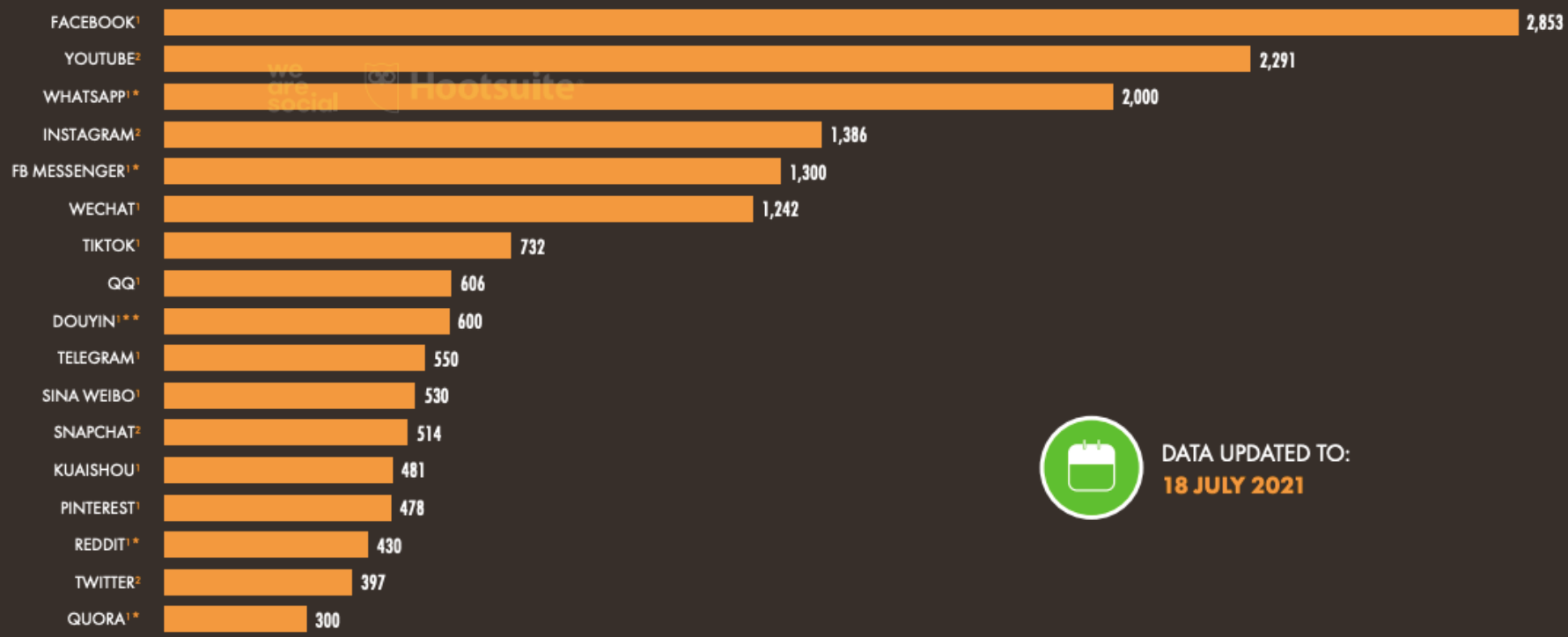
Réseaux sociaux : les dernières stats (juillet 2021)

