

Podcast: Oh, Snapchat! Global User Growth Exceeds Expectations

AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson reviews Snapchat's recent earnings. Also, vice president of content studio Paul Verna discusses the Brexit cloud looming over marketers, how local news has remained so trustworthy and increased ad spend on political videos.

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Top 10 Countries, Ranked by Snapchat Users and Penetration, 2019

millions and % of internet users

Snapchat users (millions)		% of internet users	
1. US	77.5	1. Norway	55.6%
2. France	14.7	2. Australia	39.0%
3. UK	14.5	3. Denmark	38.2%
4. India	11.4	4. Sweden	35.0%
5. Germany	10.6	5. Netherlands	33.0%
6. Brazil	9.3	6. New Zealand	30.5%
7. Australia	7.7	7. US	27.3%
8. Mexico	6.7	8. France	27.2%
9. Canada	6.3	9. UK	25.7%
10. Spain	5.0	10. Switzerland	21.4%

Note: internet users of any age who use Snapchat at least once per month
Source: eMarketer, July 2019

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