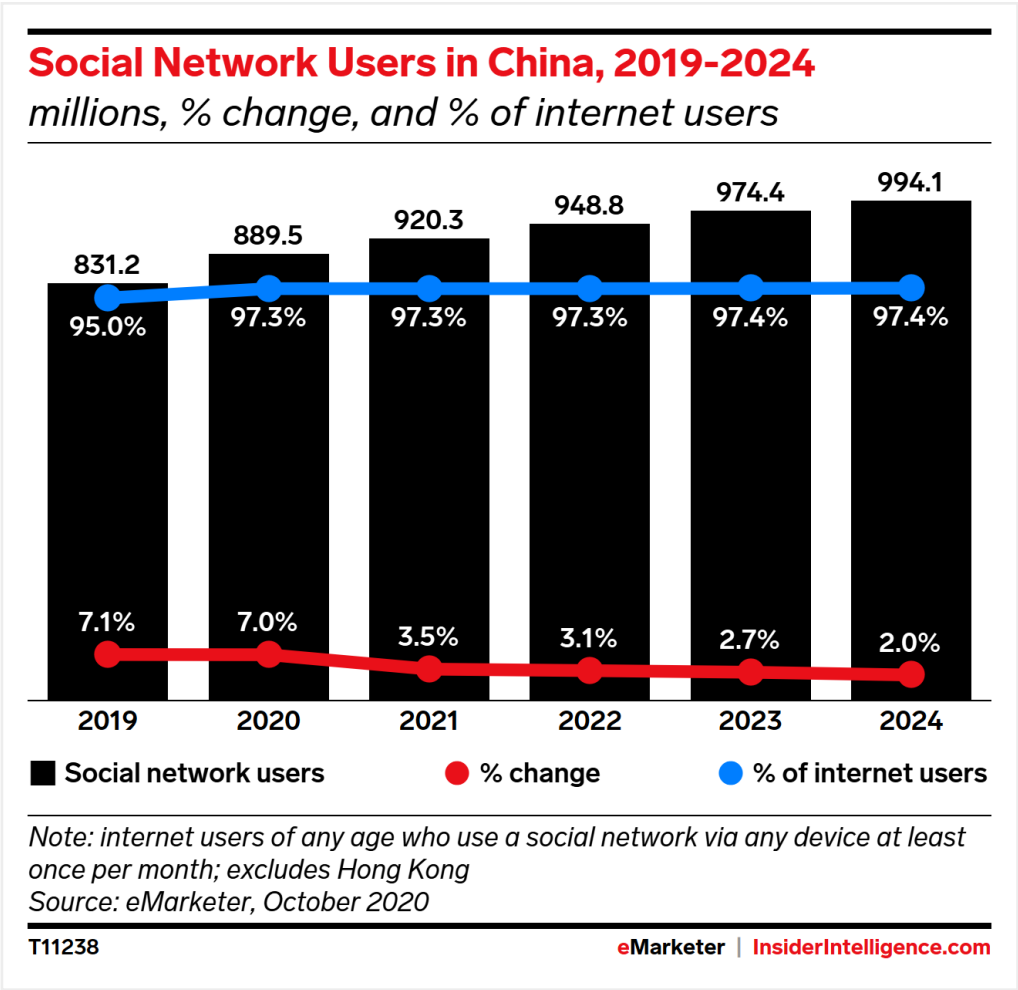


# China leads the world in social networking

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**Insider Intelligence Editors**

In China, an estimated 889.5 million people—97.3% of all internet users—will visit social networks at least monthly in 2020.



That's a gain of 7.0% compared with 2019. User numbers will pass 920 million in 2021, when an estimated 65.8% of the entire population will be social network users.

Younger people are in the vanguard of social networking in China, as elsewhere. In 2020, the largest single cohort of social network users in the country will be ages 25 to 34. Penetration among China's internet users in that age group is close to its peak, at 99.5%, but the cohort's total number of users will begin to decline in 2021 (from 217.0 million to 215.4 million).

Read more:

- [Global Social Network Users 2020: All Main Platforms Add Users During the Pandemic](#)
- [A look back at Singles' Day, and what retailers can learn from it](#)

- For the first time, more than half of China's population will use WeChat