ÉTUDE HOOTSUITE, WEARE SOCIAL, LOCOWISE, KEPIOS

JUL 2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO: 18 JULY 2021

SOURCES: KEPIOS ANALYSIS (JUL 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** 'USERS' MAY NOT REPRESENT UNIQUE INDIVIDUALS. PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK	FACEBOOK'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
2.25 BILLION	36.7%	+1.8% +40 MILLION	43.6%	56.4%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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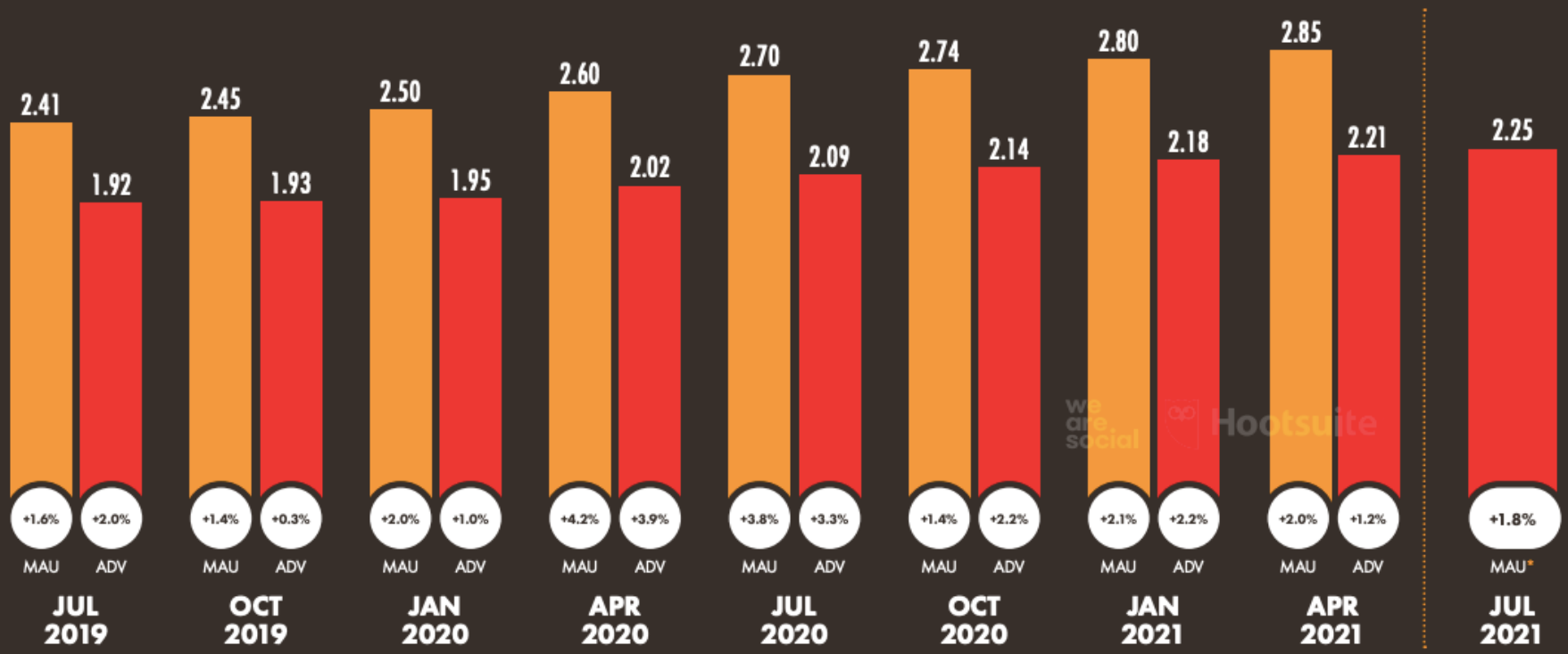
FACEBOOK'S ACTIVE USERS vs. AD AUDIENCE OVER TIME

FACEBOOK'S MONTHLY ACTIVE USERS (MAU) AND GLOBAL ADVERTISING REACH (ADV) OVER TIME (IN BILLIONS), WITH QUARTER-ON-QUARTER CHANGE*



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SOURCES: MAU FIGURES TAKEN FROM DATA PUBLISHED IN FACEBOOK'S QUARTERLY EARNINGS ANNOUNCEMENTS (DATES AS STATED BENEATH GRAPH); ADVERTISING AUDIENCE FIGURES BASED ON KEPIOS ANALYSIS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (DATES AS STATED BENEATH GRAPH). ***NOTES:** FIGURES IN WHITE CIRCLES REPRESENT RELATIVE CHANGE vs. PREVIOUS QUARTER. MAU FIGURES ARE NOT AVAILABLE FOR THE CURRENT QUARTER AT THE TIME OF REPORT PUBLICATION.

