

Update: Facebook reports its first ever loss in users

Article



A previous issue of this article was published before Meta's latest earnings report came out Wednesday night. This story was based on a forecast that was conducted prior to Meta's earnings reports. [See our updated story on Meta's earnings report here.](#)

Updated story: Facebook reported a decline in users in 2021, the first such loss reported in the social network's history, per an earnings report from **Meta**. The platform lost half a million

users in the last quarter, declining to **1.93 billion** daily active users.

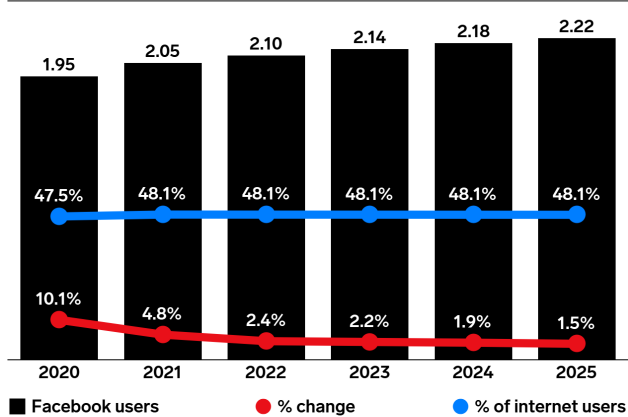
We previously projected Facebook would add **96 million** users worldwide in 2021, making last year the first time the social network failed to add over **100 million** users. Instead, Facebook actually lost users, indicating a harder hit than we projected.

In its figures, which have always been above our estimates, Facebook reported its most drastic slowdown ever, confirming that its rapid growth days could be a thing of the past.

Our previous forecast: Facebook was projected to pass **2 billion** users worldwide in 2021 and hit **2.10 billion** by the end of this year. But despite boasting a massive user base, growth on the platform declined dramatically in 2021 and will slow to a trickle in years to come.

Facebook Users Worldwide, 2020-2025

billions, % change, and % of internet users



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

Source: eMarketer, November 2021

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- We projected Facebook would add about **96 million** users worldwide in 2021, making last year the first time the social network failed to add over **100 million** users.
- In 2021, we projected growth would be the fastest in the Middle East and Africa (**8.0%**) and in the Asia Pacific regions (**7.1%**) as an increase in internet users led to an increase in Facebook users. Facebook's growth was projected to be slowest in North America (**0.7%**) and Europe (**1.4%**).

- 2022 will mark the highest level of Facebook internet user penetration worldwide before internet user growth starts to outpace Facebook growth.

Looking ahead: Facebook's days of viral growth are long gone. The app will see a trickle of new users in the tens of thousands range through 2025. Despite this, parent company **Meta** is continuing to reimagine what its platform can look like, moving away from growing out Facebook and toward building the metaverse.