

Facebook and Twitter poised to shed users in Latin America

Article

The trend: Facebook and Twitter are losing traction in Latin America, which leads the world in social network use, per [our latest forecast](#).

- TikTok and Instagram will gain the most from these changing user patterns.

- In Brazil, **Instagram will have dethroned Facebook** as the country's most popular social platform for the first time by the end of 2025.

Facebook bleeds: As younger people gravitate to video-centric platforms like TikTok, Facebook's user base will keep falling in Latin America. This year, 2.5 million users will leave the platform, lowering its regional total to 33.71 million. Declines for Facebook will be the worst in Brazil and Mexico, which will account for about 60% of net user losses.

Clipped wings: As **Twitter** struggles to find its footing in the aftermath of its purchase by **Elon Musk**, it will also see a significant user exodus. Content concerns and technical issues will decrease its user base in Latin America by 5.4 million between 2022 and 2024.

Advertisers can't get enough: A fast-growing social media user base makes Latin America a magnet for advertisers.

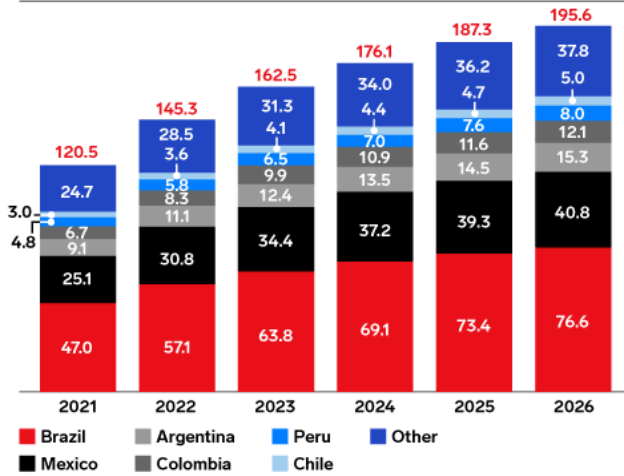
- Almost 400 million people—59% of Latin America's population—will use social media this year. Among the top 10 countries in social network use, five—Mexico, Peru, Colombia, Brazil, and Argentina—are in the region.
- In markets like Brazil and Colombia, social platforms account for the lion's share of the digital ad mix.

One to watch: TikTok, despite government bans in some parts of the world, continues to rack up users in Latin America and will be the only social network in the region with double-digit percentage growth this year.

- That translates to 17.2 million new users for TikTok, taking its total in the region to 162.5 million.
- However, it too will face increasing competition from **Instagram**, regionally, and **Kwai**, in Brazil.
- Instagram and **Snapchat** will see modest, single-digit user gains, by comparison.

TikTok Users in Latin America, by Country, 2021-2026

millions



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

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