

TikTok's user base will increase by triple-digit percentages in some countries

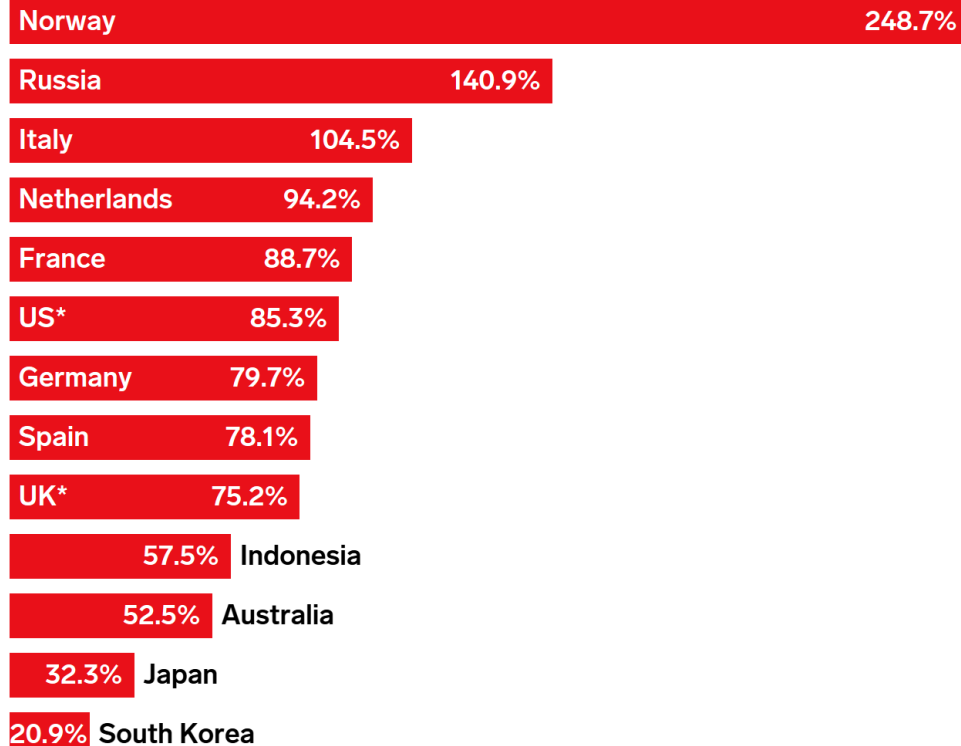
ARTICLE | **DECEMBER 24, 2020**

Insider Intelligence Editors

TikTok's growth in 2020 has been, in a word, extraordinary. While the pandemic helped stoke user gains for all the major social platforms, it lit a particularly large fire under TikTok.

TikTok User Growth in Select Countries, 2020

% change



*Note: internet users of any age who access their TikTok account via any device at least once per month; *Aug 2020 forecast*

Source: eMarketer, October 2020

T11344

eMarketer | InsiderIntelligence.com

In 12 of the 13 countries we currently forecast, TikTok's user base will increase by high double-digit, or in some cases triple-digit, percentages in 2020.

Norway leads with 248.7% year-over-year growth in 2020, followed by Russia (140.9%) and Italy (104.5%), we estimate. South Korea will have the lowest increase at 20.9%, partially due to the significant popularity of local social media app Band.

Read more:

- [TikTok Users Around the World 2020: eMarketer Forecasts and Other Essential Stats](#)

- Snapchat and Instagram's user growth in Asia-Pacific was aided by India's TikTok ban
- Social networks will experience a pandemic-driven boost in 2020—but not equally.