


What were the most downloaded social media apps in 2022?

Article



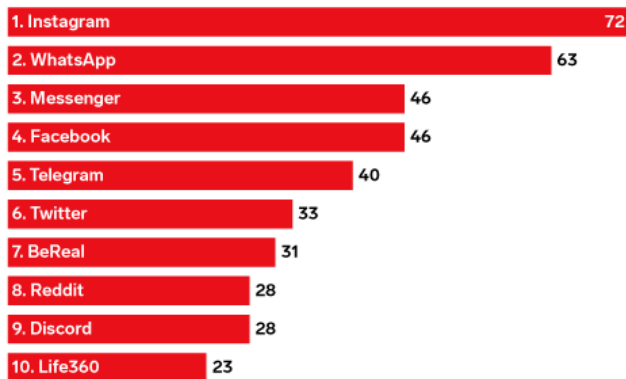
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Meta gained a strong hold over the US social media app rankings last year, with Instagram, WhatsApp, Messenger, and Facebook all boasting the highest numbers of downloads,

according to Apptopia. Messaging app Telegram broke into the top 10 this year, as did relative newcomer BeReal.

Top 10 US Mobile Social Media Apps, Ranked by Downloads, 2022

millions



Source: Apptopia, "Worldwide and US Download Leaders 2022," Jan 4, 2023

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InsiderIntelligence.com

Beyond the chart: One name missing from this list is TikTok, which Apptopia instead classifies as an entertainment platform, meaning it's competing with the likes of Netflix and other streaming services.

TikTok was the most downloaded app of any kind in 2022, with 99 million downloads in the US and 672 million downloads globally. If TikTok were classified as a social media platform, it would have beaten all Meta-owned platforms and won the No. 1 spot by a wide margin.

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