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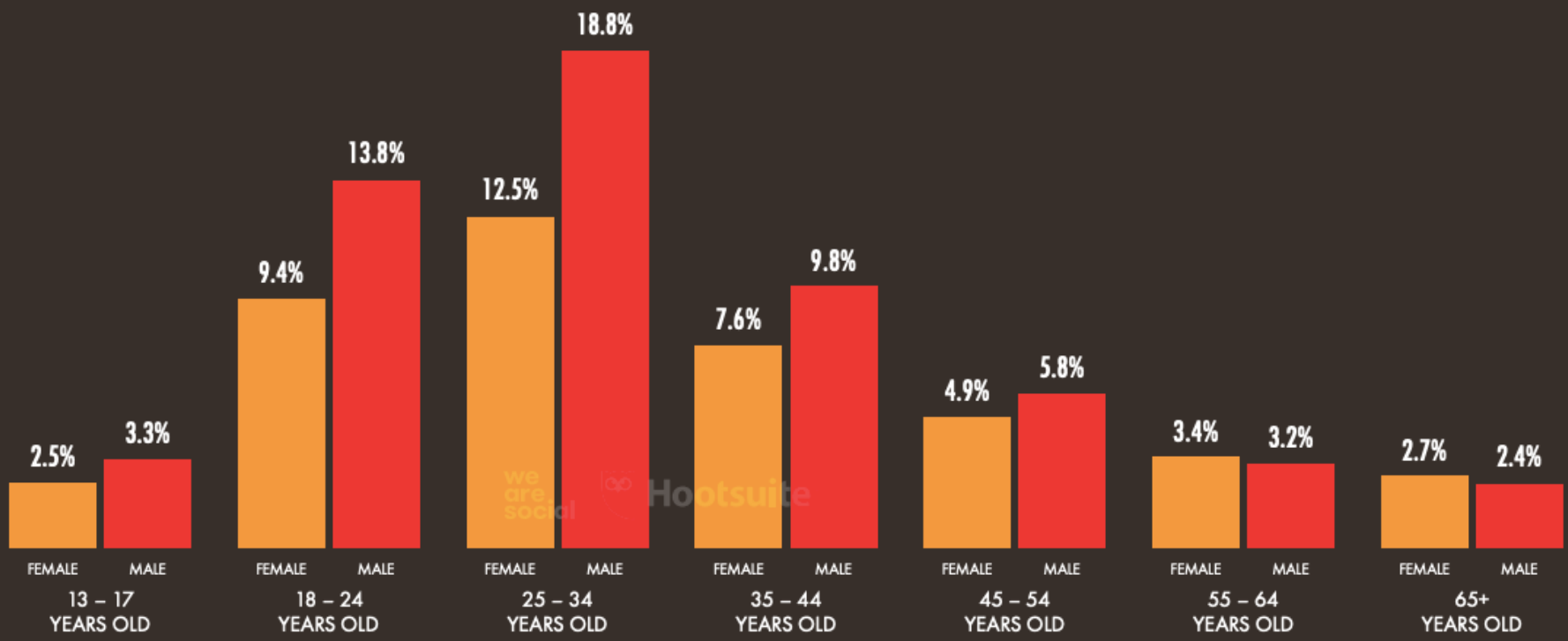
PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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YOUTUBE OVERVIEW

ESSENTIAL HEADLINES FOR YOUTUBE USE AROUND THE WORLD

POTENTIAL AUDIENCE* THAT GOOGLE REPORTS CAN BE REACHED USING ADVERTS ON YOUTUBE	TOTAL NUMBER OF HOURS OF VIDEO WATCHED ON YOUTUBE EACH DAY	SHARE OF TOTAL YOUTUBE WATCH TIME THAT TAKES PLACE ON MOBILE DEVICES	YOUTUBE'S FEMALE AD AUDIENCE AS A PERCENTAGE OF ITS TOTAL ADVERTISING AUDIENCE*	YOUTUBE'S MALE AD AUDIENCE AS A PERCENTAGE OF ITS TOTAL ADVERTISING AUDIENCE*
2.29 BILLION	**1 BILLION**	**70%**	**45.8%**	**54.2%**

SOURCES: KEPIOS ANALYSIS (JUL 2021), BASED ON DATA PUBLISHED IN YOUTUBE'S MARKETING MATERIALS AND GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. ***NOTES:** GOOGLE DOES NOT OFFER YOUTUBE TARGETING ACROSS ALL COUNTRIES IN ITS SELF-SERVICE AD TOOLS. VALUES BASED ON DATA FOR AVAILABLE MARKETS ONLY. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

