

# Gen Z, millennials drive Facebook's drop

Article

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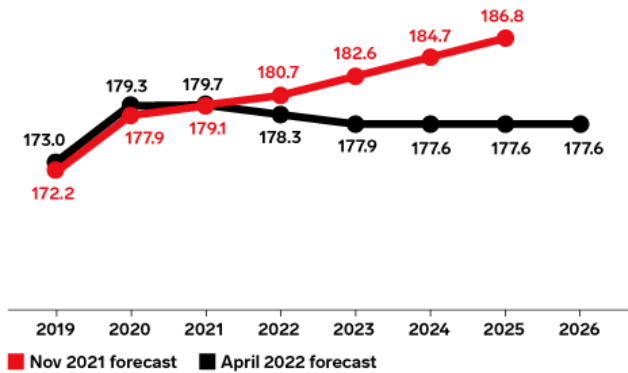
Our latest Facebook forecast shows that its monthly user base in the US will plateau, rather than grow as previously expected. Following a peak of **179.7 million** last year, the base will lose **2.1 million** users by the end of 2024 and hold steady at **177.6 million** through 2026.

**Beyond the chart:** Young people are driving the decline. This year, **1.6 million** 18- to 24-year-olds in the US will stop using Facebook, a steeper drop than previously forecast. Meanwhile,

the number of millennial users—those ages 26 to 41—will dip by 2.1%, marking the first-ever millennial loss for the app.

### How Has Our Forecast for Facebook Users in the US Changed?

millions, 2019-2026



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

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