

Where in the world is internet use rising the fastest?

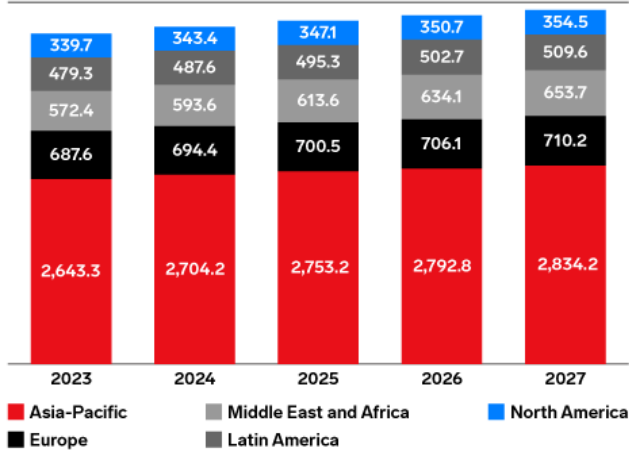
Article

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Internet use is growing the fastest in the Middle East and Africa, where about 80 million more people will go online at least once per month between 2023 and 2027, according to our forecast. Roughly 60% of the global population will use the internet regularly.

Internet Users Worldwide, by Region, 2023-2027

millions



Note: individuals of any age who use the internet from any location via any device at least once per month
Source: Insider Intelligence, March 2023

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Beyond the chart: In North America, 89.7% of the population will be online this year, versus Asia-Pacific's 61.1%. But the situation is flipped when it comes to online shopping: Asia-Pacific will boast 61.0% of the world's digital shoppers, while North America will have just 8.5%, which helps explain why Alibaba's ecommerce sales in China are nearly triple Amazon's in the US.

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Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, historical trends, and demographic adoption trends.