

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

Article

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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.

TikTok Users in Select Countries Where There Are Efforts* to Ban the App, 2023

millions



Note: internet users of any age who access their TikTok account via any device at least once per month; list is not exhaustive; *includes partial bans, ban considerations by government agencies, or investigations

Source: eMarketer, Dec 2022

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eMarketer | InsiderIntelligence.com

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.

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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.