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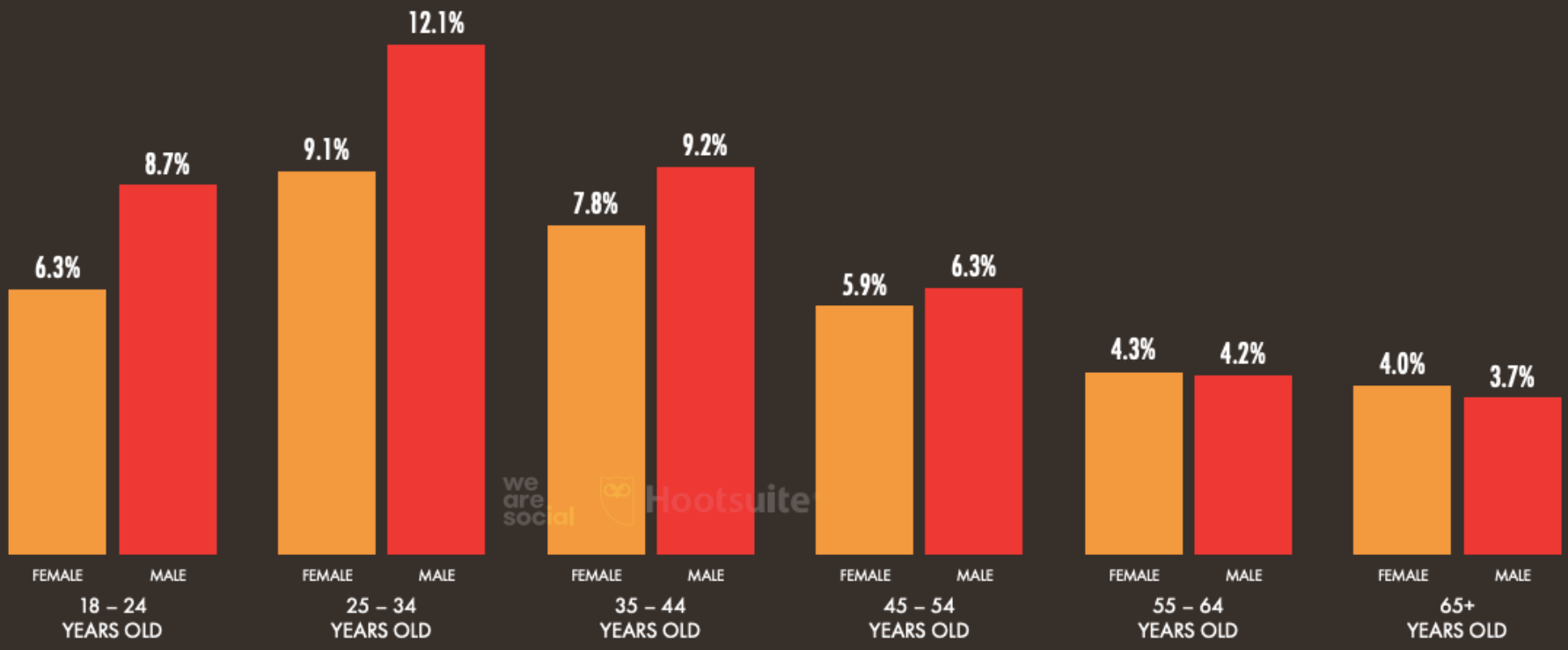
PROFILE OF YOUTUBE'S ADVERTISING AUDIENCE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



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SOURCE: KEPIOS ANALYSIS (JUL 2021) BASED ON DATA PUBLISHED IN GOOGLE'S SELF-SERVICE ADVERTISING TOOLS. ***NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL AUDIENCE, NOT JUST AUDIENCES AGED 18+, SO WILL NOT SUM TO 100%. BASED ON DATA FOR AVAILABLE MARKETS ONLY. GOOGLE'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA SHOWN HERE REPRESENT YOUTUBE'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS.

