

# Facebook is set to lose users in US for the first time

## Article

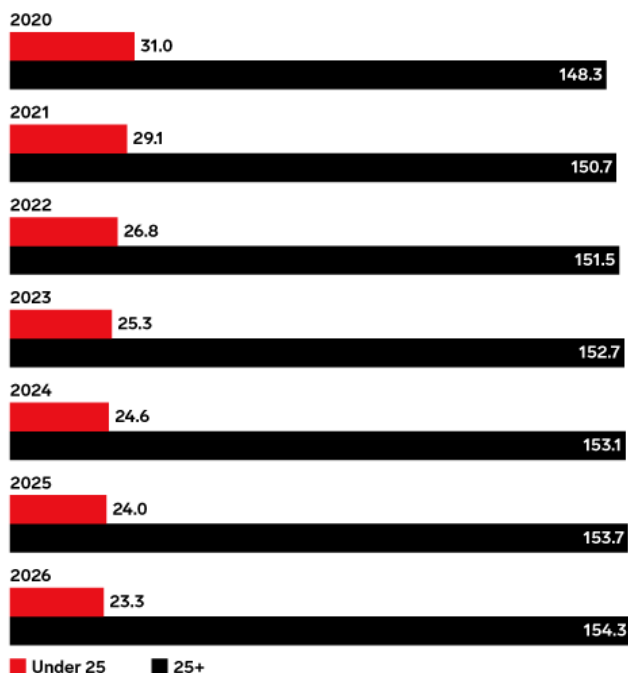
**The news:** Facebook users will fall for the first time this year, dropping 0.8%, a 1.4 million user decrease, to 178.3 million users, per our newly released forecast.

- The Blue App is seeing an accelerating decline in adoption among younger social network users, with those under 25, already a small and shrinking share of its overall user base, continuing to fall off the platform or fail to adopt it at all.

- By next year, fewer than 15% of Facebook users will be under 25.
- The platform’s user base among age groups except those 65 and over will be either stagnant or shrinking—though this decline will stay gradual.

### US Facebook Users, Under 25 vs. 25+, 2020-2026

millions



Note: internet users who access their Facebook account via any device at least once per month  
Source: eMarketer, April 2022

275152 eMarketer | InsiderIntelligence.com

**Why this matters:** Facebook is losing penetration and users among younger consumers because on the whole, they’re not adopting the platform when they become old enough to create social accounts.

- Those who do have Facebook accounts are accessing them less frequently—instead, opting to use platforms like **Instagram**, **Snapchat**, and, increasingly, **TikTok**—as their primary social options.
- This has led to a network effect that’s increasing the speed of these cohorts’ exodus from the platform.

**Go further:** Review our recently released Facebook user forecast [here](#).

