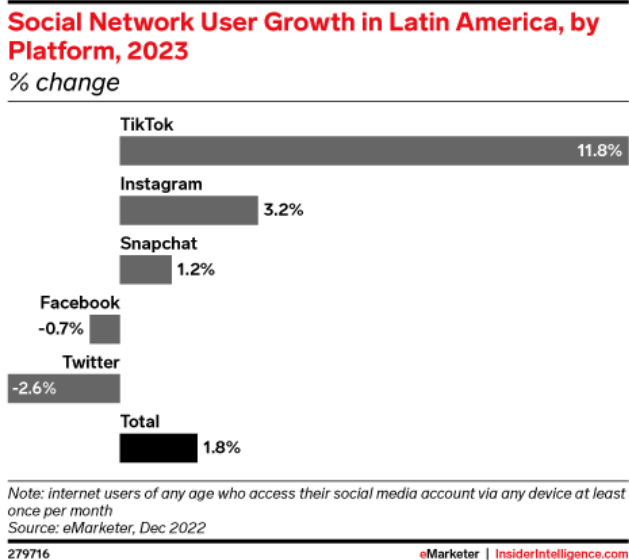Even as social media ad spend takes a hit, TikTok's potential is astounding.

In Thailand, close to half (49.3%) of social network users are already on TikTok. That figure is a bit lower in the US, but will reach 49.1% by the end of 2026, according to our forecast. TikTok's growth in the US will come in large part from older users. In 2022, the number of US users ages 65 and older nearly doubled, and double-digit growth will persist through 2025.

Remarkably, TikTok's penetration even in its top markets is significantly lower than its sister app Douyin's penetration in China, which will reach 77.4% of social users this year.

TikTok probably won't ever see this type of saturation, especially in the US where Facebook and Instagram will remain relevant for at least a while longer, and even more specifically among older users. But if ByteDance continues to use China as a model for worldwide growth, the app's retail and advertising potential will keep climbing.

4. A closer look at Latin America

Social Network User Growth in Latin America, by Platform, 2023
% change

Platform	% change
TikTok	11.8%
Instagram	3.2%
Snapchat	1.2%
Facebook	-0.7%
Twitter	-2.6%
Total	1.8%

Note: internet users of any age who access their social media account via any device at least once per month
Source: eMarketer, Dec 2022

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In Latin America, where people spend more daily time with social media than anywhere else, Twitter and Facebook are hemorrhaging users as TikTok grows rapidly, according to our forecast.
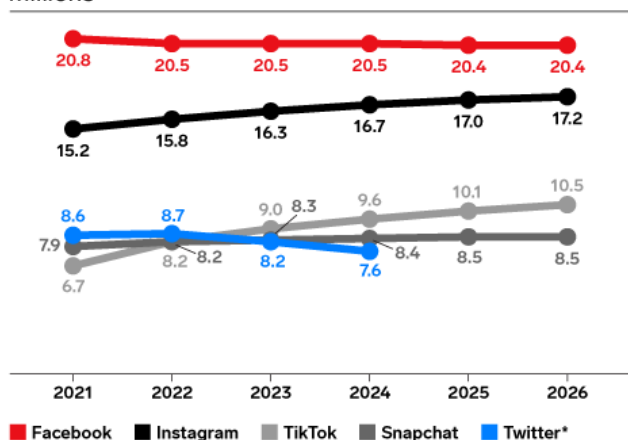
TikTok is the fastest-growing social platform in Latin America. Its popularity is huge for ecommerce, specifically in Brazil, where the platform will launch TikTok Shop this year, noted our analyst Matteo Ceurvels.

And TikTok's Latin America growth mirrors global trends. The platform will grow by 11.6% worldwide this year, per our forecast.

5. TikTok takes No. 3 in Canada

Social Network Users in Canada, by Platform, 2021-2026
millions

	2021	2022	2023	2024	2025	2026
Facebook	20.8	20.5	20.5	20.5	20.4	20.4
Instagram	15.2	15.8	16.3	16.7	17.0	17.2
TikTok	6.7	8.2	9.0	9.6	10.1	10.5
Snapchat	7.9	8.2	8.3	8.4	8.5	8.5
Twitter*	8.6	8.7	8.2	7.6		

■ Facebook ■ Instagram ■ TikTok ■ Snapchat ■ Twitter*

Note: internet users who use the referenced social network via any device at least once per month; *due to the current uncertainty surrounding Twitter, our forecast ends in 2024
Source: eMarketer, Dec 2022

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In Canada, TikTok will beat out both Snapchat and Twitter this year, becoming the country's third-most used social platform. And just like in Latin America, Facebook and Twitter are losing users in Canada.

Meta still accounts for nearly a quarter (23.8%) of digital ad spend in Canada, but that share is dropping as Facebook loses relevance among younger users. Meta's losses are also a result of increased privacy measures, reduced overall ad spend, and brand safety concerns, according to our analyst Paul Briggs.

What does this mean? Social media ad spend is in a cooling period across the board, but not all platforms or regions are facing the same degree of stress.

- TikTok is still in good shape, especially in Latin America where users are quickly adopting the platform.

- Facebook is still struggling. The platform has a massive head start in terms of ad spend, but privacy issues and static growth are catching up with the platform.

- Advertisers should look beyond social. Most internet users are still logged on, but marketers may have more success investing in retail media or connected TV advertising.

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