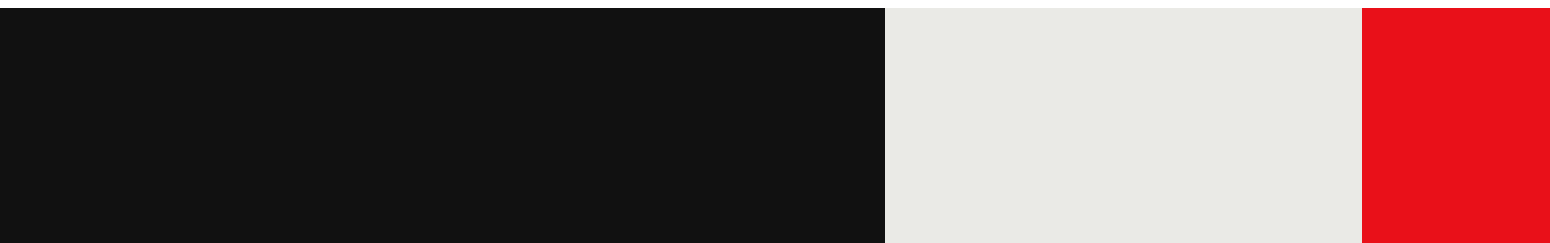


Facebook and Instagram present a tale of two platforms

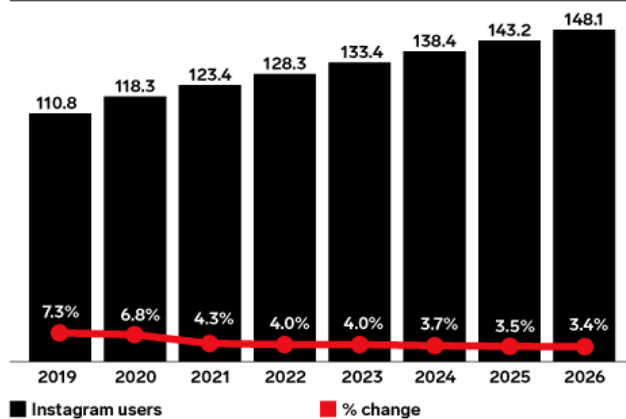
Article



The forecast: While **Instagram** giveth, **Facebook** taketh away. The **Meta**-owned platforms face diverging futures. Instagram's US user base will increase by **4.0%** this year to **128.3 million**, while Facebook's will decline by **0.8%** to **178.3 million**.

US Instagram Users, 2019-2026

millions and % change



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

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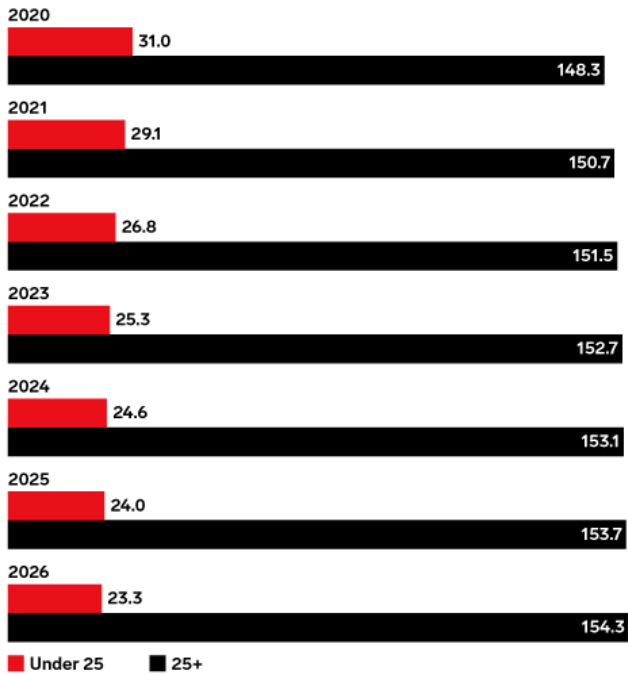
eMarketer | InsiderIntelligence.com

Beyond the chart:

- Facebook can't keep up as users under 25 continue to leave the platform—or never adopt it at all. Less than **15%** of US Facebook users will be under 25 next year.
- Young users are opting for other socials, like **TikTok** and **Snapchat**, and don't see the need for Facebook, which skews older. That said, people under 25 are still entering the Meta ecosystem via Instagram.
- Instagram's user growth rate is decelerating, but unlike its sister app, change is still positive and will be through at least 2026.
- That said, Instagram is also getting older. Its share of users under 25 is falling, down from **30.4%** last year to **29.6%** this year and **26.7%** by 2026.
- In contrast, about **44%** of TikTok's US user base will be younger than 25 this year. While Instagram has tried to mimic the video app's format, Meta's app clearly lacks a certain cool factor among Gens Z.

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

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Looking ahead: We don't foresee a miraculous recovery for Facebook. User figures will fall to **177.6 million** in 2024, where they will remain through at least 2026. Meanwhile, while Instagram's total users still lags behind Facebook, **148.1 million** people will use the app come 2026, and growth will remain positive.