

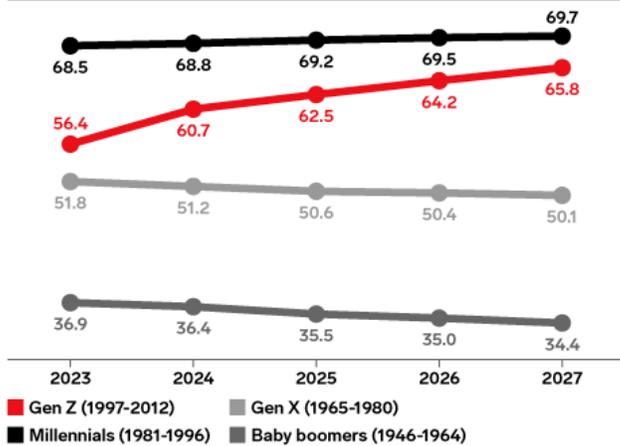
Gen Z, millennials grow their social media presence through 2027

Article

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US Social Network Users, by Generation, 2023-2027

millions



Note: internet users who use a social network via any device at least once per month
Source: eMarketer, May 2023

282419 Insider Intelligence | eMarketer

Key stat: By 2027, there will be a combined 135.5 million Gen Z and millennial social network users in the US, over half of total US social network users, according to our forecast.

Beyond the chart:

- The number of US millennial and Gen Z social network users will continue to climb through 2027 while the number of Gen X and baby boomer users will decline.
- TikTok, Snapchat, and Instagram are the most popular social media platforms for Gen Zers, though only Snapchat draws a higher share of Gen Z teens than Gen Z adults, per our [US Social Network Usage by Generation](#) report.
- Millennials dominate on Reddit, where they represent about 40% of the user base. They're also present on TikTok, though not as much as Gen Z. Meanwhile, Facebook and X (formerly Twitter) will both lose millennial users this year.

Use this chart:

- Understand the generational breakdown of US social network users.
- Identify which generations are growing their presence on social media and which are declining.
- Justify social media marketing efforts toward millennials and Gen Zers.

More like this:

- Gen Zers are in charge on social media
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Note: Social networks are sites where the primary activities involve creating a profile and interacting with a network of contacts by sharing status updates, comments, photos, or other content.

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, the growth trajectory of major social networks, historical trends, internet and mobile adoption trends, and country-specific demographic and socioeconomic factors.