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WHATSAPP OVERVIEW

ESSENTIAL HEADLINES FOR WHATSAPP USE AROUND THE WORLD

MONTHLY ACTIVE WHATSAPP USERS* AROUND THE WORLD	ACTIVE WHATSAPP USERS COMPARED TO THE TOTAL POPULATION AGED 13+*	TOTAL NUMBER OF WORLDWIDE USERS OF WHATSAPP BUSINESS	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
2 BILLION	33%	50 MILLION	46.1%	53.9%

SOURCES: FACEBOOK (LATEST AVAILABLE DATA IN JUL 2021); GENDER DATA FROM GWI (Q1 2021). ***NOTES:** WHATSAPP RESTRICTS USE TO PEOPLE AGED 13 AND ABOVE, AND TO PEOPLE AGED 16 AND ABOVE IN THE EU. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 16 TO 64. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM	INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
1.39 BILLION	**22.6%**	**+7.7%** +100 MILLION	**51.4%**	**48.6%**

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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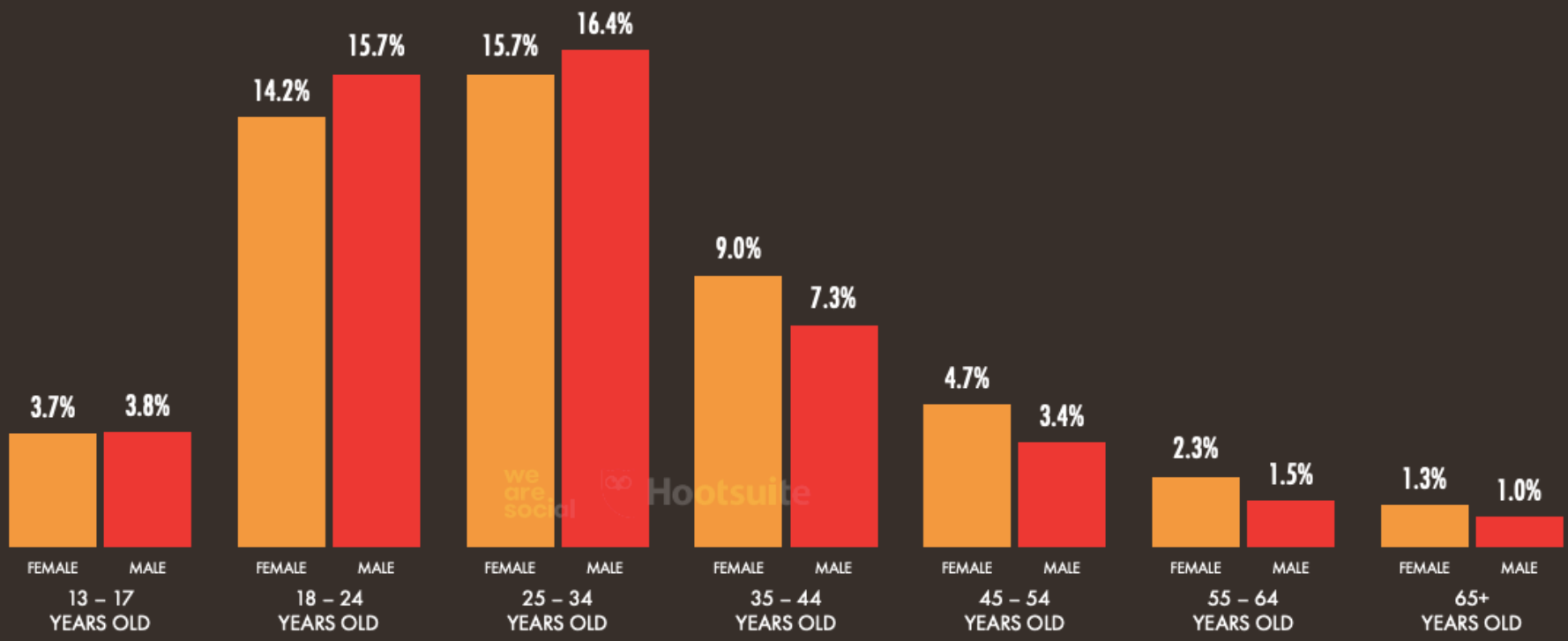
PROFILE OF INSTAGRAM'S ADVERTISING AUDIENCE

SHARE OF INSTAGRAM'S ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORY:** DATA ON THIS CHART REPRESENT INSTAGRAM'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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FACEBOOK MESSENGER: AD AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON MESSENGER	MESSENGER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN FACEBOOK MESSENGER'S ADVERTISING REACH	PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*	PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*
1.07 BILLION	17.5%	+5.6% +57 MILLION	44.1%	55.9%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). NOTE: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. *ADVISORY: "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ COMPARABILITY ADVISORY: BASE CHANGES.

