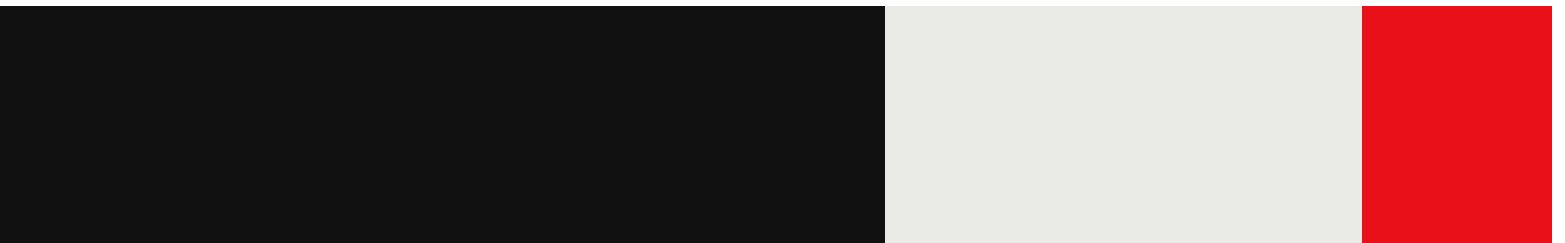


Top 10 countries where Threads has woven the most users

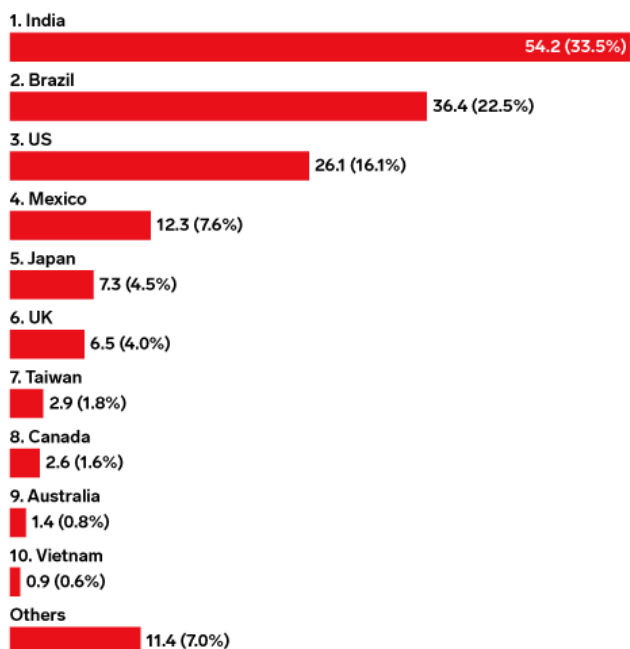
Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Top 10 Countries Worldwide, Ranked by Threads App Downloads, July 5-12, 2023

millions and % of total



Note: includes Android and iOS; Threads launched on July 5, 2023

Source: data.ai, July 13, 2023

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Insider Intelligence | eMarketer

Key stat: In Threads' first week, 33.5% of app downloads came from India, followed by Brazil (22.5%) and the US (16.1%), according to data.ai.

Beyond the chart:

- For context, 19.1% of Instagram's users worldwide are in India, 7.9% are in Brazil, and 9.5% are in the US, according to our forecast, showing that Threads' audience may be different than Instagram's.
- People in the EU can't use Threads** due to privacy issues Meta has faced in the region. Threads collects extensive data on its users.

Use this chart:

- Determine who makes up Threads' 100 million-plus downloads.
- Prepare for when ads eventually launch on Threads.

More like this:

- [5 things to know about brand marketing and the future of ads on Instagram's new platform, Threads](#)
- [Threads' user engagement decline could spell trouble for advertising potential](#)
- [June and July ad updates from Google, Meta, and others highlight retail media, targeting tools, and social media](#)
- [Report: Threads Is Here](#) (Insider Intelligence subscription required)

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