## The mobile apps downloaded the most in the US last year

**Article** 



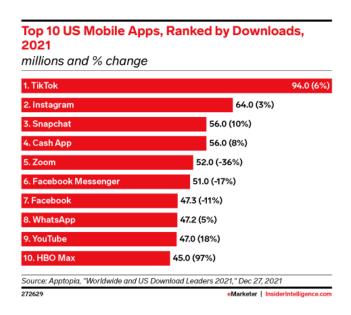
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**TikTok** was the No. 1 mobile app in the US last year, with **94.0 million** downloads, a **6**% increase over 2020. Runners-up **Instagram** and **Snapchat** reached **64.0 million** downloads



and **56.0 million** downloads, respectively, meaning the three most downloaded apps in the US were all photo- and video-sharing platforms.

**Beyond the chart:** More than **1 in 4** people in the US were monthly TikTok users in 2021, while about **1 in 3** used Instagram as often, per our estimates. The short-video app saw the widest adoption among 18- to 24-year-olds, and the **Meta**-owned platform, within the 25-to-34 set (over **70**% of each cohort). Though it will continue to lag TikTok in user growth for the next few years, Instagram will avoid the stagnation of its sister app **Facebook**.



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