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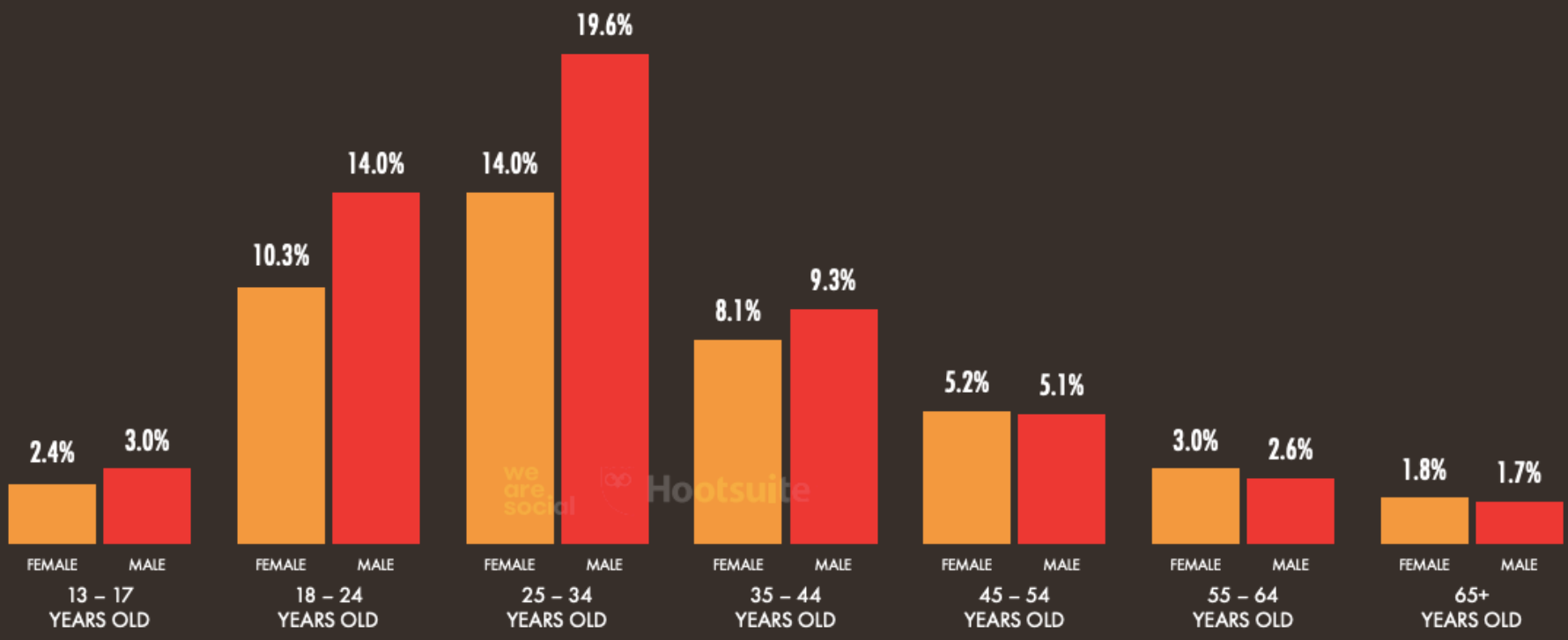
PROFILE OF MESSENGER'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK MESSENGER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORIES:** DATA ON THIS CHART REPRESENT FACEBOOK MESSENGER'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. SOME AD FORMATS ARE NOT AVAILABLE IN ALL COUNTRIES, WHICH MAY AFFECT DATA. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN	LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+	QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*
768.2 MILLION	**14.0%**	**+3.0%** +23 MILLION	**43.1%**	**56.9%**

123

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTES:** LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO FIGURES ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE FIGURES HAVE BEEN EXTRAPOLATED FROM AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE.

