

# After dramatic growth, Netflix's user numbers will even out this year

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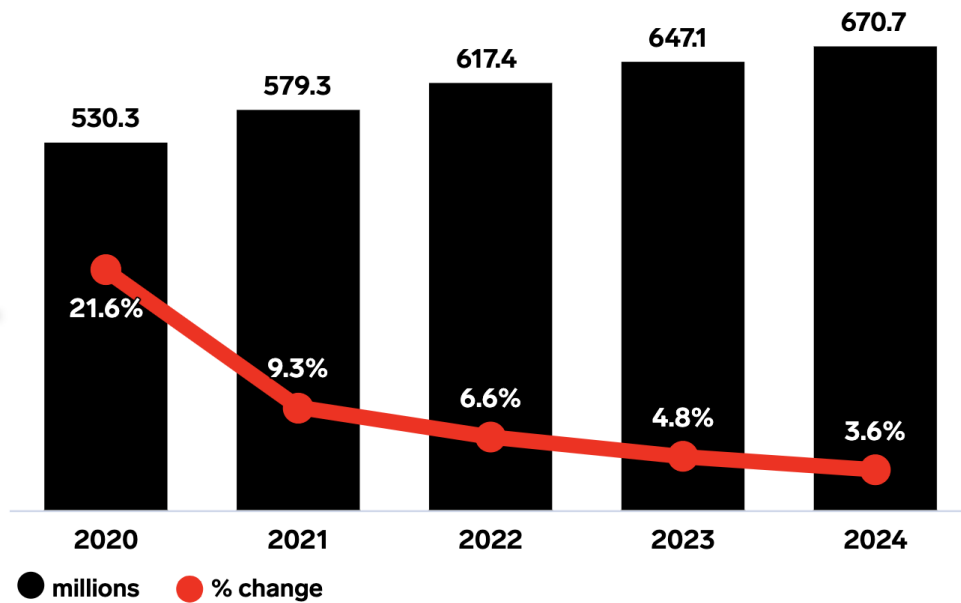
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Netflix's user growth saw drastic shifts during the pandemic, but we expect it to begin evening out this year. **Though Netflix had an overall stellar 2020, it was a rollercoaster: More than two-thirds of its new subscribers were added in H1 2020**, only for net subscriber additions to fall to just 2.2 million in Q3 2020.

## Netflix Viewers

Worldwide, 2020-2024



Source: eMarketer, August 2020 (see below for notes and methodologies).

eMarketer | InsiderIntelligence.com

This past quarter was a return to normalcy, with Q4 2020's 8.5 million new subscribers similar to Q4 2019's 8.8 million.

Barring another major pandemic development, however, we won't see swings like that again. **In 2021, Netflix's user growth will enter the single digits for the first time since we began tracking it,** growing by 9.3% this year and staying relatively flat until at least 2024. But that's less a sign of stagnation, and more a reflection of Netflix approaching market saturation.

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