How many users does TikTok have in the countries that want to ban it?

Article

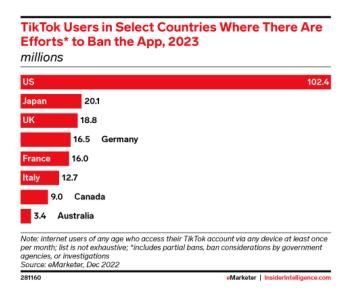


For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.





The US isn't the only country with serious talks of TikTok bans. Japan, the UK, Germany, and France are all countries with over 15 million TikTok users each that could be left with a lot of time on their hands if TikTok bans succeed.



Beyond the chart: The first statewide TikTok ban in the US was signed into law in Montana last week, but the legality of the ban is still in question. If the rest of the US or any of the above countries succeed in eliminating TikTok, then Instagram and YouTube will reap the rewards as content-hungry users seek other outlets.

More like this:

- For Gen Z, playing an influencer on TikTok comes naturally
- TikTok threatening YouTube in US video ad spend
- How marketers should rethink digital ad channels, based on our forecast data
- TikTok, AI, and beyond: 6 social strategy takeaways from marketing pros
- Yesterday's Chart of the Day: YouTube looks alive

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, historical trends, and country-specific demographic and socioeconomic factors.