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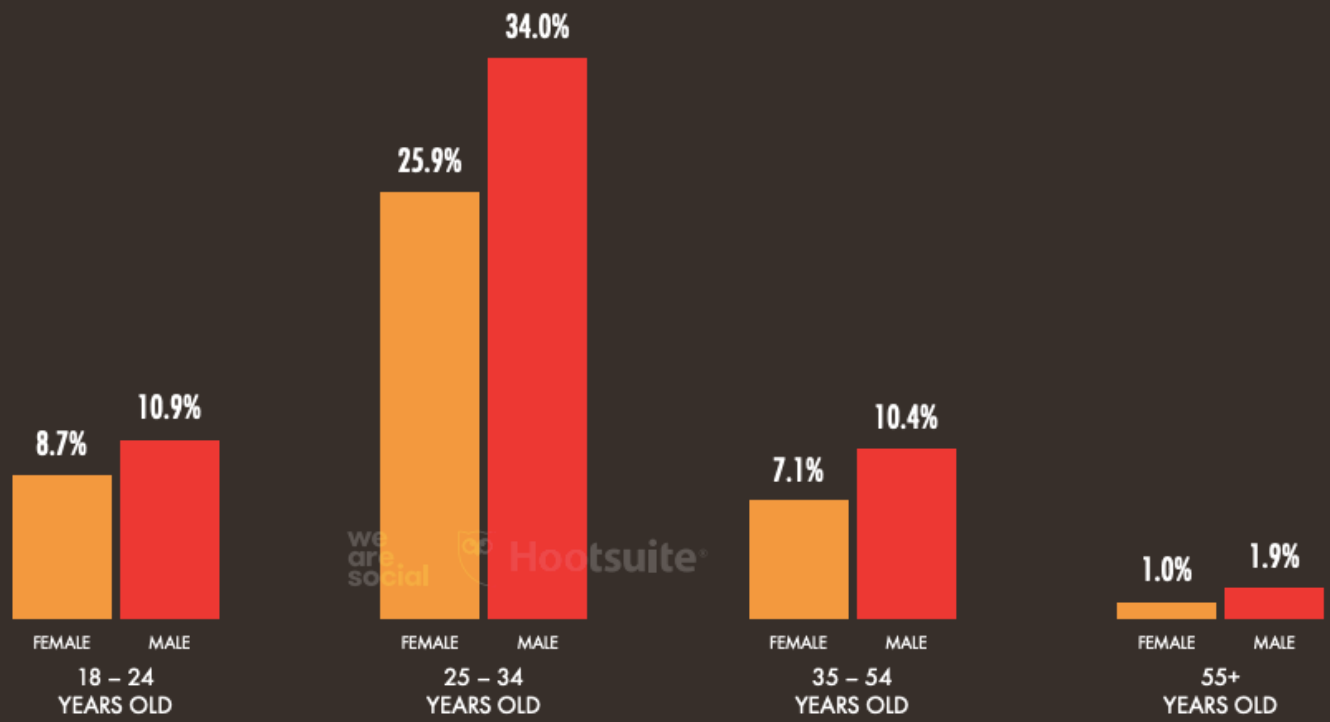
PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.
***ADVISORY:** DATA ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MEMBERS OR ACTIVE USERS.
◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

MONTHLY ACTIVE TIKTOK USERS* AROUND THE WORLD	ACTIVE TIKTOK USERS COMPARED TO THE TOTAL POPULATION AGED 13+	NUMBER OF NEW TIKTOK APP INSTALLS AROUND THE WORLD IN JUNE 2021*	FEMALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*	MALE USERS AS A PERCENTAGE OF TOTAL FEMALE AND MALE USERS*
732 MILLION	11.9%	57 MILLION	49.6%	50.4%

144

SOURCES: 'TIKTOK FOR BUSINESS' DECK (APR 2021); APP INSTALL DATA FROM SENSORTOWER (JUL 2021); GENDER SHARE DATA FROM GWI (Q1 2021). ***NOTES:** DOES NOT INCLUDE DOUYIN, OR GWI DATA FOR CHINA. GENDER DATA ONLY REPRESENTS USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS. ***ADVISORY:** "USER" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. ◈ **COMPARABILITY ADVISORY:** DATA ON THIS CHART ARE NOT DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS INCLUDED IN THIS REPORT.

