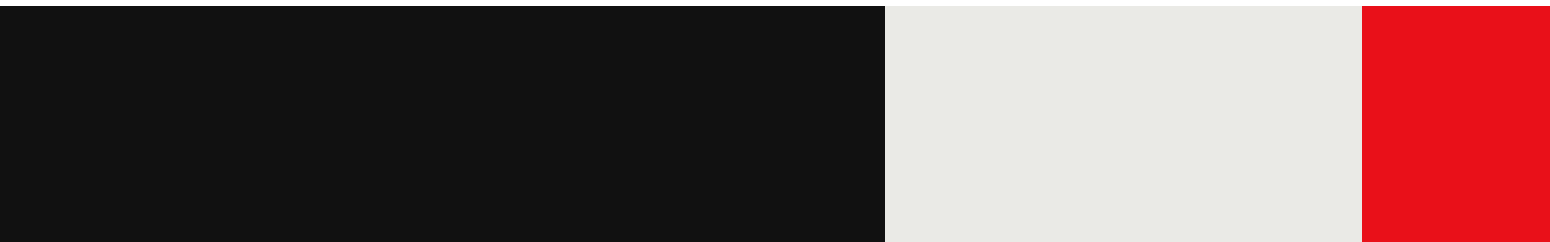



North America holds the top spot in internet usage

Article



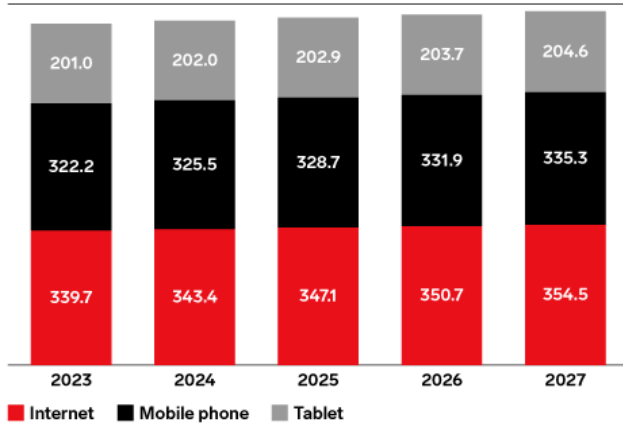
Across the globe, growth in internet and mobile users is slowing after a pandemic-fueled boost. Nearly 60% of people worldwide—4.72 billion—will connect to the internet regularly this year, and 5.28 billion will use a mobile phone, according to our latest forecast. But North America comes out on top.

- **90.0% of North Americans will be internet users in 2024.** Europe and Latin America will have the next-highest penetration rates.

- **Smartphone usage is highest in North America.** About 77% of its population will use a smartphone in 2023—more than 10 percentage points higher than Europe. North America’s penetration rate will reach just over 80% by 2027.
- **Mobile usage among children is also one of the highest.** Canada ranks just behind Germany and Argentina. We forecast that 25.1% of children under 12 and 95.7% of 12-to-17-year-olds in the country will use mobile phones this year. The US and Mexico won’t be far behind.

Internet, Mobile Phone, and Tablet Users in North America, 2023-2027

millions



Note: internet users are individuals of any age who use the internet from any location via any device at least once per month; mobile phone users are individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; tablet users are individuals of any age who use a tablet at least once per month
 Source: Insider Intelligence, March 2023

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InsiderIntelligence.com

Report by Jessica Lis Apr 25, 2023

Internet and Mobile Users Update 2023



