

Snapchat spooks Facebook off the podium in social app rankings

Article

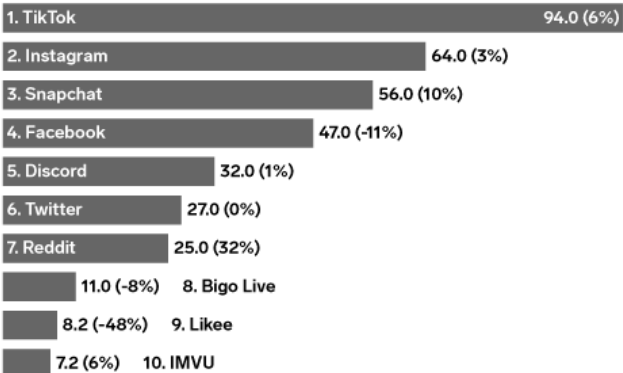
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

TikTok and **Instagram** were once again the top US social networking apps of 2021, downloaded **94.0 million** and **64.0 million** times that year, respectively. **Snapchat** took third place with a **10%** jump in downloads, leapfrogging **Facebook**, whose downloads fell by **11%**.

Beyond the chart: Snapchat closed out 2021 with more monthly US users than TikTok, but no such luck this year. Nearly **2 million more** people will use the **ByteDance**-owned app than Snapchat each month in 2022, per our forecast. Still, the ephemeral messaging app will remain the Gen Z darling until 2025, when Instagram—and not TikTok—will take that crown.

Top 10 US Mobile Social Networking Apps, Ranked by Downloads, 2021

millions and % change



Source: Apptopia, "Worldwide and US Download Leaders 2021," Dec 27, 2021
eMarketer | InsiderIntelligence.com

More like this:

- Report: [US Social Network Users 2022](#)
- Article: [Where to reach livestream viewers on social media](#)
- Article: [Facebook’s metaverse future gets a reality check from declining user numbers, record losses](#)