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TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

POTENTIAL AUDIENCE* THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	TWITTER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
396.5	**6.5%**	**+0.2%**	**31.9%**	**68.1%**
MILLION		**+651 THOUSAND**		

133

SOURCE: TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** LARGE BASE CHANGES. DATA REPORTED BY TWITTER'S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON PINTEREST

POTENTIAL AUDIENCE* THAT PINTEREST REPORTS CAN BE REACHED WITH ADVERTS ON PINTEREST	PINTEREST'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN PINTEREST'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT PINTEREST REPORTS IS MALE*
223.3 MILLION	3.6%	+2.0% +4 MILLION	77.1%	14.9%

137

SOURCE: PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). FIGURES USE MID-POINTS OF PUBLISHED RANGES. ***NOTE:** PINTEREST PUBLISHES DATA FOR 'UNSPECIFIED' GENDER IN ADDITION TO 'MALE' AND 'FEMALE', SO GENDER SHARE FIGURES WILL NOT SUM TO 100%. ***ADVISORY:** "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. PINTEREST ADDED MEXICO TO ITS AD TARGETING OPTIONS IN Q2, ADDING 14+ MILLION USERS TO THE GLOBAL TOTAL.

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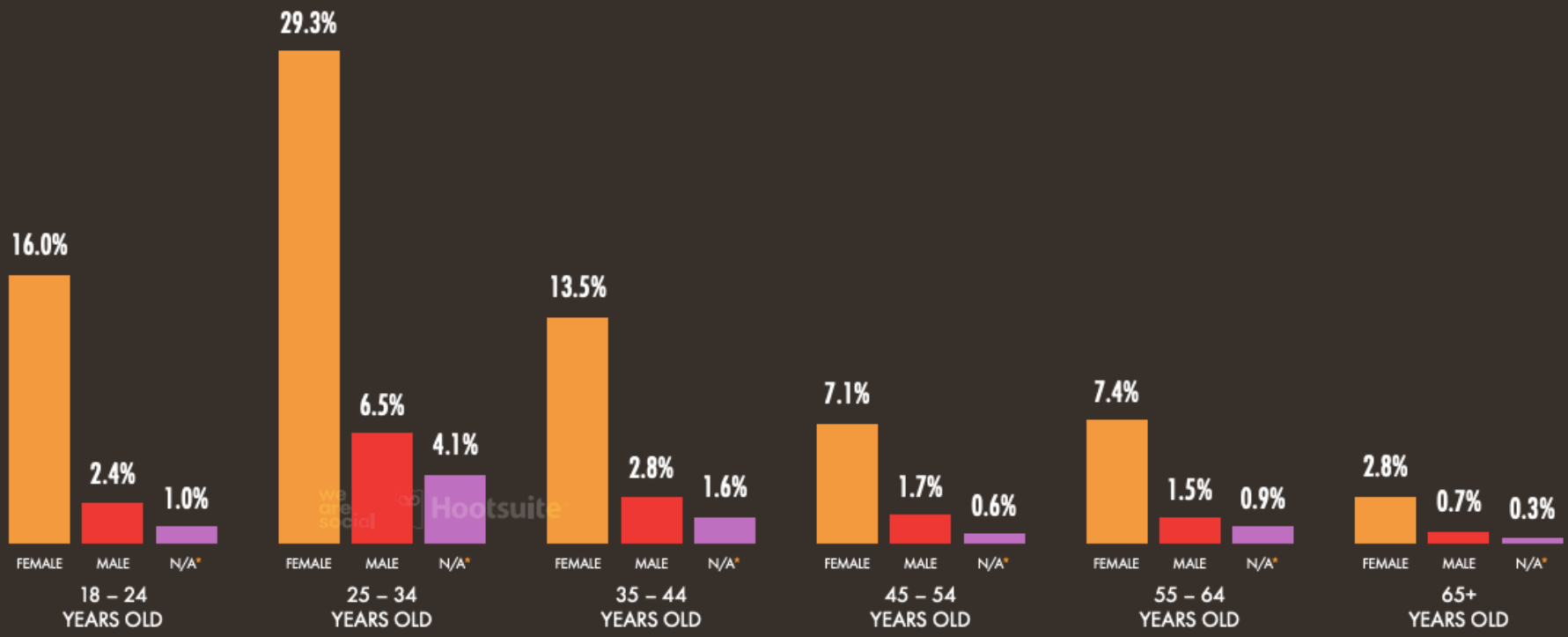
PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



138

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JUL 2021). ***NOTES:** "N/A" CORRESPONDS TO "UNSPECIFIED" GENDER, AS REPORTED BY PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. ***ADVISORY:** DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL ACTIVE USERS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

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